Town of Avon - Comprehensive Plan

2016

DRAFT

OCT 2016

2015 Avon Community Survey Respondent Verbatim Word Cloud

A "word cloud" is a summary of frequently used words within respondent verbatim comments. The word cloud gives greater prominence to words that appear more frequently. (Source: Wordle, 2015)

Acknowledgments

This Town of Avon Comprehensive Plan update was completed by the joint efforts of Town Officials, Board Members, and residents. The contents herein shall serve as an update to the Town of Avon 1995 Comprehensive Plan, providing a framework for future decision-making and guidance for local leaders.

The Steering Committee was integral in the drafting of this Comprehensive Plan Update through the contribution of their institutional knowledge, research capabilities, photos, and supplementary documentation materials. The Livingston County Planning Department provided great assistance with all mapping needs and existing community demographics and statistics. CRUX Research Inc. also donated time and effort for the coordination of the Community Survey conducted to inform this Plan update.

The Town would also like to thank all members of the community and stakeholders who contributed to this Plan's vision for the betterment of the greater Avon community.

Resources for the preparation of this document and its contents include the US Census, American Community Survey, Livingston County Geographical Information System (GIS) Data, and the NYS Agricultural Census.

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Introduction

"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 Town Law §272-a(1)(b)

Introduction

Plan Purpose & Intent

The primary purpose of a Comprehensive Plan is to put the community's vision for its future on the record. Any development proposal or action, whether private or public, should take into consideration the Town's vision as expressed in this Plan, and be consistent with its stated priorities. An adopted Comprehensive Plan provides an accessible and clear guide for entities seeking to invest in the community. It provides them with a better understanding of what the Town is likely to approve and the types of actions that are preferred.

The intent of this 2016 Comprehensive Plan is to provide our Town with an updated framework for future public and private investment in the community. In the Town of Avon it is the collective investment by our residents, businesses, civic institutions, community organizations, and local government that will shape the physical, social, and economic character of our community. A good plan outlines community-wide goals and action steps toward implementation that may be adopted by all those doing business with the Town of Avon, residents and stakeholders alike.

It is important to note that this Plan is consistent with New York State Municipal Law. According to NYS Town Law Section 272-a, a Comprehensive Plan is defined as:

> ***"...the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the Town."***

Genesee Valley Greenway Trail

In the absence of planning, towns, villages, and cities often incur a greater number of unintended consequences. Planning helps municipalities avoid reactionary decision-making by taking the steps necessary to guide future development and investment based on the current needs and desires of the greater community.

As a result the Town of Avon 2016 Comprehensive Plan will serve as the foundation upon which future planning and policy decisions are to be based. Although this document is an instrument of Town Policy, it should not preclude future decisions that may not align precisely with the stated vision and goals. However, for actions or decisions that deviate from the goals expressed in the Plan, a sound argument and rationale must be presented that is as convincing as that presented in the Plan. Such deviations should not be a common or an easily attainable outcome, and should be supported only after careful consideration of the overall benefit to the community.

Once completed this Plan may directly or indirectly inform a number of municipal functions and initiatives. The bullets below outline some examples of how this Comprehensive Plan Update may inform and benefit municipal decisions into the future.

- **Grant Acquisitions** Federal and State funding is increasingly tied to a community's Comprehensive Plan. The projects and programs that have public support and are identified in the Plan are more likely to be successful in obtaining funding than those that are not.

- **Zoning, Subdivision & Land Development** A Comprehensive Plan can inform future regulatory changes in a municipality. Over time, regulatory tools such as zoning, design review, subdivision requirements and environmental protection overlay districts should be brought into conformance with the Comprehensive Plan.

- **Budgeting & Capital Improvement Planning** The Comprehensive Plan can be used as a tool during the development of 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 & Economic Development Efforts** An increasing number of communities 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. The need and support for such efforts is often determined through the comprehensive planning process and documented in the Plan itself.

Planning Horizon

The planning horizon is defined by the length of time for which this Plan is considered relevant and representative of the community. It may also quantify the length of time necessary to implement a majority of the Plan's recommendations. The planning horizon for this comprehensive planning effort is 10 years, or to the year 2026. It is imperative that the community dialogue that helped to develop this Plan continues and that the Plan is revisited with the future changes that are sure to occur.

Utilization of the Plan

This 2016 Comprehensive Plan update was adopted by the Avon Town Board on XXXXXXX, 2016. It shall be the policy of the Town to reference the Comprehensive Plan for all rezonings and infrastructure projects planned by the Town and proposals from other governmental agencies. A copy of this Plan should also be provided to county and state agencies to assist with their future plans and projects in the Avon area.

In addition to the reference of this Plan for major infrastructure projects, it shall also be the policy of the Town to require an annual review of the document by the Town Board, Planning Board, and Zoning Board prior to the approval of the following year's budget. This review may include, but is not limited to, training efforts, updates to demographic data, review of completed implementation items, addition of new implementation items, and alterations to Plan content to reflect any potential change in community values.

Introduction

Acronyms Used

There are numerous agencies, organization, 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
- AFPB: Agriculture & Farmland Protection Board
- DEC: Department of Environmental Conservation
- DOT: Department of Transportation
- GFLRPC: Genesee Finger Lakes Regional Planning Council
- GLOW: Genesee, Livingston, Ontario, Wyoming
- GVC: Genesee Valley Conservancy
- IDA: Industrial Development Agency
- LC: Livingston County
- LUAMP: Land Use Access Management Plan
- NYS: New York State
- NYSERDA: NYS Energy Research & Development Agency
- PDD: Planned Development District
- PDR: Purchase of Development Rights
- PUD: Planned Unit Development
- RTS: Regional Transit Service
- SEQRA: State Environmental Quality Review Act
- SWCD: Soil & Water Conservation District
- US: United States

Planning Process

The planning process utilized to complete this Plan was determined and directed by the project's Steering Committee. The Steering Committee consisted of individuals who volunteered their time and effort to take on the important plan update process. Committee members included elected officials, community residents, and various board members. The role of the Steering Committee was to provide a preliminary direction for the Plan update and to help draft and review documents throughout the process.

The Steering Committee also held an open Kick-Off Meeting where attendees were given a visual Community Preference Survey (CPS). This survey showed numerous images of difference styles of development and asked residents to rate them on their overall desirability to the Town of Avon. Many CPS images have been included in the future land use section of this plan, while the full summary of CPS results can be found in the Appendix.

The general timeline of key milestones associated with the planning process is provided below:

Community Forum	Nov 2014
Steering Committee Kick-Off Meeting	Dec 2014
Senior Workshop	Jan 2015
Youth Workshop	Mar 2015
Community Survey	July - Aug 2015
Community Profile & Input Review	Sept 2015
Draft Vision & Goals	Sept 2015
Draft Implementation Tables	Dec 2015
Future Land Use Workshop	Feb 2016
Preliminary Plan	May 2016
Open House	June 2016
Draft Comprehensive Plan	June 2016
SEQRA Review	June 2016
* Public Hearing	XX
* Plan Adoption	XX

* Indicates task yet to be completed.

Public Participation

In an effort to ensure that the Plan also addressed the desires and concerns of the public, opportunities were provided to engage Town residents and stakeholders 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, as well as a Senior Workshop and Youth Workshop to target input from key age groups in the Town. Additionally, the public was given the opportunity to review and comment on the Draft Comprehensive Plan at an Open House prior to the Public Hearing and presentation to the Town Board for adoption. The following is a brief summary of the preliminary public input opportunities held in the first phase of the project:

Community Forum

In November of 2014 a Community Forum was held at the Avon Veterans Hall to which all community residents and stakeholders were invited. Nearly 40 residents braved the first snowstorm of the season to attend this Forum and learn more about the comprehensive plan process. The purpose of the Forum was to introduce the public to the Comprehensive Plan Project, review the process to be used to complete the Plan, and to solicit input from the community for the future vision and goals of Avon.

Attendees participated in a key issue brainstorming exercise to identify the community's strengths, weaknesses, opportunities, and threats (SWOT Analysis). A partial list of the topics raised by the public in the SWOT Analysis are listed in the column at right, including the top SWOT elements indicated by attendees. These issues and opportunities were incorporated directly into this Comprehensive Plan Update (A complete listing of responses from this exercise is provided in the Appendix).

Strengths

- Rural area, beautiful setting, aesthetic rural character
- Agriculture industry
- Village center and its walkability, local history
- Strong, diverse faith community - supportive (food pantry)
- Good location - Route 390, Corning, Buffalo, Rochester, etc.

Weaknesses

- High tax rate
- Stormwater runoff management
- Lacking service oriented and retail businesses (clothing, office supplies, gift shops, etc.)
- Lack of places to eat/shop - do not want chain restaurants

Opportunities

- Reuse of third floor Town Hall opera space
- Development of recreation center/movie theater
- Continuing care community for seniors
- Connect Avon to East Avon via bike/pedestrian facilities
- Create an identity for the Town - pull people in

Threats

- Potential for unplanned/incompatible development and industry
- Losing farmland/open space/green space
- Lack of building and code enforcement
- Potential aquifer contamination (wells)

Introduction

Jim Blye welcomes residents to the Community Workshop

Attendees help to prioritize the SWOT results

Molly Gaudioso of SPG presents to Avon's seniors

John Steinmetz of SPG leads a workshop with students

Senior Workshop

A Senior Workshop was held on January 7, 2015, at the First Presbyterian Fellowship Hall in East Avon. Over 20 senior residents attended this workshop which included an overview of the comprehensive planning process and breakout sessions discussing some of the most pressing issues facing the aging population of the Town of Avon. The following are the top issues (☐ symbol) and opportunities (☑ symbol) we heard for each topic area (complete summary can be found in the Appendix).

Destinations & Activities

☐ Need a drug store, grocery or convenience store closer to Town
☐ Have to leave Town for formal dinners
☑ Utilize local exercise programs (silver sneakers)
☑ A lot of community events to attend (school, church, etc.)

Medical & Healthcare Services

☐ Have to leave Town to see medical specialists
☐ Lack of mental health services in the area, especially for kids
☑ General medical care available in Town (dentist, GP, etc.)
☑ Lion's Club has a loan closet (medical equipment, walkers, etc.)

Transportation & Mobility

☐ Bus routes are limiting, rely on personal vehicles/friends
☐ Could use more walking opportunities and connections
☑ Avon Driving Park trail is an asset
☑ Support sidewalk connections between East Avon and the Village

Housing

☐ Lack of housing affordability and choices for aging-in-place
☐ No proprietary care in Town, just nursing homes
☑ Local volunteer will help retrofit homes for seniors
☑ Harper Park is a good residential living option (no pets)

Youth Workshop

On March 4, 2015, two Youth Workshops were held at Avon High School with an economics class and participation in government class. The workshop provided an opportunity for students to share their perceptions on what they liked and disliked about growing up in Avon. This exercise helped guide the Plan in terms of the pros and cons young people see in the community, and how to address them.

The workshop also provided an opportunity for students to discuss their overall perceptions of the Town. The following is a listing of some of the things the students would address if they were King or Queen for a day. A complete summary of the responses during each workshop can be found in the Appendix.

"If I were King or Queen for a day in Avon, I would..."

- Swap out a pizza place for something else to do or eat.
- Add a movie theater (not a drive in).
- Put a stop light by Dontonio's (Intersection of Routes 5 & 20 and Pole Bridge Road).
- Bring in something fun like mini-golf, an art gallery, clothing stores, or laser tag.
- Have more community-wide events.
- Provide better bicycle and pedestrian connections between East Avon and the Village.

Introduction

Community Survey

In addition to the public outreach efforts held at the start of the planning process, the Town decided to implement a community-wide survey. With support provided by Crux Research, the Town utilized an online survey instrument to solicit more detailed input about the current state of the Town and its desirability, as well as future development preferences and priorities. Advertised from July to August 2015, the survey was completed by nearly 400 Avon residents. Below is a brief summary of the survey respondents, and at right is a breakdown of some top questions. Survey questions related to future development preferences have also been included in the Future Land Use Summary section of this Plan. A detailed report of the survey results provided by Crux Research is also located in the Appendix.

Who took the Survey?

Survey respondents were equally split between males and females, with highest representation from the 30 to 39 and 60 to 69 age groups (see Figure 1 below). More than half of the respondents did not have children living at home. Because the survey was distributed community-wide, there was a near equal split between the number of Town and Village residents who participated. Approximately 74% indicated that they had lived in the community of Avon for 11 years or more.

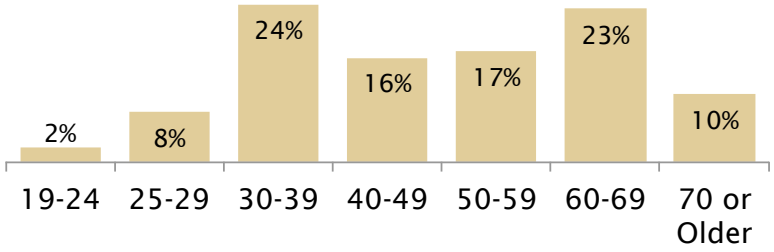


Figure 1: Survey Respondents by Age Group

I choose to live in Avon because of the...

1. Sense of community
2. Quality of the Avon School District
3. Rural character and agricultural community
4. Size of the Town
5. Proximity to work or school

I am satisfied with the Town's level of service for...

1. Fire protection (79%)
2. Ambulance service (69%)
3. Police protection (66%)

I am NOT satisfied with the Town's level of service for...

1. Stormwater management (68%)
2. Public transportation (43%)
3. Communication of news and events (33%)

Local agriculture is important to me because...

1. Avon farming is part of our regional economy
2. Avon farming helps to maintain the Town's rural character
3. Avon farming provides fresh local food
4. Avon farming preserves open space

I am one of the 42 respondents who have a private drinking well, and...

1. I have problems with the quality of the water (41%)
2. I have problems with the quantity of the water (16%)
3. I have no problems with the water (55%)

Community Profile

"You can have data without information, but you cannot have information without data."

- Daniel Keys Moran

Unless otherwise stated, the data and trends included in this section are based on the results of the US 2010 Census accessible via www.factfinder.census.gov

Community Profile

Location & Settlement

Avon is a community in Western New York State situated on the east bank of the Genesee River in the northern-most section of Livingston County (see Figure 2). The first permanent settlement in Avon was made in 1789 at the Genesee River where Gilbert and Maria Berry built a log tavern and later operated a rope ferry. The Town of Avon was formally organized in 1797, while the Village of Avon was incorporated in 1853. During the nineteenth century Avon was famous for its mineral springs, with large hotels, bathhouses, and recreational facilities built to accommodate the many who sought health cures from the rich sulfur waters.

Today, visitors to Avon are able to enjoy the history and character of the Town and Village by exploring local parks and historic landmarks, including Avon Village Park, Gilbert Berry Park, Avon Driving Park, Papermill Park, and various historic structures in the Village. Historic landmarks within the Avon community include the Five Arch Bridge, Civil War cenotaph, the Avon Inn, the Opera Block, East Avon Presbyterian Church, the White Horse, and the site of the first mill in the Genesee Valley.

Town of Avon Quick Facts!

2014 Population..... 3,770
2000 Population..... 3,466
Total Land Area..... 37.8 Sq. Mi.
Total Water Area.....0.6 Sq. Mi.
Median Age 38
Density.....97 People/Sq. Mi.

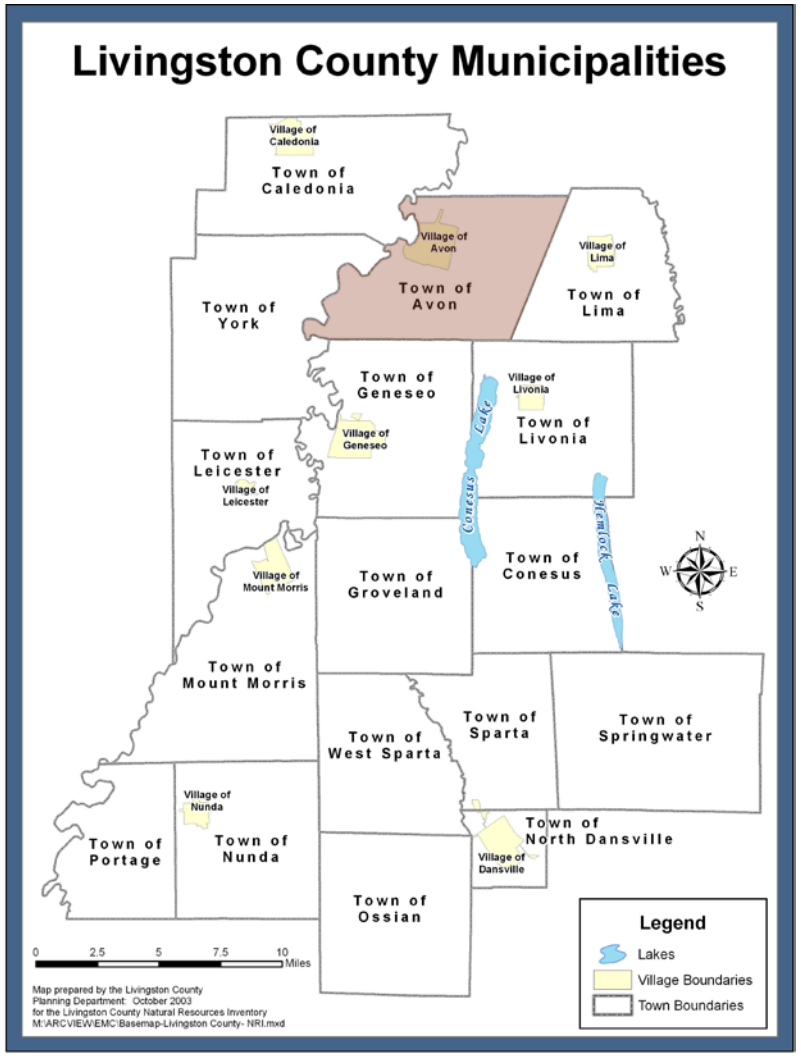
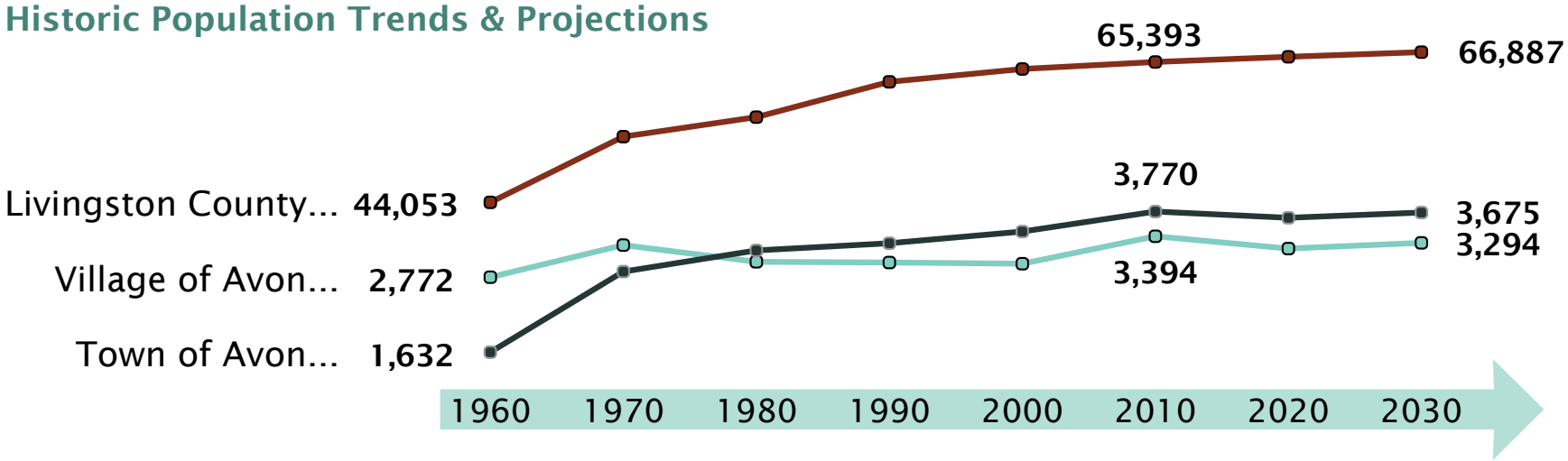


Figure 2: Town of Avon Location in Livingston County

Key Statistics

Primary Employment Industry	*Primary Land Use*	*Unemployment Rate*	*Poverty Rate*	*Median Income*
Education	***Agriculture***	***3.1%***	***4.1%***	***$59,306***
Comprises 28% of Jobs	74% of Town Land Use	(Countywide 5.7%)	(Countywide 11.9%)	(Countywide $53,518)

Historic Population Trends & Projections

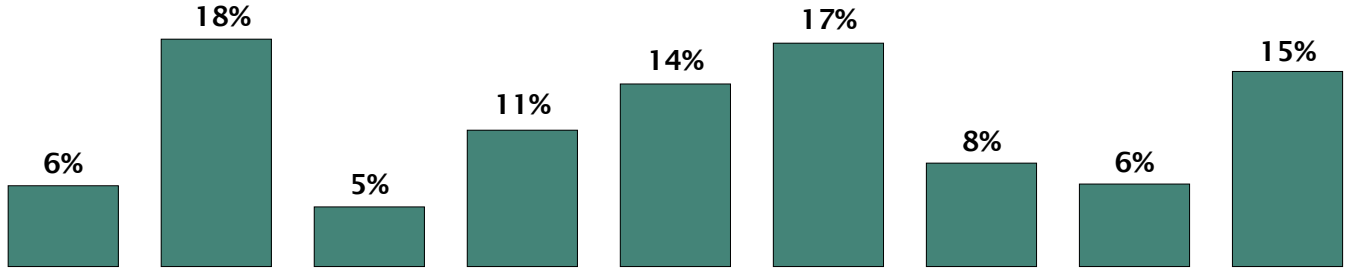


In 1960 the Village had over 1,000 more residents than the Town. Since then the Town has experienced steady growth as the Village's population declined. The Town's population surpassed that of the Village just before 1980. The difference in population change has stabilized in recent years and projections estimate that trend will continue into 2030.

The projections from the Genesee Finger Lakes Regional Planning Council (GFLRPC) estimate the population of the County will grow by just over 2% in the next two decades, while the Town (-0.4%) and the Village (-2.9%) of Avon are estimated to decline over the same period with the largest decrease occurring between 2010 and 2020.

Community Profile

Age Distribution

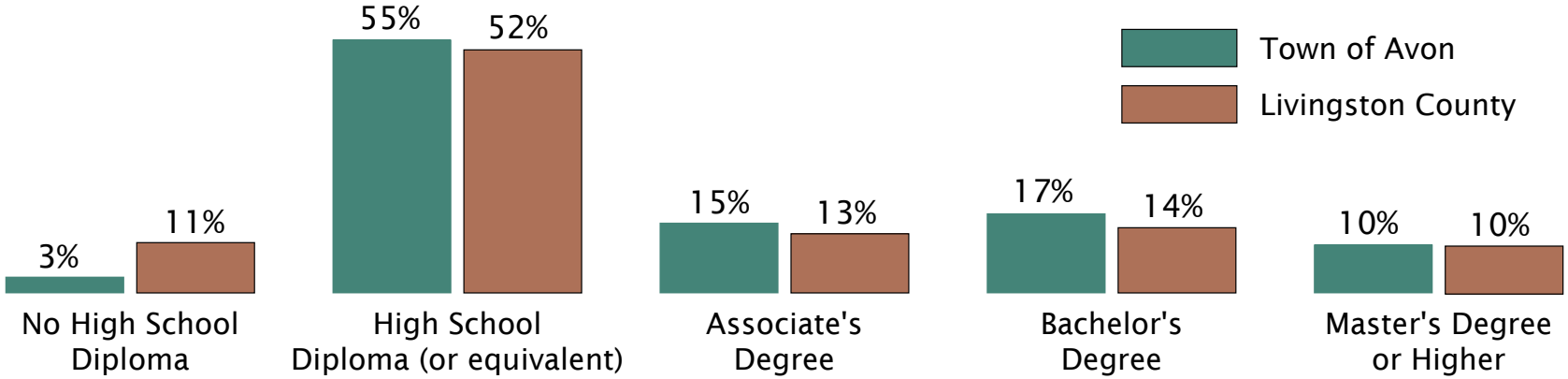


Age Group	<5	5-19	20-24	25-34	35-44	45-54	55-59	60-64	65+
% Change 2000 to 2010	+4%	-6%	+29%	-11%	-12%	+16%	+66%	+30%	+38%

The Town of Avon is experiencing a large increase in age groups 45 and above which now make up more that 60% of the population. There has not been a corresponding increase at lower ages, in fact, young families (children 5-19 and parents 25-44) have declined.

This trend is also occurring at the County level. Rapid aging of the Town's population puts pressure on Avon to provide additional services and resources for elder care so that residents may be provided the opportunity to age-in-place.

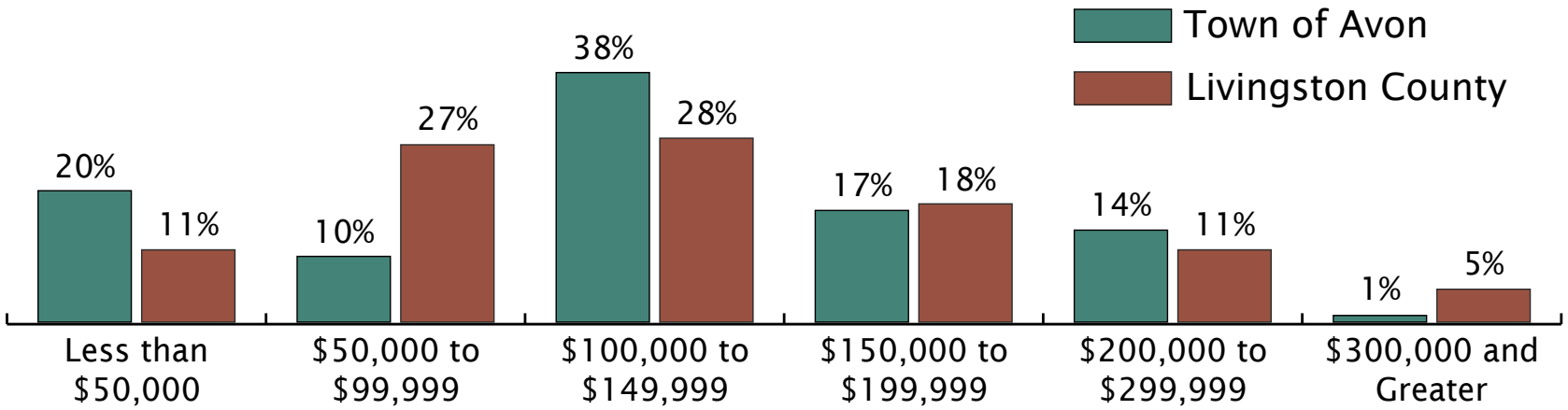
Educational Attainment



A recent study by the Georgetown University Center on Education and the Workforce found that by 2018, some 63% of all jobs in New York State will require postsecondary training beyond high school. Currently only 42% of the Town's working population would be qualified for these positions.

Although the Town average for secondary education is higher than that of the County, the Town should focus efforts on increasing higher education opportunities and employment to ensure its residents will be qualified for jobs in the future.

Distribution of Home Value

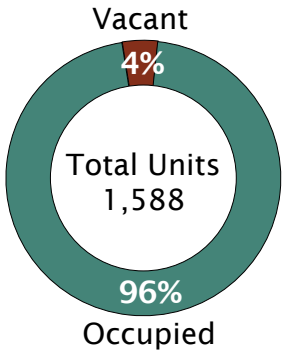


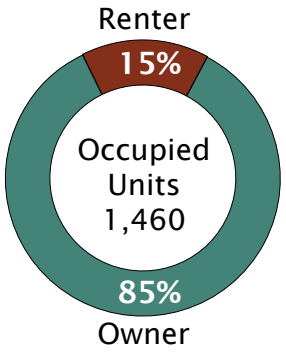
The Town of Avon ranks fourth among towns in Livingston County with respect to median home value. In 2011, the Town's median home value was $130,000, while the County averaged $114,000. The Town has a lower percentage of homes over $300,000 than that of the County; however, it has a smaller share of its housing valued below $100,000 compared to the County.

Home values provide a general sense of a community's desirability, and maintaining home values and a high value of desirability increases the tax base for a town. The Town's housing is also relatively new compared to the County with only 14% of its housing built before 1940 versus 39% for the County.

Housing Tenure

Compared to the County, the Town of Avon has a low rate of housing vacancy (4% versus 10%) and a lower share of renter-occupied housing (15% versus 25%). The low vacancy and percentage of renters may be attributed to the low density and rural character of the Town, as apartment style living and multifamily housing is often found in more dense, village environments.





Transportation Network

Avon's relative location in the Rochester metropolitan area, combined with excellent transportation access, provides major opportunities for residents and industry. Avon's close proximity to Rochester provides access to a wide range of economic assets, such as a large-scale labor market, consumers, raw materials, and supplies. In addition, Avon offers convenient access to the Greater Rochester International Airport and several quality universities and colleges in the region. The relative proximity of Rochester's resources, however, can also be a challenge to local businesses in the Town looking to serve the greater community.

The distance between Avon and the metropolitan center of Rochester and its developed suburbs contributes to a serene, bucolic environment for residents and visitors, while still providing convenient access to most services and amenities. The transportation system of the Town connects Avon to local and regional resources through interstate highways, railways, transit, and trails, shown on Map 1 on the next page.

Roadways

The Avon community is served by several major transportation routes that offer convenient travel both within and out of the Town—Routes 5 & 20, Route 15, Route 39, and Interstate 390. The I-390 Expressway, with its two interchanges in the Town, makes Avon an integral and highly accessible part of the Rochester metropolitan area. The two interchanges connect with the other major routes that traverse the Town: Route 15, at Exit 9 and Routes 5 & 20 at Exit 10. These exits also serve as locations to support new development.

Routes 5 & 20 connect Avon to the neighboring Towns of Caledonia, Lima, and West Bloomfield, while Route 39 offers a direct connection to the Town of Geneseo to the south. The City of Rochester and Town of Henrietta are respectively only a 30 and 20-minute drive north of Avon via Interstate 390 or Route 15.

Railways

Railroads, both passenger and freight, played a significant role in the development of Avon in its early years of settlement. On July 21, 1853, passenger service between Avon and New York City opened with great fanfare. Though passenger service is no longer available, the Livonia, Avon and Lakeville (LAL) Railway is a successful commercial short line that offers shippers an alternative to truck transport and a connection to the national railway systems.

Transit

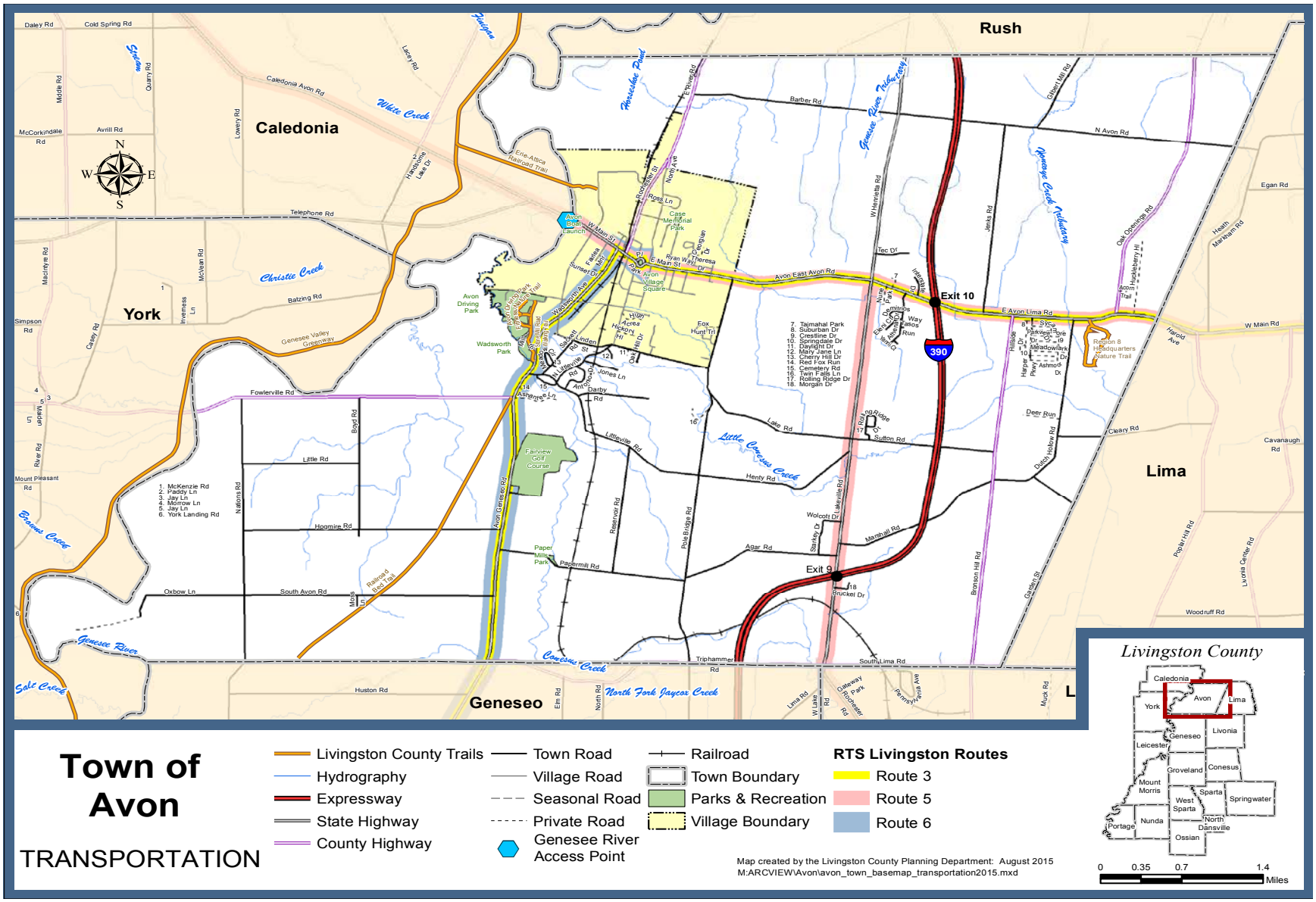
The Regional Transit Service (RTS) available in the Town of Avon is known as RTS Livingston. RTS Livingston was formerly known as the Livingston Area Transportation Service (LATS); however, RTS has since brought new thinking to its routes throughout the greater western New York area along with a re-branding. Between the Village and the Town of Avon, residents have access to three RTS routes that connect them to many locations throughout Livingston County and into Rochester with a limited schedule.

Trails

The Town also has access to three regional trails, the Genesee Valley Greenway, Erie-Attica Railroad Trail, and the Railroad Bed Trail. The Erie-Attica Railroad Trail and Railroad Bed Trail are two local Rails-to-Trails projects, with the planned expansion of the Erie-Attica Railroad Trail ongoing. The Genesee Valley Greenway generally follows the Genesee River to the north and south of Town. To the north, the Genesee Valley Greenway runs through Monroe County, eventually tying into the Genesee Riverway Trail.

Additionally, residents have access to a Nature Trail at the NYSDEC Region 8 Headquarters to the south of East Avon Lima Road at the eastern border of the Town. The Stone Mill Road walking trail also connects residents to the Avon Driving Park and Five Arch Bridge.

Map 1


Town of Avon
TRANSPORTATION
Livingston County Trails
Hydrography
Expressway
State Highway
County Highway
Town Road
Village Road
Seasonal Road
Private Road
Genesee River Access Point
Railroad
Town Boundary
Parks & Recreation
Village Boundary
RTS Livingston Routes
Route 3
Route 5
Route 6
Map created by the Livingston County Planning Department: August 2015
M:ARCVIEW\Avon\avon_town_basemap_transportation2015.mxd
Livingston County
0 0.35 0.7 1.4 Miles
Rush
Caledonia
York
Lima
Geneseo
Exit 10
Exit 9
390
Genesee River
Avon East Avon Rd
E Avon Lima Rd
W Main Rd
Genesee Valley Greenway
Avon Village Square
Avon Driving Park
Wadsworth Park
Fairview Golf Course
Paper Mills Park
Region 8 Headquarters Nature Trail
Case Memorial Park
Avon Boat Launch
Erie-Attica Railroad Trail
Railroad Bed Trail
Little Conesus Creek
Conesus Creek
North Fork Jaycox Creek
Christie Creek
White Creek
Salt Creek
Brown Creek
Horseshoe Pond
Genesee River Tributary
Nunnenge Creek Tributary

Topography

The topography of the Town of Avon is generally characterized by gentle rolling hills. Map 2 on the following page is a visual representation of the overall change in elevation across the Town.

The terrain is flatter and lower near the Genesee River and in the western part of the Town. Elevations increase in the more undulating eastern portion of the Town. Avon's eastern edge is where the highest elevations, steepest slopes, and most scenic vistas are located. The changes in topography create a varied landscape that offers long lines of sight, especially with the many agricultural fields present in Town.

The graphics at right show the specific changes in elevation from south to north along Route 15 and from west to east along the southern portion of Town. The lines on Map 2 have been provided to show the exact placement of elevation measurement in the graphics.

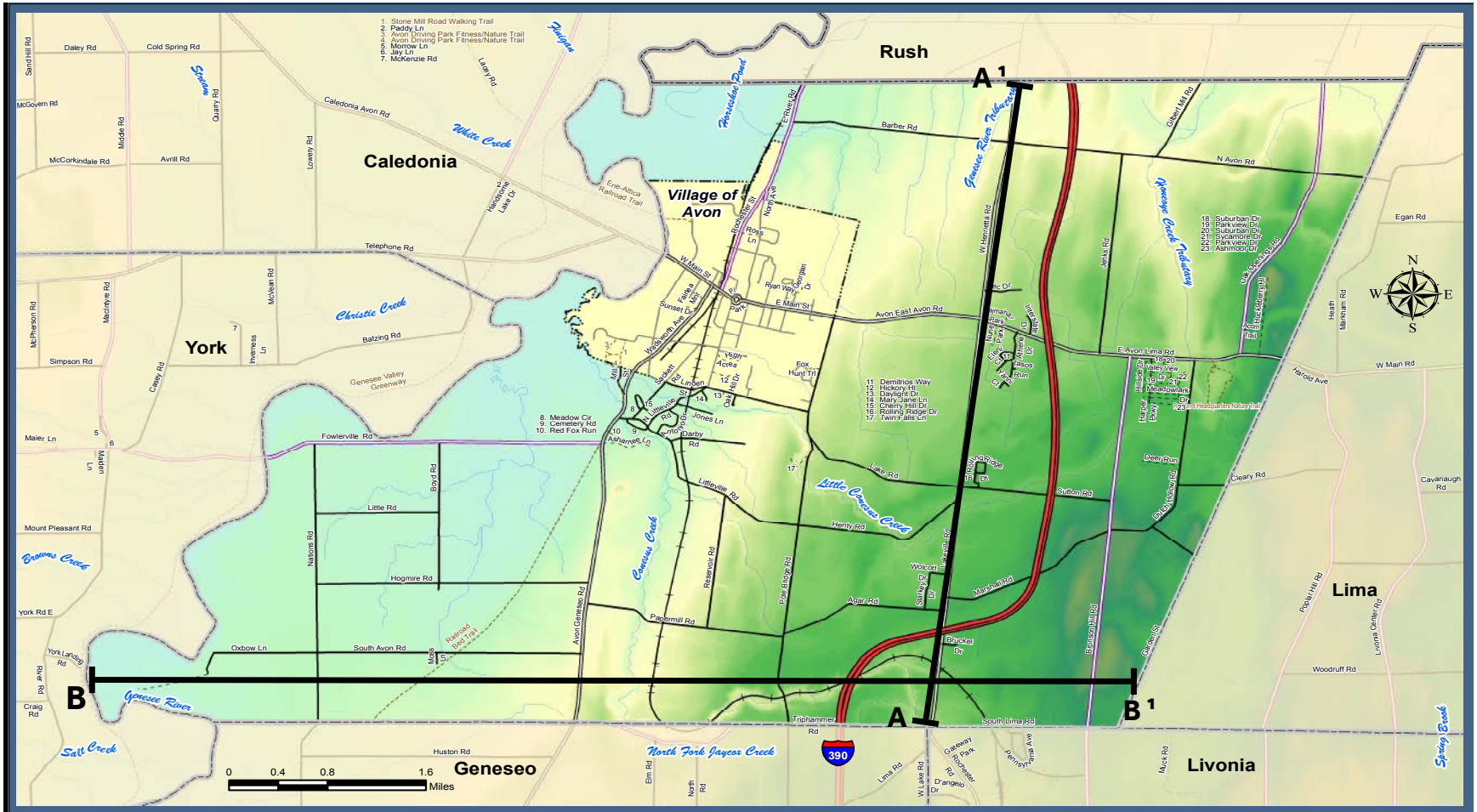
South to North Elevations along Route 15

Beginning around 825 feet above sea level (asl) at the southern Town boundary (A), the land undulates reaching a maximum of 909 feet asl then descends to 688 feet asl at the northern border (A^1).

West to East Elevations along southern Avon

Beginning at 540 feet above sea level (asl) near the Genesee River on the western edge of the Town (B), the land rises to just over 1000 feet (asl) at the eastern border (B^1).

Map 2



Town of Avon

Elevations

Elevation*

Feet Above Sea Level

High : 2244

Low : 512

*Some elevations may not be applicable to this municipality

County Boundary
Town Boundary
Village Boundary
Expressway
State Highway
County Highway
Town Road
Village Road
Seasonal Road
Private Road
River, Streams, Creeks
Railroad
Trail

Map created by the Livingston County Planning Department: August 2015

M:ARCVIEW\Avon\avon_town_basemap_2015_DEM.mxd

Hydrography

The general hydrography of the Town, including rivers, creeks, tributaries, waterbodies, floodplains, and wetlands are highlighted on Map 3 of the next page and summarized below.

Rivers & Creeks

The Genesee River and its tributaries form the primary drainage system for stormwater in the Town. The Genesee River is intersected by two bridge crossings in the Town, at Routes 5 & 20 and at Fowlerville Road. The Genesee River's path along the Town boundary consists of a series of curves and bends that are severe in some locations such as the northwestern and southwestern corners. Because of the river's irregular contour, little development has occurred alongside it, preserving significant viewsheds and opportunities for public access.

Conesus Creek is another significant water resource within the Town. It meanders through much of the western and southern sections of Avon, starting at the north end of Conesus Lake and draining into the Genesee River. It has eroded some deep valleys in several locations, and has shaped the distinctive topography of the Ashantee/Littleville area just south of the Village boundary. Papermill Park and the historic Five-Arch Bridge site both provide areas for public access to Conesus Creek. Elsewhere the banks of Conesus Creek are fairly wooded and steep, significantly decreasing the ease of access by the general public.

In addition to the Genesee River and Conesus Creek, there are a number of minor streams and tributaries throughout Avon, including Little Conesus Creek, Genesee River Tributary, and Honeoye Creek Tributary.

Waterbodies

Horseshoe Pond and Markham Pond, located in the northwestern corner of the Town, are examples of the uncommon geologic features known as oxbow lakes. These are remnant sections of the Genesee River before it changed course. Other small ponds in the Town include the one located adjacent to the NYSDEC facility. None of the Town's waterbodies are very large, totaling approximately 75 acres.

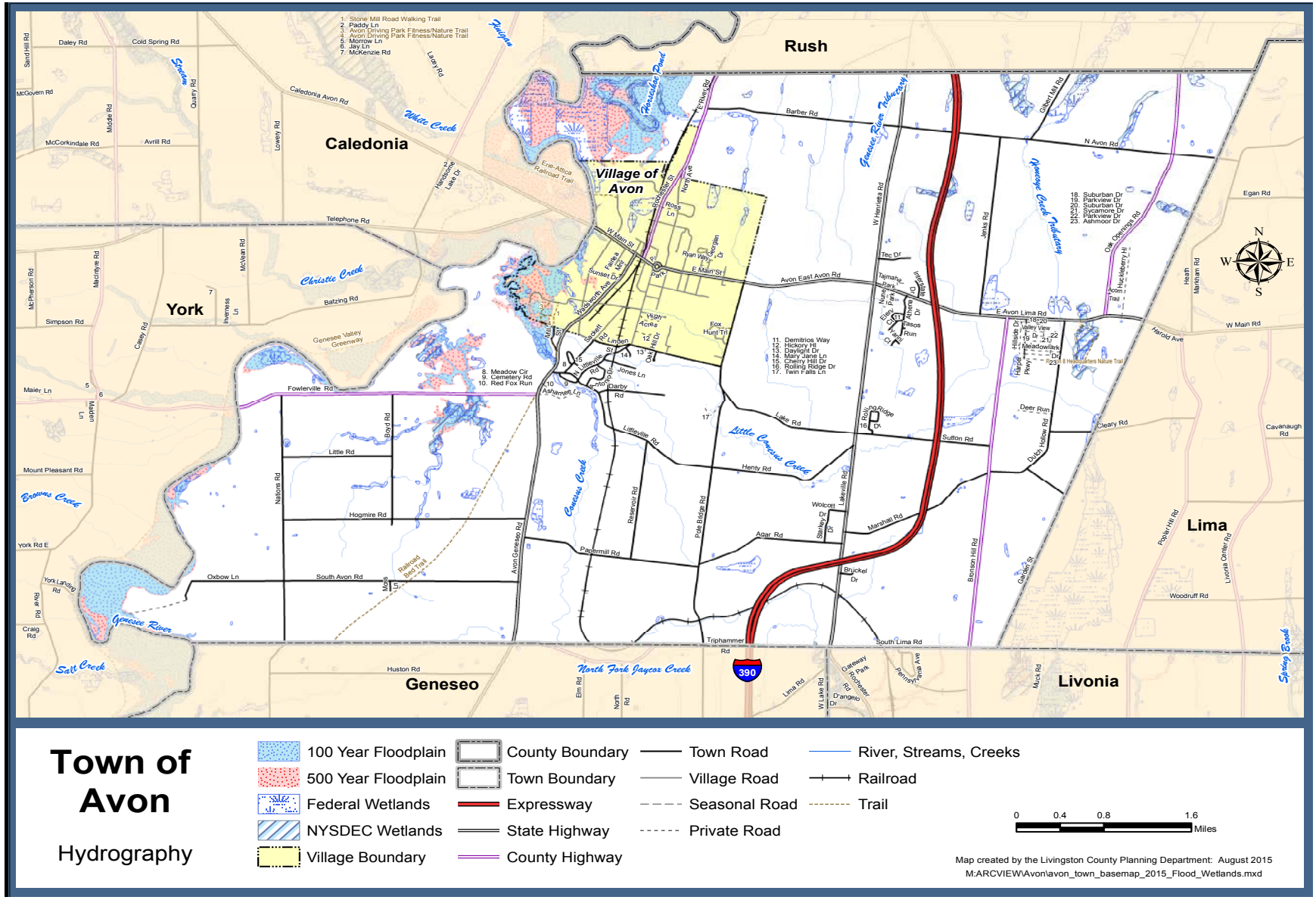
Floodplains

Floodplains in the Town of Avon are located principally along the Genesee River and Conesus Creek. These areas temporarily store excess water caused by heavy rain or melting snow. By diverting and storing water overflows, floodplains help to minimize downstream bank erosion and property destruction. Floodplain areas may be periodically submerged by flood waters; therefore, they are generally not suitable for development. "Floodways," which carry flood waters, also need to be free from construction of impervious surfaces and buildings. Development controls are designed to protect the floodplains and floodways and limit the damage to property that could occur during flood events. The Town and Village of Avon have enacted floodplain management regulations and are subject to the regulations set forth by the NYSDEC and Federal Emergency Management Agency (FEMA).

Wetlands

Wetlands are areas which are covered by shallow water, either permanently or for periods long enough to support the growth of aquatic and semi-aquatic vegetation. Benefits of wetland areas include groundwater discharge and recharge, water quality maintenance, wildlife habitat, and flood and storm drainage protection. Wetlands also provide great opportunities for recreation and environmental education. Regulated wetlands in Avon are split between NYSDEC wetlands, which are relatively small in size and dispersed throughout the Town, and federal wetlands, which may be commonly referred to as swamps, bogs or marshes, are not officially designated as wetlands by the NYSDEC.

Map 3


Rush
Caledonia
Village of Avon
York
Geneseo
Lima
Livonia
Town of Avon
Hydrography
100 Year Floodplain
500 Year Floodplain
Federal Wetlands
NYSDEC Wetlands
Village Boundary
County Boundary
Town Boundary
Expressway
State Highway
County Highway
Town Road
Village Road
Seasonal Road
Private Road
River, Streams, Creeks
Railroad
Trail
0 0.4 0.8 1.6 Miles
Map created by the Livingston County Planning Department: August 2015
M:ARCVIEW\Avon\avon_town_basemap_2015_Flood_Wetlands.mxd

Conservation Easements

Map 4 on the following page indicates the lands in the Town that are protected via a conservation easement which protects natural resources by restricting non-compatible development. These areas cover 18% of Avon's total land acreage. The majority of the Town's conservation easements are located in two groupings, one in the southwestern corner of the Town covering 2,191 acres of land and a second group of lands adjacent to I-390 in the northeast corner of the Town covering an additional 2,051 acres.

The general intent for protecting lands in perpetuity from development via conservation easement is to protect open space and the agricultural, scenic, recreational, historic, and/or ecological resources they contain. Easements help to maintain character of the Town of Avon by ensuring the land's agricultural and aesthetic quality remains unaltered for the future.

Although similar in results there are currently two processes utilized to create conservation easements: purchase of development rights (PDR) and donated conservation easements. The PDR and donated conservation easement programs vary slightly in their execution. In a PDR program, the landowner receives compensation by a third party for selling the rights to development on that parcel. Donated conservation easements, however, are development rights that are donated by the landowner. In both programs landowners may also receive estate, income, or wildlife habitat tax benefits. Local property taxes are still paid in full and no reduction in assessment values are applied. In Livingston County, the PDR and donated conservation easement programs are generally run through the GVC.

The Natural Heritage Program of the DEC is an additional conservation effort within Avon. As of 2013, the DEC designated two areas within Avon as significant sites due to the presence of rare and endangered plants and animals. This includes an area south of the Village from the Genesee River to Route 39, and an area east of Route 390 and north of North Avon Road.

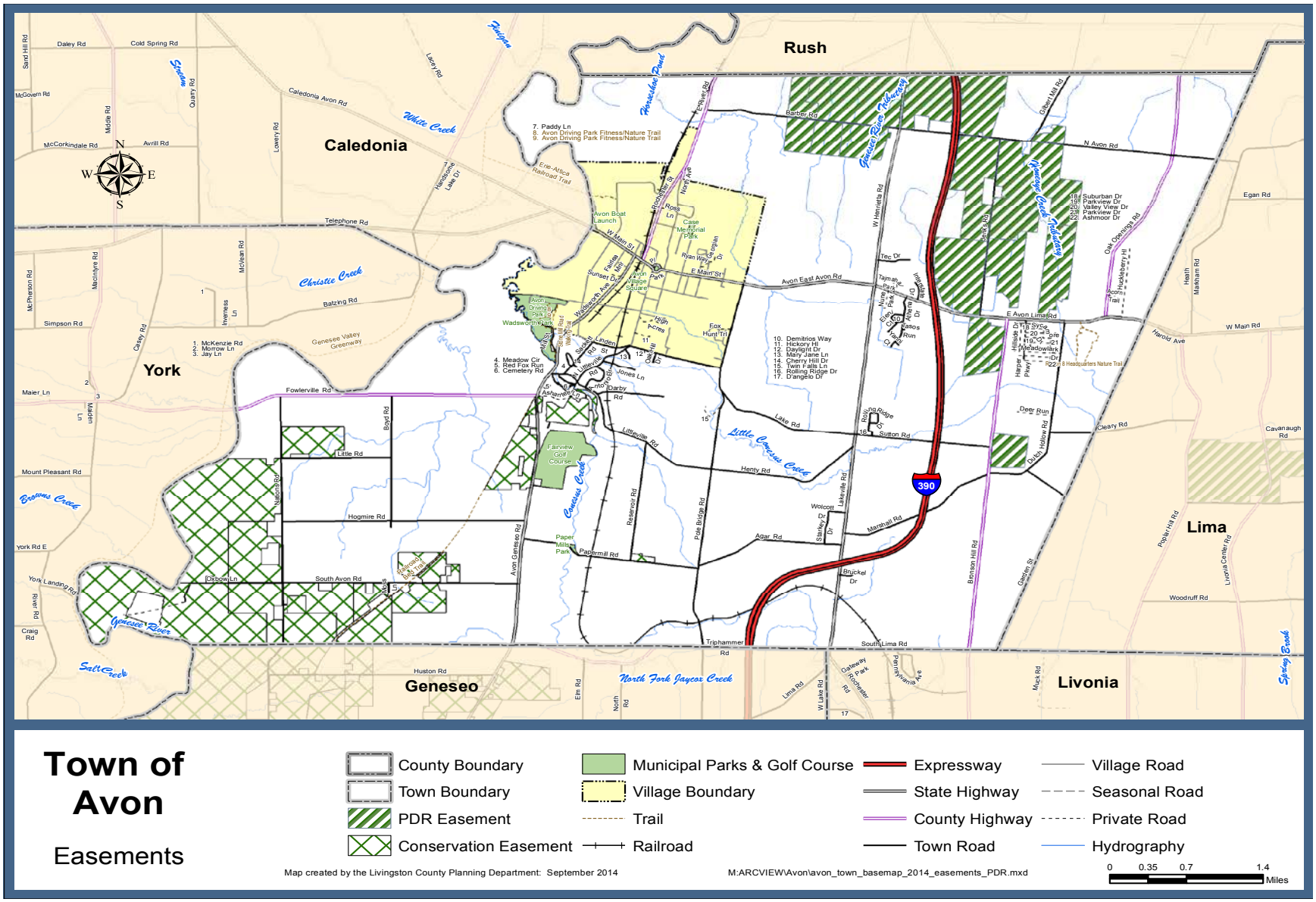
Genesee Valley Conservancy

Founded in 1990 as a not-for-profit land trust, the Genesee Valley Conservancy (GVC), residents, and friends of the Genesee Valley have worked together donating time, funds, and land to permanently protect over 16,000 acres of important wildlife habitat, working farms, and forest land, as well as natural areas within Livingston, Wyoming, and Ontario County.

"The mission of the Genesee Valley Conservancy is to protect the habitat, open space and farmland in the Genesee Valley region of New York State."

The GVC helped to repair the Railroad Bed Trail in Avon after a significant flooding event in 2015 (Photo: GVC)

Map 4


Rush
Caledonia
York
Geneseo
Lima
Livonia
Town of Avon
Easements
County Boundary
Town Boundary
PDR Easement
Conservation Easement
Municipal Parks & Golf Course
Village Boundary
Trail
Railroad
Expressway
State Highway
County Highway
Town Road
Village Road
Seasonal Road
Private Road
Hydrography
Map created by the Livingston County Planning Department: September 2014
M:ARCVIEW\Avon\avon_town_basemap_2014_easements_PDR.mxd
0 0.35 0.7 1.4 Miles

Agricultural Soils

Soils throughout much of the Town have high agricultural potential and are designated as either Prime Farmland or Farmland of Statewide Importance (see Map 5). There are a number of active farming operations within the Town of Avon that capitalize on the high quality of soils in the region. It has been stated by many that the local soils are some of the best in the state for crop production.

Well over half of the Town of Avon has been designated as prime farmland totaling 14,901 acres. Indicated by the color green on Map 5, it is easy to see the expanse of prime farmland across the Town, with the exception of the southwestern corner. The southwestern corner struggles with drainage issues due to its low-lying lands, high presence of floodplains and wetlands, and situation in the Genesee Valley. There are also an additional 1,711 acres of soils of statewide importance within the Town, shown in gold on Map 5.

Unfortunately many areas with the most productive soils for farming within the Town also contain the fewest natural constraints to urban development. As a result, the Town should expect the most development pressure to occur in these areas. It is important to note, however, that conservation easements, along with the State's Agricultural District program and local land use laws all serve as a level of development protection for these areas.

Palmiter's Garden Nursery in Avon sells produce at the Rochester Public Market (Photo: miyakephoto.com)

Prime Farmland

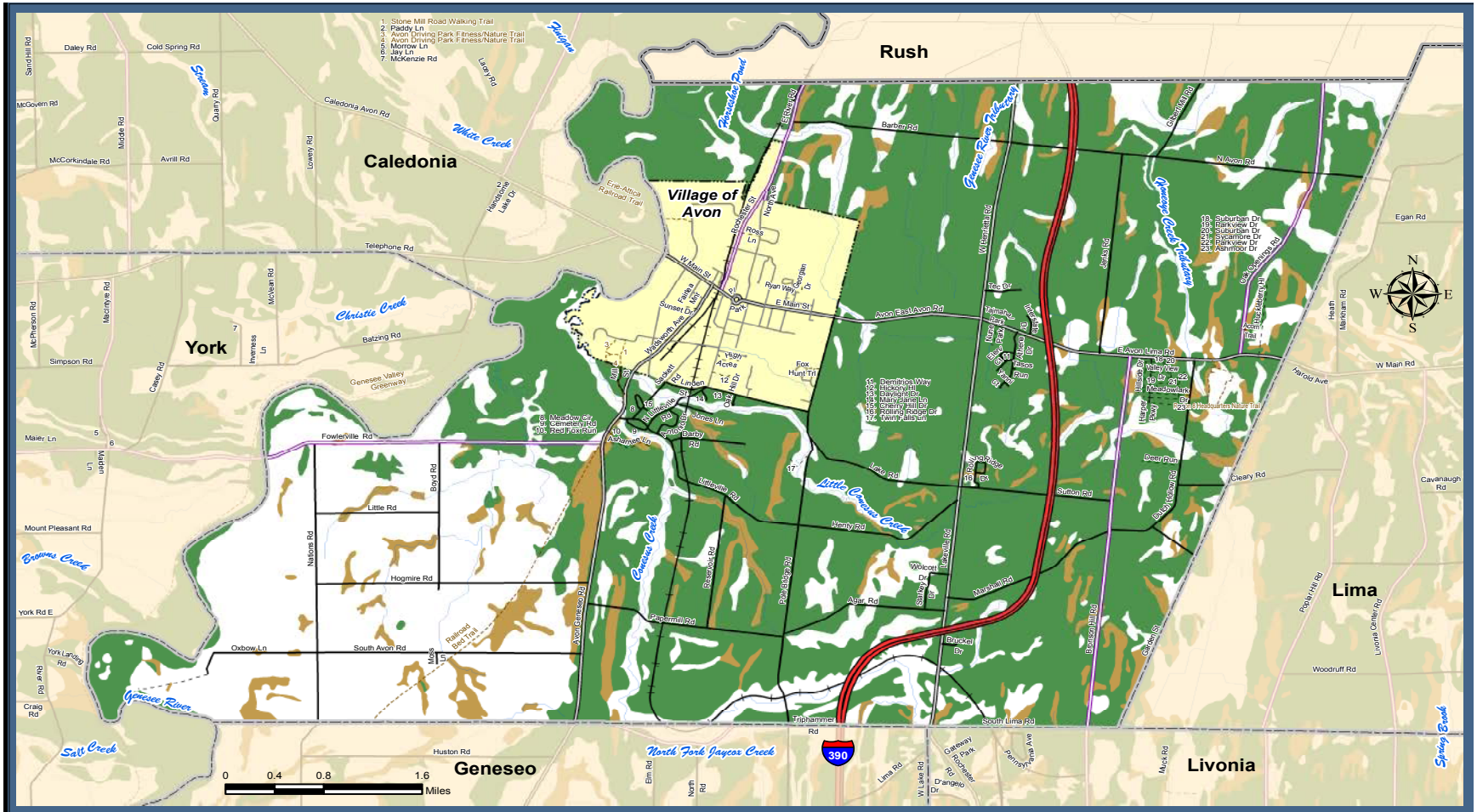
Prime farmland represents areas where the soils provide the best combination of characteristics for producing food, feed, forage, fiber, and other crops with minimal adverse environmental impacts. Prime soils generally display the following conditions:

- Have the quality to produce sustained high yields when managed according to acceptable farming methods.
- Consistently produces the most food and fiber with the least fertilizer, labor and energy requirements.
- Have an adequate and dependable water supply and are permeable to water and air.
- Have a favorable temperature and growing season.
- Contain acceptable pH, salt content, and few or no rocks.
- Are not excessively erodible or saturated with water for a long period of time.

Farmland of Statewide Importance

Farmland of statewide importance may not exhibit all the characteristics of prime soils, but include those that have been designated as favored soils for the production of food, feed, fiber, forage, and oilseed crops. Generally, these soils include those that are nearly prime and produce high yields of crops when treated and managed according to modern farming methods, such as proper drainage or ditching. If conditions are favorable, some may produce crop yields as high as prime farmland.

Map 5



Town of Avon

Farmland of Statewide Importance and Prime Soils

- Farmland of Statewide Importance
- Prime Farmland
- County Boundary
- Town Boundary
- Village Boundary
- Expressway
- State Highway
- County Highway
- Town Road
- Village Road
- Seasonal Road
- Private Road
- River, Streams, Creeks
- Railroad
- Trail

Map created by the Livingston County Planning Department: August 2015
M:ARCVIEW\Avon\avon_town_basemap_2015_Prime_Statewideimp_Soils.mxd

Agricultural District

In an effort to help preserve farmland and to make farming competitive in the face of urban development pressures, much of the Town's agricultural operators and landowners have sought inclusion in the State's Agricultural District and/or Agricultural Exemptions Programs, administered locally by the Livingston County Planning Department. Map 6 on the following page indicates which parcels within the Town receive such designation. Of the Town's 17,943 acres of agricultural lands, 77% (13,819 acres) are included in Agricultural (Ag) District #2. This District also covers land in the Towns of Lima, Geneseo, Livonia, Groveland, and Conesus.

Ag districts are areas that predominantly consist of viable agricultural land, and promote the continued farming and preservation of these lands. Land can include areas that are actively farmed, idle, forested, residential, and commercial where at least 50% of the parcel is dedicated for farmland.

The Ag District Program was established through the NYS Agricultural Districts Law. This Law is intended to promote agricultural production of land while discouraging non-agricultural development through incentives. Inclusion in the Ag District program provides many economic advantages and local protections to farmers, such as:

- Taxation at agricultural assessment value, not full market value;
- Limitations of local regulations that would unreasonably restrict or regulate farm operations;
- Protection and promotion of sound agricultural practices;
- Limitation on local benefit assessments for local levies or fees; and
- Requirement for notice and impact assessment of government-sponsored development in an Ag District.

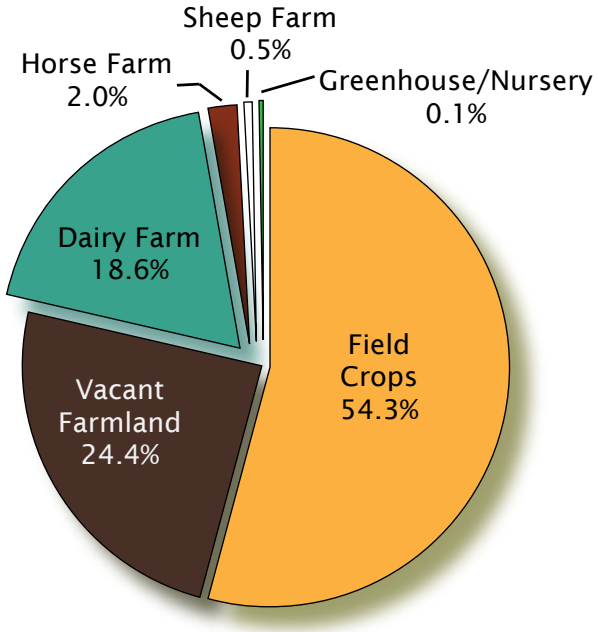
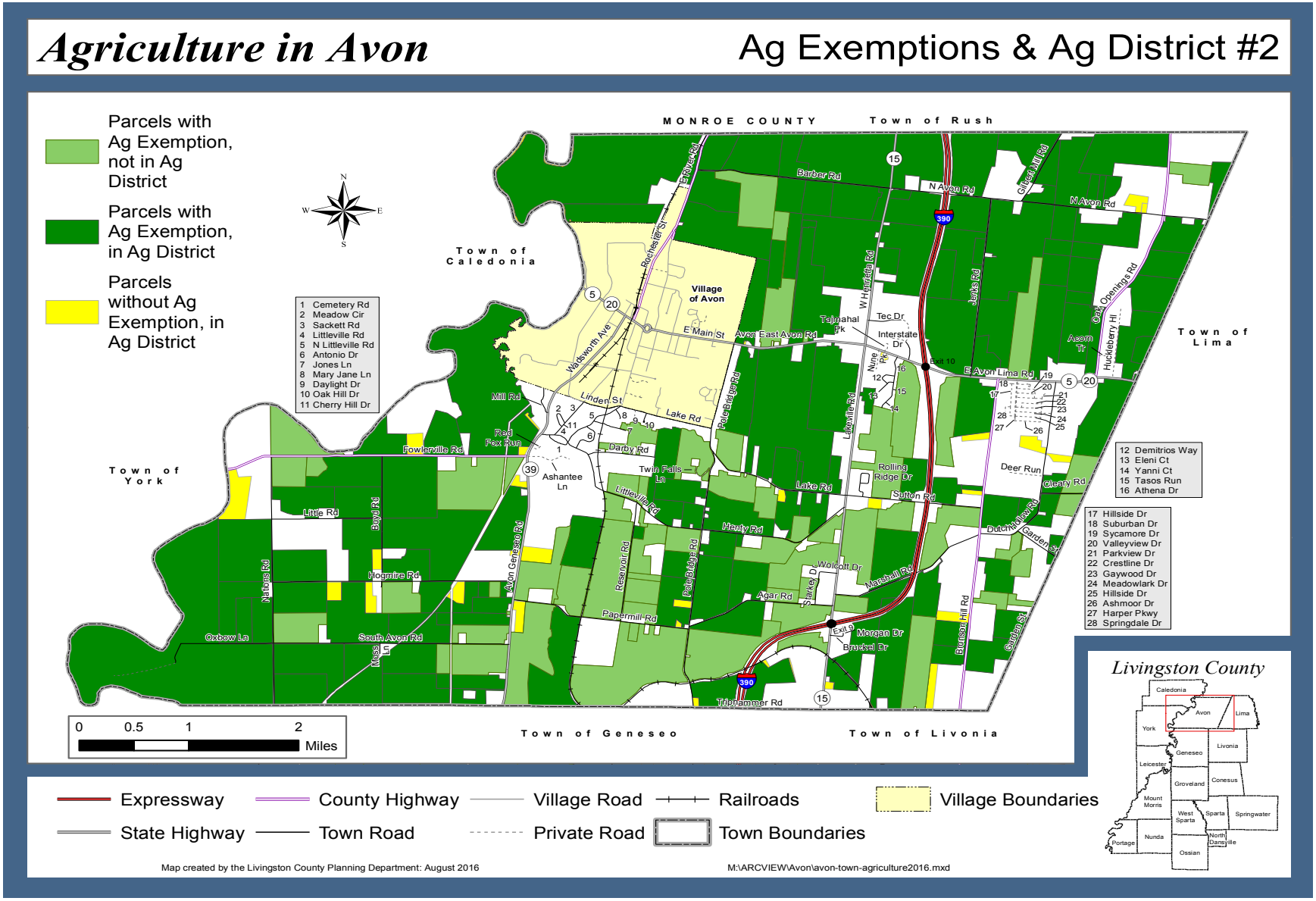


Figure 3: Share of Farmland by Agricultural Use

Agricultural Exemptions also provide similar financial benefits to landowners and farmers in the form of a tax exemption and refund of sales tax paid. In order to qualify the farmland must meet certain annual sales thresholds and land use requirements.

Figure 3 above indicates the distribution of agricultural land uses both within and outside of Agricultural District #2. Field crops are by and large the largest share of farmland at 9,738 acres, then vacant farm land at 4,364 acres, and dairy farms at 3,335 acres. Field crops include areas that include tillable land utilized for the physical planting of crops. Areas that are designated as vacant farmland may currently be used for an agricultural purpose such as grazing, but may not have been recorded or updated with the NYS Real Property Tax data.

Map 6


Agriculture in Avon
Ag Exemptions & Ag District #2
Parcels with Ag Exemption, not in Ag District
Parcels with Ag Exemption, in Ag District
Parcels without Ag Exemption, in Ag District
MONROE COUNTY
Town of Rush
Town of Caledonia
Town of Lima
Town of York
Town of Geneseo
Town of Livonia
Village of Avon
1 Cemetery Rd
2 Meadow Cir
3 Sackett Rd
4 Littleville Rd
5 N Littleville Rd
6 Antonio Dr
7 Jones Ln
8 Mary Jane Ln
9 Daylight Dr
10 Oak Hill Dr
11 Cherry Hill Dr
12 Demitrios Way
13 Eleni Ct
14 Yanni Ct
15 Tasos Run
16 Athena Dr
17 Hillside Dr
18 Suburban Dr
19 Sycamore Dr
20 Valleyview Dr
21 Parkview Dr
22 Crestline Dr
23 Gaywood Dr
24 Meadowlark Dr
25 Hillside Dr
26 Ashmoor Dr
27 Harper Pkwy
28 Springdale Dr
0 0.5 1 2 Miles
Livingston County
Expressway
State Highway
County Highway
Town Road
Village Road
Private Road
Railroads
Town Boundaries
Village Boundaries
Map created by the Livingston County Planning Department: August 2016
M:\ARCVIEW\Avon\avon-town-agriculture2016.mxd

Land Use Summary

As indicated by Map 7 on the next page, the vast majority of the Town's land use is devoted to agriculture (shown in green). The general land use development pattern of Avon is generally concentrated along primary travel routes, with development located along the road frontages while the interior portions contain woodlots, farms, and open space. Figures 4 and 5 at right indicate the current breakdown of land use categories within the Town, as well as the change in each category since 1990.

As of the writing of this Plan 81% of the Town's acreage remains undeveloped, of which all but 5% is used for farmland. Although agriculture remains the largest share of land use within the Town, Avon did experience a loss of approximately 2,000 acres of farmland to development since 1990. During this same time period the Town's undeveloped lands decreased by a total of 16%.

Currently the majority of the developed land in the Town includes residential uses, shown in yellow on Map 7, which are comprised mostly of single-family detached homes. Figure 4 indicates that there has been significant residential growth in the Town (72%) over the last two decades. It should be noted, however, that rental based residential properties, such as apartments are generally classified as a commercial, revenue generating operation. Additionally, some residential parcels may actually be part of an existing farm operation, but are classified as residential on the land use map due to the existence of an occupied home on the property.

Since 1990, the amount of land devoted to commercial acreage has more than doubled to a total of 380 acres. For the purposes of this land use summary, commercial and recreational uses (shown in pink) have been combined. Commercial uses within the Town generally occur in a strip pattern along the major thoroughfares (Routes 5 & 20 and Route 15), with a larger concentration of businesses in the Hamlet of East Avon (shown in red on Map 7).

Land Use Category	Acres	Percent
Agriculture	17,943	76%
Commercial/Recreation	380	2%
Community/Government/Religious	180	1%
Parks/Protection	173	1%
Industrial	165	1%
Residential	3,467	14%
Transportation/Utilities	183	1%
Vacant	993	4%
Total	23,484	100%
Total Developed	4,375	19%
Total Undeveloped	19,109	81%

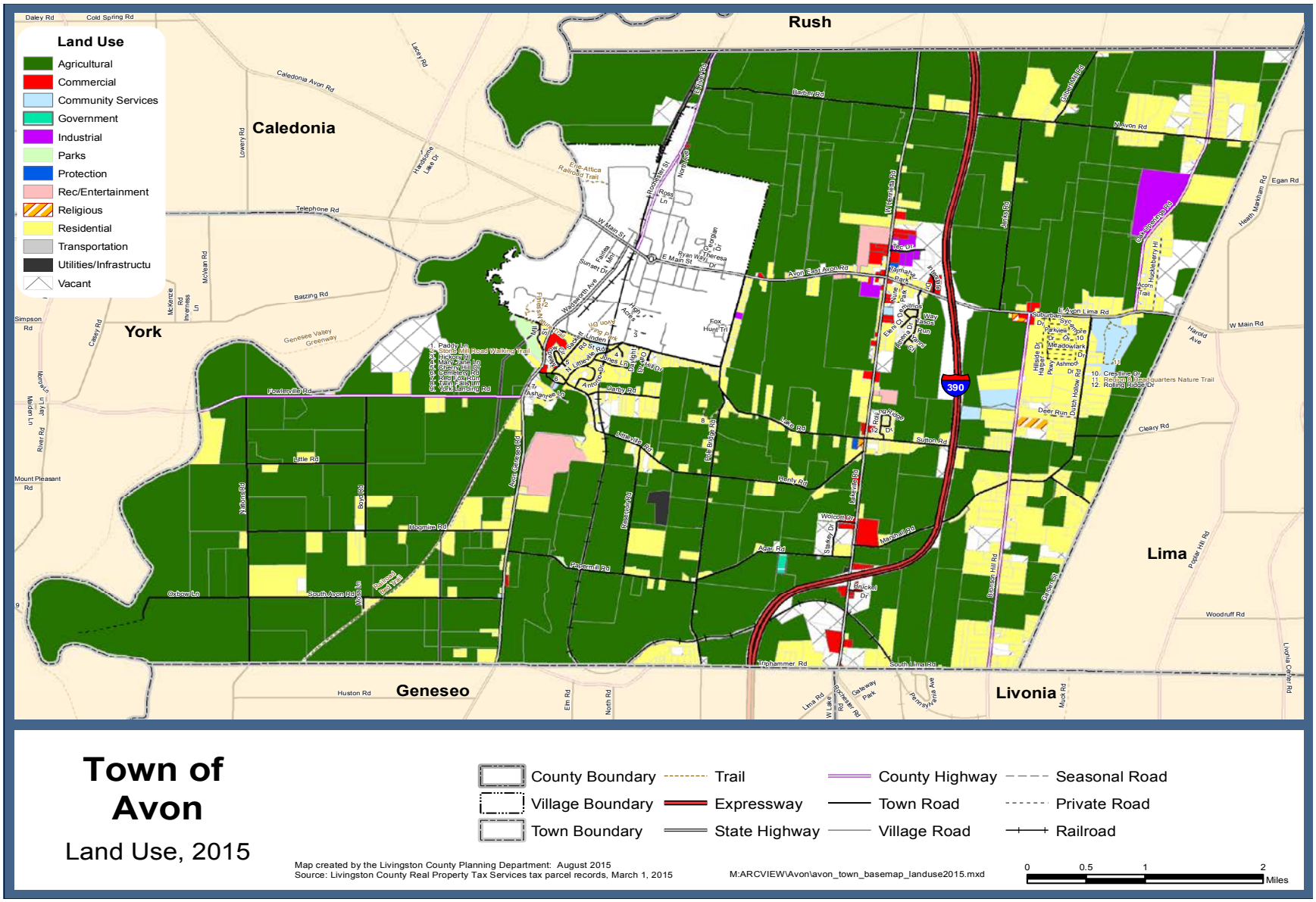
Figure 4: Town of Avon Land Use Acreage

Land Use Category	1990 Acres	2015 Acres	% Change
Agricultural	20,006	17,943	-10%
Commercial	139	380	111%
Public & Quasi-Public	218	536	146%
Industrial	102	165	62%
Residential	2,013	3,467	72%
Vacant	2,801	993	-65%
Total Developed	2,472	4,375	77%
Total Undeveloped	22,807	19,109	-16%

Figure 5: Estimated Change in Land Use 1990-2015

Public uses include community services, governmental properties, religious institutions, parks, transportation, and utilities. In sum these uses represent 3% of the Town's total land use.

Map 7


Land Use
Agricultural
Commercial
Community Services
Government
Industrial
Parks
Protection
Rec/Entertainment
Religious
Residential
Transportation
Utilities/Infrastructu
Vacant
Rush
Caledonia
York
Geneseo
Lima
Livonia
390
Town of Avon
Land Use, 2015
County Boundary
Village Boundary
Town Boundary
Trail
Expressway
State Highway
County Highway
Town Road
Village Road
Seasonal Road
Private Road
Railroad
Map created by the Livingston County Planning Department: August 2015
Source: Livingston County Real Property Tax Services tax parcel records, March 1, 2015
M:ARCVIEW\Avon\avon_town_basemap_landuse2015.mxd
0
0.5
1
2
Miles

Zoning District Summary

The Town of Avon utilizes 11 zoning districts throughout the Town to permit business, residential, industrial, and agricultural uses in desired areas (shown on Map 8). However, there are also a few unmapped zoning districts, including the Residential Hamlet Mixed-Use District, Hamlet Commercial District, and Restricted Business District. Figure 6 at right indicates the relative size of each mapped district by acreage. A listing of the Town's general Agricultural, Residential, Business, and Industrial Districts and their intent statements are listed below.

Agricultural

- **Agricultural (A)**: Preserve agricultural use whenever possible in recognition of the important economic, environmental and aesthetic contributions that agriculture provides to the community. Due to the unique benefits of agriculture, the uses and lot requirements in this district are designed to encourage the continued use of the land for agricultural production and related activities.

Residential

- **One-Family Residential (R-1)**: Provide areas within the Town for low-density single-family development at a maximum density of approximately two units per acre. This district also provides for other specified uses which are compatible with the quiet enjoyment of the residences permitted throughout the district.
- **One/Two-Family Residential (R-2)**: Provide areas within the Town for single- and two-family homes at a somewhat greater density than allowed in R-1 Districts. The primary use of this district is meant to be residential in nature; however, certain other uses are allowed which are intended to not conflict with the enjoyment of private residences.
- **Multiple-Family Residential (R-3)**: Provide areas within the Town of Avon which will accommodate apartment and townhouse developments thereby offering a wider choice of residential opportunities to residents. The intent is to achieve an overall density not likely to create traffic loads or public utility demands substantially in excess of R-1 and R-2 Districts.

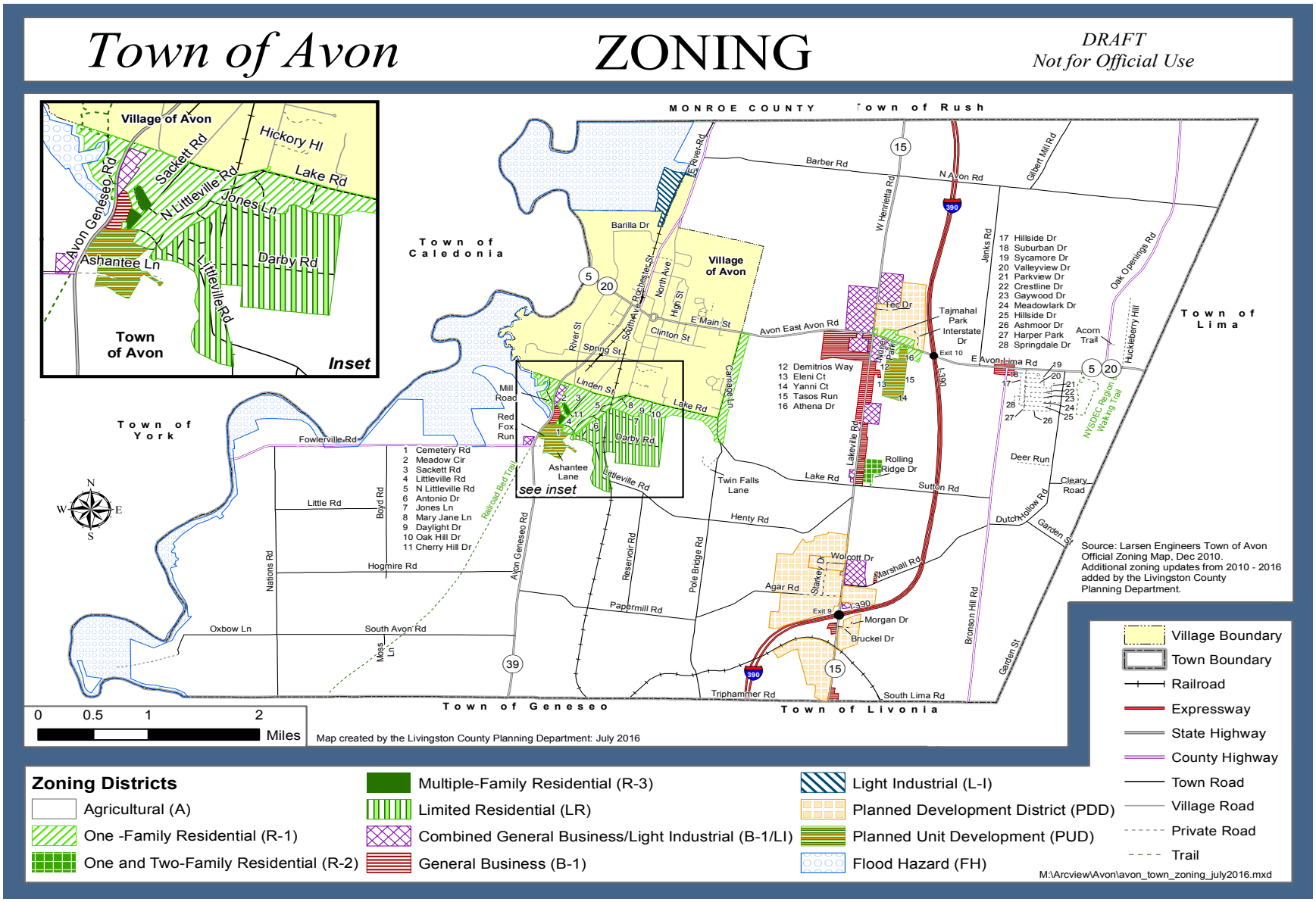
Town of Avon Zoning District	Symbol	Acres
Agricultural	A	22,611
Residential		
One-Family Residential	R-1	287
One/Two-Family Residential	R-2	20
Multiple-Family Residential	R-3	6
Limited Residential	LR	237
Business/Industrial		
General Business	B-1	167
Light Industrial	L-1	52
Combined Business/Industrial	B-1/LI	232
Special Districts		
Planned Development District	PDD	602
Planned Unit Development	PUD	223
Flood Hazard Overlay District	FH	1,785

Figure 6: Town of Avon Zoning District Coverage

Business/Industrial

- **General Business (B-1)**: Provide areas which will accommodate small scale commercial uses for residents within convenient traveling distance. The standards provided herein are designed to assure the development of safe, convenient and attractive shopping and service facilities.
- **Light Industrial (LI)**: Provide areas which may accommodate certain non-nuisance industrial uses as well as to provide local employment opportunities. Industrial uses should have characteristics which are compatible with the rural character of the Town and should be appropriately sited, such as in industrial parks, when possible. This district specifically excludes residences, due to the potential for conflicts between land uses.
- **Combined Business/Industrial (B-1/LI)**: Permitted principal uses shall be any use permitted in the Light Industrial District or in the General Business District.

Map 8


Town of Avon
ZONING
DRAFT
Not for Official Use
Village of Avon
Town of Avon
Inset
MONROE COUNTY
Town of Rush
Town of Caledonia
Town of Lima
Town of York
Town of Geneseo
Town of Livonia
see inset
Source: Larsen Engineers Town of Avon Official Zoning Map, Dec 2010. Additional zoning updates from 2010 - 2016 added by the Livingston County Planning Department.
Village Boundary
Town Boundary
Railroad
Expressway
State Highway
County Highway
Town Road
Village Road
Private Road
Trail
0 0.5 1 2 Miles
Map created by the Livingston County Planning Department: July 2016
Zoning Districts
Agricultural (A)
One -Family Residential (R-1)
One and Two-Family Residential (R-2)
Multiple-Family Residential (R-3)
Limited Residential (LR)
Combined General Business/Light Industrial (B-1/LI)
General Business (B-1)
Light Industrial (L-I)
Planned Development District (PDD)
Planned Unit Development (PUD)
Flood Hazard (FH)
M:\Arcview\Avon\avon_town_zoning_july2016.mxd

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Our Policy Framework

"Planning is bringing the future into the present so that you can do something about it now."

- Alan Lakein

Our Policy Framework

Introduction

A successful comprehensive plan is developed and implemented on multiple levels, addressing the short- and long-term needs of a community while providing varying levels of detail. In an effort to accomplish this, this Plan's Policy Framework is comprised of the following four key elements:

- ***VISION:*** *An overarching statement that describes the aspirations of the Town as a whole, all policies and actions in the comprehensive plan are aimed at achieving this end. The vision is a statement intended to be a guide for the long-term identity of the Town; therefore, it should not change dramatically over time.*

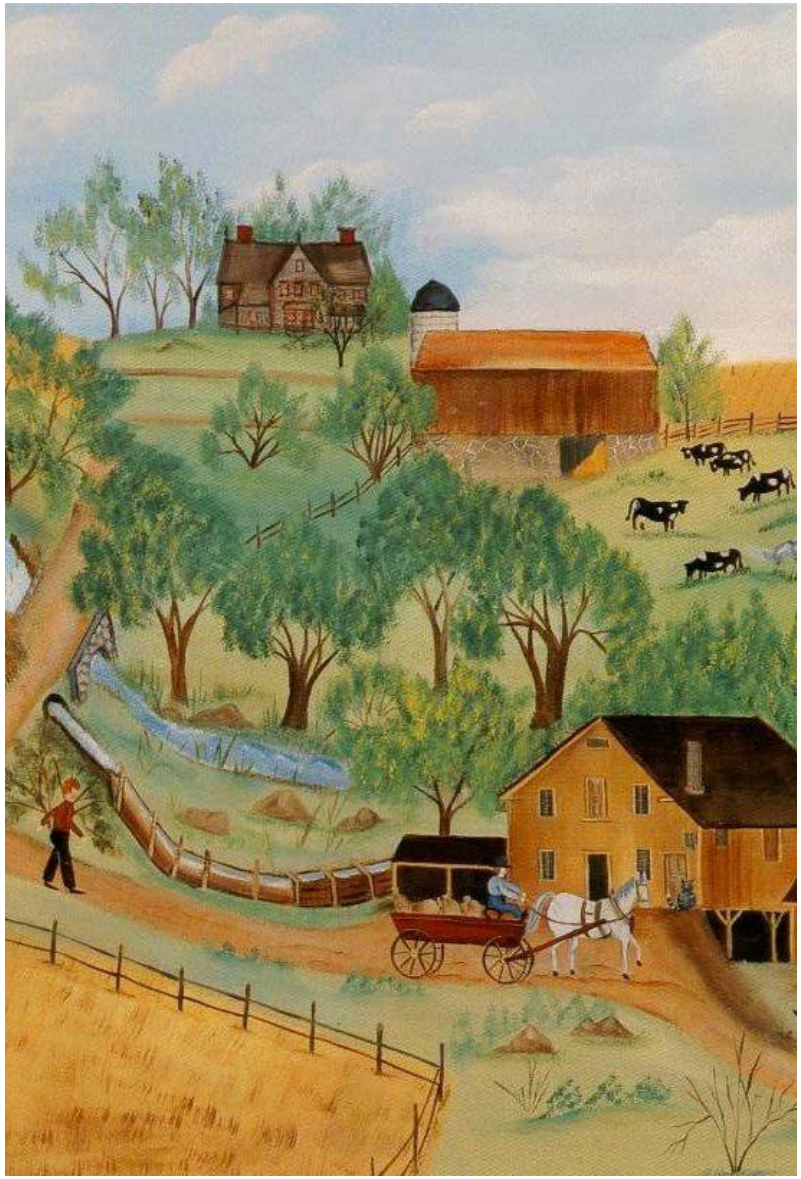
- ***POLICY:*** *Similar to a vision in that it is a general statement of a future condition towards which actions are aimed. However, the scope of a policy is much more narrow. It should support the vision by addressing a specific area or issue facing the community. Policies should not dramatically change over time, but rather be consistent throughout the planning horizon. Ideally, the policies contained in this plan should be useful for the 10-year planning horizon.*

- ***OBJECTIVE:*** *A measurable action statement to be accomplished in pursuit of the policy, it refers to some specific aspiration that is reasonably attainable. Think in terms of action words like "increase," "develop," or "preserve." It should be noted that the Town may already be undertaking some of the objectives articulated in this plan, and wish to ensure that they continue to do so over the next decade. The general lifespan of an objective is 6 to 10 years.*

- ***IMPLEMENTATION 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. Implementation items can address both short- and long-term objectives with a lifespan ranging from one to 10 years, depending on the item.*

Implementation Item	Potential Partners
1.	
2.	
3.	

IMPLEMENTATION TABLES have been created under each policy area to readily identify the implementation items associated with each objective. Within the table each row also lists potential partners and a timeframe. The potential partners are intended to identify the board(s), group(s), organization(s), or committee(s) that may have a part in the completion of the implementation item; whereas, the timeframe is intended as a general estimate for the amount of time it may take to complete the item. The lead party for the implementation of each item is expected to be determined at the time of its undertaking. A sample of an Implementation Table has been included above.



"Primitive" Excerpt by D. Sterner

Our Town's Vision

Our vision for the Town of Avon is to remain a rural town identified by our pastoral vistas and active farms that surround our historic Village. We will be a community known for our…

- ***Scenic rural environment,***
- ***Vibrant economy, and***
- ***Desirable quality of life.***

We will strive to achieve this through sustainable growth and development policies in our public and private sector decision-making. Our ultimate indicators of success will be to foster people-friendly, inviting neighborhoods, a strong sense of community, and a sense of pride among Avon residents.

Rural Environment & Small Town Character

Jenks Road (Avon, NY)

Policy Statement

It is the policy of the Town to be a community that values and protects our farmland, open spaces, and natural environment, while celebrating our rural heritage. These assets contribute to our local economy and serve to define the small-town, pastoral character that our residents cherish. We will strive to be sustainable in our approach to land use practices and support of local agricultural industries to ensure the health of our land, air, and water resources. We will preserve our existing historic resources and traditional development patterns in an effort to highlight our history and enhance our small-town charm.

Objectives

A. ***Minimize the adverse impacts of development on agricultural land and preserve prime soils.***

B. ***Preserve the Town's important environmental features and natural resources, including floodplains, woodlands, wetlands, waterways, and scenic viewsheds.***

C. ***Partner with various county, regional, and state agencies to grow Avon's agricultural economy and protect our environment.***

D. ***Actively preserve and enhance our historic and cultural sites throughout the Town.***

Rural Environment & Small Town Character

A. Minimize the adverse impacts of development on agricultural land and preserve prime soils.

Implementation Item	Potential Partners
1. Employ regulatory techniques and land use controls to limit residential development in designated agricultural areas (e.g. clustering, density controls, etc.).	Planning Board, Town Board
2. Encourage the use of tax abatement programs and other incentives for property owners to maintain agricultural land uses.	NYS Agriculture and Markets, Genesee Valley Conservancy
3. Allow businesses that support local farm operations to locate, through special use permit, in designated agricultural areas. Utilize the site plan approval process to control the operation of such uses and to minimize impacts on adjacent properties.	Planning Board, Town Board
4. Determine the potential adverse impacts on agricultural uses when considering utility extensions into designated agricultural areas.	DEC, Livingston County Planning Department, Town Board, Planning Board
5. Promote the use of sustainable agricultural practices that protect land from potential negative impacts, such as flooding, erosion, runoff, and pollution.	Livingston County Soil and Water Conservation District (SWCD)

B. Preserve the Town's important environmental features and natural resources, including floodplains, woodlands, wetlands, waterways, and scenic viewsheds.

Implementation Item	Potential Partners
1. Consider the benefits of adopting Environmental Protection Overlay Districts.	Planning Board, Town Board
2. Increase use and understanding of the State Environmental Quality Review (SEQR) process by all review boards to protect our natural resources from the potential negative impacts of development.	Town Board, Planning Board, Town Staff
3. Consider the impacts of new development and investment on existing wildlife populations and their natural habitats.	DEC, Cornell Cooperative Extension
4. Work to reduce the Town's environmental footprint through better management of pollution, waste material, and use of energy and water resources.	Town Board, EPA, DEC, NYSERDA, GLOW Region Solid Waste Management Committee
5. Consider the impacts of new development and investment on viewsheds such as Route 39 between Avon and Geneseo, and Route 15 north of East Avon.	Town Board, Planning Board, Livingston County Planning Department
6. Consider the impacts of development and investment on the Genesee River.	DEC, SWCD

Rural Environment & Small Town Character

C. Partner with various county, regional, and state agencies to grow the Town's agricultural economy and protect our environment.

Implementation Item	Potential Partners
1. Support state and county programs, such as the agricultural districting program, that help to protect agricultural land from urban development pressures.	Livingston County Planning Department, NYS Department of Agriculture and Markets
2. Continue to work closely with NYS Department of Agriculture and Markets to resolve nuisance issues and foster the success of local farming operations.	NYS Department of Agriculture and Markets
3. Actively pursue additional opportunities to participate in the Genesee Valley Conservancy's Purchase of Development Rights (PDR) Program.	Genesee Valley Conservancy, Town Board, Livingston County Planning Department
4. Support the provision of a local farmers market to connect local agricultural operations with the greater Avon community.	Town Board, Livingston County Planning Department, Local Farm Operators

D. Actively preserve and enhance our historic and cultural sites throughout the Town.

Implementation Item	Potential Partners
1. Pursue National Register of Historic Places designation for previously unlisted historic sites, structures, or districts.	Town Historian, Avon Preservation and Historical Society, Landmark Society of Western NY
2. Consider creating an overlay or adopting design guidelines for the East Avon area to encourage a more pedestrian-friendly and traditional character with new investment.	Planning Board, Town Board, Village Planning Board, Village Town Board
3. Adopt an architectural review process and set of guidelines for the review of changes to historic properties and sites (e.g. Architectural Review Board or Planning Board review).	Town Board, Planning Board, Consultant
4. Continue with the installation of additional historical markers to identify significant structures and sites throughout the Town.	Town Historian
5. Facilitate the creation of a Historical Map and Brochure for the Town in partnership with the Village to help promote our history and culture.	Town Historian
6. Consider maintaining a list of historical sites in danger of being torn down or lost due to degradation and/or neglect.	Town Historian, Avon Preservation and Historical Society

Vibrant Economy & Growing Tax Base

Grain Bins (East River Road)

Policy Statement

It is the policy of the Town to have a vibrant local economy that supports a wide variety of lifestyles. While we recognize that the Village of Avon should continue to serve as the economic, social, and cultural center of the community, the Town will manage and pursue investments, both public and private, that promote sustainable economic growth throughout our community. The Town will also work to improve the appeal of East Avon in an effort to attract new investment that respects the traditional scale of the hamlet. In order to achieve this we acknowledge that some economic development opportunities may best be placed outside of the Village or East Avon due to their particular needs or their potential to negatively impact the traditional character of these areas.

Objectives

A. ***Promote a mix of residential and commercial development activity in East Avon that fosters a walkable, attractive living environment.***

B. ***Ensure new investment and development opportunities reflect the desired scale and character of their intended location within the Town.***

C. ***Encourage and support the growth of local industry and enterprise that leads to job creation and retention.***

D. ***Continue to protect and support the growth and operation of our local farms and agribusiness.***

Vibrant Economy & Growing Tax Base

A. Promote a mix of residential and commercial development activity in East Avon that fosters a walkable, attractive living environment.

Implementation Item	Potential Partners
1. Preserve and enhance vacant properties within the East Avon area with a focus on rehabilitation and reuse.	Livingston County Development, Planning Board, Town Board, Avon Chamber of Commerce
2. Review the application of the Town's Hamlet Zoning and Mixed-use Hamlet Zoning overlays for additional opportunities to foster the desired increased density and activity within East Avon (e.g. mixing of office, commercial, and residential uses in one building and/or block).	Town Board, Planning Board

B. Ensure new investment and development opportunities reflect the desired scale and character of their intended location within the Town.

Implementation Item	Potential Partners
1. Review and revise the Town Code to include land use and development regulations that ensure new commercial and industrial developments are attractive and have minimal impacts to adjacent properties (setbacks, access controls, landscaping, buffering, lighting, etc.).	Planning Board, Town Board, Consultant
2. Review and revise the Town Code to ensure that the intent and application of commercial and industrial zoning districts is in accordance with the desired future land use pattern of the Town.	Planning Board, Town Board, Consultant
3. Review and revise the Town Code to include nonresidential design standards or guidelines to ensure future development is of a desirable aesthetic to the Town and that the development of adjacent areas is compatible and mutually supportive.	Planning Board, Town Board, Consultant

Note: The recommendation to "review and revise" any Town code, ordinance, or legislation does not mean that there will be an increase in regulation. The review of Town code may result in the simplification or reduction of existing regulations, as they may be deemed unnecessary or no longer relevant.

Vibrant Economy & Growing Tax Base

C. Encourage and support the growth of local industry and enterprise that leads to job creation and retention.

Implementation Item	Potential Partners
1. Work with Livingston County Development to attract new industry and to help existing companies prosper.	Livingston County Industrial Development Agency (IDA), Town Board, Avon Chamber of Commerce
2. Consider feasibility of enrolling East Avon in Livingston County Development's Downtown Partnership program.	Town Board, Avon Chamber of Commerce
3. Review and revise the Town Code to reflect modern industry and business practice and permit a wider variety of uses in the community that improve access to everyday consumer goods and services.	Town Board, Planning Board, Town Engineer
4. Identify and keep record of sites that are suitable for light industrial development by appropriate zoning, availability of utilities, and access to transportation facilities. Priority should be given to attracting new investments in the areas of high technology manufacturing and assembly, research and development and administrative offices.	Town Board, Planning Board, Livingston County IDA, Avon Chamber of Commerce
5. Consider the cost implications of private development proposals on the local tax rate as part of the process of reviewing and evaluating development proposals. Require private developers to be responsible for their fair share of the cost of the public infrastructure.	Town Board, Planning Board, Town Staff, Livingston County IDA

D. Continue to protect and support the growth and operation of our local farms and agribusinesses.

Implementation Item	Potential Partners
1. Work with the Livingston County Agricultural and Farmland Protection Board to ensure Town land use practices, policies, and regulations are supportive of farming activity.	Livingston County Agriculture and Farmland Protection Board (AFPB), Town Board, SWCD
2. Work with New York State Agriculture and Markets to draft and adopt a Farmland Protection Plan.	Town Board, SWCD, Consultant

Desirable Quality of Life

Genesee Valley Conservancy Trail Head

Policy Statement

It is the policy of the Town to ensure a desirable quality of life for our residents through the provision of quality public services, recreational opportunities, and enriching community resources. To achieve this we will strive to ensure that our community services provide for the health, safety, and well-being of our citizens and businesses, including our public infrastructure, emergency services, recreational activities, faith community, and public institutions. Future investments will respond to the changing needs and lifestyles of our local population and foster a community that is healthy and livable.

Objectives

A. ***Make efficient use of existing public infrastructure and other public investments.***

B. ***Ensure the provision of community services is adequate to meet the needs of our current and future generations, serving residents of all ages and lifestyles.***

C. ***Foster recreational and educational opportunities for residents of all ages so they remain active and engaged in the community.***

D. ***Maintain adequate consideration and understanding of financial pressures and obligations of the Town in all decision-making.***

E. ***Foster a unified community in Avon through the promotion of the Town's identity and increasing communication between the Town and its residents.***

Desirable Quality of Life

A. Make efficient use of existing public infrastructure and other public investments.

Implementation Item	Potential Partners
1. Maintain public facilities at consistently high levels and commit resources for street and sidewalk maintenance, street cleaning and general community appearance.	NYS DOT, Town Board, Planning Board, Village Board, Avon Highway Department, Livingston County Planning Board
2. Encourage community facilities and activities that serve the greater Avon area to locate in the Village or East Avon.	Town Board, Planning Board, Village Board, Livingston County Planning Department, Avon Highway Department
3. Encourage infill development and a compact development pattern in areas already serviced by utilities and infrastructure.	Town Board, Planning Board, Village Board, Livingston County Planning Department
4. Continue to enforce health and safety codes and building and zoning regulations uniformly and consistently.	Avon Code Enforcement

B. Ensure the provision of community services is adequate to meet the needs of our current and future generations, serving residents of all ages and lifestyles.

Implementation Item	Potential Partners
1. Provide public safety facilities (i.e. local police protection, fire protection and emergency medical services) consistent with community needs and objectives. Expand these services, as necessary, to provide adequate public safety services to serve future growth.	Livingston County Sheriff's Department, Village Police, Town Board, Village Board
2. Work cooperatively with Livingston County officials to establish solid waste disposal facilities and recycling initiatives to meet future requirements.	Town Board, Village Board, Livingston County Planning Department, GLOW Region Solid Waste Management Committee
3. Improve public transportation access and connectivity for residents, particularly seniors, to destinations in and around Avon and Rochester.	Town Board, Regional Transit Service Livingston

Desirable Quality of Life

C. Foster recreational and educational opportunities for residents of all ages to remain active and engaged in the community.

Implementation Item	Potential Partners
1. Inventory all recreation facilities and programs (public, private, and not-for-profit) within the Town and Village and make available to the public as a way to increase awareness and participation.	Town Board, Village Parks Commission
2. Ensure local offerings for educational and recreational programming for youths, adults, and senior citizens are adequate. Address changes in demand, if any.	Avon Free Library, Livingston County Youth Bureau, Avon Community Cares, Other Community Groups
3. Consider the benefit to adopting a Parks and Recreation Master Plan for the Town/ Village.	Town Board, Village Board, Village Parks Commission

D. Maintain consideration and understanding of financial pressures and obligations of the Town in all decision-making.

Implementation Item	Potential Partners
1. Devise and implement an ongoing multi-year capital improvements program to plan for needed capital projects within the availability of financial resources.	Town Board
2. Determine the potential benefits and feasibility of increased sharing and/or consolidation of Town and Village government services and facilities when there is a significant change expected in cost and/or demand.	Town Board, Village Board
3. Determine the effect of proposals to expand public infrastructure, services and facilities on the property tax rate before committing public funds for improvements.	Town Board, Village Board

Desirable Quality of Life

E. Foster a united community in Avon through the promotion of the Town's identity and increasing communication between the Town and its residents.

Implementation Item	Potential Partners
1. Develop a logo that visually expresses the intention of the Town to be welcoming and vibrant.	Town Board
2. Improve the Town website to be more engaging, user-friendly, and interactive.	Town Board, Biannual Newsletter, Town Staff
3. Consider creating social media outlets for residents to access information about important news, events, and public meetings.	Town Board, Town Staff
4. Create a biannual newsletter.	Town Board, Village Board
5. Consider partnering with the Avon Central School District to develop an email contact list.	Town Board, Avon Central School District
6. Consider investing in technological and physical improvements to the Board Room and Court Room to better facilitate public meetings.	Town Board

Sustainable Growth & Development

Royal Springs Neighborhood

Policy Statement

It is the policy of the Town to partner with the Village in an effort to provide quality neighborhoods, promote sustainable economic growth, and enhance community identity. Our Town and Village together accommodate a variety of lifestyles that serve to foster a distinctive hometown feel, welcoming to both residents and visitors. Our Village is characterized by a compact, traditional settlement pattern that consists of close knit and pedestrian-scaled neighborhoods and streets, while our Town is defined by open spaces and grand vistas with homesteads dotting the landscape. The Town and Village share a rich history and it is through our combined efforts for measured, sustainable growth that we will enhance our community for current and future generations.

Objectives

A. ***Monitor the balance of residential, commercial, and industrial development with respect to open space, agricultural uses, and existing development patterns.***

B. ***Foster a multi-modal transportation network that safely and comfortably accommodates all users where necessary and appropriate.***

C. ***Encourage the maintenance of existing housing stock and development of affordable housing for all ages and lifestyles.***

D. ***Encourage the use of green infrastructure and development practices with future investment.***

Sustainable Growth & Development

A. Monitor the balance of residential, commercial, and industrial development with respect to open space, agricultural uses, and existing development patterns.

Implementation Item	Potential Partners
1. Coordinate land use decisions and growth with a strategy for the commitment of resources for public improvements in accordance with the desired future land use pattern of the Town.	Town Board, Planning Board, Livingston County Planning Department, Town Highway Department, Town Water Department
2. Educate decision-makers and leaders on the principles of Smart Growth land use policies.	Livingston County Planning Department, Planning Consultant, Town Board
3. Promote context-sensitive site design and development practices in new investment to ensure the size, scale, and appearance of residential, commercial, and industrial development reflects the desired aesthetic for the area and the future land use pattern of the Town.	Town Board, Planning Board, Livingston County Planning Department, Town Water Department, Town Highway Department
4. Identify areas within or adjacent to the Village that may be appropriate for increased density residential development where public utilities already exist (i.e. water and sewer service).	Town Board, Village Board, Planning Board, Livingston County Planning Department, Town Water Department, Town Highway Department
5. Extend and improve public water and sanitary sewer facilities to serve development in areas identified for growth as a part of this Plan.	Town Water Department, Town Highway Department, Livingston County Sewer Authority
6. Promote the use of cluster development techniques for residential development proposals that may be in agricultural zoning districts.	Town Board, Planning Board, Livingston County Planning Department, Town Engineer

Sustainable Growth & Development

B. Foster a multi-modal transportation network that safely and comfortably accommodates all users where necessary and appropriate.

Implementation Item	Potential Partners
1. Communicate with NYSDOT and the Livingston County Highway Department to promote local priorities and to coordinate highway improvement activities within the Town.	Town Highway Department, Town Board, Finger Lakes & Genesee Regional Transportation Authority (FLGRTA), Genesee Transportation Council (GTC)
2. Draft and adopt a Bicycle and Pedestrian Master Plan or Transportation Master Plan in partnership with the Village to address multi-modal and public transportation issues and opportunities.	Town Board, Village Board, Planning Board, Livingston County Planning Department, FLGRTA, GTC
3. Review and revise the Town Code to ensure that development controls include provisions for pedestrian and bicycle network connections and infrastructure where desired.	Town Board, Village Board, Planning Board, Consultant, Town Engineer
4. Foster a greenway connection with pedestrian and bicycle accommodations and traffic-calming elements between the Village of Avon and East Avon.	Town Board, Village Board, Planning Board, Livingston County Planning Department, NYSDOT

C. Encourage the maintenance of existing housing stock and development of affordable housing for all ages and lifestyles.

Implementation Item	Potential Partners
1. Partner with the Village to conduct a housing study.	Town Board, Village Board
2. Review and revise the Town Code, as needed, to ensure that: - Property maintenance in residential districts is up to date and properly enforced. - Town construction specifications reflect industry standards and promote sustainable development practices. - New development costs are borne solely by the developer.	Code Enforcement, Zoning Board of Appeals, Town Board, Planning Board, Town Engineer
3. Encourage the use of density bonuses in areas, such as East Avon, where an increase in residential density may be desirable to provide opportunities for the development of market-rate, affordable housing.	Town Board, Planning Board, Livingston County Planning Department

Sustainable Growth & Development

D. Encourage the use of green infrastructure and development practices with future investment.

Implementation Item	Potential Partners
1. Review and revise the Town Code to include procedures that ensure that water and air quality, drainage, and circulation (including both automotive and pedestrian movements) are carefully addressed in the development review and approval process.	Town Board, Planning Board, Town Engineer, DEC
2. Promote the use of green energy and green infrastructure in developments throughout the Town.	NYS Energy Research and Development Agency (NYSERDA)
3. Promote the use of energy efficient housing design with new residential developments.	Town Board, Planning Board
4. Encourage renewable energy systems for residential, commercial, and industrial uses, where appropriate (e.g. wind, solar, geothermal).	NYSERDA, Town Board, Planning Board, Livingston County Planning Department
5. Encourage the use of natural stormwater management practices as a part of development application review process (e.g. bioswales, rain gardens, green roofs).	Town Engineer, Town Board, Planning Board, Village Board, DEC, Livingston County Planning Department
6. Practice sustainable water usage throughout the Town to protect and preserve local water resources.	Town Board, Village Board, Village Water Committee
7. Consider becoming a Climate Smart Community (see NYS DEC webpage for more info www.dec.ny.gov).	DEC, NYSERDA
8. Consider development of an energy microgrid to protect from future energy grid failures.	NYSERDA, Livingston County Planning Department, Town Engineer

Note: The recommendation to "review and revise" any Town code, ordinance, or legislation does not mean that there will be an increase in regulation. The review of Town code may result in the simplification or reduction of existing regulations, as they may be deemed unnecessary or no longer relevant.

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Future Land Use

"As for the future, your task is not to foresee it, but to enable it."

- Antoine de Saint Exupery

Future Land Use

Introduction

One of the primary roles of a Comprehensive Plan is to inform future land use decisions for local governments and their decision-makers. A key tool for accomplishing this is the Future Land Use Map. The Future Land Use Map is intended to identify general categories of land use. It is not intended to indicate specific boundaries or exact zoning district designations. It does, however, represent the community's preferences regarding the location and character of various types of development in the Town. The recommended land uses for the Town of Avon are illustrated in the Future Land Use Map on the following page (Map 9).

It is reasonable to assume the exact size of the land use classifications may change over time while remaining consistent with the overall intent of this Plan and the Future Land Use Map. The Future Land Use Map for Avon consists of eleven use categories, including:

- ***Agricultural***
- ***Greenbelt/Viewshed***
- ***Commercial***
- ***Interchange Development***
- ***East Avon Hamlet Area***
- ***Limited Residential***
- ***Rural Residential***
- ***Cluster Development***
- ***Mobile Home Park***
- ***Public***
- ***Industrial***

The Map also shows the location and extent of the 100 and 500 year floodplains as well as the properties that are protected by conservation easements. These elements have been included as it is important to consider the proximity and impact to floodplains and protected lands with future development. Due to the importance of farmland and open space in the Town, many land owners have sought conservation easements for their property through the Genesee Valley Conservancy (GVC).

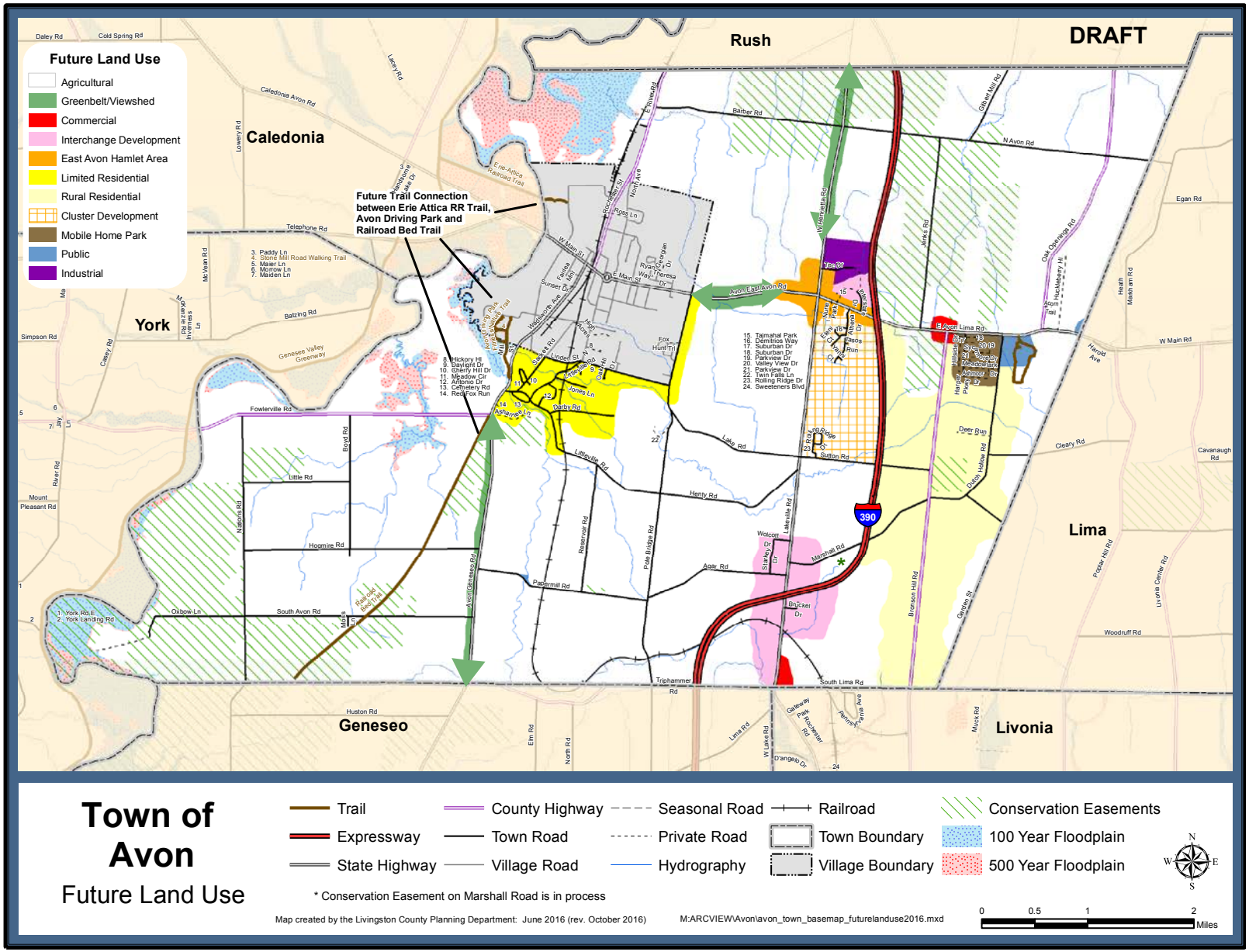
Moving Forward...

The Future Land Use Map should be used by the Town Board, Planning Board and Zoning Board of Appeals, as well as developers and the public to guide future zoning decisions, other land use regulations, community services, and priorities for capital improvements and land acquisition over the next decade. It should be noted that the uses portrayed on the Future Land Use Map are not intended to supplant the Town's ability to scrutinize development proposals that may be consistent with the general intent of this Plan and the Future Land Use Map.

For example, if a commercial use is proposed in an area of the Town that is classified as commercial on the Future Land Use Map, the Town could deem that use to be inappropriate in that particular location due to a number of reasons. These include but are not limited to the project's scale, drainage characteristics, and intensity of its site related impacts (such as traffic generation, lighting, etc). In other words, the Town should utilize the Future Land Use Map in conjunction with its zoning code and the State Environmental Quality Review (SEQR) process to ensure future developments are in the best interests of the community.

Resident Development Preferences (Source: 2015 Community Survey)

Map 9


DRAFT
Future Land Use
Agricultural
Greenbelt/Viewshed
Commercial
Interchange Development
East Avon Hamlet Area
Limited Residential
Rural Residential
Cluster Development
Mobile Home Park
Public
Industrial
Rush
Caledonia
York
Geneseo
Lima
Livonia
Future Trail Connection between Erie Attica RR Trail, Avon Driving Park and Railroad Bed Trail
Town of Avon
Future Land Use
Trail
Expressway
State Highway
County Highway
Town Road
Village Road
Seasonal Road
Private Road
Hydrography
Railroad
Town Boundary
Village Boundary
Conservation Easements
100 Year Floodplain
500 Year Floodplain
* Conservation Easement on Marshall Road is in process
Map created by the Livingston County Planning Department: June 2016 (rev. October 2016)
M:ARCVIEW\Avon\avon_town_basemap_futurelanduse2016.mxd
0 0.5 1 2 Miles

Agricultural

The results of the community survey administered as part of the planning processes conducted in 1995 and in 2015 indicate that the preservation of the Town's agricultural heritage and rural character has remained a top priority of residents for the past two decades. Agriculture is the predominant land use in the Town and is responsible for the rural character of Avon that its residents celebrate. Farming is a significant industry in the Town, County, and Region. It directly supports a variety of agribusinesses and indirectly supports local retail and service establishments. Soils in the Town are highly suited for agriculture and are among the best in the State. Many of the farmland owners in the Town have expressed a commitment to continue farming by placing their land in the County's Agricultural District or through the procurement of a conservation easement on their property.

The white areas on the Future Land Use Map are designated as Agricultural. The Town should continue to limit the number of non-agricultural uses that locate in these areas and direct development away from areas with prime agricultural soils. It should be noted that any successful farmland preservation effort must recognize and balance the owner's right to develop their property.

According to the 2015 Community Survey, 91% of respondents feel that it is extremely important the Town supports and promotes local agriculture.

Local Advertisement for Avon's Farm Fest Event

Approximately 70% of Avon's acreage (17,943 acres) is currently used for agricultural operations

Agricultural

The area designated for Agricultural uses is generally consistent with the Town's Agricultural Zoning District. A review of the intent statement, permitted uses, specially permitted uses, and dimensional requirements contained in the Town's Zoning Code indicates that the Agricultural zoning district successfully gives priority to farming related activities over non-farming activities. The Town should consider other zoning techniques to protect farming operations from the encroachment of non-farming uses. These techniques include, but are not limited to "Density Averaging," also known as "Cluster" Zoning, and "Sliding Scale" Zoning. The following sections serve to expand upon the potential application of each zoning technique within the Town.

Density Averaging

"Density Averaging" is used in conjunction with large lot zoning, such as one house per 3, 4, 5 or more acres. Houses may be built on smaller lots provided a proportionate amount of land is set aside as permanent farmland or open space. An easement on the open land must be secured by the Town or donated to a non-profit conservation organization such as the Genesee Valley Conservancy. For example, if zoning limited development to one house per 5 acres, the owner of a 100 acre farm could build up to 20 houses, using as few as 20 acres, and leave 80 acres open or dedicated to farming.

Sliding Scale Zoning

"Sliding Scale" zoning regulations allow a specified number of dwelling units per farm parcel. Base parcel sizes need to be identified at the time such zoning is adopted. Small lot sizes may be required, in order to allow more land to stay in farming. Development may be limited to a scale similar to those listed in the table below.

Size of Parcel or Tract of Land (Acres)	Maximum Non-Farm Dwellings Allowed
0 - 5.00	1
5.01 - 10.00	2
10.01 - 20.00	3
20.01 - 35.00	4
35.01 - 50.00	5
50.01 - 100.00	1 per additional 8 acres
100.00+	1 per additional 16 acres

In addition, the maximum lot size on which a non-farm dwelling would be permitted would be one acre with a maximum lot width of 150 feet.

Any zoning revisions that are intended to protect farming and preserve farmland should not be undertaken without the support of the local farming community.

The Town should continue to work closely with local agricultural operators, the County, and the Genesee Valley Conservancy to ensure the continued success of the Agricultural District program and the use of conservation easements to preserve its rural character and maintain its strong agricultural base.

Greenbelt/Viewshed

Greenbelt

One of the key priorities of the Town is to preserve the existing greenbelt between the Hamlet of East Avon and the Village of Avon. As seen in the aerial photo (lower right), this area is currently characterized by farmland and traditional homesteads. This corridor serves as a rural transition and gateway between the more developed portions of the Village and Hamlet. The two images to the lower left are from the Community Preference Survey (CPS). The image of the commercial streetscape was the lowest scoring image of the CPS with an average score of 0.82 out of 9. By comparison, the image of the farm was the second highest scoring image in the CPS with an average score of 8.83 out of 9. It is clear from the public input gathered during this planning process that the Town does not want one continuous strip of "sprawling" commercial development on both sides of Route 5 & 20 from the Village to the Hamlet.

The properties within the Greenbelt have access to public water and sewer service and are currently part of the Agricultural Zoning District. This district permits single-family homes, religious institutions, public buildings, nursing homes and retirement homes. In addition, excavation operations and mobile home parks can be developed with the issuance of a special permit. These uses would detract from the current character of the Greenbelt. In order to ensure the visual integrity of this corridor is maintained the Town should consider the following actions.

1. *Adopt a Corridor Overlay District that reduces the number of non-farming uses and creates design standards for future development; and*
2. *Work with the property owners and the Genesee Valley Conservancy to put conservation easements in place on both sides of the corridor.*

The community has also expressed a desire to have a pedestrian and bicycle connection between the Village and East Avon within the Greenbelt. This could take the form of a single multi-use trail or separate sidewalk and bicycle facilities. The type of facility and exact alignment would need to be determined after additional study and outreach to the community.

Greenbelt/Viewshed

View looking west from Avon Geneseo Road (Photo: Google Streetview, 2015)

View looking west from Route 15 north of East Avon

Viewshed

The view looking west from Avon Geneseo Road and Route 15 in the Town are some of the most magnificent views in Livingston County. A person traveling along these roads is treated to a panoramic view of the Genesee River Valley. The Town should strive to be good stewards of this unique experience. It is clear that the Town cannot ensure the entire viewshed will remain unchanged. However, it can protect the views from the road by limiting development adjacent to the roadway.

As indicated on the Future Land Use Map, the northern portion of these viewsheds are protected by conservation easements. The Town should continue to work with property owners and the GVC to place additional conservation easements on land that abuts the road. The Town should also consider adopting a Corridor Overlay District that would regulate the placement of structures, limit building heights, and protect the views from the roadway.

Commercial & Interchange Development

A large portion of the commercial activity within the community of Avon occurs in the Village along Routes 5 & 20 and in the Central Business District. The Town acknowledges that it is in the best interest of the entire Avon community to have a vibrant and economically healthy Village. As a result, the Future Land Use Map does not recommend significantly increasing the size of the Town's existing business districts. Outside of the Village, businesses are generally located in the areas classified as Commercial (shown in **red**) and Interchange Development (shown in **pink**). These areas are described in greater detail below.

Commercial

There are two distinct activity nodes in the Town designated for commercial land uses on the Future Land Use Map. These include:

1. *The land that encompasses the intersection of Routes 5 & 20 and Bronson Hill Road. Existing businesses include, but are not limited to, the Countryside Diner, Dutch Hollow Market and Gas Station, and two motels.*
2. *The land situated on the east side of Route 15, north of South Lima Road. Existing businesses include, but are not limited to, Fratelli's Restaurant and J & A Farm Market.*

These areas are currently zoned as General Business and generally contain smaller scaled business operations compared to those located in the Interchange Development areas described in the next section.

Interchange Development

Areas designated for Interchange Development are located at Exits 9 and 10 of the Interstate 390 Expressway. These interchange areas contain some of the most attractive sites in the Town for new industrial and regional commercial development. They are generally serviced by public water and sewer, offer excellent access for trucks, customers, and employees off the I-390 Expressway, and are highly visible to traffic on the Expressway. Over the past two decades both interchanges have experienced development activity and now accommodate a number of business operations. These include, but are not limited to:

1. *Interchange #9 - Fastenal, Bob Johnson Chevrolet, Dunkin' Donuts and Mobil Gas Station, and Covered Wagon Tours.*
2. *Interchange #10 - Genesee Valley Ford, Chrysler, Dodge, and Jeep Auto Dealerships.*

The Future Land Use Map for the Town continues the Town's policy of locating a range of industrial and commercial uses at both I-390 interchanges. At the Exit 10 interchange, emphasis should be placed on highway commercial uses, light industrial, and office park development. At the Exit 9 Interchange, emphasis should be placed on the development of light manufacturing and assembly operations, research and development facilities, headquarters, administrative offices, and warehousing facilities.

According to the 2015 Community Survey results, 69% of respondents support the development of standards and review procedures to preserve and promote Avon's visual character and design qualities. Meanwhile, another 63% support the creation of an Architectural Review Board, which would help guide development to better preserve and promote Avon's character and visual design qualities. The CPS results provided the Town with a range of design elements that the Town should be considering.

The preferred design of the Commercial and Interchange Development areas is shown on the following page. The CPS results indicated that the Town is supportive of building and site design elements that are architecturally pleasing and well landscaped.

Preferred Character of Commercial & Interchange Areas

	To Be Avoided	*To Be Encouraged*
Large Scale Commercial Operations		
Auto-Oriented Uses		
Franchise Architecture		
Landscaping & Screening		

East Avon Hamlet Area

In New York, hamlets are unincorporated settlements within towns. A hamlet is not a legal entity with official boundaries.

The Hamlet of East Avon is indicated by the color **orange** on the Future Land Use Map. East Avon has historically contained a mix of land uses including the community uses and commercial establishments in close proximity to residential neighborhoods. Current community uses in East Avon consist of the First Presbyterian Church and Avon Veterans Hall. Commercial uses include, but are not limited to, motor vehicle sales establishments, Avon Stove and Fireplace, H & R Block, Maiers Homestead Farm Market, and Studio Sales Pottery. Residential uses are primarily single-family homes located along Routes 5 & 20 and Lakeville Road, within the Royal Springs subdivision, and approximately two dozen mobile homes along Nune Park.

According to the 2015 Community Survey results, 82% of respondents would like to see the community focus new commercial development in the East Avon Mall and 40% indicated that commercial development should be focused on East Avon along Routes 5 & 20. The CPS results also show residents would like to see investment in East Avon that re-establishes its traditional architectural character and creates a network of sidewalks and pedestrian connections between businesses and neighborhoods (see opposite page). Therefore, it is intended that the East Avon area foster the development of a mixed-use, walkable activity center that attracts a variety of business types.

Over the past decade the Town has taken some of the steps necessary to revitalize the Hamlet. The first was the creation of a conceptual master plan as part of the "State Routes 5 & 20 Land Use and Access Management Plan (LUAMP)" completed in 2002. A portion of the master plan is shown to the right. In 2007 the Town adopted the Hamlet Commercial District (HCD) and Residential Hamlet Mixed-Use District (RH-M) in an effort to implement some of the LUAMP's recommendations. However, as of the writing of this plan, this district has not been placed on the official zoning map for Avon and is not in use.

Before fully applying the HCD and RH-M Districts, it may be desirable to update a few provisions. For example, the minimum front building setback in the HCD is 50 to 70 feet. This requirement will create a streetscape that is more suburban in character and inconsistent with the desired traditional development pattern. Amending the District to include a maximum setback of 20 to 30 feet, the Town can ensure that buildings are placed up to the street and positively contribute to the public realm. The Town may also consider adopting design guidelines or standards for the Hamlet, providing investors with a clear understanding of the Town's design expectations.

East Avon Master Plan from State Routes 5 & 20 LUAMP

1. New commercial buildings should be placed at or near the street with parking in the rear.
2. Shared access and parking facilities should be encouraged.
3. A variety of housing types such as townhouses and duplexes should be incorporated.
4. Inviting public spaces should be created with new development.

Building Scale & Location

- Buildings should be at or close to the sidewalk.
- Buildings should be at least 2 stories in height.
- One story structures should have the scale of a 2 story structure.
- Wider facades (greater than 50 feet) shall be broken up into smaller visual increments.

Parking

- Parking should always be screened from view.
- Parking between the building and street should be prohibited.

Facades

- First floors should be mostly transparent (windows & doors).
- Upper floors should have a lesser amount of transparency.
- Where transparency is not appropriate, architectural features (recessed areas, etc) or other visual elements must be used.
- Awnings are encouraged. Multiple awnings should be used where there is more than one opening.
- Wood, brick, or equivalent materials are preferred.

Multifamily Residential

- Multifamily buildings shall be laid out so that multiple entrances face the public street.
- Each entrance shall be connected to the public sidewalk system.
- Larger buildings shall be visually divided into smaller sections by gaps, recesses, or other architectural devices
- Garage entrance/exit doors are prohibited on the front facade of buildings.

Signage

- Two sign types are preferred: flush mounted and perpendicular.
- Flat sign faces are to be avoided (carved or raised lettering is to be encouraged).
- Signs should be sized and placed in a manner that is consistent with the architectural features of the building.

	To Be Avoided	To Be Encouraged
Public Realm		
Commercial Use		
Multifamily		
Signage		

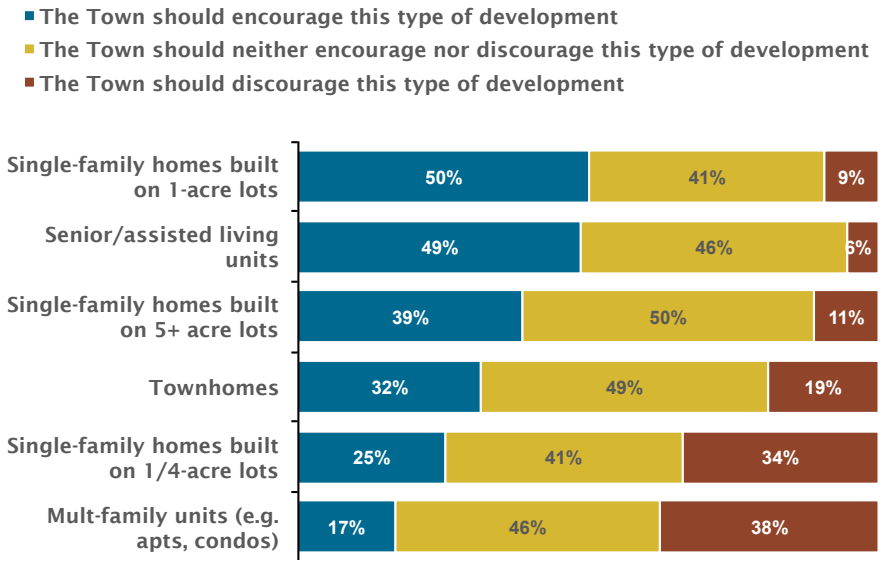
Residential

Given the Town's aging population and loss of young families and young professionals identified in the Community Profile, future residential land use policy should strive to provide a variety of housing sizes and types to both retain and attract residents. In order to accommodate a variety of housing styles, the following residential future land use areas were identified:

- *Limited Residential*
- *Rural Residential*
- *Cluster Development*
- *Mobile Home Park*

It should be noted, however, that these residential land use areas are intended as a guiding tool, not law or zoning, that may assist in the review of future residential development proposals.

Overall, residents expressed that the preservation of open space and rural character is an important focus of all future development. Below is a comparison of favorable and unfavorable residential development patterns as shown in the Community Preference Survey (CPS). While the figure at right is a summary of 2015 Community Survey responses on residential unit types.



2015 Community Survey Responses on Residential Development Types (Source: Crux Research, Inc.)

Residential

Limited Residential

Indicated by the color **yellow** on the Future Land Use Map, the Limited Residential area is characterized by single-family neighborhoods with a general density of one unit per acre or more. This area includes the existing concentration of single-family homes along Sackett Road, Littleville Road, Darby Road, and Pole Bridge Road at the southeastern corner of the Village.

The intent of identifying land in close proximity to the southern and eastern borders of the Village as Limited Residential is to capitalize on the availability of public water for current and future residential development efforts. Consistent with the Town's current zoning ordinance (Limited Residential District), single-family lots with access to public water should be at least 30,000 square feet in size; whereas such lots without access to public water should be three acres or more.

Half of all respondents to the 2015 Community Survey indicated that they prefer the Town support future residential development in areas near to the Village with reasonable access to existing public services. This is a good development planning practice to preserve prime farmland and maximize investment in existing infrastructure.

The Limited Residential area also serves to foster a transitional residential development pattern from Village neighborhoods to that of the rural, low-density character of the Town. The Town's zoning ordinance already permits residential development of this scale and character.

What is your favorite thing about living in Avon?

"I love all the green that is still a part of the community."
~ 2015 Community Survey Respondent

Community Preference Survey Image (Median Score: 7 out of 9)

Rural Residential

The Rural Residential area is represented by **light yellow** on the Future Land Use Map, following both sides of Bronson Hill Road and encompassing Dutch Hollow Road. It is important to note that a few parcels in this area are within the County's Agricultural District #2 or have been preserved with a conservation easement (see Maps 4 and 6). Residential development that has occurred in this area has been limited to large lots of 3 acres or more. The Rural Residential area is intended to continue the development of larger "estate" or "farmette" style lots with a density of one dwelling unit per 3+ acres. This density and character of residential homes was preferred by 39% of respondents to the 2015 Community Survey, as well as participants in the Community Preference Survey (pictured above). The continued application of the Town's Agricultural Zoning District in this area is recommended.

Residential

Cluster Development

Cluster Development is proposed between Sutton Road and Exit 10 of I-390, represented by the orange hatching on the Future Land Use Map. The intent of this area is to tie in with the industrial and commercial development planned nearby, and provide for a higher density of residential development given the existing water and sewer lines running to the area.

Presently there are two cluster developments in this area, Royal Springs and Rolling Ridge Drive, that have an average density of 4 units per acre. The increased density is permitted in this area when an effort is made to preserve large expanses of open space in the development area. The Town should support further cluster developments of equal or lesser density in this future land use area provided that the necessary utilities are available to support a minimum quarter-acre lot size. It is important to note that the results of the Community Preference Survey (CPS) indicated that there is also a desire for a walkable, village-like setting in denser developments with the provision of sidewalks and smaller building setbacks. The images at right show CPS examples of neighborhood developments to be avoided and encouraged in the Cluster Development area.

In order to ensure the desired development pattern of this area is realized, the Town should consider adopting specific Planned Unit Development or Cluster Development standards. These standards should include, but are not limited to, the following:

1. Minimum district area of 20 acres;
2. Maximum front setback range of 20 to 40 feet;
3. Maximum density of 4 units per acre;
4. Maximum building height of 35 ft;
5. Required sidewalk extensions and connections;
6. Open space designations for passive/active recreation and maintenance agreements; and
7. Street tree and street lighting considerations.

Mobile Home Park

The **brown** color on the Map represents the area occupied by the Harper Homes Mobile Home Park. Mobile homes are proposed to continue in the existing mobile home park area on the south side of Routes 5 & 20, east of Bronson Hill Road. Mobile homes contribute to the variety of housing types available in the Town, and provide an affordable living alternative. The continuation of this designation will maintain the existing activity level and character of this land use.

Public & Industrial

Public

Areas designated for Public use are shown in **blue** on the Future Land Use Map. In the Town these include Avon's Papermill Park along Papermill Road, the Regional Office of the NYS Department of Environmental Conservation (DEC), and the water storage tank at the eastern Town boundary on the north side of Routes 5 & 20.

Papermill park provides walking areas and picnic facilities for residents and visitors to enjoy serene environment and small waterfall (pictured below). Additionally there are some trail areas indicated by the brown line on the Future Land Use Map. These include the trail connections into the Village of Avon along the Genesee River, the DEC trails by their regional office, and the Railroad Bed Trail.

Papermill Park Bridge (Town of Avon)

Industrial

The Industrial land use area is shown in **purple** on the Future Land Use Map. The Town has been successful in attracting new industrial development to this area as well as to the Interchange Development areas. Some of the current businesses that are located in the Industrial area include Lakeland Equipment, DP Tool and Machine, and Monroe Industries. This area is primarily zoned Combined General Business Light Industrial. The extension of Tec Drive helps to ensure the available land within the Industrial area can be fully utilized by providing access to the entire site.

New Businesses Construction along Tec Drive (2016)

“Yesterday is gone. Tomorrow has not yet come.
We have only today. Let us begin.”

- Mother Teresa

Conclusion

The Town of Avon Comprehensive Plan Update Steering Committee was formed in 2014 to update the Town's 1995 Comprehensive Plan. The appointed Committee was a compatible and dedicated group comprised of elected officials and volunteer residents representing both the Town and Village. The Committee solicited and was guided by input from the community in the forms of a survey and several open forums conducted over a period of two years. The updated Comprehensive Plan describes the shared vision for the future distilled from these inputs.

On June 16, 2016, the Town of Avon hosted a Community Open House at Avon High School to give residents an opportunity to informally view and comment on the Draft Plan before consideration by the Town Board for adoption. Over 40 community members were in attendance.

The intent is for this Comprehensive Plan Update to provide high-level guidance for sustainable future development of the Town's economic, social, and environmental dimensions. The Plan should serve as a living document: not only a resource that is consulted frequently, but also one that is routinely updated to reflect changes in global, national, state, and local circumstances.

The Committee acknowledges the invaluable contributions of the following:

- ***The Steinmetz Planning Group***, for their expertise and assistance in developing an engaging and professional Plan.
- ***The Avon Town Board***, for investing in our community by allocating the funding needed to retain the services of this talented group .
- ***The Community***, for sharing their time and interest to help create the Town of Avon's vision for the future.

Our unique small community has a strong rural heritage. Our hope is that the implementation of this Comprehensive Plan will help strengthen and protect this legacy for many years to come.

Signed,

The 2016 Comprehensive Plan Update Steering Committee

Town of Avon - Comprehensive Plan

2016

PLAN PREPARED BY:
STEINMETZ PLANNING GROUP