

Town of Brighton Monroe Avenue Corridor Community Design Charrette

**Preliminary Report
June, 2010**



Prepared by



A Community-Based Vision Plan for the Town of Brighton/Monroe Avenue Corridor Preliminary Report

June 2010

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The Brighton/Monroe Avenue Corridor Preliminary Report was prepared by Nicole Mihevic, in conjunction with Joni Monroe and staff at the Rochester Regional Community Design Center (RRCDC), with contributions from the Brighton Town Historian, Mary Jo Lanphear, and input from the Brighton Steering Committee and Town of Brighton staff. The RRCDC would like to commend the Brighton Steering Committee for guiding the charrette efforts. The RRCDC would also like to thank the following organizations: Brighton Central School District, Brighton Chamber of Commerce, and Brighton Neighbors United.

This Preliminary Report contains general background about the project, including descriptions of the history and physical aspects of the Brighton Monroe Avenue Corridor, the charrette planning process and the charrette event. It also contains materials produced at the charrette event, including complete, typed transcriptions of the charrette notes and samples of the charrette drawings. The transcriptions and drawings are the direct output of the community members at the charrette and have not been altered except for formatting to fit these pages.

Digitized copies of this report as well as a complete set of the scanned charrette drawings will be provided to the Steering Committee along with this report, and will also be available for use at the RRCDC office.

Table of Contents

Introduction.....	3
History of Brighton/Monroe Avenue.....	3
The Corridor Today.....	4
Planning and Coordination.....	5
The Charrette Day.....	5
Charrette Focus Area Descriptions, Transcriptions, and Drawings	
Focus Area 1: Monroe Avenue Total Corridor.....	8
Focus Area 2: Monroe Avenue West End.....	16
Focus Area 3: Twelve Corners.....	27
Focus Area 4: Monroe Avenue Mid Section.....	35
Focus Area 5: Monroe Avenue East End.....	43
Brighton Community Design Charrette Steering Committee Members.....	52

Introduction

On Saturday, June 5, 2010, the Town of Brighton hosted the Brighton/Monroe Corridor Community Design Charrette to engage stakeholders and gather ideas that might serve as a basis for the creation of a Community Based Vision Plan. The event attracted over 70 residents and stakeholders, and over 30 local design professionals who served as facilitators. The charrette material, provided on the following pages, will be analyzed, synthesized, and incorporated into a final Vision Plan that will be produced by the RRCDC with direction from the Brighton Steering Committee during the post-charrette process.

History of the Monroe Avenue Corridor

Brighton's first residents were Native Americans, members of the Seneca tribe of the Iroquois confederacy. Their trails crossed the Genesee country, connecting Lake Ontario with the Genesee River. Settlers coming to the area after the Revolutionary War used these same trails to search out land for purchase.

Named by William Billinghamurst for his home in England, Brighton stretched from the Genesee River on the west to Irondequoit Bay and Penfield on the east, from Lake Ontario on the north to the Henrietta town line. In 1814 the population of Brighton was 2,860. Nine years later, however, the village of Rochesterville outgrew its 100-acre lot on the west side of the Genesee River and expanded across to the east and south, annexing 257 acres of Brighton territory and reducing the Town's population by 30%. As it emerged as a city Rochester continued to appropriate land from Brighton throughout the nineteenth and twentieth centuries.

Monroe Avenue one of Brighton's main corridors, has its origins in the earliest history of this area. It was named for the 5th president of the United States, James Monroe, who served two terms from 1817 to 1825. Because of its proximity to the Erie Canal, it appears that Monroe Avenue was developed earlier than the other two main routes that fanned out from the City of Rochester, East Avenue and Henrietta Road. Both of those roads remained rural and agricultural well into the nineteenth century. Monroe Avenue in the area between the city and the canal crossing was a more commercial corridor with shops, taverns, and businesses supplying the needs of the canal workers and travelers.

In 1856, Gideon Cobb established the Rochester Brick and Tile Company, a business that utilized the vast vein of clay that existed in central Brighton, occupying both

sides of Monroe Avenue from Highland Avenue to close to the Twelve Corners. It included a factory complex, sheds, extruding machines, brick kilns, and railroad tracks as well as worker housing, in short, a huge manufacturing operation that shipped millions of bricks and drain tiles all over the U.S. and Canada. South and east of the Twelve Corners large farms extended to the Pittsford town line. Called the Rochester to Pittsford Plank Road, Monroe Avenue was a toll road, and traveling certain stretches of the road required a payment to the landowner for his maintenance of the highway.

Horses pulled farm wagons and carriages along Monroe Avenue, and later through the 1890s they pulled street cars along its route through Brighton. In 1900, Ellwanger & Barry granted a 50-acre right-of-way to the Rochester & Eastern Rapid Railway to construct an electrically-powered, interurban line along the avenue extending from Rochester to Geneva via Brighton, Pittsford, and Canandaigua. The establishment of clean, convenient and regular public transportation from city to country was one of the factors that fostered the development of suburban housing developments along its path.

Brighton's housing development continued throughout the twentieth century with new people migrating from the city along the West Henrietta Road, Monroe Avenue and East Avenue corridors. The avenue itself saw a mixture of commercial and residential building development. The early 20th century apartment houses met the needs of renters who wanted to live in Brighton and commute by street car to work in the city. There were also dual-purpose buildings with businesses on the first floor and apartments on the second floor.

The Corridor Today

Except for a few scattered lots and two large dairy farms in central Brighton, the town is completely developed with homes, office buildings and small businesses occupying the former farm lands. At its widest, three miles in distance, the town extends in a crescent shape, thirteen miles from a former Native American Landing at the northeast corner to the Genesee River in West Brighton.

Monroe Avenue is a major thoroughfare for the town of Brighton as well as adjacent communities. With I-590 on the west end of the corridor where the traffic exceeds an average daily totals of 40,000 near the entrance and exit ramps. This traffic corridor carries commuters, business owners, and local neighborhood traffic. Once a

multi-modal corridor with street cars and electric powered trains it has been reduced to a strictly vehicular traffic road, including a public bus route.

Many of the homes developed along Monroe Avenue have been successfully adapted into businesses and retail uses, most having separate drives and their own parking lots which encroach upon the sidewalk. There are challenges maintaining a safe and inviting pedestrian environment including proximity to the street, heavy traffic, crosswalk timing, and the low quality and quantity trees and landscaping.

Twelve Corners is a central node having great potential as a town center. Currently the access and walkability of this area is limited due to excessive traffic from three main streets that intersect here (Monroe Avenue, Elmwood Avenue and Winton Road) and poor crossing connections.

In recent years efforts have been made to enhance Brighton with banners and light posts which are now aged and in addition to the other signage are inconsistent along the entire corridor, leaving people with limited sense of place. The goal of the community members is to make Brighton and Monroe Avenue a destination with gateways defining its identity.

Planning and Coordination

Planning for the Brighton Monroe Avenue Corridor Charrette began during the winter of 2010 and has been guided by the Brighton Steering Committee, composed of representatives from a variety of stakeholder groups working in conjunction with town staff and the RRCDC. They began meeting in February 2010, reviewed a time line and planning schedule, established the official charrette boundaries and focus areas and identified potential partners.

The Steering Committee met monthly with the RRCDC to assist in coordinating the charrette. During meetings and walking tours of the area with the RRCDC, much of the discussion and planning focused on the topics to be covered during the charrette. The steering committee defined the charrette focus areas and identified major design concerns based on an assessment of the existing assets and problem areas. The Steering Committee also helped to plan the structure of and coordinated the logistics of the event itself.

Planning and carrying out Brighton Charrette required many hours of intensive work on the part of the Steering Committee members. The time commitment from individuals was both a major challenge and a necessary ingredient in the charrette

process. RRCDC assembled a group of design professionals who reside in the town, who meet in tandem and inform the design issues in the process.

The Charrette Day

The Charrette took place on Saturday, June 5, 2010, held in the cafeteria of the Brighton High School. The event attracted nearly 70 neighborhood residents, stakeholders, and over 30 design professionals and facilitators. A great range was represented among the participants; ideas and input were gathered from business people, students and new and long-term residents alike.

The event began at 8:30am with coffee and pastries, and several opening speakers. Remarks were made by Sheila Gaddis, Chair & Town Council person and William Price, Co-Chair & Planning Board Vice-Chair. Brighton Historian, Mary Jo Lanphear discussed the history of the Monroe Avenue area sharing maps and historical writings. Roger Brown, of RRCDC, provided a presentation on principles of good design and Joni Monroe, Executive Director, RRCDC, concluded the introduction session with an overview of charrette day procedures.

Attendees were then dispersed into ten different teams to explore five pre-determined focus-areas.

The five focus areas are as follows:

1. Monroe Avenue Total Corridor- The area includes the length of Monroe Avenue from the intersection at Highland Avenue to the Pittsford Town Line just south of the Clover/Monroe intersection.
2. Monroe Avenue West End- The area that extends from the border with the City at Highland Avenue to Hollywood. Two distinct sub-areas include 1) Highland to Grinnell's Restaurant and 2) Grinnell's Restaurant to the west side of Twelve Corners.
3. Twelve Corners- The intersections "12 Corners" and the areas in context that frame it including commercial, residential and school campuses.
4. Monroe Avenue- Mid Section- The area between the east Twelve Corners and Edgewood Avenue. Two distinct sub areas include 1) East Twelve Corners to Brooklawn School Zone and 2) Brooklyn to Edgewood Avenue.
5. Monroe Avenue East End-This includes the area between Edgewood Avenue and Clover Street to the Pittsford border. Two distinct sub areas include 1) Edgewood to west side of Expressway and 2) West side of Expressway to Clover Street/Pittsford border.

For an intense hour and a half, the teams, comprised of facilitating design professionals and neighborhood stakeholders, walked through their focus-areas, taking note of both the positive and negative elements that they observed, and drafting comments and ideas of a vision for improvements and changes.

The teams returned to the cafeteria for a working lunch, and began drafting both written notes and visual renderings expressing their ideas. At the end everyone gathered and each team made a brief presentation to the entire group, explaining their ideas. Following the presentations, the RRCDC had the materials produced at the charrette scanned and transcribed the notes from each group.

Brighton/Monroe Avenue Corridor

COMMUNITY DESIGN CHARRETTE

Focus Area #1 (1A, 1B): Monroe Avenue Total Corridor

Description: The focus area includes the length of Monroe Avenue from the intersection at Highland Avenue to the Pittsford Town Line just south of the Clover/Monroe intersection.

Seven distinct sub-areas have been identified along the length of Monroe Avenue as follows – 1) Highland Avenue to Grinnell’s Restaurant 2) Grinnell’s Restaurant to the west side of Twelve Corners 3) Twelve Corners 4) East Twelve Corners to Brooklawn School Zone 5) Brooklawn to Edgewood Avenue 6) Edgewood Avenue to west side of Expressway 7) West side of Expressway to Clover Street/Pittsford border.

Primary Focus: This group should study the quality of the public realm of the corridor and its current qualities as both a pedestrian and vehicular transportation route, identify nodes, explore potential for an overall unifying theme, look at existing connections and opportunities for improvement, identify issues related to appearance and opportunities for enhancing commercial and residential viability. There is a unique relationship between the businesses along the avenue and adjacent neighborhoods.

#1: Concerns:

Congestion/safety

Safety – pedestrians/motorists

Quality of public realm – aesthetics/appearance; maintenance

Recognition that this is a “commuter corridor” and that this affects the rhythm of the street

Street width – vehicle speed

Excessive curb cuts

Pedestrian routes – connections, crossings, trails and pathways

Inconsistent lighting

Historic preservation

Complex intersections

Current parking conditions – parking/access

Green space and landscaping

Utilizing natural resources – i.e. Allens and Buckland Creeks

#2: Goals:

Enhance commercial districts – provide cohesion
Maintain and strengthen authenticity and character
Develop primary and secondary gateways
Explore opportunities for pedestrian crossing and connections - Provide traffic calming and crosswalks
Provide for a pedestrian and bicycle friendly district
Create parking strategy
Develop green spaces
Mitigate hardscaping
Visually upgrade appearance of single and multi-unit residences and their grounds
Historic Preservation

#3: Develop strategies for:

Mixed-use buildings
New development
Building (façade) renovations
Attracting additional business (retail and professional) – Business diversity
Parking
Intersections and crossing
Signage (street, business, directional)
Transportation/transit
School Campuses

#4: Considerations:

Residences used for commercial/office
Potential higher density development and enhancement at 12 Corners
Providing for diversity of uses (youth, seniors, families, etc.)
Overhead utilities
Locating mid-block crosswalks
Identifying gateways and transition areas
Potential for community gathering space
Rerouting some sidewalk area
Potential reconfiguration of selected intersections
Creative use of green space: private/public
Untapped assets – creeks
Green initiatives opportunities
Historic Preservation

Assignment: Create physical plans of the Monroe Corridor that will address goals and concerns and illustrate strategies.

Transcriptions: Group 1A, 1B

Group 1A

Members: Sue Gardener-Smith, Brooke Mayor, Julie Johnson, Kirsten Muckstadt, Tim Raymond, Paula Benway

- *General Themes*
 - Parking / Road Design / Safety
 - Multi-way blvd. for use east and west of Twelve Corners
 - 3 Travel Lanes
 - Side lanes with back-in angled parking
 - 3 Lane with on-street parking for use in Twelve Corners
 - Landscaping & Green Spaces
 - Wide sidewalks with generous planting strips
 - Alternate Modes of Transportation
 - Bike lanes integrated with side lanes
 - Signage – wayfinding, lighting, etc.
 - Building Character & Use
 - New buildings to maintain established build-to line
 - At Twelve Corners: new buildings to come closer to the street
 - Farmer's Market



Group 1B

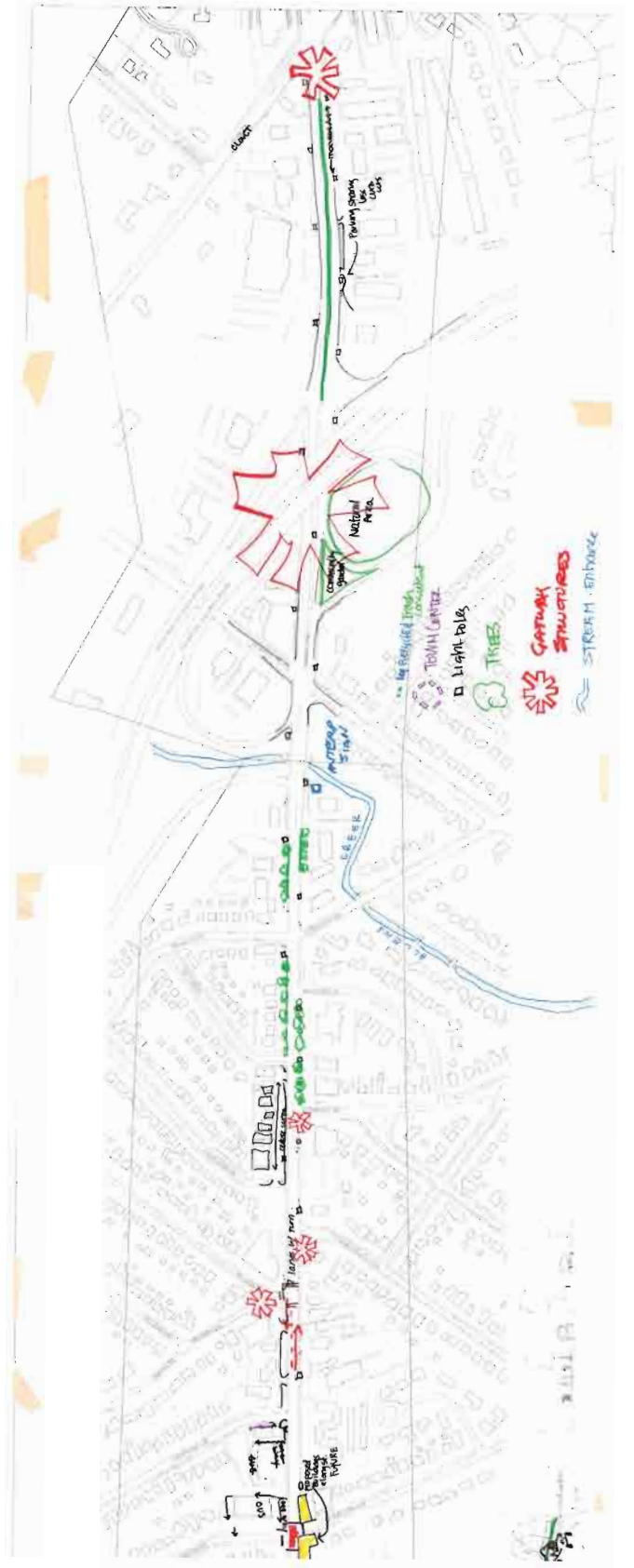
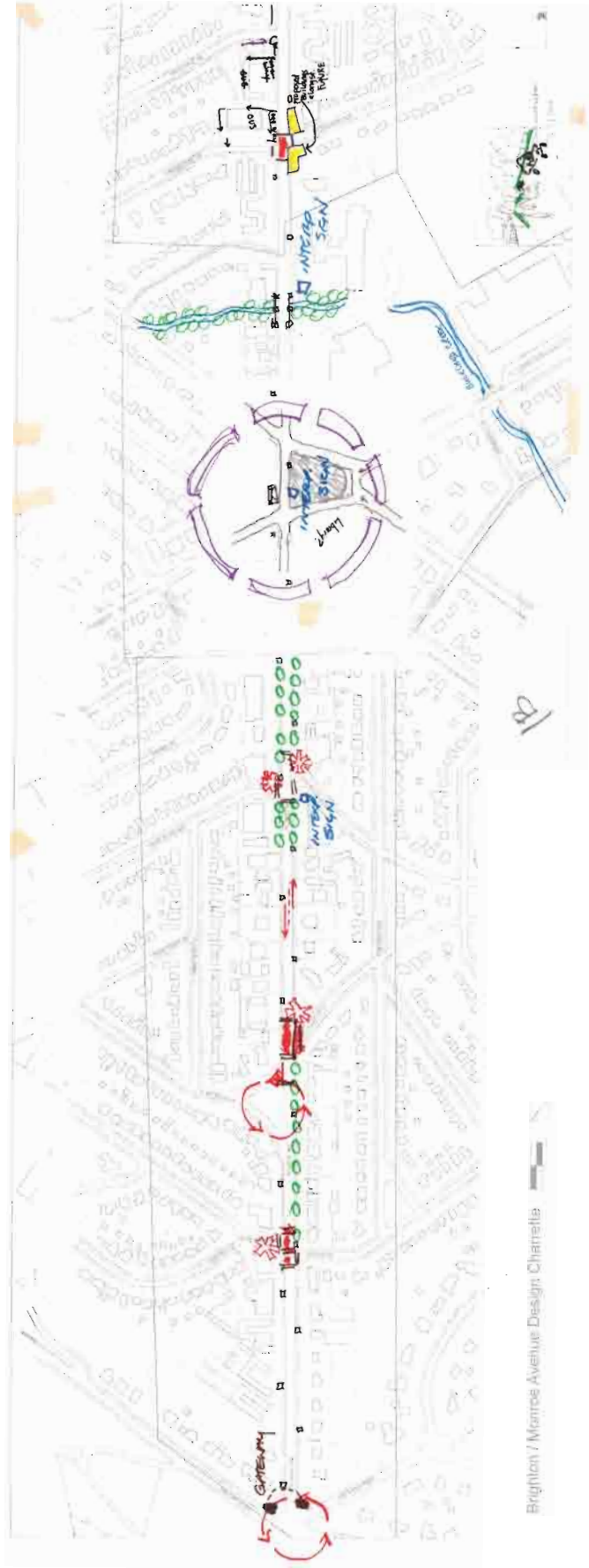
Members: Martin Brewster, Molly Storke, Ed O’Connell, Kit Vogel, Jim Vogel, Don Bartalo, Rome Celli, Martin Brewster, Melinda Gaskamp, Janet Shipman, Howard Decker, Nicole Mihevic

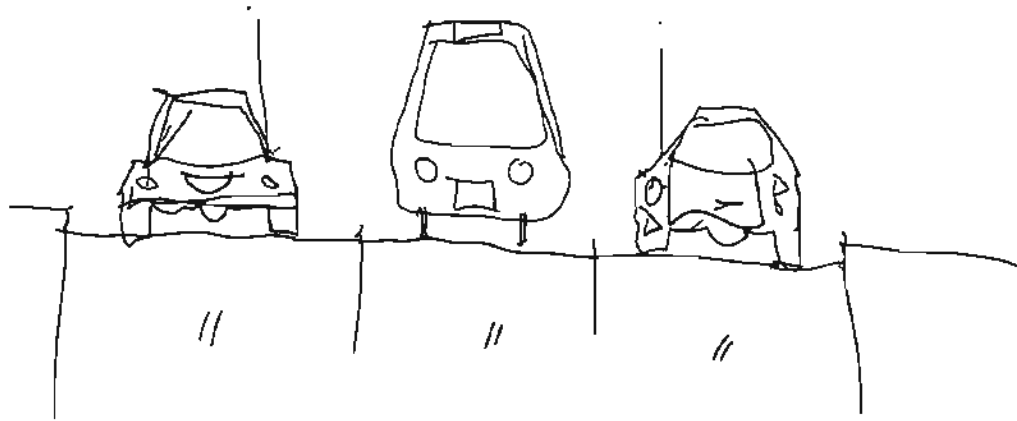
Title of Story: ***“Monroe Ave is a Destination”***

Chapters:

1. **Walkable** Corridor that Favors Pedestrians
 - Decrease Curb Cuts
 - Reduce Lane Width
 - Improve Crosswalks & Signals
 - Eliminate Visual Pollution (Overhead Utilities) –
 - Place Utility Wires Under Removable Slabs (per London/Paris)
 - Consistent Paving
 - Create a Bike/Jog Zone
 - Benches
 - Plant Trees
 - Precast Planters
2. **Safety** Enhanced for All Modes
 - Reduce lane width – give extra to walkable space
 - Uniform Lighting – pedestrian lighting. Standard fixtures
 - Material pallet signals (Crosswalks/Sidewalk/Bike Lane/Intersections)
 - Bus Stop Shelters – information, signage, lighting
 - Traffic calming
3. As **Green** As Possible
 - Expose natural assets and increase access (Buckland Creek)
 - Planters/Trees
 - Wildlife friendly
 - Reduce pavement, Permeable pavement
 - LED Streetlights
 - “Dark Sky” Lighting
 - Sustainable palette of materials
 - Community garden at interstate
 - Quid pro quo maintenance (e.g. business & municipality cooperate i.e. gardens)
 - L.I.D Techniques
 - Recycling containers
4. Recognize **Historic** Past
 - Markers & trail (interpretive)
 - Maintain Historic Character
 - New reflects old in material and scale
 - New & old together, flexible yet reflective
5. Unique **Town Square**
 - Twelve Corners
 - Enhance size & accessibility

- Could be a circle or a square
- Program the space year-round
- Public use- library, post office
 - Library branch at Rite-Aid (2 story)
- 6. Enhance **Economic Vibrancy**, Resiliency, Diversity
 - Keep/enhance diversity of business
 - Mixture of uses- no monoculture
 - Build residence over retail
 - Increase density by building up
 - More eyes = more safety (part of the whole package)
- 7. Develop **Parking Management** Planning
 - Community parking, shared parking
 - Reduce parking area
 - Flexible parking standards
 - Property interconnection
- 8. Recognize & Enhance **Rhythm** of Street
 - Acknowledge:
 - Time: of week, day, month, year, season. Slower.
 - School vs. holiday
 - Space
 - Gateways to neighborhoods
 - Differences in sections
 - Scales of buildings, types
- 9. **Consistent, Unique** Place
 - Art, furniture
 - Consistent base layer of materials
 - Update materials at key locations (village square)
 - Palette unique to Brighton
- 10. **Family Friendly** & Accessible
- 11. Movement/Interaction & Transaction between **Neighborhoods**
- 12. **Ownership** of Interstate Property
- 13. Plan for and Accommodate **Multi-Modal** transportation



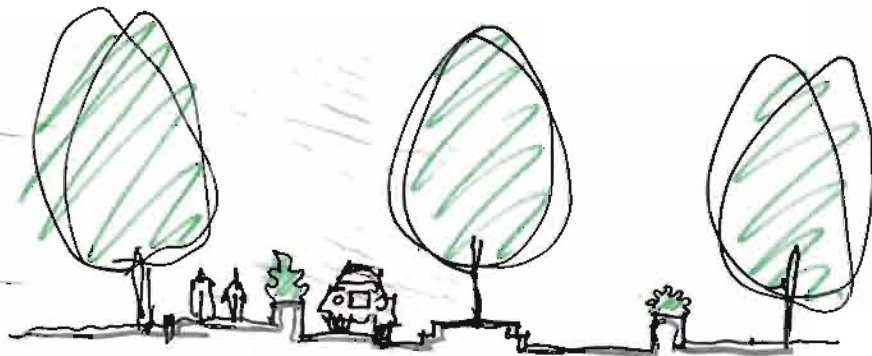


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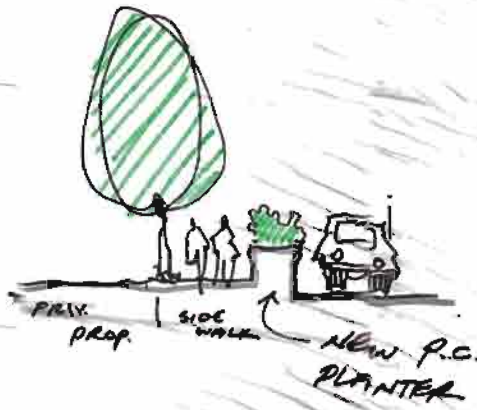
FUTURE POSSIBILITY

1B

1b



NEW
MEDIAN
PLANTER



PRIV.
PROP.

SIDE
WALK

NEW P.C.
PLANTER

Focus Area #2 (2A, 2B): Monroe Avenue West End

Description: The focus area includes the area that extends from the border with the City at Highland Avenue to Hollywood. Two distinct sub-areas include 1) Highland to Grinnell's Restaurant and 2) Grinnell's Restaurant to the west side of Twelve Corners.

Primary Focus: Enhance the environment for pedestrians and motorists, balancing traffic calming efforts with better defined paths of circulation for both; celebrate the unique characteristics of the built environment and suggest opportunities for commercial accessibility and functional and aesthetic improvements that will strengthen and benefit the public realm.

#1: Concerns:

Pedestrian walk ways, sidewalks and crossings
Condition of public realm and streetscape
Lack of buffer areas between sidewalks and street
Quality and diversity of retail and commercial development opportunities
Commercial facades and signage
Parking
Safety issues for pedestrians, bicyclists and motorists – paths of circulation; lack of traffic signals at intersections
Street width, traffic speed and traffic calming
Quality of public realm – appearance; maintenance
Gateways and secondary points of transition
Green space and landscaping
Historic Preservation
Overhead utilities and inconsistent lighting
Excessive curb cuts

#2: Goals:

Provide for a pedestrian and bicycle friendly area
Improve sidewalks and crossings
Provide improved tree lawns, green buffer
Enhance commercial districts – provide cohesion
Develop primary and secondary gateways
Maintain and strengthen authenticity and character – Historic preservation
Improve circulation
Create parking strategy

Safety for all users and all types of traffic: pedestrians, bicycles, cars, other
Improve street lights and streetscape
Develop green spaces
Mitigate hardscaping
Visually upgrade appearance of single and multi-unit residences and their grounds

#3: Develop Strategies For:

Future development
Parking
Making intersections safe and functional
Building (façade) renovations
Signage (street, business, directional)
Encouraging mixed-use development
Improved circulation
Transportation/transit
Attracting additional business (retail and professional) – Business diversity

#4: Considerations:

Residences used for commercial/office
Potential for reconfiguring streets or sidewalks
Amenities for pedestrian safety, aesthetics and use: lighting, furniture, planters, etc.
Screening parking
Future infill buildings
Providing for diversity of uses (youth, seniors, families, etc.)
Creative use of green space; private/public
Overhead utilities/inconsistent lighting
Historic Preservation
Green initiatives opportunities

Assignment: Create physical plans that depict ideas and strategies.

Transcription: Groups 2A, 2B

Group 2A

Members: Subhangi Ganhi, Darrell Norris, Terry Shannon, Jay Judson, Debra Roach, Louis Novros, Florence Kaplow, Dwight Harrienger, Chris Costanza

Design Theme:

- ***“Green” Design*** – Biking, Pedestrian – Grocery store (small scale), Farmers market
- Unify: Pavers/Bricks. (Brick factory circa that Rochester Brick & Tile Co.)
- Reinforce tree avenue
- Add off-street green / art spaces
- Street alignments / Reducing curb cuts
- Building scale: height vs. street width
- Encourage parking behind buildings
- Bicycle lanes (proposed)
- Use-friendly pedestrian paths
- Eliminate excess signals & intersections
- Textured intersections to slow through paths

PRD - Planned Residential Development
BE-2 - Office Transitional
BE-8 - Commercial Mixed Use

Yes: free canopy (Northside)
Strong Architectural value

ST. REGIS CUL-DES-SACS
& Lth. PARKING

Realign St. Regis Dr
feeder curb-to-curb

Strongest thetic
value - BANK

cul-de-sac
SUNAN

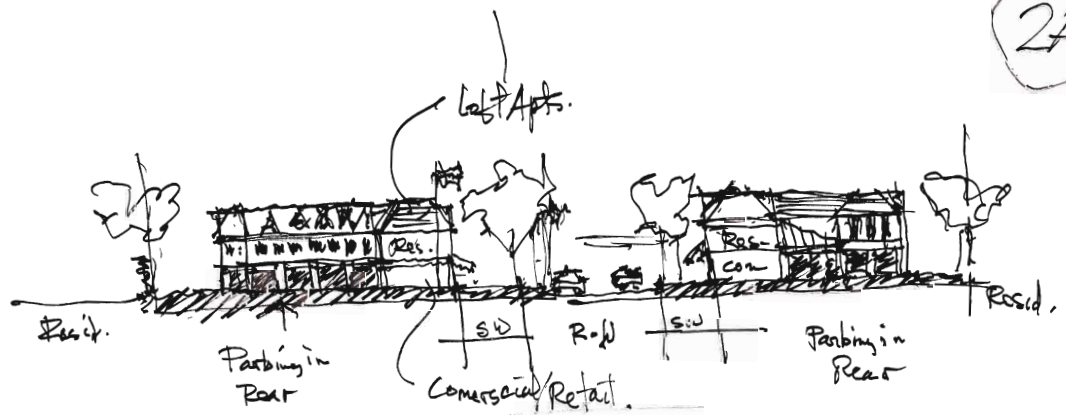
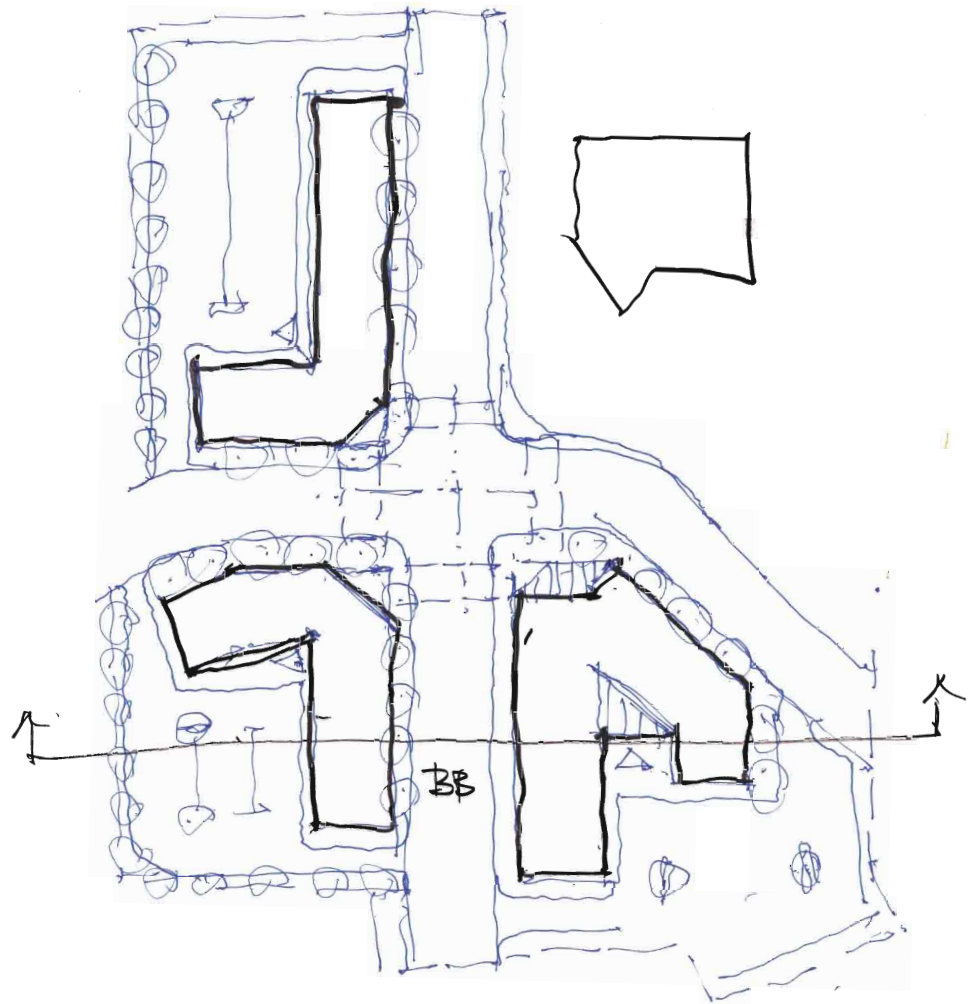
Possible 1st office space or
(DE-2) Heavy vegetation to buffer Residential

group

2. Activity

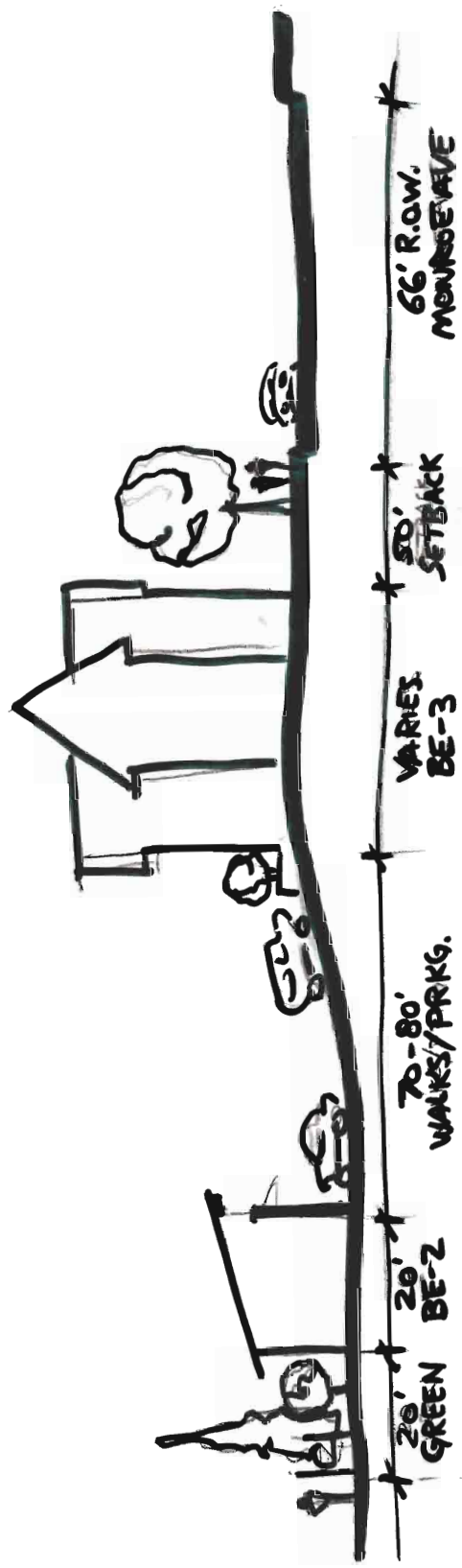
Brighton / Monroe Avenue Design Charrette

2A (Final)



Section Thru, BB

2A

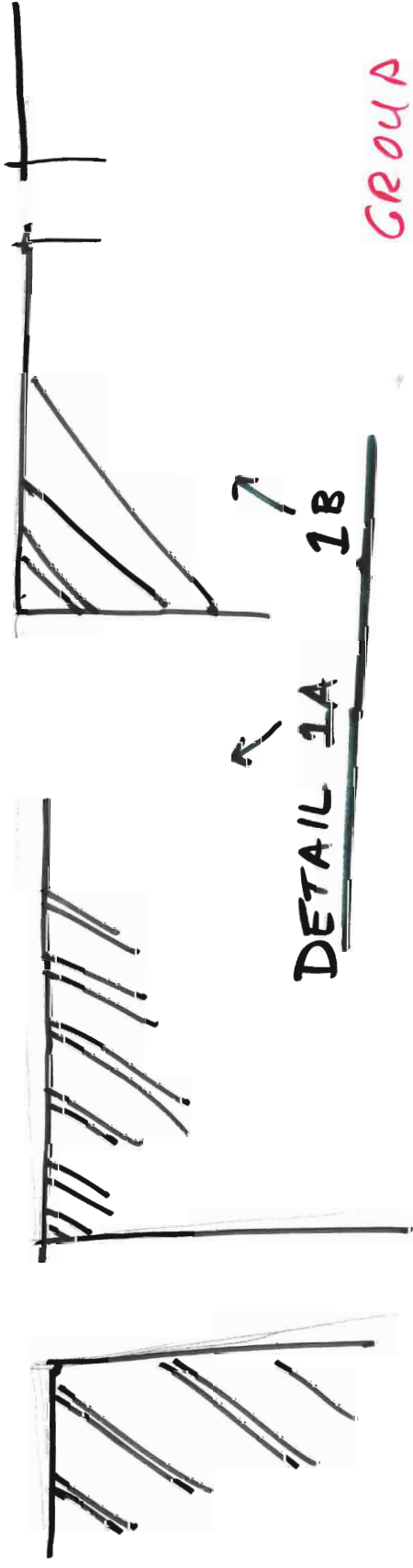
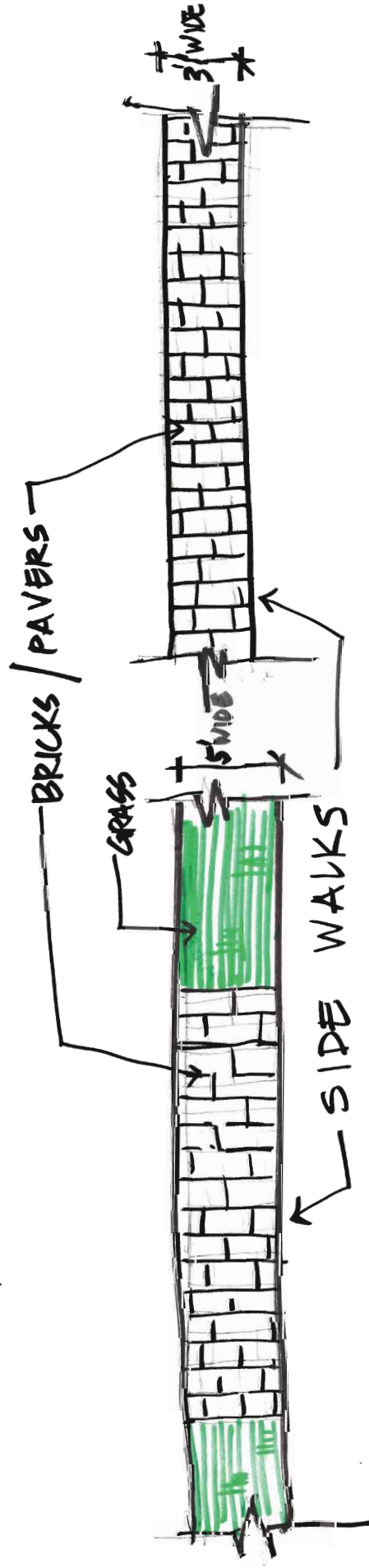


RESIDENTIAL ← → COMMERCIAL

SECTION AA

GROUP 2A

MONROE AVENUE



DETAIL 1A 1B

GROUP
2A
(Final)

Group 2B

Members: Pat Benoit, Craig Watkins, Duncan Campbell, Jason Myers, Steve Ward, Tom Castelein, Tim Castelein, Bob Monahan, John Lam, Paul Tankel

Major Issues/Concerns

1. Walkability

- Smooth, continuous walkway
- Snow removal space
- Delineation of route
 - Width
 - Separation from vehicular activity
- Provide for bicycle traffic
- Minimize the number & size of curb cuts
- Materials at crosswalks
- Streetscape amenities
 - Shade, benches, bus shelters, trash cans
- Crossing Monroe
 - Currently: few signals
- Side streets with large, sweeping intersections

2. Vibrant Commercial District

- Supports/enhanced walkability
- Mix of activities/uses
 - Café
 - Family destination
 - Local-owned incentive
 - Special retail
- Attractive

3. Aesthetic – Visual Attractiveness

- Weaves through & affects all other considerations
- Street lighting (NO Cobra // Davit poles – Elmwood Ave. is better)
- Distinctive design guidelines
- Gateway marking
 - To town, to neighborhoods

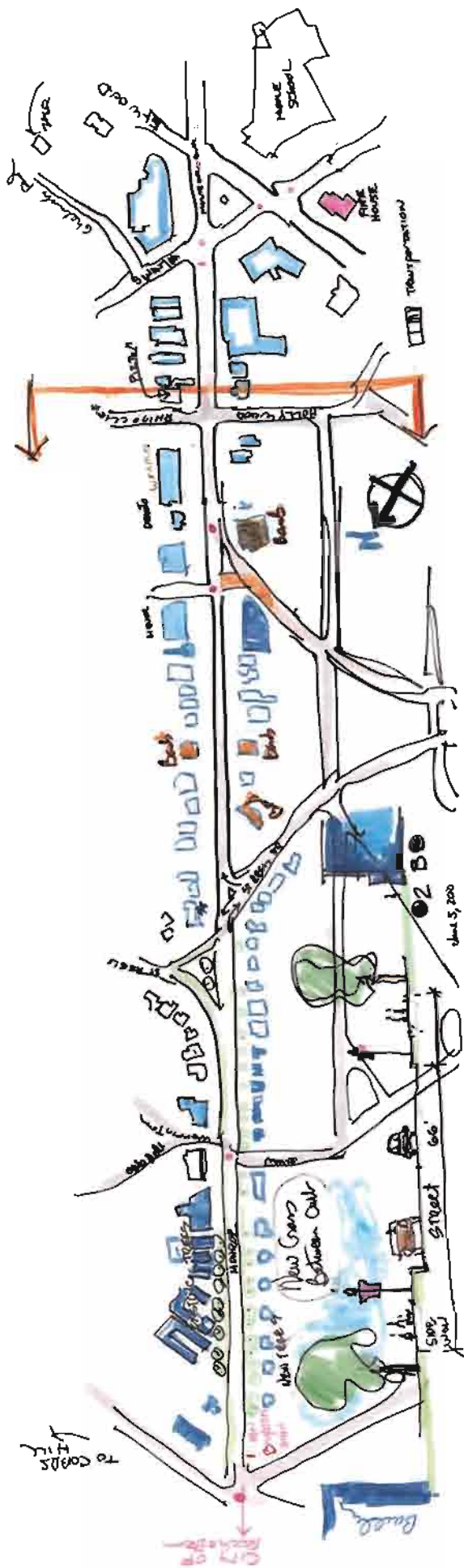
4. Traffic Control

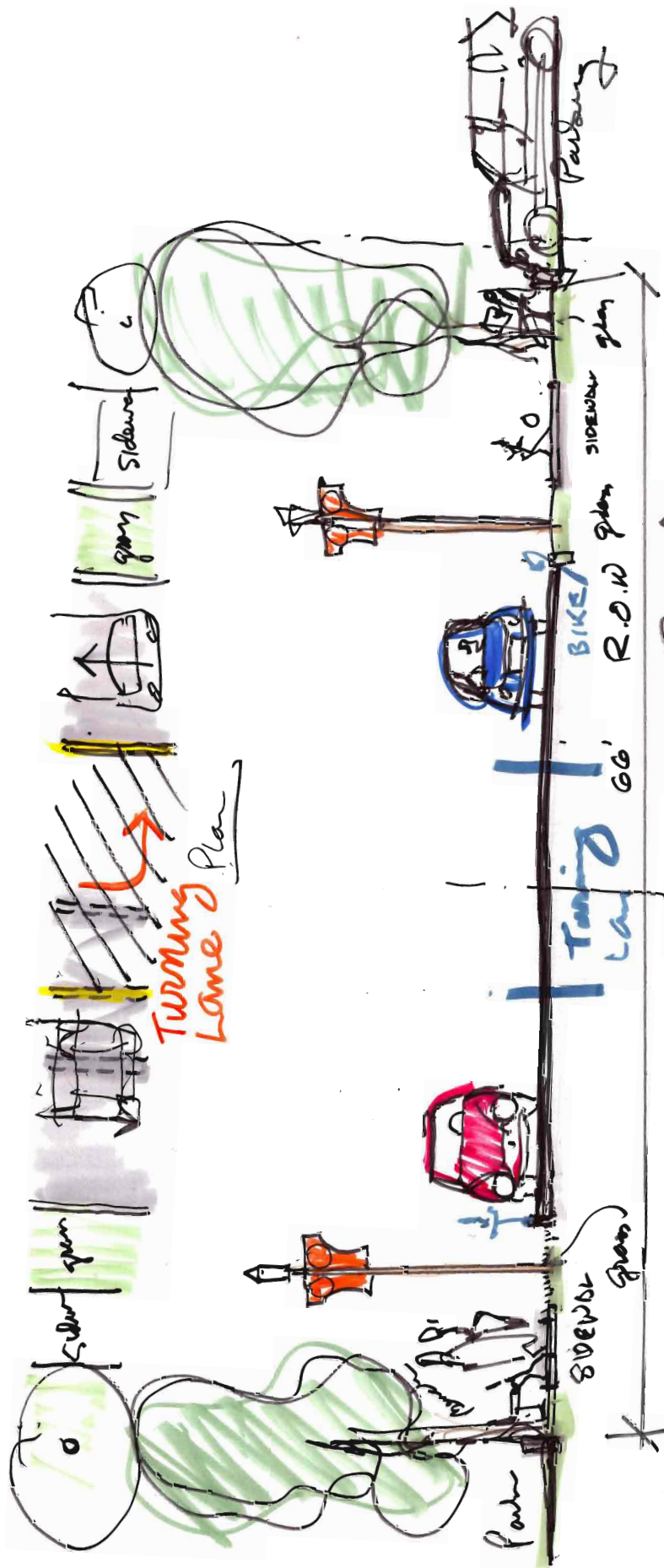
- Speed: slow traffic
 - Volume is not as much of an issue as speed is
- Width of sweeping intersections
- Try to reduce to:
 - 2 Travel Lanes
 - A Turning Lane
 - A Bicycle Lane
- Bump-outs or median to assist crossing
- Curb cuts – currently over-sized

- Shared access/ Shared parking, easement
- Alternative transportation
 - Public transit, walking, bikes, shared cars (Zip cars)

5. Commercial/Residential – Relationship/Connection

- Encourage business patronage
 - Bring people to Monroe
- Protect residential character
 - Don't bring Monroe to people
- Transitional properties/zones
 - Can mixed use help?
- Design guidelines





SECTION C Road

Focus Area #3 (3A, 3B): Twelve Corners

Description: The focus area includes the intersections “12 Corners” and the areas in context that frame it including commercial, residential and school campuses.

Primary Focus: Enhance the unique characteristics of the public realm created by the configuration at these intersections and explore its potential as an urban village center for the Town of Brighton.

#1: Concerns:

Pedestrian safety and comfort
Crossing areas
Gathering areas – Village Square
Condition of public realm and streetscape
New development – opportunities for higher density, unique housing and mixed use
Retail growth and development
Commercial fronts and signage
Building facades
Recognition that this is a commuter corridor
Traffic circulation, speeding and calming
Parking
Green space and landscaping
School campus – circulation and access

#2: Goals:

Incorporate design elements to create strong urban village center
Improve environment for pedestrians – walking/crossing areas
Enhance commercial districts – provide cohesion
Presence of public art
Accommodate gathering areas
Provide traffic calming and improved crossings
Provide pedestrian and bicycle access and safety
Develop green spaces
Improve lighting/signage
Explore potential improvement opportunities for access to and use of school campus

#3: Develop Strategies For:

Future development
Making intersections safe, attractive and functional
Village Square
Parking
Improved circulation
Attracting new and diverse business (industrial, retail, professional)
Creating new housing opportunities
Enhancing the public realm
School campus
Transportation/transit

#4: Considerations:

Amenities for pedestrian safety, aesthetics and use: lighting, furniture, planters, etc.
Street and building lighting; overhead utilities
Future buildings
Renovation of existing buildings
Historic preservation
Potential for community gathering space
Potential for higher density development and enhancement
Creative use of green space; private/public
Providing for diversity of uses (youth, seniors, families, etc.)
Green initiatives opportunities

Assignment: Create physical plans, outline design guidelines and create strategies for development.

Transcriptions: Group 3A, 3B

Group 3A

Members: Doreen Pizer, Audrey Fernandez, Susan Boland, Kevin McGowan, John Page, Dan Harel, Peter Morse, John Osowski

Twelve Corners Problems

- Anti-pedestrian
- Needs:
 - More furniture
 - More green space
 - Lighting
 - Signage
 - Bicycle lanes
 - A more cohesive plan
 - Public Restrooms
 - Universal Design (Att. to elderly)
 - Slow traffic
 - Rotary Consideration
 - Incremental planning

A Twenty-Year Plan

- **Immediate**
 - Convert to a 3-lane street
 - More green
 - Moving sidewalk
 - Banners
 - No left-turn from plaza
 - Consistent lighting and street furniture
 - Get school involvement
 - Brighton Commons:
 - Renovate to orient more toward pedestrians
- **5-Year**
 - Commercial/Residential Development/Expansion
 - All green center/gardens
 - More green
- **10-Year**
 - Gas station relocation or enhancement
 - More residential apartments/condominiums
 - Underground parking – study parking alternatives
- **20-Year**
 - Relocate Monroe Ave.
 - Making Creating Big
 - Internal green space
 - Underground parking, tunnel/shops/walkway
 - New Skyline
 - 3-4 Story apartments over existing commercial

[illegible]

STREET FURNITURE
COULD BE A GREAT STUDENT
PROJECT (RTI)

WHAT WE MEAN BY
"COMMERCIAL" →

- NO WALLMART
- Flowering
- Treble Joes (R's Market)
- ICE cream
- T-shirt
- Laundry Mat
- PUBS
- BAGEL / COFFEE
- OUTDOOR Restaurant
- SWEET HARDWARE STORE
- APOLLOSTRY / FIORIC
- CACABON STORE (WAYS?)
- CEINANCE / UPLIFT

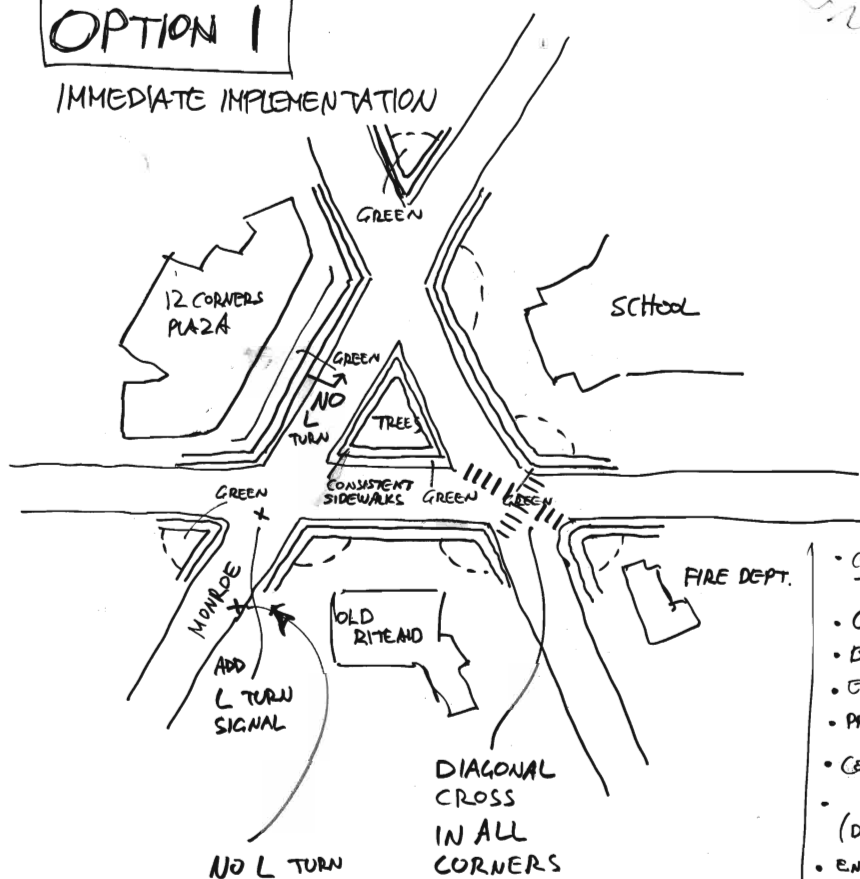
ENHANCE BACK FRONTS OF 12 CONVENIEN PAPA + OLIVE
LITRELAND, ELIMINATE FRONT PARKING

ENTRANCE BACK FRONTS OF 12 CORNERS PLAZA + OLIVE
RTE 404, ELIMINATE FRONT PARKING

OPTION 1

OPTION 1

IMMEDIATE IMPLEMENTATION



- CONVERT MONROE AVE TO 3 LANE ST.
- GREENS IN EVERY CORNER
- BANNERS (APPROP. SCALE)
- ENHANCE MAIN CROSSWALKS
- PROPER TREE MAINTENANCE
- CONSISTENT LIGHTING
- " - STREET FURNITURE (DESIGN/COLOR)
- ENHANCE GAS STATION
- GET SCHOOL INVOLVED
- BIKE PATHS
- CREE

3A

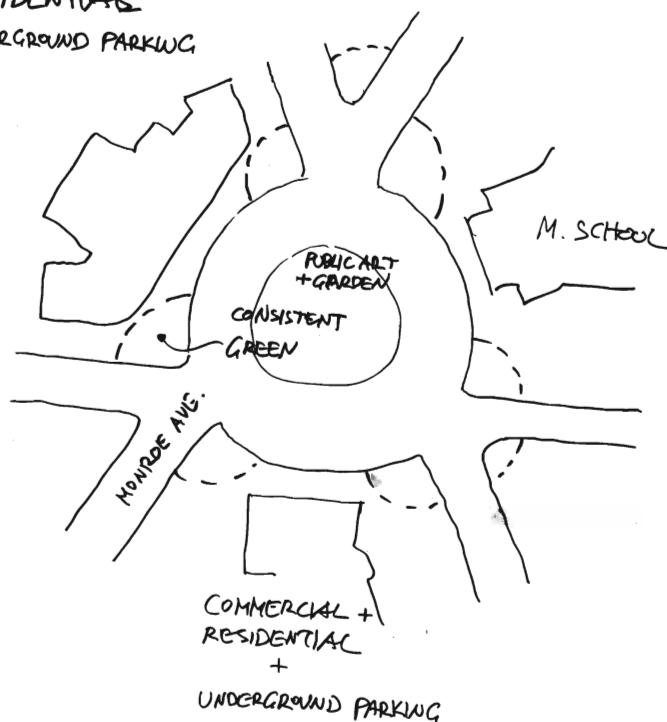
OPTION 2

5 YEARS

COMMERCIAL (STR. LEVEL)

+ RESIDENTIAL

+ UNDERGROUND PARKING

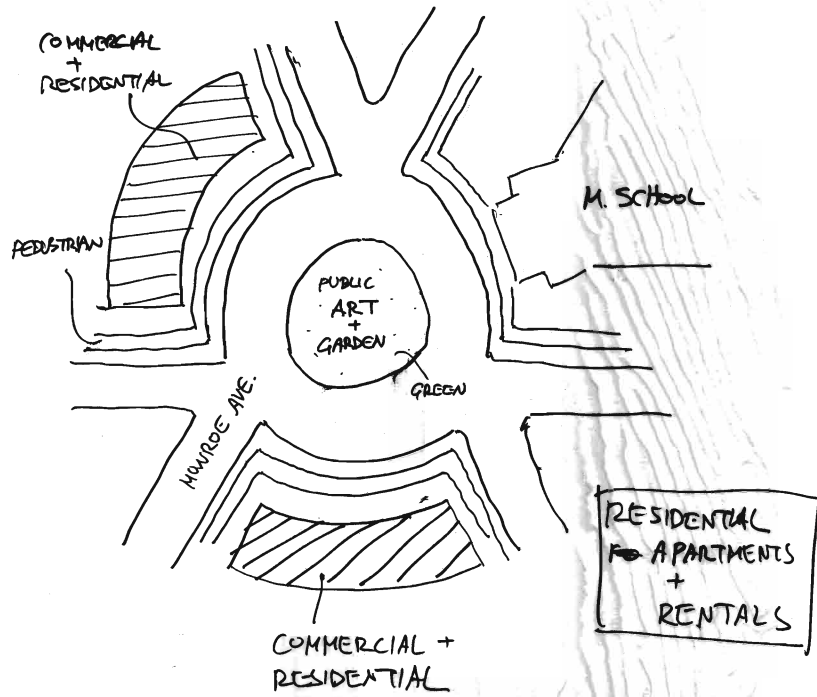


3A

OPTION 3

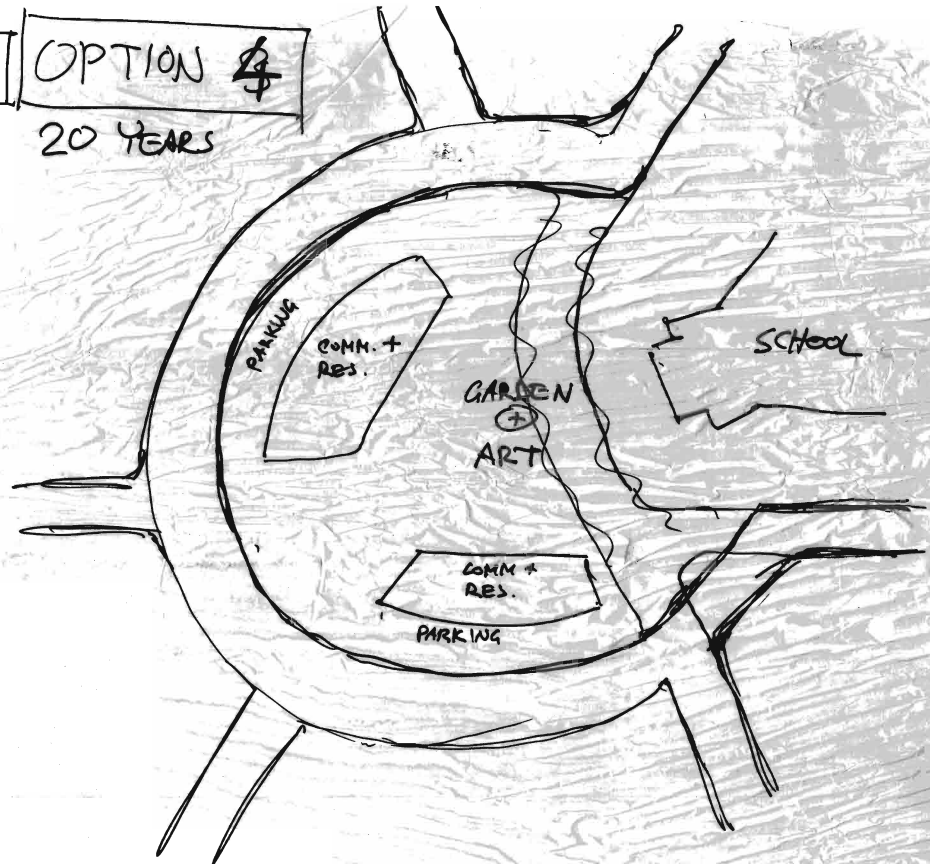
(NO GAS STATIONS)

10 YEARS



3A OPTION 4

20 YEARS



Group 3B

Members: David Rizzo, Adrienne Markus, Chris Whittaker, Cheryl Collins, Edith Jaffe, Dan Stenobaug, Serge Tsvasman, Roger Brown

Themes

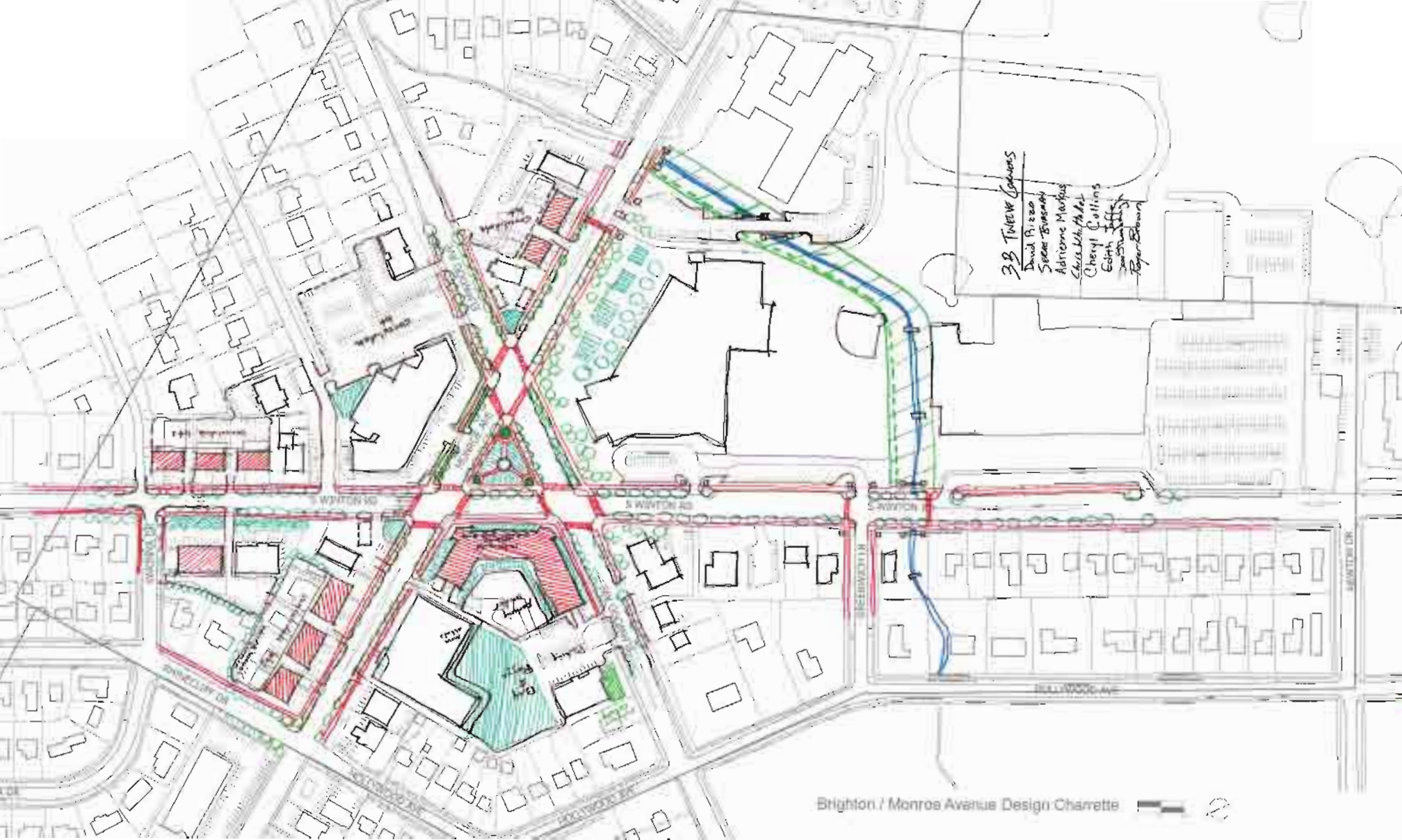
- Pedestrian Access
- Traffic Calming
- Bicycle Access
- Green space
- Density/mix use

Short Term

1. Collaborate w/ Businesses & Town & DOT
 - Remove traffic lanes (3 lane possibility)
 - Speed bumps
 - Reduce speed on Monroe – School ‘slow down’ signs on Monroe, 25mph, Winton & Elmwood
 - Traffic light poles – color/design
 - Sidewalk relocation
 - Chain link fence at sports field, fire hydrant
 - Research zone code- multi-story, mixed-use
 - Bicycle rack at plaza
 - Coordinate crossing lights for all uses
 - Enhance bus shelters (design, functionality)
2. Banners
3. Re-design walkway to gazebo
4. Middle School Planting
5. Awning* & visual treatment at Rite Aid and Brighton Commons building
6. Tree planting in conjunction with sidewalk changes
7. Twelve Corners gateway signage / archway
8. Mid-block crossings
9. Parking plan (shared/efficient) for Twelve Corners.
 - Pilot program (tax incentive?)

Long Term

1. Bicycle lanes
2. Mix use/multi-story/parking (underground) at Rite Aid, Brighton Commons, Winton Rd. North
3. Gas station enhancement
4. Reduce curb cuts, reconfigure parking / shared parking
5. Adopt a gas station & high school gardens
6. Increase buffer
7. Consider impact of new East Ave. Wegmans



3B Transit Corridor

- David Pizzo
- Steve Brashers
- Adrienne Markus
- Charles Miller
- Cheryl Collins
- Edith Jaffe
- Jonathan Miller
- Roger Brown

Focus Area #4 (4A, 4B): Monroe Avenue - Mid Section

Description: The focus area includes the area between the east Twelve Corners and Edgewood Avenue. Two distinct sub areas include 1) East Twelve Corners to Brooklawn School Zone and 2) Brooklyn to Edgewood Avenue.

Primary Focus: Enhance the environment for pedestrians and motorists; balancing traffic calming efforts with better defined paths of circulation for both, creating cohesive well designed commercial areas, optimizing natural resources (creeks) and suggesting opportunities for functional and aesthetic improvements that will strengthen the public realm.

#1: Concerns:

Pedestrian walk ways, trails, sidewalks and crossings
Condition of public realm and streetscape
Lack of buffer areas between sidewalks and street
Quality and diversity of retail and commercial development opportunities
Commercial facades and signage
Parking
Area most affected by traffic associated to Middle School and campus
Safety issues for pedestrians, bicyclists and motorists – paths of circulation; lack of traffic signals at intersections
Street width, traffic speed and traffic calming
Quality of public realm – appearance; maintenance
Gateways and secondary points of transition
Green space and landscaping
Historic Preservation
Overhead utilities and inconsistent lighting
Excessive curb cuts

#2: Goals:

Provide for a pedestrian and bicycle friendly area
Improve sidewalks and crossings
Provide improved tree lawns, green buffer
Enhance commercial districts – provide cohesion
Develop primary and secondary gateways
Maintain and strengthen authenticity and character – Historic preservation
Improve circulation
Create parking strategy

Safety for all users and all types of traffic: pedestrians, bicycles, cars, other
Improve street lights and streetscape
Develop green spaces
Utilize natural resources (creeks)
Mitigate hardscaping
Visually upgrade appearance of single and multi-unit residences and their grounds

#3: Develop strategies for:

Pedestrian crossings and walk ways
Future development
Parking
Making intersections safe and functional
Building (façade) renovations
Signage (street, business, directional)
Encouraging mixed-use development
Improved circulation
Transportation/transit
Attracting additional business (retail and professional) – Business diversity

#4: Considerations:

Residences used for commercial/office
Potential for reconfiguring streets or sidewalks
Amenities for pedestrian safety, aesthetics and use: lighting, furniture, planters, etc.
Screening parking
Future infill buildings
Providing for diversity of uses (youth, seniors, families, etc.)
Creative use of green space; private/public
Overhead utilities/inconsistent lighting
Historic Preservation
Green initiatives opportunities

Assignment: Create physical plans, design guidelines and strategies for preservation and development in this area.

Transcriptions: Group 4A, 4B

Group 4A

Members: Leo Dodd, Travis Schultz, Richard DeSarra, Virginia DeTrick, Liz Guck, Dean Biancavilla, Dave Burrows, Mohamed Razak, Regina Leccese

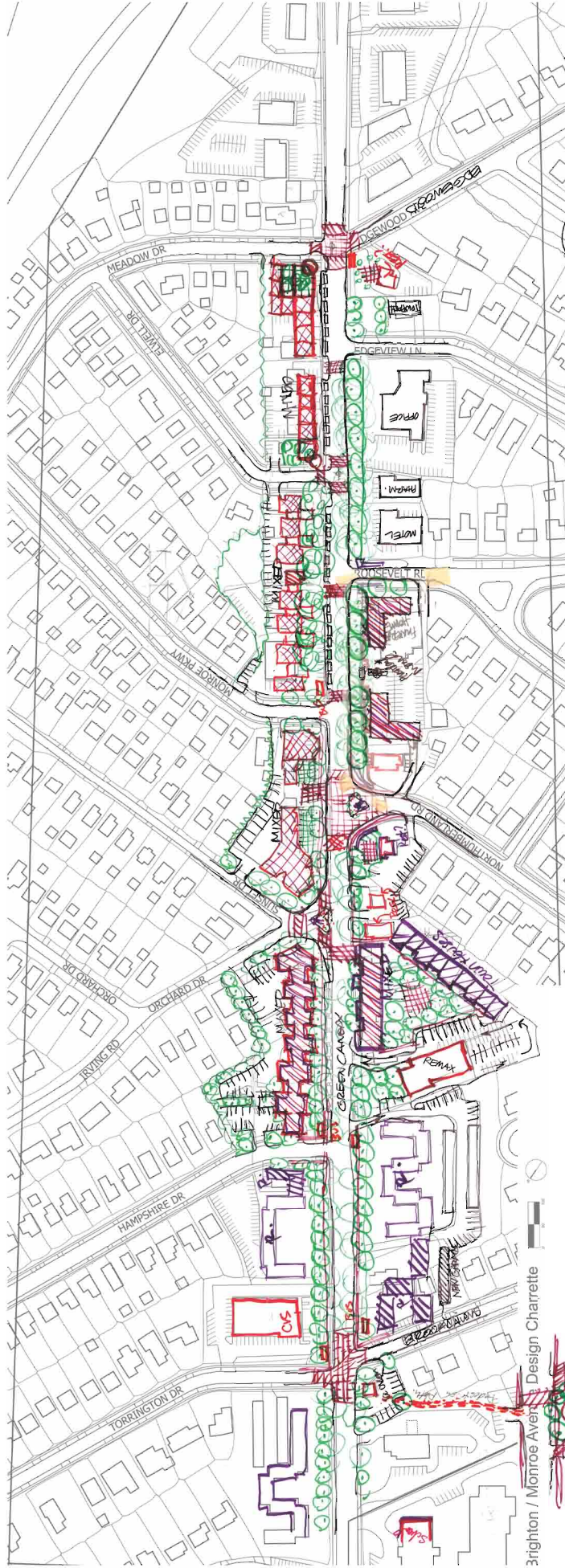
Major Pathways to Success!

- Consolidation of commercial properties to sidewalk
- Pedestrian friendly – wider sidewalks
 - Mid-block cross-walks
 - Pocket parks
 - Gateways to neighborhoods
- Bicycle Friendly
- Underground power lines
- Traffic calming devices, on-street parking
- Public transit / electric shuttle
- Bus stop with waiting area
- Consolidation of curb cuts
- Drainage
- Increase diversity – affordable housing

Destination, Ambience, Multiple Ambience, Consistency, “Softer”

*“Monroe Greenway: **Thoroughfare and Destination**”*

- Softer
- People Friendly – Children!
- Safer
- Greener
- Consistent Image
- Slower/Calmer
- Shadier
- Multiple lighting level
- Color and texture
- Historically respectful



MONROE AVE
MID-SECTION
4A

Brighton / Monroe Avenue Design Charrette

PARK ALTERNATE

Group 4B

Members: Jenny Cos, Andy Kappy, Orhan Beckman, Ken Byrne, Mary Iyppa, Lew Childs, Mike Hall

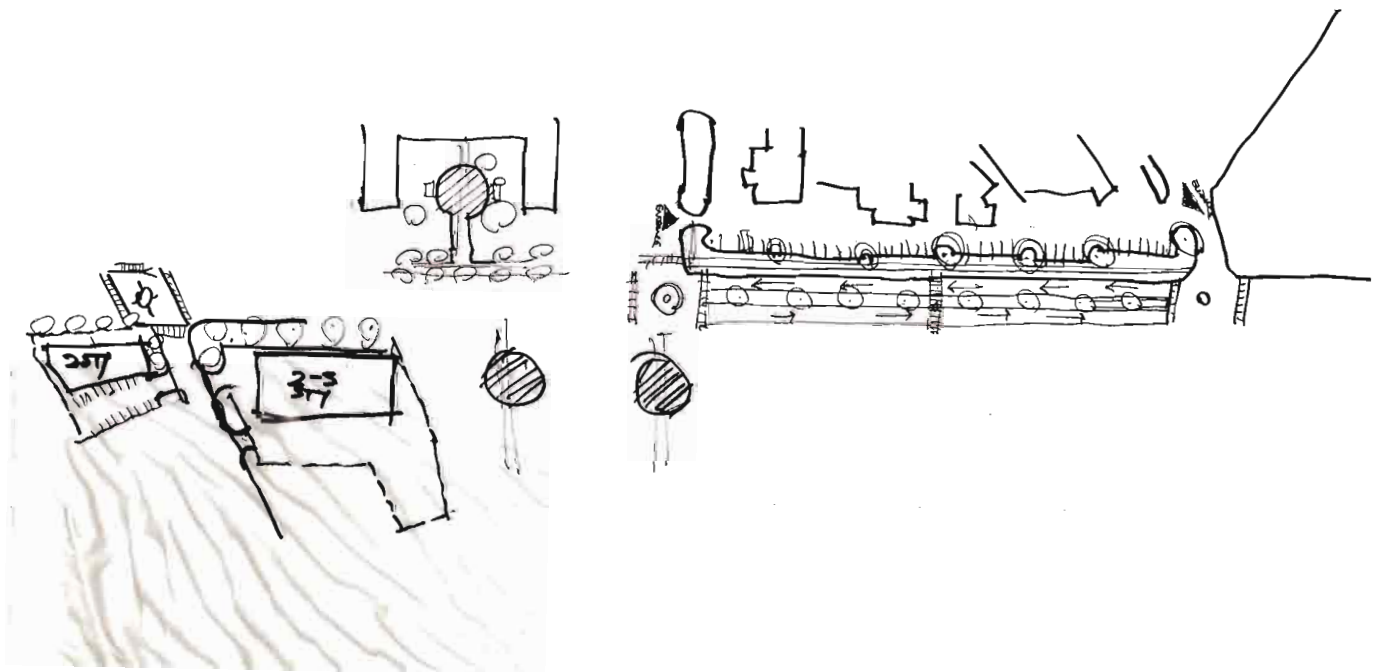
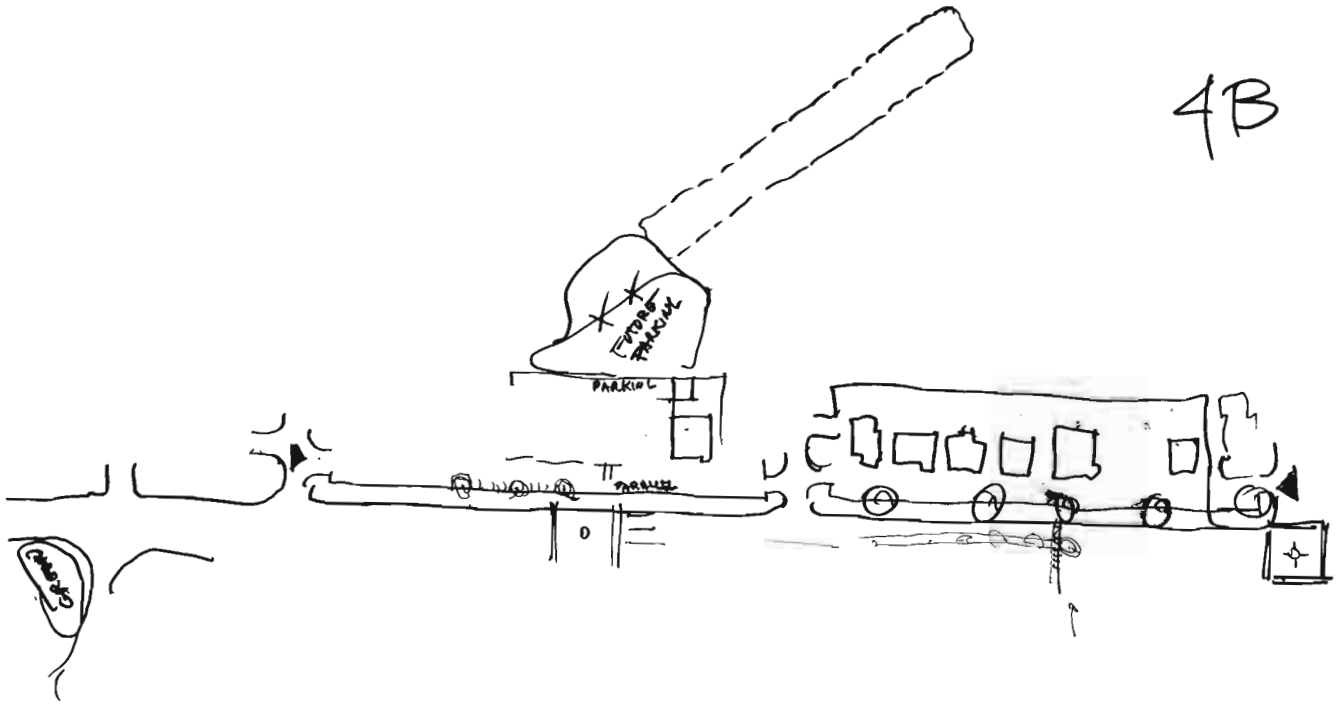
Goals:

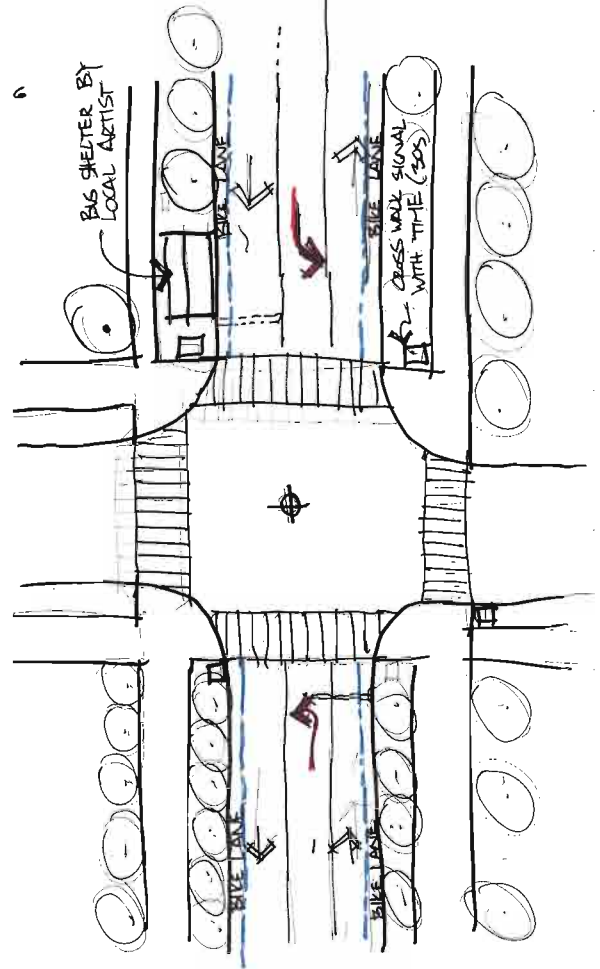
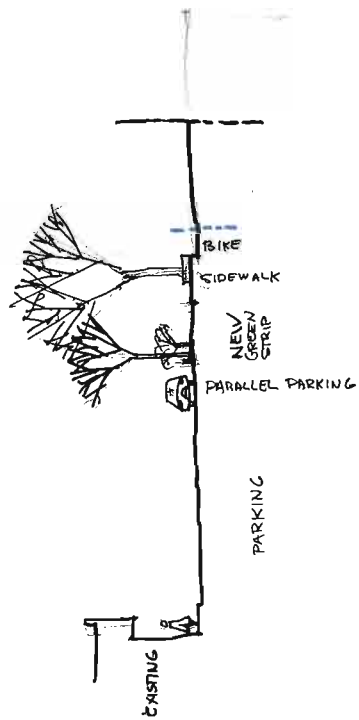
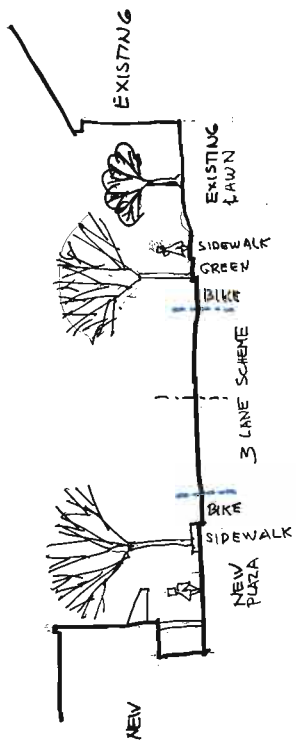
1. Pedestrian Friendly
 - Increased crossing opportunities
 - Widen sidewalks
 - Separate walkers from cars
 - Introduce/define crosswalks with color and texture
 - Warning/approach signs
 - Push to walk- countdown display
 - Enclosed bus stops
 - Points of Interest:
 - Creeks -> Parks
 - Northumberland Entrance
 - Allen's Creek (both sides of Monroe)
2. Road Issues
 - Reduce speed
 - Reduce back-ups going east
 - Change to 3 lanes
 - Turning lane
 - Bicycle lane each way
 - ID entries to neighborhoods
 - Median green islands
3. Retail Improvements
 - Share/consolidate parking
 - In front (screened/softened)
 - In back (where possible)
 - Reduced curb cuts
4. New Development
 - Brown Fields to multi-use buildings
5. Re-Development
 - Example:
 - Stevens (2-3 story)
 - Retail & condos with sitting area in front
 - Requires new standards
6. Aesthetics
 - Bury overhead lines
 - More trees
 - Screen rooftop HVAC
 - Uniform awnings
 - Uniform graphics



Brighton / Monroe Avenue Design Charrette

4B





Focus Area #5 (5A, 5B): Monroe Avenue East End

Description: This focus area includes the area between Edgewood Avenue and Clover Street to the Pittsford border. Two distinct sub areas include 1) Edgewood to west side of Expressway and 2) West side of Expressway to Clover Street/Pittsford border.

Primary Focus: Enhance the environment for pedestrians and motorists, balancing traffic calming efforts with better defined paths of circulation for both, creating strategies for more cohesive well designed commercial areas, mitigating sprawl development, and suggesting opportunities for functional and aesthetic improvements that will strengthen the public realm.

#1: Concerns:

Pedestrian, bicyclist, motorist safety
Condition of pedestrian walk ways, where they exist, sidewalks and crossings
Condition of public realm and streetscape
Width of roads, traffic speed, traffic calming
Dangerous conditions for pedestrians
Bridge/overpass maintenance
Lack of buffer areas between sidewalks and street
Quality and design of commercial development
Commercial facades and signage
Condition of parking areas
Size and number of curb cuts
Street width, traffic speed and traffic calming
Quality of public realm – appearance; maintenance
Gateways and secondary points of transition
Green space and landscaping
Overhead utilities and inconsistent lighting

#2: Goals:

Provide for a pedestrian and bicycle friendly area
Improve sidewalks and crossings
Provide improved tree lawns, green buffer
Enhance commercial districts – provide cohesion
Recognition as a major gateway to the town of Brighton from the east

Develop primary and secondary gateways
Improve circulation
Create parking strategy
Safety for all users and all types of traffic: pedestrians, bicycles, cars, other
Improve street lights, overhead utilities and streetscape
Develop green spaces
Mitigate hardscaping

#3: Develop strategies for:

Pedestrian crossings and walk ways
Future development
Parking
Making intersections safe and functional
Building (façade) renovations
Signage (street, business, directional)
Encouraging mixed-use development
Improved circulation
Transportation/transit
Attracting additional business (retail and professional) – Business diversity

#4: Considerations:

Potential for reconfiguring streets or sidewalks
Amenities for pedestrian safety, aesthetics and use: lighting, furniture, planters, etc.
Screening parking
Future infill buildings
Providing for diversity of uses (youth, seniors, families, etc.)
Creative use of green space; private/public
Overhead utilities/inconsistent lighting
Green initiatives opportunities

Assignment: Create physical plans, design guidelines and strategies for preservation and development in this area.

Transcriptions: Group 5A, 5B

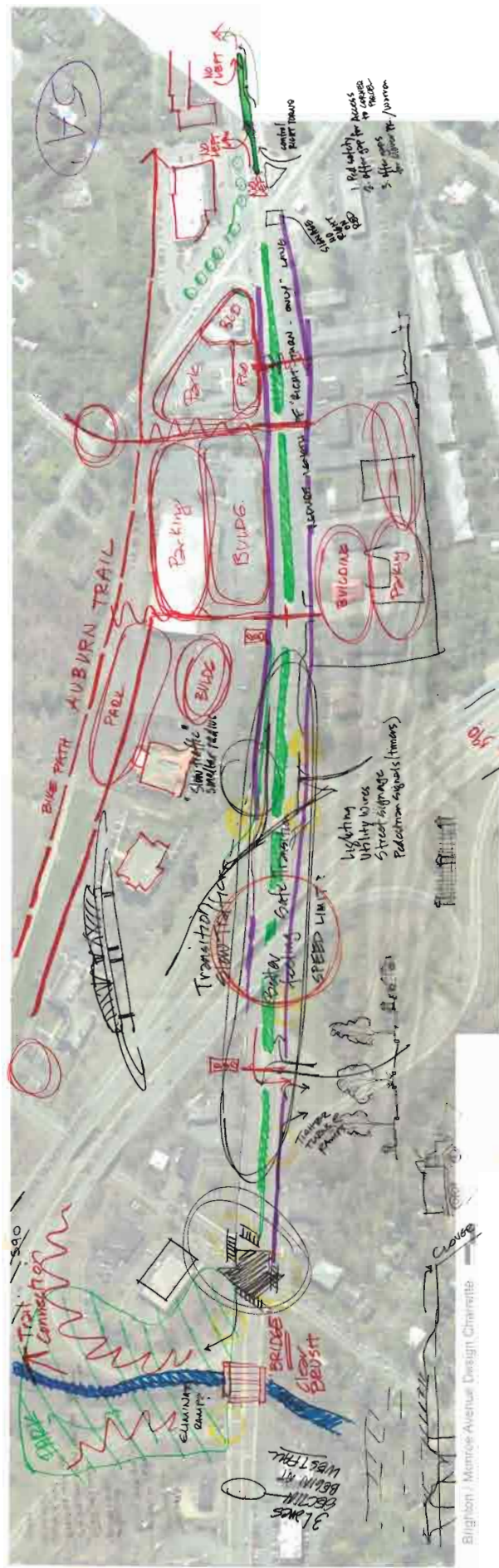
Group 5A

Members: Karl Marsialio, Jeanne Beirne, Sonia Tafoya, Irene Allen, Kiva Wyandotte, Kim Gillette, Maria Furgiuele, Laura Civiletti, Bill Price

Goals:

1. Traffic to slow down into a town life atmosphere east of Allen's creek
 - Long-term:
 - Change curb lines
 - Put in medians
 - New traffic signals
 - Right turn lane at Clover, reduce length
 - Visual cues
 - Immediate:
 - No right on red at Clover
 - Reduce speed limit
 - Visual cues
2. Pedestrian/bicycle friendly all over (safe)
 - Long-term:
 - Pedestrian crossings with handicap curbs/countdown signals
 - Monroe Ave., bicycle friendly
 - Continuous sidewalks
 - Immediate:
 - Pedestrian signals
 - Crosswalks
 - Bicycle access improved (Auburn Trail)
 - Signage for bicycle path
3. Safety of traffic in/out of commercial properties
 - Long-term:
 - Additional signals
 - 2 for new combined commercial access
 - Signal for 590 ramps
 - Pedestrian signals
 - Medians
 - Off-ramp reconfiguration
 - Reduce/consolidation of commercial driveways
 - Provide combined parking behind
 - Immediate:
 - Cross access agreement between property owners
 - Clean up all debris (visibility)
 - No left turns out of businesses

4. Recognize gateway at the bridge/park
 - Connected, greener, quieter, beauty
 - Long-term:
 - New 590 bridge to look more aesthetic and well-lit
 - Park replacing north part of Clover Leaf
 - Zoning code revisions
 - Immediate:
 - New signage off of 590 & on Monroe
 - New banners (bigger/color)
5. “Small town feel” aesthetic and improvement throughout Westfall
 - Long-term:
 - Develop design standards
 - Green strips, trees
 - Allen Creek “plank bridge”
 - Develop the park at 590
 - Green medians
 - Redo the 590 bridge
 - Open up foliage at Allen’s Creek and new guard rail
 - Artwork!
 - Immediate:
 - Incentives for businesses to “green-up,” beautify, add color
 - Clean-up all areas
 - Pavement scraping
 - Notices from local government, citizen letters & photos [public shaming]
 - Beautification contests with good PR



Group 5B

Members: Andrew Spur, Julie Miller, Sharon Vincent, Sheila Pelton, Paul Schacht, Mario Danielle, Greg Meyer, Peter Siegrist, Larry Heininger

Observations:

- Non-uniformity of s/w setback
- Unpleasant noise, architecture, proximity to street
- No identity
- Poor building identification/property demarcation
- Difficult getting cooperation between adjoining businesses for common purpose (i.e. parking access)
- Discontinuous sidewalks (at businesses)
- Uncommon setbacks
- 590 as a barrier
- Allen's Creek unkempt
- Median divides ave.
- Traffic is high speed (at ramps)
- No lighting at 590 o/p
- Generous curb radii
- Obtrusive power poles
- Noise of traffic
- Sodium arch lights (ugly)

Ideas:

- Create/fine-tune zoning/architectural guidelines
- Property inventory
- Area "identity" (for Monroe Ave./Brighton)
- Event street closure
- Community (Monroe Ave.) events
- Additional street signage
- Create more user-friendly bus stops
- All season recreational trail (bicycle, cross-country, hike)
- Continuity of attractive signage and lighting
- Traffic analysis re: origin and destination of vehicles on Monroe Ave.
- Community Center at Rite Aid/Twelve Corners
- Establish a fund for S/W & Policy
- Monroe as a ped. Collector
- Cohesive parcels at Clover
- Linear park at Creek
- Gateway node at Clover
- Sidewalk/connection to Allen's/Clover neighborhood
- Eminent domain (for sidewalks)
- Highlight canal history at Monroe
- Gateway at 590/Allen's Creek area

- Safe crossings (under or over Monroe)
- Traffic under Monroe
- 2nd story mixed use
- Plantings at median
- Minimize curb cuts
- Clean up Allen's Creek growth (with separate pedestrian path)
- Secondary road (service road)

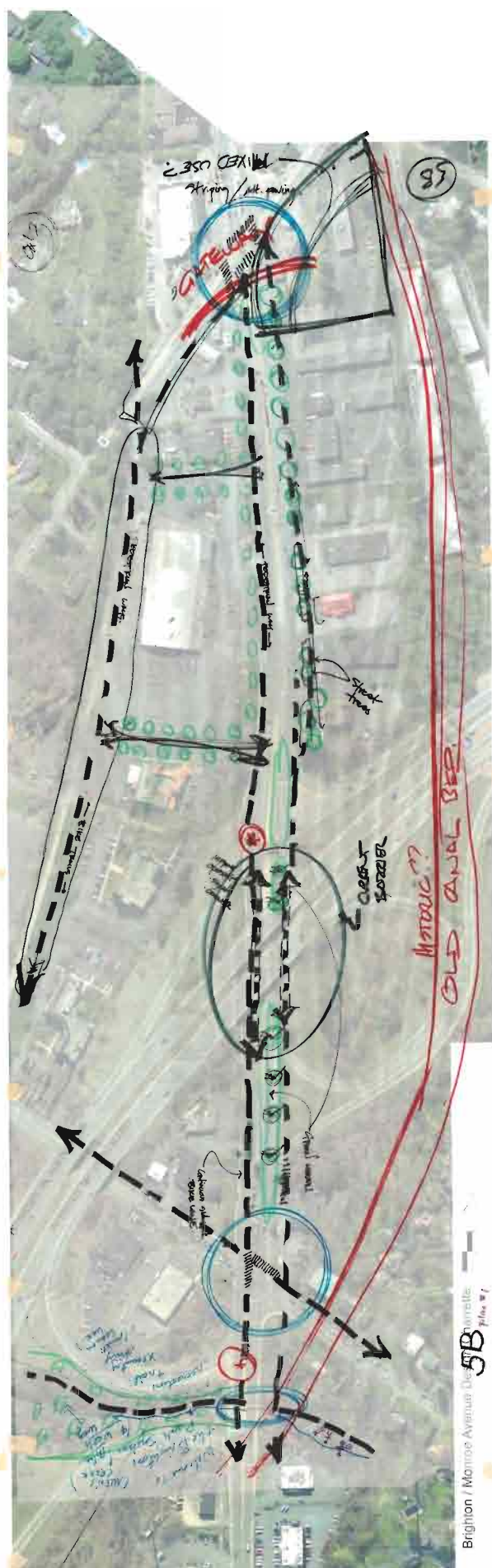
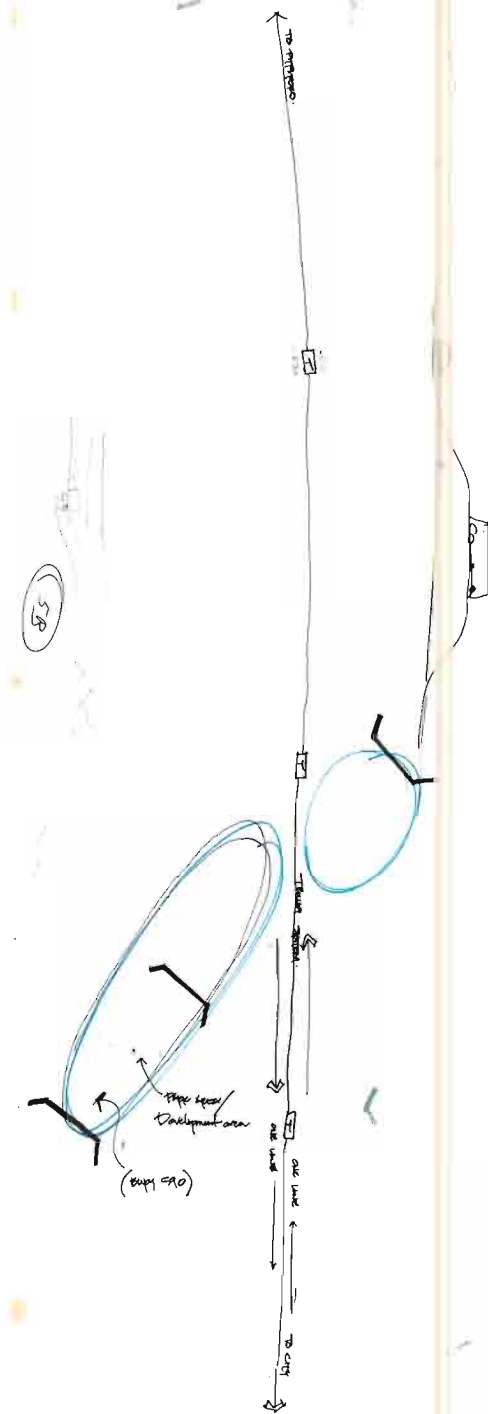
Goals:

Now

- Develop gateways (Allen Creek, Clover)
- Planting road medians/ trees along Monroe Ave.
- Develop continuous, uniform sidewalks/ bikeways
- Develop Allen's Creek area
 - General maintenance
 - Develop walking trails
- Improve/ create crosswalks at intersections
- Create/fine tune architectural guidelines for future development
- Add additional "pre-alert" road signs for intersecting streets
- Develop consistent/uniform lighting/streetscape theme
 - Bus stops/benches/landscaping/bicycle racks
- Complete a property inventory (detailing usage/conditions/potentials)

Future

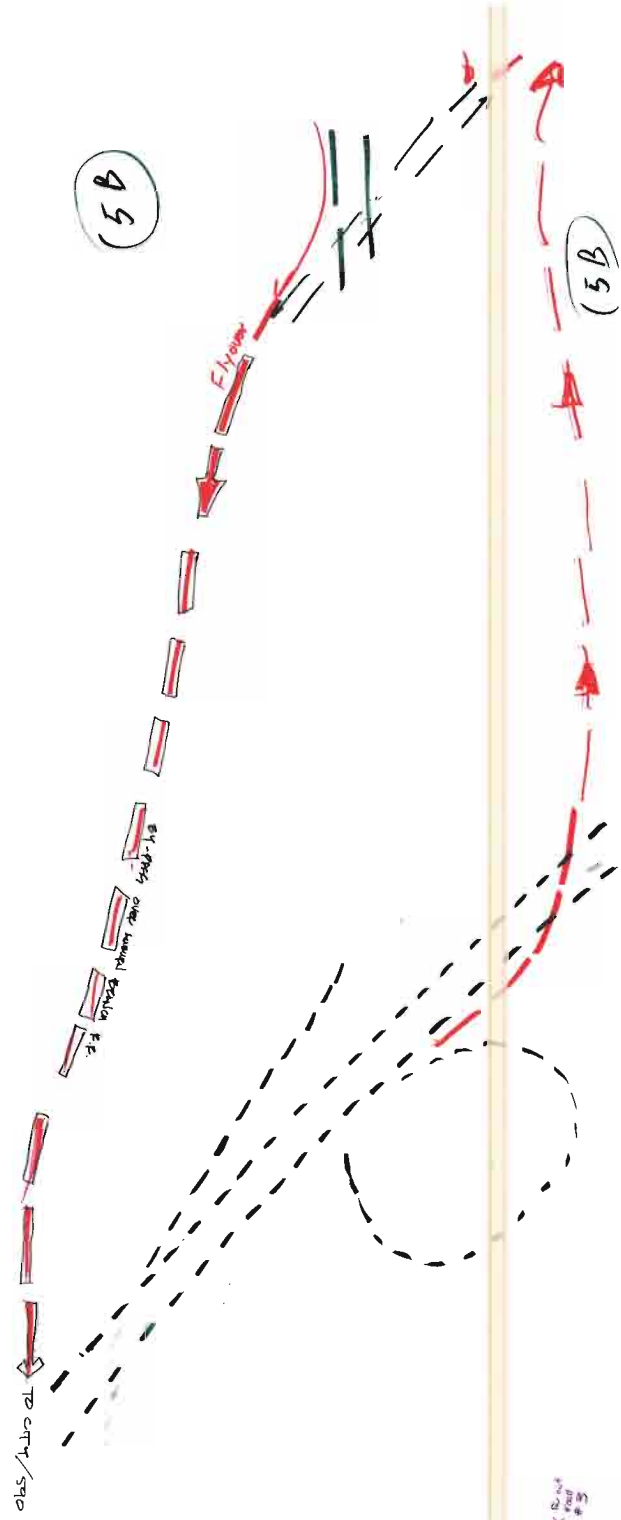
- Cross access between properties/service roads
- Alternative modes of transportation (tram/electric bus line, etc.)
- Relocation/reconfiguration of 590 interchange area
- Investigate by-pass opportunities
 - Clover street
 - Utilize old rail bed (Auburn Trail)
 - Utilize old canal bed
- Bury power lines



50

55B

5B



**Brighton Monroe Avenue Corridor Community Design Steering Committee
Members**

Sheila Gaddis, Chair
William Price, Co-Chair
Laura Civiletti
Rome Celli, President, Brighton Chamber of Commerce
Jay Judson
Judy Schwartz
Daniel Hallowell
Barbara Cutrona
Andrew Spencer

Town of Brighton Staff

Ramsey Boehner
Paul White

Brighton Town Board

Sandra Frankel – Town Supervisor
James Vogel
Louise Novros
Raymond Tierney III
Sheila Gaddis