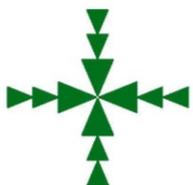




*Town of Geneva, New York*  
**Comprehensive  
Plan**  
*October 2015*



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# Introduction

## Purpose of the Plan

A community is a dynamic, ever evolving enterprise, driven by the needs and innovation of its residents. It is critical that the citizens comprising the community influence this evolutionary process to ensure to the extent possible that their community evolves in the direction that they desire. Otherwise, economic and social forces from beyond its border can dictate the future.

In New York, local citizens and government can take action to better control their future through enacting and implementing local policies regarding land use, transportation and environmental planning. The purpose of this comprehensive plan is two-fold: to create a vision for the future for the Town of Geneva; and to provide tools that the Town can implement in the coming years to achieve that vision.

## Planning Context

The new comprehensive plan is not a standalone policy document. It follows and supplements a variety of local and regional planning documents that have been consulted in the course of preparing this plan. These include:

- Town of Geneva Comprehensive Plan Update, 2006
- Town of Geneva Agricultural Enhancement and Farm Protection Plan, 2009
- Town of Geneva Zoning Code
- Re-envisioning Routes 5 and 20, 2013
- Route 14 Corridor Management Plan, 2007
- Route 14 Scenic By-Way Planning Project, 2004

In addition to the above planning documents, the consultants have interviewed a number of local and regional officials and agencies from the City of Geneva, Ontario County Planning Department, Genesee Regional Transportation Council and Genesee-Finger Lakes Regional Planning and Development Council. The consultants have also contacted and obtained data and information from State of New York Department of Transportation and Genesee-Finger Lakes Regional Planning and Development Council to prepare this plan.

This plan recognizes the critical role that collaboration between the Town of Geneva and its municipal neighbors, regional planning and transportation agencies, non-governmental agencies, and Town residents plays in the implementation of the proposed recommendations.

## History of the Town

The Town of Geneva<sup>1</sup> is located in what was originally territory of the historic Seneca People who are also part of the Iroquois League. The Seneca had a settlement, known as Kanadesaga, located about 2 miles north and west of Seneca Lake. Kanadesaga was one of the more important Seneca towns and served as a British outpost during the Revolutionary War. The Americans, however, destroyed the town, during the Sullivan Expedition of 1779, as well as the winter stores. Another Seneca village, Kashong, was located on the west shore of Seneca Lake at the mouth of Kashong Creek.

Post-Revolution settlement dates to the late 1780s, with the creation of the Town of Seneca in 1788, which included what are now the Town of Geneva and the City of Geneva. The small settlement at the head of Seneca Lake within the Town of Seneca was incorporated as the Village of Geneva in 1806. The Town of Geneva was created in November 1872, as a result of a division of the Town of Seneca. On January 1, 1898, the Village of Geneva received its charter as a city and became a separate jurisdiction.

Throughout the early 1800s, the town and village developed economically. A woolen mill and grist mill were built on the upper reaches of White Springs Creek in the vicinity of present day White Springs Drive. By 1806 the settlement of Geneva recorded a population of 325, some 50 houses, and several stores and public buildings, and a mill. A Dr. Caleb Benton constructed a sawmill about 7 miles to the south of the settlement on Kashong Creek. For years Kashong Creek was known as Sawmill Creek.

In 1828 the Village of Geneva and surrounding area received a major boost with completion of the Cayuga and Seneca Canal, which connected Geneva with the Erie Canal. With the arrival of the canal, industries began to spring up in the village and surrounding town. By 1867 Geneva boasted dozens of industries, including brewing and malting, carriage making, brick making, furniture manufacturing, farm implement manufacturing, foundries and iron works, manufacturing of steam boilers and hot water heaters, sawmills and planing mills, wool processing, leather tanning and boat building.

Railroads have played an important part in the growth and development of the town and city. The first railroad to serve Geneva was the Auburn & Rochester, constructed in 1841, connecting Geneva with Auburn, Seneca Falls and Waterloo to the east, and Phelps, Manchester, Canandaigua, Victor and Rochester to the west. In 1853 it was absorbed into the New York Central Railroad, tying Geneva directly to New York City and Buffalo.

In the 1870s the Geneva, Ithaca and Sayre, the Syracuse, Geneva and Corning and other railroads were built to connect Geneva with points north and south. Many of these were consolidated into the Lehigh Valley Railroad and Pennsylvania Railroad systems. The Lehigh Valley in 1892 completed a massive construction project to build a trunk line from New York City to Buffalo through Geneva. As part of the

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<sup>1</sup> The primary sources for this historical sketch are "History of Ontario County, NY, by George S. Conover and Lewis Cass Aldridge (D. Mason & Co., Syracuse, NY, 1893). Other sources include "Railroads & Trolley Lines of Geneva New York, a lecture by Bud Smith to the Geneva Historical Society on February 17, 1987, and the Hobart and William Smith Colleges website.

project the railroad built one of its largest passenger stations on the route, which still stands on Wilbur Avenue. In 1896 the Lehigh Valley inaugurated its famous Black Diamond Express passenger service from New York to Buffalo, through Geneva.

Although today several of the railroads that ran through the town have been abandoned, and passenger service no longer exists, they still serve the freight needs of industry in the town and city. The Finger Lakes Railway, organized in 1995, and based in the City of Geneva, now operates the rail lines. The railroad operates approximately 150 miles of track in Ontario and five surrounding counties.

In the 1870s and 1880s food processing industries began to be established, including a flour mill and a food processor to can fruits and vegetables from the surrounding region. These food-processing industries were indicative of the importance of fruits and vegetable-based agriculture in the Town of Geneva.

The town however was not only known for its agricultural production, but also as the center of a prosperous and dynamic nursery industry. As early as 1817, fruit trees, grapes and berry shrubs were being produced in Geneva for planting elsewhere. These early nurseries developed new varieties of fruits and perfected the practice of grafting rootstock to mass-produce their product. In 1846, Thomas, William and Edward Smith established a nursery in the town. By 1892 Thomas and William had grown the nursery business to some 900 acres of land, of which 400 acres were in fruit and ornamental nursery stock.

The importance of agriculture in Geneva was manifested in 1882 with the establishment of the New York Agricultural Experiment Station. Its mission was to promote the interest of agriculture in New York through scientific investigation, and dissemination of new knowledge to the state's farmers. Today the Geneva Experiment Station continues its mission from its research campus and on several hundred acres of experimental fields and plots in the towns of Geneva and Seneca.

Between 1815 and 1820 John Henry Hobart, bishop of the Episcopal Diocese of New York, and local leaders began organizing to form an institution of higher education in Geneva. In 1822 Geneva Hall was completed on South Main Street and a charter was granted to Geneva College in 1825. The college grew and added medicine to its curriculum in 1834. The Medical Institution of Geneva College made history in 1847 by accepting Elizabeth Blackwell, the first woman medical student in the US. Blackwell would graduate in 1849 at the head of her class and go on to a distinguished career in medicine. In 1852 Geneva College was renamed Hobart College in honor of Bishop Hobart.

In 1908 William Smith, a highly successful local nurseryman, founded William Smith School for Women. He envisioned his new school as a nondenominational institution dedicated to liberal arts education for women. From the beginning, the William Smith School shared instruction and facilities with adjacent Hobart College. As both schools matured and grew during the mid-20th century, they developed an innovative coordinated approach to educating students. Today Hobart and William Smith Colleges share the same campus, faculty, administration and curriculum. Each college, however, continues to maintain its own traditions, deans, student government and athletic teams.

Throughout the 1800s, the town continued to be relatively rural and agrarian in character. Aside from scattered farmsteads and rural homes, there was little in the form of residential development. Around 1890, however, there began to be some organized residential development, which showed up on the 1902 USGS topographic map in the form of small platted subdivisions along Reed Street and White Springs Road on the western periphery of the city. Aerial images from 1938 reveal limited residential development extending out from the city proper, notably in the form of the extension of Genesee Street to Gambee Road, an area that at that time was in close proximity to local industries and railroad facilities. In 1938 also there was little evidence of lakeshore residential development south of Bellhurst Castle. Much of the residential development in the town has occurred since the 1950s and has been concentrated in the White Springs Road and Slosson Lane area. Since 1960, the area east and west of the NYS 5, US 20 and Pre-Emption Road has been developed as a suburban commercial shopping area.

Although it has evolved tremendously over the past 230 years, from the early days as Geneva Village in the Town of Seneca, agriculture, industry and education and research are still the economic drivers for the Town of Geneva. With an appropriate level of planning, and action by the Town in collaboration with the City of Geneva and other public and private partners, the community can continue to evolve and prosper.

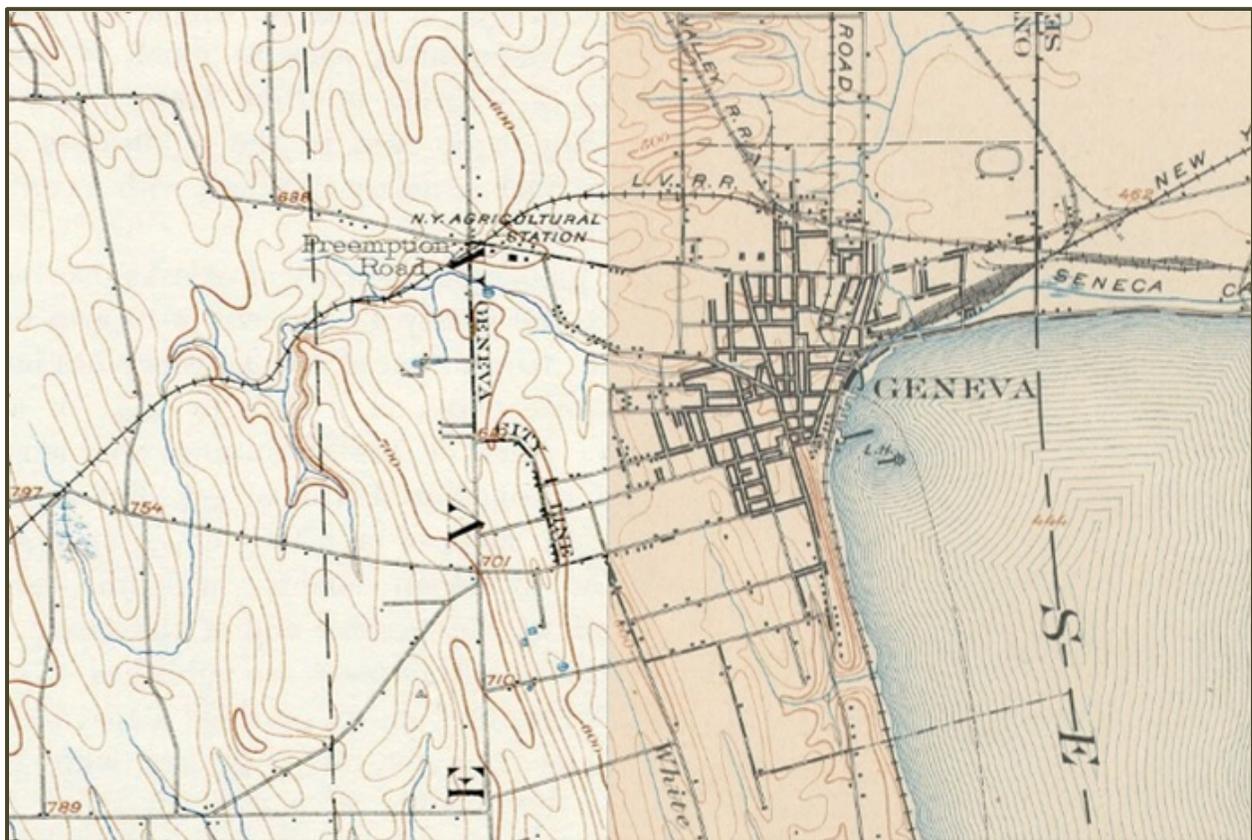


Figure 1: Section of the Town of Geneva, 1902 USGS Phelps and Geneva 15 Minute Topographic Maps

## Community Vision

### Vision Statement

The vision statement is a brief, overarching statement of the ultimate purpose of the comprehensive plan. In the case of a community, the vision statement is best described as a collective ideal of what the future of the community will be like, or could be like:

*The Town of Geneva aspires to be a thriving, diverse, and sustainable community that balances livability, environmental preservation, and commerce. Future growth should occur in a compact, sustainable form within existing developed areas close to the City of Geneva, which is a commercial and cultural center. The landscape will continue to be predominantly agrarian, accentuated by woodlands, a varied terrain, historic homes and farmsteads, and vistas of Seneca Lake.*

It is not possible to achieve this vision all at once and some aspects may not be attainable. A starting place is to define a series of goals and objectives that can be broken down into realistic actions that collectively allow the vision to be realized. Even if not all the actions are completed, completing some can position the Town of Geneva community so that it has a positive stance for addressing the challenges that come with change.

# Plan Goals and Recommendations

## Proposed Land Use

Although the Town of Geneva can expect to experience slow to moderate growth in the coming decades, it is important nonetheless to plan for that growth and to channel it into those areas most appropriate for growth. This includes residential, commercial and industrial growth.

### *Goal*

*Anticipate and accommodate changes in land use that benefit the community overall and provide for a more environmentally sustainable community and diversified economy consistent with the agricultural and rural character of the Town of Geneva.*

The basic principles underlying the land use plan are:

- Promote a pattern of growth that is more environmentally and economically sustainable;
- Provide for continued economic development;
- Provide for a diverse mix of quality housing for a diverse population;
- Protect the quality of life in existing neighborhoods;
- Protect the agricultural land resources;
- Protect the water resources;
- Make efficient use of existing public infrastructure and services;
- Recognize that the health and vitality of the City of Geneva and Town of Geneva are interconnected.

The Future Land Use Map (Map 1) outlines a pattern of land use that reflects the above principles. The specific locations and character of the land uses will be determined in detail through zoning district boundaries and use regulations. The Town of Geneva should adopt a new set of zoning regulations that implements the proposed land use patterns.

The following describe the proposed land allocations by use category:

### *Agriculture/Open Space*

Areas of the Town where agriculture and agriculture related land uses and agricultural support services such as on-farm direct marketing enterprises, agri-tourism and small scale businesses that provide services to the farm community will be the pre-eminent land uses. The policy of the Town of Geneva will be to promote the preservation of agricultural land resources and the long-term economic viability of agriculture. In addition to agriculture, these areas contain significant woodlands and wetlands that are both critical ecological and scenic assets and should be protected. A limited amount of residential development is expected to continue within these areas.

### *Residential Lake*

These areas along the shore of Seneca Lake are generally developed with smaller lots containing seasonal and year-round homes. Town policy for these areas will be to protect the existing single-family character of neighborhoods by controlling the scale of new construction through appropriate regulations to govern land uses, building size, lot coverage and lot setbacks. Development of shoreline and marine structures, the protection of existing tree canopy and control of soil erosion and sedimentation into the lake are important to protect existing investments and the lake resource itself.

### *Residential Medium Density*

These areas are in close proximity to the City of Geneva and generally date back to the early 20<sup>th</sup> Century; this is where infill development opportunities exist. However, those neighborhoods with unique historic residential character and quality should be protected from incompatible non-residential development.



*Seneca Lake is a key ecological and recreational resource for the Town.*

### *Residential Rural*

These areas are characterized by scattered large-lot residential development, generally on lands not as well suited to agriculture as other rural lands. Land uses in these areas should continue to be limited to lower density residential development and open space uses. Subdivision design should use clustering as a means of preserving contiguous open space, ecologically sensitive areas, and scenic views should be encouraged. Although there are some opportunities for further residential development within these areas, expansion of development should be discouraged.

### *Residential Suburban*

These areas, generally closer to the city, were largely developed in the latter half of the 20<sup>th</sup> Century and are typically served by public water and sewer service. Densities are in the range of 2 to 3 dwellings per acre. These areas provide opportunity for accommodating a substantial amount of future residential development at the same level of density as has historically occurred. With the use of cluster subdivision design and other tools, these areas can accommodate a variety of housing types and infill development while still protecting existing neighborhood character and quality of life.

### *Commercial*

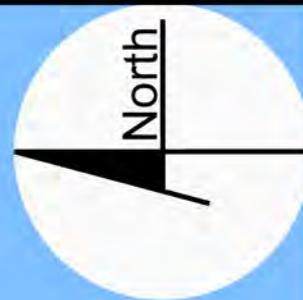
These are areas where a mix of small- and large- scale commercial development can occur. Much of this land is located along the NYS 5/US 20 corridor and CR 6. These areas offer opportunity for both new commercial development as well as redevelopment of existing properties. In addition, there are scattered opportunities for small -scale retail development along NYS 14 south of the city, including lakeshore marina and other tourism -based commercial development.

### *Light Industrial*

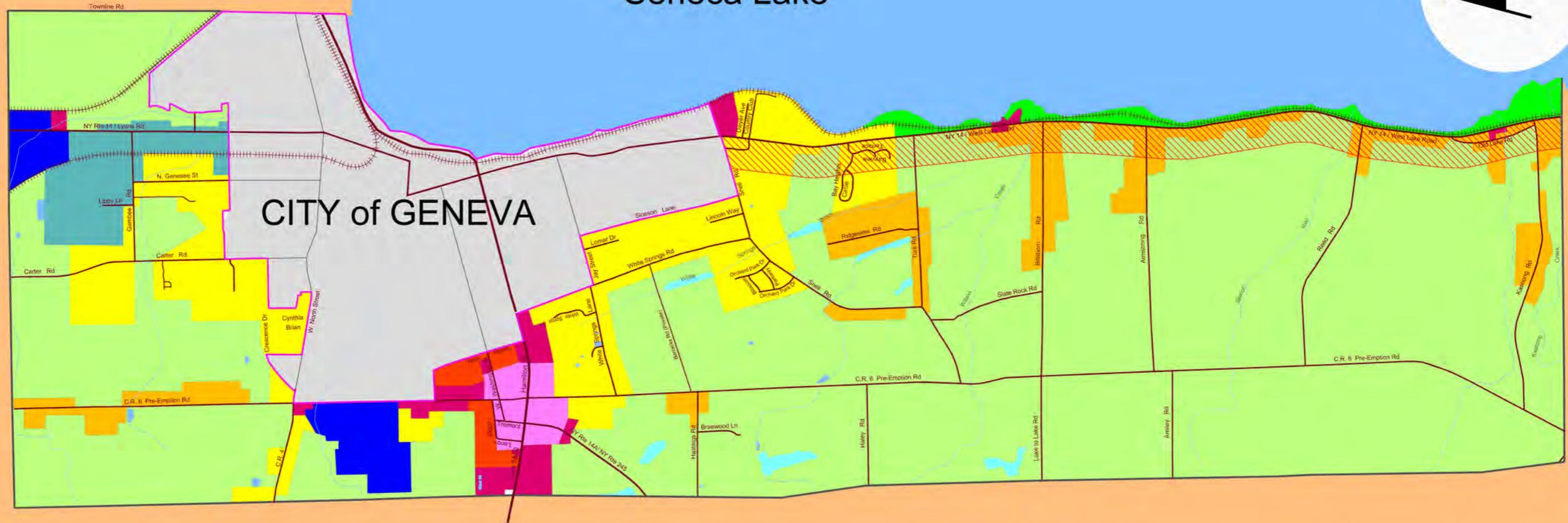
Approximately 240 acres of land are proposed for light industrial uses. Light industry is a class of manufacturing that assembles finished products from components manufactured elsewhere, with limited onsite processing of raw materials. Other uses envisioned for these areas include research and development facilities and office facilities.

### *Industrial*

Conventional manufacturing still plays an important role in the local economy. Recognizing this, additional lands in the vicinity of NYS 14 and Gambee Road are allocated to accommodate manufacturing growth where there is access to rail service and the NYS Thruway at Exit 42. The amount of acreage allocated for industrial use will provide approximately 150 acres for future expansion of conventional manufacturing in the town. While providing potential for this additional industrial development, the Future Land Use Map also recognizes the presence of major wetlands to the east of NYS 14, and woodland and agricultural lands to the north and west. Moreover, development of the lands off Pre-Emption Street currently zoned for industrial uses would require considerable public investment to upgrade truck access to this area.



Seneca Lake



CITY of GENEVA

# TOWN OF GENEVA COMPREHENSIVE PLAN

## LEGEND

-  Agriculture/Open Space
-  Residential Lake
-  Residential Medium Density
-  Residential Rural
-  Residential Suburban
-  Commercial
-  Town Center Mixed Use
-  Light Industrial
-  Industrial
-  Lakeview Overlay

## Map 1 Future Land Use



### Lake View Overlay District

This existing overlay zone provided for in Section 165-28.1 of the Zoning Code provides for limited types of commercial development by special use permit along the west (uphill) side of NYS 14 south of Geneva. The objective of this overlay zone is to permit tourism and leisure-oriented commercial uses such as restaurants, shops and small hotels in a manner that also protects surrounding residential areas, important viewsheds and the character of the NYS 14 corridor. In addition to limitations on types of businesses, the overlay zone requires substantial setbacks from property lines and NYS 14 and includes limits on height and bulk of buildings. The Town should modify this overlay zone as follows:

- Reduce the depth of the overlay district from 2,000 feet to 1,000 feet to reduce intrusion into agricultural and residential areas uphill of NYS 14;
- Define “tourist related business;”
- Include more detailed design standards for parking and landscaping including limits on parking within front yard areas and minimum requirements for landscape screenings.

In summary, the proposed Future Land Use Map attempts to balance multiple goals including: promoting a more sustainable future while accommodating additional modest growth, protecting agricultural and ecological resources, and accommodating the potential for new economic development. Figure 4.1 below illustrates the breakdown of the above proposed land uses by percentages. It shows that even given full (but not likely) build-out, between 75% and 80% of the Town will remain rural in character, with its ecological and open space assets protected.

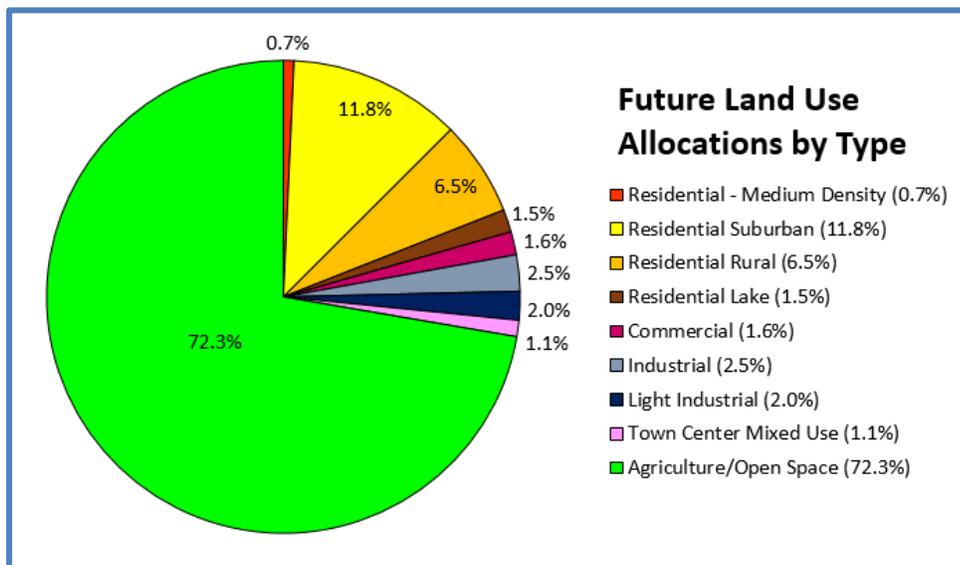


Figure 2: Future Land Allocations by Land Use Type

## Town Center Concept

Although the NYS 5/US 20 corridor and surrounding areas present a number of development challenges, there are opportunities for creating a more dynamic and sustainable community. Using the principles of Smart Growth and Climate Smart Communities, the Town can provide for the diverse types of housing needed for an evolving community.

The Town should provide a vision for the future of the area; allocate a level of density necessary to make re-investment cost effective (particularly compared to greenfield sites further out); and ensure that the zoning framework is one in which the private sector is encouraged to undertake residential and commercial development.

The proposed town center will be a mixed-use area centered on the intersection of NYS 5/US 20 and CR 6 (Pre-Emption Road) that:

- Promotes redevelopment of existing commercial properties;
- Envisions new compact residential neighborhoods with access to public parks and bicycle/pedestrian paths, public transit routes, as well as shops and services within 1/4 of a mile of most residents;
- Envisions re-creation of NYS 5/US 20 and CR 6 as urban boulevards within the town center;
- Provides for a dense network of internal pedestrian walkways, as well as pedestrian linkages to the sidewalk network within the City of Geneva to the east;
- Places between 600 and 700 housing units within 1 mile of the Hamilton Street shopping area of the city, within 1.5 to 2.5 miles of four of the largest employers in the area: Hobart and William Smith Colleges, NYS Agricultural Experiment Station, Geneva General Hospital, and Geneva City School District schools.

An important principle underlying the proposed town center is design management, the process by which the community can guide future development in a manner that creates a unique identity and sense of place. It involves not only the location of development and support infrastructure such as streets and utilities, but also specific design standards for both public and private improvements. Quality design, quality in construction and quality in materials are critical to creating a desirable character for the new community.

This plan recognizes that growth is a process that has a variable rate over time as market conditions change. The plan provides options for allowing the rate of development to occur based on market conditions, while managing the location and character of the new development. The plan also recognizes the small town character of Geneva and for that reason, envisions the future development of the town center as low-rise in character, mostly 1 to 3 stories in height, with small neighborhood scale retail centers, and a mix of architectural and residential design, which creates a place for all members of the community.

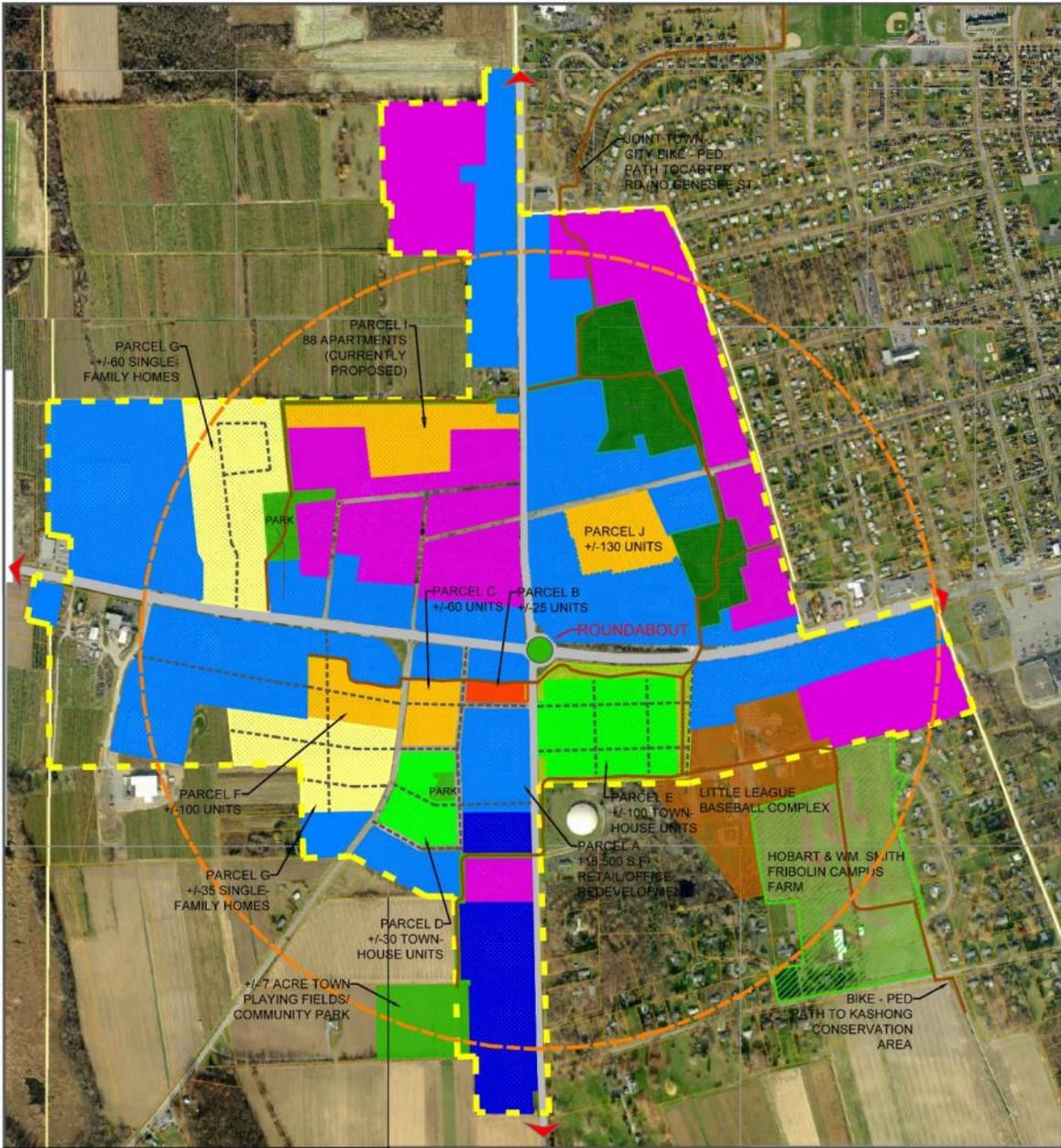
Ecological sustainability and disaster resilience are two important underlying principles in planning for the town center. If implemented as proposed, the compact character of the proposed residential

development, with a target density of about 5.2 dwellings per acre, would be the equivalent of almost 200 acres of land developed at the density permitted in the existing R-1 and R-2 residential zoning districts. The plan envisions that over 2/3 of the new homes within the town center would be constructed on approximately 40 acres of previously developed lands.

The proposed town center provides an opportunity to protect the 18-acre wetlands complex that straddles Washington Street just west of the Town/City boundary. These wetlands could serve multiple uses as a stormwater management facility, public open space, and wildlife habitat, because they are ideally located to serve as a storm water retention/infiltration and bioremediation facility, and allow implementation of a district-wide approach to stormwater management. This approach can both mitigate existing flooding issues downstream in the Town and along Castle Creek in the City and accommodate stormwater from the additional future development anticipated in the new town center.



*The row house architecture of the South Main Street neighborhood is a potential model for new residential neighborhoods in the proposed town center.*



## LEGEND

- New Residential Development - High Density
- New Residential Development - Medium High Density
- New Residential Development - Townhouses
- New Residential Development - Single-Family
- Infill Residential Development
- Infill Commercial Development
- Government/Institutional
- Proposed Park
- Wetlands Preserve/Area-Wide Stormwater Management System

- Approx. Alignment New Street
- Approx. Alignment Bicycle/Pedestrian Path
- Town Center Area Boundary
- .25 Mile Radius From Roundabout

## Map 2

# Conceptual Plan Town Center



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Sustainable Transportation Solutions, LLC

## Visualizing the Compact, Walkable Town Center

Although more densely built up than other areas of the Town of Geneva, the proposed Town Center will still be a very human scale environment for its residents. The architecture will remain the 1 to 3 story buildings of historic villages and hamlets of the Finger Lakes region. Residential streets will be designed to slow traffic and to discourage through traffic. Tree lawns and street trees will create a pleasant walking environment, encouraging residents to get out and walk to local shops and services, to a neighborhood park, or simply take a stroll.

There are many attractive and successful examples of this type of compact community development in New York State and elsewhere. Through growth management tools, such as a Form Based Code, the Town can ensure that the future development is in character with the vision set forth in this plan. Below are three.



The Park Avenue neighborhood in Rochester contains a diverse collection of single-family and multi-family dwellings, and its own small “downtown” retail district. Today it is a thriving, highly desirable neighborhood.



Kentlands in Gaithersburg, MD was developed in the 1990s is a mixed-use New Urbanism development and is a model for new community development across the country.



Radburn, NJ was begun in 1928 as a “Garden City” suburban community for white-collar workers in New York City. Completed in the 1960s, it is a mix of single-family, multi-family, condominium and cooperative housing.

Open space in a variety of forms is envisioned for this new town center. Four public parks and approximately 18 acres of preserves are proposed to be located in a manner that places a public park within 1/4 of a mile of almost all existing and future residences. In addition, some 3.3 miles of bicycle/pedestrian paths link the various neighborhoods with parks, shopping areas, and the city bikeway network. This bicycle/pedestrian network is part of a larger 6.5-mile long network of bicycle/pedestrian paths that would extend from North Genesee Street southward to the Slosson Lane/Snell Road vicinity and beyond. The network, to be developed jointly with the City of Geneva and integrated with its proposed bicycle/pedestrian paths, could link the Geneva High School/Middle School campus, Geneva Community Center, McDonough Park, the Little League Association complex, Agricultural Experiment Station and other destinations.

<b>Table 1. Anticipated Land Uses in Town Center</b>	
	<b>Acres</b>
New Residential Development	61
Infill Residential Development	80
Infill Commercial Development	139
Government/Institutional	24
New Parks	10
Stormwater Management System	18
Agriculture	18
Road Rights-of-Way & Other Lands	60
<b>Total Town Center Area</b>	<b>411 acres</b>
<b>Bike/Ped Path Network*</b>	<b>3.3 miles</b>

\* Includes only portion of bike/ped path network within Growth Target Area. Total length of proposed network is approximately 6.5 miles.

## Transportation and Accessibility

The existing transportation system is dependent on automobile usage with some recreational needs served by limited bikeways and other facilities. Pedestrian infrastructure in the Town is limited. Mass transit service is minimal and serves a targeted community. The population forecast does not project a significant increase in population for the Town of Geneva, and improvements or enhancements to existing transit services may not be warranted. Nevertheless, the Town should strive to reduce automobile dependency where possible and develop a transportation system that encourages the use of other modes of transportation.

Development of the proposed town center as a compact mixed-use development provides the opportunity to increase the use of other modes of transportation. The town center concept would result in activities that increase pedestrian and bicycle traffic, and improve prospects for increased use of transit services connecting to the City of Geneva and other activity centers. While there may be some increase in vehicular traffic, this increase would be less than what would be generated by conventional suburban development. The traffic forecast as the result of town center development indicates that the existing transportation system and the network envisioned for the town center will accommodate the future growth.

Sidewalk and bicycle facility improvements are important in the proposed town center core and eastward to the City of Geneva. These improvements will enhance residents' mobility, encourage them to use different modes of transport, and promote a more sustainable community. This concept is known as "complete streets:" streets that provide a safe and attractive environment for all forms of transportation, including auto, public transit, pedestrian and bicycle in all weather and all seasons. Complete streets also include provisions for better control of stormwater runoff, including on-site retention and infiltration. Both NYS 5/US 20 and CR 6 within the proposed town center have more than adequate right-of-way, and, in some locations, more than adequate lane width to make changes to the existing road geometry to accommodate safer and more attractive sidewalks and street landscaping, and promoting bicycle use (Map 03). These improvements will enhance safety, mobility, promote recreational use and reduce automobile dependency. (See also Design Connect Report in Appendix 3.)

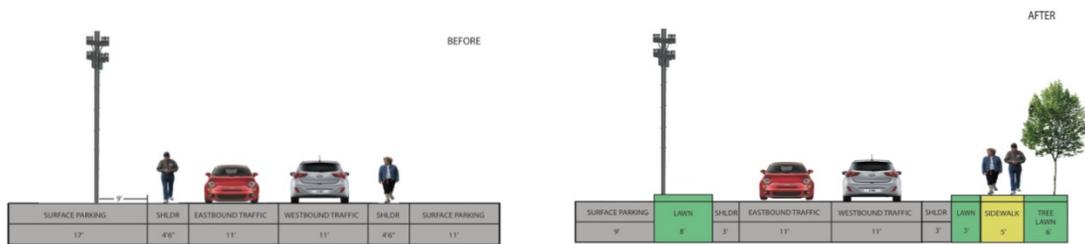
### **Goal:**

*Provide improved accessibility and mobility for all users, and where feasible, provide new access to public transportation, to public facilities and to other destinations through an efficient and sustainable multi-modal transportation system.*

### **Recommendations for the Town:**

The Town of Geneva should work with the New York State Department of Transportation (NYSDoT) and Ontario County Department of Public Works (OCDPW) to develop a uniform design standard for access management along NYS 5/US 20, NYS 14A and CR 6 within the town center, as well as for NYS 14 north and south of the city.

- An essential element in the planning and design for these corridors is implementation of the NYSDoT Context Sensitive Design policy. Context sensitive design strives to provide a highway design that is in harmony with the host community. This will allow safer and more efficient operation of vehicular traffic as well as encouraging pedestrian and bicycle use. Specific recommendations include:
  - Improve visual cues to alert drivers to changes in street configuration and adjacent land use activities; improve signage and street pavement markings along major arterials to better indicate the transition from rural areas of the Town to suburban and urban areas;
  - Use available street and road right-of-ways where feasible for bio-retention basins to slow and treat stormwater runoff through absorption, transpiration through vegetation, and interception;
  - Evaluate parking regulations for possible reductions in number of spaces required for different uses, encourage shared parking and parking landscape provisions to reduce the amount of impervious pavement;
- Work with NYSDoT and OCDPW to obtain reduced speed limits in the following locations:
  - NYS 14 in the residential areas south of the city;
  - NYS 5/US 20 through the proposed town center to the City of Geneva;
  - CR 6 between CR 4 to the north and Barracks Road to the south;
  - NYS 14 north of the city.
- Promote more vigorous traffic law enforcement in general and especially along residential and collector roads to reduce cut-through truck traffic.
- Develop a network of bicycle and pedestrian linkages to connect existing and future residential and activity centers with each other. (See also Appendix 3)
- Work with adjacent property owners and OCDPW to investigate the use of trees or shrubs along CR-6 to better control winter snow drifting, and enhance the aesthetic character of the route for travelers.
- Evaluate the existing signage system for clarity, visibility and better traffic regulation to enhance safety.
- Optimize the location of bus stops and evaluate the frequency and routing of bus services to encourage use.



Graphics courtesy of Design-Connect, Cornell University.



*A sidewalk along West Washington Street can enhance pedestrian safety and create a more aesthetically pleasing streetscape.*

#### ***Recommendations for the Proposed Town Center:***

- Work with NYSDoT and OCDPW to investigate reconstructing the intersection of NYS 5/US 20 and CR 6 as a roundabout. The proposed roundabout will require a diameter that will accommodate the volume of large truck traffic as well as future traffic increases within the town center. The existing expanded right-of-way however appears to be adequate to accommodate the new design. The larger diameter of the roundabout center provides the opportunity to create an attractive plaza or other gateway feature at the center of the roundabout.

According to the Federal Highway Administration, a roundabout intersection design can have significant benefits in that it can result in a low-speed environment, creating substantial safety advantages; entering traffic yields to vehicles in the roundabout proper, which can lead to excellent operational performance; and the channelization of traffic at the entrance and deflection around a center island can be effective in reducing conflict. Data indicates that converting a signalized intersection to a roundabout can result in a significant reduction in severe (injury/fatal) accidents (up to 78%) and overall accidents (up to 48%).

- Incorporate traffic calming design into all streets and arterials to create a safe and attractive pedestrian and bicycle environment for residents.
- Provide safe crossings along NYS 5/US 20 and CR 6 within the town center through geometric design and traffic signal control.
- Incorporate streetscape elements into the environment, not just as aesthetic amenities, but also to provide critical shade for a bicycle and pedestrian based transportation infrastructure. Within new developments, create a street grid system with short blocks thereby encouraging walking, and provide as many direct connections as possible between homes, retail centers and neighborhood open spaces.
- Establish street and pedestrian network design standards, including landscaping design to implement the concepts outlined in the above recommendations.

## Complete Streets

According to *Transportation for America*, approximately 76,000 people were killed while crossing or walking along a street between 1995 and 2010. It is this unsafe condition that motivates people to use their car even for short trips: the result is that more than 50 percent of vehicular trips are less than three miles. This is an important factor for traffic congestion and increased air and water pollution. Traffic congestion reduces productivity, has negative health effects, and results in a higher cost of living and loss of personal time that could be used for leisure and other healthy activities. We also have to be concerned about our aging population who may prefer not to be automobile dependent for their daily transportation needs.

The “Complete Streets” concept is one of the central keys to creating more attractive and livable communities and to promote sustainability. Local planning and policies can promote the complete street and livable community concepts. A complete street is a street designed for all users. It must be designed, constructed and maintained in a way that provides access for all users. Smart Growth America studied “Complete Streets” projects of 37 small and large sized communities across the United States and published a report in March 2015 called “Safer Streets, Stronger Economies”. The findings indicate that adopting a complete streets approach helped a majority of these communities to:

- Save significant amounts of public money by reducing the cost of providing additional roadways, storm sewer and other public services;
- Improve safety and mobility for all;
- Improve health by reducing accidents and by encouraging people to walk and bike instead of driving;
- Reduce congestion and environmental impacts of traffic.

Land use and environmental design are also important to the implementation of the complete street concept. The mix of uses in proximity to each other, designing for storm water management and low impact development in conjunction with complete streets design makes for a more livable and sustainable community.



Good street design combines a pedestrian-friendly environment, human scale construction and location at the center of a compact, walkable neighborhood. The boulevard street design (right photo) can partially mitigate the impacts of higher volume arterial streets without affecting traffic flows (photos courtesy Smart Growth America and National Complete Streets Coalition).

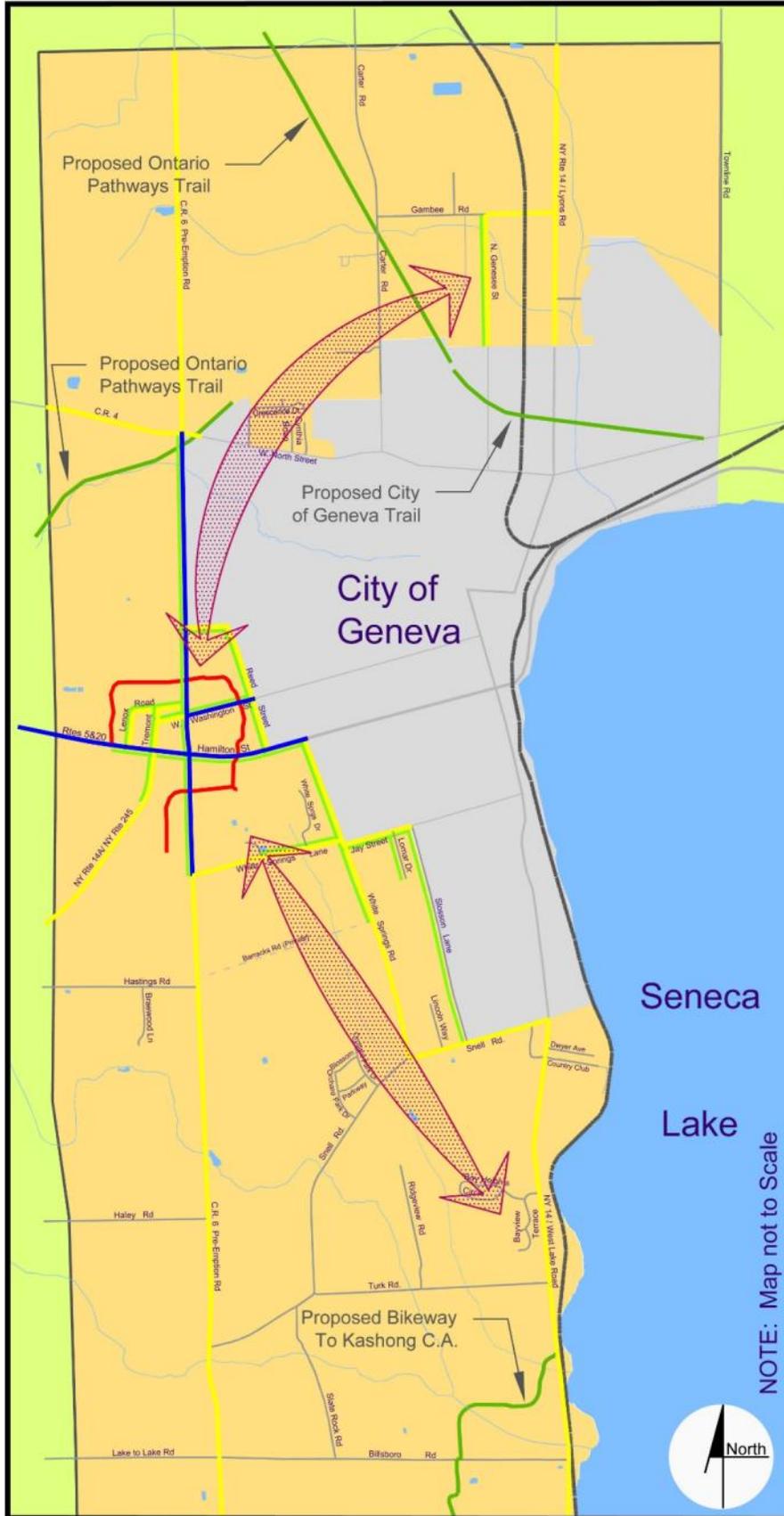
### *Recommendations for Reducing Dependency on Automobiles:*

Encouraging residents to use alternatives to the automobile will require the development of a robust network of safe and attractive bicycle and pedestrian paths. To further this goal:

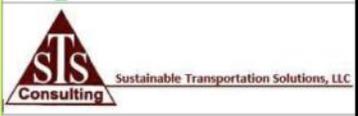
- In collaboration with the City of Geneva and Cornell University, the Town of Geneva should develop a north to south bicycle/pedestrian path that would begin in the vicinity of North Genesee Street and extend south toward the vicinity of Snell Road or Turk Road. (Map 3) This 6.5-mile path would connect a number of major recreational, shopping and employment centers along a scenic greenway. It would be a combination of Class 1, 2 and 3 bicycle routes and walkways, and serve as a year-round transportation and recreational facility for both Town and City residents. In addition to the main path, several feeder paths would connect it to locations within the new town center west of Pre-Emption Road, and in the future, it could also connect to the Ontario Pathways network of rail trails in the vicinity of the Agricultural Experiment Station. Input by residents regarding the location and design of the facility will be critical to ensuring a high quality facility that also addresses privacy, safety and security concerns.
- Develop NYS 5/US 20 and West Washington Street as Class 2 bicycle routes by providing dedicated bike lanes on these streets through use of lane striping and signs. Also, the Town should work with the State and County to designate several roadways, including NYS 14A, sections of CR 6 and CR 4, and NYS 14 north and south of the City as Class 3 bike routes. These Class 3 routes would be signed, but bicycles would share the roadway and shoulders with motor vehicles.
- Where feasible, the Town should develop a network of sidewalks to connect existing and future neighborhoods adjacent to the city with the sidewalks within the city. In doing so, the Town can strengthen the pedestrian connections to both shopping areas within the city and employment sites, such as Hobart and William Smith Colleges.



*Roundabout at the intersections of Lafayette, Richmond and Bidwell Parkway in Buffalo, a legacy of Frederick Law Olmsted's 1880 plan for the city's park system. (Photo courtesy BING Maps)*



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- LEGEND**
- Sidewalk
  - Class 1 Bikeway
  - Class 2 Bikeway
  - Class 3 Bikeway
  - Combined Class 1, 2 & 3 Bikeway

# Town of Geneva Comprehensive Plan

## Map 3 Bicycle & Pedestrian Systems

NOTE: Map not to Scale



## Agriculture

Agriculture has been, and this Plan anticipates it will continue to be, the predominant land use in the Town. Today agriculture is a relatively robust and diverse economic sector that contributes to the scenic character and growing tourism sector. There are a number of policies that the Town of Geneva should implement in order to preserve its agricultural land resources and enhance its long-term economic viability. Farm-based ancillary businesses can provide supplemental income and employment opportunities for farmers, while providing desired services in locations convenient to surrounding farm operations. Farm wineries, breweries, cheese making, bakeries and farm markets are example of such enterprises that can both enhance the viability of farm operations and promote tourism development. Care must be taken to craft zoning regulations that control the character of scale of such operations. Although the Town of Geneva cannot influence the market conditions that affect its agricultural community, it can implement land use regulations that can provide farmers with the types of flexibility they need to innovate, diversify income streams and survive in agriculture.

### **Goal:**

*Ensure that agriculture and the related agricultural economy remain an essential part of the fabric and function of the Town of Geneva.*



*Agriculture is an important economic sector and critical to maintaining the Town's scenic character.*

### *Recommendations:*

- Establish new zoning that better recognizes the importance of agriculture as a land use, protects agricultural operations, and supports continued stewardship of agricultural, water and other ecological resources;
- Establish new zoning for agricultural areas that prohibits land intensive industries such as mining, landfills, gas and salt extraction, and operations supporting such industrial activities, which could adversely impact the scenic character of the town, agri-tourism businesses, quality of life for rural residents, local road infrastructure, and water resources;
- Adopt subdivision design approaches that encourage creation of new residential lots on lesser quality soils and in a manner that would be least disruptive to agricultural operations;
- Expand the duties of the Town Agricultural Advisory Committee to include representing the farm community and advising the Town Board and other Town bodies on issues that may affect agriculture or the agricultural community and establish policies to ensure that Town boards and officials consult with the Agricultural Advisory Committee on matters pertaining to agriculture;
- Work with the agricultural community and NYS Department of Agriculture and Markets, the Ontario County Soil and Water Conservation District, and other governmental and private non-profit organizations to promote sustainable land and water resources stewardship;
- Promote economic development initiatives for agriculture that enhance the economic viability of farm operations, provide new markets for agricultural products and create opportunities for agricultural tourism;
- Provide for small scale farm based businesses operated as an accessory use to the larger farm operation;
- Work with County, State and private organizations to protect important agricultural land resources through non- regulatory means such as the purchase or donation of development rights.

## Ecological Resources and Scenic Character

A variety of ecological and cultural resources can be found throughout the Town of Geneva. Ecological resources range from woodlands to wetlands, to riparian corridors and Seneca Lake. These areas contribute ecological services including providing habitat and stormwater management while contributing to the scenic qualities of the Town.

The rich history of the Town is evident in many historic homes, barns and other structures as well as a number of old cemeteries.

### **Goal:**

*Preserve the ecological resources and scenic character of the Town for future generations.*

### **Recommendations:**

- Reduce the potential for inappropriate development in environmentally sensitive lands by adopting zoning and subdivision controls that encourage large-scale residential, commercial and industrial development in more appropriate locations;
- Adopt appropriate strategies, such as conservation subdivision design standards, to protect the streams, wetlands and other riparian resources, as well as signature views and the character of the hillsides containing important views toward and from Seneca Lake;
- Adopt regulations for ecologically sensitive areas that prohibit industries such as mining, landfills, gas and salt extraction, and operations supporting such industrial activities, which could adversely impact the ecological resources and scenic character of the town;
- Develop and implement unified plans for better managing and treating stormwater runoff from the NYS 5/US 20 and CR 6 commercial areas and the industrial areas along NYS 14, in the Marsh Creek watershed, including best management practices such as bioretention and remediation;
- Work with local agencies, farmers and other property owners to identify and eliminate sources of nutrient loading and urban run-off pollutants into streams and Seneca Lake.
- Investigate the feasibility of a program to acquire conservation easements on key ecological and open space resources through purchase or donation, including significant wetland and woodland resources, agricultural lands and other open spaces lands such as scenic views toward Seneca Lake.

## Managing Stormwater

*Best Management Practices (BMPs) for stormwater management are measures to mitigate impact of land use changes on both the quantity and quality of runoff. Generally, BMPs include measures for quality control of water run-off from development or road building. They are designed to reduce stormwater volume, including peak flows, and urban runoff pollution through evapotranspiration, infiltration, detention, and filtration or biological and chemical actions. They can also improve water quality in receiving streams and lakes by extending the duration of outflows into natural water bodies, in effect diluting the stormwater being discharged.*

*Low Impact Development (LID) is an approach to land development (or re-development) that works with nature to manage stormwater as close to its source as possible. LID employs principles such as preserving and recreating natural landscape features, thereby minimizing effective imperviousness to create functional and appealing site drainage that treat stormwater as a resource rather than a waste product*

*Examples include:*

- *Bioretention cells, or rain gardens, are depressed areas with porous backfill under a vegetated surface that can retain up to 30% of run-off onsite.*
- *Grassed swales are shallow grass-covered hydraulic conveyance channels that help to slow runoff and facilitate infiltration.*
- *Stormwater planters and tree box filters are landscape amenities that can be placed above or below ground to treat stormwater through infiltration or filtering practices.*
- *Infiltration trenches can store water for direct infiltration into the ground, with no surface discharges.*
- *Inlet protection devices can remove sediments, oil and grease, trash, and other stormwater pollutants.*
- *Permeable pavements allow storm water to drain through the porous surface to a reservoir underneath.*
- *Sand and organic filters can remove floatables, particulate metals, and other pollutants.*
- *Green parking designs set maximums for the number of parking spaces permitted; minimize dimensions of parking spaces; utilize alternative pavers in overflow parking areas; encourage shared parking facilities.*



*Stormwater management can be both effective and visually pleasing. Stormwater planters (left) can be retrofitted into existing streets. Grass swales (right) can slow runoff and facilitate infiltration. Pervious pavers combine with rain gardens can significantly reduce stormwater runoff.*



## Kashong Conservation Area

The Kashong Conservation Area has great potential as a public open space, educational resource and natural preserve. The 86-acre site includes woods, meadows and a wetland area, as well as a stream. There are some trails, and a small parking lot. Permitted activities include low-impact, non-motorized recreational pursuits such as hiking, jogging, X-C skiing, snowshoeing, dog walking (leashed only), picnicking and nature study. The Area was a gift to the Town of Geneva by the Spedding family and is managed through a collaborative arrangement between the Town of Geneva, the Finger Lakes Land Trust, and the Kashong Conservation Area Committee. The Town should develop a formal management plan for the Kashong Conservation Area that would address among other issues:

- Provisions for increasing access for persons with all ranges of mobility;
- Vegetation management plan to ensure preservation and enhancement of meadow lands and woodland environments and habitats;
- Increasing the Area's value as an educational facility;
- Potential for future expansion to include acquisition of the Kashong Creek ravine proper, in collaboration with the Town of Benton.
- Identification of public and private funding sources for the maintenance of and improvements to the Area.



*Figure 3: Kashong Conservation Area showing proximity to the Kashong Creek Ravine.*

## Historic Preservation

Although there are numerous sites and structures in the Town of Geneva that are eligible for consideration for inclusion in the State or National Register of Historic Places, only one, Bellhurst Castle, is listed. The NY State Historic Preservation Office (SHPO) helps communities identify, evaluate, preserve, and revitalize historic, archeological, and cultural resources. SHPO also works with governments and property owners to raise awareness of the benefits of historic preservation and administers historic rehabilitation tax credits and historic preservation grants programs. These programs can provide qualified homeowners, owners of historic income-producing real property, and owners of barns an income tax credit for up to 20% of the cost of rehabilitating their properties. To further the preservation of its historic and cultural resources the Town of Geneva should:

- Work with SHPO, the Geneva Historical Society and Ontario County Historical Society to survey and document the historic structures and cultural resources of the Town;
- Encourage owners of historic properties to participate in the State- and National Register programs;
- Provide owners of historic properties information on various tax incentives programs provided by New York and the federal government to assist in the preservation of their property.
- Work with the Geneva Historical Society and the Ontario County Historical Society, and local schools to design and implement a program of local historical markers patterned on the widely used State markers.



*In addition to numerous examples of historic homes that date to the early decades of the 1800s, there are also many from the late 1800s and early 1900s that are outstanding representatives of the architecture of their times, including barns and other agricultural buildings.*

## Economic Development

Overall, the local economy appears to be in good health, supported by a mix of industry and large institutional employers such as Geneva General Hospital/Finger Lakes Health, the New York State Agricultural Experiment Station, and Hobart and William Smith Colleges.

Approximately 1.6 million square feet of industrial space have been identified in the Town, mostly concentrated along and west of the NYS 14/Lyons Road corridor. There are indications that there is little vacant industrial space available to accommodate expansion.

### **Goal:**

*Ensure that there is potential for economic growth, and a diversified, adaptable and environmentally sustainable local economy that can compete in a global economy without compromising the quality of life for Town residents.*

### **Recommendations:**

The Town of Geneva should strive to maintain, and where appropriate, expand its local economic base.

- Pursue opportunities for collaboration with City of Geneva, Ontario County and other regional economic development organizations on local economic development initiatives;
- Where appropriate work with the NYS Agricultural Experiment Station, Hobart and William Smith Colleges, and Finger Lakes Community College to promote locally based economic development initiatives;
- Collaborate with public and private sector agencies to create and maintain a community-wide, state-of-the-art system of telecommunications and information transfer technology for home, agriculture, business and industry;
  - Ensure that suitable lands are available for use in manufacturing and associated activities, including suitable lands for newer light and high technology industries, and lands with access to existing freight rail service;
- Ensure opportunities for appropriate farm-based businesses that serve the needs of the agricultural community, enhance tourism, and promote a strong local agricultural economy;
- Facilitate home-based businesses that are compatible with the character of local neighborhoods.

## Energy

Local governments and individual residents can have an impact on the issue of energy consumption and its impacts on the environment through specific actions and policies. Enhancing local energy independence and lessening dependence on fossil fuels can have benefits in terms of environmental sustainability as well as economic benefits. Reductions in energy consumption across all sectors of the community through increases in efficiency and diversifying energy resources through use of renewable energy can be achieved through efforts on the part of government and citizens.

In addition to direct action, this plan also seeks to reduce energy consumption through land use policies and investments in transportation infrastructure that can encourage more Town residents to move away from reliance on the automobile for all their transportation needs.

### **Goal**

*Increase the energy independence, security and environmental sustainability of the community through a reduction in energy consumption, a diversification of energy resources, including generation and distribution, and a focus on renewable sources.*

### **Recommendations:**

- Utilize the principles of climate-smart land use planning and neighborhood development to create zoning that promotes the creation of compact residential neighborhoods that encourage walking, use of public transit and other alternatives to the automobile;
- Review zoning and other land use regulations and revise as appropriate to ensure that they facilitate investment by businesses and homeowners in renewable energy infrastructure;
- Regularly review Town operations and facilities for energy efficiency and implement measures to decrease energy use whenever feasible;
- Collaborate with federal, state and local agencies and non-governmental organizations to promote reductions in energy use and encourage the use of renewable energy by residents, businesses and industry;
- Establish a Climate Smart Task Force to coordinate Town initiatives toward renewable energy development and energy independence. Its first task should be completion of a Climate Smart Communities inventory of fossil fuel use and greenhouse gas emissions by all sectors in the Town. In addition, practicable alternative sources of renewable energy should be identified, and residents, businesses and industry encouraged to invest in them;
- Continue and expand where feasible programs that reduce solid waste through increased reuse and recycling.

## Public Services

In order to manage the costs of government responsibly, the Town of Geneva needs to continue to find effective cost containment mechanisms to ensure a continued efficient and economical provision of high quality services.

### *Goal*

*Provide for ongoing and future public services needs while ensuring that fulfilling those needs does not burden or compromise public or private resources.*

### *Recommendation:*

- Review and update where necessary zoning and other land use codes of the Town to ensure clear and concise, user friendly regulations that also protect the character of the community and quality of life for residents;
- Provide efficient administration and staff support to the Town Board, Planning Board, Zoning Board of Appeals and other boards and advisory committees;
- Maintain and update, as needed a capital improvements program and Town highway maintenance schedule;
- Invest in strategic expansions of existing public water and sewer infrastructure based on the principles of Smart Growth and the land use recommendations of this plan, and the objectives of protecting important agricultural lands, ecological resources and scenic character, and other recommendations of this plan (see Map 8, p. 63 for existing water and sewer service areas);
- Ensure energy efficient governmental operations by consistently reviewing Town operations and facilities and identifying and implementing programs to reduce energy consumption in all forms;
- Work with local fire companies and other emergency response agencies to ensure the provision of a comprehensive system of fire, police and emergency services to Town residents and businesses;
- Continue to collaborate with the City of Geneva and other local agencies to provide recreational services to Town residents in an efficient and cost effective manner;
- Identify community needs and priorities and create a capital investment plan for the construction of a system of parks, bikeways and recreational facilities to serve the community;
- Develop and implement a plan for increasing public use of the Kashong Conservation Area and enhancing its mission of preserving ecological and open space resources;
- Identify opportunities to partner with the City of Geneva, Ontario County and non-governmental institutions for funding joint and mutually beneficial programs and infrastructure projects;
- Work with public and private sector partners to expand high-speed internet services in the community;
- Consistently review the provision of services to Town residents and be vigilant in identifying opportunities to streamline and improve the delivery of services;

- Adopt an official map to show proposed future streets, bicycle and pedestrian paths, parks and other infrastructure within the proposed town center, and develop a capital improvement plan with associated cost estimates, and financial mechanisms to fund these projects;
- Investigate the feasibility of a stormwater management district to serve the proposed Town Center area and financing mechanism for such a system.

## Parks and Recreation

Parks and recreational services are an important sub-category of public services in the Town of Geneva. The Town has historically not provided many public recreation opportunities to Town residents, but does provide some funding to the City to enhance the availability of City programs to Town residents. In addition, private not-for-profit organizations, such as the YMCA, Boys and Girls Club, and Little League Association provide recreational services. The Town should continue to collaborate with the City of Geneva and other local agencies to provide recreational services to Town residents in an efficient and cost effective manner.

In addition to maintaining existing services, the Town should consider investing in a number of park and recreational facilities to serve Town residents now and in the future. It should create a capital investment plan for the construction of a system of parks, bikeways and recreational facilities to serve the community. A number of facilities should be considered as part of a long-range plan for park and recreation facilities:

- Several small neighborhood parks that would be located within existing and future residential neighborhoods. Generally these parks would serve an area within a .25 to .50 mile radius, be approximately one acre in size, and provide playground and opportunities for informal active and passive recreation for surrounding neighborhoods. Mapping the locations of such parks now can permit the Town in the future to require park and open space dedications of land from developers.
- A community park that could provide Town residents with a variety of recreational opportunities such as family or group picnics, playgrounds, walking/jogging trails, field sports and other activities. Land already owned by the Town adjacent to Town Hall could serve this purpose. This park could include amenities such as comfort stations, picnic pavilions and other investments. The park could be built in phases, and could utilize State grant funding, local in-kind construction services provided by Town employees, and private donations of funds, materials and labor in its construction.
- Residents have identified a lakefront park on Seneca Lake as desirable. Although the Town has over 5 miles of shoreline, there is no public access to Seneca Lake. Through collaboration with private and public agencies, the Town may be able secure property and develop it for public access to the lake.

## The Wetland Park

*One of the objectives of the Town Center plan is to mitigate the impacts of excessive stormwater runoff and flooding downstream along Castle Creek. The topography of the area and natural drainage patterns create unique possibilities for better management of stormwater run-off, mitigating urban stormwater pollution and creating valuable public open space. Not so long ago wetlands were considered unproductive and even unhealthy environments. Thanks to better knowledge of their critical role in maintaining ecological balance and their capacity to restore water quality and mitigate flooding hazards, wetlands today are better appreciated and protected. Now they are being put to work as stormwater retention and treatment systems, and as a park and open space asset.*

*The opportunity exists in the area between Pre-Emption Road and Reed Street where to utilize existing wetlands for stormwater management while providing a naturalistic park setting for uses of the proposed bicycle and pedestrian path to run from North Genesee Street south to Turk Road and West Lake Road. The concept is known the “wetland park,” and combines stormwater management with wetlands rehabilitation, and a public park.*

*The components of a wetland stormwater management complex can include series of pools, earth berms and weirs that control the flow of water through the wetland. The pools are designed to safely detain excess stormwater runoff, permit some of it to infiltrate into the ground, and release some downstream in a controlled manner. Wetland plants filter out sediment and absorb other pollutants from the water as it passes through from pool to pool. The result is cleaner water being released into the environment, with benefits to Castle Creek and Seneca Lake.*

*This wetland park would supplement other stormwater infrastructure such as rain gardens, permeable pavements, infiltration trenches and grass swales, and stormwater planters and tree box filters designed into streets and parking lots upstream.*

*In addition to managing stormwater, the facility will provide valuable aquatic and terrestrial habitat. It would also provide an attractive, naturalistic landscape, through which the proposed north-south bicycle/pedestrian path would run, and a public open space resource within easy walking distance of hundreds of homes in the Town and in the Arbors and Western Gardens neighborhoods of the City.*



- A multi-use greenway that could serve as both a transportation link connecting key destinations within the Town and City and a community recreational asset. This proposed greenway would be a joint venture with the City of Geneva and extend from North Genesee Street westward then southward through the Agricultural Experiment Station and southward through City and Town neighborhoods, parks and commercial areas and ultimately to the vicinity Turk Road and NYS 14. As a multi-use trail, it would be an all-weather paved path 8-10 feet wide to ensure comfortable and safe use by walkers, joggers and bicyclists. Generally the right-of-way could be in the form of donated easements that would be located along rear or side-yard setback areas of parcels, to minimize the impact on the principal uses of the property. A minimum of 30 feet is recommended to provide adequate space for landscaped buffers between the path and adjoining uses. The greenway should also connect major destinations such as the Geneva High School/Middle School campus, the Geneva Community Center; McDonough Park; the Little League Complex as well as future neighborhood parks. Over the long term it may be feasible to extend the greenway southward to the Kashong Conservation Area.

Input by residents regarding the exact location and design of the facility will be critical to ensuring a high quality facility that also addresses privacy, safety and security concerns.



Figure 4: Proposed Bicycle/Pedestrian Greenway and Park System

- Although its primary mission is as a natural preserve and educational resource, the Kashong Conservation Area can be an important recreational asset as well. The Town should develop and implement a plan for increasing low impact public use of the Kashong Conservation Area in a manner that protects its ecological and open space resources. It should also investigate expansion of the Area over the longer term, possibly in collaboration with property owners, the Finger Lakes Land Trust and the Town of Benton to include the Kashong Creek ravine itself.

## Conclusion

The above set of recommendations for the Town of Geneva is very ambitious. Implementation will require substantial thought about land use and other policies by the Town, and a substantial commitment of Town resources to carry out. But these recommendations represent a *long-term* vision for how the Town of Geneva can adapt to changing demographics and changing economics, and evolve in the coming 20 years to a more attractive, livable, and more sustainable community.

They represent a vision for the Town of Geneva that is based on conditions that exist today, and on projections of what the future may bring. As such, this plan should be considered a work in progress. On a regular basis Town leaders and residents will have to step back, review what recommendations have or have not been implemented, and the results from those that have been implemented.

Over its history the Town of Geneva has constantly evolved, and will continue to evolve in the coming years. Conditions and priorities will change, and so the plan and its underlying assumptions must also be re-evaluated and recommendations re-adjusted.

Implementation of this plan will be a collaborative process between multiple parties. It anticipates Town of Geneva elected and appointed officials and staff working with Town residents, with the City of Geneva, Ontario County, and State of New York, and with private non-governmental organizations to implement these recommendations. Partnership is key to the implementation of this vision.

# The Town Today: Inventory and Analysis

## Population and Population Trends

<b>Table 2. Population 1960-2010</b>								
	<b>1960</b>	<b>1980</b>	<b>2000</b>	<b>2010</b>	<b>Percent Change 1960-1980</b>	<b>Percent Change 1980-2010</b>	<b>Actual Change 1960-2010</b>	<b>Percent Change 1960-2010</b>
<b>Town of Geneva</b>	2,603	3,077	3,289	3,291	18.2%	7.0%	688	26.4%
<b>City of Geneva</b>	17,286	15,133	13,613	13,261	-12.5%	-12.4%	-4,025	-23.3%
<b>Ontario County</b>	68,070	88,909	100,216	107,931	30.6%	21.4%	39,861	58.6%
<b>New York State</b>	16,782,304	17,558,072	18,976,457	19,378,102	4.6%	2.1%	2,595,798	15.5%
Source: U.S. Bureau of the Census								
Note: Between 1950 and 1960 an unspecified part of the Town of Geneva was annexed to the City of Geneva, which may possibly affect 1960 population data.								

The Town of Geneva experienced about an 18% growth in population between 1960 and 1980. Between 1980 and 2010, however, the population grew at a more modest rate of 7%, with most of that occurring between 1980 and 2000. There has been almost no growth in population since 2000, when the population was 3,289, and 2010, when the population was 3,291, in contrast to Ontario County, which has experienced growth since 2000. The City of Geneva, however, has steadily lost population, about 23% since the 1960 census, although the rate of loss has slowed since 2000, when the city population decreased about 3 percent from 13,613 to 13,269.

The median age in the Town of Geneva in 2010 was 49.1, with more 63 % of the population 40 years or older, as compared to 42.9% in 2000. Given the lack of population growth in the last ten years and comparing the age distribution in 2010 to that in 2000, the median age will most likely increase by the 2020 census, as it has over the last ten years, unless there is spike in population in the 40 or below age range. The male to female population is 48% to 52%, with the female population increasing by .5% since the 2000 census. The population is predominately white, over 90%, but there is growing diversity. The fastest growing ethnic groups are Latino/Hispanic and Asian, both of which grew at the same rate since 2000, from about 1 percent of the total population to 2 percent in 2010.

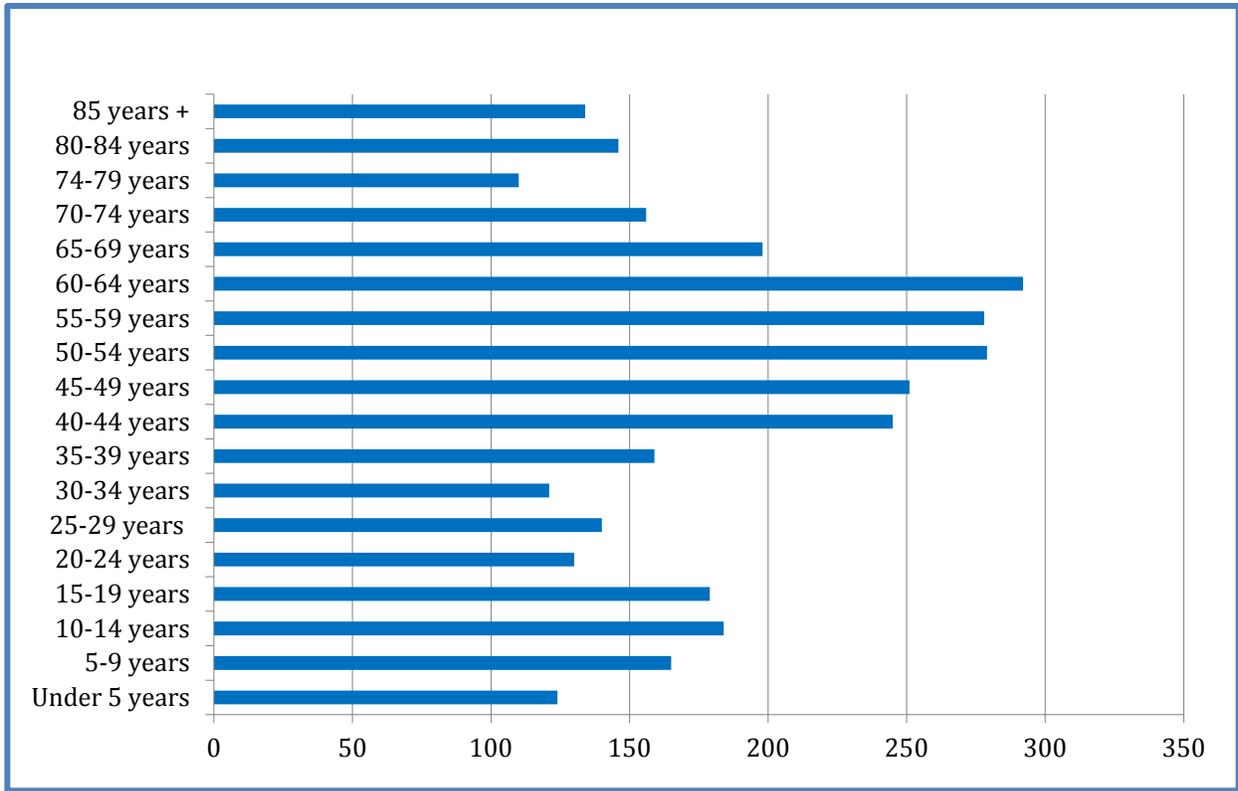


Figure 5: Age Distribution, 2010 Census

Table 3. Population by Race										
	Male	Female	White	Black/African American	American Indian/Alaska	Asian	Native Hawaii/Pacific	Some Other Race	Two or More races	Hispanic/Latino
<b>2000</b>	1,589	1,696	3,080	80	2	57	1	17	52	56
<b>2010</b>	1,574	1,717	3,056	92	2	75	1	25	40	78

Source: U.S. Bureau of the Census

### Household Size

The average household size was 2.47 people per unit for owner occupied units and 1.95 people per unit for renter occupied units.

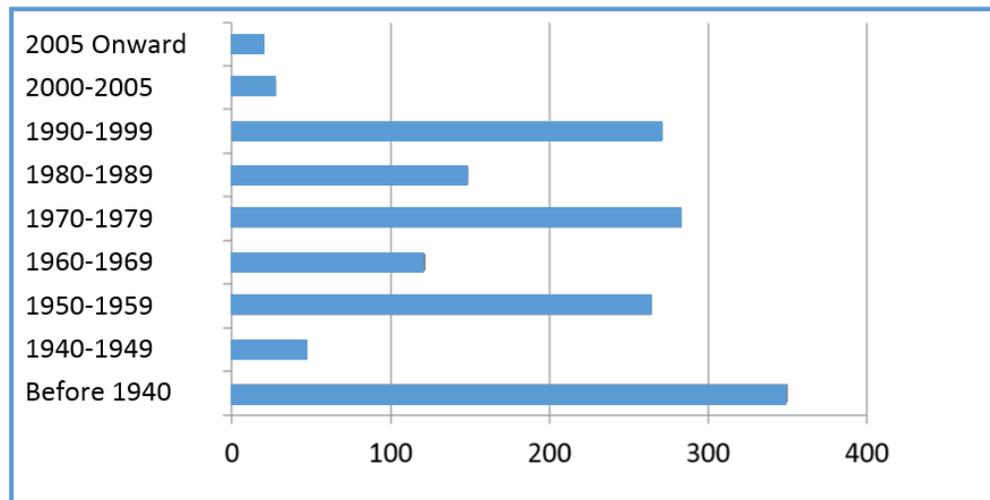
## Housing

Although concentrated close to the City of Geneva, housing is distributed throughout the town, including within the agricultural areas. The number of units increased by 92 units (5.7%) between 2000 and 2010. Over 87% of the housing units in the town are single-family homes and homeownership predominates: 64% are owner occupied and 26 % are rental. More than 85% of the housing units are heated with gas, with the remainder using fuel oil or kerosene.

**Table 4. Housing Units 2000 and 2010**

	Total Number Housing Units 2000	Total Number Housing Units 2010	Occupied Housing Units 2010	Percent Occupied 2010	Owner Occupied 2010	Renter Occupied 2010
<b>Town of Geneva</b>	1,532	1,624	1461	90.00%	1040	421
<b>City of Geneva</b>	5,564	5486	4936	90.00%	2581	2355
<b>Ontario County</b>	42,647	48,193	43,019	89.30%	31,455	11,564
<b>New York State</b>	7,679,307	8,108,103	7,317,755	90.30%	3,897,837	3,419,918

Source: US Census: 2000, 2010



*Figure 6: Housing Stock by Decade Built*

Twenty-three percent of the existing units were built before 1940; about 20% were constructed after World War 2, between 1945 and 1959. A similar percentage (18%) of units were built in the 1970s.

About 30% of all units were built after 1980. The number of permits issued since 2010 was 22, comparable to the number of permits issued between 2000 and 2005 and between 2005 and 2010.

## Land Use and Land Use Trends

The Town of Geneva is located in eastern Ontario County, on the west shore of Seneca Lake. It is bordered on the north by the Town of Phelps, on the west by the Town of Seneca, on the south by the Town of Benton, Yates County, and on the east by the Town of Waterloo, Seneca County. The Town of Geneva wraps around the City of Geneva, also located on Seneca Lake. The Town of Geneva covers approximately 19.1 square miles (12,224 acres).

In terms of topography, the Town of Geneva can be characterized as having a rolling terrain over most of its area, but rising in an east to west direction as the distance from Seneca Lake on the east increases. The highest points in the town are located along the border with the Town of Seneca and range between 700 and just over 820 feet above sea level. The lowest points in the town are located along Seneca Lake, with an elevation of around 445 feet above sea level. In the southern half of the town a number of large size ravines cut across the town in a generally southeasterly and easterly direction toward Seneca Lake. The largest streams in the town, Benton Run, Kashong Creek, and Wilson Creek occupy these ravines, which range in depth between 80 and 100 feet.

Agriculture is the predominant land use in the Town of Geneva, covering approximately 6,630 acres, or 54% of the land. (Table 5; Map 4, page 45), followed by woodland, which covers approximately 1,900 acres of land, or 16% of the town, and brush and meadow, covering just under 800 acres, or 13% of the town. Altogether agricultural lands, woodland, and brush and meadowlands cover 83% of the Town of Geneva. The agriculture land use category includes cropland, hay, orchards, vineyards, pastures and other lands dedicated to food and agricultural production. As a land use, it also includes wineries, farm breweries and cideries, as well as direct farm marketing enterprises such as roadside stands and farm markets, and agriculture-related tourism.

Woodlands include lands covered by trees with trunks generally 30 feet or taller. Brush and meadowlands is the most varied category of the three, ranging from maintained grasslands, such as golf courses and non-pasture or hay meadows, to abandoned farmland where woody shrubs and small trees have made an appearance, to lands fully covered by shrubs and small trees. Altogether about 16% of the town is covered by woodland and another 13% by brush and meadow lands.

**Table 5. Existing Land Use, Town of Geneva**

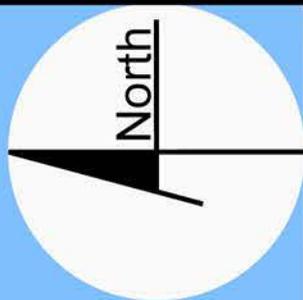
Land Use Category	Approximate Acreage	Percent of Total
<b>Agriculture,</b>	6,622	54%
<b>Woodland</b>	1,902	16%
<b>Brush and Meadow</b>	1,541	13%
<b>Residential</b>	1,311	11%
<b>Commercial</b>	212	2%
<b>Industrial</b>	137	1%
<b>Institutional</b>	101	1%
<b>Utilities (including railroads)</b>	342	3%
<b>Water</b>	23	>1%
<b>Wetlands</b>	32	>1%
<b>Total</b>	12,224	100.0%

Source: NYS Orthoimagery, ([www.orthos.dhSES.ny.gov](http://www.orthos.dhSES.ny.gov))

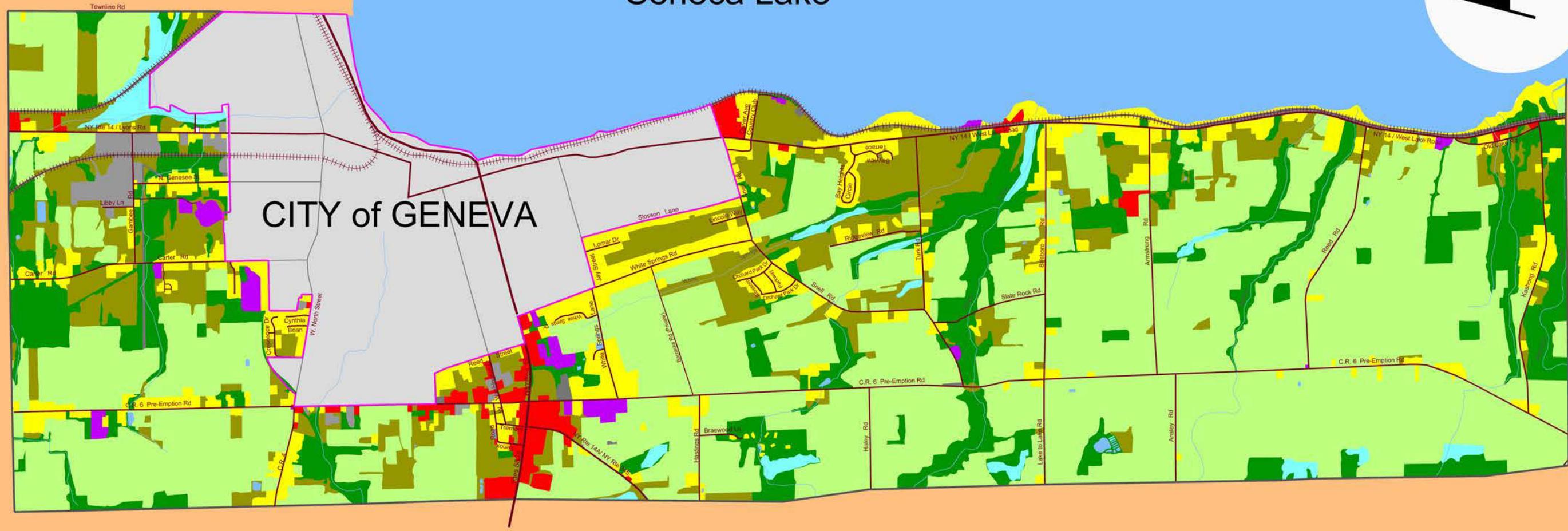
Residential development is the next largest land use category, covering approximately 1,311 acres of land, or about 11% of the town. This development is primarily in the form of single-family homes, with some multi-family development. The bulk of the residential development in the Town of Geneva, in terms of land area, is located within 0.5 to 0.75 miles of the City of Geneva. Some 65% of residential land use is located within these areas. Approximately 30% of land dedicated to residential development in the town is located in areas immediately adjacent to the city, and in many cases these areas are extension of city streets and neighborhoods. For the most part they were developed beginning after WWII, with some later infill development. (Fig. 1, page 8)

Beyond this suburban fringe, there are a number of scattered residential areas in the town, primarily along NYS 14/West Lake Rd, Pre-Emption Road north of CR 4, and along Snell, Turk, Billsboro and Kashong Roads south of the city. These are characterized by small clusters of homes, often on large lots, and represent about 22% of residential development in the town. Another 10% or residential lands are in the form of individual single-family home lots many of which are located in the areas of the town south of NYS 5 and US 20.

Lakefront residential development, comprised of homes located immediately on or adjacent to the Seneca Lake shoreline, accounts for about 7% of residential development in the town. Today the lakeshore is essentially fully developed.



Seneca Lake



CITY of GENEVA

# TOWN OF GENEVA COMPREHENSIVE PLAN

## LEGEND

-  Residential
-  Commercial
-  Industrial
-  Institutional
-  Utility
-  Agricultural
-  Woodland
-  Meadow & Brush
-  Water Body
-  Wetlands

## Map 4 Existing Land Use/ Land Cover



Commercial, industrial, utility and institutional uses occupy about 7% of the land in the town. Commercial uses are defined as retail sales and services, including stores, restaurants, offices and hotels. Based on satellite imagery, there are approximately 1.2 million square feet of commercial retail and office space in the town, occupying about 210 acres of land. Based on windshield surveys between 20% and 25% of the commercial retail and office space in the town is vacant. This vacant space is concentrated in the older strip commercial shopping centers along NYS 5 and US 20.

Industrial and utility uses include manufacturing, warehousing, railroads, and utilities infrastructure such as electric power lines, underground transmission lines and supporting infrastructure. Altogether approximately 1.6 million square feet of industrial space have been identified in the town. Industrial activity is concentrated along and west of the NYS 14/Lyons Road corridor, north of the city. Some 85% to 90% of the industrial floor area is located in this area of the town.

Institutional uses are religious and religion related uses, cemeteries, public and private schools, not-for-profit agencies such as the Boys and Girls Clubs community center, and government facilities (except pa Approximately 100 acres in the Town of Geneva are dedicated to institutional uses. The bulk of this land is in the form of cemeteries, followed by government and fire/emergency service organizations. The four major institutional land uses in the region – Geneva General Hospital, Geneva City Schools, Hobart and Williams Smith Colleges and the Cornell University Agricultural Experiment Station – are located in the city of Geneva proper, although the schools, Hobart and William Smith and Cornell all own land and some subordinate facilities within the town.

Land use in the Town of Geneva appears to be relatively stable. Comparison of 1994/95 and 2013/14 satellite imagery indicates that the Town has experienced limited growth in terms of residential, commercial and industrial development over the past two decades. Much of the residential development has been in the form of infill within existing residential areas and scattered rural residential homes. Commercial and industrial development likewise has occurred within or adjacent to existing developed areas, primarily along NYS 5 and US 20 and Pre-Emption Road/CR 6 northward from NYS 5 and US 20.

The amount of land dedicated to commercial, industrial and institutional uses has remained stable or has grown slightly since 1994. The amount of occupied retail floor area has declined in the town. This is most pronounced at the vacant shopping centers on NYS 5 and US 20. Also there are signs of surplus industrial floor space in the area north of the city.

Although subject to some conversion, the agricultural and woodland assets of the town do not appear to be threatened by significant non-agricultural development pressures. Given the relatively low population growth in the Town of Geneva over the past several decades, and trends in population and growth region-wide, modest changes in land uses in the town can be anticipated in the coming decades, and growth can be accommodated in a manner that protects the natural and scenic assets of the town.

## Environmental and Cultural Resources

The Town of Geneva is endowed with a number of environmental and cultural resources that shape its character and quality of life. They include rich agricultural soils, mature woodlands, and water resources. The town's heritage is also evident in both place names and in its architecture. (Map 5, page 49.)

Key among its water resources is Seneca Lake, which in addition to its unique scenic beauty serves as a public water supply for part of the town, and as a key recreational asset for both residents and visitors. The lake is a NYS Department of Environmental Conservation designated overwintering site for waterfowl and an important wildlife habitat.

Several streams feed into Seneca Lake. Marsh Creek flows through the northern part of the town and through the city before emptying in to the lake. A network of wetlands characterizes its course. Castle Creek begins in the Town of Seneca and flows for a short distance through the town before passing into the city.

To the south White Springs Creek, Wilson Creek, Benton Run and Kashong Creek feed into Seneca Lake from the west. Shallow ravines bordered by agricultural lands in their upper reaches and deep, wooded ravines that they have carved into the hillside as they near the lake characterize Wilson, Benton and Kashong. White Springs Creek flows southward through a combination of agricultural lands and suburban residential development before turning east and emptying into Seneca Lake. Several smaller, unnamed, streams also flow into the lake.

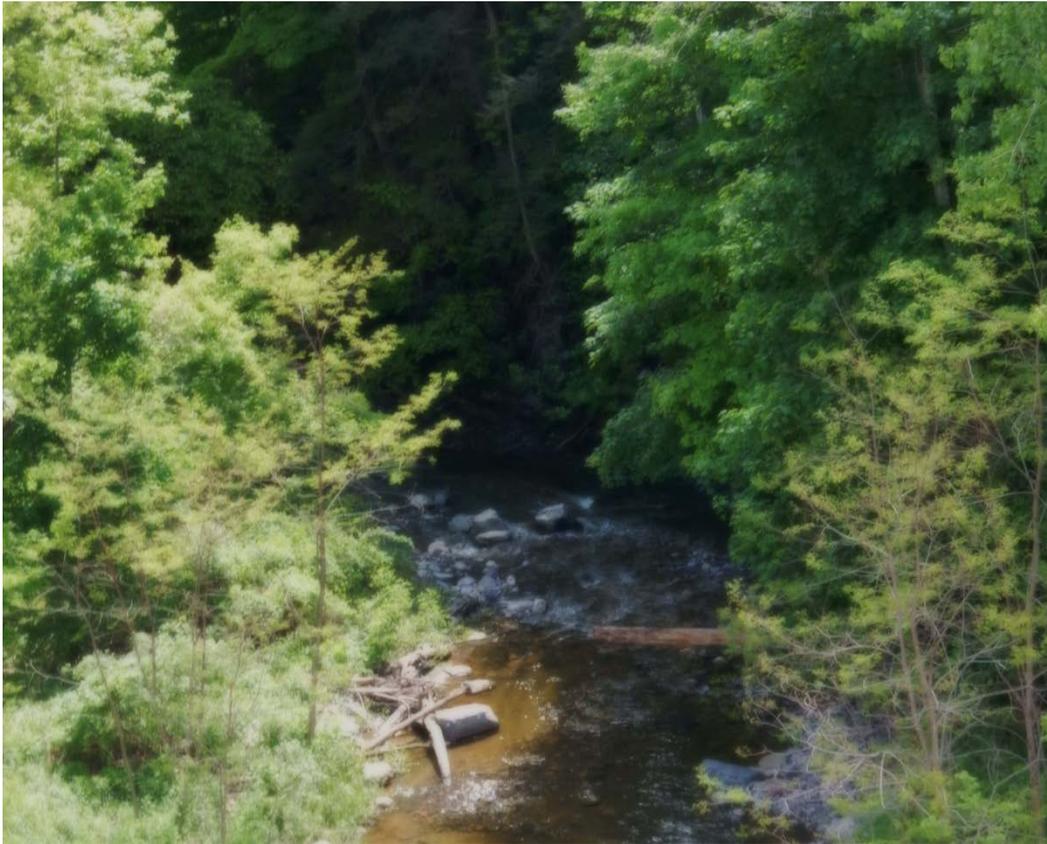
There are some 275 acres of wetland areas identified in the Town of Geneva. Wetlands are important ecological resources, providing plant, wildlife and aquatic habitat, natural water treatment and groundwater recharge systems, and provide natural flood control benefits as well. Approximately 107 acres of wetlands have been identified through satellite image interpretation and NYS DEC wetlands maps. In addition to these wetlands, a recent field survey by Professor Bruce Gilman, PhD, of Finger Lakes Community College has identified approximately 167 acres of additional wetlands in the town<sup>2</sup>. The largest concentration of wetlands is located in the areas north of the city, where there are about 260 acres of wetlands, or about 95% of the wetlands in the town that have been identified. They form an east-west corridor along a tributary of Marsh Creek located just south of Gambee Road. Most of these wetlands are located within wooded areas.

Woodlands constitute the second largest land cover in the Town of Geneva after agricultural lands, covering some 1,900 acres or about 16% of the town. The field study conducted by Gilman identified

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<sup>2</sup> While just less than 275 acres of wetlands have been identified in the town, for the land use calculations in Table 1 only the 107 acres identified in the course of creating the Land Use/Land Cover map are noted. This is due to the natural overlap between wetlands, woodlands and brush and meadowlands and how the satellite imagery has been interpreted. Generally land has been classed as wetland if there is evidence of standing water or vegetation indicating standing water on the satellite image. If there are no such indications, the land has been classed as woodlands or brush and meadow lands.

several types of woodlands in the town: Appalachian Oak-Hickory; Beech-Maple Mesic; Hemlock-Northern Hardwood; Maple-Basswood Rich Mesic and Successional Northern Hardwood. The most



*Wilson Creek downstream of Pre-Emption Road.*

prevalent type is the Successional Northern Hardwoods. These woodlands are relatively new and in Upstate New York are often the results of abandonment of agricultural lands. This appears to be the case in the Town of Geneva. Although coverage of the town is limited to the areas adjacent to Seneca Lake and Seneca County, aerial imagery from 1938 and 1954 shows that much of the land now in forest in those areas was at one time farmland.

The largest contiguous tracts of woodlands are located adjacent to and within the ravines of the major creeks in the southern part of the town, and on steeper slopes along the lakeshore. These woodlands provide both important habitat as well as protection of the steep slopes that form the ravine sides, and the aquatic habitat within the streams.

Related to the presence of successional hardwood forests in the town are the approximately 1,500 acres of brush and meadow identified within the town. These areas are located throughout the town and cover about 13% of the municipality. Brush and meadow can be covered with grasslands and herbaceous plants, woody plant and shrubs, and small saplings, or a combination of these plants. In

most cases, these areas of brush and meadow are former agricultural land in early stages of succession, however they also include the open grass lawns of golf courses and other types of maintained grassland (except hay and pastureland).

The Kashong Conservation Area is an example of a successional landscape in the town. According to the 1953 USGS topographic map, about 75% of the tract was open land, and woodland only covered the western one-fourth of the tract. Today the Kashong Conservation Area is a mix of hardwood woodland and brush and meadowland.

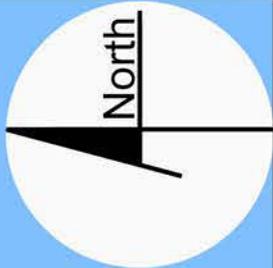
Conservation lands and outdoor recreation lands comprise another open space resource within the Town of Geneva. The approximately 80 acres of the Kashong Conservation Area off NYS 14 and Kashong Road are a permanently protected conservation area that is opened to the public for passive recreation and education purposes. Permitted activities include hiking, cross country skiing, nature study and bird watching. Use of motorized vehicles and hunting on the tract are prohibited. There is a small parking lot, portable restroom toilet and picnic area off Kashong Road. In addition a number of semi-primitive walking paths take visitors throughout the area.

Outdoor recreation lands in the Town of Geneva include two golf courses along NYS 14/West Lake Road. Together they cover about 205 acres of land. Additional outdoor recreation space are an outdoor driving range at the intersection of NYS 5 and US 20 and Pre-Emption Road, a Little League baseball complex, and the athletic field and trail at the Geneva Community Center on Carter Road.

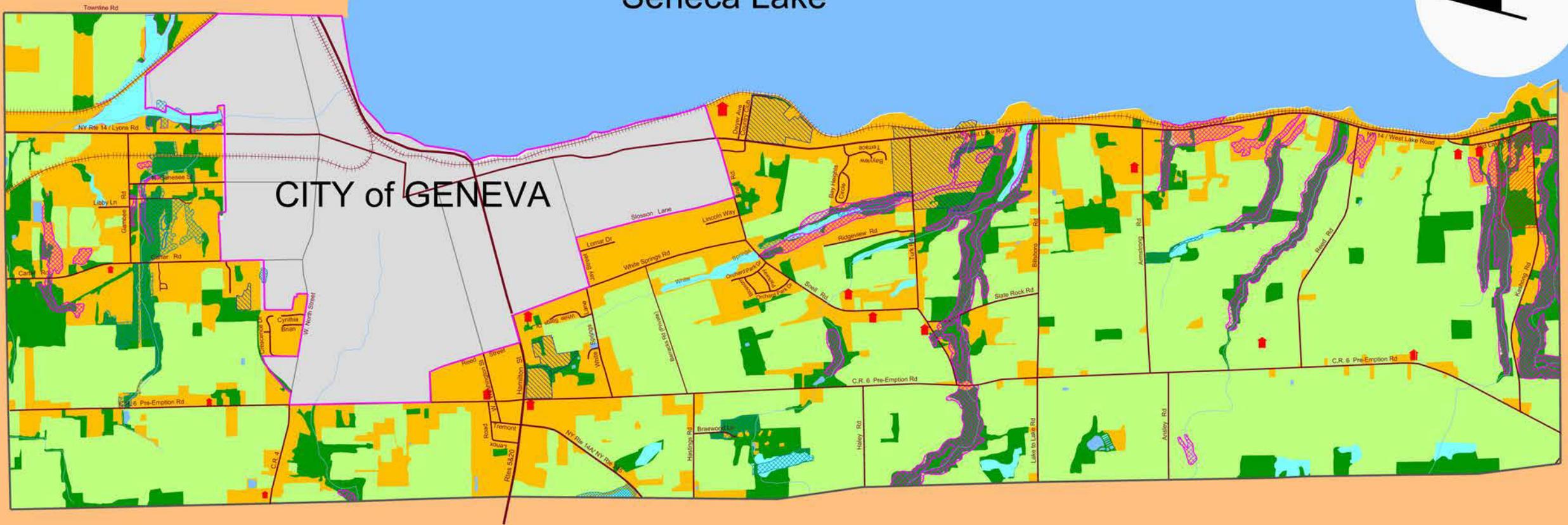
The Town of Geneva has a long history of agriculture that dates back to the Native American settlement of the area. Records from the Revolutionary War describe Kanadesaga, an important Seneca town located near the intersection of CR 4 and Pre-Emption Road as having around fifty houses, and being surrounded by orchards and cornfields. Early settlers in the town were drawn in the late 1700s and early 1800s by the rich agricultural soils. Some prospered and built substantial homes for themselves and their families. In the course of field inventories, over a dozen such homes were identified and are shown on Map 5 (page 49). They are not formally designated as “historic” in this plan document. Rather they are identified because they are relatively intact representatives of the period of early European American settlement in the town and reflect a specific period in the town’s development.

In addition to these homes, Bellhurst Castle is also shown on the map, as well as the old Town Hall on White Springs Road. Bellhurst Castle is the only structure in the Town of Geneva that is listed on the National Register of Historic Places.

There are a number of other such structures in the town, including a number of barns and other non-residential structures, as well as homes from the late 1800s and early 1900s, which may warrant consideration in an inventory of historic and cultural resources. There are also a number of known Native American archaeological sites within the town.



Seneca Lake



CITY of GENEVA

# TOWN OF GENEVA COMPREHENSIVE PLAN

## LEGEND

- Woodland
- Agricultural
- Water Body
- Wetlands
- Wetlands (Gilman)
- Steep Slopes -15%<
- Outdoor Recreation
- Conservation
- Historic Home

## Map 5 Ecological Resources



## Economy

### Employment

The Town of Geneva unemployment rate has remained under three percent since 2000. The unemployment rate within the Town increased slightly since 2000, from 2.6 to 2.8 percent, according to American Community Survey estimates conducted for the five-year time interval of 2009 and 2013. The unemployment rate for the Town of Geneva was one of the lowest unemployment rates in the State of New York. The unemployment rate for the State for 2009-2013 was 5.6 percent, 4.3 percent for the Ontario County and 4 percent for the City of Geneva. These rates are higher than in 2000 when the unemployment rate for the State of New York was 4.3 percent, Ontario County was 3.1 percent, and the City of Geneva was 4.7 percent.

### Income

Median Household Income<sup>3</sup> in the Town of Geneva between 2009 and 2013 was \$56,974, which was comparable to the statewide average, but slightly higher than Ontario County (Table 6, page 50). The City of Geneva had a lower median household income of \$37,438. The Mean Household Income for the same time period was \$71,612.

Median Family Income for the Town during the same period was \$64,643, slightly lower than those for the State of New York and Ontario County, but significantly higher than the City of Geneva at \$47,631. Mean Family Income was \$81,856.

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<sup>3</sup> Median household income as defined from US Census Information

Income of Households - This includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income. Although the household income statistics cover the past 12 months, the characteristics of individuals and the composition of households refer to the time of interview. Thus, the income of the household does not include amounts received by individuals who were members of the household during all or part of the past 12 months if these individuals no longer resided in the household at the time of interview. Similarly, income amounts reported by individuals who did not reside in the household during the past 12 months but who were members of the household at the time of interview are included. However, the composition of most households was the same during the past 12 months as at the time of interview.

The median divides the income distribution into two equal parts: one-half of the cases falling below the median income and one-half above the median. For households and families, the median income is based on the distribution of the total number of households and families including those with no income. The median income for individuals is based on individuals 15 years old and over with income. Median income for households, families, and individuals is computed on the basis of a standard distribution.

<b>Table 6. Income and Benefits - 2013</b> (Inflation Adjusted Dollars)		
<b>Total Households: 1,442</b>	<b>Households</b>	<b>Percent</b>
less than \$10,000	72	5%
\$10,000 - \$14,999	11	1%
\$15,000 - \$24,999	119	8%
\$25,000 - \$34,999	117	8%
\$35,000 - \$49,999	246	17%
\$50,000 - \$74,999	289	20%
\$75,000 - \$99,999	161	11%
\$100,000 - \$149,999	244	17%
\$150,000 - 199,999	78	5%
\$200,000 or more	45	3%
<b>Source: U.S. Census, American Community Survey, 2013</b>		

### Occupation by Industry

Agriculture employment amongst town residents has declined since 2000. Construction employment decreased by almost half in the Town, decreased in Ontario County to a lesser degree and increased in the City and statewide. According to the 2009-13 projections, 40 percent of the Town population 16 or older was employed in education, health care and social services, followed by employment in manufacturing (14.9 %), and 11% in retail and wholesale trade. New York State and Ontario County had significantly lower rates of employment in education, health and social services at 27.4 and 28.6 percent respectively. The City of Geneva had 37.6 percent in education/health and social services, comparable to that in the Town.

**Table 7. Comparison Employment by Industry by Percent:  
New York State/Ontario County/City of Geneva/Town of Geneva**

	NY 2000	NY 2009-13	ONTARIO COUNTY 2000	ONTARIO COUNTY 2009-13	CITY OF GENEVA 2000	CITY OF GENEVA 2009-13	TOWN OF GENEVA 2000	TOWN OF GENEVA 2009-13
Agriculture	0.6	0.6	1.9	1.7	1.3	0.9	2.6	1.4
Construction	5.2	5.6	6.5	5.9	3.1	4.1	6.2	3.9
Manufacturing	10	6.7	18.8	14.3	12.4	14.1	11.2	14.9
Trade	13.9	13.3	15.3	14.9	13.7	12	6.5	11
Transportation/Warehousing	5.5	2.9	3.3	3.3	1.8	2.5	4.6	5.1
Information	4.1	5.1	2.2	2.0	2.4	1.6	3.5	3.6
Finance and Insurance, Real Estate	8.8	8.2	4.1	5.0	4.0	1.6	2.4	2.9
Professional scientific, management	10.1	11.1	6.9	8.7	5.7	4.7	3.2	5.0
Education/Health/Social Services	24.3	27.4	25.4	28.6	36.7	37.6	39.8	40.4
Arts, entertainment, recreation	7.3	9.0	7.7	8.0	11.5	10.9	7.2	6.2
Other	5.1	5.1	4.4	4.6	4.5	4.7	6.0	1.2
Public Administration	5.2	4.8	3.4	3.6	3.0	5.3	6.7	4.3

Source: U.S. Census, 2000 and 2009-2013 FactFinder

## Real Property Value

The median home price in Town of Geneva in 2006-2010 was \$157,600 and the average rent was \$750 a month. The following is total assessed valuation on real property in the Town of Geneva for the year 2012-13 (in \$ Million)

**Table 8. Real Property Values by Category**

Agriculture	Residential	Commercial	Industrial	Vacant Land	Forest
\$20,540,000	\$22,973,000	\$100,528,000	\$21,619,000	\$8,721,000	\$56,100

Source: Town of Geneva

# Transportation

## Road Network, Traffic Volumes and Accident Information

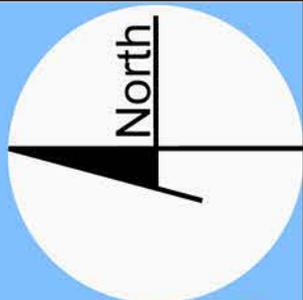
A network of state, county and municipal roadways serves the Town of Geneva (Map 6). An analysis of traffic operations along these roadways indicates that no measurable traffic congestion exist along these arteries at the present time or are expected in the future. All arterials operate at an acceptable level of service, providing mobility with no significant delay even during the weekday peak periods. The major roads with Average Daily Traffic (ADT) are shown in Figure 7. Traffic accident data shown are for a three-year period between January 2011 and December 2013.

**County Route 6:** This road is classified as a Minor Arterial to the north of NYS 5/20 and as a Collector Road to the south. It has relatively low Average Daily Traffic (ADT), based on the latest available data from 2012, ranging from 4,085 ADT south of NYS 5 and US 20 to the highest, 9,759 ADT, between CR 4 and NYS 5 and US 20. There were a total of 101 accidents in the three-year period (January 2011-December 2013) with 49 (approximately 45%) involving one vehicle colliding with fixed objects, primarily animals. There were 13 injuries, some severe. The number of accidents for the relatively low ADT road seems high and requires additional analysis and consideration of remedies to reduce accidents. In future evaluations, the speed limit, signage system and adequacy of sight distance should be assessed for possible remedies.

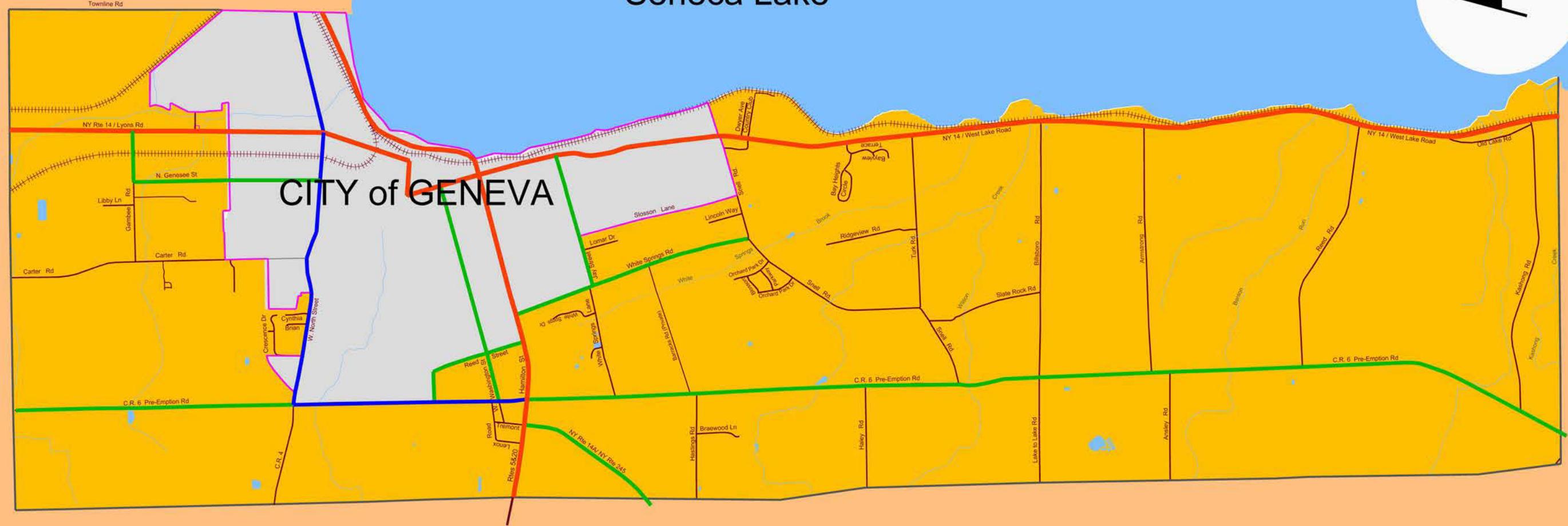
**State Road 5/20 (Canandaigua Road):** This road is classified as a Principal Arterial and has the highest ADT (2012) within Town of Geneva, ranging from 7,752 ADT west of NYS 14A and the western Town boundary to the highest of 18,171 ADT between CR 6 and the city boundary. There were a total of 21 accidents in the three year period with 15 of them (approximately 71%) involving two vehicles that included left turns, angle or rear end collisions and five striking fixed objects. There were four injuries. This number of accidents may be average for a heavily traveled Principal Arterial in New York. Most of these accidents happened at intersections, and in the future evaluation, the signal timing, lane configuration and speed limit should be assessed for possible remedies.

**County Route 4:** This road is classified as a Minor Arterial east of CR 6, where it becomes North Street in the City, with relatively low ADT of 5,268 in 2012 recorded west of CR 6. There were a total of 11 accidents in three year period, majority of them occurring near CR 6, with 5 injuries, some severe. Seven accidents (approximately 64%) involved two vehicles in left turn, angle, rear end or head on collisions. Five accidents involved striking fixed objects. This number of accidents, concentrated in one short segment of the road near CR 6, in a lightly traveled area, warrants further evaluation to consider safety measures. In future evaluations of these accidents, the lane configuration, signing, road width, adequacy of shoulder area, signal timing, and speed limits should be assessed for possible remedies.

**Carter Road:** This road is approximately one and half miles long within the Town of Geneva. No traffic counts are available. This road experienced 11 accidents in three years, the majority of them (8 accidents or 73%) involving one vehicle colliding with a fixed object, mostly animals. There was one



Seneca Lake



CITY of GENEVA

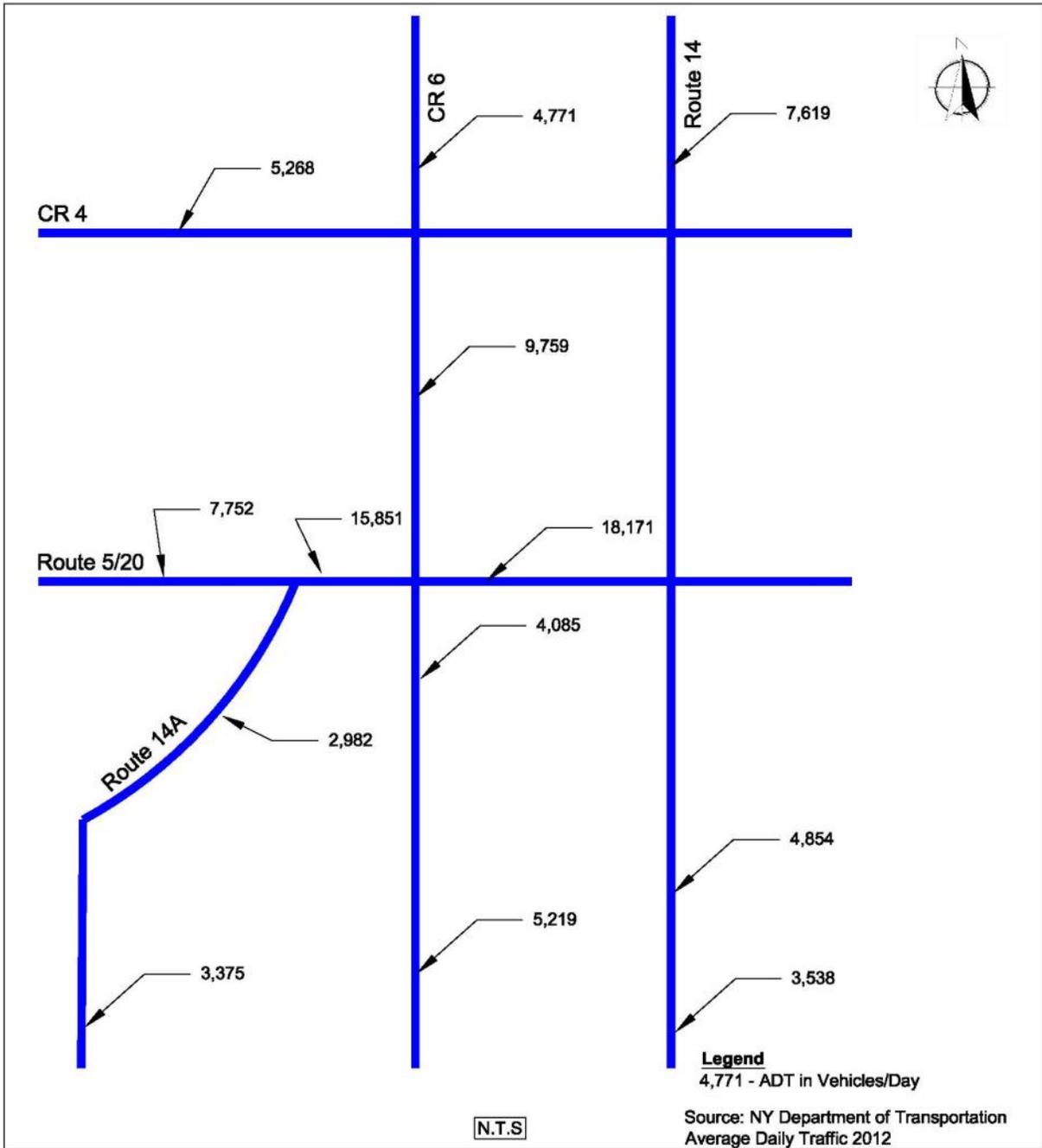
# TOWN OF GENEVA COMPREHENSIVE PLAN

## LEGEND

-  Principal Arterial
-  Minor Arterial
-  Collector Road
-  Other Roads
-  Private
-  Railroad

## Map 6 Road Classification





**Figure 7: Average Daily Traffic**



Injury. In further evaluation of safety measures for this road, speed limit and better signage should be assessed for reducing accidents.

**State Route 14:** This road has the longest two segments of any roads within the Town of Geneva, one segment north of the City of Geneva and one segment south of the city boundary. This road is classified as a Principal Arterial and has a range of 3,538 ADT to the south and as high as 7,619 ADT (2012) just to the north of the City boundary. It had 12 accidents in three years with no truck accidents, although at some point it was perceived to be a major problem that led to a study of traffic safety for NYS 14. The 2003 study found no major truck safety issues and relatively low traffic accidents for a relatively highly traveled roadway with many trucks traversing the road. The traffic accident analysis contained similar findings. Of the 12 accidents, there were two injuries and nine, or 75%, involved one vehicle colliding with a fixed object, the majority of them animals. In further evaluation, more signage warning of animal crossings, and speed limits, should be considered to limit these accidents.

## Accident Information

The Genesee Transportation Council (GTC) provided accident data for the City and Town of Geneva, New York, covering a three-year period between January 2011 and December 2013, including all roadways within the two jurisdictions. The analysis separated the accident information for the two jurisdictions and analyzed the ones in the Town of Geneva for type and location. A large number of accident information did not have either a specific location, i.e., “at driveways,” or areas with no nearby intersections or unknown type or cause of accidents. In this report, the total number of accidents and incidents of property damage or injury/fatal accidents was specified. However, the type of accident could not be identified in every case. Roads with few accidents that were not statistically significant to warrant a further evaluation for possible remedies were excluded from the analysis. The roads that warranted additional evaluation are listed in Table 9.

**Table 9: Accident Data for the Town of Geneva**

Route	Total Accidents	Property Damage	Injury	Fatal	Fixed Objects/Other	Rear End	Angle/LT	Side Swipe	Head On	Pedestrian/Bike	Truck/Bus	Comments
County Route 6	101	87	13	0	49	11	14	2	0	0	3	Above Average Accidents
Candandaigua Rd/ NYS 5&20	21	17	4	0	5	6	9	0	0	0	0	Majority were Angle/LT and RE accidents
County Route 4	11	6	5	0	4	2	3	1	1	0	0	Majority of accidents in a short segment of the road
Carter Road	11	10	1	0	8	1	2	0	0	0	0	Majority of accidents with animals/Fixed Object
NYS 14	12	10	2	0	9	0	1	0	0	0	0	Only four accidents could be positively identified as to type and location. No truck accidents is consistent with Route 14 Truck Study Final Report April 2003 showing no major truck traffic accidents.

Source: Genesee Transportation Council (GTC)

Note: The total number and type of accidents on the diagrams may not match the numbers in the accident tables due to lack of specific information on the accident data base regarding the location and type of accidents. Some accident diagrams only shows the accidents specifically identified locations and types.

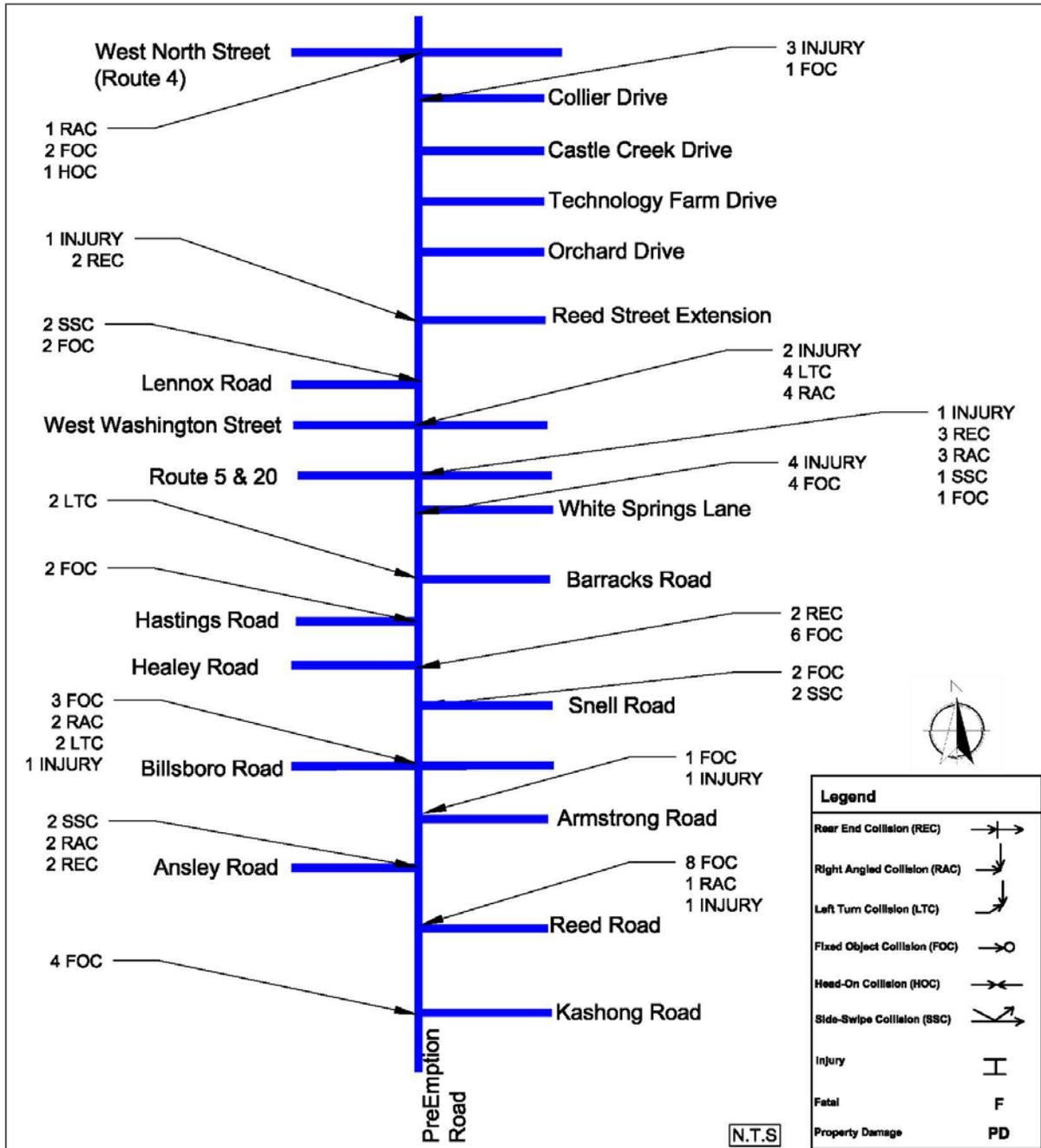
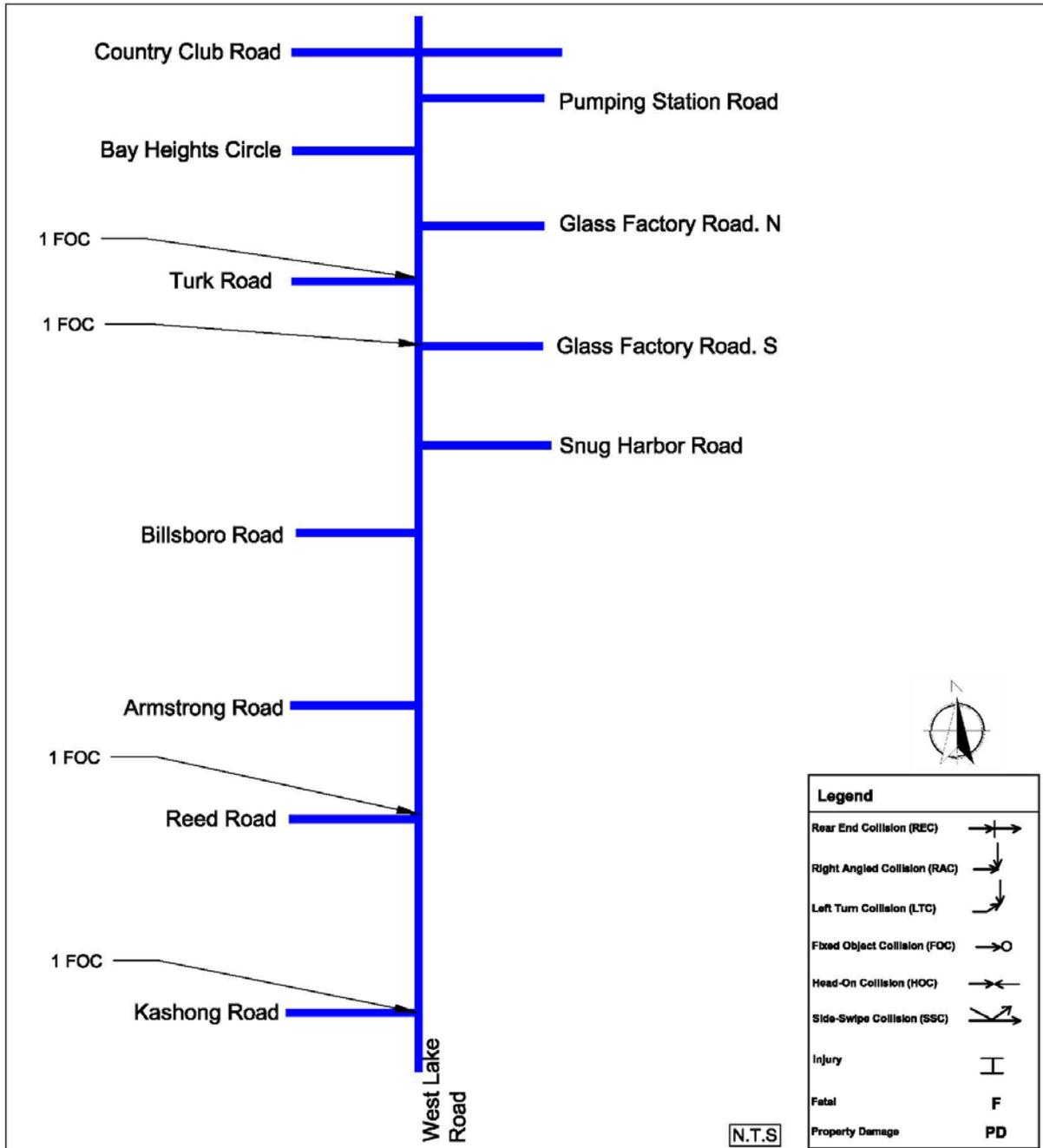


Figure 8: Pre-Emption Road (CR 6) Collision Diagram





**Figure 9: West Lake Road (NYS 14) Collision Diagram**



## Commuting

Single occupancy vehicle is the predominant commuting mode of transportation for residents of the Town of Geneva. The single occupant vehicle as the predominant choice for commuting is to be expected in a semi-rural community. In the ten-year period between 2003 and 2013 there has been a decrease in car-pooling and an increase in people working at home. This change can be attributed to the 2007 recession and after effects.

Workers residing in the Town of Geneva have cut travel time commuting by 15% since 2000, even as, during the same time period, there was a greater percentage of workers who drove alone and a decrease in the use of public transportation. This shift can be explained by the increase in the number of people who worked at home or those who used other forms of commuting.

**Table 10: Comparison of Commuting 2000 and 2009-13**

	New York State		Ontario County		City of Geneva		Town of Geneva	
	2000	2009-13	2000	2009-13	2000	2009-13	2000	2009-13
<b>Number of Workers 16 yrs./older</b>	8,211,916	8,870,713	49,951	52,228	5,667	5,976	1,408	1,487
<b>Drive Alone</b>	56.3	53.8	81.8	81.3	68.8	64.3	86.3	86.7
<b>Carpool</b>	9.2	7	9.3	8.5	11.5	12.1	8.8	6
<b>Public Transport</b>	24.4	27	0.8	0.9	1.9	0.9	0.8	0.4
<b>Walk</b>	6.2	6.4	4.0	4.2	15.9	17.5	1.6	2
<b>Other</b>	0.8	1.9	1.3	0.5	1.3	2.5	0.4	2.2
<b>Worked at home</b>	3.0	3.9	3.6	3.9	1.4	2.7	2.1	2.8
<b>Mean travel time</b>	31.7	31.6	23	22.6	16.2	16.9	19.9	16.9

Source: FactFinder, U.S. Census, 2000 Census and 2009-2013 Five Year Census Projections

## **Bicycle and Pedestrian Systems**

There are limited bicycle and pedestrian facilities in the Town of Geneva. A new sidewalk is included in the recent reconstruction of Hamilton Street/NYS 5 and US 20 westward to Tremont Street. The lack of sidewalks and other pedestrian facilities in the Town has been noted, particularly in neighborhoods closer to the city.

NYS 14 through the town is a designated State bike route that extends from the Yates County line to Sodus Point. Although not a designated bike route, Pre-Emption Road is popular with bicyclists. The roadway features relatively wide shoulders; however, traffic speed has been noted as an issue.

A local group, Ontario Pathways, was founded in 1993 to develop off-road bicycle and pedestrian paths in the county. The group's vision, partially completed to date, is to connect Geneva, Canandaigua and Phelps by rebuilding a number of abandoned railroad grades as bicycle and pedestrian facilities. The Town of Geneva has the opportunity to partner with this organization and other local governments to develop these paths and others that will promote bicycle and pedestrian transportation.

## **Public Transit**

The Regional Transit Service (RTS) of Ontario (RTSO), a subsidiary agency of the Rochester-Genesee Regional Transportation Authority (RGRTA), New York provides services to seven counties including Ontario County. RGRTARTS has a fleet of 451 buses, serving a population of 1,192,980 across the region. Total ridership on the RGRTARTS system is currently at a 20-year high of 18,411,522 per year.

Regional Transit Service Ontario RTS provides three fixed routes and one express route service plus paratransit service to the Geneva area. The basic route information for transit service is shown on Map 6 (page 59).

## **Rail Transportation**

Railroads have played an important part in the growth and development of the town and city. Although today several of the railroads that ran through the town have been abandoned, and passenger service no longer exists, they still serve the freight needs of local industry. The Finger Lakes Railway, organized in 1995, and based in the City of Geneva and the Norfolk Southern Railway, now operates the rail lines. The Finger Lakes Railway operates approximately 150 miles of track in Ontario and five surrounding counties. In addition to connecting with the Norfolk Southern Railway in Geneva, the Finger Lakes Railway connects with the CSX railroad system in Syracuse. It serves several industries in the town north of the city.

The Norfolk and Southern Railway lines extends from Lyons north of Geneva southward to Corning, where it connects to the larger system covering much of the eastern USA.



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**LEGEND**

- ▬ RTS Route 1
- ▬ RTS Route 4
- ▬ RTS Route 5
- ▬ RTS Route 5x

NOTE: Map not to Scale

# TOWN OF GENEVA Comprehensive Plan

## Map 7 RTS Ontario Bus Routes

## Public Services

The Town of Geneva provides residents with a number of services. The Office of the Town Clerk issues licenses and permits for a number of resident activities, is the official keeper of town meeting minutes and other records and recording secretary for the Town Board. The Town Clerk performs other administrative duties, including collection of water and sewer fees.

The Town Code Enforcement Office administers and enforces the zoning and other land use codes of the Town of Geneva, NYS building and energy regulations, and provides staff support to the Planning Board and the Zoning Board of Appeals. The office also assists in facilitating economic development within the town, and assists residents and businesses in complying with Town codes and project review requirements.

The Town Highway Department is responsible for the maintenance and repair of street infrastructure and highway rights of way, and winter snow removal and de-icing. The Department is responsible for approximately 27.5 miles of streets and roads.

The Town of Geneva Water and Sewer Department maintains and repairs all town water and sewer facilities, ensuring safe and reliable service to residents who rely on public water and sewer. Public water is supplied to approximately 860 customers along NYS 5 US 20 and NYS 14A, NYS 14/West Lake Road, Pre-Emption Road, and the White Springs Road, Lenox Park and CR 4 Castle Road areas. The Town water supply comes from wells at Kashong Point (Map 7).

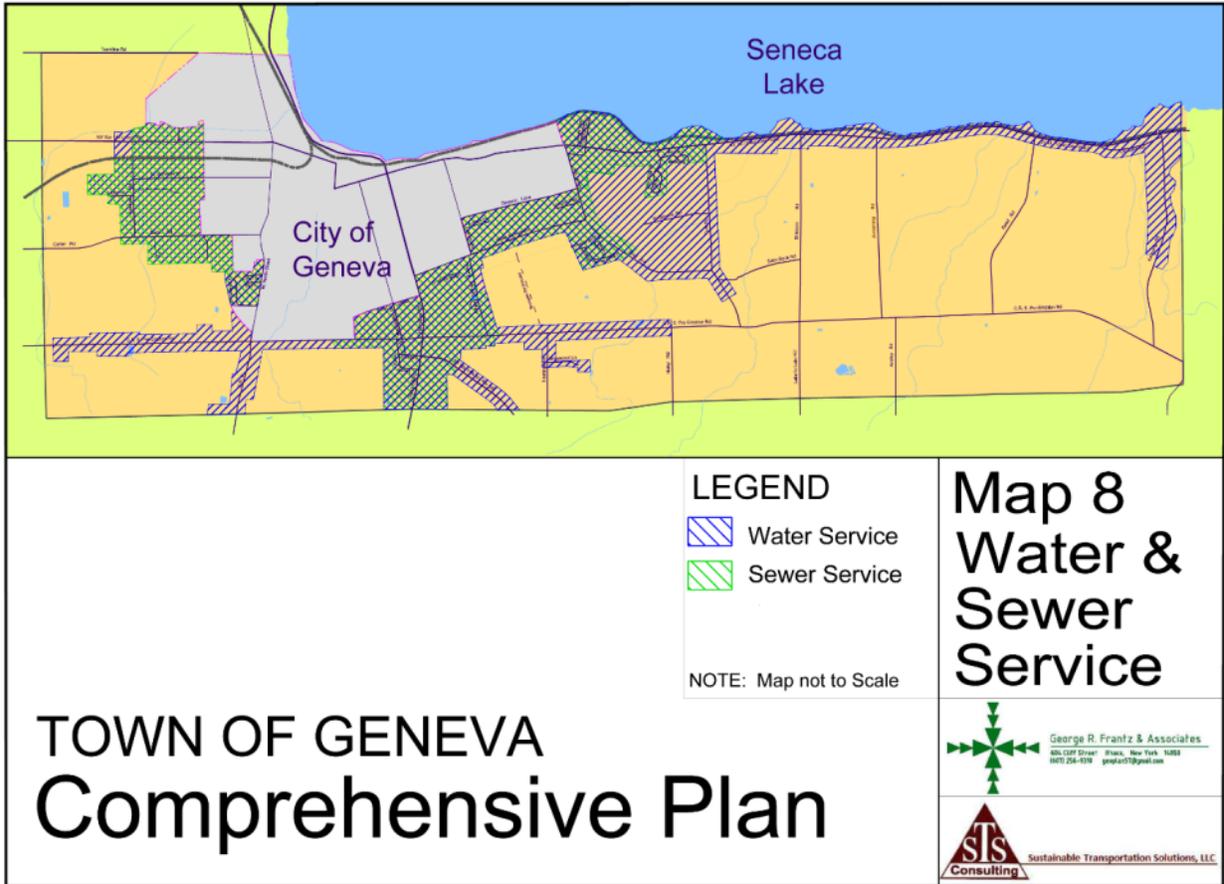
Sewer service is available in limited areas of the Town adjacent to the City of Geneva. Wastewater from the Town of Geneva is treated at the City of Geneva wastewater treatment plant, under contract with the City (Map 7).

## Emergency Services

Three volunteer fire companies that provide fire suppression and rescue services serve the Town of Geneva. The West Lake Road Fire Association is located at 5214 West Lake Road and serves the southern portions of the town as well as portions of the Town of Benton. The WLRFA also provides basic life support/first response emergency medical services in its service district. The White Springs Fire Association is based at White Springs Fire Station at the corner of Pre-Emption Road and White Springs Lane. This volunteer fire company serves that portion of the town between Snell Road on the South and CR 4 on the north. It also provides basic life support/first response emergency medical services in its service area. The Northside Fire Association, located at 270 Carter Road, serves those portions of the town north of CR 4 and the city.

The three fire companies are dispatched through a central 911-dispatch center operated by Ontario County. They are also on standby to assist other fire departments when called under the Ontario County Fire Mobilization and Mutual Aid Plan.

The Ontario County Sheriff's Department and New York State Police provide police services.



## Education

Public education in the Town of Geneva is provided by the Geneva City School District, which operates two elementary, a middle school and a high school. These facilities are located in the city proper, although the campuses of the Geneva High School, Middle School and North Street Elementary School are located adjacent to the town/city boundary along Carter Road and North Street. In addition to the Geneva City School District, the Wayne-Finger Lakes Board of Cooperative Educational Services (BOCES) provides technical training and other educational services to high school students, area employers and adult students in Ontario, Wayne, Yates and Seneca Counties. St. Francis-St. Stephen's School is a Catholic school in the city that offers education in grades Pre-K through 8.

Two institutions of higher education also serve the Town of Geneva. Hobart and William Smith Colleges in Geneva city provide liberal arts and science education in some 40 majors and 60 minors. In addition, the colleges provide students with opportunities to both learn and serve the local community through research and service learning projects and internships. The Finger Lakes Community College, with its main campus in Canandaigua and a satellite campus in Geneva, is one of 30 two-year State University of New York colleges. It offers more than 40 academic degree and certificate programs, as well as adult education and GED programs.

## Recreation Services & Facilities

With the exception of the Kashong Conservation Area, the Town of Geneva does not operate any public park or recreation facilities. Town residents however have access to a number of recreational opportunities through public and private agencies.

The Town of Geneva provides funding to the City of Geneva to permit Town residents to participate in the City of Geneva Recreation Department programs at rates City residents pay. The Department operates the Geneva Recreation Complex, an enclosed ice rink and indoor turf facility that is a venue for seasonal skating, the Geneva Generals Youth Hockey Program, the Geneva/Waterloo High School hockey team and other programs in the winter. During the summer, the facility hosts youth and adult box lacrosse and soccer programs. Town residents also have access to summer recreation programs, adult sports leagues and arts and crafts programs offered by the Recreation Department as well as access to City parks such as Lakefront Park on Seneca Lake and several neighborhood parks.

In addition to City parks and programs, there are a number of private organizations and businesses that provide recreational opportunities for residents. The Geneva Boys and Girls Club offers numerous programs for town residents at the Geneva Community Center on Carter Road in the town. The Geneva Little League offers opportunities for boys and girls ages 6 to 16 to participate in league baseball and softball teams. The League has developed a number of fields off Hamilton Street.

The Geneva Country Club membership and Seneca Lake Country Club public golf courses are located in the town and available to residents. Another organization, the Geneva Rod and Gun Club off West Lake Road, provides members with a number of recreational and social opportunities at its lakeshore location.

The Seneca Lake State Park is located just east of Geneva in the Town of Waterloo. This lakefront park offers beach swimming, boating, picnic facilities and athletic fields for use by town residents.

## Energy Consumption Analysis

The use of energy is an integral aspect of life in the Town of Geneva. Town residents and businesses utilize a variety of energy sources in their daily activities, including electricity, natural gas, oil and other fuels. This section attempts to estimate the types and amounts of energy consumed on an annual basis in the town, utilizing data available from a number of sources, including the US Census of Population, US Department of Energy, and Energy Information Administration, to calculate the consumption of electricity, natural gas, propane, heating oil, wood and other biofuels utilized in residences, businesses, industries, government and other institutional buildings.

The numbers in this analysis are very rough estimates based on state- and national data and trends. The objective of the analysis is to provide a snapshot of generic energy use in the Town of Geneva, and a starting point for discussions regarding how the community could move towards more economic and environmentally sustainable energy sources. Although the data represents a rough approximation of energy consumption in the Town of Geneva, it does provide a basis for moving forward and planning for a more environmentally sustainable and less carbon dependent community. The Town Board has committed to progress in this direction by approving participation in the Climate Smart Communities program and adopting the principles of the Smart Growth initiative.

According to the national Residential Energy Consumption Survey (2009) Conducted by the Energy Information Agency, the approximately 1,461 occupied housing units identified in the 2010 Census data consumed roughly 171.2 billion BTU equivalents<sup>4</sup> of energy in a year, or about 6% of the total estimated energy consumption in the town. An estimated 81% of the housing units in the town are heated using fuel oil, kerosene, bottled or LP gas, or natural (utility) gas; 15% of housing units have electric heat; and an estimated 3% are heated with wood, coal or coke. Other sources of heating energy, including solar and geothermal, account for less than 1% of housing units.

Data from the 2010 Census indicates that the housing stock in the Town of Geneva is relatively new. Some 60% of the housing stock in 2010 was built after 1960, and 46% has been built since 1970. That the housing stock in the town is relatively new is significant in terms of both overall energy efficiency of the housing stock in the community, and the potential for upgrading its overall energy efficiency. Although dramatic steps toward energy efficient residential construction began in the 1970s, in the wake of the 1973 energy crisis, even in the late 1960s features such as R-11 insulation in exterior walls was common in this region. This, with a steady upgrading in energy efficiency by many homeowners in older homes, may place the town in a more favorable position than many communities in terms of ability to move toward energy independence and reduced reliance on fossil fuels.

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<sup>4</sup> BTU = British Thermal Units, the unit of energy used by the Energy Information Agency in its data gathering and analysis.

Table 11 below summarizes energy consumption in the Town of Geneva. The data utilized in calculating the results are from tables in the 2009 Residential Energy Consumption Survey conducted by the Energy Information Agency. The data are the latest available. For the purpose of this estimate, average energy consumption data for the Cold/Very Cold climate region, (as defined by the U.S. Department of Energy's Office of Energy and Efficiency and Renewable Energy (EERE)) were used instead of data for the State of New York. This is because the New York across state average data includes the New York City and Long Island regions that have milder winters than Upstate. Using data for the Cold/Very Cold climate region results in an estimate that is about 6% higher.

To calculate estimated energy consumption for commercial uses in the Town of Geneva, data from the Commercial Buildings Energy Consumption Survey (CBECS) compiled by the US Department of Energy, Energy Information Administration, was utilized<sup>5</sup>. The total energy consumption (in BTU) data for the Bureau of the Census MidAtlantic Division was applied to the town.

The data from the 2010 Manufacturing Energy Consumption Survey conducted by the Energy Information Agency does not include a detailed breakdown of energy use by the manufacturing sector in New York. The survey however does provide data on the amount of manufacturing floor space and energy use on a national level, and energy use in the Northeast region of the country. Based on the available data, manufacturing in the Town of Geneva consumes roughly 2.65 trillion BTU of energy.

**Table 11: Estimated Energy Consumption by Fuel Type**

	Approx. Enclosed Floor Area (Million Sq. Ft.)	Total Energy Use (billion BTUs)	Natural Gas	Bottled, tank, or LP gas	Electricity	Fuel oil, kerosene, etc.	Coal, Coke & Coke Breeze	Other (a)
<b>Residential</b>	n/a	171.2	126.0	.03	45.6	.12	0	0
<b>Commercial</b>	1.34	121.7	39.2	n/a	66.4	4.3	n/a	11.9
<b>Industrial</b>	1.57	2,653.0	825.2	296.5	351.3	44.0	245.3	1,063.9
<b>Total</b>		2,945.9	990.4	296.5	463.3	48.4	245.3	1075.8

Source: U.S. Energy Information Agency. <http://www.eia.gov/consumption/>

<sup>5</sup> The latest results of the national Commercial Buildings Energy Consumption Survey are not scheduled to be released until later in 2015. The 2003 data are the latest available data.

## Zoning Code Analysis

Overall the Town of Geneva Zoning Code is a comprehensive, well organized, and written document. It is a strong zoning code, but as is the case with many zoning codes throughout the country, it has undergone numerous amendments and revisions; contains outdated terms and regulations; and lacks many definitions and provisions needed to address contemporary land use issues. The primary areas of concern identified are:

**Zoning Districts.** There are no purpose statements associated with individual zoning districts. These statements can be very helpful in articulating the purposes and objectives of individual zoning districts, and provide boards and officials with guidance as they interpret the zoning code.

**Definitions Section.** A critical component of the zoning code, and one often not given the attention it deserves, is the definitions section. Clear and concise definitions benefit both local officials and boards charged with implementing the zoning regulations, and the general public. In the Town of Geneva Code, basic definitions such as for agriculture, general and professional office, day nursery, light industry, wineries, bed and breakfast inn, and a number of other land uses are lacking. In addition, some definitions appear to be outdated and there are some definitions for uses that are not listed in Schedule 1 of the zoning code.

The list of prohibited industrial uses in Section 165 can likely be replaced with a well-crafted definition of light industry.

**Permitted Uses.** The list of permitted uses should be reviewed in its entirety and updated. Four issues should be addressed: outdated land uses and terms; identifying new land uses that should be listed; land uses that are not defined in the definitions; land uses that may not be appropriate to the district in which they are permitted.

**Site Plan Review.** The review standards set forth in Section 123-7 are relatively vague. More detailed standards, particularly with regard to lighting, landscaping and location of stormwater management facilities, as examples, would benefit both the Planning Board and the applicant.

**Special Permits.** The list of uses permitted upon grant of a special permit for a “temporary and/or conditional use” should be reviewed. There is a common misconception that a municipality has substantial discretion to deny a request for a special use permit. Under New York State zoning law, however, when a municipality lists a use as being subject to special permit, it has made a legislative determination that the land use in question is appropriate for the zoning district. Care must thus be taken to ensure that those uses permitted by special permit in any zoning district are indeed appropriate for that district.

In this light, the Lake View District special use permit provisions in Section 165-28.1 should be reviewed.

**Restrictions on Agriculture.** A number of provisions, such as site plan approval for manure storage facilities, (Section 165-28.5), limits on sales at farm stands, and potentially excessive setback

requirements for farm buildings, as well as not listing some uses considered agriculture by the Department of Agriculture and Markets, may be problematic. These provisions may contravene the sections of NYS Agriculture and Markets Law designed to protect farmers from unduly burdensome local regulations. In addition, there are a number of land uses permitted within the A-1 Agriculture district that can be incompatible with agriculture, or compete with active farm operations for scarce land resources.

**Zoning Map.** As part of the development of new land use policies, the current zoning map should be reviewed to identify better allocation of land uses within the Town of Geneva, and areas where re-zoning of lands may be appropriate

## Community Participation

### 2006 Community Survey

For the 2006 Comprehensive Plan Update, the consultants prepared a survey containing 11 questions. The survey purpose was to determine if there was any commonality from responders regarding facilities, land uses and public fiscal responsibility in their community. There were approximately 400 responders, which represent about 12% of the population.

- Most responders thought that the best thing about the Town of Geneva were location and quality of life.
- Future issues the Town should focus on were attracting businesses and infrastructure.
- The biggest challenges were preserving quality of life and balancing land uses.
- New retail uses desired were services and clothing followed closely by restaurants and home improvement stores.
- Access to the lake and more parks rated the highest for recreational needs.
- Most responders preferred preserving open space through grants and using existing public resources rather than creating a new tax.
- Future residential housing stock should be senior housing, followed by large lot detached lots.
- 60-70% of responders were satisfied with local government fiscal responsibility and provision of public facilities.
- 79% favored business and office uses, 68% light industrial, and but only 28% favored heavy industrial uses versus 52% against such uses.

- At least 70% were satisfied with the transportation facilities, with the exception of signage.
- Need for improvements for NYS 14 scored somewhat higher than no improvement.
- 80% of responders agreed with having more open space, attracting new business and improving the look of the town.

These results suggest that the majority of responders were reasonably satisfied with the facilities, fiscal structure and land uses in the town. There was a perception that there might be a need for senior housing, or that options to help seniors age in place may need to be considered, given the aging of the population as indicated in the census data. A land use issue that may still be relevant is providing public access to Seneca Lake. Economic interests, such as attracting new businesses, may still be relevant, given the economic downturn since 2006. Maintaining quality of life will continue to be of primary interest.

## **Results from December 2014 Community Forum**

Two community forums were held on December 6, 2014. The forums were organized into an open discussion with posters displaying relevant background. The discussion followed a Challenges /Opportunities/Weaknesses/Strengths (COWS) structure. A total of eighty people attended the two sessions. There was general agreement that the Town of Geneva has many advantages: location, natural resources (Seneca Lake, agricultural soils, Kashong Conservation Area), scenic setting, open space, strong agricultural economy, town and gown synergy, and a diverse population.

There were many comments regarding economic development: interest in a town center, taking advantage of the agricultural tourism potential, location near the Thruway as a stimulus for development. There was interest in expansion of the Kashong Conservation area, but some concerns about impacts to property owners. Direct access to the Lake and improvements along Pre-Emption Road were noted.

The results of the COWS exercise are included in Appendix 1.

## Appendices

### Appendix 1: Challenges, Opportunities, Weaknesses & Strengths (COWS) Exercise Results

#### Challenges

##### *Land Use*

- (Some) Glass Factory Bay residents want R-2 zoning consistent with other lakefront zoning, impact on long-term residents in R-1 zone should be considered.
- Don't let (Kashong) Conservation Area infringe on nearby residents.
- Stormwater run-off (Marsh Creek).
- Light pollution.

##### *Transportation*

- Pre-Emption Road is not pedestrian friendly.

##### *Economic Development/Land Development*

- How to attract new businesses and jobs.
- Need more focused economic development plan.
- Creation of a Town center (in a way that doesn't threaten/compete with City).
- Being able to use property without unfair spot zoning.
- Housing along lake is changing...people are more and more wanting ability to rent as means of offsetting taxes, improvements, etc./being able to rent may help keep homes in families for generations.
- Plan for economic development should embrace tourism opportunities in a way that strengthens our Town.

- Retaining our young grads / employable.

##### *Public Services*

- Maintaining the quality of the lake/sewers available in all parts of the
- Town (financing a challenge).
- Increased use of macadam/asphalt for driveways (stormwater run-off management).

##### *Public Relations/Government/Communications*

- How to get the community to be open to new ideas and to accept change?
- How to improve on the Town Public Relations.

#### Opportunities

##### *Land Use*

- Rural character Development of 14 north for commercial and recreational (camping/RV parks, restaurants).
- Commercial corridors – 5 & 20, 14 north, C.R.6.
- Town and gown.
- Keep the character of rural area (of town).
- Town center.
- Expand Kashong Conservation area.
- Creation of recreational pathways (bike trails, sidewalks, connect to Ontario Pathways).

- Lakefront and lakefront accessibility. Provide lake access.
- Transportation – elderly population.
- R.O.W. connectivity between Town and City.

### **Agriculture**

- Agriculture.
- Wineries, tourism.
- World-class farmland/agriculture.

### **Economic Development**

- Location: development + Thruway + area.
- Proximity to City (of Geneva) and more cooperation/marketing.
- Repurposing existing buildings, properties/redevelopment of empty buildings on 5 & 20.\*\*
- Industrial land – close to Thruway.
- Tourism.
- Location (central to everything) natural beauty, quaintness.
- More town & gown (interaction, collaboration, cooperation).
- Clean environment.

### **Energy**

- Alternative energy and increased potential for solar, wind energy.\*\*

### **Public Services**

- More use of website.

## **Weaknesses**

### **Land Use**

- Outdated codes.
- Garbage truck traffic on Town roads.

- Lack of recreation areas in north of Town.
- Farmland preservation (lack of?).
- Proximity to growing landfills – smell, truck traffic, etc.).

### **Economic Issues**

- Commercial vacancies.
- Lack of commercial development on Rte. 14 north.
- Lack of infrastructure on Rte. 14 north.
- Vacant buildings/abandoned commercial properties. \*\*
- Not accepting opportunities (for change, development, community improvement?).
- Lack of continuity of zoning.
- Lack of agri-tourism.
- Lack of housing for students (viticulture center, Experiment Station).
- Lack of housing for senior citizens.
- Lack of renewable energy infrastructure.

### **Transportation**

- No direct lake access in the Town.
- Traffic control devices at Pre-Emption (Beans Hill) and W. Washington (lack of).
- Excessive speed limit on Rte. 14 south, Pre-Emption Road north & south.
- Railroad.
- Lack of multi-modal transportation options.

### **Public Services**

- Lake pollution.
- Lack of commercial development/tax base.
- Inadequate water and sewer to potential development areas.

- Lack of public lake access.
- Lack of high-speed Internet.
- Lack of identity, community involvement, common goals.
- (Need to) encourage website use.
- Need to improve communication between Town and County about farm run-off issues.

## Strengths

### Land Use

- Seneca Lake – good water + recreation.
- Absence of negative environmental influences.
- Vistas, open space. \*\*
- Tourism/lodging (wine industry). \*\*
- Seneca Lake. \*\*
- Kashong Conservation Area. \*\*

### Transportation

- (Improved) Pedestrian safety on 5&20.
- Decent roads/transportation.
- Railroad (potential).

### Agriculture

- Rich farmland, agricultural areas. \*\*
- Land – agricultural lands, space for larger land uses.

### Economic Development

- Hobart & William Smith, Cornell, Finger Lakes Health – large stable employers.

- Food industry.
- Relationships with Hobart & William Smith, Experiment Station; Commercial corridors + spaces for redevelopment.
- Central location (in relation to) other metro areas, wine country, close to NY Thruway.
- Financially stable/stable population.
- Fiscal soundness.
- Urban proximity – shopping, restaurants, culture.
- Human resources/expertise – Hobart & William Smith, Experiment Station. \*\*
- Health care.
- Commercial development availability.
- Natural character.
- Recreation.
- Road, water infrastructure.
- Diverse population.

### Energy

- Clear skies/dark (sky) visibility.
- Support for solar resources.

### Public Services

- Absence of extreme dangerous weather and effects (hurricanes, floods, etc.).
- Responsive Town government.
- Fiscally responsible government.
- Planning initiative.
- Involved citizens.
- Quality of life.

# Appendix 2: Kashong Conservation Area Stewardship Plan

# Kashong Conservation Area

## Stewardship Plan



**Written by: Hobart and William Smith Colleges ENV 301: Group SIE**  
Katharine Boeding, Ranata Degennaro, Max Feldman, Thanae Frangiadakis, Emma Link, Alison  
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Facilitated by: Dr. Kristen Brubaker

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## **1. Executive Summary:**

The Kashong Conservation Stewardship plan seeks to preserve and support the Kashong Conservation Area (KCA) of Geneva, NY, for present and future use. The primary objectives of the Stewardship Plan are to improve the biodiversity of plant and animal communities and promote and facilitate use of the site as an area for recreation and education. KCA currently hosts a wide range of wildlife and plant species within forest, shrubland, meadow, and wetland habitats. These types of landscapes make excellent habitats for local wildlife including small mammals, songbirds, raptors, and amphibians. The action plan seeks to restore plant communities through the removal of invasives and reintroduction of native plants, and improve wildlife diversity through the installation of man-made habitats such as bee boxes, brush piles, and osprey nests.

To encourage recreational and educational use of the site, several improvements may be made. Redesigning the trails to be more user-friendly and accessible to a wider range of visitors is one of our main suggestions. KCA could be used as a site for environmental education, which could be accomplished by providing educational materials on the website and by reaching out to local schools. Other projects to help improve KCA marketing could include updating maps, updating the website, creating a brochure, and installing an information board on-site. Additionally, it is recommended that an interactive web map including trails, points of interest, and habitat types be made available on the website. Promoting the use of KCA can be done through local media, newsletters through schools and local community organizations, popular tourist destinations, and at Hobart and William Smith Colleges. These improvements to KCA will help maintain and sustain it as a natural site for visitors to enjoy now and in the future.

## **2. Goals & Objectives:**

The primary objectives of the stewardship plan for KCA are to:

- 1) Improve the biodiversity of the plant and animal communities
- 2) Promote and facilitate use of the site for recreation and education

### 2.1 Biodiversity

- *Short-term*
  - Obtain more information about the current plant and animal species within the site
  - Identify invasive plant species and estimate population sizes
  - Manage invasive plants to prevent expansion
  - Build physical habitat structures for native bees, amphibians, birds, and small mammals
- *Long-term*
  - Maintain diversity of habitats
  - Eliminate majority of invasive plant species and continue management
  - Reintroduce native plant species

- Provide nesting habitat for native bird species
- Improve existing habitat for native species by restoring plant communities
- Acquire nearby parcels of land to increase connectivity of site

## 2.2 User Experience

- *Short-term*
  - Advertise KCA to residents and visitors of Geneva through promotional events and materials
  - Provide educational materials on website and on site to encourage interaction with nature
  - Establish contacts at local elementary, middle, and high schools to encourage use of the site for educational purposes
  - Redesign and define trails and establish clear and visible trail markers
  - Create an interactive web map that is accessible on the website
  - Create a new trail map to be displayed on-site in a large format and in brochure format
- *Long-term*
  - Hold fundraising events to raise money for continued enhancement of the site
  - Build a pavilion on site to be used by visitors, including teachers and students

## **3. Management & Human Resources:**

### 3.1 Kashong Conservation Area Committee

The Kashong Conservation Area Committee (KCAC) is responsible for improving and managing KCA. With the goal of creating “a conservation area open to the public that promotes education and passive outdoor activities”, KCAC seeks to preserve the space for use by different institutions (Kashong Conservation Area 2014). The KCAC is made up of several residents within the local area that are elected by the Town Board. The current members of the KCAC are: Mark Palmieri, Beth Newell, Jim Engel, Celia McAdoo and Keith Waldorn. The KCAC meets on a monthly basis and report any updates or changes to the Town Board.

### 3.2 Maintenance

The Town of Geneva Water and Sewer Departments and the Town of Geneva Highway Department are periodically involved in the maintenance of KCA. Mowing is done on a rotating basis as they mow other town sites. In the spring, the Water and Sewer Departments and the Highway Department clear fallen trees and branches from the trails. If any problem arises, KCA members are responsible for contacting the Water and Sewer Departments or the Highway Departments.

### 3.3 Finger Lakes Land Trust

The Finger Lakes Land Trust is involved with KCA on an annual basis and is responsible for ensuring that all activities and changes to the site adhere to the terms of the deed. Chris Olney, the land trust's stewardship director, oversees the management of 36 nature preserves that are owned by the Land Trust; and the annual monitoring visits to approximately 120 properties that are owned by other people or organizations and have development restrictions (deed restrictions or conservation easements) that are held and enforceable by the Land Trust. Olney's role for KCA is to visit the property annually to make sure that the following requirements listed below are not violated:

1. The Premises shall be known as "Kashong Conservation Area" and any signage placed at the entrance to the area shall include a statement that "this Conservation Area was made possible by Edward and Polly Spedding and Family and conserved with the assistance of Finger Lakes Land Trust".
2. The property shall be maintained as a dedicated conservation area open to the public for passive, non-motorized recreational and educational uses such as hiking, cross-country skiing, nature study and bird watching. Any tree cutting and vegetation management shall be done in accordance with the best foresting management procedure and subject to a management plan.
3. Construction of facilities in the future shall be limited to the establishment of a nature center, public park facilities or other improvements ancillary to said uses and a small parking area on a site of up two acres (delineated by survey before construction) as long as these facilities are consistent with the property's use as a natural area. Development of foot trails and the installation of interpretive signs, kiosks, benches and trail shelters are permitted throughout the property.
4. Finger Lakes Land Trust, Inc. will monitor compliance with these restrictions on an annual basis. If Finger Lakes Land Trust, Inc. ceases to exist for any reason, it shall, prior to dissolution, have the authority to transfer said annual monitoring responsibility to a not-for-profit organization with similar goals.

### 3.4 Committees

The Town Board elected members for the following committees that are responsible for different aspects of the KCA:

#### 1. Kashong Conservation Area Committee:

The Kashong Conservation Area Committee is formed by several residents within the local area who are directly involved with the maintaining the natural beauty and health of the KCA. The following members that are part of the Kashong Committee are: the Town Councilman Mark Palmieri, Keith Waldorn, Celia McAdoo, Jim Engel and Beth Newell.

2. Comprehensive Plan Committee:

The Comprehensive Plan Committee is responsible for developing a process that ultimately leads to a master plan for the town, which includes all aspects of a municipality. The committee also works on a detail plan that includes housing, zoning, agriculture, energy and recreation, which acts as a guide for the future of the town.

3. Sustainability Committee:

The Sustainability Committee focuses on energy, solid waste, and other environmental issues related to creating and maintaining a sustainable community.

4. Economic Development Committee:

The Economic Development Committee's goal is to work toward developing the town economy to achieve a smart growth community, or an economy that reflects values associated with sustainability.

Committee Leader

Contact: Mark Palmieri

Email: Mark Palmieri@yahoo.com

Finger Lakes Land Trust, Director of Stewardship

Contact: Chris Olney

Email: [chrisolney@fllt.org](mailto:chrisolney@fllt.org)

## 4. Current Conditions:

### 4.1 Vegetation Communities

The dominant vegetation communities in KCA are shown in Figure 4.1. Broadly, they can be categorized as shrubland and old-field, forest, and wetland habitats. These were further classified based on tree and herbaceous species composition within each habitat, which are outlined below.

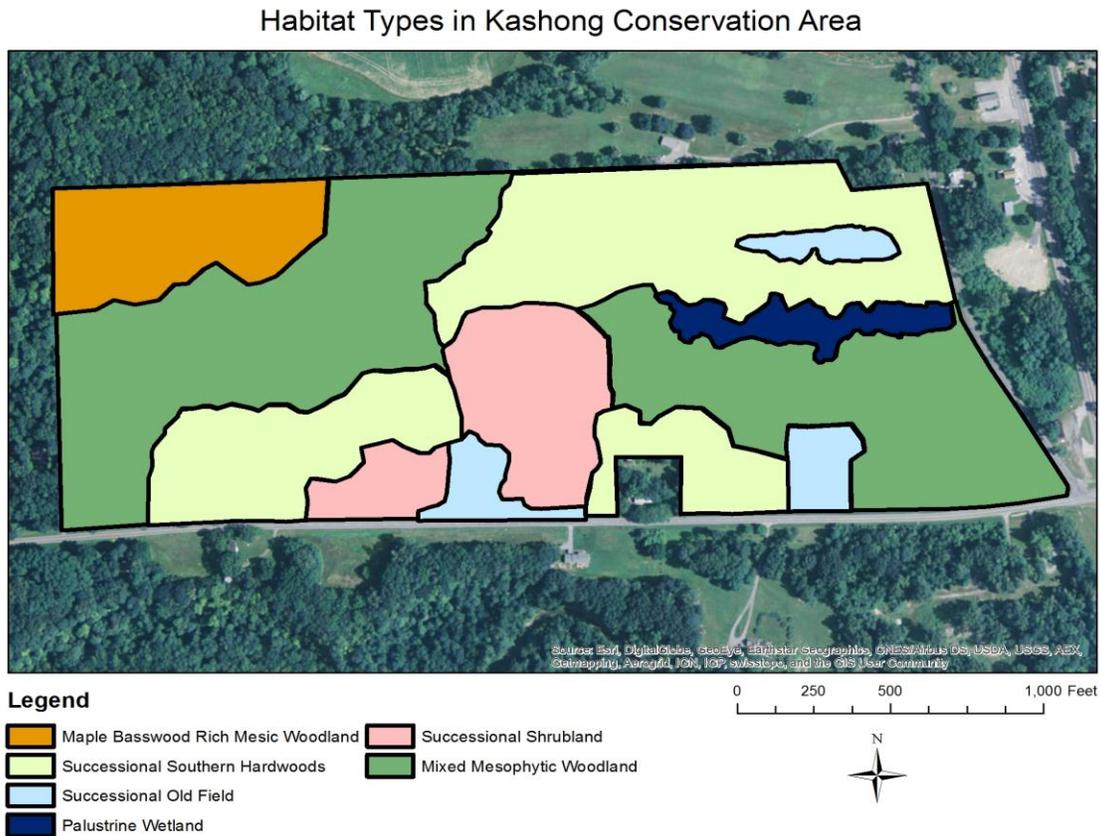


Figure 4.1: Habitat types found within KCA

#### 4.1.1 Shrubland and Old Field

The successional shrubland habitat, which is an area where the majority of the vegetation coverage is shrubs and small trees, is located in the central portion of KCA. A successional shrubland is a shrubland that occurs on sites that have been cleared or disturbed, and shrub cover is less than 50%. Currently, it is dominated by invasive species that include pale swallow-wort (*Cynanchum rossicum*), garlic mustard (*Alliaria petiolata*), multiflora rose (*Rosa multiflora*), and Japanese honeysuckle (*Lonicera japonica*). Given that this habitat does not contain many native species, it may be most beneficial to let the successional shrubland progress into an early successional forest. Many bird species, including American woodcocks (*Scolopax minor*),

depend on early successional forest habitat. Habitat could be improved for woodcocks by removing invasive shrubs in the shrubland, and maintaining some early successional forest at the site. Some ideas for maintaining this habitat can be found at timberdoodle.org, Penn State Experimental Forest project description (timberdoodle.org, 2015).

There are three small areas within KCA that can be classified as successional old field habitat (Figure 4.1). Successional old field is a meadow dominated by forbs and grasses that occurs on sites that were cleared or disturbed for farming or development, and subsequently abandoned. This is an intermediate habitat, and is only maintained through continued disturbance such as mowing. The frequency and extent of mowing of these habitats is unknown. Extensive invasive removal has allowed for reintroduction of native grasses in the successional old field closest to the parking lot. The species composition of the southeastern and northeastern successional old fields is not known, but they likely contain both native and invasive species. There is a stand of black walnut (*Juglans nigra*) within the northeastern successional old-field community.

#### 4.1.2 Forest

There are three different forest communities within KCA. The two most common forest communities are mixed mesophytic and successional southern hardwoods. Mixed mesophytic forests occur on moist, well-drained sites and consist of a distinct and diverse community of hardwoods and a rich herbaceous layer. Species identified within these mixed mesophytic woodland can be found in Table 4.2. Large groups of trout lily (*Erythronium americanum*) and cutleaf toothwort (*Cardamine concatenata*) are distributed throughout this woodland, particularly along the White trail. The successional southern hardwood community is a hardwood or mixed forest that occurs on sites that have been cleared or disturbed. The species found in this community are displayed in Table 4.2. Nearly pure stands of black locust (*Robinia pseudo-acacia*), a species that is commonly introduced after clearing or disturbance, can be found within this community. The third forest community, maple-basswood rich mesic forest, is the dominant vegetation community in the northwestern region of the site. Maple-basswood rich mesic forest is a species-rich northern hardwood forest that occurs on well-drained, moist soils of neutral pH. The tree and herbaceous species found in this community are included in Table 4.2. There is also a small stand of Eastern hemlock (*Tsuga canadensis*) within this community. Invasives that are known to exist within the woodland include common buckthorn (*Ramnus cathartica*), common privet (*Ligustrum vulgare*) and garlic mustard (*Alliaria petiolata*). Common privet is widely distributed throughout the site, and garlic mustard appears to be most prevalent along trails.

Table 4.2: Forest communities in KCA and the tree, herbaceous, and invasive species identified within each.

Forest Communities	Tree species	Herbaceous species	Invasive species
Mixed mesophytic woodland	red oak ( <i>Quercus rubra</i> ) white oak ( <i>Quercus alba</i> ) black cherry ( <i>Prunus serotina</i> ) shagbark hickory ( <i>Carya ovata</i> ) American hornbeam ( <i>Carpinus caroliniana</i> ) Red maple ( <i>Acer rubrum</i> ) white ash ( <i>Fraxinus americana</i> ) American beech ( <i>Fagus grandifolia</i> ) black birch ( <i>Betula lenta</i> )	trout lily ( <i>Erythronium americanum</i> ) cutleaf toothwort ( <i>Cardamine concatenata</i> )	common buckthorn ( <i>Ramnus cathartica</i> ) common privet ( <i>Ligustrum vulgare</i> ) garlic mustard ( <i>Alliaria petiolata</i> )
Successional southern hardwood	slippery elm ( <i>Ulmus rubra</i> ) box elder ( <i>Acer negundo</i> ) silver maple ( <i>Acer saccharinum</i> ) hawthorns ( <i>Crataegus</i> spp.) grey birch ( <i>Betula populifolia</i> ) Black locust ( <i>Robinia pseudo-acacia</i> ) black walnut ( <i>Juglans nigra</i> )		common buckthorn ( <i>Ramnus cathartica</i> ) common privet ( <i>Ligustrum vulgare</i> ) garlic mustard ( <i>Alliaria petiolata</i> ) Dame's rocket ( <i>Hesperis matronalis</i> )
Maple basswood rich mesic forest	sugar maple ( <i>Acer saccharum</i> ) basswood ( <i>Tilia americana</i> ) white ash ( <i>Fraxinus americana</i> ) tulip tree ( <i>Liriodendron tulipifera</i> ) butternut ( <i>Juglans cinerea</i> ) American hornbeam ( <i>Carpinus caroliniana</i> ) Eastern hemlock ( <i>Tsuga canadensis</i> )	cutleaf toothwort ( <i>Cardamine concatenata</i> ) broad-leaved toothwort ( <i>Cardamine diphylla</i> ) blue cohosh ( <i>Caulophyllum thalictroides</i> ) bloodroot ( <i>Sanguinaria</i> ) purple trillium ( <i>Trillium erectum</i> ) wood fern ( <i>Dryopteris</i> ) Christmas fern ( <i>Polystichum acrostichoides</i> )	garlic mustard ( <i>Alliaria petiolata</i> )

#### 4.1.3 Wetland

The wetland at KCA can be classified as part of the palustrine system, which consists of non-tidal, perennial wetlands characterized by emergent vegetation and woody vegetation less than 6 m (20 ft) tall, such as shrubs, young trees, or small mature trees and shrubs (NWI). Furthermore, the vegetation can more specifically be classified as broad-leaved deciduous, which includes woody angiosperms with wide, flat leaves that are shed during the cold or dry season. The hydrology of the site is such that surface water is present for extended periods, particularly

early in the growing season. The substrate remains saturated for much of the growing season even when surface water is absent (NWI). The central part of the wetland is dominated by herbaceous vegetation such as cattails (*Typha latifolia*) and marsh marigold (*Caltha palustris*), which is an obligate wetland species. Marsh marigold is a clumping plant with bright yellow flowers and may provide cover for amphibians and nectar for butterflies and native bees. Its seeds are also eaten by game birds, chipmunks, and other small mammals (American Beauties, 2015). Shallow emergent wetlands that have been disturbed may contain invasive species such as purple loosestrife (*Lythrum salicaria*) and European common reed (*Phragmites australis*), so it is likely that these species are present. The edges of the wetland appear to be more characteristic of an alder shrub swamp, which is typically a transition zone between a swamp and an upland community that is dominated by speckled alder (*Alnus incana*). Plant communities within shrub swamps can be highly variable, and hydroperiod has been identified as an important factor determining species composition. Red-osier dogwood, a native shrub in New York, is very common in the KCA wetland. Other species commonly found in shrub swamps include:

- meadowsweet (*Filipendula ulmaria*)
- hardhack (*Spiraea douglasii*)
- grey dogwood (*Cornus racemosa*)
- swamp azalea (*Rhododendron viscosum*)
- high-bush blueberry (*Vaccinium corymbosum*)
- smooth alder (*Alnus serrulata*)

#### 4.2 Wildlife

KCA is home to a wide variety of species due to its diverse habitat make-up. These habitats include meadow, shrubland, forest and wetlands. The wetland area supports waterfowl like mallard ducks (*Anas platyrhynchos*) and herons (*Ardeidae*). Reptiles common to KCA include species of turtles and snakes. Salamanders, frogs, and toads are the amphibians which inhabit the wetland and terrestrial areas of the Kashong. (KCA Webpage).

All habitats in Kashong support a wide variety of birds including songbirds, raptors, and others, these species are listed in Table 4.3 below. There are also native bees to KCA area, and although the exact species is not known, it is known that bees are a vital part of the ecosystem and play an important role in pollinating the local plants.

Each habitat provides the shelter and food sources for which the species depend upon to exist. The current forest floor has been cleared only in areas of the trails. The continued presence of the forest floor brush, twigs, logs, rocks, and leaf matter provides habitat for many amphibians, insects, reptiles, small mammals, and songbirds.

Table 4.3: Present wildlife in KCA, grouped by taxonomy

Animal Taxa	Species
Amphibians	Frogs Spring peeper ( <i>Pseudacris crucifer</i> ) Wood frog ( <i>Lithobates sylvaticus</i> ) American toad ( <i>Anaxyrus americanus</i> ) Salamanders

Mammals	Eastern grey squirrel ( <i>Sciurus carolinensis</i> ) Eastern cottontail ( <i>Sylvilagus floridanus</i> ) Eastern chipmunk ( <i>Tamias striatus</i> ) Whitetail deer ( <i>Odocoileus virginianus</i> )
Reptiles	Painted turtle ( <i>Chrysemys picta</i> ) Common garter snake ( <i>Thamnophis sirtalis</i> )
Birds	Tree swallow ( <i>Tachycineta bicolor</i> ) American Robin ( <i>Turdus migratorius</i> ) American crow ( <i>Corvus brachyrhynchos</i> ) Northern cardinal ( <i>Cardinalis cardinalis</i> ) Red-winged blackbird ( <i>Agelaius phoeniceus</i> ) Yellow warbler ( <i>Setophaga petechial</i> ) Blue jay ( <i>Cyanocitta cristata</i> ) Eastern bluebird ( <i>Sialia sialis</i> ) Eastern Phoebe ( <i>Sayornis phoebe</i> ) American goldfinch ( <i>Spinus tristis</i> ) Osprey ( <i>Pandion haliaetus</i> ) Bald eagle ( <i>Haliaeetus leucocephalus</i> ) Red tailed hawk ( <i>Buteo jamaicensis</i> ) Wild turkey ( <i>Meleagris gallopavo</i> ) Downy woodpecker ( <i>Dryobates pubescens</i> ) Mallard duck ( <i>Anas platyrhynchos</i> ) Great Blue Heron ( <i>Ardeidae herodias</i> )

### 4.3: Trails

Currently there are six interweaving trails throughout KCA, including the Blue, Green, Orange, White, Red, Yellow trails.



Figure 4.3 Current conditions for the trails

Table 4.4 Status of current trails

Trail Name	Signage (Paint Blazes, vertical paint mark)	Tread	Current Condition	Difficulty
Orange Trail	Trees are occasionally marked	Forest floor.	The trail is in good condition. The tread is not raked, making it less visible to users. There is a marshy with a bridge built over it.	Medium: One steep decline.
Red Trail	The markings are abundant and noticeable, This is not needed.	Forest floor.	The tread is not raked, making it less visible to users. The trail contains many marshy areas, making it difficult to cross.	Easy: Little to no climbs, mostly flat.
Blue Trail	The blue markers are very visible	Forest Floor to Grass	The trail contains smaller sub-trail, leading off the main designated trail.	Easy: All flat
Yellow Trail	There are few to no markings on this trail.	Forest Floor	Recently cleared but still unmarked. Proceeds through forest and marsh areas.	Difficult: Steep trail in many places.
White Trail	Abundant markings as well as vibrant and new paint.	Forest floor, meadowland	Some wet spots during periods of rain but predominantly dry.	Easy: Flat
Green Trail	Poorly marked, green markers are scarce or hard to see.	Shrubland	The green trail is the all grass and is easily maneuverable. It is flat, straightforward and easy to follow as you walk the only mowed grass in the area.	Easy: Flat

Table 4.5 Inventory of on site entities

On Site Entities Inventory	
Picnic Tables	4
Benches	3
Trail Markers	2 inch x 6 inch vertical Paint Blazes
Bridges	2 (Located on Yellow and Red Trails)
Shed	1
Parking Lot	1
Entrance Sign	1
Bluebird Boxes	3

#### 4.4 Website

The current website has pages of history, plant and wildlife, education, photos, maps, resources, and contact information. The contact page contains the site's address for GPS users. There is a picture of the sign. The current map is outdated based on a current visitation to the site using GPS units. The QuickLinks on the home page include Permissible Activities, KCA Brochure & Map.pdf, Hiking trails, and Contact Us.

### 5. Site Action Plan:

#### 5.1 Goals & Site Action Plan Overview

The following is a recommended list of actions for KCA that can be implemented and are organized according to short term and long term plans. These action plans were developed to satisfy the two primary goals of the KCA Stewardship Plan, which are:

- Improve the biodiversity of the plant and animal communities
- Promote and facilitate use of the site for recreation and education

Table 5.1 Short-term recommendations.

Recommended Action	Description
Bee boxes	Improve native bee population, increases pollination of local wildflowers (See Section 5.2.4)
Brush piles	Increase wildlife biodiversity through creating habitat for amphibians, reptiles, small mammals, and some songbirds (See Section 5.2.3)
Wetland delineation	Determine the specific characteristics and range of the wetland habitat in KCA (See Section 5.2.1)
Osprey nesting platform	Attract Osprey mating, increase population in KCA, additional funding required (See Section 5.2.5)
Interactive Web Map	Link the interactive web map to the current website
New Trail layout	Redesign trails and provide new trail map (See Section 5.3.3)
Provide Educational Materials	Printable handouts for on-site educational activities (See Appendix)

Table 5.2 Long-term recommendations.

Recommended Action	Description
Amphibian and reptile monitoring	Collect annual data on amphibian and reptile populations (See Section 5.2.6)
Maintain and manage early successional forest	Maintain early successional community using chemical and physical removal of invasive species, based on recommendations of timberdoodle.org for

	successional shrubland habitat type. Maintain meadow through periodic (annual or bi-annual) mowing.
Invasive removal	Select and remove invasive plant species through burning, chemical control, and physical extraction (See Section 5.2.1)
Pavilion	Construct a pavilion to encourage use of the site for educational purposes (See Section 5.3.1)
Trails	A connection should be created between the yellow and white trails in the Eastern side of the property to create a complete outer loop. This will require the building of a raised boardwalk. (See Section 5.3.3)

## 5.2 Improve the Biodiversity of the Plant and Animal Communities

### *5.2.1 Wetland*

One important goal is to maintain and improve the plant biodiversity that is characteristic of the wetland habitat. The wetland habitat comprises a large portion of the site, but its boundaries are unclear, which could lead to unintended harm to this habitat in the future. Therefore, the first step that should be taken is wetland delineation. The New York State Department of Environmental Conservation provides a freshwater wetland delineation manual which provides guidelines for evaluating the three criteria that are characteristic of a wetland ecosystem: hydrophytic vegetation, wetland hydrology, and hydric soils (NYSDEC, 1995). Hydrophytic vegetation can be identified by the “National Wetland Plant List,” which is published by the U.S. Army Corps of Engineers in cooperation with the U.S. Fish and Wildlife Service (USACE, 2014). In wetland ecosystems, obligate and facultative wetland plant species comprise the main dominant vegetation, and therefore, these types of species should be preserved at KCA to maintain the wetland habitat. Invasive species may be present near or within the wetland habitat, and their removal may be more difficult than in an upland habitat. Prescribed burning and physical extraction are the preferred method of invasive removal within a wetland, as any herbicides used must be licensed for use near aquatic systems (U.S. EPA, 2014). If wetland plants are to be introduced to the site, hydrology, shading, water clarity, and salinity are all factors that should be taken into account. It may be beneficial to divide the wetland into different zones based on soil hydrology to ensure that introduced plants will thrive (“Wetland Plantings”, 2014). Lastly, upland habitat surrounding a wetland has been shown to be critical for connectivity between wetlands, as well as for nesting, refuge and residence habitat for herpetofauna (Gibbs, 2003). Therefore, it is recommended that forest habitat within a minimum of 100 feet of the wetland boundary is preserved as core wetland habitat (PNHP, 2010).

### *5.2.2 Forest*

It is also recommended that the three forest communities are maintained to maximize both plant and animal biodiversity. The maple basswood rich mesic forest is a species-rich community that is relatively unique in this area, as this community is threatened by development and invasive species (NYNHP, 2013). Compared to the rest of KCA, this community has fewer

invasive species. Therefore, eradication of invasives from this community may be achievable, and it is recommended to make this a priority.

### *5.2.3 Brush Piles*

Brush and rock piles are an easy way to make habitat for local wildlife, but must be built and placed strategically. Building brush piles can be completed in conjunction with clearing and maintaining trails, using the material recovered from the clearing of trails, as well as any fallen tree branches. Brush and rock piles are a great resource for wildlife and should be spread apart from one another. Brush piles promote habitat for a wide array of wildlife; songbirds, small mammals, reptiles, and amphibians. An even distribution of the brush piles throughout the site is important. These would work great in the KCA because they are easy to build and will have a positive impact on local wildlife, previous research has found evidence of increased habitation of songbirds, small mammals, amphibians, and reptiles when brush and rock piles are present in forested areas. (Kentucky Department of Fish and Wildlife Resources).

### *5.2.4 Bee Boxes*

Providing cavity-nesting bees with bee boxes is a short-term goal that would help to promote the biodiversity of KCA. Bee boxes can be constructed by taking wooden boards or plywood and drilling them together to form a square or rectangle at the size of one's choosing. The inside of the square should be filled with hollow stems of plant species that are native to the area. The nest can then be hung on a tree or on a post. In terms of maintenance, the boards need to be cleaned every two years with bleach to kill pathogens. Drilling the frames and collecting hollow stems to use in the nests could be a creative activity to offer at future events. To avoid disturbance, the bee boxes should be built off the trails to minimize interaction between bees and visitors. (Holm, 2013).

Another cavity nesting bee structure design which will promote the bee population at KCA can be built with non-treated wood with holes drilled horizontally inside the wood. The wood should be drilled with holes of varying circumference, greater depth is recommended. The drilled holes should be outlined with a black outline, a permanent marker can be used for this. A roof should be made which helps water flow out of the way, and the structures should be changed every couple of years due to the risk of mold. They should be placed so the cells lay horizontally facing the Southeast. A recommended structure is linked in the appendix.

### *5.2.5 Osprey Nest*

Attracting Ospreys in the Kashong Conservation Area will benefit both the wildlife biodiversity and user experiences. Ospreys are invaluable to ecosystems because they are apex predators and biological indicators. Because ospreys primarily consume fish, they act as biological indicators of the health of a lake and the fish within: if the lake is contaminated in any way, the fish will be contaminated, which will negatively impact the health of the ospreys. A man-made osprey nesting platform would promote the establishment of ospreys within the KCA. These nesting platforms are versatile, have a wide range of use, and have simple construction

requirements. In the 1986 Final Report issued by the U.S. Army Corps of Engineers, there are instructions on how to build a nesting platform, including a list of the few amounts of materials needed to build them. In their report, they list a roughly 25 foot-minimum height pressure-treated pole, several 2 by 4 inch pieces of lumber ranging from 3 to 6 feet in length, galvanized nails and metal sheets, and wooden dowels amongst the few materials needed. Placing the nesting platform near large water sources, so that the Ospreys can effectively hunt, is recommended. When building the platform the assembly can be trucked into the site and the hole can be made with a backhoe. (Hammer, 1986).

The area of Kashong that would be best suited for the placement of an Osprey nesting platform would be the meadow on the East side, closest to Seneca Lake. The proximity to the lake would be ideal for hunting, since the birds would not have to fly far to reach the water. As recommended by the Ontario Ministry of Natural Resources, these platforms should be placed between approximately 160 feet and 1.8 miles from a water source. The east meadow lies within that distance, and offers a wide open space for them to hunt alternative prey. Construction would involve the employment of outside resources, such as public workers, and heavy machinery to dig the foundation for the platform. (Building Nesting Platforms for Ospreys).

#### *5.2.6 Monitoring*

A final suggestion for the site action plan in regards to wildlife is to annually monitor amphibian and reptile species and presence throughout the year. This would allow a better understanding for the current species at the Kashong Conservation Area, and monitoring would help understand any effects that human impact or environmental change have on the area's species. Collaborations with local professors, including Hobart and William Smith Colleges and the Finger Lakes Community College could be utilized for this purpose.

### 5.3 Promote and Facilitate Use of the Site for Recreation and Education

#### *5.3.1 Environmental Education*

Our community outreach plan involves marketing the KCA as a future site of environmental education. Tentative plans for environmental education include family activities for future use, which would printable Hike & Hunt sheets for students/children for on-site use (see: appendix). Promoting wildflower hikes and bird watching are other examples of on-site educational activities that could be offered at KCA.

We also recommend adding additional educational sources to the KCA websites. Two example websites to use are <http://www.naturerocks.org> and <http://www.nwf.org/kids/family-fun.aspx>. We would also like to suggest the construction of a pavilion, which would include four picnic tables, for school trips/educational use (Figure 5.3). This could be accomplished through collaboration with an HWS class, or "Day of Service" activity. Forms of educational outreach can be found under "Marketing Strategy" (see Section 7.7).

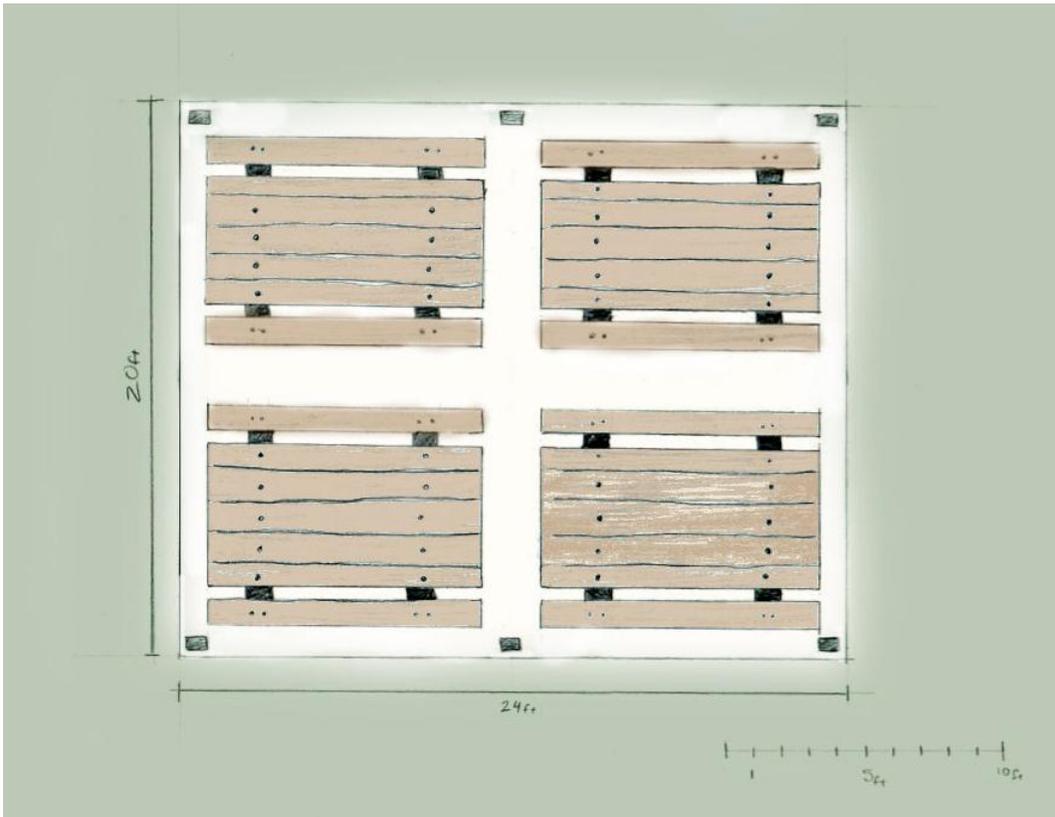


Figure 5.3 Pavilion and picnic table layouts that could be replicated for KCA.

### *5.3.3 Trail Maintenance & Improvement*

Major plans for trail improvement include making a new trail map (e.g. points of reference, bridges, benches) and simplifying trail colors on the map. Delegating new trails would include creating more sustainable trails throughout the area and rerouting new trails. In regards to marking trails, each marker should be placed on opposite sides of the tree, making the markers visible from either direction. Trails should be put on the most sustainable routes thus should need minimal maintenance. Grass trails on the south side of the area will require the most maintenance as they are on grassy routes that must be mowed. We suggest altering the tread on these grassy routes because it will be more cost effective, sustainable, and easier to maintain (Green, Yellow trails). Also, trails that are currently mowed could be made narrower. One possible tread option is crushed stone. This is because it is long lasting, requires minimal upkeep, and will help reduce cost in the long run. Rock tread will also cut down the amount of lawn mowing. Another option for improving tread is constructing and clearing it by hand. Fire rakes should be used to remove vegetation down to the soil. This could be utilized on the Green and Yellow trails. The reason for this on these two trails is because it would remove grass and reduce the cost of maintaining the property. It also reduces the risk of ticks and tick related illnesses. Since there is no defined structure on how frequently the area is being mowed or plowed in the winter, we recommend that the communication structure should be more formalized.

Best practice for trail blazes, according to the Department of Environment and Conservation is the use of paint blazes (2" wide and 6" tall paint streaks). Paint blazes are currently used to mark trails at the KCA, but certain trails are in need of upkeep. This will be a particular challenge at KCA since some trails that are currently marked need to be moved or removed. In these instances, blazes can be painted over with gray paint. There are few markers on the Yellow trail, and it was recently cleared but has not yet been established. Therefore, the yellow trail will require significant maintenance over the next few years, preferably monthly or bi-monthly.

There is also a proposed connection of the White and Yellow Trails along the eastern side of the KCA. In order to do this, there would most likely need to be an elevated walkway above the marsh to connect the two. The forest is dense there and would need to be cleared until the marsh is hit, then bridges or elevated walkways could be installed. This would improve the flow and connectivity of the conservation area as a whole because it would create an outer loop on the right side of the area. This is in the

### *5.3.4 Interactive Map*

We have created an interactive map to be added to the website for visitors to use (Figure 5.4). The map would have different layers that would include the following: 1) primary habitats of the conservation area 2) updated trails 3) major landmarks on the property (e.g. the old oak, water etc.) 4) man made structures (e.g. parking lot, bathroom, picnic tables etc.) and 5) activities for each trail/description of how it is used. This will be accessible for users on the KCA website and will be able to be used on smartphones or tablets.



Figure 5.4 Interactive Map

### 5.3.5 Entrance and Parking Lot Signs

We recommend bringing the entrance sign closer and perpendicular to the road to improve its visibility. Also create a sign that is double sided so it can be read from both directions. There should also be markers on either side of the parking lot entrance to indicate to visitors where it is safe to enter.



Figure 5.5 Current parking and entrance signs  
Source: <http://kashong.townofgeneva.com/Home.html>



Figure 5.6 An example of the potential new positions of the sign

Source: <http://www.joeandginny.com/enjoy-your-stay/getting-here/>

## **6. Marketing Strategy:**

### **6.1 Updated Map & Interactive Map**

The current map will be updated with a new trails system. On the map there will be a legend identifying each trail and the distance of the trail. The map should have points of interest noted such as parking, bathrooms, different habitats, wildlife (example: where to see Ospreys), bridges, benches, and difficulty of trail terrain. Each habitat on the property will be designated on the map to identify to the user what part of the property they are exploring.

The map will then be converted into an interactive web application online. This will become an interactive map linked to the KCA website that will allow the user to turn on and off these features based on what they are interested in. For example, if the user is only interested in the actual trail routes, and not points of interest or habitat types, the user will be able to turn off the uninteresting parts of the map so only the trail routes will be viewed. There will also be a drawing feature on the web application that will allow visitors to plan their trip by circling features, drawing from point to point, measuring distances, and then printing out what they have created. This tool could also be used as an educational web site for teachers or professors to explain and show students different habitats or help determine where things are on the web map.

The map and web application should be updated with new information about the site such as additions of new trails, closed trails, or interesting points as projects are being completed. If the web application is updated, then it will automatically update on the web page. The current link will always remain the same.

Link of Proposed map:

<http://hws.maps.arcgis.com/apps/webappviewer/index.html?id=a39a940de10646a69d3e2e8ffc7bac7c>

Example of what a linked web application map would look like on the KCA website:

<http://www.genevareads.org/#!/community-read/cowv>

### **6.2 Website**

The current website could be updated to accommodate new information about KCA. The current Home page should continue to use visuals to show updates with signage and new features

of KCA being added. In addition, a search feature could be added to make it easier for users searching for specific information. When trails are updated more and some new trail markers are added visuals of these should be added to the information about the trails. The history page has good information on where KCA came from and should be maintained to reflect the progress KCA is going through. It should also include information about conservation and why the KCA is a conservation area. As plant species and wildlife are being monitored the descriptions on the website should be updates as well and contributions by local schools should be continued to be acknowledged. The KCA website should be continuously updated with new links for education, resources, contacts, photos, and updated maps.

### 6.3 Brochure

The current brochure will be updated to reflect the progress being made at KCA. The new trail map will replace the map on the inside. The panel describing each trail will explain the habitats the trail explores, main points of interest, distance, difficulty/terrain, and what activities are recommended for each trail. There will still be a panel about KCA and the history of the property and under this description there should be a QR code to the website that will allow the user to go directly there, as well as a link to the KCA website. The back panel could include advisories such as: ticks (include dates), plants, animals to avoid, and dog leash rules. Under these advisories there could be emergency contacts and the KCA committee contact information.



Figure 6.1 An example of a QR code linked to the KCA website made using a free website

Source: (<https://www.the-qrcode-generator.com/>)

### 6.4 Information Board

At the sight on the shed there is a current map of the property that should be updated to match the current trails mapped by a GPS. The new board should also include information about the habitats, plant and wildlife, warnings/advisories, rules of KCA, and an updated map of the area as well as a place for brochures to be supplied. Below is an example of an information board with a trail map, descriptions, and a place for flyers.



Figure 6.2 An example of an information board.  
Source: <http://www.geograph.org.uk/photo/2273525>

### 6.5 Promotion

There are multiple ways to promote the KCA. The Finger Lakes Times and the KCA website can be places that advertise new changes and events that are happening to KCA. We recommend announcements in the local schools and Boys & Girls Club newsletters as well as flyers posted to encourage students and their families to take advantage of KCA after school, on weekends, and during holidays. The Geneva Visitors center could have information about the site and brochures for tourists to take during their visit. Other locations for the brochures and/flyers could be at Scandling Center on HWS campus, outside of the Smith Opera house, in local hotel lobbies: Ramada, Belhurst, Geneva on the Lake, Microtel, Hampton Inn, and other B&B's in the area. The Geneva Historical society and the Geneva Public library could also have flyers. Local businesses, wineries and breweries that would be willing to put up an informational flyer/brochure may be contacted as well. At the KCA, we recommend an area for brochures to be stocked so visitors can take one if they would like information as they visit the site.

### 6.6 Education Outreach

Outreach to Geneva Elementary/Middle/High schools is another approach we would like to bring to light, and we would start by recommending Kashong as a site of future field trips. We would promote the site through flyers for the KCA posted in local public areas, such as the Visitors Center downtown; offering other community events like "Spring Fling". Reaching out to the HWS community to hang up posters through Student Activities by utilizing the Poster Route which goes out on Mondays and Thursdays at 10 am will save time and labor and promote upcoming events in KCA. The HWS community can also include the KCA as a "Day of Service" site, as well as encourage professors to use the site as a possible setting for class trips. Geneva High School annually hosts "Festival of Nations", where student clubs and organizations can set up tables for future events and is a great way to establish community outreach and interaction. Nikki Kersbergen, an English Teacher at the Geneva High School and the Festival of Nations Chair, is the contact person for participating at the "Festival of Nations".

## 6.7 Events

KCA could aim for one event per season. The event Spring Fling could continue as an annual event, furthering the promotion of the site. We recommend activities planned and executed for kids, e.g. scavenger hunts, and nature walks to listen to birds and see the different habitats at Kashong. In the warmer months, there could be an Animal Outing Day that could encourage pet owners to bring their friendly dogs to go for a KCA walk. There could be doggie treats and possibly snacks for families as well as a cutest pup contest. There could be a Fall event that involved looking at the trees and the changing of the season from summer to winter. There could be cider and doughnuts provided and small pumpkin painting for a children's activity. There could also be a leaf collection scavenger hunt, face painting, and other educational activities for children and adults. In the winter KCA could have a snowshoe or cross country ski race. There could be hot chocolate and awards for first, second, and third. The contestants would travel on the trails that are the most cross country skier friendly and all levels would be encouraged to enter. This could also be a potential fundraising event to raise money for a pavilion or osprey nesting platform.

All year round there could be a species of the month that is advertised on the information board and website. The species would reflect the native habitat that it occupies at KCA. There could be a fun fact sheet provided that includes information about its diet, habitat, native range and its importance at KCA. Each event should be advertised at schools including the elementary school, high school, FLI and HWS. The schools could advertise the event on their websites. This could be advertised at HWS as a volunteer opportunity for students to attend and help run events, as well as other schools. Other places to advertise include local hotels and businesses similar to the brochure locations.

## 6.8 Hobart and William Smith Colleges

Maintaining a strong connection with Hobart and William Smith Colleges is a good way to promote KCA. Advertising this property for science classes (both introductory and advanced), ecology projects, and conservation projects will bring classes to KCA during the day. The HWS students could perform habitat delineation, invasive species identification, animal and plant identifications, and monitoring of different species on site. Another way to make KCA more visible to students is to contact the student activities board and ask them to include KCA in events. Examples would include KCA as a potential site for community service during orientation weekend or a field trip for new students. This could also be a place that the ORAP club could use for snowshoeing, cross country skiing, or hiking during the different seasons. There should also be continued contact with Day of Service and the Center for Community and Service Learning to provide more volunteer opportunities for students who want to work with KCA. Different volunteer opportunities could include building brush pile habitat, bee boxes or bird boxes, trail maintenance, invasive species removal, or planting of native species. All contact information listed below was found on the HWS website: [www.hws.edu](http://www.hws.edu). These departments

listed, as well as others, such as geoscience, environmental studies, architecture, and more, could benefit from cooperative projects with KCA.

Table 6.3 Contact information for potential collaborators with KCA

Department	Person of Contact	Phone Number	E-mail
Office of Student Activities	Theresa Greiner-Bourque	(315) 781-3513	<a href="mailto:greiner-bourque@hws.edu">greiner-bourque@hws.edu</a>
ORAP	Aliceann Wilber	(315) 781-3933	<a href="mailto:wilber@hws.edu">wilber@hws.edu</a>
Community Engagement & Service Learning	Jeremy Wattles	(315) 781-3858	<a href="mailto:wattles@hws.edu">wattles@hws.edu</a>
Department of Biology	Kristy Kenyon	(315) 781-3598	<a href="mailto:kenyon@hws.edu">kenyon@hws.edu</a>
Festival of Nations Chair (Geneva High School)	Nikki Kersbergen	(315) 781-0402	<a href="mailto:NKersbergen@genevacsd.org">NKersbergen@genevacsd.org</a>

## 7. Financial Strategy & Projected Expenses:

The budget is \$1,200 for KCA this year. The budget includes only activities that enhance KCA which may include: signage, removal of invasive species, planting native species, coloring the trails, materials for footbridges, etc. Trail maintenance and other on-site maintenance does not come out of KCA's budget, as it is provided by the Town of Geneva Water and Sewer Department. For example, maintenance provided by the Water and Sewer Department includes mowing the area around the parking lot and the surrounding trails that are composed of grass. KCA is on the list of mowing responsibilities for the town and is mowed on a regular cycle every few weeks. Also, the KCAC can contact the town at any point if there is an immediate concern at KCA. In addition to their contribution to maintenance, the town of Geneva has also contributed to the building of footbridges. Therefore, the town of Geneva may also be used as a resource for future enhancement opportunities, such as the construction of an osprey nesting platform. Furthermore, the town of Geneva could provide funding to the KCAC in case of emergencies. Currently, only a small portion of the budget has been used. The 70 plants that were planted around the entrance sign cost \$200, and the other expense was creating t-shirts to be sold as a fundraiser. In the near future, it is recommended that part of the budget be allocated to towards a new sign on Kashong Road that can be seen by drivers coming from both directions. Additional expenses may be accrued through the purchase of pesticides for invasive species removal and supplies needed to improve trail markers. A long-term goal is to construct a structure on the

property to cater to large groups; we recommend a pavilion to encourage local school field trips to promote interaction and education. Given the small scale of Kashong and the limited budget, using part of the budget for fundraising would be most beneficial if it went towards putting on well-planned and well-attended events. Specifically, a fundraising event could be used to raise money for the construction of a pavilion. Figure 7.1 below shows cost estimates for a few potential projects for KCA that we have recommended in our plan. For both the pavilion and the sign, the cost will be dependent on the size, material, and content, which will vary depending on the KCAC’s preference. For example, a dual-sided 3ft high by 4ft wide sign will cost approximately \$690 (Economical Post and Panel Kit - EZSignsOnline.com). Materials only for a pavilion with dimensions 24x24x8 is estimated to cost about \$2,500.00, with an additional \$1000.00 for a concrete surface.

Table 7.1 Estimated costs of recommended projects at KCA

<b>Item</b>	<b>Estimated Cost</b>
Pavilion	\$3,500.00
Osprey Nest	\$109.34
Sign	\$500-\$1,000
5 <sup>5</sup> / <sub>8</sub> in x 5 <sup>5</sup> / <sub>8</sub> in reflective trail marker	\$1.47/unit

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## **APPENDIX:**

For a more detailed list of bird species observed in the Kashong Conservation Area, please visit the following link provided by the Eaton Bird Society:

<http://ebird.org/ebird/hotspot/L1355596>

Bee Boxes: <http://crownbees.com/shop/nesting-material/medium-wood-trays>

Kashong Conservation Area Webpage. <http://kashong.townofgeneva.com/Contact.html>

# ALPHABET HIKE

(Circle all letters that you see in nature along your hike!)

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

1

2

3

4

5

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8

9

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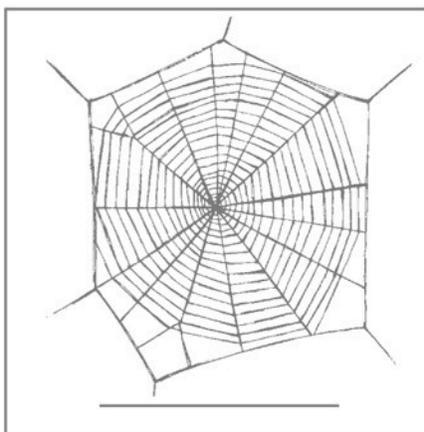
# Animal Homes Hike

WORKSHEET

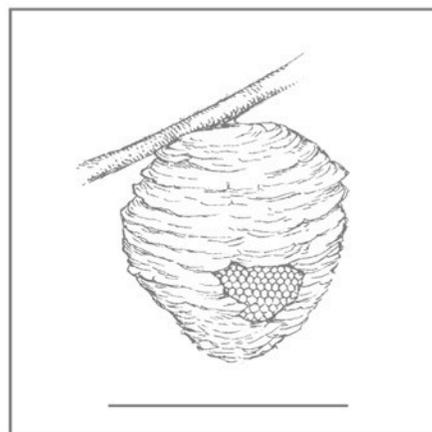
DIRECTIONS: Place a tally mark below the animal home each time you observe it on your hike.



Nest



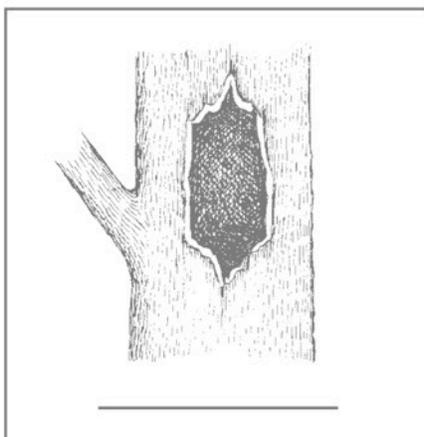
Web



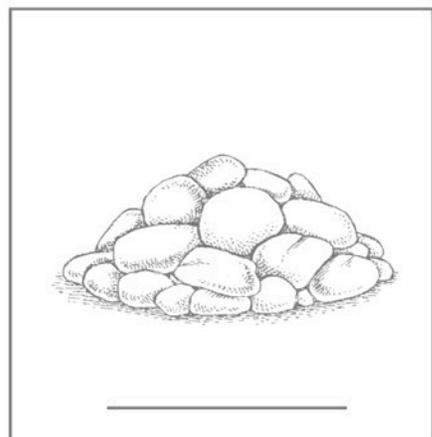
Hive



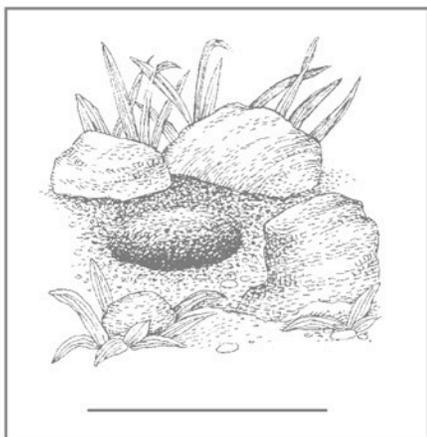
Brush Pile



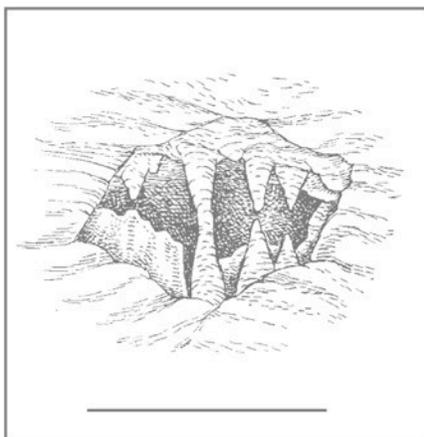
Tree Hollow



Rock Pile



Mound, or Hole in Ground



Crevice, or Cave



Pond, Stream, or Lake



# Appendix 3: Pedestrian Infrastructure and Non-Automotive Transportation Analysis: West Washington Street Area

# Pedestrian Infrastructure and Non-Automotive Transportation Analysis:

*West Washington Street Area, Town of Geneva, NY*



Cornell University's Design Connect

July, 2015

### Project Summary:

Cornell Design Connect was invited to investigate pedestrian conditions in the Town of Geneva beginning in January 2015. The team, a group of 9 undergraduate and graduate students, conducted research and outreach over the next 4 months, which culminated in a presentation to members of the Town of Geneva’s Comprehensive Plan Committee in May 2015, and this report, issued in July 2015. Cornell Design Connect hopes that this document may aid future planning efforts in the Town of Geneva.

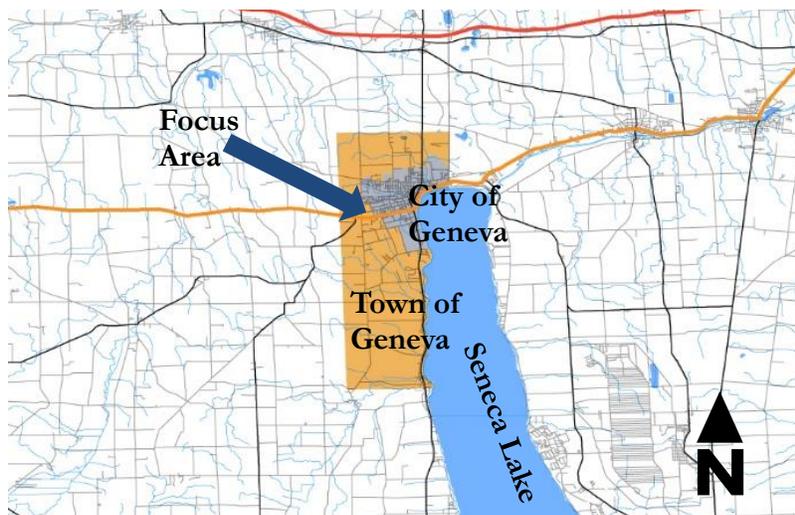
### Design Connect Background:

Design Connect, an independent student organization at Cornell University, strives to empower students and citizens by advancing collaborative, democratic, and sustainable design and planning projects in local communities. Each semester, Design Connect requests applications from public or non-profit clients in Central New York communities near Ithaca. This project took place as a response to an application by Mark Venuti, Town Supervisor of the Town of Geneva.

### Project Location:

The Town of Geneva is a community in Ontario County, New York with approximately 3,300 residents in 19 square miles. The Town includes several distinct areas: waterfront homes along Seneca Lake; agricultural areas to the west of Seneca Lake; and denser residential and commercial districts adjacent to the City of Geneva. This report’s Focus Area is immediately north of the Town’s primary commercial area, which is centered on the intersection of County Road 6/Pre-Emption Road and State Routes 5 & 20. The boundaries

Map 1: Context

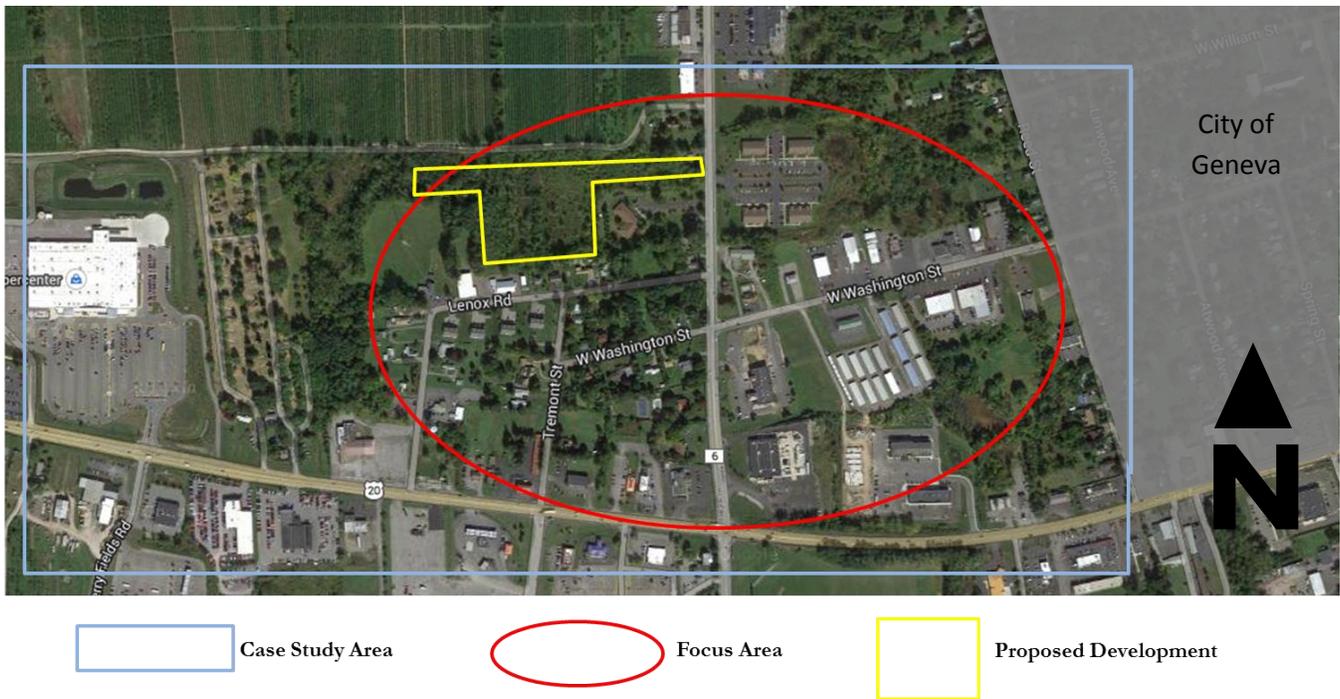


## Town of Geneva Pedestrian Infrastructure

of this Focus Area are Reed Street to the east, Lenox Avenue to the west, Routes 5 & 20 to the south, and the Liberty Commons to the north.

The Focus Area contains various uses. Along Routes 5 & 20 at the southern edge of the focus area are many suburban-format retail stores, including Walmart, Tractor Supply Company, Taco Bell, and Wendy's, as well as several hotels and similar uses often found on major suburban arteries. To the north of Routes 5 & 20 and west of C.R. 6 is a residential neighborhood, with predominantly single-family homes on small lots. Along C.R. 6 north of W. Washington Street and along W. Washington Street between C.R. 6 and Reed Street is a mixed commercial district with auto-oriented businesses as well as medical offices and other small office spaces. In the City of Geneva to the east of the focus area along Washington Street is a residential neighborhood with sidewalks on each side of the street.

[Map 2: Focus Area](#)



### Project Background:

Three key events occurred in 2014 and 2015 which made the time appropriate to analyze pedestrian infrastructure in this particular section of the Town of Geneva.

1. The Town of Geneva underwent a comprehensive planning process; among other goals, this plan aimed to encourage development of a mixed-use town center in the location of the Focus Area. Pedestrian infrastructure is a key component of a thriving town center, and the Town of Geneva did not contain any sidewalks at the beginning of 2015. The Town's Comprehensive Plan Committee, which was guiding the comprehensive planning process, also guided the Cornell Design Connect team's efforts.
2. The New York State Department of Transportation (NYSDOT) rebuilt State Routes 5 & 20 through the Focus Area. The Town successfully requested that NYSDOT include sidewalks from the border with the City to Tremont Street as part of the project. This sidewalk may serve as the spine for additional pedestrian infrastructure.
3. Cornerstone Group of Rochester proposed and received approval to build an 88-unit residential development at the northern edge of the Focus Area: on the west side of C.R. 6. The development of such a major project was an appropriate occasion to consider long-term infrastructure plans, including pedestrian infrastructure.

In this context, the Cornell Design Connect team evaluated pedestrian infrastructure within the Focus Area, by interviewing residents, business owners, and public officials; and by conducting on-the-ground analysis.

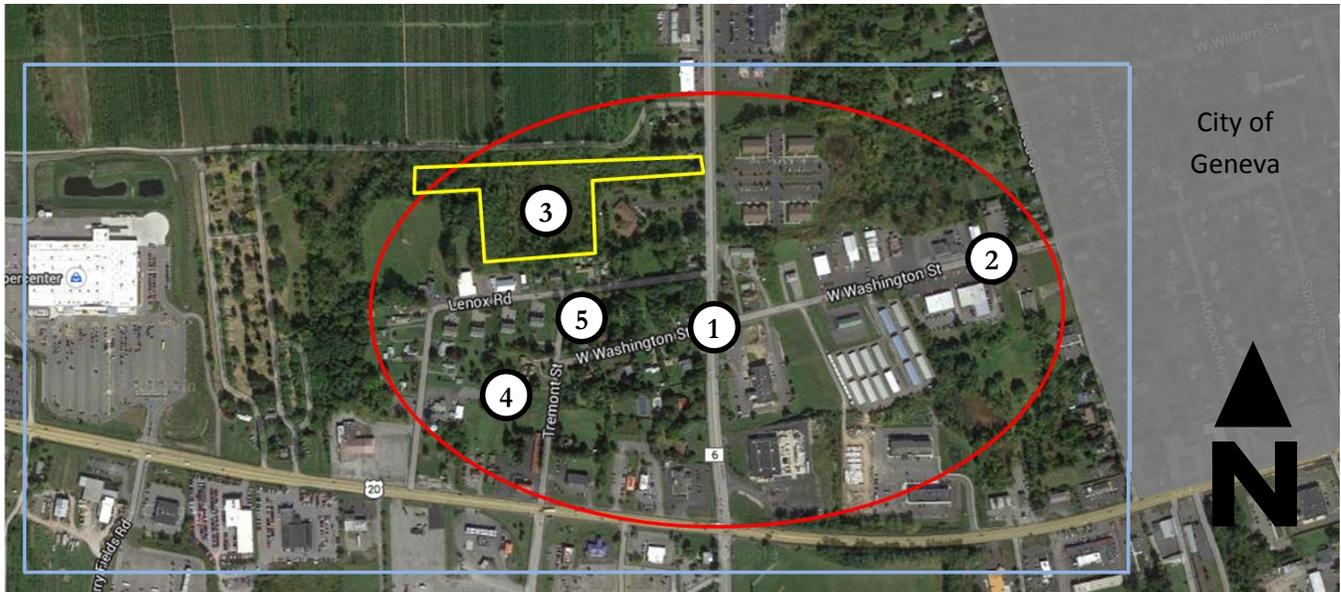


Community members, Town of Geneva officials, and Cornell Design Connect members discuss transportation issues at Geneva Town Hall, March 11, 2015.

### Transportation Challenges in Focus Area:

Based on conversations with community members and additional analysis, the Design Connect team identified a list of transportation-related challenges within the Focus Area. These issues are identified in **Map 3** and **Table 1** below.

Map 3: Focus Area Transportation Challenges



 Case Study Area       Focus Area       Proposed Development

Table 1: Transportation Challenges

Number	Name	Challenge(s)
1.	Difficult intersection of C.R. 6 and West Washington Street.	<ul style="list-style-type: none"> <li>• The intersection is unsafe for drivers and pedestrians, and experiences a high accident rate.</li> <li>• The intersection offers no protection for pedestrians wishing to cross C.R. 6.</li> <li>• Traffic turning left from West Washington St. onto southbound C.R. 6 must wait unreasonably long for the traffic on C.R. 6 to clear.</li> </ul>
2.	Pedestrian safety on West Washington Street., East of C.R. 6	<ul style="list-style-type: none"> <li>• Pedestrians have no protection on West Washington Street., west of C.R. 6, other than an inconsistent shoulder.</li> <li>• As the main link between the Town and City of Geneva, pedestrian traffic will continue along this road for the foreseeable future.</li> <li>• Pedestrians must walk through parking lots without defined entries and exists, creating near-infinite points of possible vehicle-pedestrian or vehicle-vehicle collisions.</li> </ul>
3.	No pedestrian connections to planned residential development	<ul style="list-style-type: none"> <li>• The only point of access to Town Side at Pre-Emption is a long driveway which connects to southbound C.R. 6, a major road unsafe for pedestrian use.</li> <li>• 10 of 88 planned units are restricted to seniors, a population which may receive particular benefit from pedestrian infrastructure.</li> </ul>
4.	Through-traffic on streets in neighborhood west of C.R. 6	<ul style="list-style-type: none"> <li>• Through-traffic often travels faster than the posted speed limit, particularly when conditions at the intersection of Routes 5 &amp; 20 and C.R. 6 cause significant southbound traffic on C.R. 6.</li> <li>• Through-traffic creates a dangerous condition for pedestrians in the neighborhood.</li> <li>• No shoulder of the roads in the western neighborhood exist, creating a dangerous situation for pedestrians who must either walk on the front lawns of homes, or walk within lanes of traffic.</li> </ul>
5.	No pedestrian connections to residential areas west of C.R. 6.	<ul style="list-style-type: none"> <li>• ~40 homes in area west of C.R. 6 and north of Routes 5 &amp; 20 lack safe pedestrian routes to destinations beyond these two major roads.</li> </ul>

## Recommendations

Based on site analysis and conversations with local residents, business owners, and public officials, the Design Connect identified options which could ameliorate the challenges listed above in **Table 1**. These options are conceived as a comprehensive plan to address the Focus Area’s transportation challenges, but each could be beneficial on its own, as dictated by public preference or the availability of financing. Recommendations are located in the diagrammatic **Map 4**, summarized in **Table 2**, and explained in detail in the following section.

[Map 4: Recommendations](#)

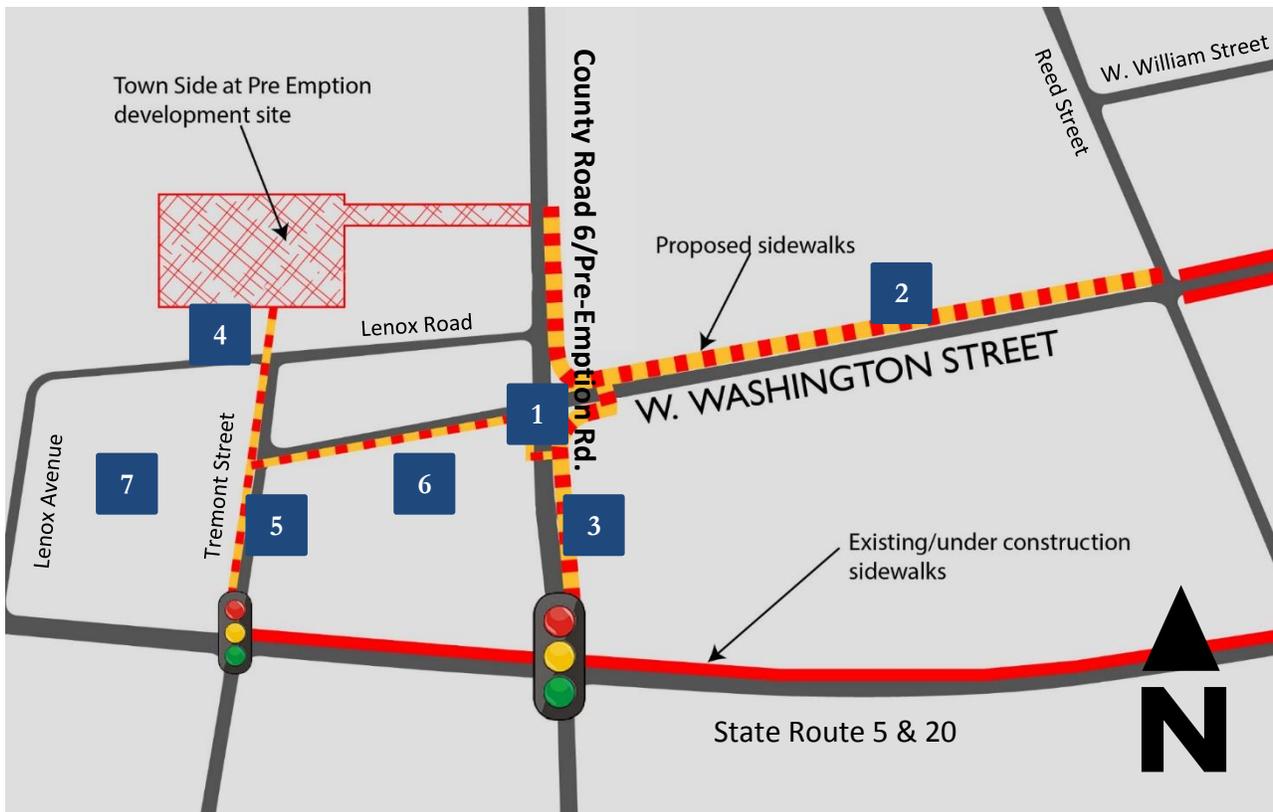


Table 2: Recommendations

Number	Location	Recommendation	Addresses Problem #
1.	W. Washington Street and C.R. 6	Reconfigure intersection	1, 5, 3
2.	W. Washington Street, east of C.R. 6	Sidewalk and access control	2, 5, 3
3.	C.R. 6	Sidewalk	5, 3
4.	Tremont Street and Lenox Road	Pedestrian connection to development	3
5.	Tremont Street	Sidewalk	5
6.	W. Washington, west of C.R. 6	Sidewalk	5
7.	Neighborhood west of C.R. 6	Traffic calming	4

1) Intersection of W. Washington and C.R. 6



View south on C.R. 6 towards intersection with W. Washington Street.

The intersection of W. Washington and C.R. 6 causes several problems for drivers and pedestrians (existing traffic pattern is shown below in **Map 5**). First, this intersection is perceived as unsafe to drive or walk, and has been the site of car accidents. Second, this intersection offers no protection to pedestrians who wish to cross C.R. 6. Pedestrians must either wait until traffic clears, which is dangerous and can take several minutes; or pedestrians must walk down to Routes 5 & 20 to cross C.R. 6 there, a half-mile trip to cross a single road. Third, the high volume of automobile

## Town of Geneva Pedestrian Infrastructure

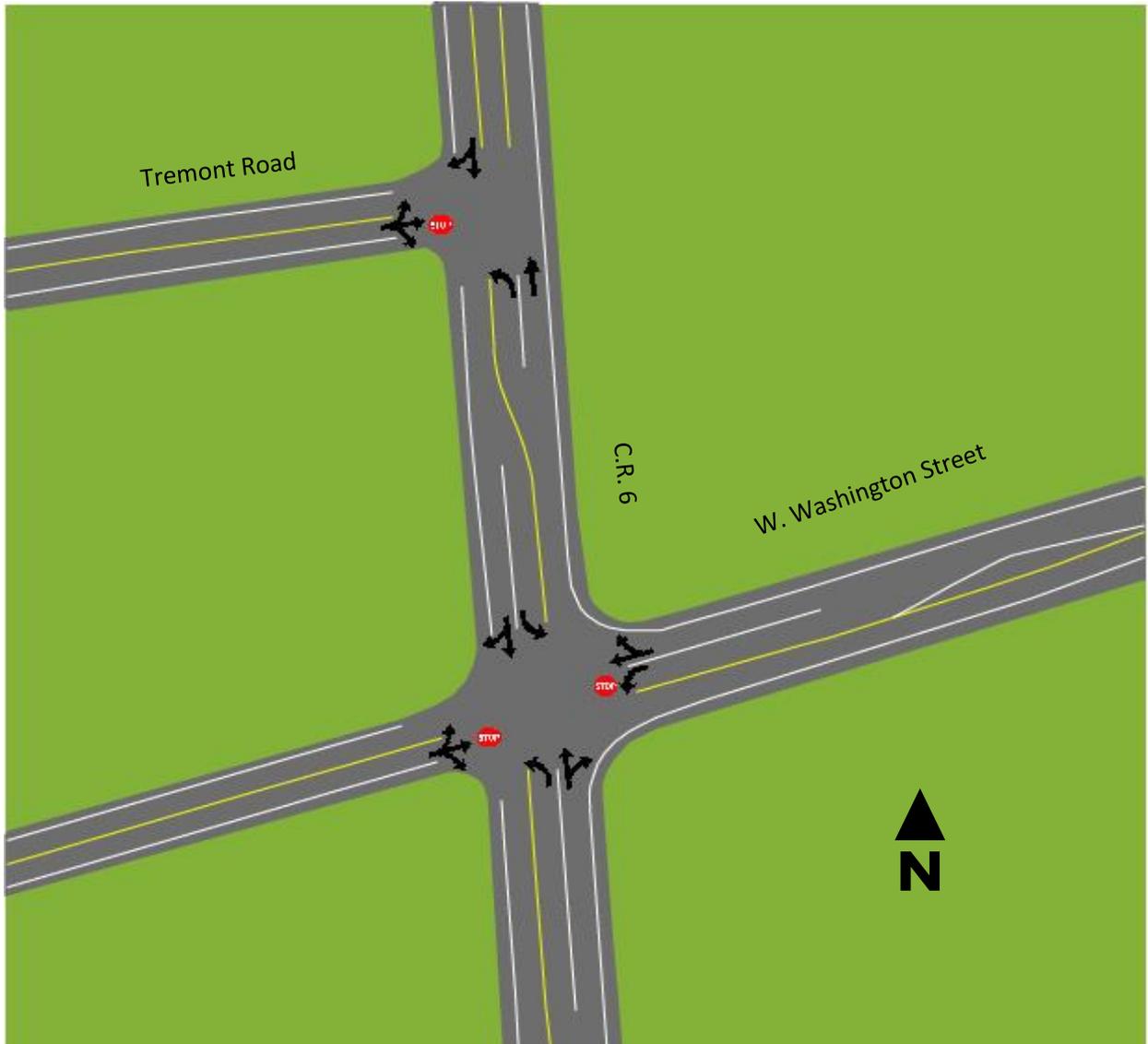
traffic heading north and south along C.R. 6 makes turning left difficult from any street. The inhospitability of this intersection isolates pedestrians in the neighborhood west of C.R. and north of Routes 5 & 20.

Design Connect’s recommendation for this intersection is shown in **Map 6**. Based on the high volume of car traffic, a traffic light is highly recommended. This would address all three issues listed above. In addition, Design Connect recommends marked pedestrian crosswalks across the southern section of C.R. 6 and the eastern section of W. Washington Street, as shown in **Map 6**.

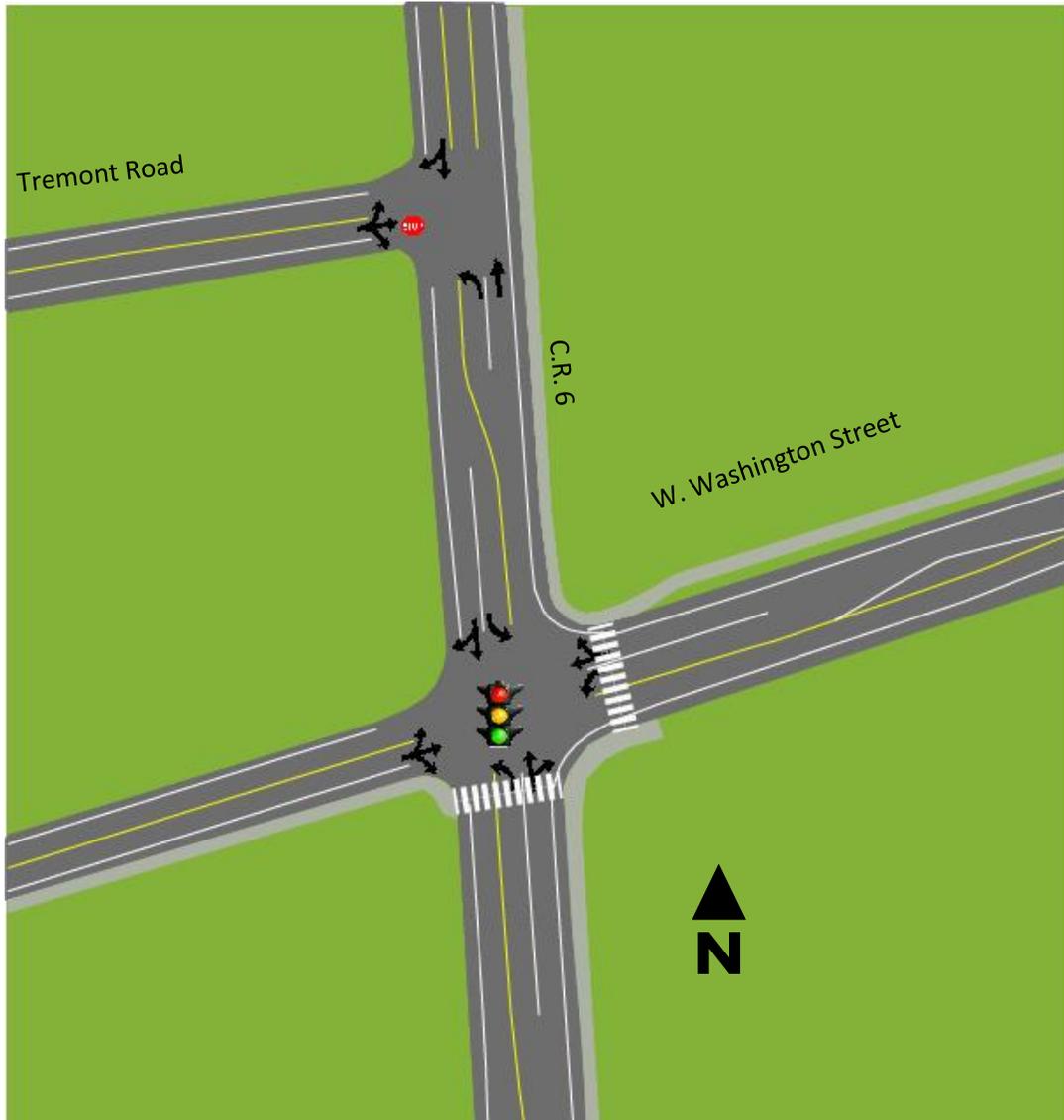


View south on C.R. 6, rendering of **Recommendation 1**.

Map 5: Intersection of W. Washington Street and C.R. 6 (Existing Conditions)



Map 6: Intersection of W. Washington Street and C.R. 6 (Recommendation)



### 2) Pedestrian safety and access control on W. Washington Street east of C.R. 6



View east on W. Washington Street, east of C.R. 6 (existing conditions).

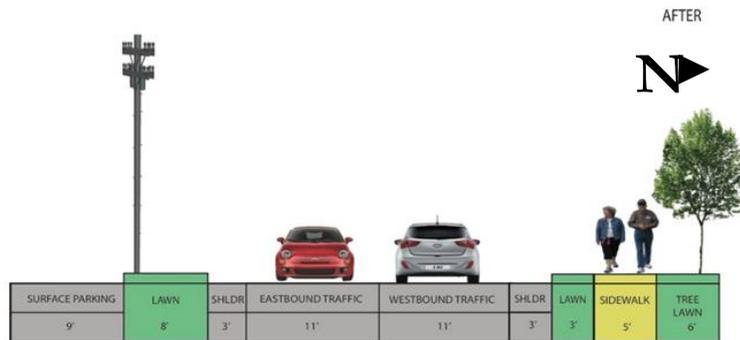
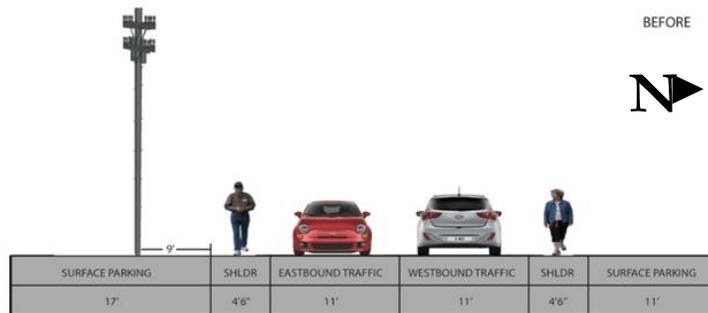
The block of W. Washington Street east of C.R. 6 has several challenges. This block is a key route for pedestrians, connecting C.R. 6 and the neighborhood to its west to the intact pedestrian network to the east in the City of Geneva. Despite this critical location, this road is not safe for pedestrians. On the northern side of W. Washington, pedestrians must cross a nearly-continuous stretch of parking lots which connect directly to the street. On the southern side of W. Washington, the shoulder is narrow, and is encroached in several places by vegetation. In addition, most of the businesses on the street have parking lots with no specific location designated for entrance and exit; this lack of controlled access can be dangerous for both drivers and pedestrians.

Design Connect's recommendation for this location is shown in the rendering below. A sidewalk with moderate accompanying landscaping can address the two main challenges of pedestrian safety and controlled car access. This sidewalk is best located on the northern side of W. Washington Street; a sidewalk here can also support access control, and there is more space to build a sidewalk on the northern side without needing to relocate utility poles or parking spaces. The entire sidewalk and landscaping can fit within the existing public right-of-way, as shown in the cross section below. Curbs should also be installed along the entire block to control access to each parking lot along both north and south sides of the street.



View east on W. Washington Street, east of C.R. 6 (**Recommendation 2**)

WEST WASHINGTON STREET CROSS SECTION



## Town of Geneva Pedestrian Infrastructure

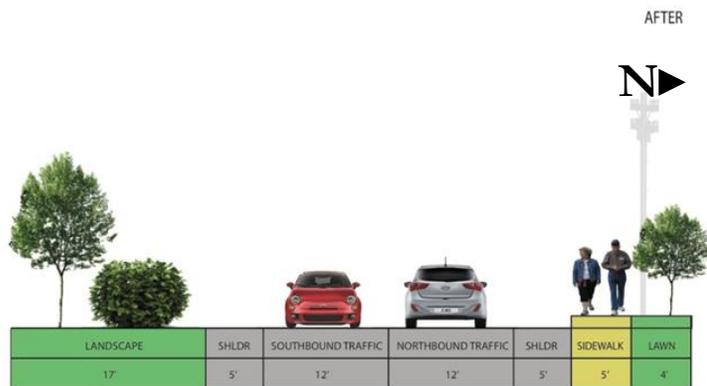
### 3) Sidewalk on C.R. 6

The value of investment in individual pieces of pedestrian infrastructure is greatly enhanced if each piece is a component of a useful network. A pedestrian connection to the sidewalk under construction on Routes 5 & 20 would enhance potential improvements facilitating pedestrian use of W. Washington Street and the intersection of W. Washington Street and C.R. 6. Such a sidewalk would facilitate walking between the neighborhood to the west of C.R. 6 and the commercial destinations to the east of C.R. 6 on Routes 5 & 20, among other destination pairs.

This sidewalk could be built on either the east or west side of C.R. 6. The east side features more space alongside the road within the public right-of-way, and connects more destinations. However, if the pedestrian connection to Town Side at Pre-Emption

(**Recommendation 4**) is not built, then a sidewalk alignment on the west side of C.R. 6 is strongly preferred, as it would offer a pedestrian connection for future residents of Town Side at Pre-Emption. A possible alignment wholly within the public right-of-way of C.R. 6/Pre-Emption Road with a sidewalk on the east side is shown at the right.

PRE-EMPTION ROAD CROSS SECTION



## Town of Geneva Pedestrian Infrastructure

### *4) Pedestrian connection to Town Side at Pre-Emption development*

Town Side at Pre-Emption is planned to begin construction in 2015 with 88 residential units, of which 10 are age-restricted. This development has driveway access to C.R. 6, but has no safe means for residents to walk to any destination. The driveway accesses a section of C.R. 6 which has a narrow shoulder and high automobile speeds; it is unsuitable for pedestrians.

Design Connect recommends that the Town of Geneva and the project developer pursue a pedestrian connection serving the site at the intersection of Tremont Street and Lenox Road. At this location between the street and the Town Side at Pre-Emption site, there is an undersized 0.1-acre parcel which is not suitable for any building. This parcel is currently occupied by a small garage; the purchase of either an easement or the entire parcel could facilitate convenient pedestrian access between Town Side at Pre-Emption and the existing neighborhood. The total length of this connection would be only 100 feet. If **Recommendations 5, 6, and 7** are also built, Town Side at Pre-Emption residents would have excellent pedestrian access to many nearby destinations.



View north on Tremont Street. Location of recommended pedestrian connection outlined in red

### *5) Sidewalk on Tremont Street*

The neighborhood west of C.R. 6 and north of Route 5 & 20 is approximately 25 acres and contains more than 40 residences. This neighborhood has wide streets which encourage drivers to speed and to cut through the neighborhood to avoid the traffic lights at C.R. 6 and Route 5 & 20

## Town of Geneva Pedestrian Infrastructure

and at Tremont Street and Route 5 & 20. To connect this neighborhood to the existing and proposed pedestrian network to the east and south, Tremont Street and W. Washington Street would be the best locations for sidewalks.

The west side of Tremont Street is well-suited for a sidewalk, with large setbacks on each building along the street (**Recommendation 5**). This sidewalk would connect to the under-construction sidewalk which will end at Tremont Street and Routes 5 & 20, and from there to the commercial areas along Routes 5 & 20 and the City of Geneva. If the pedestrian connection to Town Side at Pre-Emption (**Recommendation 4**) is built, it would connect directly to this sidewalk along Tremont Street.

### *6) Sidewalk on W. Washington Street west of C.R. 6*

A sidewalk along W. Washington Street (**Recommendation 6**) would likewise connect the neighborhood to the pedestrian network to the east, including the intersection of C.R. 6 and W. Washington Street (**Recommendation 1**) and the eastern section of W. Washington Street (**Recommendation 2**). Either the northern or southern side would be suitable for **Recommendation 6**, but the northern side would be preferred if a sidewalk is also built on the northern side of the eastern section of W. Washington Street, as in **Recommendation 2**.



View east along W. Washington Street. Intersection in center is with C.R. 6.

### *7) Traffic calming in neighborhood*

Measures may be taken to cut down on the number of drivers who cut through the neighborhood along either W. Washington Street and Tremont Street or Lenox Road and Lenox Avenue. The specific traffic calming would be based on public preference, but might include lane narrowing, chicanes, or speed humps.