

## XI Implementing the Plan

This chapter presents a strategy for the implementation of the recommendations made in the Comprehensive Plan. The strategy for their implementation presented here acknowledges the constraints placed on implementation by the need to budget limited dollars and town staff time, and so is organized to 1) identify priorities for implementation following adoption of the plan, 2) identify the party or parties responsible for implementation oversight, and 3) provide for a mid-term review of progress made.

### Phase I Recommendations

The following projects should be the first initiated following the adoption of *Comprehensive Plan 2000*.

#### I. Group 1 Comprehensive Development Regulations Investigations and Amendments.

Immediately following the adoption of Comprehensive Plan 2000, work should begin on investigating and preparing code and Zoning Map amendments to the Comprehensive Development Regulations to implement the following strategies: amendments should be made prior to the end of the building and development moratorium. (with reference to plan component and recommendation number):

1. Increase minimum residential lot size in areas of Brighton with characteristics that make small lots infeasible: these include significant flood hazards, watercourses, wetlands, poor drainage, steep slopes or no sanitary sewer access. (Open Space & Recreation # 35; Natural Environment # 12)
2. 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. (Land Use # 14)

*Responsibility: Commissioner of Public Works*

#### II. Group II Comprehensive Development Regulations Investigations and Amendments

The following strategies of the Comprehensive Plan are to be implemented by investigating appropriate amendments to the Comprehensive Development Regulations. While it is not required that amendments are made prior to the end of the building and development moratorium, work should begin on their implementation in conjunction with, or immediately following, implementation of Group I strategies. Concurrent with the implementation of these strategies, the District and Bulk chapters of the Comprehensive Development Regulations should be updated.

1. 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. (Open Space & Recreation # 37)
2. Investigate 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. (Land Use # 17)
  3. A definition and bulk regulations for “greenspace” should be incorporated in the *Comprehensive Development Regulations* and coordinated with the existing “impervious surface coverage” regulations. (Open Space & Recreation # 23)
  4. 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. (Open Space & Recreation # 24)
  5. Investigate the creation of wetland regulations to provide protection in situations where state and federal wetland laws and regulations do not provide the level of protection needed. (Open Space & Recreation # 33)
  6. Investigate the amendment of town code to provide the ability to enforce environmental regulations and development permit conditions following the completion of a project. (Open Space & Recreation # 34)
  7. Investigate code amendments to protect scenic and historic resources. (Visual Character # 1)
  8. Investigate the creation of an overlay district to facilitate the development of affordable senior citizen housing. (Housing # 15)
  9. Develop outdoor lighting regulations to control direct or indirect light spillage. (Natural Environment # 1)
  10. Review 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 the protection of residential areas; and 2) develop standards for non-residential uses allowed as conditionally permitted uses and update the Comprehensive Development Regulations. (Land Use # 5)
  11. Review the Comprehensive Development Regulations for modifications or additions relative to buffering and screening requirements for non-residential development. (Land Use # 12)
  12. 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. (Natural Environment # 5)
13. Review and update the town's Stormwater Management and Excavation and Clearing regulations. (Natural Environment # 6)
  14. Investigate the amendment of Town Code to require set-asides for affordable units in residential development. (Housing # 7)
  15. Review existing property maintenance regulations and policies to ensure that they are effective tools for the prevention of neighborhood degradation. (Housing # 8)
  16. 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. (Housing # 18)
  17. 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. (Transportation # 22)
  18. Review and update the Environmental Protection Overlay District (EPOD) regulations to ensure their consistency with the town's environmental goals and policies. (Open Space & Recreation # 28)
  19. Review and update the Type I State Environmental Quality Review Act (SEQRA) list to include actions of local significance. The Conservation Board should be an active participant in the update and should approve the final product. (Open Space & Recreation # 27)

*Responsibility: Commissioner of Public Works*

### III. Development of an Open Space Acquisition Strategy

The Open Space & Recreation Plan includes numerous recommendations for the acquisition, protection and use of open space areas; and for the development of a trails system. Among the recommendations are: the investigation of the issuance of a bond for the acquisition of open space; the pursuit of opportunities to partner with other organizations for the acquisition of open space; the investigation of the use of Transfer of Development Rights as a vehicle for the acquisition open space; and the acknowledgment that Incentive Zoning may be an appropriate vehicle for acquisition in some circumstances. The Comprehensive Plan further recognizes that fee simple acquisition of the recommended areas may not be possible, and recommends protection for the designated areas to the extent possible in the event that they cannot be acquired.

Following adoption of the plan, a strategy should be developed to respond to its open space acquisition recommendations. The strategy should include: 1) an analysis of the development

threat to the areas recommended for acquisition; 2) the availability of grants or other outside support; 3) the identification of potential acquisition/preservation partners 4) an analysis of the feasibility of acquiring the remaining larger areas of open space, particularly the recommended areas, including the cost of acquisition, funding options (including the issuance of a bond), and an assessment of public support for it; and 5) the effectiveness of other vehicles (such as conservation easements, transfer of development rights, incentive zoning, or EPOD regulations) in addressing the long term open space needs of the town.

*Responsibility: As designated by Town Board*

### **Phase II Recommendations**

The following actions should be implemented by inclusion in annual departmental plans so that their implementation can be coordinated and priorities for implementation can respond to changing conditions and opportunities.

1. Update the *Open Space Index*. The *Open Space Index* should be updated to respond to development and environmental changes since 1996. To maintain the *Index's* currency, a second update should be conducted five years later. *Responsibility: Conservation Board*
2. 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.  
*Responsibility: As designated by Town Board*
3. 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.  
*Responsibility: Director of Parks & Recreation*
4. 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.  
*Responsibility: Director of Parks & Recreation*
5. 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.  
*Responsibility: Director of Parks & Recreation*
6. Investigate the possibility of public access to the Genesee River near the Stowell Nature Conservancy. *Responsibility: Director of Parks & Recreation*

7. 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.  
Responsibility: As designated by Town Board
8. 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 to facilitate coordinated development of trails.  
Responsibility: As designated by Town Board
9. 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.  
Responsibility: As designated by Town Board
10. 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.  
Responsibility: Commissioner of Public Works
11. Implement the Monroe Avenue Comprehensive Plan, the Monroe Avenue Design Guidelines and the Monroe Avenue Corridor Study to enable successful development of the avenue while protecting the interests of the residential community in the Monroe Avenue area. Responsibility: Commissioner of Public Works
12. 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.  
Responsibility: Historic Preservation Commission & Planning Board
13. 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.  
Responsibility: Commissioner of Public Works
14. 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.  
*Responsibility: As designated by Town Board*

15. 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 which 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. *Responsibility: Commissioner of Public Works*
16. As resources become available, assign priority to the implementation of programs for the installation and maintenance of 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.  
*Responsibility: Commissioner of Public Works*
17. 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 significant regional planning information and evaluate regional planning initiatives. *Responsibility: Commissioner of Public Works*
18. 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.  
*Responsibility: As designated by Town Board*
19. Establish a Tree Council and forestry program to improve management of the town's trees.  
*Responsibility: Town Board*
20. 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. *Responsibility: Director of Communications*
21. 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. *Responsibility: As designated by Town Board*
22. 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. *Responsibility: Director of Communications*

23. Investigate the creation of design guidelines for residential and neighborhood development. The *Monroe Avenue Design Plan, Guidelines & Standards* could provide a template to be used.  
*Responsibility: Commissioner of Public Works*
24. Determine the feasibility of and need for the extension of Meridian Centre Boulevard to S. Clinton Avenue. If determined feasible and necessary, analyze options for development. The analysis should be similar to that conducted for Senator Keating Boulevard, including layout options, environmental impacts and recommendations for funding construction.  
*Responsibility: Commissioner of Public Works*
25. Participate in the Rochester-Genesee Regional Transportation Authority's planning of its Suburban Circulator Study transit project. *Responsibility: Commissioner of Public Works*
26. 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. *Responsibility: Brighton Trails Task Force*
27. Participate in the planning of the Western Erie Canal Heritage Corridor to promote regional coherence and further the town's recreational and transportation goals.  
*Responsibility: Planning Board*
28. 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. *Responsibility: Commissioner of Public Works*
29. 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.  
*Responsibility: As Directed by Town Board*
30. 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.  
*Responsibility: Commissioner of Public Works*
31. West Henrietta Road Plan  
Land Use Recommendation 15 is:  
  
*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.*

As stated in the Land Use Plan recommendation for Area 11, the development of the W. Henrietta Road plan should begin once the traffic impacts of the planned road improvements are known. The timing of the plan should be evaluated during the mid-term evaluation of *Comprehensive Plan 2000* (see below).

*Responsibility: Commissioner of Public Works*

### **Plan Evaluation**

For the Comprehensive Plan to be an effective decision-making tool and successful development guide, it must be continuously monitored and periodically evaluated and updated. Without this, as circumstances and conditions change within the community the plan will become less valuable as a town planning guide, and eventually will become obsolete. The plan should not be considered a static document, but a dynamic tool capable of adapting to changing conditions. Consequently, the Comprehensive Plan includes the following process for periodic evaluation.

#### 1. Collection of Plan-Related Comments and Issues

The Comprehensive Plan will be implemented through the town's incorporation of the plan's policies and through investigations, reports, plans and amendments to implement its policies and strategies. As the policies and strategies are implemented, there will be public, citizen review board, and town staff reactions to their effectiveness and impact. These reactions, in the form of written comments submitted to the town, should be collected by the Building and Planning Department. These comments will, at minimum, provide valuable information for the mid-term evaluation of the plan (below) and for the preparation of the next update of the plan in 2010.

#### 2. Mid-Term Evaluation

To keep the plan current and responsive to the needs of the community, it is advisable to formally review the plan in 2004-2005, midway through the planning period. It is recommended that the Planning Board direct the review, using the following procedure:

- a) The Planning Board establishes guidelines, standards, a schedule and procedures for the Comprehensive Plan review.
- b) The Planning Board requests from staff a summary of projects/strategies implemented to date and in progress.
- c) The Planning Board requests comments on the plan, its policies and its strategies from staff and other citizen boards, along with a summary of comments received over time and collected by the Building and Planning Department.
- d) The Planning Board summarizes the comments received and holds a public hearing to solicit community input.

- e) The Planning Board recommends any amendments to the Comprehensive Plan, its policies or its strategies that are warranted by comments received.
- f) Recommended amendments are forwarded to the Town Board. The Town Board adopts, amends or rejects the amendments.

### 3. Updating the Plan

As noted in Chapter I, the Comprehensive Plan should be updated every 10 years. This time frame allows for the implementation of strategies while ensuring that the plan responds to changes over time. The 10-year update should include broad-based community involvement and must be conducted in a comprehensive manner to ensure continued compatibility among the plan's various components. The update will reassess the issues confronting the community to identify new issues and to determine if old ones still exist. Once issues are identified, the Goals and Policies, Open Space and Land Use Plans, and other components of the plan will be analyzed to determine revisions needed to address the concerns of the community.