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TOWN BOARD: William W. Moehle, Supervisor
Chris K. Werner • Robin R. Wilt
Christine E. Corrado • Nathaniel V. Salzman

TOWN CLERK: Daniel E. Aman
SUMMER 2024

Supervisor’s Message

William W. Moehle, Town Supervisor

Last year at this time, I wrote about the Cinderella story of Michael Block’s near victory at the PGA Golf Championship at Oak Hill Country Club in Pittsford. This year, I will also start with a golf story, but this golf story had its roots even before the PGA last year. As preparations were under way for the PGA tournament last year, County Executive Adam Bello and community leaders in economic development and tourism began informal discussions with TopGolf, which operates approximately 100 golf and entertainment facilities in the United States and abroad, about locating a new TopGolf facility in the Rochester area. Late last year, those discussions came to fruition and TopGolf submitted a proposal to build their newest facility on approximately 19 acres near the corner of Westfall and East Henrietta Roads, in Brighton.

Under their proposal, TopGolf agreed to pay full Town of Brighton taxes, build approximately 900 feet of sidewalks along Westfall Road and pay $275,000 to the Town of Brighton, all as amenities to offset the various variances, known as incentives in the context of an incentive zoning application, that TopGolf was requesting as part of their planned project. TopGolf will receive economic incentives from the County of Monroe Industrial Development Agency, also known as COMIDA, including a ten-year partial abatement of school and county taxes. However, despite this partial abatement, the project will generate far more in revenues for the Rush Henrietta School District and Monroe County than it is currently generating as vacant unused land. In addition, over 200 full-time equivalent jobs are projected to be created at TopGolf. I expect that TopGolf will be popular with golfers and non-golfers, tourists and local families. In short, I expect TopGolf to be not only a win for Brighton as an economic development and revenue generator, but also a quality-of-life addition to the whole community.

We invite you to enjoy the broad range of summer parks and recreation activities found in this newsletter, with activities that toddlers to seniors, and families of all ages, will enjoy. Of course, the 4th of July festivities are always the highlight of the summer season. The day begins with the annual 5K race through the streets of Brighton. Then in the afternoon, the festivities move out to Meridian Centre Park where the Brighton Kiwanis Club Kid Zone and Petting Zoo will be back this year, along with rides, food and music all afternoon and evening, leading up to the Skycoasters performing on the main stage at 8 p.m., and another great fireworks show at 9:45 p.m. The annual Buckland Park summer concert series begins July 9, and continues every Tuesday evening through August 13 at 6:30 p.m. The concert lineup this year includes a wide range of music from the Brighton Symphony Orchestra to the band that was the hit of our Solar Eclipse celebration, Shine! The outdoor pool behind the Town Hall will open at the end of June, and Recreation will post the times and availability on the Town website. While you visit the pool, consider making a stop at the Brighton Memorial Library. It’s cool inside even on the hottest days, and the library has summer reading programs for students and a wide variety of materials in different media, beyond traditional books. Of course, the Brighton Farmers Market will be open throughout the summer every Sunday from 9 a.m. - 1 p.m. in the Brighton High School parking lot, with the widest variety of locally produced items of any market in the area.

Again this summer, the Town of Brighton will join with the LGBTQ+ community and their allies in celebrating Pride. The Town of Brighton will hold a Pride ceremony at Town Hall on Friday, July 12, when the Town’s pride flag is unfurled on the front façade of Town Hall. On Sunday, July 7 the Brighton Farmers Market will also celebrate Pride from 9 a.m. - 1 p.m. in the Brighton High School parking lot, and on Saturday, July 20, I will lead Town employees, volunteers, families and friends, marching together in the annual Rochester Pride Parade, to demonstrate our support for the LGBTQ+ community.

I hope that everyone enjoys the many things you can do this summer in Brighton. Activities may change, so please check the Town of Brighton webpage for updates at www.townofbrighton.org.

Cultural Humility

Miriam Moore, Chief Diversity Officer

Cultural humility stems from the recognition of diversity and power imbalances. Cultural humility is a practice, applicable in spaces that are personal, professional and social. A commitment to cultural humility takes a willingness to be socially aware, open-minded, egoless and responsive and self-reflective.

Because cultural humility is rooted in acknowledging the experiences, histories and stories of others, approaching cultural humility must be accompanied by a true willingness to learn. Cultural humility underlies the notion that a formal education does not automatically give you an understanding of the depths of social inequalities. The practice of cultural humility is intentional.

The Town of Brighton’s commitment to diversity, equity and inclusion permeates all that we do. This summer we presented a townwide Juneteenth celebration on Friday, June 14, and will hold a townwide Pride celebration at noon on Friday, July 12 at Town Hall.

It is our hope that you will join us as we commemorate the diversity among us.
Multiversity Trail Plan
The Town of Brighton is developing a plan for an accessible, off-road, and multi-use trail system connecting the campuses of the University of Rochester, Monroe Community College, and Rochester Institute of Technology (dubbed the “Multiversity Trail Concept”). Once complete, the Multiversity Trail plan will inform the establishment of functional, equitable, and sustainable connectivity between the three campuses and surrounding cultural and open space assets. Envisioned is a network of walking and biking routes spanning the triangle between the three campuses.

The next information and public input session will be held at the Brighton Farmers Market during normal hours as part of the Brighton Eco Fair, on June 23rd from 9 a.m.-1 p.m. The project team will be present to provide information, answer questions, and collect feedback on the project.

More information and a public survey are available at brightonmultiversity.com

Every Sunday!
2024 Summer Season Apr 21 - Nov 17, 9 - 1
1150 Winton Road South, Rochester NY 14618

2024-25 Winter Season Nov 24 - Apr 27, 10 - 1
1435 Westfall Road, Rochester NY 14618

EBT/SNAP and WIC Welcome!
Ask about our SNAP bonus program.

Sponsored by the Town of Brighton

Summer at the Market
After a successful winter season at our beautiful new Market Barn on Westfall Road, the summer season of the Brighton Farmers Market has begun! We’re back in the Brighton High School parking lot, 1150 Winton Road S., Sundays 9 a.m. to 1 p.m. New vendors join old friends to offer all-local fruits, vegetables, meats, eggs, cheeses, flowers, plants, baked goods, honey, maple products, and more.

Many of the farmers are either certified organic or use sustainable growing practices, furthering the Market’s mission to help build a stronger local food system. With the challenges facing our environment, our climate, and the global food system, supporting these farmers and producers is more important than ever.

Each week, we showcase great local musicians and host food trucks, community groups, and special events, including the Eco Fair, Bike Rodeo, Public Safety Day, Juneteenth, Pride Day, and more.

The Market is pleased to offer SNAP (Supplemental Nutrition Assistance Program) customers the opportunity to purchase tokens using their SNAP benefits. We also offer the FreshConnect bonus program to our SNAP/EBT customers: for every $2 spent in SNAP benefits, customers will receive a $2 bonus check.

Market updates can be found at www.brightonfarmersmarket.org, where you can sign up for weekly newsletters. Find us also on Facebook and Instagram. The Farmers Market is sponsored by the Town of Brighton.

TOWN EVENTS
Eco Fair
SUNDAY, JUNE 23
9 A.M.-1P.M.
Brighton Farmers Market
BHS parking lot, 1150 S. Winton Rd.

Sponsored by ColorBrightonGreen.org, the fair features organizations promoting recycling, green energy, water conservation, green products, and more, plus student projects and children’s activities.

Pride Celebrations
FRIDAY, JULY 12 • NOON
Town Hall, 2300 Elmwood Ave.
Come celebrate Pride on the steps of Town Hall.

SUNDAY, JULY 7
9 A.M.-1 P.M.
Brighton Farmers Market—Pride Theme
BHS parking lot, 1150 S. Winton Rd.

Police Open House
TUESDAY, AUGUST 13
5 P.M.-8 P.M.
Town Hall Public Safety Wing
2300 Elmwood Ave.
Meet and learn about our public safety partners and speak with officers who serve this community.

Mighty Motors
THURSDAY, AUGUST 22
5 P.M.-7 P.M.
Highway Department
1941 Elmwood Ave.
Enjoy family fun at this hands-on Highway Department open house.

Public Safety Day
SUNDAY, SEPTEMBER 29
9 A.M.-1 P.M.
Brighton Farmers Market
BHS parking lot, 1150 S. Winton Rd.
Explore the trucks, cars, motorcycles, and equipment of the Brighton Police Department, Fire Department, Volunteer Ambulance, and Highway Department with staff handy to answer questions.

(585) 784-5250

Town of Brighton Summer 2024 Newsletter
Bands at Buckland

Summer Concert Series

Tuesdays - 6:30-8:00PM
BUCKLAND PARK PAVILION
1341 Westfall Road

THANK YOU TO OUR SPONSORS:

WWW.TOWNOFBRIGHTON.ORG/REC // 585-784-5260 XO

Bands at Buckland

09 BRIGHTON SYMPHONY ORCHESTRA
JUL SYMPHONIC
16 STEVE GRILLS & THE ROADMASTERS
JUL BLUES QUARTET
23 BIG LOGIC & THE TRUTH SERUM
JUL ROCK, FUNK
30 SHINE, PARTY BAND
JUL PRESENTED BY ESL FEDERAL CREDIT UNION
06 IGNITE
AUG AUTHENTIC REGGAE
13 CARLTON WILCOX LIVE
AUG SOULE, R&B, SMOOTH JAZZ FUSION

4TH OF JULY
Independence Day

4th of July 2024 Schedule of Events

8:00am: Brighton 4th of July 5K Race at BHS

Activities at Meridian Centre Park

2:30 p.m. - 10:00 p.m.: Food Trucks and Vendors, Live Music, Inflatable Fun with Blue Apple Productions!
2:30 p.m. - 5:00 p.m.: Brighton Kiwanis Kids Zone! Petting Zoo, Crafts, Face Painting and More! FREE!
2:30 p.m. - 4:00 p.m.: Rochester’s own Elaina Alston, playing crowd favorites and originals!
4:30 p.m. - 6:00 p.m.: Billboard Charting Guitarist Deepak Thettu & friends!
6:30 p.m. - 8:00 p.m.: The Earthtones! Back by popular demand!
8:00 p.m. - 9:45 p.m.: Flaum Management Stage Presents

The Skycoasters!

9:50 p.m.: Expanded Fireworks Display!

Town of Brighton

Town of Brighton Summer 2024 Newsletter

TownofBrighton.org
Summer has finally arrived! The number one concern I hear about in our community is traffic safety. I ask that we each do our part every day as we share the roads with drivers, cyclists, and pedestrians.

There are some common guidelines to keep in mind to avoid being ticketed and help avoid being in a traffic crash. Here are a few essential guidelines to keep in mind:

**Follow Posted Speed Limits:** Drive as if your family lives in the neighborhood and be prepared to adjust for road conditions and weather. All residential streets have a 25 mph limit.

**Avoid Distractions:** Don’t use your mobile device while driving; it can wait.

**Wear Your Seatbelt:** Seatbelts save lives. Even if you’re a passenger in a vehicle, remember to buckle up.

**Obey Traffic Signals and Signs:** Signs are there for your safety. Please respect crosswalks for our pedestrians.

**Share the Road:** Be considerate of others such as bicyclists and pedestrians. Always remember to see and be seen. As a pedestrian, wear reflective clothing and make sure vehicles can see you.

Mark your calendar: the Police Department’s annual open house will be on Tuesday, August 13 from 5 p.m. to 8 p.m. Please stop by to meet some of your officers and to take a tour of the building along with some equipment used by our first responders.

We always are looking for ways to engage the community, so if you have an idea, please reach out to our dedicated staff or to me personally. If you have a concern about your neighborhood or another area in town, I want to hear from you. You can reach me at (585) 784-5101 or by email at david.catholdi@townofbrighton.org.

You can also follow us on Twitter @Brighton_Police or @ChiefCatholdi. Have a safe and happy summer!
Assessor’s News
Pamela Post, Town Assessor

2025 Town-Wide Assessment Roll Update

The Town of Brighton Town Board has approved a Town-Wide Assessment Roll Update project to be completed for the filing of the Assessment Roll on July 1, 2025. The goal is to establish full market value assessments so that all properties are fairly and accurately assessed. The last townwide update was in 2018. Since then, market values have increased significantly, and assessments are well below market value. The following graph illustrates the year-by-year growth of median sale prices in Brighton. (See graph below)

The Assessor’s job is to make sure that all property owners are assessed fairly based on the market value (or a uniform percentage of market value) of their properties. To do this, periodic reassessments are necessary. I would like to emphasize that a higher assessment does not necessarily mean that your taxes will increase. When a reassessment results in increased assessments, tax rates should go down proportionally.

Although we are still a year out, work has already begun on the project and assessment staff will spend the next several months reviewing inventory, reviewing sales data, and updating and testing valuation software.

Residential and Commercial property owners will receive a change of assessment notice early in January 2025 noting their new tentative assessments. Anyone with questions or concerns over the new value is encouraged to reach out for a meeting. Often, the sharing of information is all that is needed to reach a fair agreement. There will be an opportunity to informally review the new assessments with representatives from the assessment office between the middle of January 2025 through the middle of April 2025.

If you are still not satisfied with your tentative assessment after informal review, you are entitled to file a formal grievance complaint. These complaints can be filed after May 1 up until Grievance Day which will be the fourth Tuesday, May 27, 2025. Grievance applications must be filed either in person or by mail up until 8:00 PM on the 27th. The Town of Brighton does not accept electronic applications. Detailed instructions on how to proceed with the process will be included in the change of assessment notices.

If you belong to a community organization or homeowners association and would like a member of the Assessor’s Office staff to address your group about the townwide update, please call us at (585) 784-5215 so we can schedule a presentation.

To keep you up-to-date on the latest information, visit the Assessor Page on the Town of Brighton Website at www.townofbrighton.org. If you have any assessment questions or concerns, please don’t hesitate to stop by our office or give us a call at (585) 784-5215.

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Time frame is from January 2014 to April 2024
Town/City is ‘Brighton’
Results calculated from 4,604 listings

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Catch a Ride with us!

Need a home pick-up on Tuesdays and other select Van Trip days?
Register for updates & notices!

More travel opportunities soon, including home pickup for ambulatory Seniors who reside in Brighton!

Register for our transportation interest list and more:
Townbrighton.org/rec or (585) 784-5260 ext. 0
RESIDENTIAL YARD DEBRIS COLLECTION

It’s That Time Again!

The Highway Department collects brush and garden debris through the summer and fall. The bulk and containerized yard debris collection schedule can be viewed online by clicking the Leaf & Yard Debris button on the Town website’s landing page. Please understand that the yard debris schedule is greatly influenced by the weather and the amount of debris encountered during collection. Therefore, the yard debris collection schedule is adjusted daily to reflect our crew’s progress. During normal operating conditions, bulk debris collection requires 7 - 10 working days to complete a pass through Town. During times of heavy volume, (summer debris and fall leaf collection) a complete pass through Town may require 15 - 20 working days. Containerized collection takes the Town 5 - 7 working days to complete a pass through Town during normal conditions. During periods of high volume, a complete pass through Town may require 10 - 15 working days.

As our hardworking staff make their way through Town, here are a few helpful reminders that will help keep our crews on schedule:

• Grass clippings will not be collected. The Town of Brighton has a grass-recycling program that encourages residents to either compost their clippings or simply leave them on the lawn. Brighton residents may drop off grass clippings for composting at the Highway Department, which is located at 1941 Elmwood Avenue.

• Small piles of yard debris or brush must be placed in acceptable containers for a quick, clean pickup. Containers must weigh no more than 50 lbs. and/or no larger than 32 gallons in size. Small loose piles will not be collected.

• Please place brush and garden debris at the curb in containers or paper bags - not in plastic bags, or in a neatly stacked pile, no more than eight feet long, and free of sod, dirt, or construction debris. Multiple piles of brush must be separated.

• Place lawn and garden debris along your property frontage between the sidewalk and the edge of the pavement. If there is no sidewalk lawn and garden debris must be placed on the lawn area along the edge of pavement within the Town right of way. Do not place any debris piles or containers on the roadway, shoulders or gutters as it creates a safety hazard for bicyclists, pedestrians and motorists and is also a violation of NYS Highway and NYS Vehicle & Traffic law.

• Yard and garden debris shall not be placed adjacent to and/or behind obstacles such as: trees, decorative rocks, garbage/recycling totes, utility poles and their guy wires, retaining walls, mailboxes, fire hydrants, light poles, etc. Yard and garden debris shall not be placed in ditches, block culverts and or driveways. Decorative rocks may be damaged or accidentally removed if covered by yard and garden debris. The Town is not responsible for damage to or replacement of decorative rocks if they are covered by yard and garden debris.

• Do not mix household refuse with yard waste.

• Bulk yard debris is to be separate from bulk leaf piles.

The Town will NOT collect material generated by a paid professional for special projects, such as extensive tree trimming, tree removal, etc. The Town Highway department will notify residents that the debris will not be collected and it will be the property owner’s responsibility to dispose of debris from special projects.

Tree Service providers must be registered with the Town of Brighton. Paid professionals may obtain a permit to use the Town of Brighton Yard Debris Processing Facility to dispose of tree and/or yard and garden debris. The Town will, however, collect materials which are a part of your routine yard maintenance.

Remember that wood chips are available at the Town of Brighton’s Highway Department. Residents need to bring their own container. For more information, call the Highway Department at (585) 784-5280 or check out the Town’s website at www.townofbrighton.org for daily location updates of yard debris collection.
Public Works
James Sprague, P.E., Commissioner

The Department of Public Works (DPW) has been busy already this construction season. The DPW has completed its annual program of resurfacing streets with a treatment of oil and stone called chipseal. Those streets are now ready to be swept to remove the loose stone, and that work has begun. The DPW will also complete a program of resurfacing streets by milling the existing asphalt surface and repaving those areas with a new asphalt wearing course. We expect to complete this work on the following streets: Rhinecliff, Meredith, Chadbourne, Astor, Irving, Continental, Evendale and Dorchester. Work on Park Road and Stanford is pending, following completion of gutter work on those streets.

The Monroe County Department of Transportation is also completing street resurfacing in the Town this year. Their PM #10 project will resurface South Winton Road from Westfall Road south to Brighton Henrietta Town Line Road, and also includes the entire length of Brighton Henrietta Town Line Road. The project has started, and will address South Winton Road first, with work then proceeding down Brighton Henrietta Town Line Road. Detours needed to facilitate this work will be posted as necessary.

RECREATION DEPARTMENT
Summer Program Update

The Recreation Department is excited as we launch another great summer season filled with smiles and laughter. We continue to make the Brookside Recreation Center our home and will remain on-site without interruption for the foreseeable future. Final preparations are in place for our summer of fun including our Summer Camp Program, Bands at Buckland Concert Series, Special Events and more!

We still have a few spots available in our Summer Camp Program, so sign-up today. We are confident that we provide the best possible camp option for our families, and we look forward to making fun summer memories with your children.

In addition to our Summer Programs, we put together a great line up for the Bands at Buckland Summer Concert Series, as well as other upcoming community and family events. All details will be posted on the Recreation Department’s webpage, www.townofbrighton.org/rec, and the Recreation Department’s Facebook page.

Brighton Seniors
Join our vibrant Brighton Seniors programs! Don’t miss our free Weekly Tuesday Brown Bag Bunch for socializing, entertainment, and guest speakers. Explore other fantastic activities like water fitness, painting, knitting, cards, games, yoga, and more. Subscribe to our e-bulletin or monthly mailing to stay in the know.

Check Back Often
We hope to see you at our programs either online or in-person soon! Please remember that new programs and events are added to our offerings throughout the season, so we hope you will check back often to see what’s new. We look forward to providing safe, enjoyable recreation programming to the community. Please contact the Recreation Office with any questions at: (585) 784-5260 x0 or email at: brighton.recreation@townofbrighton.org.

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Town of Brighton Summer 2024 Newsletter

TownofBrighton.org