



**Town of Madison
General Comprehensive Plan**



October 2011

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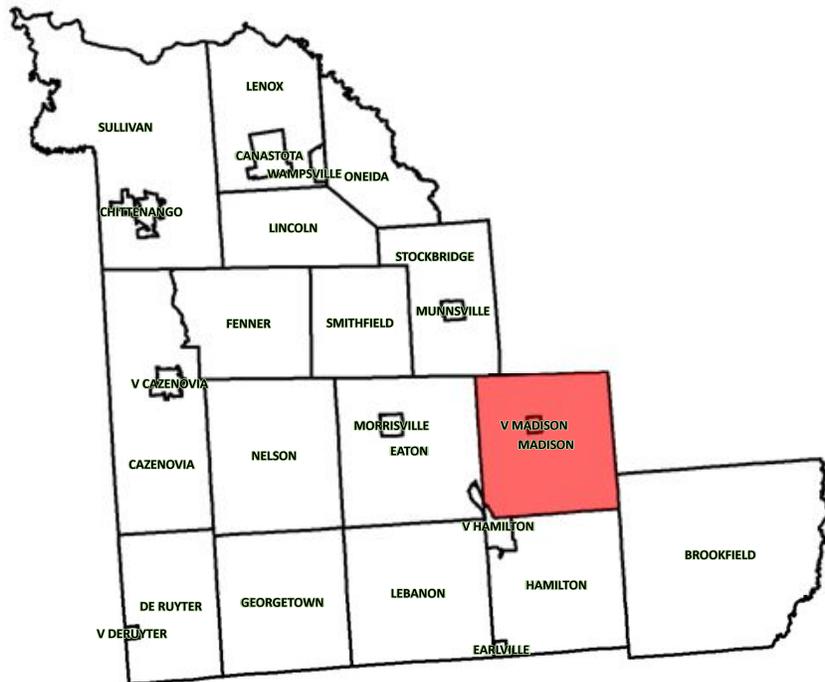
Chapter 1: INTRODUCTION

1.1 OUR TOWN

The Town of Madison was established in 1809. The Village of Madison, located in the north central area of the Town, was incorporated in 1816. The hamlets of Brockville and Solsville, both on the route along which a damamable river, a canal and a railroad once passed, were once the principal commercial and industrial sites in the town.

The Town is in the southern tier of Madison County and is principally bordered by the Towns of Eaton and Hamilton, the Village of Hamilton, with lesser borders with the Towns of Stockbridge and Brookfield, and touches Lebanon. On the north and east, it abuts the Oneida County Towns of Augusta, Marshall, and Sangerfield. The Town has a total area of 41.4 square miles (~26,496 acres), of which 0.5 square miles (~320 acres) is water. The 54 acres of the Hamilton airport property lying within the Town (including most of the hanger facilities, part of the taxiway and runway, and the access road, but no residences) annexed by the Village of Hamilton remain part of the Town of Madison.

Image 1: Location of the Town of Madison in Madison County



Two main roads run through the town: US Route 20 is a major east/west artery, NYS Route 12B is a north/south artery, connecting to Interstate Highways 81 and 90. The land is mostly horizontal shale, which means that fertile soils and prime farmland is limited to the narrow areas adjacent to the low lying areas fed by water from numerous small

reservoirs, lakes, ponds, a canal, and springs. These same water sources have supplied plentiful well water to date; hard water is common, sulfur and iron are present in some wells. Bedrock shale turns to clayey soils on prolonged exposure to the elements. Steep slopes, bedrock and high water tables and sewage disposal problems tend to limit building and agriculture. Sewage from concentrated populations of people or animals can create sanitary problems in both the permeable soils of the valleys and the less permeable soils of the hills.

Refer to Map 1: Arial Map

1.2 PURPOSE OF THE COMPREHENSIVE PLAN

Significant decisions and actions affecting the immediate and long-range protection, enhancement, growth and development of a community are made by local government. The comprehensive plan is meant to help guide and direct those decisions.

According to New York State Law, one of the most important powers and duties granted by the legislature to a local government is the authority and responsibility to undertake Town Comprehensive Planning and to regulate land use for the purpose of protecting the public health, safety and general welfare of its citizens.

Key Features of the Comprehensive Plan:

- Establishes consensus about the future of the community and is the guiding document for all future community land use decisions and actions
- Covers the entire community including the town, hamlets, and village
- It is a long range plan typically for at least 10 years in the future
- Developed through a process that is open to and involves the active participation of citizens
- Covers all elements related to the physical development of the area: land use, transportation, parks and open space, etc and prepares for any demographic and economic changes
- Intended to prioritize community needs and protect the community's natural resources, assets, and values.

This authority for town planning is established in NYS Town Law 272-a. The Town of Madison Planning Board was established by a resolution of the Town Board on February 2, 1989. The Planning Board was appointed as Zoning Commission by the Town Board on March 12, 1990. The original General Comprehensive Plan was adopted by the Town in 1989; on May 14, 1998 the Town Board asked the Planning Board to update the plan by December 31, 1998. These resolutions are on file in the Office of the Madison Town Clerk. **This document is the update to the Comprehensive General Plan of 1998.**

1.3 PROCESS OVERVIEW

The development of a comprehensive plan requires understanding the history of a community and developing a community profile through key data and trends. Through the planning process a vision statement is developed that reflects what the community values and what it will strive for in the future. To implement this vision a set of goals, policies and objectives is developed. The Comprehensive Plan is then formally adopted through a resolution at a public hearing.

These were the key steps to developing the Town of Madison Comprehensive Plan:

- **Step 1:** Profile and inventory the town, including history, culture, population, transportation, housing, environment, and other resources
- **Step 2:** Develop a vision statement and goals based on the results of Step 1 and by involving citizen participation through community surveys, SWOT analysis (strengths, weaknesses, opportunities, and threats), visual surveys and other public meetings. The “Public Input” sections in this document reflect the results of the community outreach.
- **Step 3:** Develop objectives and policies to accomplish the goals and implement the Town’s vision statement for the future.
- **Step 4:** The Planning Board produces a draft of the plan and holds a public hearing. When ready, the draft plan is forwarded to the Town Board for review, SEQR, and a second public hearing. The County Planning Board also reviews the plan. When the final step is completed, the Town Board may adopt the plan through resolution.
- **Step 5:** The Comprehensive Plan is then continually revisited and used as a living document to guide decisions by the Town Board and Town Planning Board. Monitor the progress of accomplishing the established goals.

1.4 COMMUNITY VISION

Vision Statement for the Town of Madison:

The Town of Madison is a place with rural charm, natural beauty, and safe, friendly community centers where each individual is encouraged to make a difference. The community embraces smart growth and will respect and preserve its historic origins, main streets, environmental resources, and agricultural heritage, while promoting community ownership, planned growth, intergenerational housing, economic development, tourism, renewable energy, multi-modal transportation options and diverse recreational, cultural, and educational opportunities for people of all ages.

This vision statement reflects community values and what is desired for the future. Similar to the mission statement for a business, this vision statement defines what the community is working towards. To achieve this vision a set of goals was developed based on community input and the existing conditions within the community.

Chapter 2: EXISTING CONDITIONS

2.1 GROWTH AND DEVELOPMENT:

New Development

Growth and development directly impacts the economic vitality, livability, and the environmental and agricultural resources in the community. Understanding where both new residential and new commercial development is occurring in the Town is key to developing policies that can guide future growth.

Recent development trends in the Town of Madison include:

- From 2004 – 2010 there have been 27 new residential developments in the Town of Madison.
 - None of these new residential developments occurred within the Village of Madison, the Hamlet of Bouckville or the Hamlet of Solsville
 - 3 of these new residential developments occurred on property in an Agricultural District
 - 7 of these new residential developments occurred on property located within ¼ mile of Lake Moraine.
 - None of these new residential developments occurred within a FEMA Flood Zone A (areas within the 100 year flood zone i.e. areas that have a 1% chance of flooding every year).
 - The majority of these new residential developments were single-family homes.
- From 2004 – 2010 there have been 14 new commercial developments given addresses in the Town of Madison
 - 1 of these new commercial developments occurred in the Village of Hamilton, but no new commercial developments occurred in the Village of Madison or the Hamlets of Bouckville or Solsville.
 - Most of the new commercial development occurred due to the development of Madison Marketplace located in the southwest corner of the Town of Madison that includes the Price Chopper and other retail space.

Refer to Map 2: New Development 2004 - 2010

This development pattern indicates that growth is occurring away from the main community centers of the town: the Village of Madison and the Hamlets of Bouckville and Solsville which can have implications for maintaining vibrant main streets and protecting farmland, environmental resources, and the defining rural landscape.

Public Input: Overwhelmingly respondents agreed “new development should be targeted and directed toward existing developed areas.” In fact, 89% of respondents either agreed or strongly agreed. When asked how the Town of Madison should strive to be in the future, the majority said “developed where most or all services can be found in the Village and hamlets.” Among the three community centers, the Hamlet of Bouckville was identified by respondents as having the most satisfaction with the way it has been developing.

Density

The highest density concentrations are in the Village and hamlets, but also around Lake Moraine and on the outskirts of the Village of Hamilton. Population loss in the community centers indicates that density may be decreasing. For instance, the population in the Village of Madison has actually been declining every decade from 396 people in 1980 to only 305 people in 2010. Population information provided below explains this trend in more detail.

Public Input: Participants ranked strip malls and chain store development, which often take up large chunks of land and are built on the outskirts, as the absolute lowest for what was appropriate for the Town of Madison. While farms and recreational amenities clearly dominated the absolute more preferred images, the images of mixed-use and vibrant main streets also scored high. Survey results help indicate what people need to make the tradeoff between living outside a community center verses living within it: when asked what would make them more likely to live in the Village or Hamlets, 30% said if “more greenspace and recreational opportunities were located there.”

Refer to Map 3: Development/ Density

2.2 DEMOGRAPHICS:

Population

The total population in the Town of Madison has continued to increase from 1980 to 2010, but at different rates as indicated in Table 1. From 2000 to 2010 the Town grew by 207 people (7.4%), which is significantly more than it did in the previous decade but still modest compared to growth between 1980 and 1990. The 2010 population for the Town of Madison is 3,008 people, which represents 4.1% of Madison County’s 2010 total population of 73,442.

Table 1: Population for the Town of Madison									
Total Population 1980 - 2010				Population Change 1980-2010					
1980 POP	1990 POP	2000 POP	2010 POP	Between 1980-1990		Between 1990-2000		Between 2000-2010	
2,314	2,774	2,801	3,008	+460	19.9%	+27	1.0%	+207	7.4%
Source: 2010 US Census									

It is particularly interesting to see where that growth is occurring. The total population for the Town is increasing, but population growth is not occurring in the Village which is

a primary community center of the Town. Table 2 indicates that the population in the Village of Madison has actually been declining from 1980 to 2010 with only 305 people now living in the Village. This represents a 23% total decrease in population from 1980 to 2010. The fact that it is only the Town (i.e. the area outside of the village) that is growing could indicate implications for the community to preserve the rural landscape, sustain vibrant main streets, and maintain village centers that are social, healthy places for people of all ages.

Table 2: Population for the Village of Madison									
Total Population 1980 - 2010				Population Change 1980-2010					
1980 POP	1990 POP	2000 POP	2010 POP	Between 1980-1990		Between 1990-2000		Between 2000-2010	
396	316	315	305	-80	-20.2%	-1	-0.3%	-10	-3.2%

Source: 2010 US Census

Age and Sex

2010 US Census data shows the most recent age and sex data for the Town that is displayed in Table 3. People with an age 20-34 represent the smallest age cohorts in the Town of Madison besides people over 70. This may indicate that youth in the Town of Madison are choosing to live elsewhere as they become young adults. The largest cohort is age 50 to 54. In fact, 49.1% of the population in the Town of Madison is 45 or older. Comparatively, only 42.7% of the population in Madison County overall is 45 years or older.

Table 3: Town of Madison Percent of Population by Age and Sex						
Age	Number			Percent		
	Both sexes	Male	Female	Both sexes	Male	Female
Total population	3,008	1,503	1,505	100.0	100.0	100.0
Under 5 years	183	90	93	6.1	6.0	6.2
5 to 9 years	173	99	74	5.8	6.6	4.9
10 to 14 years	171	99	72	5.7	6.6	4.8
15 to 19 years	188	97	91	6.3	6.5	6.0
20 to 24 years	136	60	76	4.5	4.0	5.0
25 to 29 years	159	91	68	5.3	6.1	4.5
30 to 34 years	134	60	74	4.5	4.0	4.9
35 to 39 years	186	93	93	6.2	6.2	6.2
40 to 44 years	201	95	106	6.7	6.3	7.0
45 to 49 years	243	120	123	8.1	8.0	8.2
50 to 54 years	280	144	136	9.3	9.6	9.0
55 to 59 years	243	116	127	8.1	7.7	8.4
60 to 64 years	194	99	95	6.4	6.6	6.3
65 to 69 years	179	82	97	6.0	5.5	6.4
70 to 74 years	133	66	67	4.4	4.4	4.5
75 to 79 years	100	45	55	3.3	3.0	3.7
80 to 84 years	73	36	37	2.4	2.4	2.5
85 to 89 years	22	7	15	0.7	0.5	1.0
90 years and over	10	4	6	0.3	0.3	0.4

Source: US Census 2010 Sex and Age

Table 4 shows sex by age information for the Town of Madison. Table 5 shows sex by age for Madison County overall. This comparison further demonstrates that the Town of Madison has a relatively large older population.

Table 4: Town of Madison Percent of Population by Age and Sex Chart

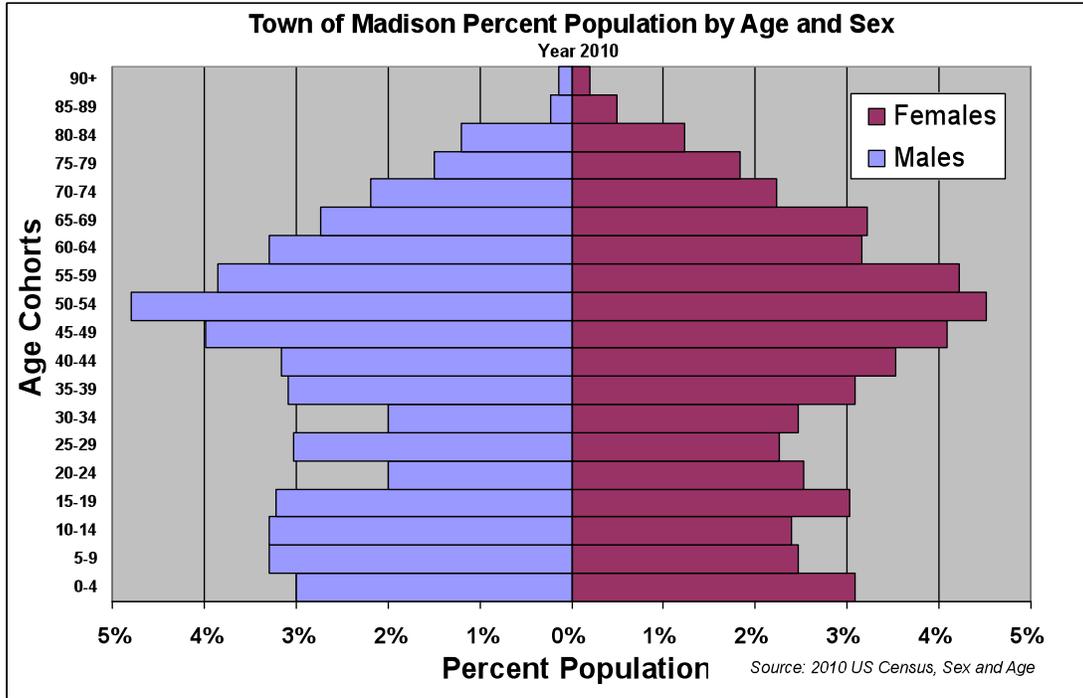
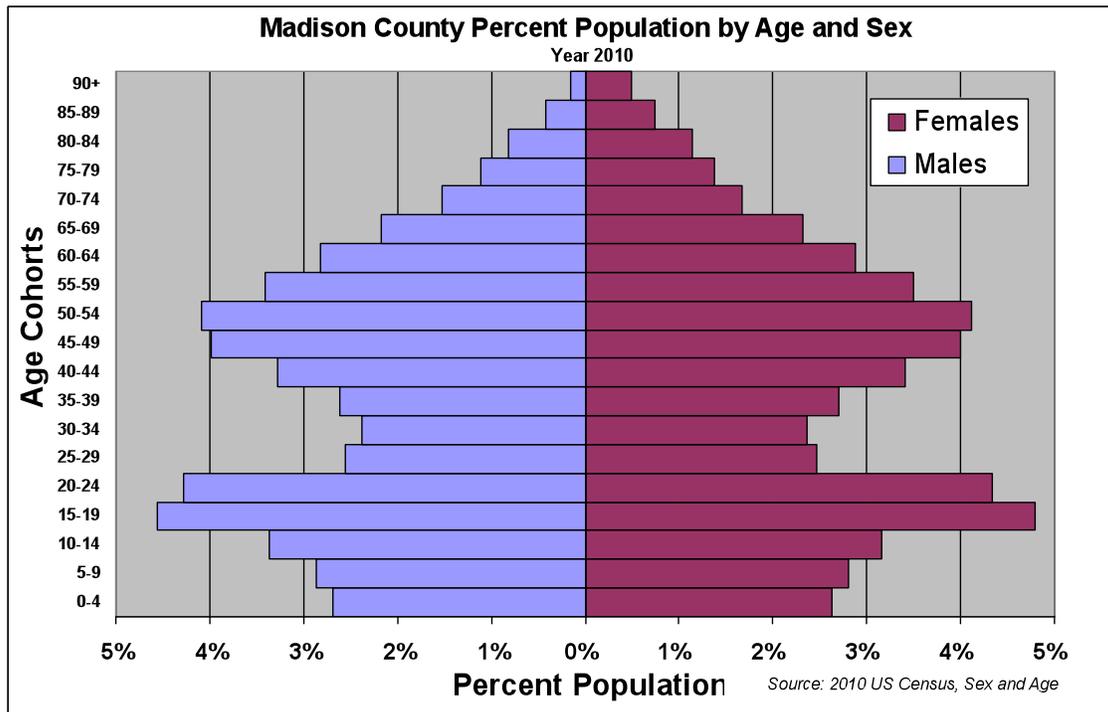


Table 5: Madison County Percent of Population by Age and Sex Chart



Education

83.9% of people in the Town of Madison age 25 and older are high school graduates or higher. This is less than compared to Madison County overall, but the Town also has a high number of people with a bachelor’s degree or higher. Only 72.4% of people age 25 or older are high school graduates or higher in the Village of Madison.

Table 6: Education						
EDUCATIONAL ATTAINMENT	Village of Madison		Town of Madison		Madison County	
Population 25 years and over	344		2,109		44,464	
Less than 9th grade	8	2.3%	58	2.8%	1,136	2.6%
9th to 12th grade, no diploma	87	25.3%	281	13.3%	4,099	9.2%
High school graduate (includes equivalency)	126	36.6%	757	35.9%	15,554	35.0%
Some college, no degree	29	8.4%	267	12.7%	7,747	17.4%
Associate's degree	34	9.9%	244	11.6%	5,662	12.7%
Bachelor's degree	27	7.8%	240	11.4%	5,865	13.2%
Graduate or professional degree	33	9.6%	262	12.4%	4,401	9.9%
Percent high school graduate or higher		72.4%		83.9%		88.2%
Percent bachelor's degree or higher		17.4%		23.8%		23.1%

Source: US Census 2005-2009 American Community Survey 5-Year Estimates

Race and Veteran Status

Similar to the rest of Madison County, the Town of Madison is predominately white.

Table 7: Race				
RACE	Town of Madison		Madison County	
	Total	Percent	Total	Percent
Total population	3,008	100.0	73,442	100.0
One Race	2,996	99.6	72,484	98.7
White	2,968	98.7	69,740	95.0
Black or African American	13	0.4	1,350	1.8
American Indian and Alaska Native	5	0.2	524	0.7
Asian	8	0.3	583	0.8
Native Hawaiian and Other Pacific Islander	0	0.0	17	0.0
Some Other Race	2	0.1	270	0.4
Two or More Races	12	0.4	958	1.3

Source: US Census 2010

According to the US Census 2005-2009 American Community Survey, there are 240 veterans in the Town of Madison and 44 in the Village of Madison.

2.3 ECONOMY

Income

The median income for a household is higher in the Town of Madison than in the Village, but both are lower than in Madison County overall.

Table 8: Income			
	Village of Madison	Town of Madison	Madison County
Median household income (dollars)	37,969	43,659	51,670

Source: US Census 2005-2009 American Community Survey 5-Year Estimates

Unemployment Rate

The unemployment rate of the civilian labor force (which excludes the armed forces) in the Town of Madison is 5.0% which is lower than Madison County overall. The Village of Madison unemployment rate, at 13.3%, is much higher but a higher percentage of people are also participating in the labor force than in the Town or County.

Table 9: Employment						
Employment Status	Village of Madison		Town of Madison		Madison County	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Population 16 years and over	388	388	2,372	2,372	56,596	56,596
In labor force	284	73.2%	1,530	64.5%	35,868	63.4%
Civilian labor force	278	71.6%	1,517	64.0%	35,792	63.2%
Employed	241	62.1%	1,441	60.8%	33,460	59.1%
Unemployed	37	9.5%	76	3.2%	2,332	4.1%
Armed Forces	6	1.5%	13	0.5%	76	0.1%
Not in labor force	104	26.8%	842	35.5%	20,728	36.6%
Civilian labor force	278		1,517		35,792	
Percent Unemployed	13.3%		5.0%		6.5%	

Source: US Census 2005-2009 American Community Survey 5-Year Estimates

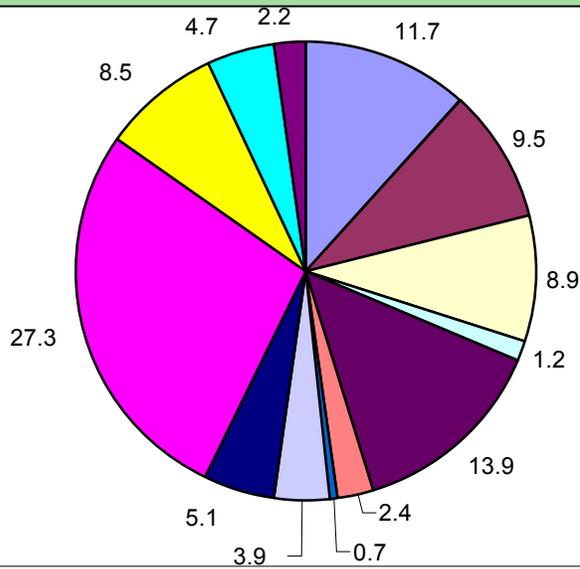
Employment by Industry

Farming and forestry, once the major industry, now employs about 11.7% of the people in the Town of Madison and has become the third ranked industry in the Town.

The top three industries in the Town of Madison are:

- 1) Educational services, and health care and social assistance ~ 27.3%
- 2) Retail trade ~ 13.9%
- 3) Agriculture, forestry, fishing and hunting, and mining ~ 11.7%

Table 10: Town of Madison Employed by Industry (Civilian Population age 16 or older)



- Agriculture, forestry, fishing and hunting, and
- Constructio
- Manufacturin
- Wholesale
- Retail
- Transportation and warehousing, and
- Informatio
- Finance and insurance, and real estate and rental and
- Professional, scientific, and management, and administrative and waste Service
- Educational services, and health care and social
- Arts, entertainment, and recreation, and accommodation and food
- Other services, except public
- Public

Source: US Census American Community Survey 2005-2009 Estimates

Major Employers in Town

In the short term, job opportunities seem to be shrinking. There have been layoffs and plant closings in nearby villages and cities. The two area colleges have reached a growth plateau; they now hire more part-time and fewer tenure-track faculty. There are few job opportunities for local children who have attended college.

Major employers include:

1. Madison Central School: The K-12 school system employs 45 instructional and 25-30 non-instructional staff. Parts of the Town are served by adjacent school districts.
2. Morrisville College, Colgate University and Hamilton College: grew during the past quarter century and offer stable employment to many residents.
3. Health industry: Hospital, nursing homes, and medical offices while largely sited outside our town are a major employer.
4. Antiques: There are 125 to 150 antique dealers, 12 of them full-time, principally along Route 20. There are about 7 group shops. A major fair held each summer attracts a national market; small fairs occur throughout the travel season. This industry has an important impact on other businesses (food, gasoline, public accommodations) as well as on non-profit organizations which raise money through sales of food at fairs. Public convenience and safety concerns related to this industry include traffic flow, parking, toilet facilities and food preparation and sales.
5. White Eagle Conference Center: located on Lake Moraine brings business, industry and tourism (Americana Village, Elderhostel) to the area. Its facilities, in addition to housing, food and conference facilities include the Historic Village, a beach and picnic facilities. Some Center activities have natural connections with the educational, antiques, and tourism enterprises. Uncontrolled growth of these activities could hurt water quality and property values at Lake Moraine.

Retail & Other: Four convenience stores, three hardware/lumber enterprises, five new and used car dealerships, seven automobile repair shops and two gasoline service stations. Two farm and retail stores and one grocery store.

Public accommodations: There are 3 public restaurants and 3 hotel/motel businesses conveniently located on the main roads to serve travelers and tourists.

Commerce

Greater Hamilton provides the principal local place where householders buy dry goods and health care products. Heavy shopping, by many people, is done in nearby cities. For instance, people who work outside the Town tend to make purchases of goods and services along their commuting route.

A convenience store in Madison and the Madison Market Place located off Rte.12B north of the village of Hamilton, provides local shopping; groceries at the Price Chopper, farm and hardware supplies at the Tractor Supply and the Family Dollar discount store along with an NBT bank ATM. Early's Farm Supply located on Rte.20 east of the Village of Madison provides a source for farm, hardware, clothing and a small food outlet. Storage facilities are located north of the Village of Hamilton on Rte.12B and off Rte. 20 between

Madison and Bouckville. Valley Supply, propane and gas supply is located at the intersection of Rte.12B and Rte.20 west of Madison, adjacent to this location is the Madison County Tourism center. Caravel fertilizer business is located east of the Village of Madison on Rte.20. The business office for Vesta is located on the north side of Rte 20 west of the Village of Madison. South of Rte.20 on the east side of Rte.12B is the principle site for E-ON Energy. Zelinski newly constructed excavating business is located on Rte 12B south off the Village of Oriskany Falls.

Commercial development and growth lies along the Town’s two main roads, Routes 20 and 12B. The roads run through the low terrain area and water is abundant. There is no reason not to anticipate a continuing mix of new and changing businesses on these routes. The needs of the populace will determine what new business develop and thrive. However, the area is considered ideal for retail outlets of all kinds, research, crafts, antiques and a variety of small enterprises.

Route 12B north of Hamilton has the concentration of businesses that attract other businesses. Route 20 has a concentration of antique shops that brings shoppers from a distance for browsing and for special events; these antique businesses are our principal tourist attraction. Presently there are approximately 12 antique businesses in the Madison Bouckville area.

Public Input: The most identified weakness in the SWOT analysis was a lack of business/need for better businesses. The second most identified opportunity was corridor 12B. The top industry respondents would like to see more of is agriculture. Tourism was also identified throughout the survey as a preferred economic booster for the area. Tourist activities suggested included the area’s history, antiques, and recreational amenities. Respondents also support renewable energy. The number 4 ranked image was of a wind farm and most comments regarding wind energy were positive.

2.4 HOUSING

Housing Units

The number of housing units in the Town has continued to grow since 1990 and as of 2010 there were 1,567 housing units. 19.5% of the housing units in the Town are vacant which is slightly higher than in the previous two decades. It is also significantly higher than Madison County overall which in 2010 had a vacancy rate of 12.6%.

Table 11: Town of Madison Housing Units and Vacancy Rate								
	Town of Madison 1990		Town of Madison 2000		Town of Madison 2010		Madison County 2010	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total housing units	1,239	100.0	1,325	100.0	1,567	100.0	31,757	100.0
Occupied housing units	1,009	81.4	1,129	85.2	1,261	80.5	27,754	87.4
Vacant housing units	230	18.6	196	17.4	306	19.5	4,003	12.6

Source: US Census

The Village of Madison saw a slight decline in number of housing units in 2010. The vacancy rate in 2010 was 11.5%, which is higher than in the previous two decades but still much lower than in the rest of the Town which as described above was 12.6%.

Table 12: Village of Madison Housing Units and Vacancy Rate						
	Village of Madison 1990		Village of Madison 2000		Village of Madison 2010	
	Number	Percent	Number	Percent	Number	Percent
Total housing units	135	100.0	151	100.0	148	100.0
Occupied housing units	123	91.1	138	91.4	131	88.5
Vacant housing units	12	8.9	13	9.4	17	11.5

Source: US Census

Households

The average household size in 2010 for both the Town and the Village of Madison was less than the average for Madison County overall.

Table 13: Average Household Size			
Year 2010	Village of Madison	Town of Madison	Madison County
Average household size	2.27	2.37	2.46

Source: US Census

A breakdown of the types of people present in the households shows that the Town and Village have fewer households with children under 18 and more households with at least one person 60 years and over.

Table 14: Households with children under 18 and seniors over 60						
2010	Village of Madison		Town of Madison		Madison County	
Total:	131		1,261		27,754	
	Number	Percent	Number	Percent	Number	Percent
Households with one or more people under 18 years:	35	26.7	352	27.9	8,606	31.0
Households with one or more people 60 years and over:	45	34.4	496	39.3	10,010	36.1

Source: US Census

Housing Types

37.2% of the houses in the Town predate 1939; while three-quarters of Village homes are of that vintage. Over 19.3% of housing in the Town was constructed between 1980 and 1989.

All told, 250 mobile homes (single-wide) are present in the Town and Village; proportionally, this ratio of mobile homes to traditional housing is near the median for towns in Madison County. In new manufactured housing, the trend seems to be toward

more doublewide homes, fewer singlewide homes. Between 1999 and 2009, 647 building permits were issued.

Approximately 167 seasonal homes are present which are principally located around Madison Lake and Lake Moraine.

No 'affordable' housing, meant for low-income families or elderly people exist in the Town. Because concentrated housing usually requires at least a public water system such housing would then most likely be built in or near the villages, where there are public systems.

Public Input: According to survey responses the housing type most needed within the Town and Village of Madison is senior housing/ retirement homes.

2.5 LAND USE

While some prime farmland has been developed for commercial use and housing, most new housing has appeared in the hills and on marginal farmland. New housing in the hills has increased traffic and changed traffic patterns on town roads. Strip development continues on Route 12B north of Hamilton to the Town line with Eaton and along Route 20. An industrial park at the airport with water, sewer, cheap electricity and the possibility of a gas line has promise.

Little developable land remains around Madison Lake and Lake Moraine. Conversion of seasonal cottages to year-round homes, coupled with small lot size, creates a concern on water quality.

While Madison does not face rapid growth, it is important for Madison to work cooperatively with Hamilton Village and the Town of Eaton to manage industrial and commercial development along Route 12B north of Hamilton, and work as well with Madison Village to encourage appropriate development along Route 20 for antiquing, tourism and other activities.

At a macro level land use can be understood by property class. The dominant land uses in the Town are agriculture and residential. These two uses are scattered throughout the Town and not concentrated in any one area. Commercial uses are found predominantly west and east of Rt. 20 and around the Village of Hamilton.

Public Input: Respondents preferred community centers with housing and other uses mixed in as these types of images scored positively while images of subdivisions scored negatively. Moreover, participants ranked strip malls and chain store development with large parking lots and signs the absolute lowest for what was appropriate for the Town of Madison. Moreover, many expressed concern over the way new commercial development has been occurring in the Town which as the previous section stated as been occurring away from community centers. Some respondents indicated having mobility issues when the automobile is the only way to get around.

Refer to Map 4: Land Use (by property class)

2.6 AGRICULTURE

Farming in Madison is changing as it always has changed. Once important cash crops like hops, peas and beans have gone. Dairying grew with mechanization, refrigeration, transportation and the scientific breeding of Holsteins; it is shrinking from a cost-price squeeze on milk, veal and beef, among other factors. Pastureland is already reverting to scrub apple growth, then to forests of native trees. Farmers tend to grow more of their own protein for cattle feed. Most farms raise increasing amounts of corn while the production of other grain diminishes. Exclusive production of corn and hay imply heavy use of fertilizers and chemicals to control pests and disease.

In Madison County, milk earns 79% of agricultural income, while sale of calves, cull cows and other livestock adds 8%. Vegetables, field crops, fruit and greenhouse production and other products bring the remaining 13% (significantly lower in our town, most County production is in the muck lands.). There are about 43 farms in the Town, principally dairy farms. These farms are supported by farm supply, feed fertilizer and spray service businesses. Following a national trend, as the number of farms decreases, individual operations increase in size, while most of the desirable farmland remains in crop production. The number, size and distribution of supporting businesses (machinery, feed stores, milk hauling, etc.) mirror these changes.

The pressure on dairying will bring about other uses of farmland such as different crops and livestock. Larger farm units tend toward increasing concentration of animals. Such concentration can affect water quality (drinking and runoff) and, at some point, damage to the soil.

Agricultural Districts

Madison County is currently composed of 13 Agricultural Districts. County wide, 154,672 acres (or 241.6 square miles) are in an Agricultural District which is equal to 35.5% of the land in Madison County. The participating land owners within the Town of Madison belong to three Agricultural Districts: 5, 8, and 13. Combined the land in these three Agricultural Districts is equal to 7,622 acres (or 11.9 square miles) which is 28.9% of the land in the Town of Madison. The majority of participating landowners belong to Agricultural District 13. To help understand the trends of agriculture in the Town of Madison, it is interesting to note that from 1995 to 2009 the number of farms belonging to Agricultural District 13 in the Town of Madison dropped from 6,398 acres to 6,341 and the number of farms participating dropped from 28 to 21. Similar trends have been seen throughout the County largely due to farmers experiencing a decrease in gross sales and an increase in capital expenditures.

Madison County Planning Department has been working with NYS Department of Agriculture & Markets on a consolidation effort to move from 13 districts to 4 districts. The four districts will be based on Town boundaries to allow for a more coherent division. Consolidation for the Town of Madison will begin 2011-2012. When finalized, all participating landowners in the Town of Madison will be in Agricultural District 1.

Refer to Map 5: Agricultural Districts

Prime Farmland

The United State Department of Agriculture (USDA) developed a database of prime soils. This list of prime soils is very exclusive as they represent the absolute best, deep, fertile, non-erosive, and generally do not require artificial drainage, irrigation or other measures in order to farm on them. Prime soils are found throughout the Town of Madison with one of the heaviest concentrations found north and south of Route 20 near Bouckville.

Refer to Map 6: Prime Soils

Public Input: Respondents indicated time and time again that “rural” was one of the key strengths in the Town of Madison. In fact, nearly 50% of respondents said the top reason that they live in the Town of Madison is because of their “desire to live surrounded by rural countryside.”

2.7 NATURAL RESOURCES AND ENVIRONMENT

Watersheds

The Town of Madison is divided into two watersheds. A watershed is all the land that contributes surface water runoff to a body of water. The Village of Madison, the Hamlet of Solsville, Madison Lake, and the northern part of the Town lie in the Mohawk River Drainage Basin. The water that runs off in this area makes it way into to Oriskany Creek which drains into the Mohawk River and then into the Hudson River before entering the Atlantic Ocean.

The remaining part of the Town, including the Hamlet of Bouckville and Lake Moraine, lies in the Susquehanna River Drainage Basin. This water ultimately ends up in the Atlantic Ocean via the Chesapeake Bay.

Lakes and Creeks

Madison Lake and Lake Moraine, together with the Chenango Canal/Oriskany Creek corridor are resources to be treasured for their beauty, recreation and fishing. Two former ponds, now with broken dams, (Lyons Pond and Solsville) could have recreational uses.

Table 15: Lakes in the Town of Madison			
Waterbody	Area (acres)	Max Depth	Fish Species
Lake Moraine	268	46	Largemouth Bass, Smallmouth Bass, Bullhead, Crappie, Yellow Perch, Pickerel
Madison Lake	67	75	Largemouth Bass, Smallmouth Bass, Bullhead, Pickerel

Wetlands

Wetlands, sometimes called swamps, marshes, or bogs, are areas saturated by surface or ground water sufficient to support distinctive vegetation adapted for life in saturated soil conditions. Wetlands serve many functions including as natural habitat for many species

of plants and animals and as places that absorb the forces of flood. The Town of Madison has 1,234 acres (or 1.93 square miles) of wetlands that are listed on the Natural Waters Inventory (NWI) as designated by the U.S. Fish and Wildlife Services.

Dams

New York State Department of Environmental Conservation (DEC) operates 11 dams in the Town of Madison. A proposal, currently inactive, by Soil Conservation Service and Army Corps of Engineers to relieve downstream flooding by re-damming Oriskany Creek at Solsville is opposed by Department of Environmental Conservation (DEC).

Table 16: NYS DEC Dams in the Town of Madison	
#	Type of Hazard posed by Dam
6	Low Hazard - Dam failure can only damage isolated farm buildings, vacant land, or rural roads.
2	Moderate Hazard - Dam failure can damage homes, major roads, minor railroads, or interrupt use or service of relatively important public utilities.
1	High Hazard - Dam failure can cause loss of life, serious damage to homes, industrial or commercial buildings, important public utilities, main highways and railroads.
2	No Hazard - Dam not built, or is breached, or failed to the extent that it no longer functions as a dam. Structure impounds no normal pool, and it does not unduly impede the flow of water.

Refer to Map 7: Water Resources

FEMA Flood Zones

The north and southwest corners of the Town have areas that are within the 100 year-flood zone (Zone A or Zone A1-30). This means these areas have a 1% chance of flooding every year. The rest of the Town consists of areas that receive minimum flooding (Zone C).

Table 17: FEMA Flood Zone Definitions	
Flood Zone Category	Definition
Flood Zone A	Areas of 100-year flood; base flood elevations and flood hazards factors not determined.
Flood Zone A1-A30	Areas of 100-year flood; base flood elevations and flood hazard factors determined.
Flood Zone C	Areas of minimal flooding.

Refer to Map 8: FEMA Flood Zones

Please note that this map is based on the best available data. In order to determine if a specific property is located near or in a flood zone an official FEMA map should be used.

Forest

As noted previously, pastureland and marginal farmland is slowly reverting to forest. This has led to an increase in wildlife, notably deer and turkey, perhaps to be followed by predatory animals. A few properties have been characterized as hunting camps, but non-residents who hunt and fish here have little impact on the economy. However, unlike many areas in the southern part of Madison County, the Town of Madison does not have any State designated land, reforestation areas or parks.

Refer to Map 9: Tree Cover

Bedrock Geology

The bedrock geology in the Town of Madison consists of three major formations: Marcellus Formation, Panther Mountain Formation, and Skaneateles Formation.

Refer to Map 10: Bedrock Geology

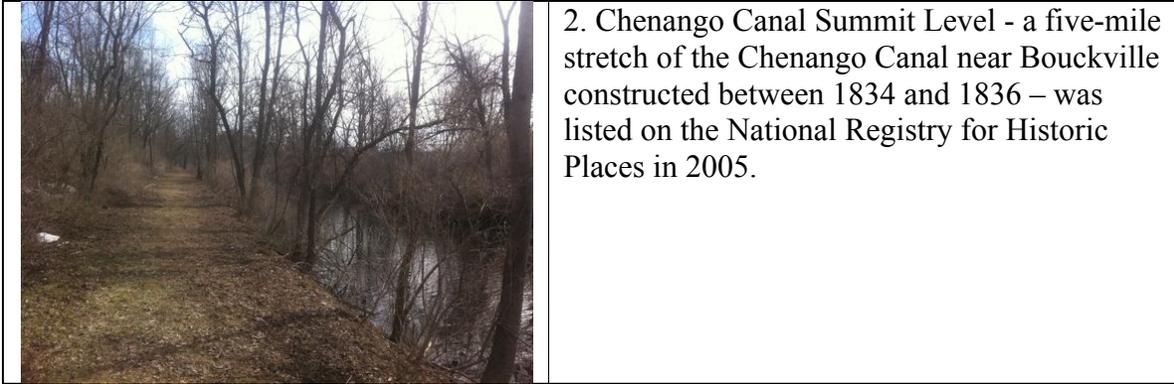
2.8 HISTORIC RESOURCES

National Register of Historic Places

The National Register of Historic Places is the official list of the Nation's historic places worthy of preservation. The National Register of Historic Places is overseen by the National Park Service and is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

There are 78 places in Madison County on the National Register for Historic Places and two of them are in the Town of Madison.

	<p>1. Coolidge Stores Building, which is also known as the Landmark Tavern, is off Rt. 20 in Bouckville. This building was listed on the Historic Registry in 2001. It was built in 1851; one of the building's defining features is its cobblestone architecture.</p>
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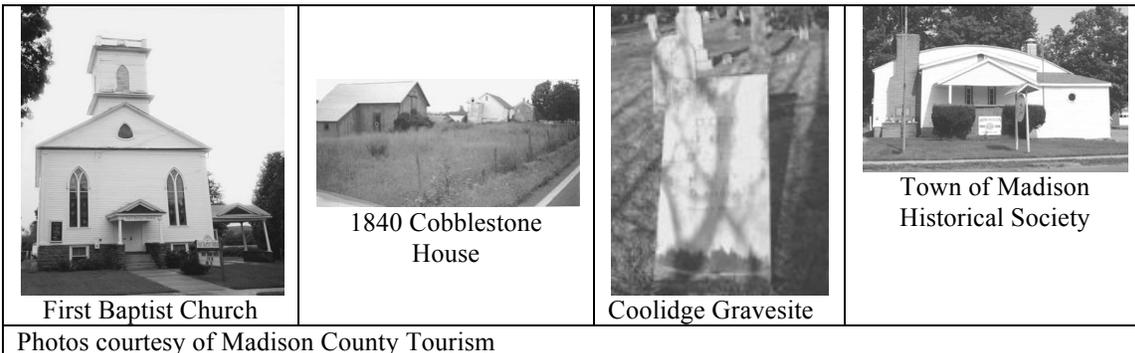


Public Input: 100% of respondents to the survey either agreed or strongly agreed that “new retail and commercial development should reflect and promote community character.” Moreover, when asked what would be the top reason to move out of the Town of Madison the majority said a “loss of small town community character.”

Madison County Bicentennial Trails

To celebrate its bicentennial, Madison County received funding to develop and designate four trails to commemorate and promote important historical buildings and features of our rural landscape. The four trails opened in 2006 and include several places within the Town of Madison:

- 1) Madison County Architecture and Preservation Trail – First Baptist Church in the Town of Madison is one of these sites. The church was built in 1833.
- 2) Madison County Freedom Trail – No sites present in the Town of Madison.
- 3) Madison County History Trail – Sites include the Chenango Canal Cottage and Towpath and the Town of Madison Historical Society.
- 4) Madison County Hops Trail – Sites include 1840 Cobblestone House, Barn and Kiln; Coolidge Gravesite; Coolidge Hop Farm; Chenango Canal Cottage Museum; and Ye Olde Landmark Tavern Museum. The fact that the Town of Madison is the location of 5 of the 21 Hop Heritage sites could be significant as Madison County is currently working to reestablish the hops industry as hops were once a key cash crop in the area.



5) Madison County Bicentennial Barns – While not one of the trials, Madison County also designated sixteen barns as part of the bicentennial. The one located in the Town of Madison is located off 12B in Bouckville.

2.9 RECREATIONAL RESOURCES



1. Madison Lake is a 67-acre lake. Located on the east side of the lake is Town of Madison Park. It is owned by the Town of Madison and is approximately 20 acres. It has a basketball court, playground equipment, swimming area, and pavilions with picnic tables. Both the lake and park are limited to use by residents of the Town.



Photo courtesy of Lake Moraine Association

2. Lake Moraine is a 268-acre lake and has a public launch site. It is a popular place for ice fishing in the winter. The Lake Moraine Association has developed a Long Range Plan to maintain and improve water quality of the lake. White Eagle has commercial beach facilities. DEC stocks fish in Lake Moraine.



3. The Chenango Canal Towpath Trail is maintained by Chenango Canal Association. It provides a natural (unpaved) trail connection from the Hamlet of Bouckville to the Village of Hamilton and is approximately 7 miles. Signage advertising the trail can be seen from Route 20 in Bouckville. An overlook deck has been constructed along the trail on the south side of Route 20 in Bouckville. Picnic tables have also been placed along the trail. It is a popular place to fish for wild Brown Trout.

The public lands in the Town of Madison are concentrated in and around the Village of Madison with most being owned around Madison Lake. The public lands are all owned at the local level (i.e. either by a village, the Town or the County). Unlike many of the other towns located in southern Madison County, there are no state lands in the Town of Madison. There is no federally owned land in the Town.

Public Input: The most identified opportunity in the SWOT analysis was “recreation.” The people in the Town of Madison treasure the recreational amenities they currently have but many find them underutilized. Overall, there was also a clear trend among the top ranked images that agriculture/ rural landscape and recreational amenities were the most preferred development for the future of the Town of Madison. In fact, the number 1 ranked image in the visual preference survey was of an open, undeveloped Lake similar to Lake Madison. A majority believes that there are not enough park/recreational opportunities for youth (12 and younger) and teenagers. While respondents were interested in promoting parks, there was even a stronger support for trail development especially for hiking and biking.

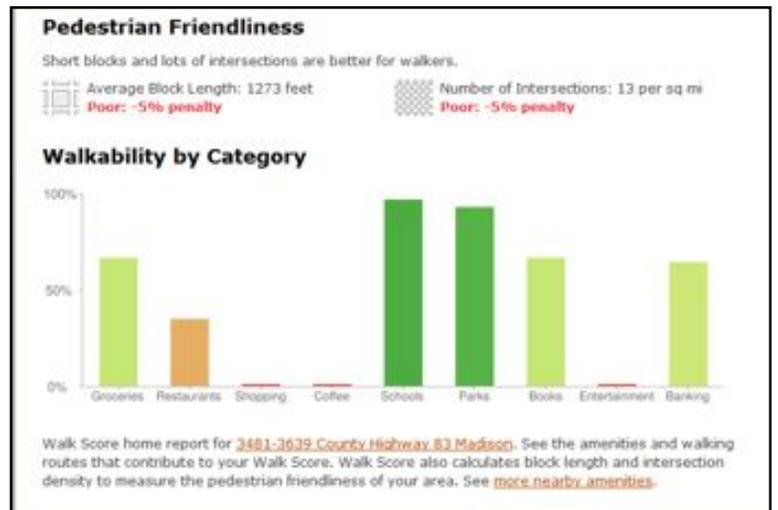
Refer to Map 11: Recreational Resources

2.10 MULTI MODAL TRANSPORTATION

Walk ability

Walkscore is a tool used to gage the “walks ability” of an address or community. It can be accessed online at walkscore.com. The Village of Madison received a score of 36 out of 100 which means that it is categorized as “car dependent.” One of the reasons for this score was large average block lengths (1,273 feet) and low number of intersections (13 per square mile). The score is largely based on proximity to various amenities. The Village of Madison scores high in the “schools” and “parks” categories but its score suffers in the “shopping,” “coffee,” and “entertainment” categories.

Walk ability in the Town of Madison:



Walk Score	Description
90-100	Walker's Paradise — Daily errands do not require a car.
70-89	Very Walkable — Most errands can be accomplished on foot.
50-69	Somewhat Walkable — Some amenities within walking distance.
25-49	Car-Dependent — A few amenities within walking distance.
0-24	Car-Dependent — Almost all errands require a car.

Public Input: Of the three community centers (the Village of Madison, Hamlet of Solsville, and Hamlet of Bouckville), the Hamlet of Solsville is the one where respondents indicated that they walk the least and where the highest portion marked strongly disagree or disagree that they enjoyed walking there.

Biking

The Chenango Canal Towpath Trail is approximately 7 miles and links the Hamlet of Bouckville to the Village of Madison County. It is a flat, unpaved trail that can be used by bicyclists.

Large road shoulders along Route 20 provide for bicyclist to traverse east to west through the Town.

Public transportation

Madison Transit System (MTS) operated by the Madison County Planning Department and serviced by Birnie Bus, Inc currently links Madison and Bouckville with points South, West and North. However, Madison County is currently working to overhaul the system. The *Coordinated Public Transit Human Services Transportation Plan Madison County, New York May 2010* was developed by the Madison County Planning Department with the primary goals to update the routes and create a more coordinated system.

Public Input: The survey indicated that people desire mobility options. 26% of respondents “always,” “occasionally” or “once or twice” have difficulty getting places because they cannot drive. Very few are using public transportation but 50% are using a bike “often,” “occasionally” or “once or twice.” 91.9% agree or strongly agree when asked if they supported more biking trails. In fact, the majority 54.1% indicated that they strongly agreed.

2.11 INFRASTRUCTURE:

Economic growth follows established corridors, but public utility lines, planned or in place, can encourage growth that best suits the community. To that end, extension of water mains from villages for consumption and fire protection should be encouraged.

Education: Madison Central School has a student population of 484 K-12 students and 290 school families. A nearby technical college has the ability to train workers or a workforce. A liberal arts college adds depth in many academic specialties.

Airport: Hamilton Municipal Airport off Route 12B has a 5016' runway which easily accommodates aircraft up to medium size jets. It offers fuel and maintenance service and flight instruction.

Airport Industrial Park: Highway access to the park as well as part of the park itself lies within the Town. It is part of the Village of Hamilton, which is running water, sewer and low cost electric utility lines to the site.

Sewage: Sewage is treated by septic systems. Population density does not require a public sewer system. Effluent discharge does have an impact on the lakes. Hamilton's municipal plant will serve the airport.

Communications: Served by Verizon and AT&T for standard telephone and cell phone services. Local access to the internet is available through a commercial service.

Cable Television: Two providers serve most of the Town.

Electric Service: Provided by NYSEG and by the Oneida-Madison Electric Coop. The Co-op provides low cost electricity to its service areas; it has access to industrial development funds and under some circumstances can also service light industry outside its existing service areas. NYSEG offers special rates to heavy users. Hamilton's municipal power will serve the airport.

Natural gas: No natural gas is available now although a major pipeline transits the town.

Public water: The Madison Village water system obtains its supply from outside the village and delivers water to some areas outside the Village.

Fire protection: Madison Village is a Fire District with its own fire department. The Town contracts for service in Fire Protection Districts from Madison (Village) and Hamilton (Village) fire departments. Both departments have members who live in the Town of Madison.

Ambulance service: Primarily from the Madison Fire Department. SOMAC also serves the Town on request.

Wind Farms: The rural landscape and the potential for a high annual energy output make Madison a prime spot for wind energy. There are currently two wind farms in the Town of Madison:

- The Madison Wind Farm, the first commercial wind farm constructed in New York State, consists of seven wind turbines constructed on the Stone and Mason farms off Stone Road.
- The Munnsville Wind Farm has 23 wind turbines, five of which are in Madison.

It is likely that the Town of Madison will continue to attract wind energy projects. The Upland Wind Farm, a project of Horizon Wind Energy, is in preliminary planning stages for the southeast corner of the Town.

Streetscape: Sidewalks go north/south and east/west in the Village of Madison and for the most part line both sides of Rt 20 (Main Street) and County Rd 41/County Rd 83 (North St./South St). The Village of Madison also has banners located on several poles lining Rt 20 (Main Street). There are no sidewalks in the Hamlet of Bouckville or the Hamlet of Solsville at this time.

Solid Waste Disposal and Recycling: Solid waste is collected and taken to the landfill located on Buyea Road in the Town of Lincoln operated by Madison County. Recyclables such as paper, glass, and aluminum are also taken here.

2.12 LOCAL GOVERNMENT

Structure

Madison Village has a Mayor and Board of Trustees. The Town is governed by an elected Supervisor and four-member Town Board. Town services include enacting and enforcing local regulations, tax assessment and collection, administrative services of a Town Clerk, a Justice Court with two Justices, a highway department and fire protection through special districts.

Staggered terms provide continuity for the Town Board; qualifications of appointees (e.g., assessor, codes enforcement) are carefully examined. Leaders of volunteer fire and rescue services are scrupulously selected and trained. Clerk, Justice and Highway Superintendent jobs are increasingly technical and complex. People in special districts are taxed to provide specific services to those districts, e.g., water, fire protection, street lighting and, for Lake Moraine, water quality and weed control. The Town rents office space from Madison Village. A website has recently been developed for the Town of Madison and can be accessed: <http://townofmadisonny.org/home.html>

Madison Village carries out limited functions. It oversees taxes, a fire department, a water district and a street lighting district. Such limited functions are understandable, given the small population. The Village does not its own website but does maintain a facebook page to interact with and provide resources for the community.

The State encourages consolidation of small government services, as in a Village/Town, in the interest of simplicity, efficiency and cost-saving. Some functions are shared now. Tax billing is done at the County. The assessors and codes enforcement officer who work

for us also work for other towns. The highway department has informal cooperative arrangements with the County or with neighboring towns such as Lebanon (often with trepidation over liability.)

Land Use Policies

Currently, the Town of Madison has several Land Use Policies in place including:

- Subdivision Law and Regulations
- Sanitary Ordinances
- Windpower Facility Special Use Permit Regulations

HOW LAND USE POLICIES WORK: The Town Board sets the policy of land use controls by adopting and amending land use regulations. The Planning Board is the overall advisory board and recommends to the Town Board a General Plan, and Subdivision regulations. Under local Subdivision law, it is also responsible for approving subdivisions. The State retains authority for state highways, state parks, forest areas, etc. To avoid conflicts at the local level, the Planning Board coordinates and seeks guidance from County professionals concerning the plans of County, State and Federal agencies. The Town has Subdivision regulations and Site Plan Review law for Commercial and Industrial development and a Codes Enforcement Officer. Madison Village has no land use laws.

Chapter 3: PLAN IMPLEMENTATION

DRAFT ACTION PLAN: In order to protect what we have and to influence change, growth and prosperity in our community, we will work to achieve the goals listed below. The goals in the plan will work towards supporting and implementing the ten principles of smart growth. The ten principles of smart growth are recognized across the country as a way to implement holistic planning that leverages all features of a community (environmental resources, transportation, housing, main streets, etc) in order to maintain vibrant communities and enhance the quality of life for all residents. The identified goals action steps are based on input from previous comprehensive plans, themes discovered from the public input survey, the smart growth principles, and the inventory created with background information, maps, and data.

1. Strengthen and Direct Development Toward Existing Community Centers
2. Mixed Use
3. Take Advantage of Compact Design
4. Create a Range of Housing Opportunities and Choices
5. Create Walkable Communities
6. Foster Distinctive, Attractive Communities with a Strong Sense of Place
7. Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas
8. Provide a Variety of Transportation Options
9. Make Development Decisions Predictable, Fair, and Cost Effective
10. Encourage Community and Stakeholder Collaboration

Goals and Action Steps

Goal 1. Protect water supplies and bodies of water			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
1. Develop on-site waste disposal ordinances with a particular focus around the lakes	1. Identify boundary of which ordinances will apply 2. Draft ordinances and present to the Town Council 3. Hold public hearing 4. Perform SEQR (State Environmental Quality Review) 5. Adopt amendment	Short- range	Town of Madison Planning Board
Goal 2. Extend public water supply to encourage targeted growth and good sanitation			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
1. Create a water district and extend water mains from the Village of Madison towards Bouckville	1. Work with the Village of Madison to determine preliminary project boundary 2. Provide outreach to property owners 3. If project is supported, work with the Madison County Public Health Department to secure funding and implement	Long-range	Town of Madison, Village of Madison, property owners, and Madison County Public Health Department.

Goal 3. Continue to work closely with County and neighboring towns and villages			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
Consolidate functions and services with one or more adjoining towns or to the County		Continual	Town of Madison, Madison County
Work with neighboring towns and villages to ensure borders grow and develop appropriately		Continual	Town of Madison, Madison County Towns of Stockbridge, Eaton, Hamilton and Brookfield, Village of Hamilton, Oneida County Towns of Augusta, Marshall, and Sangerfield
Be open to receive the Village of Madison fire, water and lighting districts if its citizens choose to dissolve the Village of Madison		Continual	Town of Madison, Village of Madison
Goal 4. Encourage appropriate development in designated places throughout the Town			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
1. Develop land use regulations	1. Receive input from other communities to model 2. Draft ordinances and present to the Town Council 3. Hold public	Short-range	Town of Madison Planning Board

	<p>hearing</p> <p>4. Perform SEQR (State Environmental Quality Review)</p> <p>5. Adopt amendment</p>		
Goal 5. Promote existing community centers and community assets			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
1. Establish a “Community Economic Development” Committee	<p>1. Establish vision and potential projects for such a committee such as</p> <p>1) main street development which could include conducting surveys to inform Town about walkability and seniors ability to “age in place”, help seek funding for efforts such a façade improvement program, inventory vacant buildings and their potential uses and 2) Parks and Trails Development which could include identifying high priority lands and connectivity opportunities, develop marketing strategy for existing parks and trails such as through brochures and web page info, and determining</p>	Continual	Town of Madison, community volunteers

	<p>opportunities to enhance current recreational areas.</p> <p>2.Reach out to business owners and private residents to become volunteers on the committee</p> <p>3. Once established, the committee should work with the Town to establish by-laws and list proposed projects</p>		
2. Continue to develop and post resources on the Town of Madison web page	1. Add features such as a community events calendar, parks and trails page, link to Madison County Transit, promote and advertise ag district open enrollment held in October of each year, and the adopted Comprehensive Plan	Continual	Town of Madison
Goal 6. Preserve “right to farm” and promote agricultural landscape			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
1. Identify and seek ways to promote agritourism opportunities such as with the history of Mott’s and the hops industry	1. Convene a meeting with appropriate stakeholders to develop potential possibilities.	Long-range; continual	Madison County Industrial Development Agency, Madison County Planning Department, Madison County Agricultural Economic

Town of Madison Comprehensive Plan

			Development, Town of Madison, Village of Madison, farms and business owners
2. Promote local produce and products	<p>1. Look to develop a farmer’s market location within the Town of Madison</p> <p>2. Promote the use of local produce in Town’s businesses</p>	Short-range; continual	Madison County Agricultural Economic Development, Town of Madison, Village of Madison, farms and business owners
3. Reforest former pastureland with native species	1. Identify resources and information to provide to interested land owners.	Long-range; continual	Town of Madison, Madison County Soil and Water Conservation District
4. Explore land use regulations to protect farmland such as conservation subdivisions and agricultural district overlays	<p>1. Research options and reach out to other communities to learn from their experiences</p> <p>2. If appropriate tools are identified work to implement</p>	Short-range	Town of Madison Planning Board
Goal 7. Promote intergenerational housing options			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
1. Encourage “universal design” concepts for new housing and multi-family housing units to help seniors age in place	<p>1. Research ways to incorporate universal design into new development</p> <p>2. If appropriate tools are identified work to implement</p>	Short-range	Town of Madison, Madison County Office for the Aging
2. Encourage mixed use development	1. Identify all vacant and	Long-range	Town of Madison, Village of Madison

<p>with housing units in community centers, i.e. hamlets and Village</p>	<p>Underutilized sites in hamlets and Village.</p> <p>2. An analysis of each site should be completed; could ask for assistance from Engineer/Architect.</p> <p>3. Determine potential end-users for each site baring in mind potential need for senior housing</p> <p>4. Prioritize list of buildings and make a market strategy</p>		
<p>Goal 8. Review the Comprehensive Plan every ten years and continue to enhance it as a resource for the community</p>			
Activity	Implementation Steps	Time Frame	Stakeholders/ Partners
<p>1. Work with the Village of Madison, to make a combined Comprehensive Plan for the future</p>	<p>1. Designate a Comprehensive Plan Update Committee</p> <p>2. Inventory existing assets and trends of both the Village and Town of Madison</p> <p>3. Engage public input through such tools as a charrette and survey</p> <p>4. Develop a common vision and goals with action steps</p>	<p>Long-range</p>	<p>Town of Madison, Village of Madison</p>

Town of Madison Comprehensive Plan

	5. Adopt plan and post on website for easy public access		
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Appendix B: PUBLIC INPUT SURVEY

With the assistance of the Madison County Planning Department, a public input survey was developed to better understand the community's preferences. The results were used as a driving force behind creating the vision statement for the entire Town of Madison and to help prioritize and establish overarching goals, focusing on what the community would like to see achieved over the next several years. The survey was created using survey monkey and was distributed predominately online through a unique web link. The survey was open for people to take on May 19th and closed on June 30th. The link was posted to the Village of Madison's Facebook page and was announced in several newspaper articles submitted to Madison County Courier, Oneida Daily Dispatch, and the Mid York Weekly. The survey was also distributed at the public input meeting held on June 8th. Overall, 39 surveys were collected. The survey included 4 parts:

- 1) SWOT Analysis to understand:
 - a. Strengths – what are the strengths in the community?
 - b. Weaknesses – what are the weaknesses?
 - c. Opportunities – what are areas of opportunity?
 - d. Threats – what are threats to the community?
- 2) General Questions to understand preferences for:
 - a. Growth and Development
 - b. Business and Industry
 - c. Multi-modal Transportation
 - d. Parks and Trails
 - e. Housing
 - f. Future Priorities
- 3) Vision Statement Creation – A comment box was provided for resident's to share, in their own words, what they believed should be the vision statement for the Town of Madison
- 4) Visual Preference Survey – Using thirty images that showed various development patterns, respondents were asked to rank each image from -5 (lowest) to +5 (highest) based on their preference for the most appropriate type of development for the places within the Town of Madison

Appendix C: PUBLIC INPUT MEETING

The Town of Madison held a Public Input Meeting on June 8, 2011 to obtain community preferences to help update the 2011 Comprehensive Plan. The meeting was held at 7:30 pm at the Madison Firehouse. To advertise the public input meeting a flyer was created and distributed throughout the Town and articles announcing the event were submitted to the Madison County Courier, Oneida Daily Dispatch, and the Mid York Weekly. The meeting was also advertised on the Village of Madison’s Facebook page as well as announced on the marquee outside of the Village Hall.



The flyer announcing the Town of Madison Public Input Meeting to Update the Comprehensive Plan



Overall, thirteen community members attended the meeting as well as several Town officials and Planning Board members. Residents who attended were given a short presentation on the role comprehensive plans play in a community and the importance of community input. Attendees were able to look at and provide feedback on maps and data used to develop the community profile for the Plan. Participants also took the Comprehensive Plan Update Survey which included questions that asked them to evaluate the strengths, weaknesses, opportunities, and threats in the community and complete a short visual preference survey.



Town of Madison Comprehensive Plan

Town of Madison
Aerial Map



Legend

- Village of Madison
- Village of Hamilton
- Town of Madison

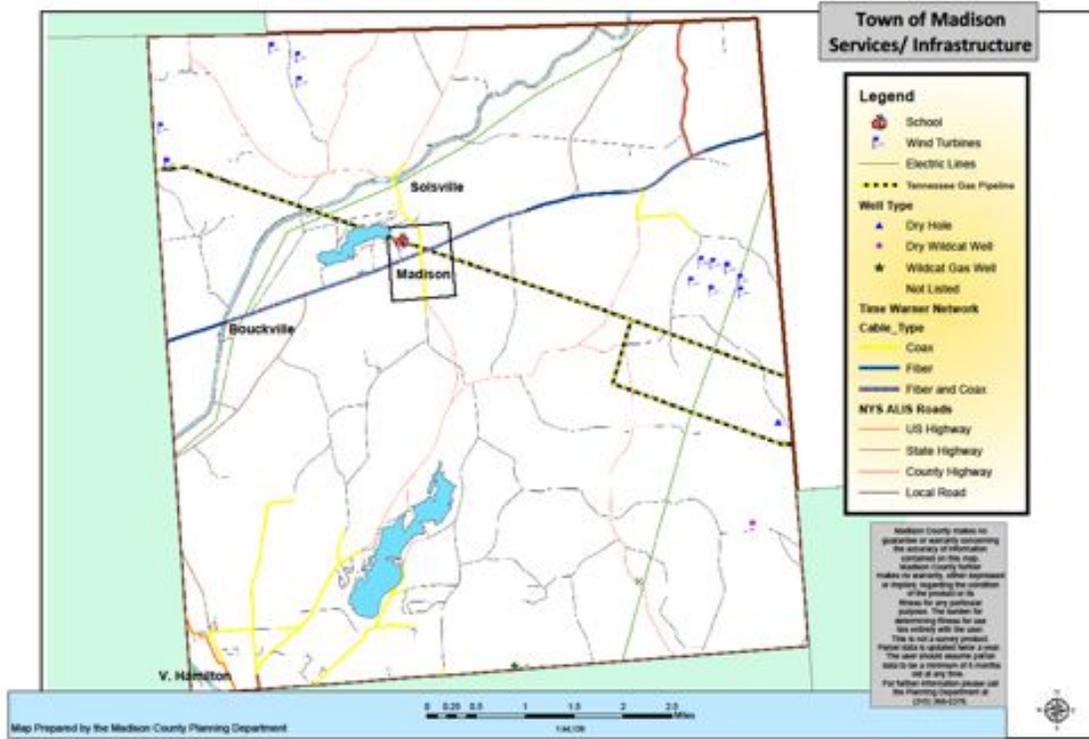
NYS ALIS Roads

Road Type

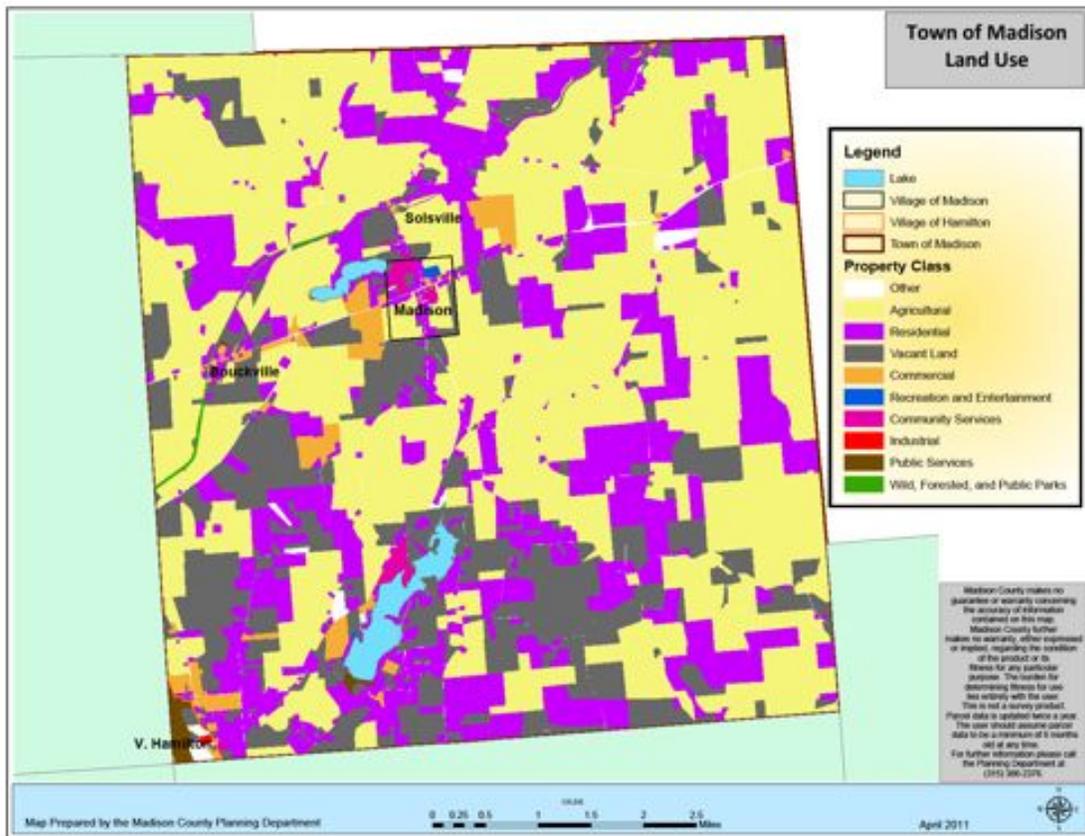
- US Highway
- State Highway
- County Highway
- Local Road

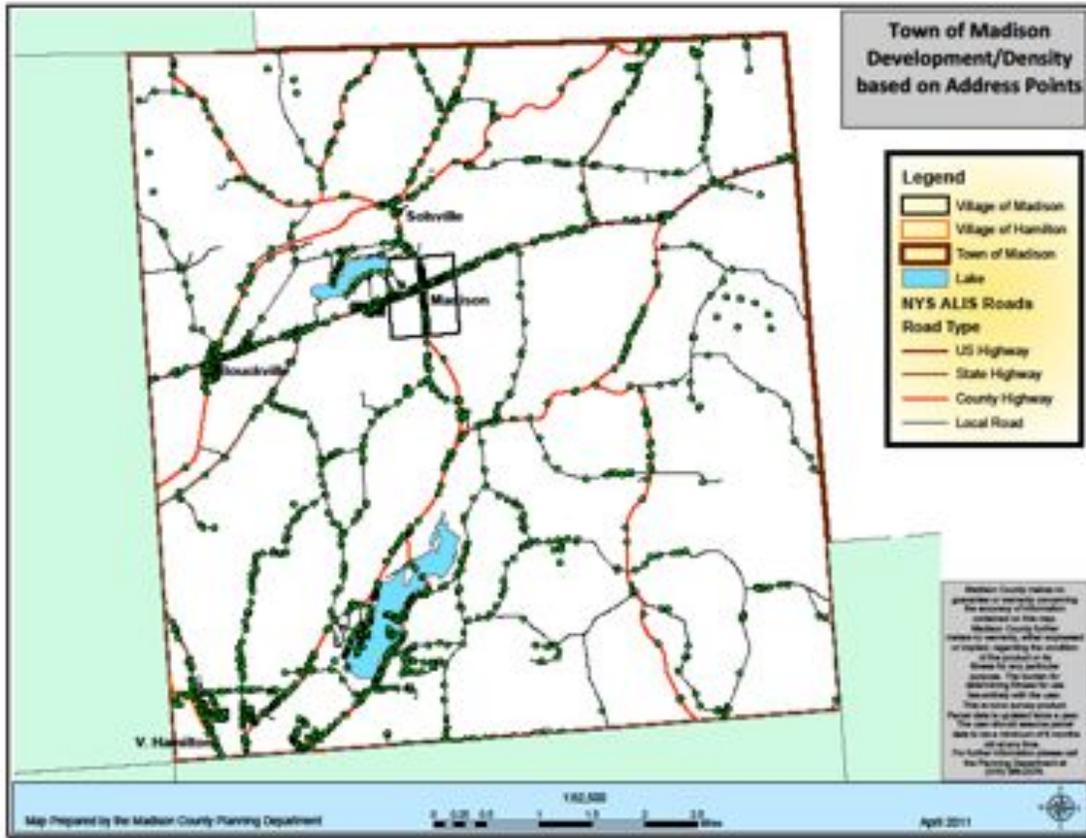
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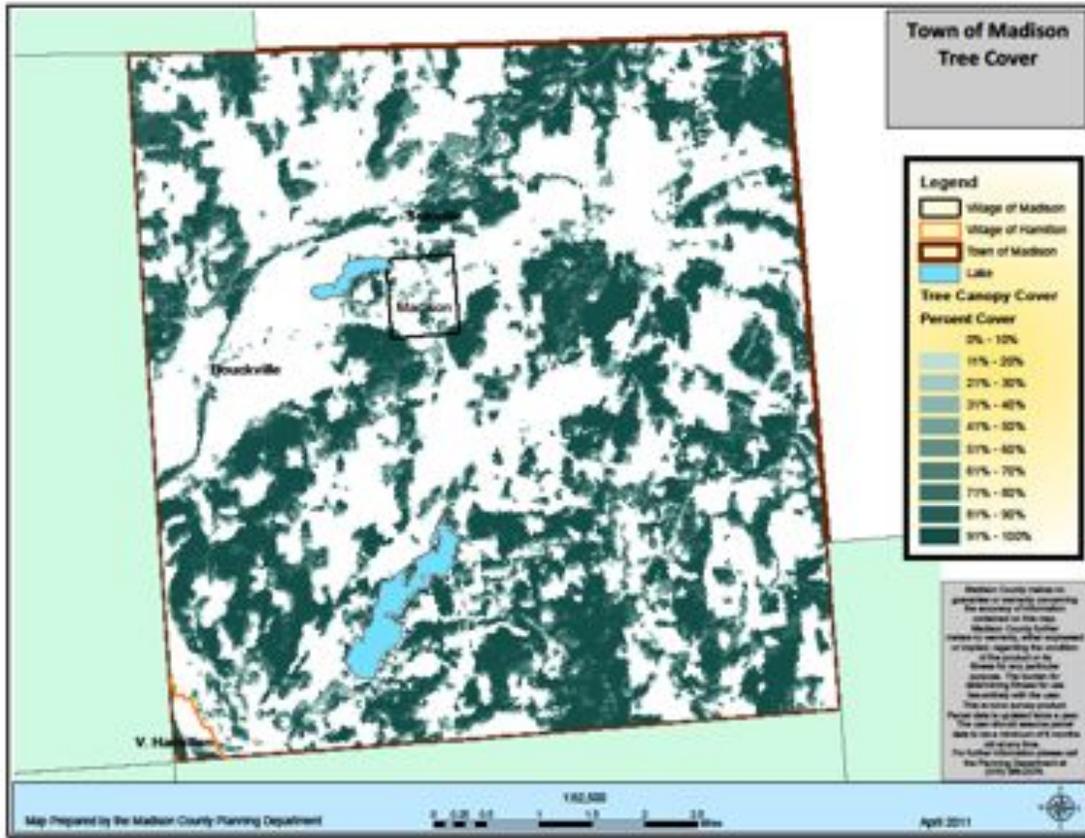




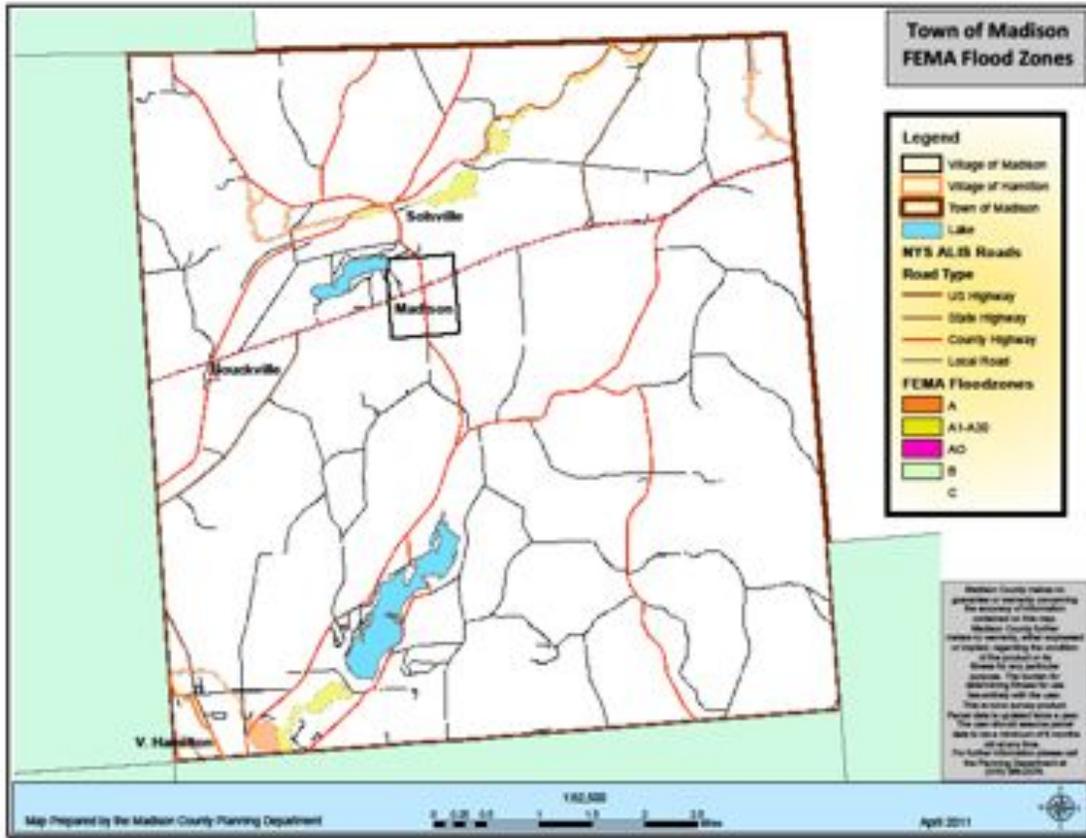
Town of Madison Comprehensive Plan



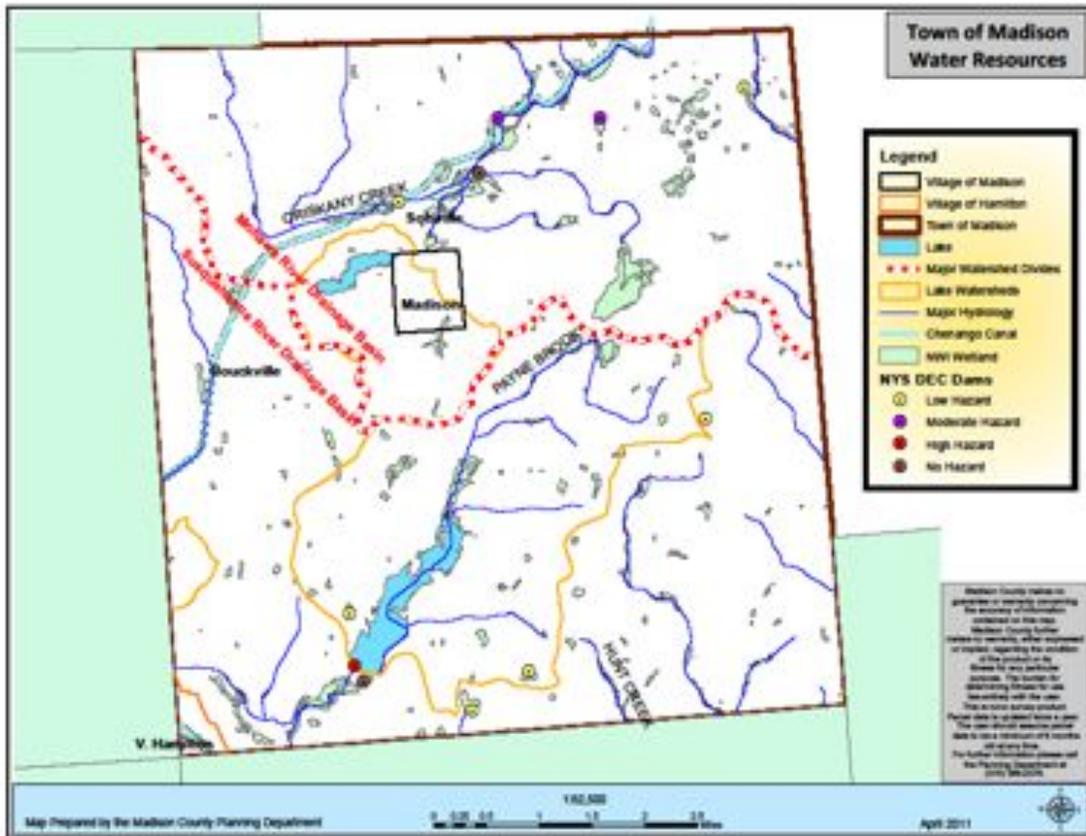


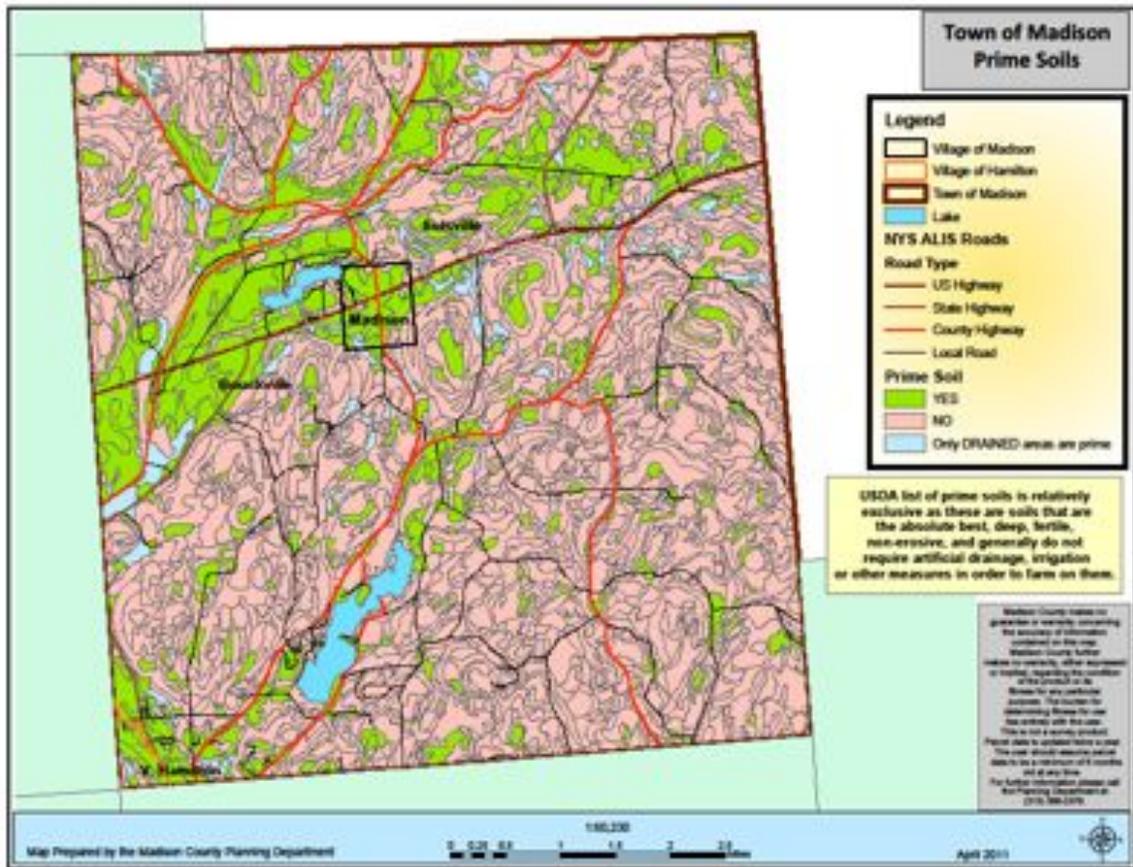


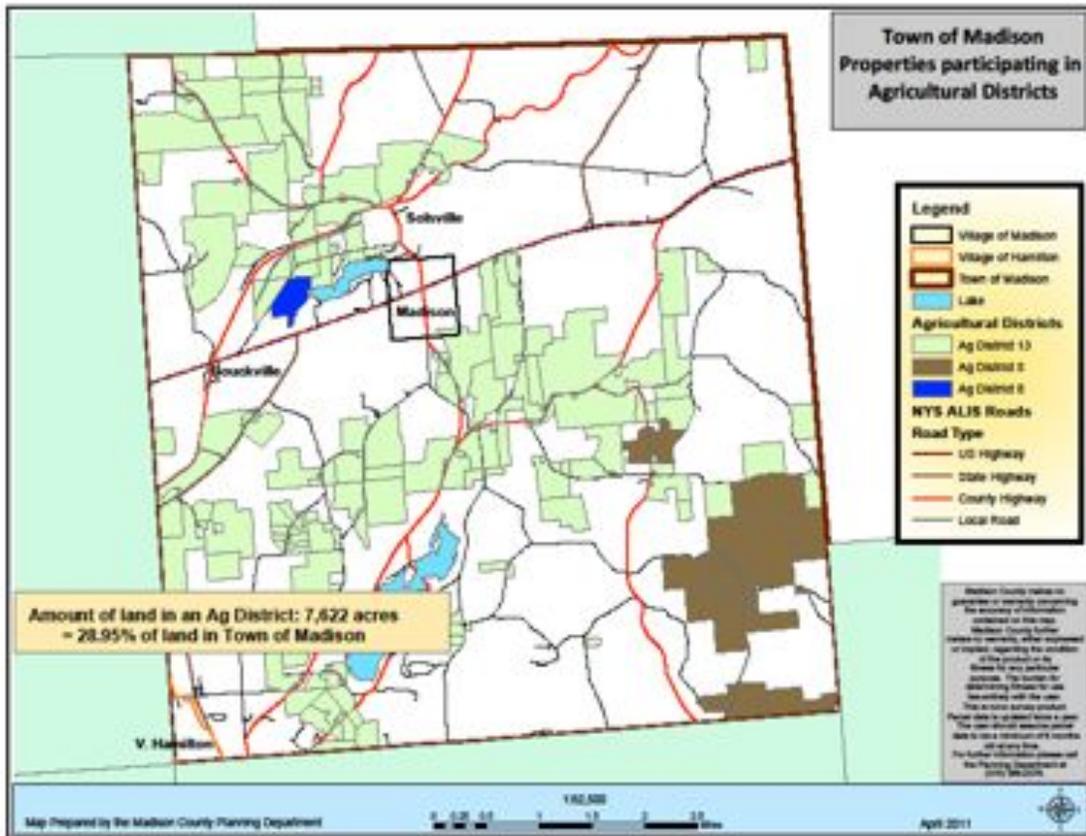
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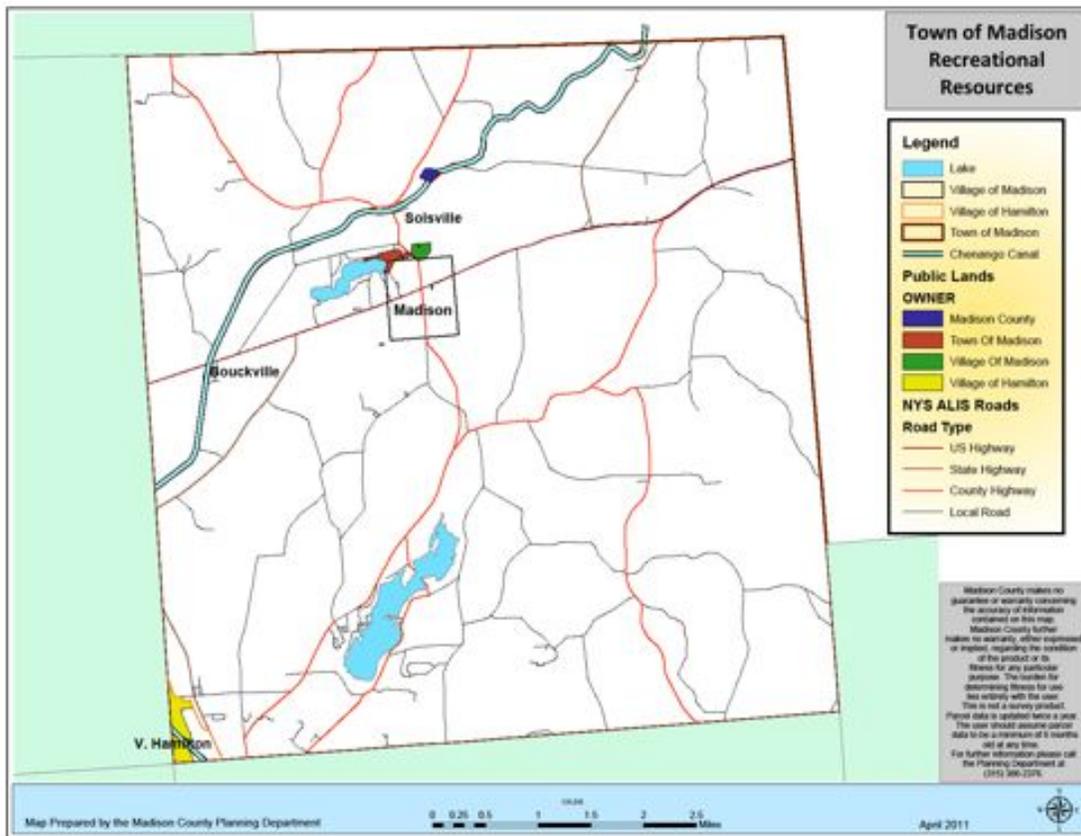
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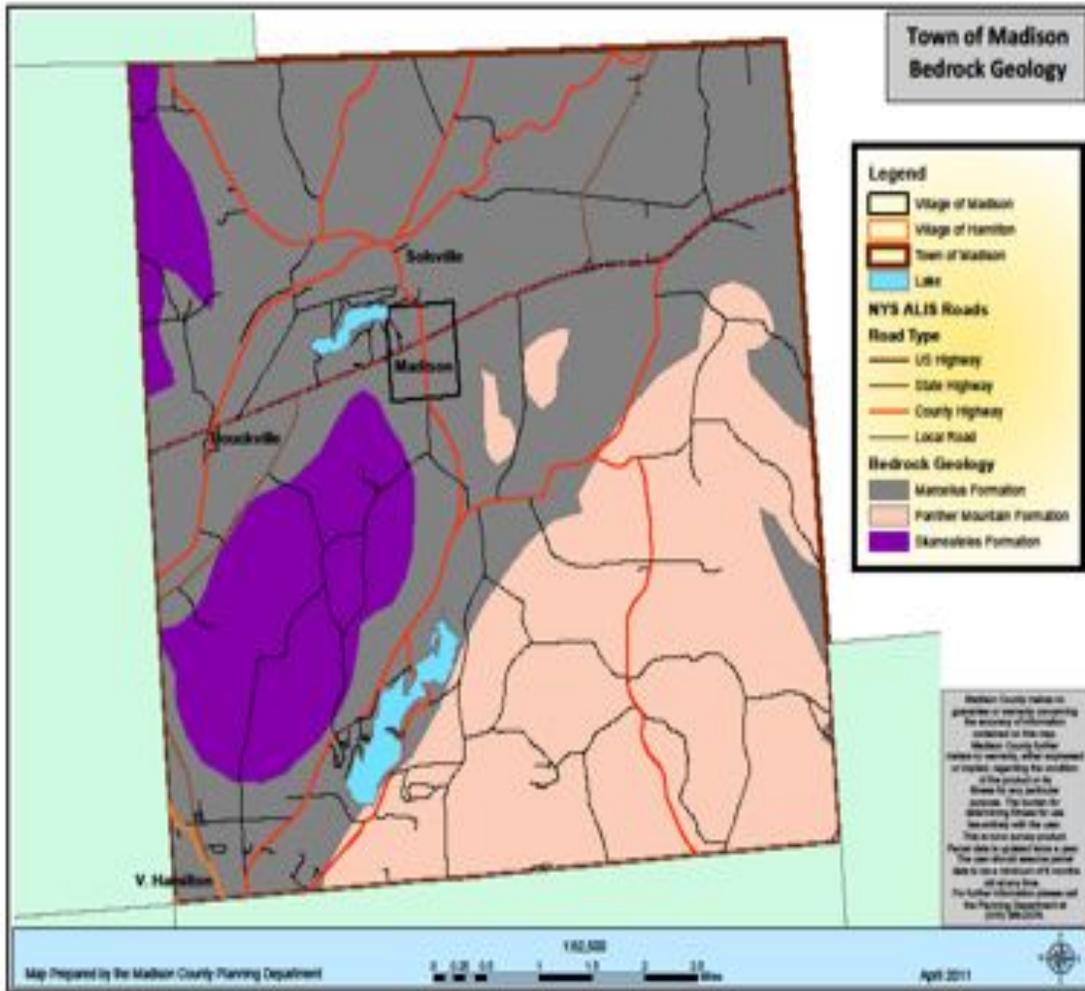


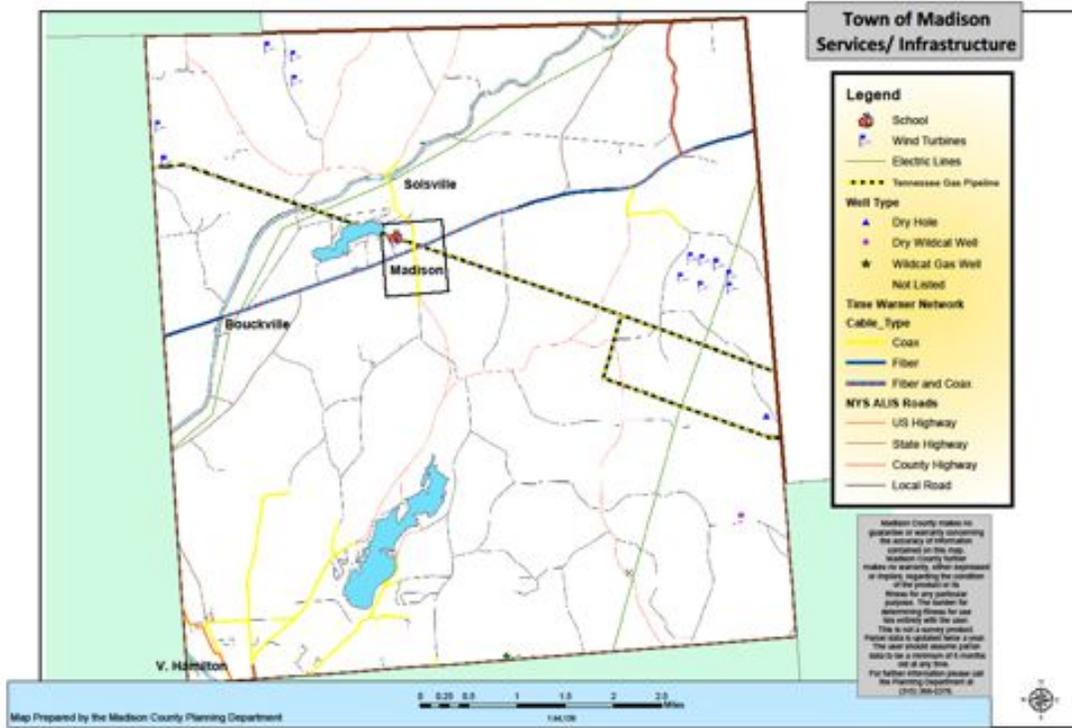




Town of Madison Comprehensive Plan







Appendix D: Survey Results: 2011 Town of Madison Comprehensive Plan Update

Total Respondents: 39

Summary

- Being a rural place is the most identified strength in the Town of Madison, but respondents also indicate that they want the Town of Madison to be more than just a bedroom community or a rural place, but also a place with amenities, attractions, and appropriate development.
- Respondents do not want the Town of Madison to lose its sense of place. They support new growth and development, but they believe it should reflect and promote community character. They believe that it should be directed towards existing developed areas.
- Respondents are supportive of protecting and promoting agriculture; many comments also indicated support for capitalizing on more tourist related activities as well.
- Increasing recreational opportunities was a common theme. Having more greenspace and recreational opportunities in place was selected as most influential for people being more likely to live in the Village or Hamlets. Respondents believe Madison Lake isn't being utilized to its fullest recreational potential. Many agree there are not enough recreational amenities available for children, especially teenagers. Trails were especially indicated as desired. In fact, over 50% strongly agreed that they wanted both more biking and hiking trails. Trails can also provide mobility options.
- Many respondents indicate that they use a bike as a mobility option. Among the two hamlets and the village in the Town of Madison, the Village of Madison was the only one where a majority indicated that they enjoyed walking there.
- Mobility options are also an issue for the people who have grown up here and want to stay here. The ability to age in place was expressed in several places. For instance, the housing type indicated as most needed was retirement homes/senior housing.
- There seems to be confusion regarding land use regulations with people on both sides of the issue.

- Participants ranked strip malls and chain store development with large signs the absolute lowest for what was appropriate for the Town of Madison. While farms and recreational amenities clearly dominated the absolute more preferred images, the images of mixed-use and vibrant main streets also scored in the middle to high.

- **SWOT Analysis**

Strengths	Weaknesses
Rural (11) Small Town (10) Friendly People/ Community (8) Natural Beauty (5) Recreation (5) School (4) Tourism (3) History (3) Services and local government (3) Proximity to Hamilton (2) Windmills (1) Communication (1) Location to other places (1) No zoning (1) Businesses (1) Housing (1) Safe (1)	Need better/ more businesses (8) Lack of planning/codes/zoning (5) No jobs (5) Infrastructure/Services (5) Road conditions (4) Lack of community events/activities (2) Taxes too high (2) Local government (2) Buildings in disrepair (1) Not enough focus on cultural heritage (1) Large highway runs through it (1) Not united (1) People leaving for better prospects (1)
Opportunities	Threats
Recreation/Lake Madison (6) Route 12 B(4) Tourism Destination (4) Route 20 (3) Agriculture (3) Develop local business (3) Wind Turbines (2) Antique Festival (2) Existing businesses (1)	Hydrofracking/ energy development (5) School consolidation (4) Not enough codes, no zoning (3) Over taxation (3) Need more people that will take action (2) Enacting strict zoning (2) Farmers not making enough money (1) Windmills degrading views (1) Minor subdivisions (1) High gas prices (1) Development of vacant land (1) Not working together (1) Lack of security for investment (1) Absentee Landlords (1) Big business (1) Over regulation (1) Road conditions (1) Lack of businesses in community centers (1)

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Livability and Defining the Town of Madison

Nearly 50% of respondents said they live in the Town of Madison because of their “desire to live surrounded by rural countryside” while 28.2% said it was because they were “born and raised in the Town of Madison.”

This corresponds to how respondents perceive the Town: When asked how they would define the Town, 46% said as a “bedroom community (where people live but commute else where for work)” and 43% said as a “rural area.”

However, when asked how the Town of Madison should strive to be in the future, the majority, 37%, said “developed where most or all services can be found in the Village and hamlets” and only 13%, the lowest indicated response, selected a “bedroom community” and only 25% answered “rural area.”

With that said, participants do not want to see the area lose its character. When asked what would be top reason that would cause them to move out of the Town of Madison the majority, 33%, said “loss of small town community character.”

So while participants are open to new growth, people have a preference for what that growth is as indicated in the visual preference portion of the survey. Participants ranked strip malls and chain store development with large signs the absolute lowest for what was appropriate for the Town of Madison. While farms and recreational amenities clearly dominated the absolute more preferred images, the images of mixed-use and vibrant main streets also scored high.

Respondents are concerned about land use regulations with people on both sides of the issue. 20.5% of respondents indicated that “new regulations on land use” would be the top reason to influence them to move. However, it is clear from the many comments written throughout the survey that many also believe that the Town is suffering from not having ways to control growth and development. Based on some of the comments, there also appears to be some confusion on what land use regulations such as zoning really are intended to do. Similarly, there are also several comments expressing concern about the extent to which existing codes are being enforced.

Interestingly, no one selected “recreational resources decline” as the top reason to move, yet, as mentioned above, the top scoring images for what the Town of Madison should be were of a recreational lake, green space, and wooded bicycle trail. This could indicate a desire for more recreational opportunities. Responses to the Parks and Trails section of the survey also support this and are discussed in detail in a later section.

Growth and Development

Among the community centers – Village of Madison, Hamlet of Solsville, and Hamlet of Bouckville - respondents indicate that they are happiest with the way of the Hamlet of Bouckville has been developing:

Hamlet of Bouckville

77% of respondents either agreed or strongly agreed that they were “happy with the way the Hamlet of Bouckville” has been developing. In fact of the three, the Hamlet of Bouckville had the most “strongly agree” with 14%.

Hamlet of Solsville

60% of respondents either agreed or strongly agreed that they were “happy with the way the Hamlet of Solsville” has been developing.

Village of Madison

60% of respondents either agreed or strongly agreed that they were “happy with the way the Village of Madison” has been developing. Unfortunately, the Village of Madison had the largest votes for “strongly disagree” at 11%.

Comments did not indicate why one area was perceived to be growing better than another.

When it came to how areas outside the Village and Hamlets, most concern was on new commercial development.

Rural Areas

69% of respondents agree or strongly agree that they are happy with the way rural areas have been developing within the Town.

New Commercial Development

As mentioned respondents were split when it came to their satisfaction with new commercial development with 51% either marking agree or strongly agree and 49% marking disagree or strongly disagree as to whether they were “happy with the way new commercial and retail development has been developing throughout the Town of Madison.

Several comments mention a decline in storefronts and business and lack of any new development. Many respondents’ comments in this section also centered on the new Madison Marketplace. While some people had comments that indicated support for the project, comments throughout the survey expressed concern about the new development.

Bodies of Water

While the majority, 54% said they agree or strongly agree with being “happy with the way the bodies of waters such as Madison Lake and Lake Moraine have been developing, 46% indicated disagree or strongly disagree.

The only comment to give an indication of why this issue is split mentioned missing an opportunity to make Madison Lake Park into something more family friendly including adding some campsites. The idea to develop more recreational opportunities was found to be supported throughout the survey.

The top ranked image in the visual preference survey was of an open body of water with no development on it.

Future Growth and Development

Respondents overwhelmingly supported each question in this section indicating that they want control over future growth and development.

Once again, respondents indicated that they do not want to lose their unique sense of place. All respondents either chose agree or strongly agree when asked whether “new retail and commercial development should reflect and promote community character.” Again, no one chose disagree or strongly disagree.

91.6% of respondents either agreed or strongly agreed that “open space, farmland, natural beauty, and critical environmental areas should be preserved.”

Similarly, 88.8% of respondents agreed or disagreed that “new development should be targeted and directed toward existing developed areas.”

Even the one with the most mixed response, which asked whether “Neighborhoods should be close to other uses and places such as grocery stores, doctors' offices, and parks?” had 71.4% agree or strongly agree.

Business and Industry

A clearly defined preference is harder to gauge in this section as many people choose more than one answer or wrote in more than one answer in the comment box.

However, the industries ranked highest to lowest:

- | | |
|--|-------|
| 1. Agriculture (farming) | 27% |
| 2. Retail (clothing shop, grocery store, etc) | 18.9% |
| 3. Tourism (agritourism, antiques, etc) | 16.2% |
| 4. Food and Beverage (restaurants, breweries, etc) | 13.5% |
| 5. Health care (long-term care facilities, clinics, etc) | 13.5% |
| 6. Renewable energy (wind turbines, biomass, etc) | 8.1% |
| 7. Professional services (banking, law firms, etc) | 2.7% |

Most comments related to this section said to capitalize further tourism. Also, renewable energy was an area people wrote comments about as well all but one was positive.

Moreover, this is supported by the visual preference survey because the two images of farms were ranked #2 and #3 and an image of the wind farm was the #4 ranked image in the visual preference survey.

Transportation

Some respondents indicate that they have some mobility issues when it comes to getting around. Many are unaware of public transit options while a significant number of people

use a bike as a mobility option. In fact, more respondents ride bikes than rely on rides from others.

14.3% of respondents indicated that “once or twice” they have had difficulty getting somewhere, 8.6% said they “occasionally” have difficulty getting somewhere, and one person said they “always” have difficulty getting somewhere

Only one person indicated that they ride public transportation “often.” Many of the comments indicated that they were unaware of any public transit existing.

50% of respondents indicated that they use a bike either “once or twice” (25%), “occasionally” (17%), or “often” (8%) to get around. The image of biking also ranked high on the visual preference survey. It was rates as the #7 rated image.

39% of respondents indicated that they rely on others for a ride “once or twice” (14%), “occasionally” (22%), or “always” (3%) to get around.

Walkability

Among the hamlets and village, the Hamlet of Solsville is the one where people walk the least and where most respondents indicated that they strongly disagreed or disagreed that they enjoyed walking there.

66% agree or strongly agree that they enjoy walking in and around the Village of Madison. 26% said they never walk there.

45% agree or strongly agree that they enjoy walking in and around the Hamlet of Bouckville. 47% said they never walk there.

26% agree or strongly agree that they enjoy walking in and around the Hamlet of Solsville. 60% said they never walk there.

Not many comments were made in this section, but one said respondent made the comment they feel safe and relaxed when walking in the Village of Madison. Another respondent said that sidewalks are needed in Bouckville.

The visual preference survey indicates that images conducive for people to walk i.e. buildings with shorter setbacks and areas with mixed use (such as ranked images #10 through # 14) were often ranked higher than places harder for people to walk i.e. buildings with large parking lots and no pedestrian infrastructure.

Parks

When it comes to whether there is enough parkland, 43.2% respondents either marked disagree or strongly disagree 45.9% marked agree or disagree. However, the majority,

29.7%, of respondents said disagree. However it is much clearer that the majority does not believe that the parks serve children well.

46% disagree or strongly disagree that “youth (<12) are served well by existing park facilities.”

51.3% disagree or strongly disagree that “teenagers (13-19) are served well by existing park facilities”

More people agree that parks are serving adults well, but the results indicate there could be a need for improvement.

When it comes to whether “adults (<20) are served well by existing park facilities” the results are more split:

40.5% disagree or strongly disagree vs 43.2% agree or strongly agree

The same for whether “seniors are served well by existing park facilities”:

35.1% disagree or strongly disagree vs. 43.2% agree or strongly agree. It is worth noting, however, that this category received the most “not sure” responses.

The interest in recreational amenities is supported by the visual preference survey. The top 10 ranked images show many recreational spaces including a children’s park with a play set (#5 ranked image), people using a greenspace (#6 ranked image), and trails for biking (#7 ranked image).

Trails

When asked whether they would support the development of the following trails on public land, 67.5% disagreed or strongly disagreed that there was enough trails.

Respondents overwhelmingly said support for more trails especially for biking and hiking trails

Biking and hiking trails tied:

91.9% agree or strongly agree when asked if they supported more biking trails. In fact, the majority 54.1% indicated that they strongly agreed. The numbers were exactly the same for hiking trails: 91.9% marking agree or strongly agree that they supported more hiking trails. In fact, the majority 54.1% indicated that they strongly agreed.

Support for other types of trails:

78.4% agree or strongly agree when asked if they support more horseback riding trails.

56.7% agree or strongly agree when asked if they support more snowmobile trails

51.3% agree or strongly agree when asked if they support more cross country ski trails.

51.3% agree or strongly agree when asked if they support more ATV trails.

Several of the comments made in this section indicated that people were unaware of trails in the Town so there may be an opportunity to make people more aware of what does already exist.

Housing

When asked “which type of new housing is most needed in the Town of Madison (including the Village and Hamlets),” the majority, 36%, said “retirement homes/senior housing.”

- 1. Retirement homes/ senior housing 35.1%
- 2. Single Family Homes 16.2%
- 3. Townhomes/duplexes 10.8%
- 4. Apartments 5.4%
- 5. Mobile homes 0.0%
- 6. Not sure 32.4%

Community Centers

While it is clear from the responses and comments that many people prefer to live surrounded by rural countryside, it can be important to understand what would draw people back into the community centers, i.e. the hamlets and villages.

When asked “I would be more likely to live in the Village or Hamlets if the following was in place”

30% said “more greenspace and recreational opportunities were located there”

15% said “more shopping and restaurants were located there”

7% said “more jobs were available”

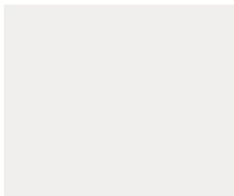
3% said “more housing options were available”

44% said “I already live in the hamlets or village”

Once again, many people have a strong preference for living a rural or suburban lifestyle, but it is clear that there is a significant amount who desire another option. The visual preference survey shows that people do have a preference for housing mixed within a community center. For instances the images ranked #10 through #12 show housing within a vibrant, small community. Interestingly, more people supported this type than subdivision style housing which ranked #15 and #26.

Priorities

These are based on the goals listed in the 1998 Town of Madison Comprehensive Plan



**Strongly
Disagree**

Disagree

Agree

**Strongly
Agree**

**Not
Sure**

Town of Madison Comprehensive Plan

Pave most of the current unpaved roads	10.8% (4)	51.4% (19)	24.3% (9)	8.1% (3)	5.4% (2)
Extend water mains from Village	21.6% (8)	29.7% (11)	21.6% (8)	21.6% (8)	5.4% (2)
Protect water supplies and bodies of water	0.0% (0)	5.4% (2)	27.0% (10)	64.9% (24)	2.7% (1)
Promote delivery of natural gas to heavily populated areas in order to promote development and provide an alternative energy source	29.7% (11)	8.1% (3)	27.0% (10)	18.9% (7)	16.2% (6)
Extend sewer lines from Hamilton north along Route 12 B, East Lake and West Lake Roads	32.4% (12)	24.3% (9)	8.1% (3)	10.8% (4)	24.3% (9)
Seek ways to encourage reforestation of areas such as former pastureland with native species	5.4% (2)	10.8% (4)	51.4% (19)	21.6% (8)	10.8% (4)
Consolidate functions and services with one or more adjoining towns or the County	18.9% (7)	8.1% (3)	37.8% (14)	18.9% (7)	16.2% (6)
Create a water district for	24.3% (9)	16.2% (6)	21.6% (8)	8.1% (3)	29.7% (11)

southern Rt 12
B corridor

Vision Statement

See attached excel sheet to read ideas for the vision statement

Visual Preference Survey

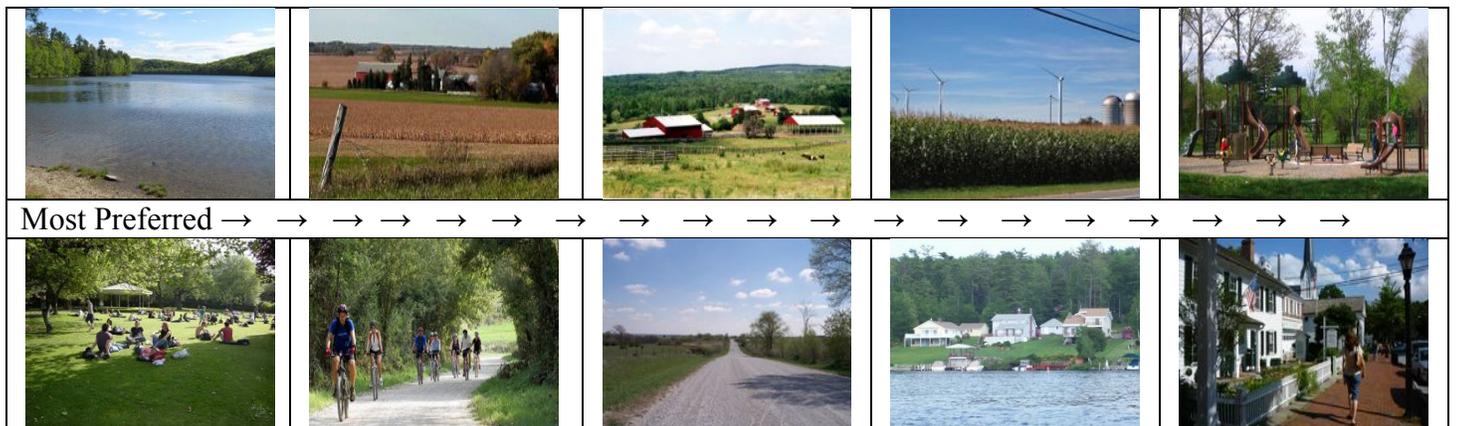
Respondents indicated a clear preference for some types of land uses over others when asked to rank images from -5 (lowest) to +5 (highest) for what is the most appropriate development for the future of the Town of Madison. Agricultural uses including one image with wind turbines and a pristine, undeveloped lake were among the top four ranked imaged images. Also among the top ten ranked images was a clear preference to live in a place with recreational opportunities.

The middle ranked (11-20) images begin to show the type of built space respondents have a preference for. The images show a preference for relatively dense, mixed use development in existing community centers. Many of these images show people out walking, on street parking, sidewalks, and street landscaping. The first negatively ranked image is of a typical cul-de-sac subdivision followed by an image of intersection along a main street with large set backs and no corner stores. Towards the end of the middle ranked images, are a variety of images of pedestrians using different mobility options.

While street landscaping ranked relatively high among respondents, the image of the mural, depicting using space for public art, ranked towards the bottom one third of images.

The images least preferred by respondents for the future development of the Town of Madison were of strip malls, big box stores, subdivisions, mobile homes, and “newer” development that includes typical chain stores with large, bold signage lining the street.

Here are the images, ranked from left to right as the most preferred to the least preferred.



Town of Madison Comprehensive Plan

