



Village of Avon Comprehensive Plan 2011

TABLE OF CONTENTS

I.	Introduction.....	1
	A. History	2
	B. Guiding Principals.....	3
	C. Summary of the Process.....	7
	D. Use of the Plan.....	7
II.	Inventory and Analysis.....	8
	A. Demographics.....	8
	B. Economic Development.....	9
	C. Character.....	10
	D. Environmental Resources.....	11
	E. Land Use and Zoning.....	11
	F. Housing	13
	G. Schools and Education.....	13
	H. Public Facilities, Utilities, Services	14
	I. Emergency Services.....	15
	J. Recreation Facilities and Programs.....	15
	K. Transportation.....	17
III.	Key Improvement Areas.....	19
	A. Neighborhoods/ Residential living.....	19
	B. Agriculture.....	20
	C. Downtown.....	21
	D. Uptown.....	22
	E. Local Commerce.....	22
	F. Natural Resources.....	23
	G. Recreation.....	23
	H. Community Resources.....	24
	I. Schools.....	25
	J. Utilities and Energy.....	26
	K. Regional Cooperation.....	26
	L. Multimodal Transportation and Connectivity.....	28
IV.	Future Land Use Plan.....	29
	A. Mixed Use District.....	29
	B. West Main Improvement Area.....	30
	C. Multi-Family Residential.....	32
	D. Multimodal Transportation and Pedestrian Accommodations.....	33
V.	Recommendations.....	34
	A. Neighborhoods/ Residential living.....	34
	B. Agriculture.....	35
	C. Downtown.....	35
	D. Uptown.....	36
	E. Local Commerce.....	36
	F. Natural Resources.....	37
	G. Recreation.....	38
	H. Community Resources.....	39
	I. Schools.....	40
	J. Utilities and Energy.....	40
	K. Regional Cooperation.....	41
	L. Multimodal Transportation and Connectivity.....	42
VI.	Implementation.....	43

ACKNOWLEDGEMENTS

This comprehensive plan represents the extensive efforts of the Village of Avon community over the course of ten to fifteen years. Several community members and municipal representatives were involved in previous efforts to complete a plan for the Village as well as with this one, ensuring the previous efforts did not go unused. The process utilized a formal master plan committee that was made up of all members of the Planning Board, then several other members of the community. They are as follows:

Planning Board Members

William Korth, Chairman
Paul Drozdziel
Kevin O'Donoghue
Jean Schoenthal
Harold Cole
Thomas Corrigan
Bonnie Taylor-Davis

Other Committee Members

Robert Westfall, Community-at-Large
Robert Hayes, Village Board
Anthony Cappello, Code Enf. Officer
Steven Harrison, Chamber of Commerce
William Labine, Board of Education
Daniel Freeman, Zoning Board of Appeals
John Marks, Parks Commission
Heather Ferrero, County Planning
William Wall, Community-at-Large
Gary Margiotta, Deputy Clerk

In addition to the above committee, Mayor Thomas Freeman provided support and guidance throughout the process, and the general public provided valuable feedback at public meetings and by completing comment forms.

The consulting firm of *FRA Engineering, Architecture, and Land Surveying, P.C.*, a T.Y.Lin International company, assisted the Village of Avon in preparing the Plan.

Funding for this comprehensive plan was provided through a CBDG grant from the NYS Department of Housing and Community Renewal and also with funds through the NYS Department of Transportation's Statewide Access Management program.

I. INTRODUCTION

The Village of Avon, located in the north-central portion of Livingston County as shown in **Figure I-1**, lies just outside the Rochester metropolitan area. The Village has experienced significant recent development with the construction of a multi-million dollar facility for Barilla America, Inc. Development is vital to the continued growth of a community, however, unplanned growth can oftentimes lead to lost opportunities and community assets. In order to plan for growth and preservation of community resources, a comprehensive plan is an essential tool that every community should have. A Comprehensive Plan provides an overall framework for future public and private investment in the community. The investment can take many forms, including a community’s financial, civic, and creative resources. In the Village of Avon, it is a collective investment by residents, businesses, and local government that will help shape the physical, social, and economic character of the community at large.

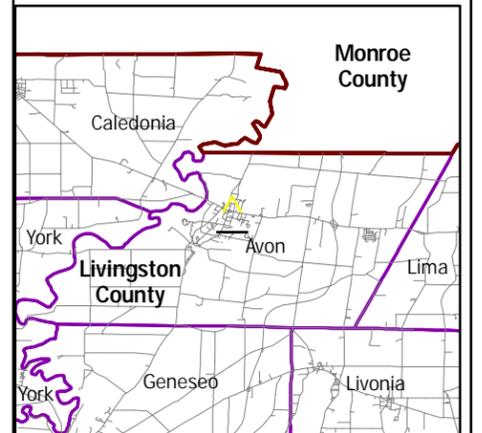
The purpose of this Comprehensive Plan is to identify issues which need to be addressed in a concerted way and to provide the members of the Village government with the information necessary to make decisions regarding these issues.

An underlying assumption of the comprehensive planning process is that if a community does not take decisions into its own hands, outside forces will most likely determine its future. Whether these forces are developers, state agencies, or the economy, Avon risks its future identity and prosperity if the community does not articulate their goals and structure future actions to attain them.

This Comprehensive Plan articulates an overall vision for the community and the means to achieve that vision. It is important to note that this plan is consistent with New York State Municipal Law. According to NYS Town Law 272-A and NYS Village Law 7-722, 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 village. The village comprehensive plan shall ... serve as a basis for land use regulation, infrastructure development and public and private investment, and any plans which may detail one or more topics of a village comprehensive plan.”

The vision and policies within this document should be perceived as flexible. It is reasonable to assume that as the conditions on which they are based change, their relevance to the community may change as well. Therefore, this plan should be reviewed on a continuous basis by the community and its leaders. A more formal review and update should occur as necessary or once the planning horizon approaches. The Plan elements are written to reflect consensus achieved through the public participation and, more specifically, to answer the questions about how we will live and plan for development over the next ten years.



Note:
 GIS base mapping provided by Livingston County
 Planning Department January 2009. All maps are
 for information and planning purposes only.

2

Legend
 Village of Avon Boundary

Village of Avon
 Comprehensive
 Plan

Figure # I-1,
 Location Map

A. History

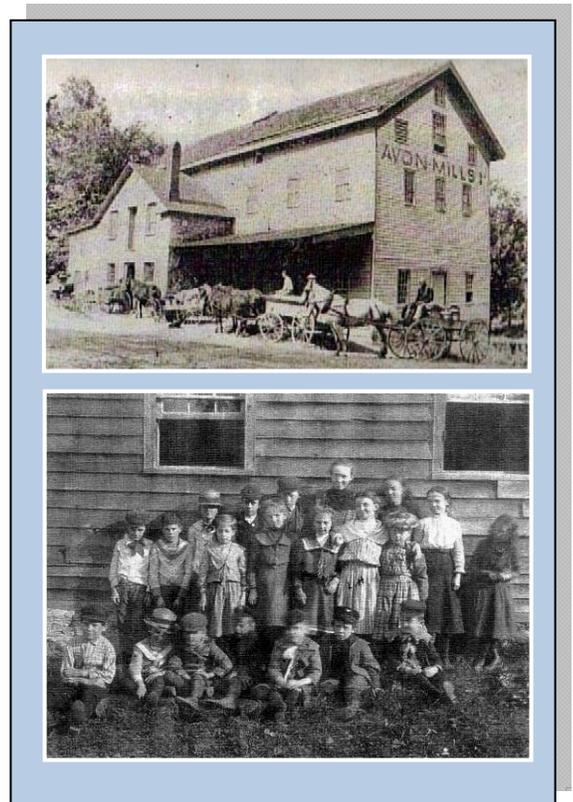
The Avon area was originally inhabited by various Native American tribes. The Seneca's, "Keepers of the Western Door" to the Iroquois Confederacy, were the new settlers' immediate predecessors. The Seneca's referred to this area as Canawaugus, which roughly translated means "bad smelling waters," a reference to the sulfur springs located here. Early Seneca sites include those at Dutch Hollow, Horse Shoe Pond, Fort Hill at the intersection of Triphammer Road and Route 15, and near the Genesee River bridge in the Village.

In 1789, the present-day towns of Avon and Rush were purchased from the Phelps and Gorham tract by five men from Hartford County, Connecticut. That same year the first permanent settlers, Gilbert Berry and his wife Maria, built a tavern/store, and conducted a ferry boat at the river crossing just south of the present bridge over the Genesee River and the first grain-processing mill was built by Captain John Ganson.

The first school was built in 1792 and the first church service was held the same year. The first library was established in 1805. In 1808, the town which was originally known as Hartford, was renamed Avon to distinguish it from another community in central New York. Rush became an independent community in 1818, and in 1821 the two townships became parts of the newly created counties of Livingston and Monroe.

In its unique position along the major trade and travel routes, Avon experienced rapid growth from its founding through the 1800s. By 1813, Avon had 5 saw mills, 1 grist mill, 6 distilleries, 1 carding and cloth-dressing establishment, and 76 looms in homes producing 21,325 yards of woolen, linen, and cotton cloth.

In 1853, the "Livingston County Association for the Importation and Improvement of Stock" was founded by a group of progressive farmers from throughout Livingston County, including Avon. In January of 1854, Mr. David Brooks of Avon traveled to Europe with Mr. Samuel Fuller of Conesus to select and purchase stock from the celebrated herds of the Old World. These animals were to be sold at public auction, with preference given to members of the Association, and under the condition that the animals would be retained in Livingston County for at least 3 years. The venture resulted in a small loss of money to the Association, but was more than re-paid in the success it brought to local stock breeders, which enjoyed a reputation of having the finest herds in the state.



By mid-Nineteenth Century, Avon became a nationally famous health spa resort. It was particularly popular with southerners whom it was noted would come each summer to "wash the quinine and bourbon out of their systems". In its' hey day as a health resort, Avon boasted 13 hotels and many recreation facilities to serve those who enjoyed the medicinal properties of sulfur springs waters. After the Civil War, Avon's popularity as a resort faded. Most of the hotels were destroyed by fire and the few

surviving ones eventually fell into disrepair and were torn down. Only one hotel, the present day Avon Inn, survives this era of Avon's history. The Avon Inn, Hall's Opera Block, First Methodist Church of Avon, Aaron Barber Memorial Building and the Francis Kellogg House are all on the State or National Registry of Historic Places. The locations of these historic buildings are noted on **Figure I-2**.

Ever on the forefront of service to the people of the community, Avon was a pioneer in public utilities development. Telegraph service was opened with Rochester in 1851; water distribution to the village was established in 1857; firefighting companies were organized; and Avon Electric Company supplied daytime service beginning in 1894.

By the early 1900s, there were 35 passenger and electric trains running to and from Rochester daily. In January of 1940 the last passenger train pulled from the station ending more than 80 years of service, falling victim to the automobile and ever improving roads.

In 1902, Avon counted 63 farms in the Town and 4 farms in the Village. While that number has dwindled considerably, farming still represents a significant portion of the local economy. The Genesee Valley soil, a selling point for the land speculator of the 1790s, continues to produce rich crops, fine herds, and supports many active agricultural businesses.

Current day, major highways serve the people of Avon as well as those who visit the community, with Routes 5 and 20, Route 15 and Interstate 90 all offering convenient travel.

There has been considerable effort on the parts of both Town and Village to maintain a balance in this beautiful Genesee Valley community among residential development, farming, industrial and commercial interests.

Visitors and residents alike enjoy the opportunity to explore the parks, including the Park Circle with its memorials to those who have fought for our country, Gilbert Berry Park with access to the Genesee River, Avon Driving Park, the site of early development at the Lower Spring, Papermill Park in its lovely rural setting, and others. Landmarks within the community include, among others, the Five Arch Bridge, Civil War cenotaph, the Avon Inn, remaining from Spa days, the Opera Block with its historic public performance space, and the marker identifying the site of the first mill in the Genesee Valley.

B. Guiding Principles

Throughout the development of this plan and previous plans, the goals of the community have been:

- Retain the rural character of Avon
- Retain the "small town" character of the Village of Avon
- Secure a productive and growing tax base
- Provide for controlled economic and commercial growth in alignment with Avon's plans and goals
- Enhance the quality of life in Avon



Note:
GIS base mapping provided by Livingston County Planning Department January 2009. All maps are for information and planning purposes only.

2

Legend

- Historic Sites
- Parcels

* Historic Sites based upon State/National Register.

Village of Avon
Comprehensive
Plan

Figure # I-2,
Historic Sites

To further refine and focus these guiding principles, a S.W.O.T. (strengths, weaknesses, opportunities and threats) analysis was completed at the first public meeting. The outcome was a series of sometimes overlapping, and in some cases even contradictory notions of what the assets and obstacles are to achieving the community goals. The Village Board and Village Planning Board further refined these lists and the exercise resulted in the following lists of Strengths, Weaknesses, Opportunities, and Threats. The full original list is included within **Appendix A**.

Strengths

- Rich local history
- Large amounts of open space contributes to rural character
- Good agricultural base
- Picturesque community
- Safe place, low crime with local police force
- Good location, close to Rochester, Rt 390...
- Friendly people
- Traditional downtown area
- School system incorporates entire town
- Architecturally significant structures
- Water system
- DPW department in Village
- Non-municipal ambulance service
- Cargo-Rail system
- Strong industrial base
- Sense of community
- Affordable housing
- Community leaf pick up
- Access to utilities
- Good people
- Good Schools
- Senior living options
- Supportive people
- Good start with community programs
- Sat. nights out
- Farmers market
- Routes 5 & 20 West
- Commercial opportunities
- Service clubs
- Beautiful parks
- New sidewalks and brick crosswalk offer a great pedestrian-friendly atmosphere
- Improvements to the streetscape around the Village center

Weaknesses

- Empty store fronts
- Loss of Jobs
- Lack of cooperation between Town & Village
- High school taxes
- Not all daily goods provided locally
- Dependence on commuter jobs
- Zoning code does not always reflect actual use
- Cut thru traffic on residential roads
- Cost of living somewhat higher than surrounding communities
- Lack of local high-paying, professional jobs
- Hours of operation business
- Outdated Village & Town Comprehensive plans
- Connect and expand sidewalks
- Isolated drainage system issues
- Poor façade appearance on structures on West Main St. hill
- Lack of convenient downtown parking at peak periods

Opportunities

- Safe child appropriate playground activities
- Tourism development
- Support diversified agriculture
- Genesee River and Greenway Trail as community resources
- Infrastructure improvements
- Improved community access to School facilities
- Improve Main Street
- More festivals/ community events
- Support of local businesses
- Skate/Rec. parks
- Fill vacant stores
- Wireless capability
- On road bike paths
- Diversify retail
- Enhance historical assets
- Upgrade gov't village office bldg to energy star and decrease energy bill
- Local reliable transportation bus system
- Communicate what's already been accomplished
- Growing and expanding Chamber of Commerce
- Welcome wagon for new residence
- Connect Clinton St. extension with Polebridge Rd.
- Continued development of Avon Community Garden
- Explored shared services for reduced costs and improved operational efficiencies with the Town
- West Main Street and other targeted areas
- Include DPW in Comp Plan
- Maintenance on water lines
- To produce local foods
- Crosswalk signs at every crosswalk on 5 & 20
- Try to keep people in town on weekend nights, open old movie theater
- Community outdoor swimming pool
- A school or community marching band
- Improve mass transit (express bus)
- Encourage bicycling (bike lanes, bike trails, connecting trails to the greenway)
- Improve Genesee River waterway
- Preservation of Older homes
- Residential development with higher-end housing
- Look into providing renewal energy/energy efficiencies for Village Hall to cut utility costs.

Threats

- Sprawl
- Big box stores, here and in neighboring towns
- People unaware that the Village is part of the Town
- Rising Utility Costs
- Rising taxes state/local
- Misaligned land use/growth policies with Town
- Change in small town character
- High truck volume
- Increasing noise
- Drug problem
- Town & Village lack of cooperation
- Outdated Town comprehensive plan

C. Summary of the Process

This master plan was developed through an inclusive public process that included both a project steering committee and two public meetings. The project steering committee, which represented the interests of various community stakeholder groups, met seven times during the development of the plan, providing continual input and feedback into the plan elements. The public was first presented to during the initial phase where overriding goals and objectives of the community were discussed as well as the existing conditions analysis of the Village. In addition, the SWOT analysis was performed at that first meeting. The second public meeting provided the public an opportunity to view the draft future land use plan and key recommendations to react to and comment on. The input received was integrated into a final version of the land use plan and into the final Plan recommendations. All materials presented to the public, and minutes from those meetings are included as **Appendix A**.

D. Use of the Plan

This Plan has wide-ranging applicability. As a whole, it is a document that provides guidance on how the Village will address growth and development over the next ten years. Thus, The Plan is to be used for the following:

- **Regulatory Guidelines** - The Plan represents the official adopted guidelines for present and future growth within the Village. The Plan is used by municipal staff as a basis for making recommendations and updating the zoning ordinances, regulations, procedures, rezoning, variance and special use permit requests, proposed development projects, subdivision design, and capital improvement planning.
- **Policy Development** - Provide recommendations to elected and appointed officials to adopt policies that accommodate projected growth.
- **Establish Planning Focus** - The implementation, attainment and monitoring measures represent desired actions to guide development to achieve better coordinated and planned growth.
- **Assist Development Community** - Provide the Village with useful information to determine acceptable sites for new development or redevelopment, coordinate land uses and increase the predictability of project approval.

II. INVENTORY AND ANALYSIS

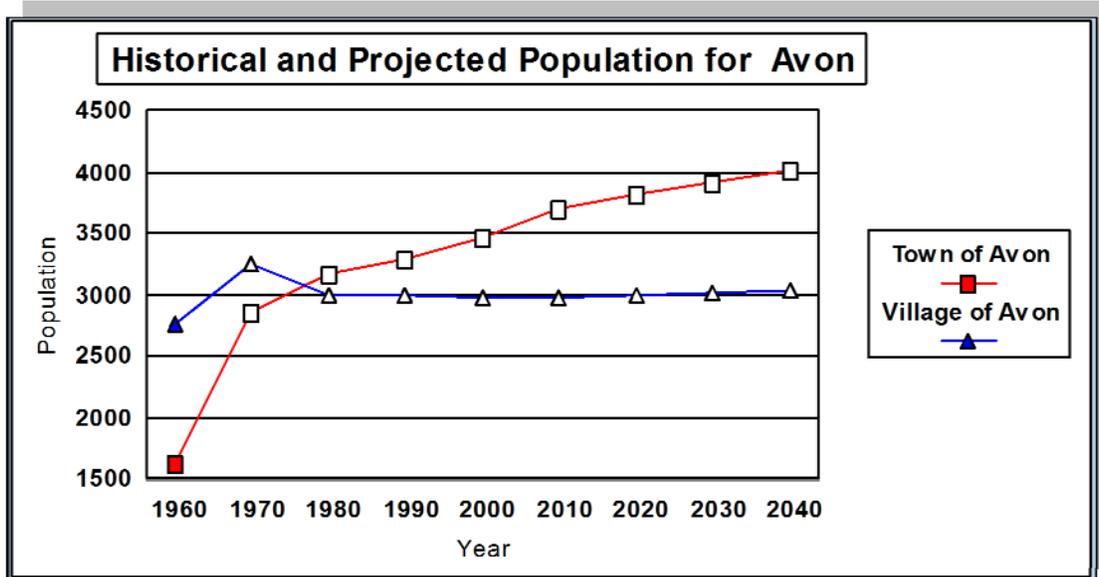
Before identifying where the Village of Avon wants to be in ten years and mapping out how to get there, it is important to have a thorough understanding of the existing conditions of the community including its’ demographics, land use patterns, resources, and infrastructure. This chapter reviews the current conditions and provides a general assessment of trends, opportunities and constraints. For contextual and comparison purposes, Town, County, state or national data is sometimes provided.

A. Demographics

The general demographic makeup of the Village population is important to note as it has influence over the likely need for various community services, school demands, housing trends and economic

The most recent dataset available of actual counts is the 2000 Census. **Table II-1** shows the Town and Village of Avon had a combined population of 6,433 with 3,466 in the Town and 2,977 in the Village in 2000. According to population projections completed by the Genesee Finger Lakes Regional Planning Council in late 2003, Livingston County population is projected to increase 8% between the years 2000 and 2040. Specifically, Avon is projected to have an increase of 15.5% through 2040 due to our proximity to I-390, Monroe County, and the City of Rochester with the Village of Avon remaining relatively flat.

Table II-1



Although the Village population is anticipated to remain relatively flat, the potential growth within the Town will impact retail activity, community services, infrastructure, and resources within the Village.

The median age in the Village in 2000 was 37.6 years. This compares to a median age of 35.0 for Livingston County, 35.9 for New York State, and 35.3 for the nation. The age distribution is as follows:

- Under 5 year: 172 (5.8%)
- 18 years and over: 2,148 (72.2%)
- 65 years and over: 439 (14.7%)

The Village of Avon has a slightly older population than the county, state or nation as an average. With almost 15% of the population being 65 years or older, accommodations for senior housing and other support services should be given due consideration.

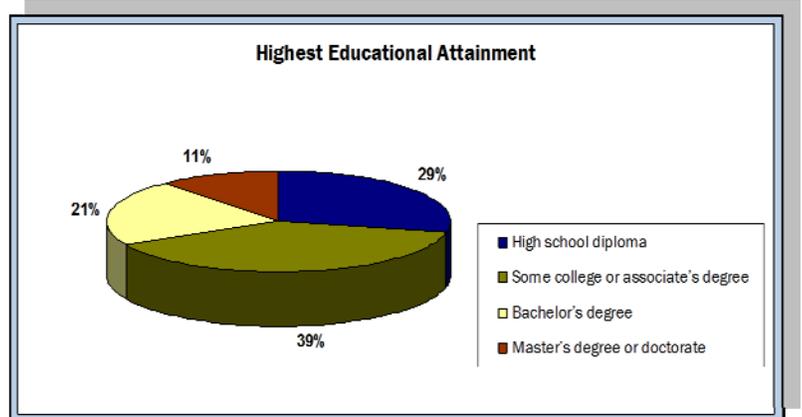
Below is a snapshot of additional key demographics for the Village of Avon:

Number of residents:	2,977
Number of residents per square mile:	992.78
Total number of households:	1,151
Median Household Income (\$):	40,109
Median Family Income (\$):	53,105
Families below poverty level:	49 (6.4%)
Individuals below poverty level:	220 (7.5%)

Out of the total village population of 2,977, the number of individuals 25 and over is 1,978. Of that number educational attainment per the 2000 census is as follows:

Number with high school diploma only:	518 (26.2%)
Number with some college or associate’s degree:	699 (35.3%)
Number with bachelor’s degree:	383 (19.4%)
Number with master’s degree or doctorate:	207 (10.5%)

Over 65% of the Village population therefore has some level of college education, with 32% having at least a bachelor’s degree.



B. Economic Development

Avon, like many older communities, has 2 distinct types of commercial areas. In the Village, the Central Business District was, up until the early 1970’s, the commercial hub of the Village.

The age and relatively small size of storefronts, as well as limited parking, has pushed commercial development to the section of Routes 5 & 20 between Hal Bar Road and Pole Bridge Road.

Industrial development within the Village is located along the portions of Rochester Street, the Kraft complex on Spring Street, and Livingston Industrial Park. The Livingston Industrial Park occupies 94 acres adjacent to the Genesee River on the north side of Routes 5 & 20 with Barilla Pasta as its only current tenant.

Looking at permits issued over the last 10 years provides insight into development activity and trends. Table II-2 provides residential, commercial and industrial building permits for the Village of Avon for 1998-2008.

**Table II-2
Building Permits Issued in the Village of Avon (1998-2008)**

#of Permits	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Residential*	41	8	10	37	9	14	31	12	9	6	5
Commercial	1	0	0	0	1	0	2	0	0	1	0
Industrial	1	2	0	1	0	0	0	0	1	0	0

*includes single family and multifamily units. Total represents number of dwelling units permitted.

Source: Genesee Finger Lakes Regional Planning Council; 2003 Population Projections

Most villages have a limited capacity for new residential or commercial development. However, the Village of Avon has seen a fair amount of growth in all types of uses over the last 10 years. The most significant developments have been Avon Commons, a mixed housing and small commercial uses, and the addition of Barilla. However, several smaller successful conversions, new builds, or additions add to the overall development of the community.

C. Character

The Village has an abundance of late nineteenth and early twentieth century commercial and residential structures that give the community a great deal of charm and help define its character. One of the most unique aspects to the Village’s downtown is the traffic circle at Park Place which provides a focal point for the commercial core and contains an historic monument. The typical grid pattern of the streets, well-sited parks and amenities, Village business core with a small additional retail hub and the close knit community all add to the character of the Village of Avon, and are what attract, and keep people living there.

D. Environmental Resources

The topography of Avon is characterized by gentle rolling hills. Generally, the terrain is flatter and lower near the Genesee River, in the western part of Town. Elevations increase in the more undulating eastern portions of Town. The eastern area is where the highest elevations and steepest slopes are located. Steeper slope areas also occur along the stream valleys of Conesus Creek and the Genesee River.

The Genesee River forms Avon's western boundary. The river and its tributaries form the primary drainage system for storm water. There are 2 major streams, Conesus Creek and Little Conesus Creek. Conesus Creek 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 Ashantee/ Littleville area of the Town, just south of the Village boundary.

Much of the extreme southwest area of the Village is within a floodplain, as is the area along the Genesee River for the duration of its limits within the Village. The flood plains are depicted on **Figure II-1**. Because these areas may be periodically submerged by floodwaters, they are not suitable for development. In addition, "floodways" which carry flood waters to the floodplain need to be kept free of impervious surfaces (concrete, asphalt, etc.) and buildings. The Village has both enacted floodplain management regulations and participate in the Federal Flood Insurance Program. Participation allows property owners to purchase flood insurance.

As shown in **Figure II-2**, there are about a dozen delineated wetlands within the Village of Avon, mostly along the Genesee River edge and are regulated by the New York State Department of Environmental Conservation (DEC). A few large wetlands also exist between Horseshoe Boulevard and Rochester Street, which likely limit the development potential of this area.

Avon is also rich in sulfur springs, which contributed to the history of the area as a spa community.

E. Land Use and Zoning

A comparison of zoning and land use acreages within the Village provides valuable feedback on the appropriateness of existing zoning districts. This analysis also serves as a tool for anticipating future growth potential.

The existing land use is depicted on **Figure II-3** and is based upon assessment data provided by the Village of Avon to Livingston County. Similar to many villages, the land uses in Avon are largely intermixed along main roadways, with pockets of commercial and industrial uses with the dominant use as residential. The Village of Avon has significant land dedicated to agricultural activities (415 acres), either through zoning and/or by being in an agricultural district (see **Figure II-4**), in the northeast and southwest



Note:
GIS base mapping provided by Livingston County Planning Department January 2009. All maps are for information and planning purposes only.

2

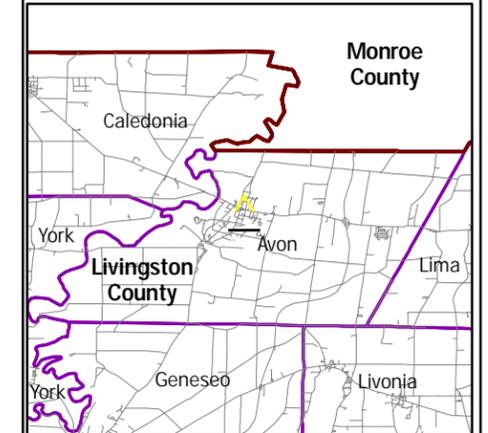
- Legend
- Parcels
 - FLOOD PLAINS**
 - Zone**
 - X500
 - AE

Village of Avon Comprehensive Plan

Figure # II-1, Flood Plains



NOTE:
The FEMA floodplain shapefile and its corresponding information should not be used for official or legal purposes. The FEMA floodplain shapefile should be used for informational and/or planning purposes only. The shapefile (digital Q3 Flood Data) cannot be used to determine absolute delineations of flood risk boundaries, but instead should be seen as portraying zones of uncertainty and possible risks associated with flood inundation. The quality, accuracy, and reasonableness of any applications developed using this shapefile and its corresponding information are the sole responsibility of the end-user. For official floodplain designations, consult the paper FIRMS located in the Livingston County Planning Department.



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2

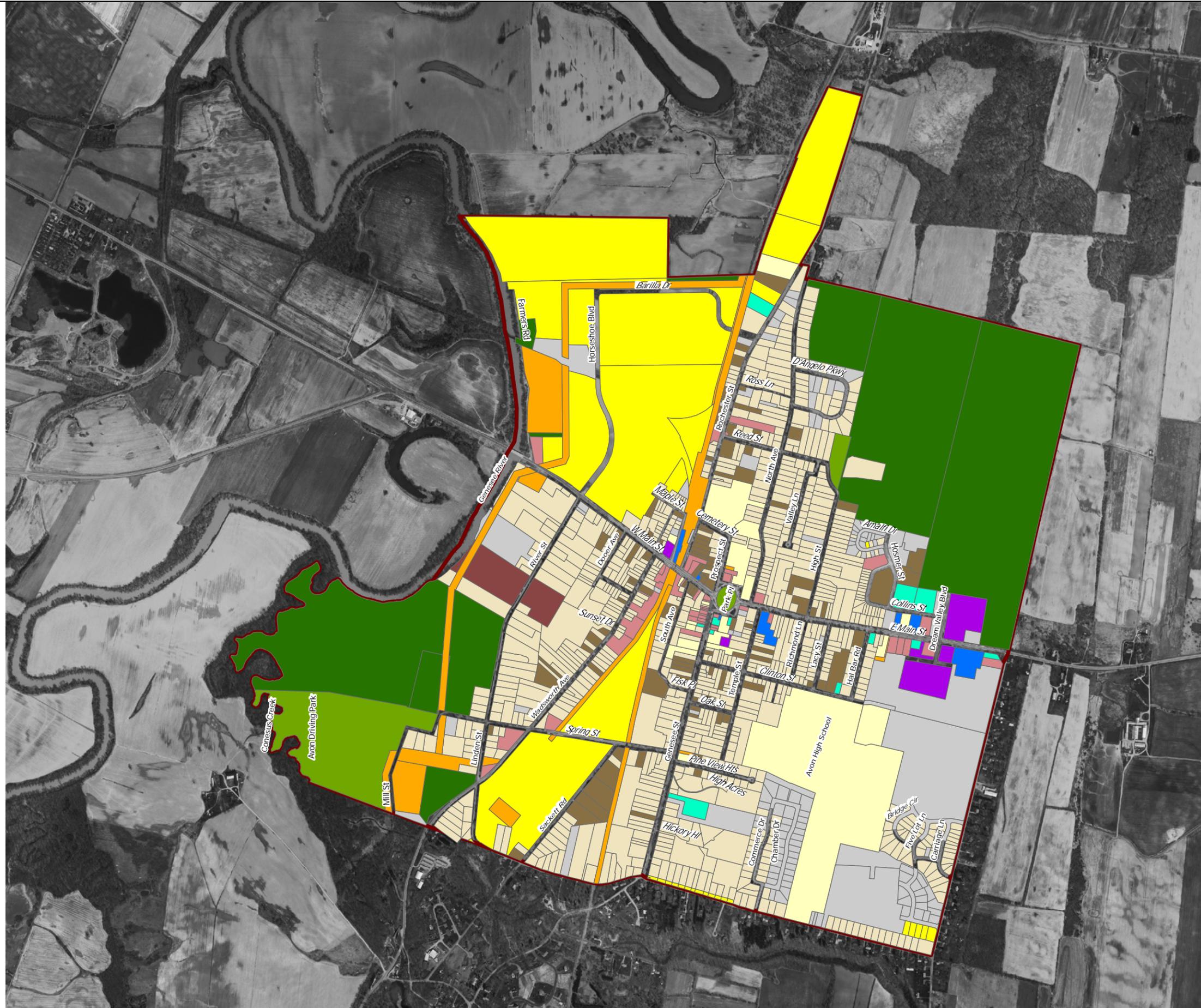
Legend

- Wetlands
- Parcels

Village of Avon Comprehensive Plan

Figure # II-2, Wetland Locations





Note:
GIS base mapping provided by Livingston County
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2

Legend

- Village of Avon Boundary
- AGRICULTURE
- COMMERCIAL/MIXED USE
- COMMUNITY SERVICES
- ENTERTAINMENT
- INDUSTRIAL
- OFFICE
- PUBLIC PARKS
- PUBLIC UTILITIES
- RESIDENTIAL - SINGLE FAMILY
- RESIDENTIAL - MULTIPLE FAMILY
- RESIDENTIAL - RURAL
- RETAIL
- VACANT

Village of Avon Comprehensive Plan

Figure # II-3, Generalized Land Use



Note:
GIS base mapping provided by Livingston County Planning Department January 2009. All maps are for information and planning purposes only.

2

- Legend
- Village of Avon Boundary
 - Parcels
 - Agriculture District

Village of Avon Comprehensive Plan

Figure #, II-4 Agriculture District



Denton, Janet A. Trustee
24.14-1-1
4.3Acres

Kime, James R.
33.12-1-1.11
112.2Acres

Kime, James R.
33.12-1-1.11
112.2Acres

Kime, James R.
33.12-1-2
7.4Acres

extremes of the village area. The Village of Avon has a significant amount of industrial business (321 acres occupied by industrial or light industrial uses) including Kraft, Barilla and many smaller light industrial businesses, predominantly in the northwestern portion of the village, but also near Spring Street and Sackett Road.

Existing zoning within the Village of Avon is shown on **Figure II-5**. A comparison of the total number of acres zoned for a particular use, versus how many total acres are currently being utilized by a particular use is provided in Table II-3. The uses and zones have been grouped as appropriate for simplification and summary purposes. A limitation to comparing land use and zoning acreage is that land use is parcel based, and therefore roadways are not included in any use, whereas zoning is an overlay of the entire Village, and does not necessary follow parcel lines, going right over roadways. Therefore, the total number of acres of all zones will be greater than the acres of all parcels in various use categories.

**Table II-3
Generalized Land Use and Zoning Acreage for the Village of Avon**

Use	Zoning	Land Use	% Used
Vacant	NA	160	NA
Park	NA	63	NA
Public Utilities and Services	NA	211	NA
Agricultural	584	415	71%
Commercial	105	65	62%
Light Industrial/ Industrial	424	321	76%
Single Family Residential	856	582	68%
Multi-family Residential	17	77	453%

This table reveals several important points. First, in general, the % used is ideally in the 65-75% range to allow for growth, while not “over-zoning” for any particular use. Therefore, agricultural, commercial, industrial and single family residential are all within the target threshold. The glaring disconnect is multi-family residential. While only 17 acres are officially zoned for multi-family, some additional accommodations are made in Planned Residential Development Districts (PDDD), which for simplification purposes was grouped as single family. However, even with this consideration, there are several properties and groups of properties within the village that are zoned for commercial, industrial or single family residential that are being used as multifamily residential. In a commercial zone, multifamily is a permitted use. However, the multi-family uses in the single family zones were either grandfathered in, or received a variance. Additional land intended for multi-family residential may be warranted and should be further investigated. The success of the recent addition of Avon Commons to the Village further indicates a demand for this type of house in the Village of Avon.

F. Housing

The total number of housing units in the Village at the time of the 2000 census was 1,214. Of that number 402 (33.1%) are renter occupied housing units, and 748 (61.6%) are owner occupied housing units. The majority of village housing stock typically has a similar age and style, having been built in the same era. The median year that the

Housing Figures at a Glance:	
Renter Occupied Housing Units:	
Avg. number of household members:	1.72
Avg. number of rooms:	4.13
Avg. number of vehicles:	1.13
Median year structure was built:	1955
Median rent:	\$477
Owner Occupied Housing Units:	
Avg. number of household members:	2.99
Avg. number of rooms:	7.09
Avg. number of vehicles:	1.62
Median year structure was built:	1939
Median value:	\$97,600

owner-occupied housing was built was 1939. The renter-occupied has a median year of 1955 largely due to the apartment complexes that were built after the majority of the single family homes were constructed. The median rent was \$477 in 2000 and the average owner-occupied home was \$97,600.

Affordability of housing is defined as the ratio between the median value of single family houses and household income. Nationally, a ration of 2 or less is considered “affordable.” The Affordability Ratio for Avon is 3.44

G. Schools and Education

Avon Central Schools is the center of learning for approximately 1,100 students from Kindergarten through grade 12. The School District was formed in 1943 by centralizing 19 schools. The District is run by the Superintendent who is hired by and reports to an elected five-member School Board. The board generally meets on the second and fourth Monday at 7pm in the middle school library. The main office is located in the Middle School at 191 Clinton St.

According to the 2000 census, the Avon Central School has a pupil/teacher ratio of 13:1 and the cost per student was \$9,160. Expenditures for central administration were 2.58% of the total budget, transportation was 4.17%, and debt service was 8.00%. There is also a parochial school, St. Agnes, which has Pre-K through grade 6 and 2 private, church affiliated Pre-K’s (Circle and Community Nursery Schools).

The school facilities include three building on approximately 90 acres of land: The 60,743 square feet Avon Primary School houses all students in grades kindergarten through fourth grades. 400 students have access to a gym, cafeteria, library, 31 classrooms, an art room, and music room. The 94,815 square feet Middle School services the educational needs of approximately 400 fifth through eighth grade students. The students have access to a gym, pool, auditorium, cafeteria, 15 classrooms, an art room, music room and state of the art science rooms. The ninth through twelfth grade students have access to

a 1000 capacity gymnasium, fitness room, all purpose wrestling/aerobic classroom, cafeteria, distance learning room, library, coral music and band room, art room, state of



the art science classrooms, Project Lead the Way Pre Engineering classroom, Business Labs and 24 classrooms. Central Office services and staff (Superintendent of Schools, Business Administrator, and the Pupil Personnel and Special Education Administrator are located in the Middle School building.

Transportation is provided for all students in grades K-6, students in grades 7-12 who live more than one mile from the school, and

those with special needs who require transportation to out-of-district programs.

Communication includes a district newsletter, supplemented by building publications and the annual District Calendar/Code of Conduct and Parent Guide. Avon PTA publishes Connections, a monthly newsletter for parents. Student achievement and activities are also publicized via local media. The district's legal newspaper is the Livingston County News. The district web page is an excellent source of information that can be accessed at www.avoncsd.org.

H. Public Facilities, Utilities and Services

Avon has four local governing/taxing bodies, namely the County, Town, Village and Central School District. The area covered by the School District is nearly identical to the boundaries of the Town. The Village is a subset of the Town, formed to provide additional services to the concentrated population. As there is often confusion regarding this point, it is worth restating that people residing in the Village are indeed Town residents.

Livingston County was founded in 1821 and consisted of seventeen towns. The County is governed by the Board of Supervisors, one Supervisor from each town. Each Supervisor 's vote is weighted dependent upon the population within the town he/she represents. The Board meets on the second and fourth Wednesday at 1:30 at the Government Center in Geneseo, NY.

The county's annual operating budget is over \$89 million. Property tax rates are just under \$8 (per \$1,000 assessed value).

The Village was incorporated in 1853 and is governed by the Mayor and a four member board. The board generally meets the first and third Monday at 5:30pm at the Village Hall. The Village Hall is located at 74 Genesee St.

The annual Town budget is roughly \$1.3 million. Property tax rates are \$2.25 inside the Village. The annual Village budget is roughly \$5.5 million. The resulting property tax rate is \$6.13/\$1,000 assessed value.

The Village has its own Clerk, Planning and Zoning Boards, Highway, Water and Fire departments and Court. The Village also has a Treasurer and Police Department.



I. Emergency Services

The Village has 5 full time and 3 part time police officers, including one school resource officer. There are 3 police vehicles, including 2 bicycles and coverage is provided 24 hours a day, 7 days per week. The State Police and the County Sheriff’s Department handle the remainder of the Town.

There are two volunteer fire companies in Avon. The Avon Fire Department is located in the Village, and the East Avon Fire Department is located in the Town. The Avon Fire Department is located on the Circle in the Village.

Ambulance services are provided by the Avon Rotary-Lions Ambulance Service.

J. Recreation Facilities and Programs

The park system of Avon, under the direction of the Park Commission, is managed by the Department of Public Works and provides the natural settings for the people of Avon to enjoy. As part of the Village of Avon Park Plan, 90 plus acres of parks are planned for, protected, preserved and enriched. This includes 57 acres in the Avon Driving Park, 1.9 acres in Circle Park, 3.5 acres in Case Park, 29.3 acres in the Five Arch Bridge Park and the small, 1.85 acres of green space behind Avon Central School (Csapo). This is a significant and impressive number of acres set aside in a village of Avon’s size for recreation and enjoyment. There are additional areas in the village that are green space that are not specifically in a park.

These 90 acres are divided into about 34 acres of natural setting and 57 acres for recreation (mainly Driving Park). The natural setting includes some trails, lots of trees, wildlife and flowers. Generally this is low liability and with the exception of mowing is low maintenance. The 57 acres of recreation is of a higher liability and higher maintenance.

In addition to mowing there are picnic tables, pavilions, horse barn, basketball court, volleyball court, skating rink, and baseball fields to maintain. (It should be noted that the Avon Little League does a significant portion of maintenance on the baseball fields during the little league season).

The priority for the Parks Commission is maintaining these wonderful assets and through prudent planning to improve their condition to ensure their existence and enjoyment for future generations. It is an important objective for residents of Avon to have easy access to the parks and other recreational areas such as the public school campus.

The following is a brief narrative on each of the parks within the village’s system of 90 acres.

Avon Driving Park (The Downs) is 57 acres of park land that is very diverse in its setting and use. There is the historical horse track and stable that is still used for training and boarding horses by private individuals. This park is the home of the Avon Little League with six baseball and softball fields. There is a playground area with several pieces of equipment i.e. swings, slides, monkey bars, merry go around etc. There is an ice skating rink with a skate house,



a sledding slope, basketball and volleyball courts. There are two picnic pavilions with several picnic tables and BBQ grills. In addition, there is plenty of green space for enjoying the natural aesthetics of this park. The Downs is naturally linked via a trail to the Five Arch Bridge Park.

The **Five Arch Bridge Park**, 29 acres, is also of historic significance with a bridge that spans the Conesus outlet. The bridge once a vital transportation link between Rochester and points south stands as a vital link to our past. As mentioned later, there is an Eagle Scout project underway to enhance this park for relaxation and enjoyment of its beautiful setting.

Case Park is a 3.5 acre green space located on the north side of the village. This park is about half wooded area and the rest open space that includes a swing set and park bench.

The undeveloped area behind the public school donated to the village by Frank Csapo at this point is an unofficial trail that connects southern neighborhoods via Pine View Heights as well as Commerce Drive with the school.

Throughout the village there are numerous gardens that the Garden Club of Avon plants and maintains for the village. These gardens which line the business district of Genesee Street, the Circle Park, in Case Park, the Five Arch Bridge and as you enter the village serve to beautify and brighten the village.

The **Circle Park** in the center of the village serves as a focal point of the community and a gathering place to remember those who served our country in time of war. It is also a welcoming spot just to sit and relax. The park in many ways is an arboretum with a significant number of trees that have been labeled.



K. Transportation

Interstate 390, the only major north-south expressway in western New York State passes through the eastern part of the Town of Avon which is accessed by Exits 9 and 10. Route 15 runs roughly parallel to I-390 about ½ mile to the west. Routes 5 & 20 serve as a main arterial road in both the Town and Village and underwent major reconstruction in 2009-2010. State Route 39 proceeds south from the center of the Village (known as Wadsworth Avenue in the Village). County Highway 26 (Rochester Street) runs north from the center of the Village and runs into County Highway 40 at the intersection of North Avenue. The Village has a traffic circle in the center at the intersection of Routes 5 & 20 and Genesee Street.

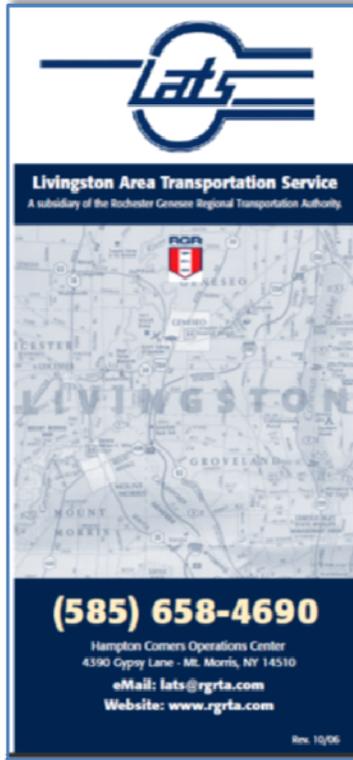
Transportation to Work

Out of the total village population of 2,977, the number of workers 16 and over is 1,415 per the 2000 census. Of that number the modes of transportation used to get to work are as follows:

Public transportation:	0 (0.0%)
Car, truck, van, or motorcycle:	1,277 (90.2%)
Walk:	50 (3.5%)
Work at home:	76 (5.4%)

Commuting Time

Avg. travel time to work (minutes):	21
Avg. travel time to work using public transportation:	0
Avg. travel time to work using other transportation:	21



The extent of multimodal transportation in the Village is somewhat limited, but not unlike many rural villages. Livingston Area Transportation Service (LATS), which is a subsidiary of the Rochester Genesee Regional Transportation Authority (RGRTA) operates bus service that includes daily loops within Livingston County, and service to Marketplace Mall and High Falls.

Avon does not have sidewalks on all Village roads. Instead, approximately 70% of the Village roads have sidewalks. There are no formal bike lanes on the main Village Roads. With the recent reconstruction of Routes 5&20, NYSDOT installed new high visibility crosswalks at key locations.

III. KEY IMPROVEMENT AREAS

From the SWOT analysis and evaluation of existing conditions, twelve key improvement areas were established. The improvement areas, along with the specific goals associated with them, help to shape the future land use plan and implementation plan. The twelve key improvement areas are:

1. Neighborhoods/ Residential living
2. Agriculture
3. Downtown
4. Uptown
5. Local Commerce
6. Natural Resources
7. Recreation
8. Community Resources
9. Schools
10. Utilities and Energy
11. Regional Cooperation
12. Connectivity

The intent of each improvement area is further discussed below along with its specific goals and measures of success.

A. Neighborhoods/ Residential living

It is the policy of Avon to have Town and Village residential development and neighborhoods that are a source of community pride. An overall objective of this Comprehensive Plan is to provide framework for future growth in both the Town and Village in an integrated fashion. The existing neighborhoods within the Village and Town are capable of accommodating a variety of lifestyles while enhancing the daily lives of residents as well as visitors. The preservation of the historic attributes, rural character, architectural quality, and traditional appeal of the existing neighborhoods should continue to be a priority of the community. In addition, new village neighborhoods should be developed in a manner that reflects the existing scale and style of traditional village development patterns, sometimes referred to as “walkable communities”. The objectives for this improvement area are:



1. Facilitate new residential development growth consistent with overall mission and goals of Comprehensive Plan
2. Maintain rural character of community
3. Increase retirement housing options central to services
4. Maintain current range (size, cost, type, density) of housing options

5. Preserve existing housing values
6. Expand the existing street grid patterns as needed.
7. Design (streets, buildings, setbacks, sidewalks, lighting, etc) to a pedestrian oriented scale
8. Eliminate gaps in existing sidewalk system
9. Create consistency in village zoning code process and make accessible to public

Measurable outcomes of the efforts toward these objectives include:

1. Percentage of home ownership
2. Quantify types of future residential development and growth rates in town and village
3. Change in average home price (adjusted for inflation)
4. Set milestones for implementing community planning tools (update zoning codes and maps, GIS database, etc)
5. Number of energy star certified homes
6. Miles of new sidewalks constructed
7. Percentage of pedestrian level lighting, along sidewalks and walkways
8. Proportion of the population that is between the ages of 35 to 54, and 55+

B. Agriculture

Agriculture plays a vital role in the Avon community, providing many jobs, a stable tax base and the “rural character” that all citizens enjoy. Yet our farms are under tremendous pressure from several factors including intense competition (from the likes of the North American Free Trade Agreement) and the short-term profits of development. Therefore, Avon will support policies that protect farmlands and ensure a prosperous agricultural future for generations to come. The objectives for this improvement area are:

1. Preserve farms and farmland
2. Promote Conservation Easements and the Purchase of Development Rights
3. Provide a healthy environment for profitable farming
4. Help identify profitable niche farming opportunities
5. Enable new farmers to begin farming
6. Work with the Farm Bureau and NYS Ag and Markets to advance farming
7. Promote the adoption of a county-wide Agricultural or Smart Growth Plan
8. Support local growers and dairy farmers



Measurable outcomes of the efforts toward these objectives include:

1. Number of farms, acres in agricultural districts and acres of preserved farmland
2. Funds secured for the *Purchase of Development Rights*
3. Air and water quality, compliance to standards
4. Taxes on farmland
5. Number of farm services jobs
6. Number of niche farming operations
7. Existence of county-wide agricultural policies
8. Amount of locally-grown produce and dairy products being sold within the community

C. Downtown

The original Avon Village business district is important to the community for a variety of reasons including its role in the commercial climate, representation of the history of the community, and its proximity to the village residents. Its vitality is viewed as being a reflection of the overall health of the community. As new businesses have emerged on the outskirts of the Village, and as “big box” stores in the region have pulled customers from these smaller businesses, this area has been threatened. However, the Village of Avon residents have expressed an interest in revitalizing the



“downtown” area. The objectives for this improvement area are:

1. Have a variety of goods and services available
2. Provide alternative atmosphere and building type for niche businesses
3. Assist business owners in obtaining grants to improve building look, safety and accessibility of their facilities
4. Encourage community to buy local
5. Ensure adequate parking and accessibility surrounds buildings

Measurable outcomes of the efforts toward these objectives include:

1. Number of businesses within the Central Business District
2. Amount of turnover of businesses
3. Amount of investment in buildings
4. Total sales of CBD businesses
5. Public investment in parking facilities, sidewalks and supporting infrastructure

D. Uptown

While the community values and supports the “downtown” business district, there is also a need for space for businesses requiring larger footprints, more modern buildings and closer proximity to a regional market. Therefore, a second commercial area, nicknamed “uptown” has emerged on the east end of the Village. This area is intended to compliment the downtown area, and not directly compete with it. The specific objectives for this improvement area are:



1. Provide larger lots for commercial and/or mixed use areas
2. Market a variety of businesses that would provide goods and services to Village residents to reduce the need to shop elsewhere
3. Ensure multimodal connectivity to/from these businesses and the residential areas
4. Ensure a look that is appropriate for the Village of Avon and not simply accept “typical models” of chains

Measurable outcomes of the efforts toward these objectives include:

1. Number of new businesses attracted
2. Success (in sales) of these businesses
3. Amount of shopping out of area by Village residents
4. Community approval of look of area

E. Local Commerce

Avon strives to be a community that attracts business as well as a place where its residents enjoy rewarding employment opportunities. The attraction and retention of businesses in Avon depends upon many elements: a skilled work force; a high quality school system; amenities; and community attitude. Among the elements of community that must be present is the frame of mind, that of a forward looking community, one which is attuned to the future of international trade, technology, and communications. The specific objectives for this improvement area are:

1. Provide the necessary infrastructure (transportation, utilities, etc.) to support the needs of local businesses
2. Develop location specific plans for development so as to maximize effectiveness and reduce conflicts (between Town and Village)
3. Increase the number of jobs (skilled and unskilled) available



within Avon

4. Provide adequate retail opportunities to meet residents' need.
5. Increase the commercial and industrial tax base
6. Encourage Chamber of Commerce to take an active role in developing a marketing strategy to attract businesses to Avon



Measurable outcomes of the efforts toward these objectives include:

1. Percentage of residents working in the Village, Town, County.
2. Median family income (adjusted for inflation)
3. Total assessed value of the Village and Town (adjusted for inflation).
4. Number of commercial establishments



F. Natural Resources

It is the policy of the Village to be a community that preserves and enhances the quality of its natural resources (air, land, and water) through the combined efforts of its residents, businesses, and government. The degradation of these resources should be reduced or eliminated through sound development practices, proper zoning guidelines, and community stewardship. In particular, special attention should be given to the protection of Genesee River due to its environmental, aesthetic, and recreational value. The specific objectives for this improvement area are:

1. Avoid placement of activities (recreational, industrial, etc) in or near environmentally sensitive areas.
2. Reduce sources of non-point run off
3. Reduce and mitigate air and noise impacts
4. Maintain the Citizens Advisory Committee
5. Reduce, reuse, and recycle appropriate materials
6. Maintain the integrity of the Genesee River shoreline
7. Conserve open space

Measurable outcomes of the efforts toward these objectives include:

1. New construction near (number of feet) environmentally sensitive areas
2. Percentage of recycled material from the Village
3. Change in per capita water use
4. Linear feet of shoreline preserved or restored
5. Acres of open space conserved

G. Recreation

Recreation provides an array of physical, emotional, social and economic benefits to a community. With these benefits in mind, Avon aspires to make a wide range of recreational programs and facilities available to all ages, in all seasons. In doing so, Avon

can build upon its vibrant past and once again become a “destination for health and healing”. The specific objectives for this improvement area are:



1. Make a wide range of recreational programs and facilities available to all ages
2. Coordinate and promote recreational and continuing education programs
3. Work with the schools, community organizations (including AU and ACE) and the private sector to expand recreational opportunities
4. Provide space/zoning for commercial development of recreational facilities
5. Increase community involvement and pride
6. Maximize use of each Village park
7. Procure grants to expand recreational opportunities

Measurable outcomes of the efforts toward these objectives include:

1. Numbers of people, by age groupings, participating in organized recreational programs
2. Number of local businesses involved in recreation
3. Miles of trails linking neighborhoods to parks and other recreational facilities
4. Number of recreational facilities available in the community
5. Usage of Village park for daily activities and special events
6. Acres of parkland per resident

H. Community Resources

It is the policy of the Village to have community resources (public services, civic organizations, and business groups) that meet the needs of residents and support local businesses. The Village enjoys the health and safety benefits provided by its police force, fire department, and ambulance service as well as its water, sewer, and brush and leaf collection services. The welfare of its residents is attended to by the school system, park system, public library, post office, historical society, and the faith community. The local economy is enhanced by the efforts of local merchant and business associations. The collective efforts of these groups and services are an invaluable asset to the community and it is critical that the current level of service they provide be maintained or increase in the future. The specific objectives for this improvement area are:

1. Continue delivery of services (utilities, educational, etc.) necessary to ensure the health, safety, and welfare of the residents
2. Locate community (Town, Village, educational, etc.) facilities within the Village limits
3. Continue to meet the existing and future recreation needs of the community
4. Create opportunities for increased public involvement in building a better

- community
5. Maintain or increase the amount of park and open space accessible to residents

Measurable outcomes of the efforts toward these objectives include:

1. Crime rate
2. Water quality
3. Number of complaints filed regarding service delivery
4. Acres of recreation (park and open) space per person
5. Annual dollars spent on recreation programs

I. Schools

The Village of Avon community recognizes that the quality of education students receive is among the greatest assets in attracting and retaining a healthy population. In addition, the children of Avon are directly impacted by the various programs offered through the district. Therefore, the community has a strong desire to maintain a competitive program, both in terms of academics and extra-curricular activities that prepare children to higher education and successful careers. The specific objectives for this improvement area are:



1. Have high state-rankings for various characteristics such as: high school completion rate, achievement on standardized tests, and student to teacher ratios.
2. Offer a variety of athletic and academic programs after school.
3. Create mutually beneficial relationship between the Village and the school to share resources, information and facilities.
4. Produce healthy, happy and well-educated graduates.
5. Embed community pride.

Measurable outcomes of the efforts toward these objectives include:

1. State rankings of schools.
2. Number and quality of extra-curricular programs, and enrollment in them.
3. Amount of cooperation between school and village administration.
4. Graduate rate, crime rate amount student population and overall emotional climate of school facilities.
5. Number of graduates staying in Avon, or returning to Avon.

J. Utilities and Energy

As public utilities including energy are central to most of our activities, a secure, vibrant future for Avon depends on a secure, sustainable energy supply. Also noting that Avon imports virtually all of its energy at great cost, moving toward locally produced, renewable energy supplies could have long lasting economic benefits for the community. Moving toward clean renewable energy will also help ensure a clean, healthy environment for all to enjoy. The objectives of this focus area are:

1. Reduce total energy use within the community
2. Reduce dependence on and costs of imported energy
3. Increase local production of renewable energy and associated jobs
4. Reduce energy bills for homes, businesses, schools and governments\
5. Utilize green technology to meet energy needs
6. Reduce emissions to meet clean air standards
7. Leverage grant moneys to meet the above objectives



Measurable outcomes of the efforts toward these objectives include:

1. Total energy used within the community
2. Percentage energy from local sources
3. Percentage energy from renewable sources
4. Number of local jobs in the energy field
5. Number of high performance buildings in the community
6. Use of solar, wind or other alternative energy sources
7. Percent change in energy use in homes, businesses, schools and governments
8. Compliance with EPA clean air standards
9. Number of grants and total grant dollars for energy efficiency and renewable energy
10. Money invested by local government to reduce energy use

K. Regional Cooperation

It is the policy of Avon to have inter-municipal relationships that strengthen the regional economy, protect sensitive environmental areas, preserve features that are essential to local character, and enhance the quality of life for residents. The Village recognizes that its well being is directly tied to that of the Town's, and vica-versa, and that the success

of this relationship is critical to their collective future. The objectives of this focus area are:

1. Continue to develop partnerships between Avon's Town, Village and Schools to:
 - a. Capitalize on opportunities for shared services to reduce taxes
 - b. Preserve the traditional character of the Village and maintain its role as the commercial, civic, and social center of the community
 - c. Preserve the Town's rural character
2. Strengthen relations with surrounding municipalities and governmental agencies in an effort to pursue opportunities for increased communication and shared services
3. Reduce border land-use and zoning conflicts between the Village and Town
4. Pursue strategies that advance regional cooperation to attract new businesses to the region
5. Increase awareness of regional heritage and cultural resources
6. Strive to view and protect the environment using natural boundaries (watersheds, prime soil areas, etc.) rather than municipal boundaries
7. The establishment of a Joint Advisory Planning Board which would provide recommendations on Site Plans regarding new construction, as well as Subdivisions Approvals for major projects

The measures by which the success of achieving the objectives are:

1. Cost of government, i.e. tax rates (Village, Town, School).
2. New regional businesses
3. Number of zoning, border, and land use conflicts
4. Create a joint Village/Town advisory (environmental, zoning, planning, etc.) board
5. Number of public forums with the Town and School District on the quality of life in the community
6. Number of citizens who recognize that the Village is a part of the Town
7. Creation of joint advisory planning board.

L. Multimodal Transportation and Connectivity

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

1. Link various roadways with alternative routes to minimize travel time.
2. Have a sidewalk on every Village street.
3. Incorporate facilities for bicyclists on major roadways and on trails.
4. Encourage non-motorized travel to schools.

The measures by which the success of achieving the objectives are:

1. Number of new roadway connections made.
2. Linear feet of new sidewalk.
3. Number of roads and trails with bike lanes/facilities.
4. Number of students walking or biking to school.



IV. FUTURE LAND USE PLAN

As discussed in the beginning of the plan, the existing land use patterns and trends, coupled with the amount of total land built out in the Village leaves a minimal amount of change proposed in the future land use plan. However, the modifications proposed do maximize the potential of the remaining vacant land and opportunities where current buildings turn over to achieve many of the objectives outlined in the key improvement areas. The proposed future land use plan also incorporates trail and sidewalks that are deemed important for overall connectivity within the community. Only the areas that have been altered from the current zoning are discussed below as a means to explain the rationale behind the proposed changes. The future land use plan is included as **Figure IV-1**.

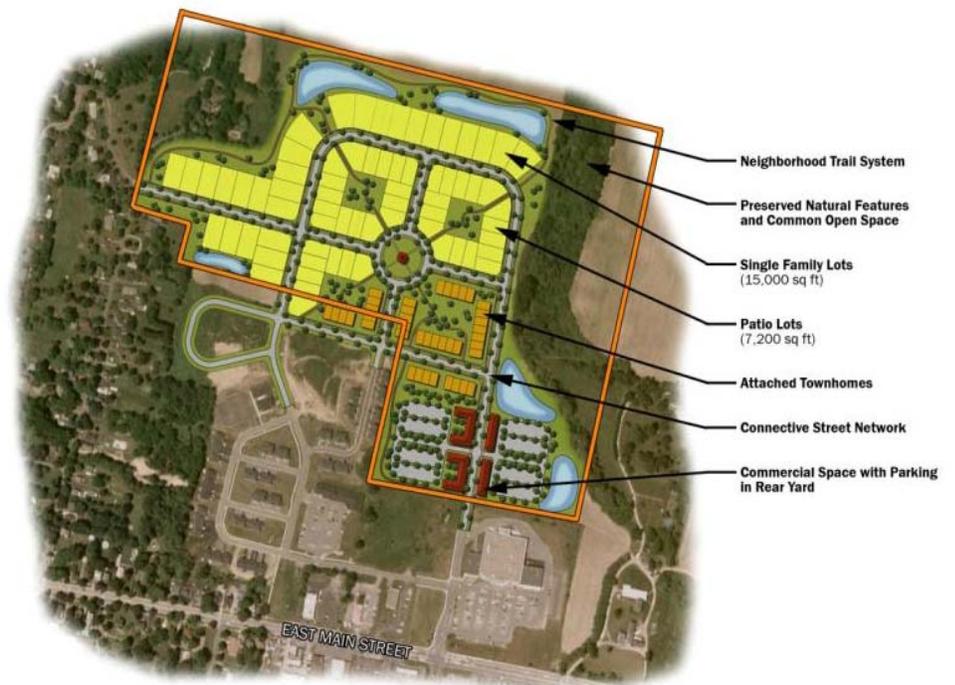
A. Mixed Use District

A new Mixed Use district is proposed for the large area of vacant land on the eastern boundary of the Village, just north of Routes 5&20. The purpose of the Mixed-Use District is to encourage a combination of residential and commercial uses within a framework that is appropriate to the scale and character of the Village. The district is also intended to promote flexibility of development. New infill development and public streets within the Mixed-Use District should strengthen and build upon the existing fabric and street network found within the Village.

Within this district, buildings should incorporate basic features of a pedestrian-oriented neighborhood.

Retail store fronts should be provided on the first floor of two-story buildings, and storefronts should be oriented to face the principle street, with parking located in the rear of the building. Quality construction materials, and a proportion and

scale in keeping with traditional



Example layout of Mixed Use District



-  VILLAGE BOUNDARY
-  PARKS
-  CENTRAL BUSINESS
-  WEST MAIN IMPROVEMENT
-  SINGLE - FAMILY RESIDENTIAL
-  MULTI - FAMILY RESIDENTIAL
-  COMMERCIAL
-  MIXED - USE DISTRICT
-  SCHOOL
-  COMBINATION
-  LIGHT INDUSTRIAL
-  AGRICULTURAL
-  EXISTING SIDEWALK
-  PROPOSED FUTURE SIDEWALK
-  EXISTING TRAIL
-  PROPOSED FUTURE TRAIL
-  PROPOSED FUTURE STREET

patterns found in the historic village core should be incorporated into all commercial and residential buildings within the Mixed-Use District.

Buildings should generally align to the edge of the sidewalk in order to maintain a building line, and to define the edge of the new dedicated streets. Large expanses of paved parking should not be permitted, and instead should be broken into smaller blocks through the use of landscaped islands and medians.

Parking should be distributed between the sides and back of the building areas in order to inhibit the potential for large expanses of pavement. Additionally, parking areas should incorporate easements that allow for future joint access between parcels.



Commercial Road Cross Section

B. West Main Improvement Area

A new zoning district called the West Main Improvement Area is proposed for a small area on either side of Routes 5&20 just west of Genesee Street, and just east of Rochester Street.

The proposed West Main Improvement Area is envisioned as a form based code, which is a new concept for the Village of Avon and for rural municipalities in general. The intent of a form-based code is to foster predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. This code would be adopted into village law as regulations, not mere guidelines. Form-based codes are an alternative to conventional zoning, and this targeted area is being proposed because of its unique



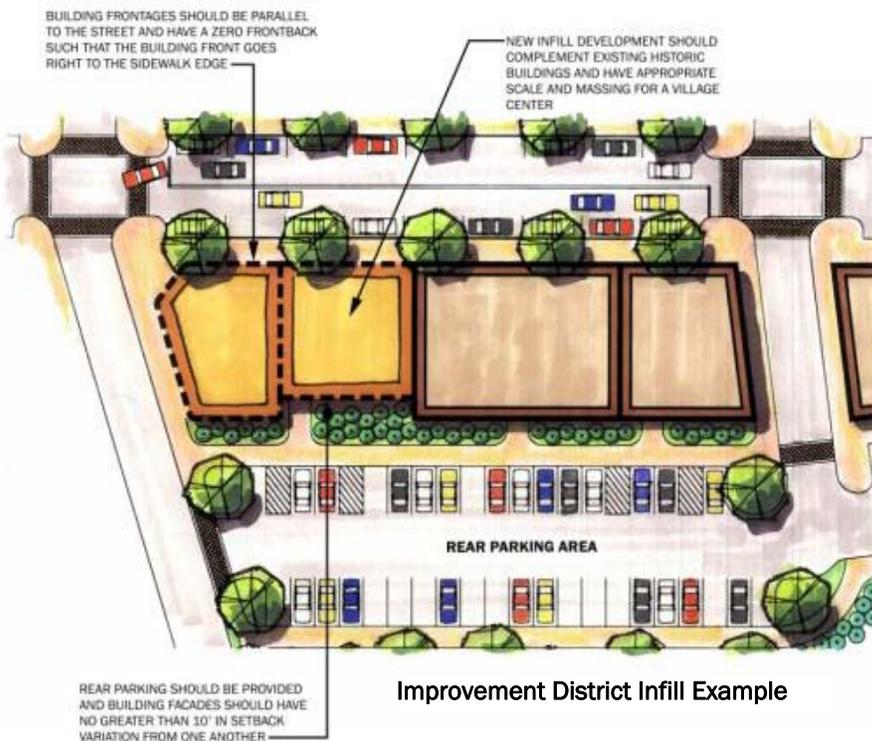
challenges and opportunities for redevelopment including topography, mix of commercial and residential uses, limited access to parking, and transitional character.

The West Main Improvement Area is envisioned to accommodate a wide range and mix of uses within the historic pedestrian scaled framework of West Main Street, while still accommodating the modern necessities of vehicular parking. New buildings should be a minimum of two stories and a maximum of four stories, and also be of an architectural style

keeping with the character of the existing historic building stock. Buildings in the West Main Improvement Area should be built to the sidewalk edge. This is intended to create a consistent line of buildings and require new construction to fully engage the sidewalk. Individual buildings should be attached, with the exception of driveway alleys and cross streets. The overall effect is one of a contiguous



Improvement District Rear/Shared Parking Concept



Improvement District Infill Example

Area should be built to the sidewalk edge. This is intended to create a consistent line of buildings and require new construction to fully engage the sidewalk. Individual buildings should be attached, with the exception of driveway alleys and cross streets. The overall effect is one of a contiguous

commercial street that better defines the public realm, and encourages pedestrian activity. Doors or entrances providing public access should be provided at intervals of no less than 100 feet in order to maintain a scale that is appropriate within the Village.

Shared or connected parking access should be encouraged, minimizing access points on the street. Where vehicular access is available via a shared access drive from adjacent properties, no new vehicular ingress or egress should be provided on West Main Street. The West Main Improvement Area is intended to be an all inclusive street, accommodating vehicular, pedestrian and bicycle traffic.

C. Multi-Family Residential

While not a new district, the multi-family residential district is proposed to be expanded to include a new area south of Routes 5&20 and roughly bounded by Pole Bridge Road to the east, Hal Bar Road to the west, the commercial zoned area to the north and a proposed Clinton Street Extension to the south. A roadway connection should also be made from Clinton Street to the existing commercial plaza just south of Routes 5&20. The proximity to the school district and the commercial area make it an ideal location



for additional higher density residential housing. Part of the stipulation for developing this land should be that the developer installs the extension of roadway that would link



Typical Cross Section to be used in modeling new residential roadways within the Village.

Clinton Street to Pole Bridge Road. Both sides should have sidewalks to promote multimodal connectivity.

D. Multimodal Transportation and Pedestrian Accommodations

The land use plan depicts existing and proposed roadway, sidewalk and trail locations. Given the community focus on connectivity, health, and reducing energy use, the extension of sidewalks to all village roadways is proposed. Highest priority should be given to roadways that connect major recreation areas such as River Street, which connects the Erie Attica Trail under development into the Barilla site, with Avon Driving Park to the south. In addition, the major roadways that lead into the school should have sidewalks including Richmond Lane, both sides of Genesee Street, and Pole Bridge Road.

New roadways proposed include a major connector through the proposed mixed use district that would link East Main Street (Routes 5&20) with High Street, and ultimately North Avenue, and also the extension of Clinton Street to connect to Pole Bridge Road. Both of these new roadways, as previously discussed, should include sidewalks on both sides of the road, and a generous shoulder to accommodate bicyclists.

New trails or formalized pathways are envisioned from many of the neighborhoods to the school property, linking to their existing sidewalk network on campus. Currently, many informal pathways exist through private property without proper authority.

V. RECOMMENDATIONS

The Village of Avon community has a strong desire to take steps to move toward the vision outlined in this Plan. The twelve key improvement areas previously outlined with objectives and measurements for success are further detailed with specific recommendations toward achieving the objectives. These are all suggested recommendations that came out of the master planning process. Further consideration will need to be given prior to implementing them.

A. Neighborhoods/ Residential living

1. Construct additional single family homes that are similar in quality and character to the existing housing stock.
2. Evaluate means to review and create consistency in village zoning code.
3. Update village zoning maps (e.g., comprehensive GIS database) and address existing non-conforming use properties.
4. To provide oversight in community planning and consistent development standards, evaluate creation of architectural review board to promote desirable growth and neighborhood compatibility.
5. Consider establishing position or shared community planning staff for town and village to assist in (grant proposals, global issues, preservation of greenspace, etc).
6. Develop method (e.g., on existing town-village website) for promoting community planning and access to zoning code information, for example:
 - Programs and incentives-historic properties or energy smart structures;
 - Available grants;
 - Procedural information for building permits, approval processes, etc;
 - Community recognition programs;
 - Mechanisms to promote neighborhood conservation or preservation;
 - Mobility issues associated with neighborhoods
7. New neighborhood blocks should be developed by expanding the existing grid street pattern with a focus on connectivity.
8. Promote new residential development and encourage upgrades to conform to energy smart community standards.
9. Consider developing an “Idealized Build Out Plan” that will identify the future street system as well as the various types of construction desired by the community in designated areas of the town and village such as the example provided in the mixed-use district.
10. Make pedestrian level lighting standard on all residential village and adjacent town streets.
11. Locate elderly housing in close proximity to services and transportation.
12. Complete the existing sidewalk system and require construction of sidewalks in new neighborhoods.

13. Develop a tree preservation ordinance or modify the zoning and site development guidelines to preserve or increase the tree coverage within the Village.
14. Develop design guidelines for the preferred development pattern of future neighborhood development.

B. Agriculture

1. Inventory and annually report acres of farm land and other policy measures
2. Adoption of land use regulations and zoning ordinances consistent with the Policy Objectives
3. Implement land preservation techniques such as Conservation Easements and the Purchase of Development Rights
4. Reduce tax assessments on preserved farm land
5. Educate residents about the benefits of farming to the community (reduced tax burden, etc.)
6. Work to reduce both farm and non-farm emissions (air, soil and water)
7. Identify and promote appropriate niche farming opportunities, including energy crops
8. Bring a Farmers Market to Avon with permanent structures/pavilions, bathroom facilities, electric, etc. for use from Memorial day through Halloween, with special events during the Christmas Season.
9. Work with the schools to introduce students to farming as a career
10. Work with organizations to link farms with new farmers (see Farmlink below)
11. Consider establishing a lobbying team to meet with state and federal legislators quarterly to represent issues and ideas of the local farming community.
12. Incorporate a “Farm of the Year” award at the annual Corn Festival to raise the profile of area farmers.

C. Downtown

1. Develop more public parking that is clearly visible and accessible.
2. Create a Business Improvement District focusing on aesthetics and branding the historic Village core with banners, lighting and signage that is unified in look and theme.
3. Work with business owners to find ways to reduce the cost of doing business, including mass ordering supplies, shared marketing/advertising, and lobbying NYS to reduce small businesses taxes.
4. Promote downtown businesses and educate people on the importance of buying local.
5. Make public improvements around the area, including Circle Park to bring people to

the corridor.

6. Identify grant sources for business owners to pursue for improvement to their building and/or equipment. Assist with supporting documentation.
7. Distribute a community-wide survey asking specific questions related to desired retail uses within the Village that people would like to see and would support.
8. Consider altering business hours of operation so that residents who work during the day will be able to access businesses outside of regular daytime business hours. Support evening & weekend hours in business areas.

D. Uptown

1. Rezone the vacant area north of Tops Plaza as a “mixed use” district as shown on the future land use map.
2. Utilize the guidelines set forth in this plan as a basis for design guidelines for the entire uptown area.
3. Work with the Chamber of Commerce and Livingston County Economic Development office to identify potential new businesses for vacant buildings and new build space.
4. Incorporate maps of vacant land or buildings on the Village website with contact information, zoning, amenities, etc. noted.
5. Focus on creating a walkable, bikable, and car friendly environment that allows people to walk from their homes to the commercial area and to public facilities such as the school grounds and parks.

E. Local Commerce

1. Hire an economic development specialist to assist in the attraction and retention of local businesses. If necessary, Avon could share this person’s services with a neighboring community such as Lima or Caledonia. This would defray the costs associated with hiring the specialist.
2. Establish a committee or hire a consultant to create a marketing theme for the Village based upon input from local community and business leaders including the Chamber of Commerce.
3. Reduce the need for increasing the tax burden on new and existing businesses.
4. Survey the community to determine what types of goods and services they would like to see available in Avon.
5. Focus on niche market opportunities to reduce competition from regional shopping areas.
6. Pursue businesses that can provide support services to existing manufacturing or industry within Avon (Agriculture).
7. Improve fiber-optic and high technology communications infrastructure as an incentive for new business start-up and relocation.
8. Develop locally grown, crop based Cogeneration and District Heating to provide low cost heat and electricity for ACS and local businesses.

9. Coordinate a business incubator program in an existing structure (such as the former Freshpack factory) that provides technical and administrative assistance for new businesses. Work with local colleges and local businesses to develop this.
10. Attract businesses that are in line with the community's health & safety concerns. Businesses that focus on healthy eating, provide allergy-free foods, health practitioners such as doctors, holistic health counselors, acupuncturist, massage therapists, naturopathic doctors, etc.

F. Natural Resources

1. Consider zoning ordinance revisions, together with ancillary regulatory changes, that reflect the need for environmental protection in connection with industrial and commercial development.
2. Control site lighting, assuring that it not intrude on adjoining or other properties.
3. Control noise levels at the perimeter of the property.
4. Management of site storm water in a fashion to assure appropriate rates and quality of discharge at the property boundaries, and making use of state-of-the-art constructed wetlands or such on-site wetlands as may exist, subject to New York State Department of Environmental Conservation and local government approval, and federal wetland regulation as may be relevant.
5. The suitability of air quality, including odor and other emissions assuring that there be no degradation caused by site operations, either during construction or in operation of the facility under consideration.
6. The management of industrial waste, such that it be collected and suitably treated on site, expeditiously removed from the community without recourse to surface or subsurface disposal incineration or other burning. That discharge to public owned treatment works be in accordance with permit parameters.
7. Ensure that planning and zoning boards are well educated on the New York State Environmental Quality Review Act and how other communities have applied it to development proposals within their community.
8. Implement a volunteer stream watch group with guidance of local biology teachers and the participation of students.
9. Create an EPOD (environmental protection overlay district) to include areas of steep slope, wooded areas, sulfur springs, wetlands, floodplains, and other environmentally sensitive areas that would require additional review and approval before any alteration to a property within an EPOD could take place. This would first require a natural resources survey be completed to have a comprehensive database and mapping of sensitive areas.

G. Recreation

1. Create a Recreation Department to coordinate, facilitate and promote recreational activities with a paid staff person to prioritize and help implement improvements and programs.
2. Assess the recreational needs of the community against the current facilities. Look for improvements that can be made to existing parks such as the addition of parking, shelters, playground equipment, etc.
3. Create recreational space within walking distance of all neighborhoods
4. Provide paths or sidewalks for safe walking/biking access to recreational opportunities.
5. Create a community center for all ages with programs for seniors, teens, etc. Space within Village Hall may become available with the relocation of the Court to the new Town Hall at Opera Block.
6. Create a Recreation and Tourism Zone near the school to provide space for commercial development of recreational facilities (driving range, skating rink, bowling alley, golf).
7. Construct boat launches on and nature trails along the Genesee River.
8. Expand life-long recreational and learning opportunities at our schools.
9. Improve parks, including more picnic facilities, an arboretum, and a gazebo in Circle Park.
10. Create connecting trail(s) to the Genesee Valley Greenway such as the Erie-Attica Recreation Trail. Incorporate interpretive signage into the trail pathway telling the story of history of Avon.
11. Create a skating/boarding/trick bike facility.
12. Create a community pool and a ice skating rink closer to the center of the Village and ensure proper maintenance is adhered to.
13. Create additional athletic fields at the school.
14. Provide information on recreational opportunities including maps to parks with a list of amenities offered, recreation programs, etc. on Avon web sites.
15. Promote horse-related events at Avon's Driving Park including carriage driving and horse shows.
16. Apply for grants to implement above.

H. Community Resources

1. Continually evaluate the adequacy of the level of protection provided by the police, fire, and ambulance services available within the community.
2. Develop a park to service existing and future residential development in the south east quadrant of the Village.
3. Create a connective network of trails, sidewalks, and streets to provide pedestrian and bicycle connections between new and existing neighborhoods, the central

business district, parks, and educational facilities.

4. Administer regular community surveys on the quality of service delivery within the community.
5. Ensure that as the community grows, the level of service provided by the library, parks, and schools is maintained.
6. Evaluate the cost and benefits of a multi-use community center.
7. Create a volunteer service linkage program that acts a clearinghouse for all local volunteer organizations. This is one mechanism for coordinating the efforts of volunteers in a community. If properly promoted, this could be a effective initial point of contact for residents (old and new) who wish to volunteer in the community but are not sure how.
8. Coordinate with the faith community in providing local teen and senior social and recreational opportunities.
9. Sponsor public health programs (such as elderly health evaluations, youth inoculation services, and rabies vaccinations).
10. Continue and expand community gathering events such as Saturday's in the Park, the Corn Festival and local farmers market.
11. Expand Avon Police Department to include coverage of Town as well as Village. Having a local Police Department adds to the small town charm & character as well as the safety of a community. With the officers living within the community, and working in the schools, kids and adults alike develop a positive relationship with the officers.
12. Institute a "welcome wagon" for new residents – include things like "Activities for Youth" list, coupons, emergency phone numbers, etc.
13. Create an "Information/Tourism booth/kiosk" that includes maps of our Town/Village including locations of parks & other recreation, community bulletin board - can feature large map of local trails & areas of interest (5-arch bridge, Greenway, trail connecting Greenway to Village, Paper Mill Park, possible trail connecting Village & Town, etc.). Have maps available to take.
14. Offer historical tours
15. Place prominent signs designating actual location of schools, parks/trails, etc. as well as main signs with arrows directing people toward these locations to ensure visitors or new residents can locate community facilities.
16. Continue the Mayor's neighborhood meetings to keep the public informed but also include important community information/happenings with the quarterly water bill.

I. Schools

1. Support responsible spending on keeping the facilities and equipment at the school modern.
2. Assess feasibility of funneling bus traffic and main car traffic through a new Lake

Road entrance to reduce the burden on the local road network.

3. Help the youth become involved in their community by identifying opportunities for their involvement in community decision making processes and improvements.
4. Add junior government to work with our municipal government so that our youth has a voice in the community. They could sit in on planning board and/or Village Board meetings and be active participants in the discussions.
5. Build upon the existing sharing of facilities to ensure all resources are being coordinated and maximized.
6. Get involved in the “Safe Routes to School” program, to ensure kids have proper sidewalks and crossings to safely walk or bike to school.
7. Work with the school district to educate students about the health and environmental benefits of walking to school.

J. Utilities and Energy

1. Become an Energy Smart Community
2. Develop an Energy Plan
3. Seek out grants for energy efficiency and renewable energy including the potential use of solar street lights, solar panels to energize Village Hall and/or the schools, etc.
4. Baseline local energy consumption and develop a process to measure objectives
5. Inform low income residents of the County’s Weatherization program to help fund weatherization of older housing stock
6. Improve energy standards for new construction
7. Make energy part of the planning and code enforcement process
8. Determine break point for Water Treatment Plant expansion
9. Review utility expansion policies and procedures and update to reflect policy objectives
10. Improve existing water system. Avoid dead ends in service that results in stagnant water and use looped system.
11. Expand municipal practices that reflect the social values of “going green”. Set a good example by choosing “green” products, providing recycle containers in public places in addition to garbage cans, using energy-efficient items, etc.
12. Adhere to low maintenance lawn care practices for municipally owned and maintained areas including: mowing only what is necessary in public spaces, using pesticides/herbicides sparingly, incorporate rain gardens into parking lots, utilize native plantings that suit the environment and don’t require as much watering & other extra care.
13. Educate residents about surface water and nonpoint source contamination.
14. Incorporate a sustainability booth into the Corn Festival with vendors and pamphlets on the cost/benefits of energy saving techniques and alternative energy technology.

15. Invest in remote read meters for the current water system.
16. Ensure low-light pollution “down lighting” is used for commercial developments to reduce night-sky light pollution.

K. Regional Cooperation

1. Look for Villages of similar size and character, such as the Village of Palmyra, to form a long term exchange of ideas between its respective leaders.
2. The Town and Village should work together to:
 - Plan the future transportation network for the community and adopt an “Official Map” that indicates potential street extensions and major system improvements.
 - Consider adopting a common land use map for both communities.
 - Consider adopting a shared Town/Village zoning ordinance.
 - Market the area to potential businesses and visitors.
 - Tie neighborhoods and commercial centers together with sidewalks and pathways that allow for, and encourage, non-motorized travel.
3. Coordinate with regional municipalities to avoid overlapping festival times. Events should be organized to closely follow each other to attract overnight and multi-day trips.
4. Discuss the potential of a regional tax base sharing strategy for new business attraction with the surrounding municipalities.
5. Pursue state and federal funding opportunities (grants, etc.) with neighboring municipalities. A greater emphasis is being placed on funding projects and programs that benefit more than one municipality. Therefore, the Village’s chances of getting funding is improved when it files joint applications with one or more local governments.
6. Promote regional cultural & heritage awareness through effective planning, marketing, and funding strategies.

L. Transportation and Connectivity

1. Reduce the speed limits in the 55 mph zone between Route 15 and the Village to 40 mph to bring cars into the Village as a slower speed. The current transition is difficult.
2. Encourage businesses that cater to trucks, like gas stations and restaurants with large parking areas for trucks, to locate on the edges of town near expressways
3. Expand use of public transportation by ensuring residents are aware of current schedule and rates, and also to lobby RGRTA to add an express route from Avon to Downtown Rochester.
4. Repair, connect, and expand existing sidewalks for better walkability of the entire community.
5. Install signalized and/or well defined crosswalks across Routes 5&20 to help bridge

the separation between the neighborhoods. Also utilize in-road signs noting motorists must yield to pedestrians.

6. Develop access management guidelines for NYS Route 5&20 to reduce the number of existing and future driveways in Avon. These guidelines can increase safety for motorists and pedestrians as well as preserve the level of convenience associated with shopping and doing business in Avon. In some cases reverse access road (which provide rear access to current buildings fronting Routes 5&20) would be utilized such as behind the CVS, linking to Tom Wahl's and businesses to the east.

VI. IMPLEMENTATION

While the community will need to further discuss the implementation priorities in more detail, this section provides a starting point for identifying short-term, mid-term, and long-term recommendations. Many fall into one of these categories simply due to the amount of time or resources that would be required to implement them. And others were deemed to be a short term recommendation because of the amount of support it seemed to have among the community. This section should be updated yearly as tasks are completed, and as priorities are reanalyzed.

		Timeframe	Lead
A. Neighborhoods/ Residential living			
A-1	Construct additional single family homes that are similar in quality and character to the existing housing stock.	Long	Market will dictate, but adopting land use plan will guide location.
A-2	Evaluate means to review and create consistency in village zoning codes.	Short	Planning Board
A-3	Update village zoning maps (e.g., comprehensive GIS database) and address existing non-conforming use properties.	Medium	Village Board
A-4	To provide oversight in community planning and consistent development standards, evaluate creation of architectural review board to promote desirable growth and neighborhood compatibility.	Short	Planning Board
A-5	Consider establishing position or shared community planning staff for town and village to assist in (grant proposals, global issues, preservation of greenspace, etc).	Medium	Village Board
A-6	Develop method (e.g., on existing town-village website) for promoting community planning and access to zoning code information	Short	Planning Board
A-7	New neighborhood blocks should be developed by expanding the existing grid street pattern with a focus on connectivity.	Short	Planning Board
A-8	Promote new residential development and encourage upgrades to conform to energy smart community standards.	Medium	Planning Board
A-9	Consider developing an “Idealized Build Out Plan” that will identify the future street system as well as the various types of construction desired by the community in designated areas of the town and village such as the example provided in the mixed-use district.	Medium	Planning Board

A-10	Make pedestrian level lighting standard on all residential village and adjacent town streets.	Medium	Village Board
A-11	Locate elderly housing in close proximity to services and transportation.	Medium	Planning Board
A-12	Complete the existing sidewalk system and require construction of sidewalks in new neighborhoods.	Medium	Village Board
A-13	Develop a tree preservation ordinance or modify the zoning and site development guidelines to preserve or increase the tree coverage within the Village.	Medium	Village Board
A-14	Develop design guidelines for the preferred development pattern of future neighborhood development.	Medium	Village Board

B. Agriculture		Timeframe	Lead
B-1	Inventory and annually report acres of farm land and other policy measures	Medium	Livingston County Planning
B-2	Adoption of land use regulations and zoning ordinances consistent with the Policy Objectives	Medium	Village Board
B-3	Implement land preservation techniques such as Conservation Easements and the Purchase of Development Rights	Medium	Village Board
B-4	Reduce tax assessments on preserved farm land	Medium	Village Board
B-5	Educate residents about the benefits of farming to the community (reduced tax burden, etc.)	Short	Livingston County Planning
B-6	Work to reduce both farm and non-farm emissions (air, soil and water)	Medium	Farming Community
B-7	Identify and promote appropriate niche farming opportunities, including energy crops	Medium	Livingston County Planning
B-8	Bring a Farmers Market to Avon with permanent structures/pavilions, bathroom facilities, electric, etc. for use from Memorial day through Halloween, with special events during the Christmas Season.	Medium	Village Board
B-9	Work with the schools to introduce students to farming as a career	Medium	School Board
B-10	Work with organizations to link farms with new farmers (see Farmlink below)	Medium	Livingston County Planning
B-11	Establish a lobbying team to meet with state and federal legislators quarterly to represent issues and ideas of the local farming community.	Medium	Livingston County Planning

B-12	Incorporate a “Farm of the Year” award at the annual Corn Festival to raise the profile of area farmers.	Short	Village Board
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C. Downtown		Timeframe	Lead
C-1	Develop more public parking that is clearly visible and accessible.	Medium	Village Board
C-2	Create a Business Improvement District focusing on aesthetics and branding the historic Village core with banners, lighting and signage that is unified in look and theme.	Medium	Village Board; Chamber of Commerce
C-3	Work with business owners to find ways to reduce the cost of doing business, including mass ordering supplies, shared marketing/advertising, and lobbying NYS to reduce small businesses taxes.	Short	Village Board; Chamber of Commerce
C-4	Promote downtown businesses and educate people on the importance of buying local.	Short	Village Board; Chamber of Commerce
C-5	Make public improvements around the area, including Circle Park to bring people to the corridor.	Medium	Village Board
C-6	Identify grant sources for business owners to pursue for improvement to their building and/or equipment. Assist with supporting documentation.	Medium	Village Board; Chamber of Commerce
C-7	Distribute a community-wide survey asking specific questions related to desired retail uses within the Village that people would like to see and would support.	Short	Village Board; Chamber of Commerce
C-8	Consider altering business hours of operation so that residents who work during the day will be able to access businesses outside of regular daytime business hours. Support evening & weekend hours in business areas.	Short	Village Board; Chamber of Commerce; business community

D. Uptown		Timeframe	Lead
D-1	Rezone the vacant area north of Tops Plaza as a “mixed use” district as shown on the future land use map.	Short	Village Board & Planning Board
D-2	Utilize the guidelines set forth in this plan as a basis for design guidelines for the entire uptown area.	Short	Planning Board
D-3	Work with the Chamber of Commerce and Livingston County Economic Development office to identify potential new businesses for vacant buildings and new build space.	Medium	Village Board

D-4	Incorporate maps of vacant land or buildings on the Village website with contact information, zoning, amenities, etc. noted.	Medium	Village Board
D-5	Focus on creating a walkable, bikable, and car friendly environment that allows people to walk from their homes to the commercial area and to public facilities such as the school grounds and parks.	Short	Planning Board

E. Local Commerce		Timeframe	Lead
E-1	Hire an economic development specialist to assist in the attraction and retention of local businesses. If necessary, Avon could share this person’s services with a neighboring community such as Lima or Caledonia. This would defray the costs associated with hiring the specialist.	Long	Village Board
E-2	Establish a committee or hire a consultant to create a marketing theme for the Village based upon input from local community and business leaders.	Long	Village Board
E-3	Reduce the need for increasing the tax burden on new and existing businesses.	Medium	Village Board
E-4	Survey the community to determine what types of goods and services they would like to see available in Avon.	Short	Chamber of Commerce
E-5	Focus on niche market opportunities to reduce competition from regional shopping areas.	Medium	Chamber of Commerce
E-6	Pursue businesses that can provide support services to existing manufacturing or industry within Avon (Agriculture).	Medium	Chamber of Commerce; Livingston County IDA
E-7	Improve fiber-optic and high technology communications infrastructure as an incentive for new business start-up and relocation.	Medium	Village Board
E-8	Develop locally grown, crop based Cogeneration and District Heating to provide low cost heat and electricity for ACS and local businesses.	Long	Village Board, Chamber of Commerce; Livingston County IDA
E-9	Coordinate a business incubator program in an existing structure (such as the former Freshpack factory) that provides technical and administrative assistance for new businesses.	Medium	Village Board, Chamber of Commerce; Livingston County IDA
E-10	Attract businesses that are in line with the community’s health & safety concerns. Businesses that focus on healthy eating, provide allergy-free foods, health practitioners such as doctors, holistic health counselors, acupuncturist, massage therapists, naturopathic doctors, etc.	Short	Village Board, Chamber of Commerce; Livingston County IDA

F.	Natural Resources	Timeframe	Lead
F-1	Consider zoning ordinance revisions, together with ancillary regulatory changes, that reflect the need for environmental protection in connection with industrial and commercial development.	Medium	Village Board
F-2	Control site lighting, assuring that it not intrude on adjoining or other properties.	Short	Planning Board
F-3	Control noise levels at the perimeter of the property.	Medium	Planning Board
F-4	Management of site storm water in a fashion to assure appropriate rates and quality of discharge at the property boundaries, and making use of state-of-the-art constructed wetlands or such on-site wetlands as may exit, subject to New York State Department of Environmental Conservation and local government approval, and federal wetland regulation as may be relevant.	Short	Planning Board
F-5	The suitability of air quality, including odor and other emissions assuring that there be no degradation caused by site operations, either during construction or in operation of the facility under consideration.	Medium	Planning Board
F-6	The management of industrial waste, such that it be collected and suitably treated on site, expeditiously removed from the community without recourse to surface or subsurface disposal incineration or other burning. That discharge to public owned treatment works be in accordance with permit parameters.	Medium	Planning Board
F-7	Ensure that planning and zoning boards are well educated on the New York State Environmental Quality Review Act and how other communities have applied it to development proposals within their community.	Short	Planning Board; Village Board
F-8	Implement a volunteer stream watch group with guidance of local biology teachers and the participation of students.	Long	Planning Board; Village Board
F-9	Create and EPOD (environmental protection overlay district) to include areas of steep slope, wooded areas, sulfur springs, wetlands, floodplains, and other environmentally sensitive areas that would require additional review and approval before any alteration to a property within an EPOD could take place. This would first require a natural resources survey be completed to have a comprehensive database and mapping of sensitive areas.	Medium	Village Board

G.	Recreation	Timeframe	Lead
G-1	Create a Recreation Department to coordinate, facilitate and promote recreational activities with a paid staff person to prioritize and help implement improvements and programs.	Medium	Village Board
G-2	Assess the recreational needs of the community against the current facilities. Look for improvements that can be made to existing parks such as the addition of parking, shelters, playground equipment, etc.	Medium	Village Board
G-3	Create recreational space within walking distance of all neighborhoods	Medium	Planning Board
G-4	Provide paths or sidewalks for safe walking/biking access to recreational opportunities.	Medium	Village Board
G-5	Create a community center for all ages with programs for seniors, teens, etc. Space within Village Hall may become available with the relocation of the Court to the new Town Hall at Opera Block.	Long	Village Board
G-6	Create a Recreation and Tourism Zone near the school to provide space for commercial development of recreational facilities (driving range, skating rink, bowling alley, golf).	Medium	Village Board
G-7	Construct boat launches on and nature trails along the Genesee River.	Long	Village Board
G-8	Expand life-long recreational and learning opportunities at our schools.	Medium	School District
G-9	Improve parks, including more picnic facilities, an arboretum, and a gazebo in Circle Park.	Medium	Village Board
G-10	Create connecting trail(s) to the Genesee Valley Greenway such as the Erie-Attica Recreation Trail. Incorporate interpretive signage into the trail pathway telling the story of history of Avon.	Medium	Village Board
G-11	Create a skating/boarding/trick bike facility.	Long	Village Board
G-12	Create a community pool and a ice skating rink closer to the center of the Village and ensure proper maintenance is adhered to.	Long	Village Board
G-13	Create additional athletic fields at the school.	Medium	Village Board; School Board
G-14	Provide information on recreational opportunities including maps to parks with a list of amenities offered, recreation programs, etc. on Avon web sites.	Short	Village Board
G-15	Promote horse-related events at Avon's Driving Park including carriage driving and horse shows.	Medium	Village Board
G-16	Apply for grants to implement above.	Short	Village Board

H.	Community Resources	Timeframe	Lead
H-1	Continually evaluate the adequacy of the level of protection provided by the police, fire, and ambulance services available within the community.	Short	Village Board
H-2	Develop a park to service existing and future residential development in the south east quadrant of the Village.	Medium	Village Board
H-3	Create a connective network of trails, sidewalks, and streets to provide pedestrian and bicycle connections between new and existing neighborhoods, the central business district, parks, and educational facilities.	Short	Village Board; Planning Board
H-4	Administer regular community surveys on the quality of service delivery within the community.	Short	Village Board, Mayor
H-5	Ensure that as the community grows, the level of service provided by the library, parks, and schools is maintained.	Medium	Village Board
H-6	Evaluate the cost and benefits of a multi-use community center.	Medium	Village Board
H-7	Create a volunteer service linkage program that acts a clearinghouse for all local volunteer organizations. This is one mechanism for coordinating the efforts of volunteers in a community. If properly promoted, this could be a effective initial point of contact for residents (old and new) who wish to volunteer in the community but are not sure how.	Medium	Village Board
H-8	Coordinate with the faith community in providing local teen and senior social and recreational opportunities.	Medium	Village Board
H-9	Sponsor public health programs (such as elderly health evaluations, youth inoculation services, and rabies vaccinations).	Short	Village Board
H-10	Continue and expand community gathering events such as Saturday's in the Park, the Corn Festival and local farmers market.	Short	Village Board
H-11	Expand Avon Police Department to include coverage of Town as well as Village. Having a local Police Department adds to the small town charm & character as well as the safety of a community. With the officers living within the community, and working in the schools, kids and adults alike develop a positive relationship with the officers.	Medium	Village Board

H-12	Institute a “welcome wagon” for new residents – include things like “Activities for Youth” list, coupons, emergency phone numbers, etc.	Short	Village Board; Chamber of Commerce
H-13	Create an “Information/Tourism booth/kiosk” that includes maps of our Town/Village including locations of parks & other recreation, community bulletin board - can feature large map of local trails & areas of interest (5-arch bridge, Greenway, trail connecting Greenway to Village, Paper Mill Park, possible trail connecting Village & Town, etc.). Have maps available to take.	Medium	Village Board
H-14	Offer historical tours	Medium	Village Board; Historical Society
H-15	Place prominent signs designating actual location of schools, parks/trails, etc. as well as main signs with arrows directing people toward these locations to ensure visitors or new residents can locate community facilities.	Medium	Village Board
H-16	Continue the Mayor’s neighborhood meetings to keep the public informed but also include important community information/happenings with the quarterly water bill.	Short	Village Board

I. Schools		Timeframe	Lead
I-1	Support responsible spending on keeping the facilities and equipment at the school modern.	Short	Village Board; School District
I-2	Assess feasibility of funneling bus traffic and main car traffic through a new Lake Road entrance to reduce the burden on the local road network.	Medium	Village Board; School District
I-3	Help the youth become involved in their community by identifying opportunities for their involvement in community decision making processes and improvements.	Short	Village Board; School District
I-4	Add junior government to work with our municipal government so that our youth has a voice in the community. They could sit in on planning board and/or Village Board meetings and be active participants in the discussions.	Medium	Village Board; School District
I-5	Build upon the existing sharing of facilities to ensure all resources are being coordinated and maximized.	Short	Village Board; School District
I-6	Get involved in the “Safe Routes to School” program, to ensure kids have proper sidewalks and crossings to safely walk or bike to school.	Short	Village Board; School District
I-7	Work with the school district to educate students about the health and environmental benefits of walking to school.	Medium	Village Board; School District

J. Utilities and Energy		Timeframe	Lead
J-1	Become an Energy Smart Community	Long	Village Board
J-2	Develop an Energy Plan	Medium	Village Board
J-3	Seek out grants for energy efficiency and renewable energy including the potential use of solar street lights, solar panels to energize Village Hall and/or the schools, etc.	Medium	Village Board
J-4	Baseline local energy consumption and develop a process to measure objectives	Long	Village Board
J-5	Inform low income residents of the County's Weatherization program to help fund weatherization of older housing stock	Medium	Village Board; Livingston County Planning
J-6	Improve energy standards for new construction	Medium	Village Board; Code Enforcement office
J-7	Make energy part of the planning and code enforcement process	Medium	Village Board; Code Enforcement office
J-8	Determine break point for Water Treatment Plant expansion	Medium	Village Board
J-9	Review utility expansion policies and procedures and update to reflect policy objectives	Medium	Village Board
J-10	Improve existing water system. Avoid dead ends in service that results in stagnant water and use looped system.	Long	Village Board
J-11	Expand municipal practices that reflect the social values of "going green". Set a good example by choosing "green" products, providing recycle containers in public places in addition to garbage cans, using energy-efficient items, etc.	Medium	Village Board
J-12	Adhere to low maintenance lawn care practices for municipally owned and maintained areas including: mowing only what is necessary in public spaces, using pesticides/herbicides sparingly, incorporate rain gardens into parking lots, utilize native plantings that suit the environment and don't require as much watering & other extra care.	Short	Village Board
J-13	Educate residents about surface water and nonpoint source contamination.	Medium	Village Board
J-14	Incorporate a sustainability booth into the Corn Festival with vendors and pamphlets on the cost/benefits of energy saving techniques and alternative energy technology.	Short	Village Board
J-15	Invest in remote read meters for the current water system.	Long	Village Board
J-16	Ensure low-light pollution "down lighting" is used for commercial developments to reduce night-sky light pollution.	Short	Planning Board

K. Regional Cooperation		Timeframe	Lead
K-1	Look for Villages of similar size and character, such as the Village of Palmyra, to form a long term exchange of ideas between its respective leaders.	Short	Village Board
K-2	The Town and Village should work together to:		
	Plan the future transportation network for the community and adopt an “Official Map” that indicates potential street extensions and major system improvements.	Medium	Village Board
	Adopt a common land use map for both communities.	Medium	Village Board
	Adopt a shared Town/Village zoning ordinance.	Medium	Village Board
	Market the area to potential businesses and visitors.	Short	Livingston County; Chamber
	Tie neighborhoods and commercial centers together with sidewalks and pathways that allow for, and encourage, non-motorized travel.	Short	Village Board
K-3	Coordinate with regional municipalities to avoid overlapping festival times. Events should be organized to closely follow each other to attract overnight and multi-day trips.	Short	Village Board
K-4	Discuss the potential of a regional tax base sharing strategy for new business attraction with the surrounding municipalities.	Long	Village Board
K-5	Pursue state and federal funding opportunities (grants, etc.) with neighboring municipalities. A greater emphasis is being placed on funding projects and programs that benefit more than one municipality. Therefore, the Village’s chances of getting funding is improved when it files joint applications with one or more local governments.	Medium	Village Board
K-6	Promote regional cultural & heritage awareness through effective planning, marketing, and funding strategies.	Medium	Village Board

L. Transportation and Connectivity		Timeframe	Lead
L-1	Reduce the speed limits in the 55 mph zone between Route 15 and the Village to 40 mph to bring cars into the Village as a slower speed. The current transition is difficult.	Short	Village Board to contact NYSDOT

L-2	Encourage businesses that cater to trucks, like gas stations and restaurants with large parking areas for trucks, to locate on the edges of town near expressways	Medium	Village Board
L-3	Expand use of public transportation by ensuring residents are aware of current schedule and rates, and also to lobby RGRTA to add an express route from Avon to Downtown Rochester.	Medium	Village Board
L-4	Repair, connect, and expand existing sidewalks for better walkability of the entire community.	Short	Village Board
L-5	Install signalized and/or well defined crosswalks across Routes 5&20 to help bridge the separation between the neighborhoods. Also utilize in-road signs noting motorists must yield to pedestrians.	Medium	Village Board
L-6	Develop access management guidelines for NYS Route 5&20 to reduce the number of existing and future driveways in Avon.	Medium	Village Board

Maintenance

The Village Board and Village Planning Board will be jointly responsible for maintaining the Comprehensive Plan.

- Yearly Review – a date will be established at the Village Annual Meeting and will be reviewed by both boards; Action Item List will be reviewed and updated yearly as tasks are completed and as priorities are re-analyzed.
- 5 Year Review – A broader review of the comprehensive plan will take place. The Village Board could consider utilizing outside assistance to facilitate the review if necessary.