ENVISION HILTON

2030 COMPREHENSIVE PLAN

ADOPTED 12.1.2020

Hilton Family
PHARMACY
Ship your packages Here!
106
26 MAIN ST.
the Coffee Corner
RACHAEL
B. Cupcakes

A LETTER TO THE COMMUNITY

The preparation of a Comprehensive Plan involves a tremendous amount of time and attention, which requires the participation of individuals who are both generous with their time and selfless in their nature.

The Village of Hilton was fortunate to have a number of such individuals step forward, each of whom has contributed significantly to the compilation of information gathered herein.
I would like to acknowledge my fellow board members, who recognized the importance of completing a new Comprehensive Plan, a personal goal and pledge I made when I embarked on my journey as Mayor. Together we appointed community members who agreed to serve on a Steering Committee. The group worked tirelessly for more than 16 months, researching data, interviewing staff, surveying and talking with residents, reviewing maps, participating in planning exercises facilitated by consultants MRB Group, and ultimately working together to consider and develop a vision of the future for our community – one that reflects our values, and will lead us toward that future of our own making.

On behalf of the Village Board of Trustees, and the community, I wish to acknowledge the contributions of each member of the Steering Committee, listed on the next page. Please take a moment to thank these individuals for their service to our community. Their investment of time and talent will undoubtedly prove to be invaluable to all of us, as time marches forward and the Village of Hilton evolves in response to a changing world.

I feel privileged to have played a role of leadership in embarking on this critically important process, and thank you for playing an equally important role as participants. This has truly been a community-wide effort, which will certainly shape the future of our community for current and future generations.

Together we have created a vision for a bright future. I look forward to living in it together - one proud, caring community as Hilton always was – and always will be.

With best regards,
Joseph Lee, Mayor

ACKNOWLEDGEMENTS

VILLAGE BOARD OF TRUSTEES

JOSEPH M. LEE, MAYOR
JIM M. GATES, VICE MAYOR
ANDY FOWLER, TRUSTEE
LARRY W. SPEER, TRUSTEE
SHANNON ZABELNY, TRUSTEE

STEERING COMMITTEE

SHARI PEARCE, CHAIRPERSON
JAMIE ATTOMA
ALEXANDRA BENNET
JUDY DEPALMA
PAT HOLENBECK
JEFF KOCH
DAN KUBIT
MIKE LISSOW
OLIVIA MALLON
MIKE MCHENRY
PETER MILES
HARRY REITER
LINDA VINEY
MURRAY WEAVER
SHANNON ZABELNY

SPECIAL THANKS...

TO THE CITIZENS OF THE VILLAGE OF HILTON. MANY MEMBERS OF THE COMMUNITY CONTRIBUTED SIGNIFICANT TIME AND EFFORT IN THE DEVELOPMENT OF THIS PLAN. THEIR PASSION, COMMITMENT, AND VISION ARE GREATLY APPRECIATED!

MRB group

SmarterLocalGov.com
The Municipal Services Division of MRB Group

TABLE OF CONTENTS

SECTION ONE: INTRODUCTION 1
INTRODUCTION
WHY PLAN?
HOW TO USE THE PLAN
PREVIOUS PLANS AND STUDIES
SEQR COMPLIANCE

SECTION TWO: COMMUNITY PROFILE.....9
LOCATION AND SETTLEMENT
DEMOGRAPHICS
LAND USE AND ZONING
ENVIRONMENT
HISTORIC AND CULTURAL RESOURCES
COMMUNITY FACILITIES AND SERVICES
INFRASTRUCTURE
ECONOMIC DEVELOPMENT

SECTION THREE: VISION AND GUIDING PRINCIPLES.....49
VISION
CORE VALUES
GUIDING PRINCIPLES, GOALS, AND OBJECTIVES

SECTION FOUR: FUTURE LAND USE PLAN.....67
FUTURE LAND USE MAP
LAND USE CATEGORY DEFINITIONS
LAND USE POLICIES
TARGETED AREA PLANS
WHERE WE GO FROM HERE
CONCLUSION

This page left intentionally blank

SECTION ONE

INTRODUCTION

INTRODUCTION

Comprehensive Planning is an all-inclusive approach to addressing the issue of a community's future growth. The process of developing a formal plan dates back to the early 20th Century in what was known as the "City Beautiful Movement", which established two aspects of the Comprehensive Planning process that are still utilized today: (1) the role of the planning consultant to define land use, and (2) the role of the Planning Commission/Board.

Recognized by the State of New York with legislation in the 1980's, Comprehensive Plans became a *recommended* best practice, and not a mandated practice.

During the 1970's and 1980's, the process was heavily focused on growth management and land use controls driven by the environmental movement of the previous decades. These plans often resulted in long, cumbersome documents centered around a vision without much consideration for day-to-day situations, and the need to resolve human-land use conflicts.

Comprehensive planning has evolved to address a much broader range of topics that extend beyond land use and density alone, such as community resilience, health and safety, and energy. Rather than a list of policies with objectives and strategies, Comprehensive Plans are now living documents - a framework for creating livable communities in harmony with nature, strong economic centers, and social equity. They often incorporate design components, such as area plans or perspective drawings, which visually depict the physical form desired by the community.

Additionally, plans today incorporate a strong public engagement process. Through a range of unique and targeted techniques, community-driven plans that engage residents of all ages are typically more successful and championed over a longer period of time.

In short, plans today are vehicles for unifying concepts that are at the forefront of our communities, and are serving as the key drivers for change.

As a "home rule" state, the New York State constitution grants local governments the authority to regulate land use and development controls. While not a requirement, the State strongly encourages municipalities to undertake long-range planning activities, and is more likely to fulfill requests for funding when a project is supported by a Comprehensive Plan.

Since Comprehensive Plans typically support regional plans, the State of New York can gauge the compatibility of funding requests with those in a Regional Economic Development Council jurisdiction. As taxpayers, this ensures our investment in the State is put to better use. Locally, it means that having a Comprehensive Plan makes a community a stronger contender for grants and programs.

Through the Comprehensive Planning process, the community will ultimately create a plan that not only creates a strong vision, but is also realistic and implementable.

"CITIES HAVE THE CAPABILITY OF PROVIDING SOMETHING FOR EVERYBODY, ONLY BECAUSE, AND ONLY WHEN, THEY ARE CREATED BY EVERYBODY."

- Jane Jacobs

WHY PLAN?

In a rapidly changing environment, it is more important now than ever to be proactive, rather than reactive, to changing conditions. The Village of Hilton recognizes the importance of adaptability, and in order to preserve the existing character and future of the community, it was important to step back and create a vision to move them into the future. The vision came in the form of a Comprehensive Planning process, and below are the primary reasons why such plans are important to municipalities seeking to undertake new regulations, allow for new uses, and improve the overall economic landscape of the community.

VIEW THE "BIG PICTURE"

In order for a community to be successful, all parts must work together as a cohesive unit. A Comprehensive Plan works to align the Village programs, projects, and government into a systematic framework.

COORDINATE LOCAL DECISION-MAKING

Specific goals outlined in the plan allow for better informed decision-making at the local and regional scale by ensuring that all projects are supported by the greater community.

PROVIDE GUIDANCE TO LOCAL DEVELOPERS, LANDOWNERS, AND COMMUNITY LEADERS

Walking into a community without a solid vision for the future is too risky into today's climate. Effective planning will give developers and investors the confidence to build in Hilton, and the best planning tools for a streamlined process.

ESTABLISH A SOUND BASIS FOR DECISION-MAKING

The planning process allows many voices from the community to express their vision for the future. When written into the plan, these visions become the foundation for future grants and funding, and allow development decisions to be based on fact.

COMMUNITY-DRIVEN APPROACH

The Comprehensive Plan incorporates many different interests which ensures that recommendations are well-rounded and all inclusive. This allows the community to grow and develop in a way that is appealing to all groups now and in the future.

BUILD AN INFORMED CONSTITUENCY

The public process facilitated during the creation of a plan builds a strong constituency for goals, objectives, and final recommendations. This ensures that development decisions are based firmly in the goals of the plan, and supported by a large portion of the community.

SETS THE STAGE FOR REGULATORY UPDATES

New York State mandates that all zoning laws be adopted in accordance with a Comprehensive Plan, thus providing the backbone for the local zoning law. Through a detailed Future Land Use Map, the community sets the stage for updated zoning regulations, design guidelines and standards, and other applicable local laws.

HOW TO USE THE PLAN

This Comprehensive Plan serves as the vision for future development and redevelopment for the Village of Hilton. It should be used by Village officials, staff, and municipal boards when discussing projects with private developers, and when considering new zoning updates or land use regulations. It should further be used by Village residents to provide momentum for community-based projects, such as parks, trails, and open space. It is the ultimate responsibility of all involved to ensure future projects are consistent with the intent of the plan.

THE PLANNING PROCESS

The development of this Comprehensive Plan is one of the largest planning efforts the community has undertaken since 1977. For this reason, a broad and experienced team of local officials, Village staff, and community members were brought together to contribute local knowledge, expertise, and history of the area. Their valuable efforts are reflected in each component of this plan.

THE PROJECT TEAM

The development of the plan would not have been possible without the Steering Committee - a group of representatives from the Village Board, Zoning Board of Appeals, Public Works, Building Department and residents who reside in various neighborhoods within the Village.

The Steering Committee met monthly throughout the planning process, and were responsible for providing project insight, reviewing materials in advance of public meetings, and providing critical feedback on all draft documents. A detailed project timeline is outlined on page 5.

Following plan adoption, members of the Steering Committee will be advocates for championing the plan, and ensuring projects are developed in accordance with the goals and objectives.

THE COMMUNITY

The development of the Comprehensive Plan was community -driven; meaning that public involvement was at the heart of all planning work, and feedback was incorporated into every step of the process. A brief overview of the public engagement process is outlined below.

Workshop 1: Visioning
June 27, 2019

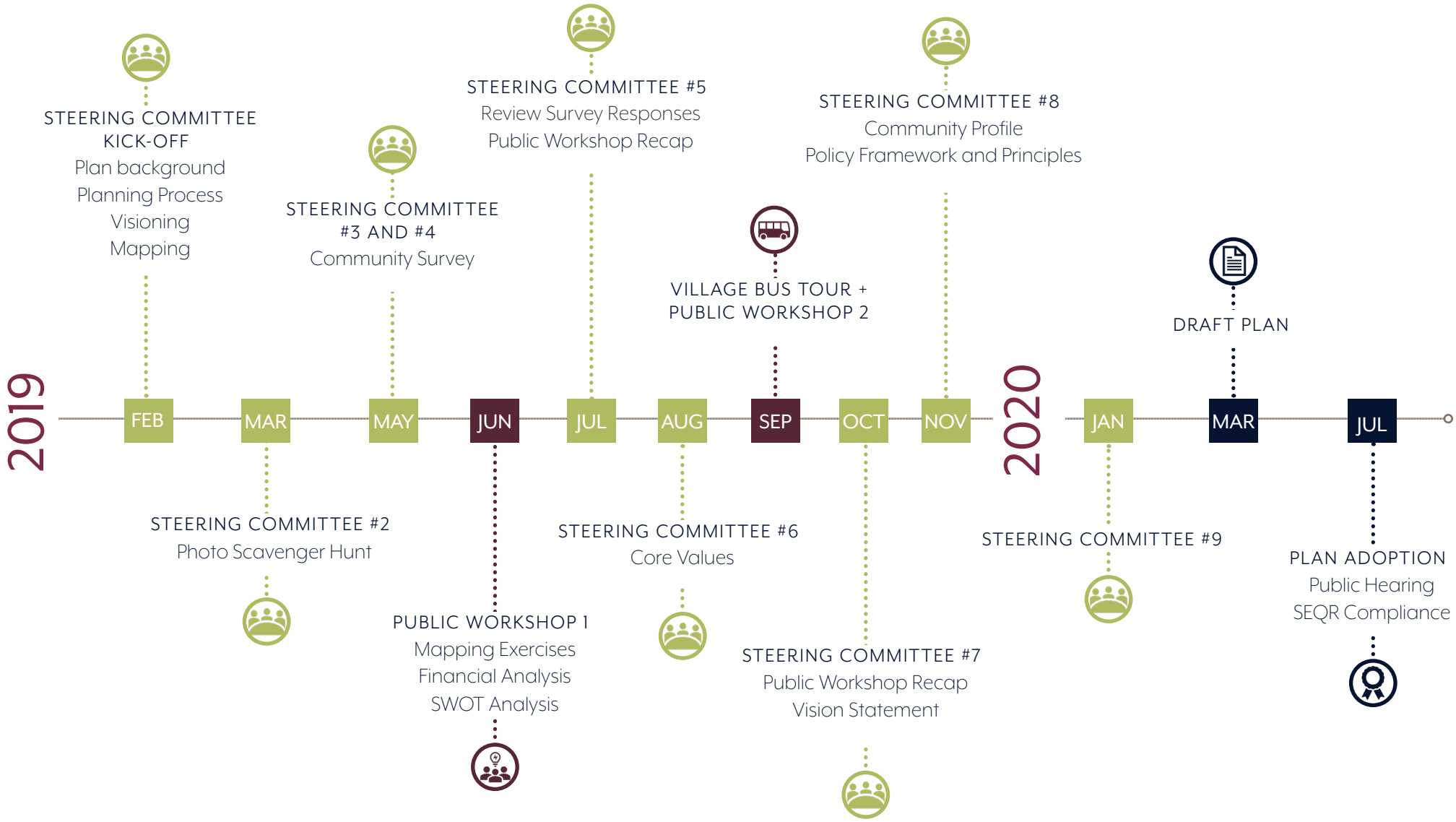
The first public workshop introduced residents to the project and planning process, and engaged participants in the visioning process through a range of exercises to help identify what attributes their ideal community would have. Attendees worked with the project team to brainstorm ideas through four visioning exercises:

(1) Mapping - "What do you love about Hilton?"
(2) Mapping - "What elements of the Village would you like improved?"
(3) Financial Priorities - "Hilton Bux" (a form of fictitious money)
(4) SWOT Analysis - Strengths, Weaknesses, Opportunities, and Threats

Workshop 2: Defining Core Values
September 16, 2019

The second public workshop focused on defining the community's vision and core values. Through a hands-on process, attendees were asked to place stickers on the vision statements that they felt best represent the Village, and the underlying values to support the vision. The vision and core values lay the groundwork for the targeted area plans and priorities.

PROJECT TIMELINE



Project Website

In order to provide flexible involvement in the planning process, a website was developed that allowed community members to access meeting minutes and relevant documents, a calendar of upcoming events, and provide feedback. The website can be accessed at: envisionhilton2030.org

Survey

In addition to the public outreach efforts conducted throughout the community engagement process, a community-wide survey was developed and distributed via the project website, as well as hard copies to local businesses.

The goal of the survey was to solicit insight and opinions related to goods and services, quality of life, as well as current issues facing the Village. With 265 responses, the information gathered through this process was the basis for many elements of the plan, including Section 3: Vision and Guiding Principles, and Section 4: Future Land Use Plan.

WE ASKED RESIDENTS...

...WHY HILTON?

PREVIOUS PLANS AND STUDIES

The Comprehensive Plan is intended to align previous planning studies and design efforts undertaken by local and regional agencies, and create a unified vision and implementation strategy. The following section presents a brief summary of planning efforts that have been reviewed, considered, and incorporated into this plan.

1977 MASTER PLAN

The 1977 Master Plan was prepared by the Village of Hilton Master Plan Committee and the Monroe County Department of Planning. This Master Plan expanded on planning efforts developed by the Monroe County Planning Council from 1967-1968. Similar to Master Planning efforts today, this plan consisted of a community inventory related to challenges and opportunities associated with land use, such as transportation and community facilities, and included special inquiry into the Village's central business district. This plan first proposed the *Village Center Concept Plan*, which focused on three concept areas: (1) the Main Area, (2) Specialized Service Area, and (3) Transition Area.

LAND-USE DESIGN CONCEPTS FOR THE HILTON VILLAGE PARK (1997)

The plan was driven by the Hilton Village Board of Trustees, which authorized the Hilton Village Park Development Committee in November 1995 to prepare a land use design plan for the development of the Village Park, which could be used as a basis for development funding.

This plan was undertaken to ensure continuity and consistency with previous recreation planning efforts, while expanding opportunities within the park. Components of the plan include strategies for land acquisition to allow for park expansion, as well as the need for community facilities, which resulted in the construction of the Jennejahn Lodge.

This plan further identified short- and long-range projects for the park, and the potential impacts these projects would have on adjacent properties and the environment.

GREECE-PARMA-HILTON HOJACK TRAIL FEASIBILITY STUDY (2016)

The Hojack Trail Feasibility Study was a joint planning effort between the Town of Greece, the Town of Parma and the Village of Hilton. The plan assesses the feasibility of developing a 6.3+/- mile multi-use trail along the former Hojack Rail Line from NYS Route 390 Bike Path in the Town of Greece, west, to the Village of Hilton. The study area is primarily comprised of an inactive railroad corridor, electric transmission lines, and subsurface utilities. The corridor is owned by Rochester Gas and Electric (RG&E), which uses the trail primarily to access utilities. The Hojack Trail Feasibility Study builds on previously completed planning initiatives that have occurred in and adjacent to the study area.

FLOOD SMART ACTION PLAN (2016)

The Flood Smart Action Plan was a join effort undertaken by the Genesee/Finger Lakes Planning Council (G/FLRPC) and The Nature Conservancy (TNC). This multi-governmental effort between decision-makers and members of the communities participated in an assessment of current flooding vulnerability and development of actions. These communities were selected because they represented a diversity of community types – from high density, commercial development to rural agriculture. These communities have experienced severe and repetitive flood events, including the September 2004 flood, which was estimated to be a 25-year storm event, dropping over 4-inches of rain, which caused more than $400,000 in flood damages in the Village of Hilton.

SEQR COMPLIANCE

The adoption of the Comprehensive Plan is considered a Type I Action in accordance with New York State Environmental Quality Review Act (SEQRA). Although the adoption of a Plan is considered a 'Legislative Action', coordination efforts with Involved and Interested Agencies, such as the Monroe County Planning Board and other agencies are required.

This page left intentionally blank

SECTION TWO

COMMUNITY PROFILE

This page left intentionally blank

"A GOOD PLAN IS LIKE A ROADMAP:
IT SHOWS THE FINAL DESTINATION AND USUALLY
THE BEST WAY TO GET THERE"
- H. Stanley Judd

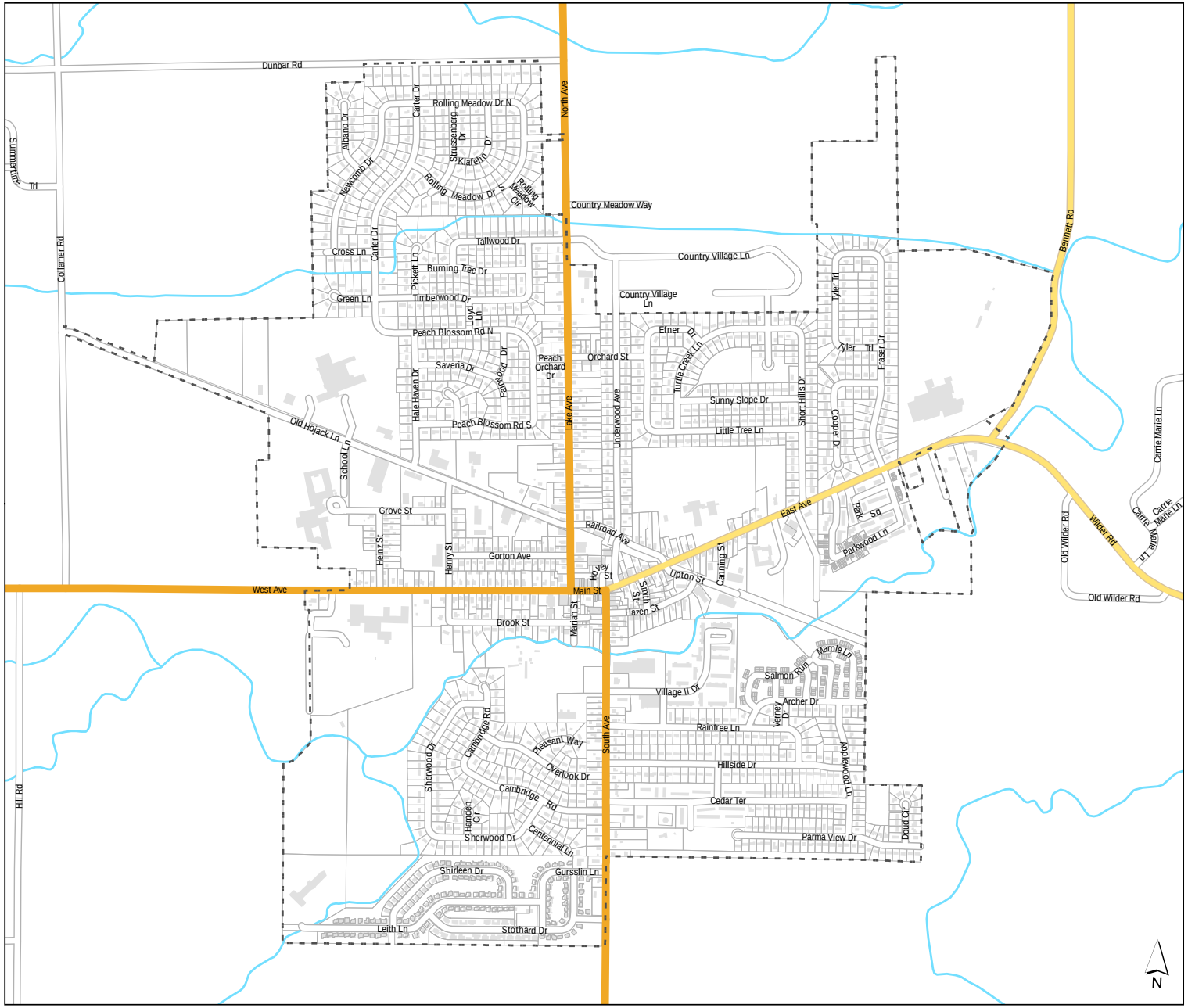
LOCATION AND SETTLEMENT

The Village of Hilton is located on the northern edge of the Town of Parma, and within the northern section of Monroe County. The Village is within a 5-mile drive to Lake Ontario, and the Lake Ontario State Parkway. Incorporated in 1885, Hilton has remained prosperous as a business center serving the northwestern part of Monroe County and its lakeshore communities.

Although limited in size at 1.7 square miles, Hilton has seen significant growth since the completion of the 1977 Master Plan. The population more than doubled in size from 2,440 persons in 1970 to 5,886 persons as of the 2010 U.S. Census data. Of the ten (10) incorporated Villages within Monroe County, the Village of Hilton ranks 3rd densest, behind Brockport and East Rochester, respectively.

Today the Village is a diverse community offering a wide variety of housing choices and business services. Visitors are able to enjoy the history and character of the Village by exploring local parks, such as Village Park, Jennejahn Lodge and Salmon Creek Park, while visiting various shops and boutiques in the central business district. The Village offers a rich variety of community events: Hilton Apple Festival, Firemen's Carnival, Classic Wheels on Main Street, and concerts at the Community Center Gazebo.

MAP 1 EXISTING PARCELS



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-ExistingParcelMap-11x17.mxd

1"=1,000' @ 11"x17"

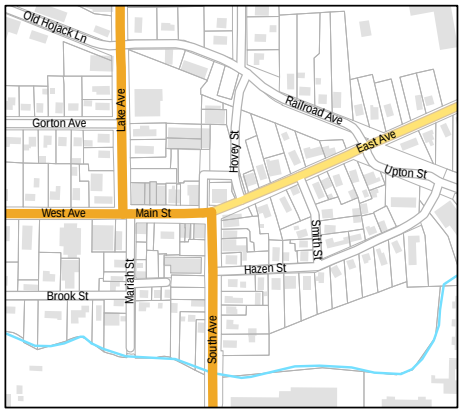
VILLAGE OF HILTON
2030 COMPREHENSIVE PLAN

Legend

- Village Boundary
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER **1"=500' @ 11"x17"**



MRB | group

Engineering, Architecture, Surveying, PC.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - EXISTING PARCEL MAP		
PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

COMMUNITY **SNAPSHOT**

6,170
2020 Projected Population

1.7 Square Miles
Total Land Area

5,886
2010 Population

36.7
Median Age

3,462
People per Square Mile

2,148
Households (2017)

DEMOGRAPHICS

The 2010 Census data shows that the Village of Hilton's population is 5,886, with the greatest number of residents between the ages of 50 to 54 years (8.3%). The median age is 36.7 years. Nearly 800 persons are aged 65 years or older (13.4%) and 358 persons are under the age of 5 (6.1%).

The majority of the population is white (98.7%), while 1.5% is Black or African American and .3% is Asian (as defined by the Census). Persons who self-identify as Hispanic or Latino account for 7% of the population. Approximately 6% of the total population speaks a language other than English.

A majority of the households are "family households" (69.1%): households with children under 18 years of age account for 33.3% and husband-wife family units account for 51.3%. Householders living alone account for 21.8% of the non-family households. Almost 26% of households have individuals 65 years and over. The average household size is 2.50 persons. An estimated 338 individuals (5.7%) are living below the poverty level.

The Village of Hilton has a total of 2,262 housing units; 67% of those units are owner occupied (2017 ACS). Of the three comparable municipalities (Brockport, East Rochester, and Hilton), the Village has the greatest percentage of renter-occupied units (34.0%).

HISTORIC POPULATION TRENDS AND PROJECTIONS

In 1960, the Village had 1,334 residents; however, it experienced tremendous growth over the last several decades. The population more than doubled in size from 2,440 persons in 1970 to 5,886 persons as of the 2010 U.S. Census data; It is projected to trend in a positive direction. The median age within the Village is 36 years old, while the median age of Monroe County is 40 years old. As a suburb of Rochester, with more than 4,500 children in the Hilton School District, it's no surprise that children between 0-19 and parents between 20-39 make up a majority of the population.

70 years ago, the Village of Hilton had just over 1,000 residents. Today, the Village is a family-oriented bedroom community to Rochester with almost 6,000 residents.

YEAR	POPULATION
2050	6,915
2040	6,707
2030	6,465
2020	6,170
2018 (est.)	5,804
2010	5,886
2000	5,856
1990	5,216
1980	4,151
1970	2,440
1960	1,334

FAMILIES AND HOUSING

The Village of Hilton has 2,148 households with 68% being married households. Of the 2,262 housing units in the Village, 700 units are renter occupied. Compared to the County, the Village of Hilton has a low rate of housing vacancy (5% versus 8%) and lower share of renter occupied housing (33% versus 36%). The median owner occupied housing value in the Village in 2010 was $114,500 compared to $130,400 countywide. The median housing value in the Village increased to $138,200* in 2019, while the county increased to $142,300.

EDUCATIONAL ATTAINMENT

The Rochester Metropolitan Statistical Area (MSA) is rich with post-secondary institutions and a skilled labor force. Based on the age population of 25 years and older, 28% of Hilton residents have bachelor's degree or higher, compared to 33% at the County level. A study was conducted by Georgetown University's McCourt School of Public Policy identified that by the year 2018, 63% of all employment in New York State would require post-secondary training.

**Data derived from the Village of Hilton*

DEMOGRAPHIC **SNAPSHOT**

AGE

36.7
median age

47% female
53% male

62%
ages 18 - 64

HOUSEHOLDS

2,148
number of households

2.7
persons per household

68%
married couples

OCCUPANCY

2,262
number of housing units

$138,000
median value of owner-occupied housing

67%
owner occupied

EDUCATION

90.2%
Rochester Metro Area high school grad or higher

95.3%
Hilton high school grad or higher

28.1%
Hilton bachelor's degree or higher

*Data based on **2017** Projections*

LAND USE AND ZONING

The Land Use and Zoning section of the Comprehensive Plan examines development trends and current land use patterns within the community. Land use refers to the physical arrangement of a community's residential, commercial, industrial, and institutional development, along with its transportation network, infrastructure, and vacant land. Examining spatial development patterns, rates of change, and trends can provide insight into how the Village evolved under varying social, economic, and environmental conditions. Understanding land use change within a community is a key aspect of the overall Comprehensive Plan, and forms the basis for discussion regarding the future direction of the Village.

Many individuals confuse land use with zoning. In the 1900's, local governments began to utilize zoning as a means of regulating the amount and location of development. Zoning is simply one tool that local officials may utilize to balance private property rights with the public interest in providing for orderly growth and change. In order to understand how zoning may aid in the accomplishment of community goals, this section of the Comprehensive Plan begins with a land use analysis which considers four aspects of Hilton's land use pattern:

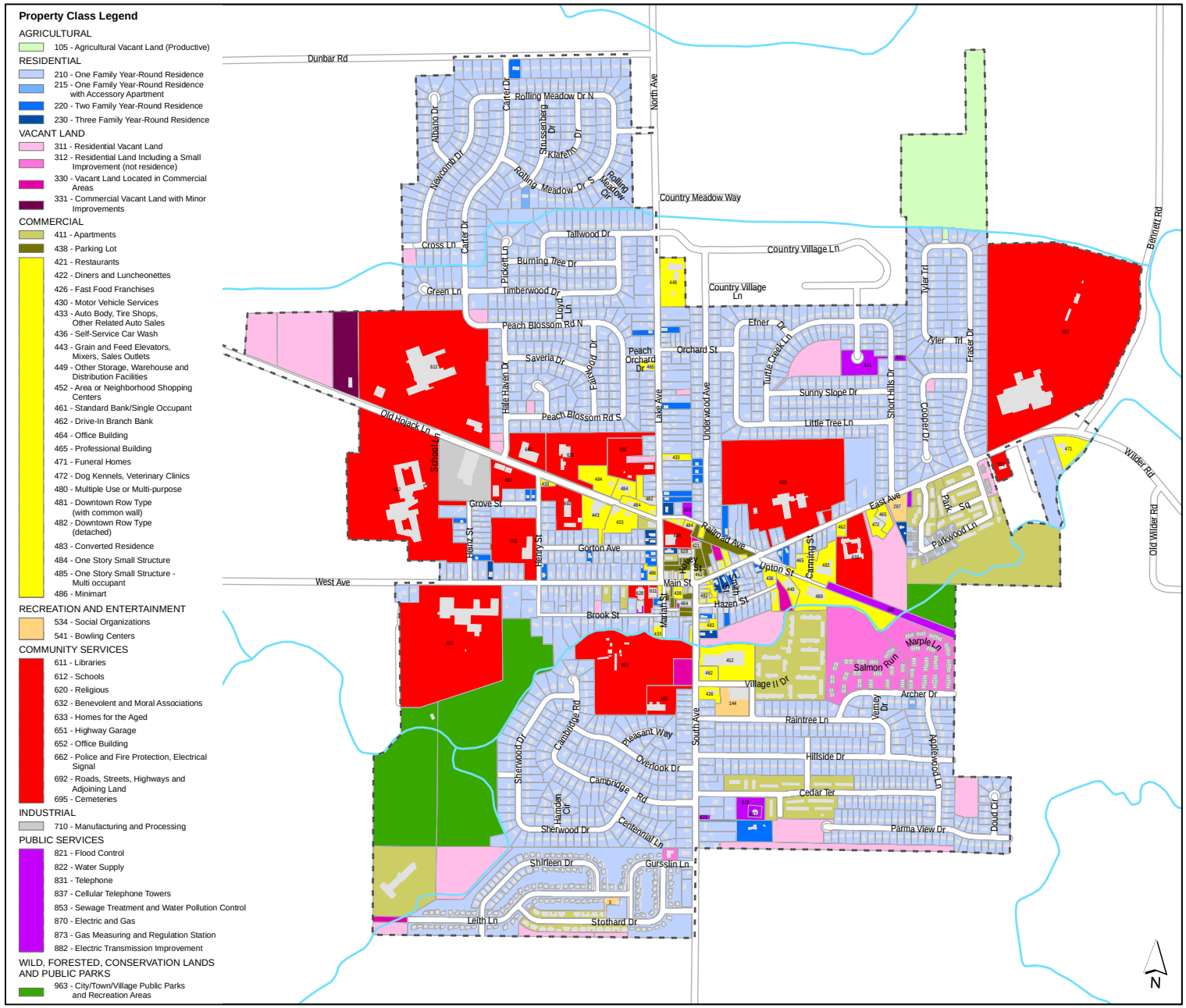
(1) What are the features of Hilton's land use pattern?

(2) What aspects of the Village's land use pattern are essential to the character of the community?

(3) Is the existing land use pattern consistent with community goals?

(4) What opportunities exist to guide future development in a fashion consistent with the goals of the Comprehensive Plan or other established community goals?

MAP 2 PROPERTY CLASS



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-PropertyClassMap-11x17.mxd

1"=1,000' @ 11"x17"

VILLAGE OF HILTON

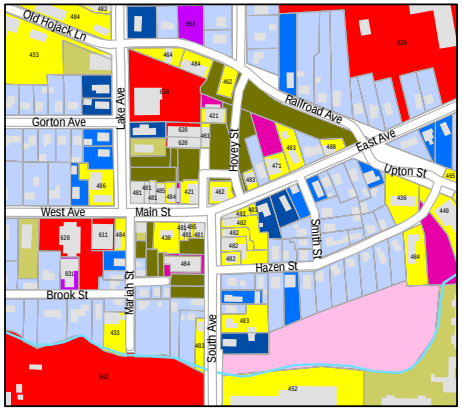
2030 COMPREHENSIVE PLAN

Legend

- Village Boundary
- Road
- Tax Parcels
- Buildings
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER 1"=500' @ 11"x17"



MRB | group

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - PROPERTY CLASS MAP		
PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

LAND USE

This chapter is designed to profile current conditions in the Village of Hilton with regard to land uses. According to parcel data obtained from the Monroe County Real Property Tax Office, the Village of Hilton has approximately 1,951 parcels encompassing 984.56 acres of land as shown in Table 1. Of the total 1,125 acres within the Village proper, approximately 141 acres are within the Village's rights-of-way. As depicted on the Property Class Map, the majority of the Village's land is dominated by residential land uses encompassing 488 acres of land (Map 2, depicted in blue). It should be noted that 61 of the total 101 commercial acres listed in the table below were listed under the land use classification for apartment buildings.

Since 1975, the amount of land devoted to commercial acreage has nearly quadrupled to a total of 101 acres, while industrial uses declined by nearly 73%. For purposes of this land use summary, land use classifications in Table 1 have been combined in order to analyze the land uses that were outlined in the 1977 Hilton Master Plan. Since 1975, the Village acquired approximately 100 acres of land through annexation of land from the neighboring Town of Parma.

A comprehensive land use plan can lead to a future land use pattern that is efficient, practical, and focused on the unique qualities of the community.

Table 1: Village of Hilton Land Uses

USE	ACRES	% TOTAL ACREAGE
Agricultural	23.15	2.3
Residential	488.63	49.6
Vacant Land	75.58	7.7
Commercial	101.15	10.2
Recreation and Entertainment	3.54	0.4
Community Services	224.51	22.8
Industrial	6.54	0.7
Public Services	7.59	0.8
Wild, Forested, Conservation Lands, and Public Parks	53.8	5.0
Total Village Area	984.56	100.0
Village ROW	141.14	--
Total	1,125.7	

Source: Monroe County Real Property; data dated January, 2019

RESIDENTIAL

Based on input received through the community survey and public workshops, an overwhelming majority of the residents choose to reside in Hilton due to the quality of life and the availability of affordable housing stock. Over the years, the Village has faced development pressures at the community's fringes, which has resulted in annexation of adjacent town lands. Nearly 50% or 488 acres of land within the Village are classified as residential property, while there are only approximately 48 acres of land that are classified as developable residential vacant land. The Village has a total of 1,755 parcels that are classified as residential single-family land uses, while only 37 parcels are classified as two-and-three family residential uses. Within the Village proper, there are an estimated fifteen (15) parcels comprising 61 acres that are defined as residential apartment land uses. Although residential remains the largest share of land use within the Village, Hilton did experience an increase of approximately 215 acres of residential land uses since 1975, which equates to a 79% increase, as shown in Table 2.

COMMERCIAL

In addition to being a residential community, Hilton also serves as the commercial center for many of the surrounding communities. Although the central business district is compact and nearly built-out, there are several unique commercial districts, such as Canning Street, which offer alternative commercial and business offerings. The Village has 88 properties classified as commercial consisting of 101 acres of land. These properties account for 10% of the total land area in the Village. Due to the density of the Village, there are only approximately 8 acres of land that are classified as commercial developable land. However, it should be noted that there are several parcels of land that have a designation as a community service land use. They have the ability to be developed for commercial uses, such as the property located at 101 Heinz Street that is occupied by the Omega Consolidated Corporation. There are several locations within the Village proper where infill development and adaptive reuse can be achieved. Although commercial land uses only account for 10% of the total land share, Table 2 indicates that there has been an incredible growth in commercial land uses (382%) over the past four decades.

Due to the increase of the 'big-box' stores across the country, many downtown centers have seen an increase in vacant storefronts and the rise of dilapidated building facades. These downtown centers begin to see an irreversible decay and abandonment of local 'mom-and-pop' businesses, which eventually detracts from the sense of place and leads to further disinvestment.

The Village of Hilton is very fortunate to have retained its downtown charm, which is an asset that can play an important role in spurring economic revitalization. Hilton's history, community assets, and major transportation route location (New York State Route 531) are assets that define the character of the community. These are major themes that need to be considered for reinvestment and rejuvenation of the Village and the community as a whole.

Table 2: Estimated Land Use Change

USE	1975 ACRES	2019 ACRES	% CHANGE
Agricultural, Vacant, Open Space & Recreation	240	156.27	-34.9
Residential	273	488.63	79
Commercial	21	101.15	382
Industrial	24.5	6.54	-73.3
Community & Public Services	282.5	232.1	-17.84
Total Village Area	841	984.56	17.07
Village & Railroad ROW	181	141.14	-22.02
Total	1,022	1,125.70	10.15

Source: Monroe County Real Property; data dated January, 2019;

INDUSTRIAL

Since 1975, the amount of land devoted to industrial acreage has declined by 73% from 24 acres to 6 acres of land. Currently the Village has only one (1) parcel classified as an industrial use: the Omega Corporation property located at 101 Heinz Street. Although there is only one (1) property classified for industrial use, it should be noted that there are three (3) parcels zoned Light Industrial (LI) and fourteen (14) parcels zoned Industrial (I), consisting of 17 acres and 25 acres of land respectively. The three (3) parcels located within the LI zoning district currently have a Property Classification of 311, which is defined as 'Residential Vacant Land'. The Industrial zoned parcels are located along the southern portion of Old Hojack Lane in proximity to the Omega property and in the vicinity of the Canning Street commercial/ industrial district.

COMMUNITY AND PUBLIC LAND

Since 1975, the amount of land devoted to community and public services acreage has decreased by 17% from 282 acres to 232 acres. For purposes of this land summary, community services (Property Class-600) and public services (Property Class-800) have been combined. Community services (e.g. schools, government buildings, etc.) accounts for 224 acres or 22% of total land holdings in the Village. Public services (e.g. water supply, telecommunications, etc.) accounts for 7.5 acres of land.

AGRICULTURE, VACANT, OPEN, AND RECREATION USES

For purposes of this land summary, agricultural, vacant land, recreation, and open space have been combined. Since 1975, the amount of land devoted to the above land uses has decreased from 240 acres in 1975 to 156 acres in 2019, a loss of approximately 84 acres. Currently, the Village has three (3) parcels classified as public parks and recreation areas, including Salmon Creek, located off of East Avenue, which consists of 4.3 acres. It sits on vacant land, which offers passive recreational activities and is home to the 'iconic' trestle bridge.

Hilton Village Park, located off of West Avenue, consists of 49 acres of land and is home to Jennejahn Lodge. The lodge offers passive and active recreational opportunities, with access to the playing fields located to the south of Quest Elementary School. Hilton Village Park is also accessible by a pedestrian pathway located off Sherwood Drive.

What sets Hilton apart from most other communities is the Village's quality of life and sense of place: located in the quiet countryside. Most residents may not know that agricultural land uses are located within the Village proper. However, it's worth noting that there is one (1) parcel consisting of 23 acres, having future access off Fraser Drive and to the northeast of Country Village Estates. This parcel has an agricultural property class 105, which is defined as 'Productive Agricultural Vacant Land'.

ZONING

The Village of Hilton regulates development through zoning, subdivision control, Board of Health regulations, and environmental regulations. Zoning is the most important of these regulatory tools. In small compact villages like Hilton, a zoning law's capacity to steer redevelopment is as important as its capacity to guide the development of vacant land.

The Zoning Law of the Village of Hilton was first adopted on March 20, 1974, with subsequent updates on an as needed basis. As defined in the Zoning Law, provisions were established in accordance with the policies set forth in the 1977 Master Plan. The intent of each district is included in this chapter to guide future land use decisions.

Hilton's zoning framework includes nine conventional zoning districts throughout the Village which permit commercial, residential and industrial uses in desired areas (shown on Map 3). A use district is a geographic area delineated on a zoning map and designated for specific land uses. Each zoning district has dimensional and use requirements, and many uses require a special permit, (i.e., an approval granted at the discretion of the Zoning Board of Appeals.)

Although not delineated on the official zoning map, all parcels located within the Central Business (CB) District are subject to additional provisions of the Architectural Design District.

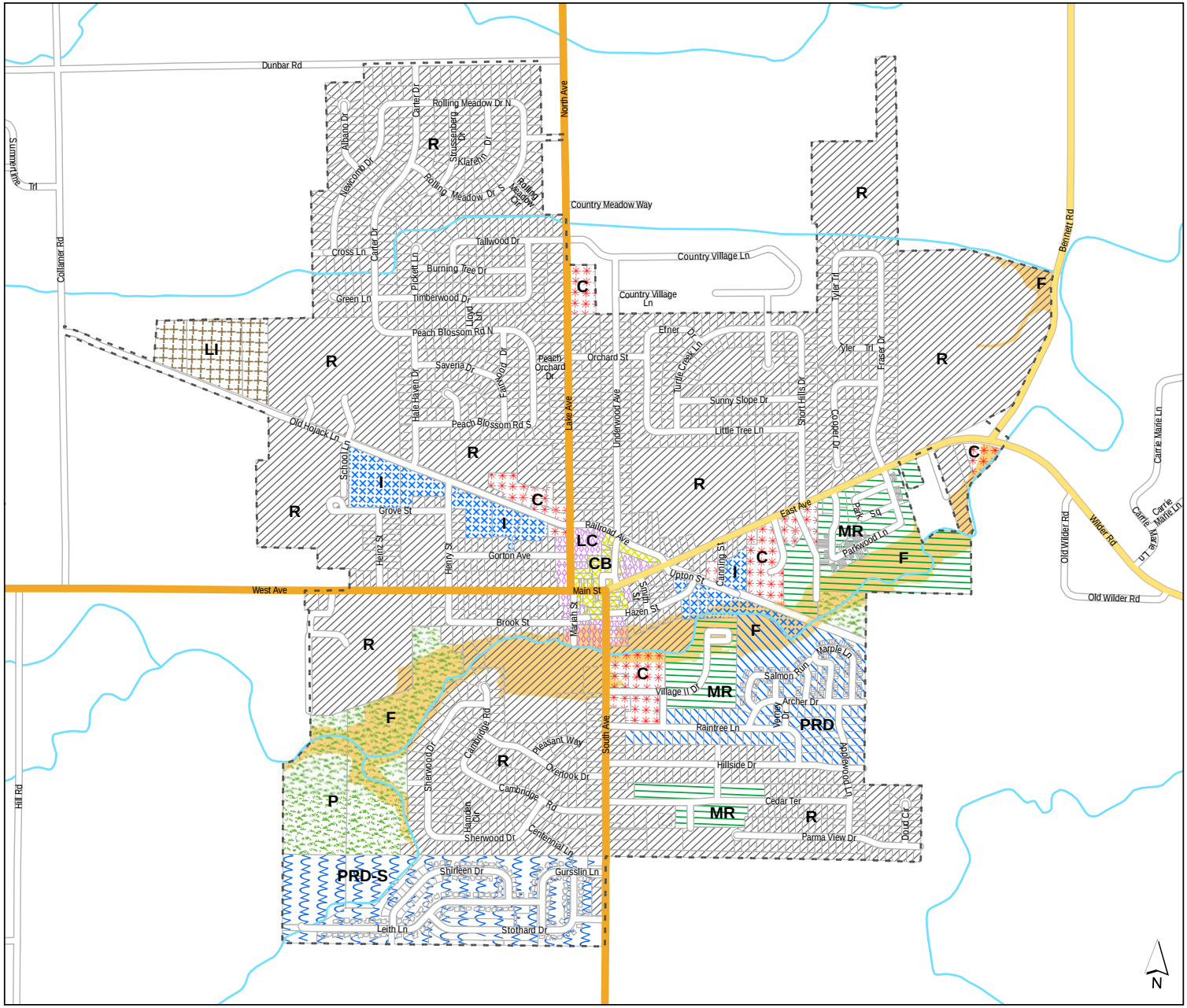
ZONING CLASSIFICATIONS Table 3 depicts the acreage for each zoning district within the Village of Hilton. Approximately 66.06% of the village is zoned for single and multiple-family residences, while 8.71% acres are zoned for Planned Residential Developments. The commercial zoning districts (C, CB and LC) cover 3.93% of the community, while 3.77% of the village is zoned for industrial use. Although not defined as an established zoning district, municipal parkland comprises 4.79% of the land in the Village.

Table 3: Village Zoning Classifications

DISTRICT	NUMBER	ACRES	PERCENT
Residential			
Residential (R)	1,398	686.29	60.97
Multiple-Residence (MR)	61	57.27	5.09
Commercial / Business			
Commercial (C)	18	27.13	2.41
Central Business (CB)	40	6.97	0.62
Limited Commercial (LC)	40	9.91	0.90
Industrial			
Industrial (I)	14	25.16	2.24
Light Industrial (LI)	3	17.19	1.53
Special Districts			
Planned Residential Development (PRD)	216	41.44	3.68
Planned Residential Development (PRD-S)	157	56.66	5.03
Other			
Park (P)	3	53.88	4.79
Village ROW	--	141.14	12.54
Total	1,950	1,125.70	100.00

Source: Monroe County Real Property; data dated January, 2019

MAP 3 EXISTING ZONING



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-ExistingZoningMap-11x17.mxd

1"=1,000' @ 11"x17"

VILLAGE OF HILTON

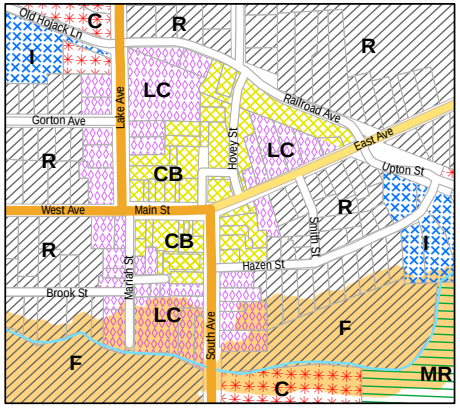
2030 COMPREHENSIVE PLAN

Legend

- Commercial (C)
- Limited Commercial (LC)
- Central Business (CB)
- Industrial (I)
- Light Industrial (LI)
- Residential (R)
- Planned Residential (PRD)
- Planned Residential-S (PRD-S)
- Multi-Residential (MR)
- Park (P)
- Flood Hazard Protection (F)

Data Source: NYS GIS, Monroe County GIS, Hilton Official Zoning Map

VILLAGE CENTER 1"=500' @ 11"x17"



MRB | group

Engineering, Architecture, Surveying, PC.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - EXISTING ZONING MAP		
PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

Residential Zoning

Hilton has two distinct residential zoning districts-- the Residential (R) and Multiple-Residence (MR). As indicated on Map 3, the majority of parcels that are zoned for single-family and two-family dwellings are located north of West Avenue and East Avenue. Single-family dwellings are permitted by-right, while two-family dwellings and community service uses (e.g. public buildings, libraries, parks, etc.) are permitted as conditional uses within the R District. Hilton Village, Cedar Hill Town Homes, and Parkwood Manor Town Homes are the three (3) developments located in the southeastern quadrant of the Village that are zoned MR, which are designed to provide flexible housing options. The Village's residential zoning regulations will significantly impact its overall land use pattern at full build-out, just as residential development already influences Hilton's land use pattern and character today.

Residential (R)

The intent is to provide areas within the Village for low-density single- and two-family development at a maximum density of 11,500 SF. It further provides for other specified uses which are compatible with the quiet enjoyment of the residences permitted throughout the district.

Multi-Residence District (MR)

The intent of the Village of Hilton is to permit, where appropriate, the construction and development of multiple-family residences in the Village. At the same time, the Village does not desire the large-scale development of these units to the extent that large areas of the Village become so devoted to such use that single-family residences would appear out of place. Accordingly, an area shall be zoned as an MR District only upon application for a specific proposal in accordance with the normal rezoning procedures. In reaching its decision, the Village Board shall consider the general criteria set forth in this chapter, the most current Comprehensive Plan for the Village of Hilton, if any, and this statement of purpose.

Commercial and Business Zoning

The Commercial (C), Central Business (CB) and Limited Commercial (LC) Districts differ in terms of purpose, goals and requirements, as does their impact on the Village from both a physical and fiscal perspective. Although the C and CB Districts have similar permitted uses, the LC District is unique in that its intent is to permit a mix of residential, commercial, and noncommercial uses within the Village Center.

Land zoned for commercial development comprises 44 acres of land, or 4% of the Village's total land holdings. According to property classification data obtained from Monroe County Real Property Tax Office, there are approximately 8 acres of vacant commercial land within the Village.

Due to the density of the Village and existing land use pattern, commercial sprawl has been a minimal factor for Hilton. The Village is fortunate to have a dense downtown area with the core of the commercially zoned parcels located within the Village hub where West Avenue, South Avenue and East Avenue intersect.

Other than the Village proper, there are a few areas that are zoned for commercial and retail development--the Canning Street commercial/industrial district and the former Omega property located at 101 Heinz Street.

Commercial District (C)

The purpose of this district is to provide areas for retail sales and services for the community.

Limited Commercial District (LC)

The purpose of this district is to provide an area of mixed residential, commercial, and noncommercial uses in buildings that appear residential in design and in a fashion that is consistent with the distinct and historical character of the district to act as a compatible transitional area.

Central Business District (CB)

The purpose of this district is to establish mixed-use areas for convenient shopping and services to serve the community and to regulate the location, design, and use of structures and land therein in a fashion that is consistent with the distinctive and historical character of the district.

Industrial Zoning

Land zoned for Industrial development comprises 42 acres of land, or 4% of the village's total land holdings. The Industrial zoned parcels are located along the southern portion of Old Hojack Lane in proximity to the Omega property and in the vicinity of the Canning Street commercial/ industrial district. Of the 17 Industrial parcels, there are three (3) parcels that are zoned for Light Industrial uses which are located on the northern side of Old Hojack Lane, with two (2) having a Property Classification of 311 (Residential Vacant Land) and the remaining having a Property Classification of 331 (Commercial Vacant).

Industrial (I) District

The purpose of this district is to provide for the establishment of industrial uses essential to the development of a balanced economic base in an industrial environment, and to regulate such industrial development so that it will not be detrimental or hazardous to the surrounding community and the citizens thereof.

Light Industrial (L-I) District

The purpose of the Light Industrial District is to provide areas which may accommodate certain non-nuisance industrial uses, as well as to provide local employment opportunities. This district is suitable for areas with adequate utilities, proximity to adequate transportation facilities, and proper relationship to other land uses and natural features. Industrial uses should have characteristics which are compatible with the rural/ suburban character of the Village and should be appropriately sited, such as in industrial parks. Industrial uses may include those in manufacturing warehouses and production utilizing previously prepared materials. However, it would not include those utilizing raw materials or any other process or activity which would result in or cause dissemination of harmful waste products, dust, smoke, gas, fumes, odors, noise, glare, vibration or any other hazard to adjacent buildings or land. This district specifically excludes residences due to the potential for conflicts between land uses.

The Central Business District is intended to feature a mix of uses that allow for convenient shopping and access to services for all members of the community.

Special Districts Zoning

Unionville Station is the only development area within the Village that is zoned Planned Residential Development-S (PRD-S), which is comprised 216 parcels and encompasses 57 acres of land. As defined in the PRD-S Intent, this district is to provide flexible design regulations, while providing a variety of residential uses. This development area includes Hilton Park Apartments, which is a wholly exempt 76-unit affordable senior living community administered by Rochester Regional Health, encompassing 17 acres of land. The remaining land within Unionville Station comprises approximately 40 acres and consists of one-story residential structures situated on roughly quarter acre lots.

The Village only contains one (1) Planned Residential Development (PRD) consisting of 41 acres of land and is located southeast of Hilton Village Multi-Residential District.

Planned Residential Development (PRD-S)

The purpose of the Planned Residential Development-S (PRD-S) is to provide flexible land use and design regulations through the use of performance criteria so that small to large neighborhoods or portions thereof may be developed within the Village that incorporate a variety of residential uses. These areas will contain both individual building sites and common property which will be planned and developed as a unit. The PRD-S shall be applicable to any area of the Village where the applicant can demonstrate that the characteristics will meet the objectives of this district.

Planned Residential Development (PRD)

The purpose of the Planned Residential Development (PRD) is to provide flexible land use and design regulations through the use of performance criteria so that small to large neighborhoods or portions thereof may be developed within the Village that incorporate a variety of residential uses. These areas will contain both individual building sites and common property which will be planned and developed as a unit.

Where a PRD is deemed appropriate through the rezoning of land to become a PRD District by the Village Board, the set of use and dimensional specifications elsewhere in this chapter are herein replaced by an approval process in which an approved plan becomes the basis for continuing land use controls. The PRD District shall be applicable to any area of the Village where the applicant can demonstrate that the characteristics of his holdings will meet the objectives of this district.

Other Designated Areas

As indicated on Table 3 and Map 3, Parks, Flood Hazard Protection, and the Village Right-of-Way contribute to the overall acreage of the Village. Although not classified as formal zoning districts, parks and recreation and flood hazard protection regulations are referenced in Chapters 121 and 152 of the Village Code , respectively.

Parks

Parks are defined by the Village Code as "an area owned or used by the Village of Hilton, and devoted to active or passive recreation". As indicated in Chapter 152-2, the Village maintains jurisdiction over the parks. Map 3 identifies two parks - the Village of Hilton Park and Salmon Creek Park - that fall within this jurisdiction.

Flood Hazard Protection

The area designated as Flood Hazard Protection is regulated by Chapter 121 - Flood Damage Prevention and all areas that fall within the Special Flood Hazard Area (SFHA) as defined on the effective Flood Insurance Rate Maps.

ENVIRONMENT

Hilton's natural environment – its scenic beauty, biological diversity, and open space – provides critical parks, trails, and recreational opportunities for Hilton residents and visitors. This Comprehensive Plan element identifies and defines Hilton's natural resources and their relationship to the developed portions of the Village. These natural resources are depicted in Map 4 (Parks and Recreation) and Map 6 (Agriculture), and account for 180 acres of Hilton's open space.

PARKS AND RECREATION

Hilton offers a range of recreation and open space facilities, including three public parks, four athletic fields, and one central recreation area (Map 4). Approximately 137 acres are devoted to this use, which are maintained and managed by the Village of Hilton and the Hilton Central schools. Table 4 describes the most current parkland and recreational facilities inventory.

Table 4: Village Parks and Recreation Inventory

		SIZE (AC)	BALL DIAMONDS	BASKETBALL COURTS	FOOTBALL FIELDS	CENTER/ LODGE	PLAYGROUNDS	SOCCER FIELDS	TENNIS COURTS
Parks	Village Park	49.6	2	0	0	1	0	0	0
	Salmon Creek Park	4.3	0	0	0	0	0	0	0
Athletic Fields	Hilton High School	38.4	2	0	1	0	0	4	8
	Merton Williams Middle School	12.3	0	0	0	0	0	3	0
	Village Elementary School	13.0	1	0	0	0	2	1	0
	Quest Elementary School	14.7	2	0	0	0	1	0	0
	Centennial Park / Community Center	5.5	0	1	0	0	1	3	0
	TOTAL	137.8	7	1	1	1	4	11	8

A view of Jennejahn Lodge, a community recreation space located in Village Park.

PARKS

Convenient access to neighborhood parks and playgrounds has been identified as one of the most important factors in ensuring that people will increase and maintain a healthy level of activity over time. As indicated on Map 4, there are two parks in the Village that include a range of active and passive recreation facilities, including playgrounds, sports facilities, picnic areas, and open fields.

Village Park

Village Park is the largest park, encompassing 49.64 acres. Located on the southwest border of the Village, the park is bounded by Salmon Creek to the south, Quest Elementary School to the north, agricultural lands to the west, and single-family residences to the east. The park includes the Jennejahn Lodge. A unique feature of the park is the pedestrian bridge over Salmon Creek, accessible from a walking path leading from the eastern parking area. From the parking lot, the path traverses over the Creek, and ends approximately 500 feet past the bridge, parallel to Sherwood Drive.

Salmon Creek Park

Located off East Avenue, Salmon Creek Park is a 4.3 acre park that is uniquely situated on both sides of Salmon Creek. The Park formerly had an outdoor ice skating rink and pavilion, which have both been removed.

The park is best known for its former railroad trestle bridge (photo below) that is commonly accessed by park users and neighborhood residents. Due to the abandonment of the former Hojack Rail Line, the rail trestle has since been abandoned. Currently the trestle bridge serves as crossing for electrical transmission lines and surface utilities. The former Hojack Rail corridor is currently owned by Rochester Gas and Electric (RG&E), which uses the trail primarily to access utilities.

Currently, a paved pathway traverses the northern side of Salmon Creek. This pathway has the potential to be expanded to provide future connectivity to the Canning Street commercial district and along the banks of Salmon Creek, to Firemen's Field and ultimately, to Hilton Village Park. Access through private lands can be achieved through pedestrian cross-access easements.

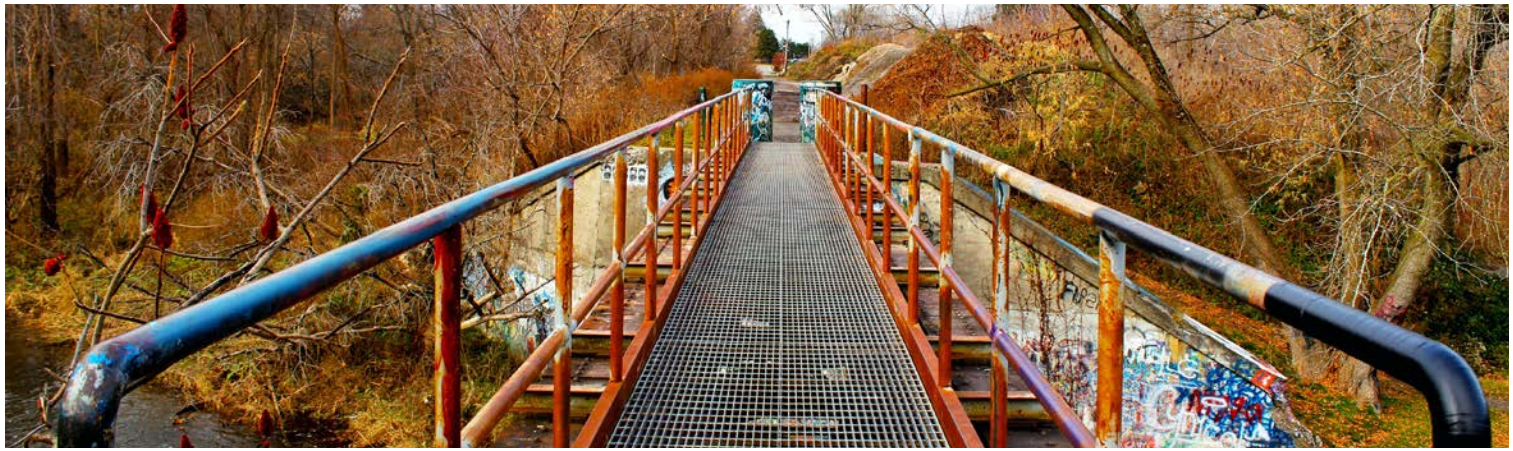
As outlined in the Town of Greece, Town of Parma and Village of Hilton Hojack Trail Feasibility Study, there is a potential of developing a 6.3+/- mile multi-use trail with associated trail amenities along the former Hojack Rail Line, from NYS Route 390 Bike Path in the Town of Greece west to the Village of Hilton.

Centennial Park / Community Center Fields

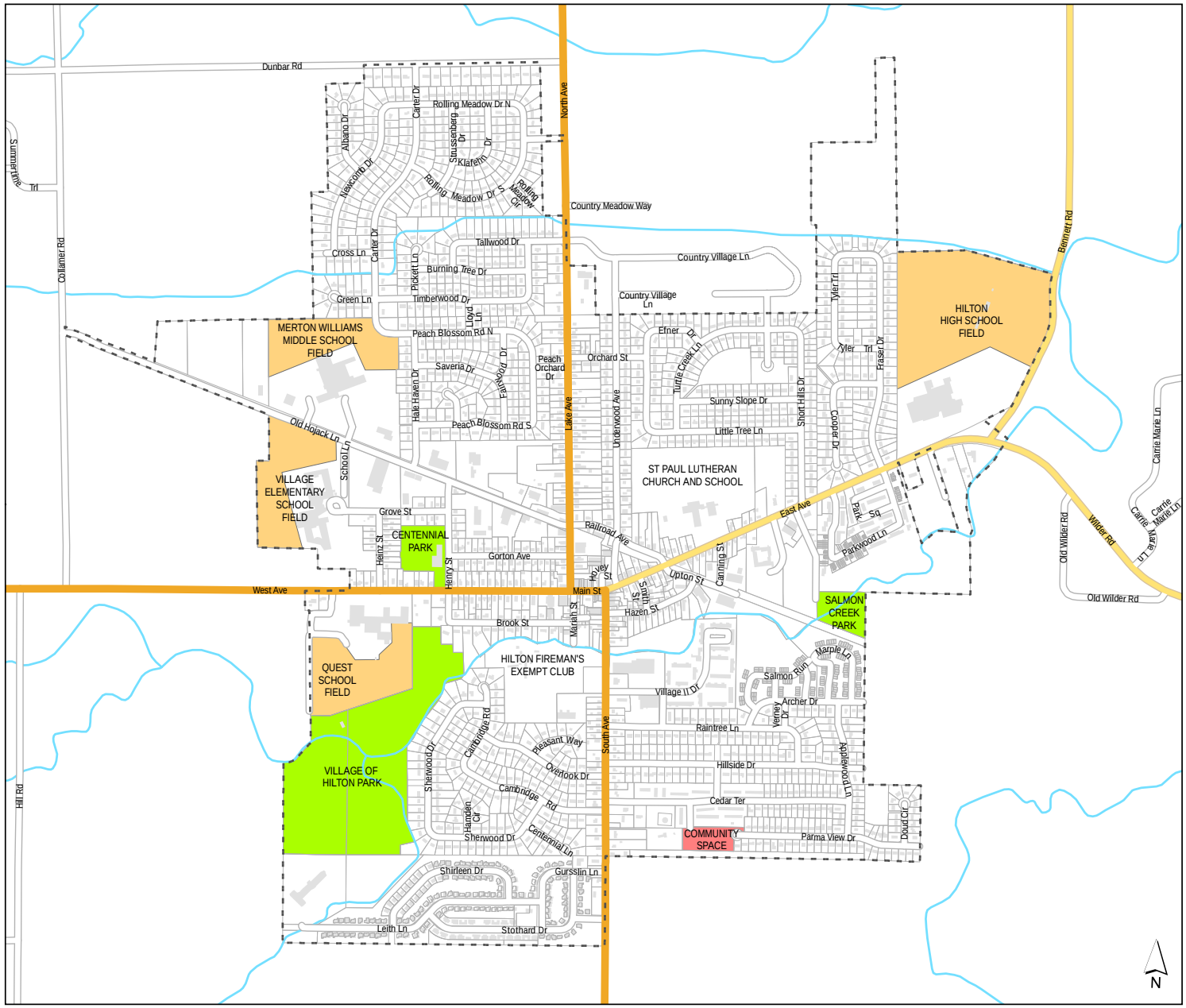
Located at 59 Henry Street, Centennial Park is a popular destination for residents and a wide variety of events. The Park has a gazebo for concert events and a veteran's memorial.

TRAILS

Due to the density of the Village and only being 1.7 square miles, there are minimal trail systems within the village. Currently, there is a paved pedestrian pathway approximately 500 feet that traverses the northern side of Salmon Creek; however, it does not provide connectivity to other trails. As mentioned in the previous section, Salmon Creek Park maintains a pathway that has the potential to provide future connectivity opportunities to the Canning Street commercial district and future expansion of the Hojack Rail Line.



MAP 4 PARKS AND RECREATION



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-ParksRecreationOSMap-11x17.mxd

1"=1,000' @ 11"x17"

VILLAGE OF HILTON

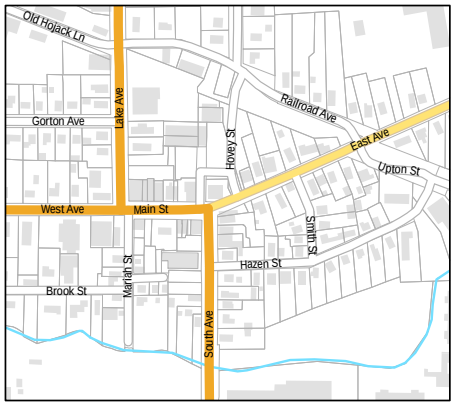
2030 COMPREHENSIVE PLAN

Legend

- Park
- Community Space
- Athletic Field
- Village Boundary
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER **1"=500' @ 11"x17"**



MRB | group

Engineering, Architecture, Surveying, PC.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - PARKS AND RECREATION AREAS MAP

PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

ATHLETIC FIELDS

Athletic fields associated with the local schools provide a safe and accessible space for residents of all ages. Shared use of school athletic facilities helps save a community cost, are constructed up to standards for safety and liability, and serve as an important school-community connection. Located throughout the Village, over 50% of Hilton's available parks and recreation space is composed of athletic facilities associated with the Village's schools.

Village Elementary School

Located at the terminus of Grove Street on the western border of the Village, the Village Elementary School provides 13 acres of designated sports fields, two playgrounds, and open space.

Quest Elementary School

The Quest School Field immediately borders the Village of Hilton Park. Combined, this is one of the largest parks and recreation areas in the Village. Accessible via a shared entrance along West Avenue, the site contains 14.7 acres of ball fields and playground space. Students have access to the open fields associated with the Village Park, as well as Salmon Creek Park.

Merton Williams Middle School

The Merton Williams Middle School Field is adjacent to the Village Elementary School, immediately north of Old Hojack Lane. The middle school offers three soccer fields on 12.3 acres.

Hilton High School

Hilton High School offers over 38 acres of athletic facilities, including a designated football field, outdoor track, and tennis courts which serve both the students and greater community. The school has developed a range of multi-use fields and practice space to accommodate all local sports. Located on the eastern side of the Village, these facilities are readily accessible to residents along Fraser Drive and the surrounding neighborhood.

Centennial Park / Community Center

The Community Center houses the Village's municipal services and offers community gathering spaces, including a day-care facility. The Community Center offers three athletic fields and one basketball court. Centennial Park is a popular gathering space for concerts and events, including the annual Hilton Apple Fest, which utilizes the lawn and parking area of the Community Center.

HEALTHY LIVING ANALYSIS

Challenges with accessibility to parks, trails, recreation, and open space are continuing to emerge in planning and community development (Trust for Public Land). Research indicates that these resources are critical to childhood development, serve as a critical social component of active living, and positively contribute to a community's overall quality of life. A Healthy Living Assessment was conducted to analyze the availability and accessibility of parks and open space resources in the Village of Hilton. This analysis is particularly useful in identifying targeted areas within the Village boundary that are underserved and in need of programs or facilities.

The traditional neighborhood model suggests that a ¼ mile radius is considered comfortable walking distance that residents of all ages and abilities will walk to an amenity or service. This distance is the baseline for the Healthy Living Analysis, and provides a framework for determining what areas of the community are maintaining a "park deficit". As a result of this analysis, the Village will be better positioned to identify opportunities to increase service to park deficient areas.

As indicated on Map 5, Healthy Living Analysis, there are two residential pockets that are not within the ¼ mile walking radius of parks or recreational space. Located due north of Tallwood Drive, this neighborhood is furthest north of the Village center and encompasses portions of Newcomb Drive and Carter Drive, as well as Albano Drive, Rolling Meadow Drive N. and S., Strussenberg Drive, and Klafehn Drive. This neighborhood is surrounded by agricultural lands and rural residential to the east, west, and north, with limited opportunities for recreation outside of the Village. The closest recreation opportunities are located at the Merton Williams Middle School which is almost twice the distance of the recommended standard.

The second pocket is located east of Lake Avenue, north of Saint Paul Lutheran School, and includes the central business district. The closest recreation opportunities to these residents are the high school and elementary school; however, the map indicates an additional need for community-based parks and recreation.

Parks in the U.S. Defined

What defines a "park"? Park classifications are primarily based on the National Recreation and Parks Association (NRPA) developed guidelines and considers types of use, size, and relative service area of each park. Classifications include the following:

Neighborhood Park | A neighborhood park is typically 1-2 acres, and serves the surrounding neighborhoods with open space and facilities, such as basketball courts, childrens' playgrounds and equipment, and picnic tables.

Community Park | A community park is slightly larger than a neighborhood park, ranging from 5 to 8 acres and may include areas more suited for active recreation facilities, such as athletic fields and complexes and community swimming facilities. These parks are easily accessible to nearby neighborhoods and adjacent neighborhoods.

Regional Park | Regional Parks are defined as being 5 to 10 acres, and are often contiguous with or encompassing other natural resources, such as a State or National Park.

Pocket Parks | Not included in the NRPA guidelines, "Pocket Parks" are becoming increasingly common in downtown and urban areas (image right). Also known as "Mini Parks" and "Parkettes", or "Parklets", these areas are small, accessible, and frequently constructed on a single vacant building lot or irregular piece of land.

Photo: American Planning Association Image Library

MAP 5 HEALTHY LIVING ANALYSIS

VILLAGE OF HILTON
2030 COMPREHENSIVE PLAN

Legend

- Park
- Community Space
- Athletic Field
- Quarter-Mile Buffer Zone
- Village Boundary
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER **1"=500' @ 11"x17"**

MRB | group

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - HEALTHY LIVING ANALYSIS MAP

PROJECT	DATE	FIGURE
0806.19001	NOV 2019	1

NATIONAL RECREATION METRICS

Nationally, local and regional parks differ greatly in size, needs, and facilities. For this reason, there is no set of standards for measuring the number of parks and recreation areas any given community should have to support its residents. Rather, the National Recreation and Park Association (NRPA) has developed the NRPA Park Metrics to identify commonalities among parks across communities, and further sets benchmarks to help better accommodate their needs.

PARK FACILITIES

Resident - Park Ratio

Typically, there is one park for every 2,181 residents, and 10.1 acres of park land for every 1,000 residents. The Village of Hilton's population is approximately 5,886 (2010 Census). This would require **2.6** parks to serve the current population. While the Village maintains 3 parks – Village Park, Salmon Creek Park and Centennial Park – opportunities for pocket parks or neighborhood parks may provide the additional space, particularly in those areas that are experiencing a **park deficit** (areas not within 1/4 mile of a public park).

The Village currently maintains **53.9** acres of park land, just shy of the national average of **59.44** acres (10.1 acres / 1,000 residents). As previously discussed, additional acreage can be acquired through the development of small pocket or neighborhood parks.

Outdoor Park and Recreation Facilities

According to the NRPA Metric, the vast majority of park and recreation agencies have playgrounds (94 percent) and basketball courts (86 percent). Overall, there is one playground for every 3,706 residents in the United States. The Village of Hilton does not maintain any playgrounds; however, there are 4 playgrounds available to residents at Quest Elementary School, Village Elementary School and the Community Center. The playground at Quest Elementary School borders the Village Park, and thus, is accessible to a wider audience. Using the NRPA Metrics, the Village exceeds the standards for playgrounds, which would be a minimum of **1.5** playgrounds. Additionally, the Town of Parma Parks provides outdoor facilities that are within 2 miles of the Village center, thus increasing accessibility for residents.

Indoor Park and Recreation Facilities

Recreation centers are often the hub of activity for youth, providing families, children, seniors, civic organizations, and parks departments with opportunities for programs, meeting space, and physical activities. The NRPA Metrics data indicates that there is one recreation center for every 30,470 residents in the United States. Typically, this is analyzed at the town or county level, as these are commonly regional draws. Located within Monroe County (population 742,474; 2010 Census), Village residents have access to a number of recreation centers located within and surrounding the City of Rochester. The YMCA Camp Northpoint (3.9 miles) and the Sweden/Clarkson Recreation Center (12 miles) are closest to the Village in proximity; however, the Village and town may consider options for future indoor recreation facilities to accommodate residents in the northern part of the County.

Through small pocket or neighborhood parks, the Village can acquire additional acreage to further increase its resident - park ratio while providing more opportunities for passive and active recreation.

NATURAL RESOURCES

Understanding the natural features of the Hilton landscape not only identifies opportunities for particular land uses, but also highlights potential constraints. Identifying the location of environmentally sensitive areas, where development or redevelopment is not appropriate, will prevent future developmental or environmental problems that may be difficult or costly to correct.

AGRICULTURAL RESOURCES

Agricultural lands and active farms are dominant features of the landscape surrounding the Village. Changes in development pressure and a transition away from an agriculture-based economy are changing the nature of the farming industry, making these lands susceptible to future development.

The Village is almost exclusively bounded by parcels associated with Agricultural District #5. These seven parcels were designated in 1976, and certified in 2017. There is only one agricultural parcel within the Village boundary which straddles the Town/ Village boundary. This parcel is approximately 18 acres, and bounded by the Village Park to the north, and Leith Lane and the Hilton Park Apartments to the south.

SURFACE WATER

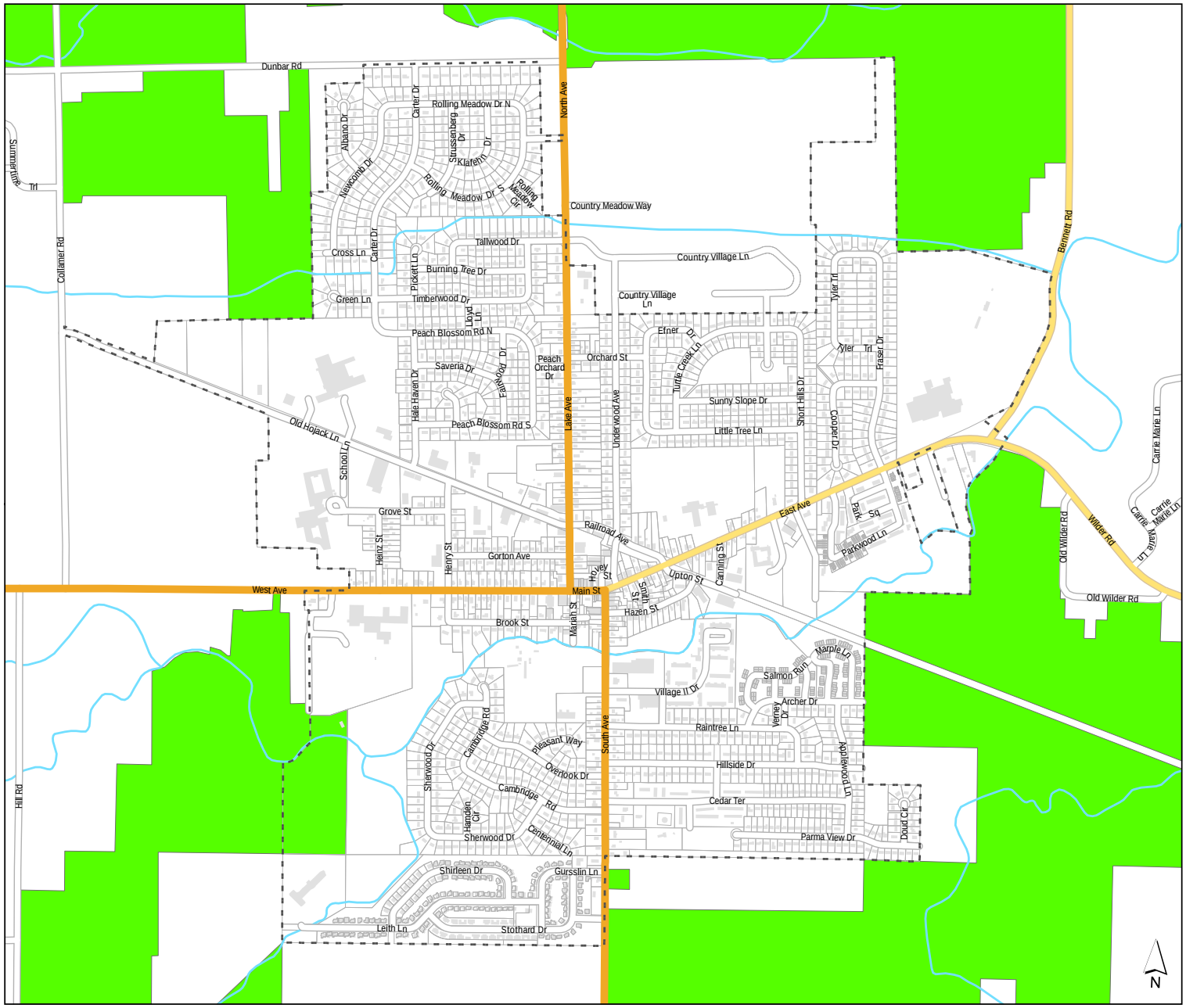
The main body of surface water in the Village is Salmon Creek – a tributary of Braddock Bay. The Creek originates in Clarendon, and runs through Northampton Park, under the Erie Canal, through the Village of Hilton, and empties into Braddock Bay on Lake Ontario. Approximately two dozen stormwater discharges flow into the Creek. North of Salmon Creek are two small tributaries: one that terminates at Underwood Avenue, and a second that terminates at Hamlin Parma Townline Road. Salmon Creek provides residents with an important resource that can serve as a catalyst for future recreation and scenic development enhancements.

FLOODPLAINS

The primary waterbody in the Village of Hilton is Salmon Creek, which flows through the southern part of the municipality. Within the Village, all of Salmon Creek is located within the regulatory floodplain; specifically, the Special Flood Hazard Area (SFHA) or 1% annual chance flood (commonly referred to as the 100-year flood). The SFHA is land area covered by the floodwaters of the base flood, and the area where the National Flood Insurance Program (NFIP) floodplain management regulations must be enforced and the purchase of flood insurance is mandatory by lending agencies.

The Village of Hilton joined the NFIP in 1981. The initial Flood Insurance Rate Map (FIRM) was identified August 3, 1981, and effective maps are dated August 28, 2008. The majority of Hilton's land use is located in Zone X – areas outside the SFHA or 0.2 annual chance flood (500-year flood). Further, the Village's most critical facilities – the fire department, highway department, and local schools, are all located outside of the floodplain and floodway which reduces the flood-related risks. However, this does not mean these areas will not experience future localized flooding. Future land use decisions will need to consider the risks of flood-areas, and identify the highest and best uses for these areas.

MAP 6 AGRICULTURAL DISTRICTS



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-AgDistrictMap-11x17.mxd

1"=1,000' @ 11"x17"

VILLAGE OF HILTON

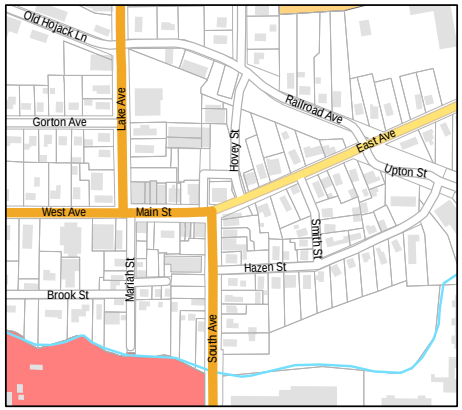
2030 COMPREHENSIVE PLAN

Legend

- Monroe County Agricultural District No. 5
- Village Boundary
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER **1"=500' @ 11"x17"**



MRB | group

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - AGRICULTURAL DISTRICTS MAP

PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

What are the benefits of wetlands?

Wetlands are defined as transition areas between uplands and aquatic habitats (NYSDEC). Wetlands perform a number of functions, including flood and stormwater control, surface and groundwater protection, erosion control, pollution treatment and nutrient cycling, and fish and wildlife habitat. They further serve as a source of public enjoyment, providing opportunities for recreation, education, research, and valuable open space.

The New York State Freshwater Wetlands Act of 1975 was enacted to preserve, protect, and conserve freshwater wetlands and their benefits. Under this act, certain activities are regulated that could have negative impacts on the environmental health of the wetland. In addition to state regulations, the U.S. Army Corp of Engineers protects wetlands, irrespective of size, through Section 404 of the Clean Water Act.

WETLANDS

Wetlands serve a variety of functions, including stormwater management, flood control, groundwater recharge, and essential habitat for wildlife and plants. They further serve as an important social function in communities by providing valuable open space, as well as opportunities for passive recreation and education. The NYS Department of Environmental Conservation (NYSDEC) focuses predominantly on freshwater wetlands found on river and lake floodplains across the state. The NYSDEC Environmental Resource Mapper indicates that the Village of Hilton is bounded by two freshwater wetlands, one to the south of the Village boundary (56 acres), concentrated within the shrub wetland around the border, and associated with Buttonwood Creek which terminates just south of the Village. The second wetland is located to the east and rear of the High School on the eastern boundary. This wetland is part of a larger system consisting of 1,440 acres that directly connects to Lake Ontario.

Wetlands are regulated by agencies at the local, state, and federal levels, and require permits for any projects that directly impact any wetlands.

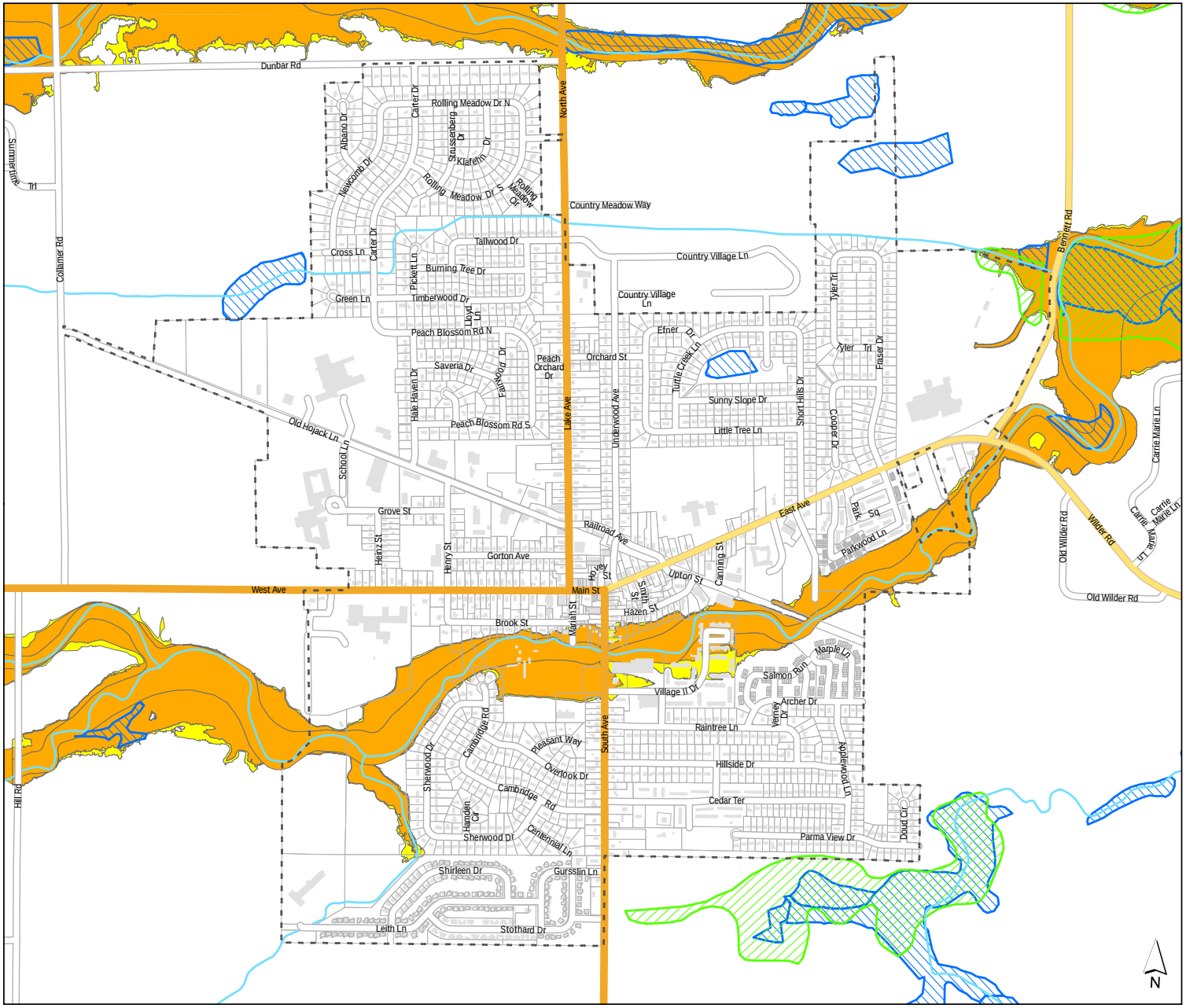
HISTORIC AND CULTURAL RESOURCES

The first recorded settlement was in 1805, when Jonathan Underwood, a native of Vermont, settled in the location of 286 South Avenue, becoming Hilton's first pioneer settler. The current structure at the location was erected circa 1849, and served during the Civil War times as a station on the Underground Railroad. The oldest residential structure within the Village was constructed in approximately 1824, known as the Henry House, and is located at 109 West Avenue. The oldest known commercial structure is the Matson Building, which is located at 9 South Avenue and constructed in 1875. It is the only building that escaped several disastrous fires in the downtown Village District. The Hilton Depot, located on Railroad Avenue, played a significant role in the Village in the late 19th century, and brought prosperity and growth, leading to the incorporation of North Parma (current day Hilton).

Originally known as Unionville, the Village was incorporated in 1885 as North Parma. In 1896, the name was changed to Hilton to honor Reverend Charles Augustus Hilton, a former pastor of the Village's Freewill Baptist Church. Although the Village of Hilton has a rich cultural history, there are currently no structures or places within the Village that are listed on the National Register of Historic Places, which is administered by the National Parks Service.

The preservation of the Village's historic and cultural resources brings a sense of pride to the community, ensuring a high quality of life grounded in a social and cultural connection to the past, present, and future.

MAP 7 WETLANDS AND FLOODPLAINS



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-HydrographyMap-11x17.mxd

1"=1,000' @ 11"x17"

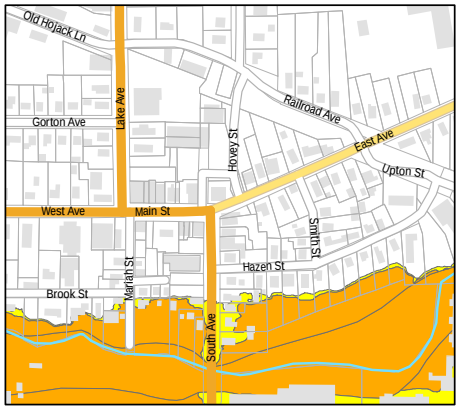
VILLAGE OF HILTON
2030 COMPREHENSIVE PLAN

Legend

- NYS DEC Regulatory Wetland
- NWI Wetland
- 100 Year Floodplain
- 500 Year Floodplain
- Village Boundary
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER 1"=500' @ 11"x17"



MRB | group

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - WETLAND AND FLOODPLAIN MAP

PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

COMMUNITY FACILITIES AND SERVICES

Community facilities encompass all aspects of the municipality - from government services to schools, infrastructure, and community centers. Each are essential to Hilton's future success. Effective and efficient services are directly linked to Hilton's quality of life, and make Hilton a more attractive place to live, work, and play.

GOVERNMENT AND ADMINISTRATION

VILLAGE HALL

The Village offices presently occupy the Hilton Community Center located at 59 Henry Street, and houses most municipal staff, including the Building and Code Enforcement office, Manager/Clerk's and Mayor's office, and Finance department. The former school building features shared space for staff offices, meeting space for the Village Board of Trustees and Village Zoning Board of Appeals, and houses the Town of Parma Recreation Department.

Due to the size of the Community Center, there are several rooms that are utilized for additional meetings, private business, and community-based workshops.

POST OFFICE

The Hilton Post Office, located at 25 South Avenue in the Village, was constructed in 1996 and is currently under a ground lease agreement with the Village of Hilton until 2027. Ownership will then transfer to the Village of Hilton. The structure is approximately 8,000 square feet with limited parking spaces for patrons. The Hilton Postal District includes all the Town of Parma, excluding its southern portion, eastern Hamlin, and parts of western Greece.

PUBLIC WORKS

The Village of Hilton Department of Public Works (DPW) is located adjacent to the Village Community Center at 50 Henry Street, also known as the Robert S. Elliot Municipal Facility. The DPW is led by the Superintendent of Public Works and is staffed with 13-full time workers. The delivery of the Department's services is the key to maintaining and improving the quality of life for residents and businesses.

The Department is responsible for maintaining Hilton's public infrastructure, including the following:

- Street network
- Sidewalks,
- Fleet services
- Landscaping within the right-of-way
- Repair and maintenance of the water distribution system, wastewater and storm water systems
- Refuse and recycling

The DPW accesses a fueling station and salt shed, located on Old Hojack Lane, through a shared services agreement with the Hilton School District, Town of Parma, and Hilton Fire Department. The DPW is further responsible for the planning and execution of capital improvement projects to ensure continued operation of the Village's infrastructure.

The Village Hilton Post Office, constructed in 1996, will transfer ownership to the Village of Hilton in 2027.

PARMA PUBLIC LIBRARY

The Village of Hilton and all of the Town of Parma are served by the Parma Public Library, a member of the Monroe County Library System, located at 7 West Avenue within the Village business district. The Library offers events, such as reading and writing workshops, arts and crafts and movies. Although the Library is centrally located within the Village proper, the resident survey and workshops indicate that additional floor area for community workshops and events is highly desirable.

POLICE PROTECTION

The Monroe County Sheriff's Department and New York State Police serve the Village of Hilton. The Monroe County Sheriff's Department has a substation in the Town of Ogden, located at 2300 Union Street. The Monroe County Sheriff's Department also offers Community Services, such as crime prevention and safety education presentations.

FIRE PROTECTION AND EMERGENCY MANAGEMENT SERVICES (EMS)

The Hilton Fire Department is located at 120 Old HoJack Lane, which was constructed in May 2009, and includes a fire house and community crisis/emergency center. As a volunteer organization, the fire department relies heavily on volunteers and public and private monies to provide continued services. The firefighting apparatus includes a 1999 Spartan (1,500gpm/750 gallon tank), 2003 American LaFrance ladder (110 feet) truck (1,500gpm/500 gallon tank), and 2015 Sutphen truck (1,500gpm/750 gallon tank), which was dedicated in memory of long-time member, John Sweeney. Additional apparatus includes pick-up trucks, trailers and Utility Terrain Vehicles (UTV). The Fire Department contracts with the Greece Volunteer Ambulance, which offers services to the Village 24 hours a day, 7 days a week.

The Hilton Fire Department is a critical community service that ensures the safety of all Hilton residents and visitors.

EDUCATION

PUBLIC SCHOOLS

The Hilton Central School District encompasses portions of the towns of Parma, Greece, Hamlin and Clarkson as well as the Village of Hilton. The School District has become a driver of growth in the region. Many families choose Hilton CSD because of the quality of education and overall quality of life. The School District has been nationally and regionally recognized for its instructional programs and outstanding faculty.

The Hilton CSD has five (5) schools, which include:
(1) Hilton High School located at 400 East Avenue,
(2) Merton Williams Middle School located at 200 School Lane,
(3) Northwood Elementary School located at 433 North Greece Road,
(4) Quest Elementary School located at 225 West Avenue, and
(5) Village Elementary School located at 100 School Lane.

All the school facilities are located in the Village proper, with the exception of Northwood Elementary School, which is located in northwest Greece. The Hilton CSD has a student body of 4,500 students with an average class size of 20-25 (K-6) and 20-26 (6-12), with a student-teacher ratio of 12:1.

INFRASTRUCTURE

The Village's infrastructure - water, sewer, and transportation networks - are a key contributor to the quality of life for residents of the Village community. This analysis is not meant to be all-encompassing, but rather provide a general overview of current operations and capacity of the Village water and sewer systems.

VILLAGE WATER SUPPLY AND DISTRIBUTION

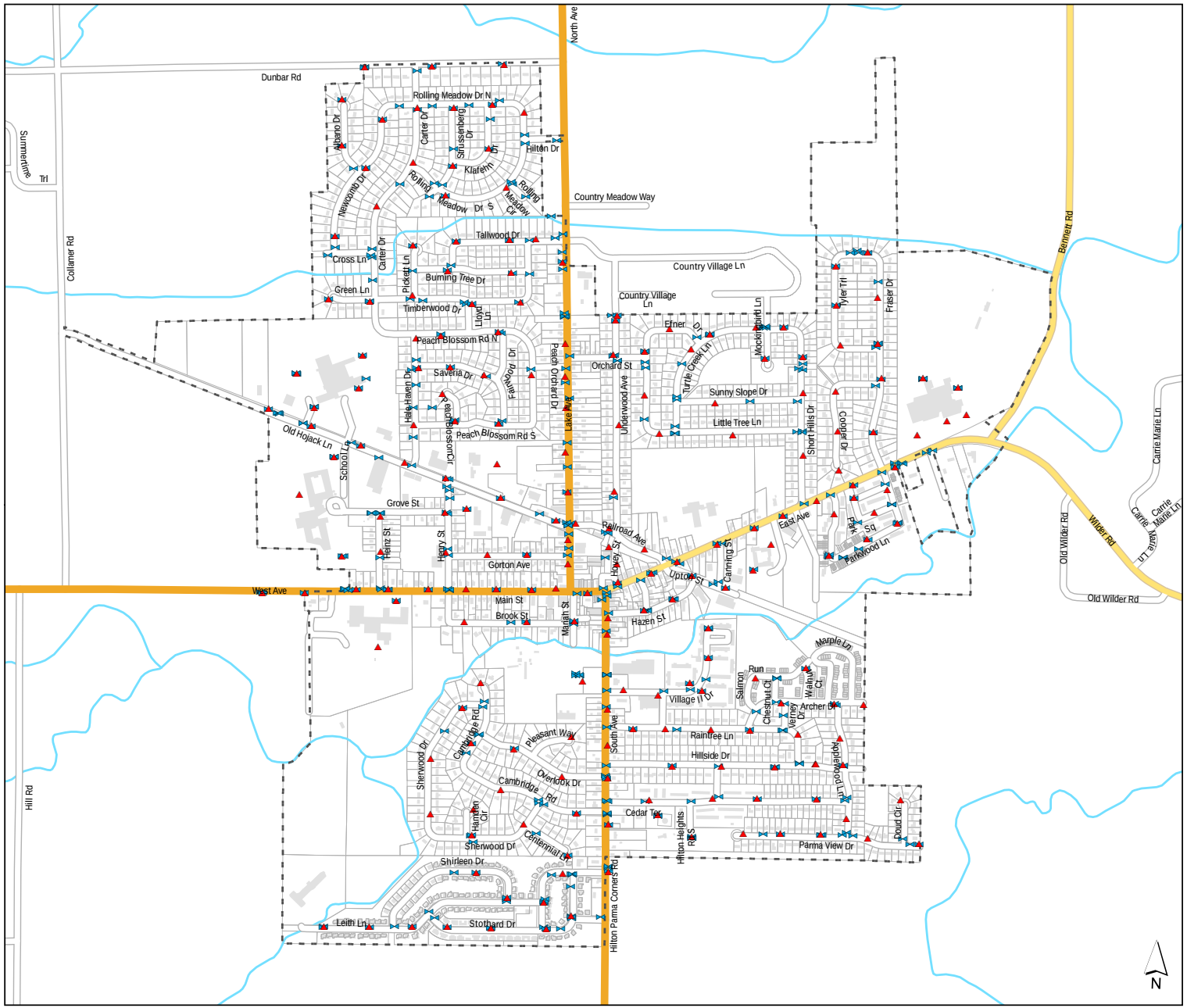
The following is a summary of the water supply systems utilized by the Village (see Map 8).

Village drinking water is obtained from Lake Ontario. Monroe County Water Authority (MCWA) obtains water for the Village and other surrounding communities from the Monroe County Water Authority Shoremont Treatment Plant located in Greece. After filtration, disinfection, and fluoride treatment by MCWA, they sell water to the Village through an existing wholesale agreement. Each year the Village of Hilton purchases approximately 126,000,000 gallons of water from MCWA.

The Village owns a 500,000 gallon water tank, which is leased to MCWA through an existing agreement. As part of this agreement, MCWA is responsible for tank maintenance, and as such, the tank was repainted by MCWA in 2016. The Village also generates income from the tank through space leased to various telecommunication companies such as Cingular, Nextel, AT&T, and T-Mobile.

A view of the Village's 500,000 gallon water tank that serves Village residents. All households and businesses in the Village are served by public water. The Village owns and maintains a water distribution system, which serves approximately 1855 accounts, including approximately 6,200 people.

MAP 8 WATER SYSTEMS



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-Water-11x17.mxd

1"=1,000' @ 11"x17"

VILLAGE OF HILTON

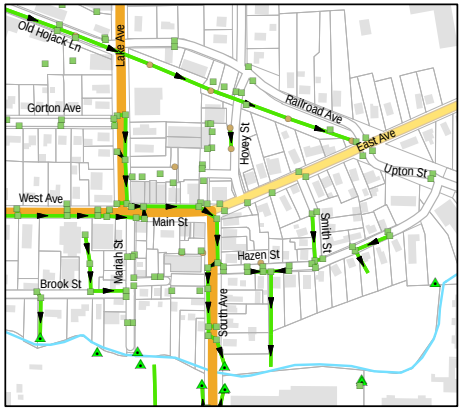
2030 COMPREHENSIVE PLAN

Legend

- Water Valve
- Fire Hydrant
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Village Boundary
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER 1"=500' @ 11"x17"



MRB | group

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - WATER SYSTEM MAP		
PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

VILLAGE SEWAGE COLLECTION SYSTEM

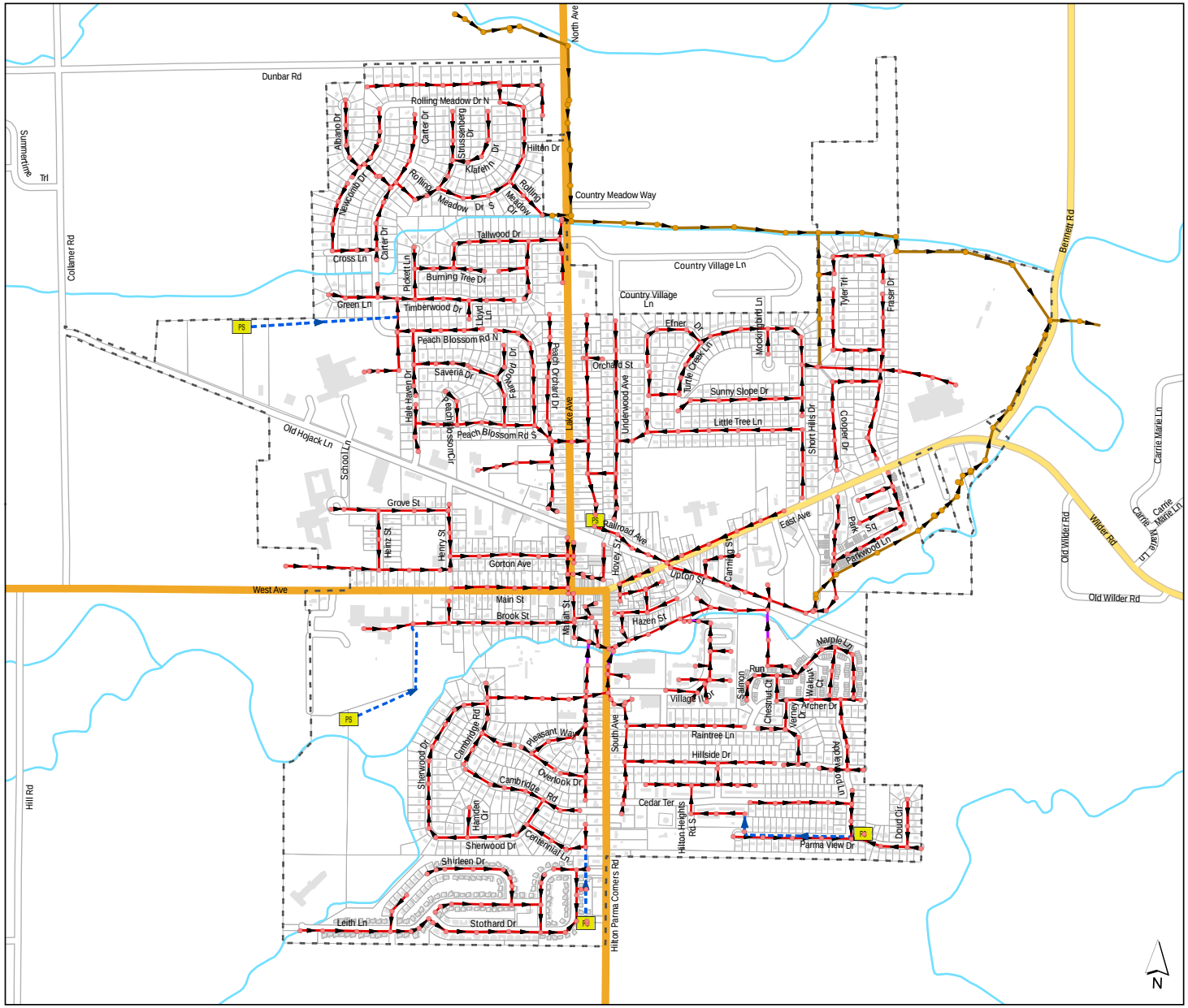
The Village owns and operates a sewage collection system, which provides public sewer service for all residents and is comprised of approximately 115,353 linear feet (21.84 miles) of sanitary sewer mains. The collection system is comprised of sewer mains with pipe diameters of 8-inch up to 18-inch. Depending on the age of initial construction, the collection system is comprised of vitrified clay tile pipe (VCT), asbestos cement pipe (ACP), or Polyvinyl Chloride pipe (PVC). Generally, VCT pipe was utilized prior to the late 1950's, ACP pipe was utilized in subdivisions built from the late 1950's to 1980, and PVC pipe was utilized after 1980.

The Village has maintained an ongoing yearly program of sanitary sewer rehabilitation by the slip lining of sewer mains and select manhole rehabilitations. Since the year 2010, approximately 17,300 feet of VCT sanitary sewer main have been lined. In addition to sewer mains, the Village also owns and operates three sewage pump stations located at Parma View Drive, Unionville Station, and Railroad Avenue.

Parma View Drive pump station was constructed around 1990, and was recently upgraded to include a generator for emergency pumping. The Unionville Station pump station was constructed around 2000. It is believed the Railroad Avenue pump station was constructed in the early 1960s, and is in need of upgrades, which are currently planned for the year 2021.

The Village of Hilton sanitary sewage collection system discharges to the Monroe County Hilton/Brockport Interceptor sewer at several connection points (the Village's Salmon Creek Park, Short Hills Drive, Tyler Drive, and North Avenue). From these connection points, sewage is transmitted by Monroe County Pure Waters (MCPW), through the interceptor sewer to the MCPW Northwest Quadrant Waste Water Treatment Facility, located on Payne Beach Road. At this location, the sewage is treated and discharged to Lake Ontario. Monroe County invoices Village residents for wastewater transmission and treatment as a line item on their county tax bill, and the charge is based on volume of household water usage.

MAP 9 SANITARY SEWER SYSTEM



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-SanitarySewer-11x17.mxd

1"=1,000' @ 11"x17"

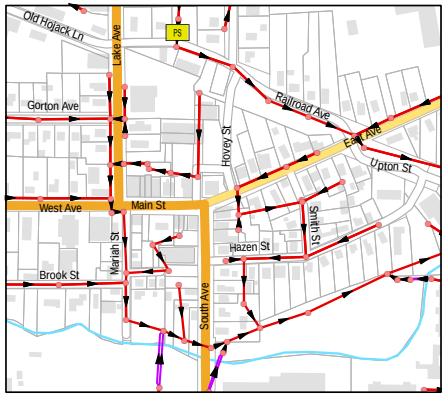
VILLAGE OF HILTON
2030 COMPREHENSIVE PLAN

Legend

- Pump Station
- Sanitary Manhole
- Interceptor Manhole
- Interceptor Pipe
- Forcemain
- Gravity
- Siphon
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Village Boundary
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER 1"=500' @ 11"x17"



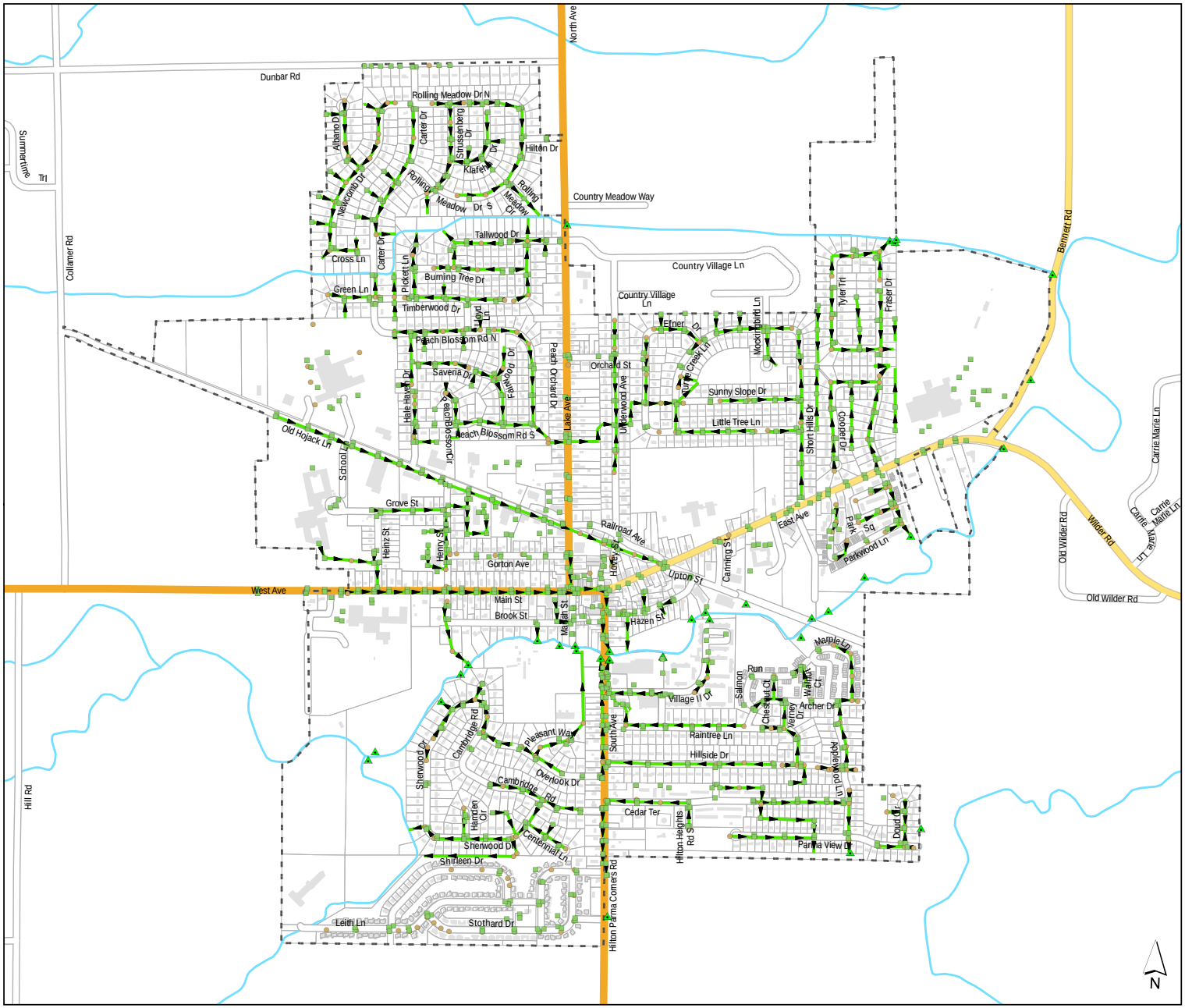
MRB | *group*

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - SANITARY SEWER SYSTEM MAP

PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

MAP 10 STORM SEWER SYSTEM



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-StormSewer-11x17.mxd

1"=1,000' @ 11"x17"

VILLAGE OF HILTON

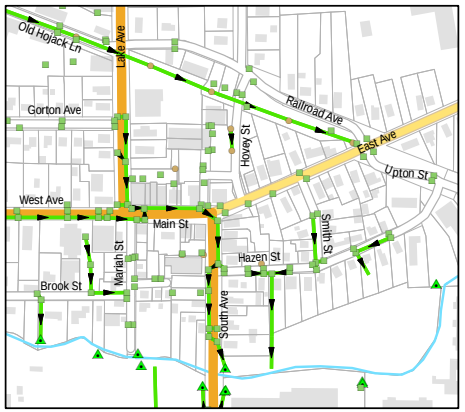
2030 COMPREHENSIVE PLAN

Legend

- Catch Basin
- Storm MH
- Outfalls
- Storm Sewer
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Village Boundary
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER 1"=500' @ 11"x17"



MRB | group

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - STORM SEWER SYSTEM MAP

PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

TRANSPORTATION

Located in Monroe County and within Rochester's Metropolitan Statistical Area (MSA), the Village of Hilton retains exceptional transportation access that provides opportunities for residents and local industry. Hilton's close proximity to downtown Rochester offers a wide range of social, cultural, and economic assets, such as sporting franchises and arenas, museums, galleries, and strong labor market. Hilton is geographically situated near major highways, such as NYS Route 531, NYS Route 104, NYS Route 259, and Interstate 490, which provide for easy access to Rochester; however, being in close proximity to Rochester and suburban communities, presents challenges to local business owners for retail competition. As indicated on Map 11, the regional transportation network connects residents to other communities for goods and services, which may ultimately limit opportunities for growth within the Village center.

ROADWAYS

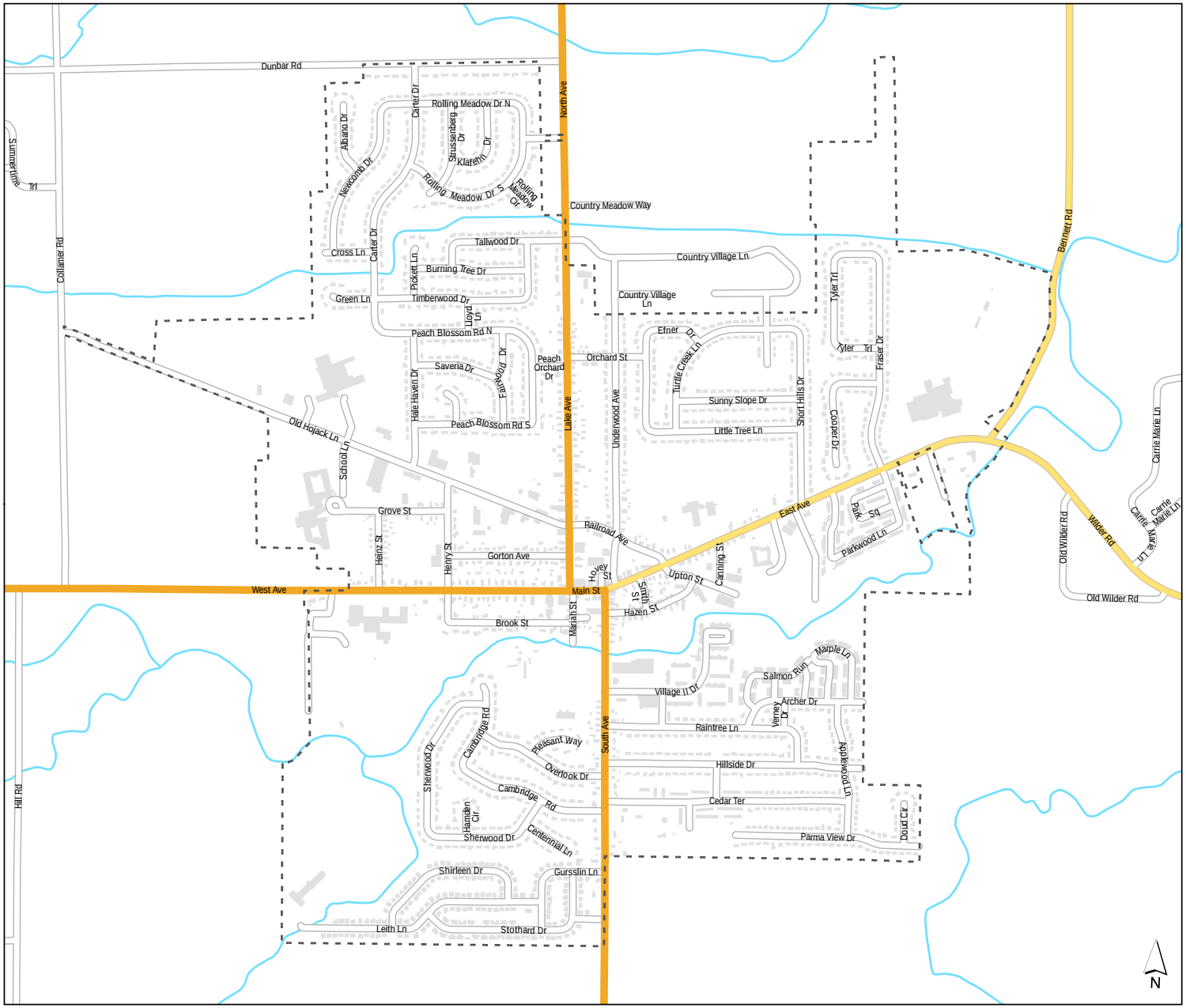
The Village is accessible by several major transportation routes that afford convenient travel both within and outside the Village – NYS Route 531, NYS Route 104, NYS Route 259 and Interstate 490. NYS Route 531 provides an interchange to NYS Route 259, which is approximately 10 miles from the Village. Lake Ontario State Parkway is readily accessible from North Avenue (NYS Route 259) and is approximately 3 miles from the Village.

NYS Route 259 includes North Avenue, South Avenue, and Lake Avenue within the Village, and are considered minor arterials that have experienced increased traffic volumes due to development.

TRANSIT

The Regional Transit Service (RTS) is available in the Village of Hilton and known as RTS 106 Hilton/Hamlin/Clarkson. RTS is the largest subsidiary of Rochester-Genesee Regional Transportation Authority (RGRTA). The Hilton RTS transit stop is located at Railroad Avenue and Hovey Street and offers two (2) stops in the morning and evening. The 106 bus route offers residents multiple connections along the route, and 40-minute travel time to Rochester's Downtown Transit Center. Adults can utilize the regional route service for $1, while children under 5 ride free.

MAP 11 TRANSPORTATION



Document Path: N:\0806.19001.000\dwg\Hilton2030CompPlan-TransportationMap-11x17.mxd

1"=1,000' @ 11"x17"

VILLAGE OF HILTON
2030 COMPREHENSIVE PLAN

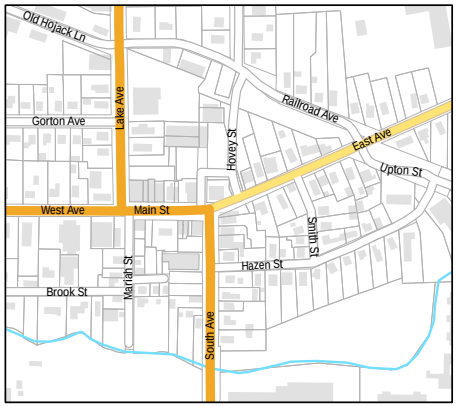
Legend

- Village Boundary
- State Route
- County Road
- Local Road
- Tax Parcels
- Buildings
- Streams

Data Source: NYS GIS, Monroe County GIS

VILLAGE CENTER

1"=500' @ 11"x17"



MRB | group

Engineering, Architecture, Surveying, P.C.
145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 FAX 585-381-1008
www.mrbgroup.com

DRAFT - EXISTING TRANSPORTATION MAP

PROJECT	DATE	FIGURE
0806.19001	OCT 2019	1

ECONOMIC DEVELOPMENT

Local government can play many roles in development of the regional economy. The basic responsibilities of any economic development program are the expansion and diversification of local taxable real estate, the creation of vibrancy and vitality in a community via placemaking efforts, and the facilitation of retention and expansion of employment opportunities to ensure that the region's population has access to meaningful work and the ability to develop personal financial sustainability.

The Village of Hilton, by virtue of being situated in Monroe County, is serviced by the Monroe County Industrial Development Agency with many economic development programming opportunities. There are currently no active Monroe County IDA projects within Village boundaries, although the Village Board remains open to proposals for projects aligning with our economic development vision.

As part of the Town of Parma, Village property owners are eligible for real property tax incentives afforded via Section 485 of the Real Property Tax Law of the State of New York. Specifically, the Town of Parma has not enacted sections of the law to support business-related property improvements. This allows business property owners to invest in property and delay assessment increases.

The Village of Hilton is in excellent fiscal condition, as indicated by the New York State Comptroller's designation of fiscal stress (No Fiscal Stress).

While not served by a business improvement district or Main Street organization, Village leadership is active in participation with the Parma Hamlin Chamber of Commerce. The organization supports events, marketing, and development support to small businesses located in Hilton and the surrounding areas.

The Village has taken a proactive approach with respect to administration of local codes and development standards, so as to ensure a streamlined development review process; accelerating local business's ability to leverage private investment toward impactful returns.

Future economic development efforts will be guided by, and directed to key initiatives outlined in subsequent chapters of this plan.

This page left intentionally blank

SECTION THREE

VISION AND GUIDING PRINCIPLES

VISION

The Hilton future vision is based on the premise that the health of the community, and the quality of life for its residents are not dependent on one factor alone. Rather, the underlying approach to the future vision is an understanding that the community must find balance between the many environmental, economic, social factors that make up Hilton. Each of these components are interrelated in that they share common goals supported by independent tasks to help accomplish those goals. Each component is essential to ensuring a vibrant and healthy community that when viewed together, provide a strong basis for formulating the vision statement. The Vision Statement reflects Hilton's ideal future.

A COMMUNITY FOCUSED ON MAINTAINING ITS SMALL-TOWN FEEL AND ITS SCENIC, AGRICULTURAL SURROUNDINGS; AN ENCLAVE OF DIVERSE AND ENGAGED RESIDENTS WITH STRONG, VIBRANT BUSINESS DISTRICTS, ATTRACTIVE AND HEALTHY NEIGHBORHOODS, PARKS, AND OPEN SPACES.

A VILLAGE COMMITTED TO INNOVATION AND ADAPTABILITY, CONSISTENTLY FOCUSED ON THE SUSTAINABILITY OF OUR SERVICE OFFERINGS AND COMMUNITY FACILITIES

CORE VALUES

The Vision Statement is embodied in the five key core values below, which describe in more detail the desired outcomes the community wishes to accomplish in the future. The Core Values provide an organizing framework for the plan, which is comprised of a series of guiding principles, goals, and objectives that will guide the Village in their implementation efforts.

LIVABILITY

AN ACTIVE COMMUNITY RECOGNIZED FOR ITS QUALITY OF LIFE AND STRONG SENSE OF PLACE

Preservation and enhancement of a strong quality of life for all residents is at the center of all that we do. The Village seeks to satisfy the full range of our residents' needs, while ensuring that we capitalize on the economic and environmental assets of the region. We will seek to meet the economic, social, and cultural needs of our residents, and protect natural resources in our community. We will take steps to ensure that the decisions of today only positively impact the quality of life for future residents.

SUSTAINABILITY

PRESERVE AND ENHANCE NATURAL RESOURCES AND PROMOTE RESILIENT DESIGN PRACTICES

In everything that we do, we are mindful of the limited nature of our economic and financial resources. As we consider investment into public assets, we take into consideration the long term, total cost of ownership alongside the initial investment. We put as much, or more, emphasis on extending the longevity of assets as we do in their initial acquisition. In our pursuit of economic vibrancy and equality, we take no action that would degrade our natural environment, and hold the same expectation for the private sector.

COMMUNITY

CREATING HEALTHY, LIVABLE NEIGHBORHOODS

We believe in the collective power and creativity of our residents. As a Village, we will strive to ensure that all corners of our community enjoy a shared identity, and a feeling that they truly belong here. As a community, we share our collective opportunities and challenges; and we seek out the effort and insight of everyone interested in advancing Hilton toward our shared vision.

SERVICE

OPPORTUNITIES FOR ACTIVE COMMUNITY INVOLVEMENT AND CIVIC ENGAGEMENT

In all facets of our daily life, we are reminded that service is the motivation behind our work together. Our elected and appointed leaders are servant-leaders; of the mindset that the needs of the community are paramount to any personal gain. Our Village organization is dedicated to the principal of "constituents first"; striving always to deliver the best, most efficient service possible. Our community members are welcomed and encouraged to participate in civic life, and to serve the community.

INNOVATION

A STRATEGIC APPROACH TO COMMUNITY CHARACTER AND ECONOMIC DEVELOPMENT

We recognize that, in order to be financially and economically sustainable, while preserving our "small-town feel", we will also need to be versatile and adaptable in our approach. With respect to planning principles, technology, and management techniques, we will consistently be on the watch for new, proven best practices and cutting-edge approaches to community development and local government operations. Our practices and investments will constantly evolve to address threats to quality of life.

VISION AND CORE VALUES

The Vision and Core Values reflect the Village's desired outcome. There are five key Core Values outlined in this plan, which describe in greater detail what the community is seeking to accomplish. The Goals and Objectives outlined in this chapter are directly tied to the overall vision with specific implementable tasks.

GUIDING PRINCIPLES

The Guiding Principles are the framework to support the implementation of the Vision and Core Values.

GOALS

Goals provide general targets that help guide the community. They further provide an understanding of the importance the asset serves to the community.

OBJECTIVES

Specific tasks, strategies, and mechanisms that can be applied to advance your goals. Examples of strategies include funding options, State, Local, and Federal programs, regulatory tools, and key partnerships.

LIVABILITY

AN ACTIVE COMMUNITY RECOGNIZED FOR ITS QUALITY OF LIFE AND STRONG SENSE OF PLACE

BACKGROUND AND INTENT

The Village of Hilton's unique natural setting, quality housing and built environment, historic and cultural resources, parks and recreational facilities, and other assets enrich the lives of residents and appeal to visitors. The Village, as well as the Town of Parma and Monroe County, recognize the role these amenities play in the quality of life of residents and the community's ability to maintain a strong sense of place as it grows. An emphasis will be placed on the protection and enhancement of these resources to meet the needs of both current and future residents. Retaining Hilton's quality of life and strong sense of place and promoting an active community is based on the following guiding principles:

- A variety of recreational opportunities in the form of interconnected parks, trails, recreation facilities, public spaces, and natural areas to promote a safe, accessible, and walkable community

- Continued support and promotion of Hilton's historic and cultural resources that contribute to the community's identity and history

- A distinctive built and natural environment that promotes a sense of place

GUIDING PRINCIPLES, GOALS, AND OBJECTIVES

GUIDING PRINCIPLE 1.0 A variety of high quality recreational opportunities in the form of interconnected parks, trails, open space, recreation facilities, and natural areas to serve existing development and planned growth

GOAL 1.1: STRENGTHEN THE SYSTEM OF PARKS, TRAILS, RECREATION FACILITIES, AND NATURAL AREAS TO SATISFY THE COMMUNITY'S NEEDS AND ENHANCE THE QUALITY OF LIFE FOR RESIDENTS AND VISITORS OF ALL AGES AND ABILITIES

Objective 1.1A: Parks and Recreation Master Plan
Develop a comprehensive Parks and Recreation Master Plan to ensure that the Village is providing an adequate range of recreational opportunities based on the guidelines provided by the National Recreation and Park Association (NRPA). As part of the process, conduct a detailed Needs Assessment that responds to current and future conditions. Revisit the 1997 Land-Use Design Concepts for Hilton Village Park plan, and incorporate into the updated plan as necessary.

Objective 1.1B: Distribution of Facilities
Maintain and enhance an efficient and accessible distribution of parks and recreation facilities throughout the Village by encouraging the development of new parks and walkable/bikeable linkages from existing parks to surrounding neighborhoods and subdivisions that may experience a park deficit (as identified in the Healthy Living Analysis) or are targeted for future growth.

Objective 1.1C: Trail Development
Promote, encourage, and assist in the development of pedestrian trail linkages between Salmon Creek Park to the Village Park to increase recreation opportunities and improve connectivity, as well as development of the Hojack Trail in partnership with the Towns of Parma and Greece.

Objective 1.1D: Interconnected Pedestrian Pathways
Develop an interconnected pedestrian system consisting of paths and sidewalks to reduce auto dependency in and around the Village, and provide an alternative mode of transportation for persons of all ages and abilities. Develop a Sidewalk Plan and pedestrian easements that identifies gaps in the current system, areas in need of upgrades and ADA compliance, and opportunities for sidewalk expansion.

Objective 1.1E: Coordinated Planning and Development
Coordinate the planning and development of park improvements with other Town of Parma and Monroe County plans and recreation projects to maximize opportunities for Village residents.

Objective 1.1F: Advisory Board
Create a volunteer Recreation Board to develop and implement a Recreation Master Plan, as well as recommend improvements to parks and recreation facilities to the Village Board.

GUIDING PRINCIPLE 2.0 Significant social and cultural resources that contribute to the community's identity, now and in the future

Goal 2.1: Expand Community Awareness of and Support for Arts and Cultural Resources

Objective 2.1A: Arts and Cultural Events, Facilities, and Amenities
Support the many public and private events and cultural experiences the Village offers including, but not limited to, Hilton Apple Fest, Fireman's Carnival, and Classic Wheels on Main Street that promote a strong sense of place for Village residents.

Objective 2.1B: Educational Programs
Encourage community education efforts to facilitate deeper understanding of Hilton's history, and appreciation for local arts and cultural resources. Solicit participation from community volunteers to research and identify activities to expand opportunities for all residents.

GUIDING PRINCIPLE 3.0 A distinct Village identity that highlights Hilton's best assets

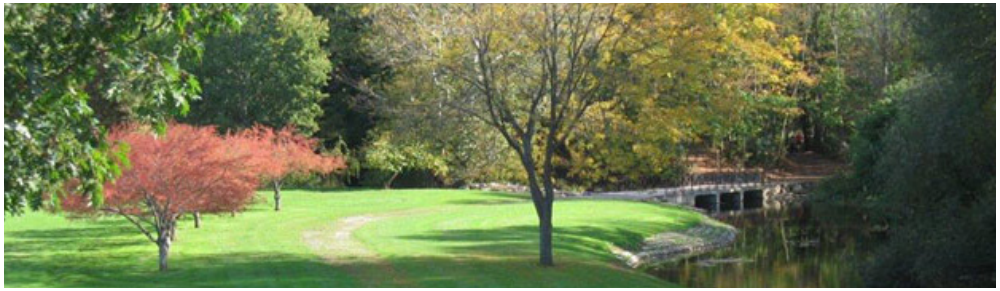
Goal 3.1: Celebrate and Promote Hilton as a Unique Place to Live, Work, and Play

Objective 3.1A: Marketing and Branding Strategy
Work with a consultant to develop a community-wide marketing plan that reflects the small town feel of the community and strong quality of life. Elements included in this plan, such as a logo, identity standards for signage and banners, print material, and web communication, will provide a consistent and unifying message specifically aimed at improving local and outside awareness of what the Village has to offer.

Objective 3.1B: Wayfinding Plan and Program
Similar to the tactics outlined in 3.1A, develop a comprehensive wayfinding plan to improve the pedestrian experience throughout the Village. This plan would encompass gateway features, pedestrian and vehicular directional signage, and informational signage at important locations and destinations, including parks, recreation facilities, and historic sites. This plan will provide a clear and consistent message, enabling people to navigate and remember the built environment.

Wayfinding

- Provides residents and visitors with a common and united image of the community
- Makes destinations within the community easy to locate through the use of simple graphics, bright colors, and regularly spaced signs
- Provides opportunities for community sponsorship and advertising for events



SUSTAINABILITY

PRESERVE AND ENHANCE NATURAL RESOURCES AND PROMOTE RESILIENT DESIGN PRACTICES

BACKGROUND AND INTENT

The Village of Hilton is committed to preserving and enhancing the community's natural features that serve as wildlife habitat, riparian corridors, recreational open space, and scenic vistas. Salmon Creek - the defining natural feature of the Village - is directly linked to Braddock Bay and Lake Ontario and a critical component of the community's ecosystem. Efforts to incorporate green infrastructure into the fabric of the Village will protect Salmon Creek, along with many wetlands, agricultural lands, and forests surrounding the community from runoff and pollutants. Preserving the area's natural features and resources will further the Village's resiliency strategy, and minimize future damage to the natural and built environment. This will be achieved through the following guiding principles, goals, and objectives:

- Conservation of environmentally sensitive areas
- A comprehensive network of green infrastructure
- A safe and resilient community

GUIDING PRINCIPLES, GOALS, AND OBJECTIVES

GUIDING PRINCIPLE 1.0 Conservation of environmentally sensitive areas

GOAL 1.1: PRESERVE THE NATURAL OPEN SPACE RESOURCES, ENVIRONMENTALLY SENSITIVE AREAS AND UNIQUE FLORA AND FAUNA OF THE VILLAGE AS IT CONTINUES TO GROW AND DEVELOP.

Objective 1.1A: Open Space Inventory
Identify and map the significant environmental and open space resources of the Village and channel future incompatible development away from such areas.

Objective 1.1B: Cluster Development
Encourage the use of creative development concepts, such as cluster subdivisions, to protect environmentally sensitive areas. Incorporate development incentives and innovative permitting procedures that would positively impact the environment.

Objective 1.1C: Partnerships
Partner with local and regional organizations and agencies, such as Monroe County Soil and Water Conservation District and Genesee Land Trust, whose efforts align with preserving and protecting the region's lands and waterways.

Objective 1.1D: Critical Viewsheds
Identify and implement measures to protect key viewsheds in the Village.

GUIDING PRINCIPLE 2.0 A comprehensive network of green infrastructure.

Goal 2.1: Increase and maintain natural green infrastructure to support wildlife, infiltrate and clean water, improve air quality, and enhance aesthetic resources.

Objective 2.1A: Tree Canopy Protection
Preserve the existing tree canopies in existing, publicly-owned natural, undeveloped areas and along corridors. Identify opportunities to develop a comprehensive tree inventory to document the number of trees in the Village, track and monitor the canopy over time, and increase the number of trees planted through community-wide efforts.

Objective 2.1B: Community Engagement
Create opportunities and incentives for tree planting by residents, businesses, and organizations through volunteering, events, and partnerships.

Objective 2.1C: Interconnected Green Corridor
Protect intact habitat patches in the Village and connect or reconnect them with green pathways or trails to support people, plants, and wildlife.

Objective 2.1D: Coordinated Improvements
Coordinate the planning and development of open space and trail corridors with the development of stormwater facilities to maximize available resources and to reduce the need for engineered stormwater solutions.

Goal 2.2: Promote the use of environmentally sensitive site design and development practices.

Objective 2.2A: Targeted Stormwater Locations
Use schools, parks, and public property as demonstration and pilots sites for low impact development - constructed and natural green infrastructure - and continue to engage students as designers and thought leaders for future opportunities.

Objective 2.2B: Retrofit Existing Sites
Retrofit existing parking lots to create room for bioswales and other best management practices to infiltrate stormwater. Encourage building owners to retrofit existing roofs for stormwater management. Work with residents to identify grant or other funding programs to install these systems.

Objective 2.2C: Responsible Grading Practices
Encourage the use of grading practices that minimize soil disturbance, excessive grading of natural topography, severe roadway cuts, and the removal of existing and established vegetation to ensure that they do not contribute to flooding and erosion.

Objective 2.2D: Best Management Practices
Encourage the use of Stormwater Best Management Practices for addressing non-point pollution, such as stormwater retention, on-site storm runoff water treatment technologies, and residential rain garden programs to minimize sedimentation and other pollutant runoff into area waters.

Objective 2.2E: Landscape Materials / Maintenance Practices
Encourage the use of native landscaping plantings to minimize the need for water, pesticides, and fertilizers. When needed, encourage the use of organic pesticides and fertilizers in existing turf areas to reduce the impacts on local waters.

Goal 2.3: Promote energy conservation, efficiency, and use of renewable technologies as a mechanism for environmental health.

Objective 2.3A: Municipal Operations
Develop a municipal facility energy efficiency plan that includes comprehensive energy audits and a multi-year phasing plan to retrofit municipal buildings with green building practices, such as energy efficient lighting, Energy Star appliances, green roofs, recycled materials, and renewable energy sources.

Objective 2.3B: LED Street Lights
Continue to assess the feasibility of replacing all streets lights in the Village with new LED lighting fixtures.

Objective 2.3C: Renewable Energy
As interest grows, identify opportunities to incorporate renewable energy, such as wind turbines, geothermal heating, solar panels and electric charging stations, on residential and commercial properties.

Objective 2.3D: Dark Sky Compliance
Hilton is surrounded by rural landscapes that engender crystal clear night skies. To protect the integrity of the night sky, the Village should encourage full cut-off, high efficiency light fixtures and bulbs designed to minimize energy consumption and light pollution, particularly for commercial properties and residential streets.

GUIDING PRINCIPLE 3.0 A safe and resilient community.

Goal 3.1: Reduce the risk and effects of natural and manmade hazards.

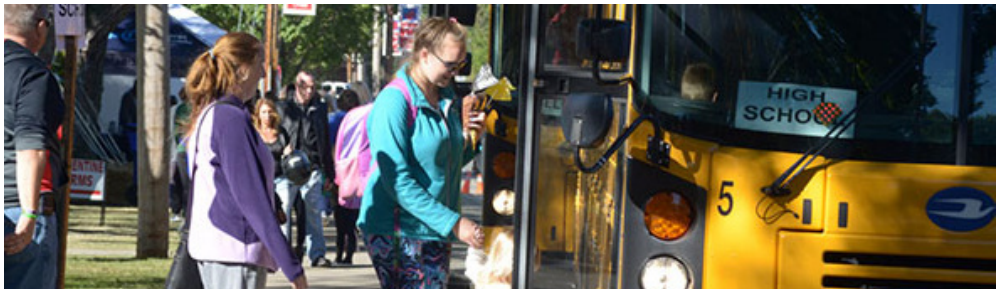
Objective 3.1A: Integrated Planning and Decision-Making
Integrate hazard mitigation considerations into supporting plans and policies at the Village, Town, County, and regional level to increase awareness of the associated risks and costs, identify strategies to minimize threats for existing development in high risk areas, and to promote informed decision-making when future development within high risk areas is proposed for consideration.

Objective 3.1B: Low Impact Development in High Risk Areas
Prioritize open space and recreational opportunities in areas recognized as potentially being at risk of being impacted by natural or manmade hazards, such as floodplains and steep slopes.

Objective 3.1C: Utility Undergrounding
Promote undergrounding of new and existing utilities systems as opportunities arise as part of related infrastructure projects to reduce damage to and vulnerability of above ground utilities during flood events, high winds, and other potentially hazardous weather conditions.

Objective 3.1D: Community Rating System
As a participant in the National Flood Insurance Program (NFIP), consider participation in the Community Rating System (CRS), a voluntary program aimed at reducing insurance premiums through community-wide efforts that extend beyond the minimum standards established by the NFIP. Example activities include:

- Elevation Certificates
- Map Information Service
- Outreach Projects
- Hazard Disclosure
- Flood Protection Information
- Floodplain Mapping
- Open Space Preservation
- Higher Regulatory Standards



COMMUNITY

CREATING HEALTHY, LIVABLE NEIGHBORHOODS

BACKGROUND AND INTENT

The Village will continue to promote neighborhoods that contain a mix of land uses and diversified housing options that will serve a changing population, including housing that is affordable. The Village will work to maintain the character and quality of life in established neighborhoods, and ensure that new development is compatible in size, scale, and aesthetic with surrounding land uses. A Future Land Use Map (FLUM; identified in Section 4) will identify those areas of the Village that will offer the best opportunities for new development that will allow residents of all ages and abilities to have access to infrastructure, facilities, and services. Providing healthy, livable neighborhoods that offer a variety of lifestyle options is captured in the following guiding principles:

- Housing options to meet the needs of the community, now and in the future
- Access to amenities that encourage active and healthy lifestyles

GUIDING PRINCIPLES, GOALS, AND OBJECTIVES

GUIDING PRINCIPLE 1.0 Housing options to meet the needs of the community, now and in the future.

GOAL 1.1: PROVIDE A GREATER MIX OF HOUSING TYPES TO MEET THE NEEDS OF RESIDENTS OF ALL AGES, ABILITIES, AND INCOME LEVELS.

Objective 1.1A: Mix of Housing Options
Encourage a mix of housing options to meet the needs of all segments of the Village population - families, children, persons on fixed incomes, professionals, active retirees, and special populations, and to meet the demands of the changing market. Employ creative techniques through lot sizes, prices, housing types, density, and location to meet this demand. Explore property tax exemption programs for mixed-income and affordable housing developments.

Objective 1.1B: Core Area Housing
Expand housing options in the village business district (downtown) where a range of services, employment, and entertainment options are more readily accessible for residents that have no or limited access to transportation.

Objective 1.1C: Senior Housing
Support opportunities that allow older adults the ability to "age in place", which is defined as one's ability to live in one's own home and community safely, independently and comfortably, regardless of age, income, or ability level (AARP). Consider locating affordable and accessible housing options near key service areas that will allow seniors and older adults to interact and socialize easily, and access programs and amenities without the need for a vehicle. This will support individuals who want and are able to continue living in their home without additional assistance.

Objective 1.1D: Encourage Construction of Affordable and Workforce Housing
Work with the private sector and non-profit housing organizations to ensure that sites that are potentially suitable for affordable and workforce housing are within the core downtown area. This should include sites at a variety of scales

to accommodate both small infill projects and larger redevelopment projects. Consider developer incentives, such as density bonuses, to encourage affordable and workforce housing as part of their proposal.

GUIDING PRINCIPLE 2.0 Access to amenities that encourage active and healthy lifestyles.

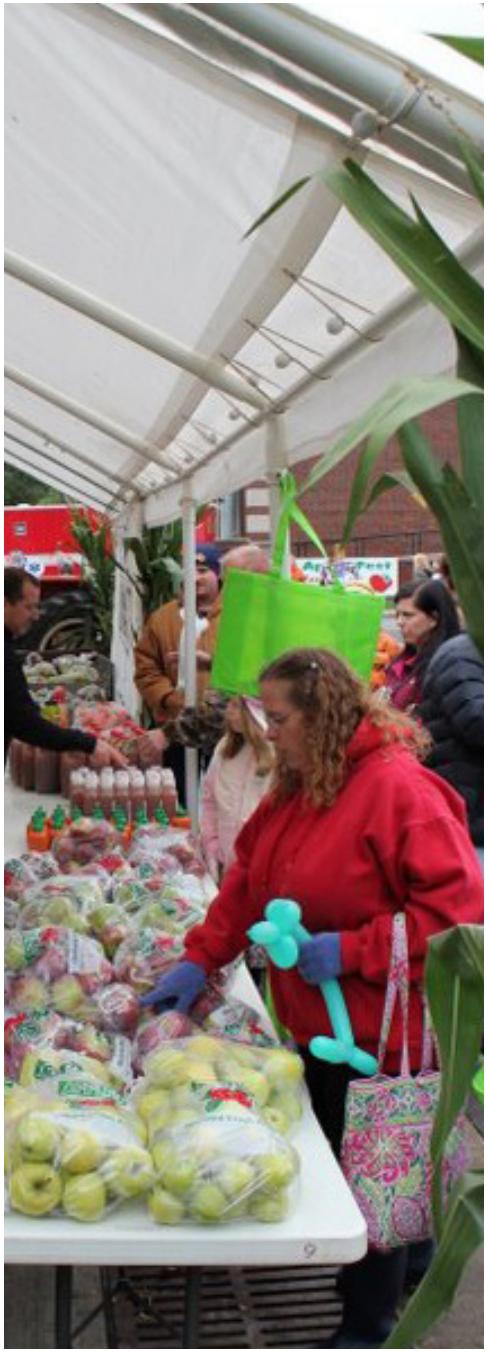
Goal 2.1: Support community health and wellbeing.

Objective 2.1A: Pedestrian Networks
Enhance options for active transportation, such as pedestrian and bicycle modes of transit. Ensure that all pedestrian pathways - sidewalks, trails, and bike lane improvements are considered with new development proposals, and prioritize the construction of completing missing links within the system.

Objective 2.1B: Indoor and Outdoor Recreation
Encourage a variety of publicly and privately sponsored recreation facilities and parks across the community, and within individual housing neighborhoods to provide opportunities for active and passive recreation.

Objective 2.1C: Community Space
In addition to the Hilton Community Center, identify additional locations to offer community programs, senior programs, events, and meeting space. Consider retrofitting an existing space in the downtown core that is accessible to all members of the community.

Objective 2.1D: Local Food Systems
Connect residents to local and regional agricultural operations to support farmers, growers, and an active and healthy lifestyle. Consider opportunities to connect citizens directly to local growers through farmers markets, shared commercial operations, community gardens, or food cooperatives, and leverage existing events, such as the Hilton Apple Fest, to educate residents on agriculture and local food.



SERVICE

OPPORTUNITIES FOR ACTIVE COMMUNITY INVOLVEMENT AND CIVIC ENGAGEMENT

BACKGROUND AND INTENT

The community has identified service as a core value, aimed at increasing opportunities for citizens to be engaged not only with their local government, but also opportunities to interact, socialize, and help one another. The goals and objectives outlined in this section address the desire for specific shared services and collaborative efforts across local governments. It includes the need for a transparent and inclusive planning process, and the need to promote increased awareness and civic engagement among all segments of the community - youth, college-age students, young families, retirees, and older adults. The goals and supporting objectives in this section should be used to promote ongoing collaboration among the Village, Town of Parma, and Monroe County and to promote effective community engagement. The guiding principles identified to support this effort include:

- Strong partnerships and a commitment to collaboration at the local and regional level
- A variety of public participation opportunities in the community planning process
- Increased opportunity for civic engagement

GUIDING PRINCIPLES, GOALS, AND OBJECTIVES

GUIDING PRINCIPLE 1.0 Strong partnerships and a commitment to collaboration at the local and regional level

GOAL 1.1: PROMOTE A COORDINATED APPROACH TO LONG-RANGE PLANNING AND MUNICIPAL SERVICES.

Objective 1.1A: Local and Regional Planning
Coordinate the principles, goals, and objectives outlined in this plan with other local and regional planning initiatives to ensure the Village's interests align with other efforts. Actively participate in area-specific or issue-specific plans and studies conducted by other municipalities or entities that address issues of shared significance, such as land use, economic development, transportation, and hazard mitigation.

Objective 1.1B: Shared Services
Coordinate with internal service departments as well as with other governmental organizations that provide services to residents, such as the school district, fire department/district, and town and county parks and recreation departments, and others to ensure that existing and new neighborhoods have adequate services and that existing public facilities are properly maintained to serve the needs of current and future residents. Continue and promote services, such as the Hilton-Parma Parks and Recreation Department.

Objective 1.1C: Intergovernmental Agreements
Continue to coordinate on and develop agreements related to issues such as improved planning coordination, location of growth and development, economic development, provision of public facilities and services, conservation of natural resources, and revenue sharing.

GUIDING PRINCIPLE 2.0 A variety of public participation opportunities in the community planning process

GOAL 2.1: PROVIDE PROPERTY OWNERS, DEVELOPERS, INVESTORS, AND RESIDENTS INFORMATION TO ENABLE THEM TO MAKE INFORMED DECISIONS ABOUT LONG-RANGE PLANNING.

Objective 2.1A: Transparent and Inclusive Process
Promote an open and transparent planning process that encourages all members of the community to participate. Encourage participation from neighborhood-based community organizations, businesses and professional groups, residents, and property owners in land development decisions as well as services, facilities, and infrastructure planning. Notify individuals and organizations that may be disproportionately affected by lack of access to technology in a timely manner so they have an opportunity to participate and/or sponsor meetings.

Objective 2.1B: Effective and Efficient Communication
Provide a centralized access point that informs the community on upcoming meetings, notices, and the ability to view documents. Ensure that a variety of methods of communication - both in print and digital - are utilized so that members of the community of all ages and abilities have access to public information. Utilize technology, such as teleconferencing, to allow residents to remotely participate in public meetings. Ensure that all meetings are in compliance with New York State open meetings laws.

Objective 2.1C: Methods of Public Outreach
Utilize a variety of unique and tailored public outreach methods to encourage active and effective engagement, such as hands-on design workshops, focus groups, mobile tours, and social media.

GUIDING PRINCIPLE 3.0 Increased opportunity for civic engagement

GOAL 3.1: PROVIDE RESIDENTS WITH THE OPPORTUNITY TO PARTICIPATE IN LEADERSHIP, LOCAL GOVERNMENT, AND THE DECISION-MAKING PROCESS.

Objective 3.1A: Encourage Civic Engagement
Provide a range of opportunities - through municipal boards, committees, and sub-committees - to learn about the community while bringing varied and diverse views to a range of plans and projects.

Objective 3.1B: Embrace Volunteers
Encourage residents of all ages to engage in community-sponsored events and activities to build stronger relationships among neighbors while providing essential services to the Village. Identify key partners, programs, and organizations that look for volunteers, and communicate opportunities through Village portals.

One of the Apple Pie Contest judges for the Hilton Apple Fest.

INNOVATION

A STRATEGIC APPROACH TO COMMUNITY CHARACTER AND ECONOMIC DEVELOPMENT

BACKGROUND AND INTENT

Growth brings a number of benefits to a community, but can also bring a number of impacts and costs. To balance these factors, the Village will seek to promote a land use pattern that encourages a vibrant and active downtown, and land uses that will foster economic development. Targeted infill and adaptive redevelopment will be encouraged for vacant and underutilized sites and buildings, particularly along the Village's Main Street. The Village will utilize new planning techniques and best planning practice to ensure that growth occurs in a manner that is consistent with the character of the community, and contributes to the overall sense of place. This will be accomplished through the following guiding principles:

- Efficient use of land, infrastructure, and natural resources
- A cohesive and integrated system of streets and pedestrian networks that meet the mobility needs of Village residents
- Revitalization of established and core area neighborhoods
- A distinct built and natural environment that promotes a strong sense of place and community
- A balanced mix of land uses to meet the needs of current and future residents

GUIDING PRINCIPLES, GOALS, AND OBJECTIVES

GUIDING PRINCIPLE 1.0 Efficient use of land, infrastructure, and natural resources

GOAL 1.1: ENCOURAGE ORDERLY, EFFICIENT, AND CONTIGUOUS GROWTH.

Objective 1.1A: Priority Growth Areas

Utilizing the Future Land Use Map, direct the timing of new development based on the following criteria:

1. Annexation costs (if a proposal is being considered from outside the Village);
2. Availability of essential services including fire, police, EMT, and other emergency personnel to adequately serve the site;
3. Availability of public infrastructure and adequate roadways (private vs. public);
4. Environmental constraints, including wetlands, adjacent agricultural lands, and floodplain considerations;
5. Market conditions and the ability to absorb the development (cost-benefit analysis).

Objective 1.1B: Infill and Redevelopment

Encourage infill and redevelopment in areas where vacant, underutilized, or deteriorated structures and lots have become detrimental to the community (as a public safety hazard or eye sore), where new uses can be accommodated, and in areas that have been identified for redevelopment. Infill or redevelopment can occur on a single lot, include a single structure, or include multiple lots or blocks. Identify irregular lots for pocket parks, plazas, and other public spaces. Ensure that future design is sensitive to the character of the surrounding neighborhood.

Objective 1.1C: Mixed-Use Centers and Corridors

Encourage the development of compact, mixed-use centers and corridors to maximize opportunities for residents to live, work, and recreate close to home without reliance on a personal vehicle. Create opportunities to integrate uses - commercial/retail, office, residential - in future redevelopment efforts to shape new centers of economic activity.

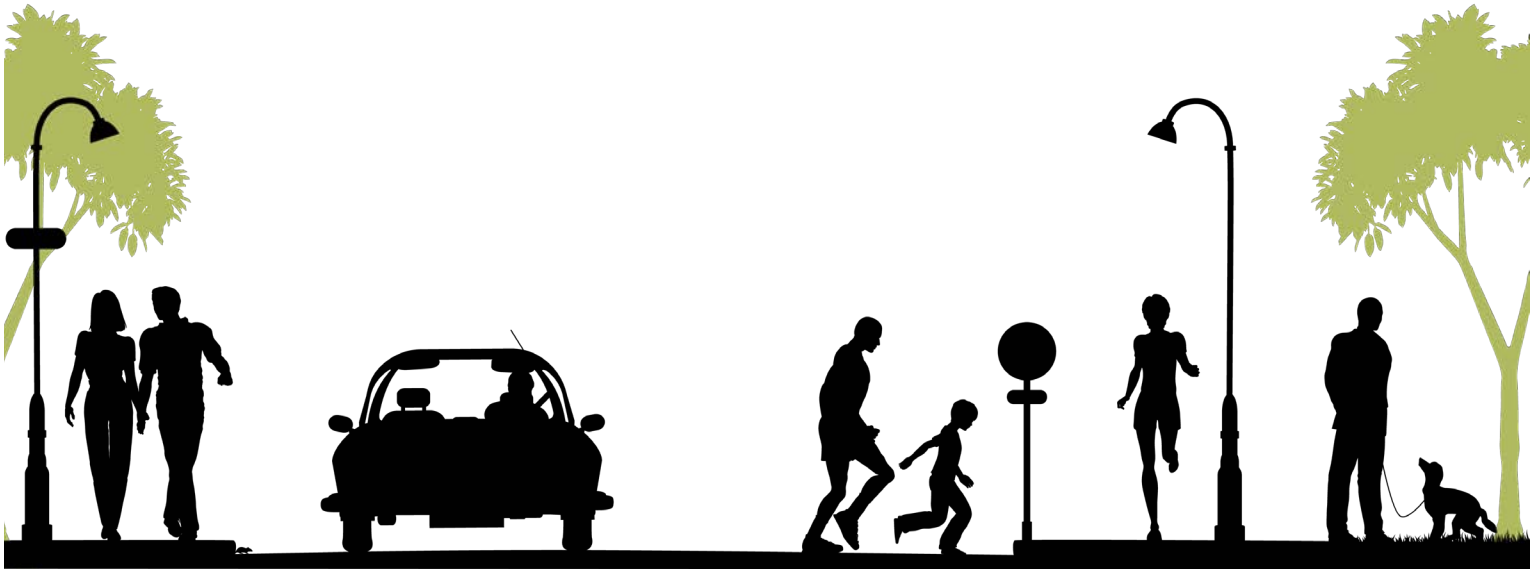
Objective 1.1D: Future Expansion and Annexation
Re-evaluate areas for future expansion, as needed, based upon availability of land and capacity for future services. Designate areas for future expansion on the Future Land Use Map as they are identified.

GUIDING PRINCIPLE 2.0 A cohesive and integrated system of streets and pedestrian networks that meet the mobility needs of the Village residents.

GOAL 2.1: PROMOTE A WALKABLE NETWORK ACCESSIBLE TO ALL AGES AND ABILITIES.

Objective 2.1A: Complete Streets
Promote Complete Streets to ensure that each roadway, in its entirety, does not focus on a single type of user, and incorporates the following elements in any given corridor:

- Establish the roadway purpose
- Create a sense of place by establishing an identity and marketing the Village's roadways to increase the revenues of area businesses
- Landscaping through street trees and vertical elements
- Cohesive wayfinding and business signage



ELEMENTS OF COMPLETE STREETS

PEDESTRIANS
- Street trees
- Benches
- ADA compliant sidewalks
- Pedestrian buffers
- Crosswalks
- Pedestrian signals
- Pedestrian-actuated signal

BICYCLISTS
- Striped bike lane
- Shared-use lane
- Shoulder access
- Bike racks/lockers and parking

TRANSIT
- Bus stop shelters
- Pedestrian-scaled lighting
- Route maps and service frequency
- Benches
- Street trees
- Secure bike racks

VEHICLES
- Road diets (reduce lane width)
- Parking maximums, rather than parking minimums
- Appropriate vehicle speeds

- Burying of overhead utilities to reduce visual clutter

Objective 2.1B: Pedestrian and Bicycle Transportation System
Promote walking and biking as primary forms of transportation in and around the Village. Provide and maintain a system of sidewalks and a system of bikeways and associated infrastructure, including parking/racks, that provide needed continuity, promote safety and pedestrian and bicycle comfort, and accommodate the community's range of user types. Identify areas where pedestrians and cyclists are most exposed and require enhanced safety measures, such as crosswalks, pedestrian medians, and lighting.

Objective 2.1C: Public Transportation
Provide a safe, convenient, reliable, and accessible public transportation system, designed and operated to maximize usage by providing scheduled public transit that serves identified needs throughout the community and supports connections to and from other local transportation modes (pedestrians, bicycles, vehicular). Continue to work with Regional Transit System to identify new opportunities for bus shelters and rider amenities.

Goal 2.2: Design safe and accessible streets.

Objective 2.2A: Residential Street Design and Safety
Provide and maintain residential streets that promote safety, comfort, and convenience that preserves a high quality of life. Regularly review safety and design standards in neighborhoods, and adjust as needed. Minimize vehicular and truck through-traffic on residential streets, particularly in areas with active streets, schools, and families.

Objective 2.2B: Arterial Street Design and Safety
Provide and maintain a safe and effective network for users of arterial and collector streets. Design/maintain the roadway system to provide needed automobile continuity/connectivity, safety, and capacity, and consider all modes in the planning, design, improvement, and monitoring of arterial and collector streets and intersections.

Objective 2.2C: Regional Coordination
Participate in regional transportation decision-making by providing active, meaningful membership and leadership in the Genesee Transportation Council. Continue to coordinate with the New York State Department of Transportation to redesign and/or improve Main Street to identify traffic calming measures and pedestrian-friendly improvements.

GUIDING PRINCIPLE 3.0 Revitalization of established and core area neighborhoods

Goal 3.1: Foster the stabilization of established and core neighborhoods.

Objective 3.1A: Neighborhood Stabilization
Undertake programs targeted towards the stabilization of established neighborhoods in and around the downtown. Support the retention of the existing housing stock, and encourage ongoing maintenance and reinvestment in declining areas.

Objective 3.1B: Enhanced Quality of Life
Identify and foster initiatives to protect or enhance the quality of life in existing neighborhoods throughout the Village.

Objective 3.1C: Infrastructure Improvements and Service
Support continued investment in and ongoing maintenance of infrastructure amenities - parks, schools, sidewalks, and streets - in established and core neighborhoods.

Objective 3.1D: Code Enforcement and Maintenance
Enhance the physical quality of life in the Village's neighborhoods through active enforcement of public health, property maintenance codes, and safety violations in accordance with local building codes and other applicable codes established by the Town of Parma and Monroe County.

GUIDING PRINCIPLE 4.0 A distinct built and natural environment that promotes a strong sense of place and community

Goal 4.1: Guide the quality of development with building and site design guidelines as appropriate.

Objective 4.1A: Encourage Innovative Design
Encourage innovative design practices that employ the use of sustainable and locally sourced building materials and construction techniques.

Objective 4.1B: Design Standards
Develop and adopt design standards that provide a clear, flexible framework for new development, and infill and redevelopment in defined areas or applicable to the Village as a whole. Key design considerations should include architectural facade features, landscaping and buffering, building mass and form, and streetscape design. Create a comprehensive checklist to ensure the review board is consistent in enforcement.

Goal 4.2: Coordinate and streamline development processes.

Objective 4.2A: Development Process / Regulatory Environment
Balance the community's desire for quality and compatible design, with private property rights and individual interpretation by ensuring the development review process is fair, transparent, and predictable. Ensure zoning and subdivision regulations are aligned with the Future Land Use Map and that design standards are clear in their intent and applicability while remaining flexible in their execution to allow for creative design and individual expression. Ensure that the review process is procedurally consistent and enforced.

GUIDING PRINCIPLE 5.0 A balanced mix of land uses to meet the needs of current and future residents

Goal 5.1: Maintain a future land use plan that encourages investment and provides opportunities for individual initiative and choice.

Objective 5.1A: Future Land Use Plan
Use the Future Land Use Map outlined in Section 4 of this plan to guide the general location of residential, commercial, industrial, mixed-use, public/institutional, parks, trails and recreation amenities, and other land uses within the Village of Hilton over the next 10-20 years. Provide flexibility in applying the Future Land Use Map, considering the emergence of new uses. Apply the Future Land Use Map in conjunction with other plans and policies, and area-specific plans and policies, where applicable, when considering individual development proposals regardless of size or location.

Objective 5.1B: Area Planning
Continue to develop more detailed area plans, or update existing area plans, for individual areas as needed to reflect fluctuations in the market demand, changing population and demographics, the availability of land, infrastructure availability and capacity, and other considerations. These areas have been identified in Section 4 of this plan.

This page left intentionally blank

SECTION FOUR

FUTURE LAND USE PLAN

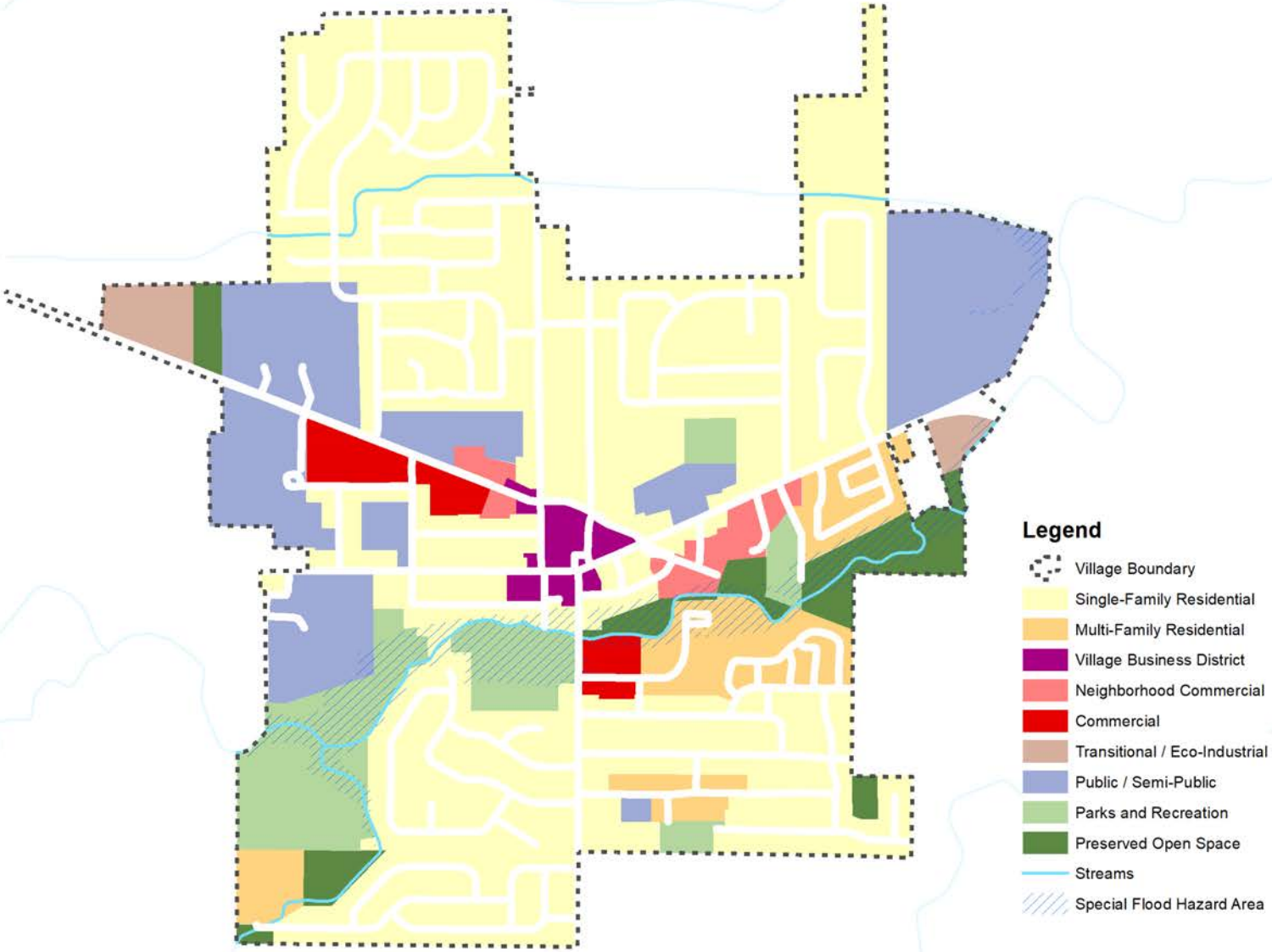
FUTURE LAND USE MAP

The Future Land Use Map (FLUM) identifies locations where different land uses may occur within the Village over the next 10 to 20 years. The FLUM is not intended to designate specific land uses for individual parcels; rather, it provides the Village with a broad designation of what land uses may work in particular areas to help the community achieve its goals. In combination with the established land use policies, goals, and objectives outlined in the Comprehensive Plan, the Village will be able to strive towards a balance of land uses, mix of services, housing, employment opportunities, and unique community character.

As indicated on the FLUM, areas designated for future development are supported by a system of "green infrastructure" as identified in Section 3.0, Sustainability (Guiding Principle 2.0). This includes an interconnected series of parks, trails, and open space, resulting in a linear network intended to expand the Village's access to green space.

The Future Land Use Map identifies a variety of opportunities for future growth, but also protection of the Village's most critical resources as well as community character. This plan should be used as a guide for future land use decisions, including zoning updates or amendments, the development review process, or any changes to the regulatory environment.

FUTURE LAND USE MAP



LAND USE CATEGORY DEFINITIONS

A summary of the land use categories outlined in the Future Land Use Map is outlined in the table on the following pages. This table is intended to serve as a reference guide in conjunction with the Future Land Use Map, as well as future regulatory decisions. A detailed synopsis of the intended density, layout, design, and desired character of each land use category is provided at the end of this chapter.

The Village has further identified targeted areas and districts within the community that they would like to see grow and develop. An overview of the targeted area plans is included in this chapter, and will serve as the foundation for future design and funding opportunities.

Further, the Future Land Use Map is a comprehensive analysis of existing conditions and land use patterns, coupled with the desired character for future growth, which includes the following land use categories:

- Residential
  - Single-Family
  - Multi-Family
- Mixed-Use / Commercial
  - Village Business District
  - Neighborhood Commercial
  - Commercial
  - Transitional / Eco-Industrial
- Public / Institutional
  - Public / Semi-Public
  - Parks and Recreation
  - Preserved Open Space
  - Special Flood Hazard Area

Table 3: Land Use Categories

LAND USE CATEGORY	RANGE OF DENSITY/SIZE	PROPOSED USES	CHARACTERISTICS
RESIDENTIAL			
Single-Family Residential (SF)	Lots that range in size between 0.1 and 0.5 acre; with a density between 1 dwelling unit and up to 5 dwelling units per net acre (net area calculated after environmental constraints, utility easements, streets, and other constraints are included)	Primary Uses: Single-family; Single-family attached; Two-family; duplex; Townhomes; Patio homes; In-law units. Secondary Uses: In some cases, neighborhood retail, small-scale local shops or services that compliment the surrounding neighborhood; should be a part of a larger Master Planning effort or Planned Unit Development.	This land use type typically contains a mix of low to medium density residential housing in a traditional neighborhood setting. Some ancillary uses may occur in these neighborhoods, such as small-scale retail (coffee shop, bookstore, barber shop), and may be permitted through a Master Planning or Planned Unit Development process.
Mutli-Family Residential (MF)	Density ranges between less than 1 dwelling unit per acre up to 11 dwelling units per acre	Primary Uses: Single-family; Single-family attached; Two-family, duplex; Townhomes; Patio homes; In-law units; Fourplexes (individual lots); Apartments; Condominium buildings. Secondary Uses: Neighborhood retail, small-scale local shops or services that compliment the surrounding neighborhood; should be a part of a larger Master Planning effort or Planned Unit Development.	The multi-family residential land uses typically contain a mix of higher density, residential units in a neighborhood setting. Some ancillary uses may occur in these neighborhoods, such as small-scale retail (coffee shop, bookstore, barber shop), and may be permitted through a Master Planning or Planned Unit Development process.

LAND USE CATEGORY	RANGE OF DENSITY/SIZE	PROPOSED USES	CHARACTERISTICS
MIXED-USE / COMMERCIAL			
Village Business District (VBD)	---	Primary Uses: A variety of civic, cultural, retail, commercial, business, hotel, professional offices, financial institutions, and upper story residential.	The Village Business District is the core of the community. The defining character is that of compact, pedestrian-friendly scale and urban character typical of a historic and traditional village. Mixed-use with higher density residential, particularly on upper stories, is encouraged as part of mixed-use buildings on retail-oriented blocks. Infill redevelopment and adaptive reuse is encouraged in targeted areas to support revitalization and integration of new uses.
Neighborhood Commercial (NC)	Typically no more than 3 acres.	Primary Uses: Small-scale retail; barbershops/ salons, coffee shops, specialty food stores, cafes and diners, professional offices, home occupations. Some residential types as part of a mixed-use center.	This land use category is intended to provide a range and scale amenities and services that can be accessed by foot, bicycle, or vehicle immediately adjacent to the Village Business District. Neighborhood Commercial is intended to be in character with the surrounding residential, and less intensive than traditional commercial uses.

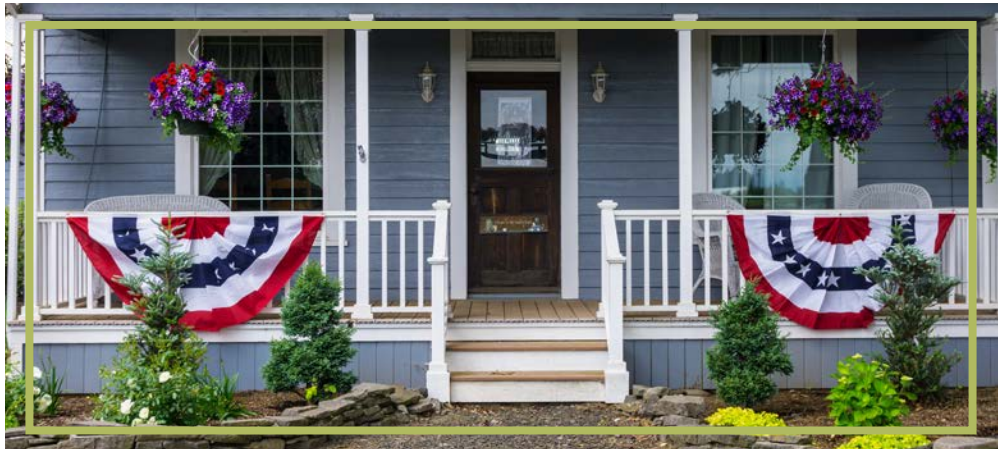
LAND USE CATEGORY	RANGE OF DENSITY/SIZE	PROPOSED USES	CHARACTERISTICS
MIXED-USE / COMMERCIAL			
Commercial (C)	Typically no more than 10 acres, with the average size of 1-5 acres.	Primary Uses: Supermarkets, restaurants, drycleaners, laundromats, drugstores, stand-alone pharmacy, auto repair and filling stations, retail and health services, stand-alone health, business, and professional offices. Some residential types as part of a mixed-use center.	This land use category is intended to provide a range and scale amenities and services that can be accessed by foot, bicycle, or vehicle. While the uses will range in size and character, the commercial districts will serve more than one neighborhood and often the entire Village or community. Appropriate scaled parking will be provided, supported by strong streetscape and landscape design.
Transitional / Eco-Industrial (T/EI)	---	Primary Uses: Flex space, light industry and manufacturing, green technology, research and research-related activities, agricultural technology, professional office, ancillary commercial.	This category is focused on more land uses centered around work processes, larger professional offices, commercial and agricultural operations, and research activities - many of which are focused on clean energy and green technology. A broad range of uses are typically supported with less extensive design controls.

LAND USE CATEGORY	RANGE OF DENSITY/SIZE	PROPOSED USES	CHARACTERISTICS
PUBLIC / INSTITUTIONAL			
Public / Semi-Public (P)	---	Primary Uses: Schools, government buildings and offices, community centers, fire and police stations, EMS, library, cemeteries, churches and places of worship, hospitals and clinics. These also include publicly-owned facilities for essential services, including water and wastewater treatment plants, and electrical substations.	Public and Semi-Public uses are those maintained by a public entity, such as the Village, Town, County or other special district, such as a fire department. These uses are often integrated into residential neighborhoods, and are considered acceptable supporting uses, such as schools, places of worship, and libraries.
Parks and Recreation	Varies based on location and park type. Can range from a small lot, as infill or redevelopment, to several acres.	Primary Uses: Public accessible recreation space including parks, playgrounds, pocket parks, trails and greenways, and plazas established and maintained for the benefit of residents and visitors of all ages and abilities. These areas can further serve as protection and conservation of the community's most fragile and sensitive resources, such as wetlands and waterways.	Parks and recreation land uses are intended to provide for the active and passive recreational needs of the community. These uses are typically owned and maintained by a public entity, including the Village, Town, or County, but can also include privately-held parcels and uses.

LAND USE CATEGORY	RANGE OF DENSITY/SIZE	PROPOSED USES	CHARACTERISTICS
PUBLIC / INSTITUTIONAL (CONTINUED)			
Preserved Open Space	---	Primary Uses: Private or public open space which is maintained in its natural state with limited building or development on site. These lands may be preserved with or without public access to protect environmentally sensitive features, such as wetlands, waterbodies, or rare or threatened species.	The intent of preserved open space is to maintain the natural state of the land. These areas may be held in perpetuity by a private or public entity, such as a land trust, that will continue through the life of the easement. These areas are critical for wildlife habitat, viewsheds, or other ecological benefit, but may also be combined with other passive recreation, such as trails, scenic viewsheds, or stream buffers / corridors. The protection of the resource will drive the decision-making process regarding future accessibility.
Special Flood Hazard Area	---	Primary Uses: Passive recreation, such as trails, parks, open fields, and community gardens; active recreation with minimal impervious surface and infrastructure	The Special Flood Hazard Area as identified by the effective Flood Insurance Rate Map dated August 28, 2008. Note that development is not permitted within areas designated as floodways on the effective FIRM.

LAND USE POLICIES

The Future Land Use Map identifies land uses that are compatible with current land use patterns, but also considers future uses to align with the vision, principles, goals and objectives outlined in Section 3 of the Comprehensive Plan. The land use policies outlined below were developed to inform future regulatory policies, zoning, and land use framework for the Village. These policies align with each of the land use categories in Table 3, and provide a more in-depth description of the intended uses, densities, and characteristics of the district.



RESIDENTIAL

The Future Land Use Map identifies two categories of housing for the Village: Single-Family Residential (SF), and Multi-Family Residential (MF). Policies for each category encourage a flexible approach to residential development, with the intent to create neighborhoods that offer a variety of housing types and opportunities for all ages and abilities. While the Future Land Use Map identifies areas consisting of predominantly single- or multi-family use, compatible ancillary services should be encouraged in order to achieve a more diversified and economically viable neighborhood. Future market demand and neighborhood-level master planning will continue to shape the Village's neighborhoods, as well as redevelopment and infill development opportunities.

RESIDENTIAL POLICIES

Policy 1: Mixed-Use Neighborhoods

Design new neighborhoods as walkable, mixed-use centers that include a variety of housing types, an interconnected street network, and supporting services that compliment the surrounding uses in character and design.

Policy 2: Varied Housing Types

Encourage new neighborhoods and development to include a variety of housing types that range in size, price, style/design, and format, to meet the demand for special populations, older adults, as well as workforce and affordable housing. A mix of housing types should be incorporated into a larger master planning effort.

Policy 3: Neighborhood Centers

Incorporate neighborhood-scale retail and services, public and institutional uses, including but not limited to schools, daycare facilities, community centers, places of worship, and parks and open space as activity centers within a given neighborhood. Locate and design these centers so that they are accessible from adjcent neighborhoods by pedestrians and bicycles, and vehicular traffic.

Policy 4: Multi-Modal Connectivity

Ensure new neighborhoods are internally served by a system of collector local streets, as well as sidewalks and pedestrian and bicycle pathways, which provide connectivity to surrounding neighborhoods, adjacent activity centers, and existing bus and transit services.

Policy 5: Infill Redevelopment and Adaptive Reuse

Design infill, redevelopment, and adaptive reuse in accordance with targeted area plans identified in Section 4 of this plan. Consider the size, scale, mass, height, form, orientation, parking maximums, and landscape elements.

ZONING RECOMMENDATIONS

Single-Family Residential (SF)

Character | Single-Family Residential districts are intended to serve a range of styles that typically include single-family homes, single-family attached, two-family or duplex, townhomes, patio apartments, and in-law units. The Village recognizes the changing needs of the community, with particular demands for adult and senior housing, in-law suites and apartments, and extended family units. The uses permitted in the Single-Family Residential district should be inclusive and flexible to accommodate these needs.

Additional supporting land uses, such as retail and small-scale commercial should be considered as the demand and market allow, to provide more accessible services closer to where residents live. Consideration for size, scale, and design should be incorporated into the review process to ensure any future ancillary use is consistent with the character of the surrounding neighborhood.

Location | Single-Family Residential neighborhoods should be located where they have convenient access to amenities and services, particularly by foot or bicycle. The Single-Family Residential designation includes most of the established and older neighborhoods, as well as future growth to the north of the Central Business District.

Multi-Family Residential (MF)

Character | The Multi-Family Residential categories typically contain a mix of higher density, residential units in a neighborhood setting. These units can include single-family homes, as well as units to accommodate more individuals and families including fourplexes, apartments, and condominiums. Incorporating a variety of multi-family housing, both market rate and affordable, should be encouraged to meet the demands of a shifting population, as well as the desire for a variety of new housing types.

Location | Multi-Family Residential neighborhoods should be located near nodes of commercial activity for ease of access to goods and services. Multi-family residential may also be located in established neighborhoods, and future developments should reflect the surrounding neighborhood in mass, design, and form. Supporting amenities, including parks, pocket parks, and plazas, should be encouraged with new development in effort to create a strong, local identity.

MIXED-USE/ COMMERCIAL

The Future Land Use Map identifies two Mixed-Use / Commercial land use designations, including the Village Business District (VBD) and Neighborhood Commercial District, which each have distinct differences in use, scale, and design. The ability to retain a range of commercial services, employment opportunities, as well as civic, entertainment, and shopping services within the Village are critical for maintaining a strong local economy, and are directly tied to the Village's identity and quality of life. While the downtown core of the Village will remain the primary focus of commercial and mixed-use activity in Hilton, a variety of other neighborhood-scaled, commercial opportunities have been identified in the community to provide the day-to-day needs of the residents. These designations are intended to support new mixed-use residential and small-scale residential development.

COMMERCIAL POLICIES

Policy 1: Activity Centers

Concentrate commercial services and other complementary uses - entertainment, recreation, employment, and residential-- within planned activity centers or compact nodes located throughout the community. This pattern is intended to promote walkability and accessibility within one central corridor; preserving the residential nature of the community and discouraging "strip" development. The general locations of proposed future commercial are identified on the Future Land Use Map as Village Business District, Neighborhood Commercial, and Commercial, each with varying levels of land uses that may be appropriate in the future. The precise location, size, overall mix of uses, and configuration of these centers is intended to be flexible and should be determined as specific development proposals are put forth.

Policy 2: Revitalization of Existing Centers

Encourage the revitalization and/ or redevelopment of underutilized buildings and sites (i.e. Omega Property) to take advantage of existing infrastructure and promote the available use of land. Support the integration of a broader mix of uses as part of revitalization efforts, including residential to promote vitality and increase housing options within the community.

Policy 3: Mixed-Use Development

Encourage mixed-use development - both vertically and horizontally in the built environment, as appropriate, given the surrounding development context and market demand - through the revitalization of aging and/or underutilized centers, corridors, or individual buildings as well as part of new mixed-use centers.

Policy 4: Pedestrian Accessibility

Design commercial and mixed-use sites with an emphasis on the character and safety of the pedestrian realm including bringing buildings close to the street to emphasize the human scale; avoiding large expanses of parking or organize larger parking lots as a series of smaller blocks divided by landscaping and pedestrian walkways, distributing parking to the rear of the building, as development constraints allow, and providing clear pedestrian connections with generous sidewalk widths that are ADA compliant with low-level lighting, and outdoor gathering spaces.

Policy 5: Community Facilities

Incorporate public plazas, parks, pocket parks, community facilities, and other amenities to serve the needs of the neighborhood residents. Encourage creative approaches to the design of community facilities in centers to reinforce the more compact nature of their surroundings and integrate them with other uses. Support shared facilities (i.e., cafe/bookstore/community room) as a means to promote efficiency and increase hours of activity while fulfilling the needs for community-space.

ZONING RECOMMENDATIONS

Village Business District (VBD)

Character | The Village Business District is a designation specific to the downtown core of Hilton. The downtown is an important hub for a variety of civic, cultural, retail, commercial, business, office, and residential uses in a compact area, and mixed-uses should be encouraged with all future development or redevelopment. The downtown serves as the center for social activity, and should include complimentary uses to encourage social interaction, such as parks and plazas.

Infill Redevelopment | Encourage targeted infill development or redevelopment to take advantage of underutilized areas, such as large surface parking lots, enhance the mix of uses, and enhance the continued efforts to revitalize the business district. Future infill and redevelopment should be size, scale, mass, and form of the existing character, and protect the historic nature of the existing structures.

Adaptive Reuse | The Village Business District is prime for redevelopment and the conversion of existing buildings and spaces to new uses. Encourage the rehabilitation and adaptive reuse of existing utilized structures, particularly along Main Street in the downtown, as well as opportunities identified in the targeted area plans.

Housing | Promote an expanded range of housing options in the Village Business District to reinforce the variety and vitality of the environment. Encourage the conversion of 2nd and 3rd story floors above the existing retail storefronts to office or residential uses, and the conversion of obsolete or underutilized parking areas to future housing immediately adjacent to the business district.

Vibrant Streets | Support the provision of outdoor dining, seating, and resting space along the sidewalk edge, particularly in the downtown areas to create a vibrant and active streetscape.

Neighborhood Commercial (NC)

Character | Neighborhood Commercial districts are intended to serve residential areas with a range of services that are typically smaller, limited use centers that are fully integrated into the surrounding neighborhood and can be accessed by foot or bicycle. Uses associated with the district include small specialty shops, restaurants and cafes, retail and health services, home occupations, salons and barbershops, and business and professional offices. Mixed-use neighborhood commercial centers should be incorporated, where appropriate, through a master planning process.

Location | The Neighborhood Commercial districts identified on the Future Land Use Map are generally located adjacent to the downtown and at the intersection or along arterial and collector streets. These centers are smaller, targeted areas that may include limited uses specific to the residential neighborhoods along the collector streets, provided they are designed to be compatible with the surrounding neighborhood and meet a minimum level of design criteria.

Size and Scale | The size and scale of neighborhood commercial districts will typically require a site of no more than 3 acres, but may vary depending on future development proposals and uses. Smaller scale, mixed-uses will support the residential nature of the surrounding neighborhood and not overwhelm the residences immediately adjacent to the district.

Buffers | Provide attractive and functional transitions between the neighborhood commercial centers and surrounding residences that allow for ease of access between uses, but also protects the quiet nature of the neighborhood. This can be accomplished through the use of landscape buffers or screening, or similar means.

Commercial (C)

Character | The Commercial district is intended to provide a mix of retail and commercial services that serves the broader community, as well as residents in the surrounding Town. These centers are typically anchored by a larger retailer, such as Tops, which may provide general merchandise, grocery, apparel, hardware and lumber, restaurants, banks, health services, and professional offices. This land use pattern is often associated with "sprawl" development and highway commercial, and although will continue in some areas, is often not encouraged due to the auto-centric nature of the development. Land use controls have been identified in this Plan to assist the community in mitigating these effects.

Location | Commercial districts should be limited to nodes along the arterial to avoid traditional strip development.

Size and Scale | Commercial developments, while typically larger in lot size and building footprint, should not exceed 10 acres to encourage neighborhood-scaled development.

Unified Site Design | Establish criteria for a unified site layout including landscaping and buffering, signage, and circulation, to guide site development for current and future commercial areas. Site design should be pedestrian focused, with an emphasis on creating a distinct and visually appealing landscape.

Building Design | Establish guidelines to create buildings that contribute to the character of the community. Require new commercial developments to meet basic level architectural detailed, compatibility of scale and mass, accessibility, and mitigation of negative visual impacts, such as window-less walls. These are particularly important for standard "big-box" stores and retail centers. Architectural detailing should include, at a minimum, the following design guidelines and standards to meet basic architectural details:

FACADES

Facade and exterior wall plans that project or recess to avoid uninterrupted "blank" walls

ACCENTS

Display windows, signs, entry areas, awnings, and other features on facades facing public streets

MATERIALS

Building facades with a variety of high quality material, colors, and patterns

Access | Provide clear, direct pedestrian connections through parking areas to building entrances, to surrounding neighborhoods and streets, and transit stops. Integrate main entrances or driveways with the surrounding street network to provide clear connections between uses for vehicles, pedestrians, and bicycles. Consider parking maximums, as opposed to minimums, to allow for more open space and integrated landscape design.

Redevelopment | Encourage redevelopment of existing sites in the future to utilize existing infrastructure and promote the efficient use of available land. Support opportunities to re-purpose large surface parking lots, typical of commercial areas, that incorporate additional sites for development, offices, or residential along the edge.

Transitional / Eco-Industrial (T/EI)

Character | Much of the land to the west of the Village will be in flux for the coming years. The land is currently active agriculture, with limited long-range planning occurring in this part of Hilton. The proximity to the school, active agriculture, and available acreage available make this a key area for future development. While the predominant use in the transitional zone is identified as flex space and eco-industrial, there will likely be the opportunity for housing to be part of the mix depending on availability and capacity of infrastructure.

Transitional / Eco-Industrial zoning is meant to allow for the coexistence of a variety of maintenance, light manufacturing, agricultural, green technology, and commercial businesses along with housing, if it is so desired. With limited access to infrastructure including water and sewer, intensive land uses may be limited. It will be necessary to monitor the progress of this area and to remain flexible in the enforcement of zoning regulations. In time, the long-term use for the area will become clearer and it might be necessary to revisit the regulations accordingly. In all cases, the intended goals of this Comprehensive Plan should be referenced when making future adjustments.

PUBLIC / INSTITUTIONAL

The Future Land Use Map identifies those uses that are currently considered institutional - public and semi-public spaces, parks and recreation, and preserved open space. Institutional users include Village and Town offices, school property, and other not-for-profit land users. These entities are vitally important to the community through the services they provide and jobs they create. The location and functionality of institutional land uses are likely to cluster near downtown. However, current land use patterns indicate that many of these uses are clustered on the western side of the Village.

Churches and places of worship are another institutional use located throughout the Village. Places of worship are federally protected through the Religious Land Use and Institutionalized Persons Act (RLUIPA), which prohibits the imposition of a "substantial burden" on religious exercise. These land uses are generally compatible with any land-use type, and should be acknowledged through the zoning as a permitted uses across districts.

PUBLIC / INSTITUTIONAL POLICIES

Policy 1: Integrative Design

Any new property or building acquired through the Village should be retrofitted or designed to blend with the surrounding neighborhood.

Policy 2: Increase Open Space

Encourage developers to provide public open space as part of any new commercial or residential development to help reduce the Village's current park deficit and provide a much-needed amenity to current residents.

Policy 3: Shared Services

When possible, identify other private and non-profit organizations to create additional community space. Shared services will help reduce operating costs, increase opportunities for social interaction, and create a distinct culture within the community.

RECOMMENDATIONS

While parks, trails, and open space are encouraged throughout the Village, there are no specific zoning recommendations to guide how they should or should not develop; rather, the following are recommendations the Village may implement to make Hilton's parks, recreation, and open space areas the best in the region.

Parks and Recreation

Character | Parks and Recreation districts are intended to provide residents with active and passive space that includes playgrounds, athletic fields, walking paths, as well as other community gathering spaces.

Vacant and Irregular Lots | Parks and Recreation areas should be located throughout the community, regardless of lot size or shape, such as Parma View Drive Park (see FLUM). Vacant lots, particularly in the business district, should be re-imagined as plazas, pocket parks, and community gardens, especially in areas where traditional development may be constrained.

Amenities | Consider integrating new uses and amenities into existing parks that contribute to the overall health and wellness of the community. Such uses would include:

- Senior and adult fitness leagues
- Exterior health and wellness stations
- Public art
- Ecotourism and educational programs
- Community gardens
- Dog parks and plazas
- Community yoga

According to the National Recreation and Parks Association (NRPA), other emerging uses that should be considered with future regulatory changes include:

- Regulating drones in public parks and recreation areas;
- The integration of eSports facilities into existing community recreation space; and
- Utilizing community recreation centers and gathering places for a range of interconnected social, health and counseling services; access to healthcare providers; food and nutrition assistance; educational opportunities and other public services all in one center. (NRPA; 2020)

Preserved Open Space

Character | Preserved Open Space districts are those lands that could be preserved in perpetuity through a conservation easement, donation, or other means by a land trust, non-profit, or local government. They may also be privately held, dedicated parcels used for conservation and natural resources protection. These areas provide wildlife habitat, view protection and/or recreational linkages between different areas of the Village.

Location | Preserved Open Space areas should generally be located in woodlands and forested areas, wetlands, riverine corridors and drainages, with the presence of rare and endangered flora and fauna.

Interpretive Natural Trail | These districts are ideal areas for passive recreation, including the use of interpretive foot paths and nature trails. These trails are less intensive and informal in design than multi-use trails to protect the surrounding resources. The integration of an interpretive program will provide a value-added education component for the community consisting of interpretive signs or exhibits that tell stories of the community or nature, that are designed to stimulate the visitors' interest while presenting new perspectives on familiar topics.

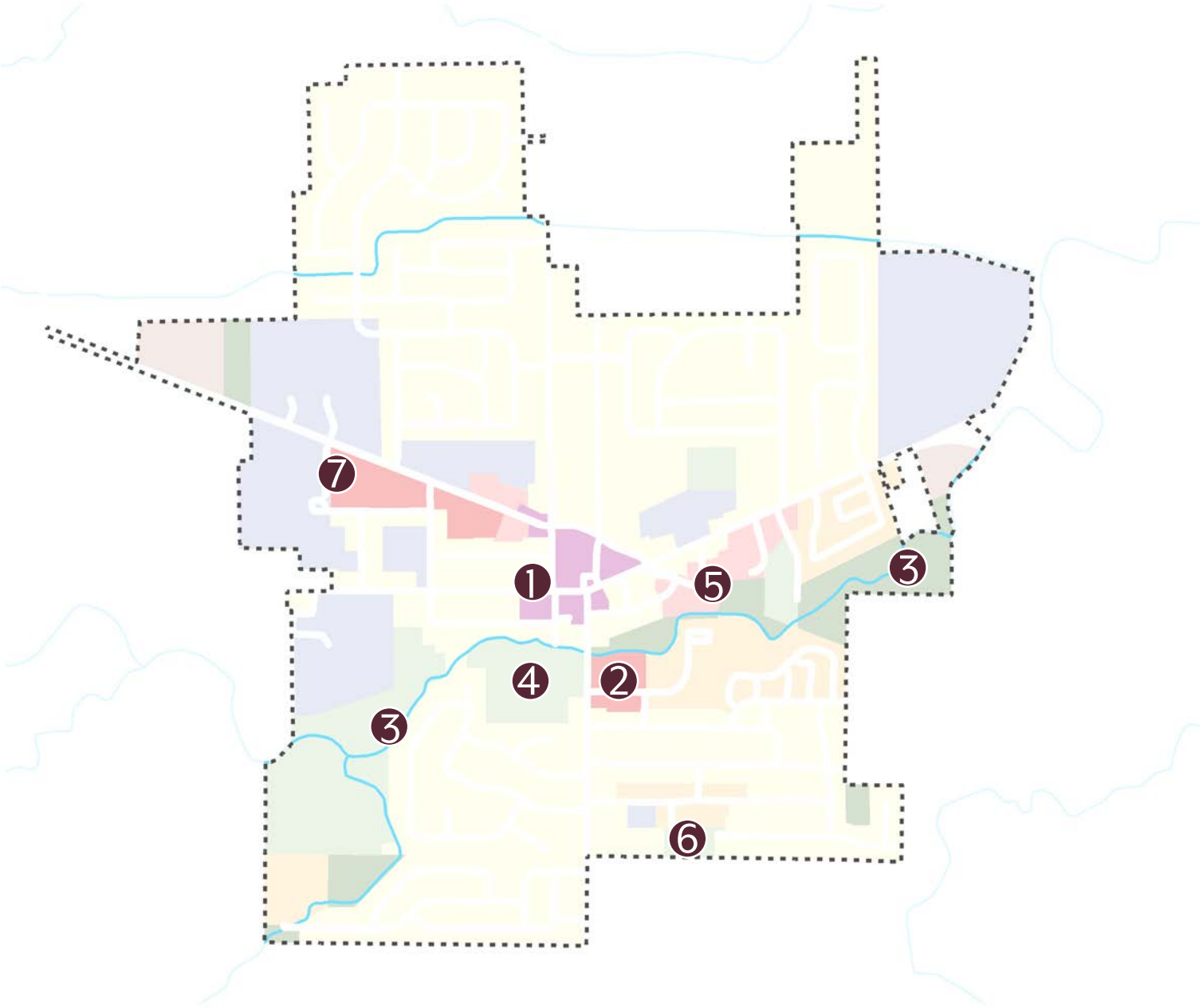
This page left intentionally blank

TARGETED AREA PLANS

This section provides supplemental policy guidance for 7 targeted areas within the Village. These areas warrant more specific area planning and policies to guide future growth, create economic opportunity, and protect the character of the Village. Policies for each of these areas are intended to be combined with the overall goals and objectives outlined in the Comprehensive Plan, specifically Sections 3-4, and applicable district or area plans, as developed and adopted.

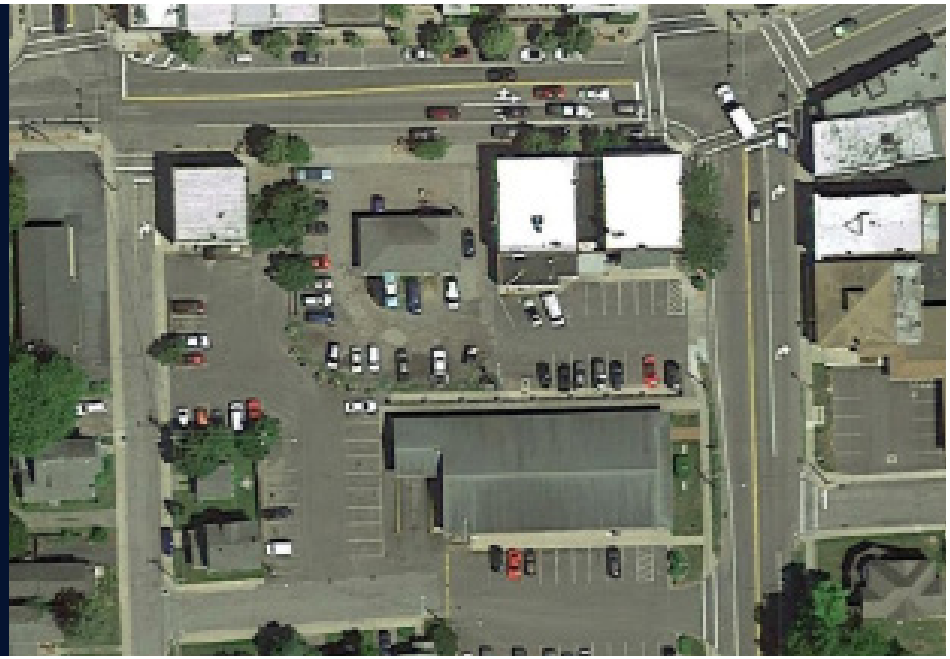
The targeted area plans include the following:

1. Village Infill Redevelopment
2. Village II Drive Commercial Node
3. Hilton Trails + Greenway
4. Hilton Firemen's Exempt Club
5. Canning Street District
6. Parma View Drive Park
7. Omega Property



EXISTING SITE

AERIAL



PERSPECTIVE

STREET

(1) VILLAGE INFILL REDEVELOPMENT

VISION

Hilton's Village Business District is dependent upon a strong local economy, coupled with vibrant streetscapes, opportunities for arts, culture, and learning, as well as abundant civic space that enhances the community's overall quality of life. The south side of Main Street offers targeted infill and redevelopment opportunities that would help strengthen the Village's economic, social, and cultural profile. With a number of publicly-owned vacant and underutilized lots, the Village has the opportunity to reimagine the block as a new, small-scale mixed-use development supported by open space and civic uses.

ELEMENTS

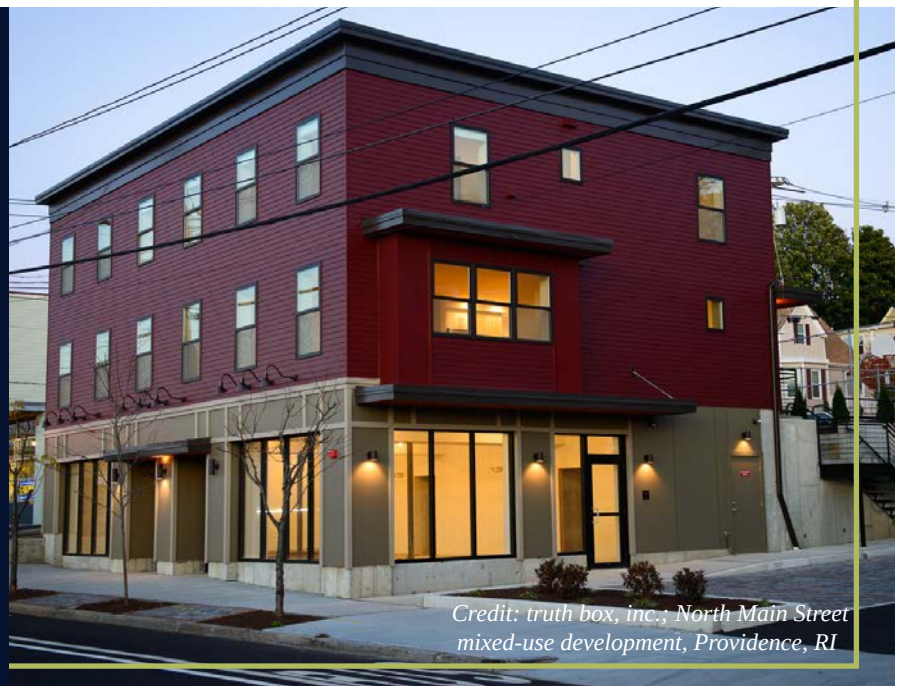
- Mixed-use development with retail and office on the lower floors and residential and office on the upper floors
- Pocket parks and village green
- Retain the existing post office or adaptively reuse as a future civic space
- Streetscape elements, including trees, furniture, and public art

TIMEFRAME

- 0-3 years - streetscape development and enhancements
- 0-3 years - develop pocket parks and plazas
- 5-10 years - public-private development

CONCEPT PLAN

INSPIRATION



Credit: truth box, inc.; North Main Street mixed-use development, Providence, RI

EXISTING SITE

AERIAL

PERSPECTIVE

STREET

(2) VILLAGE II DRIVE COMMERCIAL NODE

VISION

Hilton's commercial districts are located at the entrance of the downtown, and can reshape the user experience. Through infill and redevelopment efforts, the Village has the opportunity to create a built environment that is strategically positioned to create a strong relationship between the building and the street, and be placed to create gateways into districts, open space, or neighborhoods. The redevelopment scenario for the Village II Drive neighborhood moves the building frontage up to the sidewalk in the commercial district to create a "street wall" that encloses and focuses street and sidewalk activity. Parking is placed behind the buildings to create a pedestrian-friendly environment, with a maximum of 2-3 story buildings that support larger retail establishments on the first floor, and upper story senior or market-rate housing. Future redevelopment should occur outside of the floodplain, supported by parks and open space.

ELEMENTS

- Mixed-use development with retail and office on the lower floors and residential and office on the upper floors
- Larger building footprints to support a range of commercial uses
- Parking behind the buildings
- Streetscape elements, including trees, furniture, and transit stops

TIMEFRAME

- 0-3 years- advance private-public partnerships to develop a Master Plan for the site and identify opportunities for redevelopment
- 0-3 years - redevelop sidewalks and pedestrian amenities
- 5-10 years - site redevelopment
- Ongoing - Protection of the floodplain through conservation practices

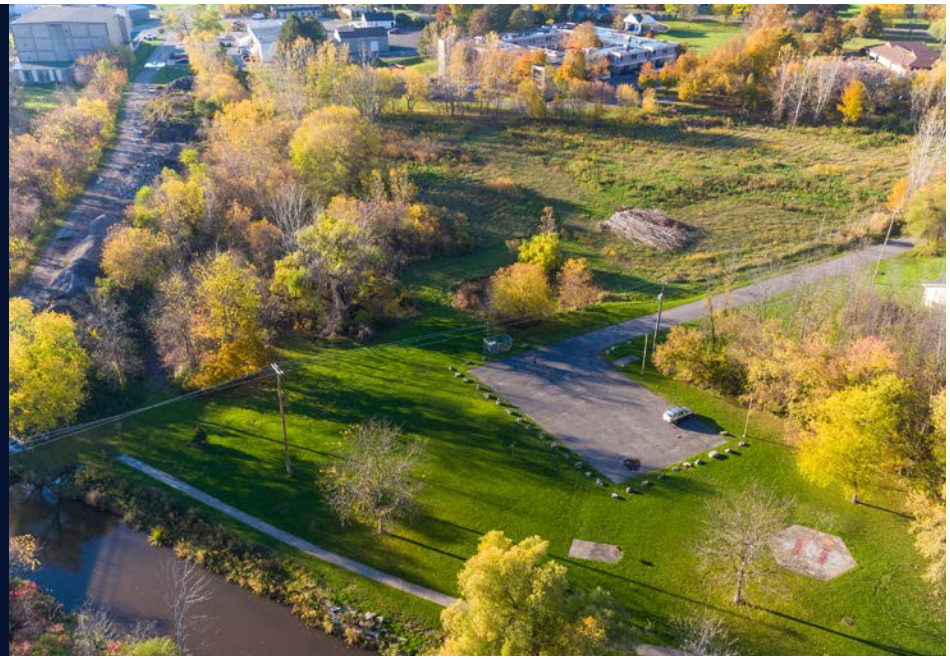
CONCEPT PLAN

INSPIRATION

Credit: truth box, inc.; Urban Greens, Providence, RI

EXISTING SITE

AERIAL



STREET

STREET

(3) HILTON TRAILS + GREENWAY

VISION

Hilton's greatest assets are its natural resources and the opportunity to create an interconnected greenway system. The Village maintains a series of parks strategically located along Salmon Creek, including Hilton Village Park and Salmon Creek Park. Unlike many other parks projects, the various segments of the Hilton trail network exist on both publicly and privately owned land. This unique situation is an opportunity for community collaboration between the Village and Town of Parma, private landowners and the entire community who benefit from this recreational framework.

More than any other parks project, the trail network has the potential to be broken down into smaller projects. This presents an opportunity for the entire community to take ownership of the planning and development of trails. The link from the Sherwood Drive neighborhood to the Hilton Village Park is a logical location for a segment of trail and an ideal place for a pilot trails project.

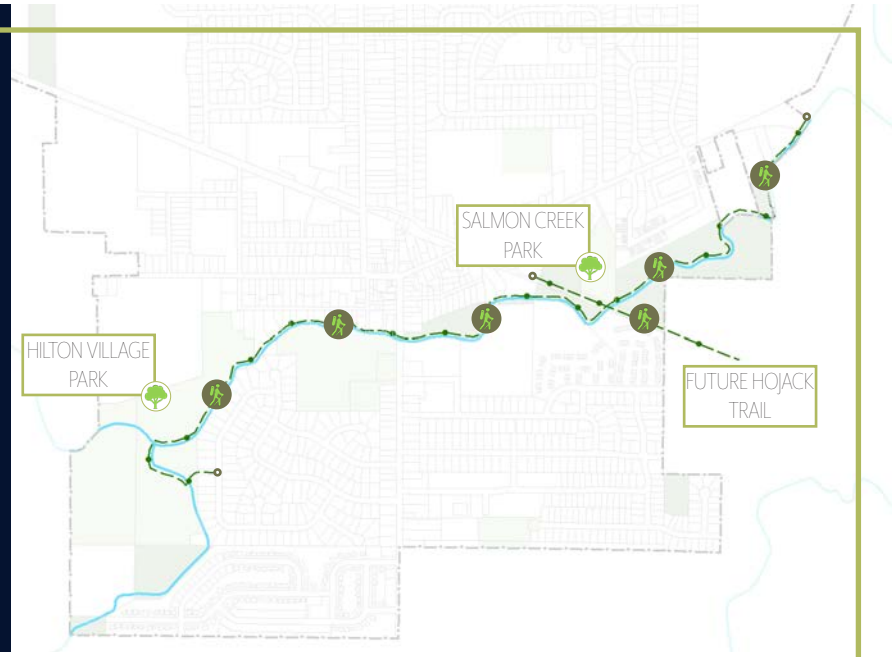
ELEMENTS

- Nature-based or multi-use trail
- ADA accessibility
- Interpretive signage
- Parking areas and bike racks
- Wildlife viewing areas

TIMEFRAME

- 0-2 years - Master Planning
- 0-5 years - identify and acquire access easements
- 3-5 years - funding, design, and construction

CONCEPT PLAN



INSPIRATION

Credit:Point Mallard Park, Decatur, AL

EXISTING SITE

AERIAL

PERSPECTIVE

STREET

(4) HILTON FIREMEN'S EXEMPT CLUB

VISION

Hilton's Firemen's Exempt Club field provides the community with an important amenity for active and passive recreation, and community events including the Hilton Fire Department Carnival. The property consists of three parcels - one owned by the Village, and two owned by the Hilton Fire Department totaling ~19 acres. Strategically located along Salmon Creek, the site provides opportunity for enhanced public access to the waterfront, as well as reestablishing the site as a central location for recreation, events, and community gatherings. A concept for the site envisions a riverfront corridor supported by an active promenade, reflection area, gardens, and interconnected pedestrian pathway open to all residents and visitors in Hilton.

ELEMENTS

- Concert pavilion
- Fitness stations
- Parking and drop-off
- Picnic area
- Reflection plaza
- Promenade
- Pedestrian pathway and bridge
- Native trees and plantings

TIMEFRAME

- 0-2 years - Master Plan development with phased approach for construction
- 3-5 years - funding, easements and agreements, design, construction (phased approach)

CONCEPT PLAN

INSPIRATION

Credit:City of Danville riverfront park

EXISTING SITE

AERIAL

STREET

STREET

(5) CANNING STREET DISTRICT

VISION

The Village's Canning Street District is uniquely positioned in a residential neighborhood that presents increased opportunity for small-scale retail, residential, and civic uses. Located on the edge of the Business District, the Village has made significant efforts to create a pedestrian-friendly environment through increased investment in streetscape design and landscaping. At the core of the neighborhood district is a former warehouse space that, when re-purposed, could provide artists lofts or apartment residences for seniors, workforce, or affordable housing conveniently located close to the Village goods and services. The concept plan further identifies opportunities for infill development to support small and local businesses, such as coffee shops, salons, and offices, that would compliment the surrounding land uses. The existing land use pattern further presents the opportunity to integrate plazas, pocket parks, and trail connections which are essential components of a vibrant neighborhood.

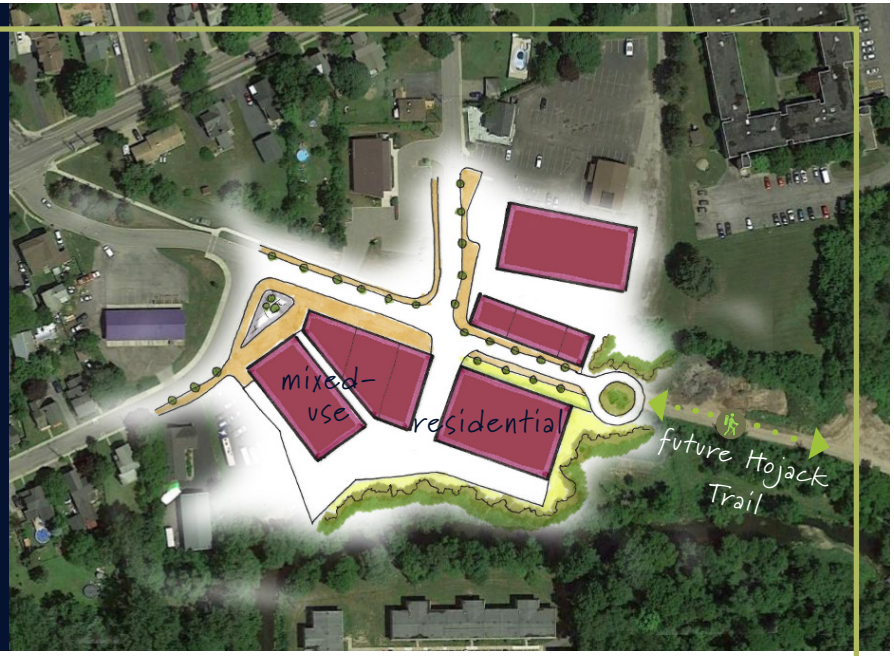
ELEMENTS

- Neighborhood-scaled, mixed-use development
- Adaptive-reuse of existing structures into neighborhood amenities
- Civic space, including pocket parks and plazas
- Connection to the Village trail system, and future Hojack Trail
- Streetscape elements, including trees, furniture, and public art

TIMEFRAME

- 0-3 years for continued streetscape development and enhancements
- 0-3 years for pocket parks and plazas
- 5-10 years for public-private development

CONCEPT PLAN



INSPIRATION

Credit: Grinstad & Wagner Architects

EXISTING SITE

AERIAL

PERSPECTIVE

STREET

(6) PARMA VIEW DRIVE PARK

VISION

Located in a residential neighborhood comprised of single- and multi-family homes, the vacant greenspace provides the ideal location for a new neighborhood park. This neighborhood maintains a park deficit, and would benefit from increased recreational amenities. The conceptual plan envisions an open lawn for passive and active recreation, supported by courts, playground, an open pavilion, and gardens with a walking path around the site. This site would serve the immediate neighborhood that is not within a 1/4 mile walking distance to the school facilities or Village of Hilton Park.

ELEMENTS

- Playground
- Courts (basketball, tennis, etc.)
- Open lawn
- Gardens
- Open pavilion
- Restrooms
- Parking
- Walking path

TIMEFRAME

- 0-2 years for Master Planning and funding
- 2-5 years for design, construction of park

CONCEPT PLAN

INSPIRATION

Credit:City of Portland

OMEGA PROPERTY

EXISTING SITE

AERIAL

STREET

STREET

(7) OMEGA PROPERTY

VISION

The Omega Property, located along Old Hojack Lane on the western edge of the Village, is one of the community's premiere redevelopment sites. The former processing plant is connected to the Omega Consolidated Corporation on the back part of the property, which is a light manufacturing operation. The property is immediately adjacent to both the Village elementary and middle schools, and is serviced by public utilities. The front portion of the site contains approximately 14,000 SF of space with approximately 38,000 SF of available redevelopment space. The front portion is envisioned as a new residential facility. Re-purposed, it is estimated that the building could accommodate 9-12 units, as either apartments or high-end lofts. With access to the schools and one-half mile to the business district, adaptive reuse is the highest and best use of the site.

ELEMENTS

- Residential redevelopment of the front portion of the Omega Property
- Lofts or apartment-style housing
- Senior housing
- Supporting amenities, such as first floor gym or community space
- Outdoor gardens and plaza space

TIMEFRAME

- 3-5 years to secure developer and financing
- 5-10 years - Design and Construction

CONCEPT PLAN

INSPIRATION

Credit: Balthazar Ely Adaptive reuse project

WHERE WE GO FROM HERE

In addition to the goals and objectives outlined in Section 3, five priority initiatives have been identified to help advance the community's vision in the immediate future (1-2 years), and to focus the Comprehensive Plan implementation efforts. Efforts to advance these initiatives are overlapping in their scope and intent. A brief explanation of each priority initiative is provided below, and are not listed in any particular order of importance:

1. Update zoning and development regulations to implement key plan concepts, and to promote increased predictability in the development review process

2. Promote the revitalization of underutilized areas

3. Promote the development of parks, trails, and open spaces

4. Develop detailed Master Plans and designs for the targeted areas plans

5. Continue to focus on workforce, senior, and affordable housing

1. UPDATE ZONING AND DEVELOPMENT REGULATIONS TO IMPLEMENT KEY PLAN CONCEPTS, AND TO PROMOTE INCREASED PREDICTABILITY IN THE DEVELOPMENT REVIEW PROCESS

In order for the growth and development framework outlined in this Comprehensive Plan to be effective, development regulations must be consistent with the policies, goals, and objectives of the plan. Several specific zoning changes and development regulations that need to be addressed to implement several key plan concepts include:

- Redefining the Village districts to align with current character of the neighborhood, as well as what the Village wants to see in the future
- Identifying and incorporating uses that are not included in the current code, such as "Mixed-Use" and "Patio Homes"
- Consider the establishment of a Planned Unit Development district as an overlay to allow for unique and creative development proposals that do not fit the standard zoning framework
- Creating a zoning map that is consistent with standard land use practices

In conjunction with the targeted updates noted above, a more comprehensive review of the Village zoning and development regulations should be conducted. This would identify potential barriers to Plan implementation and opportunities to streamline the development review process to the extent feasible.

2. PROMOTE THE REVITALIZATION OF UNDERUTILIZED AREAS

The plan places an increased emphasis on encouraging the revitalization and/or redevelopment of underutilized and undeveloped sites to take advantage of existing infrastructure, and to promote the efficient use of available land. To support continued revitalization and reestablishment of existing sites, the plan recommends that one or more mixed-use districts be developed to provide an alternative to Planned Unit Developments, and where applicable, to provide for creative and unique mixed-use developments. In addition, it is recommended that the Village identify incentives to promote the adaptive reuse or redevelopment of underutilized or vacant sites, such as density or height bonuses, reduced on-site parking, etc. that would be available either through the Planned Unit Development process or as part of a new mixed-use district (Village Business District, Neighborhood Commercial District).

3. PROMOTE THE DEVELOPMENT OF PARKS, TRAILS, AND OPEN SPACES

Over the past 15 years, the Village has invested in the development of new parks and recreation facilities, as experienced with the development of Jennejahn Lodge (2005). This plan encourages the development of additional parks, plazas, trails, and open spaces to create a strong identity and sense of place for residents. The Village should develop a Parks and Recreation Master Plan, including a community-wide Needs Assessment, to identify recreation and space needs, future amenities, and financing options.

Additionally, the Village should focus on developing the Hilton trail system, specifically focusing on connecting Salmon Creek Park to the Village Park to create an uninterrupted greenway. Further, the creation of a Hojack Trail in partnership with the Town of Parma and Town of Greece will contribute to the development of a multi-jurisdictional trail system.

4. DEVELOP DETAILED MASTER PLANS AND DESIGNS FOR THE TARGETED AREA PLANS

One of the major elements presented in this plan was focused area plans for targeted locations throughout the Village. Specifically, the Village will need to assess the infrastructure capacity required to support the growth and development anticipated by this Plan. Growth in the area has occurred in an incremental way, and has consisted primarily of residential uses, without the benefit of an overall coordinated plan for the area.

The build-out of the community will require a range of partnerships and financing options, such as benefit or tax districts, to support any necessary infrastructure or public improvements associated with new development. This can be accomplished through the creation of a Capital Improvement Plan, which outlines specific capital projects, equipment purchases, and schedule for financing projects over a short- or long-term duration.

5. CONTINUE TO FOCUS ON WORKFORCE, SENIOR, AND AFFORDABLE HOUSING

An important recurring theme throughout the preparation of the Comprehensive Plan is the need for housing that is affordable to the region's workforce, as well as to meet the needs of the area's changing demographics. This includes a focus on housing for our growing senior population, as well as expected growth in single-person households for professionals, and increasing number of students and young families returning to the area. This plan suggests a number of strategies to address this need, including:

- Review zoning and subdivision regulations to determine if there are any barriers to achieving a mixture of housing types, footprints, and densities in residential neighborhoods;
- Review, coordinate and streamline the Village development review and approval processes to the extent feasible, to increase predictability and efficiency and to reduce housing and development costs;
- Continue to encourage the construction of affordable housing by working with private landowners to identify and maintain a range of available sites for affordable housing in the Village; working with non-profit organizations, such as Urban League of Rochester or Housing Visions of Syracuse, to increase the supply of quality affordable housing; and providing incentives for the development of affordable housing.

For over 30 years, Housing Visions, of Syracuse, NY, has developed over 1,600 affordable and workforce housing units in 16 communities throughout the Northeast. They specialize in complex financial structures and assessing diverse financing to successfully build and rehabilitate hundreds of buildings that include historic structures, adaptive reuse, infill redevelopment, and new construction in a range of diverse neighborhoods.

CONCLUSION

When the recommendations recorded in this plan are compiled and overlaid with an unyielding commitment to growing Hilton in accordance with the sustainable planning practices presented within, there is the potential to create a very distinct and unique landscape.

The Steering Committee and project team has created a vision and understands the potential the Village holds, which is tremendously exciting. The upcoming years will determine if Hilton will meet the ambitious goals and objectives identified in the plan, which will set the tone for generations to come. The Village is ready, and we are confident that the inspiration that has created a strong vision will grow to inspire all that engage in its success.