

## From the Supervisor



**Bill Smith**  
Town Supervisor

### Comp Plan Maps our Future

After an extensive and exhaustive process, our Comprehensive Plan Update is ready for final review. We've arranged two **public hearings**, both during regularly scheduled Town Board meetings, on **September 3** and **September 17** at 6:00pm in the public meeting room at Town Hall, 11 South Main Street. You can find the Draft Plan online at [www.pittsfordplan.com](http://www.pittsfordplan.com) or view hard copies at Town Hall and the Library.

The Plan's focus includes maintaining **community character**, supporting and enhancing **walkability** and **bikeability**, developing "complete streets" that are safe and efficient for all users and **preserving open space**. It includes advancing **green infrastructure**, fostering **community partnerships** and encouraging **senior housing** at a broader price range than currently available. The Town will revise zoning laws based on this plan; once adopted, it will help map out our future.

A Comprehensive Plan represents a municipality's fundamental land-use planning document. It represents a vision and roadmap for the community's future. It provides the legal basis for our zoning laws and future changes to them. Land-use planning can touch on broader issues. Zoning and land use can relate to environmental outcomes, to the types of housing to be built, to decisions

### BRIEFINGS:

- Dog Park Opening Soon
- More Progress on Sustainability
- New Recreation Programs
- New Playground
- Town Trails Program
- Upcoming Town Events
- Comprehensive Plan Hearings

affecting recreational opportunities, to where you can find a grocery store, to cite just a few examples. So its effects can be wide ranging. Yet as professional planners such as our consultants for the Comprehensive Plan frequently remind us: it's a land-use planning document. Not a catalog of every policy or policy initiative that the planners, Town staff, the Steering Committee or our residents consider necessary or desirable.

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### Community Survey Results Support Town Initiatives

Survey results reveal a **high level of public satisfaction** and **support** for the Town's leadership in **sustainability** and environmental issues, its efforts to increase **walkability** and community connections with new sidewalks and trail improvements, its existing **single-family home zoning**, its continued efforts to preserve **community character**, and its new **Refuse District initiative**. The results show **strong support** for the Supervisor's initiative for **senior housing at a broader price range**, pursuing **clean energy options**, and the **Town tax cut in this year's budget**.

The firm engaged to conduct the Town's Community Survey presented the results at the July 2 Town Board meeting. The presentation, along with the response data for each survey question and Supervisor Smith's Executive Summary, is on the Town website at [www.townofpittsford.org/2019-resident-survey-results](http://www.townofpittsford.org/2019-resident-survey-results). A hard copy for viewing is also available at the Town Clerk's Office at Town Hall and at the Pittsford Community Library's Reference Desk.

The survey covered a range of topics, including Housing/Development, Sustainability, Town Services, Parks and Recreation, the Library, and Aging in Place/Senior Services. The participation rate from our residents was above average for surveys of this type, according to the survey firm. This produced statistically significant data to a level of 95% accuracy.

#### Key findings of the survey include the following:

- People love living in Pittsford. On a scale of 1 to 10, the Survey revealed an overall happiness rating of 8.6.

- People overwhelmingly want to maintain the character of the Town – from green space to services to neighborhoods, across the board, those characteristics that make Pittsford a place where people aspire to live.
- Residents are interested in more housing options for people of age 55+, including housing at a broader price range than currently available in Pittsford for people in that demographic.
- Although residents support the cut in Town taxes the Town delivered last year, 71% of respondents said they'd be willing to consider paying more in tax if it went to pay for acquiring more land for the Town's Greenprint Plan, in order to mitigate additional development of open green spaces not already protected.
- 75% of residents want the Town to keep current zoning provisions for single-family homes.
- Residents overwhelmingly support the Town's initiatives to make Pittsford easier

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## From the Supervisor: Comp Plan Maps our Future (continued from pg. 1)

The proposed final draft of the Plan is available for your review on the website the Town set up in 2015 to provide residents with continually updated information about the Plan update. The website also has provided a convenient way for residents to share their advice and ideas about the Plan with our consultants and the citizens' Steering Committee who worked on the Plan. The website was created in part to ensure residents who couldn't attend the public workshops could make their views known.

In drafting an updated Comprehensive Plan our citizens' Steering Committee, our consultant and Town staff sought to:

- Analyze the existing conditions in the Town
- Define and articulate the Town's goals and vision for our future
- Determine the means to accomplishing these goals and give life to that vision

### Plan Components

Our Comprehensive Plan Update contains a section on community character, including residential development, mixed-use and commercial development, design standards, streetscapes, scenic corridors and areas in the Town, historic resources, the canal front, agriculture, natural resources and environmentally conscious infrastructure. It considers open-space management, managing traffic, pedestrian safety, promoting healthy living through recreational opportunities and environmentally friendly practices. It notes current and future opportunities for collaborative partnerships.

### Key Topic: Housing for the Senior Years

A central goal of mine, in approaching the process of updating our Comprehensive Plan, has been to address the needs and interests of our entire population – including people in their retirement years or approaching them. To that end, I argued for and obtained a provision in our draft Comprehensive Plan that explicitly states as a goal encouraging

housing styles in demand by people who want to retire here, and at a broader price range than is currently available in Pittsford. The idea is to make it easy for residents to “age-in-place” – right here in Pittsford – in comfort and in housing that suits your way of life. This is among the central priorities for me and my Administration in thinking about future planning. The Town's draft Comprehensive Plan Update calls for zoning law changes to make it easier, in places where some kind of housing is going to be built, to build housing attractive for retirement living.

As we move forward, as the Town refines its zoning laws on the basis of the Comprehensive Plan, we can explore provisions such as changes to setbacks, lot sizes, building height requirements and other details to help make new patio homes, and other housing styles desired by people in their retirement years, available at a broader price range than what might be available today. Pittsford should be a place where lifelong living is a realistic option for everyone.

Our recent resident survey showed strong public support for this concept. When asked what was most important to making Pittsford even more conducive to living well during retirement years, the largest response (over 27%) was housing cost. Transportation and alternatives to driving (also addressed in the Comprehensive Plan Update) was next in importance (16%) and housing options (13%) rounded out the top three answers. While 28% of respondents were unsure, 52% of respondents supported the development and construction of more patio homes, senior-living apartments and assisted-living facilities in Pittsford to increase housing options for residents aged 55 and older.

### Resident Review

Post-retirement housing represents just one facet of the proposed Comprehensive Plan Update. I urge you to visit our plan website at [www.pittsfordplan.com](http://www.pittsfordplan.com) to fully review the draft plan in its entirety and then let us know your thoughts. If you cannot attend

either of the public hearings on September 3 and 17, please feel free to share your views with me. You may stop in to see me at Town Hall or contact me via email at [bsmith@townofpittsford.org](mailto:bsmith@townofpittsford.org) or by phone at 248-6220.

Our efforts to date to engage our residents for this purpose – the dedicated Plan website, news releases, our eNews, a direct mailing to all households for the public comment sessions and workshops, Town social media, the Town website, Supervisor's columns and more – underscore the importance to the Town of obtaining the views of as broad a representation of Pittsford residents as possible.

The importance of this should be self-evident. It's important as well because, for a Comprehensive Plan to be truly comprehensive, we need to hear not just from those with a passionate interest in a single issue, or in a narrow agenda, as valid and important as the subject of either may be, but from our residents who have more general interest in the variety of topics involved in a comprehensive plan.

My thanks to our citizens' Steering Committee who gave their time so freely to this thorough process. And thanks as well to all of you who have made time to participate in our Comprehensive Planning process, whether by attending a meeting or sending along your comments. We look forward to hearing your further comments and finalizing this plan of such importance to Pittsford's future.

### Public Hearings to review the Pittsford Comprehensive Plan Update

September 3 & September 17 · 6:00pm  
Town Hall, 11 South Main Street

Find the draft plan at  
[www.pittsfordplan.com](http://www.pittsfordplan.com)

## Community Survey Results Support Town Initiatives (continued from pg. 1)

and safer to get around on foot and by bicycle, including new sidewalks, planned trail improvements and the joint Town-Village Active Transportation Plan.

- Residents broadly support the idea of a Community Choice Aggregation program, which has potential to offer electricity from sustainable sources at a lower price than they pay currently. However, only 26% are willing to pay more for electricity from green sources.
- 86% of residents support the Town's initiative to provide for Refuse Districts for garbage collection in neighborhoods that

want them, provided that the cost is lower than what they currently pay.

- About 76% of residents would support a solar farm in the Town, with about half of those stating they'd support it if it were out of sight.
- The Pittsford Community Library enjoys overwhelming support: 71% of respondents rated it at 8 out of 10 or better, with 40% of respondents rating our library, its staff and services with a 10 out of 10.
- Residents are aware of the Town's recreation programs and strongly approve of our renovated Spiegel Community Center.

The survey data has tremendous importance and influence in shaping future policy choices and municipal goals for Pittsford. The survey revealed strong public support for the Town's current and recent major policy initiatives, including leadership in sustainability and environmental issues, increasing walkability and community connections, maintaining single-family home zoning and encouraging broader housing price ranges for seniors.

## Pittsford Sustainability Efforts Strengthen our Environment

The Town’s partnerships with the NYS Pollution Prevention Institute and the Genesee/Finger Lakes Regional Planning Council support **reducing energy consumption**, enable our LED streetlight conversion plans and inform our community **solar farm options**.

Encouraging **responsible lawn care** and promoting the **toxin-free challenge** provides residents with information on eco-friendly options. Our **CCA** program seeks **100% clean** electricity option – program administrator selection is complete.

### LED Streetlight Replacement & Energy Benchmarking

The Town is working with the Genesee/Finger Lakes Regional Planning Council (G/FL RPC) on installing **LED streetlights** to lower cost to taxpayers and reduce the amount of electricity used. G/FL RPC recommended participation in the current RG&E LED Streetlamp

Conversion program and furnished technical expertise during the Town’s preliminary **Community Solar Farm** discussions. The RG&E Streetlamp Conversion Program was reviewed in detail at the July 16 Town Board meeting, during which the Board gave Town Supervisor Bill Smith authorization to enter into an agreement with RG&E to move forward with the LED Streetlamp Conversion program this year.

Also at the meeting, the New York State Pollution Prevention Institute (NYSP2I) made a presentation on the proposed **energy consumption benchmarking program** they are developing in collaboration with the Town and G/FL RPC for Town municipal buildings. The project would analyze energy usage and evaluate potential energy efficiency enhancements, with a goal of energy reduction. The presentation also included information on the background, history and role of the Pollution Prevention Institute.

### Lawn Care & Toxin Free Challenge

Earlier this year the Town kicked off its Toxin Free Challenge - an opportunity for residents to forego chemical lawn treatments in favor of organic lawn care options. Whether residents choose to go completely

organic or are working toward minimizing use of synthetic lawn chemicals, the **Town’s responsible lawn care web page** can provide tips to help cultivate a healthy lawn that is healthy for the environment. Find it at [www.townofpittsford.org/responsible-lawn-care](http://www.townofpittsford.org/responsible-lawn-care). Those who decide to go toxin free and would like an **“Organic Yard” lawn sign** or a **Toxin-Free Challenge Tip Card** can pick one up at Town Hall, 11 South Main Street.

### CCA – Lower-Cost Electricity from Renewable Sources

The Towns of Pittsford, Brighton and Irondequoit and the Village of Pittsford are working together to obtain electricity for their respective communities at a cost below the RG&E electricity rate from 100% renewable sources through a **Community Choice Aggregation (CCA)** program. The four municipalities have chosen a CCA administrator to manage the program. Watch the Town website for updates at [www.townofpittsford.org/content/community-choice-aggregation-information](http://www.townofpittsford.org/content/community-choice-aggregation-information).

## Renovated Community Center = New Opportunities

**New over the past year:** better accessibility, facility cost-savings, increased energy-efficiency, expanded programs, and a new home for the Senior Center in a completely renovated and expanded facility. **What remains the same:** affordable programs and services with high standards of quality, suitable for all ages and varying abilities, and staff members – most of whom live here – who personally connect with our patrons and care about our community.

It’s been a full year since we celebrated the grand reopening of our renovated and expanded Spiegel Community Center. Patrons have praised it as a welcoming and first-rate resource, well equipped and configured for contemporary use. It houses our Senior Center, saving taxpayers over \$100,000 each year in the rent the Town paid at the Senior Center’s previous location. The facility offers better accessibility and parking and incorporates energy-efficient standards. This stately building symbolizes the Town

Administration’s commitment to historic preservation, giving new life to an icon of our heritage and keeping our community center where it belongs – in the center of our community.

The renovation let us broaden our programs and services to include:

- **Cooking classes** for children, adults and seniors in our new, state-of-the-art kitchen
- **Intergenerational programming**, connecting youth with our seniors
- New and expanded **drop-in gym activities** for youth and adults, including basketball, volleyball and badminton
- Expanding our reach to include partnerships with **Special Olympics** of New York and the **Autism Council** of Rochester
- **More capacity for programming, services and events** such as balance and wellness classes, AARP tax preparation services, defensive driving classes, and senior lunch events
- Additional activities in our **after-school programs**, including Chess Group, Sign Language Group, and student performances
- More options for **birthday parties**, for families who wish to hold them at the Community Center

We’ve expanded offerings and events in other ways as well:

- The new **“Hit the Trail Passport”** program, that increases awareness and use of the Town’s fine trail system
- Relocation of the Pittsford Village **Farmers Market** to the Community Center
- **New Community events**, including Meet the Machines, Senior Matinee Movies and a Senior Sock Hop, with more to come, including some special fun this Halloween
- Our **new composting program**, begun at the Community Center this year in partnership with Impact Earth: leftover food is collected, composted and returned to our Pittsford Community Garden as organic nutrition for the soil

We’re proud to provide our community affordable programs and services with high standards of quality. Programs suitable for all ages and varying abilities. Offerings that range from after school care, child watch, health, wellness, dance and sports programs to art, crafts, personal development, discussion groups, and other enrichment activities. We’re proud too of the staff that oversees these programs – a team of individuals who care about our community and most of whom are your neighbors.

## Town Briefings

Newest playground open at Great Embankment Park, Mobile DMV changed to Fridays at Town Court, Town earns design award for Community Center, Hit the Trail Passport program underway, Brush & Branch pickup info on Town website, leaf collection begins October 21.

### New playground at Great Embankment Park

The Town's newest playground is open at Great Embankment Park. Nestled along a beautiful stretch of the Erie Canal at 631 Marsh Road, the playground offers plenty of opportunity for climbing, sliding, swinging and running around in the fresh air. This marks completion of the Town's playground improvement project. The project provided three new playgrounds for Pittsford kids and families, at Hopkins Park, Thornell Farm Park and Great Embankment Park, in addition to a fully renovated, expanded and improved playground at our Spiegel Community Center, with completely new equipment.

### Architectural Design Award for Community Center

The Town of Pittsford's Paul M. Spiegel Community Center has received a 2019 Architectural Design Excellence Award from the American Institute of Architects - Rochester Chapter. The award celebrates the best in contemporary architecture and highlights the many ways buildings and spaces can improve our lives. An esteemed outside jury comprised of architects and interior designers from the northeast selected award recipients.



Community Center receives architectural award: Trevor Harrison and Kate Anderson from HBT Architects and Pittsford Town Recreation Director Jessie Hollenbeck (far right) accept the AIA Rochester 2019 Architectural Design Excellence Award for the Spiegel Community Center Project.



Healthy outdoor fun for families — our newest playground at Great Embankment Park, nestled along the Erie Canal.

### Day & location change for Mobile DMV in Pittsford

Monroe County has moved its Mobile DMV service offered in Pittsford to Fridays at Town Court, 3750 Monroe Avenue. Hours will remain the same: 10:00am - 3:30pm, written tests until 2:00pm, learner permit testing ending at 2:30pm. For complete information visit the County's Mobile DMV web page at <https://www2.monroecounty.gov/clerk-mobile.php>.

### Find Yard Debris & Leaf Collection Info on Town website

Loose brush & branch pickup continues through October 10, bagged & containerized yard debris pickup continues through November 29, and leaf collection gets underway October 21, continuing through December 6. For guidelines and pick up schedules, visit our Leaf Collection page and our Yard Debris Collection page under the "Services" tab on the Town website at [www.townofpittsford.org](http://www.townofpittsford.org).

### Explore Town Trails with Passport program

A new partnership between the Town of Pittsford and Wegmans, the Wegmans Hit the Trail Passport program includes eight Pittsford trails of various lengths and degrees of difficulty. Hike or cycle six of the designated trails, make a trail marker rubbing in your Passport, and receive a Wegmans reusable shopping bag. Complete all eight trails to be eligible to win a \$250 Wegmans gift card. Program information and passports are available at the Spiegel Pittsford Community Center (35 Lincoln Avenue) and the Pittsford Wegmans at 3195 Monroe Avenue.



THE **PITTSFORD COMMUNITY CENTER** **COMPOSTING PROGRAM** HAS KEPT **459 POUNDS OF FOOD WASTE** OUT OF THE LANDFILL SINCE MAY 2019.

Check the Town eNews and website for Supervisor Saturday dates — a casual monthly open house where residents can discuss topics of interest with Town Supervisor Bill Smith.

## New Dog Park – fun, safe, convenient

Pittsford Dog Park to **open this fall** on **Town land** at 34 East Street will offer safe, enjoyable, convenient space for dogs and owners to share, paid for from **developer charges reserves**, connects to **Town trails**, with an area for small dogs and dog-washing station.

The Town's first-ever dog park, to open this fall at 34 East Street, will provide residents and their canine companions a safe and enjoyable area for recreation. The location takes advantage of existing Town land in a grassy area tucked between the Little League fields and the Town's Parks Department building. The Pittsford Town Dog Park will have two off-leash areas, one each for large and small dogs. Dogs will have access to play structures and water fountains. Dog owners

will be able to relax on benches and use picnic tables under shade trees. The facility will include a dog-wash station to hose off muddy paws and coats.

In keeping with the Town's commitment to walkability and bikeability, two Town trails will connect to the new dog park. Town crews will improve the existing parking surface at the location for those who need to drive to the site. The Town's Recreation and Land Fees Trust Fund reserve will pay for the \$160,000 project budget. This is an existing Town fund developers contribute to for the development of parks, playgrounds and recreational resources.

Town Supervisor Bill Smith and Town staff members met with leaders of the Monroe County Parks Department to integrate the Pittsford Town Dog Park into the County's dog park system. This will allow residents who use our dog park to use any dog park in the County's system. In the weeks ahead

the Town will provide information about registration and other details. The Town remains interested in partnering with the Village of Pittsford for an additional dog park on Village-owned land by the Canal, should the Village decide to move forward with such a project.



Plans for our new dog park include play structures, water fountains, benches, shade trees and picnic tables.

## Pittsford Farm Stands & Markets Open for Business

Pittsford has a variety of farm stands, markets and farmers markets, all offering the best in fresh produce.

### Local farm stands and markets:

**Hopkins Farm Stand** (corner of Calkins Road & Clover Street, near 3129 Clover Street) – open June to October, 7 days a week, offering a variety of locally grown fruits and vegetables, including sweet corn, and pumpkins in the fall.

**Knickerbocker Farm Stand** (164 Knickerbocker Road) open 7 days a week, June through the end of October, from 9:00 am to 9:00 pm, selling a variety of produce, including pumpkins and corn stalks in the fall.

**Powers Farm Market** (161 Marsh Road) Open the week prior to Easter until December 26, 7 days a week from 8:30 am to 6:30 pm (Monday through Saturday) and

Sunday 8:30 am to 6 pm. They sell annuals, perennials, hanging baskets, cut flowers, locally grown vegetables and fruits, maple syrup, honey, fruit preserves, milk, eggs and local crafts. In the fall, Powers has extended hours for apple cider, fried cakes, 12 apple varieties, hay rides, petting zoo, and giant decorated teepees. They have wreaths, Christmas trees and live nativity in December. For more information, contact 586-4631.

**Willard Farm Stand** (116 Willard Road) Open from June to October 31, seven days a week, from 7:30 am to sundown. They sell homegrown strawberries, corn, vegetables, local peaches, apples, and pumpkins are available in the fall. Organics can be made available – call 738-3993 for more information.

### Farmers Markets:

**Pittsford Farmers' Market** at Pittsford Colony Plaza (3400 Monroe Avenue), open

9:00 am – 1:00 pm on Tuesdays and Saturdays through November 26. It features fruits, vegetables, plants and flowers. For more information email [irishcindy57@aol.com](mailto:irishcindy57@aol.com) or call (585) 733-8104.

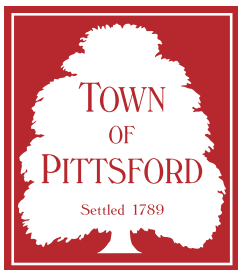
**Pittsford Village Farmers Market**, in partnership with Impact Earth and the Town of Pittsford, Spiegel Pittsford Community Center (35 Lincoln Avenue), open Saturdays 9:00 am – 1:00 pm, June 15 - September 29. Featuring locally grown, raised and produced items, including fruits, vegetables, eggs, flowers, baked goods, natural products and reusable wares, plus live music, artisans, youth activities and community group info each week. More info at [www.pittsfordvillagefarmersmarket.org](http://www.pittsfordvillagefarmersmarket.org).

Find info and links to Pittsford farm stands and markets on the Town website at [www.townofpittsford.org/stands\\_markets](http://www.townofpittsford.org/stands_markets).



Our 2019 Summer Concert Series, Concerts for Kids and Family Outdoor Movie Nights were a big hit with kids and adults alike!





11 South Main Street  
Pittsford, New York 14534  
(585) 248-6200

**Supervisor**

William A. Smith, Jr.

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**Community Events**

**Pittsford Food Truck & Music Fest is September 14**

Our annual Food Truck & Music Fest is Saturday, September 14 from noon to 9:00 pm. An end-of-the-summer celebration for the whole family, the festival takes place on Main Street from the Four Corners (Monroe/State streets) to Locust Street. There will be live music all day, family activities, amusement rides, children's entertainment, the Willard Farm Stand, and a beer and wine garden as well - plus a variety of food truck specialties. Headlining party rock band Allegro takes the stage from 7:00-9:00 pm and the evening ends with a fireworks display over the canal. Bicycle racks will be provided, for those arriving on two wheels. For complete information, including site and parking maps, activities and entertainment schedule, and food vendor list, visit [www.townofpittsford.org/foodtruckmusicfest](http://www.townofpittsford.org/foodtruckmusicfest).

Many thanks to our generous 2019 Pittsford Food Truck & Music Fest sponsors, including major event partners Pittsford Federal Credit Union and Wilmorite and fireworks co-sponsor New York State Assemblywoman Marjorie Byrnes.

**Family Halloween Fest is October 20 at St. John Fisher College**

Be sure to mark your calendar for the Town of Pittsford's Family Halloween Fest to be held Sunday, October 20 from 2:00 - 5:00 pm at the St. John Fisher College Wilson Athletic Center, 3690 East Avenue.

Enjoy crafts, games, refreshments, music and participate in a costume parade! It's an afternoon of great family fun. Admission is one canned good item per person to benefit the Pittsford Food Cupboard. For complete details, visit our Family Halloween Fest webpage at [www.townofpittsford.org/halloweenfest](http://www.townofpittsford.org/halloweenfest).

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