

VILLAGE OF HONEOYE FALLS



2014 COMPREHENSIVE PLAN

~ The Village of Honeoye Falls was incorporated in 1838. ~



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Executive Summary

Plan Purposes & Intent

The purpose of this Comprehensive Plan is to provide an overall framework for future public and private investment in our community. This 2014 Comprehensive Plan articulates the vision of the Village of Honeoye Falls for a 10 year planning horizon, establishing policies and strategies to achieve that vision in a well-developed policy framework. This plan is intended to serve as the foundation upon which future planning and policy decisions within the Village are to be based.

Our Planning Process

The 2014 Comprehensive Plan is a product of a significant amount of time and energy provided by the Advisory Group, Village Staff, and a team of consultants. In 2012, the Village Board appointed the Advisory Group to oversee the development of the Village of Honeoye Falls' Comprehensive Plan. The Advisory Group is comprised of individuals and volunteers specifically selected by the Board to provide a diverse representation of the people living and working within Honeoye Falls. The Group placed a priority on developing a plan based upon public input. As a result, there were a number of opportunities for the public to participate in the plan's development. The following is a timeline of our planning process:

- January, 2013 – Community Forum
- February, 2013 – Advisory Group Kick-Off Meeting
- March, 2013 – Youth Workshop
- March, 2013 – Draft Community Survey
- Spring, 2013 – Final Community Survey
- Summer, 2013 – Community Survey Results
- September, 2013 – Preliminary Community Profile
- October, 2013 – Preliminary Vision, Policies, and Objectives
- November, 2013 – Preliminary Implementation Items
- November, 2013 – Preliminary Future Land Use Map
- January, 2013 – Preliminary Comprehensive Plan Draft
- February, 2014 – Community Review Opportunity
- March, 2014 – Draft Plan
- May, 2014 – Public Hearing #1
- June, 2014 – Public Hearing #2 & Plan Adoption

Community Profile

The information contained in this Community Profile is intended to provide a snapshot of the Village's past, present, and future conditions. Although the exact changes that will occur in Honeoye Falls over the next decade are impossible to predict with a high degree of accuracy the following assumptions will guide the Comprehensive Planning process:

- The Village's housing options will continue to consist primarily of owner-occupied, single-family homes, but additional options will likely be provided in or near the Village;
- The existing housing stock may not provide adequate opportunities for seniors to "age in place;"
- The combination of the vacant land within the Village limits and the high quality of life offered by the community may contribute to population growth that exceeds the existing estimates shown on page 13;
- Honeoye Falls will continue to attract well educated, professional individuals. Many of these may be couples seeking to settle down and raise a family;



◀ **A Community Open House was held on February 4, 2014. The Open House provided residents, business owners, and community leaders an opportunity to comment on the Comprehensive Plan's recommendations and provide ideas to improve the Plan.**

- The HF-L School District is one of the top performing schools in the nation. This will serve to attract families with school aged children;
- The Village is becoming a shopping destination for Lima and other adjacent communities;
- The Village's infrastructure is sound due to ongoing upkeep and maintenance. As a result, no major upgrades are anticipated. The wastewater treatment plant has the capacity to add approximately 1,000 additional housing units. However, one or two major industrial or commercial water users could utilize much of the remaining capacity;
- Non-residential development will continue to occur along West Main Street in the vicinity of Village Square Boulevard.

These assumptions along with the public input gathered throughout the process forms the basis of our community's vision and the recommendations contained in the Comprehensive Plan.

Our Community Vision

It is the vision of the Village to foster our role as the civic, social, educational, and economic center of the broader geographic community. We will be a place known for our...

- Safe & attractive neighborhoods;
- Bustling downtown;
- Strong local economy;
- Diverse leisure & cultural assets;
- Healthy lifestyles and the wellness of our residents;
- Quality natural resources; and
- Responsive government and regional partnerships.

...The Village will strive to achieve this vision while maintaining our quaint atmosphere and small town charm. This means we will maintain our traditional pedestrian friendly development pattern, preserve our architectural heritage and celebrate our local history.

~ A vision is defined as, "A general statement that describes the aspiration of the Village; it is an end towards which all actions are aimed. The Vision should not dramatically change over time but rather be consistent throughout the planning horizon. Ideally, the Vision contained in this plan should be useful for the 10-year planning horizon." ~

Executive Summary

Key Community Initiatives	Neighborhoods	Local Commerce	Downtown	Leisure & Culture	Health & Safety	Natural Resources & Sustainability	Government Partnerships
• Enhance appearance of downtown properties		❖	❖				
• Improve transition of West Main Street from General Commercial area to downtown	❖	❖	❖		❖		
• Provide a variety of living options and ability to age-in-place	❖		❖	❖			
• Ensure new development is consistent with village character	❖	❖	❖	❖	❖	❖	
• Maintain walkable nature of the Village (e.g. sidewalks, street trees, etc.)	❖	❖	❖	❖	❖	❖	
• Support local arts community and culture		❖		❖			❖
• Rehab auditorium theater in Village Hall		❖	❖	❖			
• Consider local economic development coordinator		❖	❖				❖
• Foster strong relationships with neighboring communities		❖			❖		❖

▲ *This table highlights the key initiatives that were identified throughout the planning process. Each of these initiatives were derived from the desire to address issues and capitalize on opportunities within a single policy area. However, if implemented, they will serve to achieve the intent of additional policy areas. As a result, these initiatives should be a priority for the Village over the next decade.*

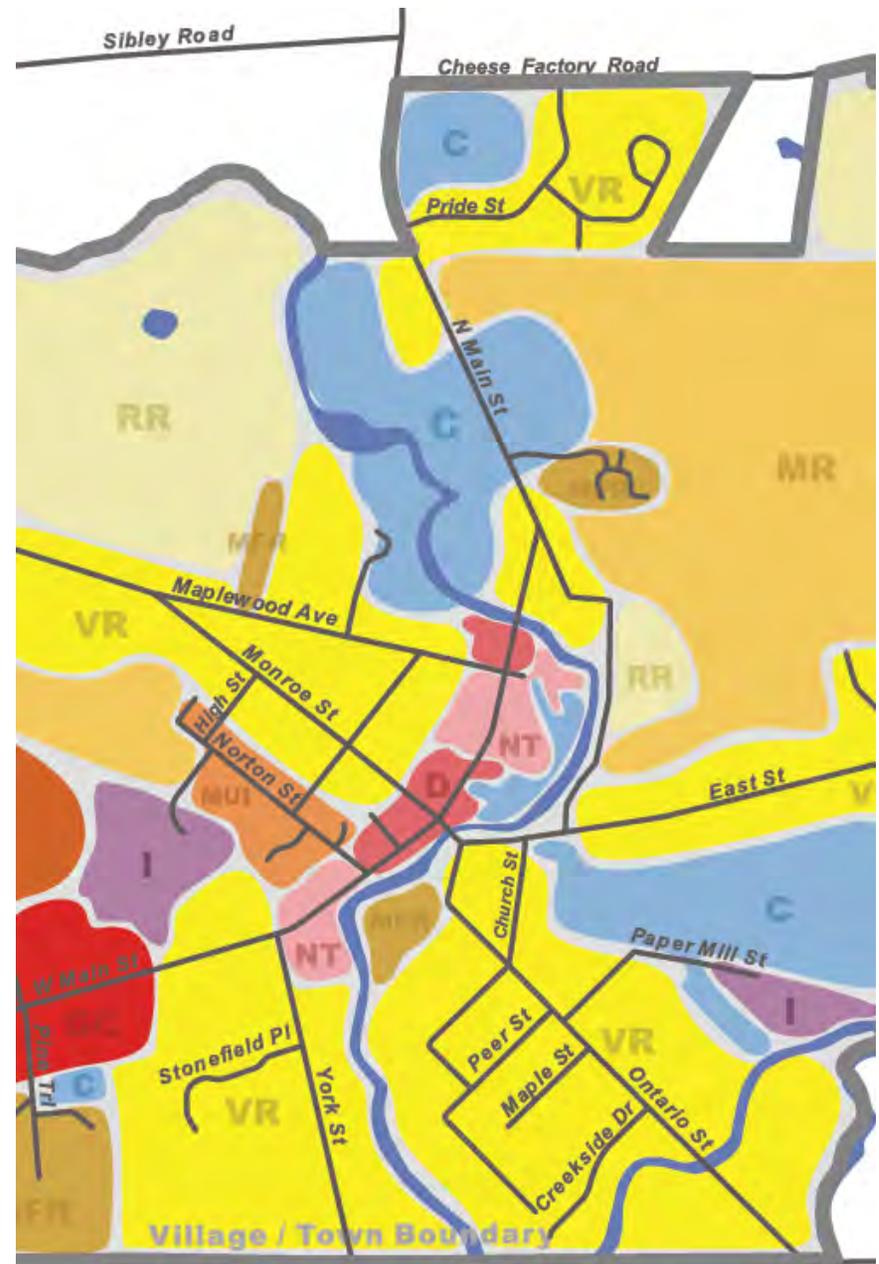
Our Future Land Use Pattern

One of the primary roles of a comprehensive plan is to guide future land use decisions for local governments. The tool for accomplishing this is the Future Land Use Map. The Future Land Use Map is intended to be a generalized vision for a community's land over the next decade. Unlike the Village Zoning Map, the Future Land Use Map does not represent clear regulatory boundaries. The Future Land Use Map for Honeoye Falls consists of 11 use categories as defined below.

- Rural Residential;
- Village Residential;
- Mixed Residential;
- Multi-Family Residential;
- Community;
- Downtown;
- Mixed-Use I;
- Mixed-Use II;
- Neighborhood Transitional;
- General Commercial; and
- Industrial.

It should be noted that any consideration of future land uses is based on an understanding that: 1) land uses typically overlap and there are rarely clear cut transitions between various types of development; and 2) good land use planning is based upon grouping uses with similar impacts (visual, environmental, traffic, etc.). As a result, the exact size of these areas may change over time while remaining consistent with the overall intent of this plan and the Future Land Use Map.

The graphic to the right is a snapshot of the Future Land Use Map that was created as part of this Comprehensive Plan process. A full version of the map, including a legend of the listed use categories can be found on page 53.



Our History



▲ The top is of the Masonic Lodge Building and was taken circa 1924. The bottom photo was taken circa 1917 of Main Street looking north. (Source: Albert R. Stone Negative Collection.)

Honeoye Falls is a friendly little village situated on the upper falls of Honeoye Creek approximately fifteen miles southeast of Rochester, New York.

The Seneca Village of Totiakton had been founded in this area. The inhabitants were housed in long houses, fashioned of logs held together by willow branches and twigs. A British explorer, Wentworth Greenhalge, coming upon the Seneca Village in 1677, estimated the population of the Village to be roughly 1000. The Seneca of this area, members of the Iroquois Confederacy, were known as the "Keepers of the Western Door" and as such a most important segment of the Iroquois Six Nation League.

After the Revolutionary War, the Phelps and Gorham Purchase made possible the sale of property to settlers wishing to come to this area. Captain Jonathan Ball purchased land which carried the "Ball Farm" label. Tiring of frontier speculation he sold 1820 acres to Zebulon Norton in 1789 for 12 1/2 cents per acre. After this land deal Captain Ball retired to his native state of Connecticut. The original deed for this property is in the safe in the Honeoye Falls Village Hall office.

The village, as we know it, was founded in 1791 by Zebulon Norton. Norton, a miller from Connecticut, was interested in the water power available at the site of the falls. In 1791, after building a home for his family, he erected a grist mill at the top of the falls and a saw mill on the opposite bank of the creek.

Almost immediately a village flourished and was known as Norton's Mills. A bridge was built in 1810 connecting both sides of the Village, making for a larger and more closely-knit community. By this time, the Village was known as West Mendon. Like Rochester, this tiny community built its factories and mills along the upper and lower falls of its water supply. By 1822 a lively little hamlet with mills, stores, a school, a post office and churches had evolved.

By 1810 we find a record of James Dixon operating a grocery and general store in a building which stood on the land now occupied by the United States Post Office on West Main Street. Mr. Dixon and his brother also operated a distillery in the area in 1813. By 1815, a Mr. Wicks built a woolen mill which eventually became the property of Hiram Finch. In 1826 Mr. Elrick Smith operated a carding and custom machine factory. He sold the factory to Horace and Zenus Smith, but after a devastating fire the building was reconstructed, and under new management became the very successful Yorks Foundry. Businesses in existence in Honeoye Falls in 1821-1825 were a grist mill, a saw mill, a gun shop, a carding machine shop and an ashery. There were also two blacksmith shops, a cooper's shop, a shoe business and a carpenter. Honeoye Falls also had a constable during that period, Mrs. Bailey took jobs of weaving and the community supported a tailor shop. This was a community fast becoming self-sufficient.

The fertile land in the area and adequate water supply foretold the production of good grain crops. Production was so abundant, with the clearing of the land, it became necessary to enlarge the Norton milling facilities in order to properly handle the grinding of the grain that poured into the mill. Three generations of Nortons ran the several mills on that site. After a succession of owners, the property was sold to Colonel Henry P. Culver, who built the stone mill in 1827 which is still standing. Not many structural changes have been made to this old building other than changing from water power to electricity and old machinery making way for the more modern. The stone foundation at the base is three feet in thickness and will probably stand for another century or more.

In March of 1838, the Village of West Mendon became incorporated and would, in the future, be known as Honeoye Falls. Four churches were holding services in the Village in those early days, establishing a sound, family-oriented community. Three of the churches built during the period 1841-1874 are still standing today, carrying on the tradition of their early founders. Homes with varying types of architecture built in the 1830's through the 1890's are still lining the 14.2 miles of road

within the Village limits. Greek Revival, Federal, Empire and Victorian styles of architecture blend with the more contemporary style of homes on the tree shaded streets and roads. The old giving support to the new and modern with the end result a combination of dignity and charm.

By 1902, with the population of 1500 persons, a Business Directory was published showing over fifty businesses and professional services available in Honeoye Falls which included banks, drug stores, telephone companies, jewelers, dressmakers, hotels, meat markets and eight grocery stores.

Careful planning throughout the years has allowed the Village to grow and prosper. The businesses have changed with the times and in scope, making Honeoye Falls a truly progressive but community-minded village. Today the community boasts of an excellent Central School system with, several churches, an efficient fire department, modern ambulance facilities, light industrial plants, and a variety of stores and businesses to serve the needs of the population. The many civic organizations of the area reflect the varied interests of the people of the Village.

Honeoye Falls is a village within the Town of Mendon, but with its own governing body of a mayor and four trustees, elected at regular intervals. This form of government makes for responsible and accountable leadership of local residents.

In September of 1993 the State of New York placed an area of the Village on the State Register of Historic Places. On November 24, 1993 the Historic Area of Honeoye Falls was placed on the National Register of Historic Places. The Certificate of these designations can be viewed in the Village Hall at 5 East Street.

Written By Anne Bullock, Former Honeoye Falls Historian

Introduction



The purpose of this Comprehensive Plan is to provide an overall framework for future public and private investment in our community. This investment can take many forms, including but not limited to, our community's financial, civic, and creative resources. In Honeoye Falls, it is this collective investment by our residents, businesses, churches, and our local government that will shape the physical, social, and economic character of our community.

It is important to note that this plan is consistent with New York State Municipal Law. According to NYS Village Law 7-722, a Comprehensive Plan is defined as, "the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the Village." In other words, a Comprehensive Plan provides an overall framework for future public and private investment in a community. It accomplishes this by articulating an overall vision for the Village as well as a means to achieve that vision.

This Plan articulates the vision of Honeoye Falls and establishes our community's policies and objectives in order to achieve that vision. It will serve as the foundation upon which future planning and policy decisions are to be based. Although this document is an instrument of Village Policy, it should not foreclose future decisions that may not align precisely with the stated vision and policies. However, for actions or decisions that deviate from the strategies expressed in the Plan, a sound argument and rationale must be presented that is as convincing as that presented in the Plan. Such deviations should not be a normal practice or easy to achieve and should be supported only after careful consideration of the overall benefit to the community.

Once completed a Comprehensive Plan directly or indirectly informs a number of municipal functions and initiatives. These include but are not limited to the following:

- Grant acquisitions - Federal and State funding is increasingly tied to a community's Comprehensive Plan. The projects and programs that have public support and are identified in the Plan are more likely to be successful in obtaining funding than those that are not.
- Zoning, subdivision and land development - A Comprehensive Plan can inform future regulatory changes in a municipality. Over time, regulatory tools such as zoning, design review, subdivision requirements and environmental protection overlay districts should be brought into conformance with the Comprehensive Plan.
- Budgeting and capital improvement planning - The Comprehensive Plan can be used as a tool during the development of a municipality's annual budget. The projects and programs contained in the Plan are often included in the budgeting process to ensure the community's priorities are being considered and addressed.
- Cultural and economic development efforts - An increasing number of towns and villages are beginning to undertake more non-traditional efforts to foster community vitality. Examples include the creation of arts and cultural venues and programming as well as economic development initiatives to reduce commercial vacancies. The need and support for such efforts is often determined through the comprehensive planning process and documented in the Plan itself.

The planning horizon for this Comprehensive Planning effort is 10 years or 2024. The planning horizon is defined by the length of time for which the Plan is considered relevant and representative of the community. It also quantifies the length of time necessary to implement a majority of the Plan's recommendations. It is recommended that the information contained in this document be reviewed by the Village every two to five years to ensure that it is relevant to the community as circumstances change.

Advisory Group

In 2012, the Village Board appointed an Advisory Group to oversee the development of Honeoye Falls' Comprehensive Plan. The Advisory Group consists of individuals who volunteered their time to take on this important process. The Village Board worked to put together a Group consisting of a broad cross-section of people living or working within Honeoye Falls. The process that the Advisory Group used to complete the Plan is outlined below:



▲ *The Advisory Group participating in the Future Land Use Workshop.*

- January, 2013 Community Forum
- February, 2013 Advisory Group Kick-Off Meeting
- March, 2013 Youth Workshop
- March, 2013 Draft Community Survey
- Spring, 2013 Final Community Survey
- Summer, 2013 Community Survey Results
- September, 2013 Preliminary Community Profile
- October, 2013 Preliminary Vision, Policies & Objectives
- November, 2013 Preliminary Implementation Items
- November, 2013 Preliminary Future Land Use Map
- January, 2014 Preliminary Comprehensive Plan document
- February, 2014 Community Review Opportunity
- March, 2014 Draft Plan
- May, 2014 Public Hearing #1
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Introduction

Youth Workshop

A Youth Workshop was held on March 4, 2013 with two 12th grade classes from the HF-L High School. The workshop provided an opportunity for students to share their perceptions on the type of lifestyle that Honeoye Falls and the Rochester region offers compared to the places that they are attracted to. This gives the community a better indication of its ability to attract people of all ages.

The workshop also provided an opportunity for students to discuss the level of effectiveness of educational and recreational programs and facilities within the community. A detailed summary of the workshop is contained in the Appendix.



◀ *The young adults who participated in the workshop expressed their fondness for the various activities that take place in the community throughout the year; such as Movies In The Park, Fall Weekend, and the Festival on the Green.*

Commonly Used Acronyms

There are numerous agencies, organizations, and planning references used throughout this document. The following list provides the acronyms for the most commonly used names and titles:

- CEO Code Enforcement Officer
- COMIDA County of Monroe Industrial Development Agency
- DEC Department of Environmental Conservation
- DOH Department of Health
- DOT Department of Transportation
- DPW Department of Public Works
- GFLRPC Genesee Finger Lakes Regional Planning Council
- GTC Genesee Transportation Council
- HF-L Honeoye Falls-Lima Central School District
- MC Monroe County
- MCEMC Monroe County Environmental Management Council
- NYS New York State
- RGRTA Rochester-Genesee Regional Transportation Authority
- SEQRA State Environmental Quality Review Act
- US United States

Community Profile

This Community Profile is intended to provide a common starting point that will serve as the foundation for the comprehensive planning process in the Village of Honeoye Falls. It will also provide local decision makers with the background necessary to understand the consequences of future actions and the tools needed to make informed decisions. The information that was chosen to be included in this profile is based on the brainstorming results listed on the following page as well as sound comprehensive planning practices. The data sources used to gather this information include but are not limited to:

- Village of Honeoye Falls;
- Monroe County;
- Genesee Finger Lakes Regional Planning Council;
- New York State Comptroller's Office; and
- United States Census.

The Community Profile is divided into six topics:

- 1) Population Characteristics;
- 2) Housing and Property Characteristics;
- 3) Economic Base;
- 4) Community Resources;
- 5) Regulatory Provisions and Designations; and
- 6) Implications.

Each topic is analyzed using numeric data in order to quantify and assess the state of the Village in 2013. For comparison purposes, data for the remaining communities within Monroe County are also provided when appropriate.

~ This Community Profile is intended to serve as the foundation of the comprehensive planning process in Honeoye Falls. ~

Community Profile

Key Issues

In January, 2013 a Community Forum was held to introduce the public to the Comprehensive Plan Project, review the process to be used to complete the Plan and to solicit input from the community. Those in attendance participated in a brainstorming exercise to identify the community's strengths, weaknesses, opportunities, and threats. A partial list of the issues raised by the public are listed

below and will become the basis for the Comprehensive Plan. The Plan will build upon Honeoye Falls' strengths and opportunities, while it addresses its weaknesses and threats. (The complete list of issues raised by the attendees can be found in the appendix of the Plan).

Strengths

- Sense of community ★★★★★
- Small local businesses ★★★★★
- No big chain stores ★★
- Waterfall ★★
- Small scale – know your neighbors ★★
- Quaint ★★
- Good school district ★★
- Library ★★
- Not crowded, no congestion/no hassle getting around the Village ★
- Summer program for our kids ★

Opportunities

- Making the Village a destination ★★★★★
- Preservation of architecture (especially in downtown) ★★★★★
- Small movie or drive-in theater (maybe in Village Hall) ★★★★★
- Department store ★
- Public market ★
- Community pool and/or recreation center ★
- Development of Village Hall Auditorium ★
- Preserve open spaces ★
- Arts & music festival ★
- GM plant facility ★
- Free wi-fi in the Village ★

Weaknesses

- Empty buildings in downtown ★★★★★★★★★★★★
- Not enough small businesses ★★★★★
- Absence of marketing & what the Village offers to outsiders ★★★★★
- Lack of public parking ★★★★★
- Lack of links to larger bike trail system ★★★★★
- Lack of fast food & convenience outlets ★★★★★
- Lack of evening activities (especially for teens) ★★
- Heavy truck traffic on Main Street ★★
- Aesthetic disconnect between downtown & West Main Street ★★
- Creek needs to be better incorporated into the Village fabric ★

Threats

- Big box stores / Wal-Mart ★★★★★
- Government mandates ★★★★★
- Rising taxes ★★★★★
- Loss of lifelong residents - Difficult to Age In Place ★★★★★
- Apathy & complacency among residents ★★
- School district that encompasses parts of three (3) counties ★★
- People can't seem to come together around a common goal(s) ★
- Viewing yourself as a consumer vs. a citizen ★
- Losing more businesses (notably small ones) ★
- Loss of 220 jobs from GM closing ★
- Restless & bored teens ★

★ Conveys the importance of the issue by indicating the number of votes given to a particular item by those in attendance at the Community Forum.

Community Survey Results

In May 2013, the Village administered a community survey to better understand the thoughts and opinions of residents on a variety of topics that may be relevant to developing a Comprehensive Plan. Although this survey was primarily intended for village residents, residents of the Town took this opportunity to participate as well. The exact number of surveys that were distributed cannot be determined due to the wide variety of methods used to distribute it (hardcopy, internet, etc). However, over 500 surveys were completed and returned and 458 of these were from Village residents. Needless to say the level of interest in the survey and the well-being of our community is very strong. A brief summary of the survey results are listed below. It should be noted that these statements apply to the respondents to the survey and not the community as a whole.

- Out of the respondents that reside in the Village, 62% of them have lived in Honeoye Falls for over 10 years;
- 24% of respondents consider themselves “born and raised” here;
- 18% work in the Town or Village, 21% work elsewhere in Monroe County, and 26% are retired;
- Number one reason for living in Honeoye Falls is the “small town/village atmosphere;”
- Number one reason you would choose to leave the community is “taxes” followed closely by the “loss of rural character and open space;”
- Most important issue that should be addressed over the next decade is “filling the vacancies in downtown buildings;”
- 81% feel that their neighborhood is one of the best things about living in the Village;
- 26% would like to have a bakery in the Village;
- 90% feel that their Village taxes provide a good value;
- When asked about the adequacy and responsiveness of nine different governmental services, over 90% of respondents indicated that the delivery was “Good” to “Excellent” for seven of these services.

The survey also provided an opportunity for respondents to share their thoughts and comments on their “biggest concern for the Village” as well as their “highest praise for the Village”. These two questions were left open ended so they could respond in their own words. A sub-committee of the Comprehensive Plan Advisory Group was formed to read and sort every comment. These comments along with the complete survey results are included in the Appendix.

The survey responses were used to guide the development of the vision, policies and implementation items articulated in this Comprehensive Plan.

~ The community survey was a success due to the combined efforts of the Village Board, Village Staff, the Advisory Group, Mr. Patrick Brennan, the Steinmetz Planning Group & all the members of our community that took time to complete the questionnaire. ~

Community Profile

Location

The Village of Honeoye Falls is located in the southeastern area of Monroe County, New York. The central business district (CBD) is considered the heart of the community. The CBD is situated at the signalized intersection of NYS Route 65, West Main Street, Monroe Street and East Street. Regional access into and out of the Village is provided by Interstate 390 via Route 15A or Route 251.



▲ **Figure 1: Regional Location Map. (Source: Wikipedia)**

Quick Facts About Our Village

- **Founded in 1791 (Incorporated in 1838)**
- **Population: 2,674**
 - Residents that are **Men** - 47%
 - Residents that are **Women** - 53%
 - Residents that are **White** - 96.4%
 - Residents that are **Minority** - 3.6%
 - Residents Living in **Poverty** - 6.8%
- **Land Area: 2.59 square miles**
- **Elevation: 661 feet**
- **Latitude: 42.96 N, Longitude: 77.59 W**
- **Area Code: 585**
- **Zip Code: 14472**
- **Average Household Size: 2.3 persons**
- **Median Household Income: \$56,028**
- **Median Home Value: \$171,011**
- **Education System**
 - Lima Primary School
 - Manor Intermediate School
 - Honeoye Falls-Lima Middle School
 - Honeoye Falls-Lima Senior High School

(Source: US Census & City-Data.com)

Community Profile - Population Characteristics

Village Population History

Population history for the Village was obtained from the Genesee Finger Lakes Regional Planning Council. According to this information, the Village's population in 2010 was 2,674 residents. As shown in Figure 2, the Village's population is expected to remain steady over the next few decades. By comparison, the Town of Mendon nearly doubled between 1980 and 2010. Unlike many local villages, Honeoye Falls has nearly 450 undeveloped acres within its corporate limits. Based upon the available land and the desirability of the community, it is reasonable to assume there will be additional

growth in the number of residents living in the Village over the next decade. Recently developers have expressed an interest in building additional apartment units and single-family homes within the Village. Based upon the proposed projects currently under review or approved, there is the potential for 500 new residents within the Village. This Plan's vision, policies, and implementation items should capitalize on the existing and future human resources within the Town and Village to achieve the Village's objectives.



▲ Figure 2: Village & Town Population Change from 1980 to 2010 as well as Population Forecasts through 2050. (Source: GFLRPC)

Community Profile - Population Characteristics

Shift in Age Groups

Table I contains the breakdown of the Village population by age group. Over the past decade, the largest population group within the Village remained the 34 to 54 year-olds. The 34 to 54 year-olds typically are married, raising a family, and have an established career. People in this group are likely to have a family, own a home, and be active members in their community. They are very productive in the workplace and are the least likely to move. The second largest age group in the Village is children under 19 years of age.

America's population is getting older. According to National Institute on Aging, "Today, people age 50 and over comprise 24 percent of the U.S. population, while 17 million Americans are between the ages of 75 and 85. By 2050, that number will likely reach 30 million." However this national trend is not impacting the Village as one might expect. A review of the information contained in Table I indicates that Honeoye Falls saw a significant drop in the number and percentage of residents over the age of 65 between 2000 and 2010.

The first question that should be asked is why the Village is not experiencing the increase in their aging population like so many other places. The answer may be partially attributed to the existing housing stock in Honeoye Falls. Over 49% of the housing was built before 1950. These older structures require significant upkeep and many of these homes may not offer the lifestyle desired by today's aging population. In addition, there may be a lack of more modern senior-friendly housing options and services in the Village. As a result, many of the older members of the local population may look for housing options and services elsewhere.

The second question is what are the impacts of this trend. On one hand, the inability to age-in-place breaks down family ties and may contribute to the isolation of aging residents. On the other hand, there has been no assessment done on the economic impacts to communities once housing built for the baby boomers is no longer needed. The Village will have to find the appropriate balance of providing housing for its aging residents with ensuring these facilities do not sit vacant in years to come.

Table I: Shift In Age Groups for the Village from 2000 to 2010 (Source: US Census)

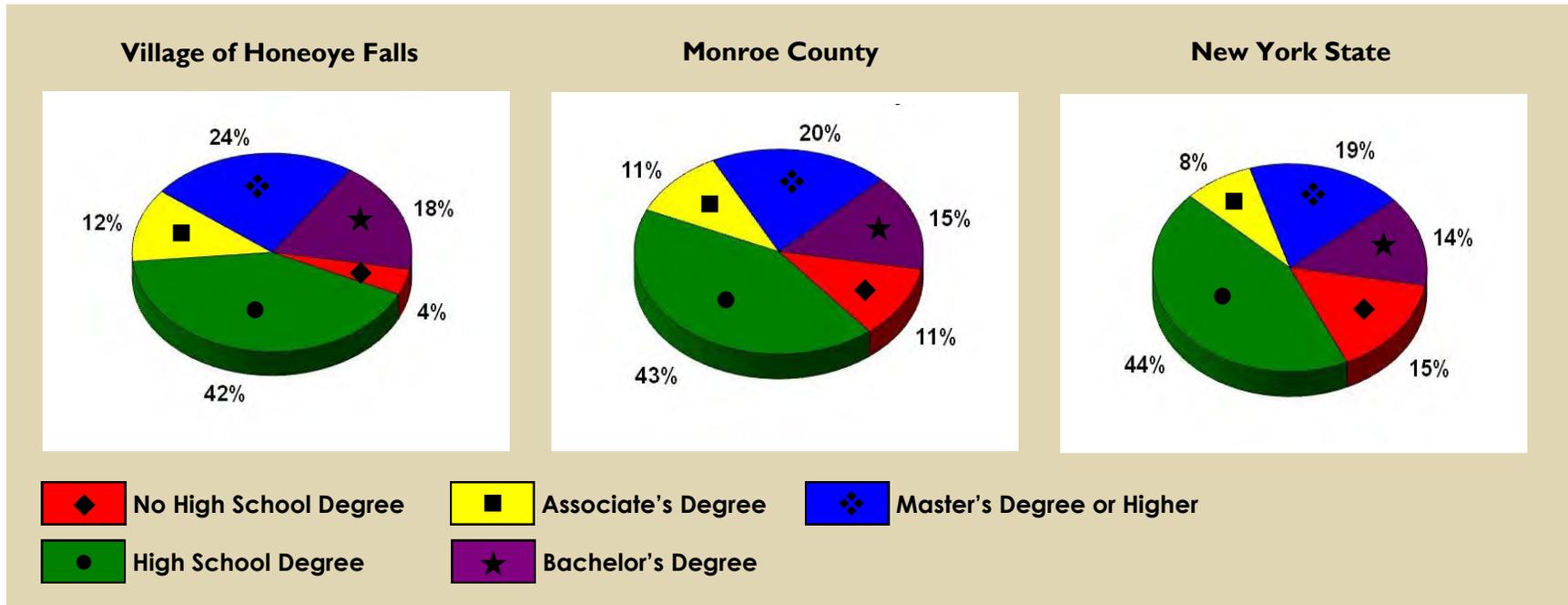
	<u>2000</u>	<u>2010</u>	<u>Net Change</u>	<u>% Change</u>
19 & Under	679	734	+55	+8.1%
20 to 34	373	365	-8	-2.1%
35 to 54	817	829	+12	+1.5%
55 to 64	245	340	+95	+38.8%
65 & Over	<u>481</u>	<u>406</u>	<u>-75</u>	<u>-15.6%</u>
Total	2,595	2,674	+79	+3.0%
Median Age	41.2	41.9		

~ According to the AARP, every 8 seconds another baby boomer turns 65 years old. ~

Educational Attainment

Figure 3 provides a comparison of the educational attainment for the Village, County, and New York State. A review of Figure 3 indicates that Honeoye Falls has very high education levels. The Village has a higher percentage of residents with an Associates, Bachelors, or

Master's Degree compared to the populations of the County and the State. The most notable statistic, is the extremely high percentage (96%) of Village residents that have a high school degree.



▲ Figure 3: Educational Attainment Comparison (Source: U.S. Census Bureau, 2007-2011 American Community Survey)

~ U.S. News & World Report has recognized HF-L as a 2013 & 2012 Gold Medal School.
 Newsweek Magazine ranks HF-L in the top 1.86% of schools in the nation. ~

Community Profile - Housing & Property Characteristics

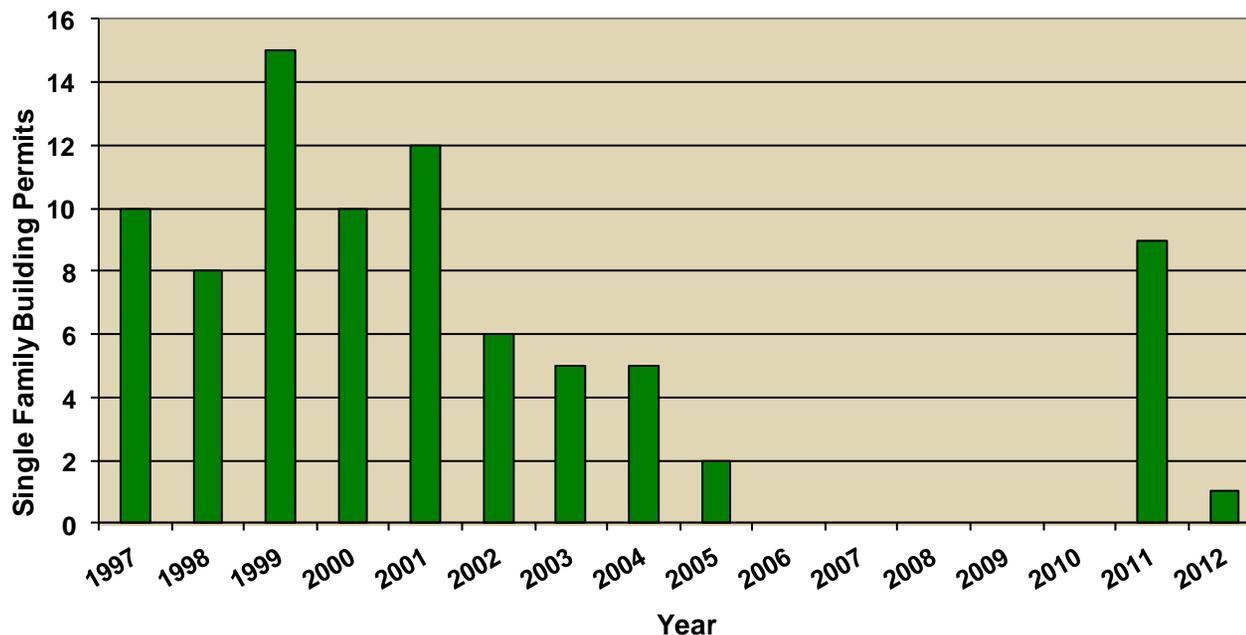
Housing Occupancy & Home Ownership

According to the 2010 United States Census there are 1,274 housing units in the Village, nearly 93% of these units are occupied. Honeoye Falls has a high rate of home ownership with 61% of homes being owner-occupied as compared to the rate for New York State as a whole which is 53%. Homeownership is a widely-regarded measure of community stability due to the tendency of owners to invest in their properties and the community. As a result, this plan assumes that these rates are a strength on which to build. However, this information may also be an indication that there may be limited rental opportunities within the Village.

Residential Building Activity

Residential permit data collected by www.city-data.com for the Village of Honeoye Falls is shown in Figure 4. As the graph indicates, Honeoye Falls has issued a total of 83 permits for new homes from 1997 to 2012. The number of permits issued started a five year decline in 2002. This decline continued through 2006, when the number of permits issued dropped to zero. This inactivity continued for four years from 2006 through 2010. The reduction in construction activity over the past decade is consistent with the economic slowdown that was experienced by the region, state, and nation.

~ There were a total of 10 Certificate of Occupancies issued by the Village for single family homes from 2003 to 2013. Only one was issued from 2006 through 2010. ~



▲ Figure 4: Single Family Building Permits Issued Between 1997 to 2012
(Source: <http://www.city-data.com/city/Honeoye-Falls-New-York.html>)

Property Value

There are a number of factors that affect property values within a community. Communities with higher property values typically have good schools, safe neighborhoods, well maintained homes, and provide convenient access to work and services. As a result, the property values within a village reflect the overall quality of life enjoyed by its residents. By tracking the changes in property values, villages can determine if these factors are contributing to or detracting from the community.

been adjusted for inflation. A review of this information indicates that the growth in property values within five out of the ten villages has not kept pace with inflation. Honeoye Falls was among the five villages whose property values have outpaced inflation. As a result, the Comprehensive Plan incorporates policies and objectives that continue to foster a growth in property values within the community.

Table 2 contains the percent change in total assessed value for each of the villages located in Monroe County. The table contains the actual percentage change as well as the percent change after it has

Table 2: Change In Property Values 2002 to 2012 (Source: NYS Comptroller)

<u>Municipality</u>	<u>% Change in Assessed Value</u>	<u>% Change Adjusted Dollars</u>	<u>Did Assessments Keep Up With Inflation</u>
Brockport	+11.8%	-12.4	No
Churchville	+45.7%	+14.1	Yes
East Rochester	+24.3%	-2.6%	No
Fairport	+62.3%	+27.2	Yes
Hilton	+31.5%	+3.0	Yes
Honeoye Falls	+37.4%	+7.7	Yes
Pittsford	+33.8%	+4.8	Yes
Scottsville	+22.0%	-4.4	No
Spencerport	+25.3%	-1.8	No
Webster	-5.7%	-26.1	No

~ When asked, “What are the three main reasons you choose to live in our community?” The number one answer provided by the community survey respondents was, “the small town/village atmosphere.” ~

Community Profile - Economic Base

Employment By Industry

Table 3 compares the Employment by Industry for workers living in the Village with the County as a whole. According to the United States Census, approximately 1 out of every 4 workers living in the Village are employed by the educational, health care and social service sector. This is consistent with the overall employment data for the County as a whole. At the time this Census was taken, the manufacturing and professional/scientific industries were nearly tied for second largest employment industry. However, in 2012 the General Motors fuel cell facility, a major research and development employer within the Village, was closed. As a result, the most current percentage of the scientific sector is probably much lower than shown in Table 3.

A review of all of the remaining industries indicates that the Village has a notably lower percentage of residents working in the entertainment, lodging and food service sectors as well as the retail trade sector than the County as a whole. These levels are consistent with the lack of retail and hospitality establishments operating in the Village. By comparison, the Village has a notably higher percentage of residents working in the professional, scientific and managerial fields. This is commensurate with the high level of education attainment by residents.

Table 3: Employment By Industry (Source: US 2010 Census)

<u>Industry</u>	<u>Village</u>	<u>Monroe County</u>
• Educational services, health care & social assistance	28.90%	30.60%
• Manufacturing	16.60%	13.40%
• Professional, scientific, management, administrative, etc	15.40%	11.10%
• Retail trade	9.70%	11.30%
• Finance & insurance, & real estate (rental & leasing)	6.40%	5.40%
• Construction	4.40%	4.30%
• Public administration	4.30%	3.20%
• Other services, except public administration	4.30%	4.30%
• Arts, entertainment, recreation, accommodation & food services	3.10%	7.50%
• Wholesale trade	2.40%	2.50%
• Information	1.90%	2.60%
• Transportation, warehousing, & utilities	1.90%	3.50%
• Agriculture, forestry, fishing & hunting, & mining	0.70%	0.30%

~ In 2012, approximately 220 jobs in the Village were lost when the GM fuel cell development facility was closed. ~

Family Income

According to the information contained in Table 4, the Village has a significantly higher median family income than Monroe County as a whole. The Village also has a notably lower percentage of families making less than \$35,000 per year and a notably higher percentage of families making over \$75,000 per year. The table indicates that 14% of families in the Village earn less than \$35,000 annually while 51.4% earn over \$75,000 annually. By comparison, nearly 24% of County residents earn less than \$35,000 annually while 43.9% earn over \$75,000. This is consistent with the employment information discussed on the previous page and serves to verify that Honeoye Falls is a relatively affluent community.

~ The educational attainment and income information gathered as part of this planning process indicates that Honeoye Falls can be characterized as well-educated and affluent community. ~

Table 4: Family Income (Source: US 2010 Census)

Income Level	% of Families Living In the Village	% of Families Living In Monroe County
Less than \$10,000	3.1%	5.0%
\$10,000 to \$14,999	0.0%	3.1%
\$15,000 to \$24,999	6.2%	7.4%
\$25,000 to \$34,999	5.1%	8.3%
\$35,000 to \$49,999	12.8%	12.3%
\$50,000 to \$74,999	18.7%	20.0%
\$75,000 to \$99,999	20.7%	16.3%
\$100,000 to \$149,999	20.9%	17.2%
\$150,000 to \$199,999	10.2%	5.9%
\$200,000 or more	2.3%	4.5%
Median Family Income	\$82,958	\$67,080

Community Profile - Community Resources

Existing Transportation Network

The Village highway system is the most important component of our transportation needs for not only our residents and visitors, but also for economic development. The Village has 14.2 center line miles of roads. The Village's main roads are State and County owned (West Main Street, North Main Street, Ontario Street, East Street, Maplewood Ave, and Monroe Street), which make up 9 of those center line miles. The remaining 5.2 center line miles of streets are village owned.

There is no internal transit system in the Village of Honeoye Falls. The railroads that ran through the Village were eliminated in the mid to late 1900's. However, the region is served by Rochester Genesee Regional Transportation Authority bus service. There are two Park/Ride locations in the Village for mass transit to the downtown Rochester area. Interstate bus service is available in Rochester.

The Greater Rochester International Airport is approximately 19.1 miles from Honeoye Falls.

Access to major Interstate highways and the New York State Thruway are within 10 miles of the Village. The closest access is in Rush which is 6 miles north of the Village.

One of the concerns of village residents has been the speed of the vehicular traffic through the Village. The speed limit is 30 MPH on all streets with the exceptions of Hyde Park, Papermill Street, Stonefield Place, and Clover Meadows. These areas are 25 MPH.

Parking in the Village is limited. The Village has public parking on the streets in the business district and owns five parking lots in the same area. Residents and visitors have expressed difficulty in locating parking due to parking lots being near or at capacity. On-street parking is also in very high demand and often fully utilized.

Sanitary Sewer System

The Village's Sanitary Sewer System (SSS) and Waste Water Treatment Plant (WWTP) were installed and constructed in 1938. The SSS consists of approximately 11 miles of original 8-inch clay pipe, 2.5 miles of 8- and 12-inch PVC pipe, 400 manholes, and 5 lift or pumping stations.

The WWTP has had upgrades in 1968, 1980, 1996, 2001, 2005, and 2013. The most recent being a \$550,000 process upgrade, which was required by changes to the NYS Regulations. The WWTP has the capacity to process 600,000 gallons per day. In 2008 the average daily flow that it processed was 350,000 gallons. The SSS/WWTP currently serves 750 single-family homes, 250 apartments, 30 retail businesses, 8 restaurants, and 12 industries.

The SSS is mostly made up of the original clay pipe that was installed in 1938. An evaluation of the system in 1999 indicated many problems with the underground piping. The evaluation consisted of flow monitoring during wet weather and remote televising of the lines. During wet weather the system experiences a dramatic increase in flow levels due to groundwater entering the pipes through cracks and offset joints. This is called "Infiltration". Another contributing factor to the increase in flow during wet weather is homes that have groundwater from their basements discharging into the sanitary sewer. This is called "Inflow". The combination of these two problems uses up capacity in the SSS and at the WWTP that should be reserved for new development in the Village.

In 2006 the Village addressed the issue of Inflow in the SSS. Although the existing infrastructure is adequate, the elimination of Infiltration issues would give the Village capacity, without expansion, to supply service to an additional 1,000 homes and businesses. However, if the aforementioned potential for growth is achieved, the infrastructure may no longer be adequate to serve the Village's needs.

Storm Sewers

The topography of Honeoye Falls is generally flat and has many poorly drained properties. The entire storm sewer system in the Village is owned by three different entities. There is the State system (Monroe Street, N. Main Street, and Ontario Street), County system (Maplewood Avenue, W. Main Street, and East Street) and the Village system on the remaining village streets.

The system, in its current state, does not sufficiently cover all streets and properties. The result of this deficiency is that many streets and properties are poorly drained, which leads to unusable property, roadway deterioration, and safety issues. The lack of storm systems on East Street and Ontario Street are two areas of major concern. Road surface runoff has no place to go and properties on these two streets have a history of flooding.

The Village owned system has approximately 15 miles of various size pipe and over 400 catch basins. Much of this system is in need of repairs that vary from minor to major. Currently 50% of the 400 catch basins (200) are in need of repair.

Pedestrian Access

Ease of walkability in the neighborhoods and downtown area continues to be a point of pride for the Village. Pedestrian connections throughout the Village are provided by the 30 miles of sidewalk, which are enhanced by the addition of street trees and lighting. Residents and visitors alike benefit from the pedestrian friendly streetscape that helps define the Village's charm and character.

Street Trees

Honeoye Falls has a substantial inventory of mature trees throughout the Village. They are a very important component of our community's character. In 2008 the Village lost many mature trees as the power company (National Grid) removed trees that were interfering with the power lines. The Village does have a complete electronic inventory of all village owned trees. The Village budget includes funds for annual tree trimming and new tree planting.

Street Lighting

The safety and pedestrian friendly environment of the Village is greatly enhanced by the addition of street lighting. Throughout the Village there are a total of 186 street lights. Most of these lights are on lease from National Grid. Each year the Village apportions \$42,500 of its an budget to maintain the street lights.



~ Nearly half of the survey respondents indicated that the tree lined streets and the walkability of the Village is the most important physical element of the Village's character. ~

Community Profile - Community Resources

Parks & Open Space

The Village currently has five parks within its limits. They are shown in Figure 5 and described below:

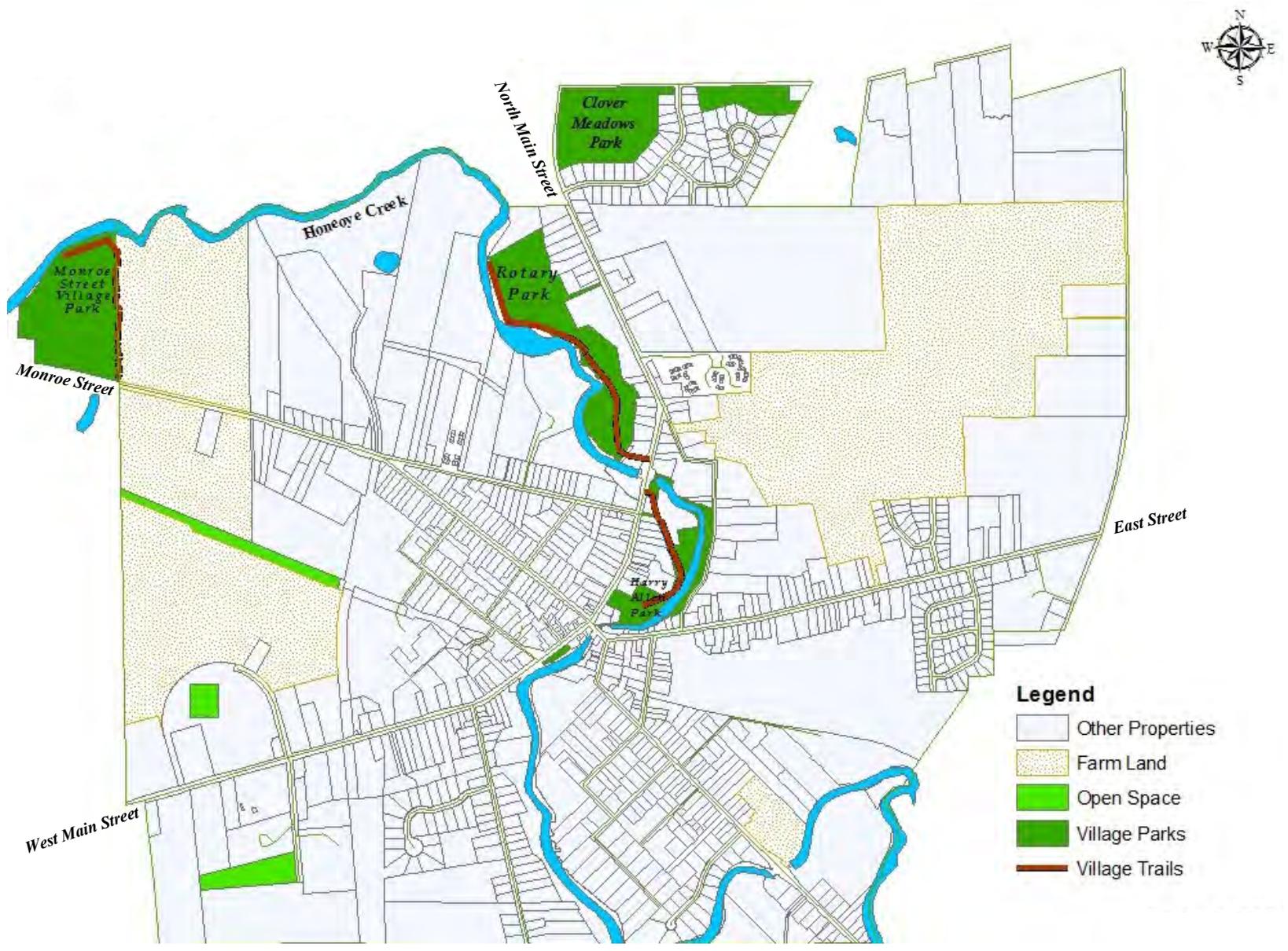
- **Harry Allen Park** is located on N. Main Street, right in the heart of the Village. At the entrance to the park is a gazebo and behind that is a playground. The History Museum, Troop 10 Scout House and Old School House are all located in this park. In addition, the Zebulon Norton Trail starts here, leading down to the Lower Falls and continuing on to Rotary Park. In addition to an occasional wedding in the Gazebo, the park hosts many community events, such as "Movies In The Park", concerts, American Cancer Society's "Relay for Life", and our largest annual event every Father's Day weekend "The Festival On The Green".
- **Monroe Street Village Park** is located on Monroe Street on the western edge of the Village. The park has two softball fields, a soccer field, a skateboard area, and scenic trails that lead to Honeoye Creek, which is behind the park. During the summer months this park is used almost daily by Men's/Women's Softball Teams and Honeoye Falls Youth Soccer Leagues. Public Restrooms were installed in the park in 2007, made possible through a Monroe County Community Development Block Grant. There is a vision for this park and more improvements that have been developed with assistance from SUNY Brockport. Additionally, a feasibility study was completed in the fall of 2009 that looked at bringing an extension of the Lehigh Valley Trail from Great Bend Park (located in Mendon) through this park and continuing to the heart of the Village. Keep your eyes on this park for exciting things to happen in the future!
- **Rotary Park** is located on N. Main Street, just north of the cemetery. On June 30, 2007, the new pavilion was dedicated and the park was renamed "Village of Honeoye Falls - N. Main Street

- Rotary Park", or "Rotary Park" for short. The Village Parks Committee has worked diligently with local civic organizations such as Honeoye Falls Lima Youth Soccer, and Honeoye Falls-Mendon Rotary Club to improve Rotary Park. In the spring of 2007 the Village partnered with the Rotary to build a pavilion for public use. In addition, parking has been expanded, restrooms have been built, the soccer fields have been redone, grants were obtained to assist in running electricity down into the park and, most recently, playground equipment has been added. Rotary Park has two soccer fields and a pavilion available for reservations.

- **Vest Pocket Park** is a small park located on W. Main Street, directly across from the intersection of Norton Street. It is the home of the famous Honeoye Falls Totem Pole. There are several picnic tables and benches and it has a lovely view of Honeoye Creek. This park is a pleasant location for residents to sit and eat their lunch during the summer months.
- **Clover Meadows Park** is located at the northern entrance to the Village on Route 65. The park has the stormwater detention ponds from the Clover Meadows subdivision that was built in the 1990s. This park is not a frequented destination for residents or visitors, as there are no real amenities and it is just a natural area. However, there is some fishing in the ponds and the Village has discussed the possibility of a community garden.

~ Based upon the survey results, residents are very satisfied with the recreation opportunities available to school aged children. However, a significant percentage of respondents indicated they did not feel that local recreation opportunities are adequate for residents over the age of nineteen. ~

▼ Figure 5: Parks & Open Space Map (Source: Village of Honeoye Falls)



Community Profile - Regulatory Provisions & Designations

State & National Register of Historic Places (#93001225)

In September of 1993 the State of New York placed an area of the Village on the State Register of Historic Places. On November 24, 1993, the Historic Area of Honeoye Falls was placed on the National Register of Historic Places. The Certificate of these designations can be viewed in the Village Hall at 5 East Street.

The Village's Historic District is highlighted in pink in Figure 6 on the opposite page. The District is situated along Main Street starting at the Creek and extending south, beyond York Street. The District contains approximately 1,300 acres and over 200 buildings.

The green highlighted areas in Figure 6 indicate other properties of architectural and historical significance. These areas are also important to recognize, as they were identified as contributing properties to the historical significance of the District on both the State and National Registers of Historical Places' applications.

According to the NYS Historic Preservation Office, the following benefits are available to property owners within the Honeoye Falls Historic District:

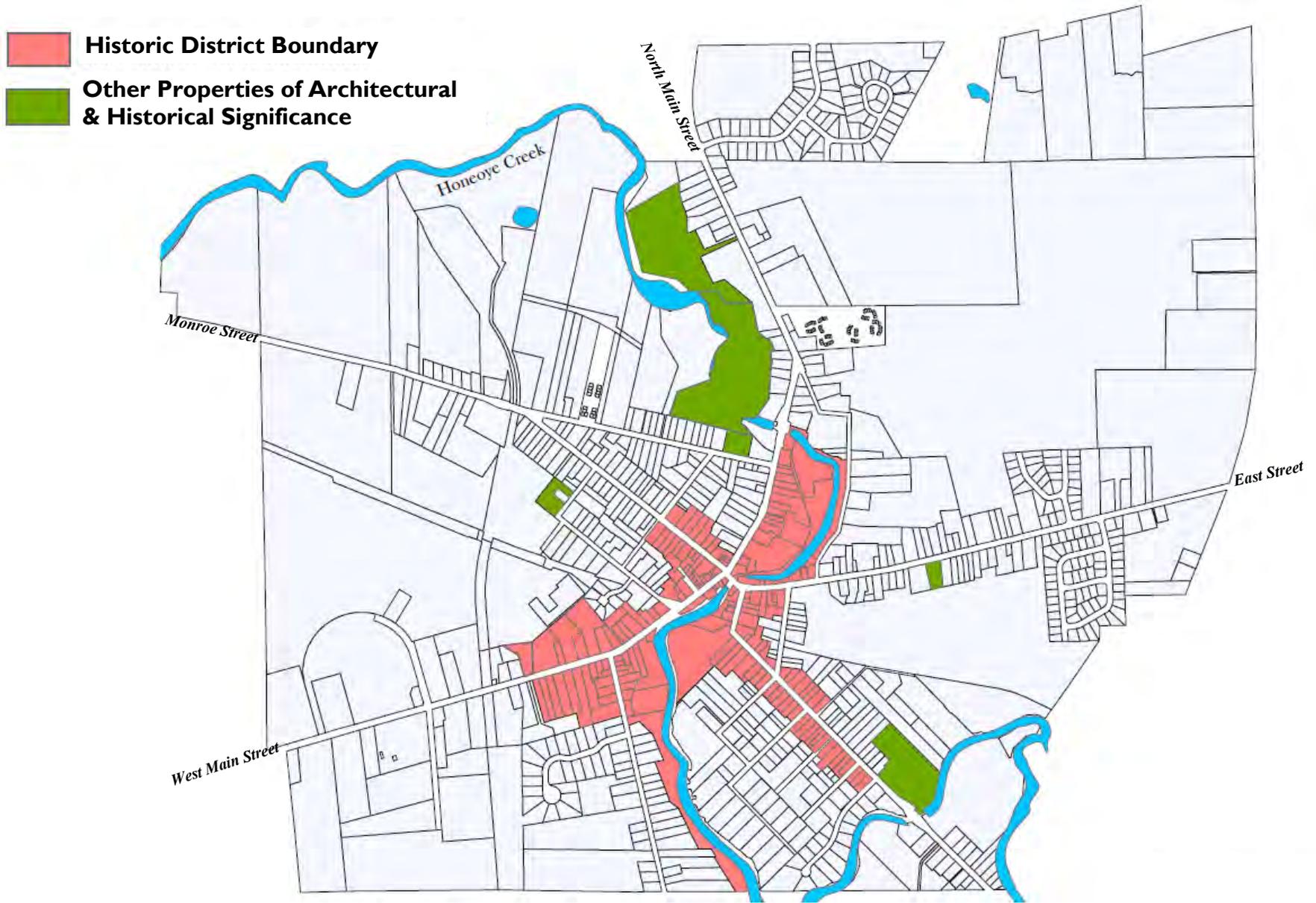
1. Registered properties and properties determined eligible for the Registers receive a measure of protection from the effects of federal and/or state agency sponsored, licensed or assisted projects through a notice, review, and consultation process.
2. Owners of depreciable, certified historic properties may take a 20 percent federal income tax credit for the costs of substantial rehabilitation as provided for under the Tax Reform Act of 1986.
3. Municipal and not-for-profit owners of listed historic properties may apply for matching state historic preservation grants.

In addition, there are no restrictions placed on private owners of registered properties. Private property owners may sell, alter or dispose of their property as they wish. To learn more, visit: <http://nysparks.com/shpo/national-register>.

“The State and National Registers of Historic Places are the official lists of buildings, structures, districts, objects, and sites significant in the history, architecture, archeology, engineering, and culture of New York and the nation. The same eligibility criteria are used for both the State and National Registers. The National Historic Preservation Act of 1966 and the New York State Historic Preservation Act of 1980 established the National and State Registers programs. In New York, the Commissioner of the New York State Office of Parks, Recreation and Historic Preservation, who is also the State Historic Preservation Officer (SHPO), administers these programs.”

~ NYS Historic Preservation Office

▼ **Figure 6: Historic District Map (Source: Village of Honeoye Falls)**



Community Profile - Regulatory Provisions & Designations

Environmental Protection Overlay Districts (EPODs)

The Village currently has five EPOD's. They include; Water Courses, Steep Slopes, Wetlands, Woodlands, and Floodplains. The rules and regulations protecting these areas were enacted in 1991 and are contained in Chapter 190, Article IV of the Village Zoning Code. The extent and location of these overlay districts are shown in Figure 7.

According to the Village Zoning Code the purpose of each EPOD is as follows:

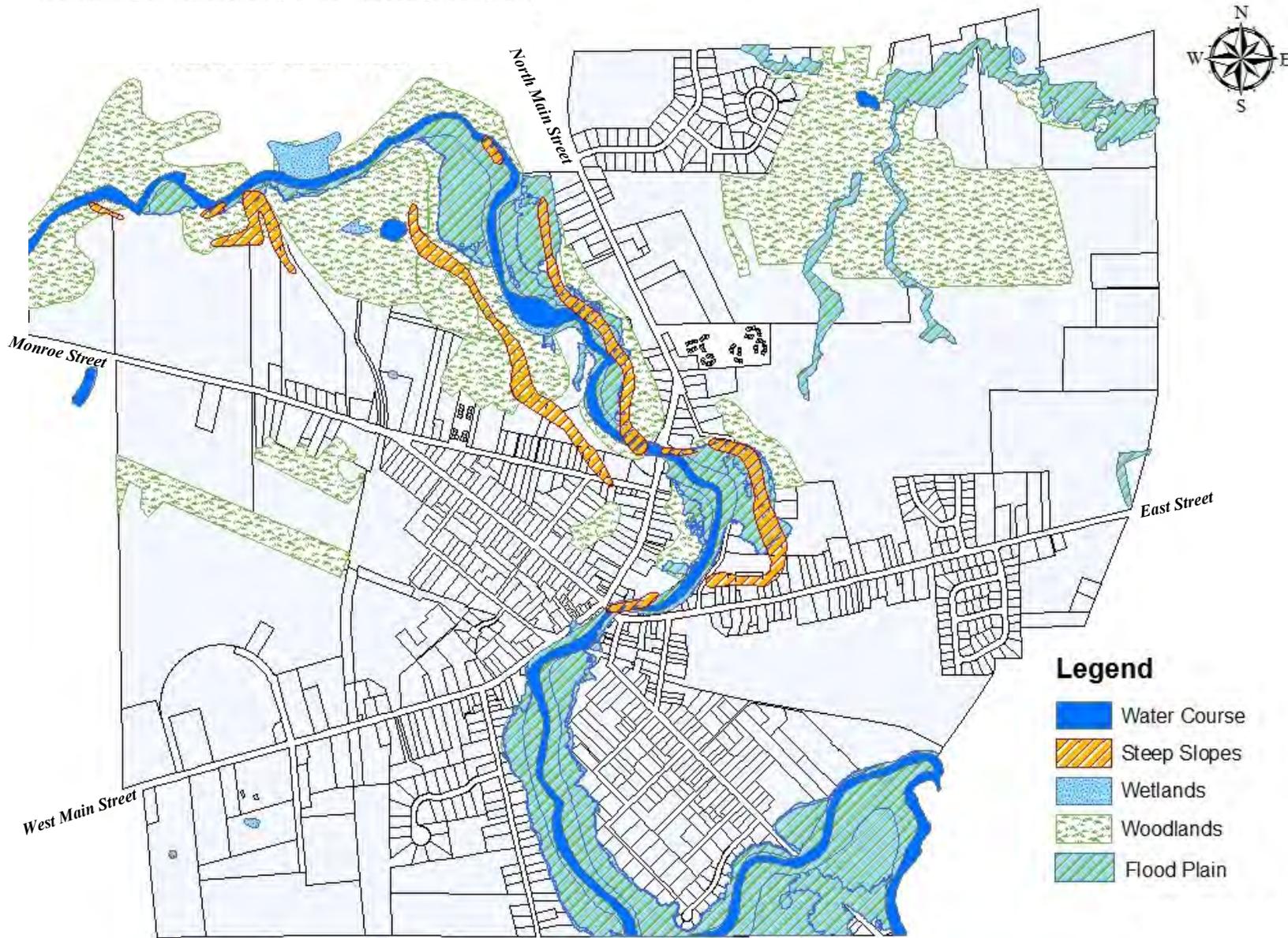
- Water Courses - The purpose of the Watercourse Protection District is to encourage planning and development that will preserve and protect all watercourses within the Village of Honeoye Falls. (Chapter 190-21)
- Steep Slopes - The purpose of these regulations is to encourage planning and development that will preserve and protect all steep slopes by minimizing the disturbance or removal of existing vegetation, preventing increased erosion and runoff, and to retain the natural character of these areas. (Chapter 190-22)
- Wetlands - The purpose of these regulations is to preserve, protect and conserve designated wetland areas of one-half (1/2) acre or more in the Village of Honeoye Falls pursuant to NYS Environmental Conservation Law. (Chapter 190-24)
- Woodlands - The purpose of this overlay district is to encourage planning and development that will preserve, conserve and protect all established wooded areas of two or more contiguous acres located within the Village for the purpose of preserving scenic beauty and maintaining natural habitat. (Chapter 190-23)
- Floodplains - It is the purpose of the Floodplain Protection District to prevent public and private losses due to flood conditions in areas subject to periodic flooding. (Chapter 190-20)

The rules and regulations that pertain to the EPOD's are enforced by the Village Planning Board, Conservation Board and Code Enforcement Officer.

“It is the purpose of the Environmental Protection Overlay Districts (EPOD) to provide special controls over land development in sensitive environmental areas to protect vital environmental features and resources. It is designed to guide land use proposals into areas where they may best enhance the general welfare of the community.”

~ Village Code Chapter 190-II

▼ Figure 7: Environmental Protection Overlay Districts (EPOD) Map (Source: Village of Honeoye Falls)



Community Profile - Regulatory Provisions & Designations

Existing Zoning

According to the Village Zoning Code, “This chapter is adopted for the purpose of promoting the health, safety, morals or the general welfare of the community and in furtherance of the following related and more specific objectives:

1. To guide and regulate the orderly growth, development and redevelopment of the municipality in accordance with a Comprehensive Plan and with long-term objectives, principles and standards deemed beneficial to the interests and welfare of the people.
2. To protect the established character and the social and economic well-being of both private and public property.
3. To promote, in the public interest, the utilization of land for the purpose for which it is most appropriate.
4. To secure safety from fire, panic and other dangers and to provide adequate light, air and convenience of access.
5. To prevent overcrowding of land or buildings and to avoid undue concentration of population.
6. To lessen and, where possible, to prevent traffic congestion on public streets and highways.
7. To eliminate nonconforming uses gradually.
8. To conserve the value of buildings and to enhance the value of land throughout the municipality.
9. To conserve and reasonably to protect the natural scenic beauty of the municipality and its environs.”

As of the writing of this plan, there are 13 zoning districts within the Village. These districts have been established to achieve the objectives listed above. These districts include:

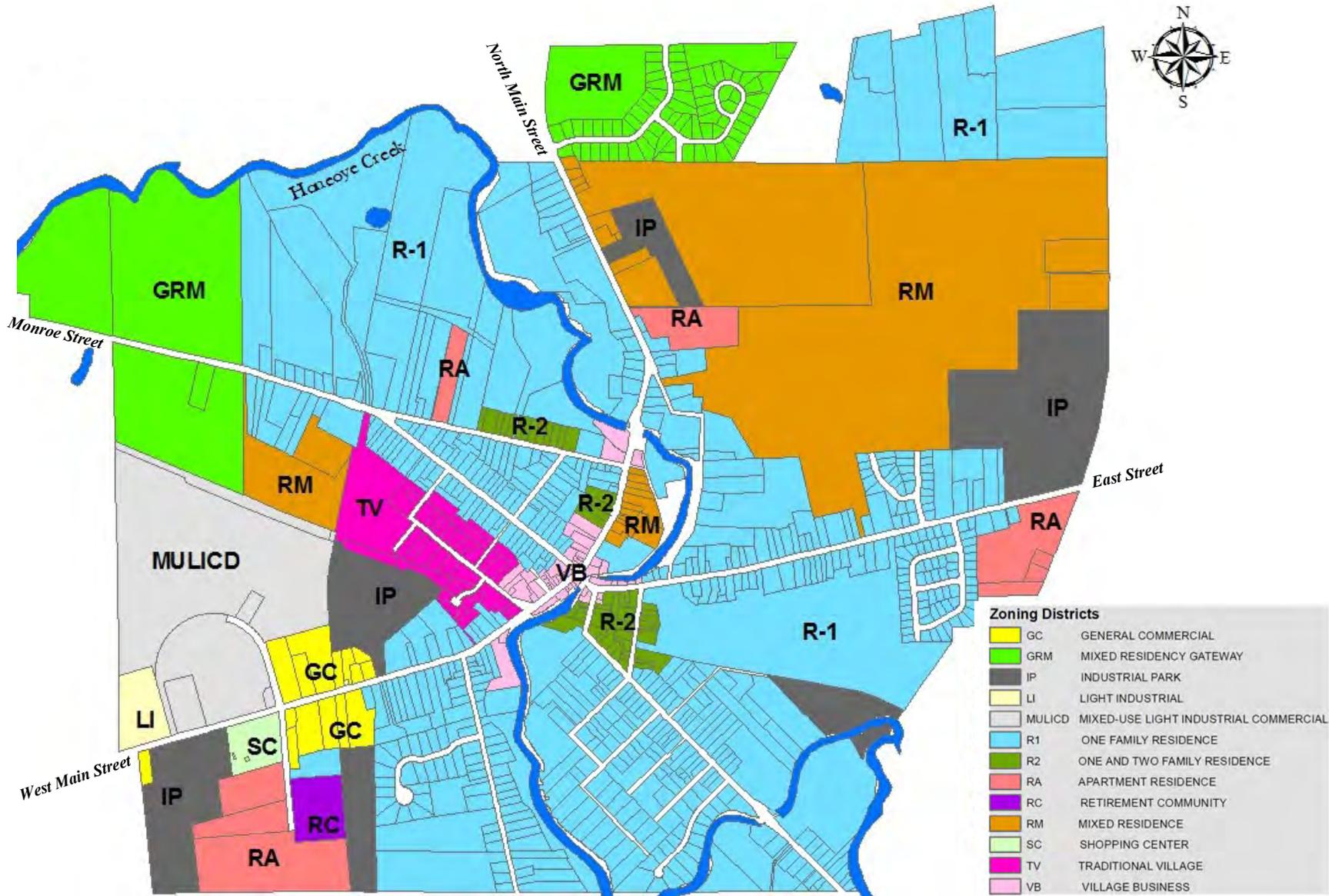
- General Commercial (GC)
- Mixed Residency Gateway (RM-G)
- Mixed Residence (RM)
- Industrial Park (P)

- Light Industrial (LI)
- Mixed Use Light Industrial Commercial (MULICD)
- One Family Residence (R1)
- One & Two Family Residence (R2)
- Apartment Residence (RA)
- Retirement Community (RC)
- Shopping Center (SC)
- Traditional Village (TV)
- Village Business (VB)

Figure 8 shows the location and extent of these districts.

~ A vast majority of the vacant land remaining in Honeoye Falls is zoned Mixed Residence (RM), and is located in the northeast quadrant of the Village. ~

▼ Figure 8: Existing Zoning Map (Source: Village of Honeoye Falls)



Implications

The information contained in this Community Profile is intended to provide a snapshot of the Village's past, present, and future conditions. Although the exact changes that will occur in Honeoye Falls over the next decade are impossible to predict with a high degree of accuracy the following assumptions will guide the Comprehensive Planning process:

- The Village's housing options will continue to consist primarily of owner-occupied, single-family homes, but additional options will likely be provided in or near the Village;
- The existing housing stock may not provide adequate opportunities for seniors to "age in place;"
- The combination of the vacant land within the Village limits and the high quality of life offered by the community may contribute to population growth that exceeds the existing estimates shown on page 13;
- Honeoye Falls will continue to attract well educated, professional individuals. Many of these may be couples seeking to settle down and raise a family;
- The HF-L School District is one of the top performing schools in the nation. This will serve to attract families with school aged children;
- The Village is becoming a shopping destination for Lima and other adjacent communities;
- The Village's infrastructure is sound due to ongoing upkeep and maintenance. As a result, no major upgrades are anticipated. The wastewater treatment plant has the capacity to add approximately 1,000 additional housing units. However, one or two major industrial or commercial water users could utilize much of the remaining capacity;
- Non-residential development will continue to occur along West Main Street in the vicinity of Village Square Boulevard.

These assumptions along with the public input gathered throughout the process forms the basis of our community's vision and the recommendations contained in the Comprehensive Plan.

*"Prediction is very difficult,
especially about the future."*

~ Niels Bohr

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Our Policy Framework

In order to be successful, a Comprehensive Plan must be developed and implemented on multiple levels. It must address the short- and long-term needs of a community, as well as provide varying levels of detail.

In an effort to accomplish this, this plan has four key elements:

Vision: A general statement that describes the aspiration of the Village; it is an end towards which all actions are aimed. The Vision should not dramatically change over time but rather be consistent throughout the planning horizon. Ideally, the Vision contained in this plan should be useful for the 10-year planning horizon.

Policy: Similar to a vision in that it is a general statement of a future condition towards which actions are aimed. However, the scope of a policy is much narrower. It should support the vision by addressing a particular area or issue facing the community. Policies should not dramatically change over time, but rather be consistent throughout the planning horizon. Ideally, the policies contained in this plan should be useful for the 10-year planning horizon.

Objective: A statement of a measurable activity to be accomplished in pursuit of the policy; it refers to some specific aspiration that is reasonably attainable. Think in terms of actions such as “increase”, “develop”, or “preserve”. It should be noted that the municipality might already be undertaking some of the objectives articulated in this plan, and wish to ensure that they continue to do so over the next decade. The general lifespan of an objective is 6 to 10 years.

Implementation Items: A specific proposal to complete a task that relates directly to accomplishing an objective; it can take the form of a plan, project, or program. The lifespan of an implementation item can vary from one to 10 years depending on the item. All of the implementation items contained in this document

are under purview of the Village of Honeoye Falls. In other words, the items fall under the jurisdiction of the Village Board, its advisory boards, or its various departments.

~ All of the implementation items contained in this document are under purview of the Village Board, its advisory boards, or its various departments. ~

Our Vision



It is the vision of the Village to foster our role as the civic, social, educational, and economic center of the broader geographic community. We will be a place known for our...

- Safe & attractive neighborhoods;
- Bustling downtown;
- Strong local economy;
- Diverse leisure & cultural assets;
- Healthy lifestyles and the wellness of our residents;
- Quality natural resources; and
- Responsive government and regional partnerships.

...The Village will strive to achieve this vision while maintaining our quaint atmosphere and small town charm. This means we will maintain our traditional pedestrian friendly development pattern, preserve our architectural heritage and celebrate our local history.

~ “Determine that the thing can and shall be done and then we shall find the way.”

Abraham Lincoln ~

Policy Area: Neighborhoods



Neighborhood Policy Statement

It is the policy of the Village to have neighborhoods that are a source of community pride. The Village has a wealth of well-maintained, traditional single-family homes that contribute to safe and walkable neighborhoods. The preservation of the historic character, architectural quality, and traditional appeal of our existing neighborhoods should continue to be a priority of the community. As new housing is developed, it should be built in a manner that reflects the existing scale and style of our traditional village development patterns. The Village recognizes that the current living options within the community are limited and may need to be expanded to accommodate a wider variety of lifestyles.

Objectives

- A. Preserve existing housing values.
- B. Increase the variety of living options available to our senior citizens.
- C. Ensure that new residential development fosters an interconnected street pattern.
- D. Design new roads to limit the potential for speeding and cut-through traffic.
- E. Design new neighborhoods in a pedestrian friendly manner (streets, sidewalks, trees, building setbacks, etc).

Implementation Items

1. Preserve the present balance of owner- and renter-occupied housing when considering new residential development opportunities.
2. Continue training of village personnel to ensure that all building construction complies with NYS Building Code.
3. Review and revise local laws and zoning code, as needed, to ensure that:
 - Property maintenance in residential and commercial districts is up to date and properly enforced.
 - Pedestrian friendly elements are included in future residential development opportunities.
 - Village construction specifications are consistent with industry standards.
 - New development costs are borne solely by the developer.
4. Investigate the feasibility and benefit of partnering with a service group to create a volunteer program to help property owners that are unable to maintain their property.
5. Maintain and enhance the pedestrian amenities in neighborhoods with a focus on the following:
 - Addition of street lighting;
 - Continuation of sidewalk connectivity and maintenance; and
 - Continuation of Tree Planting Program and street tree maintenance.
6. Preserve open space in neighborhoods and identify areas where Environmental Protection Overlay Districts (EPODs) may be successful.
7. Review and revise village code, as necessary, to limit the construction of cul-de-sacs. New neighborhood blocks should be developed by creating an interconnected pattern of streets and sidewalks.
8. Explore opportunities, as they arise, to bury power lines.



The preservation of the traditional quality of life provided by the Village's neighborhoods is a key focus of this Plan.

Policy Area: Local Commerce



Local Commerce Policy Statement

It is the policy of the Village to be a community that attracts visitors and businesses, as well as a place where residents enjoy rewarding employment opportunities. The attraction and retention of businesses in the Village depends upon many elements: a skilled work force; a high quality school system; and adequate infrastructure. Meanwhile, the attraction of visitors depends on the quality of our retail and service operations, our public amenities, the appeal of our events, and our community attitude. The Village will work closely with local, regional, and state organizations to ensure we continue to be a forward-looking community; one which is attuned to the future of tourism, technology, and communications.

Objectives

- A. Increase the number of local jobs available.
- B. Ensure that there is adequate infrastructure in place to accommodate new and existing commercial and industrial operations.
- C. Promote local assets and events to increase the number of visitors to the Village.
- D. Place small-scale and specialty business activity within the downtown area.
- E. Place business operations that rely on motor vehicle traffic along West Main Street, in the vicinity of Village Square Boulevard.
- F. Develop an outreach campaign to identify and solicit new businesses.

Implementation Items

1. Maintain existing physical structures and infrastructure owned by the Village to promote a healthy business climate and encourage infill development.
2. Identify utility capacity requirements for new development in the Village to assist the Public Works Department in planning for and accommodating future opportunities.
3. Make the Village a destination spot for bicyclists by introducing new bicycle infrastructure (bike racks, bike lanes/trails, etc.).
4. Facilitate the reuse of Village Christmas tree poles as bike racks in warmer months.
5. Develop a comprehensive marketing strategy for the Village that includes the following:
 - A regional marketing plan completed in partnership with nearby municipalities to attract businesses and visitors to the greater Honeoye Falls region;
 - A local marketing plan that addresses the perceived remoteness of the region and increases awareness of village amenities; and
 - An all-inclusive destination map identifying local attractions and businesses to distribute and display downtown or at special events.
6. Review and revise village code, as necessary, to encourage:
 - Regulatory elements, which will support local business and commerce.
 - Light industry development opportunities, which will help increase village revenue.
 - Bed and Breakfasts, which will provide visitors with a unique place to stay.



7. Apply to NYSDOT for a listing on the Rush 390 Exit, if successful, advocate for an exit on NYS Route 390 to provide more direct access to the Village.
8. Explore opportunities for lodging within the Village.
9. Engage with local realtors by holding a forum about current market conditions for seasonal and temporary housing.
10. Encourage business owners and landlords to discuss and implement creative vacancy solutions.
11. Create an Advisory Board of Village stakeholders, including non-business members, that functions as a local arm of the Honeoye Falls-Mendon Chamber of Commerce.

Policy Area: Downtown



Downtown Policy Statement

It is the policy of the Village to have an attractive and prosperous downtown area for businesses located in the cultural and social center of the community. The goods and services available in our downtown should serve to meet the daily needs of our residents and contribute to the local economy. The pedestrian oriented nature and historic character of this district creates an environment that is appealing to residents, visitors and patrons. We are proud to say that our downtown is the heart of the Village's historic district as listed on the State and National Register of Historic Places since 1993. New investment in our downtown should positively contribute to its traditional character and marketability.

Objectives

- A. Reduce the number of vacant storefronts and buildings in downtown, and support existing businesses.
- B. Improve the appearance of the downtown area.
- C. Preserve historic architecture.
- D. Continue to locate civic and social uses within the downtown area.
- E. Enhance the pedestrian friendly environment of the downtown area.
- F. Ensure available parking supports the uses in the downtown area.
- G. Encourage the utilization of the upper floors to increase the variety of living options in the Village (lofts, etc).
- H. Preserve the existing housing stock within the downtown area.

Implementation Items

1. Increase the connection and presence of historical places to the community.
2. Authorize the use of village property for business activity that promotes community collaboration and spirit.
3. Incorporate public art elements from local schools throughout the Village.
4. Continue enforcement of village codes regulating property maintenance and the collection of back taxes.
5. Work with the Honeoye Falls-Mendon Chamber of Commerce to develop a strategy for a thriving downtown that attracts pedestrian friendly businesses.
6. Conduct a parking study for the Village that identifies the following:
 - Areas of underutilized parking;
 - Opportunities for shared parking; and
 - A wayfinding system that helps residents and visitors better locate public parking.
7. Develop a Façade Improvement Program to:
 - Encourage better property maintenance and stimulate the renovation of building façades.
 - Work with business owners and a design professional to improve the appearance and effectiveness of business identification practices (e.g. signs, etc).
8. Revisit and review the Village's participation in the NYS Main Street Program for additional support downtown.
9. Revisit eligibility for Community Development Block Grants, specifically for projects regarding the needs of the handicapped or elderly population.
10. Create a local business center where business owners can learn of opportunities to expand or relocate to vacant spaces within the downtown, communicate with other business owners in the area, and seek help with marketing strategies.
11. Organize a marketing and promotion campaign for downtown merchants.
12. Consider revising the Village's Design Criteria to include architectural design standards for downtown and the greater Historic District.
13. Increase awareness within the Village and in the greater Honeoye Falls region of the downtown's National Register of Historic Places designation.
14. Encourage downtown business owners to extend their hours of operation for a single evening or in conjunction with a special event. If successful, this practice can be extended to additional nights and weekends.
15. Explore the feasibility of a free Wi-Fi network for the downtown area.



~ According to the community survey the number one issue facing the community over the next decade is filling the vacancies in the downtown buildings. ~

Policy Area: Leisure & Culture



Leisure & Culture Policy Statement

It is the policy of the Village to be a center of leisure and cultural activities within the community. The restaurants, churches, community events, school functions, library, and the Falls are attractions that residents of the Village, Town, and neighboring municipalities enjoy. The Village's parks and green spaces provide leisure opportunities, promote active living and give residents places for passive and active recreation. The combination of these assets contributes to a strong sense of community.

Objectives

- A. Continue to meet the recreational needs of the Village population regardless of age.
- B. Foster a community environment that is supportive of the visual and performing arts.
- C. Promote the events and attractions available within the community to the region and the state.

Implementation Items

1. Identify areas where existing trails can be extended or connected.
2. Identify areas where existing green space and open space can be preserved or conserved to protect the Village environment and lifestyle.
3. Benchmark other similar sized communities for popular leisure activities for residents.
4. Ensure that the Parks Committee continues to evaluate the adequacy of recreational and leisure activities for residents of all ages but with a focus on seniors and young people.
5. Update the Parks & Recreation Master Plan on a regular basis.
6. Create a local Public Art Program that identifies various places throughout the Village where local artists, students, and community groups may display their work as permanent or temporary installations.
7. Explore the feasibility of renovating the second floor amphitheater in Village Hall for use as a community theater and event space.
8. Continue the development of the fitness trail at Rotary Park.
9. Review and explore opportunities to implement the trail extensions and connections outlined in the 2009 Lehigh Valley Trail Feasibility Study.



Photo Taken By: Greg Emerson

~ The Village is interested in renovating the auditorium in the upstairs of the Village Hall. If successful, the space could be used for a variety of recreation activities and community events. ~

Policy Area: Health & Safety



Photo Source: <http://www.democratandchronicle.com>



Photo Source: <http://www.hflsoccer.com>

Health & Safety Policy Statement

It is the policy of the Village to be a community that values the physical, intellectual, and emotional well-being of our children, adults, and senior citizens. We strive to have public services, civic organizations, and religious institutions that contribute to healthy lifestyles and the wellness of our residents. These include the safety and peace of mind provided by the Monroe County Sheriff's Office, as well as our fire department and ambulance service. Our existing water, sewer, and transportation systems directly contribute to the overall health of the Village. The well-being of our residents is supported by the HF-L School District, park system, public library, historical society, faith community, and various service organizations throughout the community. The collective efforts of these services and groups will continue to be an invaluable asset to the community. Therefore, it is critical that the current level of service they provide be adjusted over time to meet the needs of our residents as our population changes.

Objectives

- A. Provide services or access to the services necessary to ensure the health, safety, and welfare of residents.
- B. Ensure that the provision of public services do not negatively impact the historic and visual resources of the Village.
- C. Develop a transportation system that promotes a sense-of-place by preserving and enhancing the aesthetic, historic, and environmental qualities of the Village.
- D. Develop a multi-modal transportation system that promotes a healthy lifestyle with increased opportunities for bicycling, walking, and transit use.
- E. Support efforts to increase the amount of locally produced food available to our residents.
- F. Ensure volunteer support meets the community's needs as they change over time.

Implementation Items

1. Enhance bike accommodations within the Village by:
 - Applying for grants that focus on bicycle travel and bicyclist amenities.
 - Partnering with regional municipalities to create an interconnected bike trail system.
 - Add striping and signage to bike trail on Monroe Street.
2. Address the elder and handicap population needs as the community grows.
3. Establish an afternoon Village Stretch & Walk Program among the Village and Town offices, and business community.
4. Consider the feasibility and benefit of a Village Farmers' Market.
5. Cultivate a community garden.
6. For the review of development plans, major reconstruction plans, or village projects:
 - Assign village personnel to cross reference plans with the Monroe County Hazard Mitigation Plan to ensure compatibility with the Plan and the Village's intent as a participant.
 - Include Public Safety services and school district representation so they may advise about implications related to delivering Public Safety services and transportation safety.
7. Review and revise, as necessary, village code and laws to ensure new and existing roadways continue to support multi-modal transportation (e.g. bicycles, pedestrians, cars, trucks, etc.) options where appropriate.
8. Sponsor public health programs (such as blood pressure screenings, blood drives, etc.).
9. Explore potential traffic calming measures on roads throughout the Village.
 - Improve transition along West Main Street corridor into downtown.
 - Revisit the potential for a multi-modal round-about at Pine Trail and West Main Street.
 - Work with NYSDOT to improve pedestrian safety on Monroe Street.



The number of communities that are starting to address health related issues is growing rapidly throughout the country. Community gardens (shown above) and Stretch & Walk Programs (shown below) are just two examples that may succeed in Honeoye Falls.



Policy Area: Natural Resources & Sustainability



Natural Resources & Sustainability Policy Statement

It is the policy of the Village to be a community that preserves and sustains the quality of our natural resources through the combined efforts of our residents, businesses and government. Sound development practices, appropriate regulations and community stewardship should be employed to reduce or eliminate the degradation of these resources. In particular, special attention should be given to protect Honeoye Creek and our village parks due to their environmental, aesthetic, and recreational value.

Objectives

- A. Minimize the community's environmental footprint.
- B. Ensure that future private development activities protect and sustain our environment in a manner that fosters our village's traditional character.
- C. Focus stewardship efforts on the health of Honeoye Creek.
- D. Expand the reduction, reuse and recycling of appropriate materials.

Implementation Items

1. Determine if the Village has, or should have, a defined role with the maintenance and/or repair of the two (2) dams in Honeoye Creek and the railroad abutment upstream of the falls.
2. Continue to abate storm water entry into the Village Sanitary System.
3. Review and revise village zoning and laws to ensure protection of the natural environment, and sustainable development practices.
4. Promote and support the use of green design in buildings and infrastructure throughout the Village.
5. Explore green technologies and energy conservation techniques.
6. Preserve tree lined streets and promote street tree maintenance.
7. Establish a sustainability campaign that includes the following:
 - Educating residents about the importance of the Village's ecological footprint and what they can do to help;
 - Promoting recycling efforts throughout the community; and
 - Placing dual public waste receptacles in the downtown area that offer both trash and recycling options.
8. Incentivizing Leadership in Energy and Environmental Design (LEED) strategies in building development and renovations, as well as neighborhood planning efforts.
9. Review and revise construction specifications for the Village in order to include LEED strategies and sustainability considerations.
10. Identify areas where the creek can be incorporated into the Village fabric, increasing public access.
11. Ensure village compliance with the State Environmental Quality Review (SEQR) procedures to mitigate environmental impacts of projects and decisions within the Village.
12. Consider revisions to the Village's code or Design Criteria that would require new development to preserve significant natural features or percentage of green space, and work with existing grading where possible.



The placement of recycling receptacles next to trash bins in areas that get a high number of pedestrians is an easy way to increase recycling efforts and reduce a community's ecological footprint.

Policy Area: Government Partnerships



Government Partnerships Policy Statement

It is the policy of the Village to remain a model for effective delivery of governmental services and decision-making. Over the next decade the community will continue to foster an atmosphere where open communication is valued and stakeholders respect one another. In order to achieve our vision, the Village must have regional partnerships that strengthen our economy, protect sensitive environmental areas, preserve our local character and enhance the quality of life for residents. The Village recognizes that its well-being is directly tied to the Town of Mendon and other local government jurisdictions; therefore, the success of these relationships is critical to our collective future.

Objectives

- A. Capitalize on shared service opportunities to ensure cost effective and efficient governmental practices.
- B. Strengthen relationships with surrounding municipalities and public agencies to pursue common goals.
- C. Pursue joint grant opportunities to help fund local projects.
- D. Encourage and improve the ability of stakeholders to communicate with and participate in government.

Implementation Items

1. Facilitate the development of a comprehensive community calendar.
2. Hold an annual meeting for stakeholders engaged in village service contracts to review the ability of the contract to satisfy its intended purpose.
3. Continue to maintain and enhance communication efforts with village, local, and regional municipalities.
4. Consider collaborative opportunities with local municipalities for village services under the following conditions:
 - If necessary changes to an existing village service will trigger a cost increase;
 - If a percent adjustment is required for an existing village service; or
 - If there is contemplation of establishing a new village service.
5. Consider joint economic development opportunities with local municipalities. This would include evaluating the benefit of a part-time economic development coordinator for the Village and surrounding communities.
6. Increase communication and efforts to partner with the local school district on future opportunities and shared services.



~ In 2013, the Village of Honeoye Falls, the Town and Village of Lima, and the Town of Mendon entered into a collaborative summer recreation program. This joint venture is being led by Mendon as part of an effort to provide efficient, cooperative services. By partnering with the HF-L Central School District and neighboring municipalities, it allows the community to expand essential youth programming and provide more hands-on instructional support for those who need it. This partnership is a prime example of how our local governments are working together to ensure that residents stay healthy and active. ~

Future Land Use

Why Is Land Use Important?

The organization of land uses in a municipality defines the way its residents perceive their environment, organize their time, and interact with each other. Land use is the defining factor that establishes a sense of place and contributes to the character of a community. For example, cities are comprised of dense blocks with a wide variety of uses in close proximity to each other. This development pattern serves to foster a high degree of social interaction and vitality in a compact, pedestrian-friendly environment. By comparison, rural and suburban towns are more spread out and have a less diverse range of land uses. The lower density development pattern found in towns typically results in a heavy reliance on the automobile and more limited interaction among residents. The land use pattern of Honeoye Falls, like most villages, lies somewhere between the densities found in cities and towns. Most village residents would consider it the best of both worlds. The quaint mix of open space, residential neighborhoods, downtown commercial activity, light industry, and unique natural features create a place that is unique within the regional landscape. By maintaining this unique character and traditional small-town atmosphere, the Village of Honeoye Falls stands out among the surrounding communities and continues to be a desirable place to live since being incorporated in 1838.

~ One of the primary roles of a comprehensive plan is to inform future land use decisions for local governments. The tool for accomplishing this is the Future Land Use Map. ~

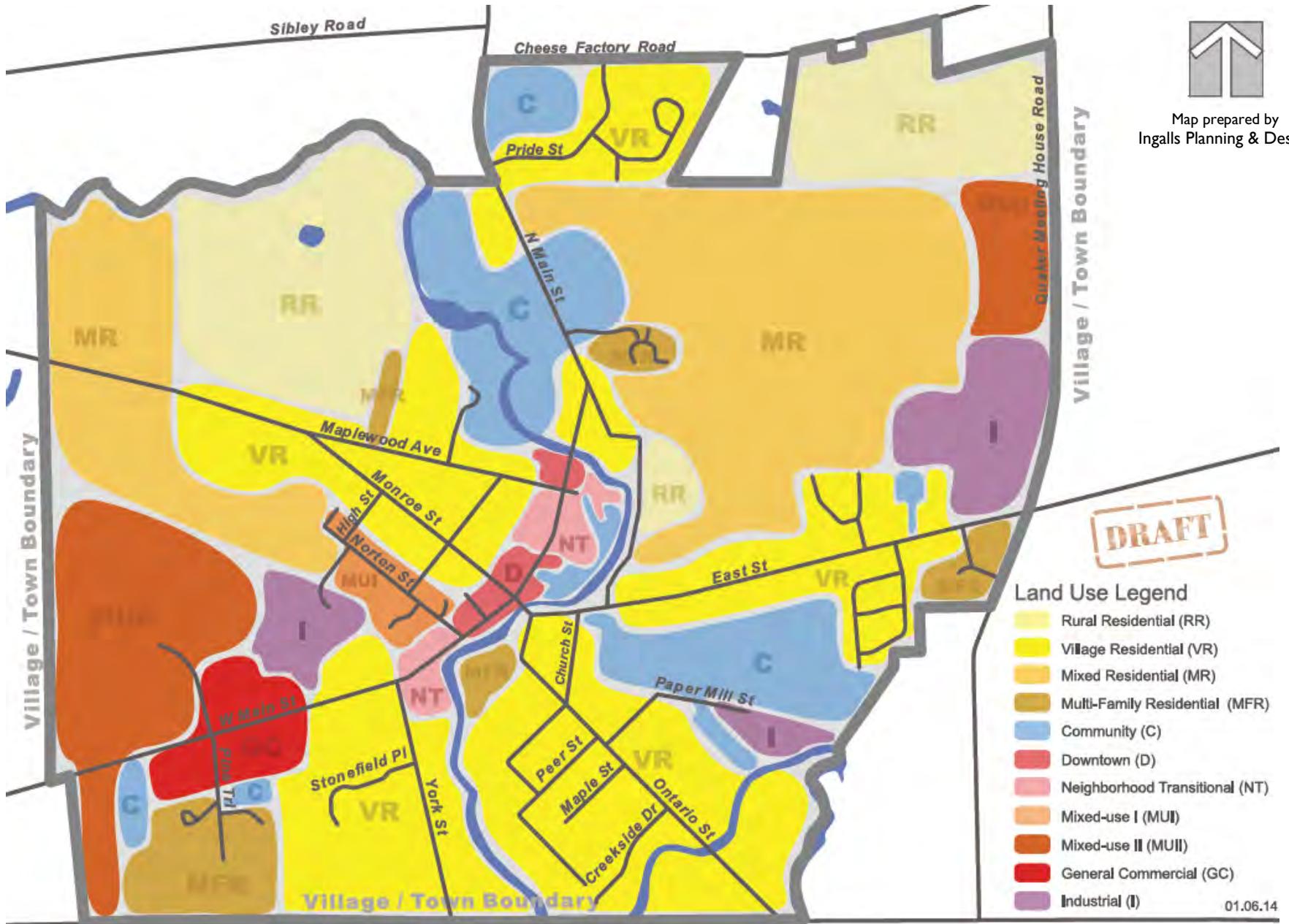
Future Land Use Plan

The Future Land Use Plan (shown in Figure 10) provides a graphic representation of the future development pattern within the Village of Honeoye Falls. The Future Land Use Map is intended to be a generalized vision for a community's land use over the next decade. The Village's Future Land Use Map contains ten land use categories. These include:

- Rural Residential
- Village Residential
- Mixed Residential
- Multi-Family Residential
- Community
- Downtown
- Mixed Use I
- Mixed Use II
- General Commercial
- Neighborhood Transitional
- Industrial

Unlike the Village Zoning Map, the Future Land Use Map does not represent clear regulatory boundaries. As a result, the exact size of the proposed land uses may change over time, while still remaining consistent with the overall intent of this Plan and the Future Land Use Map. As land use decisions are made, the Village should continue to evaluate the availability of existing infrastructure (transportation system, water supply, sewer service, etc) to support the desired development pattern.

▼ Figure 10: Future Land Use Map



Map prepared by
Ingalls Planning & Design

- Land Use Legend**
- Rural Residential (RR)
 - Village Residential (VR)
 - Mixed Residential (MR)
 - Multi-Family Residential (MFR)
 - Community (C)
 - Downtown (D)
 - Neighborhood Transitional (NT)
 - Mixed-use I (MUI)
 - Mixed-use II (MUII)
 - General Commercial (GC)
 - Industrial (I)
- 01.06.14

Future Land Use

Rural Residential (RR)

The area on the Future Land Use Map shown in tan is designated as Rural Residential. The areas designated for Rural Residential uses are located in the northeast and northwest quadrants of the Village. The low density residential development pattern (shown in the image to the right) that is characteristic of a Rural Residential designation is typically found in rural towns and not in a village setting. However, in Honeoye Falls these areas have already been developed with single family homes on large lots, and the existing development pattern is not expected to change dramatically over the next decade. The Village is supportive of the current land use pattern, but will also support the residential densities as permitted in the R-I Zoning District.

Multi-Family Residential (MFR)

There are five areas designated as Multi-family Residential on the Future Land Use Map. These are shown in brown and are distributed throughout the Village's four quadrants. Multi-family residential can include renter- or owner-occupied living options such as apartments, townhouses, or condominiums. The Future Land Use Map provides for the development of higher density living opportunities within these areas or as part a project within the areas categorized as Mixed Residential.



This image shows the existing development pattern adjacent to Cheese Factory Road and Quaker Meeting House Road. The lot sizes in this area range from approximately five acres to nearly 16 acres. By comparison, the existing R-I zoning district permits homes to be built on lots just over one-quarter of an acre. This may result in increased residential densities over time in this area.



As new multi-family housing is developed in the Village, it should create a traditional neighborhood setting and walkable streetscape.

Village Residential (VR)

The areas shown in yellow on the Future Land Use Map are designated as Village Residential. A majority of these areas consist of the oldest and most well-established neighborhoods in the Village. There are also a limited number of vacant or underutilized parcels in the Village Residential areas. Existing lot sizes typically range from one-quarter to one-half acre parcels. As new residential development occurs in these areas, it should complement the traditional neighborhood development pattern in Honeoye Falls and be consistent with the Community Preference Survey Results (shown below).

Development to be avoided & encouraged in the VR Areas



Traditional neighborhood design elements such as sidewalks, street trees, small lot sizes, minimal front setbacks, and limiting the visual presence of garages should be continued in the Village Residential areas.



These images show the existing neighborhood character that residents cite as a source of pride.



Future Land Use

Mixed Residential (MR)

The areas on the Future Land Use Map shown in dark tan are designated as Mixed Residential. The areas designated for Mixed Residential uses are located in the northeast and northwest quadrants of the Village, and consist of large tracts of vacant land. The intent of this land use category is derived from the Mixed Residence (MR) Zoning District. According to the Village Code, the purpose of the MR Zoning District is, “to provide for growth and development of the RM Districts in a manner similar to the growth and development of the residential areas which form the core of the Village. These districts acknowledge the historical character of the Village core that was built prior to a modern zoning law resulted in various size residential lots and uses. The Board of Trustees recognize and acknowledge that this type of growth and development forms the character and uniqueness of the Village.”

In order to accomplish this, the Mixed Residential Land Use areas should accomplish the following objectives:

- Establish neighborhoods that are consistent with the scale of the Village and oriented towards pedestrian activity;
- Accommodate a variety of housing types, neighborhood amenities, community resources, and public facilities;
- Ensure residences and community resources, such as parks, schools, and churches, are interwoven within the neighborhood and are in close proximity to each other;
- Create a network of interconnecting streets and blocks that maintains respect for the natural landscape;
- Ensure natural features and undisturbed areas are incorporated into the open space of the neighborhood;
- Establish a coordinated transportation system with a hierarchy of appropriately designed facilities for pedestrians, bicycles, public transit, and motor vehicles;

- Develop well-configured squares, plazas, greens, landscaped streets, preserves, greenbelts, and parks that are woven into the pattern of the neighborhood and dedicated to the social interaction, recreation, and visual enjoyment of the residents;
- Design civic buildings, open spaces, and other visual features to act as landmarks, symbols, and focal points that add to the community identity;
- Ensure that private buildings form a consistent, distinct edge and define the border between the public street space and the private block interior; and
- Design the public and private realms using architecture, landscaping, and other elements that respond to the unique character of the Village and the region.

The results of the Community Preference Survey also provide a strong indication of the neighborhood scale and character that that residents would like to see developed in these areas.

~ The Mixed Residential Land Use Area encompasses a majority of the vacant land within the Village limits. ~

Development to be avoided & encouraged in the MR Areas



The Mixed Residential Land Use Area should accommodate a wide variety of living options in a traditional village setting.

The Village should complete a review of the Mixed Residential and Mixed Residential Gateway Zoning Districts to ensure that the requirements are consistent with the neighborhood policy area, the Future Land Use Map, and the Community Preference Survey results. For example, there are several existing dimensional requirements that, if implemented, may not result in the types of neighborhoods the Village desires. These include, but are not limited to, the following:

- Increase the minimum lot size to accommodate the mix of lot sizes required;
- The 35 foot front setback requirement is too large to create a village-scaled streetscape;
- The 20% lot coverage limitation will foster a more suburban development pattern, especially when applied to two- or multi-family dwellings. For example, the high scoring images of multi-family developments in the Community Preference Survey have lot coverages that range from 70 to 90%.

These recommended code changes, in conjunction with the Village’s existing design criteria will serve to ensure an attractive and walkable neighborhood rather than a tract of housing.

Future Land Use

Community (C)

For the purposes of this plan, a community resource is broadly defined as any program, service, or infrastructure that positively contributes to the Village's quality of life. The Village has a number of Community Uses and they are highlighted in blue on the Future Land Use Map. These uses include, but are not limited to, the:

- Honeoye Falls-Mendon Volunteer Ambulance Service;
- HF-L School Campus;
- St. Paul's Cemetery; and
- Sewer treatment plant.

The location of these uses are not expected to change significantly over the next decade.

Industrial (I)

Honeoye Falls supports existing operations and desires additional industrial uses. Industry provides jobs for local and regional employees, and functions as an important component of the local economy, often balancing the high costs of services required by residential uses. Industrial areas are shown in purple on the Future Land Use Map. The areas designated as Industrial are generally consistent with the Village's current zoning map with the following exceptions:

- The southern portion of the industrially zoned land situated between Pine Trail and Stonefield Place is classified as Village Residential on the Future Land Use Map. This change in policy is due to the combination of the narrow width of the tract of land and its close proximity to the single-family homes to the east and multi-family units to the west. The narrow width of the industrial land would make it difficult to be used for industrial activity and provide appropriate buffering from its residential neighbors. The northern portion of this tract is now classified as General Commercial.

- The industrially zoned land located in the southwest corner of the Village is now designated as Mixed-Use II. This land use category will provide a wider range of industrial as well as commercial uses than the current industrial zoning.

It is anticipated that a large portion of new industrial activity occurring in the Village will be developed in the area designated as Mixed Use II to the north of West Main Street.

Ideally, the Village will experience the development of new industrial operations as well as the reuse of vacant or underutilized industrial space.

Neighborhood Transitional (NT)

As shown in pink on the Future Land Use Map, there are two Neighborhood Transitional areas along Main Street. These include the portion of Main Street between Norton Street and York Street as well the portion between the Presbyterian Church and Maplewood Avenue. The Neighborhood Transitional land use category is intended to accomplish the following objectives:

- Provide an orderly transition from the Downtown area to adjacent commercial and residential land uses;
- Accommodate residential and limited office and service operations in a manner that does not detract from the residential character and preserves existing homes;
- Encourage a walkable district that is pedestrian-oriented in both design, scale, and character; and
- Prevent the use of franchise-architecture or inappropriate building designs that do not complement the Village’s cherished residential forms from the 19th and 20th centuries.
- Ensure allowable sign types and size allotments are respectful of the residential and traditional character of the neighborhood.

The Village should consider creating a new zoning district or an overlay district to accomplish these objectives. An overlay district is a regulatory tool that creates a special zoning district, placed over an existing district identifying special provisions in addition to those of the underlying base district or zone.

It is recommended that the Village require non-residential uses within the Neighborhood Transitional Area to utilize existing residential structures and prohibit front yard parking.



To be avoided



To be encouraged



To be avoided



To be encouraged

▲ Commercial development within the Neighborhood Transitional area should compliment the Village’s existing traditional residential character. Requiring rear yard parking, and signage of an appropriate scale are two ways to achieve this.

Future Land Use

General Commercial (GC)

As shown in dark red on the Future Land Use Map, future commercial uses should be placed along West Main Street, near its intersection with Pine Trail. The General Commercial Use District should generally be characterized by:

- A wider range of commercial activity than permitted in the Downtown area; and
- Building footprints that may be larger than what is permitted in Downtown.

The Village of Honeoye Falls envisions the continued growth of its commercial and mixed use area to the west of the York Street. However, rather than continuing the inefficient strip development pattern, the Village supports the development of a commercial node that extends beyond the frontage parcels to the north and south of West Main Street. The Village desires an attractive and contained General Commercial area with smaller outparcels fronting on West Main Street and larger commercial uses in the rear. Internal street networks should be organized so as to minimize curb cuts and maximize traffic flow and efficiency. Ideally, common parking lots should be located between the outparcels along the road and the larger uses to the rear. Streetscape and design elements should include tree-lined sidewalks on West Main Street, shared monument signs, pedestrian level lights along West Main Street, low-spillage lighting fixtures in the parking areas, and clearly defined pedestrian connectivity within and between sites. The Village should also continue to focus on architectural styles and building materials that reflect the more traditional character of the Village. This approach will serve to reduce the auto-oriented nature of the General Commercial area and add to the sense that it is connected to the Downtown area and the rest of the Village.

Development to be avoided & encouraged in the GC Area



The Village should ensure that the building and site design standards for the General Commercial area foster a streetscape that is attractive and comfortable for bicyclists and pedestrians in addition to automobile traffic.

Re-envisioning Great Streets

The images below show examples of two distinct highway corridors from California and Virginia. Both of these communities took the initiative to re-envision how these corridors function, look, and feel. The results of this process are illustrated in the photo-simulations on the right side of this page. Both communities desired operational enhancements and better land development practices to create a more safe and comfortable experience as you travel the corridor, while also enhancing the local “sense of place.” According to input provided by the residents of Honeoye Falls throughout this process, streetscapes and corridors that provide an attractive and comfortable environment for pedestrians and bicyclists in addition to motor vehicles are preferred.

BEFORE



AFTER



Future Land Use

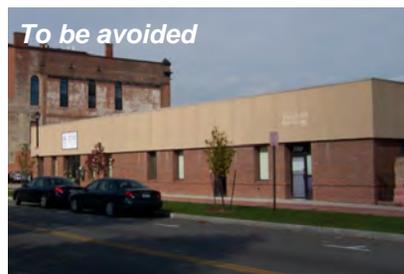
Downtown (D)

The coral area on the Future Land Use Map is designated as Downtown, the historical heart and cultural center of the Village. Throughout the comprehensive plan update process, residents clearly expressed a desire to maintain the walkability, traditional character, and mix of uses within the core of the Village. Based on the public input received during the planning process, recommendations to preserve and enhance the downtown area include:

- Encouraging a variety of commercial, office, civic, cultural, and residential uses that are interwoven within the existing downtown framework.
- Maintaining a pedestrian-oriented and human-scaled right-of-way, public realm, and streetscape.
- Establishing a coordinated transportation system with a hierarchy of appropriately designed facilities for pedestrians, bicycles, public transit, and then motor vehicles.
- Creating a network of interconnecting streets and blocks that maintain respect for the creek and other natural features.
- Dedicating well-configured squares, plazas, greens, landscaped streets, preserves, greenbelts, and parks that are woven into the pattern of the neighborhood for the social interaction, recreation, and visual enjoyment of residents and visitors.
- Designing civic buildings, open spaces, and other visual features to act as landmarks, symbols, and focal points that promote the community identity.
- Encouraging the public and private realms to use architecture, landscaping, and other design elements that respond to the traditional character of the Village.

According to the recent article, “What is walkability?” by Community Builders, successful walkable communities have three key principles: physical access and infrastructure, a variety of amenities and places to go, and proximity of those places to residential uses.

Development to be avoided & encouraged in the Downtown



▲ Consideration should be given to the scale and architectural character of future downtown development. Buildings at least two stories in height and built up to the street with facades that provide visual interest via proper fenestration and other architectural elements should be encouraged.

Basic Downtown Design Principles

Based upon the results of the Community Preference Survey, the following late 19th and early 20th century design principles are desirable in the Village.

Building Scale & Location

- Buildings should be at or close to the sidewalk.
- Buildings should be at least two (2) stories in height. One-story structures should have the scale of a two-story structure.
- Wider structures shall be broken up into smaller visual increments.

Parking

- Parking should always be screened from view.
- Parking between the building and sidewalk should be prohibited.

Facades

- First floors should be mostly transparent (windows & doors).
- Upper floors should have a lesser amount of transparency.
- Where transparency is not appropriate, architectural features (recessed areas, etc) or other visual elements must be used.
- Design elements should be used to provide visual separation between the first floor and upper floors.
- Awnings are encouraged, but they should match the shape of the window opening. Multiple awnings should be used over more than one opening.
- Wood, brick, or other traditional materials are preferred.

Signage

- Flush-mounted and projecting sign types are preferred.
- Flat sign faces are to be avoided (recessed or raised lettering and graphics are to be encouraged).
- Signage should not interfere with visual access into the building.
- Signs should be sized and placed in a manner that is consistent with the architectural features of the building.
- Business signs should not be placed higher than the first floor.

Many of these principles are reflected in the Village's Design Criteria adopted in 2009 and should continue to guide investment in the downtown area over the next decade.



Downtown Honeoye Falls already has a strong pedestrian environment, which is defined by buildings near to the street, wide sidewalks, street trees and plantings, as well as on-street parking that acts as a buffer from traffic.

Future Land Use

Mixed Use I (MUI)

The Mixed-Use I (MUI) area is shown in light orange on the Future Land Use Map. This area generally runs the stretch of Norton Street from High Street to just shy of West Main Street. Although the boundaries of the Future Land Use Map are not intended to serve as district boundaries, this area generally corresponds with the existing Traditional Village (TV) Zoning District. Similar to the goal of the zoning district, the MUI area should encourage the continuation of residential uses while also permitting professional business services and retail establishments that respect the varied uses and lot sizes of the existing neighborhood. The intent of the MUI area is consistent with that of the Traditional Village District. The following is an excerpt from the TV District purpose statement regarding the treatment of new commercial development:

“nonresidential and mixed purposes shall reflect the scale, proportion and character of nonresidential and mixed purpose buildings in the Village Business District; and/or any residential buildings in the Traditional Village District.”

Ideally, the overall character of the area should remain residential, while allowing for the adaptive reuse of existing structures and new development that respects the traditional character outlined above. Walkability is a major focus of the MUI area, as the continuation and improvement of pedestrian access and amenities is also desired.



◀ *This photo is of the recently completed mixed-use project located at the northeast corner of Norton St & Lehigh St. The is a prime example of the type of traditional character and scale that is desirable in the Mixed Use I area.*

Development to be avoided & encouraged in the MUI Area



Due to the close proximity of the MUI area to Downtown, emphasis should continue to be placed on preserving the nineteenth century character of the streetscape utilizing minimal building setbacks, facades with varied architectural elements, and parking located within the side or rear yards.

Mixed Use II (MUII)

The two dark orange areas on the Future Land Use Map are designated as Mixed-Use II (MUII). Located along the southwestern and northeastern Village borders, the intent of these areas is to allow for a mix of nonresidential uses, including commercial, industrial, and institutional uses. Although these uses may be more traffic intense by nature, the overall character of these areas should still reflect that of the traditional village model, while still encouraging flexibility of land use.

The vision for the southwest MUII area is generally consistent with the existing Mixed-Use Light Industrial Commercial District (MULICD) regulations set forth in the Village Zoning Code. Therefore, continued application of the District is encouraged. As the southwestern gateway to Honeoye Falls, this MUII area should foster a visually appealing atmosphere that accommodates pedestrians and bicyclists, as well as motor vehicle traffic. Traditional building and site design elements should continue to be required. These include locating buildings at or near to the street, parking located in the rear or side yards, and appropriate architectural features on building facades.

Due to the northeast MUII area’s proximity to the Mixed-Residential future land use area, it is reasonable to assume future commercial and institutional mixed-use developments may cater to the needs of future resident populations. The MULICD regulations should also apply to this MUII area, as it would promote development consistent with that of the desired traditional character of the Village.

The following is a summarized list of the objectives of the MULICD that are consistent with the intent of the MUII future land use areas:

- Ensure visually appealing development consistent with the existing Village character
- Ensure safe and attractive pedestrian environments
- Encourage nonresidential and mixed purpose buildings which reflect the scale, proportion, and character of that in the Traditional Village Model

- Provide activities that compliment and are diverse from those already available
- Maintain share of open space

The building height requirements of the MULICD, however, may not be consistent with the goals of the MUII. A limitation of 25 feet, or one and half stories, along roadways as wide as West Main Street do not typically provide the physical enclosure necessary to create an inviting atmosphere for motorists and pedestrians. Therefore consideration should be given to allowing taller buildings along the wider roadways in an effort to frame the street and enhance the existing streetscape.

Development to be avoided & encouraged in the MUII Area



▲ **Regardless of the use, future development should encourage a pedestrian friendly atmosphere and compliment the existing character of the Village.**

Conclusion

The crafting and development of the Village of Honeoye Falls' Comprehensive Plan has been discussed for many years, as there are countless benefits to a community adopting such a plan. Not only do Comprehensive Plans provide a long-range vision for a community, but they also provide a means for achieving said vision. By establishing priority programs or projects and strengthening efforts to complete them, a Comprehensive Plan fosters community stability and growth. Comprehensive Plans also support the development of many important community development tools, such as zoning and land use planning, budgeting, and capital improvement planning, as well as efforts to pursue grant opportunities and cultural or economic investment.

Any community that seeks to thrive long into the future should articulate their overall vision and objectives within a Comprehensive Plan in an effort to ensure that future decisions are consistent with those outlined in the Plan. This document is not intended to foreclose future decision-making, but rather serve as a guidance document for both current and future elected officials, appointed committees, and other community leaders as they continue to shape our Village over the next decade.

The elements of our Comprehensive Plan were developed with the help of Village officials and staff, as well as a number of volunteer members who were selected to represent the diverse opinions, desires, needs, and goals of our community. It was important to the Village to solicit input from the general public as well throughout the Comprehensive Planning process, as it is intended to represent the Village community as a whole. Although the Plan may not specifically address the concerns or desires of every resident, the document attempts to understand and tie together the varying opinions of the community in a way that embodies the broader public majority.

Our Comprehensive Plan is also a document that reflects on the history of the Honeoye Falls, and its strong desire to maintain and enhance our character while fostering prosperity and growth within

the community. The intent of the Comprehensive Plan is not to simply preserve our past or prescribe change, but to enrich the fabric and culture of the Village that continues to be at the core of our community's values today. As a result, the Plan utilizes both the historical and existing context of our Village in an attempt to provide for both current and future populations.

Because of the future-oriented nature of the Comprehensive Plan, it should be acknowledged as a "living document" that requires continual updates to ensure that it accurately addresses the changing environment of the Village. As markets vary and continue to develop, the Plan should be revisited and revised as necessary to reflect the ever-evolving opinions, desires, and needs of our community.

The implementation of our Comprehensive Plan was designed to occur at many levels. While the Village will endeavor to undertake some of the action items as part of its governmental practice, the cooperation of the private sector, school districts, and neighboring communities will be necessary to achieve many of our common policies. Though all of the objectives contained within the Plan are considered important to the community, they cannot be accomplished simultaneously. Rather, the implementation of these goals will be staged over a period of years, dependent upon their respective time and monetary requirements.

With the formal adoption of the Comprehensive Plan, it is our hope that our community will collectively take the next step towards embracing and implementing this Plan for the betterment of all residents and community stakeholders within the Village of Honeoye Falls for years to come. **Thank you!**

"For any community to both survive and to move forward, it must have a vision and a plan." ~ Mayor Rick Milne

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Crafted By:

