

**SUMMARY
OF THE
COMPREHENSIVE PLAN
UPDATE**



1995

*SUMMARY OF THE
TOWN OF PITTSFORD COMPREHENSIVE PLAN UPDATE*

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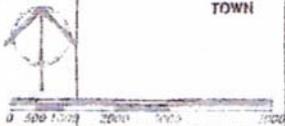
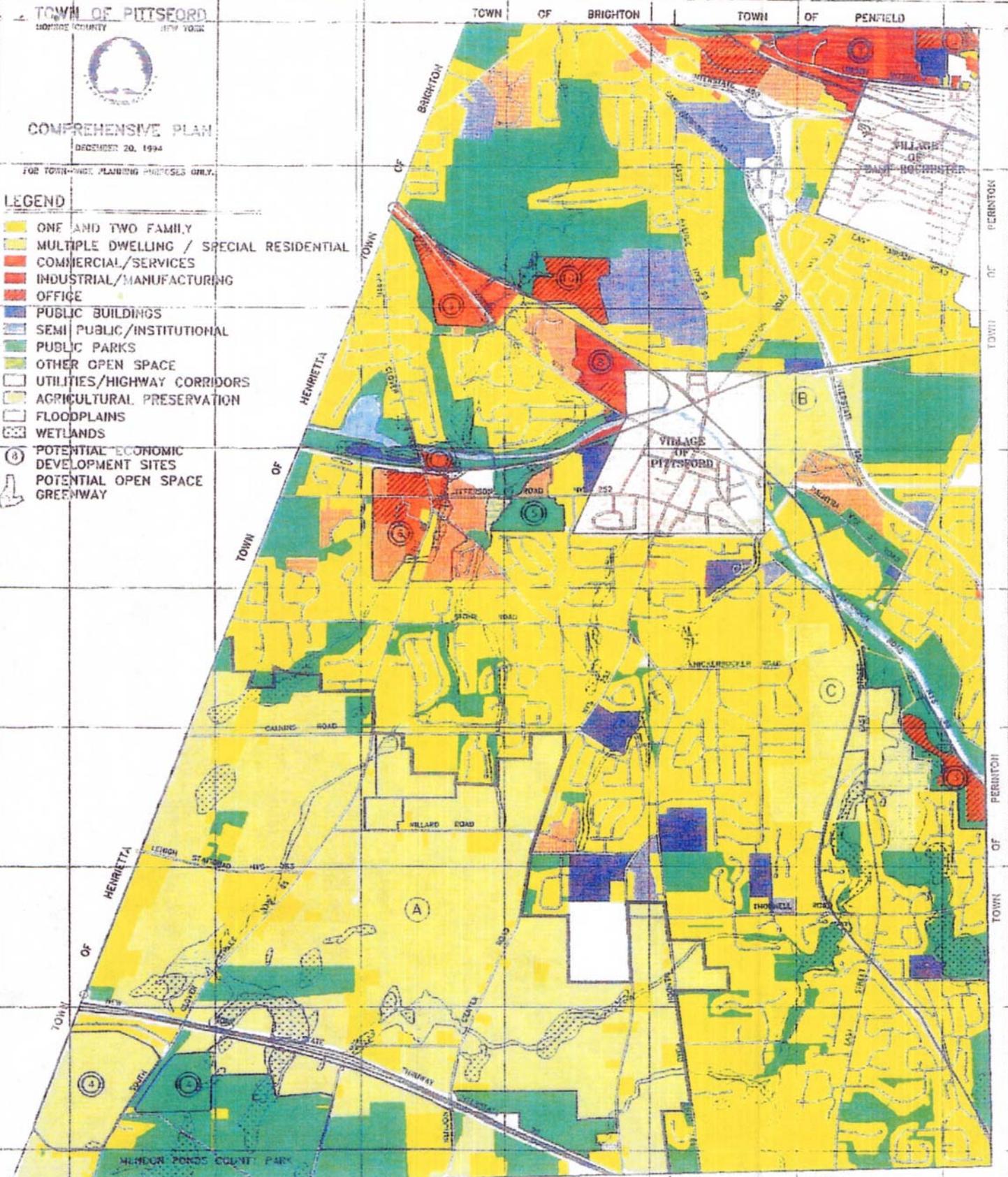
COMPREHENSIVE PLAN

DECEMBER 20, 1994

FOR TOWN-WIDE PLANNING PURPOSES ONLY.

LEGEND

- ONE AND TWO FAMILY
- MULTIPLE DWELLING / SPECIAL RESIDENTIAL
- COMMERCIAL/SERVICES
- INDUSTRIAL/MANUFACTURING
- OFFICE
- PUBLIC BUILDINGS
- SEMI PUBLIC/INSTITUTIONAL
- PUBLIC PARKS
- OTHER OPEN SPACE
- UTILITIES/HIGHWAY CORRIDORS
- AGRICULTURAL PRESERVATION
- FLOODPLAINS
- WETLANDS
- POTENTIAL ECONOMIC DEVELOPMENT SITES
- POTENTIAL OPEN SPACE
- GREENWAY



MANAGED CONTROL OF UTILITY EXTENSIONS CENTRAL UTILITIES

DESIGNED BY
THE TOWN OF PITTSFORD
PLANNING BOARD

PREPARED BY
THE TOWN OF PITTSFORD
PLANNING BOARD

DATE: DECEMBER 20, 1994

SCALE: AS SHOWN

APPROVED BY
TOWN CLERK

COMPREHENSIVE PLAN AND IMPACT SUMMARY

Introduction

This document provides a summary of the major recommendations of the Town of Pittsford 1995 Comprehensive Plan Update. It includes an overview of the plan recommendations for agricultural and open space protection, greenways, transportation improvements, economic development, canalway waterfront concept, as well as a fiscal impact overview and a discussion of potential environmental impacts. The recommended implementation actions are also summarized. Any references to appendices or other sections of the report refer to complete Comprehensive Plan Update.

If further detail is desired, the reader is directed to the Comprehensive Plan Update (complete). The complete plan includes goals and objectives, an historic overview of the town, a summary of the town's environmental setting, an economic profile, traffic circulation study, a growth potential analysis, and a series of appendices including a land evaluation model, site development and design guidelines, a fiscal impact model, an analysis of the plan alternatives, and a series of maps. The maps include existing land use, environmental features, agricultural resources, highway inventory, and generalized development history. The Comprehensive Plan is one of three volumes of the generic environmental impact statement (EIS) prepared for the adoption of the plan. The other two volumes of the generic EIS include the written and oral comments presented on the plan and a summary of the comments on the plan and responses to the comments.

Comprehensive Plan Overview

The Comprehensive Plan sets forth a vision for future land use patterns in the Town of Pittsford. The plan responds to the needs and concerns of the community as identified throughout the public involvement process. It highlights opportunities to achieve the town's goals, which were previously established in this planning process. The proposed plan incorporates a coordinated strategy for managing the built and natural environments of the town. The plan focuses on the developing areas of the town. The primary areas of concern are agriculture and open space preservation, transportation, economic development and canalway waterfront revitalization.

The plan also recognizes established neighborhoods and commercial districts that are stable components of the existing community pattern. The plan is prepared with an understanding that a community is a dynamic entity. The town is subject to change from both internal transitions and external forces. Using the plan as a guide, the transitions can be recognized and the forces can be harnessed to maintain the town's quality of life and to help create a desirable future.

The plan serves as a guide for local land use policy decisions. It also communicates opportunities to create desired land uses. Many groups will be involved in shaping the future, including town residents and community organizations, government, the private business community, and regional, state, and federal agencies.

Plan Summary

The plan is not "cast in stone." Rather, the plan offers a "flexible guide" that can be refined as new opportunities are identified in the future. In short, the plan can direct actions to take advantage of immediate and long-range goals and objectives.

The comprehensive plan incorporates a number of general recommendations for consideration throughout the community. Among these, is the recommendation that the Village of Pittsford remain the focal point of the community. The plan recommends that vacant lands within residential areas that are not designated for recreation or open space uses, should be utilized to accommodate new residential development. Various vacant sites located throughout the town have also been identified as appropriate for public park development or for utilization as open space.

The following discussion outlines the proposed plan for the Town of Pittsford. Refer to the Comprehensive Plan Map of future land uses on the following page. Individual elements of the plan are described below:

Agricultural and Open Space Preservation

Introduction

The preservation of agricultural lands and open space is clearly an important goal. As Pittsford continues to grow, the town government, land owners, real estate development firms, and open space preservation organizations can work together to secure the future for agriculture lands. The plan concept recognizes this community desire.

Realistically, the plan concept also recognizes that 100 percent preservation of farms and farmland cannot be achieved. Nonetheless, a proactive strategy has been documented in the plan to protect an estimated 2,000 acres (or more) of land for agriculture and open space uses. This includes approximately 1300 acres of land protected through conservation easements and purchase and transfer of development rights and an estimated 700 acres through incentive clustering as accomplished in the RRAA zoning district. Total protected lands could increase to 2,400 acres or more with a higher proportion of cluster developments and effective use of the transfer of development rights technique. This plan will achieve a significantly higher level of protection for farmlands and open spaces in the town than is currently provided. The implementation of this plan can achieve total open space protection in the 60 to 75 percent range for most of the large areas of undeveloped land in the town. (Additional detail on these estimates is provided in the Fiscal Impact Analysis section of this chapter.) The proportion of lands protected for farm uses will be determined by the level of community support for the necessary funding and other actions. Without continued and additional intervention by the community there will be little active farmland remaining in Pittsford in fifty years, given current development trends and zoning. A multifaceted approach is needed to protect farmlands and open spaces.

As an early action to advance this goal, the plan calls for the identification of priority sites for protection. As well, those sites that are not targeted for protection will be identified to allow the development process to proceed in an orderly manner. This land preservation effort will be directed by the Town Board who will seek input and assistance from interested community members and organizations. The major areas of the Town recommended for enhanced protection of farmlands are described below:

Southwest Pittsford Agricultural Area-Site A - The large area of remaining farmland in the southwestern portion of the town has been recommended as a balanced blend of agricultural and open space preservation and carefully planned development. This designation is consistent with the land use policies defined for the Town. This area would be characterized by the preservation of existing farms as viable economic activities and the preservation of the working landscapes that are valued by the community. The implementation techniques suggested to accomplish this land use goal are available and are discussed in detail in the plan section dealing with Farmland Protection Strategies in Chapter III, and in the Recommendations Section of this Chapter.

Zornow Farm Area - Site B - This agricultural parcel is located partially in and adjacent to the east side of the Village of Pittsford. It lies on the south side of Golf Avenue and is bisected by Route 490. Agricultural preservation has been identified as the preferred option for the majority of this site. A number of other options identified for Site B include office/research development, and a mixed special residential office complex. These options would require improvements to site access primarily in the form of an interchange between the 490 and Golf Avenue.

Snyder/Knickerbocker Farm Area - Site C - This agricultural area centered on East Street and Knickerbocker Road has been identified as a potential site for preservation and includes the "Sweeney Farm" where the Town of Pittsford has acquired development rights. The Irondequoit Creek and associated flood plain and wetlands complex forms the area's eastern boundary and adds to its conservation value.

The table provided below summarizes selected coverage data for the area proposed for "agricultural preservation and planned development" in the plan. This nomenclature recognizes the necessary balance to be struck between preservation of agricultural and open space resources with the need for appropriately planned development.

**Summary Data for Agricultural Preservation
and Planned Development Component of Plan.**

COVERAGE CATEGORY (All data rounded to nearest 10 acres. Data not additive due to potential overlaps of coverages)	Area A	Area B	Area C	Total
In Agricultural Preservation-Planned Development District	2,670	150	340	3,160
Farmer-owned	860	0	0	860
Non-productive	460	70	40	570
Woodlot	300	10	10	320
Wetland	140	0	10	150
Floodplain	180	0	100	280

In the table above, it is noteworthy that the maximum amount of acreage under discussion is about 3,200 acres. Of this amount, approximately 570 acres are non-productive. A portion of these areas are candidates for development options. Also there are 320 acres in woodlots, 150 acres in mapped wetlands, and 280 acres in floodplain. Hence, the total amount of land in active agriculture that is not constrained by environmental features is much smaller, perhaps approximately 2,000 acres. This

is an important fact. It highlights at least two concerns: first, recognition of the significance of carefully planning the future of this limited resource; and second, appreciation of the sensitive approach required for appropriate development of these lands for residential or other uses. (Please note. The fiscal impact analysis section of this chapter explores the potential range of impacts for the preservation and development of these areas.)

In a previous section of the report, "Farmland Protection Strategies," a series of methods for protecting farmland from urban expansion was described. A series of actions and combined strategies can be successful - provided a commitment can be obtained from the stakeholders to work together. One strategy alone will not suffice to protect a significant portion of Pittsford's farms. To direct this cooperative effort, a few guiding principles are offered:

- *Communication between the landowners, town government, and broader community should be open. Trust and cooperation must reign.*
- *A balance must be struck between private property interests and larger community objectives. Where community objectives must take precedence, the purpose and need for the regulation shall be made explicit. In instances where development rights are fully transferred to the public, appropriate compensation arrangements shall be arranged.*
- *The program of regulation and incentives used must be uniform to the extent practicable so as to be fair and functional, yet flexible enough to permit customized solutions.*

To facilitate cooperation, the town administration would guide the implementation of the agricultural preservation element of the Pittsford Comprehensive Plan. The Town Board would consult with other town boards, the farming community, the non-farmer agricultural landowners, the development community, preservation organizations, and the general citizenry to gain input in establishing priority sites for agriculture protection actions.

The following actions are recommended for achieving the goal of preserving farmland in Pittsford:

General Recommendations

- *Conservation Easements* - An early action would be to develop and institute a voluntary conservation easement program in cooperation with farmland owners. The landowner would receive a real property tax reduction in exchange for provision of a temporary conservation easement. The tax reduction would be commensurate with the term of the easement. This measure will allow the town to develop more long-term solutions while helping protect farmland in the interim. The Town could use the system underway in the Town of Perinton as the basis in designing a program for Pittsford.
- *Sliding-Scale Incentive Zoning* - This would be a refinement of the RRAA zoning provision. The area designated for agricultural preservation would continue to allow development with densities based on a "sliding scale." Small-scale developments would be permitted at a higher density than larger projects. Density bonuses would be provided to projects that offered permanent protection for farmlands and important open spaces. Clustering development

would be an option that would also secure a density bonus. The details of the sliding-scale incentive zoning ordinance would be developed as an implementation activity of the comprehensive plan.

- *Transfer of Development Rights Program* - Create a transfer of development rights program. This would be a voluntary program to allow owners, of farmland to sell all or part of the development rights in their property to an entity interested in using those rights to increase the development potential of a parcel located outside the agricultural district. The proposed agricultural preservation district would be designated primarily as a "sending zone". Sites within the agricultural preservation district that are not priorities for protection could also serve as "receiving zones" in the TDR program. The effect is to relocate some of the development potential out of the sending zone, which the public desires to maintain in an undeveloped state, into receiving zones, which the public deems more appropriate for development. The primary receiving districts would include the proposed economic development sites. Selected other locations in the town could also serve as receiving districts, including a portion of the lands to remain under the RRAA district.

The development rights would be sold and purchased as part of a real estate transaction. The town would maintain a record of transactions, and could also participate in purchases as necessary and appropriate. Under certain circumstances, the development rights could be transferred between parcels within the agricultural preservation district (e.g., to a part of a farm that is not in agricultural use).

Coordination of this program with the entire zoning ordinance is key. No density increases should be approved by the town (e.g., through zoning changes or variances) without requiring the purchase of development rights. To do otherwise would be counterproductive.

- *Purchase of Development Rights* - The town has previously established a source of funding to purchase the development rights from selected active farm operations to help maintain farming. The town, local preservation organizations, neighbors, land trusts, and others interested in agricultural preservation could identify additional funds to be used toward the purchase of development rights of an active farm or farm parcels. One potential source of funding would be from the tax increment gained through the increased tax base generated by the development of the "economic development sites" recommended herein. There are benefits to property owners in transferring development rights at below market rates, including potential income tax reductions.

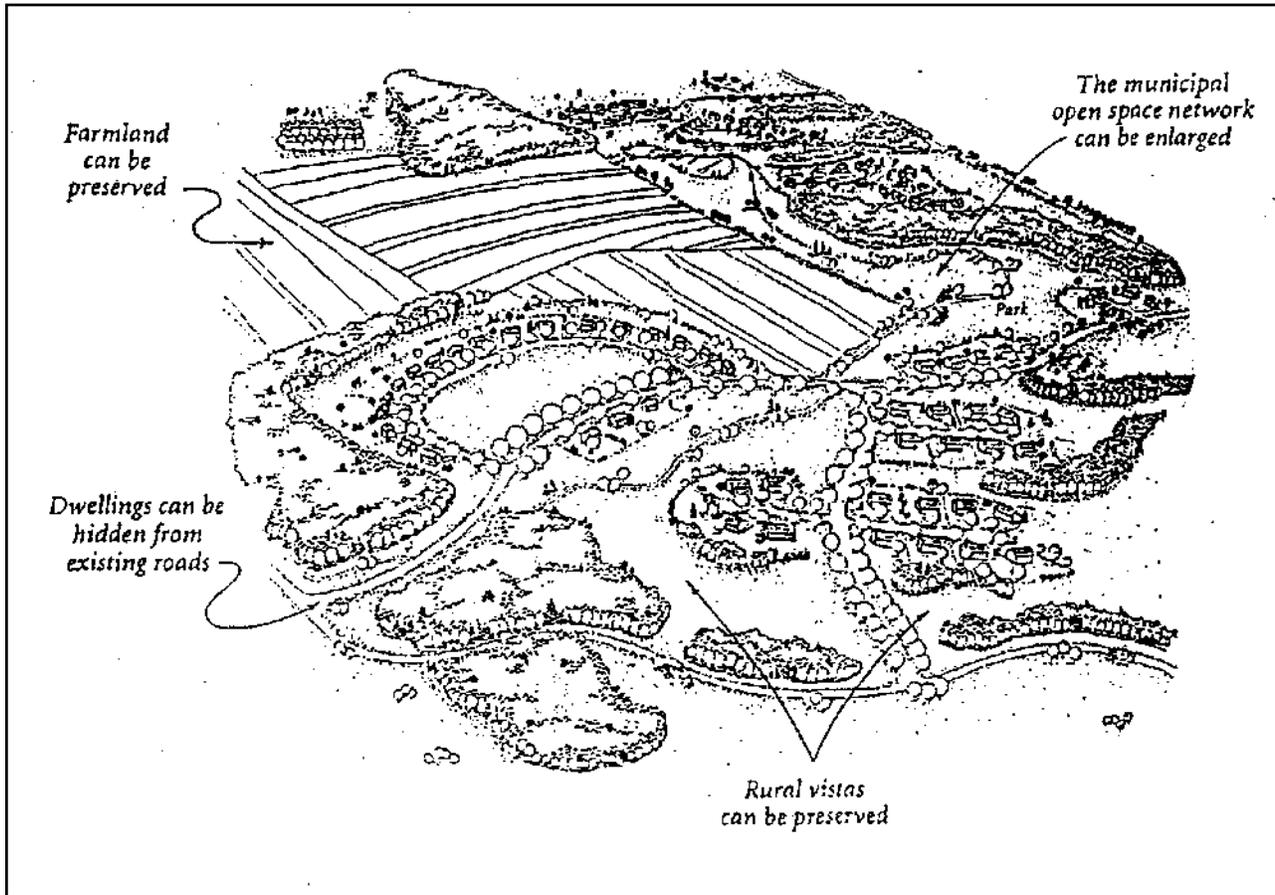
Selection criteria would be established to prioritize the list of farms to be protected by this method. Potential criteria could include farm productivity, relative risk for conversion, potential for long-term stability of operation, historic and community significance of property, etc. (See Appendix 1 for further information on land evaluation and site assessment for farmland protection).

Plan Summary

- *Agricultural Districts* - Support the maintenance, and where appropriate, expansion of the county agricultural district in the town. Coordinate review of projects involving land requiring an "agricultural data statement" as required by recent amendments to town law (section 283-a).

- *Sewer System Expansion* - Sanitary sewer system facilities may be extended to service development projects in the agricultural preservation zone. Sewer sizing and locations should be carefully planned to minimize impact to agricultural lands. Appropriate consideration should be given to support those development projects that contribute overall to the preservation of land for agriculture through using a combination of the techniques cited above.

With a cooperative approach, and using the tools above-noted, a balance can be struck between residential development and the preservation of open space, sensitive natural areas, agricultural lands and the rural community character that would be lost under conventional development. Supporting Pittsford's efforts in this regard are the policies of adjacent communities such as Mendon and Perinton, each having adopted approaches to preservation of open space and agricultural resources. Continued efforts at the county level will help support the initiatives of the municipalities and the individual property owners. The illustration below depicts one perspective of how the balance between development and preservation may appear on the landscape of Pittsford.



Illustrative Development of the Agricultural Preservation and Planned Development District.

(Used with permission of the Montgomery County Planning Commission, Montgomery County, Norristown, Pennsylvania, from "Land Preservation: Old Challenges . . . New Ideas," 1992.)

The community of Pittsford, taking these actions properly designed and executed, and guided by the principals suggested above, will achieve its goal for preserving land for farming. Equally important is maintaining the profitability of agriculture as a business. The role of the town can focus on protecting farmland to ensure a critical mass exists to contribute toward a regional setting for agricultural business continuity. Regional, state, and national-level efforts can complement local action.

The town should continue to work with the agricultural community to support the farm business at a local level. The town policy for farmland protection should be coordinated with Monroe County programs for agriculture and farmland protection. Ideally, the county will develop an overall strategy for farmland protection as authorized under the recently enacted "Agriculture and Farmland Protection Programs" under Article 25AAA of Agriculture and Markets Law. This will be a significant contribution to current residents and future generations.

Greenways

The Comprehensive Plan includes a series of general recommendations for managing the town's sensitive environmental resources. In the future the town may wish to consider instituting specific regulations to provide additional protection for these resources. The Comprehensive Plan also incorporates the Town of Pittsford. Parks and Recreation Master Plan Update. 1993, and confirms its recommendations.

Infill Parkland Open Space - Various vacant sites located throughout the Town have been identified as appropriate for public park development or utilization as open space. Their position relative to existing open space and recreation resources as well as their position relative to the open space network defined by significant environmental resources played a major role in this designation.

In addition to the trail system recommended in the Parks and Recreation Master Plan, the Comprehensive Plan recommends the preservation of greenways or open space corridors which may or may not be open to the public. This system should be designed to offer additional protection to stream corridors, floodways, wetlands, woodlots, and other resources such as the Erie Canal and scenic corridors. Each of these resources serves an important role in the environment and for the community, and each is under increasing development pressure. These resources have been highlighted on the Land Use and Natural Resources maps. The Town Board and the Planning Board should continue to require preservation of these resources whenever possible.

Proposed Transportation Improvements

A series of actions is recommended and are described below and mapped on the page following.

Thornell/Mendon/Tobey Corridor Intersection Improvements-Five intersections in the transportation corridor centered on Thornell, Mendon, and Tobey Roads have been identified for improvement. They include:

- Improvements have been recommended for the intersection of Jefferson Road/NYS Route 252 and Clover Street/NYS Route 65 and Tobey Road.
- Improvements have been recommended for the intersection of Mendon Center Road/NYS Route 253 and Mendon Road/NYS Route 64 and Stone Road. Intersection work can protect the integrity of the historic "Mile Post" area. Incentive zoning may be helpful here and in other areas to help acquire necessary elements of an improvement, such as right-of-way acquisition.
- Improvements have been recommended for the intersection of Mendon Center Road/NYS Route 253 and Calkins Road/NYS Route 253 and Tobey Road.
- Improvements have been recommended for the intersection of Mendon Road/NYS Route 64 and Thornell Road.
- Improvements have been recommended for the intersection of Stone Road and Tobey Road.

Mitchell Road Bridge Reconstruction-Mitchell Road and the Mitchell Road Bridge are an integral part of the Town of Pittsford's highway network. They link Jefferson Road east of the Village with Palmyra Road and provide a vital link between the Jefferson Road corridor and the area north and east of the Village, particularly the residential uses in the Marsh Road corridor. The bridge's closing has created additional traffic conflicts at the "four corners" within the Village as cars must use South Main Street to access Palmyra Road.

Other Intersections - The other intersections which warrant study for potential improvement include: East Fairport Road/3 IF and East Avenue/NYS Route 96; East Avenue/NYS Route 96 and French Road; and East Street & Knickerbocker Road and Jefferson Road/NYS Route 96.

Monroe Avenue Corridor Improvements - Monroe Avenue/NYS Route 31 runs from the Town of Brighton line southeasterly through the Village of Pittsford to the Town of Perinton. The segment from North Clover Street (Brighton) to the intersection of French Road is one of the Town's sources of retail and service opportunities and an important component of the commercial tax base. Although the quality of development and retailers in this corridor is higher than that found in most urban commercial corridors, improvements have been recommended that should improve on the roadway as well as merchants' ability to compete in the current marketplace. Recommended improvements to this corridor include: the reduction of overhead utilities; the development of sign and landscaping guidelines; the reduction of curb cuts; and the encouragement of internal parking lot linkages.

Thruway as a Regional Highway - The plan supports the concept of increasing the use of the New York State Thruway as a commuter route for regional traffic. This could be accomplished by the elimination/reduction of tolls for intra urban (i.e., Monroe County) traffic and consideration of additional access points along the thruway corridor in the county.

East-West Collector System - Improvements are needed in this system in the southern part of the town as the community develops. Opportunities to create through streets for local traffic, emergency vehicles, and school buses, should be considered as part of the development planning for this area. This issue should be addressed as future traffic planning project for the town and/or county to confirm the level of need. Routing options that would best mitigate traffic impact to properties should be identified and considered for inclusion on the official map of the town.

Mass Transit

The Comprehensive Plan recommends incorporating the consideration of enhanced mass transit opportunities into the town's planning process. Mass transit will become increasingly important in the future and the town will be at an advantage if it is well prepared. The town should recognize opportunities for reserving land for park-and-ride lots as appropriate. The town should also continue to work with local and regional transportation authorities, including NYS Department of Transportation and the Genesee Transportation Council, supporting the development of enhanced bus services and in the exploration of the possibility of a regional mass transit system.

Pedestrians and Bicycles

The town will continue to seek appropriate ways to encourage non-motorized transportation alternatives. Additional sidewalk and bike/hike routes can be integrated into the community road and other right-of-way systems. In particular, these facilities should be placed to support movement between community activity centers such as schools and parks with the residential neighborhoods.

Economic Development

Economic Development Opportunities

Local Development Corporation - A local development corporation (LDC) with the responsibility for creating a cohesive development package for the industrial/heavy commercial area along Linden Avenue is suggested. The corporation would not compete with local industries or real estate development firms but would facilitate the redevelopment of existing commercial, or industrial properties that are not positioned to compete in the current marketplace. A board of directors would be composed of local officials and representatives of the local business community. As an alternative to forming an LDC (or as a precursor), the town might consider forming an *ad hoc* economic development committee. This committee would serve as advisor to the town board on economic development concerns of the business community and to foster actions supporting appropriate economic development in the town. Coordination with county level economic development activities would be beneficial.

The town can provide an increasingly proactive role in achieving its economic development objectives by working in cooperation with the private sector. One way to accommodate additional economic development activities while maintaining the character of the town is through the project design process. Typically, a project sponsor (the "developer") develops a project concept and plans, and submits them for review to the community. From here, through the process well known to all who have participated, the project undergoes intensive, sometimes adversarial, scrutiny and reviews before action by the permit granting authorities.

As an alternative to this process, for those cases where public interest in the economic development process warrants, the town could sponsor or cosponsor with the developer, a project design effort that would create a development "vision" that would attain both the developer's goals and the community's goals. Such a process could facilitate the development review process and add "value" to the end product. This collaboration combined with incentive zoning elements can create a positive contribution to Pittsford's community assets. An example of a product from this type of design process is illustrated in the Figure entitled; Gravel Pit Site - Draft Schematic Development Plan following. The plan depicts one concept for the reuse of the former gravel mining site off Jefferson Road/NYS Route 96. Similar plans could be commissioned by the town with property owners for areas of major economic or aesthetic concern such as the Monroe Avenue corridor.

"Infill" Residential Site Development - Numerous smaller-sized parcels of vacant land punctuate existing developed residential areas. The predominate area for this lies south of Jefferson Road, north

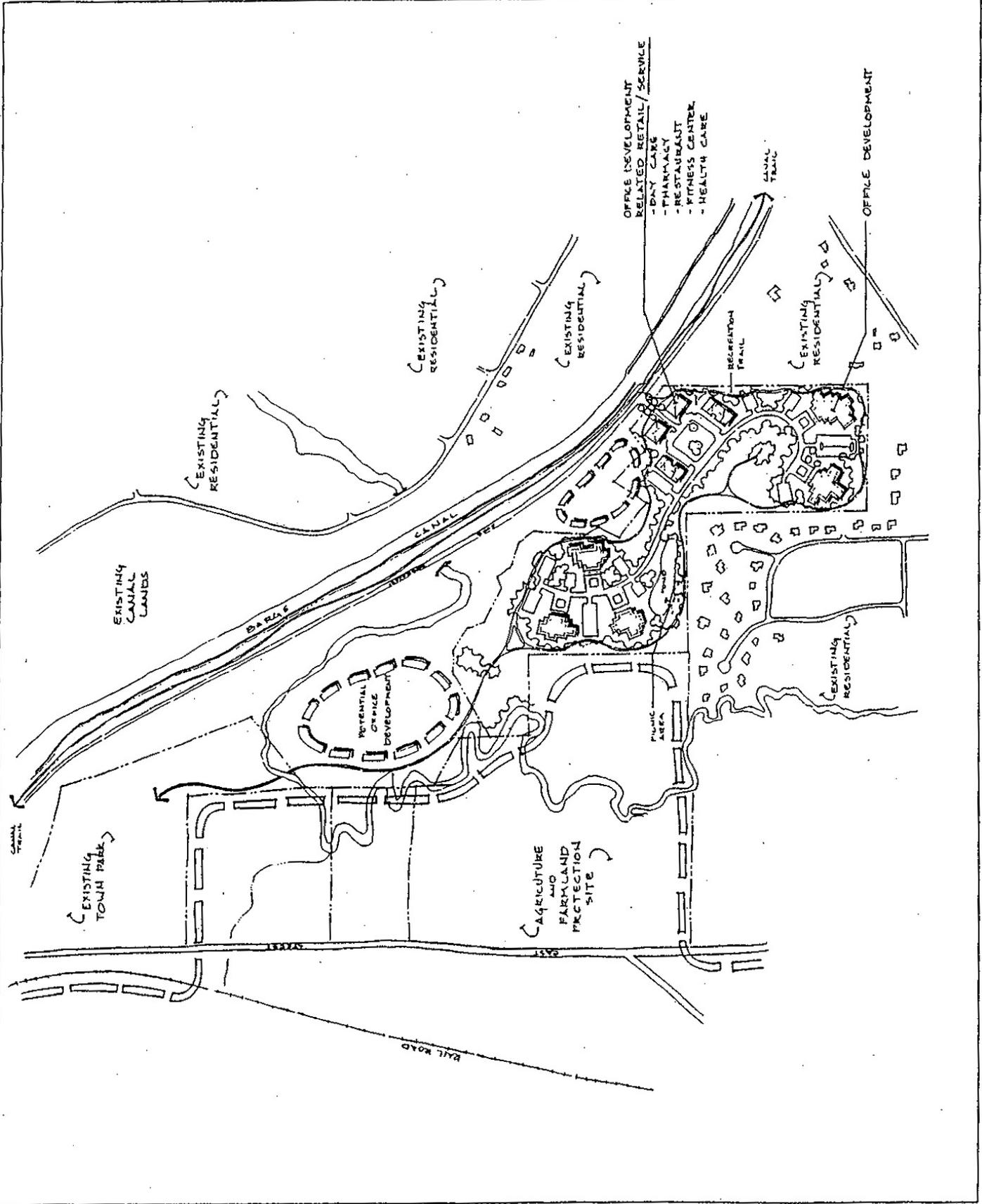
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GRAVEL PIT SITE

DRAFT
SCHEMATIC
DEVELOPMENT
PLAN

DATE: 10.20.07

NO.	1
DATE	10/20/07
BY	J. WYCK
CHECKED	J. WYCK
DATE	10/20/07



of Calkins, and east of Mendon Road. Generally, these parcels should be allowed to be infilled with residential uses. The density and form of development should be consistent with the existing pattern of development on adjacent properties. As an alternative to residential uses, compatible public and semi-public uses would be acceptable for these parcels.

Economic Development Site Summary

Introduction - As the region's economy adapts to a changing marketplace, an opportunity is opened up for the Town to capture a share of the growth in commercial, service, office, and light manufacturing components of the economy. The objective is to secure sound economic land uses that contribute to the employment and tax base of the community, while fitting into the character of Pittsford. The following are descriptions of sites throughout the town that have been identified as potential economic development opportunities. The development potential is recognized for these areas. These sites are potential receiving districts for transferred development rights. Nonetheless, it is understood that site-specific proposals would need to confirm the feasibility for development.

Linden Avenue Industrial Park - Site One- The existing use of this site located in the northeastern corner of the town is industrial and manufacturing. Heavy commercial and light industrial redevelopment have been proposed. Included in this proposal are roadway and streetscape improvements, screening, facade improvements, entrance signage and a common sign format. The need for remediation of potential site contamination may be one of the barriers to this redevelopment effort. The creation of a special Industrial Improvement District has been proposed to undertake the physical and organizational improvements necessary to make this area competitive with other "industrial parks" in the Monroe County area. New York State Urban Development Corporation and Department of Economic Development funding may be available for infrastructure improvements. In addition the creation of a Local Development Corporation to assist in packaging and marketing this area and other economic development opportunities in Pittsford would be appropriate.

Washington Road Theater - Site Two - This former drive-in theater site is located in the extreme northeastern corner of the town and is currently vacant. Development at this site is significant since it will set the standard and act as a catalyst for development of the Linden Avenue Industrial Park. One option identified for this site is to develop it in office uses consistent with those developing to the north on Washington Road. Special zoning provisions would be required for this use. Another option for this site is to develop it for a general commercial use.

Gravel Mine Property - Site Three - This site, located southwest of the Jefferson Road at the eastern edge of the town, is partially an abandoned soil mining operation and partially vacant. One option identified for this site is an office-related mixed use development. Commercial services could also be provided as part of this complex, particularly uses that support the primary offices. Such uses could include a day care center, health club, personal services, and a limited convenience food store. A master-planned office "campus" is recommended as the primary land use. Recreation and open space uses could be provided in conjunction with this development provide their location is consistent with the need to preserve critical resources (flood plains and wetlands) associated with the Irondequoit Creek.

A second option identified for this site is a residential-related mixed-use development. A clustered residential plan would be appropriate for the site and would permit residential units at a reasonable density while key resources are preserved in permanent open space. Commercial services related to the primary residential land use would be appropriate. These commercial uses could be similar to those identified under the office option but would most likely be at a reduced scale. Recreation and open space uses could also be provided in conjunction with this option.

Mendon Pond Park Area - Site Four- This area of the far southwest portion of the town is currently used for agriculture, fallow land, and soil mining, is located south of the Thruway. It includes land on the west and east sides of South Clover Street. Any option for the reuse of the mined portion of the site needs to consider significant "front end" costs for recontouring the site to create a more attractive visual environment. One option identified for this site is to develop it as an expansion of the existing county park providing opportunities for more active recreation facilities. Another option is to develop it for low density residential use with preservation of farmlands and open spaces. This type of location may be attractive for development of a corporate "retreat" type of conference/training center. Market research would be needed to confirm the level of demand for such a use within the region. The development of such a center should be in a scale and design appropriate to the rural setting. The site's proximity to Mendon Ponds Park is a positive attribute.

Popli Property - Site Five - This site is located along Jefferson Road/NYS Route 252 west of the Village of Pittsford. The portion of the site on the south side of the highway is currently in agriculture while the north side is primarily in first-growth forest and screened from the roadway. One option identified for this site is to preserve it in open space in its entirety. Other potential uses include affordable single-family residential clusters or office/open space.

Jefferson/Clover PUD-Site Six - This site surrounds the intersection of Jefferson Road/NYS Route 252 and Clover Street/NYS Route 65. It currently consists of a variety of land uses. A mixed use economic development option has been recommended for this site as a modification to the existing Planned Unit Development (PUD) land use plan. Options for changing the current plan include:

- development of a retail or professional office center in the northwest quadrant of the intersection using design principals shown in the illustrative plan include in the Canalway section of this chapter;
- designating the Clover Road frontage on the west side of the road to additional office uses with special residential (e.g., senior housing/affordable housing) uses on the hillside above and to the west;
- redesigning the Nursery in the northeast quadrant to improve the visual impression;
- include a small-scale office use along Clover between Jefferson and Tobey; and

Erie Canal Site-Site Seven - The Erie Canal Site is located east of Clover Street/NYS Route 65 in between the railroad and the Barge Canal and is presently occupied by a small-scale boat launching facility. Canal-related marine service and commercial development has been proposed for this site.

Plan Summary

Such a development might include a marina, concession, pump-out facility or a full service restaurant. Other options identified for this site include canal-related open space and recreation, or continued existing land use.

Monroe Avenue Intermunicipal Site • Site Eight - This partially developed parcel is adjacent to the northwestern corner of the village, north of Monroe Avenue/NYS Route 31. Access is gained via a drive that intersects Monroe Avenue at the base of the Erie Canal bridge at the entrance to the Village. A related issue is how access to Monroe Avenue could be improved. The access way should be sited appropriately with consideration for the existing traffic signal. Light manufacturing as an extension of the current site use has been identified as a potential use for this site. Office uses are appropriate for those portions of the site that face Monroe Avenue or lie near either Elm or Grove Street in the Village. The site's canal access should be exploited by providing some canal-related commercial development. Redevelopment of this site will require a cooperative effort between the Town and the Village of Pittsford to establish land use policy, confirm and resolve access issues, and to implement the plan.

Monroe Avenue Commercial Area - Site Nine - The Monroe Avenue Commercial Corridor, though one of the more attractive urban commercial corridors, presents a number of opportunities for strengthening and improvement. These improvements are designed to improve highway performance and to position adjacent commercial areas to compete in a rapidly changing retailing marketplace. The options available for the corridor include redevelopment and expansion of existing uses to provide for the "big box" retailing approach (e.g., large-scale merchandisers) and the inclusion of additional uses such as new office space along the roadway. Parking lot improvements, such as landscaping, would improve the aesthetics of the site. Improved circulation and linkages between adjacent parking lots would improve highway performance while providing integrity between uses.

In conjunction with the proposed plaza improvements, pedestrian and bicycle linkages should be included along the historic Erie Canal and to adjoining land uses. Possible development of a restaurant in conjunction with the historic canal lock should provide for a symbiotic relationship that improves commercial viability while providing resources to revitalize and maintain one of the Town's historic assets,

Sisters of St Joseph Property - Site Ten - This site is west of the Nazareth College Campus. A large block of land adjacent to an existing access way is vacant and suitable for a number of uses including single-family residences, in accordance with the current zoning. Another option is to develop this site as a college-related office park or conference and training center. A final option for this site is to develop it as an adult community.

General Suggestions - Additional opportunities for appropriate development will arise as institutional and other large land uses go through natural economic transition. These should be considered on a case-by-case basis for evaluation of potential community benefits and costs of alternative development proposals.

Along major thoroughfares such as Monroe Avenue, East Avenue, and Fairport Road, there will be continued pressure to convert residential uses to non-residential uses (e.g., professional offices, bed

and breakfasts, etc.)- These conversions should be considered carefully for potential impacts to abutting properties. A conservative approach is suggested. Where appropriate, limited non-residential uses of residential structures may be attractively executed provided sensitive landscape and architectural design and construction techniques are applied. This issue may warrant more detailed consideration at a later date.

Where appropriate to the setting, the town may wish to consider the potential for locating appropriately designed, neighborhood-scale retail development. This type of development may be part of larger, planned development project. The neighborhood retail development generically envisioned here should include residential-scale architecture and sensitive site design. This would be characterized by low building volumes, limited facade lengths, pitched roof forms, hidden mechanical equipment, human-scale lighting fixtures with low illumination, small parking lot areas, and residential quality landscaping. Sign size would be small and be limited to identification of the site. Site access would mirror a residential street, and service vehicle access and loading facilities would be screened from view. Appendix 2 provides conceptual guidelines for siting and design of this type of project.

Recently enacted New York State land use statutes authorizing incentive zoning may find beneficial use in many situations in Pittsford. Strong consideration should be given to use of incentive zoning to accomplish the objectives of the Comprehensive Plan.

Canalway Waterfront Revitalization Concept

Pittsford's historic setting on the Erie and Barge Canal systems is an amenity of no small value to the community. The existing blend of uses that take advantage of that setting provide an excellent model for future enhancements. The Pittsford community has been recognized for the efforts made to create an interesting and appealing "canalfront". The overall planning framework for this component of the comprehensive plan is simple: continue to support and emphasize the center in and around Schoen Place in the heart of the Village of Pittsford and support the development of smaller-scale canalway activity centers at the westerly town/village line and near the turning basin off Clover Street. An illustration of how the area near Lock 32 Park and Clover Street Boat Launch may develop is provided in figure entitled; Jefferson and Clover - Draft Schematic Development Plan following. The majority of the canal corridor is envisioned as a linear park, or "greenway". This greenway will continue to serve as an open space and recreation resource for community enjoyment. Opportunities for continued and expanded use are tremendous. The canal trail provides a major east-west "spine" to the town (and county) trail system.

As the New York State Thruway Authority's Canal Corporation and the New York State Canal Recreationway Commission complete and carry out the state-wide planning process for the canal system, additional opportunities will develop for continued improvements to Pittsford's segment of the canal. Monroe County, as part of a multi-county consortium, has prepared a regional plan for its segment of the canal. A more detailed plan was developed subsequent to that regional study. Pittsford was included in the more detailed planning effort. (For more information see Erie Canal Corridor Plan, Genesee Finger Lakes Region, Monroe County, Pittsford to Perinton, 1993). The greenway concept provides a framework for recreation, open space preservation, historic interpretation, and economic development to occur in harmony using the canalway as the "common thread" linking the uses together contextually.



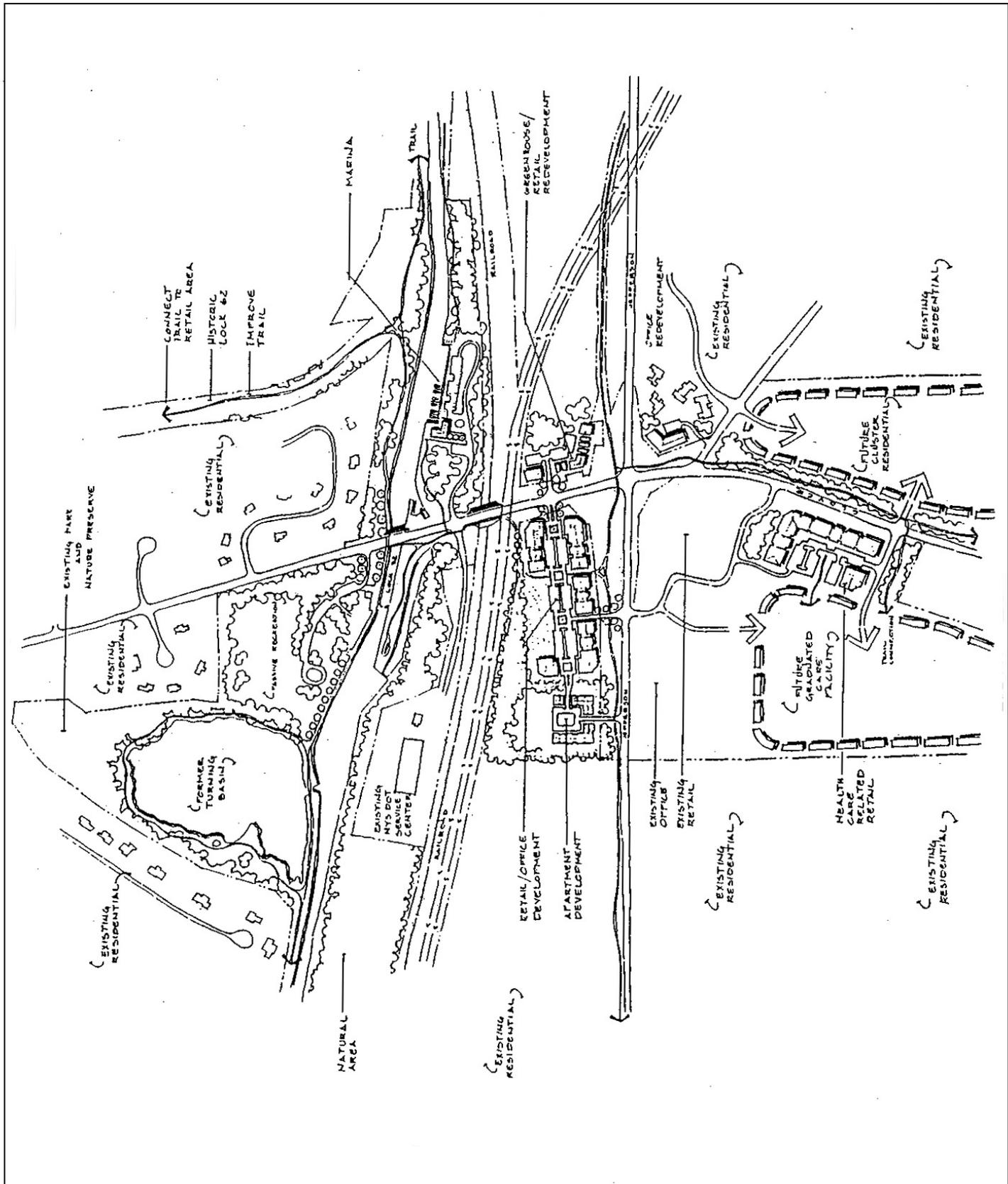
BRISTOL UTYNSKI WODKIC, P.C.
LANDSCAPE ARCHITECTS AND SITECT
ARCHITECTS
1000 S. BRISTOL AVENUE, SUITE 100
PHOENIX, AZ 85024

**JEFFERSON
+
CLOVER**

DRAFT
SCHEMATIC
DEVELOPMENT
PLAN

DATE: 01/14/2014
SCALE: AS SHOWN

PROJECT NO.	14-001
DATE	01/14/2014
SCALE	AS SHOWN
BY	JW
CHECKED	JW
DATE	01/14/2014



Plan Summary

The town's location on the inland waterway system makes it eligible to participate in the New York State Coastal Zone Management Program. Should the town decide to participate in that program by creating a Local Waterfront Revitalization Plan (LWRP), the comprehensive plan establishes the framework for the town's waterfront revitalization concept. The comprehensive plan data base including existing and proposed waterfront land use patterns which would be a major component in the plan. Other major components would include town review and refinement of state coastal zone management policies and establishment of projects to continue to revitalize the canalfront in the community. Due to the important relationship between the town and village in this area, a joint planning effort may prove mutually beneficial,

An advantage of the town engaging in the local waterfront revitalization planning program is that the town's approved local waterfront revitalization plan would serve a substantive role in guiding state agency decisions regarding projects in the defined coastal zone. The actions of state agencies must be consistent, to the maximum extent practicable, with local waterfront revitalization programs which have been approved by the Secretary of State of New York. Further, there is the possibility of funding assistance for projects established in the LWRP, although, current funding allocations are very limited. Participation in any additional program includes acceptance of certain responsibilities. Key responsibilities include the preparation of the local waterfront revitalization plan itself, the review process for the plan, and the administration of the plan. Many communities have elected to participate in the LWRP program. Further discussions of the merits of the program are warranted to be held between town officials and the New York State Department of State, Division of Coastal Resources and Waterfront Revitalization.

Environmental Impacts and Mitigation

Fiscal Impact

Purpose

The original Pittsford fiscal impact model¹ was designed to test the fiscal impact of a build-out of the Town in variable proportions of residential, industrial, retail and office development, with a specific focus on office and residential. This adaptation of the basic model extends the analysis to enable a test of alternative land use patterns in the Town.

The model is a tool for policy and is based on a range of assumptions about costs, revenues, and the relationship between both and growth. Actual tax rates will depend on changes in cost of service provision and a number of factors that are not predicted in the model. For this reason, the model is better as a tool for comparing alternatives than as a "crystal ball" for divining the future.

Time Frame

The base model used a ten-year planning horizon. All of the land use changes for the model were divided equally among each year of the time frame.

Land Use Proportions

The land use proportions for currently undeveloped land appear in the table below. These calculations assume that there are about 3,600 acres in the southern portion of the town that are potentially available for development (including land proposed for inclusion in the agriculture preservation district - about 3200 acres; and developing portions of the town not in that district - about 400 acres) and a small amount of land potentially available in the northern portion of the town.

Three categories of residential development are considered. As indicated on the Appendix 4 tables, high-cost residential development assumes an average value of \$420,000. Most unrestricted residential development in the community is assumed to be in this range. The middle range assumes a value of \$250,000. As presently structured, this is the low end of market rate housing in Pittsford. A relatively small amount of this housing is assumed built. Also included in the model is limited affordable housing, assumed to have an assessed value of \$112,500 based on 1,500 square feet of space and an assessed value of \$75 per square foot.

¹ NOTE: This summary does not address the basic characteristics of the Town of Pittsford fiscal model, on which the comprehensive plan model is built. Please refer to earlier report prepared by the Center for Government Research (December 1993) for a detailed explanation of the fundamental model.

Land Use Proportions for Fiscal Impact Analysis

<u>Land Use</u>	<u>Est. Acres</u>	<u>Proportion</u>
Residential: High	1,490	36.6%
Residential: Moderate	540	13.3%
Affordable Housing	113	2.8%
Industrial/Commercial	18	0.4%
Office	64	1.6%
Retail	27	0.7%
Unrestricted	523	12.8%
Ag/Undeveloped		
PDR	325	8.0%
Conservation Easement	325	8.0%
TDR	650	16.0%
TOTAL	<u>4,075</u>	<u>100%</u>
<i>Total Ag/Undeveloped</i>	<i>1,823</i>	<i>44.7%</i>

Agricultural Preservation

About 1,300 acres of agricultural and environmentally sensitive land in the town is assumed in the model to remain in agricultural and open space uses through the use of three legal vehicles (in addition to clustering). These include purchase of development rights (PDR), transfer of development right (TDR) and conservation easements. A discussion of the mechanics of these three approaches appears elsewhere in the report. The model was adapted to permit the community to estimate the cost of adopting a variety of techniques for the preservation of agricultural land. Also, it is estimated that a large portion of the land that will be developed residentially will include open space set asides. These additional open space lands could easily reach 700 or more of the over 2,200 acres estimated to be developed for single-family residential uses. Since these open spaces would be included as part of a development project, there was no need to include those separately in the model.

The cost of a PDR program is modeled assuming that the development right costs the difference between the average market value of farm real estate (about \$9,000 per acre) and the market value in agricultural use (assumed to be about \$1,000 per acre). The right is purchased through issuing a 20-year bond at seven percent interest. The public sector cost of a TDR is modeled as a decline in property tax base from the property's current market value to its value in agricultural uses. The private cost of the TDR is assumed shifted to the private sector. The cost of a conservation easement is modeled as a loss of tax receipts, assuming that the exemption granted totals 40% of the tax liability. The exact level of exemption awarded is a matter for discussion within the Town Board. The Town of Perinton conservation easement program awards an exemption of 83% for long term agricultural easements. Perinton appears to implicitly under assess agricultural property, however. For the exemption to have much value (thus much appeal), the percent reduction must be substantial. Beginning with an average value of \$9,000 per acre, a much smaller reduction in the total tax bill will create a significant incentive for participation.

Nonresidential Development

As noted in the above table, approximately 18 acres of land is assumed for industrial development, 64 acres for office development and an additional 27 acres for retail development. The model has been designed to allow the review of a range of alternative rates of absorption and configurations of land use.

Findings

With the above mix of land use and policy, tax rates in the community increase very slightly until rising enrollment forces capital construction at Pittsford Central School District. The model assumes that new construction increases school tax rates, offsetting the added tax revenue from nonresidential construction.

Agricultural preservation costs also rise as more acres are placed into the conservation programs. Each of these programs has a cumulative negative impact on the budget as more land is added to each category. In all cases, the program is assumed to last the life of the fiscal analysis (20 years). Conservation easement contracts will likely be shorter than 20 years. Effectively, the model assumes that all contracts will be renewed or that contracts will have a 20-year life.

The costs of the agricultural preservation alternatives vary in an expected way. The cheapest alternative is the conservation easement, yet it is also the least-effective method of long-term agricultural preservation. First-year cost of the conservation easement is estimated to be \$70 per acre. The PDR is the most expensive. First year cost is estimated at \$755 per acre. The TDR cost is largely shifted to private developers. The public cost is estimated at about \$155 per acre per year. The net change to the cumulative tax rate (i.e., whole town, town outside village, and Pittsford Central School District) is an increase of approximately three cents (\$0.03) per \$1,000 in assessed value for year one, forty-three cents (\$0.43) for year five, and two dollars and 16 cents (\$2.16) for years 10 and on.

Critical Assumptions

The following assumptions are among the most important for their impact on the fiscal conclusions of the model. These assumptions necessarily involve a significant amount of professional judgment, yet have a significant impact on model conclusions.

- Share of housing developed in high v. moderate price range
- Level of exemption required to make conservation easements attractive
- Likely absorption of non-residential development
- Likely absorption of residential development alternatives
- Mix of farm land and open space preservation alternatives

Future Costs Under Present Plan and Zoning

Appropriate policy decisions can only be reached by adopting an appropriate comparison, The consultant and staff team must determine what development alternatives are likely under present zoning and use the model to estimate these costs.

As an initial point of departure, the fiscal impact of *status quo* zoning was examined. The assumption was that the economic development sites which were properly zoned for commercial/light industrial development would develop according to the current zoning. All other lands available for development would develop as residential according to current zoning requirements. Given the larger amount of land supplied to the market, the mix of residential development is assumed to be evenly divided between high and moderate, instead of the predominant housing price being in the "high" category. Under the *status quo* scenario, the tax rate rises more quickly as the available capacity of the school district is swiftly absorbed. The present value of the change in levy is higher than that of the proposed plan. The increase in the tax rate would also be higher in the status quo scenario than that for the proposed plan.

Other Environmental Impacts

Adoption of the Comprehensive Plan will have no direct impact on the physical environment of the Town of Pittsford, It will not result in the approval of any development activity, either private or public. The purpose of the plan is to direct and control growth as it occurs in the town. In general, the plan is expected to have a beneficial impact on the community over time. Updated land use concepts will help the community address its expressed objectives.

Potential adverse and beneficial environmental impacts can be identified based on the recommendations of this plan. This plan focuses primarily on the developing areas of the community. The Comprehensive Plan addressed four major areas of concern - agriculture and open space, transportation, economic development, and canalway waterfront revitalization. The potential generic impacts associated with these recommendations are reviewed below.

A series of development and conservation thresholds have been developed for the proposed plan, for more detail see the fiscal impact section above and Appendix 3. These are not absolute figures but are meant as a guide for measuring potential impacts associated with the proposed plan. The ranges are based on general historical information about the town and what is anticipated under the proposed plan.

Thresholds - Estimates have been developed for residential and industrial development, and for acreages preserved under the proposed purchase of development rights, transfer of development rights, and conservation easement programs. Projects adhering to these thresholds and comprehensive plan proposals will have addressed potential land use questions. However, site-specific environmental assessments will be necessary to confirm site design, system capacity, and other potential issues.

The proposed land use designation of a particular area will serve as the threshold for environmental review for future rezoning actions. It is assumed that the town code (zoning, etc.) will eventually be amended to comport to the comprehensive plan. For areas designated as receiving districts in the plan, rezoning decisions will include considerations for receipt of transferred development rights to those districts. Hence, land use changes in conformance with the land uses proposed in the comprehensive plan are within the environmental review threshold established herein. The proposed land use change itself will not be an issue of concern for an environmental assessment. However, site-specific environmental impacts must still be considered in an environmental assessment. These issues can include, but may not be limited to scale of development, traffic impacts, drainage system impacts, utility system capacity, design and aesthetic concerns, historic and archaeologic resource protection, etc. The following impact review assumes the above thresholds.

General Plan Recommendations - The plan recommends the Village of Pittsford remain the focal point of the community, It also generally recommends that vacant lands within residential areas be utilized for new residential development, new public park development or for utilization as open space. The plan promotes industrial and commercial uses that meet the needs of the community and are at an appropriate scale in relation to the village and rural character of the community. These actions will not adversely impact the character of the Town of Pittsford. They directly address the town's land use, town character, and recreation and open space goals. The plan and fiscal impact assessment includes provision for housing options including senior housing, extended care facilities, and affordable housing.

Agriculture and Open Space Preservation - The goal of this component of the plan is to balance development and preservation of the town's sensitive environmental resources. Some development will be permitted in agricultural zones, but in such a way as to minimize conflicts with agricultural uses and to maintain the rural character of this portion of the community. These actions will beneficially impact the community and, in particular, the remaining farms, other important open spaces, and environmental resources such as wetlands and stream corridors. This action is in accord with the town's vision statement which emphasizes enhancing the rural character, varied open space, and agricultural aspects of life for the community.

The development that will be permitted in the agricultural area will be managed to balance agricultural and open space goals with the development goals. Specific regulatory and incentive mechanisms will be put into place to achieve this balance. Transfer of development rights, purchase of development rights, and conservation easements are among the programs that will be used to achieve the above goals. Cluster development will be an important technique for continued application in the Town. The TDR program may require increased development densities in designated areas of the town. Receiving districts will be carefully chosen in accordance with the goals of the comprehensive plan. Proper use of these tools will mitigate impacts to property owners. Site-specific environmental reviews will be required for all development as appropriate.

The preservation of greenways or open space corridors will also beneficially impact the town. These systems will offer additional protection to stream corridors, floodways, wetlands, woodlots and other resources such as the Erie Canal and scenic corridors. Specific vegetation and wildlife will also be protected through the development of such a system. Conservation easements can be used to preserve significant features on a particular site, agricultural lands, or corridors that part of a greenway system. These actions promote the town's goals relating to town character, land use, and the Erie Canal.

Transportation - The transportation component of the plan recommends a series of intersection improvements and a number of other improvements. These recommendations are designed to beneficially impact traffic patterns throughout Pittsford. The transportation goal included support of improvements that would "...facilitate movement within the town without encouraging through traffic." Site-specific environmental reviews will be required for each individual project. These recommendations are in accordance with the town's transportation goal, which is "to reduce traffic in heavily congested areas and promote highway improvements."

The plan also recommends the development of a trail system, as documented by Kotz and Associates. Another proposal includes the consideration of enhanced mass transit opportunities as they become available to the town. These recommendations will contribute to the improvement of the flow of traffic throughout the community by reducing overall traffic volumes. As a result, the above activities will beneficially impact the town.

Economic Development - The goal of this component of the plan is to generate jobs and tax revenues while protecting the character of Pittsford. The development of a Local Development Corporation or the formation of an *ad hoc* economic development committee has been suggested and a number of sites have been identified as potential economic development opportunities. These opportunities range from neighborhood commercial uses to office parks to light industrial uses.

The above proposals directly address the town's business and employment goal, which is to strengthen the economic base of the Town of Pittsford. Each of these proposals incorporates measures for preserving the town's character. Development design guidelines are presented in Appendix 2 as a tool to help mitigate the impact of commercial development. As a result, these recommendations will beneficially impact the town overall. Site specific environmental reviews will be required for each project. Site specific reviews will require these projects to address other town goals such as improving traffic flows and preserving open spaces. No significant adverse impacts are anticipated.

Canalway Waterfront Revitalization Concept - The proposed canalway concept incorporates two minor development nodes into a canal greenway system. The canal greenway will link activity centers with neighborhood trail systems. There is already a trail system, and a number of active and passive recreational opportunities in place along the canal. The plan's proposal involves improving and adding to these recreational activities, including the development of a marina and other appropriate canal-related uses. The plan also recommends that the Village of Pittsford continue to be reinforced as the activity center of the canal system in this community.

The above activities will not adversely impact the Town of Pittsford. The enhanced greenway will preserve the character of the canal system and add to the overall quality of the greenway system in Pittsford. The minor development nodes will generate some additional activity along the canal without detracting from the village. Site specific environmental reviews will be required for each development proposal. Such reviews will include an analysis of the scope and scale of the proposed activity to ensure that historic and visual resources are not adversely impacted.

IMPLEMENTATION ACTION SUMMARY

Introduction

From the inception of the comprehensive planning process, the desired outcome was to produce an overall strategy for action to guide future land use management activities for the community. This chapter highlights those actions that will specifically advance the major recommendations of the plan.

Agricultural Resources and Open Space Protection. A balanced approach has been established that will use a combination of incentives and regulation to achieve the agricultural resource and open space protection goals of the plan. These actions are summarized below:

- Under the leadership of the Town Board, gather specific input on priority farmland preservation sites from interested and affected farming stakeholders to guide the implementation of this component of the plan. Ideally, the town will be able to target those properties of high priority for protection. A ranking of properties of moderate preservation importance as well as those of low preservation value will be useful. This will help clarify the land use patterns and will facilitate both the preservation and the development processes. The Town Board could serve a proactive role in the negotiation of purchase of development rights and in securing conservation easements.

As part of the implementation process, the town will need to consider the most practical way to administer the responsibilities for the plan implementation. The use of existing town agencies (e.g. planning and environmental boards, etc.) should be maximized. The role of interest groups can be clarified and made a positive component to the implementation process. The process for review of the agricultural data statements required by New York State Agriculture and Markets Law for development projects would be a topic of discussion during the implementation phase. Confirmation of the appropriate town agency to cover this task would be made. Strategic assistance with the administration of the transfer of development rights (TDR) component of the plan is another potential assignment for a town agency. The Town Board could utilize the land evaluation and site assessment (LESA) described in Appendix 1 as an important tool in its efforts. The town may need input in establishing criteria for sewer main extensions as those actions affect farmland. The plan data base on active farmlands, prime soils, and farmer-owned land are important components of the information needed to guide these implementation efforts.

Participation in county-wide agriculture preservation and development efforts would be an important component of the agricultural preservation effort. A local agency should be considered to assume the role of county level participation and well as more localized coordination with adjoining communities. The agricultural land resource clearly extends across municipal boundaries.

- Expand existing financial mechanism(s) (e.g. Pittsford 2000 Fund) to secure protection for important lands for long-term agricultural productivity and open space protection. Several techniques can be used including but not limited to the annual budget process, bonding, and

enhanced use of the recreation fee for subdivision development. This action will provide a major component of the financial resources needed for the purchase of development rights program. In certain cases, property may be best acquired in fee simple.

- Create the conservation easement program for the town. The Town of Perinton has a successful program that can serve as a model for creation of a similar program, for Pittsford.
- Amend the Pittsford Zoning Ordinance and Subdivision Regulations. Establish the agriculture preservation and planned development district. The district boundary would be refined as appropriate. The amendment should include incentive or bonus zoning provisions as recently authorized by changes to New York's land use statutes. The incentives could include density bonuses, reduction in certain public improvements, and other measures appropriate to advancing the objectives of the comprehensive plan.

Consideration of a sliding-scale or variable density development formula is appropriate. The sliding scale would be based upon objective measures of development capability of the site and the impacts of the proposed development as measured. Specific density provisions would be detailed in the proposed amendment to the ordinance. It is expected that some modification to current development densities would be in order. A flexible tool is needed to encourage development creativity that balances community objectives with the economic realities of the development process.

To the extent practicable, the ordinance could include design guidelines for developments affecting agricultural and open space resources. These guidelines would facilitate the design process for the development community as well as facilitate project review for the planning board and other jurisdictional agencies.

A transfer of development rights program would be a component of the zoning ordinance amendment. This program would confirm and refine the sending and receiving districts generally suggested in the comprehensive plan. Confirmation of the potential for the receiving districts to support the projected development would be determined. The potential for the agriculture preservation and planned development district as both a sending and receiving zone-would be part of that analysis.

Economic Development Initiatives. The plan suggests an increasingly proactive role of the town in supporting sound economic development land uses in a balanced manner. Projects that can positively contribute to the community assets and tax base and that are responsive to community character issues should be able to be created in a reasonable time frame. Potential adverse impacts of development projects must be mitigated to the maximum extent practicable. Toward that end two specific actions are suggested.

- First, consideration of the creation of an economic development committee or a more formal local development corporation is warranted. Regardless of the form, the mission of this proposed entity would be to assist the community by facilitating the process of creating positive economic land uses. The work of this group would include targeting specific uses

that could function prosperously within the character of the town. Assistance with site selection, the development approval process, and promotion efforts are all important tasks. Where necessary and appropriate, this entity could assist in redevelopment of underutilized sites and in the packaging of smaller commercial properties to create attractive sites for development.

- A second activity of this organization would be to develop potential development concepts for important economic sites in the town. By creating a development vision for vacant and underutilized parcels in the town, in particular those on state highways with water and sewer availability, an important service can be rendered to the property tax payer and to the development community. These site or subarea-specific concept plans can be created independently by the organization, or in collaboration with a prospective development firm. The cost of this service should be a reasonable fraction of the benefits to be garnered by securing a positive addition to the community tax base. This concept can be tested on a "pilot project" basis on any one of the sites identified for economic development potential in the plan. Perhaps a parcel or group of parcels in the Monroe Avenue corridor or a new neighborhood commercial site could be used for the pilot project. Landowner and community participation would enhance the potential of this proposed initiative yielding positive results.

- Incentive zoning techniques can be used to create desirable amenities either on or off the project site to advance the objectives of the comprehensive plan. Commercial development design guidelines may be included in the zoning ordinance to facilitate project design and review by the project sponsor and review agencies, respectively (see Appendix 2 for draft language on design guidelines).

Transportation. The town is actively involved in working with the New York State Department of Transportation and Monroe County in advancing the intersection improvements noted in the plan. Equally important is the replacement of the Mitchell Road Bridge. With continued focus, these needed projects will become a reality.

- Planning for long-term and moderate-term transportation needs will require increased attention. The town, as part of the metropolitan Rochester area, can help ensure that the future community and economic needs are met by the transportation system by playing an active role in regional transportation planning initiatives. Toward that end, the town's agenda can be refined and promoted. The town should explore the transportation improvement suggestions made in the town's newsletter survey (Spring, 1994) with the transportation planning officials for further consideration for future feasibility studies. Those suggestions included: creation of a light rail network, expanded bus service, additional park and ride lots, and car pooling incentives, among others. As the region continues to grow, these options will be increasingly important.

- Continued emphasis on non-motorized systems is recommended. The construction of the proposed trail system connections outlined in the recreation plan is a priority as is the connection of major sidewalk corridors in the town. Federal assistance through the ISTEA (Intermodal Surface Transportation Efficiency Act) can be an important source of funding for some of these "enhancement" projects, particularly those related to federally-funded urban system highways.

With community support and continued cooperative efforts, the town is well-positioned to advance the plan from concept to reality. Responsive implementation efforts will help confirm Pittsford's well-deserved reputation as a very desirable community in which to live and to do business.