

Brockport

Comprehensive Plan

Planning A Better Brockport



November 2019
Village of Brockport, New York

Acknowledgments

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Section 01

Introduction



Introduction

What is a Comprehensive Plan?

The Comprehensive Plan is a tool that helps communities proactively address a broad range of issues and topics in a unified manner. It does this on a community-wide basis using a collaborative process that involves community stakeholders. The primary purpose of the plan is to provide guidance to those in both the private and public sectors when making decisions that affect the future. It is not a detailed plan but rather a conceptual road map stating the community's goals with actions that must be taken to achieve them.

Under New York State Village Law, the Village Board is responsible for adopting or accepting and maintaining the Comprehensive Plan as a guide to the community's development. The adoption of this Comprehensive Plan exemplifies the commitment by the Village to maintain and improve the quality of life for its residents. Village boards and committees should use this Plan to help make informed decisions regarding development and zoning applications and how they relate to the goals and objectives stated in the Plan. Citizens can also use this plan to better understand their community and evaluate the effectiveness of local government.



View of Strand Theatre on Main Street near intersection of Main Street and State Street

Why Plan?

Planning for the future is an important activity for any community but it does not have to be a daunting process. Planning is and should be a proactive process that identifies and addresses key community issues, capitalizes on opportunities, and leverages assets.

Communities should use the comprehensive plan to identify and analyze relationships between important and interrelated components such as housing, land use, transportation, parks and public space, etc. It should be far reaching yet realistic based on community values coupled with market forces, demographic trends, and other important community characteristics. It should plan for what we know now as well as include a decision-making framework to help guide decision-makers on things that are unforeseen. This comprehensive plan seeks to provide that guidance, and each priority area and recommended action was developed thoughtfully to reflect key trends and the vision, values, and principles of the community.

Demographics, priorities, and economic trends all shift over time; therefore, a regular update to the comprehensive plan is necessary to account and plan for these community changes. It is recommended that Brockport review and make minor updates every five years and prepare a full update every ten years.



View of Canal and Main Street Bridge from southern bank of Erie Canal

“Good planning helps create communities that offer better choices for where and how people live. Planning helps communities to envision their future. It helps them find the right balance of new development and essential services, environmental protection, and innovative change.”

- American Planning Association







Section 02

Our Context





Hiel Brockway, co-founder of the village, was also heavily involved in canal trade. He operated a packet line between Rochester and Buffalo and had a boatyard that, at one time built more canal packet boats than any other in the world. His son-in-law Elias B. Holmes, also owned a packet boat line.

Our History

Brockport is located in the Triangular Tract, a piece of land of about 80,000 acres that was formed as a result of a fraud that was attempted by the Phelps and Gorham land developers on the Seneca Indians. The land purchase was supposed to include a 12-mile-wide strip of land on the west bank of the Genesee River. However the surveyor drew the western edge of the tract straight north from Leroy to Lake Ontario, creating a triangular-shaped slice. The Senecas discovered the fraud, recovered the tract, and sold it to Robert Morris, who resold it to a consortium from New York City, who developed it.

The development included the 1802 cutting of a rudimentary Lake Road from Leroy to Lake Ontario bisecting the tract. Settlement began along that road. The earliest settler in what is now Brockport seems to have been Edward Park in 1808. In 1817, James Seymour opened a store where Clarkson Corners is now. Hiel Brockway bought land in the Town of Sweden that same year and joined Seymour in business on Ridge Road.

By 1822, it had been decided that the route of the Erie Canal would follow the lip of the Medina escarpment for 64 miles. Brockway and Seymour concluded that where it crossed Lake Road would be a desirable site for a town. Brockway's land was on the west side of Lake Road and Seymour and his partners bought land on the east side. They laid out the village in 1822. It acquired its charter as an incorporated village in 1829.

In 1823, the canal had been built as far as Rochester. The commissioners had planned that construction be halted there while the ladder of locks was being built at Lockport. Seymour used his influence to get the canal built to Brockport, rather than stopping in Rochester. So, for two years Brockport was the canal's western terminus until the Lockport work was completed and the canal was opened in October 1825. In those two years, Brockport developed as an important market center, providing access to the canal from a large farming area.

In 1830, village leaders persuaded the Western New York Baptist Conference to locate in the village the college it planned to establish. Their incentive included the donation of six acres of land and \$3,000 from Brockway. The money, plus some other donations, paid for construction of a three-story stone building. However, economic conditions worsened and the college never opened. The building sat empty until 1841, when village leaders organized the Brockport Collegiate Institute (BCI) and acquired the structure.



Morgan Manning House drawn as it was in the 19th century



Morgan Manning House as it stands today

In the 1840s, several foundries opened in the village and it made somewhat of a manufacturing center. The most important of those enterprises was the Seymour & Morgan Co., which manufactured the first successful McCormick reapers, bringing the Industrial Revolution to agriculture. Another was the Johnston Harvester Co., which operated the largest factory in Monroe County at one time.

Seymour & Morgan became D.S. Morgan & Co. in 1877. The company failed after the 1890 death of Morgan and the Johnston Harvester Co. moved to Batavia after an 1882 fire destroyed its plant. That ended Brockport's heyday as a farm implement manufacturing center, but a number of less substantial industries followed in their wake. Shoes, fishing tackle, boxes, galvanized tinware, processed food, clocks, refrigeration equipment, and dolls were among the products.

Meanwhile, the BCI struggled financially and was succeeded in 1867 by the Brockport State Normal School. That, in turn, became a State Teachers College in 1942 in a large, newly-constructed building. It evolved by 1965 into a State University College.

Despite the survival of the institution of higher education, manufacturing remained the backbone of the village economy. A General Electric small appliance factory employed as many as 1,100 workers after 1948 and a 1961 Owens-Illinois glass plant was staffed with as many as 700. Only when they closed in the 1980s and the college enrollment grew from a few hundred to over 8,000 did education become more important for Brockport's economy than manufacturing.

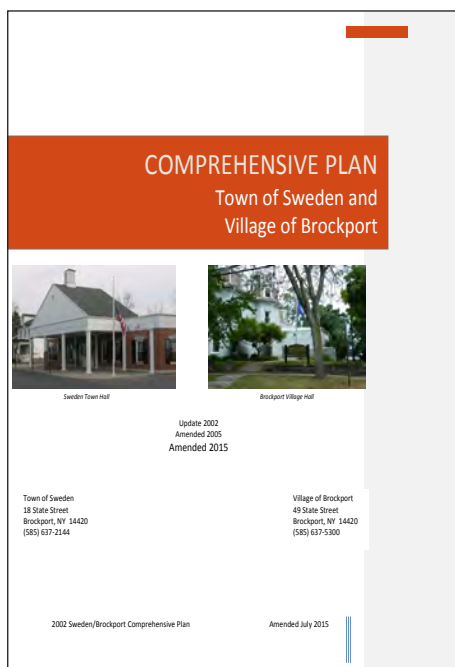
This writing was provided by Dr. William G. Andrews, Ph.D. - Village Historian, former village trustee, deputy mayor, and professor of political science.



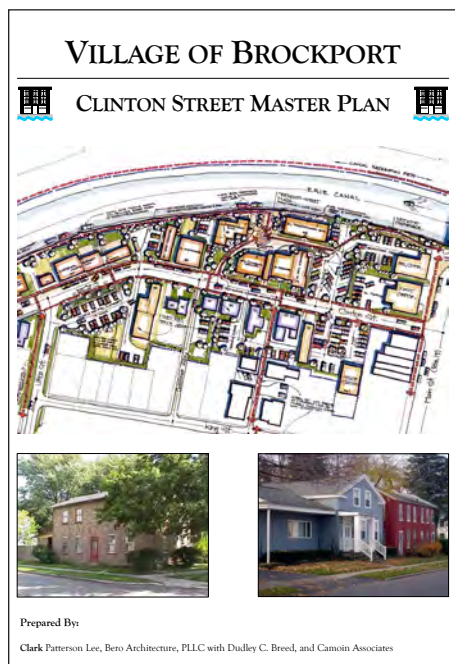
The R.H. Hebard tugboat on the canal in between the Main Street and Park Avenue Bridges, ca1910, probably before the canal was widened in 1914



1911 - Brockport, Main Street, Old Home Week. This celebration of the village's history and community was very popular.



This combined comprehensive plan was first developed in 2002 but has been amended several times since then, leading to some goals and objectives that are still relevant to the Village's 2019 comprehensive plan.



The Clinton Street Master Plan provided physical and market solutions to an underutilized area of Brockport.

Our Previous Plans and Studies

Brockport has prepared several plans and studies over the course of the last decade. These planning documents were reviewed and discussed with the Committee to determine their relevancy in regards to economic development, urban design, historic preservation, environmental conservation, transportation, walkability / bikeability, and recreation.

Town of Sweden and Village of Brockport Comprehensive Plan, 2002

This combined comprehensive plan focused on identifying recommendations that would improve concerns for housing, economic development, natural resources and environmental issues, utilities, transportation, parks and recreation, public facilities, and historic and cultural resources. There are several goals from this plan that are still relevant to Brockport today, including: protecting the character of the Village, protecting historical assets of the Village, identifying Village assets and liabilities, and allocating funds and staff through a process of prioritization.

Clinton Street Master Plan, 2010

The purpose of this plan was to develop concepts for a revitalized Clinton Street area in Brockport. The study area included all of Clinton Street and Merchant Street, a dead-end street that runs north from Clinton Street close to the canal.

This study also conducted a market analysis which indicated that the Clinton Street neighborhood has a significant retail gap in clothing stores and sporting goods/hobby/musical instruments. The market analysis further explained that while the Village has a surplus of restaurants, most tend to be pizza shops, fast food, and sports bars. There is a lack of full service restaurants in Brockport, and the market analysis identified this as an area of need especially for restaurants that are geared toward families.

This study also outlined several guiding principles that should apply not only to the Clinton Street area but to the entire Village:

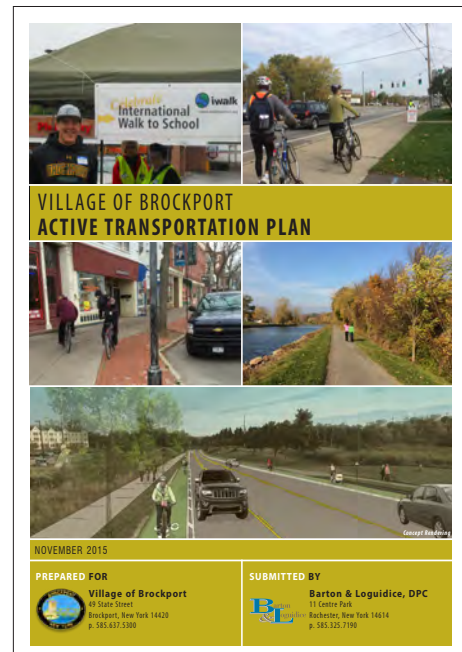
- Design for the Pedestrian;
- Sustainable & Ecological Development;
- Public Spaces;
- People = Activity;
- Landscaping & Streetscaping;
- Historical Identity & Character; and
- Maximizing Local Assets.

Village of Brockport Active Transportation Plan, 2016

Brockport's Active Transportation Plan (ATP) used modeling to measure existing biking and walking conditions to determine the level of service for bicyclists and pedestrians. Goals for this plan included improving walkability, bike-friendliness, increasing sustainability, and enhancing the perception of Brockport as a great place to live, work, play, and raise families.

Gaps in the sidewalk and bicycle networks were identified and recommendations were made to improve all pedestrian facilities, expand bicycle facilities and parking, and physically improve selected intersections. Many of these recommendations remain priorities for the Village and were considered for this comprehensive plan.

This plan should remain on the Village's radar, and future streetscape and roadway improvement projects should consider the recommended actions that are included. As with all villages, pedestrian and bicycle facilities are important to Brockport and they should continue to be pursued and prioritized.



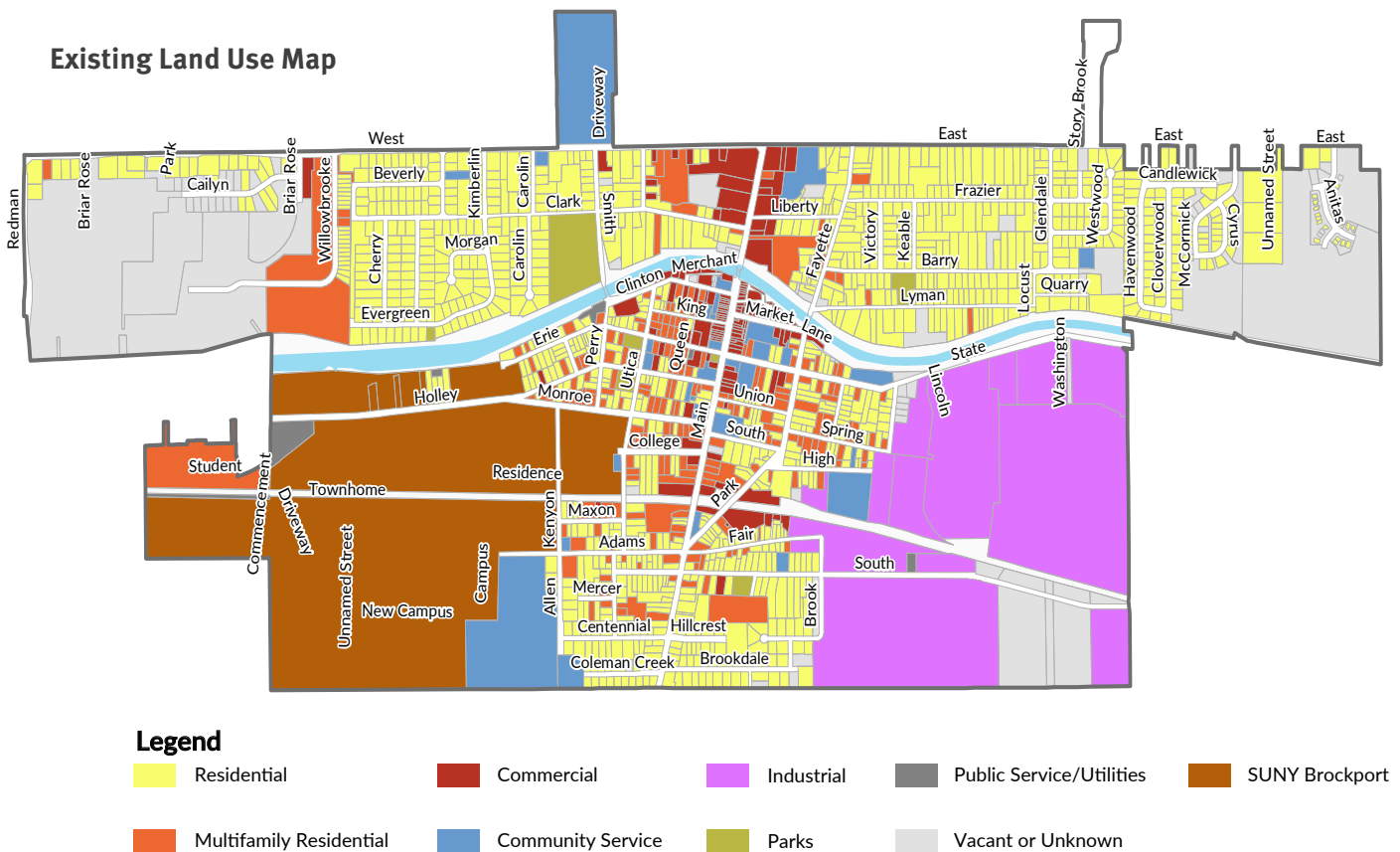
The Active Transportation Plan provided solutions and ideas for improving walking and bicycling in the Village without compromising other forms of travel.

Current Land Uses Do Not Match the Code

Much of the Village is residential in nature and includes a mix of single family homes, multifamily apartments, and student housing. The majority of multifamily and rental units are located either near downtown or in close proximity to SUNY Brockport, on either side of Main Street.

Brockport's village center and downtown area is located south of the Erie Canal along Main Street. Most of the land in this area is a mix of commercial, residential, and office space. The Village's existing land use does not altogether match the existing zoning code. Properties along Main Street serve a variety of purposes and represent multiple land uses, but it would be hard to tell that from the village zoning code which prohibits multi-family residential units and upper floor apartments in its Business Use District (B District). In reality, there are a number of upper floor apartments, and multifamily rental units along Main Street and throughout the B District, which is comprised of properties along Main Street north of the railroad tracks as well as properties near and along the canal. The B District is shown in red on the map on page 13.

There are commercial uses along Main Street north of the canal as well, however, the development pattern is remarkably different in scale, massing, parking and frontage. It is a jarring difference for a pedestrian to walk the comfortable and quaint Main Street setting south of the canal to the auto-oriented environment north of the canal that more closely resembles a suburban town than a village. As this area develops over time it would be better suited for a mixing of uses with buildings closer to the street, parking to the side or rear, and a public realm that emphasizes the pedestrian. As currently constituted, Main Street does not flow seamlessly across the canal, and Brockport should consider multiple methods and tools to bring more cohesion to Main Street. This could be done using design guidelines and standards to require more consistent design practices for Main Street properties.



There Are Underutilized Parcels that Need a New Vision

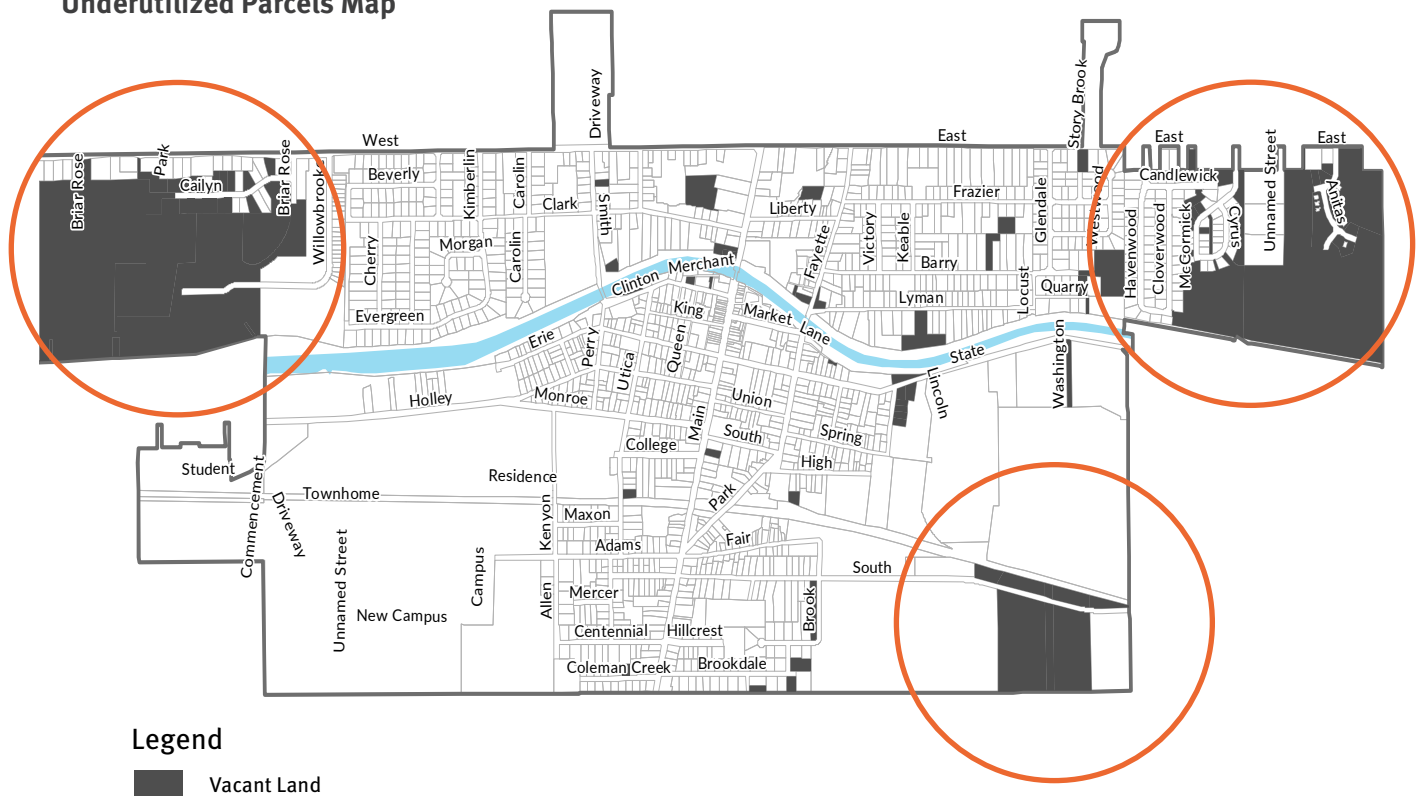
Brockport has several vacant and underutilized parcels in the southeast corner of the Village. There are about 26 acres of vacant industrial land in both the Industrial Use District and Limited Industrial Use District. Much of the land in this area is currently accessible to railways and is served by public water and sewer connections. Land in this area was identified as a priority in the 2002 Comprehensive Plan for the Town of Sweden and the Village of Brockport. Redevelopment in this area could likely require remediation.

Just under 12% of the land zoned for industrial use currently sits vacant. While that does not seem like an excessively high amount, it does include several large parcels. It is possible that some of this land is no longer viable for industrial land uses. Consideration should be given to developing a vision for some of these parcels that would allow more flexibility in land use.

In addition to vacant industrial land, there are several other significant parcels and properties that sit vacant or are undeveloped. Brick buildings along Clinton Street are still vacant and have been that way for many years. The Brockport Police Department moved into one of these buildings and have been working to renovate and update it. However, it would be beneficial to the Village to continue to pursue redevelopment of these properties and bring new vitality to this canal-adjacent pocket of Brockport.

Past plans have identified vacant and underutilized industrial land, and the steering committee and members of the public have also professed desires to improve these areas. Planning for reuse and/or development should involve a diverse group of Village stakeholders, professionals, and officials.

Underutilized Parcels Map



Brockport's Zoning Code is Dated and No Longer Reflects the Village's Land Uses

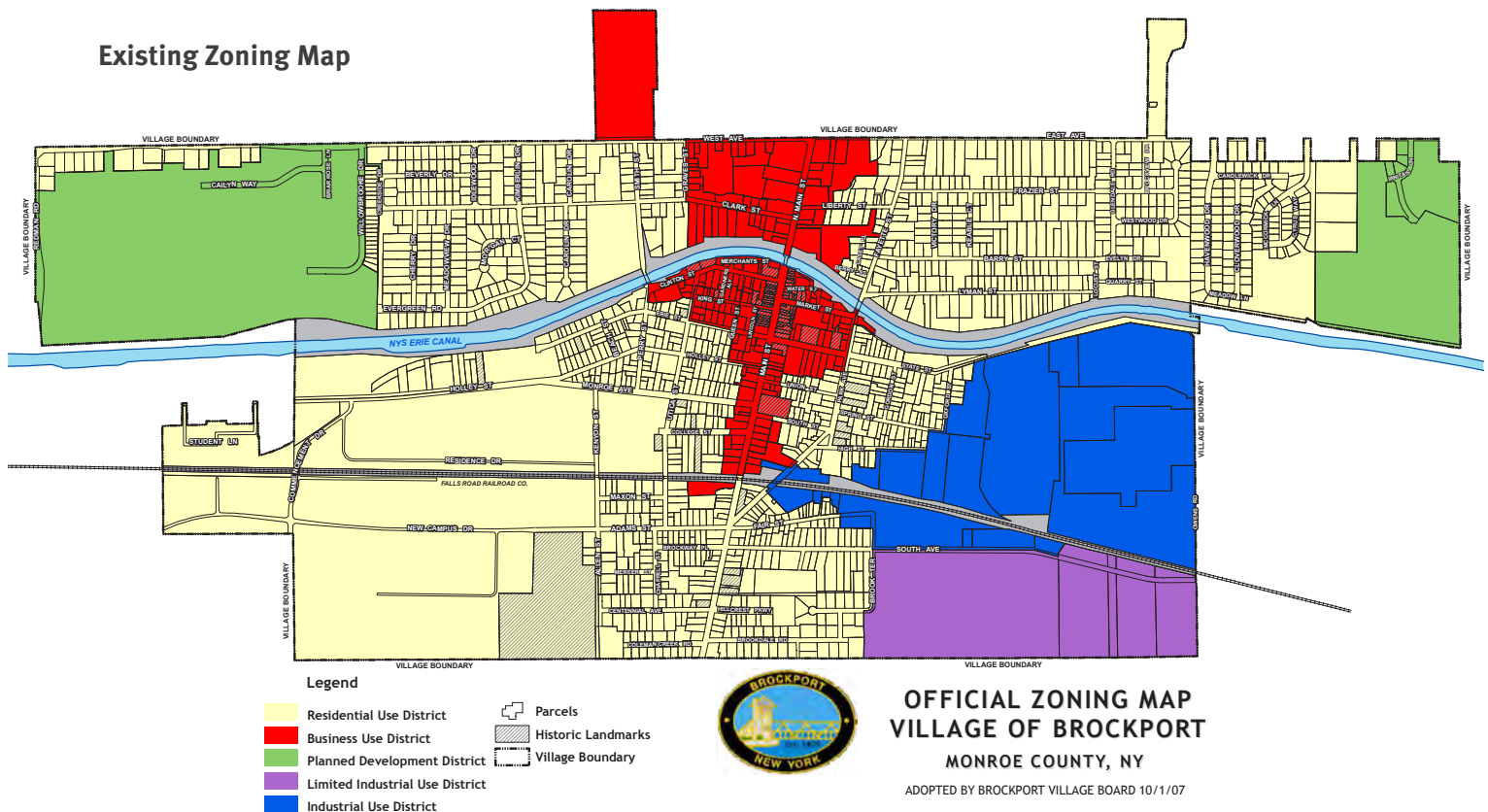
The Village of Brockport has five zoning districts, including:

- Residential Use District;
- Business Use District;
- Limited Industrial Use District;
- Industrial Use District; and
- Planned Development District.

The existing zoning in the Village does not completely align with Brockport's existing land use, which is not unexpected for a code that has not been updated since 2007. The existing Business Use District contains properties along Main Street north of the Genesee Valley Transportation (GVT) railroad line, and this extends to the northern Village boundary. In reality, many of the properties in this district are a blend of uses rather than just commercial. The current code permits buildings that have "a combination of residential and commercial uses" that are subject to some additional regulations. However, Brockport should consider changing the designation of the district from Business Use to Mixed Use to more broadly permit the mixing of uses.

Currently, there is only one residential district in the Village. There are multifamily units, two-family units, three-family units, and apartments within the Village but the existing residential district doesn't permit any of those uses by right. Village housing units other than single family are nonconforming.

Existing Zoning Map



The Planned Development District is Vague and Lacks Vision

Brockport has two Planned Development Districts north of the Canal, and they are largely represented by two sizable parcels along the northern border of the Village (circled on the map on page 12). This district was last amended in 2000, and there is no purpose statement expressing the type of development that the Village should focus on.

The Planned Unit Development (PUD) concept was originally created to respond to perceived failing types of development including cookie-cutter residential subdivisions. PUD regulations can provide discretion to municipalities to decide what kind of development they would approve. There can be a distinct difficulty in defining PUDs, as they are both a development type and a legal process for approving different development.

Brockport's current definition of Planned Development Districts does not include several aspects that are closely related to PUD districts, including: the density of development, the pursuit of shared facilities and services, and preservation of open space or natural resources. The Village should consider redefining 'Planned Development District' to include some of these aspects, and rewrite the definition to recognize the dual role that PUDs serve as a development type and a legal process for approving development.

Without a purpose statement and with few other regulations in place for the district, most of the discretion is left up to the Planning Board for development proposals. The Planning Board would benefit from some clarity and guidance for land use and development character for this district.

These are just a few examples of issues with the current zoning code, which is in need of an overall update.

Wetlands Pose Both a Challenge and an Opportunity



This wetlands trail is a good example of recreation design that is not harmful to existing wetlands.

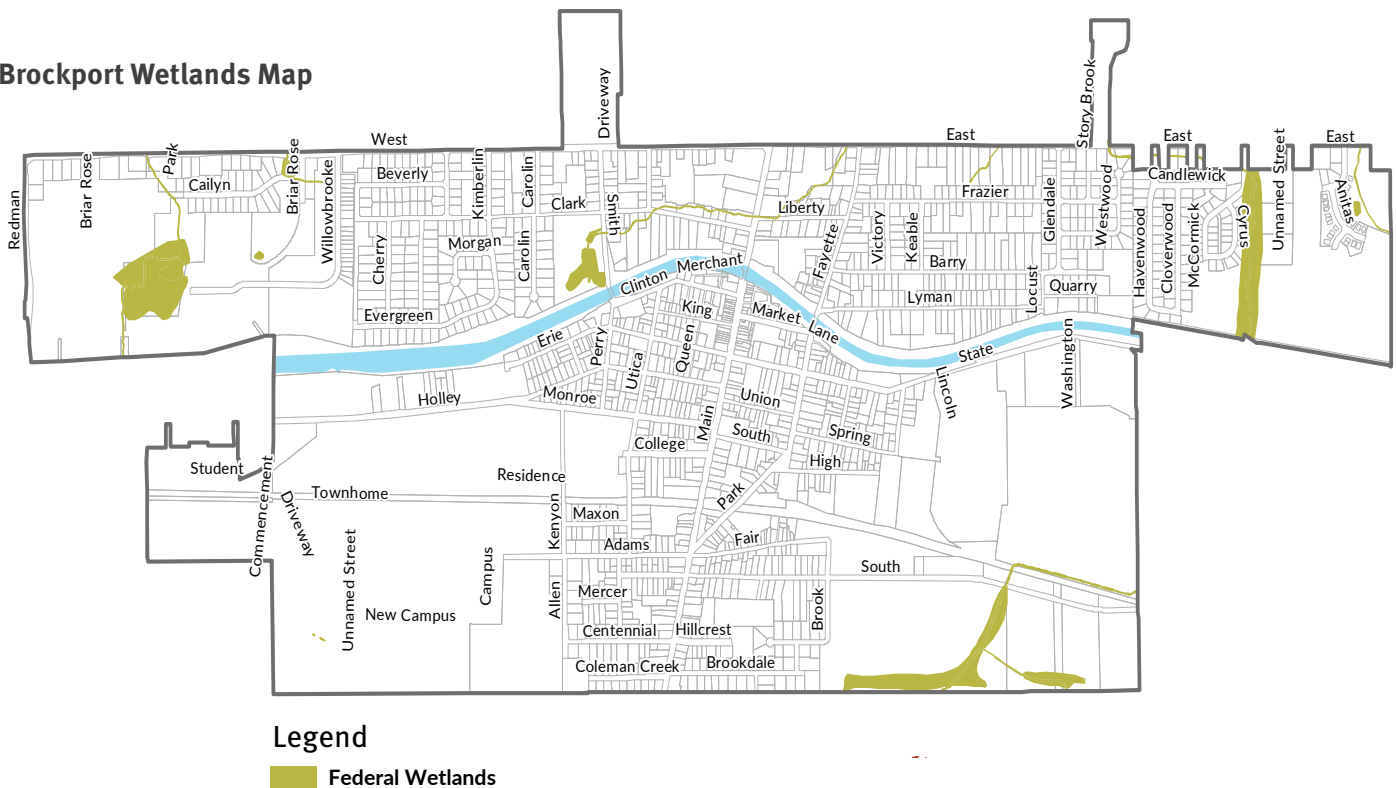
Note: This picture does not represent existing wetlands in Brockport, but is an example of successful passive recreation involving wetlands.

There are currently no New York State-regulated wetlands in the Village of Brockport, but there are several sensitive areas listed in the national wetlands inventory. These wetlands are both riverine (rivers and streams) and lacustrine (lakes and ponds) and include freshwater ponds, freshwater emergent wetlands, freshwater forested/shrub wetlands, and freshwater stream wetlands. The map below identifies these federally recognized wetlands in green.

Wetlands perform significant ecological functions and are of great importance to a community's environment. Local stakeholders identified wetlands as an important natural resource to protect. Some of these wetlands are in existing residential and industrial zoning districts. Language in these zoning districts should recognize the presence of the wetlands and include appropriate buffers.

The Village should consider conserving much of this land and creating provisions to encourage passive recreation and enjoyment without compromising them. The map below contains data accessed from New York State's Environmental Resource Mapper.

Brockport Wetlands Map



Continue to Develop the Public Realm and Bicycle and Pedestrian Facilities

Connected streets are important and necessary for any village. Villages should strive to maintain and consistently improve connections for alternative transportation modes, especially bicycle and pedestrian facilities. Brockport's Active Transportation Plan (ATP) has several pedestrian facility recommendations, including filling existing gaps in the Village sidewalk system. Some of the more significant bicycle and pedestrian recommendations are included on the map below.

Brockport has worked hard in recent years to identify potential bicycle and pedestrian improvements. The 2016 ATP contains several recommendations for bicycle facilities including streets that should be restriped to create space for marked bike lanes or wider shoulders. Additionally, the ATP recommended some streets which could be ideal for shared lane treatments, including bicycle boulevards. These could require further detailed study. Brockport should continue to consider and pursue the other recommendations from this ATP.

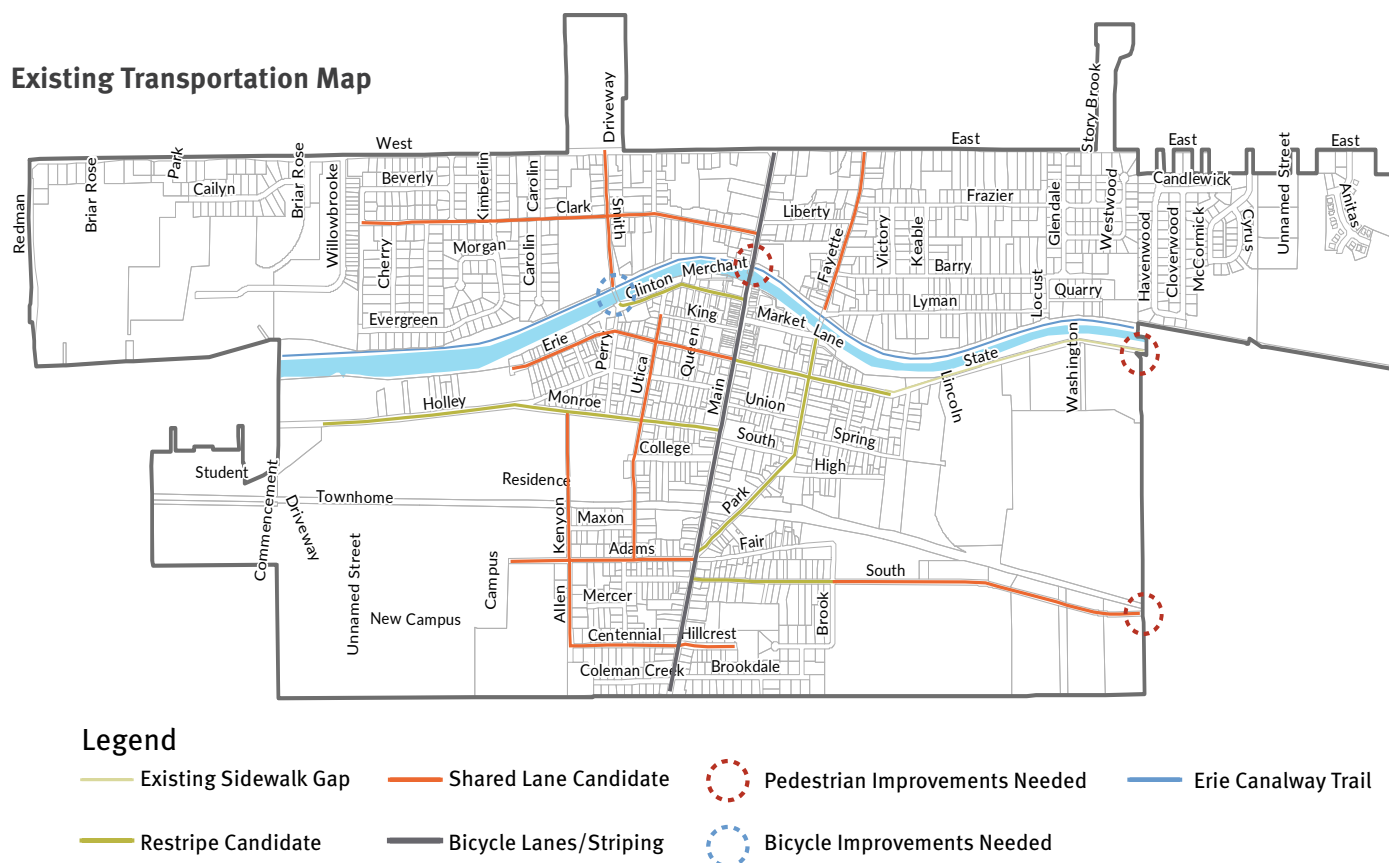
The map below also contains important sidewalks and intersections that need enhancements to improve conditions for pedestrians. Further details for these and other recommendations can be found in the Brockport Active Transportation Plan, which is available on the Village website at www.brockportny.org.



Alternative routes on low-stress streets, such as the bicycle boulevard pictured above, could be a good option for Brockport.

Note: This picture does not represent an existing street in Brockport, but is an example of an existing bicycle boulevard on a residential street.

Existing Transportation Map



Age Trends to Be Mindful Of



People of all ages enjoying one of Brockport's many festivals

Brockport's population has been between 8,100 and 8,500 people since at least the 2000 Census. The most recent estimate from the American Community Survey (ACS, 2013-2017) puts the Village population at 8,299 people. Many other New York State municipalities have been experiencing consistent population decline for a variety of reasons, but communities with a large college or university presence have, to a large extent, staved off serious decline. The Village population can be grouped in three distinct age cohorts: a consistent population of college-aged young adults, a shrinking population of younger and middle-aged families and professionals, and a growing population of seniors.

Regular Youth Influx

The national median age and NYS median age are both higher than Village of Brockport, which draws from a significant pool of college students leading to its low median age of 22. This is consistent with other villages with colleges or universities such as Geneseo and Fredonia. However, many other canalside villages, such as Fairport or Pittsford, do not have the constant population of younger people. It may be easier for Brockport to attract and retain younger individuals and families because they have an existing pool of young people who spend four years getting the opportunity to appreciate and fall in love with the Village.

Median Age of Select Villages

	Brockport	Fredonia	Geneseo
2010 Median Age	22.0	22.8	21.1
2017 Median Age Estimate	22.0	25.4	20.8
	Fairport	Pittsford	Spencerport
2010 Median Age	43.0	44.2	41.0
2017 Median Age Estimate	46.1	45.5	41.3

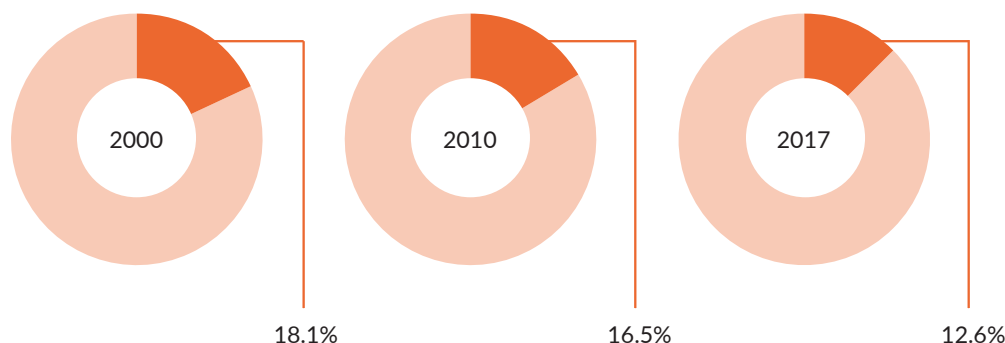
Source: U.S. Census Bureau American Community Survey (ACS) 2013-2017, Ingalls Planning & Design

A Missing Middle

It seems to be harder to attract and retain younger families and professionals for many municipalities in central and western New York. As a result, age cohorts including the middle-aged population are declining in many of these communities. Brockport's share of people aged 35-54 has been gradually decreasing since 2000. People in this age range are often in the home buying and childrearing stages of life. The charts on the following page shows that this age cohort has declined from around 18% in 2000 to just under 12% in 2017.

This can have many troubling implications. As the elderly population continues to age and either migrate or downsize, there are fewer younger individuals and families to fill the void left in Brockport's stock of single family homes. The steering committee discussed this potential issue and identified actions to help retain younger people and attract the elusive 'missing middle' cohort of people aged 35-44. These actions are further outlined in later sections.

People aged 35-54 - Percent of Total Population

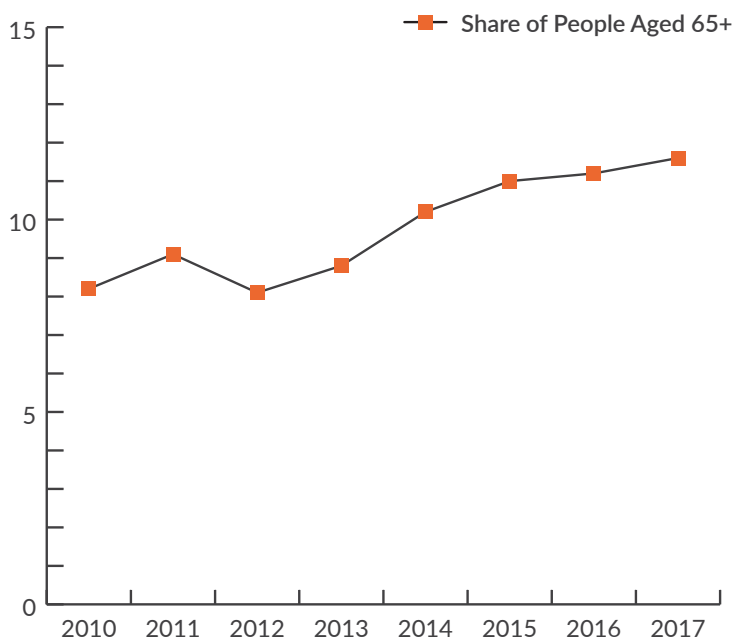


Source: U.S. Census Bureau American Community Survey (ACS) 2013-2017, Ingalls Planning & Design

Growing Senior Population

While the younger population remains largely the same, due to the presence of SUNY Brockport students, and the middle-aged cohorts are starting to decline, the population of senior citizens (65 years or older) is rising in Brockport. This group has grown from 8.1% of the Village population in 2010 to 11.6% in 2017.

This trend is no surprise considering the growth of the U.S. population aged 65 and older exceeds that of both the total population and the population of people under 65. Lower birth rates and increased longevity have led to this rapid growth across the United States. Although this trend is well documented at the national level, Brockport must be mindful of the potential local implications. As seniors look to downsize from the traditional two-story single-family home they will need other housing options such as apartments, single story garden homes, etc. Without options they will be forced to move from Brockport and if they do stay in the two-story home, maintenance is often deferred due to fixed incomes and an inability to make repairs themselves. This can often lead to deterioration in the housing stock, reduced assessed values, and less tax revenue.



Source: U.S. Census Bureau American Community Survey (ACS) 2013-2017, Ingalls Planning & Design

The Housing Market is Changing

The most significant challenge affecting Brockport's housing is the growth of renter-occupied properties coupled with a decrease in owner-occupied units. The steering committee examined this challenge through a variety of factors including housing tenure, household size, probable rental and student housing, and renter registrations.



This is one of many rental housing properties in the Village of Brockport.

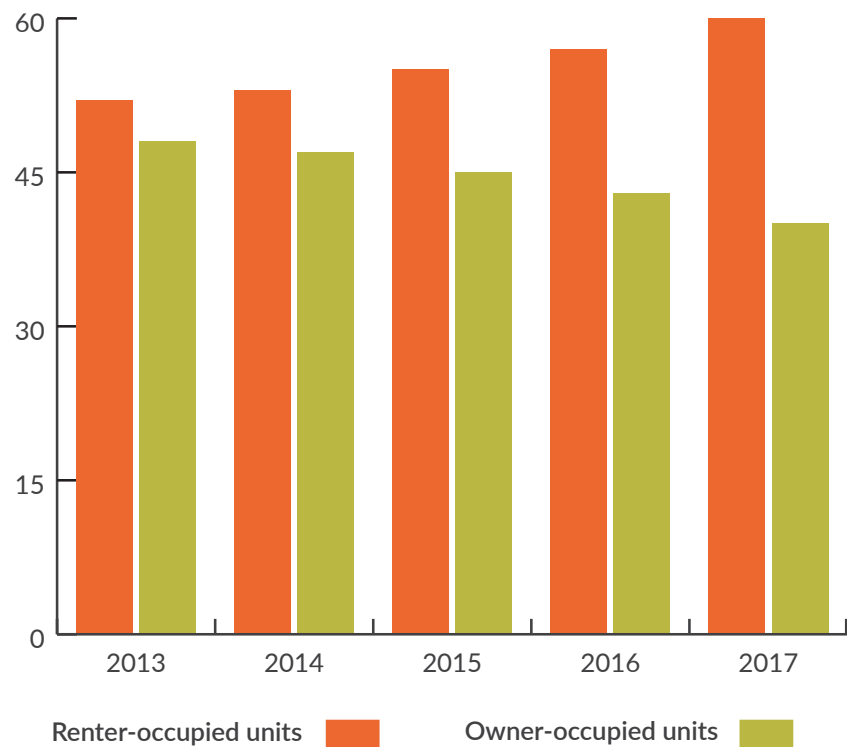
People are Choosing to Rent at an Increasing Rate

This is not an uncommon trend and is occurring with more regularity for a variety of reasons: Millennials' desire to rent instead of own or their inability to afford homeownership, along with a growing number of senior citizens choosing or needing to downsize from their homes into more manageable rental units. However, in Brockport it is at least partially due to an increase in the number of SUNY Brockport students living off-campus.

Brockport has seen a consistent increase in renter-occupied units, while owner-occupied units have decreased. The figure below shows American Community Survey (ACS) Estimates from 2013-2017, and during this span renter-occupied units have increased from 52% to 60%. Through this planning process, the Village considered the implications that this trend may have on property values, and also explored a variety of potential actions to help achieve a better balance of owner-occupied and renter-occupied units. This is further discussed in ensuing sections of the plan.



Rental property on Utica Street



Source: U.S. Census Bureau American Community Survey (ACS) 2013-2017, Ingalls Planning & Design

Household Size Reflects a Trend Toward Rentals

The trend toward renter-occupied units coincides with an increase in the average household size for rental units. Brockport's renter-occupied units housed more people per unit in 2017 than in years past. This could be due to families choosing to rent and the data supports this. The number of families in renter occupied housing units increased from 28.2% in 2013 to 30.9% in 2017.

As shown in the table below, there is an opposite trend for owner-occupied units. This could be partially attributed to fewer young families choosing Brockport, as detailed previously when discussing the 'missing middle.' Empty nesters could also be a contributing factor.

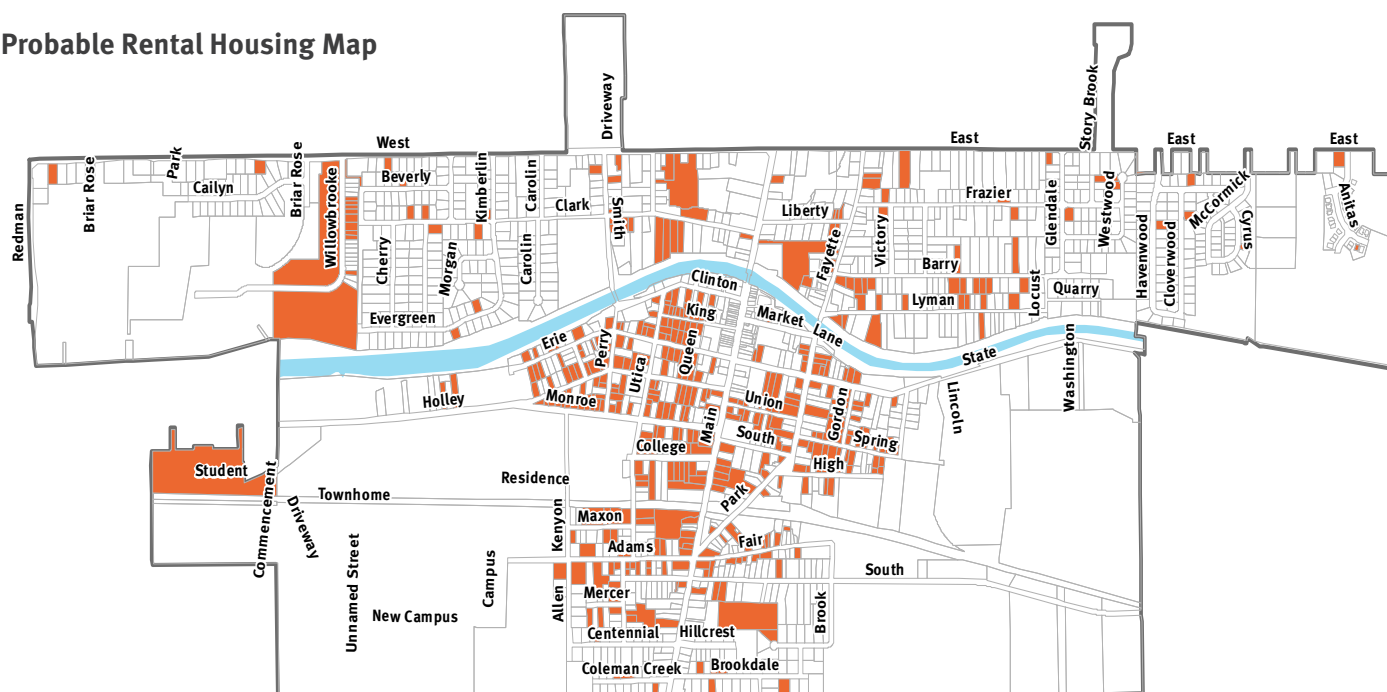
Brockport Household Size (Persons)					
Year	2013	2014	2015	2016	2017
Avg. Household Size: Owner-occupied	2.55	2.49	2.42	2.33	2.37
Avg. Household Size: Renter-occupied	2.05	2.24	2.35	2.39	2.33

Source: U.S. Census Bureau American Community Survey (ACS) 2013-2017, Ingalls Planning & Design

Rental Housing is Concentrated Around Main Street South of the Canal

The map below shows probable residential rental properties in the Village of Brockport (in orange). These properties were estimated using the most recent property information from Monroe County. Probable rental properties were defined to include any properties listed as multifamily, properties owned by an LLC, and properties where the owner's address did not match the site address. This was further bolstered by the Village's address data for rental registrations. The majority of these residential units are located south of the canal, and a lot of those properties are more concentrated west of Main Street closer to the college.

Probable Rental Housing Map



Legend

Probable Rental Properties

Median Home Value & Income

Despite the growth in the rental housing market, home values for owner-occupied units have remained relatively stable. Surges in renter-occupied properties can often be accompanied by eventual dips in value. This is usually attributed to a different mindset in regards to maintenance and investment when it comes to rental units compared to owner-occupied units.

In Brockport, the values for owner-occupied units have been between \$110,000 and \$115,000 from 2012-2017. Median income has also fluctuated very little in these years, ranging from \$38,750-\$46,292. This does not guarantee stability moving forward, and a continuing increase in renter-occupied properties could eventually lead to a decline in value of owner-occupied units.



Source: U.S. Census Bureau American Community Survey (ACS) 2013-2017, Ingalls Planning & Design

Median Rents

Brockport's median monthly rents have been relatively stable, climbing from \$730 in 2012 to \$788 in 2017. Households spending 35% or more of their monthly income on housing has also been stable. That figure has increased slightly from 47% in 2012 to about 50% in 2017. These figures are in line with many other SUNY Villages across New York State.

Rental Housing Presents Complex Challenges for the Village

When it comes to student housing, many college towns have a difficult time defining and discerning where it should be located and how much is too much, especially when it is in or near single-family neighborhoods. Additionally, it can be very tricky to place regulated limits on student housing despite the fact that students are not a protected class in the eyes of the law. There are a host of issues often associated with student housing such as lack of parking, noise, and minimal property maintenance and investment. As is often the case, as the density of student housing increases so do the challenges. In addition to student housing, there has been an increase in non-student rentals as well. Families in renter occupied units increased between 2013 and 2017.

Demand for Rental Housing Has Grown

It's likely that a majority of rental properties are occupied by SUNY Brockport students. SUNY Brockport's total enrollment has climbed from 8,106 in 2014 to 8,302 in 2018. The number of students living off-campus has also increased from 5,432 to 5,716 students. This equates to a 5% increase from 2014. While this may not seem like a huge jump it is still an additional 284 students seeking off-campus housing in 2018 than there were in 2014. While there are students who live off-campus and commute from outside the Village, it is likely that the majority of students living off-campus need and seek housing inside the Village. This fact, coupled with the overall increase in renter-occupied units, indicates that the student housing rental units are likely increasing in the Village.

There were 364 rental properties registered with the Village of Brockport in 2018. Many of these properties are located on streets that are in close proximity to the college and thus would likely be favored by students. These streets include Monroe Avenue, Erie Street, Holley Street, and Utica Street. Each of those 4 streets had more than 20 different residential rental registrations. Brockport should update its tracking system for rental registrations so it can monitor changes from year to year.

Be Mindful of Potential Implications

Limiting the impact of student housing on other residents and their enjoyment of their own property and neighborhood is a typical challenge for college towns. The key is to find a balance. What happens in many college towns, if left unchecked, is that owners start to have trouble selling homes to families or what would be other owner-occupied buyers due to the proximity to student homes. As a result, prices are driven down and/or student housing landlords and investors buy the homes and more student housing ensues. Some will argue that this is not necessarily a bad thing as long as property maintenance is held to a high standard and typical performance issues like parking and noise are managed. This could be true depending on what the Brockport community ultimately wants and is willing to accept. Regardless, the potential long-term implications of becoming primarily a rental community must be considered. Questions to be mindful of include but are not limited to:

- Will having a high number of absentee owners lead to deferred maintenance and lack of care that can dampen confidence in the neighborhoods and send damaging signals to neighboring owners and the wider market? Over time, could this drive down prices, assessed values, and tax revenue?
- Will fewer owners living in the Village lead to fewer people looking to get involved in Village government and/or boards and committees?
- Will there be more businesses that cater to the needs of students? If so, how does this fit in with the Erie Canal, tourism, and promoting Brockport as a destination?
- Do landlords and renters view the need for Village services such as parks and the police department the same as owners typically do? How will this impact the long-term sustainability of the Village?

If the demand for rental housing continues to increase the village should monitor, implement, and/or make modifications to policies, incentive programs, codes, and regulations to help proactively manage change.



Commercial properties along Brockport's Main Street.

Main Street and the Canal are Priorities

There are several villages along the Erie Canal that also have a bustling Main Street running right over the Canal, and Brockport is in this category. Traditional main streets were designed and developed in ways that foster a walkable environment and a small-town atmosphere with a bevy of interesting shops and unique festivals and events. Brockport benefits from having a direct connection from the Erie Canal Trail to Main Street.

Main Street's Importance to Brockport

Main Street is important in a myriad of ways to the Village. Economically, Main Street houses most of the Village businesses and contains most of the parcels that have historically permitted commercial land uses. Aesthetically, Main Street properties south of the canal contribute to the walkable and compact village fabric. This portion of the Village provides an easy connection for bicyclists, pedestrians, and motorists seeking to engage with businesses and other amenities and locations.

Despite its daily activity and importance, Main Street has room for improvement. Additional resources for building improvements could benefit some property owners. The Village should also consider different methods to engage students and persuade them to shop and spend more on Main Street. Many students leave campus on a daily basis, but this time is often spent at Wegmans, Walmart, or other businesses outside the Village.



The Clinton Street area has been identified and marked for improvements for quite some time. The physical and economic recommendations from the 2010 Clinton Street Master Plan should remain on the Village's radar. Future land use in this area needs visioning, which will help foster a clearer path for future development.

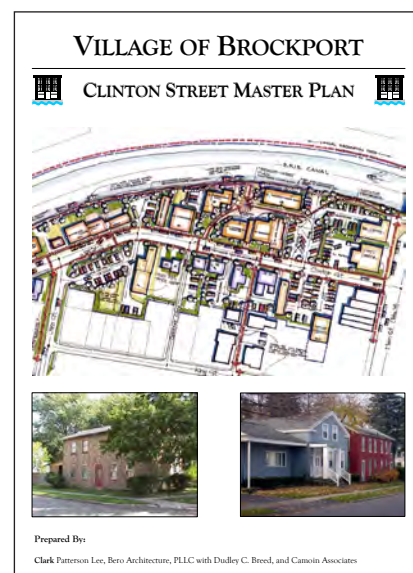
Canal's Importance to Brockport

The Erie Canal carries a plethora of recreational travelers every summer, which provides canal-adjacent municipalities with a golden opportunity to capture tourist dollars and showcase the beauty of their individual community. For Brockport, the goal needs to be to welcome boaters, kayakers, paddlers, bicyclists, and pedestrians from the canal and establish a connection to Main Street.

Brockport Welcome Center

Brockport has had its canalside Welcome Center, owned and funded by the Village, since 2005. The staff of volunteers provide service and amenities to those traveling through, including laundry facilities, showers, WiFi, a lounge, and a bicycle repair station. There are several challenges facing the Welcome Center including a lack of overall vision and the absence of a marketing strategy.

Brockport should consider further promotional and physical improvements to bolster awareness of the Welcome Center. Additionally, the Village should link the Welcome Center more clearly to Main Street to entice visitors off of the canal and to Main Street.



The Clinton Street Master Plan is available on the Village's website - www.brockportny.org



Retail Leakage and Surplus



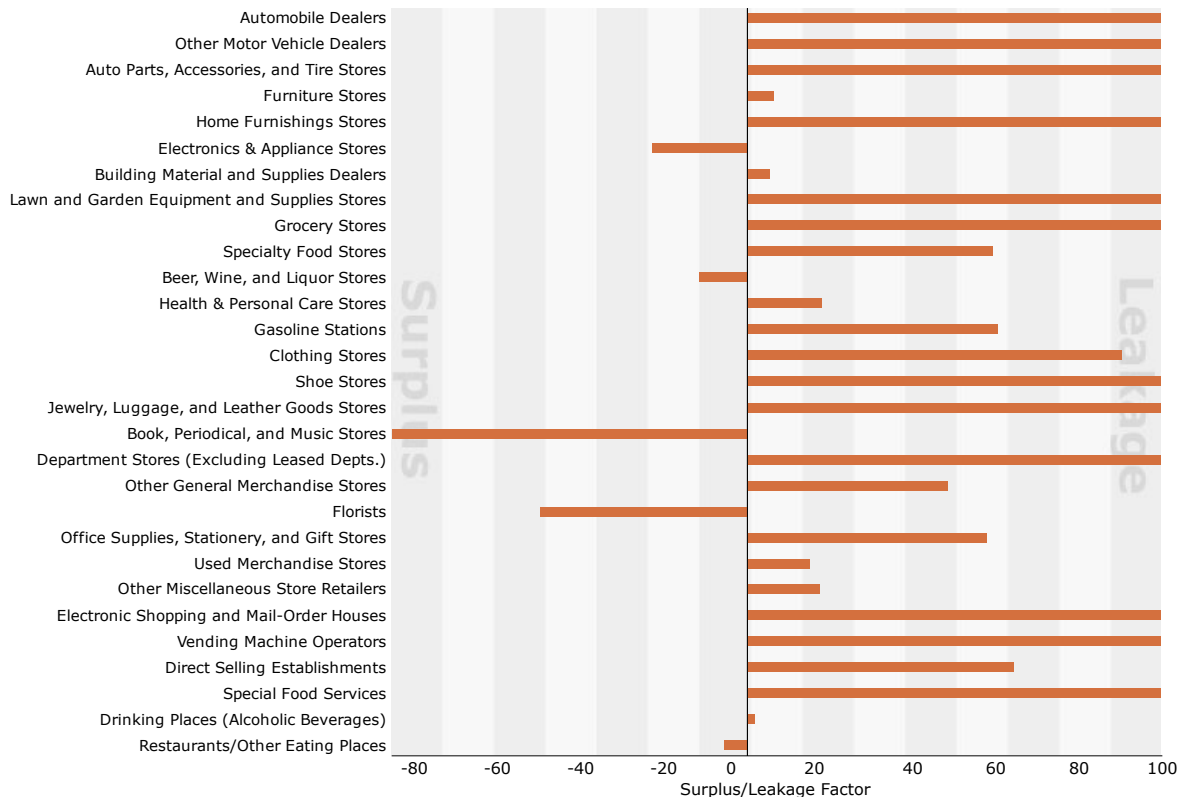
Arjuna Florist in the Village of Brockport.

In performing a retail marketplace profile for Brockport, the steering committee was able to determine the leakage or surplus factor for important industry groups. Leakage occurs when Village residents have to fulfill their needs and desires for goods and services, including home furnishings, restaurants, gas stations and others, outside of Brockport. An industry group with a surplus factor is one that is already well-served within the Village.

The graph below shows industry groups with either leakage or surplus factors. Book, Periodical, and Music Stores has a full surplus factor of 100.0, likely due to the Lift Bridge Book Shop. There is also a local florist, creating a surplus for that industry group. This indicates that both of those industry groups are well-represented in the Village and can ably serve Village residents.

However, a surplus factor does not necessarily indicate that an industry group is completely well represented. For example, Brockport has a surplus factor for restaurants and eating places yet many of these restaurants primarily serve the college student population. The steering committee conducted a survey for this plan, and one question set out to determine types of businesses Brockport residents may want to see on Main Street. Survey-takers overwhelmingly responded that they would like to see more fine dining establishments and “date night” restaurants and eating places on Main Street. In this case, the leakage and surplus data imply that demand for restaurants is met when in fact there is high demand for a specific type of eating establishment. More information on the community and student surveys can be found at the end of this section.

2017 Surplus and Leakage Factor by Industry Group



Source: ESRI Business Analyst 2017, Ingalls Planning & Design

Residents Have to Leave Brockport for a Majority of the Goods and Services They Need

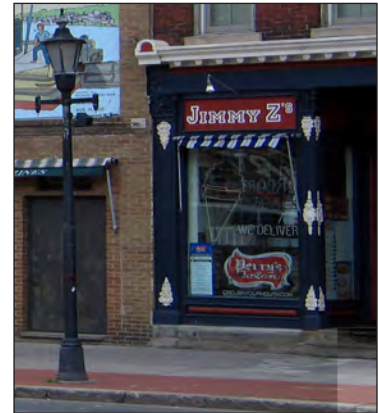
The graph on the preceding page paints a grim picture upon first glance, as it shows the majority of industry groups function with a high leakage factor and many of them are at 100.0, which indicates that those goods and services are not available in the Village.

It is important to note, however, that many of these industry groups are well represented just outside of the Village in the Town of Sweden. For example, grocery stores have a leakage factor of 100.0 but Wegmans, Aldi, and Walmart each have locations that are just south of the Village boundary. Those locations provide groceries to students and Village residents.

Additionally, some of the industry groups with high leakage factors are not necessarily desirable for a small village. Automobile dealers, motor vehicle dealers, and tire stores are not uses that are usually conducive to encouraging a compact and walkable village. Department stores, likewise, are also not always a desirable land use for a village as they tend to take up a lot of physical space and developers often desire a lot land dedicated to parking.

There are some industry groups with high leakage factors that would be desirable. In addition to fine dining restaurants, survey-takers also commented that bakeries, coffee and tea shops, and health food stores would be desirable Main Street businesses. These would fall under the 'Specialty Food Stores' industry group which has a high leakage factor of 59.5. Clothing and shoe stores were also called out in survey responses, and also represent an industry group with a high leakage factor for Brockport. These uses are common and conducive to the fabric of a small walkable village.

It can be difficult to target or pursue a specific type of development or a specific type of land use, but it is important for Brockport to know where leakage and surplus are in the business district. This provides a general guide for future commercial development considerations and decision-making.



Jimmy Z's, a popular dining establishment for college students

Community Outreach and Organization

Our First Community Workshop

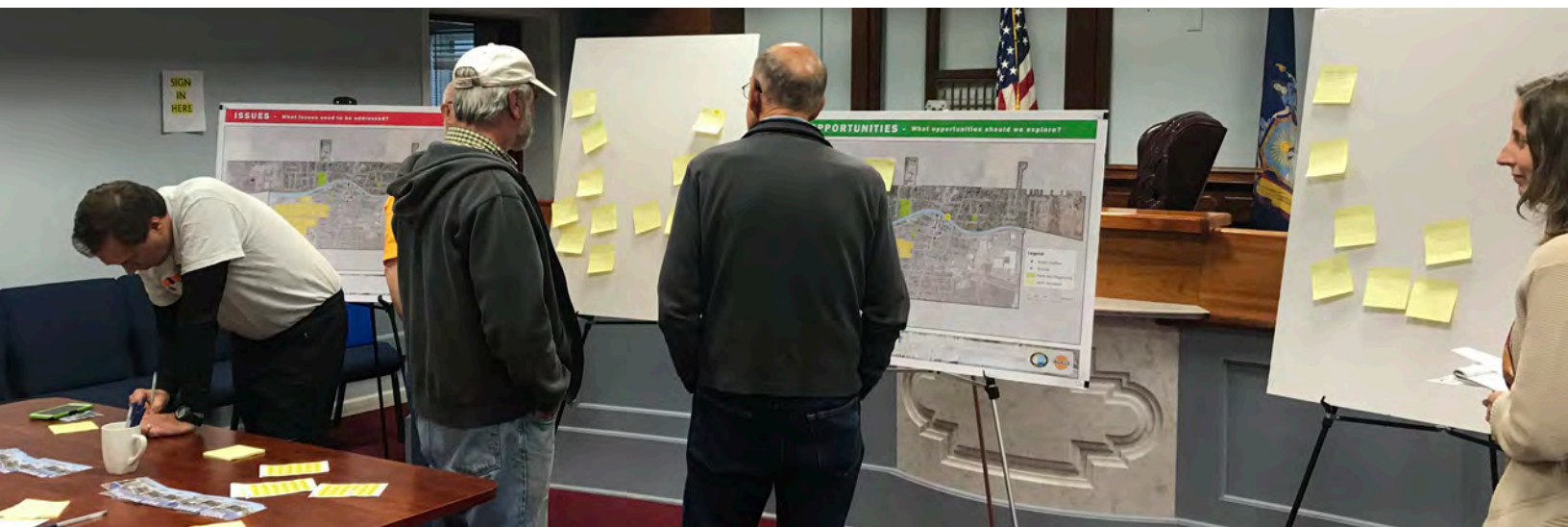
The steering committee conducted a community open house in September 2018 to solicit information concerning issues, opportunities, and assets. Additionally, community members were asked to identify 'one big thing' that they would like to see addressed.

Meeting attendees were also asked to imagine that the year is 2028 and that their fictional 'Aunt Sally' has moved away from Brockport. Participants were each given a postcard to write their Aunt Sally about the things that have changed in Brockport in the years between 2018 and 2028. A clear vision for the future is an important component for any comprehensive plan, and responses from these postcards were integral to helping the committee craft Brockport's vision. The next section details the vision, values, and principles that were developed largely from public input.

There Is Enthusiastic Involvement in the Village

In addition to the public input from the workshop and two community surveys, Brockport also has a number of committees and groups that are dedicated to helping the Village grow and improve. Existing committees and groups include, but are not limited to, a Town-Gown committee, the Brockport Merchant's Association, the Brockport Ecumenical Outreach Committee, Compassionate Brockport, Brockport Integrated Service and Community Organization (BISCO), the Brockport Beauties Committee, the Housing Task Force, the Tree Board, the Parks Committee, the Emily L. Knapp Museum, the Library of Local History, the Historic Preservation Board, and the Brockport Welcome Center.

This indicates that there are a large number of people who are willing and interested in helping create positive change in Brockport, and this is a very good thing. However, having this many groups and organizations can make it difficult for decision-makers to know who to include or involve when attempting to solve key issues or pursue important projects. It also was reported that the coordination and cooperation among these groups is a challenge at times. One way to help with this is to hold quarterly coordinating meetings where groups or representatives from each group are invited to attend and share work plans and projects. This will help leverage work toward common interests, goals, and initiatives.



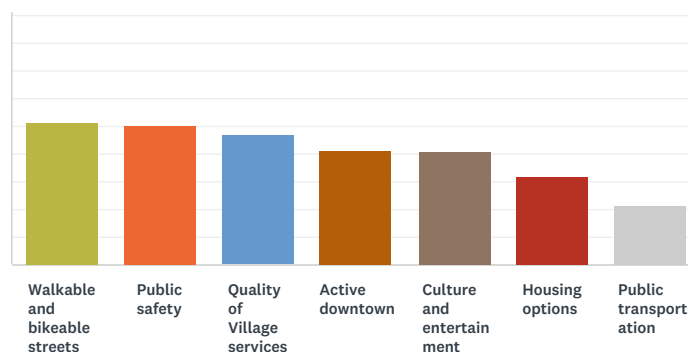
What the Surveys Convey About the Community and College Students

Two different surveys were conducted in the Village. One was intended for residents and the other targeted responses from students at SUNY Brockport.

Community Survey Takeaways

To better understand the views of residents on a variety of topics the steering committee conducted an online community survey. A total of 110 surveys were submitted using SurveyMonkey, a third party survey tool.

One of the most telling questions in the survey asked respondents to rank the importance of seven Village characteristics. The top response was 'Walkable and bikeable streets.' A later question in the survey conveyed that 94% of respondents either strongly support or support promoting and enhancing a walkable and bikeable community. The Village has pursued recent efforts to prioritize pedestrian and bicycle facilities, and this indicates that it remains a priority.



Characteristics most important to quality of life in Brockport.

Another important takeaway from the community survey linked to the growing senior population. 61% of survey respondents answered that they either strongly agree or agree that the ability to live in the Village as a senior citizen is a concern. This reflects a complex issue. Brockport should prepare to take on the challenge of providing opportunities for senior citizens to age in place. There may be residential opportunities to provide a mixture of housing types and prices that would suit a large number of senior citizens. 60% of survey respondents answered that they either agree or strongly agree that the Village should encourage a mix of housing types and price points to diversify Brockport's housing stock. The full survey results are available in the appendices of this plan.

Student Survey Takeaways

Students were asked to take a short survey regarding their experience living and shopping in the Village and how their needs can be better accommodated. A total of 42 students took the survey.

Several takeaways became readily apparent once the student survey data was compiled. The first, and possibly most relevant takeaway is that students leave campus very often but they usually also leave the Village for these trips. 67% of student respondents answered that they leave campus either daily or several times per week, and these trips were to obtain goods, services, or recreation. However, only 24% of student respondents answered that they go to Main Street daily or frequently (several times per week). This confirmed a theory by the steering committee that students leave campus regularly, but they are not coming to Main Street.

In addition, students are frequent pedestrians and spenders. While the majority of students surveyed use a personal vehicle as their primary mode of travel, this may be because the Village does not currently have businesses that would serve students on a daily basis and they need a vehicle to drive to Walmart, Wegmans, or other businesses in the Town. 21% of the respondents answered that walking was their primary mode of travel, and it's likely that a higher number of students would be willing to walk to Main Street if their shopping needs could be filled there. 62% of respondents answered that they spend at least \$20 each week at off-campus locations. Students are willing and able spenders, and many of them would likely walk to goods and services on Main Street. There is an opportunity for Main Street businesses to capture more student dollars with the right combination of marketing current businesses and pursuing business that would attract student customers.

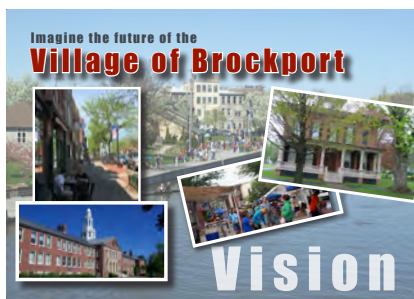




Section 03

Our Vision, Values, & Principles





Brockport's 'Aunt Sally' postcards helped community members imagine the future they want for the Village.

A Framework for the Future

Village officials, staff and volunteer boards should utilize the following section to help guide decisions. Brockport's vision, values, and principles function together as a decision-making framework. Future projects and policies should ideally contribute to Brockport's vision, adhere to Village values, and reflect Village planning principles.

Brockport's Vision

Looking toward the future is a complicated exercise. It can be incredibly difficult for community members to think to the future with the unsolved challenges of today on their minds. Visioning is a participatory process to identify a desired future for a community. This process works best when it is inclusive and open to all community members and when creative methods are used to cultivate a vision that is not only desired but also achievable.

A vision began to take shape once community members unfettered their thoughts from existing issues and answered a simple question: Where do you see Brockport in 3, 5, or 10 years from now?

Postcard to Aunt Sally

Developing a vision was a crucial step during the community outreach process for the Brockport comprehensive plan. Visioning gave community members the opportunity to think about the 'big picture.' People were asked to write a postcard to a fictional 'Aunt Sally' to tell her how much the Village of Brockport had changed. This activity garnered detailed written responses that informed the vision, values, and principles.

The Vision Statement below was crafted using words and phrases provided in the postcard responses, as well as from discussions with the steering committee, and other local stakeholders.

"People of all ages live, work, study, and play within the inclusive and friendly Village of Brockport. The active and engaging waterfront celebrates Brockport as a historic Erie Canal community. Main Street is a vibrant and beautiful business district where residents and visitors come together to socialize, celebrate, and shop. Brockport is a unique college-town that offers a high quality-of-life. Diverse neighborhoods with a variety of housing choices, parks and recreation facilities, and tree-lined walkable streets offer village living at its best."

Brockport's Values

Values are what we believe in – the things that define who we are. They shape our vision for what we want Brockport to become. Our values are the community's most deeply held beliefs. They are the basis for our vision and typically do not change much over time. Our values should be considered and help guide Village decision-making. The following four values were developed from a variety of public input, including the public workshop, community and student surveys, and conversations with steering committee members and key stakeholders.

1

We are a walkable community

Our compact Village environment is imperative to our community's future. We value the ability to walk and bike with ease inside the Village and it is an important asset to build upon to attract new generations of residents and visitors.



2

We are family-friendly

Brockport is home to many young families and strives to provide parks, recreation, events, and activities that cater to people of all ages. The Village will continue to pursue and attract young families to visit and live in Brockport.



3

We are a college town

We annually welcome thousands of new residents attending The College at Brockport, and fully embrace a collegiate atmosphere in our Village. The college adds a diverse population to the Village, and provides culture, arts, entertainment, and youth to Brockport.



4

We are historic

Historic structures and Victorian architecture can be found throughout Brockport, and this contributes to the unique character of the Village. The Erie Canal passes right through the heart of the Village and is universally understood to be one of Brockport's most historic assets.



Brockport's Planning Principles

The planning principles, along with the vision and values, will help guide our decision making. We will use these to evaluate the challenges we face - both present and future – and assist us in making progress toward our vision. Our values are rooted in our principles.

1 We will work together

We are a village of people with a number of different points of view. Diverse backgrounds and points of view should lead to innovative and original solutions to problems. By building partnerships and working together as a community, we can leverage our people and organizations to make what we do durable, resilient, and more likely to succeed.

2 We will have streets that accommodate all users

One of our greatest assets is our compact and walkable environment. We will continue to pursue bicycle facilities that make it easy to ride and park bicycles with ease throughout the Village. We will strive to make our streets accessible, comfortable, safe, interesting, and useful for pedestrian travel. We will provide safe and efficient travel for motorists without compromising the safety and comfort of bicyclists and pedestrians. We will explore transit options to provide convenient access to all people, particularly our senior and student populations.

3 We will have an identity

Our Village has various important assets ranging from a historic Main Street to the Erie Canal to The College at Brockport, but blending these assets into a cohesive Village identity has proven difficult in past years. We will embrace these assets more completely and pursue an identity that resonates with residents and visitors.



4

We will have strong neighborhoods

We want to pursue projects that lead to more neighborhood and Village connectivity. We will convey community togetherness, and pursue policies and plans that increase neighborhood cohesion.

5

We will develop Main Street as a focal point

Main Street is one of our strongest assets, and continuing to promote and enhance the Main Street experience is a priority. We will pursue design that is consistent with the historic architecture and building stock of Main Street. We will continue to improve connectivity to Main Street from all Village neighborhoods and streets, and promote walking and biking along Main Street. Above all, we will utilize Village resources including the website and Welcome Center to make Main Street a focal point for visitors and residents.

6

We will capitalize on the Erie Canal

Waterfront access is important to Brockport, and expanding and enhancing public interaction with the canal will be a priority for the Village for the foreseeable future. We will look to pursue canal projects that increase public access to the canal and encourage uses that are water-enhanced or water-dependent.

7

We will have dedicated green space and protect our urban forestry

Our Village has important trees along the majority of our streets, and they provide canopies that are aesthetically, functionally, and environmentally important. We will continue to protect our urban trees, following our Brockport Urban Forestry Management Plan. We will remove trees, according to our Code, only when necessary, and will replace trees removed whenever possible. We will periodically update the electronic inventory of our trees, protect green space in the village, and assure that any development includes plans for ample green space.







Section 04

Our Future





Community members providing input at the community workshop held in September 2018.

Future Land Use

One of the primary functions of a comprehensive plan is to provide communities a foundation for zoning and development. The Future Land Use map to the right should be used to aid in land use and development decisions and to update the zoning code.

Unlike the Village's Zoning Map, the Future Land Use map does not include parcel lines nor does it illustrate clear regulatory boundaries. This is intentional. This map functions as a generalized vision of the community's land use over the next decade. Future land use requirements should be implemented in an update to Brockport's zoning code, but the land use map offers no regulatory power on its own.

The locations of these land uses were based on analysis of existing conditions and future needs, priorities and actions identified and developed by the steering committee, and input from community members during the community open house. Parks are not specifically identified on the map, but it should be noted that parks are an appropriate land use under most of the designations. The following land use designations were determined by the project steering committee:

Residential

Land within this designation is largely comprised of single family homes. Many of these streets and neighborhoods have character and location that caters specifically to residential uses and it is unlikely that land use in these will drastically change.

Mixed Residential

Much of the land that has been designated as 'Mixed Residential' contains a blend of single family homes, two-family homes, and multifamily residential buildings. There are also some minor commercial uses, but land under this designation is intended to be mostly residential in nature.

Mixed Residential/TND

Residential development on this land should strive to connect to the existing grid pattern of adjacent residential streets and neighborhoods. There should be a blend of single family development and multifamily development. Some land in this area is part of a densely forested wetland, and development should occur in a way that does not hinder the natural environment. The Village should consider Traditional Neighborhood Development (TND) for this land.



The top portion of this graphic resembles Traditional Neighborhood Development (TND) and these development patterns should include:

- Well-connected streets and blocks (not winding roadways with culs-de-sac)
- Buildings that embrace the public realm
- Sidewalks and trails

Mixed Use

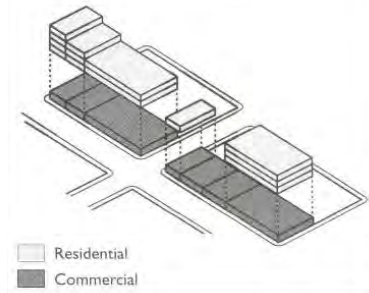
Mixed use development includes a variety of uses such as residential, commercial, office, and public space. Development in a mixed use designation is characterized by both vertical and horizontal organization of uses.

Light Industrial

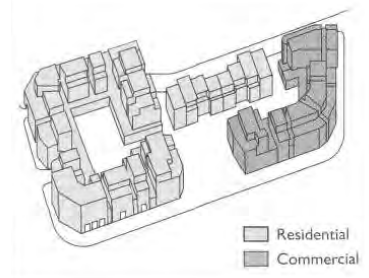
Light industrial uses could include light manufacturing, assembly, warehouses and storage, and distribution centers. The existing industrial land in the southeast portion of the Village should, by and large, remain industrial in nature. Much of this land is currently being used for industrial purposes, and most of the unused or underutilized structures are industrial in nature.

Conservation

This designation is primarily meant to protect and preserve the Village wetlands, particularly in proximity to Brockport Creek. Passive recreational uses and trails should be permissible on this land, but all other development should be discouraged.

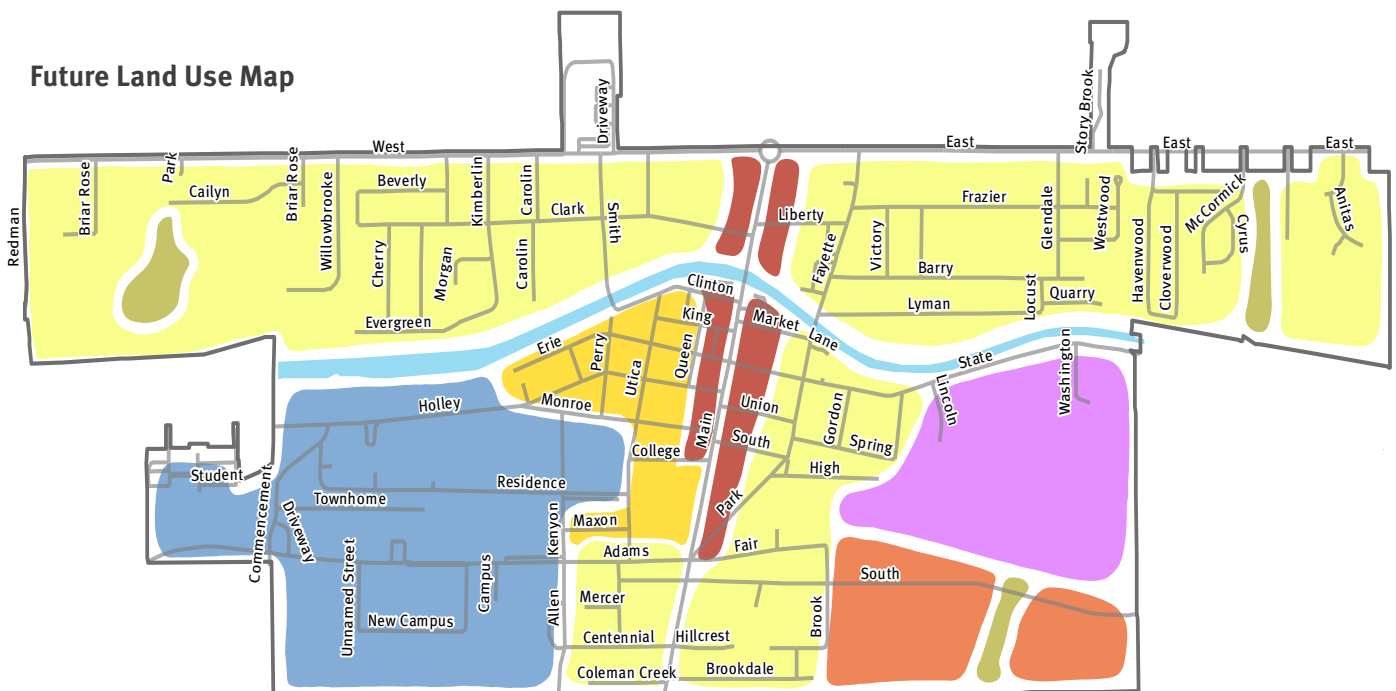


Vertical Mixed Use



Horizontal Mixed Use

Future Land Use Map



Legend

 Residential	 Mixed Residential/TND	 Light Industrial	 SUNY Brockport
 Mixed Residential	 Mixed Use	 Conservation	

Brockport's Focus Areas

Communities are constantly changing as new issues emerge and opportunities present themselves. However, it is important to manage that change and address the things that are known and can be planned for today.

The five distinct focus areas below were developed based on data analysis, input at the community workshop, survey responses, stakeholder interviews, and by the steering committee. They will assist Brockport in organizing and prioritizing work programs so that it can address key issues, capitalize on opportunities, and leverage its assets in a manner consistent with the Village's vision, values, and planning principles.

The recommended actions under each focus area are intended to help Brockport understand where to allocate resources to achieve the community's goals and desired outcomes. These actions do not represent an exhaustive list but rather a initial program that should be updated as progress is made and change is realized. As with most things, priorities tend to change over time so it is important that Brockport remain steadfast but also be conscientious and flexible to recognize and react to unforeseen challenges and opportunities.



Preserve & Strengthen Housing & Neighborhoods



Leverage the Erie Canal



Reuse & Redevelop Vacant or Underutilized Land



Cooperate, Coordinate, & Collaborate



Strengthen the Downtown Business District





Preserve & Strengthen Housing & Neighborhoods

There are a large number of renter-occupied residential properties, and this number is growing. Student rental properties have historically been located in the southwest portion of the Village, nearest to the college. Rental properties are starting to increase to the east of Main Street as well, and the Village as a whole has seen the number of owner-occupied residential units shrink. More often than not, rental properties are maintained at a lower level than owner-occupied homes, and clusters of poorly maintained residential properties can negatively affect property values of surrounding and nearby homes.

Outcomes to Seek

- Growth in owner-occupied units
- Increasing values for residential properties
- A strong housing market of well-kept properties

What to Accomplish

- Pursue strategic and targeted code enforcement, compliance assistance, and owner engagement
- Reach out to SUNY Brockport to enact a joint effort to attract college faculty and staff to live in the Village
- Make programs known to younger residents to attract and retain young home-owners
- Track rental registrations on a yearly basis
- Expand home repair resources, particularly to seniors in the Village

*House and checkmark icons made by Freepik
at [flaticon.com](https://www.flaticon.com)*



Action Plan

	What?	Who?	What Resources?	When?
1	<p>Pursue strategic and targeted code enforcement, compliance assistance, and owner engagement.</p> <p>Disinvestment in properties can occur for a variety of reasons including financial or situational stresses for homeowners. Elevating maintenance standards requires a strategic and targeted approach to code enforcement. The Village should strive to define a system of strategies that respond to different problems and seeks to understand whether property owners are able but unwilling to improve their property or willing but unable to improve their property. Brockport should aim efforts toward areas with a high concentration of owner-occupied properties, and should also target properties that are not too far beyond repair. Small investments of time and capital in the near-term can help prevent further decline and stimulate investment.</p>	<ul style="list-style-type: none">• Village Staff• Village Code Enforcement• Monroe County Community Development• Brockport Police	<ul style="list-style-type: none">• Community Development Block Grants• Dedicate staff time to identify target residential locations in the Village and begin working with them	<ul style="list-style-type: none">• Initiate in the last quarter of 2019 after adoption of the comprehensive plan
2	<p>Reach out to SUNY Brockport to enact a joint effort to attract college faculty and staff to live in the Village.</p> <p>It can be difficult to convince college faculty and staff to live in a college town, especially without a creative and concerted effort. The Village should coordinate with the college to buy, and if needed rehabilitate, some rental properties in the historic part of the Village south of the canal and rent or sell them to incoming faculty and staff.</p>	<ul style="list-style-type: none">• Village Staff• SUNY Brockport including the school's Office of Alumni Engagement	<ul style="list-style-type: none">• Dedicate time for members of Village staff to identify college stakeholders and coordinate with them to begin efforts	<ul style="list-style-type: none">• Initiate in the next 1-2 years (may be ideal to start these efforts during a period when classes aren't in session in either winter or summer)



Preserve & Strengthen Housing & Neighborhoods

3

Make programs known to younger residents to attract and retain young homeowners.

Attracting and retaining younger homebuyers should also be a priority for the Village, and Brockport should make every resource known to people who may benefit. These include grant programs that are offered by Monroe County. Brockport already has a large population of younger residents, but it's been harder for the Village to retain younger professionals and families. Helping existing young homeowners improve and maintain their homes will entice them to stay in the Village. Promoting the County's program for first time home buyers will help young renters who want a home but are worried about the financial burden.

Who?

- Village Staff
- Monroe County
- Brockport Housing Task Force

What Resources?

- Monroe County Home Improvement Program
- First Time Homebuyer Program

When?

- Initiate in the next 1-2 years after identifying resources and an educational process to make these understood and available to residents

4

Track rental registrations on a yearly basis.

Brockport has an established process for the application and issuance of rental registrations, which has been helpful in regulating rental properties. Keeping year-to-year data on these rental registrations will further help the Village track if rentals are continuing to increase at the same pace, while also helping the Village assure that land uses are adhering to the Future Land Use map. This will also help Brockport see if other efforts to improve and increase homeownership are working or if other strategies are needed. Brockport should seek to understand how many single-family homes are being rented.

- Village Staff
- Village Code Enforcement
- Brockport Housing Task Force

- Dedicate time for staff to compile existing rental registration data into a manageable form and program
- May require upgrading or moving to a new software tracking system.

- Initiate for the 2020 rental registration year



Action Plan

5

Expand home repair resources, particularly to seniors in the Village.

Expanding efforts to provide compliance assistance to homeowners is an integral step to improving distressed residential properties in Brockport. Homeowners may need information and resources that will help them improve their properties and build equity. Older homeowners, may have limited physical or financial capabilities to address much needed improvements to their homes. Developing a well-known set of resources will help senior homeowners improve their properties to either better age in place or sell their homes and downsize.

Some resources may include:

- Partnerships with local lenders to promote and help homeowners understand home improvement loans;
- Weatherization programs to decrease utility costs and redirect those expenses to other home improvements; and
- Volunteer-driven home improvement activities.

Who?

- Village Staff
- Monroe County
- Brockport Housing Task Force

What Resources?

- Community Development Block Grants
- Monroe County Home Improvement Program
- Landmark Society for Historic Homes

When?

- Initiate in the next 1-2 years after identifying resources and an educational process to make these understood and available to residents



Leverage the Erie Canal

The canal has not been adequately leveraged by Brockport, and despite the rich history of both the canal and Main Street, there is the potential for greater physical linkage between the two. The

Village should encourage public access to the canal and pursue improvements that will increase interaction with the canalfront and promote synergy between the canal and Main Street. Paddlers, kayakers, and boaters should regularly step off of their crafts to explore Main Street, and it should be hard for them to pass through Brockport without spending some time experiencing downtown.

Outcomes to Seek

- An increase in water-enhanced uses, water-dependent uses, and public access points to the canal
- Increased activity on Main Street from Canal visitors

What to Accomplish

- Upgrade the Brockport Welcome Center
- Increase and improve canal programming
- Develop small craft launches in targeted locations
- Improve public access to the canal for Village neighborhoods

*Boat icon made by Freepik at
flaticon.com*



Action Plan

What?

Who?

What Resources?

When?

6

Upgrade the Brockport Welcome Center.

Brockport's Welcome Center is adjacent to the south side of the canal, and should be the first stop for people coming into the Village on the canal. The center itself is in need of physical upgrades to improve and increase offerings to canal travelers. These upgrades should include but are not limited to: a pavilion, an amphitheater for waterfront performances, pollinator gardens, improved lighting, and a kayak launch.

- Village staff
- Welcome Center staff

- New York State Canal Corporation
- New York State Consolidated Funding Application (CFA)
- Canal Society of New York State
- Village budget for local match funding
- Private sector sponsorship

- Efforts to secure funding are currently in progress
- Initiate in the second quarter of 2020 to prepare a CFA application should more funding be necessary

7

Increase and improve canal programming.

Certain programs should function to bolster the connection between Main Street and the canal including 5k races that utilize Main Street and the canal path. The Village should also combine efforts with the college to increase student interaction with the canal.

There are plenty of additional canal-related activities that Brockport should pursue, including but not limited to: fishing derbies, bait and tackle vending, kayak rentals, rowing regattas, and a plan for performance arts.

The Village should also consider promoting and coordinating a fishing license sign-up day. This would need to be coordinated through the Town of Sweden.

- Village and Welcome Center staff
- Town of Sweden
- Brockport Merchant's Association
- SUNY Brockport
- Brockport Parks Committee
- Partner with private sector

- New York State Canal Corporation
- Canal Society of New York State
- Village budget
- Private sector investment

- Identify a shortlist of achievable programming goals for the 2021 canal season by the end of 2020



Leverage the Erie Canal

8

What?

Develop small craft launches in targeted locations.

The canal should be a main source of recreation for people living in and visiting Brockport. A big part of canal recreation should involve encouraging kayaking, canoing, and paddleboarding. The Village should strive to provide launches for small crafts (kayaks, canoes, paddle boats, etc.) as water-dependent uses that will increase activity on the canal. Several locations have been identified including near the Welcome Center off of Water Street.

Brockport has received awards through New York's Consolidated Funding Application to complete the dock and Boat House at Commissary Park, which will provide access for rowers and other non-motorized crafts. The Village should continue to identify and pursue funding for other locations for launches.

Who?

- Village and Welcome Center staff
- SUNY Brockport

What Resources?

- New York State Canal Corporation
- New York State Consolidated Funding Application (CFA)
- Canal Society of New York State

When?

- This process is ongoing, and the Village has been awarded funding through the CFA program to construct the dock and Boat House at Commissary Park
- Initiate in the first quarter of 2020, and develop a short list of other locations for water-dependent uses including small-craft launches ahead of the 2020 CFA process



What?	Who?	What Resources?	When?
<div>9</div> <p>Improve public access to the canal for Village neighborhoods.</p> <p>Recreation and interaction with the canal depends on intuitive, easy, and comfortable points of access to all members of the public. Brockport is fortunate to have the Erie Canalway Trail wind its way through the heart of the Village. The Village's trail access points are located at the three bridges at Smith Street, Main Street, and Fayette Street/Park Avenue.</p> <p>Brockport's neighborhoods north of the canal can access the trail via any of these three bridges, but for many that means a long and cumbersome walk. This can be especially difficult for seniors and families with small children. Brockport should consider new locations to develop public access to the trail that would help residents living north of the canal. Potential locations include an extension from McCormick Lane on the eastern side of the Village and an access path from the Lyman Street pumping station.</p>	<ul style="list-style-type: none">• Village and Welcome Center staff• Residential developers building on or near McCormick Lane	<ul style="list-style-type: none">• New York State Canal Corporation• New York State Consolidated Funding Application (CFA)• Canal Society of New York State• New York State Department of Transportation (NYSDOT)• New York State Transportation Enhancement Program (TEP)	<ul style="list-style-type: none">• Identify a shortlist of new locations to potentially provide access to the canal in the last quarter of 2019• 9a: Pursue TEP funding to improve access at the Smith Street bridge in the next 3-4 years
<div>9a</div> <p>The sidewalk at the Smith Street bridge is particularly dangerous in its existing condition, and the Village should pursue funding through the New York State Transportation Enhancement Program to repair and improve the sidewalk and stairs that lead to the canal path.</p>			



Reuse & Redevelop Vacant or Underutilized Land

Brockport has a number of properties throughout the Village that are vacant or under-utilized. Many of these parcels are former industrial used and are quite large. There needs to be a clear direction to reposition these parcels for redevelopment.

Outcomes to Seek

- Fewer vacant and underutilized parcels
- Clearer and cleaner regulatory framework for currently vague areas in the Village

What to Accomplish

- Update the Village Zoning Code
- Pursue targeted redevelopment for the underutilized former Kleenbrite site
- Pursue targeted redevelopment for the underutilized former Black & Decker site
- Rezone and pursue residential development on land south of South Avenue

Home repair icon made by Eucalyp at flaticon.com



Action Plan

What?

Who?

What Resources?

When?

10

Update the Village Zoning Code.

Brockport's zoning code is in need of a complete update. Several of these large and underutilized properties are in need of reimagining that will likely lead to rezoning. A full code update should include but not be limited to: new districts identified in the Future Land Use map, purpose statements for each district, and new and updated definitions. The code update should address recommended actions from this Comprehensive Plan and should be written using clear and direct language, providing the Village and code enforcement with an intuitive and user-friendly code. Design standards, Incentive Zoning, and other tools should be considered during the update process.

- Village code enforcement
- Village staff
- Village Board
- Brockport Code Review Committee

- Village code enforcement
- Put together a small committee of technical advisors to facilitate the process

- Initiate full code update in the last quarter of 2019

11

Pursue targeted redevelopment for the underutilized former Kleenbrite site.

The former Kleenbrite site is located at 100 Fair Street and is 11 acres. Unlike the Black & Decker site, this site likely will not need as much remediation and it may not be eligible as a superfund site. This property is unsightly and in disrepair. It is currently an underutilized site serving as a storage location for large trucks. The Village should continue to explore potential development alternatives for this site.

- Village staff
- Monroe County Industrial Development Corporation (MCIDC)

- New York State Brownfield Opportunity Areas Program
- New York State Department of State

- Initiate application processes for any grants or programs in the next 4-5 years, potentially starting in 2023



Reuse & Redevelop Vacant or Underutilized Land

12

Pursue targeted redevelopment for the underutilized former Black & Decker site.

The former Black & Decker site is located at 200 State Street and is 19 acres. It is also in close proximity to the southern wall of the canal. In the past, this site was designated as a State Superfund site, although it has not been designated a Superfund site through the federal program. Past efforts to receive funding through New York's Brownfield Opportunity Areas Program, Startup-NY and Restore New York have not been successful, and there has been little interest in the site from developers.

Efforts to remediate and revitalize this property should continue to be a priority for the Village despite past efforts falling short. Restore New York and New York State's Brownfield Opportunity Areas program should both be avenues for Brockport to pursue financial and physical help needed to improve the former Black & Decker site.

Who?

- Village staff
- Monroe County Industrial Development Corporation (MCIDC)

What Resources?

- Restore New York
- Environmental Protection Agency Superfund program
- New York State Brownfield Opportunity Areas Program

When?

- Initiate application processes for any grants or programs in the next 4-5 years, potentially starting in 2023



Action Plan

	What?	Who?	What Resources?	When?
13	Rezone and pursue residential development on land south of South Avenue. <p>The Future Land Use map identifies this land as Mixed Residential/TND. The Village should re-zone this land to match the future land use identified during the comprehensive planning process.</p>	<ul style="list-style-type: none">• Village code enforcement• Village Board• Private developers	<ul style="list-style-type: none">• Village budget• Partner with or reach out to private developers to identify interested parties for residential development	<ul style="list-style-type: none">• Initiate a rezoning in the last quarter of 2019 during a full update to the zoning code
13a	<p>There are environmental considerations involved with developing this land, and the Village should pursue residential development that fits into the existing grid on adjacent streets without compromising any wetlands or other environmentally sensitive areas. Housing on this land should include a mixture of single family homes and two-family homes. The Village should also consider partnering with SUNY Brockport to pursue housing for alumni seeking to relocate or retire in the Village.</p>			<ul style="list-style-type: none">• 13a: Initiate the pursuit of residential development in the next 2-3 years, potentially starting in 2021



Cooperate, Coordinate, & Collaborate

Brockport has a plethora of enthusiastic and engaged people working and volunteering for the Village. While this is a good thing, it makes collaboration, coordination, and cooperation more difficult when there are so many “cooks in the kitchen.” More communication between different groups and interests is needed, which can lead to better efficiencies. Clear and distinct communication and coordination will help Brockport confidently charge the right people with solving priority problems and will lead to greater efficiency for Village functions, services, and operation.

Outcomes to Seek

- Improved services and efficiencies result in enhanced marketability and competitiveness of the Village

What to Accomplish

- Develop a Brockport Village Partnership
- Consider naming a Village Manager or Administrator.
- Develop and use a comprehensive calendar for the greater Brockport area
- Develop a Village brand and pursue a social media strategy

*Handshake icon made by Pixel perfect at
flaticon.com*



Action Plan

14

Develop a Brockport Village Partnership.

A Brockport Partnership should include representation from the Village offices, local businesses, the Welcome Center, SUNY Brockport, and others. This partnership should function as the “hub” for Village activities and events. A partnership would look to promote and market the Village, increase tourism, recruit and retain new businesses, and assist and promote existing Village events and activities. Brockport should look to the Fairport Village Partnership for guidance and support to begin the process of establishing the Brockport Partnership.

Who?

- Village and Welcome Center staff
- Brockport Merchant's Association
- SUNY Brockport

What Resources?

- Fairport Village Partnership
- Village of Fairport

When?

- Initiate in the next 2-3 years, potentially starting in 2021

15

Consider naming a Village Manager or Administrator.

The person holding this position would provide continuity from administration to administration of elected officials. This position would ideally be combined with a treasurer and/or clerk position. The Village should review New York's civil service requirements for each title (manager or administrator) and then decide which title is most appropriate for Brockport.

A Village Manager or Administrator would perform a combination of duties including but not limited to directing the Village budget, managing Village grants, and coordinating Village operations. If the Village feels that a current staff member can fulfill the duties of the chosen title, then an in-house hire may be possible as well as practical.

- Village Board
- Village staff

- Village budget

- Following retirement of either the Village's interim Treasurer or one of the Village Clerks



Cooperate, Coordinate, & Collaborate

16

What?

Develop and use a comprehensive calendar for the greater Brockport area.

Frequent and regular use of a comprehensive and shared calendar will allow Brockport to avoid scheduling conflicts and confidently plan and coordinate events. This would ideally be a shared calendar that could be easily and quickly updated by representatives from many Brockport area organizations including but not limited to:

- Village of Brockport officials;
- Brockport Central School District;
- Village merchants;
- Towns of Sweden and Clarkson officials;
- College at Brockport; and
- Seymour Library.

Who?

- Village staff - identify a list of organizations that should have access to a shared calendar

What Resources?

- Administrators working at SUNY Brockport and the Brockport Central School District
- Google Calendar or other cloud-based service

When?

- Initiate in the last quarter of 2019 - this should begin as soon as the plan is adopted



Action Plan

17

What?

Develop a Village brand and pursue a social media strategy.

The Village has a bevy of significant assets that provide positive benefits to Brockport. This includes the Erie Canal, a historic Main Street, historic homes and structures, and SUNY Brockport. The Village should develop a brand that includes and capitalizes on these assets. Social media platforms can be a great tool for municipalities and can enhance their communication with residents. Brockport should continue to have an active Facebook page and should cultivate a coherent social media strategy that helps promote and popularize a Village brand.

Who?

- Village staff
- Consider hiring a social media intern from the college

What Resources?

- SUNY Brockport Communication Department including students in their Masters program
- Village budget

When?

- Initiate in the last quarter of 2019



Strengthen the Downtown Business District

The building stock and street trees frame Brockport's Downtown streets nicely and provide clear and comfortable spaces for pedestrians, bicyclists, and motorists. There is a lack of investment in both the exterior and interior of downtown properties. The Downtown aesthetic and feel are completely different north of the canal, with many properties looking and feeling suburban in nature. Although the only thing separating these two Downtown areas is the Canal, it feels separate. Pedestrians crossing the bridge surely notice this as well. The Village should strive to develop a coherent Downtown Business District with increased and improved access for pedestrians and bicyclists on both sides of the Canal.

Outcomes to Seek

- Coherent and consistent design for building and site improvements
- Increased Downtown business activity, and recognizable synergy between Downtown streets and the Canal

What to Accomplish

- Establish a business improvement program
- Develop design standards for Main Street
- Evaluate and look to improve Village on-street and off-street parking regulations.
- Continue the beautification of canal-adjacent areas on Main Street, Market Street, and Clinton Street
- Implement the Clinton Street Master Plan
- Apply for New York State's Downtown Revitalization Initiative (DRI)

*Storefront icon made by Smashicons at
flaticon.com*



Action Plan

	What?	Who?	What Resources?	When?
18	Establish a business improvement program. <p>Brockport should develop an improvement program that is focused on partnering with downtown property owners. There are several downtown buildings that are in need of interior and exterior physical improvements, and this improvement program could include deferred assessment increases or grant funding to assist with project costs.</p>	<ul style="list-style-type: none">• Village staff• Monroe County Planning and Development• Grant writer• Property owners	<ul style="list-style-type: none">• Work with Village staff, Monroe County Planning, or hire a consultant to apply for grant funding• New York Main Street grant program through New York State Homes and Community Renewal	<ul style="list-style-type: none">• Initiate in the first two quarters of 2020 and begin by coming up with incentives the Village can provide• Initiate an application for building renovations through the Main Street grant program in the next 2-3 years
19	Develop design standards for Main Street. <p>Design standards will help to ensure future development and redevelopment improves and adds to the Village's built environment. These design standards should embrace the public realm, encourage sustainable development practices, promote walkability and bikeability, and contribute to an attractive and consistent street wall. Design standards should apply to all properties fronting Main Street, including all properties north of the Canal. The following standards, among others, should be considered for properties with Main Street frontage:</p> <ul style="list-style-type: none">• Building facades;• Building placement;• Building setbacks;• Landscaping and screening;• The location of off-street parking; and• Transparency.	<ul style="list-style-type: none">• Village code enforcement• Village staff	<ul style="list-style-type: none">• Support from Village code enforcement and elected officials	<ul style="list-style-type: none">• Initiate in the last quarter of 2019 during a full update to the zoning code



Strengthen the Downtown Business District

20

Evaluate and look to improve Village on-street and off-street parking regulations.

Brockport's public parking regulations are currently quite restrictive and the off-street parking requirements in the zoning code are excessive for a village setting. When evaluating parking, the Village should consider the following:

- On-street parking restrictions (seasonality, one-side versus two-side, etc.).
- Public parking lots (seasonality, times, etc.)
- Shared parking agreements for adjacent and complementary land uses. Complementary land uses include different land uses that would require parking during opposite peak times. An example would be a typical daytime office building and nearby apartments.
- Update to the off-street parking requirements in the zoning code using a context sensitive approach and employing best practices.

Who?

- Village code enforcement
- Village staff

What Resources?

- Support from Village Code Enforcement and elected officials
- Village Code Enforcement
- Brockport Police

When?

- Initiate in the last quarter of 2019 during a full update to the zoning code

21

Continue the beautification of canal-adjacent areas on Main Street, Market Street, and Clinton Street.

In recent years, the Village has pursued street improvements including sidewalk repairs on Market Street. Brockport needs to continue to pursue streetscaping projects that will improve pedestrian conditions in the Downtown Business District, particularly for streets nearer the canal and canal access points. These streets include but are not limited to:

- Clinton Street;
- King Street;
- Market Street;
- Main Street; and
- Merchant Street.

- Village staff
- Village code enforcement
- Brockport Beauties Committee

- Support from Village Code Enforcement and elected officials

- The Village should identify and pursue a streetscaping project for one of the target streets in the next 1-2 years, potentially starting in 2020



Action Plan

22

Implement the Clinton Street Master Plan.

The Clinton Street Master Plan contains recommendations that are still relevant to the Village today. The complete Clinton Street Master Plan is available on the Village website. Key recommendations from this plan include but are not limited to:

- Changes to the Parking Chapter in the Village Code including expanding on-street parking hours and availability;
- Providing a pedestrian walkway link between Main Street and Merchant Street;
- Developing a public gathering space in the underutilized parking area on Merchant Street; and
- Preserve and pursue adaptive reuse for the Whiteside-Barnett building property on Clinton Street adjacent to the canal.

Who?

- Village staff
- Brockport Police
- Brockport Merchant's Association
- Private Developers

What Resources?

- New York Main Street grant program through New York State Homes and Community Renewal
- New York State Department of Transportation (NYSDOT)
- New York State Transportation Enhancement Program (TEP)
- Partner with or reach out to private developers to identify

When?

- Initiate in the next 4-5 years, potentially starting in 2023

23

Apply for New York State's Downtown Revitalization Initiative (DRI).

This comprehensive plan identified a number of significant priorities and actions for the Village to pursue. With this plan in place, the Village is equipped to pursue funding from a variety of sources and should consider applying for the State's DRI program. Brockport's downtown is a prime candidate for a revitalization strategy. Recent planning efforts in Brockport including the Clinton Street Master Plan, the Brockport Active Transportation Plan, and the Brockport Comprehensive Plan point to a need for large-scale physical change and revitalization in the heart of Brockport.

- Village staff
- Village Board
- Regional Economic Development Council
- SUNY Brockport
- Local and regional State representatives
- Monroe County Planning and Development

- Support from Village Code Enforcement and elected officials
- Work with Village Staff or a consultant to put together the DRI grant application

- The Village should begin preparing a DRI application during the first quarter of 2020 ahead of the deadline for the application, which is typically in May or June