

CHAPTER 3:

ACTION PLAN

Chapter 3 offers a set of Implementation Tables with guidance, designed to support Avon's decision-making on funding and activity priorities, ultimately driving the realization of the Plan's Vision over the next ten years. Implementation of this Plan will require strong leadership from the Town Supervisor and Town Board, with cooperation and assistance from the Planning Board, Zoning Board of Appeals and Town staff and committees, as well as some outside organizations and agencies. While this Plan identifies priorities and provides implementation strategies, the ultimate authority rests with the Town Board to determine which implementation actions will be pursued and when.

Each of the Policies are broken down to specific Actions. These **Actions** are specific items that should be implemented to carry out the Plan's Goals. These actions will fall into **Big Moves**:

- **Z:** Zoning regulation updates to guide future land use development
- **O:** Operational changes with organizational and/or financial impacts
- **S:** Studies to identify solutions to specific challenges at key locations in Town
- **PL:** Plans to guide decision-making and actions
- **PR:** Programs established to address a particular problem
- **IC:** Inter-agency Cooperation between Town, Village, County or other local agencies

It is not realistic to expect that all of the action items will be implemented immediately. Those items that are priority actions for the Town are identified an * and should be completed as soon as possible. Other items are classified as either **Short-Term** actions that should be implemented within 2 years, **Medium-Term** 3-5 years, **Long-Term** actions are targeted for implementation over a 5 year time frame, or ongoing initiatives with no definitive time frame.

Each Action also identifies the lead Town department or committee, State and County partners, and the potential need for outside consultant support. Some of the partners include, but are not limited to:

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| • TB: Town Board | • RTS: Regional Transit Service |
| • PB: Planning Board | • NYSEERDA: New York State Energy Research and Development Authority |
| • ZBA: Zoning Board of Appeals | • DOT: New York State or County Department of transportation |
| • CEO: Code Enforcement Officer | • HWY: Town Highway Department |
| • IDA: Livingston County Industrial Development Agency | |

THEME 1: AVON THRIVES | Right-Sized Economic Development

Guiding Principle: Build a diverse local economy that complements and enhances the existing character and quality of life within the Town. We are committed to supporting the Town's fiscal health and facilitating future growth through investments in public infrastructure, facilities and services, and by promoting the availability of housing.



Goal T1: Encourage desired development in the Town and adopt user-friendly land use regulations that are responsive to recent trends in development.

Priority		Time Frame	Action Type	Lead
	Policy T1.1: Attract new investments and business, as identified in previous plans and studies. Update zoning regulations to reflect recent development trends, to accommodate desired uses and to incorporate comprehensive design standards.	Ongoing	PL Z	TB CEO IDA
*	Action 1: Review the intent and application of commercial and industrial zoning districts and update the zoning law necessary to attract investments that align with the Town's desired aesthetic and future land use pattern.	Short-term	Z	ZBA CEO Consultant
	Action 2: Review the current site plan and land development design criteria (including landscaping, buffering, lighting, etc.), and update as necessary to provide strict aesthetic standards.	Short-term	PL Z	PB CEO
	Action 3: Require formula business to obtain a special use permit to operate.	Mid-term	O Z	ZBA CEO
	Action 4: Collaborate with Livingston County IDA to identify and keep record of sites that are suitable for light industrial development (i.e., appropriate zoning, availability of utilities and access to transportation infrastructure).	Mid-term	IC	TB IDA

Action type key:

- Z: Zoning
- O: Operations
- S: Studies
- PL: Plans
- PR: Programs
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Priority		Time Frame	Action Type	Lead
	Policy T1.2: Direct public funding for infrastructure and development to priority areas. Avoid development that requires new infrastructure in environmentally sensitive or rural areas near productive farmland. Priority development areas are mapped on the Future Land Use Map (page 45).	Mid-term	O	TB
	Action 1: Establish priority development areas for residential, commercial and industrial development to promote adaptive reuse of existing structures, prioritizing hamlet-zoned districts, areas adjacent to the Village and other locations with access to infrastructure. Priority development areas are mapped on the Future Land Use Map (page 45) and the Future Studies Map (page 42).	Mid-term	S PL	PB ZBA CEO
*	Action 2: Review the intent and application of the Town's Hamlet Zoning and Mixed-Use Hamlet Zoning Overlay District regulations. Map currently unmapped zoning districts.	Short-term	Z	ZBA CEO
*	Action 3: Identify vacant residential and nonresidential properties for rehabilitation and reuse.	Short-term	Z	ZBA PB CEO
*	Action 4: Using the Site Design Criteria and Land Development Regulations and the Livingston County Down Town Design Guidelines as a model, develop stringent design requirements for hamlet-zoned areas (including such elements as building materials, signage, streetscape, lighting, etc.). Incorporate these requirements in the zoning law to ensure that proposed development in these commercial centers reflects the desired aesthetic character of the Town.	Short-term	Z PR	PB ZBA CEO

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Goal T2: Foster a welcoming environment for new businesses and residents through the provision of adequate and efficient public infrastructure, facilities, and services, and responsive governance.

Priority		Time Frame	Action Type	Lead
Policy T2.1: Identify high-priority infrastructure needs and pursue related improvements.		Ongoing	S PL	TB
	Action 1: Establish and implement an ongoing, multi-year capital improvements program to plan and allocate funds for needed capital projects.	Mid-term	PR O	TB PB
	Action 2: Identify opportunities to extend and improve public water and sanitary sewer facilities to serve priority development areas as identified in the Future Land Use Map (page 45).	Mid-term	S IC	TB
Policy T2.2: Invest in efforts to address dilapidated, unsafe or abandoned structures, nuisance conditions and blight; to promote the maintenance of public facilities; and to improve the overall appearance of the Town.		Short-term	O	TB CEO
	Action 1: Review the property maintenance and other relevant provisions of the Town Code to ensure that it meets current standards and the needs of the community and is properly enforced.	Short-term	O	TB CEO
	Action 2: Commit increased resources to code enforcement.	Short-term	O	TB CEO

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Goal T3: Encourage the maintenance of existing housing stock and development of affordable housing for all ages and lifestyles.				
Priority		Time Frame	Action Type	Lead
	Policy T3.1: Support the development of more affordable and well-distributed housing.	Mid-term	PL	TB
	Action 1: Partner with the Village to conduct a housing study to better understand the housing needs in Avon.	Mid-term	S IC	TB Village
	Action 2: Register to become a pro-housing community.	Short-term	PR	TB
*	Action 3: Update the zoning code to allow for a variety of housing types such as accessory dwelling units.	Short-term	Z	ZBA Consultant
*	Action 4: Expedite the permitting process for senior congregate living or group home living.	Short-term	Z	ZBA

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Theme 2: AVON MOVES | Transportation & Mobility

Guiding Principle: Facilitate seamless multimodal travel within and beyond Avon, while supporting the development of transportation infrastructure necessary to accommodate alternative modes of transportation. By enhancing and connecting transportation systems, we aim to provide safe, efficient, and sustainable options for residents and visitors to move throughout the Town, fostering greater accessibility and mobility.



Goal M1: Study the feasibility of and invest in the transportation infrastructure necessary to support alternative modes of transportation to promote the safety of pedestrians and drivers alike.

Priority		Time Frame	Action Type	Lead
	Policy M1.1: Promote alternative modes of transportation for Town residents of all ages.	Long-term	PL	TB
	Action 1: Collaborate with RTS to improve public transportation access and connectivity for residents, particularly seniors, to destinations in and around Avon.	Long-term	S IC	TB RTS
	Action 2: Conduct a corridor study for Routes 5 & 20 to determine the feasibility of developing a greenway trail for bicycle and pedestrian use and installing traffic calming elements on Routes 5 & 20 between the Village of Avon and East Avon as shown on the Future Studies Map (page 42).	Short-term	S	TB HWY DOT
	Action 4: Develop and adopt a bicycle and pedestrian master plan and/or a transportation master plan in partnership with the Village to address multi-modal transportation (i.e., walking, biking etc.) and public transportation issues and opportunities.	Mid-term	S IC	TB HWY DOT
*	Action 5: Review and revise site plan review procedures to ensure that circulation and pedestrian access is carefully addressed in the development review and approval process.	Short-term	Z	TB PB ZBA

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<i>Priority</i>		<i>Time Frame</i>	<i>Action Type</i>	<i>Lead</i>
	Action 6: Adopt design guidelines that prioritize pedestrian safety and accessibility throughout the Town.	Mid-term	PL	HWY DOT
	Action 7: Within the Hamlet and Greenbelt areas designated on the Future Land Use Map (page 45), establish development criteria that specifically include provisions for pedestrian and bicycle networks and infrastructure.	Mid-term	PL	HWY
Goal M2: Improve safety for all modes and users of the transportation system.				
<i>Priority</i>		<i>Time Frame</i>	<i>Action Type</i>	<i>Lead</i>
Policy M2.1: Invest in infrastructure and safety improvements.		Long-term	PL	HWY
	Action 1: Install intersection- and pedestrian-level lighting to enhance safety and improve street design and aesthetics. Require lighting that is designed to minimize spillover ("dark sky compliant"), utilizing energy efficient technologies and context-sensitive design.	Long-term	IC	TB HWY
	Action 2: Conduct a traffic and speed study for the Routes 5 & 20 corridor from East Avon and Route 15 from I-390 Exit 9 to the southern border as shown on the Future Studies Map (page 42). An evaluation of roadways may reveal that the posted speed limits or streetscape design of certain roadways should be altered to improve community safety.	Mid-term	S IC	TB HWY
	Action 3: Install traffic calming features to slow traffic and deter through traffic.	Mid-term	IC	TB HWY

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Priority		Time Frame	Action Type	Lead
	Policy M2.2: Incorporate the recommendations in the State Routes 5 & 20 Land Use and Access Management Plan to improve access and safety along the corridors.	Long-term	Z	HWY
	Action 1: Minimize the number of curb cuts along Routes 5 & 20 and Route 15. New multi-family, commercial, or industrial development should be required to share driveways wherever possible in an effort to reduce the number of potential conflicts.	Long-term	Z IC	ZBA HWY
*	Action 2: Revise zoning to add maximum setbacks to encourage new development to occur up to the road.	Short-term	Z IC	ZBA HWY
	Action 3: Capitalize on opportunities for new commercial or industrial development to occur directly in front of or behind currently developed areas along Routes 5 & 20 and Route 15. This would help confine the roadside development along these major roads in the Town and make the possibility of shared access more achievable.	Long-term	Z IC	ZBA

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Goal M3: Create an inviting community gateway at the entrances of the Town to warmly welcome visitors and foster a sense of place, identity, and belonging for both residents and visitors.

<i>Priority</i>		<i>Time Frame</i>	<i>Action Type</i>	<i>Lead</i>
	Policy M3.1: Identify and establish community gateways at key entrances into the Town, such as Routes 5 & 20 and Route 15, as shown on the Future Land Use Map (page 45).	Mid-term	S IC	TB HWY
	Action 1: Establish design guidelines for the community gateways that include welcome signage, plants, and lighting.	Mid-term	PL	HWY DOT
	Action 2: Work with all applicable public agencies and property owners to develop gateway maintenance plans. Ensure that the necessary maintenance for all improvements is provided, including, but not limited to, seasonal landscaping, regular litter collection, street cleaning, and general landscaping and lighting maintenance. Work with adjacent private property owners to improve maintenance of their properties to enhance the overall appearance of the gateway.	Mid-term	PL IC	PB ZBA Property Owners
	Action 3: Provide incentives for improvements to existing private properties. This may include developing a facade improvement matching grant program.	Mid-term	PL	PB Property Owners

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Theme 3: Avon Plays | Recreation & Culture

Guiding Principle: Foster a unified and vibrant community where residents and visitors alike love to live and recreate. We are dedicated to preserving and protecting the Town's unique historic resources and offering ample opportunities for recreation and civic engagement.



Goal P 1: Foster a community where people love to live, work, and recreate through investment in and promotion of new and existing community spaces and events.

Priority		Time Frame	Action Type	Lead
	Policy P1.1: Evaluate long-term use, maintenance, and operations of community space.	Ongoing	PL O	TB Recreation Board
	Action 1: Adopt a parks and recreation master plan identifying all recreation facilities and programs to ensure that the Town is providing adequate range of recreational opportunities.	Mid-term	P	TB Recreation Board
	Action 2: Research the feasibility of a community recreation center or similar shared regional facility. Reach a preliminary agreement to fund, site, construct and manage a local facility which provides age-diverse activities, multipurpose space, flexible programming and a year-round swimming pool to serve as a central focal point of the community.	Long-term	S IC	TB Recreation Board
	Action 3: Invest in the rehabilitation of Papermill Park, installation of security cameras and lighting; replacement of the bridge over the falls; and commissioning community artwork or murals.	Mid-term	O	TB Recreation Board
	Action 4: Promote the use of the Avon Town Hall Opera Block as a community gathering space.	Ongoing	PL	TB Recreation Board

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Priority		Time Frame	Action Type	Lead
	Action 5: Expand trail connections from the east side of Town to the Erie Attica Railroad/Railroad Bed/Genesee Valley Greenway.	Long-term	S	TB Recreation Board
Policy P1.2: Enhance community engagement and local pride among Town residents.		Ongoing	PR	TB Recreation Board
	Action 1: Work with the Village to establish a community calendar for upcoming events and meetings.	Ongoing	PL	TB Recreation Board
	Action 2: Collaborate with volunteer organizations and neighborhood groups to promote community events, volunteerism for maintenance and improvement of public facilities.	Ongoing	PR IC	TB Recreation Board
	Action 3: Improve relationships and collaboration with educational institutions.	Ongoing	PR IC	TB Recreation Board

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Goal P2: Preserve and protect the Town's unique heritage and historical resources.				
Priority		Time Frame	Action Type	Lead
Policy P2.1: Partner with the Village of Avon and the Avon Preservation and Historical Society to identify historic landmarks within the Town and to ensure their preservation and/or enhancement, as appropriate.		Ongoing	IC	Recreation Board Town Historian Village
	Action 1: Pursue National Register of Historic Places designation for previously unlisted historic sites, structures, or districts.	Long-term	PR IC	Recreation Board Town Historian Village
	Action 2: Install additional historical markers to identify historically significant structures and sites throughout the Town.	Long-term	PR IC	Recreation Board Town Historian Village
	Action 3: Create a map and brochure for the Town, in partnership with the Village and the Avon Preservation and Historical Society, to promote the Town's history and culture.	Short-term	PR IC	Recreation Board Town Historian Village

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Theme 4: Avon Conserves | Agriculture & Natural Resources

Guiding Principle: Conserve and protect Avon's natural resources and rural character, ensuring a sustainable and harmonious environment for future generations. We are committed to supporting and promoting local agricultural industries, recognizing their vital role in preserving the Town's heritage and fostering economic vitality. Through thoughtful stewardship and community collaboration, we aim to balance growth with environmental preservation.



Goal C1: Preserve and protect our natural resources, with special emphasis on clean air, water, prime farmland, and soils of statewide importance.

Priority		Time Frame	Action Type	Lead
	Policy C1.1: Develop natural resource inventories and related planning documents.	Mid-term	PL	PB TB
	Action 1: Develop a adopt a resource protection plan.	Mid-term	PL	PB TB
	Action 2: Develop and adopt a farmland protection plan.	Short-term	PL	PB TB
	Action 3: Develop a storm water management plan.	Mid-term	PL	PB TB

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Priority		Time Frame	Action Type	Lead
Policy C1.2: Update land use regulations to better preserve and protect the Town's important environmental features and natural resources.		Ongoing	O	PB TB
*	Action 1: Update the Town's zoning law to protect agricultural land and scenic viewsheds through the establishment of an environmental overlay district to be known as the "Agricultural Heritage Overlay (AHO)," as identified on the Future Land Use Map (page 45) Include regulations in the zoning law to limit utility extensions, non-compatible uses, and large-scale renewable energy installations.	Short-term	Z O	PB TB ZBA
*	Action 2: Establish a Scenic Byway, as identified on the Future Land Use Map (page 45), and adopt development regulations applicable to this area, including enhanced buffering and setback requirements.	Short-term	Z	PB TB ZBA
	Action 3: Develop an ecological resiliency plan and map that defines a connected network of natural resources that include areas with high scenic value, cultural and recreational features, and environmentally sensitive conditions that support the ecosystem of the community.	Mid-term	PL	TB PB

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Goal C2: Support, grow and promote our local agricultural industries to maintain the long-term viability of Avon's agricultural and rural character.

<i>Priority</i>		<i>Time Frame</i>	<i>Action Type</i>	<i>Lead</i>
Policy C2.1: Support the growth and operation of local farms and agribusinesses.		Ongoing	PR	PB
	Action 1: Assess and modify existing land use regulations and review procedures as necessary to ensure flexibility in evaluating proposed expansions or modifications of farming operations and agricultural uses.	Short-term	O	TB PB
*	Action 2: Update the agriculture zoning district to include agricultural commerce as a permitted use.	Short-term	Z	ZBA
Policy C2.2: Promote opportunities for public education, recreation and enrichment related to the Town's agricultural heritage and farming economy.		Ongoing	PR	TB NYSERDA
	Action 1: Develop an agriculture resource page on the Town website, listing all farms and agribusinesses located in the Town and highlighting resources and programs available to farmers.	Short-term	PR	TB NYSERDA

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Theme 5: Avon Innovates | Sustainability & Resiliency

Guiding Principle: Promote resiliency, energy efficiency, and sustainable development practices in the Town of Avon. We are dedicated to ensuring that the Town is well-prepared to face future challenges, fostering a vibrant, thriving community that remains adaptable and sustainable. Through thoughtful planning and innovation, we aim to enhance environmental stewardship to improve quality of life for all residents.



Goal I1: Support and manage renewable energy development to preserve Avon's rural character.

Priority		Time Frame	Action Type	Lead
	Policy I1.1: Support the expansion of desired clean energy opportunities throughout the Town.	Ongoing	O PL IC	TB CEO Public Water
*	Action 1: Continue to evaluate and update the large-scale renewable solar law to ensure it remains effective and responsive to advancements in solar energy technology while minimizing impacts on agricultural lands, open spaces, and wildlife habitats.	Ongoing	Z	TB ZBA Solar Committee
*	Action 2: Implement standard permit application procedures tailored specifically to clean energy technologies; make permit applications, inspection information, and fee schedules available online; allow for digital permit application submissions using email or a web portal; set reasonable permit fees based on actual cost to administer; and create or utilize an existing inspection checklist for clean energy installations.	Mid-term	Z	TB ZBA Solar Committee CEO PB
	Action 3: The Town should support the professional development and continuing education for Town officials, board members, and code officials to ensure they are up-to-date on changing best practices in renewable energy.	Ongoing	O	TB ZBA Solar Committee PB

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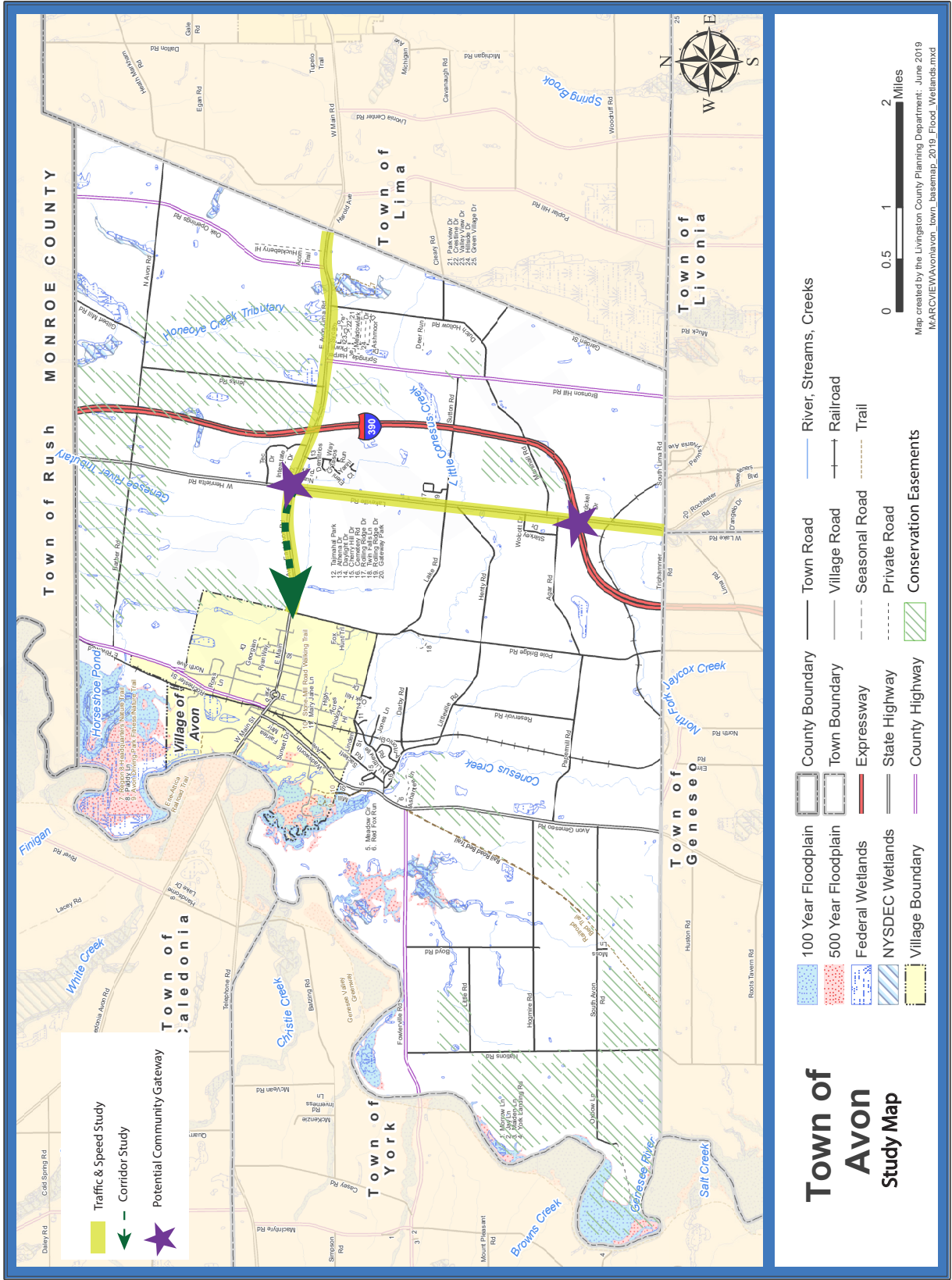
Goal I2: Improve efficiency and resiliency of Town facilities and operations to save taxpayer money.				
Priority		Time Frame	Action Type	Lead
Policy I2.1: Participate in state programs and pursue grants that reward communities for being energy efficient and resilient.		Ongoing	PR IC	TB
	Action 1: Participate in either the Climate Smart Community or Clean Energy Communities program to qualify for grants and technical assistance to build community resilience to climate change.	Ongoing	PR IC	TB
	Action 2: Become a Green Purchasing Community by prioritizing the selection of products and services that are healthier for our community and the environment.	Mid-term	O	TB
Policy I2.2: Evaluate, study, and implement programs to improve energy efficiency and emergency preparedness in government facilities and operations.		Ongoing	PL IC	TB CEO Public Water Consultant
	Action 1: Require energy benchmarking for municipal buildings.	Mid-term	O	TB CEO Town Water
	Action 2: Perform government building energy audits and use a phased approach to auditing a building's energy.	Mid-term	O IC	TB CEO Public Water
	Action 3: Develop, adopt, and update a Town emergency management plan to lessen the impact of emergencies and assist our community in recovering from natural disasters. This plan will include the evaluation of public safety facilities (local police, protection, fire protection, and emergency medical services) to ensure adequate service levels.	Mid-term	PL IC	TB CEO Public Water Consultant

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Goal I3: Encourage the sense of pride in the community by cultivating a culture of environmental awareness and stewardship.

<i>Priority</i>		<i>Time Frame</i>	<i>Action Type</i>	<i>Lead</i>
Policy I3.1: Offer community workshops that educate the public about ways to be more energy efficient to reduce energy consumption and build public support for additional conservation measures.		Ongoing	PR	TB NYSERDA
	Action 1: Offer community workshops on energy efficiency audits, weatherization, community solar, and applications for other federal and state cost savings programs.	Ongoing	PR	TB NYSERDA
	Action 2: Offer community workshops on how to reduce food waste.	Ongoing	PR	TB NYSERDA
	Action 3: Introduce energy reduction campaigns to engage residents and businesses in creative ways to reduce their energy use and associated greenhouse gas emissions.	Ongoing	PR	TB NYSERDA



Map 2: Town of Avon Future Studies Map

CHAPTER 4:

FUTURE LAND USE PLAN

A Future Land Use Plan ("Land Use Plan") incorporates Avon's Vision for future growth, preservation, and development and helps guide the character of specific areas throughout the Town. The Land Use Plan aims to preserve key areas, such as neighborhoods and environmentally sensitive sites, while envisioning new development that fits within the established context. The Land Use Plan is a tool that can be used to guide future zoning by visually displaying the goals, visions and actions of the Comprehensive Plan. The Land Use Plan highlights areas appropriate for development and conservation and prioritizes community desires, and informs future land use and zoning developments.

The Land Use Plan is a visual representation of the desired uses and patterns of land use. It identifies areas where certain development is most appropriate and provides a broad overview of future development that aligns with the Town's Vision. The Land Use Plan does not define permitted uses or classifications for specific properties in the Town. The Land Use Plan and accompanying Map on page 45 is intentionally broad, and it does not indicate specific boundaries or current or future zoning designations. However, it is a tool that can be used to guide future zoning decisions and is intended represent the Town's preferences regarding certain categories of development in the Town. The Land Use Map consists of the following land use types:

The Future Land Use Plan and associated maps represent a long-term vision. Land use plan maps are not legally binding and are not zoning maps. The Town may choose to create zoning and regulations that support the Plan, but this section is not regulatory. It is a vision and a guide.

- Agricultural
- Viewsheds
- Hamlet
- Residential
- Public
- Commercial
- Industrial

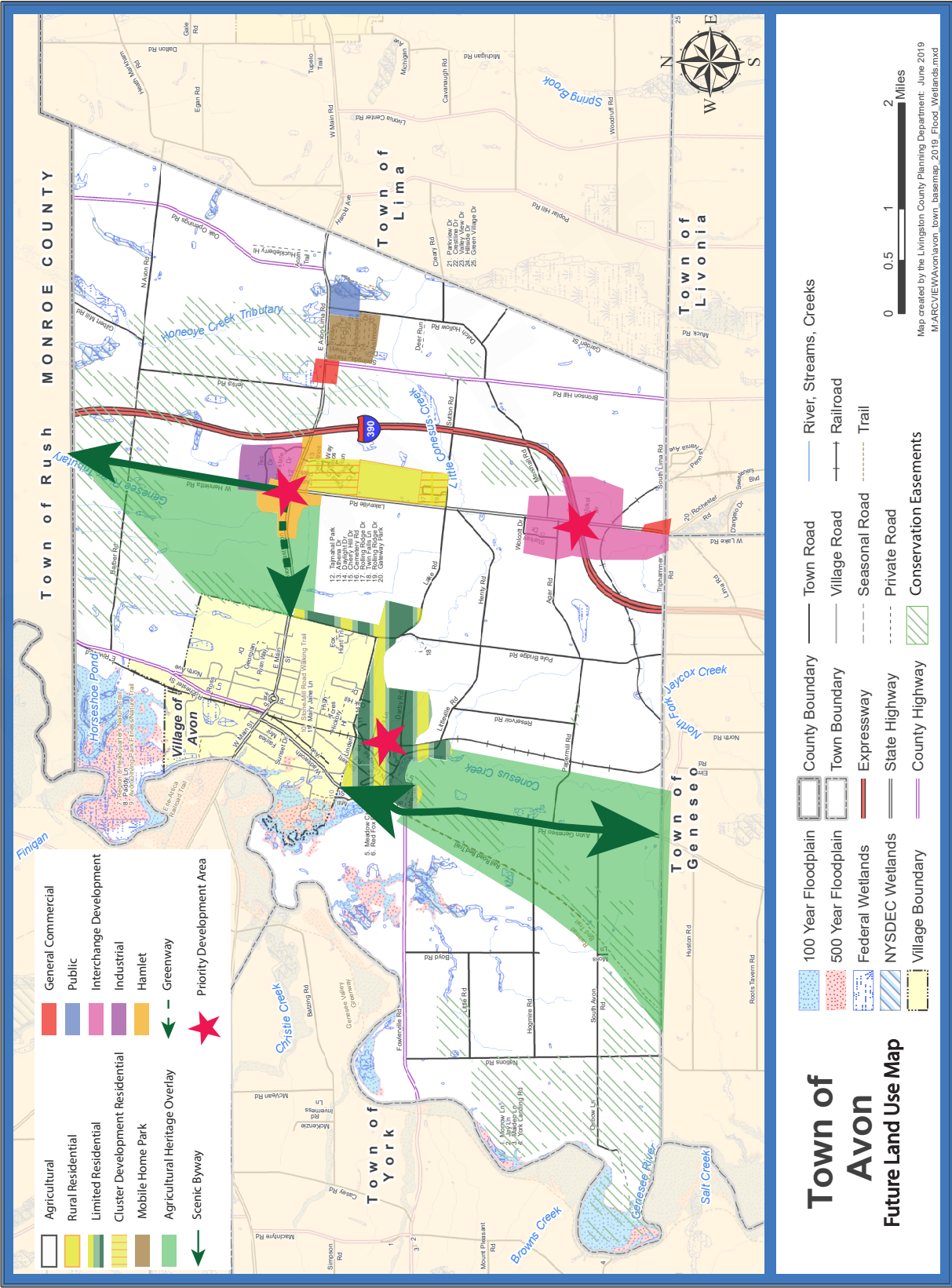
The Land Use Plan and Map should be used by the Town Board, Planning Board and Zoning Board of Appeals to guide future zoning and land use regulations, and prioritize capital improvements and land acquisition over the next decade. It should be noted that the Future Land Use Map is not a regulatory document, but provides a helpful resource to Town officials and staff in determining if development proposals are consistent with the general intent of this Comprehensive Plan.

The Land Use Map also shows the location and extent of the 100- and 500-year floodplains as well as the properties that are protected by conservation easements. These elements have been included as it is important to consider the proximity and impact to floodplains and protected lands with future development.

The next pages include the intent of each land use type and any recommended changes to current land use designations.



Nations Road (Larry Tetamore, Tetamore Photographic)



AGRICULTURAL

Agriculture is the dominant land use in Avon, and defines its rural identity, which is highly valued by the community while supporting agribusinesses, local retail, and other service sectors. Many local farmers are committed to preserving their land through the participation in the County's Agricultural District by securing conservation easements.

Community engagement conducted over the last three decades consistently shows that preserving the Town's agricultural heritage and rural character remains a top priority for residents. As the community evolves, it will be critical to balance the interests of economic development with preserving Avon's natural landscape.

The ~~white~~ areas on the Land Use Map are designated as Agricultural.

Areas designated as Agriculture in the Land Use Plan are intended to remain predominantly agricultural use. Residential properties within this area are characterized by single family homes with a general density of 1 unit per 3+ acres. Compatible uses include farming, home-based businesses, agriculture-related businesses such as packing, distribution and small-scale processing, natural resource-based businesses, public and recreational uses, and renewable energy development pursuant to Local Law No. 3-2018 (<https://ecode360.com/35773954>).

Recommendations

The Town should continue to limit the number of non-agricultural uses located in these areas and direct development away from areas with prime agricultural soil. It should be noted that any successful farmland preservation effort must recognize and balance the owner's right to develop their property.

The area designated for Agricultural uses is generally consistent with the Town's Agricultural Zoning District. The Zoning Code indicates that the Agricultural Zoning District gives priority to farming related activities over non-farming activities. Any zoning revisions that are intended to protect farming and preserve farmland should not be undertaken without the support of the local farming community. The Town should continue to work closely with local farm operators, Livingston County, and the Genesee Valley Conservancy to ensure the continued effectiveness of the Agricultural District regulations and, where appropriate, expand the use of conservation easements to preserve the Town's rural character and maintain its strong agricultural base.

The Town should continue to enforce zoning regulations that accommodate a variety of rural residential and business uses. The special permit review process will help protect the character of the area when energy projects and other permitted businesses are proposed for development in these areas. The Town should consider other techniques to protect farming operations from the encroachment of non-farming uses.

Sliding Scale Zoning: This zoning technique would allow a specified number of dwelling units per farm parcel. Base parcel sizes need to be identified at the time such zoning is adopted. Small lot sizes may be required, in order to allow more land to stay in farming. In addition, the maximum lot size on which a non-farm dwelling would be permitted would be one acre with a maximum lot width of 150 feet. Any zoning revisions that are intended to protect farming and preserve farmland should not be undertaken without the support of the local farming community.

VIEWSHED PROTECTION

One of the Town's key priorities is to protect the area's natural beauty and scenic viewsheds. These corridors welcome residents and visitors with undeveloped green space, fostering a strong sense of place and defining the community's distinctive landscape. During the public input process residents emphasized the desire to protect the scenic beauty of the following corridors:

- Routes 5 & 20 between the Hamlet of East Avon and the Village.
- Route 15 between the Hamlet of East Avon and the northern Town boarder.
- Route 39 between Fowlerville Road and the southern Town border.

The goal of designating Viewshed Protection areas is to preserve these highly valued scenic vistas by regulating development that could obstruct prominent views from certain locations within the Town.

Recommendations

The following is recommended:

- Adopt zoning regulations to protect viewsheds
- Establish a scenic byway
- Establish a greenway

Viewshed Protective Zoning: To preserve the visual integrity of the corridors identified during the planning process, the Town should consider adopting an Agricultural Heritage Overlay (AHO) zone for the areas shown in **green** on the Land Use Map. This will not only protect valuable and beautiful corridors of the Town but will also reduce the number of non-farming uses that would distract from their natural beauty. The Town can consider the following requirements and limits in the AHO:

- Buildings: Establish limits on building height, building setbacks.

- Lighting: Evaluate lighting for scenic impact.
- Landscaping: Restrict tree removal that would result in clear-cutting and similar practices that impact viewsheds; require landscape buffers around certain uses.

Scenic Byway: Nominate the following road coordinators to recognized as scenic byway in the Town:

- Route 15 from the northern Town border to Routes 5 & 20.
- Route 5 & 20 from Route 15 east towards the Village.
- Route 39 from the Village to southern Town boarder.

The purpose of a scenic byway is to provide a visually appealing driving experience. This could be established to extend beyond the Town and Village of Avon, through inter-municipal coordination with the Town of Geneseo to the south and the Town of Rush to the north. The scenic byway is shown as a **green arrow** on the Land Use Map.

Greenway: The community has expressed a desire to have a pedestrian and bicycle connection between the Village and East Avon along Routes 5 & 20. This could take the form of a single multi-use trail or separate sidewalk and bicycle facilities. The type of facility and exact alignment would need to be determined after additional study and outreach to the community. The greenway is show as a **green dashed arrow** on the Land Use Map.



View looking east from Rt. 15 (Google Street View, 2022)



View looking north from Rt. 5 & 20 (Google Street View, 2022)



View looking east from Rt. 39 (Google Street View, 2022)

EAST HAMLET AREA

East Avon has historically contained a mix of land uses, including community uses and commercial establishments near residential neighborhoods. The **orange** areas on the future land use map are designated as Hamlet Area land use.

The intent of the East Avon Hamlet Area is to foster the development of a mixed-use, walkable activity center that attracts a variety of business types. The East Avon Hamlet area is considered a priority development area due to community feedback, availability of infrastructure, current zoning, and similar land use; it is indicated by a ★ on the Land Use Map.

The 2024 community survey results indicated that 52% of respondents would like to see the community focus new commercial development in the Cross Roads Commerce Park and 40% indicated that commercial development should be focused in East Avon along Routes 5 & 20. During the planning process, it was also indicated that residents would like to see investment in East Avon that re-establishes its traditional architectural character and see business that fit the community character and provide value to residents.

Over the past decade the Town has taken some of the steps necessary to revitalize the Hamlet. The first was the creation of a conceptual master plan as part of the [State Routes 5 & 20 Land Use and Access Management Plan](#) (LUAMP) completed in 2002. In 2007 the Town adopted the Hamlet Commercial District (HCD) and Residential Hamlet Mixed-Use District (RH-M) in an effort to implement some of the LUAMP's recommendations. As of 2025, these Zoning District have not been placed on the official Zoning Map and are not in use.

Recommendations

The following is recommended:

- Amend zoning provisions
- Establish a community gateway
- Set design guidelines

Amend Zoning Provisions: Prior to applying the HCD and RH-M Districts, it is recommended that several provisions be updated, such as reducing the maximum setbacks from 50 feet or 70 feet to 20 feet or 30 feet, respectively. This will create a streetscape that better fits the intent of the East Avon Hamlet Area.

Currently, excavation operations and mobile home parks can be developed with the issuance of a special permit in the HCD and RH-M Zoning Districts. These uses should no longer be permitted in these areas.

Community Gateway: Establish a community gateway within the East Avon Hamlet Area. Gateways are important features that symbolically define Avon, create identity and help people find their way around. A gateway not only indicates that you have entered Avon but will help make the best first impression. Development at gateways should help shape this sense of identity by the nature and quality of landscaping, built form and design features.

Design Guidelines: Establish design guidelines for the East Avon Hamlet area by using the [Site Design Criteria and Land Development Regulations](#) developed in 2017 and the [Livingston County Downtown Design Guidelines](#) developed in 2021. These guidelines and standards provide design direction for development, re-development, and enhancement of buildings, streetscapes, and public open spaces. Sensitive development enhancements, as well as other street and park improvements, will help advance the community goal of fostering a vibrant, inviting, and connected commercial core.

These guidelines address the way buildings should relate to each other, the public realm, and the overall physical appearance of the Hamlet, to ensure a consistent community character. They will help improve the visual aesthetic of local buildings and landscapes, reduce the visual clutter of commercial signs, and promote the integration of individual buildings to create an attractive and cohesive public environment. Basic hamlet design principles should reflect the character of the Town.

Site Planning:

- Minimize commercial setbacks, with buildings close to sidewalks.
- Parking areas should be on the side or rear of the building and visually screened from view. Parking lots between the building and the street should be prohibited. Paved parking and asphalt areas which directly abut the building exterior should be prohibited.
- Adjacent properties should connect or share their driveways and parking areas to limit curb cuts along the main corridor, with the exception of detached dwellings.
- Utilitarian functions such as outdoor storage, dumpsters, loading docks, vehicle service bays and similar areas should be kept in the rear of the building and screened from view.

Building Scale:

- Buildings and public spaces should be proportional to pedestrians, as well as the buildings around them.
- Buildings should be at least two-stories in height, or have the scale of a two-story structure.
- Wider facades (greater than 50 feet) should be broken up into smaller visual segments. This can be achieved by using pitched roofs, material variety to discourage the visibility of large areas of blank walls facing the road.
- Prohibit the use of garage doors and loading docks on the front facade.

- Front entry points into the building should be readily visible and highlighted with the use of different massing or separate roof elements.

Architectural Character:

The architectural character of the Routes 5 & 20 corridor is varied and diverse. It is recommended that some basic architectural standards be maintained.

- Wood, brick, or equivalent materials are preferred.
- Non-residential first floors should be mostly transparent with the use of windows and doors.
- Awnings are encouraged.

Signage:

The proper use of signage along the corridor will have a marked impact on the visual appeal of this area.

- The use of a freestanding sign which lists multiple business names or large amounts of information should be avoided.
- Carved or raised lettering is to be encouraged.
- Signs should be sized and placed in a manner that is consistent with the architectural features of the building.
- The lighting of signs could be strictly limited to small, shielded lamps, which produce only the minimum amount of light needed to illuminate the sign surface, mounted to the exterior above or below the sign board.

Landscaping:

- The front yard areas of all commercial properties should be sufficiently landscaped with well maintained lawn, shrubs, trees and other decorative plantings to create an attractive appearance from the roadway.
- The immediate perimeter around the front facade of the building should be framed with a planting area consisting of bushes, flowers and/or lawn.

4. Future Land Use Plan

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Pedestrian Access:

- Building entrances should be easily accessible to pedestrians and oriented toward the street.
- New commercial properties or existing properties seeking site plan approval for significant exterior alterations should be required to provide a sidewalk along the entire parcel frontage.

Traffic:

Slow traffic to capture attention and interest at the entrances into the Hamlet. Traffic calming techniques to considered include:

- Speed trailer telling the driver how fast they are going
- Narrowing the roadway by the use of pavement markings or curb extensions
- Roundabouts
- Speed bumps/tables

The Visual Preference Survey results indicate that the Town is supportive of building and site design elements that are architecturally pleasing, well landscaped, and pedestrian friendly. The images on this page are the highest scoring from the Visual Preference Survey and are the preferred design of the Hamlet.

PUBLIC

There are several areas designated as Public in the Town. These areas include Papermill Park, the Regional Office of the New York State Department of Environmental Conservation (NYS DEC), and the water storage tank at the eastern Town boundary on the north side of Routes 5 & 20. Public parcels are indicated in **blue** on the Land Use Map.

There are no land use changes for public uses.



RESIDENTIAL

Residential land use in the Town of Avon currently accounts for the second largest use of land after agricultural. Given the Town's aging population, future residential uses should strive to provide a variety of housing types to retain and attract residents. It is also highly important to residents that the Town preserves open space, so future residential uses should strive to develop in a way that does not detract from the rural landscape. To accommodate a variety of housing types and avoid sprawl, the following residential future land uses have been identified:

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

Residents expressed that preservation of open space and the Town's rural character should be a priority in reviewing future development proposal.

Limited Residential

The Limited Residential area is characterized by single-family neighborhoods with a general density of one unit per acre or more. This area includes the existing single-family homes along Sackett Road, Littleville Road, Darby Road, and Pole Bridge Road. The Limited Residential areas should provide a transition of residential uses from the more densely populated Village to the Town.

Limited Residential is indicated in **yellow** and **green** stripes on the future land use map.

Recommendations

It is recommended that if more housing is built within the Town it should be prioritized near the resources and infrastructure of the Village. Prioritizing residential development adjacent to the Village will also support Avon residents' desires to protect and preserve agricultural land uses and views. This

priority development area is indicated by a on  the Land Use Map.



Limited Residential, Antonio Drive (Google Street View, 2023)

Rural Residential

Rural residential areas are characterized by single family homes with a general density of 1 unit per 3+ acres. The areas designated as rural residential will continue the historic development pattern of having larger "estates" or "farmette" style lots. This area includes land along Route 15, between Royal Springs and Rolling Ridge Drive. Town residents have emphasized the importance of encouraging this type of residential development and preserving open space to protect Avon's rural character and natural landscape. The intent of the Rural Residential designation is to strike a balance between the separate aims of maintaining the Town's rural landscape and addressing the need for housing availability.

Rural Residential is indicated in **yellow** on the future land use map.

Recommendations

To accommodate potential housing development in this area it is recommended that the area between Royal Springs and Rolling Ridge Drive be classified as rural residential. This will increase the minimum lot size ranging from ranging from one acre to three acres home, allowing for future growth that better fits within the desired character of Avon.

However, smaller lot sizes may be considered if a development proposal demonstrates the preservation of significant open space, such as through the implementation of conservation subdivisions. To facilitate this, the Town should review and update its subdivision law as needed to provide for conservation subdivisions.

Cluster Development

The intent of this area is to tie in with the commercial and industrial development allowed in the East Avon Hamlet Area. Presently there are two cluster developments in this area, Royal Springs and Rolling Ridge Drive, that have an average density of four units per acre. Increased density is permitted in this area. Cluster development is indicated as **yellow** with **orange** on the future land use map.

Recommendations

It is recommended that this area continue to accommodate potential future growth in either Royal Springs or Rolling Ridge Drive; however, to preserve the rural nature of the community and protect open space it is recommended to decrease the size from the 2016 Plan. It is recommended that an approximately 500-foot buffer be established between I-390 and the eastern edge of the already established developments.



Cluster Development Royal Springs (Google Street View, 2022)

Mobile Home Park

The **brown** areas on the future land use map are designated as mobile home park areas.

Recommendations

Current mobile home parks should be grandfathered in; however, the expansions of or the creation of new mobile home parks should not be permitted within the Town.

COMMERCIAL & INDUSTRIAL DEVELOPMENT

A large portion of the commercial activity happens in the Village along Routes 5 & 20 in the Central Business District. Within the Town, businesses are generally located in the areas classified as General Commercial (shown in **red**) and Interchange Development (shown in **pink**).

There are no land use changes for commercial or interchange development.

The **purple** areas on the Future Land use map are industrial areas. The Town has been successful in attracting new industrial and commercial development to the area. This area is primarily zoned Combined General Business /Light Industrial (B-1/LI).

There are no land use changes for Industrial.

Recommendations

The community is supportive of more business development at I-390 exit 9 and 10. According to the 2024 community survey results, 52% of respondents would like to see development prioritized off of Exit 10, specifically in the Cross Roads Commerce Park, and 34% respondents would like to see development prioritized off of Exit 9.

This priority development area is indicated by a ★ on the Land Use Map.

It is recommended to consider the first impressions as people enter the Town at these two interchanges when considering the type of commercial development to attract.

The preferred design of the commercial and industrial areas is shown below. The Visual Preference Survey results indicate that the Town is supportive of building and site design elements that architecturally pleasing. The images are the highest scoring from the Visual Preference Survey.

