

# **Town of Hopewell**

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## **Comprehensive Plan**

**Final Plan  
May 2006**

**Submitted to:  
Town of Hopewell  
Steering Committee**



**186 North Water Street  
Rochester, NY 14604**



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## CHAPTER ONE—INTRODUCTION

The following Chapter provides an overview of the purpose of a comprehensive plan and the process completed to generate this document.

### THE PURPOSE OF A COMPREHENSIVE PLAN

A comprehensive plan provides an overall framework for future public and private investment and decision making in the community. This investment can take many forms, such as, but not limited to, financial, civic and creative resources. In Hopewell, it is this collective investment by residents, businesses, churches, schools, volunteer organizations and local government that will shape the physical, social and economic character of the town.

This Comprehensive Plan articulates an overall vision for Hopewell and the means to achieve the objectives set forth. The process for and the contents of the plan are consistent with New York State Municipal Law (NYS Town Law 272-A), which defines a comprehensive plan as:

*“the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive materials that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the town. The town comprehensive plan shall...serve as a basis for land use regulation, infrastructure development and public and private investment, and any plans which may detail one or more topics of a town comprehensive plan.”*



According to New York State Law, the town's comprehensive plan must be adopted by the Town Board, which requires a public hearing. However this approval process does not preclude future review and amendment. The vision and policies contained in this document should be perceived as flexible. As the conditions upon which the document are based change, it is reasonable to assume that its contents may need to be changed as well. The plan is intended to serve as a guide for the next 10 to 15 years. However, this plan should be reviewed at most every five years to gauge progress on implementation and perform needed maintenance. A more formal revision should occur at the end of the 10- to 15-year planning period.

## PROCESS OVERVIEW

In its simplest form, long-range planning includes three key activities: understanding the present condition, identifying the desired end state, and determining the best methods for achieving it. The Town selected a Steering Committee consisting of residents, town officials and local business owners to help identify key issues that should be analyzed during the planning process. Members of the Committee included:

Bator, Jim	Galens, Paul	Jones, Dorothy	Wesche, Allan
Bator, Bob	Gould, James	Schafer, Donald	Wood, Edward
Callerame, Paul	Hackett, Ray	Thomas-Becker,	
Carson, Karen	Hartman, Linda	Trickey, Jeff	

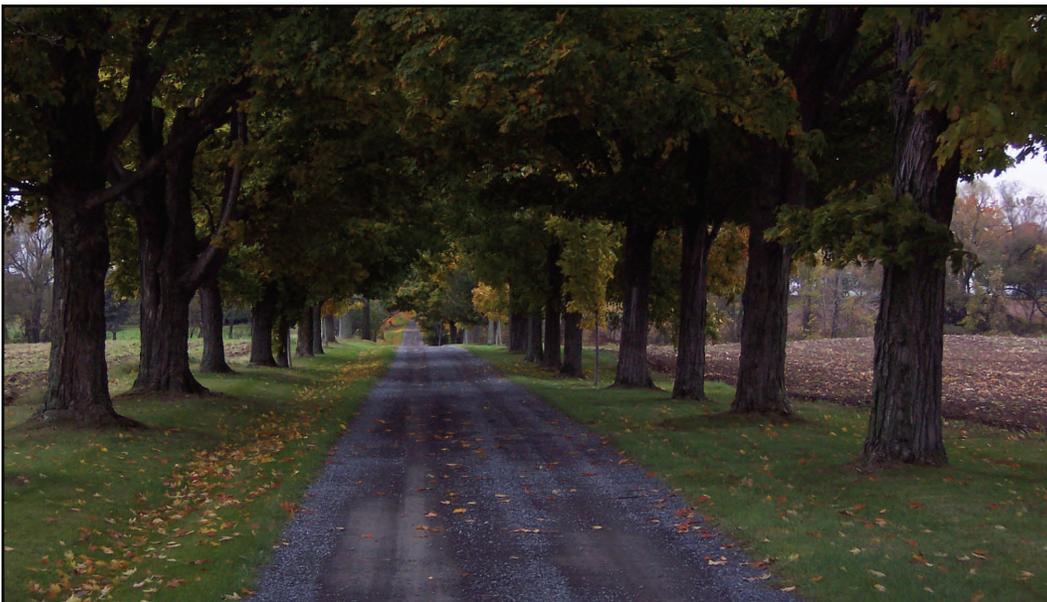
The Steering Committee recognized the need to identify a clear long term vision prior to developing a comprehensive plan and therefore completed a Visioning Plan in 2004 (Appendix B). The vision planning process included the distribution of a community survey, which is an Appendix within the Visioning Plan, that allowed respondents to identify their desires and concerns for the community. The key interests and issues of the community included:

- Rural Character Preservation (Farmland, Natural Features and Scenic Views)
- Public Water and Sewer Facility Expansion
- Improved Traffic Safety
- Improved Communication Between Residents and Government
- Improved Property Maintenance Standards
- Need Commercial Development Guidelines

Based upon the community survey, the Town drafted and adopted the following Vision Statement, which directed efforts throughout the planning process and served as the foundation for the Plan:

## THE VISION OF THE TOWN OF HOPEWELL

*The Town of Hopewell strives to be a premiere community in Ontario County and the greater Finger Lakes Region, providing a high quality of life to its residents and an attractive location for appropriate economic development. Hopewell understands the primary reason why people desire to live in our community is directly related to its rural quality of life, associated open spaces and active agriculture. For this reason, the Town will make every effort to encourage the conservation of viable agriculture, natural resources, scenic views and open areas. Hopewell will define its growth pattern, providing clear guidance to developers concerning the use of land, the provision of community services and the appearance of future commercial development. Overall, this effort will ensure that future generations inherit a community with a clearly defined identity and sense of place that celebrates the Hopewell's unique assets.*



Upon completion of the Visioning Plan, the Steering Committee initiated the development of the Town Comprehensive Plan. The information contained in the Comprehensive Plan reflects the town's previous information gathering and goal setting activities. Through the comprehensive planning process this initial information was confirmed, refined and expanded upon via quantitative and qualitative information collection, Steering Committee participation, a public workshop, and a public hearing. Through each phase of the process, the Town worked to gather information and ideas, confirm observations and findings and determine an action plan for future progress and success. The highlights from the process are described below.

### **EXISTING CONDITIONS ANALYSIS**

In the early stages of the comprehensive planning process, current and historic data about the town and its population were collected for review and analysis. A plan is only as good as the information from which it is based. Therefore, the existing conditions section provides the foundation for the plan. Consequently, a wide range of information from multiple sources was collected including the US Census, the New York State Department of Conservation, Ontario County Real Property Office, Ontario County Planning Office, Genesee Finger Lakes Regional Planning Council, and the Genesee Transportation Council. The existing conditions analysis addressed socio-economic conditions, environmental features, population and development trends and other pertinent information. The information gathered is contained in Chapter Two, including several maps and figures.

### **FOCUS GROUP MEETINGS**

Throughout the process, several key themes emerged that warranted further exploration. To obtain more insight and identify potential solutions and recommendations, two focus groups were conducted:

- Growth and Development
- Community Enhancements

Focus group participants were selected based on their interest (expressed via the community survey) and their knowledge of and experience with the topic area. A summary of each groups' findings is provided below.

#### *Growth and Development*

Overall, the group supported the need for more stringent review and regulations in the Town. In addition, a growth pattern that avoids viable agriculture and scenic open space areas while encouraging development in appropriate areas was seen as beneficial. Support was shown for the idea of developing distinct nodes in the community rather than sprawling subdivisions. This was found to be preferable for many reasons including the efficient use of sewer and water. Large lot residential development was viewed as appropriate in areas where natural features limit development. As another, option, cluster development in sensitive areas could be appropriate for smaller lot subdivisions. Commercial development areas, especially along 5 & 20 and County Route

10, will require development standards in the zoning code. Agricultural areas should be limited in permitted uses to farming and farm support services with provisions for agri-tourism opportunities. In addition, while residential development should not be encouraged in agricultural areas, the allowance of large lot (10+ acres) should be considered.

### *Community Enhancements*

Several areas for community enhancements were identified and follow in-line with the long term policies outlined during the visioning process and further expanded upon in the Comprehensive Plan. Of key interest was improving the Town's identity in the region. The group felt that by enhancing the Town's sense of place, a greater appreciation for Hopewell's unique assets would be achieved. Opportunities such as improving the identity of Hopewell Center, providing a community center, improving the Town webpage and establishing a series of events and festivals were recommended. Following in-line with the community survey, members felt that sewer and water was required in additional areas of the Town in order to facilitate good development. Town roadway maintenance and safety was seen as an important issue to address. It was noted that much of the heavy truck traffic on Town roads was related to the County facility. Members questioned whether or not the County should contribute to road maintenance for these areas, especially since the County does not pay taxes to the Town for the property in use. Additionally, the group believed improved property maintenance and commercial design guidelines were required to ensure the 5 & 20 corridor does not continue to sprawl east towards Geneva with unattractive development.

## **POLICY AND IMPLEMENTATION**

Policies provide local decision makers with a foundation for guiding future investments in the social, economic and physical development of the community. Building upon the general policy framework provided in the Vision Plan, the Steering Committee refined the policy areas, statements and objectives for five key policy areas:

- Growth and Development
- Community Enhancements
- Open Space and Natural Resource Conservation
- Regional Cooperation
- Image

An implementation workbook, Chapter Three was generated to help decision makers implement the policies outlined on a daily basis, keeping the Comprehensive Plan off the shelf and in use.

## **FUTURE LAND USE AND DEVELOPMENT**

Future Land Use and Development, Chapter Four, identifies a long term, ideal growth pattern for the community. The plan identifies locations where particular types of development should be encouraged. In addition, it provides examples of development styles viewed as appropriate for the community. The future land use plan should function as the foundation for zoning, site plan and subdivision regulation updates.

## **PUBLIC WORKSHOP**

On August 31st, 2005 the Town of Hopewell facilitated a public workshop that focused on land use and development policy. A brief overview presentation was provided that explained the comprehensive plan process and the project to date. Two information gathering exercises were administered during the workshop. The first exercise asked those in attendance to identify the strengths and weaknesses of Hopewell as well as the potential opportunities and threats facing the community in the long term. The second exercise was a preferred development survey (PDS) which asked attendants to rank a series of images of development styles based upon their appropriateness for the Town. Results of the PDS can be found in Chapter Four, Future Land Use and Development.

Attendants were then provided an opportunity to review, comment and revise the draft land use plan. Recommended revisions are reflected in the Future Land Use Plan (see Map 13).

## CHAPTER TWO—EXISTING CONDITIONS

### OVERVIEW

Community Planning is a complex process that requires considerable forethought. However, determining the direction and vision for a community's future demands an examination of past and present conditions. Understanding the current social, physical and natural environments and how they have changed over time helps to ensure better decision making.

The inventory and analysis portion of the Comprehensive Plan addresses a wide range of conditions that affect the social, economic and environmental character of the Town of Hopewell. The topics selected in this section were based on input received from the Steering Committee and reflect some of the critical areas that will be addressed by the plan's vision and goals.

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

In the demographics section, data from several points in time have been provided to show the trends in the Town of Hopewell. Observing changes over time allows us to make educated assumptions about future conditions based on recent trends. Where appropriate, information at the County level has been included as well, providing context and an understanding of regional dynamics that may be affecting the Town.

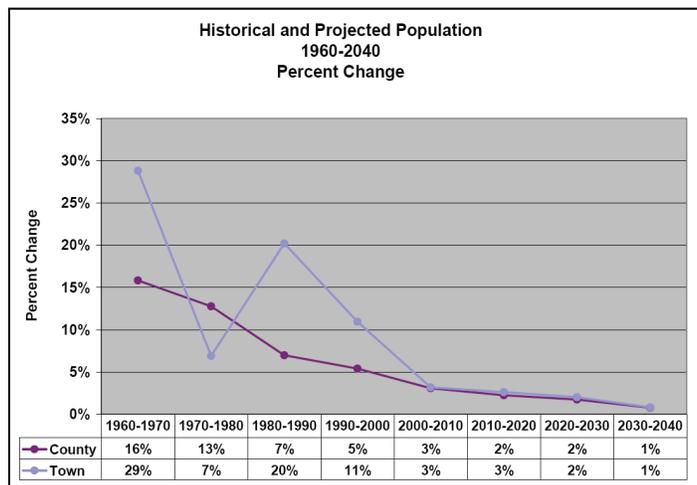
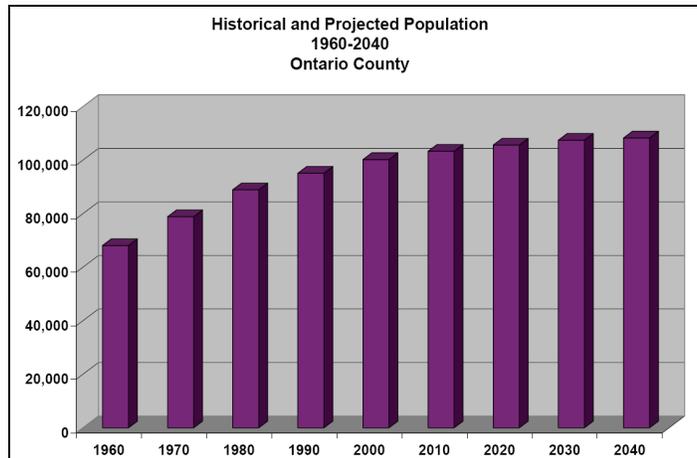
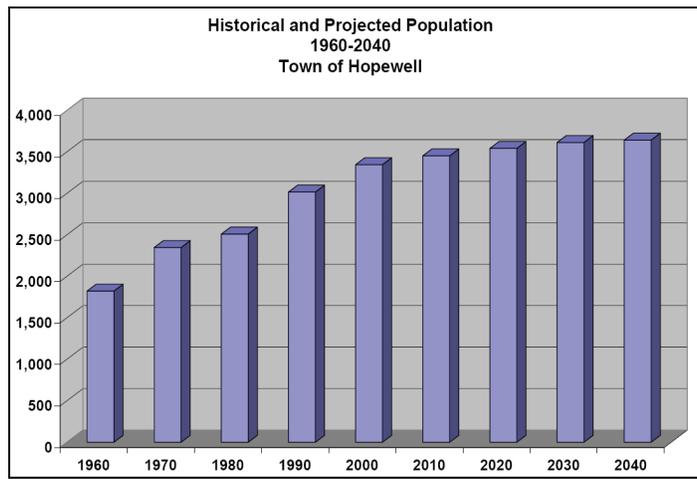
## DEMOGRAPHIC INFORMATION

### Population

The number of people residing in a community is one of the most basic indicators of change in a community. Changes in population impact a wide range of community services, dictate development demands and affect environmental quality and stability.

According to 2000 US Census figures the Town of Hopewell's population is 3,346, up 11 percent from 1990 (3,016). Hopewell's rate of population growth in that time period more than doubled that of the County. Ontario County's population increased 5.3 percent to 100,224 in 2000. However, that rate of growth was not nearly as rapid as it was during the 1960s and 1980s. The population figures, as reported by the Census Bureau, are based on the Census' short form questionnaire, in which all households were surveyed. While the data contained in the Census is the most comprehensive, it should not be considered infallible.

Although the Town experienced relatively large jump in population, projections for future population growth predict a steady, moderate rise. Developed by the Genesee-Finger Lakes Regional Planning Council, the projected increase in population between 2000 and 2010 is three percent, about the same as the County's anticipated population growth. While this is a good indicator of future growth in the community, the Town should be prepared for larger increases. The growing number of retired persons in the region, personal financial growth, the abundance of available development opportunities, and development pressures from Victor, Farmington, and Canandaigua could expedite Hopewell's population growth.



Figures 1-3 Source: Genesee-Finger Lakes Regional Planning Council

## Age

The age breakdown of the Town’s population is an important consideration in determining changes to current and future level of services provided within the community. For example, an increasing number of pre-school and school-aged children might indicate the need for enhanced educational services and facilities to accommodate future increases in demand. Changes in the senior population can impact the type and location of residential housing development and the need for services that cater to seniors.

As Figure 4 illustrates, marginal changes in the Town’s age breakdown occurred between 1990 and 2000. For example, the number of children under the age of five decreased by about two percent. Although this decrease may not be large enough to drastically impact services, this drop could change classroom numbers and sizes in the future. The largest change was a nearly seven percent jump in the number of people between 45 and 64, indicating the potential need for additional senior services in coming years.

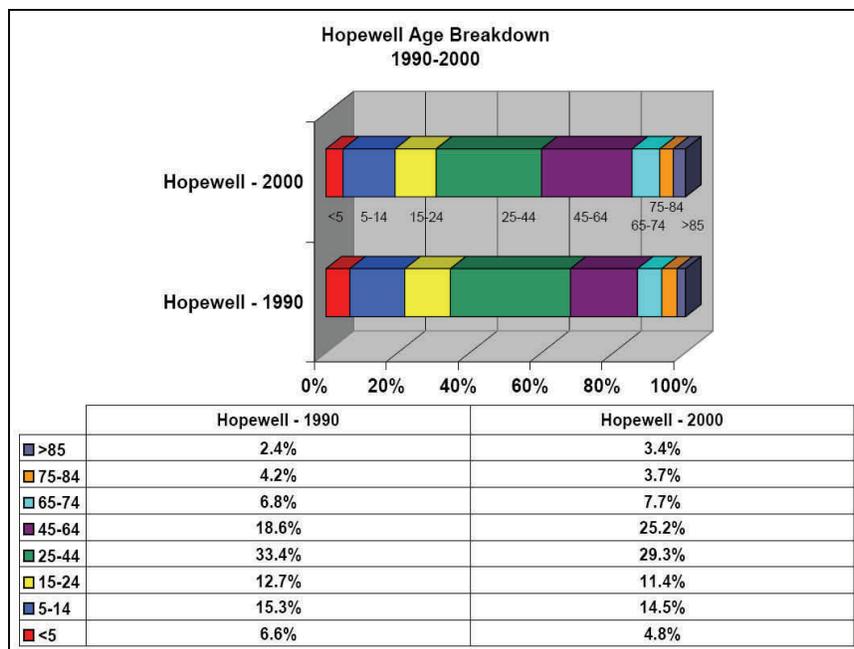


Figure 4 Source: US Census

## Household Data

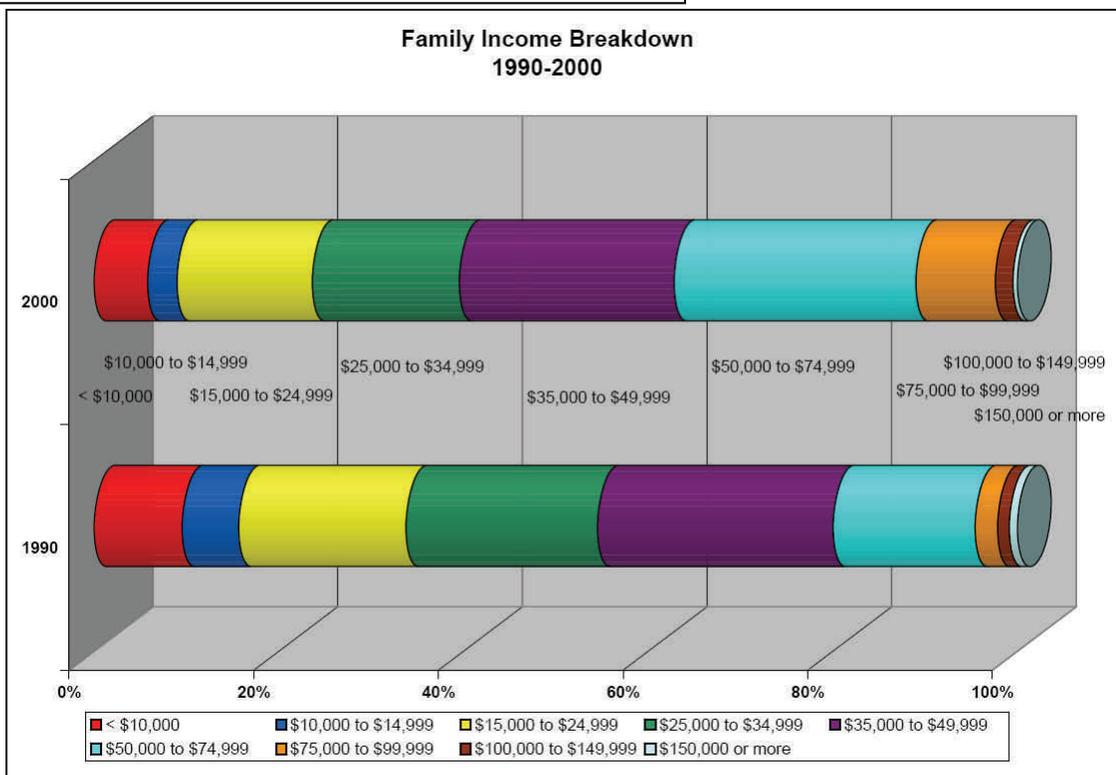
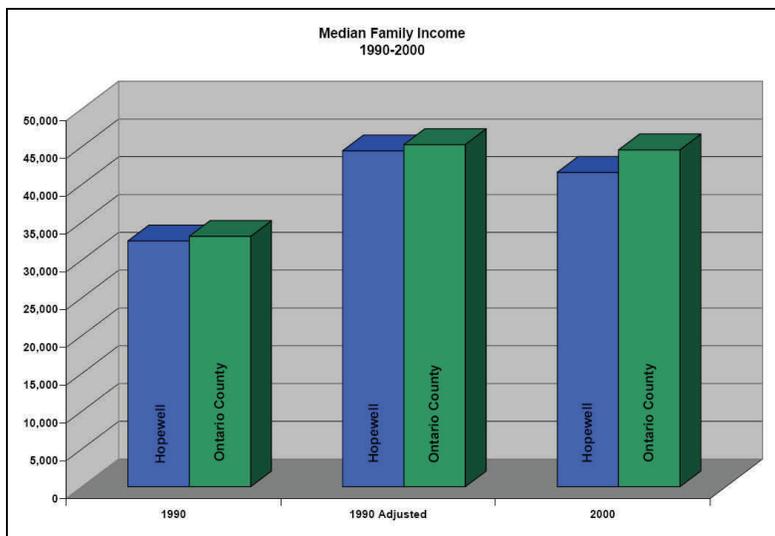
Although much of the demographic information outlined in the existing conditions analysis is based on total population, it is interesting to note changes in household makeup over time. Changes in household makeup can provide insight into the dynamics of the community that will assist in identifying future service and development needs.

In 2000, the number of households in Hopewell increased to 1,244, which is a 21 percent jump from 1,027 households in 1990. Hopewell’s household make-up also experienced some changes during this time period. The average household size decreased from 2.9 in 1990 to 2.7 in 2000. This change is consistent with population trends across the state and nation. It also reflects the national trend of families having fewer children.

## Income

Residents' wealth and disposable income provide insight into retail patterns and needs, the types of residential development that can be supported, and the potential demand for future services. As Figure 5 indicates, the median family income in Hopewell, when adjusted for inflation, has actually decreased 6.4 percent while the county's figure decreased 1.6 percent.

Although the Median Family Income doesn't seem to indicate any major changes in income, the breakdown of family households tells a slightly different story. While the percentage of middle-class earners has remained relatively constant, the percentage of



Figures 5 & 6 Source: US Census

high-income residents has changed considerably, as is shown in Figure 6. From 1990 to 2000, the number of families earning over \$75,000 nearly tripled. Meanwhile, the number of families earning less than \$25,000 dropped ten percent. This raises the question of whether the Town’s lower-income residents will continue to drop as the cost of living in the Town increases. A good mix of income levels helps to ensure that a community is diverse and balanced. Ensuring that all income levels are welcome in the Town will be addressed in Chapter Four.

## Education

The education level of a given community is almost always interconnected to employment and income levels. Communities with higher educational attainment tend to have higher employment and income levels. The educational attainment of a community or region is sometimes a significant factor in businesses’ location decisions, especially employers requiring an educated labor force.

Significant changes occurred in the makeup of Hopewell’s educational attainment between 1990 and 2000. The number of people with some college experience but no degree increased by over 70 percent. The number of residents with a bachelors or graduate/professional degree also saw large increases, by 50 and 29 percent, respectively. Meanwhile, the number of grade school dropouts fell sharply from 525 in 1990 to 332 in 2000. Since it is not possible to know the age cohorts that comprise each educational level, we do not know whether the increase in educational attainment is a result of long-time residents seeking advanced degrees or a result of the influx of affluent residents who are likely to have college degrees.

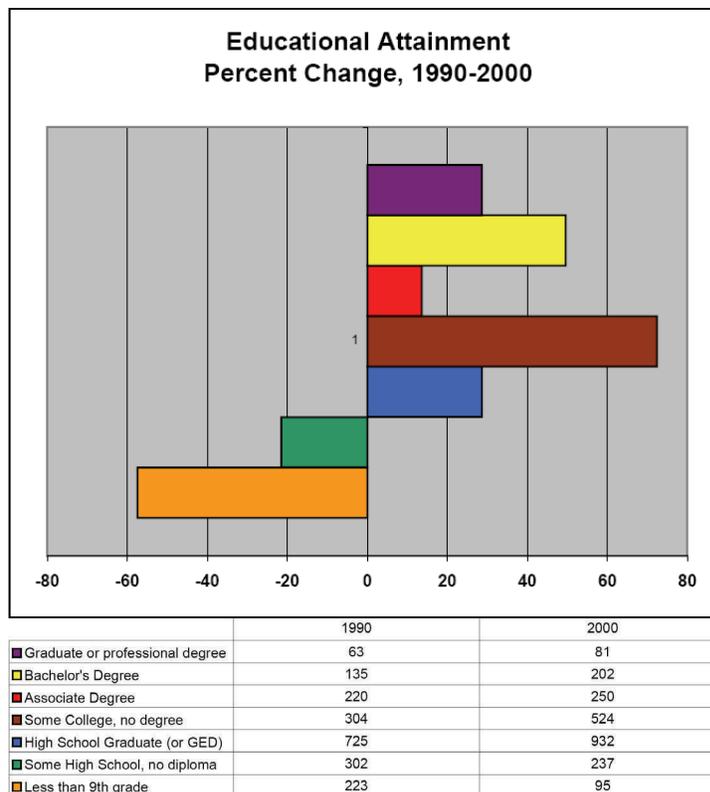


Figure 7 Source: US Census

## Employment

Employment statistics provide important information about a community's social and economic status. One of the most basic employment indicators is the unemployment rate. Unemployment data from the New York Labor Department is not available at the town level for communities with less than 25,000 people. However, County unemployment figures, which are available, offer a regional perspective that illustrates how the area's economy is performing. Ontario County's unemployment rate in August 2005 was 3.9 percent, while the average for the first eight months of 2005 was 4.8 percent. The current unemployment rate is comparable to, and usually lower than, other surrounding counties, which ranged from 5.9 (Steuben) to 4.5. (Yates). The current unemployment rate in New York State is 5.4 percent while the nation's rate is 4.9 percent.

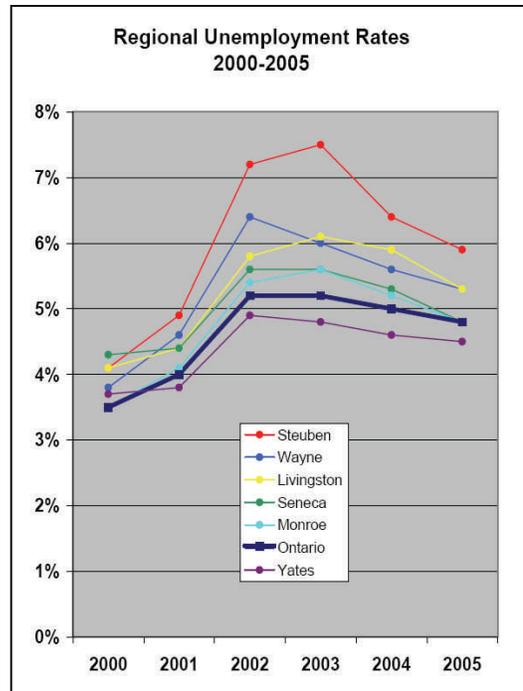


Figure 8 Source: NY State Labor Department

If unemployment rates provide a general indication of economic performance, a breakdown of residents' employment by occupation provides insight into the social climate of a community. The breakdown of occupations can often be tied to education levels and the types of resources found in a community. Figure 9 below indicates that Town residents enjoy a healthy balance of manufacturing, service, and professional occupation opportunities. This may be due to the proximity to Canandaigua and Geneva's diverse economies, as well as the presence of Finger Lakes Community College and the County Office Complex within the Town.

In reviewing the chart below, it is important to note that the breakdown of occupation provided for the town's residents does not equate to the breakdown of occupations available within the Town.

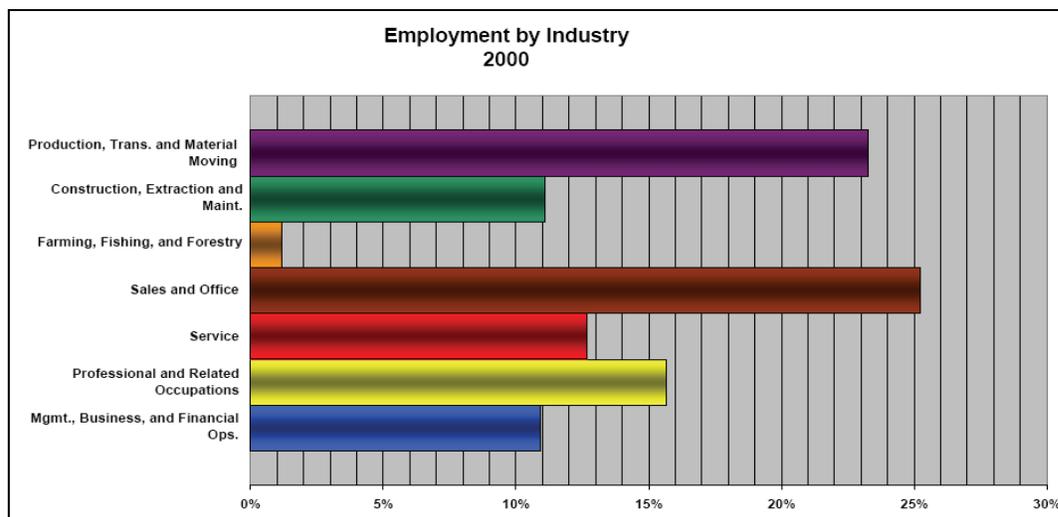


Figure 9 Source: NY State Labor Department

## Housing and Residential Development

In the 2000 Census, Hopewell's level of homeownership was 83 percent, which was higher than the county rate of 74 percent. Communities typically view a high percentage of homeownership favorably because it indicates that the community's residents are enjoying financial well-being and the town's property values will be maintained or increase. While this is true in many communities, the low percentage of renters can sometimes indicate a lack of diverse housing choices. Individuals or families that cannot afford to buy a home may have to leave town to find suitable rental options. This may be the case in Hopewell, which has a lower percentage of renters than the County as a whole.

The housing stock in Hopewell varies widely in age, style and condition. Almost 30 percent of the housing in Hopewell was built 1939 or earlier. The age of housing can become an issue for the Town in terms of the development and enforcement of property maintenance standards. Often times, older housing stock, especially homes that have not been maintained through the years, are the focus of property upkeep issues. The higher the percentage of older homes, the higher the chances that housing stock maintenance will be needed. A majority of the community's oldest homes are farm houses and homesteads located along the rural roadways of the town. Although these homes may require more maintenance, they also signify the rich heritage of the community. Preservation of older homes, both in rural areas and in the hamlets, is vital to maintaining the historic character of the Town.

Nearly half of the homes in Hopewell were built between 1960 and 1989. That relatively large housing increase has slowed in recent years, though development pressures from surrounding communities, including those in the Rochester area, remain strong and should have an impact on the policies developed that address future growth in the Town.

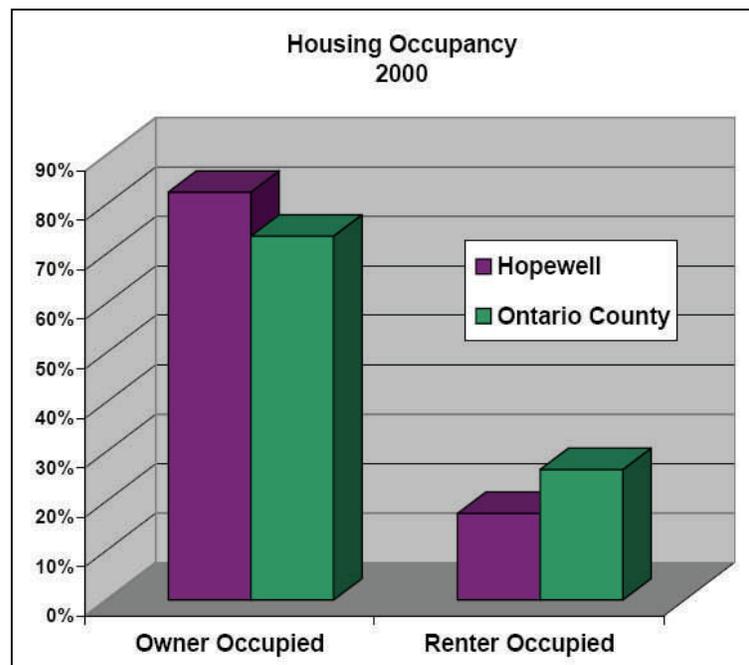


Figure 10 Source: US Census

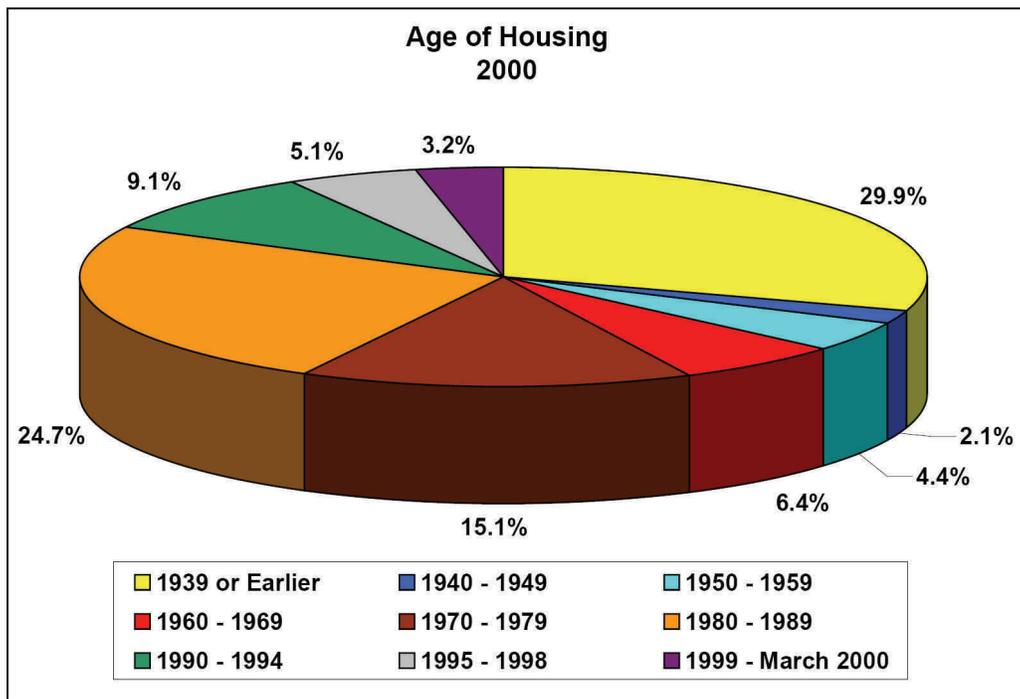


Figure 11 Source: US Census

## Housing Values

In 2000, the median value of owner-occupied housing in the Town (\$84,000) was over ten percent lower than that of the County (\$94,100). It is likely that the median housing value is skewed upward as a result of the more expensive lakefront properties located on Canandaigua Lake and other Finger Lakes. Housing and property values in these areas have increased significantly over the last 10 year or more.

According to the Greater Rochester Association of Realtors, the median sales price for homes sold between July 2001 and September 2005 was \$90,000. The average price during that same time period was \$97,640. The combined property sales for this period totaled \$10,056,966. This represents a monthly average of \$197,195.

Due to limitations of the information available from this source, it was not possible to differentiate definitively between land-only and house and land sales.

## Cost of Development

Although residential development is often an indicator of prosperity and growth in a town, it does come at a cost. Figure 12 summarizes the costs associated with the three major land uses typically found in a community: residential; commercial/industrial; and agricultural/open space. Although these specific figures are based on an analysis included in Genesee County's Agricultural Protection Plan, similar analysis from communities across the state indicate that general ratio of taxes paid to services provided.

As the graphic illustrates, residential development costs the municipality money in services, while commercial/industrial and agricultural/open space land uses provide a "profit" for every tax dollar paid. Residential development impacts infrastructure, schools, and other municipal services in a way that the other types of land uses do not. Additionally, poorly managed growth, or sprawl, contributes to the net loss of tax dollars because of its less efficient use of infrastructure. In order to maintain a stable and healthy tax base, it is important to balance residential development with commercial and land preservation.

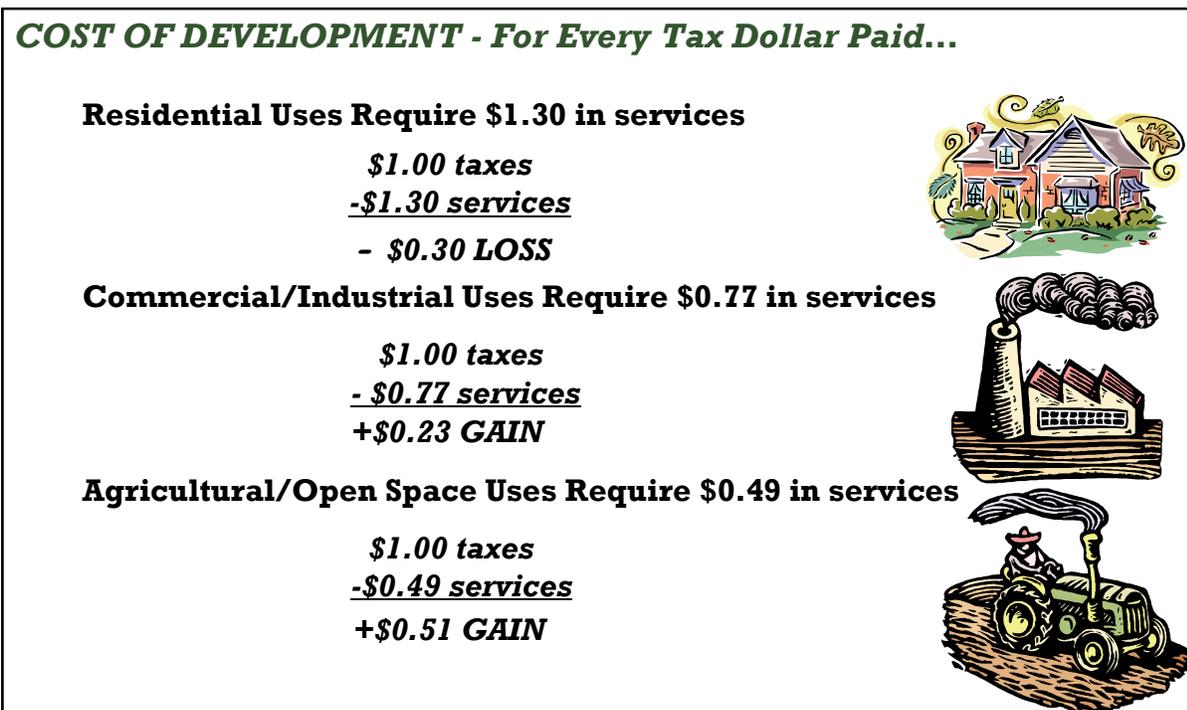


Figure 12 Source: Town of Byron, 2001 Genesee County Agricultural Protection Plan

## NATURAL AND PHYSICAL FEATURES

### Wetlands

Wetlands play an integral role in the natural environment. Wetlands have highly absorptive properties that reduce the impact of flooding and water quality degradation from surface water run-off. They filter out particulate matter including various industrial and agricultural pollutants. From an ecological standpoint, freshwater wetlands can provide a wide range of habitat areas that increase biological diversity for plants, insects, fish, and terrestrial wildlife. Development practices should be minimized around critical wetland areas as defined by the New York State Department of Environmental Conservation (DEC).

Map 1 highlights DEC regulated wetlands in the Town of Hopewell. The DEC regulates wetlands that are 12.4 acres or greater. Additional federally regulated wetlands not categorized by the DEC may exist in the town. In order to avoid costly fines and penalties, developers should contact the DEC Regional Office 8 for permitting information if any wetlands exist on a proposed site.

### Watersheds and Waterbodies

A watershed is defined as the area of land that drains into a particular body of water. The Town of Hopewell is in the Finger Lakes – Lake Ontario watershed. The southwestern part of the town drains into Canandaigua Lake, which empties into Canandaigua Outlet. The remainder of the Town drains directly into Canandaigua Outlet, which flows into the Erie Canal and eventually Lake Ontario via the Oswego River.

The New York State Department of Environmental Conservation (DEC) classifies all waterbodies according to their “best use”, a designation that takes into account such factors as stream flow, water quality, and desired uses of the water and its bordering lands. DEC programs are designed to achieve and maintain the best use for each of these waterbodies. The following are the major waterbodies and their best use classification (see Map 1).

- Canandaigua Outlet (C) – suitable for fish propagation and fishing. Canandaigua Outlet flows north out of Canandaigua Lake, through Chapin and eventually into Lake Ontario.
- Freshour Creek (C) - suitable for fish propagation and fishing. Freshour Creek is a tributary of Canandaigua Outlet that flows north along Freshour Road and eventually into Lake Ontario.
- Rocky Run (C) - suitable for fish propagation and fishing. Rocky Run is also a tributary of Canandaigua Outlet. It flows north from Aloquin into the Town of Manchester and eventually into Lake Ontario.

### Floodplains

Areas that are prone to flooding due to water volumes exceeding a natural waterbody’s capacity are known as floodplains. The most critical floodplain to consider is the 100-year floodplain, which is typically impacted by a flooding event once every 100 years. Development in these areas should be minimized and may be subject to NYS

Department of Environmental Conservation review and permitting. In addition, the Town should cooperate with Ontario County in any flood mitigation planning to minimize the potential for property damage and loss of life due to future flooding. Map 1 shows the location of floodplains in Hopewell.

## Topography

The unique terrain of the Finger Lakes region is a result of thousands of years of glacial activity in the area. The glaciers carved out valleys, streams and rivers and left minor depressions that would later become the Finger Lakes. The region has long reaped the benefit of these natural processes in the form of prime agricultural land, scenic vistas, recreation, and tourism.

Hopewell enjoys a diverse landscape including several small gullies and valleys, gently rolling hills, and ample level terrain to serve the farming community. The measure of the slope of the land generally indicates its suitability for various types of development. Areas with very steep slopes are often limited as to the quantity and types of development that can be supported. The Town has very few large areas where steep slopes would have an impact on development, with Lincoln Hill in the southwest corner of the Town being the steepest hill (see Map 2).

Overdevelopment of any steep slope can lead to increased erosion, siltation, excessive removal of vegetation and soil, flooding, soil slippage, water runoff, and destruction of unique land forms and scenic vistas. All of this threatens the water quality of Canandaigua Lake, Canandaigua Outlet, and other waterbodies in the area. Strategic land use planning and design is integral to maximizing the optimal use of this natural terrain and keeping scenic vistas intact.

## Soils

The types of soil present in a community can have a significant impact on development potential. Highly erodable soils and hydric soils require fill or advanced engineering methods to ensure stability.

According to the Ontario County Soil and Water Conservation District, the soil types in Hopewell are highly diverse. Map 3 shows the variety of soils and their location and Table 3.1 shows the characteristics of the different soils. Maps 4 and 5 highlight those soils that are classified as highly erodable or prime agricultural land. Highly erodable soils tend to be located along the steeper slopes, while prime agricultural land is often found in the valleys. Development in these sensitive areas should be minimized in order to preserve agricultural resources and reduce erosion, flooding, and even property damage.

## Public Sewer and Water

Less than five percent of the Town has access to sewer facilities. Those that do are part of the Canandaigua Consolidated Sewer District (see Map 6). Currently there are only about 700 properties that have access to public water. The remainder of the residents use wells for their water source. The Town has plans to expand public water service to an additional 100 properties in 2006, including some on East Avenue, Stoddard Road,

Swamp Road, and parts of County Road 47 and Freshour Road.

### **School Districts**

Of the 17 school districts located within Ontario County, four service students in grades K-12 in the Town of Hopewell, including Canandaigua, Gorham-Middlesex, Manchester-Shortsville, and Phelps-Clifton Springs Central School Districts. Canandaigua City School District covers a majority of the Town, followed by Phelps-Clifton Springs (see Map7).

### **Transportation System**

Transportation facilities in the Town of Hopewell primarily serve automobile traffic, the most common mode of transportation. Streets and roads, regardless of their design and pattern, are generally classified according to administrative authority and function, that is, who owns and maintains them and what type of uses they are designed to handle. These jurisdictional levels include state, county, local, and private roads (see Map 8).

There are five state highways in Hopewell, NY Routes 5, 21, 247, 488, and US Route 20, totaling 15.16 miles in length (Routes 5 & 20 share the same roadway). Hopewell has eight County Routes: 4, 10, 17, 18, 19, 46, 47, and 48, totaling 17.24 miles. The remainder of the public roadways in the Town, which total 42.05 miles, are maintained by the Town.

Other modes of transportation include bicycling and walking. These modes are used sporadically in all parts of the Town, with higher concentrations in the hamlets and at Finger Lakes Community College. There is also a trail in Hopewell called Ontario Pathways, a multi-use trail that connects with Canandaigua to the west and Stanley to the south (see Map 8).

Biking and walking play an important role in promoting healthy lifestyles and fostering a sense of community. These modes should have as much consideration as the automobile when considering network and design improvements to streets and roads. This approach, while not particularly common in many communities, has been shown to have a tremendous effect on improving the quality of life for citizens by elevating human concerns above the needs of the automobile.

Hopewell is also served by air and rail transportation (see Map 8). There is a small airfield in Chapin called Hopewell Airpark, whose grass strip mainly serves small private crafts. The Finger Lakes Railroad has a track running along the State Route 21 corridor through Chapin, and serves light industry throughout the region.

### **Historical Places & Archaeological Sensitive Sites**

Locating historic and archaeological sensitive sites can help to preserve important cultural resources when determining where new development should occur. Map 9 shows the approximate locations of sensitive sites as determined by the New York State Office of Parks, Recreation and Historic Preservation. Also included is the location of the Oliver Wagner Farmstead on SR 488, designated as a Federal Historic Site, and locally known as the Cunningham Farm.

## **Agricultural Districts**

Agricultural Districts are a landowner-based initiative, made possible by New York State Agricultural and Markets Law. According to the law, the purpose of the districting is to encourage the continued use of farmland for agricultural production. The program is based on a combination of landowner incentives and protections, all of which are designed to forestall the conversion of farmland to non-agricultural uses.

Included in these benefits are preferential real property tax treatment (agricultural assessment and special benefit assessment), and protections against overly restrictive local laws, government funded acquisition or construction projects, and private nuisance suits involving agricultural practices. Nearly 88 percent of the Town of Hopewell is within an Agricultural District (see Map 10).

## **Existing Land Use and Zoning**

Existing zoning districts, the largest being agricultural, is shown on Map 11.

Land use plays a significant role in defining the pattern, appearance and form of a community. Poor land use planning and regulation can result in undesirable development patterns that negatively impact the Town's quality of life. In the Town of Hopewell, the dominant land uses are residential and agricultural (see Map 12). The town has expressed a desire to preserve this land pattern.

Residential land uses are located throughout the Town, with the largest concentrations occurring in the hamlets of Hopewell Center, Chapin, Aloquin, Littleville, and along State Routes 5 & 20 and State Route 21. Agricultural uses cover a large portion of the rest of the town, and include dairy, fruits, and vegetables.

Commercial and industrial properties are located primarily along Route 21 in Chapin and along Routes 5 & 20 and County Road 10 in the southwest part of the Town. The retail sector has a growing presence along Routes 5 & 20, as the large scale franchise businesses continue to expand from the Town of Canandaigua into Hopewell.

In all, there are 1,587 tax parcels representing approximately 22,293 acres in Hopewell. The total assessed land value of these properties is \$47,348,646 and the total assessed value (including structures and improvements) is \$192,677,360.

## **EXISTING PLANS AND REPORTS**

### **Canandaigua Regional Transportation Study, In Progress**

The Canandaigua Regional Transportation Study focuses on the regional transportation conditions and needs of the northwestern portion of the County, including the City of Canandaigua and portions of the Towns of Canandaigua, Hopewell, and Gorham.

The Canandaigua region is growing in popularity as a place to live, visit and do business. The area's cultural resources, the appeal of the City's traditional Main Street, and the presence of natural and scenic resources are attracting increasing numbers of residents, visitors and employers. The greater Canandaigua area is also

conveniently located near major employment centers within the County (e.g. Victor) and outside the County (e.g. City of Rochester and Monroe County).

Demand for land and growing employment opportunities in Southern Monroe County continues to impact growth and development in the northwestern portion of Ontario County. While substantial residential and commercial growth has been concentrated in the Town of Victor, the greater Canandaigua area has also experienced increased demand over the last five to ten years. Continued development, at or exceeding the current pace, is expected in the study area.

The Canandaigua Regional Transportation Study was completed to examine the transportation impacts related to anticipated future growth. The Study examines issues related to transportation, land use, and economic development, setting forth goals and objectives to guide future policy and capital investment within the region.

The Study:

- Includes input from stakeholders, community leaders, local experts and the community at large to ensure a process and end product based on public participation;
- Examines existing natural, demographic and land use conditions within the study area;
- Features an economic analysis upon which commercial and industrial development potential and related traffic impacts can be based;
- Evaluates alternatives for transportation improvements to accommodate and manage future growth and development;
- Identifies recommendations and specific capital improvement projects that will enhance the current transportation system, maximize land use and development, foster economic development and positively impact the area's overall quality of life.

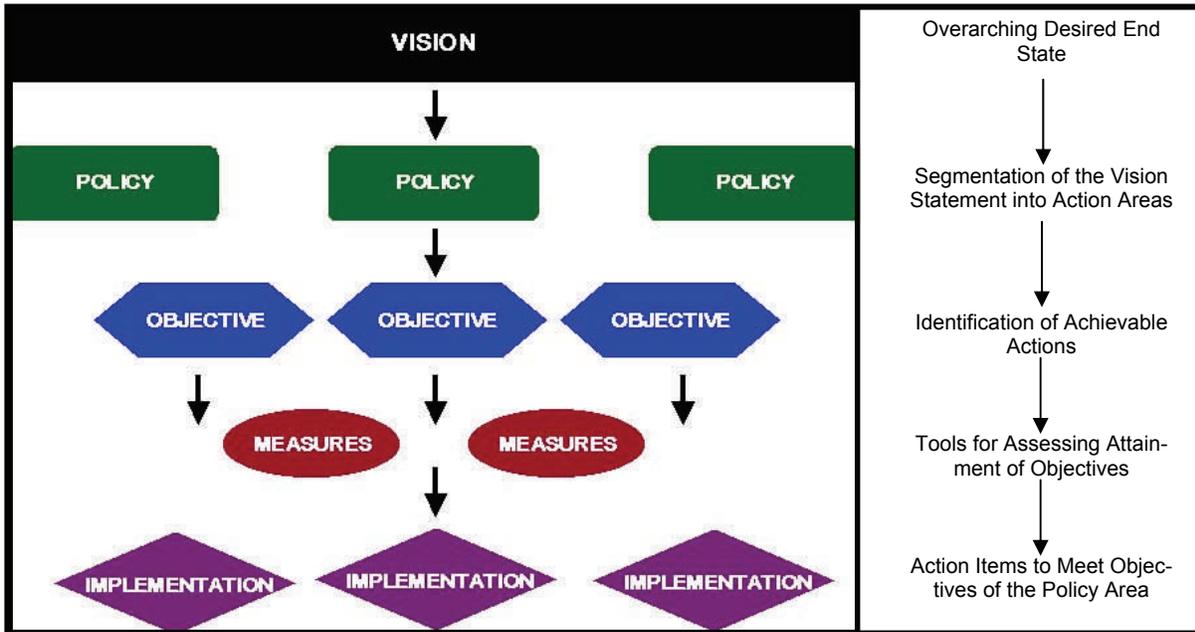
### **Routes 5 & 20 Corridor Study, 2003**

The Towns of Hopewell and Seneca in Ontario County are experiencing growth pressures that could forever change their character. The Routes 5 & 20 Corridor Access Management Plan was developed in coordination with the Ontario County Planning Department, Genesee Transportation Council, on behalf of Ontario County and through a strong public participation process that included landowners and community residents. The plan is designed to:

- Develop a vision for the corridor that will enhance community character and highlight important resources while encouraging appropriately scaled development opportunities.
- Develop a "build-out" analysis of the corridor based on current zoning regulations and compare to proposed zoning regulations.
- Provide specific "how to" recommendations and implementation strategies to identify needed revisions to comprehensive plans, maps and land use regulations.
- Identify and develop specific access and traffic management techniques required to minimize safety hazards, congestion points and property access problems.
- Develop workbook for each community that will include implementation recommendations, zoning recommendations, design guidelines and comprehensive plan changes.

# CHAPTER THREE—POLICY & IMPLEMENTATION

The Comprehensive Plan should clearly interpret the desires and concerns of the community and identify policies, objectives and implementation strategies that will direct the actions of decision makers. This section of the Plan identifies key policy areas, the objectives of each policy, an implementation workbook that identifies appropriate phasing and measures that can be used to track success and identify areas that need greater consideration. The diagram below identifies, in a general fashion, the flow of ideas that create the action oriented policies found in this chapter of the Comprehensive Plan.



## Growth and Development

### *Policy*

It is the policy of the Town of Hopewell to ensure future growth and development occur in a fashion that limits impacts on viable agricultural areas and conserves natural features essential to the rural quality of life enjoyed by residents. The Town will strive to implement its vision of development, guiding developers towards higher quality design that will serve to enhance the landscape. Growth will be encouraged in areas where infrastructure is present or development is viewed as appropriate based upon the future land use plan. The appearance and scale of commercial development in the Town will be based upon defined standards that reduce the conventional big-box and strip mall development pattern and create a true sense of place.

### *Objectives*

- A. Ensure future development is encouraged to locate in appropriate areas and avoid active farming areas of the Town.
- B. Protect natural features and scenic areas of the Town.
- C. Identify an appropriate set of design guidelines for future commercial development in the Town.
- D. Extend sewer and water infrastructure to areas where development is identified as appropriate in the Comprehensive Plan.
- E. Enhance existing hamlet areas to become central nodes for future mixed use development when appropriate.

### *Measures*

- Acres of farmland converted to residential use
- Number of agriculturally related nuisance complaints
- Stream Water Quality
- Number of developments permitted in environmentally sensitive areas
- Adoption of design guidelines or standards
- Number of commercial structures that reflect the design attributes identified in the Preferred Development Survey
- Number of commercial structures that receive approval by planning board
- Linear feet of sewer and water installed outside of areas viewed as appropriate for development as outlined on the Future Land Use Plan.

	Implementation Item	Item Status
<b>Objective A</b> —Ensure future development is encouraged to locate in appropriate areas and avoid active farming areas of the Town.		
<i>Short-term</i>		
1	Update zoning to include a town designated agriculture district that limits development to agriculturally related uses.	
2	Complete an agricultural analysis that identifies viable agricultural areas of the Town using criteria such as prime soils, contiguous acreage, participation in the State Certified Agricultural District Program and next generation ownership.	
3	Reduce road frontage lot subdivisions by setting a threshold limit of subdivisions from the primary original parcel.	
<i>Long-term</i>		
3	Work with farmers to identify strategies to improve farm-friendly, agriculturally related economic development initiatives.	
4	Provide farmers with information on farmland conservation techniques including purchase of development rights programs.	
5	Develop a sewer and water infrastructure expansion plan based upon the future land use plan that identifies and managed approach to associated capital investments and reduces the potential for extensions into active agricultural areas.	
6	Consider specialized regulations such as an area allocation method, conservation subdivision design and cluster zoning, to ensure active farming is protected. See Chapter Four, Page 39 for further discussion.	
<b>Objective B</b> —Protect natural features and scenic areas of the Town.		
<i>Short-term</i>		
1	Complete a natural resources inventory and map of the Town that includes the identification of scenic vistas, natural features and critical features.	
2	As part of a zoning ordinance update, include a sensitive area overlay district that provides an extra set of regulations and design guidelines to protect streams, wetlands, steep slopes and scenic vistas. See Chapter Four, Page 47 for further discussion.	
<i>Long-term</i>		
3	Consider the feasibility of a town-wide stormwater management plan.	
4	As development warrants, complete a town open space and recreation plan that identifies future recreational areas and conservation lands.	

	Implementation Item	Item Status
<b>Objective C</b> —Identify an appropriate set of design guidelines for future commercial development in the Town.		
<i>Short-term</i>		
1	When revising the zoning code, use the results of the preferred development survey to define a series of bulk and use requirements for each zoning district. See Chapter Four for more detail.	
2	Draft a separate set of design standards for the 5 & 20 corridor that will help developers understand the vision of the community and decision makers implement the desired appearance, scale and context for future commercial development.	
3	Ensure future development adheres to access management techniques including shared driveways, cross-parcel access, and adequate sight distances.	
<i>Long-term</i>		
4	Review design guidelines on a 2-3 year cycle to ensure they are consistent with the Town’s overall objective of creating attractive and functional commercial areas.	
5	Implement an incentive zoning process for commercial areas that will allow developers to increase density beyond underlying zoning allowances in exchange for a selection of Town benefits to be agreed upon by the Town Board.	
<b>Objective D</b> —Extend sewer and water infrastructure to areas where development is identified as appropriate in the Comprehensive Plan.		
<i>Short-term</i>		
1	Utilize existing water and sewer system capacities to the fullest extent practical prior future system expansion and upgrade.	
2	Develop a future infrastructure investment and phasing plan that adheres to the future land use plan areas designated for future development.	
<i>Long-term</i>		
3	Ensure private development contributes to sewer and water distribution system expansion in appropriate locations through incentive zoning.	
4	Inspect all water and sewer infrastructure installation by private developers to ensure adequate capacity for future extensions.	
<b>Objective E</b> —Enhance existing hamlet areas to become central nodes for future mixed use development when appropriate.		
<i>Short-Term</i>		
1	When revising the zoning code, ensure recommendations for hamlet center development outlined in the comprehensive plan is implemented.	

<i>Short-term Continued (Objective E)</i>		
2	Draft appropriate bulk, use and design guidelines for districts in hamlet areas that ensure the appropriate vertical and horizontal mixing of uses, placement of parking, landscaping, signage and other key features.	
3	Develop a phasing plan for Hopewell Center public space investments that will function as a pilot for enhancements in Chapin, Aloquin and Littleville.	
<i>Long-term</i>		
4	Actively track grants and submit applications whenever appropriate to assist in paying for public space improvements in the hamlet districts.	
5	Consider the use of form based zoning in hamlet areas that will regulate building design, typologies and performance rather than uses.	
6	Consider the adoption of an official town road map that will outline future paper streets in hamlet areas that will ensure an orderly development pattern that will meet the desired build-out form and function.	

## Community Enhancements

### *Policy*

Hopewell will strive to provide services in a cost effective manner, meeting the needs of the community as it grows over the next 10 years. Enhancements that equally serve all age groups in the Town, advance health and safety standards and improve recreational opportunities will be the primary focus. Hopewell's residents will continue to utilize facilities and programs offered in neighboring communities and by the four school districts that serve Hopewell. The town will expand its current programming and facilities to enhance opportunities for town-centered services and activities to address the community's social, civic and recreational needs.

### *Objectives*

- A. Improve pedestrian safety throughout the Town.
- B. Ensure high quality water, sewer and stormwater systems in areas viewed as appropriate for development.
- C. Plan for and establish town center facilities or a regional community center to encourage community gatherings, interaction and recreational programming.
- D. Improve the town's sense of place and identity.

### *Measures*

- Participants in town sponsored recreation programs
- Number of events and festivals held in Hopewell Center
- Installation of new gateway signage
- Number of new pedestrian safety facilities (crosswalks, pedestrian crossing lights, etc.)
- Number of pedestrian and automobile accidents
- Number of new landscaping projects
- Adoption of design guidelines or standards
- Number of commercial structures that reflect the design attributes identified in the Preferred Development Survey
- Number of commercial structures that receive approval by planning board

	Implementation Item	Item Status
<b>Objective A</b> —Improve pedestrian safety throughout the Town.		
<i>Short-term</i>		
1	Using traffic accident reports, identify locations where pedestrian and auto conflicts have occurred.	
2	Develop a pedestrian safety and system enhancement plan for the Town that highlights future locations for sidewalks, bike routes, crosswalks, pedestrian actuated signals and off street trail systems.	
3	Develop a pedestrian safety fact sheet to be mailed to residents as part of the Town newsletter on an annual basis.	
<i>Long-term</i>		
4	Implement the recommendations identified in the pedestrian safety and enhancements plan.	
<b>Objective B</b> —Ensure high quality water, sewer and stormwater systems in areas viewed as appropriate for development.		
<i>Short-term</i>		
1	Develop a build out analysis for area identified as appropriate for future growth.	
2	Review water quality and sewer capacity in all districts to ensure adequacy for current users and expected future users.	
3	Identify areas of the Town where well water and septic systems are failing for consideration of future systems expansion.	
<i>Long-term</i>		
4	Actively pursue grants from State and Federal agencies to improve water and sewer and stormwater systems throughout the Town.	
5	Consider opportunities to reduce impacts and demands on Canandaigua Lake.	

	Implementation Item	Item Status
<b>Objective C</b> —Plan for and establish town center facilities to encourage community gatherings, interaction and recreational programming.		
<i>Short-term</i>		
1	Complete a town facilities master plan for the Hopewell Center complex in order to identify needed town administration facilities, community rooms, recreational facilities and DPW garage improvements.	
2	Complete a town recreation master plan that will highlight available local and regional recreational opportunities for the residents of Hopewell. Identify gaps in service, especially for seniors and youth, and consider opportunities to improve availability in Hopewell.	
3	Establish a community events committee that will identify a program of events to encourage community gathering.	
<i>Long-term</i>		
4	Consider establishing a farmers market in Hopewell Town Center.	
5	Implement the recommendations outlined in the town facilities master plan and the recreation master plan.	
<b>Objective D</b> —Improve the town’s sense of place and identity.		
<i>Short-term</i>		
1	Identify key gateway locations for new community signage and landscaping.	
2	Establish a community website.	
3	Hold a competition to develop a new byline for the community.	
4	Identify opportunities to promote the history of the community.	
<i>Long-term</i>		
4	Establish a group of residents with knowledge of Hopewell’s heritage to develop an action plan for locating and interpreting important historical sites located within the Town.	
5	Erect new gateway signage and landscaping at key entrances of the community.	
6	Keep the website up-to-date with events, festivals and other important community information.	

## Open Space and Natural Resource Conservation

### *Policy*

Hopewell is a desirable place to live and work due to the expansive tracts of open space and scenic natural resources. The town understands the positive environmental and economic impacts of these areas. It is the policy of the Town to encourage the conservation of these natural resources, open spaces and scenic vistas as future development occurs. Creative development approaches that conserve natural areas will be encouraged in locations that are not targeted for growth. The Town will maintain its role as an active member of the Canandaigua Lake Watershed Council. The Town will celebrate and promote its natural resources among residents and visitors, capitalizing on opportunities for passive enjoyment in a way that protects the resources for future generations.

### *Objectives*

- A. Build public awareness about the importance of natural resource protection in Hopewell.
- B. Provide alternative opportunities for subdivision design in sensitive areas.
- C. Monitor water quality in key streams throughout the town.
- D. Identify key open space areas in the town (open space, recreation, wildlife, buffers, etc.)

### *Measures*

- Acres of farmland converted to residential use
- Number of agriculturally related nuisance complaints
- Stream Water Quality
- Number of developments permitted in environmentally sensitive areas
- Adoption of design guidelines or standards
- Number of commercial structures that reflect the design attributes identified in the Preferred Development Survey
- Number of commercial structures that receive approval by planning board

	Implementation Item	Item Status
<b>Objective A</b> —Build public awareness about the importance of natural resource protection in Hopewell.		
<i>Short-term</i>		
1	Coordinate with the County for planning, participation and public awareness projects related to environmental and natural resources conservation.	
2	Develop a quarterly guest speaker series on natural resource “hot topics” such as wind power, wetland conservation, stormwater management, etc.	
3	Develop a sensitive overlay map for the Town that can be codified as part of future zoning update process.	
<i>Long-term</i>		
4	Have an annual newsletter insert or column that addresses natural resource conservation and ways to get involved at home, locally and regionally.	
<b>Objective B</b> —Provide alternative opportunities for subdivision design in sensitive areas.		
<i>Short-term</i>		
1	Develop a series of generic environmentally sensitive subdivision design examples and guidelines to be handed out when a developer plans to building an area of sensitivity.	
2	Develop a subdivision design point system that can be used by the reviewing agency to determine if a project will have a negative impact on sensitive natural resources.	
<i>Long-term</i>		
4	Develop an incentives based subdivision program that will provide developers with a benefit for minimizing impacts to sensitive areas.	
5	Adopt more stringent zoning regulations that includes a protective buffer areas around environmentally sensitive areas such as streams, wetlands and steep slopes.	

	Implementation Item	Item Status
<b>Objective C</b> —Monitor water quality in key streams throughout the town.		
<i>Short-term</i>		
1	Develop a map of key streams and drainage areas for each tributary.	
2	Continue to work with the Canandaigua Lake Watershed Council to protect water quality.	
3	Identify streams that are draining areas with high water pollution potential such as agricultural lands, commercial areas or higher intensity residential areas.	
4	Work with local school districts and interest groups to develop a stream monitoring program that will set up data collection stations on key streams.	
<i>Long-term</i>		
5	Collect basic stream conditions information from each collection station in the spring and fall of each year. Collections should include basic chemistry as well as biotic samples of invertebrates.	
6	Publish an annual stream conditions report with the assistance of a local biology program that can be distributed in the newsletter and published on the webpage.	
<b>Objective D</b> —Identify key open space areas in the town (open space, recreation, wildlife, buffers).		
<i>Short-term</i>		
1	Complete a detailed open space analysis for the entire town that identifies the majority of open space and natural features.	
2	Identify a long term open space conservation plan that includes key viewsheds, important open space, scenic corridors, natural features, etc.	
3	Identify locations for future passive and active recreational opportunities including parks, trails and gathering areas.	
<i>Long-term</i>		
4	Advance the recommendations of the open space plan as needed.	

## Regional Cooperation

### *Policy*

It is the policy of the Town of Hopewell to constructively participate in regional cooperation and coordination activities that will serve to improve economic development, environmental conservation and positive growth initiatives for the County and Finger Lakes region. The Town understands that it is part of a growing region and seeks to take advantage of the benefits associated with future development. The Town will maintain a regional perspective as it works to address the specific needs of Hopewell residents and businesses.

### *Objectives*

- A. Work with regional communities to develop consistent land use, transportation and economic development initiatives and submit joint grant applications for cooperative projects.
- B. Identify opportunities for shared services in order to reduce costs.
- C. Work with the County to mitigate negative impacts associated with the Ontario County's Hopewell Complex.

### *Measures*

- Number of properties at town boundaries with conflicting neighboring land uses.
- New businesses attracted to the region
- Commercial tax base increase for the region versus residential service costs for the Town
- Number of shared services
- Annual reduction in cost associated with shared services
- Annual County financial contribution to road maintenance
- Annual average truck traffic for the County complex
- Increase in employment at the County complex
- Number of joint grants submitted

	Implementation Item	Item Status
<b>Objective A</b> —Work with regional communities to develop consistent land use, transportation and economic development initiatives.		
<i>Short-term</i>		
1	Actively review and consider the recommendations set forth in the Canandaigua Regional Transportation Study (CRTS).	
2	Work with neighboring communities to coordinate improvement projects for roadways that cross town lines.	
3	Work with the County and Chamber of Commerce to identify a realistic regional economic development plan that benefits all communities through promotion of key development and redevelopment opportunities.	
4	Identify, to the extent practical, opportunities for consistent land use and zoning regulations at adjacent town lines.	
<i>Long-term</i>		
4	Support County initiatives to improve roadways and other transportation system enhancements as outlined in the CRTS.	
5	Facilitate an annual roadway improvement meeting with neighboring communities to ensure road construction and paving projects on roads that cross town lines are coordinated to the extent practical.	
6	Ensure future zoning changes and land use changes are consistent, the extent practical, with neighboring municipalities.	
7	Identify action areas for economic development in the Town that can be actively marketed for business development as part of a regional economic development initiative.	
<b>Objective B</b> —Identify opportunities for shared services in order to reduce costs.		
<i>Short-term</i>		
1	Identify overlapping County, Town and neighboring municipality services.	
2	Facilitate a working session to identify the feasibility of sharing services.	
<i>Long-term</i>		
4	Implement feasible options for shared services.	
5	Review opportunities every five years to determine if needs have changed.	

	Implementation Item	Item Status
<b>Objective C</b> —Work with the County to mitigate negative impacts associated with the Ontario County’s Hopewell Complex.		
<i>Short-term</i>		
1	Identify in a quantifiable fashion, the economic impacts associated with the Hopewell County Complex.	
2	Meet with County officials to discuss fiscal impacts and potential strategies and financial assistance to mitigate negative economic impacts.	
3	Identify a strategy for improving communication between the County and Town regarding the Hopewell County Complex.	
<i>Long-term</i>		
4	Identify opportunities for the County to provide maintenance and services to Town roads impacted by County heavy truck traffic in order to offset local tax payer burden.	
5	Work with the County to identify and implement a new access alternative for all heavy truck traffic related to the Hopewell County Complex.	

## Image

It is the policy of the Town to have a well-defined identity and promote the community's rural charm as the focal point of its image. The Town of Hopewell will be recognized as a high quality place, known for providing a variety of residential living options and controlled development. Therefore, typical suburban style retail development, similar to what exists along Route 5 & 20 today, is not viewed as appropriate for the desired image of the community. Hopewell is gateway community, providing easy access to employment centers, shopping and the Finger Lakes region. The Town wants to promote and maintain its small town image while providing services and retail options that enhance the quality of life of its residents.

### *Objectives*

- A. Improve the aesthetic appeal, appearance and maintenance of commercial and residential areas within the Town.
- B. Build upon Hopewell's reputation as a great and affordable place to live in Ontario County.
- C. Capitalize on the Town's Finger Lakes location and scenic surroundings in a way that respects these valuable natural and cultural resources.
- D. Promote the Town's friendly community atmosphere and vibrant community spirit.

### *Measures*

- Annual percentage of commercial space for lease versus occupied
- Retail goods and sectors available in Town by zoning district.
- Annual Town spending on flowers and plantings in public spaces
- Number of new homes and average home price
- Hamlet improvement projects completed annually
- Population change in the Village

	Implementation Item	Item Status
<p><b>Objective A</b>—Improve the aesthetic appeal, appearance and maintenance of commercial and residential areas within the Town.</p>		
<p><i>Short-term</i></p>		
1	Identify new locations for planters and landscaping in public spaces throughout the Town.	
2	Monitor high litter locations in the Town and install a new trash receptacle.	
3	Adopt and consistently enforce design guidelines in order to enhance the overall look of the community.	
4	Explore public programs to provide funding and/or loans for improvements to residential and commercial facades.	
5	Review and update zoning code to address issues concerning site plan and subdivision review as well as light, noise and property maintenance standards all commercial and high density residential districts.	
<p><b>Objective B</b>—Build upon Hopewell’s reputation as a great and affordable place to live in Ontario County.</p>		
<p><i>Long-term</i></p>		
1	Actively promote the desired future development locations to home builders.	
2	Ensure all subdivisions have a percentage of homes set aside for affordable housing.	
3	Actively encourage and require that all future subdivisions include public open space, or a contribution to a town-wide open space fund, for recreational purposes.	
4	Require all higher density housing projects include pedestrian linkages to key destinations.	

**Objective C**—Capitalize on the Town’s Finger Lakes location and scenic surroundings in a way that respects these valuable natural and cultural resources.

*Short-term*

1	Ensure future design guidelines respect the traditional architectural style and landscape of the Finger Lakes region.	
2	Work with the Landmark Society of Western New York to identify and protect historic and archaeologically significant features in the Town.	

*Long-term*

3	Encourage development that will support existing recreational, cultural and entertainment attractions.	
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**Objective D**—Promote the Town’s friendly community atmosphere and vibrant community spirit.

*Short-term*

1	Encourage neighbors to organize small celebrations and festivals which residents and visitors can enjoy together.	
2	Support the development of volunteer landscaping and gardening clubs and formally recognize (through signage) the work the residents do.	
3	Encourage farmers to implement agri-tourism programs that may include bed and breakfasts, farmwork for a day, seasonal events and farm stands.	

# CHAPTER FOUR—FUTURE LAND USE & DEVELOPMENT

## Future Land Use Plan

The future land use pattern of the Town of Hopewell will build upon the unique natural features that define the rural landscape of the community. Just as important, the settlement pattern defined by the citizens of the Town over the past several generations will be respected.

The community survey, public workshop, focus groups and steering committee identified a clear desire to retain the rural nature of the community, protect critical environmental features and ensure future growth occurs in areas where sewer and water are currently available. This approach to land use will provide the Town with a predictable growth pattern, allowing for fiscal prudence and the long-term conservation of the features that define the community's rural quality of life.

The following land use descriptions provide additional insight into the areas identified on the land use map (Figure 13, see also enlargement on Map 13). Images from the PDS completed during the public workshop representing development styles viewed as appropriate and not appropriate for Hopewell can be found to the right of each land use description. Each PDS image shows the average of all scores given by participants, with 1 being the least desirable and 10 being the most desirable. Additional photos are also included of development styles that represent the long term vision of the community. It is important to realize that the future land use plan section of a Comprehensive Plan is primarily designed to provide guidance for future development patterns and appearances. This section does not constitute an enforceable law, such as a zoning ordinance, but it does outline the vision for future land use and should be considered a foundation for future zoning revisions.

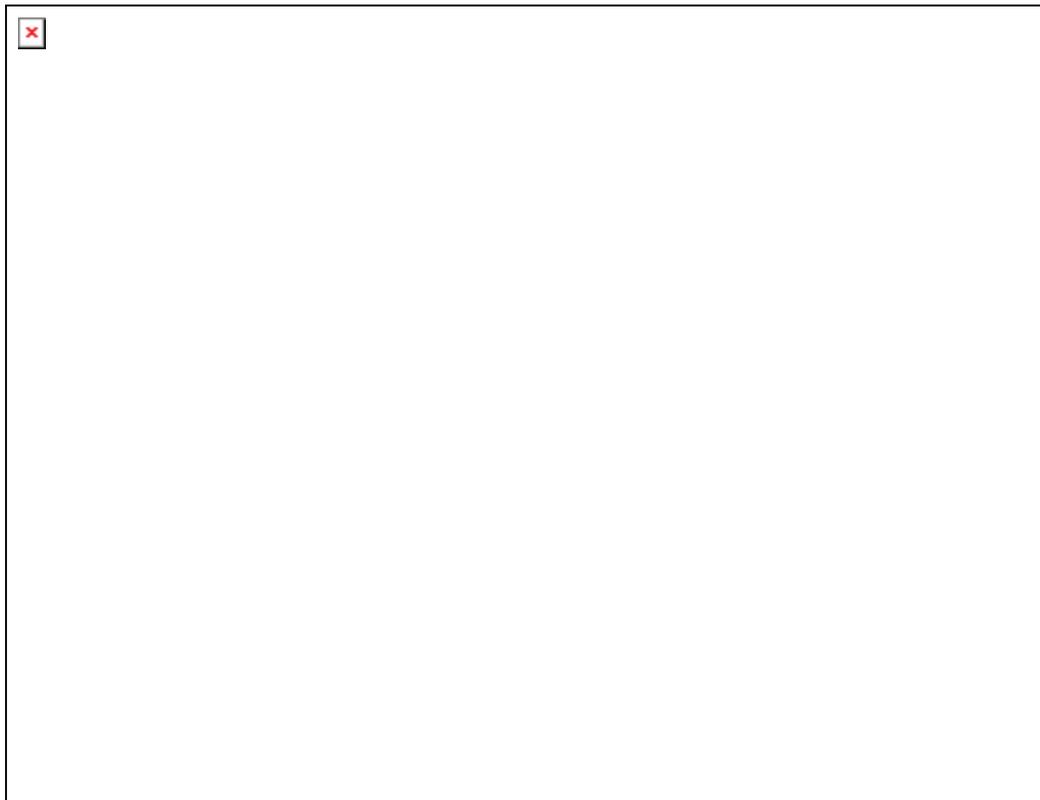


Figure 13

## AGRICULTURE (LIGHT GREEN)

Agricultural lands used for crops and livestock make up the majority of the Town's landscape. A large majority of residents who responded to the survey and attended the public meeting identified these features as the most important characteristics for quality of life purposes today and for future generations.

Development at higher densities may be feasible in these areas, but may not be appropriate if the conservation of rural character is desired. The Town should carefully consider the long-term impacts of development in agricultural areas. It is commonly difficult to consider the cumulative impacts of development on rural character. Frequently, communities find themselves reacting to development pressure rather than working proactively to define and enforce land use goals. This leads to a patchwork of development interspersed with active farming that can lead to nuisance concerns, increased costs for services and long-term impacts to environmental and scenic quality.

In the case of the Town of Hopewell, it is very clear that rural character and quality of life are key to residents. Therefore, the Town should encourage larger lot sizes in these areas as well as subdivision designs that cluster development to conserve open spaces. In sensitive areas of open space, the Town should carefully consider all development for impacts to slopes, erodible soils, water quality and viewsheds. This can be done effectively through the use of Site Plan Review and the New York State Environmental Quality Review Act process.

The following uses are viewed as appropriate for this area of the Town.

- Farming operations;
- Farm related industries such as seed and feed stores, tractor and machinery sales and commercial uses including farmstands, winery product sales;
- Low-density and intensity residential development ;
- Parks and Trails;

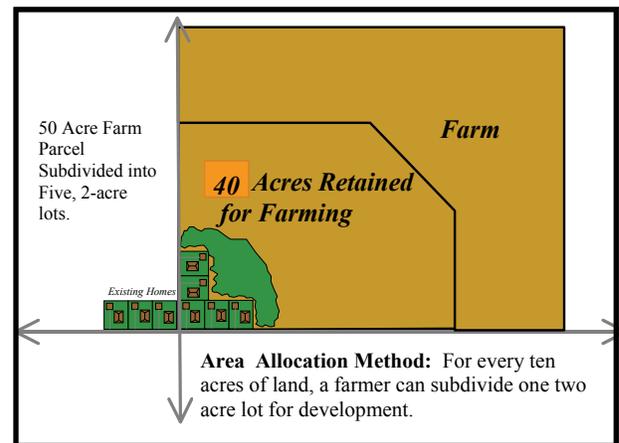
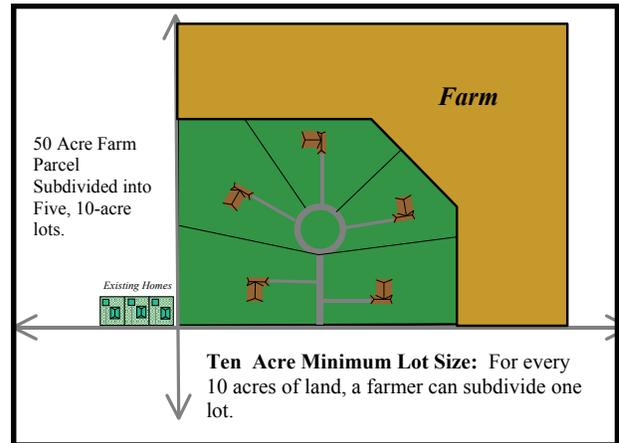


- Bed and Breakfasts; and
- Historic Interpretive Areas.

It is important for communities such as Hopewell to find a balanced approach to the protection of farmland and rural character while not eliminating the potential for farmers to subdivide property for income purposes. Many farmers consider their land as a “retirement” plan. Therefore, in some instances, the recommendation of large lot subdivisions may be viewed as having a negative impact on future income expectations.

A unique process called the Area Allocation Method (AAM) which is very popular in the mid Atlantic States and now making its way into New York, may be appropriate in the Town of Hopewell. The AAM process allows a farmer to develop smaller lots than what is allowed by zoning while conserving farmland for continued farming.

For example, assume the Town adopted a 10 acre minimum lot size for residential development in the Town Agriculture District. A farmer with 100 acres of land would be able to develop 10, 10-acre lots (simplified for example purposes). In many instances, potential buyers cannot afford to buy 10 acres of land. For this reason, the farmer can take the option of developing 10, 2-acre lots, developing a total of 20 acres, and place the remaining 80 acres into an agriculture easement. Each 2-acre lot would require road frontage and contiguous placement with all other two acre lots, in essence creating a small subdivision. The remaining 80 acres can continue to be farmed by the farmer, or sold for agricultural purposes.



## LOW DENSITY RESIDENTIAL (PALE YELLOW)

Low Density, or Rural, Residential areas of the Town are generally identified in locations where existing and future single family homes are present and recommended in the future. In general, the rural residential areas of the Town may include a mix of single lot, small subdivision and larger subdivision developments. Road frontage lots are not encouraged to continue in this area due to impacts to aesthetics and the complexity of accessing property behind frontage lots. Smaller lots may be appropriate in locations where sewer, water or both are present as well as places where environmental constraints are present.

The following uses are viewed as appropriate for this area of the Town:

- Single Family Homes;
- Home-based businesses;
- Open Space and Trails;
- Parks; and
- Agriculture

An alternative to conventional subdivisions in the rural residential area may be the use of a cluster development scenario. In general, a cluster development utilizes an open space to development ratio to preserve land within a subdivision. So, as an example, if a developer has 100 acres with sensitive environmental features, they can work with the Town to identify a ratio of open space to development that protects the sensitive areas while allowing smaller lot sizes than what is permitted.



### *3:1 Cluster Development*

67 Acres Remain Open  
33 Acres for Development  
100 Units on 0.33 Acre Lots

## HIGH DENSITY RESIDENTIAL (LIGHT ORANGE)

High Density Residential areas are recommended south of the Ontario Pathways trail, east of Smith Road, and west of Freshour Road. Due to its proximity to commercial development areas, Finger Lakes Community College, and Routes 5 & 20, this area of the town is well suited for apartment and condominium-style development. It will be essential to identify a road network in this area on an adopted roadway map in order to ensure development occurs in a fashion that allows for efficient traffic movements.

The following uses are viewed as appropriate for this area of the Town.

- Senior Housing/Assisted Living Facility
- Townhomes
- Apartments
- Condominiums
- Parks

## NEIGHBORHOOD TRANSITIONAL (YELLOW)

The neighborhood transitional land use category is limited to the Hopewell Center and Chapin hamlets. These areas are viewed as having residential housing as the primary use while accommodating civic, religious, recreational and home businesses that may include professional offices, services and accommodations. In general, these areas are within walking distance to the hamlet center and expected to be organized on a modified street grid system. Higher density single family and townhome style developments, consistent with traditional hamlet scale and design are viewed as appropriate for these areas. Sewer and water service will be required prior to achieving this density of development. However, it is essential to have this type and scale of development in the hamlet areas in order to create destinations and definable town center nodes.



The following uses are viewed as appropriate for this area of the Town.

- Single family residential
- Townhomes
- Civic and religious uses
- Pocket Parks
- Home businesses
- Bed and Breakfasts

### COMMUNITY SERVICES (BROWN)

Community services are generally include institutions, agencies and organizations that protect and enhance the health, safety and welfare of the community. Usually, these uses are tax exempt and not required to abide by local zoning laws.

The future land use plan identifies many existing community services in the Town. It does not, however, identify locations for future community services since they are exempt from land use and zoning restrictions. It is recommended that the placement of future community services be carefully considered for their potential impact to surrounding uses.

The following uses are viewed as appropriate for this area of the Town.

- Publicly owned land and facilities, such as town hall, town and county barns, the post office
- Private Institutions, such as colleges and religious institutions
- Fire, Ambulance and Police
- State/Town parks, historic locations and war memorials



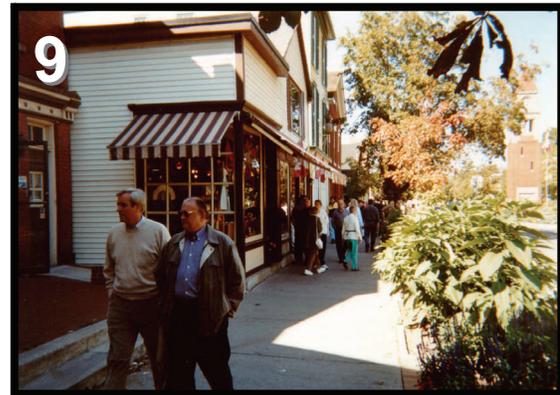
## MIXED-USE (ORANGE)

Mixed-use development refers to the combining of several uses within a given building, site or district. Characterized by both vertical and horizontal organization of uses, mixed use development can include residential, commercial retail and office, community services and small pocket greenspaces.

Places like Hopewell Center, Aloquin, Chapin and Littleville are examples of areas where mixed use should be encouraged and to some extent already exists. These places should have a distinct sense of place that is defined by both public and private spaces. Public spaces typically include streets that have curbing, sidewalks, pedestrian-scaled lighting, street trees, monuments, pocket parks and other interesting features such as public art. Private spaces range from multi-story, mixed-use buildings that are vertically organized to include retail on the first floor and office and residential uses in the upper stories to small single-family homes. Typically, buildings in the heart of the mixed use district are built to the sidewalk while single-family neighborhoods that surround the center are found on smaller lots with the home positioned to have a deeper back yard and shallow front yard.

This approach to development encourages a walkable community with greater interaction between those using the private and public spaces. These areas are generally thought of good locations for higher density development such as senior homes, condominiums and apartments.

The Town has identified the long term goal of creating definable destinations that offer quaint shopping experiences and a mix of stores that cater to local and niche shoppers. These types of uses are not appropriate for conventional commercial areas and are best located in small, walkable hamlet-styled developments, similar to places such as Bloomfield, Hammondsport and Pittsford.



The future land use plan recommends the following as appropriate types of uses for the mixed use areas of the Town.

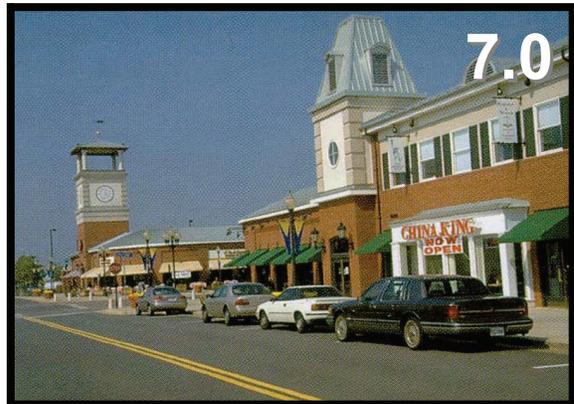
- Mixed use structures that are vertically organized to have retail on the first floor and residential and office space on the upper floors.
- Hamlet-scaled residential development, town-homes, patio homes and senior housing facilities.
- Retail and service providers such as corner stores, coffee shops, cafes, restaurants, daily goods providers, crafts and other niche retail.
- Home-based businesses

### RETAIL/COMMERCIAL (RED)

The Town of Hopewell is home to a significant area of retail commercial uses located along Routes 5 & 20. This area is characterized by big box stores including Wal-Mart and Lowes as well as corner gas station/convenience stores, banks and strip malls. The design is conventional, expansive areas of parking in front of big box stores with large sign kiosks.

Commercial uses are important generators of tax base and jobs. Just as importantly, these types of uses can have a significant impact on the image and sense of place of a community. Frequently, communities need to reach a balance that allows commercial properties to be developed in a way that will not negatively impact the quality of life of residents, the value of surrounding properties and the potential long-term environmental and service costs associated with more intense uses.

It is recommended that this area continue to function as the primary retail commercial node for the Town. However, the Future Land Use Plan recommends no further expansion of this area due to the significant



impact to aesthetics. Rather than allowing future expansion, it is recommended that this area undergo a long-term transformation that reflects a more attractive architectural style and site layout. This may include internal access roads, re-distribution of parking or the construction of a parking facility, the appropriate use of out-parcels and improved signage and landscaping. Future zoning revisions should reflect the desired appearance and function of this area and include design guidelines.

The following uses are viewed as appropriate for these areas of the Town.

- Retail
- Restaurants
- Banks
- Offices and Professional Services
- Gas Stations and Convenience Stores
- Hotels (>50 Rooms)

### LOW INTENSITY COMMERCIAL (PINK)

The Routes 5 & 20 corridor east of the retail commercial area and ending at Freshour Road is recommended for future low intensity commercial. This area is already being used for a mix of commercial uses as well as residential and agriculture. Additionally, the area is currently serviced by sewer and water. For this reason, commercial development in the future was still seen as appropriate. However, in an effort to stop the expansion of the retail commercial area, the Plan recommends a lower intensity of commercial uses.

The following uses are viewed as appropriate for this area of the Town.

- Retail less than 40,000SF
- Restaurants
- Banks
- Offices and Professional Services
- Gas Stations and Convenience Stores
- Motels and Inns (<50 Rooms)
- Agriculture



## OFFICE/INDUSTRY (BLUE)

Certain areas of the Town are primarily industrial today, specifically the SR 21 corridor in the Chapin area. This area is best suited for low intensity industrial uses due to the lack of sewer and water facilities.

However, proximity to I-90 and the City of Canandaigua make this location attractive for future industrial style development. The CR 10 corridor is also viewed as a good location for future office and commercial development. It is expected that this roadway will require upgrades in the future associated with the traffic generated by the retail commercial area and the current use as an undesignated bypass to get around the City of Canandaigua.



The following uses are viewed as appropriate for this area of the Town.

- Professional Offices
- Light Industry

## SENSITIVE ENVIRONMENTAL AREAS (GREEN)

Hopewell's unique natural beauty requires careful monitoring, mindful planning and steadfast stewardship. Not surprisingly, protection of sensitive environmental areas was identified as a major priority by community members in every forum where feedback was sought.

To assist the Town in preserving these areas, key sensitive environmental areas were identified and mapped (see Map 13). These are areas where critical environmental features such as creeks, streams, wetlands, and steep slopes should be protected. Development in these areas should be limited in scale, density and design, or they may need to be prohibited entirely. As the Town moves forward with revisions to its zoning code and subdivision regulations, additional criteria may need to be established for the areas that fall within this overlay district.



## CHAPTER FIVE—CONCLUSION

The Hopewell Comprehensive Plan is a culmination of several years worth of review and planning. As the community enters the 21st Century, it must build upon its many assets while addressing conditions that threaten the character of the town. Hopewell has a proud history and is rich in natural beauty, and these assets must be protected and promoted. The community character could be compromised if future growth and development are not managed properly. This Plan provides the foundation for this growth management.

The vision, policies, objectives, and implementation items set forth in the Plan should be used to guide future actions and decision making. The Plan was designed to be a user-friendly, working document for key town officials and staff members, community leaders and other involved community stakeholders. The activities outlined in the Plan cannot be undertaken by the town's governmental leaders alone. Over the next several years, residents need to come together to complete the tasks included in the Plan. Successful implementation requires ongoing communication and cooperation among the leaders and residents of Hopewell. Collectively, they can ensure a healthy and prosperous future for generations to come.

# MAPS

Map 1: Waterbodies

Map 2: Topography

Map 3: Soils

Table 3.1: Soils Descriptions

Map 4: Highly Erodable Soils

Map 5: Prime Agricultural Soils

Map 6: Sewer District

Map 7: School Districts

Map 8: Transportation System

Map 9: Historic Places & Archaeological Sites

Map 10: Agricultural Districts

Map 11: Existing Zoning

Map 12: Existing Land Use

Map 13: Future Land Use



# APPENDICES

Appendix A—SEQR Form

Appendix B—Hopewell Visioning Plan (2004)



**APPENDIX A**  
**SEQR FORM**



**APPENDIX B**  
**HOPEWELL VISIONING PLAN (2004)**



**Prepared by:**

