

**Town of Brighton Parks and Recreation Department  
Citizen's Advisory Board**

**25 September 2017**  
**4:30 pm**

**Brookside School Senior Lounge**

**AGENDA**

**OPEN FORUM:**

**APPROVAL OF MINUTES:**

**BUSINESS MATTER:** ENVISION BRIGHTON – LAND USE AND POLICY FRAMEWORK GOALS / RECOMMENDATIONS

**MATTER RE:** PARK SUPERINTENDENT'S REPORT – Matt Beeman

**MATTER RE:** RECREATION DIRECTOR'S REPORT – Becky Cotter

**SUBCOMMITTEE REPORTS –**

*Please email your reports in bullet format to [brighton.recreation@townofbrighton.org](mailto:brighton.recreation@townofbrighton.org)*

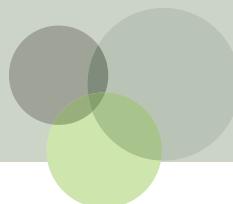
- Town Board Report (Chris Werner)
- Youth & Family Programs (Coleridge Gill)
- Facilities & Parks/ Comp. Plan Committee (Mark Kokanovich)
- Brighton Seniors (Elaine Vitone)
- Student Rep Report (TBD)
- Pedestrian/Cycling Trails Committee (Jackie Marchand)
- Brighton Baseball (Michael Zobel)
- Brighton Soccer (Michael Tullio)

**\*Remember to contact the appropriate staff person(s) for subcommittee information prior to our meeting.**

**\*\*Please contact Denis Conley at (585) 784-0231; [wickcon@gmail.com](mailto:wickcon@gmail.com) and the Town of Brighton Parks and Recreation Department at (585) 784-5260; [brighton.recreation@townofbrighton.org](mailto:brighton.recreation@townofbrighton.org), if you are may be late or cannot attend the meeting.**

# Envision Brighton: Policy Framework (Goals & Recommendations Report)





## Policy Framework Introduction

A successful comprehensive plan is developed and implemented on multiple levels, addressing the short- and long-term needs of a community while providing varying levels of detail. In an effort to accomplish this, the Envision Brighton Comprehensive Plan Update includes the following four key framework elements:

### **VISION**

An overarching statement that describes the aspiration of the Town of Brighton as a whole. All policies and recommendations in the comprehensive plan are aimed at achieving this end. The vision statement is intended to be a guide for the long-term identity of the Town; therefore, it should not change dramatically over time.

### **POLICY**

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

### **OBJECTIVE**

A measurable action statement to be accomplished in pursuit of the policy. It refers to some specific aspiration of the Town that is reasonably attainable. Think in terms of action words like, “increase,” “develop,” or “preserve.” It should be noted that Brighton may already be undertaking some of the objectives articulated in this plan and wish to ensure that they continue to do so over the next decade. The general lifespan of an objective is 6 to 10 years.

### **RECOMMENDATION**

A specific proposal to do something that relates directly to accomplishing an objective. It can take the form of a plan, project, or program. Recommendations can address both short- and long-term objectives with a lifespan ranging from one to 10 years, depending on the item.

## Envision Brighton

Centrally located in the Rochester metropolitan region, the Town of Brighton has long been a community celebrated for its history, cultural diversity, and educational opportunities. In planning for the future, our commitment to Brighton residents will be to actively...

- » *Promote our sense of community and social equity;*
- » *Preserve and protect our environmental assets;*
- » *Support a vibrant economic climate; and*
- » *Ensure the public health, safety, and welfare for all.*

We will strive to achieve this vision by implementing sustainable policies on a community-wide platform through the actions of our local leaders, business partners, and engaged residents. With the pursuit of our Town vision, we will also work to provide leadership and actively participate in efforts to improve the overall environmental, economic and social health of the Rochester Metropolitan Region.

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The following policy statements, objectives, and recommendations for the Town of Brighton shall serve to guide future public and private investment in the community over the next decade in pursuit of this vision. It should be noted that although recommendations have been organized by policy area for ease of reference, many serve to achieve multiple objectives across this framework.

*In 2025, Brighton will be...*

*"Greener and more walkable with families using their cars far less often."*

*"More vibrant and more sustainable"*

*"Celebrating our diversity"*

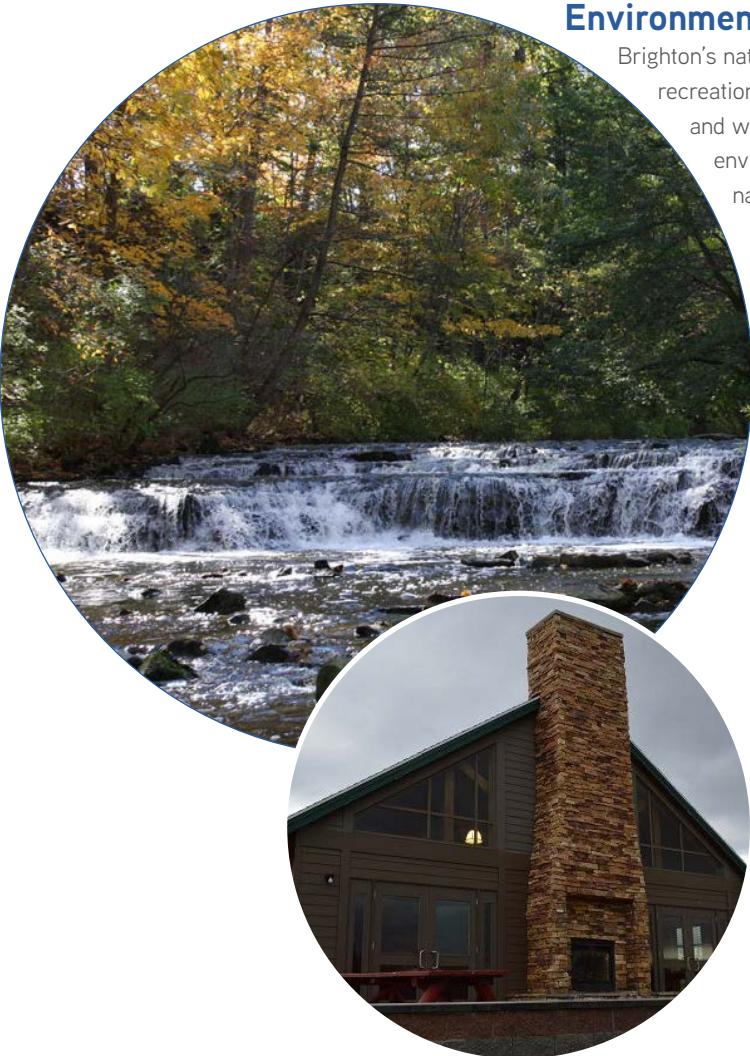
*"A bustling, multi racial, multi-generational hotbed of activity."*

*"A place that people don't want to leave"*

*"A national model for suburban sustainable living that draws families and a diverse population to live here for a lifetime"*

Actual responses from attendees at the October 29, 2015 Community Forum.

# Environmental Policy Area



## Environmental Policy Statement

Brighton's natural environment and resources play an important role in the community as ecological, aesthetic, and recreational assets. The continued preservation and enhancement of our wild areas, woodlots, parks, wetlands, and waterways will remain a priority in all development efforts and decision-making. We will work to promote environmental stewardship throughout the community to ensure the quality, availability and efficient use of our natural resources, open space, and parkland for both current and future generations.

## Objectives

- A.** *Preserve, in their natural state, open space areas that have significant ecological value, and sensitive environmental areas, including wetlands, floodplains, watercourses, woodlots, steep slopes, and wildlife habitats.*
- B.** *Promote sustainable development practices that protect sensitive environmental areas, enhance biodiversity, and create or maintain quality open space areas.*
- C.** *Minimize local sources of air, water, soil, light, heat, and noise pollution.*
- D.** *Reduce waste generation, and manage recycling, reuse, and composting efforts to minimize environmental impacts.*
- E.** *Make significant reductions in greenhouse gas emissions and increase climate resilience to adapt to unavoidable change.*
- F.** *Promote and support the increased use of renewable energy sources where appropriate.*

Recommendations	Potential Partners	Objective
1. Develop a Community Climate Action Plan and incorporate recommendations outlined in this Plan.	Sustainability Oversight Committee	A, B, C, D, E, F
2. Continue to preserve and expand the Town's urban tree canopy in accordance with the Tree City USA standards.		A, C, E
3. Reduce the urban heat island effect by requiring additional trees along the street and on-site for shading, and healthy, hydric landscape features in site plan review.	Planning Board, Conservation Board	B, C, E
4. Increase the existing tree canopy, native plantings, and absorptive ground cover that control flooding and reduce impoundments in designated floodplain areas.		A, B, C
5. Continue to identify and preserve significant trees (over 6" caliper size and in reasonable health and condition) in new development proposals. When tree preservation is not feasible, the project should include appropriate tree replacement measures	Planning Board, Conservation Board	A, B, C
6. Minimize any adverse effect on the health and longevity of trees in new developments through appropriate design measures and construction practices	Planning Board, Conservation Board	B, C, E
7. Promote goals of water quality and climate adaptation to the public through efforts such as, coordinated volunteer planting and creation of "rain gardens" or community gardens in public and private spaces.		A, B, C, E
8. Continue to minimize use of lawn fertilizers and clean up of street litter and leaf litter that pollute streams, water bodies, and aquifers. Manage leaf collection to reduce health (leachate) concerns and sewer impoundments.		A, C, D



*The Tree City USA program has been greening up cities and towns across America since 1976. It is a nationwide movement that provides the framework necessary for communities to manage and expand their public trees. Brighton has been participating in the Tree City USA program since 2002.*

*To qualify, a community must meet standards established by the Arbor Day Foundation and National Association of State Foresters. These standards include:*

- 1) Creation of a Tree Board or Department;
- 2) Adoption of a Tree Care Ordinance;
- 3) Establishment of a Community Forestry Program with annual budget of at least \$2 per capita; and
- 4) Passing of Arbor Day Observance or Proclamation.

**Source: ArborDay.org**



*Improving the efficiency of exterior lighting is one of the simplest, yet most effective changes that can be made at the municipal level. The typical warm LED street light uses 50% less energy per lumen than high-pressure sodium lighting, has an average lifespan 10-years longer than conventional lighting, and results in much lower maintenance costs.*

**Photo:** Brighton Street Light, Jamie Germano,  
D&C Staff Photographer

Recommendations (continued)	Potential Partners	Objective
9. Reduce reliance on the municipal stormwater system through increased use of smart landscaping, pervious surfaces, open space protection, and on-site retention.		B, C, E
10. Require new developments to utilize sustainable methods of retaining/detaining stormwater for natural absorption and water filtration/cleaning.	Planning Board, Conservation Board	B, C, E
11. Protect stream-side buffers by establishing conservation corridors alongside streams to reduce erosion, siltation, and non-point source pollution along swales and streams.		C, E
12. Reduce nonrenewable fuel use and cost of operating Town owned vehicles through maintenance, replacement, and upgrades.		C, D, E, F
13. Continue to upgrade heating, ventilation, air conditioning (HVAC) systems, insulation, windows and lighting in Town owned facilities to reduce energy dependency of municipal buildings.		C, E, F
14. Update energy efficiency audits to include Town owned vehicle fleet and cool roof audits and improvements.		C, E, F
15. Upgrade Town street lighting and exterior lighting for public parks and parking areas, including, but not limited to efforts to install auto shut-offs and promote the use of LED fixtures.		C, E, F
16. Explore feasibility of using renewable sources to power exterior lights, signs, and signals.		E, F
17. Restore previously degraded development sites for redevelopment or creation of natural features where feasible.		A, B, E

Recommendations (continued)	Potential Partners	Objective
18. Draft and adopt renewable energy ordinances to facilitate the use and purchase of solar, geothermal, and other advanced energy technologies throughout the Town.	E, F	
19. Encourage the redevelopment and infill of underutilized commercial, office, and industrial areas as well as the mixing of uses to reduce future vacant properties and protect valuable open space from new development.	A, B	<ul style="list-style-type: none"> <li>» Climate Smart Communities Checklist</li> <li>» Finger Lakes Regional Sustainability Plan</li> </ul>
20. Consider requiring a minimum amount of natural undisturbed open space (e.g. 40%) in site plan review, in addition to or replacement of formal landscaping.	A, B	<ul style="list-style-type: none"> <li>» Brighton 2000 Comprehensive Plan</li> </ul>
21. Utilize cluster development practices where it can be proven to minimize impacts to sensitive environmental areas and maximize open space systems on the property.	A, B	<ul style="list-style-type: none"> <li>» Envision Brighton Sustainability Report</li> </ul>
22. Review the Environmental Protection Overlay District (EPOD) regulations for modification and/or additions to foster development that is responsive to the protection of environmentally sensitive areas.	A, B	<ul style="list-style-type: none"> <li>» Brighton Open Space Index</li> </ul>
23. Identify wetland areas in West Brighton that are not protected by state or federal regulations and play a key role as stormwater quality and/or control areas.	A, B, E	<ul style="list-style-type: none"> <li>» Landscaping with New York State Native Plants</li> </ul>
24. Create a watershed assessment mechanism to identify flooding due to increased storm intensity.	A, B, E	<ul style="list-style-type: none"> <li>» Spring 2015</li> </ul>
25. Investigate the feasibility of facilitating recycling collection at all public facilities in the Town.	C, D	<ul style="list-style-type: none"> <li>» Brighton Comprehensive Development Regulations (Zoning)</li> </ul>



- » Climate Smart Communities Checklist
- » Finger Lakes Regional Sustainability Plan
- May 2013
- » Brighton 2000 Comprehensive Plan
- October 2001
- » Envision Brighton Sustainability Report
- June 2016
- » Brighton Open Space Index
- 2006-2007
- » Landscaping with New York State Native Plants
- Spring 2015
- » Brighton Comprehensive Development Regulations (Zoning)
- January 2013, and as amended

# Sense of Community Policy Area

## Sense of Community Policy Statement

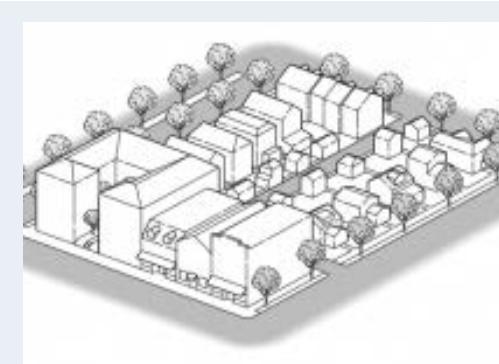
There is a strong sense of community pride within the Town of Brighton. We are known for the beauty and livability of our residential areas, as well as the economic and educational opportunities afforded to all who live, work, shop, and play in Brighton. Much of our community character and identity, born from our history as an Erie Canal community and one of the first towns in Monroe County, is still present today in the architecture and design of our older streets and neighborhoods. In an effort to preserve and enhance our community pride and identity we will strive to continually provide a supportive and engaging environment that respects our history and accommodates a variety of lifestyles.

### Objectives

- A. *Continue to foster an atmosphere where diversity is celebrated, and where residents and business owners feel comfortable and motivated to participate in matters that impact their neighborhood and the community at large.*
- B. *Preserve and enhance the visual and historic qualities of the community that give Brighton its unique character while not compromising other community goals.*
- C. *Provide a balance in the type and affordability of housing for Brighton residents, employing smart-growth principles that strategically encourage density and diversity of housing options in areas with ready access to local goods, services, infrastructure, and mass transit.*
- D. *Protect our established residential neighborhoods and ensure new residential developments create neighborhoods with the same high level of quality and integration into the community's assets and existing infrastructure.*
- E. *Encourage the provision of housing options with increased non-vehicular connectivity and universal design (design for all abilities) to enable senior resident preferences for "aging-in-place."*
- F. *Maintain the attributes of the community that support our world-class educational system, diverse cultural and religious history, and inclusive community environment.*



Recommendations	Potential Partners	Objective
1. Support the use of public and private spaces for venues to display arts and cultural exhibits.		A, B
2. Develop guidelines for local decision-makers in support of affordable rental and owner-occupied housing development, with an emphasis on promoting multi-generational, mixed-income neighborhoods.		A, C, E
3. Consider the application of incentive mechanisms for future development to encourage multi-generational and mixed-income housing. Examples could include payments in lieu of taxes, incentive zoning, or inclusionary zoning practices.		A, C
4. Draft and adopt design based building bulk and dimensional regulations controlling the physical attributes for all new types of development to ensure the character reflects that of traditional development patterns in Brighton.		B, D
5. Encourage the location of higher density, multi-family housing developments within a five minute walking radius of public transportation.		C, E
6. Continue to evaluate the impacts of proposed roadway improvements on the existing character of established neighborhoods, particularly where plans may include street widening.	NYS DOT, Monroe County DOT	B, D
7. Review and revise local law as necessary to further protection of historic buildings and permit their rehabilitation or reuse.	Historic Preservation Commission	B, D
8. Ensure that the promotion and preservation of historic homes and neighborhoods remains a known priority of the Town.	Historic Preservation Commission	B, D, F



*To ensure future development or redevelopment efforts reflect Brighton's desired community character and design expectations, the Town may wish to consider augmenting or replacing its zoning code with a "form based code."*

#### **Form-Based Code**

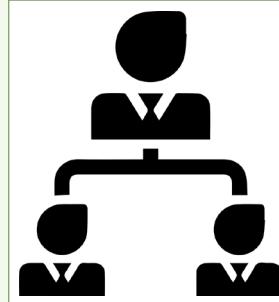
*A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. A form-based code is a regulation, not a mere guideline, adopted into city, town, or county law. A form-based code offers a powerful alternative to conventional zoning regulation.*

**Source: [Formbasedcodes.org](http://Formbasedcodes.org)**

Recommendations (continued)	Potential Partners	Objective
<p><b>9.</b> Consider applying for qualifying Brighton neighborhoods to be listed on the State and National Registers of Historic Places.</p>		B, D, F
<p><b>10.</b> Provide support to property owners for the maintenance and rehabilitation of historic properties, both residential and commercial, within the Town.</p>		B, D, F
<p><b>11.</b> Continue to identify and protect designated local historic landmarks.</p>		B, D, F
<p><b>12.</b> Consider adopting design guidelines for local historic properties to assist property owners and decision-makers in restoration and rehabilitation efforts.</p>		B, F
<p><b>13.</b> Increase awareness and utilization of the Town's "Historic Landmark Property Tax Abatement Local Law."</p>		B, D, F
<p><b>14.</b> Draft and adopt nonresidential design guidelines for future development and redevelopment along the West Henrietta Road corridor.</p>		B, D, F
<p><b>15.</b> Continue to support local efforts aimed at increasing understanding and celebration of the racial, ethnic, religious, and cultural diversity of our community.</p>		A, F



- » Finger Lakes Regional Sustainability Plan  
May 2013
- » Rochester Bicycle Master Plan  
January 2011
- » Brighton 2000 Comprehensive Plan  
October 2001
- » Bike Walk Brighton: A Comprehensive Pedestrian and Bicycle Master Plan  
December 2012
- » Envision Brighton Sustainability Report  
June 2016
- » Monroe Avenue Comprehensive Plan  
April 1997
- » Monroe Avenue Design Plan, Guidelines and Standards  
November 1999
- » Monroe Avenue Corridor Community Vision Plan  
February 2011
- » Landscaping with New York State Native Plants  
Spring 2015
- » Brighton Comprehensive Development Regulations (Zoning)  
January 2013, and as amended



There are also a number of committees and boards staffed by Brighton residents and elected officials that each have a specific set of responsibilities, tasks, and goals. Below is a listing of many of these groups, which may be beneficial partners moving forward with the recommendations of this Plan.

- Sustainability Oversight Committee
- Planning Board
- Zoning Board of Appeals
- Architectural Review Board
- Conservation Board
- Historic Preservation Commission
- Parks and Recreation Citizens Advisory Board
- Bicycle Pedestrian Task Force
- Community Services Committee
- Public Safety Committee
- Public Works Committee
- Finance and Administrative Services Committee

# Economic Vitality Policy Area



## Economic Vitality Policy Statement

The presence of small businesses, technology industries, medical services, and educational institutions help to shape Brighton's diverse and vibrant local economy. We acknowledge that continued investment in the character and success of our commercial corridors, such as Monroe Avenue, South Clinton, and West Henrietta Road, is instrumental to providing our community with long-term economic growth and resiliency. We also recognize the importance of fostering an economic climate suitable for businesses and industries of all sizes to expand our employment opportunities and tax base in a sustainable manner.

### Objectives

- A.** *Attract and promote the sustainable development of quality office, commercial, medical, light industrial, and residential uses in areas with existing critical infrastructure, in an effort to expand the Town's local tax base without compromising other community goals.*
- B.** *Foster a mix of residential and commercial investment that promotes the vitality, density, and walkability of local activity centers.*
- C.** *Improve multi-modal transportation options to local services, shops, and employment opportunities within the Town and around the region.*
- D.** *Promote utilization of and access to local parks, open space, and recreational resources within the Town.*
- E.** *Provide support for local businesses, entrepreneurs, institutions, and enterprises to attract and retain local talent and increase access to local goods.*

Recommendations	Potential Partners	Objective
1. Review and revise the Town's zoning code to permit higher density multi-story, mixed-use infill development that reflects a traditional "village" atmosphere in the primary Twelve Corners area.		A, B
2. Consider the feasibility of alternative parking mechanisms including, but not limited to, on-street parking, underground facilities, and municipal parking lots through a Circulation, Access, and Parking (CAP) Study. Priority should be given to the Monroe Avenue and West Henrietta Road commercial corridors.	Genesee Transportation Council	A, B, C
3. Complete comprehensive corridor studies and area plans, as necessary, for each of the Town's major transportation corridors, including, but not limited to, Monroe Avenue, Brighton-Henrietta Townline Road, West Henrietta Road, and South Clinton Road.	Genesee Transportation Council	A, C
4. Enhance collaboration with the Town of Brighton Chamber of Commerce for economic development efforts such as: <ul style="list-style-type: none"> <li>» Promoting buy local campaigns.</li> <li>» Assisting local businesses with relocation or expansion within Town.</li> <li>» Attracting and retaining small, community-oriented enterprises within the Town.</li> <li>» Engaging and supporting local merchants' associations.</li> </ul>	Chamber of Commerce, Local Businesses & Entrepreneurs	A, B, E
5. Work with the Monroe Avenue merchants to address commercial property maintenance and vacancy issues.	Monroe Avenue Merchants, Property Owners	A, E
6. Support the creation of additional merchants' associations in areas of the Town where there is a concentration of commercial activity.	Chamber of Commerce	E

## Recommendations (continued)

## Potential Partners   Objective

**7.** Improve the development and recreational potential of the Erie Canal through increased access and connectivity to West Brighton and Town-wide.

A, D

**8.** Continue to work with area bicyclists and bicycling organization to determine most needed linkages from existing neighborhoods to employment and commercial centers.

Rochester Cycling  
Alliance

C

**9.** Continue to pursue public funding mechanisms or private incentives for developers to extend Senator Keating Boulevard to Winton Road in conjunction with future land development proposals.

A, C

**10.** Prioritize the development of multi-story, mixed-use projects within infill sites to conserve remaining open space and prevent sprawl.

A, B

**11.** Pursue additional non-vehicular connectivity opportunities between West Brighton, the Erie Canal, the Lehigh Valley Trail, public parks, and the Genesee River to further strengthen the Multi-Versity Concept as outlined in this Plan.

C, D

**12.** Establish a local advocacy campaign to build upon physical and perceptive connections between the traditional “town center” at Twelve Corners and the evolving Rochester Multi-Versity concept area.

A, C, D

**13.** Identify suitable sites and locations near to transit, medical services, and commercial centers for affordable, low to no maintenance housing options for seniors.

A, B, C

**14.** Facilitate additional communication and collaboration between local merchants, property owners, institutions, and major employers to address barriers to achieving the objectives of this Plan.

Monroe Avenue  
Merchants, Chamber of  
CommerceA, B, C,  
D, E

Recommendations (continued)	Potential Partners	Objective
15. Enhance partnerships with local education institutions and medical centers and solicit information regarding community needs and shortcomings to attract and retain professionals.	MCC, University of Rochester, RIT, School Districts	A, E
16. Consider the implementation of a tactical urbanism style streetscape redesign project in areas where increased pedestrian and bicyclist accommodations are desired to "test" plans for improvements.		B, C, D
17. Promote and continue to support local food systems and sources, such as the Brighton Farmers Market.	Brighton Farmers Market, Vendors	B, E



- » Finger Lakes Regional Sustainability Plan  
May 2013
- » Brighton 2000 Comprehensive Plan  
October 2001
- » Bike Walk Brighton: A Comprehensive Pedestrian and Bicycle Master Plan  
December 2012
- » Envision Brighton Sustainability Report  
June 2016
- » Envision Brighton Market Study  
January 2016
- » Monroe Avenue Comprehensive Plan  
April 1997
- » Monroe Avenue Design Plan, Guidelines and Standards  
November 1999
- » Monroe Avenue Corridor Community Vision Plan  
February 2011
- » Brighton Comprehensive Development Regulations (Zoning)  
January 2013, and as amended

# Public Health & Safety Policy Area



## Public Health & Safety Policy Statement

By supporting the physical, intellectual, and emotional health of Brighton residents and their environment, our collective quality of life is enhanced. Our residents' physical health and safety is dependent upon the efficient provision of public services and utilities, as well as the implementation of an effective multi-modal transportation network, while our intellectual and emotional well-being is fostered by our local schools, libraries, parks, religious institutions, and various service organizations. As our Town continues to grow and change with future development and investment, we will commit to evaluating the health, safety, and well-being of our residents to ensure the community services available are adequate to meet the demands of current and future populations in a fiscally responsible manner.

### ***Objectives***

- A.** *Provide a high standard of service, including utilities, to town property owners and residents while managing service costs to control tax impacts.*
- B.** *Provide for the active and passive recreational needs of current and future town residents.*
- C.** *Provide safe pedestrian and bicycle linkages among parks, recreation areas, and neighborhoods and between neighborhoods and commercial areas.*
- D.** *Review and enhance the level of comfort and effectiveness of transportation routes with respect to non-motorists as infrastructure improvement opportunities arise.*
- E.** *Facilitate and encourage the use of a sustainable, multi-modal transportation network, including roads, sidewalks, bike lanes, trails, public transit, and waterways to serve the needs of existing and projected development within the town, and to ensure direct linkages with neighboring municipalities and other areas of the county.*



Recommendations	Potential Partners	Objective
1. Draft and adopt a comprehensive Town of Brighton Parks and Open Space Master Plan.		B, C, F
2. Ensure incentive zoning is utilized to gain additional public open space only when the project: <ul style="list-style-type: none"> <li>» Is consistent with the goals of this Comprehensive Plan;</li> <li>» Mitigates negative impacts on adjacent neighborhoods; and</li> <li>» Addresses a specific need or demand for passive or active open space, whether located on the project site or elsewhere in the Town.</li> </ul>		A, B, F
3. Continue to ensure that the benefits to the community are properly weighed against the burdens to the community with the application of incentive zoning practices to new development.		A
4. Consider adopting a Complete Streets Policy, as identified in Bike Walk Brighton.	Genesee Transportation Council	C, D, E, F
5. Maximize utilization of existing parks by increasing non-motorist connectivity and ensuring both passive (e.g. natural areas) and active (e.g. hiking and biking trails) recreation needs are met.		B, C, E, F
6. Develop an Asset Management Plan that insures the proper maintenance and replacement of existing infrastructure assets.	Monroe County	A
7. Ensure that acquisition and development of open space areas includes considerations to offset the fiscal implications of such actions.		A
8. Evaluate the existing storm sewer infrastructure and identify existing deficiencies and improvements needed to reduce risks of failure and increase Town's ability to respond to future needs.		A, C, E

## Recommendations (continued)

## Potential Partners   Objective

9. Consider Complete Street elements and provisions where appropriate for all modes of transportation, including bikes, pedestrians, and public transportation when roadway maintenance or re-striping plans are made. Include amenities for transit users, such as shelters, lighting, signage, etc.
10. Allocate space on our street network to safely move people and goods to their destinations while creating inviting spaces within the rights-of-way.
11. Continue to implement the remaining bicycle boulevard network routes identified in Bike Walk Brighton.
12. Further investigate development of the Brighton Auburn Trail via abandoned railroad right-of-way, connecting the Council Rock Elementary School, Harley School, Monroe Avenue, and City of Rochester.
13. Work with the NYSDOT to implement a “road diet,” as outlined in Bike Walk Brighton, along Monroe Avenue from Highland Avenue to the twelve corners for improved bicycle and pedestrian facilities.
14. Continue to monitor the inflow and infiltration of stormwater and groundwater into the sanitary sewer collection system and make improvements to reduce the incursion of water into the system. Evaluate the capacity of the sanitary system and verify its ability to service existing and future development.
15. Update the Town of Brighton Minimum Specifications for Dedication to consider the evolving construction industries methods and materials.

NYS DOT, Monroe  
County DOT

C, E, F

C, E, F

C, E, F

B, C, E, F

NYS DOT

C, E, F

B, C, E, F

C, E, F



- » Finger Lakes Regional Sustainability Plan  
May 2013
- » Long Range Transportation Plan for the Genesee-Finger Lakes Region (2035)  
June 2011
- » Rochester Bicycle Master Plan  
January 2011
- » Brighton 2000 Comprehensive Plan  
October 2001
- » Bike Walk Brighton: A Comprehensive Pedestrian and Bicycle Master Plan  
December 2012
- » Highland Crossing Trail Study  
October 2004
- » I-590 Bicycle/Pedestrian Bypass Study  
May 2009
- » Auburn Line Rail-to-Trail Feasibility Study  
January 2005
- » Envision Brighton Sustainability Report  
June 2016
- » Brighton Open Space Index  
2006-2007
- » Green Brighton Task Force Final Report  
August 2008
- » Monroe Avenue Comprehensive Plan  
April 1997
- » Monroe Avenue Design Plan, Guidelines and Standards  
November 1999
- » Monroe Avenue Corridor Community Vision Plan  
February 2011
- » Envision Brighton Market Study  
January 2016
- » Landscaping with New York State Native Plants  
Spring 2015

# Envision Brighton: Focus Area Land Use Recommendations



## INTRODUCTION

The land use component for envision Brighton builds upon the Policy Framework's objectives and recommendations and focuses on five strategic geographic areas the Town has targeted for ***form-based design and smart growth***, and where development or redevelopment activity is likely to happen in the future. The five focus areas identified through the planning process include (Focus Area Map):

- » Monroe Avenue Corridor;
- » Central Brighton / Westfall Road;
- » South Clinton Avenue;
- » Brighton – Henrietta Town Line Road; and
- » West Henrietta Road

Some of the focus areas encompass activity centers within the Town where market-driven redevelopment could occur on smaller existing development sites that, given their proximity to other adjacent small sites and accessibility and visibility from key transportation corridors, could be assembled into larger redevelopment lots. However, other focus areas include large open space parcels that have been the target of future development for years. The Land Use Plan for these focus areas, in concert with the Policy Framework's objectives and recommendations, is intended to guide decisions on land use and development proposals that may be presented to the Town in the future.

Land use classifications for each of the proposed land use categories are summarized on the following pages, with the Proposed Land Use map and key considerations for land use policy to follow.

## LAND USE CLASSIFICATIONS

In order to adequately illustrate proposed land use for the five focus areas in the Town of Brighton, it is necessary to first generally define targeted land use types for each classification being proposed. Summarized here are proposed land use classifications:

**Low Density Residential** – areas intended for primarily single-family housing that include strong provisions for open space or cluster development. Lower density residential areas are meant for a small number of residential units, and exclude large industries, apartment complexes, and other large structures. Home businesses, community organizations, and some types of commercial use are allowed if they meet specific standards.

**Medium/High Density Residential** – areas intended to create the opportunity for neighborhoods that offer a variety of lot sizes, housing, and ownership options. Medium to high-density residential areas should include a variety of unit types designed to incorporate features from both single-family and multi-family developments, support cost-effective housing, facilitate infill development, encourage use of transit services, and promote the efficient use of urban services and infrastructure.

**Neighborhood Commercial/Mixed Use** – areas intended to provide small-scale convenience retail/commercial developments offering incidental retail and service needs for the surrounding residential neighborhoods. Uses serving a larger area may be appropriate if they also serve the residents of the immediate area and are compatible with scale and character of the neighborhood. These land uses are the smallest and least intensive of the Town's commercial areas.

Land uses also shall include concentrated mixed-use residential and commercial redevelopment designed to urban rather than suburban development standards that support transit-oriented development and active transportation. Use allowances promote commercial and retail development opportunities for residents to shop locally. Uses and standards allow complementary, high-density residential development, and discourage garden-style, multi-family development.

**General Commercial** – areas intended to evolve from “strip commercial” linear districts to business areas characterized by enhanced site planning and pedestrian orientation, incorporating efficient parking lot design, coordinated access management, amenities and boulevard treatment with greater densities. These commercial areas provide for a wide variety of retail sales, services, and other commercial activities along high-volume traffic corridors. Residential uses may be integrated into these areas through mixed-use buildings.

**General Office** – established to provide areas appropriate for professional medical, administrative, and business offices and related uses, offering high-quality and amenity work environments. In addition, a mix of limited retail and service uses may be allowed to primarily support other uses within the zone, subject to special conditions.

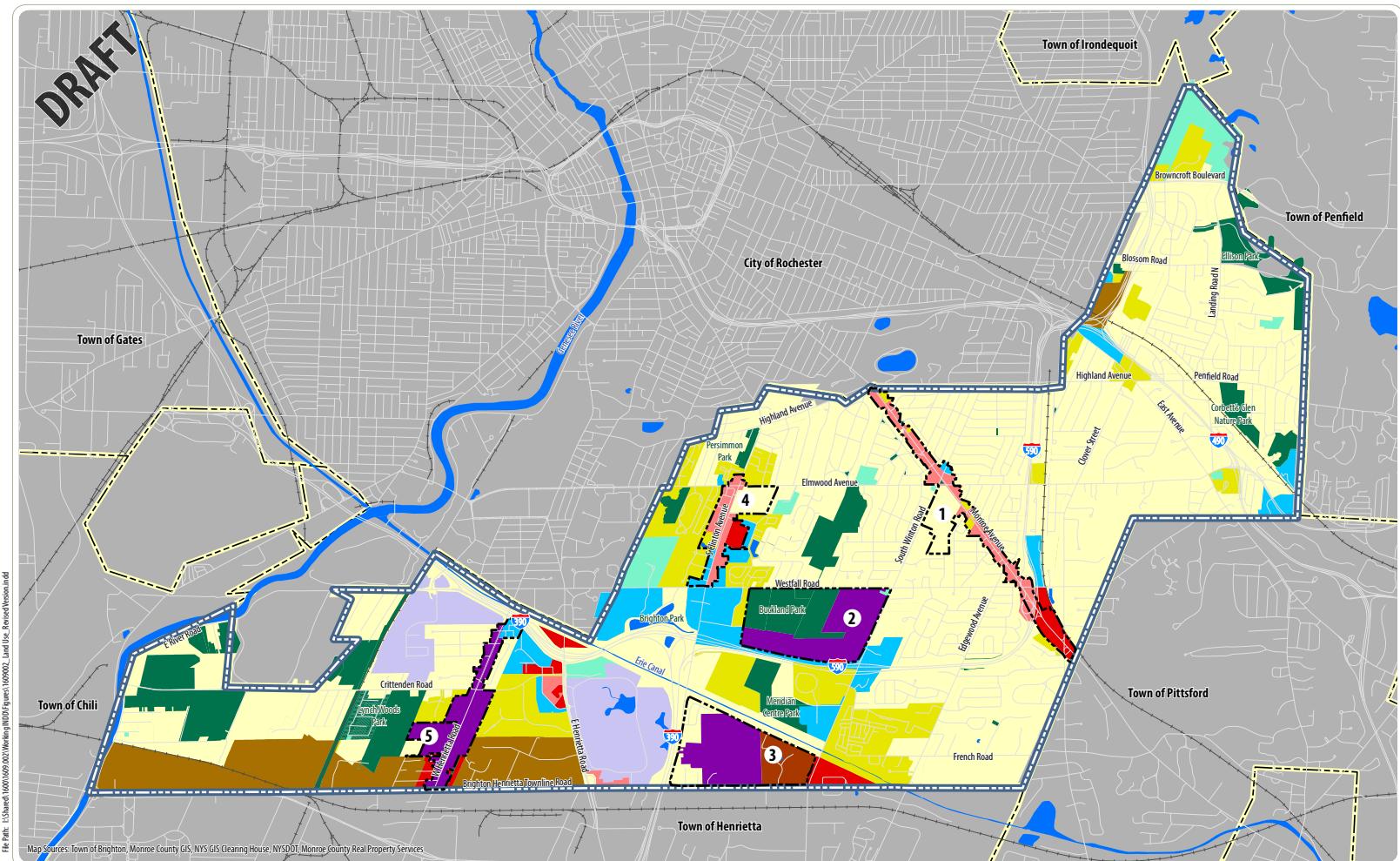
**Master Plan/Corridor Study Areas** – established to provide an area that requires further study or that should be planned and designed by developers for pedestrian-scale urban mixed-use development that supports the residential and employment goals of the Town of Brighton. These areas are intended to attract a wide range of office, technology, commercial, and residential uses, depending on their location. The overall mix and intensity of uses within these areas will

develop over time. Consequently, decisions made in early phases of development or redevelopment will need to take into consideration the long-term build-out of the entire area. The overall mix and intensity of uses is intended to create a compact neighborhood character, rather than a typical suburban character. The form of development is expected to use smart growth guidelines and therefore, setbacks, heights, landscaping, parking, and design standards are to be urban in scale and configured in a layout utilizing the street system to create a human-scale, pedestrian-oriented new center. Development is expected to include features such as gateways, water access, and open space. High-quality development is anticipated, encompassing a mix of residential neighborhoods, shopping, and employment areas and public facilities. This classification is also intended to encourage the Rochester Multiversity concept, as west Brighton potentially transitions to a combinations of retail, service, office, residential, high education and civic uses.

**Park** – areas designated as town, county or state parks, owned and operated by a government entity. This classification shall also include lands that are considered for conservation easements or environmental sensitive areas.

**Technology Office Park (TOP)** – areas for business, industry and offices consisting of a high level of design quality, extensive amenities, open spaces and environmental protection. These areas shall encourage the Rochester Multiversity concept by creating visibly high-prestige environments for uses engaged in research and development in a setting with extensive amenities and the infrastructure necessary to conduct business without the need for each use to concern itself with adverse impacts from adjacent uses. Development in these areas will strengthen the Town’s tax base without causing major increases in demand for governmental services.

## LAND USE RECOMMENDATIONS



Prepared by Barton & Loguidice, DPC in association with Vita Nuova, Steinmetz Planning Group, and Highland Planning

envision  
**Brighton**  
planning for a sustainable future

Town of Brighton Comprehensive Plan Update  
**FUTURE LAND USE**

### LEGEND

- [Blue Box] Town of Brighton
- [Yellow Box] Municipal Boundaries
- [Dashed Box] Focus Area Boundaries
- [Purple Box] Master Plan / Corridor Study
- [Green Box] Parks & Open Space
- [Teal Box] Government
- [Light Yellow Box] Low Density Residential
- [Yellow Box] Medium High Density Residential
- [Blue Box] Office
- [Red Box] Neighborhood Commercial Mixed Use
- [General Commercial]
- [Institutional]
- [Technology Office Park]
- [Industrial]
- [Blue Box] Water

1 Monroe Avenue  
2 Westfall Road  
3 Brighton-Henrietta Town Line Road  
4 South Clinton Avenue  
5 West Henrietta Road



August 2017

### **EXISTING CONDITIONS:**

The physical characteristics, existing land uses, infrastructure, and environmental constraints of each of the five focus areas investigated were considered, as were existing traffic patterns.

### **KEY ISSUE IDENTIFICATION:**

A Key Issue Identification report was prepared in an effort to understand the community profile for the Town of Brighton and to summarize important issues, challenges, and opportunities the Town addressed throughout the planning process. Key issues and topics related to the local and regional market, physical infrastructure and community assets such as the transportation network, environmental conditions, parks and open space systems, as well as zoning and land use implications.

### **WESTFALL ROAD OPEN SPACE MASTER PLAN:**

One key task of the Envision Brighton Comprehensive Plan update was to provide a conceptual master plan for the approximately 70 acres of undeveloped land along the south side of Westfall Road adjacent to the anticipated Winter Farmer's Market. The purpose of the Plan was to create a park through community participation that integrates recreational needs, ecological enhancement, and agricultural history while connecting to both its natural and developed context. The Master Plan provides the town with an innovative model for public parkland in the 21st Century, while also preliminarily programming for how this expanded park and open space could be physically linked to future adjacent private development sites.

### **PUBLIC INPUT AND COMMUNITY ENGAGEMENT:**

To ensure that the Plan also addressed the desires and concerns of the public, opportunities were provided to engage Town residents and stakeholders in the development of the Plan's key issue identification, parks master planning, and goal-setting. Several community workshops were held to solicit input from the general public, including school-age kids. Additionally, the public will be given the opportunity to provide their comments on and suggestions for implementation of the Draft Comprehensive Plan at a public meeting prior to the public hearing for adoption. Meeting presentations and summaries have been provided to the public and the Town, and will be available as an Appendix to the Draft Comprehensive Plan.

### **INCENTIVE ZONING AS A PLANNING TOOL:**

Generally speaking, incentive zoning is a provision of a municipal zoning ordinance that allows developers to create a higher density (usually expressed as number of housing units per acre) in return for providing some feature considered to be of public interest - sometimes referred to as a "density bonus". A density bonus under incentive zoning, for example, might be granted by a planning board if a developer provides affordable housing, additional open space, public art, street lighting, or some other desirable public amenity.

Brighton's Incentive Zoning (Chapter 209) plays an important role in the future planning of potential development sites. Upon receiving an application for development, the Town utilizes the existing Incentive Zoning code of the Town's Comprehensive Development Regulations to work with the applicant and reach a favorable development proposal. In practice the Town offers incentives to applicants who in

exchange offer an acceptable amenity to the community.

All applications must go through the Town's sketch plan process, preliminary plan approval, and final site plan review. In some cases a cash payment in lieu of the proposed amenity may be accepted if it is determined by the Town Board that the amenity is not immediately feasible or practical at the time of application.

Brighton is a highly educated, well-developed, diverse community. Unlike many towns throughout the State, Brighton is blessed with the ability to plan future development in a well-balanced sustainable fashion without the urgent economic pressures to develop older downtown or surrounding decaying residential areas to generate needed tax revenues. Brighton has limited development sites available to it for physical growth and, as such, the Town must determine what its development and lifestyle priorities should be as it seeks to define the highest and best uses for its dwindling land resources. Brighton is fortunate in that it has the luxury of planning in a pro-active, rather than reactive, fashion. The Town's usage of incentive zoning has allowed it to control development due to high demand and negotiate for better outcomes because of the strong market. Moving towards 2025, Brighton is ideally positioned to leverage its marketplace potential in a manner that ensures that future developments reflect Brighton's vision for a sustainable and economically stable community.

### ***A NEW BALANCE FOR BRIGHTON: WEST BRIGHTON AND THE "ROCHESTER MULTIVERSITY"***

Since the completion of the Brighton Comprehensive Plan in 2000, one of the most significant changes has been the expanding role of higher education in the local socio-economic landscape. The Greater Rochester, NY region is now home to 19 colleges and universities with more than 86,000 students and 19,000 graduates per year. Colleges and universities in the Rochester area are major employers and economic anchors. As the role of higher education continues to evolve, local colleges are becoming increasingly intertwined with community development initiatives in their host communities. The schools are engines of innovation and catalysts for progressive sustainability in the larger community. Some colleges in the area have signed the American College and University Presidents' Climate Commitment (ACUPCC), which requires hard targets for achieving carbon neutrality.

The three largest schools in the region are the University of Rochester (U of R), Rochester Institute of Technology (RIT) and Monroe Community College (MCC). The University of Rochester is now the largest employer in the region with more than 23,000 faculty and staff. Rochester Institute of Technology has an enrollment of over 18,000 students, and is a recognized leader in sustainable technologies. Lastly, with a main campus located in Brighton, Monroe Community College provides affordable higher education with an emphasis on workforce development.

These three institutions form a close-proximity triangle with West Brighton as the geographic center. The distance from U of R to MCC and from RIT to U of R is about 2.5 miles, and the distance from MCC to RIT is about 3 miles. This triangle has been dubbed the “Rochester Multiversity”.

*The Map on the following page is taken from the BikeWalk Brighton Plan (2012) and illustrates specific project proposals that should be considered by the Town and other stakeholders to leverage this concept into long-term economic development activity in the West Brighton area.* West Brighton is the center of a unique and dynamic synergy of natural resources and powerful educational institutions. The growth of the Rochester Multiversity concept points to the potential emergence of West Brighton as a new center of gravity in the Town. One possible direction for Brighton in the next decade would establish a re-balancing of the traditional “town center” at Twelve Corners with an evolving Rochester Multiversity anchoring west Brighton.

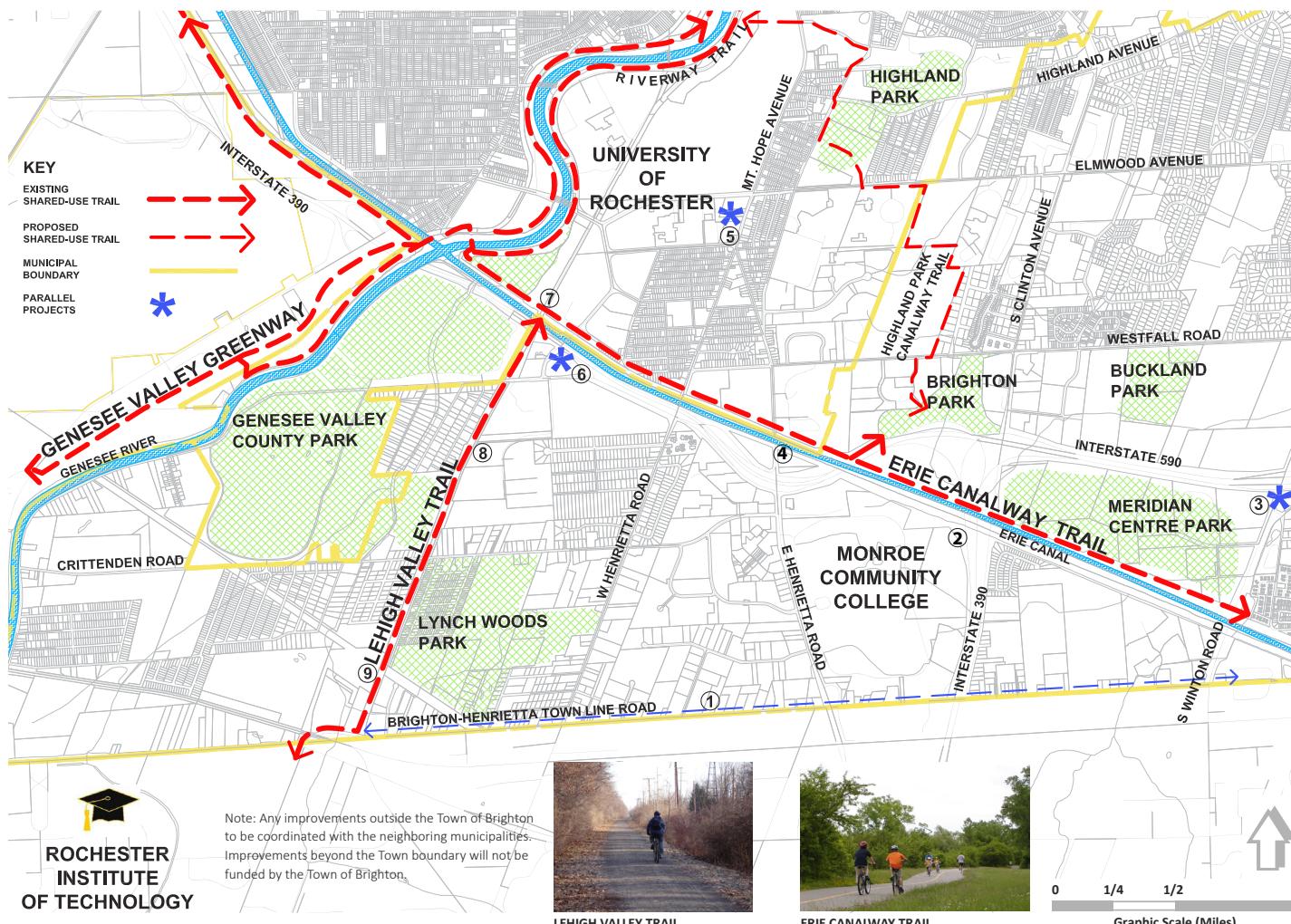
Capturing the potential of west Brighton and the Rochester Multiversity could be important steps on the pathway to community sustainability for the Town of Brighton.

## RECOMMENDATIONS

Figure 34

### Rochester Multiversity Concept

#### Campus-Community Connections

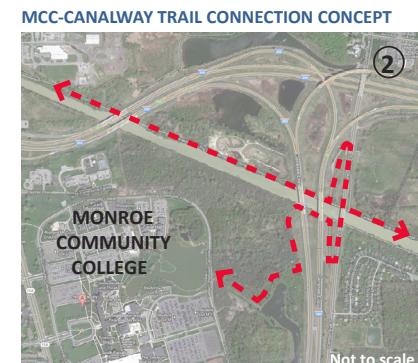


A Comprehensive Pedestrian and Bicycle Master Plan for the Town of Brighton, NY



### Improvements

- POTENTIAL CONTINUOUS TRAIL
- POTENTIAL SHARED-USE TRAIL
- DIVERGING DIAMOND INTERCHANGE
- IMPROVED PEDESTRIAN AND BICYCLE CROSSING
- UNIVERSITY OF ROCHESTER COLLEGE TOWN
- ACCESS 390 PROJECT
- POSSIBLE LEHIGH VALLEY TRAIL IMPROVEMENTS
- POSSIBLE ERIE CANALWAY TRAIL IMPROVEMENTS
- POTENTIAL UPGRADES TO LEHIGH VALLEY TRAIL



Prepared by edr Companies in association with Sprinkle Consulting and SRF & Associates

## MONROE AVENUE FOCUS AREA

The Monroe Avenue corridor has been the subject of several studies over the last decade in the Town of Brighton. The Monroe Avenue Comprehensive Plan (MACP), adopted by the Town Board in 1997, recommended strategies to maintain the commercial success of the avenue and protect adjacent residential neighborhoods. Code amendments guided by the recommendations of the plan were adopted in 1998. The Monroe Avenue Design Plan, Guidelines and Standards, adopted in 1999, provided design standards for public and private property on the avenue. In 2000, the first phase of the Monroe Avenue Corridor Study was completed in a cooperative effort between the Towns of Brighton and Pittsford, the Village of Pittsford, and the City of Rochester. The corridor study addressed the common goals of economic growth, transportation enhancement, promotion of historic/tourism attractions and improvement of the quality of life in the Monroe Avenue Corridor. The Monroe Avenue Corridor Community Vision Plan (2011) incorporated ideas for design and development recommendations for segments of Monroe Avenue. In 2012, BikeWalk Brighton – A Comprehensive Pedestrian and Bicycle Master Plan, was prepared to summarize key improvements to the Town's active transportation and multi-modal facilities, including signature improvements to the Monroe Avenue corridor and the addition of signature Bike Boulevards on key connectivity corridors. Finally, the Town's Green Innovation Grant Program (GIGP) project identified key design recommendations that should continue to be carried out through future capital projects related to Monroe Avenue including reduction of curb cuts, parking enhancements, landscape

treatments, stormwater management, and signage and lighting.

The following recommendations for the Monroe Avenue corridor draw from the strategies and recommendations of the plans mentioned above, the Key Issue Identification document, the Policy Framework for Envision Brighton, as well as ideas and priorities set forth working in conjunction with the Envision Brighton Steering Committee.

1. Update The Monroe Avenue Comprehensive Plan (MACP) to evaluate and define specific recommendations related to zoning and land use along the Monroe Avenue corridor.
2. Increase safety for all modes of transportation through high visibility crosswalks, additional wayfinding signage and pedestrian countdown signals.
3. As the Town's core commercial and mixed use area, Twelve Corners should invoke a "village-like" atmosphere where pedestrians are encouraged to safely walk from one destination to another. Providing physical improvements such as sidewalks and green spaces within parking areas that connect one parcel or one building to the next will greatly enhance the visitor experience

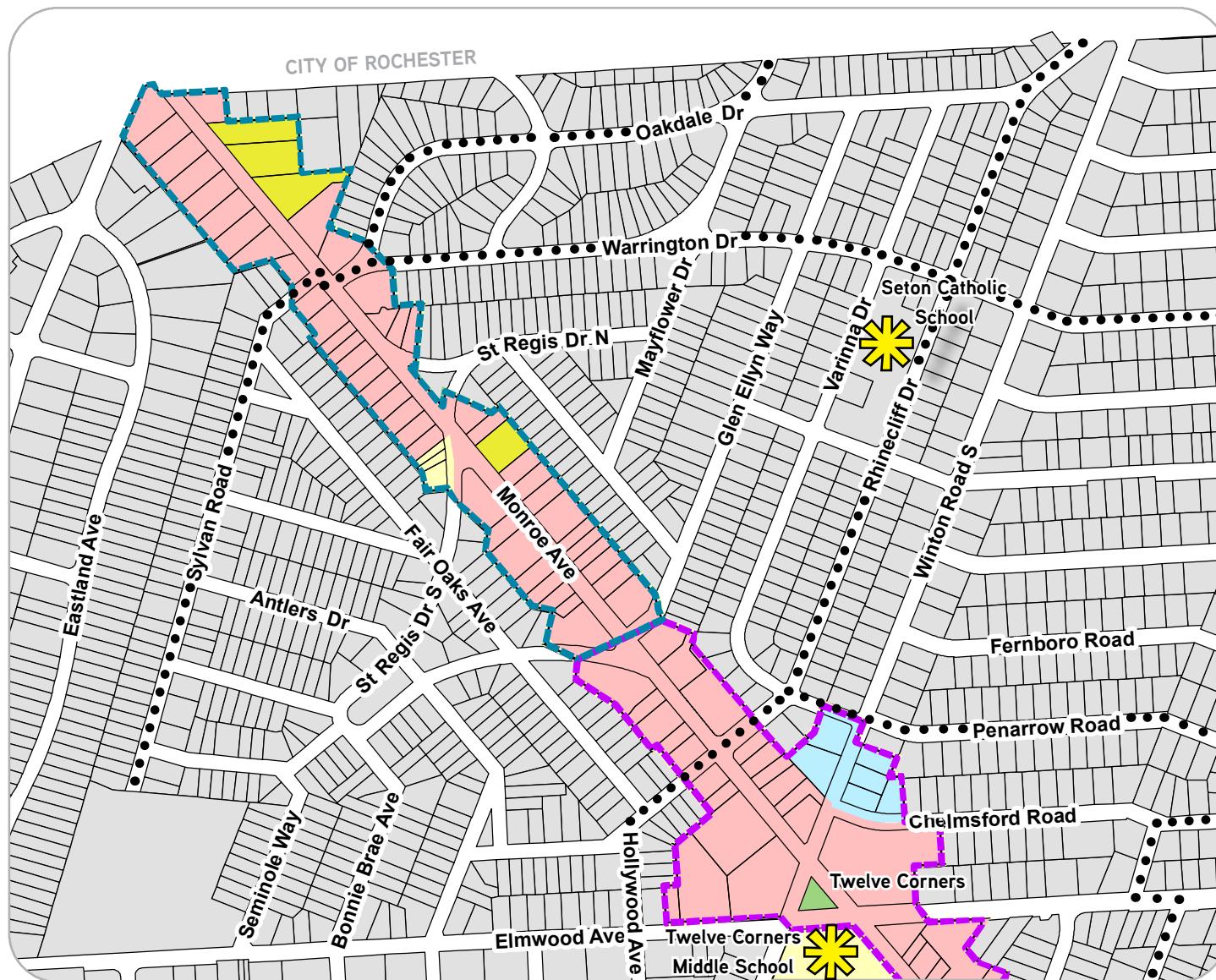


and provide a sense of safety and security.

4. Emphasize maximum building heights of two to three-stories in the Twelve Corners area, specifically between Glen Ellyn and Roosevelt Roads.
5. Maximum building heights should be a maximum 2-stories from the City line to Glen Ellyn Road in the northern Monroe Avenue segment, and from Roosevelt Road to the Town line in the southern segment. A maximum of 3-stories shall be suitable only for the Twelve Corners area. An Urban-Rural Transect model-type transition for building heights between areas should minimize the impacts on adjacent residential neighborhoods.
6. All future development or redevelopment proposals should incorporate design provisions for the street edge including signage, landscape buffers, sidewalks, and lighting, including building faces at a zero lot line along the sidewalk frontage.
7. As redevelopment on existing sites occurs over time, consider best practices for access management by consolidating parking areas and driveways where practicable, via the use of on-street parking, municipal parking lots, or underground parking. Replace large expanses of asphalt along the road frontage with green space and amenities.
8. Consider and discuss with NYSDOT a “road diet” along Monroe Avenue north of Twelve Corners to Highland Avenue. Employing best practices to allow for wider shoulders for pedestrians and bicyclists, reducing vehicle speeds, frequency and severity of collisions and crossing widths, and providing provisions for on-street parking would contribute to the safety and overall character

of the Monroe Avenue corridor.

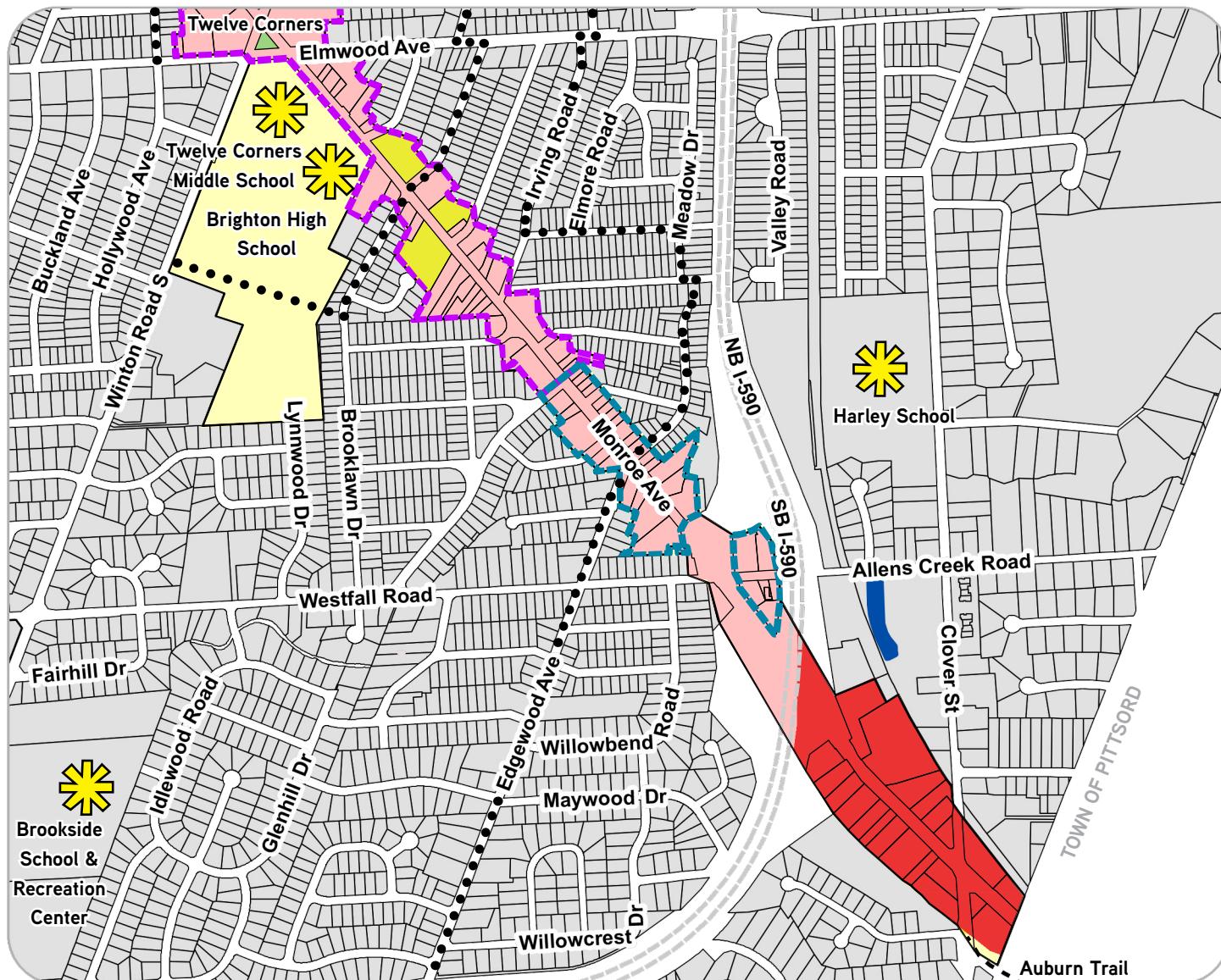
9. Pursuant to key recommendations from BikeWalk Brighton, enhance bicycle linkages from existing neighborhoods to employment and commercial areas along Monroe Avenue by including more bicycle boulevards.
10. Establish a dialogue with existing business owners along Monroe Avenue to discuss how parking and accessibility can be improved to foster and encourage business retention and growth. Simple enhancements which consider how a business addresses the street edge and pedestrian environment can have positive impacts to a business's bottom line.
11. Make necessary adjustments to the Town's zoning code to reflect the form, function and pattern of development along Monroe Avenue that best addresses the street edge, both in the mixed-use commercial segment north of Westfall Road as well as the higher-density commercial area southward.
12. Consider the addition of small scale, well designed, and strategically located public parking areas along Monroe Avenue.
13. Mixed-use development should continue to be encouraged along all segments of Monroe Avenue, with proper buffers and screening between commercial uses and adjacent residential neighborhoods.



## MONROE AVENUE NORTHERN SEGMENT

- 1 & 2 Story Building Height
- 2 & 3 Story Building Height
- Bike Boulevards
- Multi-Use Trails
- Master Plan / Corridor Study
- Town Parks & Open Space
- County Parks
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial Mixed Use
- General Commercial
- Institutional
- Technology Office Park
- Industrial
- Schools





## MONROE AVENUE SOUTHERN SEGMENT

- 1 & 2 Story Building Height
- 2 & 3 Story Building Height
- Bike Boulevards
- Multi-Use Trails
- Waterbodies
- Master Plan / Corridor Study
- Town Parks & Open Space
- County Parks
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial Mixed Use
- General Commercial
- Institutional
- Technology Office Park
- Industrial
- Schools

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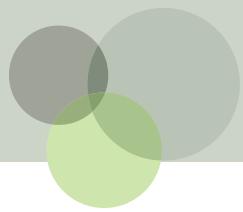
## WESTFALL ROAD FOCUS AREA

The Central Brighton / Westfall Road Open Space Focus Area is comprised of town parkland and is the largest assemblage of contiguous park and open space land in central Brighton. These areas are notable for their relative lack of environmental constraints and their location adjacent to the I-590 expressway. Environmentally, the areas are impacted by the 100-year flood plain of the West Branch of Allens Creek, which runs west to east through the central portion of the area, small areas of woodlot in the eastern portion of the focus area, and small wetland areas associated with the West Branch of Allens Creek. An extension to Senator Keating Boulevard is planned to parallel the path of the West Branch of Allens Creek and will impact minor wetland areas and involve filling in the floodplain. Future development in this area would be required to preserve the capacity of the floodplain and the quality and quantity of water flowing into the West Branch of Allens Creek.

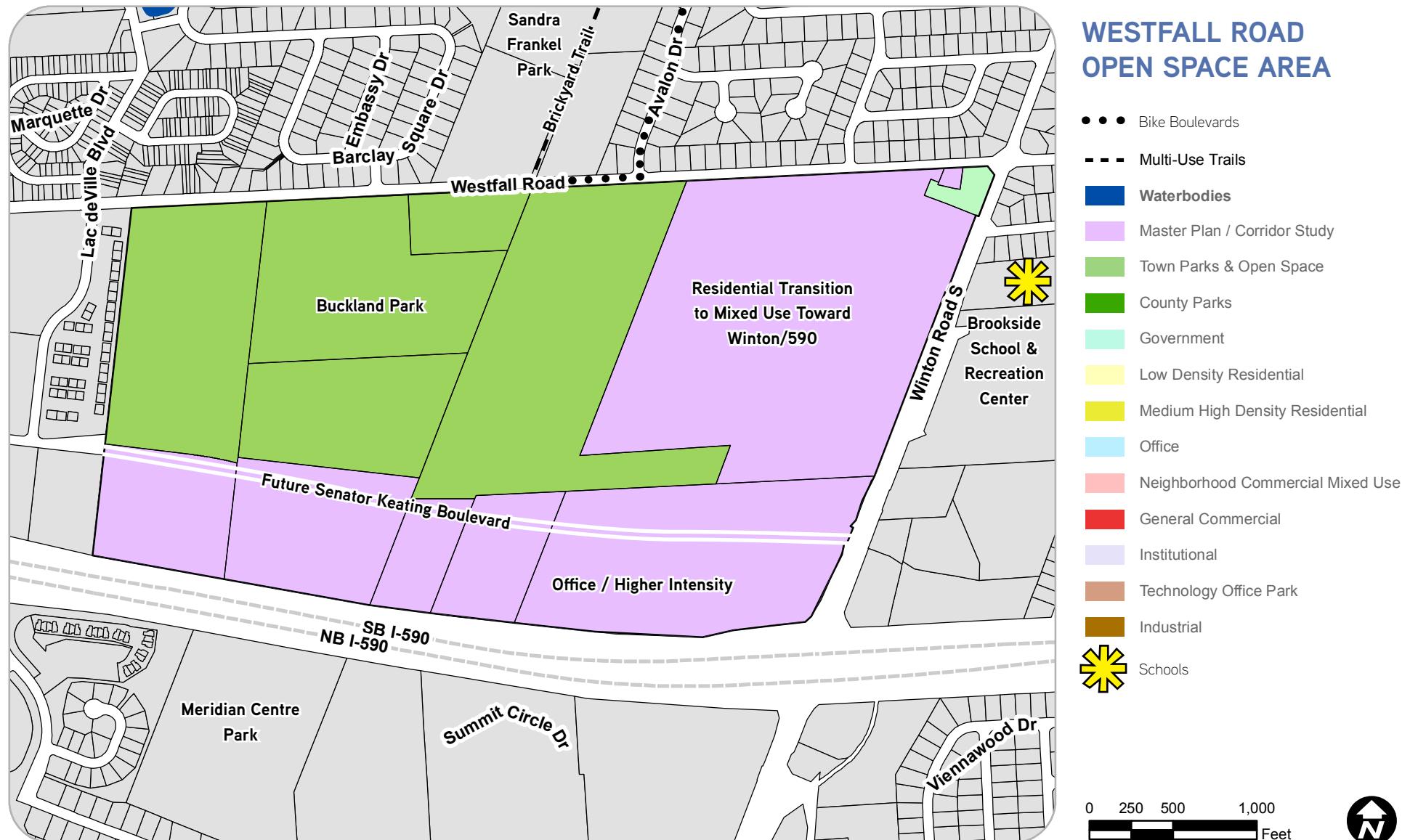
Throughout the planning process the public often stated its desire to preserve open space in this area where possible, while also allowing for Smart Growth. Notable considerations for future development take into account the future extension of Senator Keating Boulevard to Winton Rd., and the town parkland in the center of the area on Westfall Rd for which a Master Plan was prepared as part of the Comprehensive Plan update process. Apart from environmental concerns, proposed uses in the area must take into account the residential development to the north of Westfall Rd., the office development to the west and east, and the expressway to the south.

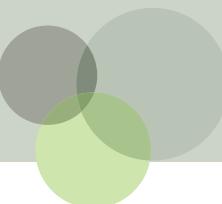
The amount of existing open space in this focus area is an important factor because the manner in which it develops will have a significant impact on traffic volumes, and ultimately, the character and sense of place in this part of Town. The land use recommendations that follow are guided by existing assets present within and in proximity to the focus area, the Westfall Road Open Space Master Plan, the opportunity to extend Senator Keating Boulevard, and the importance of maintaining and preserving some of the areas more critical and pronounced open space systems. The following recommendations also draw from the Key Issue Identification document, the Policy Framework for Envision Brighton, as well as ideas and priorities set forth working in conjunction with the Comprehensive Plan Steering Committee.

1. Any proposed development in this area should be presented in the form of a Master Plan for the entire focus area taking into consideration the future construction of Senator Keating Boulevard, the Westfall Road Open Space Master Plan prepared as part of Envision Brighton, and other land use recommendations summarized in this section.
2. Continue discussions with private developers, State and County DOT's, and the Genesee Transportation Council (GTC) to foster the extension of Senator Keating Boulevard to connect to Winton Road. Not only would the extension induce economic development by opening up more road frontage and accessibility to interior portions of the focus area, but it would also alleviate traffic concerns along Elmwood, Clinton and Westfall Roads as a result of future development.



3. Density of development should be greatest parallel to and in proximity of I-590, and decrease as patterns transition northward to Westfall Road.
4. A generous setback or open space buffer should predominate along Westfall Road between Buckland Park and Winton Road to preserve the open space network in this area, provide ample room for landscape screening and amenities, and to protect the integrity of residential lots on the north side of Westfall Road.
5. Future development proposals should preserve natural resources and important open space while allowing for revenue-generating mixed-use development. A Master Plan should reflect land uses and patterns in this area within the following context, at minimum:
  - » More dense development along I-590 expressway;
  - » Office development that takes advantage of recent trends of higher education institutions moving further away from their campuses into host communities;
  - » The ecological sensitivity of Allens Creek adjacent to Senator Keating Boulevard Extension. Consider a greenway of connected open spaces that should be preserved and built into future Master Plans;
  - » Parking facilities for future office developments should be planned and designed to accommodate users of nearby parks so that shared parking can be provided after business hours, similar to Meridian Park.
6. As illustrated in the Buckland Park Master Plan presented in Section XX of the Comprehensive Plan, primary vehicular access to Buckland Park should be off of Senator Keating Boulevard in the future. The driveway off of Westfall Road should remain as a secondary entrance. Community connectivity, emergency access, and park maintenance will all be enhanced by maintaining two access points.
7. Future development within this focus area must consider the limited capacity of the exiting sewer line that runs parallel to Allens Creek.
8. Identify locations where pedestrian connections can be extended from Buckland Park to future development sites as build-out occurs.





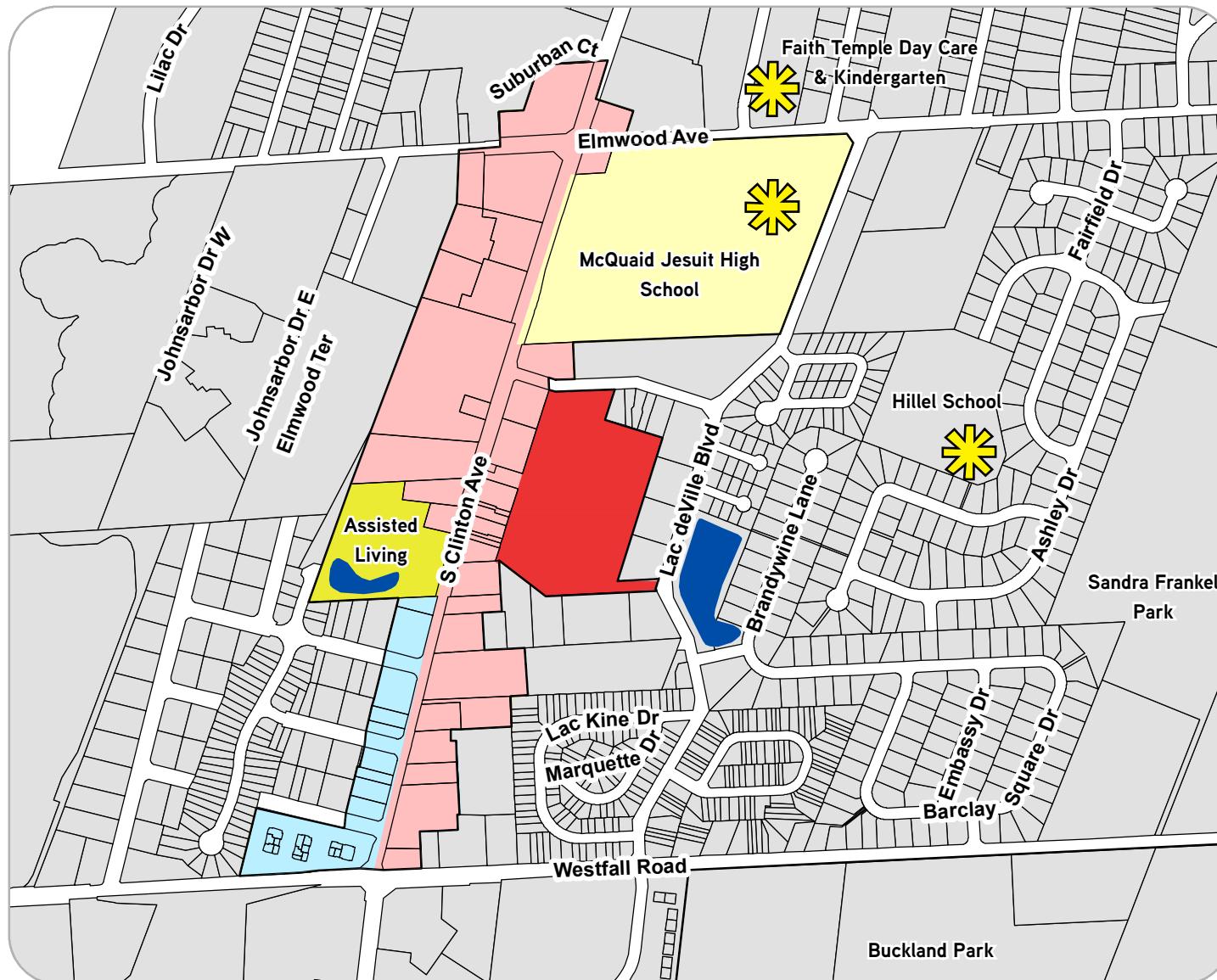
## SOUTH CLINTON AVENUE FOCUS AREA

This area is largely characterized by Brighton Corners office park, Tops Plaza, McQuaid Jesuit High School and a woodlot Environmental Protection Overlay District (EPOD). It is critical that future land use considerations for this focus area strengthens the commercial core while protecting the integrity and value of surrounding residential areas.

The following recommendations draw from issues identified during the planning process, the Policy Framework for Envision Brighton, and strategies set forth working in conjunction with the Envision Brighton Steering Committee.

1. Predominate land uses should continue to reflect general office and commercial development.
2. All future development proposals must take into account traffic impacts on existing infrastructure and nearby non-commercial areas.
3. Incorporate a woodland buffer on the existing EPOD site on the west side of South Clinton Avenue across from Tops Plaza to preserve and protect surrounding land uses.
4. Consider sidewalk extensions to Westfall Road on the western side of South Clinton to provide improved multi-modal connectivity between the various current and future developments west of South Clinton.

5. Internal pathways linking the various residential uses from their respective sites, to the eastern side of South Clinton should be considered to provide safer pedestrian accommodations to core commercial and office areas.

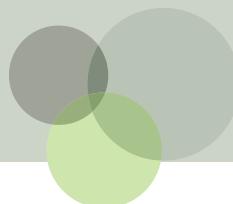


## SOUTH CLINTON AVENUE

- Multi-Use Trails
- Waterbodies
- Master Plan / Corridor Study
- Town Parks & Open Space
- County Parks
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial Mixed Use
- General Commercial
- Institutional
- Technology Office Park
- Industrial
- Schools

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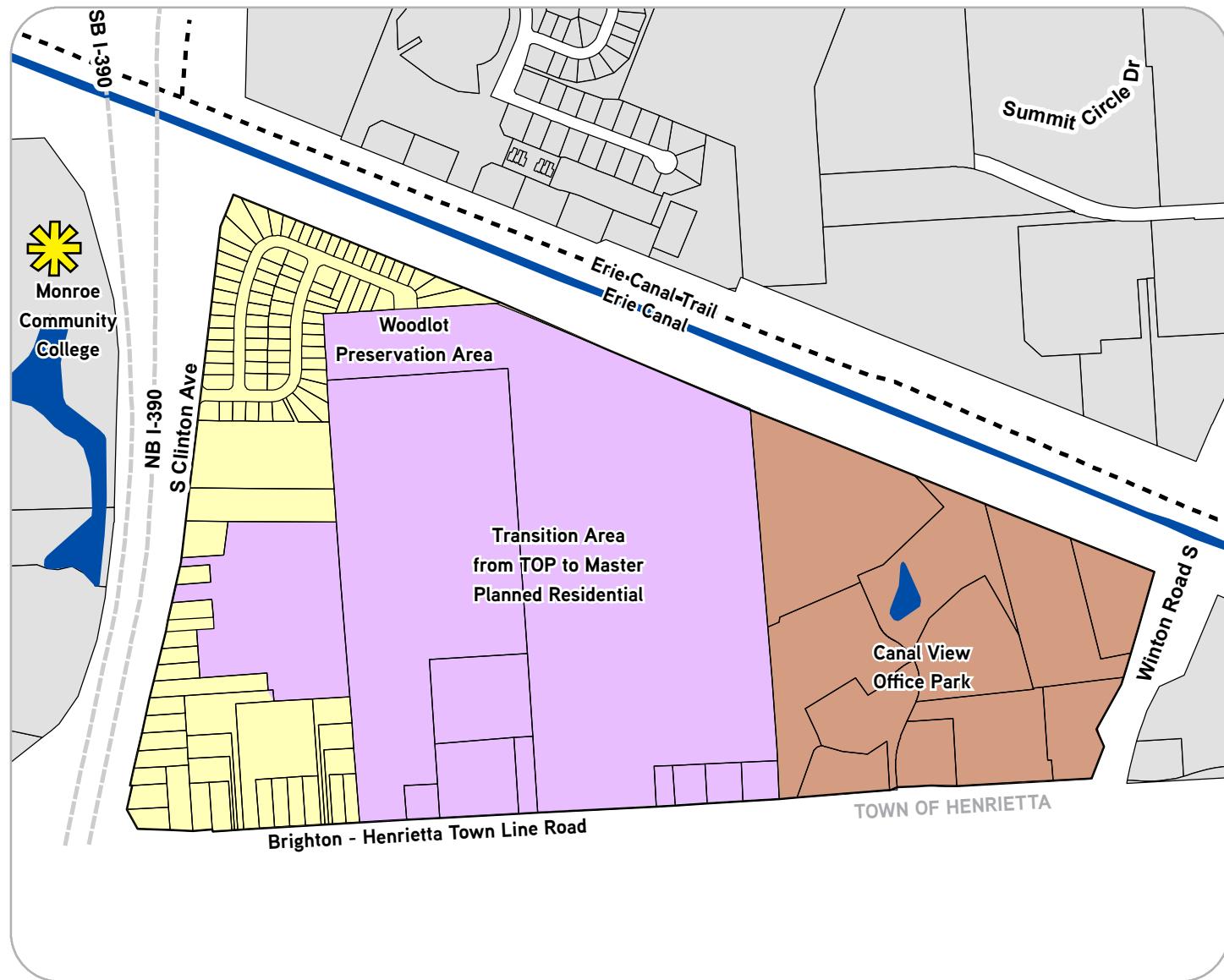


## BRIGHTON - HENRIETTA TOWN LINE ROAD FOCUS AREA

This focus area has largely been comprised of low density residential development to the west and Canal View Office Park (TOP - Technology Office Park) to the east. In between is primarily former agricultural land. Known environmental constraints consist of woodlot areas along the Erie Canal, which forms the northern border of the area, and behind the residential development along S. Clinton Ave. The central portion is primarily grass and scrub-land, and an unnamed stream flows through the central portion of the area. Existing development in the western portion is served by town sanitary sewer lines, pumped to the north to connect with the central Brighton trunk line. Properties along Town Line Rd. have been granted access to the Town of Henrietta line along that road, but accessibility to that line for the interior of the area is questionable. A connection to the town's sewer system is located in the Canal View Office Park, to the east, and would be the likely source for the interior of the area. Road frontage in the focus area is largely single lot residential and vacant lots, which contrasts significantly from the industrial/manufacturing facilities along the focus area's southern border on Town Line Road and the I-390 expressway along its western border.

The following recommendations reflect goals and recommendations summarized in the Key Issue document and the Policy Framework for Envision Brighton, as well as strategies set forth working in conjunction with the Comprehensive Plan Steering Committee:

1. Consider preparation of an area-wide Master Plan for this focus area that incorporates a transition from low-density residential adjacent to the expressway and along Town Line Road to medium-density residential on the interior of the focus area south of the canal. Transitions in land use in any future Master Plan for the focus area shall also consider the expansion of the Technology Office Park (TOP) site.
2. Incorporate development controls to prevent adverse impacts to the canal bank, the stream, and woodlots on the site during future site plan reviews.
3. Ensure future development provides physical pedestrian links to the Erie Canal Towpath, if feasible. Due to the change in grade from the toe of the canal embankment to the top of it, a design study may be needed to ensure ADA accessibility.
4. Minimize new driveways by required use of shared driveways and parking facilities of any new non-residential developments along South Clinton Avenue and Town Line Road. Future residential development on the interior of the focus area should be limited to one access point on each road.
5. Preserve as much open space as possible parallel to the canal to provide adequate buffers between developments and the towpath, and to ensure a contiguous open space system within future developments. Provide a continuous shared use pathway on the north side of Brighton - Henrietta Town Line Road from Winton Road to the south entrance of MCC.
6. Clustering should be considered in this sub area to minimize disruption and fragmentation to existing open spaces.



## BRIGHTON - HENRIETTA TOWN LINE ROAD

- Multi-Use Trails
- Waterbodies
- Master Plan / Corridor Study
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- Schools

## WEST HENRIETTA ROAD FOCUS AREA

This area is comprised of commercial, retail, restaurant, and office between Brighton-Henrietta Town Line Road and Crittenden Road. Bordered on the west by light industrial and residential apartment uses and large expanses of open space, this focus area is largely built out and caters heavily to the automobile. The area north of Crittenden Road takes on a drastically different development pattern as single-lot residential uses.

This focus area provides opportunities for commercial and mixed use redevelopment. West Henrietta Road and Brighton Lynch Woods Park both occur within the Rochester Multi-Versity area, which is loosely defined as the triangle formed by MCC, U of R, and RIT.

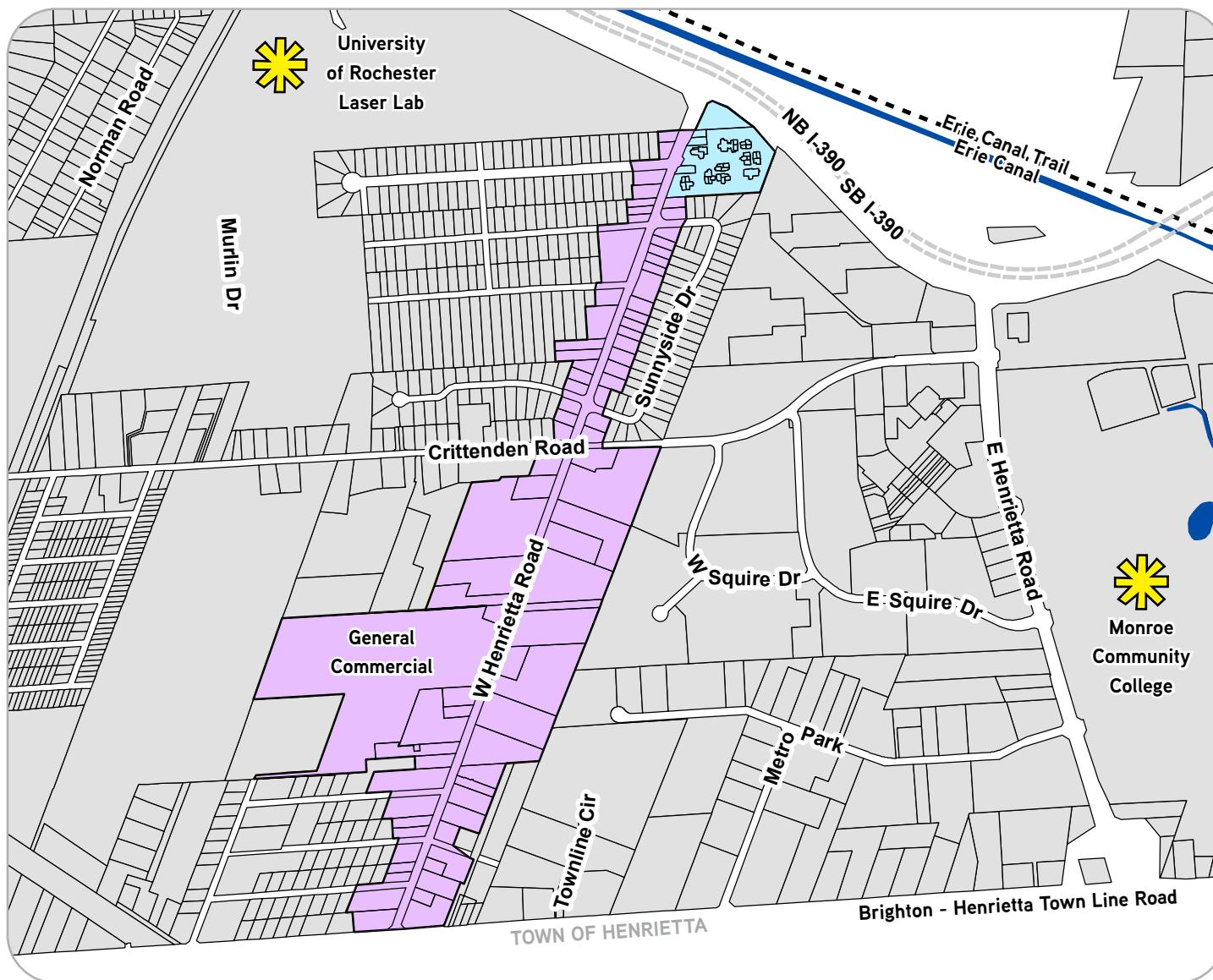
Development in Henrietta has increased through-traffic and threatened the continued success of businesses in Brighton within this focus area. Traffic levels have reached the point where detached housing on W. Henrietta Rd. may not continue to be viable. At the same time, it is important to protect the residential development behind the W. Henrietta Rd. properties from the impacts of commercial development.

The following recommendations reflect goals and recommendations summarized in the Policy Framework for Envision Brighton:

1. As redevelopment on existing sites occurs over time, consider best practices for access management by consolidating parking areas and driveways where practicable.
2. Consider provisions for a contiguous system of sidewalks or side paths that would allow for biking and walking from nearby residential areas to commercial, retail or restaurant destinations.

Provide surface enhancements and access improvements to the Lehigh Valley Trail, which runs adjacent to Brighton Lynch Woods Park. Encourage connections from the Lehigh Valley Trail to redevelopment projects along and adjacent to W. Henrietta Road.

3. Pedestrian accommodations from the Erie Canal Trail Towpath to the W. Henrietta Road commercial corridor should be considered in future planning and design feasibility studies.
4. A study should be conducted for the entire West Henrietta Road corridor. The Study should recommend, at minimum, appropriate land use along with site development standards for the frontage parcels. Best practices for parking and access management should be the cornerstone of future redevelopment and improvements to the W. Henrietta corridor. The Monroe Avenue Design Plan, Guidelines & Standards and the Monroe Avenue Corridor Community Vision Plan could be used as a model for the new study.
5. Consider measures to take advantage of the “Multi-Versity” concept - the expanding role of higher education in the future development landscape of this area. West Brighton is the center of a dynamic synergy of natural resources and powerful educational institutions. One opportunity for Brighton in the long-term would be to establish a re-balancing of the traditional “town center” at Twelve Corners with an evolving Rochester Multi-Versity surrounding West Brighton.



## WEST HENRIETTA ROAD

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