

# Community and Recreation Center Needs Assessment and Feasibility Study

Town of Brighton, NY

June 2025

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## Introduction

The Town of Brighton (Town) issued an RFP for services to complete a Community and Recreation Center Needs Assessment and Feasibility Study in May 2021. The project was awarded to SWBR and Ballard\*King & Associates (B\*K), and work commenced in June of 2021<sup>1</sup>.

The goal of the study via the RFP was:

Conduct and prepare a needs assessment and feasibility study to develop options for a Community and Recreation Center through the reuse/renovation of our existing facility at 220 Idlewood Road, which is currently leased from the Brighton Central School District, or the reuse of an existing facility in the Town of Brighton, or a public/private partnership with an existing community or fitness facility or the construction of a new facility on Town park property. The scope of service will include evaluating the current/future recreational and social programming needs and priorities within the Town for all residents, including Senior Citizens, and identifying and analyzing potential collaboration/partnership with non-profit organizations, private organizations, community groups, and other local government including school districts within or serving the community to determine the footprint and spatial requirement of the Center.

As the consulting team worked through the scope of services and contract with the Town, it was evident that there would be more viable options than re-use of the existing facility at Idlewood Road. That property has been sold, and the future of that location does not support the continued operation of the Recreation Department<sup>2</sup>. As such, the study shifted to analyzing a facility in the community for purchase (Family Jubilee<sup>3</sup>), a partnership with an existing provider through lease (JCC<sup>4</sup>), and the development of a new Town-owned facility on park property.

The following is the final report of data gathered during the study and recommendation for the future of Brighton Recreation.

### Acknowledgements:

#### Town of Brighton

- William W. Moehle, Town Supervisor
- Christine Corrado, Town Board Member
- Rebecca Cotter, Recreation Director

#### Ballard\*King & Associates

- Darin Barr, President

#### SWBR

- William Price, Retired
- Randal Sickler, Principal
- Marley Beers, Landscape Architecture Manager

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<sup>1</sup> All financial data, including rates of inflation, costs of construction, wages, operations, projected household impact, etc. have been adjusted from the 2021-2022 values and are currently for late 2024, early 2025.

<sup>2</sup> The Town remains a tenant in the building under the new owner.

<sup>3</sup> As of December 2024, this facility is no longer available for purchase.

<sup>4</sup> The spaces outlined in the potential partnership with the JCC have changed as they have brought other tenants to their location.

## Executive Summary

### Objective and Process:

The Town of Brighton commissioned this report to evaluate the need for, support for, and priorities of the residents of Brighton for a new or enhanced community center. SWBR was engaged to conduct group and individual data collection on the vast array of potential recreational programs and facilities. Public engagement tools included an online survey, in-person meetings with stakeholders, intercept events at Town functions, and a public information session. The data collected from more than 1,000 Town residents indicated strong support in the community for a more vibrant and modern community center focused on meeting the community's current and future program needs.

Town residents participating in the public input process gave the highest priority to the following areas:

- Community Events, Festivals, and Shows
- Indoor Exercise, Fitness, and Wellness
- Music, Theatre, and Entertainment
- Aquatics/Swimming
- Speakers and Programs

Town residents expressed a perceived need for new or enhanced recreation facilities that would be suitable for the following:

- Shared Use Trails and Nature Trails
- Outdoor Pool and/or Outdoor Splashpad
- Gym and Fitness Equipment

The Town asked SWBR to study and evaluate three opportunities to assess how each would meet the priorities and needs identified by residents. The three options reviewed included the renovation of existing facilities at the Family Jubilee Center on South Clinton Avenue, engaging in a community partnership with an organization already providing recreational facilities to the community at the Jewish Community Center on Edgewood Avenue, and designing, developing, and constructing a new Town-owned community center at Buckland Park. For each option, SWBR and their team completed an analysis that included the cost to build, operation cost, and annual household impact.

Recommendation:

Based on the findings of SWBR, as detailed in this report, and the facility recommendations provided to ensure the current and future success of the Recreation Department, SWBR and their project team have concluded and **recommends that the Town pursue the design, development, and construction of a new Town-owned community center at Buckland Park.** This is the best option because the new Community Center would be owned and operated by the Town of Brighton. The facility will be purpose-built to meet the current and future needs of the residents of Brighton. SWBR and team **estimate the annual property tax impact on the average home in the Town to be approximately \$232.62.** This is based on the average home value in Brighton (\$317,823), the project cost, and the cost of operating the facility.

## Project Summary

The project team completed a thorough, time-tested process to evaluate the need for an indoor community center in the Town of Brighton. The evaluation determined that **a facility of approximately 38,238 square feet would meet the needs of the Brighton community**. The analysis underlying this conclusion is found in this report.

Space Description	Area (sq ft)
Lobby	1,500
Front Desk/Admin	1,500
Large Meeting Space	4,500
Adjacent Storage	500
Commercial Kitchen	750
Dedicated Senior Space	1,500
Studio	2,000
Storage	250
Meeting Room 1	2,000
Meeting Room 2	1,500
Indoor Playground	2,500
Double Gymnasium	10,000
Elevated Walk/Jog Track	3500
Restrooms	1,000
Building Storage	250
Programmable	33,250
Gross Up (15%)	4,987.5
<b>Total</b>	<b>38,238</b>

This information was then used to evaluate the development of a new facility at Buckland Park, the purchase and renovation of the Family Jubilee Center, and renting space from the JCC.

For the JCC, the consulting team and Recreation Department identified areas of interest for the Town to occupy and program. The JCC used that information to develop a proposal they provided to the Town to lease space. In addition to the proposed leased space, the JCC also offered a proposal for access to their aquatics center and other facilities at an additional expense.

The factors the consulting team used when comparing the various options included level of investment, ability to sustain existing programming, expand programming, location, connectivity, adjacent green space, visibility/presence, parking, partnership, retained asset, and household impact.

During the comparison process, the consulting team identified areas of concern for each option.

- The most significant concern associated with a new facility at Buckland Park is the upfront capital investment of a project cost of approximately \$26.3 million.
- The Family Jubilee option would solve the need for an indoor space quicker than that of building a new facility in Buckland Park and would require a \$11.5 million investment. This accounts for the acquisition and renovation of the facility.

The renovation would enhance the Family Jubilee facility; however, it would still be an aged facility that would likely require further investment and more renovation in a shorter time frame. Even with the renovation, the facility would not meet the square footage demands the consulting team identified nor would it meet the specified wants of the community in terms of adjacency of green space or parking.

- The JCC option would solve the need for an indoor space quicker than building a new facility in Buckland Park or renovating Family Jubilee options. Partnering with the JCC would require a \$1.5 million investment in renovating spaces. Under the proposal, the Town would rent space from the JCC at an annual rent of \$694,432<sup>5</sup> for ten years<sup>6</sup> including utilities, custodial/housekeeping services, standard facility maintenance/repairs, trash removal, snow removal, internet, phone, etc. The proposal highlights an opportunity for the Town to purchase access for residents whereby they would receive discounted rates for full access to the JCC. Based on the spaces outlined in the proposal, the square footage would not meet the demand the consulting team identified.

Areas of concern with the JCC proposal are as follows:

- The initial proposal from the JCC is for a 10-year lease; there is no guarantee beyond that time frame.
- The Town should anticipate an increase in the rent in years 11-20 and again in 21-30 if it were still available for lease. If it is not available or if it is not available on terms acceptable to the Town, the Town would have to relocate its community center again.
- The Town would not own an asset despite the capital outlay.
- The proposal indicates the opportunity for the Department to rent the Hart Theatre, Canalside Stage/Tent, Auditoriums, and other spaces. These fees would be above and beyond the base rent payment.
- The proposal identifies the gymnasium, track, and dance studio as shared spaces between the Town and the JCC. The consulting team believes this is a regression in that the Department currently has unlimited access to gymnasium space and spaces that are used as dance studios at the Brookside location.

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<sup>5</sup> This was a 2021-2022 figure and would likely increase if the same spaces were available.

<sup>6</sup> If the rent were to increase 20% for years 11-20 it would be \$833,318 and if it were to increase 20% for years 21-30 it would be \$999,982. This would impact the per housing cost, in comparison to the Jubilee and Buckland options which would remain fixed for 30 years.

- There is a strong possibility that despite their best efforts, the Town of Brighton Recreation Department would lose its identity through co-location.
- The location and property do not meet identified wants of the community in terms of central location. A portion of the JCC property is in Henrietta<sup>7</sup>.
- If the JCC were to vacate the facility during the terms of the lease, the Town might be required to incur additional expenses for the facility to remain viable.
- The Town would not have a voice, nor control, of other tenants in the JCC and their potential program offerings.

The consulting team provided each option's project cost and operational plan. That information was used to determine the household impact. The annual payments below reflect debt service, operational subsidy, and rent when applicable. It should be noted that the annual payment for the JCC reflects only the first ten years of the lease. If the Town were to be able to lease the space for an additional term, the annual rent would likely increase significantly.

#### JCC<sup>8</sup>

- Capital Investment \$1,541,717
- Annual Payment \$1,528,151
- Cost per Average Home \$159.53 annually / \$13.29 monthly

#### Family Jubilee

- Capital Investment \$11,543,717
- Annual Payment<sup>9</sup> \$1,546,196
- Cost per Average Home \$161.41 annually / \$13.45 monthly

#### Buckland Park

- Capital Investment \$26,288,281
- Annual Payment<sup>10</sup> \$2,228,318
- Cost per Average Home \$232.62 annually / \$19.39 monthly

Based on the consulting team's analysis, the following is recommended:

- The consulting team recommends that the Town pursue the development of an indoor multi-generational facility in Buckland Park.

<sup>7</sup> The Town of Henrietta and the JCC are exploring options for a public/private partnership to develop a commercial corridor along the canal adjacent to the JCC, as published in the 2025 Henrietta State of the Town address.

<sup>8</sup> Assuming that the cost of rent from the JCC were to increase 20% from years 1-10 and then 11-20 it would equate to approximately \$174.03 per household. If that same increase happened again from 11-20 to 21-30 it would equate to approximately \$191.43. These are extremely conservative assumptions on future rent increases.

<sup>9</sup> This is a bond payment at 4.5% over 30 years that accounts for debt service on purchase of the facility, cost associated with renovation of the facility, and a potential increase in operational subsidy.

<sup>10</sup> This is a bond payment at 4.5% over 30 years that accounts for debt service on purchase of the facility, cost associated with renovation of the facility, and a potential increase in operational subsidy.



- The proposed facility should operate like a community center offering drop-in opportunities for the residents along with a wide variety of programming opportunities.
- The facility should operate seven days a week, providing residents greater access and allowing the Department to expand its programming.
- In addition to supporting expanded programming to all ages, there should also be a focus on renting space to community groups.
- To support the facility and ensure that it is operating within industry standards, the Town should adhere to the operational analysis, particularly the matter of both full-time and part-time staffing.
- The revenue-generating figures in the report are conservative by design. As such, it should be the goal of the Department to exceed those figures and decrease the operational subsidy outlined in this report.
- The Town should continue to have discussions with the JCC about access to the aquatics and other facilities for Town residents.
- A trend that the consulting team has observed specific to aquatics is the inclusion of splash pads. While a splash pad does not allow for the same experience as a pool, they do provide the opportunity for individuals to cool off in the water and have positive social interaction. The Town should investigate the cost of developing one or two splash pads in the community, with a preference for locating those facilities in Town parks.
- For communities that do introduce splash pads, they often re-evaluate the need/demand for existing outdoor pools. If the Town were to develop one or more splash pads, the consulting team would recommend discontinuing the seasonal outdoor pool operation at Town Hall, because it will likely soon need replacement or significant.

*After hearing substantial input from the Community, the Town is currently in the process of making improvements to the Town Hall complex including the refurbishment and improvement of the existing outdoor Brighton Town Hall Pool, the addition of a new accessible playground and a splash pad. These projects are funded by community partners including New York State Senator Jeremy Cooney, New York State Assembly Member Sara Clark, Brighton Kiwanis, and the Town of Brighton.*

## Process & Timeline

The consulting team, led by SWBR, used the following process to develop the recommendations highlighted in the Project Summary:

- Evaluation of Brookside School, the current location of the Town of Brighton Recreation Department.
- Administration of a thorough public input process. This included an online survey, stakeholder meetings, individual meetings, and the consulting team's participation in Town events.
- Compilation and analysis of participation data. The participation data provided another layer of information to balance the wants/needs expressed in the public input process. Additionally, it helped identify programs and multi-use spaces that could be included in a facility.
- Analysis of demographic profile to help the consulting team better understand the Town of Brighton from a data perspective.
- Further defining the market in relation to national trend information and facility trends in Monroe County.
- Development of a facility program based on the above data that was then compared to the Family Jubilee location and the Jewish Community Center.
- The consulting team performed an evaluation of the Jubilee facility and site.
- The JCC provided the Town and the consulting team with a proposal for the lease of space.
- The consulting team estimated the capital cost for each of the options: the development of a new facility at Buckland Park, the renovation of Family Jubilee, and the renovation of select spaces within the JCC.
- In addition to the capital cost estimates the consulting team developed an operational plan for each location, including expenses and revenues.
- Finally, the capital cost and operational figures were used to determine the annual household impact for each option.

The remainder of this report, along with details in the appendices, provide detailed findings of this comprehensive process.

## **Project Timeline:**

Throughout this process there have been numerous projects going on simultaneously that have impacted the timing of this RFP, most notably the COVID 19 Pandemic and the relocation/renovation of the Brighton Town Hall.

- 2019
  - a. Winter Market Barn Site Improvements Begin (Phase I)
- 2020
  - a. COVID Pandemic shutdown; Town staff work remotely
  - b. Return to office, limited capacity
  - c. Virtual public meetings
  - d. Town Hall heating and cooling systems are deficient, lack air filtration
  - e. Phase 1A Winter Market Barn interior renovations begin
  - f. Design for Phase II Site Improvement to Winter Market Barn begins
- 2021
  - a. Phase II Winter Market Barn site improvements begin
  - b. Town issues RFP for Community Center Feasibility Study (March)
  - c. Survey for public input opens (September)
  - d. Community input is collected at Brighton Farmers Market (September)
  - e. Community input is collected at Brighton High School Homecoming (October)
  - f. Community stakeholder meetings (November)
  - g. Brookside building sale to Talmudical Institute of Upstate NY (TIUNY) completed
- 2022
  - a. Winter Market shed addition construction begins
  - b. Town acquires 44 acres adjacent to Buckland Park (per the Town Open Space Acquisition and Development Plan)
  - c. Community and Recreation Center Needs Assessment & Feasibility Study public presentation to the community
  - d. Community Center Feasibility Study draft report compiled
- 2023
  - a. Winter Farmers Market Opens in the renovated and expanded barn
  - b. Town Hall renovation design begins including HVAC, ADA improvements, security and technology updates and asbestos remediation
- 2024
  - a. Concept for Town Hall campus recreation amenities including pool, refurbishment, new splash pad, pavilion, & accessible playground
  - b. Town Hall relocates temporarily to SUNY Empire State University
  - c. Staging begins for Town Hall for renovation
- 2025
  - a. Town Hall renovation work begins
  - b. Development of plan for Town Hall campus site work
  - c. Presentation of the Community Center Feasibility Study final report to the public
  - d. Feasibility Study Final Report

## Section I – Current Facility, Brookside School

The Brighton Central School District (BCSD) closed Brookside School for academic purposes in 1987, when the building was leased to Monroe 1 BOCES for preschool special education classes<sup>11</sup>. Simultaneously, the Brighton Recreation and Parks Department made a home at this location and began to operate activities and programs from and within Brookside School.

In 2017, the Brighton Central School District (BCSD) voters approved a capital project to invest in the development of Council Rock Primary School. At this time, Brookside became a surplus property for the BCSD and was deemed a liability due to the multitude of repairs the building requires that are not funded by the state. BCSD was then approached by the Talmudical Institute of Upstate New York (TIUNY) with a \$4.2 million purchase offer<sup>12</sup>.

The sale of Brookside to TIUNY was finalized in 2021. The Town of Brighton Recreation and Parks Departments remain in the building as tenants of TIUNY. However, TIUNY has submitted applications to the Brighton Planning Board to construct a 23,000 +/- sq. ft. building addition (with an additional 8,700 sq. ft. future phase) to re-purpose the former Brookside School for the use by the Talmudical Institute of Upstate New York Residential High School<sup>13</sup>.

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<sup>11</sup> Historic Brighton News Bicentennial Issue 1965-2014.

<sup>12</sup> Brookside Sale Fact Sheet, Brighton Central Schools.

<sup>13</sup> Planning Board Town of Brighton Meeting of October 19, 2022, Agenda.

The Brighton Recreation and Parks Departments currently occupy the space represented in yellow on the floor plan shown below. Because of the TIUNY lease and subsequent development of that tenant, there could come a point where the department's access to the spaces could decrease.



*Note: The list of tenants was accurate at the time of the study. Since that time some of the tenants have changed.*

An enlargement of the leased space and current rooms used by the Departments is shown in the following image. This equates to approximately 14,641 sq. ft. of leased space and just under 20,000 sq. ft. when including storage and communal areas such as restrooms, hallways, and mechanical rooms.



The current space occupied by the Departments at the Brookside School location includes the following spaces and area (in square feet):

# on Floorplan	Space Description	Area	% of Total
1	Large Gym, Small Gym, Storage	6,092	42%
2	Multi-Purpose Rooms, Arts & Crafts, Senior Center	5,184	35%
3	Recreation & Parks Office	1,750	12%
4	Storage	1,615	11%
	Sub-Total: Leased Space	14,641	100%
5	Common Areas, Mechanical, Restrooms	5,039	
	Total:	19,680	

The need for the Town's Recreation and Parks Department to find a new long-term home forms the basis for this study. If the Town chose not to find a new location for the Department, their ability to offer programs to the community would be severely curtailed, if not eliminated. Current registration figures illustrate that the Department is a vital community service, with the inability to expand programs because of the limited capacity of their current location.



## Section II – Public Input

The consulting team worked with Town staff to develop the following public engagement schedule/strategy.

Event	Date	Times	Location
Public Survey	September 17 – December 4, 2021	NA	Online
Farmer’s Market Pop-Up Event	September 26, 2021	12:30 – 4:00 pm	
Brighton Homecoming	October 2, 2021	11:30 – 4:30 pm	
Parks & Recreation Advisory Board Meeting	October 25, 2021	5:00 – 7:00 pm	Recreation Department
Stakeholder Interviews <sup>14</sup>	November 3, 2021	7:30 – 9:00 am 9:15 – 10:45 am 11:30 – 12:15 pm 1:30 – 2:45 pm	Brookside, Recreation Department
Community Forum – Westside	November 15, 2021	7:00 – 8:30 pm	Entertaining Center at Rustic Village Apartments, 999 E. Henrietta Road, 14623
Community Forum – Eastside	November 22, 2021	7:00 – 8:30 pm	Livingroom at Legacy at Clover Blossom, 100 McAuley Drive, 14610
Public Open House	July 21, 2022	5:30 – 7:30 pm	Town Hall Auditorium

This strategy focused on in-person and online engagement. It also provided residents with multiple ways to engage with the consulting team during the feasibility study. The study process benefited from the pandemic in that individuals wanted to get out of their residences and engage while they continued to be motivated to participate virtually.

An accessible process ensured that a diverse group of stakeholders was engaged. Because a portion of the engagement process was virtual due to the COVID-19 pandemic, digital engagement was ADA-compliant. Interpreting services were provided throughout the process. For people without Internet access, the consulting team provided an option for people to call into

<sup>14</sup> Stakeholders included; department staff, city administration, school board representatives, residents, neighborhood representatives, Rotary Club members, art groups, school administration representative, etc.



virtual meetings. Within the context of safe COVID-19 practices, the consulting team also sought opportunities for people to give input in writing or in person.

All engagement included clear communication of the context, advantages, disadvantages, and trade-offs of decisions. Technical language was avoided and explained where necessary to ensure better public participation.

Forms of outreach included but were not limited to the following:

- Interactive project webpage (Town website)
- Outreach by volunteer ambassadors
- Publicity about the project and engagement opportunities via:
  - Various Brighton social media groups
  - Various Email blasts
  - Places of worship/faith communities
  - Apartment complexes
  - Senior living facilities
  - Community Access Television
  - Educational institutions (public, private, and parochial schools)
- For virtual meetings, using breakout groups to enhance interactions between participants from different constituencies.
- Engaging with religious leaders from across Brighton.
- Engaging with participants at
  - Town's Recreation Department senior lunch program.
  - Brighton Farmers' Market
  - Brighton High School Homecoming (Twelve Corners)
  - Brighton Memorial Library

Social media pages and publications:

- Various Brighton social media groups
- Brighton Recreation Department Facebook
- BCSD
- Neighborhood Facebook Pages
- Brighton High School
- Brighton Fire Department
- Brighton Police
- Town of Brighton, NY – Government
- Families of Color Group (BCSD)
- Brighton Believes Council

## Survey Findings:

Over 95% of respondents to the survey indicated that they lived in the Town of Brighton, and the primary way (68%) respondents get information about facilities, programs, and special events is through the mailed Department catalog followed by direct e-mails (49%). As the team completes projects across the country, there is a wide variance in the distribution of recreation program catalogs. While most departments continue to produce a program catalog, some have only made those available online. Others have taken a hybrid approach to distribution and allowed residents to choose whether they receive this publication.

Respondents illustrated a strong level of participation, with 71% indicating they had participated in a program offered by the Department in the past five years. Youth programs, youth sports, special events, health and wellness, and arts and crafts were the programs with the most frequent participation. The consulting team suggests to the Town that those programs, and senior programs, are the Town's core services. As such, they should continue to be cultivated. To that end, a facility should allow them to expand and enhance those offerings.

Respondents did indicate an interest in seeing programs and activities expanded. The consulting team categorize these as special events, indoor fitness and wellness, music/theater/entertainment, aquatics, and speakers/educational opportunities. Implementing some of these would require new and expanded facilities.

A small percentage of respondents indicated they did not participate in programs, citing that the programs and facilities available did not interest them, convenience (time/location), or that they did not have time in their schedule. Convenience and time are difficult obstacles for the Department to overcome. However, that programs and facilities are not of interest points to the need for the Department to have more diverse programming and improved facilities.

It is also essential to state that the Town's Recreation Department is not the only organization offering facilities and programs in the Town or the County. As such, respondents indicated that they use facilities like the JCC, YMCA, or recreation facilities in other towns. This is not uncommon. However, the use of recreation facilities located in other towns suggests that residents may feel the current Town of Brighton facilities are deficient.

In its surveys, the consulting team asked residents to consider these options: renovating an existing facility, partnering with an existing provider, or developing a new facility. The option receiving the least support was the consideration of a partnership with an existing facility. The construction of a new facility on park-owned property received the most support, although residents did express concerns about cost of construction for a new facility.

Residents indicated that their priorities of spaces for a new facility were gymnasium, accessibility to the facility on foot or by bike, fitness opportunities, indoor walking track, and workout areas.

## Stakeholder Meetings:

Using a database provided by the Town, the consulting team extended an invitation to participate in stakeholder meetings. Those meetings took place on November 3, 2021 at the Brookside School location in four 1.5-hour sessions. The following are key takeaways from those meetings.

- Participants were asked what should be in a community center. Responses included:
  - Place for kids to hang out
  - Place for residents to socialize
  - A building that is not associated with other organizations
  - Connection to trails and adjacent green space
  - Connection to other outdoor amenities including amphitheater, pavilion, pool, spray pad, etc.
  - Gymnasium(s)
  - A large meeting room (200 people) and small meeting room(s)
  - Indoor playground or play area during the winter months
  - Opportunity for drop-in, short-term (2-3 hours), child watch
  - Indoor walk/jog track
  - Adequate restroom facilities
  - Transportation options outside of personal vehicles
  - Meal programs
  - Wellness programs
  - Appropriate technology throughout the facility
  - Appropriate HVAC throughout the facility
  - Educational and enrichment program opportunities
  - Opportunities for sports programs
  - Integration of fitness classes
  - Maker space opportunities
- Participants were asked to provide adjectives that described a Town community center. Common responses included:
  - Availability
  - Affordability
  - Walkable
  - Connectivity
  - Welcoming
  - Multi-generational
  - Multi-cultural
  - Engaging
  - A building with an identity that “fits in” to the Town
  - Flexible and adaptable
  - Drop-in options
  - Centralized location

- Transparency through the facility
- Avoid duplication of services
- Additional comments from stakeholders included:
  - There is a want to have more access to the BCSD pool, but it was acknowledged that it could be challenging.
  - Because of the school district's programming, which is great, access to indoor court space is a challenge.
  - It was noted in multiple meetings that the only places to have large gatherings of people in Brighton are at facilities owned by faith-based groups. Participants voiced the opinion that it would be nice to have another option.

*More detailed information from the survey and other engagement events can be found in Appendix B starting on page 65.*

Parks and Recreation staff had a stakeholder meeting. Their key takeaways are as follows:

- A new, stand-alone facility would provide an identity for the Recreation Department. Currently, there is a feeling that it gets lost.
- The Brookside location is currently maxed out on the number of programs they can offer the public and the available spaces to rent.
- The Parks and Recreation Departments feel supported by the Town administration and the community.
- There are perceptions of the Brookside location that it is old, has very little presence, and there is not enough space.
- Staff felt that locating a new community center in an existing Town park would create opportunities for synergies in use and programming.
- Staff felt they were “scratching the surface” regarding senior programming. They can address traditional senior pursuits, but it is challenging to engage younger seniors with the amenities available at Brookside.
- There is an opportunity to take a more hands-on role with youth sports in the community.
- The staff were asked to highlight existing (significant) partnerships with the Department. The following were offered:
  - Brighton Symphony
  - Brighton Central School District
  - Seniors – St. John's Meadows (pool)
  - Lifespan
  - Monroe County Office of Aging
  - Local businesses as event sponsors
  - Contractual partnerships with various service providers to enhance program offerings
- The staff was acutely aware of how much they do with minimal resources regarding staffing. To that end, additional staffing would be necessary to extend the hours and programming if a new, potentially larger, facility was built.

A meeting was conducted with the local Jewish Community Center (JCC), as a potential facility partner. There have been multiple conversations with the JCC about a potential partnership with the Town. In those conversations, the concept of the Recreation Department co-locating with the JCC was considered. Key takeaways from the stakeholder meeting included the following:

- The JCC is very open-minded about the opportunity to partner with the Town and other organizations.
- Using the current layout of the JCC, the Town was encouraged to identify areas of the building they would like to use<sup>15</sup>.
- The JCC felt that it was a natural synergy in that some of the areas that the Town wants to expand require the type of spaces that exist in the current JCC.
- The JCC would be open to the Town renovating spaces within the existing JCC to better meet the needs of the Recreation Department.
- The result of this discussion is a proposal to the Town from the JCC that identifies space opportunities and associated rental fees.

Based on the public engagement process it is the consulting team's opinion that residents would strongly support the Town moving forward with a community center if it had the amenities that are most important to them. Residents were enthusiastic about having a Town-operated facility to support programs, special events, and private rentals. The consulting team notes that residents were very thoughtful in their desire to be reassured that all options were adequately vetted.

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<sup>15</sup> It is important to note that several of the spaces that were available at the time of the study are no longer available at the JCC.

## Section III – Participation Statistics

The consulting team looked at participation data for various activities as part of the market assessment process. This participation data provides another layer of analysis to add to the public input. It is also important data for projecting future participation and revenue generation potential.

Information gathered through ESRI (formerly known as Environmental Systems Research Institute, Inc.) and their Sports & Leisure Market Potential report indicated a very active adult population in Brighton. B\*K looked at 18 activities<sup>16</sup> that could occur indoors, outdoors, or in specialized facilities. Of those 18 activities, the rate of participation in 15 of them was either at the national level or up to 34% greater than the national level. There were only three activities that were below the national participation figure. Again, this points to an active adult community that would welcome participating in activities at a Town of Brighton facility.

In addition to participation numbers produced by ESRI, the National Sporting Goods Association (NSGA) conducts an annual in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay the participation rate in the Primary Service Area (Town) to determine market potential.

B\*K combines the national average with the Primary Service Area participation percentages based on age distribution, median income, and region. Those four percentages are then averaged to create a unique participation percentage for the Primary Service Area. When applied to the population of the Primary Service Area, this participation percentage provides the market potential for recreation activities.

Again, the participation data from the NSGA was consistent with the ESRI data in that it illustrated an active community. It is also important to note that the NSGA data expanded its participation to include individuals aged seven and up. So not only is there an active adult participation, but also an active youth population.

The NSGA participation in indoor activities helped identify multi-use facility spaces that could accommodate a variety of activities. For instance, a gymnasium can be used for traditional activities like basketball, volleyball, and pickleball. It can also be used as an indoor play area in winter or as a large gathering space for community programs and events. The participation rates for outdoor activities are important because they emphasize the synergy created by co-locating an indoor facility with, or in proximity to, passive and active outdoor elements.

Data was provided from the National Endowment for the Arts and their latest survey, conducted in 2017. This information is important because a community center can be much more than a sports complex, as illustrated by the wide variety of programming offered by the Town's Recreation Department. While this data is not as robust or detailed as that produced by the NSGA, it does show a significant increase in participation from the 2012-2017 survey.

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<sup>16</sup> Activities listed in Appendix A.

In addition to the statistical data provided by ESRI, NSGA, and the NEA, the National Recreation & Park Association (NRPA) collects data from its member agencies annually. The NRPA data focuses on specific facility types, while the ESRI, NSGA, and NEA data focuses on participation rates.

Based on the data provided by the NPRA 58.6% of member agencies offer community centers to their residents. For communities with a population of 20,000-49,999, a single community center serves approximately 26,099 individuals. Taking that population (26,099) and dividing it into the Town population (37,137) suggests that the Town's population could support 1.4 community centers.

Typical Characteristics of a Community Center include:

- **Drop-In Availability.** There are components in the facility that would facilitate free, or nominal fee, use of the facility.
- **Programming.** There are a wide variety of programs that take place in the facility. Programs are a primary source of revenue for the operation.
- **Rentals.** Private rentals of spaces within the facility, or the facility as a whole, is another significant source of revenue for the operation.
- **Membership.** There is typically not a membership offered, or required, for use of the facility.
- **Hours of Operation.** In comparison to recreation centers the hours of operation for a community center are less.

It is important to note that the information from the NRPA is another data point for consideration. The data does not speak to the number of private or municipal providers. The trend information in Section V of this report highlights the other providers in the area.

The data points suggest to the consulting team that **the residents of the Town would support an indoor facility.**



## Section IV – Demographic Profile

The demographic<sup>17</sup> information the consulting team analyzed illustrates the characteristics of a community.

- The Town of Brighton has a population of 37,137 according to the 2020 Census, an increase of 1.4% from the 2010 Census. B\*K would suggest that the population can support an indoor community recreation facility, especially one as active as the participation data suggests.
- Median Age. The age trend is at or slightly above the national number. The median age points to a population distribution across all age categories. There is an older population, but the reality is that individuals are staying active longer. This benefits indoor community recreation facilities and the programs that take place there.
- Median Household Income. The median income in the Town is greater than Monroe County, the State of New York, and national figures. This points to a community where many residents can pay for facilities and programs. However, it is important to note that while there is an ability to pay much of the population, a segment within the community (11.5% making less than \$25,000 per year) will be challenged to afford participation in programs and use of facilities. The Town's current pricing structure reflects this, and that effort should continue.
- There is consistency with the median household income, household budget expenditures, and recreation spending potential. The consistency points to a slightly higher cost of living and the ability to afford that. Specific to recreation and entertainment spending, it must be noted that these dollars are already being spent, some with the Town's Recreation Department.
- The Town of Brighton is a diverse community with multiple races and ethnicities present. As such, a new indoor space should be multi-generational and multi-cultural in its approach to programs and services. Continual engagement with all groups about the benefits of an indoor community center is recommended.
- The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. The top 5 Tapestry segments in the Town account for 62.8% of the population. In 4 of the 5 segments, the participation rate in entertainment and recreation is greater than the national number. This again points to an active community with a demand for indoor facilities and a full spectrum of parks and recreation programs.
- A hallmark of community recreation is to create spaces and programs that address the entire socio-economic spectrum. The Town is currently doing this at its Brookside

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<sup>17</sup> The full demographic analysis and detail are in Appendix A of this report.



location, and the consulting team anticipates this will continue at any future facility. Another hallmark is preserving time in the weekly operation to facilitate drop-in, non-coordinated use of spaces.

The demographics of the Town have many positive indicators that suggest to the consulting team that **a new indoor community center would be embraced by residents.**

## Section V – Recreation Activity & Facility Trends

The number of people participating in recreation and leisure activities continues to see robust growth. It is estimated that one in five Americans over the age of six participates in some form of fitness-related activity at least once a week.

One of the areas of greatest participant growth over the last ten years is in fitness-related activities such as exercise with equipment, aerobic exercise, and group cycling. This is also the most volatile growth area, with specific interest areas soaring in popularity for a couple of years only to be replaced by a new activity for the coming years. Also, ice hockey and running/jogging are showing particularly strong growth numbers, while swimming participation remains consistently high despite recent drops in overall numbers. It is significant that many activities that can take place in an indoor recreation setting are ranked in the top fifteen in overall participation by the National Sporting Goods Association.

Due to the increasing recreational demands, there has been a shortage in most communities of the following spaces:

- Gymsnasiums
- Pools (especially leisure pools)
- Weight/cardiovascular equipment areas
- Indoor running/walking tracks
- Meeting/multipurpose (general program) space
- Senior's program space
- Preschool and youth space
- Teen use areas
- Fieldhouses

Thus, many communities have attempted to include these amenities in public recreation facilities. With the growth in youth sports and the high demand for school gyms, most communities are experiencing an acute lack of gymnasium space. Weight/cardiovascular space is also in high demand and provides a facility with the potential to generate significant revenues.

The success of most recreation departments is dependent on meeting the recreational needs of a variety of individuals. The fastest-growing segment of society is the senior population, and meeting the needs of this group is especially important now and will only grow more in the coming years. Indoor walking tracks, exercise areas, pickleball courts, pools, and classroom spaces are essential to this age group. Marketing to the younger, more active senior (usually age 55-70) is paramount, as this age group has the free time to participate in leisure activities, the desire to remain fit, and, more importantly, the disposable income to pay for such services.

Youth programming has always been a cornerstone for recreation services and will continue to be so with an increased emphasis on teen needs. With a continuing increase in single-parent

households and two working-parent families, the needs of school-age children for before and after-school childcare continue growing, as does the need for preschool programming.

As more and more communities attempt to develop community recreation facilities, the issues of competition with other providers in the market area inevitably have been raised. The loudest objections have come from the private health club market and their industry voice, IHRSA. The private sector has vigorously contended that public facilities unfairly compete with them in the market and have spent considerable resources attempting to derail public projects. However, the reality is that in most markets where public community recreation centers have been built, the private sector has not been adversely affected and, in many cases, has continued to grow. This is largely because public and private providers serve markedly different markets. One of the other issues of competition comes from the non-profit sector (primarily YMCAs, but also JCCs and others), where the market is much closer to that of the public providers. While less vociferous than the private providers, the non-profits have often expressed concern over public community recreation centers.

### **Aquatic Participation Trends**

Swimming is one of the most popular sports and leisure activities, meaning there is a significant market for aquatic pursuits. Approximately 15.8% of the population in the Mid-Atlantic region of the country participates in aquatic activities. This is a substantial segment of the population.

The multi-function indoor aquatic center concept of delivering aquatics services continues to grow in acceptance with the idea of providing a variety of aquatics activities and programs in an open design setting that features a lot of natural light, interactive play features, and access to an outdoor sun deck. The placement of traditional instructional/competitive pools with shallow depth/interactive leisure pools and therapy water in the same facility has been well received in the market. This idea has proven to be financially successful by centralizing pool operations for recreation service providers and through increased generation of revenues from patrons willing to pay for a new and exciting aquatics experience. Indoor aquatic centers have been instrumental in developing a true family appeal for community-based facilities. The keys to success for this type of center revolve around the concept of intergenerational use in a quality facility that has an exciting and vibrant feel in an outdoor-like atmosphere.

For some agencies, the financial realities of building and operating an indoor or outdoor aquatic center are not attainable. Those agencies have adopted the concept of offering outdoor spray parks. While not the same as a pool, a spray park does provide opportunities for children to get wet during the summer months and offers social opportunities for all age groups. Another tactic these agencies have employed is to leverage relationships with other nearby organizations, allowing their residents access to indoor and outdoor aquatics. Creating partnerships with existing aquatic facilities provides the community with much needed access to aquatic programs without carrying the expense of building and operating a stand-alone facility.

## Greater Rochester Specific Trends

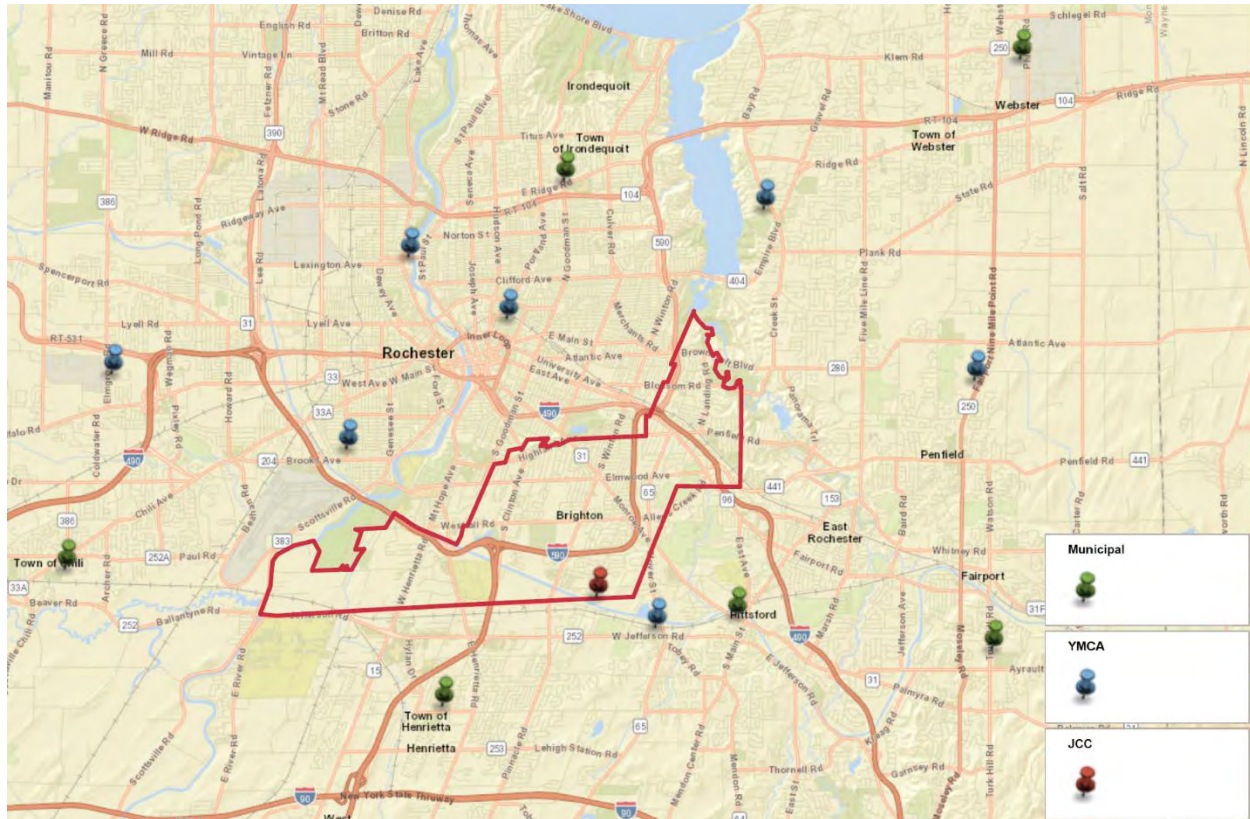
The first community in the area to offer a membership-based indoor recreation facility was the Town of Perinton. As such, this has become the benchmark against which many greater Rochester area municipalities are measured. However, what is often overlooked is the funding source (landfill and dumping fees) for the construction of that facility. Since the development of that facility, other communities have developed or renovated community centers or recreation centers, including:

- Chili Community Center – A non-membership-based facility with a library, meeting rooms, a large senior center, an indoor gymnasium (two courts), and an elevated walk/jog track.
- Webster Town Recreation Center – This facility offers meeting rooms, youth program space, a gymnasium (two courts), and senior space. In addition, there is a membership component for the fitness center in the facility.
- Spiegel Community Center, Pittsford – This facility underwent a significant renovation and expansion in which the meeting rooms were remodeled, a warming kitchen was added to support senior programming, the gymnasium was renovated, and dance and group exercise rooms were added.
- Irondequoit Recreation Center – The unique characteristic of this facility is its location in an old shopping mall. The hope is that this facility becomes an anchor tenant to attract more users. While located within the envelope of the old mall, this facility was fully renovated to include a lobby, gymnasium (one court), large meeting room, kitchen, administrative offices for the department, game room, locker rooms, indoor turf, and a membership-based fitness component.
- Henrietta Recreation Center – The unique characteristic of this facility is its large gymnastics component. In addition to this component, there are a larger indoor walk/jog track, gymnasium (three courts), child watch/childcare area, lobby, and administrative offices.

The greater Rochester area has a significant YMCA presence with seven locations, the largest of which is the Schottland Family YMCA in Pittsford. This full-service facility has a gymnasium, childcare, fitness, and indoor aquatics.

The Jewish Community Center (JCC) also has a presence in Rochester; more specifically, the facility is in the Town of Brighton on the southeast border. This facility includes meeting rooms, a gymnasium, childcare area, a full commercial kitchen, an auditorium with stage, fitness and racquetball courts, and a large indoor aquatic center. Also of note is that the JCC sits adjacent to ample open space. And as previously noted there is the potential for a joint public-private mixed use development along the canal between the JCC and Town of Henrietta.

The following map highlights the area's municipal, YMCA, and JCC providers<sup>18</sup>.



In addition to the facilities identified on the map, several private providers exist in the Town of Brighton. Those private providers offer a wide range of services, from fitness to enrichment opportunities. It is important to note that the Department currently partners with some of the providers to enhance the recreation opportunities offered by the Town. That practice should continue regardless of whether the Town develops a new indoor facility.

<sup>18</sup> These were the facilities that were reviewed at the time of the study. There are other facilities in the greater Rochester area, but the ones identified on the map best align with the study parameters.



## Section VI – Evaluation of Options

The consulting team was asked to evaluate two existing facilities, the Family Jubilee and the Jewish Community Center locations in relation to a new build in Buckland Park.

The consulting team considered the following factors during the evaluation process:

- Investment – each scenario would require capital dollars from the Town to either construct or renovate.
- Sustain existing Department programming – at a minimum, any option should be able to sustain current levels.
- Expand Department programming – the desire from the community and the Department is expanded programming.
- Location – based on feedback from the community, it was clear that a central location in the Town is preferred.
- Connectivity – the community desires easy access via multiple modes of transportation including public transit.
- Adjacent green space – the ability to offer programs in the facility and on adjacent green space is a community desire.
- Visibility/presence – residents want a visible facility that “fits” within the community.
- Available parking
- Partnership/lease required
- Retained asset
- Household impact<sup>19</sup>

### **Buckland Park:**

- This facility would be an approximate \$26.3 million investment and have an annual household impact of \$257.15. The household impact accounts for debt service (30 years) and annual operational subsidy.
- The facility would not require a partnership, and the Town would own and operate the facility.
- Based on the prescribed spaces, the facility would sustain and expand the programming of the Department.
- Buckland Park is centrally located in the Town with multiple connectivity options and could offer ample parking.
- Because of the park location, there is significant adjacent green space which would have visibility within the park but not overwhelm the property.
- Opportunities:
  - Town will own and independently control all aspects of the center (physical facilities, programming).

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<sup>19</sup> Based on an average home price of \$317,823.

- Will create synergies with Buckland Park athletic facilities, trails, memorial, and community gardens.
  - Offers “complex” of Town facilities with Winter Farmers’ Market.
  - Adjacent to large open space.
  - Accessible by walking and cycling via sidewalks and trails.
  - Located on RTS public transit line (additional official transit stops required).
  - Facility can be custom designed to meet program needs identified by the community.
  - Continues to build on the successful development of the Town’s park system.
- Constraints:
    - Most expensive of three alternatives evaluated.
    - Time duration to design and build the facility.
    - Perceived (or assumed) increase in traffic on Westfall Road and the number of access points. Ideally, the construction of Senator Keating Blvd would advance (via private development), allowing greater distribution of traffic off Westfall Rd and new access and exit points to a community center.

**Family Jubilee<sup>20</sup>:**

- This facility would be an approximate \$11.5 million investment and have an annual household impact of \$161.41. The household impact accounts for debt service (30 years) and annual operational subsidy.
  - The facility would not require a partnership, and the Town would own and operate the facility.
  - Based on the existing spaces, the facility would sustain and slightly expand the programming of the Department.
  - The facility is centrally located in the Town. It does not have the same level of connectivity as Buckland Park, and the existing parking spaces are insufficient.
  - There is an opportunity for some adjacent green space, although minimal, and the facility lacks visibility.
- Opportunities:
    - Facility/property could be owned and controlled by the Town of Brighton
    - Central location in Town is appealing.
    - Near Buckland Park for athletic programs.
    - On RTS public transit routes.
    - Able to repurpose the community center and transition quickly from Brookside.
    - Toddler, teen, and senior spaces can be created.
    - Existing kitchen (improvements required).
    - Potential to provide a meal program in the sanctuary.
    - Main sanctuary space with performance space desirable.
    - Existing furnishings and equipment available.
    - Does not remove taxable property from the tax roll.

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<sup>20</sup> A detailed cost analysis and parking analysis for Family Jubilee is in Appendix D.

- Constraints:
  - Acquisition cost.
  - Indoor spaces are undersized (only 12% larger than the current Brookside location).
  - Access through the adjacent parcel's parking lot.
  - The older section of the building requires substantial building shell improvements.
  - Minimal presence or image.
  - No significant outdoor green space near the facility.
  - Little to no ability to expand the facility to include a double gym or other program spaces. Additional parking would be required, reducing outdoor green space.
  - Most outdoor programs and activities would be held at nearby Town parks (Buckland Park, Town Park, and Town Hall).

### **Jewish Community Center<sup>21</sup>:**

- This facility would be an approximate \$1.5 million investment and have an annual household impact of \$159.53. The household impact accounts for lease (first 10 years after which would increase), space renovations, rent, and annual operational subsidy.
- The facility would require a lease with the JCC where the Town would be a tenant.
- Based on the existing spaces, the facility would sustain the programming of the Department.
- The facility is not centrally located in the Town and the property extends into the Town of Henrietta. It does not have the same level of connectivity as Buckland Park, and the parking needs may be insufficient based on the time of day and the season.
- There is an opportunity for green space through adjacent open space, and the facility has better visibility than the Jubilee option, but not the same as Buckland Park.
- Opportunities
  - A built structure that can be transitioned to include Brighton Recreation is appealing.
  - Presence of sidewalks in the neighborhood and adjacent to Erie Canal Trail.
  - Adjacent to green space (110 acres) that has since been acquired by the JCC.
  - Range of programs and activities offered.
  - Aquatic and fitness center.
- Constraints
  - Hours of operation for non-Brighton facilities, specifically the aquatic and fitness.
  - Location of JCC in relation to most Brighton residents.
  - Significant portion (>50%) of JCC building and property in the Town of Henrietta.
  - Lack of control inherent in the lease agreement.
  - Parking

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<sup>21</sup> A detailed cost analysis and parking analysis for the JCC is in Appendix D.



- Competition with JCC for same client base with an overlap of program offerings.
- Long-term sustainability of the lease agreement.
- Additional expenses are associated with kitchen use, auditorium, and theater.

The opportunity to lease space in the JCC is unique. As such, the consulting team offers the following comments that extend beyond the factors considered in the evaluation process.

- With the Buckland Park and Family Jubilee options, the Department would be the primary occupant, and would be the only organization offering programs and rentals. In the JCC model, both the Town and JCC would offer programs and services.
- The proposal the JCC provided outlined a ten-year lease. The consulting team is concerned about where the Department would be located if the lease was not renewed, as there is no guarantee beyond that time frame.
- The financial forecast the consulting team conducted assumes the lease payments would remain static for 30 years. However, the Town should anticipate an increase in the rent in years 11-20 and again in 21-30. This would correlate to a potential increase in household impact in both time frames.
- The proposal from the JCC outlines 35,773 square feet of space for the Department to use. Within that, 4,995 square feet of space is identified as “Main Street,” which equates to a very large hallway that is not programmable. Thus, it can be said that the proposal does not meet the square footage needs of the Department as identified in the report.
- The proposal indicates the opportunity for the Department to rent the Hart Theatre, Canalside Stage/Tent, Auditoriums, and other spaces.
- The proposal identifies the gymnasium, track, and dance studio as shared spaces between the Town and the JCC. The consulting team believes this is a regression in that the Department currently has unlimited access to the gymnasium and spaces that are used as dance studios in their current location.
- The Town would not own an asset despite the capital outlay.
- While the Department would have its own entry and operate independently from the JCC, the loss of identity is a possibility.
- Based on the proposal from the JCC, the Town would gain access for all residents to the indoor pool at the JCC. This access would come in the way of the Town paying an annual fee of \$155,000 and residents paying a \$7.00 per visit fee or a reduced membership rate. Access to a pool is a strongly desired amenity in the community.
- The location and property do not meet identified wants of the community in terms of central location.
- While the lease would be with the JCC, it would not preclude the JCC from engaging other space renters within the facility. Nor would it preclude the JCC from vacating the property.

A full copy of the JCC proposal is in Appendix E starting on page 131.

Based on the demographic data, the market for participation, trends, alternative providers, and public input, **the consulting team recommends that the Town build a community center in Buckland Park.** This recommendation, in addition to being grounded in the previously mentioned data, is focused on continuing the currently offered programming at Brookside and allowing the Department to expand its offerings. This recommendation was also used to compare the other facility options the Town tasked the consulting team to consider.

## Section VII – Future Facility Recommendations

### *Future Facility Program Recommendations*

Space Description	Area	Features
Lobby	1,500 sq ft	Soft Seating, Technology (screens & Wi-Fi), Small Tables, Coffee Station, Vending
Front Desk/Admin	1,500 sq ft	Front Desk, 4 Dedicated Offices, Conference Room, Staff Break Area, 2-3 Cubicles
Large Meeting Space	4,500 sq ft	1 Large Meeting Space, or 2 Smaller Spaces, Seating for 250-300 @ 8' Rounds
Adjacent Storage	500 sq ft	
Commercial Kitchen	750 sq ft	It should be located at one end of the large meeting room.
Dedicated Senior Space	1,500 sq ft	Space dedicated to seniors, located close to the kitchen and large meeting room
Studio	2,000 sq ft	Floating wood floor, mirrors, ballet bars, independent AV
Storage	250 sq ft	Should be accessible between Studio and Meeting Room 1
Meeting Room 1	2,000 sq ft	Floating wood floor, independent AV, access to storage
Meeting Room 2	1,500 sq ft	Multi-purpose flooring, independent AV, storage in the room, countertops, sink
Indoor Playground	2,500 sq ft	Located adjacent to meeting room 2, multi-purpose flooring, independent AV
Double Gymnasium	10,000	2 Full HS Basketball Courts w/ Divider Curtain
Elevated Walk/Jog Track	3,500 sq ft	Hung above basketball court space, minimum three lanes.
Restrooms and Changing Area	1,000 sq ft	Men, Women, Non-Gender Specific Restrooms
Building Storage	250 sq ft	
Programmable	33,250 sq ft	
Gross Up (15%)	4,987.5 sq ft	Circulation space, entrances, etc.
<b>Total</b>	<b>38,238 sq ft</b>	

- Environmental Policy
- Sense of Community Policy
- Economic Vitality Policy
- Public Health and Safety Policy

The plan below, developed at the time of the study, expands on the Envision Brighton concept as well as the development of the Town's Winter Farmers' Market. As of this report, the Farmer's Market has seen the renovation of one existing barn structure, an annex to the barn, parking, and utility infrastructure, as well as the removal of one existing barn that was beyond practical rehabilitation.



In addition to building off the Envision Brighton Comprehensive Plan Update, the location in Buckland Park addresses the following public input:

- Adjacent green space
- Central location
- Access to public transportation

Further, the Town creates a campus within Buckland Park by locating the proposed facility in this area. SWBR took the recommended space allocations from B\*K, verified the square footage allocations, and developed the following concepts.

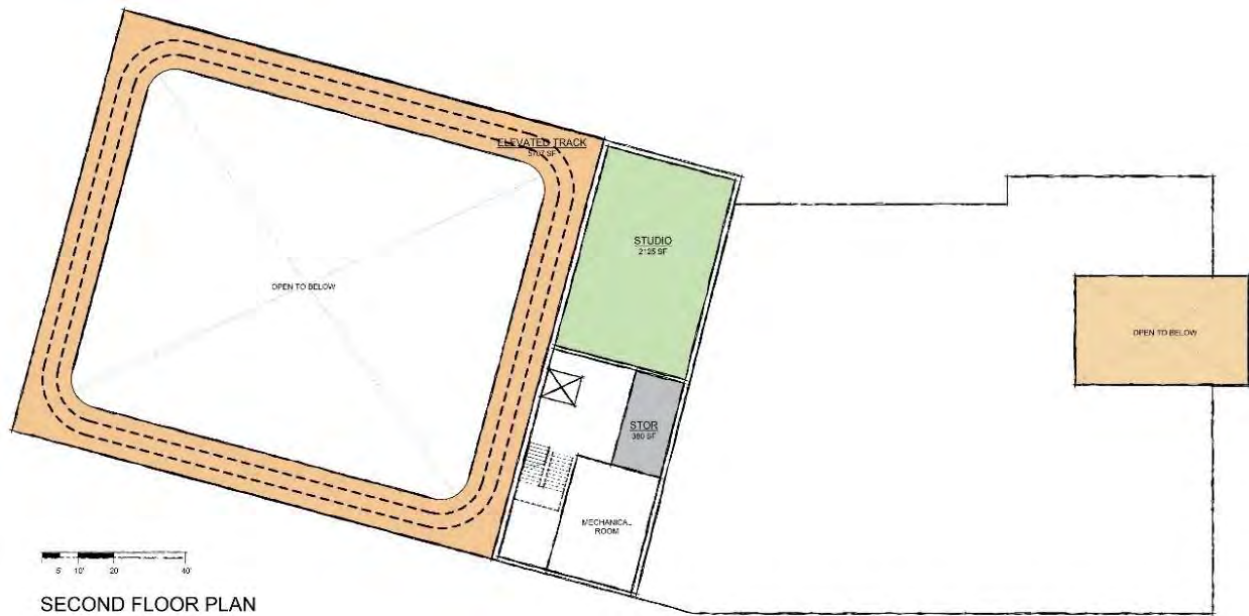
### First Floor Rendering<sup>22</sup>



<sup>22</sup> Produced by SWBR.



Second Floor Rendering<sup>23</sup>



<sup>23</sup> Produced by SWBR.

## New Facility in Buckland Park Budget

### Buckland Cost Estimating:

- 33,250 Programmable Square Footage
- 4,933 15% Gross Up<sup>24</sup>
- 38,238 Total Square Footage of Facility
  
- \$550 Average Cost per Square Foot
  
- \$21,030,625 Projected Construction Cost
  
- \$26,288,281 Total Estimated Project Cost<sup>25</sup>

In providing these projections it is assumed that the difference between project and construction cost can range from 60-80%. The difference between construction and project cost accounts for expenses such as land acquisition, architectural fees, FFE (furniture, fixtures, equipment), commissioning, etc. Because the Town would not have to purchase the Buckland Park property an 80% differential between project/construction was used as opposed to 60% or 70% differential.

### Buckland Parking Analysis

The table below presents the parking spaces required for the Buckland facility based on the Institute of Transportation Engineers (ITE) standards for a community center.

Recreation Community Center – ITE Parking Standards			Facility Assessment
			Buckland
Demand Level	Spaces Required per 1,000 sq ft	Building Area 38,500 sq ft	Total Spaces Required
High Demand	4.77 / 1,000 sq ft	4.77 x 38.5	184
85%	3.78 / 1,000 sq ft	3.78 x 38.5	146
Average	2.07 / 1,000 sq ft	2.07 x 38.5	80
Low	1.40 / 1,000 sq ft	1.4 x 38.5	54
Saturday	1.97 / 1,000 sq ft	1.97 x 38.5	76
Spaces Provided			201
Surplus or Deficit to High Demand			+17
Surplus or Deficit to Average Demand			+121

*Note: Buckland Park is on a bus route and there are multi-modal transportation options to this location. This location is contiguous to the Brighton Farmers Market, and parking for the community center will be shared.*

<sup>24</sup> Accounts for circulation, building envelop, etc.

<sup>25</sup> This estimate assumes no grant dollars or other third-party financial assistance which could reduce the overall project cost.

## Implementation Schedule / Cost Impact

The Buckland Park alternative is a new build (vs. renovation) requiring more design and construction time than JCC and Family Jubilee. Because this is a new facility, design and entitlements will require 12-15 months. Time allocated to bidding and contract award should be 4-5 months to allow all sub-contractors and material providers sufficient time to prepare pricing. Construction will take 15-18 months with site improvements and building construction.

Project Task	Scheduled Start	Completion
Alternative Selected	January 2025	March 2025
Design RFP / Consultant Selection	March 2025	June 2025
Design / Specifications / Estimates	June 2025	September 2025
Public Referendum		November 2026
Bid & Award Construction	November 2026	February 2027
Construction	April 2027	September 2028

The table above presents a schedule for the Buckland project in construction in 2028. The estimated budget for the project is \$26.3M in 2024 dollars. Construction costs are expected to escalate by 2027 when bond funds will be needed for construction.

The table below presents the inflation rates in future years applied to the current project estimate. Inflation rates are based on the US Department of Labor, Bureau of Labor Statistics, Consumer Price Index (CPI) (October 2022), [www.bls.gov](http://www.bls.gov). The 22-year average, from 2000 to 2022, is below 3%. The five-year average between 2017 and 2022 is below 4%. The percentages used in the table are conservative.

Year	Project Budget	Inflation Rate
2025	\$26,288,281	4.0%
2026	\$27,602,695	4.0%
2027	\$28,982,830	4.0%



## Section VIII – Aquatics

The Town currently operates the Brighton Town Hall Swimming Pool, which is located behind Brighton Town Hall and Brighton Memorial Library. The pool is a traditional rectangle shaped outdoor pool and operates from mid-June through mid-August. While the Town has done a tremendous job of maintaining the facility, it is at the end of its useful lifecycle.

Three primary factors lead the consulting team to recommend that the Town *not* invest in a new outdoor or indoor pool.

The first factor is operational costs. The costs associated with operating indoor or outdoor aquatic facilities continue to increase. Those costs primarily come from staffing, water, chemicals, and energy consumption. Combined with the cost of staffing, the country is realizing an extreme shortage of qualified lifeguards at the time of this feasibility study.

The second factor is construction costs. Based on the work the consulting team is doing around the country, if the Town pursued an indoor pool, it would require a minimum investment of \$15 million beyond the base cost of a community center.

- For a \$15 million budget, the Town could anticipate a building of approximately 20,000 square feet at \$500 per square foot with an 8-lane, 25-yard pool of 5,400 square feet at \$375 per square foot. This would equate to a construction cost of approximately \$12.025 million and a total project cost of \$15.031 million.

Similarly, if the Town were to pursue an outdoor pool that met the community's needs, the minimum investment would be approximately \$5 million.

- For a \$5 million budget, the Town could anticipate a total surface area of water of 9,700 square feet at \$375 per square foot and 15,000 square feet of concrete at \$10 per square foot. This would equate to a construction cost of approximately \$3.900 million and a total project cost of \$4.875 million. It is important to note that the \$4.875 million does not include a bathhouse, restrooms, or lifeguard area.

The third factor is the market. Currently, there are several alternative providers of aquatic resources in and around Brighton. Indoor facilities include the YMCA system, the JCC, and school district facilities (limited access).

When the Town sought a proposal from the JCC to lease indoor space to support the Recreation Department, they also asked the JCC for a proposal for pool access. The JCC's proposal to give residents access to the pool can be outlined as follows. The following figures are representative of the time of the study.

- The Town would pay an annual access fee of \$155,000, which is based on a per-household fee of \$10 for all households in the Town. Paying that annual access fee

would allow Town residents to pay a daily admission fee of \$7 per person to access the pools at the JCC.

The consulting team feels that this is an alternative for the Town to pursue to provide access to indoor, year-round aquatics for their residents. However, data suggest that only 15-20% of households would utilize this facility.

The participation data produced by the consulting team indicated the following:

- 15.5% of residents aged seven and older would participate in swimming, equating to approximately 5,265 individuals.
- Those 5,265 individuals, based on frequency data provided by the NSGA, would account for 236,565 pool visits annually. Those visits are not specific to any facility.
- If the JCC captured 5% of those visits, it would equate to 11,828 visits by Town residents to the JCC.
- At \$7 per visit, it would account for an additional \$82,798 in revenue above and beyond the \$155,000 paid by the Town.

Combining the access fee (\$155,000) with the estimated daily admission fees (\$82,798) totals \$237,798 annually. That \$237,798 could retire a \$3.5-\$4.0 million bond at 4.5% over 30 years. Based on similar work \$3.5-\$4.0 million would pay for 1-2 splash pads in the Town.

The consulting team suggests that the Town could assume a few responsibilities as it relates to aquatics. Those responsibilities include the following:

- Life skill opportunities. The Town is near Lake Ontario, the Finger Lakes, and other rivers, ponds, and smaller lakes. This proximity to water means that water safety and education is a critical life skill for all ages. That skill can be taught through water safety courses and a variety of swimming lessons. The Town can provide access to these life skills by partnering with another agency to access their facility and programs.
- Fitness opportunity. To achieve this opportunity, the Town could work with a local provider and negotiate access to the facility via a daily drop-in fee.
- Socialization opportunity. The Town could look at the development of a splash pad in one of the parks. Such an amenity would be free to use. Additionally, most splash pads could be accessible to the public from Memorial Day to Labor Day, weather dependent.

## Section IX – Operational Analysis

The following information is based on B\*K's understanding of the project type and the market conditions at the time of the study. Further, the information reflects the space allocations available at Jubilee and the JCC and the program recommendation for the Buckland location. If space allocations or facility programs change dramatically, B\*K would encourage the Town to re-evaluate the operational numbers.

It is also important to note that the following figures represent new expenses and revenues for the Town. The Town's current expense budget for Recreation is approximately \$1,900,000 with revenue totaling approximately \$508,000.

### Full-Time Staffing

The following staffing numbers are in addition to what the Town currently has in place. Compensation rates reflect a midpoint in the Town salary scale, and the benefits multiplier have been confirmed with the Town.

Table A – JCC FTE

JCC	Number	Compensation	Total
Recreation Supervisors	2	54,500	109,000
Custodial	2.5	40,000	100,000
Maintenance	.75	36,000	27,000
Sub-Total	5.25		236,000
Benefit Factor	50%		118,000
Total			\$354,500

Table B – Jubilee FTE

Jubilee	Number	Compensation	Total
Recreation Supervisors	2	54,500	109,000
Custodial	1.5	40,000	60,000
Maintenance	.75	36,000	27,000
Sub-Total	4.25		196,000
Benefit Factor	50%		98,000
Total			\$294,000

Table C – Buckland FTE

<b>Buckland</b>	<b>Number</b>	<b>Compensation</b>	<b>Total</b>
Recreation Supervisors	2	54,500	109,000
Custodial	2.5	40,000	100,000
Maintenance	.75	36,000	27,000
Sub-Total	5.25		236,000
Benefit Factor	50%		118,000
Total			\$354,000

It is important to note that the difference in custodial levels is based on the facility's square footage. The Jubilee property has a smaller footprint (square footage) and therefore needs less staff.

### Part-Time Staffing

The following are positions B\*K identified for the operations of each facility and the hourly rate of compensation.

Table D – Part-Time Positions

	<b>Hourly Rate</b>	<b>JCC</b>	<b>Jubilee</b>	<b>Buckland</b>
Front Desk	\$19.00	X	X	X
Building Supervisor	\$22.00	X	X	X
Custodial	\$17.25	X	X	X
FICA	7.65%			

- B\*K factored in early arrival and late departure for part-time staff to allow for the opening and closing of the building.
- It is important to note that the part-time hours operating the facilities are significant. This is partly because of the increase in the part-time wage scale AND because each option's proposed hours of operation expand beyond the current hours.

## Operating Hours

Monday-Friday	7:00 am - 9:00 pm
Saturday	7:00 am - 6:00 pm
Sunday	12:00 pm - 6:00 pm

It is reasonable to assume that rentals could occur outside of the hours of operation on both Saturdays and Sundays. In those instances, B\*K recommends to the Town that the rental rate structure absorbs associated staffing costs and facility costs.

## Projected Expenditures

The following tables illustrate a line-item budget for the options outlined. The operational numbers are based on the best information available during the study, combined with B\*K's familiarity with the project type.

Table E – Personnel

Personnel	JCC	Jubilee	Buckland
New Full-Time	\$354,000	\$294,000	\$354,000
New Part-Time	\$208,822	\$208,822	\$208,822
Contract Instruction	\$105,000	\$105,000	\$157,500
<b>Sub-Total</b>	<b>\$667,822</b>	<b>\$607,822</b>	<b>\$720,322</b>

Table F – Commodities

Commodities	JCC	Jubilee	Buckland
Office supplies (forms, ID, film)	\$1,500	\$1,500	\$1,500
Chemicals	-	-	-
Maintenance/repair/materials	\$3,500	\$3,500	\$2,000
Janitor supplies	\$10,000	\$10,000	\$10,000
Recreation supplies	\$5,000	\$5,000	\$5,000
Uniforms	\$1,500	\$1,500	\$1,500
Printing/postage	\$5,000	\$5,000	\$5,000
Food (staff)	\$1,500	\$1,500	\$1,500
Other Misc. expenses	\$1,000	\$1,000	\$1,000
Fuel/Mileage	\$1,000	\$1,000	\$1,000
<b>Sub-Total</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$28,500</b>

Table G – Contractual Obligations

<b>Contractual</b>	<b>JCC</b>	<b>Jubilee</b>	<b>Buckland</b>
Electric & Gas	- <sup>26</sup>	\$84,000 <sup>27</sup>	\$134,050 <sup>28</sup>
Water/Sewer	-	\$7,500	\$7,500
Insurance (property & liability) <sup>29</sup>	\$8,740	\$5,250	\$9,575
Communications (phone)	-	\$2,000	\$2,000
Contract services	\$22,000	\$22,000	\$30,000
Rental equipment	\$5,000	\$5,000	\$5,000
Advertising	\$12,000	\$12,000	\$12,000
Training	\$5,000	\$5,000	\$5,000
Conference	\$3,000	\$3,000	\$3,000
Dues/subscriptions	\$1,000	\$1,000	\$1,000
Bank Charges <sup>30</sup>	\$20,802	\$21,657	\$24,834
<b>Sub-Total</b>	<b>\$77,552</b>	<b>\$168,407</b>	<b>\$233,959</b>

Table H – Internal Charge Backs to Town

	<b>JCC</b>	<b>Jubilee</b>	<b>Buckland</b>
Internal Charge-backs to Town	-	\$102,000	\$102,000
<b>Sub-Total</b>	<b>-</b>	<b>\$102,000</b>	<b>\$102,000</b>

- Internal charge-backs account for additional building and grounds work at the Jubilee and Buckland locations.

<sup>26</sup> Factored as part of rent payment.

<sup>27</sup> Factored at 21,000 square feet and \$4.00 per.

<sup>28</sup> Factored at 38,300 square feet and \$3.50 per.

<sup>29</sup> Factored at \$0.25 per square foot of facility.

<sup>30</sup> Factored at 3% of total revenue generation (new and existing)

Table I – Expense Totals

	<b>JCC</b>	<b>Jubilee</b>	<b>Buckland</b>
Personnel	\$667,882	\$607,822	\$720,322
Commodities	\$30,000	\$30,000	\$28,500
Contractual	\$77,552	\$168,407	\$233,959
Internal Charge Backs to Town	-	\$102,000	\$102,000
Buckland Rent	-	-	(\$235,000)
New Expenses	\$775,373	\$908,228	\$849,780
Existing Recreation Budget	\$1,900,000	\$1,900,000	\$1,900,000
Budget Without CIA	\$2,675,373	\$2,808,228	\$2,749,780
Capital Improvement Allocation	\$150,000	\$150,000	\$100,000
Budget w/ CIA <sup>31</sup>	\$2,825,373	\$2,958,228	\$2,849,780

Capital Improvement Allocation (CIA): For the purposes of planning, B\*K recommends that clients allocate dollars each year to an improvement fund. The purpose of this fund is to build a balance that can be used for the facility. This could include the purchase of new equipment and the refreshing of spaces. The allocation that B\*K has prescribed for the three options is different based on the facilities and their age. There is a strong possibility that both the JCC and Jubilee option would require more dollars sooner than the new construction at Buckland Park.

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<sup>31</sup> Does not include debt service.



## Projected Revenues

The following revenue opportunities developed by B\*K are based on information provided by the Town, familiarity with the market, and experience as facility operators. The projections are what B\*K feels the Department could anticipate achieving in year 1 of the operation.

Table J – Revenues:

	JCC	Jubilee	Buckland
New Programs	\$85,890	\$110,890	\$176,790
Vending <sup>32</sup>	\$1,500	\$1,500	\$1,550
Rentals	\$98,000	\$111,500	\$141,500
New Revenue	\$185,390	\$213,890	\$319,790
Existing Revenue	\$508,000	\$508,000	\$508,000
<b>Total Revenue Projection</b>	<b>\$693,390</b>	<b>\$721,890</b>	<b>\$827,790</b>

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<sup>32</sup> Assumes third party vendor.

## Section X – Debt Service & Household Impact

The following are debt service and property tax calculations based on average home value in the Town. There are myriad factors that could cause this number to fluctuate. Additionally, the Town may calculate these numbers differently.

	JCC	Jubilee	Buckland
Project Cost <sup>33</sup>	1,541,717	11,543,717	26,288,281
Annual Pay. Calculator			
Debt Service	93,736	701,858	1,598,328
Operational Deficit	739,983 <sup>34</sup>	844,338 <sup>35</sup>	629,990 <sup>36</sup>
Rent	694,432		
<b>Total Annual Payment</b>	<b>\$1,528,151</b>	<b>\$1,546,196</b>	<b>\$2,228,318</b>
Average Home Value	\$317,823	\$317,823	\$317,823
Town Valuation	3,044,489,544	3,044,489,544	3,044,489,544
Payment Divided by Town <sup>37</sup>	0.00052475	0.000507867	0.000809107
Increase <sup>38</sup>	0.524749577	0.507867069	0.809106901
<b>Annual Impact</b>	<b>\$159.53<sup>39</sup></b>	<b>\$161.41</b>	<b>\$232.62</b>
<b>Monthly Impact</b>	<b>\$14.58</b>	<b>\$13.45</b>	<b>\$19.39</b>

Project Cost: Investment for each of the facilities

- JCC. Renovations and improvements
- Jubilee. Purchase, renovations, and improvements
- Buckland. Total project cost

Debt Service: Annual debt service for each option is factored at a 4.5% interest rate over 30 years.

<sup>33</sup> Project cost is the cost of construction + an additional percentage above construction that includes, but not limited to, FFE, architecture fees, permitting, land acquisition, etc.

<sup>34</sup> New Expenses from Table I, minus New Revenue from Table J, plus \$150,000 improvement fund allocation.

<sup>35</sup> New Expenses from Table I, minus New Revenue from Table J, plus \$150,000 improvement fund allocation.

<sup>36</sup> New Expenses from Table I, minus New Revenue from Table J, plus \$100,000 improvement fund allocation.

<sup>37</sup> A new valuation of the Town is being considered, which could impact these figures.

<sup>38</sup> Per \$1,000 of home value.

<sup>39</sup> Cost would increase to \$174.03 per average home value years 11-20 and \$191.43 per average home value years 21-30.

**Operational Deficit:** Based on the operational planning in Section VI, this is the delta between expenses and revenues. The recommended improvement fund allocation for each facility is included in this figure.

**Rent:** The agreement with the JCC would require rent on an annual basis. It is assumed that this rent is for a 30-year period to provide an equal comparison. If the co-location were to occur over a 30-year span, there would be an increase in years 11-20 and 21-30; as such B\*K would suggest that this figure is conservative.

**Total Annual Payment:** Debt service + operational deficit + rent (when applicable).

**Home Value:** The average home value in the Town of Brighton.

**Town Valuation:** The total valuation of the assets within the Town of Brighton.

**Payment Divided by Town:** Total annual payment divided by the town valuation.

**Increase:** Total payment divided by Town, multiplied by \$1,000.

**Applied to Average Home:** Home value is divided by \$1,000 and multiplied by increase.

## **Appendix A – Demographic Detail**

## Demographic Analysis

B\*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2020 Census data and their demographers for 2023-2028 projections. In addition to demographics, ESRI also provides data on housing, recreation, and entertainment spending and adult participation in activities.

## Demographic Summary

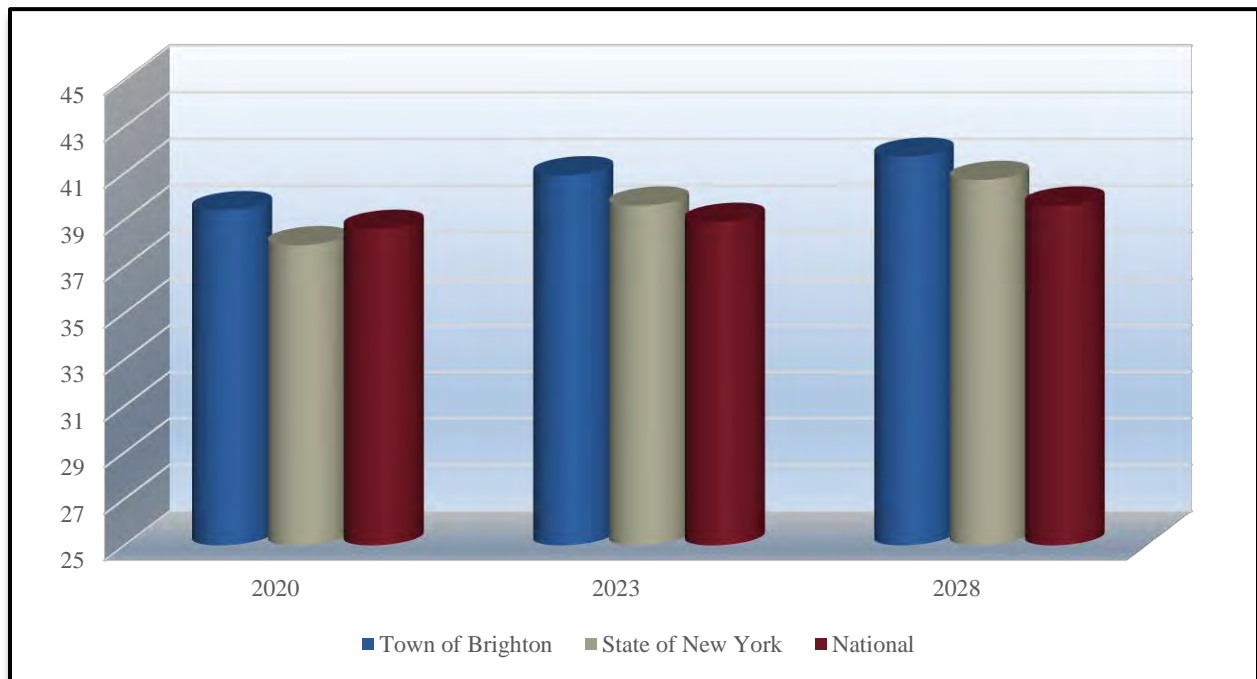
	Town of Brighton
<b>Population:</b>	
2020 Census	37,137
2023 Estimate	36,913
2028 Estimate	36,362
<b>Households:</b>	
2020 Census	16,399
2023 Estimate	16,280
2028 Estimate	16,152
<b>Families:</b>	
2020 Census	8,624
2023 Estimate	8,388
2028 Estimate	8,292
<b>Average Household Size:</b>	
2020 Census	2.14
2023 Estimate	2.14
2028 Estimate	2.12
<b>Race/Ethnicity (2023 Est):</b>	
Hispanic	5.1%
White	73.5%
Black	6.6%
American Indian	0.3%
Asian	11.1%
Pacific Islander	0.1%
Other	1.5%
Multiple	7.0%
<b>Median Age:</b>	
2020 Census	39.4
2023 Estimate	40.9
2028 Estimate	41.7
<b>Median Income:</b>	
2023 Estimate	\$85,577
2028 Estimate	\$103,280

**Age and Income:** The median age and household income levels are compared with the national number as both factors are secondary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

**Table A – Median Age:**

	2020 Census	2023 Projection	2028 Projection
Town of Brighton	39.4	40.9	41.7
State of New York	37.9	39.6	40.7
Nationally	38.6	38.9	39.6

**Chart A – Median Age:**



The median age in the Town of Brighton is higher than the State of New York, which is higher than the National number.



The following chart provides the number of households and percentage of households in the Town of Brighton with children.

**Table B – Household w/ Children**

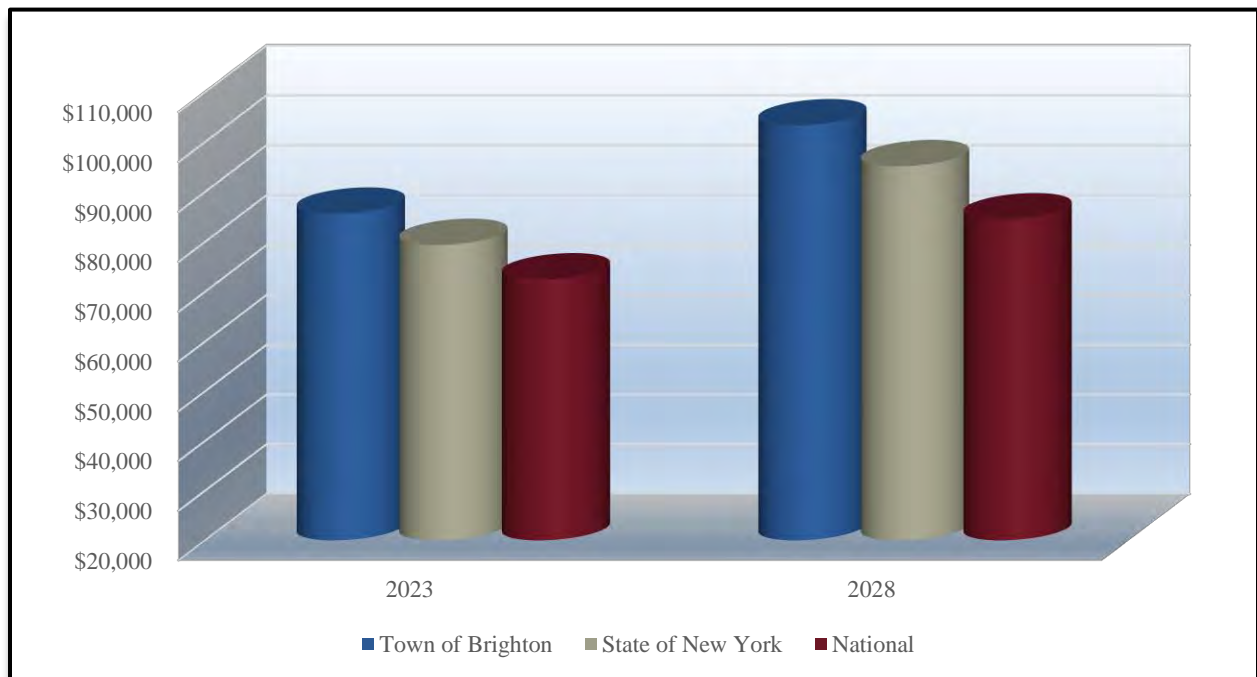
	Number of Households w/ Children	Percentage of Households w/ Children
Town of Brighton	3,748	24.0%
State of New York	-	28.6%

The information contained in Table-B helps further outline the presence of families with children. As a point of comparison in the 2010 Census, 33.4% of households nationally had children present.

**Table C – Median Household Income:**

	2021 Projection	2026 Projection
Town of Brighton	\$85,577	\$103,280
State of New York	\$79,320	\$95,104
Nationally	\$72,414	\$84,445

**Chart C1 – Median Household Income:**

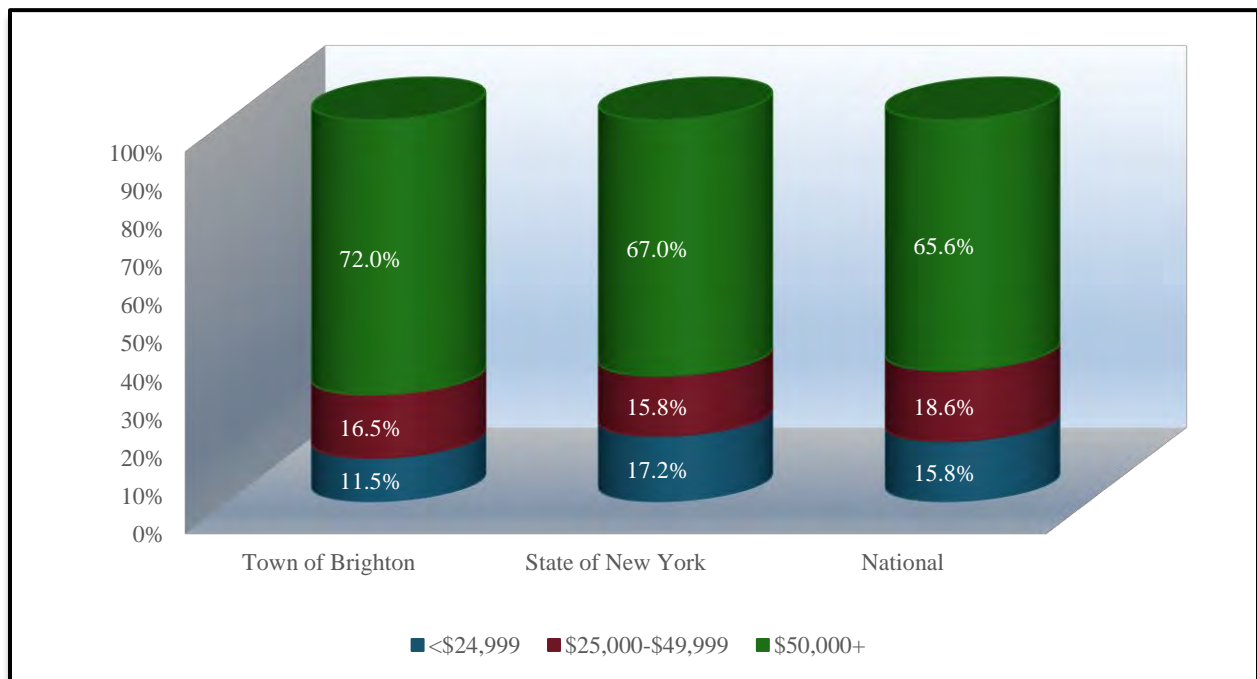


Based on 2021 projections for median household income the following narrative describes the service areas:

In the Town of Brighton, the percentage of households with median income over \$50,000 per year is 72.0% compared to 65.6% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 11.5% compared to a level of 15.8% nationally.

While there is no perfect indicator of use of recreation programs and facilities, the percentage of households with more than \$50,000 median income is a key indicator. Therefore, those numbers are significant and balanced with the overall cost of living.

**Chart C2 – Median Household Income Distribution**



In addition to looking at Median Age and Median Income, it is important to examine Household Budget Expenditures. Reviewing housing information; shelter, utilities, fuel, and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the service areas.

**Table D – Household Budget Expenditures<sup>1</sup>:**

<b>Town of Brighton</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	115	\$32,822.81	32.2%
<i>Shelter</i>	116	\$26,610.78	26.1%
<i>Utilities, Fuel, Public Service</i>	110	\$6,212.03	6.1%
Entertainment & Recreation	113	\$4,141.48	4.1%

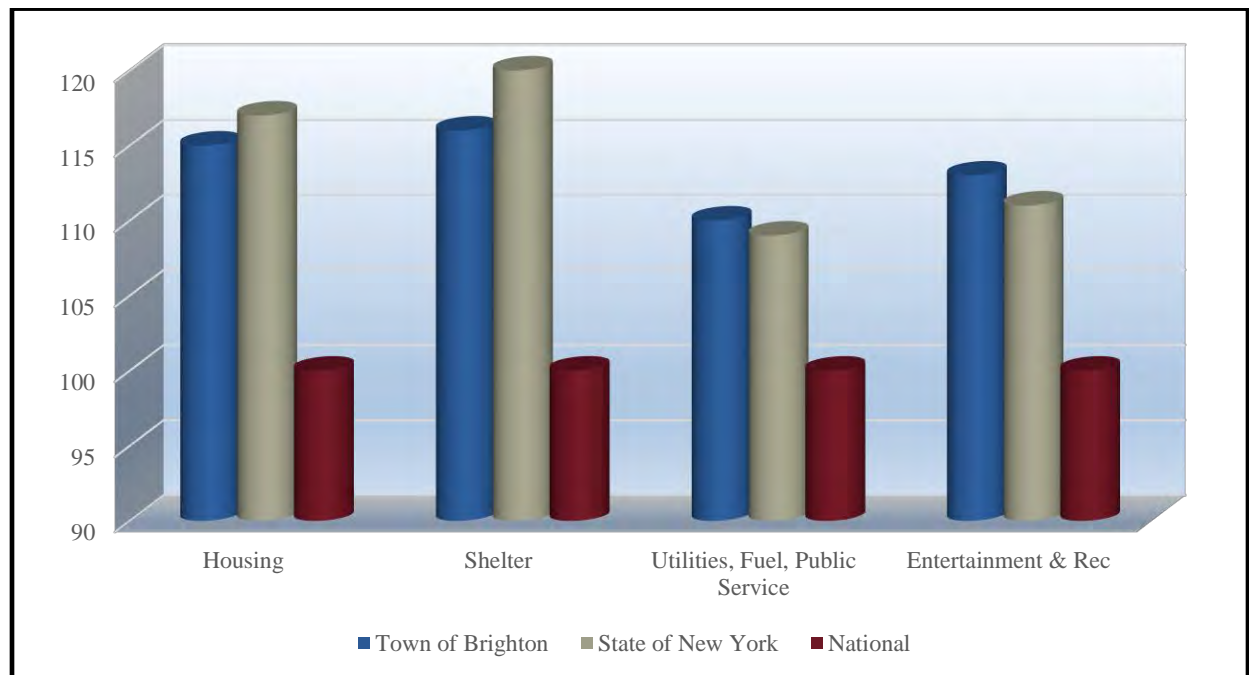
<b>State of New York</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	117	\$33,547.94	33.0%
<i>Shelter</i>	120	\$27,383.75	26.9%
<i>Utilities, Fuel, Public Service</i>	109	\$6,164.19	6.1%
Entertainment & Recreation	111	\$4,081.25	4.0%

**SPI:** Spending Potential Index as compared to the National number of 100.  
**Average Amount Spent:** The average amount spent per household.  
**Percent:** Percent of the total 100% of household expenditures.

*Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.*

<sup>1</sup> Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2021 and 2026.

**Chart D – Household Budget Expenditures Spending Potential Index:**



The consistency between the median household income and the household budget expenditures is important. It also points to the fact that compared to a National level the dollars available, the money being spent in the Town of Brighton is more. This could point to the ability to pay for programs and services offered at a recreation facility of any variety.

The housing stock in the Town of Brighton is unique. The total housing units in the Town is 17,404 of which 94.2% (16,399) are occupied. Of the 5.8% that are vacant the greatest percentage of those are for rent or for sale, both at 2.1% respectively. Another unique attribute of the housing stock is that of the 16,399 occupied units, 56.0% are owner occupied and 44.0% are renter occupied.

The significant percentage of housing units occupied by renters can create challenges because of the cyclical nature. The Town's Recreation Department may need to consider what type of communication loop they can develop to continually engage this population.

**Recreation Expenditures Spending Potential Index:** Finally, through the demographic provider that B\*K utilizes for the market analysis portion of the report, we can examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

**Table E – Recreation Expenditures Spending Potential Index<sup>2</sup>:**

<b>Town of Brighton</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	117	\$153.18
Fees for Recreational Lessons	115	\$183.37
Social, Recreation, Club Membership	120	\$339.34
Exercise Equipment/Game Tables	112	\$70.50
Other Sports Equipment	115	\$9.27

<b>State of New York</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	104	\$136.47
Fees for Recreational Lessons	124	\$198.79
Social, Recreation, Club Membership	115	\$325.35
Exercise Equipment/Game Tables	104	\$65.04
Other Sports Equipment	105	\$8.52

**Average Amount Spent:**

The average amount spent for the service or item in a year.

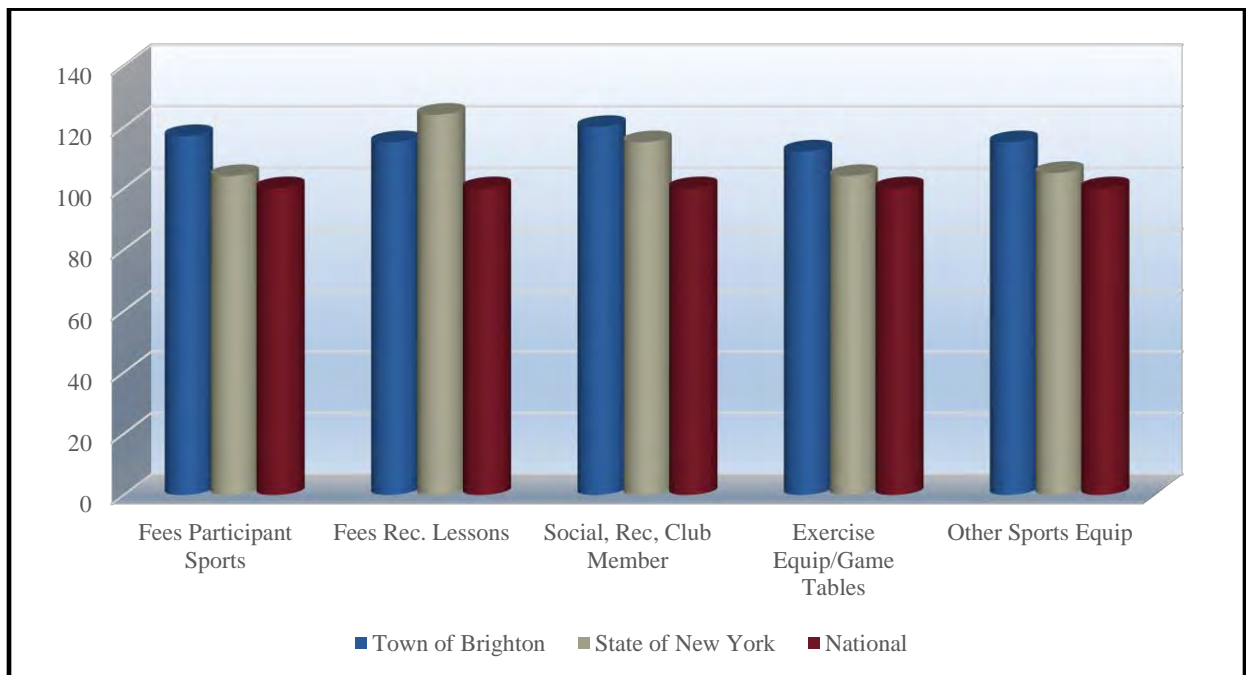
**SPI:**

Spending potential index as compared to the national number of 100.

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<sup>2</sup> Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

**Chart E – Recreation Spending Potential Index:**



Again, there is a great deal on consistency between median household income, household budget expenditures and now recreation and spending potential. It is also important to note that these dollars are currently being spent, some potentially with the Town of Brighton.



**Map A – Primary Service Area**





**Population Distribution by Age:** Utilizing census information for the Primary Service Area, the following comparisons are possible.

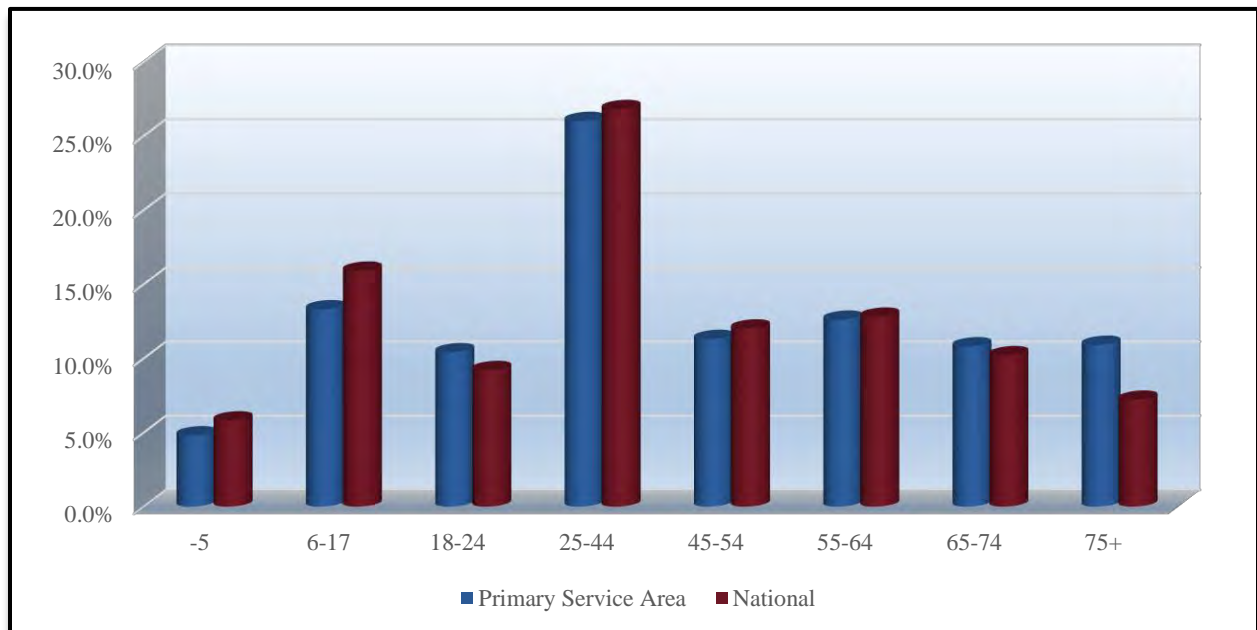
**Table F – 2023 Primary Service Area Age Distribution**

(ESRI estimates)

Ages	Population	% Total	Nat. Population	Difference
0-5	1,753	4.8%	5.8%	-1.1%
5-17	4,890	13.3%	15.9%	-2.7%
18-24	3,831	10.4%	9.2%	+1.2%
25-44	9,580	26.0%	26.8%	-0.8%
45-54	4,168	11.3%	12.0%	-0.7%
55-64	4,663	12.6%	12.8%	-0.2%
65-74	3,994	10.8%	10.2%	+0.6%
75+	4,034	10.9%	7.2%	+3.7%

**Population:** 2021 census estimates in the different age groups in the Primary Service Area.  
**% Total:** Percentage of the Primary Service Area population in the age group.  
**National Population:** Percentage of the national population in the age group.  
**Difference:** Percentage difference between the Primary Service Area population and the national population.

**Chart F – 2023 Primary Service Area Age Group Distribution**



The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the under 18-24, 65-74 and 75+ age groups. A smaller population in the age groups of 0-5, 5-17, 25-

44, 45-54, and 55-64. The greatest positive variance is in the 75+ age group with +3.7%, while the greatest negative variance is in the 5-17 age group with -2.7%.

**Population Distribution Comparison by Age:** Utilizing census information from the Primary Service Area, the following comparisons are possible.

**Table G – 2023 Primary Service Area Population Estimates**

(U.S. Census Information and ESRI)

Ages	2020 Census	2023 Projection	2028 Projection	Percent Change	Percent Change Nat'l
-5	2,025	1,753	1,744	-13.9%	-8.3%
5-17	5,280	4,890	4,538	-14.1%	-8.5%
18-24	3,881	3,831	3,673	-5.4%	-8.9%
25-44	9,920	9,580	9,635	-2.9%	+3.3%
45-54	4,976	4,168	3,956	-20.5%	-17.8%
55-64	4,546	4,663	4,165	-8.4%	+2.5%
65-74	2,451	3,994	4,147	+69.2%	+58.2%
75+	4,067	4,034	4,504	+10.7%	+46.3%

**Chart G – Primary Service Area Population Growth**

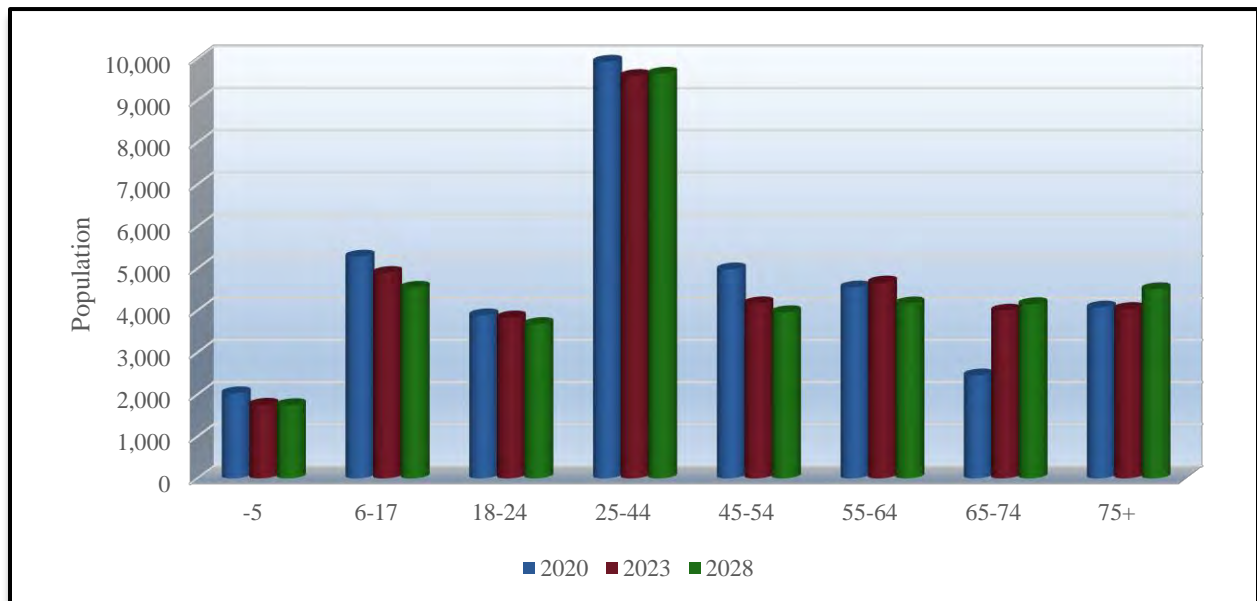


Table-I illustrates the growth or decline in age group numbers from the 2010 census until the year 2026. It is projected that all age categories except 65-74 and 75+ will see a decrease in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Primary Service Area for 2021 population projections. Those numbers were developed from 2010 Census Data.

**Table H – Primary Service Area Ethnic Population and Median Age 2023**

(Source – U.S. Census Bureau and ESRI)

<b>Ethnicity</b>	<b>Total Population</b>	<b>Median Age</b>	<b>% Population</b>	<b>% NY Population</b>
Hispanic	1,875	27.8	5.1%	19.7%

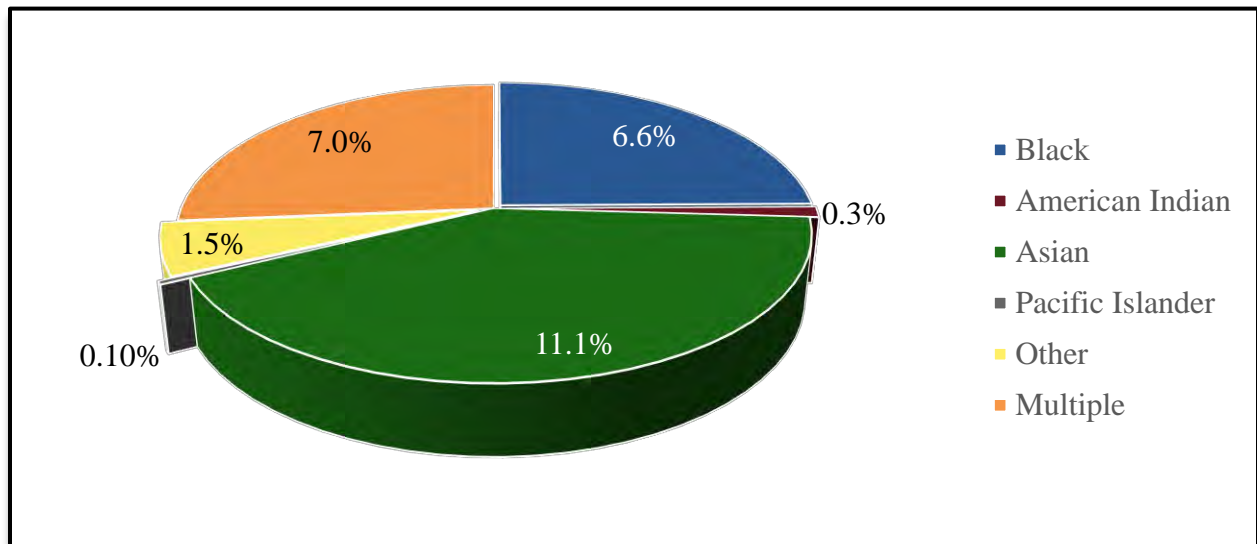
**Table I – Primary Service Area by Race and Median Age 2023**

(Source – U.S. Census Bureau and ESRI)

<b>Race</b>	<b>Total Population</b>	<b>Median Age</b>	<b>% Population</b>	<b>% NY Population</b>
White	27,120	47.7	73.5%	54.6%
Black	2,444	35.1	6.6%	14.7%
American Indian	107	34.8	0.3%	0.8%
Asian	4,091	31.2	11.1%	9.8%
Pacific Islander	17	47.5	0.1%	0.1%
Other	570	29.3	1.5%	11.2%
Multiple	2,564	20.6	7.0%	9.0%

2023 Primary Service Area Total Population: 36,913 Residents

**Chart H – 2023 Primary Service Area Population by Non-White Race**



Note: The National Sporting Goods Association tracks participation based on race and ethnicity. The fact that there is a significant (11.1%) Asian population there could be variations in participation rates for activities.

## Tapestry Segmentation

Tapestry segmentation represents the 4<sup>th</sup> generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2000 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

There is value including this information for the Town of Brighton. The data assists the organization in understanding the consumers/constituents in their service area and supply them with the right products and services.

The Tapestry segmentation system classifies U.S. neighborhoods into 65 unique market segments. Neighborhoods are sorted by more than 60 attributes including income, employment, home value, housing types, education, household composition, age, and other key determinates of consumer behavior.

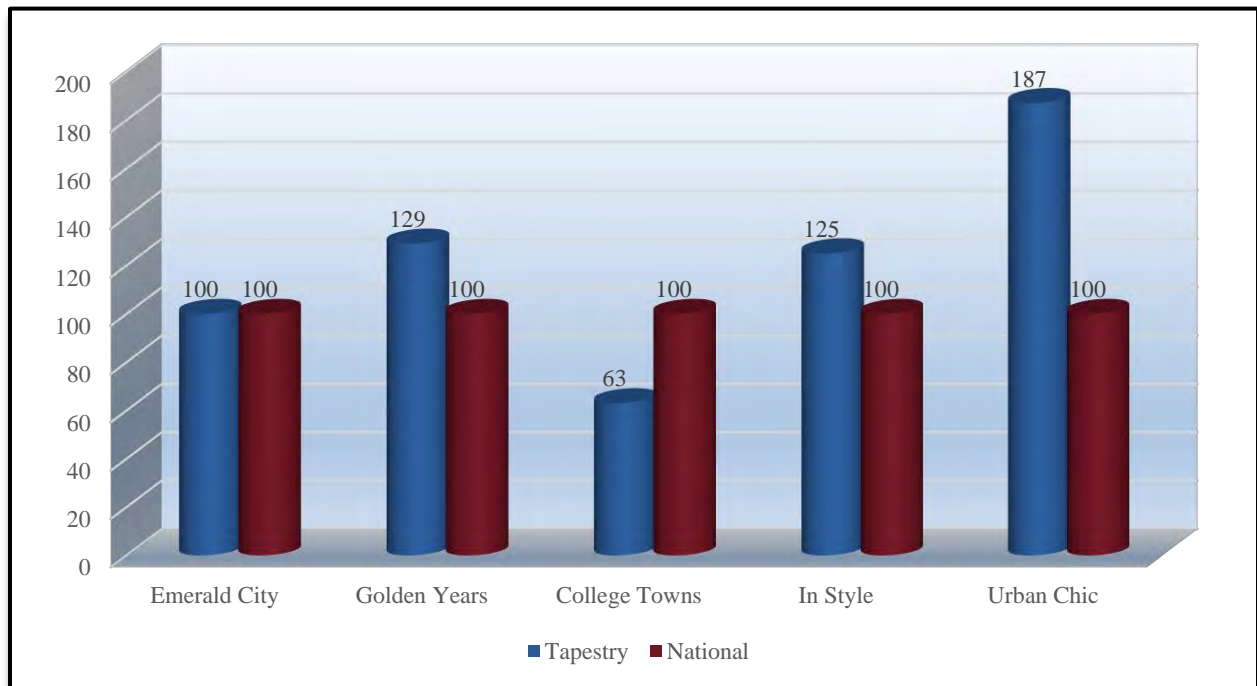
The following pages and tables outline the top 5 tapestry segments in each of the service areas and provide a brief description of each. This information combined with the key indicators and demographic analysis of each service area help further describe the markets that the Primary Service Area looks to serve with programs, services, and special events.

**Table J – Primary Service Area Tapestry Segment Comparison**

(ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Emerald City (8B)	21.7%	21.7%	36.6	\$52,000
Golden Years (9B)	13.8%	35.5%	51.0	\$61,000
College Towns (14B)	10.5%	45.0%	24.3	\$28,000
In Style (5B)	8.6%	54.6%	41.1	\$66,000
Urban Chic (2A)	8.3%	62.9%	42.6	\$98,000

**Chart I – Primary Service Area Tapestry Segment Entertainment Spending:**



- **Emerald City (8B)** – Residents live in lower-density neighborhoods or urban areas throughout the country. Well-educated and well employed, half have a college degree and a professional occupation. Many in this group exercise at home regularly.
- **Golden Years (9B)** – Independent, active seniors nearing the end of their careers, or already in retirement, best describes these residents. This market is primarily singles living alone or empty nesters. Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking.
- **College Towns (14B)** – About half the residents are enrolled in college, while the rest work for a college or the services that support. These are nonfamily households with many students living alone or with roommates for the first time. Popular activities include backpacking, Pilates, and Frisbee.
- **In Style (5B)** – This group embraces the urban lifestyle. They are fully connected to digital devices and support the arts and charities/causes. Most do not have children. Meticulous planners. Residents stay fit by exercising, eating a healthy diet to control their weight, buying low-fat foods, and taking vitamins.
- **Urban Chic (2A)** – Residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. In their downtime they enjoy activities such as skiing, yoga, hiking, and tennis.



## **Appendix B – Public Input**





October 12, 2021

# Public Outreach & Community Engagement Plan

**Town of Brighton | Community and Recreation  
Center Needs Assessment and Feasibility  
Study**

**Prepared for:**

Town of Brighton

**Prepared by:**

SWBR



## INTRODUCTIONS

### Project Overview

The Community and Recreation Center Feasibility Study will assess the community's need and desire for a community and recreation facility that could expand existing activities and offer a broader range of new programs. We want to gather input on a variety of facility and programming options, including building or renovating a new centralized facility, keeping programs and operations at the Brookside school, or providing services through partnerships with private facilities.

### Purpose of the Engagement Plan

This Public Outreach and Community Engagement Plan was prepared using input from Town Staff and elected representatives. The goal of this plan is to build and sustain communication among town residents, property and business owners, and other stakeholders to assure that all interested parties receive information about the project and opportunities to participate in the planning process. The plan is designed to be a living document with flexibility. It may evolve over the course of the project as the effectiveness of engagement techniques are evaluated. If necessary, the plan will be modified to better suit the project and broader community. A project timeline is included as Appendix A.

### Engagement Principles

Throughout the course of the project, the Town will uphold the following stakeholder engagement principles and consider feedback received from the members of the general public.

**Accessibility:** An accessible process will ensure that a diverse group of stakeholders are engaged. Because we anticipate that a portion of the engagement process will be virtual due to the COVID-19 pandemic, we will aim to make digital engagement ADA compliant. Interpretive services will be provided throughout the process. For people without Internet access, we will provide an option for people to call into virtual meetings by phone. Within the context of safe COVID-19 practices, we will also seek opportunities for people to give input in writing or in person.

**Communication:** All engagement will include clear communication of the context, advantages, disadvantages and trade-offs of decisions. To ensure better public participation, technical language will be avoided where possible and explained where necessary.

**Transparency:** Transparency honors the public and reduces risk to the project. We will clearly articulate the scope of the public's influence in the project and the results of the input received throughout the process.

**Flexibility:** Flexibility allows engagement to respond to changing circumstances. Due to the evolving situation caused by the COVID-19 pandemic, individual elements of this plan may need to be adjusted to meet changes to timelines, processes, and community needs.

All engagement actions will be designed and assessed based on these principles. How stakeholders would like to be engaged:

Outreach to residents and stakeholders through interviews and partnering with local clubs and organizations such as schools, Brighton sports organizations, neighborhood associations, Brighton Kiwanis, Brighton Rotary Club, and Brighton Chamber of Commerce, will be an effective way of reaching out to the public in order to solicit feedback. Other forms of outreach include:

- Interactive project webpage (Town website)



- Outreach by volunteer ambassadors
- Publicity about the project and engagement opportunities via:
  - Various Brighton social media groups
  - Local newspapers
  - *Brighton Connections*
  - Various Email blasts
  - Places of worship/faith communities
  - Apartments Complexes
  - Senior Living Facilities
  - Community Access Television
  - Educational Institutions (public, private and parochial schools)
- For virtual meetings, use breakout groups to enhance interactions between participants from different constituencies.
- Engaging with religious leaders from across Brighton.
- The community has many senior residents, some of whom can be reached through the Town's Recreation Department.
- Suggested locations for three (3) engagement events include:
  - Brighton Farmers' Market
  - Homecoming (Twelve Corners)
  - Brighton Memorial Library

Social media pages and publications:

- Various Brighton social media groups
- Brighton Recreation Department Facebook
- BCSD
- Neighborhood Facebook Pages
- Brighton High School
- Brighton Fire Dept.
- Brighton Police
- Town of Brighton, NY – Government
- Families of Color Group (BCSD)
- Brighton Believes Council

## PROJECT TEAM

The project team consists of the Town of Brighton and the project consultants, including members from SWBR, Ballard\*King and Associates, Fisher Associates and M/E Engineering. The primary contacts for the team will be:

Rebecca Cotter  
Recreation Director Town of Brighton  
Rebecca.cotter@townofbrighton.org  
(585) 784-5276

William M. Price  
Project Manager SWBR  
wprice@swbr.com  
(585) 232-8300

Marlee Finestone



Project Coordinator SWBR  
mfinestone@swbr.com  
(585) 232-8300

## STAKEHOLDERS

The project team will engage with the members of the general public, including residents, property owners and business owners, and representatives from Town Board and citizen boards, municipal leaders, business leaders, youth and adult sport groups and community organizations and members of various advocacy groups with a vested interest in the planning process.

The input and potential support they can provide will be critical to the project assessment. While all interested stakeholders will be emailed with updates and information on upcoming project events, the consultant team will also seek to collaborate with stakeholders who can help promote input opportunities and expand the reach of the project.

Based on conversations among the project team and feedback received during the project kick-off meeting, a stakeholder list will be provided by Town Staff, identified under the following groups.

- Public officials and Town Department Heads. Public officials, including elected officials, Citizen Board Chairs, and relevant Town Department Heads. This group of stakeholders will also be key in helping to distribute information about the project and engaging other stakeholders.
- Parks and Recreation Citizen Advisory Board
- Neighborhood Associations. Neighborhood associations, across the Town, should be kept informed and offered opportunities to provide feedback from residents about concerns and opportunities.
- Property and business owners within the Town. They should be kept informed and offered opportunities to provide feedback about concerns and opportunities.
- Local Community Organizations and Leaders: The existing plans and priorities of community organizations will be considered in the needs assessment.
- Partner Organizations, including current program and service providers, recreation leagues and those who could provide services as programming concepts are developed.

## TRADITIONAL ENGAGEMENT

Throughout the course of the project, the stakeholders and members of the general public will be engaged through online surveys (2), stakeholder interviews, public meetings and events. These engagement activities will serve as an opportunity to develop constructive stakeholder relationships and solicit feedback to inform the needs assessment and feasibility study.

### Stakeholder Interviews

Objective: To identify concerns, issues and opportunities regarding recreational activities and park facilities in the Town of Brighton.

Format: Interviews with key Town staff, Town Board, Planning and Zoning Boards, and Parks and Recreation Citizen Advisory Committee members.

Participants: Town Staff to provide a list of stakeholders.



Schedule: September / October 2021

Roles: SWBR will conduct these interviews in half day sessions (6 max). The information gathered from these interviews will supplement information gathered in the public survey #1. The Parks and Recreation Citizens Advisory Committee and Town Staff may plan to conduct additional one- on-one interviews throughout the process.

### Public Workshop

Objective: To inform and engage the public in the process of the needs assessment and feasibility study. The purpose of the first public workshop will be to inform the stakeholders about the project and what to expect moving forward:

1. Share information about the project background, purpose, scope, schedule, and engagement opportunities.
2. Seek initial feedback about participant's concerns, issues, impacts (positive and negative), and opportunities.
3. Provide an opportunity to gather participants contact information for project information sharing.

The input received from this meeting will assist in the development and assessment of the community need. The second public meeting will summarize the results, demonstrate how public input was used in the development of recommendations, and provide an opportunity for stakeholders to comment on the draft report.

Format: Two virtual or hybrid public meetings (Dependent on COVID-19 Status). To reach out to people who do not have access to the internet or computer, the virtual meetings will be live streamed/ broadcast via the Brighton YouTube channel and Community Access Television in addition to providing an option to join by phone. A meeting recording will also be posted on the project webpage to allow members of the public (including those who were unable to participate in the live virtual meeting) to view the presentation and provide detailed feedback. SWBR will provide meeting summaries and minutes as needed. An annotated agenda for the first public workshop is included as Appendix B.

Participants: Members of the public

Roles: SWBR will convene the two (2) meetings in conjunction with the project team. For the meetings, SWBR will work with the project team to develop a final agenda, invite the public, and facilitate the meeting. SWBR will provide meeting summaries.

### Topic-Focus Groups

Objective: To gather detailed input on topics from interested members of the public and stakeholders.

Format: Two (2) virtual meetings, both with a different topic, led by a facilitator.

Participants:

Topic specific participants (TBD)

Schedule: TBD

Roles: The project team will design and structure the meetings. SWBR and Ballard\*King and Associates



will convene and facilitate the meetings. The project team will determine the topics to be covered including senior programs, athletic programs and facilities and new concepts identified specifically in the public survey #1. SWBR will develop meeting summaries.

### Surveys

**Objective:** The purpose of the first public survey is to gather information about current/future recreation and social programming needs and priorities within the Town of Brighton, as well as collect information from participants who would like to stay informed or get involved with the project. The second survey will present the programming concepts and allow residents to select preferred alternatives developed by the Town / Consultant team.

**Format:** Two (2) online surveys using SurveyMonkey.com. A draft of the first survey is included in Appendix C.

**Participants:** General public **Schedule:**

Survey 1: September / October 2021

Survey 2: November / December 2021

**Roles:** SWBR will develop the surveys in conjunction with the project team and will promote the surveys through email, and communications materials that can be distributed by the Town. A distribution plan for the survey is included in Section 6.0: Communications Plan.

## ENGAGEMENT EVENTS

As Covid mandates are relaxed and public events reopen, “go-to-them” strategies are useful in reaching out to the community members in spaces and through platforms they feel most safe and comfortable. The following engagement events are designed to further solicit input from the public.

### Pop-up Events

The purpose of these three (3) events is to share information about the project with residents in an informal setting, providing them with an opportunity to learn about the project and give initial feedback. Locations suggested by stakeholders may include:

- Brighton Farmers Market
- Homecoming (October 2<sup>nd</sup>)
- Brighton Memorial Library

SWBR will assist with obtaining permissions for the pop-up events. Engagement activities may include distribution of survey postcards, and informal conversations.

Town Staff and Consultant team members will record the number of participants engaged along with their comments. During the pop-up event, photos will be taken for use in social media posts and following the pop-up event, any comments recorded on paper would be photographed to ensure they are documented and will, therefore, be logged in the Public Input Log (PIL) by SWBR.

### Social Media

In addition to disseminating information about upcoming engagement opportunities and project findings,



social media campaigns will be used to engage the community.

### Articles and Blog Posts

To ensure awareness about and participation in the project, SWBR will encourage and work with local residents and the Town Staff to produce articles and blogs for the project webpage and other print media outlets, including:

- *Brighton Pittsford Post*
- *Brighton Connections*
- Newsletters by the Town, Recreation & Parks, Local Chamber of Commerce, Brighton Memorial Library, and the Brighton Seniors
- Local blogs
- School Newsletters

## COMMUNICATIONS PLAN

To enhance the reach and transparency of the public outreach for this project, SWBR and the Town of Brighton will develop a project webpage on the Town's website. This tool will consolidate the stakeholder database, survey, and project materials, allowing us to keep stakeholders and citizens informed of the project's progress and gather their input.

1. **Surveys:** The survey capabilities will allow us to gather detailed, actionable information and analytics.
2. **Meeting Support:** To support virtual Zoom meetings, the project team will use Zoom features including meeting/event registration, live-polling and live streaming integration that will ensure clear, equitable, and well-recorded communication between meeting participants and the project team.
3. **Communications:** In addition to providing a landing page (Town website) where stakeholders and citizens can get project schedules, materials, and updates, includes social media outreach tools that will be used to track discussion of the project on social media and integrate it into the record of public comment where appropriate.
4. **Stakeholder Database:** SWBR will maintain a database of all interested stakeholders with their addresses, email and other contact information. The project webpage will host a subscribe feature to allow stakeholders to join the contact list. The database will be used to facilitate e-blasts, mailings and other communication.

### Public Input Log (PIL)

SWBR will keep a continuous log of all community and stakeholder engagement activities and input received in the Public Input Log (PIL). The name and contact information of the commenter will be included, when possible, preferably email address but phone number, home address or preferred major social media platform will be included if email is unavailable. Comments will then be categorized and kept on record.

### Communication Materials

SWBR and Ballard\*King and Associates will assist the team in developing the below-mentioned communications materials and content to inform the public about the project and solicit feedback. SWBR will provide technical information and graphic design support for creation of the materials.





- Press releases
- Project Webpage (using webpage)
- Flyers:
  - Surveys
  - Public meetings
  - Focus groups
- Digital copies of the flyer and brochure for Town website and/or social media
- Social media/website content (as needed)
- Outreach to stakeholders (where needed)
- Media contact: Becky Cotter, Town Supervisor, Communications Director

### Survey and Event Outreach Plan

Given that there are multiple target audiences including residents, business and property owners, the survey and all public events will be promoted using a variety of methods and locations to gather input from a balanced cross-section of stakeholders. Techniques include:

- News Media Outreach: A press release to announce the survey and project through newspaper, radio, and television.
- Webpage: A link to the online survey on the homepage of the Town website and other partners, directing users to the survey. Meeting dates and links and background material on the process will be available on the website, as will a place to sign up for emails and text alerts.
- Social Media: Promotion through Facebook.
  - Social media posts to Town's social media accounts as well as a variety of community social media accounts, including Brighton Connections, Brighton Central Schools, Neighboring School Districts, etc.
- Emails: Email blasts to various email list serves including:
  - Brighton Recreation Participants
  - Local Chamber of Commerce listserv
  - Brighton Neighborhood listservs
- Other Print Media: Articles and blog posts by residents on the project website and other local print media outlets, including:
  - Newsletters by the Town, Recreation & Parks Department, Brighton Memorial Library, and the Brighton Seniors



## ENGAGEMENT MATRIX

Activity	Medium	Lead	Schedule
Kick off Meeting	Virtual	Town	July 1, 2021
Draft Survey #1	Electronic	SWBR	July-August, 2021
Draft press release/announcement	Electronic	SWBR	August 2021
Submit Town Newsletter Article	Electronic	SWBR/ Town	August 20, 2021
Finalize Public Engagement Plan	Electronic	SWBR	September 15
Project webpage	Electronic	Town	Week of September 13
Stakeholder Outreach & Interview Sched	In-person / virtual	SWBR/Ballard*King	Week of September 13
Social Media (Facebook)	Electronic	SWBR	Sept 20 – project close
Open and distribute Survey #1	Electronic & Hard Copy	SWBR	Week of September 13
Host Stakeholder Interviews	In-person	SWBR / Ballard*King	September 20 - 31
Pop-up Events (3)	In-person	SWBR / Town	September 20 - October 29
Close and summarize Survey #1	Electronic	SWBR / Ballard*King	October 18 – October 29
Prepare Scope Alternatives	Electronic / Print	SWBR / Ballard*King	October 29 – November 22
Public Informational Meeting #1	In person / Virtual (TBD)	SWBR / Town	Week of November 22
Focus group discussions	In-person / virtual	Ballard*King / SWBR	Nov 29 – Dec 13
Draft Survey #2	Electronic	SWBR	Nov 29 – Dec 17
Town Review / Comment Survey #2	Electronic	Town	Dec 20 – Jan 10, 2022
Open and distribute Survey #2	Electronic & Hard Copy	SWBR	January 17, 2022
Close Survey #2	Electronic	SWBR	Week of February 7
Survey Analysis	Written	Ballard*King / SWBR	February 7 – 18
Scope Refinement / Site Alts	Written	Ballard*King / SWBR	February 21 – March 18
Public Informational Meeting #2	In-person / Virtual (TBD)	SWBR/ Town	Week of March 21
Workshop & Final Report	Electronic	SWBR / Ballard*King / Town	March 28 – April 11
Kick off Meeting	Virtual	Town	July 1, 2021



## DRAFT TYPICAL PUBLIC MEETING ANNOTATED AGENDA

Date: Refer to project

schedule Time: TBD

Location: TBD

Format: In Person Live Event / Zoom

Objectives: The public meeting will serve as an introduction to the project, providing an opportunity to:

1. Share information about the project scope, schedule, and engagement opportunities.
2. Seek initial feedback from stakeholders about concerns, issues, and opportunities.
3. Provide an opportunity for stakeholders to share contact information.

Participants:

- Key stakeholders and public
- Project Team

Format: In response to the ongoing COVID-19 outbreak, the Town is hosting a 90-minutes public meeting in-person open house and/or using Zoom. The meeting is scheduled to be conducted in two parts: A live public meeting to share project updates and information, followed by a live question and answer (Q&A) session and interactive group activities.

The meeting notes will be posted on the project website to gather public feedback for a period of additional two weeks.



Proposed Agenda:

Time	Activity	Description	Role
0:00	Meeting Set-Up	Zoom meeting set-up Allocate co-hosts Share the sign-in google-spreadsheet link in chat- box	SWBR
1:00P	Convene & Welcome	Convene the group and introduce Town and project team	SWBR/ Town
1:05P	Public / Online Meeting Instructions	Explain COVID requirements for social distancing and explain logistics of participation (provide virtual meeting instructions about “virtual hand-raising,” Q&A, chat-box, etc.) (as required)  Poll Question: How did you hear about the meeting? AND/OR Poll Question: Select the option that best describes you (multiple choice) I live in the Town I work in the Town I own a business in the Town Other	SWBR
1:10P	Agenda Review	Review meeting purpose and agenda	SWBR
1:15P	Presentation	Project overview Purpose/Timeline/deliverables What we’ve heard – key themes	SWBR
1:25P	Q&A session	Attendees can submit questions in writing via Q&A/ Chat-Box feature. Questions can be answered by the team in writing during the webinar or addressed live.	SWBR
1:30P	Interactive Group Exercise(s)	SMALL-GROUP EXERCISE: Attendees will be assigned to breakout groups of 5-10 people. Each breakout room will have a facilitator and scribe/note taker. Participants will be asked to discuss the issues and opportunities associated with the categories below and collect their thoughts, which they will then bring back to the larger group. <ul style="list-style-type: none"><li>• Programming</li><li>• Facilities</li><li>• Location</li><li>• Costs</li><li>• Plan Alternatives</li></ul> OR <ul style="list-style-type: none"><li>• Attendees can be divided into breakout groups wherein each group is assigned a category. Participants are asked to discuss the issues and opportunities of the assigned category and collect their thoughts, which they will then bring back to the larger group.</li></ul>	
2:10P	Report out	Summarize main points/ takeaways and categorize them in the above mentioned seven categories.	
2:25P	Wrap-up and adjourn	Discuss next steps, future engagement opportunities, and online survey	SWBR



Meeting Recording and Comment Period: At conclusion of the meeting, the project team will share the link to the recorded meeting (video and/or audio) to allow community members to offer detailed input. All comments received within the period of two weeks will be included in the final document. This will allow the members of the public (including those who were unable to participate in the live virtual meeting) to provide detailed feedback.



**Farmers' Market** Sunday, September 26th 9:00 am - 1:00 pm

Attendees:	Bill Price, SWBR
	Marlee Finestone, SWBR
	Kim Mura, SWBR

Weather: Sunny, 65+ degrees, Windy

Location: south side of high school along sidewalk abutting building Set up tent, banner, table, chairs

Paper surveys

3 boards on easels / stickers for participants to ID desired activities Volunteer sign-up sheet

Business cards with survey QR code

#### General Notes

- Spoke with 50-60 individuals, couples and/or families
- Handed out 25-30 business cards with QR code
- Two (2) residents completed paper survey on site
- Five (5) residents took copy of paper survey to be dropped at library or town hall
- Elderly and young most interested in posting stickers
- Young at direction of parents
- Town Board candidate Pat Riley very interested in study, talked quite a while
- Many people walking by did not necessary stop to talk but noticed banner and survey information
- Supervisor Moehle stopped by
- Councilwoman Robin Wilts stopped by

#### Discussions wide ranging

- need public transit to community center and Buckland Park
- need more programs after school for working, single mothers
- many seniors have little confidence town will actually do anything about a new or improved center.
- many residents are well aware of facilities built in adjacent towns (Pittsford, Henrietta, Perinton, Chile) and wonder why the wealthiest town (Brighton) hasn't done anything.
- general observations of the Town Board and current administration
- one person mentioned she likes programs in multiple locations
- several residents (3) mentioned the town should not rely on a solution that leases space or has 3rd party providers handle programs. Keep all facilities and programs under control of the Town
- most mentioned – **'A real pool'**, many noting that the high school pool is not accessible (location and times available to the public. Not a place you can bring kids in the summer.









## Brighton Homecoming

Saturday, October 2<sup>nd</sup>

11:00 am – 2:00 pm

Attendees:	Bill Price, SWBR
	Marlee Finestone, SWBR
	Becky Cotter, Town of Brighton

Weather: Sunny, 72+ degrees, slightly windy

Location: Corner of Elmwood & Winton, next to Middle School & Chamber of Commerce

event tents Set up tent, banner, table, chairs

Paper surveys

3 boards on easels / stickers for participants to ID

desired activities Volunteer sign-up sheet

Business cards with survey QR code

Survey fliers posted at all other vendor tents.

### General Notes

- Spoke with 100+ individuals, couples and/or families
- Handed out 50+ business cards with QR code
- One (1) resident completed paper survey on site, many scanned and completed online survey on site
- Three (3) residents took copy of paper survey to be dropped at library or town hall
- Teens and families most interested in posting stickers
- Young residents placed stickers with assistance from parents
- Teens returned several times with friends / generated much interest
- More people stopped to participate in sticker boards compared to the Farmers' Market event

### Discussions were wide ranging

- Need to be walkable from neighborhoods. Many families mentioned they walked to the Homecoming event and would like a center that is easy to walk or bike to.
- Many residents (families & teens) mentioned they would like to see improvements to the Town Hall outdoor pool
- Young families enthusiastic about a splash pad
- Many residents with dogs at the event would like to see a dedicated dog park
- Teens enthusiastic about the study & liked the "teen area" idea
- Many residents commented that Brighton is lacking / falling behind in this area as so many adjacent towns (Pittsford, Irondequoit, Henrietta, Perinton) have facilities and many more program offerings than Brighton.
- Several residents mentioned the Town needs more summer programs
- Many residents (parents) want (pleaded for) 'indoor' facilities and programs for kids – the other half of the year.
- Three residents mentioned that Brighton does not have facilities commensurate with our perceived wealth. Other towns in Monroe County have more parks, better buildings, and wide range of physical activities across there towns.



# SWBR













## **Town of Brighton**

### **Community & Recreation Center Feasibility Study Stakeholder Interview Notes**

November 2<sup>nd</sup> & 3<sup>rd</sup>

220 Idlewood / Brookside School

#### **CONTEXT**

- Adjacent to green space Adjacent to other amenities Programs inside and outside
- Create a campus of buildings / facilities
- Build off the long-term success of creating a park system
- Connectivity to bike / pedestrian network – look to make better connections to more neighborhoods Connect park system (Buckland to Meridian and Canal)
- Need ‘presence and image’ to community
- Architecture that is well designed, attractive and inviting Proximity to majority of population
- Proximity to / synergy with Farmers’ Market (Buckland)
- Accessible by public transit

#### **PROGRAMS**

- Summer camps Youth sports
- After school / wrap around programs
- Concert Series (Brighton Symphony) (indoor performance venue / outdoor performance amphitheater) Huge demand for field space – (extends seasons / days (synthetic and lighting)
- New moniker for term ‘Seniors’ (active adults)
- Lunch (meal) program Day tours / bus trips Cards
- Pickleball
- Children programs
- Teen programs / space (hang out, reading, music)
- Athletics / sports – introductory / instructional until 4<sup>th</sup> grade Winter activities
- Maker space
- Library services / programs collaboration
- Fireworks (Meridian not walkable, everyone drives)

## ADMINISTRATION

- On-line registration / reservations Staffing
- Contracted Services Website / social media
- Annual focus groups (youth, parents, active adults) Affordability (compared to YMCA, JCC, Midtown, etc.)

## FACILITIES

- Gymnasium / two (2) full size courts Outdoor pavilion (s)
- Pool (indoor or out) / multiple pools (laps, kids, adults) Splash pad / spray park
- Kitchen (warming, prep, full-service) Dance studio
- Walking track Technology (AV) Teen Center Extreme sports
- Skate Park (not mentioned much / people will travel to skate parks)
- Pump track (regional amenity)
- Mountain bike track (regional amenity)
- Zip line / ropes course (asked but not much support) Dog Park (s)
- Café / Vending
- Play equipment - Multigenerational, inclusive Indoor playgrounds
- Food truck vendors
- Storage spaces (league athletic equipment at park facilities) Accessibility
- Green building systems – make healthy Sustainable
- Education (sustainability, habitat, green infrastructure) Robotics, STEM/STEAM, anime
- Maker spaces
- Exercise equipment (limited) Cardio equipment (limited) Performance space Cafetorium
- Parking
- Tubing / sledding hill (no one mentioned this)

## PARTNERSHIPS

- Lifespan Monroe County
- BCSD (HS, Middle School, French Road) St. John's Meadows (pool) RocVentures
- First Presbyterian Church
- Rochester Makerspace [The Rochester Makerspace \(rocmakers.org\)](http://rocmakers.org)



## COMMENTS / DISCUSSION POINTS

- Non-sectarian Wellness focus
- Meeting spaces of various sizes
- Make this healthiest place you can be
- Neighborhood associations need places to meet (Starbuck, Panera, old Bagel Bin) Social and art clubs
- Equity (fee structure and programming) Economic development benefits / property values  
Fireworks
- “Living room of community” & ensure it is open to all
- Give a center that our recreation department can shine in Market segment potential – early childhood, teens, active adults.

## Background & Objectives

The Town of Brighton recognized a need to better understand the current and future recreation and social programming needs and priorities within the Town of Brighton, so the Town can respond to the current trends in how residents spend personal time. Further, the Town wants to understand if and how a community and recreation center can serve the needs of active adult residents, as well as the role a center could play in a broader economic development strategy, including the retention and attraction of a skilled workforce.

As part of the Community & Recreation Center Feasibility Study, a survey was developed to answer the following key questions:

1. Do respondents participate in programs offered by the Town of Brighton Recreation Department/Brighton Senior Center?
2. What programs or activities are respondents currently participating in, or are interested in?
3. In which locations are people participating in these programs or activities?
4. Which park improvements do respondents believe are needed in the Town of Brighton?
5. Do respondents feel there is a need for a Community Center in Brighton?
6. What amenities would respondents want in a Community Center?
7. Are respondents willing to accept a tax increase to pay for a new facility?

The survey was open to all residents, property, and business owners, as well as former residents and non-residents. The survey included only 20 questions to minimize the effort and time required to complete and increase the likelihood of participation.

The survey was distributed to Brighton Town residents via the Town Fall Newsletter, delivered in early September 2021. Survey distribution included the following:

- **News Media Outreach:** A press release was circulated to announce the survey and project to the community.
- **Town Webpage:** A link to the online survey was posted on the homepage of the Town website, directing users to the survey.
- **Social Media:** Promotion through only the Towns' Facebook, and Twitter accounts.
- **Emails:** Email blasts to various email list serves including Brighton Recreation & Parks participants, Local Chamber of Commerce, and various Brighton neighborhood associations listservs.
- **Flyers:** Posted throughout the Town on bulletin boards, local businesses, and multifamily housing complexes.
- **Paper Copy Distribution:** Paper copies of the survey were distributed to the Town Hall and Library on Elmwood Avenue, Town Recreation and Parks Department office in the Brookside School, as well as Brighton Central Schools Administration office on Monroe Avenue, and many of the Towns independent living centers and multifamily housing complexes.

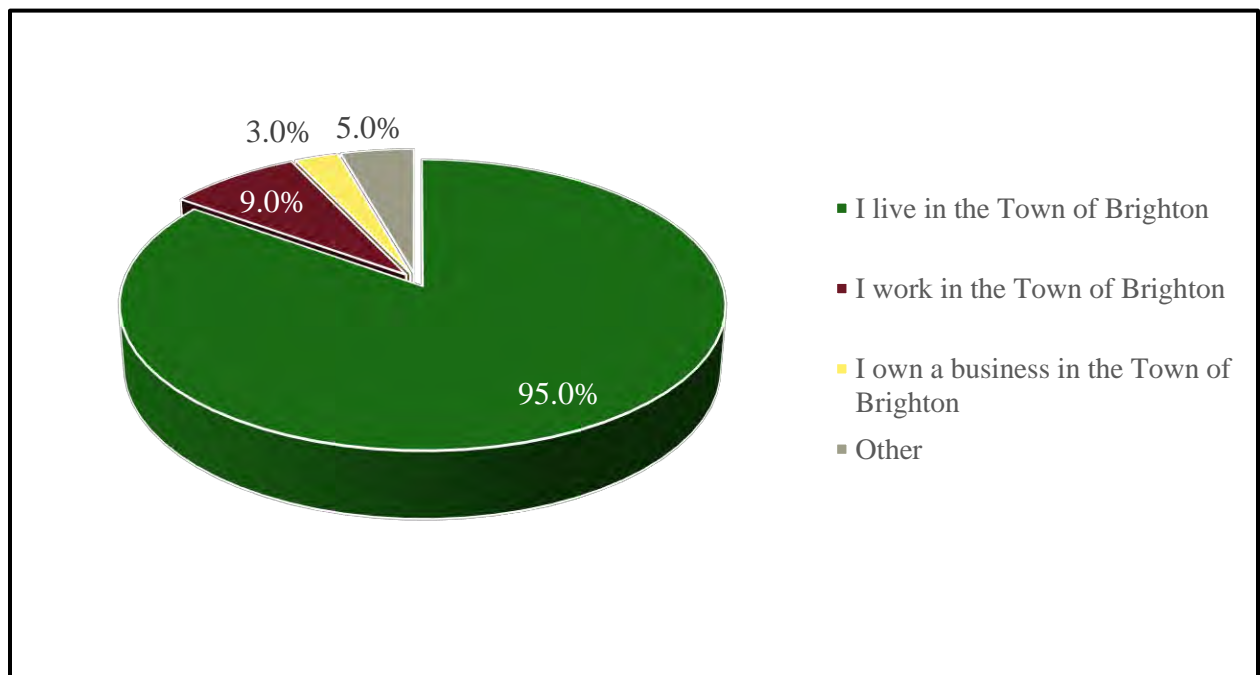
## Survey Method

The survey consisted of 20 questions built on the SurveyMonkey.com platform. (A copy of the full survey can be found in the Appendix x) and was open for all to participate commencing on September 17<sup>th</sup> and running until December 4<sup>th</sup>, 2021.

Five questions focused on demographic information; one question asked how respondents receive information about town recreation programs. Thirteen questions asked about participation in town recreation programs and use of town park facilities. With almost thirty percent (30%) of the population 55 years and older, several questions focused on the needs for our active adult residents. Several questions asked about how recreation programs should be provided; via a new building on existing Town owned property, acquisition and renovation of an existing structure in Town and/or have services provided through public / private partnership agreements.

Virtually all questions included an opportunity to add notes or observations in the “other” category. Question number 20 was entirely open ended to give respondents an opportunity to address any issues they felt were relevant to the discourse.

Question #1 – Please select the options that best describe you (select all that apply):

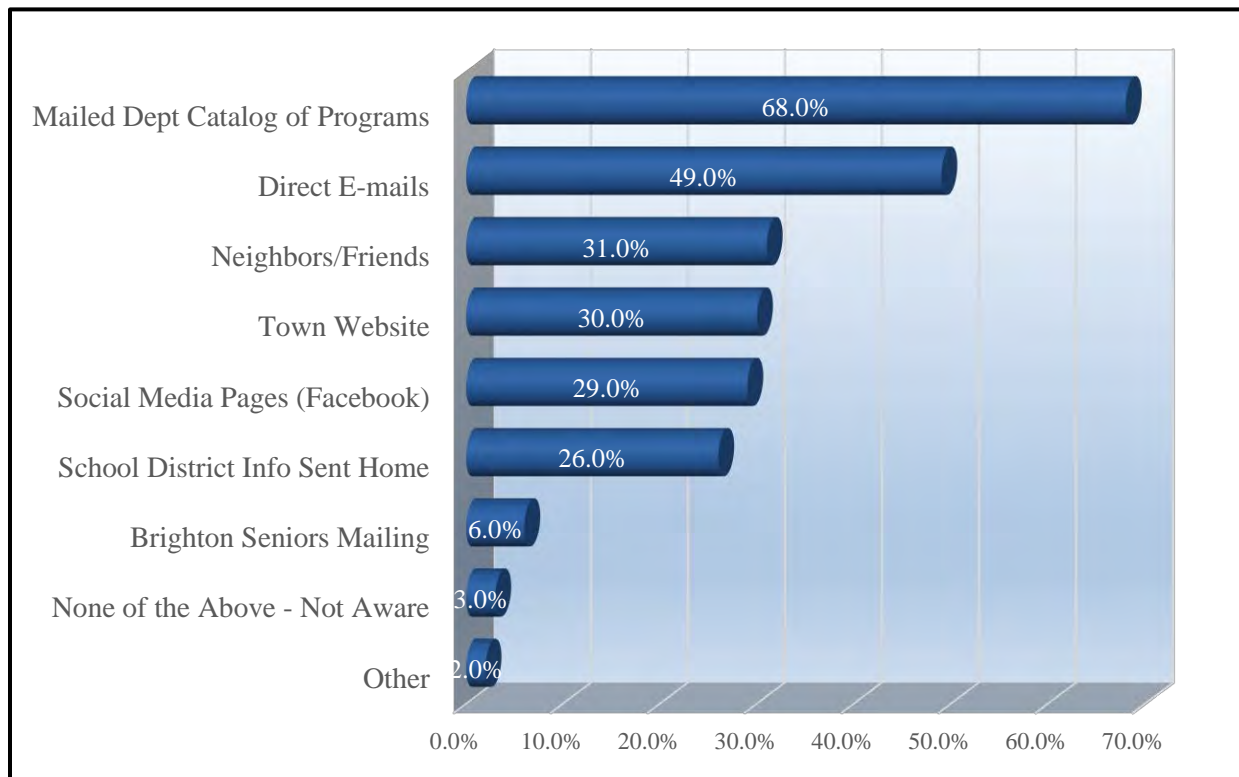


About 95% of respondents that took the survey live in the town of Brighton. The remaining 5% of respondents:

- Live in neighboring Towns
- Participate in Brighton Recreation Center Programs but do not live in the Town
- Attend the Brighton Farmers' Market
- Participate in Brighton Symphony Orchestra
- Participate in Brighton facilities and classes

Virtually all respondents that work or own a business in the Town of Brighton, also live in the Town.

Question #2 – How do you get information about facilities, programs, and special events offered by the Recreation Department?



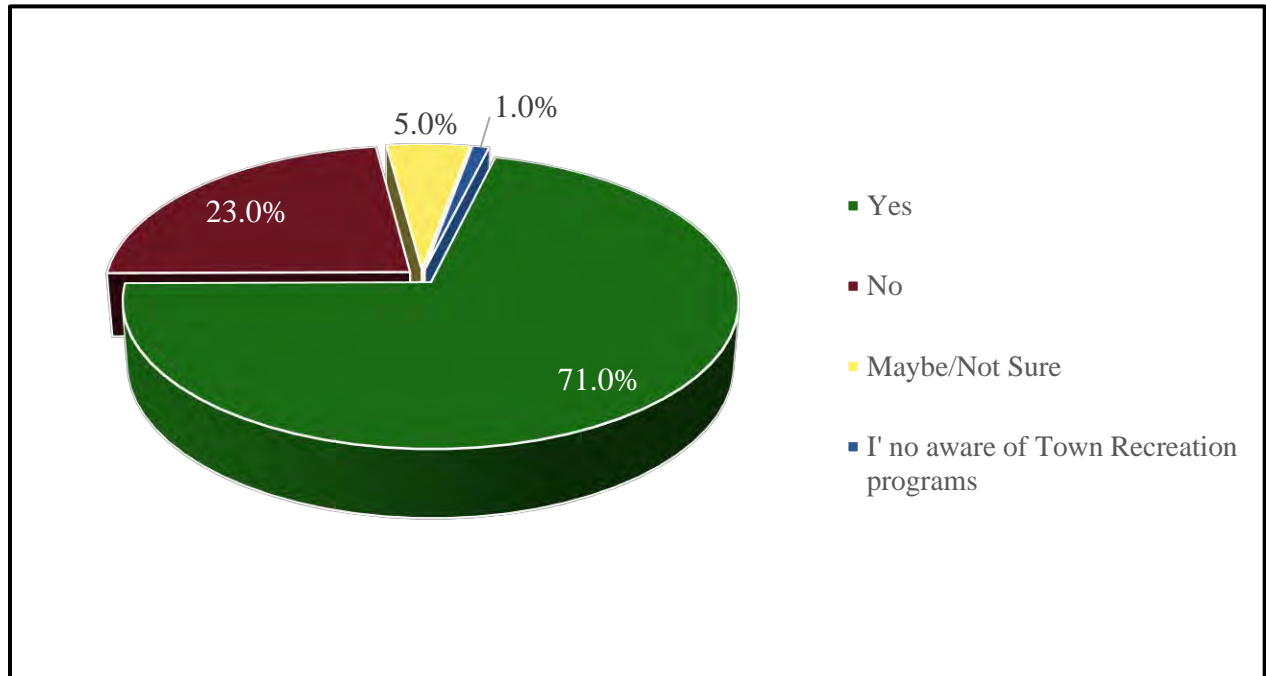
Most respondents (68%) noted the Department Catalog of Programs, which is mailed quarterly, is where they get information about facilities, programs, and special events offered by the Recreation Department.

Other successful information distributions include: Direct E-mails, Neighbors/Friends, Town Website, Town Facebook Pages, BCSD Information Sent Home.

For those age 65 and over, approximately 24% of respondents noted the Brighton Seniors Mailing was where they get information from the Brighton Recreation Department. Only 12% get information from social media pages in this age group, while nearly 29% receive it across all other age groups.

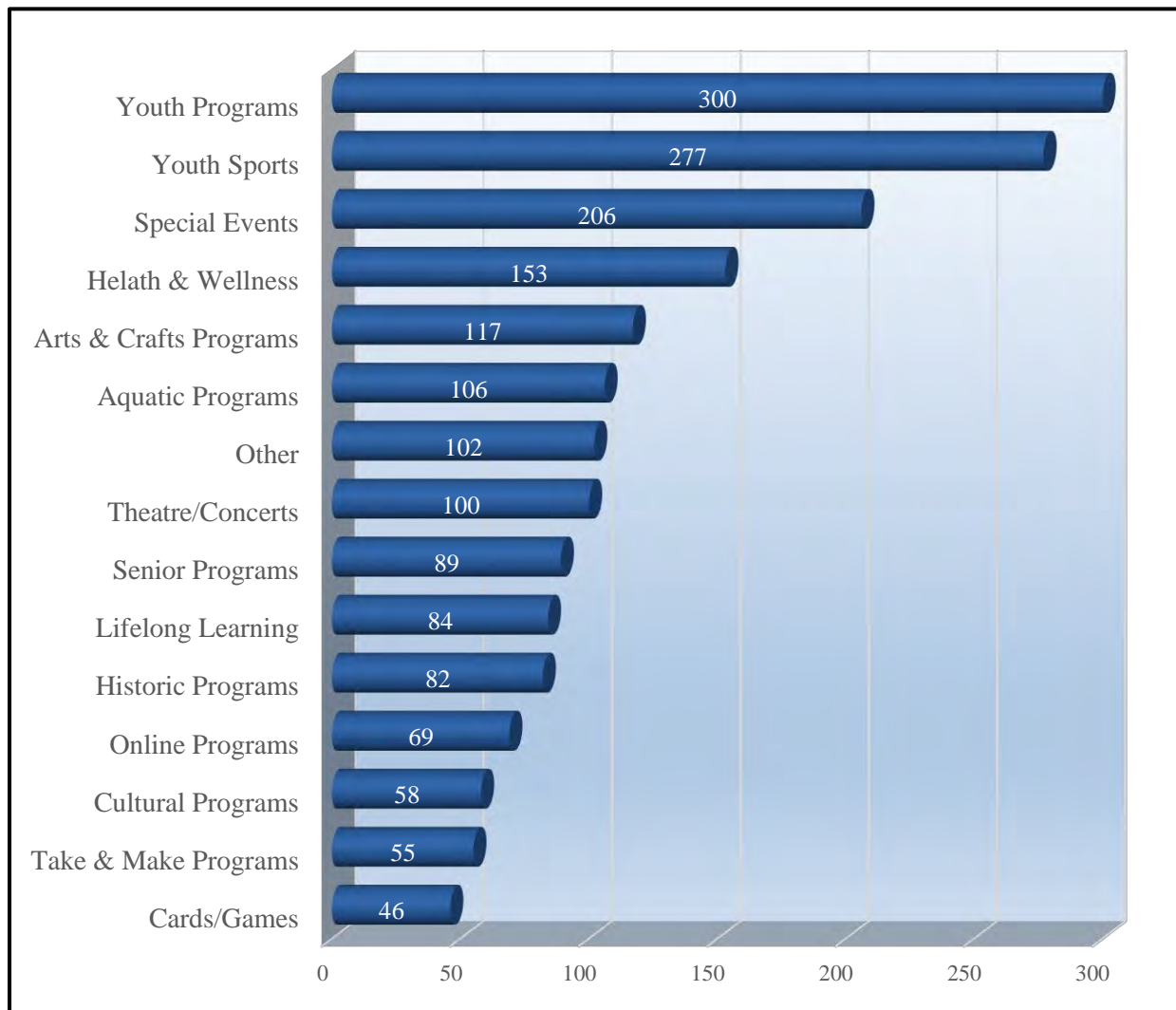
The Town Newsletter, prepared and distributed through the Supervisor's office was not specifically identified in this question on the survey, however, we may assume that respondents considered the Town Newsletters as 'Direct E-mail' or 'Other.'

Question #3 – Have you or members of your household participated in programs offered by the Town of Brighton Recreation Department/Brighton Senior Center in the last 5 years.



Out of 991 responses, 694 said they, or members of their household, have participated in programs offered by the Town of Brighton Recreation Department/Brighton Senior Center in the last 5 years.

Question #4 – (If Yes) In which programs and services offered by the Town of Brighton, do you or members of your household participate? (Select all that apply.)



Seven hundred fifty-one (751 or 76%) respondents answered question number 4, while the remainder of respondents (~230 persons) that did not participate in programs offered by the Town of Brighton Recreation Department/Brighton Senior Center skipped ahead to question 5.

Of those who participate in programs or services offered by the Town Recreation Department, the top 5 trending programs included:

1. Youth Programs
2. Youth Sports
3. Special Events (Fall Festival, Fire Works, Bike Rodeo, Trunk or Treat, Bunny Trail)
4. Health & Wellness (Adult Sport & Fitness)
5. Arts & Crafts Programs



There were several respondents (100) who either participate in programs not listed or added additional information about their program to the “Other (please specify)” option. Some trending responses included:

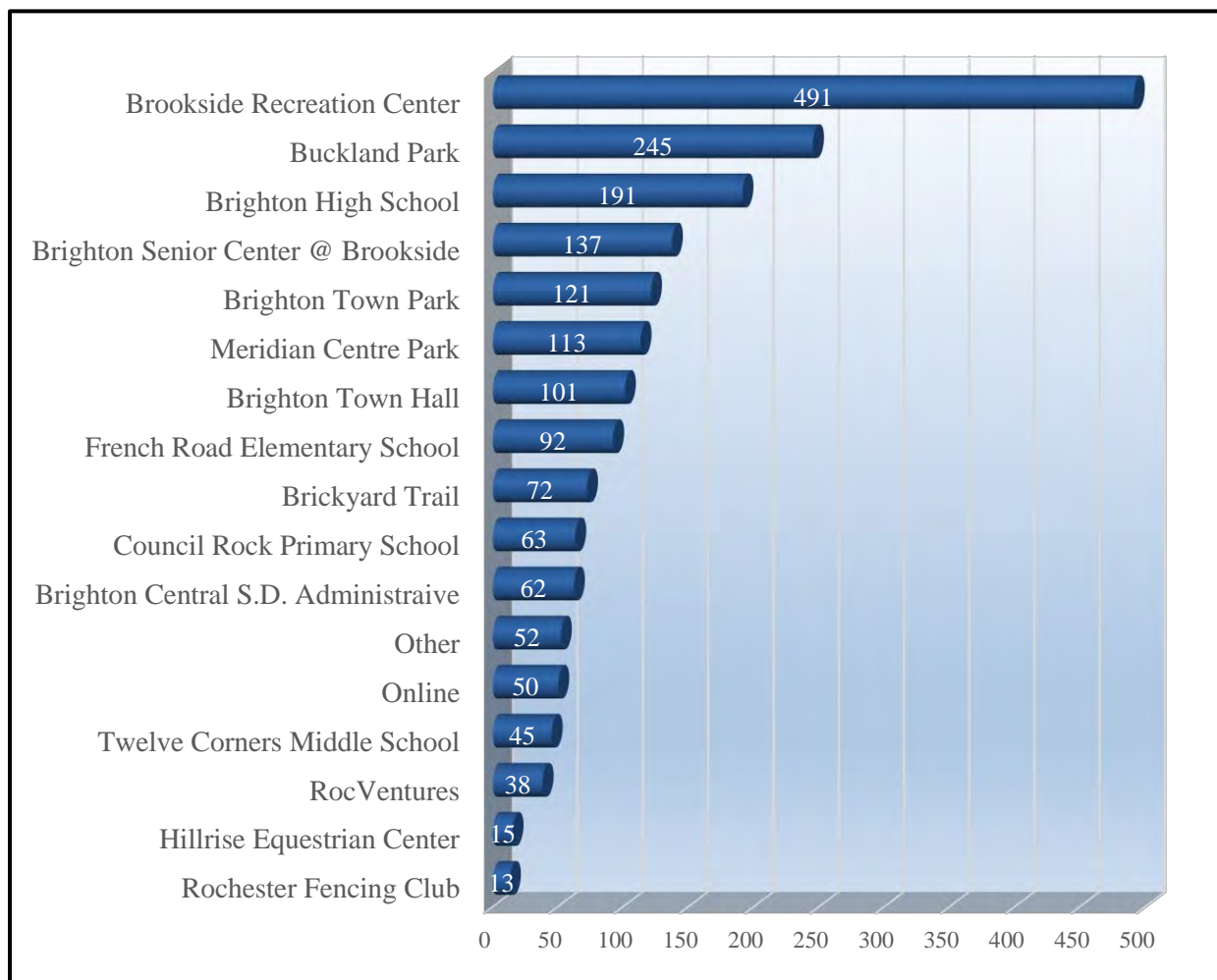
- Dog Training or Puppy Training – 14 respondents
- Brighton Symphony – 12 respondents
- Summer Camps – 7 respondents
- Educational Courses (including AARP safe driving course, Driver’s Ed, Babysitting)

Out of the 751 responses received to question #4; 257 of the respondents were over the age of 55. This older demographic (and their household) currently participates in several different programs and services compared to other demographic age groups.

For those age 55+, the top 5 trending programs in which they or members of their household currently participate include:

1. Health & Wellness (Adult Sport & Fitness)
2. Senior Programs (Geared towards respondents 60 years and older)
3. Historic Programs
4. Lifelong Learning (Adult Programs)
5. Special Events (Fall Festival, Bike Rodeo, Trunk or Treat, Bunny Trail)

Question #5 – (If yes to questions 3 and 4) In which location(s) are the programs and services that you participated in held? (Select all that apply)



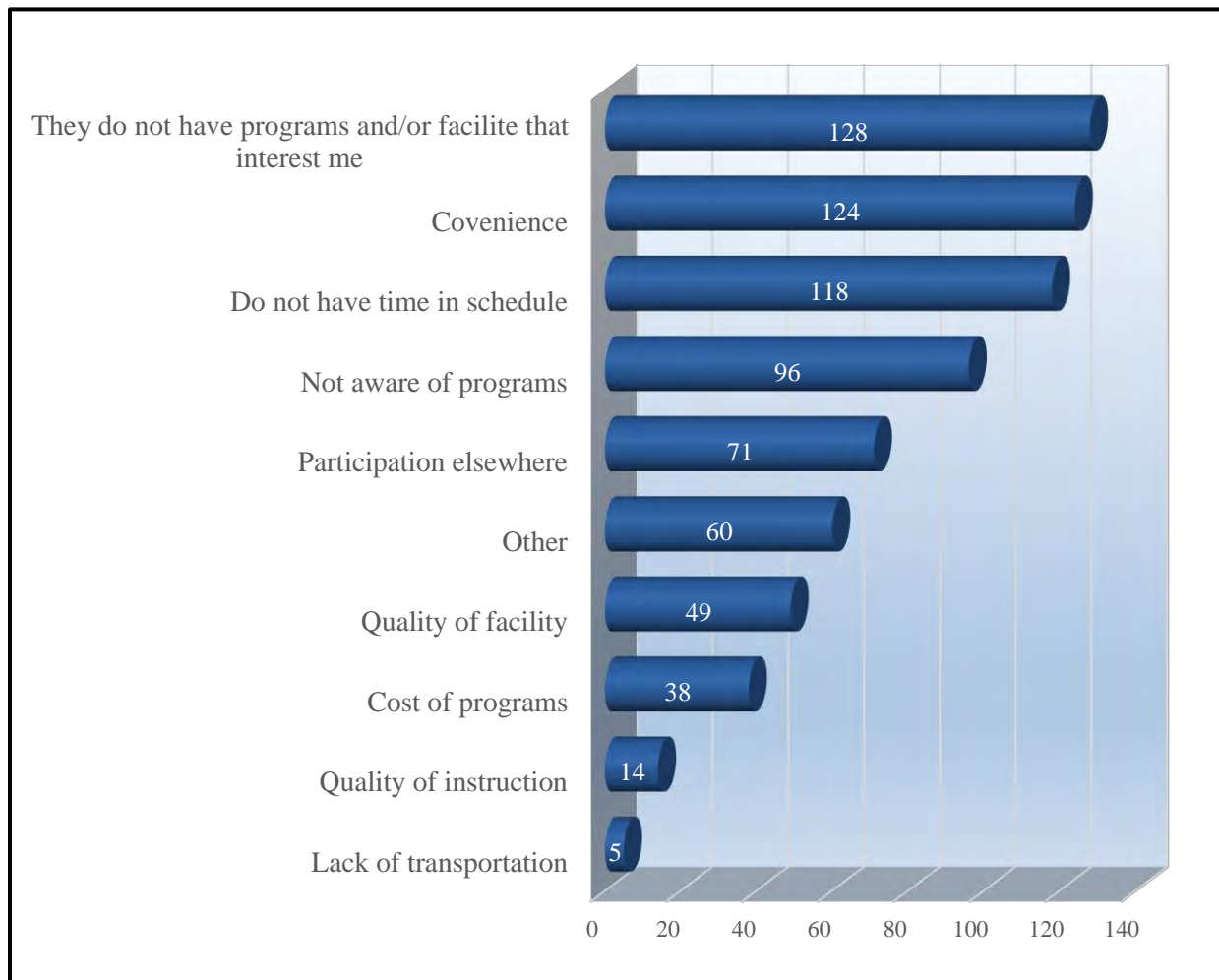
For those who participate in programs or services offered by the Town of Brighton Recreation Department, respondents (755)<sup>1</sup> selected in which location(s) these activities are held.

The top 5 locations where programs/services are held include:

1. Brookside Recreation Center
2. Buckland Park
3. Brighton High School
4. Brighton Senior Center at Brookside
5. Brighton Town Park

Note 1; In Question 4, 751 respondents stated they participated in Town of Brighton programs aligning with the 755 responding to this question.

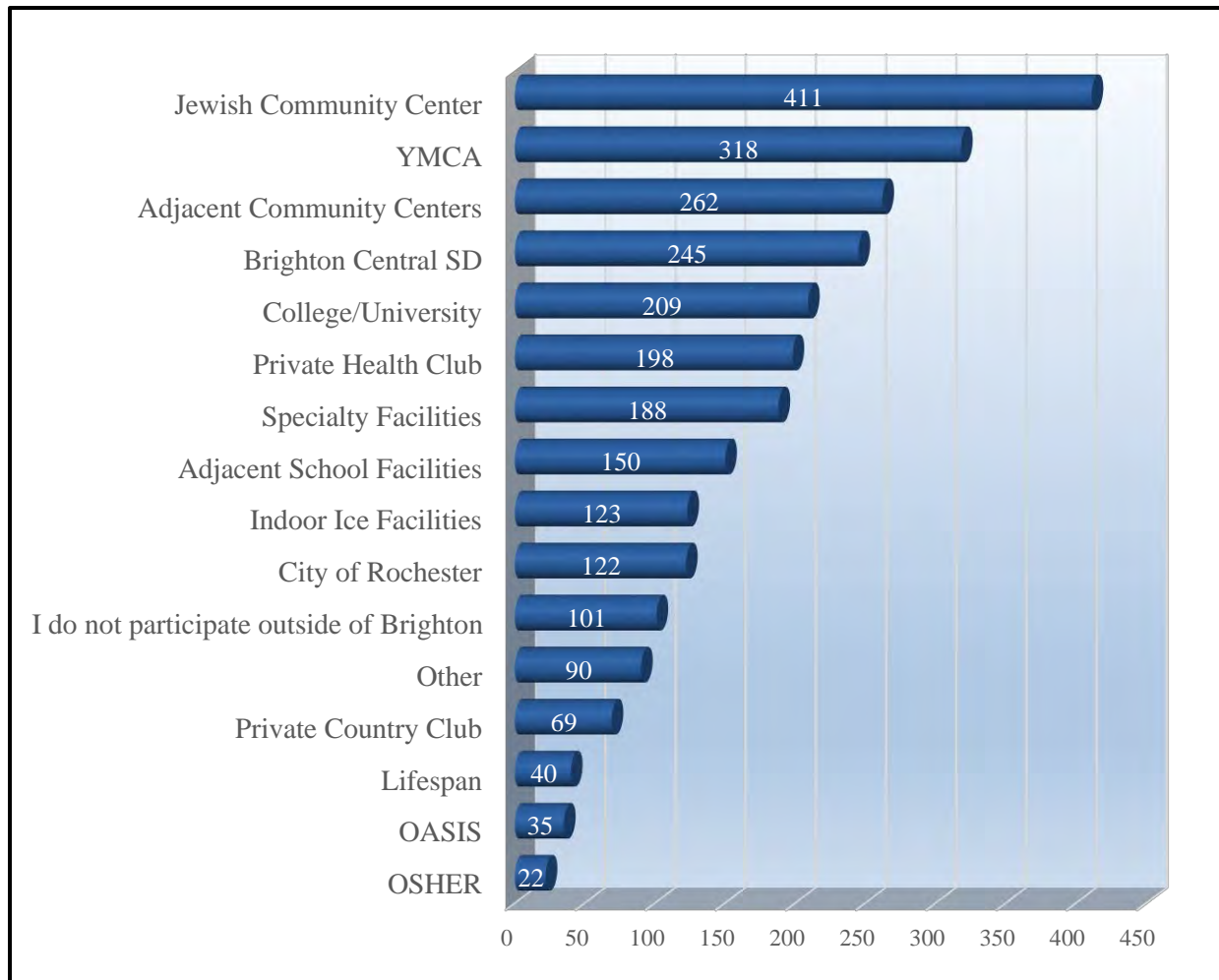
Question #6 – If you and/or your household HAVE NOT participated in programs offered by the Town of Brighton, what are the primary reasons? (select all that apply)



## Findings

Three hundred ninety-five (395) respondents answered question number 6, however 133 of these noted they HAVE participated in programs offered by the Town of Brighton Recreation Department in question #3. Responses to this question present a few inconsistencies. Seven hundred fifty-one (751) respondents said they participated in programs (Question #4). We would have expected 230 responses to question #6, yet 395 answered. The additional 165 responses were made potentially to state why they no longer participate in town recreation programs. Three answer choices; Quality of Facility, Cost of Programs, Quality of Instruction and Other elicited 161 responses. These answer choices, if selected, implies some knowledge or prior experience with town programs and facilities.

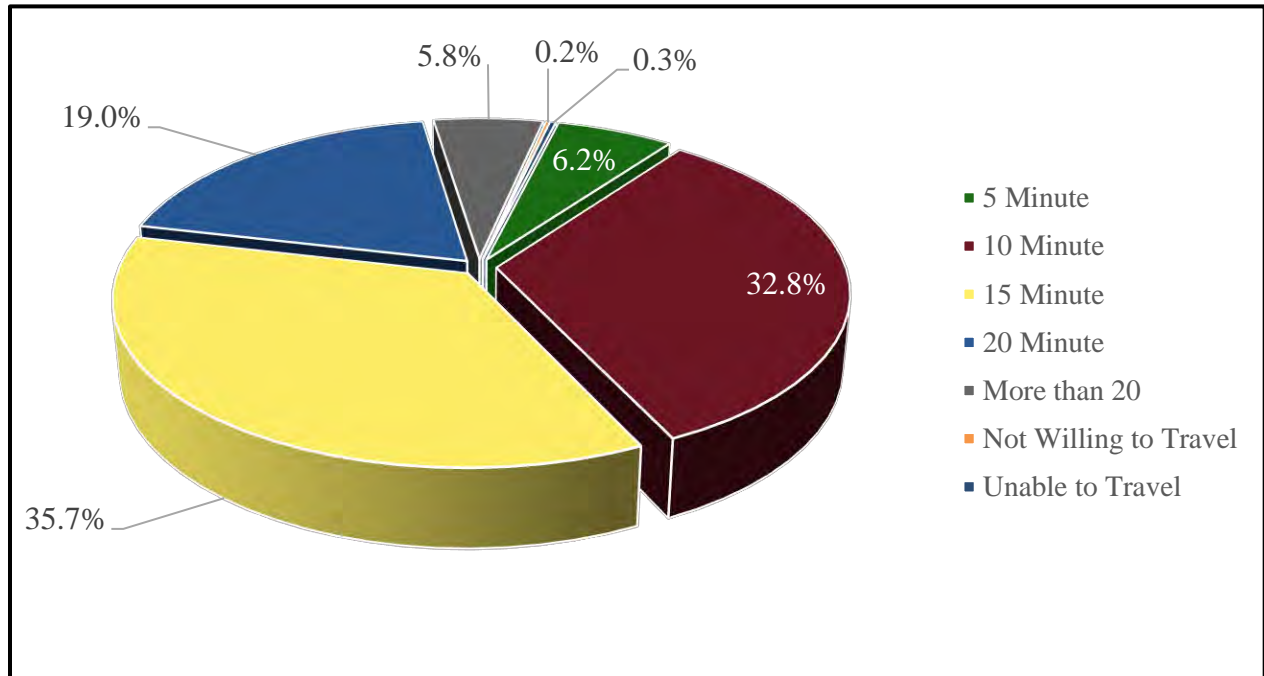
Question #7 – Do you or members of your household participate in programs offered by other organizations/municipalities i.e. not the Town of Brighton? Please identify ALL the non-Brighton owned/operated facilities that you or members of your household have used, or have memberships at, during the last 5 years.



## Findings

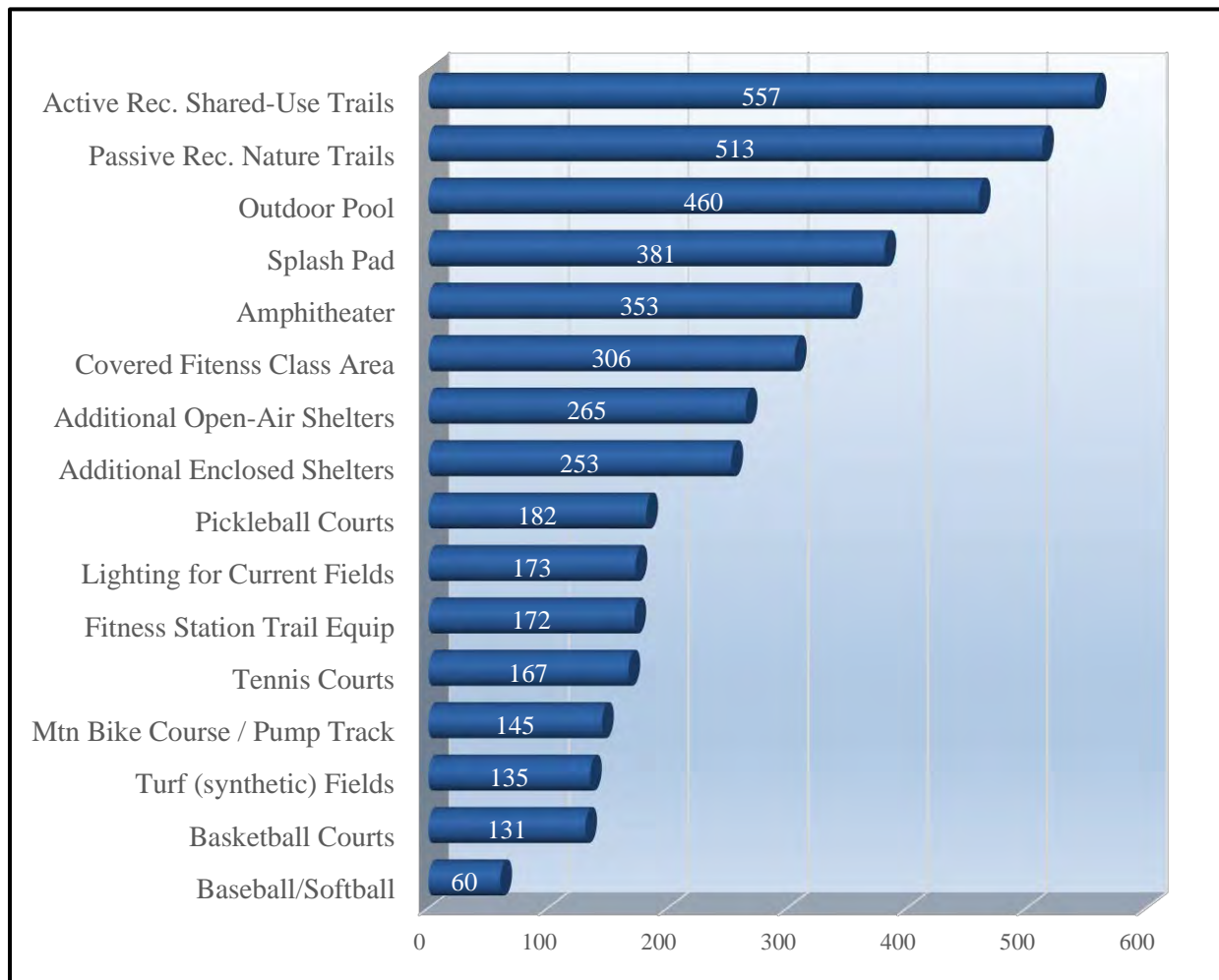
Approximately 42% of respondents indicate they participate in programs offered by the JCC, 32% with the YMCA and over 25% with community centers in adjacent Towns.

Question #8 – How far are you willing to travel to use a facility if it had the amenities and programs that are most important to you and your household?

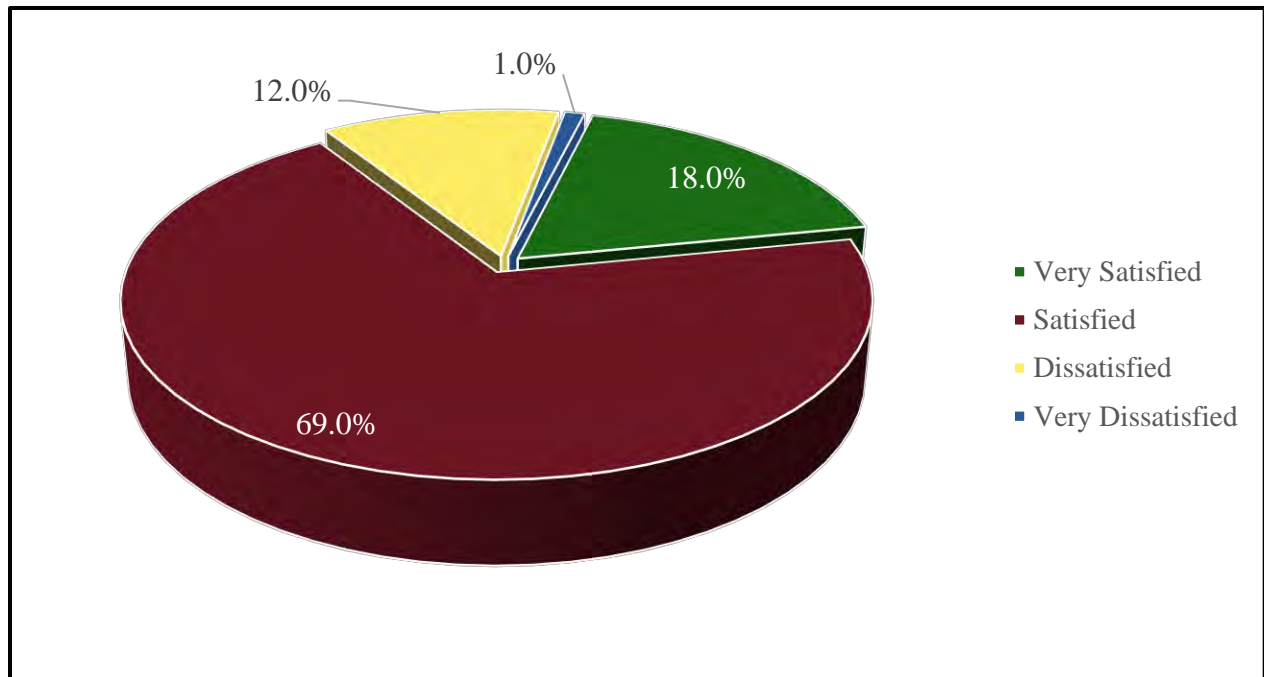


Options	Responses
5 Minute Drive	61
10 Minute Drive	322
15 Minute Drive	350
20 Minute Drive	186
More than 20 Minute Drive	57
Not willing to travel.	2
Unable to travel.	3

Question #9 – From the list below, please check the five (5) most important park improvements needed in the Town of Brighton.



Question #10 – How satisfied are you with current outdoor park facilities in the Town of Brighton? (Buckland Park, Brighton Town Park, Meridian Centre Park, Brickyard Trail, Corbett’s Glen, Persimmon Park, Brighton Town Hall Pool, Brighton Town Hall Campus, Lynch Woods Park, Town Wide Trail System)

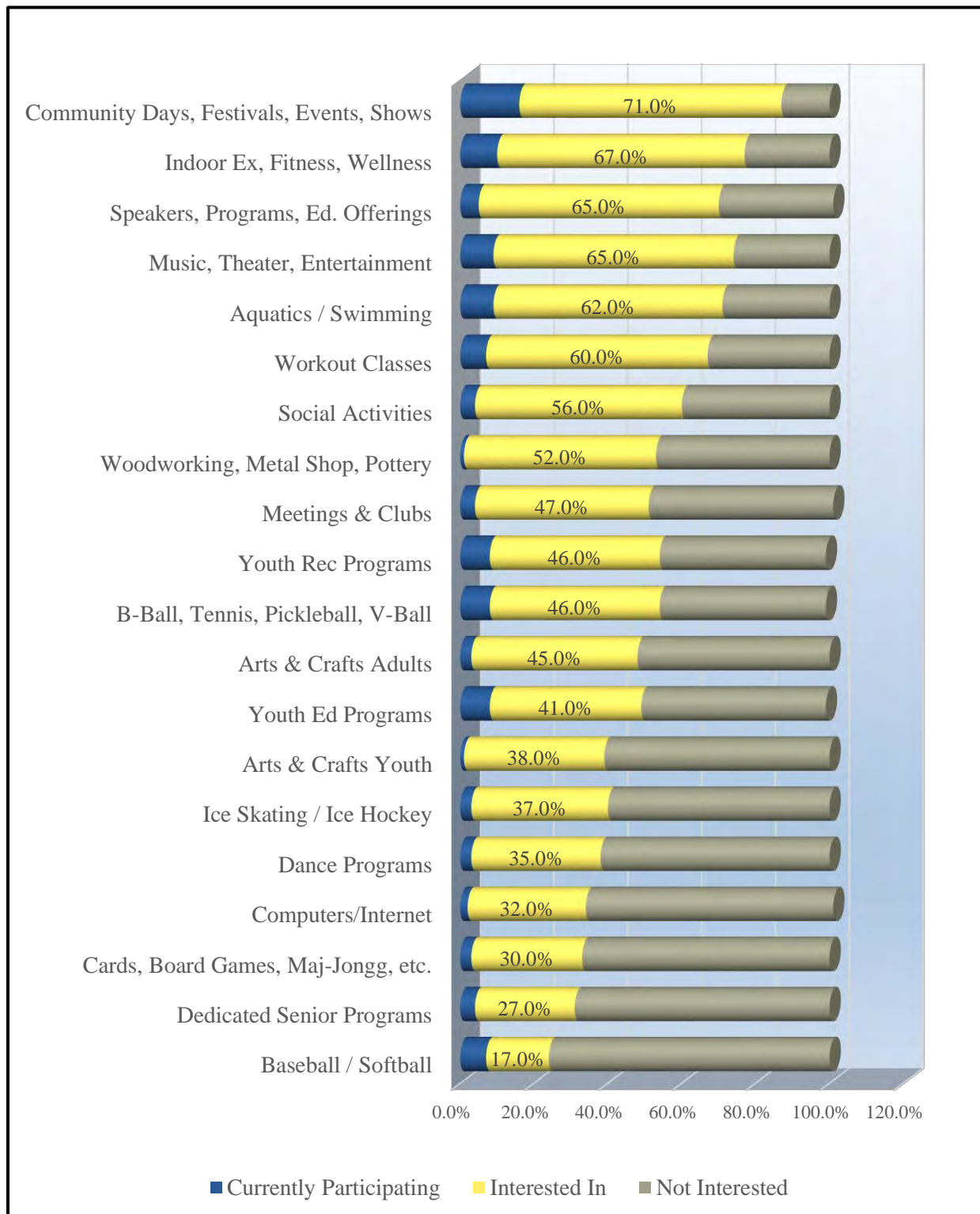


## Findings

Eighty-seven percent of respondents are satisfied or very satisfied with town park facilities. Only thirteen percent of respondents are dissatisfied or very dissatisfied. Open ended responses did not offer insight to why residents were dissatisfied; whether maintenance, lack of desired facilities, availability of facilities, location, or aesthetics.



Question #11 – Please click all of the PROGRAMS and ACTIVITIES your household is interested in, or is currently participating in:



## Findings

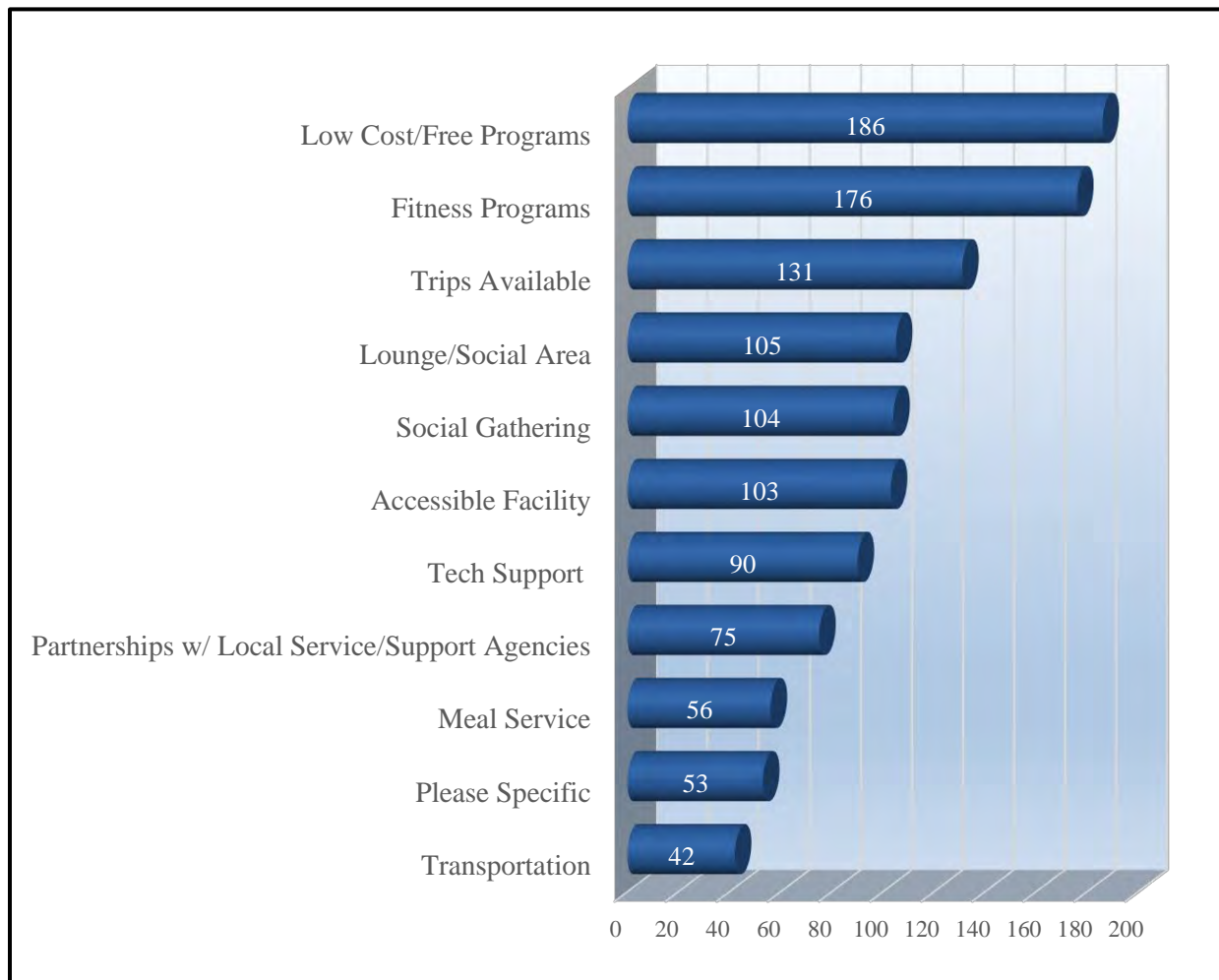
The above table illustrates which programs and activities households are participating, interested, or not interested in. The first column combines the “currently participating in” quantity with the “interested in” quantity. This results in 12 programs / activities that the majority of the respondents either already participate or would like to participate.

However, it is important to look at what interests those across all age groups. The following information could be gleaned from looking at responses from individual aged 55+.

Overall, dedicated senior programs ranked second to last for the entire community. For those over the age of 54, it ranked much higher (6<sup>th</sup>). The majority of respondents over the age of 55 (& their households) are either interested in (51%) or currently participating in (10%) dedicated senior programs. There were several respondents (73) who added an additional program or activity in the “comment” section that was not listed as an option. Some trending responses include:

- Indoor Swimming
- Dog Park
- Indoor Recreation (Court games, Fields, Indoor Track)
- Gardening
- Playgrounds
- Disc Golf

Question #12 – For those age 60 years and over: What would prompt you to participate in programs and services offered by the Brighton Senior Center? Select all that apply:



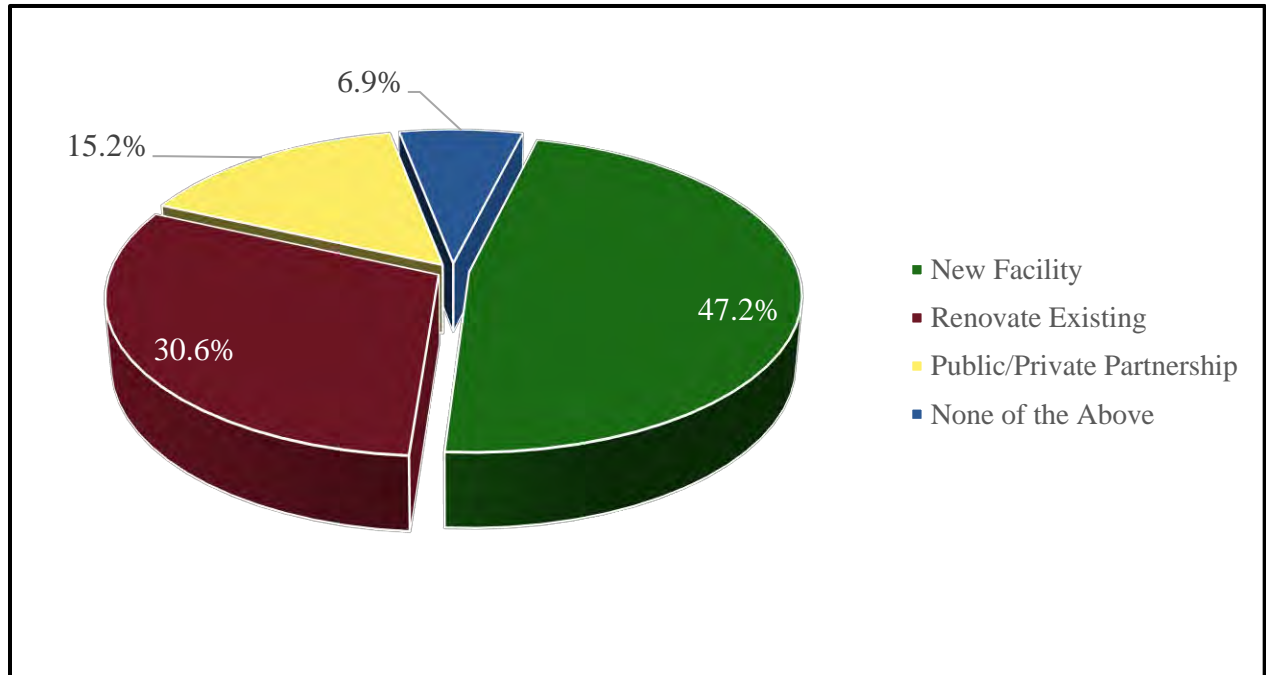
Out of 991 total respondents, 311 indicated they were age 60 years old and over and answered question number 12. The top three things indicated that would prompt those to participate in programs and services offered by the Brighton Senior Center include:

1. Low Cost / Free Programs Offered
2. Fitness Programs Offered
3. Trips Available

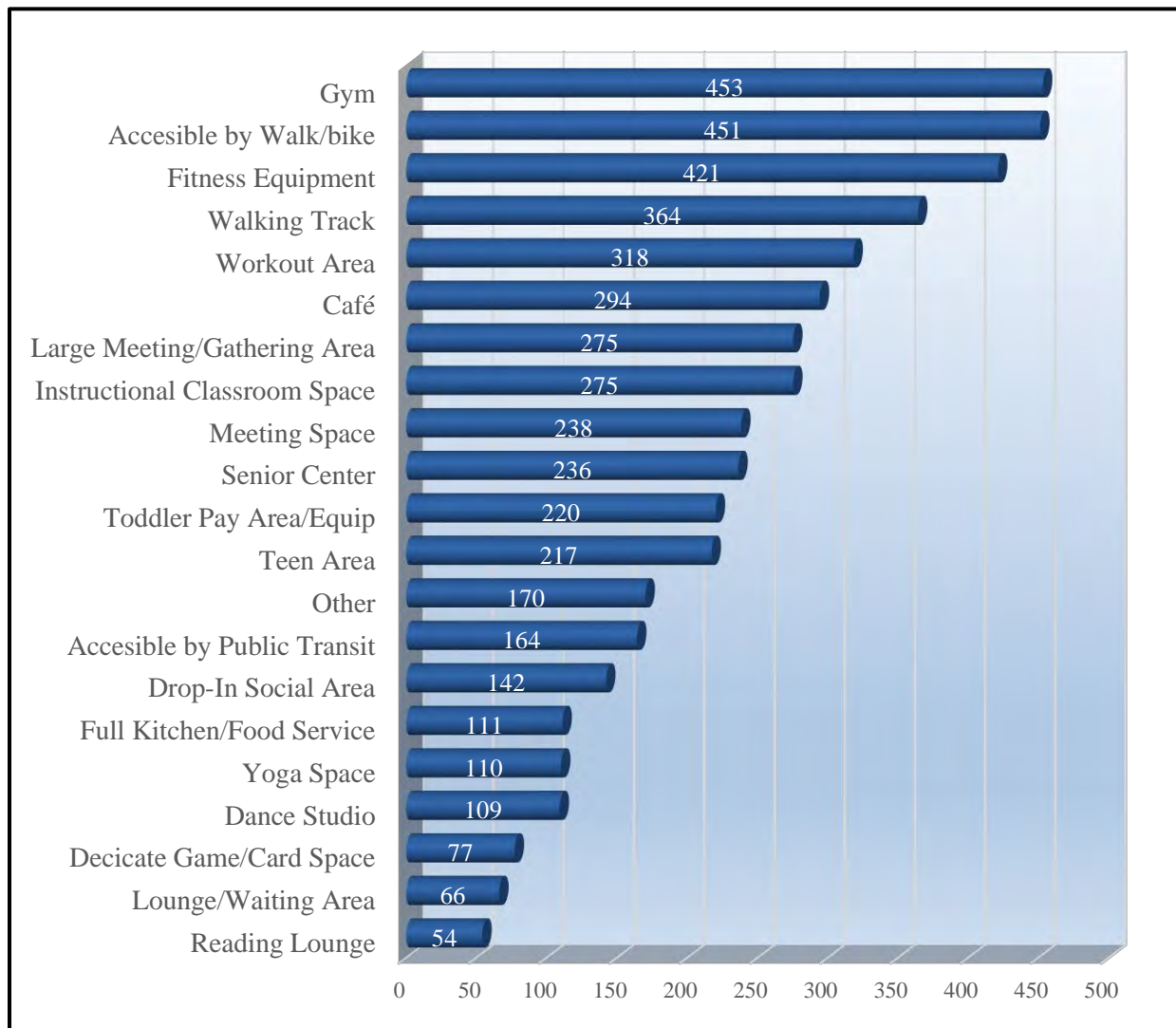
A handful of respondents left comments. The below list indicates common trends:

- Programs of interest
- Education / Historical classes or lectures
- Improved Facility
- Entertainment (Music)
- Activities for all ages, not just seniors
- Active senior programs

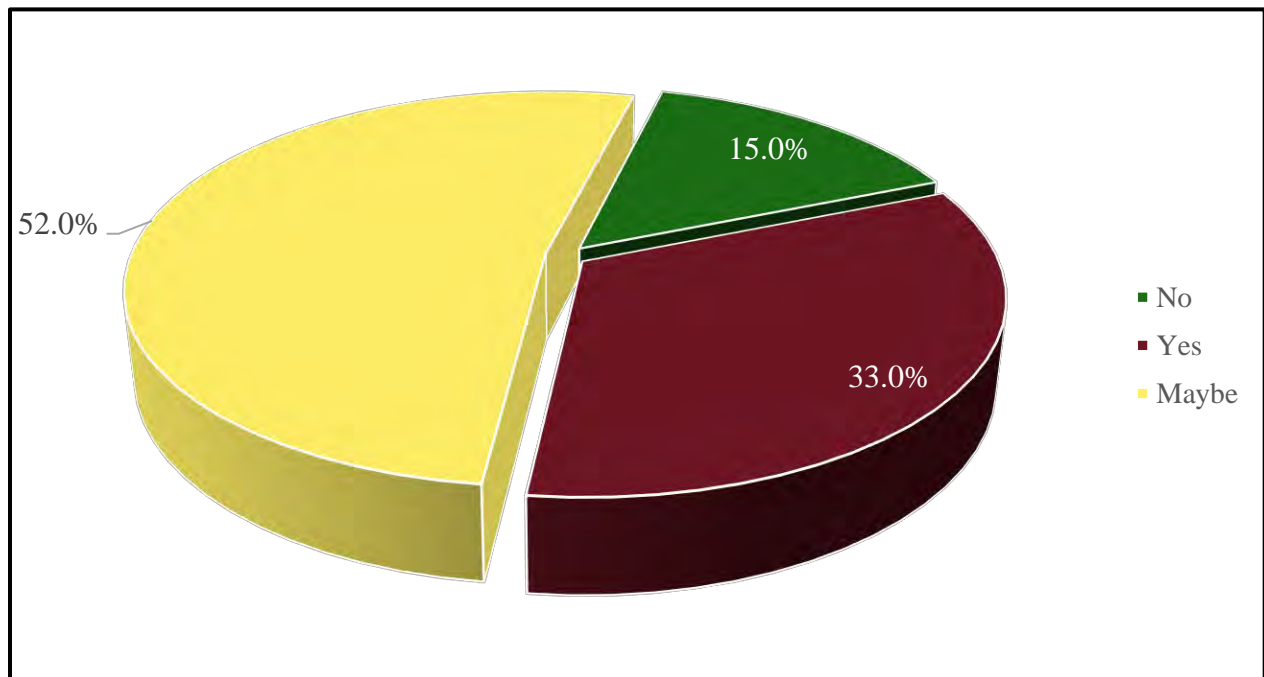
Question #13 – To continue offering current and future recreational and social programs to all Brighton residents (including Senior Citizens), the Town of Brighton may need to invest in a new facility, purchase and renovate an existing facility, or create a public/private partnership. Which option below do you prefer the Town to explore?



Question #14 – From the list below, please check the five (5) most important park improvements needed in the Town of Brighton.



Question #15 – If a new Community Center was constructed, are you willing to accept a tax increase to pay for the facility?

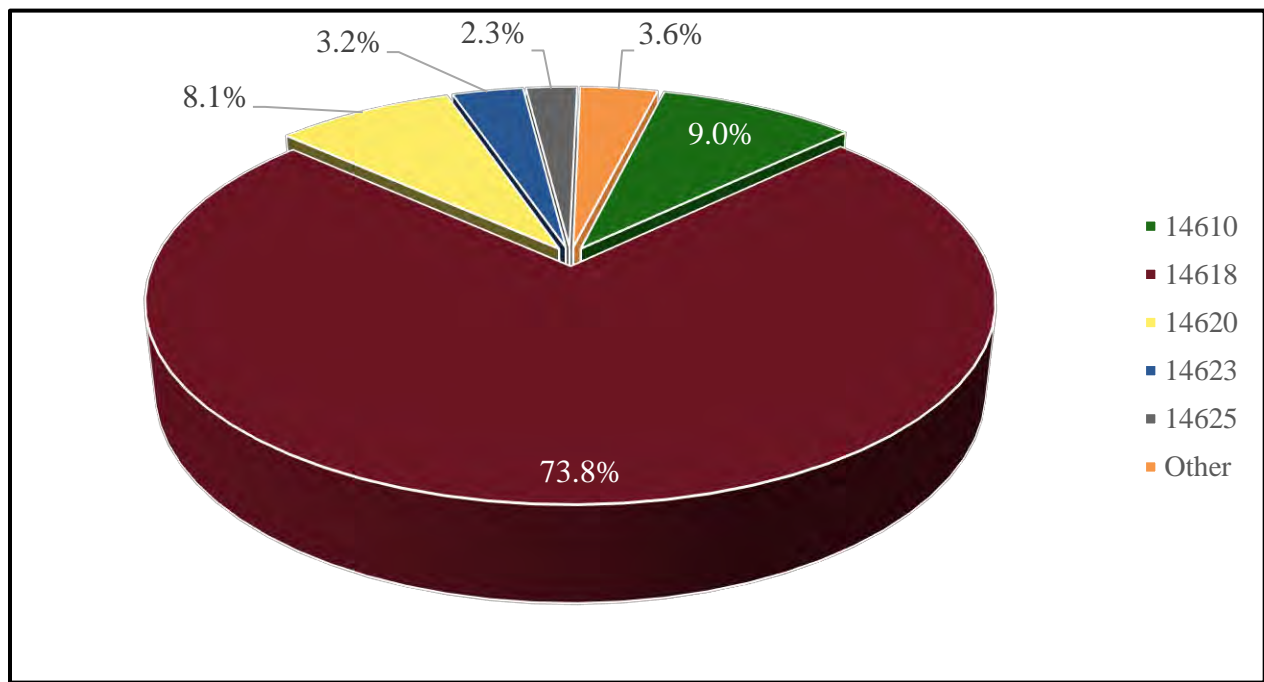


## Findings

The 144 respondents who answered “No, this is not important to me or my family” are not willing to accept a tax increase to pay for the facility. However, over 80% of these respondents still prefer the Town to explore either construction of a new facility, renovation of an existing facility, or public / private partnerships. See table below for respondents’ answers to question #13:

Only 28 respondents out of 987 total responses do not prefer the town to explore any of the above options and are not willing to accept a tax increase.

Question #16 – What is the zip code of your primary residence?



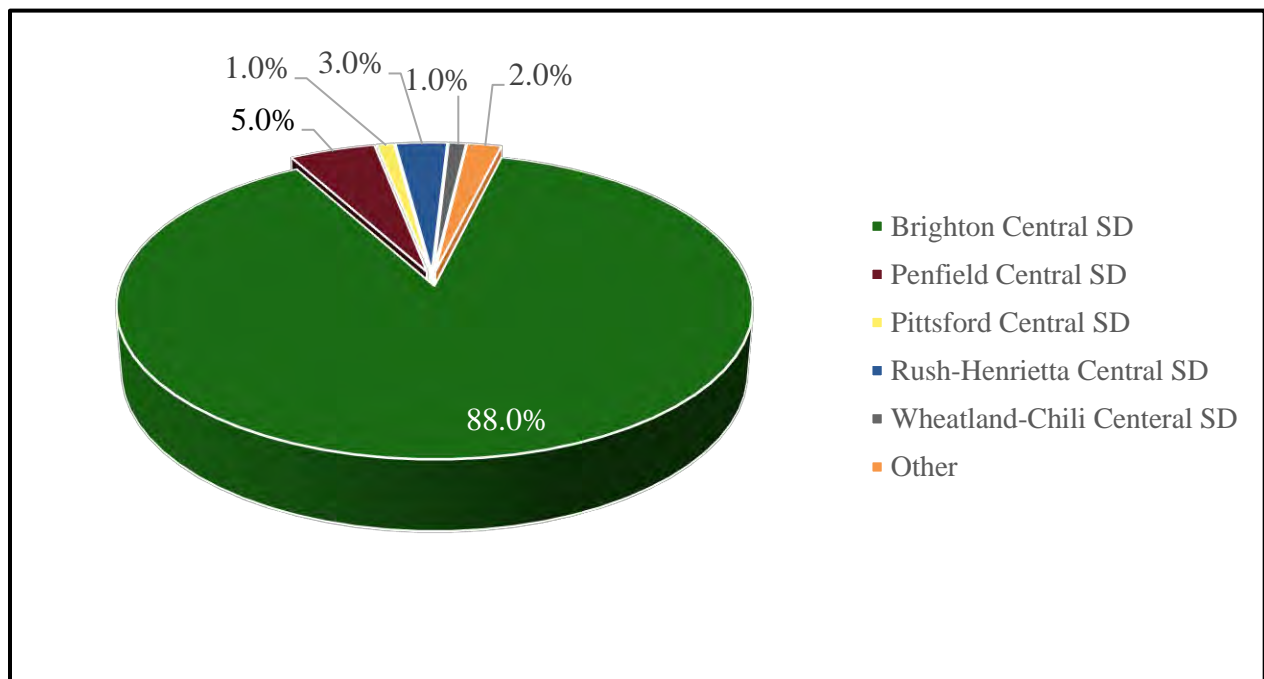
## Findings

35 respondents do not live within Town zip codes. These respondents participated in this survey for several reasons, including:

- Brighton Symphony Orchestra Member, which uses the Brighton Recreation facilities
- Attend events in Brighton
- Work in the Town of Brighton
- Live in a nearby Town and go to Brighton for programs or classes
- Attend programs at the Brighton Senior Center
- Child attends school in Brighton



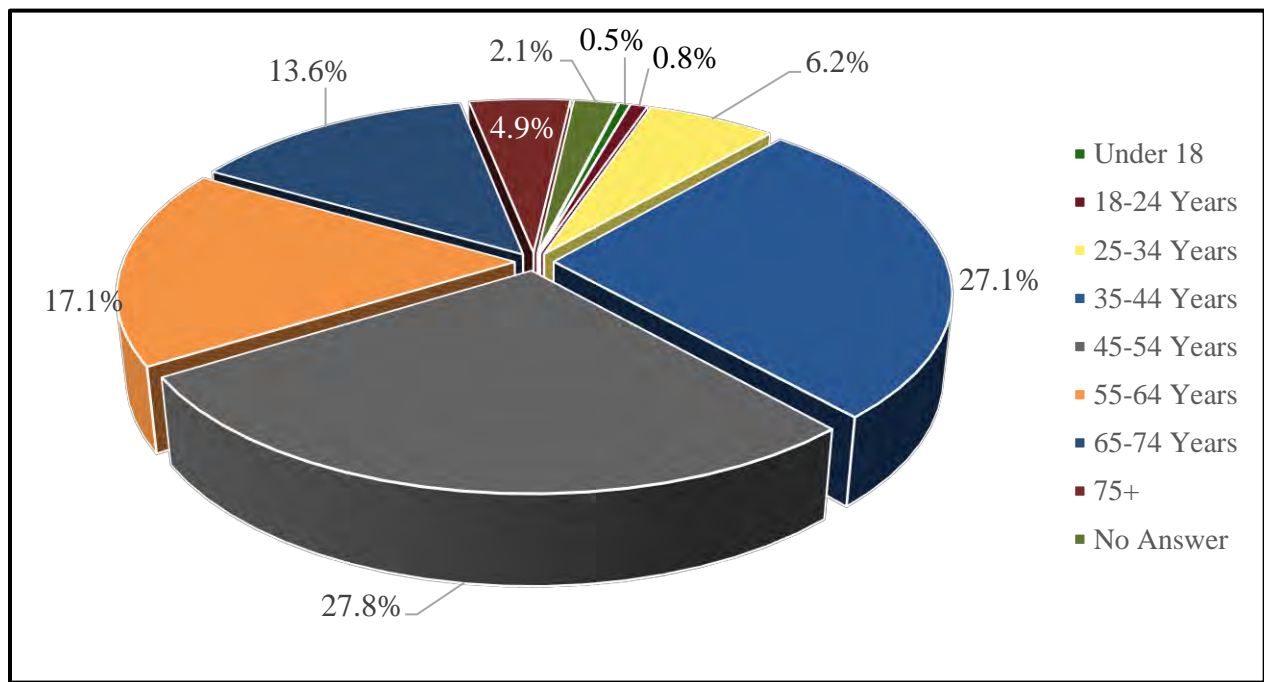
Question #17 – What school district are you located in?



## Findings

Along with the responses from question 16 it is apparent that the majority of responses have come from central Brighton (zip code 14618) and located in the Brighton Central School District boundaries. Participation was low from residents in the western and eastern portions of the town; residents living in Rush-Henrietta and Wheatland-Chili school districts as well as the Penfield and Pittsford school districts. These residents may feel more connected to the towns where their families attend school or families are associated with recreation programs in those towns. Further, Penfield, Pittsford, Henrietta and Chili all have community centers.

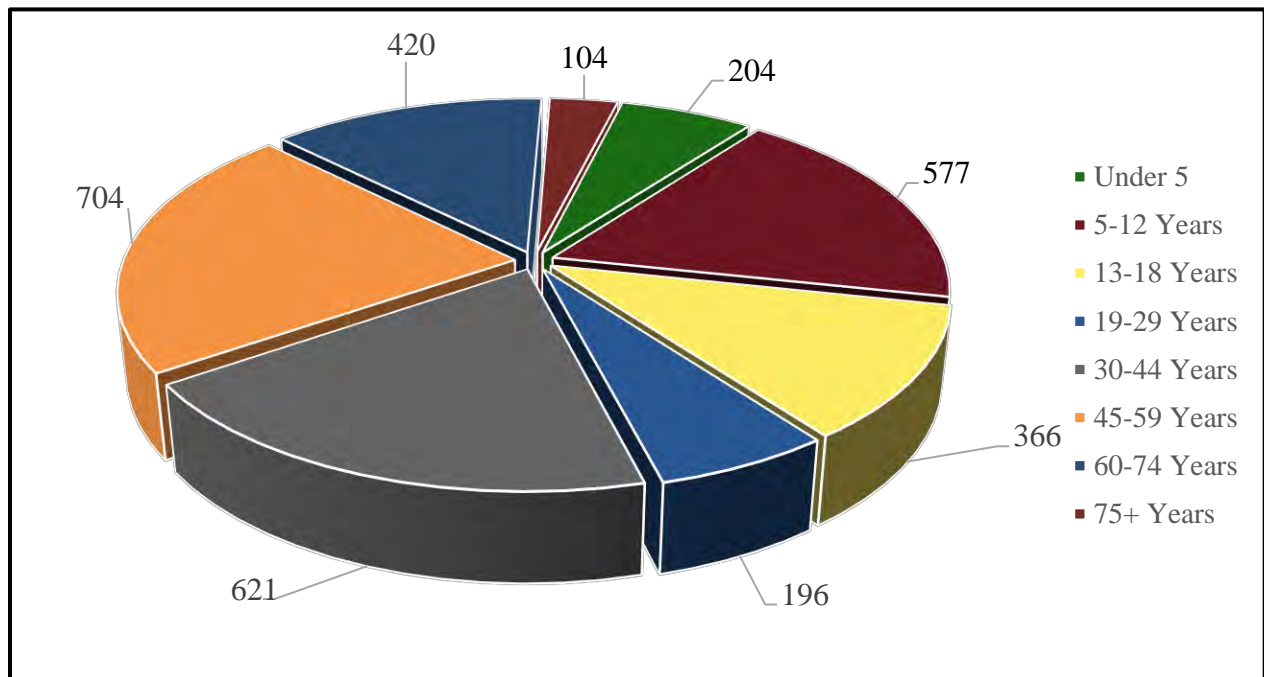
## Question #18 – What is your age?



## Findings

The response distribution aligns with the age demographics of the Town.

Question #19 – Please indicate the number of people in your household in the following age groups.



## Findings

The above pie chart represents the total number of people in each age group for all households. Although 991 survey responses were received, those responses reflect (in part) the activities of approximately 3,192 residents. This assumes one response per household. If more than one response came from a household (assume parents), then the number of persons per household may be counted more than once.

50% of participants who took the survey live in households with children 18 years old and younger.

Question #20 – Please provide any additional questions or comments that you’d like to share.

Results: 402 respondents asked questions and/or provided comments.

Question 20 was entirely open ended and allowed community members to voice their opinions, ask questions, or give comments on the project and survey. Some offered specific features they desired such as a dog park or updating the outdoor pool. Others offered their thoughts regarding the advantages and disadvantages of a community and recreation center in the Town of Brighton. Broadly, the comment trends align with the following topics;

- indoor/outdoor pool
- taxes
- playgrounds
- splash pad
- walking and biking trails
- neighboring town recreation centers
- toddler and youth programs
- adult programs and classes
- senior programs and fitness classes

Below is a selection of comments/feedback received:

*“Although I’m a senior and my children are adults, I think it’s important to give young people a safe, low- cost space to utilize.”*

*“An outdoor pool is needed for adult lap swimming”*

*“Need more options for families where both parents work. Classes only offered during the day are not possible for dual income households”*

*“We need a community center similar to what Pittsford and Perinton have” “Add a dog park at Buckland!”*

*“Thank you for considering this. We love living in Brighton but this type of facility is lacking when compared to some of our neighbor suburbs”*

*“We would love more programming for adult learners...arts, fitness, social programs” “A better pool and splash park would be awesome”*

*“It would be great to have more and/or updated amenities in the community, but we can’t afford a tax increase”*

*“The current town pool is pretty poor and the athletic fields pale in comparison to the other local towns. We need a lit, artificial turf field”*

## Conclusion

The assessment of each question presented above includes findings specific to the responses. This conclusion presents the overall responses and general tone or attitude of respondents who completed the survey.

All respondents have a direct connection to the Town of Brighton (live, work, own business) or participate in the Town's cultural and education programs.

The Recreation Department Catalog of Programs and email direct from the Town are effective means of communications achieving high response rates. The Town website, social media and word-of-mouth all produce effective results but not as significant as direct email, including active adults (senior mailing). Active adults are far less likely to use social media for information and communication.

Most people in the community are aware of programs and activities offered by the Town. Only one (1%) responded they are not aware of Town services. The majority (71%) have participated in programs (including household members). Programs include Youth Programs / Sports, Special events and Health & Wellness (Adult Sports & Fitness)

There is broad use of Town facilities for recreation, athletics, and social activities. The majority of respondents stated use of Brookside (with Senior Center), and Buckland Park but also Brighton Central School buildings and facilities, Town trails as well as private partner organizations.

Those who do not participate in Town programs stated reasons including;

- Not interested in current programs or facilities
- Convenience (times and locations)
- Unaware of programs offered
- Participate in programs / activities offered at other facilities

The 'other' facilities used include; Jewish Community Center (JCC), YMCA, Brighton School facilities, Local colleges / universities and private health clubs.

Regarding travel time to use a facility with desired amenities and programs, the majority of respondents stated a 10-15 minute trip. The table below presents the distances traveled by various modes of transportation (walking, cycling and vehicle).

Mode	Speed / Rate	Distance Traveled		
		10 Minutes	15 Minutes	20 Minutes
Walking	2.5 MPH	.4 Miles	.6 Miles	.8 Miles
Cycling	10 MPH	1.6 Miles	2.5 Miles	3.3 Miles
Vehicle	30 MPH	5 Miles	7.5 Miles	10 Miles

Eighty-seven (87%) percent of respondents are very satisfied or satisfied with current park facilities (13% = very satisfied, 69% = satisfied). Thirteen percent (13%) are dissatisfied or very dissatisfied (12% = dissatisfied, 1% = very dissatisfied).

The most important park improvements selected by respondents include:

- Shared-use trails / passive nature trails
- Outdoor pool / splash pad
- Amphitheater
- Open air shelters / covered fitness class areas

The programs and activities people currently participate in or are interested participating include,

- Programmed festivals / events
- Exercise and fitness (including classes)
- Music and performances
- Education
- Youth programs
- Social gathering.

Active adults (age 55+) indicated strong desire for dedicated fitness programs and travel opportunities which are low cost or free.

The most important amenities to include in a Community & Recreation Center include:

- Gym
- Fitness Equipment
- Walking Track (indoor for year-round use)
- Café
- Multipurpose rooms (Workout / Meeting space / classrooms / Seniors, Teens, Toddlers)

Over 450 respondents agreed a Community & Recreation Center should be accessible by walking or biking, ranking accessibility the second most important amenity in a community center. Stakeholder groups agreed and added that it should also be located on a public transit route, further increasing accessibility.

Regarding a tax increase to cover the cost of a new facility and operations, the majority (52%) stated that cost would be a determining factor, while thirty-three (33%) consider this an important priority for the Town and are willing to pay a tax increase. Fifteen (15%) percent stated this is not an important enough issue to warrant a tax increase. However, those who do not want a tax increase are not necessarily opposed to a Community & Recreation Center (survey results indicated over 80% of these respondents still prefer the Town to explore construction of a new facility, renovation of an existing facility, or public/private partnerships); they just want to explore alternative means to pay for it.

## Appendix C – Family Jubilee Evaluation



## EXISTING INFRASTRUCTURE REPORT

TO

William Price, RLA  
SWBR

DATE 11/03/2021

FROM

William Anterline, P.E.  
Fisher Associates, P.E., L.S., L.A., D.P.C.

RE:

Brighton Community &  
Recreation Center  
Family Jubilee Site

### Utility Availability

Availability of utilities for a new development on-site has been summarized in the table below. Utility evaluation is based on 2014 construction plans provided to Fisher by SWBR and desktop visual observation of the site and neighboring roads.

Family Jubilee Site - Utility Availability				
Utility	Ex. Connection On-Site?	Service Available from S. Clinton	Service Available from Lac De Ville	Service Available from Elsewhere?
Storm	Contained on-site	Along eastern curb, unknown size pipe.	Catch basin evident on both sides of road, unknown size pipe.	30" within easement parallel to S. Clinton.
Sanitary	Yes	None	No visual evidence	8" laterals on-site connect to 10" main north of site. Main continues north. existing demand unknown.
Water	Yes	6" DIP crosses S. Clinton, enters site at mid-frontage, travels to south boundary and continues along south boundary. Existing pressure/demand unknown.	Hydrants evident along east side of road, existing size/pressure/demand unknown.	No
Gas	Yes	2" wrapped steel pipe crosses S. Clinton, enters site at NW corner, runs parallel to north boundary.	No visual evidence.	No
Electric	Yes	Overhead electric crosses S. Clinton, enters site at NW corner, runs parallel to north boundary. Existing capacity unknown.	Light poles exist along road, but no visual evidence of existing power service.	No

### **Stormwater**

Surface stormwater runoff from the north and west sides of the existing Journey Church flow overland to open grate structures on-site. Surface stormwater runoff from the east and south sides of the existing Journey Church appear to sheet flow away from the building and toward the parcel boundaries. Surface stormwater runoff from the north and east sides of the existing medical office flow overland to open grate structures on-site. Surface

stormwater runoff on the west side of the existing medical office sheet flows westerly to an existing bioretention area. Surface stormwater from the south side of the existing medical office sheet flows into a conveyance swale which travels westerly and discharges into an existing bioretention area.

Stormwater for the majority of the existing development on-site is captured via open grate structures, roof drains and downspouts, and is conveyed westerly to bioretention areas and a detention pond via a single 12" HDPE pipe. Existing catch basin structures on-site appear to be considerably filled with debris, trash, and sediment. Existing bioretention areas and detention pond are not currently sized to contain additional stormwater from a new development on-site.

### **Sanitary**

Each existing building on-site is serviced by an 8" sanitary sewer connection. The existing medical office connection is located on the northern face of the building and runs in the northerly direction, connecting to an existing sanitary manhole north of the parcel boundary. The existing Journey Church connection is located approximately midway on the north face of the building, but after existing the building, the sanitary lateral turns and runs west, parallel to the building. This lateral connects to a sanitary manhole in the existing medical office parking lot before traveling north to the same sanitary manhole north of the parcel boundary to which the medical office lateral connects. The existing sanitary system north of the parcel continues north via a 10" sanitary main.

### **Water**

There are 2-6" ductile iron pipe (DIP) service lines on-site, which both originate from a single existing 6" water main that crosses South Clinton Ave. The first service is a combined service line which taps the water main inside the parcel boundary near South Clinton Ave. There is a sampling disinfection tap at this location. The service line feeds into the existing hot box on site, then from the hot box it travels to the southern edge of the property where it runs parallel to the southern boundary until connecting to a dead-end hydrant southwest of the existing Journey Church. This service line is tapped for a 6" combined service connection to the existing medical office approximately midway along the southern face of the building.

The second service, a fire service line, taps the same existing water main crossing South Clinton, but approximately 100' further into the site. There is a sampling disinfection tap at this location. From the tap, the waterline runs to the southern parcel boundary and travels parallel to the combined water service on-site. This service continues parallel to the southern boundary until the midway point of the existing Journey Church's south face, where the line turns north and connects into the building. The building connection is split into a 2" domestic and 6" fire service.

### **Natural Gas**

Natural gas service to the parcel crosses South Clinton Ave. and enters the site in the northwest corner. The existing 2" wrapped steel gas line runs parallel to the northern border of the site until turning south and connecting into the existing Journey Church at approximately the midpoint of the north building face. The existing gas line is also tapped for service to the existing medical office. From the tapping location, the medical office service line runs south, along the eastern side of the office building, before wrapping around the southeast corner of the building and servicing the building at approximately the midpoint of the southern face of the building.

### **Electric**

The electric service to the parcel crosses South Clinton Ave. and enters the site on the northwest corner. The existing line connects to a series of existing electric poles along the northern edge of the parcel. Connections to the existing buildings on-site presumably come from connection to this line at designated electric poles. The electric lines along the northern edge of the parcel do not continue all the way to Lac De Ville Blvd. It is unclear

whether the Lac De Ville Medical Building located northeast of the existing Journey Church is powered by these electric lines.

### **Transportation Evaluation**

Evaluation of the surrounding transportation network around the site has been summarized in the table below, including roadway classification, annual average daily traffic values, lane counts, and road geometry. The Bike/Ped Study previously prepared by SWBR for the Town of Brighton has not been reviewed as part of this evaluation.

Family Jubilee Site - Roadway Evaluation								
Road Segment	Functional Classifications	AADT	No. Lanes	Direction	Road Width-ft.	Shoulder	Center Turn Lane	Bike Lane
South Clinton Avenue	Urban Minor Arterial	12561	3	1-NB	12	36	No	No
				1-NB/SB	12			
				1-SB	12			
Westfall Road-East of Lac De Ville	Urban Minor Arterial	13621	3	1-NB	11	33	No	Yes
				1-NB/SB	11			
				1-SB	11			
Westfall Road-West of Lac De Ville	Urban Minor Arterial	13622	5	2-EB	10	62	11-ft Total	Yes
				1-EB/WB	11			
				2-WB	10			
Lac De Ville Boulevard	Urban - Local	Not Available	2	1-NB	11	22	No	No
				1-SB	11			
Havens Road	Urban - Local	Not Available	2	1-EB	12	25	No	No
				1-WB	12			
Brandywine Drive	Urban - Local	Not Available	2	1-EB	13	26	No	No
				1-WB	13			

### **On-Site Asphalt Condition**

Parking and drive lane striping are well worn in most areas of the site. The asphalt drive entrance from South Clinton Ave. and the existing parking lots appear to be in moderate condition. Consistent cracking along paving joints is evident, but there is minimal potholing and ponding. The exception to this is along the western edge of the existing Journey Church (rear church parking area). Significant potholing and asphalt deterioration is evident along the rear parking area of the church. This area is in significantly worse condition than the rest of the asphalt on-site.

Currently, there is no existing site access from Lac De Ville Blvd. The practical location for site access from Lac De Ville Blvd for a new development on-site is currently impeded by existing access to 2701 and 2705 Lac De Ville Blvd.

Regards,

**Fisher Associates, P.E., L.S., L.A., D.P.C.**



William G. Anterline, III, P.E.  
Design Engineer, Land Development

## INTRODUCTION

This report is in regard to the Journey Church Brighton Campus building located at 2090 South Clinton Avenue, Rochester, New York. The intent is to provide information about the existing building systems, review any items of note and provide recommendations for system improvements. The building systems included in this report are the HVAC, plumbing, fire protection and electrical systems.

### I. APPLICABLE COES AND STANDARDS

- a. 2020 Building Code of New York State.
- b. 2020 Existing Building Code of New York State.
- c. 2020 Fire Code of New York State.
- d. 2020 Plumbing Code of New York State.
- e. 2020 Mechanical Code of New York State.
- f. 2020 Fuel Gas Code of New York State.
- g. 2020 Energy Conservation Construction Code of New York State.
- h. National Electrical Code (NEC).
- i. National Fire Protection Association (NFPA) Standards.
- j. The American with Disabilities Act (ADA).
- k. Illuminating Engineering Society (IES) Design Guidelines.
- l. ASHRAE Standards.

### II. HVAC SYSTEM EVALUATION

- a. Existing System Description
  - i. The building heating and cooling systems, depending on location within the building, include a combination of hot water fin tube radiation, hot water unit heaters, packaged rooftop units, condensing furnace, split system DX ductless air conditioner, packaged terminal air conditioners (PTAC) and window air conditioners.
- b. Original Building:
  - i. Two (2) natural gas-fired, cast-iron atmospheric boilers serve the building. The Hydrotherm Multi Temp boilers are original to the building and have no visible exterior nameplate data.

The boilers provide hot water to fin tube radiation located throughout the building. A hot water unit heater is located in the kitchen. Combustion air for the boilers is ducted down in the wall between the original building and addition from a sidewall louver. Hot water system specialties include one constant flow Bell and Gossett Series 60 circulating pump, electric zone valves, air separator, two compression tanks and domestic cold water

make-up valve with pressure reducing valve.



The pneumatic control panel within the boiler room is original to the building and its unknown if the controls are fully functional.

- ii. Classrooms and offices with exterior walls are air conditioned with window air conditioners. Ventilation air, weather permitting, is provided through operable windows.



- iii. The auditorium in the center of the building is served by two (2) 8-1/2 ton cooling only Rheem packaged rooftop units, manufactured in 2003. Supply air and return air is ducted across the roof into the auditorium to sidewall registers and grilles. The packaged rooftop units are controlled by programmable thermostats.



iv. A grease exhaust hood is located above the gas range in the kitchen. The hood exhaust is ducted up through the roof to a downblast exhaust fan on the roof.

v. The gang toilet rooms include ceiling exhaust fans.

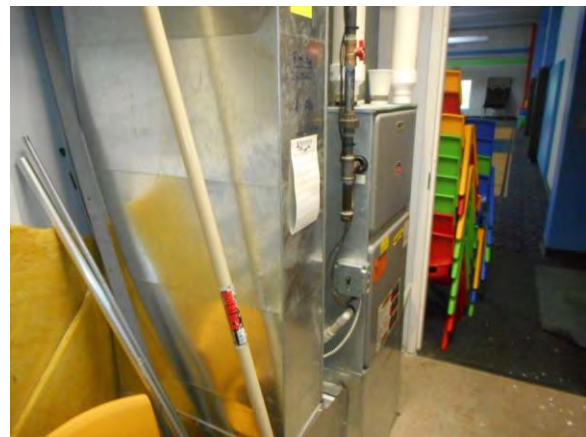
c. Addition:

i. The gymnasium is served by two (2) 20 ton Rheem packaged rooftop units with DX cooling and gas heat, manufactured in 2002. Supply and return air are ducted through the side of the building with the supply air routed exposed in the gymnasium with duct mounted registers. The packaged rooftop units are controlled by programmable thermostats.



ii. The interior classroom is served by a Weather King gas- fired condensing furnace located in the water service room. The furnace includes a 4 ton air-cooled condensing unit located on the roof. The furnace is vented through the exterior wall with concentric vent kit.

Supply and return air are ducted to ceiling diffusers and grilles. The furnace is controlled by a programmable thermostat.



- iii. The classrooms on the exterior walls are served by packaged terminal air conditioners (PTAC's) with electric heat and self-contained thermostats.



- iv. The classroom with tiered seating is served by a 7-1/2 ton Rheem packaged rooftop unit with DX cooling and gas heat, manufactured in 2002. Supply and return are ducted through the side of the building to ceiling mounted diffusers and grilles.
- v. The interior room adjacent to the classrooms is served by a wall mounted ductless air conditioner with programmable thermostat.
- vi. The vestibules are served by electric wall heaters with self-contained thermostats.

d. Observed Items:

i. Original Building

1. The gas-fired atmospheric boilers have exceeded their useful service life.
2. The heating system compression tanks are susceptible to becoming waterlogged.
3. The size of the boiler room combustion air ductwork does not appear to meet code.
4. The pneumatic controls in the boiler room are antiquated.
5. The toilet room exhaust fans do not appear to be vented to the exterior.
6. The kitchen grease hood does not appear to extend 6" beyond the cooking appliance as required by code.
7. The kitchen grease hood exhaust fan installation does not meet code. The outlet of the fan discharge is required to be a minimum of 40 inches above the roof.
8. Make-up air is required by code if the exhaust hood system is capable of exhausting in excess of 400 CFM.
9. A Type II exhaust hood above the dishwasher is required by code.
10. The electric zone valves on the heating system do not provide individual room temperature control.



11. The building lacks a mechanical ventilation system that is able to operate year-round to meet the code required minimum ventilation rates.
12. The janitor's closet does not have adequate exhaust.

ii. Addition:

1. Packaged terminal air conditioner's (PTAC's) outside air capacity is limited and would not meet the code required minimum ventilation rates for the assumed occupant load in the classrooms.
2. The gas-fired condensing furnace system has no outside air, therefore it does not meet the code required minimum ventilation rates.
3. The packaged rooftop units have exceeded their expected service life, typically 15 years.

iii. New Additions

1. There is no additional capacity in the existing systems. If a building addition is added, additional HVAC equipment will need to be provided to serve the addition.

### III. ELECTRICAL SYSTEM EVALUATION

a. Existing System Description

i. Original Building

1. Normal power: Main entrance panelboard is rated at 400A 208/120V and is feed from the existing underground conduit system.

This panel feeds two (2) branch panels. Most of the existing panels and electric gear appear to be original with the building.



2. Emergency Power: There is no emergency backup power source for this building.
  - a. Life safety emergency lighting, exit signs and fire alarm use internal batteries for emergency use.
3. Lighting: The lighting in some areas appears to be in good working condition. Lighting in the open church area appears to be fluorescent pendants and is in good working condition. The lighting in the drop ceiling spaces and the existing kitchen are fluorescent fixtures that should be replaced in the next renovation.



4. Tel/Data: The existing telephone and data appear to be reworked and joined with the new addition Tel/Data service. This closet shown below is the same closet for the addition main electric room.



5. Fire alarm: The fire alarm also appears to be original to the existing building but also reworked and joined with the new addition fire alarm system. This closet shown below is the same closet for the addition main electric room.



## ii. Addition

1. Normal Power: The Addition is served by a dedicated 400A 208/120V service separate from the original building's service.

This is fed from a pole mounted transformer on a nearby utility pole and metered at the building exterior. The 400A distribution panel feeds (2) nearby 100A branch panel boards and likely mechanical loads. Emergency Power:



2. Emergency Power: There is no emergency backup power source for this building.
  - a. Life safety emergency lighting and exit signs use internal batteries for emergency use.



3. Lighting: The lighting in some areas appears to be in good working condition. Lighting in the open gym area appears to be HID metal halide fixture and appears in good working condition. The lighting in the drop ceiling spaces are fluorescent fixtures that should be replaced in the next renovation.



4. Tel/Data: The existing telephone and data appear to be reworked and joined with the original building Tel/Data service. This closet is the same closet for the addition main electric room.
5. Fire alarm: The fire alarm also appears to be combined with the original building and also reworked and joined with the older fire alarm system. This closet is the same closet for the addition main electric room.



### iii. Observed Items & Recommended Systems

#### 1. Original Building:

- a. The electrical service appears functional, however continued service is not recommended given the age of the equipment. It appears this gear is original to the building and should be replaced during the next major renovation. The existing service and the new addition service will need to be combined and the utility will provide one dedicated meter for the entire complex.

#### 2. Addition:

- a. The electrical gear and panelboards for this newer addition appears to be functional and can remain for reuse. However, as mentioned above the overall service will need to be reworked for one utility service and meter.

#### 3. New Renovation or Additions:

- a. Normal Power: Any minor renovation or addition can be fed from the existing addition power panel. However, any major additions or renovations will require a new upsized electric service. This is also recommended if both existing and addition services are combined into one service for the entire complex.
- b. Emergency Power: Its also recommended that a small emergency generator be added for all life safety requirements for all major renovation and additions.

## IV. PLUMBING SYSTEM EVALUATION

### a. Existing System Description

#### i. Water Service

1. The building is served by a combined 6" diameter domestic and fire protection water main constructed of ductile iron with cement lining and restraining rods.
2. There is a 2" tap from the top of the 6" water main with a monitored butterfly valve. There are no other taps from the 6" main.

3. After the 2" tap with butterfly valve the service splits to provide 2" to the domestic side and 2" to the fire protection side.
4. The domestic side consists of a 1" water meter and a 2" RPZ device.
5. The fire protection side consists of a 4" RPDA device with 1" bypass (with 1" RPZ) and two (2) OS&Y control valves with tamper switches.



6. A make-up water connection is provided to the HVAC hot water heating system.
7. Domestic water is provided to exterior non-freeze wall hydrants.

#### ii. Domestic Hot Water:

1. The building is served by a 40 gallon natural gas tank type water heater. The input per hour is 40,000 Btu with a maximum recovery rate of 41 gallons per hour.
2. The building hot water system is not recirculated.
3. There is a booster heater with 6-gallon capacity below the dishwasher in the kitchen.

#### iii. Gas Service

1. The building is served by a 2" steel gas line with isolation valve. The line reduces to 1" then increases to 1 1/2" before the regulator. It appears this was done to accommodate pipe installation.
2. A 2" line exits the regulator and enters a top feed Dresser Roots meter.
3. A 2" gas line and a 1" gas line go up to ceiling height before entering the building.

4. There is a 1" bypass around the gas meter with a normally closed isolation valve.

5. The natural gas piping is threaded black iron. The piping is painted in some areas. The meter arrangement includes compression and flanged style fittings.



6. Natural gas piping serves the domestic water heater, gas- fired HVAC boilers, furnaces, kitchen equipment, and rooftop units.

iv. Storm:

1. The roof is drained through roof drains and gutters with downspouts.
2. The roof drains are not visible on the roof. It is assumed that roof drains exist below the stone to handle the primary flow.

v. Plumbing Fixtures:

1. Water Closets: Floor mounted flush tank water closets.
2. Urinals: Wall mounted flush valves.
3. Lavatories: Wall mounted or counter mounted lavatories with manual wrist blade control.
4. Electric Water Coolers: Single and dual level coolers with ADA accessibility.
5. Sinks: Various stainless-steel sinks with manual control.



6. Kitchen Fixtures: Various 3-bay sinks, pre-wash with disposal, dishwasher.

vi. Observed Items:

1. Water Service:

- a. The domestic water piping is required to be insulated per code requirements.
- b. The domestic water meter should have supports on both sides. The meter should have a bypass with a normally closed valve to allow for maintenance of the water meter without disturbing service to the building.
- c. There is a 1 1/2" copper line coming up from the slab. This line should be investigated and removed if not used.
- d. Some exterior wall hydrants appear to have been disconnected and abandoned in place.

2. Domestic Hot Water:

- a. The natural gas fired domestic water heater is undersized based on the code-based fixture unit demand.
- b. The building hot water system is not recirculated. Code requires public restroom hand washing fixtures to be recirculated to within 18" of the fixture outlet.
- c. It is unknown if the dishwasher booster heater is operational. If not, the domestic hot water may not be providing the sanitization temperature needed in the dishwasher to meet department of health requirements.
- d. The domestic hot water piping is required to be insulated in accordance with the energy code.
- e. The domestic hot water heater is approximately five (5) years old and is approaching the end of its expected lifespan.
- f. The domestic hot water system is required to have means to accommodate system volume expansion.
- g. The domestic water makeup to the HVAC hot water system

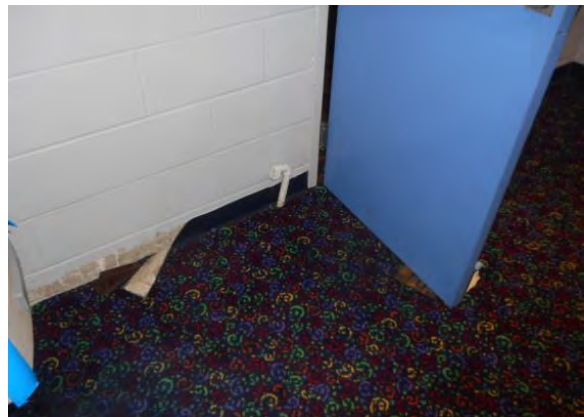
is required to be protected with an approved backflow device. Adequate backflow prevention was not observed on the makeup water line.

- h. Relief valves are required to be piped to a drain in this location.



### 3. Gas Service:

- a. The building gas lines should be re painted to reduce future deterioration.
- b. An old gas vent was observed inside the building. This should be removed completely.



- c. The gas line serving the range in the kitchen should be supported and secured to protect it from damage. The buried portion should be sleeved or have cathodic protection. A solenoid valve



connected a Type I hood fire suppression system should be provided on the gas supply to accommodate emergency shut down.

- d. Natural gas piping serves the domestic water heater, gas-fired HVAC boilers, furnaces, kitchen equipment, and rooftop units. It is assumed the capacity of the system is adequate for the connected loads.
- e. The gas vent on the regulator for the building service is required to be piped to discharge away from operable windows.

#### 4. Storm:

- a. The roof drains are assumed to be in working order as no ponding was observed.
- b. No means of secondary roof drainage was observed on the flat portions of the roof. This is required by code.
- c. There are several locations where ceiling tiles are stained. This indicates the potential for roof or storm piping leaks.

- d. On the east side of the addition the gutters and soffits are missing. This allows water to build up at the building foundation.



#### 5. Plumbing Fixtures:

- a. Quantity of plumbing fixtures may be below code requirements.
- b. Water Closets: Assumed to be in good working order. One water closet is marked "Out of order."
- c. Urinals: Assumed to be in good working order. There are missing escutcheons in various locations.
- d. Lavatories:  
Assumed to be in good working order. Lavatories with base cabinets should be investigated to ensure they are ADA compliant.



- e. Lavatory stop and trap covers shall be replaced where damaged to meet ADA requirements.



- f. Electric Water Coolers: Assumed to be in working order.
- g. Sinks: Assumed to be in working order.
- h. Kitchen Fixtures:
  - i. There is a trench below the floor in the kitchen to capture indirect waste.
  - ii. The three-bay sink outlet should terminate with an air gap above the trench to ensure no drainage backs up into the prep sink.
  - iii. A dedicated hand washing sink was not observed.
  - iv. A grease trap was not observed. A grease trap is required for grease producing equipment. All drains from grease producing equipment including floor drains in the kitchen should be routed to a grease trap.
  - v. The backflow device and piping serving the dishwasher are significantly deteriorated.

## V. FIRE PROTECTION SYSTEM EVALUATION

### a. Existing System Description

- i. The fire protection system utilizes copper piping upstream of the RPZ and steel piping downstream. The fittings are press connected, flanged, threaded, and grooved style couplings.
- ii. From the 4" RPZ the fire protection system includes a flow switch, a test and drain valve routed to the exterior wall, and a fire department connection with a check valve.
- iii. The original building is not protected with sprinklers. The addition is protected by chrome pendent sprinkler heads in finished ceiling areas and upright chrome sprinkler heads in open ceiling areas. Some areas have sprinkler guards.



- iv. The system appears to have been installed in accordance with light hazard criteria.

### b. Observed Items

- i. The fire service appears to be undersized. Hydraulic calculations are needed to determine if the 2" supply to the sprinkler system is adequate. Flow test data is needed. The water service piping is not arranged in a hydraulically efficient manner.
- ii. There is no backflow forward fire protection test header to allow for testing in order to determine if adequate flow is provided to the sprinkler system. The test header is a code requirement.
- iii. The valve tamper switches on the domestic water entrance and the fire protection RPZ are not connected to the fire alarm panel. This is a code requirement. If the valves are closed the fire alarm panel will not be notified and the system could be assumed to be in service when in reality the valves are closed.

- iv. The upright sprinkler heads in the gym should be protected by sprinkler guards.
- v. The drain valve should be at the lowest point of the system to adequately drain all piping.
- vi. Type I kitchen hoods require a fire suppression system by code.
- vii. The part of the building that is not protected with sprinklers may require sprinkler protection based on the occupancy classification.
- viii. The fire department connection is required to have adequate signage secured to the exterior of the building.





Family Jubilee Church 2080/2090 S. Clinton Avenue Rochester  
NY 14618

# Conditions Assessment Report

SWBR Project No. 20111.00

**Prepared for: Town of Brighton**  
Brighton Community & Recreation Center



## Introduction

The intent of this assessment is to provide an objective review of the current Family Jubilee Church building (formerly known as Journey Church). The town of Brighton is considering purchasing the building for reuse as a Community & Recreation Center for the town. The building is in generally good condition. If purchased, new windows and roof for the flat roof area are recommended for long term energy savings. The remaining renovations costs such as finishes and renovations would be dependent the town's program needs and project specific goals. A sprinkler system in the original building will be a required to make the space functional as an 'Assembly' occupancy. Please refer to the attached photos and reports from our Mechanical/Electrical and Civil Engineering subconsultants for further information.

The design team was not able to find building drawings for the original section of the building, however some Architectural, MEP and Site Plan drawings for the gym addition (early 2000's) that were of use for this report.

## Site Assessment

Family Jubilee (2080-2090 South Clinton Ave.) is bordered by South Clinton Avenue to the west with the entrance drive aligning with Havens Road. To the east, a narrow point of the parcel touches the Lac de Ville Boulevard right-of-way. There is no access from Lac de Ville. Lac Kine Drive lined with townhouses is located to the south side, with several day care, medical offices and Top's Plaza located to the north of the site. In the early 2000's the church owners subdivided and sold the front (west) portion of the site for medical office development. Access to the Jubilee site is through the medical office parking lot.

The site (landscape plantings, pavements, drainage systems) have deteriorated due to lack of maintenance. Enclosed drainages systems (inlets and pipes) are substantially clogged with debris. The rear of the property (east of the gym) includes significantly deteriorated asphalt pavement and open field which drops away from the edge of pavement toward the east. A woodlot of early successional, volunteer vegetation exists between the field and townhomes (3 unit) located along Lac de Ville. The woodlot contains fallen limbs, debris and the entire area appears to contain construction and demolition (C&D) fill material (concrete, asphalt, stone and metals).

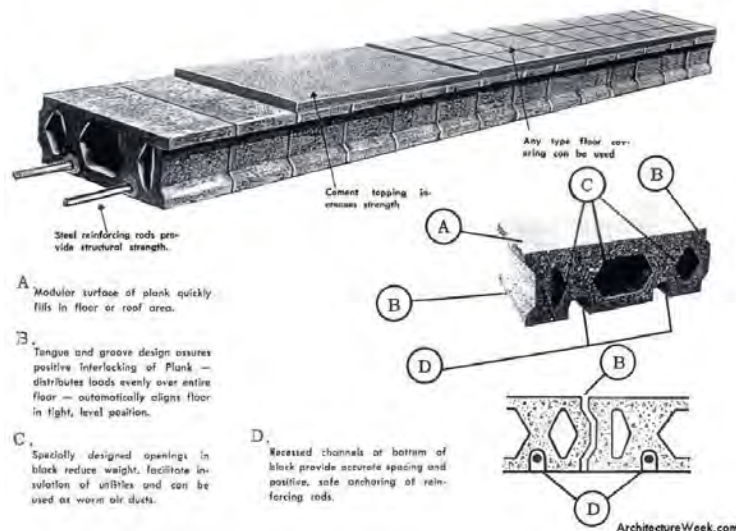


The parking currently is directly abutting the exterior wall. General weeding is needed all around the building but is heavily overgrown in the front and back of the building. Overgrown trees on the back side of the gym should be removed (See Photo 1).

Exterior: Original Church

The original building consists of a one-story flat roof volume with a central double height sanctuary space. The sanctuary has a gabled asphalt shingle roof and exposed laminated timber arch framing. The one-story perimeter contains circulation corridors around the sanctuary and various office spaces along the exterior. The building consists of load bearing masonry wall construction, likely a 'fully bonded' exterior wall without insulation. This is a poor thermal envelope that consists of 8" CMU blocks bonded to an exterior wythe of brick. The flat roof portion is built with spanning 'Dox Blocks' reinforced masonry construction and presumably has tapered roof insulation above with a ballasted roof membrane. Dox Block is a reinforced unit masonry roof deck. CMU with grouted rebar is

used to form planks with tongue and groove edges that are lifted into place and bear on CMU walls (See Photo 2).





It is difficult to make new openings in this other than cored holes. In some locations, like at the main entrance, this system has overhangs of planks that create a thermal bridge to interior (See Photo 3).



An applied exterior insulation could help mitigate heat loss at this condition.

In order to bring the exterior envelope up to energy code, various methods should be evaluated. One approach would be to use spray foam insulation on the inside face of exterior walls and fur out a metal stud and drywall partition in front of the newly installed spray foam. This would eliminate thermal breaks and save on long term energy costs.

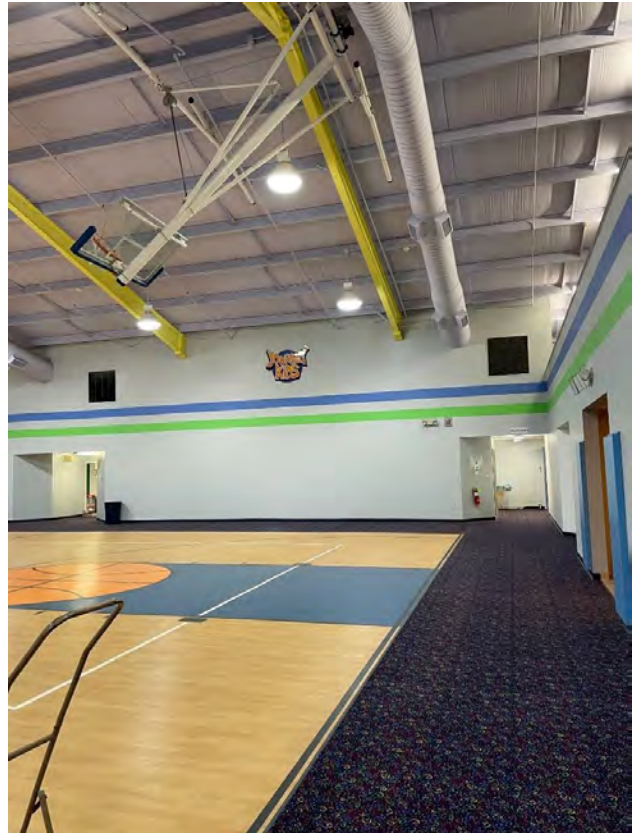
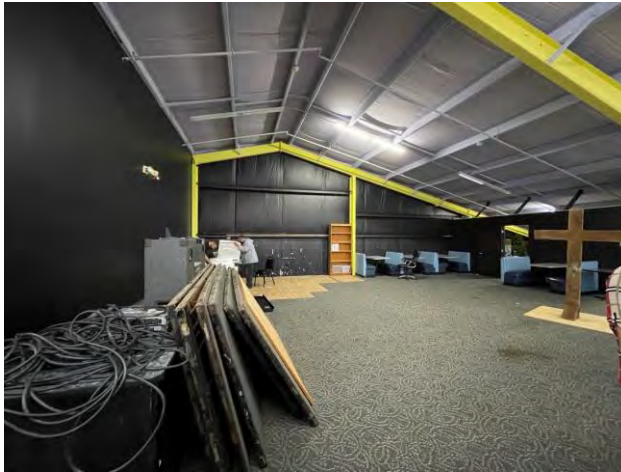
To fully understand the level of insulation in the roof of the building, exploratory demolition is recommended. It is presumed that there is flat insulation above the gabled sanctuary and tapered insulation on the flat Dox Blocks roof. There are water stains in a number of areas of acoustic panel ceiling, indicating roof leaks.

A full tear off of the flat roof system is recommended to bring the insulation up to code, fix leaks, and provide a new fully adhered roof system. A thermal scan of the roof system could also be performed to determine if and to what extent the current insulation has been saturated by water below the membrane. If there are significant areas of insulation that remains in serviceable condition, it is possible that some of it could be salvaged.

Windows in the original building are steel framed, multiple sash windows without insulated glass or thermal breaks. The original windows should all be replaced with energy efficient, thermally broken units. A handful of existing windows have been replaced and appear to be in serviceable condition. If salvaged, new windows should match these windows in material and finish.

## Exterior Addition with Gym

The addition is a prefabricated metal truss building. It contains a gym, mezzanine level, and various rooms below the mezzanine. Open mezzanine space is mostly unfinished (See Photos 4 & 5).



It has two stairs for access/exiting but does not have vertical accessibility (lift or elevator), limiting its uses. A lift could be added. Stairs were not configured or built per the addition construction drawings. The exterior is clad with brick and has an asphalt shingle roof.

The roof edge at the southeast corner and eastern gutters and downspouts have fallen off the building, likely at result of ice damming (See Photo 6).



This will require repair and investigation of cause. One possible solution for consideration is installing a heat trace system to the roof overhang as well as heated cables in the gutters and downspouts. Additionally, it may be possible to add insulation to the roof system, but a structural evaluation would be recommended prior to increasing the dead load.

The windows in the addition appear to be in serviceable condition.

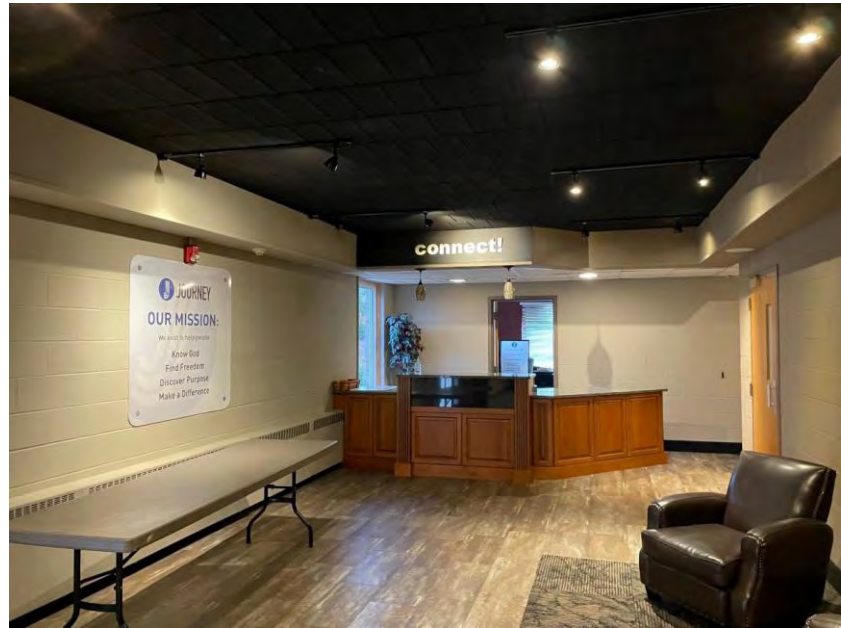
## Interior: Original Building & Sanctuary

Interior finishes in the original church vary but are generally in serviceable condition. Primarily rooms have carpet flooring, painted CMU block walls and painted Dox Blocks ceiling (See Photo 7).





In some rooms, an acoustic tile ceiling system has been installed below the Dox Blocks. The one-story portion of the building's ceiling height is something to consider. At only 9'-2" there is not sufficient room for new HVAC piping, ductwork, etc. should the proposed program requirements need higher ceilings. Some drywall and metal stud partitions have been installed and appear to be in serviceable condition (See Photo 8).



An open office area has been built-out with low L shaped partitions with wood trim (See Photo 9).

These cubicles can be easily removed to create a large open room. Interior corridor walls are loadbearing masonry, but do not preclude openings being created. Creating openings much larger than a standard door will require structural modifications to make it possible. Original building areas are not provided with an automatic sprinkler system; which will be required for 'Assembly' occupancy.





## Sanctuary

Finishes in the sanctuary are in good condition (See Photo 10).



The exposed wood glulam structure and decking appears to be in good condition. A raised stage platform could be reused for various programmatic requirements. Alternatively, the stage could also be easily removed as it appears to be plywood and stud construction over the existing slab. This room is set up with projection and a lighting truss that could be salvaged as well for programming such as community theater, music, etc. Six large clerestory windows have been blocked up likely to limit natural light for the current use. These openings can easily be converted back to clear glass energy efficient windows to fill the space with natural light. Supplementary air handling units are using two of the openings for supply and return air. These units could be modified or relocated.

## Toilet Rooms

The toilet rooms in the original building appear to be in serviceable condition (See Photo 11).

Finishes are outdated. The space appears to be accessible and built to modern accessibility requirements. Costs of finish upgrades could be deferred to save on renovation costs. Refer to Appendix A.



## Kitchen

Kitchen exhaust hood does not have an Ansul fire protection system and would require replacement (See Photo 12).



The large room directly off existing kitchen could be used as a dining area (See Photo 13).

The kitchen also has close proximity to the sanctuary space entrance and could easily serve that large space for events.



## Mechanical Room

HVAC piping has insulation and mudded fittings that are suspect Asbestos Containing Materials (ACMs) (See Photos 14 & 15).





## Gym Addition

Interior built-out of the gym addition include painted drywall partitions (See Photo 16).



The exterior walls and ceilings have exposed bagged insulation. In some locations it has been painted and is flaking. One room currently has a generous ceiling height and has staged platform seating (See Photo 17).



Presumed construction of the tiers is plywood over stud framing. Rooms below the mezzanine and next to the gym are carpeted with painted drywall and acoustic ceiling tiles. The toilet rooms have ceramic tile flooring and acoustic ceiling tiles and are in serviceable condition. The gym addition is fully sprinklered.



Synthetic gym floor is in good condition.

For details of the mechanical systems (HVAC), electrical, plumbing and fire protection refer to the Facility MEP Report prepared by M/E Engineering. For details of the site utilities, stormwater system, transportation and pavement conditions, see The Existing Infrastructure Report prepared by Fisher Associates.

## Appendix D – Costing + Parking





Table A – Family Jubilee Project Budget

Description	Original Bldg. Area	Unit	Unit Cost <sup>1</sup>	Subtotal	Gym Addition Area	Unit	Unit Cost	Subtotal	Total 22,200 Sq. Ft.
<b>Building Renovations (1)</b>	12,900	Sq. Ft.	\$130.00	\$1,677,000	9,300	Sq. Ft.	\$50.00	\$465,000	\$2,142,000
Utilities									
Mechanical (HVAC)	12,900	Sq. Ft.	\$55.00	\$709,500	9,300	Sq. Ft.	\$28.00	\$260,400	\$969,900
Electric	12,900	Sq. Ft.	\$35.00	\$451,500	9,300	Sq. Ft.	\$17.00	\$158,100	\$609,600
Plumbing / Fire Protection	12,900	Sq. Ft.	\$15.00	<u>\$193,500</u>	9,300	Sq. Ft.	\$7.00	<u>\$65,100</u>	<u>\$258,600</u>
<b>Building Subtotal</b>	<b>12,900</b>	<b>Sq. Ft.</b>		<b>\$3,031,500</b>	<b>9,300</b>	<b>Sq. Ft.</b>		<b>\$948,600</b>	<b>\$3,980,100</b>
Furnishings / Fixtures / Equip. (2)	12,900	Sq. Ft.	\$9.00	\$116,100	9,300	Sq. Ft.	\$9.00	\$83,700	\$199,800
Kitchen Equipment			LS	\$50,000			LS	\$0	\$50,000
AV / Technology / Security	12,900	Sq. Ft.	\$2.00	<u>\$25,800</u>	9,300	Sq. Ft.	\$1.50	<u>\$13,950</u>	<u>\$39,750</u>
<b>FFE Subtotal</b>				<b>\$191,900</b>				<b>\$97,650</b>	<b>\$289,550</b>
<b>Site Improvements</b>									
Ex. Asphalt Repair / Seal / Strip	31,200	Sq. Ft.	\$7	\$202,800					
Clear & Grub	54,800	Sq. Ft.	LS	\$50,000					
Earthwork									
Excav. & Dispose (Stormwater)	2,400	CY	\$40	\$96,000					
Cut to Fill (on site)	2,000	CY	\$9	\$18,000					
New Asphalt Pavement	18,600	Sq. Ft.	\$15	\$279,000					
Storm Drainage	1	LS	\$30,000	\$30,000					
Trail pavement	5,120	Sq. Ft.	\$10	\$51,200					
Import Topsoil & Fine Grade	800	CY	\$40	\$32,000					
Import & Place Stone embankment	700	CY	\$30	\$21,000					
Ex. Landscape Bed Clearing	60	CY	\$20	\$1,200					
Lawns	50,000	Sq. Ft.	\$0.35	\$17,500					
Landscape Plantings	1	LS	\$35,000	\$35,000					
Site Lighting / Electrical	5	ea.	\$8,750	\$43,750					
Utility Shed	1	ea.	\$12,000	\$12,000					
Dumpster Enclosure	1	ea.	\$10,000	\$10,000					
Playground Equipment	2	ea.	\$100,000	<u>\$200,000</u>					
<b>Site Subtotal</b>				<b>\$1,099,450</b>					
<b>Construction Budget Total</b>				<b>\$5,369,100</b>					
Design Contingency (15%)			15%	\$805,365					
Architecture / Engineering Fees (8%)			8%	\$493,957					
Construction Contingency (12%)			12%	\$800,211					
<b>Subtotal</b>				\$7,468,630					
<b>Acquisition Cost</b>				<b><u>\$1,750,000</u></b>					
<b>Total</b>				<b>\$9,218,630</b>					
<b>Inflation Factor (8.2%)<sup>2</sup></b>				<b>\$755,930</b>					
<b>Total</b>				<b>\$9,974,560</b>					

<sup>1</sup> Source of data: RS Means Section 2022.

<sup>2</sup> US Department of Labor, Bureau of Labor Statistics, Consumer Price Index for September 2022.

Table A details the Jubilee capital budget for acquisition and improvements. Building costs were evaluated separately for the original 1960 structure and early 2000's gym addition.

Notes:

1. Assumes existing furniture and kitchen equipment included in purchase price.
2. Site has space for combined pickleball / basketball court, and pavilion.

The facility improvement costs include:

- Building improvements
- Furnishings, fixtures, and equipment (FFE)
- Supplemental kitchen equipment and exhaust system
- Audio/visual equipment and technology
- Site improvements

Playground equipment

Design contingency is calculated as 15% of the improvement costs and addresses unanticipated design elements that are addressed in the schematic design phase of a project. Architectural and engineering fees are budgeted at eight percent (8%) of the total improvements plus design contingencies and assumes approximately \$6M of improvements are designed and engineered. A construction contingency of 12% is applied to the \$6M anticipated improvement budget to cover unforeseen building and site conditions and/or changes requested by the Town.

Site acquisition is assumed for this evaluation to cost \$1.75M. The projected total capital cost is to improve the Jubilee building and site is \$7.47M for a total project budget of \$9.2M. Inflation in 2022 is eight-point two percent (8.2%) (US Department of Labor, Consumer Price Index) or \$756k bring the overall estimated project budget to \$9.9M for property acquisition, design, and construction.

Table B below presents the parking spaces required for the Jubilee facility based on the Institute of Transportation Engineers (ITE) standards for a Recreation Community Center.

Table B – Family Jubilee Parking Analysis

Recreation Community Center – ITE Parking Standards			Facility Assessment
			Family Jubilee
Demand Level	Spaces Required per 1,000 sq ft	Building Area 21,000 sq ft	Total Spaces Required
High Demand	4.77 / 1,000 sq ft	4.77 x 21	100
85%	3.78 / 1,000 sq ft	3.78 x 21	79
Average	2.07 / 1,000 sq ft	2.07 x 21	43
Low	1.40 / 1,000 sq ft	1.4 x 21	29
Saturday	1.97 / 1,000 sq ft	1.97 x 21	41
Spaces Provided			123
Surplus or Deficit to High Demand			+23
Surplus or Deficit to Average Demand			+85

## Implementation Schedule / Cost Impact

The tasks associated with implementing the Family Jubilee project would include:

- Prepare capital improvement request for Town budget.
- Writing and issuing a Request for Proposals (RFP) for design and engineering services.
- Consultant selection for final design, engineering, and estimates.
- Prepare designs, specifications, and estimates.
- Prepare a permissive referendum for vote by residents.
- Bid and award a construction contract.
- Issue bond for funding to pay for construction.
- Construct community & recreation center / move in.

The time frames required to design and construct a center on the Jubilee property will vary from the other alternatives. The Family Jubilee facility could be developed in a relatively short duration. The interior and building shell design could be accomplished in a 6–8-month time frame, but does require site improvements (utilities, parking, grading, stormwater management) that would extend the environmental review and site plan approval time frame.

Table C – Possible Schedule for Design and Construction of Family Jubilee

Project Task	Scheduled Start	Completion
Design RFP / Consultant Selection	March 2023	May 2023
Design / Specifications / Estimates	May 2023	October 2023
Public Referendum		November 2023
Bid & Award Construction	November 2023	February 2024
Construction	March 2024	October 2024
Move In	October 2024	November 2024

The table above presents a schedule that would have the Family Jubilee project in construction in 2024. The current estimated budget for the acquisition and capital improvements is \$9.9M in the year 2022. It is expected that construction costs will escalate by 2024 when bond funds will be needed for construction.



The table below presents the inflation rates in future years applied to the current project estimate. Inflation rates used are based on US Department of Labor, Bureau of Labor Statistics, Consumer Price Index (CPI) (October 2022), [www.bls.gov](http://www.bls.gov). The twenty-two (22) year average, from 2000 to 2022 is below 3%. The five-year average between 2017 and 2022 is below 4%. The percentages used in the table are conservative.

Table D – Inflation Rates for Family Jubilee Project

Year	Project Budget	Inflation Rate	Inflation Amount	Updated Cost
2022	\$9,218,630	8.2%	\$755,930	\$9,974,600
2023	\$9,974,600	5%	\$498,730	\$10,473,300
2024	\$10,473,300	4%	\$419,000	\$10,895,300



## **Jewish Community Center (JCC) – Partnership Proposal**

Description	Proposal
Dedicated Square Footage	35,773
Shared Square Footage (track, gym, dance studio)	NA
Total Square Footage	35,773
Annual Service Agreement Fee	\$694,432
Monthly Service Agreement Fee	\$57,960

Another significant element of the proposal considers Town residents' use of the JCC's Fitness and Aquatics facilities. The JCC proposes an annual fee of \$155,000 to be paid by the Town which will buy down the costs of a daily guest pass and/or monthly membership rates for residents (Youth, Adults, Families). Insurance-based fees for seniors (e.g., Silver Sneakers) would not be affected. The \$155,000 was based on each household (15,500 households) paying \$10 annually. *Source: JCC proposal*





Table E – Jewish Community Center Budget

Description	JCC Bldg. Area	Unit	Unit Cost <sup>3</sup>	Subtotal
<b>Building Renovations (1)</b>	35,770	Sq. Ft.	\$15.00	\$536,550
Utilities				
Mechanical (HVAC)	0	Sq. Ft.	\$0.00	\$0
Electric	0	Sq. Ft.	\$0.00	\$0
Plumbing / Fire Protection	0	Sq. Ft.	\$0.00	\$0
Restrooms (2)	2	ea.	\$20,000.00	\$40,000
<b>Subtotal</b>				<b>\$576,550</b>
Furnishings / Fixtures / Equip.	35,770	Sq. Ft.	\$5.60	\$200,312
Kitchen Equipment	1	ea.	\$85,000.00	\$85,000
AV / Technology / Security	1	ea.	\$25,000.00	\$25,000
<b>Subtotal</b>				<b>\$310,312</b>
<b>Site Improvements</b>			\$0.00	\$0
<b>Construction Subtotal</b>				<b>\$886,862</b>
Construction Total				\$886,862
Design Contingency (15%)			15%	\$133,029
Architecture / Engineering Fees (8%)			8%	\$81,591
Construction Contingency (12%)			12%	\$132,178
<b>Total Improvement Budget</b>				<b>\$1,233,660</b>
Inflation Factor (8.2%) <sup>4</sup>				\$101,160
<b>Total Improvement Budget</b>				<b>\$1,334,820</b>

<sup>3</sup> Source of data: RS Means Section 2022.

<sup>4</sup> US Department of Labor, Bureau of Labor Statistics, Consumer Price Index for September 2022.



The total space dedicated to the Town of Brighton equals 35,770 sq. ft., which is 2,230 sq. ft. less than the prescribed program. The JCC is an existing structure requiring limited modifications of current facilities to meet the Brighton program.

Many spaces could be usable with only minor improvement of painting, floor finishes (where needed), room signage and possible lighting. These spaces include:

- The gym
- Walking track
- Dance studio
- Lobby space
- Lower level (yoga / Pilates / classrooms)

Spaces which will require an increased level of improvements include:

- Conference rooms with technology
- Executive office suite
- Main street with Erdle Senior Space

These spaces may require selective demolition, interior walls, interior finishes (paint, flooring, ceilings), lighting and signage. Further investigation of kitchen equipment in the Main Street Café will be required to confirm space size and to inventory existing kitchen equipment. It should be noted that the JCC may have a lease partner to operate the café. If this is the situation, an alternative space would be needed for Brighton kitchen requirements.

The current north entrance has been renovated and new building mounted identity signage is anticipated.

Several restrooms in the proposed lease area would require upgrades to be ADA compliant. The JCC would need to reestablish their primary entrance adjacent to the Hart Theater. The construction costs do not contemplate any exterior building or site improvements.

Design contingency, architectural and engineering fees, and construction contingency are calculated in a similar manner as the Jubilee and Buckland alternatives.

As a partnership, this alternative has no acquisition costs, rather the annual service agreement fee (\$694,432) plus the annual aquatics and fitness fees (\$155,000) are included with the total annual lease amount of \$849,432. The capital budget costs of \$1,150,742 are amortized (4.5%, 30-year term) the same as improvements to Buckland and Jubilee.



Evaluating the complete parking situation at the JCC requires an understanding of the performance schedule for Hart Theater and the Canalside Stage. There is no posted data (JCC website) regarding attendance capacity of the Canalside Stage. The JCC event schedule (as of July 2022) indicates there are no dates when performances occur simultaneously in the theater and the stage. The posted schedule for performances (July through September 2022) is summarized in Table 27.

Table F – JCC Performance Schedule

Month	Performance Scheduled	Overlapping Performances
July 2022	10	1 date (July 23rd)
August 2022	8	1 date (August 13th)
September 2022	2 + Fringe Festival	September 13th – 24th

Performance start times are noted between 2:00 pm and 7:30 pm. On dates with two performances back- to-back, start times are 4:00 pm and 8:00 pm. Most start times are 7:00 pm. The crossover of parking with members using the community center, fitness, and pool facilities and those attending theater events could be a significant issue in the evenings between 6:00 and 7:00 pm. Based on the JCC posted event schedule, this could occur 8-10 dates per month.

Table 28 below presents the parking spaces required for the Jewish Community Center alternative based on the ITE standards for a Recreation Community Center and Live Theater.

Further evaluation of the parking situation at the JCC is provided because of the amount of square footage that remains under management of the JCC (per their approval). The ITE Standards for Live Theater were applied to the Hart Theater portion of the building (300 seats). The ITE Recreation Community Center Standards were applied to the balance of the JCC square footage (Hart Theater area was subtracted from overall area so it was not double counted).

Table G – JCC Parking Analysis, Recreation & Community Center

Recreation Community Center – ITE Parking Standards			Facility Assessment
			JCC
Demand Level	Spaces Required per 1,000 sq ft	Building Area 21,000 sq ft	Total Spaces Required
High Demand	4.77 / 1,000 sq ft	4.77 x 36	167
85%	3.78 / 1,000 sq ft	3.78 x 36	132
Average	2.07/ 1,000 sq ft	2.07 x 36	75
Low	1.40 / 1,000 sq ft	1.4 x 36	50
Saturday	1.97 / 1,000 sq ft	1.97 x 36	71
Spaces Provided			See below
Surplus or Deficit to High Demand			See below
Surplus to Deficit to Average Demand			See below

Table H – JCC Parking Analysis, Theater

Live Theater – ITE Parking Standards			Facility Assessment
Demand Level	Spaces Required/Seat	Hart Theater (300 Seats)	Total Spaces Required
High Demand	0.42/seat	0.42 x 300	126
85%	0.32/seat	0.32 x 300	96
Average	0.25/seat	0.25 x 300	75
Low	0.20/seat	0.20 x 300	60

Table I – JCC Parking Analysis, Full Facility

Jewish Community Center Parking Assessment					
	JCC Area Balance <sup>5</sup>	Hart Theater	Bright Space	Peak Demand / All Venues	JCC + Brighton Community Centers <sup>6</sup>
High demand	649	126	167	942	816
85%	514	96	132	742	646
Average	282	75	75	431	356
Low	190	60	50	301	240
Saturday	Note <sup>7</sup>		71	76	
Spaces provided			522	522	522
Surplus to Deficit to High Demand				-420	-294
Surplus to Deficit to Average Demand				+91	+166

<sup>5</sup> Parking space calculations uses ITE 'Recreation Community Center' parking standards.

<sup>6</sup> JCC + Brighton without counting Hart Theater / Canalside Stage

<sup>7</sup> JCC facility is traditional closed.

Table 30 presents significant parking deficits for the JCC assuming Brighton, JCC and Hart Theater (or Canalside Stage) are all active at the same time. This scenario is likely to occur infrequently and for a short duration of time. There is also a substantial deficit projected during high demand times with both the JCC and Brighton facilities operating at full capacity. There are parking surpluses during periods of ‘average’ use. This range of parking utilization aligns what JCC members have stated in the public survey responses which range from “plenty of parking” to “parking is already a nightmare.”

## Implementation Schedule / Cost Impact

The tasks associated with implementation of the JCC project would include,

- Prepare capital improvement request for Town budget.
- Writing and issuing a Request for Proposals (RFP) for design and engineering services.
- Consultant selection for final design, engineering, and estimates.
- Prepare designs, specifications, and estimates.
- Prepare a permissive referendum for vote by residents.
- Bid and award a construction contract.
- Issue bond for funding to pay for construction.
- Construct community & recreation center / move in.

The JCC alternative could be developed the quickest based on the level of design required, the limited interior structural construction and virtually no site improvements required. Public approvals (i.e. site plan and environmental assessment) would be very limited but building permits would be required from both the Town of Henrietta and the Town of Brighton.

Table J – Possible Schedule for Design and Construction of JCC

Project Task	Scheduled Start	Completion
Design RFP / Consultant Selection	March 2023	May 2023
Design / Specifications / Estimates	May 2023	October 2023
Public Referendum		November 2023
Bid & Award Construction	November 2023	February 2024
Construction	March 2024	October 2024
Move In	October 2024	November 2024



The table below presents the inflation rates in future years applied to the current project estimate. Inflation rates used are based on US Department of Labor, Bureau of Labor Statistics, Consumer Price Index (CPI) (October 2022), [www.bls.gov](http://www.bls.gov). The twenty-two (22) year average, from 2000 to 2022 is below 3%. The five-year average between 2017 and 2022 is below 4%.

Table K – Inflation Rates for JCC Project

Year	Project Budget	Inflation Rate	Inflation Amount	Updated Cost
2022	\$1,233,660	8.2%	\$101,160	\$1,334,820
2023	\$1,334,820	5%	\$66,740	\$1,401,560
2024	\$1,401,560	4%	\$56,060	\$1,457,620



## **Appendix E – Jewish Community Center Proposal**

January 31, 2022

Mr. William M. Price, RLA/Urban Planner  
SWBR  
Rochester Office  
387 East Main Street  
Rochester, NY 14604



Re: Town of Brighton Community & Recreation Center Feasibility Study  
SWBR Project No. 21111.00

Dear Bill,

On behalf of the Louis S. Wolk Jewish Community Center (JCC), we would like to thank you for considering our agency as a potential business partner. We've reviewed your Request for Proposal (RFP) to use a portion of our building for town community center purposes. We believe we are uniquely positioned to provide the Town of Brighton with state-of-the-art facilities, programmatic spaces, and an outdoor natural campus as a major differentiator for its residents. The JCC has served the needs of thousands of Brighton residents for the past 50 years. It would be our great honor and privilege to welcome the Town Community Center to the 1200 Edgewood Avenue canal side campus and create a collaborative win-win scenario.

The JCC has listened closely during our recent conversations, and we are prepared to meet the Town's requests:

- Prime dedicated spaces consisting of offices, meeting rooms, and recreational spaces
- Sufficient parking and easy accessibility to main / primary entrance
- Ability to collaborate where appropriate, yet maintain distinct identities between our agencies
- Ability to utilize expansive JCC facilities, including arts and culture spaces, auditorium spaces, fitness center spaces, aquatics spaces, and outdoor amenities (playgrounds, nature trails, tennis courts, access to canal, etc.)

Enclosed you will find a proposal that entails three different elements of the opportunity:

### **1. Exclusive Brighton Spaces**

These spaces will be dedicated for Town use. Three options (1a, 1b, and 1c) are outlined in **Exhibit A**.

The fees were calculated based on benchmark costs per square foot plus triple net allocations. The fees include all typical common area maintenance charges including utilities, custodial/housekeeping services, standard facility maintenance/repairs, refuse removal, snow removal, internet, phone, etc.



The JCC is unable to offer the Wolk Children's Center rooms (rooms 14 - 18) that were highlighted in light blue on the RFP, as these will be required for our early education programs.

Options 1b replaces the lower-level purple rooms (per the RFP) with alternative spaces that are adjacent to the gymnasium and would be preferable for the JCC (In Zone and The Pit).

Option 1c outlines an opportunity to create a win-win scenario whereby the gymnasium, track, and dance studio become "shared spaces" between the Town and the JCC, which will result in significant savings to the Town. In this scenario, the Town and JCC would each have agreed-upon hours of operation for the gymnasium, track, and dance studio.

The JCC is unable to offer exclusive use of the auditoriums and catering kitchen at this time. As such, there is currently no scenario that contemplates them.

## **2. Rental Spaces**

The JCC will rent the Hart Theatre, Canalside Stage/Tent, Auditoriums, and other spaces as outlined in **Exhibit B**. These rentals are subject to availability. The rates are based on comparable rental rates across the community.

## **3. Resident access to JCC programs**

The community will have access to the fitness and cardio equipment, pools, restrooms, and locker rooms. The discounted daily rate for admission is listed on **Exhibit B**.

Currently, approximately 50% of the JCC membership base come from Brighton. Offering a 50% discount on daily guest passes and a 15% discount on memberships would result in profit erosion for the JCC.

Going forward, the JCC is willing to offer the discounted rates listed on **Exhibit B** to Brighton residents for an annual fee of \$155,000.

We have included the following Exhibits A – F:

- Exhibit A - Service Agreement Fee Schedule
- Exhibit B - Rental Rates
- Exhibit C - Square Footage Change
- Exhibit D – Map - Option 1a
- Exhibit E – Map - Option 1b
- Exhibit F – Map - Option 1c





There are many intangible benefits to the Town by relocating to the 1200 Edgewood Avenue campus. The Brighton Community Center would be co-located with several premier programs and services:

### **Champion Fitness Center**

State of the art fitness and wellness facility with both *cardio and strength training equipment*.

### **Aquatics Complex**

*Three-pool complex* designed for all ages and abilities, including a lap pool, heated family and wellness pool, and children's outdoor splash pool.

### **Youth and Education Programs**

The *Wolk Children's Center* is a premier early childhood educational center serving children 8 weeks to four years old. In addition to a progressive curriculum, children have supervised access to the gym, play gym and pool.

*Camp Sisol* is a summer day camp experience on the campus.

### **Arts and Culture Programs**

*CenterStage* is a 288-seat theatre, staging musicals, dramas, and comedies throughout the year, as well as playing host to a wide variety of additional scheduled entertainment throughout the year.

*TYKEs* (Theatre Young Kids Enjoy) theatre is a professional grade children's theatre.

### **Access to Nature**

110-acres situated directly along the *Erie Canal Path* for walking, running, and biking. The newly acquired land offers a nature trail system for all to enjoy.

### **Food Service**

A local chef (Max Gordon, owner of Bar Bantum and The Hideaway) will be operating an in-house *café and catering* business on the campus to serve Brighton residents and Town functions.

The JCC is in the process of partnering with a real estate expert(s) to reimagine the campus, with the goal of stimulating additional community growth opportunities along the canal. Initial discussions have included a Boathouse

Village along the canal, a permanent outdoor amphitheater, a park and lodges for rental, an outdoor pool, and additional health and wellness partnerships.



Key Terms under all options include the following:

- Five (5) year term with 5-year renewal options
- Renewals would increase at the annual CPI rate
- Exclusive access to the space designated per option
- Per square foot rates are “triple net” inclusive of common area charges
- Cost of community access to parking lots and outdoor play equipment is included in the per square foot rate
- The JCC is open to providing furniture and equipment to the Town of Brighton under mutually agreed upon terms
- Any renovations or improvements to the designated spaces requested by the Town of Brighton would be subject to approval by the JCC but at the Town’s expense
- Town of Brighton shall, at its own expense, maintain and carry the following insurance coverages:
  - a) Commercial general liability with limits no less than \$1,000,000 per occurrence and \$3,000,000 in the aggregate.
  - b) Personal property insurance insuring all of Town of Brighton’s equipment, trade fixtures, inventory, fixtures, and personal property located in the designated spaces.
  - c) Worker’s compensation insurance sufficient under the laws of the State of New York to cover all of Town of Brighton’s employees working on the Edgewood Campus.
  - d) Broad form auto liability in minimum amounts of \$1,000,000, with coverage for all autos owned and non-owned.

We look forward to an opportunity to meet with you to discuss our proposal and answer any questions you may have.

Sincerely,

Josh Weinstein, CEO  
Louis S. Wolk Jewish Community Center

**Exhibit A**  
**Service Agreement Fee Schedule**

Description	Option 1a	Option 1b	Option 1c
Dedicated Square Footage	35,773	32,891	17,861
Shared Square Footage (Track, Gym, Dance Studio)	-	-	15,030
Total Square Footage	35,773	32,891	32,891
Annual Service Agreement Fee	694,432	637,776	490,879
Monthly Service Agreement Fee	57,869	53,148	40,907

**Option #1a**

Brighton Request - all purple (upper & lower)  
Brighton has Track, Gym, and Dance Studio

**Option #1b**

Brighton Request - all purple (upper)  
Brighton has Track, Gym, and Dance Studio  
Brighton has Exclusive Use of In Zone (883 sq ft) and The Pit (650 sq ft) on the lower level

**Option #1c**

Brighton Request - all purple (upper)  
Brighton and JCC share Track, Gym, and Dance Studio 50/50  
Brighton has Exclusive Use of In Zone (883 sq ft) and The Pit (650 sq ft) on the lower level



**Exhibit B**  
**JCC Rental Rates**

Rates assume the Town pays an annual subsidy of \$155,000 (\$10 per Brighton household).

<b>FITNESS &amp; AQUATICS - GUEST PASSES</b>		
	50% Discount	
Daily Rate	Brighton Residents	Non-Brighton Residents
Per Person	\$7.50	\$15.00

<b>FITNESS &amp; AQUATICS - MEMBERSHIP FEES</b> Rates effective 3/1/22		
Memberships are month-to-month. Can cancel any time.		
	15% Discount	
Monthly Fee	Brighton Residents	Non-Brighton Residents
Young Adult (13-24)	41.65	49.00
Adult	50.15	59.00
One Adult Family	67.15	79.00
Two Adult Family	75.65	89.00
Two Adult Couple	84.15	99.00
Insurance-based Seniors	-	-

**KITCHEN**

To be negotiated with food service provider

<b>THEATRE and AUDITORIUMS, subject to availability</b> (space only; does not include labor)						
Facility Venue	Days	Capacity	Sq Ft	Brighton Per Event Rate	Brighton 4 Hour Block Rate	
Hart Theatre	Mon - Sun	300	5,000	1,000		
Canalside Stage/Tent	Mon - Sun	500		1,700		
Hart Foyer	Mon - Sun	50	160		125	
Aud Foyer	Mon - Sun	30	80		125	
Lipson Lounge	Mon - Sun	40	1,094		150	
Auditorium A	Mon - Sun	125	1,589		500	
Auditorium B	Mon - Sun	225	2,431		750	
Auditorium C	Mon - Sun	225	2,298		750	
Combined (Auditoriums A, B, C)	Mon - Sun	575	6,318		1,750	

**Exhibit C**  
**Square Footage Change**

		A	B	A-B=C
Description	Type of Space	Per Razak Associates	Per Brighton RFP Letter	Increase (Decrease)
<b>Upper Level</b>				
Main Desk / Entry	Office	1,475	1,100	375
Membership / Room 2	Office	217	200	17
Room 1 - Conference Room	Office	570	470	100
Adult Center				
Tech Age	Office	975	1,020	(45)
Erdle Lounge	Office	975	1,040	(65)
Main Street	Office	4,995	2,200	2,795
Café	Office	573	568	5
Admin Offices	Office	2,193	1,400	793
Admin Conference Room	Office	705	675	30
Human Resource Offices	Office	730	800	(70)
Family Room	Child Care	1,720	1,342	378
Dance Studio	Fitness	1,650	1,660	(10)
Track	Fitness	3,995	650	3,345
Misc.	Office	1,200	1,200	-
Mail Room				
Restrooms				
Stairs / Elevator				
Common Areas				
Option #2 includes storage (400 sq ft)				
Option #1 - Subtotal Upper		21,973	14,325	7,648
<b>Lower Level</b>				
Gymnasium / Office	Fitness	9,385	8,126	1,259
Small Group Training	Fitness	925	950	(25)
Pilates Studio	Fitness	552	531	21
Yoga & Pilates	Fitness	1,285	1,251	34
Wolk Classroom	Child Care	1,060	988	72
Misc.	Office	593	500	93
Option #1 - Subtotal Lower		13,800	12,346	1,454
<b>TOTAL AREA - Option #1</b>		<b>35,773</b>	<b>26,671</b>	<b>9,102</b>

In our initial discussions with you, we provided you with our best estimate of the number of square feet in the 1200 Edgewood Avenue building. None of our existing blueprints or CAD drawings reflected the current footprint of the building. We engaged an architect to measure the building in order to have more accurate information to support our ongoing discussions.

Column A reflects the update square footage as measured by the architect.

Column B reflects the square footage used in the RFP based on draft documents provided by the JCC.

Column C represents the difference between the JCC draft square footage and the actual square footage as measured by the architect.

Exhibit D

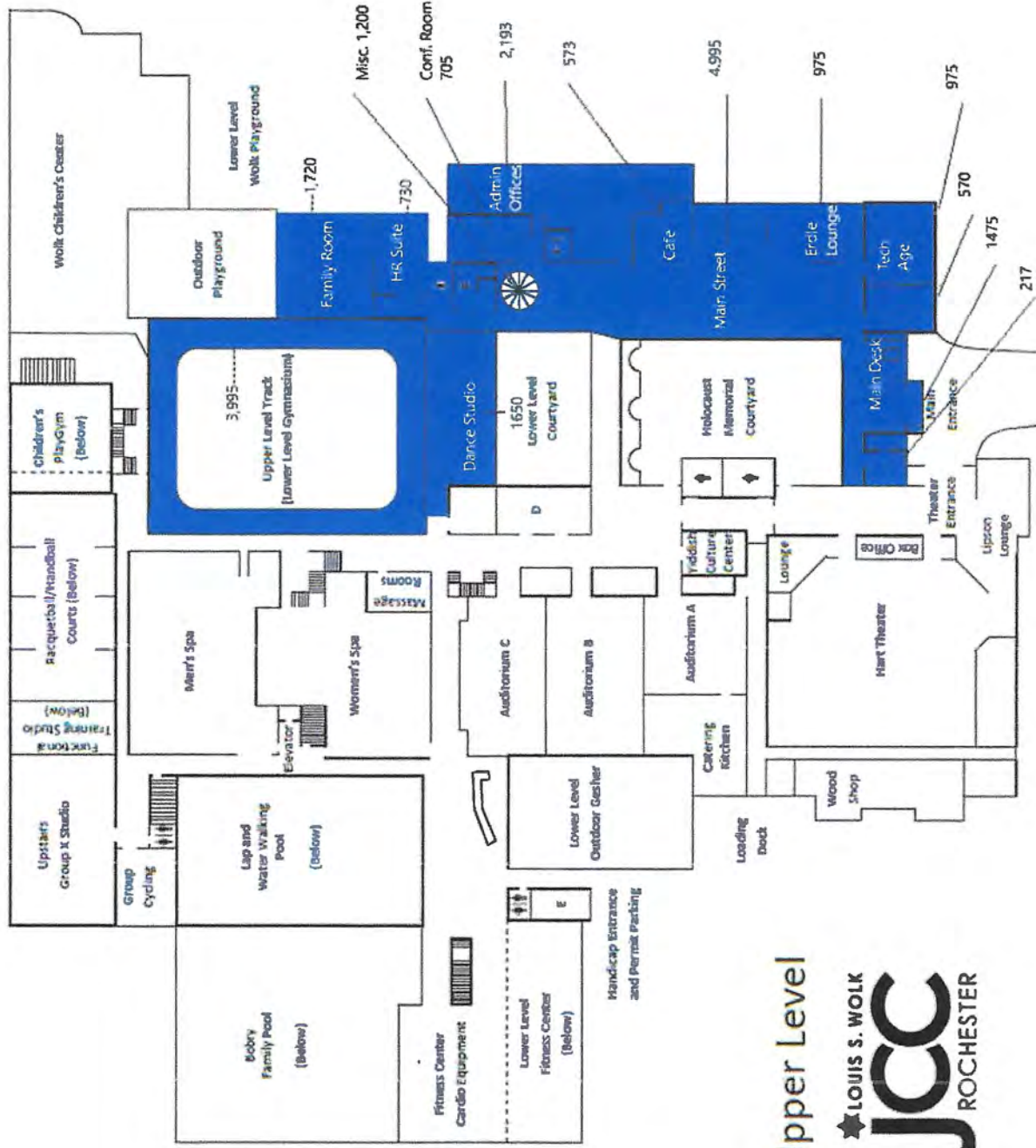
Option 1a (upper)



Exclusive Brighton use



Shared Space

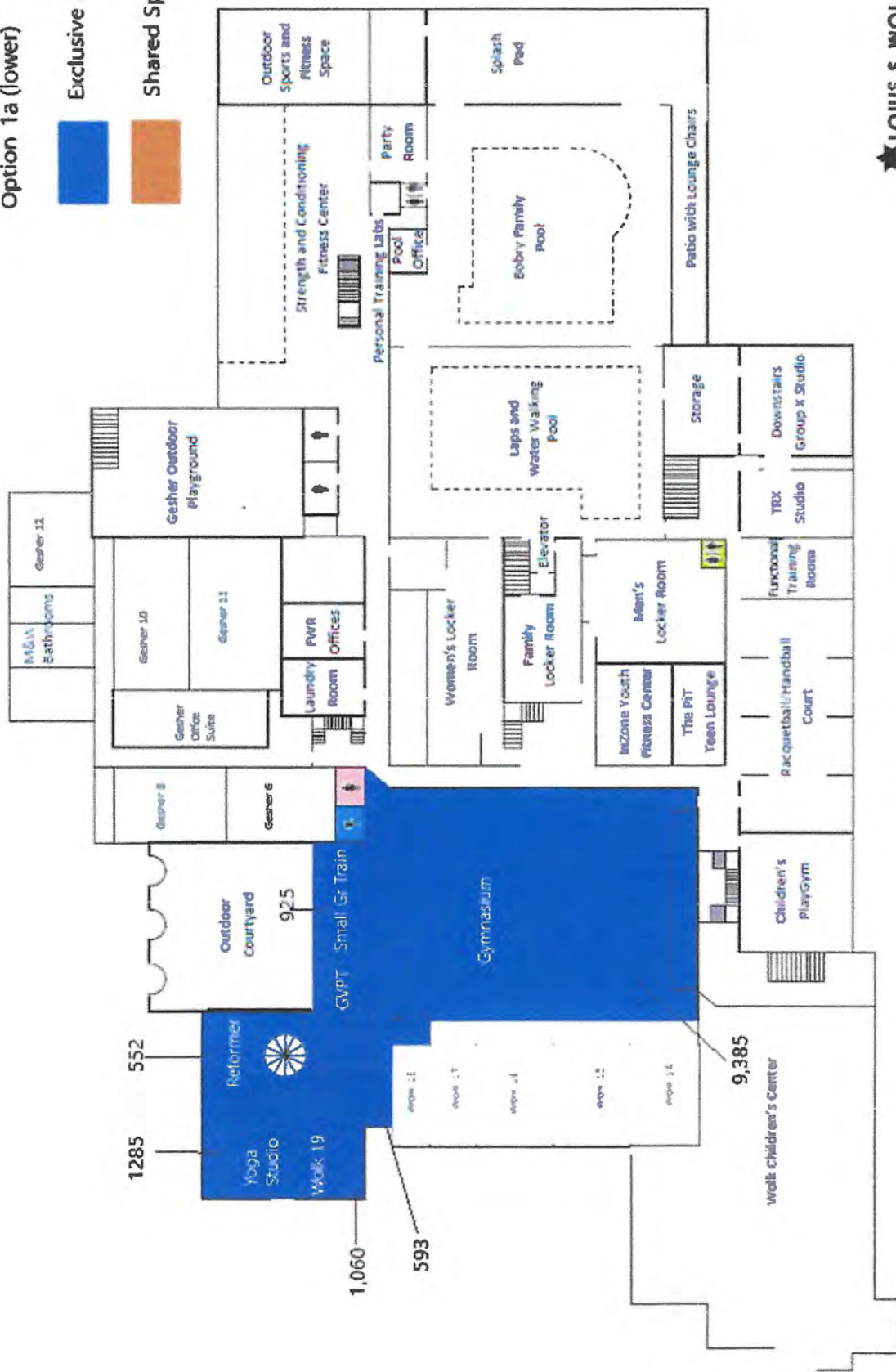


Exclusive Brighton Use  
21,973 sq ft



Exhibit D  
Option 1a (lower)

Exclusive Brighton use  
Shared Space



Exclusive Brighton Use  
13,800 sq ft

Lower Level



Exhibit E  
Option 1b (lower)

Exclusive Brighton use  
Shared Space



Lower Level

Exclusive Brighton Use  
10,918 sq ft



Exhibit F

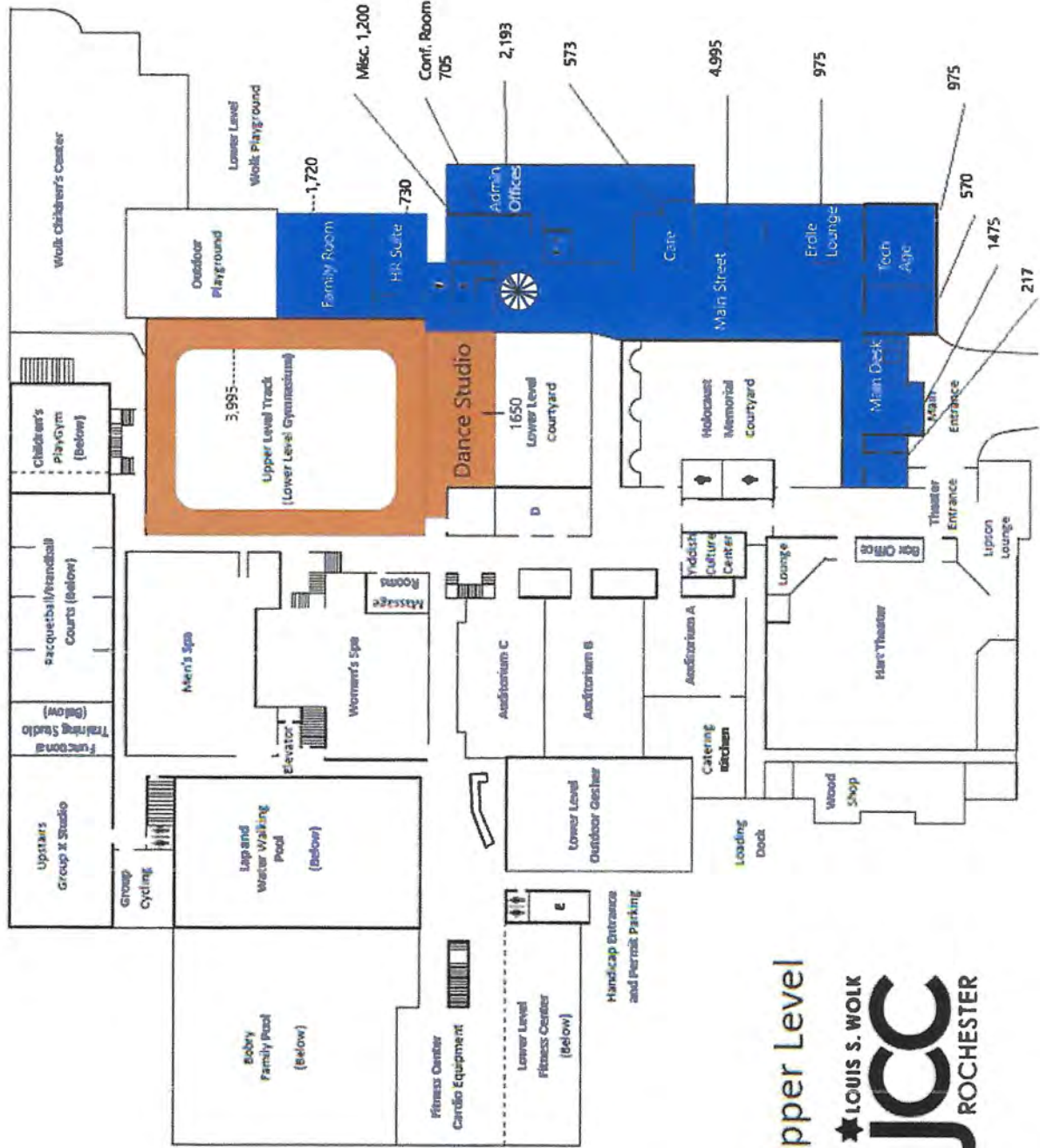
Option 1c (upper)



Exclusive Brighton use



Shared Space



Exclusive Brighton Use

16,328

Shared Space

5,645

Total

21,973

Upper Level

★ LOUIS S. WOLK  
**JCC**  
ROCHESTER

## Option 1c (lower)

★ LOUIS S. WOLK

10,918

Lower Level