

Village of Avon

2017 Comprehensive Plan Update

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Acknowledgments

This Plan represents the culmination of several previous planning efforts spanning many years. The Village would like to thank the community members and municipal representatives that were involved in those prior efforts as well as this one. Their ongoing commitment has ensured the previous efforts did not go unused and that good ideas of the past were not forgotten.

Village Board:

- ▶ Thomas Freeman, Mayor
- ▶ Mark McKeown, Deputy Mayor
- ▶ Robert Hayes, Trustee
- ▶ Timmy Batzel, Trustee
- ▶ William Zhe, Trustee

Comprehensive Plan Team:

- ▶ Ken Greenwood, Chairman
- ▶ Robert Hayes
- ▶ Marnie Baker
- ▶ Marilyn Borkhuis
- ▶ Bonnie Taylor-Davis
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Maps & GIS Provided by:
Livingston County Planning

Market Study Provided by:
Urban Advisors, LTD

The Village would like to thank the Comprehensive Plan Team members for the time and energy they dedicated to the planning process, as well as all members of the community and stakeholders who contributed their ideas through the public process to this Plan's vision.

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Introduction

Comprehensive Planning

Plan Purpose

According to Section 7-722 of NYS Village Law, the purpose of a comprehensive plan is to:

“Identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of a village.”

In other words, a comprehensive plan provides an overall framework for future public and private investment in a community. It accomplishes this by articulating an overall vision for the Village as well as a means to achieve that vision.

Once completed, a Comprehensive Plan directly or indirectly informs a number of municipal functions and initiatives. These include, but are not limited to:

- » **Grant acquisitions:** Federal, state, and local funding opportunities have been increasingly tied to a community's Comprehensive Plan. An updated Plan can help make a community more competitive in any grant application processes.

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

- NYS Municipal Law

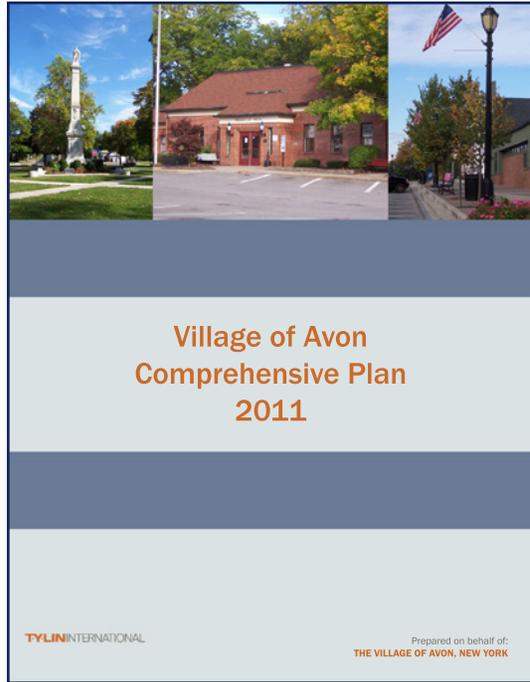
- » **Zoning, subdivision and land development:** A Comprehensive Plan can inform future regulatory changes in a municipality. Over time, regulatory tools such as zoning and design standards should be brought into conformance with the Comprehensive Plan.
- » **Budgeting and capital improvement planning:** The Comprehensive Plan can be used as a tool to help develop a municipality's annual budget. The projects and programs contained in the Plan are often included in the budgeting process to ensure the community's priorities are being considered and addressed.
- » **Cultural and economic development efforts:** An increasing number of

municipalities are beginning to undertake more non-traditional efforts to foster community vitality. Examples include the creation of arts and cultural venues and programming as well as economic development initiatives to reduce commercial vacancies.

Avon's Planning Process

The Village of Avon has a long, successful track record of planning for its future. The Village's last comprehensive planning effort was completed in 2011.

Due to the changing economic climate and development pressures facing the Avon community, the Village felt an update to the 2011 Comprehensive Plan would be necessary to ensure that the Plan accurately reflects Avon's most current conditions and community values.



The Village began the process of updating the 2011 Plan in the winter of 2016. A Comprehensive Plan Team was formed to lead the planning process. This Team consisted of representation from the Village Board, review boards, businesses, and school district. Several members of the Team also contributed to the drafting of the Village's 2011 Plan.

The Team was charged with overseeing the development of an updated vision and plan for the Village of Avon. Priority was placed on developing a plan that was based upon the existing 2011 Plan with current public input and data.

Planning Process Timeline

The planning process for the Village's 2017 Comprehensive Plan Update is outlined below.

DEC 2016	Kick-Off Meeting
FEB 2017	Community Forum
MAR 2017	Public Input Summary
APR 2017	Community Profile
MAY 2017	Policy Framework
JUN 2017	Future Land Use Map
SEPT 2017	Preliminary Plan
OCT 2017	Open House*
OCT 2017	Public Hearing*
NOV 2017	Plan Adoption*

* - Indicates task yet to be completed.

Planning Horizon

The planning horizon is defined by the length of time for which the plan is considered relevant and representative of the community. It also quantifies the length of time necessary to implement a majority of the plan's recommendations.

The planning horizon for this Comprehensive Plan Update is 10 years or to 2027. However, it is recommended that the information contained in this plan be reviewed and updated by the Village on a regular basis or as conditions in the community change.

Commonly Used Acronyms

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

- » **ACS: American Community Survey**
- » **CBD: Central Business District**
- » **CPS: Community Preference Survey**
- » **CCE: Cornell Cooperative Extension**
- » **COMIDA: County of Monroe Industrial Development Agency**
- » **DEC: Department of Environmental Conservation**
- » **DPW: Department of Public Works**
- » **DOT: Department of Transportation**
- » **GFLRPC: Genesee Finger Lakes Regional Planning Council**
- » **GTC: Genesee Transportation Council**
- » **GVC: Genesee Valley Conservancy**
- » **LC: Livingston County**
- » **NYS: New York State**
- » **SEQRA: State Environmental Quality Review Act**
- » **SUNY: State University of New York**
- » **US: United States**

Public Input Summary

Community Forum

In an effort to ensure that this Comprehensive Plan Update reflected the most current values and concerns of the public, opportunities were provided for residents and stakeholders to participate in the development of the Plan's content. A Community Forum was held in the first phase of the project to solicit input from the general public.

The Community Forum was held in February of 2017, at Village Hall. Attendees of the Forum were provided with a brief overview of the comprehensive planning process and current demographic and market trends.

Members of the audience were also asked to participate in a visual Community Preference Survey (CPS). The CPS asked attendees to rate a series of images showing various development styles from most desirable (score of 9) to least desirable (score of 0). The array of images on the following page provides examples of the higher and lower scoring images for the Village by development category.



The purpose of the CPS was to help identify the Village's preferred development character and application of design elements such as landscaping, signage, and architecture. A complete summary of the CPS results can be found in the Appendix.

In addition to the CPS, attendees of the Community Forum were asked to participate in a future land use visioning exercise. The room was divided into three groups each with an oversize aerial map of the Village. Discussion within each group was facilitated by a member of the consultant team.

Residents in each group were asked to identify areas on the map where future development would be appropriate and what it should look like. The types of development (residential, commercial, industrial, etc.) were noted with land use character stickers. Open space, farmland, and recreation areas were also identified, in addition to specific roadways where improved pedestrian and bicycle connectivity is desired.

A composite map of the feedback from the future land use exercise may also be found in the Appendix.

Bad - Low Scoring

Better - Middle Scoring

Best - High Scoring

Single-Family



Multi-Family



Commercial



Streetscapes



Photo Sources: SPG, The Conservation Fund, Urban Advantage, and The Apricity.

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Community Profile

Location

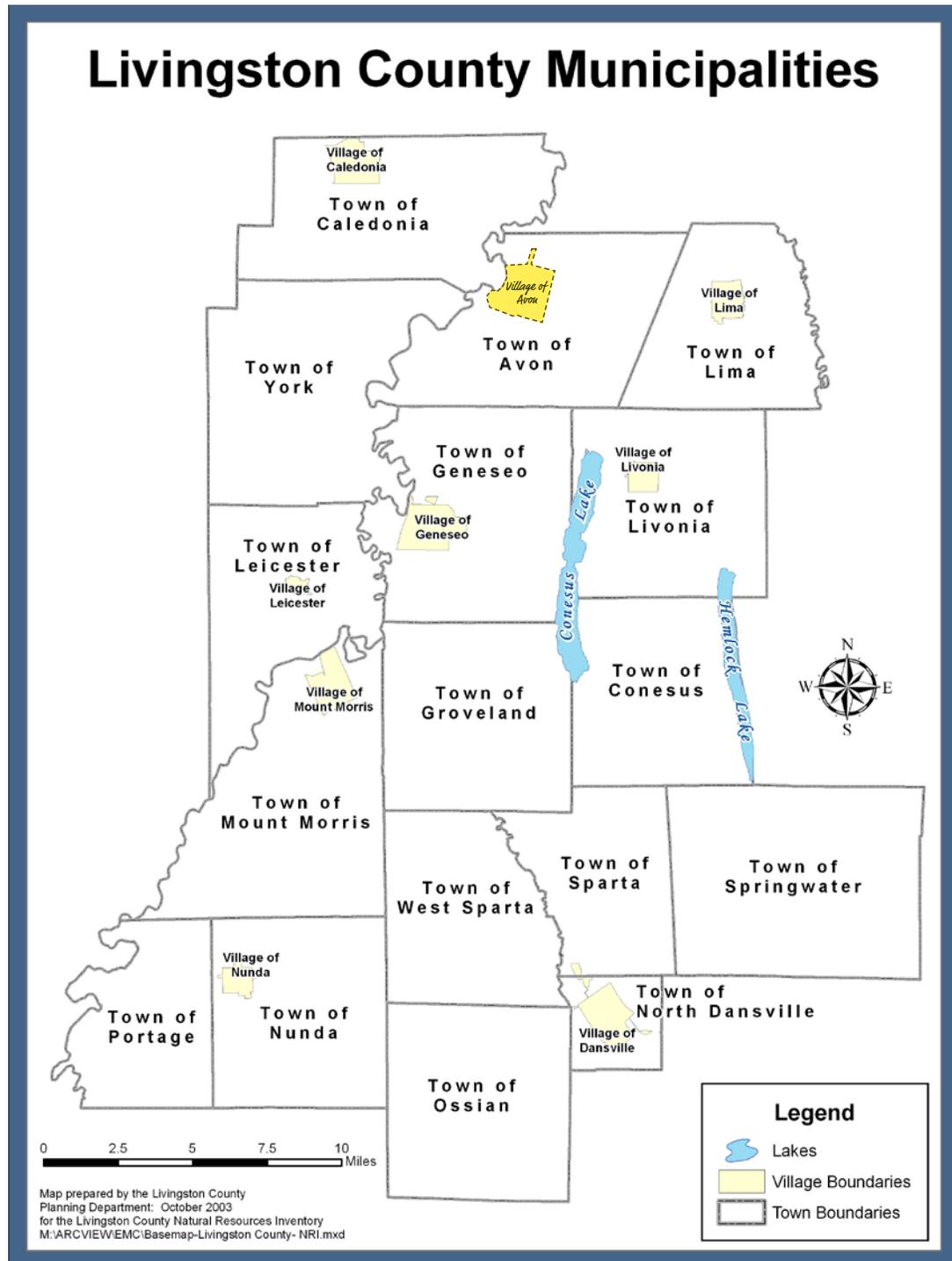
The Village of Avon, wholly located within the Town of Avon, is one of Livingston County's nine villages (see map at right). Centrally located near the northern boundary of Livingston County. Avon residents enjoy a quick commute (30 minutes or less) to the attractions and amenities of the City of Rochester and Town of Henrietta. Route 390 runs north/south near to the eastern edge of the Town of Avon, providing quick and convenient access from the Village to the finger lakes region and upstate New York.

The Village is also a short commute from the State University of New York at Geneseo, located in the Village of Geneseo, and Conesus Lake. These two destinations provide great educational and recreational opportunities for Avon residents and serve as a draw for potential visitors to the Village.

The Genesee River defines the western boundary to the Village of Avon as well as the Town of Avon. As a result, much of the Town and Village's western edges are considered significant floodplain areas.

A collection of community maps may be found in the Appendix.

Village of Avon



Population Trends

Historical

Livingston County has experienced modest population growth from 1980 to 2010 (see Figure 1 at right). From 2000 to 2010, Avon experienced the highest rate of population growth of all the Villages at 14%, while the Town also experienced a relatively high rate of population growth since 1980.

Avon's growth trends over the last 30 years are consistent with regional shifts in population as people and jobs have relocated from Monroe County to areas of Livingston and Ontario Counties along major highways, such as Route 390.

Projected

Figure 2 at right charts the population projections for Avon as reported by the GFLRPC, which indicate that the Town and Village may experience slight population decline until roughly the year 2020, followed by an increase of approximately 200 to 300 residents by 2050.

These projections, however, do not take into consideration the impact of potential new developments, such as the next phase of the Avon Commons townhome development located behind Tops market.

Municipality	US Census Population				Pop. Change	
	1980	1990	2000	2010	2000-2010	2000-2010
Livingston County Villages						
Caledonia	2,188	2,262	2,327	2,201	-126	-5%
Dansville	4,979	5,002	4,832	4,719	-113	-2%
Geneseo	6,746	7,187	7,579	8,031	452	6%
Leicester	462	405	469	468	-1	0%
Lima	2,025	2,165	2,459	2,139	-32	-13%
Livonia	1,238	1,434	1,373	1,409	36	3%
Mount Morris	3,039	3,102	3,103	2,986	-117	-4%
Nunda	1,169	1,347	1,330	1,377	47	4%
Avon	3,006	2,995	2,977	3,394	417	14%
Town of Avon	3,179	3,228	3,466	3,770	304	9%
Livingston County	57,006	62,372	64,328	65,393	1,065	2%

Figure 1: Livingston County & Villages Historical Population (Source: GFLRPC)

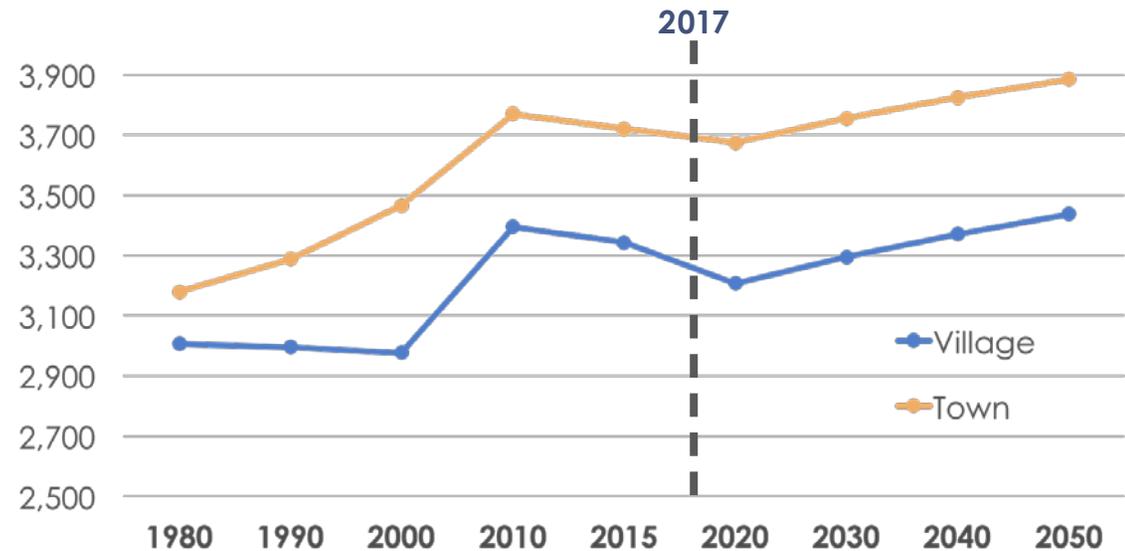


Figure 2: Avon's Projected Population Growth (Source: GFLRPC)

Aging Population

Although local population growth is anticipated, there are currents of change beneath the Village and Town population statistics that mirror national trends of an aging population.

The World Bank reports that since the 1960s the share of the US population aged over 65 years has increased from about 9% to over 14% in 2015. In part this reflects longer lifespans, but also points to the aging of the baby boomer generation. According to the US Administration on Aging, by 2030, 19% of the US population will be 60 years of age or older. This shift will continue to have a major impact on demand for everything from health services to housing.

Within the Village of Avon, over 30% of the population is 55 years of age or older, with 15% pre-retirement (see Figure 3). Over the next decade the Village will continue to experience an aging population, which may bring increased resident demand for opportunities to age-in-place.

It is important to note, however, that the largest share of the Village population includes residents aged 35 to 54 (24%) and those under 19 (23%). When paired, these age groups are often interpreted to represent the share of families with children.

Village of Avon

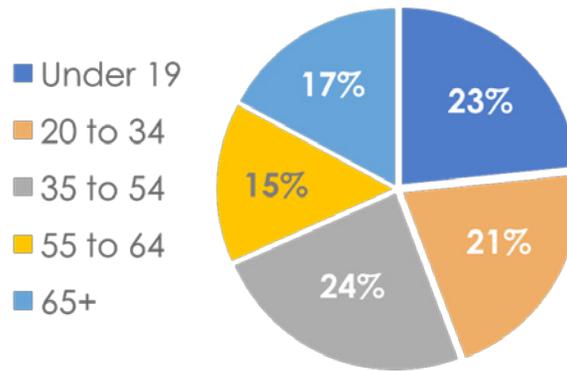


Figure 3: Village Population by Age (Source: 2015 ACS)

The high share of residents from 35 to 54 years of age and under 19 is a healthy indicator that the Village of Avon has continued to attract young families.

Indicator	Village	County
Poverty, 2010	5%	12%
Poverty, 2015	12%	15%
Unemployment, 2010	1%	4%
Unemployment, 2015	3%	5%
Median Household Income, 2010	\$53K	\$52K
Median Household Income, 2015	\$61K	\$52K

Source: 2010 US Census, 2015 ACS

Figure 4: Economic Indicators (Source: 2015 ACS)

Economic Indicators

Figure 4 highlights the 2010 and 2015 individual poverty rates and unemployment rates for the Village and County. Over this time period the Village has maintained lower rates than that of the County, despite a significant increase in Avon's individual poverty rate, rising from 5% to 12%.

This increase in poverty rate may be attributed to an increase in the number of low income households in the Village, which is a trend explored later on in this community profile with respect to impacts on housing demand.

Also shown in the Economic Indicator table is a comparison of annual median household income. The Village saw an increase in median household income from 2010 to 2015, which suggests that higher income households have also increased in the Village. The 2015 estimate for median household incomes shows that the Village surpassed the County by nearly \$10,000. The higher income level for the Village is most likely a result of new high-income households, which corresponds with Avon's higher level of educational attainment among residents (see next page).

Educational Attainment

Figure 5 below shows a comparison between the education level of the Village and County populations that are 25 years of age or older. The Village of Avon has a larger share of residents with at least a four-year college degree (34%) than that of the County (24%). Additionally, the share of Village residents who did not receive a high school diploma (5%) is less than half of the share of Livingston County residents (11%). With a higher educated adult population, more Village residents are qualified to work higher paying jobs. This may also contribute to the Village's relatively low rate of unemployment.

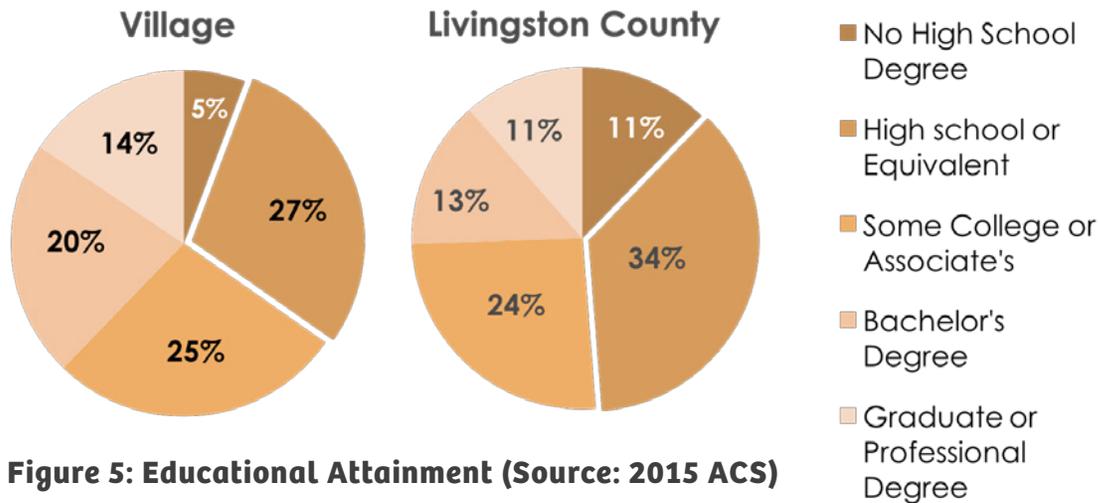


Figure 5: Educational Attainment (Source: 2015 ACS)

Employment

US Census reported job inflow and outflow within Avon is indicated in the Figure 6 to the right. The majority of Village jobs are held by individuals living outside the Village (1,535 jobs). Whereas, only 206 jobs within Avon are filled by those also living within the Village.

Of the 1,389 Avon residents that have found work outside of the Village, over 18% commute to the City of Rochester. Other top work destinations include the Town of Brighton and Village of Geneseo. It should be noted that approximately 90% of the Village working population commutes less than 45 minutes to work (2015 ACS).

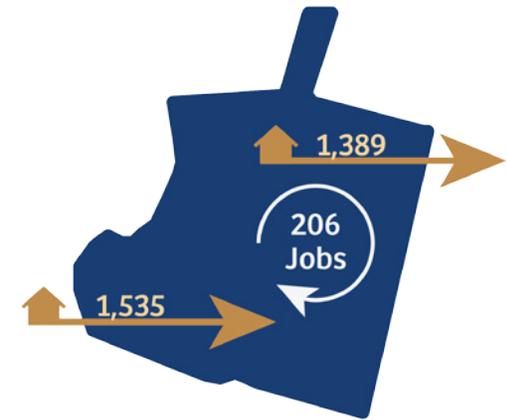


Figure 6: Flow of Village Jobs (Source: 2014 Census, "On the Map")

Housing Market Analysis

National Trends

The aging of population both nationally and in the Village of Avon is causing major changes to the housing market. Between 1990 and 2010, 78% of net household change in the US was in the 35-64 age group. Between 2010 and 2030, 74% of net household change will be in the 65+ age group, who are leading an increasing trend among households to downsize.

Between 1990 and 2010, 77% of households in the search for housing were seeking mostly large units on large lots. However, projections for 2010 to 2030, estimate that 74% of householders will be looking to downsize.

These national trends may be troublesome for the future of larger scale housing products. The projections for 2030 suggest an increased demand for both attached and small lot housing, and increased surplus of conventional large lot houses.

This imbalance of supply and demand has already begun. In 2011, 25% of US house-hunters were looking for conventional, large-lot houses, 37% preferred small lots, and 38% preferred attached units. The supply, however, was 53% conventional, 18% small-lot, and 30% attached.

Source: Arthur C Nelson, *Reshaping Metropolitan America*, 2013.

Village Housing Stock

Due to the Village's traditional, denser development pattern, it already provides the opportunity for small-lot housing and downsizing with its existing housing stock. However, market trends may affect the desirability of homes over time.

The current estimated occupancy status of Village and County housing units is shown in Figure 7. The Village has a very high rate of occupancy for its housing stock at 96%, compared to 89% for the County overall. However, the Village's share of owner-occupied units (66%) is

Housing Units	Village	County
Total	1,409	27,249
Occupied	96%	89%
Vacant	4%	11%
Owner-Occupied	66%	74%
Renter-Occupied	34%	26%
Owner Vacancy	0%	1%
Renter Vacancy	6%	5%

Source: 2015 ACS

Figure 7: Housing Unit Occupancy

less than that of the County (74%). This is typical of villages as their development pattern creates better opportunities for the provision of rental housing options.

The Village's estimated owner-occupied vacancy rate of 0% suggests that there is little turnover of Village homes, and that they typically are not on the market long.

Home values also help to provide a general understanding of the desirability and economic health of the Village's housing stock. As shown in Figure 8 below, Avon has a very healthy distribution of home values with 75% of homes valued between \$100,000 and \$200,000.

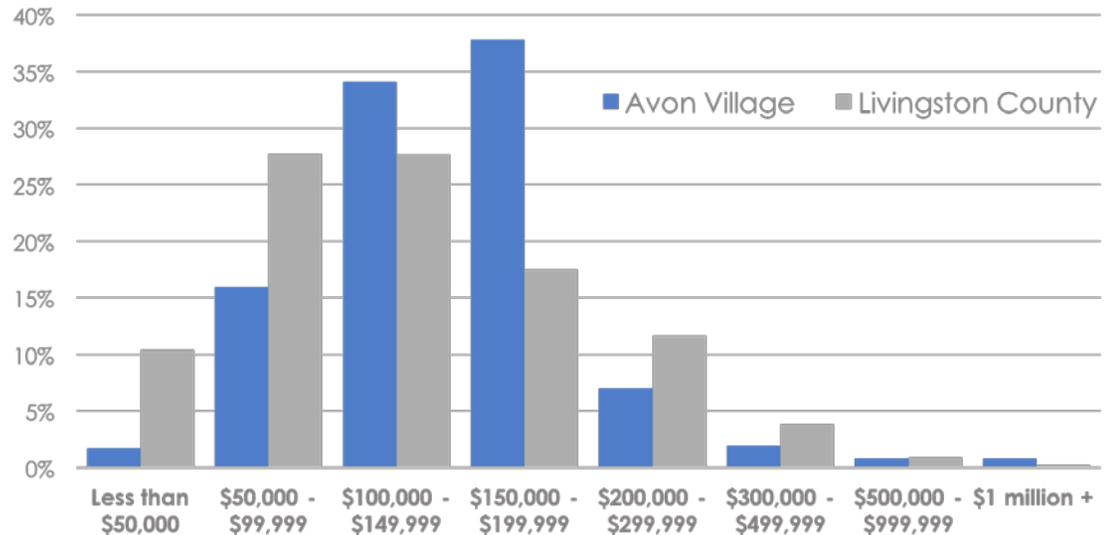


Figure 8: Distribution of Home Values
(Source: 2015 ACS)

Village of Avon

Countywide only 45% of homes fit into that price range. The median home value for the Village is higher than that of the County as well, at \$148,000 and \$121,000 respectively. Additionally, 31 new homes valued over \$300,000 were constructed in the Village between 2010 and 2015 indicating a high level of interest in upper-market real-estate in the Village (2015 ACS).

The value of homes within the Village also indicates they have been well-maintained with respect to age. Older homes often require increased maintenance, repairs, and upgrades to preserve their value. Nearly half (44%) of housing

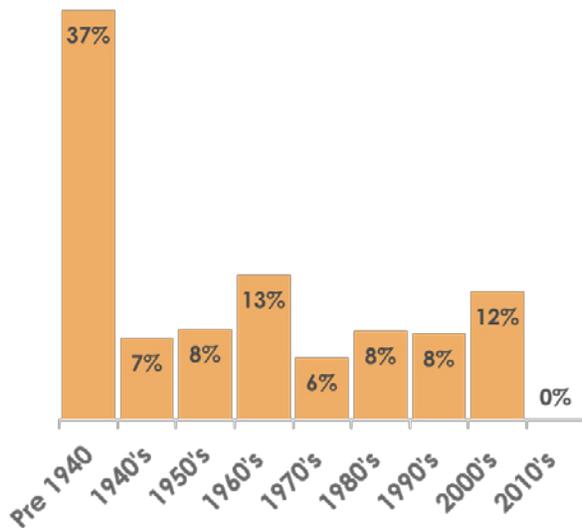


Figure 9: Village Homes by Year Built (Source: 2015 ACS)

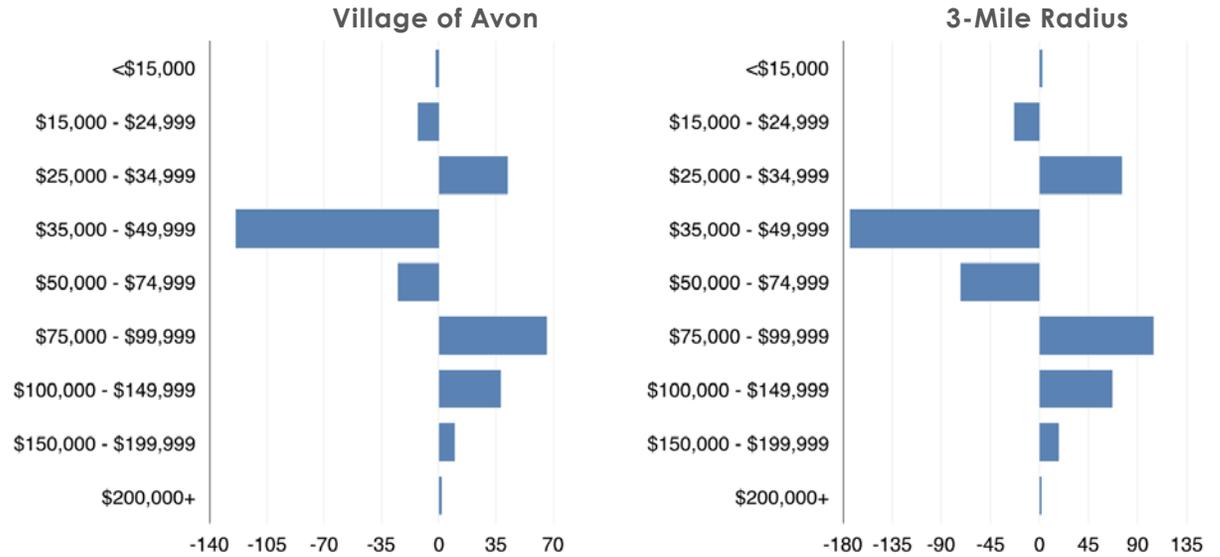


Figure 10: Projected Change in Households by Income from 2016-2021 (Source: ESRI, Urban Advisors)

units in the Village were built before 1950 (see Figure 9), but less than 18% of homes are valued under \$100,000.

Projected Housing Shift

Besides the previously mentioned increased demands on the housing market due to an aging population, there are projected shifts in the income levels of Town and Village residents that may affect demand for housing.

Figure 10 shows that over the next five years the greater Avon community (the Village and surrounding 3-mile radius) is projected to lose households in the middle annual income range of \$35,000

to \$75,000. At the same time, there is a projected net increase in households earning \$25,000 to \$35,000 annually, and over \$75,000 annually. The majority of this growth is anticipated to occur in the upper income range. This trend generally applies to all age groups.

The change in households is likely to affect local housing demand of products and price ranges available. Decreasing middle income households will be replaced with residents of higher incomes, as well as some with lower incomes. The housing types and prices preferred by these income groups may not match the existing supply of the Village.

Retail Market Analysis

National Trends

The current national trends in the retail market may support the growth of traditional main streets like the Village of Avon's downtown. Today's shoppers of brick-and-mortar stores are increasingly seeking "authentic experiences."

The large-scale, suburban mall is falling out of favor, with just one large mall opening in the US since 2007. Consumers, particularly younger generations, are increasingly supporting mixed-use developments in walkable environments, like traditional village centers.

Furthermore, small format and specialty stores are seeing an increase in trips at the expense of big box stores. A trend that has a big impact on the potential for the filling of vacant storefronts and small-scale retail infill for Avon.

Source: International Council of Shopping Centers, Places Magazine, "The Decline of the Traditional Mall and the Evolution of Experiential Shopping" May 10, 2016.

Village of Avon

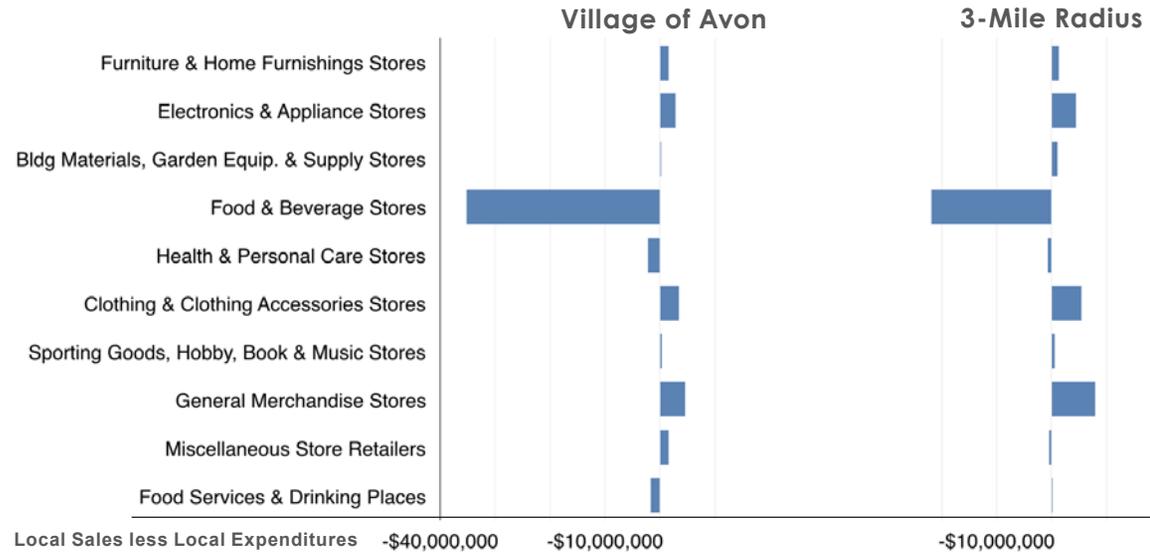


Figure 11: 2016 Local Retail Gap
(Source: ESRI, Urban Advisors)

Local Retail Market

Figures 11, 12, and 13 provide a snapshot of existing and future retail market conditions for the greater Avon community, which includes the Village and surrounding three-mile radius.

Local retail demand less supply quantifies what is known as a "retail gap." Figure 11 shows the local retail gap for Avon. A negative value indicates that sales exceed that of local demand for a good or service, otherwise indicating a retail oversupply. A positive value would indicate that there is a retail gap, or that demand exceeds sales and residents are traveling elsewhere for goods or services.

An analysis of the retail gap in Avon indicates an oversupply of "Food & Beverage Stores," suggesting Avon is a place where residents from other communities come to grocery shop.

Both the Village and surrounding area appear to have small unmet resident demands, however, in a number of retail categories such as "General Merchandise" and "Clothing & Clothing Accessories" stores. Meaning that there is an opportunity for new retail offerings of this kind in the community.

Demand & Retail Growth

By utilizing a sales per square foot estimation of brick-and-mortar stores, the demand for retail in Avon may be quantified in store square footage. Figure 12 at right shows the existing and projected retail demand for the Village and surrounding three-mile area.

This quantification of demand allows for the local retail gap to be expressed in terms of store square footage as well. Figure 13 indicates that in 2016 there was a retail gap of 36,000 square feet in the Village and 18,000 square feet in the three-mile area. The gap for general merchandise stores is the largest, at nearly 12,000 square feet in the Village.

Based on the projected growth in population and income, it is anticipated that demand for retail will increase 23,000 square feet by 2030 for both the Village and Town. When combined with the current retail gap, this suggests that there may be new opportunities for small-scale retail in Avon up to 77,000 square feet by 2030.

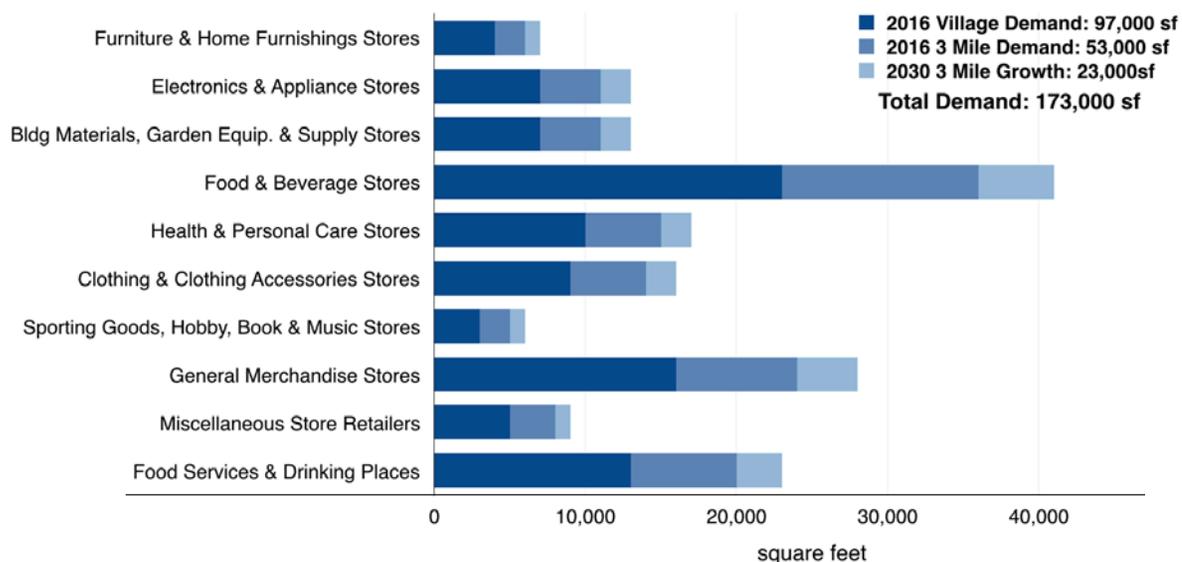


Figure 12: Existing & Projected Local Retail Demand (Source: ESRI, Urban Advisors)

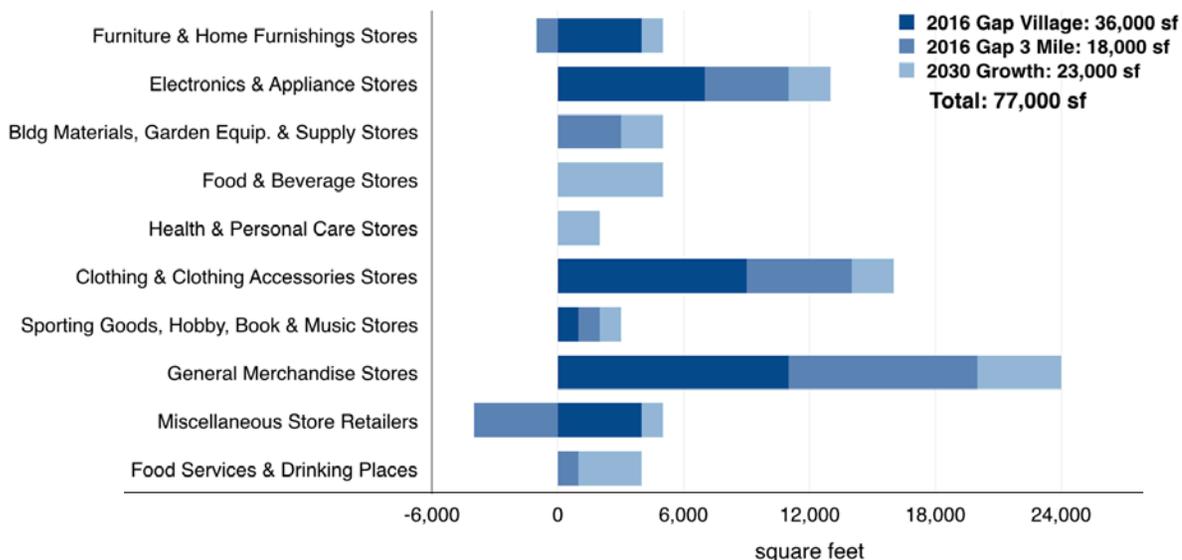


Figure 13: Existing & Projected Local Retail Gap (Source: ESRI, Urban Advisors)

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Policy Framework

Introduction

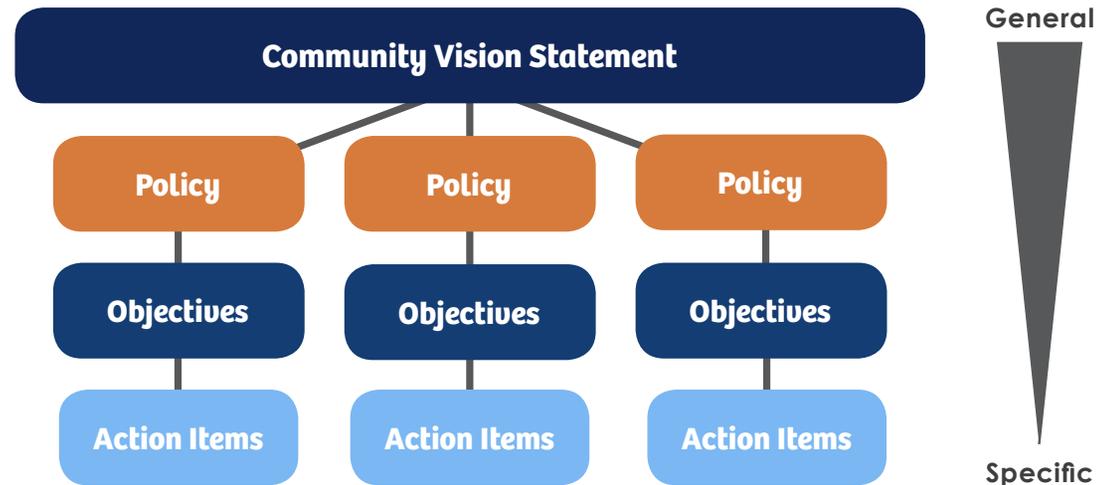
To be successful, a comprehensive plan needs to be developed and implemented on multiple levels. It must address the short- and long-term needs of a community while providing varying levels of detail. The intent of this policy framework is to be future-oriented, acting as a guide for elected officials, leaders, residents, and stakeholders to achieve the Village's overall vision through sound decision-making. The Village of Avon 2017 Comprehensive Plan Update Policy Framework includes the following elements:

VISION

A general statement that describes the aspiration of the Village; it is an end towards which all actions are aimed. The Vision should not dramatically change over time but rather be consistent throughout the planning horizon. Ideally, the Vision contained in this plan should be useful for the 10-year planning horizon.

POLICY

Similar to a vision in that it is a general statement of a future condition towards which actions are aimed. However, the scope of a policy is more narrow. It should support the vision by addressing



a particular area or issue facing the community. Policies should not dramatically change over time, but rather be consistent throughout the planning horizon.

OBJECTIVE

A statement of a measurable activity to be accomplished in pursuit of a policy; it refers to some specific aspiration which is reasonably attainable. Think in terms of active words such as "increase," "develop," or "preserve." It should be noted that the Village might already be undertaking some of the objectives articulated in this plan. Therefore, including them helps to ensure that these efforts continue over the next decade. The lifespan of an objective is usually 6 to 10 years.

ACTION ITEM

A specific proposal to do something that relates directly to accomplishing an objective; it can take the form of a plan, project, or program. The lifespan of an action can vary from one to 10 years, depending on the item.

Collectively the policy areas are intended to serve the greater vision of this document. Individually these policies may also serve as specified work plans that can be readily referenced, shared, and/or assigned to a local Board, Committee, or leader to undertake.

Our Community Vision

Like the springs from which our community has grown, the Village of Avon continues to foster a holistic sense of health and wellness for our residents and the natural environment. We seek to provide opportunities for growth and prosperity, without compromising the integrity of our community or quality of life for future generations. We pride ourselves on the character and history of the Village, from its tree-lined streets and historic grandeur of downtown, to its role as the social hub of greater Avon. Among our most important values is maintaining an engaged and connected community, supportive of each other and the betterment of Village life.

We understand that to achieve this vision we will need to work alongside our community partners, the Town of Avon and Avon School District, to...

- » Build a **strong governmental foundation** for decision-making;
- » Expand **local economic opportunity** and our role in regional markets;
- » Conserve **our natural environment** and resources; and
- » Promote the **enrichment of community life**.

Our success in achieving this vision shall be measured not only by the betterment of our community for existing populations, but also for future generations of Avon residents.

Timeframes identified in the Action Item tables are defined as follows:

Short Term – 0 to 3 Years

Medium Term – 4 to 6 Years

Long Term – 6+ Years

Ongoing – Current effort to continue for the foreseeable future





Village sidewalk along Genesee Street in downtown Avon.

Governmental Foundations Policy

It is the policy of the Village to foster a sound governmental foundation from which future decision-making may be based. We acknowledge that our well-being is directly tied to that of the Town of Avon, and vice versa, and that a close working relationship is vital to achieving our respective visions. Over the next decade, we will seek an active role in local and regional decision-making to increase communication and realize opportunities for collaboration, where appropriate. We understand that improvements in the efficiency of local government, utilities, and administration will directly affect the success of Avon, and encourage community stakeholders to work together, share ideas, and respect one another to reach these ends.

Objectives

- A.** Ensure official plans, laws, and policies are current, well-considered, referenced, and enforced.
- B.** Maintain partnerships with the Town and regional agencies to increase collaboration and shared services, when appropriate.
- C.** Ensure Village budget and capital improvement planning balances the needs of the community and fiscal responsibility.
- D.** Consider impacts of decisions beyond that of traditional municipal boundaries with respect to the environment, community, and economy.
- E.** Improve and maintain local infrastructure systems to ensure the highest level of service to residents and property owners.
- F.** Pursue state and federal funding opportunities as an independent agent as well as in collaboration with community partners.
- G.** Encourage citizen participation in community decision-making processes, especially younger generations.

Governmental Foundations Action Items	Timeframe	Partner(s)
Administrative Procedures		
1. Coordinate with the Town to update both the town and village web sites. <ul style="list-style-type: none"> • Reduce visual clutter and improve interface to be more user-friendly. • Ensure that links work and forms are usable PDFs. • Incorporate maps of vacant land or buildings with contact information, zoning, amenities, etc. noted. • Provide additional information regarding community events, planning, zoning, public meetings, etc. 	Short	Village Clerk, Website Administrator, Town Clerk
2. Create an online inventory of all existing plans and studies, such as the walkability study, and ensure local decision-makers and Village officials are utilizing them.	Short	Village Clerk, Planning Board
3. Develop site plan review checklist for Planning Board to ensure consistent, thorough decision-making.	Short	Planning Board
4. Continue to maintain the general fund for administration, communication, infrastructure, maintenance, recreation and public safety while allocating extra money toward other projects listed in this document, as appropriate.	Ongoing	Department Heads, Comprehensive Plan Team
5. Continue the Mayor's neighborhood meetings to keep the public informed and include important community information/happenings with the quarterly water bill.	Ongoing	Mayor, Village Clerk
6. Annual review of Action Plans by Comprehensive Plan Team (e.g. one policy area per quarter). Separate out action items by which board or committee is lead and provide as list.	Short	Comprehensive Plan Team
7. Develop guidelines for public hearings to ensure a respectful and safe forum.	Short	Village Clerk, Planning Board, Zoning Board
8. Add student representation to municipal boards to encourage active participation in government and ensure that our youth has a voice in the community. Consider holding one Village Board meeting per year at the school to increase awareness and involvement.	Short	School District
Infrastructure Maintenance		
9. Determine maximum capacity of the Water Treatment Plant and draft plans for expansion, when necessary.	Medium	Public Works
10. Review utility maintenance and expansion procedures and update to reflect the current needs of the Village.	Medium	Public Works

Governmental Foundations Action Items	Timeframe	Partner(s)
11. Invest in remote read meters for the current water system.	Long	Public Works
Shared Services & Partnerships		
12. Build upon the existing sharing of facilities between the Village and School District to ensure all resources are being coordinated and maximized.	Short	School District, Parks Commission
13. Work with the Town to review and update Town and Village zoning codes to ensure coordinated land use development patterns and optimize shared code enforcement services.	Medium	Town Board, Planning Board, Zoning Board, Code Enforcement Officer
14. Pursue shared community planning services with the Town to assist in the administration of development applications, land-based policies, and zoning, as needed.	Medium	Town Board, Village Clerk, Planning Board, Code Enforcement Officer
15. Partner with Town to hold two joint Planning Board work sessions each year to catch up on local issues and opportunities as well as the status of implementing the Town and Village Comprehensive Plans.	Short	Village Planning Board, Village Clerk, Town Planning Board, Town Clerk
16. Investigate the feasibility of sharing police services with the Town or expanding the Avon Police Department to include coverage of Town as well as Village.	Long	Town Board, Police Department
17. Work with the Town to create joint Parks and Recreation Department incorporating the current town recreation board and village parks board to coordinate, facilitate and promote recreational, educational and social programming for all ages. Apply for grant funding to support their projects.	Short	Parks Commission, Town Recreation Committee
Regional Cooperation		
18. Coordinate with regional municipalities to avoid overlapping festival times and maximize the attractiveness of overnight and multi-day trips. Consider web calendar for countywide use.	Short	Town Board, Town Recreation Committee, Livingston County Development
19. Implement recommendations of the Genesee Valley Regional Transportation Council's 2015 Walkability Study. This plan may include a coordinated approach to these improvements through design standards for the street and streetscape that includes sidewalks, crosswalks, parking and bicycle facilities.	Long	Planning Board, Public Works, Livingston County Planning, Genesee Transportation Council



Traffic circle access between East and West Main Street commercial areas.

Economic Prosperity Policy

It shall be the policy of Avon to pursue an economic growth strategy that not only supports local business and industry, but also fosters gainful employment opportunities, and serves the daily needs of residents and visitors. We will strive to cultivate an investment-friendly local economy for residential and commercial interests, and remain forward looking to the future of technology, trade, and production. Efforts to attract and retain local business and industry, including agricultural operations, will help to elevate Avon in the regional market, while also building a strong local tax base and community of skilled workers. To preserve the value of our local commercial, industrial, and housing markets, we will evaluate future economic development decisions based on their ability to contribute long-term to the overall prosperity of the Village.

Objectives

- A. Promote local farms and small businesses and educate people on the importance of “buying local.”
- B. Maximize provision of basic goods and services in local and regional shopping areas to serve residents and visitors.
- C. Market Avon to local and regional entrepreneurs, industries, businesses, and investors.
- D. Remain open-minded to new and changing technologies, including sustainable energy and building/site design.
- E. Preserve existing residential property values and foster a diverse offering of housing choices (size, price, type, density, etc.)

Economic Prosperity Action Items	Timeframe	Partner(s)
Local Business Support		
1. Develop a campaign to highlight locally sourced goods and services.	Short	Livingston County Planning, Livingston County Development, Business Community, Farmers Market
2. Facilitate the creation of a business incubator program that provides technical and administrative assistance for new businesses.	Medium	Livingston County Development, Chamber of Commerce
3. Work with the Town to facilitate the creation of an Avon Merchants Association including both town and village businesses, as well as e-commerce businesses.	Medium	Chamber of Commerce, Town Board, Business Community
4. Partner with SUNY Geneseo students and professors to implement branding, marketing, and local business support programs (e.g. business plan, logo, financing assistance).	Short	SUNY Geneseo, Livingston County Development, Business Community
5. Support the extension of business hours into evenings and on weekends through special events, marketing, and tourism efforts.	Short	Chamber of Commerce, Business Community
Business & Industry Attraction/Retention		
6. Hire an economic development specialist to assist in the attraction and retention of local business and industry. Consider potential to share services with the Town or nearby Village.	Long	Livingston County Development, Town Board
7. Identify, prepare, and inventory vacant buildings and shovel-ready sites to develop and attract local business and industry.	Medium	Chamber of Commerce, Livingston County Development
8. Improve fiber-optic and high technology communications infrastructure as an incentive for new business start-up and relocation.	Medium	Livingston County Development
9. Investigate the feasibility of a regional tax base sharing strategy for new business and industry attraction with the surrounding municipalities.	Long	Livingston County Development

Economic Prosperity Action Items	Timeframe	Partner(s)
Property Maintenance & Improvements		
10. Identify incentives for commercial and residential property owners to invest in and improve their buildings (e.g. property tax relief, grant opportunities, etc.).	Short	Planning Board, Code Enforcement Officer, Town Board
11. Increase building code enforcement efforts for both commercial and residential properties to reduce/remediate derelict properties.	Short	Code Enforcement Officer, Village Clerk
12. Identify grant opportunities for business and property owners to make improvements to their buildings, equipment, etc.	Medium	Livingston County Planning, Code Enforcement Officer, Chamber of Commerce
13. Inform low income residents of Livingston County's funding for weatherization of housing stock.	Medium	Village Board, Livingston County Planning
Village Promotion		
14. Develop incentives for employees who work in the Village to live in the Village. <ul style="list-style-type: none"> • Meet with employers to ask about their employee residence and commuting patterns. • Discuss with employers the goals of this Comprehensive Plan and housing in particular. • Consider a "Work Where You Live" program that leverages local banks First-Time Homebuyers Programs. 	Long	Village Clerk, Local Employers, Livingston County Development
15. Establish a committee or hire a consultant to brand and market the Village as a destination in Livingston County and New York State.	Long	Livingston County Development



Circle Park at the heart of the Village.

Environment & Sustainability Policy

It shall be the policy of the Village to conserve and enhance the quality of our natural environment through community stewardship and the employment of sustainable land use and development practices. Our local farmlands, open spaces, woodlots, and banks of the Genesee River help to maintain the tranquil rural setting in which we live, work, and play. Our land-based decisions will seek to maximize the environmental, aesthetic, and recreational value of these resources for the health and enjoyment of existing and future generations. We will continue to protect viable agricultural lands from development pressures, and support the provision of local foods. And to further reduce our ecological footprint, we will work to secure locally sourced, sustainable energy that will contribute to the pursuit of energy independence and a cleaner, healthier environment for all to enjoy.

Objectives

- A. Protect open spaces, woodlands, floodplains, and other environmentally critical areas from threats of poor development practices.
- B. Identify and reduce both farm and non-farm sources of pollution to the air, water, and soil.
- C. Reduce energy use, natural resource consumption, and greenhouse gas emissions throughout the Village.
- D. Encourage the use of cheaper, renewable energy sources for public and private property as well as utility providers.
- E. Promote the use of green materials and development practices in new construction and redevelopment.

Environment & Sustainability Action Items	Timeframe	Partner(s)
Environmental Protections		
1. Educate the Planning and Zoning Boards on the New York State Environmental Quality Review Act (SEQRA) and how it can be used to protect environmentally critical areas.	Short	Planning Board, Zoning Board
2. Join the Tree City USA program managed by the Arbor Day Foundation. <ul style="list-style-type: none"> • Include education and best practices for strategically managing Avon's tree canopy. • Initiate a modest fund for planting future trees. 	Medium	Village Board, Public Works
3. Adhere to low-maintenance lawn care practices for municipal property and parks, such as: <ul style="list-style-type: none"> • Mowing only what is necessary in public spaces. • Reducing use of pesticides/herbicides. • Incorporating rain gardens into parking lots and open spaces. • Utilizing native plantings that require less watering and care. 	Ongoing	Parks Commission, Public Works
4. Support a volunteer stream watch group for students with the guidance of local biology teachers.	Short	School District
Sustainable Solutions		
5. Adopt and begin implementing the Climate Smart Community Pledge as outlined by the New York State Energy Research and Development Authority (NYSERDA).	Medium	Village Board
6. Determine the baseline of Village energy consumption and develop a process to measure energy efficiency progress over time.	Long	Public Works
7. Consider creating renewable energy and "green" incentive programs for residential and commercial properties, such as deferred property tax assessments on improvements or density bonuses.	Medium	Code Enforcement Officer, Planning Board
8. Expand municipal practices that promote "going green," including: <ul style="list-style-type: none"> • The use of green products and materials (recycled paper, natural cleaning products, etc.) • The inclusion of recycling cans in public places. • Encouraging walking or biking to/from work and Village destinations. 	Medium	Public Works, Village Clerk

Environment & Sustainability Action Items	Timeframe	Partner(s)
9. Educate residents through a “going green” sustainability initiative about recycling, energy consumption, and reducing surface water and non-point source pollution.	Medium	School District, Town Board
10. Add a sustainability booth to the Corn Festival with vendors and pamphlets on the cost/benefits of energy saving techniques and alternative energy technology.	Short	Festival Coordinators
11. Apply for energy efficiency and renewable energy grants for solar or LED street lights and solar panels to power public property.	Medium	Public Works
12. Encourage the use of full cut-off lighting and “down lighting” in commercial and industrial developments, and encourage the use of dark-sky compliant light fixtures throughout the Village.	Short	Planning Board, Public Works



St. Agnes School.

Community Enrichment Policy

It is the policy of the Village to encourage a strong sense of civic duty and pride among Avon residents. We recognize that engaging our youth and senior populations in community activities is important to building our core community values and creating an attractive place to live for new and growing families. Our parks, school district, library, historical society, social organizations, volunteer services, and faith community have helped to enrich Village life, while our police force, fire department, emergency teams, and public services help to keep us safe. We will maintain strong relationships with these community partners to improve resident quality of life, public health, and investment interests in the community. Our collective efforts will continue to be an invaluable asset to our community; therefore, it is critical the level of service they provide be adjusted as necessary for future generations.

Objectives

- A.** Support organizations, groups, and businesses that promote the physical, intellectual, and spiritual health of our residents.
- B.** Improve both passive and active recreational opportunities throughout the Village and public access to the Genesee River.
- C.** Maintain partnerships with community organizations and groups to maximize recreational, educational, and social program offerings for residents of all ages.
- D.** Promote the Avon School District and its successes to increase community engagement and attract new families.
- E.** Ensure proper community resources and services are available to serve our seniors, persons with disabilities, and residents in need.
- F.** Increase awareness and appreciation for our regional heritage and historical assets.

Community Enrichment Action Items	Timeframe	Partner(s)
Online Presence		
1. Provide information on recreational opportunities including park and trail maps, program schedules, and community amenities on the Village website.	Medium	Parks Commission, School Board
2. Administer regular online community surveys on the quality of public services within the community.	Short	Village Clerk, Comprehensive Plan Team
3. Create a volunteer service linkage program that acts a clearinghouse for all local volunteer needs, pairing groups and organizations with willing volunteers.	Medium	Various Volunteer Groups
Civic Engagement		
4. Continue and expand community gathering events such as Saturday's in the Park, the Corn Festival and local farmers market.	Ongoing	Parks Commission, Chamber of Commerce
5. Create a welcome package for new residents, including things like "Activities for Youth" list, coupons, emergency phone numbers, etc.	Short	Interfaith, Chamber of Commerce
6. Coordinate with the faith community in providing local youth and senior social opportunities.	Medium	Interfaith
7. Sponsor public health programs (such as elderly health evaluations, youth inoculation services, and rabies vaccinations) and support expansion of senior nutrition center.	Medium	Livingston County Public Health
Village History & Historic Preservation		
8. Facilitate an annual historic tour of the Village, including willing commercial and residential property owners.	Short	Historical Society
9. Educate the community on the benefits of State and National Historic Registration and promote use of tax credits for historic building rehabilitation and reuse.	Short	Historical Society, Livingston County Planning
10. Pursue listing of the central business district and single significant or contributing historic Village properties and sites on the State and National Registers of Historic Places.	Short	Historical Society, Town Historian

Community Enrichment Action Items	Timeframe	Partner(s)
Parks & Recreation		
11. Inventory existing community recreation facilities and assess them based on current need, condition, and potential for improvements.	Medium	Parks Commission, School District
12. Consider ways to highlight and increase use of Circle Park.	Medium	Parks Commission, School District
13. Explore recreational opportunities along the Genesee River, such as: <ul style="list-style-type: none"> • Additional boat or kayak launch sites. • Pocket parks or nature walk/preserve areas. • A multi-use trail running alongside the River and connecting to other local and regional trail systems. 	Medium	Parks Commission, Planning Board, Livingston County Planning, DEC
14. Enhance local parks by including more amenities, such as picnic facilities, an arboretum, a gazebo, nature trails, etc.	Long	Parks Commission
15. Develop low-cost, unique park amenities, such as a designated skating/boarding/BMX bike park or a dog park.	Medium	Parks Commission, School District
16. Conduct an Avon Trail Feasibility Study to further build upon the success of the Erie Attica Trail linking Avon to the Genesee Valley Greenway State Park, which in turn links to the Lehigh Valley Trail, the Finger Lakes Trail, and the Appalachian Trail.	Medium	Planning Board, Parks Commission, Genesee Transportation Council
17. Evaluate the cost and benefits of developing a multi-use community center and/or pool and ice skating facility.	Medium	Parks Commission, Town Recreation Committee
Agricultural Heritage		
18. Promote horse-related events at Avon's Driving Park including carriage driving and horse shows.	Short	Parks Commission, Genesee Valley Hunt Club, Genesee Valley Horse Breeders Association
19. Support inclusion of agriculture into school curriculum and highlight farming as a career.	Medium	School Board, Genesee Valley Educational Partnership
20. Incorporate a "Farm of the Year" award at the annual Corn Festival to raise the profile of area farmers.	Medium	Chamber of Commerce, Festival Organizers

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Future Land Use

Future Development Strategies

The following single-family, retail, and employment space development strategies are based on the results of the Village Market Study provided by Urban Advisors. The complete results of the Market Study can be found in the Appendix.

This section has been included as a preface to the Future Land Use Summary because of the direct impact it has on the demand for new commercial and residential investment within the Village. It is important to keep this analysis in mind when considering the capacity for investment within Avon.

Single-Family Housing Demand

Translating the anticipated increase or decrease in households by income into housing unit values can indicate the resulting change in demand for single-family homes. The market analysis on page 13 projects growth among households earning \$75,000 or more, and a loss of households earning \$35,000 to \$75,000. Figure 14 shows the affects of this household demographic shift on single-family unit demand by value within the Village and Town.

Overall there is minimal change to the total demand of homes

Village of Avon

Home Value	Village	Town	Total
< \$120,000	+27	+29	+56
\$120,000 to \$175,000	-123	-50	-173
\$175,000 to \$260,000	-24	-47	-71
\$260,000 to \$345,000	+67	+36	+103
\$345,000 +	+49	+39	+88
Net Change	-4	+7	+3

Sources: ESRI, Infogroup, & Urban Advisors

Figure 14: Projected Single-Family Unit Demand by Home Value (2016 to 2021)

within Avon; however, a look at the projections by home value suggests that there will be a shift in demand from mid-priced homes (\$120,000 to \$260,000) to high-end housing (\$260,000 or more). This may potentially leave a surplus of mid-priced single family homes.

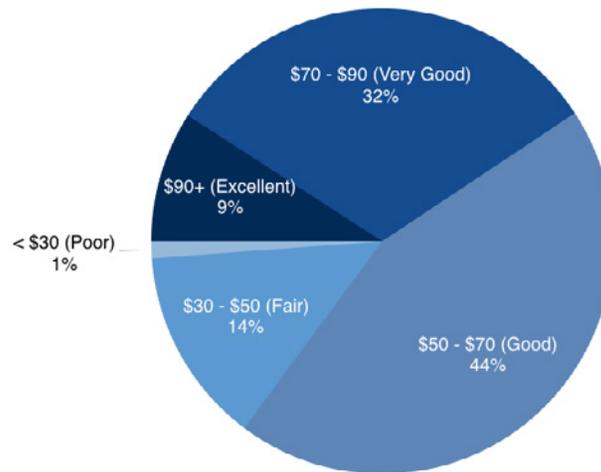


Figure 15: Existing Housing Condition by Assessed Value per Square Foot

Source: Livingston County Real Property Tax Services & Urban Advisors

Housing Condition & Value

An estimate of housing condition may be made based on home value when compared to the cost of new builds (or replacement housing). The replacement cost of a home is considered to be roughly \$100 per square foot, meaning existing single-family homes assessed at 50% or more of replacement value (\$50+ per square foot) are likely to be in good condition.

Figure 15 indicates that 85% of the Village's single-family housing stock is considered to be in good, very good, or excellent condition. This high share of homes in good condition seems to indicate that Avon's lower housing values are a reflection of a flat market and limited demand rather than poor quality units. This may mean that while newer high-income residents have the ability to afford more expensive units, they will be attracted to the modest prices of the area.

Retail Growth

Previously in this Plan, the existing trends for Retail Gaps were outlined for the Village, Town, and County (pages 14-15). These trends suggest a small amount of support for new retail space in the Avon Town and Village area of 77,000 square feet. The two industries in which the greatest potential for growth exists are General Merchandise and

Clothing (see Figure 13 on page 15).

The support for “new retail space” is not exclusive to new builds and infill development. Some of the retail gap may exist as vacant or underutilized commercial buildings and storefronts.

Employment Space Demand

Figure 16 indicates the projected change in Livingston County employment by industry. This chart shows the highest rate of growth in the Accommodation and Food Services and Health Care and Social Assistance Industries, while the Manufacturing Industry is projected to lose employees.

Based on employment growth and average required space per worker, an estimated demand for employment space may be calculated. Figure 17 shows the approximate square footage of new employment space projected for Livingston County and Avon.

The largest opportunity exists in the Retail industry, showing a potential for 15,000 square feet of new employment space within Avon. There may also be an opportunity for Avon to capture a larger share of county-wide growth in these sectors by providing an attractive retail center and quality housing.

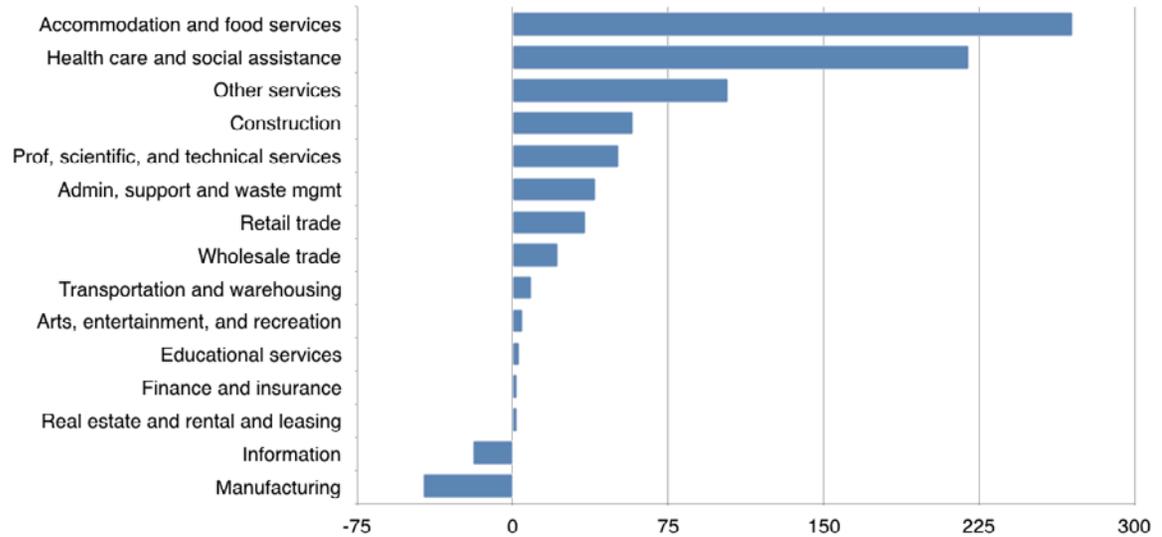


Figure 16: Projected Change in Livingston County Employment (2015-2022)

Source: NYS Department of Labor, US Census County Business Patterns, & Urban Advisors

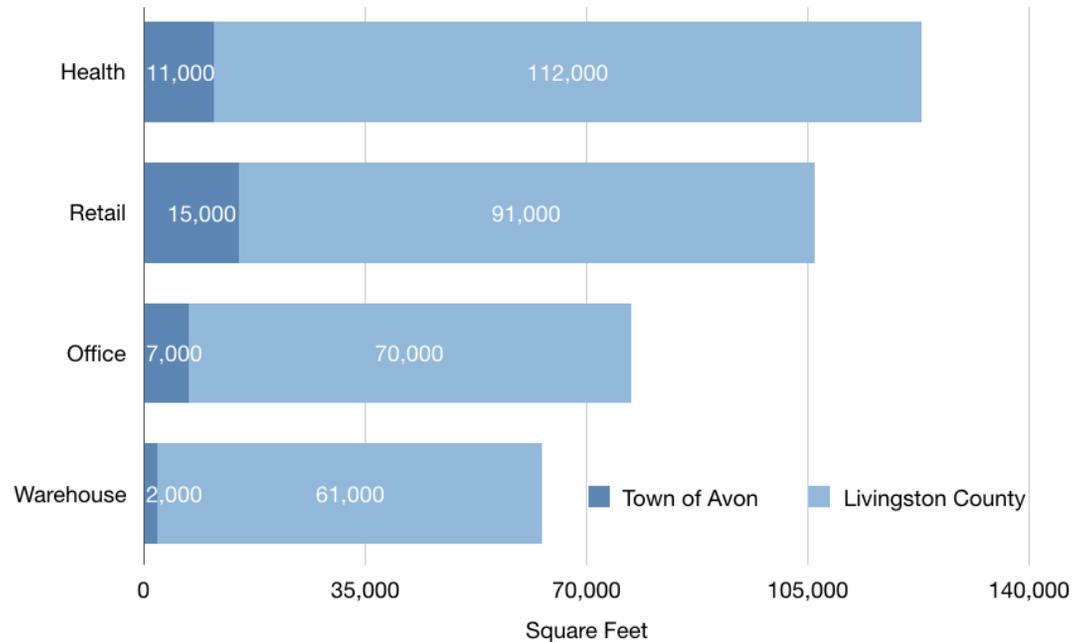


Figure 17: Projected Demand for New Employment Space (2015-2022)

Source: NYS Department of Labor, US Census County Business Patterns, & Urban Advisor

Introduction

Why is this summary important?

The organization of land uses in a municipality defines the way its residents perceive their community, experience their environment, and interact with each other. Land use and transportation patterns establish a sense of place and contribute to the overall character of a community.

For example, cities are comprised of dense blocks with a wide variety of uses in close proximity to each other. This development pattern typically serves to foster a high degree of social interaction and vitality in a compact, pedestrian-friendly environment. By comparison, land uses in rural and suburban towns are more widespread and fewer in number. The lower density development pattern found in towns typically results in a greater reliance on the automobile and more limited interaction among residents.

What is the purpose?

The purpose of a future land use (FLU) summary and map is to equip the Village with a land based decision-making tool that will better inform public and private investments over the next decade. The FLU summary focuses on key land use character areas within a community, identifying future design and development goals for such areas and regulatory recommendations to help achieve those goals.

The land use character areas included in this summary are as follows:

- ▶ Agricultural Residential
- ▶ Single-Family Residential
- ▶ Multi-Family Residential
- ▶ Mixed Residential
- ▶ Downtown Core
- ▶ West Main Mixed-Use
- ▶ General Commercial
- ▶ Low Impact Industrial / Commercial Mixed-Use
- ▶ Industrial
- ▶ Parks & Open Space
- ▶ School Campus
- ▶ Multi-Modal Transportation & Connectivity

Why do we need a Map?

The map on the opposing page is a visual representation of the future land use summary for Avon. The elements depicted on the map are intended to convey a generalized vision of the Village's development framework for the next decade.

Unlike a zoning map, the FLU map is not intended to represent clear regulatory boundaries. The exact size of each area may change as new information arises over time. However, the application of the map should still remain consistent with the overall intent of this Plan.

Notes:

- ▶ *The FLU summary and map do not negate any development limitations due to environmental constraints such as wetlands, steep slopes, or floodplains.*
- ▶ *Although the FLU map boundaries are intended to be conceptual and do not follow parcel lines, it is recommended that mapped zoning districts utilize parcel boundaries for clarity in administration of the Zoning Code.*

Village of Avon

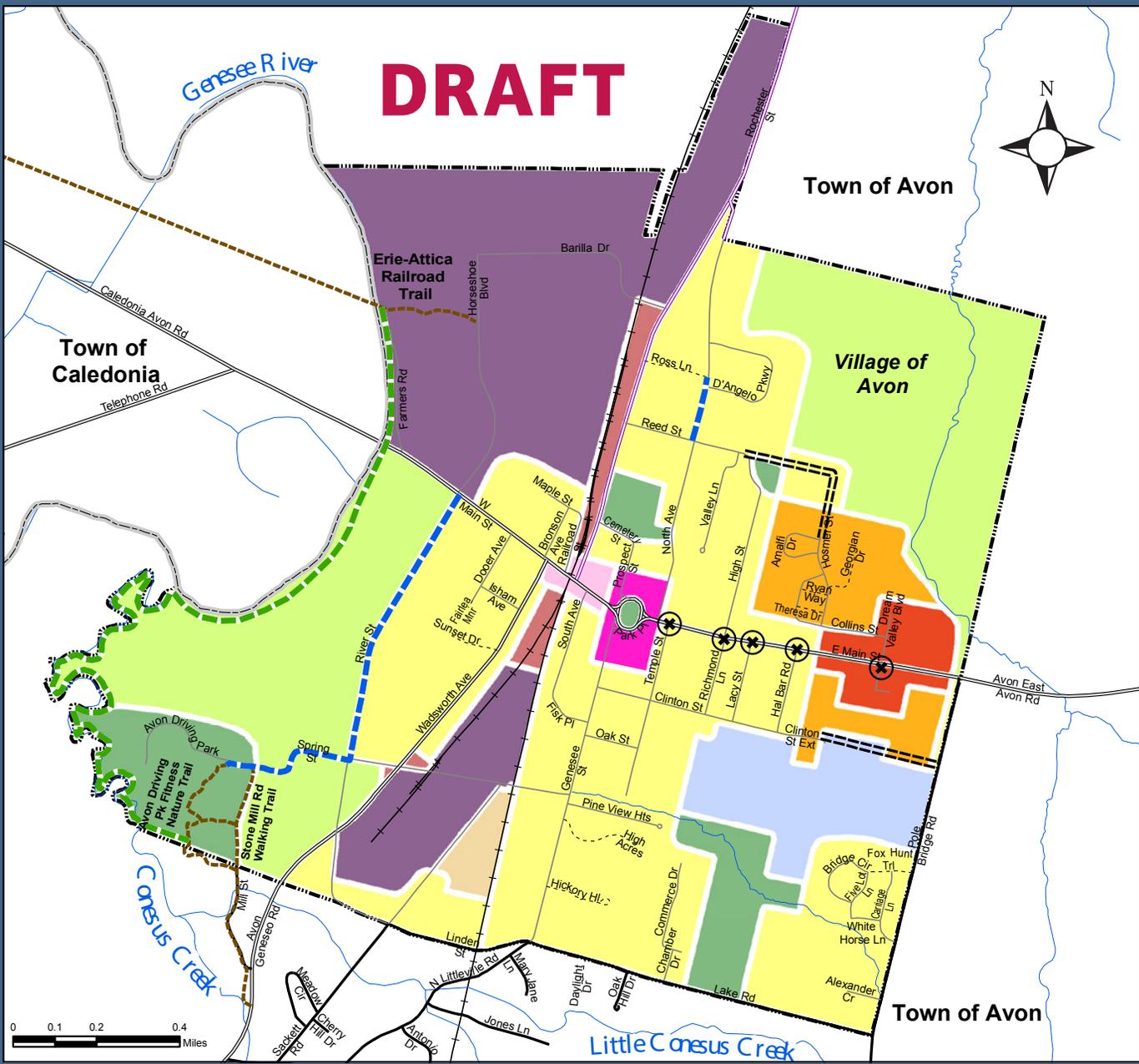
Future Land Use

Livingston County



- School Campus
- Industrial
- Low Impact
- Industrial/Commercial Mixed-Use
- General Commercial
- West Main Mixed Use
- Downtown Core
- Mixed Residential
- Multi-Family Residential
- Single-Family Residential
- Parks & Open Space
- Agricultural Residential
- Existing Trail
- Potential Bicycle / Pedestrian Connection
- Potential Trail
- Potential Street Extension
- Crosswalk Improvement Point

Map created by the Livingston County Planning Department: September 2017
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DRAFT

Agricultural Residential

The light green areas on the FLU map generally indicate the extent of existing farm operations and large-lot single-family residential uses within the Village. Located mostly in the northeast and southwestern corners of the Village, these agricultural operations are mostly separated from existing residential and commercial activity centers. These farm lands are likely to continue operation given the quality of soil in the area and proximity to similar land uses within the Town of Avon.

GOALS

- A. Continue to support local, viable farm operations.
- B. Maintain buffer from adjacent residential and commercial operations.

RECOMMENDATIONS

1. Keep the Agricultural (A) Zoning District and farms/farm activities as a permitted use.
2. Evaluate rezoning of agricultural land on a case-by-case basis.
3. Ensure developments adjacent to farms maintain a minimum 100 foot natural buffer.

Village of Avon



Although much of the Village has been developed, residents still value rural character like the image above.

Single-Family Residential

The color yellow on the map corresponds to areas of established single-family neighborhoods or approved subdivisions within the Village. This land use area is the largest, including both the traditional neighborhood block residential development pattern at the heart of the Village and the winding, suburban development pattern to the southeast.

Although much of the single-family residential area is developed at present, there are opportunities for additional homes to be built in the southeastern corner of the Village, in the Commerce Drive subdivision, and along Pole Bridge Road south of East Avon Road. The predominant zoning district is the R-1 District.

GOALS

- A. Preserve the traditional character and walkability of existing neighborhoods.
- B. Promote the infill of existing single-family residential subdivisions.
- C. Develop new neighborhood blocks by expanding the existing grid street pattern with a focus on connectivity.

RECOMMENDATIONS

1. Review and revise the R-1 District to:
 - Include a purpose statement and regulations that foster traditional neighborhood development patterns
 - Reduce minimum lot width requirement (100 feet) to bring existing neighborhoods (approx. 50 feet) into conformance.
 - Reduce minimum front yard requirement (40 feet) to bring existing neighborhoods (approx. 25 feet) into conformance.
 - Adjust side yard requirements as necessary.
2. Make pedestrian level lighting standard on all residential streets.

A Tale of Two Neighborhoods...

In a Village setting every new residential development should be viewed as a neighborhood rather than a grouping of houses. In order to create a village neighborhood, traditional design elements must be present. These include, but are not limited to narrow streets, sidewalks on both sides of the street, street trees, small front and side yards, and garages located to the rear of the property. A comparison of two local projects will serve to highlight the differences between a newly constructed village-scaled neighborhood and new suburban housing tract.

▶ **Bellaqua Estates (Chili, NY)**

The Bellaqua Estates subdivision located in the Town of Chili is in the process of being completed. A review of the information contained in the table to the upper right indicates that most of the key neighborhood design elements are missing. In addition, some of those that are present are not situated properly. For example, trees planted near the street are placed too far apart and the homes are set back too far to be considered appropriate for an upstate New York village.

Neighborhood Design Element	Pittsford	Chili
Street Width	20 Feet	25 Feet
Tree Lawn		
Width	7 Feet	None
Sides of Street	Both	N/A
Tree Interval	30 Feet	50-100 Feet
Sidewalk		
Width	5 Feet	None
Sides of Street	Both	N/A
Front Yard Setback	20 Feet	70-80 Feet

Note: These figures are approximate measurements.



▶ **Stonetown Hamlet (Pittsford, NY)**

The Stonetown Hamlet neighborhood located in the Town of Pittsford was built in the late 1990s. The attention to detail given to this project is evident as you drive into the neighborhood or walk its sidewalks. The streetscape has all of the necessary design elements as well as some that are more uncommon such as the landscaped median in the center of the street with a walkway and gazebo. In addition, the architectural details of the homes contribute to the overall sense of place and walkability of the area.

As the Village of Avon grows it should strive to emulate the design cues provided by the Stonetown Hamlet rather than Bellaqua Estates. In other words, it should incorporate all of the design elements and dimensions listed in the table for streetscapes like those found in the Stonetown Hamlet neighborhood.

Multi-Family Residential

The multi-family residential future land use area is shown by the color brown on the map. Currently this area includes four apartment complexes, including the Community Manor of Genesee Valley. The Multi-Family Residential (R-2) Zoning District is the land use control for this area. The maximum density of this area is 10 units per net acre, with additional parking, yard, and open space requirements for multi-family dwellings.



According to the CPS, multi-family dwellings constructed with a high level of architectural detailing and quality materials are preferred by Village residents.

GOAL

- A. Ensure multi-family developments reflect the desired Village character.

RECOMMENDATIONS

1. Establish building and site design standards for multi-family developments, including:
 - Facade articulation, building scale, and architectural design guidance;
 - Preferred and prohibited building materials; and
 - Internal/external pedestrian circulation requirements.
2. Incorporate landscaping and buffering standards for parking areas and required yards.



The Village's 2011 Plan provided a conceptual layout for the northern mixed residential area (see next page). As of the writing of this plan, approval has been given for the extension of the Avon Commons townhome development in this area.

Mixed Residential

The two areas of orange on the future land use map indicate opportunities for mixed residential development. The purpose of the mixed residential area is to allow for the development of a wide variety of residential units, including attached and/or detached single-, two-, and multi-family dwellings, in close proximity to existing commercial and community resources.

Maintaining Village walkability and character should be a priority for new developments, with respect to building design, site layouts, and pedestrian/bicyclist connectivity.

GOALS

- A. Provide an increased variety in Village housing stock options.
- B. Enhance pedestrian, bicyclist, and vehicular access to nearby goods and services.
- C. Ensure newly constructed dwellings reflect the desired design and character of the Village.

RECOMMENDATIONS

1. Revise the Planned Residential Development District (PRDD) to include the following:
 - Breakdown of residential



Erie Station Village in West Henrietta is a prime mixed residential neighborhood example. The wide variety of housing styles and densities (pictured above) provides a high level of housing choice for residents in an attractive and walkable setting.

dwellings for no more than 30±% multi-family (4+ units in a structure) and no more than 50±% single-family;

- Maximum overall density of 6 units per net acre;

- Maximum building height of 35 feet for single-family, 40 feet for multi-family;
- Required internal and external pedestrian/bicyclist network connections;
- Minimum open space and community center requirements; and
- Guidelines based on building and site design best practices, architectural detailing, facades, etc.
- Phase development styles from existing homes as transitional buffer (single-family by single-family).

2. Rezone as appropriate for development adjacent to retail and the school.
3. Require new developments to utilize quality construction materials.
4. Permit senior living facilities as part of mixed residential developments.
5. Include minimum buffering requirements for higher density residential areas from existing single-family neighborhoods.
6. Require developer to install roadway connecting Clinton Street to Pole Bridge Road or East Main Street.

Downtown Core

The downtown core future land use area is depicted by the color pink on the map (page 41). Included in the downtown core is the Village's central business district, traditional "Main Street" (Genesee Street), and a variety of uses surrounding Circle Park. Within the downtown core is a mix of residential, commercial, and civic uses often at a higher density than found elsewhere in the Village. The Central Business (B-1) Zoning District generally covers the extent of this land use area.

There are a number of historic structures in the downtown core, including the multi-story, mixed-use buildings along Genesee Street, the St. Agnes School, and Zion Episcopal Church. In the future, development considerations should include the rehabilitation and reuse of historic structures, as well as the redevelopment and infill of the Village Hall plaza.

GOALS

- A. Protect the historic character and walkability of downtown from auto-oriented design practices.
- B. Encourage high quality building and streetscape design with redevelopment.
- C. Promote the mixing of uses and accommodation of small-scale retail.
- D. Support the development of downtown as a tourist destination center.

RECOMMENDATIONS

1. Revise the Central Business (B-1) District to:
 - Permit upper floor residential units and mixing of uses;
 - Prohibit auto sales, drive-throughs, and other auto-oriented uses;
 - Differentiate between indoor and outdoor recreation facilities;
 - Allow for two- to four-story structures (currently 35 foot height maximum); and
 - Establish a maximum front yard requirement (e.g. 10 feet).
2. Permit the conversion of single-family dwellings for commercial or office use (boutiques, inns, etc.).
3. Ensure new construction fully engages the sidewalk and creates a continuous streetwall by:
 - Utilizing a "build to line" at the sidewalk edge;
 - Requiring the attachment of individual buildings with the exception of driveway alleys and cross streets;
 - Orienting storefronts to the principle street; and
 - Requiring parking areas to be located at the rear of buildings.
4. Encourage shared parking and parking access agreements between property owners.
5. Amend off-street parking requirements, to:
 - Reduce commercial/office uses to 1 space per 500 square feet (currently 200 square feet);
 - Reduce residential uses to 1 space per dwelling unit (currently 2 spaces);
 - Reduce industrial uses to 1 per employee at maximum shift (currently 1 per 300 square feet);
 - Reduce minimum parking space size to 9 by 18 feet (currently 10 by 20 feet);
 - Require landscaped islands and pedestrian pathways for parking lots of 15 spaces or more.

Village of Avon

Village Center Design Guidelines

The scoring of the CPS indicated a desire for the following late 19th and early 20th century design principles within the Village's central business district area.

Building Scale & Location

- » Buildings should be built to the sidewalk with little to no setback.
- » Buildings should be at least two (2) stories in height. One-story structures should have the scale of a two-story structure.
- » Structures with 50 foot frontage or more should be broken up into smaller visual increments.

Parking

- » Parking should always be screened from public view.
- » Front yard parking should be prohibited.

Facades

- » First floors should be mostly transparent (windows & doors).
- » Upper floors should have a lesser amount of



In the Village's central business district area, residents prefer well-maintained traditional storefronts. The Village should consider listing Genesee Street on the National Register so property owners can take advantage of historic tax credits for rehabilitation.

transparency, but should remain consistent with the rhythm of fenestration of the first floor.

- » Where transparency is not appropriate, architectural features or other visual elements must be used.
- » Facades should be tripartite in design, defining a bottom, middle, and top to structures.
- » Awnings are encouraged, but they should match the shape of the window opening. Multiple awnings should be used over more than one opening.
- » Wood, brick, or other traditional materials are preferred.



Signage

- » Flush-mounted wall signs and projecting signs are preferred.
- » Flat sign faces are to be avoided. Recessed or raised lettering and graphics are to be encouraged or required.
- » Signage should not interfere with visual access into the building (i.e. windows, doors).
- » Signs should be sized and placed in a manner that is consistent with the architectural features of the building.

West Main Mixed-Use

The West Main Street mixed-use future land use area is shown in the light pink color on the map. At present this corridor is mostly residential in character, with several commercial or office uses operating out of single- or two-family structures.

Historically, the eastern end of this area was a continuation of the multi-story, mixed-use land use development pattern of the downtown core. Future redevelopment opportunities should continue this traditional development pattern, particularly along the northern edge of West Main Street. The southern edge of the street, however, is likely to remain more residential in character while still permitting the mixing of uses and conversion of single-family homes to commercial operations.

GOALS

- A. Encourage redevelopment of north and south eastern corners as continuation of downtown core.
- B. Preserve residential character of homes along southern side of West Main Street.

- C. Promote the mixing of uses and prohibit auto-oriented land uses that may obscure streetscape.

RECOMMENDATIONS

1. Rezone from the General Business (B-2) District to a special or overlay district to better accommodate desired development, including:
 - Permitting mixed-uses and residential dwelling conversions;
 - Prohibiting auto-oriented and auto-dependent uses;
 - Applying design standards for residential conversions and infill development;
 - Reducing yard, parking, and lot size requirements to maintain the existing walkable, pedestrian-scaled streetscape.
2. Maintain wrapping of the Central Business (B-1) District at the eastern corners of the West Main mixed-use area.



The Village's 2011 Plan highlighted the West Main area as an "Improvement District." The concept plans above help illustrate the application of a continuous streetwall and parking located in the rear. These building and site design best practices should be applied to potential redevelopment sites in both the downtown core and West Main area.

General Commercial

Shown in red on the future land use map is the general commercial land use area, otherwise referred to as the East Main Street commercial activity center. This area of the Village is the most suburban in character, with large-scale commercial uses, strip mall type developments, and single-story/single-use structures, accessed via a large number of curb cuts along the East Main Street frontage.

This future land use area serves as the primary commercial activity hub of the Village for both residents and visitors of Avon. Patrons are a mix of motorists, bicyclists, and pedestrians. With the proximity of the school, established neighborhoods, and the mixed residential future land use area, pedestrian connectivity both within and between sites in this area is a concern. Parking lots, curb cuts, and the width of East Main Street each present a high number of conflict points between walkers/bicyclists and vehicles.

Future development and infill presents a great opportunity to transform the East Main Street general commercial area into a more attractive and inviting activity center and gateway to the Village. The relationship between

the streetscape and private development is detrimental to achieving the level of design and pedestrian comfort desired by residents as part of this Plan update process.

GOALS

- A. Promote this area as the major local and regional commercial activity center.
- B. Reduce the level of auto-dominant site design to increase walkability and community aesthetic.
- C. Locate infill development along street frontage to serve as traffic calming measure and create a sense of place.
- D. Ensure new and redeveloped buildings are designed in a manner that promotes reuse and does not reflect typical chain or franchise architecture.
- E. Work with NYS DOT to ensure public streetscape is multi-modal and contributes to the sense of place.



Above is the East Main Street development concept plan from the 2002 State Routes 5 & 20 Land Use Access Management Plan conducted for the Village and Town of Avon.

Evolution of a Streetscape...



CPS Score: 4.00 / 9.00

Existing Conditions



CPS Score: 7.50 / 9.00

Public Realm Improvements



CPS Score: 8.50 / 9.00

Private Property Improvements

The design of a streetscape has a significant impact on the success of place-making. The images above are a series of photo simulations depicting how even a larger arterial roadway may be enhanced with public and private realm improvements.

Village of Avon

RECOMMENDATIONS

1. Revise the General Business (B-2) District to:
 - Permit the mixing of uses in a single structure;
 - Adjust the maximum building height to allow development of two-story structures;
 - Reduce the front yard requirement to 10 feet and utilize 30-foot front yard requirement as maximum;
 - Reduce parking lot frontage along East Main Street as redevelopment occurs;
 - Require minimum 10-foot landscaped buffer of parking lots from street frontage and adjacent residential uses.
2. Prohibit large expanses of paved parking and amend existing off-street parking requirements (see downtown core recommendations).
3. Develop nonresidential design guidelines to improve reusability of buildings and limit impacts of franchise architecture;
4. Review and implement recommendations of 2002 State Routes 5 & 20 Land Use Access Management Plan, including:
 - Access management provisions to reduce curb cuts;

- Shared parking and access requirements;
 - Internal and external circulation; and
 - Infill development patterns.
5. Support infill developments that create traditional “blocks” and bring buildings closer to the street.
 6. Reduce vehicular traffic lane widths where practicable and include on-street bicycle accommodations.
 7. Add tree lawn between sidewalks and East Main Street (see cross section at right).
 8. Include perimeter landscaping requirements for developments.



CPS Score: 2.00 / 9.00

Parking lots with little to no landscaping, buffering, or pedestrian access scored low in the CPS taken by Village residents.

Transforming an Auto-Centric Corridor...

In 2001, the Town of Greece completed their Town Master Plan Update. As part of that update it was acknowledged that the land use and transportation issues associated with the Dewey Avenue corridor were too complicated to be addressed in a town-wide planning effort.

As a result the 2001 Master Plan called for a more detailed corridor study to be completed by the Town. The Dewey Avenue Corridor Study was finished in 2007. The Study contained a wide range of recommendations that included reducing the number of travel lanes on the roadway and updating the zoning along the corridor to foster a mixing of land uses.

The Town completed the Dewey Avenue Mixed Use District in 2011. As part of the zoning amendment the Town incorporated site and building design requirements to enhance the walkability of the corridor such as requiring:

- » Parking to be placed to the rear or side of newly constructed buildings;
- » Landscaping be provided around the base of the

buildings and along the perimeter of the site;

- » Entrances are placed adjacent to the public sidewalk; and
- » Pedestrian connections provide direct access from the public sidewalk to the building.

The images below show some of the changes that have occurred along Dewey Avenue since the adoption of the new zoning regulations.

Large expanses of parking and asphalt has been converted to commercial development that caters to the auto-mobile second and pedestrian and bicyclists first. This has impacted how the corridor functions, looks, and feels.

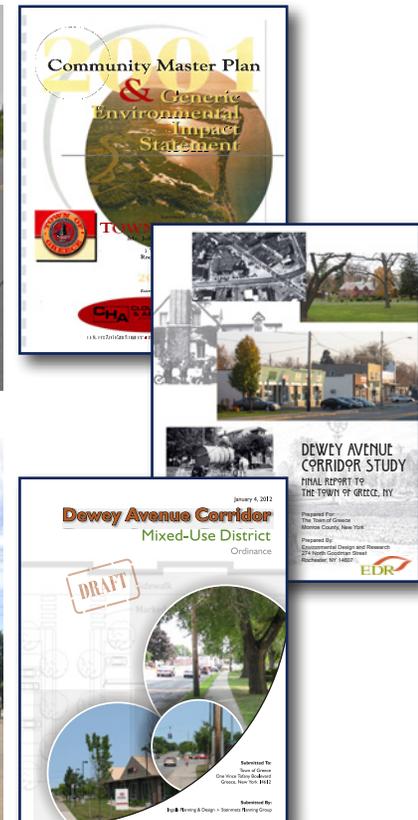
In the CPS, Avon residents have expressed a preference for streetscapes and corridors that comfortably accommodate walking and biking to those that place emphasis on driving and automobile access.



Dewey Avenue, Greece (NY) 2013



Dewey Avenue, Greece (NY) 2017



Low Impact Industrial / Commercial Mixed-Use

The coral color along the railway corridor running north-south at the center of the Village and at the intersection of Wadsworth Avenue and Spring Street is the low impact industrial/commercial mixed-use land use area. Generally the uses located in these areas today are those that have a limited impact on adjacent property with respect to traffic generation, noise, odor, or outdoor operations and storage.

The purpose of this future land use area is to permit the operation of industrial and commercial uses in a manner that best makes use of denser properties in close proximity to established residential neighborhoods. Multi-family residential units may also be permitted to support the nonresidential uses.

Operations that may have adverse impacts on adjacent residential property, such as a vehicle repair shop, are typically screened and/or buffered.

GOALS

- A. Accommodate a variety of limited commercial and industrial operations.
- B. Minimize impacts of industrial and commercial operations on adjacent properties.

RECOMMENDATIONS

1. Consolidate the Combination Multiple-Family/Light Industrial (C-1) and Combination Central Business/Light Industrial (C-2) Districts and rezone as indicated on the FLU map.
2. Revise C-1 and C-2 Districts to:
 - Permit appropriate scale and intensity of residential, commercial, and industrial uses (currently R-2, B-1, and I-1 District uses);
 - Permit live/work space and artist lofts;
 - Include specific dimensional and bulk requirements for lots and buildings (not found in Code or tables presently);
 - Require landscaped buffer yards from adjacent residential property;
 - Require industrial operations to be conducted within an enclosed structure, to the extent practicable; and
 - Limit size of retail uses to reduce traffic generation and need for parking.

Industrial

Areas of where large-scale industrial operations exist or are permitted within the Village are shown by the color purple on the FLU map. This includes the site of the Barilla plant (northwestern corner) and Kraft factory (south of Spring Street at end of railway).

These industrial operations are typically large-scale plants with building footprints in excess of 30,000 square feet and a need for on-site loading facilities. All operations are conducted within an enclosed structure, with the exception of outdoor storage of vehicles and other materials as necessary.

Due to the volume of car and truck traffic generated and potential for adverse impacts on adjacent residential property, ample buffer yards are provided along street frontages and at the edge of property lines.

Currently the Light Industrial (I-1) and Special Light Industrial (I-2) Districts regulate these areas. However, the language of these districts is very narrow as it seems to have been based on the conditions of existing operations only.

GOALS

- A. Continue to support the infill of existing industrial campus areas.
- B. Maintain landscaping and buffering from adjacent uses.

RECOMMENDATIONS

1. Combine the I-1 and I-2 Districts and rezone as indicated on the FLU map.
2. Revise the I-1 and I-2 Districts to:
 - Permit smaller scale operations (current minimum lot size is 3 acres);
 - Establish lot, building, and yard requirements by use (not present in I-2 District);
 - Reduce yard requirements when adjacent to other nonresidential uses; and
 - Include pedestrian connection considerations for parking lots and when adjacent to public roadways or trails.
3. Maintain landscaping and buffer language of existing zoning districts.

School Campus

The school campus area owned and operated by the Avon Central School District is shown in the color blue on the FLU map. Although the Village is not in control of these lands, it is important that future development opportunities in the area are coordinated with the School District.

The school campus is adjacent to several established neighborhoods as well as a senior living facility and the commercial activity center along East Main Street. New trails or formalized pathways are envisioned from many of the neighborhoods to the school property, linking to their existing sidewalk network on campus. Currently, many informal pathways exist through private property.

In 2016, the school completed the construction of the Village's only solar energy field on lands east of the high school building.

GOAL

- A. Coordinate future development plans with the School District.

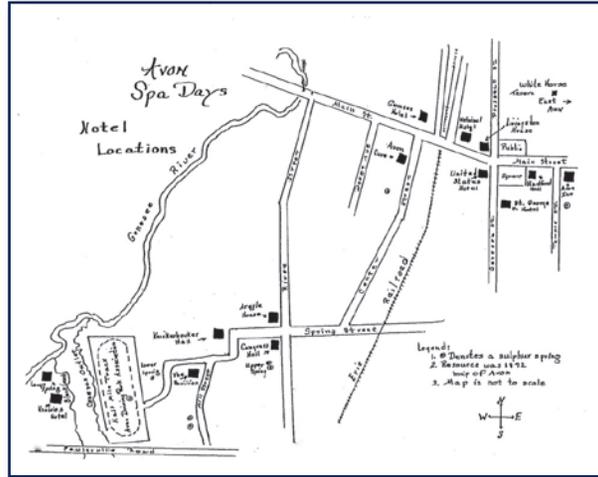
Parks & Open Space

The areas of dark green on the FLU map in addition to the green dashed lines show the location of current and proposed parks, open space, and trails.

Passive and active recreational opportunities within the Village are provided by Avon Driving Park, Circle Park, the neighborhood park by High and Reed Streets, and the fields at the school campus. Other open spaces include the cemetery north of downtown, and green space south of the school campus.

There are several existing trails that run through Avon Driving Park and the Erie-Attica Railroad Trail runs into the Barilla industrial complex.

Most notable is the presence of the Genesee River and the associated recreational opportunities it provides. For example, there are designated fishing areas and boat launches along the River that provide access to the public.



The Village of Avon was once a major tourist destination as travelers sought out the sulfur springs “spa” for relaxation.

GOALS

- A. Enhance use of passive and active recreational areas.
- B. Increase public access to the Genesee River.
- C. Preserve areas of open space as natural stormwater management systems.
- D. Strive to view and protect the environment using natural boundaries (watersheds, prime soil areas, etc.) rather than municipal boundaries.

RECOMMENDATIONS

1. Complete feasibility study for the development of a trail running along the Genesee Riverbank and connection to other local trail heads.
2. Consider drafting and adopting an Open Space District or Environmental Protection Overlay Districts (EPODs) to regulate and protect areas of significant environmental features, such as:
 - The Genesee Riverbank;
 - The sulfur springs;
 - Floodplains and wetlands;
 - Wood lots;
 - Steep slopes; and
 - Creek beds.
3. Develop a tree preservation ordinance or modify the zoning and site development guidelines to preserve or increase the tree coverage within the Village.

Multi-Modal Transportation & Connectivity

Having a multi-modal and connected community is a high priority for the Village of Avon. There is a desire to ensure that people, whether in cars, on bikes or walking, can get to various neighborhoods, schools, and commercial centers safely and efficiently. This connectivity contributes to the health of the residents, the businesses and to the social fabric of the community.

GOALS

- A. Create a walkable, bike-able environment Village-wide that allows people to walk from their homes to commercial and public activity centers.
- B. Have a sidewalk on every Village street.
- C. Encourage non-motorized travel to schools.

RECOMMENDATIONS

- 1. Adopt a complete streets policy.
- 2. Ensure new roadways include sidewalks on both sides of the road and a generous shoulder, shared use lane, or bike lane to accommodate bicyclists.

Complete Streets



What are they?

Complete streets are those that are designed for all types of users, regardless of age or ability. They accommodate a balance of pedestrians, bicyclists, motorists, and public transportation users by addressing the needs of each within the public and private space available. There are no specific design guidelines for a complete street, rather the context of the community is used to dictate the type and nature of the facilities that will be provided.

Benefits

Complete streets improve safety for all modes of transportation by accommodating for each type of user where appropriate. They promote an active lifestyle by making it easier and attractive for users to walk or bike on streets. They improve connectivity and accessibility within communities. They also foster strong communities by bringing more people to the street, creating a safe, friendly environment for local residents and visitors.

- 3. Formalize on and off street connections, where appropriate, between the school and nearby neighborhoods and commercial activity centers.
- 4. Eliminate gaps in the existing sidewalk system and require construction of sidewalks in new neighborhoods (see FLU map for priority sidewalk connectivity areas).
- 5. Improve pedestrian visibility and access along East Main Street with signalized or better defined crosswalks (see FLU Map for priority locations).
- 6. Incorporate facilities for bicyclists on major roadways and on trails as investment occurs.
- 7. Require provision of bicycle parking as part of commercial developments.
- 8. Implement the recommendations of the 2015 Village of Avon Walkability Audit.

**END OF DRAFT
OCTOBER 2, 2017**