

Town of Riga & Village of Churchville
2017 Comprehensive Plan



Town of Riga
6460 Buffalo Road
Churchville, New York 14428

Plan Adopted on _____

Village of Churchville
23 East Buffalo Street
Churchville, New York 14428



Plan Adopted on _____



Table of Contents

<u>Section</u>	<u>Page</u>
Executive Summary.....	3
Introduction.....	5
Community Profile	9
Population Characteristics.....	11
Housing & Property Characteristics	17
Economic Base	19
Land Use.....	23
Implications	26
Community Vision & Policy Areas.....	27
Residential Living	29
Community Resources	41
Economic Development.....	51
Natural Resources	59
Downtown.....	67
Agricultural Opportunities.....	77
Cooperative Spirit.....	89
Future Land Use.....	95
Acknowledgements.....	110
Appendix.....	Under Separate Cover

Executive Summary

In March of 2007, the Village also conducted a charrette process which helped to draft a Vision Plan for the community that should be utilized in conjunction with this Plan.

Our Planning Process

In 2008, the first iteration of this Joint Comprehensive Plan was adopted by the Town of Riga and Village of Churchville. The document was well received by the public and utilized over the last eight years to guide decision-making not only for each community individually, but also in collaboration with one another to work towards a single communitywide vision. In order to continue the success of a joint planning effort the Town and Village sought to update the plan in 2015 with new public input opportunities and updated community profile information, which was previously based on 2000 US Census data. The planning process for the 2017 Riga and Churchville Joint Comprehensive Plan update is outlined below:

- Jun 2015 Town Resident Survey Completed
- Aug 2015 Kick Off Meeting with the Committee
- Oct 2015 Community Forum conducted
- Nov 2015 Community Profile Update completed
- Apr 2016 Updated Vision & Policies
- May 2016 Land Use Discussions
- Nov 2016 Preliminary Plan Review Meetings
- Jan 2017 Draft Plan Document & Community Meeting
- Feb 2017 *Joint Public Hearing
- Apr 2017 *Final Comprehensive Plan Adopted

Our Planning Horizon

The planning horizon is defined by the length of time for which the plan is considered relevant and representative of the community. It also quantifies the length of time necessary to implement a majority of the plan's recommendations. The planning horizon for this Comprehensive Plan Update is 10 years or to the year 2027. However, it is recommended that the information contained in this plan be reviewed and updated by the Town and Village on a regular basis or as conditions in the community change to ensure their relevancy and accuracy in representing the current state of the community.

Executive Summary

One of the key economic development related recommendations of this Plan Update is to increase the number of jobs available within the community. More specifically, placing emphasis on higher paying jobs typically associated with industrial operations or professional services that will continue to support a high level of educational attainment.

Our Community Vision

It is the vision of Riga and Churchville to preserve and enhance the small town atmosphere that residents enjoy. Over the next decade, the community will provide...

- Diverse Residential Living options that are safe & attractive;
- Community Resources to serve businesses & residents;
- Opportunities for rewarding Economic Development;
- Quality natural resources;
- An attractive and vital Downtown area;
- Agricultural opportunities to help maintain our rural character; and
- A Cooperative Spirit between public and private entities.

The Town and Village will strive to achieve this vision in a sustainable manner that emphasizes the Village's role as the social, cultural, and commercial heart of the community and protecting the rural setting in the Town.

Our Future Land Use Pattern

One of the primary roles of a comprehensive plan is to inform future land use decisions for local governments. The tool for accomplishing this is the Future Land Use Map. The Future Land Use Map is intended to be a generalized vision for a community's land over the next decade. It is intended to guide changes in Riga's and Churchville's land use by functioning as the legal basis for decisions relating to growth and development in the Town and Village. Unlike the Town and Village Zoning Map, the land use map does not represent clear regulatory boundaries. The Future Land Use Map for Riga and Churchville consists of 11 use categories.

- Industrial
- Regional Commercial
- Local Commercial
- Mixed Use
- Residential - High Density
- Residential - Medium Density
- Agricultural/Residential - Low Density
- Agricultural & Open Space
- Recreation
- Community
- Creek Buffer

A review of the Future Land Use Map in this Plan Update indicates that many of the use categories or districts cross the Village municipal boundary. As a result, the Town and Village will have to work cooperatively to implement the Future Land Use Map. It is recommended that Riga and Churchville develop complementary amendments to their individual Zoning Codes. This approach would help to ensure consistent use districts, bulk, and buffering requirements.

Introduction

“Among the most important powers and duties granted by the legislature to a local government is the authority and responsibility to undertake comprehensive planning and to regulate land use for the purpose of protecting the public health, safety and general welfare of its citizens.”

~ NYS General Municipal Law

Plan Purpose

According to Section 272-A of NYS Town Law and Section 7-722 of Village Law, the purpose of the Comprehensive Plan is to “identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of a town or village.” In other words, a Comprehensive Plan provides an overall framework for future public and private investment in a community. It accomplishes this by articulating an overall vision for the Town and Village as well as a means to achieve that vision.

Our Planning Process

The Town and Village have a successful track record of planning for their collective future. The last two comprehensive and master planning efforts were completed in 1988 and 2008, respectively. The Steering Committee began the process of updating the 2008 plan in August, 2015. The Joint Comprehensive Plan Committee consisted of stakeholders from the Village and Town. It was charged with overseeing the development of an updated vision and plan for Riga and Churchville. The Committee placed a priority on developing a plan that was based upon the public input received in 2008 and in 2015. The planning process for the 2017 Plan Update is outlined below:

- Jun 2015 Town Resident Survey Completed
- Aug 2015 Kick Off Meeting with the Committee
- Oct 2015 Community Forum conducted
- Nov 2015 Community Profile Update completed
- Apr 2016 Updated Vision & Policies
- May 2016 Land Use Discussions
- Nov 2016 Preliminary Plan Review Meetings
- Jan 2017 Draft Plan Document & Community Meeting
- Feb 2017 *Joint Public Hearing
- Apr 2017 *Final Comprehensive Plan Adopted

It should be noted that an asterisk symbol “*” indicates items that are yet to be completed. The exact timing of these work items will be determined as the planning process continues to unfold.

Community Forum



A Community Forum was held on October 8, 2015. The forum provided an opportunity for residents from the Town and Village to learn about the planning process, articulate their preferences on various types of development, and identify the key issues facing the community. This information was used as the starting point for the 2017 Comprehensive Plan Update.

Introduction

“The Comprehensive Plan is a guide for planned development growth and reflects the goals and aspirations of the community at this time. The Plan is considered flexible and shall be amended as necessary to reflect change.”

~ 1988 Comprehensive Plan

Planning Horizon

The planning horizon is defined by the length of time for which the plan is considered relevant and representative of the community. It also quantifies the length of time necessary to implement a majority of the plan’s recommendations. The planning horizon for this Comprehensive Planning effort is 10 years or 2027. However, it is recommended that the information contained in this plan be reviewed and updated by the Town and Village on a regular basis or as conditions in the community change.

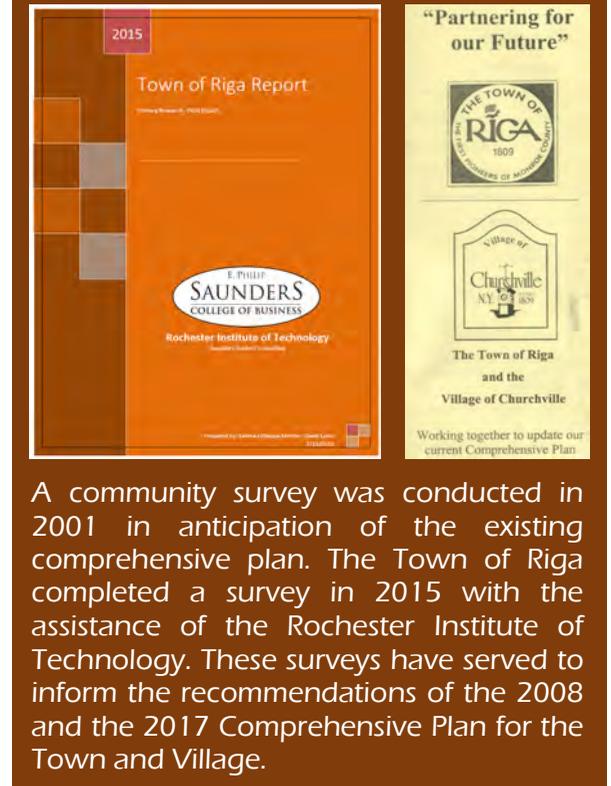
Community Survey Results

An extensive community survey was completed in 2003 as part of the process used to develop the 2008 comprehensive plan. Over 2,000 community surveys were distributed to residents and businesses and a total of 862 surveys (over 40%) were completed and returned. In 2015, the Town conducted a survey with the assistance of the Rochester Institute of Technology. A brief summary of the 2015 survey results are listed below:

- Over 82% of the respondents have lived in Riga or Churchville for over 11 years.
- Number one reason for living or operating a business in Riga is the “small town/village atmosphere.”
- Number one reason for staying in Riga is the “small town or village atmosphere.”
- Number two reason for staying in Riga is the “rural character.”
- Respondents are generally happy with the services currently being provided by the town with highest appreciation (54%) with a rating of 5 for fire service responsiveness to emergencies and 33% rating the service at 4.
- 50% of the respondents supported the development of a community center.
- Most of the respondents felt that the taxpayers should not bear an additional tax burden for the costs associated of a community center.

A complete summary of the 2015 survey results are included in the appendix.

Community Surveys from 2001 & 2015



A community survey was conducted in 2001 in anticipation of the existing comprehensive plan. The Town of Riga completed a survey in 2015 with the assistance of the Rochester Institute of Technology. These surveys have served to inform the recommendations of the 2008 and the 2017 Comprehensive Plan for the Town and Village.

Introduction

The key issues raised during the 2008 planning process were nearly identical to the issues raised during the current update process.

Public Input Summary

In October of 2015, the Town and Village held a joint Community Forum for the purposes of soliciting input to start the Comprehensive Plan Update process. There were over 40 in attendance, representing community residents and stakeholders. At the start of the Forum a brief presentation was given on the proposed plan update process and current demographic trends. Attendees were then asked to participate in a Strengths, Weaknesses, Opportunities, and Threats brainstorming exercise. Below is a listing of the top answers as a result of the exercise with stars indicating a vote of importance by an attendee.

Table 1: Strengths, Weaknesses, Opportunities, & Threats Summary

Strengths

- Rural character ★★★★★★★★★★★★★★
- Black Creek and wildlife ★★★★★★
- Parks, Trails & Open space ★★★★★
- Agriculture/being in a farming community ★★★★★
- Sense of community, service org's, family friendly ★★★★★
- Low taxes, landfill revenue ★★★
- Business community ★★★
- School district ★★
- Historic & architectural character ★★
- Location, highway access, proximity to Rochester/Buffalo ★★
- Lack of crime ★★
- Sidewalks ★

Weaknesses

- Lacking community center/gathering space ★★★★★★★★
- Taxes (school, village, NYS) ★★★★★★★
- Transportation options, pedestrian & bicycle issues ★★★★★
- Lack of retail, entertainment, dining options ★★★★★
- Need support services: pharmacy, hardware, medical ★★★★★
- Railroad – oil tankers, noise, dirt ★★★★★
- Creek flooding/water quality ★★★
- Community Identity ★★

Opportunities

- Presence of and access to high-tech manufacturing, available land ★★★★★★★
- Promote agricultural businesses & CSA ★★★
- Ray Adams Hall – potential for community uses ★
- Black Creek, more walking trails ★★
- Boat docks in Village (used to be there)
- Improving publicity of Community Events (e.g. RPO playing at the high school)
- Increasing job opportunities for high school kids
- Promote low cost of living and affordability of land

Threats

- Unplanned growth & development, sprawl ★★★★★
- Pressures on agriculture (residential development) ★★★★★
- Lack of activity/investment in Village ★★★
- Minimum wage increase, rising costs for small business ★★
- Aging farming community (succession concerns) ★★
- Losing/not attracting young families, people, and talent ★★
- Ripple effect of the County and State's struggling economy ★★
- School taxes may be considered too high
- Dependence on money from the landfill
- Agricultural overspray, GMO pollen drift, etc.
- Rail line and cargo capacity

Introduction

Commonly Used Acronyms

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

- American Community Survey (ACS)
- American Farmland Trust (AFT)
- Central Business District (CBD)
- Community Preference Survey (CPS)
- Cornell Cooperative Extension (CCE)
- County of Monroe Industrial Development Agency (COMIDA)
- Department of Environmental Conservation (DEC)
- Department of Public Works (DPW)
- Department of Transportation (DOT)
- Genesee Finger Lakes Regional Planning Council (GFLRPC)
- Genesee Land Trust (GLT)
- Genesee Transportation Council (GTC)
- Monroe County (MC)
- New York Planning Federation (NYPF)
- New York State (NYS)
- Rochester Community Design Center (RCDC)
- Rural Opportunities Incorporated (ROI)
- State Environmental Quality Review Act (SEQRA)
- United States (US)

Community Profile

The previous Comprehensive Plan, completed in 2008, was based on demographic and economic data from the 2000 US Census. As a result, one of the more significant components of this update is the use of the latest data sources to more accurately assess the existing make-up of the Village and Town. By utilizing current data and trends, such as the updated 2010 US Census, the communities of Riga and Churchville will be better equipped to make informed decisions on a wide range of topics, such as identifying the need for expanded community services or various housing types.

The data sources used to gather information for the Town and Village's Community Profile include:

- US Census Bureau
- US American Community Survey
- Genesee Finger Lakes Regional Planning Council
- New York State Comptroller's Office
- Monroe County Geographic Information Services Unit

The Community Profile is divided into four topics:

- 1) Population Characteristics;
- 2) Housing;
- 3) Economic Base; and
- 4) Land Use.

Each topic has been updated from the 2008 Plan to include the most current numeric data available to quantify and assess the state of the Town and Village in 2017. For comparison purposes, updated data for the other towns and villages within Monroe County are also provided when appropriate.

Detailed base maps provided by Monroe County's Geographic Information System (GIS) may be found in the Appendix.

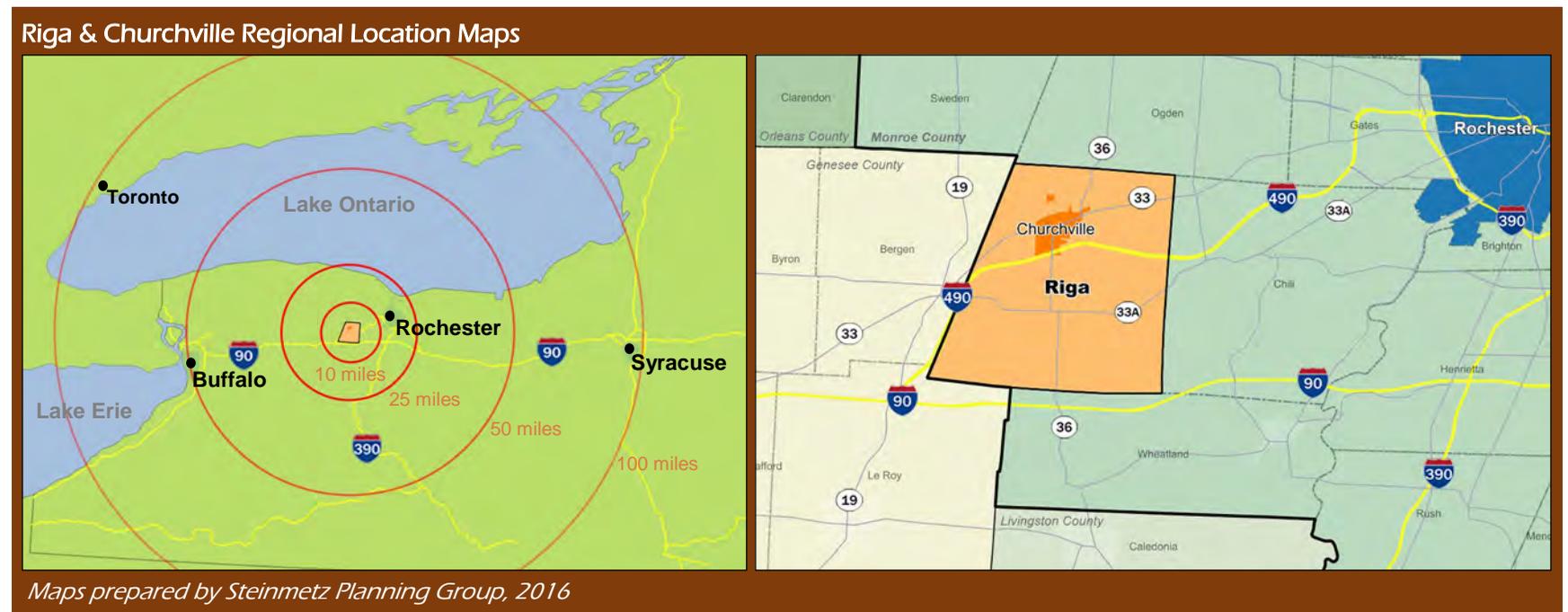
Community Profile

Location

The Village of Churchville and Town of Riga are located in the southwestern area of Monroe County, New York. As the maps below indicate, the center of the Village is within relatively close proximity to three of the major metropolitan areas in Upstate New York [Source: US Census Bureau, 2008-2012 American Community Survey]:

- 15 miles from downtown Rochester, regional population 1,135,411;
- 50 miles from Buffalo, regional population 1,054,160; and
- Less than 100 miles from Syracuse, regional population 661,211.

The central business district (CBD) is still considered the heart of the community. The CBD is situated at the signalized intersection of NYS Route 36 and NYS Route 33. Regional access into and out of the community is provided by Interstate 490 and the New York State Thruway.



Population Characteristics

Town Population History

The Town of Riga and the Village of Churchville have shown steady population growth since 1980. This is consistent with the continuing trend of Monroe County residents moving from the City to inner ring towns and then from the inner ring towns to outer areas. As shown in Table 2 below, the Town of Riga grew from a total population of 2,910 in 1980 to 3,629 residents in the year 2010 (These figures exclude the Village population). This represents an additional 719 people or about a 25% increase in persons living in Riga over the thirty year period. Despite this significant increase in the local population, Riga remains one of the smallest towns in the County.

Table 2: Town Population Change 1980 to 2010 (Source: US Census Bureau)

Town	1980	1990	2000	2010	% Change 1980 to 2010
Mendon	3,024	4,505	5,775	6,478	114.2%
Clarkson	4,016	4,417	5,928	6,588	64.0%
Webster	23,426	26,175	32,710	37,242	59.0%
Ogden	11,269	13,306	14,933	16,255	44.2%
Pittsford	21,052	23,009	25,801	28,050	33.2%
Penfield	27,201	30,219	34,645	36,242	33.2%
Perinton	32,359	37,072	40,350	41,109	27.0%
Riga	2,910	3,383	3,550	3,629	24.7%
Chili	23,676	25,178	27,638	28,625	20.9%
Greece	81,367	90,106	94,141	96,095	18.1%
Hamlin	7,675	9,203	9,355	9,045	17.9%
Henrietta	36,134	36,376	39,028	42,581	17.8%
Sweden	5,083	5,432	5,757	5,957	17.2%
Rush	3,001	3,217	3,603	3,478	15.9%
Parma	8,434	8,657	8,966	9,747	15.6%
Brighton	35,776	34,455	35,588	36,609	2.3%
Gates	29,756	28,583	29,275	28,400	-4.6%
Irondequoit	57,648	52,377	52,354	51,692	-10.3%
Wheatland	3,108	3,181	3,021	2,774	-10.7%
Total	416,915	438,851	472,418	490,596	17.7%
Monroe County	702,238	713,968	735,343	744,344	6.0%

Population Characteristics

Village Population History

According to the United States Census, the Village of Churchville is one of the fastest growing villages in Monroe County. As shown in Table 3 below, Churchville grew from a total population of 1,399 in 1980 to 1,961 residents in the year 2010. This represents an additional 562 people or a 40% increase in persons living in Churchville over the thirty year period. Churchville's growth is second only to the Village of Hilton. Despite this significant increase in the local population, Churchville remains one of the smallest villages in the County.

Table 3: Village Population Change from 1980 to 2010 (Source: US Census Bureau)

Village	1980	1990	2000	2010	% Change 1980 to 2010
Hilton	4,151	5,216	5,856	5,886	41.8%
Churchville	1,399	1,731	1,887	1,961	40.2%
Scottsville	1,789	1,912	2,128	2,001	11.9%
Honeoye Falls	2,410	2,340	2,595	2,674	11.0%
Spencerport	3,424	3,606	3,559	3,601	5.2%
Webster	5,499	5,464	5,216	5,399	-1.8%
Fairport	5,970	5,943	5,740	5,353	-10.3%
Pittsford	1,568	1,488	1,418	1,355	-13.6%
Brockport	9,776	8,849	8,103	8,366	-14.4%
East Rochester	7,981	6,932	6,650	6,587	-17.5%
Total	43,967	43,481	43,152	43,183	-1.8%
Monroe County	702,238	713,968	735,343	744,344	6.0%

Since 1980, the Town & Village population have grown by 25% and 40%, respectively.

A closer look at the Town and Village combined population history indicates that the greatest influx of new residents (805) came between 1980 and 1990. By comparison, the smallest number of residents (153) came between 2000 and 2010. It should also be noted that both the Town and Village grew at much faster rates than the combined figures for all Towns and Villages in the Monroe County.

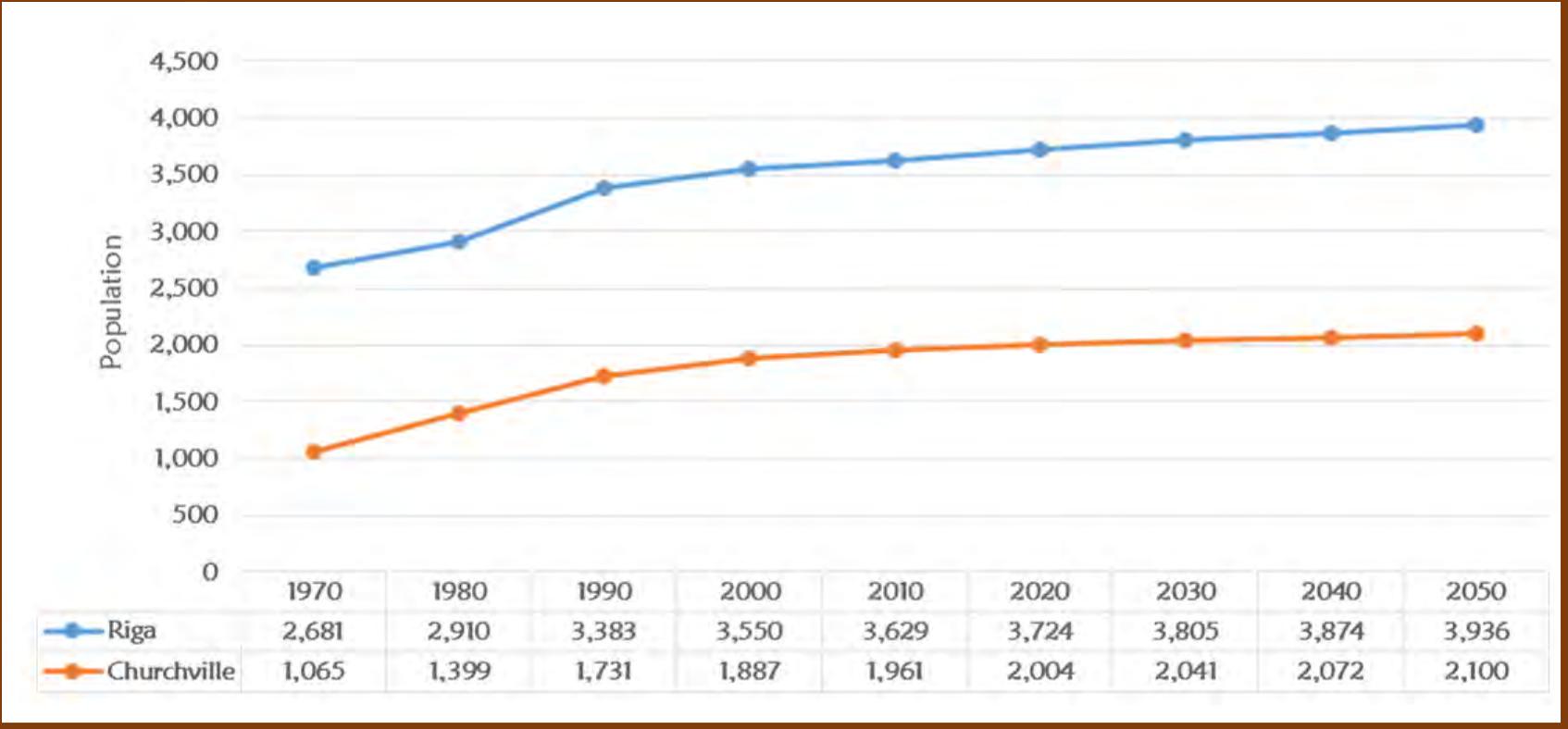
Based on the population history and future growth projections discussed on the next page, this planning process assumes that there will be minimal growth in the number of residents living in the community over the next decade. As a result, the Comprehensive Plan's vision, policies, and implementation items are conservative and capitalize on existing human resources within the Town and Village to achieve the community's future objectives.

Population Characteristics

Future Population Growth

According to data provided by the Genesee Finger Lakes Regional Planning Council (GFLRPC), the Town and Village will continue to experience slow but steady growth over the next four decades (shown in Figure 1). As the graph illustrates, the Town is expected to grow at a similar rate than the Village between the years 2010 and 2050. The Town population is projected to grow by 307 residents (+8.5%), the Village by 139 residents (+7.1%), and the County by 23,780 residents (+3.2%) over the next forty years. It should be noted that these projections may be conservative. The anticipated growth for the Town and Village could be impacted significantly by a small number residential developments. For example, a single multi-family or senior living complex constructed in the community could cause the population to surpass the estimates shown below.

Figure 1: Population Growth from 1960 to 2040 (Source: GFLRPC)



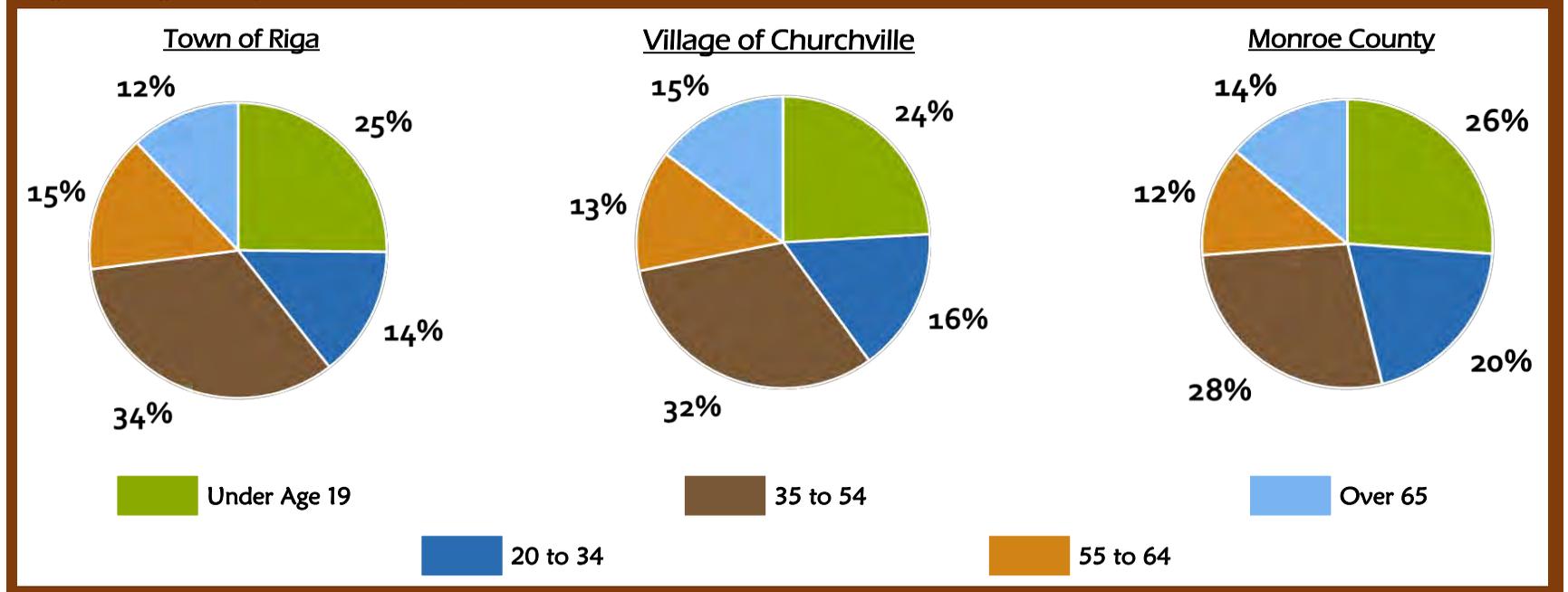
Population Characteristics

Age of Population

The pie charts shown in Figure 2 illustrate the breakdown of the Town, Village, and County populations by age group. The age distribution of Riga and Churchville are nearly identical to each other and reflective of that of the entire County. The smallest portion of the population, relative to the region, is the 20 to 34 age group. This is not unusual since neither the Town or Village has a college, university, or military base within its boundaries. This group represents young men and women who are typically single, very mobile, and pursuing higher education, service in the armed forces, or establishing a career. By comparison, the largest population group in Riga and Churchville is the 34 to 54 age group followed by those under age 19. These age groups are often tied together as they represent many young families within the community. Those in the 34 to 54 age group are typically married, raising a family, and have an established career. People in this group are more likely to own a home, be active members of their community, and are the least likely to move. Finally, the combined percentage of residents approaching retirement (55 to 64 age group) and those of retirement age (Over 65) represent the final portion of the local population.

The largest population group in Riga and Churchville is the 34 to 54 age group. This age group helps provide an indication of the number of young families within a community, as the 34 to 54 age range is often paired with population counts of children under the age of 19.

Figure 2: Age of Population in 2010 (Source: 2010 Census, US Census Bureau)



Population Characteristics

Shift In Age Groups

According to the information contained in Table 4 below, Monroe County, Riga, and Churchville saw a drop in the number of residents 14 and under and between 24-44 from 2000 and 2010. This is a national trend as this population group aged and there were not enough births to replace them. Virtually the only communities in the United States that did not have sizable losses in this population group were those on the coasts and in the southern United States that attracted in-migration from other countries. The age shifts represented below may also reflect a national trend of young adults (20-24) remaining in their family homes to save money during volatile economic times. This supports the strength identified by the Steering Committee that Riga and Churchville are good places to settle down and raise a family. Also of note, growth of the 55 and over population of Riga and Churchville outpaced that of the County. This is may be due to the increase in senior living opportunities in the community over the past decade (Ehr-Dale Apartments, etc.).

Table 4: Shift In Age Groups from 2000 to 2010 (Source: US Census Bureau)

Age Group	Town of Riga		Village of Churchville		Monroe County	
	2010 Population	% Change Since 2000	2010 Population	% Change Since 2000	2010 Population	% Change Since 2000
Under 5	150	-23.1%	113	-13.1%	43,282	-7.9%
5-9	208	-28.3%	121	-21.9%	45,116	-17.5%
10-14	264	-25.2%	116	-20.0%	48,256	-13.4%
15-19	292	15.0%	122	-8.3%	57,710	8.9%
20-24	217	68.2%	109	31.3%	58,175	22.2%
25-34	303	-14.4%	203	-17.1%	90,938	-6.7%
35-44	424	-39.4%	288	-19.3%	92,798	-21.6%
45-54	792	22.8%	335	23.6%	112,657	9.7%
55-59	293	57.5%	162	80.0%	49,772	37.3%
60-64	255	94.7%	102	45.7%	42,046	56.5%
65-74	256	37.6%	170	51.8%	52,071	12.1%
75-84	138	34.0%	78	4.0%	34,079	-4.5%
85+	40	66.7%	39	85.7%	17,444	27.9%
Total	3,632	2.3%	1,958	3.8%	744,344	1.2%
Median Age	43.7		42.3		38.5	

Riga and Churchville saw a significant drop in residents ages 35-44 between 2000 and 2010.

Based on the overall age distribution and shift in age groups within the Town, it is important that this Comprehensive Plan Update address the loss of young families in the community and continuing increase in aging residents. Efforts to attract and retain young adults and young families should be a focus of the Plan, as well as senior resident quality of life and ability to age-in-place.

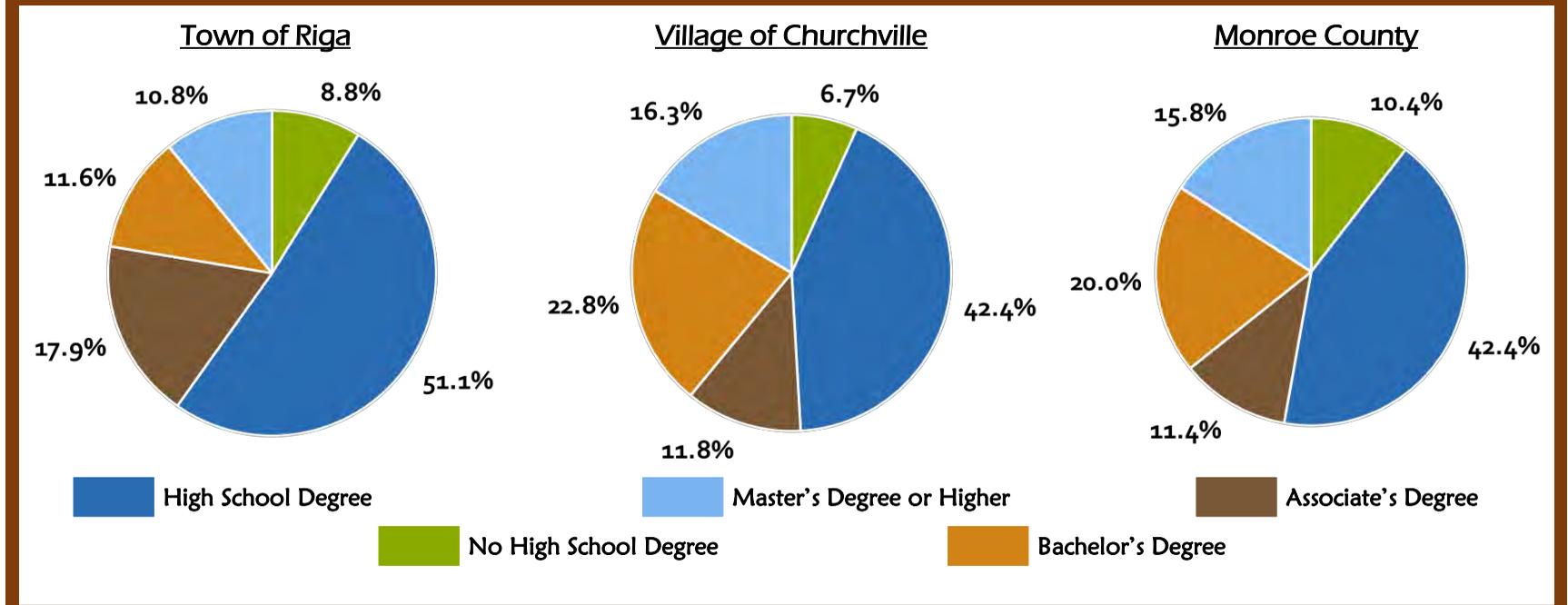
Population Characteristics

Educational Attainment

Figure 3 indicates the educational attainment of residents 25 years and over for the Town, Village, and County. The Village and Monroe County are nearly identical in the distribution of educational attainment, while the Town indicates a slightly smaller share of residents with a post high school education. Overall, however, the Town, Village, and Monroe County as a whole have a highly educated adult population. Nearly 40% of Churchville residents have earned a Bachelor's Degree or higher, exceeding that of the County. The largest share of residents with a High School or Associate's Degree is present in the Town of Riga, at 51% and 18% respectively. Both the Town and Village have a lower share of residents without a high school degree than the County as a whole. It should be noted, however, that this information is not an indication of performance of the Churchville-Chili School District.

Riga and Churchville, like Monroe County as a whole, have a highly educated adult population.

Figure 3: Educational Attainment Comparison (Source: 2008-2013 ACS, US Census Bureau)



For the purposes of this Comprehensive Plan Update, it is important to note that the community continues to have a highly educated population and is likely to see this trend continue into the next decade. Furthermore, communities with a highly educated resident population tend to have more actively engaged and informed residents who may be an asset to implementing this Plan.

Housing & Property Characteristics

Home Ownership

According to the 2010-2014 American Community Survey (as shown in Table 5 below), Riga and Churchville have some of the highest rates of home ownership in Monroe County. Home ownership is considered a significant measure of community stability due to the tendency of owners to invest in their properties and the community. However, the small share of renter occupied housing in the Town and Village coupled with a rental vacancy rate of 0% for both, indicates that the current number of rental housing options do not meet community demand. This lack of rental opportunities may partially explain the loss of population in the 20 to 34 age group, since it is common for young adults and young professionals to rent rather than to own.

Table 5: Home Ownership Rates (Source: 2010-2014 ACS, US Census Bureau)

	<u>Owner Occupied</u>	<u>Renter Occupied</u>
Town of Riga	92.4%	7.6%
Village of Churchville	83.5%	16.5%
Monroe County	64.5%	35.5%

According to the 2014 ACS, there were 2,282 total housing units in Riga, and 822 total housing units in Churchville.

Single-Family Certificates of Occupancy

According to Town and Village records, Riga and Churchville issued a total of 104 single-family Certificates of Occupancy from 2005 to 2015. The issuance of a Certificate of Occupancy (C of O) indicates that a building permit was obtained for the single-family unit and subsequent development occurred, as the C of O is granted just prior to residents moving into the newly constructed unit.

A review of Table 6 below shows that an average of 5 C of Os were issued per year in the Village and 4 per year in the Town. Based on the local building permit and C of O history as well as the future growth projections contained in this Plan, it is anticipated that the current rate of residential development will be consistent with future demand. Population estimates to 2050 for the Town and Village indicate an additional 446 residents. Using the national average of 2.59 persons per household, this may be estimated as an additional 5± households per year, or 172± total additional households by 2050.

Table 6: Single-Family Certificates of Occupancy Issued (2005 to 2015, Town/Village Assessor’s Records)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Total	Annual Average
Churchville	3	5	6	1	2	10	2	8	0	10	9	56	5.1
Riga	9	6	5	5	2	3	5	2	4	3	4	48	4.4

Housing & Property Characteristics

The increase in overall property values for the Town may be partially skewed by the general increase in the valuation of agricultural lands from 2008 to 2013. Therefore, the Town may have experienced a smaller rate of property value increase than that of the Village.

Property Value

Table 7 indicates the percent change in property values for the towns and villages located in Monroe County from highest to lowest. The table contains the actual percentage change as well as the percent change after it has been adjusted for inflation. A review of this information indicates that the growth in property values has been relatively robust in both Riga and Churchville, which is consistent with the local population growth and the building permit history. Between 2008 and 2013, both Riga and Churchville were leaders in the rate of property value growth for Monroe County towns and villages. Perhaps even more importantly, property value growth in both communities exceeded the rate of inflation. As a result, this Comprehensive Plan Update incorporates policies and objectives that foster continued growth in property values within the Town and Village.

Table 7: Percent Change In Property Values for 2008 to 2013 (Source: NYS Comptroller)

Towns	Actual	Adjusted	Villages	Actual	Adjusted
<i>Riga</i>	14.5%	6.0%	<i>Churchville</i>	14.4%	5.9%
Henrietta	12.3%	4.0%	Brockport	14.1%	5.7%
Chili	11.8%	3.5%	Fairport	12.6%	4.2%
Penfield	11.4%	3.2%	Hilton	12.5%	4.2%
Wheatland	11.2%	2.9%	Pittsford	12.1%	3.8%
East Rochester	10.0%	1.9%	East Rochester	10.4%	2.3%
Parma	9.2%	1.2%	Scottsville	9.3%	1.2%
Webster	8.7%	0.7%	Spencerport	8.6%	0.6%
Ogden	8.6%	0.6%	Honeoye Falls	7.0%	-1.0%
Perinton	8.6%	0.6%	Webster	N/A	N/A
Mendon	8.2%	0.2%	Village Average	11.2%	3.0%
Gates	7.6%	-0.3%			
Sweden	7.3%	-0.7%			
Pittsford	7.1%	-0.8%			
Rush	6.7%	-1.2%			
Hamlin	5.9%	-1.9%			
Clarkson	5.3%	-2.5%			
Greece	4.5%	-3.2%			
Irondequoit	3.1%	-4.5%			
Brighton	2.2%	-5.4%			
Town Average	8.2%	0.2%			

Economic Base

Town Household Income

Household income is a traditional indicator of the quality of employment opportunities residents are able to find, their relative well-being, and their potential for investing in their property and their community. Household income includes the income of the householder and all persons 15 years old and over in a household, whether related to the householder or not. As shown in Table 8, Riga had the sixth highest median household income in 2000 at \$59,442, but as of 2013 it has dropped to twelfth. In order to determine if the household incomes kept pace with inflation over time, the 2000 income levels were adjusted using the Consumer Price Index (CPI). A review of Table 8 indicates that no town's median household income within Monroe County kept pace with inflation.

Table 8: Median Household Income Comparison for Towns Only from 2000 to 2013

(Source: 2000 US Census, 2008-2013 ACS)

Towns	2000	2013	2000 Adjusted	Did income keep up with inflation?
Pittsford	\$88,841	\$104,575	\$119,935	no
Mendon	\$75,508	\$96,197	\$101,936	no
Rush	\$67,396	\$88,672	\$90,985	no
Perinton	\$69,577	\$79,009	\$93,929	no
Penfield	\$63,489	\$78,069	\$85,710	no
Ogden	\$59,368	\$72,820	\$80,147	no
Clarkson	\$53,273	\$66,051	\$71,919	no
Webster	\$57,727	\$66,033	\$77,931	no
Parma	\$53,302	\$65,169	\$71,958	no
Brighton	\$51,785	\$63,353	\$69,910	no
Hamlin	\$50,388	\$63,327	\$68,024	no
Riga	\$59,442	\$63,073	\$80,247	no
Chili	\$54,571	\$61,999	\$73,671	no
Henrietta	\$51,115	\$58,740	\$69,005	no
Greece	\$48,343	\$55,726	\$65,263	no
Wheatland	\$54,103	\$55,063	\$73,039	no
Irondequoit	\$45,314	\$53,250	\$61,174	no
Sweden	\$44,788	\$52,582	\$60,464	no
Gates	\$45,584	\$50,252	\$61,538	no

Economic Base

Village Household Income

As shown in Table 9, Churchville, like Riga, had a relatively high median household income in 2000 at \$55,463 (third among villages). As of 2013, the Village's median income was outpaced by those of Fairport and Honeoye Falls, bringing it to fifth among Monroe County villages. When the 2013 income numbers were adjusted to 2000 dollars, it was determined that Churchville's medium household income values did not keep up with inflation. According to the American Community Survey for 2013, only the Villages of Pittsford and Honeoye Falls kept pace with inflation.

Table 9: Median Household Income Comparison for Villages Only from 2000 to 2013

(Source: 2000 US Census, 2008-2013 ACS)

Villages	2000	2013	2000 Adjusted	Did income keep up with inflation?
Pittsford	\$60,511	\$86,842	\$81,690	yes
Honeoye Falls	\$47,202	\$68,250	\$63,723	yes
Fairport	\$51,037	\$68,063	\$68,900	no
Spencerport	\$57,056	\$63,333	\$77,026	no
Churchville	\$55,463	\$59,659	\$74,875	no
Hilton	\$51,581	\$58,292	\$69,634	no
Scottsville	\$51,031	\$54,643	\$68,892	no
East Rochester	\$39,244	\$47,298	\$52,979	no
Brockport	\$37,428	\$42,656	\$50,528	no
Webster	\$37,018	\$35,326	\$49,974	no

Economic Base

Employment By Industry

As of 2013, it is estimated that there are 1,082 workers living in Churchville and 1,992 living in Riga. Figure 4 below shows the type of industry these workers are employed in. It should be noted that most jobs held by residents are located outside of their place of residence in the Town and Village (see Figure 5 for more information). The two largest industries of employment for Riga and Churchville residents are educational, health and social services; and manufacturing. These two sectors employ a total of 517 Village residents and 784 Town residents. It should also be noted that the employment industries of Riga and Churchville residents are nearly identical to each other. The most notable exception is the Village’s lack of agricultural industry.

Figure 4: Employment By Industry in 2013 (Source: 2008-2013 ACS, US Census Bureau)

Employment Industry	Riga	Churchville	Monroe County
Educational services, and health care and social assistance	27%	30%	31%
Manufacturing	12%	18%	13%
Arts, entertainment, and recreation, and accommodation and food services	12%	7%	8%
Professional, scientific, and management, and administrative and waste management services	9%	10%	12%
Retail trade	9%	11%	12%
Construction	10%	4%	4%
Other services, except public administration	10%	2%	4%
Finance and insurance, and real estate and rental and leasing	5%	2%	5%
Public administration	2%	7%	3%
Transportation and warehousing, and utilities	1%	5%	3%
Wholesale trade	2%	3%	2%
Information	1%	1%	2%
Agriculture, forestry, fishing and hunting, and mining	1%	0%	0%
Total	100%	100%	100%

Economic Base

Based upon the place of work data and employment by industry distribution, the plan assumes that Riga and Churchville will continue to be a bedroom community for Rochester over the next decade.

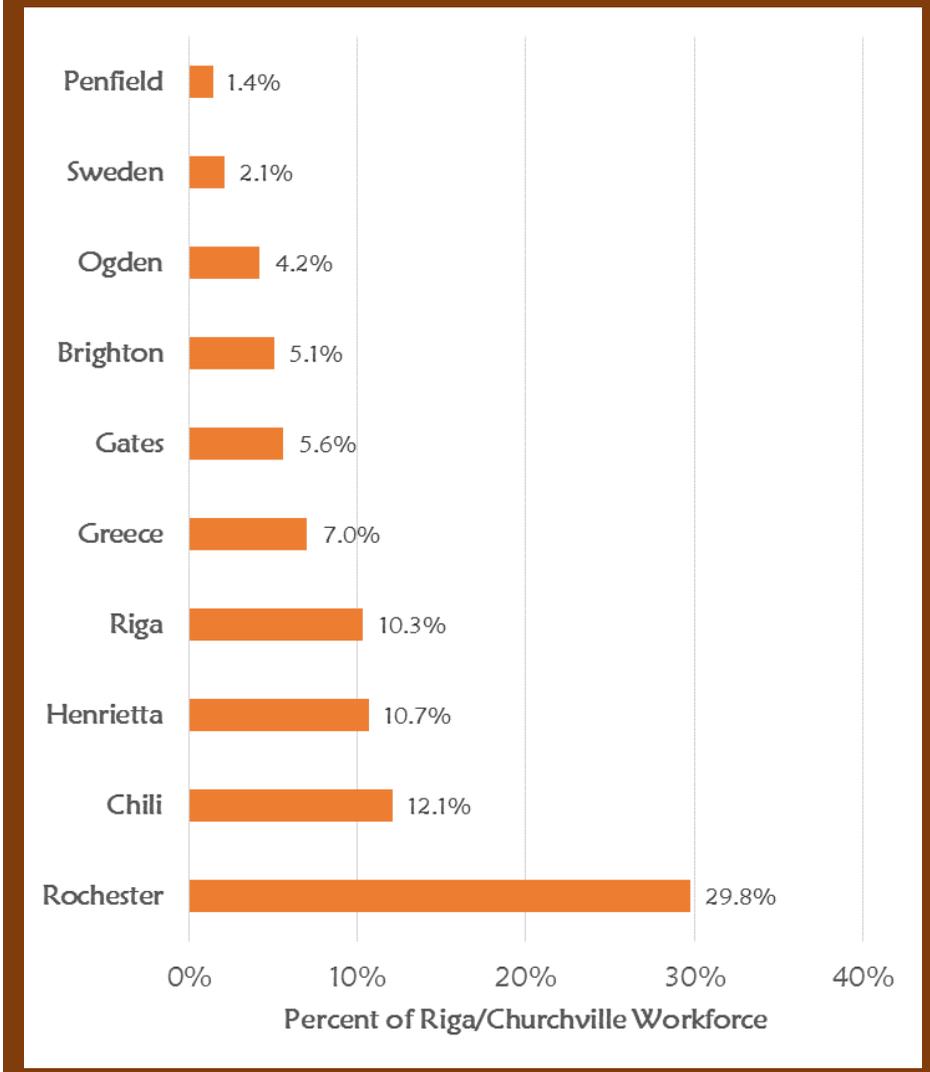
Place of Work

Communities like Riga and Churchville are often referred to as bedroom communities. The term is used to describe Towns and Villages where a large number of residents work in another municipality. According to 2010 US Census data illustrated in Figure 5 at right, approximately one-third of local residents work in the City of Rochester. The second most popular place of work is Chili (12%). Henrietta the third largest host of local workers and is likely the source of many of the retail jobs identified as the third largest employment sector in Figure 4 on the previous page. Locally, however, 10% of residents work within the Town or Village. (Note: This data represents the Town and the Village combined)

The 2010 Census also indicates that the average travel time to work is 22.9 minutes for Riga commuters and 21.6 minutes for Churchville commuters. By comparison, the average commute for all Monroe County workers is 19.7 minutes.

The economic data of this profile is important to consider as part of this planning process, as the data suggests that Riga and Churchville will continue to be a bedroom community over the next decade. In an effort to balance the property tax increases associated with the anticipated residential growth, the Comprehensive Plan Update seeks to identify opportunities for the Town and Village to expand their commercial and industrial tax base. Additionally, efforts to attract young adults and young professionals, who are increasingly becoming the leading entrepreneur class in the country, will help to bring in local commercial investment.

Figure 5: Top 10 Places of Work
(Source: 2006-2010 ACS, US Census Bureau)



Land Use

The Property Tax and Land Use Connection

There is a direct relationship between land uses, the services they require, and the taxes required to provide those services. For example, undeveloped lands such as agriculture and open space do not place a significant demand on community services such as fire or police protection and do not increase the number in the local school system. As a result, less than half of each tax dollar paid on undeveloped land is used to cover community services (as shown in Table 10). The remaining \$0.63 represents a cash contribution to the community's overall budget. By comparison, residential uses require the largest range of services, including fire, police, sidewalks, water service, sewer service, recreation, library services, and the education of children. National studies indicate that the cost of these services typically exceeds the tax dollars brought in by the residential uses, on average, \$0.19 on the dollar. Finally, commercial and industrial uses positively contribute to a community's budget by \$0.71 for every tax dollar they contribute. However, more detailed studies have discovered that low paying retail establishments are actually a break-even scenario, unless there were financial incentives (tax breaks, etc.) used to attract the operation in which case they tend to be a drain on the local tax base rather than an asset. Further, as these numbers are averages across 128 studies throughout the US, it is important to keep in mind that commercial/industrial uses do not always represent a cash positive in terms of cost of services.

Table 10: Cost / Benefits of Various Land Uses
 (Source: American Farmland Trust, Farmland Information Center, Fact Sheet: Cost of Community Services Study. August 2007)

<u>Land Use</u>	<u>Taxes Paid</u>	<u>Cost of Services</u>	<u>Net Gain</u>
Agricultural or Open Space	\$1.00	\$0.37	+ \$0.63
Commercial / Industrial	\$1.00	\$0.29	+ \$0.71
Residential	\$1.00	\$1.19	- \$0.19

Generally speaking, cities and villages tend to have a higher tax burden than those associated with towns. This can be attributed to the land uses within a community. Cities and villages tend to have a greater density of residential uses which increases the demand on community services which are funded with their budgets. In addition, cities and villages have very little or no undeveloped and agricultural land to help subsidize their cash flow. Therefore, as communities grow, it is imperative that they balance residential growth with commercial/industrial developments and open space to help alleviate the tax burden for residents.

Land Use

Town Land Use

One of the primary functions of a comprehensive plan is to guide future land use decisions. In order to do so effectively, it is necessary to understand the current blend of land uses within a community. Table 11 contains a breakdown of the various land uses within the Town of Riga. The breakdown is based on the three-digit land use codes assigned to each property in New York State by municipal assessors. This property classification system was designed by the NYS Office of Real Property Services and consists of nine major land use categories.

A review of Table 11 indicates that the dominant land use within Riga is agriculture, occupying nearly 10,000 acres. When added to the vacant land category and the amount of land that does not have a commercial or residential use, the share of undeveloped land increases to almost 12,000 acres or over 55% of the entire town. The second largest land use is residential with over 32% of Riga's land area devoted to accommodating its residents. By comparison, commercial and industrial uses make up the smallest use of land, occupying just over 100 acres, or roughly 0.5% of the Town's land area.

Table 11: Town Land Use Breakdown (Source: Monroe County GIS Services)

<u>Property Classification</u>	<u>Property Count</u>	<u>Acres</u>	<u>% Acreage</u>	<u>Use Code</u>
Agriculture	153	9,505.11	45.8%	100
Residential	1,186	6,687.48	32.2%	200
Vacant Land	244	2,408.95	11.6%	300
Commercial	21	96.37	0.5%	400
Recreation and Entertainment	6	256.24	1.2%	500
Community Services	10	172.40	0.8%	600
Industrial	1	6.40	0.03%	700
Public Services	13	564.57	2.7%	800
Wild, forested, conservation lands, and public parks	3	816.62	3.9%	900
no data	12	241.39	1.2%	
Total	1,649	20,755.53	100.0%	

Based on the tax implications of land uses discussed on the previous page, Riga is benefiting greatly from its agricultural and vacant lands. However, as residential growth continues, it will increase the need for services, reduce the amount of undeveloped land, and place an additional demand on Town and community services. The Comprehensive Plan Update identifies strategies to balance growth and to ensure that the community remains an affordable place to live, while maintaining its rural character.

Land Use

Village Land Use

Table 12 contains a breakdown of the various land uses within the Village of Churchville. As previously stated, the breakdown is based on the three-digit land use codes assigned to each property in New York State by municipal assessors. A review of Table 12 indicates that the dominant land use within the Village is residential, which occupies a little over 258 acres or 38% of the Village, while undeveloped lands, agriculture and vacant land, represent 30% of the total land area. By comparison, commercial and industrial uses make up approximately 11.2% of Churchville’s land area. The value of 0 for recreation and entertainment land uses may not be indicative of current recreational opportunities within the Village, as some lands may not be updated or may be misclassified.

Table 12: Village Land Use Breakdown (Source: Monroe County GIS Services)

<u>Property Classification</u>	<u>Property Count</u>	<u>Acres</u>	<u>% Acreage</u>	<u>Use Code</u>
Agriculture	3	102.91	15.1%	100
Residential	746	258	37.8%	200
Vacant Land	67	108.03	15.8%	300
Commercial	35	52.73	7.7%	400
Recreation and Entertainment	0	0	0.0%	500
Community Services	19	69.32	10.2%	600
Industrial	4	23.94	3.5%	700
Public Services	6	25.92	3.8%	800
Wild, forested, conservation lands, and public parks	5	37.92	5.6%	900
no data	2	3.24	0.5%	
Total	887	682.01	100.0%	

Over 84% of the survey responses indicated that the Village should put policies in place to protect the community character.

Based on the tax implications of land uses discussed on page 23, Churchville is benefiting greatly from its former agricultural and vacant lands. However, it also has a high percentage of residential uses that require services. Unlike the Town, a majority of the infrastructure (roads, sidewalks, water, sewer, etc.) is already in place, and sustainable residential growth will help to fund the maintenance of these resources. In other words, the Village may add population without significantly increasing the expense to the Village for community services. In addition, maximizing the density of residential growth in the Village will attract commercial uses that may contribute to the Village’s tax base. The Comprehensive Plan Update identifies strategies to maximize the existing public investments within the Village by accommodating as much residential, commercial, and industrial growth as possible in order to foster a vibrant Village, while relieving development pressure on rural and undeveloped lands in the Town.

Land Use

There is no one piece of information that can truly quantify the overall quality of life that a community enjoys. However, the change in assessed property value over time does give a general indication of a community's desirability using real estate market forces and trends. A review of the assessed value for Riga and Churchville from 2008 to 2013 indicates that the Town's assessed value increased from \$277,365,271 in 2008 to \$317,504,717 in 2013; and the Village's assessed value increased from \$88,882,735 to \$106,666,448 during the same time period. Both Riga and Churchville's assessed value increased at a rate that surpassed the rate of inflation for the entire 14 year period. In other words, Riga and Churchville continue to be viewed as a highly desirable place to live, work, and raise a family. The update of this Comprehensive Plan is a mechanism to ensure that this trend continues over the next decade.

Implications

It is clear from the community survey conducted in 2003, Village charrette in 2006, and community workshops in 2006 and 2015, that the priorities of Riga and Churchville have remained constant over time and that the Comprehensive Plan Update should focus on the following issues:

Over 86% of the survey responses indicated that the Town should continue to actively work to maintain the existing rural character.

- Enhancing and strengthening the traditional character of the Village;
- Preserving the Town's rural landscape;
- Maintaining the "small town atmosphere" that residents enjoy;
- Protecting the environmental features of the community; specifically Black Creek;
- Providing quality community services at a reasonable cost;
- Creating a wider range of residential living opportunities;
- Fostering a more diverse, sustainable local economy; and
- Continuing to seek partnerships between the Town and Village and with other regional entities.

These key issues form the basis of the community's vision and policy areas within the Comprehensive Plan. The information contained within the Community Profile helped to formulate the plan's objectives. It should also be noted that many of these issues mirror those that were raised during the Village's charrette process.

Policy Framework

In order to be successful, a Comprehensive Plan must be developed and implemented on multiple levels. It must address the short and long term needs of a community as well as provide varying levels of detail. In an effort to accomplish this, this plan has four key elements:

1. *Vision:* A general statement that describes the aspiration of the Town and Village; it is an end towards which all actions are aimed. The Vision should not dramatically change over time but rather be consistent throughout the planning horizon. Ideally, the Vision contained in this plan should be useful for the 10-year planning horizon.
2. *Policy:* Similar to a vision in that it is a general statement of a future condition towards which actions are aimed. However, the scope of a policy is much more narrow. It should support the vision by addressing a particular area or issue facing the community. Policies should not dramatically change over time but rather be consistent throughout the planning horizon. Ideally, the policies contained in this plan should be useful for the 10-year planning horizon.
3. *Objective:* A statement of a measurable activity to be accomplished in pursuit of the policy; it refers to some specific aspiration which is reasonably attainable. Think in terms of actions such as “increase”, “develop”, or “preserve”. The general lifespan of an objective is 6 to 10 years.
4. *Measure:* A specific measure that relates directly to accomplishing the objectives; it identifies how, when, and amount to be done. Think in terms of, “how do we tell if our objectives are working?” Measures should be reviewed every 1 to 2 years to determine if the objectives are effective. The measures included in this plan are more general and do not specify a time frame and amount to be accomplished. The Town and Village should work to establish the baseline condition for all the measures in this plan and then determine the level and timing that is desirable.

Each policy is intended to function as part of this document or to be used as a stand alone work plan that can be taken out, copied, and assigned to a committee to implement. Over the next decade, the Town and Village should continue to identify specific implementation items that relate directly to accomplishing the policies and objectives. These implementation items can take the form of a plan, project, or program.

Our Community Vision

It is the vision of Riga and Churchville to preserve and enhance the small town atmosphere that residents enjoy. Over the next decade, the community will provide...

- Diverse RESIDENTIAL LIVING options that are safe & attractive;
- COMMUNITY RESOURCES to serve businesses & residents;
- Opportunities for rewarding ECONOMIC DEVELOPMENT;
- Quality NATURAL RESOURCES;
- An attractive and vital DOWNTOWN area;
- AGRICULTURAL OPPORTUNITIES to help maintain our rural character; and
- A COOPERATIVE SPIRIT between public and private entities.

The Town and Village will strive to achieve this vision in a sustainable manner that emphasizes the Village's role as the social, cultural, and commercial heart of the community and protecting the rural setting in the Town.

Farming operation in the northern Riga



Village home located on Buffalo Road

Residential Living

Introduction

According to a survey conducted by the National Association of Homebuyers, the following amenities were most influential in choosing to move into a new community: highway access, walking/jogging/bike trails, sidewalk on both sides, a nearby park area, playgrounds, and shops within walking distance. The survey also indicated that buyers were willing to pay more for a home that offered these amenities. In addition, a leading market research firm (Zimmerman Volk & Associates) believes that as many as 50% of home buyers prefer homes built on smaller lots with traditional neighborhood elements (as shown in the image to the lower right hand corner of this page).

These national trends can be seen on a local level in Riga and Churchville. The success of Black Watch, Taylor Farms, and Hutton Circle prove that there is a market for new village, scaled neighborhoods. Meanwhile, some residents are choosing to locate on large lots along Bromley Road or Lentine Drive. The manner in which residents are accommodated over the next decade will directly impact the character of the entire community. For example, if more residents can be accommodated on smaller residential lots closer to the Village, it will reduce development pressure on farmland and open space within the outlying areas of the Town while expanding the existing character of the Village.

It is the responsibility of the Town and Village to ensure that the proper regulatory framework is in place in conjunction with the infrastructure necessary to provide a variety of housing types within the community. Once these actions are completed, the real estate market will dictate the pace and exact nature of the development. If the market does not produce the desired results, the Town and Village may need to offer additional incentives or solicit specific developers in order to implement this policy area.

When asked what type of residential development patterns residents would like to see in Riga and Churchville, survey responses overwhelmingly indicated single family units.

Single family development preferences in Churchville & Riga [based on the Community Preference Survey (CPS) Results]

Lower scoring image



The photo to the left shows a series of single family homes scattered along a hillside in rural Virginia. By comparison, the image to the right shows a new neighborhood in Maryland that consists of narrow streets, sidewalks, and traditional architecture with parks and shopping within walking distance.

Higher scoring image



Residential Living

Policy:

It is the policy of the Town and Village to facilitate the creation of diverse residential living options that are safe and attractive. The Village will focus their efforts on preserving the quality and character of existing neighborhoods while developing new neighborhoods that reflect a more traditional development pattern. The Town will strive to locate new residential development in a manner that maintains large tracts of high quality farmland and preserves the existing rural character. In addition, Riga and Churchville desire to have a broad range of housing types that appeal and accommodate a mix of ages, incomes, and family structures.

Objectives:

- A. Increase the variety of living options available (senior, assisted living, affordable, etc.).
- B. Encourage a dense living pattern within and immediately adjacent to the Village.
- C. Designate appropriate areas for various types of residential development.
- D. Ensure that access to new residential development is provided through a series of connected streets and limit the use of cul-de-sacs.
- E. Design new neighborhoods in a pedestrian friendly manner (streets, sidewalks, building elements, trees, etc.).
- F. Ensure new roads are designed to limit the potential for speeding and cut through traffic.
- G. Preserve existing housing values.
- H. Improve appearance and aesthetic appeal of housing stock and residential properties.

Measures:

- 1. Number of young adults (18 to 34) and seniors (over 65) living in the community.
- 2. Number of new housing lots by size ($\frac{1}{4}$ acre, $\frac{1}{2}$ acre, etc) and location (adjacent to Village, in an Agricultural District, etc.).
- 3. Change in residential property values.
- 4. Linear feet of new sidewalks installed, number of new street trees added, number of new cul-de-sacs built.
- 5. Documented incidents of speeding on residential streets.
- 6. Change in number of property code violations for residential properties.

Residential Living

A. Increase the variety of living options available (senior, affordable, etc.).

As Table 13 illustrates, the types of housing people require changes as individuals and families pass through the various stages of life. A review of the seven most common stages and the corresponding Types of Desired Housing indicates that there may be some gaps when compared to the available housing options in Riga and Churchville.

Table 13: Housing Lifecycle (Source: Steinmetz Planning Group)

<u>Age Group</u>	<u>Status</u>	<u>Type of Desired Housing</u>
0 to 17	Living with parent(s)	Part of larger, single family home
18 to 24	College, military, first job	Dorm setting or renting house with peers
25 to 28	Single, engaged, starting career	First apartment
29 to 34	Married, starting family	Starter home, maybe a duplex
35 to 55	Raising children	Larger single family home
56 to 70	Empty nester, retiring	Smaller independent living arrangement (patio home)
Above 70	Retired, possibly single again	Assisted living arrangement (nursing home)

A review of the Future Land Use Map indicates that the desired location of two, three, and multi-family residential units is within the Village.

Over the last decade, a wider range of housing opportunities has been provided in the community through projects such as Villas at Churchville, Ehr-Dale Heights apartments, and Baker Street Landing. These housing projects provide a variety of living options and enable members of the community to “age-in-place.” In other words, some of these residences allow residents to age in the same community that they have spent much of their lives in.

The Town and Village may want to consider zoning code changes that would allow a greater flexibility to broaden the mix of housing types and prices. For example, the R-1 and R-2 district regulations could be modified to allow a single in-law apartment in order to provide an affordable living option within the community. Further consideration may be given to determine if these apartments are for persons related to the homeowner and of a temporary nature to serve senior citizens or if they are allowed as home occupations on a permanent basis to serve as an affordable housing resource.

Affordable housing is often constructed in groups of apartments or townhouses. These complexes often tend to carry a negative stigma within the community and can decrease adjacent property values. In order to avoid the negative impacts associated with affordable housing, the Town and Village should strive to integrate well designed double and triple unit homes into new higher density residential developments such as Churchville Green. This would enable entry level and affordable housing to be distributed throughout the community.

Residential Living

Over the past thirty years, the community has completed three comprehensive plans and a design charrette. The results of these efforts clearly indicate a consistent desire in Riga and Churchville to grow outward from the existing village center.

B. Encourage a dense living pattern within and immediately adjacent to the Village.

As new residents continue to choose Riga and Churchville as a place to live and raise a family, there will be an increasing need for new housing units within the community. How this demand for housing is accommodated will directly impact the existing small town character that residents enjoy. Throughout the public input process there has been a consistent desire expressed by both the Steering Committee members and the attendees of the land use workshop to continue the traditional residential development pattern from the Village into the Town as depicted on the Future Land Use Map.

The recommended housing density within and immediately adjacent to the Village should be a minimum of a one unit per ½ acre lot, also referred to as two units per acre. However, higher densities ranging from three to four units per acre would also be appropriate in the Village. These densities are consistent with the existing settlement pattern within Churchville. Opportunities for even greater housing densities should be facilitated in the form of apartments or townhomes that are typically 6 to 12 units per acre.

The benefits of expanding outward from an existing village center have been well documented. One such benefit includes enhancing the character of the Village by creating dense, walkable neighborhoods. These dense neighborhoods maximize the number of households that can be accommodated within the available land area, thus reducing the need to build houses on one, two, or five acre lots within the Town. As a result, the development pressure on Riga’s farmland and open space is lessened.

The preferred level of residential density can only be achieved with access to public drinking water and sewer service. Water service can be provided by the Village and Town in conjunction with the Monroe County Water Authority (MCWA). However, the only available sewer service to the area adjacent to the Village is the Village system which is serviced by the Monroe County Sewer Agency. As of the writing of this plan, there have been two extensions of Village sewer service into the Town of Riga. Prior to any future sewer extensions, the Village must ensure that adequate capacity exists to service the additional demand. The two most common administrative mechanisms to extend Village services in New York State include annexation of land into the Village or to create a special district and charge an “out-of-district” rate to non-village users.

The Gates Chili Ogden Sewer District (GCOSD) is operated by the Monroe County Sewer Agency. This district borders Riga on the north and the east. Therefore, it may be feasible to extend sewer service into northern and eastern Riga by extending the GCOSD into the Town. It is recommended that any proposed extension of sewer service to accommodate development outside of the Village be accompanied by a review of the Town’s zoning code and the Future Land Use Map (see page 97). The purpose of this review is to ensure that the availability of public sewer fosters a development pattern that supports the policies contained in this plan and does not negatively impact the character of the community.

Residential Living

C. Designate appropriate areas for various types of residential development.

The Town and Village should strive to ensure that residential development is located in an environmentally sensitive manner and is consistent with the community vision. In order to achieve this objective new development should avoid or minimally impact the following areas:

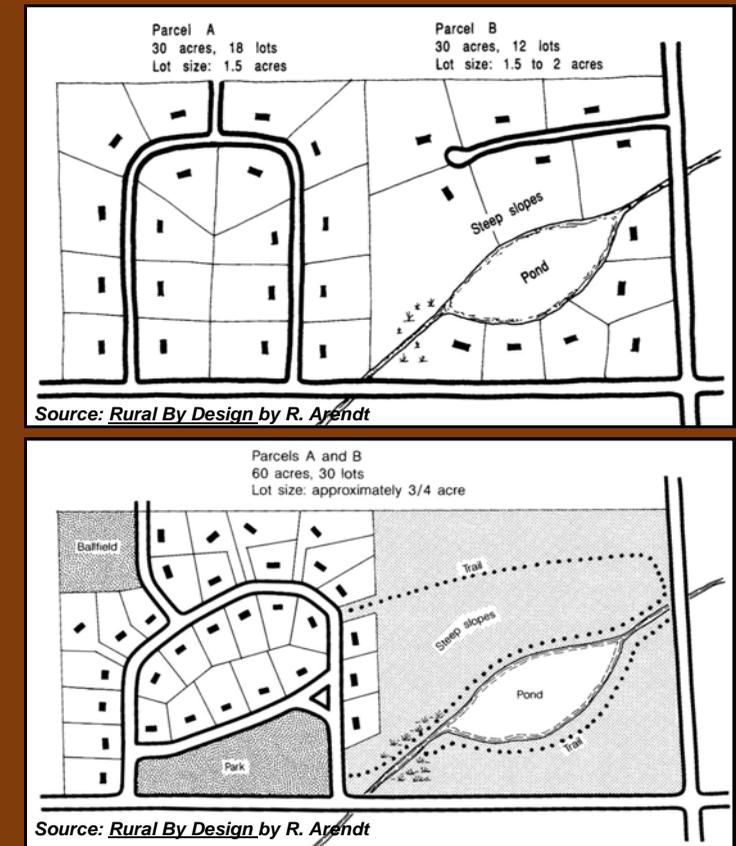
- Streams and creeks;
- Wetlands and floodplains;
- Woodlots;
- Steep slopes;
- Prime agricultural soils; and
- Large tracts of open space or farmland that is identified as critical in an Open Space or Farmland Protection Plan.

A growing number of communities are working with land owners to obtain conservation easements on key parcels to ensure they remain in agriculture or as open space. The lack of development pressure in Riga has not created the urgency that typically results in the pursuit of conservation easements by the municipality. As conditions change the Town acknowledges that it may change this policy at the appropriate time.

The Environmental Protection Overlay Districts in the Town Code represent an initial attempt by the community to designate appropriate areas for development. The decision by the Town and Village to regularly update the Comprehensive Plan Update is another step to ensure an appropriate development pattern occurs over time. The completion of an Open Space Inventory for the Town and, potentially, a Farmland and Agricultural Protection Plan could help to complete the process of identifying the areas to be preserved. The final regulatory action that the Town and Village should undertake includes making revisions to their respective zoning maps and code documents to reflect the Future Land Use Map.

In addition to the planning and regulatory activities that could be undertaken by Riga and Churchville, consideration should be given to acquiring conservation easements on key parcels or to purchase them outright. (A more detailed discussion on the process is contained in the Agricultural section of this document.)

Typical development vs. conservation subdivision



These sketches depict the same site developed in two different ways. The top image is a more typical approach that divides the site into large, single family lots. The lower image uses smaller lots that are placed in a manner to avoid environmentally sensitive areas and create usable open space and other amenities.

D. Ensure that access to new residential development is provided through a series of connected streets & limit the use of cul-de-sacs.

The sketches on the opposite page provide examples of two types of street networks, a highly connected network on the left and a network with low connectivity on the right. More specifically, the sketch shown on the left is a generic example of a traditional street grid network associated with a village setting found across the northeast United States. Although Churchville does not have large numbers of blocks, it does have a street system that consists of a series of several connected streets. It should be noted that this approach can also be applied to neighborhoods in a more rural setting as depicted on page 34 in the bottom image. The advantages to this approach to transportation planning are well documented and are listed beneath the image on the opposite page.

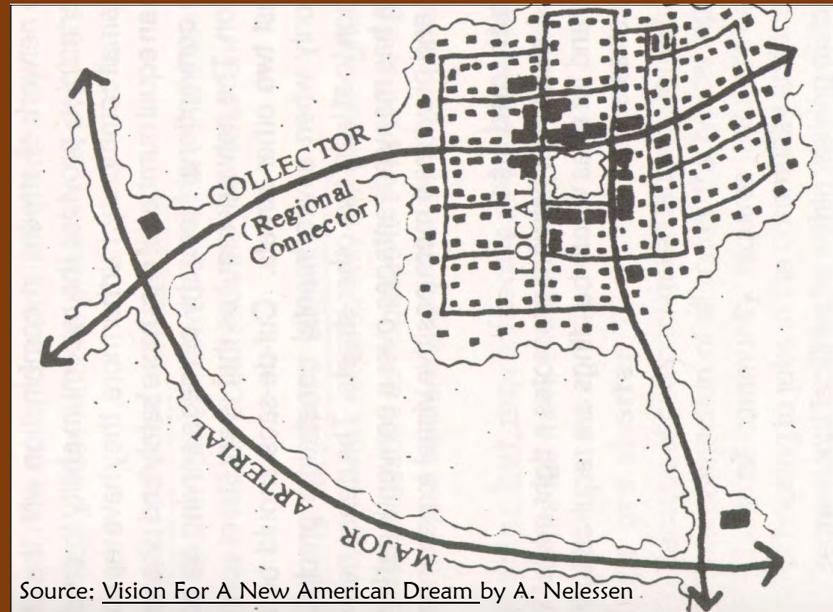
Over the past four decades the typical neighborhood development pattern has become characterized by a network of curved streets and cul-de-sacs as shown in the sketch to the far right. This design emerged from the desire to design neighborhoods around the automobile and not the pedestrian. In addition, it allowed developers to create a residential development that did not need to take into consideration any other existing neighborhoods or streets. As a result, homebuilders could minimize the time spent on design and approvals. However, there is a growing body of research that has identified the disadvantages to this approach to transportation planning; they are listed beneath the image on the opposite page. It should also be noted that a “suburban” street design is associated with a higher number of incidents involving speeding than other types of street layouts. This can be attributed to the increased street widths usually found in these neighborhoods as well as the inconvenience a motorist experiences in getting to an arterial level street.

As new residential neighborhoods are developed in the Village & Town, every effort should be made to ensure they expand the existing street pattern and prevent the proliferation of cul-de-sacs. In order to accomplish this, cul-de-sacs could not be permitted in the Town and Village Zoning Codes and subdivision regulations. If a builder would like to incorporate one or more cul-de-sacs into a project it should require approval from the Planning Board or Zoning Board of Appeals. Approval for cul-de-sacs should be granted based on special circumstances that prohibit the ability to create a series of connected streets. These circumstances could include the presence of a man made obstruction that cannot be crossed such as a railroad line or highway or a natural feature that should be avoided such as wetland or woodlot.

The Town and Village should also ensure that opportunities for future connectivity is incorporated into neighborhood design. The use of stub roads leading up to the edge of a subdivision allows for a street connection to be made at the time the adjacent site is developed. The presence of the stub road is also a clear indication to residents that their street will be extended in the future resulting in little or no opposition when the time comes to approve and construct the road.

Residential Living

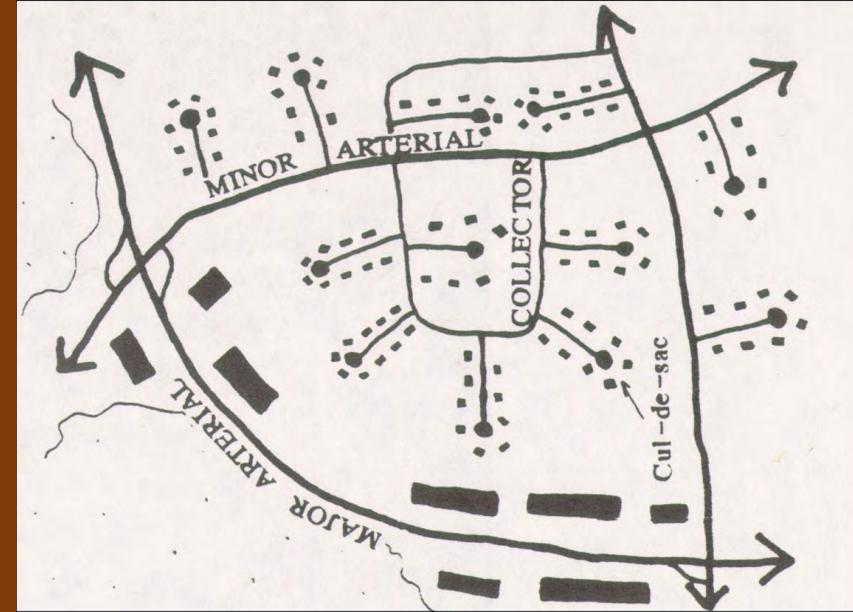
Example of a street network with high connectivity



Advantages

- Provides an environment that is conducive to walking and bicycling;
- Disperses vehicular traffic evenly throughout neighborhoods; reducing the need for traffic signals; and
- Creates a "sense of place" within a community.

Example of a street network with low connectivity



Disadvantages

- Concentrates traffic congestion at a small number of intersections;
- Discourages walking and biking; and
- Increases the reliance on the automobile, increasing the number of vehicle miles traveled in a community.

Residential Living

The term neighborhood is commonly used to refer to the small group of houses in the immediate vicinity of one's house or to a larger area with similar housing types and market values.

E. Design new neighborhoods in a pedestrian friendly manner (streets, building elements, trees, etc.).

The Town and Village should strive to develop new neighborhoods that are pedestrian friendly in nature. The exact layout and design of new neighborhoods may vary depending on their proximity to the Village. For example, within and immediately adjacent to the Village new neighborhoods should be very compact. By comparison, new residential development in the outlying portions of the Town will likely be more spread out. Regardless of the location, common elements are needed to ensure a pedestrian friendly neighborhood. These include:

- Narrow street widths;
- Interconnected street patterns;
- Street trees;
- Sidewalks or multi-use paths;
- Street lighting; and
- Underground utilities.

Some of the most walkable communities also provide for the following:

- Smaller front yard setbacks;
- Narrow lots;
- Front porches;
- Garages placed to the rear of the main structure (if garage is attached to the side of the home, it should be setback a minimum of 10 feet);
- Restrictions on stockade fencing in the front yard; and
- Residential compatibility standards for new construction.

A review of the Town and Village codes indicate that some traditional neighborhood design elements are not permitted by right. In other words, a developer would need to seek variances or a Planned Residential (Unit) Development designation in order to incorporate some of the elements listed above. In order to rectify this, the Village is in the process of incorporating many of these elements into their code. The Town could also consider evaluating which elements are appropriate for inclusion in their residential district requirements.

A comparison of new neighborhoods

Higher scoring image



Source: The Conservation Fund

Lower scoring image



Source: The Conservation Fund

These images were scored by the attendees of the Community Forum. The score of the top image was nearly twice that of the lower image. The primary differences between the two neighborhoods shown are the width of the street, the planting of street trees, the placement of the garages, and the presence of front porches.

Residential Living

F. Ensure new roads are designed to limit the potential for speeding and cut through traffic.

Two of the most common complaints heard by transportation planners and traffic engineers is “people speed down my street all day long” or “all these cars are trying to avoid the traffic signal up the road so they cut through my neighborhood.” In order to create safe and walkable neighborhoods, these problems must be addressed while designing new streets or by retrofitting existing ones.

The graphic to the right illustrates a fully connected street network that virtually eliminates the ability to accommodate speeding motor vehicles. This is accomplished by constructing road segments that are short and incorporate curve sections (Samuel Street) or sharp angles (Elizabeth Street). In addition, the street width is very narrow and on street parking is permitted. The narrow width and parked cars serve as a traffic calming device.

Along existing streets, communities have the ability to re-design the road (narrow the width, widen tree lawns, etc.) when the pavement reaches the end of its useful life. In the interim, there are dozens of traffic calming devices that can be placed in the roadway with minimal cost. Once in place these items not only reduce speed but virtually eliminate cut through traffic.

The Town and Village could incorporate street design elements into their zoning code and subdivision regulations that help to achieve this objective for new projects. On existing streets, the Town and Village need to work closely with residents to identify the most appropriate type of traffic calming device for the problems that the neighborhood is experiencing.

Example of a street network that limits speeding & cut through traffic



This is the street network for a traditional neighborhood development that has been underway since 1999 outside of Niagara On The Lake, Canada known as The Village. The street network is designed to maximize connectivity while minimizing travel speeds of motorists. This is accomplished through the use of narrow road widths, on street parking, and curved or angle streets. The net result, is a neighborhood that is very walkable.

“There is more to life than increasing its speed.”

~ Mahatma Gandhi

Residential Living

G. Preserve existing housing values.

One of the primary factors that determines the value of housing in a given area is the overall economic health and desirability of the region in which it is situated. A review of many of the most stable and expensive housing markets in the nation reveals that their regional economy is also thriving. This can be seen in the housing values in and around Phoenix AZ, Fort Collins CO, and Saratoga Springs NY. This raises the question of, "What can be done at the local level to preserve housing values?" The answer is:

Monitor growth & development. Monroe County's population and household size has stabilized. In other words, the need for large amounts of new housing has begun to decline. The Town and Village should monitor the region's population changes and adjust the local zoning map accordingly. This will help avoid an overabundance of new homes that could deflate the value of the existing housing stock

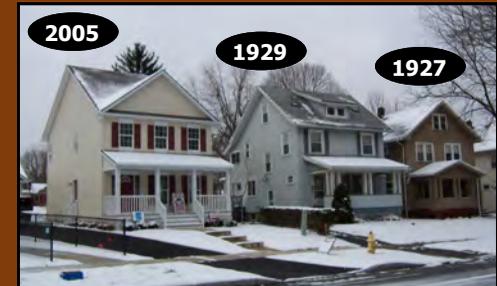
Residential compatibility standards for new construction. New homes constructed in established neighborhoods can have a detrimental impact on the character and value of existing housing. As the images to the right illustrate, new infill housing can take a variety of shapes and sizes. The top image shows a new home in Rochester, NY that blends in with the adjacent properties and helps to maintain the character and value of the neighborhood. By comparison, the photo on the bottom shows a new, three story house built between two, 1 ½ story homes. The scale and style of the new house is completely out of character with the homes built decades earlier. The Town and Village may want to consider adding residential design guidelines to their code in order to avoid the negative impacts that infill development can bring.

The Town and Village should work with its partners to ensure that other factors such as the quality of the school system, crime rate, and property maintenance practices (see next page) continue to positively impact the housing values within the community.

"In recent years, the Board has received numerous complaints from residents about infill development, including loss of open space, bulky and incongruous homes that are incompatible with neighborhood character, loss of separation between houses, visual intrusions, loss of trees, and more area devoted to parking and driveways."

~ Arlington Community Newsletter

Residential compatibility standards



New homes constructed in established neighborhoods can have a detrimental impact on the character and value of existing housing. The top image shows a new home in Rochester, NY that blends in with the adjacent properties and helps to maintain the traditional feel of the street. Meanwhile, the bottom image was taken in Arlington, VA and shows how out of place new construction can look on developed streets.

Residential Living

H. Improve appearance and aesthetic appeal of housing stock and residential properties.

Every community has a handful of properties that are poorly maintained. Typical problems include high grass and weeds; peeling paint; outdoor storage of trash or unlicensed vehicles, etc. In order to address this the Town and Village need to implement effective property code enforcement. The Village has a property maintenance code in place. The Town could confer with their attorney in order to ensure that the proper enabling legislation exists. Once it is in place the Town and Village should work together to develop a common property maintenance code and possibly a single code enforcement officer.

The Town and Village should also be proactive in their efforts to help residents avoid the need for enforcement activities. The Town and Village should facilitate the distribution of information to local residents on the various loan and grant programs that may be available to help rehabilitate residential properties in Riga and Churchville. These programs are typically administered at the county or state level or through organizations such as the New York State Energy Research and Development Authority (NYSERDA).



Dedication of the Churchville Volunteer Fire Hall

Community Resources

Introduction

For the purposes of this plan, a community resource is broadly defined as any program, service, or infrastructure that positively contributes to the Town and Village’s quality of life. Table 14 identifies the most common community resources within Towns and Villages in upstate New York. It also identifies the providers of these services within Riga and Churchville.

Table 14: Common Community Resources and Local Providers

Community Resource	Local Provider
Educational System	School Districts (Churchville-Chili, Byron-Bergen, Caledonia-Mumford, & Wheatland-Chili)
Law Enforcement	New York State Police & Monroe County Sheriff
Fire Protection (volunteer)	Fire Companies (Churchville, Clifton, & Bergen)
Ambulance Service	Monroe Ambulance & Churchville & Bergen Fire Departments
Library	Newman Riga Library (part of the Monroe County Library System)
Water & Sewer Service	Town of Riga, Village of Churchville, Monroe County Water Authority (MCWA)
Highway Operation & Maintenance	Town & Village Department of Public Works (DPW)
Gas & Electric Service	Rochester Gas & Electric, Churchville Municipal Electric, & National Grid
Recreation Programs	Town of Riga
Faith Community	Six Local Churches
Local History	Village Historian & Town Historian
Parks & Recreation	Town of Riga, Village of Churchville, Monroe County Parks Department
Golf Courses	Monroe County Parks & Mill Creek Golf Club

In some larger governments they have a Department of Community Resources led by a Director of Community Resources.

The Town and Village government are fully responsible for only a portion of these activities. The remaining community resources are provided by quasi-governmental agencies, not-for-profit groups, or private entities that may or may not receive assistance from Riga and Churchville. Therefore, it is the responsibility of the entire community to ensure that these resources are able to successfully meet the needs of local residents.

Community Resources

Policy:

It is the policy of the Town and Village to have community resources that provide a high level of service to the local businesses and residents at a reasonable cost. The quality of life within Riga and Churchville is positively impacted by the health and safety benefits provided by the State and County law enforcement, local ambulance service, three fire companies, and public water and sewer service (in certain areas). The community's well being is ensured by the combined efforts of the four school districts, the public library, churches, and local and county park facilities. As the population characteristics change within the Town and Village, it is imperative that the community resources continue to meet the needs of Town and Village residents.

Objectives:

- A. Continue to provide quality delivery of services necessary to ensure the health, safety, and welfare of residents.
- B. Ensure that recreation facilities and programming keeps pace with the needs of local residents.
- C. Capitalize on opportunities to develop multi-use trails and improve connectivity for pedestrians and bicyclists.
- D. Increase the recreational opportunities associated with Black Creek.
- E. Maximize the financial benefits of the Mill Seat Landfill.
- F. Expand the number of volunteers within the community.

Measures:

- 1. Crime rate or number of calls for assistance.
- 2. Number of volunteers on local boards, committees, fire department, etc.
- 3. Annual dollars spent on recreation programs or percentage of local budgets.
- 4. Number of recreation programs that serve all age groups within the community.
- 5. Circulation of library materials.

Community Resources

The results of the town wide survey completed in 2015 indicated that 50% of respondents supported the development of a community center.

A. Continue to provide quality delivery of services necessary to ensure the health, safety, and welfare of residents.

The health, safety, and welfare needs of a community continually change over time for a variety of reasons. It could be the result of an increase in population or a shift in demographics such as an aging population. Sometimes the needs change due to emerging interests such as the growing participation of young people in soccer or the rise in popularity of pickle ball among senior citizens. The Town, Village, and its partners will have to monitor the community's requirements and respond accordingly.

In order to accomplish this the Town and Village must first identify gaps in the existing levels of service that are provided by the community's current resources. There are some very good examples within the community of how this has occurred.

1. The Town established a Citizens Advisory Committee to assist the Recreation Committee in determining the exact need and cost of improvements to the Sanford Road Recreation Facility.
2. The Churchville Fire Department identified a site, completed the design of the new fire hall, and worked with the Town and Village to annex the site into the Village and secure the funding necessary to construct the fire hall that is now operational on Washington Street.
3. The Town successfully designed, funded, and installed additional water mains in order to expand public water service to all parts of the Town.
4. The Town and Village, along with the Towns of Byron and Bergen, completed a feasibility of creating a multi-use trail along the West Shore Rail Right of Way. In addition, a portion of the West Shore Trail has been completed in the Village. (More detail is provided on this project later in this section.)
5. Partner with Monroe County to extend the West Shore Trail into Churchville Park.

In 2015, the Town completed a survey to determine the effectiveness of various community services and to identify any gaps in services. Some of the highlights of the survey include:

- Over 87% of respondents rated fire service and responsiveness good to excellent;
- 78% of respondents felt that the outdoor recreation facilities were good to excellent;
- 68% of respondents rated the sidewalk maintenance as good to excellent; and
- 68% of respondents felt that police response was good to excellent.

It seems that the formal and informal process used by the Town and Village to monitor community resources and implement necessary improvements are effective. However, the Town and Village should continue to look for ways to improve and institutionalize the community resource evaluation process.

Community Resources

Prior to any major expansion of outdoor or indoor recreation facilities, the Town should complete a Recreation Master Plan to evaluate the programming needs of various age groups.

B. Ensure that recreation facilities and programming keeps pace with the needs of local residents.

As the Town and Village grow in population, the amount of land that is available for recreation space should grow as well. Table 15, is an excerpt from the Statewide Comprehensive Outdoor Recreation Plan (SCORP) published by the New York State Office of Parks, Recreation, and Historic Preservation. The Recreational Opportunity Standards can be used as a guideline to determine if there are enough recreational facilities within a community. The Town and Village should use these standards in future planning efforts.

Table 15: Recreational Opportunity Standards*

Facility Type	Minimum Pop. Density	Approx. Size in Acres	Standard Per 1000 Pop.	Comments
Play Lot	2500/sq.mi.	1-2	2 acres	Combined with residential development or school
Pocket Park	2500/sq.mi.	.25-.50	.25 acres	For workers, shoppers, neighborhood residents
Neighborhood Park	2500/sq.mi.	4-7	1 acre	Should contain passive & active play areas
Field Games (soccer, etc.)	NA	NA	3 acres	May be provided through use of school facilities
Tennis Courts**	NA	NA	.5 courts	May be provided through use of school facilities
Basketball Courts**	NA	NA	.5 courts	May be provided through use of school facilities

**Partially derived from National Recreation and Parks Association*

***Can be lighted, used for ice skating in winter months*

The Town and Village is fortunate to have an abundance of outdoor recreational facilities due to the combination of Town and Village Parks, the West Shore Trail, the Sprucewood Nature Center, the Churchville Park and Golf Course, and the Mill Creek Golf Club. The local elementary, middle, and high schools provide additional recreation facilities. In addition, the Northampton Park in Ogden and Black Creek Park in Chili add to the collection of nearby outdoor recreational opportunities available to Town and Village residents. There has been a need expressed within the community for additional athletic fields. The Town is currently reviewing the need and costs of these facilities.

By comparison, the Town and Village do not have an abundant supply of indoor recreation facilities. The community currently is served by the Town and Village Hall, the local faith community, and the various school buildings. However, the desire to have a community center has been expressed during the development of the 2008 Comprehensive Plan as well as the process used to complete the 2017 update. It is envisioned that a community center could house additional programs for all age groups, but a larger number geared to the local senior and youth population. Over the next decade the community should continue to evaluate the potential need for a community center and the options for satisfying these needs.

Community Resources

A growing number of communities are pursuing the development of “complete streets”. According to the NYSDOT, “a Complete Street is a roadway planned and designed to consider the safe, convenient access and mobility of all roadway users of all ages and abilities. This includes pedestrians, bicyclists, public transportation riders, and motorists; it includes children, the elderly, and persons with disabilities. Complete Street roadway design features include sidewalks, lane striping, bicycle lanes, paved shoulders suitable for use by bicyclists, signage, crosswalks, pedestrian control signals, bus pull-outs, curb cuts, raised crosswalks, ramps and traffic calming measures.”

C. Capitalize on opportunities to develop multi-use trails and improve connectivity for pedestrians and bicyclists.

Since the adoption of the 2008 Riga and Churchville Comprehensive Plan the Town and Village have pursued the development of a trail along the former West Shore Railroad Right of Way and along Black Creek. As of the writing of this plan, the Town and Village have:

- Successfully applied for funding through the GTC for two separate feasibility studies;
- Completed the West Shore Trail Feasibility Study in 2008 with the Towns of Riga and Bergen, and the Villages of Churchville and Bergen; and
- Completed the Black Creek Trail Feasibility Study in 2013 with the Towns of Riga and Chili and the Village of Churchville.

The Village of Churchville successfully obtained funding from Monroe County and NYS Parks to construct a portion of West Shore Trail and Trailhead in Churchville. The Village has also established a Walking Trails Committee that is charged with improving opportunities for outdoor recreation and exercise in the community. The Committee has developed a map of walking routes within Churchville and are in the process of implementing the next phase of the West Shore Trail Project. The next phase of the project consists of working cooperatively with the County of Monroe and the Churchville-Chili Central School District to extend the trail through the County Park to Black Creek, to the boat launch, through Sprucewood Nature Center and to Church Lodge and the Ice Skating Rink, over North Main Street, and continue through the cemetery along Black Creek to the dam on Buffalo Road.

In addition to the extension of the West Shore Trail, the Town and Village will continue to look for opportunities to improve the overall connectivity within the community for pedestrians and bicyclists. These include the following:

- Working with Chili to implement the preferred trail alignment that was identified in the Black Creek Trail Feasibility Study.
- Coordinating with NYSDOT to improve the bicycle and pedestrian accommodations on NYS Route 36 over Interstate 490. This is critical to connecting the Village with Sanford Park.
- Coordinating with NYSDOT to improve the bicycle and pedestrian accommodations on NYS Route 33 from the Village to the High School Campus.

The Town and Village may also want to consider adopting a “Complete Streets” policy to better position themselves to provide a multi-modal transportation network on all roadways, regardless of who has jurisdiction over the facility.

West Shore Trail Phase One



The Village completed the first phase of the West Shore Trail in 2012. This phase included the construction of a trailhead, comfort station, signage, and a trail segment that connects Route 33 to Howard Road.

Community Resources

Increasing the recreational opportunities along Black Creek will benefit local residents but also help to implement the “Recreation Destination” strategy described in the Economic Development Section of this plan.

D. Increase the recreational opportunities associated with Black Creek.

Over the past three decades there has been a renewed interests in capitalizing on the recreational opportunities associated with our nation’s waterfronts. Oceans, lakes, rivers, creeks, and canals each offer a number of activities that residents and visitors enjoy. These include water dependent and water enhanced uses. Water dependent uses require the presence of water in order to conduct the activity; examples include boating (motorized, sail, or hand powered) and fishing. Water enhanced uses could be conducted anywhere but are more desirable when located adjacent to a water body; examples include trails and promenades, picnic areas, and restaurants.

Riga and Churchville are fortunate to have Black Creek; a water body of sufficient size and natural beauty to offer water dependent and water enhanced recreational opportunities. Black Creek flows west to east and enters the Town in the northwest quadrant and exits in the southeast quadrant. The creek’s flow is restricted by a dam adjacent to the central business district (CBD). As the pictures to the right show, the dam has allowed the water level to rise and create a deeper and wider water body that is slow moving north and west of the CBD. South of the CBD Black Creek is much more modest in size and flow.

Black Creek is the centerpiece of the Churchville County Park facility. The park has a boat launch, a fishing area, skating rink as well as picnic areas and pavilions along the water’s edge. The Town and Village should develop additional recreational opportunities that compliment, not duplicate those that existing resources in the County Park and are consistent with the Monroe County Parks Master Plan.

In 2016, New York State designated Black Creek as an inland waterway. This designation enables municipalities that are situated along Black Creek to participate in the State’s Coastal Management Program (CMP). Participation is voluntary and consists of preparing and adopting a Local Waterfront Revitalization Program (LWRP) or Strategy (LWRS). Once an adopted LWRP or LWRS is in place, communities can access funding to assist with a wide ranges of projects or programs to enhance their waterfront, including but not limited to improving public access, expanding recreation facilities, fostering economic development, and conserving the natural environment. As a first step, the Town and Village should consider applying for funding to compete their own LWRP or LWRS as part of the 2017 Consolidated Funding Application. To learn more about the CMP visit <http://www.dos.ny.gov/opd/programs/lwrp.html>.

Black Creek north of the dam



Black Creek south of the dam



Community Resources

The Town currently receives approximately \$2 million dollars per year as part of its host community benefit package from Monroe County for the life of the Mill Seat Landfill.

E. Maximize the financial benefits of the Mill Seat Landfill.

The Mill Seat Landfill is located in the southwest corner of the Town of Riga and was opened in 1993. It is operated by Waste Management. The landfill's footprint occupies approximately 95 acres of the 615 acre site. The approved design capacity is 1,945 tons per day. The life of the current facility is expected to last until the year 2018. However, a proposal to expand the current footprint from 95 to 213 acres is currently undergoing the environmental review process. The Mill Seat Landfill has a history of being a good neighbor. According to the Waste Management website, "Each year the Mill Seat Landfill opens its doors to neighbors for annual Scout Day and Open House events. The Mill Seat Renewable Energy Facility creates enough power for over 6,000 homes each year through an onsite facility that turns landfill gas into clean energy. Our team at Mill Seat Landfill works year-round to provide value to the community and improve the quality of life for all residents."

As part of the current host community benefit package, Riga receives approximately \$2 million dollars annually from Monroe County for the life of the landfill. Since 1993, the Town has utilized these revenues for a variety of purposes including the development of the Sanford Road Recreation Facility, renovation of the Cobblestone Building, the construction of the Town Hall and Court Building, the purchase of fire equipment, and expanded the limits of public water service. In addition, the Town has established capital reserve and tax stabilization funds. As a result of increased revenues combined with the lack of short and long term debt, the Town does not levy any property taxes.

In order to broaden the financial benefits of the landfill, the Town successfully petitioned the New York State Legislature for Home Rule Legislation in 2008 and again in 2015. This legislation allows Riga to utilize the revenues from the landfill for capital improvements or equipment related to the Town's public water supply system, highway network, drainage facilities, or fire protection needs.

Over the next decade, the Town should continue to use the funds received from the land fill to leverage additional funding for the community from outside sources. For example, Riga can use a portion of the County payments as the local financial match for State and Federal grant programs. The projects and programs that these grants help to fund may have a lifespan that will outlive the landfill itself.

Mill Seat Open House



On July 18, 2016, Waste Management hosted a community open house at the Mill Seat Landfill in as part of its ongoing outreach to the community. This event consisted of food, games, and tours of the site.

Community Resources

To learn more about our emergency services or to become a volunteer for the Churchville Fire Department or Ambulance please visit our website at <http://www.churchvillefiredept.org>.

F. Expand the number of volunteers within the community.

Community organizations are struggling to maintain the membership levels necessary to meet their operational needs. As smaller percentages of the local population are volunteering. According to the US News & World Report, "Volunteering in the US hit a new low last year, according to the Labor Department. As of September 2013, 25.4 percent of all Americans 16 and older had volunteered with an organization at least once in the prior year, according to a new report from the Bureau of Labor Statistics. This is the lowest rate of volunteering the annual report has found since it was first conducted in 2002."

In areas of the country that are experiencing a rapid increase in population such as the southeast and southwest, the smaller percentage of volunteers is offset by the sheer numbers of new residents moving into the community. In the northeast, the smaller percentage of volunteers is combined with little or no population growth and is resulting in a significant loss of volunteer resources in communities similar to Riga and Churchville.

In order to ensure that the staffing levels of existing community resources are adequate, the Town, Village, and local service providers will have to actively recruit new volunteers into the various organizations on an ongoing basis. The community should have a recruitment strategy that includes:

- Educating potential volunteers on the mission and importance of the various local community organizations. A public outreach program within the community must be developed and maintained. This campaign should include schools and universities.
- Asking for volunteers. This should be a combination of an ongoing recruitment effort as well as more focused membership drives.
- Providing an orientation packet so volunteers can learn more about the organizations.
- Maintaining a volunteer database. Every volunteer should be entered into a database in order to facilitate matching a volunteer with an appropriate activity.
- Having jobs ready for volunteers to do. If volunteers are not called upon in a timely manner, it sends the message that the organization does not really need or is ready for any assistance.
- Recognizing volunteers for service.

In order to maximize resources, consideration should be given to having a single point of first contact for all community organizations; perhaps a welcome packet for new residents that identifies volunteer opportunities or an annual recruitment day.

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Ribbon cutting ceremony for Wilkins RV

Economic Development

Introduction

Economic development is critical to the health of any community. However, it is even more critical to communities that are experiencing a growth in residential development such as Riga and Churchville. As previously discussed in the Community Profile section of this plan, residential uses generally serve as a drain on local resources and contribute to higher tax burdens. In order to off-set this phenomenon, communities must pursue commercial and industrial development that will positively contribute to the local tax base and also employ local residents.

According to the Brookings Institute, “On a per capita basis, the Rochester metro is among the top 30 major metropolitan exporting regions in the country. New York State ranked fourth in 2015 among top exporting states, behind only Texas, California and Washington. The Greater Rochester, NY region accounts for 5.8% of all New York State exports, making it the second largest exporting region in the state after New York City.”

According to *A Primer on Economic Development Strategies* published by the Washington State Department of Community Trade and Economic Development, “active citizens can directly shape the economy, and the community will benefit in numerous ways:

Increased Tax Base	Additional revenue to support, maintain, and improve local services such as roads, parks, libraries, and emergency medical services.
Job Development	To provide better wages, benefits, and opportunities for advancement.
Business Retention	Businesses that feel appreciated by the community and, in turn, feel as if they are contributing to the economy will stay in town.
Economic Diversification	Helps expand the economy and reduces a community's vulnerability to a single type of business.
Self-sufficiency	Public services would be less dependent on County, State, and Federal aid that may change with each election.
Quality of Life	More local tax dollars and jobs raise the economic tide for the community, which generally increases the overall standard of living of the residents.
Recognition of Local Products	Oftentimes, successful economic development will occur when locally produced goods are consumed to a greater degree in the local market.

“Membership on local economic development boards or committees—indeed, their very existence—is testimony to the belief that people can and do make a difference when they actively participate in shaping local economies.”

The Town and Village do not have the human and financial resources necessary to effectively implement an economic development strategy. In order to overcome this, they will need to continue to work closely with local, regional, State, and Federal organizations. The Monroe County web site (www.monroecounty.gov/business-index.php) has a comprehensive list of organizations and programs that should be included as part of Riga’s and Churchville’s economic development strategy.

Economic Development

Policy:

It is the policy of the Town and Village that the opportunities for rewarding economic development within the community will continue to grow. Priority will be placed upon growing existing businesses first, establishing new companies run by local entrepreneurs second, and finally, recruiting investors and operators from outside the community. Riga and Churchville recognize that the downtown area should continue to be known for its mix of uses that serve the local residents and tourists. Meanwhile, the two interchange areas and the land surrounding the Mill Seat Landfill are appropriate for regional uses that can capitalize on the convenient access to Interstate 490, the Thruway, and the large numbers of vehicles traveling on them.

Objectives:

- A. Increase the number of local jobs available.
- B. Ensure that there is adequate infrastructure in place to accommodate new and existing commercial and industrial operations.
- C. Promote local assets and events to increase tourism and create a "Recreation Destination".
- D. Emphasize the 490 interchange as the preferred location for regional commercial and industrial uses.
- E. Place local business activity and "niche" retail within the downtown area.
- F. Increase the utilization of the area around the landfill for complementary business operations.
- G. Develop an outreach campaign to identify and solicit new businesses that are consistent with our community objectives.

Measures:

- 1. Number of new businesses established.
- 2. Percentage of local residents working within the community.
- 3. Total assessed value of the Town and Village.
- 4. Median household income.

Economic Development

The mission of the Greater Churchville-Riga Chamber of Commerce is “to pursue opportunities for the growth and the benefit of our community, as well as creating a healthy, vibrant place to live and work or operate a business”

A. Increase the number of local jobs available.

The Town and Village should place a premium on growing the number of jobs available within the community. More specifically, the emphasis should be on higher paying jobs typically associated with industrial operations or professional services. Minimum wage positions (usually associated with the retail sector), while important to provide entry level employment, should not constitute the majority of jobs created within the community.

In order to achieve this objective, the community must facilitate the expansion of existing businesses as well as the recruitment of new businesses. The Town and Village should undertake some simple steps to help lay the ground work for economic development. The Town and Village may wish to conduct a market study to determine the spending patterns of the local residents and to identify any leakages that might be able to be recaptured by an existing or new, local business. The results of the market study should be reconciled with the “wish list” of goods and services that residents identified in the community survey. This information would serve to provide an informed “next step” by enabling the community to target their efforts as well as the efforts of other economic development organizations such as the Greater Churchville-Riga Chamber of Commerce, the County of Monroe Industrial Development Agency (COMIDA), the Greater Rochester Enterprise (GRE), and Rural Opportunities Incorporated (ROI).

The Town and Village fully support the ongoing work of the Greater Churchville-Riga Chamber of Commerce and recognize that it will play a key role in shaping the local economy. Over the next decade, the Chamber will continue to take the lead in fostering economic development and expanding employment opportunities within the community. The Chamber is encouraged to work closely with the Town and Village Board, the various advisory boards, and the municipal staff to identify any deficiencies that may be inhibiting the growth of local businesses. These deficiencies may include a wide range of issues such as inadequate infrastructure or out of date zoning regulations. For more information of the Chamber please visit their website at: <http://www.churchvillechamber.org>.

Economic Development

Riga and Churchville must ensure that the necessary infrastructure is not only in place but maintained in a business friendly manner.

B. Ensure that there is adequate infrastructure in place to accommodate new and existing commercial and industrial operations.

The first step to achieving a successful economic development policy is to ensure that adequate infrastructure is in place to meet the needs of industrial and commercial operations. Over time, the systems required by businesses have grown to include transportation, water, sewer, electrical, and telecommunication. The jurisdiction of these systems are as follows:

- Transportation - New York State Department of Transportation (DOT), Monroe County DOT, Town, and Village.
- Water - Monroe County Water Authority.
- Sewer - Monroe County and the Village of Churchville.
- Electrical - Rochester Gas Electric New York State Energy Group, National Grid, and the Village of Churchville.
- Telecommunications - Frontier, Time Warner, Dish Network.

As the above list indicates, there are a number of companies and governmental agencies that oversee the ongoing development and maintenance of Riga's and Churchville's infrastructure. The Town and Village should actively engage these organizations in helping to achieve this objective. For example, Monroe County and the NYSDOT identify upcoming projects to be completed over a five year time period. This document is referred to as the Monroe County Capital Improvement Program (CIP) and the NYSDOT Transportation Improvement Program (TIP). Monroe County updates its CIP on an annual basis. The current CIP for 2016 to 2021 was adopted by the County Legislature on July 14, 2015, and has a total program amount of \$446,698,000. NYSDOT is currently operating under its 2017-2020 TIP and completes an update of the TIP every two years. The total budget for the TIP is approximately \$310,000,000.

On a local level, the Village should continue to incorporate capital improvement planning as part of its regular operations. This includes setting aside financial resources into reserve accounts in order to help fund necessary projects in the future. The use of reserve accounts combined with municipal bonds constitute the two most common mechanisms for funding capital projects. By comparison, the Town has an adequate reserve fund balance due to its host benefit agreement with Monroe County for the Mill Seat Landfill.

Economic Development

C. Promote local assets and events to increase tourism and create a “Recreation Destination”.

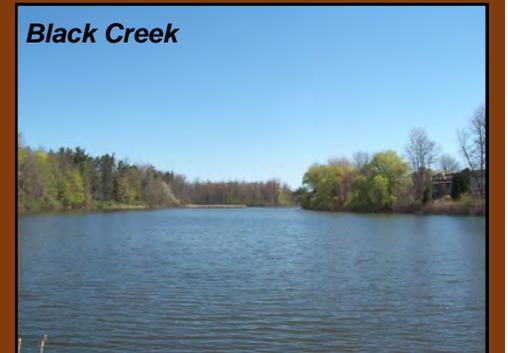
Much of the expansion and location of larger businesses and industries occurs at the county level (as discussed in the subsequent objectives). However, the Town and Village are in a position to capitalize on the stream of visitors that patronize the recreation facilities located in Riga and Churchville through local economic development efforts.

Tourism is the world’s largest industry, and over the past two decades, it has become more and more specialized. For example, there is eco-tourism, historical tourism, and tourism based on wine and beer tasting. Unfortunately, the central business district does not have the quantity of historic buildings nor a large enough retail segment to serve as a tourist destination. However, the Churchville Golf Course, County Park and Black Creek attract a large number of visitors from across the region and the state for recreation. Additional attractions, such as the development of multi-use trails and increased public access to Black Creek would only add to the strength of this strategy.

At present, the scope of this strategy would be limited to day trips due to the lack of overnight lodging in the community. As the need for lodging grows, the wealth of large Victorian style homes in the Village could serve as bed and breakfast operations on a full time or seasonal basis. A review of the Village Zoning Code may be necessary to ensure that bed and breakfasts can be accommodated in a manner that will not negatively impact existing residential neighborhoods.

In order to initiate this effort, the Town and Village should work closely with the County to identify peak activity periods and, ideally, a predictable stream of visitors such as week night leagues at the golf course. Once the magnitude and nature (golfers, park visitors, men, woman, etc.) of the visitors are known, a promotional outreach effort should be undertaken to draw visitors from the recreation areas to other businesses in the Town and Village. For example, the local restaurants could advertise and offer discounted meals to patrons of the golf course. In addition, an annual event such as a triathlon, which consists of running, biking, and kayaking could be used to attract outdoor enthusiasts to the area for the first time in hopes that they return on their own during the rest of the year. Finally, the Town and Village may want to consider a joint marketing campaign consisting of a logo or slogan as well as a list of activities advertised in publications such as City Magazine, the Insider, or the living section of the Democrat and Chronicle.

Recreational opportunities associated with Black Creek include canoeing, kayaking, fishing, and bird watching.”



Economic Development

The Town and Village should develop minimum design standards for the interchange areas to ensure that new development is visually appealing.

D. Emphasize the I-490 interchanges as the preferred location for regional commercial and industrial uses.

The Town of Riga has two interchanges that serve to provide access to I-490 from NYS Route 33 (near Bergen) and NYS Route 36 (adjacent to the Village of Churchville). The land area surrounding these interchanges is highly desirable to commercial and industrial operators. Commercial uses locating at the interchange areas can capitalize the large number of potential customers that pass through these thoroughfares on a daily basis. Industrial facilities can also benefit from the convenient access that the highway system provides for potential employees as well as for truck deliveries to and from the site.

As indicated on the future land use map, interchange #3 at NYS Route 36 is intended primarily for regional commercial uses. These uses should not conflict with uses within the central business district. In addition, consideration should be given to establishing a maximum building footprint with the Village Center District in order to limit medium and big box development in the downtown area. Interchange #2 at NYS Route 33 should provide access to the proposed industrial land to the south near the Mill Seat Landfill. In addition, a commercial node should be created immediately adjacent to the interchange. In the words of one committee member, “if a big box store were to come to Riga, it should go here so as not to degrade the entrance into the Village.” Although both interchanges will allow an auto-oriented development pattern, the Town and Village should strive to avoid the highway “strip” style of development along Routes 33 and 36.

E. Place local business activity and “niche” retail within the downtown area.

The CBD should be the primary area for smaller scale businesses that serve the local population and provide unique shopping opportunities that attract visitors from outside the region. Ideally, the commercial uses in the downtown area are the type that benefit from foot traffic and promote window shopping. In 2007, the Village adopted the Village Center Zoning District (VCD). The purpose of this District is to, “provide standards for the development of Churchville’s Village Center District in such a way that it will, over time, evolve into a compact, walkable, mixed-use district with a high quality public realm. The interface of private building frontages with public thoroughfares shapes the public realm and is a major factor in making streets walkable. This article establishes design criteria that address critical aspects of the design of such frontages to ensure that the purpose of this district is achieved.” The permitted uses in the VCD include but are not limited to a mix of civic uses, offices, multi-family residential buildings, lodging, restaurants, and retail operations. These uses are appropriate for the downtown area. Now that the proper zoning is in place, the Village should use the Recreation Destination strategy as the basis for targeting new businesses for the CBD that are unique versus appealing to national chains.

Economic Development

“In the five year span from 2007 to 2012, the number of US farms catering to city folk went up 42 percent, bringing in more than \$700 million, according to the latest Census of Agriculture. Since 2007, the amount of money brought in under agri-tourism rose by 24 percent.”

~ Harvest Public Media

F. Increase the utilization of the area around the landfill for complimentary business operations.

As of the writing of this plan, COMIDA owns seven parcels that abut the Mill Seat Landfill. Due to these parcel's close proximity to I-490 combined with the presence of public water and sewer installed as part of the landfill's initial construction. The County has indicated that there may be a market for uses that can capitalize on the needs and products of the landfill. Regardless of the use, the County should place a premium on uses that create new jobs, increase the tax base, and are consistent with the Town's vision and objectives.

G. Develop an outreach campaign to identify and solicit new businesses.

It is likely that the County will actively pursue new businesses to locate in the area adjacent to the landfill and the I-490 interchange. However, it is up to the Town and Village to solicit new businesses for the remainder of the community. In order to be successful, Riga and Churchville must work cooperatively with other economic development agencies operating within the region. These include Monroe County, COMIDA, ROI, and the Cornell Cooperative Extension.

Given the Town's rural heritage and the number of farms currently operating in Riga, the Town should be supportive of tourist opportunities that are related to agriculture (aka Agri-tourism). According to Harvest Public Media, "Agri-tourism has been around in some form for decades. Wine tours, pick-your-own-fruit orchards and hay rack rides are so-called "agri-tainment" staples in rural areas across the country. But with interest in food and farms growing, so too has the demand for a more authentic farm experience, and some farmers have been ready to capitalize." In order to capitalize on this trend, the Cornell Cooperative Extension hired a tourism specialist in 2016. The Town should work with this person to identify agri-tourism opportunities within the community.

Once the recreation and agricultural opportunities have been identified, the Town and Village should develop a modest promotional campaign to target specific groups such as outdoor enthusiasts and the farming community. Some natural outlets include the existing users of the golf course and County Park. As the marketing efforts grow, the community should consider trade magazines, web sites, and conferences.



View of Black Creek looking north

Natural Resources

Introduction

A community’s natural resources consist of its air, soil, and water resources. The presence and quality of a community’s natural resources have a direct impact on the quality of life enjoyed by its residents. In areas with active farming operations, there is the added economic benefit of ensuring the local soil and water resources can continue to support agriculture.

Table 17: Natural Resources Present in Riga & Churchville (Source: 1988 Comprehensive Plan)

	<u>Total Acres</u>	<u>% of Total Land Area</u>
Floodplains	1,160	5%
Wetlands	2,178	10%
Woodlots	2,940	14%
Steep Slopes	392	2%
Town of Riga (including Village)	21,780	100%

A community’s natural resources are also referred to as “green” infrastructure. Roads, utilities, and buildings are referred to as “gray” infrastructure.

According to Table 17, the Town of Riga has approximately 1,160 acres of land within a designated floodplain. (A significant portion of the floodplain is associated with Black Creek.) In addition, a review of the soil types within the town indicates that over 3,300 acres or 15% of the Town is in a floodplain or wetland. Although it has not been formally documented, the stormwater drainage problems within Riga seem to be worsening. This may be attributed to the fact that historically, local farmers maintained the drainage facilities (swales, culverts, etc.) as part of their regular activities. As the older farmers continue to retire and sell their land, their knowledge of the need and proper techniques to maintain these facilities is being lost. As a result, the new property owners are not aware of their role in ensuring these facilities are functioning properly.

This policy area will identify objectives that the Town and Village can undertake independently and in partnership with other agencies to ensure the quality of the community’s natural resources.

Natural Resources

Policy:

It is the policy of the Town and Village to be a community that preserves and enhances the quality of its natural resources. Sound development practices, proper zoning guidelines, and community stewardship should be employed in a sustainable manner that reduces or eliminates the degradation of these resources. In particular, special attention should be paid to the protection of Black Creek due to its environmental, aesthetic, and recreational value.

Objectives:

- A. Protect the community's natural resources.
- B. Ensure that future development activities protect and sustain our environment.
- C. Reduce, reuse, and recycle appropriate materials.
- D. Identify contaminated sites.
- E. Focus stewardship efforts on the health of Black Creek.
- F. Develop a strategy to address the increasing drainage problems.

Measures:

- 1. Volume of materials recycled each year.
- 2. Water quality of Black Creek.
- 3. Number of contaminated sites cleaned.
- 4. Number of construction permits issued within environmentally sensitive areas.

Natural Resources

When asked, “Which of the following types of areas should the Town/Village place the most emphasis upon when protecting it from development?” The number one response from local residents was wildlife corridors.

A. Protect the community’s natural resources.

Over the past two decades it has become more apparent that planning and regulatory actions which focused solely on individual sites or small areas were not effective in preserving the larger ecosystems they were trying to protect. In order to avoid the pitfalls of the past, the Town and Village should use a systems approach to protecting their natural resources. The first step in implementing this approach is to understand and acknowledge that environmental resources such as watersheds, animal habitats, and woodlots are best managed on a system wide basis. Once the needs of the system have been identified, the Town and Village have the responsibility to ensure that their local actions will help to meet those needs. A prime example of this is the Black Creek Watershed. The Genesee Finger Lakes Regional Planning Council has helped to identify the needs of the entire watershed and has developed recommendations that can be implemented on the local level.

In order to achieve the Natural Resource Policy Statement (on page 61) articulated in this plan, the Town and Village may consider expanding upon the following efforts:

- Natural Resource Inventory (NRI) - The Town and Village should work cooperatively to develop an NRI that identifies the location and character of the local environmental resources. The maps contained in the appendix of this plan can be used as a starting point for the NRI. Much of the information required for this has already been collected by local and state agencies. The data for Riga and Churchville should be compiled into a single resource to facilitate an assessment of the information.
- Natural Resource Assessment (NRA) - Once the NRI is completed, an evaluation of the state of the Town’s and Village’s environmental resources and a prioritized list of critical issues should be created. Once this list is established, the community can begin to craft an informed set of actions.
- Environmental Protection Overlay Districts (EPOD) - The Town may want to augment these districts by including design guidelines that will help to protect local environmental resources in a manner that reflects the rural character of the Town and the more urban character of the Village.
- Stormwater Management Plan (SMP) - Drainage has been identified as a key issue facing the Town and Village. A SMP would identify the areas affected and outline the techniques necessary to address the drainage problems.
- Ongoing education and training - Elected officials and advisory board members should receive ongoing training in the tools and techniques available to them in order to protect the Town’s and Village’s natural resources.

It should be noted that the Town already has several tools in place to help achieve this objective. The Town has a Conservation Board to advise the Planning Board of the potential environmental impact of new developments. The Town Code has EPOD’s, provides for buffering requirements, empowers the Planning Board to use conservation easements, and enables developers to create a planned residential development district. To augment the code requirements, it is recommended that the Town and Village develop a joint Best Practices Manual that illustrates the community’s preferences towards natural resource protection.

Natural Resources

The Town and Village should adopt landscaping standards that require developers to use appropriate plant species as well as specifying the size and number of plants needed.

B. Ensure that future development activities protect and sustain our environment.

The most effective means of achieving this objective is to have the proper regulations in place combined with an effective development review process. A review of the Town Zoning Code indicates that there are EPOD's as well as a Floodplain Overlay District (FOD) in effect at the present time. These districts provide the legal foundation necessary to protect the natural environment from poor development practices. It is recommended that these districts be mapped and made readily available to developers.

There is a vast array of best management practices available to developers in order to ensure that a community's natural resources are not harmed by construction activities. The Town and Village may want to identify the best practices that are desirable in Riga and Churchville (see opposite page). These techniques can be tailored to enhance the more urban environment of the Village and the more rural character of the Town. It should be noted that too many developers utilize a cookie cutter approach to site development regardless of the type of use or its location. The end result is typically a generic, "suburban" appearance that can be seen across Monroe County.

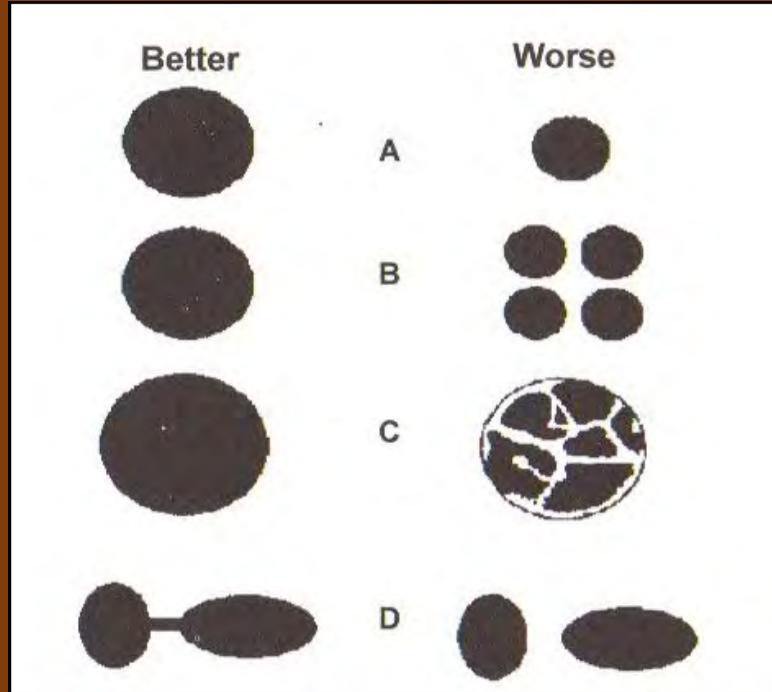
For example, Dr. Nina Bassuk from the Urban Horticulture Institute at Cornell University has developed a comprehensive workbook to serve as a guide for anyone interested in choosing appropriate plant material. The workbook includes techniques that could assist the Planning Boards in site assessment and selecting underutilized trees along with varieties that are salt tolerant, will do well on wet sites, or other stressed areas in our region. The entire book can be downloaded at: <http://www.hort.cornell.edu/uhi/outreach/recurbtrees/pdfs/~recurbtrees.pdf>.

In order to ensure an effective site plan review process, the Town and Village should continue to:

- Utilize the New York State Environmental Quality Review (SEQR) procedures;
- Provide training to the various advisory boards on to how create more urban and rural style developments while protecting the environment; and
- Work closely with other concerned organizations such as the Monroe County Environmental Management Council (EMC), the NYS Department of Environmental Conservation (DEC), and the National Resource Conservation Services (NRCS).

Best Practices in Natural Resource Protection

Habitat Preservation



Animals require large amounts of contiguous land areas in order to survive. As shown in the above graphic, habitat should be one large area in lieu of smaller, fragmented pieces. If a larger area is not possible, smaller areas should be interconnected with natural corridors (letter D) to allow for the natural migration patterns of various species. (Source: *Best Development Practices* by Reid Ewing.)

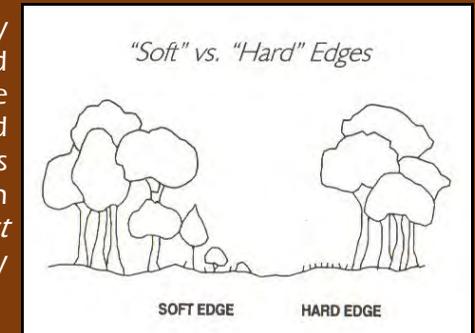
Stormwater Detention

The top image illustrates a detention pond that has been constructed to appear more natural and has been planted with appropriate vegetation. The bottom image shows a pond that is obviously man-made due to its shape and stark perimeter treatment.



Perimeter Treatments

In order to adequately preserve woodlots and other vegetated areas, the Town's EPO Districts should require that the perimeters provide a natural transition or "soft edge". (Source: *Best Development Practices* by Reid Ewing.)



Natural Resources

The Monroe County recycling facility receives approximately 175 tons of curbside recyclable material each day.

C. Reduce, reuse, and recycle appropriate materials.

In 1991, Monroe County passed the Monroe County Solid Waste Reuse and Recycling Law. This law made recycling mandatory for all residents, businesses, and institutions located within the County. As a result of this law and promotional efforts (shown to the right), the county recycling facility receives approximately 175 tons of curbside recyclable material each day.

The Town and Village should continue to build upon their existing recycling efforts in order to highlight the importance of recycling and reducing the amount of material sent to the landfill. In the short term, the Town and Village newsletters and websites could include a “tip” on a semi-regular basis to help achieve this objective, such as updating residents on the list of approved recyclables or to contact the Consumer Credit Reporting Industry to reduce the amount of junk mail that a household receives. Over time, Riga and Churchville could strive to serve as a model community for promoting the recycling of computers and other items with heavy metals. These actions would reduce the amount of material that needs to be disposed of.

D. Identify contaminated sites.

According to the NYSDEC’s Toxic Inventory Report, the only known brownfield site in the community is the former Luster Coate facility located in the Village along Black Creek. (It should be noted that there is currently a re-development proposal for this area that includes cleaning the site and constructing a medium density housing project.) The Town and Village should be proactive in working with property owners and the NYSDEC to remediate the sites once they have been identified. Common activities that result in ground and water contamination include: older auto repair operations; dry cleaning businesses; and chemical production, storage, or waste facilities that have been in operation for more than two decades.



Natural Resources

Black Creek is one of the primary components to successfully implementing the “Recreation Destination” tourism strategy.

E. Focus stewardship efforts on the health of Black Creek and its watershed.

Black Creek begins in the Town of Bethany in Genesee County and terminates at its juncture with the Genesee River in the Town of Chili in Monroe County. The overall length of Black Creek is 46 miles long, and its watershed encompasses approximately 128,358 acres within 14 towns. According to the most recent census, there are a total of 35,030 people living within the watershed; 5,254 of these people reside in Riga.

Black Creek, along with its watershed, is the predominant natural resource within the community. As a result, the health of Black Creek is critical to the overall well-being of the community due to its environmental, recreational, and economic value.

- Environmental - Black Creek, and its tributaries serve as the primary removal system of storm water run-off within the Town and Village. In addition, they serve as a habitat for aquatic species and as a source of drinking water for terrestrial species.
- Recreational - The Creek is the focal point of Churchville Park and is frequently used by kayakers and canoeists from across the region. It should be noted that natural resources that are used for recreation create a greater appreciation of the resource itself among users and residents.
- Economic - The Creek’s ability to effectively accommodate the storm water run-off is critical to ensuring that land within the Town can be farmed. In addition, the tourists that the Creek attracts bring in dollars to the local businesses.

The Black Creek Watershed Coalition (BCWC) is a group of volunteers that have come together in order to protect Black Creek and its watershed. The Coalition completed a State of the Basin Report in 2003. According to the executive summary of that document, “water quality risks include point sources discharges, agricultural sources of pollution and non-point sources from developed areas. Water quantity risks are associated with flooding and low flow conditions; it is recognized that water quantity issues may have relevance to water quality issues.” The BCWC is currently working with the Genesee Finger Lakes Regional Planning Council in order to implement a variety of strategies and projects within the watershed. The Town and Village should work closely with the Coalition in order to protect the creek and its watershed. The BCWC’s web site can be viewed at www.blackcreekwatershed.org.

F. Develop a strategy to address the increasing drainage problems.

Since the Town and Village were founded, it was common practice for local farmers to maintain the drainage facilities in order to keep their fields dry. As farmland changes hands and is developed for other uses, this regular maintenance has not been completed in some areas of the Town. As a result, stormwater management has become a growing problem. The Town may wish to develop a SMP in the near future in order to benefit from the knowledge of drainage that exists in the farming community. Once the farmers who have worked the land over the past several decades are retired and no longer living in the area, a valuable resource will be lost.



Churchville's downtown area

Downtown

Introduction

Over the past five decades the role of traditional downtown areas has changed dramatically. Up until the 1960's, downtowns were the civic, social, and cultural centers of our communities. As development patterns embraced the automobile, many of the uses that were typically associated with downtown or the CBD began to relocate to outlying areas with convenient highway access and parcels of land large enough to accommodate surface parking lots. Public uses began to follow suit (such as US Post Offices). This resulted in increasing vacancy rates within downtown areas. In order to combat this trend, government organizations such as the Urban Renewal Agency in the 1960's and 1970's began tearing down older, multi-story buildings in order to place new one-story buildings with large amounts of off street parking along Main Street. This had disastrous effects that can still be seen in communities across upstate New York such as Newark and Batavia. As a result, throughout the 1970's and 1980's, most downtowns struggled to attract businesses and activity.

During the 1990's a shift occurred in the global economy. Historically, workers followed jobs and then found a place to live nearby. The new paradigm is to select a place to live based on the lifestyle that it offers and then find a job. A key element in that lifestyle is a thriving downtown area. Communities that focused on downtown revitalization throughout the 1980's suddenly had a competitive advantage over those that sat idly by and let their Main Street districts deteriorate. This policy area is intended to help Churchville create a vibrant downtown area by enhancing the appearance of the district and increasing the level of activity within it.

“Millennials are not only the largest generation in US and world history, they’re on the cusp of commanding the largest wallet power as well. It’s estimated they’ll be spending \$200 billion annually by 2017 and \$10 trillion over their lifetimes as consumers, in the US alone.”

~ *Forbes Magazine*

Attracting Millennials

Millennials are generally defined as the generation born between the year 1980 and 2000. According to Katherine Shaver, “millennials remain steadfast in their preference for an urban lifestyle. While 83 percent said they own a car, many said they preferred walkable communities, different options for getting around and easy access to shopping and entertainment.” Cities and Upstate New York Villages have an opportunity to attract millennials due to their traditional development pattern with residential living options in close proximity to a mixed use downtown. However, to be successful, communities must ensure public and private investment in the downtown area preserves its historic structures, enhances its appeal to local businesses, and is easily accessible by foot or bicycle.



Downtown

"When I go and visit a place I first look at the community's downtown and its public school system," said Mac Holladay, a noted southern site consultant and president of Atlanta-based Market Street Services. We asked Mac the importance of a vibrant downtown business district for site searching companies. "Communities that are serious about the future have invested in their downtowns and their public schools," Holladay said. "To me, those two factors are more important than anything else."

Policy:

It is the policy of the Town and Village to have an attractive and vital downtown area which offers residents and visitors a variety of services, shopping opportunities, civic uses, job opportunities, and unique housing options. The Village recognizes that the success of the downtown area is dependent on safe access for pedestrians and motorists, visually appealing storefronts, and comfortable public spaces.

Objectives:

- A. Maintain downtown area as a mixed use district.
- B. Improve the appearance of the downtown area.
- C. Restrict the demolition of traditional building stock.
- D. Locate civic and social uses within the downtown area.
- E. Increase the number of people living downtown.
- F. Develop a more pedestrian friendly downtown area.
- G. Organize a marketing and promotional campaign for downtown merchants.
- H. Ensure that new commercial uses and community events in the Town and Village complement existing downtown activity.

Measures:

- 1. Occupancy of downtown space.
- 2. Number of façade improvements.
- 3. Number of promotional materials distributed.
- 4. Number of residents living downtown.
- 5. Pedestrian enhancements placed within downtown.
- 6. Involvement and implementation of the charrette process and its recommendations.

Downtown

A. Maintain downtown area as a mixed use district.

Historically, downtown areas consisted of a wide range of land uses. Retail activity was located on the first floor allowing patrons to window shop and providing easy access for delivery vehicles. The second floor was generally reserved for office uses that did not require large window displays to sell their services. The upper floors were used for apartments in which people lived.

Over time the mixed use nature of our downtown areas has been diminished. This can be attributed to a number of factors including:

- Local zoning that restricts mixing uses or prohibits residential uses within downtown or on upper floors;
- The previous NYS Building Code made it costly to renovate older buildings; and
- A lack of handicapped accessibility marginalized the upper floors for office uses because people with mobility limitations could not easily access the second story services.

Fortunately, strides have been made to resolve some of these impediments. In 2002, NYS adopted the International Building Code which has facilitated the rehabilitation of older buildings throughout the state. Issues of handicap accessibility still remain, but creative solutions have been found. For example, a series of buildings along Corning's Market Street are served by a single elevator added to the rear of the structures. This solution provides access to multiple businesses and residences with a single investment that was paid for by multiple property owners. Finally, communities are modifying the single use zoning that became commonplace during the 1960's and 1970's in order to accommodate a wider variety of uses within downtown.

According to the Land Use Workshop conducted as part of the previous comprehensive planning process, the downtown area is generally defined by the commercial district that is situated on both sides of NYS Route 36 beginning just south of the railroad tracks and ending just north of the two gas stations located at the intersection of Route 33. The eastern boundary is Black Creek and the western boundary is generally the rear parcel lines of the properties fronting Route 36. This area is illustrated on the Future Land Use Map. In July of 2007, Churchville adopted the Village Center District (VCD) Zoning District. The creation of the VCD was based upon the recommendations of the Village's Vision Plan as well as input received during the formulation of the 2008 Comprehensive Plan. Permitted uses in the VCD include an appropriate blend of residential, lodging, office, retail, and civic uses.

Downtown

One of the goals for the downtown area identified during the charrette, is to “develop a business district character and theme that reflects village Identity.”

B. Improve the appearance of the downtown area.

In order to create a vibrant downtown area, its overall appearance must be visually appealing. This applies not only to the building facades but to the transportation system and public spaces as well. In order to help accomplish this, the Village has completed a Vision Plan with the assistance of the Rochester Regional Community Design Center (RRCDC). As previously stated, the Village has modified its zoning code to include the VCD based on the recommendations of the Vision Plan as well as the results of the Community Preference Survey (CPS) that was conducted at the 2007 Land Use Workshop. A review of the CPS results indicates a set of basic design principles that have been applied in downtown Churchville (shown below).

Basic Downtown Design Principles

Building Scale & Location

- Buildings should be at or close to the sidewalk.
- Buildings should be at least 2 stories in height.
- 1 story structures should have the scale of a 2 story structure.
- Wider structures shall be broken up into smaller visual increments.



Parking

- Parking should always be screened from view.
- Parking between the building and sidewalk should be prohibited.

Facades

- First floors should be mostly transparent (windows & doors).
- Upper floors should have a lesser amount of transparency.
- Where transparency is not appropriate, architectural features (recessed areas, etc.) or other visual elements must be used.
- Awnings are encouraged but they should match the shape of the window opening. Multiple awnings should be used over more than one opening.
- Wood, brick, or equivalent material are preferred.

Signage

- Two sign types are preferred: flush mounted and perpendicular.
- Flat sign faces are to be avoided (carving, raised lettering are to be encouraged).
- Signage should not interfere with visual access into the interior of the building.
- Signs should be sized and placed in a manner that is consistent with the architectural features of the building.
- Business signs should not be placed higher than the first floor.

Downtown

C. Restrict the demolition of traditional building stock.

Over the past fifty years there have been varying levels of demolition activity within downtown areas. As previously stated, large scale demolition of older building stock occurred during the 1960's and into the 1970's. In the 1980's and throughout the 1990's, demolition activities generally consisted of one or two properties at a time. In recent years, there has emerged a trend to consolidate several parcels under one ownership in order to accommodate a new single user such as a national pharmacy chain. This is consistent with the current offering of the properties that are for sale located along the north side of Route 33 between North Main Street and Black Creek.

The retention and rehabilitation of older building stock is a prerequisite of a vibrant downtown area. In order to retain their older buildings, some communities have created an historic district or designated key buildings as local or national landmarks. However, Churchville does not have the quantity of older buildings necessary to constitute such a district. The few remaining traditional buildings could be considered for an historic property designation. This designation is typically pursued by the property owner on a voluntary basis.

According to NYS Environmental Review Law, demolition of a structure is a Type II action and requires no further review unless it is designated as a historic property. However, NYS Law allows for local governments to create a more rigorous environmental review procedure. It is recommended that Churchville modify its development regulations to designate the demolition of a building within the downtown area as an unlisted action. This modification, along with the requirements of the VCD will provide a solid legal foundation to allow the Village the option to conduct a more thorough review prior to a demolition occurring.

Downtown Montour Falls



In 2005, the Village of Montour Falls went through a downtown improvement planning process. However, they did not implement the plan's recommendations in time to save the buildings shown in the top image. So instead of the façade improvements shown above, there is now a vacant lot along Main Street due to the demolition shown below.



Downtown

If civic uses are placed within downtown, it sends a message to private businesses that the community is committed to the downtown area and that it is a good place to invest.

D. Locate civic and social uses within the downtown area.

Churchville currently has three civic uses located within the downtown area: the Newman Riga Library, the Post Office, and the Donald R. Ehrmentraut Village Office Building. These uses attract visitors into the downtown area to complete regular transactions such as borrowing books or paying bills. Once these visitors are in downtown, it is common for them to patron other businesses nearby such as the local dining establishments for lunch. The Town and Village should make every effort to place civic uses in the downtown area in order to increase the stream of visitors into that area and add to its vitality.

A number of local residents are expressing a desire for a community center. This center could host events and programming for groups such as the Senior Citizens of Riga (SCOR). No formal needs assessment or cost estimates have been completed at this time. If a community center is eventually constructed, the community should make every effort to locate it within, or in close proximity to the Village. This would enable a portion of residents to walk to the facility and reduce the number of patrons that will need to drive. Ideally, the center would be built on one of the vacant or underutilized parcels in downtown to enhance the streetscape and add to the vibrancy of the Village.

The Pittsford Community Library Completed in 2006

The Town and Village of Pittsford completed construction of a new community library within downtown Pittsford. The community chose to place it in downtown rather than placing it within the outlying areas of the Town in order to strengthen the core its community. As the artists rendering to the right illustrates, the library was designed to complement the existing traditional building stock through its style, scale, and materials. In addition, there is a commercial space placed on the first floor along the sidewalk. This commercial tenant helps to pay for the libraries expenses through its rents and adds to the vitality of the street.



Image Source: <http://www.townofpittsford.com/Community/LDW/Project/default.asp>

E. Increase the number of people living downtown.

A strong residential component is critical to a prosperous downtown. Downtown residents enjoy close proximity to restaurants, shopping, and professional services while increasing the demand for these products and services. Furthermore, downtown residents ensure that the area has activity throughout the day and into the evening. As new development occurs within the downtown area, the Village should strive to increase the number of residential units within the district.

Downtown

A growing number of communities are beginning to realize that the investments made in transportation systems over the past five decades have placed too much emphasis on moving vehicles and not people. Roads have become too wide and carry too much traffic, traveling at too great a speed. As a result, streets that used to be great places to walk, shop, and ride have become visually unappealing, noisy and unsafe.

F. Develop a more pedestrian friendly downtown area.

The northeast's most successful Main Streets provide a pedestrian environment that is conducive to enjoying the restaurants, businesses, and public spaces on foot. In places such as Niagara on the Lake, Saratoga Springs and Lake Placid visitors typically arrive by car and then experience the downtown areas as a pedestrian. A review of these and other thriving downtowns from across the country indicates a similar recipe that includes an attractive streetscape combined with a Main Street that minimizes the negative impacts (noise, speed, etc.) associated with motor vehicle traffic traveling through the area. More specifically, these areas have some or all of the following elements:

- Generous sidewalk widths (greater than 8 feet);
- Sidewalks constructed using decorative pavers as the primary material or as an accent material;
- Street trees, decorative lighting, benches, trash receptacles;
- Parking lots that are screened from view with buildings, masonry walls, or landscaping;
- Recessed, on street parking;
- Traffic calming devices such as curb extensions or "bump outs" to slow automobile traffic;
- Crosswalks that are colored or textured in order to highlight the pedestrian connection; and
- Public art.

As the photos to the right illustrate, Churchville has many of the streetscape elements listed above. However, the amount of pavement along Main Street could be reduced in order to provide a better balance between pedestrian and vehicular traffic. In order to accomplish this, the Village has included the task of improving the design of NYS Route 36 in the charrette process. Once these designs are completed and accepted by the Village and NYSDOT, the Village should pursue funding for final design and construction. One possible funding source to complete this effort is the NYSDOT's Transportation Enhancement Program.



Streetscape Comparison



Churchville has many streetscape amenities such as decorative lighting, benches, trash receptacles, and street trees. However, the downtown area would benefit from improvements between the existing curbs such as textured crosswalks and curb extensions or "bump outs".



Downtown

G. Organize a marketing and promotional campaign for downtown merchants.

The role of the Economic Development Policy Area is to expand existing businesses and attract new businesses into the community and into downtown. Many of the other objectives within this policy area address improving the overall appearance and vibrancy of the downtown area. The purpose of this objective is to market and promote the assets that exist and are created through complementary implementation efforts.

In order to accomplish this objective, the Village should consider designating an individual to coordinate the effort and establish a steering committee to assist the coordinator. Many smaller municipalities use a local volunteer or hire a part-time Economic Development or Downtown Coordinator to lead the marketing effort. Meanwhile, the Village should consider creating a new group such as an Economic Development Committee or using an existing group such as the leadership of the Chamber of Commerce to serve as the steering committee.

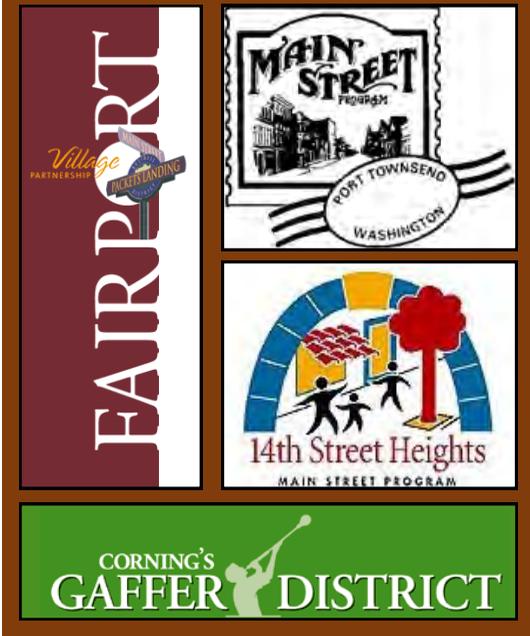
In order to be successful, it is recommended that the campaign consist of three elements: 1) create and market an image and theme for the Village and the downtown area; 2) target existing tourists from attractions such as the Churchville County Park; and 3) promote the offerings of the existing businesses within the downtown area and within the region.

As the examples to the right show, many communities develop a simple logo and slogan in order to create a recognizable “brand” to potential consumers. For example, Churchville’s slogan could be “Your Recreation Destination” and the logo could capitalize on this theme. Once this is accomplished, it should be placed on all marketing materials (brochures, etc.). The first marketing materials should be tailored to the most obvious target audience, i.e. the visitors to the County Park and Golf Course. The brochures and other items should promote the existing offerings (restaurants, etc.) and be edited as new attractions become available (i.e. West Shore Trail). It is reasonable to assume that the materials will be modest at first and then become more complex as time passes.

The Recreation Destination Strategy should be the basis for a marketing and promotional campaign within the community.

Create a Brand & Logo

One of the first tasks that the Village, Town, or Chamber should undertake is to develop a recognizable brand and logo to promote local businesses and recreational assets. The examples shown below include Corning’s Gaffer District, the Fairport Village Partnership, Port Townsend, and the 14th Street Heights Main Street Programs.



Downtown

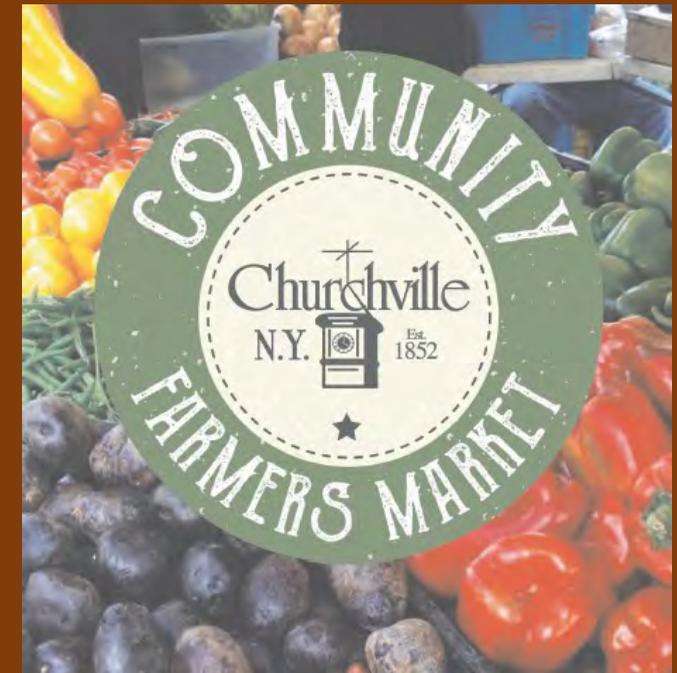
H. Ensure that new commercial uses and community events in the Town and Village complement existing downtown activity.

Many downtowns continue to be negatively affected by zoning and local development policies that do not place a priority on locating new commercial uses in the downtown area. In addition, local regulations should discriminate between various types of commercial uses in order to ensure the health of not only downtown but the other districts as well. In other words, each type of commercial zoning district should have a different role in the community.

For example, there has been concern expressed during the previous comprehensive planning process about the intersection of NYS Route 33 and Washington Street becoming overly commercialized and ultimately competing with the downtown area for business activity. In order to address this concern the Village has adopted the VCD in 2007. The VCD serves to differentiate the downtown area from the other commercial areas to reduce the likelihood that they would compete with one another for commercial businesses.

Each type of commercial zoning district should have a different role in the community.

Churchville Community Farmers Market



In June 14, 2016, the Churchville Community Farmers Market celebrated its grand opening. It is located in downtown Churchville. Local farmers and other vendors sold fresh vegetables, meats, eggs, baked goods, hand made soaps, and other locally produced items. The market was open every Tuesday from June 14th to October 4th between 4 and 7pm. During its inaugural season, the market collaborated with 22 unique vendors and had a total attendance of 2,335 visitors.



Farming operation in Riga

Agricultural Opportunities

Introduction

According to the NYS Comptroller “New York State is a leading agricultural state with 36,300 farms that produced \$4.7 billion in products in 2010. New York ranks among the largest producers in the nation for some products, including ranking second in wine production. New York’s top six commodities were milk, corn grain, corn silage, hay, apples, and floriculture. The State ranked fourth or higher nationwide in five of its top ten products.”

Table 18: Ten Year Agriculture Summary (Source: US Department of Agriculture)

	2002		2012	
	<u>Monroe County</u>	<u>New York</u>	<u>Monroe County</u>	<u>New York</u>
Number of Farms	631	37,255	475	35,537
Land in Farms (acres)	106,561	7,660,969	98,676	7,183,576
Average Size of Farm (acres)	169	206	208	202
Value of Products Sold	\$53,936,000	\$3,117,834,000	\$90,580,000	\$5,415,125,000

According to the American Farmland Trust, over 4,000 New York farms were paved over in the last three decades.

As Table 18 illustrates, New York State lost 477,000 acres of farmland between 2002 and 2012. During this same period, Monroe County lost 7,885 acres of farmland. In an effort to preserve New York’s farmland, eight towns in Monroe County have completed local farmland or open space planning efforts. As of the writing of this comprehensive plan update, the following towns have completed local farmland and open space protection plans:

- Chili (2015)
- Ogden (2012)
- Parma (2009)
- Penfield (2001)
- Perinton (2012)
- Pittsford (1995)
- Rush (2012)
- Wheatland (2015)

In order to foster additional local farmland protection efforts, the NYS Department of Agriculture and Markets is funding the preparation of local farmland protection plans. This program is intended to identify specific programs and regulatory approaches that Towns can undertake in order to bolster the local agricultural industry and to preserve open space for future generations to enjoy.

Agricultural Opportunities

Policy:

It is the policy of the Town and Village to facilitate opportunities within the business of agriculture that contribute to our local economy and help maintain our rural character. The Town values its agricultural heritage and will support regulations and activities that foster farming and the protection of farmland from residential and commercial encroachment. It is anticipated that Riga will partner with Monroe County, the NYS Department of Agriculture and Markets, the Genesee Land Trust, and local farmers to achieve this policy.

Objectives:

- A. Reduce development pressure on farmland through infrastructure, zoning, and taxation policies.
- B. Foster the business of farming in the Town.
- C. Target development away from prime agricultural soils.
- D. Preserve open spaces.
- E. Maintain clear separation between the Village and the countryside.
- F. Support and implement recommendations of the Monroe County Agricultural and Farmland Protection Plan.

Measures:

1. Acres in agricultural districts.
2. Acres of farmland in agricultural production.
3. Ratio of number of farms to farmland in production.
4. Percentage of land classified as agricultural or vacant.
5. Acres of land preserved using conservation easements.

Agricultural Opportunities

Over 87% of Town and Village residents who responded to the 2003 community survey feel that the rural country atmosphere should be a consideration in future planning efforts.

A. Reduce pressure on farmland through infrastructure, zoning, and taxation policies.

The loss of farmland and open space in New York is due in part to the cumulative impacts of governmental decision-making which has continued to institute land use and development policies that promote the conversion of farmland to residential, commercial, and industrial uses. A vast majority of the governmental decisions that affect farmland and open space are enacted at the local level. These include extending water and sewer service along existing roads and constructing new roads in agricultural areas. These actions create additional pressure for development. In other words, much of the power to curb the loss of farmland in New York State rests at the local level.

The Town should consider revising its zoning code in order to limit the impact of new development on existing farming operations. For example, requiring buffers between agricultural uses and new residential developments can mitigate some of the nuisance issues that often arise as residents move near an active farm. The burden of accommodating and creating the buffer should be placed on the home owner or developer, not the farmer. In addition, there is a growing number of communities that are either adopting or considering to adopt Agricultural Zoning that excludes all non-farm related uses. Further investigation of the desirability of Agricultural Zoning should be conducted as part of future farmland and open space planning efforts. It should be noted that additional zoning recommendations which support farming operations and open space preservation are contained under forthcoming objectives.

Agricultural Opportunities

As described in the Community Profile section of this plan, the tax benefits of agricultural uses are well documented. The Town may consider providing an agricultural assessment value to active farming operations which will result in a more equitable tax burden due to the limited number of services that farmland requires. The Town should also continue training and educating local officials and staff on the proper assessment of farming uses.

The Town could consider a series of legislative actions in order to implement this objective. The Town could adopt a Right to Farm Law that clearly states that farming is beneficial to Riga's economy and quality of life. This law would strengthen the legal position of farmers when neighbors sue them for private nuisance and protect farmers from anti-nuisance ordinances and unreasonable controls on farming operations. However, the Town may want to phrase the law in such a way that does not give farmers the ability to operate in a negligent manner and requires them to be in compliance with all local, state, and federal requirements. The Town may also want to exclude certain uses that are not consistent with its vision such as enclosed animal feeding operations.

Agricultural districts were established in New York over 25 years ago in order to reduce the pressure to convert farmland to non-agricultural uses. This is accomplished through the protection of farming operations and by offering financial incentives to land owners. A majority of the land area within Riga is currently enrolled within two agricultural districts. It should be noted that virtually all of the land area south of I-490 is within an agricultural district (as shown in the Agricultural District Map in the Appendix). The Town should work with local farmers and Monroe County in order to renew the agricultural districts within the Town.

There are a number of other approaches that will help to achieve this objective. For example, the Town should strive to ensure that the farming interests are represented on local and county advisory boards (i.e. Planning Board, etc.). In the future, the Town should continue to work closely with the local farmers to help identify other ideas that will help reduce the development pressure on farmland.

Agricultural Opportunities

The Town should consider hosting seminars on estate planning for local farmers in order to reduce their dependence on the sale of their farmland for development as their primary retirement option.

B. Foster the business of farming.

In order to help protect the Town's rural character and to preserve the economic benefits the community receives from agriculture, Riga must place a priority on facilitating the long term viability of farming. In order to be successful, the Town will have to work closely with Monroe County, GFLRPC, and Empire State Development to develop economic development programs that address the needs of agriculture. For example, the Town and the local farming community could participate in the promotion of "buy local" initiatives or community supported agriculture.

Another growing market within the agricultural community is agri-tourism. The Churchville Community Farmers Market described on page 76 is a prime example of agri-tourism. Larger operations such as Springdale Farm in Ogden continue to attract growing numbers of visitors to experience farm related activities. Other local examples include Kelly's Apple Farm in Hilton and the corn maize in Parma. The Cornell Cooperative Extension recently designated a staff person to focus on agri-tourism efforts within the County. The Town should reach out to the CCE to help define the role local farms can play in a larger tourism strategy.

Most successful business ventures begin with a market study in order to identify the local opportunities in any given sector. Agriculture should not be treated any differently. The Town may consider having a market study completed in order to identify the gaps in the local and regional market that Riga may be able to fill. The Town may wish to pursue grant funding through NYS Agriculture and Markets or partner with Monroe County and the Cornell Cooperative Extension to help finance such an effort.

The Riga Zoning Code currently permits the sale of agricultural products within the Rural Agricultural (RA) District. However, the products sold must be grown or raised on the premises. There is a growing school of thought that farm markets should be allowed to sell items purchased elsewhere in order to augment their locally grown stock. By allowing additional goods to be sold, the profitability of the farming operation may increase and the viability of the farm could be strengthened, resulting in the preservation of the area's rural character and increased economic benefits. It is recommended that the Town consider amending its code to allow farm stands to sell products grown elsewhere. In order to test the appropriateness of this for Riga, it could be introduced as a specially permitted use to be approved in one-year increments in order to monitor the benefits and costs of this regulation.

Agricultural Opportunities

The Town could consider amending its code to allow for a broad range of ancillary uses that could provide additional income for the primary agricultural operation. Examples of these types of uses include farm equipment repair, sawmills, etc. These uses could be accommodated under a new list of ancillary uses or as specially permitted uses.

The Town currently allows “customary agricultural uses” in the Rural Agricultural, Highway Commercial, Light Industrial, and General Industrial Districts. By allowing farming related operations in multiple districts, it creates a large number of options for placing farming operations throughout the Town. It also respects the broad range of activities that make up a typical farming operation. This practice should be continued in the future.

Many industries have specific requirements in order to be successful. Modern farming is no different. For example, can the roads and bridges adequately serve the larger farming operations that are becoming more common? Are the drainage systems and culverts maintained properly? The Town should work closely with farmers in order to understand the changing needs of agriculture and help ensure their success.

The local school system should be able to highlight the wide range of careers that are now available in agriculture and properly advise young people on the how to be successful in them.

Celebrate Agriculture

One of the most public ways to promote agriculture within a community is to hold events such as the Churchville Lions Club Country Fair. The Country Fair is typically held in the third week of August and is enjoyed by local residents as well as by visitors from across Monroe County. Activities include an antique tractor pull, wagon rides, pie contests, and live music. The fair successfully highlights the agricultural heritage of the Village of Churchville and the Town of Riga.



Agricultural Opportunities

According to the 2003 community survey results, over 90% of Town residents and over 82% of Village residents support the development of an Open Space and Farmland Protection Plan.

C. Target development away from prime agricultural soils.

The first step in achieving this objective is to identify the prime soils on a Town map. This is most effectively done by using the County's GIS. It is recommended that the map extends beyond the Riga Town limit to include the prime soils adjacent to Riga in adjoining municipalities which will allow for a more comprehensive view. Once this map is completed, it will form the basis for a future farmland preservation strategy. This strategy should emphasize maintaining large, contiguous blocks of farmland over time. According to the American Farmland Trust, "larger areas of farmland provide greater opportunities for farms to adapt to changing market conditions."

The most effective method to preserve prime farmland is to adopt Agricultural Zoning that limits non-farm related uses. However, this does not appear to be feasible in Riga at the current time. The next best technique available to the Town is the Agricultural District program. It is recommended that the Town continue to work with farmers to ensure ongoing participation in the County's Agricultural District program.

The Town could also utilize conservation easements and the purchase of development rights (PDR) in order to target development away from prime agricultural soils. A conservation easement is a restriction placed upon a property to limit additional development beyond its current use. In order to induce property owners to place a conservation easement on his or her property, some municipalities have offered a reduced tax assessment on the property. Typically, conservation easements run with the property forever. However, some municipalities such as Victor, New York have developed a system which allows for term conservation easements (also known as Lease of Development Rights or LDR) that run for up to 20 years and provide a tax benefit during that time period. Once the 20 years are over, the owner has the ability to develop the property. The advantage to this approach is that it reserves the land and provides time for community to determine if and how the land should be permanently preserved.

A Purchase of Development Rights System consists of the sale of the right to develop your land for non-farming uses. This approach enables property owners to realize a portion of the financial gain they would typically receive from selling their land for non-farming development (i.e. residential subdivision). The legal mechanism for securing the development rights is the conservation easement described in the previous paragraph. In order to fund a PDR program, municipalities typically pursue grants and/or approve a bond to be paid for with local tax dollars. Towns such as Perinton, Penfield, and Webster have each implemented a PDR system using local tax dollars. It should be noted that these municipalities relied heavily on educating people on the tax increases necessitated by additional residential development. As a result, their residents were faced with two choices; either pay additional taxes to fund more schools, roads, fire protection, etc. and continue to lose open space **OR** pay additional taxes to preserve open space.

In order to determine the areas that should be targeted for preservation and the best tools to protect the land, the Town should consider developing an Open Space and Farmland Protection Plan. This is described in more detail in the next section.

Agricultural Opportunities

Organizations such as the Genesee Land Trust, Cornell Cooperative Extension, and the American Farmland Trust should be used as a resource for guidance and training of local officials on how to preserve open space.

D. Preserve open spaces.

Over the next decade, the Town could utilize a variety of techniques to preserve open space. These include developing rural design guidelines, utilizing the Planned Residential Development District in the Town Zoning Code, and working closely with other interested organizations. These organizations include the Genesee Land Trust, the Open Space Institute, the Cornell Cooperative Extension, and the American Farmland Trust.

In addition to these efforts, Riga should complete an Open Space Inventory. This inventory should include the identification of the following types of open space:

- Large, continuous blocks of prime soils;
- Active farming operations;
- Large, continuous tracts of undeveloped or vacant land;
- Wetlands, stream corridors, and flood plains;
- Known wildlife corridors;
- Trails and recreation areas; and
- Scenic corridors.

Once the Open Space Inventory is complete, it could form the basis for an Open Space and Farmland Protection Plan. An effective Open Space and Farmland Protection Plan consists of three components. First, it should prioritize the lands identified for preservation in the Open Space Inventory from most critical to least critical. Second, the cost of property acquisition should be quantified, and third, the plan should establish a funding strategy that consists of purchasing land outright combined with the lease and purchase of development rights.

As previously stated, funding of open space preservation efforts usually consists of a blend of local tax dollars and grants. Tax dollars are either budgeted on an ongoing basis as part of the annual municipal budget or a specific project is identified and voted on in the form of an Open Space Bond. Another funding technique is to place an Open Space Fee on each new home built in the community. This is similar to the recreation fee that many towns in Monroe County currently use except the proceeds would go towards the preservation of open space.

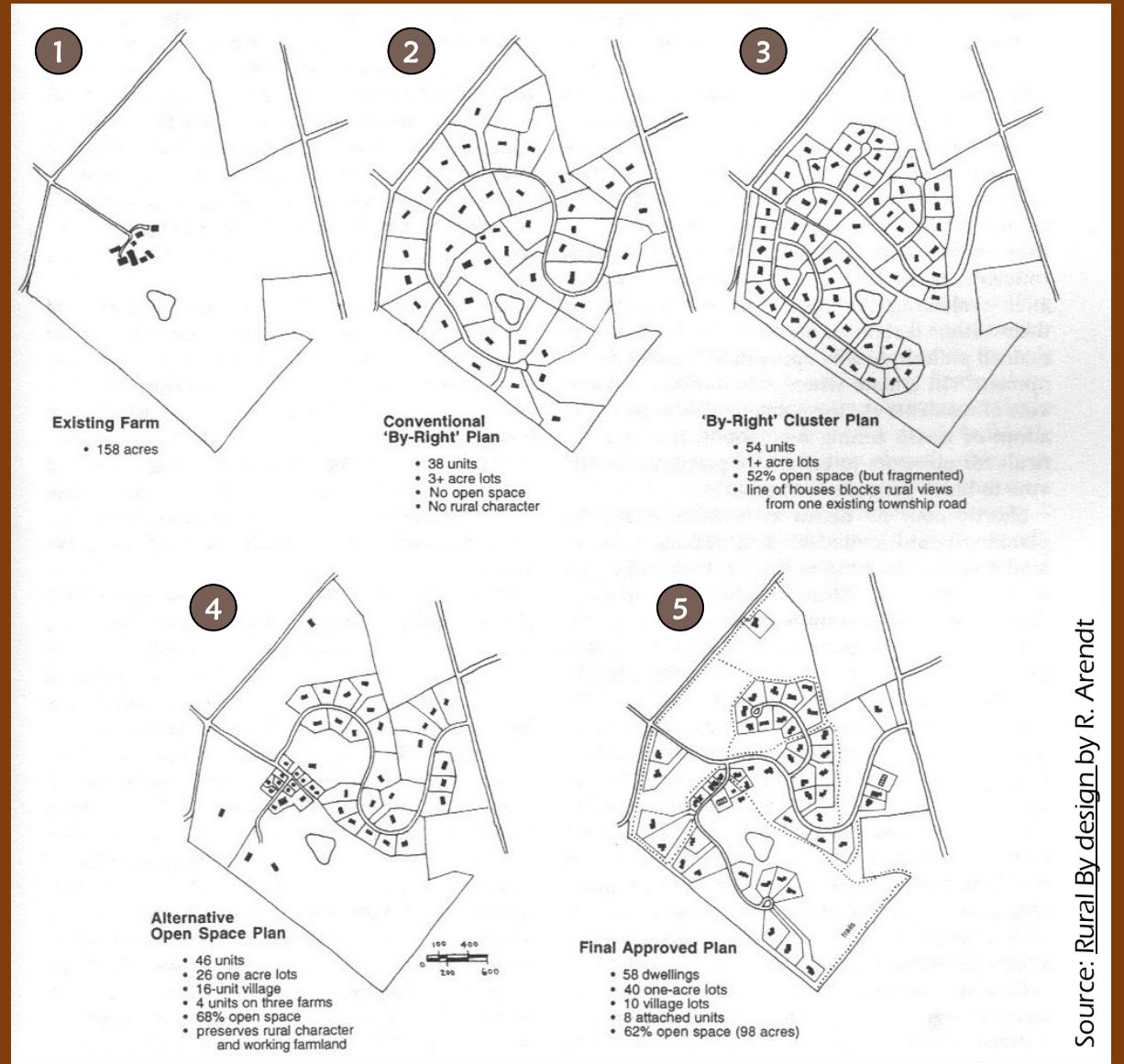
Agricultural Opportunities

In order to help keep residential development densities low, the Town has established a minimum frontage requirement of 210 feet.

Rural Site Development

The purpose of the Rural Agricultural District in the Town Zoning Code is “to protect agricultural uses and preserve the rural nature of the countryside.” However, the RA District currently permits the construction of single family homes on a minimum of 1 acre of land without any special approvals. The result of this policy is the development of large lot residential properties within the Town (i.e. Bromley Road, Lentine Drive, etc.). This development pattern consumes large tracts of farmland and open space as illustrated in sketch #2.

The Town should make every effort to increase the utilization of alternative approaches to development as shown in sketches 3, 4, and 5. This could be accomplished by utilizing the Planned Residential Development provision in the Town Code or adopt additional zoning techniques that preserve farmland.



Source: Rural By design by R. Arendt

Agricultural Opportunities

Throughout the planning process, it was made clear that the presence of a well-defined village center surrounded by large areas of farmland and open space creates a traditional setting that the community would like to see preserved.

E. Maintain clear separation between the Village and the countryside.

As previously stated, it has been made clear throughout the planning process that Riga and Churchville wish to maintain the clear separation between the Town and the Village. The primary approach used to accomplish this is to ensure that a higher density of development is accommodated in and immediately adjacent to the Village. In addition, the Town and Village could consider the creation of Gateway Districts. These districts could be located along major roadways and could take the form of a formal zoning district or an overlay district. The intent of the Gateway Zones is to serve as a “green” transition between the village center and the outlying parts of the Town using setbacks, lot coverage, and landscaping requirements. The Town and Village should work together to define the exact width and desired appearance of the Gateway Zones and incorporate them into each of their Zoning Codes.

Community development preferences in Churchville & Riga

As evidenced by the images to the right that were scored as part of the CPS. The image to the immediate right, shows a clearly defined village center surrounded by a rural landscape and was seen as very desirable by survey respondents. By comparison, the image to the far right, shows a fully developed landscape with no defined edge and received a significantly lower score during the CPS.



Agricultural Opportunities

F. Support and implement the recommendations of the Monroe County Agricultural and Farmland Protection Plan.

“In 1999, the Monroe County Agricultural and Farmland Protection Plan was prepared by the Monroe County Department of Planning and Development and Cornell Cooperative Extension (CCE) on behalf of the Monroe County Agricultural and Farmland Protection Board. The report discusses the need for the plan; the history of agricultural planning in Monroe County; agricultural characteristics and trends in the county; the relationship between municipal planning and agriculture; financial assistance available to farm operations; findings of cost of community services studies; current issues and concerns in agriculture, such as taxes, viability, marketing; and a Land Evaluation and Site Assessment (LESA) analysis. In addition, the plan provides a detailed list of recommendations for various levels of government and agencies in four main subject areas: farmland preservation and protection, economic development/viability/marketing, education, database maintenance and development.” (This is an excerpt from the Monroe County web site. In order to view the entire plan visit: <http://www2.monroecounty.gov/planning-farmland.php>.)

The Town may wish to work closely with Monroe County to help implement the Agricultural and Farmland Protection Plan’s recommendations at the local level and as a partner to help advocate for reform at the state and federal levels.



West Shore Trailhead Ribbon Cutting with representatives from the Village, Town, County, & New York State along with a local resident that donated funding to complete the trailhead.

Cooperative Spirit

New York has 1 unit of government for every 5,554 residents while Florida has 1 unit per 11,395 residents. This equates to more than twice the governmental units per person in New York when compared to Florida (the state closest in population to New York).

Introduction

A study of metropolitan regions published by the Department of Housing and Urban Development found that where communities emphasized cooperation over competition within their regions, greater success in expanding economic prosperity and creating jobs was the result. In other words, when villages, towns, cities, and counties work together, they can expect more new investment, business expansion, and employment and income growth than when they act independently. Regional cooperation is especially important in New York State due to the number of governmental units that currently operate in our state.

Table 19: Number of Local Governments (Source: United States Census 2012 Governments Integrated Directory)

	<u>Monroe County</u>	<u>New York State</u>	<u>Florida</u>
Counties	1	57	66
Municipal Governments	30	1,543	410
Public School Systems	17	715	95
Special Districts (fire, water, etc.)	26	1,174	1,079
Total	74	3,489	1,650
Population (2010)	744,344	19,378,102	18,801,310

A review of state populations indicates that Florida is most similar in population to New York. As table 19 illustrates, New York State has more than twice the governmental units than Florida to serve each resident. On a local level, Monroe County currently has 79 units of government to serve its population of 744,344. This equates to a ratio of 1 unit for every 10,058 residents. In order to reduce the number of taxing entities and the cost of government, New York State has established the Local Government Efficiency Program (LGE). The LGE Program, “provides technical assistance and competitive grants to local governments for the development of projects that will achieve savings and improve municipal efficiency through shared services, cooperative agreements, mergers, consolidations and dissolutions.”

The Village and Town have a strong history of working together to ensure the best outcomes for their residents. A recent example is the annexation of the land into the Village to accommodate the new volunteer fire hall. This amicable solution is in stark contrast to towns across the state that actively resist efforts by villages to annex their land. All indications are that Churchville and Riga will continue to cooperate for the foreseeable future. The LGE Program may provide financial incentives to assist the Town and Village in future joint projects.

Cooperative Spirit

Policy:

It is the policy of the Town and Village to be known for its cooperative spirit. Riga and Churchville will actively seek out partnerships between public and private entities in order to achieve its community vision. In addition, the Town and Village understand that their well being is directly tied to their ability to work together and with Monroe County.

Objectives:

- A. Capitalize on opportunities to reduce the cost of government.
- B. Strengthen relationships with surrounding municipalities and public agencies to pursue common goals.
- C. Pursue joint grant opportunities to help fund local projects.
- D. Become an active participant in the future planning of the Mill Seat Landfill and the surrounding areas.

Measures:

- 1. Cost of local (Town and Village) government.
- 2. Number of regional businesses located by County adjacent to the Mill Seat Landfill.
- 3. Local participation in regional boards, committees, and task forces.
- 4. Number of community forums held by Village, Town, School District, etc.

Cooperative Spirit

A. Capitalize on opportunities to reduce the cost of government.

Riga and Churchville have a track record of working together to provide cost effective governmental services. Some examples include a single Conservation Board, recreation director, animal control officer, and assessor. In addition, the Town and Village share equipment and make combined purchases. The Town and Village should continue to explore opportunities to reduce the cost of delivering government services.

B. Strengthen relationships with surrounding municipalities and public agencies to pursue common goals.

There are a number of organizations within the region that can assist the Town and Village in achieving the vision and objectives articulated in this plan. Table 20 identifies some of the key agencies with which Riga and Churchville should strengthen their relationship in order to be more successful.

Riga and Churchville have successfully cooperated to provide a number of governmental services including snow plowing and the Dog Control Officer.

Table 20: Organizations that will be involved in implementing this plan

<u>Neighboring Municipalities</u>	<u>Transportation</u>	<u>Environment</u>	<u>Economic Development</u>	<u>Recreation</u>	<u>Other</u>
Bergen	NYS DOT	NYS DEC	Monroe County	NYS Parks	Dept. of State
Ogden	MCDOT	BCWC	ROI	Monroe County	CCE
Chili	GTC	Monroe County	Empire State Dev.	GTC	AFT
Wheatland	Rails To Trails	USEPA	NYS Housing Trust	Rails To Trails	GLT
LeRoy		GFLRPC	Finger Lakes REC		GFLRPC

The Town and Village should establish new relationships or strengthen existing ones with the above organizations over the next decade. In order to do so, Riga and Churchville should invite representatives to discuss local plans and projects in order to determine how these organizations can best help the community to implement them. These discussions could take the form of luncheons or round table discussions.

Cooperative Spirit

Over the past decade, Churchville has teamed with the Towns of Riga, Byron, Bergen, and Monroe County in order to successfully develop a multi-use trail along the former West Shore Rail right-of-way.

C. Pursue joint grant opportunities to help fund local projects.

Over the past two decades, grant funding has become more and more competitive. Funding sources now place a premium on assisting communities that have a well defined long term vision. More specifically, state and federal agencies have a policy of ensuring that grant funding contributes to a long term community development strategy rather than paying for a stand alone project or program. Table 21 contains some of the grant and funding opportunities that the Town and Village should consider pursuing in the near future.

Table 21: Funding Opportunities

<u>Project Name</u>	<u>Funding Source</u>	<u>Applicant</u>
West Shore Trail Development	GTC, NYS Parks, NYSDOT	Town, Village, Byron, Bergen, County
Main Street Façade Improvements	NY Main Street Program	Village or Local Not-For-Profit
Transportation Enhancements	GTC, NYSDOT	Town and/or Village
Recreation Enhancements	NYS Parks	Town, Village, and/or County

Since the adoption of the 2008 Comprehensive Plan, the community has been successful in obtaining grant funding for a variety of projects. These include a Main Street Grant, the establishment of a trailhead for the West Shore Trail, the extension of a sidewalk on the south side of NYS Route 33, and the completion of a feasibility study for a trail along Black Creek. Over the next decade the Village should continue to work with Monroe County to extend the West Shore Trail into the County Park. It should be noted that the recent designation of the Black Creek as an inland waterway enables Churchville and Riga to pursue funding through the Department of State’s Coastal Management Program.

D. Become an active participant in the future planning of the Mill Seat Landfill and the surrounding areas.

COMIDA currently owns 130 acres north of the Mill Seat Landfill. As previously stated, there has been an interest in developing industrial uses that will capitalize on the presence of the landfill. The Town should work with COMIDA to ensure that the County’s efforts are consistent with the Town’s vision. In order to do so, the Town should make sure that all development within the area around the landfill is subject to local development review procedures (Planning Board & Zoning Board Review).

Churchville's 2011 Main Street Program



In 2008, the Greater Riga-Churchville Chamber of Commerce applied for a main street grant from the New York State Trust Fund Corporation. The Chamber received \$200,000 in funding to establish the Churchville Main Street Program. The Chamber in partnership with the Village administered the Program, which improved over a dozen properties within the downtown area. Projects consisted of interior and exterior improvements to residential units and commercial establishments. The \$200,000 in state funding resulted in a total investment of nearly \$500,000 over a two year period.

Main Street Properties Before the Program



Main Street Properties After the Program



Buffalo Street Property Before the Program



Buffalo Street Property After the Program



Future Land Use



A number of community assets are concentrated in and around the Village. These include but are not limited to Village Hall, Town Hall, the Library, the Fire Hall, Black Creek, Churchville Park, Churchville Golf Course, the Elementary School, Riga Town Park, various neighborhoods, and a wide range of businesses. Collectively these assets create the primary activity center for the community. The residents of Riga and Churchville have consistently expressed a desire to increase the vitality of the Village while maintaining the rural atmosphere of the Town. In order to achieve this, the Town and Village should continue to work together to place future public and private investments within and immediately adjacent to the Village. The nature and location of these future investments will determine the character of the community.

Future Land Use

As of the writing of this plan, there was approximately 75 acres of developable land in the Village. This land can be used to develop various land uses to increase Churchville's vitality and reduce the pressure to build upon productive farmland in the Town.

Introduction

One of the primary roles of a comprehensive plan is to inform future land use decisions for local governments. The tool for accomplishing this is the Future Land Use Map. The Future Land Use Map is intended to be a generalized vision for a community's land over the next decade. It is intended to guide changes in Riga's and Churchville's land use by functioning as the legal basis for decisions relating to growth and development in the Town and Village. Unlike the Town and Village Zoning Map, the land use map does not represent clear regulatory boundaries. The Future Land Use Map for Riga and Churchville consists of 11 use categories as defined in Table 22. The intent of this section is to describe in detail the purpose of each land use category.

Table 22: Future Land Use Categories & Descriptions

<u>Use Categories</u>	<u>Descriptions</u>
Industrial	Manufacturing, assembly, warehouse, and waste management activities.
Regional Commercial	Larger scale retail, office, and service related uses including limited industrial operations that cater to county and state residents.
Local Commercial	Smaller scale retail, office, and service related uses that cater to local residents.
Mixed Use	A blend of commercial, residential, or community uses.
Residential - High Density	Apartments, townhouses, duplexes, and single family homes on lots less than $\frac{3}{4}$ acre.
Residential - Medium Density	Single family homes on lots ranging from $\frac{3}{4}$ to 1 acre in size.
Agricultural/Residential - Low Density	Single family homes on large lots ranging from 1 to 5 acres in size.
Agricultural & Open Space	Crop production, animal raising, timber harvesting, or undeveloped land.
Recreation	Parks, trails, and other facilities devoted to recreational activities.
Community	Public, civic, or social uses.
Creek Buffer	An undeveloped greenway along the local waterways.

It should be noted that any consideration of future land uses is based on an understanding that: 1) land uses typically overlap and there is often not clear cut transitions between various types of development; and 2) good land use planning is based upon grouping uses with similar impacts (visual, environmental, traffic, etc.). A prime example of these principles is the future land use classifications near the two interchanges within the community. Both interchanges show well defined areas for regional commercial and industrial uses. However, each of these use categories have similar impacts and character. As a result, the exact size of these areas may change over time while remaining consistent with the overall intent of this plan and the Future Land Use Map.

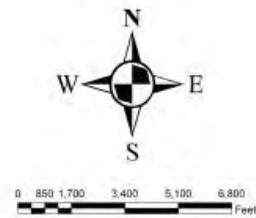
A review of the Future Land Use Map on the following page indicates that many of the use categories or districts cross the Village municipal boundary. As a result, the Town and Village will have to work cooperatively to implement the Future Land Use Map. It is recommended that Riga and Churchville develop complementary amendments to their individual Zoning Codes or create a single Unified Zoning Code document. This approach would help to ensure consistent use districts, bulk, and buffering requirements.

Riga & Churchville Future Land Use Map

Future Land Use

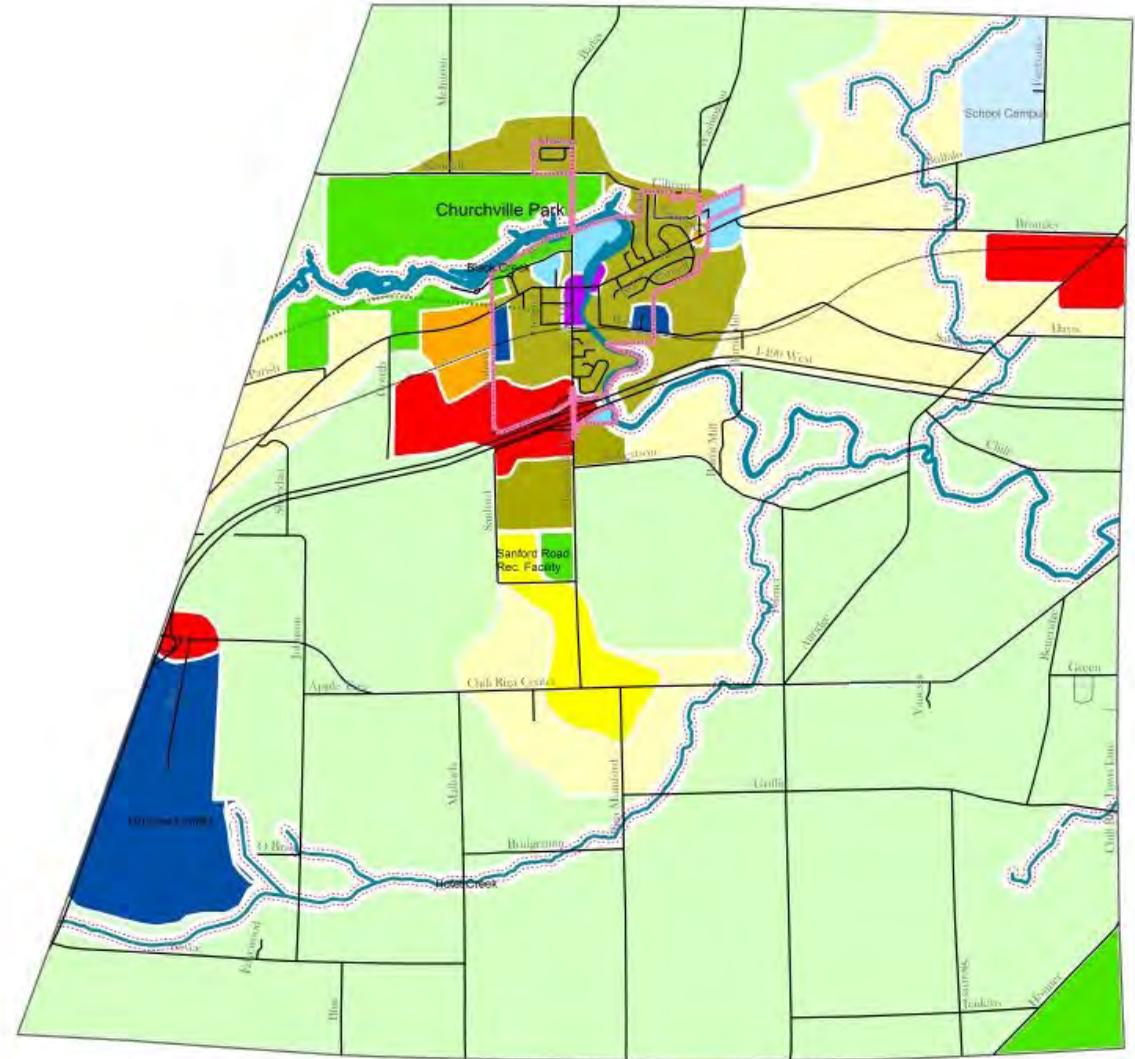
Legend

	Village Boundary		Industrial
	Existing Roads		Regional Commercial
	Driveway		Local Commercial
	Railroad		Mixed Use
	Road		Residential - High Density
	Town Road		Residential - Medium Density
	Village Road		Agriculture/Residential - Low Density
	Trail		Agricultural & Open Space
	Creek		Recreation
			Community
			Creek Buffer

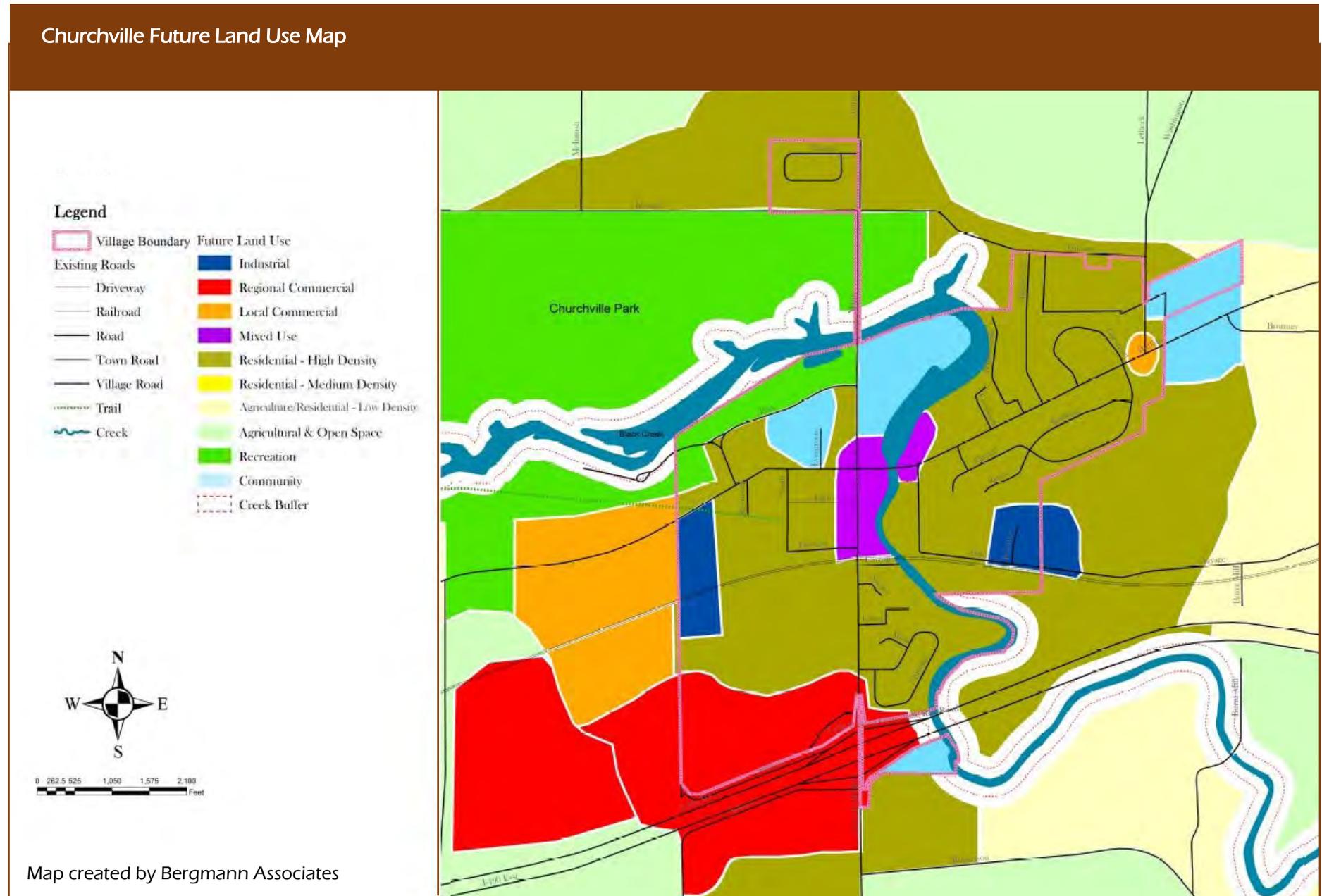


Note: The creek buffer area is not shown within Village boundaries to maintain map clarity.

Map created by Bergmann Associates



Future Land Use



Future Land Use

Industrial

Industrial areas are shown in dark blue on the Future Land Use Map. The areas designated as Industrial are generally located:

- Southwest of the intersection of NYS Route 33 (Buffalo Road) and Sanford Road; and
- East of I-490, north of Bovee Road, and west of Johnson Road. This area consists of the Mill Seat Landfill and the seven parcels to the north of the landfill that are owned by Monroe County.

The Town and Village may want to consider differentiating the types of industrial activities that occur in the two areas. The permitted uses allowed in the industrial area that is located in the Village should not be detrimental to the nearby residents or the character of the Village. For example, operations that include a large outdoor storage component should be restricted. By comparison, the industrial area in the southwest area of the Town may accommodate a broader range of uses.

In 2014, Monroe County agreed to sell 130 acres north of the landfill to the County of Monroe Industrial Development Agency (COMIDA). It is envisioned that this property could be developed for industrial uses. This site is well suited for such industrial uses due to its close proximity to I-490 and the nearby presence of a public water and sewer system installed as part of the landfill's initial construction. The County has previously indicated that there may also be a market for uses that can capitalize on the needs and products of the landfill.

Both industrial areas should be well designed. Office components should be placed closest to the public rights-of-way in order to provide the opportunity for architectural treatments that include a higher quality of exterior finishes, entranceways, and the use of windows. The visual exposure of large metal buildings typically associated with industrial uses should be limited. Landscaping and buffering requirements are also recommended.

It is recommended that the Town and Village differentiate the types of industrial activities that occur in the two industrial areas depicted on the Future Land Use Map.

Types of development to be avoided & encouraged in Industrial areas

To be avoided



To be encouraged



* These images were NOT part of the Community Preference Survey.

Future Land Use

Regional Commercial

Interstate 490 is a highly traveled roadway that provides convenient access to the region and the NYS Thruway. According to the NYSDOT in 2014, approximately 18,800 vehicles travel along I-490 between Exit #2 in Riga and Exit #3 in Churchville each day. The nearly 19,000 motorists represent a reliable stream of potential customers for commercial operations along I-490. As a result, consideration should be given to designating the land adjacent to the two interchanges to accommodate business enterprises that cater to a regional customer base.

Some prime examples of regional businesses within Riga and Churchville are Churchville Fire Equipment Company, Meyer's Recreational Vehicles Superstore, and Wilkins Recreational Vehicles of Rochester.

As shown in red on the Future Land Use Map, Regional Commercial uses should be placed at the two interchanges. In addition, a third regional commercial area is proposed along Attridge Road south of Bromley Road. This use district should generally be characterized by: 1) the widest range of commercial activity (including limited industrial operations) within the community; and 2) large scale buildings and parking areas.

Typically, regional commercial operations are designed to accommodate the automobile first and the pedestrian second or not at all. The Town and Village should work with NYSDOT to require pedestrian connectivity throughout and between these areas. In addition, local regulations should include building and site design requirements that will result in high quality developments. Whenever possible, the regional commercial areas should be developed in a nodal pattern rather than becoming a strip of commercial activity along Route 33 or 36.

Types of development to be avoided & encouraged in interchange areas*



* These images were part of the Community Preference Survey.

Future Land Use

Local Commercial

The light orange areas on the Future Land Use Map are designated as Local Commercial Use Districts. The purpose of these areas is to accommodate commercial activity that serves the local population. The Local Commercial Use District should generally be characterized by:

- A wider range of commercial activity than is permitted in Downtown but more limited than the list of uses allowed in the Regional Commercial areas; and
- Building footprints that are generally larger than what is permitted in Downtown but smaller than in the Regional Commercial areas.

The intent of the Local Commercial areas is to attract businesses that will compliment the commercial activity within downtown and not directly compete with it.

The level of pedestrian amenities should also be greater than the Regional Commercial areas but not as abundant as in the Downtown area. As previously recommended for the Regional Commercial areas, the Town and Village should require pedestrian connectivity within the Local Commercial area as well as building and site design requirements in order to achieve high quality development. These requirements may include minimum landscaping standards, prohibitions on pole signs, and architectural guidelines for new structures.

Some examples of local businesses within Riga and Churchville are Dollar General and the various auto repair operations west of the Village along Route 33.

Types of development to be avoided & encouraged in local commercial

Fast Food Restaurant w/ drive thru



To be avoided



To be encouraged

Same Fast Food Restaurant w/ drive thru

Convenience Store & Gas Station



To be avoided

Convenience Store & Gas Station



To be encouraged



To be avoided

Highway Signage



To be encouraged

Highway Signage

* These images were part of the Community Preference Survey.

Future Land Use

Mixed Use or Downtown District

The area on the Future Land Use Map designated as the mixed use district (purple) has historically been referred to as the central business district. Throughout the planning process, residents clearly expressed a desire to maintain and enhance the traditional mix of retail, office, civic, and residential uses within the core of the Village. As previously stated, the Village has completed a charrette process in order to help to create an attractive downtown area (for more information see the final Vision Plan, March 2007.)

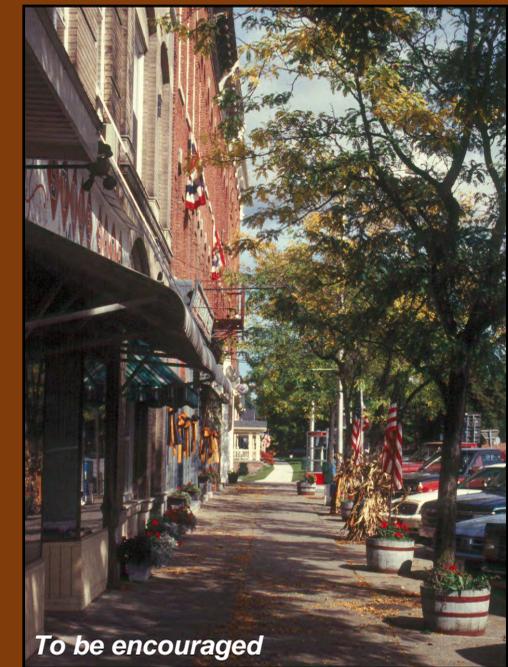
The mixed use or downtown district is situated on both sides of Route 36 beginning just north of the railroad tracks and ending just north of the two gas stations located at the intersection of Route 33.

Based on the public input received during the comprehensive plan update process as well as the charrette process, recommendations for the downtown area include ensuring that:

- New development is at least two stories in height and complements the traditional style and scale of the original building stock;
- Parking is placed to the rear of buildings;
- Streetscape enhancements such as bump-outs or textured crosswalks are used to improve the appearance of Route 36 and Route 33 as well as to serve as traffic calming devices; and
- Pedestrian amenities (e.g. benches) and bicycle accommodations (e.g. bike lanes) are in place.

As previously stated, the Village has put proper zoning and design standards in place to guide future private investment in downtown. Meanwhile, Churchville should engage the NYSDOT to help implement improvements in the right-of-way.

Types of development to be avoided & encouraged in downtown*



* These images were part of the Community Preference Survey.

Future Land Use

Residential - Medium & High Density

The area on the Future Land Use Map designated as Medium (dark yellow) and High Density (dark green) Residential Districts are generally located within or adjacent to the Village. In addition, the Medium Density District extends south of the Village along Route 36 into the hamlet of Riga Center.

The High Density Residential area is intended to continue the traditional development pattern of Churchville's existing neighborhoods. Residential uses should consist of a blend of single family detached housing and attached housing such as townhouses or apartments. Development densities within the High Density Residential area should range from 2 to 4 units per acre for single family detached housing. Greater residential densities should be encouraged through the use of townhouses or apartment buildings in this area when accessible to water or sewer service.

The purpose of the Medium Density Residential area is to provide a transition between the High Density Residential area and the Agricultural/residential areas. The predominant housing type should consist of single family detached units. Development densities within the Medium Density Residential Use District should range from 1 to 2 units per acre.

Both areas should be developed in a manner that achieves the objectives of the Residential Living Policy Area.

Over the past decade, the number of residential living options in the Village has increased. Housing projects such as The Villas at Churchville, Ehr-Dale Heights apartments, and Baker Street Landing are enabling local residents to stay in the community when they no longer require a larger single-family home.

Types of higher density development to be avoided & encouraged*



* These images were part of the Community Preference Survey.

Future Land Use

Agricultural/Residential - Low Density

The Agricultural/Residential Low Density Use District is shown in light yellow on the Future Land Use Map. The areas designated as Agricultural/Residential - Low Density are generally located east of the Village, west of the Village along NYS Route 33, and in Riga Center.

The Agricultural/residential - low density areas are characterized by a reduction of farming activities and an increase in single-family home construction on large lots (1 to 5 acres per unit). A prime example of this type of development can be seen along Bromley Road. As the photos of Bromley Road to the right illustrate, the current pattern of development is characterized by a combination of the following:

- Three to five acre lot sizes; and
- Varying front yard setbacks and lot widths that create large lawn areas.

This residential development pattern combined with the large tracts of farmland that are present throughout the Town represent the defining rural character of Riga. The expansive views and vistas that can be enjoyed travelling throughout the Town are a source of local pride and should be preserved when possible. In order to preserve the Town's farmland, new homes should be placed in a manner that does not impact contiguous tracts of prime soils.

Existing examples of a Low Density Residential Development Pattern*



Three acre lots along Bromley Road



Four acre lots along Bromley Road

* These images were NOT part of the Community Preference Survey.

Future Land Use

The completion of an Open Space & Farmland Protection Plan is critical to preserving the areas designated as Agricultural & Open Space on the Future Land Use Map.

Agricultural & Open Space

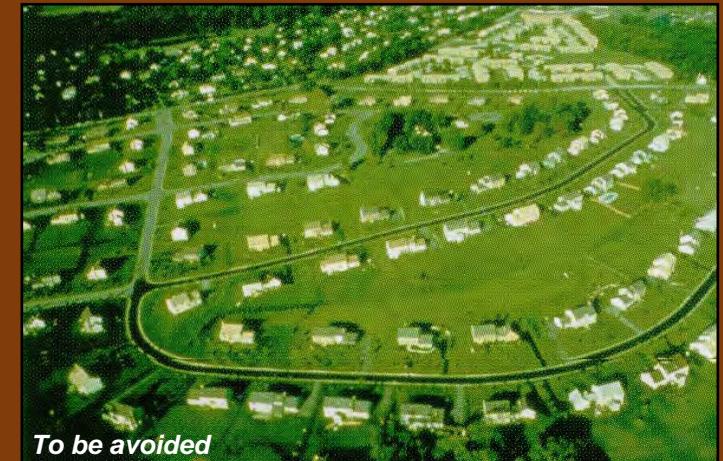
The area on the Future Land Use Map shown in pale or light green indicates an Agricultural or Open Space use. The areas designated as Agricultural or Open Space are generally located:

- North of the Village, beginning east of Washington Street, extending west to the town line and in the northeast corner of the Town; and
- South of the Village and Black Creek, extending to the southern and eastern town boundaries and to the Mill Seat Landfill.

Historically, the preferred land use within this district has been farming and farm-related operations. The Town should strive to limit the number of non-agricultural uses permitted in these areas. The Town should also direct development away from areas with prime agricultural soils. This can be accomplished by limiting flag lots and ensuring minimum lot size requirements permit the subdivision of land into developable lots along the road frontage, facilitating the preservation of good farmland that would otherwise be absorbed in a deep, narrow lot. It should be noted that any such preservation effort must recognize and balance the owner's right to develop their property.

The images to the right show two distinct uses of farmland. The upper image shows land that has been converted to single-family homes. The lower images shows a traditional hamlet surrounded by active farming operations. The lower image is very similar to the settlement pattern found in Churchville and Riga and was considered desirable by participants in the Community Forum. In order to achieve the preferred land use pattern shown in the image to lower right, the Town could begin a proactive and reactive preservation strategy that may include: 1) encouraging the acquisition of conservation easements on key parcels; 2) requiring the donation of open space as a condition of site plan approval; 3) incorporating incentive zoning provisions into the Town code; and 4) requiring clustering as a condition to connect to a public water and/or sewer system.

Types of development to be avoided & encouraged in Agricultural areas*



* These images were part of the Community Preference Survey.

Future Land Use

Recreation

Areas devoted to Recreation on the Future Land Use Map are shown in dark green. These areas currently include public and private facilities such as the:

- County Park facility;
- County Golf Course;
- Sanford Road Recreation Facility;
- Riga Town Park;
- West Shore Trail;
- Sprucewood Nature Center;
- Hand powered boat launch;
- Various courts, and athletic fields;
- Disc golf course;
- Snowmobile trails; and
- Mill Creek Golf Club.

The presence of Black Creek also provides water related activities such as kayaking and fishing.

Over the next decade, the Town and Village should strive to ensure that these areas meet the needs of local residents. In order to do so, Riga and Churchville should:

1. Be directly involved in the updating of the County's Master Plan for Churchville Park.
2. Continue to pursue grant funding and other mechanisms to implement the plan's recommendations over time.

Riga has an agreement with Monroe County that allows the Town to make certain improvements in Churchville Park. In exchange, the Town gets preferential treatment when scheduling the use of the County's athletic fields.

Examples of recreation facilities available within the community*



* These images were NOT part of the Community Preference Survey.

Future Land Use

Community

The area on the Future Land Use Map shown in pale or light blue are the Community Use Districts. The Community Uses within the Town and Village include the:

- Creekside Cemetery;
- Riga Cemetery;
- High School Campus; and
- Area that includes the Town Hall, Fire Hall, Highway Garage, Riga Town Park, and the American Legion Post.

The Town and Village should strive to locate community uses (i.e. community center, etc.) within the downtown area that will generate foot traffic.

It should be noted that other Community Resources are located throughout the Town and Village such as the library and various churches. However, these individual land uses do not justify creating additional Community Districts on the Future Land Use Map.

Certain community uses generate activity and foot traffic that can serve to benefit nearby businesses. These uses can include libraries, churches, and Town and Village Halls. By comparison, highway garages and fire halls consume large amounts of land and do not tend to complement nearby commercial operations. As a result, the Town and Village should strive to locate appropriate community uses (i.e. community center, etc.) within the downtown area.

Examples of Community or Civic Type Uses*



Newman-Riga Library



Churchville Chili High School



Creekside Cemetery



Churchville Fire Hall



Elementary School



Riga Town Park

* These images were NOT part of the Community Preference Survey.

Future Land Use

Creek Buffer

The Creek Buffer Area straddles Black, Hotel, and Onion Creeks. The purpose of the Creek Buffer Area is to graphically illustrate the buffering requirements contained in the Town Zoning Code. According to the Town Code, there are restrictions on development within 80 feet from the center line of Black Creek and within 40 feet from the center line of Hotel, Onion, and Mill Creeks.

Note: The creek buffer area is not shown on the Future Land Use Map within Village boundaries to maintain map clarity.

Gateways

Gateways Districts are not depicted on the Future Land Use Map contained within this plan. As a result, they will need to be defined by the Town and Village as part of the implementation of this plan. Based upon the feedback gathered as part of this planning process, there are two types of gateways that will help to achieve the community's vision:

- Village Gateway - As part of the charrette process, the community has identified the need to create attractive entrances into the Village of Churchville. These gateways will generally occur at the Village line, are relatively small in scale, and could be more formal in appearance.
- Rural Gateway - An area intended to create a aesthetically pleasing transition between the developed portions of the village center and the rural areas of the Town. These gateways will extend into the Town along a portion of road or highway, and could be more natural in their appearance.

The Town of Ogden adopted a Heritage Commercial District along Route 259 adjacent to Route 531. This zoning classification is intended to create an attractive commercial gateway for motorists entering or exiting the village center by requiring design criteria for new development.

The graphic to the immediate right is an example of a Village Gateway treatment. The graphic to the far right represents a Rural Gateway treatment. In addition to making improvements within the public right-of-way, consideration should be given to articulating permitted uses and design criteria that would guide private investment. As development occurs, these code requirements will help to create a stronger sense of arrival into the Town and Village. In Riga, these requirements will serve to maintain the visual separation between the undeveloped and developed portions of the Town that residents have expressed a strong desire to



Image Sources: <http://www.co.delaware.in.us>



Donald R. Ehrmentraut Village Hall Complex



Riga Town Hall & Court Facility

Acknowledgements

The Joint Comprehensive Plan Steering Committee members (listed alphabetically by last name):

- Sue Davis, Village Planning Board Member
- Cynthia Flynn, Town Conservation Board Member
- Ed Fraser, Fraser's Garlic Farm
- John Hartman, Deputy Mayor
- Brad O'Brocta, Supervisor
- Robert Ottley, Former Supervisor
- Nancy Steedman, Mayor
- Lyle Warren, Village Zoning Board Chairman

- Steinmetz Planning Group

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The Committee would also like to thank all of the residents, business owners, and elected officials that participated in this process; it is a better plan because of your time and energy.

Photo credits:

Unless otherwise noted, the photographs contained in this document were taken by the Steinmetz Planning Group, provided by the Town and Village, or courtesy of *Better Models For Commercial Development* (published by, The Conservation Fund).

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