

# TOWN OF PITTSFORD 2009 COMPREHENSIVE PLAN UPDATE



*OCTOBER 2009*

*Prepared by:*

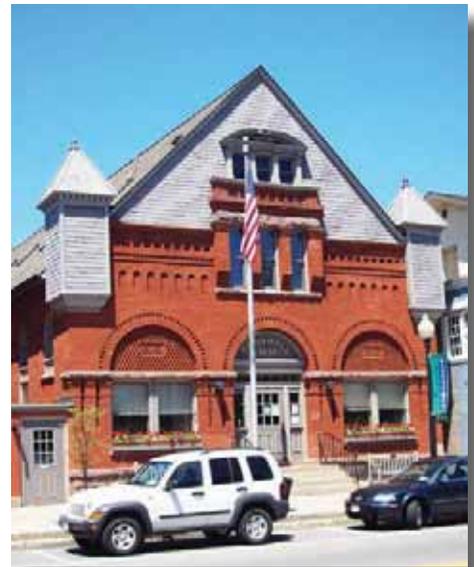
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# TOWN OF PITTSFORD 2009 COMPREHENSIVE PLAN UPDATE

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*TOWN OF PITTSFORD*  
*2009 COMPREHENSIVE PLAN UPDATE*

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**CHAPTER 1**  
**INTRODUCTION**

TOWN OF PITTSFORD



## 1. PITTSFORD TODAY

The Pittsford of today is a dynamic community that offers a uniquely high quality of life to its residents. Conveniently located within metropolitan Rochester, the town has easy access to shopping, employment centers and big city amenities. A nationally recognized school district makes the town attractive to families, while two institutions of higher learning bring unique cultural and educational opportunities to the doorstep of residents. The historic and thriving Village of Pittsford and Erie Canal anchor the town and provide a focus for community life that is lacking in many suburbs. Pittsford residents can also easily access the selection and conveniences of a modern retail environment without leaving town. Monroe Avenue, the town's premier commercial corridor has experienced a rebirth in recent years, becoming not only a place to shop, but a destination and center for community life in its own right. Meanwhile, the town's agricultural roots live on in over 1,200 acres of permanently protected, working farms. Such farms confer a rural character on large areas of the town -- a complement to the town's developed areas.



*One of several working farms preserved as part of Pittsford's Greenprint.*

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The town's roots are also evident in the many historic structures that dot its landscape. Pittsford's emergence as a suburban community, for example, can be traced in the stately homes gracing East Avenue, and in the unique and eclectic Long Meadow neighborhood, the county's first streetcar suburb. Such historic structures and neighborhoods greatly contribute to Pittsford's ambiance. Woven through it all is an impressive network of trails and sidewalks for walking and biking that function not only as a recreational resource but as a truly viable means of getting from Point A to Point B. And one cannot forget the residents themselves. Time and again, throughout the course of this comprehensive plan project, town residents have pointed to each other, to the tight-knit sense of community and neighborliness, as the single most valued town quality.



As demonstrated above, it is hard to sum up what makes the Town of Pittsford a special and unique place in a simple catch phrase or slogan. Perhaps this is because the Town of Pittsford has been more than 200 years in the making. Over this time period, each generation of Pittsford residents has left its signature on the town before handing it off to the next. The legacy of this process is the multi-faceted town that residents know and love today – a community that offers something for just about everyone. The town has much to be proud of; past decisions and planning have paid off. The 2009 Comprehensive Plan Update provides the current generation of Pittsford residents with an opportunity to guide the town through the next page in its ever unfolding history.

A community's future is about choices – and while the answers are not always black and white, this plan provides guidance and flexibility for the town to meet the challenges and opportunities of tomorrow within a well considered framework. At the heart of this framework is a clearly articulated vision for the future of the community, seasoned with a healthy respect for the past. This sentiment is perhaps best expressed in the town's official vision statement: **“A community working together to preserve the past and pioneer the future.”**



## 2. PROJECT BACKGROUND & PROCESS

### A. PROJECT BACKGROUND

Municipal planning is a process by which a community acts to take charge of its future. The key purpose of municipal planning is to provide community decision makers a frame of reference for their actions. Thus, the process is a continuing one that fosters rational decision-making by the Town Board, Planning Board and Zoning Board.

A comprehensive plan establishes a clear vision of the kind of place a community wants to be in the future, and provides a course of action to create this shared vision. The Town of Pittsford 2009 Comprehensive Plan Update, created by community residents, property owners and business owners, with the assistance of the staff and volunteers of the Town of Pittsford, serves as a policy guide on how the town is to develop over time.

The Town of Pittsford has a long history of proactively planning for its future. The foundation of the town's planning rests on a series of comprehensive plans beginning in 1975, and updated in 1986 and again in 1995. By staying ahead of the curve, the town has been able to maintain a high quality of life, while meeting new and evolving needs and aspirations of its residents.

Today, the town faces a new set of challenges and, more importantly, opportunities. In one sense, the town is a victim of its own success. Because past planning efforts have paid off, the town continues to be a premier location to call home and in which to do business. Therefore, even as the town matures and the amount of land available for subdivisions and new development dwindles, growth pressures will continue to exert themselves on the town and on a landscape that is increasingly "already developed." As an example of this dynamic, the town's housing stock – much of which dates from the 1960s and 1970s – will likely be subject to increasing pressures for additions and expansions, as homeowners seek to update them to fit modern lifestyles.



Looking ahead, the challenge for the town will be to reasonably accommodate and manage a new generation of growth pressures and resident needs, while ensuring that the town's quality of life, character and fiscal health are not only protected and maintained, but strengthened. Such has been the challenge to the town in the past, and will be for the foreseeable future. This plan provides an opportunity to explore the current set of issues and opportunities facing the town, within this context.

## B. THE POWER OF A PLAN

A comprehensive plan functions at many levels. At its broadest level, it sets forth a shared vision for the future of the community. The primary purpose of the plan is to establish broad community consensus that will serve to guide future decision-making. Town staff, the public, and public and

private entities will all benefit from the clear vision for the town's future that is set forth in this plan. Having a plan in place can also qualify the town for public dollars and support to implement town projects and goals.

### WHAT IS A COMPREHENSIVE PLAN?

- A "Visioning Document"
- Identifies Issues and Opportunities
- Sets Goals, Strategies and Priorities
- A Tool for Meeting Change Proactively

The strength of a comprehensive plan rests in the broad vision and goals it sets forth for a community.

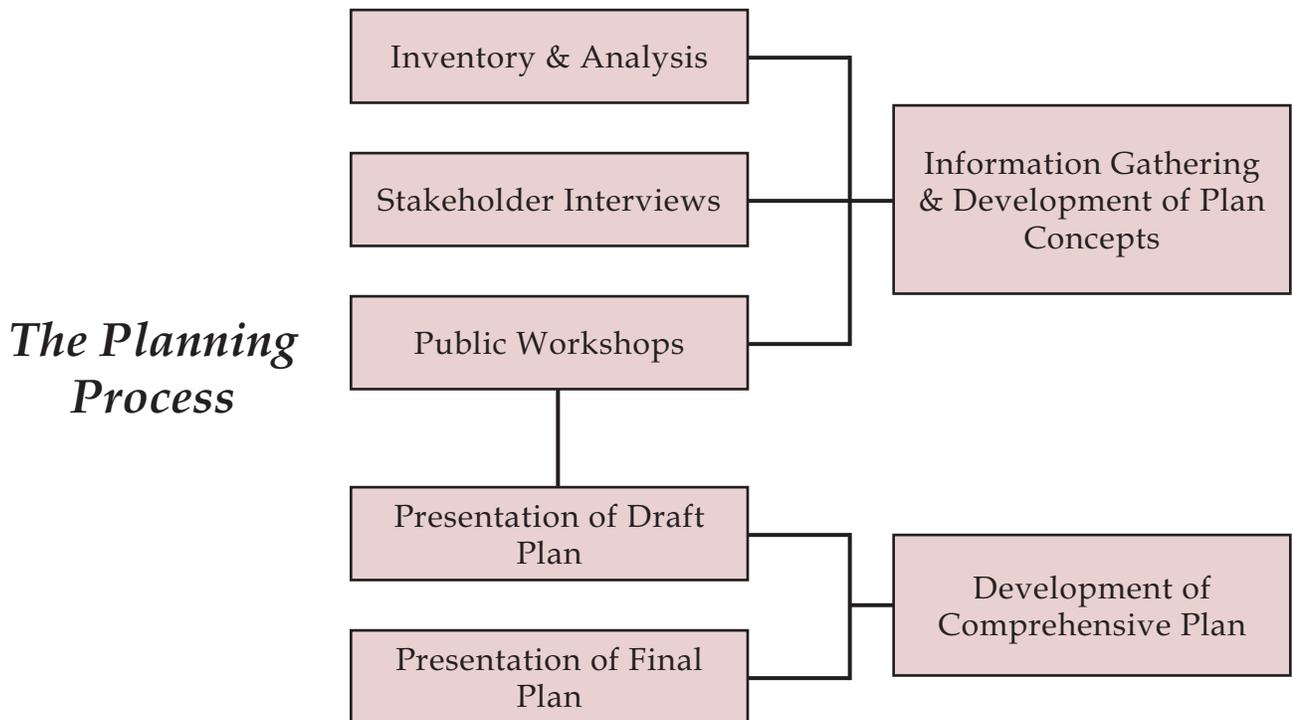
Developing consensus around big picture concepts provides a solid foundation for the implementation stage that comes after adoption of the plan. The Pittsford "Greenprint" is an example of this approach. The 1995 Comprehensive Plan established consensus around the broad goal of protecting significant areas of open space and farmland in the town, with some preliminary ideas of how to achieve this goal. However, it was through the "Greenprint," an implementation project undertaken after adoption of the 1995 Comprehensive Plan, that the details of "how" were addressed, including an ongoing dialogue with town residents from the start of the project to the finish. In short, developing consensus for resource protection in the 1995 plan provided the solid foundation needed to carry the Greenprint through to fruition, the legacy of which are the rural vistas and working farms that grace the town today.

In the end, the plan's success will be reflected in tangible outcomes that town residents can see and experience. By establishing a clear vision with this plan, the Town of Pittsford will be prepared to meet change and proactively shape the future of the town for years to come.

## C. THE PLANNING PROCESS

The Town of Pittsford 2009 Comprehensive Plan, first and foremost, is a community document. To this end, public input was a central element of the planning process. Gaining public support and understanding of the plan's ideas helps to ensure that they will be implemented after the plan is adopted. The relationship between the public outreach process and the development of plan ideas and concepts contained in the comprehensive plan is illustrated in The Planning Process diagram. As shown in the diagram, each phase of the planning process was defined by public input that helped to shape plan ideas and subsequent public outreach activities as the project unfolded. A brief summary of the public meetings and outreach activities held in the course of the 2009 Comprehensive Plan Project Update is provided in the following section.

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## D. PUBLIC WORKSHOPS

The centerpiece of the public outreach effort consisted of a series of public workshops, the highlights of which are summarized below. A record of public comments from all of the public workshops is included in *Appendix A*.

### *Project Kick-Off Meeting*

The kick-off public workshop for the town's 2009 Comprehensive Plan Update took place on the evening of January 26, 2009 at the Pittsford Community Library. The workshop provided an opportunity to both review accomplishments from the town's previous comprehensive plan (1995) and to begin to identify the issues and opportunities that should be explored in the 2009 Comprehensive Plan Update. Approximately 100 individuals participated in the workshop, bringing to the table a range of knowledge, viewpoints, and interests. The workshop included a presentation as well as smaller break-out groups for discussion and brainstorming at a more intimate level. All comments were welcomed and recorded with markers on large note pads. The meeting concluded with the groups reporting back to each other and workshop participants affixing sticker dots to those ideas or comments they felt were most important to address in the comprehensive plan.

### *February Scoping Meetings*

A series of three "scoping meetings" were held in the month of February, at the Pittsford Town Hall meeting room, to continue the brainstorming initiated at the January kick-off meeting. Each of the scoping meetings

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was devoted to one of the following three topic areas:

- Land Use and Zoning;
- Transportation; and
- Parks, Recreation, Trails and Sidewalks.

The scoping meetings enabled workshop participants to explore each of the above topics in more detail. Each workshop began with a presentation recapping the results of the January kick-off meeting and a summary of existing conditions with respect to the topic area under discussion.

The presentation was followed by an open discussion forum during which workshop participants volunteered comments and ideas. Workshop facilitators were on hand to record comments on large white note pads at the front of the room. Attendance at the February scoping meetings ranged from 50 to 75 people.



*Pittsford residents provide input at a recreation scoping meeting.*



*Residents brainstorm issues and opportunities at the February “transportation” scoping meeting.*

## ***Presentation of Preliminary Goals and Strategies***

A public workshop to present draft goals and strategies for the 2009 Comprehensive Plan Update took place on March 30, 2009 at the Pittsford Community Library. The draft goals and strategies presented at the workshop were synthesized from the public input gathered in the series of information-gathering public workshops held in January and February – as well as from public input received by the town via email and letters. The workshop provided an important opportunity to check in with town residents on the direction of the plan.

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After a summary presentation, workshop participants were asked to provide feedback. In a number of cases, comments came in the form of questions, which provided an opportunity for dialogue and discussion, and the exploration of plan concepts in more detail. All comments received at the meeting were recorded on large note pads at the front of the room. Feedback received helped to guide the development of the draft version of the 2009 Comprehensive Plan Update. Approximately 75 individuals participated in the workshop.

## *Presentation of Draft Plan*

A public meeting to present the draft Town of Pittsford 2009 Comprehensive Plan Update was held on Wednesday, June 17, 2009 at the Pittsford Community Library. The meeting capped off the series of public meetings and workshops held throughout the course of the comprehensive plan project, starting with the kick-off meeting in January 2009. Copies of the draft plan were made available to the public at the Town Hall, Pittsford Community Library and on the



*Pittsford residents at the Comprehensive Plan Update presentation in June.*

town's website in advance of the meeting. The feedback received at the meeting informed the preparation of the final plan draft. Approximately 40 individuals participated in the workshop.

## **E. STAKEHOLDER OUTREACH**

In addition to the town-wide public meetings series, a number of outreach activities were held to engage stakeholder groups. These activities enabled the town to gather information at the ground level with entities and individuals most closely connected to a particular issue or opportunity. For instance, a meeting was held with recreation stakeholders early on in the project, after it became clear from input received at town-wide public meetings that recreation was an important topic for a significant number of town residents. The recreation stakeholder meeting involved town staff and those involved in the numerous recreation programs offered in the town, including representatives from baseball, soccer, lacrosse and swimming clubs/leagues. Additional stakeholder meetings included a meeting with town staff and members of town boards in addition to a meeting with local and regional transportation agencies.

### 3. PAST PLANNING ACCOMPLISHMENTS

Before looking ahead to the future, a backward glance to the past is always beneficial. The 2009 Comprehensive Plan Update builds on the town’s numerous past planning efforts. These include several comprehensive plan updates, as well as numerous plans and studies that have been implemented through the years. It should also be noted that the town has been blessed with active and involved residents, many of whom have served on town boards and committees to help implement the town’s long-term vision and goals.

An overview of 1995 and 1986 Comprehensive Plans follows, as well as a summary of several recent and/or ongoing town planning efforts.

#### A. 1986 COMPREHENSIVE PLAN UPDATE

The town’s 1986 comprehensive plan, like the 1995 plan that followed it, covered a wide array of topics. Perhaps the biggest legacy of the 1986 comprehensive plan are the recommendations it set forth for an open space requirement for development in the town. These open space requirements, commonly referred to as “50-50” zoning, continue to ensure that open space, and the rural character it confers on the town, will be preserved, even as the remaining sizable properties in the southern areas of town are developed for residential uses.

#### B. 1995 COMPREHENSIVE PLAN UPDATE

The town last updated its comprehensive plan in 1995. The 1995 plan covered a wide range of topics. Open space protection was most on town residents’ minds at this time and is therefore prominently featured. Specifically, the plan called for the protection of 2,000 acres of farmland and open space and identified steps for accomplishing this, including the establishment of a resource protection committee and



*In the 1990s, the town’s open space and farmland protection efforts garnered both national and international attention.*

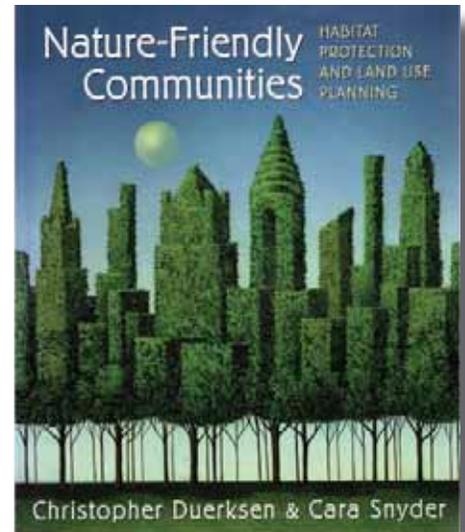


*Protected farms and open space – a legacy of the 1995 Comprehensive Plan and the Greenprint that followed it.*

# 2009 COMPREHENSIVE PLAN UPDATE

the preliminary identification of priority areas for protection. The 1995 Comprehensive Plan set the stage for the implementation of open space protection via the Greenprint plan and process. However, even with a good plan in place, at the end of the day, full realization of the Greenprint and open space protection goals took the hard work and elbow grease of town residents, staff, landowners and farmers. Today, over 1,200 acres of land are permanently protected farmland. In addition to protected farmland, another 1,200+ acres of environmentally sensitive land and open spaces will be protected. Thus, the town has far exceeded its goal of 2,000 acres.

Other major thrusts of the 1995 plan included transportation and economic development. With respect to transportation, the 1995 plan identified key intersections in town to improve for safety and efficiency, the majority of which have been implemented. Perhaps the biggest legacy of the economic development discussion in the 1995 comprehensive plan is a commitment to the revitalization of the Monroe Avenue/Pittsford Plaza commercial corridor. By the early 1990s, Pittsford Plaza and surrounding commercial properties were in decline. High vacancy rates coupled with competition from new shopping malls and plazas, raised doubts about the future of the corridor. Residents were asked, as part of the public discussion for the 1995 plan, whether the town should consider re-zoning an additional 15% of town lands for the next generation of retail growth. The answer to this question was



*Pittsford's success at preserving open space and farmland was featured in this 2005 book and serves as inspiration for other communities.*

*From Nature Friendly Communities, by Christopher Duerksen & Cara Snyder. Copyright © 2005 Island Press. Reproduced by permission of Island Press, Washington, D.C.*



*The Greenprint for Pittsford's future was acknowledged for its success with a national award from the American Planning Association in 1998.*



*Left: The Veterans Monument in the Village of Pittsford pays tribute to the heroes of Pittsford who gave their lives to serve our country.*

*Right: Today, the Pittsford Plaza commercial corridor is thriving – a far cry from the early 1990s when high vacancy rates raised doubts about its future. To many, Pittsford Plaza, more than just another place to shop, is a destination in its own right.*

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a resounding “no.” The 1995 plan reflects this decision, and the revitalized, prosperous Pittsford Plaza of today owes much to it. The 1995 plan also expresses a commitment to the Village of Pittsford as a center of community life. This commitment has expressed itself in numerous ways over the ensuing years, such as the town’s decision to build the new town library and Veterans Monument in the heart of the village.

In short, the 1995 Comprehensive Plan set forth a number of clearly communicated and implementable goals and objectives, the lion’s share of which were implemented and contribute to the character and quality of the Town of Pittsford today.

## C. PITTSFORD 2007 RESIDENT SURVEY

In 2007 the Town of Pittsford conducted a survey to gauge town resident satisfaction with respect to a host of town services. Overall, nearly 80% of respondents indicated satisfaction with the town government’s performance. Areas for improvement identified by residents included:

- Property Taxes;
- Community Center;
- Recreation Programs; and
- The Town’s Trail System.

The results of the 2007 Town Resident Survey helped to inform the early direction and focus of the 2009 Comprehensive Plan Update. It is worth mentioning that the feedback received by participants in the series of public meetings and workshops conducted for this plan largely mirrored the results of the survey.

## D. TOWN OF PITTSFORD STRATEGIC PLAN

Every year since 1997, the Town of Pittsford has issued a strategic plan to identify town priorities and actions for the coming year. In so doing, the strategic plan becomes a driving force for the town and for the town staff and elected officials charged with delivering town services and meeting residents’ expectations. The philosophy behind the strategic plan is the “ongoing cycle of improvement,” which relies on constant evaluation and feedback on the town government’s performance and progress on meeting town goals. In fact, the 2009 Comprehensive Plan Update is a direct outgrowth of the 2009 Strategic Plan, which identifies an update to the town’s comprehensive plan “to address the conditions of a built-out community” as a priority for 2009.

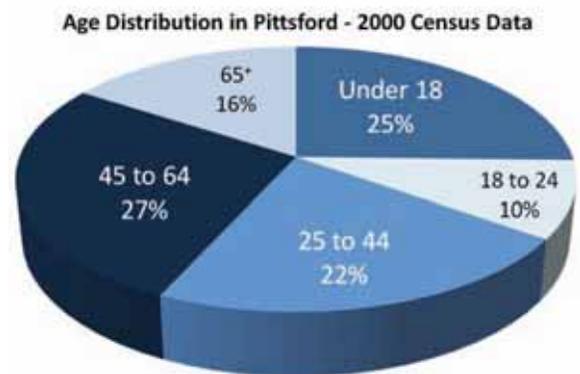
## 4. BASIC INVENTORY & TRENDS

### A. DEMOGRAPHIC AND ECONOMIC TRENDS

The Town of Pittsford's 1995 Comprehensive Plan Update included a detailed inventory of demographic and economic data. Many of the trends that were identified at that time continue today in Pittsford. A summary of some of the relevant conclusions of the demographic and economic analysis follows. A more detailed account of the analysis is included in *Appendix B*.

- While for many years the town of Pittsford experienced average or above average population growth, the **town's population growth is now beginning to stabilize**.
- Pittsford retains its status as the "premier address" in Monroe County, with the **highest median home value in the region**. These values reflect the higher-than-average incomes of town residents, as well as the benefits of the town's long-term planning efforts which have no doubt helped to bolster property values. Pittsford's quality schools also continue to be a driving force in making the town an attractive, desirable place to live.
- According to 2000 data, **the number of households in Pittsford is growing while household size is declining**. This decrease in household size may be attributed to several factors, including the town's aging population. This figure highlights the need to ensure that a diversity of housing is possible in the Town of Pittsford to serve large families, as well as smaller families and individuals.

- **Youth and seniors are growing components of Pittsford's population**. The three largest age groups to make up the Town of Pittsford's population are those under 18, between 25-44, and between 45-64. The under 18 and 45-64 groups both grew between 1990 and 2000, as well as substantial growth in the 65 and over age group. These trends illustrate the important need to provide services for youth and seniors both presently and in the future.



- **Construction of new homes in Pittsford is decreasing while alterations and additions to existing homes are gradually increasing**, and they are expected to rise as the town reaches full build-out and the housing stock continues to age.
- The **industrial sectors of the Greater Rochester Area have reduced their influence** while the **health and service sectors have increased their influence** on employment.

## B. LAND USE TRENDS

Pittsford's existing land use patterns – the distribution of the various land use types (residential, commercial, industrial, etc.) are illustrated in Map 1. As shown in the map, residential uses (on lots less than 5 acres in size) predominate – over 5,700 acres of land in the town are devoted to residential uses. By way of contrast, only 430 acres of land in the town are devoted to commercial, industrial and office uses.

Over the past 20 years, the supply of large tracts of undeveloped land in the town has dwindled as new subdivisions have been built. Moreover, the town's Greenprint and open space and farmland protection efforts have resulted in more than 2,000 acres of open space and permanently protected farms. Today, the majority of remaining "undeveloped" land in the town lies in the southern portion of the town, in an area largely subject to the "50-50 zoning," which requires a 50% open space set-aside for lots proposed for development that are greater than 10 acres in size.

Map 2 depicts the remaining large tracts of land (lots greater than 5 acres in size) with subdivision potential under current zoning regulations. All told, there are approximately 1,400 acres of such land in the town. Of these 1,400 acres, approximately 800 acres are subject to the town's 50-50 zoning requirements, which will secure an additional 400 acres of open space land for the town as this land develops.

Map 3 shows the already developed lots (2 to 5 acres) with subdivision potential. Even as the supply of land with subdivision potential is decreasing, the town's popularity as a place to call home continues to increase. The challenge this poses is that the town will continue to experience the growth pressures associated with being a desirable community, even though the land available to accommodate such growth pressures is dwindling. Without available land for new subdivisions to meet demand, growth pressures will likely increasingly exert themselves on the "already developed" portions of town, as described in more detail beginning on page 16 (following the maps).



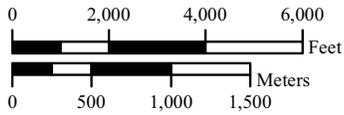
From the Albert R. Stone Negative Collection  
Rochester Museum & Science Center, Rochester, N.Y.

*Looking east along Monroe Avenue, at the intersection of Monroe and French (ca. 1920). Note trolley tracks.*

## Map 1 Land Use Patterns



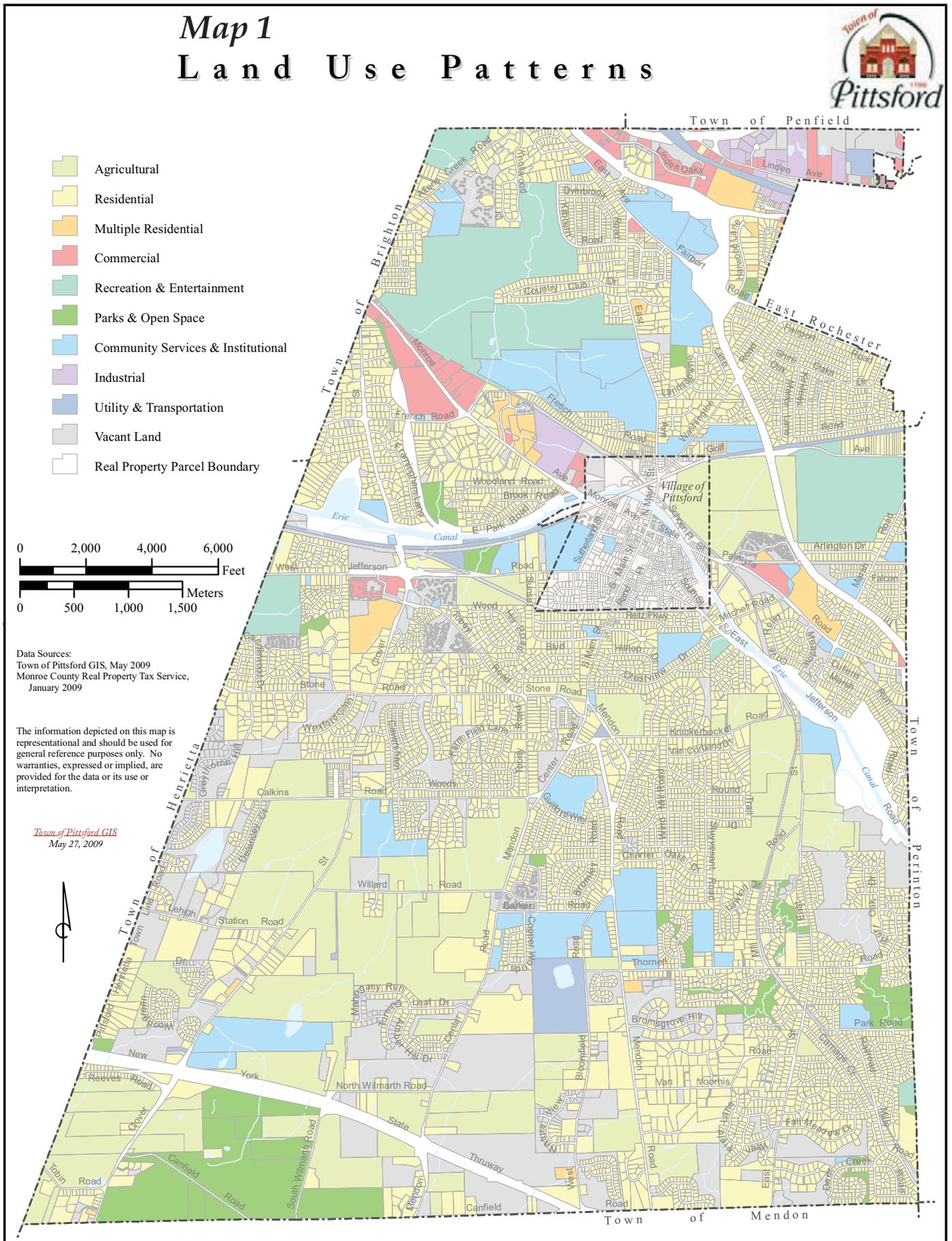
- Agricultural
- Residential
- Multiple Residential
- Commercial
- Recreation & Entertainment
- Parks & Open Space
- Community Services & Institutional
- Industrial
- Utility & Transportation
- Vacant Land
- Real Property Parcel Boundary



Data Sources:  
Town of Pittsford GIS, May 2009  
Monroe County Real Property Tax Service,  
January 2009

The information depicted on this map is  
representational and should be used for  
general reference purposes only. No  
warranties, expressed or implied, are  
provided for the data or its use or  
interpretation.

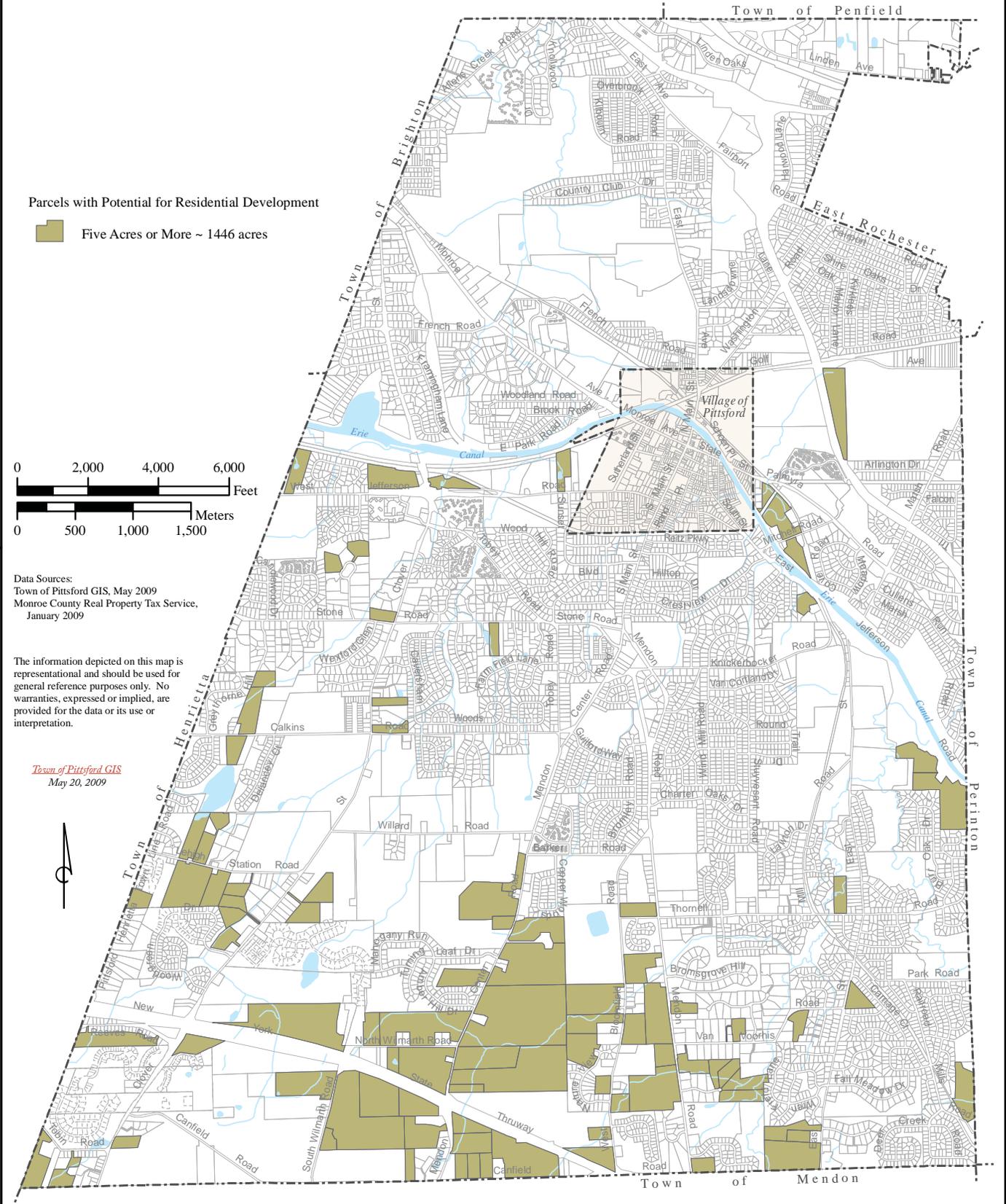
Town of Pittsford GIS  
May 27, 2009



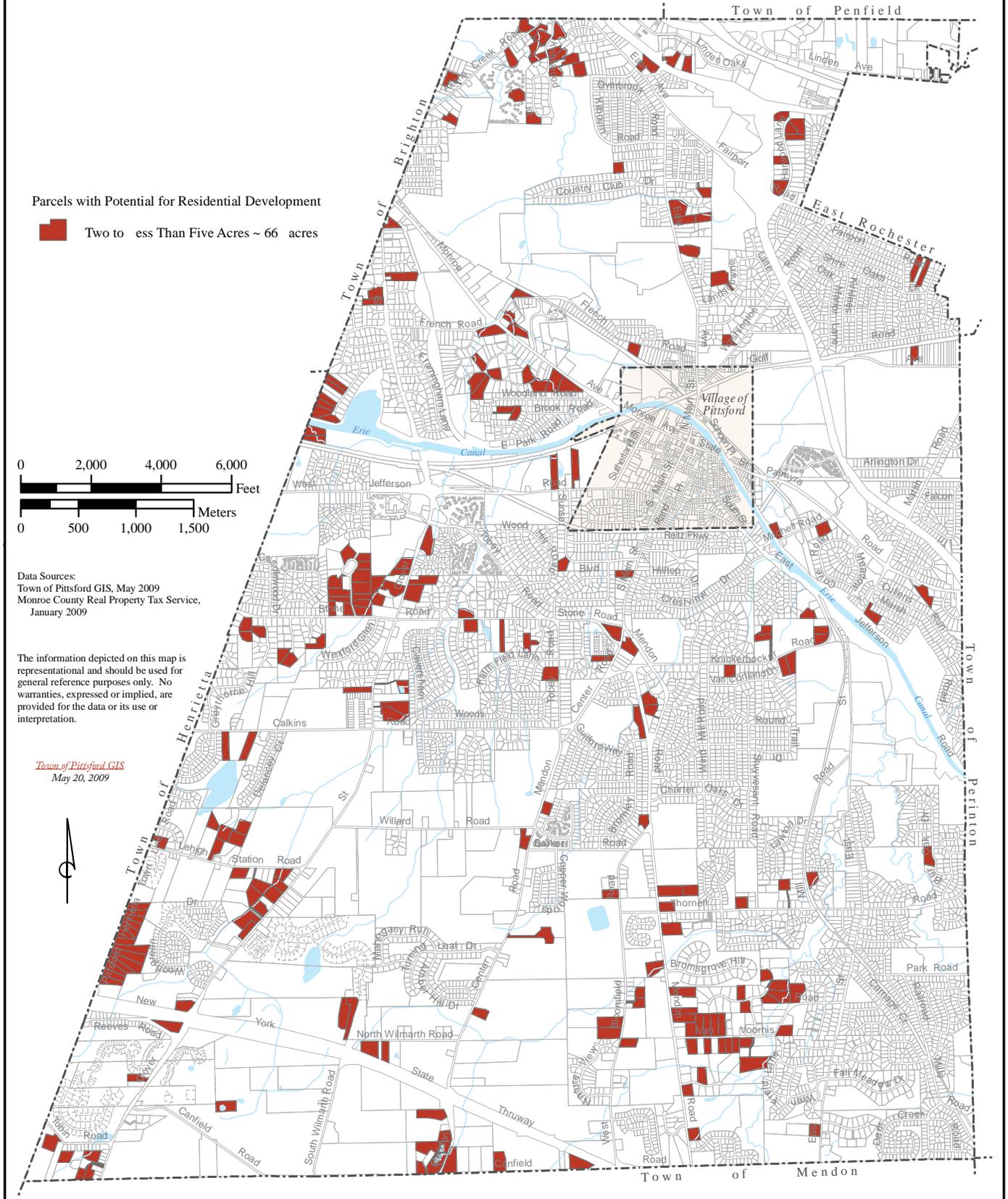
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## Map 2

### Parcels of Five Acres or More with Residential Development Potential



## Map 3 Parcels of Two to Five Acres with Residential Development Potential



## *Renovations to Existing Homes*

Approximately 55% of the town's housing stock is 40 years old or greater (as shown in Chart 2 - *Appendix B*). The largest share of the town's housing stock dates from the 1960s – approximately 26%. These older homes will likely be subject to increasing pressures for additions and expansions, as homeowners seek to update them to fit modern lifestyles – particularly in light of the fact that land available for new subdivisions and homes is dwindling. This trend appears to be corroborated by town building permit data. Since the late 1980s, the number of building permits filed each year for new homes has been declining (as shown in Chart 3 - *Appendix B*). However, beginning in the mid-1990s, even as building permits for new homes continued to decline, building permits for additions and renovations to existing homes have been on the rise.

The continual upgrade and reinvestment in a maturing community's older housing stock helps to renew the community and keep it healthy and prosperous. Without the ability to modernize older homes, homeowners are compelled to look elsewhere to meet their housing needs, more often than not in a newly developing community where new homes are readily available. However, significant home additions and improvements are sometimes perceived as out of scale with surrounding homes and the existing character of a neighborhood. This can also be the case when the original home is completely demolished and rebuilt along much larger proportions. Over time, the cumulative impacts of such expansions and modifications can alter the character of a neighborhood – particularly those neighborhoods that have a concentration of older homes.

The challenge for the town will be to allow homeowners to upgrade and add to existing homes, while maintaining the character of such homes and neighborhoods. Many maturing suburbs across the nation have faced similar pressures and have successfully dealt with them through a combination of design guidelines and/or land use tools that allow for a reasonable amount of expansion or redevelopment of existing homes, while maintaining the desired character of the community. These tools are discussed in more detail in subsequent chapters of this plan.



***Examples showing how attractive, well-intentioned homes can be out of place in a neighborhood:***  
*Left: the scale of renovated home is in keeping with the character of the surrounding neighborhood, but the lack of details and basic elements such as windows, is not. Right: the building materials, design and landscaping of the new home are of a high quality, but scale and placement of the home are out of context with the surrounding neighborhood.*



**Examples showing how new homes can fit right in to an existing neighborhood:**

Left: the new “infill” home is in keeping with both the scale and character of the neighborhood – so much so that it is difficult to discern the new home from the adjacent historic home. Right: shows how a new home that replaced a pre-existing house while maintaining the scale and character of the neighborhood.

## *Re-Subdivisions of Existing “Developed” Lots*

Just as growth pressures will increasingly exert themselves on the town’s existing housing stock, so too on the town’s existing residential lots. Re-subdivision pressure will likely be felt most strongly in older developed sections of town, where homes tend to be placed on lots larger than the minimum lot sizes allowed by zoning. Map 3 shows smaller lots (2 to 5 acres) in the town with future subdivision potential, most of which currently have a home located upon them and are perceived as already “developed.”

Ensuring that future re-subdivisions do not negatively impact the character of existing homes and neighborhoods will be a challenge that the town will increasingly face. Negative impacts can include awkwardly placed homes, proliferation of individual driveways, and over-clearing of vegetation. Re-subdivisions may have particular implications for areas of the town that derive their character from homes set on larger lots. Ideas for successfully addressing re-subdivisions are set forth in Chapter 3.



*Long Meadow, the first suburban subdivision in Monroe County, derives its character not only from its eclectic mix of homes (such as this art deco “international style” residence), but from the way such homes are situated on their lots.*

## *Land Use Projection and Build-Out*

A simple build-out analysis has been undertaken as part of the 2009 Comprehensive Plan Update to project the number of additional residential units that could be expected to be built in the town, and the length of time it would take for all such units to be built. Factors considered in the analysis included:

# TOWN OF PITTSFORD

- the amount of land available for development;
- existing zoning and subdivision regulations;
- the presence of environmental features, such as wetlands;
- recent trends in lot yields on properties;
- recent trends in annual new home construction; and
- informal interviews with several real estate experts.

The results of the land use projection and build-out indicate that approximately 800 to 900 additional residential units could be anticipated in the Town of Pittsford, before all available land is developed. Based on annual housing permit trends, it is projected that it would take approximately 18 years for all of these homes to be built. It must be noted, however, that this projection is conceptual in nature, based on currently available data and an evaluation of recent and likely future trends.

## ***Build-Out***

The term “build-out” – used throughout this plan – denotes a stage in the growth of a community when the supply of “raw” land for new development runs out. In a metropolitan area, build-out generally occurs first in the central city and then radiates outward, starting with the suburbs immediately adjoining the central city (“inner ring” suburbs) and then beyond. Metropolitan Rochester has been no exception to this rule. The City of Rochester and inner ring suburbs – such as Irondequoit and Brighton – have by-and-large already reached build-out. In these communities, there is little undeveloped land remaining for new development.

The Town of Pittsford is now approaching build-out itself. However, this does not mean that every last acre of land in Pittsford will be developed. Pittsford has planned ahead to ensure that even in full build-out, the town’s open space resources and character are preserved. The town’s efforts in recent decades to protect open space (“50-50” zoning) and active farmland (the “Greenprint”) help to preserve important resources, as a counterpoint to the town’s more developed areas. Today, less than 10% of land in the town has the potential to be further subdivided and developed. Moreover, more than half of this land is subject to the town’s 50-50 zoning, which will ensure the preservation of additional open space as such lands develop.

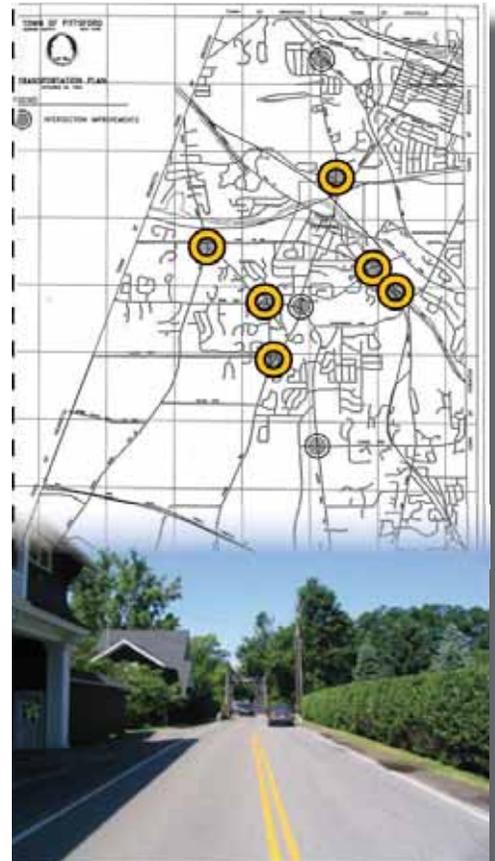
There are many advantages to being a build-out community. For instance, build-out communities like Pittsford often contain some of the most attractive, established neighborhoods within a metropolitan area. And because they are older, such communities often possess historic character and pedestrian friendly environments – qualities that are difficult to reproduce in newer communities. Build-out communities are also more likely to be centrally and conveniently located to shopping, services and centers of employment. The Town of Pittsford, through its proactive planning efforts over the years, has laid a strong foundation for maintaining its high quality of life as it approaches build out. Even without new land available for development, residents will continue to be attracted to the town’s quality of life and its nationally recognized public school system. By retaining and leveraging its unique assets and strengths, while allowing for renewal and re-investment, Pittsford can stay healthy, strong, and relevant for generations to come.

C. TRANSPORTATION

Section V of the 1995 Comprehensive Plan Update describes the Town of Pittsford’s transportation system. This system has not changed significantly since completion of that plan update, except that most of the transportation recommendations in the 1995 plan have been implemented. For example, six of the nine intersection improvements recommended in the plan were completed, including the one-lane Mitchell Road Bridge which was re-opened to traffic. Monroe Avenue, especially through the town’s primary commercial district, has also received significant enhancements.

The town maintains an inventory of its transportation infrastructure, which includes federal, state, county, local, and private roads, trails and sidewalks, the Erie Canal, and public transportation. For example, Table 1 below shows the number of miles in the town of roads by jurisdiction. Such information is also available in mapped form using the town’s Geographic Information System (GIS).

Though the town’s transportation system has not changed significantly, traffic in some parts of the town has increased. This is due, in part, to the continued build-out of the town, as well as increased development in adjoining towns, particularly to the south and east of Pittsford. Such development generates new traffic travelling to and through Pittsford for work, shopping, entertainment, or other purposes. Still, compared to similarly located communities in most other metro areas, traffic in Pittsford is relatively modest and the daily peaks are confined to short durations of time (approximately 15 minutes to ½ hour) in the morning and the evening.



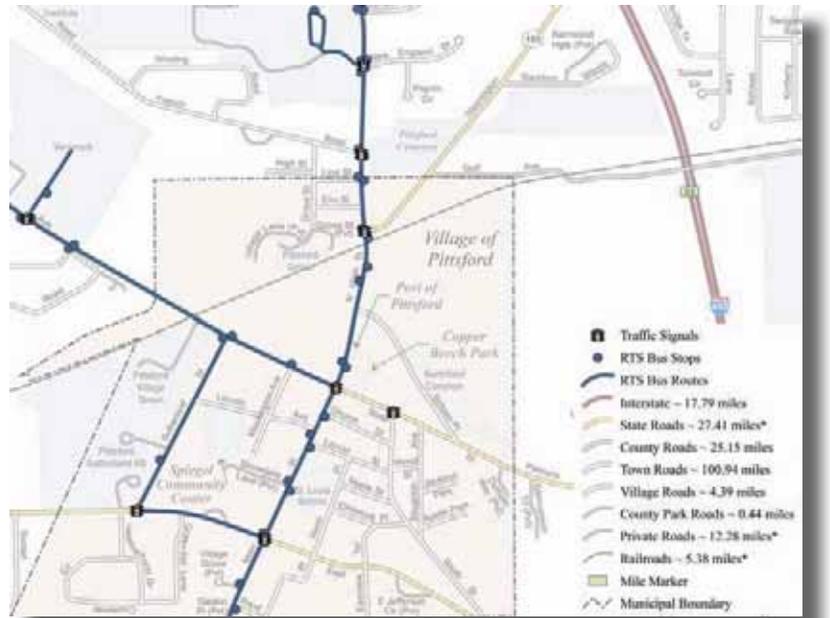
Transportation projects completed since 1995. Top: intersections that have been improved. Bottom: the Mitchell Road Bridge - reconstructed and reopened.

Table 1: Miles of Road in the Town of Pittsford by Type

Roadway Jurisdiction	Examples	Miles
Interstate Highways	I-490 and NYS Thruway	18
State Highways	Monroe Ave, East Ave, Clover St, etc.	27
County Highways	Tobey Rd, Thornell Rd, Marsh Rd, East St, Golf Ave, etc.	25
Local (Town) Roads	Most “residential” streets	101
Local (Village) Roads		4
Local (Private) Roads		12

# TOWN OF PITTSFORD

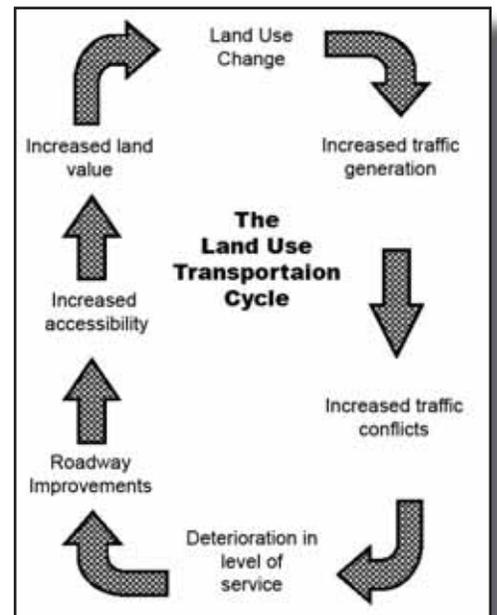
As the town approaches build-out in the coming years, the quantity of additional traffic generated locally will level off, but additional traffic may still be generated by development elsewhere in the region. In the past, the typical traffic engineering response to traffic congestion was to add capacity to the road system through road and intersection widening and/or the addition of new highways. But more recent study has indicated that this approach does not tend to improve congestion in the long-term. Instead, research has shown that increased road capacity is part of a cycle that leads to changes in land use, increased traffic volumes and deteriorated traffic flow, which in turn leads to the need for additional roadway “improvements” (see graphic below).



*This section of map illustrates how information about road jurisdiction can be combined with other data – in this case bus routes, bus stops, and traffic signals – and displayed to facilitate understanding.*

With this understanding of the transportation and land use connection, the town should carefully consider what an appropriate response to congestion in Pittsford should be. Solutions that are based primarily on expanding the capacity of the town’s existing road network may hold short-term promise, but they are unlikely to provide long-term relief. Furthermore, such solutions can diminish community character and the safety and attractiveness of the transportation system for non-vehicular users. These outcomes would be contrary to the community’s other goals for the future.

At this stage in the town’s development into a mature, inner-suburban community, transportation solutions should instead focus on minimizing the impact of traffic and reducing the demand for additional vehicular trips. Maximizing the efficiency and safety of the existing transportation system, and increasing emphasis on walkability, multi-modal transportation options, and traffic calming in key locations, are the new direction for transportation in Pittsford.



*Source: “How to...Link Land Use and Transportation Planning” (2003), Strafford Regional Planning Commission, Dover, New Hampshire*

## D. RECENT ENVIRONMENTAL EFFORTS IN PITTSFORD

Section III of the 1995 Comprehensive Plan Update discusses the environmental features of the Town of Pittsford in depth. The plan discussed the following topics: wetlands, surface waters, terrestrial ecology, geology, soils, farmland and open spaces. Many of the primary concepts and data included in the 1995 Comprehensive Plan have not changed substantially and the same information is relevant today.

However, in the years since the 1995 plan, the town has undertaken several initiatives to protect and preserve the key environmental features in Pittsford and beyond. These initiatives include the following:

### *Stormwater Management*

Over the years, the Town of Pittsford has worked with other local entities to create facilities to address regional stormwater needs. An example of this is the construction of the stormwater pond at Kings Bend Park. The pond was created through a joint effort between the town, Oak Hill Country Club, and the Irondequoit Country Club. In addition to addressing stormwater concerns along Irondequoit Creek, the pond serves as a recreation amenity and attraction within King's Bend Park, which is open and accessible to the public.



*A stormwater pond at King's Bend Park also doubles as a water feature in the park.*

### *Recycling*

In conjunction with other communities in Monroe County, the Town of Pittsford has instituted a home recycling program for its residents and businesses. This program, instituted in 1992, provides for the collection and recycling of a variety of plastic, paper, and glass products. Additionally, at various times of the year, the town provides recycling of electronic devices such as computers, televisions, and cell phones; and household hazardous waste materials such as paint, batteries, and cleaning supplies. The town is also exploring the possibility of collecting and safely disposing of other items, including pharmaceuticals and oil and petroleum products.

### *Yard Waste Program*

The town provides weekly collection of yard wastes such as tree branches, grass and weed cuttings, leaves and thatch. One hundred percent of the yard waste collected as part of this program is converted into mulch and wood chips that are made available to Pittsford residents to use in their yards and gardens. This limits the necessity for residents to use fertilizers that could have an adverse impact on area watersheds and groundwater.

## *Zoning and Land Use Regulations*

The town protects vital environmental resources through land use regulations such as the 50/50 zoning that was originally introduced as part of the 1986 Comprehensive Plan, and through farmland preservation. This was done, in large part, as the result of the 1995 Comprehensive Plan and subsequent creation of the Town of Pittsford Greenprint for the Future. These efforts have resulted in the protection of over 2,000 acres of agricultural and key open space areas in the town, including over 1,200 acres of working farmland. The preservation efforts have allowed farming to continue to be a viable occupation for a number of the town's residents; protected key habitat areas and corridors for wildlife in the town; and allowed the town to retain much of its rural charm, particularly in areas south of the Village of Pittsford.

## *Site Plan and Subdivision Review*

The town's site plan and subdivision review process takes a detailed and formal consideration of all environmental issues that could occur as the result of the development of an individual property, above and beyond those regulations required as part of the State Environmental Quality Review process. Through this process, the town's planning board and project applicants are able to identify important environmental features and ensure that their plans avoid and/or address any potential impacts.

## *Dark Sky Lighting*

The town has recently begun to work with developers of properties to ensure that new development utilizes lighting that complies with standards set forth by the International Dark Sky Association. Dark Sky lighting lessens light pollution, lowers the usage of electricity for lighting, and helps to preserve and enhance the viability of wildlife.

## *"Pittsford. Keeping It Green" Committee*

In July 2008, the Pittsford Town Board invited town residents to form a committee to explore ways to make the town a more environmentally friendly community. The result of that is the town's "Pittsford. Keeping It Green" committee. The committee's mission statement is to:

*Strive to reduce Pittsford's impact on the local and global environment by recommending to the Town Board innovative policies, practices, and technologies and continue to support, encourage, and educate the community of Pittsford in going green.*

At the time of writing of the 2009 Comprehensive Plan Update, the "Pittsford. Keeping It Green" committee had presented their recommendations to the Town Board.

## E. PARKS AND RECREATION

Pittsford residents enjoy one of the most diverse park and recreation systems in New York State. In fact, the Town of Pittsford is a model community that has received many awards and praises for its open space, trails and recreation amenities. Over the years, the town has expanded its system, incorporating opportunities for exercise and recreation within neighborhoods and developed areas. Following is a discussion of the four main components of the town's park and recreation system:

1. Town and School Fields
2. Parks and Open Spaces
3. Recreation Programs
4. Trails and Sidewalks

Parks and recreation elements are also documented in the *Town of Pittsford's Parks and Recreation Plan Update* (1993).

### *Town and School Fields*

Athletic fields are generally referred to as diamonds or rectangles. Diamonds are used for softball and baseball. Rectangles are used for football, lacrosse, field hockey, and soccer and similar sports. There are a total of 19 diamonds and 32 rectangles distributed throughout town, primarily owned by the Town of Pittsford and Pittsford Central Schools. Pittsford Little League owns two baseball diamonds. There are also 32 tennis courts within the town, owned primarily by the Pittsford Central Schools. The town and school district cooperate with many different youth and sports groups to meet the various field sports needs within the community. Even with this abundance of fields in the town, some Pittsford residents have raised concerns about the growing demands for field space, especially at peak times in the season. A more thorough assessment of the current and future needs for field space would help to identify deficiencies to be filled.



*Pittsford youth soccer.*

### *Parks and Open Space*

Approximately 12% of the Town of Pittsford's land area, or 1,742 acres, consists of public parks and open space lands. Parks and open space include 218 acres of town-owned parks, 1,066 acres of town-owned open space, and 458 acres of county and state parks (see Table 2). Town parks and open spaces are distributed throughout Pittsford and vary in size and experience from passive recreation and wildlife viewing at the Isaac Gordon Nature Park to active recreation and athletic fields at Thornell Farm Park. Great Embankment Park has a canoe/small boat launch for people to access the Erie Canal.

# TOWN OF PITTSFORD

Powder Mills Park, owned and managed by Monroe County, is located in the southeastern portion of Pittsford and extends east into the Town of Perinton. The Irondequoit Creek meanders through Powder Mills Park, offering opportunities for fishing and passive recreation. Monroe County also owns and manages Mendon Ponds Park, the largest of the county parks. Mendon Ponds offers a naturalized park setting for hiking and passive recreation. Lock 32 State Canal Park is a state-owned and managed park along the Erie Canal.

The town's park system is generally well distributed and serves Pittsford's residents well. As the town continues to mature, the park system will feel more pressure from users. Future needs and opportunities for the town's parks and recreation system should be explored comprehensively. For example, there may be more demand from residents for new types of uses within parks, as well as expanded use for winter activities. A needs assessment would also help to identify if there are any geographic areas of the town that are underserved. Increasing pedestrian connectivity to, and between, town parks would also allow residents to access parks by foot and reduce the need for additional parking and traffic access to parks.

Pittsford's parks and open space parcels are illustrated on Map 4.

## Recreation Programs

The Town of Pittsford offers many recreational programs for residents. The town's main recreational facility is the Recreation Center on Lincoln Avenue in the Village of Pittsford. The town also uses pools, cafeterias and gymnasiums located in Pittsford schools for recreational programs such as aquatics, camps and the Summer Fun Program.

Between public usage and the town's recreational programs, the Recreation Center is fully utilized. In 2008, the community center's rooms were used by 122 community groups for a total of 5,758 hours. They were also used for a total of 4,606 hours for recreational programs.

*Table 2: Parks and Open Space in the Town of Pittsford*

Park Type	Acres
Town Park	218
County & State Park	458
Town-Owned Open Space	1,066
<b>Total</b>	<b>1,742</b>

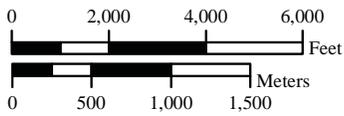


*King's Bend Park is the town's most recently-developed park. It includes two lodges which are available for Pittsford residents and groups for rental. The north lodge holds 100 people and was booked 200 times in 2008. The south lodge holds 50 people and was booked 188 times in 2008. The park's pond doubles as a creative solution to storm water management.*

## Map 4 Parks and Open Space



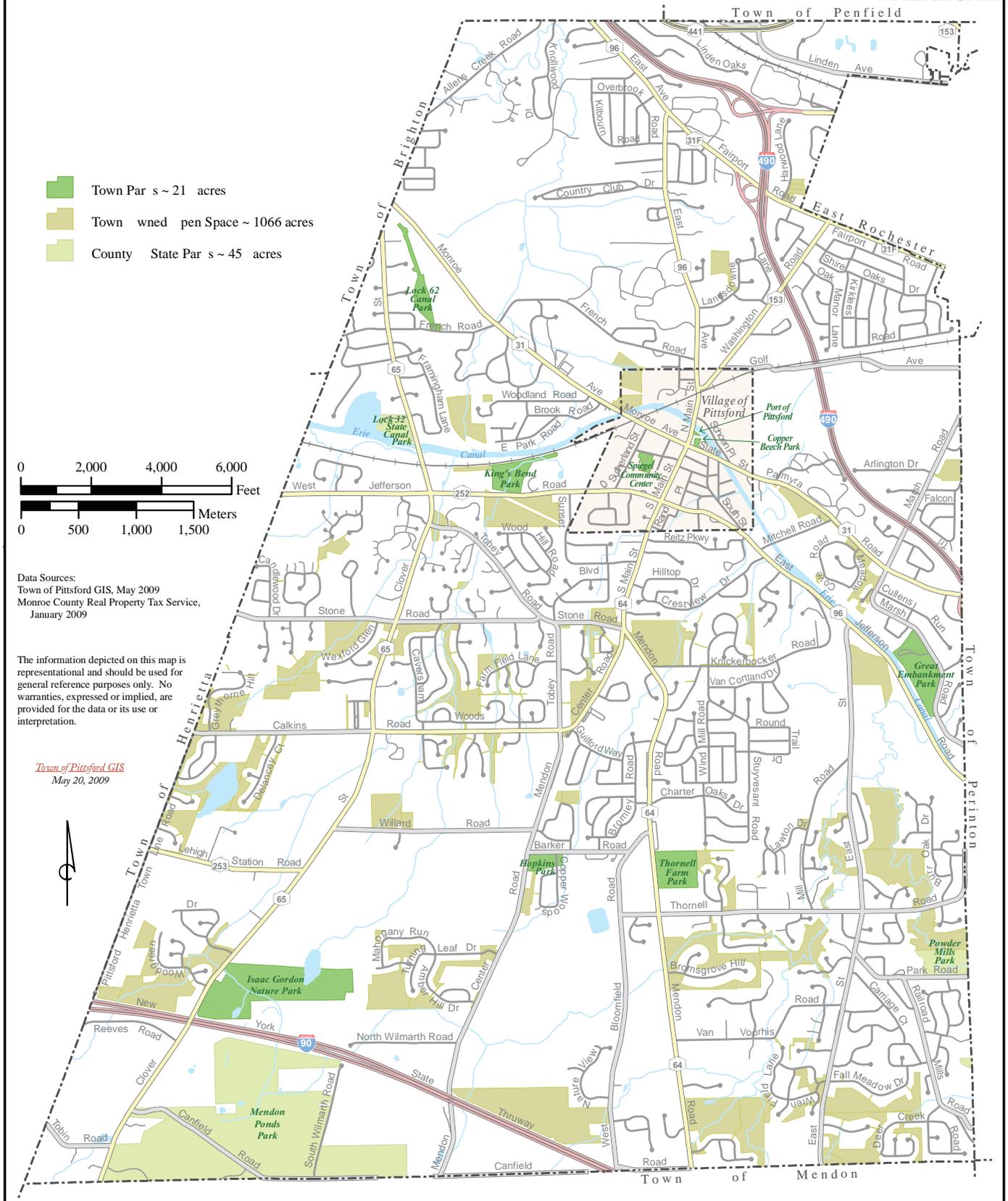
- Town Parks ~ 21 acres
- Town owned Open Space ~ 1066 acres
- County State Parks ~ 45 acres



Data Sources:  
Town of Pittsford GIS, May 2009  
Monroe County Real Property Tax Service,  
January 2009

The information depicted on this map is representational and should be used for general reference purposes only. No warranties, expressed or implied, are provided for the data or its use or interpretation.

Town of Pittsford GIS  
May 20, 2009



# TOWN OF PITTSFORD

In 2008, Pittsford Recreation offered 1,016 classes, in which 6,575 people participated. The recreational programs offered by the town are diverse and aim to serve a variety of age groups and needs. The town also offers child care at the Recreation Center, for children between the ages of 10 months and 3 years. Residents can drop children off for a maximum of 3 hours. 4,651 child care slots were utilized in 2008.

## *Recreation Programs in Pittsford*

- Athletic: leagues, aquatics, clinics, etc – 443 classes in 2008
- Wellness: martial arts, aerobics, dance, etc – 297 classes in 2008
- Family & Youth: summer fun, after school, etc – 184 classes in 2008
- Enrichment – Education, financial planning, car care – 92 classes in 2008
- Senior Citizen – 55 Alive, line dancing – 62 classes in 2008 + nutrition program and tax preparation services

In addition to recreational programs, the town sponsors a variety of community events including the Memorial Day Parade (10,000 people); Positively Pittsford (3,500 people); Pittsford Celebrates (4,000 people); Summer Concerts (7 Concerts and 3,075 people); the Triathlon (312 participants); Family Halloween Fest (4,000 people) and Movie Night (300 people).

## *Community Center*

In the years since the town's 1995 Comprehensive Plan was adopted, town residents and recreation stakeholders and providers have on numerous occasions cited the need to improve and/or replace the town's existing community center. In the same time period, several town committees have also issued recommendations for a new community center, namely the Spiegel Center Citizens Advisory Group in a 2002 report and the Pittsford Community Forum in a 2007 report. Additionally, and as noted above, a 2007 Resident Survey demonstrated resident interest in a new and/or improved community center. The public outreach process conducted for the 2009 Comprehensive Plan Update has confirmed that many residents view recreational amenities and programs as an important component to the town's quality of life, and that a new and/or improved community center is central to this equation. As the town explores community center options, it will be important to fully understand the needs and gaps in recreational programs, both presently and in the future. If there is indeed a gap in the recreational needs of town residents, the town should consider the costs of various options for filling the need, including renovating and expanding the existing community center, developing "satellite" recreation areas in town, or developing a new recreation center.

## *Trails and Sidewalks*

Pittsford has an extensive system of trails and sidewalks in place. Accessing this system, Pittsford residents can reach important destinations, including Main Street in the Village, the Recreation Center, town schools and parks, and the Erie Canal.

## 2009 COMPREHENSIVE PLAN UPDATE

There are over 15 miles of sidewalks existing in the Town of Pittsford. Sidewalks along Monroe Avenue, Palmyra Road, South Main Street, Mendon Road, Knickerbocker Road, and Washington Road connect various neighborhoods in Pittsford to the village. Additional sidewalk connections are proposed as part of streetscape improvements to be implemented in 2009. There are also some sidewalks located within private developments in the town (about 7 miles). The Town of Pittsford is one of the most trail-friendly communities in the state. Two major regional trails traverse Pittsford: the Auburn Trail and the Erie Canal Trail. There are also numerous trail systems within town parks such as the Isaac Gordon Nature Preserve and Great Embankment Park.



The town has been incorporating trails into development projects for many years, resulting in many neighborhood trails that provide opportunities for exercise and recreation. As part of the town's planning process, access ways have also been established within developments to connect people to trails, sidewalks, open spaces, and other neighborhoods.

Using the town's system of trails, sidewalks, and lesser-traveled roads, most Pittsford residents can travel on-foot or by bicycle to the village center, parks, schools, and other major destinations. This system is a major amenity in Pittsford which contributes to the well being and quality of life of town residents. Map 5 illustrates the existing sidewalks, trails and accessways in Pittsford.

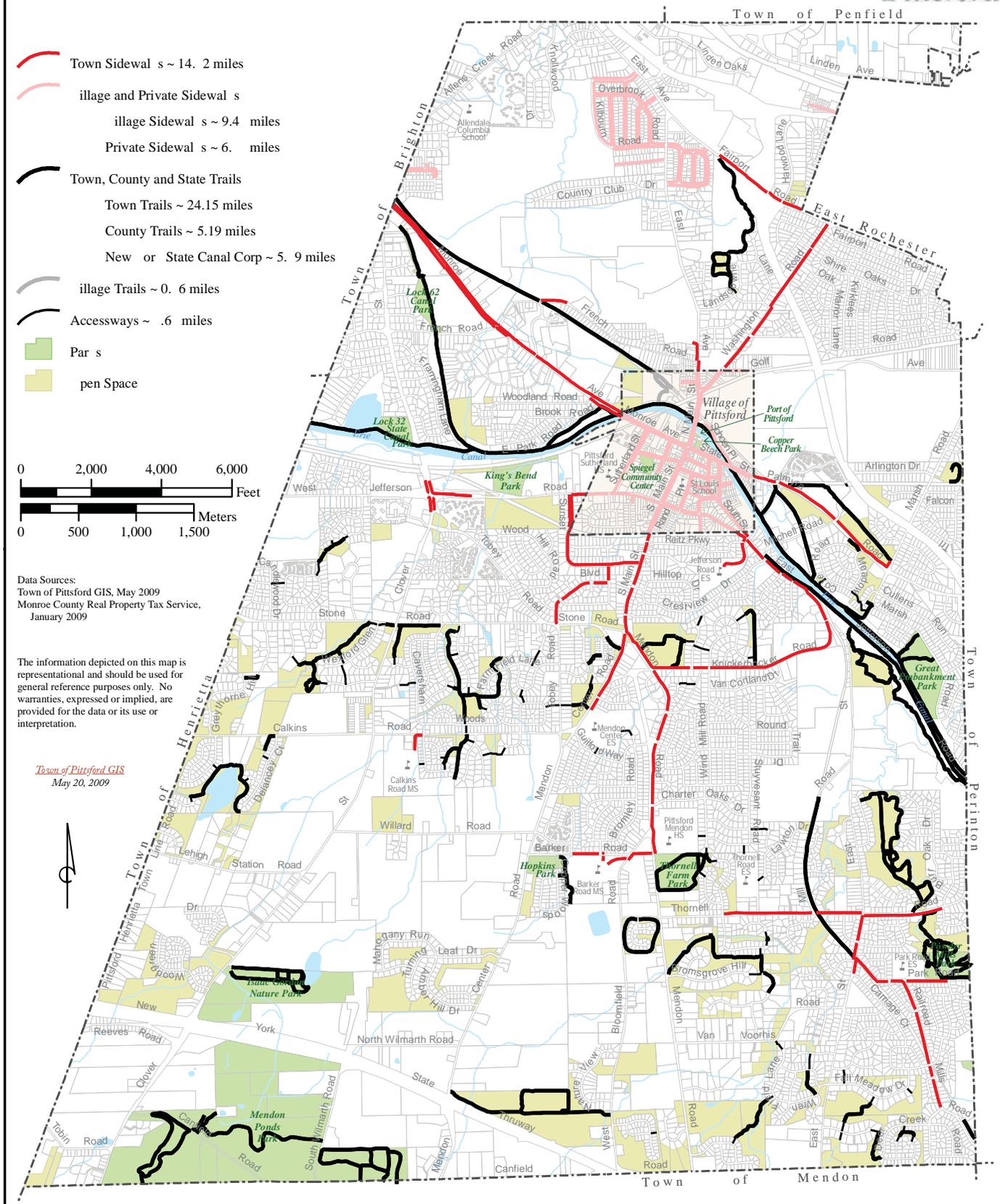


*At Great Embankment Park visitors can walk, bike, fish and boat along the one-mile "great embankment" of the Erie Canal, which traverses the Irondequoit Valley.*

# TOWN OF PITTSFORD

Map 5

## Existing Sidewalks, Trails and Accessways



## F. SURVEY OF PLANNING AND DEVELOPMENT IN ADJACENT COMMUNITIES

While the Town of Pittsford and adjoining municipalities are independent political entities, many issues and opportunities cross municipal lines. Traffic patterns are one example of an issue that affects the town, but that is greatly influenced by factors beyond the town borders. Such issues can certainly be addressed on an individual community-by-community basis, but longer term solutions often benefit from inter-municipal cooperation. The Town of Pittsford is no stranger to cooperating with its neighbors, the partnership between the Town and Village of Pittsford being the most obvious example.

As the Town of Pittsford reaches “build out” – the point at which all available land is either developed or permanently protected open space and farmland – issues and opportunities faced by the town will increasingly be influenced by what takes place in nearby municipalities. Moreover, an awareness of what its neighbors are doing can help the Town of Pittsford when it comes to formulating its own planning goals and strategies. To this end, as part of this comprehensive plan project, the planning and development issues, and comprehensive plans where available, were reviewed for the following nearby communities:

- 1) Village of Pittsford
- 2) Town of Brighton
- 3) Town/Village of East Rochester;
- 4) Town of Henrietta;
- 5) Town of Macedon.
- 6) Town of Mendon;
- 7) Town of Penfield;
- 8) Town of Perinton; and
- 9) Town of Victor.

Below is a summary of this research.

### *Common Ground*

Although the communities surrounding the Town of Pittsford differ substantially with respect to their location within the metropolitan area and the particular issues they face, they share many big picture planning and development goals. For instance, a review of comprehensive plans shows that many issues important to Pittsford residents are also important to residents of other towns. Addressing traffic congestion, protection of open space and community character, access to parks and trails, supporting the vitality of existing village and hamlet locations, and focusing commercial growth in existing commercial areas, are some of the themes that cut across municipal lines. While these themes may express themselves differently from community-to-community, they do provide a foundation for inter-municipal cooperation.

# TOWN OF PITTSFORD

## *Growth and Development Dynamics*

As Pittsford moves toward a build-out state, new commercial and residential growth will likely continue to migrate to communities located at the periphery of the metropolitan area. Growth in the NYS Route 31 corridor, particularly in Wayne County, has picked up in recent years. In the Town of Macedon, significant recent retail development has included a Lowes and Wal-Mart, and according to the town’s comprehensive plan, the potential exists for approximately 4,200 new homes to be built. A number of communities have taken steps in recent years to manage growth. For instance, the Town of Henrietta’s Rural Residential Zoning districts, created in 2005, reduce density and protect open space character. As newer communities continue to grow and develop, the Town of Pittsford can seek areas of mutual cooperation over shared goals that are not only beneficial to respective communities, but the region as a whole. The town can also potentially partner with other neighboring “build out” communities, such as the Town of Brighton, to address issues and opportunities presented by build-out.

Ultimately, individual communities have jurisdiction over their policies and land use and planning decisions. However, where possible, the Town of Pittsford can continue to reach out to adjacent communities to partner on matters of shared interest. This may become increasingly important for the town, if metropolitan development trends continue and additional residential and commercial projects continue to be built at the periphery of the metropolitan area.



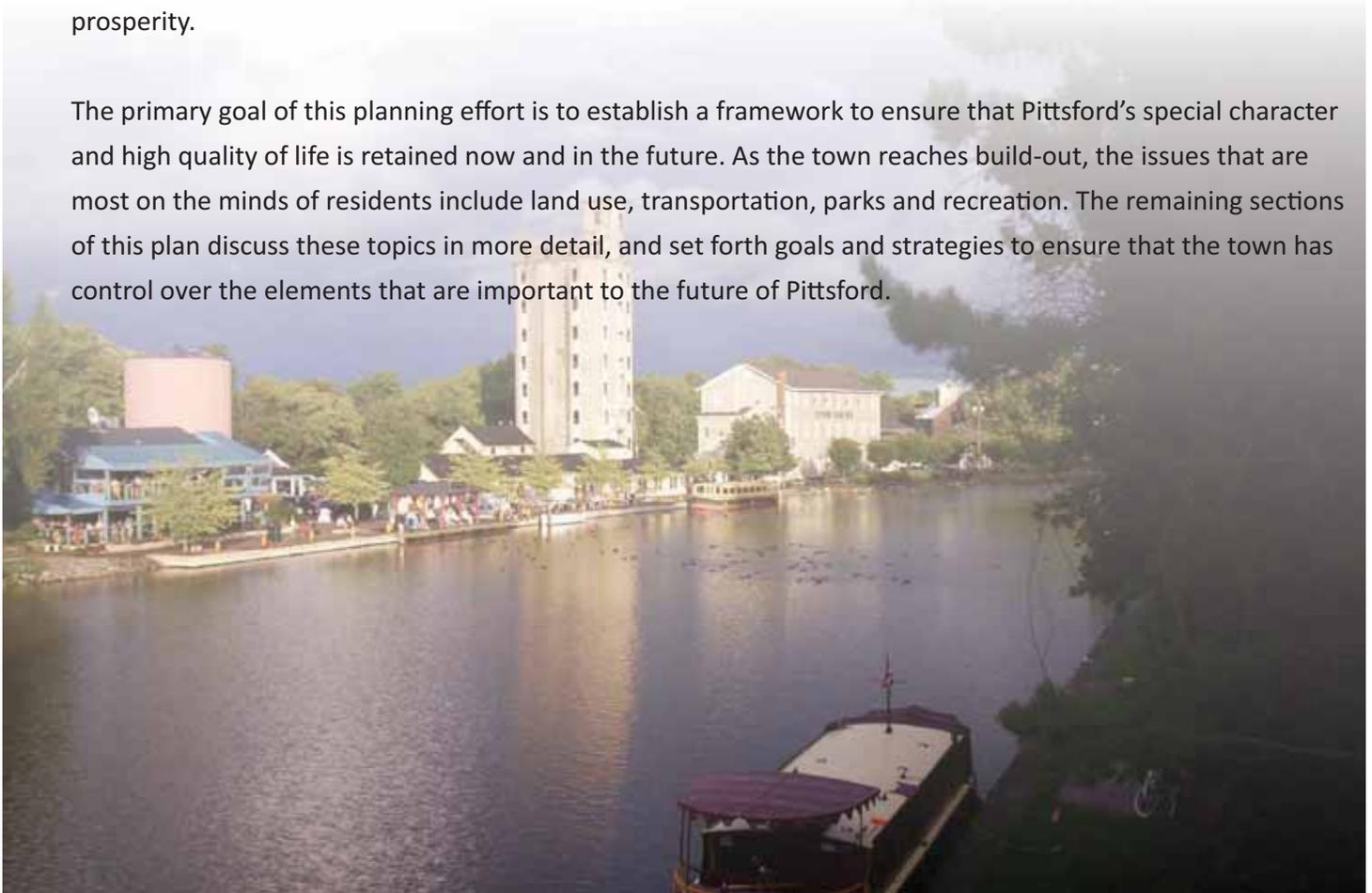
*The Town of Pittsford is not an island – it is surrounded by numerous communities, many of which share similar challenges and goals. Moreover, many issues facing the Town of Pittsford are influenced by actions and decisions taking place beyond the town’s borders. Therefore, the regional context should be considered when making decisions about the future of the town.*

## 5. CONCLUSION

The Town of Pittsford is a maturing community that is reaching build-out. The amount of undeveloped land for new subdivisions is limited and decreasing. However, the Town of Pittsford continues to be a desirable place in which to live and do business. Future growth pressures, therefore, are likely to exert themselves on an already “built-up” town landscape. The challenge facing Pittsford as it moves forward will be to manage such future growth pressures in ways that allow the town to grow and prosper, without compromising the quality-of-life and town character that residents have come to treasure and expect.

As the town reaches build-out, and more importantly as surrounding towns continue to grow and develop, the town will need to address transportation issues in a manner that balances community character with improvements to intersections and roads. Smart, targeted improvements to the town’s transportation system that maximize the performance of existing roads and intersections can help to reduce the need for road and intersection widening. The town will also need to continue to provide for the types of amenities and services that residents have come to expect and that contribute to Pittsford’s high quality of life, including recreational amenities and facilities. Lastly, as the town moves forward, especially in light of current economic conditions, it will continue to be important to make decisions in the context of the town’s long-term fiscal health and prosperity.

The primary goal of this planning effort is to establish a framework to ensure that Pittsford’s special character and high quality of life is retained now and in the future. As the town reaches build-out, the issues that are most on the minds of residents include land use, transportation, parks and recreation. The remaining sections of this plan discuss these topics in more detail, and set forth goals and strategies to ensure that the town has control over the elements that are important to the future of Pittsford.

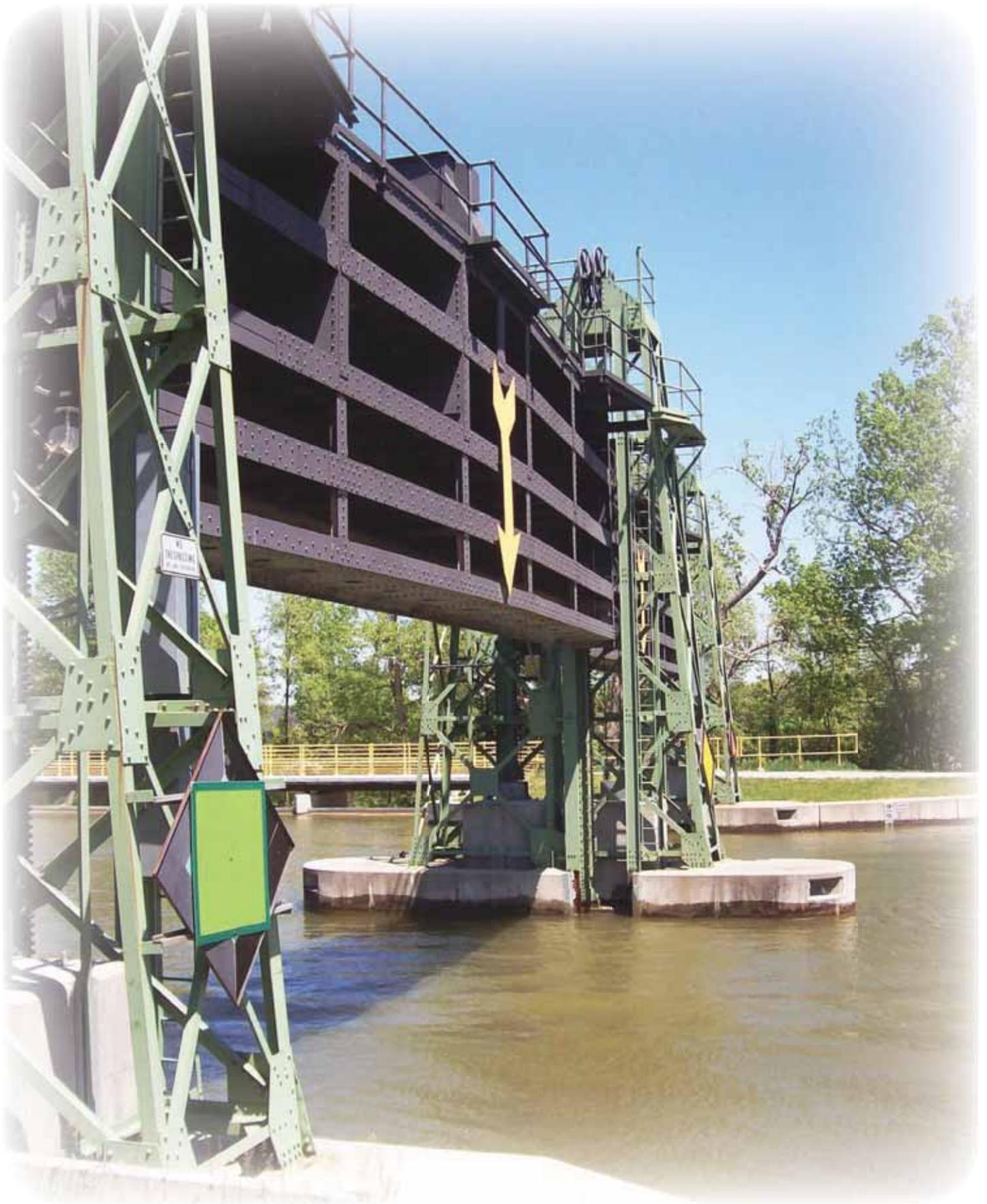


*TOWN OF PITTSFORD*



*TOWN OF PITTSFORD*  
*2009 COMPREHENSIVE PLAN UPDATE*

**CHAPTER 2**  
**VISION AND GOALS**



## 1. VISION STATEMENT

The town's vision statement— **"A community working together to preserve the past and pioneer the future"** – is reflected throughout the pages of the 2009 Comprehensive Plan Update, including the plan goals on the following pages. While the goals cover many topics, each in its own way respects and builds upon the town's past. At the same time, the goals are informed by the town's desire to proactively meet tomorrow's opportunities.



## 2. GOALS

A goal is a broad statement that identifies a direction for the community's long-term future state. Goals help to inform future policy decisions. They also provide a framework for implementation of specific projects and investments that the town may make in the future. This plan addresses goals in three categories:

- Land Use;
- Transportation; and
- Parks and Recreation.

The goals in this chapter are summarized in the chart on page 51. More detailed strategies to implement the goals are discussed in Chapter 3. It should be noted that not every goal in Chapter 2 directly yields a strategy in Chapter 3. In such cases, the goal itself is the strategy, serving as a policy statement to guide town decision making in a variety of situations.

### A. LAND USE GOALS

Pittsford has always been a community that plans ahead in order to manage land use and development, in particular to ensure that the town's character and quality of life is maintained. As the town matures and looks ahead to the future build-out, it is important to manage future change. The land use goals that follow reflect the town's desire to grow gracefully, while maintaining the unique character of Pittsford. When opportunities for change present themselves in the town's neighborhoods and business corridors, the town will be prepared for it while protecting existing neighborhoods and businesses.

#### *Goal A1: Grow Pittsford Gracefully*

The following series of goals focus on ways to ensure that Pittsford continues to maintain its unique character and high quality of life, while accommodating the evolving needs and lifestyles of its residents as it grows.

# TOWN OF PITTSFORD

## ***Goal A1.1: Balance the needs of homeowners to enlarge and improve existing homes with the preservation of neighborhood and town character and quality of life***

With a decreasing amount of undeveloped land for new subdivisions, growth pressures will increasingly exert themselves on the town's existing housing stock. Older homes, in particular, will be candidates for substantial additions and/or complete tear-downs and re-builds to bring them in line with today's lifestyles and standards. The northern half of the town will most likely be the first to experience these pressures, as homes in this area are generally older and the location is convenient to expressways and major areas of employment including, downtown and higher education and medical complexes.

## ***Goal A1.2: Balance the re-subdivision of lots with the preservation of neighborhood and town character and quality of life***

Just as growth pressures will exert themselves on the town's existing housing stock, so too on the town's existing residential lots. A significant number of lots already developed for residential uses in the town will likely be subject to pressure to be further re-subdivided for new home lots. Re-subdivision pressure may be felt most strongly in older developed sections of town, where homes tend to be placed on lots larger than the minimum lot sizes allowed under current zoning.

## ***Goal A1.3: Ensure that infill development is in keeping with the character of the town and contributes to the town's quality of life***

As shown in Map 3, much of the remaining land in the town with subdivision and development potential lies in the southern part of town. In part, this is the result of the north-to-south progression of development in Pittsford as it transitioned to a residential suburb, beginning in the early 1900s. However, a number of properties across the town have remained undeveloped, likely because of the unique and/or challenging characteristics they possess, including topography and access to roads. Still other properties are occupied by land uses that are approaching (or have already passed) obsolescence. These remaining properties present both a challenge and an opportunity to the town. Most important of all will be to ensure that such remaining properties are developed in a manner that maintains town character and quality of life.

## ***Goal A1.4: Plan for and accommodate home occupations***

National and global trends in technology and culture often translate to changes in lifestyle needs and preferences at the town level. For instance, the blossoming of the internet since the 1995 Comprehensive Plan Update has enabled an increasingly large number of people to conduct business from the convenience of their home. However, the town's regulations with respect to home occupations have not been updated to reflect this change. The town should explore new regulations and policies that allow for a reasonable scale and scope of home business activity in residential neighborhoods, while preserving residential character.

### *Goal A2: Expand the Town and College Partnership*

The Town of Pittsford is somewhat unique within metropolitan Rochester, in that it is home to two sizable colleges, Nazareth and St. John Fisher, founded in 1924 and 1948 respectively. Both enrich the town with a host of cultural and educational amenities, and are an important source of employment for a wide range of skill sets. Meanwhile, the Town of Pittsford (and the adjacent village) provides an attractive setting for the colleges. For instance, employees of the colleges have their pick of a range of attractive neighborhoods and homes.

The colleges, which each enroll approximately 3,000 full- and part-time students, lend Pittsford a college-town vibe. When the weather is pleasant, college students can be seen jogging along East Avenue and walking into the village to patronize the local stores. Both Nazareth and St. John Fisher are prospering and have made significant investments in campus facilities in recent years. For instance, the “Nazareth College Art Center,” a premier regional venue for entertainment with an emphasis on dance, is currently being renovated to provide more seating and expand the range of performances that it can host. The colleges also provide a significant source of employment. According to the 2000 Census, over 300 town residents earn their living by teaching at the college level (see Table 6, *Appendix B*). It is likely that a sizeable portion of these individuals are teaching at Nazareth and St. John Fisher. Moreover, these employment numbers do not take into account the many non-teaching positions available at both colleges, such as administrative and facilities management positions.



*In 2008, Nazareth College's enrollment exceeded 3,000 students in both graduate and undergraduate programs.*

While the presence of the colleges in the town invariably raises a number of town-gown issues common to all college communities, both the town and the colleges greatly benefit from one another. In fact, many college towns across the country stand out as unique and special places to live and in which to visit. The town should continue to pursue a dialogue with its institutions of higher learning and partner on mutual goals that benefit each. Collaborative efforts could focus on win-win projects, such as how to make better pedestrian and bicycle connections between the village and the colleges for students. Continued dialogue and communication between the town and the colleges will help to ensure that each reaps the benefits of the town-gown relationship and can work together to solve the challenges.

## *Town-Gown Partnership: A Case Study*

### *Potsdam, New York*

*While Pittsford is unique in many ways from other town and college settings in New York, some lessons can be learned from other communities that have explored town-gown relations. Below is an example from Potsdam, NY which illustrates the benefits of partnering on shared goals such as recreational trails and tourism infrastructure.*

The Town and Village of Potsdam and Clarkson University and SUNY Potsdam have developed a partnership in community development that has spanned several years and administrations. This partnership has resulted in several successful projects that have enhanced the quality of life for both the universities and the community.

The development of the Clarkson Inn was an important turning point in the revitalization of the village center. Recognizing the need for a quality hotel in the heart of town, Clarkson University and the community partnered together to make The Clarkson Inn a reality by putting together a project financial package that included federal economic development funds and private funding. Today, the inn has become an important anchor in the downtown and provides a welcoming presence for visitors from near and far.

Following this success, the community and the colleges worked together to create the Raquette River Corridor Study. Supplementing the planning consultant were four faculty members from SUNY Potsdam and Clarkson University with expertise in water quality, historic preservation, transportation, and economic development. These team members created a plan that is recognized as a seminal community guide toward managing growth and change along the historic and naturally-graced Raquette River. This visionary plan has spawned several successful projects.

Improving the physical connection between the campuses and the community was an important part of the river corridor plan. The creation of an improved off-road and on-road bike and pedestrian trail system linking the main campus of Clarkson University to the center of town was awarded federal transportation funding with construction in 2009-2010.

Other town-gown partnership projects include:

- Donation of 8 acres of Clarkson University land for expansion of Damon Airport.
- Adaptive reuse of former university buildings into a business incubator (complete) and a performing and visual arts center (under consideration)
- Reconstruction of the Raymond Avenue sewer main by SUNY Potsdam

This partnership continues to evolve to address issues of mutual concern including off-campus housing and other similar topics common to college towns.

## *Goal A3: Maintain Pittsford's Character and Quality of Life*

The Town of Pittsford's unique character has been handed down to current residents from past generations. This includes both the built environment and open spaces and farms. The following series of goals focuses on the protection and stewardship of some of the most important elements of the town's character, as well as the nurturing of important town relationships. The goals do not involve any immediate action steps or strategies that require inclusion at the comprehensive plan level. Rather, the goals should be viewed as policy statements to guide future decision making in the town across a wide variety of situations. Lastly, it should be mentioned that in many cases the policy statements below reaffirm the town's existing policies and practices.

### *Goal A3.1: Support the Village of Pittsford*

Municipal boundaries may distinguish the Town and Village of Pittsford from one another, but in the minds of most residents, the town and village constitute one community. Indeed, it is hard to envision the village, without the surrounding town and vice versa. The Village of Pittsford is a focal point of community life and activity for both village and town residents. The historic scale of the village and canal setting, the walkable environment, and a critical mass of activity – including the town library– all contribute to a sense of place that is difficult, if not impossible to create from scratch. In an age of dispersed, automobile-dependent development, people-scaled settings such as the Village of Pittsford, are increasingly valued and appreciated for the contribution they make to a community's quality of life.



*The Village of Pittsford is an important commercial and social center for Pittsford residents.*

By the same token, the Town of Pittsford provides a lower density context that complements the village. Protected farms and open spaces reinforce a rural character outside the village, and a sensitive approach



*Pittsford's new library is located in the heart of the Village and serves as a centralized community space.*

to development along the Erie Canal helps to ensure that Schoen Place remains a focal point for activity. The town also provides a setting for modern retail selections and conveniences that are not always easily accommodated or appropriate in a village setting.

*The Town of Pittsford will continue to support the symbiotic relationship between the village and the town, encouraging each to leverage its unique qualities and strengths for the mutual benefit of both.*

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## *Goal A3.2: Support the Pittsford Central School District*

Pittsford Central School District is nationally recognized for educational excellence, and provides a diverse curriculum to meet the needs of a talented student population. The district offers Honors and AP classes in all major academic areas as well as regents-level collaborative instruction for students requiring additional academic support. Both of the town's district high schools have been ranked among the top high schools in America. Both district middle schools are on New York State's "Schools to Watch" list, and one elementary school was named a Blue Ribbon School by the U.S.

Department of Education. Therefore it comes as

no surprise that throughout the course of this project, Pittsford residents have cited the town's public schools as a key component to the town's high quality of life. The school-community collaboration also extends beyond the classroom. For instance, school facilities are made available to town residents to an extent not seen in most other communities across the state.



*Pittsford's two high schools are consistently ranked within the top high schools in the nation.*

*The Town of Pittsford will continue to support the Pittsford Central School District in acknowledgment of the vital role it plays in maintaining the town's quality of life and educating the next generation of Pittsford residents.*

## *Goal A3.3: Support the long-term viability of agriculture*

The town's Greenprint effort would not have been possible without the hard work and commitment of the town, residents and farmers. Ultimately, it led to the permanent protection of over 1,200 acres of working farmland. To honor this effort, the town, residents and farmers should continue to work together to keep farms in the town viable and productive well into the future. This may involve flexibility for farmers to meet new and evolving farming practices and opportunities.



*One of the many beautiful barns located throughout rural Pittsford.*

*The Town of Pittsford will honor the legacy of the Greenprint by supporting the long-term viability of agriculture in the town.*

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## *Goal A3.4: Maintain the integrity of Pittsford's open spaces*

Through its proactive planning efforts and with the support of residents, the town has acquired a portfolio of open space lands that contributes significantly to town character. The Town of Pittsford will continue to honor this achievement through the ongoing stewardship of open spaces, ensuring that their contribution to the town's quality of life is maintained and that they are utilized in a manner for which they were originally intended. Specifically, the town should clarify the type of open space lands that make up its portfolio and develop long-term policy goals and management plans for it, including strategies for ensuring that open space derived from the town's 50-50 zoning is maintained and preserved for the benefit of the town, but in a manner that is compatible with adjacent residential neighborhoods.



*A product of the town's "50-50 zoning," this image shows a nice balance of residential development surrounded by open lands.*

*The Town of Pittsford will maintain the integrity of its portfolio of open spaces for the benefit of the community.*

## *Goal A3.5: Continue the commitment to historic preservation*

Pittsford's historic structures and landscapes are central to its character and quality of life. As the town continues to grow and develop, the preservation of historic character should be balanced with the ability of residents to upgrade existing historic structures, including homes. Historic character also resides in the various town settings in which historic structures can be found. Land use flexibility will likely be needed to preserve and adaptively re-use some historic structures that may have outlived the uses for which they were originally intended, such as numerous barns throughout the town which are no longer utilized for agricultural purposes.

*The Town of Pittsford will continue to protect its historic character to ensure that it is respected and maintained for future generations.*

## *Goal A3.6: Ensure the town's long-term fiscal health as it approaches build-out*

In light of the current global recession, town residents continue to advocate for fiscal responsibility on the part of the town. In fact, the Town of Pittsford has taken a fiscally responsible approach over the years, even while advancing a number of ambitious projects, such as the new town library and the permanent protection of farmland through the Greenprint project. Today, the Town of Pittsford has the sixth lowest tax rate among Monroe County's 19 towns. Only 8 cents per tax dollar go to support town taxes. In 2008, Moody's bond rating for the town (similar to a credit rating for an individual) increased from "Aa2"

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to “Aa1,” in acknowledgment of the town’s track record of strong fiscal management, including multi-year financial forecasting and conservative budgeting practices. Ultimately, fiscal responsibility can be balanced with smart investments in the town’s infrastructure and portfolio of town services. In fact, a continued commitment to fiscal health and responsibility will ensure that in the long-run, the town is well positioned to invest in itself and maintain the high quality of life and provision of services and amenities that residents have come to expect.

As the town approaches build out, it will be important to anticipate the potential effects on the town’s fiscal health and to plan accordingly. As discussed in Chapter 1, page 17, a basic build-out analysis was prepared for the 2009 Comprehensive Plan Update. The build-out analysis shows that Pittsford is not likely to reach build-out until the year 2027. The town should periodically review this analysis. As build-out draws nearer and projections become more certain, the town may wish to explore the development of a budgetary fiscal model to provide additional guidance for longer range town budgeting. By projecting the annual growth of the tax base and the annual growth of the town budget (based on new town services and other costs to the town), future tax burdens on town residents and businesses can be projected. It should be noted, however, that the results of such models are invariably conceptual in nature, and become more so the longer into the future that projections are made. The balance the town must strike is to prepare for build-out in advance, but not base important fiscal decisions on data that is projected too far out into the future and which may therefore be subject to significant change.

*The Town of Pittsford will proactively ensure the town’s long-term fiscal health as it approaches build-out, while maintaining the high quality of services that residents have come to expect.*

### ***Goal A3.7: Continue to strive for a sustainable community***

The Town of Pittsford has been on the cutting edge of sustainable, environmentally responsible practices for many years. At the time of writing of this plan the “Pittsford. Keeping it Green” committee had submitted recommendations for sustainability to the town board for their review. Sustainable communities not only help to maintain quality of life, but do their part to help the environment and utilize resources and dollars more efficiently. A commitment to sustainable communities today means a better community for our children tomorrow.

*The Town of Pittsford will continue to strive for sustainability in all that it does to maintain the town’s quality of life and maximize the efficient use of town resources and tax dollars.*

### ***Goal A3.8: Continue to provide for a variety of housing needs***

A community’s housing needs evolve over time, in conjunction with the community’s evolving demographics. While the Town of Pittsford is clearly a suburban community, the family-sized house and large lot formula does not meet the needs of all segments of the town population. For instance, while

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the number of households in Pittsford has been growing, the average number of individuals belonging to a household (household size) is on the decline (see *Appendix B*). This decrease in household size may be attributed to several factors, but is almost certainly influenced by the town's aging population and the typically smaller households associated with older individuals. In fact, between 1990 and 2000, residents 65 years and older were the fastest growing age-group in the town. In recognition of this, the town has over the years added multifamily and smaller patio-style homes to its portfolio of housing. As the town and its population continue to evolve, the town should continue to seek ways for meeting the housing needs of its residents –so that they can have the widest range of options to meet their housing needs through every stage of life. However, such housing needs must be met in a manner that is in keeping with the town's established, predominantly single-family detached character.



*These attractive cottage homes add to Pittsford's housing diversity by providing a smaller-scale version of the single family home - offering less home and yard to maintain which is appealing to many different types of people.*

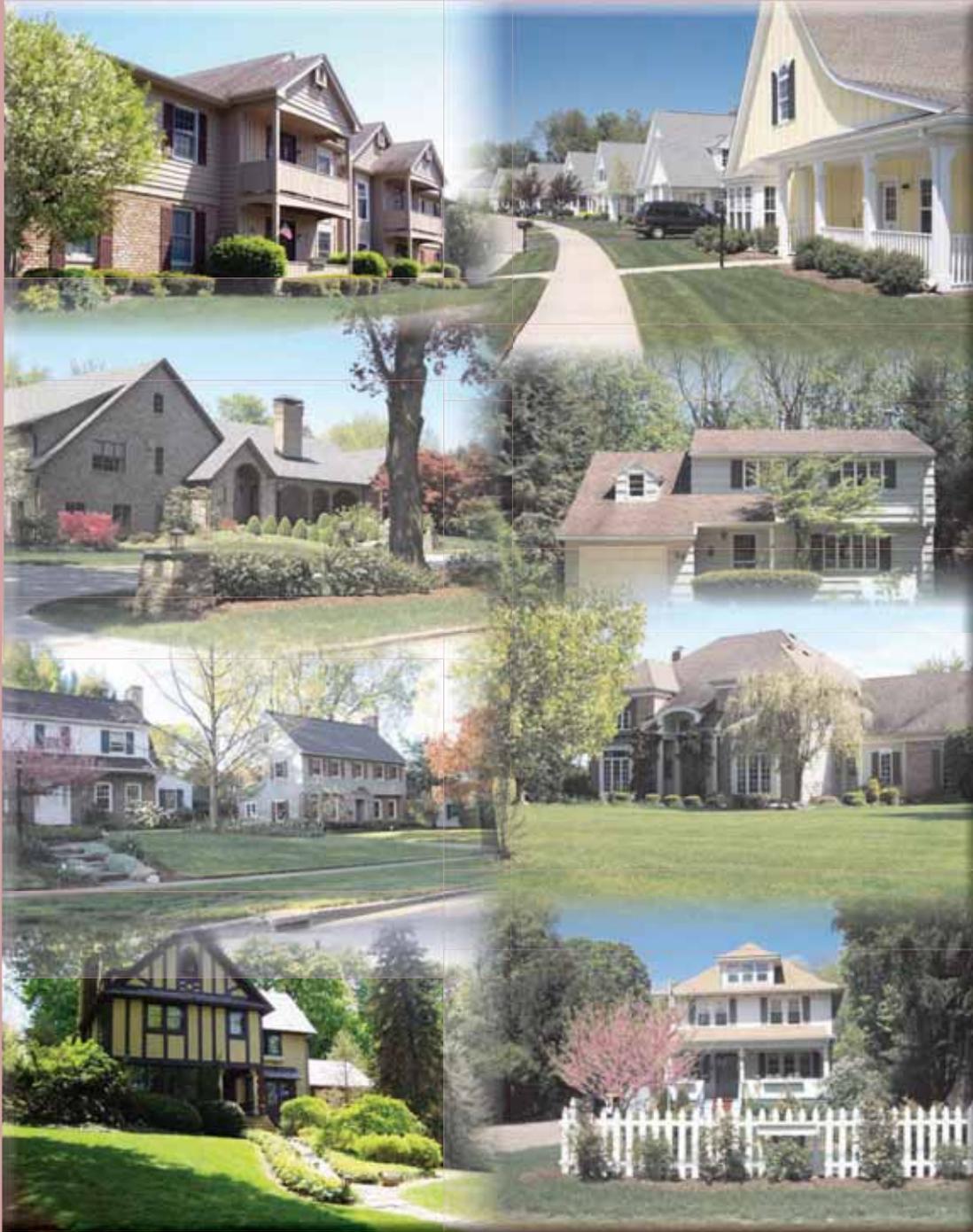
*The Town of Pittsford will continue to provide for a variety of housing to meet the needs of its residents, while maintaining the town's predominantly single-family detached character.*



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## *Pittsford's Housing Diversity*

Communities with a diversity of housing make livable places where people of various ages and lifestyles can find something to meet their needs. Pittsford has large, stately homes on large lots in established neighborhoods; small gracious homes on small lots; apartment complexes; and newer housing on mid-sized lots. These different types of housing add to the town's diversity and continue to make Pittsford an attractive place to live in. Continuing to add to this diversity will ensure that people with varying needs can continue to live in Pittsford.



## B. TRANSPORTATION GOALS

Pittsford's transportation network will likely face additional pressures as the town reaches full build-out, and more importantly perhaps, as development continues to occur in communities to the south and east. The town does not support improvements to its transportation network simply to facilitate further development in the region's outlying suburbs, by making it easier to drive through Pittsford on the way to and from Rochester and other surrounding communities. The town's challenge will be to proactively plan for and respond to transportation issues, while ensuring that solutions not only address traffic and safety, but are in the long-term interests of the town's quality of life and special character. Creative solutions will therefore need to be found to today's and tomorrow's transportation issues, starting with getting the most out of the town's existing transportation infrastructure before significantly expanding it. The community may need to accept some level of congestion as an appropriate tradeoff for preserving the walkable and livable character of Pittsford. The following goals provide a framework for Pittsford's policies and actions regarding transportation planning and amenities.



### ***Goal B1: Adopt a Clear Policy Statement on the Level of Road and Intersection Improvements the Town is Willing to Accept***

As discussed in Chapter 1 (page 18), significant increases to the capacity of roads and intersections can reduce traffic congestion in the short-term, but can often have unexpected and undesired effects in the long-term. For instance, initial reductions in traffic volumes achieved by expansions to road capacity can be reversed, as the additional road capacity fills up with new drivers looking for the fastest route. Moreover, easy access provided by increased road capacity, and increased volumes of traffic, can unleash new development pressures on the surrounding lands, which in turn can lead to land use change, and a new cycle of traffic congestion and road capacity expansions. Over time, continued expansions to a community's roads and intersections can completely transform its character – more pavement, wider roads for pedestrians and bicyclists to navigate, and faster, higher volumes of traffic moving throughout the community.

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While the town will continue to monitor traffic congestion and continue to seek ways to address it, it will do so in a manner that balances transportation efficiency with community character and quality of life. Safety and convenience for alternative modes of transportation, such as pedestrians and bicyclists, will also be strongly considered. Adopting a clear policy statement on the level of road and intersection improvements the town is willing to accept, is an important step in this direction. Such a policy can help to guide not only town decisions about its transportation network, but can give the town a stronger voice in the decision making process when it comes to the

large segments of the network that are under state and county jurisdiction. The town's policy statement on future road and intersection improvements is set forth in Strategy B1 on page 61 of this plan.



*A bus shelter on Monroe Avenue.*

## ***Goal B2: Continue to Improve the Safety and Efficiency of the Town's Transportation Network***

Although a number of transportation pressure points were identified in the 1995 comprehensive plan and subsequently addressed, residents continue to cite transportation pressure points in the community, including various village intersections and key corridors such as Monroe Avenue and Jefferson Road. These pressure points lead to frustration, safety concerns and can have negative impacts for the surrounding land uses (residential neighborhoods, businesses, etc.). Moving forward, the town will continue to seek ways to improve the efficiency of its transportation network in order to address congestion concerns. Approaches to meeting this goal may involve improvements to the town's roads and intersections, as well as strategic approaches that make the most out of its existing roads and intersections without significantly expanding their capacity.

A solid base of information on traffic levels and patterns across the town's transportation network is essential to helping the town maximize the safety and efficiency of the network. A fully informed town is also well positioned to advocate its point of view,



*This street utilizes several design elements that help to make a safe place for both cars and pedestrians. Trees and planted medians help to enclose the street and encourage slow driving; curb bulb outs decrease the crossing distance for pedestrians; and clearly marked crosswalks alert drivers to stop for pedestrians.*

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when improvements to roads not under its jurisdiction are proposed, such as county and state roads. By continually updating and monitoring conditions across its transportation network, the town will be able to adapt and fine-tune its approaches to traffic management as conditions evolve. Ultimately, good information can help the town to make informed and well-calibrated improvements to its transportation network – while preserving community character and quality of life.

### ***Goal B3: Take a Regional Approach to Town Transportation Issues and Opportunities***

Traffic congestion neither begins nor ends at the Town of Pittsford's borders. Moreover, as Pittsford approaches build-out, traffic patterns in the town will increasingly be influenced by land use and transportation decisions outside the town, particularly by communities at the edge of the metropolitan area, where the bulk of new development is occurring. As such, the Town of Pittsford will need to continue to partner with regional transportation entities – such as the Genesee Transportation Council, Monroe County and the New York State Department of Transportation (NYSDOT) – and neighboring communities, to address transportation issues and goals within the town.

### ***Goal B4: Create a Walkable and Bikeable Community***

The sidewalks and trails in the town's neighborhoods and along the town's streets enable residents to get around the town on foot, providing opportunity for recreation and exercise, and empowering children and adults without cars to be independent. Together, sidewalks and trails connect neighborhoods to the village, parks, schools, and other major destinations. The Town of Pittsford has been establishing trails within development projects for many years. These trail segments have become major neighborhood and community amenities, and important contributors to the town's quality of life. Sidewalks and trails should continue to be established to link neighborhoods and major town destinations to one another and encourage pedestrian activity and healthy lifestyles. To this end, when development and road projects are proposed and planned in the town, the needs of bicycle, pedestrian and public transit amenities should be considered.



*Walkability contributes to good community health and character.*

A walkable and bikeable community is one that has many options for people to get around without an automobile. While automobiles will continue to be a primary means of travel, walking, biking, and public

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transportation can and should be viewed as viable transportation alternatives in the future. Ultimately, more people biking, walking and using public transit means less cars on the road and healthier residents.

The goal of creating a walkable and bikeable community directly relates to Goal C2 in the Parks and Recreation section: “Promote Pittsford’s Parks, Trails and Sidewalks for a Healthy Community.”

## ***Goal B5: Address Transportation Issues for Quality of Life and Community Character***

A community’s roads are more than just a means to get from “A to B.” They establish a community’s look and feel. Roads also function as settings for the homes and neighborhoods of Pittsford’s residents. Transportation networks should therefore be planned and designed with a community’s character and quality of life in mind – not just the efficient movement of traffic through the community. Traffic calming and beautification of the transportation corridors and gateways are two approaches to ensuring that the transportation network makes a positive contribution to the town’s appearance and quality of life.



*This area at the intersection of East Avenue and Fairport Road has become an attractively-planted northern gateway to Pittsford - a great way to use the left over space in a road intersection that might otherwise be filled with asphalt or weeds.*

## **C. PARKS AND RECREATION GOALS**

Over the years, the Town of Pittsford has established a diverse system of parks, athletic fields, trails, sidewalks, and recreational programs. While this system continues to serve Pittsford residents, opportunities exist for improvement and expansion of parks and recreational programs to meet the growing and changing needs of town residents.



*A long expanse of sidewalk along Palmyra Road provides an important connection to the village from surrounding neighborhoods.*

As the town continues to improve its recreational infrastructure, it is important

to connect neighborhoods to these amenities and to continue to make enhancements necessary to sustain a bike and pedestrian-friendly community. The following goals address the topics of parks and recreation.

## *Goal C1: Identify and Fill Parks and Recreation Needs for Town Residents*

Pittsford residents enjoy a diverse system of parks, fields, and recreation facilities - a vital part of the high quality of life experienced in the town. Like any other element of infrastructure in a community, the town's parks and recreational facilities also mature and need to be updated over time. The recreational needs of the community may also change as the town's demographics change. Thus, it is important to examine the town's recreational infrastructure periodically to identify necessary upgrades and ensure that it is meeting the needs of residents.



*Inconsistent sidewalks and road design can be frustrating and unsafe for pedestrians, as this example from another community demonstrates.*

As noted in the previous chapter, in recent years town residents and recreation stakeholders have periodically identified the need to improve and/or replace the town's existing community center. The public outreach for this plan has confirmed these needs and concerns. Pittsford residents view recreational amenities and programs as an important component to the town's quality of life, and a new and/or improved community center is central to this equation.

One of the primary concerns is that there are many groups currently using town and school athletic facilities, and there are certain time periods where needs may not be met because of high demand. Some youth/athletic groups have raised concern regarding the availability of fields as well as the need for more fields, or a centralized location for field sports (such as a field house).

Before any actions are taken, a better understanding of the types of recreational amenities desired by the community at large, as well as by specific youth, outdoor, and recreation groups is needed. The demand/needs for athletic facilities should also be identified and the town should continue to work collaboratively with the schools and athletic groups to fill needs. If there is a gap in the recreational needs of the town, various options should be explored for filling the needs. This might include expansion of the existing community center; the development of satellite recreation centers in different areas of town; or a new



*Located in the Village of Pittsford, the Recreation Center has many different spaces available for community use. The town also offers recreational programs, child care, and much more out of the Recreation Center.*

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centralized recreation center. An update to the town’s parks and recreation master plan would help to identify existing conditions, as well as needs and opportunities for recreation. See Strategy C1 in Chapter 3 for more information on a master plan, including a list of topics that could be addressed.

## ***Goal C2: Promote Pittsford’s Parks, Trails and Sidewalks for a Healthy Community***

The Town of Pittsford has an extensive system of trails and parks. By promoting existing trails and parks, and making them more accessible, the town can ensure that its investment in these recreational resources and their contribution to the town’s quality of life and health is maximized. Successful promotion of the town’s trails and parks is attained when residents who wish to use them are fully informed of the range of possibilities. In an era where obesity is becoming an increasingly widespread health issue, particularly amongst young people, full promotion and use of the town’s extensive recreational amenities is more important than ever.



*Expanded access to the Erie Canal Trail will allow more town residents to travel along this long-distance gem of a trail.*

## 3. CONCLUSION

The goals provided in this section help to chart Pittsford’s future, providing a solid foundation for town actions. These goals should be consulted when the town is making policy decisions or investments that are related to land use, transportation, recreation and similar areas. For ease of reference the goals are summarized in the table at right. Additional detail at the strategy level is provided in the chapter that follows.



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## Summary of Goals

Land Use Goals	
A1	<p><b>Grow Pittsford Gracefully</b></p> <p>A1.1: Balance the needs of homeowners to enlarge and improve existing homes with the preservation of neighborhood and town character and quality of life</p> <p>A1.2: Balance the re-subdivision of lots with the preservation of neighborhood and town character and quality of life</p> <p>A1.3: Ensure that infill development is in keeping with the character of the town and contributes to the town's quality of life</p> <p>A1.4: Plan for and accommodate home occupations</p>
A2	<p><b>Expand the Town and College Partnership</b></p>
A3	<p><b>Maintain Pittsford's Character and Quality of Life</b></p> <p>A3.1: Support the Village of Pittsford</p> <p>A3.2: Support the Pittsford Central School District</p> <p>A3.3: Support the long-term viability of agriculture</p> <p>A3.4: Maintain the integrity of Pittsford's open spaces</p> <p>A3.5: Continue the commitment to historic preservation</p> <p>A3.6: Ensure the town's long-term fiscal health as it approaches build-out</p> <p>A3.7: Continue to strive for a sustainable community</p> <p>A3.8: Continue to provide for a variety of housing needs</p>

Transportation Goals	
B1	<p><b>Adopt a Clear Policy Statement on the Level of Road and Intersection Improvements the Town is Willing to Accept</b></p>
B2	<p><b>Continue to Improve the Safety and Efficiency of the Town's Transportation Network</b></p>
B3	<p><b>Take a Regional Approach to Town Transportation Issues and Opportunities</b></p>
B4	<p><b>Create a Walkable and Bikeable Community</b></p>
B5	<p><b>Address Transportation Issues for Quality of Life and Community Character</b></p>

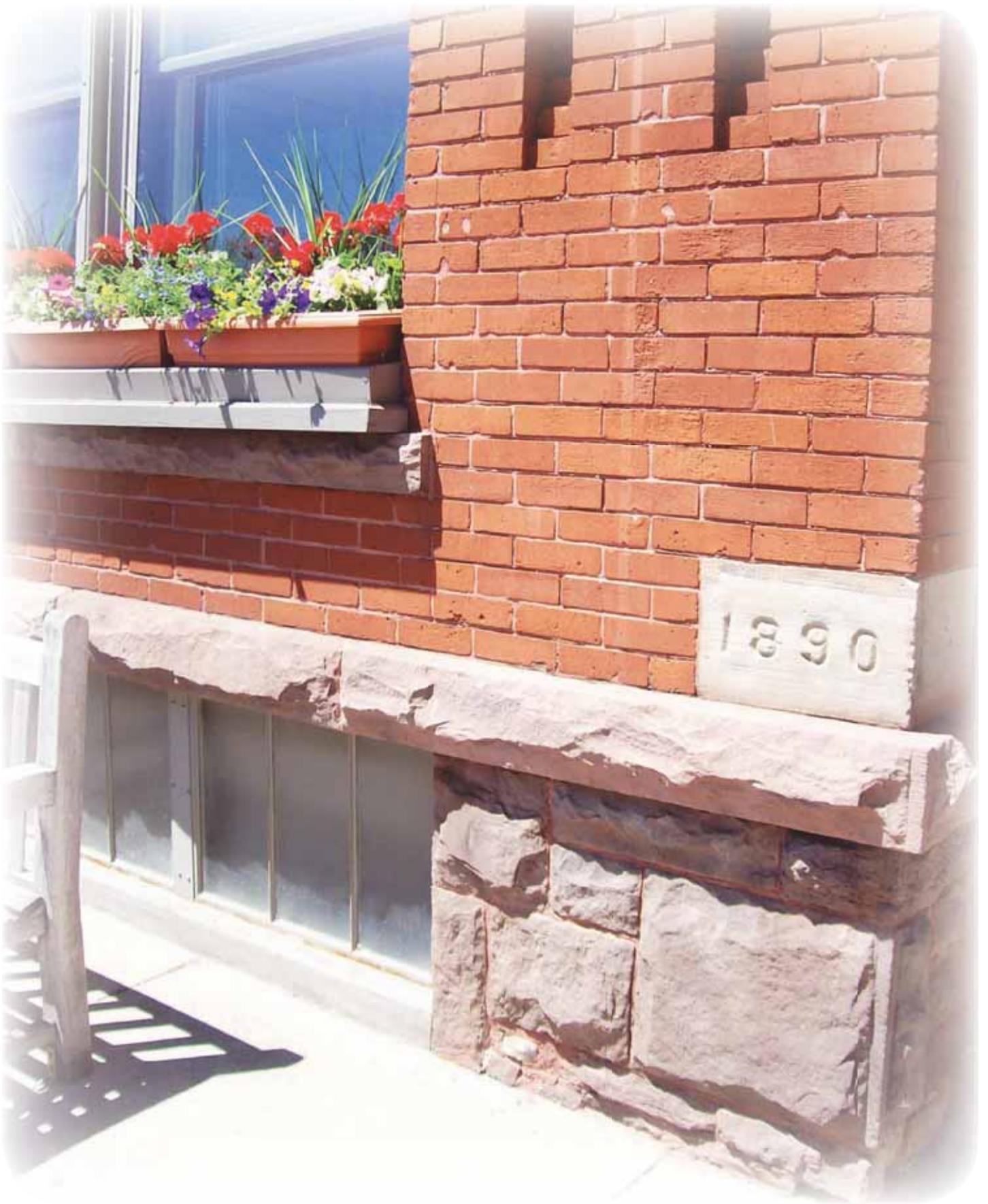
Parks and Recreation Goals	
C1	<p><b>Identify and Fill Parks and Recreation Needs for Town Residents</b></p>
C2	<p><b>Promote Pittsford's Parks, Trails and Sidewalks for a Healthy Community</b></p>

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**CHAPTER 3**  
**STRATEGIES**

*TOWN OF PITTSFORD*



## 1. INTRODUCTION

A comprehensive plan is by nature – comprehensive. It provides an opportunity to examine a broad range of community issues and opportunities, both separately and relative to each other. The “big picture” goals and vision set forth in a comprehensive plan ensures that it can help to guide change in a community for years to come. However, a comprehensive plan must also lay a strong foundation for the implementation of the ideas it contains. The plan strategies are the specific ideas and actions for how to accomplish the visions and goals established in Chapter 2. Whereas the goals identify a future desired state, the strategies explain “how” to get to these goals.



The following strategies represent such a foundation for the Town of Pittsford 2009 Comprehensive Plan Update. As in past Pittsford comprehensive plans, the strategies below respond to the issues and opportunities that are most on residents’ minds today. Like the plan goals, strategies are organized into three topic areas: (1) Land use; (2) Transportation; and (3) Parks, Recreation, Sidewalks and Trails. It should be noted that although strategies are organized by topic area, many strategies cut across topics.

The strategies themselves are intended to provide enough detail to indicate a way to move forward, while allowing for flexibility and common-sense if and when it comes time to implement them. Moreover, the strategies are not static. Rather, they may be adapted to respond to new issues or opportunities unforeseen at this time – so long as they are in keeping with the bigger picture goals and vision contained in this plan.

The strategies in this chapter are summarized in the table on page 79 and the goals have been repeated on the opposite page for ease of reference.

## 2. STRATEGIES

### A. LAND USE STRATEGIES

#### ***Strategy A1: Update the Town’s Land Use and Zoning Regulations to Proactively Address Changing Land Use and Lifestyle Trends***

Review and revision of the town’s land use regulations will be required to address a number of land use issues and opportunities identified in this plan. The highest priority items have been set forth below, with

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preliminary ideas for how new and/or improved regulations and tools can address them. However, it must be noted that even the best regulations and tools cannot address each and every unique situation, nor take the human element out of decision making. Fortunately, the Town of Pittsford has a long tradition of informed and dedicated individuals serving as town staff, elected officials, and on appointed boards. Such individuals, through the careful and considered implementation of the town's land use regulations, ensure that the town's high quality of life is maintained for current and future generations.

*Strategy A1.1: Develop zoning and land use tools that balance improvements to existing homes with the preservation of Pittsford's character and quality of life*

As noted elsewhere in this plan, pressures to improve, alter and in some cases, tear down and completely rebuild existing homes, are likely to continue increasing in the town as the supply of new land for new subdivisions and homes dwindles. Having the right land-use tools can help to ensure that modifications to existing homes do not negatively impact the town's character.

When more modestly scaled existing homes are improved, they can become out of scale with the lot on which they are located, or with adjoining

residential structures. Since the town does not require site plan review for single-family homes, the Planning Board does not typically review the proposed appearance and scale of new homes. The town's Architectural Review Board (ARB), however, does review new single family homes with respect to building materials and overall character. However, residential scale is generally not reviewed by the ARB if homes meet minimum lot and bulk requirements. And even in cases where the Planning Board and ARB do comment on the scale or bulk of homes, there is little "on the books" to help inform decisions.

There are a number of zoning tools available to communities that are experiencing such pressures. Almost all such tools regulate the size or scale of a home relative to the lot on which it is located. The right tools for Pittsford may include some or all of the below, and may vary from neighborhood to neighborhood. Tools include:

- **Limits on impervious surface area** (portions of a lot with buildings or paved surfaces).
- **Maximum floor area** (square footage) limits, tied to lot size.
- **Height-setback ratios**, which establish limits on building height relative to a building's setback from the street or property line. In general, the maximum permitted height of a residential

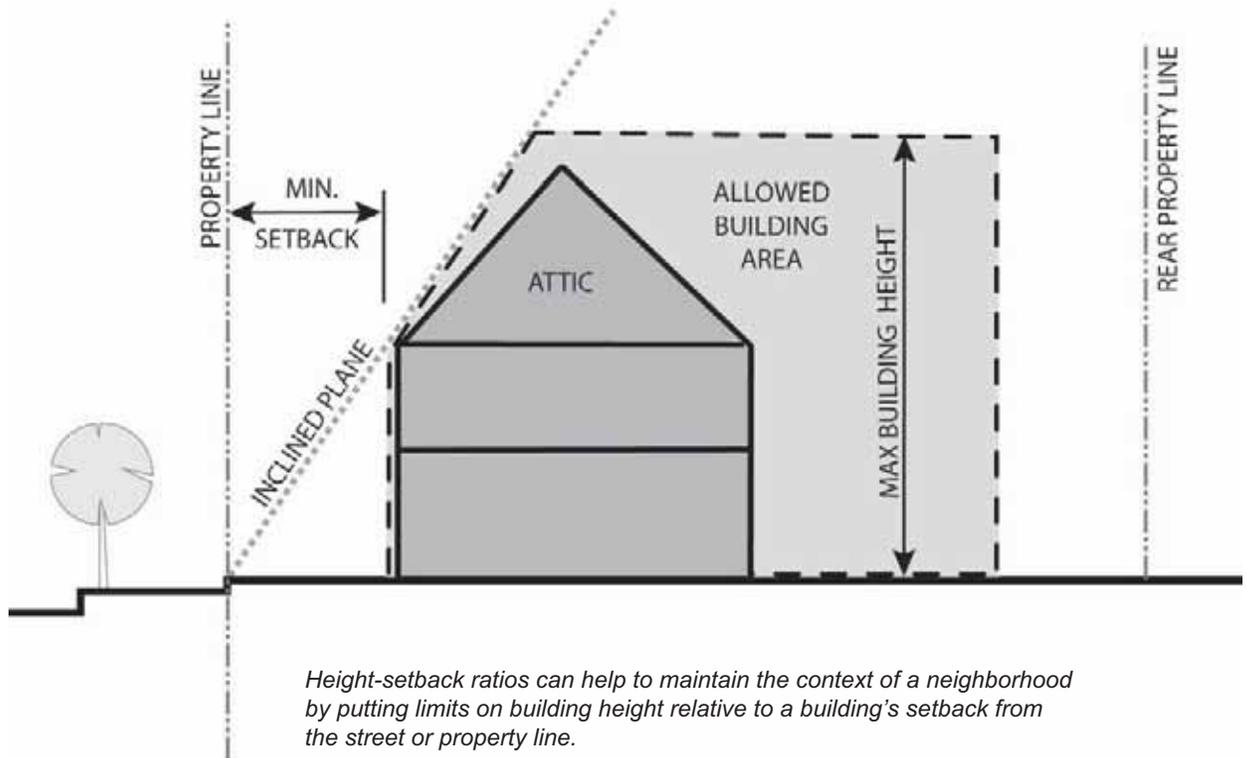


*As communities reach build-out, increased pressure is often placed on existing homes and lots to yield more living space. In more extreme cases, remodeled and rebuilt homes take on a boxy shape, as they seek to maximize living space within the required setback lines. Photo credit: Peter Dutton*

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structure decreases the closer it is located to a minimum setback line or the street. (See diagram below).

- Relatively **simple revisions to existing zoning** and land use regulations, such as revised setback requirements that are more in keeping with the established neighborhood character.



New regulations and tools to govern the scale of residential structures can take their cues from good examples in the town. For instance, a pattern and feel established by existing homes can be quantified by taking measurements from building plans, or in the field. These measurements can then form the basis for new requirements for additions and rebuilds. Good examples of *new* additions and re-builds can also be utilized – measuring from building plans can help to quantify the characteristics (heights, setbacks, etc.) that make new and expanded homes fit in.

Lastly, there are some areas of town where existing lot and building bulk requirements may be unnecessarily hampering town residents' ability to reasonably upgrade and/or enlarge existing homes. In these areas, such requirements should be reviewed and revised, to allow for homeowners to undertake reasonable upgrades and additions to their homes, while maintaining the established character of the neighborhood.

# TOWN OF PITTSFORD

## *Strategy A1.2: Develop zoning and land use tools that balance re-subdivisions with the preservation of Pittsford’s character and quality of life*

Similar to pressures on existing homes, pressures will mount on “existing lots” – those lots on which there is an existing home, but which is large enough under current zoning to be further subdivided. The town should look at existing zoning and lot size requirements and determine if they should be refined to better reflect the density and development pattern desired by residents. Re-subdivision pressures will likely first be felt in the northern portion of town, where homes tend to be located on historically larger lots. The town could also explore the idea of residential design guidelines that can set clear expectations for how re-subdivided lots are developed. Guidelines can illustrate techniques for blending new development gracefully with the old. Possible areas of focus include driveways, home placement and landscaping. Such guidelines can not only help potential sub-dividers and home-builders better understand expectations, but also the town boards and staff charged with the review and approval of such development.

## *Strategy A1.3: Develop zoning and land use tools to ensure that the development of infill properties makes a positive contribution to Pittsford’s character and quality of life*

As the Town of Pittsford reaches build-out, the question of how the town’s remaining parcels are developed becomes increasingly important. In some cases, parcels have not been developed because of unique or challenging site conditions. In other cases, the use on a parcel is, or is likely in the near future to become obsolete. The town’s zoning and land use tools should be re-evaluated to ensure that desirable development outcomes occur on these remaining “infill” parcels. In many cases, standard zoning approaches based on “one size fits all” maximums and minimums (setbacks, lot sizes,



*The Powers Farm is an agricultural icon in the Town of Pittsford. Because of the town’s supportive environment for agriculture, the farm was preserved and the family has continued to grow their successful business operation.*

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permitted uses, etc.), while appropriate for the regulation of land use in areas or neighborhoods that are already substantially developed, may not yield the best results for more unique properties. Many communities, including the Town of Pittsford, employ zoning approaches and tools that allow for flexibility and creativity in land use outcomes, while ensuring that the finished product represents a net benefit to the community.

The Town of Pittsford currently has two land use tools at its disposal – incentive zoning and Planned Unit Development (PUD) – to help guide development on unique properties. Broadly speaking, incentive zoning provides an incentive to a developer, in exchange for the provision of one or more desired community amenities. Amenities can include many things, including parks or trails, or a higher standard of design. The incentive for a developer to provide such amenities can range from increased density or scope of permitted uses, to less concrete incentives, such as more flexibility than what may be permitted by the underlying zoning. The town should reevaluate its incentive zoning regulations to ensure that they are responsive to residents' land use vision for the town. The town's existing incentive zoning regulations only apply to certain portions of town (mainly portions of the RRAA and SRAA zoning districts).

A PUD is another tool used by communities, including Pittsford to yield better land use outcomes on unique properties. Specifically, the Town of Pittsford's PUD regulations serve as a framework for the development of larger properties – allowing and encouraging flexibility and creativity, while ensuring a high quality end product. The town should reevaluate its PUD regulations to ensure that they are responsive to residents' land use vision for the town. Currently, the principal use permitted by the town's PUD regulations is residential. Non-residential uses may be integrated into the PUD, provided that the primary use of the project remains residential. The minimum project acreage for a residential PUD is 40 acres. A minimum of 200 acres are required for PUDs that include non-residential uses.

Lastly, as noted in Chapter 2, the town's existing 50-50 zoning does not apply to properties less than 10 acres in size. The town should investigate other land use tools, to ensure that the development of such smaller properties is in keeping with the town's desired character.



*50-50 zoning has been successful for larger parcels such as the one above, however the town should ensure that tools are in place to guide development of smaller parcels.*

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Ultimately, any land use tool can be tailored to fit a community's goals. Creative land use tools can also put the community squarely in the driver's seat, while allowing for flexibility and creativity in development plans for specific sites, which are often difficult if not impossible to achieve through traditional, one-size fits all zoning districts. By having the right zoning and land use tools in place, the Town of Pittsford can ensure that future development is in keeping with the town's character, particularly on properties that possess unique challenges and opportunities that are often not addressed by standard land use regulations.

## *Strategy A1.4: Update the town's home occupations regulations to reflect contemporary lifestyles, while preserving the character of residential neighborhoods*

More and more town residents are availing themselves of the option to work at home – brought upon largely by advances in communication technology, including the internet. Residents have expressed a desire that the town re-evaluate its existing policies and regulations governing home occupations. In addition to an expanded set of permitted home occupations, design standards can be developed to ensure that such uses respect and maintain the existing residential character of the neighborhoods in which they locate. Lastly, the town may want to re-evaluate the appropriateness of some home occupations currently permitted by zoning.

## *Strategy A2: Engage in a Dialogue between the Town and the Administration of St. John Fisher and Nazareth College on Matters of Shared Interest*

The town should engage in a continuing dialogue with the administrations of St. John Fisher and Nazareth Colleges to partner on matters of shared interest. The dialogue should involve the identification of key issues and opportunities, as well as agreement on an overall framework for cooperation and mutual support. An emphasis could be placed on identifying and implementing projects that yield tangible benefits for both the town and the colleges.



*St. John Fisher College is an active part of the Pittsford community.*

## B. TRANSPORTATION STRATEGIES

### *Strategy B1: Town Policy Statement on Future Road and Intersection Improvements*

The following policy statement will guide future town decisions on traffic management and on improvements to town roads and intersections. The policy statement also clearly communicates the town's viewpoint to other transportation decision makers, such as New York State Department of Transportation (NYSDOT) and Monroe County, both of which have jurisdiction over numerous roads within the town. A strong and clear policy statement is an important strategy to help ensure that the transportation issues and opportunities of today and tomorrow are addressed within a distinctly Pittsford context.

#### ***Town Policy Statement on Future Road and Intersection Improvements:***

The town does not support improvements to its transportation network simply to facilitate further development in the region's outlying suburbs, by making it easier to drive through Pittsford on the way to and from Rochester and other surrounding communities. Any proposals for road or intersection widening to accommodate additional automobile traffic, including for those roads or intersections under county or state jurisdiction, will receive careful evaluation by the town. Instead, the community is willing to accept some level of congestion as an appropriate trade-off for preserving the walkable and livable character of Pittsford. Creative solutions will need to be found for today's and tomorrow's transportation issues, starting with getting the most out of the town's existing transportation infrastructure before significantly expanding it. Significant capacity expansions to roads and intersections in the town will only be undertaken if it can be determined that they:

- (1) *Are in keeping with the town's character;*
- (2) *Provide long-lasting traffic relief; and*
- (3) *Are consistent with the town's long-term land use vision for the areas in which they are proposed.*

### *Strategy B2: Utilize Information to Address the Safety and Efficiency of the Town's Transportation Network*

The town's strategy for addressing pressure points in the transportation network will rely on management and strategic improvements. Significant capacity expansions to roads – widening, new lanes, etc. – will be a measure of last resort, particularly as such measures often yield short term results at best and can often exacerbate the original problem in the long term. By making the most of its existing transportation network, the town can minimize the need to increase its capacity and the resulting detriment to community character. Key to management of the transportation network and the identification of appropriate improvements is

information. The more information the town has at its disposal, the better able it is to fine-tune its responses to transportation issues. Moreover, an informed town is in a strong position to advocate for itself when it comes to taking part in regional transportation conversations and decision making. Where possible, the town should partner with regional transportation entities, such as the Genesee Transportation Council, to avail itself of all available information on the town's transportation network, and its relationship to the region's transportation network. The following sub-strategies are designed to keep the town as informed as possible with respect to the dynamic conditions of its transportation network.

***Strategy B2.1: Develop and continuously update a Roadway Monitoring System that includes major intersections to identify physical and operating conditions throughout the town's transportation network***

A Roadway Monitoring System can be established by the town to monitor conditions at major intersections within the town's transportation network. Detailed information and monitoring can help the town to make fully informed decisions about how best to improve safety and efficiency of the town's transportation network. Information analyzed and tracked can include physical conditions, such as the quality of pavement; pavement markings; traffic signs and signals; and how well such items perform with respect to safety, efficiency and the needs of pedestrians and bicyclists. Future land use decisions can also be informed by a more thorough understanding of the transportation network. Periodic updates to the Roadway Monitoring System will ensure that information is up-to-date and allow the town to monitor trends and patterns over time.

***Strategy B2.2: Develop a Travel Time Study of the major transportation corridors in Pittsford***

Similar to a Roadway Monitoring System, a Travel Time Study evaluates the efficiency of a transportation network. A Travel Time Study, however, does not limit itself to intersections, but extends its focus across the transportation network. In particular, it evaluates the amount of time it takes to travel through various segments of the transportation network and identifies specific points of congestion and delay. A Travel Time Study can also help paint a picture of broader town and regional traffic patterns. In addition to informing decision making by the town, information gathered from a Travel Time Study can be proactively shared with the public, posted on the town's website for instance, to educate travelers about most optimum times to travel the various corridors in the town.

***Strategy B2.3: Continue to utilize corridor studies and project-specific traffic studies to review and mitigate the traffic impacts of new development***

The Town of Pittsford regularly conducts corridor studies for area-wide transportation planning and often requires traffic impact studies as part of the review process for proposed development projects. In some cases, the town has required proposed projects to be modified and/or scaled back, in order to mitigate traffic impacts. The town will continue to study and monitor the conditions of its most heavily trafficked

corridors and review and mitigate traffic impacts associated with new development. Review of potential traffic impacts will be undertaken in the context of surrounding land uses. Approaches for mitigating traffic will focus on maintaining quality of life, while allowing for a reasonable level of development on a given project site.

## ***Strategy B3: Proactively Engage Regional Partners to Address the Town's Transportation Issues***

Traffic issues and opportunities neither begin nor end at the town's borders. In fact, as the town reaches full build-out, the transportation issues it faces will be increasingly influenced by what takes place outside the town, particularly in newly developing communities located at the periphery of the metropolitan area. To this end, the town will need to continue partnering with regional transportation entities, such as Monroe County, the Genesee Transportation Council (GTC) and NYSDOT, and with neighboring municipalities to address and solve transportation issues within the town, as further described in the following sub-strategies.

### ***Strategy B3.1: Continue to partner with regional entities such as Monroe County, the Genesee Transportation Council and NYSDOT to address town transportation issues***

The Town of Pittsford should continue to partner with transportation agencies in the region (Genesee Transportation Council [GTC], Monroe County, and the NYSDOT) to take advantage of opportunities for maximizing the safety and efficiency of the existing roadway system. For example, simple enhancements to signalization (such as left turn arrows, coordinated signal timing, etc.) could improve the safety and function of difficult intersections. Such improvements are best implemented on a regional level. Well-defined crosswalks and walk/

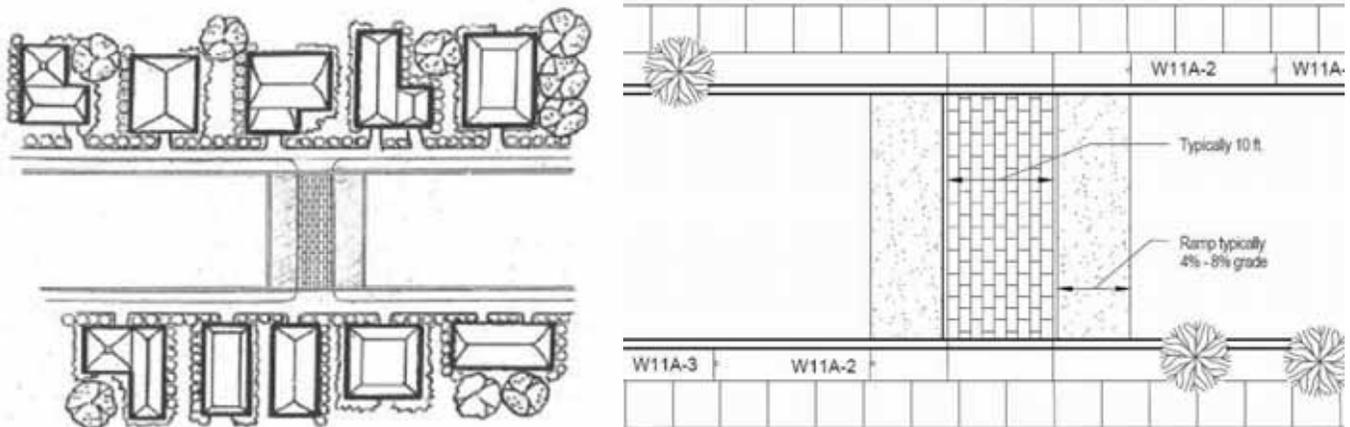


An image from the Genesee/Finger Lakes Regional Planning Council (G/FLRPC) recently completed a report entitled *Optimizing Transportation Infrastructure Through Effective Land Use: Opportunities for Transit Supportive Development in the Greater Rochester Area* (2008).

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don't walk signals (where appropriate) could improve the safety of intersections for pedestrians on the numerous roads and intersections in town that are under the jurisdiction of the county and the state. Well-maintained roadway shoulders could improve the safety and function of roadways for bicyclists. In the longer-term, if and when fiber is extended into Pittsford on Monroe Avenue or along other corridors, Intelligent Transportation Systems (ITS) technologies could further enhance the efficiency of these corridors without significant physical alterations.

A concern that has been repeatedly expressed by the public is the apparent lack of knowledge on the part of motorists about the relatively new state law requiring cars to stop for pedestrians in a crosswalk (in particular, at non-signalized intersections). Unlike in other states that have had such laws in place for many years, drivers here are not accustomed to stopping for pedestrians who are waiting to cross. The town, with the village and other partners in the region – such as the Genesee Transportation Council, Monroe County or NYSDOT – could develop an education and enforcement campaign around this issue to raise awareness of this important rule.



Illustrations of a Raised Crosswalk, from the Pennsylvania Department of Transportation's publication entitled, "Pennsylvania's Traffic Calming Handbook" (Publication No. 383, January 2001).

As an implementation activity following the adoption of the 2009 Comprehensive Plan Update, the town could potentially initiate a joint meeting with Monroe County, NYSDOT, GTC and other transportation partners, as appropriate, to discuss the transportation goals and strategies contained in the plan and how regional partners could help to achieve them.

### ***Strategy B3.2: Continue to partner with adjacent communities to address town transportation issues***

While municipalities operate independently of one another, there are many issues that cross municipal borders, not the least of which are transportation issues. As Pittsford reaches build-out, future traffic pressures will have increasingly less to do with development activity within the town and more to do with what goes on outside it, in particular, land use and transportation decisions made in newly developing

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communities beyond Pittsford. To this end, the town should continue to partner with adjacent communities to solve regional transportation issues. Working together, Pittsford and similarly minded communities can ensure that their voices are heard at the regional, state and federal levels when it comes to transportation planning. The town may also wish to partner with neighboring communities on joint transportation management planning for transportation corridors that cross municipal boundaries. Regional planning agencies routinely support and fund such joint efforts.



*Main Street in the village is a central node of activity in Pittsford.*

A brief summary of current planning efforts in adjacent communities and their relevance to Pittsford, including transportation related issues, is provided on page 29.

### ***Strategy B4: Identify and Implement Improvements to Make Pittsford Walkable and Bikeable***

Town residents appreciate and utilize the town's network of trails and sidewalks. Many town residents also bicycle for recreation and health benefits, and as a means of getting from "Point A" to "Point B." Fortunately, the town has been proactive over the years, assembling an impressive system of sidewalks and trails. As the town approaches build-out, it will be important to build on the existing system of trails and sidewalks, as well as to look for opportunities to safely accommodate the needs of bicyclists. The following sub-strategies provide guidance on how to achieve this.

#### ***Strategy B4.1: Incorporate the needs of pedestrians, bicyclists and public transit users during all stages of the implementation of road and development projects in the town, including but not limited to planning, design and construction***

Any development project or road project proposed for the town should be viewed as an opportunity to address the needs of pedestrians, bicyclists and public transit users. Addressing such needs early on in the project planning and review process ensures that they can be accommodated, as appropriate. It is equally important to ensure that such needs are followed through within the construction phase of a project. In the long run, planning for and accommodating all modes of transportation in conjunction with development and road projects makes sense, rather than trying to retrofit roads and neighborhoods with pedestrian and bicycle amenities at a later date. Lastly, the town may also consider proactively providing new trail and sidewalk connections independently, as opportunities arise.

## ***Strategy B4.2: Use the Potential Sidewalks and Trails Map (Map 6) as a guide to completing the town's trail and sidewalk systems***

For many years, the town has been incorporating trails and sidewalks into development projects through the project review process. The town has also implemented trails and sidewalks independently, through direct capital expenditures and/or in conjunction with capital projects in the town, such as the reconstruction of roads. When projects come before the town for review and approval, or when plans for capital projects are formulated, the *Potential Sidewalks and Trails Map* (Map 6) should always be consulted to ensure that opportunities for completing and extending trails and sidewalks can be considered and potentially implemented as part of the project.

Creating “loop trails,” in particular, is a priority. A loop trail is a trail or sidewalk circuit that allows the user to return to the beginning point without having to double-back - i.e., the opposite of a dead-end trail/sidewalk. Looped trail and sidewalk circuits are not only more interesting, but provide more opportunities for connections to important destinations and to adjacent branches of the trail and sidewalk system.

In general, priority should be given to the following trail and sidewalk goals:

- Extend existing trails to create long-distance trail experiences
- Close gaps in the trail and sidewalk system
- Make connections between trails, sidewalks, parks and other destinations
- Create loop trails
- Expand access to the Erie Canal Trail

It should be noted that the *Potential Sidewalks and Trails Map* does not depict every possible future sidewalk and trail segment in the town. Therefore, opportunities for pursuing sidewalk and trail connections not shown on the map should also be considered by the town – see Strategy B4.3.

## ***Strategy B4.3: Pursue additional trail and sidewalk connections beyond those depicted in the Potential Trail and Sidewalk Map, as opportunities arise and/or as strategically identified by the town***

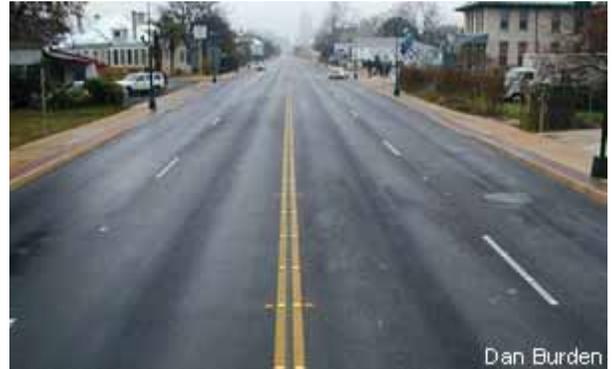
As noted in Strategy B4.2 above, the town's *Potential Sidewalks and Trails Map* is a good starting point for identifying trail and sidewalk extensions. However, as also noted above, not every possible trail and sidewalk segment is depicted on the map. Therefore, while the provision of new sidewalks and trails should start with a consultation of the Potential Sidewalks and Trails Map, any trail or sidewalk segment that improves the functionality of the overall system should be considered, regardless of whether it is shown on the map – particularly segments that complete loops. The best time for exploring opportunities for new trail and sidewalk segments not specifically depicted on the Potential Sidewalks and Trails Map is still during the planning phases for proposed development and road projects in the town. The conditions

and location of the project site, the scope of the proposed project, and the proximity of existing trails and sidewalks to the site are just some of the factors that can be weighed when considering trail and sidewalk extensions not shown on the map.

## *Strategy B4.4: Evaluate the town's major transportation corridors for opportunities to make them more attractive, safer and pedestrian- and bicycle-friendly*

Though major roadway capacity improvements are not envisioned in this plan, there are several corridors and a few specific locations (around nodes of development) where enhancements to the street system might be appropriate. In general, corridor enhancements would seek to make particular corridors safer and more appealing for a variety of users: pedestrians, bicyclists, automobiles, and perhaps public transportation if applicable. Around particular nodes of development in the community, enhancements would be aimed at slowing down automobiles and improving the design character of the street in context with the surrounding area.

An example of a corridor that might be appropriate for study is East Avenue north from the Village of Pittsford. Sections of East Avenue have four travel lanes, two in each direction. Observations and public comments indicate that this cross-section might actually provide excess vehicular capacity. If that is indeed true, there would be an opportunity to evaluate whether a "road diet" (a reduction in pavement width) might be appropriate. Shrinking the road could make it possible to add a walking path or sidewalks, and/or a bike lane to improve non-vehicular travel. These pedestrian and bicycle improvements could connect to existing sidewalk and trail systems in the neighborhoods and college campuses along the road, and connect these areas to other parts of Pittsford, including the Village, and to the Town of Brighton.



*Road Diet. Top: Original road. Middle: After road diet – four lanes become three lanes plus bicycle lanes. Bottom: mid-block pedestrian crossing island added in the center lane.*

*Similar techniques should be considered for specific corridors in Pittsford; however, these could be designed more in keeping with Pittsford's unique community character.*

*Photos by Dan Burden from <http://www.saferoutesinfo.org> - National Center for Safe Routes to School (funded by the U.S. Department of Transportation Federal Highway Administration)*

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Another corridor that could benefit from additional attention is the Monroe Avenue Corridor. Though the town has been successful in fostering the revitalization of the commercial district on Monroe Avenue, dramatically improving the design and function of this suburban commercial strip, and controlling development in the transition zone between French Road and the Village of Pittsford, there may still be additional opportunities for improvement. For example, Monroe Avenue is one of the main corridors in Pittsford where enhanced public transportation could be viable in the future. The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) recently completed a report entitled, *Optimizing Transportation Infrastructure Through Effective Land Use: Opportunities for Transit Supportive Development in the Greater Rochester Area* (2008), which looked at the possibility of applying transit supportive land use and design practices to particular corridors in the region, including Monroe Avenue.

The G/FLRPC report is intended for municipal boards and officials. It provides recommendations that they can use to “encourage transit-supportive development (TSD) along these corridors.” The report describes TSD as “a land use technique that calls for focusing public and private investment into clearly defined areas where several transportation options are readily available to the people who live, work and recreate within those areas. Typically, TSD projects consist of mixed-use (some combination of residential, commercial, institutional, and

recreational land uses) developments that are designed to provide their inhabitants with a range of viable transportation options.”

Monroe Avenue is part of one of the three “regionally significant public transportation corridors in the Greater Rochester Area” considered in this report. Running from Irondequoit Town Center on the north, to the Village of Pittsford on the south, this corridor – known as “Corridor A” in the study – is based on Regional Transit Service’s Route 7. Nine “nodal points” along the corridor are identified; these nodal points “represent regionally and locally significant residential, commercial, educational, institutional, and recreational centers of activity.” The Pittsford Plaza area and the Village of

## *What is a Node?*

The term “node” in this plan is used to denote an area of concentrated land uses and activity, relative to the surrounding context. In the Town of Pittsford, an obvious node is the Village of Pittsford itself – with its fine grained mix of uses (restaurants, offices, public buildings) and its pedestrian-friendly setting. However, a node can be something much simpler, such as a post-office, or a neighborhood school. When it comes to transportation planning, nodes have different requirements than surrounding areas. For instance, in a node, facilitating pedestrian movement across the road is as important, if not more important, than facilitating movement along the road. Communities can strengthen nodes by providing amenities such as sidewalks and crosswalks, and ensuring that transportation policies, including the design of road improvements, help to reinforce nodes and the “sense of place” that they possess. In addition to transportation strategies, communities can also support and reinforce existing nodes by adopting land use policies that allow for a mix of uses and increased activity.

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Pittsford are the final two nodes discussed for Corridor A. Recommendations for each node generally “focus on improving pedestrian connections within and around Nodal Points; encouraging higher density, mixed-use development projects in the Nodal Points; and general urban design recommendations aimed at improving the functionality and appearance of the streetscape of pedestrians and public transportation users.” Over the long term, some of the ideas from this study could be advanced by the town in concert with its partners in the region as investments



*When the Cheesecake Factory wanted to open a new store along Monroe Avenue, the Planning Board worked closely with the store designers to ensure that the building would be an attractive addition to the commercial corridor.*

in improved public transportation (such as Bus Rapid Transit or others) are considered. In the short term, simple improvements such as additional bus shelters would make the existing bus service in this corridor more attractive for those who need or choose to utilize public transportation.

Some corridors, or portions of corridors, could benefit from simple efforts at beautification. Additional trees and landscaping can significantly improve the character of these corridors. Using Monroe Avenue as an example, the commercial area around Pittsford Plaza has been greatly enhanced in this manner. However, the transition area between French Road and the village could be improved by planting street trees and other landscaping to reinforce the largely residential nature of this portion of Monroe Avenue.

The most obvious “node of development” in Pittsford is, of course, the village. As noted elsewhere, the village has worked to improve its streetscape design and enhance the safety and function of the pedestrian environment along its principal streets over the years. The town has fully supported these efforts in the past and will continue to do so in the future. Outside of the Village of Pittsford, there might be a few much smaller nodes in the town where similar treatments would be appropriate. In particular, on state and county highways where posted speed limits tend to be higher, the town will continue to advocate for speed limit reductions for short sections that travel through small concentrations of development (certain neighborhoods, near schools or other institutions, small commercial areas, etc.). Reinforcing the desire for slower speeds through traffic calming and context sensitive design along and adjacent to these short sections of roadway could greatly enhance the safety and character of these areas. It must be noted that while it can advocate, ultimately the town has no jurisdiction on setting speed limits on state and county roads. However, both Monroe County and New York State Department of Transportation (NYSDOT) rank transportation safety – for all users of the transportation network – as the highest priority. Therefore, both Monroe County and NYSDOT should be at the table to address

# TOWN OF PITTSFORD

safety issues at the town level on roads under their respective jurisdictions and across the town's entire transportation network – since all roads in the town, regardless of their jurisdiction, connect and relate to one another.

Whenever the town engages in a study of these transportation corridors or nodes, it will do so in partnership with adjoining neighborhoods and abutting land owners to ensure that proposed solutions are contextually appropriate. The town should be opportunistic about pursuing these efforts, looking to its partners in the region and at the state and federal levels for funding and technical assistance. Finally, the study of transportation corridors or nodes in the town should always consider options for enhancing connectivity between parts of the town, including integration with the town's trail and sidewalk systems.

## ***Strategy B5: Pursue Traffic Calming Measures and Beautification across the Town's Transportation Network***

The town's road network is more than a transportation network – it helps to define the character of the community and serves as a setting for where residents live, work and play. Calming traffic on town roads, particularly neighborhood roads and major travel corridors, is key to ensuring that roads contribute to the town's quality of life. Strategic beautification of key transportation corridors, and at key town gateways, can also go a long way to improving quality of life. Lastly, with a tried-and-true set of best practices for traffic calming and beautification to follow, the town can implement such improvements efficiently and consistently across the community. The following sub-strategies were developed with these ideas in mind.



*Planted median slows traffic on this state highway and creates an attractive gateway to downtown Saratoga Springs.*

### ***Strategy B5.1: Pursue traffic calming measures***

While town policies and practices over the years have increased the amount of trails and sidewalks in the town, and the village has made a commitment to a pedestrian friendly downtown, pedestrian safety and automobile etiquette with respect to pedestrians remain a concern to many residents. There are a number of roads in the town where speeding has been noted to be a problem – both on neighborhood streets as well as larger through streets. Speeding raises safety concerns and can negatively impact the quality of life for surrounding residential neighborhoods. The town should explore strategies for effectively discouraging excessive speeds, particularly in noted problem areas. Combinations of enforcement and design solutions (i.e. traffic calming) should be considered.

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### *Strategy B5.2: Beautify the town's important transportation gateways and corridors*

A community's character is largely established by the roads that traverse it. Aesthetic improvements to roads, intersections and community gateways can therefore greatly enhance community character. Even modest improvements – the strategic placement of a flowering tree, or the planting of groundcover – can have a big impact. The town should identify opportunities along its transportation network for beautification. The landscaped triangle at the intersection of East Avenue and Fairport Road, opposite the entrance to St. John Fisher College, is a good example of how relatively modest landscaping improvements can make a big difference.

### *Strategy B5.3: Develop a toolbox of best practices to address safety and aesthetics of the town's transportation network*

The Town of Pittsford, in cooperation with the village and/or in partnership with other municipalities or the GTC, should develop guidance documents for traffic calming and gateway improvements. Utilizing examples from communities around the country, several state DOTs, and organizations such as the Institute of Transportation Engineers (ITE), a traffic calming primer could be developed to demonstrate preferred methods for traffic calming in the town or the region. At a minimum, the tool box should provide guidance on customized traffic calming measures for major and minor town streets and gateway techniques that could be applied with consistency at important town and town/village gateways. Where available, inspiration should be drawn from successful local examples.

Similarly, design guidelines for important entranceways or gateways to the community could be developed to improve the sense of arrival to Pittsford along key corridors into the community. Consistent design practices (planting choices, materials, colors, etc.) could help to reinforce overall community character, while variations could respond to the unique qualities of the particular location.



*Traffic calming in action. Left: bulb outs, raised median, and textured crosswalk in Oregon. Right: speed table with crosswalk in New Jersey.*

## C. PARKS AND RECREATION STRATEGIES

### *Strategy C1: Update the Town Park and Recreation Master Plan to Identify and Provide Solutions to the Parks and Recreational Needs of the Community*

Many different parks and recreation needs and opportunities have been brought forth by residents who participated in the planning process for this plan. Some participants expressed concerns about the overuse of fields, especially at peak hours and expressed the desire for additional field space, or a centralized area for field sports. Others identified the desire for a new recreation center in Pittsford. Yet others expressed a desire to develop new parks or expand the types of uses within existing parks. Obviously, all of these opportunities come with a cost to the town's taxpayers. Before any improvements are made to the town's existing park and recreation system, it is important to understand the current and future needs and identify gaps and deficiencies. Once the needs are documented, the town can begin to explore the costs associated with various options to fill these needs.

Specifically, a parks and recreation master plan should include the following elements:

- Identification of current parks and recreation amenities, facilities, and programs and their capacity;
- Identification of current need/demand for parks and recreation facilities and programs;
- A forecast of future need/demand for parks and recreation facilities and programs;
- Identification of alternatives for filling parks and recreation needs; and
- An evaluation of the costs of various alternatives.



*An aerial image of Thornell Farm Park shows an extensive system of athletic fields. There are many fields distributed throughout town. A recreation needs assessment can help to quantify needs and identify if there are gaps that should be filled.*

### ***Strategy C2: Promote the Use of Parks, Trails and Sidewalks to Encourage Healthy Lifestyles for Town Residents***

Pittsford's diverse and extensive system of parks, trails and sidewalks is impressive and contributes enormously to residents' quality-of-life and health. Children, in particular, stand to benefit from easy access to such amenities, given a national trend of increasing obesity rates amongst young people. Strategic improvements to the town's parks, trails, and sidewalks, and promotion of such amenities, can help to ensure that they are fully utilized by town residents and that an active, healthy lifestyle is attainable by all residents who choose to pursue one.

#### ***Strategy C2.1: Provide safe and convenient locations to walk and bicycle***

The town's system of trails and sidewalks provides many opportunities to travel throughout the town on foot. As the town approaches build-out, it should continue the ongoing process of completing its trail and sidewalk system. The more the town's trails and sidewalks connect people to where they want to go and provide a safe alternative to driving, the more they will be used. With respect to bicycling, most any day of the year and particularly during the milder months, many bicyclists can be seen traveling the town's roads. Despite this well documented community enthusiasm for biking, there are few dedicated bicycle lanes in the town.

The most opportune time to provide trails, sidewalks and bicycle paths/lanes is in conjunction with the planning and review of proposed developments and road projects in the town. The needs of pedestrians and bicyclists should be incorporated as early as possible into the planning stages of such projects. The town's *Potential Sidewalks and Trails Map* (Map 6) should be consulted as a first step in identifying opportunities for trail and sidewalk extensions. However, this should not rule out the pursuit of sidewalks and trails not depicted on the map, particularly when they serve to complete a trail or sidewalk loop.



*Great Embankment Park provides access to the Erie Canal at the eastern edge of Pittsford.*

Because of its close relationship to transportation issues, this topic is also discussed in several strategies within the Transportation section of this plan. Specifically, Transportation Strategy B4, "Create a Walkable and Bikeable Community," and sub-Strategies B4.1 through B4.4, provide more detail on how to ensure that pedestrian and bicycle amenities are incorporated into future development and road projects. Transportation Strategy B5 discusses approaches for calming traffic on the town's roads.

## ***Strategy C2.2: Make it easier for town residents to know about and use the town trail and park system***

The town's trail and park system represents a significant town investment that greatly enhances the town's quality of life. This investment is maximized when all town residents who wish to use trails and parks, both know about these recreational assets and can access them with relative ease. Making the most out of what the town already has is the essence of this strategy.

### ***Strategy C2.2a: Enhance access, signage and parking for trails, where appropriate***

There are different types of trails that exist within the town. Trails within neighborhoods are primarily used by residents of the neighborhood. They often have limited or informal access and parking, if any. Other trails such as the Erie Canal Trail, or the trails within Isaac Gordon Nature Park, have more formal access and parking areas. As the town's trail system matures, additional trailhead access, parking, and signage may be necessary. Formalized access, parking and signage for trails can help increase the use of trails by making them more convenient and/or safe to access. Consistent signage can also help people become more comfortable using the trails once they are familiar with the town's trail signage system. The type and extent of improvements needed for trails will vary with the context of the trail. For example, trails located within neighborhoods may not need formal parking because they are accessed by people who live in the area. Other trails such as the Erie Canal Trail and the Auburn Trail may need additional access points, signage, or parking areas.

### ***Strategy C2.2b: Develop consistent, user-friendly informational materials to promote the town's trails and park system***

Informational materials (such as trail maps and website information) can help residents access and utilize parks and trails. Consistency in the design of such materials, at all locations of use (maps, trailhead signage, website, etc.) can help the trail system become more "legible" and easy to navigate for users.

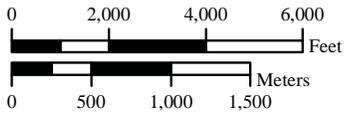
Below are some options to consider in further promoting the town's existing trails and parks:

- Develop a town-wide trail and sidewalk map to illustrate the major trail and sidewalk connections in the town.
- Create maps /brochures for parks and major town trail segments, such as the Erie Canal Trail, Auburn Trail, Great Embankment Park, and Isaac Gordon Nature Park. These brochures can provide information on how to access the trail (parking and trailheads); route options and mileage; and information about the trail experience and things to see or do along the way.
- Provide information for accessing various town trails and routes on the town website.



## Map 6 Potential Sidewalks and Trails

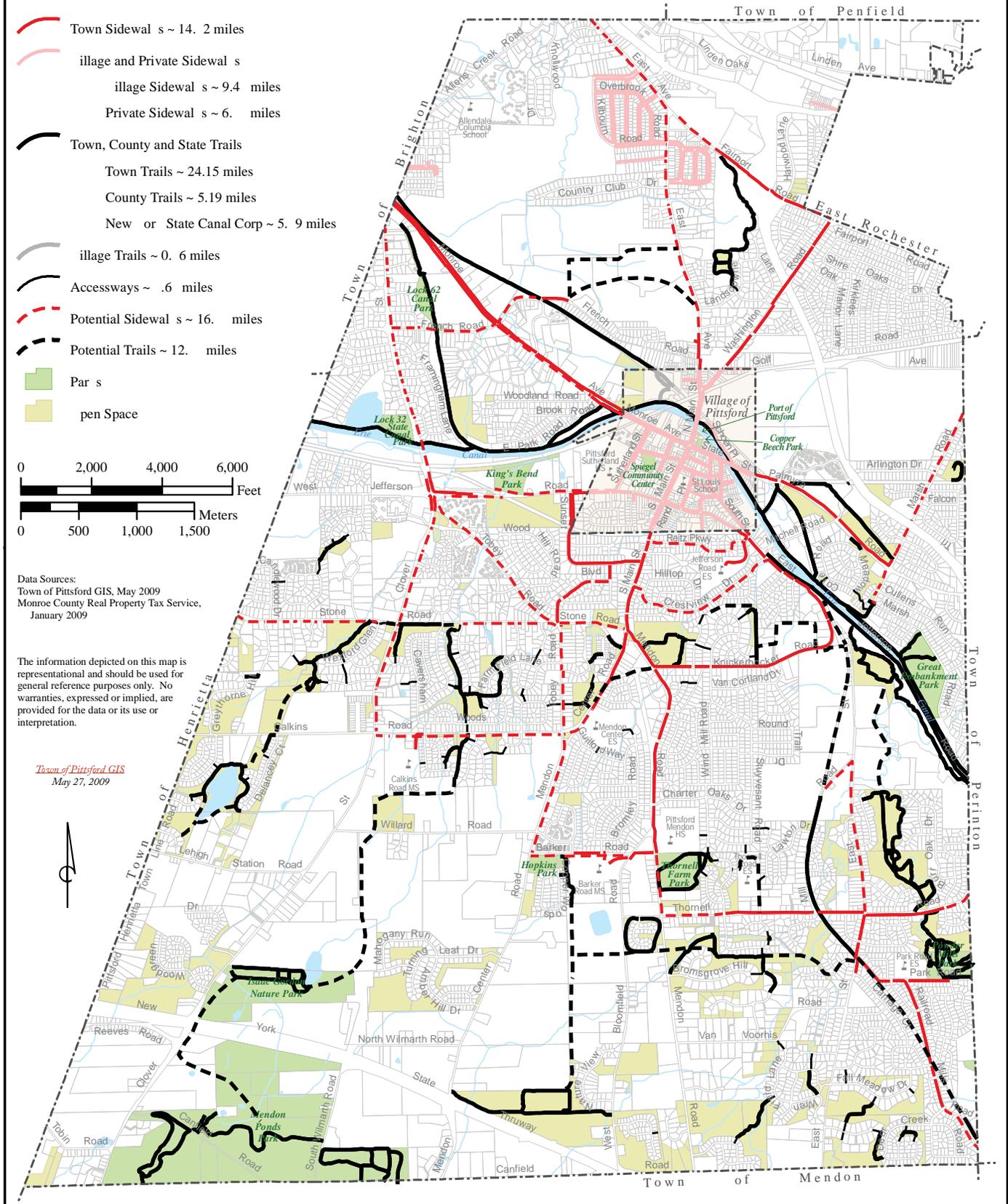
- Town Sidewalks ~ 14.2 miles
- Village and Private Sidewalks
  - Village Sidewalks ~ 9.4 miles
  - Private Sidewalks ~ 6.4 miles
- Town, County and State Trails
  - Town Trails ~ 24.15 miles
  - County Trails ~ 5.19 miles
  - New or State Canal Corp ~ 5.9 miles
- Village Trails ~ 0.6 miles
- Accessways ~ .6 miles
- Potential Sidewalks ~ 16.4 miles
- Potential Trails ~ 12.4 miles
- Parks
- Open Space



Data Sources:  
Town of Pittsford GIS, May 2009  
Monroe County Real Property Tax Service,  
January 2009

The information depicted on this map is  
representational and should be used for  
general reference purposes only. No  
warranties, expressed or implied, are  
provided for the data or its use or  
interpretation.

Town of Pittsford GIS  
May 27, 2009



### 3. CONCLUSION

The 2009 Comprehensive Plan Update strategies set forth above are intentionally “big picture” and comprehensive in nature in order to provide guidance to the town for years to come. Implementing the strategies will occur over several years and will in some cases happen as funding is available to support them. Moving forward, it will be necessary for the town to prioritize which strategies to initially implement and focus on. The town’s success in implementing its past plans has rested on this focused approach. To this end, priority strategies for implementation are identified and discussed in Chapter 4.



# 2009 COMPREHENSIVE PLAN UPDATE



## Land Use Goals

<b>A1</b>	<p><b>Grow Pittsford Gracefully</b></p> <p>A1.1: Balance the needs of homeowners to enlarge and improve existing homes with the preservation of neighborhood and town character and quality of life</p> <p>A1.2: Balance the re-subdivision of lots with the preservation of neighborhood and town character and quality of life</p> <p>A1.3: Ensure that infill development is in keeping with the character of the town and contributes to the town's quality of life</p> <p>A1.4: Plan for and accommodate home occupations</p>
<b>A2</b>	<p><b>Expand the Town and College Partnership</b></p>
<b>A3</b>	<p><b>Maintain Pittsford's Character and Quality of Life</b></p> <p>A3.1: Support the Village of Pittsford</p> <p>A3.2: Support the Pittsford Central School District</p> <p>A3.3: Support the long-term viability of agriculture</p> <p>A3.4: Maintain the integrity of Pittsford's open spaces</p> <p>A3.5: Continue the commitment to historic preservation</p> <p>A3.6: Ensure the town's long-term fiscal health as it approaches build-out</p> <p>A3.7: Continue to strive for a sustainable community</p> <p>A3.8: Continue to provide for a variety of housing needs</p>

## Transportation Goals

<b>B1</b>	<p><b>Adopt a Clear Policy Statement on the Level of Road and Intersection Improvements the Town is Willing to Accept</b></p>
<b>B2</b>	<p><b>Continue to Improve the Safety and Efficiency of the Town's Transportation Network</b></p>
<b>B3</b>	<p><b>Take a Regional Approach to Town Transportation Issues and Opportunities</b></p>
<b>B4</b>	<p><b>Create a Walkable and Bikeable Community</b></p>
<b>B5</b>	<p><b>Address Transportation Issues for Quality of Life and Community Character</b></p>

## Parks and Recreation Goals

<b>C1</b>	<p><b>Identify and Fill Parks and Recreation Needs for Town Residents</b></p>
<b>C2</b>	<p><b>Promote Pittsford's Parks, Trails and Sidewalks for a Healthy Community</b></p>

## Land Use Strategies

<b>A1</b>	<p><b>Update the Town’s Land Use and Zoning Regulations to Proactively Address Changing Land Use and Lifestyle Trends</b></p> <p>A1.1: Develop zoning and land use tools that balance improvements to existing homes with the preservation of Pittsford’s character and quality of life</p> <p>A1.2: Develop zoning and land use tools that balance re-subdivisions with the preservation of Pittsford’s character and quality of life</p> <p>A1.3: Develop zoning and land use tools to ensure that the development of infill properties makes a positive contribution to Pittsford’s character and quality of life.</p> <p>A1.4: Update the Town’s home occupations regulations to reflect contemporary lifestyles, while preserving the character of residential neighborhoods</p>
<b>A2</b>	<p><b>Engage in a Dialogue between the Town and the Administration of St. John Fisher and Nazareth Colleges on Matters of Shared Interest</b></p>
<b>A3</b>	<p><b>No immediate strategies are required to implement the policy statements set forth in Goal A3. Rather, the policy statements themselves should be consulted to guide actions, investments and decisions made by the town and its various boards and committees across a range of situations. Specific actions to implement the policy statements can be identified and implemented on an as-needed, context-dependent basis. Lastly, many of the policy statements simply reaffirm existing town policies. By inclusion in this plan, they support the ongoing and continued efforts to implement them.</b></p>

## Transportation Strategies

<b>B1</b>	<p><b>Town Policy Statement on Future Road and Intersection Improvements:</b></p> <p>The town does not support improvements to its transportation network simply to facilitate further development in the region’s outlying suburbs, by making it easier to drive through Pittsford on the way to and from Rochester and other surrounding communities. Any proposals for road or intersection widening to accommodate additional automobile traffic, including for those roads or intersections under county or state ownership, will receive careful scrutiny by the town. Instead, the community is willing to accept some level of congestion as an appropriate trade-off for preserving the walkable and livable character of Pittsford. Creative solutions will need to be found for today’s and tomorrow’s transportation issues, starting with getting the most out of the town’s existing transportation infrastructure before significantly expanding it. Significant capacity expansions to roads and intersections in the town will only be undertaken if it can be determined that they:</p> <p><i>(1) Are in keeping with the town’s character;</i>  <i>(2) Provide long-lasting traffic relief; and</i>  <i>(3) Are consistent with the town’s long-term land use vision for the area in which they are proposed.</i></p>
<b>B2</b>	<p><b>Utilize Information to Address the Safety and Efficiency of the Town’s Transportation Network</b></p> <p>B2.1: Develop and continuously update a Roadway Monitoring System that includes major intersections to identify physical and operating conditions throughout the town’s transportation network</p> <p>B2.2: Develop a Travel Time study of the major transportation corridors in Pittsford</p> <p>B2.3: Continue to utilize corridor studies and project specific traffic studies to review and mitigate the traffic impacts of new development</p>
<b>B3</b>	<p><b>Proactively Engage Regional Partners to Address the Town’s Transportation Issues</b></p> <p>B3.1: Continue to partner with regional entities such as Monroe County, the Genesee Transportation Council and NYS DOT to address town transportation issues</p> <p>B3.2: Continue to partner with adjacent communities to address town transportation issues</p>
<b>B4</b>	<p><b>Identify and Implement Improvements to Make Pittsford Walkable and Bikeable</b></p> <p>B4.1: Incorporate the needs of pedestrians, bicyclists and public transit users during all stages of the implementation of road and development projects in the town, including but not limited to planning, design and construction</p> <p>B4.2: Use the “Potential Sidewalks and Trails Map” (Map 6) as a guide to completing the town’s trail and sidewalk systems</p> <p>B4.3: Pursue additional trail and sidewalk connections beyond those depicted in the <i>Potential Sidewalks and Trails Map</i>, as opportunities arise and/or as strategically identified by the town</p> <p>B4.4: Evaluate the town’s major transportation corridors for opportunities to make them more attractive, safer and pedestrian- and bicycle-friendly</p>
<b>B5</b>	<p><b>Pursue Traffic Calming Measures and Beautification Across the Town’s Transportation Network</b></p> <p>B5.1: Pursue traffic calming measures</p> <p>B5.2: Beautify the town’s important transportation corridors and gateways</p> <p>B5.3: Develop a toolbox of best practices to address safety and aesthetics of the town’s transportation network</p>

## Parks and Recreation Strategies

<b>C1</b>	<p><b>Update the Town Park and Recreation Master Plan to Identify and Provide Solutions to the Parks and Recreational Needs of the Community</b></p>
<b>C2</b>	<p><b>Promote the Use of Parks, Trails and Sidewalks to Encourage Healthy Lifestyles for Town Residents</b></p> <p>C2.1: Provide safe and convenient locations to walk and bicycle</p> <p>C2.2: Make it easier for town residents to know about and use the town trail and park system</p> <p>C2.2a: Enhance access, signage and parking for trails, where appropriate</p> <p>C2.2b: Develop consistent, user friendly informational materials to promote the town’s trails and park system</p>

*TOWN OF PITTSFORD*



**CHAPTER 4  
IMPLEMENTATION**

*TOWN OF PITTSFORD*



## 1. INTRODUCTION

The Town of Pittsford's 2009 Comprehensive Plan Update represents a significant investment in understanding the needs and aspirations of the community. It will be important to continue this community dialogue into the future, in order to take the ideas set forth in this plan from concept to reality. At the end of the day, a comprehensive plan can be judged on the tangible contributions it makes to a community's quality of life. Using this standard, the town's previous two comprehensive plan updates qualify as successes. The 1986 Comprehensive Plan Update developed, among others, the concept of the town's "50-50" open space protection zoning. The network of open spaces enjoyed by residents today, is a direct legacy of the 1986 plan. Likewise, the 1995 Comprehensive Plan Update built a foundation for the Greenprint plan and project, which led to the eventual protection of over 1,200 acres of working farms in the town. Working together, town residents can help to ensure that the 2009 Comprehensive Plan Update follows in the footsteps of its predecessors. A brief discussion on funding, identification of priority implementation projects, and ideas for monitoring progress on the plan, follows.



## 2. FUNDING

Invariably, and for good reason, the question of “How are we going to pay for these ideas?” arises. Given the current state of the economy, this question is all the more relevant to town residents. While the purpose of this plan, first and foremost, is to set forth ideas and desired outcomes, it is true that the implementation of a number of the ideas in this plan will require some level of financial commitment from the town (i.e., taxpayers). This is not to say that the long-term vitality of town depends entirely or even mostly on the public sector. In fact, long-term community vitality depends on the residents themselves, who every day commit their own personal resources to bettering the community around them. However, by taking its cues from the community and town residents, the public sector, including the town government, can make decisions and pledge resources efficiently and effectively to encourage positive outcomes.

### A. GRANT PROGRAMS

There are a number of grant programs available to support town efforts to implement this plan. Since such programs and available resources are subject to frequent change, it is best to research options when an idea from this plan is being considered for implementation. Public sector agencies, particularly those at a regional scale, as well as consultants and grant specialists, can assist communities in matching goals and projects with available grant funding. That being said, two New York State grant programs bear mentioning here, as they are particularly geared to support community efforts. And while these grant programs undergo some changes from year to year, they are expected to be a reliable source of grant funding for the foreseeable future.

#### *New York State Office of Parks, Recreation and Historic Preservation (NYSOPRHP) Environmental Protection Fund (EPF) grants*

NYSOPRHP-EPF grants can provide funding to a number of different kinds of projects. Most relevant to the Town of Pittsford are grants to support park planning and development of park resources, and trail projects. NYSOPRHP-EPF grants are available for historic preservation as well, although a public or not-for-profit ownership stake in the historic resource is required. Federal tax credits for restoring and rehabilitating historic structures are also available, and are implemented in partnership with NYSOPRHP. There are a number of eligibility requirements for tax credits, including the listing of the resource or structure on the National Register of Historic Places or in a locally certified district.

#### *New York State Department of State (NYSDOS) Environmental Protection Fund (EPF) grants*

NYSDOS provides EPF grant funding through the Local Waterfront Revitalization Program (LWRP). The Town of Pittsford is eligible to receive such grants because the Erie Canal is an officially designated “Inland Waterway.” NYSDOS EPF-LWRP grant priorities and funds vary from year to year, but typically cover everything from

# 2009 COMPREHENSIVE PLAN UPDATE

parkland acquisition, feasibility studies and park improvements, to downtown revitalization – all of which are relevant to many of the concepts and recommendations contained in this plan, and the town and village’s adopted LWRP (2005). The Town and Village of Pittsford are currently implementing a joint concept study for lands adjacent to the Erie Canal that was funded through a grant from NYSDOS.

## *New York State Statewide Comprehensive Outdoor Recreation Plan (SCORP)*

Grant applications to the state for park and recreation projects are strengthened when they are supported by the goals and objectives set forth in New York State’s Statewide Comprehensive Outdoor Recreation Plan (SCORP). The SCORP is periodically updated, at which time local communities are given the opportunity to ensure that their own priorities are included in the plan.

### 3. PRIORITIES

The 2009 Comprehensive Plan Update sets forth many ideas and concepts to guide the future of the town. However, the town is not in a position to implement all or even many of the concepts at one time. Nor should it. Even individual projects will likely need to be implemented in stages. For instance, addressing the town’s parks and recreation needs starts with a study to better understand such needs and evaluate the best methods for meeting them. Additional community conversations and involvement will be needed as the details of projects move from concept to reality. An example of this is the town’s 1995 plan, which recommended protecting working farmland in the town based on community and landowner input. However, it took a series of in-depth community conversations after the adoption of the 1995 plan to advance the concept of farmland protection to reality – every step of the way.



Implementation of the 2009 Comprehensive Plan Update will require the same degree of focus and community commitment, starting with the identification of “Priority Strategies” – a discrete and digestible group of strategies that the town can begin to implement, following adoption of the plan. These priority strategies – identified below – address the issues and opportunities that emerged as most important to town residents during the course

of this project. This by no means undermines the importance and value of all other recommended goals and strategies included in this plan. Rather, the priority strategies represent a starting point for the town. As progress is made on the initial group of priority projects, new projects can be added to the list. A matrix of all goals and strategies is included on pages 78 and 79 (Chapter 3).

## A. PRIORITY STRATEGIES

### ***Update the Town's Land Use and Zoning Regulations to Proactively Address Changing Land Use and Lifestyle Trends (Chapter 3, Strategy A1)***

The town can address a number of community concerns regarding land use through a zoning and land use regulations update. Such an update would require additional community conversations and input, to ensure that solutions meet community goals and are customized to fit the Town of Pittsford's unique character.

### ***Make it Easier for Town Residents to Know About and Use the Town Trail and Park System (Chapter 3, Strategy C2.2)***

Pittsford's extensive system of trails and sidewalks lead residents to many great places - historic resources such as the Erie Canal and Schoen Place; beautiful natural open spaces such as the Isaac Gordon Nature Preserve; and places for recreation and social interaction such as the village and Thornell Farm Park. Even though Pittsford has one of the best pedestrian and trail systems in the state, many residents are not aware of the full extent of the opportunities that exist for recreation, travel and exercise along the town's trail and sidewalk network. Promotion of these existing opportunities would encourage more residents to get out and use these extraordinary amenities. This is a low-cost strategy that can be easily implemented by the town.

### ***Update the Town Park and Recreation Master Plan to Identify and Provide Solutions to the Parks and Recreational Needs of the Community (Chapter 3, Strategy C1)***

The town's park and recreation needs, specifically facilities for active recreation, are an important community concern that needs more study. Many residents raised concerns at the comprehensive plan meetings about specific recreation needs such as field space or a centralized/expanded recreation center. However, it is important that the town have a solid understanding of the current and potential future needs, as well as the associated costs, before any new facilities or expansions are furthered. Therefore, it is recommended that the town conduct more detailed assessment of the needs and desires of the community through a parks and recreation master planning process.

### *Continue to Strategically Manage and Improve the Town's Transportation Network within a Town of Pittsford Context*

It is difficult to single out any one transportation strategy identified in this plan as a “priority strategy.” This is because of the complex, dynamic nature of transportation planning and management. To this end, this transportation “priority strategy” encompasses all of the transportation strategies contained in this plan. By its inclusion here in the Priority Strategies section of the plan, transportation in all its facets is deemed a town priority. This includes addressing not only transportation related issues, but opportunities as well. Obviously, not every transportation strategy contained in this plan will be implemented at once. Some strategies are simply a continuation of existing town practices and policies, while other strategies will need to be implemented strategically, or as opportunities arise. A new town policy statement on transportation improvements (see Goal B1 and Strategy B1), however, will provide an overarching framework for transportation related decisions and approaches. As the town moves closer to full build-out, the influences on its transportation network will increasingly originate from points beyond the town – especially newly developing communities at the edge of the metropolitan area. As such, the town will need to continue to work with regional transportation entities as well as neighboring communities to address town transportation issues. Looking to the future, the town’s biggest transportation challenge – and opportunity – will arguably be to strike the right balance between efficiency and safety of the transportation network for drivers, and similar needs for pedestrians and bicyclists. In the end, it is about ensuring that the town’s transportation network contributes to the town’s quality of life from a variety of perspectives, but within a distinctly “Pittsford” context.



## 4. BENCHMARKING SUCCESS

The 2009 Comprehensive Plan Update is a living document that can and should evolve to respond to changing circumstances and new and unexpected challenges and opportunities. In fact, New York State Planning and Zoning law requires that adopted plans be reviewed on a regular basis. To ensure the success and longevity of the plan, the town should establish a process for monitoring progress made in implementing plan goals and strategies. This process could involve periodic reviews to:

- 1) assess progress; and
- 2) make adjustments to the implementation program to reflect progress, new and revised priorities and changing circumstances.

Ideally, these reviews should occur on an annual basis, with a more comprehensive review and reassessment every 5 years.



**CHAPTER 5**  
**CONCLUSION**

*TOWN OF PITTSFORD*



## 1. CONCLUSION

The Town of Pittsford is a unique community that residents are proud to call home. While the conveniences and attractions of a large metropolitan area are close at hand, the town maintains a solidly residential character, complemented by a landscape of working farms and open space. The heart of the town is graced with a historic and vibrant village



and canal. In an age when many communities lack a sense-of-place, the Town of Pittsford has a firm sense of its identity. This identity rests on a foundation of the past and clear sense of the future.

Each generation of Pittsford residents has left its mark on the town and made it the place it is today. Through this plan, today's generation of residents have the chance to write the next page in the town's history. The responsibility and privilege to do so cannot be underestimated. Nor can the ability of town residents to rise to the occasion – time and again they have demonstrated a commitment to the town's high quality of life and unique character through hard work and dedication. This process can best be described as the imperfect art of "place making," at the heart of which is a community's collective ability to address the tough questions, many of which do not lend themselves to black-and-white answers. Recognizing that nearly every solution has a trade-off, the town has nonetheless continually embraced the future through its proactive planning efforts.

The community conversation that successful place-making in the Town of Pittsford has required, may be the biggest legacy of all. Throughout this project, more than any tangible characteristic, town residents pointed to each other – the people of Pittsford – as the town's single greatest attribute. By working together to solve common problems and shared opportunities, town residents have not only invested in the town, but in themselves. Looking ahead, the implementation of the 2009 Comprehensive Plan Update will provide a new opportunity for residents to engage with one another and chart the course for the future of the town and the community.

*TOWN OF PITTSFORD*

## **APPENDICES**

**APPENDIX A: SUMMARY OF PUBLIC COMMENT**

**APPENDIX B: DEMOGRAPHIC AND ECONOMIC ANALYSIS**



# 2009 COMPREHENSIVE PLAN UPDATE

## APPENDIX A: SUMMARY OF PUBLIC COMMENT

Many public comments were received by the town in the course of this planning project and were instrumental in shaping the contents and priorities of the 2009 Comprehensive Plan Update. Comments voiced at the series of public meetings that were held for the comprehensive plan project (see page 5 of this plan for a summary of all workshops and public meetings) were recorded as they were received at the meetings. Public comments were also received in writing, the majority via an email link on the comprehensive plan project website. All comments received were subsequently compiled into a series of lists, organized under three main topic areas: (1) Land Use, (2) Transportation, and (3) Parks, Recreation, Trails and Sidewalks. These “comment lists” were periodically updated throughout the course of the project, as additional comments were received, and posted on the project website for public viewing.

Specifically, the record of comments set forth below represents comments received from the beginning of the project through the presentation of the draft plan on June 17, 2009. Space constraints in the plan required that lengthier comments, particularly written comments, be condensed for inclusion in the plan. However, in such cases, every effort was made to retain the intent and message of the original comment.

## Compiled Land Use & Zoning Comments

<i>Accommodating/Managing Growth Pressures</i>
The character of existing residential neighborhoods is being threatened by infill development in particular the placement of new homes too close to existing homes
It is important to preserve the town's historic structures and residences. Former agricultural structures could be preserved by allowing new uses to locate in such structures.
Historic preservation should be balanced with the ability to improve existing properties structures
The town should consider historic preservation districts to safeguard the character of unique and historic areas of town
The plan should address ways for allowing encouraging reinvestment in existing residential properties while ensuring that the town's character is maintained
Develop zoning that reduces the need for frequent variances. When variances are granted ensure that they are in keeping with the character of the community
Residential tear downs additions in the north end of town are a concern
Re subdivision of existing already developed lots is a concern
Develop design guidelines for new trends in residential development
Tear downs larger homes are an opportunity to improve existing housing stock
What are the fiscal impacts benefits of continuing to develop areas of town for new residential subdivisions. Is more commercial development needed to finance the town's future
The town should look to understand where and why variances are being sought and make changes to the zoning that lessens the necessity for variances without compromising the desired character of the town
Zoning should allow for flexibility for the adaptive reuse of historic structures and barns in the town as a means of preserving them
Development densities permitted by zoning in some areas of Pittsford should be re-examined to bring them into better alignment with current real estate market realities
Undersized lots in the Kilbourn Alpine area may be unnecessarily creating situations where variances are needed. The zoning in these areas should be revisited to ensure that it achieves community goals without unnecessary inconvenience to property owners wishing to improve their existing homes. Also unnecessary variance applications take up town staff time and resources. Some of the lot size variance issues with the zoning in Kilbourn Alpine may be an unintended consequence of the AA zoning district a zoning district which was created in part to deal with limitations on home occupations

## 2009 COMPREHENSIVE PLAN UPDATE

### Accommodating/Managing Growth Pressures - cont.

When variances are granted frequently and routinely even for good cause it weakens the integrity of the underlying zoning especially in the eyes of the public

The variance process has in some cases turned into a default process for giving the town the ability to provide input on residential expansions improvements However this is not the intent of the variance process

Subdivisions on smaller lots especially lots less than acres in size can raise design and layout issues such as awkwardly placed houses etc

A hybrid code that includes form based standards i.e looking at the form of new development instead of just the use and minimum lot standards could be useful particularly for areas of town where the form of development contributes to the unique character

There is a gap between the town's code and the desired state of the town and particular neighborhoods

The town should consider site plan approval for single family residential

The planning board needs some clearer guidelines to fall back on when considering applications Where neighborhood identity character is at stake design guidelines and more customized zoning can give the planning board firmer ground on which to stand when it makes decisions

The town should look at flexibility on adaptive re use of historic structures especially barns many of which are in disrepair The challenge is to arrive at solutions that are also acceptable to the surrounding neighborhoods in which the barns are located in general there is not a large market for the adaptive re use of barns for residential purposes it takes a lot of money and a committed individual

Establish a minimum lot size of acres with a set back of feet Come visit Pittsford Knolls where the houses look different and the setback is feet years ago the architecture planning board required that no two houses look alike Today it appears that bigger homes are going onto smaller lots with the same look vinyl siding Yards are small setbacks and lot sizes don't accommodate the size of the homes etc

How would incentive zoning work in Pittsford and how have previous efforts to implement incentive zoning succeeded since the Pittsford plan

The plan should consider the potential impacts of development on existing undeveloped parcels in town and plan to avoid negative impacts

Now that the town is getting close to build out should the town revisit the zoning to use more of the remaining lands for development housing commercial Should the town also consider increasing densities in some areas

The town should continue to work to protect its historic resources and buildings it is important to protect resources and neighborhood character in *all* neighborhoods

What are the growth pressures in Pittsford that the plan is attempting to address is the town pressured to grow in order to remain fiscally viable

Growing Pittsford Gracefully should be the town's highest priority

The foot height restrictions for residential development in the town have benefitted the town by helping to preserve the character of Pittsford

# TOWN OF PITTSFORD

<i>Open Space &amp; Agriculture</i>
The integrity of the town's green spaces and old growth trees should be protected
The town's zoning should be revisited. Issues to address include the over reliance on unbuildable lands for open space, the need for larger contiguous open space, and ensuring that dedicated open space provides adequate buffering.
The town needs more green space, less government and lower taxes.
The town should continue utilizing zoning to protect open space.
Use some protected open space to establish a community garden to raise organic fruits/vegetables.
Preservation of open space character continues to be a priority.
It is important that agricultural uses remain viable in the town.
Efforts should be made by the colleges to preserve open space on the campuses. Additional buffers between campus and non-campus areas may be warranted when there is an incompatibility in scale.
The town may want to look into expanding the zoning into other areas of Pittsford.
The zoning and the SRAA zoning are good tools.
The Greenprint has worked well by providing identification of areas that the town wanted to keep as farmland or open space as well as providing the mechanism to acquire and preserve these lands.
New development and open space dedicated to the town should focus on the preservation of views, farms, and scenic and cultural uses that can be appreciated and viewed from public roads.
The town should preserve the integrity of the Lock area. Redevelopment of the Wegmans site has incrementally encroached on this park resource.
The town should ensure that open space dedicated to the town as part of the zoning be good land that has scenic and recreation qualities, not just the leftover land that would not be developed anyway.
The town should continue to explore ways to augment the amount of permanently protected agricultural properties. The town still has large areas of agricultural lands and high quality soils that deserve protection and that, in addition to already protected Greenprint properties, could help Pittsford to be self-sufficient when it comes to feeding itself.
Long term maintenance of town owned Rural Conservation property left to go wild. Mow every 3 yrs.
Residents perception: residents seem to have very different ideas about how Rural Conservation lands should look, be used, accessed.
Concerns about resident encroachment onto private areas of Rural Conservation lands, sometimes they own it.
Concerns about resident encroachment onto town owned land and Rural Conservation land.
Re-examine our land use to make sure we don't tax the remaining farmers out of our town.
Recall the great press about the sunflower field along Calkins.
We need to be very cautious about residential encroachment on the beautiful fields of Pittsford.
lands, once in a conservation easement, should be overseen by a land trust.
Promote local farm stands and farmers markets as this provides a needed boost for local growers as well as a necessary connection to the good earth as we continue to move farther and farther from the reality of where things come from or how food reaches our table.
If we are not already doing so, we should get a return from our open spaces either in the form of land crop rental or the harvesting of timber.
Make sure the farmers using the town property to raise crops are putting the essential nutrients back into the soil to maintain this valuable farm land. Notice that some property is used for corn year after year without having a cover crop and get a bit worried.
Should the program be adjusted to improve results? One example given is that some areas where zoning would apply are still viable for farming. Less developed land and preserved farms could reduce traffic impacts.
Replace fallen trees in residential areas and on publically owned land.

## 2009 COMPREHENSIVE PLAN UPDATE

<i>Areas of Land Use Concern &amp; Potential</i>
The town's tax base may be overly reliant on residential. The plan should investigate whether there is room for more office and commercial land use in town.
The Russo gravel pit is a prime redevelopment opportunity that should be explored in the plan.
The plan should address the future use and development of Monroe Avenue. Veramark Singer.
Small scale commercial uses, neighborhood stores, services, should be part of the Monroe Avenue land use mix.
There should be opportunities for limited commercial development in the southern part of town, such as a neighborhood convenience store.
The Linden Avenue area should be enhanced.
There is a lack of convenient office space in the town.
The Monoco Oil site is an issue for the town but also represents a good redevelopment opportunity.
The land behind the Veramark building is a good redevelopment site.
Town colleges are reaching build out. Where and how should they expand?
The town should address and/or limit student housing, perhaps by limiting the number of non-related people living together, similar to what has been done in the Village of Brockport. Public drunkenness in areas where students live can be a problem.
The Veramark property could be a good location for a community center.
The plan should address potential reuse/redevelopment of the Russo gravel pit.
The plan should address the Linden Avenue area.
Monroe Avenue Transition (one MAT) is working well and should be preserved. It has helped to preserve trees and a buffer between the village and the commercial uses to the north west of French Road. Additionally, the MAT has created a distinctive gateway between the village and the commercial areas along Monroe Avenue.
The use of cul de sacs is good in some areas because it provides for quiet and safety.
The town should articulate a vision for the Veramark property. Monroe Ave.
The zoning in the MAT should allow for a property owner to make improvements to their commercial property.
Some commercial vehicles are being parked in residential areas and are acting as unapproved signs for commercial businesses.
The amount of traffic and parking at group homes in some residential neighborhoods impacts the safety and quality of life for neighborhood residents.
There should be an expanded scope of home occupations allowed in the town to accommodate the recent lifestyle changes that technology has wrought.
The town should look at the impacts of various home occupations and activities to limit those that have a negative impact on neighborhoods, while allowing those that can be accommodated with little or no impact.

### *Summary of Public Comment*

## TOWN OF PITTSFORD

### *Areas of Land Use Concern & Potential - cont.*

The town's policies and regulations governing home occupations and accessory residential uses such as live in nannies in law apartments etc bear revisiting

The town should do more to support the needs of small businesses particularly start up home occupations such as bakeries

The town should explore ways to make the zoning and subdivision regulations more sensitive in order to preserve unique and historical areas such as the Long Meadow Subdivision a neighborhood characterized by larger lots and historically significant homes An example of a recent change to Long Meadow is the enclosure of formerly open areas with fencing Localized design guidelines could also help to guide development in unique areas

Guidelines could be created to illustrate to the town and to landowners what desirable subdivision outcomes look like This could especially benefit unique residential neighborhoods in town such as Long Meadow

The comprehensive plan could broadly identify some of the unique areas of town and describe the qualities that make them unique

The town should explore utilizing the Monoco site for parking for village and town staff and business employees or for overflow parking for events A shuttle should run between downtown and the Monoco site at regular intervals This would be good because of the environmental problems on the site that might prevent a more intensive development of the site

The town should look at downzoning the current Veramark site Monroe Ave to limit additional development on the site since the full build under current zoning would create additional traffic congestion along Monroe Avenue

A variance granted at Monroe Avenue runs counter to the intent of the MAT zoning

There should be an attempt to limit the use of cul de sacs in zone and in other areas of the town Cul de sacs exacerbate traffic problems and make it more difficult to access public land

The town should explore the creation of a mixed use corridor in the southern part of Pittsford to provide convenient shops and services to residents in Mendon and the southern part of Pittsford This may alleviate traffic that currently needs to drive to the Monroe Avenue area for a drugstore or groceries This area should be walkable

Some absentee owners are not taking care of their properties An effort should be made to enforce regulations related to building and property maintenance Areas where this is a problem include portions of French Road and Monroe Avenue closest to Nazareth College

The high concentration of transient rental properties in the transition neighborhoods Elm Line Grove French and High street areas erodes a sense of community Working with the village a maximum rental density value in these areas should be explored Any re-zoning to rental status should be limited Out of town landlords in particular do not effectively screen renters

Additional landscaping and buffering along Monroe Avenue including street trees would help to soften and green the area between French Road and the village

The commercial strip along Monroe Avenue between Clover and the village is too dense

The density of the commercial strip along Monroe Avenue between Clover and the village is desirable as it provides a wide range of interesting and conveniently located businesses

## 2009 COMPREHENSIVE PLAN UPDATE

<i>Areas of Land Use Concern &amp; Potential - cont.</i>
The town should leverage the Erie Canal whenever possible for recreational uses or for tourism
Fix up the run down barn on Park Road in front of power plant
French Road resident concerned office development behind Veramark will negatively impact value use of his property Concerns include noise from trucks cars and parking lot lights Feels comprehensive plan should consider zoning change to residential including townhouses Also concerned about traffic and impacts to character associated with the development of town owned land along canal and Monroe Avenue
Concerned about the proposed Metro High School on the Nazareth College campus including increased traffic associated with school buses and parents including weekends Shouldn t this type of charter school fall under the jurisdiction of Pittsford schools Alternative locations should be sought for the school including Fairport
Some of the acre properties in town don t really lend themselves to the conservation subdivision process Malverne is one such property however the developer in this case wanted to do the right thing so the project was largely successful
Maintain and enhance our thinking about signage new architecture refurbished architecture to bring forward an upward movement to architecture integrity architecture improvement and the ambience of our town and village
While the concept of neighborhood retail is a good one it also poses some concerns including what to do with vacant commercial buildings if businesses fail
Pittsford Family Dentistry on Monroe Avenue is a good example of a business that has been designed to fit in with the residential scale of the surrounding neighborhood
Effort should be made to have businesses design their sites to push buildings closer to the street and place parking behind buildings
While the plan addresses residential build out there is no comparable discussion of commercial or industrial build out of the town s lands
What are the future plans for the town for development on Monroe Avenue since as the price of gas goes up the desirability of people to visit regional shopping centers could decline The success of Pittsford Plaza could have a negative impact on the village due to traffic concerns and by drawing businesses out of the village center
Tailoring land use tools and approaches to fit distinct areas and neighborhoods of Pittsford is a good idea
The moratorium on sub dividing lots and the restrictions on future applications for sub dividing in the Long Meadow historical tract is vital to Growing Pittsford Gracefully
Promote mom and pops retail establishments in and around the Town We once had uite a few
The needs of industry should be focused on more in the plan and the plan should address ways that more land for industrial uses can be identified
Design guidelines seem to only cover the transition zoning should also include the BOD and B zoning districts

### *Summary of Public Comment*

# TOWN OF PITTSFORD

<i>Housing</i>
The town needs more moderately priced homes
A diverse mix of housing stock should be maintained in the town including a mix of small and large homes
There need to be more housing options for the town s younger generation
The conversion of older homes to rentals and absentee landlords is an issue Property upkeep should be encouraged
More affordable housing and a wider range of housing types would help more seniors to be able to continue living in the town
Homes are becoming increasingly larger and more expensive which in turn is making Pittsford less affordable
There is an incentive for some people to buy houses for their children attending local colleges When bedrooms are rented out it can be a cheaper alternative than living on campus
The plan should do more to address a variety of housing needs in the town
What role are tax assessments playing in the decision making process A concern is that the increased assessments are pricing older residents out of their homes
There is a need for variety of design in new residential development

<i>Village and Intermunicipal Partnerships</i>
Redevelop and save Schoen Place barns
improve paving at Schoen Place for safety and aesthetics
The comprehensive plan should include the Village of Pittsford
There is a strong collaborative partnership between the town and village
The relationship between the town village and school district should be improved in order to provide for better coordination in the planning of land uses transportation and community facilities and services
The plan should explore the idea of consolidating the town and village
A policy statement of the plan should indicate the need for regional planning in all areas not just in looking at transportation
A big picture goal for Pittsford should be to retain the quaint pedestrian scale community center in the Village
The comprehensive plan should discuss how the town will work with neighboring communities to ensure that their growth and development does not negatively impact the town
There should be a stronger statement in the plan about regional planning issues and collaboration with regional planning agencies particularly with respect to solving traffic issues
The town should work with adjoining municipalities to coordinate zoning traffic flow etc with one another

## 2009 COMPREHENSIVE PLAN UPDATE

<i>Town Infrastructure</i>
There is a lack of public water and sanitary sewers in some areas of town
Septic tank areas should be converted to sewers
Bury overhead wires
Address frequent power outages in the Marsh Road area
Eliminate the catch basins where cattails grow mosquitoes breed and eventually willow trees take over Not to mention that these unsightly ponds are a hazard to children in the neighborhood
Recently FEMA updated the flood insurance maps for the town in some areas new floodplains were shown while in other areas the flood plain areas were increased The town is working with FEMA to attempt to show the efforts that the town has taken to mitigate existing flood issues and protect areas that are now considered floodplains so that the flood insurance maps can be revised accordingly New improved retention ponds are helping to mitigate stormwater flows
Reeves Road in the southwestern part of the town has significant drainage issues The town should work with the Town of Henrietta to address these issues
Water pressure issues should be addressed to ensure adequate fire protection in the town
<i>Sustainability, Environmental</i>
Incorporate the efforts of Pittsford Keep it Green into the Comprehensive Plan sustainability energy efficiency etc
There is a relationship between development and the cost of gas and global warming Mixed use development can help address these issues
The town and the planning board need to strengthen the protection of natural resources in the town As a part of this process the town should revisit the recommendations made by the Resource Advisory Committee as part of the plan process
The town should consider encouraging allowing the construction of alternative energy structures such as solar panels and home scaled wind facilities on larger residential lots in the town
The plan should include a broad perspective on the town's role in the global community
The town should pursue lighting standards that are night sky friendly such as a Dark Sky ordinance
SMART energy usage should be encouraged Approaches include building codes to provide incentives to developers using advanced energy saving techniques The continued development of trails sidewalks and bicycle routes and trail amenities such as resting places and secure areas for bicycles
The town should explore the idea of allowing windmills
The town should explore the idea of allowing outdoor wood furnaces
Take the care and maintenance of our trees up a notch Get the state county or our town to bring in some forestry management to areas with trees or areas where trees should grow Clean up the bad looking brush plant new trees harvest for a profit the mature trees but in general upgrade the silviculture of the town and village
Tell folks to stop feeding geese and just let them fly by with a brief stop over
Not far behind the deer problem is a looming problem with crows Look at Auburn Crows like deer can also spread disease as well as being genuinely just unpleasant
Continue the recycling program for wood chips it is great and it is green
The deer population is becoming a nuisance and will only get worse They are devastating gardens and spring flowers such as tulips Further as time goes on ticks will become a problem as well A plan is needed to not only control but to reduce the existing population for the safety of humans and for our beautiful flora
The town should consider selectively thinning mature trees in some of its town owned woods for lumber The town could generate revenue from the stumpage Additionally selective thinning thins out hazardous trees allows for smaller trees to gain a foothold and helps productive and beneficial tree species to thrive

# TOWN OF PITTSFORD

## *Fiscal Discipline & Taxes*

School taxes spending is too high

A balance should be struck between fiscal responsibility taxes and town goals opportunities

The Comprehensive Plan should look at the fiscal health of the community

The town should look at the fiscal implications of constructing more housing since most residential development costs more in services than they bring in to a local government in taxes especially for schools

A fiscal impact model could be used not only to evaluate land use policies and decisions but other decisions as well

The town should spend money on things that are necessities not luxuries especially in light of the current global financial crisis

Make government more efficient and smart so that taxes do not rise use brains to run our programs and not just bucks from an over taxed populace

My husband frequently tells me of all the money we could be saving by moving to a low tax state like North Carolina but as frequently remind him that you really do get what you pay for While we do pay A LOT we receive much and we appreciate your efforts both for your fiscal restraint but mostly for creating a community that is a pleasure to be a part of

If you the citizen throw leaves and grass into the road gutter they will plug the sewer drain and look ugly and it will cost the town and you the citizen in higher taxes which you will complain about later to clean it up

Pittsford New York State residents pay some of the highest taxes in the United States Property taxes should not be raised particularly in light of the weak economy Town officials have a responsibility to use town tax dollars efficiently It's time to cut spending High taxes are driving people out of Pittsford and out of New York State

## *Miscellaneous*

The active discussion of planning and zoning issues via the comprehensive plan process and by other planning efforts has allowed the town to be proactive putting it ahead of the curve in comparison to other communities in the region

The town should provide a better orientation to new residents that would highlight town services town history and the obligations attached to becoming a resident of the Town of Pittsford

More health care services should be provided in town

The town possesses high quality planning and code enforcement staff

Preserve the rights of property owners and clearly define expectations

It is important to understand demographic trends and statistics in order to plan for and meet the needs of town residents

Make a plan to accommodate the bright entrepreneurs of Pittsford with an incubator type location and enticements

Use more paving stones and or pavers instead of asphalt or cement

Educate the citizenry as they seem to think that the street is a dumping ground

We hope that there will be specifics in the Comprehensive plan rather than the general overview approach It is difficult if not impossible for residents to comment on generalizations of what might be

The town should identify the shovel ready projects that may be built through the proposed Federal Stimulus Plan legislation These projects should be disclosed in the plan since they will impact what may be possible with the Comprehensive Plan

*2009 COMPREHENSIVE PLAN UPDATE*  
**Compiled Transportation Comments**

<i>Problematic Intersections &amp; "Pressure Points"</i>
The town needs to look at problem intersections but also at the bigger transportation perspective
Pittsford Plaza growth has been great for the town but has also caused more traffic along Monroe Ave
Additional development along Monroe Avenue could create traffic problems along the Monroe Avenue Corridor Areas of concern include Veramark the Pittsford Colony property and Pittsford Plaza New development should not decrease the level of service along Monroe Avenue at key intersections and along other roads
The benefits of additional development and revitalization of Monroe Avenue Pittsford Plaza exceed the costs of additional traffic
The town needs to make the connection between land use and transportation
Woodland Road left turn only out to Monroe is difficult to get out of
Traffic impacts for new development in the town needs to be assessed
Drivers at French Road and Monroe have to sit through up to light changes to make a left onto westbound Monroe Left turn arrows on both sides of Monroe are needed for turning movements
Concerns about safety at the so called Crash Corner of Jefferson and Main Streets
The town should look at providing roundabouts at some intersections including at the intersection of Jefferson Road and South Street
East Street and Knickerbocker Road intersections at Jefferson Road should be realigned to create right angled intersections The double back effect at Knickerbocker is a remnant from when a railroad track was in the way t s long gone now
The town should take a proactive role in transportation planning and not rely on other organizations such as NYSDOT whose solutions often involve bigger intersections and wider streets that are out of character with the town New developments should be re uired to identify traffic impacts and it is better to review collective impacts of development than looking at each pro ect in isolation The new rear exit road from Nazareth onto French Road and expansions to Pittsford Plaza have resulted in large traffic impacts to ad acent streets such as Monroe Ave Clover St and French Rd
The town needs a better partnership with other local towns especially Brighton in estimating the traffic impact especially on Monroe Avenue of future developments Other roadways Jefferson Road etc in Pittsford are also a concern
The plan needs to address traffic management Pressure points include Jefferson Sutherland village Main St Monroe Timing of traffic signals could help
Provide a left turn arrow at busy intersections Jefferson Main French Clover French Monroe Mitchell Jefferson
Traffic flow timing of lights need to be improved
nvestigate highway by pass around town village
Widen some roads to lanes Jefferson and Main for example
There is a bottleneck in the area of the Canal Bridge and railroad tracks along Monroe Avenue that constrains traffic
Provide a bridge over Monroe Avenue for the Railroad

## TOWN OF PITTSFORD

### *Problematic Intersections & "Pressure Points" - cont.*

Sutherland Monroe is a problem intersection
Mitchell Route Route is a problem intersection
The Main Stone intersection should be improved as recommended in the comprehensive plan
The railroad crossing at Monroe should be upgraded
Traffic backups on Monroe Avenue should be addressed
The timing of traffic signals along Monroe Ave from Veramark to the village should be improved
The Monroe Ave train trestle needs to be repainted Trains should be slowed down at this location
The village should look into incorporating one way streets in some areas particularly in Schoen Place Perhaps the railbed could be utilized as a one way street as well
The Town should look at county transportation plan for potential transportation related projects
Reliance on cul de sacs have limited the ability of the town to create a system of parallel roads so traffic is forced onto the main roads in the town creating congestion
If bottlenecks are not addressed traffic will continue to be pushed off the primary roads that should be carrying the traffic and onto residential streets that should not
Jefferson Road eastbound at Sutherland where there is no left turn lane Long backups here even when traffic is not heavy At least provide a shoulder for through traffic to keep moving and not get stuck waiting for a left turning vehicle
South Main Street and Jefferson no left turn lanes There is almost enough width and vehicles can get by left turning vehicles at times but it's tight and unpredictable This intersection has substantial backups during the peak hours
Waits have amounted to as much as minutes at the intersection where Route meets Mendon Center Road and Stone Road Milepost When will this intersection be fixed
People may not mind sitting in traffic here and there but let's not go so far as to become dysfunctional The detrimental environmental impacts of long delays and congestion are significant
Conventional wisdom regarding traffic management is not always right Sometimes solutions cause more problems For instance enlargement of an intersection to solve a congestion problem may ultimately make the intersection more difficult to negotiate
Concerned about increasing traffic coming into the Town of Pittsford from the new development southeast of town Many people living in these areas drive up Route turn right at Tobey Road and then onto Main Street and the village One solution is a bypass route that comes out at Clover Jefferson The State is making improvements to that intersection and Pittsford should take advantage of that work Another solution is widening of a road between Lusk Farm and Clover to accommodate extra traffic There may also be a way to route traffic over Clover via a road placed further south so that traffic never gets to the corner of Route and Tobey
The town and village are working together to address concerns about signal timing in the village particularly at Main and State Street It appears that the New York State Department of Transportation recently altered the signal timing which has led to traffic back ups in the town village
The plan should do a better job describing traffic and transportation issues in the town During rush hour it can take approximately minutes to go across the village from Nazareth to Reitz Parkway Several intersections were specifically mentioned for improvements including the intersection of Main St and Jefferson Road and South Street at Locust Street in the village
Many transportation issues are joint town village issues

## 2009 COMPREHENSIVE PLAN UPDATE

### *Safety and Quality of Life*

Drivers should be reminded not to block side roads perhaps signage A specific location mentioned was at Woodland and Monroe

Use traffic cameras to capture speeders and other traffic offenders including people that do not stop at crosswalks

Traffic on Woodland is going too fast Too many people are using the road as a speedway Traffic calming measures should be investigated

The village is great to walk around but can be dangerous

Cars are not slowing down at crosswalks There is a need for education and a change in driving culture to respect and defer to pedestrians

Many crosswalk signs posted in the crosswalks are battered and do not inspire confidence in pedestrians

Other areas have been successful in alerting drivers to pedestrian rights through both education and enforcement activities These include Toronto Portland OR New Jersey and Massachusetts

Perhaps the town could utilize undercover crosswalk cops to enforce pedestrians legal rights in the crosswalk

Drivers are speeding \_\_\_\_\_ MPH on a \_\_\_\_\_ Max MPH road on roads with soft or no shoulder A specific road mentioned was Stone Road

The development of businesses between French Road and the village line along Monroe Avenue may cause similar traffic issues related to ingress and egress Note many parts of Monroe Avenue in the Town of Brighton between Highland Avenue and \_\_\_\_\_ Corners

The town should be aware of landscaping and aesthetics along its roads Some of the good examples are the areas along Monroe Avenue near Pittsford Plaza including Wegmans and Wendy's On the north side of the road from Blockbuster to French Road landscaping has not occurred

Would it make sense to place the East Avenue Fairport Road area on a road diet to provide additional areas for sidewalks and trails while preserving traffic flow

Look into the concept of peak hour reversible lanes along some main roads in the town

Work with the School District to limit student vehicle use Additionally request that the school go to a closed campus

The town should remember that as traffic and congestion increases people will find alternatives potentially through existing neighborhoods

Concern about the development of the Monoco Oil Property and its impact along Monroe Ave

Signs should be placed at the Railroad gates reminding people not to stop past the white line so they are not stuck on or near the tracks when a train is approaching

There is a lack of streetlighting on French Road

The town needs to improve pedestrian safety particularly at major intersections

Utilize traffic calming measures

Speed control and enforcement are needed on town roads

The noise and aesthetics associated with \_\_\_\_\_ and the Thruway should be addressed

There should be a standard \_\_\_\_\_ mph speed limit on town residential streets

Jefferson Road going west out of the village is a problem area mainly excessive speeds

### *Summary of Public Comment*

## TOWN OF PITTSFORD

### Safety and Quality of Life- cont.

The safety of walkers and drivers in the village should be addressed

Better signage and enforcement of speed limits is needed

Provide more attractions and buggy rides

Wheelchair accessibility in the town should be addressed

The 35 mph speed limit on French is appropriate given the number of senior citizens children and the driveways However an additional 35 mph sign needs to be placed just before or on the curve when heading east on French The first speed sign when heading east is just before the hill leading up to the SSJ nursing home There is not another sign until one passes Winding Rd

Cars speed up to climb the initial incline near the apartments and then do not slow down The new speed sign does not need a separate pole it could be placed on the pole with one of the existing caution curve arrow signs The sign just before Dr Collins box house would be a logical choice because it is not in anyone s front yard

People are currently walking and bicycling along many important town roads even though some of these roads do not have adequate room for walkers and bikers

Awkward design of turning lanes can pose safety problems for users particularly bicyclists A specific example of this is the intersection of Tobey at Clover where three lanes merge into two A clearer indication of turning lanes potentially with yellow reflective paint could help to clarify rules governing turning movements

Every effort should be made to reduce the noise pollution in town from the roadways such as French Road Noisy road surfaces make it too loud to sleep with the windows open Because Pittsford is surrounded by expressways thruway and has little control over those road surfaces every effort should be made to quiet the roadways the town does control Noise is one pollutant that has steadily increased over the past 20 years and negatively impacts the community

Within the last two months traffic has increased in the village at almost all times of day and with it has come a hostile and unsafe atmosphere Massachusetts specifically the Boston area is notorious for horrific traffic and horrific drivers but in the historic village of Concord the streets are as mannerly as can be with cars honked at by other motorist for failing to yield to pedestrians it s a whole other driving world there we need some of that until you have this squarely in hand and under control don t think there is any use in bothering to pursue extensions to the sidewalk system you must first make it safe

In areas such as along Monroe Avenue near Pittsford Plaza and in the village pedestrian improvements should be a higher priority Large parking lots are difficult to cross for pedestrians

In some areas particularly in the village parking spaces are too close to intersections

Nice work by the way in redoing the cement gutters along suburban streets instead of tarring and chipping over the old work recall citing the tarring and chipping of these gutters as being just plain ugly quite a while ago and the practice seemed to cease

Along Boughton Avenue in the village parking on both sides of the street makes it hazardous However the parked cars also slow down automobile traffic which in turn may make conditions safer for pedestrians and residents of the street

Motorists in downtown Pittsford are gradually modifying their habits to be more respectful of pedestrians since pedestrian yield signs among other things were deployed some years ago Other design improvements could help with pedestrian safety such as more uniform consistently designed crosswalks

## 2009 COMPREHENSIVE PLAN UPDATE

### *Public Transportation*

RTS should provide public transit between the Marketplace Mall R T area and the Village

There should be an internal circulator within the town connecting the village apartment complexes the Nazareth and St John Fisher campuses and Pittsford Plaza This could serve a mixture of users including students seniors and other residents of the town

The Elderberry Express shuttle service for seniors should be evaluated and potentially enhanced

The plan should address public transportation

Shorter smaller RTS buses should be utilized in the town

Reinstitute trolley service in village possibly to Rochester

Bus shelters should also be provided on the Pittsford Plaza side of Monroe Avenue

French Road is a narrow road and it should not be accommodating RTS buses There used to be a weight limit sign on French Road thinks it was ton When neighbors agreed to allow the re zoning variance for the Sisters of St Joseph to build their nursing home they never agreed to having RTS bus service to the nursing home f French Road is going to be used as a regular RTS bus route residents have the right to know about it in advance and be given time to sell their properties

Bus service is needed along Jefferson between the village and Marketplace Mall

### *Parking*

There needs to be an education program to let people know about where parking is in the village There is no parking shortage in the village people ust need to realize that they a village is not like a shopping plaza that you can t always expect to pull right up to the store

Parking space re uirements for retail businesses should be revisited to ensure they ade uately accommodate the parking needs of the town s increasing population density and number of non Pittsford shoppers

There is a parking shortage in the village which could be solved with a parking garage and or ramp

Provide structured underground parking in the Village of Pittsford similar to Fairport

tilize Monoco Oil site for remote parking lot for village town and business employees serviced by a shuttle

Provide incentives for town village staff and business employees to carpool

Raise awareness of parking facilities amongst town residents

## TOWN OF PITTSFORD

# Compiled Parks, Recreation, Trails & Sidewalks Comments

## PARKS

<i>Town 50/50 open space properties</i>
Need access to some open space lands trails parking especially needed
Long term management plan needed for non agricultural open space
Be selective with lands negotiate for good usable lands
<i>Distribution and use of parks</i>
NE part of town lacks parks
Existing parks in south end of town need to be improved utilized
Parks should be winterized with amenities such as warming huts so they can be used in winter
Take advantage of the canal more recreation facilities possible community center
Done properly dog parks have been successfully implemented in other parts of the country There is support for this in the town Locations include the former Monroe County Water Authority Well and a location on Linden Ave
NE part of town needs parks potential park next to Monroe Golf Club should be explored
The town could use some skateboarding parks
Exploit the canal in Winter For example close two locks raise the level a bit if needed and clear if for activities including free skating during the winter Charge a small admission for coming onto the ice and bring vendors who would need to share the profits but don t raise taxes to get it done The canal is a wasted resource during the winter and this need not be the case
Sponsor speed skating races and or snowmobile races
<i>General park comments</i>
Safety in the parks is a concern drugs cars perhaps the plan can include routine monitoring
The character of parks and open spaces should be graduated by design from urban to rural to match the character of nearby neighborhoods i e neighborhoods in rural areas should have rural style open spaces natural terrain preserved habitats low impact uses etc urban neighborhoods should have urban parks parking active recreation areas and facilities sports picnic facilities etc
Kings Bend type facilities picnic areas pavilions should be considered in other town parks sage fees could potentially pay for some park improvements elsewhere in town
Some amenities that would be useful in town parks include bathrooms and water fountains
<i>Specific facility comments</i>
King s Bend Park horseshoe pit ice skating on pond
Great Embankment Park more fields pavilion picnic tables horseshoe pit dog park
Park Road School Powder Mills Park improvements amenities needed
The creek through Powder Mills Park is full of fallen trees and trash with picnic tables tossed in This changes the path of the creek in natural ways but suggests a remedy is needed to clear debris
Like the lodges at Kings Bend Park however the rental rates are expensive
Lots of good meeting space schools town buildings senior center
King s Bend Park is a great park good facilities
The playground at Thornell Farm Park could be expanded
Powder Mills Park and Mendon Ponds are great facilities maintaining connections to these parks is important
The town s parks have opportunities for all age groups diversity
A new Town recreation center Lincoln School is outdated too small and so forth former Monaco Oil co is perfect place for new rec center where we could have more space more facilities think Skaneateles and a center that would be fitting for Pittsford
Erie Canal Park Towpath experience is working well

## 2009 COMPREHENSIVE PLAN UPDATE

### RECREATION

#### *Recreation Programs and Facilities*

Town recreation programs and community events are successful

There may be unfilled recreation needs for seniors late teens and young adults

Triathlon is a great event but could be expanded upon

Good variety of programs offered through the Rec Center

May need to conduct a use survey to sort through different groups and future needs

Conduct a survey of the use recreational facilities in town consider use trends when building maintaining facilities

Town should market the recreation programs already available

Explore the types of facilities programs that might attract young families and or other demographics that the town might want to attract

Good cooperation between schools and youth athletic teams

Town should have a pool

Town should have a skateboard park ice rink

We don't have an adequate recreation center

Youth soccer league is growing demand need for fields is not being met

There is limited space at the Community Center

Collaboration between town and schools on use of pools saves taxpayers money we should make people aware of this

Check in with the YMCA may be moving could be an opportunity

The Veconi property a property that could be considered for rec center site is wooded and developing this property as a recreation center could change the context of the village currently surrounded by woodlands

Recreation center does a good job with outreach and mailings

Put timers on tennis court lights to avoid wasting energy

Need low cost no cost recreational programs for families

Don't need to centralize a community center distribute resources throughout town so people don't have to drive

The community center should be carefully evaluated is it needed What will it cost Take a good look at what we have and all of the alternatives

Perinton residents pay for a community recreation center built with tax dollars and there's also a monthly fee Pittsford residents should be aware of this

The town does not need a community center with a pool and gym The town currently has taxpayer funded pools in town and many gyms There are outdoor pools at the YMCA as well as at the Tennis Club of Rochester and Midtown Athletic Club opening in May both of which are public clubs

The town should have an indoor water park similar to the new one in Perinton

Look at feasibility of creating one central location for community center on the canal to tie everything together

The town's recreation needs are very large The plan should address that there is a need and demand for a field house and or community center Spiegel is an aging facility

*Summary of Public Comment*

# TOWN OF PITTSFORD

## Recreation Programs and Facilities - cont.

People are spending money to meet their recreation needs outside of town. Would the Veramark property be a good site to provide recreational amenities?

The town needs to study and understand who it is serving and how it is meeting current and future recreation needs. A study/assessment of recreation needs vis-à-vis the Pittsford population should be conducted.

It is especially important to meet the recreation needs of senior adults and younger families.

The town needs more playgrounds and field space.

Instead of centralizing recreation facilities, what about multiple locations spread out across the town?

The town's athletic programs have shrunk as groups like the Mustangs have filled the sports niche.

The town should consider looking at vacant buildings to lease use to meet sports/recreation needs.

The town and sports community should work together to meet common goals.

Schools are charging maintenance/user fees in some cases.

The swimming club (PACK) is doing pretty well. There are about 100 members in the club. PACK has a good working relationship with the school district. However, the 25-lane pools available at the schools are now considered obsolete. 25-lane pools would allow PACK to host competitions. Also, a 100-meter long course like Webster's would be nice.

Would a sports bubble work in Pittsford?

A field house could potentially serve the needs of the schools, local colleges, not just sports clubs.

The soccer program should strive to cultivate a stronger relationship with the school system.

What about hockey?

Given that the town is reaching build-out, different sports clubs should work with the town to estimate what a realistic full build-out need for the sports club is and then find ways to meet that need. One issue, however, is that participation rates in various sports can change over time and nobody knows what the next big thing is in sports.

The town should explore partnerships with the colleges on new athletic facilities, though the town's needs would need to be equally represented and accommodated in any partnership.

Sports clubs may need to self-police and try to limit the development of more and more teams. At some point, there is a reasonable capacity limit to how many teams the town can be expected to accommodate. The town and sports clubs should explore this.

The schools, town, and sports clubs have a great working relationship. While there is always room for improvement, this relationship is special; it does not exist in many communities.

The town is an aging community and will need to address the recreation needs of older citizens. For instance, over 60 leagues are becoming increasingly popular in many areas of the country.

Concert series along the canal are great. Try to bring forward plans for a natural or artificial amphitheater that can improve the acoustics and audience enjoyment.

## 2009 COMPREHENSIVE PLAN UPDATE

<i>Athletic Fields</i>
Town s athletic fields are overused
Need an athletic field house
Need more higher quality athletic fields
Use school facilities to meet Town recreation needs
Kids and parents are traveling far to access fields may need an indoor facility field house
Money is currently going to other towns for the use of private recreation facilities Pittsford could facilitate the development of a private rec facility such as a field house by leasing land
Lighting athletic fields could help but neighbors don t like it
The town needs adult softball fields
Soccer participation has grown substantially Over kids are involved of which about are non competitive Over travel teams are Pittsford residents
There is an increasing demand on town athletic fields
More fields are needed to serve the needs of younger children
Out of town teams frequently come to Pittsford to play matches
The soccer program utilizes school fields
Since the town has added just one soccer field
The lacrosse league pays about per year to utilize indoor space in other towns
Soccer spends about to use the indoor space at Brighton sports zone
Booking space at schools for some sports is so difficult that they don t do it anymore
Lacrosse season tends to be heaviest in the fall while soccer drops off in the fall
Soccer and baseball face many of the same issues
T ball teams have no place to play
There is a well run centralized town system in place to assign fields facilities in the town to various sports groups t works well but there is also room for improvement The town uses a matrix Possible improvements could include a more real time system that would allow sports teams to interface with each other and trade field times locations
Other towns have great facilities turf fields etc
Lights and turf go hand in hand
More supply of fields and facilities will help everyone

# TOWN OF PITTSFORD

## *Athletic Fields - cont.*

Multi acre park properties such as Chatham Woods could be great places to cheaply and easily install informal sports fields backstops etc However such properties were originally conceived as passive open space cannot easily accommodate parking or intense active sports uses without impacts to surrounding residential neighborhoods

Some claim that the Barker Road fields are underutilized but lacrosse enthusiasts say they use them all the time

Sports fields in the town need to be rested more often than they currently are However when fields are taken off line to rest the town is faced with complaints from those that want to use the fields

Most damage to sports fields occurs during wet conditions Sports clubs need to continue to help the town to enforce no play rules when weather conditions are bad

deal state for soccer in the Town of Pittsford half dozen fields reliably available for soccer use at any one time another facility like Thornell Farm Park a set of three fields would be good an indoor facility located in Pittsford would be convenient location wise and would also solve a town and larger regional supply problem

deal state for baseball in the Town of Pittsford indoor space for hitting practice more informal areas for backstops could the perimeter of Thornell Farm Park work solve the athletic field supply issue between May and June when little league is in session enough fields for community ball in the spring season by July there is no longer a capacity issue for baseball

deal state for Lacrosse in the Town of Pittsford would rather pay to stay in Pittsford than pay to utilize a facility field in Brighton or ronde uoit Lacrosse should continue to cultivate the good relationship it has with the schools more fields would help ease the supply problem as would indoor facilities field house

Thornell Farm Park needs fences between fields to keep balls from straying However some feel that over fencing parks can be aesthetically unappealing and that no system of fences can catch every stray ball

Lights don t necessarily help the youth leagues they aren t the answer to everything However lights could allow for adult games to be scheduled later freeing up more space for daylight usage by youth leagues One issue is that in the past residents have come out strongly against lights for fields in their neighborhoods

Priority use of fields and facilities located in town should always be given to town residents

The schools and town have a right of first refusal agreement for use of athletic facilities

# 2009 COMPREHENSIVE PLAN UPDATE

## TRAILS and SIDEWALKS

### *Completing the sidewalk & trail system*

Fill gaps in trail system

Incorporate sidewalks into new residential development

Revisit the town's sidewalk plan

Build more sidewalks helps to get people around on foot and combats childhood obesity

Trail interconnections between adjacent neighborhoods should be provided

The policy of building unconnected cul de sacs should be discontinued. However, if cul de sacs continue to be built, they should be connected by trails, such as the post and mowed grass variety, ex. Stephanage to Farm Field. Children should be able to bike to school and to the village safely.

More green space, including walking trails, bike paths, wooded areas and other green areas

The plan may need to develop a more coherent vision for sidewalks and trails, or at least recommend some direction and some updates to the town's current sidewalk plan.

### *Specific trail connections mentioned*

Connect trails to the village, schools, Bushnell's Basin, the colleges, places where seniors live

Connect Thornell Road to Bushnell's Basin

A useful trail connection would be from Greythorne Hill to a proposed development north of Greythorne. This trail connection is not shown on the town's trail plan.

Connection between the canal path and Mitchell Road is needed

Connection between village and Tobey Estates, cornfield

There should be better connections with Tinker Nature Park in Henrietta. From the Greythorne Hill neighborhood, one has to walk along Calkins to get to the park. An off-road trail connection could be made between Pittsford Hill Lane and Tinker Nature Park through the woods southeast of Greythorne Hill, which could also connect to the trail behind Wessex Court.

Nazareth students and some senior citizens are trying to walk and bike down French Road to reach the Plaza and village, which is a very dangerous situation due to cars driving 40 mph and higher. A solution could involve tying in a private neighborhood trail loop into Grove Street. However, property owners do not want sidewalks because of liability.

The power line right of way between Tobey Estates and the village

Between Sutherland HS and surrounding residential areas

## TOWN OF PITTSFORD

### *Specific sidewalk connections mentioned*

Connect colleges to the town village

Sidewalks connections needed in south end of town

Fill gaps along state county roads

Sidewalks in Mendon HS area need upgrades

There are no sidewalks at Woodland and Monroe Pedestrians bicyclists have to cross over to the northerly side of Monroe to reach sidewalk

Sidewalks needed on East Ave between St John Fischer and Brighton

Sidewalk should be considered for the stretch of East Avenue from Saint John Fisher College to the village of Pittsford it would be great to connect the neighborhoods along East Avenue and the colleges with the village of Pittsford with a safe walking route

The town should look at installing sidewalks along Stone Road from Tobey to Clover Since last comprehensive plan was completed there has been an enormous increase in housing activities and population along Stone Road corridor in addition to Stone Road pavement itself being in not in very good shape it is very narrow hardly feet lanes no shoulders on either side There has been an extensive increase of Pedestrian jogger s traffic along this stretch of road

### *Trail management issues mentioned*

Pave the Auburn Trail

Plow the canal path in the winter for pedestrians

would strongly discourage plowing the canal path in winter since the path is a wonderful opportunity for folks to engage in winter activities like cross country skiing and snowshoeing Removing the snow would be counterproductive For folks choosing to walk there are Yax Trax and similar items that can be attached to the bottoms of shoes for traction A plowed path is much more likely to form ice which is not as safe as snow for walking

se canal for winter activities

Crushed stone or drainage improvement could help alleviate muddy conditions on the trail between Park S uare and Sandy Lane

There is a concern about safety along some trails in the town Specific examples cited include drinking being followed and gunshots

Provide a water fountain on walking trails

### *Informing residents about parks, trails, etc.*

The public should be educated about the town s trail system

Maps should be provided to show trail system

Create a map of greenprint lands and trails

Town s email list is underutilized use to announce sessions distribute comments etc

## 2009 COMPREHENSIVE PLAN UPDATE

### *Bicycle and pedestrian amenities*

Ensure the town is pedestrian friendly
Make roads bike friendly
Dedicated bike trails and safe on road bike trails needed
Bike lands needed for connectivity
Look at transportation alternatives that do not force people to rely on cars
No bus shelters on Monroe Avenue coming from the City to the Village
Provide a bike lane from Pittsford Plaza to Woodland and the village
Encourage N S and E W connectivity
It's easy to get around the town on bike
We visited the Eastern Shore of Maryland where there are wide bicycle lanes everywhere and a large industry catering to the cyclists. Why we don't have more of that here? We live in the Autumn Woods neighborhood off of Mendon Center Road and we gladly share the road with the many cyclists we encounter but it is nerve wracking for us and for them without any bike lanes. Consider adding a bike lane from Tobey Rd all the way to the entrance of Mendon Ponds Park. It makes so much sense.
Trails in the vicinity of Stone Road between Clover and Tobey are not very user friendly. Not well maintained. Lack drainage at many places. They could also be widened in certain places where it is difficult for two persons to walk along with each other. Trails are an asset to the community however if these aren't maintained well and aren't user friendly they can become a liability to the community.

## OTHER COMMENTS

### *Miscellaneous*

Town does a great job of honoring its history. Events, tours, etc.
Parks, trails, etc. encourage a sense of community.
Use old library on F or resolve.
Investigate recreational shared services. Town village.
Need lower speed limits on streets. Safe neighborhoods. Encourages kids to play.
Plant more trees whenever and wherever. Many trees have been damaged or lost over the years by ice storms and other events. Trees make great memorials for loved ones and can be the focal point for memorial services such as that held for the former town parks director several years ago.
The library should be a resource to patrons of all ages especially young people. As an example the library could do a better job accommodating the needs of youth groups such as the technology badge requirements for the Girl Scouts. Other library systems in the region run badge programs for the Scouts to meet such requirements. This is especially important since the town recreation center does not offer internet access.
People want places to gather. The success of the Pittsford library demonstrates this.
There is a national push for health and fitness. The town should join it.
Private fundraising by sports groups can be effective.
Allow spaces for kids to play within any new development over a certain number of homes.

*TOWN OF PITTSFORD*

# 2009 *COMPREHENSIVE PLAN UPDATE*

## **APPENDIX B: DEMOGRAPHIC AND ECONOMIC ANALYSIS**



# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE

### INTRODUCTION

The Town of Pittsford's 1995 *Comprehensive Plan Update* included a detailed inventory of demographic and economic data. Many of the trends that were identified at that time continue today in Pittsford. Following is a review of some of these trends and what they mean for planning Pittsford's future.

#### *Pittsford's Population is Stabilizing*

The Town of Pittsford's most intensive population growth occurred during the 1920's and the post-WWII housing boom. Between 1980 and 2000, the town's population continued to grow at a moderate pace. The most recent census estimates show a trend of decreasing population growth. Pittsford, as well as many of the suburban towns surrounding Rochester continue to experience positive population change, while the historic urban centers such as the City of Rochester and Village of Pittsford continue to experience negative growth. **Table 1** provides more detail on population change in the Town of Pittsford, surrounding communities, and Monroe County.

**Table 1: Population Change: 1980 to 2007**

	Pop. 1980	Pop. 1990	% Change 1980-1990	Pop. 2000	% Change 1990-2000	Pop. 2007 (est.)	% Change 2000-2007 (est.)
<b>Pittsford, Town</b>	<b>22,620</b>	<b>24,497</b>	<b>8%</b>	<b>27,219</b>	<b>11%</b>	<b>28,278</b>	<b>4%</b>
Monroe County	702,238	713,968	2%	735,343	3%	729,681	-1%
Pittsford (Village)	1,568	1,488	-5%	1,418	-5%	1,321	-7%
City of Rochester	241,741	231,636	-4%	219,773	-5%	206,759	-6%
Town of Henrietta	36,134	36,376	1%	39,028	7%	45,240	16%
Town of Mendon	5,434	6,845	26%	8,370	22%	8,735	4%
Town of Brighton	35,776	34,445	-4%	35,588	3%	34,357	-3%
Town of Perinton	38,329	43,015	12%	46,090	7%	45,531	-1%

Source: U.S. Census Bureau; Census 1990 and Census 2000; American Fact Finder; and Genesee Finger Lakes Regional Planning Council

#### *The Number of Households in Pittsford Grew while the Household Size Declined*

Between 1990 and 2000, the number of households in the Town of Pittsford increased slightly faster than the population while the average size of a household in Pittsford decreased from 2.77 people to 2.65 people. This decrease in household size may be attributed to many factors, including the town's aging population. See **Table 2** for more details.

# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE

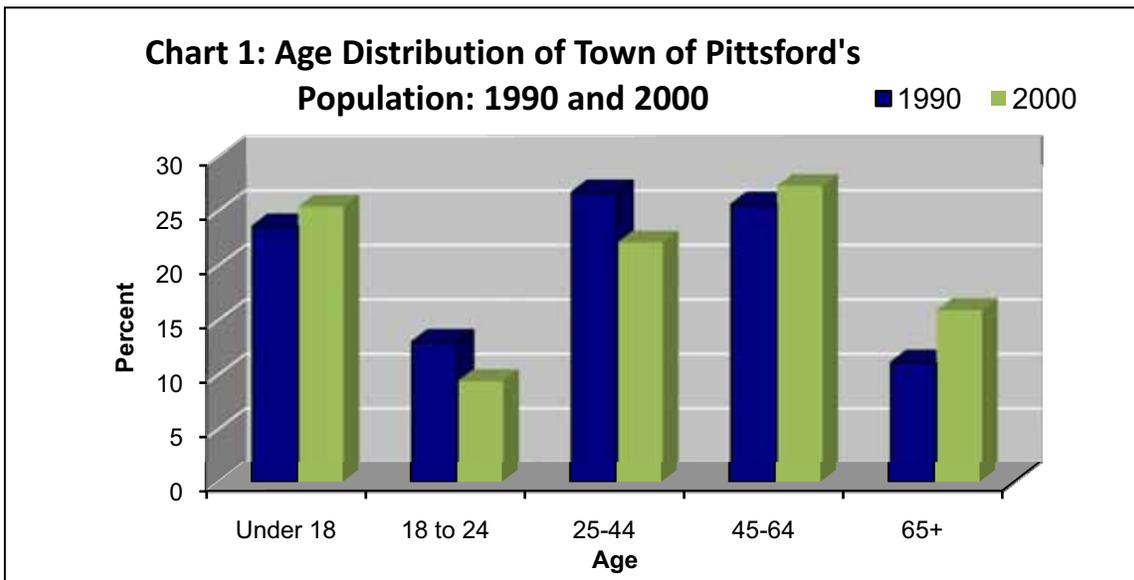
**Table 2: Housing Characteristics for the Town of Pittsford**

	1990	2000	% Change
Population	24,497	27,219	10.0%
Number of Households	8,199	9,448	13.2%
Average Household Size	2.77	2.65	-4.5%

Source: U.S. Census Bureau; Census 1990 and Census 2000

### *Youth and Seniors are Important and growing Components of Pittsford's Population*

The three largest age groups to make up the Town of Pittsford's population are those under 18, between 25-44, and between 45-64. The under 18 and 45-64 groups both grew between 1990 and 2000, as well as substantial growth in the 65 and over age group. These trends illustrate the important need to provide services for youth and seniors both presently and in the future.



Source: U.S. Census Bureau; Census 1990 and Census 2000

### *Pittsford Remains a Family-friendly Town*

The town's average household size of 2.65 is higher than the national average, as well as the average in Monroe County (see **Table 3**). This reflects Pittsford's family-friendly nature.

*TOWN OF PITTSFORD*  
*2009 COMPREHENSIVE PLAN UPDATE*

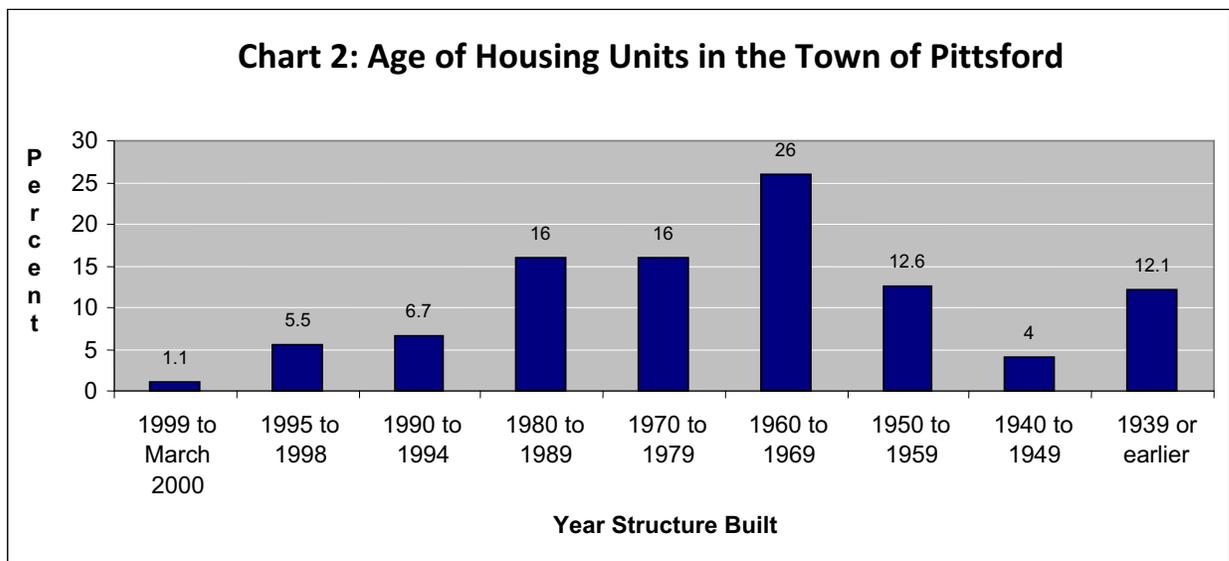
**Table 3: Housing Characteristics for the Town of Pittsford Compared to Monroe County, US**

	Pittsford	Monroe County	United States
Housing Units	9,709	304,388	115.9 million
Vacancy Rate	2.7%*	5.9%	9.0%
Average Household Size	2.65	2.47	2.59

Source: U.S. Census Bureau; Census 2000

*Construction of New Homes in Pittsford has Decreased Since the 1980s*

The majority of the housing units in the Town of Pittsford were built between the 1950s and 1990s, with a major spike in the period between 1960 and 1969. Since the time period of 1980-1989, construction of new structures has decreased substantially (see **Chart 2**). This same trend is evidenced in the decline of residential construction permits granted by the Town of Pittsford between 1980 and 2008. Chart 3 shows a steady decline in residential permits granted beginning in the late 1980s, except for one small peak between 2003 and 2004.



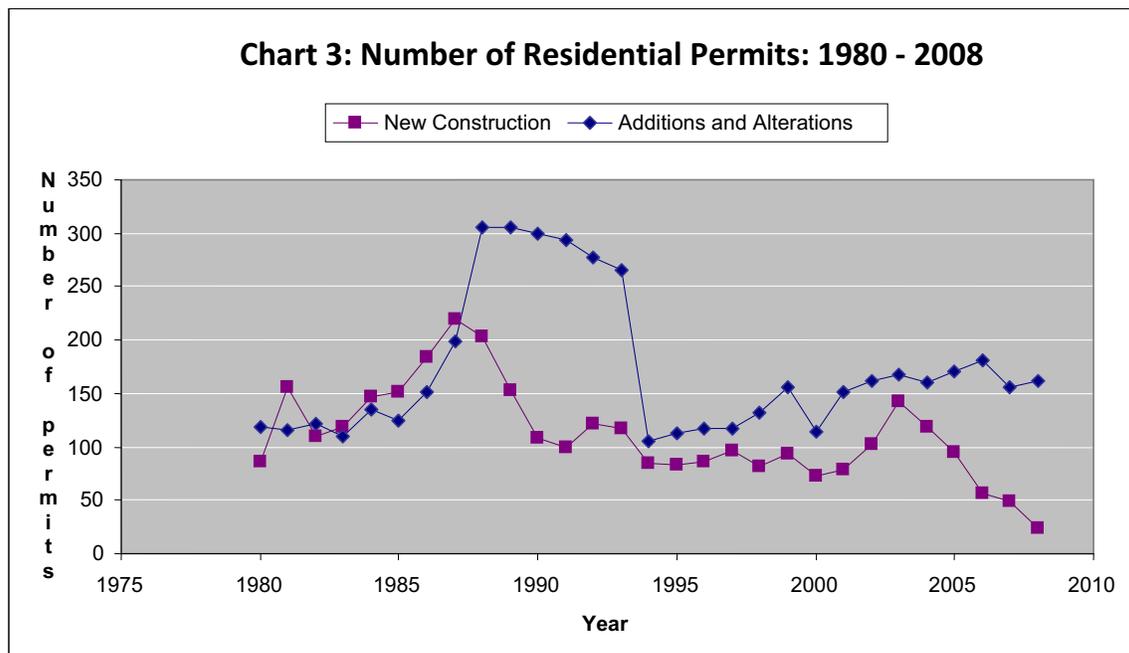
Source: U.S. Census Bureau; Census 2000

# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE

### *Additions and Alterations to Existing Housing Stock are Showing a Slow but Steady Increase*

Since the mid-to late 1980s, the number of permits granted by the Town of Pittsford for residential additions and alterations has exceeded the number of permits granted for new construction (see **Chart 3**). Since 1995, permits for residential additions have, for the most part, continued to rise in a slow but steady fashion. As the Town continues to approach full build-out, new construction will continue to level off. At the same time, the town's housing stock will continue to age. More and more homeowners are expected make additions and improvements to the existing housing stock in the town.



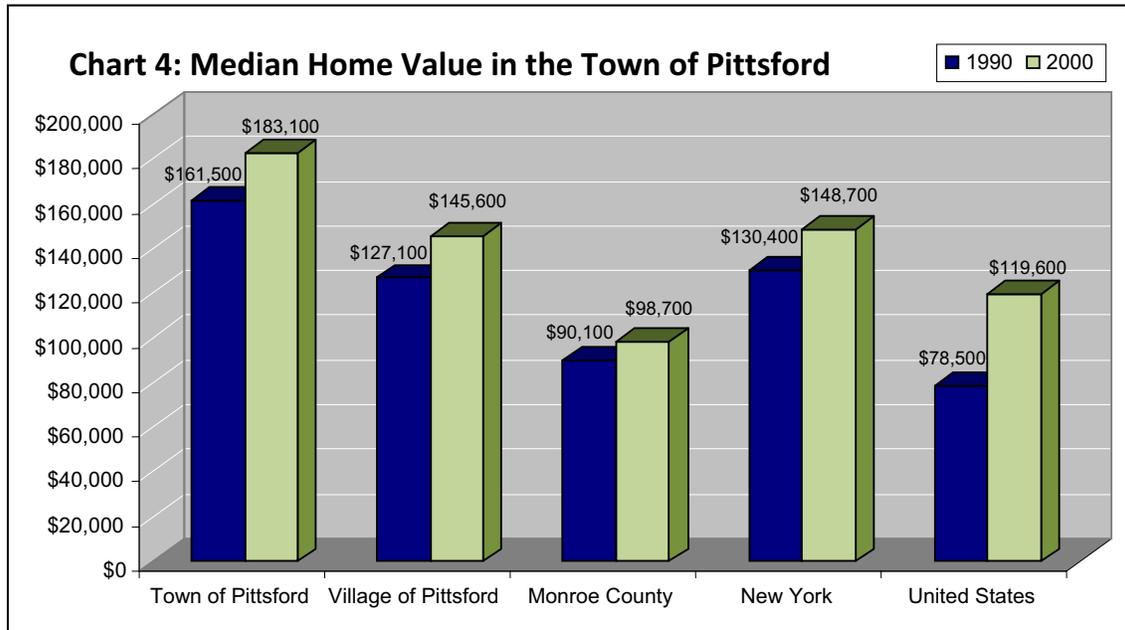
Source: Town of Pittsford

### *Pittsford's Home Values and Median Incomes are Some of the Highest in the Region, and They Continue to Rise*

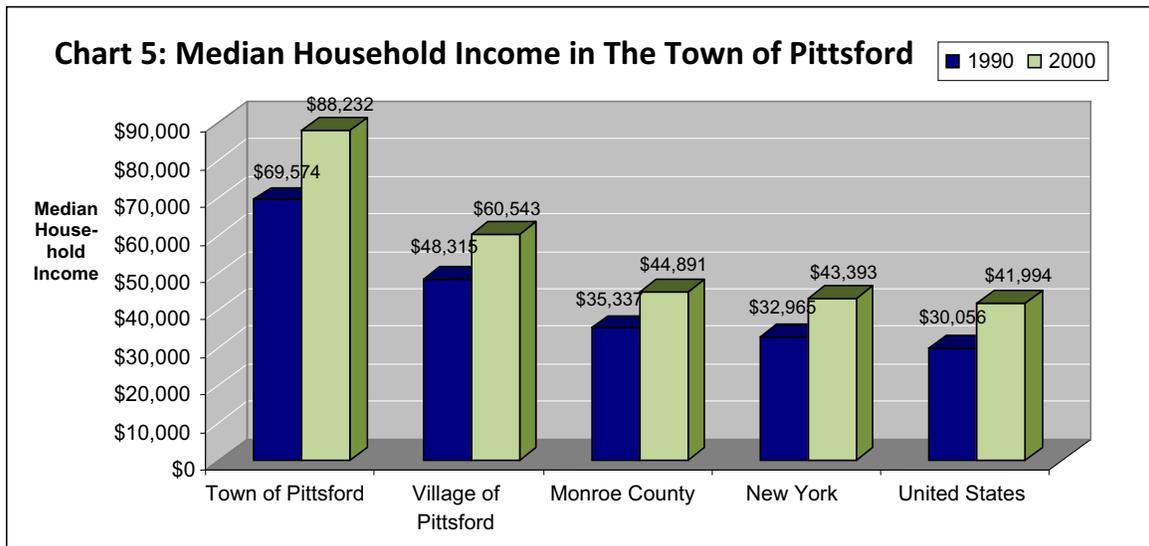
According to census 2000 data, the median home value in the Town of Pittsford was \$183,000 - almost double that of Monroe County. The above average home values in the Town of Pittsford are a reflection of the town's higher than average household incomes, as well as the town's long-term investment in planning which has helped to create a high-quality community in which people want to invest. At \$183,100 in 2000, Town of Pittsford's median household was more than double the state and national median income.

# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE



Source: U.S. Census Bureau; Census 1990 and Census 2000



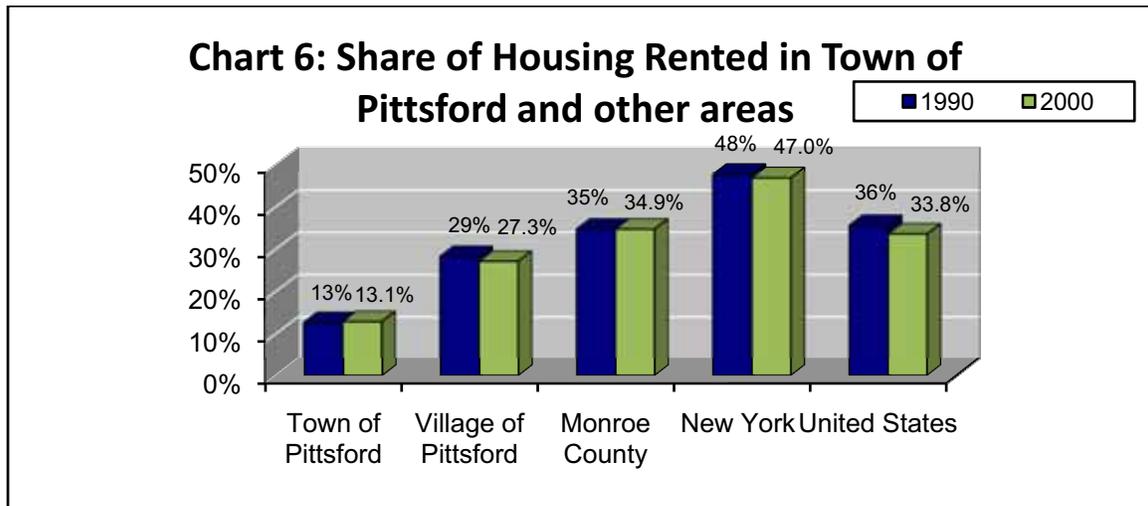
Source: U.S. Census Bureau; Census 1990 and Census 2000

### *Pittsford's Share of Housing Rented is Low*

At 13%, the share of Pittsford's housing that is rented relatively low compared to Monroe County and other areas. The town's share of rental has remained stable at 13% in 1990 and 13.1% in 2000.

# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE



Source: U.S. Census Bureau; Census 1990 and Census 2000

### *Employment Shift from Industrial to Health and Service Sectors*

**Tables 4 and 5** identify the top 20 major employers in the Rochester Metropolitan Area in 1993 (compiled during the town's last comprehensive plan update) and 2008. These tables illustrate changes in some of the region's long-standing machining industries such as Kodak, Xerox, and Bausch & Lomb, all of which have substantially reduced the number employed between 1993 and 2008. At the same time, the educational, health and service-related sectors have all increased their influence in the region, with the University of Rochester/Strong Health, Wegman's, Via Health, Rochester City School District and Unity Health System at the top of the list.

# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE

**Table 4: Major Employers in the Greater Rochester Area, 1993**

	<b>Company Name</b>	<b>Number Employed</b>
<b>1</b>	Eastman Kodak Company	36,800
<b>2</b>	Xerox Corporation	14,000
<b>3</b>	University of Rochester	8,747
<b>4</b>	Wegmans Markets	4,717
<b>5</b>	Bausch & Lomb	4,300
<b>6</b>	AC Rochester (GM)	4,000
<b>7</b>	ITT Automotive	3,373
<b>8</b>	Rochester Gas & Electric	2,647
<b>9</b>	Rochester Telephone	2,439
<b>10</b>	Chase Manhattan	2,350
<b>11</b>	Mobil Chemical	2,334
<b>12</b>	Rochester Institute of Technology	2,286
<b>13</b>	Rochester General Hospital	2,209
<b>14</b>	Genesee Hospital	1,850
<b>15</b>	Goulds Pumps	1,516
<b>16</b>	Park Ridge Health Systems	1,326
<b>17</b>	Harris R.F. Communications	1,285
<b>18</b>	Blue Cross/Blue Shield	1,228
<b>19</b>	St. Mary's Hospital	1,178
<b>20</b>	Walmart	1,125

Source: Town of Pittsford Comprehensive Plan Update, 1995

# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE

**Table 5: Major Employers in the Greater Rochester Area, 2008**

	<b>Company Name</b>	<b>Number Employed</b>
<b>1</b>	University of Rochester/Strong Health	18,671
<b>2</b>	Wegmans Food Markets Inc.	13,683
<b>3</b>	Eastman Kodak Co.	9,200
<b>4</b>	Xerox Corp.	7,636
<b>5</b>	ViaHealth	7,005
<b>6</b>	Rochester City School District	6,220
<b>7</b>	Unity Health System	5,222
<b>8</b>	Monroe County	4,880
<b>9</b>	Lifetime Healthcare Cos.	3,649
<b>10</b>	City of Rochester	3,500
<b>11</b>	Rochester Institute of Technology	3,435
<b>12</b>	Paychex Inc.	3,115
<b>13</b>	ITT Industries Inc.	2,845
<b>14</b>	Greece Central School District	2,561
<b>15</b>	Harris Corp. RF Communications Division	2,200
<b>16</b>	Hillside Family of Agencies	2,200
<b>17</b>	Monroe #1 BOCES	1,755
<b>18</b>	Bausch & Lomb Inc.	1,700
<b>19</b>	Delphi Corp.	1,685
<b>20</b>	Monroe Community College	1,683

Source: Greater Rochester Enterprise;  
<http://www.rochesterbiz.com/Business/Information/Lists.aspx>

# TOWN OF PITTSFORD

## 2009 COMPREHENSIVE PLAN UPDATE

**Table 6: Top 20 Occupations, Town of Pittsford, 2000**

	<b>Occupation</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
1	Management	1,635	616	2,251
2	Sales and related occupations	1,014	664	1,678
3	Office and administrative support	296	1,329	1,625
4	Business and financial operations	545	348	893
5	Teachers, primary, secondary, and special education	141	494	635
6	Physicians and surgeons	380	126	506
7	Engineers	335	47	382
8	Postsecondary teachers	195	108	303
9	Computer specialists	175	124	299
10	Registered nurses	22	260	282
11	Other teachers, instructors, education, training, and library occupations	45	212	257
12	Lawyers	165	72	237
13	Transportation and material moving occupations:	158	43	201
14	Other production occupations, including supervisors	101	83	184
15	Life and physical scientists	126	53	179
16	Counselors, social workers, and other community and social service specialists	20	147	167
17	Child care workers	10	139	149
18	Construction and extraction occupations	128	21	149
19	Media and communications workers	67	70	137
20	Therapists	24	112	136

Source: US Census, Table PCT86. SEX BY OCCUPATION FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER