

Introduction

The Town of Avon is updating its current comprehensive plan to better address the challenges and opportunities the Town faces today and in the future. The planning process will be divided into three main phases: a Listening phase, Visioning phase, and Action phase, which is followed by adopting and implementing the plan. This three-phase approach will help define Avon's vision for the future, establish goals, and set a framework for future decision-making. The goal of this Plan is to be a blueprint for the future of the Town of Avon that is flexible, adaptative, and is in harmony with the vision residents have for their community. To ensure that the Plan addresses the desires and concerns of the public, opportunities will be provided to engage Town residents and stakeholders in the development of the Plan's content.

August 13, 2024, Visioning Workshop

The second public engagement event for the Plan Update occurred on August 13, 2024, at 7 pm on the third floor of the Opera Block (17 Genesee Street, Avon, NY). The purpose of the Workshop was to

A visioning exercise and visual preference activities were conducted.

Attendees:

J. Loewenstein of the Genesee/Finger Lakes Regional Planning Council, with approximately 20 attendees. Attendees included Steering Committee members, and Town and Village residents.

Agenda:

- Welcome activity: On the map color code the areas you would like to see preserved and the areas you would like to see developed
- 15 minutes: Comprehensive Plan Overview
- 30 minutes: Visioning Exercise
- 30 minutes: Visual Preference Activity
- 15 minutes: Next steps and Questions

Presentation

A presentation was given by consultant Regional Planner Jenny Loewenstein from Genesee Finger Lakes Regional Planning Council. Notes on the presentation are as follows:

Background

Avon is updating its Comprehensive plan to better reflect the challenges and opportunities facing the Town today and in the future. The Comprehensive Plan provides a vision for the future of the community and the steps needed to make that vision a reality. This plan will inform several Town functions:

- Budgeting and capital improvement
- Cultural and economic development
- Grant Acquisition
- Zoning, subdivision, and land development

Timeline

During the Listening phase we heard your feedback on your priorities during the May 14 public event. Over 200 people provided their feedback in the survey, which closed on August 13. The survey will be reviewed to ensure that your feedback is included in the Plan.

We are currently in the Visioning phase. During this phase the committee has met to go through their own visioning exercise. The committee brought up the following themes during their visioning exercise:

- Well connected
- Thriving and inviting place to live
- Avon has a clear identity and sense of place

The next phase is the Action phase. With committee support actions and strategy recommendations will be drafted. These actions and strategies will support your vision and priorities. There will be ample opportunity to provide feedback on the draft plan and recommendations. And then during the Implementation phase we will work with the Town and County for approval and hold a public hearing and adoption.



Ways to Engage

Visit the [Town website](#) or the [Engagement website](#) for updates and event announcements. Currently the visioning exercise and visual preferences activity are available on the engagement website for those who could not make the August 13 event or have additional feedback to provide.

Visioning Exercise

At each table every participant had a visioning activity sheet. Each person wrote down their answers to the following questions:

- **Image-** What do you want the Town to be like in the next 10- 30 years? What is the Town known for, and what do you want it to be known for?
- **Assets-** What are the assets of the Town that should be capitalized on? What things in the Town enhance the quality of life and provide opportunities?
- **Actions-** What actions should be taken to enhance the image and assets of the Town?
- **Values-** What convictions and beliefs should guide the Town's actions?

Afterwards participants formed a small group with the people at their table to discuss their vision for Avon and developed a list of key words/phrases. We discussed the lists afterwards.

What We Heard

Image: How Would you like the Town to look in 2035? +symbol indicates the number of times that this word or phrase came up during the activity.

- Public transit and Transportation alternatives +
- Trails, fishing, biking, hiking, recreation opportunities, and open spaces +++
- Common sense
- Comfortable
- Diverse, growing economy
- A place of choice, with choices
- Connections
- Rural character +++++
- Views and vistas +
- Small, local retail shops and restaurants +
- Vibrant agricultural community +++
- Like it does now ++
- Community gathering spaces +++++
- Preserved and historic +
- Small Town with active Village Center ++
- Quiet and peaceful ++
- Manufacturing
- Family friendly and supports children ++
- Community +
- Inviting ++
- Well landscaped, sidewalks, public gardens, lots of healthy trees
- Clean and well maintained ++++++
- Spacious +++
- Organized, thoughtful development, and integrated +++
- Safe +++
- Available and affordable housing options ++
- Unique
- Progressive
- Healthy ++
- The details matter
- Welcoming and friendly +
- Green
- Attractive ++
- Desirable
- No more solar please
- Well supported central school system +
- Efficient roadways
- More density
- Bustling
- Invested
- Inclusive community
- “Avon Up”
- Great place to live
- Good neighbors

Assets: What are the assets to the town that should be capitalized on? What things should the Town enhance the quality of life and provide opportunities? +symbol indicates the number of times that this word or phrase came up during the activity.

- | | |
|--|--|
| <ul style="list-style-type: none"> • Location provides access and proximity to Rochester, Finger Lakes, Western NY for amenities, outdoor activities, and cultural events ++++++ • Access to higher education (Geneseo RIT, UR, MCCC, etc.) • Plenty of open green spaces ++ • Plenty of developable “brown sites” • Good public education+ • Educated labor pool • Access to rail line • Lots of fresh water • Rural setting and beauty ++ • History and preservation +++ • Small town feel • No crime • Good start in identifying business development area | <ul style="list-style-type: none"> • Water-rivers and streams • Clean and well maintained • Light industrial, commerce and local businesses + • Family and active farms and farmland +++ • Quality community events + • People and a sense of community ++ • Creative • Connections • Climate, no natural disasters + • Culture • “Alone together” • Great parks and trails ++++ • Views/vistas +++ • Land preservation • Existing commercial space • Friendly |
|--|--|

Actions: What actions should be taken to enhance the image and assets of the Town. +symbol indicates the number of times that this word or phrase came up during the activity.

- | | |
|--|--|
| <ul style="list-style-type: none"> • More signage • Strong planning and zoning board • Better/more reliable online connectivity • More walkable, bikeable connections and transportation alternatives++ • Maintain and improve current parks and create new parks. Increase awareness of where parks are located and their amenities++ • Attract more small independent retail operations and professional | <ul style="list-style-type: none"> services, no chain restaurants or stores+ • Utilize grants + • Incentivize non-industrial businesses • Connect with other local towns • Develop community • Incentives to develop existing/dilapidated commercial property • Fitness/recreation/community center • Increase tourism |
|--|--|

- Encourage green space preservation ++
- Support historic preservation
- Design guidelines for development areas
- Great planning and zoning laws that are fair and well-reasoned +
- The attraction needed to entice good hearted citizens to participate on these boards +
- Town should invest in small visions for growth nodes and gateways +
- Explore streetscapes, facade standards, and active bike/ped infrastructure to enhance community
- Ensure new development fits Town character
- Low hanging fruit
- Develop missing middle housing +
- Enhanced instead of developed
- Occasional Town hall meetings where ideas are exchanged
- Better connection with emergency services, veterans' services, town and County meetings
- Promote current businesses
- Very cautious approach to any solar power development
- Limited subdivisions
- Maintain infrastructure- clean water, good roads, street lighting +++
- Encourage development of clean businesses (example Mathews Bus, Penny Saver)
- Encourage use of existing commercial space with very intentional development ++++
- Beautification of East Avon- install sidewalks, restaurants, a grocery store +
- Better quality materials and consistent design and building standards +
- Indoor recreational buildings that can be used year round
- Invest in adequately sized and maintained utility infrastructure in node development areas +
- Streets and roads that are properly sized and well maintained
- 3-acre or larger building lots +
- Economic development concentrated in areas

Values: What convictions or beliefs should guide the Town's actions? What are the Values that define the Town's identity? +symbol indicates the number of times that this word or phrase came up during the activity.

- Any development will have to be congruent with Avon's rural/agricultural heritage +
- Willingness to help each other
- Small community with family values +++
- People focused
- Friendly, everyone knows everyone +
- Crime free
- Vibrant +
- Importance of health and whole foods +
- Strong community
- Small town charm +
- Local shops

- Great public space parks trails, recreation +
- Sustainable and responsible development that's not out of control; balance preservation with growth opportunities. Develop with integrity ++++
- Farmer friendly community ++
- Togetherness
- Timeless
- Open space
- Continue to make Avon a great place to live
- Town residents involved with the Village
- Keep the rural feel of the town +

Visual Preferences

During this exercise participants looked at posters at the front of the room that had pictures that represented the following categories:

- Residential
- Commercial
- Streetscape
- Parking lot design
- Preservation areas and open space

Participants thought about how they would like the developed areas and the preservation areas of the Town to look. They placed green stickers on photos that represented their vision as discussed in the previous activity, yellow stickers on photos that only marginally represented their vision, and red stickers on photos that did not represent their vision. The results of each of the images are represented below.

Each photo was scored. Green stickers were given 1 point, yellow stickers were given 0 points, and red stickers were given negative 1 point. An average score was calculated, and a favorability percentage was awarded. Each photo in each category was ranked from 1 to 9. 1 being the highest scoring and 9 being the lowest scoring.

What We Heard

Residential

Attendees ranked single-family large development as the lowest (9) among all the residential images. The single-family large development had a favorability score of -100%. Attendees ranked single-family rural lot as the highest (1). Single-family rural lots received a favorability score of +85.7%.



Single-Family
Large
Development

Green: 0
Yellow: 0
Red: 9
Total Votes: 9
Favorability score: -100%
Score Rank: 9



Single-Family
Small Cul De Sac

Green- 0
Yellow- 3
Red- 5
Total Votes: 8
Favorability Score: -62.5%
Score Rank: 8 (tied)



Single-Family
Rural Lot

Green: 12
Yellow: 2
Red: 0
Total Votes: 14
Favorability Score: +85.7%
Score Rank: 1



Single-Family
Rural Lot

Green: 8
Yellow: 1
Red: 1
Total Votes: 10
Favorability Score: +70%
Score Rank: 3



Townhome

Green: 6
Yellow: 2
Red: 0
Total Votes: 8
Average Score: +75%
Score Rank: 2



2-Family
Residential

Green: 4
Yellow: 1
Red: 1
Total Votes: 6
Favorability Score: +50%
Score Rank: 4



Tiny Homes

Green: 1
Yellow: 1
Red: 6
Total Votes: 8
Favorability Score: -62.5%
Score Rank: 8 (tied)



Accessory Dwelling Unit (ADU)

Green: 1
 Yellow: 4
 Red: 4
 Total Votes: 9
 Favorability Score: -33.3%
Score Rank:6



Mixed Use (Retail with residential above)

Green: 4
 Yellow:3
 Red: 0
 Total Votes: 7
 Favorability Score: +57.1%
Score Rank: 5

Commercial Development

Attendees ranked large format retail (multiple tenants) as the lowest (9) among all the commercial development images. The large format retail development type had a favorability score of -100%. Attendees ranked both of the small format retail images as the highest (1), both receiving a favorability score of +100%.



Drive-Through
Retail

Green: 1
Yellow: 5
Red: 5
Total Votes: 11
Favorability Score: -36.3%
Score Rank: 8



Small Format
Retail

Green: 7
Yellow: 0
Red: 0
Total Votes: 7
Favorability Score: +100%
Score Rank: 1 (tied)



Small Format
Retail

Green: 11
Yellow: 0
Red: 0
Total Votes: 11
Favorability Score: +100%
Score Rank: 1 (tied)



Multi-Tenant
Retail Building

Green: 1
Yellow: 3
Red: 4
Total Votes: 8
Favorability Score: -37.5%
Score Rank: 7



Multi-Tenant
Retail Building

Green: 6
Yellow: 2
Red: 0
Total Votes: 8
Favorability Score: +75%
Score Rank: 3



Retail Existing
Building (Adaptive
Reuse)

Green: 4
Yellow: 4
Red: 1
Total Votes: 9
Favorability Score: +33.3%
Score Rank: 4



Light Industrial
(e.g. E. Avon Road)

Green: 4
Yellow: 3
Red: 3
Total Votes: 10
Favorability Score: +10%
Score Rank: 5



Office Building as
Part of an
Industrial Campus

Green: 2
Yellow: 6
Red: 2
Total Votes: 10
Favorability Score: 0%
Score Rank: 6



Large Format
Retail (Multiple
Tenants)

Green: 0
Yellow: 0
Red: 12
Total Votes: 12
Favorability Score: -100%
Score Rank: 9

Parking Lot Design

Attendees ranked asphalt parking lot, no landscaping as the lowest (9) among all the parking lot design images. This parking lot image had a favorability score of -94.7%. Attendees ranked the first planted buffer image and the green infrastructure image as the highest (1), both receiving a favorability score of +100%.



Asphalt Parking
Lot, No
Landscaping

Green: 0
Yellow: 1
Red: 18
Total Votes: 19
Favorability Score: -94.7%
Score Rank: 9



Planted Buffer

Green: 7
Yellow: 0
Red: 0
Total Votes: 7
Favorability Score: +100%
Score Rank: 1 (tied)



Planted Buffer

Green: 5
Yellow: 2
Red: 0
Total Votes: 7
Favorability Score: +71.4%
Score Rank: 5



Perimeter
Landscaping and
Screening

Green: 8
Yellow: 1
Red: 0
Total Votes: 9
Favorability Score: +88.8%
Score Rank: 3



Perimeter
Landscaping and
Screening

Green: 4
Yellow: 1
Red: 0
Total Votes: 5
Favorability Score: +80%
Score Rank: 4



Pedestrian
Walkway through
Parking Lot

Green: 4
Yellow: 0
Red: 1
Total Votes: 5
Favorability Score: +60%
Score Rank: 6



Green
Infrastructure

Green: 8
Yellow: 0
Red: 0
Total Votes: 8
Favorability Score: +100%
Score Rank: 1 (tied)



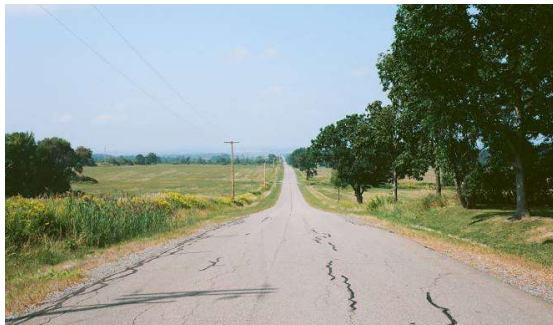
Permeable Pavers Green: 5
 Yellow: 2
 Red: 2
 Total Votes: 9
 Favorability Score: +33.3%
Score Rank: 7



Parking Lot Solar Green: 2
 Yellow: 3
 Red: 7
 Total Votes: 12
 Favorability Score: -41.6%
Score Rank: 8

Streetscape Design

Attendees ranked the major thoroughfare (e.g. Route 5) image as the lowest (9) among all the streetscape design images. This parking lot image had a favorability score of -50%. Attendees ranked the separated multi-use trail and the sidewalk with pedestrian amenities image as the highest (1), both receiving a favorability score of +100%.



Rural County Road Green: 8
 Yellow: 1
 Red: 1
 Total Votes: 10
 Favorability Score: +70%
Score Rank: 4



Separated Multi-Use Trail Green: 5
 Yellow: 0
 Red: 0
 Total Votes: 5
 Favorability Score: +100
Score Rank: 1 (tied)



Multi-Modal Road

Green: 2
Yellow: 1
Red: 1
Total Votes: 4
Favorability Score: +25%
Score Rank: 8



Wayfinding Signage

Green: 3
Yellow: 1
Red: 1
Total Votes: 5
Favorability Score: +40%
Score Rank: 6



Major Thoroughfare
(e.g. Route 5)

Green: 1
Yellow: 0
Red: 3
Total Votes: 4
Favorability Score: -50%
Score Rank: 9



Major Thoroughfare
with Pedestrian
Connections

Green: 4
Yellow: 2
Red: 0
Total Votes: 6
Favorability Score: +66.6%
Score Rank: 5



Gateway Signage

Green: 4
Yellow: 0
Red: 2
Total Votes: 6
Favorability Score: +33.3%
Score Rank: 7



Sidewalk with
Pedestrian
Amenities

Green:9
Yellow: 0
Red: 0
Total Votes: 9
Favorability Score: +100%
Score Rank: 1 (tied)



Sidewalk with
Pedestrian
Amenities

Green: 5
Yellow:1
Red: 0
Total Votes: 6
Favorability Score: +83.3%
Score Rank: 3

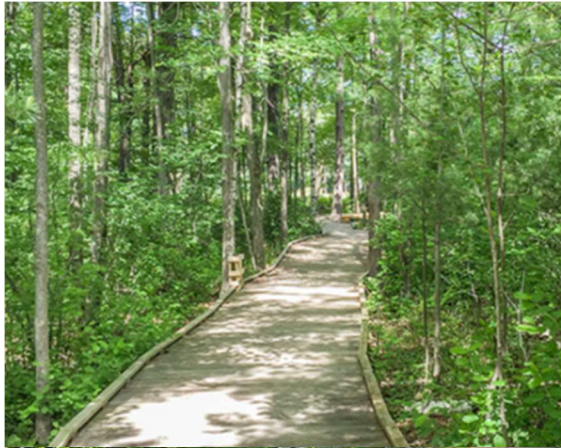
Open Space Preservation

Attendees ranked many of the open space preservation images as very favorable. The multi-use trail, nature trail, playground, picnic shelter, and the passive open space images all received favorability scores of +100%. The disc golf course image received the lowest score (9) and received a favorability score of 0%. This means that this image received an equal number of green and red stickers. Attendees want to make sure that a disc golf course would not be built on valuable farmland.



Multi-Use Trail

Green: 9
Yellow: 0
Red: 0
Total Votes: 9
Favorability Score: +100
Score Rank: 1 (tied)



Nature Trails

Green:10
Yellow: 0
Red: 0
Total Votes: 10
Favorability Score: +100
Score Rank: 1 (tied)



Public Gathering
and Event Spaces

Green:9
Yellow: 0
Red: 2
Total Votes: 11
Favorability Score: +63.6%
Score Rank: 6



Boat and Fishing
Access

Green: 2
Yellow: 0
Red: 1
Total Votes: 3
Favorability Score: +33.3%
Score Rank: 8



Playground

Green: 3
Yellow: 0
Red: 0
Total Votes: 3
Favorability Score: +100
Score Rank: 1 (tied)



Picnic Shelter

Green: 3
Yellow: 0
Red: 0
Total Votes: 3
Favorability Score: +100%
Score Rank: 1 (tied)



Passive Open Space

Green: 11
Yellow: 0
Red: 0
Total Votes: 11
Favorability Score: +100%
Score Rank: 1 (tied)



Disc Golf Course

Green: 5
Yellow: 3
Red: 5
Total Votes: 13
Favorability Score: 0%
Score Rank: 9



Sports and Recreation Complex

Green: 5
Yellow: 5
Red: 1
Total Votes: 11
Favorability Score: 36.3%
Score Rank: 7

Next Steps

The Town of Avon survey was closed on August 13. The survey results will be reviewed and evaluated. A new feedback tool is available on the [Town website](#) and the [Engagement website](#). This new tool provides an opportunity for people to share feedback on their vision of the Town and their visual preferences in similar activities from the workshop.

The survey results from both survey activities will inform proposed strategy recommendations for the Plan Update. In the next phase, the Action phase; strategy recommendations will be drafted. These strategies will support your vision and priorities.

Please keep an eye out for upcoming events and additional ways to engage!