

envision BRIGHTON 2028

Planning for a Sustainable Future



VOLUME 2: VISION & DEVELOPMENT



Town of
Brighton

FINAL REPORT

September 26, 2018

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ACKNOWLEDGMENTS

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NYSERDA
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- A. Market Assessment
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TOWN POLICY FRAMEWORK

ENVISION BRIGHTON 2028

Planning for a Sustainable Future



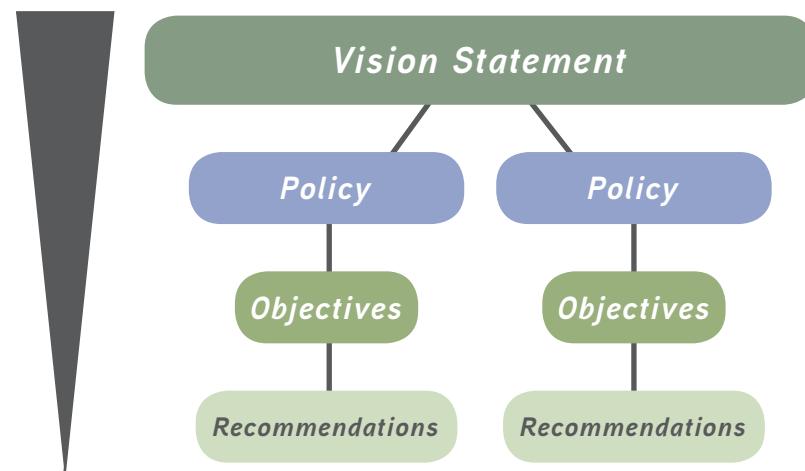
INTRODUCTION

A successful comprehensive plan is developed and implemented on multiple levels, addressing the short- and long-term needs of a community while providing varying levels of detail. In an effort to accomplish this, the Envision Brighton Comprehensive Plan Update includes a vision, policy statements, objectives, and recommendations. These policy framework elements are summarized at right.

Each of these elements shall serve as a guide for future public and private investment in Brighton over the next decade. The intent of this section is to ensure that future action within the Town is made in pursuit of the community's stated vision.

It should be noted that although recommendations have been organized by policy area for ease of reference, many serve to achieve multiple objectives across this framework.

GENERAL



VISION

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

POLICY

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

OBJECTIVE

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

RECOMMENDATION

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



Envision Brighton

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

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

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

IN 2025, BRIGHTON WILL BE...

“A bustling, multi racial, multi-generational hotbed of activity.”

“A place that people don’t want to leave”

“More vibrant and more sustainable”
“A national model for suburban sustainable living that draws families and a diverse population to live here for a lifetime”

“Greener and more walkable with families using their cars far less often.”

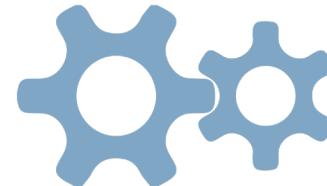
“Celebrating our diversity”

RESPONSES FROM THE OCTOBER 29, 2015 COMMUNITY FORUM.



EXISTING PLANNING TOOLS

There are several previously completed plans and studies that may assist the Town with the implementation of this Plan. These documents include planning efforts commissioned by the Town, as well as regional projects. Provided below is a listing of the specific plans and studies that are referenced as tools in the policy sections.



DOCUMENT	DATE	AGENCY / LOCALITY
Climate Smart Communities Checklist	Ongoing	NYS Energy Research & Development Authority
Envision Brighton Sustainability Report	June 2016	Town of Brighton
Envision Brighton Market Study	January 2016	Town of Brighton
Landscaping with NYS Native Plants	Spring 2015	NYS Department of Environmental Conservation
Finger Lakes Regional Sustainability Plan	May 2013	Genesee Finger Lakes Regional Planning Council
Brighton Comprehensive Development Regulations	January 2013 & as Amended	Town of Brighton
Bike Walk Brighton	December 2012	Town of Brighton
Long Range Transportation Plan for the Genesee-Finger Lakes Region	June 2011	Genesee Transportation Council
Monroe Avenue Corridor Community Vision Plan	February 2011	Town of Brighton
Rochester Bicycle Master Plan	January 2011	City of Rochester
I-590 Bicycle/Pedestrian Bypass Study	May 2009	Town of Brighton
Green Brighton Task Force Final Report	August 2008	Town of Brighton
Brighton Open Space Index	2006 to 2007	Town of Brighton
Auburn Line Rail-to-Trail Feasibility Study	January 2005	Genesee Transportation Council
Highland Crossing Trail Study	October 2004	City of Rochester
Brighton 2000 Comprehensive Plan	October 2001	Town of Brighton
Monroe Avenue Design Plan, Guidelines & Standards	November 1999	Town of Brighton
Monroe Avenue Comprehensive Plan	April 1997	Town of Brighton

TOWN BOARDS & COMMISSIONS

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

- » Architectural Review Board
- » Board of Assessment Review
- » Board of Ethics
- » Bicycle Pedestrian Task Force
- » Budget Review Task Force
- » Town Board Community Services Committee
- » Conservation Board
- » Town Board Finance and Administrative Services Committee
- » Historic Preservation Commission
- » Library Board of Trustees
- » Parks & Recreation Citizens Advisory Board
- » Planning Board
- » Town Board Public Safety Committee
- » Town Board Public Works Committee
- » Sustainability Oversight Committee
- » Zoning Board of Appeals
- » Town Board



ENVISION BRIGHTON SUSTAINABILITY REPORT

As part of this comprehensive plan update process, a Sustainability Report was completed. This Report provided specific sustainability focused goals and actions for inclusion in the Envision Brighton policy framework, as well as a series of sustainability metrics for monitoring long-term progress.

The recommendations of the Sustainability Report help direct the Town's policy for a number of environmental factors, including greenhouse gas (GHG) reductions, energy supply, transportation, water management, waste management, land use, open space, mixed use development, housing, and economic development.

The Report incorporates LEED-ND™ criteria using the U.S. Green Building Council's (USGBC) Technical Guidance Manual for Sustainable Neighborhoods to identify barriers to sustainability and to provide a policy foundation for future regulatory amendments that will implement sustainability and smart growth principles.

In addition, the Report also focuses on two benchmarking mechanisms:

- » The New York State Energy Research and Development Authority (NYSERDA) Cleaner, Greener Communities (CGC) Phase II Comprehensive Planning Program Guidelines, which was the funding source for this Plan update; and
- » The NYSERDA Climate Smart Communities Certification Manual, a comprehensive set of metrics connected to the CSC Certification Program which aims to both reduce GHG emissions and adapt to climate change.

Although many of the recommendations of the Sustainability Report have been woven into this policy framework, the full Report may be found in [**Appendix D**](#).



ENVIRONMENTAL POLICY STATEMENT

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

OBJECTIVES

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

ENVIRONMENTAL POLICY

RECOMMENDATIONS	OBJECTIVE
1. Develop a Community Climate Action Plan as required by Climate Smart Communities and incorporate recommendations outlined in this Plan into any subsequent Town improvements, policies, and capital improvement programs.	A, B, C, D, E, F
2. Continue to preserve and expand the Town's urban tree canopy and diversity of species in accordance with the Tree City USA standards and the Town Forestry Plan. Ensure that an urban forestry succession plan is in place and implemented.	A, C, E
3. Reduce the urban heat island effect by requiring additional trees along the street and on-site for shading, and healthy, hydric landscape features in site plan review.	B, C, E
4. Continue to preserve trees in reasonable health and condition in new development proposals. When not feasible, the project should include appropriate tree replacement measures.	A, B, C
5. Minimize any adverse effect on the health and longevity of trees in new developments through appropriate design measures and construction practices	B, C, E
6. Consider preparing guidelines for the reduction of invasive species that could be used by the Planning and Conservation Boards and by the Department of Public Works.	A, B
7. Increase non-invasive diverse native plantings, and absorptive ground covers to control flooding and reduce impoundments in floodplain areas.	A, B, C
8. Reduce public and private reliance on the municipal stormwater system through the use of sustainable methods of retaining/detaining stormwater for natural absorption and water filtration/cleaning. Consider requiring sustainable methods for new development projects.	B, C, E
9. Continue to minimize use of lawn fertilizers, pesticides, and herbicides on Town properties and encourage residents to do the same in addition to clean up of street litter that pollute streams, water bodies, and aquifers.	A, C, D



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

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

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

Source: ArborDay.org



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

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

RECOMMENDATIONS (CONTINUED)

OBJECTIVE

10. Promote goals of water quality and climate adaptation through efforts such as coordinated volunteer planting and creation of "rain gardens" in public and private spaces.	A, B, C, E
11. Evaluate existing protection of stream-side buffers and consider additional measures to reduce erosion, siltation, and non-point source pollution along swales and streams.	C, E
12. Disturbance of wetland areas should be avoided if possible and any mitigation should take place in the wetland watershed and within the Town of Brighton boundaries where feasible. Wetland disturbance and mitigation requirements are regulated by New York State Department of Environmental Conservation and the United States Army Corps of Engineers.	A, B, E
13. Create a watershed assessment mechanism to identify flooding due to increased storm intensity.	A, B, E
14. Develop measurable goals for the implementation of environmental objectives such as for the reduction in carbon footprint.	B, C, E
15. Reduce nonrenewable fuel use and cost of operating Town owned vehicles through maintenance, operational guidelines, replacement, and upgrades.	C, D, E, F
16. Research ways in which the Town of Brighton could discourage any increased transport and/or use of fossil fuels within the bounds of the Town. This might include prohibition of new fossil fuel infrastructure such as pipelines transporting fossil fuels through the Town and ordinances that would promote or incentivize renewable energy over fossil fuel for new construction.	F
17. Investigate the establishment of a Community Shared Solar (CSS) program whereby participants who invest in solar technology on their roof or property are provided benefits, such as electricity, net metering credits, and return on investments.	E, F

RECOMMENDATIONS (CONTINUED)	OBJECTIVE
18. Draft and adopt renewable energy ordinances to facilitate the use and purchase of solar, geothermal, and other advanced energy technologies throughout the Town consistent with existing conservation programs. Renewable energy ordinances should establish a process to weigh any conflicts between renewable technologies and other land uses or landscaping that considers the net reduction in carbon emissions along with all other factors. This ordinance must consider conflicts and identify a balance that provides flexibility and supports the transition to renewable energy. Additionally, the ordinance should encourage/incentivize homeowners and business owners to install renewable energy sources.	E, F
19. Explore feasibility of using renewable sources to power Town building and operation including lights, signs, and signals. Support the community's effort to utilize renewable sources to power their homes.	E, F
20. Continue to upgrade heating, ventilation, air conditioning (HVAC) systems, insulation, windows and lighting in Town owned facilities to reduce energy dependency of municipal buildings.	C, E, F
21. Update energy efficiency audits to include Town owned vehicle fleet and cool roof audits and improvements. The Town should explore renewable options and efficient energy sources to power the vehicle fleet and the heating and cooling systems of Town facilities.	C, E, F
22. Upgrade Town street lighting and exterior lighting for public parks and parking areas, including, but not limited to efforts to install auto shut-offs and promote the use of LED fixtures. Support the transition of utility companies to more energy efficient lighting technologies. Minimize adverse off-site impacts including light trespass, obtrusive light, disability glare, nuisance glare, and light pollution. Curtail light pollution and preserve the nighttime environment.	C, E, F
23. Investigate standards for controlling light pollution, as established by the United States Green Building Council.	C
24. Encourage building to LEED specifications.	A, B, C, D, E, F





RECOMMENDATIONS (CONTINUED)	OBJECTIVE
25. Encourage and facilitate the redevelopment and infill of underutilized commercial, office, and industrial areas as well as the mixing of uses to reduce future vacant properties and protect valuable open space from new development.	A, B
26. A significant portion of a site's required green space should be in the form of a contiguous habitat of native species. If feasible, this green space should consist of natural, undisturbed space.	A, B
27. Utilize cluster development where it can minimize impacts to sensitive environmental areas and maximize open space systems.	A, B
28. Review the Environmental Protection Overlay District (EPOD) regulations for modification to foster development that is responsive to the protection of environmentally sensitive areas.	A, B
29. Provide recycling collection at all public facilities in the Town. The Town should explore opportunities to reduce waste within the community such as a community composting program.	C, D
30. Explore and encourage zero waste management strategies.	D
31. Encourage waste haulers to provide single containers for recycling and require access to recycling at all apartment complexes and businesses.	D
32. Explore establishing a town-wide stormwater management district, to help encourage and pay for maintenance of green infrastructure.	B
33. Continue the use of incentive zoning as a means of acquiring open space. Consider adding permitted community amenities to enhance sustainable development practices.	A, B



EXISTING TOOLS

- » CLIMATE SMART COMMUNITIES CHECKLIST
- » FINGER LAKES REGIONAL SUSTAINABILITY PLAN
- » BRIGHTON 2000 COMPREHENSIVE PLAN
- » ENVISION BRIGHTON SUSTAINABILITY REPORT
- » BRIGHTON OPEN SPACE INDEX
- » LANDSCAPING WITH NEW YORK STATE NATIVE PLANTS
- » BRIGHTON COMPREHENSIVE DEVELOPMENT REGULATIONS (ZONING)





SENSE OF COMMUNITY POLICY STATEMENT

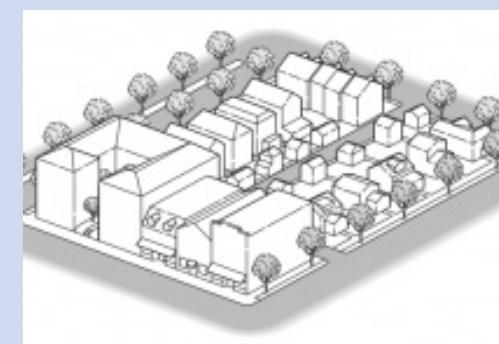
There is a strong sense of community pride within the Town of Brighton. We are known for the beauty, walkability and livability of our neighborhoods, as well as the economic and educational opportunities afforded to all who live, work, shop, and play in Brighton. Much of our community character and identity,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

OBJECTIVES

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

SENSE OF COMMUNITY POLICY

RECOMMENDATIONS	OBJECTIVE
1. Support and encourage the use of public and private spaces for venues to display arts, cultural exhibits, and areas for the public to gather and interact and celebrate Brighton's unique assets.	A, B
2. Encourage the application of incentive mechanisms for future development to encourage public communal spaces, multi-generational and mixed-income housing. Examples could include payments in lieu of taxes, incentive zoning, or inclusionary zoning practices.	A, C
3. Develop guidelines for local decision-makers in support of affordable multi-generational, mixed-income neighborhoods.	A, C, E
4. Implement form-based building bulk and dimensional regulations controlling the physical attributes of development to ensure that it reflects the desired community character and provides for appropriate public and communal spaces.	B, D
5. Encourage the location of higher density, multi-family, mixed use housing developments within a five minute walking and biking radius of public transportation, and where necessary, require developers of such projects to guarantee ongoing transit access.	C, E
6. Continue to evaluate the impacts of proposed roadway improvements on the existing character of established neighborhoods, particularly where plans may include street widening and/or reconfiguration.	B, D
7. Encourage waterfront development or redevelopment that takes advantage of proximity to the Erie Canal.	B
8. Review and revise local law as necessary to further protection of historic buildings and provide flexibility to permit their rehabilitation or reuse.	B, D

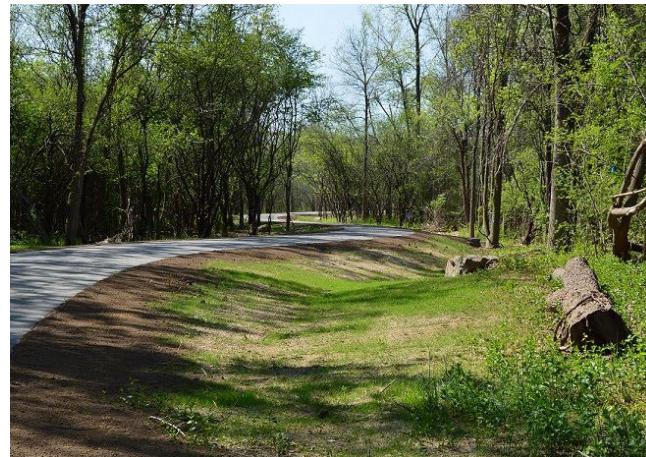


To ensure future development or redevelopment efforts reflect Brighton's desired community character and design expectations, the Town should augment or replace its zoning code with a "form based code."

Form-Based Code

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

Source: Formbasedcodes.org



RECOMMENDATIONS (CONTINUED)

OBJECTIVE

9. Ensure that the promotion and preservation of historic properties remains a known priority of the Town.	B, D, F
<ul style="list-style-type: none"> Explore the pros and cons of applying for qualifying Brighton neighborhoods to be listed on the State and National Registers of Historic Places. Provide Support to property owners for the maintenance and rehabilitation of historic properties, both residential and commercial, within the Town. Continue to identify and protect designated local historic structures and sites. Consider adopting design guidelines for local historic properties to assist property owners and decision-makers in restoration and rehabilitation efforts. Increase awareness and utilization of the Town's "Historic Landmark Property Tax Abatement Local Law." 	
10. Draft and adopt nonresidential design guidelines for future development and redevelopment along the West Henrietta Road Corridor.	B, D, F
11. Town should draft and implement a plan for addressing neglected abandoned properties in a manner that benefits the property owner and the community at large.	B, D
12. Collaborate with RTS, major regional employers, and developers to provide integrated public transit and pedestrian/bicycle access to encourage and increase walking, biking, and public transit use in lieu of single occupancy vehicle use throughout Brighton.	C
13. Continue to support local efforts aimed at increasing understanding of the racial, ethnic, religious, and cultural diversity of our community, as well as community-building efforts, including neighborhood associations, community gatherings, and cultural events aimed at bringing Brighton residents together and creating a unique sense of place within the Town.	A, F
14. Encourage the celebration and further cultivation of Brighton's unique history including achievements by Brighton residents, businesses and institutions. This will serve to make Brighton an even better place to live and strengthen Brighton's identity within the Greater Rochester community.	F



EXISTING TOOLS

- » [FINGER LAKES REGIONAL SUSTAINABILITY PLAN](#)
- » [ROCHESTER BICYCLE MASTER PLAN](#)
- » [BRIGHTON 2000 COMPREHENSIVE PLAN](#)
- » [BIKE WALK BRIGHTON](#)
- » [ENVISION BRIGHTON SUSTAINABILITY REPORT](#)
- » [MONROE AVENUE COMPREHENSIVE PLAN](#)
- » [MONROE AVENUE DESIGN PLAN, GUIDELINES & STANDARDS](#)
- » [MONROE AVENUE CORRIDOR COMMUNITY VISION PLAN](#)
- » [LANDSCAPING WITH NEW YORK STATE NATIVE PLANTS](#)
- » [BRIGHTON COMPREHENSIVE DEVELOPMENT REGULATIONS \(ZONING\)](#)

SMART GROWTH PRINCIPLES

The policy framework for the Town of Brighton is centered around the concept of “smart growth,” which focuses on a range of land use and conservation strategies that support economic growth, strong communities, and environmental health. The United States Environmental Protection Agency (EPA) Office of Sustainable Communities has helped to formalize the application of these strategies to serve as a guide for municipalities across the country. The following is a listing of the 10 principles of Smart Growth in development as defined by the EPA:

1. Mix Land Uses
2. Take Advantage of Compact Building Design
3. Create a Range of Housing Opportunities and Choices
4. Create Walkable Neighborhoods
5. Foster Distinctive, Attractive Communities with a Strong Sense of Place
6. Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas
7. Strengthen and Direct Development Towards Existing Communities
8. Provide a Variety of Transportation Choices
9. Make Development Decisions Predictable, Fair and Cost Effective
10. Encourage Community and Stakeholder Collaboration in Development

Many of these principles are reflected in the language of Brighton’s policies, objectives, and recommendations.

ECONOMIC VITALITY POLICY STATEMENT

The presence of small businesses, technology industries, medical services, and educational institutions help to shape Brighton's diverse and vibrant local economy. 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. It is important that we foster an economic climate suitable for businesses and industries of all sizes to expand our employment opportunities and tax base in a sustainable manner while providing goods and services that the community needs and desires in an environmentally responsible manner.

OBJECTIVES

- A.** *Attract and promote the sustainable development of quality office, retail, commercial, medical, light industrial, and residential uses in areas with existing critical infrastructure, in an effort to expand the Town's local tax base while providing needed and desired goods and services, and without compromising other community goals..*
- B.** *Foster a mix of residential and commercial investment that promotes the vitality, density, and walkability of local activity centers.*
- C.** *Improve multi-modal transportation options to local services, shops, and employment opportunities within the Town and around the region.*
- D.** *Improve access to and promote utilization of local parks, open space, and recreational resources within the Town.*
- E.** *Provide support for local businesses, entrepreneurs, institutions, and enterprises to attract and retain local talent and increase access to local goods.*
- F.** *Conserve existing open space by promoting redevelopment of vacant, underutilized and obsolete commercial properties to enhance the Monroe Avenue and West Henrietta Road corridors.*
- G.** *Enhance the village feel of the Twelve Corners area and extend that concept to other commercial areas of the town wherever practicable.*



RECOMMENDATIONS	OBJECTIVE
1. Prioritize the development of multi-story, mixed-use projects within infill sites to conserve remaining open space, utilize existing utility infrastructure, and prevent sprawl.	B, E
2. Promote and continue to support local food systems and sources, such as the Brighton Farmers Market and community gardens.	B, E
3. Review and revise the Town's zoning code to permit higher density multi-story, mixed-use infill development that reflects a traditional "village" atmosphere in the primary Twelve Corners area. Extend this zoning code to other areas of the Town wherever appropriate.	A, B
4. Complete detailed corridor studies and area plans that will result in zoning recommendations, as necessary, for each of the Town's major transportation corridors, including, but not limited to, Monroe Avenue, Brighton-Henrietta Town Line Road, Winton Road South, West Henrietta Road, and South Clinton Avenue.	A, C
5. Produce a Circulation, Access and Parking (CAP) Study for Monroe Avenue and West Henrietta Roads that considers the feasibility of alternative parking mechanisms including, but not limited to, maximum versus minimum allowed parking, on-street parking, shared parking which considers hours of operation, underground facilities, and an increase in the allowed distance of parking from the building.	A, B, C
6. Advocate for collaboration with the Town of Brighton Chamber of Commerce and other local groups for economic development efforts such as: <ul style="list-style-type: none"> • Promoting buy local campaigns. • Assisting local businesses with relocation or expansion within Town and encouraging them to celebrate Brighton's unique identity where appropriate, including Brighton history and/or achievements of Brighton residents. • Attracting and retaining small, community-oriented enterprises within the Town. • Engaging and supporting local merchants' associations. 	A, B, E
7. Work with the Monroe Avenue landlords and merchants to address commercial property maintenance and vacancy, and recognize those businesses that have engaged in exemplary efforts.	A, E





RECOMMENDATIONS (CONTINUED)

	OBJECTIVE
8. Support the creation of additional merchants' associations in areas of the Town where there is a concentration of commercial activity.	E
9. Improve the development and recreational potential of the Erie Canal through increased access and connectivity to West Brighton and Town-wide as recommended by the BikeWalk Brighton Plan.	A, D
10. Continue to work with area bicyclists, bicycling organizations, and neighborhood associations to determine most needed linkages from existing neighborhoods to employment and commercial centers. Continue to support the implementation of improvements within the BikeWalk Brighton Plan.	C
11. Consider the implementation of urban streetscape retrofit projects in areas where increased pedestrian and bicyclist accommodations are desired to enhance connectivity and place-making.	B, C, D
12. Continue to pursue public funding mechanisms or private incentives for developers to extend Senator Keating Boulevard to Winton Road in conjunction with future land development proposals.	A, C
13. Collaborate with the University of Rochester, Rochester Institute of Technology and Monroe Community College to develop a campaign promoting the Rochester Multiversity concept.	C, D
14. Pursue additional non-vehicular connectivity opportunities between West Brighton, the Erie Canal, the Lehigh Valley Trail, public parks, and the Genesee River to further strengthen the Multiversity Concept as outlined in this Plan.	C, D
15. Promote a local advocacy campaign to build upon physical and perceptive connections between the traditional "town center" at Twelve Corners and the evolving Rochester Multiversity concept area celebrating Brighton and the Greater Rochester-based business whose businesses celebrate Brighton's unique identity.	A, C, D
16. Identify suitable sites and locations near to transit, medical services, retail establishments, and commercial centers for affordable, low to no maintenance housing options for seniors and others with limited physical mobility.	A, B, C

RECOMMENDATIONS (CONTINUED)	OBJECTIVE
17. Facilitate additional communication and collaboration between local merchants, property owners, institutions, and major employers to address barriers to achieving the objectives of this Plan.	A, B, C, D, E
18. Enhance partnerships with local education institutions and medical centers and solicit information regarding community needs and overcoming barriers to attract and retain professionals.	A, E
19. Encourage the establishment and maintenance of electric vehicle charging stations throughout the Town in order to support local residents and visitors in their efforts to reduce their carbon footprint in the Town of Brighton.	A
20. Promote future development that will preserve heritage and historical value of the canal while enhancing its long term financial sustainability.	A, B, C, D
21. Ensure Town approvals are required before COMIDA or other tax abatements for development or redevelopment are granted.	A

EXISTING TOOLS

- » FINGER LAKES REGIONAL SUSTAINABILITY PLAN
- » BRIGHTON 2000 COMPREHENSIVE PLAN
- » BIKE WALK BRIGHTON
- » ENVISION BRIGHTON SUSTAINABILITY REPORT AND MARKET STUDY
- » ENVISION BRIGHTON MARKET STUDY
- » MONROE AVENUE COMPREHENSIVE PLAN
- » MONROE AVENUE DESIGN PLAN, GUIDELINES & STANDARDS
- » MONROE AVENUE CORRIDOR COMMUNITY VISION PLAN
- » BRIGHTON COMPREHENSIVE DEVELOPMENT REGULATIONS (ZONING)





PUBLIC HEALTH & SAFETY POLICY STATEMENT

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

OBJECTIVES

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

RECOMMENDATIONS	OBJECTIVE
1. Draft and adopt a comprehensive Town of Brighton Parks and Open Space Master Plan.	B, C, F
2. Maximize utilization of existing parks by increasing non-vehicle connectivity through appropriate facilities, public education, and ensuring both passive (e.g. natural areas) and active (e.g. hiking and biking trails) recreation needs are met.	B, C, E, F
3. Ensure that acquisition and development of open space areas consider the fiscal implications of such actions.	A
4. Ensure incentive zoning is utilized to gain additional public open space when the project: <ul style="list-style-type: none"> • Is consistent with the goals of this Comprehensive Plan; • Mitigates negative impacts on adjacent neighborhoods; and • Addresses a specific need or demand for passive or active open space, whether located on the project site or elsewhere in the Town. 	A, B, F
5. Continue to ensure that the benefits to the community are properly weighed against the burdens to the community with the application of incentive zoning practices to new development.	A
6. Adopt a Complete Streets Policy as identified in Bike Walk Brighton and ensure complete street continuity with neighboring municipalities.	C, D, E, F
7. Incorporate Complete Street elements and provisions where appropriate for all modes of transportation, including bikes, pedestrians, and public transportation when roadway maintenance or re-striping plans are made. Include amenities for transit users, such as shelters, lighting, signage, etc.	C, E, F
8. Allocate space on our street network to create inviting spaces for bicyclists and pedestrians within the right of way.	C, E, F
9. Continue to implement the remaining bicycle boulevard network routes identified in Bike Walk Brighton.	C, E, F





RECOMMENDATIONS (CONTINUED)

OBJECTIVE

10. Work with the NYSDOT to implement a "road diet," as outlined in Bike Walk Brighton, along Monroe Avenue from Highland Avenue, through the Twelve Corners, to Clover Street at the Brighton/Pittsford border for improved bicycle and pedestrian facilities. Educate and incentivize local merchants, property owners, institutions, and major employers to address barriers to achieving objectives of this Plan.	C, E, F
11. Develop the Brighton Auburn Trail via abandoned railroad right-of-way, connecting the Council Rock Elementary School, Harley School, Monroe Avenue, and Town of Pittsford.	B, C, E, F
12. Continually improve the Town's Asset Management Plan to ensure the proper maintenance and replacement of existing infrastructure assets.	A
13. Evaluate the existing storm sewer infrastructure and identify existing deficiencies and improvements needed to reduce risks of failure and increase Town's ability to respond to future needs.	A, C, E
14. Continue to monitor the inflow and infiltration of stormwater and groundwater into the sanitary sewer collection system and make improvements to reduce the incursion of water into the system. Evaluate the capacity of the sanitary system and verify its ability to service existing and future development.	B, C, E, F
15. Update the Town of Brighton Minimum Specifications for Dedication to consider evolving construction industries methods and materials.	C, E, F
16. Ensure sufficient water service capacity for fire service throughout Brighton	A
17. Ensure funding of professional public safety services.	F



EXISTING TOOLS

- » FINGER LAKES REGIONAL SUSTAINABILITY PLAN
- » LONG RANGE TRANSPORTATION PLAN FOR THE GENESEE-FINGER LAKES REGION
- » ROCHESTER BICYCLE MASTER PLAN
- » BRIGHTON 2000 COMPREHENSIVE PLAN
- » BIKE WALK BRIGHTON
- » HIGHLAND CROSSING TRAIL STUDY
- » I-590 BICYCLE/PEDESTRIAN BYPASS STUDY
- » AUBURN LINE RAIL-TO-TRAIL FEASIBILITY STUDY
- » ENVISION BRIGHTON SUSTAINABILITY REPORT
- » BRIGHTON OPEN SPACE INDEX
- » GREEN BRIGHTON TASK FORCE FINAL REPORT
- » MONROE AVENUE COMPREHENSIVE PLAN
- » MONROE AVENUE DESIGN PLAN, GUIDELINES & STANDARDS
- » MONROE AVENUE CORRIDOR COMMUNITY VISION PLAN
- » ENVISION BRIGHTON MARKET STUDY
- » LANDSCAPING WITH NEW YORK STATE NATIVE PLANTS







LAND USE RECOMMENDATIONS

ENVISION BRIGHTON 2028
Planning for a Sustainable Future



INTRODUCTION

The land use component for Envision Brighton builds upon the policy framework's objectives and recommendations and focuses on five strategic geographic areas where development or redevelopment activity is likely to happen in the future. The five focus areas identified and numbered on the Future Land Use Map ([Map 1](#)) include:

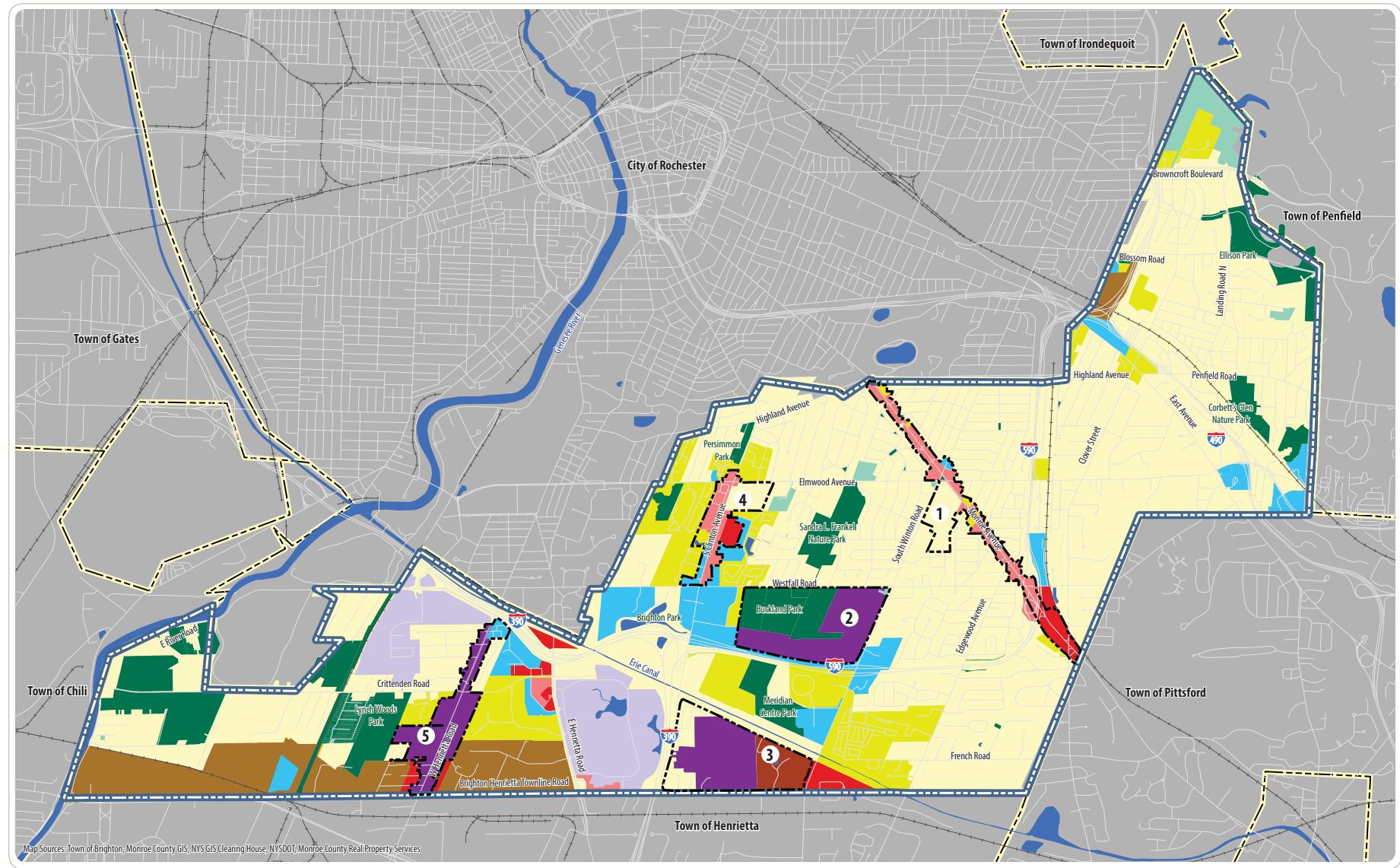
1. Monroe Avenue;
2. Central Brighton / Westfall Road;
3. Brighton – Henrietta Town Line Road;
4. South Clinton Avenue; and
5. West Henrietta Road

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

LAND USE CLASSIFICATIONS

In order to illustrate proposed land use for the five focus areas in the Town of Brighton, it is necessary to first generally define the land use classifications being proposed. These classifications are not the same as the town's current zoning districts, but instead reflect general types of land use.

- » **LOW DENSITY RESIDENTIAL** – Areas intended for primarily single-family housing that may include provisions for open space or cluster development. Home businesses, community organizations, and some other types of non-residential uses may be allowed if they meet specific standards.
- » **MEDIUM / HIGH DENSITY RESIDENTIAL** – Areas intended to create the opportunity for neighborhoods that offer a variety of lot sizes, housing, and ownership options. Medium to high-density residential areas should include a variety of unit types designed to incorporate features from both single-family and multi-family developments, support cost-effective housing, facilitate infill development, encourage use of transit services, and promote the efficient use of urban services and infrastructure. Home businesses, community organizations, religious institutions, and some other types of non-residential uses may be allowed if they meet specific standards.



MAP 1

Future Land Use Map and Focus Areas

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



Graphic Scale
(Miles)

- » **NEIGHBORHOOD COMMERCIAL / MIXED USE** – Areas intended to provide small-scale convenience retail/commercial developments offering incidental retail and service needs for the surrounding residential neighborhoods. Uses serving a larger area may be appropriate if they also serve the residents of the immediate area and are compatible with scale and character of the neighborhood.

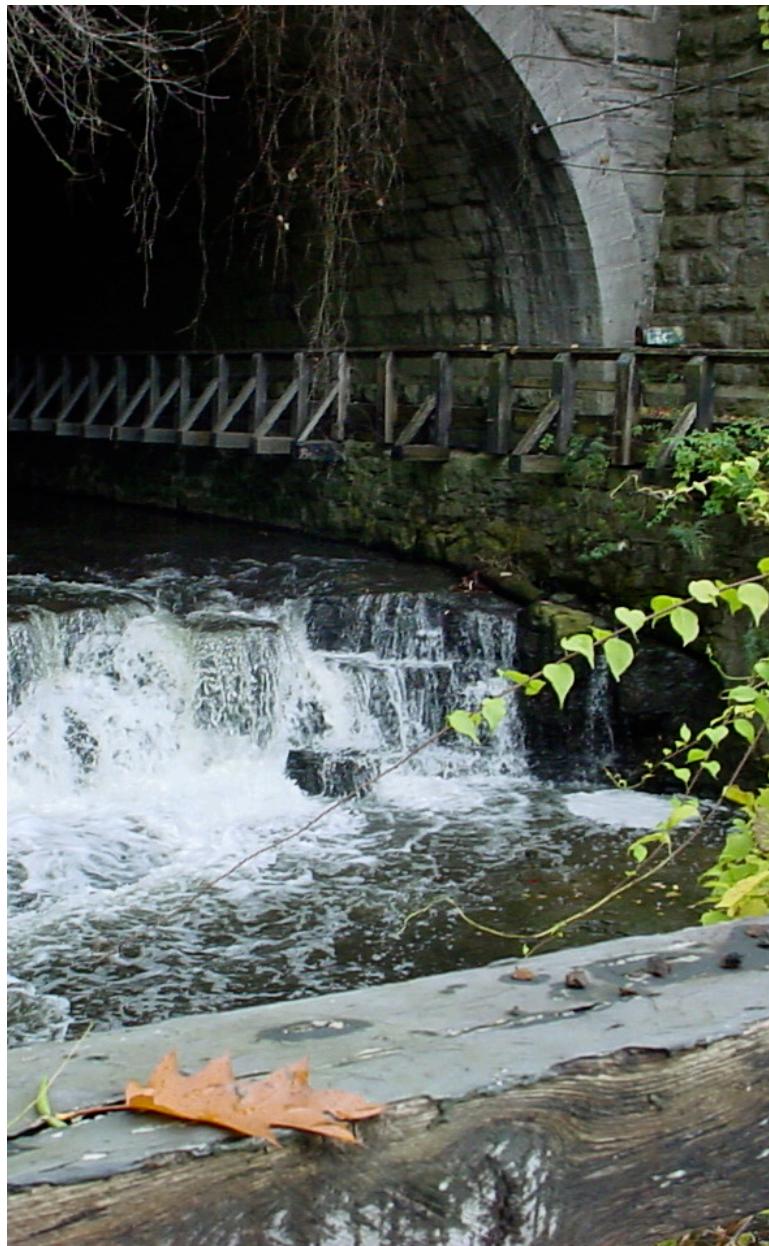
These land uses are the smallest and least intensive of the Town's commercial areas. Land uses also shall include concentrated mixed-use residential and commercial redevelopment designed to urban rather than suburban development standards that support transit-oriented development and active transportation. Use allowances promote commercial and retail development opportunities for residents to shop locally. Uses and standards allow complementary residential development on the second and third floors of buildings where permitted commercial uses are on the first/ground floor.

- » **GENERAL COMMERCIAL** – Areas intended to evolve from "strip commercial" linear districts to business areas characterized by enhanced site planning and pedestrian orientation, incorporating efficient parking lot design, coordinated access management, amenities and boulevard treatment with greater densities. These commercial areas provide for a wide variety of retail sales, services, and other commercial activities along high-volume traffic corridors. Residential uses may be integrated into these areas through mixed-use buildings.
- » **GENERAL OFFICE** – Established to provide areas appropriate for professional medical, administrative, and business offices and related uses, offering high-quality and amenity work environments. In addition, a mix of limited retail and service uses may be allowed to primarily support other uses within the zone, subject to special conditions.

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

- » **TECHNOLOGY OFFICE PARK (TOP)** – Areas for business, industry and offices, which could include research, design, and development laboratories, consisting of a high level of design quality, extensive amenities, open spaces and environmental protection. These areas may create high-prestige environments for uses engaged in research and development in a setting with extensive amenities and the infrastructure necessary to conduct business without creating adverse impacts to adjacent uses. Development in these areas should strengthen the Town's tax base without causing major increases in demand for governmental services.

LAND USE RECOMMENDATIONS



INCENTIVE ZONING AS A PLANNING TOOL

Generally speaking, incentive zoning is a provision of a municipal zoning ordinance that allows developers relief from a requirement of the municipality's development regulations (an "incentive") in return for providing some amenity that assists the municipality to implement specific policies in the comprehensive plan as supplemented by local laws and ordinances.

Incentive zoning is permitted under the provisions of Section 261-b of the Town Law of the State of New York and Chapter 209 of the Brighton Town Code. Incentive zoning plays an important role in the future planning of potential development sites in Brighton. Upon receiving an application for development, the Town can utilize incentive zoning where appropriate to work with the applicant and reach a favorable development proposal. In practice the applicant identifies incentives, such as increased density, reduced setback, or change of use. To offset the impact of these incentives, the applicant offers offsetting community amenities.

Brighton is a highly educated, well-developed, diverse community. Unlike many towns throughout the State, Brighton has 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 2028, 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.



“ROCHESTER MULTIVERSITY CONCEPT

INTENT: The Multi-Versity Concept is based on the close proximity of the universities, the wealth of natural resources in West Brighton, and the existing trail network in that area. The emphasis is on redevelopment, connectivity, and conservation, not new development.

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

The three largest schools in the region are the University of Rochester (U of R), Rochester Institute of Technology (RIT) and Monroe Community College (MCC).

The University of Rochester is now the largest employer in the region with more than 23,000 faculty and staff. University of Rochester South Campus is located in Brighton and the University has long-term plans for continued development in the South Campus.

Rochester Institute of Technology has an enrollment of over 18,000 students, and is a recognized leader in sustainable technologies. RIT also owns undeveloped land in west Brighton along Jefferson Road.

Lastly, Monroe Community College provides affordable higher education with an emphasis on workforce development from its main campus and Applied Technology Center, both located in Brighton.

The distance from U of R to MCC and from RIT to U of R is about 2.5 miles, and the distance from MCC to RIT is about 3 miles. These three institutions form a close-proximity triangle. This triangle has been dubbed the “Rochester Multiversity” area. ([see Map 2](#)).

BIKEWALK BRIGHTON

The Comprehensive Pedestrian and Bicycle Master Plan for the Town recommends the “Rochester Multiversity” concept. The concept links the three educational 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 east to South Clinton Avenue and west 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 worn and is poorly marked, but could be restored relatively easily.
3. Developing this concept will encourage active transportation while improving collaboration between the institutions and increasing economic development opportunities in the area.
4. Capturing the potential of west Brighton and the Rochester Multiversity could be important steps on the pathway to community sustainability for the Town of Brighton.
5. Connecting the significant multi-family residential housing in this area to retail and commercial services via safe pedestrian and bicycle facilities.



MAP 2
Rochester
Multiversity
Concept

NOTE: The rings surrounding the Multiversity area indicate a 10 minute walk radius (inner circle) and 10 minute bike radius (outer circle) from their center (generally Southland Drive).

MONROE AVENUE

INTENT: Monroe Avenue is a key commercial and mixed use corridor with Twelve Corners at its center. The focus area is characterized by mixed use, village scale design, and pedestrian and bicycle connectivity. Together, these attributes make Monroe Avenue a bustling community center. Any developments within this area should reinforce this identity.

The Monroe Avenue corridor has been the subject of several studies over the last twenty years in the Town of Brighton. The Monroe Avenue Comprehensive Plan (MACP), adopted by the Town Board in 1997, recommended strategies to maintain the commercial success of the avenue and protect adjacent residential neighborhoods. Code amendments guided by the recommendations of the plan were adopted in 1998. The Monroe Avenue Design Plan, Guidelines and Standards, adopted in 1999, provided design standards for public and private property on the avenue. In 2000, the first phase of the Monroe Avenue Corridor Study was completed in a cooperative effort between the Towns of Brighton and Pittsford, the Village of Pittsford, and the City of Rochester. The corridor study addressed the common goals of economic growth, transportation enhancement, promotion of historic/tourism attractions and improvement of the quality of life in the Monroe Avenue corridor.

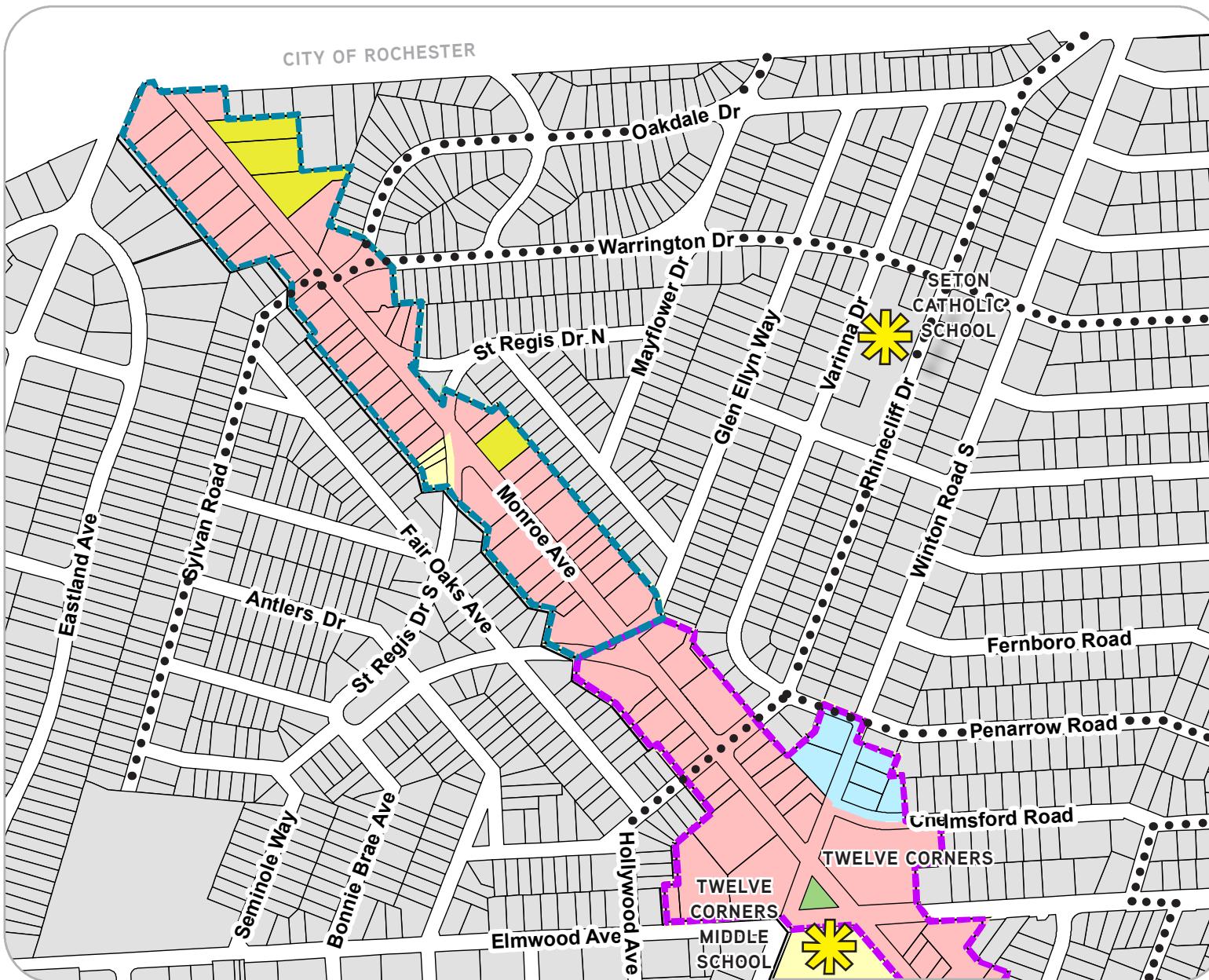
The Monroe Avenue Corridor Community Vision Plan (2011) incorporated ideas for design and development recommendations for segments of Monroe Avenue. In 2012, BikeWalk Brighton – A Comprehensive Pedestrian and Bicycle Master Plan, was prepared to summarize key improvements to the Town's active transportation and multi-modal facilities, including signature improvements to the Monroe Avenue corridor and the addition of signature Bike Boulevards on key connectivity corridors. Finally, the Town's Green Innovation Grant Program (GIGP) project identified key design recommendations that should continue to be carried out through future capital projects related to Monroe Avenue including reduction of curb cuts, parking enhancements, landscape treatments, stormwater management, and signage and lighting.

RECOMMENDATIONS

The following recommendations for the Monroe Avenue corridor draw from Volume 1 of this Plan (Existing Conditions), the policy framework, and the identified values and priorities of the public and Envision Brighton Steering Committee. See [Maps 3 & 4](#) for geographic references.

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





MAP 3

Monroe Avenue - North





ENVISION BRIGHTON 2028

Planning for a Sustainable Future

5. Maximum building heights should be two-stories from the City line to Glen Ellyn Road in the northern Monroe Avenue segment, and from Roosevelt Road to NYS 590 in the southern segment. Transition of building heights between areas should help to minimize the impacts on adjacent residential neighborhoods.
6. Consider amending the Town's zoning code to include a form-based code that directs the form, function and pattern of development along Monroe Avenue, both in the mixed-use commercial segment north of Westfall Road and in the higher density commercial area to the south. The amendments should discuss the feasibility of shared parking.
7. All future development or redevelopment should incorporate design provisions for the street edge including signage, landscape buffers, sidewalks, lighting, and buildings fronting the street.
8. Diverse types of mixed-use development should continue to be encouraged along all segments of Monroe Avenue, with proper buffers and screening between commercial or mixed uses and adjacent residential neighborhoods.
9. As redevelopment on existing sites occurs over time, consider best practices for access management by consolidating parking areas and driveways where practicable, via the use of on-street parking, municipal parking lots, or underground parking. The feasibility of shared parking should be considered. Replace large expanses of asphalt along the road frontage with green space and amenities.
10. Consider the addition of small scale, well designed, and strategically located public parking areas along Monroe Avenue.
11. Encourage NYSDOT to implement a "road diet" along Monroe Avenue from Highland Avenue, through Twelve Corners, to Clover Street. Employing best practices to allow for wider sidewalks for pedestrians, wider shoulders for bicyclists, reduce vehicle speeds (lowering speed limit to 30mph) and crossing widths, plant street trees, and make provisions for on-street parking would contribute to the safety and overall character of the Monroe Avenue corridor.
12. Pursuant to key recommendations from BikeWalk Brighton, enhance bicycle linkages from existing neighborhoods to employment and commercial areas along Monroe Avenue by including more bicycle boulevards.
13. Establish a dialogue with existing business and property owners along Monroe Avenue to discuss how parking and accessibility can be improved to foster and encourage business retention and growth. Simple enhancements which consider how a business addresses the street edge and pedestrian environment can have positive impacts to a business's bottom line.
14. Encourage the development of a Monroe Avenue transit shuttle.
15. Complete the current round of Monroe Avenue Green Innovation Grant Program (GIGP) projects and seek funding for a second phase.



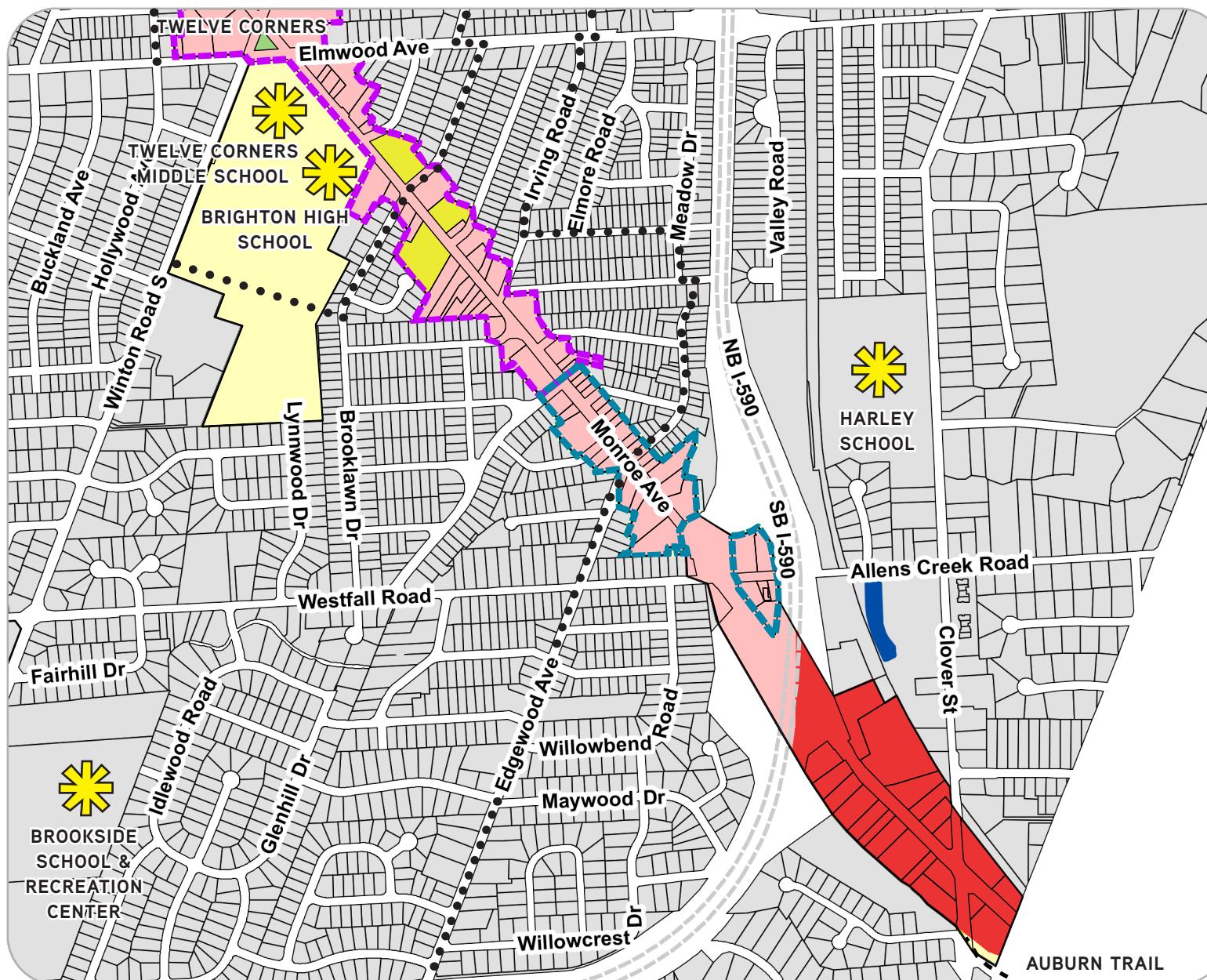
Twelve Corners, Brighton



Monroe Avenue GIGP Project Improvements



Monroe Avenue GIGP Project Improvements



MAP 4

Monroe Avenue - South

- 1 & 2 STORY BUILDING HEIGHT
- 2 & 3 STORY BUILDING HEIGHT
- BICYCLE BOULEVARDS
- - - MULTI-USE TRAILS
- MASTER PLAN / CORRIDOR STUDY
- TOWN PARKS & OPEN SPACE
- COUNTY PARKS
- GOVERNMENT
- LOW DENSITY RESIDENTIAL
- MEDIUM HIGH DENSITY RESIDENTIAL
- OFFICE
- NEIGHBORHOOD COMMERCIAL MIXED USE
- GENERAL COMMERCIAL
- INSTITUTIONAL
- TECHNOLOGY OFFICE PARK
- INDUSTRIAL
- *■ SCHOOLS

0 250 500 1,000 Feet





WESTFALL ROAD

INTENT: The Westfall Road Focus Area has two major components.

1. **Expand Buckland Park to conserve open space, maximize ecosystem services, and increase recreation opportunities within the Town.**
2. **Complete Senator Keating Boulevard as a state of the art, context sensitive, green, complete street.**

By thoughtfully integrating these components the Westfall Road Focus Area will become a new model for development that supports and benefits from conservation. Developments within this area will benefit from beautiful views, easy access to parks and recreation, and high pedestrian and bicycle access standards.

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

Throughout the planning process the public often stated its desire to preserve open space in this area where possible, while also allowing for Smart Growth. Notable considerations for future development take into account the future extension of Senator Keating Boulevard to Winton Road South, and the Town parkland in the center of the area on Westfall Road for which a Master Plan

was prepared as part of the Comprehensive Plan update process. Apart from environmental concerns, proposed uses in the area must take into account the residential development to the north of Westfall Road, the office development to the west and east, and the expressway to the south. Also, the town is currently in the process of acquiring an additional 26 acres east of Buckland Park for expanded park space.

The amount of existing open space in this focus area is an important factor because the manner in which it develops will have a significant impact on traffic volumes, and ultimately, the character and sense of place in this part of Town.

RECOMMENDATIONS

The following recommendations take into consideration the Buckland Park Master Plan, the opportunity to complete Senator Keating Boulevard, the importance of maintaining and preserving some of the area's more critical and pronounced open spaces, while enhancing the Town tax base through well planned development to provide services for residents and visitors. This section also draws from Volume 1 of this Plan (Existing Conditions), the policy framework, and the identified values and priorities of the public and Envision Brighton Steering Committee. See [Map 5](#) for geographic references.

1. Any proposed development in this area should be presented in the form of a Master Plan for the entire focus area taking into consideration the future construction of Senator Keating Boulevard, the Buckland Park Master Plan prepared as part of Envision Brighton, and other land use recommendations summarized in this section. The Master Plan should be designed to support the residential and employment goals of the Town. It should incorporate smart growth guidelines and therefore setbacks, heights, landscaping, parking, and design standards should be urban in scale and configured in a layout utilizing the street system to create a human-scale, pedestrian oriented development. A form-based code with accompanying architectural design regulations should be considered for the focus area by the developer of the site. The use of form-based code might be a required incentive for the developer as part of an incentive zoning application.



2. Continue discussions with private developers, State and County DOT's, and the Genesee Transportation Council (GTC) to foster the extension of Senator Keating Boulevard to connect to Winton Road South. Not only would the extension induce economic development by opening up more road frontage and accessibility to interior portions of the focus area, but it would also alleviate traffic concerns along Elmwood Avenue, South Clinton Avenue and Westfall Road as a result of future development.
3. Density of development should be greatest parallel to and in proximity to I-590, and decrease northward towards Westfall Road.
4. A generous setback or open space buffer should predominate along Westfall Road between Buckland Park and Winton Road South to preserve the open space network in this area, provide ample room for landscape screening and amenities.
5. Future development proposals should preserve natural resources and important open space while allowing for revenue-generating mixed-use development. A Master Plan should reflect land uses and patterns in this area within the following context, at minimum:
 - » More dense development along I-590 expressway, including office, retail, commercial and mixed uses;
 - » Office development that takes advantage of recent trends of higher education institutions moving further away from their campuses into host communities;
 - » The ecological sensitivity of Allens Creek adjacent to Senator Keating Boulevard Extension. Consider a greenway of connected open spaces that should be preserved and built into future Master Plans;
 - » Parking facilities for future office developments should be planned and designed to accommodate users of nearby parks so that shared parking can be provided after business hours, similar to Meridian Park.
6. As illustrated in the Buckland Park Master Plan presented on [page 49](#) of this Plan, primary vehicular access to Buckland Park should be off of Senator Keating Boulevard in the future. The driveway off of Westfall Road should remain as a secondary entrance. Community connectivity, emergency access, and park maintenance will all be enhanced by maintaining two access points.
7. Future development within this focus area must consider the limited capacity of the exiting sewer line that runs parallel to Allens Creek.
8. Identify locations where pedestrian connections can be extended from Buckland Park to future development sites as build-out occurs. Pedestrian improvements are identified in prior studies such as, but not limited to, BikeWalk Brighton and the I-590/Pedestrian Bypass Feasibility Study.

LAND USE RECOMMENDATIONS

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SOUTH CLINTON AVENUE

INTENT: Strengthen the commercial core while protecting the integrity and value of surrounding residential areas. Increase pedestrian and bicycle connectivity between mixed use areas, educational institutions, senior facilities and nearby natural areas.

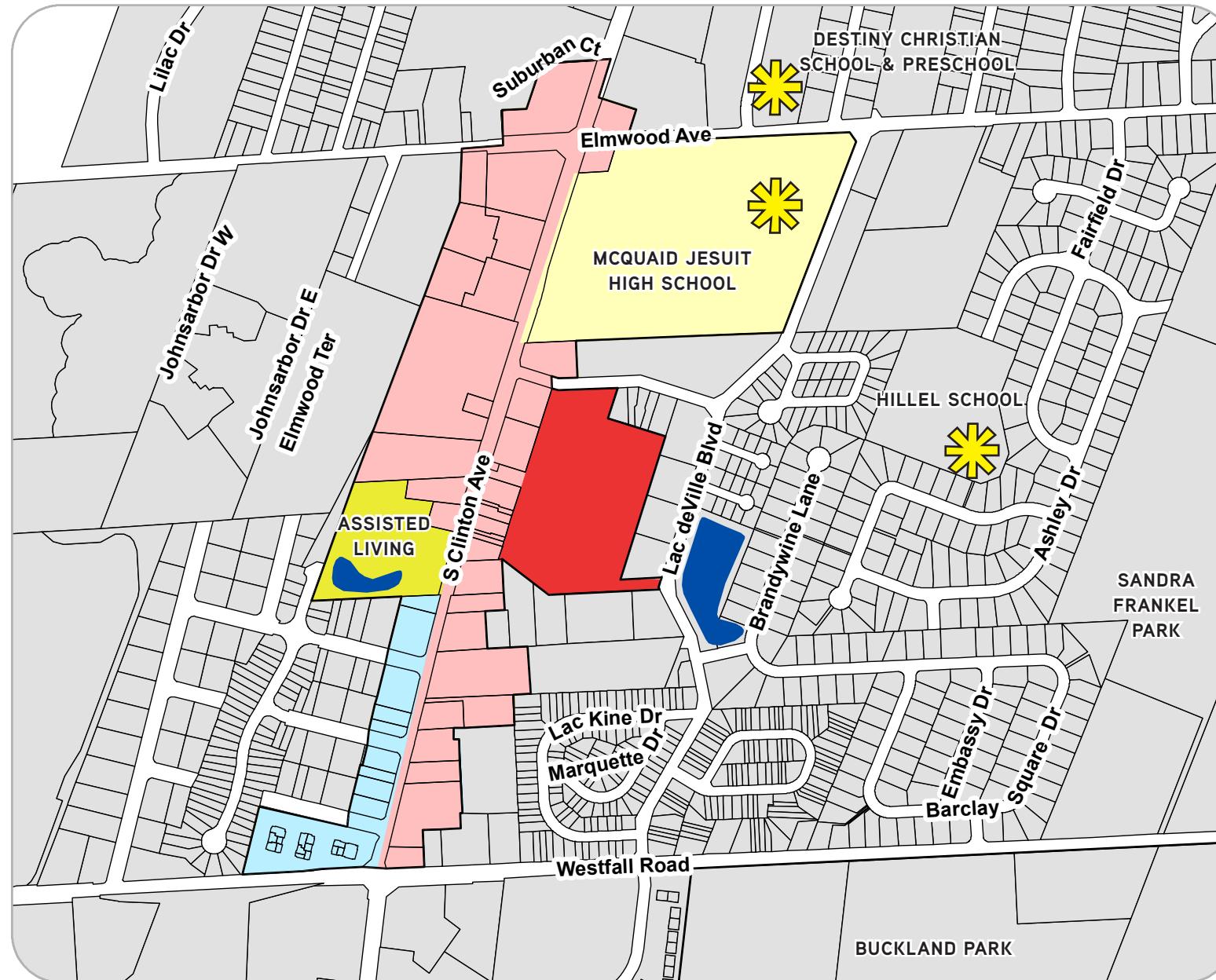
This area is largely characterized by Brighton Corners office park, Tops Plaza, McQuaid Jesuit High School as well as vacant open space.

RECOMMENDATIONS

The following recommendations are based on Volume 1 of this Plan (Existing Conditions), the policy framework, and the values and priorities identified the public and Envision Brighton Steering Committee. See **Map 6** for geographic references.

1. Predominant land uses should continue to reflect general office and commercial development.
2. All future development proposals must take into account traffic impacts on existing infrastructure and nearby non-commercial areas.
3. Incorporate a woodland buffer on the existing site on the west side of South Clinton Avenue across from Tops Plaza to preserve and protect surrounding land uses.
4. Incorporate sidewalk extensions to Westfall Road on the western side of South Clinton Avenue to provide improved multi-modal connectivity between the various current and future developments west of South Clinton Avenue.
5. Internal and external pathways linking the various residential uses from their respective sites, to the eastern side of South Clinton Avenue should be considered to provide safer pedestrian accommodations to core commercial and office areas and the canal.

6. Amend the Town's zoning code to include a form-based code that directs the form, function and pattern of development along South Clinton Avenue. The amendments should address the feasibility of shared parking.
7. All future development or redevelopment should incorporate design provisions for the street edge including signage, landscape buffers, sidewalks, and lighting.
8. As redevelopment on existing sites occurs over time, consider best practices for access management by consolidating parking areas and driveways where practicable, via the use of municipal parking lots, or underground parking. The feasibility of shared parking should be considered.



MAP 6

South Clinton Avenue

- 1 & 2 STORY BUILDING HEIGHT
- 2 & 3 STORY BUILDING HEIGHT
- • • • BICYCLE BOULEVARDS
- - - - MULTI-USE TRAILS
- MASTER PLAN / CORRIDOR STUDY
- TOWN PARKS & OPEN SPACE
- COUNTY PARKS
- GOVERNMENT
- LOW DENSITY RESIDENTIAL
- MEDIUM HIGH DENSITY RESIDENTIAL
- OFFICE
- NEIGHBORHOOD COMMERCIAL MIXED USE
- GENERAL COMMERCIAL
- INSTITUTIONAL
- TECHNOLOGY OFFICE PARK
- INDUSTRIAL
- * SCHOOLS

0 250 500 1,000 Feet





BRIGHTON-HENRIETTA TOWN LINE ROAD

INTENT: Develop the relationship between the focus area and the Erie Canal by preserving open space along the canal and creating canal linkages. This will strengthen the identity and desirability of the Brighton Henrietta Town Line Road Focus Area.

This focus area has largely been comprised of low density residential development to the west and Canal View Office Park (TOP - Technology Office Park) to the east. In between is primarily former agricultural land. Known environmental constraints consist of woodlot areas along the Erie Canal, which forms the northern border of the area, and behind the residential development along South Clinton Avenue.

The central portion is primarily grass and scrub-land, and an unnamed stream flows through the central portion of the area. Existing development in the western portion is served by Town sanitary sewer lines, pumped to the north to connect with the central Brighton trunk line. Properties along Brighton-Henrietta Town Line Road have been granted access to the Town of Henrietta sanitary sewer line south of Brighton-Henrietta Town Line Road, but accessibility to that line for the interior of the area is questionable. A connection to the Town's sewer system is located in the Canal View Office Park, to the east, and would be the likely connection for the interior of the area. Road frontage in the focus area is largely single lot residential and vacant lots, which contrasts significantly from the industrial/manufacturing facilities along the focus area's southern border on Town Line Road and the I-390 expressway along its western border.

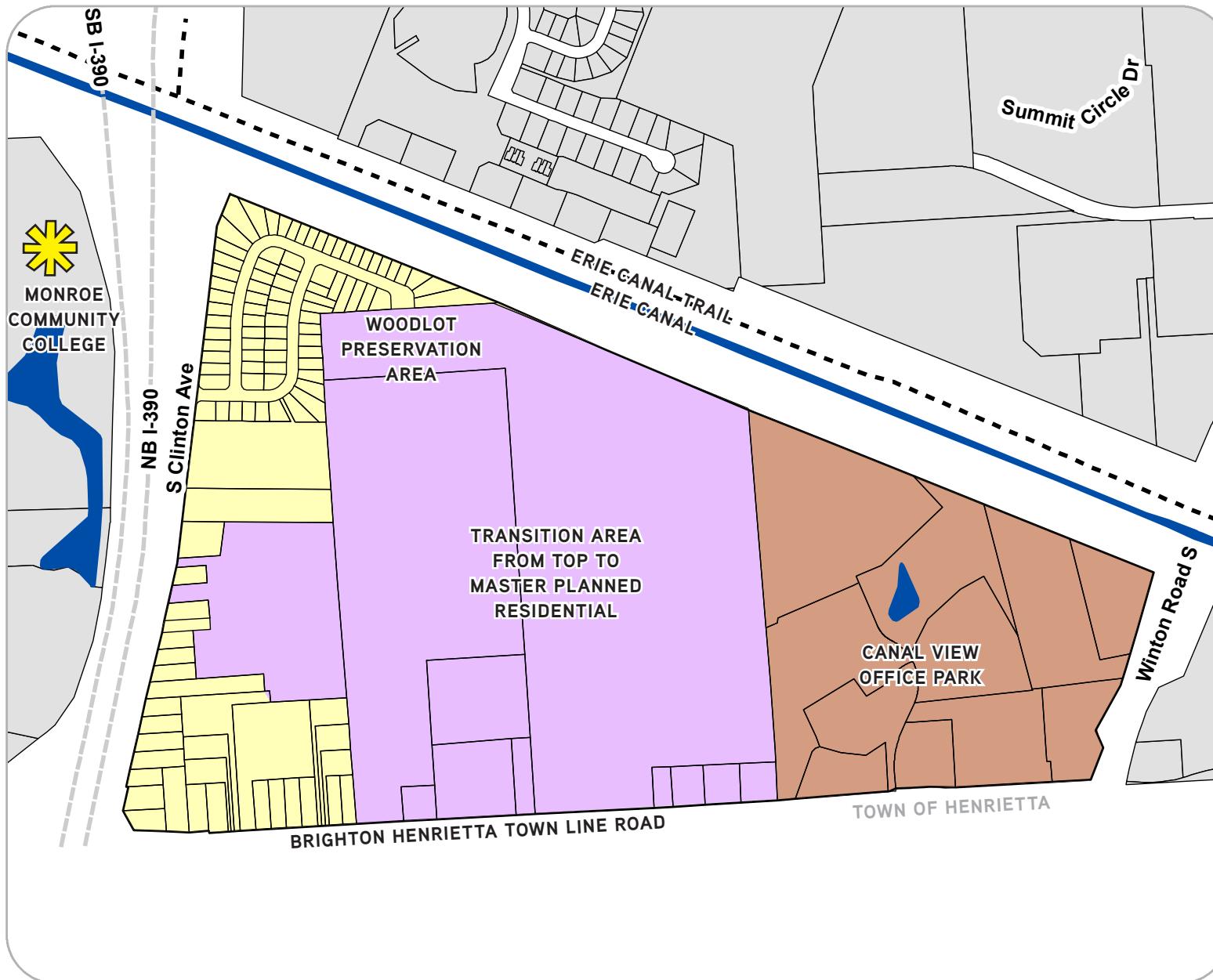
RECOMMENDATIONS

The following recommendations draw from Volume 1 of this Plan (Existing Conditions), the policy framework, and the values and priorities identified the public and Envision Brighton Steering Committee. See [Map 7](#) for geographic references.

1. Consider preparation of an area-wide Master Plan for this focus area that incorporates a transition from low-density residential adjacent to the expressway and along Brighton-Henrietta Town Line Road to medium-density residential on the interior of the focus area south of the canal. Transitions in land use in any future Master Plan for the focus area shall also consider the expansion of the Technology Office Park (TOP) site.

As with the Westfall Road focus area, the Master Plan should be designed to support the residential and employment goals of the Town, as well as commercial development. It should incorporate smart growth guidelines and therefore setbacks, heights, landscaping, parking, and design standards should be urban in scale and configured in a layout utilizing the street system to create a human-scale, pedestrian-oriented development. A form-based code with accompanying architectural design regulations should be considered for the focus area by the developer of the site. The use of a form-based code might be an appropriate incentive for the developer as part of an incentive zoning application.

2. Incorporate development controls to prevent adverse impacts to the canal bank, the stream, and woodlots on the site during future site plan reviews and to protect habitat and biodiversity wherever feasible.





3. Ensure future development provides physical pedestrian links to the Erie Canal Towpath, if feasible. Due to the change in grade from the toe of the canal embankment to the top of it, a design study may be needed to ensure ADA accessibility. Additionally, provide bicycle and/or pedestrian access to South Clinton Avenue from the interior parcels which will ultimately provide indirect access to the Canalway trail.
4. Minimize new driveways by required use of shared driveways and parking facilities of any new non-residential developments along South Clinton Avenue and Brighton-Henrietta Town Line Road. Future residential development in the interior of the focus area should be accessed from Brighton-Henrietta Town Line Road using collector streets to limit the number of access points.
5. Preserve as much open space as possible parallel to the canal to provide adequate buffers between developments and the towpath, and to ensure a contiguous open space system within future developments. Provide a continuous shared use trail on the north side of Brighton Henrietta Town Line Road from Winton Road South to the south entrance of MCC.
6. Clustering should be considered in this sub area to minimize disruption and fragmentation to existing open spaces.

LAND USE RECOMMENDATIONS

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WEST HENRIETTA ROAD

INTENT: Support and encourage sustainable redevelopment, adaptive reuse, ecological enhancements and bicycle and pedestrian improvements to benefit from educational institutions and development trends in west Brighton.

This area is comprised of residential, commercial, retail, restaurant, and office uses between Brighton-Henrietta Town Line Road on the south and the I-390 expressway on the north. Bordered on the west by single family residential, apartments, light industrial uses and large expanses of open space, the section of this focus area south of Crittenden Road is largely built out and caters heavily to the automobile. The area north of Crittenden Road takes on a drastically different development pattern largely as single-lot residential uses.

This focus area provides opportunities for commercial and mixed use redevelopment. West Henrietta Road is within the Rochester Multiversity area, which is loosely defined as the triangle formed by Monroe Community College, University of Rochester, and Rochester Institute of Technology.

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

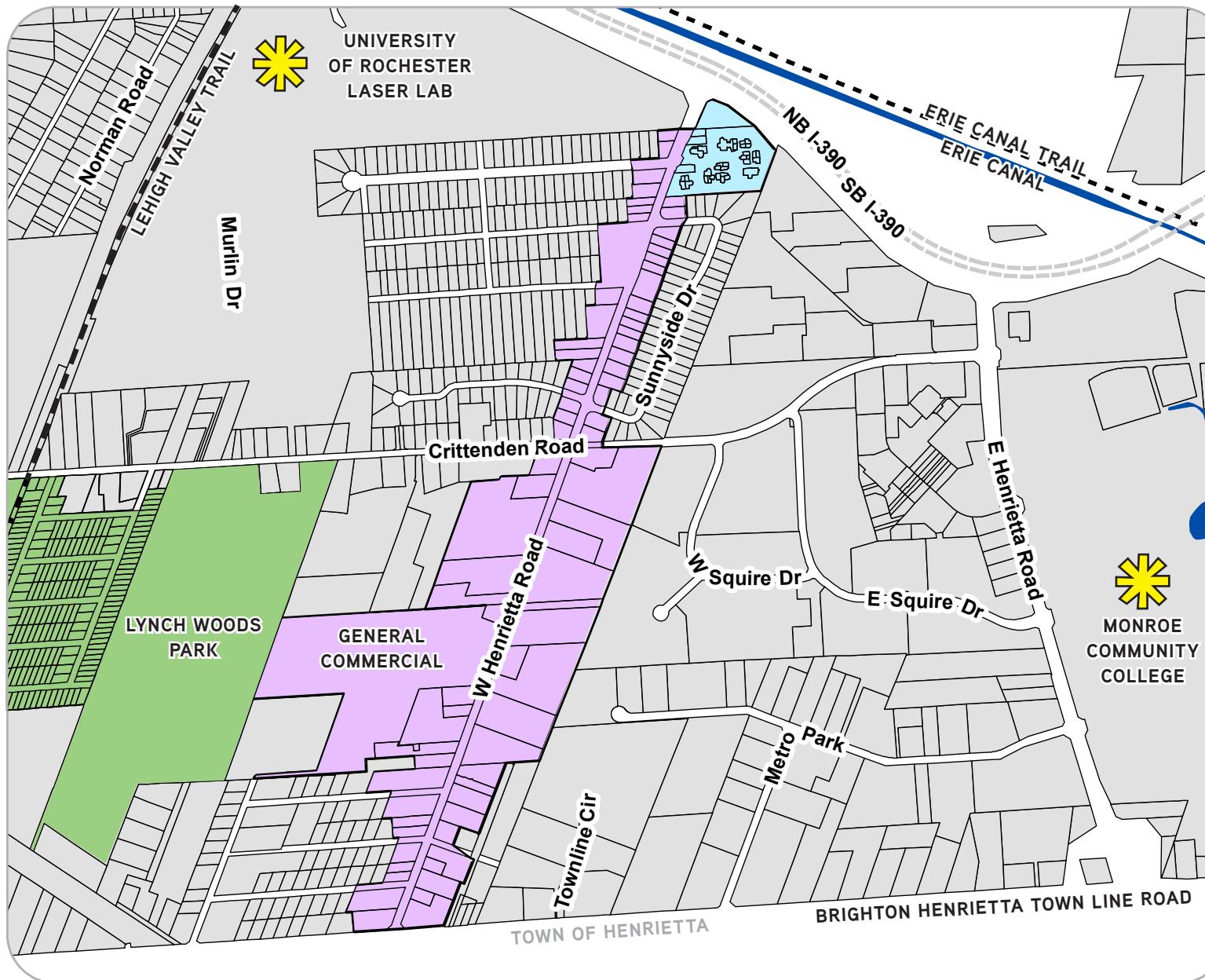
RECOMMENDATIONS

The following recommendations are based on Volume 1 of this Plan (Existing Conditions), the policy framework, and the values and priorities of the public and Steering Committee. See *Map 8* for geographic references.

1. A study should be conducted for the entire West Henrietta Road corridor. The Study should recommend, at minimum, appropriate land use along with site development standards for the frontage parcels.

Best practices for parking and access management should be the cornerstone of future redevelopment and improvements to the West Henrietta Road corridor. The Monroe Avenue Design Plan, Guidelines & Standards and the Monroe Avenue Corridor Community Vision Plan could be used as a model for the new study. Consider changes in zoning code for the West Henrietta Road corridor based on such a study. Also consider development of architectural design regulations in place of, or in addition to, design guidelines for the corridor.

2. As redevelopment on existing sites occurs, consider best practices for access management by consolidating parking areas and driveways where practicable. Replace large expanses of asphalt along the road frontage with green space and amenities.
3. Provide provisions for a contiguous system of sidewalks or side paths that would allow for biking and walking from nearby residential areas to commercial, retail or restaurant destinations.
4. Provide surface enhancements and access improvements to the Lehigh Valley Trail. Provide connections from the Lehigh Valley Trail to redevelopment projects along and adjacent to West Henrietta Road.
5. Encourage the direct extension of the LeHigh Valley trail north of East River Road to connect to the Canal trail without using sidewalk.
6. Pedestrian accommodations from the Erie Canal to the West Henrietta Road commercial corridor should be included in future planning and design feasibility studies. Future development and redevelopment along the Canal should promote the heritage and historical value of the canal while enhancing its long-term financial sustainability.
7. Consider measures to take advantage of the "Multiversity" concept - the expanding role of higher education in the future development landscape of this area. West Brighton is the center of a dynamic synergy of natural resources and powerful educational institutions.
8. Water service capacity issues along West Henrietta Road may need to be addressed to permit redevelopment or to allow recommendations to be implemented.



MAP 8

West Henrietta Road

- 1 & 2 STORY BUILDING HEIGHT
- 2 & 3 STORY BUILDING HEIGHT
- BICYCLE BOULEVARDS
- MULTI-USE TRAILS
- MASTER PLAN / CORRIDOR STUDY
- TOWN PARKS & OPEN SPACE
- COUNTY PARKS
- GOVERNMENT
- LOW DENSITY RESIDENTIAL
- MEDIUM HIGH DENSITY RESIDENTIAL
- OFFICE
- NEIGHBORHOOD COMMERCIAL MIXED USE
- GENERAL COMMERCIAL
- INSTITUTIONAL
- TECHNOLOGY OFFICE PARK
- INDUSTRIAL
- SCHOOLS

0 250 500 1,000 Feet

BUCKLAND PARK MASTER PLAN

INTENT: The purpose of the Buckland Park Master Plan is to establish a vision for Buckland Park that balances recreational needs, ecological enhancement, and agricultural history while connecting to both its natural and developed context.

One key task of the Envision Brighton Comprehensive Plan update was to provide a conceptual master plan for the approximately 120 acres of Town-owned land along the south side of Westfall Road, between Clinton Avenue and Winton Road.

The master plan provides the Town of Brighton with an innovative model for public parkland in the 21st century. As an integral part of the Brighton's activity infrastructure, the park will play an important socio-economic role in reducing health care costs by enhancing fitness of all age groups. Created through collaboration and cooperation, the park will successfully balance ecological sustainability with a diversity of healthy recreational opportunities. Responsive to both natural history and local culture, Buckland Park will provide a public resource of lasting environmental and community value.

The Buckland Park Master Plan emphasizes multi-functional use zones and facilities to ensure that park improvements are adaptable, flexible, and multi-season.

RECOMMENDATIONS

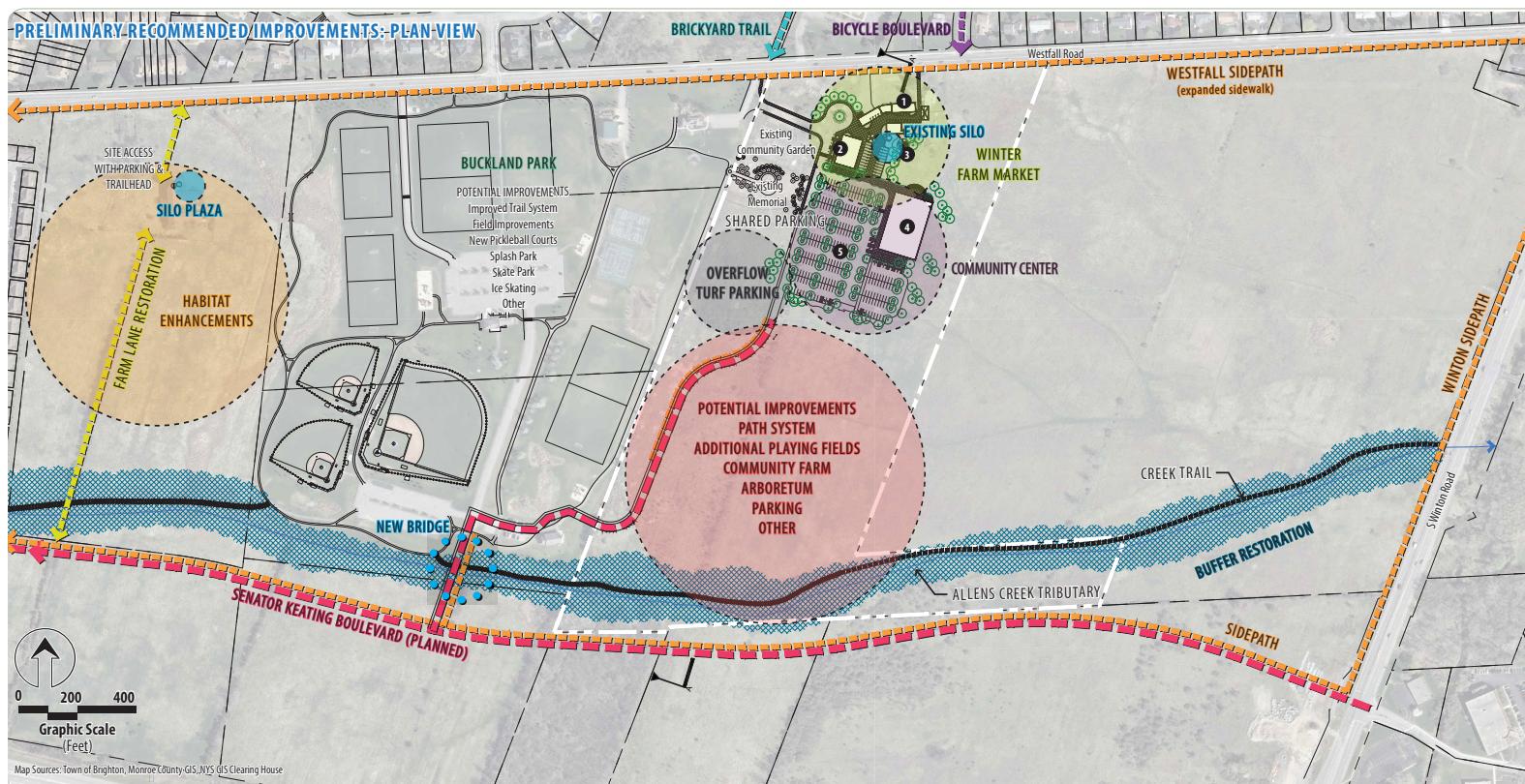
Key recommendations considered in the Buckland Park Master Plan include, but are not limited to:

1. Brighton Winter Farmers Market
2. Community Center facility
3. Brighton Community Farm
4. Arboretum
5. Outdoor Event & Performance Space
6. Upgrades to recreational facilities at Buckland Park
7. Eco-system conservation and habitat enhancements
8. Preservation and adaptive reuse of historic resources
9. Green infrastructure for storm water management
10. Inclusive, shared-use trail system to support and encourage outdoor activity
11. Multi-modal connectivity to nearby neighborhoods and the larger community
12. Relocate existing Buckland Park entrance on Westfall Road to align with the signalized intersection at Barclay Square Drive
13. Utilizing best practices for pedestrian safety, establish a mid-block crossing on Westfall Road connecting the south end of the Brickyard Trail to the Winter Farmers Market site in Buckland Park

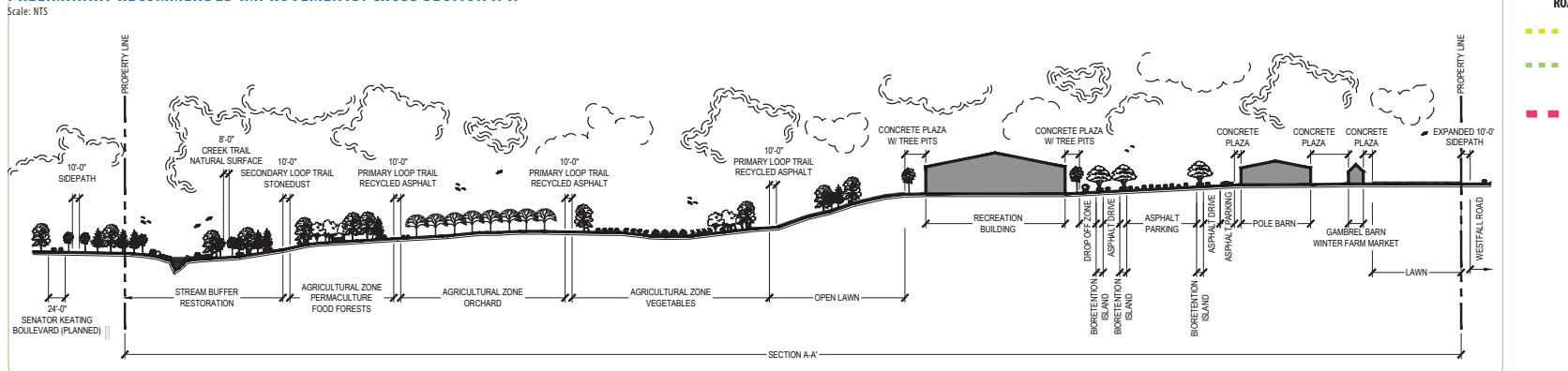
A detailed description of the proposed Buckland Park improvements and recommendations can be found in **Map 9** on the following page. **Pages 52 to 55** include graphical representations of several key recommendations, including a site plan of the proposed winter farmers market (**Map 10**).

MAP 9

Buckland Park Master Plan Concepts



PRELIMINARY RECOMMENDED IMPROVEMENTS: CROSS SECTION A-A'



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.

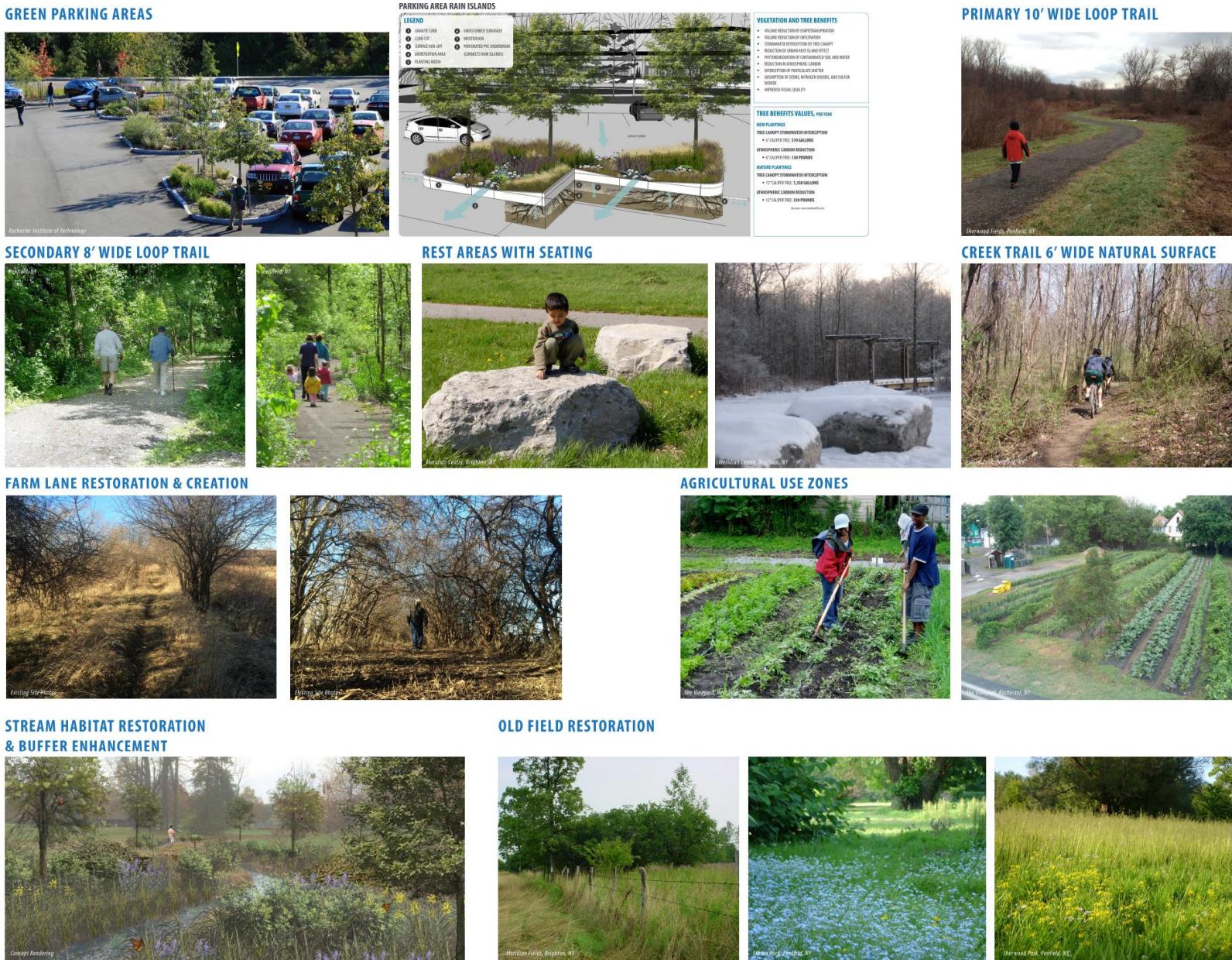
TRAILS

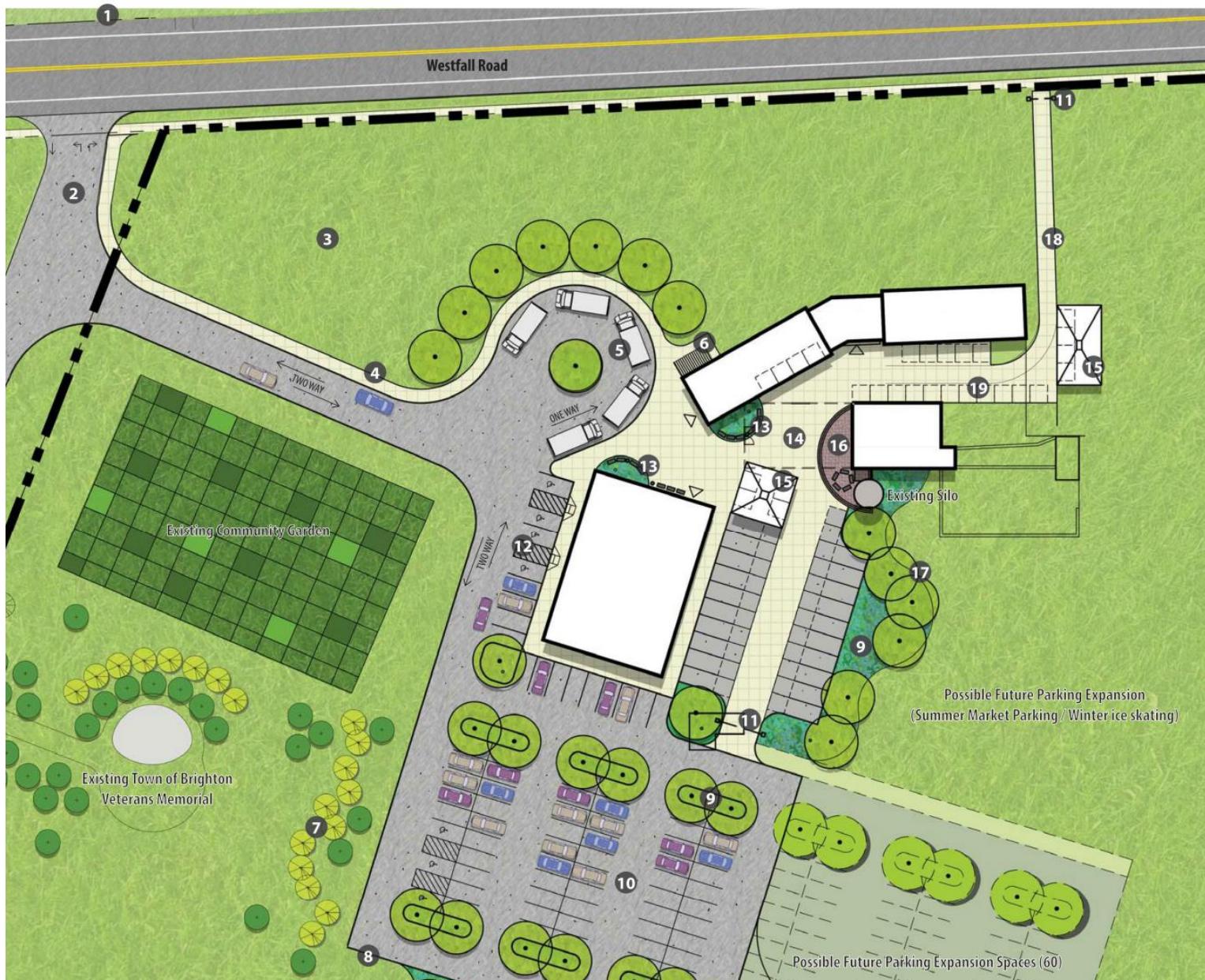
- **PRIMARY 10'-WIDE LOOP TRAIL**
Recycled asphalt milling surface. ADA accessible, conforms to AASHTO standards.
- **SECONDARY 8'-WIDE LOOP TRAIL**
Stone/dust surface. ADA accessible, conforms to AASHTO standards.
- **REST AREAS WITH SEATING**
Placed minimum every 300 yards to accommodate users of all 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 trail 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**

BUCKLAND PARK CONCEPT REFERENCE IMAGES





MAP 10

Brighton Winter Farmers Market Site Plan

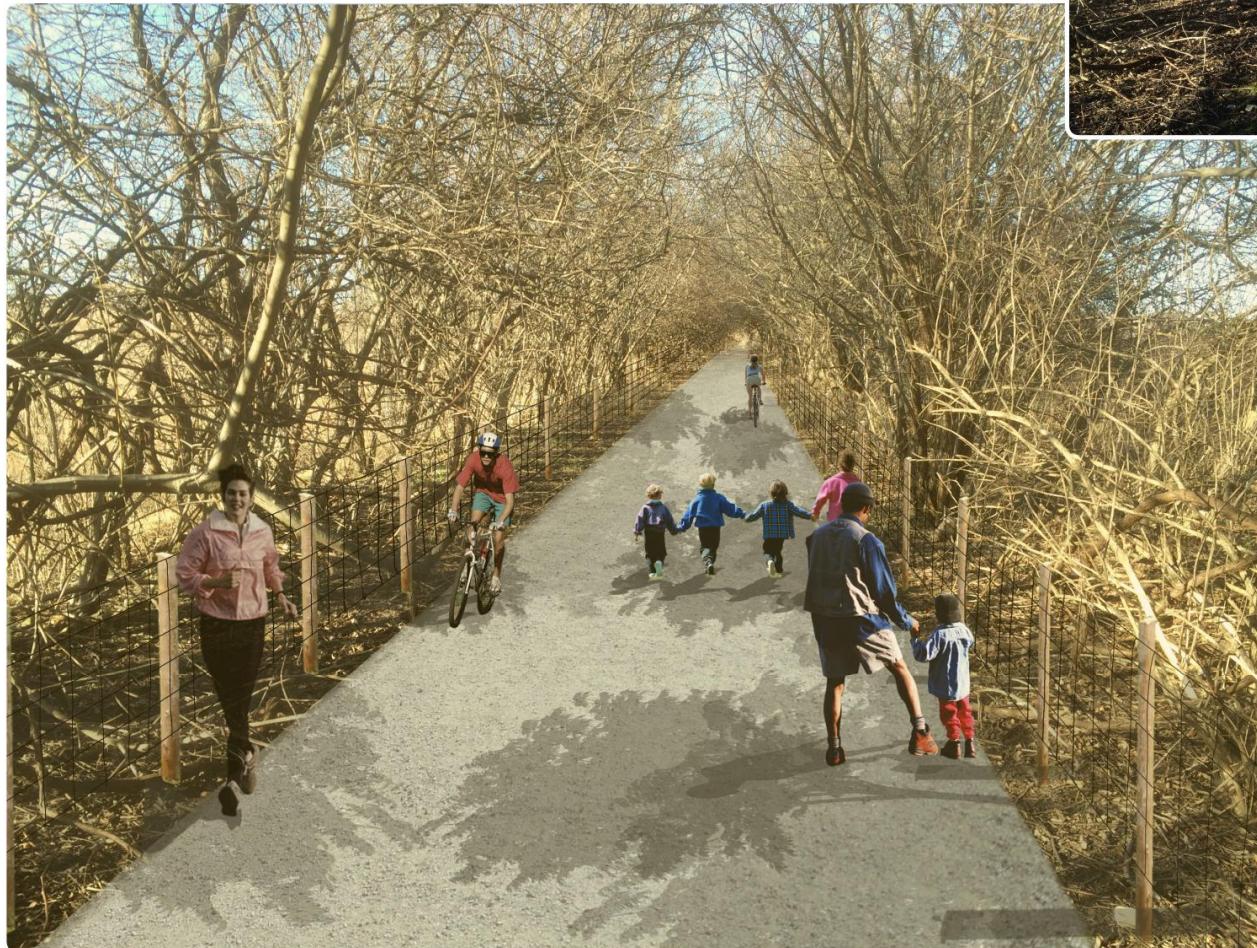
PROPOSED SITE IMPROVEMENTS

- 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

FARM LANE RESTORATION

- » Adaptive reuse of a historical feature
- » ADA compliant shared-use trail
- » North-south active transportation connectivity

CONCEPT SKETCH



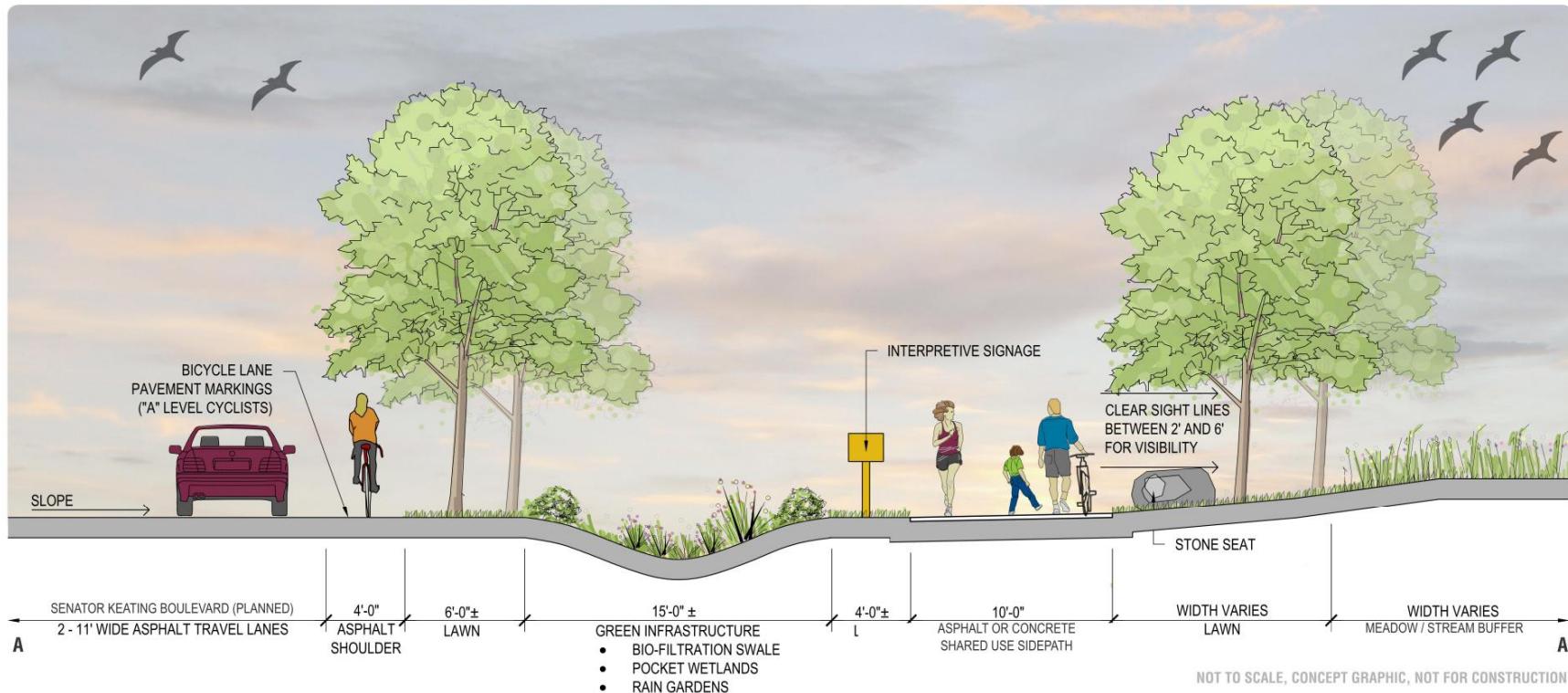
EXISTING CONDITIONS



LOCATION



SENATOR KEATING BOULEVARD GREEN STREET CONCEPT



VEGETATION AND TREE BENEFITS

- Increased biodiversity and enhanced habitat
- Run-off volume reduction by evapotranspiration
- Run-off volume reduction by infiltration
- Stormwater interception by tree canopy
- Phytoremediation of pollutants
- Reduction in atmospheric carbon
- Interception of particulate matter
- Absorption of ozone, nitrogen dioxide, and sulfur dioxide
- Prevention of erosion through roots stabilizing the soil
- Hardy native deciduous trees provide improved year-round visual quality

GREEN INFRASTRUCTURE BENEFITS

- Reduces soil erosion
- Removes pollutants
- Increases groundwater renewal
- Supports biodiversity
- Conserves water
- Infiltration and groundwater recharge

INTERPRETIVE SIGNAGE OPPORTUNITIES

- Green infrastructure
- Active transportation
- Urban ecology

RESTORATION MEADOW & STREAM BUFFER

- Reduced maintenance, only mowed 1-2 times annually
- Increased biodiversity
- Improved visual interest
- Enhanced edge effect





PLAN CONCLUSION

ENVISION BRIGHTON 2028
Planning for a Sustainable Future



CONCLUSION

As The Town of Brighton seeks sustainable growth and development, this Comprehensive Plan Update will serve to articulate the community's overall vision and objectives and help to ensure that future decisions are consistent with those outlined in this Plan.

This document is not intended to foreclose future decision-making, but rather serve as a guiding document for both current and future elected officials, appointed committees, and other community leaders as they continue to shape the Town over the next decade. This Comprehensive Plan Update does not simply prescribe change for change's sake, but seeks to make policy and program recommendations that build on local assets and enrich quality of life for all.

"As for the future, your task is not to foresee it, but to enable it."

- Antoine de Saint-Exupéry

IMPLEMENTATION

Because of the future-oriented nature of this Plan, it should be viewed as a "living document" that requires continual updates to ensure that it accurately addresses the changing environment of the Town. As markets vary and continue to develop, this Plan should be revisited and revised to reflect the ever-evolving opinions, desires, and needs of the community.

While the Town will endeavor to undertake some of the action items as part of its governmental practice, the implementation of this Comprehensive Plan Update was designed to occur at many levels. In order for the Town to be successful, it must have the cooperation of the private sector, community groups, school districts, and neighboring communities to achieve many of the common policies.

Though all of the objectives contained within this Plan are considered important to the community, they cannot be accomplished simultaneously. Rather, the implementation of these objectives and action items will be staged over a period of years, dependent upon their respective time and monetary requirements.

With the formal adoption of the Comprehensive Plan Update, it is the Town's hope that the community will collectively take the next step towards embracing and implementing this Plan for the betterment of Brighton for years to come.

END OF VOLUME 2: VISION & DEVELOPMENT
ENVISION BRIGHTON 2028