envision BRIGHTON 2028

Planning for a Sustainable Future

VOLUME 3: APPENDICES

Town of Brighton

FINAL REPORT

September 26, 2018

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TABLE OF CONTENTS

VOLUME 1: EXISTING CONDITIONS

(UNDER SEPARATE COVER)

- Plan Introduction
- Market Assessment
- Community Profile
  - *Natural Resources*
  - *Parks & Open Space*
  - *Municipal Infrastructure*
  - *Community Resources*
- Existing Land Use Summary
- Zoning Code Analysis

VOLUME 2: VISION & DEVELOPMENT

(UNDER SEPARATE COVER)

- Town Policy Framework
  - *Environmental Policy*
  - *Sense of Community Policy*
  - *Economic Vitality Policy*
  - *Public Health & Safety Policy*
- Land Use Recommendations
- Conclusion

VOLUME 3: APPENDICES

- Appendix A: Market Assessment
- Appendix B: Public Input Summary
- Appendix C: Tabloid Sized Maps
- Appendix D: Sustainability Report & Metrics
- Appendix E: Generic Environmental Impact Statement (GEIS)

APPENDIX A

Market Assessment

Brighton, New York

Market Assessment
December 2015

Compiled by Vita Nuova

MARKET ASSESSMENT 2
DEMOGRAPHICS 2
DEVELOPMENT CONSIDERATIONS 4
RESIDENTIAL 4
RESTAIL AND COMMERCIAL 5
FLEX SPACE 7
EDUCATIONAL SPACE 8
SMART GROWTH IN BRIGHTON 8
KEY FINDINGS 9
SUMMARY 10
APPENDIX A: DATA 11
POPULATION 12
HOUSEHOLDS 12
SENSITIVE POPULATIONS 12
TOWN OF BRIGHTON ELDERLY POPULATION BREAKDOWN 13
TRENDS 13
LABOR FORCE AND EARNINGS 14
EMPLOYMENT 16
TOWN OF BRIGHTON EDUCATION AND HEALTH CARE INDUSTRIES BREAKDOWN 17
WORK DRIVE-TIMES 19
TOP EMPLOYERS 20

Market Assessment

The goal of this market assessment is to assist the Town of Brighton, NY develop a vision for the Town's sustainable growth through the year 2025. This effort is supported by the New York State Energy Research Development Agency (NYSERDA) and provides a baseline understanding of the market forces at work in the Town and its surrounding region, including the Rochester market area. Attached to this report are the data which support this summary. For the purposes of this assessment, data were collected and aggregated for a number of geographies. These include:

- The Town of Brighton;
- Monroe County; and
- 10-, 20-, and 30-minute drive-time intervals from the 12 Corners intersection in Brighton (Elmwood Avenue[1], Monroe Avenue[2], and South Winton Road[3]).

The 12 Corners intersection was chosen as the reference point since it is generally accepted as the geographic center of Brighton's residential and commercial community. Using demographic and market information collected from ESRI and other data sources, this analysis presents a picture of Brighton's current and projected demographic and economic position in the region and identifies potential growth opportunities.

Demographics

From 2010-2020, the population of Brighton is projected to grow at a rate exceeding that of its home county of Monroe (1.5% growth estimated in Brighton compared to 1.1% growth in Monroe County). Over this same period, Brighton's projected population growth keeps pace with the expected growth in the wider 30-minute drive-time area (1.5% increase in Brighton compared to a 1.4% increase in the region).[4]

Current estimates indicate that the Town's senior population (ages 65+) is expected to increase from 19.2% of the current Town population (2015) to nearly 21.1% in 2020 (totaling a 20.6% increase between the years 2010-2020).[5]

Throughout the interview phase of our work, local officials, residents, and businesses, without exception, cited Brighton's educational system as a major asset and "draw" to the area. The success of Brighton's educational system is not simply anecdotal; educational data supports the fact that Brighton is a highly-educated community, particularly when viewed in comparison to the region. The percentage of Brighton's population obtaining either a Bachelor's or Graduate degree far exceeds the surrounding county. In 2015, 28.3% of Brighton residents age 25+ held Bachelor's degrees and 35.1% held Graduate/Professional degrees as their highest level of educational attainment. This is compared with only 20.7% and 16.6% of the population at the

[1] For more information, visit www.rocwiki.org/Elmwood_Avenue.
[2] For more information, visit www.rocwiki.org/Monroe_Avenue.
[3] For more information, visit www.rocwiki.org/Winton_Road.
[4] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.
[5] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.

County level. In addition, in Brighton only 11.0% of the population had no education further than high school, compared with 24.4% for the surrounding county. The interviews suggest that Brighton's school system is one of the Town's strongest attractions and drives a considerable portion of the Town's residential development and stability. [6]

The Brighton labor force also reflects the importance of education within the Town. According to the U.S. Census Bureau, in 2013 21.6% of Brighton's civilian population age 16+ was employed in the field of education, compared with only 13.5% of the County's population. Not surprisingly, the three top employment industries in Brighton are as follows:[7]

Industry	Town of Brighton	Monroe County
Educational Services	21.6%	13.5%
Health Care/Social Assistance	21.0%	17.3%
Professional, Scientific & Technical Services	11.3%	7.3%

Over 50% of Brighton's workforce is employed in the top three professional fields of work, compared with 38% at the County level (see table above).[8] In addition, 81% of Brighton's workforce is employed in professional occupations, while this figure is only 65.9% in the surrounding County.[9] Given its proximity to major educational centers like Monroe Community College and the University of Rochester, both of which serve as educational resources and leading regional employers, Brighton has a strong educational focus.[10]

Overall for the period 2015-2020, Brighton's annual growth rate in median household income ($61,819 in 2015 and projected to increase to $71,815 in 2020) will exceed both state and national figures. In sharp contrast to Brighton, during this same period of time, the annual growth rate in median household income within the 30-minute drive-time will fall below both state and national predictions. Income levels in Brighton are high, making the Town attractive to developers. The Town's higher income levels result in disposable income that exceeds the availability in the surrounding region.[11]

[6] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.
[7] U.S. Census Bureau, 2009-2013 American Community Survey.
[8] U.S. Census Bureau, 2009-2013 American Community Survey.
[9] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020. Management/Business/Financial, Professional, Sales, and Administrative Support comprise the white collar occupation statistics.
[10] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.
[11] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.

Development Considerations

Brighton's continued strength in employment in the educational and health sectors (as indicated in the previous table) dominates the Brighton workforce. Additional growth in these sectors will in part be driven by the availability of the remaining undeveloped land in Brighton. Such development must be undertaken in a well-balanced and sustainable manner, taking into account new housing opportunities; residents' need for access to retail and commercial services; and the availability of the highly-skilled jobs in-demand by the Town's citizens. As Brighton continues to develop and the amount of vacant land decreases, development decisions and strategies will have to respond in kind—including seeking opportunities for redevelopment, infill and adaptive reuse of existing buildings to meet the needs of the markets outlined above. See the Land Use section of this report for more information on the lack of developable land.

The West Henrietta Road commercial corridor of Brighton is a particularly suitable section of town for redevelopment based on its dynamic synergy of natural resources, powerful educational institutions, and suitably-sized available commercial sites. The University of Rochester (U of R), Rochester Institute of Technology (RIT) and Monroe Community College (MCC) form a close-proximity triangle with West Brighton as the geographic center within a 2 mile radius. In addition, West Brighton has several important geo-physical assets, including the Erie Canal, Lehigh Valley Trail, Monroe County open space and the Genesee River. One possible direction for Brighton in the next decade would be a re-balancing of the traditional "town center" at Twelve Corners to an evolving West Brighton "Multi-Versity" area with improved walkability and bikability. Capturing the potential of West Brighton could be an important step on the pathway to community sustainability for the Town of Brighton. See Appendix B for a map illustrating the connectivity opportunities between the community assets in the West Brighton Area.

Residential: Two main drivers will dominate Brighton's housing demand as it moves towards 2025: 1) Brighton's largely well-educated and affluent working-age population (due to the Town's proximity to the University of Rochester, Rochester Institute of Technology and Monroe Community College, as well as associated technical and health care-related fields) and 2) growth in the 65+ aged-in-place population which desires to remain in Brighton. These demographic sectors are attracted to the Town due in no small part to the availability of Brighton's robust health care system, the proximity to the entertainment and cultural attractions offered in Rochester, and the close knit development patterns in parts of Town (promoting desirable lifestyle options based on accessibility and walkability). In order to capitalize on the predicted increase in demand for senior residences, Brighton will need to consider the development or conversion of housing types for seniors who desire limited or maintenance-free smaller, less expensive residences. As a direct result, this will free up their former larger homes for the younger, working-age population.[12]

[12] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.

A wide variety of housing options are currently available in Brighton at differing price points; a development pattern which distinguishes it from the surrounding 30-minute drive-time. These housing options provide for a wide range of housing opportunities serving a broad economic spectrum.[13]

The Town's diversity of housing and its significant amount of existing multi-family units will, in part, help address the predicted growth in the senior population. Brighton's availability of health care and support services, varying housing types, and proximity to the greater Rochester metro area point to a potential niche market to expand its senior housing stock in a variety of ways—from single-family patio-style homes to denser townhouse and apartment-type clusters (the latter two of which the Town is both familiar and comfortable with).

Housing Units by Units in Structure	**Town of Brighton % of Units**	**30-Minute Drive-Time % of Units**
1, detached	52.4%	63.7%
1, attached	6.6%	5.4%
2	0.8%	6.9%
3 or 4	4.2%	6.3%
5 to 9	17.1%	7.1%
10 to 19	9.2%	2.9%
20 to 49	2.6%	2.2%
50 or more	7.1%	4.2%
Total Multi-Family	**41.0%**	**29.6%**

Retail and Commercial: A retail leakage analysis (i.e., an evaluation of which goods and services are and are not available within the immediate Town limits) indicates that only two consumer sectors fully meet consumer demand within the Town limits —*Motor Vehicle & Parts Dealers* and limited *Food Services and Drinking Places*. All other retail necessities, ranging from clothing to gas stations, are not fully satisfied within Town limits. Despite the shortage of these services directly within Brighton, given the abundance and proximity of large-scale retail development in both Pittsford and Henrietta, Brighton residents have ready access to essentially all basic consumer needs within a drive-time of 20-30 minutes.[14] Given the high median household income level in Brighton and the apparent leakage of Brighton retail dollars to

[13] U.S. Census Bureau, 2009-2013 American Community Survey.
[14] ESRI and Dun & Bradstreet.

surrounding communities like Henrietta and Pittsford, Brighton can easily sustain additional retail development. However, such retail growth will be constrained by an inability to assemble suitably-sized retail sites (particularly along Monroe Avenue where residential developments back up to the retail uses), as well as increased traffic congestion servicing retail centers caused by State-owned roadway constraints. The West Henrietta Road corridor of Brighton would appear to be the best candidate for future retail development in Town subject to the above constraints.

Leakage Analysis[15, 16]

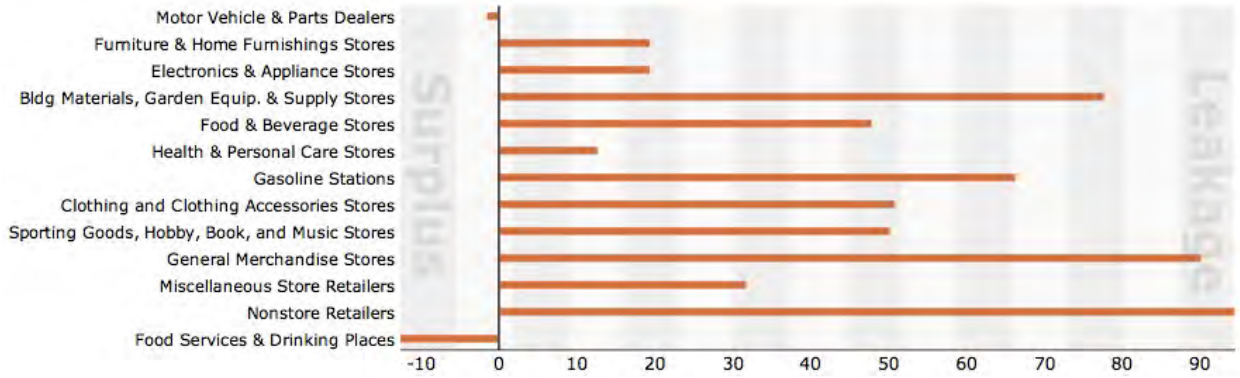


Figure 2: Town of Brighton Surplus/Leakage Factor by Industry Subsector

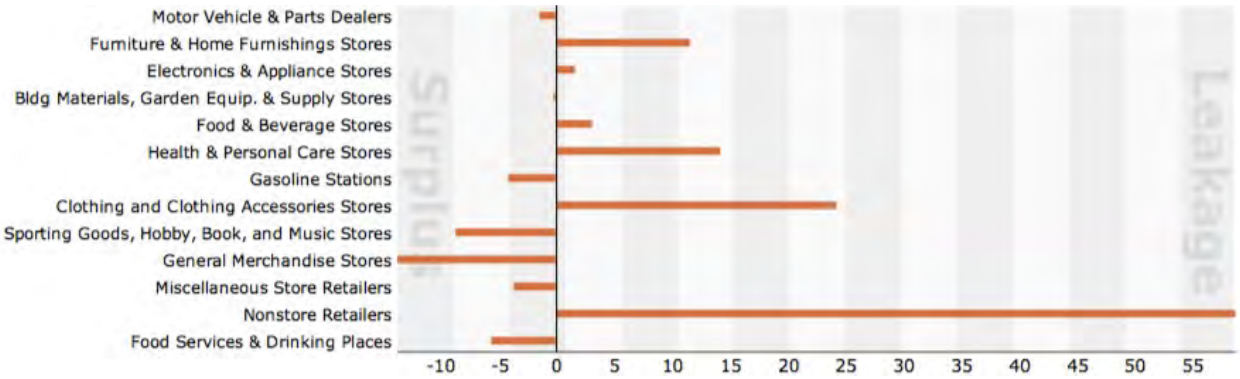


Figure 3: 30-Minute Drive-Time Surplus/Leakage Factor by Industry Subsector

[15] ESRI and Dun & Bradstreet.

[16] Nonstore retailer definition: Electronic Shopping and Mail-Order Houses, Vending Machine Operators, Direct Selling Establishments (Source: *2014 Methodology Statement: ESRI Data—Retail MarketPlace*, www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.).

Flex Space: The broader Rochester market region has developed a total of 4.6 million square feet of flex office/light industrial space and "demand for new space is expected to remain steady with absorption rate for new space surpassing supply".[17]

Demand for industrial space has increased over the past 24 months, resulting in the need for new ground-up construction. This includes the creation of flex-industrial space that has the potential to house both office and light industrial companies. Demand for non-inner-city suburban occupied industrial/flex space has remained steady throughout the last 10 years in both supply, as well as vacancy rate. In the region, the overall flex vacancy rate measured 13.5%, manufacturing vacancy 10.9%, and warehouse vacancy 14.2% in Q3 2015. Asking rental rates for industrial/flex space have increased since the end of Q1 2015.[18] While limited in the availability of large-scale sites to accommodate corporate park-scale development for flex space, Brighton's proximity to Rochester and the regional highway systems makes it a potential candidate for smaller-scale suburban flex development. Suitable site selection for flex space should be on Brighton's agenda for the future.

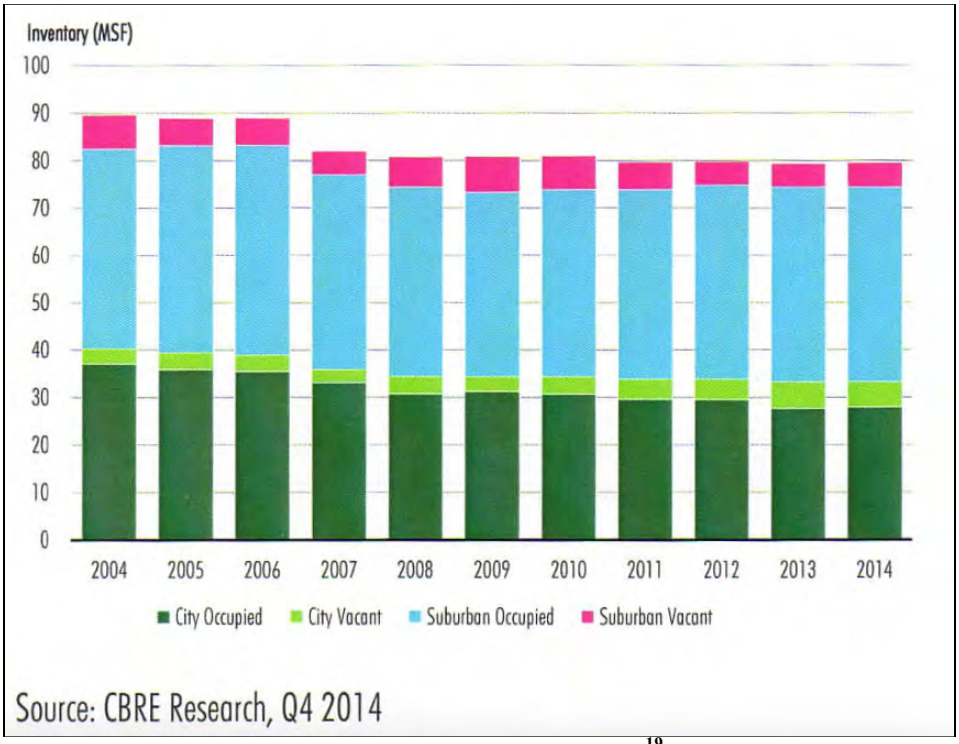


Figure 4: Rochester Industrial Inventory by Occupancy Status[19]

[17] Rochester Market Outlook 2015, CBRE.
[18] Marketbeat - Industrial Snapshot Q3 2015, Cushman and Wakefield and Pyramid Brokerage Company.
[19] Rochester Market Outlook 2015, CBRE.

Educational Space: The University of Rochester has experienced steady demand for campus space since 1920 and demand is not expected to decrease. According to the University's 2008 Campus Master Plan, "The University's pattern of growth is expected to continue into the future as needs for increased classroom, meeting, faculty office, research, residential and clinical spaces continue to rise". [20] Today, according to the Executive Director of Campus Planning, Design, and Construction Management, the University projects a potential demand for upwards of 200,000 square feet of space within the Town of Brighton over the next five to ten years. However, such growth will not include undergraduate housing but rather research and related campus facilities.[21]

Smart Growth in Brighton: Like all municipalities, Brighton desires and has the need to encourage new development to generate tax revenues that support the Town's municipal budget.

[20] University Of Rochester, 2008 Campus Master Plan Executive Summary, http://www.rochester.edu/adminfinance/masterplan/ExecutiveSummary_10-17-08.pdf.

[21] Interview with Jose Fernandez, Executive Director Campus Planning, Design, and Construction Management, 10.20.15.

Key Findings

With an ever shrinking base of developable land in the Town of Brighton, decisions on the size and types of development in Brighton will likely be driven by three basic criteria: 1) the ability and need of the market to absorb the proposed development; 2) the community/political appetite for the development type (including new, walkable friendly lifestyles based on increased accessibility to amenities); and 3) the development's projected impact on the environment, traffic, and municipal budget and services. Looking at Brighton today, no single compelling development need is readily apparent, though many development alternatives can be supported, including:

- Senior residential housing of a variety of types ranging from patio homes to townhouse/apartment units;
- Compatible retail and commercial uses that are lacking within the Town and not readily available in adjacent communities; and
- Flex space to meet private business and University requirements, as well as larger regional demands.

Summary

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

Appendix A: Data

The following tables and charts compare demographics for the Town of Brighton, Monroe County, and 10-, 20-, and 30-minute drive-time intervals from a key central location at 1910 Monroe Avenue, Rochester, NY 14618. The drive-time location was chosen for its central geographical and market location in the Town of Brighton.

Graphic representations, including for Trends (Population, Households, Families, Owner Householders, and Median Householder Income), Household Income, and Leakage Analysis are limited to the Town of Brighton and the 30-minute drive-times for the sake of market relevance.

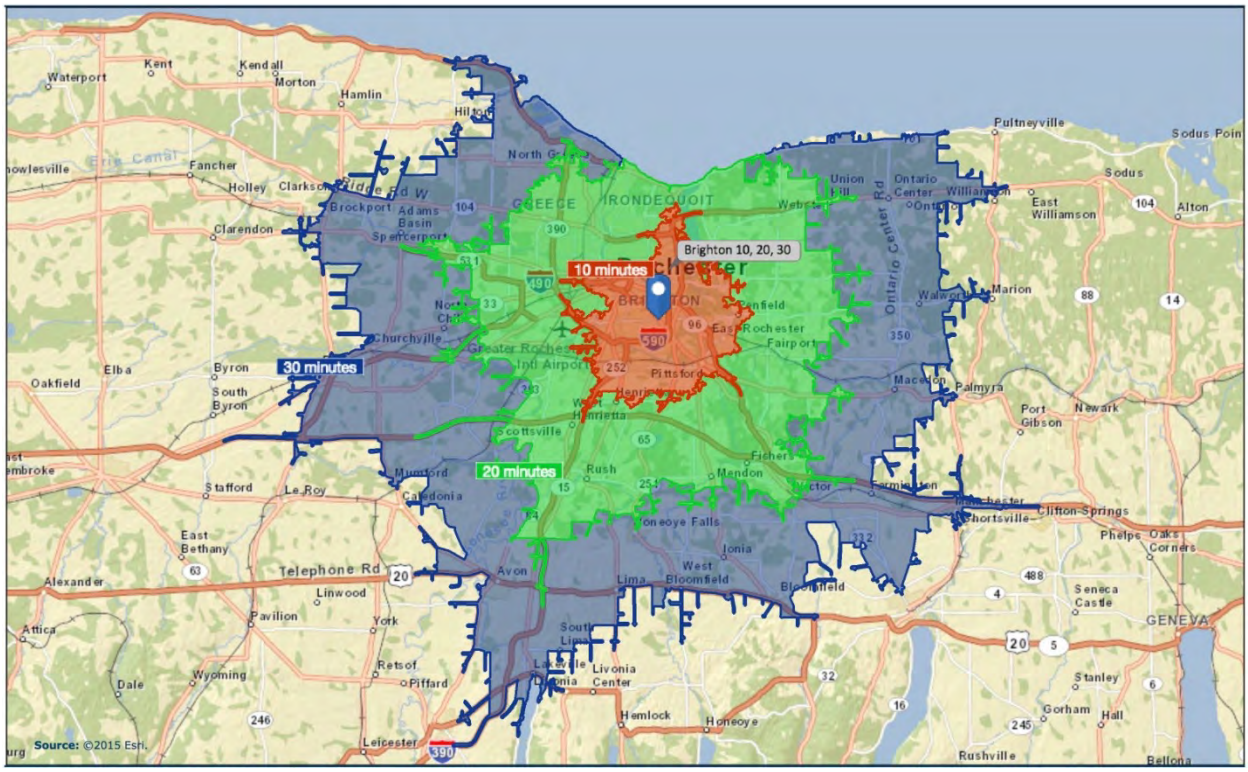


Figure A: Town of Brighton, NY Area and Drive-Time Map

Population[26]

	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
2010 Population	36,609	744,344	186,087	614,874	791,223
2015 Population	36,844	746,797	185,773	616,199	795,575
2020 Population	37,154	752,457	186,445	620,208	802,336
% Change 2010-2020	1.5%	1.1%	0.2%	0.9%	1.4%

Households[27]

	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
2010 Households	15,904	300,422	82,100	251,234	320,194
2015 Households	16,064	304,457	82,629	254,164	325,244
2020 Households	16,244	308,155	83,284	256,934	329,525
% Change 2010-2020	2.1%	2.6%	1.4%	2.3%	2.9%

Sensitive Populations[28]

	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
2015 Percent Minority	22.1%	25.2%	30.5%	28.8%	23.9%
2015 Children Under 18	18.8%	21.0%	18.2%	21.1%	21.2%
2015 Elderly 65+	19.2%	15.9%	15.6%	15.9%	16%

[26] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.
[27] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.
[28] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.

Town of Brighton Elderly Population Breakdown[29]

Elderly Population 65+	Town of Brighton
2010	17.5%
2015	19.2%
2020	21.1%
% Change 2010-2020	20.6%

Trends

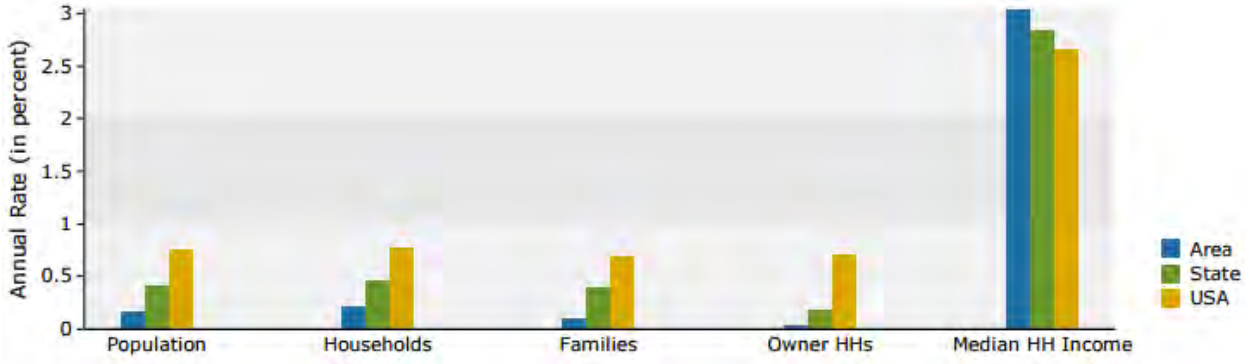


Figure B: 2015-2020 Trends – Town of Brighton[30]

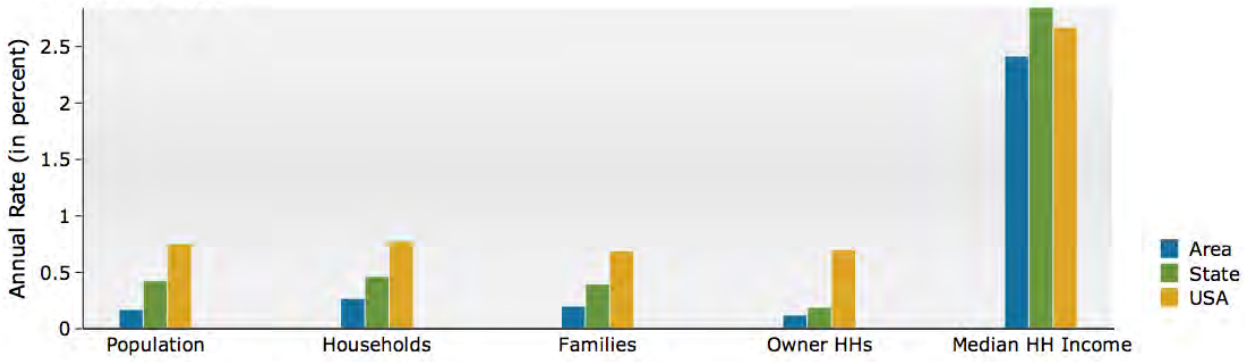


Figure C: 2015-2020 Trends – 30-Minute Drive-Time[31]

[29] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.
[30] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.

Labor Force and Earnings

2015 Educational Attainment of Population Age 25+[31]	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
High School Diploma or Equivalent	11.0%	24.4%	18.9%	23.7%	24.3%
Some College	11.8%	16.9%	15.4%	16.5%	16.8%
Bachelor's Degree	28.3%	20.7%	23.9%	20.9%	20.9%
Graduate/Professional Degree	35.1%	16.6%	22.1%	17.3%	16.5%

Median Household Income	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
2015	$61,819	$53,173	$46,708	$51,276	$54,036
2020	$71,815	$59,506	$51,906	$56,799	$60,858
% Change 2015-2020	16.2%	11.9%	11.1%	10.8%	12.6%

[31] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.

Labor Force and Earnings (cont.)

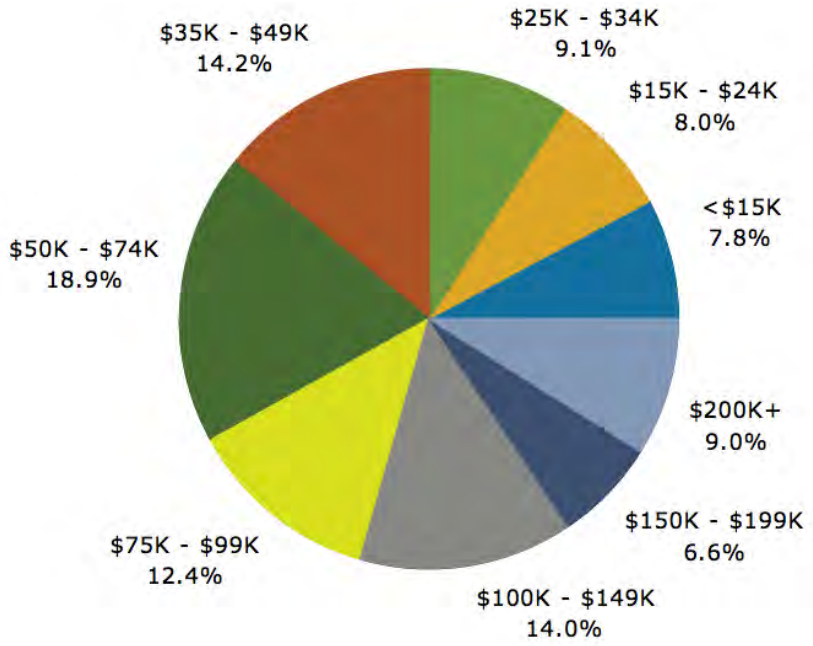


Figure D: 2015 Household Income – Town of Brighton[32]

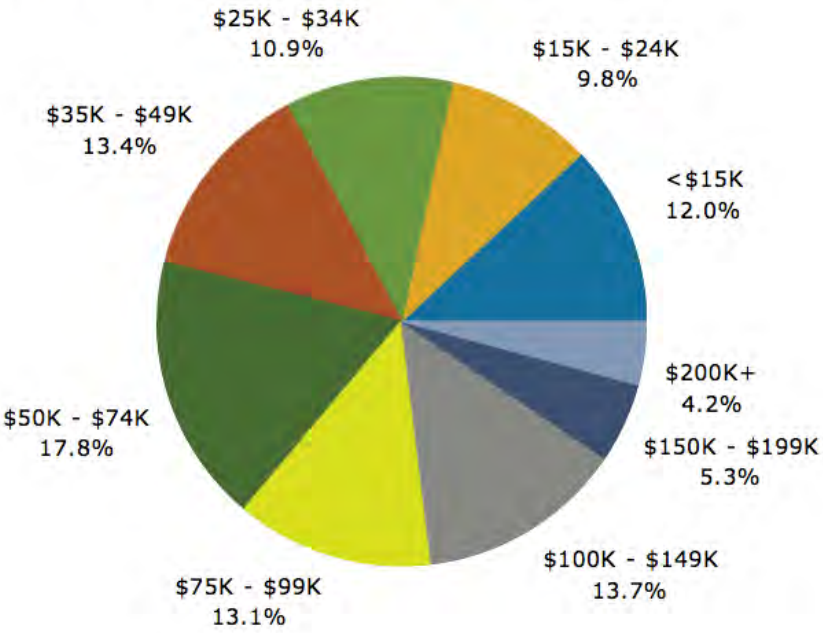


Figure E: 2015 Household Income – 30-Minute Drive-Time[33]

[32] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.
[33] U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2015 and 2020.

Employment[34]

2013 Civilian Employed Population Age 16+ by Industry	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
Agriculture, forestry, fishing and hunting	0.3%	0.3%	0.2%	0.2%	0.3%
Mining, quarrying, and oil and gas extraction	0.0%	0.0%	0.0%	0.0%	0.1%
Construction	2.8%	4.2%	3.0%	3.8%	4.4%
Manufacturing	10.5%	12.8%	10.1%	12.6%	13.2%
Wholesale trade	2.0%	2.5%	2.1%	2.3%	2.4%
Retail trade	7.7%	11.6%	10.4%	11.2%	11.4%
Transportation and warehousing	1.0%	2.8%	1.8%	2.7%	2.8%
Utilities	0.2%	0.5%	0.2%	0.5%	0.6%
Information	2.3%	2.4%	2.8%	2.6%	2.4%
Finance and insurance	3.7%	3.7%	3.6%	3.7%	3.7%
Real estate and rental and leasing	1.5%	1.7%	1.8%	1.7%	1.7%
Professional, scientific, and technical services	11.3%	7.3%	8.8%	7.6%	7.2%
Management of companies and enterprises	0.0%	0.1%	0.0%	0.0%	0.1%
Administrative and support and waste management services	2.8%	4.2%	3.8%	4.3%	4.2%
Educational services	21.6%	13.5%	15.9%	13.6%	13.3%

[34] U.S. Census Bureau, 2009-2013 American Community Survey.

Employment (cont.)

2013 Civilian Employed Population Age 16+ by Industry	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
Health care and social assistance	21.0%	17.3%	19.1%	17.9%	17.1%
Arts, entertainment, and recreation	1.3%	1.9%	2.3%	1.9%	1.9%
Accommodation and food services	3.6%	6.2%	7.2%	6.2%	6.1%
Other services, except public administration	3.8%	4.2%	4.1%	4.2%	4.2%
Public administration	2.7%	3.0%	2.8%	2.9%	3.0%

Town of Brighton Education and Health Care Industries Breakdown[35]

Civilian Employed Population Age 16+ by Industry	**2009**	**2010**	**2011**	**2012**	**2013**
Educational Services	20.0%	19.5%	20.6%	20.5%	21.6%
Health care and social assistance	18.5%	20.6%	21.8%	21.8%	21.0%

[35] U.S. Census Bureau, 2009-2013 American Community Survey, U.S. Census Bureau, 2008-2012 American Community Survey, U.S. Census Bureau, 2007-2011 American Community Survey, U.S. Census Bureau, 2006-2010 American Community Survey, and U.S. Census Bureau, 2005-2009 American Community Survey.

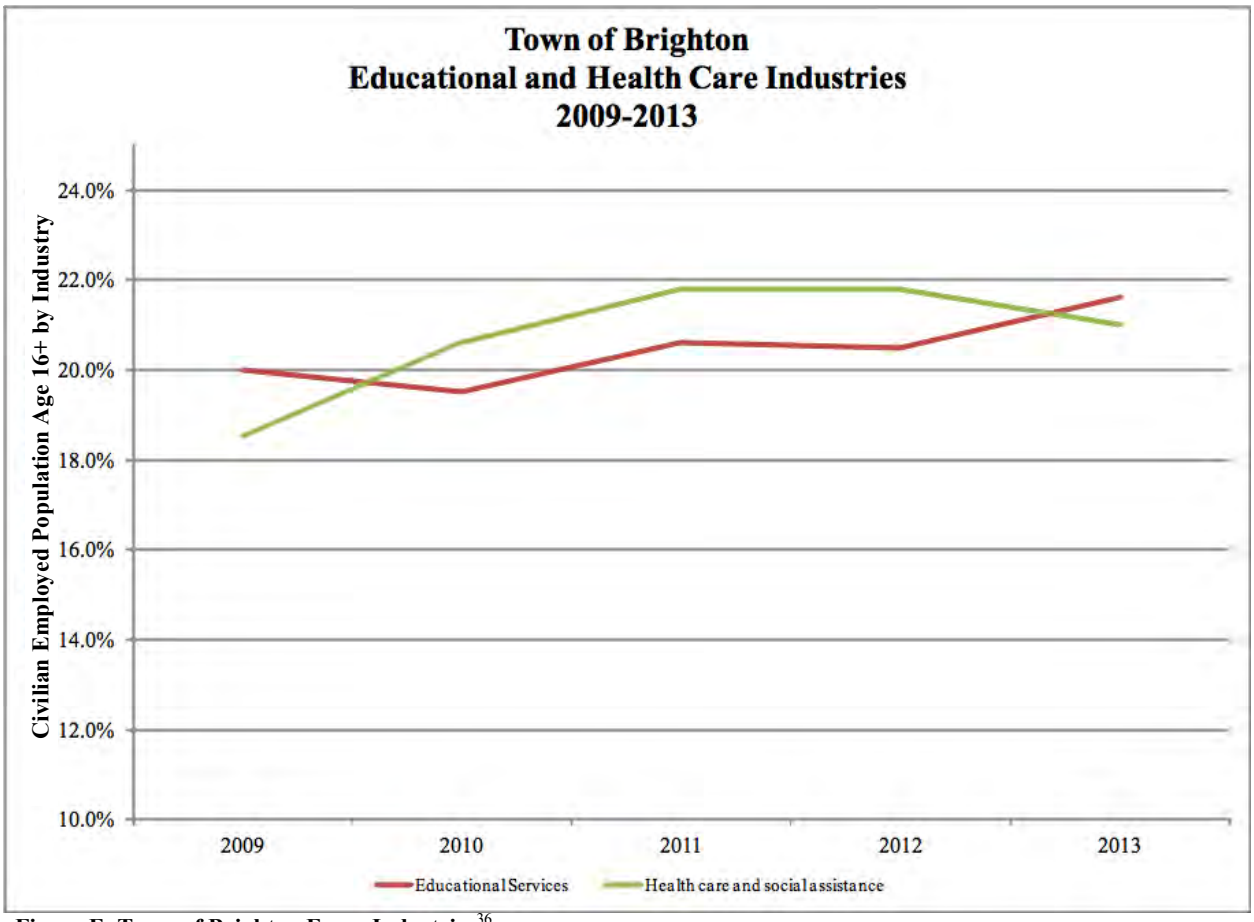


Figure F: Town of Brighton Focus Industries[36]

[36] U.S. Census Bureau, 2009-2013 American Community Survey, U.S. Census Bureau, 2008-2012 American Community Survey, U.S. Census Bureau, 2007-2011 American Community Survey, U.S. Census Bureau, 2006-2010 American Community Survey, and U.S. Census Bureau, 2005-2009 American Community Survey.

Work Drive-Times[37]

2013 Workers Age 16+ (Who Did Not Work From Home) By Travel Time to Work	Town of Brighton	Monroe County	10-minute Drive-Time	20-minute Drive-Time	30-minute Drive-Time
Less than 5 minutes	2.6%	3.2%	3.4%	3.2%	3.2%
5 to 9 minutes	14.5%	11.5%	14.1%	12.0%	11.4%
10 to 14 minutes	29.0%	17.7%	22.7%	19.2%	17.5%
15 to 19 minutes	26.2%	20.7%	25.3%	21.7%	20.3%
20 to 24 minutes	17.6%	20.8%	18.2%	20.8%	20.4%
25 to 29 minutes	2.8%	7.4%	4.1%	6.9%	7.7%
30 to 34 minutes	4.0%	10.5%	6.0%	9.2%	10.9%
35 to 39 minutes	0.2%	1.7%	0.8%	1.3%	1.9%
40 to 44 minutes	0.6%	1.5%	1.0%	1.1%	1.7%
45 to 59 minutes	0.7%	2.2%	1.7%	1.9%	2.3%
60 to 89 minutes	1.2%	1.7%	2.0%	1.7%	1.6%
90 or more minutes	0.7%	1.0%	0.9%	1.0%	1.0%
Average Travel Time to Work	15.6 minutes	19.6 minutes	N/A		

[37] U.S. Census Bureau, 2009-2013 American Community Survey.

Top Employers

Greater Rochester, NY Region's Top Private-Sector Employers – 2013[38]

Rank	Company	Employment	Nature of Local Operations
1	University of Rochester	20,340	Higher education, research, health care
2	Wegmans Food Markets, Inc.	13,976	Supermarkets
3	Rochester General Health	7,600	Health care
4	Xerox Corp.	6,116	Document management and services
5	Unity Health System	5,472	Health care
6	Eastman Kodak Co.	5,129	Imaging materials and equipment, research and development
7	Paychex Inc.	3,712	Payroll, benefits and human resource services
8	Lifetime Healthcare Cos. Inc.	3,584	Health insurance, health care services, home care, hospice
9	Rochester Institute of Technology	3,299	Higher education, research, health care
10	YMCA of Greater Rochester	2,732	Health and wellness, child care
11	Sutherland Global Services, Inc.	2,600	Business process outsourcing
12	Finger Lakes Health	1,726	Health care
13	Bausch & Lomb, Inc.	1,700	Research and development, manufacturing, sales and marketing of eye health products
14	JPMorgan Chase & Co.	1,560	Retail and commercial banking, wealth management and mortgage operations
15	Verizon Wireless, Inc.	1,400	Customer service call center, network operations, retail sales, direct sales, indirect sales
16	Frontier Communications Corp.	1,361	Telecommunication services
17	Carestream Health	1,250	Dental and medical imaging systems and health care IT solutions
18	Thompson Health	1,228	Health care
19	CooperVision, Inc.	1,200	Manufacturer of contact lenses
20	ITT Exelis Geospatial Systems	1,184	Aerospace and defense technologies, high-resolution imaging systems
21	Hillside Family of Agencies	1,169	Welfare, mental health, youth development, special education services
22	St. Ann's of Greater Rochester Inc.	1,135	Skilled nursing care, independent retirement housing, hospice
23	Ortho Clinical Diagnostics	1,130	Diagnostic product research and development, manufacturing and customer services

[38] http://www.rochesterbiz.com/Portals/0/PortalFiles/Documents/PrivateSectorEmployers2013.pdf.

Top Employers (cont.)

Greater Rochester, NY Region's Top Private-Sector Employers – 2013

Rank	Company	Employment	Nature of Local Operations
24	Heritage Christian Services	1,122	Services and support for individuals with intellectual and developmental disabilities
25	Rochester Gas and Electric Corp.	1,065	Energy and energy-related services
26	St. John's	926	Elder housing and services
27	Windstream Corp.	871	Comprehensive data, voice and IP services
28	St. John Fisher College	833	Higher education, research, health care
29	Thermo Fisher Scientific Inc.	816	Design and manufacture of high-quality plastic ware, glassware and supplies for laboratory environments
30	Nazareth College of Rochester	813	Higher education, research, health care
31	HCR Home Care	786	Provider of certified and licensed home care health services
32	United Memorial Medical Center	770	Health care
33	Hobart and William Smith Colleges	746	Higher education, research, health care
34	The Gleason Works	720	Manufacturer of machinery, tooling and technologies for gear production
35	ESL Federal Credit Union	629	Credit union
36	Constellation Brands, Inc.	620	Production, marketing and sales of alcoholic beverages
37	MVP Health Care	618	Health care financing
38	E.J. Del Monte Corp.	612	Hotel development and management, real estate development
39	Lakeside Health System, Inc.	574	Health care
40	IEC Electronics Corp.	523	Contract amnufacturing
41	Thomson Reuters	550	Legal editorial operations
42	M&T Bank Corp.	523	Financial services
43	ACM Medical Laboratory Inc.	496	Central laboratory testing services
44	Canandaigua National Bank & Trust	493	Financial services
45	Ontario ARC	483	Services and support for individuals with intellectual and developmental disabilities
46	The Dorschel Group	479	Sales, service and restoration of motor vehicles
47	Clifton Springs Hospital & Clinic	475	Health care
48	Ultralife Corp.	473	Portable and standby power solutions
49	Mark IV Enterprises	467	Real estate development and property management
50	Roberts Wesleyan College	463	Higher education

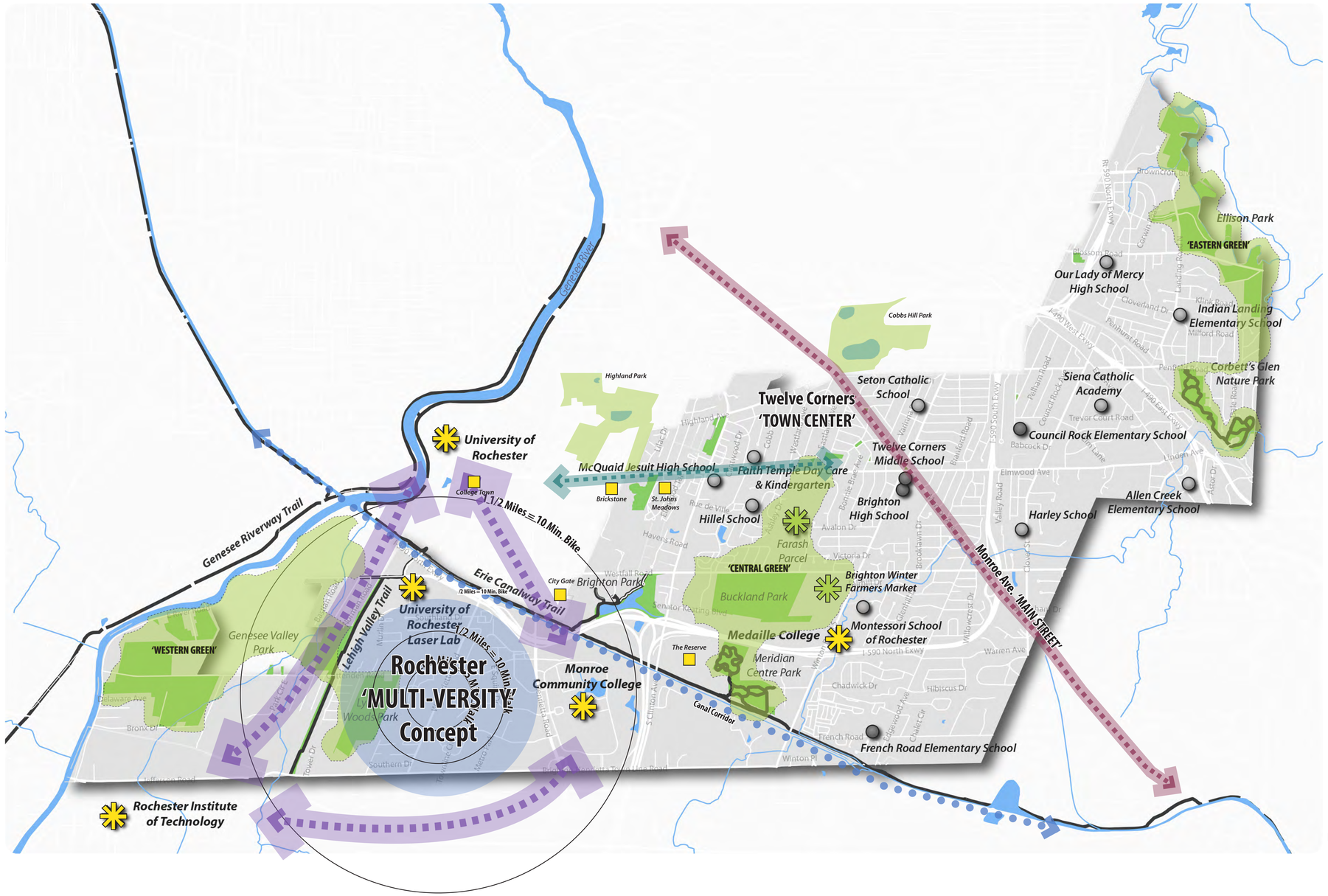
Sources: Rochester Business Journal Book of Lists 2013, Hoover's Contact Database, Individual Companies

envision Brighton
planning for a sustainable future

Town of Brighton Comprehensive Plan Update

PROJECT BASEMAP

Appendix B:
West Brighton Development Area



LEGEND

- Colleges and Universities
- Recent Developments
- Parkland
- Trails
- Open Space Opportunities
- 'Main Street'
- 'Multi-Versity' Connectivity
- Inter-municipal Connector
- 'Green Zones'

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

FilePath:C:\Users\Connell\Dropbox\Gioia\Nintemal\Projects\Brighton\UniversityGraphic\MultiVersity\Appendix B_WestBrightonDevelopmentLindd

APPENDIX B

Public Input Summary

Envision Brighton: Public Meeting #1
Thursday, October 29, 2015 4:30-6:00pm and 7:00-8:30pm
Meeting Summary

The Town hosted two public meetings on October 29th to gain feedback from the public on the 2025 Town of Brighton Comprehensive Plan Update. Supervisor William Moehle welcomed meeting participants, and emphasized the importance of input and participation from the town in the planning process. Keith Ewald (Barton & Loguidice) introduced the consultant team and provided a brief overview of the meeting agenda. The meetings took place in Town Hall, and attendees first gathered in the Town Hall Auditorium for the introduction and community preference survey. After the survey, they were invited to go downstairs for a series of visioning activities for the Town's future. 55 people attended the 4:30-6pm meeting and 28 people attended the 7:00-8:30pm meeting. Meeting participants are listed in Appendix A.

I. Community Preference Survey

Molly Gaudioso (Steinmetz Planning Group) introduced the exercise, and asked meeting attendees to rank 42 images of residential and commercial buildings, streetscapes, and landscapes based on their personal preferences for the Town of Brighton. Participants ranked each image on a scale of zero to nine, with zero being the least desirable and nine being the most desirable. After the ranking, Molly facilitated a discussion with meeting participants about how they ranked photos and why. The results from both sessions are included in Appendix B.

At the end of the Community Preference Survey, Tanya Zwahlen (Highland Planning) provided an overview of each of the stations in the basement level conference room and invited meeting participants to participate in those activities.

II. Land Use and Community Character

In this activity, meeting attendees used large scale prints of maps of the Town of Brighton write down suggestions or draw figures onto in order to convey community features they wanted to discuss, such as transportation linkages, areas for commercial development, and areas that should be protected as open space.

Please refer to Appendix C for a summary of "Future Land Use Station Summary Sheet" and associated map for a summary of public Input obtained at this station.

III. Chalkboard Vision Portraits

In this activity, meeting attendees were invited to write their responses to the following two questions on chalkboards: "Today Brighton is…" and "In 2025, Brighton will be…". Meeting attendees were photographed with their permission, and their responses are below.

1) Today Brighton is…

- "trafficky"
- Too congested with traffic
- A hostile, unsafe zone for UR/RIT winter cyclists.
- Getting dangerous with fast traffic and without enough sidewalks or bike lanes.
- Vibrant, fun, safe
- Too close to highly toxic train fuel tankers
- Tax heavy
- Diverse and gives a sense of tolerance for all
- Full of awesome potential for smart, human scale, walkable, bikeable mixed-use development!
- Not as vibrant as it needs to be
- My hometown
- Losing ground in terms of sustainability
- Auto and fossil fuel dependent
- A progressive community of neighborhoods
- A diverse community that is planning for a healthy future
- Centerless

2) In 2025 Brighton will…

- Have an English looking style
- Have a center!
- Ready for the future!
- Give more thought to planned development
- Walkable
- Be a bustling, multi racial, multi-generational hotbed of activity. Walking will be considered as essential as driving. People talk to one another!
- Be greener, more walkable, and celebrating our diversity
- Continue our same path of tolerance but with more trees and beautiful landscaping to lighten our days.
- Be boasting 1-2 safe winter cycling corridors for RIT/UR cycling commuters in winter.
- Be greener and more walkable with families using their cars far less often.

- Me more vibrant and more sustainable
- Be a place that people don't want to leave
- A national model for suburban sustainable living that draws families and a diverse population to live here for a lifetime
- Be connected
- Be biketown
- Be dense, walkable, bikeable and 100% solar and wind
- Be a great place to raise a family
- Be a progressive village with neighborhoods
- Be diverse

IV. Cardstorming

In this activity, meeting attendees were invited to respond to the following two questions in 3-5 words using sticky notes:

Why did you choose to live in Brighton?
Why do you continue to stay?

The answers were categorized as they were developed by meeting participants. Responses are summarized below.

Social services

- Elder care and childcare

Education

- Schools (25 responses)

Community Ideals

- Diversity, including freedom of religion and tolerance (9 responses)
- Liberal town population: "smart liberals", "democrats", "smart, progressive folks" (7 responses)
- Community spirit (2 responses)
- Communal (2 responses)
- Need better environmental stewardship
- Because it's a real community
- The leadership of Sandy Frankel
- Less focus on ostentation
- Technology community

Commercial Environment

- Mixed use shops and housing (2 responses)
- Not overly developed

Environment
- Sustainability initiatives (2 responses)
- Quality of life (4 responses)
- Green space/parks (8 responses)
- Mature trees (2 responses)
- Bike trails (3 responses)
- Easy to get around by bike
- Old friends

Neighborhoods
- Love sidewalks and trees
- West Brighton has 275 acres of trees
- Attractive, friendly neighborhoods
- Nuclear families with children all around
- Close to highland park
- Neighborhood pride
- Beautiful homes and surroundings, quiet, wonderful neighbors and great schools near medical center and physicians offices
- Neighborhood format
- Scale
- Friendly neighbors
- Family

Housing Stock
- Well-designed homes (but too many unattractive condo/town home units)
- I like my house
- Good stock!
- Love my house and neighborhood (2 responses)
- Variety of older housing stock (3 responses)

Walkable
- Walkability (3 responses)
- Need more sidewalks in areas other than 12 corners
- Not good walkability on Clover
- Scooter!
- Sidewalks (2 responses)

Location
- Proximity to city center and U of R (15 responses)
- Convenient (8 responses)
- Central (10 responses)
- Neighborhood feel 5
- Family is nearby
- Close to work

Safety

- Safety (3 responses)
- Good police, fire department, and ambulance services

V. World Café

In this activity, meeting attendees were invited to provide one response to each of the following two questions:

What is Brighton's biggest opportunity?

What is Brighton's biggest threat?

Each question was posted on an easel, and attendees wrote their responses on large sheets of paper. Participants were asked to review all responses before adding to the list, and if their response was already written, they added an asterisk next to that response. Responses are summarized below.

A) What is Brighton's biggest opportunity?

Creating a Town Center at Twelve Corners

- Library moves to twelve corners (a la Pittsford) (2 responses)
- Mixed use developments: twelve corners and surrounding area (5 responses)
- Redo 12 corners as mixed use, pedestrian friendly **town center** (like City Gate was supposed to be), with walkability and concentration of services. Make it gorgeous and livable, a place where people want to go. Let's attract our kids back! (15 responses)
- Redo a Brighton map for new people, even in the tech age!

New development possibilities

- The new recreation center with the market is a good start. Make that a focal point. (3 responses)
- Technology (i.e. wi-fi with charging stations) strategically placed and discretely camouflaged or hidden. (4 responses)
- Brighton needs a better rec and senior center, and it could go at corner of Winton and Westfall. (2 responses)
- Fill in with mixed use in currently industrial areas (e.g. along BHTL Rd) (2 responses)
- Making the canal a destination (2 responses)
- Good and careful development of Winton/Westfall space (2 responses)
- An indoor/outdoor farmers market with parkland, trails, small farm with community garden plots (2 responses)

Improved bikeability/transportation redesign

- Making travel corridors multi-use (pedestrians, bikes, etc.) and redesigning auto corridors to slow down traffic and have more bicycling. (9 responses)
- Year round accessibility to trails connecting the surrounding areas (2 responses)
- Sustainable infrastructure, including bikes, that moves away from relying on cars (4 responses)
- Establishing a valuable transport corridor between UR, RIT and downtown/southeast quadrant, and allowing isolated communities (like RIT's) to safely interact with Rochester, Brighton, etc. (8 responses)
- Make Brighton walk/bike friendlier (3 responses)
- Reducing through traffic on major arterials that divide neighborhoods.
- Connect canal to 12 corners bike paths (4 responses)

Proximity to Rochester

- Inner suburb: proximity to Rochester, shopping, expressways, etc. (8 responses)

Diversity

- Social diversity (4 responses)
- Economic diversity (housing prices at multi entry points, cost wise) (3 responses)
- Diversifying: economic, ethnic (5 responses)

Green Space Preservation

- We have lots of green space without having to travel far.
- Existing green spaces and reclaiming others (7 responses)
- Keeping the land at Westfall and Winton open green space and passive recreation (5 responses)
- As remaining open space is thoughtfully developed, ensure a better integrated street grid system (2 responses)
- Preserve existing open space for passive recreation and small working farm.

B) What is Brighton's biggest threat?

Development

- Too corporate in character: Walgreens, Rite-Aid, CVS
- Inability to scale infrastructure to match growth
- Need more commercial development, not less, but the right kind. Urban infill is complex and town needs to not only make it hard for some types of development but make it as streamlined as possible for pro-urban developers (2 responses)

- Bad development (3 responses)

- Height and density at 12 corners is needed (2 responses)

Losing Open Space

- Large developments in our limited open space
- Losing our limited open space to development (5 responses)

Cars/Traffic/Transportation Issues

- Too much traffic
- Automobile tyranny (4 responses)
- Westfall Rd and Monroe Ave traffic
- State mandated standards that make our roadways (S. Winton, Elmwood, E and W Henrietta, BHTL Rd) more like expressways than safe, multimodal traffic corridors
- Trapped in car-dependent society (2 responses)
- Serving cars at the expense of budget, community and sustainability. They ain't cheap! (3 responses)
- Self-driving single occupant vehicles and their demand for parking (2 responses)

Infrastructure/Tax/Property Issues

- Aging infrastructure and no funds for replacement
- Declining property value
- Balancing revenues (taxes) with tax caps, unfunded mandates, loss of tax revenue due to tax exempt status, etc.
- Thinking we need more development to increase the tax base (ultimately it doesn't increase and you lose so much else.) (5 responses)
- Affordability- tax base costs continue to rise- school budget needs help. Great schools (3 responses)

Other

- Crime
- Losing our school rankings
- Thinking that we must prioritize conventional ideas of beauty over sustainable lifestyles and design that empowers self-sufficiency (eg home food and energy production)
- Too close to toxic train fuel tankers (3 responses)
- Not changing: failure to dream bigger (5 responses)
- Consumerism vs. experiential
- Complacency

Appendix A: Meeting Participants

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Appendix B: Community Preference Survey Scoring Results

Town of Brighton-2016 Comprehensive Plan Update
Community Preference Survey Results

The following is a summary of the Community Preference Survey (CPS) conducted on October 29, 2015, at the Comprehensive Plan Update Public Meeting. The survey results are presented based upon the attendees' responses, beginning with the least desirable images (lowest possible score of 0) to the most desirable images (highest possible score of 9).

Image #19

Average Score:	**1.01**
Median Score:	**1.00**
% Responses Less Than 4:	**93%**
% Responses Greater Than 6:	**1%**

Image #22

Average Score:	**1.42**
Median Score:	**1.00**
% Responses Less Than 4:	**91%**
% Responses Greater Than 6:	**1%**

Image #61

Average Score:	**1.44**
Median Score:	**1.00**
% Responses Less Than 4:	**89%**
% Responses Greater Than 6:	**6%**

Image #4

Average Score:	1.57
Median Score:	1.00
% Responses Less Than 4:	88%
% Responses Greater Than 6:	5%

Image #16

Average Score:	1.67
Median Score:	1.00
% Responses Less Than 4:	84%
% Responses Greater Than 6:	4%

Image #17

Average Score:	1.97
Median Score:	1.00
% Responses Less Than 4:	79%
% Responses Greater Than 6:	3%

Image #1

Average Score:	1.99
Median Score:	1.00
% Responses Less Than 4:	84%
% Responses Greater Than 6:	7%

Image #50

Average Score:	1.99
Median Score:	1.00
% Responses Less Than 4:	77%
% Responses Greater Than 6:	4%

Image #3

Average Score:	2.08
Median Score:	1.00
% Responses Less Than 4:	79%
% Responses Greater Than 6:	9%

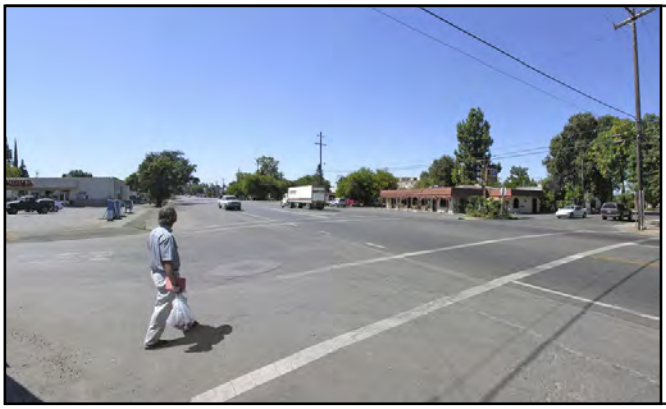

Image #37

Average Score:	2.14
Median Score:	1.00
% Responses Less Than 4:	73%
% Responses Greater Than 6:	6%

Image #31

Average Score:	2.17
Median Score:	2.00
% Responses Less Than 4:	77%
% Responses Greater Than 6:	9%

Image #6

Average Score:	2.51
Median Score:	2.00
% Responses Less Than 4:	77%
% Responses Greater Than 6:	4%

Image #60

Average Score:	2.57
Median Score:	2.00
% Responses Less Than 4:	73%
% Responses Greater Than 6:	11%

Image #39

Average Score:	2.66
Median Score:	2.00
% Responses Less Than 4:	73%
% Responses Greater Than 6:	9%

Image #23

Average Score:	2.95
Median Score:	2.00
% Responses Less Than 4:	64%
% Responses Greater Than 6:	12%

Image #62

Average Score:	3.00
Median Score:	2.00
% Responses Less Than 4:	61%
% Responses Greater Than 6:	13%

Image #55

Average Score:	3.12
Median Score:	3.00
% Responses Less Than 4:	62%
% Responses Greater Than 6:	10%

Image #57

Average Score:	3.40
Median Score:	3.00
% Responses Less Than 4:	56%
% Responses Greater Than 6:	17%

Image #18

Average Score:	3.51
Median Score:	3.00
% Responses Less Than 4:	55%
% Responses Greater Than 6:	17%

Image #44

Average Score:	3.59
Median Score:	3.00
% Responses Less Than 4:	53%
% Responses Greater Than 6:	10%

Image #26

Average Score:	3.72
Median Score:	4.00
% Responses Less Than 4:	47%
% Responses Greater Than 6:	16%

Image #53

Average Score:	3.74
Median Score:	3.5
% Responses Less Than 4:	50%
% Responses Greater Than 6:	15%

Image #9

Average Score:	3.78
Median Score:	4.00
% Responses Less Than 4:	47%
% Responses Greater Than 6:	18%

Image #12

Average Score:	3.91
Median Score:	4.00
% Responses Less Than 4:	45%
% Responses Greater Than 6:	21%

Image #13

Average Score:	3.97
Median Score:	4.00
% Responses Less Than 4:	44%
% Responses Greater Than 6:	19%

Image #20

Average Score:	4.08
Median Score:	4.00
% Responses Less Than 4:	45%
% Responses Greater Than 6:	17%

Image #7

Average Score:	4.14
Median Score:	4.00
% Responses Less Than 4:	44%
% Responses Greater Than 6:	25%

Image #10

Average Score:	4.53
Median Score:	5.00
% Responses Less Than 4:	37%
% Responses Greater Than 6:	31%

Image #36

Average Score:	4.65
Median Score:	5.00
% Responses Less Than 4:	37%
% Responses Greater Than 6:	38%

Image #47

Average Score:	4.70
Median Score:	5.00
% Responses Less Than 4:	39%
% Responses Greater Than 6:	34%

Image #66

Average Score:	4.88
Median Score:	6.00
% Responses Less Than 4:	38%
% Responses Greater Than 6:	47%

Image #21

Average Score:	4.91
Median Score:	5.00
% Responses Less Than 4:	29%
% Responses Greater Than 6:	35%

Image #8

Average Score:	5.47
Median Score:	6.00
% Responses Less Than 4:	25%
% Responses Greater Than 6:	48%

Image #49

Average Score:	5.56
Median Score:	6.00
% Responses Less Than 4:	25%
% Responses Greater Than 6:	40%

Image #56

Average Score:	5.63
Median Score:	6.00
% Responses Less Than 4:	17%
% Responses Greater Than 6:	40%

Image #30

Average Score:	5.68
Median Score:	6.00
% Responses Less Than 4:	20%
% Responses Greater Than 6:	44%

Image #59

Average Score:	5.73
Median Score:	7.00
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% Responses Greater Than 6:	51%

Image #2

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% Responses Less Than 4:	18%
% Responses Greater Than 6:	57%

Image #45

Average Score:	6.09
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% Responses Less Than 4:	14%
% Responses Greater Than 6:	51%

Image #51

Average Score:	6.09
Median Score:	7.00
% Responses Less Than 4:	12%
% Responses Greater Than 6:	53%

Image #27

Average Score:	6.24
Median Score:	7.00
% Responses Less Than 4:	11%
% Responses Greater Than 6:	52%

Image #14

Average Score:	6.39
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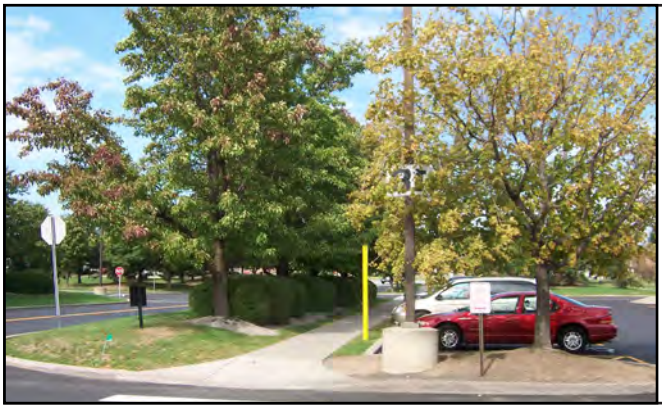
% Responses Less Than 4:	15%
% Responses Greater Than 6:	61%



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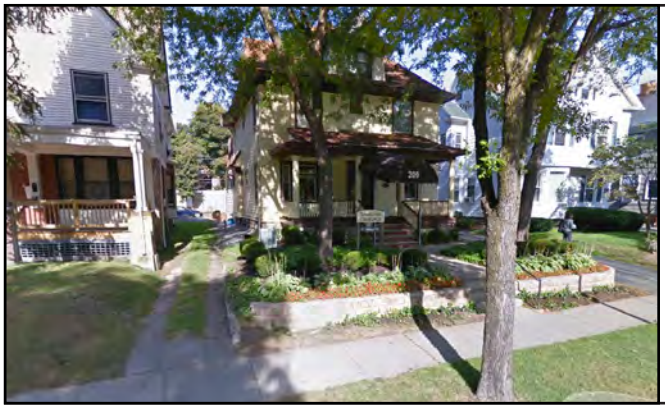

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Image #48

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% Responses Greater Than 6:	55%

Image #46

Average Score:	6.60
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% Responses Greater Than 6:	58%

Image #58

Average Score:	6.65
Median Score:	7.00
% Responses Less Than 4:	6%
% Responses Greater Than 6:	64%

Image #54

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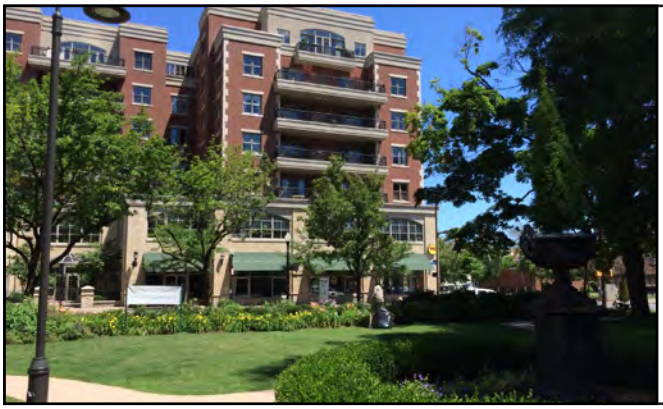

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Image #41

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Image #5

Average Score:	6.89
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Image #11

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Average Score:	7.27
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Image #35

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% Responses Greater Than 6:	78%

Image #34

Average Score:	7.40
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% Responses Less Than 4:	6%
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Image #67

Average Score:	7.77
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% Responses Less Than 4:	5%
% Responses Greater Than 6:	84%

Image #33

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Image #70

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Image #65

Average Score:	7.91
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% Responses Greater Than 6:	90%

Image #68

Average Score:	8.07
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% Responses Less Than 4:	1%
% Responses Greater Than 6:	89%

Image #29

Average Score:	8.13
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% Responses Less Than 4:	4%
% Responses Greater Than 6:	89%

Image #69

Average Score:	8.20
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% Responses Less Than 4:	2%
% Responses Greater Than 6:	90%

Image #42

Average Score:	8.28
Median Score:	9.00
% Responses Less Than 4:	3%
% Responses Greater Than 6:	95%

NOTES:

1. These pictures may not be reproduced without written permission.
2. Image sources include, but are not limited to, the following:
   - Steinmetz Planning Group
   - The Conservation Fund
   - Flickr

Appendix C: Land Use and Community Character Summary

Town of Brighton Comprehensive Plan Update
Future Land Use Station Summary Sheet

The following comments are a compilation of those received at the public open house held at Brighton's Town Hall on October 29, 2015. There were two maps provided for public comment at both the 4:30PM and 7:00PM sessions. For ease of reference, all comments recorded as part of these sessions have been compiled in this document and on the supporting Future Land Use Station Summary Map. These comments are intended to provide further explanation and background to the graphics and numbers listed on the Future Land Use Station Summary Map.

Development Opportunity Areas:

1. Twelve-Corners Area:

    - Mixed-use with residential; 3 stories would be okay; more dense housing
    - Move senior center here
    - Foster walkability; bring buildings to the street; more greenery
    - Move Town Hall Campus here (like Pittsford); density creates demand

2. Monroe Avenue gateway (north) – Need design improvements; add street trees; reduce pavement in front of buildings
3. Monroe Avenue gateway (southeast) – Need better screening and landscaping, tree lawn with sidewalks, less hardscape
4. Monroe Avenue Corridor:

    - Push parking to rear; zone it that way
    - Reduce to three lane road with bikeway; less traffic; wider sidewalks with a downtown/village feel
    - Allow higher density housing (multi-family and upper-floor residential)
    - Reduce curb cuts

5. Area next to Buckland Park:

    - Mixed-use (commercial/residential) infill opportunity; will increase tax base and provide local shopping opportunities
    - Location for new recreation center
    - Conslidate elementary schools to this site; centralize school campuses
    - Indoor/outdoor farmers market site
    - Create a Town Center here; doesn't act as gathering place, need shared public space
    - Develop like Centennial Park in Maryland with active/passive open space
    - Add more trails and a community garden

6. Council Rock Elementary School – Opportunity for residential infill if vacated; high-end or affordable housing
7. French Road Elementary School – Reuse/demolish (in bad shape) for mixed-use development or infill with residential component

Parkland, Trails & Greenspace:

8. Persimmon Park – Useless; too small
9. Buckland Park – Too flat, need to plant more vegetation; plant a forest with running paths
10. Create trail connection between Meridian Centre Park, Buckland Park, and land north of Buckland to Town Hall Campus
11. Canalway Trail:

    - Heavily utilized;
    - Want more greenspace and trail connections

- Add benches
- Are the lights on at night?

12. MCC Campus:

    - Develop more greenspace to the north
    - Improve trail connections to MCC, area neighborhoods, and the Canalway Trail

13. Parks and Recreation Department – This is an underutilized space
14. Connect Highland Park to Genesee River with a trail (outside of Town boundary)
15. Corbett's Glen Nature Park – Needs way better signage; one of the most unique and attractive places in Town
16. Auburn Trail - Pave and improve the northern segment; improve connections along this trail
17. Genesee River – Not sure what this looks like, but add recreational boat access to the River in Brighton; we have the canal, promote the river as well
18. Lehigh Rail Trail – Add bike crossing at the East River Road intersection

Bicyclists, Pedestrians & Transit:

19. Need safe winter cycling route between UR/RIT

    - Mt. Hope is treacherous
    - W Henrietta is especially poor for cycling
    - Lehigh Trail is uncleared

20. Formalize sidewalk connection running from Town Hall west along Elmwood Avenue
21. Indian Landing Elementary School – Kids walk this to school; need sidewalks and street lights
22. Monroe Avenue Bus Service – Need enhanced or express bus service from City of Rochester, through Brighton and into Pittsford for commuters, etc.

General Comments:

- Increase connections between open space assets and trails
- Don't want a reduction of greenspace – add more!
- Find separate bike paths away from car lanes – a whole new system
- Improve the low-stress cycling network – bike boulevards, protected bike lanes
- Need bus service connecting Brighton to RIT more directly
- Please reach out to the workforce and lower income residents who need to give input re: mass transit
- Would like to see more affordable housing!
- Age and condition of homes generally decreases as you move outward from Monroe Highland intersection – opportunity for infill of young professionals and young families in older housing stock in need of minor maintenance or repair
- Zoning code is limiting of new development with green infrastructure
- Lack of pride/care for commercial properties (especially along Monroe Avenue) – paving and parking lots not maintained or attractive, no screening of dumpsters
- Overall too much pavement and parking with commercial and industrial areas
- Desire a full day kindergarten

Legend

- Trails
- Town of Brighton
- Brighton Central School District
- Other Brighton Schools
- Municipal Boundaries
- Colleges / Universities
- Parkland

- Development Opportunity Areas
- Parks (Create or Enhance)
- Trails (Create or Enhance)
- Bikeways (Create or Enhance)
- Sidewalks (Desired)
- Transit
- 1 Corresponding Comment Number

NOTE: For specific comments (by number) and further information regarding the public input received as part of the Future Land Use session, see the supporting Future Land Use Station Summary Sheet.

Data Sources: ESRI, National Geographic, Monroe County, Town of Brighton

envision Brighton
planning for a sustainable future

Town of Brighton Comprehensive Plan Update

Future Land Use Station Summary Map

Compiled from comments received at the October 29, 2015, public open house.

N

0 1 2
Graphic Scale
(Miles)

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

Envision Brighton
Public Sustainability Workshop (Public Meeting #2)
Thursday, February 11, 2016 from 5:30–7:30PM
Brighton High School Cafeteria (1150 S Winton Road Rochester, NY 14618)

Meeting Summary

I. Welcome and Introductions

The Town hosted a public sustainability workshop on February 11th to gain feedback from the public on the 2025 Town of Brighton Comprehensive Plan Update. Supervisor William Moehle welcomed meeting participants, and emphasized the importance of input and participation from the town in the planning process.

Approximately 80 people attended the meeting. Meeting participants are listed in Appendix A.

Tanya Zwahlen (Highland Planning) introduced the consultant team and provided a brief overview of the meeting agenda. The meeting took place in the Brighton High School Cafeteria, and attendees first gathered for a presentation. After the presentation, participants were invited to visit a series of stations related to the comprehensive plan vision statement, existing conditions, the market study, and sustainability priorities. Participants were also invited to take two surveys:

1. The first survey uses an on-line mechanism called Survey Monkey, and is posted at https://www.surveymonkey.com/r/brightoncomprehensiveplan.

2. The second survey uses a SMS text-based survey mechanism called Textizen. The Textizen survey is initiated by participants from their cell phones by typing the letter of their response to the first question to a local phone number. The survey question is posted at: http://www.envisionbrighton.org/Portals/20/Documents/Textizen%20Flyer_DRAFT.pdf?ver=2016-01-28-130208-203.

II. Status Report Presentation

A. First Public Meeting

Tanya Zwahlen provided an overview of the first public meeting, which took place on 10/29/15 at Town Hall. Approximately 80 people attended the two meetings. The first part of the meeting consisted of a brief presentation and the community preference survey, which is described in the next section of this meeting summary. The second half of the meeting included five stations:

1. Land Use and Community Character
2. Cardstorming
3. Vision Portraits
4. World Café
5. Kids Activities

The land use and community character station identified development opportunity areas, places where parkland, trails and green space could be expanded.
The cardstorming, vision portraits and world cafe stations asked participants to respond to the following statements and questions in order to garner how residents currently see Brighton today and how they would like to see Brighton in the future:

- Today, Brighton is _____
- In 2025, Brighton will be _____
- Why did you choose to live in Brighton?
- Why do you continue to stay?
- What is Brighton's biggest opportunity?
- What is Brighton's biggest threat?

A full summary of the first public meeting is posted on the project web site, www.envisionbrighton.org.

B. Community Preference Survey Results

John Steinmetz (Steinmetz Planning Group) reviewed the community preference survey results from public meeting #1. Meeting attendees ranked 42 images of residential and commercial buildings, streetscapes, and landscapes based on their personal preferences for the Town of Brighton. Participants ranked each image on a scale of zero to nine, with zero being the least desirable and nine being the most desirable. The results from both sessions are included in Appendix B of the first public meeting summary (10/29/15).

C. Market Analysis Summary

Neil Pariser (Vita Nuova) summarized the market assessment of Brighton that was conducted over the last four months. The assessment included information from

both quantitative data sources as well as interviews. In summary, the Town of Brighton is a highly educated, well-developed and diverse community. Median income and educational attainment in Brighton exceed both State and National levels. The Town has a growing in place senior population which can serve as a potential driver for development of alternative 55+ housing styles like patio or townhouse homes, freeing up the availability of single family home housing stock for younger professionals working or seeking to move to the area.

Fully 50% of all of Brighton's working residents are employed in three professional fields - Education, Health and Technology. Brighton's school system has supported the development of professionals to be employed in these areas creating, in a sense, a revolving intellectual "ecosystem" which provides the three primary industries with the educated labor force they need to promote their growth and in turn provide the residents of Brighton with job opportunities.

With limited development sites available to it for growth in the retail/professional and residential sectors, Brighton must decide on its development priorities and explore adaptive reuse of buildings to meet future growth demands in whatever areas of growth are identified.

D. Introduction to Sustainability in Brighton

Sustainability means "the ability to sustain" the economic, social, and environmental health of our communities. The Finger Lakes Regional Sustainability Report, May 2013, defines goals for the region's vision to be Cleaner & Greener. The Report establishes goals that guide the Town of Brighton's Comprehensive Plan Update. Topics include energy, transportation, land use, waste and water management, economy, acclimate change adaptation, and agriculture/forestry resources.

In April 2014 The Town Board passed a resolution to sign the "Climate Smart Community Pledge" which formally stabled the Town's Sustainability Committee, to pursue actions defined in the pledge. These actions include steps to decrease energy demand and to encourage renewable energy for local government operations, realize benefits of recycling, and promoting climate protection through community land use planning. The pledge is on the Town's website ,http://www.townofbrighton.org/ArchiveCenter/ViewFile/Item/1661>

The Town of Brighton has already accomplished a number of project initiatives that represent these "cleaner/greener, climate-smart" steps: walkable/bikable streets, low impact maintenance of parks, landscape that absorb and clean storm water, dog parks that protect streams and wetlands. Not all steps require municipal action or comprehensive planning, Examples include voluntary and business contributions, such as farmer's markets, promotion of local food to table programs, energy audits, recycling initiatives.

This public hearing invites public engagement of the sustainability opportunities to

improve life and livelihood of the Town of Brighton, its Sustainability Committee, and the Envision Brighton Comprehensive Plan.

III. Collaborative Working Stations

a. Key Issue Identification

Comments from this station were:

- Post maps on project website
- Mixed age level housing so elderly are not isolated. Mix with single age generation.
- Nice recreation center for the town for multi-aged usages such as Senior Center, after school programs, etc., continuing education, entertainment
- Westfall Rd. open space. Community Center, recreation offices, farmers market, year round trails.
- Conserve as open space (wildlife habitat)
- Establish Community Sponsored Agriculture (CSA)
- Keep the open spaces we have open. Look at setting up Brighton as a Blue Zone. Possible CSA at Westfall and Winton?
- Shared use trails in parks for all to enjoy, kids to elderly
- No more condo developments with their unfair real estate tax advantages. If greater density is desirable, require them to be "townhomes" as Pittsford does.
- First, focusing on walkability & bikeability sums silly – even in denser Rochester, with nicer sidewalks, people aren't out walking, but especially in light of our aging population, this focus feels like a waste of time/money. Also, weather should be considered when making any assumptions about increasing biking as a substitute for driving.
- Senior housing – be careful what you wish for. Is senior housing "sustainable"? Post baby boomer bubble? What will happen to those senior units? Development of housing that meets the needs of seniors must also be convertible and desirable for other future segments of the population.

b. Market Analysis

Comments from this station were:

- Niche market
- Local artist co-op
- Where?
- Developers at 12 Corners who have proven commitment to walkable urban communities, local businesses and housing at many price points
- Farmers market full time
- Organic community agriculture with daily farmers market available (use Westfall open land)
- Blue zone solutions

- Want to see recreational facilities – pool.
- I'd like to see a rec/community center somewhere that the town can hold/consolidate classes/events/markets/whatever.

c. Community Survey

Five computers were available for participants to use to take the survey. There were also paper copies of the survey available. Highland Planning staff was available to assist participants with both surveys.

d. Envision Brighton Vision Statement

During the breakout sessions at the Public Sustainability Workshop, Steinmetz Planning Group (SPG) posted comment boards asking for attendees' thoughts on the Comprehensive Plan update's draft vision and policy statements and ideas for their implementation. John Steinmetz and Molly Gaudioso of SPG were on hand to answer questions and engage with the local residents and stakeholders of Brighton. Included below are the draft vision and policy statements and their follow-up questions as they were presented on the boards for comment. The bullets include a comprehensive listing of all the attendees' responses to each question.

1. **Envision Brighton – Vision Statement**
   Centrally located in the Rochester metropolitan area, the Town of Brighton has long been a community celebrated for its history, cultural diversity, and educational opportunities. In planning for the future, our commitment to Brighton residents will be to actively…

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

   We will strive to achieve this vision by implementing sustainable

policies on a community-wide platform through the actions of our local leaders, business partners, and engaged residents.

Question: How'd we do capturing your community vision and values?

- No comments

2. **Environmental Policy Statement**
   Brighton's natural environment and resources play an important role in the community as ecological, aesthetic, and recreational assets. The continued preservation and enhancement of our wild areas, woodlots, parks, wetlands, the Genesee River and the Erie Canal will remain a priority in all development efforts and decision-making. We acknowledge the affects our built environment can have on our natural resources and will work to promote environmental stewardship throughout the community to ensure the quality and availability of our natural resources, open space, and parkland for both current and future generations.

   Question: What ideas do you have for achieving environmental sustainability?

   - "Acknowledging the affect" seems vague and weak (Language in draft statement)
   - Community farm at Buckland – Support local agriculture and farmers market
   - Discourage cars in town area – Encourage walking and biking
   - Community organic farm on Westfall Road
   - More trees
   - More permeable surfaces
   - Slow traffic on Monroe Avenue, in particular near the Middle School and administration building
   - Have an active tree replanting program
   - Sustainability goals should include improving energy efficiency, stormwater management, reducing heat island effects, and looking for ways to add trees
   - Greenspaces, connecting trails and sidewalks, greenways exist in Brighton, we need to maintain and work to improve these features
   - Get much of Brighton off the main energy grid, be more resilient and green
   - Goals should include decreasing reliance on fossil fuels and viewing water as a resource

- Desire for shared-use trails and cycling connectivity – Volunteers can help! (www.mygroc.com - Genesee Regional Off-Road Cyclists)
- Landscaping, trees, berms needed at Buckland Park to buffer expressway

3. Economic Policy Statement

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

Question: How do you envision the community implementing economic sustainability?

- How about the trade off between economic development and environmental impact?
- One of our greatest challenges is balancing our maintenance, use, and redevelopment of aging 12-corners area infrastructure with development in WEST Brighton
- Need to use land behind property on Henrietta Road better
- Enhancing or developing more businesses or recreational events should be preceded by traffic issues (i.e. Monroe Avenue congestion, 590 Ramps, etc.)
- Try to fill vacancies in the 12-corners area and improve appearance of Monroe Avenue are approaching Cobb's Hill.
- Emphasize action on climate change to attract young adults to Brighton. This would enhance long-term economic viability
- Green energy and technology companies
- No whole foods – year round daily farmers market instead!
- No whole foods
- More festivals! Other towns have bike tours maybe work with other town to have a multi-town tour or just a bike tour through Brighton
- As people in the other regions move to areas with plentiful water and more livable communities, Brighton should be ready to take advantage of economic growth opportunities while planning for these migration impacts
- Keep fuel cell and renewable energy testing in Brighton! Immediate opportunity!!

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

   Question: What policies, programs, or projects would you suggest to build on our sense of community?

   - What is the future use for tomorrow's senior housing? (Post boomer housing)
   - More town-wide recycling events
   - More community festivals
   - Have an ongoing photo record of buildings and spaces to refer to
   - Want "small town" walkable village center that you can park once and shop or people watch
   - More events like Clean Sweep – with a different focus
   - There is a need to strengthen the sense of community for parts of the Town located far from 12-corners, or in other school districts. Having satellite operations at fire halls might be one option. Safe bike paths from the Hinterlands is another.
   - Erie Canal access improvements – parking, docks, picnic area
   - Recreation Center or Community Center
   - Build a community center
   - A boat put in (kayak, canoe, etc.) on river in west Brighton
   - Great trails in Brighton – Link them to other towns
   - Add walkability and bike-ability on Monroe Avenue and Elmwood Avenue so people are out and interacting
   - Energy efficient, attractive town feeling at 12-corners and elsewhere with attractive mixed commercial/apartment buildings

5. **Public Health & Safety Policy Statement**
   By supporting the physical, intellectual, and emotional health of Brighton residents, our collective quality of life is enhanced. Our residents' physical health and safety is dependent upon the efficient

provision of public services and utilities, as well as the implementation of an effective multi-modal transportation network, while our intellectual and emotional wellbeing is fostered by our local schools, libraries, parks, religious institutions, and various service organizations. As our Town continues to grow and change with future development and investment, we will commit to evaluating the health, safety, and wellbeing of our residents to ensure the community services available are adequate to meet the demands of current and future populations in a fiscally responsible manner.

Question: What efforts could be made to improve or enhance the health and wellbeing of residents?

- "Efficient provision of public services and utilities" – A real future is NOW energy-sustainable utility. Brighton based, owned, run and managed; i.e. Fairport, etc. Use our brain power and will power to push it to NYS.
- Although care-based transportation is important, maintaining and increasing walkability and bike-ability is important to maintain and enhance quality of life and a sense of community.
- Making ALL of Brighton's streets more pedestrian and bike friendly will go far in building a stronger community
- Be more flexible about tree cutting to allow sun to grown vegetable gardens
- Better shielding of neighborhoods from air and noise pollution of highways and busy roads
- Solar panels on car ports in parking lots
- Community owned electric
- Bike-able/walkable streets
- Reduce cars for cleaner air
- Encourage electric cars with charging stations
- Public transportation to physician office complexes such as Clinton Crossing (electric cars)
- Bring market to the barn at Buckland Park
- Multi-modal is the way to go! Let's increase bike lanes on Monroe Avenue? How about neckdowns to slow traffic?

e. Community Priorities for Sustainability

- Comments from the public included:
- Lead the town citizens by installing LEDs in all town buildings. This saves money vs. costing money.
- Place solar panels on Town Hall and Public Works buildings. Reduce green house gases (GHGs).
- Place recycling containers on all town properties.

- Place to recycle, turn in household chemicals & electronics.
- Sustainability – designed, natural surface, shared-use trails
- Raise minimum lawn height to 2 ½ inches
- Discourage (by some means) watering of lawns
- Encourage neighborhood associations to undertake a sustainability project – maybe even a competition between streets
- Require any new construction to meet "Passive House" Standards for energy use and health.
- Find ways to incentivize home owners to reduce energy use by wrapping homes/other insulation opportunities (tax break or grant funding)
- Encourage electric vehicles – charging stations at library, town hall, other locations
- Improve walkability, bikeability, town bus to 12 Corners area
- New house construction of prior home lots must include passive energy sources – mega mansions should give back rather than suck up more energy
- Permit composting within the town for food service industries – provide topsoil for organic farmers.
- Solar panels along space of 590 like done in Massachusetts – use as much unusable land to generate passive renewable energy
- Make energy generation (solar, wind, geothermal & other renewables) be allowable on open land. Re-make the Westfall land into a farm! What a unique gem for the larger community! Integrate with Farm Market.
- Brighton is a town growing more elderly, but we need to remember that families with young children are important too as a group. Sustainability is very important to us (attend a Brighton Farmers Market to see). These meetings are often not well attended by busy families, so it is key to seek many methods for feedback.
- We have many beautiful parks. Please remember that kids & grown-ups alike enjoy the parks. That means shared-use. Biking can also be a fun activity, limiting parks & trails to just walking segregates many citizens and kids. Remember kids like to bike too! Do we want them biking on roads? Or in parks on paths & trails?
- Parks, landscapes & maintenance – less grass, more native plants. Trees – consider impact on other gardens, shade not always good. Streetlights – minimize or eliminate – require LED where needed. Stop picking up yard debris and encourage neighborhood composting. Allow residents to bring yard debris to a town-operated site, but move that site out of the direct drainage basin of Irondequoit Bay. Alternate energy generation should be allowed as a stand-alone use so that neighborhoods could generate their own energy. Could have solar panels/shaded parking lots. Neighborhoods should be walkable/bikeable and businesses should be bike friendly and install bike racks. Climate Smart Communities, Pledge Element 6 recommendations should all be high priority elements of the comprehensive plan.

- Promote GI through education to general public. Promote summer walk illustrating GI and its benefits. Have a naturalist lead the tour. Enhance / protect wetlands. Bury power lines.
- Natural resources are important and should be protected. Open space in Brighton is vanishing. Preserve open space on Westfall Road.
- The bridges in Genesee Valley Park are treasures. Several are in need of repair, maybe not structurally, but they do need to be restored. The details are crumbling on several. At some point they should be refinished. Make Olmstead proud again.

IV. Additional Comments

- We should be addressing the quality of place. How is this an expression of the values of the community? How can we promote social interaction? The Brighton Farmers Market captures this spirit – our aura. The Comp Plan 2000 stated the goal of enhancing the Twelve Corners – that has not happened. How will this plan address this? Strengthen the core.
- Importance of churches and the support of community needs by different groups that meet regularly in them, weekly, monthly – enrichment to community. Also, how can they support new needs of community such as recycle/repair café.
- Brighton is the site of a very capable (but discreet) fuel cell testing and commercialization center. This is scheduled to close this year, and a group of interested parties from not-for-profit, academic and start-up companies is trying to convert it to an open source facility for renewable energy and fuel cell commercialization. Can we get a letter of support from Envision Brighton and the Town of Brighton?
- Provide connection from rear corner of Buckland to end of Senator Keating. Better pedestrian – bicycle bridge over 590.
- Car charging at Brighton High School – great employee benefit & talking aid.
- Can we create a joint effort with U of R, RIT, and MCC for some kind of public transport to allow students/adults to commute to school or work similar to what is available in Western Massachusetts between Amherst, UMass Amherst, Mt. Holyoke, Smith Colleges?

Bob Paine
John + Shirley Shaw
Susan Hughes-Smith
Jason DiPonzio
Ted Kidd
John Osowki
Erinn Ryen
Michael T Farrell
John Keevert
Marty Foti
Dorothy R. Pecoraro
Peggy Mattison
Leigh Little
Ben Little
Steve Kittelberger
Sandra E. Brewer
Dennis Mier
Shubhangi Gandhi
Laura Church
Margey Saunders
Sana & Al Rubin
James Wentworth
Mark Kokanovich
Paul White
Susan Korpeck
Betsy Schauf
Ron Wexler
Robert Minemier
David C. Ryder
Paul Tankel
Sue Gardener Smith
Todd Grassy
Cheryl Rus
Margy Peet
John Schiess
Frank Sciremammano
Michael E. Pollock
Rich De Sarra
Stuart Mackonzer
Maggie Symington
Ben Virts
Angelika Marcus
Ann Kittelberger
William A Brewer
Margret Avino
Karen Morris
Kate Antoniades
Betsy Liano
Peter Siegrist
David Marcus
Martha Blair
Ellie Rusling
Chris Werner
Carol Geroux
Jose A Fernandez
Jim Vogel
Rachel Clar
Melissa Carlson
Elizabeth Seely
Pamela Stiles
Ryan Esse
Jim Sutter
Adam Reitz
Louise Novros
Claire McLauchlin
George Smith
Deborah V. Antoniades
Karl Marsiglio
Jim Sorrentino
Marty Moynihan
Steven E. Pisher
Neil Seely
David Fader
Madeline Schmitt
Karen Elam
Helena Shrier
David Shrier
Christine Corrado

APPENDIX C

Tabloid Sized Maps

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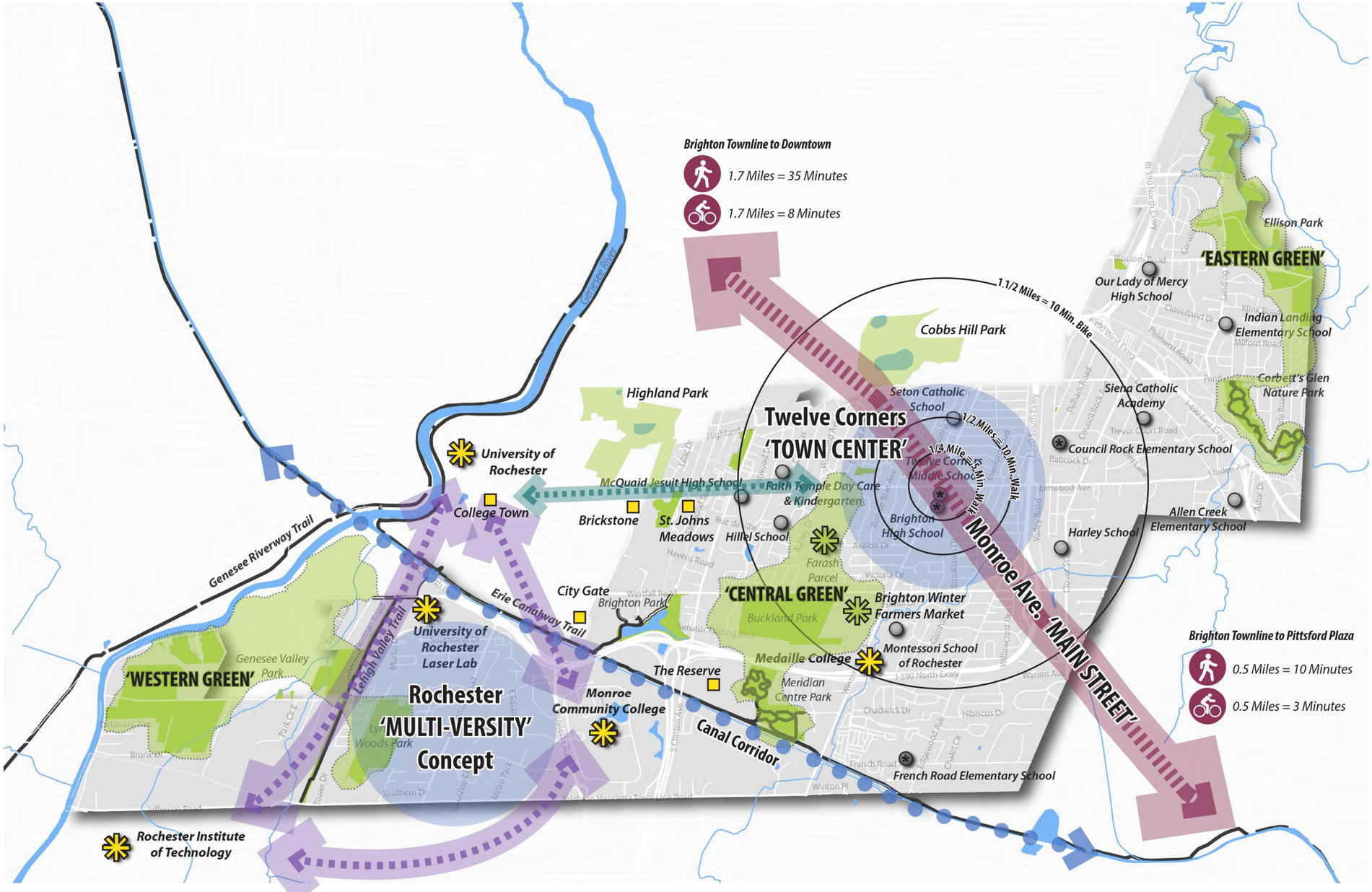
Town of Brighton Comprehensive Plan Update

WEST BRIGHTON DEVELOPMENT AREA

Figure: 1



LEGEND

- Brighton Central School District
- Other Schools
- Colleges and Universities
- Recent Developments
- Parkland
- Trails
- Open Space Opportunities
- 'Main Street'
- 'Multi-Versity' Connectivity
- Inter-municipal Connector
- 'Green Zones'

April 2016

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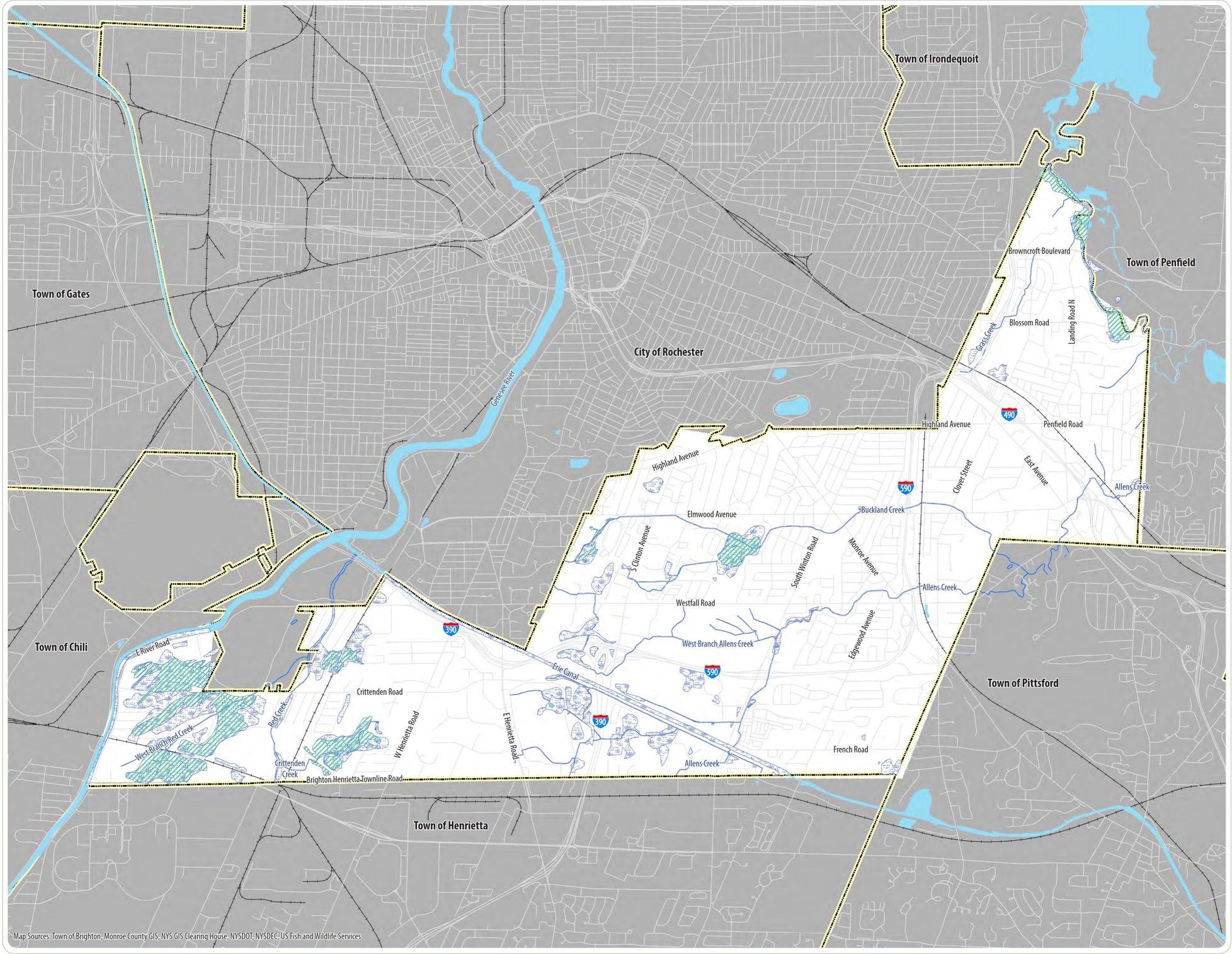
Town of Brighton Comprehensive Plan Update

WETLANDS

Figure: 2



LEGEND

- NYSDEC Wetlands (423 Acres, 4.2%)
- Federal NWI Wetlands (921 Acres, 9.2%)
- Municipal Boundaries

0 1 2

Graphic Scale
(Miles)

April 2016

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT, NYSDEC, US Fish and Wildlife Services

File Path: C:\Users\lhoq\Desktop\Brighton\Revised Map Figures\1609002_ Wetlands.indd

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Town of Brighton Comprehensive Plan Update
FLOODPLAINS
Figure: 3

LEGEND

- 100-year Floodplain (945 acres, 9.4%)
- 500-year Floodplain (510 acres, 5.1%)
- Municipal Boundaries

Graphic Scale (Miles): 0, 1, 2

April 2016

Town of Irondequoit
Town of Penfield
Town of Gates
City of Rochester
Town of Chili
Town of Pittsford
Town of Henrietta
Genesee River
Browncroft Boulevard
Blossom Road
Grass Creek
Landing Road N
Highland Avenue
Penfield Road
490
590
390
Clover Street
East Avenue
Allens Creek
Buckland Creek
Elmwood Avenue
S Clinton Avenue
South Winton Road
Monroe Avenue
Westfall Road
West Branch Allens Creek
Edgewood Avenue
Erie Canal
Crittenden Road
E Henrietta Road
W Henrietta Road
French Road
E River Road
Red Creek
West Branch Red Creek
Crittenden Creek
Brighton-Henrietta Townline Road

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT, FEMA

File Path: C:\Users\hcq\Desktop\Brighton\Revised Map Figures\1609002_Floodplains.indd

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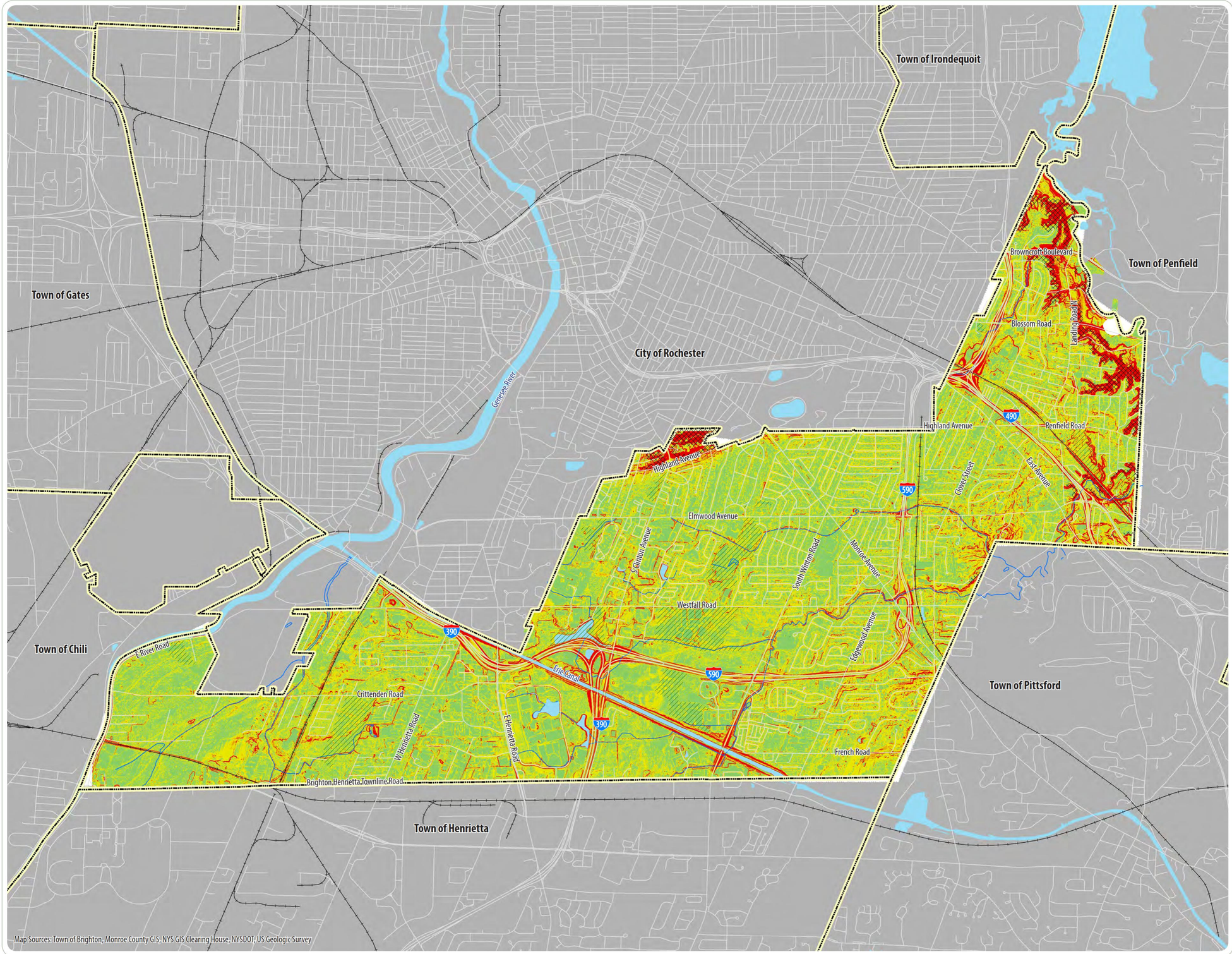
Town of Brighton Comprehensive Plan Update

TOPOGRAPHY

Figure: 4



LEGEND

- Steep Slopes (>15%)
- Municipal Boundaries
- Town Parks

Slope

- 0-3%
- 3-10%
- 10-15%
- >15%

0 1 2

Graphic Scale
(Miles)

April 2016

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT, US Geologic Survey

File Path: C:\Users\hcq\Desktop\Brighton\Revised Map Figures\1609002_Topography.mdd

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DRAFT

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Town of Brighton Comprehensive Plan Update

SOILS

Figure: 5

Town of Irondequoit

Town of Gates

City of Rochester

Town of Penfield

Town of Chili

Town of Pittsford

Town of Henrietta

Genesee River

E River Road

Browncroft Boulevard

Blossom Road

Landing Road N

Highland Avenue

Penfield Road

Clinton Street

East Avenue

Elmwood Avenue

S Clinton Avenue

South Winton Road

Monroe Avenue

Edgewood Avenue

Westfall Road

Erie Canal

Crittenden Road

W Henrietta Road

E Henrietta Road

Brighton Henrietta Townline Road

French Road

490

590

390

LEGEND

- Municipal Boundaries

Soil Drainage Capability

- Unknown (Urbanized Area)
- Very poorly drained
- Poorly drained
- Somewhat poorly drained
- Moderately well drained
- Well drained
- Somewhat excessively drained

Note: Soils data based readily available USDA National Resources Conservation Service (NRCS) GIS layer information. More detailed information provided by the Town of Brighton suggests there are areas of the Town with heavier soil classes such as Clay, particularly in Central Brighton. Please contact the Town Engineer for more detailed soils data.

0 1 2

Graphic Scale
(Miles)

April 2016

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT, US Geologic Survey

File Path: I:\Shared\1600\1609.002\Working INDD\Figures\FINAL figures\1609002_Soils.indd

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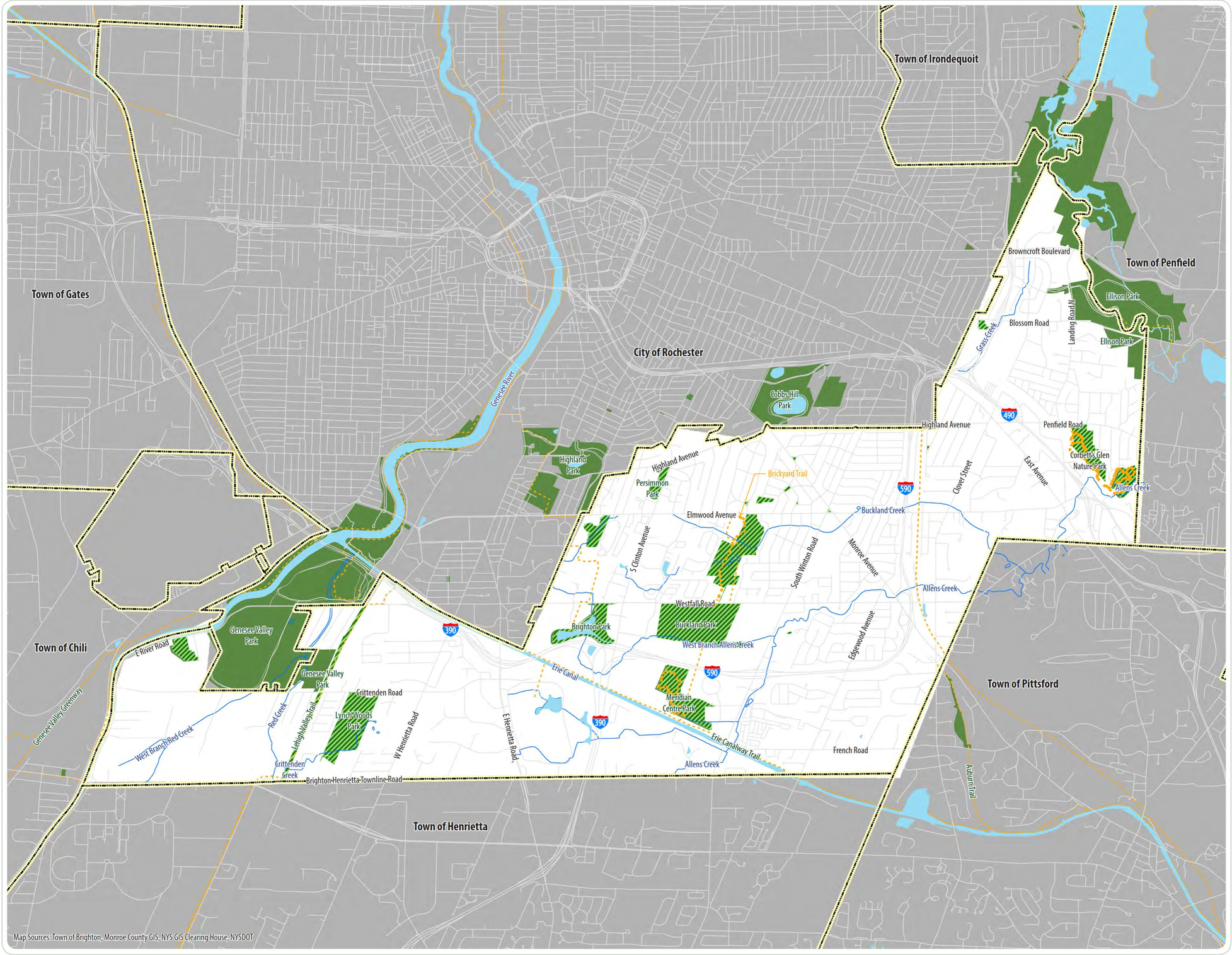
Town of Brighton Comprehensive Plan Update

PARKS, TRAILS AND OPEN SPACE

Figure: 6



LEGEND

- Town of Brighton Parks (499 Acres, 4.9%)
- Monroe County Parks
- Trails
- Municipal Boundaries

0 1 2

Graphic Scale
(Miles)

April 2016

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT

File Path: I:\Shared\1600\1609.002\Working IN\DD\Figures\FINAL figures\1609002_Parks Trails Open Space.indd

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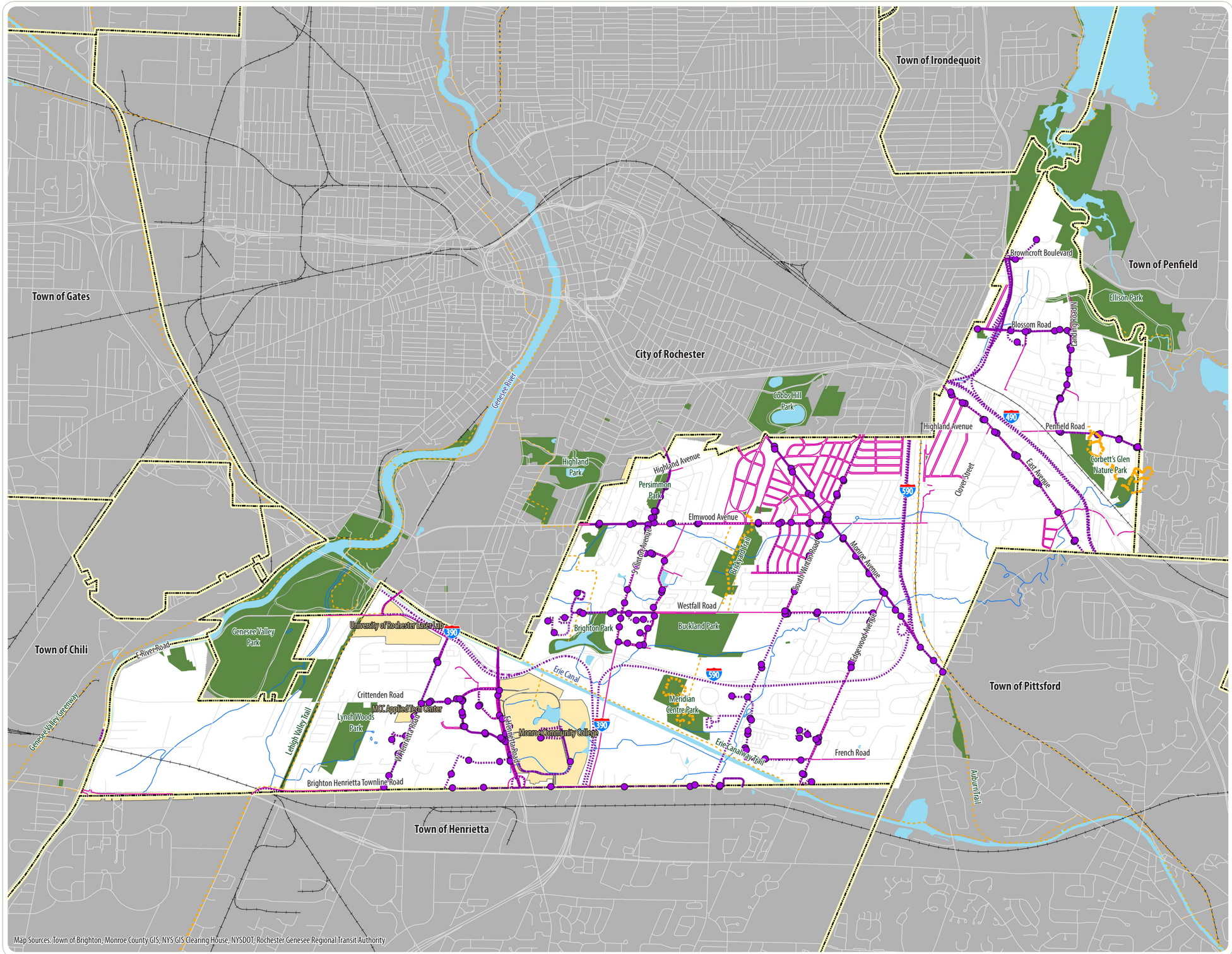
Town of Brighton Comprehensive Plan Update

TRANSIT & ACTIVE TRANSPORTATION

Figure: 7



LEGEND

- Bus Stops
- Bus Routes
- Sidewalks
- Trails
- Municipal Boundaries
- Parks
- Colleges / Universities

0 1 2

Graphic Scale
(Miles)

April 2016

File Path: I:\Shared\16000\16093.002\Working\INDD\Figures\16093002_Active Transportation.indd

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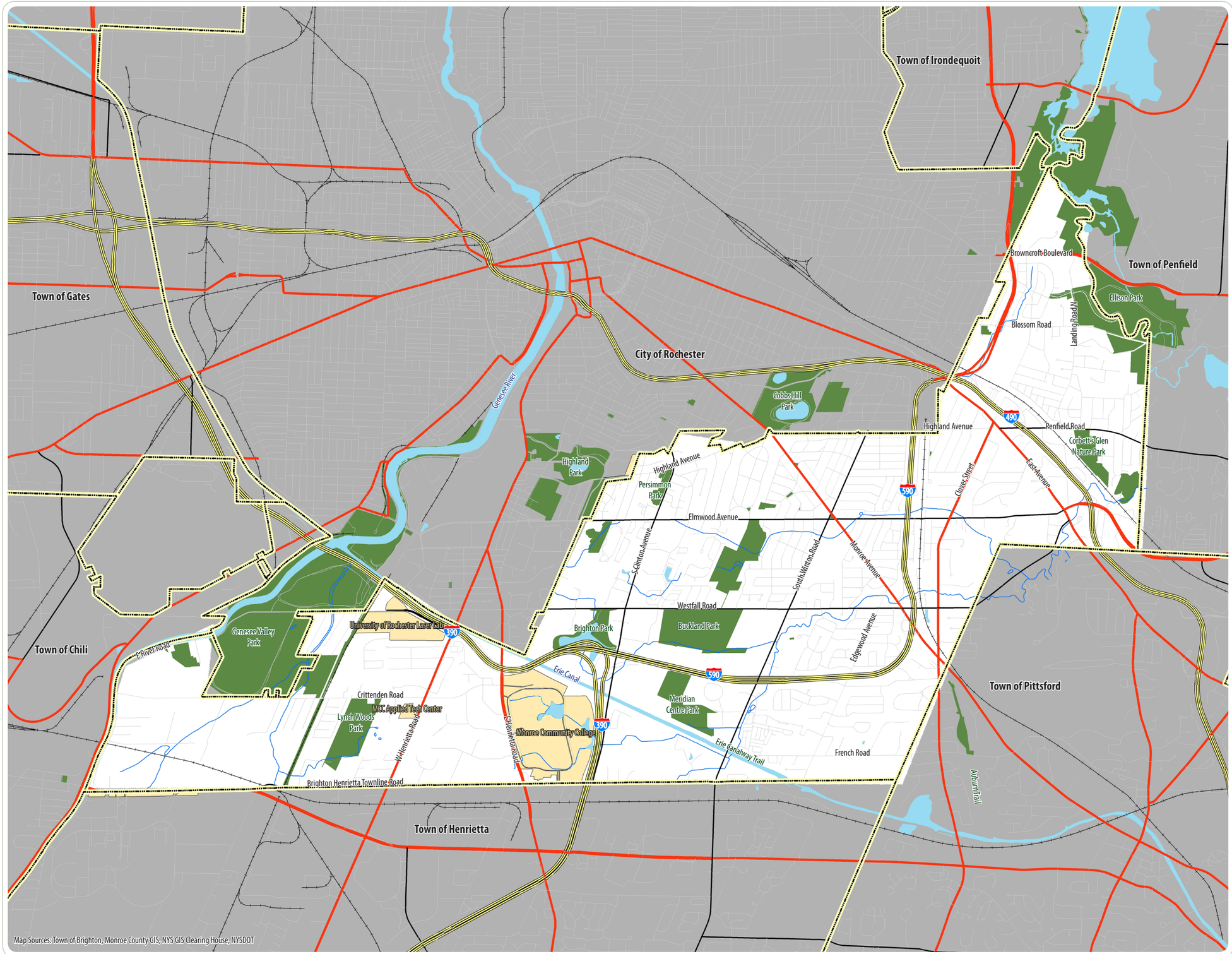
Town of Brighton Comprehensive Plan Update

VEHICULAR TRANSPORTATION

Figure: 8



Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT

LEGEND

- Municipal Boundaries
- Parks
- Colleges / Universities

Road Jurisdiction

- Interstate (19 Miles in Brighton)
- State (14.6 Miles in Brighton)
- County (17 Miles in Brighton)
- Local

0 1 2

Graphic Scale
(Miles)

April 2016

File Path: 1609002_ Vehicular Transportation.indd

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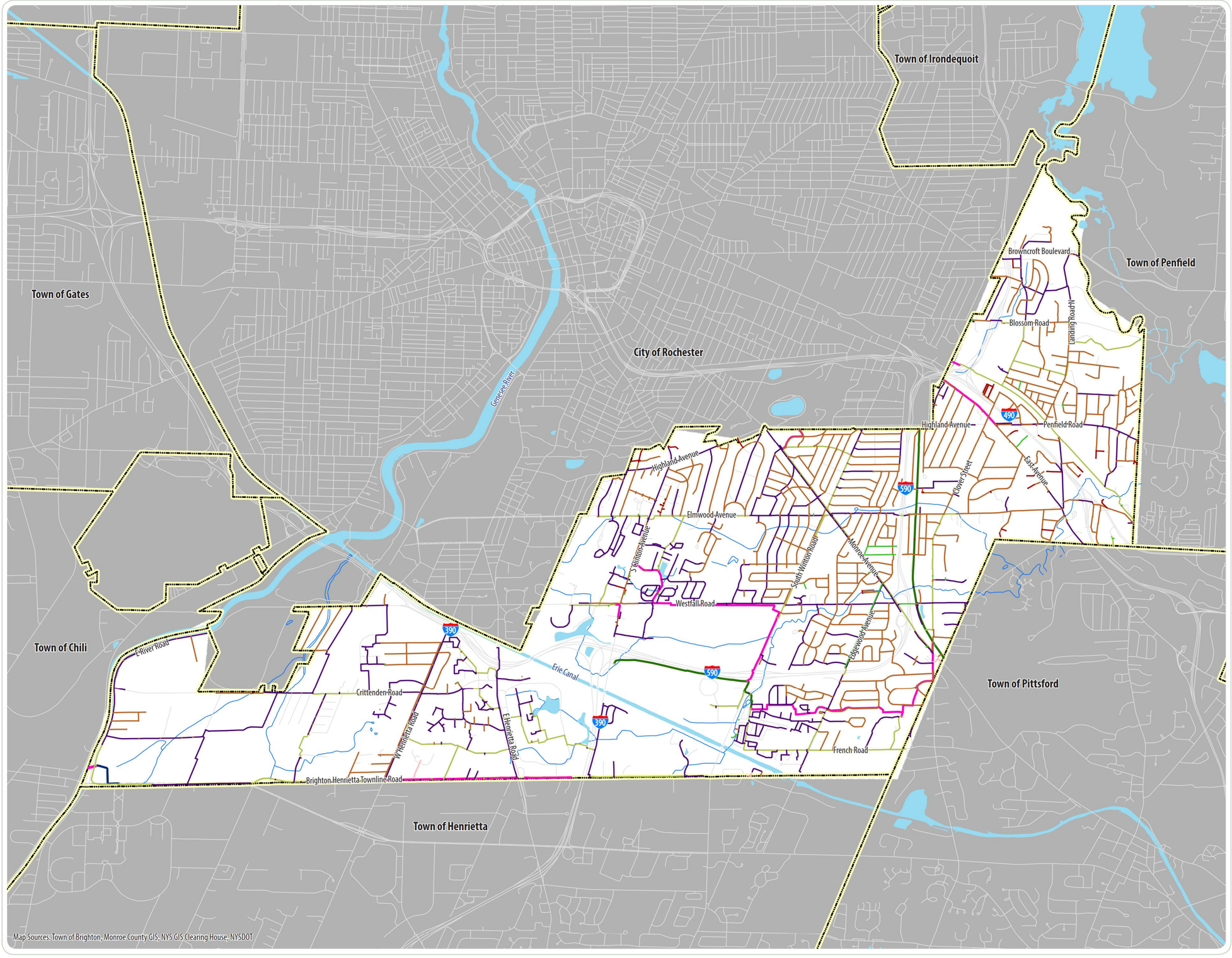
Town of Brighton Comprehensive Plan Update

UTILITIES: WATER

Figure: 9



LEGEND

- Municipal Boundaries

Water Mains (160.6 miles)

Pipe Diameter in Inches

- 2
- 4
- 6
- 8
- 10
- 12
- 16
- 20
- 24

0 1 2

Graphic Scale
(Miles)

April 2016

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT

File Path: I:\Shared\16001\1609.002\Working (NOD) Figures\FINAL figures\1609002_Utilities-Water.mxdd

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

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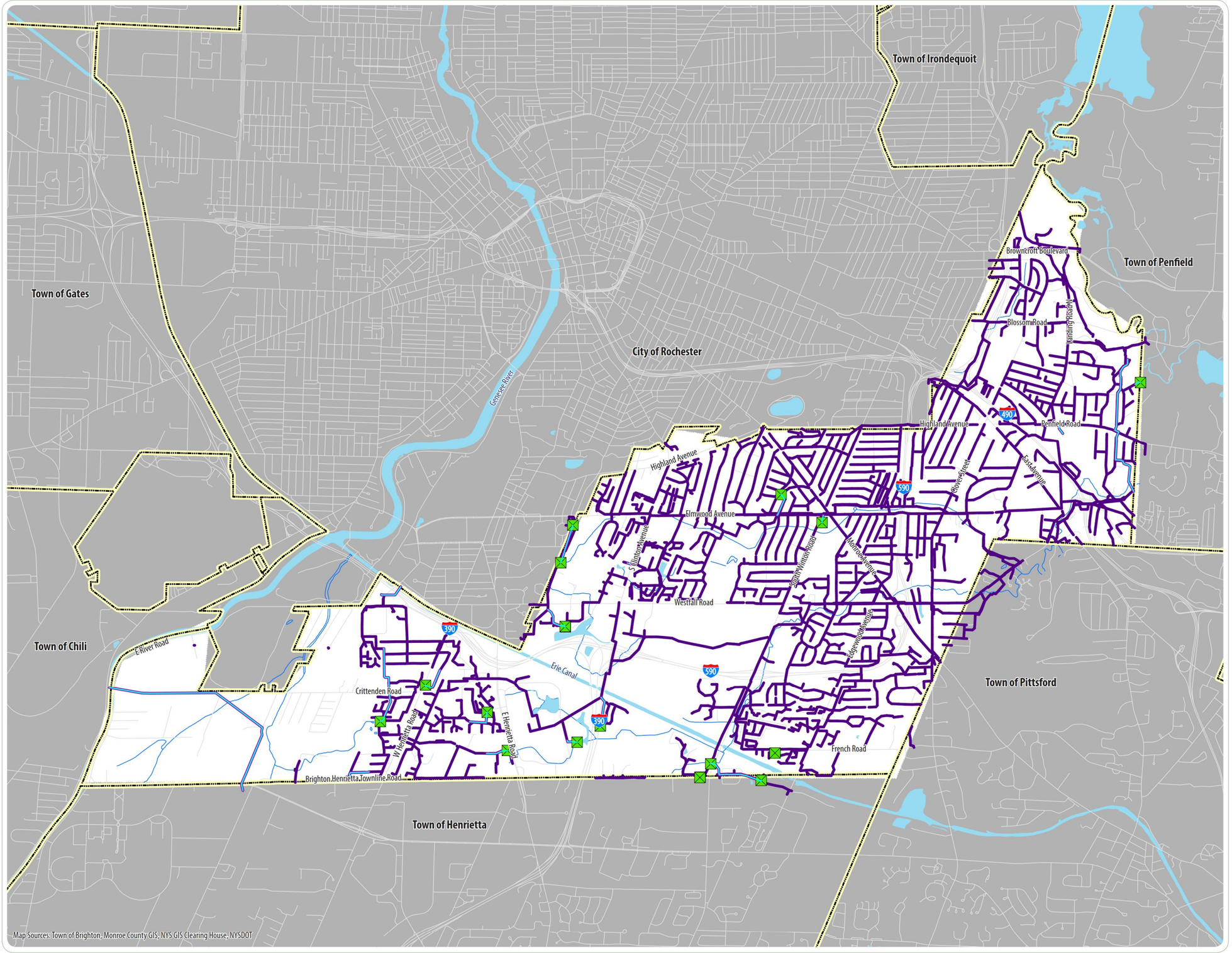
Town of Brighton Comprehensive Plan Update

UTILITIES: SEWER

Figure: 10



LEGEND

- Sewer Pump Stations
- Sewer Force Mains (6.5 miles)
- Sewer Mains (154.2 miles)
- Municipal Boundaries

0 1 2

Graphic Scale
(Miles)

April 2016

File Path: L:\Shared\1600.1609.002\Working INDD\Figures\FINAL figures\1609002_Utilities-Sewer.indd

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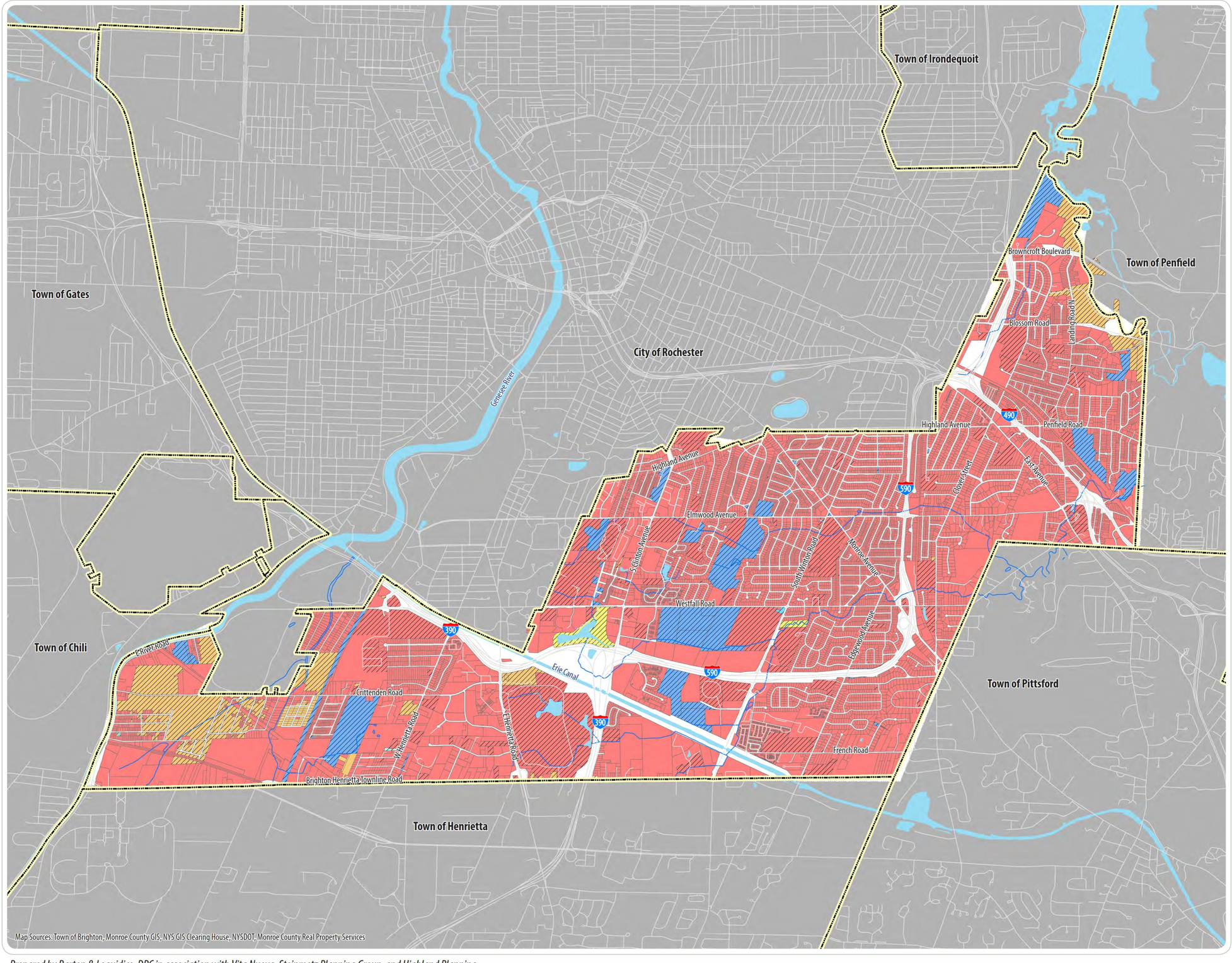
Town of Brighton Comprehensive Plan Update

LAND OWNERSHIP & COMMUNITY FACILITIES

Figure: 11



Map Sources: Town of Brighton; Monroe County GIS; NYS GIS Clearing House; NYSDOT; Monroe County Real Property Services

LEGEND

- Municipal Boundaries
- Tax Exempt Parcels (2,246 acres, 22.5%)

Public Ownership (1,130 acres, 11.3%)

- Town of Brighton (552 acres, 48.8%)
- Monroe County (516 acres, 45.6%)
- New York State (57 acres, 5%)
- Brighton Fire District (1.4 acres, 0.12%)
- Brighton Volunteer Ambulance Inc (1.5 acres, 0.13%)
- West Brighton Fire Department (1.9 acres, 0.17%)
- West Brighton Water District (0.55 acres, 0.05%)

Private Ownership (7,103 acres, 71%)

- Private
- CityTown

Right of Way (1,762 acres, 17.6%)

- Right of Way (1,762 acres, 100%)

Primary Tax Exept Entities

Town of Brighton (552 acres)
Monroe County (516 acres)
Monroe Community College (280 acres)
University of Rochester (117 acres)

0 1 2

Graphic Scale
(Miles)

April 2016

File Path: I:\Shared\1600\1609.002\Working INDD\Figures\FINAL figures\1609002_Land Ownership.indd

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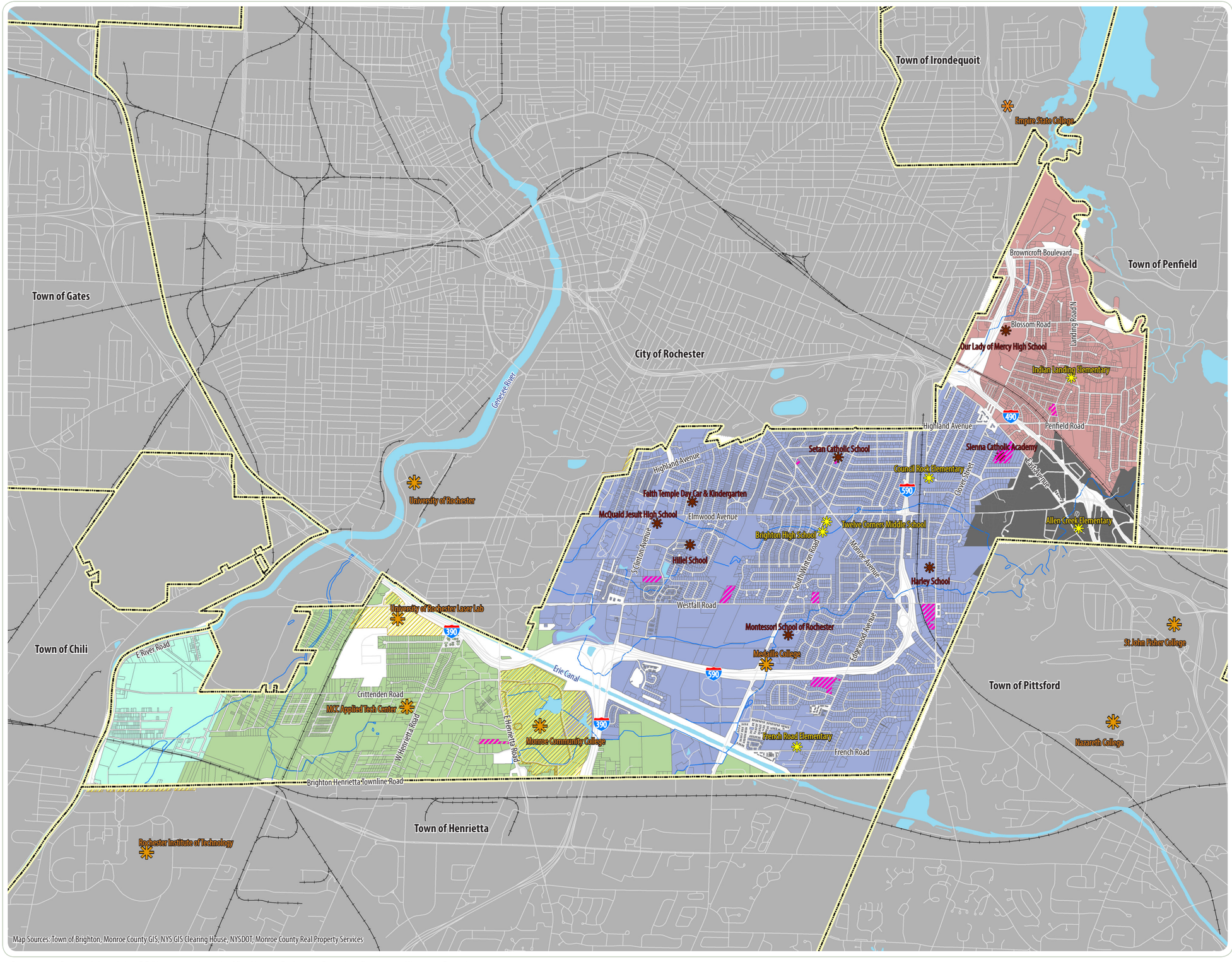
Town of Brighton Comprehensive Plan Update
SCHOOLS
Figure: 12



LEGEND

- Municipal Boundaries
- Places of Worship

School District Locations

- Private
- Public
- Colleges / Universities
- College Properties

School Districts

- Brighton Central
- Penfield Central
- Pittsford Central
- Rush Henrietta Central
- Wheatland Chili

0 1 2
Graphic Scale
(Miles)

April 2016

File Path: 1609002_School Districts.indd

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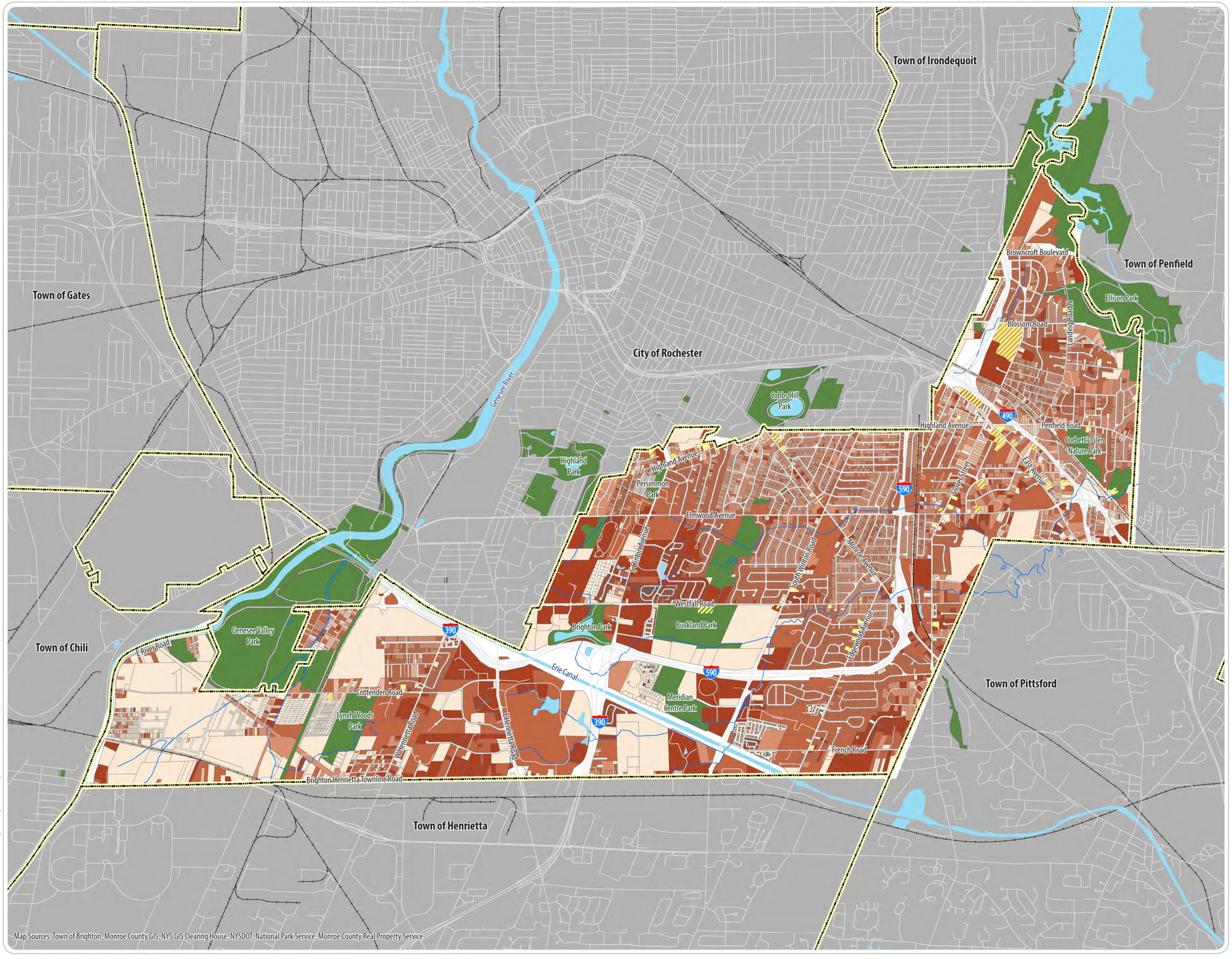
Town of Brighton Comprehensive Plan Update

HISTORIC PROPERTIES

Figure: 13



LEGEND

- Municipal Boundaries
- Parks
- Town Designated Historic Properties

Year Structure Built

- 0 - 1900
- 1901 - 1924
- 1925 - 1949
- 1950 - 1975
- 1976 - 2014

0 1 2

Graphic Scale
(Miles)

April 2016

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT, National Park Service, Monroe County Real Property Service

File Path: I:\Shared\16009.16009.002\Working INDD\Figures\FINAL figures\16090902_Historic Properties.indd

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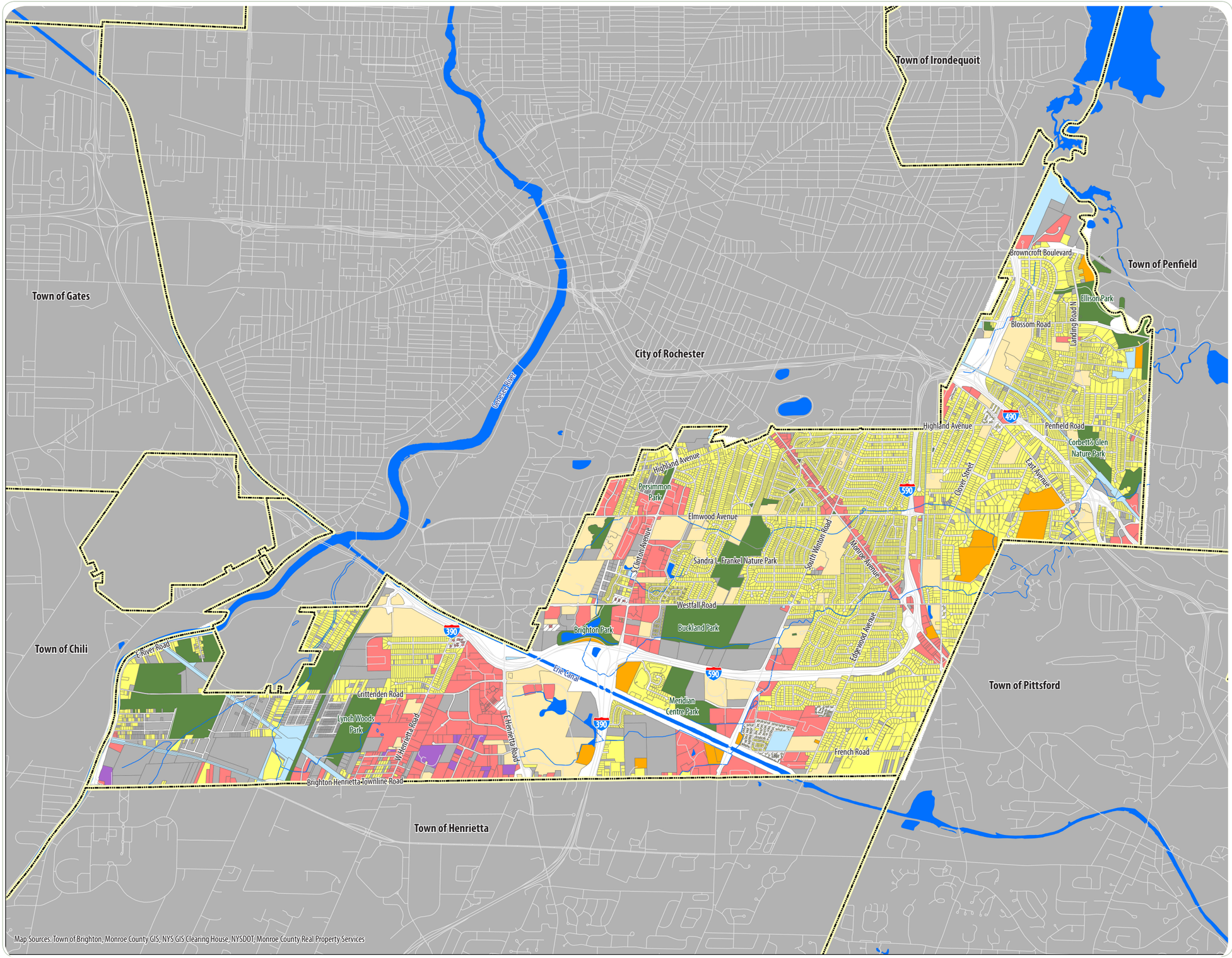
Town of Brighton Comprehensive Plan Update

LAND USE 2018

Figure: 14



LEGEND

- No Data (218 acres, 2.6%)
- Residential (3,407 acres, 41.4%)
- Vacant (1,537 acres, 18.7%)
- Commercial (1,107 acres, 13.4%)
- Recreation/Entertainment (356 acres, 4.3%)
- Community Services (982 acres, 11.9%)
- Industrial (48 acres, 0.6%)
- Public Services (239 acres, 2.9%)
- Parks, Open Space, & Conservation (338 acres, 4.1%)
- Municipal Boundaries

0 1 2

Graphic Scale
(Miles)

April 2016

Map Sources: Town of Brighton, Monroe County GIS, NYS GIS Clearing House, NYSDOT, Monroe County Real Property Services

File Path: I:\Shared\16001\1609.002\Working INDD\Figures\1609002_Land Use_061818.indd

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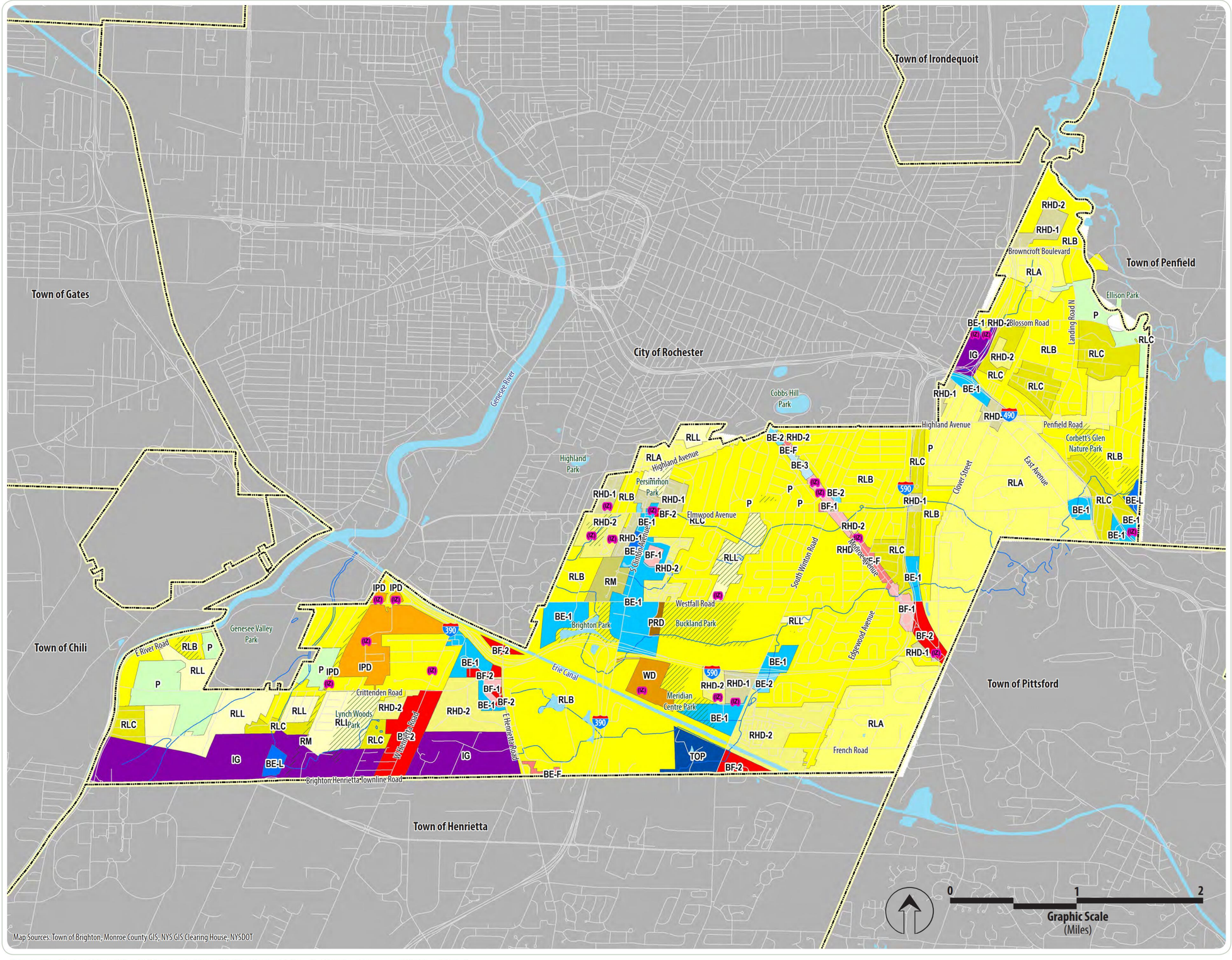
Town of Brighton Comprehensive Plan Update

ZONING

Figure: 15



LEGEND

- Municipal Boundaries
- Town Parks

Zoning District

- Park (P)
- Residential - Large Lot (RLL)
- Residential - Low Density (RLA)
- Residential - Low Density (RLB)
- Residential - Low Density (RLC)
- Residential - Medium Density (RM)
- Residential - High Density (RHD-1)
- Residential - High Density (RHD-2)
- Planned Residential Development (PRD)
- Institutional Planned Development District (IPD)
- Waterfront District (WD)
- Neighborhood Commercial (BF-1)
- Low Intensity Commercial (BE-F)
- General Commercial (BF-2)
- Office/Commercial Mixed Use (BE-3)
- Office/Transitional (BE-2)
- Office & Office Park (BE-1)
- Office - Low Density (BE-L)
- Technology & Office Park (TOP)
- Light Industrial (IG)
- Incentive Zoning (IZ)

April 2016

File Path: I:\Shared\1600\1609.002\Working INDD\Figures\FINAL figures\1609002_Zoning.indd

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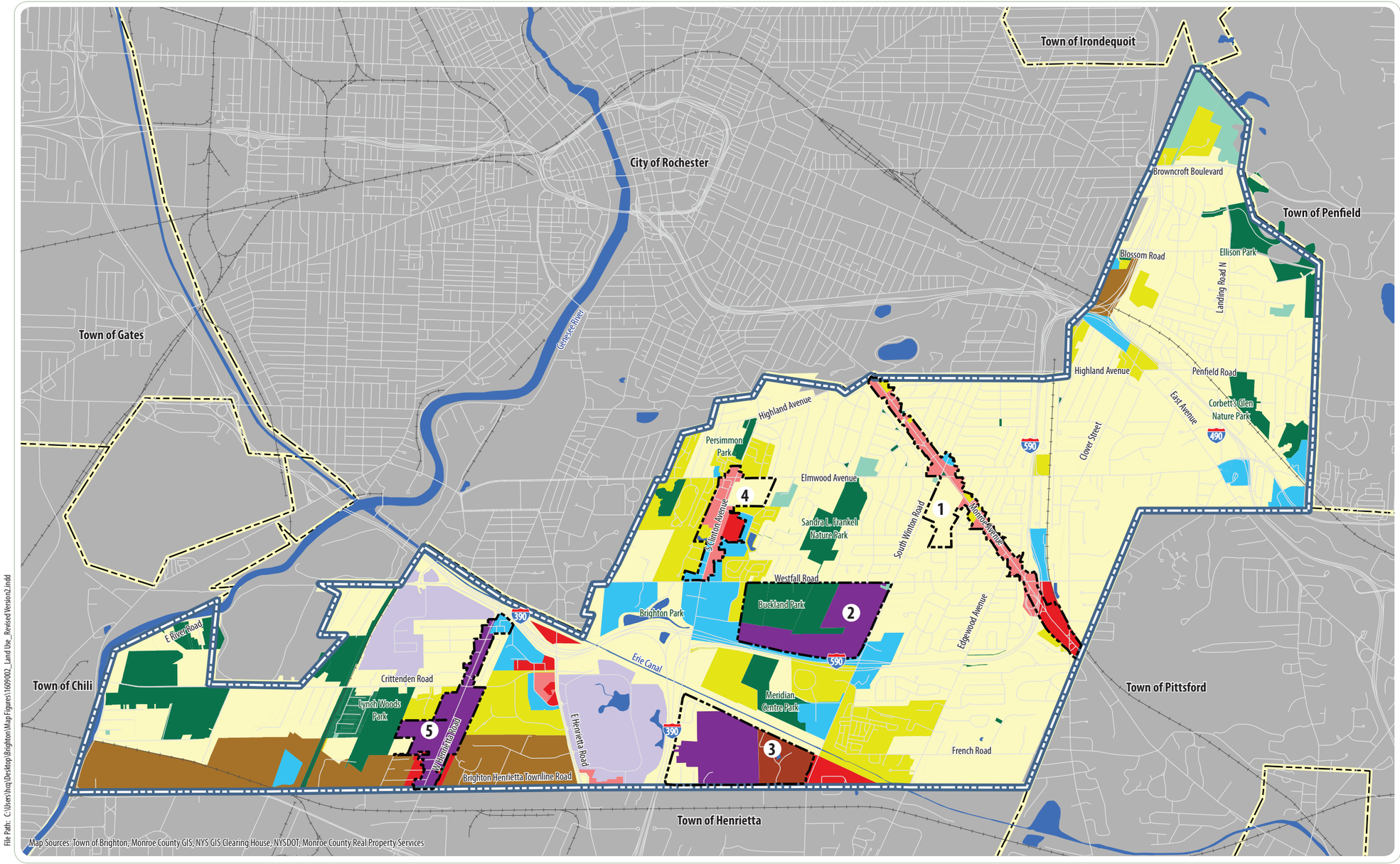
Town of Brighton Comprehensive Plan Update

FUTURE LAND USE

Figure: 16



File Path: C:\Users\hcq\Desktop\Brighton\Map Figures\16090902_Land Use_ Revised Version2.indd

LEGEND

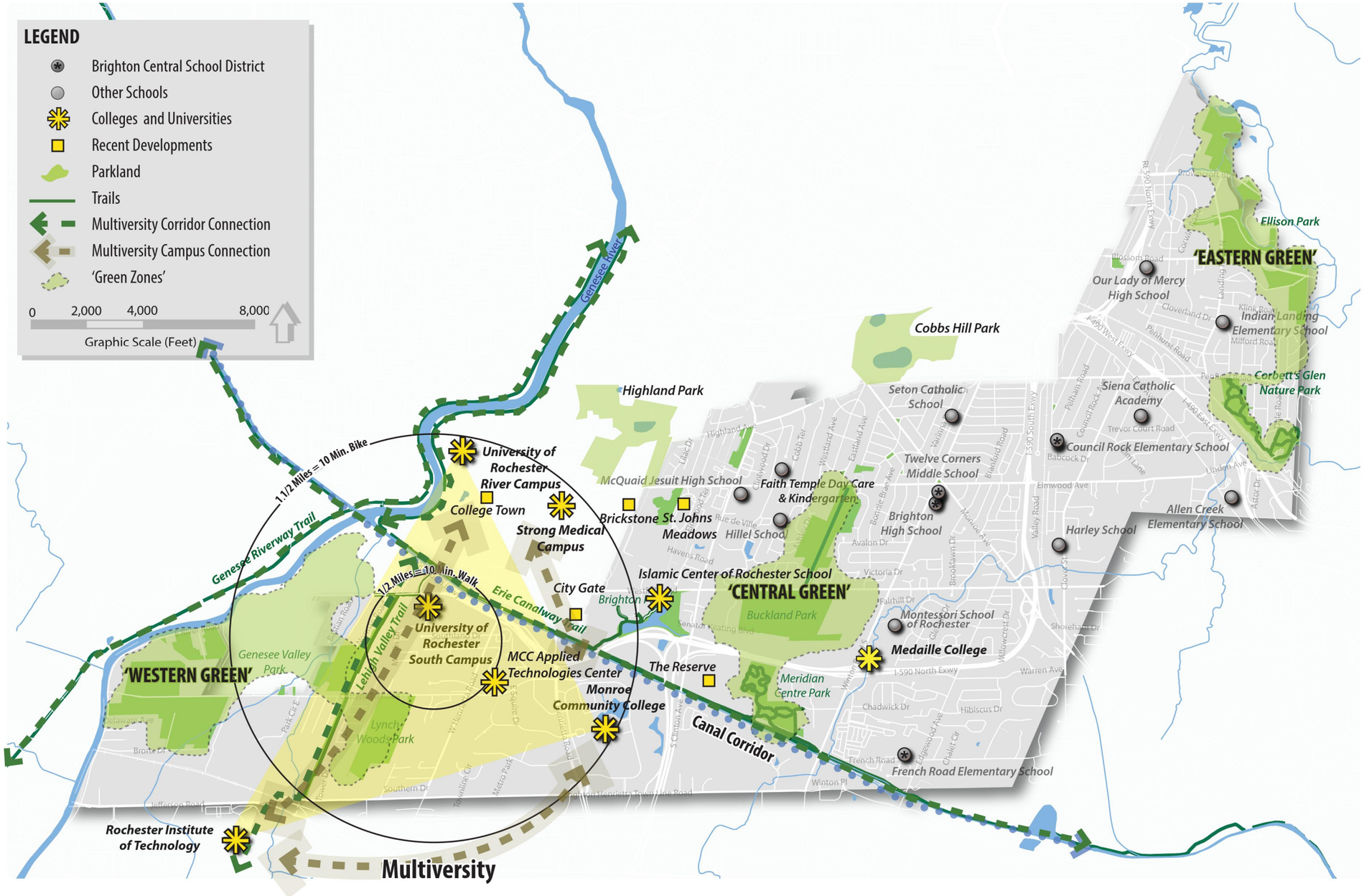
- Town of Brighton
- Municipal Boundaries
- Focus Area Boundaries
- Master Plan / Corridor Study
- Parks & Open Space
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial Mixed Use
- General Commercial
- Institutional
- Technology Office Park
- Industrial
- Water

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

0 1 2
Graphic Scale
(Miles)

August 2017

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



MULTIVERSITY

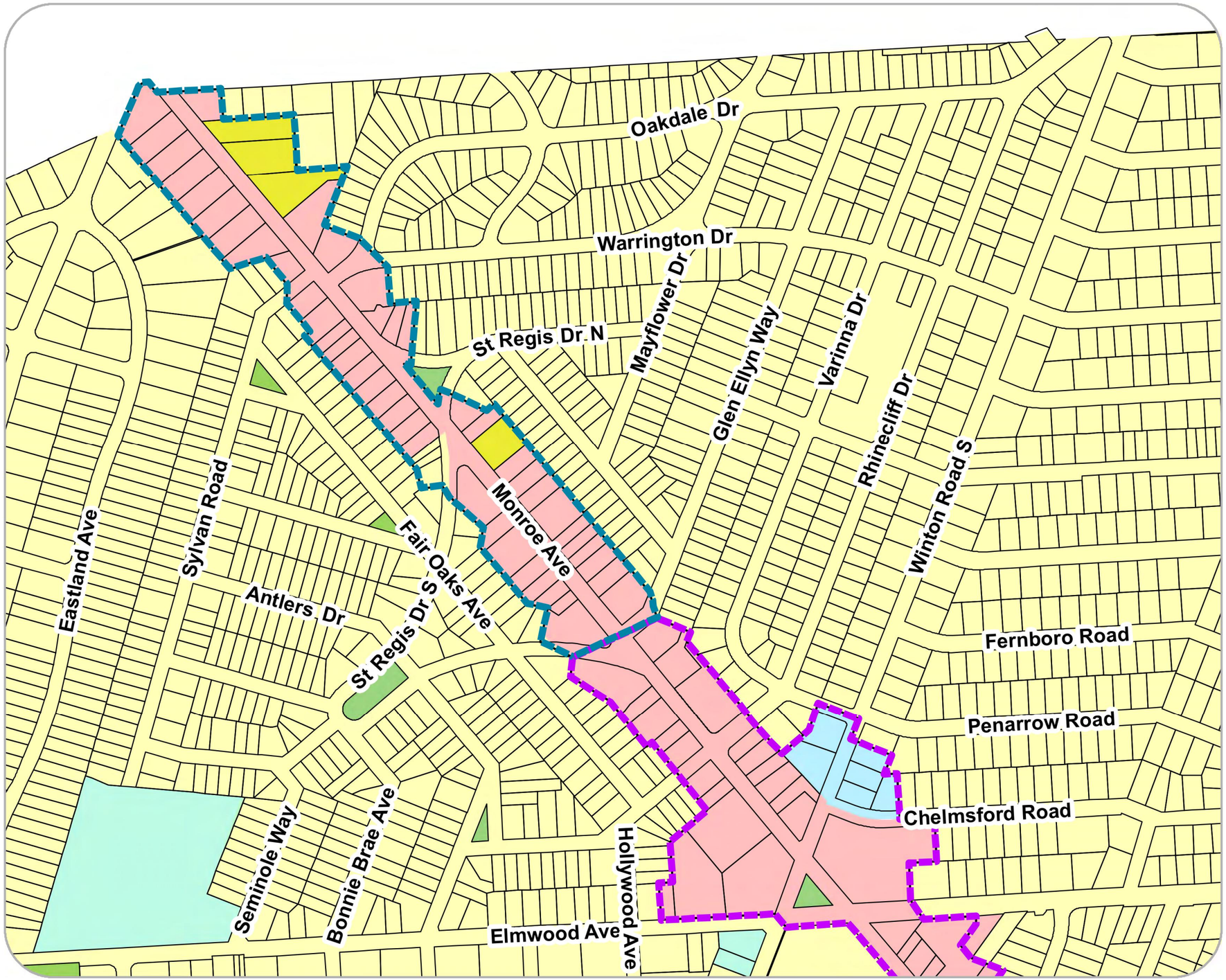
The distance from University of Rochester to Monroe Community College and from Rochester Institute of Technology to University of Rochester is about 2.5 miles, and the distance from Monroe Community College to Rochester Institute of Technology is about 3 miles. These three institutions form a close-proximity triangle. This triangle has been dubbed the "Rochester Multiversity".

BikeWalk Brighton - A Comprehensive Pedestrian and Bicycle Master Plan for the Town of Brighton, New York, recommends the "Rochester Multiversity" concept. The concept links the three institutions by bicycle connections. BikeWalk Brighton recommendations include:

1. Linking MCC to Brighton and U of R by turning the hiking trail which runs from MCC to the Erie Canal into a multi-use walking and biking trail going west to South Clinton Avenue and east to the East Henrietta Road bridge. The trail would need to include ramps from the Erie Canalway Trail to bike lanes to allow riders to cross and go north to the City of Rochester, or west along the Canalway to U of R and western suburbs.
2. Linking U of R to RIT by improving the Lehigh Valley Trail, which connects the Erie Canalway Trail at U of R to Brighton-Henrietta Town Line Road. The trail is currently somewhat rough and is poorly marked, but could be restored relatively easily.

FUTURE LAND USE MAP

Monroe Avenue – North

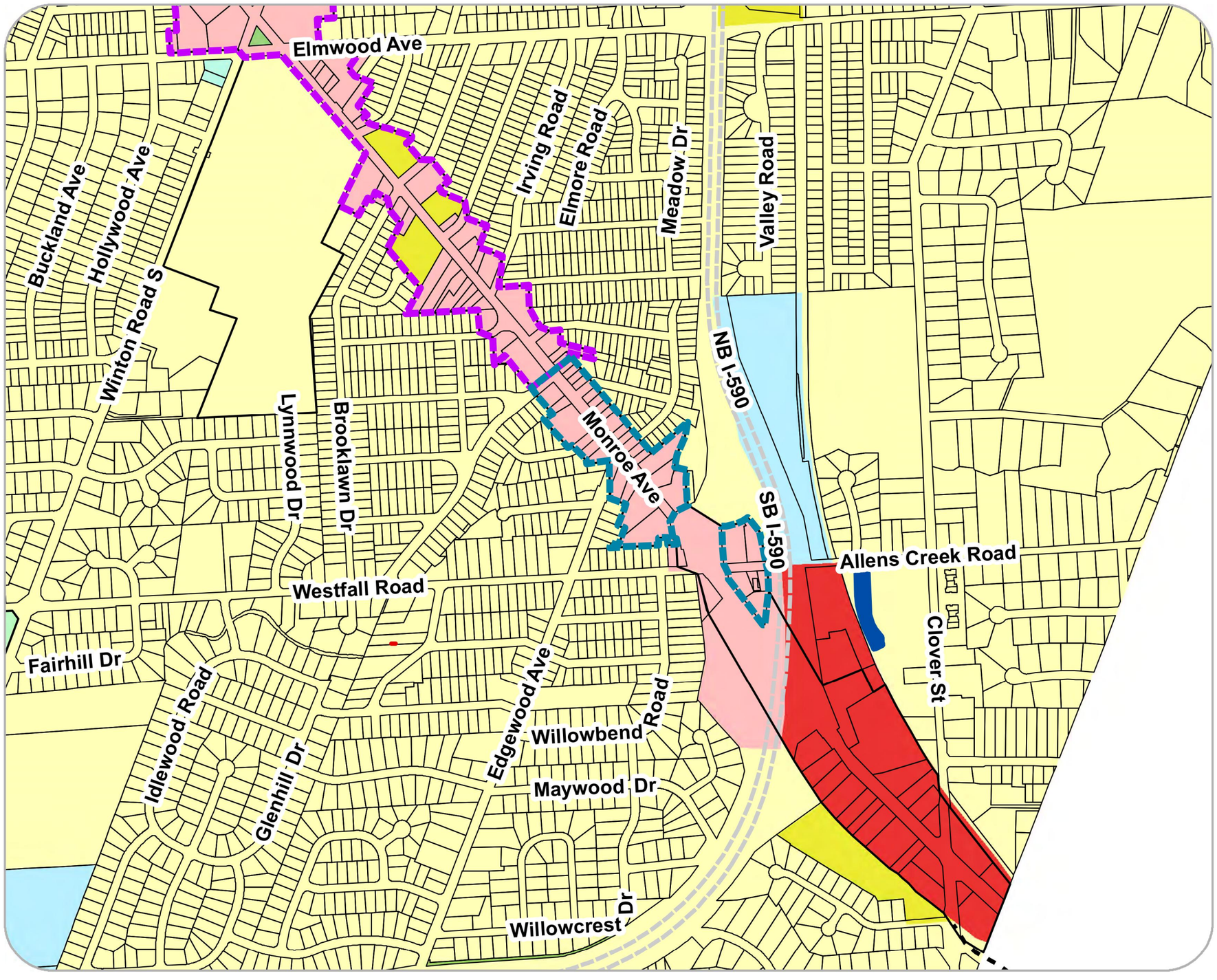


- 1 & 2 Story Building Height
- 2 & 3 Story Building Height
- Focus Area Boundaries
- Multi-Use Trails
- Master Plan / Corridor Study
- Town Parks & Open Space
- County Parks
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial Mixed Use
- General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

0 250 500 1,000 Feet

FUTURE LAND USE MAP

Monroe Avenue – South



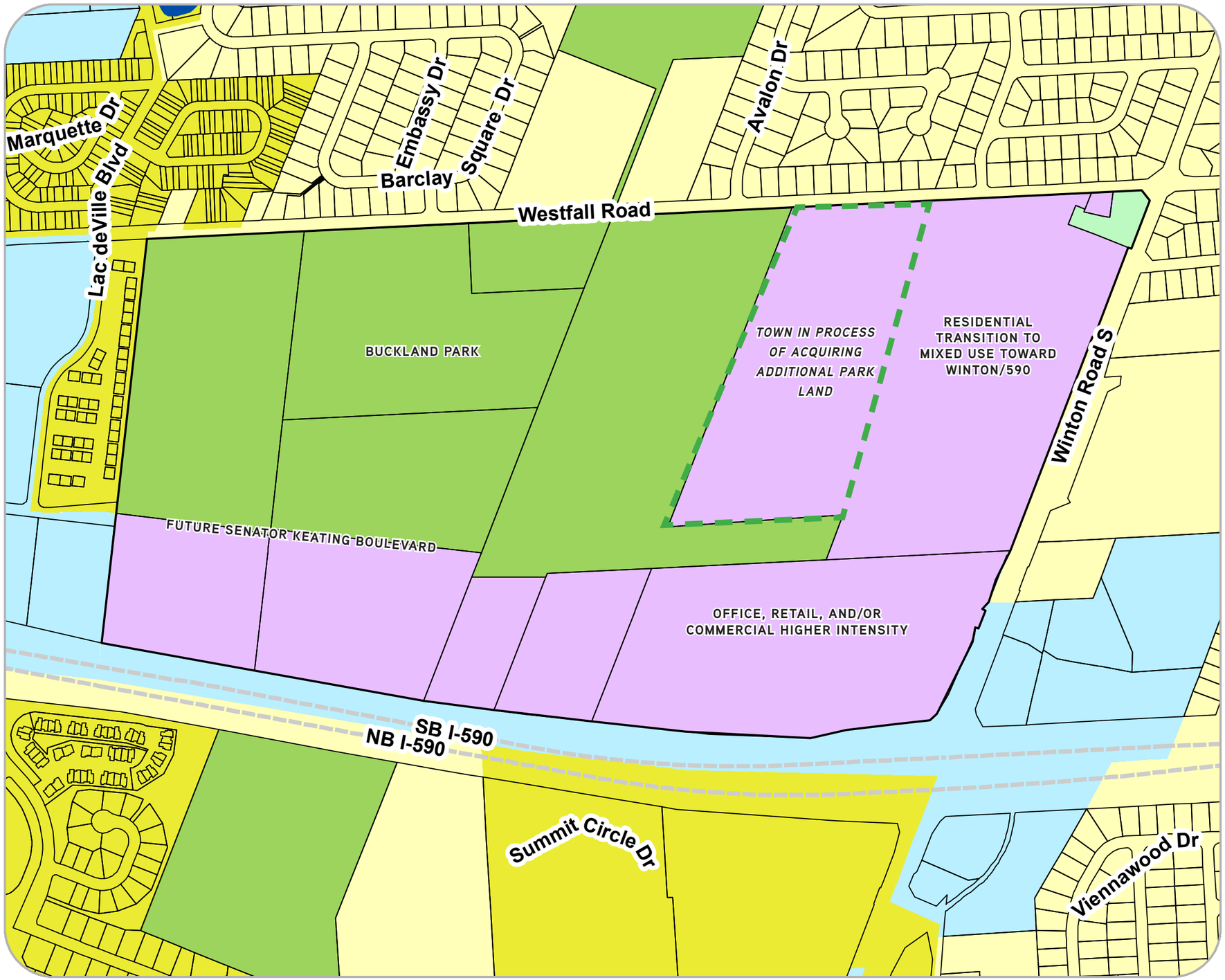
- 1 & 2 Story Building Height
- 2 & 3 Story Building Height
- Focus Area Boundaries
- Multi-Use Trails
- **Waterbodies**
- Master Plan / Corridor Study
- Town Parks & Open Space
- County Parks
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial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

0 250 500 1,000

Feet

FUTURE LAND USE MAP

Westfall Road Open Space



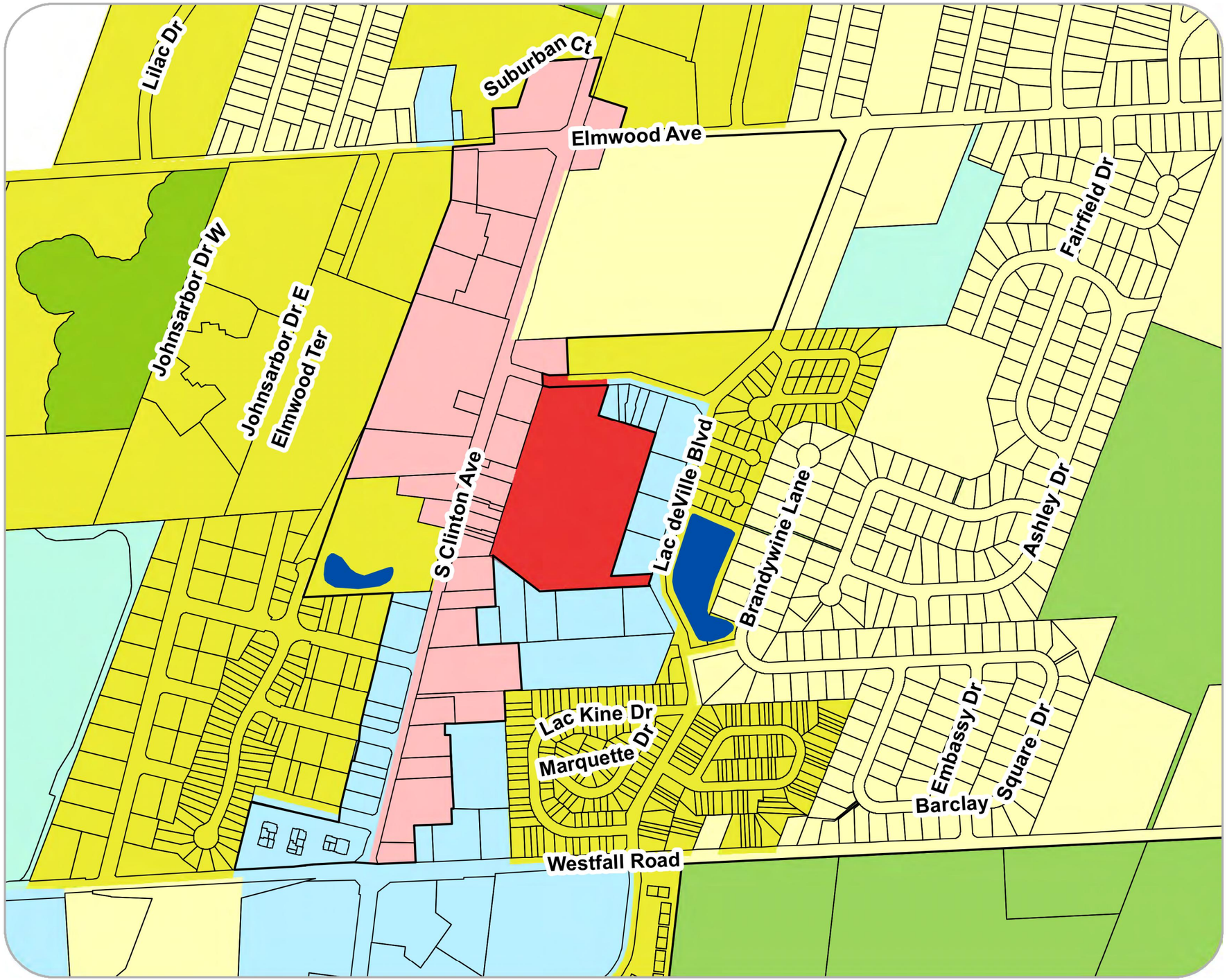
- 1 & 2 Story Building Height
- 2 & 3 Story Building Height
- Focus Area Boundaries
- Multi-Use Trails
- **Waterbodies**
- Master Plan / Corridor Study
- Town Parks & Open Space
- County Parks
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial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

0 250 500 1,000

Feet

FUTURE LAND USE MAP

South Clinton Avenue



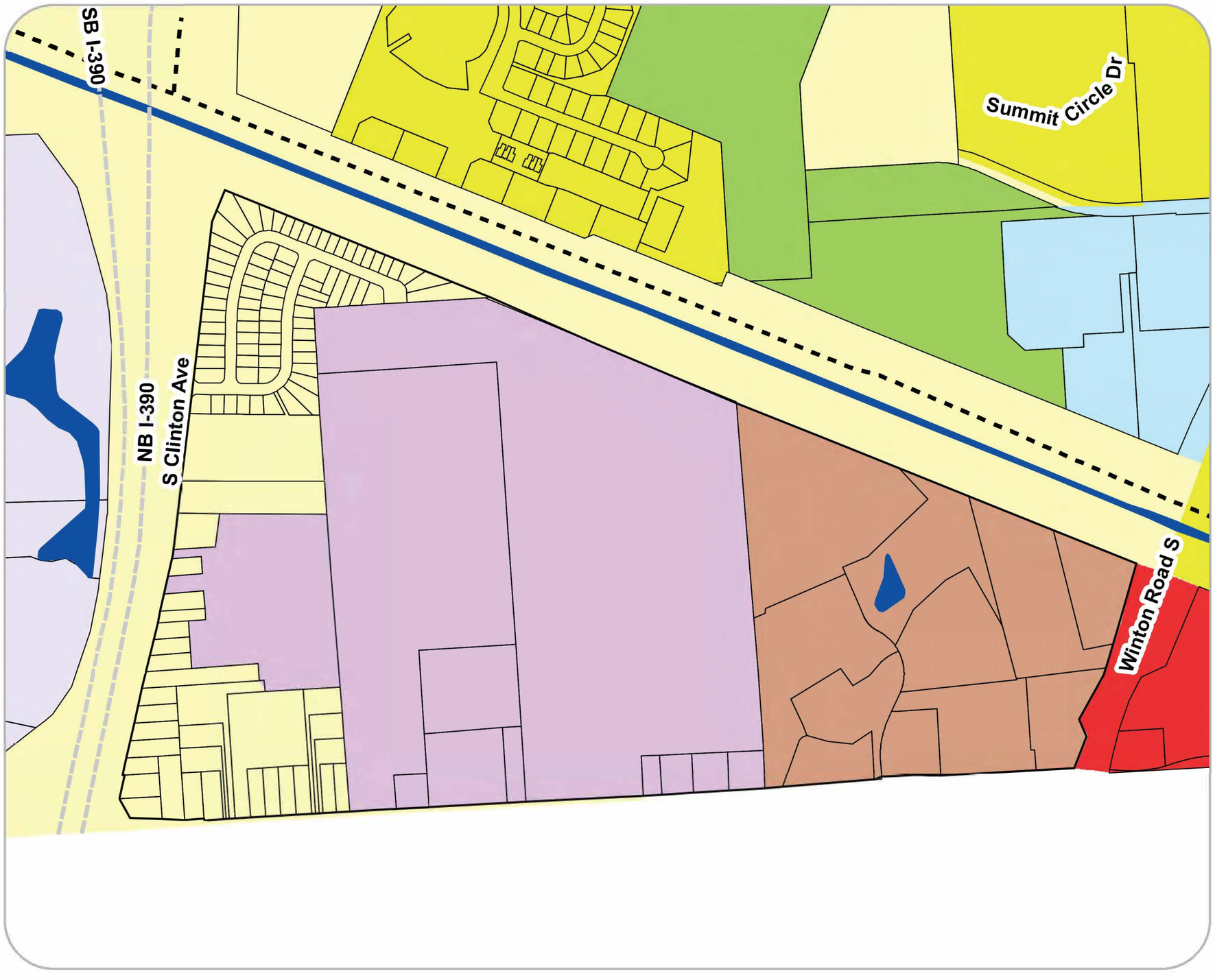
- 1 & 2 Story Building Height
- 2 & 3 Story Building Height
- Focus Area Boundaries
- Multi-Use Trails
- **Waterbodies**
- Master Plan / Corridor Study
- Town Parks & Open Space
- County Parks
- Government
- Low Density Residential
- Medium High Density Residential
- Office
- Neighborhood Commercial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

0 250 500 1,000

Feet

FUTURE LAND USE MAP

Brighton-Henrietta Town Line Road



- 1 & 2 Story Building Height
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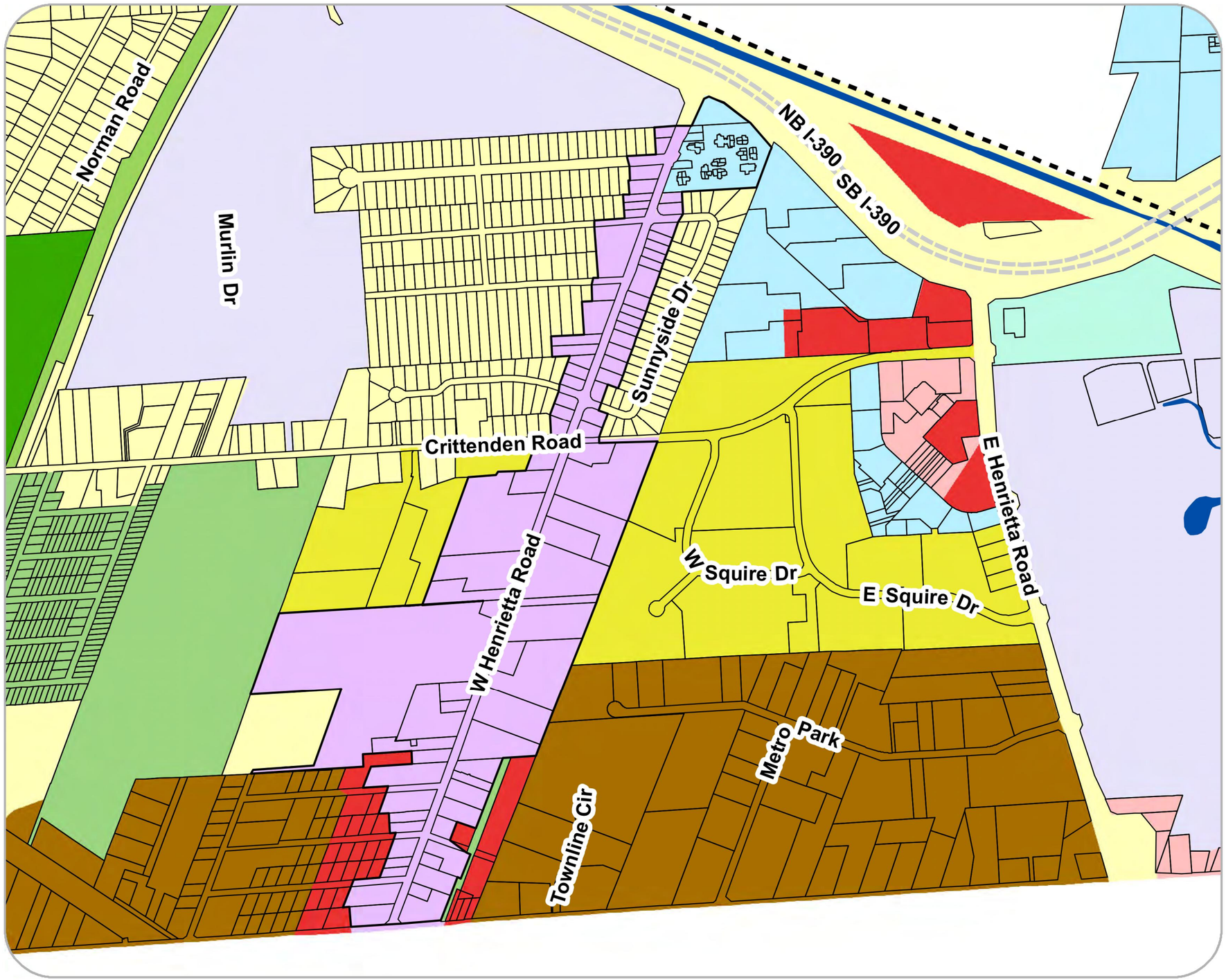
0 250 500 1,000 Feet

FUTURE LAND USE MAP

West Henrietta Road



- 1 & 2 Story Building Height
- 2 & 3 Story Building Height
- Focus Area Boundaries
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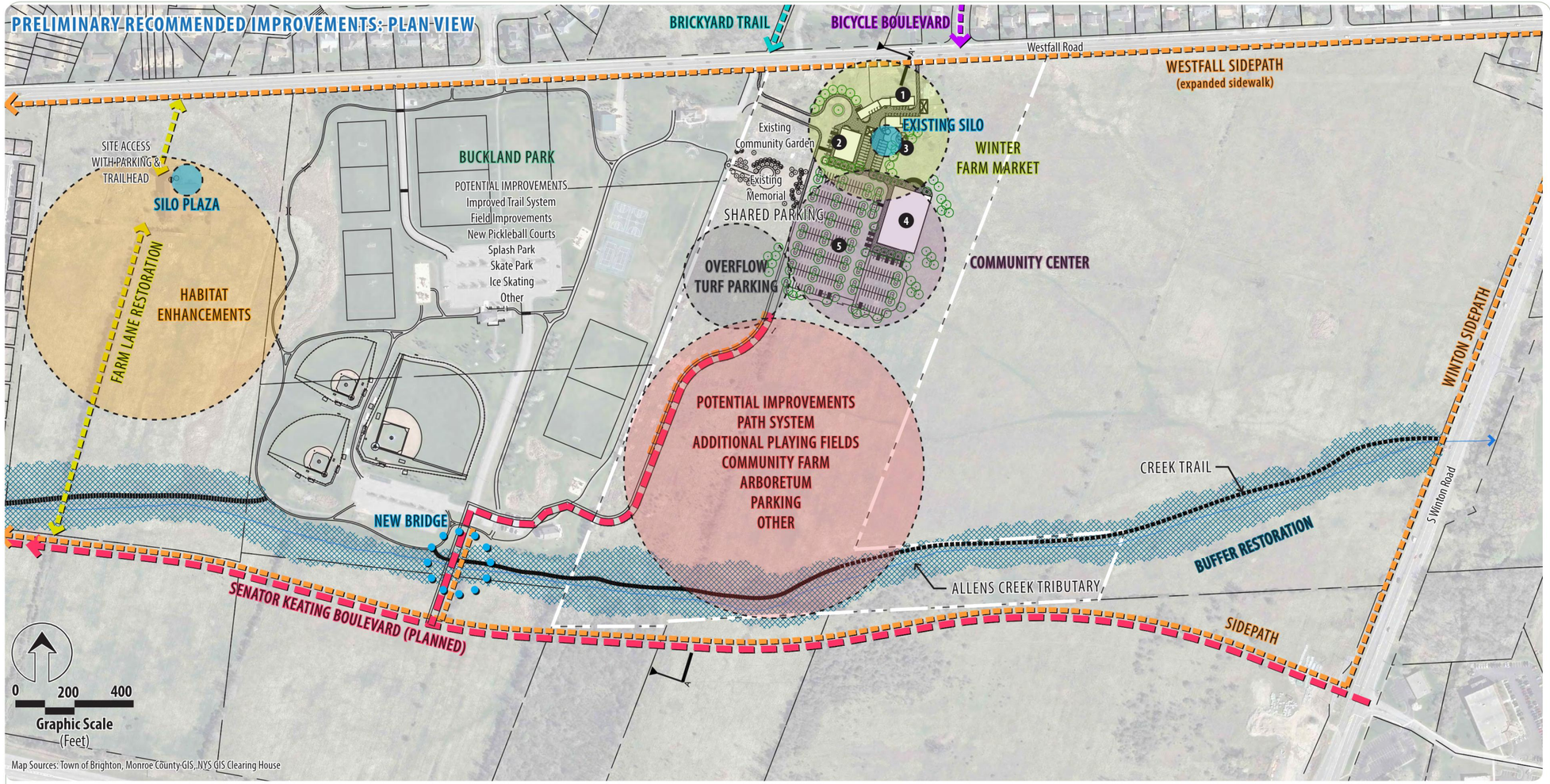
- Medium High Density Residential
- Office
- Neighborhood Commercial Mixed Use
- General Commercial
- Institutional
- Technology Office Park
- Industrial

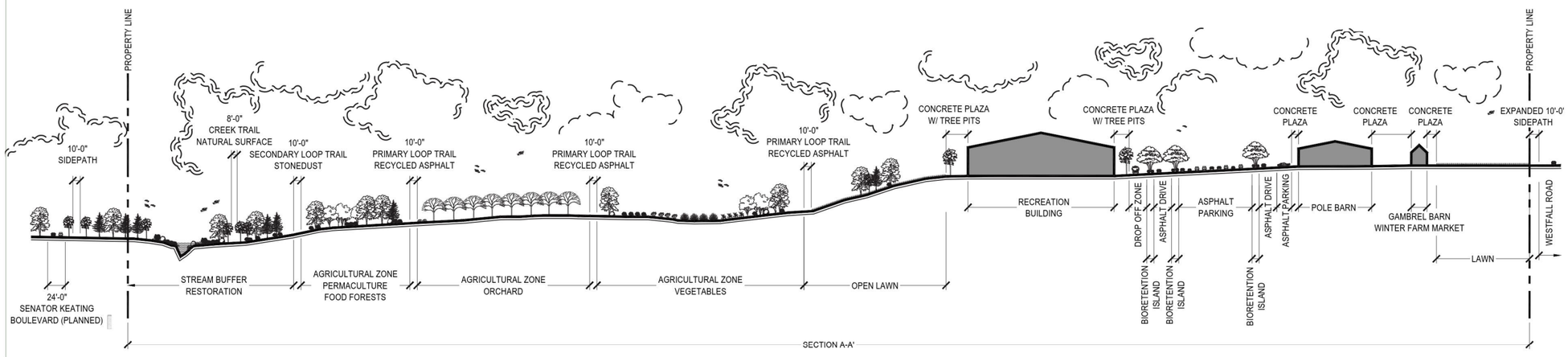
0 250 500 1,000
Feet

PRELIMINARY RECOMMENDED IMPROVEMENTS: PLAN VIEW



PRELIMINARY RECOMMENDED IMPROVEMENTS: CROSS SECTION A-A'

Scale: NTS



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Town of Brighton Comprehensive Plan Update
BUCKLAND PARK MASTER PLAN CONCEPTS
Figure: **PRELIMINARY PLAN**

POTENTIAL IMPROVEMENTS

1. WINTER FARM MARKET IMPROVEMENTS
   Refer to Winter Farm Market project for improvements.
2. PERFORMANCE & EVENT SPACE
3. NATURE PLAY ZONE
4. NEW RECREATION BUILDING
   Allows space for offices, indoor recreation elements and meeting rooms.
5. GREEN PARKING AREAS
   Stormwater management through bioretention islands. Native plants and trees provide multiple habitat and environmental benefits. Refer to plan for parking quantities. Parking to accommodate recreational building demand, farm market, trail users, and Buckland Park overflow.

TRAILS

- PRIMARY 10'WIDE LOOP TRAIL
  Recycled asphalt milling surface. ADA accessible, conforms to AASHTO standards.
- SECONDARY 8'WIDE LOOP TRAIL
  Stonedust surface. ADA accessible, conforms to AASHTO standards.
- REST AREAS WITH SEATING
  Placed minimum every 300 yards to accommodate users of all mobility levels.
- CONNECTIONS EXISTING & PROPOSED TRAIL NETWORKS
  Buckland Park trail system
  Brickyard trail
  Bicycle boulevard (planned from BikeWalk Brighton)
- EXPANDED 10'WIDE SIDEPATH
  Create a shared use loop around Westfall - Clinton - Senator Keating (planned) - Winton
- CREEK TRAIL 6'WIDE
  Natural surface. Constructed to sustainable trial design guidelines standards.

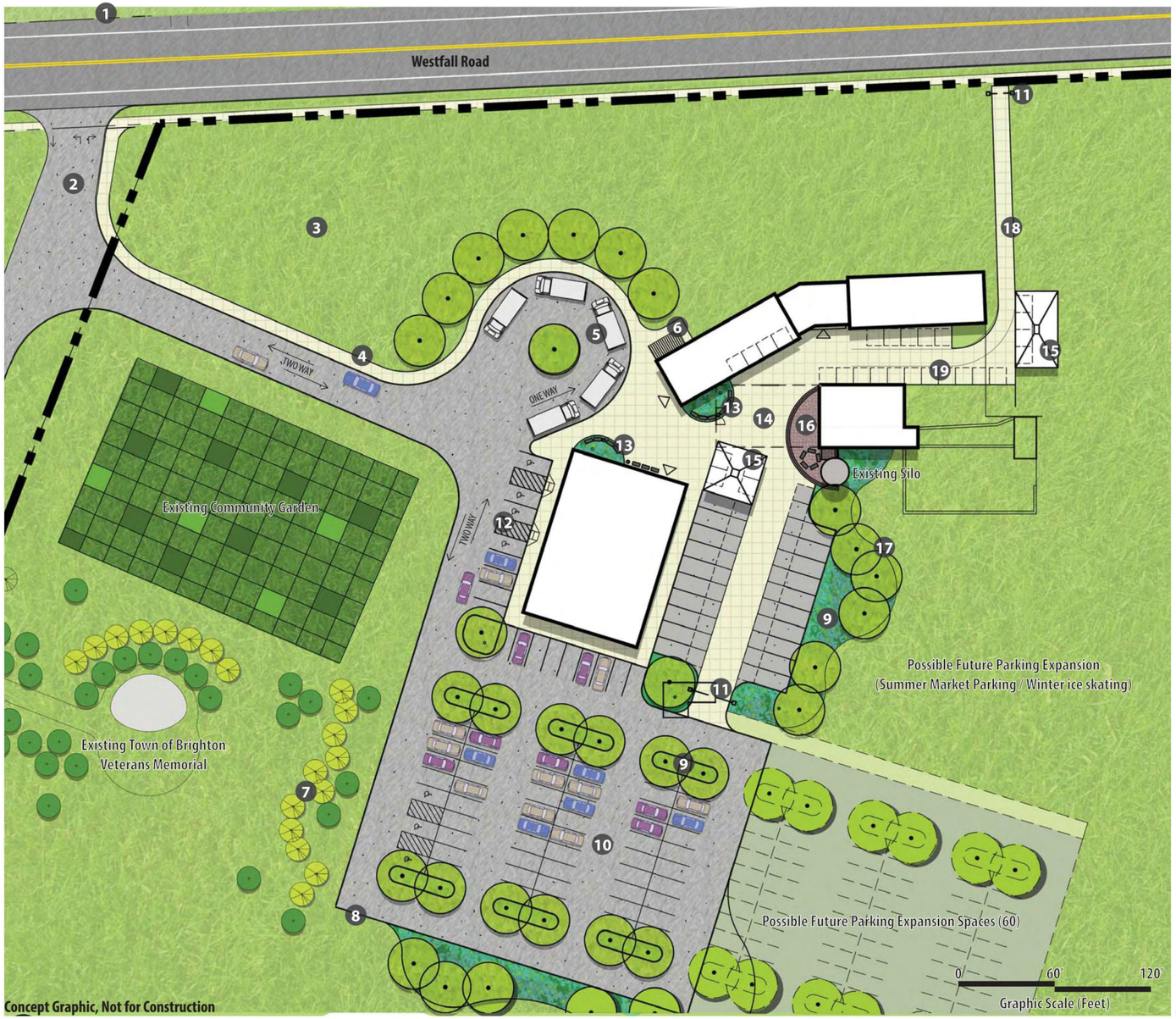
ROADS

- FARM LANE RESTORATION
  Restore farm lane for agricultural use.
- NEW FARM LANE
  Create farm lane for agricultural transportation between agricultural zones and farm market.
- FUTURE SENATOR KEATING BOULEVARD

May 2016

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

BRIGHTON WINTER FARM MARKET: SITE PLAN CONCEPT LAYOUT



PROPOSED SITE IMPROVEMENTS

1. Brickyard Trail
2. Access Drive
3. Possible Future Community Garden Expansion
4. Pedestrian Concrete Sidewalk
5. Asphalt Vendor Unloading And Loading Zone
6. Bike Shelter
7. Buffer Plantings per Veterans Memorial Planting Plan
8. Possible Future Connection to Senator Keating Boulevard
9. Bio-Retention Islands (Capture and Harvest Stormwater Runoff)
10. Asphalt Parking
11. Access Control Gate
12. ADA Parking
13. Possible Roof Runoff Collection Rain Gardens with Seating
14. Pedestrian Plaza
15. Pavilion
16. Possible Stage/Gathering Area. 3 Riser Steps
17. Native Trees and Plantings
18. Pedestrian Access Connect to Existing Sidewalk on Westfall Emergency Vehicle Access (Existing Access Drive)
19. Possible Future Summer Market Stalls

Town of Brighton Winter Farmers' Market
PRELIMINARY SITE CONCEPT : WINTER MARKET ALT 2A

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Town of Brighton Comprehensive Plan Update
BUCKLAND PARK MASTER PLAN CONCEPTS
Figure: **WINTER FARM MARKET CONCEPTS**

May 2016

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

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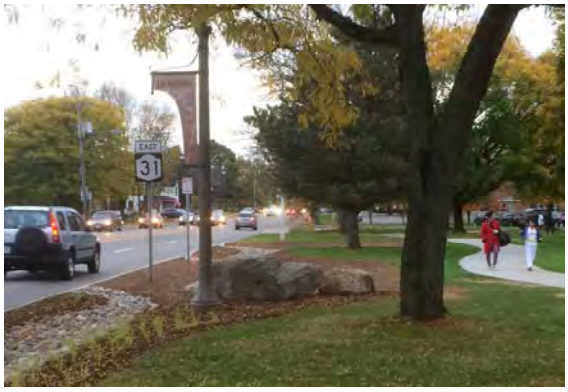
APPENDIX D

Sustainability Report & Metrics

ENVISION BRIGHTON COMPREHENSIVE PLAN UPDATE 2016
TOWN OF BRIGHTON, New York



*The **Sustainability Report** is intended to be an appendix to the envision Brighton, the 2016 Comprehensive Plan Update, funded by NYSERDA Grant #39515, August 19, 2014. The framework for recommended policies, objectives, and action items will, in part, be based on the tenets of this document.*

Table of Contents

Introduction 1

Green Infrastructure and Conservation Initiatives 5
- Comprehensive Plan Action Items 6
- Comprehensive Plan Recommendations 6
- Benefits 7
- Metrics 8
- Precedent Goals and Opportunities 8

Energy and Fuel Efficiency and Conservation Initiatives 10
- Comprehensive Plan Action Items 11
- Comprehensive Plan Recommendations 11
- Benefits 12
- Metrics 12
- Reports and Initiatives 12

Location and Community Design 14
- Comprehensive Plan Action Items 15
- Comprehensive Plan Recommendations 15
- Benefits 15
- Metrics 16
- Reports and Initiatives 16

Waste Management and Recycling initiatives 18
- Comprehensive Plan Action Items 18
- Comprehensive Plan Recommendations 19
- Benefits 19
- Metrics 19
- Reports and Initiatives 19

Appendix A 20

Appendix B 25

Introduction

This Report provides recommendations to incorporate sustainability goals in the *envision Brighton Comprehensive Plan Update*. It responds to Task 4 defined in the Brighton Comprehensive Plan Update RFP to:

> Develop a Sustainability Report that includes sustainability goals that address greenhouse gas (GHG) reductions, energy supply, transportation, water management, waste management, land use, open space, mixed use development, housing, and economic development. The Sustainability Goals and Recommendations Report shall incorporate LEED-ND™ criteria using the *U.S. Green Building Council's (USGBC) Technical Guidance Manual for Sustainable Neighborhoods*[1] to identify barriers to sustainability and to provide a policy foundation for future regulatory amendments that will implement sustainability and smart growth principles. It will also integrate appropriate goals and opportunities identified in the Town's completed area plans and studies including, but not limited to, the *Final Report of the Green Brighton Task Force: Recommendations for a Sustainable Future*, *The Monroe Avenue Corridor Community Vision Plan*, and *BikeWalk Brighton – A Comprehensive Pedestrian, and Bicycle Master Plan* for the Town of Brighton, NY.

In addition, this report also focuses on two other benchmarking mechanisms—the New York State Energy Research and Development Authority (NYSERDA) *Cleaner, Greener Communities (CGC) Phase II Comprehensive Planning Program Guidelines,* which is the funding source for the Comprehensive Plan Update; and the NYSERDA *Climate Smart Communities Certification Manual*[2]*,* a comprehensive set of metrics connected to the CSC Certification Program which aims to both reduce GHG emissions and adapt to climate change.

The Scope of Work for this Report lists the USGBC LEED-ND as a primary reference—a voluntary private-sector rating system commonly referenced a guide for evaluating comprehensive plans and green development best practices. The LEED rating system as a whole emphasizes energy, though the LEED-ND system includes smart growth and health as principles for planning beyond the building scale. The LEED-ND rating system consists of prerequisites that all projects must meet in order to be eligible, and a set of credited criteria that earns a project points based on specific performance thresholds or prescriptive measures. To earn LEED-ND certification, an applicant project must satisfy all of the prerequisites and qualify for a minimum number of points. LEED-ND certifications are awarded out of a total possible 110 points according to the following scale: Certified 40–49

[1]http://www.usgbc.org/sites/default/files/Technical%20Guid.%20Man.%20for%20Sust.%20Neighborhoods_2012_Part%20A_1f_web.pdf
[2] http://www.dec.ny.gov/docs/administration_pdf/certman.pdf

points, Silver 50–59 points, Gold 60–79 points, Platinum 80 points and above.[3] The U.S. Green Building Council regularly updates LEED documentation and criteria. Similar rating systems for buildings and land-use planning are promoted by other organizations, particularly in response to emerging requirements for GHG reduction and climate mitigation and adaptation.

The NYSERDA *Climate Smart Communities Certification Manual* provides a more comprehensive set of measures, and follows NYSDERA's *Finger Lakes Regional Sustainability Plan*[4]. The Town has signed the Climate Smart Communities Pledge to participate in New York State's flagship initiatives for a Cleaner Greener New York. The CSC Certification Program goes a step beyond this by providing local governments with a robust framework to guide their climate action and to recognize Climate Smart Communities for their leadership. Certification is based on a point-based rating system with four levels—Certified (150 pts), Bronze (250 pts), Silver (350 pts), and Gold (450 pts)—with over 120 climate actions aligned with a specified point range.[5] Brighton may already qualify for up to 136 points by taking preliminary steps towards certification, including signing the CSC Pledge, creating the Sustainability Oversight Committee, wrting the BikeWalk Brighton plan, and performing a 2010 Energy Conservation Study, to name a few.[6] CSC Certification makes municipalities eligible for specific NYSERDA funding opportunities, and advances their competitive position in attracting other public as well as private sector investments, community volunteerism, and shared resources with area and regional partners. For example, the New York Clean Energy Fund (CEF) has no cost-share requirements to support renewable energy projects that fulfill CSC certification elements.[7] The 2016 Climate Smart Communities Grant Program also has grant funding available to municipalities who have signed the Climate Smart Communities Pledge. Grants are available for Climate Protection Implementation Projects and Climate Smart Communities Certification Projects, requiring local match.[8]

Based on the above metrics, input gathered through community surveys and other public participation, and the priorities identified in previous plans and studies, this report identifies four overriding initiatives as the most important to the community and impactful for clean energy, sustainability, carbon mitigation, smart growth and economic and community development—***Green Infrastructure***, ***Municipal Energy Efficiency***, ***Location and Community Design***, and ***Waste Management***. Public support for these initiatives is evident in the highest rankings for open space, natural area

[3] http://www.smartgrowthamerica.org/documents/Technical-Guid.-Man.-for-Sust.-Neighborhoods-2012.pdf
[4] http://www.nyserda.ny.gov/All-Programs/Programs/Cleaner-Greener-Communities/Regional-Sustainability-Plans/Finger-Lakes
[5] NYSERDA Climate Smart Communities Certification Manual Version 2.0 http://www.dec.ny.gov/docs/administration_pdf/certman.pdf (p.12-11)
[6] See Appendix A.
[7] www.nyserda.ny.gov/About/Clean-Energy-Fund
[8] www.climatechange@dec.ny.gov

recreation, and community quality of life expressed in public meetings and outreach for the *envision Brighton* plan. Recommendations in these areas also gain the most traction in the CSC and LEED-ND certification processes. The sustainability measures specific to transportation, parkland, land-use and zoning, and economic development are outlined in-depth in their corresponding sections of the Comprehensive Plan document. This Sustainability Report serves to bring those recommendations together to better a) reflect the Town's sustainability vision as a whole, b) meet the specifics of the CGC Phase II Comprehensive Planning Program Guidelines, and c) reflect their relevance to CSC and LEED-ND metrics.

A set of recommendations are proposed that represent the Town's updated and expanded commitment to existing plans and programs that achieve sustainability and improve standards of public health, safety, economic opportunity, and environmental stewardship. The Town has addressed sustainability objectives for over ten years, represented by area plans to improve parks and open spaces, waterways, bike and pedestrian safety and amenity, and community visions for balanced development. This report aids this process by recommending comprehensive plan elements, relevant LEED-ND and CSC metrics, and previous and current Town actions. All initiatives are closely linked to the *envision Brighton* Policy and Vision Statement to preserve our natural environmental assets; support a vibrant economic climate; promote our sense of community and social equity; and ensure public health, safety, and welfare for all.

It should be acknowledged that although this Town of Brighton Sustainability Report and Comprehensive Plan Update will be standalone documents, much of the future-oriented sections (Policy Framework and Future Land Use Summary) of the Comprehensive Plan will stem from and highlight the recommendations of this Sustainability Report. Much of the action items and recommendations in this Sustainability Report will be incorporated into the Plan Update via the Policy Framework. The Brighton Comprehensive Plan Policy Framework is comprised of the following four key elements:

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

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

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

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

Each of the Town's four proposed policy areas (Natural Environment, Vibrant Economy, Sense of Community, and Public Health & Safety) will have their own objectives and action items directed at achieving each policy's intent. Given the level of detail and technical background provided in this Sustainability Report, the Consultant Team will work to highlight specific Plan Action Items and Plan Recommendations into the Comprehensive Plan Policy Framework where appropriate. The whole of this Sustainability Report will be referenced and acknowledged as the foundation upon which the Policy Framework and Future Land Use Summary are based, as well as a key instrument for the realization of the Town's sustainability goals.

Green Infrastructure and Conservation Initiatives

Environmentally sensitive design that both promotes smart and respects established green spaces. Watershed management that integrates natural land and watercourses with municipal infrastructure.

Keywords from Public Sustainability Workshop
PARKS, PARKLAND, WATER, STORMWATER, STREETS, LAWN, GRASS, TREES, LANDSCAPE, GARDEN, VEGETABLE, BOAT, CANOE LANDING, GREEN INFRASTRUCTURE, WILDLIFE

Green infrastructure and planning measures are vital to all aspects of *envision Brighton*'s four-tiered policy statement. Thoughtful use of land that promotes healthy watersheds is one of the best methods of protection for open spaces, water quality, air quality, and riparian corridors and waterways. Done thoughtfully, these infrastructure improvements can support a vibrant economic climate by attracting and retaining population through the promotion of place and community. Green infrastructure creates opportunities to provide landscape enhancements and small greenspaces throughout the municipal and urban fabric. Urban parks, greenway corridors, tree lined streets and attractive walkways are all important factors in satisfying the community and reassuring developers that their investments are well placed in Brighton. Green infrastructure can further relieve municipalities from extreme weather events and overburdened infrastructure by improving water quality and controlling stormwater flows. Benefits include improved environmental and human health, tree shade, and civic amenity and appeal. Green infrastructure and conservation also have a great opportunity to fulfill LEED-ND and CSC requirements for GHG reduction, as current undeveloped landscapes sequester 15 percent of carbon dioxide emissions.[9]

Green infrastructure and related protections and improvements have very strong support of the Brighton community; conservation of open space is the highest ranked "Priority goal" (46% of 268 responses) in the *envision Brighton* community survey; 92% selected "Protection of natural areas and open space" as a land use to encourage in the Town. When asked, "Which land use/environmental stewardship strategies" they would most like to see, 70% of the 253 respondents indicated "Preserving open space;" 57% selected "Adopting a complete streets policy or guidebook;" 43% selected "Incentivizing green parking lot standards" (i.e. green infrastructure measures like porous surface materials and tree trenches).

[9]http://www.usgbc.org/sites/default/files/Technical%20Guid.%20Man.%20for%20Sust.%20Neighborhoods_2012_Part%20A_1f_web.pdf

Comprehensive Plan Objectives

The *envision Brighton* Comprehensive Plan will take the following steps through to provide a basis for its green infrastructure recommendations, outlined in the subsequent subsection.

1. Establish Best Management Practices (BMPs) for Green Infrastructure stormwater/sewer systems in public streets, parking lots, new developments and wetland/stream/river basin(s), including retaining and filtering run-off.
2. Identify points of watercourse erosion, impoundment, back flow, erosion, flood risk, and actions to reduce flood, siltation, and combined sewer overflow.
3. Prioritize actions for natural area and open space improvements (trees, landscape and buffer connections), wetland enhancement, green infrastructure, culvert enlargement and/or maintenance, porous paving, detention and retention, separated stormwater and sewer infrastructure, curb inlets, and catch basins.
4. Address public safety and health issues and opportunities for proposed improvements.

Comprehensive Plan Recommendations

The *envision Brighton* Plan makes the following green infrastructure recommendations based on their prescriptive benefits, feedback from the public sustainability workshop, presence and ranking in CSC and LEED-ND metrics, and goals and opportunities identified in Brighton's previous plans and initiatives.

1. Conduct a watershed system hydrologic flow analysis and model of rain, spring melt, precipitation across natural areas, streams and water courses, open spaces, streets and impervious surfaces, stormwater swales, culverts and outflows to sewer treatment and other downstream sites.
2. Consider as appropriate expedited permitting for site plans that incorporate sustainable landscape and green infrastructure features and/or practices.
3. Promote goals of water quality and climate adaptation by public engagement, volunteer planting, related improvements including "rain gardens" and community gardens in public and private spaces.
4. Reduce lawn fertilizers, street litter and leaf litter that pollute streams, water bodies, and aquifers. Manage leaf collection to reduce health (leachate) concerns and sewer impoundments.
5. Reduce reliance on municipal stormwater system through smart landscaping, pervious surfaces, open space protection, and on-site retention. Recommend methods of retaining/detaining stormwater for natural absorption and water filtration/cleaning.
6. Protect streamside buffers by establishing conservation corridors alongside streams (trails) and reducing erosion, siltation, non-point pollution along swales and streams.
7. Reduce/eliminate local impoundments and nuisance flooding.
8. Reduce road/walkway salting and reduce toxicity/pollution of snowmelt.
9. Reduce urban heat island effect by shading and healthy (hydric) landscape.

10. Maintain and increase tree canopy, native planting, absorptive ground cover that control flooding and reduce impoundments in designated floodplains.
11. Establish stormwater and landscape maintenance standards and best practices standards for private development as well as building and property owners.
12. Optimize resources (time, energy, cost) in landscape maintenance.

Benefits

The green infrastructure recommendations are prioritized due to their weighted positive impacts, outlined below.

1. Green infrastructure projects are highly scalable, from front lawns, street/sidewalk/bump outs (traffic calming), parks, and community gardens to streamside buffers and larger wooded areas.
2. Green infrastructure projects are low cost compared to large sewer and storm water management infrastructure.
3. Open space, trees, parks, trails and natural landscapes improve the recreational and property values of neighborhoods and communities.[10]
4. Increasing greenscape is a sound practice for mitigating affects of increased precipitation events.
5. Green infrastructure mitigates natural hazard risks, including safety liabilities, public health, and business interruption.
6. Green infrastructure projects qualify the municipality, businesses, mortgagees, and residents for reduced NFIP flood insurance premiums under the FEMA Community Rating System (CRS) credits.
7. Initiatives directly support Finger Lakes Regional Sustainability Plan goals for water management.[11]
8. Improvements to outdoor landscapes benefits wildlife and the wider environment.
9. Improved appearance and attractiveness of public and civic properties trickles down benefits across the entire community.
10. Flood mitigation actions directly support goals of the Monroe County Pre-Disaster Mitigation Plan, which rates Flooding as a HIGH priority.

[10] Shoup L and R. Ewing (May 2010) *Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design. A Research Synthesis.* Princeton, NJ: Active Living Research, Robert Wood Johnson Foundation. URL: www.activelivingresearch.org

[11] *Finger Lakes Regional Sustainability Plan (FLRSP)* (May 2013) http://sustainable-fingerlakes.org/wp-content/uploads/2013/01/FLRSP-Final-Plan.pdf

Metrics[12]

Incorporating green infrastructure initiatives as a key element of the Comprehensive Plan can qualify Brighton for up to 73 credits towards NYSERDA CSC Certification; related actions (including Comprehensive Plan and implementation actions) can qualify the Town for up to 115 credits. LEED-ND lists 4 green infrastructure required metrics and 9 credited metrics totaling 19 points. See Appendices A and B for more information.

Precedent Goals and Opportunities

Brighton has displayed green infrastructure as an important subject for the town in several precedent reports and initiatives, including the *Recommendations for a Sustainable Future: Final Report of the Green Brighton Task Force* (August 2008).[13] This seminal document to the Town of Brighton's Sustainability Initiatives set reducing storm water runoff and improving storm water quality as key goals to the Town's sustainability actions. Immediate actions (0-1 year) proposed included modifying the Town's Forestry Plan to include energy audits and establishing and supporting an Environmental Action Committee, both of which the town has explored. Near term actions (1-2 years) and mid term actions (2-3 years) included incorporating sustainability in the Comprehensive Plan update (achieved), developing a green purchasing program, considering regulatory amendments to incorporate green principles, and supporting and encouraging green technologies. The *envision Brighton* plan will continue to promote these efforts.

The *Monroe Avenue Corridor Community Vision Plan* (2011)[14] emphasizes the importance of tree lined streets, streetscaping, beautification, strategies for parking management, and fostering new and preserving existing greenspace. These recommendations provide great overlay opportunities with green infrastructure and stormwater management strategies. The plans outlined in the Community Vision will be reviewed, modified, and updated to include green infrastructure benefits.

The *Planning Report for Sustainability Allens Creek-Corbett's Glen Area* (December 2010)[15] provides a framework for overall preservation of open space to be undertaken through inter-municipal approaches (Towns of Brighton and Penfield), town-wide priorities, watershed strategies and site-specific solutions. Implementation strategies for green infrastructure and preservation will utilize recommendations from this document.

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[12] NYSERDA Climate Smart Communities Certification Manual Version 2.0 http://www.dec.ny.gov/docs/administration_pdf/certman.pdf (p.12-11)
[13] http://www.townofbrighton.org/DocumentCenter/View/5125
[14] www.townofbrighton.org/index.aspx?NID=661
[15] http://www.corbettsglen.org/2010-12-07_Planning%20for%20Sustainability-Allens%20Creek%20Corbetts%20Glen.pdf

The *Town of Brighton Forestry Plan* (2004)[16], prepared by the Town of Brighton Forestry Plan Committee, recognizes the Town's program commitments to tree maintenance, including the formation of the Town Tree Council in 2002 and the Town's distinction by the National Arbor Day Foundation in 2003 as an official "Tree City USA." The Plan outlines strategies and objectives (ten-year plan) for municipal actions to maintain public trees and to advocate for private tree stewardship. The plan outlines a set of tree management policies and guidelines, including: provisions for service delivery [maintenance of hazardous trees], inspection, planting, maintenance, removal, protection, coordination with other agencies, natural area exclusion, description of public trees (along rights of way), park trees, and other natural areas, citing the need for a tree inventory. It offers budget estimates for urban forest management (2004 prices).

The *Town of Brighton Open Space Index Update* (2006-2007)[17] restates the goals of Open Space Preservation from the Town of Brighton Comprehensive Plan 2000, including to preserve, in their natural state, open space areas that gave significant natural value; ensure that acquisition and development of open space areas are responsive to the fiscal implications of such actions; and protect sensitive environmental areas, including wetlands, floodplains, watercourses, woodlots, steep slopes, and wildlife habitats and migration corridors. This Index will be used to identify sites with green infrastructure value and establish methods of preservation and enhancement.

The *Monroe County Pre-Disaster Mitigation Plan* (2011)[18] identifies the region as at high risk of ice storms and floods; and moderately high risk of severe storms, severe winter storms, and utility failures. These risks can be effectively mitigated with smart use of green infrastructure. The Plan includes prevention measures such as planning and zoning, open space preservation, land development regulations, storm water management, stream corridor protection, vegetative management, wetlands preservation, and soil erosion and sediment control. Proposed tactics including revetments, high flow diversions, debris basins, channel modifications, storm sewers, and elevated roadways will be reviewed. Further measures will be necessary to fully address Brighton's climate risks. More is outlined in the Location and Community Design section of this document.

In addition, *envision Brighton* will include reviewed and updated recommendations from the *Finger Lakes Regional Sustainability Plan (FLRSP)* (2013)[19], *Monroe Avenue Green Innovation Grant Program (GIGP)* [20], *Buckland Creek Project*[21], *Color Brighton Green*[22], and Association of State Wetland Managers documentation.[23]

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[16] http://www.townofbrighton.org/DocumentCenter/Home/View/1318
[17] URL: http://www.townofbrighton.org/DocumentCenter/Home/View/539
[18] URL: http://www2.monroecounty.gov/files/ps/oem/2010%20Pre-Disaster%20Mitigation%20Plan%20FEMA%20&%20MC%20approved.pdf
[19] URL: http://sustainable-fingerlakes.org/wp-content/uploads/2013/01/FLRSP-Final-Plan.pdf
[20] URL: http://brightongigp.org/about.html
[21] URL: http://www.townofbrighton.org/DocumentCenter/View/3828

Energy and Fuel Efficiency and Conservation Initiatives

Energy management of municipal buildings, properties, infrastructure and fleet. Community energy saving and efficiency measures and incentives.

Keywords from Public Sustainability Workshop
ENERGY, WALKWAYS, SIDEWALKS, PEDESTRIAN, BIKES, BIKEWAYS, CYCLISTS, SOLAR, PHOTOELECTRIC, STREETS, EFFICIENCY

Reducing energy consumption through energy efficiency improvements and conservation measures in existing buildings is one of the most cost effective ways to reduce greenhouse gas emissions. There may also be opportunities and benefits to developing a more fuel-efficient fleet. By purchasing and driving vehicles that have a higher fuel efficiency rating, the Town can decrease greenhouse gas emissions while cutting fuel costs. Energy efficiency projects can increase economic activity by creating local jobs and reducing municipal energy costs for taxpayers. Innovations in energy and building technologies create incentives for continuous improvement of building and landscape while maintaining high standards of safety, health, and appearance of the built environment. According to the USGBC, buildings emit 35 percent of carbon dioxide in the United States, and personal vehicles are responsible for 17 percent of total emissions.[24] As decreasing emissions are a key factor in both the LEED-ND and CSC rating systems, the Town has great opportunity to leverage energy saving measures towards funding and development incentives through its Comprehensive Plan recommendations.

Public response also prioritizes energy saving. In the *envision Brighton* Community Survey, 61% of 253 respondents indicated that issues of energy and environmental conservation were important to them. In fact, 55% indicated specifically that greenhouse gas emissions are an important issue to them. In particular, several community members expressed support for Brighton's unique energy resource, the fuel cell testing and commercialization center, during the Public Sustainability Workshop. In response, and due to its value as a job generator, the *envision Brighton* will make recommendations on how to utilize and draw unique opportunities such as this one to the Town.

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[22] URL: http://www.colorbrightongreen.org
[23] Kusler, Jon (2016) Protecting and Restoring Riparian Areas. URL: http://www.aswm.org/pdf_lib/protecting_and_restoring_riparian_areas_kusler_030916.pdf and Kusler, Jon (2016) Model "Riparian" Protection Ordinance. URL: http://www.aswm.org/pdf_lib/model_riparian_protection_ordinance_kusler_030916.pdf.
[24]http://www.usgbc.org/sites/default/files/Technical%20Guid.%20Man.%20for%20Sust.%20Neighborhoods_2012_Part%20A_1f_web.pdf

Comprehensive Plan Action Items

The *envision Brighton* Comprehensive Plan will take the following steps to provide a basis for its energy recommendations, outlined in the subsequent subsection.

1. Create Best Management Practices (BMPs) for energy efficient lighting (such as LEDs) in municipal buildings and municipally-owned exterior lighting.
2. Identify on opportunity basis state-of-the-art technologies, smart controls, dashboards, and other disclosure protocols to make users aware of energy use and GHG impacts.
3. Create incentive and award programs for user-occupant actions.
4. Prioritize replacement schedules, process and product improvements for maintenance.
5. Identify opportunities for public demonstration, solar, other renewable applications, including USGBC LEED-EB and LEED-O&M criteria for retrofitting existing buildings. Identify incentives for reduced costs of operation through "green teaming" and user competitions.
6. Investigate innovations in municipal maintenance and budget process to reduce deferred maintenance and upgrade facilities and properties for energy efficiency and climate mitigation.

Comprehensive Plan Recommendations

The *envision Brighton* Plan makes the following energy recommendations based on their prescriptive benefits, feedback from the public sustainability workshop, presence and ranking in CSC and LEED-ND metrics, and goals and opportunities identified in Brighton's previous plans and initiatives.

1. Reduce energy (fuel) cost through equipment maintenance, upgrades, light/sun controls. Upgrade heating, ventilation, and air conditioning (HVAC) systems, insulation, windows and lighting. Reduce indoor municipal electric lighting cost and improve light quality through bulb and fixture replacement.
2. Update energy efficiency audits to include fleet and cool roof/safe roof audits and improvements. Document municipal facilities, fleet, properties: all costs of maintenance, repairs, deferred maintenance, safety, security, snow/ice removal sanding, scheduling.
3. Review placement, public benefit usefulness, hours of operation, fixture types, shielding, bulb types, light levels and uniformity for municipal exterior lighting.
4. Upgrade exterior lighting and improve public/parking area lighting (veiled to reduce light pollution). Improving the efficiency of exterior lighting is one of the simplest yet most effective changes that can be made at the municipal level. The typical warm LED street light uses 50% less energy per lumen than high-pressure sodium lighting, has an average lifespan 10-years longer than conventional lighting, and lower maintenance costs.[25] Install middle of the night shut offs for exterior lighting that is not used and/or necessary for pedestrian passage late at night. Recommend shielding or removal of street lighting that illuminates nature preserves and open spaces.

[25] www.darkskysociety.org/handouts/LightingPlanGuidelines.pdf

5. Explore feasibility of renewable sources of power for exterior lights, signs, and signals. Share purchase/service solar, other energy-efficient measures through cost effective solar (photovoltaics). Adopt renewable energy ordinances where applicable.
6. Extend lessons learned, if appropriate, with local utilities to review, revise, and promote energy-efficiency and renewable energy incentives and rate structures for public and private/commercial properties. Explore educational partnerships and training programs for energy-conservation and renewables.

Benefits

The energy recommendations are prioritized due to their weighted positive impacts, outlined below.

1. Initiatives are achievable within municipal authority and capacity for rapid implementation, and demonstrable results.
2. Initiatives directly support public health and safety conditions on streets and at public facilities (nighttime lighting audit / improvements).
3. Improvements include school facilities and properties with direct and visible benefit to children and families.
4. Demonstrated standards for private building and property owners.
5. Improved workspace comfort.
6. Initiatives directly support the Finger Lakes Regional Sustainability Plan goals for energy and innovation.

Metrics[26]

Including energy efficiency initiatives as a key element of the Comprehensive Plan can qualify Brighton for up to 79 credits towards NYSERDA CSC certification. Related actions (including Comprehensive Plan and implementation actions) can qualify the Town for up to 227 credits. LEED-ND lists 4 energy related required metrics and 8 credited metrics totaling 15 points. See Appendices A and B for more information.

Reports and Initiatives

Brighton has shown energy to an important subject for the town with several precedent reports and initiatives, including the *Recommendations for a Sustainable Future: Final Report of the Green Brighton Task Force* (August 2008).[27] *Recommendations for a Sustainable Future* sets the following energy goals for Brighton: a) Encourage green buildings (public and private), b) Reduce energy used by Town vehicles, c) Create more efficient exterior lighting in the public realm, and d) Create a culture of conservation in Town government and in the community as goals to the Town's sustainability actions. Action recommendations focus on municipal buildings and town standards, including incorporating green building strategies in

[26] NYSERDA Climate Smart Communities Certification Manual Version 2.0 http://www.dec.ny.gov/docs/administration_pdf/certman.pdf (p.12-11)
[27] URL: http://www.townofbrighton.org/DocumentCenter/View/5125

Comprehensive Development regulations; expanding environmental review of new developments; updating municipal operations to maximize efficiency; requiring major municipal projects to be USGBC LEED certified; and considering Town Code amendments to restrict exterior commercial lighting. Street lighting recommendations included replacing mercury vapor street lamps as they fail (short term goal); replacing incandescent street lamps with more efficient fixtures (near term goal); testing efficient street lamp options in a public location (mid term goal); and working to influence state government to increase efficient street lamp options (mid term goal). Fleet recommendations included evaluating vehicle purchasing as part of an annual Capital Improvement Program; continually reviewing and revising town vehicle guidelines; and developing and supporting environmental best practices for Town staff.

In addition, the *Monroe County Pre-Disaster Mitigation Plan* (2011)[28] referenced local involvement in energy and emissions by referencing the importance of energy emissions caps. *envision Brighton* will take this and other reviewed and updated recommendations into account, including those from the *Finger Lakes Regional Sustainability Plan (FLRSP)* (2013)[29], and the *Monroe Avenue Green Innovation Grant Program (GIGP)* [30].

[28] URL: http://www2.monroecounty.gov/files/ps/oem/2010%20Pre-Disaster%20Mitigation%20Plan%20FEMA%20&%20MC%20approved.pdf
[29] URL: http://sustainable-fingerlakes.org/wp-content/uploads/2013/01/FLRSP-Final-Plan.pdf
[30] URL: http://brightongigp.org/about.html

Location and Community Design

Contextualize and adapt development to fit appropriately in the context of public and active transportation methods, infill opportunities, and the existing community infrastructure.

Keywords from Public Sustainability Workshop
BIKEWAYS, COMMUNITY ENRICHMENT, COMMUNITY SUPPORTED AGRICULTURE, FARMERS MARKET, GARDEN, PARKLAND, SIDEWALKS, TRAILS, VEGETABLE, WALKWAYS

One of the most important aspects to sustainable development is maintaining focus on "human-scale" planning initiatives, including smart growth, climate hazard mitigation plans, affective use of transportation options, green job generators and social outreach. Maintaining and enhancing the fabric of the community by developing existing communities, supporting and broadening the transportation options in existing infrastructure, and fostering green purchasing power and broader social engagement are necessary in order to develop in a climate and economically reflective fashion. Both the CSC and the LEED-ND rating systems focus heavily on these aspects of development by requiring minimum density levels, walk distance thresholds, and street connectivity levels. Infill, site-specific plans with flexibility to adapt to market conditions are prioritized under LEED-ND. All told, the USGBC indicates that where we build and how we build relates directly to more than 66 percent of net CO2 emissions in the United States.[31] CSC focuses on climate smart land tools, community resiliency to climate change, supporting the green economy, and informing and inspiring the public.

These issues are rated among the most important for the Brighton community. The community comments from the Public Sustainability Workshop referenced the importance of the Brighton Farmers Market and the desire to make it year round, the potential for Community Supported Agriculture (CSA) in the town, the importance of festivals and community programs, developing businesses and recreational events with an eye to traffic issues, and the significance of walkability and bikability to the "Village" feel.

Comprehensive Plan Action Items

The *envision Brighton* Comprehensive Plan will take the following steps to provide a basis for its energy recommendations, outlined in the subsequent subsection.

1. Propose streetscape and building design standards that foster a sense of place, safety, and health through active transit, street calming measures, and publicly voted building aesthetic standards.

[31]http://www.usgbc.org/sites/default/files/Technical%20Guid.%20Man.%20for%20Sust.%20Neighborhoods_2012_Part%20A_1f_web.pdf

2. Prioritize development sites for their location based on market, infill, and connectivity status.
3. Set development density to reflect best practice.
4. Outline land-use policies that support or incentivize farmers' markets, community gardens, and urban and rural agriculture.
5. Meet LEED-ND standards for bicycle storage in new buildings.
6. Develop a smart growth zoning code.

Comprehensive Plan Recommendations

The *envision Brighton* Plan makes the following recommendations based on their prescriptive benefits, feedback from the public sustainability workshop, presence and ranking in CSC and LEED-ND metrics, and goals and opportunities identified in Brighton's previous plans and initiatives.

1. Connect new development to transportation options.
2. Incentivize mixed-use development.
3. Incentivize LEED-ND density ratios, including reduce parking footprints.[32]
4. Incentivize developing infill sites between current development to save greenspace and prevent sprawl.
5. Develop incentives to attract green businesses.
6. Develop community action plans for climate and disaster response.

Benefits

These recommendations are prioritized due to their weighted positive impacts, outlined below.

1. Initiatives directly support Brighton's vision and policy focus on environmental, economic, community and public health.
2. Initiatives will be key in ensuring that future planning serves community interest.
3. Focus on green jobs and development incentives can provide new and deeper avenues in the Brighton economy.
4. Initiatives directly support the Finger Lakes Regional Sustainability Plan goals for energy and innovation.
5. Incentives are high ranking in the LEED-ND metrics, increasing likelihood of LEED-ND certification.
6. Investing in walkable and diverse main streets and businesses enhances the Brighton brand, attracting more residents, industries, and investment.

[32] http://www.usgbc.org/sites/default/files/LEED%20v4%20ND_04.05.16_current.pdf

Metrics[33]

Adopting transport oriented, economic development, and infill design measures can qualify Brighton for up to 188 credits towards NYSERDA CSC certification. LEED-ND lists 4 related required metrics and 22 credited metrics totaling 68 points, the highest of any of the recommended initiatives. See Appendices A and B for more information.

Reports and Initiatives

The *Recommendations for a Sustainable Future: Final Report of the Green Brighton Task Force* (August 2008)[34] references the economic, cultural, and infrastructure aspects of sustainability in its goals and recommendations. It sets encouraging green business development and green business practices, as well as supporting walkability and bikability. The recommended ongoing actions to a) support programs that encourage alternative transportation and b) maintain Town support for Brighton's Farmers Market will be incorporated in to the *envision Brighton* plan, along with other recommendations and opportunities to furtherer the Task Force Plan goals.

Bikewalk Brighton (December 2012)[35] makes detailed recommendations for cycle and pedestrian transportation infrastructure that fosters safe and attractive transportation networks; establishing balanced and mixed transportation, emphasizing links and connections between existing active transportation assets, and making the best use of existing infrastructure and opportunities to provide a cost-effective and sustainable active transportation system through partnerships, infrastructure improvements, programs and policies.

A joint project of the Town of Brighton and City of Rochester, the *Highland Park Canalway Trail Planning and Design Concept* (2004)[36] develops a multi-use trail between the Erie Canal Heritage Trail (the "Canalway Trail") and Brighton Town Park. A Project Advisory Committee was appointed to guide the project. The plans recommendations include reconfiguration, signage and other improvements to make several road crossings between the Erie Canal and Highland Park – Westfall Road and Elmwood Avenue safer for trail users.

The *Monroe County Pre-Disaster Mitigation Plan* (2011)[37] includes infrastructure and emergency response system recommendations for based on the region's high risk of ice storms and floods and moderately high risk of severe storms, severe winter storms, and

[33] NYSERDA Climate Smart Communities Certification Manual Version 2.0 http://www.dec.ny.gov/docs/administration_pdf/certman.pdf (p.12-11)
[34] http://www.townofbrighton.org/DocumentCenter/View/5125
[35] http://www.townofbrighton.org/659/BikeWalk-Brighton
[36] http://www.townofbrighton.org/426/Highland-ParkCanalway-Trail
[37] URL: http://www2.monroecounty.gov/files/ps/oem/2010%20Pre-Disaster%20Mitigation%20Plan%20FEMA%20&%20MC%20approved.pdf

utility failures. Brighton's place in these countywide efforts is worth reviewing and incorporating into the Comprehensive Plan.

The *Town of Brighton Open Space Index Update* (2006-2007)[38] restates the goals of Open Space Preservation from the Town of Brighton Comprehensive Plan 2000, including to provide for the active and passive recreational needs of current and future town residents, as well as pedestrian and bicycle linkages among parks, recreation areas, and neighborhoods and between neighborhoods and commercial areas.

The *Monroe Avenue Corridor Community Vision Plan* (2011)[39] emphasizes the importance of concentrating development around transportation hubs. It makes recommendations along three different sections of Monroe Avenue, which provide great overlay opportunities with transit oriented development and investment. The plans outlined will be reviewed, modified, and updated to include green infrastructure benefits in the Comprehensive plan.

In addition to the plans above, non-profit resources for human scale development and transportation oriented design abound in the Brighton area, including the Genesee Regional Off-Road Cyclists (GROC)[40]. GROC and other potential partners will be referenced in the *envision Brighton* plan for their opportunities to provide implementation support and feedback.

[38] http://www.townofbrighton.org/DocumentCenter/Home/View/539
[39] URL: www.townofbrighton.org/index.aspx?NID=661
[40] www.mygroc.com

Waste Management and Recycling initiatives

Improve waste management practices and incentivize recycling across sectors.

Keywords from Public Sustainability Workshop
ENERGY, EFFICIENCY, RECYCLE, REPAIR CAFÉ, WASTE MANAGEMENT

The *envision Brighton* plan will incorporate waste management and recycling initiatives as it addresses its policy and visioning goals. Every step in the life cycle of municipal solid waste (MSW) management contributes to greenhouse gas emissions—from the production of products to municipal solid waste to its collection and eventual decomposition. Waste management is important to both the short and long term sustainability of a community due to its impacts on emissions and the environment, its reflection on economic equality, and direct impacts on health, safety, and welfare of a community. The Comprehensive Plan will propose audits municipal and private property waste management practices to identify cost-effective measures to reduce waste management costs. These can be undertaken via a public/private sector facilities management panel, to include municipal buildings, school buildings, and private sector (institutional) users.

Public support for waste management was demonstrated in the *envision Brighton* Community Survey. 64% of 253 respondents indicated that they would like to see "Expanding Recycling" as a waste management initiative. 53% indicated support for "Creating reuse programs for bulk or gently used items", and 51% indicated support for "Creating local composting programs".

Comprehensive Plan Action Items

The *envision Brighton* Comprehensive Plan will take the following steps to provide a basis for its waste recommendations, outlined in the subsequent subsection. These plan action items and plan recommendations are based on goals and opportunities identified in Brighton's previous plans and initiatives, feedback from the public sustainability workshop, their prescriptive benefits, and presence and ranking in CSC and LEED-ND metrics.

1. Identify points of improved collection, disposal, reuse, recycling, municipal and private collections.
2. Identify possible volunteer/private sector sponsors of recycling initiatives.
3. Identify and partner with innovative programs and private and non-profit sector partners. Sample projects include community recycling, Repair Café, etc.

Comprehensive Plan Recommendations

The *envision Brighton* Comprehensive Plan makes the following waste recommendations based on goals and opportunities identified

1. Document "wasteshed" system flows of all types of waste, including municipal, construction, contaminated/hazardous, medical, compost, e-waste, wastewater, lawn, public and private facilities.
2. Reduce waste management costs, volume, and diversion to landfill by increasing efficiency of waste disposal management and transportation. Initiate economic value projects for reducing waste stream, reuse and recycling, and resource recovery programs (private sector jobs).
3. Extend life of valuable resources through reuse, recycling e-waste, adaptive reuse.
4. Adopt of Best Practices for water, compost, and medical waste (prescription disposal) that reduce environmental impacts of waste processes.
5. Improve "nutrient recovery" from vegetable and leaf waster through safe composting.

Benefits

The waste recommendations are prioritized due to their weighted positive impacts, outlined below.

1. Initiative can reduce costs on residential and business properties.
2. More effective recycling reduces litter, pollution, and toxic hazards.
3. Initiatives directly support Finger Lakes Regional Sustainability Plan goals for materials/waste management.

Metrics[41]

Waste management, recycling Initiatives as a key element of the Comprehensive Plan can qualify for up to 40 credits towards NYSERDA CSC certification. Related actions (including Comprehensive Plan and implementation actions) can qualify for up to 59 credits. See Appendices A and B for more information.

Reports and Initiatives

Brighton has displayed waste management and recycling as an important subject for the town with several precedent reports and initiatives, including the *Recommendations for a Sustainable Future: Final Report of the Green Brighton Task Force* (August 2008).[42] *Recommendations for a Sustainable Future* sets evaluating alternatives to current mode of yard waste pick-up and ensuring adequate Town recycling facilities as immediate actions for the Town's sustainability efforts.

[41] NYSERDA Climate Smart Communities Certification Manual Version 2.0 http://www.dec.ny.gov/docs/administration_pdf/certman.pdf (p.12-11)
[42] http://www.townofbrighton.org/DocumentCenter/View/5125

Appendix A

CSC Certification Points

This section reviews the metrics and points available under CSC Certification, identified by Comprehensive Plan Initiative Category and indication of any current actions eligible for points. See the Introduction for more information on certification levels.

KEY *Proposed Comp Plan Initiative Category*	
Green Infrastructure	115
Waste and Recycling	59
Energy and Fuel	227
Location and Community Design	188
Municipal Effort (no color)	42
Total available	631
Total achieved to date	136

CSC Section 1 - Pledge to be a Climate Smart Community timeline: anytime

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
1.1	Adopt the CSC Pledge	4	Adopted by Town Board 3/9/14	4
1.2	Create task force	8	Sustainability Oversight Comm.	8
1.3	Appoint coordinator	8	SOC Chair/staff appointments	8
1.4	Create internal green team	8	SOC serves as green team	8
1.5	Join national/regional program	3	Finger Lakes, Tree City USA	3

CSC Section 2 - Set goals, inventory emissions, plan for climate action timeline: within 5 years of certification application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
2.1	Inventory GHG emissions	8	***Ask Town Status***	
2.2	Inventory municipal operations	8		
2.3	Inventory community emissions	4		
2.4	Establish municipal targets	4		
2.5	Establish community targets	8		
2.6	Develop municipal plan	8	***Ask Town Status***	

CSC Section 3 - Decrease community energy use timeline: within 7-10 years of certification application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
3.1	Municipal energy audit	8	Energy Cons. Study 3/30/2010	8
3.2	Upgrade interior lighting	5		
3.3	HVAC upgrades	5	Library. rooftop unit, TH boiler	5
3.4	Water efficient fixtures	4		
3.5	Building EMS	5	TH HVAC Controls 2009	5
3.6	Upgrade bldg envelope(s)	7		
3.7	Municipal green bldg spec	4	***Ask Town Status***	
3.8	Build green bldg	10	***Ask Town Status***	
3.9	Water & WW treatment	7	***Ask Town Status***	
3.1	Adopt fleet efficiency policy	3	***Ask Town Status***	
3.11	Right-size municipal fleet	3		
3.12	Replace /upgrade fleet	5		
3.13	Anti-idling municipal vehicles	3		
3.14	Car-sharing municipal staff	4		
3.15	LED street lights	5	***Ask Town Status***	
3.16	LED traffic signals/lighting	4	***Ask Town Status***	
3.17	Reduce outdoor lighting	4	***Ask Town Status***	
3.18	Upgrade / solarize ext. lighting	4		
3.19	Waste management - events	2		
3.2	Recycling municipal bldgs	3		
3.21	Municipal waste/compost	3	***Ask Town Status***	
3.22	e-waste municipal buildings	3		
3.23	Municipal waste audit	2	***Ask Town Status***	
3.24	Environmental purchasing	4		
3.25	Financing municipal green energy projects	5		
3.26	Energy/waste specs/contracts	3		
3.27	Green rating - infrastructure	6	*under NYSERDA development*	
3.28	Incentives for commuting staff	3		
3.29	Staff green pledge	2		
3.3	Staff training – green actions	3		
3.31	EMS or GHG management	5		
3.32	Adopt energy benchmarking	4		

CSC Section 4 - Increase community use of renewable energy timeline: within 5 years of certification application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
4.1	Green power purchase	4		
4.2	"PV-ready", charging stations	4	***Ask Town Status***	
4.3	Feasibility study renewables	5	Solar ordinance?	
4.4	Renewable energy credits	7	Evaluated TH; CBG solar map	7
4.5	Install geothermal	9		
4.6	Install Solar DHW/ photovol	9		
4.7	Host solar purchase (PPA)	9		
4.8	Install wind system/municipal	9		
4.9	Install wood pellet/ municipal	6		

CSC Section 5 - Realize benefits of recycling/climate-smart waste management practices timeline: active at time of application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
5.1	Adopt zero waste policy	3		
5.2	Discourage disposal bags	tbd	*under NYSERDA development*	
5.3	Participate in EPA Wastewise	2		
5.4	Pay-as-you-Throw/unit pricing	6		
5.5	Construction waste policy	3	List municipal status	
5.6	Resource Recovery Center	3	List municipal status	
5.7	Recycling (residential)	8	offered to all residents	8
5.8	Recycling (commercial users)	8	offered to all commercial users	8
5.9	Recycling bins public/events	3		
5.1	Provide compositing bins	2		
5.11	Organics/yard waste collect	6	***Ask Town Status***	
5.12	Household haz waste collect	2		

CSC Section 6 - Reduce GHG through climate-smart land use tools timeline: within 10 years of certification application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
6.1	Sustainability in comp plan	9	This report	9
6.2	Smart growth land-use regs	8		
6.3	Renewable energy ordinance	4		
6.4	Green bldg code(s)	6	Draft solar/wind, in process	6

6.5	Resource-efficient site design	4		
6.6	Incentivize renewable energy	5		
6.7	Land-use policies that incentivize Farmers markets and gardens	5		
6.8	Green parking lot standards	4		
6.9	Complete streets policy	4		
6.1	Support bicycling/walking	10		10
6.11	Install electric vehicle infrast.	8	Electric charging sta. design	8
6.12	Public transit/ alternate trans.	10	Bike/Pedestrian plan	10
6.13	Safe routes to school program	3		
6.14	Traffic calming measures	5		
6.15	Not-idling ordinance	3		
6.16	Transportation tech. solutions	5		
6.17	Natural resource inventory	5		
6.18	Local forest or tree planting project or program	6	Tree City USA program	6
6.19	Preserve natural areas through zoning	6		

CSC Section 7 - Enhance community resilience and prepare for effects of climate change timeline: within 5-10 years of certification application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
7.1	Conduct vulnerability assess	11	***Ask Town Status***	
7.2	Climate resilience vision/goals	2		
7.3	Review plans for resilience	4	Comprehensive Plan Mandate	4
7.4	Develop climate policies	5		
7.5	Incorporate climate in plans	3		
7.6	Update multi-hazard plan	3		
7.7	Implem't heat emergency plan	4	*n/a: under NYSERDA review*	
7.8	Require shade structures	4		
7.9	Open cooling centers	2	*n/a: under NYSERDA review*	
7.1	Watershed assess water/flood	4		
7.11	Floodplain flood ordinance	3		
7.12	Connect floodplain buffers	7		
7.13	Conserve open areas/species	7		
7.14	Strat. relocations from floodpl.	5		
7.15	FEMA NFIP CRS program	3		
7.16	Green infrastructure/stormwat	7		
7.17	Conserve wetland stormwater	8	Ref: NYSDEC Design manual?	8
7.18	Ecologic. shoreline protection	8	n/a	
7.19	Extend 2-ft. freeboard regs.	3		
7.20	Require SLR coastal developt	3	n/a	

7.21	Rightsize bridge culverts dam	5
7.22	Early warning evacuation plan	4
7.23	Water conservation/reuse	6
7.24	Xeriscaping (drought-resistant vegetation)	2
7.25	Source water protection	6

CSC Section 8 - Support development of green innovation economy timeline: active at time of application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
8.1	Green jobs training program	3		
8.2	Green vendor fairs	2		
8.3	Green industries in plans	4		
8.4	Sustainability in local projects	5		
8.5	Green /local procurement	4		
8.6	Local farmers markets	3		
8.7	Buy local / green campaign	2		
8.8	Brownfield site program	10		
8.9	Green industry incentives	4		
8.10	Alternative transport infrastr.	7		
8.11	Energy benchmarking	5		
8.12	Residential energy financing	7		

CSC Section 9 - Inform and inspire the public timeline: active at time of application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
9.1	Education, climate action	4		
9.2	Energy reduction challenge	5		
9.3	Educational seminars, fairs	3		
9.4	Website climate action	3		
9.5	Social media	3	ColorBrightonGreenEnergyFair	3

CSC Section 10 - Commit to evolving process of climate action timeline: within 3-5 years of application

CSC item		Points Available	Current or Prior Actions taken	Currently Eligible Points
10.1	Report on progress annually	4		
10.2	Update strategies and plans	4		
10.3	Neighbor communities/prtners	3		

Appendix B

LEED-ND Certification Points

The LEED-ND rating system is divided into the following credit categories: Smart Location and Linkage (SLL), Neighborhood Pattern and Design (NPD), and Green Infrastructure and Buildings (GIB). The SLL category emphasizes project location on connected and previously developed sites with existing infrastructure, near transit, and away from important natural resources. NPD recognizes compact, walkable, vibrant, mixed-use neighborhoods with good connections to nearby communities. Finally, the GIB category recognizes building and infrastructure performance at the district scale that reduces energy and water use, encourages historic preservation, and minimizes waste.[43]

KEY *Proposed Comp Plan Initiative Category*	
Green Infrastructure	4 Requirements, 19 Available Points
Waste and Recycling	0 Requirements, 4 Available Points
Energy and Fuel	4 Requirements, 15 Available Points
Location and Community Design	4 Requirements, 68 Available Points
Total	12 Requirements, 110 Available Points (including bonus)

Smart Location & Linkage

Credit/Prerequisite Name	*Points*
Smart Location (P)	Req'd
Imperiled Species & Ecological Communities Conservation (P)	Req'd
Wetland & Water Body Conservation (P)	Req'd
Agricultural Land Conservation (P)	Req'd
Floodplain Avoidance (P)	Req'd
Preferred Locations (C)	10
Brownfield Remediation (C)	2
Access to Quality Transit (C)	7
Bicycle Facilities (C)	1
Housing & Jobs Proximity (C)	3
Steep Slope Protection (C)	1
Site Design for Habitat or Wetland & Water Body Conservation (C)	1
Restoration of Habitat or Wetlands & Water Bodies (C)	1
Long-Term Conservation Management of Habitat or	1

[43]http://www.usgbc.org/sites/default/files/Technical%20Guid.%20Man.%20for%20Sust.%20Neighborhoods_2012_Part%20A_1f_web.pdf

Wetlands & Water Bodies (C)

Neighborhood Pattern & Design

Credit/Prerequisite Name	*Points*
Walkable Streets (P)	Req'd
Compact Development (P)	Req'd
Connected & Open Community (P)	Req'd
Walkable Streets (C)	12
Compact Development (C)	6
Mixed-Use Neighborhoods (C)	4
Housing Types & Affordability (C)	7
Reduced Parking Footprint (C)	1
Connected & Open Community (C)	2
Transit Facilities (C)	1
Transportation Demand Management (C)	2
Access to Civic & Public Space (C)	1
Access to Recreation Facilities (C)	1
Visitability & Universal Design (C)	1
Community Outreach & Involvement (C)	2
Local Food Production (C)	1
Tree-Lined & Shaded Streetscapes (C)	2
Neighborhood Schools (C)	1

Green Infrastructure & Buildings

Credit/Prerequisite Name	*Points*
Certified Green Building (P)	Req'd
Minimum Building Energy Performance (P)	Req'd
Indoor Water Use Reduction (P)	Req'd
Construction Activity Pollution Prevention (P)	Req'd
Certified Green Buildings (C)	5
Optimize Building Energy Performance (C)	2
Indoor Water Use Reduction (C)	1
Outdoor Water Use Reduction (C)	1
Building Reuse (C)	1
Historic Resource Prevention & Adaptive Reuse (C)	1
Minimized Site Disturbance (C)	1
Rainwater Management (C)	4
Heat Island Reduction (C)	1

Solar Orientation (C)	1
Renewable Energy Production (C)	3
District Heating & Cooling (C)	2
Infrastructure Energy Efficiency (C)	1
Wastewater Management (C)	2
Recycled & Refused Infrastructure (C)	1
Solid Waste Management (C)	1
Light Pollution Reduction (C)	1

Bonus Points	
Innovation & Design Process	6
Regional Priority Credit	4

END OF VOLUME 3: APPENDICES

ENVISION BRIGHTON 2028