



# Village of Geneseo

## 2007 Comprehensive Plan



**Adopted by the Geneseo Village Board:  
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**Appendix A:** Meeting Minutes

**Appendix B:** 2005 Community Plan Community Survey & Results; SUNY Geneseo Students as Consumers: 2006 Benchmark Survey & Results

**Appendix C:** Supplemental Fire and Police information

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## Chapter I – Introduction

### A. 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 millennia of meandering carved out our beautiful valley. Our community name evolved from the name for the valley. It has always seemed appropriate that the river is named for its valley-view, as clearly upon their arrival the Senecas saw the beautiful valley nestling the life-giving river.

As our nation was in its infancy, two brothers from Connecticut, James and William Wadsworth, moved into the valley. Recognizing that the people of this fledgling nation would require



food to keep the engines of progress running, they 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 oaks 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. <sup>1</sup>

## **B. Vision Statement**

In creating this comprehensive plan, extensive discussion was held regarding the future vision for Geneseo. As well as developing a vision statement, an overall mission statement was created that sets the tone for the entire plan: **“Protect what we have; be purposeful in what we add”**.

The vision statement for the Village of Geneseo is as follows:

*From its vibrant, historic Main Street to its fruitful 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, its architectural heritage, its role as the seat of county government and commerce, 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.*

*Geneseo celebrates its historical richness as a National Historic Landmark District and cherishes the traditional style of its architecture. These features along with productive farmland, agricultural businesses, and the environmental features found throughout the town enhance the community and are critical to protect and improve, particularly Conesus Lake, our watersource.*

*The community strives to promote 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 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 reflect the community’s character and adhere to the community’s high standards for architecture, landscaping and the integration of natural features. In this effort, planning processes will make active use of public input and professional services to achieve the best possible results.*

*In all of our efforts, Geneseo will emphasize governmental cooperation, support for community organizations, fiscal responsibility, and the highest standards of professionalism.*

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<sup>1</sup> Verbiage taken from the geneseony.com website

### **C. 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 for this master plan included all of these. This comprehensive plan originated as a joint Town and Village of Geneseo Plan; it later became a Village-only plan with the Town pursuing its own master plan. Future integration of these plans is anticipated. As a result of these changes, some of the public input for this plan occurred at a Town-wide level, while later input was focused on the Village. The findings from these various sources of public input are summarized below, with meeting minutes provided as **Appendix A**.

#### **1. Town-wide Focus Groups**

Focus groups were first held at the Town level 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 plan advisory group obtained the perspectives of key stakeholders, learned more about current conditions, and developed a more detailed knowledge of the concerns and visions of these constituencies. A summary of these meetings follows.

##### **a) Economic Development**

Economic development has been the most common subject of focus group meetings, with five distinct meetings committed to this subject. These meetings 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 Agency. 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 Caplan, 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 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 Aprile, 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.

## **b) 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 appropriate niche shops, is recognized as important. Finally, the importance of affordable housing for faculty and staff was discussed.

### **c) Infrastructure**

The Committee met with Harold Stewart, of the Livingston County Water and Sewer Authority (LCWSA), 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 (since increased to five), three operated by the Town, one by the Village and one operated by the LCWSA. The Gateway water district was established to support development in the Volunteer Road corridor after that road was constructed.

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. 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 LCWSA; this water is drawn from Hemlock Lake. The sewer treatment plant, also operated by the Village, was renovated in 2004 without the addition of new treatment capacity. It is also operating close to its capacity during peak flows. Additional capacity will be achieved as stormwater inflows to the sanitary system are reduced.

Mr. Oberst also discussed the traffic concerns being experienced in Geneseo, particularly in the 20A corridor through the commercial area. He stated that 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.

#### **d) 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.

#### **e) 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.

#### **f) 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, which serves as the source of the Village's drinking water. 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, Foust stated that the 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 in Geneseo and surrounding areas; 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.

### **g) 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. Lofquist noted that too much of the residential and commercial development that Geneseo has 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 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 former Skilled Nursing Facility and the empty Wal-Mart are also possible locations.

At the same meeting, Kaaren Smith, from the Livingston County Office for 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.

## **2. Village Focus Groups**

On August 22, 2006, a series of open public focus groups was held to discuss economic development, historic and open space preservation, and the needs of youth and older populations, specific to the Village population.

The focus group discussion of economic development included representatives of Premium Development and Housing Opportunities as well as a number of Geneseo residents. Discussion centered on the role of mixed use zoning in facilitating viable development proposals, the importance of an internal road network to spur development and manage traffic in the Route 20A corridor, and the importance of working closely with property owners and potential developers to identify and encourage development proposals. The role of design charettes in furthering this last idea was emphasized. Discussion also emphasized the importance of working with the business and science programs at SUNY-Geneseo to encourage small business development opportunities, and insuring that the appropriate zoning existed to enable such development. The discussion of housing needs focused on the growing market for alumni-driven housing – housing for SUNY-Geneseo alumni returning to Geneseo as a retirement location.

The discussion of historic and open space preservation included representatives of the Genesee Valley Conservancy (GVC), the Association for the Preservation of Geneseo (APOG), and interested citizens. Discussion

of open space focused on the need to establish trail opportunities in the Village and neighboring areas of the Town and the related importance of improving access to the Jaycox Creek corridor between Route 20A and Lima Road. Attention was also given to identifying conservancy lands in the Village. The discussion of historic preservation focused on the importance of establishing historic overlay zoning, with enhanced protections for historic properties, in the National Historic Landmark District. The role of Certified Local Government status in strengthening historic preservation and supporting historic property owners was also discussed. The possibility of pursuing National Historic Landmark District directional signage on Route 390, as a means to promote awareness of our historic status and associated tourism, was also considered.

Discussion of the needs of youth and older populations involved a number of concerned citizens and focused on recreational opportunities. Concern was raised that existing recreational and park facilities are inadequate to meet the needs of our population. It was suggested that Village parks could be upgraded to provide more activities to draw people together. Such upgrades, particularly to the Village Park, would have the additional benefit of drawing people onto Main Street. Emphasis was given to the importance of drawing together multi-generational groups. The need for some sort of youth center was also discussed. The potential future development of the former Balconi property or the New York State Armory property on Avon Road for this use was discussed. Special attention was focused on the importance of a YMCA. The history of efforts to attract such a facility was reviewed, as were strategies for another effort to pursue this opportunity.

### **3. 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%; this represents a high return rate for a survey of this type.

Highlights of survey respondents' demographics of and community and business issues follow, along with a brief summary of the responses from the open-ended questions that were asked. The full survey and results are provided in **Appendix B**.

**Demographics of Survey Respondents**

- 56% village residents, 44% town
- 42% male, 56% female; see distribution of genders in Figure 1
- 81% own their own home (age of home: median 40, mean 55, range 0-200), 17% rent (median cost to rent \$500/month); see distribution in Table 1
- 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; see distribution of incomes in Figure 2
- 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

**Table 1. Do you own or rent your home?**

|         |       | OWN.RENT |       | Total  |
|---------|-------|----------|-------|--------|
|         |       | Own      | Rent  |        |
| Village | Count | 266      | 81    | 347    |
|         |       | 76.7%    | 23.3% | 100.0% |
| Town    | Count | 253      | 20    | 273    |
|         |       | 92.7%    | 7.3%  | 100.0% |
| Total   | Count | 519      | 101   | 620    |
|         |       | 83.7%    | 16.3% | 100.0% |

Figure 1. Gender Distribution

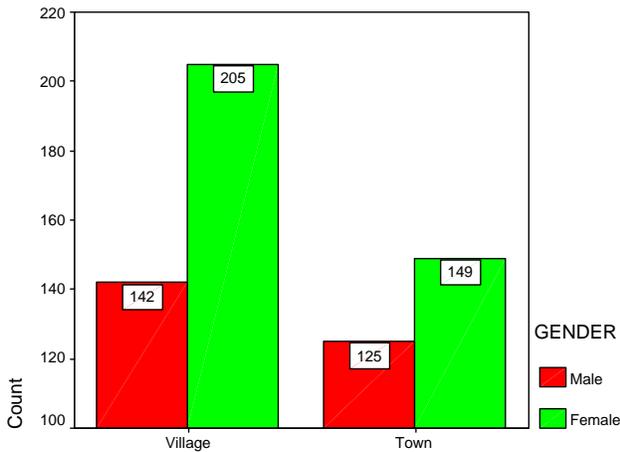
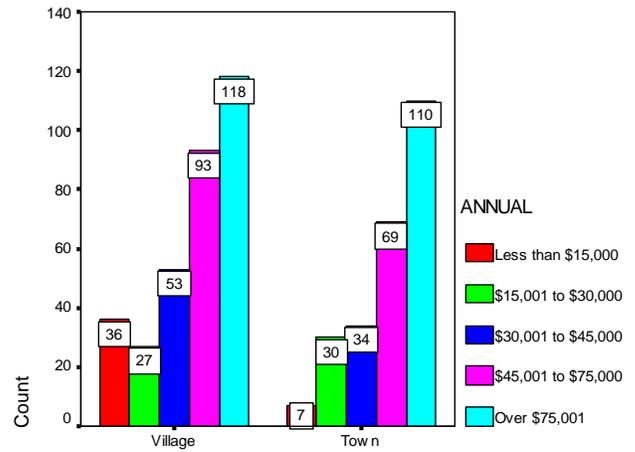


Figure 2. Annual Income Distribution



**Community**

- Ninety-six percent of village residents and 95% of town residents believe that 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 10 valued features of Geneseo town and village respondents (% of respondents to this question) are outlined in Table 2.

|   | Village | Town | Overall |
|---|---------|------|---------|
| 1. Rural/small town character             | 92      | 92   | 92      |
| 2. Historic character                     | 89      | 83   | 87      |
| 3. Schools                                | 89      | 86   | 87      |
| 4. Community businesses                   | 88      | 88   | 88      |
| 5. Open space                             | 85      | 87   | 86      |
| 6. Main Street/National Historic Landmark | 84      | 81   | 83      |
| 7. College                                | 84      | 82   | 83      |
| 8. Museums/libraries                      | 84      | 76   | 81      |
| 9. Cultural activities                    | 78      | 71   | 75      |
| 10. Balanced/controlled growth            | 76      | 81   | 78      |

- Fifty-three percent of village residents 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).

- When asked the same question, 50% of town respondents stated 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 49% and 61% responded yes respectively).

**Business**

- Current Practices:
  - Ninety-two percent of village respondents shop in Geneseo weekly. Those shoppers are most likely to purchase groceries (92%), gas (69%), or household goods (43%), or use bank (81%) or dining (39%) services. Village respondents are more likely to get clothing (72%) or entertainment (46%) in Monroe County.
  - Village respondents want greater variety of merchandise (62%), competitive pricing (41%), and better parking (33%) to shop in Geneseo more often.
  - Parking (68%) and cleanliness (55%) are priorities for Geneseo’s main business district.
  
- Expansion:
  - When asked what kind of retail Geneseo needs to attract, most village and town respondents did not indicate a desire for each type of additional development (range of 50-86% for each specific item). Half of village and town residents indicated restaurants. Forty percent of village respondents noted wanting a clothing store and 25% or fewer responded affirmatively for pharmacies, hardware or variety stores, arts and craft stores, and specialty or discount stores. Table 3 provides the specific distributions.

|                              | No Reply |      | Want    |      |
|------------------------------|----------|------|---------|------|
|                              | Village  | Town | Village | Town |
| Restaurants                  | 50       | 50   | 50      | 50   |
| Clothing stores              | 60       | 63   | 40      | 37   |
| Pharmacies                   | 75       | 80   | 25      | 20   |
| Hardware stores              | 78       | 72   | 22      | 28   |
| Variety stores               | 78       | 80   | 22      | 20   |
| Arts and crafts stores       | 79       | 82   | 21      | 18   |
| Specialty or discount stores | 86       | 85   | 14      | 16   |

- When asked what kind of industry Geneseo needs to attract, 56% of village and 54% of town respondents want sit down restaurants. For all other industry, most village

and town respondents did not denote on the survey a desire for each type of additional development (range of 58-99% for each specific item). Approximately 1/3 of village respondents want professional offices (42%), high-tech manufacturing (35%), and service-oriented businesses (32%). Only 11% of village respondents want assembly plants, 7% want distribution warehouses, and 1% want additional fast food. Table 4 provides the specific distributions.

|                               | No Reply |      | Want    |      |
|-------------------------------|----------|------|---------|------|
|                               | Village  | Town | Village | Town |
| Sit down restaurants          | 44       | 46   | 56      | 54   |
| Professional offices          | 58       | 60   | 42      | 40   |
| High-tech manufacturing       | 65       | 56   | 35      | 44   |
| Service-orientated businesses | 68       | 63   | 32      | 38   |
| Assembly plants               | 90       | 85   | 11      | 15   |
| Distribution warehouses       | 93       | 90   | 7       | 10   |
| Fast food                     | 99       | 99   | 1       | 1    |

- When asked if tax incentives should be offered for business and industries that fill vacant buildings, make additions to existing buildings or upgrade store fronts, 68% of village and 72% of town responded yes. Only 32% of village and 38% of town respondents answered yes for providing tax incentives 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.

|   | 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                                  |

**4. SUNY Geneseo Students as Consumers 2006 Benchmark Survey**

The spending power of the student population at SUNY Geneseo is significant, and to some degree underestimated. A study was commissioned by the Town and Village of Geneseo to research the spending habits, economic impact (and potential) of the student spending power, and to identify any unmet needs of the student population in terms of goods and services. The report was completed by members of SUNY Geneseo's Jones School of Business under the leadership of Paul Scipione, Ph. D., and is included in full in **Appendix B**. Key findings of the report that are applicable to this comprehensive plan include:

- If you want just one headline to summarize the findings from this study it would be: "SUNY Geneseo students spend \$97+ million during each academic year, but only 54% (\$52 million) of it in Geneseo."
- The average SUNY Geneseo student is spending \$18,176 per academic year (including housing but excluding college tuition and

fees). \$9,755 (54%) inside Geneseo vs. \$8,421 (46%) outside Geneseo.

- Even after subtracting housing costs (\$97.2 million minus \$20.7 million), local businesses will realize \$765,000 more in revenue for every additional 1 % that students decide to spend inside Geneseo each year.
- When it comes to attracting purchases by SUNY Geneseo students, Geneseo has lots of competition: 74% report shopping in Henrietta and other Rochester suburbs; 51% in the City of Rochester; 47% in areas of New York other than Rochester, Buffalo and New York City; 40% in New York City and its suburbs; 32% at the Waterloo Premium Outlets; 26% in Buffalo and its suburbs; but just 24% in communities other than Geneseo in Livingston County.
- The survey asked SUNY Geneseo students a series of questions to find out about the reality of shopping in Geneseo. While 77% say Geneseo businesses are “doing a better job these days of providing what we need” and 92% say that the employees of local stores and other businesses “are friendly to Geneseo students”, only 36% say that “Geneseo stores provide students with better bargains than stores up in Henrietta and Rochester.”
- Other shopping issues that were explored: students are split over whether or not Geneseo businesses “do a good job of letting us know what they offer via ads in the Lamron and flyers on campus”; and overwhelmingly that the Geneseo Smart Card (cash account) does not influence where they make purchases.

- On the issue of whether stores and restaurants along Main St. do a better job of providing what they need than those out on Rt. 20A, a clear majority of students (68%) disagree with that statement.
- Parents and other family members of SUNY Geneseo students also spend money in Geneseo, usually when they make day or overnight visits (an average of about 4 per academic year, although this varies a lot by class year and other demographics). But on average their parents only spend about \$150 per year in Geneseo, a lot less than they would like to spend, according to their kids who attend SUNY Geneseo.
- SUNY Geneseo students have surprisingly little unaided awareness of Geneseo businesses, On average, they could name only 3.87 businesses on Main St. and 5.05 businesses on Route 20A.
- Unaided (top-of-mind) awareness along Main St. is dominated by: Mama Mia's (451 total mentions); Mariazza's (146); Geneseo Family Restaurant (128); Pictures & Presents (113); Bank Street Bagel café (110); and Touch of Grayce (102).
- Top-of-Mind awareness of businesses along Rt. 20A is dominated by Wegman's (514) and Wal-Mart (430), followed by: Wendy's (117); Starbucks (114); Geneseo Theaters (98); and Pizza Hut (90).
- The biggest complaints by SUNY Geneseo students are that there are not enough quality restaurants, national clothing and apparel stores, community recreational facilities and entertainment venues.
- While the majority (60%) of SUNY Geneseo students have their own car or truck, they don't particularly like to make so many trips into Henrietta, especially now that gasoline prices are spiking higher

than ever. But they really have no choice now, other than waiting until they make trips home. The latter alternative to shopping in Geneseo is attractive to students because usually their parents buy lots for them and pay for everything.

- Concerning restaurants: SUNY Geneseo students do not want more fast food and pizza places. They want sit-down restaurants with diverse menus cuisines and prices that range between fast-food restaurants and the Big Tree Inn. Most often mentioned: Applebee's; Olive Garden; TGI Friday's; Macaroni Grill; Chili's; Friendly's; and ethnic restaurants.
- SUNY Geneseo students also want an old fashioned ice cream shop; a 24-hour diner that has tasty breakfast items; and a coffee shop with wireless service, big tables where they can use their laptop computers and sofas and chairs where they and their friends can spend hours studying or just chatting — all on Main Street, immediately adjacent to the campus.
- Concerning retail stores: SUNY Geneseo students want national stores and national brands, just like they are used to at home, although they do not particularly favor “big box” stores. Most often mentioned: Old Navy; Foot Locker; and The Gap. Many also want some type of discount clothing outlet, a place where they can go to buy inexpensive sweatshirts, jeans and shorts.
- Rather than the national chain drug store that has been proposed for Rt. 20A where it would be located near existing drug stores at Wegman's and Wal-Mart, SUNY Geneseo students favor a smaller drug store on Main Street. Another widespread request is for a couple small grocery stores on Main St. that would be within easy walking distance of dormitories.

- Two other complaints about Geneseo are that there is no fitness/workout facility off campus (the existing Fitness Center on campus presents major parking problems for most students) They also complain about a lack of casual entertainment venues like clubs that play a mix of music formats (Rock; Blues; Rap; Folk; Country); comedy clubs and a miniature golf course.
- SUNY Geneseo students are only spending 47 cents of every movie dollar in Geneseo, but say they would spend more if there were other entertainment venues in town that they could visit before or after seeing a movie.
- To use college grades as a metaphor, right now local businesses in Geneseo would get perhaps an overall grade of B-Minus — kind of respectable, but with a lot of room for improvement.
- Geneseo businesses are meeting about half of the needs and wants of SUNY Geneseo students. That is why 46 cents of every discretionary dollar are currently being spent elsewhere. To ignore a consumer segment this big (approximately \$97 million /year overall) would be both foolhardy and unfair.
- While it would never be practical for Geneseo to develop a business district on the scale of nearby Henrietta, small to-moderate changes in the stores, retail merchandise, restaurants and services in Geneseo could keep a lot more of students' dollars in town. Most SUNY Geneseo students say they like both the quaint (and historic) Main Street business district and the much larger Route 20A business district. Both districts need to play to their natural strengths.

## **5. Public Meetings**

In addition to the aforementioned, numerous public meetings were held during the comprehensive planning process. At each of these meetings, the public had an opportunity to provide input and to hear updates on the development of the master plan.

### ***D. Overview of Plan***

This plan provides an overview of the existing conditions in the Village of Geneseo, the goals and objectives that the future land use plan and overall plan recommendations are based on, a write-up and graphical depiction of the future land use plan, and a summary of the recommendations for working toward the vision outlined.

The appendices provide additional information including expanded survey results, meeting minutes, SEQRA documentation, and supplemental data.

## Chapter II – Inventory and Analysis

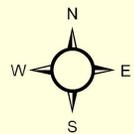
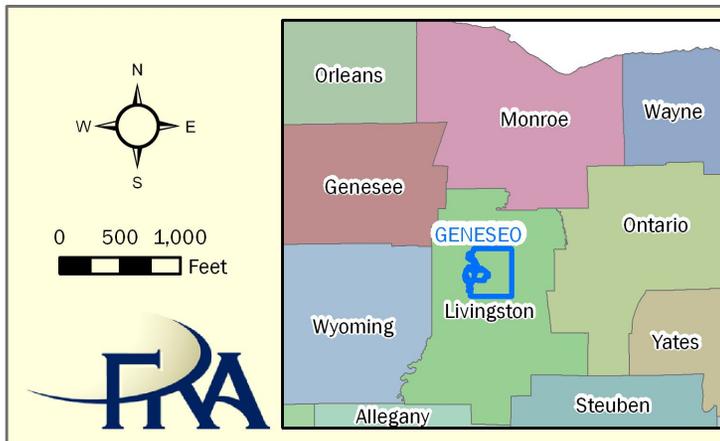
The distinct makeup of the Village of Geneseo is not only apparent while walking along Main Street, visiting the college, or talking to its residents, but also when reviewing census data of both its residents and housing stock. This chapter provides an inventory and analysis of the existing conditions within the Village of Geneseo. In addition to the demographic overview of the Village itself, included is a demographic comparison of the other larger geographic regions it is a part of, including the Town of Geneseo, Livingston County, New York State and the United States. For the larger geographic regions of the state and country, mostly percentage comparisons are shown to simplify the tables. A base map of the Village is included as **Figure1**.

In addition to the characteristics of the population that is reflected in the census data, this chapter includes an inventory of recreation facilities and programs, educational opportunities, public facilities, the basic transportation network and several other components of the community that support and complement the residents themselves.

### A. *Population and Income Levels*

As represented in the 2000 Census summarized in **Table 1**, the Village of Geneseo had a 2000 population of 7,579, which is 78% of the Town's total population of 9,654. The average age of Village residents is just shy of 29, indicative of a large student population at SUNY Geneseo, which is also reflected in the significant percentage of the Village population falling in the 16-24 age group. The statewide average age is closer to 37. The SUNY Geneseo full time student enrollment for 2000 was about 5,100 students. Therefore approximately 67% of the Village population is the SUNY students.

The gender mixture is also quite different than that of the state or country, where the split is close to half in each gender. The Village has approximately 60% women, again due to the influence of the College that has several popular teaching programs that typically attract more females.



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Feet



**Legend**

- Village Boundary
- Village Road
- Town Boundaries

# Village of Geneseo Comprehensive Plan

**Figure 1:  
Base Map**

The Village population is overwhelmingly Caucasian, with almost 93 percent of residents classifying themselves as white. Livingston County as a whole is predominantly white (94%), whereas New York State is almost 68% white.

**Table 1**

|   | Village of Geneseo |         | Town of Geneseo |         | Livingston County |         | New York State |         | US     |         |
|---|--------------------|---------|-----------------|---------|-------------------|---------|----------------|---------|--------|---------|
|   | Number             | Percent | Number          | Percent | Number            | Percent | Number         | Percent | Number | Percent |
| <b>Population</b>                         |                    |         |                 |         |                   |         |                |         |        |         |
| Total Population                          | 7,579              |         | 9,654           |         | 64,328            |         |                |         |        |         |
| <b>Gender</b>                             |                    |         |                 |         |                   |         |                |         |        |         |
| Male                                      | 3,003              | 39.6%   | 4,050           | 42.0%   | 32,269            | 50.2%   |                | 48.2%   |        | 40.1%   |
| Female                                    | 4,576              | 60.4%   | 5,604           | 58.0%   | 32,059            | 49.8%   | 0              | 51.8%   | 0      | 50.9%   |
| <b>Age</b>                                |                    |         |                 |         |                   |         |                |         |        |         |
| 15 or younger                             | 516                | 6.8%    | 921             | 9.5%    | 12,194            | 19.0%   |                | 20.7%   |        | 21.4%   |
| 16-24                                     | 4,947              | 65.3%   | 5,172           | 53.6%   | 11,973            | 18.6%   |                | 13.3%   |        | 13.9%   |
| 25-44                                     | 823                | 10.9%   | 1,468           | 15.2%   | 18,586            | 28.9%   |                | 30.7%   |        | 30.2%   |
| 45-64                                     | 702                | 9.3%    | 1,277           | 13.2%   | 14,247            | 22.1%   |                | 22.3%   |        | 22.0%   |
| 65+                                       | 591                | 7.8%    | 816             | 8.5%    | 7,328             | 11.4%   |                | 12.9%   |        | 12.4%   |
| <b>Average Age</b>                        | 28.63              |         | 30.64           | 0.3%    | 35.98             |         | 36.8           |         | 36.22  |         |
| <b>Race and Ethnicity</b>                 |                    |         |                 |         |                   |         |                |         |        |         |
| White                                     | 7,028              | 92.7%   | 9,066           | 93.9%   | 60,494            | 94.0%   |                | 67.9%   |        | 75.10%  |
| Black or African American                 | 135                | 1.8%    | 143             | 1.5%    | 1,938             | 3.0%    |                | 15.9%   |        | 12.30%  |
| American Indian and Alaska native         | 6                  | 0.1%    | 11              | 0.1%    | 172               | 0.3%    |                | 0.4%    |        | 0.90%   |
| Asian                                     | 250                | 3.3%    | 252             | 2.6%    | 492               | 0.8%    |                | 5.5%    |        | 3.60%   |
| Native Hawaiian or other Pacific Islander | 3                  | 0.0%    | 4               | 0.0%    | 20                | 0.0%    |                | 0.0%    |        | 0.10%   |
| Some other race                           | 65                 | 0.9%    | 67              | 0.7%    | 545               | 0.8%    |                | 7.1%    |        | 5.50%   |
| Two or more races                         | 92                 | 1.2%    | 111             | 1.1%    | 667               | 1.0%    |                | 3.1%    |        | 2.40%   |
| Hispanic or Latino                        | 196                | 2.6%    | 211             | 2.2%    | 1,459             | 2.3%    |                | 15.1%   |        | 12.50%  |

NOTE: Source, US Census Bureau, 2000 Census

Note: Hispanic ethnicity is a separate data category from race. This number should not be added to race totals

As shown in **Table 2**, the New York State Data Center estimates that the Village of Geneseo increased in population by 3.5% (or 267 residents) and Town of Geneseo grew by 6.7% (650 residents). This growth can be viewed as substantial considering many towns across the state and country are losing population. The growth in Livingston County is less than that of the Village and Town of Geneseo, with a modest 0.8% increase estimated between 2000 and 2004.

**Table 2**

|                          | <b>2004 Estimate</b> | <b>2000 Census</b> | <b>% Change (2000-2004)</b> |
|--------------------------|----------------------|--------------------|-----------------------------|
| <b>Geneseo Village</b>   | 7,846                | 7,579              | 3.5%                        |
| <b>Geneseo Town</b>      | 10,304               | 9,654              | 6.7%                        |
| <b>Livingston County</b> | 64,819               | 64,328             | 0.8%                        |

*Note: source, NYS Data Center, 2004 Population Estimates*

The median household income for the residents of the Village of Geneseo, as depicted in **Table 3**, is \$30,438, which is significantly lower than that of Livingston County, New York and the US median. However, this is skewed by the large student population. Students typically have little or no income from employment while in school, which is reflected in the “Householder under 25” group. The 25-34 age group also lags behind the median for the county, state and country by nearly \$10,000. This could be indicative of a lack of good entry level jobs in the area for people just out of school who are entering the job market.

The median income for households headed by persons between 45 and 74 for the Village of Geneseo population is significantly higher than the county, New York State or US median.

**Table 3**

|  | Village of<br>Geneseo | Town of<br>Geneseo | Livingston<br>County | New York<br>State | US       |
|--|-----------------------|--------------------|----------------------|-------------------|----------|
| <b>Median Household Income By Age (\$ in 1999)</b> |                       |                    |                      |                   |          |
| Median Household Income                            | \$30,438              | \$40,666           | \$42,066             | \$43,393          | \$41,994 |
| Householder under 25                               | \$15,536              | \$14,977           | \$19,427             | \$21,730          | \$22,679 |
| Householder under 25-34                            | \$31,458              | \$38,056           | \$42,336             | \$42,868          | \$41,414 |
| Householder under 35-44                            | \$44,643              | \$50,000           | \$49,941             | \$51,082          | \$50,654 |
| Householder under 45-54                            | \$66,563              | \$75,337           | \$56,340             | \$57,309          | \$56,300 |
| Householder under 55-64                            | \$73,611              | \$67,292           | \$47,225             | \$50,737          | \$47,447 |
| Householder under 65-74                            | \$46,250              | \$48,750           | \$30,668             | \$32,349          | \$31,368 |
| Householder 75 and older                           | \$19,107              | \$17,470           | \$20,157             | \$21,617          | \$22,259 |
| <b>Per Capita Income By Race or Ethnicity (\$)</b> |                       |                    |                      |                   |          |
| Per Capita Income                                  | \$12,239              | \$15,303           | \$18,062             | \$23,389          | \$21,587 |
| White  | \$12,473              | \$15,634           | \$18,417             | \$27,244          | \$23,918 |
| Black or African American                          | \$13,484              | \$13,484           | \$11,652             | \$15,498          | \$14,437 |
| Native American                                    | \$0                   | \$0                | \$17,482             | \$12,947          | \$12,893 |
| Asian  | \$10,881              | \$11,586           | \$17,675             | \$20,618          | \$21,823 |
| Native Hawaiian or Pacific Islander                | \$0                   | \$0                | \$0                  | \$13,485          | \$15,054 |
| Some other Race                                    | \$923                 | \$923              | \$7,417              | \$11,028          | \$10,813 |
| Two or more races                                  | \$2,403               | \$7,135            | \$10,757             | \$14,268          | \$13,405 |
| Hispanic or Latino                                 | \$2,640               | \$2,640            | \$8,647              | \$12,789          | \$12,111 |

NOTE: Source, US Census Bureau, 2000 Census

## **B. Character**

The Village of Geneseo is located near the Genesee River in the beautiful Genesee Valley. While the Town is largely rural and agricultural, the Village of Geneseo has a historic center of residential and commercial uses, with scenic views of the valley and quaint shops and homes throughout. The Village is also the County Seat for Livingston County, with several government and business functions in support of that Seat. The 20A corridor, in recent years, has become a regional draw for commercial activities. As the survey data indicates, the continuation of this corridor as a regional destination is viewed with considerable ambivalence by Village residents.

The character is also largely defined by the presence of SUNY Geneseo, which accounts for a large percentage of the Village's population and adds to the culture of Geneseo. The student population brings a vitality and economic base to the Village. The Village of Geneseo is host to many festivals, bringing residents and visitors alike together to celebrate all that Geneseo has to offer. When asked by residents about the character of Geneseo most mention the rural landscape, beautiful vistas, historic village and the influence of the College.

### **C. Historic Sites**

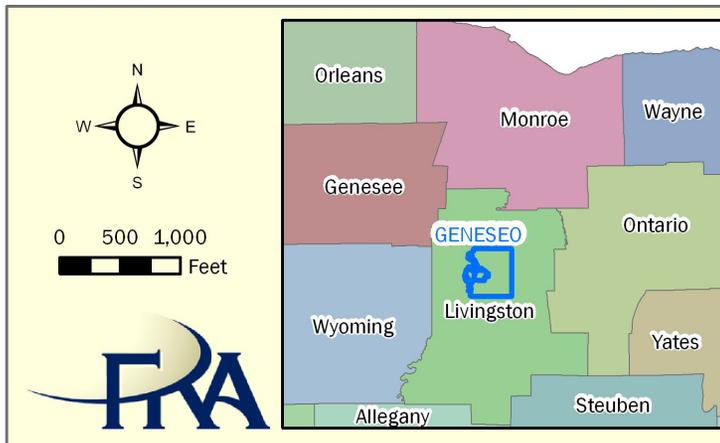
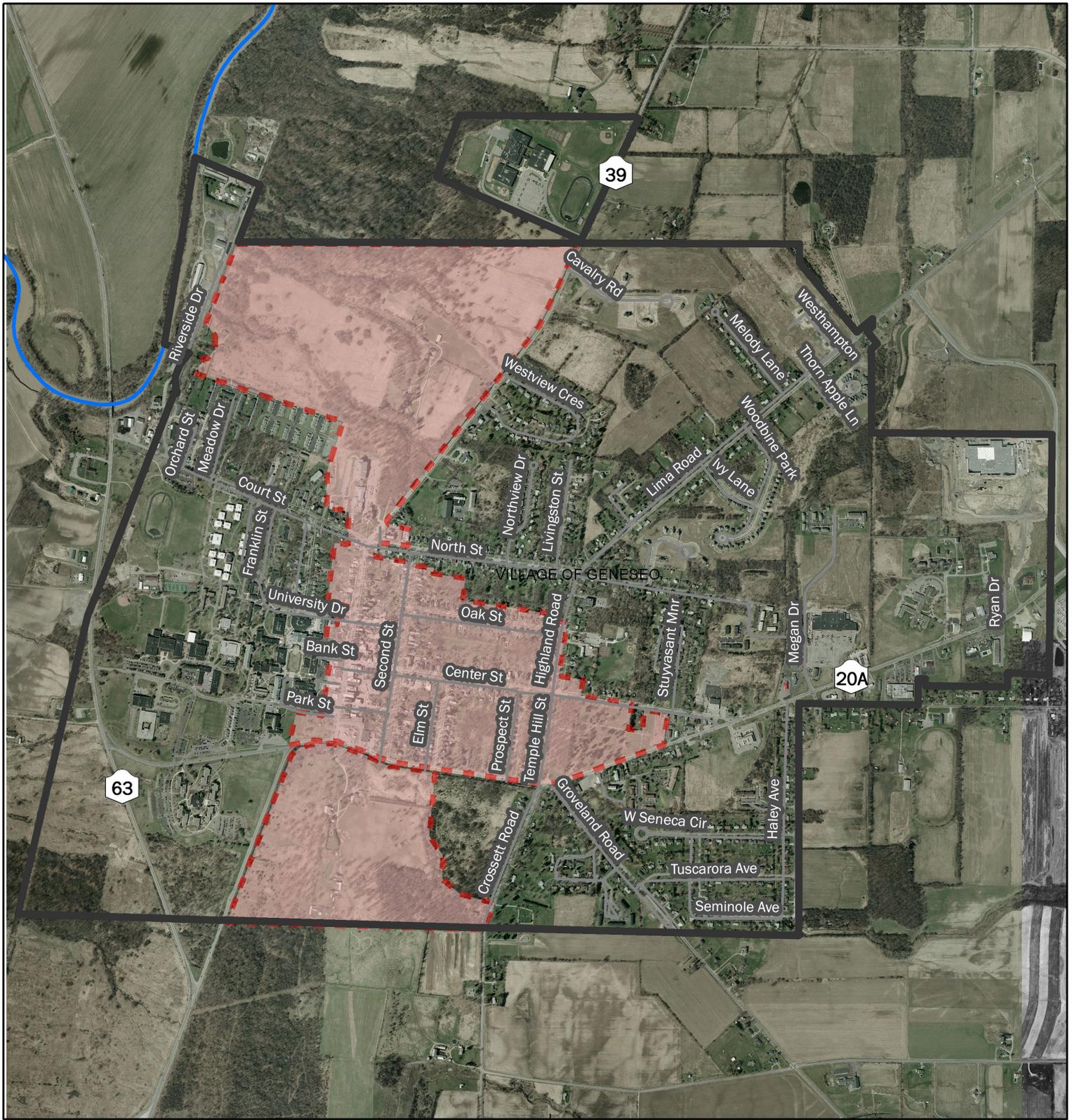
Geneseo has a rich history as outlined in Chapter I. Among the places in Geneseo on the *National Register of Historic Places* is The Homestead near the intersection of NYS Route 39 and US Route 20A, the Hartford House on Avon Road, and the Main Street Historic District in the Village. Geneseo was named a *National Historic Landmark Village* in 1991 and is one of only 24 such districts in the country. The Landmark includes approximately 4 blocks from the County Courthouse to the Village Park extending east into the residential area of the Village, as shown on **Figure 2**.

The Association for the Preservation of Geneseo (APOG) offers a walking tour brochure of the Village with information on many of the buildings along Main Street and adjacent streets in addition to advocating for historic preservation throughout Geneseo.

### **D. Land Use and Zoning**

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

**Table 4** reflects the dominance of residential zoning in the Village, which is typical of village settings. When accounting for the various districts where residential is the primary allowed use, 82% (approximately 1,470 acres) of the Village acreage falls within a residential zone. The next largest category is commercial zones, with 12% (225 acres) of total Village acreage. The industrial zone comprises 61 acres and the mixed use and RPSO (a functional mixed use district of office and residential) districts together total



| Legend |                   |
|--------|-------------------|
|        | Village Boundary  |
|        | Village Road      |
|        | Historic District |
|        | Town Boundaries   |

**Village of  
Geneseo  
Comprehensive  
Plan**  


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**Figure 2:  
Historic  
District**

almost 50 acres, which is just shy of the last 3% of remaining Village acreage. A map of the current zoning in the Village is included as **Figure 3**.

**Table 4**

| Zoning District                                | Acres        | Percent of total |
|--|--------------|------------------|
| Commercial (C-1)                               | 23           | 1.26%            |
| Commercial (C-2)                               | 202          | 11.22%           |
| Limited Industrial (M-1)                       | 61           | 3.39%            |
| Mixed Use (MU)                                 | 23           | 1.30%            |
| Low Density Residential (R-1)                  | 256          | 14.20%           |
| Residential (R-1A)                             | 1,106        | 61.46%           |
| Multi-Family Residential (R-2)                 | 105          | 5.83%            |
| Residential, Professional Serv., Office (RPSO) | 24           | 1.33%            |
| <b>TOTAL</b>                                   | <b>1,800</b> |                  |

**Table 5** depicts current land uses within the Village. As a note, the land use acreage total will not match the zoning acreage total because the land use information is parcel based, whereas the zoning districts go over parcels and includes roadways. Therefore, the zoning total acreage will always be higher.

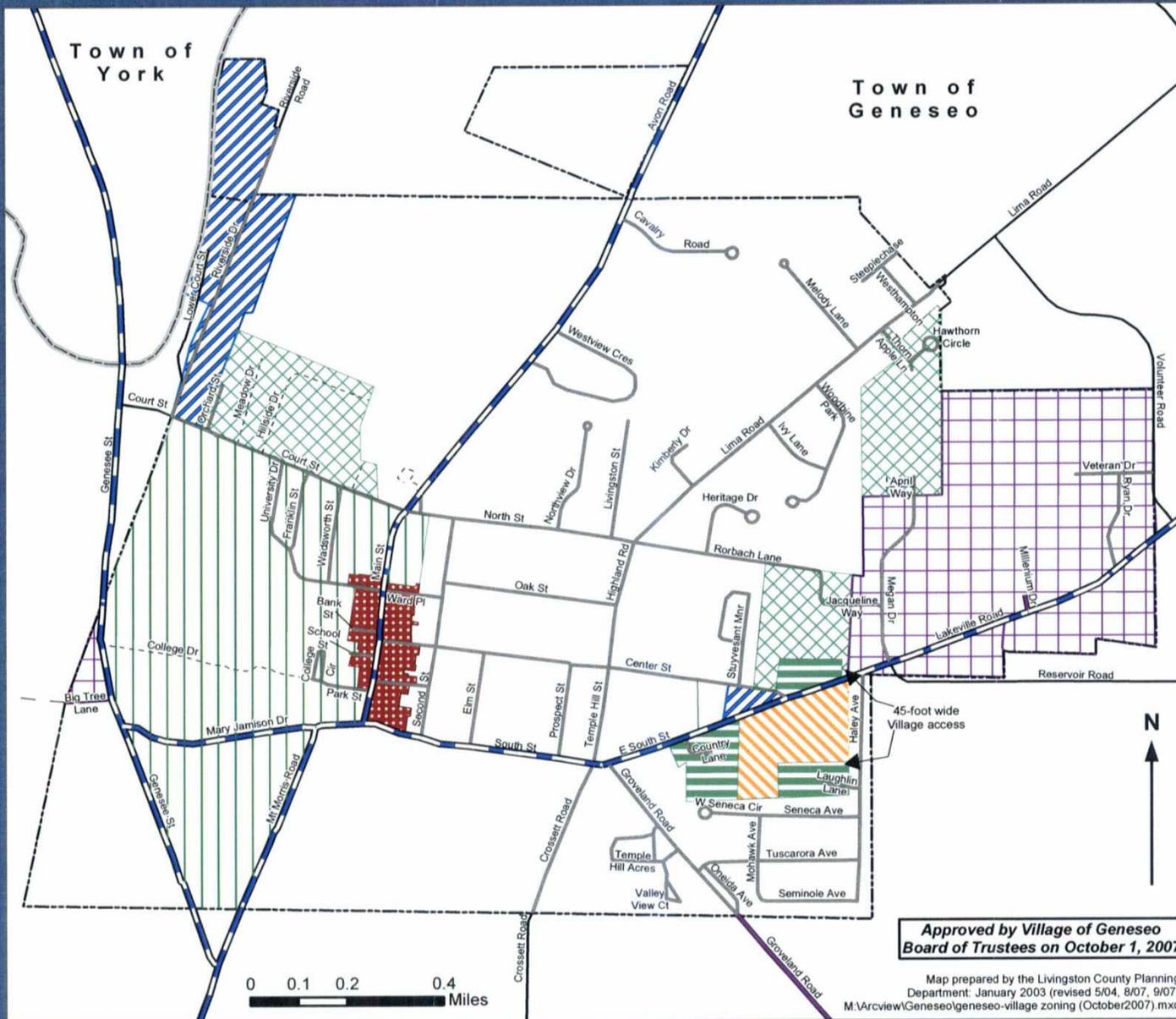
The dominant land use in the Village is residential, accounting for approximately 40% of the Village’s total acreage and increasing to 50% when college property is excluded from consideration. The next largest is community services, which represents government buildings, schools, colleges, and health facilities. There is a notable amount of acreage (255 acres) classified as vacant, which means the parcel is not in use, is in temporary use, or lacks permanent improvement (i.e. building(s)). Commercial uses occupy approximately 207 acres, or 12.8% of the Village’s acreage.

**Table 5**

| Land Use District                | Acres         | Percent of total |
|----------------------------------|---------------|------------------|
| Agricultural                     | 80.5          | 4.97%            |
| Residential                      | 653.5         | 40.34%           |
| Vacant                           | 255.3         | 15.76%           |
| Commercial                       | 207.7         | 12.82%           |
| Recreation and Entertainment     | 10.3          | 0.64%            |
| Community Services               | 389.3         | 24.03%           |
| Industrial                       | 1             | 0.06%            |
| Public Services                  | 7.2           | 0.44%            |
| Wild, Conservation, Public Parks | 15.1          | 0.93%            |
| <b>TOTAL</b>                     | <b>1619.9</b> |                  |

# Village of Geneseo

# ZONING



## Zoning Districts

- Residential (R-1A)
- Low Density Residential (R-1)
- Multi-Family Residential (R-2)
- Residential, Professional Services, Offices (RPSO)
- Mixed Use (MU)
- Commercial (C-1)
- Commercial (C-2)
- Limited Industrial (M-1)
- Town Boundaries
- Village Boundaries
- State Highway
- County Highway
- Town Road
- Village Road
- Seasonal Road
- Private Drive

## Livingston County



**Figure 3:  
Existing Zoning**

Approved by Village of Geneseo Board of Trustees on October 1, 2007

Map prepared by the Livingston County Planning Department: January 2003 (revised 5/04, 8/07, 9/07)  
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**E. Development Trends**

To better identify recent development trends, the Regional Land Use Monitoring Report issued by the Genesee Finger Lakes Regional Planning Council was used to examine building permit activity over the last 7 years for Village of Geneseo. The findings are summarized in **Table 6**. The Village has had increasing residential permit numbers each year since 2002, with the maximum in 2005 of 43 total new units, which included single family homes, townhouses, and apartments. Commercial permits have been pretty consistent with about one per year, and an industrial permit has not been issued in the Village in the last 7 years.

**Table 6**

| <b>Village of Geneseo Permit Trends</b> |                            |                                     |                         |                         |
|---|----------------------------|-------------------------------------|-------------------------|-------------------------|
| <b>Year</b>                             | <b>Single Family Units</b> | <b>Multi-Family Permits (Units)</b> | <b>Commercial Units</b> | <b>Industrial Units</b> |
| 2000                                    | 9                          | 6 (24)                              | 1                       | 0                       |
| 2001                                    | 15                         | 0                                   | 0                       | 0                       |
| 2002                                    | 9                          | 1 (4)                               | 0                       | 0                       |
| 2003                                    | 8                          | 0                                   | 1                       | 0                       |
| 2004                                    | 22                         | 1 (4)                               | 2                       | 0                       |
| 2005                                    | 15                         | 2 (28)                              | 1                       | 0                       |
| 2006                                    | 7                          | 0                                   | 5                       | 0                       |
| <b>7-year TOTAL</b>                     | <b>85</b>                  | <b>10 (60)</b>                      | <b>10</b>               | <b>0</b>                |

**F. Housing**

**Table 7** summarizes housing conditions in the Village of Geneseo. There are a total of 1,768 housing units, of which a large percentage (58.7%) are renter occupied, reflecting the large college student population. The median rent asked for vacant units is high at \$802, compared to the NY State median of \$517. However, the median rent for total rental units is \$449, which is lower than the NYS average of \$605. Again, the large rental population in the Village of Geneseo drives the demand, and therefore cost, up on the available rental units.

The owner-occupied housing units in the Village have a median value of \$111,300, which is close to the US median of \$111,800. The NY State average is higher at \$147,600. The New York City area tends to skew the median housing costs for the state. The median owner-occupied home in Livingston County is valued at \$86,300.

Another interesting fact from the housing information is that the average number of rooms per unit (for both renter and owner occupied) is higher for Geneseo than either the state or country. This is likely due to the older houses that are large and tend to have many rooms.

**Table 7**

|  | Village of Geneseo |         | Town of Geneseo |         | Livingston County |         | New York State |         | US        |         |
|--|--------------------|---------|-----------------|---------|-------------------|---------|----------------|---------|-----------|---------|
|  | Number             | Percent | Number          | Percent | Number            | Percent | Number         | Percent | Number    | Percent |
| <b>Housing Units</b>                       |                    |         |                 |         |                   |         |                |         |           |         |
| Total Housing Units                        | 1,768              |         | 2,663           |         | 24,023            |         |                |         |           |         |
| Occupied Housing Units                     | 1,702              |         | 2,487           |         | 22,150            |         |                |         |           |         |
| <b>Renter-Occupied Housing Units</b>       |                    |         |                 |         |                   |         |                |         |           |         |
| Renter-Occupied Housing Units              | 1,037              | 60.9%   | 1,180           | 47.4%   | 5,641             | 25.5%   |                | 47.0%   |           | 35.3%   |
| Average number of household members        | 2.39               |         | 2.37            |         | 2.25              |         | 2.36           |         | 2.36      |         |
| average number of rooms                    | 4.72               |         | 4.82            |         | 4.72              |         | 3.73           |         | 4.04      |         |
| Median year structure was built            | 1972               |         | 1971            |         | 1955              |         | 1952           |         | 1969      |         |
| Median rent (\$)                           | \$449              |         | \$459           |         | \$438             |         | \$605          |         | \$519     |         |
| Median rent asked for vacant units (\$)    | \$802              |         | \$802           |         | \$474             |         | \$517          |         | \$469     |         |
| <b>Owner-Occupied Housing Units</b>        |                    |         |                 |         |                   |         |                |         |           |         |
| Owner-Occupied Housing Units               | 665                | 39.1%   | 1,307           | 52.6%   | 16,509            | 74.5%   |                | 52.7%   |           | 64.7%   |
| Average number of household members        | 2.68               |         | 2.62            |         | 2.72              |         | 2.83           |         | 2.71      |         |
| average number of rooms                    | 7.55               |         | 7.21            |         | 4.72              |         | 6.47           |         | 6.3       |         |
| Median year structure was built            | 2.66               |         | 1962            |         | 1963              |         | 1956           |         | 1971      |         |
| Median value (\$)                          | \$111,300          |         | \$119,000       |         | \$86,300          |         | \$147,000      |         | \$111,800 |         |
| Median price asked for vacant housing (\$) | \$0                |         | \$65,000        |         | \$64,700          |         | \$94,700       |         | \$89,600  |         |
| Monthly cost with mortgage (\$)            | \$1,165            |         | \$1,163         |         | \$1,037           |         | \$1,357        |         | \$1,088   |         |

NOTE: Source, US Census Bureau, 2000 Census

**G. Public Facilities**

The Village of Geneseo is home to several public facilities including the former Skilled Nursing Facility on Route 20A, the Geneseo Armory which houses a division of the National Guard, and the Geneseo Building, which houses the Village and some Town offices. As the County Seat, it is also the location of the Livingston County Courthouse, Livingston County Jail and the Livingston County Government Center.

Another public facility within the Village is the Wadsworth Library located on Center Street. This historic library was established in 1869 by the New York State legislature and is housed in a building constructed in 1842 for one of the first free public libraries in the country, Athenaeum. This Athenaeum was established by local landholder James Wadsworth for students at the Livingston County High School (later Temple Hill Academy). Wadsworth, who had been advocating for state legislation to establish tax supported public libraries, opened the Athenaeum collection free of charge to the residents of Livingston County. By Civil War times, the collection had outgrown its space and a new library was constructed at the present location in 1867. In 1869 the New York State legislature established the Wadsworth Library as a public library in the Village of Geneseo to serve the residents and schools of Livingston County. Originally endowed by the Wadsworth family, the Library is also funded by the Village and Town of Geneseo and residents of the Geneseo Central School District.

**H. Emergency Services and Hazard Mitigation**

Geneseo is served by the all-volunteer Geneseo Fire Department, which provides fire and ambulance protection to the Village, and to the Town of Geneseo under contract. There are 86 active members who served more than 32,000 hours during the year.. The newly expanded and remodeled firehouse is located at 133 Center Street.

In 2004, the Geneseo Fire Department Ambulance responded to 1,423 calls. In 2005, a record 1,573 calls were received and serviced. More than 15,000 on duty hours were logged, with 24 hour coverage every day. Of more than 1,500 calls in 2005, the all-volunteer service responded to every call except for one back-up call. Service is

provided to the Town and Village of Geneseo, SUNY-Geneseo, and the Town of Groveland. Back-up calls were made throughout the county.

Membership includes 3 certified paramedics, 2 members with advanced or intermediate EMT training, 25 EMTs with defibrillation training, and 19 drivers. The ambulance service has billed for its services since 2005. This has been a successful initiative, providing funds for new equipment and training and reducing the costs borne by municipalities. As an all-volunteer service, none of this money is used to compensate personnel.

In the year April 1, 2005 to March 31, 2006, the Geneseo Fire Department responded to 272 alarms. Approximately 55% of calls were from the Village of Geneseo, 40% of calls were from the Town of Geneseo, and 2% of the calls were from the Town of Groveland. The remainder of the calls were from throughout the county. As with the ambulance service, the fire department serves the Town and Village of Geneseo and the Town of Groveland.

The Village of Geneseo has its own police department. The Livingston County Sherriff's Office provides additional police and investigative services to Geneseo. The Village Police Department has 8 full time officers, including a police chief. In 2005, they answered 5,170 calls for service, which was the highest number of calls in the last 10 years. In 2004, 4,864 calls were recorded; in the years prior, closer to 4,000 calls were recorded. **Appendix C** has additional statistical information on the police and fire activities within the Village.

Livingston County's Office of Emergency Management Services coordinates in the areas of fire, disaster preparedness, and civil defense. The department also develops plans for response to floods, releases of hazardous materials, and other emergencies, to assure that the communities in the County are prepared in the event of a disaster. Fire Coordination and Civil Defense develops and coordinates education programs to train fire, police, medical and rescue teams in emergency procedures, and the County office provides a central control point from which operations may be coordinated.

## ***I. Recreation Facilities and Programs***

Within the Village there are two parks and one additional field as noted below.

**Highland Park** is located on Highland Road in the Village and is 7.9 acres. It closes at 10pm and has the following facilities:

- Depot which can be used for meetings/gatherings
- 2 tennis courts with a one hour limit
- 2 baseball diamonds, one of which doubles as a soccer field
- 2 basketball courts
- Small paved area with nets for roller blade hockey
- Open pavilion with picnic tables
- 5 grills
- Playground with swings and slides
- An outdoor ice rink in the winter months

**Village Park** is located on Park Street in the Village and is approximately 2.9 acres. It is open 24 hours a day. Facilities and functions at Village Park include:

- Picnic tables in the summer
- Geneseo Summer Festival
- Tree lighting at Christmas

There is also another facility within the Village called **Kelsey Field**, which is 3.5 acres and is located on Avon Road. This facility has one baseball/soccer field that has scheduled games, but is otherwise open to the public.

## ***J. Transportation***

Livingston Area Transportation Service (LATS) services Geneseo and the surrounding area with several daily routes around the Village and core commercial areas of Town. Service also extends into Monroe County. LATS has nine routes within Livingston County. Within Geneseo the route starts at the campus of SUNY Geneseo, departing at

approximately 15 to 20 times per day depending on the day of the week with stops in the Village, along Route 20A shopping areas, into Henrietta, and several other locations in and around Rochester. A medical shuttle is also provided to Rochester-area medical centers.

Geneseo is also home to a small airport and the 1941 Historical Aircraft Group Museum (HAG). Founded in 1994, the 1941 Historical Aircraft Group Museum is dedicated to the restoration, preservation, display, and flight of aircraft of the World War II and Korean War eras, as well as the recognition of all United States Military personnel for their service and sacrifice. The airport is privately owned but is open to the public.

Information about how people who live in Geneseo get to work, and how long their commute takes, is summarized in **Table 8**. Although public transportation use is low, a very significant percentage of Village of Geneseo residents walk to work (34%). The state percentage is 6.2 and the US has a total of 2.9 percent of its population walking to work. Again, the College and its large employee base that live in close proximity is the biggest contributor to this statistic.

**Table 8**

|   | Village of Geneseo |         | Town of Geneseo |         | Livingston County |         | New York State |         | US     |         |
|---|--------------------|---------|-----------------|---------|-------------------|---------|----------------|---------|--------|---------|
|   | Number             | Percent | Number          | Percent | Number            | Percent | Number         | Percent | Number | Percent |
| <b>Transportation to Work (workers 16 and over)</b> |                    |         |                 |         |                   |         |                |         |        |         |
| Public Transportation                               | 26                 | 0.8%    | 32              | 0.7%    | 127               | 0.4%    |                | 24.4%   |        | 4.7%    |
| Car, Truck, Van or Motorcycle                       | 2062               | 61.9%   | 3208            | 70.4%   | 26567             | 89.2%   |                | 65.5%   |        | 88.0%   |
| Walk  | 1131               | 34.0%   | 1138            | 25.0%   | 1926              | 6.5%    |                | 6.2%    |        | 2.9%    |
| Work at Home  | 105                | 3.2%    | 172             | 3.8%    | 1056              | 3.5%    |                | 3.0%    |        | 3.3%    |
| <b>Commuting Time</b>                               |                    |         |                 |         |                   |         |                |         |        |         |
| Average travel time to work (minutes)               | 16                 |         | 18              |         | 25                |         |                | 32      |        | 24      |

NOTE: Source, US Census Bureau, 2000 Census

The major roadway into the Village, leading from the Route 390 interchange, is Route 20A, which carries approximately 19,000 cars per day between Volunteer Road and

Main Street. This roadway is largely one lane in each direction, with turn lanes at key intersections. Lima Road runs parallel to Route 20A but is largely residential with lower volumes. The Average Daily Traffic (ADT) of Lima Road is approximately 4,500 cars in the vicinity of the Village. Route 63 is a major route into the Village from points west and south, while Route 39 comes into the Village from the north.

A significant corridor study has been completed for Route 20A that investigates traffic volumes and trends, accident patterns, and future conditions based on potential land use scenarios. Data collected for the report indicate that the segments of Route 20A that were analyzed have experienced a tripling of traffic volumes in the past 20 years and experience average annual increases of approximately 5%. The segments of the road between intersections currently operate at overall average conditions. However, several intersections with 20A have existing failing turning movements during the PM peak hour, with other intersections experiencing near failing conditions. The corridor study also investigated accidents along the study roadways and concluded that accident rates at several intersections were higher than statewide averages. The greatest percentage of accidents in terms of type of accident is rear end accidents, and the highest percentage in terms of location is at Route 20A and Volunteer Road. The implementation of access management techniques will assist in preserving and extending the capacity of the roadway.

### ***K. Education***

Geneseo has a history as a center for education. The Livingston County High School was established in 1826; it later became known as Temple Hill Academy. Geneseo Normal School, which opened in 1871, was the predecessor to the present State University College of Arts and Science. SUNY Geneseo, as it is commonly known, has earned an outstanding reputation for supplying a top education at an affordable price.

Geneseo Central School District, located on Avon Road in the northern portion of the Village, offers kindergarten through twelfth grade. Genesee Country Christian School, located on Long Point Road in the Town of Geneseo, offers preschool to sixth grade

education. There are also two preschools in the Village, one at St. Michael’s Episcopal Church and one at Central Presbyterian Church.

Education attainment information for Geneseo residents is summarized in **Table 9**. The percentage of residents attaining a Bachelors degree or above is much higher in Geneseo than the state or national average. In fact, more than one quarter of Village residents have a master’s or doctorate degree.

**Table 9**

|  | Village of Geneseo |         | Town of Geneseo |         | Livingston County |         | New York State |         | US     |         |
|--|--------------------|---------|-----------------|---------|-------------------|---------|----------------|---------|--------|---------|
|  | Number             | Percent | Number          | Percent | Number            | Percent | Number         | Percent | Number | Percent |
| <b>Educational Attainment</b>                  |                    |         |                 |         |                   |         |                |         |        |         |
| Population 25 and older                        | 2,110              |         | 3,385           |         | 40,081            |         |                |         |        |         |
| High school graduate (incl. equivalency)       | 375                | 17.8%   | 668             | 19.7%   | 13,557            | 33.8%   |                | 27.8%   |        | 28.6%   |
| Some college, or associates degree             | 403                | 19.1%   | 815             | 24.1%   | 11,731            | 29.3%   |                | 23.9%   |        | 27.4%   |
| Bachelor's degree                              | 378                | 17.9%   | 628             | 18.6%   | 4,555             | 11.4%   |                | 15.6%   |        | 15.5%   |
| Master's, professional or doctorate degree     | 583                | 27.6%   | 809             | 23.9%   | 3,160             | 7.9%    |                | 11.8%   |        | 8.9%    |
| <b>School Enrollment</b>                       |                    |         |                 |         |                   |         |                |         |        |         |
| Population 3 years and over enrolled in school | 5,161              |         | 5,687           |         | 19,552            |         |                |         |        |         |
| Preschool and kindergarten                     | 83                 | 1.6%    | 134             | 2.4%    | 1,331             | 6.8%    |                | 11.6%   |        | 11.9%   |
| Grades 1-12                                    | 444                | 8.6%    | 822             | 14.5%   | 11,355            | 58.1%   |                | 63.5%   |        | 65.3%   |
| College  | 4,634              | 89.8%   | 4,731           | 83.2%   | 6,866             | 35.1%   |                | 25.9%   |        | 22.8%   |

NOTE: Source, US Census Bureau, 2000 Census

### **Chapter III – Goals and Objectives**

The goals and objectives were developed with consideration to the previous plan's stated goals and objectives, input gathered as part of the public process (survey, public meetings, focus groups) and by examining extensive existing information about the Village and surrounding Town. Although public meetings, focus groups, and considerable discussion informed the goals and objectives, survey responses were used to develop or modify some of them.

The goals and objectives support the overriding theme of this Comprehensive Plan: to protect the character and resources that Geneseo already has, while being purposeful and proactive about what is added to the built environment. There is a desire to balance uses and provide protection for the rural character, open spaces, and natural resources of Geneseo, while accommodating growth in appropriate locations and at an appropriate scale for the community. In doing so, these goals and objectives are developed to respect the historic character of Geneseo, the rights of property owners, development that brings new jobs and tax base to the community, and the various interests of the community.

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

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## A. GENERAL CHARACTER

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

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#### OBJECTIVES:

- Objective A1-1.* Preserve the natural, scenic, historic, and agricultural heritage of the Village
- Objective A1-2.* Improve walkability and connectivity of the community that is reflective of traditional neighborhood design
- Objective A1-3.* Reinforce the core Village area
- Objective A1-4.* Maintain a vibrant Main Street
- Objective A1-5.* Balance the status of Geneseo as a regional educational, governmental, and commercial center with its historic and small town character

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

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#### OBJECTIVES:

- Objective A2-1.* Support preservation and rehabilitation efforts of local historic building owners
- Objective A2-2.* Protect the integrity of the National Historic Landmark District
- Objective A2-3.* Seek opportunities to highlight Geneseo as a National Historic Landmark District
- Objective A2-4.* Explore benefits associated with obtaining Certified Local Government status for the Village of Geneseo

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### GOAL A3: UNIFY EXISTING AND FUTURE DEVELOPMENT WITHIN THE VILLAGE TO CREATE CONTINUITY OF THE LOOK, SCALE, FUNCTION AND CHARACTER OF THE BUILT ENVIRONMENT

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**OBJECTIVES:**

**Objective A3-1.** Create appropriate standards within enforceable Village laws and guidelines that control the look and function of the built environment

**Objective A3-2.** Coordinate Village and Town planning and zoning processes where possible

**Objective A3-3.** Encourage use of native flora and natural surroundings in new developments

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**GOAL A4: PRESERVE AND PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND SCENIC RESOURCES**

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**OBJECTIVES:**

**Objective A4-1.** Identify all environmentally sensitive areas to be protected or monitored

**Objective A4-2.** Create mechanism for additional review for proposed developments within sensitive areas

**Objective A4-3.** Identify and protect important community viewsheds

**Objective A4-4.** Protect Conesus Lake, the water source of the Village of Geneseo.

**B. RESIDENTIAL AND COMMERCIAL LAND USES**

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**GOAL B1: BALANCE DEVELOPMENT THAT DOES NOT OUTPACE COMMUNITY SERVICES AND INFRASTRUCTURE**

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**OBJECTIVES:**

**Objective B1-1.** Ensure public service impacts are adequately assessed and mitigated for any new development

**Objective B1-2.** Maximize the use of existing infrastructure

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**GOAL B2: IMPROVE COMPATIBILITY OF RENTAL AND OWNER- OCCUPIED HOUSING STOCK**

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**OBJECTIVES:**

*Objective B2-1. Limit adverse impacts and spread of rental housing*

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**GOAL B3: PROVIDE A VARIETY OF HOUSING OPPORTUNITIES**

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**OBJECTIVES:**

*Objective B3-1. Encourage rental options appropriate for a variety of age and income groups, particularly alumni-driven housing*

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**GOAL B4: SUPPORT AND MAINTAIN A VIBRANT MAIN STREET AS THE HEART OF OUR NATIONAL HISTORIC LANDMARK DISTRICT**

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**OBJECTIVES:**

*Objective B4-1. Create a positive business environment*

*Objective B4-2. Be responsive to the needs of the business owners and residents of Main Street*

*Objective B4-3. Allow flexibility in the reuse for large buildings around Main Street*

*Objective B4-4. Encourage events that promote Main Street*

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**GOAL B5: ALLOCATE AREAS IN THE VILLAGE FOR COMMERCIAL DEVELOPMENT**

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**OBJECTIVES:**

*Objective B5-1. Specify areas appropriate for both small-scale and larger-scale developments*

**Objective B5-2.** Promote infill development and reuse of existing buildings through design charettes and incentive zoning.

**Objective B5-3.** Support and encourage small, community-oriented business to develop and expand

**Objective B5-4.** Identify capacity of existing community services and infrastructure as a baseline

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## **GOAL B6: ENSURE COMMERCIAL DEVELOPMENT FITS IN WITH THE DESIRED CHARACTER OF THE SURROUNDING AREA**

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### **OBJECTIVES:**

**Objective B6-1.** Establish design and access management standards to improve the look and function of the commercial developments

**Objective B6-2.** Consider the long-term impacts of development

## **C. TRAFFIC AND TRANSPORTATION**

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### **GOAL C1: IMPROVE SAFETY, ACCESS, AND CIRCULATION ON AND BETWEEN ROADWAYS**

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#### **OBJECTIVES:**

**Objective C1-1.** Create vehicle and pedestrian inter-connections between new developments when feasible

**Objective C1-2.** Promote vehicle and pedestrian connectivity between new and existing residential streets

**Objective C1-3.** Minimize congestion in the Village and support traffic calming measures

**Objective C1-4.** Ensure adequate assessments of traffic impacts of new developments

**Objective C1-5.** Address access and safety issues of transportation network now, and as development continues

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**GOAL C2: CREATE COMPREHENSIVE PEDESTRIAN NETWORK**

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**OBJECTIVES:**

**Objective C2-1.** Promote non-motorized forms of transportation

**Objective C2-2.** Create and maintain sidewalks throughout the Village, providing protected crossings at appropriate locations

**Objective C2-3.** Create pedestrian linkages between housing developments, community facilities, and commercial centers

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**GOAL C3: MAXIMIZE EFFICIENCY AND SAFETY OF LOCAL ROADWAYS**

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**OBJECTIVES:**

**Objective C3-1.** Ensure appropriate vehicle type and usage based on road classification

**Objective C3-2.** Make main arterials as user friendly as possible to encourage appropriate use

**Objective C3-3.** Provide appropriate signage for speed, access, and road limitations

**D. COMMUNITY ISSUES**

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**GOAL D1: ENSURE ADEQUACY OF EMERGENCY SERVICES**

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**OBJECTIVES:**

**Objective D1-1.** Ensure new developments can be adequately serviced

**Objective D1-2.** Encourage participation in local volunteer services

**Objective D1-3.** Coordinate with the County on Disaster Preparedness and Management

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**GOAL D2: IMPROVE COMMUNICATION WITH COMMUNITY**

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**OBJECTIVES:**

- Objective D2-1.* Provide opportunities for public input on important community issues
- Objective D2-2.* Improve electronic communication
- Objective D2-3.* Look for opportunities to share ideas, problems and solutions with SUNY Geneseo
- Objective D2-4.* Continue to foster a positive working relationship with SUNY Geneseo leadership and student body
- Objective D2-5.* Support festivals, air shows and events that bring people to Geneseo and encourage community involvement

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**GOAL D3: IMPROVE COORDINATION BETWEEN TOWN AND VILLAGE**

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**OBJECTIVES:**

- Objective D3-1.* Simplify and streamline planning and zoning processes
- Objective D3-2.* Maximize efficiency and effectiveness of government services

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**GOAL D4: PROVIDE FOR RECREATIONAL OPPORTUNITIES IN THE VILLAGE**

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**OBJECTIVES:**

- Objective D4-1.* Maintain a comprehensive inventory of recreational opportunities available to community residents, including SUNY facilities
- Objective D4-2.* Plan for future recreational needs
- Objective D4-3.* Maximize the use of existing parks
- Objective D4-4.* Link community, residential, institutional, and business districts through bicycle and foot paths
- Objective D4-5.* Enhance elements of a walkable community

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**GOAL D5: PROVIDE A VARIETY OF COMMUNITY GATHERING AND OPEN SPACES**

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**OBJECTIVES:**

*Objective D5-1.* Identify existing gathering spaces

*Objective D5-2.* Enhance knowledge of, use of, and access to existing facilities

*Objective D5-3.* Identify any additional facilities needed in the community including a community center

*Objective D5-4.* Require useable community open spaces in residential and commercial designs and identify who owns and maintains them

*Objective D5-5.* Identify residential forms that link private open space into larger connected “community “open spaces

**E. ECONOMY**

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**GOAL E1: PROVIDE A STABLE ECONOMY THAT PROVIDES ECONOMIC OPPORTUNITIES FOR ALL RESIDENTS**

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**OBJECTIVES:**

*Objective E1-1.* Broaden and diversify tax base by permitting a mix of beneficial uses such as appropriate retail, tourism, cultural arts, and others

*Objective E1-2.* Create economic development that builds on Geneseo’s strengths including central location, educated workforce, community character and historical heritage

*Objective E1-3.* Work with the college to support small business opportunities

*Objective E1-4.* Investigate incentives for small business startups

*Objective E1-5.* Diversify job opportunities

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**GOAL E2: SUPPORT AND MAINTAIN A VIABLE MAIN STREET**

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**OBJECTIVES:**

**Objective E2-1.** Work with Main Street organizations to identify strategies for increasing visibility and utilization of Main Street businesses.

**Objective E2-2.** Encourage events on and around Main Street

**Objective E2-3.** Provide proper signage to direct visitors to Main Street shopping area.

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### **GOAL E3: IMPROVE AND EXPAND TOURISM OPPORTUNITIES**

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#### **OBJECTIVES:**

**Objective E3-1.** Keep marketing brochures up to date and innovative

**Objective E3-2.** Support agri-tourism industry

## Chapter IV - Future Land Use Plan

### A. Introduction

The future land use plan for the Village of Geneseo promotes the protection of the small town feel and historic character of the Village while identifying areas for additional residential, commercial, and light industrial development. The land use plan respects development trends while also acknowledging a desire to control the intensity, design, impacts, and location of future development. In addition, this plan acknowledges the significant current traffic volumes on Route 20A, the importance of maintaining its capacity, and existing operational limitations of the overall transportation network.

The Village's land use plan proposes higher density residential development in close proximity to commercial centers and/or education centers, encouraging walkable and linked developments. The land use plan is shown on **Figure 4**.

### B. Land use Categories

The land use categories, their description, and overall rationale are provided below. The categories and their appropriate placement are critical for supporting the goals and objectives in the community.

#### 1. Residential

The Village land use plan calls for 3 levels of residential development; high-density, medium-density and low-density. Each serves a distinct purpose in the Village as outlined below. Relative densities as well as design elements that should be included are provided for guidance.

**a) High-Density Residential**

The high-density areas are envisioned to allow multifamily housing complexes including apartments, townhouses and condominiums at a density of approximately six to eight units per acre. The areas identified for high density residential development include the existing apartment complex across from the university off of Court Street, which is largely built out, and a large area near the commercial area in the eastern portion of the village which is only partially developed. These areas should be linked to recreation, shopping, and public facilities via trails, sidewalks, and other facilities for non-motorized modes of travel. Thru streets, rather than cul-de-sacs, should also be encouraged in these areas, creating multiple ways to get to and from these developments and contributing to the existing road network.

**b) Medium-Density Residential**

The medium-density areas represent much of the historic village area. Many of these homes were built more than a century ago on roads that have been the skeleton of the Village since it was founded. Many of the homes within this district are large older homes, some of which have been converted to multifamily units. The density envisioned for the medium-density residential areas is approximately 1/5 to 1/4 acre lots. Special consideration should be given to establishing guidelines for the effective re-use of these large homes and to ensuring enough off street parking, landscaping, and overall greenspace is incorporated.

**c) Low-Density Residential**

The outlying areas of the Village, in the southwest and northwest corners, are designated for low-density residential development. A portion of the areas is included in the Genesee Valley Conservancy. This land use district calls for larger lot residential developments, with an envisioned minimum lot size of approximately 1/3 to 1/2 acres.

## **2. Commercial**

This land use plan distinguishes the Village Core area from the more regionally-g geared Route 20A mixed use commercial center in terms of location, scale, function and design.

### **a) Mixed Use**

The mixed use district was created to maximize redevelopment potential in this portion of the Village since the vast majority of the land has some type of development already on it. The mixed use district is envisioned to provide appropriately scaled, designed, and accessed commercial growth in an area that reinforces the Village core and is easily accessible to the high density residential areas. The primary purpose of this district is to provide retail and personal services. In addition, residential units could be placed on the second story of these buildings, further reinforcing the mixed used district, and providing for another type of residential environment.

Given the location of this district at the gateway point of the Village, development in this district should be reflective of the historic nature of Geneseo, with detailed design and architectural standards in place to guide this development. This district is further intended to be walkable, easily accessible to nearby neighborhoods through internal roadways with appropriate landscaping and lighting. It is also envisioned that developments be interconnected by a series of internal access roads and pedestrian accommodations to minimize trips on the mainline Route 20A. The relative scale of new individual uses is intended to be mid-range, with incentive-based zoning to provide flexibility in development and redevelopment efforts, while respecting the community-wide impacts of the most intensive forms of retail development.

This district includes the former Skilled Nursing Facility which is owned by Livingston County. This facility may be occupied by public offices and/or could be utilized by private businesses. The flexibility of this district should provide for the redevelopment of this facility. Coordination with the Livingston County Board of Supervisors and appropriate County offices should take place when creating the language for this district since it includes the county-owned facility.

#### **b) Village Core**

Main Street and the surrounding area of the Village is identified on the land use map as the Village Core. This is purposefully identified as such to reinforce the importance of maintaining this area as the heart of the Village. Supporting the core area and ensuring its health are critical to the overall health of the Village and Town.

This land use district is envisioned to allow a mixture of medium density housing and small scale commercial uses, including restaurants, shops, service businesses, and offices. This mixture is historic of villages across the country, and is particularly appropriate given the proximity of the College to Main Street.

### **3. Public**

On the land use plan, the public districts are shown for the school, the county offices and the Army National Guard facility. These three areas are used for public purposes and should be reflected on the land use plan as such.

### **4. Light Industrial**

The land use plan calls for light industrial uses in the northwest and northeast corners of the village. The types of prior uses, in addition to the location make this location appropriate for future light industrial developments.

## Chapter V. Recommendations

The recommendations outlined in this chapter directly support the goals and objectives outlined in Chapter 3. The recommendations range from policies/laws being created and enforced, to physical projects, to organizational and coordination elements. Each recommendation serves its own purpose; however, the vision set forth in this comprehensive plan is most effectively achieved as multiple, or optimally all, recommendations are implemented. The objectives are provided before the recommendations for reference.

### A. General Character

#### **GOAL A1: Preserve Geneseo's Small Town Character and Quality of Life**

**Objective A1-1.** *Preserve the natural, scenic, historic, and agricultural heritage of the Village*

Recommendations:

- Adopt and implement comprehensive plan
- Review Plan at least every 3-5 years with a major update at least every 10 years
- Consider short and long-term impacts on the core objectives of the Village of Geneseo in any policy created or decision made

**Objective A1-2.** *Improve walkability and connectivity of the community that is reflective of traditional neighborhood design*

Recommendations:

- Create zoning that locates densest residential opportunities in close proximity to public facilities, shopping, and community services
- Create both sidewalks/bikeways along roadways and off-street trails linking community, residential, institutional and business districts together for transportation and recreational purposes
- Work with Town, community organizations and other groups on the establishment of trails throughout the community

- Work with the Genesee Valley Conservancy on obtaining easements/ establishing trails through the Jaycox Creek corridor and to establish a Village connection to the Genesee Valley Greenway

**Objective A1-3.** *Reinforce the core Village area*

Recommendations:

- Establish zoning for the core Village area that allows the flexibility needed to develop and redevelop appropriately
- Encourage densest residential development near Village core

**Objective A1-4.** *Maintain a vibrant Main Street*

Recommendations:

- Survey existing parking areas (public/private) and look for opportunities to increase parking
- Continue to look for opportunities to improve parking in the Village business district to support customer base
- Encourage events on and around Main Street including possibility of a farmers market
- Provide flexibility in reuse for large, historic estates to encourage their preservation
- Investigate incentives for small business start ups
- Provide signage to historic Main Street area throughout town
- Work with SUNY Geneseo to create portal between Main Street and campus that is attractive and pedestrian friendly
- Bury utility lines in the Village along Main Street
- Install new light poles that are more decorative/historic
- Investigate means for improving pedestrian safety
- Rehabilitate the upstairs of the Geneseo Building for use as a community gathering space
- Pursue state and federal grant opportunities in support of Main Street

**Objective A1-5.** *Balance the status of Geneseo as a regional educational, governmental, and commercial center with its historic and small town character*

Recommendations:

- Continue to update the comprehensive plan as development occurs to ensure balanced development is occurring, and will continue to occur
- Enforce zoning based on adopted comprehensive plan, which is designed to assist in creating this balance
- Keep residents, business owners, and public officials in continual dialogue to find win-win solutions

**GOAL A2: Improve condition, knowledge, and protection of historic resources**

**Objective A2-1.** *Support preservation and rehabilitation efforts of local historic building owners*

Recommendations:

- Work with local historic building owners to obtain grants for improvements (façade, signage, landscaping)
- Continue to provide appropriate current building code information
- Investigate means for providing tax incentives for property owners interested in rehabilitating historic buildings
- Revitalize the Historic Review Board

**Objective A2-2.** *Protect the integrity of the National Historic Landmark District*

Recommendations:

- Consider adopting a historic overlay protection zone that protects the integrity of the buildings and facilities

**Objective A2-3.** *Seek opportunities to highlight Geneseo as a National Historic Landmark District*

Recommendations:

- Pursue the placement of National Historic Landmark District directional signage throughout the Town and Village
- Work with Livingston County and local tourism officials to enhance marketing efforts of historic designation
- Utilize local and regional news outlets to make community more aware of Village status

**Objective A2-4.** *Explore benefits associated with obtaining Certified Local Government status for the Village of Geneseo.*

Recommendations:

- Research logistics pertaining to obtaining Certified Local Government status for the Village and evaluate the benefits of such status

**GOAL A3: *Unify existing and future development within the Village to create continuity of the look, scale, function and character of the built environment***

**Objective A3-1.** *Create appropriate standards within enforceable Village laws and guidelines that control the look and function of the built environment*

Recommendations:

- Revise Village Zoning Code to reflect the comprehensive plan
- Create and adopt design and architectural standards to complement use and bulk requirements for commercial and industrial developments

**Objective A3-2.** *Coordinate Village and Town planning and zoning processes where possible*

Recommendations:

- To best achieve a unified look, work with the Town to establish common zoning classifications and associated permitted uses

**Objective A3-3.** *Encourage use of native flora and natural surroundings in new developments*

Recommendations:

- In site design guidelines for all new developments, require the use of native flora and the maximum use of natural surroundings
- Provide listing of native flora to be used in landscaping
- Consider increasing the open space requirements for non-single family residential developments

**GOAL A4: Preserve and protect environmentally sensitive areas and scenic resources**

**Objective A4-1.** *Identify all environmentally sensitive areas to be protected or monitored*

Recommendations:

- Create one map that shows all environmentally sensitive areas including wetlands, floodplains, steep slopes and wooded areas.
- Make environmental map part of public literature available to developers

**Objective A4-2.** *Create mechanism for additional review for proposed developments within sensitive areas*

Recommendations:

- Consider adoption of an Environmental Protection Overlay District (EPOD) that provides additional review requirements during the site plan approval process for any development in an environmentally sensitive area.

**Objective A4-3.** *Identify and protect important community viewsheds*

Recommendations:

- Identify important community viewsheds by working with local volunteers and seeking public input
- Officially adopt map identifying viewsheds
- Require any development that would impact a viewshed to conduct a viewshed analysis as part of the site plan approval process

**Objective A4-4.** *Protect Conesus Lake*

Recommendations:

- Support recommendations of Conesus Lake Watershed Management Plan
- Continue financial support for Conesus Lake protection

**B. Residential And Commercial Land Uses****GOAL B1: Balance development that does not outpace community services and infrastructure**

**Objective B1-1.** *Ensure public service impacts are adequately assessed and mitigated for any new development*

Recommendations:

- Involve emergency services personnel in the review process for major subdivisions and commercial and industrial developments
- Identify impact of new developments on the school system
- Closely monitor public utility capacity as residential areas continue to develop. Require all development to assess their impact to the system

**Objective B1-2.** *Maximize the use of existing infrastructure*

Recommendations:

- Plan for development in the Village that creates connectivity
- Provide for mixed use areas that encourage integrated developments (medical offices, housing, retail)

**GOAL B2: Improve compatibility of rental and owner-occupied housing stock**

**Objective B2-1.** *Limit adverse impacts and spread of rental housing*

Recommendations:

- Provide adequate resources to code enforcement officials to enforce rental housing guidelines
- Ensure all rental property owners have access to up-to-date housing guidelines, including all building code and property maintenance regulations
- Establish and enforce nuisance property guidelines
- Support return of rental housing to owner-occupied use through enforcement of occupancy and property maintenance standards

- Investigate loan and/or grant programs for converting multifamily homes back to single family homes

**GOAL B3: Provide a variety of housing opportunities**

**Objective B3-1.** *Encourage rental options appropriate for a variety of age and income groups, particularly alumni-driven housing*

Recommendations:

- Share information with potential developers regarding the demand for adult rental housing options
- Encourage new development that includes second story apartments

**GOAL B4: Support and maintain a vibrant Main Street as the heart of our National Historic Landmark District**

**Objective B4-1.** *Create a positive business environment*

Recommendations:

- Work on improving preservationist and developer relationships – look for win-win examples
- Provide up-to-date and clear process information to developers
- Have clear lines of communication between the Village businesses and government

**Objective B4-2.** *Be responsive to the needs of the business owners and residents of Main Street*

Recommendations:

- Hold periodic Main Street business (uptown merchant association) charrettes<sup>2</sup>/meetings to hear concerns and ideas about how better to support/ market/ work with businesses

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<sup>2</sup> **Definition from Wikipedia:** The word *charrette* can refer to any collaborative session in which a group of [designers](#) drafts a solution to a design problem. While the structure of a charrette varies

- Establish office for Main Street business organization

**Objective B4-3.** *Allow flexibility in the reuse for large buildings around Main Street*

Recommendations:

- Create flexible zoning for Village Core that allows for a mixture of uses

**Objective B4-4.** *Encourage events that promote Main Street*

Recommendations:

- Investigate feasibility of a farmers market, concert series, art strolls, craft shows, and other activities on or near Main Street
- Continue and enhance Main Street festivals and other opportunities for bringing residents and visitors to Main Street
- Work with Main Street businesses to investigate feasibility of extended business hours

**GOAL B5: Allocate areas in the Village for commercial development**

**Objective B5-1.** *Specify areas appropriate for both small-scale and larger-scale developments*

Recommendations:

- Adopt zoning code that creates commercial districts appropriate in scale, function, and design for the area in which they are located

**Objective B5-2.** *Promote reuse of existing buildings and infill development*

Recommendations:

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depending on the design problem and the individuals in the group, charrettes often take place in multiple sessions in which the group divides into sub-groups. Each sub-group then presents its work to the full group as material for future [dialogue](#). Such charrettes serve as a way of quickly generating a design solution while integrating the aptitudes and interests of a diverse group of people.

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- Encourage new commercial developments to assess feasibility of utilizing existing buildings or previously developed sites as part of the conceptual site plan review process
- Utilize planning and zoning tools, including incentive zoning, to promote the reuse of abandoned stores and sites
- Work with the Livingston County IDA to maintain a list of all buildings available for lease or sale
- Ensure that the Route 20A corridor is zoned in a way to facilitate redevelopment/infill development
- Work with property owners to explore infill development opportunities
- Pursue a design charette for the Route 20A corridor

**Objective B5-3.** *Support and encourage small, community-oriented business to develop and expand*

Recommendations:

- Develop business incubator that can assist small local businesses in their start up process
- Work with SUNY Geneseo on the micro-enterprise assistance program

**Objective B5-4.** *Identify capacity of existing community services and infrastructure as a baseline*

Recommendations:

- Maintain up-to-date status of water and sewer capacity
- Continue to fully assess impact of any new development on the current system
- Determine capacity of road network and establish a means to fund future capacity-related road improvements

**GOAL B6: *Ensure commercial development fits in with the desired character of the surrounding area***

**Objective B6-1.** *Establish thorough criteria and standards for the look and function of the commercial developments*

Recommendations:

- Create and adopt Village design and architectural standards for new commercial developments that include guidelines for:
  - a. Façade treatments
  - b. Signage
  - c. Setback and densities
  - d. Scale
  - e. Access (car and pedestrian) and parking
  - f. Function
  - g. Minimum landscaping standards
- Encourage side and rear parking, two-story structures, full pedestrian access, shared access/parking, frontage development, and dark sky compliant lighting
- Mitigate impervious surface impacts through the use of additional landscaping
- Develop incentive zoning criteria for the commercial areas
- Discourage strip development
  
- Where feasible, mandate the use of access roads and shared drives that encourage development perpendicular to main arterials rather than parallel to it
- Provide incentives for the creation of shared access as part of redevelopment efforts
- Provide ample development opportunities set off of main arterial roadways

**Objective B6-2.** *Consider the long-term impacts of development*

Recommendations:

- Encourage close review of traffic, community character, and precedent effects of larger commercial developments during State Environmental Quality Review (SEQR) process

### **C. Traffic And Transportation**

|   |
|---|
| <b>GOAL C1: Improve safety, access, and circulation on and between roadways</b> |
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**Objective C1-1.** *Create vehicle and pedestrian inter-connections between developments when feasible*

Recommendations:

- Adopt access management regulations that dictate the use of inter-parcel connection requirements, shared driveways, etc.

**Objective C1-2.** *Promote vehicle and pedestrian connectivity between new and existing residential streets*

Recommendations:

- Discourage cul-de-sac developments
- Encourage traditional grid-type development

**Objective C1-3.** *Minimize congestion in the Village*

Recommendations:

- Pursue traffic calming strategies for Main Street and other high traffic roads (curb extensions, signs, planters, etc)
- Consider additional linkages between residential and commercial areas where they do not adversely impact existing neighborhoods, traffic flows, and pedestrian safety.

**Objective C1-4.** *Ensure adequate assessments of traffic impacts of new developments*

Recommendations:

- Give planning board the authority to require developers to undertake and fund an independent review of traffic impacts (by village approved consultant) for developments that generate over 300-400 trips per hour (peak hour) and/or are along the 20A corridor within the village, which is considered a sensitive area for traffic

**Objective C1-5.** *Address access and safety issues of transportation network now and as development continues*

Recommendations:

- Create a transportation district or some other system of impact fees to generate revenues to fund future transportation infrastructure upgrades
- Work with NYSDOT in considering the use of a median along Route 20A within the Village to control access and provide a

safe pedestrian refuge when a major roadway project is planned for Route 20A

- Adopt access management zoning guidelines
- Work with NYSDOT and the Livingston County Traffic Safety Board to monitor local roadways and seek periodic meetings to review issues

**GOAL C2: Create comprehensive pedestrian network**

**Objective C2-1.** *Promote non-motorized forms of transportation*

Recommendations:

- Provide ample accommodations for non-motorized forms of transportation
- Educate community, via website, listserv, etc. regarding benefits of non-motorized travel and available facilities

**Objective C2-2.** *Create and maintain sidewalks throughout the Village, providing protected crossings at appropriate locations*

Recommendations:

- Create comprehensive sidewalk system that is well maintained
- Provide safe, protected pedestrian crossings at key intersections

**Objective C2-3.** *Create pedestrian linkages between housing developments, community facilities, and commercial centers*

Recommendations:

- Require housing and commercial developers to incorporate sidewalks or trails into their site design, linking to existing facilities
- When developers build new businesses where sidewalks already exist, consider having them contribute to a general fund for future pedestrian accommodations

**GOAL C3: Maximize efficiency and safety of local roadways**

**Objective C3-1.** *Ensure appropriate vehicle type and usage based on road classification*

Recommendations:

- Identify appropriate truck routes and routes where trucks are not permitted and ensure proper signage is provided

**Objective C3-2.** *Make main arterials as user friendly as possible to encourage appropriate use*

Recommendations:

- Adopt access management standards that minimize curbcuts onto main arterials, allowing maximum function and safety of roadways
- Provide clear, advanced signage directing drivers, while minimizing unnecessary sign clutter

**Objective C3-3.** *Provide appropriate signage for speed, access, and road limitations*

Recommendations:

- Identify areas which could benefit from lowered speed limits, roadways with width or weight limitations, or access restrictions.
- Provide appropriate notice to drivers through advanced signage

**D. Community Issues**

**GOAL D1: Ensure adequacy of emergency services**

**Objective D1-1.** *Ensure new developments can be adequately serviced by emergency services*

Recommendations:

- Involve fire, police and school officials in the Village's planning process and in major site plan reviews
- Provide emergency services with up-to-date mapping of new developments within the Village

**Objective D1-2.** *Encourage participation in local volunteer services*

Recommendations:

- Provide information at municipal buildings, on community websites, and at festivals about volunteer opportunities, needs, and benefits

**Objective D1-3.** *Coordinate with the County on Disaster Preparedness and Management*

Recommendations:

- Identify Village liaison to work with the County on disaster preparedness and management. The liaison would be responsible for providing any updated information to the County, and also for understanding the County's Plan as it relates to the Village of Geneseo

**GOAL D2: Improve Communication with Community**

**Objective D2-1.** *Provide opportunities for public input on important community issues*

Recommendations:

- Continue to enhance community websites with maps, comprehensive plan, zoning, public notices, meeting agenda's, etc.
- Allow public input early on in the planning phase of new major subdivisions or commercial projects

**Objective D2-2.** *Improve electronic communication*

Recommendations:

- Create and maintain a listserv for interested citizens

**Objective D2-3.** *Look for opportunities to share ideas, problems and solutions with SUNY Geneseo*

Recommendations:

- Continue Town/Gown committee to discuss common issues, ideas, etc.
- Create community bulletin board on Main Street to advertise college events, facilities, etc.

**Objective D2-4.** *Continue to foster a positive working relationship with SUNY Geneseo leadership and student body*

Recommendations:

- Work with SUNY-Geneseo to create community awareness of SUNY Geneseo's master plan for the campus
- Explore the value of restarting the community watch program
- Work with SUNY-Geneseo to revitalize the College/Community Council

**Objective D2-5.** *Support festivals, air shows and events that bring people to Geneseo and encourage community involvement*

Recommendations:

- Work with tourism agencies, SUNY Geneseo, local agencies, and interested groups to expand festivals in Geneseo, particularly along Main Street, potentially adding concert series, farmers market, craft fairs, and more "community days" in the Village

**GOAL D3: Improve coordination between Town and Village**

**Objective D3-1.** *Simplify and streamline planning and zoning processes*

Recommendations:

- Use same zoning categories/guidelines and potentially have common zoning code
- Establish liaison from Town Board who attends Village Board meetings and vice versa
- Explore feasibility of joint Town and Village Planning Board

**Objective D3-2.** *Maximize efficiency and effectiveness of government services*

Recommendations:

- Evaluate interest and feasibility of Town/Village government merger
- Seek opportunities to share information with Town and County officials to encourage open and cooperative decision making

**GOAL D4: Provide for Recreational Opportunities in the Village**

**Objective D4-1.** *Maintain a comprehensive inventory of recreational opportunities available to community residents, including SUNY facilities*

Recommendations:

- Create and maintain a listing of all recreational opportunities available to residents including facilities available through the central school district, SUNY Geneseo, Town and Village, and private and semi-private facilities.

**Objective D4-2.** *Plan for future recreational needs*

Recommendations:

- Identify facilities that are lacking within the community and look for opportunities to acquire land, buildings, etc. to meet the future needs
- Pursue the establishment of an integrated river access, park, and recreational trail at the Village's Riverside Drive property

**Objective D4-3.** *Maximize the use of existing parks*

Recommendations:

- Upgrade Highland Park, Village Park; and Kelsey Fields; consider provision of additional recreational opportunities that will draw together different generations and attract people to the Village core
- Create flier for new or existing residents highlighting park facilities, recreation programs, etc.

**Objective D4-4.** *Link community, residential, institutional, and business districts through bicycle and foot paths*

Recommendations:

- Require new major residential subdivisions and commercial developments to incorporate pedestrian and bicycle accommodations through the development and link with existing facilities as possible

**Objective D4-5.** *Enhance elements of a walkable community*

Recommendations:

- Create dense, mixed use development
- Provide non-motorized travel accommodations
- Ensure adequate bicycle racks at major commercial, institutional and public facilities

**GOAL D5: Provide a variety of community gathering and open spaces**

**Objective D5-1.** *Identify existing gathering spaces*

Recommendations:

- Create list of current public gathering spaces, and available facilities

**Objective D5-2.** *Enhance knowledge of, use of, and access to existing facilities*

Recommendations:

- Provide list of existing gathering spaces to the community via community websites, printout at municipal buildings, etc.
- Ensure proper signage, access and parking at such facilities
- Reinstate community welcome wagon that includes information on local businesses, programs, facilities, etc.

**Objective D5-3.** *Identify any additional facilities needed in the community including a community center*

Recommendations:

- Establish a committee to pursue the feasibility of a community center
- Explore feasibility of a public gathering space, possibly at Geneseo Building, or other location

**Objective D5-4.** *Require useable community open spaces in residential and commercial designs and identify who owns and maintains them*

Recommendations:

- Establish minimum open space requirement for major subdivision and commercial developments
- Ensure open spaces are usable, without significant environmental constraints

**Objective D5-5.** *Identify residential forms that link private open space into larger connected “community “open spaces*

Recommendations:

- Work with local residential and community developers to maximize connection of open spaces to create corridors of open space

**E. Economy**

**GOAL E1: Provide a stable economy that provides economic opportunities for all residents**

**Objective E1-1.** *Broaden and diversify tax base by permitting a mix of beneficial uses such as appropriate retail, tourism, cultural arts, and others*

Recommendations:

- Provide development space for a mixture of uses
- Adopt zoning that allows flexibility for mixed-use development
- Consider impact of community service uses on tax base

**Objective E1-2.** *Create economic development that builds on Geneseo’s strengths including central location, educated workforce, community character and historical heritage*

Recommendations:

- Work with Livingston County Industrial Development Agency to market the strengths of Geneseo – provide information on sites, population, etc.
- Explore Main Street Revitalization Program

*Work with the college to support small business opportunities*

Recommendations:

- Develop business incubators that can assist small local businesses in their start up process
- Work with SUNY Geneseo and other agencies on the micro-enterprise assistance program

**Objective E1-3.** *Investigate incentives for small business startups*

Recommendations:

- Work with the County IDA and SUNY Geneseo to identify grants, low interest loans and other incentives for small businesses

**Objective E1-4.** *Diversify job opportunities*

Recommendations:

- Provide development opportunities for professional offices, light industrial, government, education, and commercial uses

**GOAL E2: Support and maintain a viable Main Street**

**Objective E2-1.** *Work with Main Street organizations to identify strategies for increasing visibility and utilization of Main Street businesses.*

Recommendations:

- Involve SUNY Geneseo's School of Business in creating a business/marketing plan for Main Street
- Utilize design charrette with public involvement

**Objective E2-2.** *Encourage events on and around Main Street*

Recommendations:

- Work with local agencies, and interested groups to expand festivals in Geneseo, potentially adding concert series, farmers market, and more "community days" in the Village

**Objective E2-3.** *Provide proper signage to direct visitors to Main Street shopping and parking areas*

Recommendations:

- Inventory existing directional signage and add to it as necessary, including adequate signage at Route 390 interchange directing visitors to Main Street

**GOAL E3: Improve and expand tourism opportunities**

**Objective E3-1.** *Keep marketing brochures up to date and innovative*

Recommendations:

- Provide current information to all tourism agencies and Geneseo Welcome Center
- Appoint Village Board member to be liaison to the tourism agency

**Objective E3-2.** *Support agri-tourism industry*

Recommendations:

- Investigate feasibility of farmers market in Village
- Incorporate local agri-tourism business information into tourism brochures and on community websites