

Town of Marion Comprehensive Development Plan

Comprehensive Plan Committee 2017/2018

Town of Marion
3823 North Main Street
Marion, NY 14505
Telephone: (315) 926-4271
Email: info@townofmarionny.com
Website: www.townofmarionny.com

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Introduction

Overview

The Comprehensive Plan is a guide for the future physical growth and development of the Town of Marion and encompasses a long-range general application of community wide goals and objectives. The plan sets out direction for the next 10 to 20 years, although to be effective the plan must be revisited every few years and modified to meet changing community needs. The plan is general in nature and lends itself to meeting the changing conditions and community objectives.

The municipality is fixed to the land. A municipality's only inherent possession is land and certain limited rights to regulate the use of its land. Land is the foundation of a municipality's physical and economic growth, and its sense of community. Misuse of the land can become a community liability. Similarly, enduring community assets can be developed through wise use of the land resource. It is therefore not only important but imperative that the use of the land be intelligently planned for the maximum benefit of the Town's residents.

The Comprehensive Plan has been prepared pursuant to Section 272-A of New York State Town Law. The essential characteristics of the plan are that it is:

- Comprehensive - it integrates a variety of functional community concerns;
- Long range and goal oriented - it assesses major trends, anticipates potential impacts and identifies policies to guide future development; and
- Addresses physical community development reviews and makes recommendations concerning the natural and built environments within the community.

Under the State Law effective July 1, 1994, the Town Board has been granted authorization to adopt by local law or ordinance a comprehensive land use plan. The Plan will serve as the guiding policy document for the Town Planning Board for reviewing proposed development within the community and when making opinions or decisions on any community growth issue.

The Plan should also be utilized by the Town Board and all town Departments as a guide in making decisions that will impact community growth and development.

The Plan is a public document that should be made readily available to all community residents\ or to anyone who may be contemplating development within the community. The Plan provides the framework for regulating growth and development. Based on the Plan, a community can insure that development is guided to appropriate locations and that public investments are made that help fulfill the community growth objectives.

It is important to recognize what a Comprehensive Plan is and what it is not. It is a guidance document that does not bind the community in a literal way to any specific actions. Rather, it gives general direction to future decisions. Under New York State law, town and village land use regulations must be in accordance with an adopted Comprehensive Plan. This has generally been interpreted to mean that future zoning changes should be made in compliance with an adopted Comprehensive Plan. However, many people confuse a Comprehensive Plan with a zoning law. A zoning law establishes legally enforceable rights and responsibilities with respect to land use and development, while a Comprehensive Plan establishes the vision and intentions designed to underpin the zoning law. If there is a conflict between a clear provision of the zoning law and a statement of intention in a Comprehensive Plan, the zoning law trumps the plan. When this Plan uses the term "actions," it means that the Plan recommends certain actions, which can only occur when

the Town Board formally adopts such actions. By itself, a Comprehensive Plan has no legal force or effect, and the Town and Village Boards do not intend this Plan as anything more than a guide to future actions.

The Planning Process

The Comprehensive Planning process for the Town of Marion involved collecting and analyzing pertinent information concerning existing conditions in the town, formulating community goals and objectives, and identifying policies and programs that will aid the community in achieving its goals. The process involved public input from a community survey and public information meetings. A critical element of the public input process was the active involvement of the Marion Comprehensive Plan Team which provided direction to the project consultant throughout the planning process. The Directional Committee had diverse representation from the community and included members from various town committees and boards as well as community business and farming interests (Appendix A). In addition, the plan was subject to a public hearing conducted by the Planning Board and included review under the State Environmental Quality Review Act (SEQRA).

Organization of the Plan

The Plan document begins with a review and analysis of existing conditions within the community, this is followed by a discussion of community goals and objectives. Given the importance of the Hamlet to the overall community, a separate section dealing specifically with the planning issues which affect the Hamlet was prepared. The Hamlet Plan is followed by the discussion of the overall town wide land use plan and recommendations for future action are listed in the implementation section of the report. The Plan concludes with the environmental assessment.

Inventory of Existing Conditions

Goals:

- **Promote the continued viability of agriculture**
- **Encourage the retention of high quality agricultural land for farm uses**
- **Encourage a variety of types and densities of housing development in appropriate areas as designated on the Future Land Use Map**
- **Protect natural resources such as streams, wetlands and wildlife habitats**
- **Encourage and facilitate commercial and industrial development in areas of the Town best suited for such development**
- **Encourage and facilitate the commercial revitalization of the Town's business district**
- **Manage growth to ensure high quality development.**

Regional Setting

The future of the Town of Marion is dependent upon a variety of factors. Marion lies at the edge of a growing metropolitan region. Although the overall regional population may not be expanding rapidly, the rate of growth in population and the number of households has been substantial in the town during the last two decades.

The future of Marion cannot be planned without examining trends in development, population growth, and land use planning in surrounding communities and analyzing the potential implications to the Town.

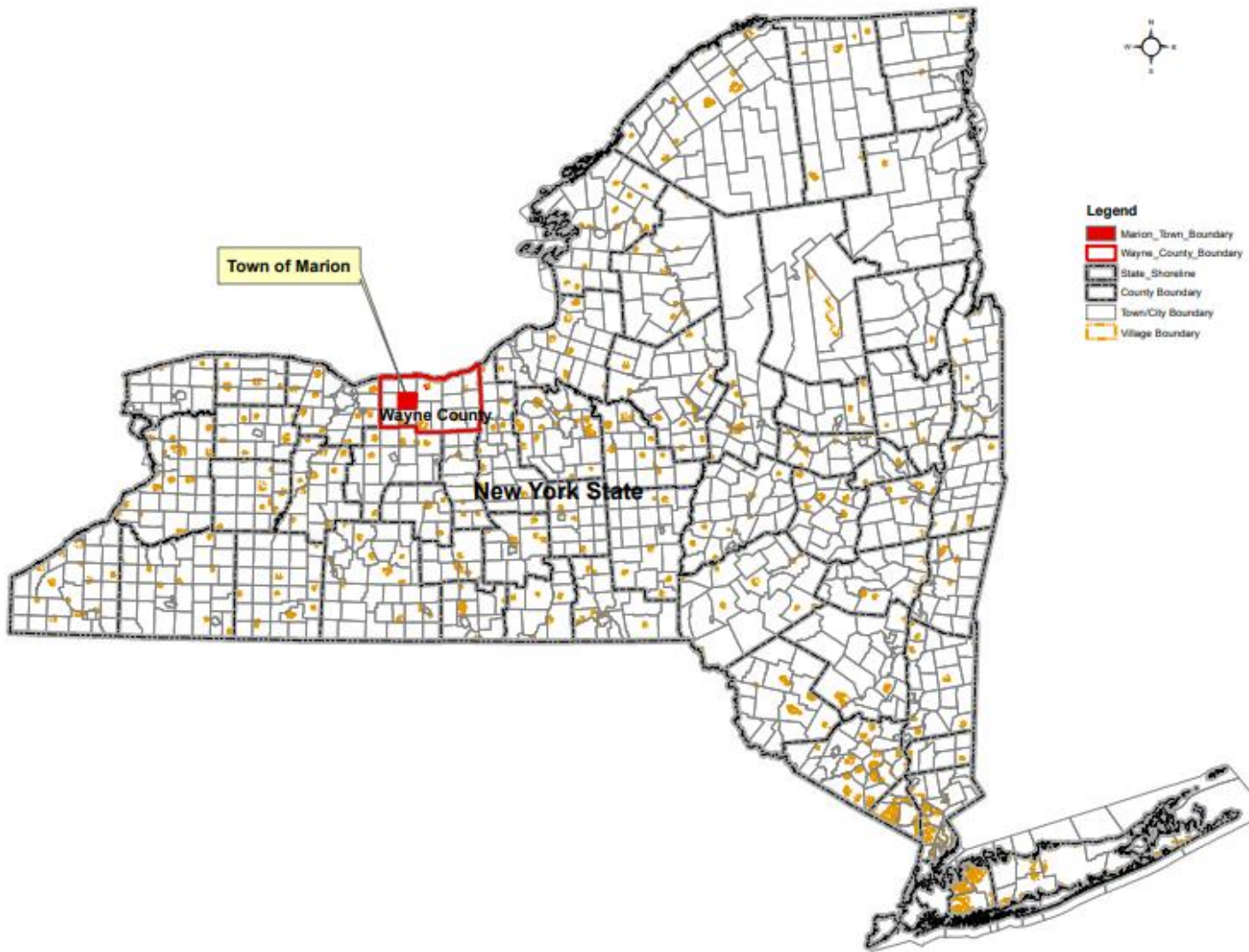
Marion is located in western Wayne County approximately 18 miles east of the city of Rochester, 10 miles south of Lake Ontario and about 60 miles west of Syracuse (Figure 1). Marion shares common borders with six other Wayne County communities including the towns of Walworth, Williamson, Sodus, Arcadia, Palmyra and Macedon (Figure 2). The shared border with the town of Macedon is less than 1/4 of a mile.

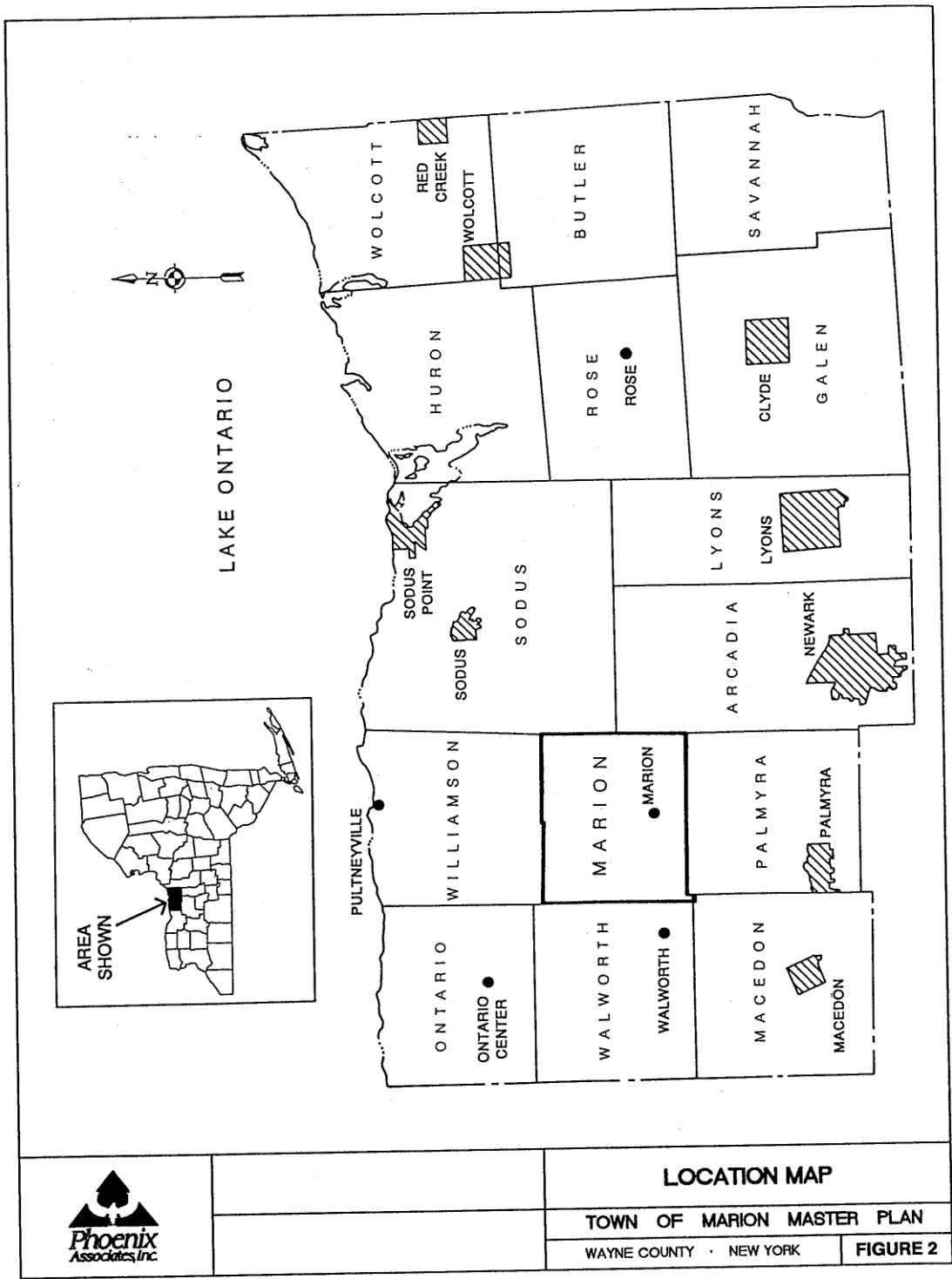
Marion is part of the six county Rochester Metropolitan Statistical Area (MSA) which includes Monroe, Wayne, Orleans, Livingston, Genesee, and Ontario Counties (Figure 3). The Town is also part of the nine county Genesee Finger Lakes Planning Region, which includes the above-mentioned counties plus Seneca, Wyoming and Yates. The 2010 population of the six county MSA was estimated at 1,054,323 by 2010 census data. This represents a 3% decrease since 1993.

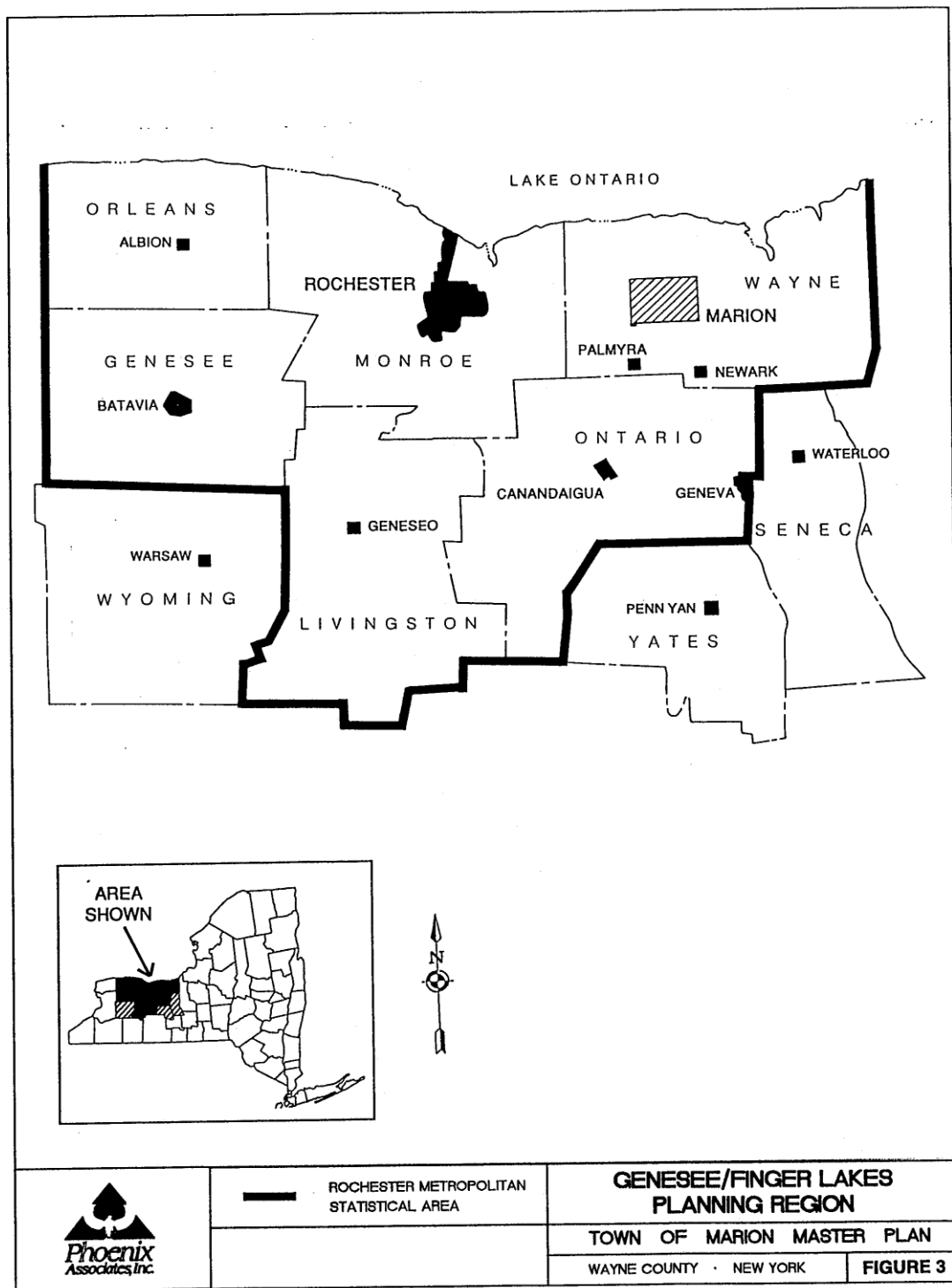
Its location within the Rochester metropolitan area and the rapid expansion of suburban office and commercial development in the eastern part of Monroe County play an increasingly large role in the future development anticipated in the Town of Marion. The 2013 population of Monroe County was 744,344, an increase of 4.2% since 1990.

The character of Wayne County is still considerably different than that of Rochester and most of Monroe County. Although communities in the County are experiencing residential expansion and growth in subdivision development, the predominant character is still rural with villages or Hamlets serving as the community focal point in most towns. The continued improvement of the regional road transportation system has significantly lessened the importance of the classic rural economic center causing decline and degradation of the level of services available in many small rural centers. Marion is no different than many other communities in this respect. With the Hamlet of Marion offering only the most basic commercial services, most community residents likely conduct most of their commercial transactions in the larger commercial centers in Wayne and Monroe County.

Town of Marion, New York - General Location Map







Wayne County Demographic Trends

Wayne County had a population of 93,772 as reported in the 2010 census. This represents approximately 12.6% of Monroe County's population. Even with growth in population of approximately 6% since 1990, the relationship of Wayne County population to Monroe\ County population has remained essentially unchanged. As predicted in the 1969 evaluation of the Town of Marion, the population growth experienced by the towns of Webster, Penfield and Perinton has extended into the western most Wayne County towns as well as the Town of Marion (Table 1).

The number of households in Wayne County grew by 4.8% in the past decade. As with the growth in population the preponderance of this growth has taken place in the western part of the County (Table 2). The growth in the number of households is a factor of both population growth and a decrease in the household size. The average size of a household in Wayne County decreased from 1990 to 2010, declining from 2.8 to 2.5.

An understanding of population changes and characteristics is fundamental to planning for the future. Such data enables local decision-makers to anticipate community needs concerning land use, economic development, housing, schools, parks and recreation, transportation and sewer and water facilities.

TABLE 1							
WESTERN WAYNE COUNTY POPULATION TREND 1960-2							
Towns	1960*	1970*	1960-1970	%	1980*	1970-1980	%
			in/decrease	Change		in/decrease	Change
Arcadia	15,836	15,245	(591)	(4)	14,697	(548)	(4)
Lyons	6,147	6,015	(132)	(2)	6,073	58	1
Macedon	3,617	5,488	1,871	52	6,508	1,020	19
Marion	2,785	3,784	999	36	4,456	672	18
Ontario	4,259	6,014	1,755	41	7,480	1,466	24
Palmyra	6,179	7,417	1,238	20	7,652	235	3
Sodus	6,587	8,754	2,167	33	9,485	731	8
Walworth	2,782	4,584	1,802	65	5,281	697	15
Williamson	5,294	6,356	1,062	20	6,319	(37)	(1)
WWC**	53,486	63,657	10,171	19	67,951	4,294	7
Average V	5,943	7,073	1,130	29	7,550	477	9
Wayne Co	67,989	79,404	11,415	17	84,581	5,177	7
Towns		1990*	1980-1990	%	2000*	1990-2000	%
			in/decrease	Change		in/decrease	Change
Arcadia		14,855	158	1	14,889	34	0
Lyons		6,315	242	4	5,831	(484)	(8)
Macedon		7,375	867	13	8,688	1,313	18
Marion		4,901	445	10	4,974	73	1
Ontario		8,560	1,080	14	9,778	1,218	14
Palmyra		7,690	38	0	7,672	(18)	(0)
Sodus		8,877	(608)	(6)	8,949	72	1
Walworth		6,945	1,664	32	8,402	1,457	21
Williamson		6,540	221	3	6,777	237	4
Western Wayne Cou		72,058	4,107	6	75,960	3,902	5
Average WWC**		8,006	456	8	8,440	434	6
Wayne County		89,123	4,542	5	93,765	4,642	5
Towns		2010*	2000-2010	%	Source: Claritas/NPDC and		
			in/decrease	Change	Population and Housing : 1960		
Arcadia		14,244	(645)	(4)	2000, Wayne County Planning		
Lyons		5,682	(149)	(3)	Department, factfinder.census		
Macedon		9,148	460	5	gov 2000& 2010 census, genera		
Marion		4,746	(228)	(5)	population & housing characte		
Ontario		10,136	358	4	istics.		
Palmyra		7,975	303	4	*Includes village populations		
Sodus		8,384	(565)	(6)	** WWC =Western Wayne		
Walworth		9,449	1,047	12	County		
Williamson		6,984	207	3			
Western Wayne Cou		76,748	788	1			
Average WWC**		8,528	88	1			
Wayne County		93,772	7	0			

TABLE 2						
NUMBER OF OCCUPIED HOUSING UNITS AND HOUSHOLD SIZE, 1970-2010						
WESTERN WAYNE COUNTY						
Towns	1970		1980		In/Decrease 1970- 1980	% In/Decrease
	Occupied Households	Average Size	Occupied Households	Average Size		
Arcadia	4,264	2.8	5,084	2.7	820	19.2
Lyons	1,948	3.2	2,153	2.7	205	10.5
Macedon	1,594	2.9	2,106	3.0	512	32.1
Marion	1,109	2.9	1,368	3.3	259	23.4
Ontario	1,760	2.9	2,427	3.1	667	37.9
Palmyra	2,306	3.1	2,763	2.8	457	19.8
Sodus	2,693	3.1	3,245	2.9	552	20.5
Walworth	1,178	2.6	1,617	3.3	439	37.3
Williamson	1,907	3.0	2,090	3.0	183	9.6
Total WWC*	18,759		22,853		4,094	21.8
Average WWC*	2,084	2.9	2,539	3.0	455	23.4
Wayne County	23,553	3.0	28,443	3.3	4,890	20.8
Towns	1990		In/Decrease 1980- 1990	% In/Decrease	2000	
	Occupied Households	Average Size			Occupied Households	Average Size
Arcadia	5,536	2.6	452	8.9	5,776	2.5
Lyons	2,271	2.6	118	5.5	2,179	2.5
Macedon	2,599	2.8	493	23.4	3,236	2.7
Marion	1,658	3.0	290	21.2	1,759	2.8
Ontario	3,034	2.8	607	25.0	3,617	2.7
Palmyra	2,947	2.6	184	6.7	3,009	2.6
Sodus	3,289	2.7	44	1.4	3,436	2.6
Walworth	2,272	3.1	655	40.5	2,851	2.9
Williamson	2,338	2.8	248	11.9	2,545	2.7
Total WWC*	25,944		3,091	13.5	28,408	
Average WWC*	2,883	2.8	343	16.0	3,156	2.7
Wayne County	31,977	2.8	3,534	12.4	34,908	2.6
Towns	In/Decrease 1990- 2000	% In/Decrease	2010		In/Decrease 2000- 2010	% In/Decrease
			Occupied Households	Average Size		
Arcadia	240	4.3	5,792	2.4	16	0.3
Lyons	(92)	(4.1)	2,206	2.4	27	1.2
Macedon	637	24.5	3,650	2.5	414	12.8
Marion	101	6.1	1,814	2.6	55	3.1
Ontario	583	19.2	3,960	2.6	343	9.5
Palmyra	62	2.1	3,255	2.4	246	8.2
Sodus	147	4.5	3,325	2.5	(111)	(3.2)
Walworth	579	25.5	3,356	2.8	505	17.7
Williamson	207	8.9	2,773	2.5	228	9.0
Total WWC*	2,464	9.5	30,131		1,723	6.1
Average WWC	274	10.1	3,348	2.5	191	6.5
Wayne County	2,931	9.2	36,585	2.5	1,677	4.8

Source: 1990 Census of population and Housing - Select Characteristics, NYS data Center and Population and Housing: 1990 - 2000, Wayne County Planning Board, factfinder.census.gov 2000-2010 census, general population and housing characteristics.

*WWC = Western Wayne County

Marion Demographic Trends

Population, Households and Household Size

The 2016 estimated population for the Town of Marion was 4,603 according to estimates made by The United States Census Bureau based on the 2010 census. This represents a 3% decrease from the population reported in 2010. Marion 2020 forecasted population is projected to be 4,966, per May 2013 Genesee/Finger Lakes Regional Planning Council study.

The Town has experienced population decline since 1998 with decade changes averaging over 6% (Table 3).

Since 1970 the rate of increase in the number of households has exceeded that of the overall population (Table 3). During the 1980's the average size of a household in the Town declined and has continued to decline from 3.3 in 1980 to 2.6 in 2010.

TABLE 3								
TOWN OF MARION POPULATION TRENDS								
1960-2010								
	1960	1970	1980	1970-1980	1970-1980	1990	1980-1990	1980-1990
				IN/DECREASE	% CHANGE		IN/DECREASE	% CHANGE
POPULATION	2,785	3,784	4,456	672	18	4,901	445	10
HOUSEHOLDS	N/A	1,109	1,368	259	23	1,658	290	21
HOUSEHOLDS SIZE	N/A	2.9	3.3	0	14	3.0	(0)	(11)
		1,993		1990-1993	1990-1993	1,998	1993-1998	1993-1998
				IN/DECREASE	% CHANGE		IN/DECREASE	% CHANGE
POPULATION		5,091		190	4	5,409	318	6
HOUSEHOLDS		1,744		86	5	1,887	143	8
HOUSEHOLDS SIZE		2.9		(0)	(1)	2.9	(0)	(2)
		2,000		1998-2000	1998-2000	2,010	2000-2010	2000-2010
				IN/DECREASE	% CHANGE		IN/DECREASE	% CHANGE
POPULATION		4,974		(435)	(8)	4,746	(228)	(5)
HOUSEHOLDS		1,759		(128)	(7)	1,814	55	3
HOUSEHOLDS SIZE		2.8		(0)	(1)	2.6	(0)	(7)
Source: Claritas/NPDC and Population and Housing : 1960-2000, Wayne County Planning Board, factfinder.census.gov 2000 & 2010 census: general population and housing characteristics.								

Enrollment Marion Central School 1998 - 2015

	Oct-98	Oct-99	Oct-00	Oct-01	Oct-02	Oct-03	Oct-04	Oct-05	Oct-06
PRE K									
K	85	89	78	75	74	64	72	81	75
1	85	79	91	76	79	72	66	74	74
2	93	84	69	91	75	76	75	63	71
3	85	100	90	78	95	73	76	81	67
4	95	95	95	93	82	100	78	76	69
5	99	85	95	93	91	77	95	71	75
6	76	93	91	99	94	88	74	95	74
Ungraded	0	23	13	0	0	0	0	1	1
7	107	81	109	95	107	91	94	77	94
8	103	100	74	97	102	106	98	94	76
9	117	111	116	100	106	109	114	98	109
10	90	97	84	97	76	91	98	103	95
11	95	77	90	74	94	68	82	95	91
12	78	94	80	90	77	95	66	79	93
Ungraded	0	10	10	9	5	1	1	0	0
Total									
K-12 Total	1221	1218	1188	1169	1157	1111	1090	1090	1064

	Oct-07	Oct-08	Oct-09	Oct-10	Oct-11	Oct-12	Oct-13	Oct-14	Oct-15
PRE K		29	29	29	29		35	36	34
K	65	72	59	56	62	52	48	47	47
1	79	65	70	54	54	64	43	48	51
2	71	75	64	68	49	58	63	46	49
3	68	68	83	63	69	55	48	57	50
4	66	65	68	79	62	68	52	48	59
5	72	64	64	64	76	62	65	54	51
6	76	71	65	64	64	75	58	64	50
Ungraded	1	1	1	1	0			1	1
7	75	72	74	62	61	62	70	57	64
8	96	69	72	73	65	60	59	68	53
9	91	94	76	85	76	71	59	61	74
10	100	75	84	64	64	72	60	57	56
11	84	87	65	78	55	67	69	54	49
12	94	90	90	67	73	58	66	72	56
Ungraded	1	0	0	0	0			1	1
Total		997	963	907	859	822	795	771	747
K-12 Total	1039	968	934	878	830	822	760	735	713

Source: <http://data.oesd.gov/enrollment.php>

Age Distribution

Table 4 shows the 2010 age distribution of Marion residents compared to that of Wayne County. The large number of those of childbearing (age 25 to 44) age throughout Wayne County may have serious implications for planning in regard to the availability of housing, the provision of community services and the impacts to schools.

The age group compositions are examined below to determine their impact on the Town and its facilities.

1. 0-4 (Pre-School Children)

Similar to the County average for this age group, Marion may expect an increase in the number of pre-school age children as more of the 25-44 age group become parents.

2. 5-19 (School Age Children)

The size of this group has a direct effect on the availability of need for classrooms throughout the decade. A greater percent of Marion's population falls in this age group as compared to the County.

3. 20-24 Age Group

This group includes a mixture of students, young married couples and single adults who may either live with or apart from their parents. Impacts for housing can be expected from this group of residents.

4. 25-44 Age Group

This age group traditionally has included young families purchasing their first home. This group also represents a significant portion of the child-bearing population, as well as representing parents of the children in the pre-school and school age groups.

5. 45-54 Group/55-64 Age Group

These age categories are important to the economic vitality of the Town, as it is during these years that people usually reach their peak earning power.

6. 65 Years and Over

As of 2010, only 13% of Marion's residents were 65 years of age or older. This number is lower than the Wayne County and Monroe County average and may be a result of the lack of housing opportunities for elderly residents in the Town.

TABLE 4				
COMPARATIVE AGE DISTRIBUTION				
AGE	MARION 1990		WAYNE COUNTY 1990	
GROUP	TOTAL	PERCENT	TOTAL	PERCENT
0 to 4	384	8	7,119	8
5 to 11	608	12	10,047	11
12 to 17	474	10	7,373	8
18 to 24	432	9	7,660	9
25 to 44	1,625	33	28,875	33
45 to 54	558	11	9,600	11
55 to 64	320	7	7,261	8
65 and Over	495	10	9,779	11
Median Age		32.7		33.4
TOTALS 1990	4,896	100	87,714	99
AGE	MARION 2000		WAYNE COUNTY 2000	
GROUP	TOTAL	PERCENT	TOTAL	PERCENT
0 to 4	316	6	6,174	7
5 to 9	425	9	7,353	8
10 to 14	470	9	7,742	8
15 to 19	388	8	6,659	7
20 to 24	216	4	4,198	5
25 to 44	1,505	30	28,218	30
45 to 54	712	14	13,433	14
55 to 64	459	9	8,589	9
65 and Over	483	10	11,399	12
Median Age		36		37
TOTALS 2000	4,974	100	93,765	100
AGE	MARION 2010		WAYNE COUNTY 2010	
GROUP	TOTAL	PERCENT	TOTAL	PERCENT
0 to 4	263	6	5,500	6
5 to 9	310	7	5,858	6
10 to 14	348	7	6,591	7
15 to 19	357	8	6,651	7
20 to 24	239	5	4,754	5
25 to 44	1,166	25	22,319	24
45 to 54	844	18	15,980	17
55 to 64	615	13	12,756	14
65 and Over	604	13	13,363	14
Median Age		41		
TOTALS 2010	4,746	100	93,772	100
Source: 1990 Census of Population and Housing - Selected Characteristics, NYS Data Center, factfinder.census.gov				
2000 & 2010 census, General Population & Housing Characteristics.				

Income, Educational Attainment and Employment

The median household income was estimated in 2015 to be \$40,993, which is 14.1% lower than the median income for Wayne County and is also 28% lower than the Rochester Metro Area median income according to the Census Bureau.

YEAR	LOCATION	MEDIAN HOUSEHOLD INCOME	MARGIN OF ERROR
2015	United States	\$53,889	± \$110
2015	New York	\$59,269	± \$235
2015	Wayne County, NY	\$50,798	± \$1,284
2015	Marion, NY	\$40,993	± \$4,526
2015	Rochester, NY Metro Area	\$52,483	± \$560
2015	Wayne & Seneca Counties PUMA, NY	\$50,389	± \$1,016

The Town also exhibits its relative affluence in that only 9.3% of the Town's population is below the poverty level compared to 11.3% for the County as a whole.

Census data from 2015 show that the Town of Marion population 25 years and over has a well-educated work force; approximately 49% of the population has attended college and only 6.7% of the residents do not have a high school diploma.

Manufacturing and service industries are the dominant forms of employment for residents of the Town of Marion. The employment by industry breakdown is shown in Table 5.

Two items to note, in 2015, the Town of Marion has 18.5% of its workforce in manufacturing compared to 17.6% in Wayne County and less than 11.9% in Monroe County. The number of those employed in agriculture/mining is 7.8% compared to 3.3% in Wayne County, while still less than 1% (.4%) of Monroe County residents are employed in these fields.

Only 2.7% of employed residents work in the Town of Marion and 45% commute outside of Wayne County for their place of work (Table 6).

The November 2017 report from the New York State Department of Labor shows 2,200 people unemployed in Wayne County out of a workforce of 44,000. This represents an unemployment rate of 5%. These numbers compare unfavorably to current national average of 4.1%. The numbers would tend to indicate that unemployment, while lower than Monroe County, is a growing problem at the present time. Wayne County's unemployment rate is also lower than the other rural counties in the MSA except Ontario and Yates County.

TABLE 5
EMPLOYMENT BY INDUSTRY

TYPE OF INDUSTRY	NUMBER	% OF TOTAL EMPLOYED
Construction	167	6.9
Manufacturing	709	29.3
Transportation*	129	5.3
Wholesale	105	4.3
Retail	402	16.6
Finance/Insurance**	51	2.1
Services***	717	29.6
Public Administration	41	1.6
Agriculture/Mining****	101	4.2
Total 1990	2,422	100

TYPE OF INDUSTRY	NUMBER	% OF TOTAL EMPLOYED
Construction	156	6.2
Manufacturing	737	29.1
Transportation*	105	4.2
Wholesale	73	2.9
Retail	273	10.8
Finance/Insurance**	112	4.4
Services***	796	31.4
Public Administration	58	2.3
Agriculture/Mining****	60	2.4
Professional*****	135	5.3
Information	25	1
Total 2000	2,530	100

TYPE OF INDUSTRY	NUMBER	% OF TOTAL EMPLOYED
Construction	129	5.3
Manufacturing	482	19.7
Transportation*	80	3.3
Wholesale	137	5.6
Retail	267	10.9
Finance/Insurance**	33	1.3
Services***	860	35
Public Administration	93	3.8
Agriculture/Mining****	125	5.1
Professional*****	173	7.1
Information	73	3
Total 2010	2,452	100.1

TYPE OF INDUSTRY	NUMBER	% OF TOTAL EMPLOYED
Construction	165	7
Manufacturing	434	18.5
Transportation*	121	5.2
Wholesale	61	2.6
Retail	341	14.5
Finance/Insurance**	51	2.2
Services***	791	33.7
Public Administration	93	1.5
Agriculture/Mining****	182	7.8
Professional*****	125	5.3
Information	39	1.7
Total 2015	2,403	100

Source: Census of Population and Housing - Selected Characteristics, NYS Data Center, factfinder.census.gov 2000 & 2010 census, Selected Economic Characteristics. *Transportation and warehousing, and utilities. **Finance, insurance, real-estate, and rental and leasing. ***Educational, health and social services, arts, entertainment, recreation, accommodation, and food services. ****Agriculture, forestry, fishing and hunting, and mining. *****Professional, scientific, management, administrative, and waste management services.

Two items to note, In 1990, the Town of Marion has 29 % of its workforce in manufacturing compared to 30 % in Wayne County and less than 28 % in Monroe County. The number of those employed in agriculture/mining is 4.2 % and is similar in the Town and County, while less than 1% of Monroe County residents are employed in these fields.

Two items to note, In 2015, the Town of Marion has 18.5 % of its workforce in manufacturing compared to 17.6 % in Wayne County and less than 11.9 % in Monroe County. The number of those employed in agriculture/mining is 7.8 % compared to 3.3 % in Wayne County, while still less than 1% (.4%) of Monroe County residents are employed in these fields.

Table 6							
Town of Marion							
Place of Work 1990							
Work in Town of Residence		418		Work in County of Residence:		1,134	
Work Outside of Town of Residence		1,951		Work Outside of County of Residence:		1,214	
				Work Outside of State of Residence:		21	
		Total	2,369			Total:	2,369
Town of Marion							
Place of Work 2000							
Work in Town of Residence				Work in County of Residence:			
Work Outside of Town of Residence				Work Outside of County of Residence:			
No Place of Residence				Work Outside of State of Residence:			
		Total	-			Total:	-
Town of Marion							
Place of Work 2010							
% Working in Town of Residence:		5.0		% Working in County of Residence:		46.9	
% Working Outside of Town of Residence:		31.0		% Working Outside of County of Residence:		53.1	
% with No Place of Residence:		64.0		% Working Outside of State of Residence:		-	
		Total:	100			Total:	100
Town of Marion							
Place of Work 2015							
% Working in Town of Residence:		2.7		% Working in County of Residence:		55.1	
% Working Outside of Town of Residence:		23.8		% Working Outside of County of Residence:		44.9	
% with No Place of Residence:		73.5		% Working Outside of State of Residence:		-	
		Total:	100			Total:	100

Implications for Planning

Marion is slowly growing. The Town's population rose only 6% in the 30-year period from 1980-2010. The population is projected to continue to decrease as it has been since 1990. Careful planning and land use regulation are needed to help encourage growth while preserving the positive features of the community.

As population growth fuels the demand for housing, such home development will invariably scatter throughout the Town unless land use regulations and planning policies clearly link development densities and location to the Land Use Plan.

As the Town's population grows, pressure may mount to develop or allow development to encroach upon valuable agricultural lands and sensitive natural resources such as forests, wetlands, floodplains and steep slopes. Conserving these environmental features is vital to the maintenance of a healthy and attractive

community. Careful planning and progressive land use regulation are needed to ensure that growth in Marion will be compatible with sound environmental management practices.

Average household size has been decreasing, while household types are increasingly diverse. Life spans have lengthened and seniors are remaining in their own homes longer. Single parents with children are also more numerous than they were in previous decades. Many of these small households have limited incomes. Many cannot afford to buy large suburban homes. Alternatives to large conventional single-family homes are needed to accommodate the variety of residents essential to a thriving community. Marion currently offers a high level of affordability in its housing stock. Maintaining this affordability would be a worthwhile goal.

The Town should carefully consider what type and how much residential, institutional, commercial and industrial development is desired and where such development should be located. Commercial development should be thoughtfully designed and appropriately located in areas which would best serve the town residents with particular attention given to preserving the Hamlet as a community focal point. The proliferation of commercial strip development should be encouraged in the appropriate area. Increased industrial development will provide additional tax revenues for the community and may also create additional demand for residential development if new employees choose to live in the community.

Unlike many rapidly growing areas, Marion has maintained a high level of affordability for purchase of a home. This affordability, proximity to employment in Monroe County and quality of the school district all combine to make Marion a very attractive place to live.

Land Use

The pattern of existing land use in the Town of Marion is predominantly agricultural and open space land use as it has been since the founding of the Town. Agricultural operations are more prevalent in the eastern section of the town where the high-quality muck land provides an excellent resource for farm production. The pattern of residential development is predominantly single family residential in strip frontage development. The exceptions to this pattern are found in the Hamlet of Marion and in several small subdivisions scattered throughout the community.

The amount of land in agriculture has increased over the past two decades from 54.6% in 1993 to 65.2% in 2016. The town has experienced a significant increase in the amount of wooded land over the last several decades and this growth trend is likely to continue as cropped and grazed land is retired.

The pattern of land use is reflective of a typical rural community that is dominated by agricultural uses but is experiencing limited growth pressure from a surrounding urban population center. The variability of the soils throughout the town also limit the potential for development. The estimated area of land use in each use classification is shown in Table 8.

TABLE 8				
ESTIMATED AREA OF EXISTING LAND USE				
TOWN OF MARION				
Land Use	Total Acres 1993	% of Total Acreage	Total Acres 2016	% of Total Acreage
Residential	2,300.0	12.2	2,917.3	16.1
Business & Commercial	50.0	0.3	256.5	1.4
Industrial	30.0	0.2	106.9	0.6
Public Service	125.0	0.7	42.6	0.2
Agricultural	10,300.0	54.6	11,830.0	65.2
Vacant Land	6,075.0	32.2	2,805.0	15.5
Community Service			170.0	0.9
Recreational			14.0	0.1
Total	18,880.0	100.0	18,142.3	100.0
SOURCE: Phoenix Associates estimate, 1994 & Town of Marion Assessor				

Zoning

The current Zoning Ordinance for the Town of Marion-was adopted May 1, 1989. The code establishes six use districts: Agriculture/Conservation, Low Density Residential, Medium Density Residential, High Density Residential, Neighborhood Business and Industrial. The code also contains regulations for preservation of natural features and administrative procedures for review and approval of uses. Figures 5A and 5B display the location of the various use zones.

In general, the higher intensity residential and commercial use zones are concentrated in and around the existing Hamlet. Low density residential extends out from the Hamlet to the north along Route 21 and also to the west of the Hamlet. The remainder of the town is designated for Agriculture-Conservation use.

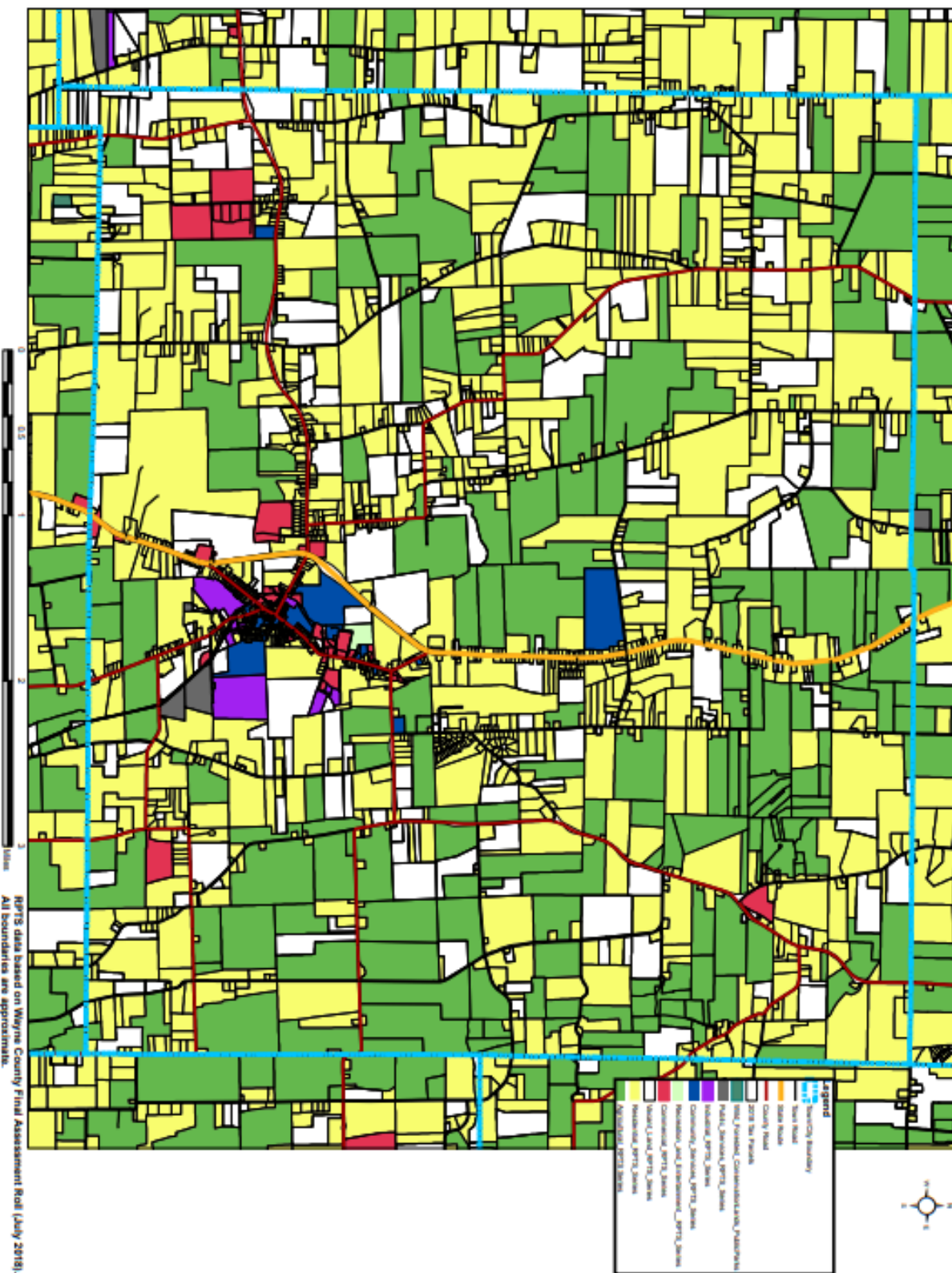
The Marion Zoning Board of Appeals is currently working on updating the Zoning Ordinances. This project is slated to be completed within 5 years by 2024.

Development Trends

Since 2000, an average of 5 units of new housing has been built per year (Table 10). Of the 87 total units built in that period all of them were single family homes.

TABLE 10 Residential Building Permits By Year and Type					
Year	Total	Single family	2-unit	3-4 unit	more than 5 units
1986	24	N/A	N/A	N/A	N/A
1987	22	22			
1988	17	17			
1989	21	13			8
1990	27	11			16
1991	16	16			
1992	19	19			
1993	19	19			
1994	12	12			
1995	5	5			
1996	7	7			
1997	13	13			
1998	14	14			
1999	11	11			
2000	12	12			
2001	6	6			
2002	6	6			
2003	9	9			
2004	6	6			
2005	10	10			
2006	10	10			
2007	8	8			
2008	0	0			
2009	3	3			
2010	4	4			
2011	2	2			
2012	2	2			
2013	4	4			
2014	3	3			
2015	1	1			
2016	1	1			
Source: Town of Marion Building Department					

DRAFT Town of Marion - Property Type Classification Code Map



Agricultural Districts

The Town of Marion is covered by parts of three New York State certified Agricultural Districts (Figure 6). The Agricultural District law was created by the State to recognize the increased pressure to discontinue farming in rapidly urbanizing areas. The program allows those who are actively farming their land or who rent to a farmer to qualify for an agricultural value assessment on the land. The program also provides protection from the extension of public utilities and nuisance laws which may prohibit normal farming practices.

The Wayne County Board of Supervisors adopted the county's first agricultural district in 1973 and eventually there were nine agricultural districts formed. As mapping and database technology improved, it became apparent that the County could consolidate the districts to reduce administrative costs. On June 20, 2008, the Wayne County Board of Supervisors voted to consolidate all agricultural districts into a single district known as Wayne County Agricultural District No. 1.

The level of participation in the Agricultural District Program in the town is indicative of the importance of agriculture in this community. Many of the soils throughout the community are ideally suited to farming and deserve consideration for preservation.

The Agricultural Districts should not be confused with, and are not part of, any zoning regulations. Farmers within the areas designated as Agricultural Districts remain free to sell or develop their land as long as they conform to local regulations. If the town believes that the increasing pressure for urbanization may pose a significant detriment to the continuation of farming, it may want to explore other means to ensure preservation of the best quality agricultural lands while also maintaining the necessary critical mass of farms.

Agriculture is a significant industry in Wayne County. In 1997, the total market value of agricultural products sold in Wayne County was \$107,566,000, the fifth highest in New York State.



Relevant Plans and Programs

Wayne County Agricultural and Farmland Protection Plan (1997)

The Wayne County Agricultural and Farmland Protection Plan, completed in 1997, recommends projects to sustain the economic viability of agriculture as well as projects to retain high quality agricultural land for continued production. Key accomplishments resulting from this Plan are:

- Wayne County established an “agricultural specialist” position within the Wayne County Planning Department (currently held by Ora Rothfuss)

Other recommendations included:

- ☐ Develop a Wayne County Farm Marketing Logo
- ☐ Promote agritourism in coordination with the Seaway Trail and the Canal Corporation
- ☐ Dialog with local police to assure that local farm laborers are treated fairly, assist farmers with the development of migrant worker housing, and develop an ombudsman program to assist migrant workers.
- ☐ Assist local towns to revise zoning to permit secondary businesses on farms and establish appropriate regulation for agricultural support businesses

Wayne County Programs

- ☐ An economic development revolving loan program offers low-interest financing for agricultural businesses. Additional assistance to farm businesses are available from NY Farm Net and Cornell Co-operative Extension.
- ☐ The Finger Lakes Culinary Bounty program encourages Wayne County restaurants to purchase local produce.
- ☐ Wayne County has established a Purchase of Development Rights program that has been funded by \$4 million in State and Federal grants.

This plan was updated in 2011, updated information can be found on the Wayne County NY Website:

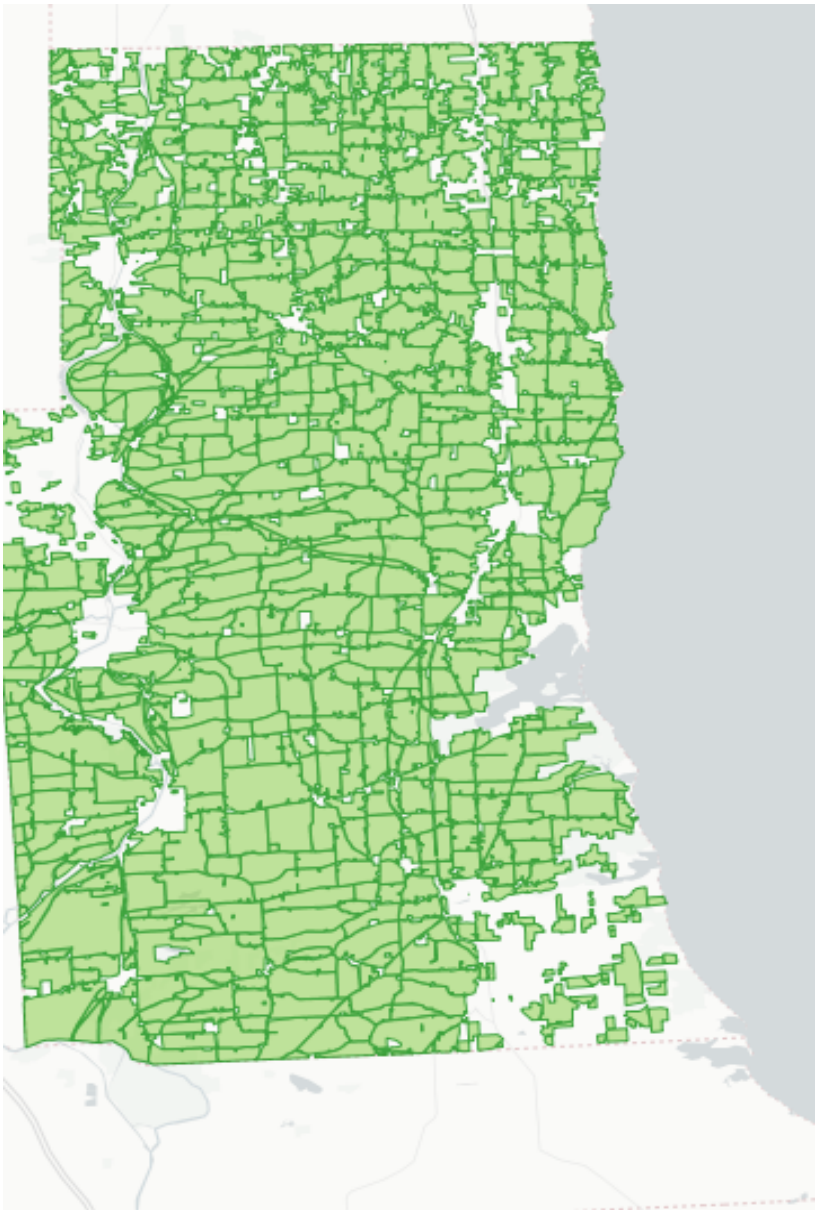
<https://www.agriculture.ny.gov/AP/agsservices/farmprotect.html>

Agricultural District Program

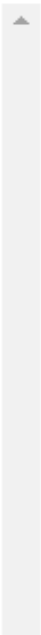
The New York State Agricultural District Program was created by State legislation in 1971. The program encourages owners of productive agricultural land to form districts within the County. Districts should consist of predominantly "viable farmland." The Districts in Wayne County are reviewed, and may be renewed, in 8- year cycles. Inclusion in an Agricultural District denotes a commitment on the part of the County and the landowner to retain the use of such land for agriculture.

The Agricultural District Program includes the following provisions to protect farmers:

- ☐ **Agricultural use value assessments:** Land is assessed at its value for agricultural production, rather than at its full market value. If land that was receiving the agricultural exemption is sold for non-farm purposes, the landowner must repay the amount of property taxes saved over the life of the District, up to 8 years.*
- ☐ **Protection from local regulations** that would restrict farm practices*
- **Protection from public acquisition of farmland through "eminent domain."** Before a local or county government may undertake a project that affects land within an Agricultural District, it must submit a "Notice of Intent" to the County Agricultural and Farmland Protection Board and the NYS Department of Agriculture and Markets for consideration of the impacts on agriculture.*
- ☐ **Protection from nuisance suits** (right-to-farm provisions)*
- ☐ A person who buys property within an Agricultural District must be notified about the possible presence of noise or odors associated with farm practices and acknowledge receipt of this notice in writing.*



county	Wayne
district	1
creation	Jul 8, 1976
certified	Jun 9, 2016
towns	Arcadia, Butler, Galen, Huron, Lyons, Macedon, Marion, Ontario, Palmyra, Rose, Savannah, Sodus, Walworth, Williamson, Wolcott
distcode	WAYN001



Natural Features

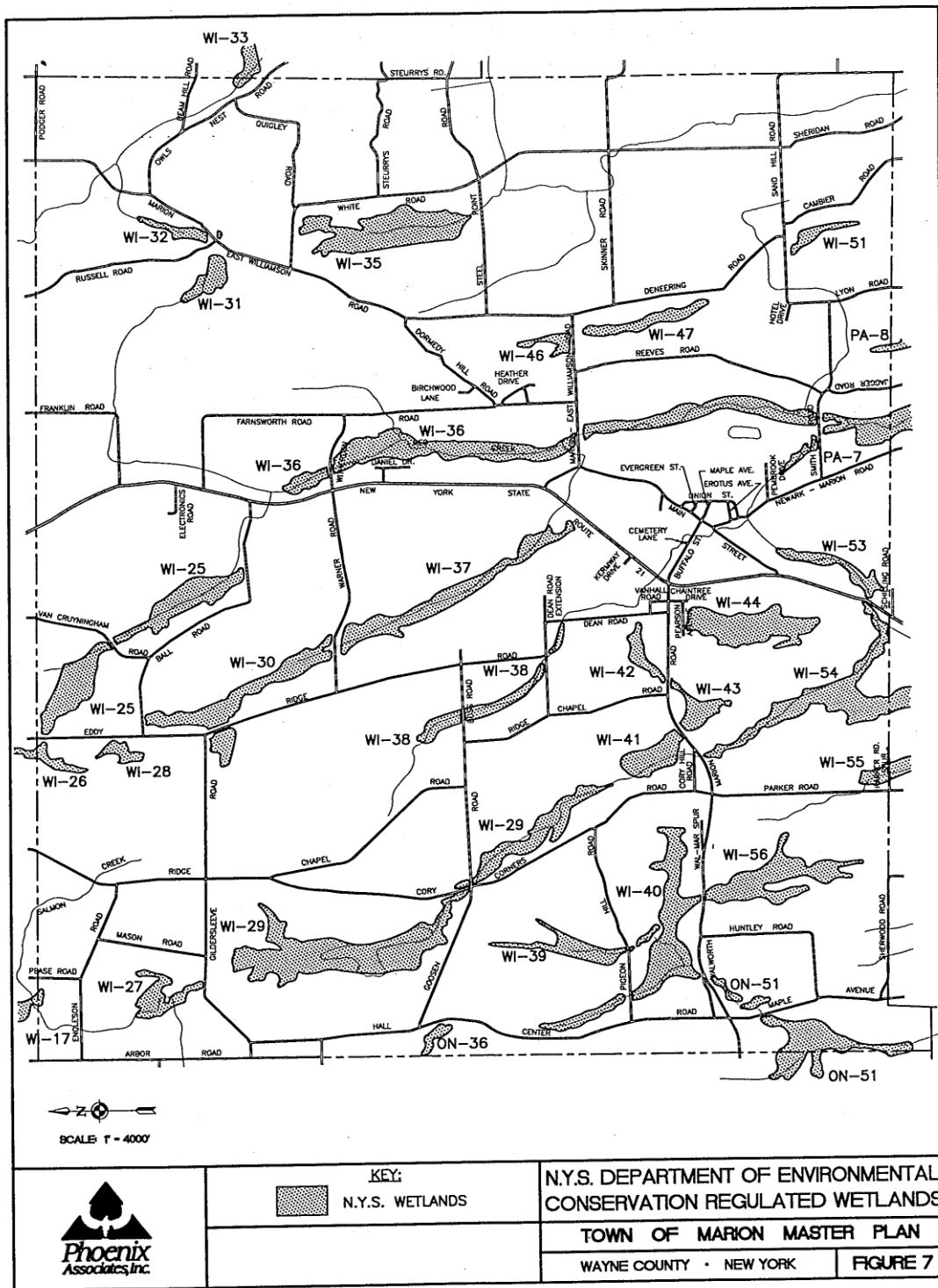
The town's natural features are important factors that will determine the future shape of land use and development. It is these key features of the environment that contributes to the character of the community and help to establish the limitations imposed on future growth and change. An understanding of the natural features ensures that the land use plan is based on the Town of Marion's capacity for development and works to protect the critical features

Wetlands

The importance of wetlands and an understanding of their beneficial properties have increased dramatically over the past two decades. Wetlands play an important role in regulating and purifying storm water runoff destined for surface waters or groundwater by removing sediments and nutrients. They help to slow floodwaters and act as natural retention basins. Additionally, they provide valuable wildlife habitats, open space and natural green space corridors. The increased awareness of the benefits of wetlands has led to a strengthening of the regulatory mechanisms which control development of these resources. Generally, communities take steps to limit development of wetland areas in order to protect their valuable properties.

Wetlands are regulated by both the New York State Department of Environmental Conservation (NYSDEC) and the federal government under the auspices of the U.S. Army Corps of Engineers. The NYS DEC website identifies the mapped NYSDEC wetlands in the Town of Marion or refer to Figure 7. Wetlands cover approximately 1,633 acres in the town or 9% of the land surface. State Conservation Law (The Freshwater Wetlands Act) requires that permits be obtained for all non-agricultural activities that could change wetland quality, including but not limited to construction activity, grading, filling, excavating and any activity that would remove water or decrease the water table in wetlands that are at least 12.4 acres in size, or smaller wetlands which are judged to be of local importance. The Corps regulates dredging and filling in all wetlands regardless of size.

Given the regulatory burden and the recognition of their overall importance wetlands should generally be considered unsuitable for development and worthy of protection by the community.



Floodplains and Waterways

Floodplains are low-lying areas that are inundated during periods of excessive run-off. Floodplains act to absorb the brunt of the impacts from large storm events or periods of high levels of snow melting. Floodplains also can serve as aquifer recharge areas.

One-hundred-year floodplains are those areas which have a one% (1%) chance of being inundated in any given year. These areas have been mapped in the Town as part of the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program. Figure 8 depicts these areas of the town. The Special Flood Hazard Areas as designated by the Flood Insurance Rate Map (FIRM) extend generally along Red Creek and its primary tributaries. There are also minor areas of flood hazard scattered throughout the community. The community should discourage development on vacant land in the flood hazard area. The principal surface water feature in the Town of Marion is Red Creek and its tributaries which flow through the Hamlet of Marion.

The New York State Department of Environmental Conservation establishes water quality ratings for rivers, streams, and ponds in the State. These ratings, "AA" to "D" relate to the level of activity the water body is expected to sustain and correspond to the level of protection that will be required for activities that may impact these waters. The surface water in the Town of Marion that falls within the Oswego River Basin are all rated Class D which indicate that the streams and ponds are good for fish survival but not for propagation. It has been proposed that these waters be upgraded to Class C if the streams flow continuously. The Town is broken into two major watersheds (Figure 9). Red Creek and its tributaries flow into Ganaragua Creek as part of the Oswego River Watershed. The remainder of the town's streams fall into the Lake Ontario watershed and are all Class C waters. Class C waters are rated for non-contact recreation only.

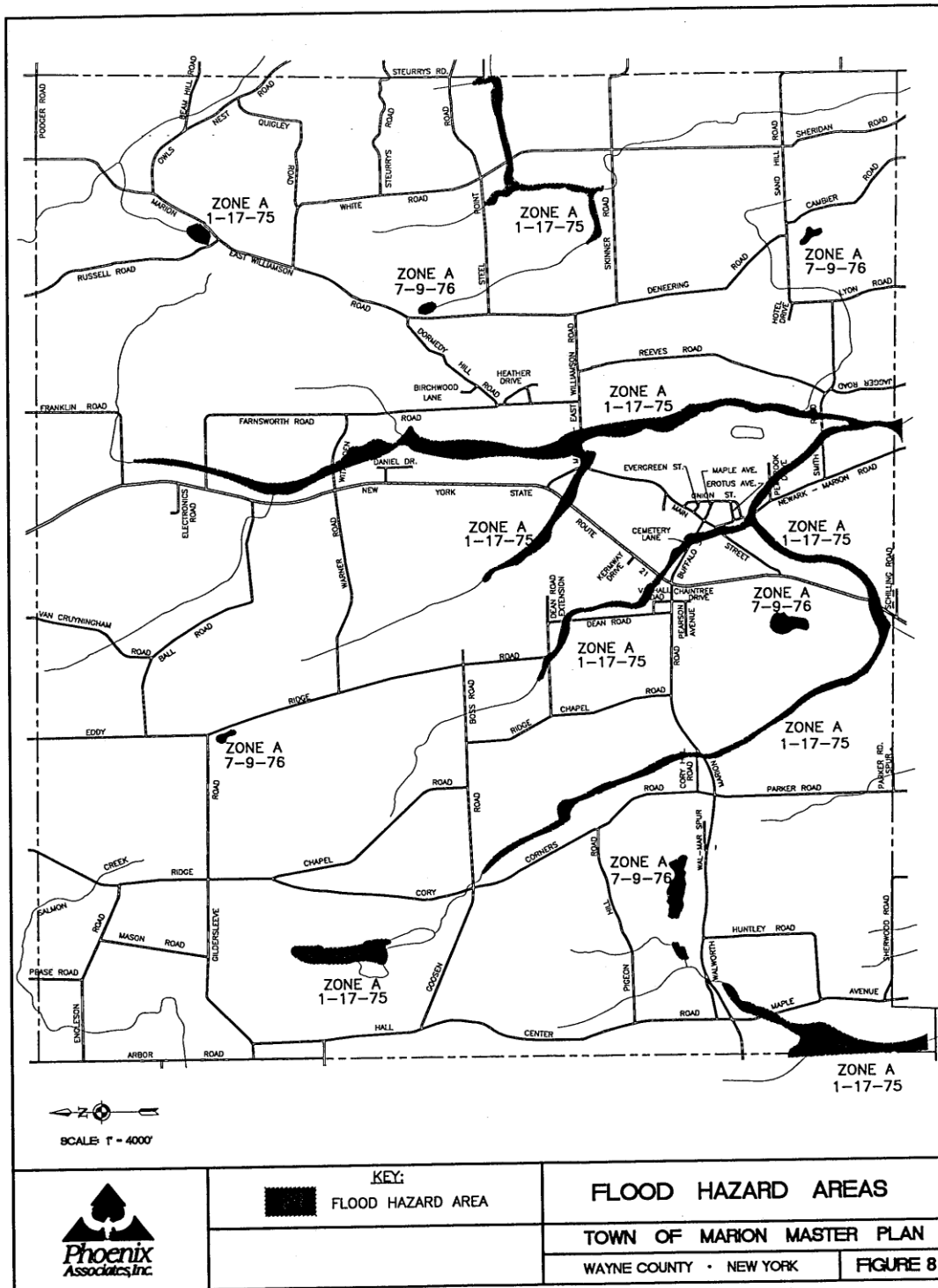
The delineation of watersheds is important as it may have a significant impact on the layout of sewer and water lines. Water quality ratings of the town's surface waters can also be important depending on the needs of industry or other surface water uses.

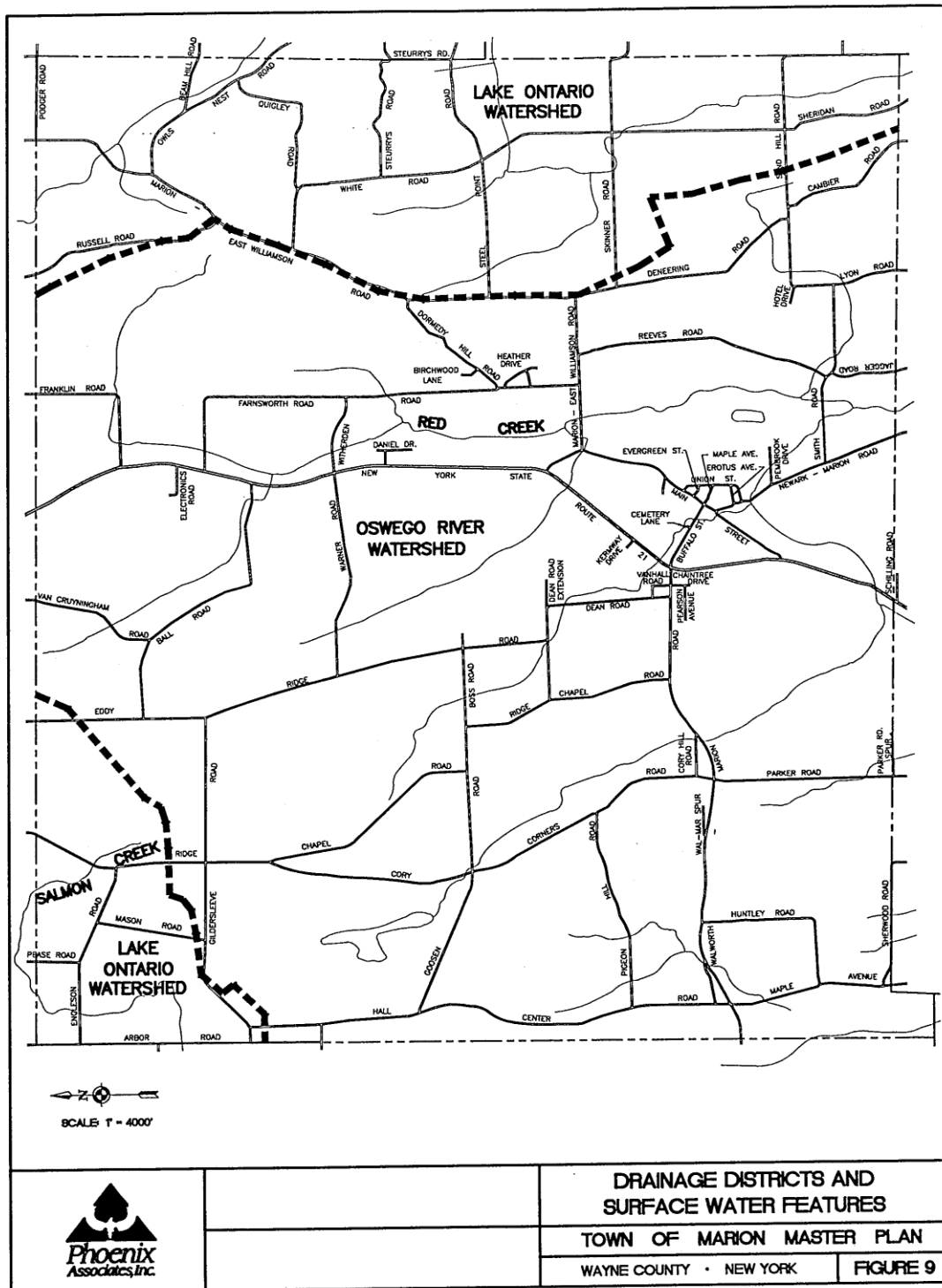
Drainage Basins

The Town of Marion has a Town Wide Drainage District. They have a list of maintenance projects to be accomplished on a need be basis. They also have a list of new projects that are being addressed as required.

Maintenance projects for the Town of Marion include:

- Rt. 21 to Buffalo St
- Buffalo St. to Main St.
- S. Main St. to Mill St.
- Mill St. to Smith Rd.
- Union St. to Pembroke Dr.
- N. Main St. to E. Williamson Rd.
- N. Main St. to Buffalo St.
- Smith Rd. to E. Williamson Rd.
- Dormedy Hill Rd. to Witherden Rd.
- Hall Center Rd. ditch
- Red Creek
- Franklin Rd. to Witherden Rd.
- Witherden Rd. to E. Williamson Rd.
- E. Williamson Rd. to Smith Rd.





**DRAINAGE DISTRICTS AND
SURFACE WATER FEATURES**

TOWN OF MARION MASTER PLAN

WAYNE COUNTY • NEW YORK **FIGURE 9**

Physiography, Topography and Geology

Wayne County lies entirely within the Erie-Ontario lowlands physiographic province, which consist of the relatively low, flat areas to the south of Lake Erie and Lake Ontario. Marion's distinctive features include drumlins found in the Town. Drumlins are the long narrow hills that run north and south with a steeper north face and gentle south slope. The east and west slopes are typically steep. The drumlins, like the majority of Marion's topography, developed during the expanse and retreat of the glaciers that formed during the ice age. As the glaciers retreated toward the north, over pockets of hard till, the smooth southern slope was formed. The steep north face was formed as the glacier pulled off chunks of till.

Some classic drumlins and drumlin fields are found in Wayne County. Elevations throughout the County range from 250 feet to 650 feet. The southern two-thirds of the County, including the Town of Marion is dominated by drumlin fields. Heights of these drumlins, above the base, range from 60 to 250 feet. On the average, the drumlins are about 160 feet high, 3,500 feet long and 1,000 feet wide. The presence of these drumlins and their orientation in a predominantly north-south direction has a major impact on the development of the transportation network as very few roads are designed to transect the steep sides of these features in an east-west direction.

Bedrock under Wayne County is of sedimentary origin. The major types of rock are sandstone, limestone and shale. The rocks occur as broad bands running east-west across the County. Marion is dominated by a band of Vernon shale and a band of Lockport dolomite. Most of the exposures of bedrock in the County occur in stream valleys, quarries and deep road cuts. These exposures are infrequent because most of the area is mantled with unconsolidated glacial deposits. Glacial deposits average 40 feet in thickness across the County.

Marion is characterized by rolling terrain. Elevations in the Town only range from 500 to 650 feet. Hills and drumlins occur at frequent intervals in successions of ridges and highlands. The valley troughs contain areas of muck or till soils generally suitable for agriculture. Approximately 14% of the Town has a slope in excess of fifteen% (Figure 10). The areas of excess slope should be considered as areas to be protected or where additional regulatory control should be exercised to limit potential negative impacts from development.

Soils

The predominant soil association in the Town is the Ontario-Hilton Association; characterized by deep and moderately well drained, medium textured soils on glacial till plains. This soil unit is the most extensive in the County. It is typically found associated with ground moraines, drumlins and recessional moraines. The landscape is dominated by a series of knolls and ridges interspersed with lower drainage ways and higher elongated hills. Slopes are mainly 3 to 15%. Ontario soils make up 40% of the association with Hilton soils accounting for 20% and soils of a minor extent making up the remainder.

Ontario soils are well drained and gently sloping to steep. Water movement is moderate in the surface layer and subsoil and slow in the substratum. These soils are found in the higher parts of the landscape. Hilton soils are moderately well drained and nearly level to sloping. Water movement through the surface layer and subsoil is moderate.

Soils in this association are frequently used for crops or dairy farms. Some areas along highways are used for residential development. Slow water movements through the substratum, gravel and stone -fragments in some areas are the main limitations for development. Soils found with this association including Ontario, Madrid and Palmyra soils have good potential for housing development.

A small portion of the northwest corner and the northern part of the Town are covered by the Madrid-Bombay soil association characterized by deep well drained and moderately well drained, moderately coarse textured soils on glacial till plains.



Woodlots

The Town of Marion has a significant amount of land area in woodlots. As in many communities where there has been significant clearing of wooded areas for farming, the amount of wooded area in the community is increasing as abandoned farmland grows up in trees. Woodlots provide important benefits to a community including serving as areas for wildlife habitat and interception points for storm water runoff and rainfall. Forest areas contribute much to the scenic beauty of the Town providing variation from the large amount of cultivated land. Additionally, the forested areas are found along many of the steep slope areas of the Town. These forests provide good cover for these areas which are prone to high levels of erosion. Figure 11 indicates areas of major woodland coverage within the community.



Implications for Planning

Marion should take advantage of the State Environmental Quality Review Act (SEQRA) as a means of obtaining detailed information regarding the impacts that proposed projects may have on environmentally sensitive resources. Through the SEQRA process, the Town should identify measures which would minimize or prevent environmental damage and should further require developers to use such measures.

The majority of the land in Marion has limited constraints which would affect the suitability for development. Steep slopes, floodplains, wetlands, shallow and impermeable soils, may potentially limit development and should be thoroughly addressed. However, in most cases, such factors do not present any absolute limitation to development. To accommodate anticipated growth while maintaining a safe environment demands careful land use policies. These policies must permit development which is compatible with the resource base. Land use regulations may utilize techniques such as clustering, conservation easements, erosion control plans, storm water infiltration policies and other appropriate methods in order to foster well-planned growth and development.

The streams, ponds, lakes, floodplains, and wetlands of Marion are integral parts of the same hydrologic system and serve as protection from the potential devastating impacts of flooding. Land use regulations for the Town should reflect the interconnected nature of its water resources.

Careful management of storm water runoff throughout Marion can prevent new development from aggravating existing problems. Consideration should be given for how to prevent new development from exacerbating existing drainage problems.

Because of their development limitations, floodplains are ideal sites for bikeways, hiking and running trails, bridle paths and cross-country ski trails, as well as recreation facilities such as athletic fields and tennis or basketball courts. Marion may wish to take advantage of the open space corridors that floodplains provide, by promoting their increased use for recreation activities and passive open space. This can be accomplished through a combination of public acquisition, floodplain management regulations, the use of conservation easements and zoning.

Steep slopes are typically limited to the drumlins that transect the Town. Such features place some restrictions on development for the following reasons:

- Developing and maintaining steep slopes to control erosion, and providing adequate waste treatment, while preserving natural features is expensive. Road, utilities, and building construction in areas of unstable terrain can require extensive cutting, filling and grading.
- Steep slopes shed more runoff at higher velocities than level areas. This creates erosion problems when the land is disturbed and adds to the sediment load of downstream waters and drainage facilities.
- Shallow soils or steep slopes cannot properly filter septic system wastes. The effluent tends to flow downslope without being sufficiently treated, which can then lead to serious health, aesthetic and environmental problems.

In Marion, soil conditions are highly variable and soils with low permeability are common. Soil characteristics can greatly vary over any development site and poorly drained soils can render land unsuitable for development. Development activity in areas of low permeability should be carefully controlled.

Housing and Residential Development

GOALS:

- **Encourage a variety of types and densities of housing development in appropriate areas as designated on the Future Land Use Map**
- **Encourage an appropriate level of maintenance of residential properties**
- **Maintain a high quality of life for Town residents**

Housing Characteristics

The quality and amount of housing are important factors in determining the overall quality and livability of the community. It is important to preserve the community housing stock. Deterioration of housing may have a significant impact on the generation of tax revenues if property values are allowed to decline.

Steady decline in the number of households in the Town has led to the decreased demand for housing and little to no construction of new housing units over the last decade. Only 6% of the Town's housing units have been built since 2000 (Table 12). On the other hand, as a result of the historical development of the community, 26% of the housing units date from before 1939. This significant number of older units does not have to be a problem if the properties are adequately maintained and modernized.

Table 12		
Housing Structures by Date Built - Town of Marion		
YEAR STRUCTURE BUILT	Number	% of Total
Total housing units	2,026	100
Built 2014 or later	0	0.0%
Built 2010 to 2013	10	0.5%
Built 2000 to 2009	119	5.9%
Built 1990 to 1999	258	12.7%
Built 1980 to 1989	323	15.9%
Built 1970 to 1979	376	18.6%
Built 1960 to 1969	183	9.0%
Built 1950 to 1959	111	5.5%
Built 1940 to 1949	121	6.0%
Built 1939 or earlier	525	25.9%
Source: 2015 Census of Population and Housing- Select: Housing		

Another factor that typically influences the quality and likely upkeep of a community housing stock is the amount of owner-occupied housing compared to rented residential property. A high percentage of Marion's occupied housing stock is owner-occupied. The 2015 Census reported that of the 2,026 occupied housing units, 1,790 or 88% are owner occupied. Less than 5% (90) of the 2,026 housing units in the Town are classified as vacant. The homeowner vacancy rate was 0.8% of total units. The rental unit vacancy rate was 7.8%.

Another housing characteristic of note is the type of housing found within the community. Table 13 shows the breakdown of housing in the Town by type.

TABLE 13			
	Occupied housing units	Owner-occupied housing units	Renter-occupied housing units
Occupied housing units	2,026	1,780	246
UNITS IN STRUCTURE			
1, detached	81.00%	89.30%	20.30%
1, attached	0.00%	0.00%	0.00%
2 apartments	3.30%	0.80%	21.10%
3 or 4 apartments	2.80%	0.30%	20.70%
5 to 9 apartments	1.80%	0.00%	15.00%
10 or more apartments	1.40%	0.00%	11.80%
Mobile home or other type of housing	9.70%	9.50%	11.00%

The breakdown of housing by type can provide some general indication of the character of the community. A high percentage of single family detached units would indicate a residential housing stock which is less dense and would typically be owner-occupied.

According to Zillow, Inc, the average selling price of a home in Marion is \$112,200. The median home price in Marion is 47% lower than the national average. Based on the 2015 estimated median household income of \$55,461 and using the national standard of affordability as 2.5 times median income, the threshold of housing affordability would be \$138,653. Average housing cost above that would indicate a need for affordable housing programs.

Implications for Planning

In many communities, the rising cost of traditional single-family detached homes has placed that housing type beyond the means of affordability for a significant number of potential home buyers including: first-time home buyers, young married couples, young singles, low to moderate income individuals, single parents and senior citizens. In Marion, this does not appear to be the case as most homes are priced well within the range of a family earning the median income.

Escalating housing costs could result in pressures on the Town to enact land-use regulations which would make provision for affordable housing options such as:

- Cluster development
- Manufactured housing
- Conventional suburban-scale apartment complexes
- Accessory apartments within existing single-family residences
- Conversion of existing large, older dwellings to multi-family

Future residential growth should be considered in the context of the local economy and the environmental constraints of the land. Consideration should be given to the potential impacts on prime agricultural lands

from new development. Development situated further from the Hamlet area will have reduced access to the Town's public utilities (specifically sewer). All future housing development should be carefully planned pursuant to the Comprehensive Plan and any subsequent land-use regulations.

Adopted land-use regulations should not be so restrictive as to further increase the cost of development, which may then force low- and moderate-income individuals from the housing market.

The declining demand for housing in Marion as the number of household's decreases can have important consequences in the community. This decreased demand can easily lead to rising housing costs for both rental and owner-occupied units. In developing a plan, the Town needs to be cognizant of the influence of planning and zoning regulations on the ultimate cost of housing in the community. There are many factors that are influencing the rising costs of housing but those that can be influenced by the Town are typically limited to land use (density) requirements such as lot size and building size, and subdivision regulations.

The Town of Marion is developing the implementation of this plan and should carefully consider the implications of adopted land use policies and regulations on the affordability of housing in the Town.

Concerns

The Plan is based on issues and broadly held fundamental values recognized as enduring and necessary in shaping the future of Marion. The Marion community particularly values:

- The historic character and ambiance of the Town
- The beauty and character of the rural and agricultural areas and natural landscapes throughout the Town.

In establishing guidelines for the long-term maintenance of these characteristics, the Plan recognizes that the attributes that make this a desirable community may also attract growth and new residents, which, if not managed wisely, could endanger the very features that appeal to these newcomers. By maintaining and managing the capacity to grow and change in ways that enhance the community's vitality and attractiveness, Marion can ensure that the current quality of life is preserved for generations to come.

Infrastructure

Water Supply

The Town of Marion belongs to the Wayne County Water & Sewer Authority (WCW&SA). This authority is responsible for providing Marion with its water supply. The Town primarily receives water via pipes from separate treatment facilities in the towns of Ontario, Williamson, and Monroe County Water Authority. The design capacity of each of these facilities is thought to be three million gallons per day (MGD). Total contractual capacity is over five million gallons per day. Current consumption in Western Wayne County is approximately two million gallons per day. Table 14 provides a summary of the public water supply information for the Town.

TABLE 14
TOWN OF MARION
WATER SUPPLY SYSTEM INFORMATION SUMMARY

Name of Supplier:	Town of Ontario, Town of Williamson and the MCWA
Source:	Lake Ontario
Average daily demand:	200,000 to 300,000 gpd
Maximum daily demand:	400,000 gpd (County reference)

Storage capacity: One 1.5 MG elevated tank, actual overflow elevation is 629ft above sea level, tank is 48ft high

Water Conservation Plan: Marion is part of the WCW&SA conservation plan. All users are metered. Sanitary sewer charges are based on water usage. Conservation alerts are issued during dry weather to stop lawn watering, etc.

Water System Problems: Aging infrastructure within the Hamlet area. There is continued updating of existing water lines with consultation from the WCW&SA.

Marion is working with five other Towns and the WCW&SA to facilitate construction of regional storage improvements which will further benefit the Town of Marion.

Marion should be looking to replace water lines Newark Rd., and Marion-Walworth Rd. from Rt. 21 to Dean Rd. The WCW&SA will work with the Town on some projects if the Town supplies the piping. The Town and WCW&SA should always be looking for outside funding opportunities for these projects.

Data Source: Wayne County Water & Sewer Authority (WCW&SA)

There are 1407 Marion housing units and 9 commercial accounts connected to public water.

The following roads currently do not have public water as of Comprehensive Plan adoption date:
Mason Rd, Engleson Rd., and Sherwood Rd and a portion of Warner Rd.

Sanitary Sewer

The Town of Marion has a sewage treatment facility, constructed in 1978, which serves the Hamlet and a limited area outside. According to the 2016 Census, 34% of the Marion households are connected to a public sewer. The remainder of the community is dependent on individual septic systems except for the mobile home park which has a sand filter system which discharges to a settling pond and then into a creek. The largest industrial facility, Seneca Foods provides its own waste water treatment which is no longer needed, and their facility was decommissioned in 2015-2016 per DEC request.

The existing treatment facility is effectively at capacity. Upgrading of the plant may be required to meet any new State Pollution Discharge Elimination System (SPDES) permit issued in 2015. The treatment facility could accept only limited growth without plant expansion due generally to infiltration and inflow (I/I) problems. The I/I problem should be investigated and eliminated where possible to minimize the peak flows at the plant. Some of the infiltration and inflow issues are likely due to illegal hook-ups from sump pumps. The town eliminates these illegal hook-ups when found. A sewer ordinance is in effect. All growth may not be dependent upon expansion of the existing public sanitary sewer system. Density of housing could be limited to allow private septic systems to operate properly in the existing soil conditions. Large industry could treat and discharge their own waste dependent upon the availability of stream discharges or practical land applications. All industries that do not treat their own waste should be required to pre-treat and minimize waste flow.

According to the Town Code Enforcement Officer, soils throughout the Town are generally clayey or water saturated and therefore frequently not suitable for normal septic tank system designs. Low density development (lot size of 1 house per acre or larger) may be required in areas with no public utilities. Poor soils and/or high densities of septic systems may result in inadequate levels of treatment.

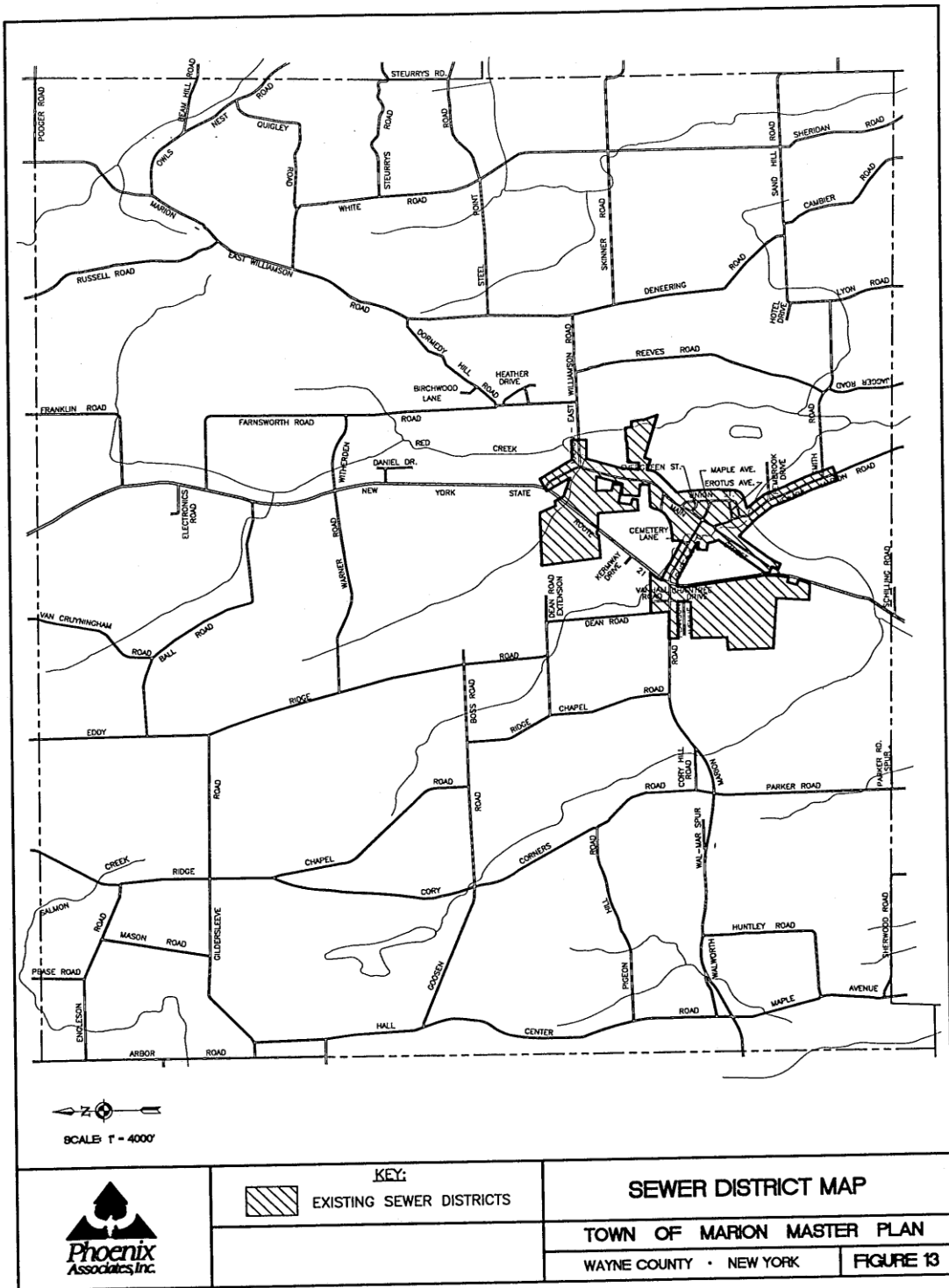


TABLE 15
TOWN OF MARION
SANITARY SEWER SYSTEM INFORMATION SUMMARY

Wastewater Treatment Plant: Lagoon System - secondary treatment
 Plant design capacity: 125,000 gallons per day
 Present Load: 80%
 Average daily flow: (2017) 99,000 gpd
 Maximum daily flow: 350,000 gpd
 Facilities: one pump station at Sewage Treatment Plant site, one pump station at East Williamson Road, on pump station at Sunset Dr.
 SPDES permit: expires 6/30/2020, seasonal permit for loadings
 Stream Discharge: Red Creek
 Data source: Town of Marion water/sewer operator

The Waste Water Treatment Facility (WWTF) sometimes does not meet current (SPDES) permit limits for Dissolved Oxygen, Suspended Solids, and nitrification. In 2009 the Town started to be proactive with their engineering firm MRB to see what their options would be. The Town also looked into incorporating Seneca Foods old sewer facility, but it wasn't closed properly at the time per DEC. In 2010 there was a study done by MRB, 2012 there was a study upgrade report done by SKD Environmental Systems LLC, 2014 Planning Study Update with changes by MRB group, 2015 MRB Group and LaBella did a Consolidation Feasibility Study with the Town of Walworth, 2016 the Town decided to build its own SRB facility recommended by MRB, however, first round funding did not favor the Town. In 2017 the Town was approached by the Wayne County Water Sewer Authority to do a joint facility with the Town of Macedon and Village of Palmyra which the DEC is in favor of, however, at the time of this plan the matter is still in the planning stage.

According to the NY DEC website, http://www.dec.ny.gov/enb/20190313_not8.html, (April 2019): *The Wayne County Water and Sewer Authority, as lead agency, has determined that the proposed Western Wayne County Regional Wastewater Treatment Plant will not have a significant adverse environmental impact. The Wayne County Water and Sewer Authority (WCWSA) is developing plans to construct a regional wastewater treatment plant (WWTP), including associated pumping stations, sewer mains, and other related facilities to serve all or portions of the Towns of Macedon and Marion and the Village of Palmyra. The WCWSA Board of Directors acted as Lead Agency for the original SEQR review back in 2017 and the recent reevaluation for the updated project scope, which resulted in the Negative Declaration Amendment. As currently proposed, the Wayne County Regional Wastewater Treatment Plant project involves the construction of a new WWTP with capacity up to 1.75 million gallons per day in the Village of Palmyra, installation of gravity and pressure sewer conveyance mains, related pumping station improvements, and decommissioning of existing wastewater treatment facilities in the Towns of Marion and Macedon. The new regional WWTP will replace an existing wastewater treatment facility in the Village of Palmyra. The new WWTP will consist of a 30 inch outfall pipe to the Erie (Barge) Canal where the treated effluent will be discharged. The WCWSA may acquire from the Village of Palmyra the parcel in which the new WWTP will be located for improved management and operations. The sewer main will be installed along road rights-of-way and possibly on private easements; its exact length and location depend on whether the proposed or alternate route is selected for the final design. Also planned are two new water pumping stations which will be encased in small structures on lawn areas near the roadways of the proposed project route. In addition, multiple crossings of the Erie Canal and Red/Garangua Creeks via directional drilling are anticipated. The Project will efficiently treat the wastewater from all three municipalities; eliminate existing discharges to poor receiving water bodies, support economic development, and increase regional shared infrastructure. The project is located in portions of existing WWTP sites and various roads throughout the Towns of Marion, Macedon, and Palmyra plus the Village of Palmyra, New York.*

Natural Gas Service

While not as critical to development as water and sewer service, gas service provides another level of public infrastructure that makes for more attractive economic development potential. Expansions to the current gas network would likely require upgrades for transmission mains to service additional areas, with costs passed on to users. In addition, the utility company would be required to submit a formal expansion request through the State Public Service Commission (PSC).

Solar Power

The use of solar power for generating “clean” electricity has been a topic of discussion as of late with the State looking to increase its solar power generation in the near future. With incentives and various pricing/installation options available, the attractiveness of this resource increases. While there are fiscal (financing vs. leasing, return on investment, energy usage impact, etc.) as well as logistical implications (repairs, maintenance, discontinuation, etc.) there are also land use issues related to density/scale and location that can create potentially undesirable impacts. Will land be diverted from open space or agricultural use? Will homes place solar panels that are interfering or aesthetically imposing to neighboring residential uses?

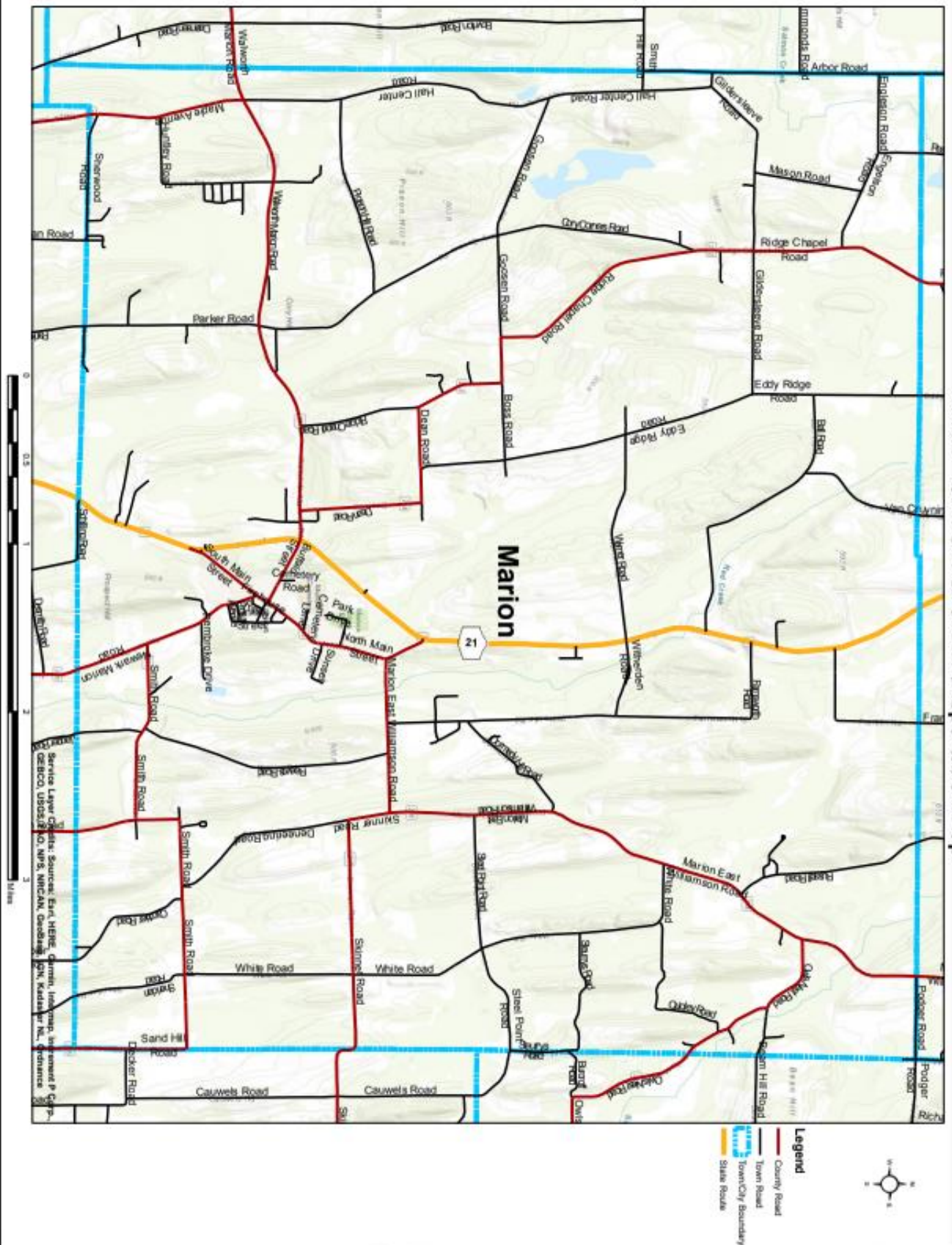
Individual, private solar systems that provide power only to the property on which it is located (including industrial, commercial and residential properties) are supported and encouraged where the homeowner finds benefit. Roof-mounted systems are generally less of a concern over free-standing or ground-mounted systems with the latter to be located within existing setbacks and limited to accessory structure heights.

Larger, commercial systems, often called “solar farms”, that are multi-panel arrays constructed as stand-alone or accessory uses to provide service to community, utility, or government buildings are important to review in the context of the prevailing laws and regulations of Marion. Environmental impacts should be minimized and sufficient public benefit be demonstrated through the review process to achieve a consensus support. Any such systems will need to be supported with consultative financial, legal, engineering, and environmental expertise as the Marion approval process determines. The Town Board of Marion has approved a solar ordinance for the Town of Marion.

Broadband/Digital Service

By today’s standards, availability of broadband/digital services is equally as critical as public power, especially in rural areas where communication is shifting more and more to cellular networks and business is readily conducted online. Urban and rural communities are generally divided in their access to these networks as a result of location, terrain, and supporting density. According to an FCC Broadband Report in 2016, 10 percent of Americans lack sufficient connections, defined as 25 megabits per second (Mbps) download and 4 Mbps upload. When differentiated out between rural and urban areas, the number jumps to 39 percent lacking access in rural communities. Verizon, Time Warner (Spectrum as of 2016), and other telecommunications providers service Western New York, although speeds vary on location. Recently, the State has enacted a “Broadband for All” initiative with its goal to have high-speed access to every New Yorker by 2018. Funding and technical support is available to rural communities, such as Marion, to improve their local systems in consultation with local providers. The Town is encouraged to review this initiative and determine the level of improvement that would be needed.

DRAFT Town of Marion - Transportation Map



Implications for Planning

The extension of water and sewer lines is a means for the Town to control its patterns of growth, to eliminate existing water quality problems, to protect groundwater supplies, and to ensure adequate capacity is available for future growth opportunities.

The expansion of utilities may have significant impacts to the future of the Town's agricultural and open space resources. These impacts must be carefully considered before any expansion is approved.

Analysis of existing traffic data does not indicate the appearance of any potential circulation problems at the present time. Also, as was noted during the last planning study, a better east-west flow of traffic could be designed. However, given the present capacities of existing roads and the other constraints to construction of new roads, it is unlikely that any major changes in the traffic circulation pattern of the town will occur during this planning period.

Community Values Survey

A master plan should express the values of the community. In order for the plan to gain the support necessary to ensure implementation, it needs to represent the community needs and desires.

In the fall of 2017, the Town of Marion distributed a community survey (Appendix B) through a mass town mailing. The survey requested opinions regarding what makes the community attractive. The survey was intended to generate citizen input into the planning process.

The survey was sent to all households in the Town on the assessment roll and available for completion at the annual Harvest in the Hamlet festival. A compilation of results was prepared and will be available for public review. A total of 267 responses were returned, 253 from town residents and 14 from non-resident property owners. Based on the estimate of 2,026 occupied housing units in the town, this represents a response rate of 13%. Although the response rate was low, the respondents do apparently represent the general demographic profile of the Town. Based on their responses, 94% of the respondents lived in owner-occupied housing. Of those respondents who are employed 27% work in Wayne County and 18% work in Monroe County.

Overall, the vast majority of respondents rated Marion as a good place to live. The majority of respondents cited the rural nature, privacy, friendliness, school system, and open space as the major advantages offered in this community. The respondents found that the Town needs to focus on encouraging new businesses, repairing sidewalks in the Hamlet; incentives for new businesses, encourage cooperation between the Town and Marion Central School District, and look into tax and grant incentives/opportunities.

Property taxes were the one area where over 50% of the respondents cited improvement was needed. Other areas that generated a high percentage of responses that suggest improvement is needed include access to shopping and medical services and cultural activities. Other areas of concern include the recreation opportunities and public transportation.

As a result of the analysis of the information received from the community survey, the following implications for local decision making have been identified:

- Town residents' value the rural/open space atmosphere of the community. The Comprehensive Plan and land use regulations should reflect the need to preserve this character.
- Community planning should address the issue of the quality of commercial services available in the Town. Some strong efforts will be necessary to access the current mix of retail goods and services available and those needed while identifying opportunities for improving the business climate.

- Taxes are obviously a critical issue. The planning process should investigate or identify a process for attracting commercial/industrial development that will not create detrimental impacts on the overall quality of the community.
- Open space preservation may need to be addressed if Marion is going to maintain its rural atmosphere. Open space can be preserved by land acquisition, clustering, conservation easements and other means. An administrative framework should be developed if the Town decides to implement open space preservation policies.

Business and Industrial Development

GOALS:

- **Encourage and facilitate the commercial revitalization of the Town's downtown business district**
- **Encourage and facilitate commercial and industrial development in areas of the Town best suited for such development**

Background Information

The downtown business district in Marion epitomizes the condition of small-town business districts throughout much of the nation. With the advent of regional shopping centers, downtown business districts in most small communities have declined. Many small owner-operated retail businesses traditionally found in small communities were forced out of business as they could not compete with the selection or pricing offered at regional shopping centers. Highway improvements contributed to the decline of downtown business districts as travel to regional shopping centers became more convenient.

It has not been uncommon for professional services such as accountants and attorneys to move to the retail space on Main St as retail businesses went out of business and the space became available. Many of the downtown buildings now have residential rental units on the upper floors. Business turnover has also been an all too common occurrence as newly opened businesses fail. Vacant storefronts are a common although unwelcome sight.

Historic and Architecturally Significant Downtown Buildings

The Town's downtown business district serves as the commercial center of the community. The historic and architecturally significant buildings in downtown exude small-town charm. By capitalizing on the historic architecture, layout and special features, the downtown has the potential to be transformed into a quaint, picturesque shopping center. The historic buildings are well suited for small, specialty shops which may provide the most promise for downtown revitalization. If merchants are able to alter their merchandising strategies and find niches that remove them from direct competition with nearby regional shopping centers, the Marion downtown business district could become a destination point for shoppers. The Village of Skaneateles in Onondaga County offers a successful example.

The deteriorated condition of many of the existing storefronts in addition to unaesthetic signage displayed in much of the downtown detracts from the quaint, historic charm of the community. Unfortunately, few improvements have been made to the storefronts along the west side of Main Street, and the buildings display evidence of little or no maintenance. Façade enhancement along the west side of Main Street and more appropriate and harmonious signage in the downtown would do much to improve the appeal of downtown. At this time (2018) we have a restorative grant approved to upgrade the facades of many of the store fronts on South Main St.

Marion Website

The Town of Marion website at www.townofmarionny.com provides out-of-towners as well as local residents who have Internet access with ready information about the community. The site contains a calendar of community events and a business directory.

Statement of Goals and Objectives

GOALS:

- **Maintain and promote continued growth in the sense of community spirit in the Town.**
- **Refocus on the Hamlet as the center of growth for community commercial and social life.**
- **Maintain Town's rural and agricultural character.**
- **Protect and preserve special natural features (Le. drumlins, wetlands, steep slopes and wood lots) which add to the community's unique environmental character.**
- **Encourage permanent Town protection of significant wetland resources**
- **Improve maintenance of existing man-made and natural drainage ways.**
- **Promote the development of housing targeted to the needs of the elderly.**
- **Protect existing housing values.**
- **Improve the safety conditions and design deficiencies of problem intersections and roads throughout the town**
- **Reduce negative impacts of taxation.**
- **Expand industrial/commercial base within the Town.**
- **Obtain a feasibility study for the construction of new roads or improvements to the existing system, work toward improving the east/west circulation of the Town.**
- **Capture a larger percentage of the expenditures generated by new industrial growth in the town.**
- **Expand industrial/commercial base within the Town.**

Vision Statement

The Comprehensive Plan is a guide for the future physical growth and development of the Town of Marion. It encompasses a long-range general application of community wide goals and desires, which are general in nature, and must be adjusted to meet changing conditions.

The municipality is fixed to the land. Its only inherent possession is land and certain limited rights to regulate its use. Land is the foundation of a municipality's physical, social and economic sense of community. Unplanned and unregulated development can become a community liability for decades. Similarly, wise land use decision making and a carefully crafted Comprehensive Development Plan can ensure that each new development is an enduring community asset. Therefore, it is imperative that the future growth and development of Marion be thoroughly evaluated and intelligently planned.

The vision of the Comprehensive Development Plan for the Town of Marion is one which seeks to maintain the quality of life for all residents and enhance the rural and agricultural aspects of life for the community while allowing new economic development opportunities and revitalizing the Hamlet as a center of community life. The community is experiencing growth pressure because of its proximity to the Rochester urban center, yet it is one where the protection of the existing rural character is the most important priority for current residents.

The Town of Marion has not experienced the common problems of rapidly growing communities. The steady growth has not overly taxed existing infrastructure or town services; yet important issues need to be addressed and a comprehensive evaluation of these issues is a timely exercise for the community. Certain issues are nearing a critical junction and should be addressed in the formulation of the plan. The town needs to provide a broader range of housing opportunities on both ends of the economic spectrum, the needs of the Hamlet must be addressed if it is to recapture its place as the community focal point, the recreational needs of a growing population must be addressed and consideration needs to be given to the protection of the unique natural features of the community.

Marion must continue to meet the needs of its future residents. These include expanded employment opportunities, expanded community services, and adequate public facilities. The Comprehensive Plan builds a path for implementation of a plan to address each of these critical issues and helps identify issues of concern. A series of goals and objectives provide a commonly agreed upon basis for decision-making in the various subject areas addressed.

The essence of a Comprehensive Plan is its statement of community goals, objectives, and recommended action items. This part of the Plan contains a succinct statement of these. It is important to note that these are recommendations and, standing by themselves, they do not specifically require any person, official, or agency to take any particular actions.

Since a Comprehensive Plan is an aspirational document, its recommendations are intended to be taken seriously, but not necessarily to be acted on literally as stated. The action items stated below are intended as non-binding recommendations that embody a broadly shared agreement among those members of the community who have been involved in the Comprehensive Planning process. The actual implementation of these recommendations will require further action by various town committees, boards, and other organizations. Such actions should be taken transparently, with due respect for existing property rights of landowners and with the full involvement of those affected by such actions.

What follows are the specific goals, objectives and actions needed to support the vision for Marion presented earlier in the Comprehensive Plan. Some of these actions are intended to be undertaken solely by the Town and some will require the cooperation of the private sector, the school district, and/or other agencies or entities. The Plan is meant to be user-friendly and to serve as a continuing reference for Boards and their committees.

The goals are statements which the plan is intended to achieve. The objectives following each goal are a series of actions or ideas which promote that goal. Each of these provide a basis for developing a land use policy for the town and will assist in the evaluation of future development proposals and local government decisions.

Goals, Objectives and Strategies

Community Character

1. Goal: Maintain and promote continued growth in the sense of community spirit in the Town.

Objectives and Strategies

- A. Increase citizen involvement in the planning processes of the Town.
- B. Restart publication of the Town newsletter.
- C. The Town Board along with representatives from other citizen boards should hold twice yearly public forums to discuss town wide issues and to gather suggestions for problem areas that need to be addressed.
- D. Use newsletter to publicize Town activities and encourage participation.
- E. Increase opportunities for citizens to assist in the guidance of community growth and development.
- F. Provide form in Town newsletter for suggestions and new ideas.

2. Goal: Refocus on the Hamlet as the center of growth for community commercial and social life.

Objectives and Strategies

- A. Maintain the Town Hall and library in the Hamlet.
- B. Initiate a Hamlet beautification program which addresses the issues of signage, facade improvements, street furniture, pedestrian walkways and movements, and landscaping.
- C. Encourage the School district and the School Board to maintain the elementary school in the Hamlet.
- D. Encourage revitalization of commercial buildings and the overall area.
- E. Formulate, as part of the Comprehensive Plan, a plan element which addresses the specific conditions and needs of the Hamlet.
- F. Develop attractive signage to be placed on Route 21 and 441 that directs people to the Hamlet.
- G. Support the Hamlet as the location for community economic activity that focuses on small scale retail, personal services, restaurants, and other uses of appropriate scale to the Hamlet setting.
- H. Identify capital improvement needs and financing options for improvements in the Hamlet.

3. Goal: Maintain Town's rural and agricultural character.

Objectives and Strategies

- A. Zoning and subdivision regulations should reflect the desire to preserve the traditional rural atmosphere.
- B. Identify areas for growth in the vicinity of the Hamlet.

- C. Discourage strip residential or commercial development in agricultural areas through the use of appropriate site plan regulations and land use controls.
- D. Create a planning board/citizen/agricultural community subcommittee to identify and evaluate strategies for protecting agricultural lands from premature development and to ensure that agricultural activities are not encroached upon by new residential development.
- E. Land use policies should ensure that development design protects the scenic, natural and rural character of the community.
- F. As part of the Land Use Plan, identify areas of prime agricultural land and compare with the present zoning to determine the appropriate mix of uses or activities.
- G. Provide for flexibility and incentives in the zoning ordinance in order to promote new residential development that avoids the typical suburban scale and design within subdivisions (i.e. the cookie cutter approach of similar houses placed in a similar fashion on similar sized lots)
- H. Develop/maintain agricultural processing and service industries in the Town.
- I. Prohibit multiple lot residential development of large parcels within areas designated for agricultural activities.

Natural Features

4. Goal: Protect and preserve special natural features (Le. drumlins, wetlands, steep slopes and wood lots) which add to the community's unique environmental character.

Objectives and Strategies

- A. Protect natural features identified on Town resource inventory maps through the regulatory process, site plan review and subdivision regulations.
- B. Encourage anyone planning to develop a parcel to meet with the building inspector/planning board early in the planning process to identify features the Town would like to protect.
- C. Increase public awareness of the Town's unique environmental features by the publication of a Town Environmental Atlas.
- D. Strengthen the site plan review process to ensure the protection of important natural features.
- E. Review existing development regulations to determine areas needing modification in order to increase protection of natural features.
- F. Develop environmental overlay protection districts to be included in the zoning code. These districts will apply to areas designated in the Town's Environmental Atlas.
- G. Incorporate regulations for site grading into the development regulations. Regulations may require the preparation of a site grading plan for all development and limitations on grading of slopes in excess of 15%.

5. Goal: Encourage permanent Town protection of significant wetland resources

Objectives and Strategies

- A. Identify wetland areas that should be considered for protection. The wetlands identified should be of special quality and part of an overall open space preservation network or part of a town wide drainage network.
- B. Evaluate tax abatement strategies that would discourage conversion of wetland resources and ease the tax burden of private landowners.

Drainage

6. Goal: Improve maintenance of existing man-made and natural drainage ways.

Objectives and Strategies

- A. Evaluate the scope of the existing drainage problem (Le. Public drainage ways, farm drainage, other' private drainage, natural drainage ways, road culverts, etc.).
- B. Develop a plan to address the existing major drainage problems and areas where the Town can implement effective improvements to prevent further property degradation.
- C. Utilize Soil Conservation Service, Soil and Water Conservation District staff and other experts to provide educational materials, as well as, assistance with identification of the scope of the problem and potential solutions.
- D. Incorporate into the development regulations a requirement for the provision of drainage easements for the purpose of allowing the Town to enter and monitor the streams and drainage ways of the project site.
- E. Town regulations should reflect the interconnected nature of the town's water resource system and the potential negative impacts of development on this system.
- F. All detention\retention facilities that are proposed should have maintenance plans that insure the future operating capability of the facility.

Community Facilities

7. Goal: Construction of a new Town Hall

Objectives and Strategies

- A. Establish a Citizen's Committee (or subcommittee of Town Board) to analyze the issue and to identify a plan of action. Plan should include at a minimum the following information: outline of current use of present facility, problems, inadequacies; investigation of funding opportunities; determination of future needs for the Town Hall (Le. recreation programs, social gatherings, meeting facilities, town government functions), an analysis of potential sites, evaluation of potential costs to build and operate as well as an analysis of alternative options.

8. Goal: Acquisition and construction of more active park space.

Objectives and Strategies

- A. As part of the development of the Comprehensive Plan, inventory the amount and use levels of existing active park space including town owned, school district lands, fire district, private\quasi-public.
- B. Using established standards determine the present needs for additional active open space and survey existing recreation programs to determine use levels and estimates of additional needs.
- C. Require in the approval of subdivisions the set aside of a percentage of the proposed development for recreational purposes or the contribution of a per lot fee to a Town managed recreation fund.

9. Goal: Identify areas for future sewer expansion.

Objectives and Strategies

- A. As part of the development of the Plan, the town engineer, building inspector, public works officials and town planning board should be consulted to identify areas which can be efficiently served by new sewer lines and which areas will serve the needs of commercial\industrial growth as well as areas identified for high density residential development.

Housing

10. Goal: Promote the development of housing targeted to the needs of the elderly.

Objectives and Strategies

- A. Include an accessory apartment provision in the Town's zoning code for designated zones. Develop criteria for regulating occupancy and use. {The accessory apartment can have

multiple purposes but it can be used by families in the provision of elderly housing for family members or it can be used by the elderly to improve the affordability of their current residence.}

- B. Provide zones with densities which encourage the development of housing choices appropriate for the elderly.
- C. Elderly housing areas should be located so that required services and transportation are readily accessible.
- D. Examine town development regulations to evaluate the cost impact of all requirements. Consider the elimination or modification of any provisions that unnecessarily add to the cost of development.

11. Goal: Protect existing housing values.

Objectives and Strategies

- A. Insure the full enforcement of all building codes.
- B. Develop a land use plan and development regulations that encourage orderly, sustainable development.
- C. Review development regulations and town building code to determine if the necessary provisions exist for preventing activities which impede on the property rights of neighboring property owners.

12. Goal: Promote the development of affordable housing for low income residents of the Town.

Objectives and Strategies

- A. The Town Board should actively pursue and work with developers of affordable low-income housing projects.
- B. Town Board should explore the provision of support for low income housing either through the offer of land, assistance with utilities, tax incentives or other amenities.

13. Goal: Encourage the development of diverse housing types within the Hamlet.

Objectives and Strategies

- A. Provide creative zoning regulations for the Hamlet which permits development of a diversity of housing types appropriate to the Hamlet scale.
- B. Encourage creative use and development of commercial properties which include residential use.

Transportation

14. Goal: Improve the safety conditions and design deficiencies of problem intersections and roads throughout the town, specifically the following intersections:

- Hall Center/Maple Avenue
- Cory Comers/Parker Road
- Route 441/Route 21

Identify specific improvements in the town's transportation system that facilitate the efficient movement of community residents and through traffic.

Objectives and Strategies

- A. Highway capacities and traffic flow within the Town should be maintained and excessive turning movements along major roadways should be discouraged by implementing zoning and planning techniques, along major arterial roads, including the following: limit the number of access points provide for adequate site distance at intersections require the use of service roads in commercial areas require

linkages between parking lots to discourage multiple access points on local roadways discourage strip development conditioning zoning actions on the provision of highway improvements, designed to mitigate adverse traffic impacts, to be financed by the applicant.

- B. The Town Board should consider working cooperatively with other involved agencies and developers to correct existing problems.

15. Goal: Maintain/enhance WATS bus service.

Objectives and Strategies

- A. Encourage the provision of direct bus service to areas likely to have high ridership. Promote use of the bus service through town newsletter. Describe service provided, routes, and advantages of the bus system.

Economy

16. Goal: Reduce negative impacts of taxation.

Objectives and Strategies

- A. Continue current efforts to control costs and increase efficiency of town government to ensure minimal growth in town budget.
- B. Encourage school board to take all the necessary steps to control the rate of growth of the school budget.
- C. Encourage growth that provides increased revenues while not producing an increased burden on town/school services.
- D. Create new mechanisms for improving communication and shared decision-making between the Town, residents and the Marion Central School District
- E. New economic uses should supplement not supplant existing economic activity.

17. Goal: Expand industrial/commercial base within the Town.

Objectives and Strategies

- A. Provide adequate areas in the land use plan well situated for industrial/commercial use. Land should have good access from major roads and be served by or have ready access to utilities.
- B. Incorporate into site plan standards such considerations as landscaping, buffering, signage and other factors related to site design and visual impacts.
- C. Examine the provision of areas for commercial expansion so as not to discourage commercial development in the Hamlet.
- D. Town regulations should not unnecessarily add to the cost of development but also must ensure attractive development which fits into the rural character of the community.
- E. Promote economic development that is visually compatible with the rural character of the community.

18. Goal: Obtain a feasibility study for the construction of new roads or improvements to the existing system, work toward improving the east/west circulation of the Town.

Objectives and Strategies

- A. As part of the development of the Comprehensive Plan, examine existing road network and prepare a plan that would improve access between eastern and western portions of the town.

19. Goal: Capture a larger percentage of the expenditures generated by new industrial growth in the town.

Objectives and Strategies

- A. Promote commercial retail facilities that encourage-residents to shop in town.
- B. Site new industrial facilities with consideration of making space available for growth of future complementary businesses.
- C. Promote ancillary businesses which provide materials for other manufacturers in Town.
- D. Promote adequate housing opportunities for employees of Town businesses to encourage them to reside and shop in Town.

20. Goal: Expand industrial/commercial base within the Town.

Objectives and Strategies

- A. Review Zoning to encourage and maintain agricultural related uses
- B. Provide adequate areas in the land use plan well situated for industrial/commercial use.
Land should have good access from major roads and be served by or have ready access to utilities.
- C. Incorporate into site plan standards such considerations as landscaping, buffering, signage and other factors related to site design and visual impacts.
- D. Examine the provision of areas for commercial expansion so as not to discourage commercial development in the Hamlet.
- E. Town regulations should not unnecessarily add to the cost of development but also must ensure attractive development which fits into the rural character of the community.
- F. Promote economic development that is visually compatible with the rural character of the community.

CHAPTER 6

Land Use Plan

GOALS:

- **Preserve and protect the rural and small-town character of the Town of Marion.**
- **Balance residential and business development with the protection of natural resources, agricultural land and rural character.**
- **Manage growth to ensure high quality development.**

Introduction

The land use plan is the spatial embodiment of the research and analysis previously conducted by the Marion Comprehensive Plan Team. The land use plan has evolved from the review of area demographic trends, analysis of natural resource constraints and existing infrastructure combined with the policies and goals established by the committee. As a development management tool, the land use plan identifies areas suited to accommodate future growth while more importantly works toward implementing the Town's identified land use development goals. Additionally, the land use plan establishes recommendations for the types of development that would encourage at what densities and intensities, and what areas should be targeted for protection.

The current land use plan for the Town as established by the Zoning Ordinance for the Town, adopted in 1989 basically establishes land use intensities as a function of the capacity of land to support development. The determination of capacity was based on the presence of sewer and water infrastructure or the establishment of minimum separation distances from onsite wells and septic systems. The minimum lot sizes did not account for Town goals such as agricultural preservation, natural resource protection, the limitation of strip development, or the generalized goal of directing development that efficiently uses the available land resources and infrastructure.

Currently, land development in the Town of Marion is influenced by two primary factors:

- The potential for conversion of agricultural lands to residential development, and
- The demand for rural residential building lots to serve the Rochester Metropolitan area.

The development growth trend in the Town is relatively modest with approximately 20 new residential units approved per year and limited commercial and other types of development. A higher growth rate is more likely if the new industrial employer spurs additional industrial/commercial growth.

Future Land Use

For the purpose of planning land use, the community has been divided into four broad land use categories. Each is described below and displayed on the Proposed Land Use Plan (Figure 15). The land use categories are intentionally defined broadly. They are not intended to infer the actual boundaries of discreet zoning districts. Rather, they provide a general guideline of appropriate land use for each designated area based on the predominant existing character of the area and the future growth needs of the community.

Agriculture Preservation

A strong focus for conservation of the agricultural heritage of the community is recommended for a major section of the community, including most of the eastern and northern portions. This area encompasses most of the community's prime farmland, including the muck areas, and focuses on retention of the majority of the major farming operations in the Town. Retention of the active agricultural operations, appropriate utilization of the existing network by prohibiting expansions into these areas, and preservation of the pervasive rural character are key objectives for these areas. It is envisioned that these objectives can be pursued while still providing opportunities for limited residential development and possible development of farm-related businesses and other business ventures which are compatible with the rural character of the area.

Provision for additional residential development within the agriculture preservation area will require careful use of available regulatory tools. Development of limited amount of residential lots may be controlled using a variety of regulatory techniques including: 1) Sliding Scale Zoning where the maximum number of residential lots is determined as a function of the gross tract size. 2) Use of cluster design (possibly on lots as large as 1-2 acres) that respects the agricultural integrity of the land and leaves economically viable sized farm parcels. The use of acceptable alternative community sewerage systems (such as land applied waste water on the remaining farmland) may be necessary in areas where the proposed number of units and overall density is high. 3) Prime Farmland Index where the allowable density of units would be reduced based on the presence of prime and unique soils within a parcel. 4) Transfer of Development Right programs are growing in popularity but are not likely to be appropriate for the Town of Marion at the present time. Presently, there is ample non-agricultural land available for development.

Conservation Residential Development

This development designation is recommended for the western third of the Town except for the area served by the Walworth-Marion Road arterial, and the southwestern corner of the Town. This area encompasses substantial areas of wetlands and woodlands, is not directly adjacent to existing sewer and water, has less of a percentage of active agricultural parcels, and is closer to the city of Rochester and its growing suburban areas. It also encompasses a significant number of single-family homes developed in the strip frontage along the existing roadway network. This designation would be used to encourage the development of single-family homes on a minimum of 1 to 2 acre lots. Steps should be taken to ensure access to interior portions of larger parcels. Appropriate constraints should be adopted to minimize negative impacts to critical environmental features, limit vegetation removal and maximize retention of storm water. Consideration should be given to developing provisions that would establish minimum lot areas by "netting-out" areas of steep slopes, wetlands and other appropriate environmental features. This means that every lot to be developed would contain 1 to 2 acres of land after excluding protected environmental features. Effective conservation will also require minimum intrusion of new roadways, sewer systems and other infrastructure, further justifying the use of large lots for new development.

Medium Density Residential

Medium Density Residential is designated for two substantial portions of the Town along NYS Route 21 and Walworth-Marion Road, and two other small areas adjacent to the Hamlet. The designated areas also comprise a large portion of the residentially developed areas of the Town outside the Hamlet, including the few subdivision type developments in the Town.

Steps should be considered to encourage proper development of additional strip frontage along Walworth-Marion Road and NYS Route 21. Increased lot frontage along these routes that would encourage the development of interior lots would be advisable. These areas have been designated as the prime location of residential development on lots of 1/3 to 1/2 acre. The Walworth Marion corridor and the southwestern corner of the Town are expected to be for expansion of residential development that will serve those commuting to the Rochester area. With the expansion of water service to areas abutting NYS Route 21, additional residential development on moderately size lots will also be appropriate in this area.

Given the limited amount of new residential development undertaken in the Town on a yearly basis, this area provides an ample amount of space to support future growth. Growth should be encouraged in these areas so as to more efficiently use existing infrastructure and to limit the amount of new residential development in more environmentally or resource sensitive areas. The extension of the public water system

to serve the areas identified for growth, other infrastructure and capital improvements conducted by the Town could be focused in these areas. Zoning and other development regulations can be written to make development in this area the most cost effective so that it is the easiest area in which to undertake residential development within the community. This can be accomplished by addressing issues such as lot size, setbacks, minimum living areas, etc.

Hamlet

The Hamlet area as defined on the Land Use Plan encompasses the area of the Town which includes the historic developed Hamlet Center of the community along Main Street as well as the entirety of NYS Route 21 that serves as a bypass around the Hamlet Center. This area is designated to include most of the intensive land uses within the community, including industrial, commercial retail and business, high density residential, public service uses as well as moderate density residential. The area encompasses the entire area of the Town that currently has or is planned to have both water and sewer service. The availability of both water and sewer service provides an environment which lends itself to the development of higher intensity uses.

A primary goal identified in the development of the Comprehensive Plan is the maintenance of the Hamlet as the focal point of community services and activities. This land use designation is designed to further the pursuit of that goal. The Hamlet area will be more thoroughly reviewed and analyzed in the next section of the plan to further identify the areas for specific use designations. The centralizing of these activities will further the goal of efficient use of existing infrastructure and will work to revitalize the area. The concentration of the higher intensity uses in the designated Hamlet will also work to protect the agricultural and conservation resources throughout the remainder of the Town.

Relationship to Zoning

Zoning is the principal regulatory tool used by municipalities to manage land use. Zoning techniques can help to encourage high quality development while protecting open spaces, natural features and rural character.

Zoning regulations specify the location, type and density of development within the Town. Zoning typically divides the municipality into distinct zoning districts, each with its own list of permitted uses and requirements for lot size and setbacks. The Town Board has the authority to enact and amend zoning regulations, by local law or ordinance, following a public hearing.

Site Plan Review provisions within the zoning regulations currently allow the local Planning Board to review the site design and layout of certain development proposals. Development is required to meet specified standards regarding drainage, parking, traffic, lighting and other design criteria. When applied consistently by the local Planning Board, this tool is effective in ensuring that the development is of high quality and has minimal impacts on the surrounding neighborhood and environment. Site Plan Review standards apply to all new construction and additions for which a building permit is required, except for agricultural buildings and one- and two-family dwellings.

A municipality's zoning regulations must be "consistent" with the Comprehensive Plan.

HAMLET OF MARION LAND USE PLAN

GOALS:

- **Maintain the Town Hall and Library in the Hamlet.**
- **Initiate a Hamlet beautification program which addresses the issues of signage, facade improvements, street furniture, pedestrian walkways and movements, and landscaping.**
- **Encourage the School district and the School Board to maintain the elementary school in the Hamlet.**
- **Encourage revitalization of commercial buildings and the overall area.**
- **Develop attractive signage to be placed on Route 21 and 441 that directs people to the Hamlet.**
- **Support the Hamlet as the location for community economic activity that focuses on small scale retail, personal services, restaurants, and other uses of appropriate scale to the Hamlet setting.**
- **Identify capital improvement needs and financing options for improvements in the Hamlet.**
- **An inventory of services to see what the Town of Marion currently has and what is needed in the Town.**

Introduction

The Hamlet of Marion serves as the focal point of the Town of Marion. With its concentration of housing and community facilities, its compact commercial sector, pedestrian orientation, narrow side streets and seamless blending of different land uses, the Hamlet of Marion provides all the classic features of the village form.

The Hamlet of Marion is firmly poised to take advantage of the surge in popularity of village style living. However, the Hamlet must be treated differently with respect to land use control than the surrounding less developed lands within the town. The character of the Hamlet must be addressed with land use controls that respect the unique historic development patterns within the Hamlet Community. The preservation of these patterns is not promoted by the existing land use regulations and zoning pattern within existing town codes.

The resurgence of the Hamlet will require dynamic community leadership from both the political and business community. The political will must be forthcoming to address the required changes in Town codes and to provide the financial resources for any public improvements that may be required. The Marion business community will also be required to play a major role by contributing to the revitalization efforts.

This section of the Comprehensive Development Plan will examine the strengths and weaknesses within the Hamlet at the current time. It will identify potential areas of opportunity for improvements that will strengthen the Hamlet and further serve the needs of the overall community. Specific goals and policies will be identified and a Hamlet area land use plan will be outlined. An implementation plan that provides a road map for achieving the goals and objectives will also be presented.

Analysis of Existing Conditions

Existing Hamlet Area Land Use

Existing land use in the Hamlet of Marion consists of a blend of uses, with no one land use being dominant (See figure 4B). Industrial uses generally lie along the path of the abandoned rail line, with the Seneca Foods facility accounting for largest area of industrial development. The commercial retail business sector has three general areas of concentration. The Town should encourage businesses to the central core of the Hamlet at Buffalo and Main Streets so it is predominantly small pedestrian oriented businesses. This area also contains a healthy mix of public uses such as the Town Hall and Library, an elementary school, churches and the Town Fire Department. Residential use of land is found throughout the Hamlet both in the central core and along all of the main arteries of the Hamlet.

Central Hamlet Core Commercial Services

Given the overall population of the area, the community cannot support the big box retailers and supermarket superstores that are available in the town of Penfield and the Village of Newark. However, the Marion community has available space and resources within the Hamlet area to bring in and promote services and retail opportunities to meet every day needs.

Hamlet Area Public Use

Public-uses are typically an important part of the character of any Hamlet or Village setting. The Town of Marion and the Marion School District have preserved the historic presence of public services in the Hamlet

by maintaining a combination of uses including the Town Hall, Library and Museum, the Town elementary school and a major Town park. The Town fire hall and a U.S. post office are also located within the Hamlet.

The civic uses are critical to the maintenance of the character of the Hamlet. These uses also play a major part in maintaining the economic viability of the Hamlet area businesses as they generate additional potential customers. Ideas for maintaining or potentially expanding the public uses within the central Hamlet core will be discussed more fully in a later section of this report.

Hamlet Central Core Streetscape and Traffic

A significant area of concern identified during the survey of community character was the present condition of the streetscape in the Hamlet central core.

The nature and essence of a Hamlet is usually centered around a compact central core that evolved before the onset of the automobile and was therefore pedestrian friendly. Marion's central core most likely developed along a similar line but as the motor vehicle became a larger part of the American scene, the Hamlet street layout was modified to adapt for its use. The street pavement was apparently widened over the years to accommodate parking and traffic needs within the central core. This may account for the apparent lack of mature street trees or other landscaping within the primary commercial area in the central Hamlet core. There are some exceptions as evidenced by the attractive plantings around the M&T Bank building.

Focus needs to be on increasing pedestrian safety within the Hamlet of Marion.

Hamlet Goals and Objectives

Focus on the Hamlet as the center of growth for community commercial and social life. In order to adequately address the variety of issues facing the Hamlet, a more focused examination of the area needed to be undertaken. As part of the goal of focusing on the Hamlet a series of objectives were developed. These objectives are listed again below.

- A. Maintain the Town Hall and Library in the Hamlet.
- B. Initiate a Hamlet beautification program which addresses the issues of signage, facade improvements, street furniture, pedestrian walkways and movements, and landscaping.
- C. Encourage the School district and the School Board to maintain the elementary school in the Hamlet.
- D. Encourage revitalization of commercial buildings and the overall area.
- E. Develop attractive signage to be placed on Route 21 and 441 that directs people to the Hamlet.
- F. Support the Hamlet as the location for community economic activity that focuses on small scale retail, personal services, restaurants, and other uses of appropriate scale to the Hamlet setting.
- G. Identify capital improvement needs and financing options for improvements in the Hamlet.
- H. An inventory of services to see what the Town of Marion currently has and what is needed in the Town.

The above objectives are generalized recommendations that were identified at the beginning of the planning process. These objectives, although general in nature, have been found to be still relevant and appropriate after further investigation of the conditions within the Hamlet. However, as part of this increased planning effort additional objectives that are more specific have been identified to provide further direction for the future development or redevelopment activities within the Hamlet. These objectives are listed below.

1. Update the Town Hall and Town Court
2. Streetscape and landscape improvements.
3. Encourage Hamlet commercial core businesses to invest in facade improvements.
4. Develop a plan for replacing deteriorated sidewalks and installing sidewalks in areas not served.
5. Develop a consistent signage system that directs people to the activities in the Hamlet and place them at major intersections leading to the Hamlet.
6. Develop a marketing plan for the Hamlet in order to attract to the business and residential community.
7. Investigate the possibility of moving the overhead utilities off of Main Street by either burying them underground or moving them to the back of the properties lining Main Street.
8. Investigate the possibility of obtaining funding to look for foreclosed/abandoned homes within the south eastern sector of the central Hamlet for a small public park.

Hamlet Land Use Plan

The unique land use environment that exists within the Hamlet of Marion demands close attention to the detailed layout of the proposed land use plan for the area. The Hamlet land use plan must respect the historical development pattern which exists and should provide an environment where this development pattern can be continued and expanded. This development pattern, while quite different from the standard single use on large lots with ample setbacks that are called for today, is the pattern which gives the Hamlet the character that the community wants to preserve.

The proposed Hamlet land use plan creates several new land use designations that, if properly designed during the development of new land use regulations, will allow future Hamlet development to proceed in a manner that can duplicate the historical land use patterns throughout the central Hamlet area. The Hamlet plan also calls for incorporating land use designations on the fringe of the Hamlet that more closely resemble the more rural standards incorporated throughout the remainder of the Town. These designations provide for a smooth transition between the dense village type development and the lower density land use that is typified outside the Hamlet.

The proposed land use plan for the Hamlet uses the following district designations (Figure 16):

- Central Hamlet Mixed Use

- Hamlet Residential/Limited Business Mixed Use
- Hamlet Residential
- Commercial Business
- Industrial
- Public/Semi-public
- Medium Density Residential
- High Density Residential
- Conservation Residential

Central Hamlet Mixed Use

As shown on Figure 16, the Central Hamlet Mixed Use District is designated for the area along Main Street "from Union Street to Newark - Marion Road encompassing for the most part the central business district of the Hamlet and including the critically important intersection of Main Street - Buffalo Street - Maple Avenue. This designation has been given as recognition of the importance of this area to the overall future development and character of the Hamlet. The central Hamlet area is one characterized by a mix of uses and high density of uses. This proposed designation would provide for any new use or redevelopment of existing use to be conducted in a similar manner to the historical development pattern of the Hamlet. The permitted uses would replicate the diversity of current uses in this district and the bulk and other regulations would be set so that any new development would be able to duplicate the character of existing structures. This district would be designated for small scale office and retail development, public and semi-public uses, residential uses including accessory apartments over non-residential uses. The business uses permitted would be those that are appropriate to a village type setting, the intensity of which would not generate significant amounts of traffic or have great demands for parking.

In establishing guidelines for the long-term maintenance of the Hamlet historical characteristics, the Plan recognizes that the attributes that make this a desirable community may also attract growth and new residents, which, if not managed wisely could endanger the very features that appeal to these newcomers. By maintaining and managing the capacity in the Hamlet to grow and change in ways that enhance the community's vitality and attractiveness, Marion can ensure that the current quality of life is preserved for generations to come.

Hamlet Residential/Limited Business Mixed Use

The Hamlet Residential/Limited Business Mixed Use District is designed to accommodate a mix of small-scale business uses and residential uses within the area of the older homes that abut the central business district of the Hamlet along North Main Street and Buffalo Street. These areas are typified by older, large homes that lend themselves to multiple uses such as professional offices or very small-scale specialty retail. This pattern of use already exists throughout much of this area and is typical of the types of transition land use that occurs in a village setting. This designation would serve notice that this is an acceptable land use pattern for these areas and would develop land use standards that promote the continued growth in a like manner.

Commercial Business

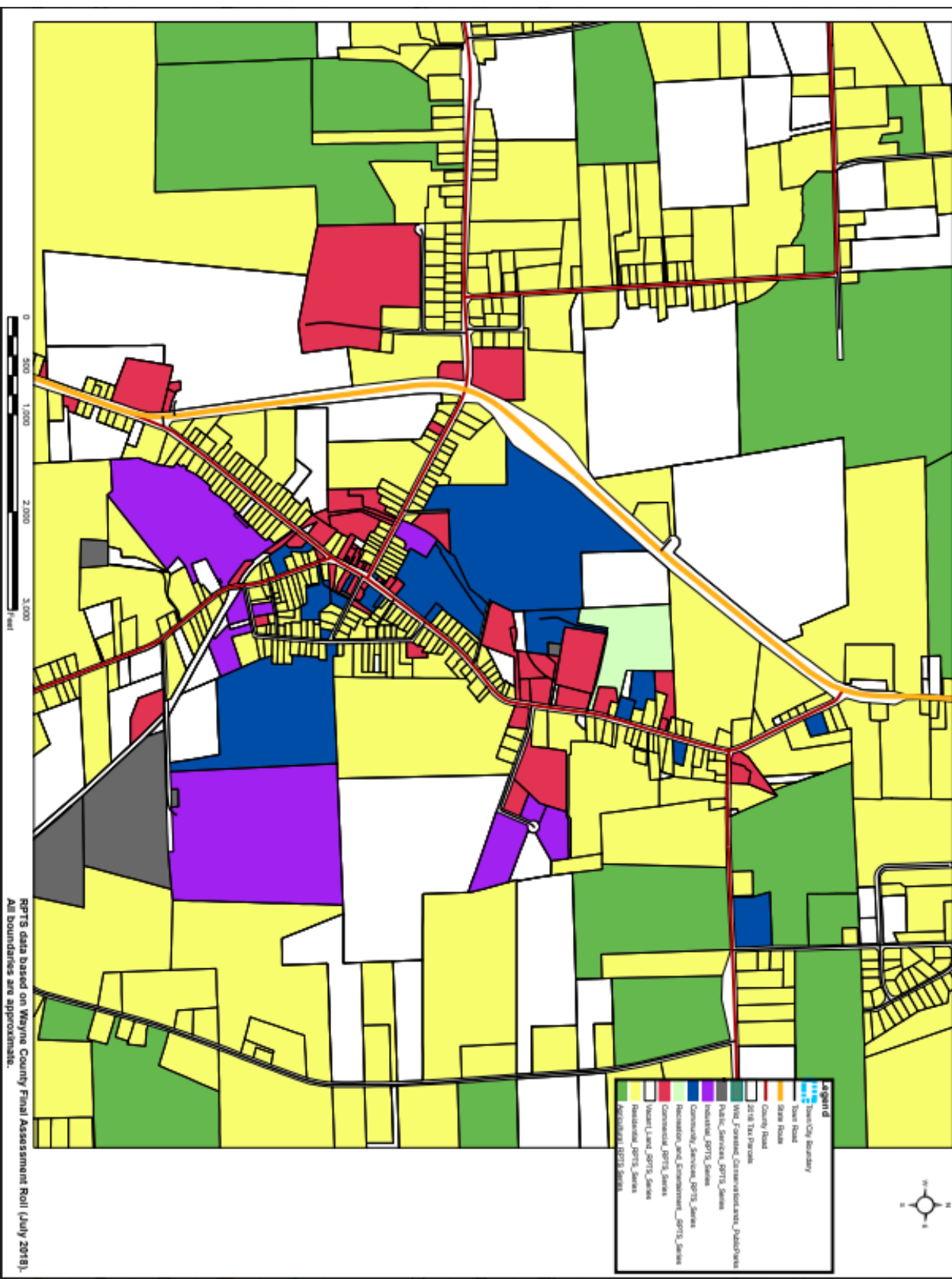
The Commercial Business designation is proposed for a slightly expanded area of the existing Neighborhood Business District along NYS Route 21 and for the area of business development along North Main Street outside the central Hamlet. The commercial business district would utilize the neighborhood

business regulations within the current zoning ordinance. Regulations would be designed to accommodate automobile intensive businesses such as supermarkets, hardware and variety stores. These areas would also be designated for multiple-office building development. Although the existing ordinance may provide reasonable control of these types of development, careful examination of the regulations should be undertaken to ensure that access to the road network serving these areas is properly addressed.

Industrial

The industrial designation is proposed to cover all existing areas of industrial use within the Hamlet as well as the expansion of several newer areas of proposed industrial use. The industrial designation is important in that it provides areas for growth of new businesses that can bring job opportunities for area residents and additional tax revenues to fund Town government. Industrial use within the Hamlet of Marion has a long history and seems to be well accepted as an appropriate land use within the densely developed areas of the community. The proposed designation will continue this use pattern and provide for industrial growth in areas that are served by sewer and water.

DRAFT Town of Marion - Hamlet Property Type Classification Code Map



Hamlet Implementation

As part of the examination the Hamlet area this study focused additional resources on the identification of opportunities for actions that would go further in assisting the implementation of the previously stated Hamlet goals. The following redevelopment ideas have been identified as primary actions that could be taken to help recapture the essence of a village setting within the Hamlet of Marion and will be essential to further the goal of making the Hamlet the central focus of the Marion community. The action items identified include the following:

- Intersection improvements at the major gateways to the Hamlet.
- Installation of attractive Hamlet identification signs.
- Development of additional restaurant facilities.
- Development of a small park or commercial project.
- Maintain historical character of the Hamlet
- Upgrade sidewalks
- Upgrade signal light at Main St/Buffalo St and reroute Elementary School pickup and drop-off to improve Hamlet traffic flow.

Hamlet Pedestrian Circulation

The Town Board should initiate a general investigation possibly using the Town building inspector of the entire sidewalk system which serves the Marion Hamlet. The investigation should identify all areas of the Hamlet that are not currently served by sidewalks. Additionally, sidewalks in need of replacement or repair should be identified. Areas for new sidewalks or repair of existing sidewalks should be prioritized and an implementation schedule should be produced. Upon completion of the investigation, the Town Board should study the feasibility of undertaking the necessary improvements as part of a capital improvement program or should seek to identify grant funds or the establishment of a sidewalk tax improvement district.

Hamlet Business Revitalization

In order to attract the new businesses, an association of Hamlet businesses should be encouraged to develop some marketing material that outlines the possible business opportunity and promotes the location. The Town Board should appoint a representative to work with this group and should encourage them to use material from the Comprehensive Plan such as demographic data and future Hamlet enhancement plans as a means to attract new business.

Transportation

GOALS:

- **Maintain Town roads in good and safe condition**
- **Provide a network of trails and sidewalks to provide for safe pedestrian travel within the community**
- **Maintain Town trails and sidewalks in good and safe condition**
- **Encourage the Wayne Area Transportation Service to continue to provide public bus transportation to serve Marion**

Introduction

The purpose of the transportation\circulation plan is to create policies and identify circulation issues which will insure the long-term safety and convenience of the town wide transportation network. The main circulation goal for the Town of Marion is to achieve efficient and safe traffic movement while preserving the rural character of the community. This element of the Comprehensive Plan will make specific recommendations based on the problem areas identified in other segments of the planning process and will make general suggestions for control of future development that will protect the long-term integrity of the transportation network.

Transportation/Circulation Issues

Other transportation issues such as controlling access to roads based on their functional classification need to be addressed in a separate transportation network implementation strategy to be developed.

Preservation of Local Road Character

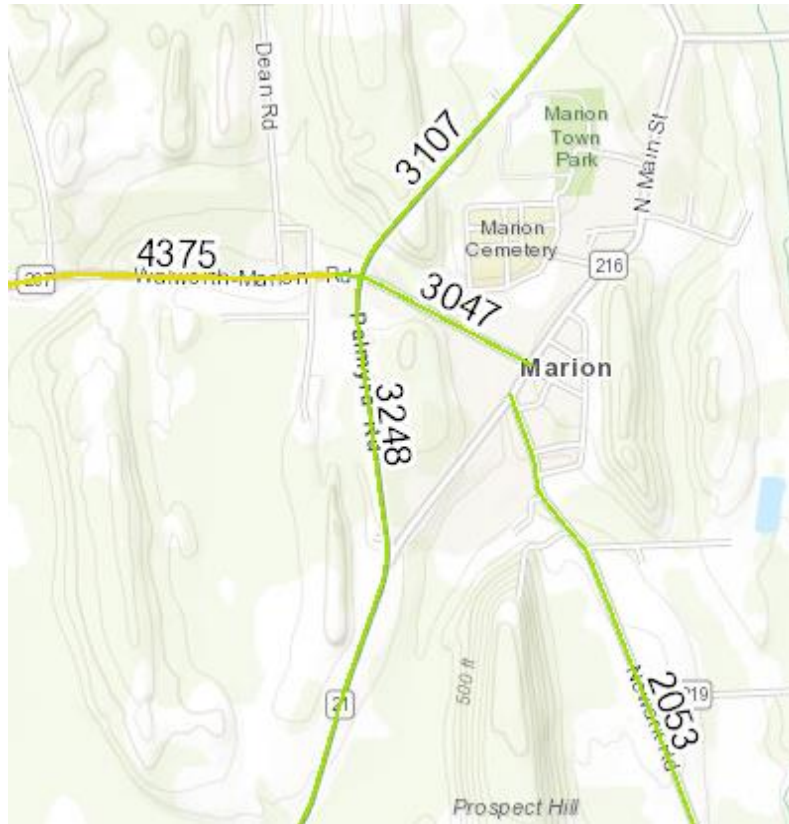
The rural character of the local road network helps define and maintain the rural quality of the community. Preservation of the rural road network character should be part of the long-term growth strategy for the Town of Marion. Several reasons exist for supporting the preservation of the rural road network. First, the local road network helps define the history of the area, its history and development are intimately linked to the development of its transportation system.

Second, the local roads provide a direct link to the scenic character of the community providing access to many beautiful vistas. Expansion of the roadways, increased speeds and heavy traffic can only reduce the current aesthetic appeal of these roads. As the community continues to grow maintenance of the rural character of the road network must be considered when making decisions concerning roadway improvements. Although, as stated above, it is a goal to preserve the rural character of the local road network, there are some roads which do not merit the same level of preservation because of the current or future function they serve. Roads that serve a higher function than the local road network are NYS Route 21, Marion Walworth Road, Newark Marion Road and Marion-East Williamson Road.

Traffic Circulation

Comparisons of AADT (Annual average daily traffic) values taken from the 2015 NYSDOT traffic count information indicate that traffic volumes along Route 21 and Walworth-Marion Road have decreased since 1993.

Location	1993	2015
Rte. 21 at Williamson County Line	3,300	3107
Rte. 21 at Walworth-Marion Rd	6,300	4375



Complete traffic analyses of Marion roadways would be required to determine if they are operating adequately. Initial review of the NYSDOT traffic counts taken in 2015 indicate that Route 21 in Marion may see maximum hourly traffic of 448 vehicles. According to the Wayne County Traffic Model Report, minor arterials and major collectors within a rural setting have a general capacity of 900 vehicles/lane/hour (for Rte. 21 a minor arterial 1800 cars/hour). Therefore, it would appear that the road has adequate capacity. However, intersections should be investigated in more detail before any conclusions are made. Based upon the Wayne County Traffic Model Report, county roads within a rural setting have a general capacity of 800 vehicles/lane/hour (for the county roads 1600 cars/hour). Assuming that the worst hour of traffic during these counts is 10% of the total (550 car/hour), it appears that the county roads have adequate capacity.

Figure 14 provides a delineation of the traffic circulation network in the Town.

Managing Traffic in the Hamlet

As part of the development of the Hamlet Plan it was determined that the impacts of the transportation system to the quality of life in the Hamlet was critical to the future growth and development. Major roadways which bisect a Hamlet are a major problem. In the case of the Marion Hamlet these roads are Main Street and Buffalo Street. Although, originally these roads were the major reason for development within the Hamlet, they now pose a major obstacle to the continued rural quality of life and community vitality. The nature of the design of Main Street in the center of the Hamlet has severely reduced the

pedestrian friendly feel that is essential to the maintenance of Hamlet character. The presence of significant levels of heavy truck traffic and the loss of shade trees has negatively impacted the livability of the Hamlet.

Transportation Plan Implementation

The Town of Marion is in the enviable position where traffic congestion problems are generally of no concern and are unlikely to be a concern in the foreseeable future. The existing trouble spots and problem areas are minimal but should be addressed by corrective actions that will improve the safety of the road network and will help insure the long-term desirability of the community, as a place to live and conduct business.

Preservation of Safe and Efficient Traffic Circulation

In many communities, conflicts are apparent in functional classification. The most frequent source of conflict arises when single family homes or other uses with multiple road access points develop along roads designed to serve through traffic. This situation exists to a minor extent along some roads in the Town and steps should be taken to reduce the continued degradation of the service on those roads and should prevent the problem in areas where it has not yet occurred.

The Town should establish a roadway functional classification policy to ensure consistency between intended roadway function and actual or projected use. This policy would be the means through which the Town coordinates future development in conjunction with the development of the roadway network, in order to reduce future conflicts and trouble spots. The Town Planning Board should ensure that development is coordinated according to the planned functional classification.

The Town should adopt a policy for proposed subdivisions having frontage on arterials, major collectors or minor collectors which would preclude driveways from entering these roadways thereby limiting the number of access points. Subdivision and site plan regulations should be modified to reflect these policies. Driveways within these subdivisions should enter interior minor streets within the subdivision. In areas other than proposed subdivisions, driveway access to arterials, and major or minor collectors should be discouraged, unless such access would prevent reasonable use of the property. Any major subdivision should include a roadway hierarchy conforming to this functional classification. Any driveway and circulation/parking area which would be connected to an arterial, major collector or minor collector should be laid out in such a way that maneuvers can occur on-site, not in the roadway. For intersections with arterials and collectors, standards should be established for the provision of adequate sight distance. In commercial areas, using other incentive techniques or regulatory provisions, the installation of service roads and the linkage or sharing of parking should be encouraged to reduce points of access.

For those areas where existing strip development has occurred, speed reduction strategies should be considered along with intersection/driveway warning signs.

Enhanced or Maintained Access to Public Transportation

The Town through the Town Board and Planning Board should continue to support the provision of bus service to the community from the WATS bus system. Although public transportation opportunities are limited, a certain segment of the population is dependent on this means of transportation.

The Town can encourage increased ridership through promotion of the system in the Town newsletter or local papers. The Planning Board should consider requesting the provision of bus stops within the site plan

of any proposed large generator of traffic, if the proposed area is currently served or could be efficiently served by the bus system.

Trails

Biking and pedestrian hiking are other forms of transportation and recreation enjoyed in today's lifestyles.

According to the Wayne County Trails Plan (<http://www.trailworks.org>):

Trail Works hopes to develop a trail network that connects our communities, local points of interest and trails in adjacent communities within Wayne County by using abandoned railroad beds, such as the Hojack Line and other public corridors. Other current trail development projects include:

- Developing a Marion Trail to link to the Erie Canal
- Developing a Marion-Williamson Trail Link
- Completing the Dolomite Trail in Walworth
- Developing a 104 Trail Williamson-Ontario Link

According to the Wayne County Parks and Recreationways Master Plan (<http://web.co.wayne.ny.us>)

Rail Trail/Route 21 Corridor– Pultneyville to Williamson to Marion to Newark and the Ontario Pathways network. This corridor follows the abandoned rail corridor in the southern half of the county and would loosely parallel Route 21 if extended in the northern half. The Towns of Williamson and Marion received funding from the Genesee Transportation Council to develop potential routes for this section of trail. Currently the study recommends going forward with the Marion to Williamson section of the trail where there are no landowner conflicts. The recommended trail from Pultneyville to Williamson Town Park has potential for an on-road trail but the committee is recommending seeking permits for an off-road trail which at the current time has some land-owner issues.

In the late 1990's the County surveyed portions of the 8-mile abandoned Newark-Marion railroad corridor for the purpose of developing a multi-use trail linking these two municipalities. As the corridor runs behind and very close to numerous adjacent residences, many of the landowners oppose trail development in this location. Residents were, however, willing to discuss the relocation of the trail to a point further away from their houses, yet on their own property. Trail Works has identified a possible route that utilizes the historic King's Bridge to cross Ganargua Creek, bypassing many of the residential properties. Trail Works Inc. is also working with Marion's Wastewater Treatment Facility to determine the trail route through their property and to develop opportunities for environmental education along the trail at the facility. Linkages from Newark south to Ontario Pathways in Ontario County should be developed as planning for the trail progresses

Proposed Corridor Treatment and Implementation

Route alternatives will have to be studied to address the concerns of adjacent landowners before funding can be secured for trail development. The route utilizing the historic King's Bridge would offer a solution. Grant funding will be required for the restoration of the bridge. If grants are awarded from state or federal

governmental sources, restoration of the bridge will likely be required to conform to State and/or Federal historic guidelines. Proposed improvements include the development of two trailheads; one in the north, potentially at either the Marion Wastewater Treatment Facility or at Seneca Foods off Pembroke Drive and one in the south, depending upon the route and if the King's Bridge is developed as the preferred option. The bulk of the trail would have to be brushed, signed and resurfaced. Interdepartmental cooperation within the County could provide a significant amount of labor and materials as in-kind matches for grant purposes. Design plans and bid documents for trail construction will have to be prepared as funding for trail construction is secured

Transportation Issues within the Town

The following are the action items that need to be discussed as transportation concerns:

- Stop light at Main St. and Buffalo St.
- Pedestrian transportation issue
- Traffic flow on Main St at peak business times
- Public safety issue while loading/unloading Elementary School buses on Main St.

A plan needs to be developed to address the concerns stated above and future concerns that may arise.

CHAPTER 9

Implementation Strategy

Introduction

The implementation plan is the most critical element of the plan document. A Comprehensive Plan is most worthwhile if it is used to guide town policy decisions regarding land use, budgeting, and planning. The plan serves primarily as the guidance document for future land use planning. To be an effective guide, the plan's policies and physical recommendations must be continuously utilized by the Town Planning Board when reviewing land use proposals. The document is, however, meant as a guide and is not a rigid legal document. It must be periodically updated to address changing conditions in the Town and surrounding communities.

The following discussion will serve as a guide to implementation. It will list changes to be made and will prioritize them so that a meaningful schedule of implementation activities can be developed. The implementation activities will be the responsibility of various boards or committees, suggestions for assigning responsibility are provided for each implementation task.

Implementation Steps

Plan Adoption

The first step in the implementation of the Plan is the formal adoption of the Plan by the Town Board. While not specifically required by New York State law, the adoption of the Plan by the Town Board is authorized by Section 272-A of Town Law. The adoption by the Town Board serves to formally recognize the Comprehensive Plan and its goals and policies as the official Planning policy of the Town. This provides the foundation for the land use decisions of the Planning Board and the basis for recommendation of changes to the Town Zoning map and ordinance.

An officially adopted Plan can also be presented as evidence to the townspeople that the Town leaders have given a serious commitment to ensuring the quality of future growth in the community and that a vision for the future of Marion is firmly established. The Plan will provide direction for residents, land owners and developers Planning future land use. The Town Board should refer to it as a guide for decisions made by the Board and should recommend that all Town departments use it as a guide or reference in their future plans.

Preservation of Community Character

Preservation of community character was a critical factor identified by the Marion townspeople and served as a driving force in the preparation of the Comprehensive Development Plan. The preservation of community character focuses on three elements:

- Maintenance of the Marion Hamlet as the community's social and commercial center;
- Maintenance of the rural, agricultural character in the areas outside the Hamlet, and
- Promotion of the sense of community pride and closeness that typifies a small rural town.

The first element has been effectively addressed by the development of a Specialized Plan for meeting the needs of the Hamlet. Implementation steps and strategies are fully outlined in Chapter 5 of this document.

The Town Board should take the lead for increasing community spirit and maintenance of pride in the community. Effective leadership and communication can maintain or increase the sense of the importance of active support of community activities and the benefits of living in Marion. The Town needs to guard against a growth in community isolation that may accompany the development of Marion as a bedroom community. The location of the Town almost entirely in one school district should somewhat ease the task of maintaining community spirit.

Other objectives and strategies for preserving community character are already being undertaken, but will be highlighted again here in recognition of their importance. First and foremost, the Town Board should foster citizen participation by conducting open government and welcoming citizen participation. The Board should use all available means of communication to promote town activities, and citizen involvement including the following:

- Social Media
- Town Website
- Email
- Public forums
- Newsletter

The other Town Boards and committees should actively seek public input and encourage citizen involvement by widely publicizing regular meetings and by offering opportunities for citizens to discuss the work and procedures of the various boards and committees.

The development of the land use plan in and of itself is a solid first step in implementation of the goal of maintaining the Town's rural and agricultural heritage and character. The plan identifies areas for agricultural retention and protection; for preservation and protection of open space and natural features; and for appropriate growth in and around the Hamlet. The critical next step is to amend the Town Zoning map and ordinance to comply with the land use map. These Zoning adjustments should be addressed in a comprehensive manner and should be given the highest priority by the Town Board and Planning Board. This analysis of Zoning options and adoption of recommended changes will likely take from 1 to 2 years and would best be accomplished with professional planning assistance.

The modifications addressed in an analysis of the Zoning Ordinance should include:

- Creative Zoning techniques for preservation or protection of agricultural or environmental resources such as sliding scale, required clustering, or incentive zoning. The expansion of allowable agricultural related uses in the Agricultural Preservation District should also be examined.
- Consideration of more extensive site plan review submission requirements and standards for review by the Town Planning Board. The inclusion of design standards may be appropriate for certain designated zones particularly the Central Hamlet District and the Agricultural Preservation District.
- Land use controls that discourage strip development should be instituted.
- Review of effectiveness of environmental overlay protection districts for sensitive environmental features.

- Review the continued desirability of having Planned Unit Development Districts in the Zoning Ordinance.

An additional step to help guide the preservation of agricultural and rural character could be the creation of a farmland protection advisory committee that would address the needs of the farm community and provide advisory input to the Planning Board on proposed development or regulatory changes.

Community Facilities

Two primary goals were identified with regard to the development of community facilities in the Town:

- Development of a year-round building at the Town Park
- Establish funding to have an individual solely in charge of the park facilities
- Updated and maintain the current park facilities (i.e. Baseball field)
- Planned extension and maintenance of public water and sewer service.
- Renovate current Town Hall

An overview of the current availability of active park space in the Town would indicate the Town may need to address the issue of maintaining the park and developing more buildings and playing fields in the future as demand and utilization of existing facilities increase. This issue should be granted mid-level priority. There does appear to be a natural area for growth directly adjacent to the existing Town Park. This area has been designated for public use in the land use plan.

The identification of water and sewer expansion areas is of critical importance. In a rural community such as Marion, the expansion of infrastructure is an important determinant for the direction of future growth. The areas currently identified by the Town Sewer and Water Department for extension of public utilities were a significant factor in the designation of future land use. These extensions should meet the near- and long-term growth objectives of the Town. The sewage treatment capacity is still a matter of concern which must be addressed to determine the capabilities of the system to meet future growth needs. The Town Planning Board and water and sewer personnel should reinvestigate these issues on a regular basis and coordinate any future expansion plans with land use goals to enhance the sewage treatment facility to increase capacity with growth of the Town.

Natural Features

The long-term protection and preservation of the varied natural features which make up the Town of Marion landscape is an important element in the maintenance of the existing aesthetic character. The existing Zoning Ordinance recognizes the importance of some of the special natural features. As part of the implementation of the Comprehensive Plan, the Town should examine new techniques that provide better protection to natural features including drumlins, wetlands, steep slopes and forests. The techniques examined should consider the incorporation of incentives to the landowners or applicants for development that will encourage natural feature protection. Regulatory techniques that could be used include overlay districts with additional development requirements when special features are encountered on a parcel and/or enhanced site plan regulations that require identification of the extent of any special natural feature on a parcel and provision of a protection strategy or mitigation plan. Any development near the overlay will have additional review and/or Zoning Board intervention. To strengthen the control of development in and around these features, the Town Planning Board could develop a natural feature ranking worksheet that would help prioritize the importance of specific features as part of the whole Town wide inventory.

Other implementation activities that should be considered and implemented in the mid-term:

- Provide a Town environmental digital resource to be available to Planning Board applicants, and
- Development of grading regulations that would reduce potential negative impacts on significant topographic features.

As part of the long-term implementation of the proposed Plan, the Town Board should develop a strategy that provides permanent protection for significant wetland resources in the Town. The wetlands identified should play a significant role in the overall drainage control system within the Town or should offer significant wildlife habitat or aesthetic beauty. The primary role of the strategy would be to discourage development of the most critical wetland areas. The Town should consider ownership or holding of a conservation easement by the Town or a land trust and the proper reduction of property taxes to ease the burden of owning undevelopable wetlands.

Drainage

Drainage district needs to be maintained. The following are suggested goals to maintain the district:

- Establishing a maintenance schedule
- Establishing a committee to oversee maintenance
- Determine who is responsible for the continuing maintenance
- Identify any new draining projects

Housing

There were four primary housing goals identified:

- Protect existing housing values;
- Promote development of housing targeted to the elderly;
- Promote development of affordable housing for lower income residents; and
- Encourage diversity of housing opportunities in the Hamlet.

The achievement of the latter three of these goals can all be addressed in the adoption of development regulations and incentive zoning that will promote the objectives of expanded housing opportunities. The Town cannot guarantee that the housing will be provided, but by establishing regulations that reduce development costs and provide increased density, the opportunities for these types of development increase. The land use plan adopted provides for areas where the higher densities would be appropriate.

The adoption and implementation of this Comprehensive Plan will be an important factor in protecting housing values in the community. Improved development regulations will ensure that all new development is in keeping with the current character of the community and that Marion will remain a desirable place to live.

Economic Development

The economic development strategy for the Town has four primary goals:

- Expansion of industrial/commercial enterprises;
- Maintenance of the agricultural and related business;

- Attraction of businesses which support existing companies and utilize local resources, and
- Increase the commercial/industrial tax base to reduce the tax burden on residential property.

The Economic Development Plan for Marion should consider the local economy, the town's regional setting, area demographics, resource base and the long-term plan for community growth. Given that a primary underlying goal of the Comprehensive Plan is protection of the rural and open space character, the economic development goals should be created to promote development which is in keeping with the community's character.

The Town has a diversification of businesses. Demographic data shows that only 27% of the Marion workforce maintains jobs in Wayne County. Town residents, particularly commuters, have easy access to regional commercial retail and service establishments. Those who commute by these centers may develop shopping habits that do not include patronizing local businesses. However, there remains a significant number of residents who work and shop within the community who would welcome increased opportunities to contribute to the local economy.

An economic development strategy should be created that has the potential to conserve resources, increase local productivity and equitably distribute the benefits. Based on an inventory of the basic local resources and building on existing industry and businesses, an appropriate strategy can be designed that creatively incorporates the elements into a sustainable economic development program. The elements of the strategy should include the following:

- An emphasis on human development,
- Expanded control of local resources
- Increased capacity for internal investment
- Low interest loans

Emphasize Human Development

One initiative open to the Town is working together with local businesses to promote skill enhancement by holding programs locally, including economic development seminars, business creation, and leadership training workshops. Sustainable economic development that will lead to a permanently enhanced tax base depends on residents and investors becoming empowered for long term success and growth. Given the characteristics of the Town's economy, training programs designed for diversification of farming enterprises or to promote business growth associated with food processing would be appropriate.

Utilization of the local school system can be another positive factor in the emphasis on human development. Building on the technical and vocational programs offered locally, area residents and business leaders can encourage the enrichment of the educational program by offering work-based experience or in-school enterprises.

The community needs to utilize the complete array of programs and organizations to maximize its economic development potential. The utilization of local business expertise, existing job development and training programs, and business development assistance programs at the County and State level should all be pursued in order to have a successful strategy.

Expanding Local Control of Resources

Community leaders should ensure that those promoting economic development strategies also incorporate into their planning the long-term interests of the community. Proactive leadership from the Town Board and development review staff and boards should meet the challenge of ensuring the control of local resources remains within the community's hands keeping in mind the need to expand the Town's economic base. Economic development that is sustainable and achieves the Town's objectives is less likely to be achieved if all decisions are made outside the community and without thought to their impact on the human and physical environment.

Agricultural resources are an important part of the community but should be viewed as a part of the overall county or regional economy when considering economic development potential. The agricultural community of the Town cannot support on its own, additional agricultural product processing or other related large-scale agricultural ventures. Smaller scale opportunities involving the development of agritourism ventures, farm markets, or u-pick or specialty crop operations may be one practical method of exploiting the abundant farmland resource within the community.

Summary

To implement this three-pronged economic development strategy, the Town should organize an aggressive committee of local businesses and development representatives that can work with the County Economic Development Specialist and other appropriate development officials at the local and state level to coordinate and manage its implementation. The implementation should be oriented toward achieving recognizable results in the areas of job creation and increased local investment. The implementation plan should also rely upon and reflect the objectives and strategies outlined under the economic development goals.

The economic development strategy should be a top priority and be undertaken immediately. However, it must be recognized that measurable results may be a long-term achievement. The success of this strategy will involve a significant commitment of time from local leaders. The Town Board should consider investing significant support of its time and leadership in this effort in order to achieve the successful implementation of this element. Its success can provide the necessary fuel for other parts of the Plan where community investment of funds will be required.

Several parts of this Plan may also require significant investments of community capital. Given the present realities of the Town budget, it is critical to attract development that will increase the amount of property tax revenues generated within the Town. Successful, sustainable economic development that is conducted in a fashion which relies on and recognizes the existing community assets will be the essential element in insuring the overall implementation of this Comprehensive Plan and insuring long term quality growth within the community.

Appendix A

Comprehensive Plan Committee Membership

Ron Lonneville

Adam Casper

Amy D'Angelo

Angela Patterson

Carrie Deming

Caryn Devlin

Debbie Smith

Fred Walker

Gregg Bell

Joan Fisher

John Cornell

John Lonneville

Julie Herman

Neal Zimmerman

Nick Deming

Tracy Whitney

Appendix B

TOWN RESOURCES

The Town possesses several tools and resources to implement this plan. Often, the local resources can be leveraged with state, federal, or private sources to increase the value of the local investment for land acquisition, development, or programs. Marion currently (last updated 11/11/13) assesses a fee of \$500 park and recreation fee and \$250 permit fee per new residential unit. The fee is reasonable and is generally in line with similar towns in Wayne County. The fee should be adjusted periodically to reflect changes in future new home values and future costs of parkland acquisition and development.

Real Estate Taxes

Real estate tax revenues are a major source of funding the costs of operations and maintenance. Tax revenues also support bond issues for capital costs and they can be used as match for state, federal, and other financial assistance.

Bonding

Bonds generate immediate financing for capital projects. Bonds may require a general referendum or may be subject to permissive referendum whereby the referendum must be petitioned by those affected.

Bond Anticipation Notes

Bond anticipation notes are used for short term, or "bridge", financing in anticipation of permanent financing through a grant in aid or a bond issue.

Leases, Permits, and Easements

These techniques provide a means of using land or facilities for long or short terms without immediate capital outlay. There are many advantages where the appropriate circumstances occur. One purpose of permits or easements is the acquisition of trail rights of way.

Special Districts

Special districts may be established to finance improvements that will benefit and be paid for by special tax levies on residents of the special district. Park districts are one form of special district where parks are available to the community at large.

Donations

Service clubs, local businesses, other interest groups, and individuals can be resources for developing and maintaining facilities and programs.

Partnerships

Partnerships with private enterprises, school districts, and other levels of government are a means of creating major opportunities which may not otherwise be feasible. It is most important

to understand whether there are potentially conflicting policies or needs which could create problems in the future before undertaking a partnership.

NOT FOR PROFIT ORGANIZATIONS

Trust for Public Land

This national not for profit organization with offices in New York serves as a land bank, acquiring properties on behalf of communities or other public entities, holding the land in a revolving fund until the sponsoring community can purchase the land from TPL. Property to be acquired must serve an important community objective which may include environmental, cultural, historical, or recreational purposes.

The Nature Conservancy

This international organization is also not for profit which can serve as a land bank similar to TPL. It also purchases and manages land of significant environmental value such as the development rights of several farms in the Farmland Preservation Grant Program. The Town has worked closely with TNC--The Central / Western Chapter of TNC which is located in Rochester.

State and Federal Sources

The availability and priorities of types of projects to be funded by some State and Federal grant programs vary widely from year to year. The following are the most common sources of aid for acquisition, development, and/or improvement of parks and recreational facilities. Many other programs could have components that would be applicable to specific improvements.

Environmental Protection Act of 1993 – Title 9

New York State grants are available for reimbursement of a maximum of fifty% of allowable costs of acquisition and/or development of municipal parks and for historic preservation. The grant application cycle is annual and competition for limited funds is high with a minority of applicants funded, often at less than the requested amounts. The priority for this program for the type of projects to be funded and the amounts available continues to vary each year.

Administered through New York State Office of Parks, Recreation and Historic Preservation (NYSOPRHP), Walworth has benefited from this program several times in the past and should continue to participate as the needs and opportunity occurs.

Environmental Protection Act of 1993 – Title 3

New York State grants are available for acquisition of open space or conservation lands which have been prioritized in the New York State Open Space Plan. These grants are administered by

New York State Department of Environmental Conservation with cooperation from NYSOPRHP.

Clean Water / Clean Air Bond Act

New York State grants are available for environmental infrastructure and natural resources, including municipal park projects, historic preservation, and heritage areas. Criteria are somewhat similar to those of the Environmental Protection Act. These grants are administered through NYSOPRHP

Land and Water Conservation Fund

U.S. Department of Interior funding is available through dedicated revenues. Criteria for municipal park projects are similar to those of the state Environmental Protection Act. This fund is administered in conjunction with EPA by NYSOPRHP.

SAFETEA-LU Transportation Enhancement Program (TEP)

This federal program is a major source of funding for acquisition, construction, and maintenance of pedestrian and bicycling trails and support facilities. Current requirements are projects of at least \$100,000 with at least a 20% local match. These grants are administered by New York State Department of Transportation.

Genesee Land Trust

Genesee Land Trust preserves and protects natural lands and waterways that enhance the quality of life in the greater Rochester region—providing wildlife habitat, locally grown food, and connections to nature

Snowmobile Trail Development / Maintenance Program

This state program funds development of snowmobile trails which are compatible with established statewide trails plans. These grants are awarded to counties by the NYSOPRHP Bureau of Marine and Recreational Vehicles.

Partners for Wildlife

The U.S. Fish and Wildlife Service offers grants for improving and protecting fish and wildlife habitats, including such improvements as trails, boardwalks, and overlooks. The program is administered by the U.S. Fish and Wildlife Service at Cortland, New York.

Comprehensive Plan Committee
Appendix C
Community Values Survey

TOWN OF MARION COMPREHENSIVE PLAN SURVEY

The Vision for the Town of Marion

The community of the Town of Marion seeks to encourage responsible economic development while embracing the natural and historical character of the town; foster community participation in policy development; maintain an affordable cost of living while encouraging residential growth; and support the rural, agricultural lifestyle that is enjoyed by its residents.

The Town of Marion has formed a committee to develop a Comprehensive Plan for the Town. This plan will help establish a guideline for the Town to grow and prosper.

By completing this survey, you can be assured that your input and opinion will be considered as the committee develops the plan.

We thank you for your participation in the project.

Please mark all that apply:

____ I am a resident in the Town of Marion ____ I own a business in the Town of Marion

____ I am a non-resident property owner in the Town of Marion ____ I own my residence in the Town of Marion
____ I rent my residence in the Town of Marion

Where in Marion is your home/business/Property located:

Home _____

Business _____

Property _____

How long have you been in Marion? _____ **In your present location?** _____

How many people in your household are:

____ Employed

____ In Wayne County _____

____ Monroe County _____

____ Other _____

____ Retired

____ Student

____ Other

How would you rate Marion as a place to live?:

____ Excellent

____ Good

____ Fair

____ Poor

The following are goals for the future of Marion. Which projects for each goal are most important to you?

Please rate or mark what is most important to you (1 being most important) in each category:

- A. Encourage growth of existing assets, including development of the Town's center and expanding the Town's business base.

_____ Revitalize Main Street Storefronts

_____ Encourage New Businesses

_____ Promote Existing Businesses

_____ Develop Chamber of Commerce or Business Association

_____ Better Signage

- B. Develop public policy, infrastructure and technology to serve residents and businesses throughout the Town

_____ Town-wide Internet

_____ Repair Sidewalks in the Hamlet

_____ Year-round Building at Town Park

_____ Improve Access off of Route 21

_____ Renovate Town Hall

- C. Develop policies and programs that promote new growth, while preserving the rural character of the Town

_____ Senior Housing

_____ Incentives for New Businesses

_____ Increase Town Parkland

_____ Update Zoning Regulations to Encourage Development

_____ Welcome Wagon for New Residents

D. Develop and support community groups that enhance the Town's cultural activity

- ☐ Encourage cooperation between Town and Marion Central School District
- ☐ Post events on the Town's Social Media Pages
- ☐ Re-invigorate Existing Organizations
- ☐ Develop Community Center
- ☐ Create a Volunteer's Needed Website or Page

E. Develop and encourage a revitalized Hamlet for businesses, services and cultural activities

- ☐ Farmer's Market
- ☐ Eliminate Traffic Obstruction on Main Street
- ☐ Promote activities on Town website
- ☐ Tax and Grant Incentives
- ☐ Promote businesses at local events

F. Develop policies and infrastructure that promote growth of green energy technology within the Town

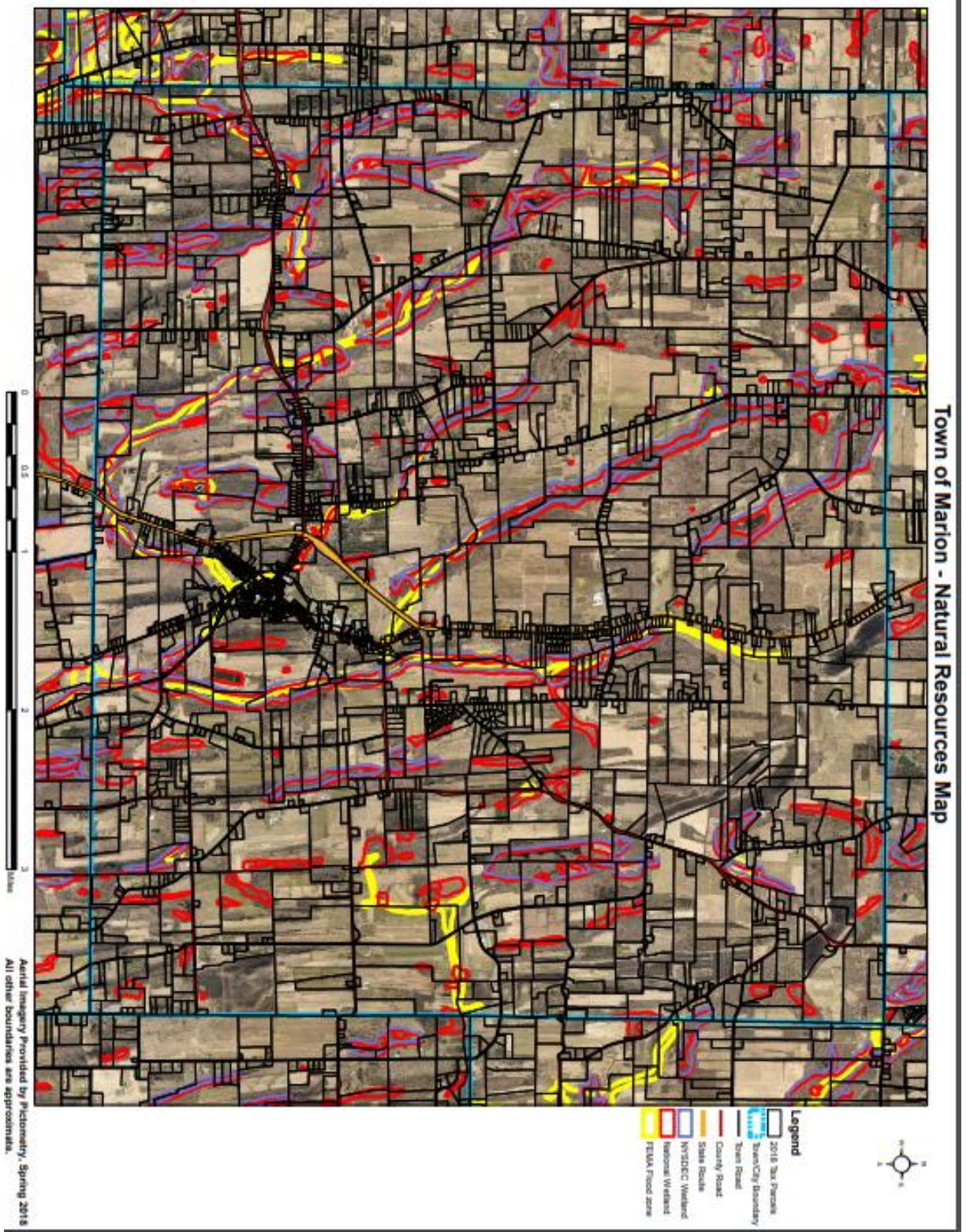
- ☐ Look for Grant Opportunities
- ☐ More Training for Town Officials
- ☐ Develop Guidelines for Green Energy
- ☐ Energy Updates to Town Buildings
- ☐ Obtain Information from Marion Central School District on Solar Project

****SURVEY RESULTS AVAILABLE AT TOWN OF MARION****

Appendix D

For updated Town of Marion Business List and Business Contact Information please go to the Town of Marion website at: www.townofmarionny.com

You can also get this information from the Marion Town Clerk, located at 3823 N. Main St. Marion, NY 14505



Appendix F

References

Marion, NY Census Data

<https://www.census.gov/data.html>

<https://datausa.io/profile/geo/marion-ny/>

<http://www.gflrpc.org/uploads/3/1/9/1/31916115/regionalpopulationprojections.pdf>

Agricultural District

New York State Department of Agriculture and Markets

<https://www.agriculture.ny.gov/AP/agservices/agricultural-districts.html>

Wayne County Agriculture Map

<https://cugir.library.cornell.edu/catalog/cugir-007997>

Floodplains

Federal Emergency Management Agency

<https://msc.fema.gov/portal/search?AddressQuery=734%20&%20738%20N%20COLUMBIA%20ST%20Covington,%20LA#searchresultsanchor>

Watershed

New York State Department of Environmental Conservation

<https://www.dec.ny.gov/lands/48368.html>

Drumlins

<https://en.wikipedia.org/wiki/Drumlin>

SEQRA

State Environmental Review Act

<https://www.dec.ny.gov/permits/6208.html>

Wayne County Water and Sewer Authority

<http://www.wcwsa.org/aboutus.htm>

Monroe County Water Authority

<http://www.mcwa.com/>

NYS Department of Transportation

Annual Average Daily Traffic

<https://www.dot.ny.gov/tdv>

Wayne County Trail Works

<http://trailworks.org/>

Wayne County Parks and Recreation

https://web.co.wayne.ny.us/bg_parks/Default.aspx

Town of Marion Zoning Code

<https://ecode360.com/MA3574>

Appendix G

**Originally Prepared by:
Town of Marion Planning Board
August 1969**

HISTORY:

Revised by Phoenix Associates Inc. October 1997