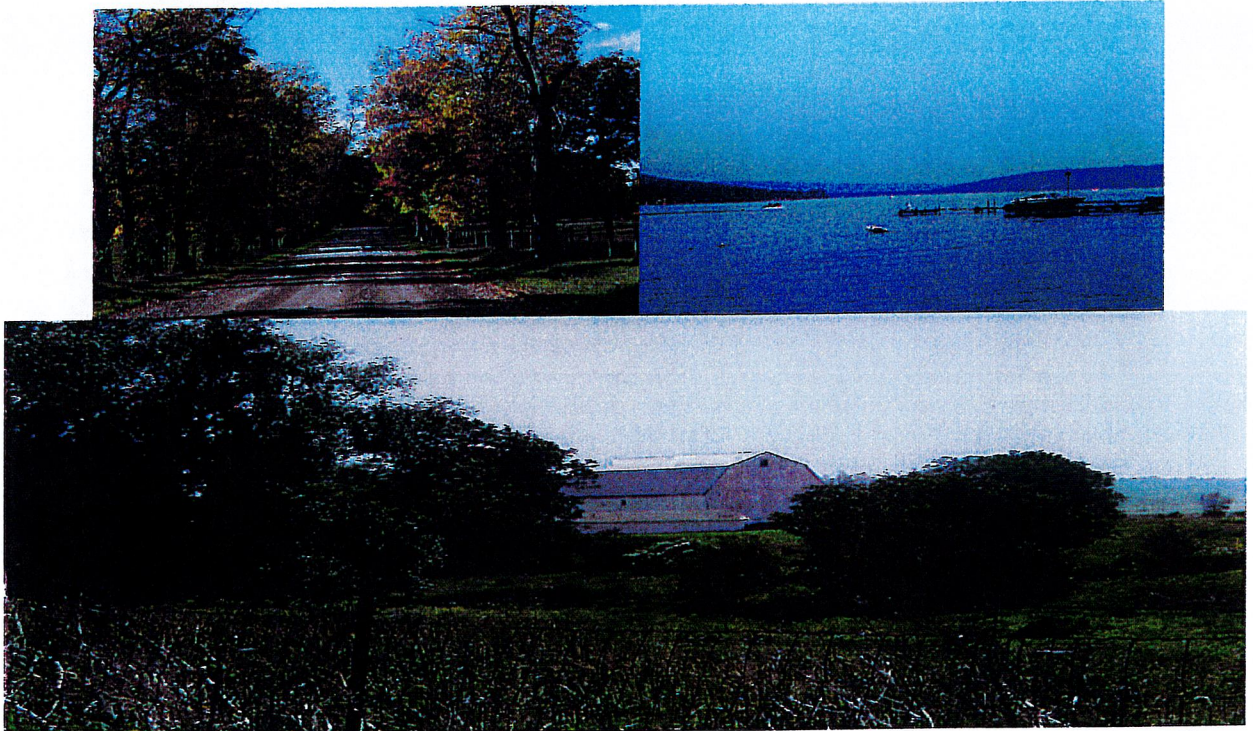




Town of Geneseo
Town Outside Village

2008 Update of Town Comprehensive Master Plan



Adopted, May 2009

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EXECUTIVE SUMMARY

2008 UPDATE TO TOWN COMPREHENSIVE MASTER PLAN

Town of Geneseo
Area Outside of Village

PREFACE

The Town of Geneseo utilizes a comprehensive master plan as a framework for zoning administration, subdivision regulation, design review, resource preservation, and the day-to-day decisions that are made on issues influencing the Town's future. The current plan was completed in 1992 and the Town Board has directed that the plan be updated to ensure that a continuing planning process is maintained and that the plan reflects relevant trends and community sentiment.

A Comprehensive Master Plan Committee was appointed by the Geneseo Town Board and was legally delegated the responsibility for preparing a draft plan for the area of the Town outside the Village of Geneseo but not including the commercial area of the town zoned as the Gateway District. The Committee has now completed a draft plan for consideration by the Town Board.

The draft document stresses the need for sound planning that will ensure that the Town of Geneseo will thrive as a sustainable rural community, providing a valued quality of life for its residents. Once adopted by the Town Board, efforts will be made to coordinate this with plans for the Village of Geneseo and the Gateway District to ensure that goals, objectives, recommendations, and policies are complimentary to one another.

Section 1. Introduction

In this section, a review is made of the purposes in preparing comprehensive plans including their role in establishing local development guidelines for the future growth of a community. The

relationship between the plan and local zoning laws under New York State statues is also explained.

This section describes past planning efforts and the need to revise plans periodically. The organization of the Update to the Comprehensive Plan is outlined and there is a discussion of how the plan will serve as a general guide to decisions about land use control and development plans.

Section II. Comprehensive Planning Process

Background is provided on the formation of the Comprehensive Master Plan Committee, its responsibilities, and the process for Town Board adoption of the recommended plan update. An explanation is provided on the delineation of planning areas and the various components of the planning process. The section reviews the development of goals and objectives for the plan, based on community input, which will provide the basis for the town's future land use policies. Such polices promote the protection of the rural character and agricultural nature of the community while identifying areas for additional development.

Section III. Overview of Planning Area Characteristics and Community Desires

An overview is provided of town characteristics and community desires for the future as expressed in a survey and public meetings. The section contains information on the history of the area, population trends, economic base, land use, housing, and utilities. Information on emergency services, recreation, transportation, and education is also provided.

Section IV. Goals and Objectives

The Mission Statement for the Comprehensive Plan Update is established as:

Protect what we have; be purposeful in what we add.

A vision statement for the Community's future is set forth as are goals and objectives that support the vision statement. These are organized around the following community planning concerns:

- Community character
- Farmland and agriculture
- Environmental features
- Recreation, open space and public amenities
- Residential land use
- Traffic and transportation
- Community issues.

Section V. Planning Recommendations

This section of the Plan Update presents a number of planning recommendations that will further the goals and objectives established for the community's comprehensive plan. The recommendations are organized around the major topics established in the goals and objectives section of the plan. These recommendations are described in the text of the document and shown on a Comprehensive Master Plan Matrix. A land use map is also provided that shows areas of preferred growth and development within the Town of Geneseo.

I. INTRODUCTION

A. COMPREHENSIVE PLANS

Comprehensive plans, often referred to as master plans, are intended to establish guidelines for the future growth of a community. They represent the adopted official statement of a local legislative body in regard to both future development and conservation of existing resources. Master plans set goals, examine existing conditions, and provide long-term visions for the physical, social, and economic characteristics of the community in the years ahead. Equally important, master plans outline the policies, guidelines, and recommendations that will bring these visions to reality.

New York State has enabling legislation that allows local governments to adopt master plans as a means to promote the health, safety, and general welfare of their citizens. While the State does not require the preparation and adoption of master plans by local governments, it does greatly encourage such planning and provides a process for this in the statutes including the means to adopt a formal master plan. Equally important, New York State's statutes require that local zoning laws, and all other land use regulations, be adopted in accordance with a comprehensive (or well considered) plan. Accordingly, the master or comprehensive plan should provide the backbone for town land use regulation.

B. TOWN OF GENESEO COMPREHENSIVE PLAN

The concept of master planning is not new to the Geneseo community. The first Comprehensive Plan for the area was prepared in 1966 by the Geneseo Urban Planning Committee, which was formed by the Village and Town Boards. The current planning process, of which this document is part, is intended to revise a Town and Village Comprehensive Plan that was prepared in 1992. That plan was the result of a collaboration of

the Planning Boards of the Town and Village of Geneseo working together as a Comprehensive Master Plan Committee and assisted by the Livingston County Planning Department and a consultant. Some of the work involved in the 1992 Comprehensive Plan included reference to a Public Concerns Survey undertaken in 1985 and a draft planning map drafted in 1988. The plan was accepted by the Town and Village of Geneseo in 1993 but never enacted. However, the plan has functioned as the working document for the Plan Update. A copy of the 1992 plan is included in the Appendices for reference.

The Town and Village have both recognized that communities are not static and that a variety of changes occur over time. Hence, there exists the need to revise the plan periodically – a process that was recommended in the 1992 planning document. This process of master plan revision is occurring after a period of significant development activity for both the Village and the Town. Business development proposals make it imperative that the community has sound planning that will ensure that Geneseo thrives as a sustainable rural community, providing a quality of life that has value for all its residents.

This document addresses the planning needs of those areas that are outside both the Village of Geneseo and the commercial area of the town zoned as the Gateway District. Other committees have or are in the process of preparing master plan recommendations for these areas. However, efforts will be made to coordinate the three plans together to ensure that goals, objectives, recommendations, and policies are complimentary to one another.

C. PLAN ORGANIZATION

This portion of the Town's update to the Comprehensive Plan for that Area of the Town outside the Village of Geneseo is organized around the following elements:

1. Introduction
2. Comprehensive Planning Process
3. Overview of Planning Area Characteristics and Community Desires
4. Vision, Goals and Objectives for Area
5. Planning Recommendation In Support of Goals and Objectives

6. Comprehensive Master Plan Matrix.

Additionally, appendices are included which provide background information on the community, reports prepared by various Focus Groups during the course of the study, and the results of a public survey used in the planning effort (Appendices C and D). Further, the appendices provide Planning Committee meeting minutes, and documentation of public involvement in the planning process.

This plan is designed to be comprehensive, general, and long-range. It summarizes policies and proposals and is intended to provide flexibility. It is also intended to be used by all decision-makers, both public and private. The plan reflects the desires of the community and serves as a general guide to decisions about land use controls and development plans. It also outlines those governmental strategies that can be used to bring the plan's vision into reality and to accomplish the various recommendations set forth in the plan. Furthermore, it provides a fresh look at the needs of the Town in 2008 in relation to the community planning function.

The 1992 Town and Village of Geneseo Comprehensive Plan included a future land use plan map. This map has been revised to reflect the development policies recommended in this current plan and will serve as a general guide for future decisions about land use controls and the evaluation of development proposals.

II. COMPREHENSIVE PLANNING PROCESS

A. COMPREHENSIVE MASTER PLAN COMMITTEE

The Geneseo Town Board created a Comprehensive Master Plan Committee to review and recommend revisions to a Comprehensive Plan prepared in 1992 for the Town and Village of Geneseo. This Committee was legally delegated the responsibility for preparing proposed amendments to the Town Comprehensive Plan consistent with the provisions of New York State Town Law, Article 272-a. These proposed amendments

will be presented to the Town Board in the form of a revised Comprehensive Master Plan.

Following the acceptance of the report, the Town Board will be required to hold a public hearing on the report, consider input from the public, make amendments to the report as deemed necessary, and hold another public hearing on the amended report. Concurrently, the Town will need to comply with the requirements of the State Environmental Quality Review Act (SEQR). Only after completing these processes can the Town Board take action on the adoption of the Revised Plan.

When the Town Board created the Comprehensive Master Plan Committee, September 2007, for the area of the Town outside of the Village of Geneseo, it also appropriated funding for a professional consulting firm to assist the Committee. The consulting firm was commissioned to organize the report as needed, update demographic and other information in the report, and ensure that the recommendations provided were consistent with best planning practices. The consultant was also charged with creating a finalized document for distribution to the Town Board and other appropriate parties.

B. DELINEATION OF PLANNING AREAS

While there was an original intent to include both the Town and Village of Geneseo in one revised comprehensive master plan, the timing of the planning processes and the challenges of coordinating the effort between the two municipalities were not conducive to an integrated effort. Accordingly, a decision was made to have separate planning committees address Town and Village needs in parallel studies and the study area was subsequently divided into Town and Village components. However, it is the goal of the Town (outside of the Village) Planning Committee that the two plans are complimentary guides to development within the Geneseo community and that implementation is undertaken in a coordinated fashion.

In regard to the Gateway District, an overlay district in the Town's primary commercial district, the Geneseo Town Board determined that the area required a separate evaluation and a committee was to be established to provide recommendations about the Updated Comprehensive Plan solely as they may apply to the Gateway District within the Town of Geneseo.

C. PLANNING PROCESS

The Town of Geneseo Comprehensive Master Plan Committee for the Area outside the Village of Geneseo employed guidelines for the preparation of comprehensive plans that were developed by the Land Use Law Center at Pace University School of Law in cooperation with the New York Municipal Insurance Reciprocal and the New York Planning Federation. The Pace University guidelines suggest an approach to comprehensive planning that involve the following components of the planning process:

- Identifying Critical Issues
- Setting Goals
- Establishing Objectives
- Developing Strategies
- Devising an Implementation Plan

In undertaking the revision of the Town's Comprehensive Plan, the Comprehensive Master Plan Committee followed Pace University guidelines for organizing components of the plan into areas including:

- Issue identification
- Public infrastructure
- Public services
- Resource protection
- Economic development
- Implementation.

The Committee spent a considerable amount of time in reviewing Geneseo in an historical context, creating a vision statement and an overall mission statement, and

documenting current conditions in the community. This involved soliciting public input through various focus groups, surveying the public, and holding public meetings. An overview of the findings of this work is provided in the next section on Planning Area Characteristics and Community Desires.

Following the creation of a mission statement and collecting information on community conditions and desires, the Committee developed goals and objectives. These goals and objectives were developed with consideration given to the stated goals and objectives of the 1992 Town and Village of Geneseo Comprehensive Plan, input gathered as part of the public process including a survey, conducted in 2005, and public meetings, and by examining extensive information about the Town (Appendix C).

The goals and objectives in this report provide the basis for future land use policies for the Town of Geneseo outside the Village that are detailed in the revised Comprehensive Master Plan. These policies promote the protection of the rural character and agricultural nature of the community while identifying areas for additional development including residential and commercial uses.

Recommendations for a number of governmental and community actions that will support and further the goals and objectives of the Comprehensive Plan are included in the revised plan. These include recommendations relating to:

- Agricultural businesses and farming community
- Environmentally sensitive areas
- Community viewsheds
- Conesus Lake
- Open space
- Recreational facilities
- Community facilities
- Historic character
- Residential developments
- Residential design guidelines

- Commercial development
- Design and architectural standards
- Development boundary
- Industrial development
- Zoning amendments
- Traffic / pedestrian safety
- Emergency response, management and preparedness
- College / Town relationships
- Economic opportunities
- Equestrian activity
- Plan adoption and maintenance
- Communication with community
- Community involvement
- Code enforcement
- Coordination between Town and Village

This report concludes with a discussion of implementation considerations, including the process and actions that will be required to adopt it, and the measures needed to implement the plan's recommendations.

III. OVERVIEW OF PLANNING AREA CHARACTERISTICS AND COMMUNITY DESIRES

This section of the Town of Geneseo (Outside of the Village) Report provides an overview of Town characteristics and community desires for the future as determined in surveys and community outreach during the planning exercise. This outreach included the use of focus groups that assisted the Comprehensive Master Plan Committee in gaining the perspectives of key stakeholders, learning about current conditions, and developing a more detailed knowledge of the concerns and visions of community residents.

A. GENESEO'S HISTORY

Geneseo was settled in 1790 and its original inhabitants were the Seneca Indians who called the area *jo-nis-he-yuh*, meaning the pleasant or beautiful valley. The Town is located in the valley carved out of the Genesee River and is situated in the center of Livingston County.

Geneseo has long been a hub for business, government, education, and culture in the Genesee Valley. The area has also been known for its association with the Wadsworth family who became squires of the middle Genesee area in the 1790's.

The community has its roots in agriculture but has also developed into a center of education as a result of the expansion over time of SUNY Geneseo, which, with some 5,000 students, has matured into one of the nation's highest regarded public liberal arts colleges. The Village of Geneseo has an abundance of historic structures with almost all of the central part of the Village placed on the National Register of Historic Places. Additional historical information is provided in the Appendices.

B. DEMOGRAPHICS

Historic population counts and projections for Livingston County and its constituent municipalities are provided in the chart below.

Table 1: Area Populations

Population & Projections									
	1960	1970	1980	1990	2000	2010	2020	2030	2040
Livingston County	44,053	54,041	57,006	62,372	64,328	65,979	67,333	68,481	69,478
Town of Avon	1,632	2,857	3,179	3,288	3,466	3,698	3,830	3,930	4,018
Avon (V)	2,772	3,260	3,006	2,995	2,977	2,987	2,999	3,017	3,038
Town of Caledonia	1,150	1,505	1,846	2,179	2,240	2,328	2,406	2,470	2,525
Caledonia (V)	1,917	2,327	2,188	2,262	2,327	2,370	2,411	2,442	2,469
Town of Conesus	1,221	1,533	1,970	2,196	2,353	2,456	2,546	2,621	2,686
Town of Geneseo	1,053	1,564	1,927	1,991	2,075	2,157	2,229	2,288	2,340
Geneseo (V)	3,284	5,714	6,746	7,187	7,579	7,907	8,195	8,432	8,637
Town of Groveland	3,373	3,004	2,140	3,190	3,853	3,941	4,023	4,088	4,142
Town of Leicester	1,027	1,431	1,426	1,818	1,818	1,874	1,923	1,964	1,999
Leicester (V)	365	368	462	405	469	479	488	495	501
Town of Lima	1,350	1,759	1,834	2,022	2,082	2,145	2,201	2,246	2,285
Lima (V)	1,366	1,686	2,025	2,165	2,459	2,512	2,562	2,600	2,634
Town of Livonia	2,580	4,026	4,504	5,370	5,913	6,214	6,365	6,540	6,690
Livonia (V)	946	1,278	1,238	1,434	1,373	1,386	1,400	1,410	1,418
Town of Mount Morris	1,317	1,162	1,439	1,531	1,455	1,439	1,444	1,454	1,469
Mount Morris (V)	3,250	3,417	3,039	3,102	3,112	3,131	3,154	3,168	3,180
Town of North Dansville	635	922	1,015	781	906	930	951	970	984
Dansville (V)	5,460	5,436	4,979	5,002	4,832	4,788	4,759	4,729	4,700
Town of Nunda	1,085	1,320	1,523	1,584	1,687	1,738	1,784	1,820	1,852
Nunda (V)	1,224	1,254	1,169	1,347	1,330	1,348	1,365	1,378	1,389
Town of Ossian	489	551	667	797	751	740	754	770	789
Town of Portage	733	731	771	893	859	872	885	895	903
Town of Sparta	1,019	1,157	1,458	1,578	1,627	1,679	1,725	1,763	1,795
Town of Springwater	1,293	1,678	2,143	2,407	2,322	2,315	2,313	2,309	2,303
Town of West Sparta	817	935	1,100	1,335	1,244	1,255	1,266	1,275	1,281
Town of York	2,695	3,166	3,212	3,513	3,219	3,290	3,355	3,407	3,451

Source: Genesee/Finger Lakes Regional Planning Council, as per 2000 census,
www.gflrpc.org

The Genesee/Finger Lakes Regional Planning Council notes that Livingston County has had exceptional growth within the 9-county region. The County has had the second

highest growth rate (46%) within the region over the last 40 years. While growth is expected to continue in the County, the rate is expected to be more moderate than in the past. Livingston County is expected to grow by 8% or 5,150 people by the year 2040. The Regional Planning Council anticipates that the Village of Geneseo will have one of the County's highest growth rates among its municipalities with a projected increase of 1,058 people or 12.2% from 2000 through 2040. This number may be a bit high as SUNY Geneseo has indicated a desire not to expand their student population as was previously assumed. The population of the Town of Geneseo, outside of the Village, is anticipated to have a population gain of 265 people or 12.7% by 2040.

The average age of Town residents, including the Village of Geneseo, is about 30 years. Over 78 percent of Town residents live in the Village of Geneseo. Some 94 percent of the Town's residents are classified as Caucasian. Median income for the Town's residents is \$43,006 (2004) which is slightly below that of New York State as a whole. This is largely skewed by the large student population at SUNY – Geneseo. Students typically have little or no income while attending college.

Other demographic and community data for Geneseo, including the Village, are provided below.

- Density: 242 people per square mile
- Median Age: 22.7 (2004)
- Average Household Size: 3.74 (2004)
- Average Household Income: \$58,078 (2004)
- Marriage Status: 59.9% never married, 32.5% now married, 3.6% widowed, 4.0% divorced (2000)
- Foreign born 4.8% (2000)
- Ancestry (includes multiple ancestries): 26.6% Irish, 22.7% German, 19.5% Italian, 16.9% English, and 7.4% other.

➤ Percent of population in 2004 Age 25 and over with:

- High School Diploma or GED 86.3%
- Bachelor's degree or higher 41.2%
- Master's degree or higher 23.0%

Source: Profiles of New York State, Greyhouse Publishing, Millerton, NY. 2005

C. COMMUNITY CHARACTER

Geneseo is located between Conesus Lake and the Genesee River in the Genesee Valley. Much of the Town is rural and agricultural. The town boundaries hold an historic village, a growing commercial core area, one of the renowned Finger Lakes, and several residential clusters. Geneseo has a diverse landscape and a number of attractive natural characteristics. The community exhibits a strong sense of cohesiveness reinforced by social and economic linkages, the influences of SUNY Geneseo, and the location of the Village, as a focal point for community events and governmental activity.

D. ECONOMY

Data on local economic conditions are largely collected and reported at the County level. Livingston County had a work force of approximately 20,287 people in 2005. The County's major employment sectors include government (7,065), retail trade (2,744), manufacturing (2,064), health care and social assistance (1,856), Accommodation and food services (1,814) and construction (924). The 2000 census reported that the percentages of employment by occupation in the Town of Geneseo was professional (27.8%), sales (27.1%), services (20.3%), management (10.7%), production (7.7%), construction (6.0%) and farming (0.4%).

E. LAND USE

The Town covers a land area of 44 square miles and a water area of 1.2 square miles. Agricultural and Residential uses are the predominant land uses in the Town of Geneseo

and comprise about 83% of total land area. Less than 1% or 369 acres of land are devoted to commercial uses. Some 148 acres of land are devoted to recreational uses and industrial uses are found on only 4 acres in the Town. Table 2 provides an additional breakdown on land uses in the Town.

Table 2: Town Land Use Acreage

Agricultural	18,725	65%
Residential	5,189	18%
Vacant	1,518	5%
Commercial	369	1%
Recreation & Entertainment	148	<1%
Community Service	576	2%
Industrial	4	<1%
Public Services	111	<1%
Parks, Forest, Conservation	15	<1%
Public Roads	1323	5%
Open Water	791	3%
Total	28769	100.00%

Data Source: Town of Geneseo Open Space Study,
 David Robertson & Colleen Garrity, 2007.

F. HOUSING

There are 2,663 housing units in the Town and Village of Geneseo not including dormitories at SUNY Geneseo. A large percentage (44.3%) are renter occupied, reflecting the large college student population. Median rent asked for rental units is high (\$802) compared to the New York State median of \$517. Owner-occupied housing units have a median value of \$119,000, close to the U.S. median of \$111,800. New York State's median is higher at \$147,600 reflecting the higher costs of downstate New York.

G. UTILITIES

Energy East Utilities, Rochester Gas and Electric and National Grid provide electric power in the Town of Geneseo. Both are investor owned companies regulated by the New York State Public Service Commission. Natural gas service to the Village and parts of the town is provided by Energy East Utilities and Rochester Gas and Electric.

Frontier is the incumbent local exchange carrier for telephone service for all of Livingston County. The company is the provider of local residential and business services, data services, and internet. Time Warner Communications is the predominant cable provider.

Public water service is provided to the Village and parts of the Town by several water districts. The formation of additional districts is being considered for the Conesus Lake area. The Village Water Treatment Plant services existing districts and draws from Conesus Lake. To provide an emergency source of water, the Village is connected to the Livingston County Water and Sewer Authority, which draws from Hemlock Lake.

The Village of Geneseo Sewage Treatment Plant provides sewer service to the Village and some parts of town close to the Village. According to MRB Group engineers in 2005, the plant is operating near capacity. The Livingston County Water and Sewer Authority provide service to Route 256 (West Lake Road) and nearby areas.

H. EMERGENCY SERVICES AND HAZARD MITIGATION

The Livingston County Sheriff's Department and the New York State Police provide police services in the Town of Geneseo. The Village has its own police force. Fire and ambulance services and hazard mitigation services are provided to the Town by the Geneseo Fire Department under a contract between the Village and the Town. Livingston County's Emergency Management Coordinator handles emergency management coordination.

I. RECREATION FACILITIES AND PARKS

There is one park within the Town of Geneseo outside of the Village of Geneseo. Long Point Park, a Town-owned park of about 9.4 acres, is on Conesus Lake and was formerly a privately owned family amusement and recreation center. It provides facilities for swimming, picnicking, various festivals and other gatherings, a playground, and public rest rooms. Additionally, the park provides for access to the lake for canoes and kayaks. Crew boats from SUNY Geneseo also are launched at Long Point Park.

J. TRANSPORTATION

Information about transportation to work and commuting time was collected in the 2000 Census. Although public transportation use is very low, a significant 25 percent of Geneseo residents walk to work. The percentage statewide are 6.2% and the national percentage of population walking to work is only 2.9%. The college is clearly the primary contributor to this statistic with a large employee base that lives in close proximity to the campus.

The average travel time for workers living in Geneseo is less than 15 minutes for 59.2% of the area's workers. Some 14.4% commute 15 to 30 minutes, 17.0% travel 30 to 45 minutes and 7.0% commute 45 to 60 minutes. Only 2.3% of workers commute 60 minutes or more.

Public transportation is provided by Livingston Area Transportation Service (LATS), which serves Geneseo and the surrounding area with several daily routes around the Village and core commercial areas of Town. LATS also provides fixed route service within the County. General aviation service is available at the privately owned Geneseo Airport, which has a turf landing strip and serves as home to the 1941 Historical Aircraft Group Museum.

K. EDUCATION

The community is served by the Geneseo Central School District which offers secondary education services from kindergarten through twelfth grade with about 960 students enrolled (2006). Genesee Country Christian School, located on Long Point Road, offers preschool to sixth grade education.

The State University College of Arts and Science, or SUNY Geneseo as it is commonly known, has an enrollment of over 5,000 students at both the undergraduate and graduate levels. The school has a national reputation for supplying a high quality education at an affordable cost.

Educational attainment information for Geneseo, found in the 2000 Census, shows that the percentages for attaining a bachelor's degree or higher is much greater for Geneseo residents than the State or national averages.

L. PUBLIC SURVEY

In an effort to gain an understanding of the concerns and visions of community residents, a survey of a random sample of 1,500 registered voters in the Town and Village of Geneseo was conducted in 2005. Appendix C. Some 656 completed questionnaires were returned representing a response rate of 43.7%, which is considered exceptionally high.

Most survey respondents valued specific features found in Geneseo. The top seven valued features and the percentage of respondents to this question are cited below

1. Rural/ small town character (91%)
2. Community businesses (88%)
3. Historic character (87%)
4. Schools (87%)
5. Open space (86%)

6. Main street/national historic landmark (83%)
7. College (83%)

Historic preservation and open space preservation were ranked as high concerns and a majority of respondents felt that tax incentives should be used for these purposes. Survey respondents also ranked the attraction of restaurants to the area as a priority concern followed by the recruitment of professional offices, high-tech manufacturing, and service-oriented businesses.

Respondents to the survey also ranked undesirable qualities in the Town of Geneseo and the three that were given the highest ranking and percentages of total responses included:

- Traffic (35%)
- Sprawl, Poorly Planned and Unplanned Growth, Overdevelopment (30%)
- Parking (Main Street & Second Street) (12%)

More detail on survey results and other public input is provided in the appendices. Minutes and notes of Planning Committee meetings are also in the appendices.

IV. GOALS AND OBJECTIVES

The overriding theme of this Comprehensive Plan is established in the Mission Statement for the planning effort as cited below.

Mission Statement: Protect what we have; be purposeful in what we add.

A vision statement for the community's future developed to guide the planning process includes the following:

From its vibrant, historic Main Street to its productive farms and vast open spaces, Geneseo is a place people have called home since 1789. Over more than two centuries, Geneseo has been defined by its commitment to education, the seat of County government, its architectural heritage, its active community life, and its scenic location. Geneseo remains a friendly, safe, close-knit and family-oriented community with a small town feel that is valued by its residents.

The Village of Geneseo celebrates its historical richness as a National Historic Landmark District and cherishes the traditional style of its architecture. These features, and the natural resources and environmental features found throughout the town, particularly Conesus Lake, enhance the community and are critical to preserve and protect.

The community strives to promote and protect the educational, ethnic, cultural, and spiritual opportunities that reflect and enhance the foundation of our community. The overall character that has drawn and kept people in the Town and Village needs careful protection as the community grows and changes.

There has never been a greater need to be proactive in planning for a balance between development, open space, history, character, and economic viability. All new development must protect the community's character and reflect the community's high standards for

architecture, landscaping and natural character. In this effort, planning processes will make active use of public input and professional services to achieve the best possible results.

The Town strives to promote economic development that includes cooperation with the village, county, state and involved property owners. In all of our efforts, Geneseo will emphasize support for community organizations, fiscal responsibility, and the highest standards of professionalism.

A number of goals and objectives have been identified that support the vision established in the planning process. Goals are defined as the purpose or ends that provide direction for community decisions. Objectives are the specific, attainable, and measurable statements of the actions the community will take to carry out the plan.

The goals and objectives of this Comprehensive Master Plan Update for the Town of Geneseo were developed with consideration to the stated goals and objectives of the previous comprehensive plan prepared in 1992, input gathered as part of the public participation process, which included surveys and public meetings, and by examining extensive existing information about the Town and Village (see Appendices C and D).

The goals and objectives of the Town of Geneseo Comprehensive Master Plan Update are organized around the following community planning concerns:

- General Character
- Farmland and Agriculture
- Environmental Features
- Recreation, Open Space & Public Amenities
- Residential Land Use
- Traffic and Transportation
- Community Issues

The goals and associated objectives set forth below are the framework for the future land use plan and overall recommendations provided in this comprehensive plan update.

A. GENERAL CHARACTER

GOAL A1: PRESERVE GENESEO'S SMALL TOWN CHARACTER AND QUALITY OF LIFE

OBJECTIVES:

1. Preserve the natural, scenic, historic, and agricultural heritage of the Town.
2. Improve walkability and connectivity of the more densely developed areas of the town. See "transition zone" designated with light blue color on the map.

GOAL A2: IMPROVE CONDITION, KNOWLEDGE, AND PROTECTION OF HISTORIC RESOURCES

OBJECTIVES:

1. Preserve historic homes and buildings in the Town by increasing awareness and availability of funding and restoration resources.

GOAL A3: MAINTAIN THE LOOK, SCALE AND FUNCTION OF DEVELOPED AREAS

OBJECTIVES

1. Ensure small town aesthetic look is maintained and keeping with town's established character.
2. Coordinate Town and Village planning and zoning processes where practicable.

GOAL A4: ENSURE WELL-PLANNED DEVELOPMENT

OBJECTIVES:

1. Ensure new developments add positively to the community and its functionality.
2. Direct more intense land uses near existing development.
3. Provide for transitional densities from the Village to outlying areas.
4. Ensure that future commercial development occurs in areas indicated by the development map attached to this report.

B. FARMLAND & AGRICULTURE

GOAL B1: MAINTAIN AND PROMOTE AGRICULTURE AS A VIABLE INDUSTRY

OBJECTIVES:

1. Increase the awareness of the economic and social importance of agriculture.
2. Make agriculture a priority in the community's vision for the future.
3. Create awareness and demand for locally produced agricultural products.
4. Establish tools and policies to protect farmland.
5. Develop policies that treat farms as both a business and a land use.

C. ENVIRONMENTAL FEATURES

GOAL C1: PRESERVE AND PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND SCENIC RESOURCES

OBJECTIVES:

1. Direct development in a way that does not adversely impact environmentally sensitive areas and scenic resources.
2. Increase the availability of programs that proactively implement actions that protect sensitive areas.

GOAL C2: RECOGNIZE CONESUS LAKE AS A VALUABLE COMMUNITY ASSET

OBJECTIVES:

1. Protect Conesus Lake as a valuable drinking water and recreation source for Geneseo and surrounding communities.

D. RECREATION: OPEN SPACE & PUBLIC AMENITIES

GOAL D1: MAINTAIN AND PRESERVE OPEN SPACE

OBJECTIVES:

1. Preserve open space area for all community, conservation, and recreational activities.

GOAL D2: PROVIDE FOR RECREATIONAL OPPORTUNITIES IN THE TOWN

OBJECTIVES:

1. Increase access and availability of recreational facilities in the community.
2. Enhance / improve existing facilities.
3. Enhance opportunities for safe walking and biking in areas deemed appropriate.
4. Support and recognize opportunity for safe equestrian activity.

GOAL D3: PROVIDE ADEQUATE COMMUNITY GATHERING SPACES

OBJECTIVES:

1. Create additional community gathering spaces.

E. RESIDENTIAL LAND USE

GOAL E1: CAREFULLY PLAN FUTURE RESIDENTIAL DEVELOPMENT

OBJECTIVES:

1. Ensure safe and appropriate residential development.
2. Minimize frontage development in Town outside of Village.
3. Implement zoning regulations that are consistent with the intended development of the Town.

GOAL E2: ENSURE THAT DEVELOPMENT DOES NOT OUTPACE COMMUNITY SERVICES AND INFRASTRUCTURE

OBJECTIVES:

1. Identify current capacities and plan development/expansion of infrastructure.

F. TRAFFIC AND TRANSPORTATION

GOAL F1: IMPROVE SAFETY, ACCESS, AND CIRCULATION ON AND BETWEEN ROADWAYS

OBJECTIVES:

1. Identify areas that would benefit from access roads and shared driveways and areas that could benefit from lowered speed limits and other traffic calming measures.
2. Ensure appropriate vehicle type and usage based on road classification.

GOAL F2: CREATE COMPREHENSIVE PEDESTRIAN / BICYCLE NETWORK

OBJECTIVES:

1. Promote connectivity between new and existing residential streets increasing efficiency and pedestrian safety.

GOAL F3: DEVELOP A PLAN TO RELIEVE TRAFFIC ON THE 20A CORRIDOR.

OBJECTIVES:

1. Investigate providing alternative access routes as an opportunity to relieve traffic congestion on the 20A corridor.

G. COMMUNITY ISSUES

GOAL G1: ENSURE ADEQUACY OF EMERGENCY SERVICES

OBJECTIVES:

1. Provide adequate and cost effective emergency services to Town residents.
2. Encourage participation in local volunteer services.

GOAL G2: STRENGTHEN RELATIONSHIPS BETWEEN COLLEGE AND COMMUNITY

OBJECTIVES:

1. Identify opportunities to share ideas, problems, and solutions with SUNY Geneseo.

GOAL G3: IMPROVE COMMUNICATION WITH COMMUNITY

OBJECTIVES:

1. Provide more opportunities for public input on important community issues.
2. Improve electronic communication -website, listserv, etc.

GOAL G4: FOSTER A SENSE OF COMMUNITY

OBJECTIVES:

1. Take advantage of Geneseo's rich heritage and diverse population to create an even stronger sense of belonging.

GOAL G5: PROVIDE A STABLE ECONOMY THAT PROVIDES ECONOMIC OPPORTUNITIES FOR ALL RESIDENTS

OBJECTIVES:

1. Create economic development that builds on Geneseo's strengths including central location, educated workforce, community character, and historical heritage.
2. Diversify job opportunities by actively engaging potential new employers.
3. Broaden and diversify tax base by permitting a mix of beneficial uses such as agriculture, retail, tourism, cultural arts, and others.

GOAL G6: ENHANCE COORDINATION BETWEEN TOWN AND VILLAGE GOVERNMENTS

OBJECTIVES

1. Streamline local government providing cost effective, consistent services and regulations to residents and businesses.
2. Explore possibility of additional inter-municipal agreements.

V. PLANNING RECOMMENDATIONS

The previous chapter set forth a vision for the future of the Town of Geneseo along with Goals and Objectives that are intended to support that vision. This section of the Comprehensive Master Plan Update presents a number of planning recommendations designed to further the goals and objectives of the Plan. These recommendations are the result of research, public input, and considerable dialogue between members of the Committee overseeing development of this Plan update. The recommendations are also organized around the major topics established in the Goals and Objectives section of the plan.

A. GENERAL CHARACTER

GOAL A1: PRESERVE GENESEO'S SMALL TOWN CHARACTER AND QUALITY OF LIFE

RECOMMENDATIONS:

1. Adopt regulations and policies outlined in this document across a wide variety of topics that are linked to the theme of preserving Geneseo's small town character and quality of life.
2. Develop network of walkways, bikeways, horse trails and interconnecting transportation to enable safe access to various areas of the Town. Attention should be given to the Gateway and other commercial areas on Rt. 20A.

GOAL A2: IMPROVE CONDITION, KNOWLEDGE, AND PROTECTION OF HISTORIC RESOURCES

RECOMMENDATIONS:

1. Enlist community volunteer organizations to develop criteria and definition of "historic" consistent with potential financial incentive programs.
2. Enlist community volunteer organizations to catalog all historic homes and buildings in the Town.
3. Assist local developers / owners of historic homes and buildings in obtaining grants or other funding for improvements that promote historic value.

GOAL A3: MAINTAIN THE LOOK, SCALE AND FUNCTION OF DEVELOPED AREAS

RECOMMENDATIONS:

1. Create guidelines to assist the development of Town design and architectural standards for commercial and major residential housing developments including:
 - a) Facades
 - b) Exterior closure finishes
 - c) Signage
 - d) Minimum landscaping standards
 - e) Lighting standards
2. Adopt landscaping standards that utilize native plants and natural surroundings in new developments.
3. Define and catalog significant viewsheds and develop regulations that ensure new developments do not significantly impact viewsheds.

GOAL A4: ENSURE WELL-PLANNED DEVELOPMENT

RECOMMENDATIONS

1. Create easy to follow guidelines for developments within the Town.
2. Coordinate planning efforts with towns in the Conesus Lake Watershed and the Conesus Lake Watershed Council to gain regional perspective.
3. Review current Comprehensive Master Plan at least every 5 years and make appropriate revisions with a full plan update every 10 years.
4. Ensure zoning code is adequate to address problems associated with strip development such as traffic, lack of connectivity, etc.
5. Encourage Town and Village Boards to develop consistent regulations and approach that allows new development to transition across Village/Town boundaries.
6. Proactively create new districts within the Town that protect environmental resources or promote planning objectives (e.g. agricultural, watershed, etc.)
7. Ensure zoning regulations minimize total impervious surface area in new developments (e.g. shared parking, open space requirements).
8. Encourage the maximum use of existing commercial space by exploring the use of incentives to utilize existing structures.
9. For all commercial developments or redevelopments mitigate impervious surface impacts through the use of additional landscaping.

B. FARMLAND & AGRICULTURE

GOAL B1: MAINTAIN AND PROMOTE AGRICULTURE AS A VIABLE INDUSTRY

RECOMMENDATIONS:

1. Work with State, County, and Genesee Valley Conservancy to acquire/purchase development rights to viable agricultural operations.
2. Work with Livingston County to implement an Agricultural and Farmland Protection Plan – select point person from town to stay actively involved.
3. Encourage the development of businesses that support agribusiness.
4. Develop ways to market and promote locally produced agricultural products such as Town sponsored farmers' market.
5. Add agricultural section to website.
6. Increase farmer participation by establishing an Agricultural Advisory Committee to advise the Town Board in policy and issues related to agriculture.
7. Provide guidance as to the optimum placement of structures that maximize tillable acreage when subdividing for residential uses – provide model example (brochure).

C. ENVIRONMENTAL FEATURES

GOAL C1: PRESERVE AND PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND SCENIC RESOURCES

RECOMMENDATIONS:

1. Identify and map all environmentally sensitive areas, viewsheds and prime agricultural soils in the Town.
2. Define Conesus Lake Watershed as an environmentally sensitive area
3. Adopt an EPOD (environmental protection overlay district), (see attached map), that would require anyone wishing to develop in an environmentally sensitive area to secure an additional permit or evaluate additional impacts.
4. Define additional review criteria for proposed developments within identified environmentally sensitive areas such as the Conesus Lake Watershed, viewsheds, and prime agricultural area (e.g. a visual impact study).
5. Identify and then protect aquifers by guiding development / subdivision in known aquifers (information on aquifers and well-head protection is available from Livingston County Department of Health, Environmental Health Division).
6. Amend zoning laws to limit impervious cover and establish riparian setbacks or buffer strips for non-agricultural property.
7. Improve awareness and use of federal and state programs that provide incentives for buffer strips for an agricultural property.

8. Investigate incentive programs for property owners to create buffers in environmentally sensitive areas.

GOAL C2: RECOGNIZE CONESUS LAKE AS A VALUABLE COMMUNITY ASSET

RECOMMENDATIONS:

1. Support recommendations of the Conesus Lake Watershed Management Plan.
2. Protect steep slopes by adopting regulations that decrease density of residential development in steep slope areas.
3. Implement best practices for sewer and stormwater management in the Conesus Lake Watershed area including extensions of sewers to areas of new development within the watershed.
4. With neighboring communities and local government agencies, implement actions that address water quality issues.
5. Establish lot coverage standards that are consistent with location within the Conesus Lake Watershed.
6. Support lake related uses in the Lake Neighborhood Business District that will increase the functionality of Long Point Park and the recreational and commercial uses of the lake environment.
7. Engage local Towns and County to improve consistency of zoning standards around Conesus Lake.
8. Work with Livingston County and organizations that support voluntary conservation efforts using conservation easements that preserve open space and keep the Conesus Lake ecosystem intact.

D. RECREATION, OPEN SPACE & PUBLIC AMENITIES

GOAL D1: MAINTAIN AND PRESERVE OPEN SPACE

RECOMMENDATIONS:

1. Develop an open space management plan that supports the Genesee Valley Conservancy in preserving open space through conservation easements.
2. Require useable community open spaces in residential and commercial designs.
3. Map existing open space in the Town.
4. Using the Town of Geneseo Open Space Study of 2007 as well as any other data to identify areas to be targeted for open space preservation. Establish a plan/funding source to move towards those goals.
5. Develop zoning code that defines open space, access, and maintenance.

GOAL D2: PROVIDE FOR RECREATIONAL OPPORTUNITIES IN THE TOWN

RECOMMENDATIONS:

1. Create and maintain comprehensive inventory of recreational opportunities available to Town residents.
2. Analyze future recreational needs for land and facilities and plan for them in advance.
3. Maximize the use of existing parks by upgrading facilities and increasing awareness.
4. Create bicycle and footpaths linking community, residential, institutional, and business districts together with higher density development in the "transitional" zone defined by the Development Map attached.
5. Issues of liability, insurance, ownership, maintenance must be addressed.
6. With SUNY Geneseo, identify recreation facilities that can be used by the public and make the public aware of such facilities.
7. Explore the possibility of new community parklands in the Town - preferably near the population center.
8. Invest in the continued development of a safe and attractive swimming / recreation area at Long Point Park.
9. Maintain, where possible, wide road side shoulders for improved equestrian safety.

GOAL D3: PROVIDE ADEQUATE COMMUNITY GATHERING SPACES

RECOMMENDATIONS:

1. Identify and communicate availability of existing facilities.
2. Encourage the creation of a multi-generational community center with appropriate gathering / meeting space.
3. Make information available for residents and visitors at both Town and Village Offices.
4. Explore ways to enhance knowledge of, use of, and access to existing gathering facilities.

E. RESIDENTIAL LAND USE

GOAL E1: CAREFULLY PLAN FUTURE RESIDENTIAL DEVELOPMENT

RECOMMENDATIONS:

1. Immediately establish appropriate zoning for residential development in agricultural districts.

2. Encourage clustering in residential areas by mandating set-aside open space. Provide density bonuses for developments with additional open space, elderly housing, or affordable housing components. Involve the Town Assessor in discussion of this development. Permit a variety of building types in residential areas as an incentive for clustered developments.
3. Establish minimum landscaping standards for subdivision projects.
4. Create new overlay district for transitional residential development between the Village and the Town. See Map.
5. Specify areas appropriate for both small-scale and large-scale residential development, at varying densities, and communicate to developers.
6. Create incentives that promote a diversity of housing needs.
7. Review and update current zoning regulations to eliminate conflicts and implement changes to ensure consistency with desired Town development.
8. Review current definitions in zoning regulations for Lake Neighborhood Business.

GOAL E2: ENSURE THAT DEVELOPMENT DOES NOT OUTPACE COMMUNITY SERVICES AND INFRASTRUCTURE

RECOMMENDATIONS:

1. Based on desired future land use, develop long-range plan for sewer and water infrastructure expansion.
2. Quantify current and maximum useable capacity of existing water and sewer systems and assess impacts of any new development on these systems.
3. Develop policies that maximize the efficiency of land contiguous to future infrastructure expansion (incentives to encourage interior development of properties).
4. Involve the Fire Chief in the review process for subdivisions.
5. Engage GCS in assessing impact of new development on the school system.
6. Require that decisions regarding new water and sewer districts consider future development impacts within those districts.

F. TRAFFIC AND TRANSPORTATION

GOAL F1: IMPROVE SAFETY, ACCESS, AND CIRCULATION ON AND BETWEEN ROADWAYS

RECOMMENDATIONS:

1. Develop and adopt access management standards (e.g. shared driveways and access roads).
2. Review traffic impact studies for new projects to ensure adequate mitigation measures are being proposed.

3. Petition appropriate agencies to implement speed limits and other traffic calming measures.
4. Identify appropriate truck routes (and where trucks are not permitted) and ensure proper signage is provided.
5. Make main arterials, such as Routes 20A, 39 and 256, as user friendly as possible to encourage appropriate use.
6. Promote the use of public transportation, Livingston Area Transportation System, LATS.

GOAL F2: CREATE COMPREHENSIVE PEDESTRIAN / BICYCLE NETWORK

RECOMMENDATIONS:

1. Require sidewalks and crosswalks in areas of high density. Improve existing streets and roads to increase pedestrian mobility, encourage walking, and increase safety. Utilize modern design standards and techniques to improve walkability (i.e. traffic calming improvements and pedestrian countdown systems).
2. Build and maintain bicycle paths, lanes, roadways and routes and make improvement to make existing streets and roads more suitable and safe for bicycle traffic. Give consideration regarding pedestrian/bike/equestrian safety in appropriate higher density areas including but not limited to West Lake Road, Lima Road and Reservoir Road.
3. Explore opportunities for off-road multi-use trails.
4. Create linkages between housing developments, community facilities, and commercial centers.
5. Add or enhance pedestrian crossings, especially across 20A, with controlled crosswalks, medians, road space allocation, etc.

GOAL F3: DEVELOP A PLAN TO RELIEVE TRAFFIC ON THE 20A CORRIDOR.

RECOMMENDATIONS:

1. Explore the possibility of reducing congestion on 20A by creating an alternate route south of the Village and other access management considerations.

G. COMMUNITY ISSUES

GOAL G1: ENSURE ADEQUACY OF EMERGENCY SERVICES

RECOMMENDATIONS:

1. Require that new development evaluate impact on emergency services.

2. Work with emergency management agencies to evaluate threshold for existing services and facilities and developing plan that supports future growth.
3. Promote awareness and benefits of participating in volunteer activities.
4. Continue to ensure input and compliance with the County Disaster Preparedness and Management Plan.

GOAL G2: STRENGTHEN RELATIONSHIPS BETWEEN COLLEGE AND COMMUNITY

RECOMMENDATIONS:

1. Establish liaison connecting Town Government and SUNY Administration.
2. Support internships for students by local businesses and government, i.e. encourage use of students for website design, maintenance, and updates.
3. Educate the community about SUNY Geneseo's master plan.

GOAL G3: IMPROVE COMMUNICATION WITH COMMUNITY

RECOMMENDATIONS:

1. Create listserv for interested citizens.
2. Continue to enhance Town website with maps, comprehensive plan, zoning, announcements, etc.
3. Acknowledge the value of positive public relation strategies that foster cooperation and respectful communication.

GOAL G4: FOSTER A SENSE OF COMMUNITY

RECOMMENDATIONS:

1. Support festivals, air shows, equestrian events, and other activities that bring people to Geneseo and encourage community involvement.
2. Support efforts of Tourism Committee to explore additional ways to promote Geneseo.

GOAL G5: PROVIDE A STABLE ECONOMY THAT PROVIDES ECONOMIC OPPORTUNITIES FOR ALL RESIDENTS

RECOMMENDATIONS:

1. Engage SUNY Geneseo's School of Business as a resource to support business/marketing for businesses in the Town.
2. Investigate incentives for small business start-ups.
3. Investigate feasibility of new business incubator space.
4. Support development of micro enterprises and Small Business Development Center.

5. Support tourism website and efforts.
6. Diversify agribusiness by assisting farmers to identify potential marketing opportunities and niche markets.
7. Utilize planning and zoning tools to promote the reuse of underutilized stores and sites.
8. Work cooperatively with Livingston County Economic Development Office and Livingston County Industrial Development Agency to promote appropriate economic development opportunities in the Town.

<p><i>GOAL G6: ENHANCE COORDINATION BETWEEN TOWN AND VILLAGE GOVERNMENTS</i></p>
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RECOMMENDATIONS:

1. Explore benefits of merging Town and Village zoning requirements into one common set of regulations.
2. Explore possibility of Town/Village cooperation agreements.
3. Explore possibility of joint Town and Village benefits provision (e.g. health care, etc.).
4. Explore possibility of joint Town and Village Planning Boards.
5. Evaluate benefits and feasibility of Town/Village government merger.

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

<p>GOAL A3: MAINTAIN THE LOOK, SCALE AND FUNCTION OF DEVELOPED AREAS</p>	<p>1. Ensure small town aesthetic look and feel is maintained and keeping with the town's established character.</p> <p>2. Coordinate Town and Village planning and zoning processes where practicable.</p>	<p>1. Create guidelines to assist the development of Town design and architectural standards for commercial and major residential housing developments including:</p> <ul style="list-style-type: none"> a) Facades b) Exterior closure finishes c) Signage d) Minimum landscaping standards e) Lighting standards. <p>2. Adopt landscaping standards that utilize native plants and natural surroundings in new developments.</p> <p>3. Define and catalog significant viewsheds and develop regulations that ensure new developments do not significantly impact viewsheds.</p>	<p>NYS General Municipal Law permits joint standards / Each municipality must approve standards.</p> <p>Need to define native vegetation and acceptable substitutes / consider costs.</p> <p>Need methodical public opinion surveys to be legally defensible.</p>	<p>Town Board / Planning Board</p> <p>Planning Board/Community Groups</p> <p>Planning Board/Community Groups</p>	<p>Short-term</p> <p>Short-term</p> <p>Medium-term (12 to 36 months)</p>
<p>GOAL A4: ENSURE WELL-PLANNED DEVELOPMENT</p>	<p>1. Ensure new commercial and major residential developments add positively to the community and its functionality.</p> <p>2. Direct more intense land uses near existing development.</p> <p>3. Provide for transitional densities from the Village to outlying areas.</p> <p>4. Ensure that future commercial development occurs in areas indicated</p>	<p>1. Create easy to follow guidelines for developments within the Town.</p> <p>2. Coordinate planning efforts with towns in the Conesus Lake Watershed and with the Conesus Lake Watershed Council to gain regional perspective.</p> <p>3. Review current CMP at least every 5 years and make appropriate revisions with a full update of the CMP every 10 years.</p> <p>4. Ensure zoning code is adequate to address problems associated with strip development such as traffic, lack of connectivity, etc.</p> <p>5. Engage Town and Village Boards to develop consistent regulations and approach that allows new development to flow smoothly across Village/Town boundaries.</p>	<p>Describe required and preferred design & construction practices in brochure.</p> <p>Permitted under GML.</p> <p>Access Management Plan and Site Control Regulations Zoning and Access Management Regulations. Permitted by GML</p>	<p>Code Office Town Board</p> <p>Planning Board Town Board & PB</p> <p>Planning Board Town Board</p> <p>Town Board /Planning Board</p> <p>Planning Board</p>	<p>Short-term</p> <p>Medium-term</p> <p>Medium-term</p> <p>Medium-term</p>

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

GOALS	OBJECTIVES	STRATEGIC INITIATIVES	RESPONSIBLE AGENCIES	TIMELINE
	<p>by the development map attached to this report.</p>	<p>6. Proactively create new districts within the Town that protect environmental resources or promote planning objectives (e.g. agricultural, watershed, etc.)</p> <p>7. Ensure zoning regulations minimize total impervious surface area in new developments (e.g. shared parking, open space requirements).</p> <p>8. Encourage the maximum use of existing commercial space by exploring the use of incentives to utilize existing structures.</p> <p>9. For all commercial developments or redevelopments mitigate impervious surface impacts through the use of additional landscaping.</p>	<p>Zoning Law amendments, Use of Overlay Districts</p> <p>Flood control regulations/site development regulations.</p> <p>Incentives may be at odds with codes. Use faster review times, tax abatements.</p> <p>Require in site reviews / can also mandate site design considerations and/or pervious paving surfaces, bioretention cells, constructed wetlands / EPA Phase II Stormwater Regulations as implemented by NYSEDC.</p>	<p>Town Board</p> <p>Planning Board/Town Board</p> <p>Town Board</p> <p>Planning Board</p> <p>Short-term</p> <p>Short-term</p> <p>Short-term</p>

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

GOAL	OBJECTIVES	RECOMMENDATIONS	ZONING/LEGAL IMPLICATIONS	RESPONSIBLE PARTY	PRIORITY FOR IMPLEMENTATION
B. FARM LAND & AGRICULTURE GOAL B: MAINTAIN AND PROMOTE AGRICULTURE AS A VIABLE INDUSTRY	<ol style="list-style-type: none"> 1. Increase the awareness of the economic and social importance of agriculture 2. Make agriculture a priority in the community's vision for the future. 3. Create increased awareness and demand for locally produced agricultural products 4. Establish tools and policies to protect farmland 5. Develop policies that treat farms as both a business and a land use. 	<ol style="list-style-type: none"> 1. Work with State, County, and Genesee Valley Conservancy to acquire/purchase development rights to viable agricultural operations. 2. Work with Livingston County to implement the recommendations of the Agricultural and Farmland Protection Plan - select point person from town to stay actively involved. 3. Encourage the development of businesses that support agribusiness. 4. Develop ways to market and promote locally produced agricultural products such as Town sponsored farmers' markets. 5. Add agricultural section to website. 6. Increase farmer participation by establishing an Agricultural Advisory Committee to advise the Town Board on policy and issues related to agriculture. 7. Provide guidance as to the optimum placement of structures that maximize tillable acreage when subdividing for residential uses - provide model example (brochure). 	<p>Approve Farmland Protection Zones / Buffer Strips</p> <p>Permit local farm stands. Secure supply agreements with State & local correctional facilities</p> <p>Town resolution.</p>	<p>Town Board/Farmland Protection Board Town Board</p> <p>Town Board</p> <p>Town Board/ Community Groups Town Board & Community</p>	<p>Medium-term</p> <p>Short-term</p> <p>Short-term</p> <p>Short-term</p> <p>Short-term</p>
C. ENVIRONMENTAL FEATURES GOAL C: PRESERVE AND PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND SCENIC RESOURCES	<ol style="list-style-type: none"> 1. Direct development in a way that does not adversely impact environmentally sensitive areas and scenic resources. 2. Increase the availability of programs that 	<ol style="list-style-type: none"> 1. Identify and map all environmentally sensitive areas, watersheds and prime agricultural soils in the Town. 2. Define Conesus Lake Watershed as an environmentally sensitive area. 3. Adopt an EPOD (environmental protection overlay district), (see attached map), that would require anyone wishing to develop in a sensitive environmental area to secure an additional permit or evaluate additional impacts. 	<p>Surveys, define environmentally sensitive areas</p> <p>Amend zoning ordinance</p>	<p>Planning Board/Town Board</p> <p>Town Board</p> <p>Planning Board/Town Board</p>	<p>Short-term</p> <p>Short-term</p> <p>Short-term</p>

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

GOAL	OBJECTIVES	RECOMMENDATIONS	ZONING/CORRELATIVE REGULATIONS	RESPONSIBLE PARTY	PRIORITY FOR IMPLEMENTATION
	proactively implement actions that protect sensitive areas.	<ol style="list-style-type: none"> 4. Define additional review criteria for proposed developments within identified sensitive environmental areas such as the Conesus Lake Watershed, viewsheds, and prime agricultural areas (e.g. a visual impact study). 5. Identify and then protect aquifers by guiding development / subdivision in known aquifers. 6. Amend zoning laws to limit impervious cover and establish riparian setbacks or buffer strips for non-agricultural parcels. 7. Improve awareness and use of federal and state programs that provide incentives for buffer strips for an agricultural property. 8. Investigate incentive programs for property owners to create buffers in sensitive environmental areas. 	<p>Define sensitive areas/ amend review criteria</p> <p>Sediment & Erosion Control Laws</p> <p>Determine needed width of buffers, use /amend zoning/ Riparian Corridors</p>	<p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board/Planning Board</p> <p>Planning Board</p>	<p>Short-term</p> <p>Short-term</p> <p>Short-term</p> <p>Short-term</p> <p>Medium-term</p>
<p>GOAL C2: RECOGNIZE CONESUS LAKE AS A VALUABLE COMMUNITY ASSET</p>	<p>1. Protect Conesus Lake as a valuable recreation and water source for Geneseo and surrounding communities</p>	<ol style="list-style-type: none"> 1. Support recommendations of the Conesus Lake Watershed Management Plan. 2. Protect steep slopes by adopting regulations that decrease density of residential development in steep slope areas. 3. Implement best practices for sewer and stormwater management in the Conesus Lake water shed area including extensions of sewers to areas of new development within the watershed. 4. With neighboring communities and local government agencies, implement actions that address water quality issues. 5. Establish lot coverage standards that are consistent with location with location in the Conesus Lake Watershed. 6. Support lake related uses in the Lake Neighborhood Business District that will increase the functionality of Long Point Park and complement the recreational and commercial uses of the lake environment. 7. Engage local Towns and County to improve consistency of zoning standards around Conesus Lake. 8. Work with County and organizations to support voluntary conservation efforts using conservation easements. 	<p>Steep Slope Protection Overlay District</p> <p>Permitted by GML</p> <p>Pur standards in an EPOD</p> <p>Permitted by NYS GML</p>	<p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p>	<p>Short-term</p> <p>Short-term</p> <p>Medium-term</p> <p>Medium-term</p> <p>Short-term</p> <p>Short-term</p> <p>Long-term</p> <p>Medium-term</p>

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

GOAL	OBJECTIVES	RECOMMENDATIONS	ZONING/LEGAL IMPLICATIONS	RESPONSIBLE PARTY	PRIORITY FOR IMPLEMENTATION
<p>E. RESIDENTIAL LAND USE</p> <p>GOAL E1: CAREFULLY PLAN FUTURE RESIDENTIAL DEVELOPMENT</p>	<p>1. Ensure safe and appropriate residential development.</p> <p>2. Minimize frontage development in Town outside of Village.</p> <p>3. Implement zoning regulations that are consistent with the intended development of the Town.</p>	<p>Offices.</p> <p>4. Explore ways to enhance knowledge of, use of, and access to existing gathering facilities.</p> <p>1. Immediately address appropriate zoning for residential development in agricultural districts.</p> <p>2. Encourage clustering in residential areas by mandating set-aside open space. Provide density bonuses for developments with additional open space, elderly housing, or affordable housing components. Involve the Town Assessor in discussions of this development. Permit a variety of buildings types in residential areas as an incentive for clustered developments.</p> <p>3. Establish minimum landscaping standards for subdivision projects.</p> <p>4. Create new overlay district for transitional residential development between the Village and the Town. See Map.</p> <p>5. Specify areas appropriate for both small-scale and large-scale residential development, at varying densities, and communicate to developers.</p> <p>6. Create incentives that promote a diversity of housing needs.</p> <p>7. Review and update current zoning regulations to eliminate conflicts and implement changes to ensure consistency with desired Town development.</p> <p>8. Review current definitions in zoning regulations for Lake Neighborhood, Business.</p>	<p>Amend zoning ordinance.</p> <p>Amend sub-division rules to require open space and permit increased densities. Provide density bonuses for clustered developments.</p> <p>Determine standards & amend Sub-division regulations.</p> <p>Determine District use standards. Amend zoning.</p> <p>Housing Needs Analysis, market Analysis, rezoning of areas for higher densities, inclusionary zoning, infill opportunities, simple & expedited review procedures.</p>	<p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p> <p>Town Board</p>	<p>Short-term</p> <p>Immediate</p> <p>Medium-term</p> <p>Short-term</p> <p>Medium-term</p> <p>Medium-term</p> <p>Medium-term</p> <p>Medium-term</p>

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

GOAL	OBJECTIVES	RECOMMENDATIONS	ZONING/LEGAL IMPLICATIONS	RESPONSIBLE PARTY	PRIORITY FOR IMPLEMENTATION
<p>GOAL E2: ENSURE THAT DEVELOPMENT DOES NOT OUTPACE COMMUNITY SERVICES AND INFRASTRUCTURE</p>	<p>Identify current capacities and plan development /expansion of infrastructure.</p>	<ol style="list-style-type: none"> 1. Based on desired future land use, develop long-range plan for sewer and water infrastructure expansion. 2. Quantify current and maximum useable capacity of existing water and sewer systems and assess impacts of any new development on these systems. 3. Develop policies that maximize the efficiency of land contiguous to future infrastructure expansion (incentives to encourage interior development of properties). 4. Involve the Fire Chief in the review process for subdivisions. 5. Engage GCS in assessing impact of new development on the school system. 6. Require that decisions regarding new water and sewer districts consider future development impacts within those districts. 	<p>Expansion plans should reflect Master Plan development priorities.</p> <p>Limit access to water & sewer systems - provide density incentives.</p> <p>Amend code.</p> <p>Require all Town District expansion decisions to be consistent with Town Master Plan.</p>	<p>Town Board</p> <p>Town Board</p> <p>Town Board & Planning Board</p> <p>Town Board /Planning Board</p> <p>Planning Board/Town Board</p>	<p>Short-term</p> <p>Short-term</p> <p>Medium-term</p> <p>Short-term</p> <p>Short-term</p> <p>Short-term</p>
<p>F. TRAFFIC AND TRANSPORTATION</p> <p>GOAL F1: IMPROVE SAFETY, ACCESS, AND CIRCULATION ON AND BETWEEN ROADWAYS</p>	<p>1. Identify areas that would benefit from access roads and shared driveways and areas that could benefit from lowered speed limits and other traffic calming measures.</p> <p>2. Ensure appropriate vehicle type and usage based on road classification.</p>	<ol style="list-style-type: none"> 1. Develop and adopt access management standards, (e.g. shared driveways and access roads). 2. Critique traffic impact studies for new projects to ensure adequate mitigation measures are being proposed. 3. Petition appropriate agencies to implement speed limits and other traffic calming measures. 4. Identify appropriate truck routes (and where trucks are not permitted) and ensure proper signage is provided. 5. Make main arterials, such as Routes 20 A, 39 and 256, as user friendly as possible to encourage appropriate use. 6. Promote the use of public transportation, Livingston Area Transportation System, LATS. 	<p>Develop access management plan for Town.</p> <p>Add access management in scoping documents.</p> <p>Transportation Improvement District</p>	<p>Town Board</p> <p>Planning Board / Livingston Co. Highway Dept. Town Board</p> <p>NYS DOT, Town Board /Community/TSB Town Board</p>	<p>Medium-term</p> <p>On-going</p> <p>Short-term</p> <p>Short-term</p> <p>Short-term</p> <p>On-going</p>

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

GOAL	OBJECTIVES	RECOMMENDATIONS	ZONING/LEGAL IMPLICATIONS	RESPONSIBLE PARTY	PRIORITY FOR IMPLEMENTATION
GOAL F2: CREATE COMPREHENSIVE PEDESTRIAN / BICYCLE NETWORK	1. Promote connectivity between new and existing residential streets increasing efficiency and pedestrian safety.	1. Require sidewalks and crosswalks in appropriate areas of high density. Improve existing streets and roads to increase pedestrian mobility, encourage walking, and increase safety. Utilize modern design standards and techniques to improve walkability (i.e. traffic calming improvements and pedestrian countdown systems). 2. Build and maintain bicycle paths, lanes, roadways and routes and make improvements to make existing streets and roads more suitable and safe for bicycle traffic. Give consideration regarding pedestrian/bike/equestrian safety to West Lake Road, Lima Road and Reservoir Road. 3. Explore opportunities for off-road multi-use trails.	Amend sub-division rules, review standards/identify gaps/define appropriate areas for improvements. State funding programs. Linking connectors generally located in road ROW's and utility easements – legal issue. Site review criteria.	Town Board Town /Planning Bd./Livingston Co. Highway Dept. NYSDOT	Short term & on-going Ongoing Medium-term Medium-term
GOAL F3: DEVELOP A PLAN TO RELIEVE TRAFFIC ON THE 20A CORRIDOR	1. Investigate providing alternative access routes as an opportunity to relieve traffic congestion on the Route 20 A corridor.	4. Create linkages between housing developments, community facilities, and commercial centers. 5. Add or enhance pedestrian crossings, especially across 20A, with controlled crosswalks, medians, road space allocation, etc. Explore the possibility of reducing congestion on Route 20A by creating an alternative route south of the Village and other access management considerations.	Maintenance costs. Town Board and NYSDOT	Town Board/Community Eboard/Community Town Board/DOT	Medium-term
GOAL G2: STRENGTHEN RELATIONSHIPS BETWEEN COLLEGE AND COMMUNITY	1. Identify opportunities to share ideas, problems, and solutions with SUNY.	1. Establish liaison connecting Town Government and SUNY Administration. 2. Support internships for students by local businesses and government, i.e. encourage use of students for website design, maintenance, and updates. 3. Educate the community about SUNY Geneseo's master plan.		Town Board/SUNY Chamber/County Workforce Development Town Board/SUNY	Short-term Short-term
G. COMMUNITY ISSUES					

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

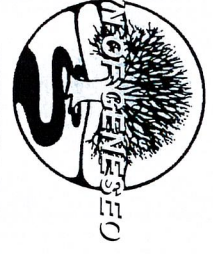
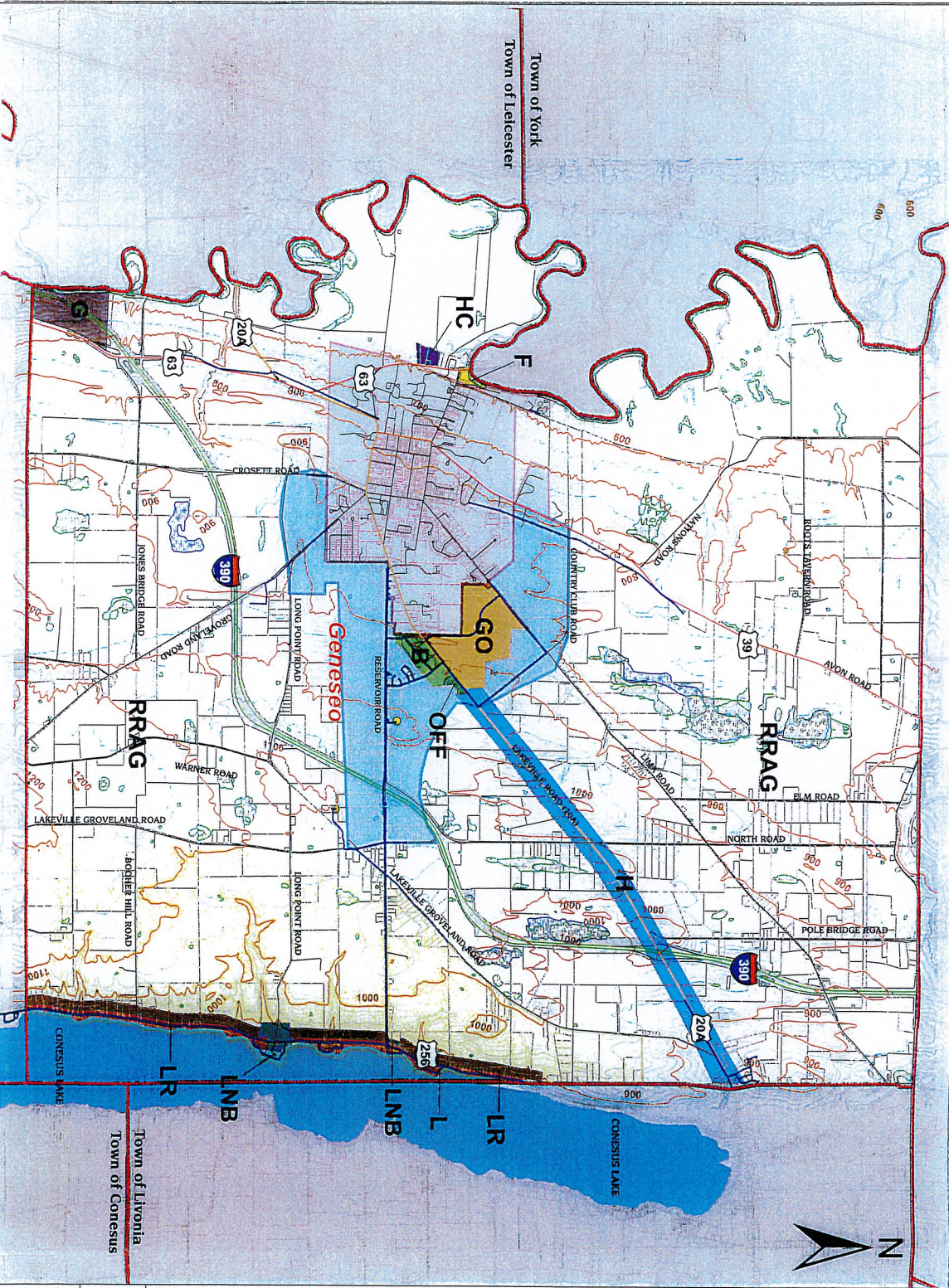
GOAL	OBJECTIVES	RECOMMENDATIONS	ZONING/LOCAL IMPLICATIONS	RESPONSIBLE PARTY	PROPERTY FOR IMPLEMENTATION
<p>GOAL G3: IMPROVE COMMUNICATION WITH COMMUNITY</p>	<p>1. Provide more opportunities for public input on important community issues 2. Improve electronic communication - website, listserv, etc.</p>	<p>1. Create listserv for interested citizens. 2. Continue to enhance Town website with maps, comprehensive plan, zoning, announcements, etc. 3. Acknowledge the value of positive public relation strategies that foster cooperation and respectful communication.</p>		<p>Town Board Town Board Town Board</p>	<p>Short-term Short-term Short-term</p>
<p>GOAL G4: FOSTER A SENSE OF COMMUNITY</p>	<p>1. Take advantage of Geneseo's rich heritage and diverse population to create an even stronger sense of belonging.</p>	<p>1. Support festivals, air shows, equestrian events, and other activities that bring people to Geneseo and encourage community involvement. 2. Support efforts of Tourism Committee to explore additional ways to promote Geneseo.</p>		<p>Town Board/Community Town Board</p>	<p>Short-term Short-term</p>

TOWN OUTSIDE VILLAGE COMPREHENSIVE MASTER PLAN MATRIX

GOAL	OBJECTIVES	RECOMMENDATIONS	ZONING/LEGAL IMPLICATIONS	RESPONSIBLE PARTY	PRIORITY FOR IMPLEMENTATION
<p>GOAL G5: PROVIDE A STABLE ECONOMY THAT PROVIDES ECONOMIC OPPORTUNITIES FOR ALL RESIDENTS</p>	<p>1. Create economic development that builds on Geneseo's strengths including central location, educated workforce, community character, and historical heritage. 2. Diversify job opportunities by actively engaging potential new employers. 3. Broaden and diversify tax base by permitting a mix of beneficial uses such as agriculture, retail, tourism, cultural arts, and others.</p>	<p>1. Encourage SUNY Geneseo's School of Business as resource to support business/marketing for business in the Town. 2. Investigate incentives for small business start-ups. 3. Investigate feasibility of new business incubator space. 4. Support development of micro enterprises and Small Business Development Center. 5. Support tourism website and efforts. 6. Diversify agribusiness by assisting farmers to identify potential marketing opportunities and niche markets. 7. Utilize planning and zoning tools to promote the reuse of underutilized stores and sites.</p>	<p>Legal issues regarding loan funds. Issues involving acquisition, ownership, operations, "hatching policies". Examine codes and amend as needed - building & site uses, parking requirements, establish local revolving fund for retail.</p>	<p>Town Board/SUNY Livingston County IDA/EDO./SUNY Chamber Town Board / County, Chamber Town Board /Chamber Town Board</p>	<p>Short-term Short-term Medium-term Short-term Short-term</p>
<p>GOAL G6: ENHANCE COORDINATION BETWEEN TOWN AND VILLAGE GOVERNMENTS</p>	<p>1. Streamline local government providing cost effective, consistent services and regulations to residents and businesses. 2. Explore possibility of additional inter-municipal agreements.</p>	<p>1. Explore benefits of merging Town and Village zoning requirements into one common set of regulations. 2. Explore possibility of Town/Village cooperation agreements. 3. Explore possibility of joint Town and Village benefits provision (e.g. health care, etc.). 4. Explore possibility of joint Town and Village Planning Boards. 5. Evaluate benefits and feasibility of Town/Village government merger.</p>	<p>Permitted by GML. Pooling of employees for health insurance permitted under GML. Permitted under GML. Consolidation study needed.</p>	<p>Town and Village Boards/Code Office Town and Village Boards Town and Village Boards Town and Village Boards</p>	<p>Medium-term Short-term Medium to Long-term Short-term Medium-Long</p>

APPENDIX A

RECOMMENDED LAND USE PLAN AND DEFINITIONS



Future Development Area Map

Town of Geneseo
Livingston County, NY

Legend

- Town Boundaries
- Village Boundaries
- ROADS**
- SHIELD
- Town Roads
- Interstate Highways
- State Roads
- U.S. Routes
- Town Parcels
- Water Tanks
- Watermain
- Transitional Zone (PCD)
- Watershed Environmental Protection Overlay District (EPD)
- FWS Wetlands
- NYS Wetlands
- OFF - Low Intensity Office
- L - Lake Shore
- LNB - Lake Neighborhood Business
- G - General Industrial
- HC - Highway Commercial
- F - Industrial Use
- H - Highway Residential
- GO - Gateway Overlay District
- B - Business
- LR - Lake Residential
- RRAG - Rural Residential & Agricultural District

SCALE: 1" = 2,000'
(22 x 36)

SCALE: 1" = 4,000'
(11 x 17)

DATE: January 2009

MRB group
Engineering, Architecture, Surveying, P.C.

Definitions

Highway residential district: is an area on both sides of state route 20A. It provides dimensional and setback requirements that can be effective at limiting strip development along major roads and limiting the negative traffic and visual impacts of such development. (1992 CMP)

Lake shore: is the area between Conesus Lake and West Lake Road. As this area is mostly developed the goal is to develop the area in a way that protects the residential character of the shoreline area, such as, the visual and privacy concerns of existing cottages and residences.

Lake residential: would include the west side upland parcels adjacent the West Lake Road and would be incorporated within the Watershed EPOD. The goal is to allow development of the western upland areas in a way that minimizes pollution of the Lake, especially from erosion and runoff due to development on the slope.

Low intensity office: is designed as a transitional area to provide a buffer between the higher intensity commercial uses and lower intensity residential and agricultural uses.

Lake Neighborhood Business District: is the area including Long Point Park and the areas to the west, adjacent to Long Point Road, that will allow uses that will increase the functionality of Long Point Park and promote and enhance the recreational and commercial uses of the lake environment. Note that North Point Drive, which is adjacent to Long Point Park, is Lake shore and not Lake Neighborhood Business.

Business: is the area on the south side of Route 20A, from the Village boundary to just beyond Morgan View Road, designed for smaller retail, commercial, and limited industrial uses. Development within this area will have area and dimensional requirements that promote a proper scale of development and enhance the commercial character. This area will encourage such uses as retail stores, service establishments, commercial recreation, entertainment establishments and educational programs. Design that promotes proper access management and limited strip development will be encouraged.

Highway commercial: is an area west of Route 63 between the Genesee River crossing and the Route 63 bypass characterized as suitable for highway service uses and other automotive related uses that the community wishes to discourage from locating along Route 20A or in the Main Street commercial area.

Industrial Use: Area along lower Court Street and the Genesee River that would allow for varying industrial uses. These areas may include such uses as smaller

manufacturing businesses, sales of machinery and automobiles, bulk storage and repair establishments.

General Industrial: is the area in the southwestern portion of the Town between I-390 and Route 63 and provides for commercial and industrial land uses.

Planned Overlay District (POD): is the area forming a U around the village starting at Avon Road, running east along Country Club Road, then forming a branch out Reservoir Road to Lakeville Groveland Road, then back west running along Long Point Road and ending at Crossett Road. This area represents the highest density in the Town, other than along the Conesus Lake Shoreline, and is planned for the development of infrastructure to support higher density residential development. It will act as a transition area between the village and areas of lower residential development in the remainder of the town and would afford opportunities for varying densities and diversity of housing needs.

Watershed Environmental Protection Overlay District (EPOD): Area including the shoreline of Conesus Lake and the existing recognized watershed that has been designated as needing additional attention to protect the integrity of the slopes to the west and the water quality of Conesus Lake. The goal is to proactively implement actions that protect sensitive environmental areas. This area would be considered to extend sewers systems and establish appropriate lot coverage standards. Consistent standards of zoning between municipalities will be promoted for this area.

Gateway Overlay District: is an area to the east of the village line designed to support a variety of retail, commercial and light industrial functions. The goal of the area is to contain development within one area and provide a transition zone between the generally rural nature of the Town to the more developed Village setting.

APPENDIX B

HISTORY OF GENESEO

History of Geneseo

Legend has it that Seneca Indians, the original inhabitants of our favorite piece of the planet, called this place jo-nis-hi-yuh, meaning the pleasant or beautiful valley. This phonetic spelling evolved into Genesee which is the name of the river whose centuries of meandering carved out our beautiful valley. Our community name evolved from the name for the valley. It has always seemed odd that the river is named for its valley-view, but clearly upon their arrival the Senecas saw the valley long before they discovered its river.

As our nation was in its infancy, two brothers from Connecticut, James and William Wadsworth, recognizing that the people of this fledgling nation would require food to keep the engines of progress running, purchased tens of thousands of acres from the Seneca. Geneseo was thus settled in 1790 on the edge of a lush and beautiful valley. James, a land agent, and William, a farmer worked together to establish the agricultural industry which still dominates the region.



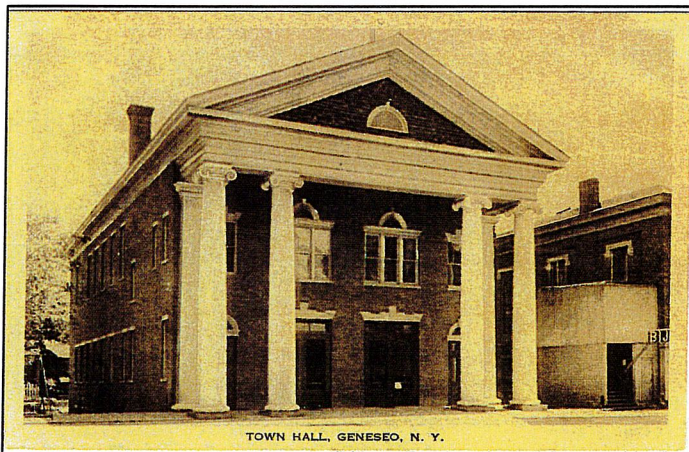
The Wadsworths built large homes at either end of Main Street, serving as bookends for the development of commercial and residential areas alike. They recognized the need for tradesmen and merchants to constitute a community, recruited many to the town and assisted them in building homes of their own. Both of their estates still stand, indeed occupied by their descendants, and most of those original houses of more modest stature also still grace our streets.

The Wadsworths had great love and appreciation for the wondrous oak trees standing on our land. In clearing the wilderness, they left many and when leasing land required that tenants maintain the great oaks. Most are still standing in even greater grandeur than when they were first encountered. It was one particularly large specimen of oak that gave the original Indian village here its name of Big Tree.

The tree in question stood on the banks of the Genesee and was thought to be more than 300 years old when erosion of the river bank finally caused its downfall on November 8, 1857.

Settler James Wadsworth's interest in public education planted the seeds of what would eventually become SUNY-Geneseo.. In 1867 the Wadsworth Normal School at Geneseo was chartered by the state legislature. When it opened its doors in 1871 with 91 students, its name was changed to Geneseo Normal School, one of nine name changes through the years. Today more than 5,000 students study at SUNY Geneseo, the latest incarnation of a school that has developed a reputation as one of the nation's best public liberal arts colleges.

It was in 1974 that fear of losing the historic Big Tree Inn led to the formation of the Association for the Preservation of Geneseo (APOG). The organization has spearheaded preservation efforts ever since, not only saving the Inn, but going on to do the groundwork that resulted in a unique distinction for Geneseo. Main Street was listed on the National Register of Historic Places in 1971 because of its unique characteristics. In 1977 almost all of the central part of the Village was designated a Historic



District and placed on the National Register of Historic Places. In 1991 the entire Historic District was designated a National Historic Landmark by the U.S. Secretary of the Interior, one of only twenty communities in the country. Even today there are only 24 Historic Districts that have been so honored.

The ingredients that make the magic of Geneseo include a yeasty mix of the vitality of thousands of young students and the scholarship of hundreds of professors, seasoned with a dash of the society of valley gentry and a generous portion of the salt of everyday people from farmers to county workers to actual salt miners. When all of this is served up in a park-like natural landscape, boasting an intact and still vital historic village, you have, indeed, the Jewel of the Genesee Valley! ¹

¹ Verbiage taken from the geneseony.com website

APPENDIX C

PUBLIC PROCESS

Summary of Public Process

The master planning process necessarily involves a lengthy data gathering phase. In addition to extensive documentation of current conditions, public input is solicited through meetings with focus groups, a survey of the public, and public meetings. The public involvement process included all of these. The findings from the various public input are summarized below.

Focus Groups

Focus groups were held to gather information on a broad range of issues, including residential and commercial development, local businesses, infrastructure, schools, the environment, youth and the elderly, historic preservation, and emergency services. Through these focus groups, the Comprehensive Master Plan Committee has been able to gain the perspectives of key stakeholders, learn more about current conditions, and develop a more detailed knowledge of the concerns and visions of these constituencies. A summary of these meetings follows.

Economic Development

Economic development has been the most common subject of focus group meetings, with five distinct meetings committed to this subject. These meetings have considered a broad range of development-related issues, from Main St., to commercial and residential development, to planning and zoning strategies for economic development.

On June 23, 2004, the Committee met with Julie Marshall of the Livingston County Industrial Development Authority. She explained the role of IDA in assisting potential developers, the importance of Empire Zones, and the benefits they would provide to Geneseo and Livingston County, particularly in the shovel-ready Gateway District. She also explained the economic and employment importance of small businesses and the efforts being made to incubate new businesses and support micro-enterprises.

On September 29, 2004, the Committee met with Louise Wadsworth and Barry Kaplan, representatives of the Main Street-based Geneseo Uptown Merchants Association (GUMA). A vital Main Street is central to the economic wellbeing of Geneseo, and also to maintaining Geneseo's history and character. Maintaining this vitality requires maintaining a critical mass of retail uses to draw shoppers. Toward this end, preserving Main Street's historic storefronts and signage, providing adequate parking, and supporting festivals and other Main Street-centered events were identified as priorities.

On November 10, 2004, Cynthia Oswald of the Livingston County Chamber of Commerce, met with the Committee to provide an overview of the Livingston County and Geneseo economies and the role of the Chamber of Commerce. She emphasized the importance of both economic growth and maintaining our quality of life. She identified agriculture and tourism as the major industries in the county, with education also playing a major role, particularly in Geneseo. New businesses focus on the availability of a skilled workforce and taxes in their siting decisions. She also discussed the growing popularity of micro-enterprises, particularly among women.

Representatives of the Rochester Home Builders Association, along with Dawn April, met with the Committee on August 31, 2005. They emphasized the responsiveness of home builders to working with communities to ensure that new development was attractive and consistent with local master plan and open space standards. They also emphasized the importance of ensuring a mix of home styles and prices and the importance of zoning to support this mix. Residential development also represents an importance source of local tax revenues, with new property taxes generally outweighing the education, infrastructure, and service costs associated with new housing.

Jim Howe, of the Rochester-based Common Good Planning Center, met with the Committee on April 28, 2004. He focused on the importance of quality of life considerations, community needs, and community characteristics in the evaluation of development plans. He also stated that residential development usually represented a net cost to local communities, with the costs of services outweighing new tax revenues except with very high property values. Mr. Howe emphasized the importance of public input and effective master planning to successful communities.

Education

Education has historically played a central role in Geneseo. Beyond their mission of educating young people, educational institutions are among our major employers, primary engines of economic development, and centers of cultural enrichment and entertainment.

In a meeting with Geneseo Central School (GCS) Superintendent Jon Hunter on May 12, 2004, Dr. Hunter stated that GCS sends 88 percent of its graduates to two or four year colleges. GCS also provides vocational education to prepare graduates to work in specific high demand occupations. Looking forward, Dr. Hunter stated that the school facility presently has the capacity for approximately 100 additional students before having to undertake expansion.

Kenneth Levison, Robert Bonfiglio, and Laura Wrubel, of SUNY-Geneseo, met with the Committee on November 15, 2005. This meeting focused on the ways in which the college and community could work together toward mutual benefits. Improved communication of on-campus events to community residents was discussed. Also discussed was the importance of maintaining safe, attractive, and effectively regulated student housing and the need to reestablish a College-funded community watch program. The importance of sharing the College's Master Plan with the community was also emphasized as a means to inform the public about the future direction of the college. Included are plans to build new athletic facilities and to improve the appearance of the transition zones between the college and the village.

The importance of a vital and attractive Main Street to the college was also emphasized in this meeting. The attractiveness of the community is a critical asset in recruiting and retaining students and in contributing to the strong bonds students form to Geneseo. A strong retail presence on Main St., with niche shops, is important. Finally, the importance of affordable housing for faculty and staff was discussed.

Infrastructure

The Committee met with Harold Stewart, of the Livingston County Water Authority (LWCA), on March 16, 2004. Jim Oberst, of MRB Engineering, the firm that contracts with the Town and Village to provide the full range of municipal engineering services, met with the Committee on June 9, 2004. Mr. Stewart stated that there were four water districts in the community, three operated by the Village and one operated by the LWCA. The Gateway water district was established to support development in the Volunteer Road corridor after that road was constructed.

Since meeting with Mr. Stewart, the Town has established a fifth water district in the Booher Hill Road area on the west side of Conesus Lake. Other areas in the Town, particularly in the Conesus Lake area (Lakeville-Groveland Road and Long Point Road) are also being considered for water districts.

Mr. Oberst provided an overview of the Village water system and water treatment plant. The plant is able to treat 2 million gallons of water per day, which is drawn from Conesus Lake. Less than 25% of this amount is generally used in the Town and Village, with water also being sold to York. At peak usage rates, the water treatment plant operates close to its capacity. To provide a secondary source of water, the Village is connecting with the Livingston County Water Authority; this water is drawn from Hemlock Lake. The sewer treatment plant, also operated by the Village, is newly constructed. It is also operating closer to its capacity.

Mr. Oberst also discussed the traffic concerns being experienced in Geneseo, particularly in the 20A corridor through the commercial area. Steps should be taken to limit and share curb cuts and to add a turn lane. Since this meeting, a turn lane has been added to a segment of 20A. He also discussed the establishment of a transportation district to assist in the maintenance and development of roadways.

Emergency Services

On May 12, 2004, Geneseo Volunteer Fire Department Chief Andrew Chanler and Ambulance Chief Karen Dewar met with the Committee. The first item of attention was the importance of ensuring that fire and ambulance services are considered in planning and development. In particular, it is important to ensure that efficient emergency access is available. It is also important to ensure that the demands on emergency services associated with particular forms of development, be it senior citizen housing, large scale commercial development, or high rise residence halls, are considered.

Related to this concern, it was emphasized that the fire and ambulance services take great pride in being able to provide all-volunteer services and to respond to 100% of calls for service. However, the calls for service are increasing dramatically and recruiting and retaining a large volunteer force is becoming more challenging. Continued development will strain emergency services, perhaps to the point that an all-volunteer service is no longer possible.

Historic Preservation

On July 21, 2004, Donna Kelsey, the president of the Association for the Preservation of Geneseo (APOG), met with the Committee. In this meeting, Geneseo's status as one of the few National Historic Landmark Districts was emphasized, as was the need to preserve this status and what it means to the charm and character of Geneseo. At present, there is no preservation zoning in place to protect the integrity of the historic district. Rather, preservation efforts are undertaken voluntarily, and are supported by grants and programs provided by APOG. The challenge of maintaining historic structures is particularly great for the larger homes. Ensuring a vital Main Street is an important means of protecting Geneseo's historic character and desirability.

Environmental and Open Space Conservation

Greg Foust, president of the Conesus Lake Association, met with the Committee on July 21, 2004. Discussion centered on the environmental challenges facing the lake. The construction of Interstate 390 contributed to the change of Conesus Lake from largely seasonal residence to year-around residence. Many new homes have been constructed and many larger homes have been constructed to replace previously smaller cottages. These new residences have contributed to stormwater runoff problems. Soil and nutrient runoff from the surrounding slopes has also contributed to water quality concerns. The introduction of plant and animal non-native species into the lake has also caused considerable environmental and recreational problems for the lake. In the face of these problems, passage of lake-related initiatives has been difficult because of multiple townships and governmental agencies involved. Development throughout the Conesus Lake Watershed needs to be especially sensitive to these concerns.

On September 29, 2004, Eric Grace, Director of the Genesee Valley Conservancy, met with the Committee. He explained that the Conservancy is dedicated to protecting open spaces through the acquisition of development rights on property. At present, there are nearly 4,000 acres in the conservancy; much of this land is in the area between Avon and Lima Roads. Mr. Grace explained the means of acquiring conservation easements and the benefits associated with these efforts. With most landowners likely to voluntarily contribute lands to the Conservancy having already done so, future growth in lands protected by the Conservancy will necessitate the purchase of development rights. He also expressed particular concern about development and potential development along Reservoir Road, an area of working farms and scenic viewsheds.

Public Groups

On September 1, 2004, Bill Lofquist met with the Committee on behalf of an ad hoc Pedestrian Committee established in the Village. This meeting focused on the importance of integrating pedestrian considerations into planning and zoning. Too much of the residential and commercial

development we have experienced in recent decades has occurred without consideration of pedestrian access and safety. Sidewalks should be part of all new Village and clustered residential construction. Sidewalk access to commercial developments should also be provided, with particular emphasis on the need to connect retail developments to existing sidewalk networks and to ensure that sidewalks extend to store entrances. Street and sidewalk connectivity, particularly through a traditional grid design, should also be encouraged. Efforts should also be made to enhance pedestrian safety and accessibility in crossing roads, by providing crosswalks, traffic signage, lower speed limits, and medians. Finally, opportunities to develop walking and biking trails in scenic areas should also be pursued.

On October 27, 2004, Liz Porter, Bill Louvain, and Darlene Hunt, met with the Committee to discuss the needs of youths. Discussion centered on the need for community spaces for youths, perhaps in the form of a Boys and Girls Club, perhaps in the form of a community center. The second floor of the Geneseo Building was identified as a possible location. The Skilled Nursing Facility and the empty Wal-Mart are also possible locations.

At the same meeting, Karen Smith, from the Office of the Aging, discussed the needs of senior citizens. The population of Livingston County is aging; within fifteen years, the fastest growing segment of the population will be 85 years or older. Despite common belief, only 4% of the older people will reside in a nursing home. Seniors want and need to remain active, independent, and involved in the community. To facilitate this, the community needs to provide adequate street lights, well-maintained sidewalks, and accessible buildings. It is also important to encourage local merchants to re-enter the local service-delivery system. Services to assist seniors with transportation, questions about health insurance, legal matters, and meals-on-wheels are also vitally important, as are foster grandparent programs.

Public Survey

In early 2005, a random sample of 1,500 registered voters in the town and village of Geneseo was sent a survey designed to inform the Comprehensive Master Planning process. Six hundred fifty-six were returned for a response rate of 43.7%.

Highlights of the demographics of survey respondents and community and business issues follow, along with a brief summary of the responses from the open-ended questions that were asked:

Demographics of Survey Respondents

56% village residents, 44% town

42% male, 56% female

81% own their own home (age of home: median 40, mean 55, range 0-200), 17% rent (median \$500/month)

years living in Geneseo: median 16, mean 21, range 0-86

age: median 52, mean 52, range 18-96

income: median \$45,001- \$75,000, 8% less than \$15,000, 35% over \$75,001

employment locale (35% retired or not in workforce, 26% work in town/village, 16% work in Monroe County, 12% work outside of Geneseo but in Livingston County)

occupation: 20% teaching professionals

Community

Ninety-five percent believe Geneseo's historic building to be somewhat or extremely important to the character of the community.

Most respondents value specific features of Geneseo. The top 7 valued features of Geneseo (% of respondents to this question):

rural/small town character (91%)

community businesses (88%)

historic character (87%)

schools (87%)

open space (86%)

main street/national historic landmark (83%)

college (83%)

Fifty-three percent think that the town/village should do more to protect and preserve Geneseo's historic characteristics (when asked if tax incentives should be offered to preserve either historic homes or open space 52% and 59% responded yes respectively)

Business

Current Practices:

Ninety percent of respondents shop in Geneseo weekly. Those shoppers are most likely to purchase groceries (74%), gas (58%), or household goods (39%), or use bank (74%) or dining (32%) services.

Respondents are more likely to get clothing (64%) or entertainment (39%) in Monroe County.

Respondents want greater variety of merchandise (63%), competitive pricing (41%), and better parking (32%) to shop in Geneseo more often.

Parking (67%) and cleanliness (54%) are priorities for Geneseo's main business district.

Expansion:

When asked what kind of retail Geneseo needs to attract, 50% indicated restaurants. Less than 40% want clothing stores (38%). Less than a quarter respond affirmatively (% of respondents) for:

hardware stores (23%)

pharmacies (23%)

variety stores (21%)

When asked what kind of industry Geneseo needs to attract, 54% want sit down restaurants. Over a third indicated professional offices (41%), high-tech manufacturing (38%), and service-oriented businesses (35%).

When asked if tax incentives should be offered for business and industries that fill vacant buildings, make additions to existing buildings or upgrade storefronts, 68% responded yes. Only 34% answer yes for new buildings.

Open-ended Questions:

What are the most desirable qualities of the town of Geneseo?

Of the 496 written responses, 485 respondents provided substantive feedback. The most commonly identified qualities are outlined in Table 1, though full responses are available.

Table 1. Desirable Qualities	Number of respondents listing this quality	% of respondents listing this quality
Small town/quaintness	215	44.3
Rural setting/quality of natural environment	141	29.1
Historic character/quality of built environment	125	25.8
Qualities of people	112	23.1
Presence/role of college	107	22.1

What are the most undesirable qualities of the town of Geneseo?

Of the 504 written responses, 486 respondents provided substantive feedback. The most commonly identified qualities are outlined in Table 2, though full responses are available.

Table 2. Undesirable Qualities	Number of respondents listing this quality	% of respondents listing this quality
Traffic	171	35.2
Wal-Mart/Commercial Development/Overdevelopment	144	29.6
Parking (Main St., Second St.)	58	11.9

Public Meetings

Several public meetings were held during the comprehensive planning process. The public had an opportunity to provide input and to hear updates throughout the process. The meeting minutes for these meetings are attached.

APPENDIX D

MEETING MINUTES AND NOTES

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
Tuesday, September 25, 2007
Geneseo Town Hall

Committee Members Attending: Madelyn Peri, Dan Dimpfl,
Bob Kelly, Patti LaVigne, Andrew Chanler, Michael
Rozalski

MRB Group Representatives: Mike Guyon, Glenn Cooke

- Dan Dimpfl opened the meeting and the group introduced themselves and reviewed their backgrounds and involvement with the town's planning process.
- The Committee discussed a meeting scheduled and decided upon Tuesday, October 9th at 2:00 in the Town Hall as the date of the next meeting. They also discussed the timeframe for completion of the Master Plan update. No specific deadlines have been set but the Town Board has expressed the need to move ahead and complete the process as expeditiously as possible.
- Dan Dimpfl noted that the Planning Committee has been duly authorized and appointed by the Town Board.
- MRB provided an agenda for the meeting, as attached, and reviewed the Scope of Work for the plan update project.
- Committee reviewed the status of the Master Plan process. The plan was originally intended to be a joint Village/Town Plan but has since been divided into three components including Village, Town, and Gateway District.
- Concern was expressed that the plans need to fit together seamlessly.
- One of the biggest areas of concern has been delineation of planning boundaries. The group also discussed the concept of transitional areas which use decreasing densities.
- A map of the Gateway Area would be helpful.
- There was discussion of how the three plans would mesh.
- It was noted that the Village has approved its master plan component but the Gateway is on hold. No Committee exists for the Gateway.
- The Town Board should address the process for approving the plans. Dan Dimpfl will secure input from the Town Board.
- There is interest in pursuing land use control techniques that can result in the retention of density requirements but provide flexibility for the approval of lot sizes. Different than clustering. Overlay districts may be useful. MRB will research.
- The concept of 50/50 zoning was reviewed. Being used in communities such as Pembroke and LeRoy? MRB will research.

- Committee reviewed the availability of other resources including an Open Space Study being completed for the Town by Dave Robinson at SUNY Brockport. The Genesee Conservancy may also be helpful.
- Patti LaVigne expressed interest in developing zoning in the Conesus Lake Watershed that would have density limits based on slopes. The west side of the Lake is a sensitive environmental area. There are four towns having jurisdiction on parts of the Lake. It would be useful to know what the current zoning is in the other three towns. David Woods at Livingston County Planning will be contacted.
- Soil types. It would be useful to check soils maps and understand where prime agricultural lands are located in the County. Mike Guyon noted that MRB will check NCRS Soils maps posted on the internet.
- Plan should cite Lake watershed stream remediation including streams and their priorities.
- Data needs to be updated, particularly population data.
- Much of Chapters 1 and 2 could be placed in an Appendices and referenced in the plan narrative.
- The plan should definitely be a 2007 vintage.
- The format for the existing plan was taken from a template developed by Pace University.
- The Town's vulnerability to rapid growth needs to be addressed.
- The Plan Report was not approved by the Town Board but the original principles that were in the plan are still in the plan.
- Begin filling holes in plan now but need input from the Town Board
- An appearance for MRB at the next Town Board on Thursday, September 27 was scheduled. MRB will review the plan update process and will proactively solicit input from Town Board members.
- MRB will work on mapping for the Town with and without parcels.

NEXT PLANNING COMMITTEE MEETING

**Tuesday, October 9, 2007
2:00 P.M.**

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Tuesday, October 9, 2007
Geneseo Town Hall

Committee Members Attending: Dan Dimpfl, Patti LaVigne, Bob Kelley, Andrew Chandler, Gregory Foust, Michael Rozalski

MRB Representative: Glenn Cooke

- Dan Dimpfl opened the meeting and welcomed Greg Foust to the group.
- Glenn Cooke distributed a meeting agenda and a number of handouts that could not be distributed earlier by e-mail.
- Glenn reported on his attendance at the last Town Board meeting and it was noted that the Town Board had not expressed any specific concerns about the planning process other than a need to complete the document expeditiously.
- The Committee reviewed a proposed outline for the Master Plan reorganization and asked the consultant for proceed.
- A Town of Geneseo Zoning Map, prepared by MRB, was reviewed and discussion ensued about needed zoning amendments for certain areas, particularly along Conesus Lake.
- There was a question about the need to look at the Town's open space needs.
- There were questions about Adult Entertainment Districts and the Town's need to address that issue. There was a question as to whether or not the Village has such a district and does the town need one also. MRB will research.
- The Committee discussed Transfer of Development Rights and Purchase of Development Rights as tools to protect agriculture and open space lands. MRB will research and provide a report.
- The Committee reviewed several briefs on various land use control techniques including Cluster Zoning, Density Averaging Zoning, Open Space Preservation Zoning, and Steep Slope Zoning.
- The Committee reviewed the Comparisons of Land use Regulations set forth in the Conesus Lake Watershed Management Plan. Committee members noted that ordinances have changes somewhat since the Plan was completed. MRB will ask the County Planning Office for information on these changes.

- Historic and projected population numbers for Livingston County, the Town and the Village were reviewed. The Committee asked for population number for other towns and villages in the county. MRB will provide this update.
- Soils maps were reviewed for the Town. Several maps were not reproduced in color and will be replaced by MRB. Committee members noted the limitations on septic tank absorption fields throughout the town. The Committee also asked for an assessment of what activities would be conducive given the soils in the area, i.e. agriculture. MRB will provide a general analysis of soil suit abilities.
- It was pointed out that soils will have a major impact on growth patterns in the future and that some land use techniques such as cluster zoning may not be appropriate if septic cannot be used.
- It was suggested that MRB talk with the County's Soil and Water District Agency.
- MRB will begin the reorganization work on the Maser Plan and will have sections completed on Introduction, Planning Process, Overview of Planning Area Characteristics and Community Desires ready for review at the next meeting.
- Eric Grace from the Conservancy will be asked to provide a review of the Conservancy's work at the next Committee meeting.
- On October 25th, Dave Robertson will be making a presentation to the Town Board on the Open Space Study he is preparing for the Town.
- The next two meetings were scheduled including:
 - Tuesday, October 23rd at 2:00 p.m.
 - Tuesday, November 27th at 2:00 p.m.

NEXT PLANNING COMMITTEE MEETING

Tuesday, October 23, 2007
2:00 p.m.
Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Tuesday, October 22, 2007
Geneseo Town Hall

Committee Members Attending: Dan Dimpfl, Patti LaVigne, Madelyn Peri, Bob Kelley,
Gregory Foust, Michael Rozalski

MRB Representatives: Michael Guyon and Glenn Cooke

- Dan Dimpfl opened the meeting and noted that Eric Grace from the Genesee Valley Conservancy would be a bit late.
- Glenn Cooke distributed a meeting agenda and a briefing paper on Transfer and Purchase of Development Rights that could not be distributed earlier by e-mail.
- Mr. Dimpfl felt that a review of the first three chapters of the revised plan, which were distributed before the meeting, would be appropriate.
- The Committee started with a review of Chapter I (Introduction) and made the following substantive changes:
 - Added reference to the Town and Village 1966 Comprehensive Plan.
 - Noted that the 1992 Plan was accepted by the Town and Village but never enacted.
 - A concept style generalized land use planning map will be included with the final report.
- In Chapter II (Comprehensive Planning Process), the following changes were made:
 - The 1st and 2nd paragraphs were deleted and all references to the planning process and planning documents will use the terms “revised” and/or “revision” rather than “updated”.
 - References to an “ad hoc committee” will be removed and replaced with “Comprehensive Master Plan Committee”.
 - Recommendations pertaining to the “College” will be modified to read “College/Town Relationships”.
- In Chapter III (Overview of Planning Area Characteristics and Community Desires), the following changes were made:
 - Comprehensive Master Plan Committee will replace other terms referring to the planning committee.
 - The Committee will revisit the population data presented and determine how the community’s growth rate is to be characterized. Michael Rozalski

- volunteered to assist in reviewing the data and developing a recommendation for the Committee's consideration.
- Section on Town Land Use Acreage needs to total 100%.
 - MRB will check with Town Assessor on current median values for housing units.
 - Long Point Park provides access to Conesus Lake for canoes and kayaks. SUNY Geneseo also uses the park for launchings of its crew boats.
 - MRB to recheck numbers regarding the percentage of Geneseo residents who walk to work. Julie Marshall at the Livingston County Economic Development will be contacted.
 - Under the Public Survey section, the following sentence will replace existing verbiage – “Some 656 surveys were returned representing a 43.7% response rate”.
 - Response percentages will be added to the listing of undesirable qualities in the Town identified in the Public Survey.
- Eric Grace, Executive Director of the Genesee Valley Conservancy, reviewed his organization's mission and functions. As a land trust, the Conservancy has easements on about 8,200 acres of land in a multi-county area. In the Town and Village of Geneseo, some 4,290 acres are protected which represents about 15% of the land acreage in the community.
 - Mr. Grace asked that the Committee provide the Conservancy with a listing of priority open space areas. He also suggested that farmland protection should be part of the Comprehensive Plan. The Committee discussed the need for a Town Farmland Protection Plan,
 - There was brief discussion of “transfer of development rights” as an open space protection tool.
 - The Committee also reviewed the potential for using the “Purchase of Development Rights” as a mechanism for farmland and open space protection
 - It was noted that the monitoring of conservation easements by the Conservancy represents a huge but necessary expense.
 - Various items on the Meeting Agenda were deferred until the next meeting.
 - The next two meetings were scheduled including:
 - Tuesday, November 27 at 2:00 p.m.
 - Tuesday, December 11 at 2:00 p.m.

NEXT PLANNING COMMITTEE MEETING

Tuesday, November 27, 2007
2:00 p.m.
Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Tuesday, November 27, 2007
Geneseo Town Hall

Committee Members Attending: Dan Dimpfl, Patti LaVigne, Madilene Peri, Bob Kelly,
Andrew Chandler, Michael Rozalski

MRB Representatives: Glenn Cooke

- Dan Dimpfl opened the meeting and distributed various materials to be reviewed.
- The Committee started with a review of the revised sections of the Comprehensive Plan Update which had been revamped by MRB in accord with the directions of the Committee and discussed the following:
 - The revised plan will be subject to the provisions of the State Environmental Quality Review Act (SEQRA). The Town will need to undertake a SEQRA review before the plan can be adopted. Glenn noted that the requirements of SEQRA and the review process would be covered in the portion of the Plan Update that deals with Implementation Considerations.
 - Section I will note that the 1994 Comprehensive Plan, while never enacted, has functioned as the working document for the plan update.
 - Section II, 1st paragraph on page 2, will be revised to reflect a more positive tone in terms of the division of planning responsibilities between the Town and Village. A revision of the paragraph will cite issues of timing and coordination as reasons for separate but parallel planning efforts. There will also be an emphasis placed on the intent to ensure that the Town and Village Plans are coordinated and integrated as appropriate.
 - Section II, listing of recommendations on page 4, will add the word "opportunities" to economic and a slash will be placed between Traffic and Pedestrian Safety.
 - Section II, last paragraph, will be edited to include mention only of the Comprehensive Master Plan Update.
 - Section III - additional demographic data will be placed in the Appendices and cited in the main body of the report.
 - Section III – mention of Wal-Mart as an undesirable quality will be eliminated and replaced with the undesirable community characteristics identified in the Planning Survey which include sprawl, poorly planned and unplanned growth, and overdevelopment.

- Mr. Dimpfl asked that any additional comments or suggested changes be channeled through him.
- Glenn noted that MRB would be starting revisions of those sections of the plan dealing with Vision, Goals and Objectives as well as Recommendations that will support the goals and objectives. MRB will be doing some formatting work to make the sections more readable and will suggest some shifting of objectives to recommendations and perhaps vice-versa. MRB will not be changing the Vision, Goals and Objectives cited in the Committee's earlier draft report but will focus on readability and presentation.
- MRB will prepare a map to depict the land use configuration being recommended in the Plan Update.
- The Committee discussed the need to include designation of an Adult Entertainment District in the Town's Zoning Code so the Town can have control over the siting of such a business if and when the need arises. Members of the Committee will be undertaking some additional background research. It was felt that this matter needs attention sooner than later. Identification of an Adult Entertainment District should also be included in the Plan Update.
- Madilene Peri requested a copy of the 1994 Comprehensive Plan for reference and for understanding how the pending plan relates to the earlier plan.
- Mr. Dimpfl distributed copies of the *Town of Geneseo Open Space Study 2007*.
- Mr. Dimpfl expressed hope that the preparation of the revised plan could be completed by the end of January. There was also discussion of the need to revise the Town's zoning ordinance to reflect the recommendations that are forthcoming from the Committee.
- The next two meetings were scheduled including:
 - Tuesday, December 11 at 2:00 p.m.
 - Tuesday, January 8 at 2:00 p.m.

NEXT PLANNING COMMITTEE MEETING

Tuesday, December 11, 2007

2:00 p.m.

Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Tuesday, December 11, 2007
Geneseo Town Hall

Committee Members Attending: Dan Dimpfl, Patti LaVigne, Madilene Peri, Gregory Foust, Andrew Chandler, Michael Rozalski

MRB Representatives: Glenn Cooke

- Dan Dimpfl opened the meeting and a meeting agenda was distributed.
- The Committee started with a review of the revised sections of the Comprehensive Plan.
- In Chapter II, *Comprehensive Planning Process*, the following changes to be made include:
 - Adding a paragraph under *Delineation of Planning Areas* that will describe the need to connect plans for the Village, Town and Gateway District;
 - Refer to gateway as the Town's primary *business* district rather than *commercial* district.
- In Chapter III, *Overview of Planning Area Characteristics and Community Desires*, substantive changes to be made include:
 - Revising comments about population growth in the Town to more closely reflect the modest extent of this anticipated growth over the next 33 years;
 - Under *Community Character*, first paragraph, "growing commercial core area" will be replaced with "commercial area". Mention is also to be made of Geneseo being the County Seat.
 - The chart showing *Town Land Use Acreage* should be replaced with a chart provided in the Town's recently completed *Open Space Management Report*.
 - Under *G. Utilities*, it should be noted that the Village's water system draws primarily from Conesus Lake. It should also be noted that the Village has connected to the Livingston County Water Authority and that the Livingston County Sewer Authority serves West Lake Road through the Lakeview Sewer District.
 - Under *Emergency Services and Hazard Mitigation*, clarification is needed about a contract between the Town and Village under which the Village of Geneseo Fire Department provides services to the Town.
 - It should be noted that the County's Emergency Management Coordinator handles emergency management coordination only during natural disasters and State declared emergencies.

- The Committee moved on to *Chapter IV. Goals and Objectives* and discussed the following:
 - The Vision Statement presented in the report may not be the most up-to-date version that was developed by the Planning Committee. Patti LaVigne will check her files and e-mail Dan Dimpfl with the most recent version that MRB will then incorporate into the plan.
 - Dan Dimpfl felt that before the Planning Committee reviewed the specific goals and objects set forth in plan, the Committee should revisit the direction that the planning effort is moving in. The following comments and concerns were voiced by members of the committee –
 - The planning document should be formalistic and prescriptive. If it appears to be just words, an opportunity will be missed to put concrete recommendations before the community and its officials. A short list of goals and objectives may be preferable if they are implementable and accepted by the Town Board.
 - Some issues are not of major import to Town residents but others, like Conesus Lake and preservation of farmland, are huge issues that need to be adequately addressed in the plan.
 - The planning philosophy being espoused in the plan has to be clearly stated and easily understood with definitive directions charted for the community's future. Maybe a 10-year review will not be needed if the plan is adequately prepared and accepted.
 - Solid planning should replace the philosophy and practice of reacting to developments.
 - The plan has to be accessible and understandable for the entire community.
 - The document needs to be completed if it is to serve as a catalyst for response and input from the community and its elected officials.
 - Soil and water resources are critical to the community's future sustainability and productivity. The plan should promote stewardship of these resources.
- Other concerns about the plan were cited including:
 - Need to make a connection with the planning for the Gateway District.
 - Need to engage the Village in the planning process although it was recognized that there is no politically feasible way to merge the two separate plans.
 - The draft is not ready to go to the Town Board but, as it takes shape, community input would be desirable before it is submitted to the Town Board.
 - The consensus of the group was that the principal reason that the Town Board did not accept the draft plan related to recommendations for the Gateway District.
 - There is a need to involve the Town Board as well as the community. The Committee should be clear on the need to present a draft document, solicit feedback from the Town Board and other stakeholders in the community, and to seek an up and down vote on the plan by the Town Board.
- Returning to the Goals and Objectives write-up, the Committee felt that an effort should be made to reorganize the section by clearly distinguishing between goals, objectives and

recommended actions designed to achieve the goals and objectives. A sub-committee comprised of Ms. LaVigne and Messrs. Foust and Rozalski was established for this purpose.

- The committee then reviewed the objectives and planning recommendations set for in the existing draft. The following substantive changes were agreed upon:
 - The Vision Statement will be highlighted and given prominence in the document.
 - Traffic management issues should be given more attention.
 - The Fire Chief should be involved in reviews of all developments.
 - Design and architectural standards should apply to all development.
 - Need for creation/location of new districts involving adult entertainment, watersheds, other concerns.
 - Sprawl is not limited to just commercial development
 - Promotion rather than establishment of farm markets and other enterprises is a appropriate governmental activity
 - Discouraging inappropriate residential development (i.e. on steep slopes) around Conesus Lake is a legitimate recommendation.
 - In discussion of recreational needs, attention should be given to identification of funding sources.
 - There is a need to have improved communications with the college on a variety of issues such as campus master planning and traffic management.
 - SUNY Geneseo's School of Business could assist the Town in various business and market analyses that could advance economic development.
 - A periodic review of the Comprehensive Plan, such as every five years, would be desirable.
 - Issues such as stream remediation and need to address Conesus Lake problems should continue to be recognized.
 - Promotion of outdoor activities should replace specific mention of any one event.
- MRB will be asked to review possible sewer expansions and the implications for development in the Town at the next meeting. Clarification of sewer service boundaries is also needed.
- The next meeting was scheduled for Tuesday, January 8 at 2:00 p.m.

NEXT PLANNING COMMITTEE MEETING

Tuesday, January 8, 2007

2:00 p.m.

Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Monday, January 14, 2008
Geneseo Town Hall

Committee Members Attending: Dan Dimpfl, Patti LaVigne, Madilene Peri, Andrew Chandler,
Bob Kelly

MRB Representatives: James Oberst, Glenn Cooke

- Dan Dimpfl opened the meeting and a meeting agenda was distributed.
- Jim Oberst from MRB Group was asked to review the results of a Town-wide sewer study that was completed about a year ago. Mr. Oberst explained that the Town was divided into 5 areas that were delineated primarily by drainage area. Sewage plants and systems were reviewed and flows to various facilities were conceptualized. The study shows Area 1 flowing to the Village of Geneseo plant, Area 3 flowing north to Avon, Area 4 flowing to the Lakeville wastewater plant, Area 5 flowing east to the sewer system on West Lake Road, which currently serves a majority of the development in this area. Area 2 would either be served by a new package plant or conveyed by transmission main to the Groveland wastewater plant. Mr. Oberst also explained that there was no effort made to prioritize projects as the focus of the study was on costs and estimated demands.
- Mr. Dimpfl noted that the sewer capital costs for various areas, based on data provided in the study, could range between \$9,000 and \$10,000 per household (based on a one time cost and no project financing). It was felt that these numbers were not prohibitive, particularly when considering the expense of septic systems.
- The Committee discussed lot sizes and soils as factors in the need for sewers.
- During the course of the meeting, the Committee discussed the implications of sewer and water for growth in the Town, noting that the availability of water is more of a catalyst for growth than sewers.
- The community's growth rate was also discussed with the consensus being that population increases will probably not force installations of sewers in many areas of the town for many years, if ever.
- There was also some discussion of optimal lot size for septic systems with mention made of the 3-acre minimum sizes in Mt. Morris and Livonia.
- The Committee moved on to discussion of the land use-mapping portion of the Comprehensive Master Plan Update. Ms. LaVigne noted the vast amount of information

Town of Geneseo Master Plan Committee (Town Outside Village)
January 14, 2008

- available on the Livingston County GIS system and distributed various maps showing residential growth history and wetlands, floodplains, forested land, and land in agricultural districts.
- The committee reviewed the Town's existing zoning map and mapped growth areas as well as areas needing special protection such as the slopes on the west side of Conesus Lake.
- MRB group will produce a future land use map for the Comprehensive Master Plan Update using the information garnered from the Plan Committee and other sources including sewer and water studies and the Open Space Management Plan. The Livingston County Planning Office and its GIS data may also be of help. The land already acquired by the Conservancy should also be shown on the map.
- The Plan Committee reviewed the Master Plan Objectives and Recommendations that were recently revamped by a subcommittee and reorganized in the form of a matrix. It was felt that the matrix provides an excellent vehicle for presenting goals, objectives, recommendations, zoning/legal implications and responsible parties and timeframes.
- MRB Group will review the matrix and more fully address zoning/legal implications. Additionally, the consultants were asked by the Committee to look hard at the parties who should be responsible for implementation along with timeframes.
- It was felt that a standard narrative presentation of the goals, objectives, etc. was more visually appealing but the matrix provides a more readable format for linking the various elements.
- MRB group will put the matrix on larger paper to reduce the vertical length of various columns.
- The next two meeting were scheduled for Monday, January 28 and Monday, February 18. Both meetings will be held at 2:00 p.m.

NEXT PLANNING COMMITTEE MEETING

Monday, January 28, 2008
2:00 p.m.
Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Monday, January 28, 2008
Geneseo Town Hall

Committee Members Attending Dan Dimpfl, Patti LaVigne, Madilene Peri, Andrew Chandler, Gregory Foust, Bob Kelly

MRB Representative: Glenn Cooke

- Dan Dimpfl opened the meeting and a meeting agenda was distributed.
- The Committee reviewed the notes from the previous meeting held on January 14, 2008

- A land use map was presented showing zoning patterns in the Town and existing and future growth corridors. Environmentally sensitive areas adjacent to Conesus Lake were included along with water lines and Federal/State wetlands.
- The Committee spent considerable time discussing the growth corridors and directed that the map be modified to reflect a more constrained view of future development in the Town including elimination of most of a growth corridor extending east on Lima Road.
- A growth corridor along Lakeview-Groveland Road was taken out, as was an area south of Reservoir Road.
- The Committee asked that the environmentally sensitive area along Conesus Lake be modified to show the entire watershed. In addition, the sewer along Conesus should be shown.
- The revised map will show mature woodlots, if data is available, and lands owned by the Genesee Valley Conservancy.
- MRB staff will also review data and mapping provided on the Livingston County web site for possible inclusion in the land use map.

- The Committee moved on to a review of the Comprehensive Master Plan Matrix that was prepared by the Committee and reviewed by MRB Group in terms of zoning/legal implications and responsible parties.
- Changes relating to the following items were decided upon:
 - Lighting standards are to be added to design and architectural standards.
 - Development larger than 20,000 feet, rather than 35,000 feet, should require additional impact assessments.

- Instead of a “superfund” to assist with the removal of heating oil tanks, it will be recommended that potential brownfields in the Town be indentified and that plans be developed to restore these areas to appropriate functional uses.
- The wording found in Goal D1 (Maintain & Preserve Open Space) under Zoning/Legal should be moved to the Recommendations section.
- Under Goal D2 (Recreational Opportunities), wording under Zoning/Legal should be moved to the Recommendations section.
- Under Goal E1 (Residential Land Use), the Zoning/Legal section should include wording relating to “ways to encourage” open space preservation and the word “establish” rather than “increase” minimum lot size should be used.
- Recommendations should be made to create dedicated bike and pedestrian lanes on local and state highways under Goal F2 (Pedestrian/Bicycle Network). Also, sidewalks should be built with a grass or other buffer separating them from roadways.
- A recommendation should be made under Goal G3 that would have SUNY students help design and support the Town’s web site. The language of the goal should be changed to “strengthen” rather than “improve”.
- Under Goal G4 (Foster Sense of Community), the recommendation should be to “support efforts” of the Tourism Committee.

As a follow-up to changes in the matrix, MRB staff will research the following:

1. Residential oil tank removal and issues;
2. Incentives for promoting the clustering of development.

At the next meeting, MRB staff will present a revised map, revised matrix, and results of research on issues. Recommendations for prioritizing goals and recommendations including timeframes for their implementation will also be prepared.

The next meeting was scheduled for Tuesday, February 19 at 2:00 p.m.

NEXT PLANNING COMMITTEE MEETING

Tuesday, February 19, 2008
2:00 p.m.
Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Tuesday, February 19, 2008
Geneseo Town Hall

Committee Members attending: Dan Dimpfl, Patti LaVigne, Madilene Peri, Bob Kelly

MRB Representative: Glenn Cooke

- Dan Dimpfl opened the meeting and a meeting agenda was distributed.
- There was a brief discussion of existing use of sewers and septic in the Conesus Lake area and requirements for sewer hook-ups.
- A revised land use map was presented. A minor change in the boundary of a future growth area that abuts Country Club Road area was agreed upon and MRB will effect the change. The final map will show mature woodlots, if data is available, and lands owned by the Genesee Valley Conservancy.
- The Committee moved on to a review of the Comprehensive Master Plan Matrix that was prepared by the Committee and reviewed by MRB Group in terms of zoning/legal implications, responsible parties, and priorities for implementation.
- Clarifications and/or changes relating to various sections of the Matrix include:
 - Page 2, Goal A4, Recommendation#8 - an example of an infill of an existing commercial area is the new Applebee's on Route 20A.
 - Page 3, Goal A4, Zoning/Legal Implications – It was agreed that determining capacities of existing community services and infrastructure should be a function of the Town.
 - Page 4, Goal C1 - An editorial mark in the text needs to be eliminated.
 - Page 4, Goal C1 – A new recommendation will be inserted as #2 reading “Identify Conesus Lake watershed as an environmentally sensitive area”.
 - Page 4, Goal C1, Recommendation # 3 – There was a question about the extent of sewer service along or near Conesus Lake. In addition, there was a question of whether or not all property owners were required to hook up to the sewer system serving the west side of the lake. Mr. Dimpfl and MRB will address these concerns.
 - Page 5, Goal D2, Recommendation # 1 – “and village” wording will be deleted.
 - Page 5, numbering problems with Objectives and Recommendations will be corrected.

- Page 5, Goal D3, Recommendation # 3 – Wording change to “Make information available for residents and visitors at both Town and Village offices.
- Page 5, Goal E1, Recommendation #1 - Wording to be changed to achieve better readability.
- Page 6, Goal E1, Recommendations – Add new recommendation to read, “Refine definition of Lake Business District”.
- Page 6, Goal E1, Recommendation #7 – Remove existing wording that recommended minimum 3-acre lot size for residential zoning in agricultural areas and replace with recommendation that *strongly* urges the Town to immediately address needed changes in zoning for residential development, as the existing minimum lot size standard of 30,000 sq. ft. is inadequate.
- Goal F1, Responsibilities – Include NYSDOT as a Responsible Party for access management standards. Also, check format to eliminate gaps in wording.
- Page 7, Goal F2, Number recommendation.
- Page 7, Goal G1, Recommendation #2 – Insert ‘Management Agencies’ after “emergency”.
- Page 7, Goal G3 – Move to next page for readability.
- Page 8, Goal G4 – Number objective.
- Page 8, Goal G6 – Recommendation # 1 – Delete “rationalize” and replace with “Explore benefits of merging”.
- Page 8, Goal G6, Zoning/Legal Implications, Replace “Sate” with State.
- Page 8, Goal G6, Implementation Priority – “Tem” to be replaced with “Term”.
- Page 9, Goal G6, Recommendation #6 – Move up to join other recommendations.

MRB staff presented research on the following topics of concern to the Committee:

1. Residential heating oil tank removal and issues;
2. Incentives for promoting the clustering of development.

The Committee discussed how best to complete the planning effort and present the Plan Update to the Town Board. It was agreed that the Committee would meet one more time to review a draft report, to be packaged by MRB Group, before conveying the report to the Town Board. There was dialogue on how best to present the report to the Town Board and there was consensus that the top priority should be securing the Town Board’s concurrence with the planning goals set forth in the Plan Update. The Committee also discussed the need for an Executive Summary.

It was decided that the Committee would present the Draft Comprehensive Master Plan Update to the Town Board in a working session to be held on Thursday, March 20th at 7:00 P.M. MRB Group will have a representative present to address their role in the planning process and to provide information on “best planning practices” employed in the development of the Plan Update.

The Plan Committee will meet next on Tuesday, March 4th to complete its charge. MRB will have a draft of the Plan Update to the Town for hardcopy printing in advance of the meeting. Patti LaVigne will provide MRB with any digital files she has on sections of the Plan report prepared prior to MRB's involvement

NEXT PLANNING COMMITTEE MEETING

Tuesday, March 4, 2008
2:00 p.m.
Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Tuesday, March 4, 2008
Geneseo Town Hall

Committee Members attending: Dan Dimpfl, Patti LaVigne, Madilene Peri, Andrew Chandler, Bob Kelly, Michael Rozalski

MRB Representative: Glenn Cooke

Dan Dimple opened the meeting and discussion ensued on various issues relating to completion of the Comprehensive Master Plan Update. It was noted that a reference page should be inserted in the report and, after review of the graphic files available to show open space in the Town, it was decided not to include these areas on the future land use development map.

The Committee addressed the new for sewers near Conesus Lake and decided that one of the strongest recommendations that should come out of the Plan Update should be a call for any new development in the Conesus Lake Watershed to be connected to the public sewer system serving the area. Of particular concern, because of the potential for development, are areas east and west of Route 256. It was also noted that the MRB Group report on sewer development in the Town paves the way for protecting Conesus Lake.

The Committee reviewed each page of the Draft Comprehensive Management Plan and asked for a number of editorial changes that will be made by MRB. The Committee also discussed the need for and ways of ensuring that plans for the Town Outside the Village, the Gateway District, and the Village of Geneseo will be complimentary and coordinated with one another. Actions required of the Town Board in adopting the plan, including SEQR, were also discussed.

The Committee will meet once more to finalize the draft Comprehensive Master Plan Update. Members of the Committee also indicated that they would be willing and available, after the plan is presented to the Town Board, to meet and address questions and concerns that may be raised by the Board.

NEXT PLANNING COMMITTEE MEETING

Tuesday, March 11, 2008
2:00 p.m./Geneseo Town Hall

MEETING NOTES

Planning Committee
Town of Geneseo
Comprehensive Master Plan Update
Town Outside of Village

Planning Session
2:00 P.M.
Tuesday, March 11, 2008
Geneseo Town Hall

Committee Members attending: Dan Dimpfl, Madilene Peri, Michael Rozalski

MRB Representative: Glenn Cooke

Dan Dimpfl opened the meeting and the discussion focused on the completion of the Draft Comprehensive Master Plan Update. Mr. Dimpfl reported on a review that was made of the current draft by staff of the Livingston County Planning Department. The Committee then discussed a number of comments and suggestions made by the County Planning Office and MRB was directed to make appropriate changes in the Draft Plan.

Mr. Dimpfl advised the Committee that the Draft Plan would not be on the agenda of the next Town Board workshop, scheduled for March 20th. However, he also indicated that the Town Board will receive copies of the Draft Plan shortly and the Committee will have the opportunity to discuss the Draft Plan with members of the Town Board.

The Committee reviewed the need to have the Draft Plan reviewed under the State Environmental Quality Review (SEQR) process before the Town Board can adopt it. There was a question about the need to meld the "Gateway District" planning component with the "Town Outside the Village" portion of the Plan Update before starting the SEQR process. The Town Attorney will be consulted in this matter.

MRB will make necessary modifications to the Draft Plan and will send a hard copy to the Town.

APPENDIX E

*1992 TOWN & VILLAGE OF GENESEO
COMPREHENSIVE PLAN*

APPENDIX E

— Please note that that the *1992 Town & Village of Geneseo Comprehensive Plan* is bounded on a separate cover located at Town Hall.

APPENDIX F

RESOURCES CONSULTED

Resources Consulted

Livingston County Agricultural and Farmland Protection Plan Technical Report, May 2006

American Farmland Trust: Guide to Local Planning for Agriculture in New York

National Cooperative Soil Survey: USDA National Resources Conservation Service, 10/3/07

Town of Geneseo Open Space Study, 2007. Prepared by David Robetson and Colleen Garroty.

Burger, Michel F. and Liner, Lilliam M., Important Birds of New York: Habitats Worth Protecting, Audubon, NY, 2005

New York State Historic Preservation Plan, 2002-2006. NYS Office of Parks, Recreation, and Historic Preservation.

Conesus Lake Watershed Management Plan. March 2003

2006 Equine Survey: National Agricultural Statistics Service – USDA

A Guide to Forestry in New York State, 2005. New York Planning Federation, New York State Department of Environmental Conservation

Parks, Recreation, and Open Space, American Planning Association, Alexander Garvin, Report 497/498

A Municipal Officials Guide to Forestry in New York State, 2005