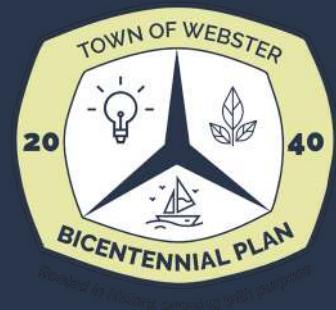


# Town of Webster

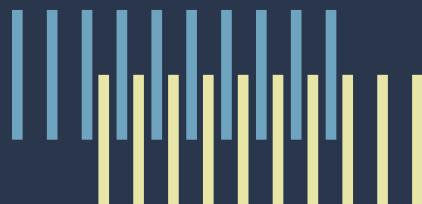


*Rooted in History, Growing with Purpose*

## Bicentennial Plan

*Rooted in History,  
Growing with Purpose*

DRAFT June 2025



# Acknowledgments



## COMPREHENSIVE PLANNING COMMITTEE:

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Mike Dumunico, Conservation Board

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Barry Howard, Webster Chamber of Commerce

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Anna Taylor, Webster Friends of Webster Trails

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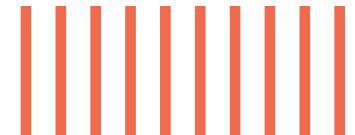
Jennifer Wright, Town Board

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This document was prepared with funding provided by the New York State Department of State Environmental Protection Fund.



# Table of Contents

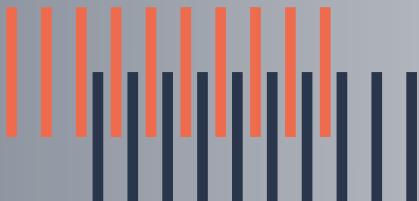


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# Introduction

This section provides an introduction to the purpose and guiding principles of the Town of Webster's Bicentennial Plan.



# What is a Comprehensive Plan?

---

**This Comprehensive Plan is the official guide for the Town's planning efforts and decision-making over the next decade.**

---

## PURPOSE

The Comprehensive Plan represents a crucial policy instrument that a community can adopt. Its purpose is to document the current conditions of the community, articulate a future vision, set goals, and outline a strategy for future initiatives. The vision, policies, and objectives outlined in the Plan act as a reference for decision-makers and community leaders, offering a thorough development framework to direct future investments.

Webster's Plan will guide decision-making in a number of areas, including:

- **Land Use and Zoning:** The Plan will guide decisions about growth and development patterns across the Town.
- **Budgeting and Grant Acquisitions:** The Plan will inform the Town's annual budget and will make the Town more competitive for state and federal grants.
- **Economic Development:** The Plan will identify priority areas for business growth, workforce needs, and strategies to promote economic opportunity for all.
- **Housing Strategy:** The Plan will recommend ways to provide diverse housing types and affordability levels to meet current and projected residential needs.
- **Environmental Protection:** The Plan will establish policies

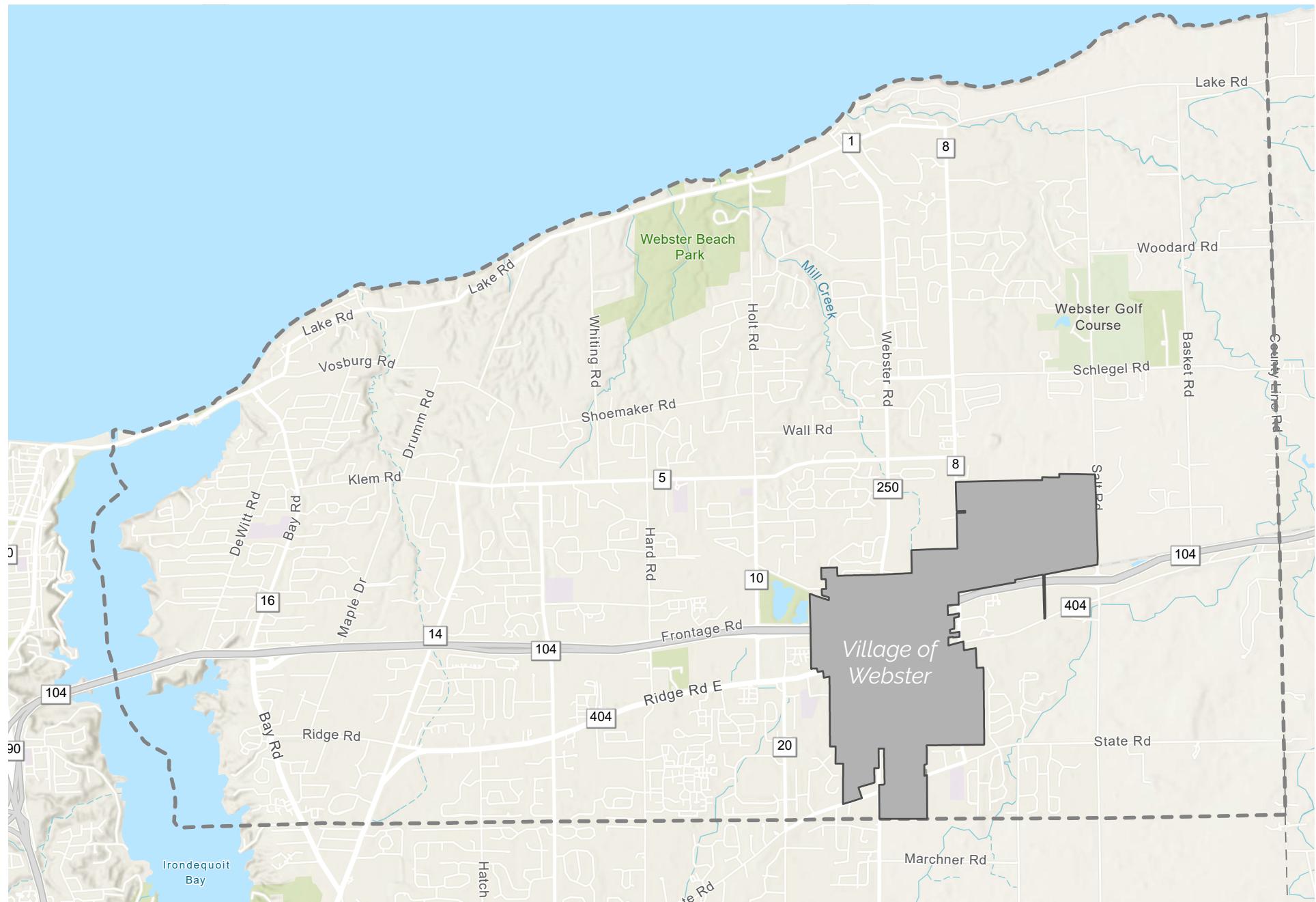
to protect natural resources, open space, and promote sustainability and climate resiliency.

- **Transportation Framework:** The Plan will identify opportunities for connectivity and transportation safety improvements, including options for multi-modal access.
- **Community Services:** The Plan will outline community needs for schools, parks, healthcare, and other public services that support community health and well-being.

## PLANNING HORIZON

Communities evolve over time and their vision may change therefore, comprehensive plans should be updated on a regular basis to ensure that they reflect the current conditions and values of the community. This Plan serves as an update to the Town's 2008 Comprehensive Plan, reflecting the changes in values and trends that have occurred over the past two decades. The Town's 2040 Comprehensive Plan will have a planning horizon of 15 years, or to 2040. This is the length of time for which the 2025 Plan is considered relevant and representative of the community. However, it is recommended that the Town review the information contained in this document frequently in order to ensure that it is still relevant and beneficial prior to 2040.

FIG. 1: TOWN OF WEBSTER

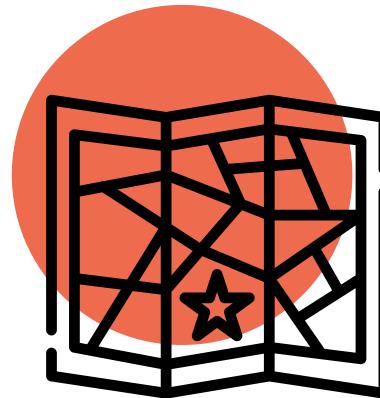


# Smart Growth Principles

This Comprehensive Plan uses Smart Growth principles to promote livable, sustainable, and equitable communities.

In accordance with the New York State Department of State (DOS) Smart Growth Program, this plan integrates “Smart Growth” principles to foster development patterns that are environmentally responsible, economically viable, socially inclusive, and energy efficient. Smart Growth champions the creation of sustainable, multi-modal communities with diverse land uses and housing options, while conserving open spaces and natural assets. To achieve this, the practice of Smart Growth is driven by the following principles.

## MIXED USE NEIGHBORHOODS



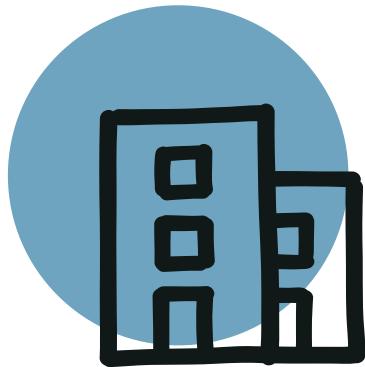
The integration of residential, commercial, and community spaces throughout the Town creates lively, walkable nodes where residents can live, work, shop, and congregate. This approach encourages more efficient utilization of the Town’s land and infrastructure, and promotes multi-modal transportation.

## DIVERSITY OF HOUSING



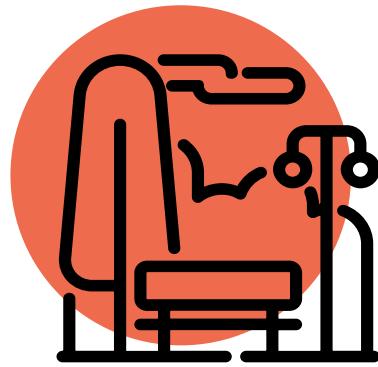
Offering a variety of housing types, sizes, and price points ensures the Town can serve residents of diverse income levels, life stages, and household compositions. This spectrum includes everything from apartments and townhouses to single-family homes, creating neighborhoods that are more inclusive and economically adaptable.

## INFILL DEVELOPMENT



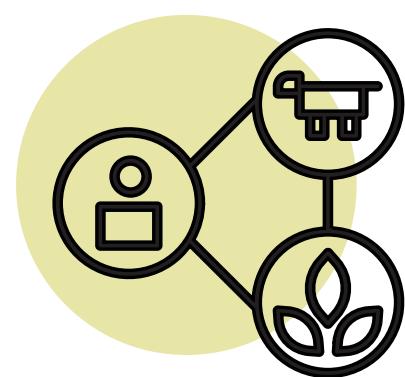
Prioritizing development of vacant or underutilized buildings and properties within the Town maximizes the use of existing infrastructure while reducing sprawl and preserving open space.

## PUBLIC SPACES



Creating and maintaining accessible parks, plazas, and community gathering spaces delivers opportunities for recreation, social interaction, civic, and cultural events. These amenities should be fairly distributed across the community and developed with input from residents.

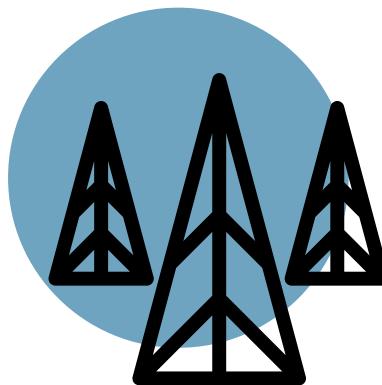
## COMPACT DESIGN



Focusing development in areas with established infrastructure encourages efficient land use and lowers the expense of delivering public services. This approach emphasizes creating activity nodes with the appropriate density to sustain local businesses, leverage existing utility infrastructure, and foster multi-modal transportation.

# Smart Growth Principles

## RESOURCE PRESERVATION



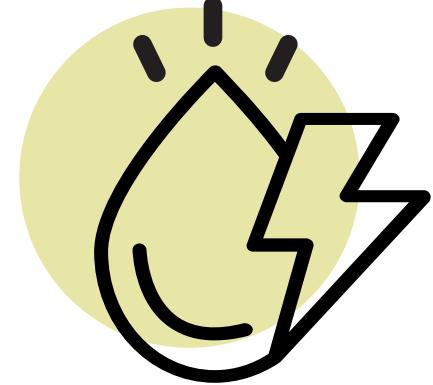
Protecting valuable natural areas, agricultural lands, and open spaces through thoughtful planning and conservation measures ensures environmental sustainability and maintains community character. This includes establishing green corridors, protecting watersheds, and preserving productive farmland.

## MULTI-MODAL TRANSPORTATION



Creating complete transportation networks that serve users of all modes, ages, and abilities, helps to reduce car dependency and promote healthier, more accessible communities. This includes implementing complete streets policies, expanding bike infrastructure, and improving walkability, where appropriate.

## SUSTAINABILITY & RESILIENCY



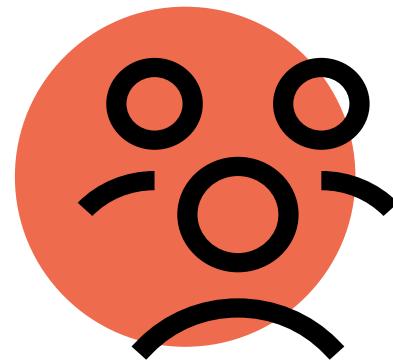
Integrating climate resilience strategies and greenhouse gas reduction measures into community planning safeguards against climate impacts and minimizes environmental damage. This approach includes strategies like the implementation of green infrastructure for managing stormwater, encouraging energy efficiency, and preserving natural systems that offer climate advantages.

## PLACEMAKING



Celebrating and enhancing the unique cultural, historical, and architectural characteristics of a community creates distinctive, memorable places that residents value and visitors appreciate. This includes preserving historic buildings, promoting local arts and culture, and ensuring new development complements desired community character.

## COMMUNITY COLLABORATION



Involving a variety of community members in significant discussions regarding planning decisions through inclusive public participation methods helps that plans align with community needs and values. This necessitates outreach to groups that have historically been under-represented and offering various avenues for individuals to engage in future development decisions.

# Existing Plans & Studies

This Comprehensive Plan builds on a number of plans and studies completed across the Town and region in recent years.

## WEST WEBSTER HAMLET REVITALIZATION PLAN (2023)

The West Webster Hamlet Revitalization Plan from June 2023 outlines a comprehensive strategy to strengthen the identity of West Webster Hamlet, located at the corner of Old Ridge Road and Gravel Road. The plan focuses on improving pedestrian safety, bolstering economic opportunities, and enhancing the area's sense of place. It addresses two geographic areas—the West Webster Hamlet and the adjacent Route 404/Empire Boulevard Corridor—and was developed through collaboration between the Town of Webster, the Webster Economic Development Alliance, and input received from a project steering committee and the general public.

The plan establishes a vision for West Webster as “a compact and walkable Hamlet that celebrates its storied history while providing a modern blend of successful small businesses, parks, and a variety of homes.” Key recommendations include implementing a Hamlet Mixed-Use Zoning District with three character precincts, developing a Mixed Residential Zoning District, installing comprehensive streetscape improvements, and redesigning key intersections.

## MONROE COUNTY HAZARD MITIGATION PLAN (2023)

The Monroe County Hazard Mitigation Plan provides

comprehensive information on how municipalities plan to reduce or eliminate damage from natural hazards. Each section includes details about municipal profiles, capability assessments, risk assessments, and specific mitigation actions. The plan identifies vulnerabilities such as flood-prone areas, critical facilities in floodplains, and infrastructure needing backup power. Both the Town and the Village have proposed several high-priority mitigation initiatives including installing backup generators for pump stations, addressing stormwater management issues, protecting critical facilities, conducting hazard outreach, stabilizing shorelines, and mitigating repetitive loss properties through the National Flood Insurance Program (NFIP). The plan also outlines the community's existing capabilities, hazard rankings, evacuation routes, and sheltering options to enhance resilience against hazards identified in the Town like flooding, severe storms, and winter weather.

## PARKS AND RECREATION MASTER PLAN (2018)

The 2018 Parks and Recreation Master Plan for the Town of Webster outlines a strategic vision for enhancing and maintaining the Town's parks, recreational programs, and open spaces. It addresses growing community needs, especially among seniors, and highlights demographic trends such as an aging population. The plan evaluates existing facilities, identifies land and facility needs, and recommends improvements like expanded trails, additional recreational

programming, and upgrades to parks like Sandbar, Finn, and Empire Parks. Financing strategies include developer fees, grants, partnerships, and possibly forming a nonprofit support group. The plan also emphasizes environmental conservation, open space preservation, and expanding community engagement through outreach and social media.

## **TOWN OF WEBSTER COMPREHENSIVE PLAN (2008)**

The Town of Webster Comprehensive Plan (2008) and its Implementation Status Evaluation together outline a vision for managed growth, environmental stewardship, and enhanced quality of life, while also assessing the Town's progress in achieving those goals. The plan emphasizes preserving open space, protecting natural features, guiding development to appropriate areas, and improving mobility through pedestrian-friendly infrastructure and mixed-use zoning. It encourages revitalization along key corridors like Route 404 and Ridge Road, expansion of parks and trails, and enhancement of waterfront access, particularly around Irondequoit Bay.

The 2020 evaluation of implementation progress reveals mixed results. Some key recommendations—such as sidewalk installation along Route 104, coordination with developers on shared access, and improvements to pedestrian accessibility—have been fully or partially implemented. However, many initiatives remain incomplete or unaddressed, including updates to zoning ordinances, creation of design guidelines, and formal preservation efforts for open space and historic resources. Several environmental protections, such as strengthening buffer regulations and establishing conservation easements, also remain in progress or have not

been acted upon.

## **IRONDEQUOIT BAY HARBOR MANAGEMENT PLAN (2003)**

The Town of Webster plays a key role in the Irondequoit Bay Harbor Management Plan as one of the three lead municipalities. Notable features in Webster include the Lake Road sandbar area, a unique maritime environment with cottages, restaurants, and a marina, as well as the seasonal outlet bridge that connects to Irondequoit. The Glen Edith area, south of Route 104, is recommended for limited boat storage expansion, and Willow Point is a partially developed residential area with future housing and dock proposals under review. Most of Webster's waterfront is zoned for single-family residential use, with two Waterfront Development Districts (at the sandbar and Stony Point Landing) that allow for mixed-use waterfront development. The plan supports the creation of a public waterfront park on the Webster sandbar, which the Town successfully implemented in 2024. It also promotes enhanced access through the Irondequoit Bay Hiking Trail and potential water taxi stops. Environmental protection is a priority, with restrictions on dredging and boat storage in sensitive shoreline areas and support for land acquisition to preserve natural resources.

## **TOWN OF WEBSTER GREENPRINT (2001)**

The Webster Greenprint is a community-driven initiative designed to preserve approximately 4,000 acres of important open space, farmland, and natural areas throughout the Town of Webster. It identifies priority areas for long-term conservation, including Devil's Cove, portions of the

Sandbar, the eastern agricultural corridor, stream corridors, woodlands, and a system of proposed trails. These areas were selected for their ecological value, scenic beauty, and potential to enhance public access and recreation. Participation in the program is voluntary for landowners, allowing them to retain ownership while conserving their land through development rights or conservation easements. The plan reflects the community's desire to preserve the Town's rural character, support local agriculture, and maintain high-quality natural environments for future generations.

To finance the conservation efforts, the Town proposed a \$22.5 million municipal bond, which would cost the average household around \$94 in the first year and \$82 annually for 30 years. These funds would be used to secure conservation rights from willing property owners and prevent development of critical lands. The Greenprint offers a balanced and forward-thinking approach, providing residents with the opportunity to safeguard their community's natural assets while still allowing for thoughtful, well-planned growth.

## **GOSNELL BIG WOODS NATURE PRESERVE**

In 2004, the Town successfully created an Open Space Fund with a \$5.9 Million Bond passed by Webster voters. The Town used the funds to purchase 130 acres for the Gosnell Big Woods Nature Preserve, as well as 240 acres for the Whiting Road Nature Preserve.



**Gosnell Big Woods Nature Preserve**

# Fairlife

The Coca-Cola Company and its subsidiary Fairlife broke ground in April 2024 on a major new dairy production facility in Webster, Monroe County, representing a \$650 million investment in New York State. The 745,000 square-foot facility on Tebor Road will serve as Fairlife's flagship Northeast location and is expected to become operational by late 2025. This state-of-the-art plant will be the largest dairy production facility in the Northeast, with the capacity to process an estimated five (5) million pounds of locally sourced milk per day.

The project is expected to create approximately 250 new jobs in the Webster community and demonstrates fairlife's commitment to expanding its ultra-filtered dairy products throughout the Northeast region. Fairlife specializes in dairy products made through an ultrafiltration process that removes lactose and much of the sugar while concentrating protein and calcium, resulting in products with longer shelf life and enhanced nutritional profiles.

The company's decision to locate in Webster was influenced by New York's strong reputation as an agribusiness leader, its robust dairy farming community of nearly 3,000 farms, and the state's skilled workforce. Governor Kathy Hochul personally pitched the location to the company, emphasizing the state's world-renowned dairy industry and offering substantial incentives including \$21 million in tax credits and nearly 8.5 MW of low-cost power through the New York Power Authority.



Fairlife site under construction. Image credit: Max Schult / WXXI News



Fairlife Groundbreaking. Image credit: WXXI News



# Existing Conditions

This section provides a snapshot of the Town of Webster today.



# Location

**The Town of Webster has been shaped by its unique location and geography along Lake Ontario and Irondequoit Bay.**

## OVERVIEW

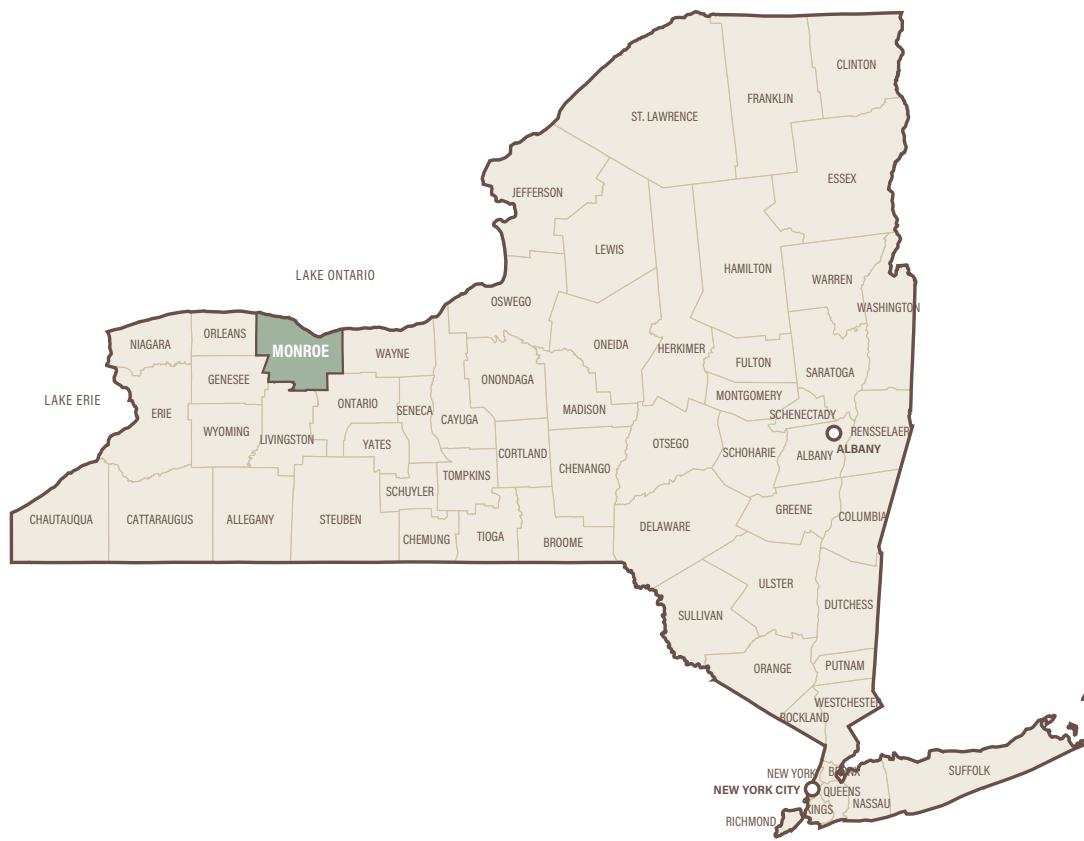
The Town of Webster was shaped by its strategic location in the northeastern corner of Monroe County and unique access to Lake Ontario's shoreline. Webster is located in the northeastern corner of Monroe County, New York, positioned along a 100-mile stretch of Lake Ontario shoreline.

The area's natural features, including Irondequoit Bay which acts as the eastern border for the Town of Irondequoit and the western border of the Towns of Penfield and Webster, provided both transportation routes and natural harbors that attracted early settlers and supported development. Webster Park encompasses 550 acres of wooded hills, flowing creeks, reflecting the diverse topography that has characterized the region throughout its history.

Today, Webster maintains its advantageous position 12 miles east-northeast of downtown Rochester, serving as a gateway between the greater Rochester metropolitan area and the recreational opportunities of Lake Ontario's southern shore.



FIG. 2: REGIONAL CONTEXT



# Historic Context

The Town of Webster was established in 1840 when residents of North Penfield successfully petitioned for independence. The rest is history.

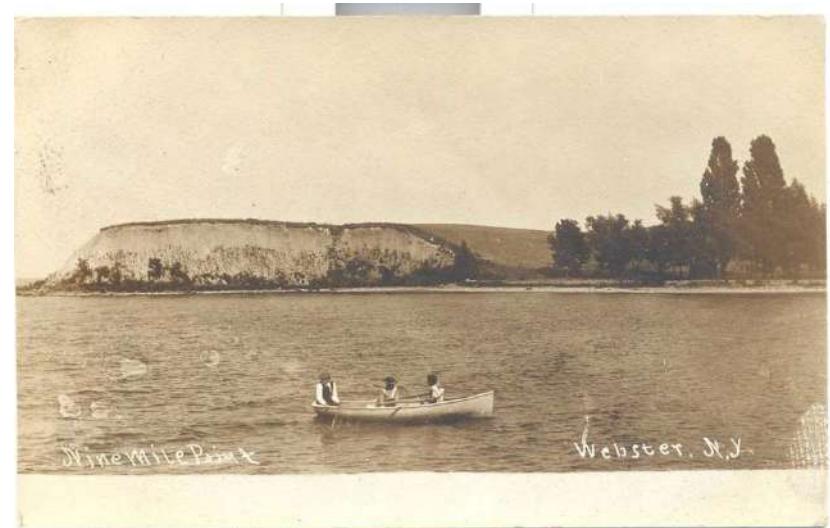
## OVERVIEW

The area now known as Webster was initially discovered by settlers in 1669. French explorer René-Robert Cavelier, Sieur de La Salle, known simply as La Salle, navigated Irondequoit Bay, the territory of the Seneca Indians, to investigate Lake Ontario and search for inland waterways.

On July 25, 1837, Daniel Webster addressed a large assembly of Whigs on the steps of the Rochester courthouse, discussing currency regulation and the economic situation. The Rochester Democrat remarked that he was "the cleverest fellow in the world for embellishing a story." The Whig farmers from North Penfield, who were part of Daniel Webster's audience that day, were so taken by his eloquence that when they petitioned the state legislature for independent town status from Penfield, they decided to name it in his honor.

On February 6, 1840, Governor William Seward proclaimed the establishment of Webster, New York. Originally part of North Penfield, land was allocated to form the new town. The population of the newly formed Webster was 2,235 residents. The inaugural town meeting took place at John Lett's tavern, located south of the current village.

An overview of key historic dates can be found on the next page.



Historic view of Nine Mile Point. Image Credit: Webster Museum.



Apple farmers. Location/date unknown. Image source: Webster Museum

## KEY HISTORIC DATES

### **1669: Early European Exploration**

Robert LaSalle arrived at Irondequoit Bay, marking the first recorded European presence in the area that would become Webster.

### **1741: Land Transfer from Native Americans**

Seneca Indians deeded a 20-mile wide stretch of land including present-day Webster Park to the British, establishing European land claims.

### **1840: Town Incorporation**

Webster officially became a separate town from Penfield, with Byron Woodhull elected as the first supervisor, establishing local self-governance.

### **1875: Railroad Development**

The Lake Ontario Shore Railroad was established (later becoming part of the New York Central system), connecting Webster to regional transportation networks.

### **1900: Transportation Revolution**

The Rochester and Sodus Bay trolley made its first run through Town, dramatically improving connectivity and spurring development.

### **1912: Electrification**

Electricity was installed throughout the Town, modernizing infrastructure and enabling further growth.

### **1929: Economic and Social Infrastructure**

Webster Public Library opened and the Sodus Bay trolley was replaced by bus service, marking transitions in both education and transportation.

### **1970: Major Infrastructure Completion**

The Irondequoit Bay Bridge opened, providing crucial transportation link and symbolizing Webster's development into a modern suburban community.

## Who Came Before Us?

The Town of Webster honors the legacy of our land and its original inhabitants. Our community is situated on the ancestral lands of the Ho-de-no-sau-nee-ga (Haudenosaunee) people, specifically the Onöndowa'ga:’ (Seneca) Nation. We recognize that this territory was taken from the Haudenosaunee unjustly during colonization. The Haudenosaunee Confederacy encompasses the Onondaga, Mohawk, Oneida, Cayuga, and Seneca Nations. Three significant treaties between the Haudenosaunee and the United States—the Treaty of Fort Stanwix (1784), the Treaty of Fort Harmar (1789), and the Canandaigua Treaty (1794)—affirmed the independent sovereignty of both nations and promoted peaceful relations. The Haudenosaunee people remain a vital component of our community, continuing to enrich our shared history, culture, and development.

# Socio-Economic Overview

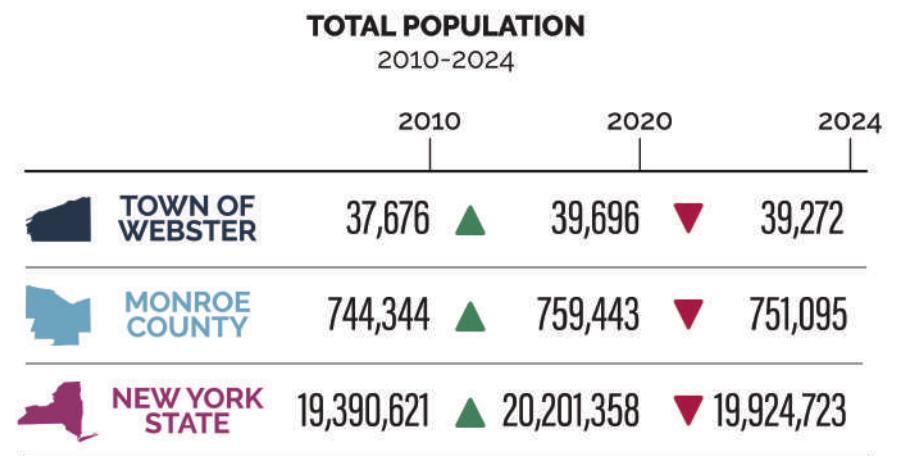
Demographic data is more than just numbers—it provides glimpses of current conditions and emerging trends that can inform future planning and community priorities.

## OVERVIEW

Current census data offers insights into the Town's present state and future trends for planning. This section uses 2010 and 2020 Decennial Census data, 5-year American Community Survey (ACS) estimates, and Esri's 2024 (Environmental Systems Research Institute, Inc.) demographic forecasts. The Decennial Census provides accurate population counts, while ACS data enhances reliability through averaging. Esri's estimates fill gaps between Census releases, aiding in demographic analysis. Despite some margins of error, these data sources are crucial for planning and policy development.

## POPULATION

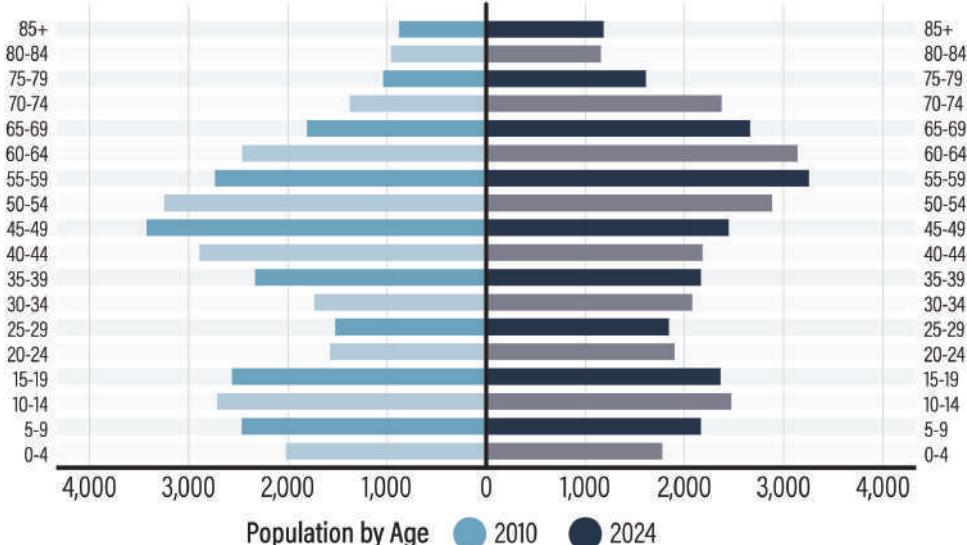
Webster experienced modest population growth between 2010 and 2020 (+5.2%), followed by a slight decline in the 2024 estimate. This trend mirrors broader regional dynamics and underscores the importance of tracking migration and housing demand.



## AGE DISTRIBUTION

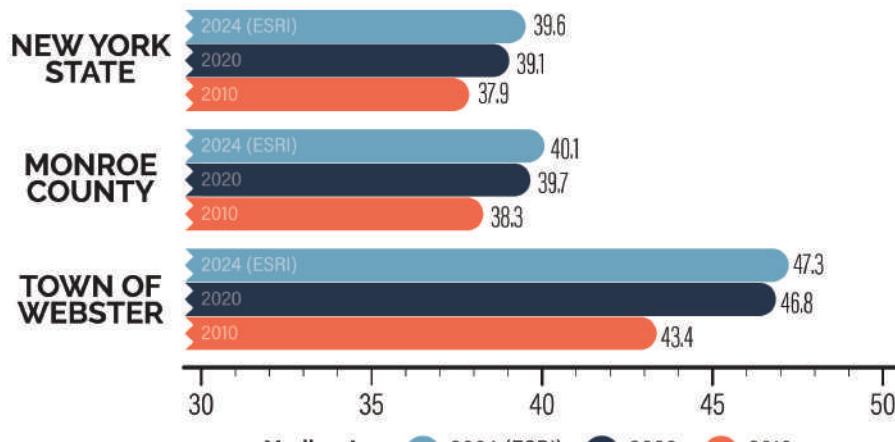
With a median age of 47.3, Webster is significantly older than Monroe County (40.1) and New York State (39.6). Seniors (65+) now make up 25% of residents, indicating a strong need for age-friendly housing, mobility, and services. ***Webster will need to consider how housing, transportation, and services can support aging in place.*** Compact, accessible housing types such as single-level homes or walkable senior housing developments can help residents remain in the community as they age—advancing goals for housing choice and walkable neighborhoods.

## AGE DISTRIBUTION



SOURCE: ESRI, 2024

## MEDIAN AGE COMPARISONS



## MEDIAN HOUSEHOLD INCOME

Webster has a median household income of \$87,153 and a low poverty rate (5%), signaling broad economic stability.

While 45% of households earn over \$100,000, 17% earn less than \$50,000, suggesting Webster has a more economically varied population than median income alone might indicate.

*Planning for affordable housing at different price points will help attract and retain young professionals, service workers, and older adults.*

## MEDIAN HOUSEHOLD INCOME (2022)

ACS-5 Year

NEW YORK STATE \$80,633

MONROE COUNTY \$71,108

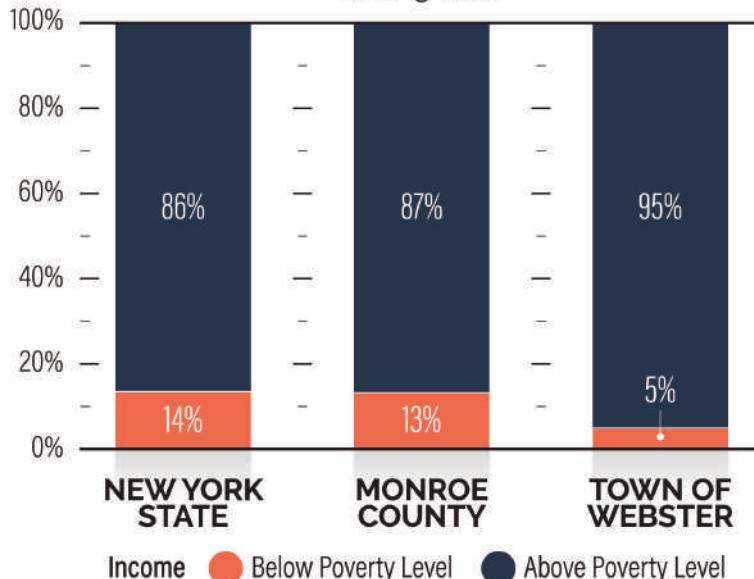
TOWN OF WEBSTER \$87,153

\$65,000 \$70,000 \$75,000 \$80,000 \$85,000 \$90,000

SOURCE: ESRI, 2024

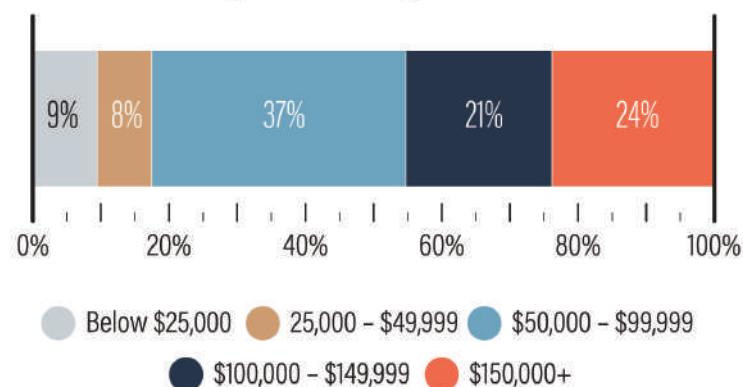
## POPULATION WITH INCOME BELOW AND ABOVE POVERTY LEVEL (2022)

ACS-5 Year



## HOUSEHOLD INCOME DISTRIBUTION

Household Income in the Past 12 Months  
(in 2023 Inflation-Adjusted Dollars)



## RACE & ETHNICITY

While Webster's current population is less racially and ethnically varied than the broader region, subtle shifts in demographics—such as an increase in multiracial residents—point to gradual change. *Considering ways to foster welcoming environments, accessible public spaces, and inclusive outreach can help attract and retain a broader range of residents*—supporting diverse community, civic engagement, and collaboration.

Webster's population is 86% White and 5% Hispanic, reflecting lower levels of diversity than county and state averages. However, there have been small increases in recent years in residents identifying as two or more races (6%).

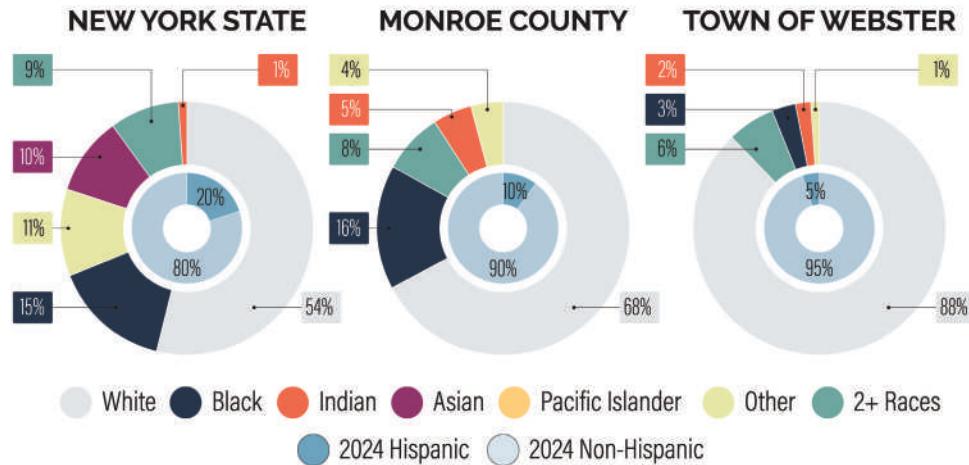
## EDUCATIONAL ATTAINMENT

Nearly half of residents (47%) hold a bachelor's degree or higher, well above state and county averages.

*This high level of educational attainment supports a strong foundation for workforce development and economic opportunity among Town residents.*

### POPULATION BY RACE

2024

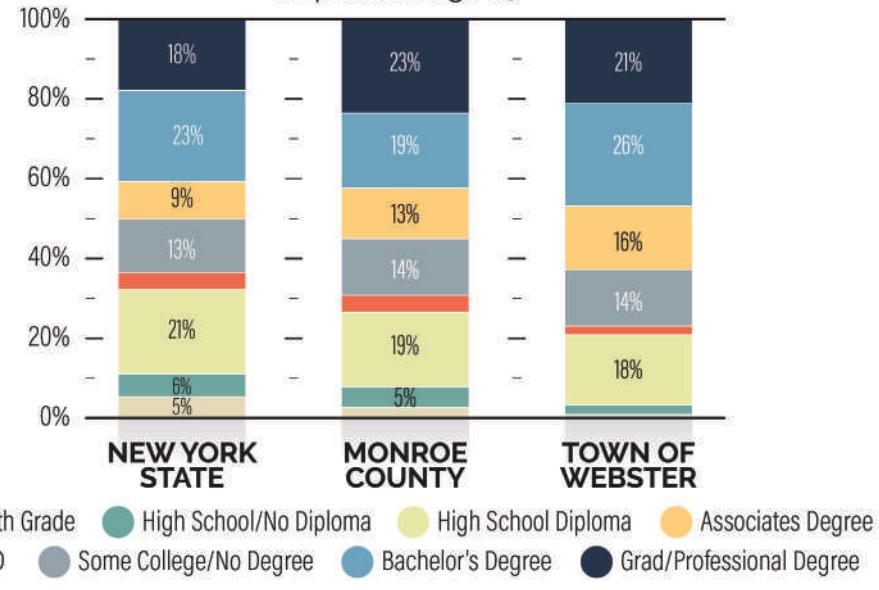


Race categories include individuals of Hispanic or Latino origin. The "Hispanic" category represents an ethnic identification and can overlap with any race category.

SOURCE: ESRI, 2024

### EDUCATIONAL ATTAINMENT (2024)

Population Age 25+



SOURCE: ESRI, 2024

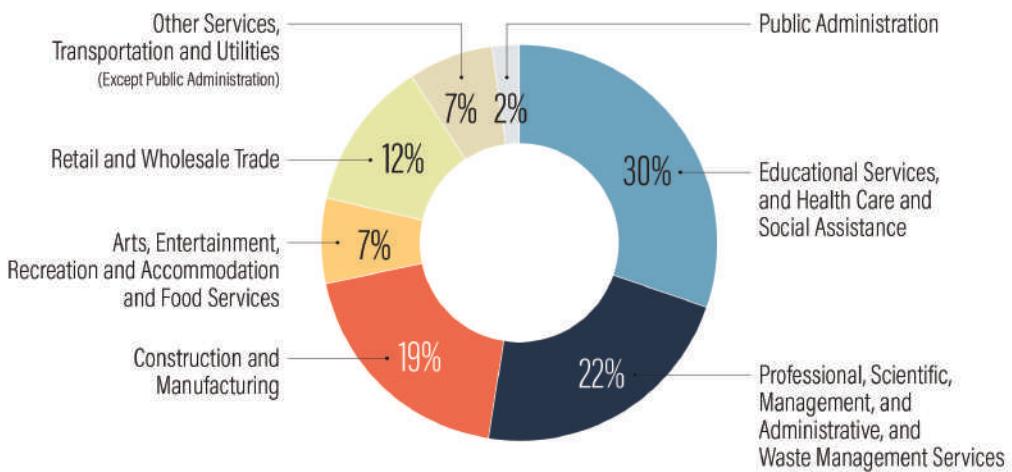
## WORKFORCE

Nearly 1 in 3 working residents (30%) are employed in the education, healthcare, or social assistance industry. This is followed by 22% in professional and technical services, and 19% in manufacturing and construction—reflecting a highly skilled and service-oriented workforce.

Webster is primarily a commuter town, with 85% of residents working outside of the Town.

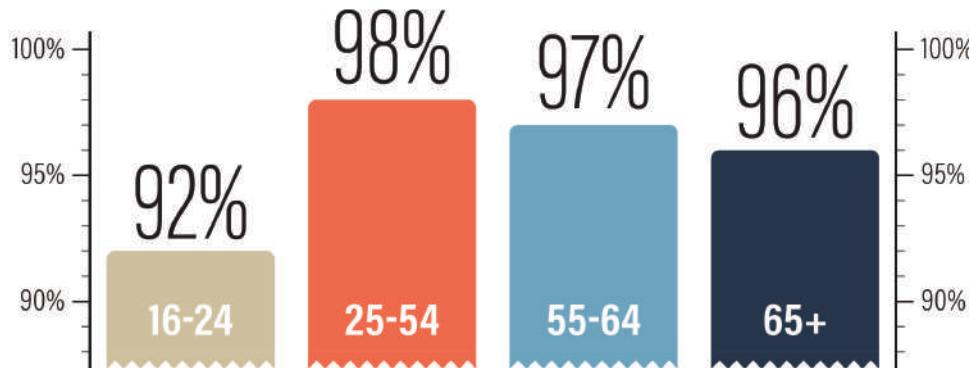
*Most people working jobs in Webster reside elsewhere. This highlights the need to enhance the live-work balance via economic development, diversity in housing, and alternative transportation options.*

**EMPLOYEES BY INDUSTRY TYPE**  
2022 Town of Webster (ACS 5-Year)

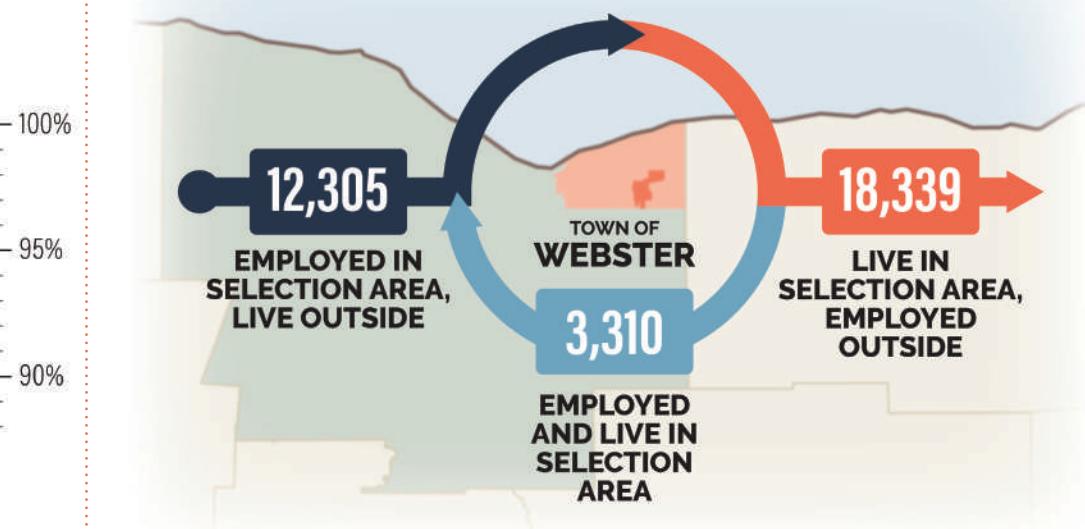


## WORKFORCE AGE (EMPLOYED)

2024 Town of Webster (By Age Group)



SOURCE: ESRI, 2024





# Housing

The following analysis describes housing characteristics in the Town of Webster.

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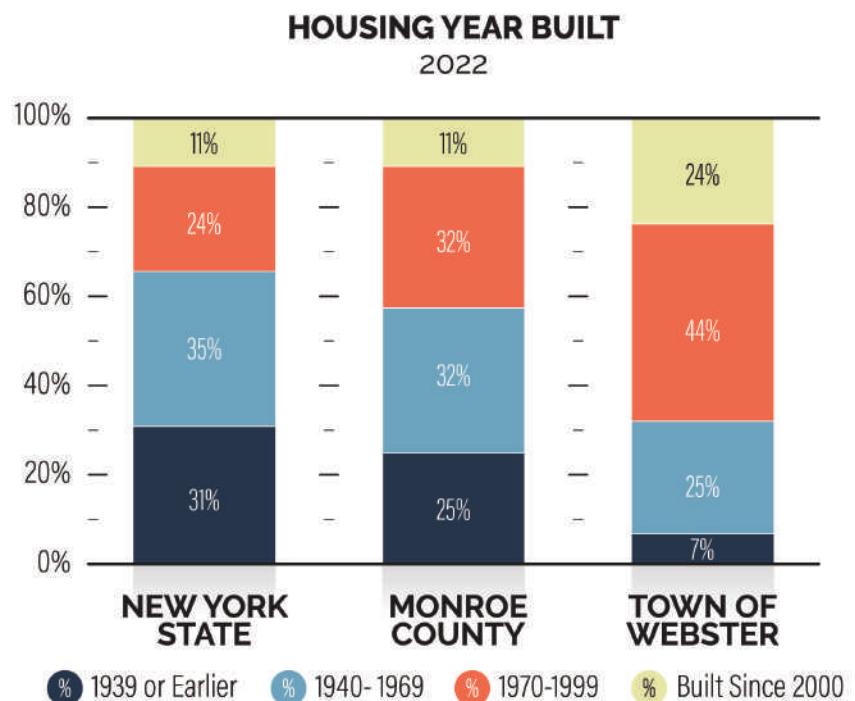
## OVERVIEW

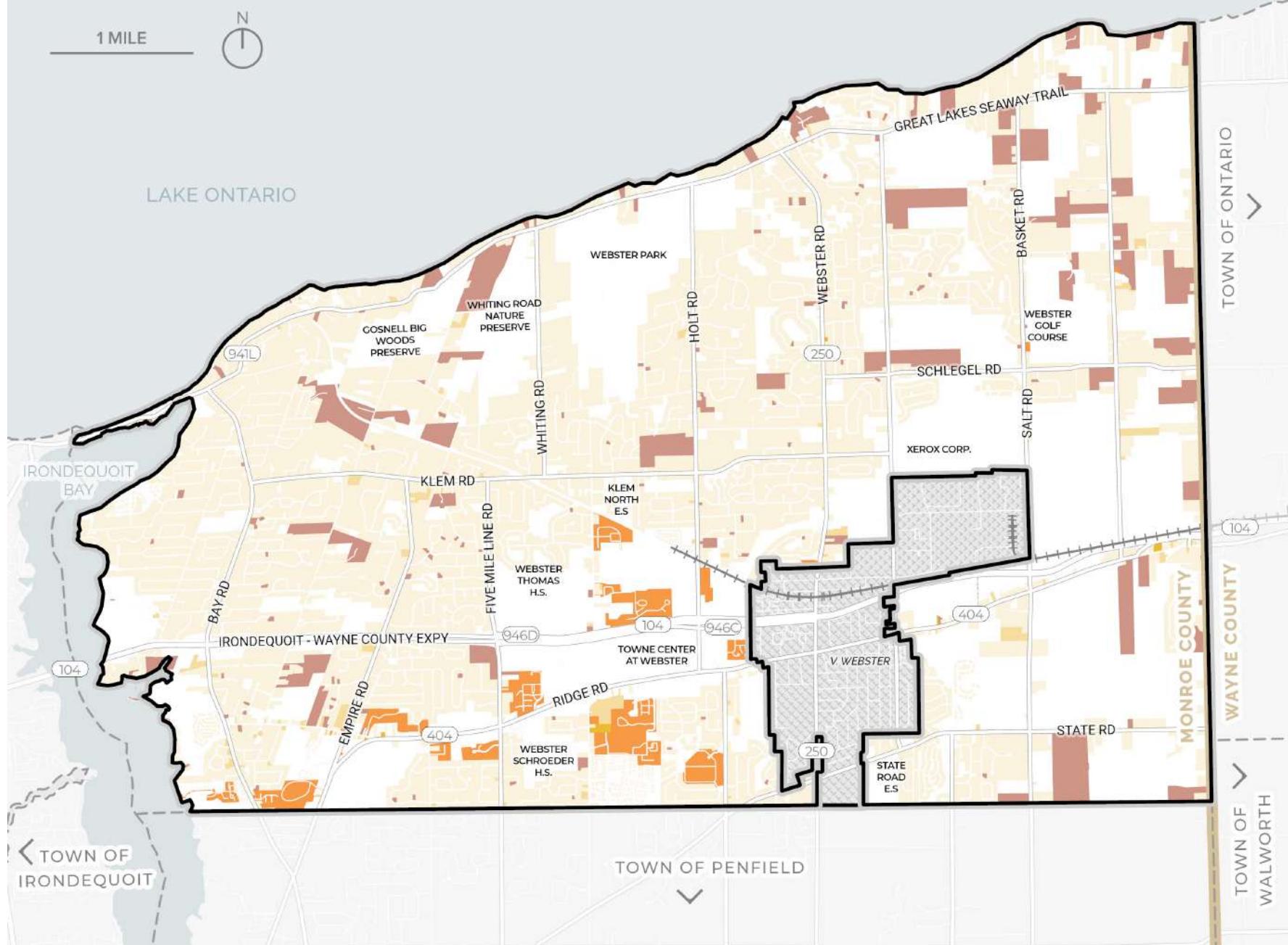
Webster offers a fairly homogeneous suburban residential housing stock with 83% of the Town's housing characterized as single-family residential. While there are apartments and multi structure housing units and scattered throughout the Town (primarily adjacent to Ridge Road, NY Route 104 and Empire Boulevard) in the southern and central portions of the Town, some of which caters to senior citizens), multi-family and affordable housing options focused on diverse resident needs are limited.

Webster's housing is newer than the county or state overall, with 68% of homes built after 1970. Town housing is characterized by some areas of denser traditional residential neighborhoods west of the Village of Webster, but the majority of the Town contains larger lot, less dense suburban style development tracts.

The western and southern areas of the Town feature more traditional suburban neighborhoods. The northern border of the Town runs along the shoreline of Lake Ontario, and in addition to the residential areas, some lands in this area are designated as natural areas or preserves and public parks. The eastern portion of the Town south of Route 404 (Ridge Road), and around State, Salt, and County Line Roads also consists of more rural/agricultural areas.

Approximately 70% of housing units in the Town of Webster are owner-occupied, and the Town has a low a vacancy rate (4%), suggesting a stable housing market. However, renter occupancy is rising—from 22% in 2010 to 26% in 2020.





**FIG. 3: RESIDENTIAL LAND USE**



The median home value of owner occupied units in the Town is \$247,600. Median monthly costs with a mortgage are \$1,895 and without a mortgage are \$861. Housing costs in the Town are increasing and median gross rent is increasing (\$1,352). **Nearly half of renter households are cost-burdened, including 18% severely burdened—indicating affordability pressures even in a high-income community.** Even though the Town experiences low housing vacancy, **increasing housing costs could limit future access, especially for first-time home buyers and less affluent individuals and families.**

Smart Growth-aligned strategies such as infill development, accessory units, and mixed-use zoning can help create new housing options without expanding the Town's footprint.

A range of housing options, such as townhomes, patio homes, small multi-unit dwellings, and affordable rentals, can relieve cost pressures while supporting the needs of existing and future residents looking to move to or remain in the Town.

## HOUSING MARKET ACTIVITY

With respect to housing market activity, real estate data for April 2025, showed there were 104 total listings for the 14580 (Webster) postal code. This is a 12.5% increase from March 2025, and a significant increase (over 200%) from April 2024. Of these listings, 48 fell under the category of new listings, a 20% increase from the previous month. The median and average listing prices were \$420,350 and \$506,692, respectively. These are generally similar in a month-over-month and year-over-year comparison, all falling within about 5% (Realtor.com).

## NEW RESIDENTIAL DEVELOPMENT

The Town of Webster has several active and ongoing residential development projects, along with associated infrastructure improvements that support that development. These development projects are primarily a mix of infill housing in existing, established suburban style subdivisions/neighborhoods or development of multiple houses within large lot subdivisions.

## RENTER HOUSEHOLDS BY HOUSING COST BURDEN

2023 Gross Rent as a Percentage of Household Income in the Past 12 Months



SOURCE: ESRI, 2024

**Households are considered cost-burdened when 30% or more of their income (monthly or annually) is spent on housing costs.**

## HOUSING UNIT SUMMARY

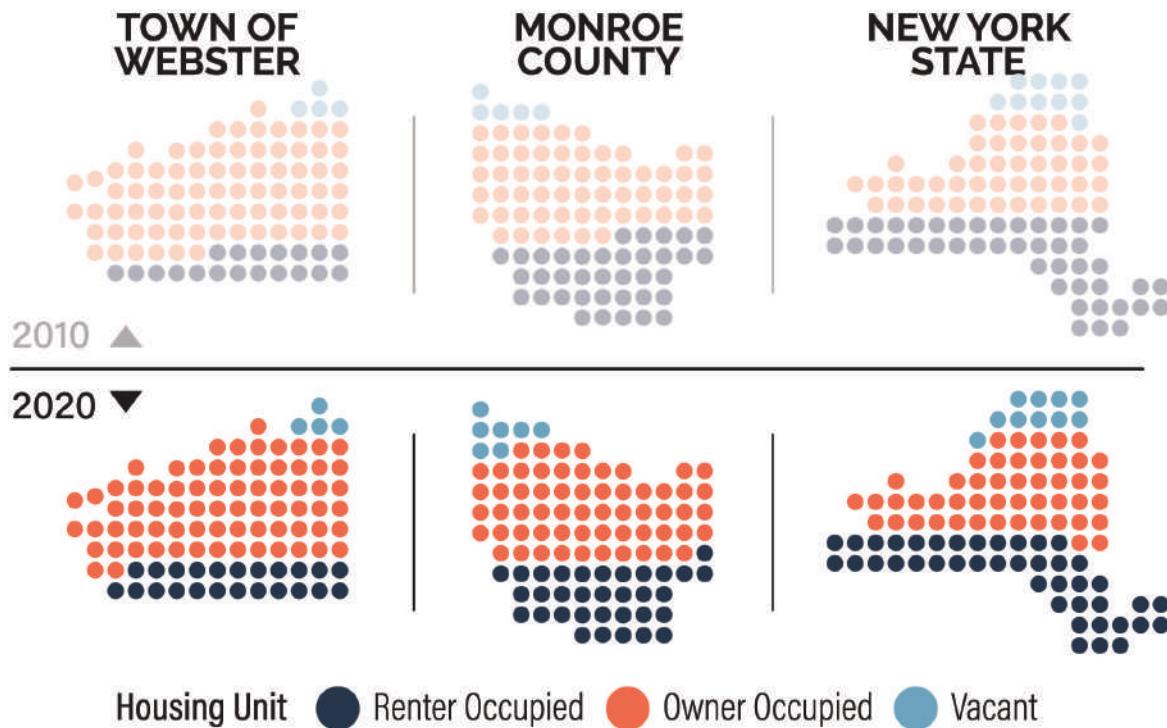


Table 1, Housing Unit Summary

YEAR	OCCUPANCY	TOWN OF WEBSTER	MONROE COUNTY	NEW YORK STATE
2010	Renter	19%	33%	42%
	Owner	77%	60%	48%
	Vacant	4%	6%	10%
2020	Renter	23% <span style="color: green;">↑</span>	37% <span style="color: green;">↑</span>	44% <span style="color: green;">↑</span>
	Owner	73% <span style="color: red;">↓</span>	58% <span style="color: red;">↓</span>	46% <span style="color: red;">↓</span>
	Vacant	4% <span style="color: blue;">↔</span>	6% <span style="color: blue;">↔</span>	11% <span style="color: blue;">↑</span>

Source: Esri, 2024

## KEY TAKEAWAYS

- Low vacancy rates and increasing housing costs could limit future housing access, especially for first-time home buyers and middle- to lower-income individuals and families.
- The mix of housing options, including affordable multi-units catering to diverse resident needs, is limited.
- 49% of renters are cost-burdened, of which 18% are severely burdened.
- New residential development projects are primarily a mix of larger lot infill housing in existing, established suburban style subdivisions or new large lot subdivisions.
- Expanding the range of housing options can relieve cost pressures while supporting a broader variety of housing choices and promoting equitable development.

# Existing Land Use

The following analysis describes land use characteristics in the Town of Webster.

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## OVERVIEW

The Town's land use is characterized by a mix of residential, commercial, industrial, and a fairly large inventory of vacant lands, which present opportunities for sustainable growth and redevelopment. The current land use distribution (See Table 2) reflects Webster's strengths and provides opportunities to further enhance the Town as a livable and resilient community.

Webster follows a traditional suburban land use pattern featuring a strong reliance on private vehicles for transportation—land uses are generally separated with travel between residential areas, commercial zones, and industrial areas, necessitating longer driving between each destination. The existing land use map on the following page shows the distribution of land uses across the Town.

## RESIDENTIAL

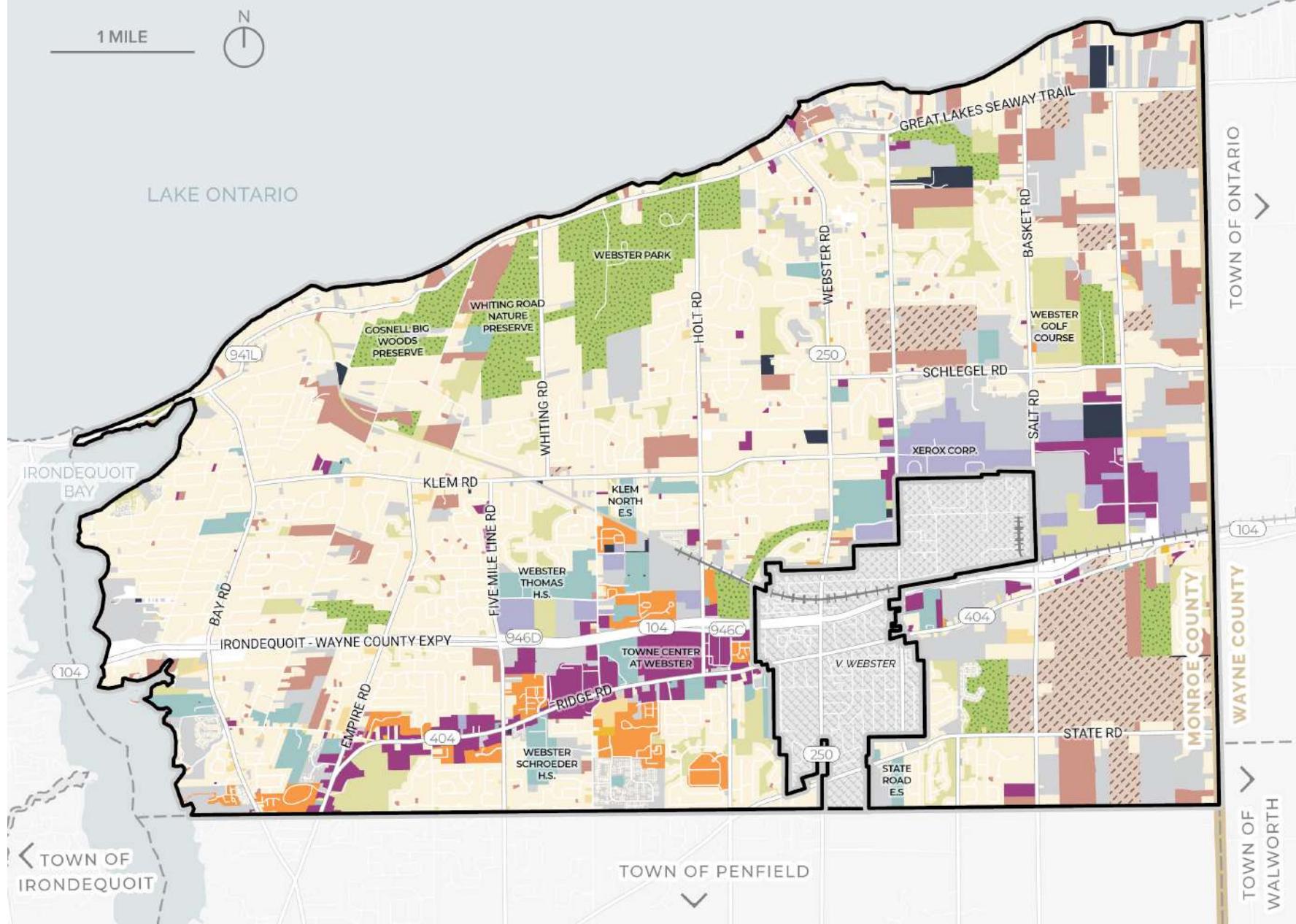
Residential land is the most prominent use within the Town of Webster (accounting for over 10,000 acres and approximately 50% of total land use) (see Figure 4). Residential areas dominate the Town, with heavier concentrations located in the western and central portions of the Town. A breakdown of these uses reveals that **Single-family Residential makes up most of the housing (83.5%)**, with Residential - Multi-

Purpose/Multi-Structure being the second highest form of housing (11%). Residential – **Apartments account for 4% of the housing and two and three-family account for only 1.4%** (see Table 2). Future development in the Town of Webster could focus on expanding mixed-income, mixed-density housing options, to promote more attainable and connected communities.

Table 2, Town of Webster, Existing Land Use

Land Use	Area (Acres)	Area (%)
Agricultural	1,088.5	5.4%
Commercial	754.1	3.8%
Community services	683.8	3.4%
Industrial	408.2	2.0%
Public services	145.1	0.7%
Recreation and entertainment	969.3	4.8%
Residential	10,108.7	50.3%
Transportation ROW	1,889.5	9.4%
Vacant land	2,622.0	13.1%
Wild, forested, conservation lands and public parks	1,416.7	7.1%
<b>Total</b>	<b>20,085.9</b>	<b>100.0%</b>

Source: Monroe County, GIS department 2024



## FIG. 4: EXISTING LAND USE



## VACANT

There is a total of over 2,600 acres (or 13% of the total Town land use) of lands classified as Vacant within the Town of Webster (see Figure 5 and Table 3). Vacant land is dispersed throughout the Town with some concentrations in the eastern and northeastern portion of the Town along the Town of Ontario border (see Figure 5).

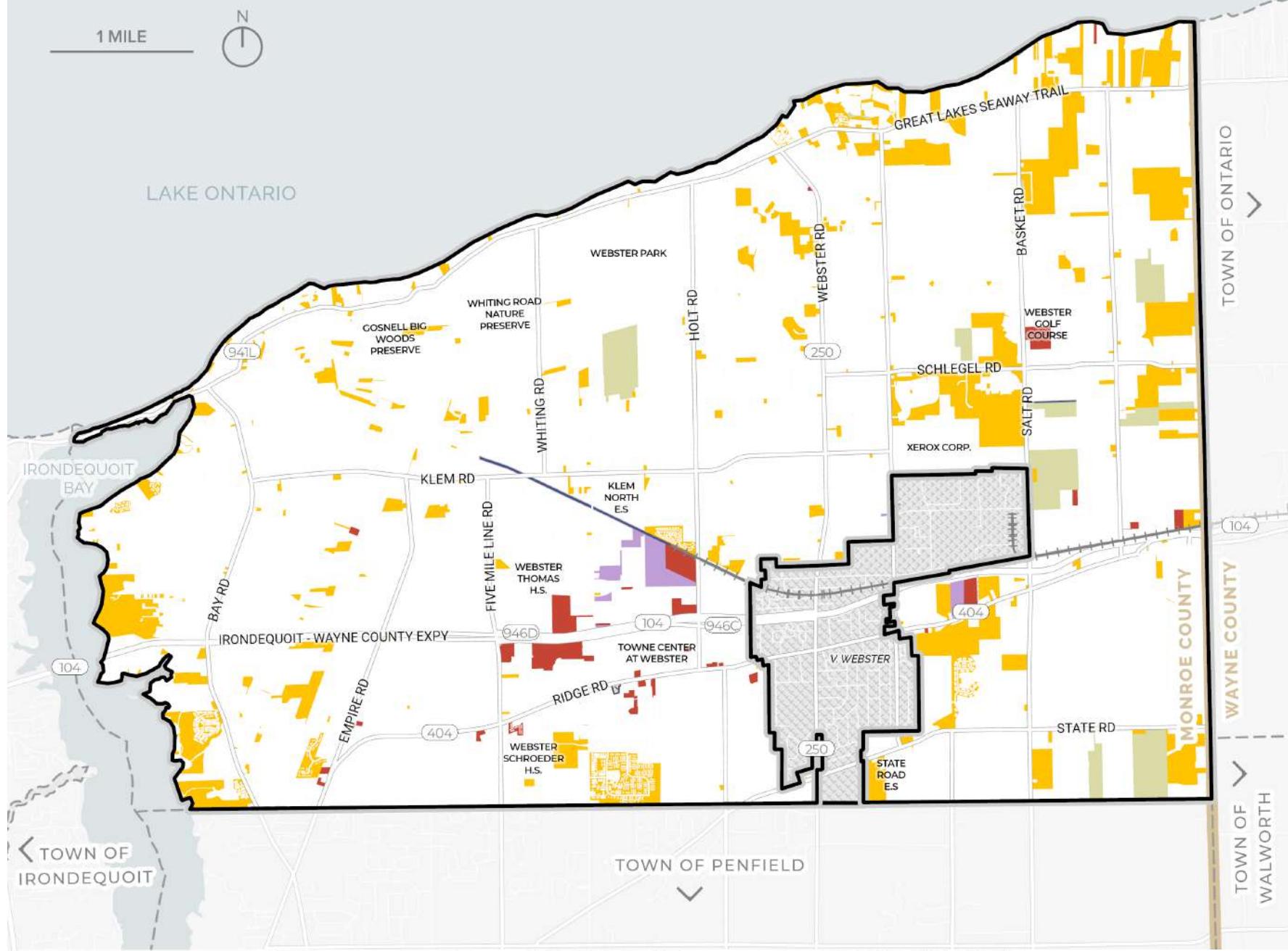
While most vacant lands are classified as Residential vacant land in commercial areas (over 1,000 acres), approximately 430 acres are designated as vacant land over 10 acres offering larger lots of potential development. Vacant land in commercial and industrial areas total 146.8 acres.

Approximately 53 acres of Vacant land in the Town is publicly owned by the County, Town, Village or School district. The local utility, Rochester Gas & Electric Corp, also owns approximately 50 acres of Vacant land, located at Klem and Whiting Roads.

Table 3: Town of Webster, Vacant Land Types

Vacant Land Type	Total Acres	Area (%)
Commercial vacant land with minor improvements	23.4	0.1%
Parking lot	2.0	0.0%
Public utility vacant land	51.3	0.3%
Residential	33.7	0.2%
Residential land including a small improvement (not used for living accommodations)	254.6	1.3%
Residential vacant land	1,107.9	5.5%
Residential vacant land over 10 acres	438.7	2.2%
Rural	349.4	1.7%
Rural vacant lots of 10 acres or less	14.4	0.1%
Vacant land located in commercial areas	267.6	1.3%
<b>Vacant land located in industrial areas</b>	<b>79.2</b>	<b>0.4%</b>

Source: Monroe County, GIS department 2024



**FIG. 5: EXISTING LAND USE: VACANT**

## COMMERCIAL

Although Commercial uses in the Town account for only 3.8% of its existing land uses, the Town's commercial corridors are strong and vibrant. Commercial uses are primarily concentrated along the Ridge Road corridor (Rt. 404) in the southern/central portion of the town, leading into and beyond the village from the west. Commercial uses also extend to the north and south of Ridge Road on several commercial roadways including Five Mile Line Road, Shoecraft Road, Hard Road and Jackson Road. The Town's commercial land uses concentrated along these corridors are diverse and includes a mix of several large big box stores, restaurants, movie theatre, hotels, several auto dealerships, grocery stores, as well as a variety of smaller commercial businesses including, banks and offices and multiple non-chain commercial businesses.

Additionally, Empire Boulevard in the southwestern portion of Webster serves as a dense commercial corridor as it heads south into the Town of Penfield. The west end of the Town features a Wegmans Supermarket on Empire Boulevard and a Walmart Supercenter on Brandt Point Drive intermixed with other commercial uses.

Future commercial development in the Town, considering a mix of infill and new large lot commercial development, should prioritize revitalizing existing structures and further enhancing the denser portions of the Town's commercial cores with mixed-use projects that could include more diverse housing, commercial and additional public spaces. Emphasizing more walkable and environmentally conscious designs will contribute to the Town's goal of creating a vibrant, sustainable mid-sized Town.

## INDUSTRIAL

The Town is working to realize its vision for growth and development of its existing and long-standing industrial lands in the eastern side of the Town, east of the Village of Webster. The new Fairlife project (745,000 SF of milk processing area, warehouse, and support services buildings) and former Xerox campus in both the Village and Town are in this area.

There is an opportunity for catalytic projects revitalizing existing industrial areas and attracting new businesses, leveraging the Xerox campus and other industrial zones for today's market and increasing sustainable development practice.

## KEY TAKEAWAYS

- Land use is dominated by Single family Residential accounting for over 10,000 acres and approximately 50% of total Town land use.
- Large vacant areas located throughout the Town - most designated as Residential Vacant.
- Future development of Commercial land use should prioritize revitalizing existing structures and further enhancing the denser portions of the Town's commercial cores with mixed-use projects that could include more diverse housing, commercial and additional public spaces. Emphasizing more walkable and environmentally conscious designs will contribute to the Town's goal of creating a vibrant, sustainable small-sized Town.



# Zoning

**The Town of Webster's Zoning Code shapes local development with the application of districts and standards dictating permissible land uses, as well as parameters for building scale, lot dimensions, and site design**

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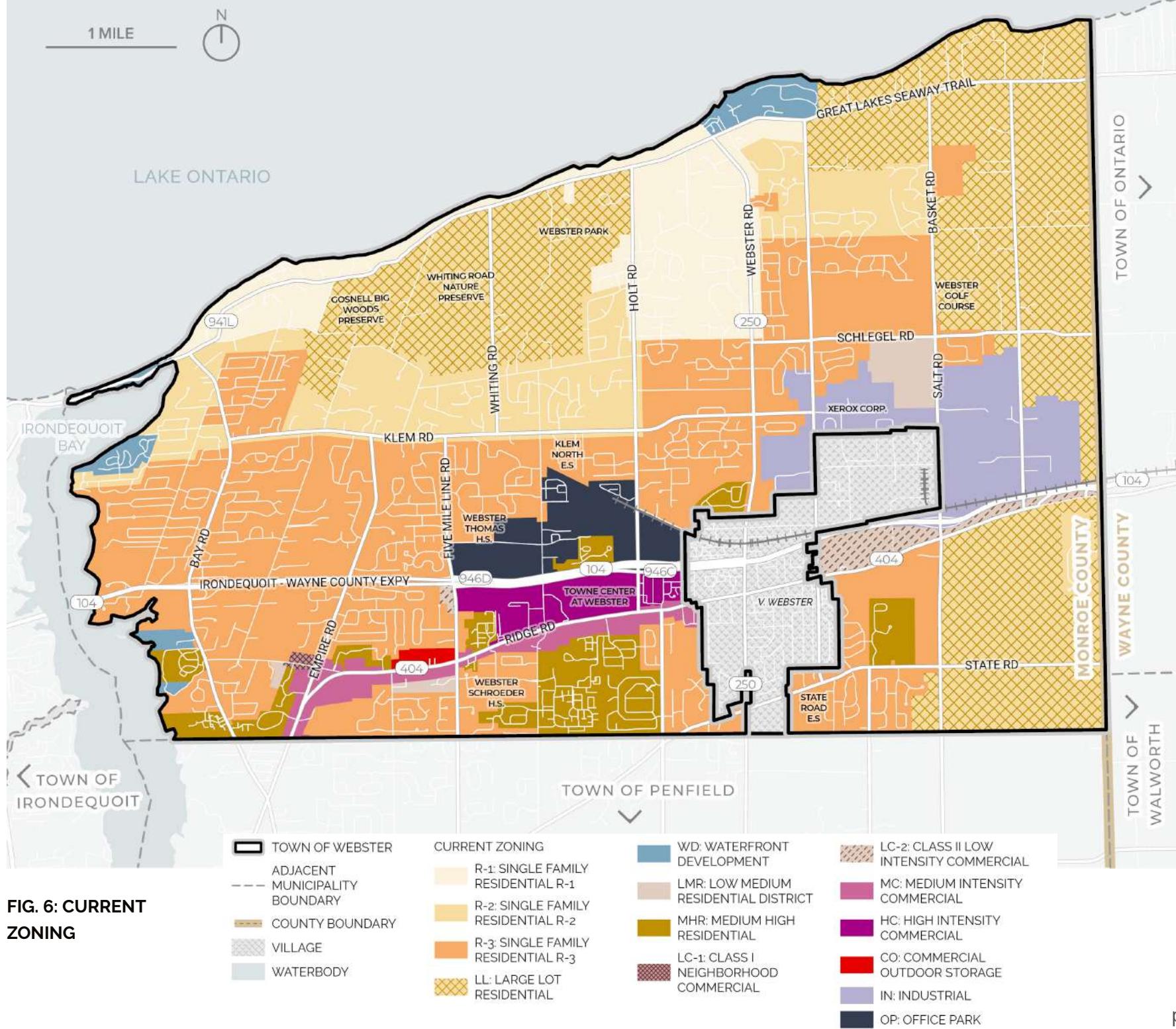
## OVERVIEW

Zoning is a regulatory tool that guides development through the establishment of standards and guidelines for land use, buildings, and development patterns. The way in which a community adopts zoning standards is informed by the goals and strategies identified in the Comprehensive Plan.

The Town of Webster's zoning ordinance aims to improve the health, safety, and well-being of Webster's residents by reducing traffic congestion, protecting against dangers like fire and floods, providing adequate light and air, and preventing overcrowding. It also focuses on promoting balanced population distribution and providing the necessary public services like transportation, water, schools, and parks, all while maintaining property values for residents. However, opportunities exist to further integrate these principles by allowing for denser development in certain areas, enhancing transportation options, and encouraging infill and redevelopment projects. The ongoing comprehensive plan update presents an opportunity to address these areas and strengthen the Town's commitment to sustainable and equitable development.

The Town of Webster has fourteen zoning districts – see Figure 6 and the list below.

- Single Family Residential District (divided into three districts)
- Large Lot Single Family Residential District
- Waterfront Development District
- Medium High Residential District
- Low Medium Residential District
- Class 1 Neighborhood Commercial District
- Class 2 Low Intensity Commercial District
- Medium Intensity Commercial District
- High Intensity Commercial District
- Commercial Outdoor Storage District
- Industrial District
- Office Park



## OVERLAY DISTRICTS

In addition, the Town of Webster has three zoning overlay districts that seek to promote flexible, environmentally conscious development. They include:

- **Progressive Development Overlay District (PDD):**

This district is designed to promote flexible and efficient economic development within the High Intensity Commercial, Medium Intensity Commercial, Office Park, and Industrial districts. While the overlay district does not increase the density of the underlying districts, it does allow for the modification of dimensions, promoting more effective land-uses and fueling cooperative development and the preservation of greenspaces. One of the main priorities of this district is to encourage the development of senior housing for older residents of the community, while maintaining the integrity of the area's neighborhoods and upholding environmental standards. Development within this district is subject to Town Board review as well as site plan approval.

- **Open Space Overlay District (OSD):**

Promoting environmentally conscious development is a priority for the Town of Webster. The Open Space district aims to preserve and enhance the area's open and recreational areas, while limiting development that would have negative impacts on natural resources and habitats. Permitted uses within this overlay district include public parks, bike trails, and marinas. Certain commercial and recreational facilities within this district require a special permit to operate, as long as they keep with the principles of maintaining the environment and limiting developmental impact.

- **Environmental Protection Overlay Districts (EPODs):**

This overlay is divided into two different districts, each based on its own environmental priority. The Steep Slopes Protection District aims to protect steep slopes around Irondequoit Bay from environmental impacts associated with development, including soil erosion, destruction of vegetation, and increased runoff. The Woodlot Protection District protects much of the area's wooded parcels from the effects of development. Both districts require an EPOD development permit, approved by the Department of Public Works, before any construction-related activity can take place. There was a third district within the Environmental Protection overlay; the Floodplain Protection District that was repealed in 2008.

## KEY TAKEAWAYS

- The Town's code predominantly supports low-density, large-lot residential development, which may not prioritize infill or redevelopment areas where a higher or mixed density may be appropriate. Encouraging mixed-density, mixed-use development in underutilized areas could provide more opportunity for increased housing choice, affordability, and the ability to age-in-place needed to attract and retain residents.
- Zoning regulations do not explicitly promote more transit-oriented development or prioritize walkability. Integrating policies that encourage pedestrian-friendly design and multi-modal transportation networks could enhance sustainability and reduce reliance on automobiles.
- The Progressive Development Overlay District (PDD), allows for flexible site planning within high-intensity commercial and office zones. This flexibility supports compact, mixed-use development that preserves green space and promotes efficient land use. The PDD aims to create development patterns that are harmonious with the community's character and goals of this Comprehensive Plan.

*NOTE: Overlay District Maps Placeholder - If available.*

# Transportation

Transportation and infrastructure systems play a pivotal role in connecting Town residents to their surrounding community. The quality and availability of these systems significantly impact the daily lives of residents and accessibility for all.

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## OVERVIEW

Smart Growth strategies to reduce traffic volumes and impacts includes promoting centralized, mixed-use development, accommodating alternative modes of travel, and encouraging the development of walkable neighborhoods. The following section details the transportation and utility features present within the Town of Webster.

## TRANSPORTATION

With the exception of private roads, roadways in the Town of Webster are owned and maintained by either New York State, Monroe County, or the Town of Webster.

- **New York State Routes** - State Route 104, State Route 250, and State Route 404
- **Monroe County Roads** - Basket Road, Bay Road, Five Mile Line Road, Gravel Road, Harris Road, Holt Road, Jackson Road, Klem Road, Lake Road, Monroe-Wayne County Line Road, Phillips Road, Salt Road, Schlegel Road, State Road, and Whiting Road.

- **Town of Webster** - All other roads (approximately 128-miles of roadway). These are Town Highway Department maintained roads.

The primary transportation route running through the Town of Webster is State Route 104 (Irondequoit-Wayne County Expressway), a limited-access state highway with nine interchanges in the Town. This four-lane expressway spans across the Town as well as through much of Central and Western New York, running all the way from Oswego to the east and City of Niagara Falls to the west. From Webster, it crosses Irondequoit Bay, running directly into the City of Rochester, serving as the most prominent access point into the city.

Route 404, is the Town's main commercial throughfare. Other local roads that traverse the Town include Lake Road (Great Lakes Seaway Trail) that runs east west through the northern portion of the Town along the Lake Ontario shoreline. Other major local roads running north-south include Whiting Road, Route 250, Holt Road, Phillips Road, Salt Road, Basket Road and County Line Road. Major east – west local roads include Klem Road, and Schlegel Road. State Road traverses the Town in a diagonal fashion as does a portion of Orchard Road (see Figure 7).

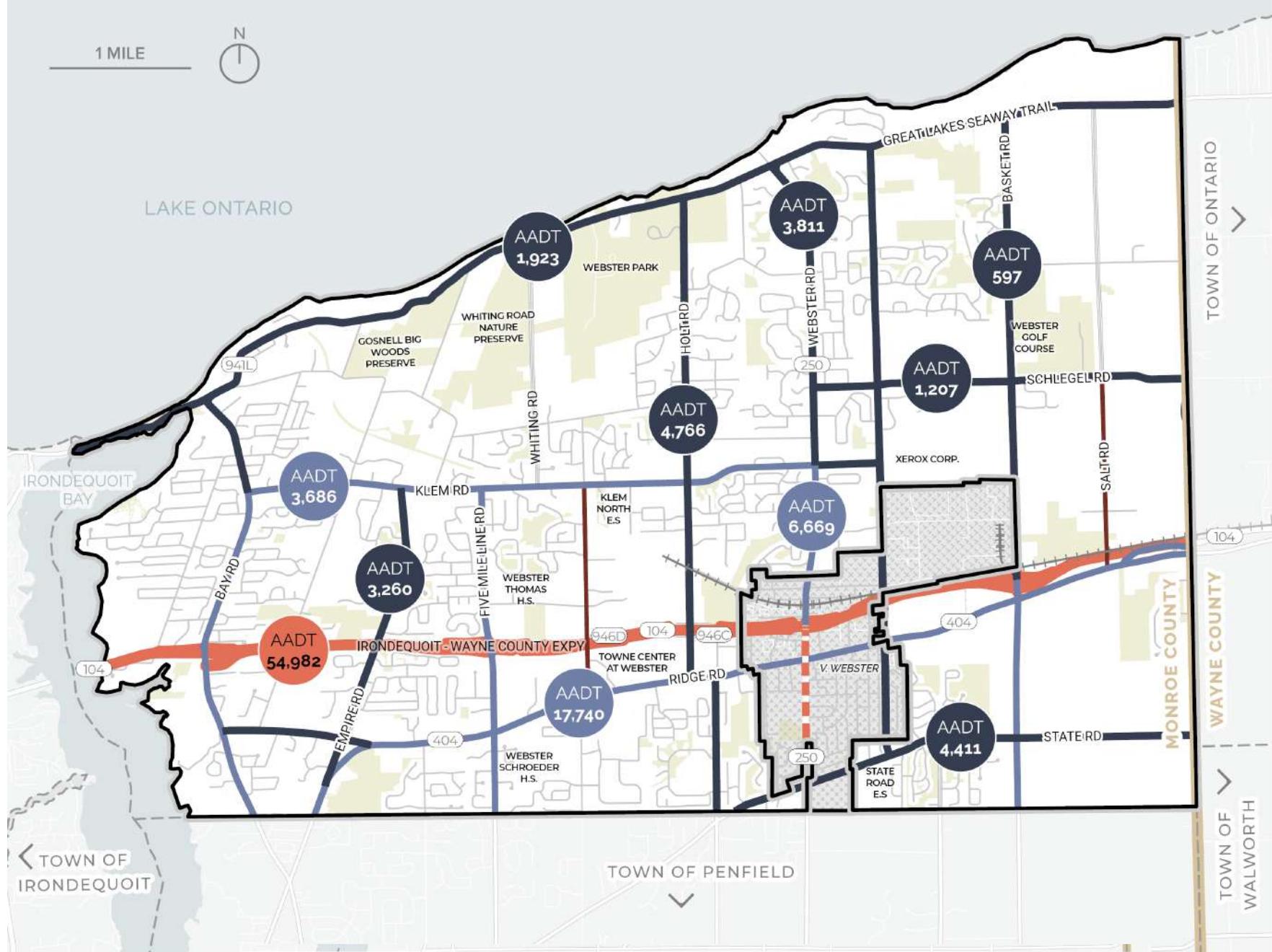


FIG. 7: AADT MAP

- TOWN OF WEBSTER
- ADJACENT MUNICIPALITY BOUNDARY
- COUNTY BOUNDARY
- WATERBODY
- PUBLIC PARKS AND NATURAL AREAS
- PRINCIPAL ARTERIAL - OTHER FREEWAY/EXPRESSWAY (FCC: 12)
- PRINCIPAL ARTERIAL OTHER (FCC: 4 AND 14)
- MINOR COLLECTOR (FCC: 8 AND 18)
- MAJOR COLLECTOR (FCC: 7 AND 17)
- MINOR ARTERIAL (FCC: 6 AND 16)
- LOCAL ROAD (FCC: 19)

2023 AVERAGE AN DAILY TRAFFIC (COUNT)

While no Interstate highways run through the Town limits, I-390, I-490, located to the west and south, and I-590 located to the southwest are all within close proximity to the Town. From there, Interstate 90 provides significant access to the larger metropolitan areas of Boston and Albany to the east, and Buffalo and Cleveland to the west.

## TRAFFIC VOLUME

The Irondequoit-Wayne County Expressway (State Route 104) handles the highest volume of traffic in the Town, with an average annual daily traffic (AADT) volume of more than 54,900 cars. The expressway goes across the full extent of the Town into adjacent municipalities and counties. More than 17,700 AADT traverse Route 404 in the Town through the Town's commercial district (see Figure 8).

Other busy roads in the Town include Route 250 (Webster Avenue), which handles about 6,600 vehicles AADT as it becomes North and South Avenue traversing through the center of the Village of Webster. Holt Road, State Road, Empire and Klem Roads all handle about half these volumes.

Other Key Transportation Features in the Town of Webster include:

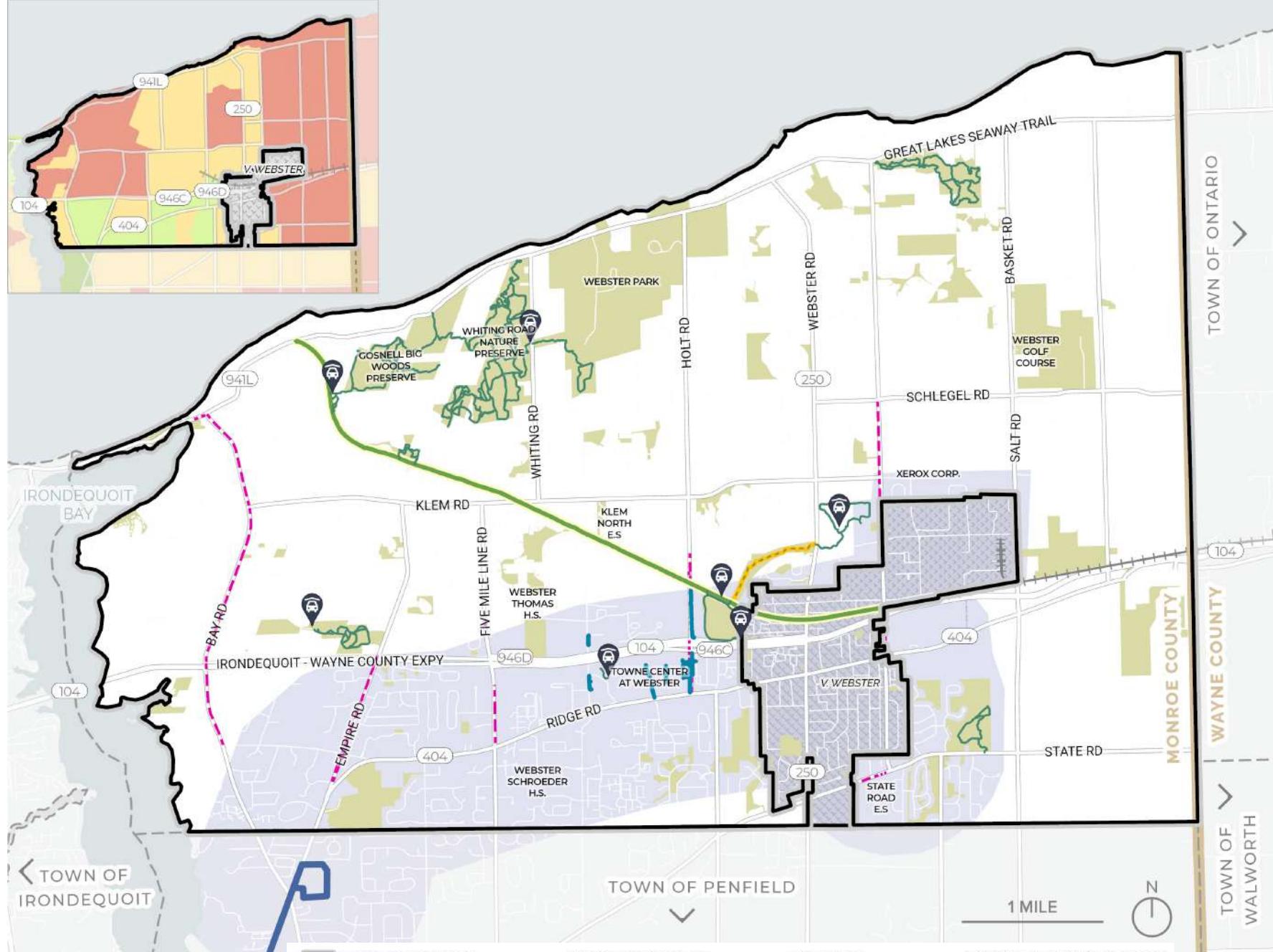
- **Irondequoit Bay Bridge** - The Irondequoit Bay Bridge is a 2,375.36-foot continuous truss bridge spanning Irondequoit Bay. The bridge is 87 feet wide and carries the six-lane New York State Route 104 from the Town of Irondequoit on the west side of the bay to Webster on the east side. The western approach is just east of NY 104's interchange with NY 590. The bay bridge was built in 1967, has nine spans and handles an AADT of 67,229 vehicles.

- **The Irondequoit Bay Outlet Bridge (IBOB)** – The IBOB is located at the north end of Irondequoit Bay, spanning the outlet between Lake Road in the Town of Webster and Culver Road in the Town of Irondequoit. Annually, the bridge is swung into place for use by motorists 5 months out of the year (November 1 - March 31) and swung away into storage to open the channel for boaters 7 months out of the year (April 1 - October 31). This allows use of the bridge by vehicular traffic in winter months, and use of the channel by boaters in the summer months. Monroe County operates the bridge in conformity with a bridge permit issued by the United States Coast Guard.

- **Ontario-Midland Railroad (OMID)** – OMID operates in both Wayne County and Monroe County. Its location in the Town is at Xerox Park. OMID is located in proximity to Route 104 with easy access to 390 & 490. OMID provides rail service to the 1,400-acre North East Area for Technology (NEAT) industrial zone, supporting freight and industrial activities at the site.



Lake Ontario. Image Credit: Town of Webster



**FIG. 8:**  
**TRANSPORTATION**  
**SYSTEMS**

## MULTI-MODAL SYSTEMS

### WALKING & BIKING IN THE TOWN OF WEBSTER

The Town of Webster has developed primarily as a car-oriented suburban community with limited dedicated pedestrian and/or bicycle accommodations.

Enhancing walkability is one of the cornerstones of sustainable development and one of the simplest and best solutions for improving the environment, health, and economy.

Overall, there is limited sidewalk infrastructure in the Town along the major roadways and streets. A lack of sidewalks significantly reduces a community's walkability. Sidewalks provide a designated and safe pathway for pedestrians, minimizing potential conflict points with vehicles and promoting walking as a mode of transportation. Without them, residents are forced to walk in the street, which increases the risk of accidents, especially in areas with heavy traffic. The lack of sidewalks along the Town's commercial corridors has been an ongoing challenge and was identified as concern in the Town's 2008 Comprehensive Plan Update.

The Town has worked over time to make progress installing sidewalks. Sidewalks have been constructed in some locations in the Town as part of various transportation improvement projects, including (see locations below and Figure 8):

- **Ridge Road Multimodal Corridor:** A project in 2020, funded in part by a \$1,480,000 Federal grant, included sidewalk, crosswalk, and bike lane improvements along Ridge Road. This project spanned from Holt Road to Five Mile Line Road.

- **North Avenue Connector Project:** From 2015 to 2020, a significant amount of funding was invested in this project, which included pavement, lighting, street trees, sidewalks, and gateway enhancements along North Avenue, from Main Street to the North End Business District.

In general, Webster has varying walkability depending on the specific location within the Town you are in. According to the National Walkability Index, vast portions of the Town north of NY Route 104 are rated low for walkability – the ratings for this area are "Least Walkable" and "Below Average Walkable" (see Figure 8). There are some specific areas of the Town south of NY Route 104 - like activity centers and neighborhoods along Route 404 and adjacent to the Village of Webster that are rated as being "Above Average Walkable".

Going forward, the Town plans on continuing to invest in sidewalk improvements and will continue to require sidewalks in all new development. The Town zoning code in Section 350-65 states that "where feasible the Planning Board shall require the construction of sidewalks or paved shoulders to encourage pedestrian and bicycle access. The shoulder or sidewalk shall be a minimum of five feet wide".

In addition, the 2008 Comprehensive Plan Update evaluated major roadway sections in the Town of Webster that today remain appropriate and safe for biking, i.e., marked with at least 6-foot flat, paved shoulders on each side of the road.

The following road sections were rated as "Excellent":

- Klem Road - Bay Road to Philips Road
- Route 250/Webster Road - Plank Road to State Street and Klem Road to Lake Road

Also, several lower volume roadways with less than 6-foot paved shoulders (e.g., Schlegel Road, Gravel Road, etc.) were also rated good or very good, but bicyclists must be more cognizant of vehicular traffic.

## TRAILS

The Town does have an extensive network of trails, which generally offer a mix of walking, hiking, biking, jogging, snowshoeing, cross country skiing. These trails are located in several of the Town's parks and natural areas. They include:

- Gosnell Big Woods Preserve/Big Field Trail
- Whiting Road Nature Preserve/Brown Trail, Green Trail, White Trail, Red Trail, Blue Trail, Yellow Trail, and Orange Trail
- Webster Park/West Trail
- Four Mile Creek Preserve/ Blue and Red Trail
- Chiyoda Trail
- Finn Park Nature Trail
- Hojack Trail/Rail to Trail
- Herman Road Forever Wild Forest
- Hickory Bark Woods
- John Unger Nature Trail
- Midnight Trail
- Vosburg Hollow Nature Trail
- Charles E. Sexton Memorial Park Trail
- Bird Sanctuary Trail
- State Road Nature Preserve

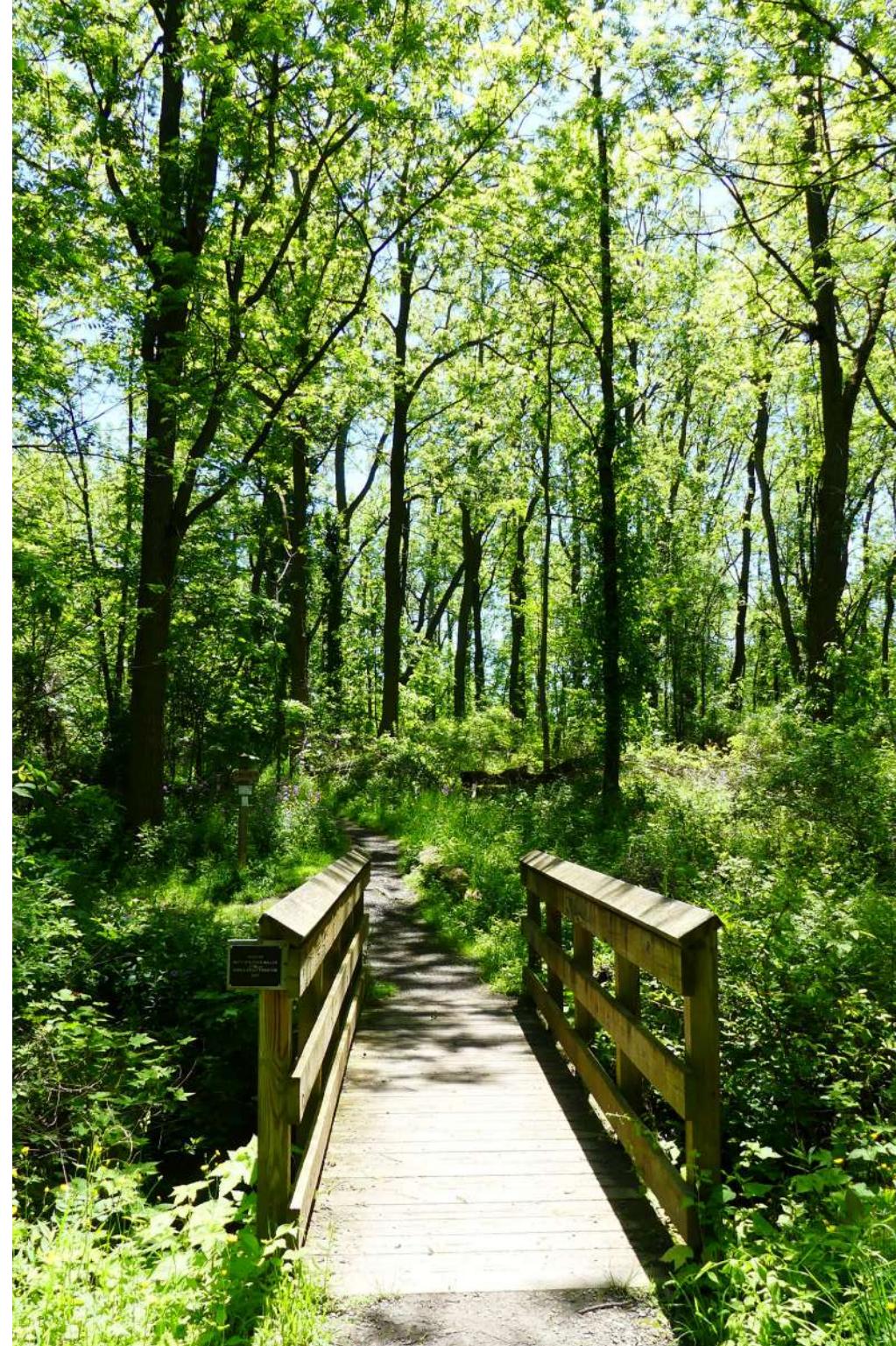


Image Credit: Town of Webster

## KEY TAKEAWAYS

The Town has one major off-road multi-use trail, the Route 104 bike trail, which spans a good portion of the Town running adjacent to Route 104 from Bay Road (Route 16) to Salt Road. The trail is used by both bicyclists and pedestrians. The trail has some issues with pavement damage and there are some portions that are overgrown with vegetation.

### TRANSIT

The Regional Transit Service (RTS) provides fixed-route bus service in the Town of Webster.

RTS Route 7 serves the Town of Webster. Additionally, there is an RTS On Demand service in the Town, which operates on a schedule that is less frequent than the fixed-route service (see Figure 8).

The On Demand service operates every 30 minutes between 6am and 6pm on weekdays, with less frequent service at other times.

- RTS Route 7: This route connects the Town of Webster to other areas, including Rochester.
- RTS On Demand: This service allows riders to request a bus from a designated zone, providing a more flexible option for transportation within Webster.
- RTS Connect: RTS offers a paratransit service called RTS Connect, which is designed to be comparable to fixed-route service and is specifically for people with disabilities.

- Walkability in the Town is limited in certain areas.
- The Town continues to invest in sidewalk improvements and plans to continue to prioritize sidewalks in new development.
- The Town's network of trails is a major asset for pedestrian and bicyclist connectivity.
- There is available space in some road rights-of-way to accommodate more formal bicycle connections.



# Infrastructure

**Infrastructure plays a vital role in society as it supports everyday activities, lays a framework for economic development, and promotes healthy living.**

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## WATER

The Town of Webster's water supply comes primarily from the Monroe County Water Authority (MCWA) and the source of Town water is Lake Ontario. Lake Ontario is the source used by several municipalities in the Rochester region, drawing 52.9 million Gallons per Day (MGD). The system average use is 57.1 MGD. In addition to the Shoremont Plant in Greece, NY, surface water for much of the surrounding area is treated at the Webster Plant located in the Town. At these locations MCWA the water treatment plants that service the Town of Webster have a peak usage capacity of 190 MGD. One or both of plants can be applied as needed. The Town presently has adequate water supply through the MCWA to meet all existing and future water demands.

According to the MCWA's 2023 Annual Report, the water authority reported 14,459 Town of Webster customers, with over 850 million gallons of water provided throughout the community.

With respect to water quality, the water provided to system customers undergoes rigorous treatment and testing prior to its delivery. The Webster plant use a treatment process that includes pH adjustment, coagulation, filtration, and disinfection. Coagulants are added to clump together suspended particles found in source water provides protection against the potential contamination sources.

There are no active major water line upgrade projects on going or planned in the Town of Webster. MCWA 3,500 miles of water infrastructure is both old and new system and as such the Authority has a maintenance process for its waterlines that occurs on an ongoing basis throughout its service area.

## SEWER

According to the Town of Webster Sewer Department, wastewater from the Town and Village, as well as a portion of Penfield, flows to the Walter W. Bradley Wastewater Treatment Plant from twenty-two pump stations.

The current system was designed with a 5 MGD capacity and the Town has had an average usage of 3.1 MGD over the last five to six years. To accommodate future growth of Fairlife (Fairlife, LLC a subsidiary of The Coca-Cola Company is constructing a new facility in the Town of Webster, which includes approximately 745,000 SF of milk processing area, warehouse and support services buildings) in the Town along with any potential new residential growth or growth from redevelopment of the parcels in the Xerox campus (the Village of Webster currently processes the majority of the wastewater), the system is currently undergoing an upgrade to increase capacity to 7.1 MGD to accommodate this future

growth. The Town is presently working on the multi-phased Asset Renewal and Water Resource Recovery Facility (WRRF) Improvements Project. The \$80 Million project funded, in part, by NYS and County grants, addresses both the capacity upgrades and reimagining the overall system as a WRRF that opens up a revenue stream and brings in waste from the outside. The project retools the Town's existing waste hauling systems and also includes energy and efficiency upgrades from new equipment. Upgrades include reducing power during slow usage periods (mainly the evening), gas capture and reuse systems, and better heating, cooling, and insulation for the buildings on the campus (Kenealy, 2025).

With respect to the wastewater treatment process, wastewater generated is released into Lake Ontario. Specifically, the SPDES (State Pollutant Discharge Elimination System) permit allows for 7.5 million gallons discharged into the Lake each day. The Village of Webster, which operates under the Town's SPDES permit, accounts for 2.5 million gallons of this total, about one-third of the total wastewater discharged. The Town's treatment plant utilizes the activated sludge secondary treatment process and is capable of producing a treatment effluent that exceeds State and Federal requirements.

Webster exceeds state and federal effluent regulations utilizing the activated sludge secondary treatment process. This process uses microorganisms to breakdown organic matter within the wastewater treatment process.

## **GAS & ELECTRIC**

Electricity and natural gas service in the Town is provided by Rochester Gas and Electric (RGE).

## **TELECOMMUNICATIONS**

Spectrum, Greenlight Networks, Frontier, Starlink, Hughesnet, and Viasat provide the Town of Webster with communications infrastructure. Currently, municipal broadband is not available within the Town of Webster.

## **KEY TAKEAWAYS**

- To accommodate future growth the Town's wastewater system is currently undergoing an \$80M upgrade that increases capacity to 7.1 MGD, supporting additional industrial, commercial and residential growth.
- The Town has adequate water supply through the MCWA to meet all existing and future water demands in the Town.

# Environmental Conditions

**Vibrant environmental and natural resources within a municipality are critical to the quality of life and well-being of its residents.**

## OVERVIEW

In the Town, the availability of vibrant waterfronts, natural landscapes, and clean air and water all have a direct impact on the health and quality of life of the surrounding community. The section below highlights the key natural resources and environmental features of the Town.

## WATER RESOURCES

Webster's most prominent water source is Lake Ontario, located directly adjacent to the north of the Town. The Town offers several access points to the water. In addition, creeks and tributaries run throughout the Town, north to Lake Ontario. These include Shipbuilders Creek, West Creek, Mill Creek, and Four Mile Creek.

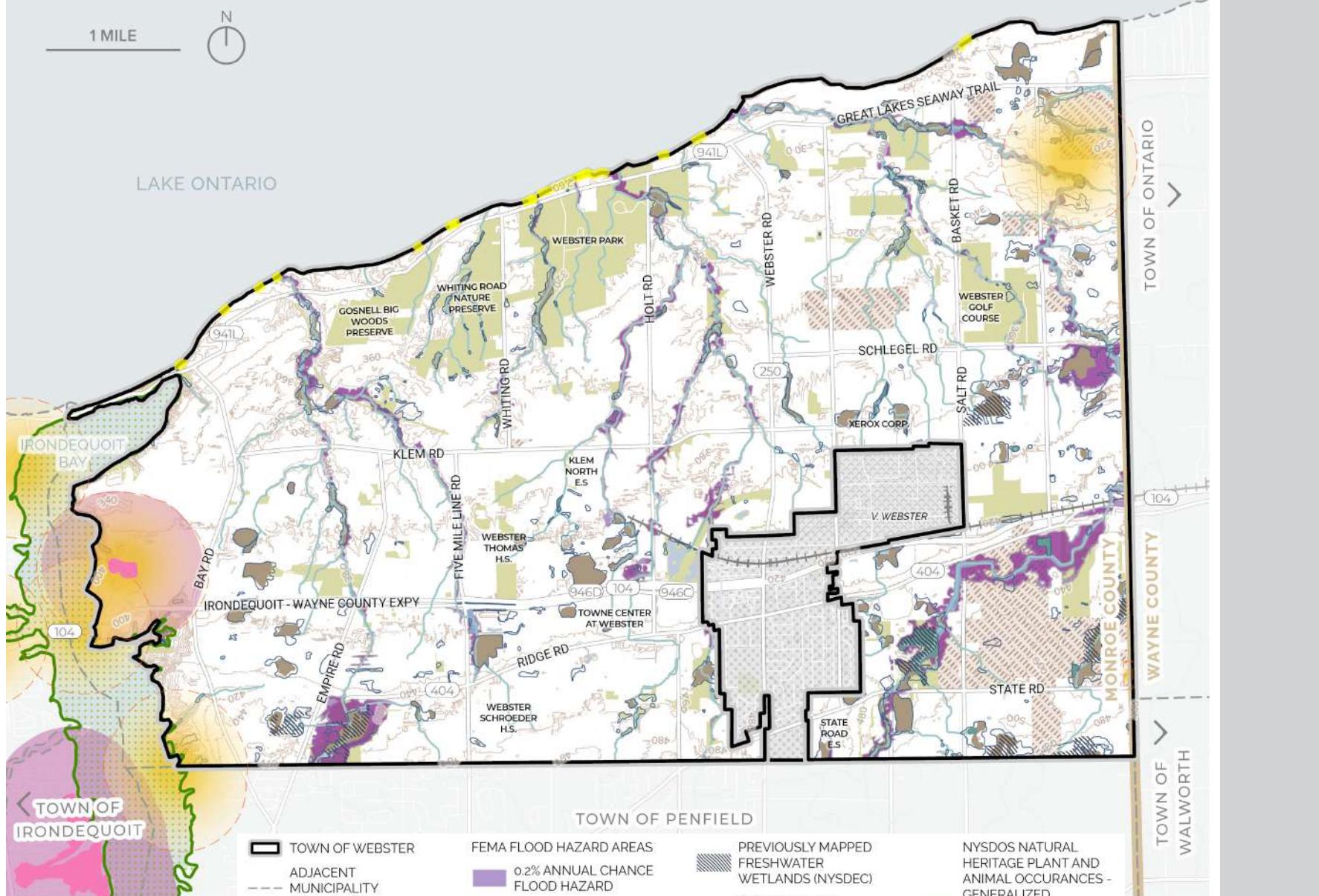
## LAKE ONTARIO

Perhaps the most important natural resource for the Town is Lake Ontario. While the lake does serve as the Town's water supply, it serves as a valuable resource in several other ways. Just miles away from Webster is Rochester Harbor, a deep draft harbor that connects Lake Ontario to the Genesee River. It sees significant commercial shipment activity from cities such as Toronto and Montreal.

Between Lake Ontario and Irondequoit Bay, the Town of Webster has over twenty-two miles of shoreline. Along Lake Ontario, this land is largely residential. Lake Road, which turns into the Great Lakes Seaway Trail in the western part of Webster, is the main transportation source running parallel to Lake Ontario. Public access includes Sandbar Park to the east and Monroe Park to the west.



Irondequoit Bay and Lake Ontario. Image Credit: Zillow.com



**FIG 9.**  
**ENVIRONMENTAL**  
**CONDITIONS**

## IRONDEQUOIT BAY

Additionally, directly adjacent to the Town's western border is Irondequoit Bay. It empties into Lake Ontario to the north and is filled by Irondequoit Creek to the south. This body of water is 4 miles long and 0.5 miles long, with a maximum depth of 73 feet. This body of water is classified as a wetland and protected by federal regulations such as the Clean Water Act. In addition, local governments including Webster, as well as Irondequoit, Penfield, and Monroe County, have come together to form the Irondequoit Bay Coordinating Committee (IBCC). This body is tasked with examining both public and private uses of the area, as well as monitoring overall activity, and making policy recommendations with respect to the bay.



Newly completed Irondequoit Bay Bridge (1971). Image Credit: Monroe County Genealogy

## WATERBODY CLASSIFICATIONS

In New York State, waterbodies are classified using a letter system based on their "best use," which denotes their intended purpose, like drinking water, swimming, or fishing. Fresh water bodies are classified using letters like A, B, C, and D. These classifications are defined in the New York Code, Rules and Regulations (6NYCRR).

Of the Town of Webster's approximately 84 miles of waterbodies, the vast majority (89%) are classified as Class "C", which is defined as "suitable for fishing and non-contact activities". There are a few waterbodies that fall into Class B ("suitable for swimming and other recreation, but not drinking water") that include portions of Shipbuilders Creek, Mill Creek and Fourmile Creek that are closest to Lake Ontario. Lake Ontario itself is rated as a Class "A" - meaning it is suitable for water supply, public bathing, and general recreation, as well as supporting aquatic life and Irondequoit Bay is rated Class 'B'. Essentially, this designation allows for recreational and fishing activities but are not directly used for drinking water without prior treatment.

## FLOODPLAINS & HAZARD MITIGATION

The Federal Emergency Management Association (FEMA) designates Flood Insurance Rate Maps and Special Flood Hazard Areas as part of the management of the floodplain. These areas are the most susceptible to flooding based on the characteristics of and proximity to the flowing waterways.

Within the Town of Webster, there are 120.6 acres of land within an area designated as "X" defined as "0.2 Annual Chance Flood Hazard, also known as the 500-year floodplain. The Town also has over 800 acres of land



Irondequoit Bay. Image Credit: Town of Webster

within the 1% Annual Chance Flood Hazard, also known as the 100-year floodplain. The remainder of the Town flood zone (approximately 300 acres) is designated as Regulatory Floodway (see Figure 10). Regulatory floodways are the portion of a floodplain designated to carry floodwaters without causing excessive increases in water levels upstream. Floodways protect communities from flood damage and ensure the effective conveyance of floodwaters. It is important that the Town prevent any obstructions in the designated floodway, to avoid increased flooding and potential damage to property.

These designated zones are primarily on land adjacent to the streams and creeks in Webster. As the climate changes, flooding is becoming more common in areas surrounding these bodies of water in the Town, making it essential that any new development near these waterbodies take proper precautions, considering floodplain conditions during design and construction. Adhering to these considerations can help minimize flood risks and protect both property and natural habitats.

According to the Monroe County Hazard Mitigation Plan, water bodies of significance in the Town include East Branch Shipbuilders Creek, Mill Creek, West Creek, and Fourmile Creek. Approximately 6 miles of Mill Creek flows through the Town of Webster, originating in Penfield, flowing north to its mouth at Lake Ontario. Further, two tributaries to Mill Creek originate in the Town of Webster. West Creek originates in the Town of Webster just north of Klem Road and west of Whiting Road, and flows northeast to its confluence with Lake Ontario. Fourmile Creek flows north into the Town from the Town of Penfield and empties into Lake Ontario. At least one tributary to Fourmile Creek originates in the Town of Webster. All of these waterbodies are a risk for flooding.

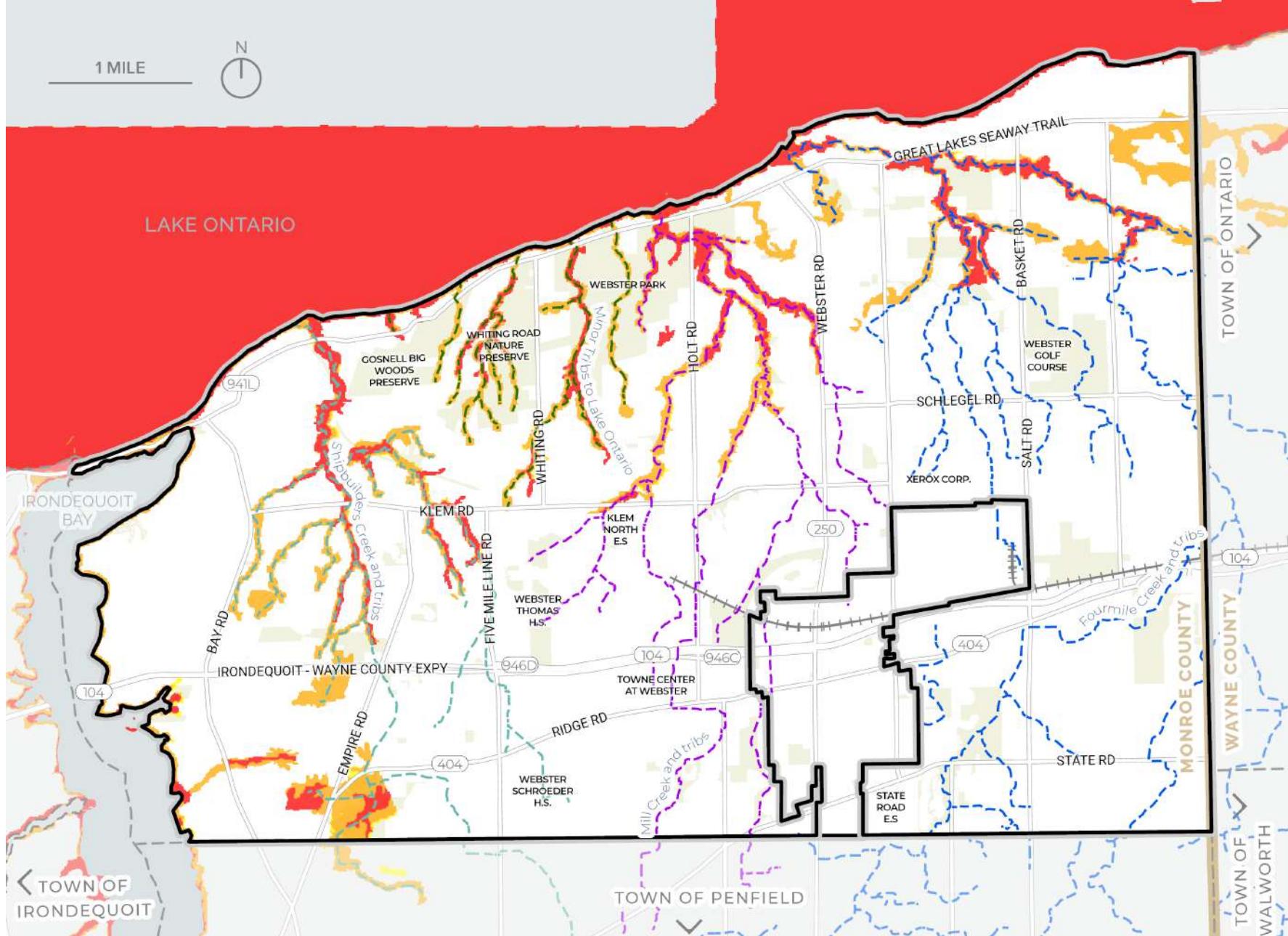
In addition, Lake Ontario shoreline flooding has become an issue. Above normal precipitation in the Lake Ontario basin and record water levels in the Great Lakes above Lake Ontario over the last ten years, have resulted in above normal amounts of water accumulating on Lake Ontario. The Lake has reached record levels at certain points over this time period and damage has occurred to properties in the Town from the resultant flooding.

Through the New York State Lake Ontario Resilience and Economic Development Initiative (REDI) program, approximately \$2.5 million in funding was awarded to Town of Webster for improvements to Sandbar Park and to realign and elevate Lake Road. These projects are now complete and help mitigate the impact of future high-water events in the Town.

Table 4, Town of Webster, Flood Hazard

Flood Zone	Area (ac)	Area (%)
<b>0.2% Annual Chance Flood Hazard</b>	<b>120.6</b>	<b>0.1%</b>
X	120.6	0.0%
<b>1% Annual Chance Flood Hazard</b>	<b>800.9</b>	<b>0.3%</b>
A	39.6	0.2%
AE	718.0	1.3%
AO	5.3	5.5%
VE	38.0	2.2%
<b>Regulatory Floodway</b>	<b>299.5</b>	<b>1.7%</b>
AE	299.5	0.1%
<b>Grand Total</b>	<b>1,221.0</b>	<b>1.3%</b>

Source: FEMA Flood Map Service Center



New York State Department of State Coastal Management Program (NYSDOS), National Oceanic and Atmospheric Administration Coastal Services Center (NOAA-CSC), New York Natural Heritage Program (NYNHP), New York State Department of Environmental Conservation (NYS DEC), United States Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS), and the Federal Emergency

## FIG. 10: LAKE RISK AREAS



## WETLANDS

United States Fish and Wildlife Services (USFWS) jurisdictional wetlands exist in the Town of Webster. The two largest categories include Freshwater Forested/Shrub (628.3 acres) wetlands and Riverine wetland (238.2 acres). USFWS wetlands are generally small in size and are regulated by the US Army Corps of Engineers. These wetland categories and their sizes are listed in Table 5 below and on Figure 9.

Table 5, Town of Webster, Wetlands

Wetland Type	Area (ac)	0.3%
Freshwater Emergent Wetland	53.1	0.2%
Freshwater Forested/Shrub Wetland	628.3	1.3%
Freshwater Pond	76.3	5.5%
Riverine	238.2	2.2%
<b>Grand Total</b>	<b>995.9</b>	<b>1.7%</b>

Source: United States Fish and Wildlife Services

The “Previously Mapped Freshwater Wetlands” are still shown on NYSDEC’s Environmental Resource Mapper for informational purposes. Starting January 1, 2025, the current NYS Freshwater Wetlands Maps will not limit DEC regulatory jurisdiction to wetlands shown on the Regulatory Freshwater Wetland Maps. Amendments to Article 24 effective January 1, 2025, include wetlands of at least 12.4 acres or those deemed “unusually important.” Further amendments effective January 1, 2028, will include wetlands of at least 7.4 acres regardless of characteristics. NYSDEC staff will make jurisdictional determinations based on size and characteristics. Most wetlands have a 100-ft protected buffer, which may increase to 300-ft for unusually important wetlands. Consultation with NYSDEC is now required for official Article 24 jurisdiction determinations.

If proposing a project that may encroach into this area, the regional NYSDEC office needs to be consulted to make sure wetland boundary is accurate. The check zone areas also have regulatory protections.

## THREATENED & ENDANGERED SPECIES

According to the USFSW Information for Planning and Consultation (IPaC), there are a few of endangered species that may be found in the Town including two mammals - the Northern Long-eared Bat and the Tricolored bat, and one designated insect – the Monarch Butterfly. Migratory birds protected under the Migratory Bird Treaty Act and the Bald and Golden Eagle Protection Act that are listed on the USFWS Birds of Conservation Concern list or may be within the Town of Webster include:

*NOTE: To be completed when resource site available.*

Listed species and their critical habitats are managed by the Ecological Services Program of the U.S. Fish and Wildlife Service (USFWS) and the fisheries division of the National Oceanic and Atmospheric Administration (NOAA Fisheries). There are no critical habitats identified in the Town of Webster.

## KEY TAKEAWAYS

### SIGNIFICANT NATURAL COMMUNITIES

According to the NYSDEC Environmental Resource Mapper, Webster also has an area designated as a Significant Natural Community. This area, located close to Irondequoit Bay is designated for “Oak openings”, a threatened habitat in New York State. Having a New York State-designated Significant Natural Community in this location signifies an ecologically important natural habitat type recognized by the New York Natural Heritage Program. These communities are identified for their rarity, high quality, or role in supporting biodiversity, and this designation can influence Town planning and development decisions. While the designation itself doesn’t impose any legal restrictions, it can trigger review under local, state, or federal environmental laws (e.g. SEQR and project permitting).



Hojack Trail. Image Credit: Webster Museum

- Webster’s extensive shoreline along Lake Ontario and Irondequoit Bay makes it particularly vulnerable to flooding.
- Lake Ontario shoreline flooding and erosion is a major concern in the Town and with climate change, is expected to continue to occur. As lake levels rise, property damage, infrastructure degradation, and business disruptions to properties along the waterfront may occur.
- Approximately 90% of the waterbodies in the Town are rated “C” and suitable for fishing and non-contact activities.
  - However, these waterbodies are not suitable for drinking water or swimming, and may have moderate levels of pollution or reduced water quality.