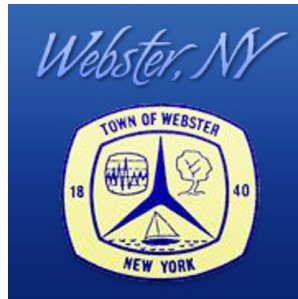


**A Master Plan for Town of Webster
Parks & Recreation**

Presented To:



Presented By:

**Mark Yaeger, Parks and Recreation Commissioner
and the Parks, Recreation, Open Space & Athletic Review Board**

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INTRODUCTION

Purpose

This plan establishes long term goals and objectives and proposes strategies for financing, acquiring, developing, operating, maintaining, and programming leisure opportunities to serve the Webster Community.

It is the fourth in a series of master plans which the Webster Parks & Recreation Department prepares for the delivery of parks, recreation, and community services within the town. The previous plans appeared in 1996, 2002, and 2014, and were necessary steps in defining the mission, goals, and objectives of the town for providing high-quality leisure opportunities to its residents.

Since 1996, there have been dramatic increases in the quantity and quality of facilities and programs within the town. Important partnerships with the School District and others, strong public outreach to identify needs and wants of town residents, and a demonstrated commitment to serve those needs and wants as well as to prepare for the future, have positioned Webster to become one of the premier towns in the region for providing leisure services, recreational lands and facilities, and open spaces.

The town continues to be aware of the need to provide a balance of leisure facilities and services. A Parks, Recreation, Open Space & Athletic Review (PROSAR) board assists the Town Board in defining policies and community needs.

This Master Plan Update assesses the town's progress over the past years. It reexamines its mission, goals, and objectives for delivery of leisure opportunities, and it addresses a strategy for serving the long range needs of the community, particularly for the next five years.

This plan is also intended to be a working guide for the Parks and Recreation department in Webster. It is challenging, yet realistic and achievable. This Master Plan for Parks and Recreation is intended to identify needs for our parks and recreational facilities and services, and to propose means to satisfy those needs.

This plan addresses Webster's "open space" and "environmental conservation" plans. It recognizes that open space includes lands of recreational value which contributes to the quality of life within a community. The two categories of land, while complementary, have separate missions and address separate issues.

Mission Statement

"The Town of Webster Parks and Recreation Department is dedicated to offering residents of all ages broad-based leisure opportunities, a balanced system of athletic facilities, park lands, and preservation of open spaces and the enhancement of environmental and cultural qualities that will foster the growth of healthy lifestyles."

Philosophy

PROSAR recommendations are based on the needs of the community. Factors which must be considered are:

1. Our aging population. Between 2006 and 2021, the number of residents 55 and over is conservatively forecasted to increase by 55%, compared to only 7% for the rest of the population.
2. Gaps in services and facilities in the Town.

Such considerations and planning will enable accurate cost estimates; permit identification of improvements which may be donated, partnered, or provided by other means; identify potential phasing of development and capital planning; and provide documentation of need and appropriateness for elected officials and for potential applications for grants.

ANALYSIS

Town Demographics

INTRODUCTION

Demands for leisure opportunities are influenced by various characteristics of the town population. Examples of these characteristics are: age and income levels, the current rate and trends in population growth, trends in participation in specific activities, and expressed local interests. All of these can be identified to measure the size and nature of the potential "market," as well as the geographic distribution of the market within the town.

POPULATION CHARACTERISTICS

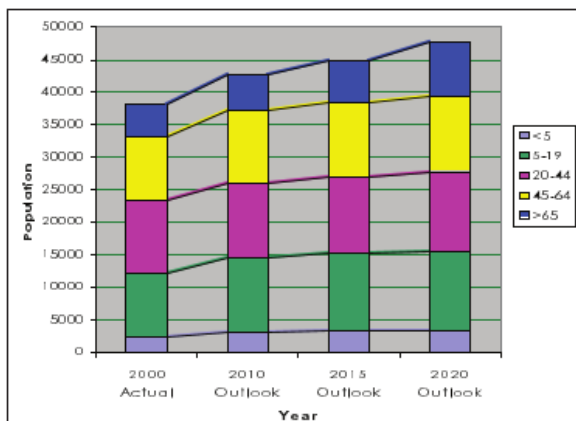
The population of Webster in 2008 was estimated to be 42,000, an increase of 4,000 from the US census figures of the year 2000. Using estimated growth from the US census projections, the population will increase to 44,700 in 2015 and to 46,900 in 2020, an increase of 12,000 people over the next twelve years. These figures may be somewhat inflated considering the decrease of available land for development and the current uncertain economy, which could result in the movement of well-established industries from Webster and the slowing of people moving into the community. However, there may be an increase in senior housing and apartments, which may offset the decrease in new home building.

The two graphs below analyze the estimated population changes in Webster. The first chart traces growth in overall population by age group from 1990 to 2007. Exact figures will not be available until the results from the 2010 census are published. The second graph estimates population growth in Webster from 2000 to 2020. These figures are based on trends of population growth in the United States.

ACTUAL POPULATION GROWTH BY AGE GROUP 1990 TO 2007

AGE	1990		2000		2007	
	POP	%	POP	%	POP	%
< 5	2239	7	2370	6	2619	6
5-19	6473	21	8252	22	8870	21
20-44	12248	39	12729	34	12038	28
45-64	6975	22	9640	25	12250	29
>65	3434	11	4935	13	6505	15
Total	31639		37926		42282	

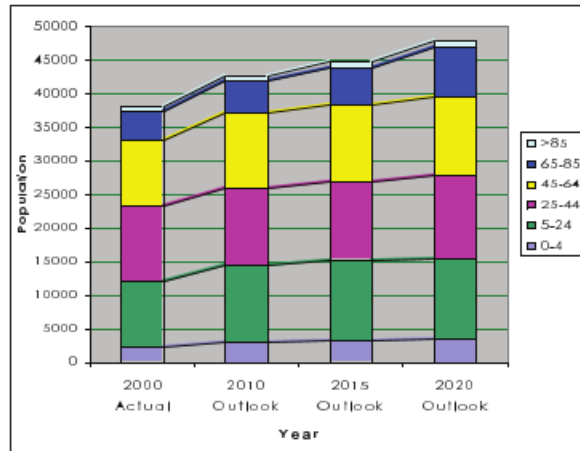
KEY OBSERVATIONS:



- < 5: Steady increase, consistent with rate of overall pop growth
- 5 - 19: Steady increase, consistent with rate of overall pop growth
- 20 - 44: Absolute pop relatively constant, big decline in % of overall pop
- 45 - 64: Significant increase in absolute pop, as well as % of overall pop
- > 65: Significant increase in absolute pop, as well as % of overall pop

**ESTIMATED POPULATION GROWTH BY AGE GROUP
2000 TO 2020**

WEBSTER DATA				
Age	2000 Actual	2010 Outlook	2015 Outlook	2020 Outlook
0-4	2370	2982	3129	3280
5-24	9633	11502	12069	12186
25-44	11348	11502	11622	12186
45-64	9640	11076	11622	11718
65-85	4456	4686	5364	7499
>85	479	852	894	937
Total	37926	42600	44700	47806
US: (in 000's)	281421	310233	325540	341387



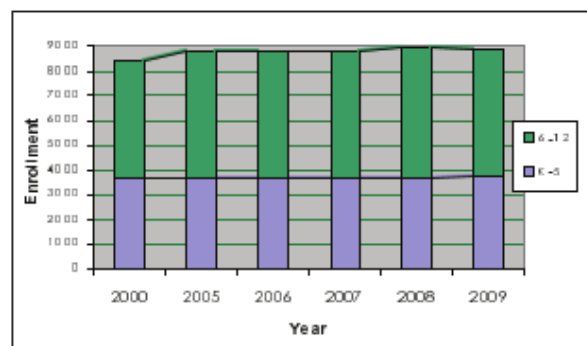
Age is one of the most important factors in determining the types of activities provided by the Parks and Recreation Department. Both graphs reveal an aging population. From age zero to 44, there will be a gradual increase, consistent with the increase in overall population. In fact, the rise may be less than predicted. The increase in the youth population in the US will be mainly in the south and southwest United States, which has a different demographic distribution than Webster.

In any event, the demand for organized athletics and relatively high cost facilities, such as rinks, gymnasiums, and competitive athletic arenas, should decrease in future years due to the limited growth in the younger population. The graph emphasizes the growth in the 45-year-old and older population. This growth reflects the aging baby boom population and increased life expectancy. In 2050, the over-65 population is expected to double. Therefore, there may be increased demand for senior activities, such as more meeting areas, social events, lectures, and education. Increases in meal programs and transportation may also be needed to accommodate the older population.

SCHOOL

The Webster Central School District reports the following enrollments from 2000 to 2009:

WEBSTER SCHOOL ENROLLMENT						
Grade	2000	2005	2006	2007	2008	2009
K-5	3690	3661	3726	3691	3744	3762
6-12	4733	5100	5117	5161	5228	5142
Private Schools					944	
Home School					106	
Total	8423	8761	8843	8852	8972	9954



Regarding school population, if the population statistics for future growth are accurate, there will be very little change in school population. However, the slowing economy may produce a larger than expected growth in school population. Families may not be able to afford private schools, causing a shift of students to public schools.

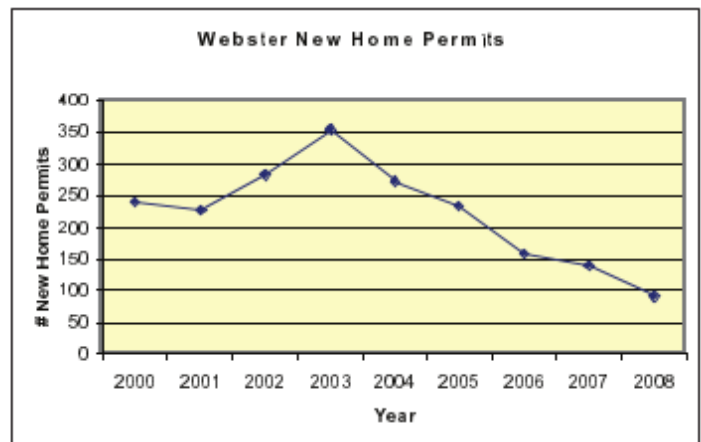
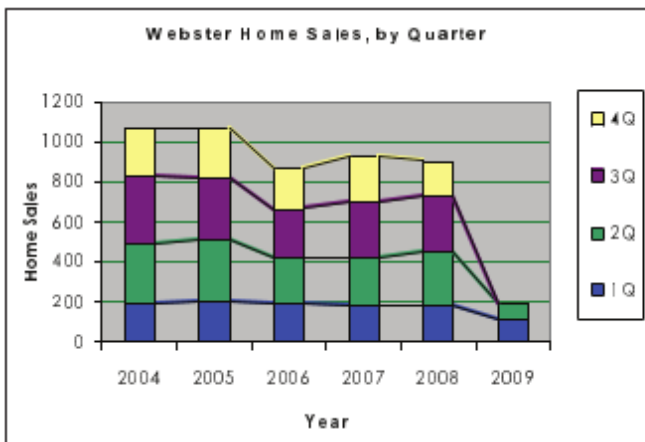
INCOME

Webster is relatively affluent, the median income per capita is above the rest of New York State. 2008 figures show the following:

	<u>Webster</u>	<u>New York State</u>	<u>USA</u>
Median Income	\$70,098	\$53,514	\$52,175
Per Capita Income	\$31,693	\$29,885	\$27,466
Median House Value	\$162,800	\$311,600	N/A

The average value of new home sales decreased from \$190,000 in 2007 to \$170,000 in 2009. Webster has not experienced the marked drop in home values as compared to some parts of the country. Home sales and new home purchases have shown a precipitous drop as demonstrated by the graphs below.

Until the figures of the 2010 census are available, the actual incomes of Webster are not available. However, considering the aging population and the potential loss of industry in town, most likely there will be a decrease.



Geographic Distribution

Residential development is dispersed throughout the town.

Commercial and the most important industrial zones are located along Ridge Road and north of Route 104 between Five Mile Line Road and Holt Road, and east of Phillips Road.

Physical Characteristics of the Town

Location, geographic configuration, topography, availability of suitable land or water, transportation, climate, and other characteristics of a community influence both the local demands for and the ability of the community to provide specific leisure opportunities.

LOCATION

Webster is located in the northeastern corner of Monroe County. It is bordered on the west by the Town of Irondequoit, with which it shares the majority of the shoreline of Irondequoit Bay, on the north by Lake Ontario, on the east by the Town of Ontario in Wayne County, and on the south by the Town of Penfield.

LAND FORMS

The town is roughly rectangular in shape and contains approximately 34 square miles of area. Terrain is generally flat with low rolling hills. The more level areas are characterized by high bedrock, high water tables, and wetlands. They are, however, mostly developable.

The “ridge” north of and generally parallel to Ridge Road is the remains of the post-glacial Lake Iroquois. This land north of the ridge is more characteristic of lake bottoms in soil types and topography. Areas surrounding Irondequoit Bay contain steep wooded slopes and wetlands. Additional wetlands occur in the more level areas of the southwestern part of the town.

A significant feature of the town is its approximately 14 miles of shoreline along Irondequoit Bay and Lake Ontario. The shoreline includes an 0.8-mile barrier of land between the bay and the lake. The barrier offers some potential for public recreation. Publicly owned access to waterfront recreation on either the bay or the lake is very limited. Public access to Lake Ontario is available in Webster County Park and Sandbar Park; although neither offers swimming nor boating.

TRANSPORTATION

Travel to and within Webster is primarily by automobile. There is an excellent road system. Public transportation is limited to Rochester Transportation System bus routes within the town.

The town is bisected in an east-west direction by New York State Route 104. This principal artery continues westerly through Irondequoit to the City of Rochester and beyond to Lewiston in Niagara County. It also connects with Route 590, part of Rochester’s outer loop. To the east, it continues through Wayne and Cayuga Counties, terminating in eastern Oswego County.

Ridge Road, Route 404, roughly parallels Route 104 in Webster. It is the major commercial artery within the town. It connects Empire Boulevard near the Penfield town line in the western part of the town to Route 104 at the Wayne County line.

Major east-west collector roads are Lake Road paralleling Lake Ontario, Klem Road from Bay Road to Phillips Road, and State Road from Jackson Road eastward through the southeastern part of town.

The principal north-south artery through the town is Webster Nine Mile Point Road (Route 250), which continues south through Penfield and Perinton, connecting with Route 96 just north of the Ontario County line near Eastview Mall and the Thruway (Interstate-90).

Major north-south collector roads run parallel at one half to one-mile intervals through the eastern two thirds of the town and vary with landforms in the western third of the town:

From west to east, they are Dewitt Road, Bay Road, Maple Road, Gravel Road, Five Mile Line Road, Shoecraft Road, Hard Road, Holt Road, Jackson Road, Phillips Road, Salt Road, Basket Road, and Monroe-Wayne County Line Road.

Availability of Leisure Activities

GENERAL

The variety and quality of recreational lands and facilities available to Webster residents has increased significantly during the past five years. The town’s accomplishments in adding to its park land and facilities – as well as enhancing the quality, safety, and attractiveness of its parks – have been complemented by a major expansion and improvement of Webster Central School District facilities – some in partners

SOURCES OF DEMANDS FOR LEISURE OPPORTUNITIES

The town and the Webster Central School District sponsor extensive recreational and competitive sports programs. These generate demand for facilities. Programs which are sponsored by the town and which require specific types of facilities include:

- | | |
|-----------------------------------|---|
| Pickle ball | Summer boys' and girls' lacrosse camp |
| Adult fall soccer league | North Coast boys' and girls' basketball |
| Adult recreational soccer league | Summer boys' basketball camp |
| Men's summer basketball | Summer girls' basketball camp |
| High school and club box lacrosse | Summer tennis camp |
| Summer baseball camp | Adult slow-pitch softball (for men and women) |
| Summer softball camp | Adult fast-pitch softball |
| Summer soccer camp | |

The Webster Central School District offers a wide complement of varsity and other sports programs:

- | | |
|---------------|-----------------------|
| Alpine skiing | Lacrosse |
| Baseball | Nordic skiing |
| Basketball | Soccer |
| Bowling | Softball |
| Cheerleading | Swimming |
| Cross country | Swimming & diving |
| Field hockey | Synchronized swimming |
| Football | Tennis |
| Golf | Track |
| Gymnastics | Volleyball |
| Ice hockey | Wrestling |
| Indoor track | |

Youth Sports Council

In addition to the town's Parks and Recreation Department and the Webster Central School District, many organizations provide recreational opportunities, which require facilities. The facilities are provided by the organizations, the town, the school district, and/or for-profit sports complexes. Enrollments in these organizations are large. Athletic organizations coordinated through the Youth Sports Council include:

- Webster Athletic Association – youth baseball
- Webster Athletic Association – girls' softball
- Webster Wildcats – Pop Warner youth football and cheerleading
- Webster Soccer Association – youth boys' and girls' travel soccer
- Webster Jr. Warriors/Titans – American Youth Football
- Webster Youth Lacrosse Club
- Webster Youth Hockey Association
- St. Rita's Catholic Youth Organization Basketball
- Skating Association for the Blind
- Webster Travel Baseball
- Blue Finns Swimming and Diving
- Webster Women's Lacrosse

The Webster Youth Sports Council is a youth sports advocacy coalition comprised of community sports groups in Webster, NY. Additional members include the Webster Central School District Athletic Directors, the Webster Community Partnership Schedule Coordinator and the Webster Commissioner of Parks & Recreation. The Council represents over 6,000 players and coaches living in the Webster Central School District. The Council meets 10 times per year to discuss common issues, opportunities, and participant group status. Three meetings a year, January, June and September, are focused on scheduling facility space for member organizations for Spring/Summer, Fall and Winter, respectively.

The vision of the Webster Youth Sports Council is to be the recognized leader in advocating for youth sports in the Webster community, focusing on being a model for:

- Utilizing Webster school, town, and community group resources to enable superior youth sports programming
- Maximizing the utilization of existing community facilities to provide opportunity to all sports
- Community sports/school district/town government cooperation
- Promoting coaching excellence, training, and quality leadership in all community sports organizations

The Parks & Recreation Department

GENERAL

The growth of recreational services, park lands, open space and facilities over the past seven years has generated an expansion and reorganization of the vital role the Parks and Recreation Department provides to the community.

The department is responsible for both programs and facilities. Programming has increased steadily over the past eight years concurrent with the growth in the town's population. The Parks and Recreation Department has acquired a new facility and is making plans to expand the structure. The former building has been closed.

Personnel

COMMISSIONER OF PARKS AND RECREATION

The commissioner is an appointed position reporting directly to the town supervisor. The commissioner is responsible for implementing policies and directives of the town board, as well as budget preparation, public dissemination of departmental policies and programs, developing liaisons within the community, and acting as department spokesperson.

DEPUTY COMMISSIONER OF PARKS AND RECREATION

The deputy commissioner is an appointed position reporting to the commissioner of parks and recreation. The deputy commissioner serves as the manager of the recreational division, is responsible for staff and program development, works with the commissioner to develop and monitor implementation of the master plan and to develop short and long term goals and objectives. The deputy commissioner works with the community partner-ships and volunteers, works with the commissioner in administering department personnel, and assists the commissioner in submitting and administering the annual budget.

OTHER STAFF

The recreation staff is headed by 3.5 recreation supervisors. The recreation supervisors are primarily responsible for developing and implementing programs for the community at large. Their roles include supervising program staff and assisting the deputy commissioner in producing the program guide for the community. Under one recreation supervisor are two recreation leaders and their seasonal staffs and volunteers. Under the other recreation supervisor are the senior service coordinator, kitchen aides, and seasonal personnel and volunteers.

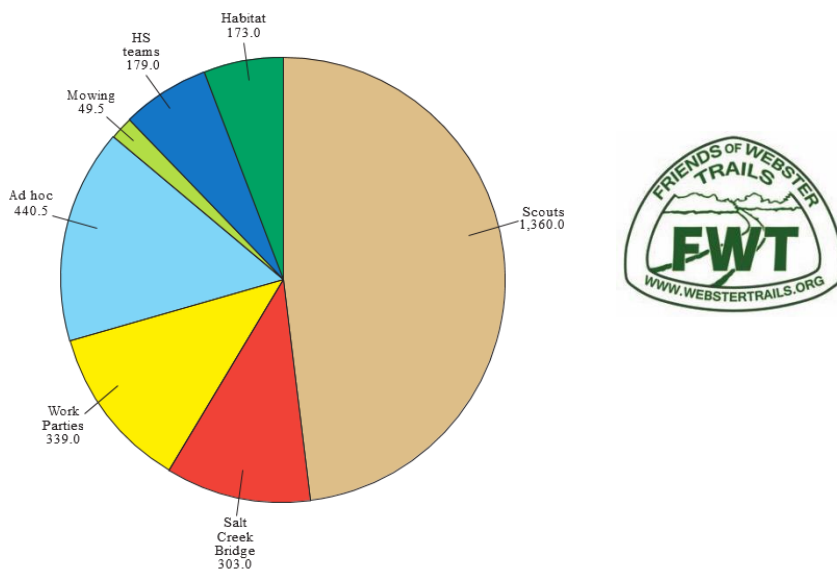
The parks facilities staff is headed by a parks foreman and a building maintenance manager. The parks foreman oversees grounds equipment operators and seasonal personnel. The parks foreman works with the commissioner on budget development and youth sports organizations and volunteers in the maintenance of parks, open space, trails and athletic facilities. The building manager employs part time cleaners.

In addition, the community wellness coordinator is listed as part of the Parks and Recreation Department. This position serves youth of the town and of the Webster Central School District.

VOLUNTEERS

Volunteers have long been vital in the development and maintenance of trails, arboretum, athletic facilities, parks, etc. As the population has aged, so have the volunteers and they are beginning to retire from their volunteerism. Younger volunteers are not filling this void, leaving the town government stretched beyond its ability to adequately maintain all facilities. This is a growing problem as use and expectations continue to increase with an ever-aging population.

**Friends of Webster Trails
2014 Volunteer Participation
Total = 2,844 Hours**



FACILITIES

The Parks and Recreation Department is located at 1350 Chiyoda Drive, situated on 72 acres of land that once was the home of Xerox Recreation Association. Purchased in 2010, the 28,800 sq. ft. facility has replaced the 50-year-old Ridgecrest building. In 2011 the facility was expanded to 43,000 sq. ft. The expanded facility includes two gyms, two racquetball courts, fitness room, dance aerobics room, locker rooms with showers, office space, full commercial kitchen, 9 multipurpose rooms, three of which can open up to one large 3,600 sq. ft. room, and a community lounge.

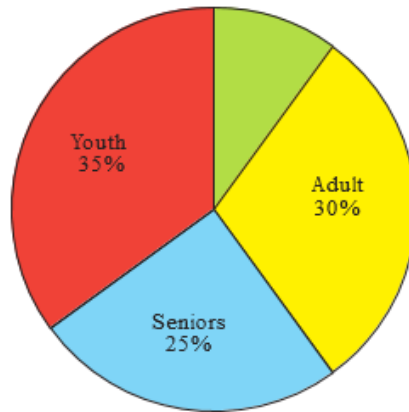
The parks maintenance building will be located on the Phillips Road property next to an existing barn on Rt. 250. An additional building will need to be constructed to house all the supplies and equipment. A new parks maintenance center has been proposed and should be a priority.

As parks lands and facilities expand in the future, it may become appropriate to create a new position of deputy commissioner of parks or some similarly titled position.

PROGRAMS

Recreation programs continue to grow and change with the shifting demographics and needs in our community. Presently, there are over 600 programs offered per year, registering over 18,000 participants, compared to only 200 programs in 2009. Additionally, several large community events (Summer Celebration, Fall Hoe Down and Hike, and Winter Carnival) attract over 10,000 participants collectively. A program guide is produced three times per year and mailed out to every household in the community. In addition to the organized programs, many residents take advantage of the community recreation center, fitness facility, and walking track.

**Parks & Recreation Programs
Use by Age Group**



FINANCING

General Philosophy

Acquisition and development of recreational lands and facilities as recommended in this plan should achieve a balance of recreational opportunities which will serve most of the town's needs within the foreseeable future.

Webster has acquired and developed park land following the recommendations of the previous master plan. The present inventory of park land will meet the town's needs for land that can accommodate the most demanded facilities and activities. Future land acquisitions should serve future increases in those demands and a broader range of specialized activities and open spaces.

The town should undertake long range development plans for all of its recreational lands. Development plans will enhance cost effective development, eligibility for grants in aid, and long range capital planning.

Partnerships should be used where appropriate to maximize opportunities. Webster's Partnership with the School District is an example of a mutually beneficial program.

Private, not-for-profit, and commercial providers of recreational facilities and programs should be encouraged as sources of recreation which do not burden town resources.

It is widely recognized that additional taxes for the purpose of maintaining facilities above reasonable standards will not be supported by the general tax payer. Therefore, it is the recommendation of this committee that facilities no longer maintained by volunteers, that once were, may revert back to their natural state. This may also include facilities with shared maintenance responsibilities.

Sources of Financial Assistance

Many vehicles are available for financing parks and recreational facilities. Local funds, human resources, and equipment augment various sources of state, federal, and other financial assistance, to achieve maximum value for the local expenditures. Permits, easements, leases, and other techniques for the use of land and facilities short of outright purchase may increase availability and/or reduce costs. Not-for-profit organizations may be helpful partners in obtaining land or funds which might not be feasible for the town to undertake alone.

State and federal forms of assistance vary from year to year. It is expected that the short term availability of state grants in aid may be somewhat reduced. Federal and state grants should be investigated on a yearly basis. The more common sources of assistance which may be currently available follow herein.

Current Capital Funding Sources

PARKS AND RECREATION TRUST FUND

The town maintains a Parks and Recreation Trust in Agency Fund enabled by Section 277 of the New York State Town Law which provides that the town may, "prior to approval by the planning board of plats, require developers to reserve land suitable for parks, playgrounds, or other recreational purposes or, in lieu thereof, to pay money to the town to be held in a trust fund for the purchase of land for recreational or park purposes, construction of recreational facilities, or maintenance of existing recreational facilities."

The current balance of depositions in the fund has been allocated to the expansion of the newly acquired Webster Parks and Recreation building. Since 2005, the town has assessed a fee of \$1,000 for each new residential unit.

The 1996 Parks and Recreation Master Plan estimated a theoretical "build-out" population of approximately 52,000 assuming residential development at the same density as then existed and a household size of 2.68 persons. Circumstances since then will likely reduce the ultimate population of the town. Reducing household size from 2.68 persons in 1995 to 2.56 in 2000 would reduce the theoretical "build-out" population to less than 50,000. Efforts to manage growth will likely further reduce the ultimate population of the town.

As of 2009, there are 4,340 acres of developable land for dwellings. Dwellings include: single family, town houses, condominiums, and apartments. Much of the available space is zoned "large lot," defined as 5 acres or more. The following numbers are to be used as an estimate to the final build out, as the options for many different types of dwellings are possible. Approximately 25% of the 4,340 will be consumed by infrastructure and open space. The remaining 75% would be actual dwellings. This would leave 1,627 structures, equaling \$1,627,000 to be collected between now and final build out.

While that population may not be attained, it can be a reasonable guide to the demands for future facilities and the resulting minimum acreages of park land needed for facilities which have customarily been developed in municipal parks.

As we approach the theoretical build out, the need to investigate additional revenue streams should be identified and implemented posthaste. This allows for a smooth transition from one funding source to several others and ensures the continued yearly deposits into the Trust Fund. It is recommended that yearly deposits average \$100,000 per year.

Collection of fees for the Parks and Recreation Trust Fund or reservation of lands for parks and recreation purposes must be separate from, and in addition to, any land set aside for open space or other environmental purposes.

BONDING

Bonds generate immediate financing and are appropriate for capital projects. General obligation bonds are backed by the general credit and taxing power of the municipality. Bonding may be subject to permissive referendum if so petitioned. Other forms of bonds, such as revenue bonds, are occasionally applicable. The popularity of bonds varies with market fluctuations, interest rates, tax rates, and other influences.

The properties listed on page 2-12, Table 1-b are the result of a bond referendum.

BOND ANTICIPATION NOTES

Bond anticipation notes are a form of short term financing which are intended to be issued in anticipation of a long term bond issue or may be used as interim financing, such as prior to receipt of permanent financing from a grant in aide.

LAND PURCHASE AND SALE

The cost of land acquisition can be offset under certain circumstances by selling off a portion of land purchased. Under the proper circumstances, this is a valid and desirable method of acquiring park land while maintaining high value taxable land on the tax rolls. An example would be to purchase a parcel of land and resell the majority of the roadway frontage. It is important to sell off the land which is not needed for park purposes before dedicating it as park land. It is difficult to reverse dedicated park land. State and federal grants in aid should not be used to purchase land which will be subsequently sold or otherwise alienated.

SPECIAL DISTRICTS

Special districts may be established to finance lands and improvements that benefit residents within the districts. Special districts are empowered to finance through taxation, bonding, or other means the specific improvements for which they are established. Park districts are one form of special districts. Webster has several special park districts with varying levels of use, development, and maintenance.

In general, Special Park districts should be created cautiously and not in lieu of fees to the Parks and Recreation Trust Fund or land donations which benefit the town at large.

DONATIONS

Service clubs, "friends" groups, special interest groups, developers, corporations, and individuals are potential sources of money, land, materials, and volunteer services for developing and maintaining facilities, as well as for programs when appropriate issues of liability, use and suitability can be resolved.

Friends of Webster Trails, volunteers at the Webster Arboretum, the Lions Club gazebo, the Kiwanis Fishing Derby, the D'Amico baseball fields, youth sports leagues, and various corporate sponsorships are important examples of volunteerism in Webster.

LEASES, PERMITS AND EASEMENTS

Leases, permits, and easements may enable the use of land or facilities for long or short terms. Advantages may include avoidance of immediate large capital outlay, possible less overall cost, avoidance of restrictions on debt financing, preservation of debt capacity, control of the period of the leases when permanency is not intended or obsolescence is anticipated, and use or control of land or facilities which are not for sale or other-wise available. These are particularly effective means of acquiring rights-of-way for trails. However, short term or revocable permits should be acquired with caution as a revocation could jeopardize, particularly, a trail crossing many contiguous properties.

COST SHARING

Shared cost techniques permit intergovernmental cooperation in developing, operating, and maintaining mutually beneficial facilities. Such arrangements with school districts and other municipalities can allow a sharing of the cost of facilities or programs which may not otherwise be feasible.

Webster's partnership with the Webster Central School District is a good example of a potentially mutually beneficial arrangement for the development and operation of facilities which serve the needs of the School District and of the community at large.

PRIVATE ENTERPRISE

Many types of recreational facilities are operated for profit by businesses. Golf courses, health clubs, equestrian centers, indoor sports arenas, ice skating arenas, bowling alleys, and many other types of private and commercial recreational venues operate in and within reasonable distances from Webster.

Where markets exist, the town may encourage private recreational development within the town by providing various forms of guidance and technical assistance, by use of the facility for town-sponsored programs, and by partnering or joint venturing.

Current Operational Funding Sources

REAL ESTATE TAXES

Local tax revenues are the primary source for funding maintenance and operations and they may be used for land acquisition and development, including serving as the matching share of funds for state, federal, and other grants.

FEES AND CHARGES

Revenues from fees for participation in programs and charges for the use of facilities should be an important contributor to the budget for parks and recreation. The extent to which programs and facilities are financed through fees and charges is a philosophical decision which is made by the community.

A common philosophy is that parks and most facilities are community assets which contribute to the overall quality of life. The desirability and value of a community should be supported through taxes and other broad based methods.

The same philosophy suggests that the costs of participating in programs, the costs of developing specialized facilities which serve limited users, and some of the costs of operating and maintaining facilities for specific activities should be paid for by those who benefit the most from their use.

A percentage of the operating costs should be covered by those who benefit from the programs and facilities. Equity suggests that all users should pay an equal accounting of the operating costs of each facility used. User agreements should define the costs to use a facility based on the annual operating budget. All programs using a town facility must present an Organization Request Form to the Commissioner of Parks and Recreation and/or the PROSAR Committee, and sign a user agreement.

Collection of charges for the use of facilities, particularly athletic fields, is a common and acceptable source of revenue to offset all or part of the costs of maintaining the facilities, particularly if large direct costs such as lighting or premier maintenance are requested by the user.

Capital improvements and new construction of limited use facilities should be funded mostly by the specific user or users.

Land & Facilities Needs

LAND

The National Recreation and Park Association and the New York State Comprehensive Outdoor Recreation Plan have proposed guidelines for locally developed recreational lands ranging from 6.25 to 10.5 acres per 1,000 population. Nearby towns with well-developed park systems exceed these standards. Also, participation in activities which use large areas of land, such as field sports, is greater virtually everywhere than anticipated by the "standards," requiring more park land than proposed.

Based on facility needs, 10 acres of developable park land per 1,000 population appears to be a realistic guide-line for Webster.

With a 2010 population of 41,729, the town manages 316 acres and the village manages 54 acres for a total of 370 acres of developable park land, approximately 8.7 acres per 1,000 population. As the build out of these facilities have continued over the past seven years, it is reasonable to assume that additional park land may be needed to support any additional growth.

Trailways, "passive parks," and green spaces set aside for conservation or other purposes should be provided, in addition to the 10 acres per 1,000 population.

Additional land should be acquired or rights acquired for a broad network of trailways and linkages throughout the town.

Land Trust & Open Space

LAND TRUST

Local governments play an important role in open space conservation through the ownership of local open space resources, through local planning, and through land use controls.

Local governments can conserve significant amounts of open space by using their authority to control growth and development and to direct development to those locations which already have sewer, water, roads and other public infrastructure.

Land trusts and other private, not-for-profit conservation, recreation and preservation organizations have played an increasingly important statewide and local role in open space conservation. This role includes: raising private funds for acquisition of lands containing natural or cultural resources to be held by not-for-profit organizations or conveyed to government; obtaining donations of lands containing natural or cultural resources or easements over such lands from private owners; when public funds are available, acting as an intermediary for the acquisitions of land by State or local governments, in part to speed up the acquisition process; managing open space acres, historic sites and cultural resources; providing volunteers to assist in the management and maintenance of public lands and cultural resources; and providing technical assistance to governments and others involved in land conservation.

OPEN SPACE

Open Space is land that is not developed for residential, commercial, industrial or institutional use. It serves many purposes, whether it is publicly or privately owned, and may include agricultural and forest land, undeveloped shorelines, undeveloped scenic lands, public parks and preserves. It also includes water bodies such as lakes and bays.

Significant as they are, open space resources are also fragile. Poorly designed and unplanned development can permanently mar or destroy the land. However, if people decide which areas should be retained as open space and which areas should be developed for more intensive use, then they can save what they love best about their communities while still accommodating desirable growth.

Open space provides numerous benefits to society, direct and indirect, short-term and long-term. People benefit socially, environmentally and economically from the conservation of open space in their communities.

RECTANGULAR MULTIPURPOSE FIELDS

Soccer, football, lacrosse, field hockey, and some other sports-use turf fields which are rectangular and of roughly similar sizes. Often, a field is used for different sports during different seasons or even different times within a season. Where practical, most leagues prefer fields dedicated to one sport. In addition, field used by multiple sports throughout the year may suffer from premature wear and insufficient opportunity for necessary maintenance. However, a lack of sufficient fields often forces overuse and under-maintenance of fields.

GYMNASIUM

The gymnasium at the Willink Middle School, the field house at Thomas High School, and the Recreation Center gymnasium will accommodate demands for gymnasiums space at most times. Construction of additional gymnasiums by the School District or the town is not likely in the foreseeable future.

INDOOR ARENAS

The field house at Thomas High School should serve a wide variety of school and community activities.

ROLLER SPORTS

The skatepark located at Ridgecrest Park accommodates skateboarders, inline skaters and BMX bikers. The skatepark elements are made of concrete and placed on asphalt and the concrete material and placement of elements/features allows for use of these roller sports. The skatepark can accommodate 200 users and has also been the home to competitions and concerts. A small shelter near the park offers shade and a place to eat.

OUTDOOR ICE SKATING

The Town of Webster offers ice skating at the new Webster Recreation and Community Center. It is a natural ice rink and is available for use depending on the weather.

AQUATIC FACILITIES

There is no public swimming within the town along Lake Ontario or Irondequoit Bay. There are no public outdoor pools.

Interest in traditional outdoor public swimming pools continues to decline, shifting to more interactive aquatic centers with water slides, spray parks, and other attractions.

Commercial aquatic centers are located reasonably conveniently to Webster at Sea Breeze, Canandaigua, and at Six Flags Darien Lake. Webster has two pools, open to public use for laps and other water-based exercises and sports, as well.

TRAILS

Trails are very important recreational assets within a community such as Webster. Trails appeal to all ages and Webster's significant growth suggests a high demand for trails.

Trails and linkages can connect neighborhoods and destinations, follow linear routes such as rights of way and/ or provide opportunities for enjoying nature. Opportunities also exist to connect trails with neighboring towns.

The Friends of Webster Trails have built several trails in the properties procured under the Open Space referendum. These trails provide enjoyment of the natural character of the wooded and grassland areas. They have also built connecting trails from Webster Park to Vosburg Hollow to North Ponds Park. They currently maintain approximately 11 miles of trails. The high usage of these trails has confirmed the desire for trails in the community.

The Friends of Webster Trails should continue to build trails that provide a unique outdoor experience and trails that connect neighborhoods and destinations. The development of properties has significantly limited the availability of land for connecting trails, but some opportunities still exist. Extending the Hojack Trail from Holt Road to Phillips Road should be a high priority, as it will provide easy access for village residents. Connecting the Hojack Trail to the new recreational center via the Bird Sanctuary Trail should also be a high priority.

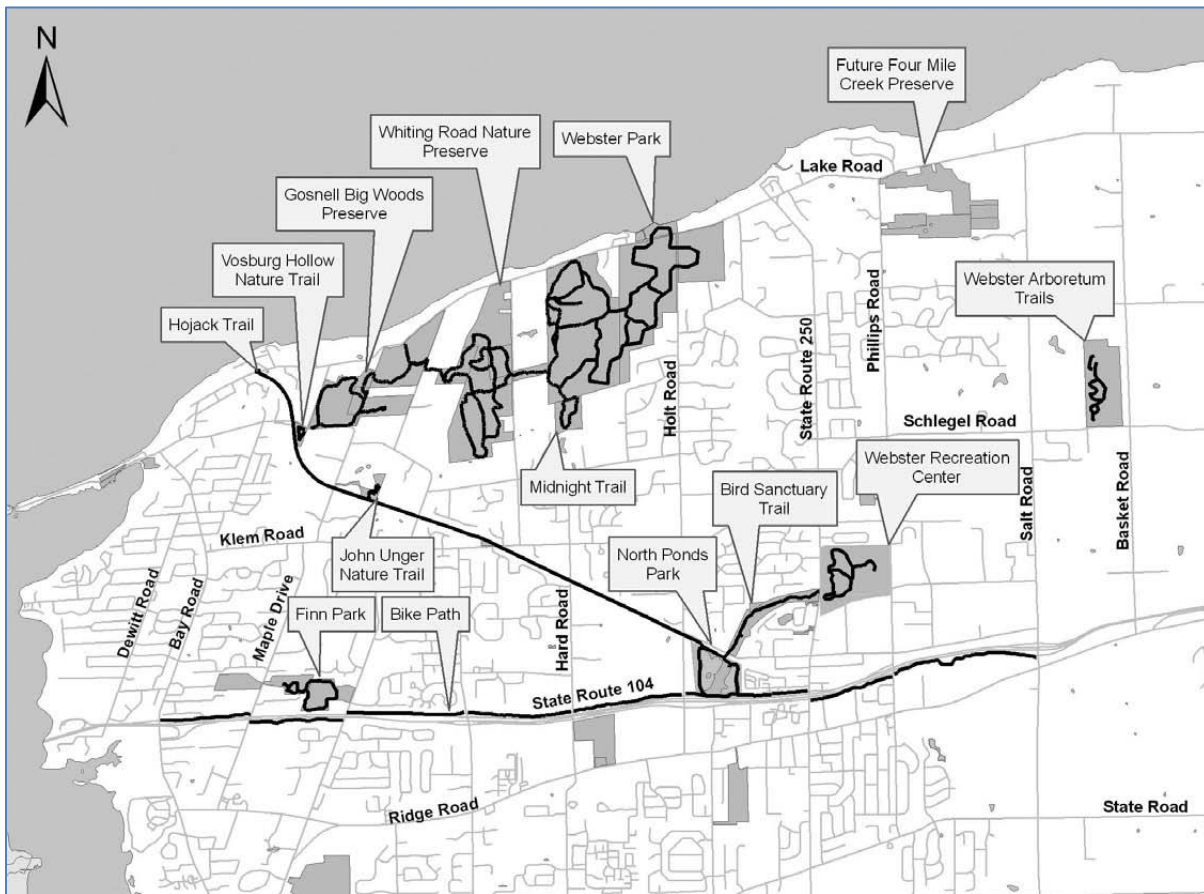
Friends of Webster Trails should participate in current regional trails planning. They should explore rights of way such as along the Monroe County Water Authority north-south corridor. Expansion of various types of trails eastward to Wayne County trails and southward to connect with Penfield trails should be considered.

Every opportunity to provide linkages, trails, bikeways, and sidewalks to connect neighborhoods and to connect neighborhoods with recreational, school, commercial and other destinations should be pursued. (See map next page.)

The first eight trails listed below are maintained by the Town of Webster and the Friends of Webster Trails. North Ponds Park is maintained by the Town of Webster. Webster Arboretum Trails are maintained by the town of Webster and Webster Arboretum Association volunteers. Monroe County maintains Webster Park trails with occasional support from Friends of Webster Trails.

Whiting Road Nature Preserve
Midnight Trail
Gosnell Big Woods Preserve
Vosburg Hollow Nature Trail
Finn Park
Hojack Trail
John Unger Nature Trail
Bird Sanctuary Trail
North Ponds Park (near 104 Bike Path)
Webster Arboretum Trails
Webster Park
Four Mile Creek Preserve

The map below was provided by the Friend of Webster Trails.



OTHER RECREATIONAL OPPORTUNITIES

Local governments typically provide a variety of other recreational opportunities.

As park lands are acquired, they are master planned for their “ultimate” development, including formal recreational facilities requiring large areas of land, spaces for special uses such as arboreta and nature centers, and spaces for individual and informal activities and pick-up games. Webster has such amenities, as evidenced by the Webster Arboretum and the number of fitness stations found along the walking path at North Ponds Park.

OTHER FACILITIES

The Parks and Recreation Department should continue to look for opportunity to provide: picnic areas, open informal play fields, outdoor basketball courts, children’s play area, volleyball courts, and special interest activities such as bocce and horseshoes, if requested by the community.

Necessary support facilities, including parking, restrooms, drinking fountains, walkways, landscaping, and others as is appropriate, should be provided.

RECOMMENDATIONS

This plan contains four types of recommendations: FACILITIES, PROGRAMS, ACTIVITIES, and COMMUNITY OUTREACH. Each category appears in a separate Table. The listing order of the recommendations does not imply a recommended sequence of actions. There is a constantly changing environment in which opportunities and circumstances will influence the sequence of implementation. Position in a table does not imply relative importance.

Facilities

SITE	IMPROVEMENT	COMMENT
WEBSTER RECREATION CENTER	Refrigerated outdoor rink Additional pickle ball courts Spin bikes	Future 3-5 years Long term Long term
SANDBAR PARK	Deck/boardwalk lakeside Parking lot improvement Trail head Pavilion Beach	In progress In progress In progress Long term Long term
FINN PARK	Add a playground, basketball court, picnic area, parking lot, restrooms, and tennis court (pickle ball) w/lighting option	These facilities are NOT available in the western portion of Webster
PARKS MAINTENANCE BUILDING	Add to/renovate Xerox Barn on Route 250	\$50-70K (\$14K to re-side)
FINN PARK DEVELOPMENT (Gravel Road Side)	Add a playground, basketball court, picnic area, parking lot, restrooms and tennis court (pickle ball) w/lighting option	Long term (New house built here that might interfere)
EMPIRE PARK	Addition of 225' baseball field	Long term
501c(3) PLANNING		1 year
BASKET ROAD STADIUM	Locker room, snack bar Move parking Batting cage	1 year 3 years 3 years
RIDGE PARK	Bathrooms Challenger Miracle Field	In progress Fundraising in progress
RIDGECREST	Bathrooms	1 year to 3 years (\$10-15k)
NORTH PONDS PARK	Geese removal Water quality	Annual plan in progress 1 year
ARBORETUM	Hard path over pipeline	In progress

Programs

PROGRAM/SURVEY	COMMENT
EXPAND PROGRAMS FOR OLDER ADULTS	Add programs that include: nature and scenic walks, cultural tours, arts/creative classes, educational classes, fitness classes Fund a survey of active seniors to determine how Parks & Recreation can

	better serve this population
TRAILS	Work with Friends of Webster Trails to develop a comprehensive trails master plan
LONG-TERM PLAN FOR SANDBAR PARK	Hire a consultant for a master plan that may contain the following: picnic area, playground, lodge, observation platform, launching ramp or break wall, docks and trail

Activities

ACTIVITY	COMMENT
PARKS AND RECREATION MASTER PLAN	Update yearly
TRAILS	Provide material assistance to the volunteers of Friends of Webster Trails
LAND ACQUISITION	Acquire open space

Community Outreach

ACTIVITY	COMMENT
SOCIAL MEDIA	Utilize current social media applications, including but not limited to Facebook, to increase community awareness of and participation in programming.
501(c)3 PLANNING	Consider establishing a non-profit arm of Parks and Recreation to allow for charitable contributions to facilities and programs.
FREE WIFI	Make WiFi available to community residents at the recreation facility at 1350 Chiyoda Drive, and in other facilities town-wide.

Action Plan

REVENUE STREAMS: Finding the funding to support programs that are not underway is extremely difficult because of the following circumstances:

- As noted earlier (page 3.2) the traditional funding source for capital improvements, the fee garnered from new-builds, has been diminishing and is currently insufficient to support a major project. With the onset of build-out, this revenue stream will “dry-up,” leaving no funds for improvement.
- We have been apprised that there is no possibility of increasing property tax or adding a tax on housing complexes.

These following represent some viable options for raising revenue, each of which has its own limitations:

- Current user fees can be increased. There is a limit to what can be charged. Revenue increases are expected to be small.
- Saving yearly Parks & Recreation budget overages may be a possibility, but this amount would be quite small.

- Selling naming rights would be possible, but is a limited one-time income.
- Forming 501c(3) "Friends of Webster Parks & Recreation" would be dedicated, energetic and create volunteer participation.

Immediate Needs

MAINTENANCE BUILDING

- Parks Maintenance Department cannot function out of a trailer.
- Need a shop for mechanical repairs
- Need offices

NEW (MORE) SENIOR PROGRAMS AT PARKS & RECREATION CENTER

- Conduct a survey of active town seniors

EMPIRE PARK BALL FIELDS

- Assist Webster Athletic Association in construction of new ball fields

2016 Outlook

Several of the projects listed are already funded or likely to be funded:

- The Parks & Recreation maintenance building
- Paving of the Sandbar Park parking lot
- The ongoing work at the Arboretum at Kent Park
- The ongoing work at Empire Park

Activities, normal or expanded, at Parks & Recreation are ongoing and are either volunteer or included in the yearly operating budget:

- Material assistance to the volunteers of Friends of Webster Trails
- Assist Friends of Webster Trails with future development of Four Mile Creek Trail System
- Expanded programs for older adults including a credible study/survey of how Parks & Recreation may serve the needs of active Webster Seniors
- Yearly review/update of Parks & Recreation Master Plan

This leaves a number of projects that require consideration, approval or funding from the Town Board or other sources:

- A professional study for the development of Sandbar Park
- Additions at Finn Park
- Additions at Ridgecrest Park
- Acquisition of more Open Space Lands
- Approval and funding for community WiFi
- Approval of social media program
- Approval of 501c(3)

