



Nunda

Genesee Valley Trail Towns
Action Plan • January 2022



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Overview

During 2021, Nunda participated in a variety of Trail Town assessment and data-gathering efforts including a community self-assessment, a bike-around that yielded a bicycle and pedestrian assessment, a regional workshop to identify unique destination assets, a visitor survey, and digital business audits. The purpose of gathering these external and internal perspectives on each communities’ strengths and weaknesses as hospitality hubs, was to:

- 1) Understand where each community is in terms of their level of trail town / hospitality readiness,
- 2) Establish baseline data to track progress over time, and
- 3) Develop a tailored roadmap for each community on priority next steps that will help them fulfill their potential as a Trail Town hospitality hub for the broader Genesee Valley destination.

This Action Plan draws on insights from these efforts, and identifies priority next steps Nunda’s development as a Trail Town and southern gateway to Letchworth State Park.

Methods and Assessment Criteria

Through Letchworth Gateway Villages’ 2019 USDA Rural Economic Development Innovation (REDI) planning process participants came up with the [Genesee Valley Regional Assets Matrix](#) to evaluate each community’s capacity to function as a trail town hospitality hub.

Assessment Matrix		Trail Access & Safety	Signage	Business & Promotion	Community Design	Municipal Planning
Asset Type (L1-L4)	County (Allegany, Genesee, Livingston, Monroe, Wyoming)	Plan (Y/N)	General Signage	Services - Lodging	General Impressions	Comprehensive Plan (DATE)
	Trail Town Goal: (Gateway, Trailhead, Access Point)	Trail to Town Connectivity	Signage in Town	Services - Food & Drink	Streetscape	Planning / Zoning Boards
Location:		Safety - Bike Lanes / Loops	Signage Into Town (on-road)	Services - Recreation	Storefronts	Agricultural Preservation Plan
		Safety - Sidewalks	Signage Into Town (on-trail)	Services - Cultural Sites	Amenities	Watershed Protection Plan
		Safety - Crosswalks	Adopted Signage & Facade Standards	Services - Retail	Character	Local Waterfront Redevelopment Plan
		Parking - Trailside	General Impressions	Services - Transportation	Public Parks / Open Space	Main Street Program / Org
		Parking - Business District	Services - Lodging	Services - Technology	Funding Programs available at Local Levels	Architectural Design Guidelines
		Bike / Trailer Parking	Services - Food & Drink	Promotion & Events	Street Association / Local Chamber of Commerce	Historic Properties / District
			Services - Recreation			National Historic Registry
			Services - Cultural Sites			Certified Local Government Program
			Services - Retail			
			Services - Transportation			
			Services - Technology			
			Promotion & Events			
			Funding Programs available at Local Levels			
			Street Association / Local Chamber of Commerce			
			General Impressions			
			Streetscape			
			Storefronts			
			Amenities			
			Character			
			Public Parks / Open Space			
			Comprehensive Plan (DATE)			
			Planning / Zoning Boards			
			Agricultural Preservation Plan			
			Watershed Protection Plan			
			Local Waterfront Redevelopment Plan			
			Main Street Program / Org			
			Architectural Design Guidelines			
			Historic Properties / District			
			National Historic Registry			
			Certified Local Government Program			



There are five key areas that we look at to evaluate each community’s level of Trail Town readiness:

Area	Assessment Criteria
Trail Access & Safety	<ul style="list-style-type: none"> ● <i>Community connections to trails and outdoor recreation areas</i> ● <i>Safe and accessible trails</i> ● <i>Bike and pedestrian friendliness</i>
Signage	<ul style="list-style-type: none"> ● <i>Signs in town, on roadways and along trails that direct visitors to businesses, services and recreation</i> ● <i>Trail signs to promote bike and pedestrian safety</i> ● <i>Signs to increase motorist awareness</i>
Business & Promotion	<ul style="list-style-type: none"> ● <i>Range of visitor services and experiences</i> ● <i>Welcoming, attractive and bike-and-visitor friendly businesses</i> ● <i>Town/trail, arts and cultural events</i> ● <i>Knowledgeable employees who share information about the town, region and attractions</i> ● <i>Cross-promotion</i> ● <i>Strong online / digital presence</i> ● <i>Main street association / local chamber of commerce</i>
Community Design & Character	<ul style="list-style-type: none"> ● <i>General attractiveness, well-designed streetscapes, clean and welcoming</i> ● <i>Accessible parks and open spaces</i> ● <i>Occupied, well maintained and interesting storefronts</i> ● <i>Visitor amenities</i> ● <i>Distinctive character</i>
Municipal Planning, Policies & Leadership	<ul style="list-style-type: none"> ● <i>Up-to-date plans & policies that support and protect outdoor recreation and heritage assets (e.g. comprehensive plans, complete street policies, sign and facade guidelines, agricultural protection plan, etc.)</i> ● <i>A common vision and cohesive working relationship among municipality, community groups and businesses.</i>



Rating Trail Town Readiness	Key	Grade	Criteria
Looking at the various indicators attached to these five key areas, communities are assigned a grade of Excellent, Acceptable, Opportunity, or No Evidence:		Excellent	80-100% fulfilled
		Acceptable	50-75% fulfilled
		Opportunity	<30% fulfilled
		No Evidence	0% fulfilled
Trail Town Hub Potential	Key	Classification	Criteria
Communities are also evaluated on their size and potential to serve as a Trail Town Gateway , Trailhead or Access Point for the primary outdoor recreation anchors in the Genesee Valley (i.e. Letchworth State Park, Genesee Valley Greenway, Genesee River, and Silver and Conesus Lakes). Why this Matters Each community serves a different role as a Trail Town, and has different opportunities for development.	L1	Hospitality Hub (Gateway)	Vibrant downtown that can accommodate overnight lodging
	L2	Town (Trailhead)	Wide-area with multiple amenities, including a small downtown
	L3	Hamlet (Access Point)	Crossroads
	L4	Destination	Park, museum, exit, able to attract tourists



Nunda Valley • Patricia Piper photo



Assessments and Data Sources

Letchworth Gateway Villages used a variety of assessment and data sources to evaluate each community’s hospitality and trail town readiness. The following table describes each source in further detail and links to Nunda’s reports. We encourage Trail Town committees to revisit these materials as they review their Action Plans.

Sources	Description	Date
Community Self-Assessments	<p>Part I: Initial Assessment 50 question survey for communities to take an initial stock of their town’s recreation and hospitality assets. Nunda Self-Assessment</p>	Feb. 2021
	<p>Part II: Bike-Around Assessment This field component enables program participants to experience and evaluate their community’s services and infrastructure from the perspective of visiting cyclists. Nunda Bike-Around Insight Report</p>	Jun-Nov. 2021
Regional Placemaking Workshops	<p>Placemaking workshops for Trail Town committees to inventory their community’s destination assets that they felt defined their identity and told their unique story of place. Assets inventoried during these sessions resulted in each community’s Trail Town page and invitation on ExploreGeneseeValley.com.</p> <ul style="list-style-type: none"> Placemaking Workshop Report for Letchworth Gateway Region including assets inventory and other placemaking resources Trail Town Landing Page 	Mar. 2021
Digital Audits	<p>Review of over 700 businesses’ online presence in each community to assess levels of digital readiness and online visibility. Nunda Digital Audit Results and Presentation</p>	April 2021
Visitor Survey	<p>A region-wide online visitor survey deployed through the summer and fall tourism season at key destinations and businesses. Key findings for Trail Town Action Plans Insights into Action Presentation (GV Trail Town Summit)</p>	Jun-Oct. 2021
Municipal Planning and Policies	<p>A review of each community’s municipal planning and policies that help advance Trail Town development.</p>	Dec. 2021



Nunda Action Plan

The following priority opportunities and actions emerged from all of the data sources and additional conversations and observations throughout the course of the first several months of participation in the Trail Town program. Delve into the [winter 2021 Trail Town assessment results](#), the [August 2021 Nunda bike-around assessment](#), notes from the [March 2021 Letchworth Gateway Region Trail Town workshop](#), and [digital business audit results](#) for more detail and background.

Trail Town Identity

Nunda is located at the southern entrance of Letchworth State Park in Livingston County, approximately 6.5 miles (10 minutes) from the Portageville entrance. The village is less than a mile from several trailhead access points along the Genesee Valley Greenway, which connects directly to the village via the Nunda Branch Trail. Other nearby outdoor recreation attractions include the Finger Lakes Trail, the Rattlesnake, Ossian, and Sonyea State Forests, and Swain Ski Resort.

Nunda has a growing number of destination businesses and attractions including the Nunda Historical Society and Rose M. Shave Gallery, Letchworth Farm B&B, the Whistling Farmer Pub located at Woodlyn Hills Golf Course, Kish-a-wa Creamery, Valley Gifts, Nunda Mustard, Once Again Nut Butter, and a new bakery and coffee shop set to open in 2022 on Main Street. The Village's Main Street district is also part of Livingston County's Inspiration Trail Mural Project with a number of impressive murals telling the history of Nunda. In 2022 there are plans to develop Nunda's other golf course, Triple Creek, into a boutique camping / glamping site.

Assessment Highlights

The assessments yielded information in five key categories that suggest where Nunda is excelling and where it has opportunities to progress as a Genesee Valley Trail Town. Each category consists of several indicators, the assessed status of which can be reviewed in the full [Genesee Valley Regional Assessments Matrix](#).

Trail access & safety	Signage	Business & promotion	Community character & design	Municipal planning & policies
Opportunity	No Evidence	Acceptable	Excellent	Opportunity

Nunda - the Next Letchworth Gateway Village

INSIGHTS

GREAT

- Destination assets - GVG, Rattlesnake & Ossian State Forests, Letchworth State Park, Swain Ski Resort, Letchworth Farm B&B, Kish-a-wa Creamery, Valley Gifts, Nunda Mustard, OANB, main street district, art murals, growing entrepreneurial community.

NEEDS WORK

- Trail Safety & Access, Signage, Business attraction and retention

ACTIONS

OPPORTUNITIES TO LEVERAGE

- Comprehensive Plan Update
- GNAP, Nunda Historical Society, FOGVG, GV Health Partnership
- Grow LivCo Economic Development Support
- Mural Project
- Leverage alumni networks
- Leverage GV Trail Town resources - DMS, EGV, Municipal peers, TT Grants



Nunda



Strengths

Nunda is well positioned to be a key Trail Town hospitality hub and gateway village to Letchworth State Park. Its proximity to Letchworth and other popular outdoor recreation attractions, along with connectivity to the Genesee Valley Greenway, make Nunda an ideal location for an outdoor tourism economy. Through Nunda’s participation in Livingston County’s Downtown Partnership initiative, the community has an attractive Main Street and



“investment-ready” built environment, supported by an active business and community association, the Greater Nunda Action Partnership (GNAP). Nunda has also been able to cultivate and attract a handful of strong entrepreneurs that are putting the community on the map and priming the pump for future investment. These standout businesses include Once Again Nut Butter, Nunda Mustard, Letchworth Farm B&B and Kish-a-wa Creamery.

Nunda’s town and village municipal leaders work collaboratively with local community and business groups and are currently undertaking a joint comprehensive planning process which is outside the norm for most town and village municipal leaders. With this latest planning process, Nunda has the opportunity to integrate trail planning and connectivity into the plan along with a complete streets policy, ensuring that trails and an outdoor recreation economy are part of the community’s future strategic directions.

Opportunities for Improvement

While Nunda is poised to be a key Trail Town hub and gateway village to Letchworth there are a number of areas for improvement needed including **trail safety and access, signage** and **business attraction** and **retention**.

Trail Safety and Access, and Signage

The most critical priority for Nunda is ensuring a safe connection between the Greenway and Nunda’s Main Street district. Nunda has the advantage of a branch trail that connects the Greenway with its downtown; however a lot of work is needed to make this connection viable. For example, if heading north on the Nunda Branch Trail, the trail ends at Pentegass Road and trail users have to use Creek Road to access the Rochester Branch, which continues on to Monroe County. The surface of the trail is not bike-friendly and signage and wayfinding directing people to and from the trail is nonexistent. The need for an improved surface, signage and wayfinding extends to the main Genesee Valley Greenway as well. During Nunda’s bike-around assessment, riders noted no visible signage or wayfinding from the Greenway directing trail users to the village.

Riders must also cross the heavily trafficked Route 408 at various points to access the branch trail into the village. The average speed limit is 55 mph and the number of large semi trucks that use this route make it a dangerous corridor for cyclists and pedestrians. Traffic calming



measures, crosswalks, sidewalks and other safety enhancements will be needed to ensure safer cyclist and pedestrian access between the Greenway and village.

For full insights and recommendations on trail access, safety and signage please review [Nunda's bike-around assessment](#).

Business Attraction and Retention

While Nunda has an attractive downtown and growing entrepreneurial community, small businesses, especially hospitality businesses have struggled to find labor during the pandemic. With owners of some of the main anchor businesses in Nunda moving to retire or sell their businesses, Nunda will need to work to cultivate the next generation of entrepreneurs. Right now, the majority of businesses in Nunda are geared primarily towards locals and many only operate seasonally. Nunda will need to diversify its food and beverage options and extend operating hours to attract visitors and encourage longer visitation. Right now the only restaurant option that meets this standard is the Whistling Farmer Pub.

Nunda also needs to improve its digital and online presence to ensure visitors can find local businesses. Of **69 hospitality-related businesses in the area**, only **64% have a website** and only **40% of eligible businesses have a verified Google listing**. With over 80% of visitors using Internet search as their primary trip planning tool, businesses must ensure they have a strong online presence with accurate store hours and up-to-date information for travelers - especially with the ongoing pandemic.

Recommendations and Priority Next Steps

The Nunda Trail Town Committee has several resources available that they can leverage to advance their community's Trail Town priority actions.

Trail Access and Safety, and Signage

Signage, Trail Access and Safety

Detailed recommendations for signage, trail access and safety can be found in the [Bike-Around Assessment](#) conducted in September 2021. In order to activate many of these recommendations, Nunda's Trail Town Committee will need to work with local municipal leaders, county economic development and planning departments, and organizations like the Genesee Transportation Council to secure resources for implementation.



Short-Term Recommendations

- Leverage the [ExploreGeneseeValley.com](https://www.exploregeneseevalley.com) mapping and itinerary-building tools to **create safer cycling routes** in and around the Nunda area and promote them to visitors and residents.
- **Road enhancements to improve cyclist safety.** Work with the Town and Village of Nunda and the Genesee Transportation Council to create cycling stencils or marked bike paths along residential and country roads identified in the bike-around assessment to help cyclists find and access the Greenway and Nunda Branch Trails. A good first step would be creating clear bike lanes or stenciling on the roads that help lead cyclists off of the busy main roads (408 and 436) onto residential streets with less traffic.
- **Leverage funding available through LGV's Northern Border Regional Commission (NBRC) grant and PTNY** to undertake the following kinds of projects that will enhance trail-to-town connectivity in Nunda:
 - Design and install **informational kiosks** at trailhead locations outlined in the bike-around assessment (branch trail and N. State Street gateway), with business and services directories, maps of parking, public transportation information and directions to nearby recreational assets and tourism attractions.
 - **Develop a cycling brochure and map** that can be handed out at hospitality businesses to visitors.
 - **Hire labor to install the Kiwanis bike racks** at key locations identified in the bike-around assessment.
 - **Work with NYS Parks to implement directional signage that includes distance or mileage to amenities at key points along the Greenway** where trail users can access Nunda's main business district. Use small grant funds to help cost share implementation.
- **Review Livingston County's Wayfinding Plan** with municipal leaders, the Genesee Transportation Council and Livingston County Planning to create a budget and identify funding sources to implement wayfinding recommendations aligned with the recommendations outlined in the bike-around assessment.



- **Comprehensive Planning Process.** Work with the town and village to **ensure that trail access and safety features are included in the latest comprehensive planning documents and guidelines.** Comprehensive planning should **focus attention on streetscape improvements to support walkability, bikeability and connectivity** between the Village square, Valley Gifts, the high school, 4th Street Murals, and the Nunda Historical Society. As part of this process Nunda should include an **interpretation plan** to help tell the story of Nunda’s rich natural and cultural heritage to visitors.

Longer-term Recommendations

- **Explore Main Street funding through Nunda’s participation in the Livingston County Downtown Partnership Program** to develop a **gateway-style trailhead connecting the Nunda Branch Trail with the area where Lock #42** is located and where additional murals are planned to complement the historic murals along N. State Street. Developing this area could also help to slow traffic as it approaches the village.



Business Attraction and Retention

- **New venture creation and diversification that supports an outdoor recreation economy.** Although Nunda has a growing number of hospitality-related businesses, there are still a variety of needed amenities to attract travelers and encourage longer visitation, including businesses that provide services year-round and are open past 5 p.m. and on weekends. These include lodging, camping, retail, food and beverage businesses. Nunda will need to work closely with local education partners like SUNY Geneseo, Genesee Community College, local high schools and vocational training programs, Livingston County Economic Development and business coaching programs like LGV's Digital Main Street initiative to cultivate the next generation of entrepreneurs in Nunda. The Dream-o-Vate program offered by Livingston County is a good way to help attract new businesses to Nunda to diversify its offerings and establish it as an outdoor recreation destination and Trail Town hub.
- **Seasonal businesses** - Kish-a-wa Creamery is a thriving destination business during the tourism season (June - October), offering visitors one of the best food experiences in the area. One way the creamery could support tourism all year round would be to partner with a restaurant like Whistling Farmer's Pub or Valley Gifts to carry packaged ice cream products during the off-season.
- **Identify a volunteer coordinator from Nunda's Trail Town Committee or GNAP who can work with LGV's Trail Town Program Manager** on the ground to ensure that businesses, attractions and recommended cycling, hiking and paddling routes are added to the ExploreGeneseeValley.com and that eligible businesses have up-to-date information on Google and Apple Maps. This will help to ensure visitors passing through can discover and locate businesses and access cycling/hiking itineraries. This is especially important with the pandemic.
- **Host ambassador training workshops and peer networking events** to help businesses know about hospitality businesses in the Nunda area and neighboring Trail Towns.
- **Develop shared biking routes and itineraries on ExploreGeneseeValley.com around Letchworth State Park** in collaboration with Perry, Mount Morris, Geneseo, Hume and Caneadea Trail Towns. Host cycling events and challenges with the same communities around key holidays / events in Nunda to raise visibility for the area's trails and cycling amenities.



Other longer-term recommendations to establish Nunda as a thriving Trail Town hub and Letchworth Gateway Village:

- **Establish the Village of Nunda as a Historic District.** Getting this designation can help the Village and property owners secure funding and other resources to maintain the unique historic character of the Village.
- **Become a NYSERDA Clean Energy Community** and access grants for EV charging stations and other initiatives:
<https://www.nyserdera.ny.gov/All-Programs/Clean-Energy-Communities>. As the Genesee Valley develops its outdoor recreation economy, building Trail Towns' identities as clean energy communities can help with the region's unique positioning as a sustainable destination.



Strategic Priorities Worksheet

Use this worksheet to identify priority opportunities and actions for your Trail Town. As your Trail Town Committee reviews this Action Plan, you can also delve into other assessments and data sources listed on p. 5 of this plan for more detail and background. From these documents and your Committee’s discussions, fill in the Key Opportunities and Recommendations column for each of the five assessment categories. What stands out for you as the most important opportunities to take on? Use the Priority Actions & Next Steps column to identify the actions your Committee agrees are the top priorities for the next year (or two).

Area	Criteria	Rating	Key Opportunities & Recommendations	Priority Actions & Next Steps
Trail Access & Safety Overall score: Opportunity	Plan Y/N			
	Trail to Town Connectivity			
	Safety - Bike Lanes / Loops			
	Safety - Sidewalks			
	Safety - Crosswalks			
	Parking - Trailside			
	Parking - Business District			
	Bike / Trailer Parking			



Area	Criteria	Rating	Key Opportunities & Recommendations	Priority Actions & Next Steps
Signage Overall score: No information	Plan (Y/N)	Yellow		
	General Signage	Orange		
	Signage in Town	Orange		
	Signage Into Town (on-road)	Orange		
	Signage Into Town (on-trail)	Red		
	Adopted Signage & Facade Standards	Yellow		



Area	Criteria	Rating	Key Opportunities & Recommendations	Priority Actions & Next Steps
Business & Promotion Overall score: Acceptable	General Impressions	Orange		
	Online visibility / digital presence	Yellow		
	Services - Lodging	Yellow		
	Services - Food & Drink	Orange		
	Services - Recreation	Yellow		
	Services - Cultural Sites	Yellow		
	Services - Retail	Orange		
	Services - Transportation	Orange		
	Services - Technology	Orange		
	Promotion & Events	Yellow		
	Local Funding Programs Available	Green		
	Main Street Association / Local Chamber of Commerce	Green		



Area	Criteria	Rating	Key Opportunities & Recommendations	Priority Actions & Next Steps
Community Character & Design Overall score: Excellent	General Impressions	Yellow		
	Streetscape	Yellow		
	Storefronts	Orange		
	Amenities	Orange		
	Character	Yellow		
	Public Parks / Open Space	Green		



Area	Criteria	Rating	Key Opportunities & Recommendations	Priority Actions & Next Steps
Municipal Planning & Policies Overall score: Opportunity	Comprehensive Plan (update in progress)	Orange		
	Planning / Zoning Boards	Yellow		
	Agricultural Preservation Plan	Orange		
	Watershed Protection Plan	Orange		
	Local Waterfront Redevelopment Plan	Orange		
	Main Street Program / Org	Green		
	Architectural Design Guidelines	Yellow		
	Historic Properties / District	Yellow		
	National Historic Registry	Orange		
	Certified Local Government Program	Orange		