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Vision for the Future of Brighton and Community Goals and Strategic & Policy Recommendations

Brighton's residents enjoy a high quality of life, due in part to the characteristics of Brighton and the services available here, and in part to the characteristics of and services available in the city and nearby towns. Brighton's neighborhoods are attractive and stable, and it has a more diverse population than most other towns in Monroe County, which adds to the vitality of its neighborhoods and the scope of public discussion. Brighton's location bordering Rochester also avails the town of a growing palate of cultural resources, from music and theater to sports and nightlife. Parkland, waterways and public and private recreational opportunities are easily accessible, many within walking distance for town residents.

There is a broad range of health care services available in Brighton, including a top-quality volunteer ambulance organization, and many more services are within a short drive. Brighton's public and private schools are all respected institutions, and Brighton Central School District has received national acclaim for the quality of its education. Town government is keenly aware of its role in maintaining the quality of life of Brighton's residents. It acts in concert with residents to establish policies, programs and regulations and to provide services, all of which are intended to support residents' quality of life.

The primary goal of Comprehensive Plan 2000 is to maintain or improve the quality of life experienced by its residents. The vision below expresses some of the factors that will indicate that the goal is being attained. The Goals and Recommendations section that follows provides more specific actions or policies that are intended, when implemented, to achieve the town's overarching goal.

Vision for the Future of Brighton

Centrally located in the Rochester metropolitan area, the Town of Brighton values its diversity and sense of community. In planning for the future, our community wishes to protect the beauty and livability of its residential areas, increase park and recreation space, enhance the Twelve Corners/Town Hall area as the center of the Town, extend the green and landscaped aspect of its neighborhoods to its commercial areas, and expand its tax base in a financially responsible manner that is compatible with these goals.

Goals and Strategic & Policy Recommendations

Comprehensive Plan 2000 is intended to provide direction for future planning decisions. To do this it must clearly define goals that, when reached, will move the town further toward the attainment of the vision described above. The Plan must also recommend policies to be adopted and strategies (actions to be implemented) that will provide guidance for the daily decisions made by town government.

The community goals for Brighton are organized into eight categories:

- I. Open Space and Recreation
- II. Land Use
- III. Visual Character
- IV. Regional Coordination
- V. Natural Environment
- VI. Town Services
- VII. Housing
- VIII. Transportation

For each of these categories, goals and their attendant strategic and policy recommendations were developed through research and discussion by the Steering Committee, Steering Committee Focus Groups, and town staff, and from public comment in writing and at meetings.

The recommendations reinforce existing plans and policies, as well as establish new directions and ideas. Many of the goals have implications that overlap more than just the single category under which they are listed. Where similar recommendations were developed for separate categories or goals within a category, this is noted.

The organization of this section is intended to provide the most comprehensive view possible of the goals, policies and strategies recommended by the Plan. To this end, all of the goals are listed first, separated by category, so that the scope of the goals is evident. The goals for each category are then repeated to lead the list of recommendations developed for them. To better convey their relationship and intent, strategic and policy recommendations are not tied to particular goals within a section, and no differentiation is made here between strategies and policies: strategies are addressed in the Implementation section in Chapter XI. Each category heading notes the chapter of the Plan in which supporting information can be found.

Summary of Community Goals

Open Space & Recreation (Chapter III)

- I. Provide for the active and passive recreational needs of current and future town residents.
- II. Preserve, in their natural state, open space areas that have significant natural value.
- III. Ensure that acquisition and development of open space areas are responsive to the fiscal implications of such actions.
- IV. Protect sensitive environmental areas, including wetlands, floodplains, watercourses, woodlots, steep slopes, and wildlife habitats and migration corridors.
- V. Provide pedestrian and bicycle linkages among parks, recreation areas, and neighborhoods and between neighborhoods and commercial areas.

Land Use (Chapter IV)

- I. Enhance the town as a residential community and maintain its property values.
- II. Identify priority areas for open space preservation.
- III. Permit quality office, commercial and light industrial development that will help to provide a sound economic base for the town, and which does not compromise other community goals.
- IV. Promote development that protects sensitive environmental areas and creates quality open space areas.

Visual Character (Chapter V)

- I. Maintain and enhance the visual qualities of the community that give Brighton its character, including but not limited to architectural, streetscape and landscape features..
- II. Protect and preserve historically significant places.
- III. Promote the use of public art.

Regional Coordination (Chapter VI)

- I. Provide leadership and actively participate in efforts to improve the overall environmental, economic and social health of the Rochester Metropolitan Region.

Natural Environment (Chapter VII)

- I. Reduce air, water, soil, light and noise pollution.
- II. Protect sensitive environmental areas, particularly those within and adjacent to new development and those known to play key environmental/ecological roles.

Town Services (Chapter VIII)

- I. Provide a high standard of service to town property owners and residents while containing service costs to control tax impacts.
- II. Ensure that Brighton residents experience a high quality of life.

Housing (Chapter IX)

- I. Provide a balance in the type and cost of residential development for Brighton's citizens. Support of affordable housing options in the community is an important element of achieving this goal.
- II. Provide a high quality living environment in existing residential neighborhoods and establish new residential developments as high quality neighborhoods.
- III. Provide housing options preferred by senior citizens.

Transportation (Chapter X)

- I. Provide and encourage an efficient, safe and convenient transportation system, including roads, trails, waterways and public transit, 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.
- II. Protect the residential character of the town when planning transportation improvements.
- III. Provide for travel modes that present alternatives to the automobile.
- IV. Provide safe pedestrian linkages among neighborhoods, commercial districts and recreation areas, and with pedestrian/bicycle routes in the city and neighboring towns.

Open Space & Recreation Goals & Recommendations

Open Space & Recreation Goals

- I. Provide for the active and passive recreational needs of current and future town residents.
- II. Preserve, in their natural state, open space areas that have significant natural value.
- III. Ensure that acquisition and development of open space areas are responsive to the fiscal implications of such actions.
- IV. Protect sensitive environmental areas, including wetlands, floodplains, watercourses, woodlots, steep slopes, and wildlife habitats and migration corridors.
- V. Provide pedestrian and bicycle linkages among parks, recreation areas, and neighborhoods and between neighborhoods and commercial areas.

Open Space & Recreation Recommendations

Note: “Acquisition” of property, as used here, could be accomplished through direct purchase, donation, incentive zoning, partnership with other organizations, or other methods available to the town.

1. Areas 1-10 on the Open Space & Recreation Plan map should be acquired. Area 1 is the option parcel, “Gonsenhauser Parcel C,” noted in #3, below. Area 6 should prove suitable to meet the requirements of #4, below. Once acquired, the use of each area should be determined by a master plan for the area. Partnership with another organization (e.g., a land trust) might provide a way to facilitate this acquisition. If acquisition is not possible, then all or significant portions of the sites should be preserved through other methods. Possible methods are the use of incentive zoning, acquisition of conservation easements for passive recreation and/or trails and use restrictions in Environmental Protection Overlay District areas.
2. If the opportunity arises, the two occupied residential properties (approximately 2.4 acres) within the boundaries of the town’s park at Corbett’s Glen should be acquired.
3. Exercise the town’s purchase option on the 18 acres known as “Gonsenhauser Parcel C” south of the existing town-owned open space on Westfall Rd. near Lac De Ville Blvd.
4. Acquire a minimum of 32 acres of open space suitable for active and passive recreation in addition to the option parcel. The preferred location is adjacent to existing parkland or significant open space areas.
5. Development master plans for the area north of I-590 between S. Clinton Ave. and Winton Rd. should maintain significant open space along Westfall Rd. to preserve the open character of the area; subdivision and site plans should enhance this feature. (Land Use #20, Visual Character #4, Transportation #3)
6. Work with the City of Rochester and Monroe County to preserve Pinnacle Hill for its environmental and historic importance and for public passive recreation access.
7. Pursue opportunities to partner with other organizations (e.g., land trusts) to acquire open space.
8. The use of incentive zoning as a means of acquiring open space areas should be considered if: 1) the project itself is consistent with the goals of the Comprehensive Plan and will have minimal negative impacts on surrounding neighborhoods, and 2) the open space amenity proposed, whether located on the project site or elsewhere in the town, meets the needs of the town.
9. Investigate the use of transfer of development rights as a means of preserving open space in exchange for increases in development density in locations determined suitable for such increases due to their infrastructure, proximity to major arterials and surrounding land uses. (Land Use # 23)

10. Investigate the issuance of a bond for the town purchase of open space. The investigation should include: the optimum acreage to consider, the degree of community support, and fiscal impacts.
11. In general, the acquisition of large parcels or parcels adjacent to existing open space is preferred over the acquisition of small, isolated parcels. Small parcels should be considered if their natural value would significantly improve the quality of the open space system.
12. When determining the natural value of an area, the following factors, among others, should be considered: the area's size; the presence of migration corridors; the presence of water, woodlots or other significant features; and the exhibition of "edge effect." Depending on the characteristics of the area, development of passive recreation opportunities in areas with significant natural value could be acceptable.
13. Consider, in subdivision and site plan review, leaving a portion of greenspace as undisturbed natural area rather than formal landscaping. The "natural value" of an area (see Recommendation #12), its scenic value, and/or opportunities to enhance areas on adjacent or nearby properties are some of the factors that should be considered. The additional greenspace required in the proposed Low Density Office District and open space preserved through cluster development, in particular, should be considered for this treatment. (see Land Use # 15)
14. To the extent feasible, the landscaping on every site plan should be made part of the larger open space system, incorporating natural features of the site, using native plants whenever possible, and connecting to the greenery patterns on adjacent parcels. Plans to accomplish this should be coordinated with the policy of maintaining undisturbed natural areas (see Recommendation #13). (see Land Use # 16)
15. The acquisition of land to meet the town's current and projected recreation needs should be a priority. Once acquired by the town, determination of the use of such lands should be based on a master plan for the area that includes substantial public involvement. The Bayer Associates report, *Recreation Facility Supply and Demand Analysis* (1999), should be used as a guide to the minimum amount of land necessary to fill active and passive recreation needs.
16. Develop a master plan for the existing parkland on Westfall Road ("Gonsenhauser A"). The plan should take into account the possibility of acquiring Open Space Acquisition Areas 1 & 6 and recognize the town's active recreation needs, the opportunities afforded for passive recreation and the historic value of the existing house. The Community Services Committee could be requested to develop specific guidelines for the plan.
17. To fulfill active recreation needs, larger areas and/or areas that would allow for the expansion of existing active recreation facilities should be sought. Larger areas are more cost effective to maintain and allow for better organization of organized sports.

18. Plan for a new recreation center as part of active recreation park development. As part of the plan, the most appropriate uses for the center should be investigated.
19. The review process for new active or passive town-owned recreation areas should take into consideration the long-term maintenance ramifications of the uses proposed. Proper design and maintenance of facilities such as athletic fields can require significant funding that should be clearly defined and publicly discussed.
20. As recommended by the Bayer report, *Recreation Facility Supply and Demand Analysis*, the town's *Parks and Recreation Master Plan (1978)* should be updated to respond to current needs and reflect current fiscal constraints and opportunities.
21. Investigate the possibility of public access to the Genesee River near the Stowell Nature Conservancy. The Stowell Nature Conservancy is the only town parkland close to the Genesee River. Brighton does not currently have public access to the river at any point. Access to the river would be a valuable public asset and could enhance the public value of the Conservancy.
22. Review the existing and desired level of pedestrian access to open space that has already been acquired. There may be room to improve passive recreational opportunities. The *Town of Brighton Master Plan for the Highland/Clinton Parkland Site (8/96)* and the *Town of Brighton Master Plan for the Stowell Nature Conservancy (8/96)* should be re-evaluated for current relevance and implemented.
23. A definition and bulk regulations for "greenspace" should be incorporated in the *Comprehensive Development Regulations* and coordinated with the existing "impervious surface coverage" regulations.
24. Improve the quality of green space provided by new development. Increase the percentage of required greenspace (decrease the percentage of allowed impervious surface) and/or promote the inclusion of wildlife habitat and open space in the definition of green space.
25. Identify land that is suitable for more intense development and land that should remain open space, and communicate this vision to potential developers. Update and maintain the *Open Space Index*, and use it routinely as a reference to inform developers of important open space areas in the vicinity of the proposed project early in the review process so that concept plans can take these areas into consideration.
(see Natural Environment # 8)
26. Developers should be made aware of environmentally significant areas and natural features within or near their proposed project as early as possible in the review process so that they have the opportunity to protect/preserve those areas. (see Natural Environment # 11)
27. Review and update the Type I State Environmental Quality Review Act (SEQRA) list to include actions of local significance. (see Land Use # 26 and Natural Environment # 9)

28. Review and update the Environmental Protection Overlay District (EPOD) regulations to ensure their consistency with the town's environmental goals and policies.
(see Land Use # 25 and Natural Environment # 7)
29. During the review of development projects, environmentally sensitive areas not protected by regulations, which could include wildlife habitat areas or migration corridors, among others, should be protected to the maximum extent possible.
30. Wetland mitigation should be the last resort: wetlands should be preserved to the greatest extent possible so that no mitigation is required. (see Natural Environment # 10)
31. If wetland mitigation is determined by the town to be necessary, it should be the policy of the town that all wetland mitigation is done within the town. Without this policy, wetland mitigation could be achieved through the creation or preservation of wetlands, or the purchase of wetland bank credits, in another community.
32. Ensure that environmental mitigations required during project reviews are effectively implemented. Consider requiring a letter of credit or other financial security to be used by the town to establish the mitigation in the event that the developer fails to do so.
33. Provide protection for wetlands in situations where state and federal wetland laws and regulations do not provide the level of protection needed. Investigate the creation of wetland regulations to accomplish this.
34. The town should have the ability to enforce environmental regulations and development permit conditions following the completion of a project. Investigate methods to accomplish this, including amendment of the Town Code.
35. Increase the minimum residential lot size in areas of Brighton with characteristics that make small lots infeasible. These characteristics include significant flood hazards, watercourses, wetlands, poor drainage, steep slopes or no sanitary sewer access.
(Natural Environment # 12)
36. Consider the use of Town Law 278, cluster development, to provide open space/recreation areas within new/residential development. Where feasible, open space provided by cluster development should be located adjacent to existing parkland/open space areas. Clustering in residential areas should be restricted to detached single family development to maintain compatibility with surrounding neighborhoods.
(see Land Use # 21)
37. Amend the town's Comprehensive Development Regulations to give the Planning Board the authority, in appropriate circumstances and based on written guidelines to be included in the regulations, to approve cluster development subdivision plans and to require applicants for subdivision review to submit both standard and clustered development plans.
38. Large areas in western and eastern Brighton are owned by Monroe County. The areas in western Brighton are generally within the Genesee River or Red Creek 100-year

- floodplain, contain significant wetland and woodlot areas, and provide significant wildlife habitat. The town should participate in the planning of any change of use for these areas. The same holds true for county lands in eastern Brighton, which contain significant woodlot and steep slope areas and areas within the floodplain of Irondequoit Creek.
39. Develop through acquisition, easement or other means, the trails system shown on the Open Space and Recreation Plan map, which is based on the Proposed Trails Plan of the Brighton Trails task force. The two highest priority trails are the north/south multi-use trail on the abandoned Lehigh Valley Railroad ROW (western Brighton) and the footpath connecting “Gonsenhauser Parcel A” with the Town Hall (central Brighton). Final location and use of the trails (footpath or multi-use) should be determined based on location options, site characteristics, and potential impacts on surrounding areas. In those cases where proposed trails are located on private property, the town should work with property owners to gain easements for public access to the proposed routes. (see Natural Environment # 14)
 40. As development occurs adjacent to the planned trail along the Lehigh Valley RR right-of-way in western Brighton, conservation easements within the development projects should be acquired by the town to buffer the trail from the new development.
 41. The trails plan should be expanded to connect parks, open space areas, recreational areas and commercial areas with neighborhoods and trails in surrounding communities.
 42. The trails portion of the Open Space and Recreation Plan should be updated regularly. The update should include a report on progress toward the plan, the investigation of potential new trail routes, and recommendations for improving pedestrian/bicycle street linkages.
 43. A conservation easement should be sought along the West Branch of Allens creek to provide for the trail proposed in the Open Space and Recreation Plan and to provide environmentally sensitive passive recreation opportunities.
 44. Pedestrian and bicycle facilities should be constructed/upgraded where feasible during street improvement projects on major streets.
 45. Future improvements to S. Clinton Ave. and Winton Rd. should include the provision of safe pedestrian and bicycle access to facilitate travel from residential neighborhoods to the town’s parkland in central Brighton.
 46. Promote land uses adjacent to the canal that support canal path use for active and passive recreation. Uses such as a boathouse and access to the canal to support rowing/crew activities are examples of beneficial uses. Provide linkage to other open space areas and communities via the canal path. (see Transportation # 19)

Land Use Goals & Recommendations

Land Use Goals

- I. Enhance the town as a residential community and maintain its property values.
- II. Permit quality office, commercial and light industrial development that will help to provide a sound economic base for the town, and which does not compromise other community goals.
- III. Promote development that protects sensitive environmental areas and creates quality open space areas.

Land Use Recommendations

1. Residential use should remain the primary land use.
2. When changes in land use or land use densities are proposed, consider such factors as neighborhood character and identity; compatibility of land uses; impacts on livability; impacts on services and facilities, including schools, to the extent permitted by law; accessibility to transit routes; and impacts on traffic levels on both neighborhood streets and major thoroughfares.
3. Ensure that impacts of future development proposals - including impacts on community character, traffic, the environment and the town's budget - are considered and addressed. Particular attention should be directed at proposed development with uses/development densities greater than permitted by the existing zoning regulations. If mitigation of impacts is required, compensating preservation of open space should be considered where it would be appropriate and effective.
4. New non-residential and high density residential or institutional development should be located and planned to minimize negative impacts on existing or planned residential neighborhoods.
5. Review and update the Comprehensive Development Regulations for residential uses. As part of the review: 1) determine needed amendments relative to residential controls (such as property maintenance regulations), and 2) develop standards for non-residential uses allowed in residential districts.
6. Permit office, commercial, and light industrial uses where site conditions, including adjacent land uses, natural and man-made features and infrastructure, are conducive to such development.
7. Locate development only where adequate services and facilities can be provided.
8. Promote the use of Planned Residential Development District and Planned Unit Development District floating zone regulations to encourage innovative residential and mixed development design and the preservation of open space areas. Review these regulations to resolve issues that might inhibit developers from proposing their use.

9. Investigate the creation of a Senior Housing Overlay District to provide housing opportunities for senior citizens.
10. Encourage re-development of under-utilized commercial, office and industrial areas to limit future vacant properties and protect land values.
11. New commercial development should be located on arterial or collector streets, should be on transit routes and should be designed to encourage pedestrian and bicycle access through techniques such as providing convenient and pleasant pedestrian connections, secure bike storage, etc.
12. New non-residential development adjacent to residential areas should be screened so as not to infringe upon the stability and property values of the residential areas.
13. Review the Comprehensive Development Regulations for modifications or additions relative to buffering and screening requirements for non-residential development.
14. Create a new office zoning designation to promote the development of office uses that are scaled to be compatible with nearby residential areas, help to conserve open space, and can function as buffer areas between residential areas and higher intensity uses or major roads.
15. Consider, in subdivision and site plan review, leaving a portion of greenspace as undisturbed natural area rather than formal landscaping. The “natural value” of an area (see Open Space and Recreation Recommendation #12), its scenic value, and/or opportunities to enhance areas on adjacent or nearby properties are some of the factors that should be considered. The additional greenspace required in the proposed Low Density Office District and open space preserved through cluster development, in particular, should be considered for this treatment. (Open Space & Recreation #12)
16. To the extent feasible, the landscaping on every site plan should be made part of the larger open space system, incorporating natural features of the site, using native plants whenever possible, and connecting to the greenery patterns on adjacent parcels. Plans to accomplish this should be coordinated with the policy of maintaining undisturbed natural areas (see #15). (Open Space & Recreation #14)
17. Consider the creation of an office overlay zoning designation that can be used to smoothly transition residential areas to office use when those areas are no longer best suited for low density residential use. Residential use would remain the underlying zoning for the district; proposed office uses would be required to meet specific standards to provide maximum compatibility with residences.
18. Implement the *Monroe Avenue Comprehensive Plan*, the *Monroe Avenue Design Guidelines and Standards* and the *Monroe Avenue Corridor Study* to enable successful development of the avenue while protecting the interests of the residential community in the Monroe Ave. area. (see Visual Character # 9)

19. Develop a plan for W. Henrietta Rd. that protects the surrounding neighborhoods while promoting the local economy. The plan should determine whether residential uses located along W. Henrietta Rd. will remain viable and, if not, should provide for an orderly transition to non-residential use. Such a transition should ensure that non-residential uses do not threaten remaining stable residential neighborhoods in the area. The planning process should not begin until a thorough evaluation of the traffic impacts of the Southern Corridor Mobility Study improvements on W. Henrietta Road, E. Henrietta Road and Crittenden Road has been completed. The timing of the plan should be considered during the mid-term evaluation of the Comprehensive Plan (see Chapter XI, Implementing the Plan).
20. Development master plans for the area north of I-590 between S. Clinton Ave. and Winton Rd. should maintain significant open space along Westfall Rd. to preserve the open character of the area; and subdivision and site plans should enhance this feature. (Open Space & Recreation #5, Visual Character #4, Transportation #3)
21. Where it would lessen the impact on environmental areas or enhance surrounding public development, the technique of clustering development to maximize open space should be considered. Clustering in residential areas should be restricted to detached single family development to maintain compatibility with surrounding neighborhoods. (see Open Space & Recreation # 36)
22. Amend the town's Comprehensive Development Regulations to give the Planning Board the authority, in appropriate circumstances and based on written guidelines to be included in the regulations, to approve cluster development subdivision plans and to require applicants for subdivision review to submit both standard and clustered development plans.
23. Where large tracts of land have been assembled under single ownership, the property owner should prepare a master plan for the entire area. The master plan should minimize negative impacts on nearby land uses, protect sensitive environmental areas and provide for public pedestrian/bicycle linkages through the development. Mixed uses in such developments may be considered.
24. Investigate the use of transfer of development rights as a means of preserving open space in desirable areas in exchange for increases in development density in locations that have adequate infrastructure, are near major arterials, and are removed from residential neighborhoods. (see Open Space and Recreation # 9)
25. Review the Environmental Protection Overlay District (EPOD) regulations for modification and/or additions to foster development that is responsive to the protection of environmentally significant areas. (see Open Space & Recreation # 28)
26. Review and update the Type I State Environmental Quality Review Act (SEQRA) list to include actions of local significance. (Open Space & Recreation #27, Natural Environment #9)

Visual Character Goals & Recommendations

Visual Character Goals

- I. Maintain and enhance the visual qualities of the community that give Brighton its character.
- II. Protect and preserve historically significant places.
- III. Promote the use of public art.

Visual Character Recommendations

1. Identify scenic and historic resources. Once identified, the importance of protecting these resources should be communicated to developers. Protections should also be included in regulations to the extent feasible.
2. Establish a committee to develop the concept of a town center for Brighton that exemplifies Brighton's vision for the future and helps to guide development plans to be compatible with that vision and the goals and policies of this plan.
3. "Welcome" signs should be designed and installed at designated perimeters of the town to create gateways to the town. Such signs were recommended in the 1990 Master Plan and would help to convey Brighton's image to visitors and to provide a unifying visual element.
4. Development master plans for the area north of I-590 between S. Clinton Ave. and Winton Rd. should maintain significant open space along Westfall Rd. to preserve the open character of the area; and subdivision and site plans should enhance this feature. (Open Space & Recreation #5, Land Use #20, Transportation #3)
5. Continue to apply strong architectural and site design controls to protect neighborhood character and to ensure a harmonious transition among areas with different types of land uses. Non-residential development in close proximity to established or planned residential areas, residentially zoned lands, publicly owned open space/parkland, or proposed open space/parkland should be designed to protect or enhance views from those areas.
6. Ensure that non-residential structures adjacent to existing residential areas are architecturally designed, sited and landscaped for compatibility with the existing residences.
7. Encourage the upgrading, beautifying and revitalization of existing commercial areas and shopping centers.
8. Continue to require underground utility lines for new development and encourage underground lines where feasible on sites proposed for redevelopment. Explore opportunities for the replacement of existing overhead distribution lines with underground lines.

9. Build on the work of the *Monroe Avenue Design Plan, Guidelines & Standards*. Review the effectiveness of the guidelines and standards, revise as warranted, and develop similar guidelines and standards for other commercial areas of the town.
(see Land Use #18, 19)
10. Consider creating Business Improvement Districts or utilizing other methods to fund improvements to and/or ensure the ongoing maintenance of new or existing non-residential areas.
11. As resources become available, assign priority to the implementation of programs to install and maintain landscaping and streetscape amenities that can be leveraged to improve the aesthetics of street corridors. Leverage would take the form of voluntary improvements to existing properties and required improvements in conjunction with new development or redevelopment.
12. Work toward improving Brighton's public and private tree inventory, including the following steps:
 - a) Work toward providing street trees along all streets.
 - b) Create a master plan for trees that identifies approved varieties.
 - c) Require the planting and maintenance of approved varieties of trees as a condition of development.
 - d) Consider creating a program for management and conservation of public trees that catalogs street tree stock replacement and maintenance needs.
 - e) Investigate the creation of a volunteer urban forestry program to promote tree planting and maintenance by residents.

Regional Coordination Goals & Recommendations

Regional Coordination Goal

- I. Be an active participant in efforts to improve the overall environmental, economic and social health of the Rochester Metropolitan Region.

Regional Coordination Recommendations

1. Recognize the importance of maintaining the environmental, economic and social health of the region when considering regional planning proposals and initiatives.
2. Town planning staff should ensure that appropriate town officials and staff are informed of developments and initiatives locally and state-wide regarding regional planning and should compile regional planning information and evaluate regional planning initiatives.
3. The Town of Brighton should encourage and participate in an update of the County Master Plan (adopted in 1979) to assist in the coordination of land use planning throughout the county.

4. Participate in cooperative efforts, plans and strategies to further Fair Housing and distribute affordable housing fairly and equitably on a region-wide basis.
5. Look for opportunities for cooperation with the city and neighboring towns that will provide mutual benefit and enhance communication. The joint planning effort between the City of Rochester, the Towns of Brighton and Pittsford, and the Village of Pittsford regarding the Monroe Ave. corridor is an example of such an opportunity. The Irondequoit Watershed Collaborative is another example.
6. Identify those assets of Brighton that are regional in scope, such as the Erie Canal. Participate in or initiate discussions with other relevant governments and/or organizations regarding the future of those assets. The *Western Erie Canal Heritage Corridor* planning project is an example of a project in which the town should participate.
(see Transportation # 20)

Environmental Goals & Recommendations

Environmental Goals

- I. Reduce air, water, soil, light and noise pollution.
- II. Protect sensitive environmental areas, particularly those within and adjacent to new development and those known to play key environmental roles.

Environmental Recommendations

1. Develop outdoor lighting regulations to control direct or indirect light spillage.
2. Examine the off-site impacts of outdoor lighting in all development reviews and eliminate, reduce or mitigate those impacts as appropriate.
3. As new technologies and/or methods become available, update the town's noise regulations.
4. Continue the town policy of not using chemicals (herbicides, pesticides, etc.) in the maintenance of town properties and right-of-ways.
5. Review Town Code and policies in relation to the recommendations of the *Irondequoit Watershed Collaborative Report*, and amend regulations and policies for the control of flooding, stormwater quality/quantity and ground/surface water quality as warranted.
(see "Issues and Opportunities" in Environment Report, Chapter VII)
6. Review and update the town's Stormwater Management and Excavation and Clearing regulations.
7. Review and update the Environmental Protection Overlay District (EPOD) regulations to ensure that their consistency with the town's environmental goals and policies.
(see Open Space & Recreation # 28 and Land Use # 25)
8. Update the *1995-1996 Open Space Index*. (see Open Space & Recreation # 25)

9. Review and update the Type I State Environmental Quality Review Act (SEQRA) list to include actions of local significance. (Open Space & Recreation # 27, Land Use # 26)
10. Protect wetland areas that are not protected by state regulations, and that play key roles as stormwater quality and/or control areas. (see Open Space & Recreation # 29 - 34)
11. Developers should be made aware of environmentally significant areas and natural features within or near their proposed project as early as possible in the review process so that they have the opportunity to protect/preserve those areas.
12. Increase minimum residential lot size in areas of Brighton with characteristics that make small lots infeasible. These characteristics include significant flood hazards, watercourses, wetlands, poor drainage, steep slopes or no sanitary sewer access. (see Open Space & Recreation # 35)
13. Promote the use of transportation that provides alternatives to the private automobile.
14. Develop trail systems and improve pedestrian/bicycle facilities on streets to promote travel alternatives to the automobile. (see Open Space & Recreation # 39 - 45)
15. Adopt the proposed Tree Ordinance and establish a Tree Council and forestry program to improve management of the town's trees.
16. New development projects should include the preservation of significant trees (trees over 6 inches in caliper and in reasonable health and condition). Any adverse affect on the health and longevity of such trees should be avoided through appropriate design measures and construction practices. When tree preservation is not feasible, the project should include appropriate tree replacement.

Town Services Goals & Recommendations

Town Services Goal

- I. Provide a high standard of service to town property owners and residents while containing service costs to control tax impacts.
- II. Ensure that Brighton residents experience a high quality of life.

Town Services Recommendations

1. Periodically evaluate residents' perception of the quality of service provided by the town. Evaluation could be done using questionnaires, comment cards, public meetings and/or other methods.
2. Closely monitor the projected impact of proposed development on the sanitary sewer system so that service to existing uses is not degraded.
3. Ensure that the impact of new development on Brighton's ambulance, police and fire services is determined during project review, and mitigate those impacts to the extent feasible.

4. Investigate the possibility of requiring non-residential development projects with tax abatement agreements from other government bodies to make a fair-share contribution to the town to cover highway, police and other service costs.
5. Ensure that development proposals are communicated to the affected public school district in a timely manner so that they can participate in the public process and plan effectively for future needs.
6. Develop and/or strongly support organizations, services, programs and policies within Brighton and the surrounding region that can help to enhance the quality of life of Brighton residents.
7. Investigate opportunities for sharing service provision and/or materials ordering with other municipalities to reduce costs and/or improve service. Ensure that any sharing proposed does not result in deterioration of service.
8. Encourage volunteer groups to participate in activities that provide public benefit and promote a sense of community, such as planting and maintenance of street-side flower beds.
9. Investigate new methods for increasing public access to information and residents' ability to communicate with town officials and staff. The town's web site and/or public computer terminals could provide opportunities for this.

Housing Goals & Recommendations

Housing Goals

- I. Provide a balance in the type and cost of residential development for Brighton's citizens. Support of affordable housing options in the community is an important element of achieving this goal.
- II. Help to ensure that all citizens in the Rochester Region have fair access to housing opportunities within the region.
- III. Provide a high quality living environment in existing residential neighborhoods, and establish new residential developments as high quality neighborhoods.
- IV. Provide housing options preferred by senior citizens.

Housing Recommendations

1. Actively encourage and promote Fair Housing opportunities in the Town of Brighton and throughout the region.
2. Continue to cooperate with other governments and housing agencies within the region in promoting an equitable distribution of affordable housing.
3. Encourage landlords to participate in the Section 8 housing program.

4. Encourage the use of tools available to support affordable rental and owner-occupied housing development, preferably within mixed-income communities. These tools include payments in lieu of taxes, set-asides, incentive zoning and other incentive mechanisms.
5. Encourage the use of Planned Residential Development and Planned Unit Development floating zones that allow for higher density, in order to facilitate affordable housing development
6. Residential rezoning and/or incentive zoning proposals should include a percentage set-aside for affordable housing units.
7. Investigate the amendment of Town Code to require set-asides for affordable units in residential development.
8. Review existing property maintenance regulations and policies to ensure that they are effective tools for the prevention of neighborhood degradation.
9. Continue strong enforcement of the town's residential zoning and property maintenance regulations.
10. Investigate amendment(s) to the Comprehensive Development Regulations to add regulations controlling the physical attributes (e.g., mass, scale, height) of residential housing, new or expanded, to control impacts on the character and/or property values of established neighborhoods.
11. Investigate the creation of design guidelines for residential and neighborhood development. The *Monroe Avenue Design Plan, Guidelines & Standards* could be used as template.
12. Encourage organizations willing to develop low and moderate-income senior housing.
13. Require or provide incentives for percentage set-asides for low-to-moderate income units in senior citizen housing development proposals.
14. Use tools such as payments in lieu of taxes, set-asides, incentive zoning and other incentive mechanisms to promote the development of low-to-moderate senior citizen housing.
15. Investigate the creation of an overlay district to facilitate the development of affordable senior citizen housing.
16. Housing developments designed for senior citizens should be accessible by public transportation.
17. Encourage, and seek to partner with, organizations providing services that allow seniors to "age in place."
18. Research possible amendments to town regulations that would enable senior citizens the opportunity for housing that provides privacy, is located in family-oriented settings and is affordable.

19. Include in residential site plan review the possibility of incorporating amenities and standards that accommodate senior living, such as ramps, ground-level lighting, fewer steps, etc.

Transportation Goals & Recommendations

Transportation Goals

- I. Provide and encourage an efficient, safe and convenient transportation system, including roads, trails, waterways and public transit, to serve the needs of existing and projected development within the town.
- II. Protect the residential character of the town when planning transportation improvements.
- III. Provide for travel modes that present alternatives to the automobile.
- IV. Provide safe pedestrian linkages between neighborhoods and commercial and recreation areas, and through Brighton to pedestrian/bicycle routes in the city and neighboring towns.

Transportation Recommendations

1. Complete Senator Keating Blvd. to relieve traffic pressure on Westfall Rd.
2. Upon completion of Senator Keating Blvd., limit access to Westfall Rd. to that necessary for public health, safety and welfare, in accordance with the Findings Statement of the Senator Keating Blvd. Environmental Impact Statement.
3. Development master plans for the area north of I-590 between S. Clinton Ave. and Winton Rd. should maintain significant open space along Westfall Rd. to preserve the open character of the area; and subdivision and site plans should enhance this feature. (Open Space & Recreation #5, Land Use #20, Visual Character #4)
4. Determine the feasibility of, and need for, the extension of Meridian Centre Blvd. to S. Clinton Ave. If determined feasible and necessary, analyze options for development. The analysis should be similar to that conducted for Senator Keating Blvd., including layout options, environmental impacts and recommendations for funding construction.
5. Work with the City of Rochester and Monroe County to investigate the construction of a road linking E. Henrietta Rd. and Westfall Rd. through the Iola complex in Rochester and Land Use Plan Area 15 and the Brighton Meadows Office Park in Brighton, using existing curb cuts on both roads. Such a linkage might help to reduce traffic on Westfall Road as the area develops.
6. When it is determined necessary because of a proposed project's size, density, use or location, require developers to provide an analysis of the traffic impact of proposed development or land use on Brighton's Transportation system and Brighton's neighborhoods. Impacts on neighborhoods should include an evaluation of traffic that may travel through the neighborhoods and the noise impacts of vehicles, including truck traffic, on neighborhoods.

7. Evaluate the impacts of street improvement proposals on the character of the surrounding area and the town, particularly where plans include the widening of existing streets. The objective of street improvement projects should be to balance transportation needs with impacts on the character of the surrounding area and the town. Options should be explored to achieve this balance.
8. Consider the traffic impacts on Brighton's street system and the residential character of the town in the review of rezoning proposals, variance applications, conditional use permit applications and development proposals. New non-residential and high density residential proposals should be located and designed to minimize traffic impacts on low density residential neighborhoods.
9. Utilize the Access Regulations in the Town Code to control the location and number of access points from streets to parcels. The regulations include relevant standards for access, encourage the use of frontage roads and cross-access easements to limit curb cuts, and allow the Planning Board to designate the location of curb cuts for large parcels of vacant land to ensure limited access for future development within the parcel.
10. Refer to the Subdivision Regulations in the Town Code to control the design of new residential streets, particularly the requirement that local residential streets should be designed to discourage through traffic.
11. Review residential subdivision design with regard to provision for internal circulation within neighborhoods, prevention of through vehicular traffic, and pedestrian and bicycle connections between neighborhoods and to adjacent commercial and public areas.
12. Consider, in development design, the need for sidewalks to provide for internal pedestrian and bicycle transportation within residential neighborhoods and to provide access to and/or linkages through non-residential areas.
13. Consider in all new development proposals the feasibility of incorporating bicycle and pedestrian linkages and pass-throughs in areas where streets are not planned, and look for opportunities for similar linkages in developed areas. An example of such a linkage is the paved path from the Town Hall parking lot connecting with Sylvan Rd. to the north.

14. Consider bicycle facilities in the design of all new development (i.e., bicycle lanes, signage and parking).
15. Implement the trails proposal of the Open Space and Recreation Plan (Chapter III). (see Open Space & Recreation # 39 – 45, Natural Environment #14)
16. Identify existing and proposed trails/linkages in Rochester and neighboring towns, and, where feasible, connect these with Brighton's trail system. Inform neighboring towns/city of Brighton's plans in order to facilitate coordinated development of trails.
17. Investigate the possibility of public access to the Genesee River near the Stowell Nature Conservancy. The Stowell Nature Conservancy is the only town parkland close to the Genesee River. Brighton does not currently have public access to the river at any point. Access to the river would be a valuable public asset and could enhance the public value of the Conservancy.
18. Consider the feasibility of using the I-590 right-of-way as a multi-use trail to provide linkage between areas not easily connected by other means. The Brighton Trails Task Force could investigate this.
19. Review proposals for development adjacent to the canal with regard to their impact on access, use and enjoyment of the canal and canal path. (see Open Space & Recreation # 46)
20. Participate in the planning of the Western Erie Canal Heritage Corridor to promote regional coherence and further the town's recreational and transportation goals. (see Regional Coordination # 6)
21. Participate in the Rochester-Genesee Regional Transportation Authority's planning of its Suburban Circulator Study transit project.
22. Work with the Genesee Transportation Council to investigate Town Code amendments and other strategies to improve bicycle and pedestrian transportation, encourage ride sharing programs, and otherwise facilitate a decrease in dependence on personal automobile trips.