

CHAPTER 4

VISION, POLICIES, + GOALS



A VISION FOR OUR FUTURE

OVERVIEW

The Town of Perinton is proud to be recognized for the community's livability and natural beauty. We strive to be a model community, providing exceptional housing options, employment, entertainment and recreational resources. Our vision statement, which informs and provides the framework for our policies and goals, is intended to guide the Town's decision making through 2031.

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VISION STATEMENT

The Town of Perinton is a close-knit, inclusive community which celebrates and preserves its **rich historic and agricultural heritage** through innovative preservation, sustainability and land use-planning practices ensuring the Town's continual appeal. We envision a **diverse resident population** with access to a variety of housing options, a **connected parks and open space network** and unique natural and scenic resources such as the Erie Canal. Our community is a desirable place to live and work because of our support and attraction of businesses, which contribute to a **strong local economy and job opportunities**, as well as our **excellent public services and recreational offerings**.

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The Town of Perinton's vision statement is comprised of seven key themes which serve as the overarching principles which guide this Comprehensive Plan over the next 10 years.

A VISION FOR OUR FUTURE

The policies and goals in this plan are organized around seven overarching themes, as defined below:

POLICY AREA	PERINTON STRIVES TO...
Land Use + Community Character	Diversify housing options to retain and attract residents, while maintaining open spaces and agricultural practice, which define the Town's character.
Transportation + Circulation	Provide an efficient multi-modal transportation system to support future development.
Quality of Life + Healthy Living	Promote opportunities for healthy living, including access to recreational assets and healthcare.
Environmental Sustainability	Emphasize sustainability in Town operations and land use decisions.
Historic + Cultural Preservation	Celebrate unique historic and cultural resources.
Economic Development	Support appropriate commercial development and business expansion.
Services + Partnerships	Foster inter-municipal and community partnerships, and deliver valued services to residents and visitors.

The Comprehensive Plan provides a framework for decision makers, community leaders and residents. It is designed to evolve with the Town's needs over time as goals are realized or priorities change.



POLICY AREA 1

LAND USE + COMMUNITY CHARACTER

POLICY STATEMENT: The Town of Perinton maintains land use patterns preserving the residential nature of the community, retaining open landscapes, protecting environmental systems, and allowing commercial and employment centers to thrive.

OVERVIEW

Development patterns in the Town of Perinton have been formed in an intentional and thoughtful manner. Much of the Town is dedicated to residential development intermixed with open space, agricultural uses, and natural and recreational resources, such as the Erie Canal which runs through the Town and Village of Fairport.

As development pressures increase over the next 10 years, it is the Town's objective to balance development with preservation to ensure protection of the existing community character. The Town also desires to provide opportunities for a greater mixing of uses, such as commercial and residential spaces, which will support the development of a range of housing options within the Town. These options are anticipated to attract newcomers, as well as retain residents looking to downsize.



Hamilton Road,
Town of Perinton

POLICY AREA 1

LAND USE + COMMUNITY CHARACTER

GOAL 1 Protect the long-term viability of residential areas in the Town.

- ACTIONS**
- Promote infill development of single-, two- and multi-family residential homes in character and scale within existing neighborhoods, where feasible through zoning code updates.

GOAL 2 Encourage the development of a range of housing types enhancing access and choice to support a diverse and inclusive population.

- ACTIONS**
- Promote a mix of housing types, models and densities to meet the housing needs of a diverse population, including a range of ages, income levels, household types and sizes (such as cottage-style housing).
 - Review and implement zoning changes to allow for a variety of housing types throughout the Town, such as permitting development on smaller lot sizes.
 - Explore and evaluate the need for incentive zoning within the Town code.
 - Support the expansion of housing options for seniors.
 - Collaborate with the Village of Fairport Office of Community and Economic Development and Rochester Housing Authority to identify opportunities for affordable and inclusive housing opportunities in the Town.
 - Promote the installation of amenities and retention of open spaces within new housing developments to support individuals, families and children.

ENCOURAGING MIXED-USE DEVELOPMENT WITHIN THE TOWN

The Town of Perinton's land use pattern is mature and well established. Market forces continue to drive demand for residential and supportive commercial uses. Accommodating future development will require greater focus on design since the majority of growth will likely be in the form of infill development and redevelopment. There is a distinct opportunity to create more compact, walkable mixed-use areas, similar to the Village of Fairport. This is intended to decrease reliance on the automobile, increase accessibility for all users, and enhance residential livability in the Town.

Through public engagement, it was apparent Perinton residents would like to see more diverse housing options at smaller scale and lower price points. Ensuring lands use regulations allow for, and facilitate, these types of housing products should be prioritized moving forward.

Perspective View (TBD)

POLICY AREA 1

LAND USE + COMMUNITY CHARACTER

GOAL 3 Ensure future development on environmentally sensitive lands, active agriculture lands, and locations with limited available utilities is context sensitive.

- ACTIONS**
- Proactively implement the recommendations in the Agriculture and Farmland Protection Plan.
 - Implement zoning amendments to encourage new and infill development in previously developed areas with the goal of reducing sprawl and providing efficient services.
 - Explore the incorporation of incentive zoning in the Town code to encourage the retention of rural land in residential areas.
 - Monitor and assess the capacity and condition of the Town's existing sanitary sewer, water, and road network to support development where utilities exist.
 - Evaluate the creation of an Erie Canal Development Overlay District with tailored design standards to allow for appropriate multi-lot, multi-family development and non-residential uses along the Canal.

GOAL 4 Encourage development established in mixed-use areas to improve walkable access to services and commerce.

- ACTIONS**
- Review and implement zoning amendments to encourage a greater mix of uses, such as commercial and residential development, in areas depicted in the Future Land Use Plan.
 - Market available underutilized buildings and sites to developers for redevelopment, such as office parks along the I-490 and Route 96 corridor and Perinton Square Mall on Route 250.
 - Encourage the adaptive re-use of buildings and infill development in the Town's hamlets, such as Bushnell's Basin and Hamlet of Egypt.

POLICY AREA 2

TRANSPORTATION AND CIRCULATION

POLICY STATEMENT: The Town of Perinton provides a safe, multi-modal transportation network to serve residents, visitors and local businesses, connect a variety of users to the Town’s hamlets, commercial areas and recreational resources, and support the Town’s future land use goals.

The Town of Perinton strives to provide a network of safe and accessible transportation options to enhance connectivity, improve multi-modal connections, and manage traffic. While the existing transportation system primarily relies on car transport, there are opportunities to further incorporate and accommodate multi-modal users as an alternative means of travel. The Town is committed to achieving these goals to ensure all residents have access to basic needs, such as public services, food, recreation, and employment opportunities, regardless of car ownership.

Ensuring the street network accommodates all users will require collaboration between multiple entities, creative solutions and a variety of funding mechanisms.

Public transportation is also generally reliable and accessible; however, there are opportunities to expand the system, increase transportation choices, and promote usage and ridership, especially to regional destinations.



Proposed on-road bicycle lanes on Ayrault Road (Pedestrian and Bicycle Master Plan)

POLICY AREA 2

TRANSPORTATION AND CIRCULATION

GOAL 1 Provide an efficient transportation system to support future development.

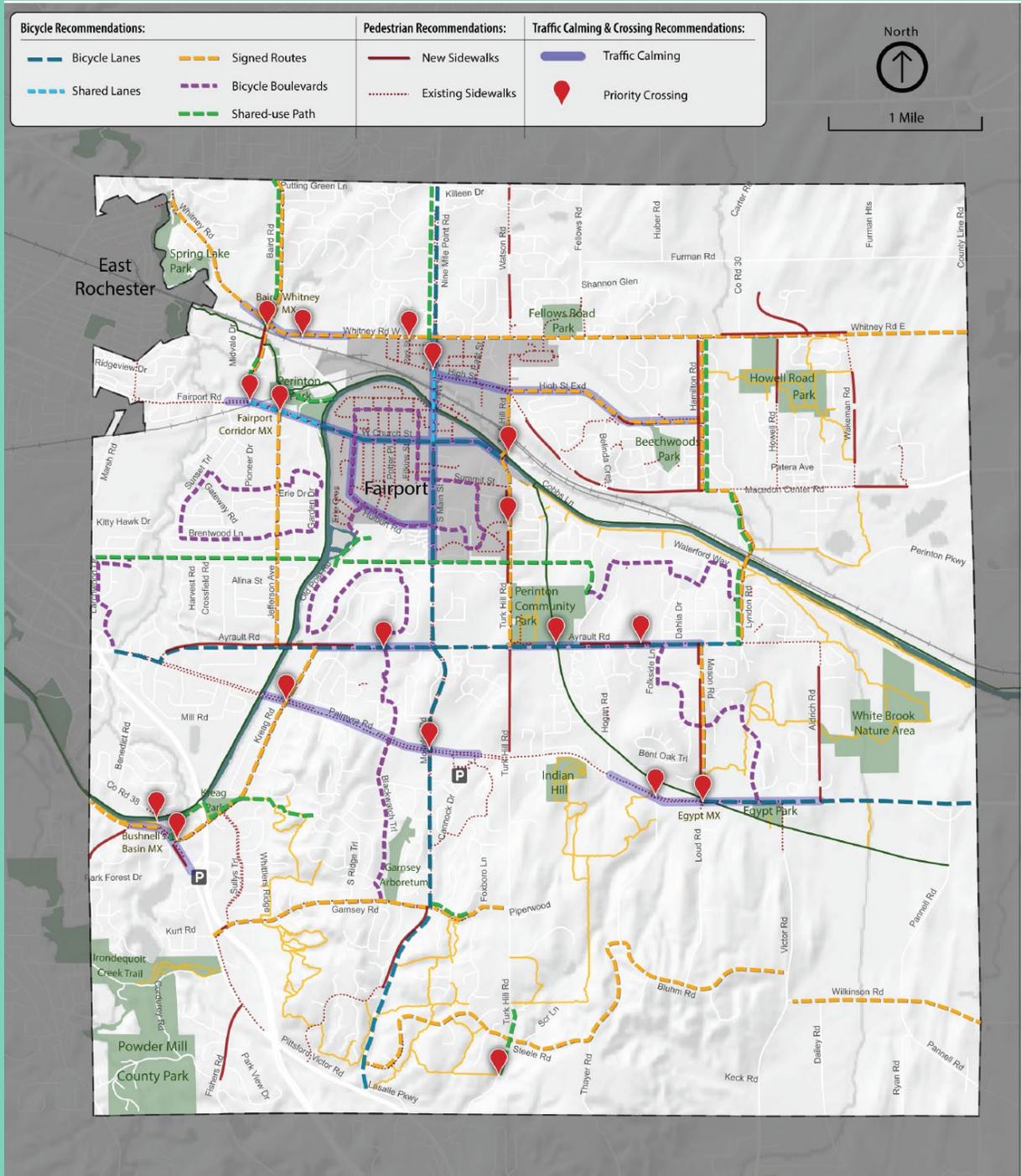
- ACTIONS**
- Monitor traffic volumes on all major roadways to identify mitigation strategies, as volumes change.
 - Collaborate with agencies, including the Genesee Transportation Council, Monroe County, New York State Department of Transportation, and neighboring municipalities to seek operational efficiencies and funding from state, federal and other sources.
 - Consider requiring a traffic impact analysis from developers as part of the site plan approval process for large-scale developments.
 - Assess the need to require internal pedestrian and bicycle facilities as part of future, large-scale developments.

GOAL 2 Expand pedestrian and bicycle facilities on local, county and state roads, where appropriate.

- ACTIONS**
- Implement the recommendations related to sidewalks and bicycle facilities within the Town's Parks and Open Space Plan.
 - Implement the recommendations in the Town of Perinton Pedestrian and Bicycle Plan.
 - Collaborate with the New York State Department of Transportation and Monroe County to ensure safe and feasible pedestrian and bicycle accommodations are installed on Town and County Roads, as appropriate.
 - Evaluate and seek funding for new pedestrian connections and bicycle facilities as new development occurs.
 - Implement high visible crosswalks and shortened pedestrian crossings in high traffic areas.
 - Evaluate signal optimization on heavier volume roadways to reduce travel times, mitigate carbon emissions and enhance pedestrian safety.

SUPPORTING MULTI-MODAL TRANSPORTATION

The Town of Perinton completed a comprehensive Pedestrian and Bicycle Plan outlining specific recommendations for enhancing pedestrian and bicycle access and connectivity throughout the Town. The Town will continue to proactively implement the recommended infrastructure and work collaboratively with New York Department of Transportation and Monroe County to realize these intended improvements. Steps towards these investments combined with land use objectives, such as the creation of higher density, mixed-use developments will contribute to a more walkable and accessible Town.



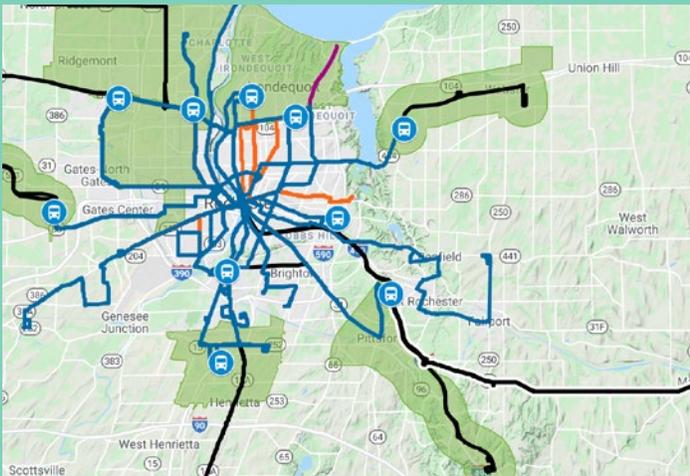
POLICY AREA 2

TRANSPORTATION AND CIRCULATION

GOAL 3 Improve access to transit options throughout the Town, with an emphasis near mixed-use and higher density areas.

- ACTIONS**
- Consider a transit stop or safe walking access to a transit stop as a requirement for all future mixed-use developments.
 - Support RTS Monroe with the implementation of the Reimagine RTS initiative.
 - Collaborate with RTS Monroe to identify where additional bus stops and routes could be supported or are in demand (such as the Town Community Center, Route 250/31 intersection and the Village of Fairport).

REIMAGINE RTS



Within the Town of Perinton and Village of Fairport, the 102 Newark/Lyons route is now the 91 and the 82 Penfield route is now the 50 Fairport/Penfield route.

Reimagine RTS is an initiative led by RTS Monroe to redesign the public transportation system in Monroe County. The purpose of the initiative is to provide users more transportation choices and create a modern, more reliant transit system. The new public transit system will include:

- A fixed route network that is easier to understand and more frequent;
- Community mobility zones in less densely populated areas that provide improved access and flexibility;
- Paratransit service that ensures the completion of all current trips taken in the RTS system;
- Connection hubs that provide a safe place to connection between various modes of transportation; and
- A new RTS mobile app that allows mobile fare payment.

POLICY AREA 3

QUALITY OF LIFE + HEALTHY LIVING

POLICY STATEMENT: The Town of Perinton provides healthy living opportunities to its residents, regardless of age or ability, through its unique interconnected park network and access to healthcare services. The Town prioritizes recreational programming and amenities to enhance resident quality of life and create spaces for visitors to enjoy.

Access to open space and recreational resources is at the core of how Perinton provides residents a high quality of life. Quaint residential neighborhoods and proximity to recreational resources are a primary reason residents and visitors are attracted to the Town.

Perinton prioritizes accessibility for all residents, regardless of their age, ability or socio-economic status. Through programming and services Perinton is able to provide a healthy and safe environment for all members of the community.



Perinton supports residents through programming services, health services, and recreational assets.

POLICY AREA 3

QUALITY OF LIFE + HEALTHY LIVING

GOAL 1 Continue to provide exceptional parks, recreation and open space resources to meet the needs of a diverse community.

- ACTIONS**
- Implement the recommendations in the Town of Perinton Parks, Open Space and Trails Master Plan.
 - Implement the recommendations in the Town of Perinton Pedestrian and Bicycle Plan.
 - Monitor resident needs and desires as it relates to the Town's park and trail system through an annual survey.
 - Annually assess all park and trail facilities to identify the need for new locations, upgrades or improvements.
 - Proactively participate in regional parks and recreation planning activities and projects, when appropriate.

PERINTON'S PARKS AND TRAIL MASTER PLAN



The Perinton Parks, Open Space and Trails Master Plan provides an in depth inventory and recommended strategies to enhance the recreational system in the Town. Recommendations relate to enhancing connections between the existing facilities and actively promoting available assets to residents and visitors. The recommendations in this plan should be actively implemented to realize the vision for the overall parks and trail system.

▶ The Plan provides an enhancement strategy for all parks within the Town. Center Park is shown here.

POLICY AREA 3

QUALITY OF LIFE + HEALTHY LIVING

GOAL 2 Enhance the Town park facilities and install user amenities to serve both residents and attract visitors.

- ACTIONS**
- Ensure all park facilities comply with ADA-accessibility guidelines to meet the needs of all users.
 - Identify and install user amenities in Town-owned parks and trails, such as benches, bike racks, trash receptacles, water stations, and adequate lighting.
 - Work collaboratively with the Village of Fairport and Fairport Central School District to evaluate the need of a multi-purpose, indoor sporting facility in the Town.
 - Evaluate options for the development of new Town sport and recreation facilities for resident and visitor use.

INDOOR SPORTING FACILITIES



Through the public engagement process, Town residents indicated a need for an indoor sporting facility. The Town is committed to working with the Village of Fairport and the Fairport Central School District to explore options and funding opportunities for the development of a year-round indoor sporting facility within Town limits. This facility would provide a multitude of courts and turf for youth and leverage visitor attraction.

The Tri County Sports Complex in the Town of Walworth is an example of the type of facility that can be developed in Perinton. This complex offers youth and adults courts and turf fields for training, leagues and rentals. Visitors from throughout the region utilize this facility due to its exceptional fields.

POLICY AREA 3

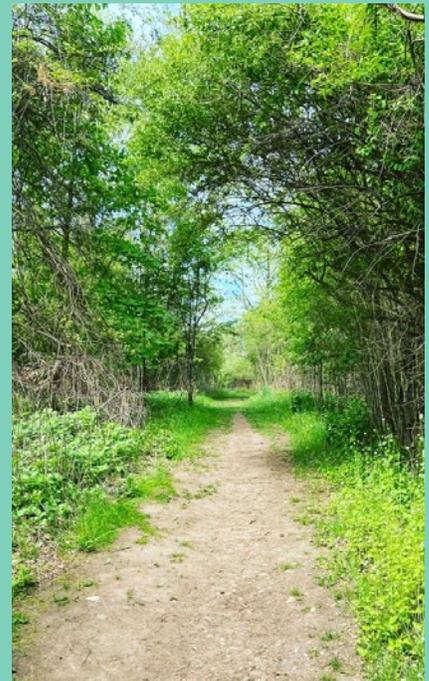
QUALITY OF LIFE + HEALTHY LIVING

GOAL 3 Provide safe connections between park and recreational spaces in the Town through the development of a network of trails, corridors and paths.

- ACTIONS**
- Implement the recommendations in the Town of Perinton Parks, Open Space and Trails Master Plan.
 - Implement the recommendations in the Pedestrian and Bicycle Plan.
 - Maintain the existing Town trail system and upgrade where necessary.
 - Identify and prioritize opportunities for completing trail linkages and extensions throughout the Town.
 - Acquire new easements or properties to extend existing trails, where appropriate.
 - Collaborate with organizations, such as the Crescent Trail Hiking Association, to extend and enhance the existing trail system for pedestrians and bicyclists and provide connections to parks and residential neighborhoods.
 - Collaborate with the NYS Canal Corporation and Village of Fairport to maintain and enhance the Erie Canalway Trail.

CRESCENT TRAIL HIKING ASSOCIATION

The Crescent Trail Hiking Association is a non-profit organization dedicated to planning, developing and maintaining trail footpaths throughout the Town. There are over 37 miles of trails, with trail markers and signage to guide users on their journey. Perinton has a solid working relationship with the Association and intends to maintain collaboration to ensure access to these trails are safe for all users.



POLICY AREA 3

QUALITY OF LIFE + HEALTHY LIVING

GOAL 4 Enhance the promotion and marketing of the Town’s recreational assets.

ACTIONS

- Utilize the Town-wide brand and identity with consistent colors, fonts and logo for utilization on signage, pamphlets, guides and online collateral.
- Create marketing and branding collateral to promote the Town’s assets to residents and visitors and share information, as stated in the Parks, Open Space and Trails Master Plan.
- Implement a signage and wayfinding system within the Town, inclusive of interpretive signage, kiosks and directional signage, to direct users to key destinations.
- Install unique placemaking elements throughout the Town, including trails, sidewalks, and parks, to reinforce and promote the Town’s brand and enhance sense of place.

SIGNAGE + WAYFINDING

The Town has an identifiable logo and brand with a defined color scheme. This brand is utilized on signage and promotional materials on a regular basis. The Town intends to continue use of the logo and colors to ensure residents and visitors easily recognize Town-owned facilities and amenities, when encountered.



POLICY AREA 3

QUALITY OF LIFE + HEALTHY LIVING

GOAL 5 Continue to provide high-quality and inclusive programming for all residents.

ACTIONS

- Regularly evaluate and improve programs offered by the Town and Fairport Central School District.
- Work with the Fairport Central School District to enhance existing and create new programs for Perinton's youth and teen residents.
- Promote community volunteer opportunities through branding and marketing collateral on the Town's webpage and in Town facilities.
- Continue to provide quality senior services and programs to residents, such as the 55 Plus Program.

EXPANDING TEEN PROGRAMMING

The Town offers a wide breath of programs for all ages. Programming for teens should be enhanced to respond to evolving trends, such as video game design and development courses. A program specific to this would align teen interests and skill level and provide a social environment for after school activities. This program should be coordinated with the Fairport Central School district to determine specific curriculum and program needs.

GOAL 6 Enhance recreational access to the Erie Canal for residents and visitors.

ACTIONS

- Inventory existing Town-owned land to identify future locations for pocket parks in proximity to the Erie Canal.
- Actively pursue the development of a community gathering and event space for public events along the Erie Canal, which can accommodate food trucks and vendors.
- Encourage the installation of small craft boat launches, such as kayaks and canoes, at regular intervals along the Erie Canal to create a unique experience for users.
- Evaluate locations for the installation of boat docks and public boat storage facilities along the Erie Canal to encourage tourism and visitation.

ACTIVITY NODES ALONG THE ERIE CANAL

The Erie Canal is a prominent feature within the Town of Perinton and Village of Fairport, drawing visitors from across the region, state and country. There are several location along the Erie Canal where recreation amenities, such as kayak launches and boat docks exist, however, there are opportunities to expand tourism and visitation of the Erie Canal through the creation of activity nodes. Nodes, such as pocket parks and small-craft boat amenities, at key intervals along the Erie Canal can support a full experience for visitors of the Erie Canal throughout the Town.

Food trucks events are becoming increasingly popular as a casual way to bring people together. A food truck is essentially a mobile restaurant. They are a great option for outdoor events since they provide a convenient and quick food option for guests. Creating pocket parks and spaces for food trucks to gather is a priority for the Town.



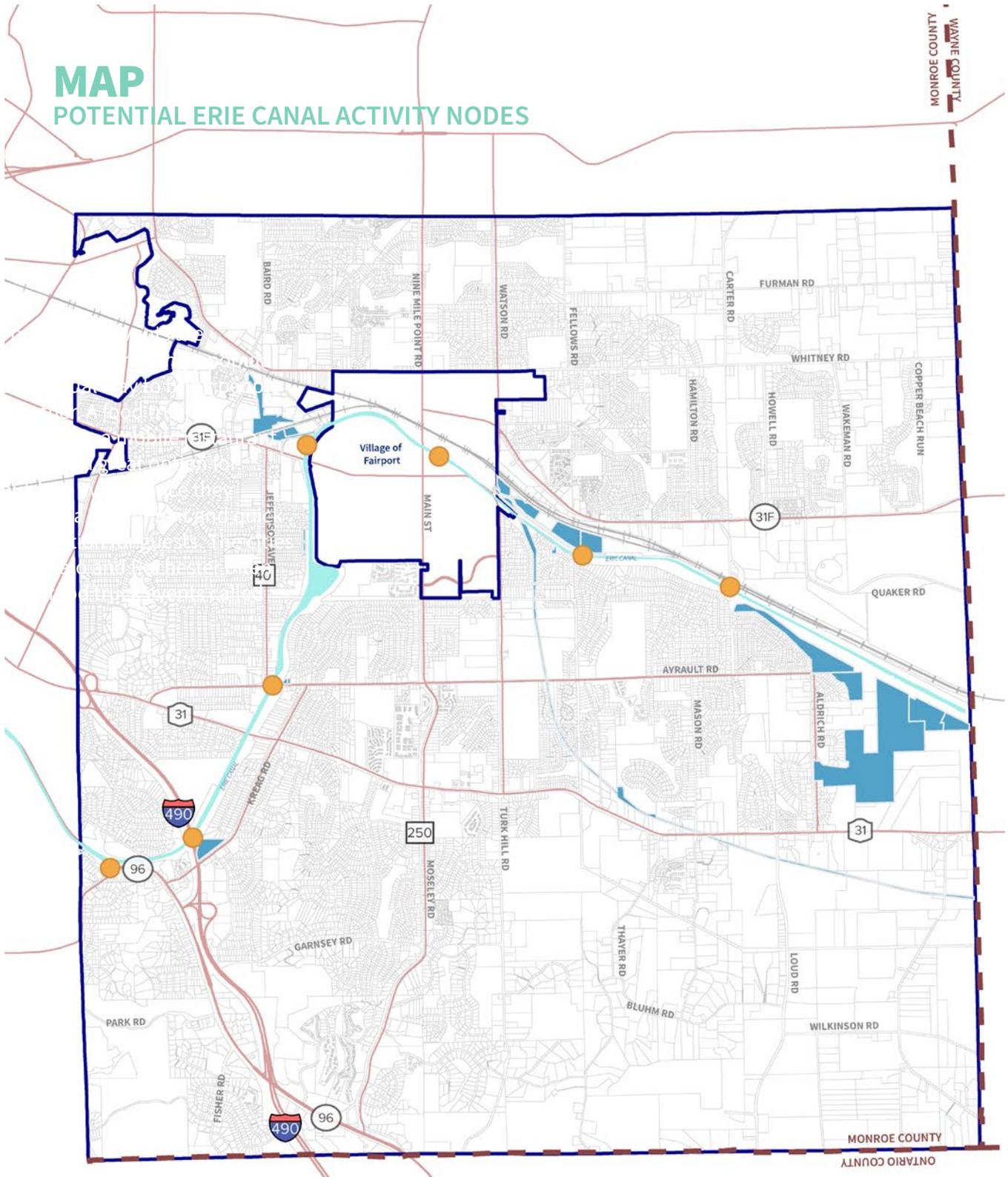
Enhancing boating amenities and providing docks for visitors will aid in tourism within the Town of Perinton. Perinton is committed to exploring opportunities where docks can be installed along the Canal.



Kayaking and canoeing is a popular recreational activity in the Erie Canal. Enhancing access for users to the Canal will likely result in increased visitors and recreation-related spending in the area.



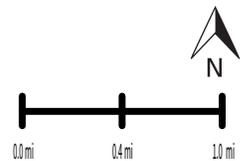
MAP POTENTIAL ERIE CANAL ACTIVITY NODES



LEGEND

 POTENTIAL CANAL NODE

 TOWN OWNED LAND
(WITHIN 500 FT OF ERIE CANAL)



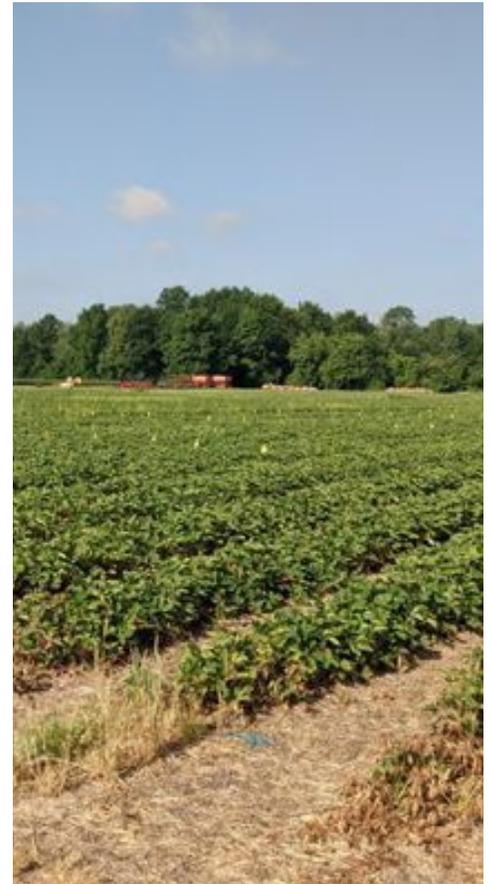
POLICY AREA 4

ENVIRONMENTAL SUSTAINABILITY

POLICY STATEMENT: The Town of Perinton maximizes environmental protection efforts through sustainable programs and practices that reduce detrimental impacts on the Town’s natural resources and open spaces.

The Town of Perinton is recognized for its abundant open spaces and agricultural practices. Since most of the land within the Town is built-out, there will undoubtedly be development pressures on open land; therefore, policies to protect open space and natural resources is a priority moving into 2030.

Sustainability, as it relates to the environment and energy consumption, is also of paramount importance to the Town. As the threat of climate change advances, a strategic approach to sustainability is required to ensure the Town and its residents are prepared.



Preservation of agriculture, support of alternative energy sources, and development of community gardens are of importance to the Perinton community.

POLICY AREA 4

ENVIRONMENTAL SUSTAINABILITY

GOAL 1 Protect the Town's abundant open spaces, including natural areas and farmlands.

- ACTIONS**
- Utilize the Town's Agricultural and Farmland Protection Plan as an open space preservation and protection guide.
 - Ensure land use regulations are consistent with the Town's open space preservation and environmental protection objectives.
 - Continue and expand the Town's open space protection efforts, including conservation easement programs and land use regulations.
 - Partner with land trusts, conservation organizations and property owners to identify tracts of land to be preserved.
 - Identify and conserve wildlife habitat and migration corridors within the Town.
 - Proactively engage and maintain relationships with private open space landowners to understand changing needs.

GOAL 2 Support the Town's farming and agricultural industry.

- ACTIONS**
- Implement the recommendations in the Town Agricultural and Farmland Protection Plan.
 - Support a viable farming industry in the Town through a formal buy-local program.
 - Maintain relationships with existing farmers to understand their needs and priorities.
 - Evaluate and create Town policies to support the growth of agriculture and farming practices and businesses.
 - Collaborate with NYS Department of Agriculture and Markets for support, when needed.
 - Pursue land acquisition to support and protect farming practices, where appropriate.
 - Evaluate existing zoning regulations to better differentiate between various types of agriculture operations permitted in the Town.

POLICY AREA 4

ENVIRONMENTAL SUSTAINABILITY

GOAL 3 Protect the Town’s natural resources and promote sustainability efforts.

- ACTIONS**
- Enhance promotion of the Town’s environmental programs, such as the Conservation and Agricultural Easement Programs.
 - Review the Town’s Zoning Code and site plan review process to ensure regulations consider best practice standards to reduce stormwater runoff and erosion control during the site plan approval process.
 - Create marketing collateral and community campaigns focused on environmental sustainability programs and post on the Town’s webpage and social media outlets to raise resident awareness.
 - Collaborate with New York State Canal Corporation and private property owners to maintain riparian buffers throughout the Town and along the Erie Canal to support erosion control and wildlife migration.
 - Maintain the integrity of waterbodies, critical environmental areas, wetlands and steep slopes in the Town.
 - Expand investments to implement green infrastructure projects in the Town.

GOAL 4 Embrace the development of local renewable energy sources and alternative energy systems within the Town.

- ACTIONS**
- Evaluate and implement zoning code changes to allow for the installation small-scale renewable energy facilities and systems, such as solar arrays or panels for individual residential and agricultural electricity needs.
 - Modify zoning code regulations to achieve energy efficient development through performance standards.
 - Utilize marketing efforts to raise public awareness related to Town energy conservation goals.
 - Fund and promote educational activities on the use of solar energy and renewable resources.
 - Seek funding opportunities to support the installation of renewable energy and high efficiency systems in Town facilities.
 - Pursue grants to support the installation of electric vehicle charging stations within the Town, as appropriate.

GREEN INFRASTRUCTURE PRACTICES

The Town of Perinton recognizes the importance of water resources and stormwater infrastructure. The Town views green infrastructure as a necessary practice to aid in mitigating impacts on existing infrastructure. These practices can be incorporated at various scales and designs. Potential green infrastructure practices to be proactively implemented in the Town include:



BIOSWALES

Bioswales are vegetated open trenches to store and infiltrate stormwater. The vegetation planted in the bioswale reduces the water velocity and are best suited along roadsides or within parking lots.



GREEN ISLANDS

Green parking islands utilize native plantings throughout parking lots to collect rainwater, reduce the surface area of pavement and aid in enhancing an area's sense of place.



PERMEABLE PAVEMENTS

Permeable pavement, such as pervious concrete and porous asphalt, infiltrate rainwater to mitigate strain on stormwater systems.

POLICY AREA 4

ENVIRONMENTAL SUSTAINABILITY

GOAL 5 Expand the Parks Department’s environmentally sustainable park and open space maintenance techniques.

- ACTIONS**
- Evaluate and implement sustainable maintenance techniques, including turf care practices, bio-degradable pest control methods, and field use zones.
 - Ensure native vegetation on Town-owned land is maintained and protected.
 - Explore local and state land management practices to reduce invasive plant species in the Town.
 - Support the implementation of green infrastructure practices on Town-owned land.
 - Evaluate the need to purchase and utilize electrical maintenance equipment on Town-owned land.
 - Work with the Fairport Central School District to implement environmental and nature education programming and community gardening initiatives.
 - Partner with the Village of Fairport, NYS DEC, the Finger Lakes Institute at Hobart and William Smith College, Crescent Hiking Trail Association, SUNY Geneseo and University at Buffalo to fulfill Park Department needs and implement initiatives, as necessary.

GOAL 6 Mitigate Town-wide environmental impacts to residents.

- ACTIONS**
- Collaborate with Waste Management to implement environmentally-focused programs to benefit residents in close proximity to High Acres landfill.
 - Continue on-going and open communication with residents regarding landfill-related concerns and opportunities.
 - Explore waste diversion techniques and options to reduce impacts at High Acres landfill.

NATIVE PLANTINGS



Native vegetation and wildflower plantings are known to enhance visual appeal, but they also provide habitat and are good for pollinators and birds. Wildflower plantings are easy to maintain and cost efficient since they require less mowing in the summer months. Typical wildflower plantings include Black-eyed Susan, Aster and Coneflower. These types of native plantings can be used as buffering on Town-owned lands, along roadways, and along the Erie Canal.

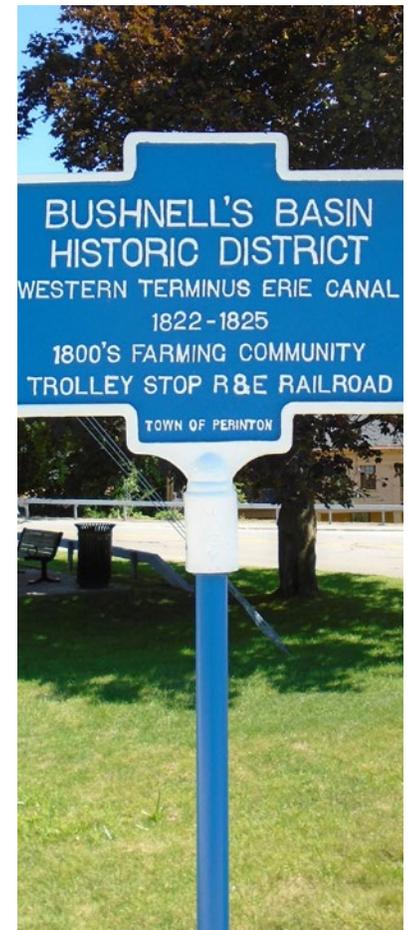
POLICY AREA 5

HISTORIC + CULTURAL PRESERVATION

POLICY STATEMENT: The Town values its unique historic and cultural character reflected through its architecture and landscapes. The Town is committed to celebrating and promoting these features through protection, preservation and conservation efforts.

Perinton's rich history is showcased through our historic features, buildings, districts, and of course - the Erie Canal. The Town seeks to conserve these resources and the built environment to enhance the area's identity and celebrate our heritage- especially within the Hamlet of Egypt and Bushnell's Basin.

Increasing awareness of these assets can promote tourism opportunities, resulting in the attraction of visitors to the Town, resulting in economic development opportunities. We will improve existing programs and seek additional funding streams to fulfill these objectives.



A number of buildings and sites are locally and nationally designated historic resources in the Town - including single family homes and districts.

POLICY AREA 5

HISTORIC + CULTURAL PRESERVATION

GOAL 1 Increase resident and visitor awareness of the Town’s historic landmarks and sites.

ACTIONS

- Utilize the Historic Architecture Commission to create interpretive signage, historical markers with QR codes, and light pole banners in historic districts, such as the Hamlet of Egypt and Bushnell’s Basin, to enhance recognition of historically important areas.
- Collaborate with organizations, such as the Fairport Central School District and Perinton Historical Society, to evaluate and identify additional programming and events to promote historic sites and landmarks.
- Participate and support the efforts of local and regional organizations, such as CANAL NY, Erie Canal National Heritage Corridor, NYS Canal Corporation, and Parks and Trails New York.

GOAL 2 Proactively promote the Erie Canal’s historic significance to the community.

ACTIONS

- Seek funding to develop interpretive areas along the Erie Canal to provide spaces for visitors to enjoy.
- Install interpretive signage along the Erie Canal to describe its history and uniqueness.
- Consider applying for the New York State Department of State Local Waterfront Revitalization Program (LWRP) to develop a specific land and water use plan along the Canal.

GOAL 3 Promote the area’s cultural history through agri-tourism and heritage tourism efforts.

ACTIONS

- Consider the development of a heritage and agri-tourism program.
- Evaluate opportunities to develop marketing collateral to promote unique attractions and experiences, such as wine tours at Casa Larga Vineyards and tours at various farms throughout the Town.
- Work collaboratively with farm operators to develop agri-tourism business plans.

POLICY AREA 5

HISTORIC + CULTURAL PRESERVATION

GOAL 4 Conserve the Town’s distinctive historic buildings, landmarks and districts.

ACTIONS

- Continue to support the work of Town’s Historic Architecture Commission and Conservation Board.
- Maintain a consistent and updated inventory of historic properties, buildings and sites within the Town.
- Collaborate with organizations, such as the Perinton Historical Society and Historic Architecture Commission, to identify new historic properties, buildings and sites eligible for designation at the local, state or national levels (including the site of a Frederick Douglass speech in the Hamlet of Egypt around 1850).
- Conduct training of Town staff on New York State and Federal historic tax credit programs.

TOURISM OPPORTUNITIES IN PERINTON

Tourism is vital to the local and state economy and offers a unique experience for travelers and visitors. Heritage and agri-tourism are branches of tourism that can be weaved in to the overall economic development strategy in the Town. Specifically, it will allow Perinton to differentiate itself from other areas of the region to promote and celebrate cultural resources, such as the Erie Canal, past and present farm operations, and the local wine industry.



Powers Farm Market is a farm operation also serving as a tourism destination generating local spending and visitation. The farm offers a variety of activities, such as hayrides, petting zoo and Halloween teepees. The farm is also known for its annual Baa Fest, a local festival for visitors featuring the sheep on site.

POLICY AREA 5

HISTORIC + CULTURAL PRESERVATION

GOAL 5

Encourage compatible infill development and adaptive reuse of historic structures in the Town to retain existing character and celebrate our history.

ACTIONS

- Create collateral that promotes New York State tax credit programs for building rehabilitation in historic areas.
- Develop historic design standards to encourage adaptive reuse of historic structures and new context-sensitive development to complement existing historic architectural features the Town's hamlet centers.
- Explore incentives for private entities for adaptive re-use of existing structures and buildings in historic districts.

BENEFITS OF BECOMING A CERTIFIED LOCAL GOVERNMENT (CLG)



The Egypt Canning Co. was formerly located at the intersection of Loud Road and Route 31. This company began in 1904 and eventually grew to become incorporated into Comstock Foods.

Local governments are encouraged to apply to become a Certified Local Government (CLG) through the National Park Service. This program is administered by the State Historic Preservation Office (SHPO) and provides support to municipalities to strengthen local historic preservation efforts. Benefits of becoming a CLG include funding incentives, technical assistance and training opportunities. A CLG maintains responsibilities for enhance preservation opportunities. Some of these responsibilities include:

- Maintaining a historic preservation committee;
- Surveying local historic properties;
- Enforcing state or local preservation laws; and
- Promoting public participation in preservation efforts.

HISTORIC DESIGN STANDARDS

The Town of Perinton has several historic districts and areas reflecting significant periods in time through a stock of buildings and landmarks. Many of these buildings and structures are officially designated as either local, state or national historic places and contain unique architectural elements and features. Within areas, such as the Hamlet of Egypt or Bushnell's Basin, there are historic buildings intermixed with vacant and/or underutilized properties. There is a desire within the Town to ensure future development within these districts is compatible with prominent historic buildings; therefore, the development of historic design standards is recommended.

These design standards would serve as an educational resource for property owners, developers and residents on the options available to conserve existing historic property and build infill development compatible with surroundings. Specifically, the design standards could include the following elements:

- Summary of historic preservation benefits;
- Description of Perinton's historic properties, including buildings types and architectural styles;
- Strategies for historic building modifications, including material types and colors, building features, building additions.
- Building standards for infill development, including building materials and features, and site design; and
- Public realm standards, including landscaping, lighting and sidewalks; and
- Funding matrices, including local, state and federal sources.



RESIDENTIAL VERNACULAR - GABLE ROOF COTTAGE.

IDENTIFIABLE FEATURES

- | | | |
|---|------------------------------------|---|
| A GABLE ROOF | B GABLE DORMER | C CHIMNEY |
| D CORNER BOARD | E 6/1 DOUBLE HUNG WINDOW | F VERANDA ACROSS FRONT FACADE AND WARPED |
| G OFF-CENTER, MULTI-PANELED FRONT DOOR | H COLUMNS | I TWO STORY BAY WINDOWS |
| J WINDOW CENTERED IN GABLE | K GABLE CLOSED BY DETAILING | |

Design standards typically identify prominent and unique features of various building types. The identifiable features of a historic residential structure are called out, as shown at left, to educate users.

POLICY AREA 6

ECONOMIC DEVELOPMENT

POLICY STATEMENT: The Town is committed to supporting community and economic development through the implementation of physical improvements, as well as marketing and promotion of the Town’s assets to retain and attract businesses.

Much of the Town’s commercial activity is focused in its hamlet centers and along key corridors, such as Route 250, Route 96 and the I-490 area. There is significant opportunity for continued business growth in the Town. Perinton is committed to supporting and attracting new business to the Town through capital investment projects. As portrayed in the Future Land Use Plan, we envision single-use office and commercial spaces to permit a mix of uses, including multi-unit residential and commercial infill

development, resulting in viable site re-uses and the attraction of a range of business types, such as high technology, research and development, clean industry and logistics companies.

Re-envisioning these areas and attracting businesses is intended to diversify job opportunities and economic development initiatives.



The Town of Perinton is home to a variety of businesses, ranging from wineries to technology manufacturing.

POLICY AREA 6

ECONOMIC DEVELOPMENT

GOAL 1 Implement public infrastructure projects to support the business community and enhance the Town's sense of place.

- ACTIONS**
- Evaluate and seek funding for necessary upgrades and repairs to the Town's transportation, water, sewer infrastructure networks to enhance service to private entities.
 - Install pedestrian and bicycle amenities, such as benches, bike racks, trash receptacles on Town roadways and within park spaces.
 - Ensure adequate lighting and landscaped buffers on Town property.
 - Create a Town-wide public art program to celebrate the local art community and enhance public spaces.

GOAL 2 Develop clear and flexible regulations to advance business development.

- ACTIONS**
- Evaluate ways to streamline site plan application and approval procedures in the Town zoning code.
 - Consider the development of a form- and/or performance-based code to implement the Future Land Use Plan.
 - Support open communication between the business community and Town officials and leaders through the creation of a strategic communication plan.

GOAL 3 Support the existing business community in the Town.

- ACTIONS**
- Coordinate with all applicable local chambers of commerce and business organizations to maintain working relationships and identify business owner needs.
 - Seek funding for, or consider the establishment of, a small business grant fund or micro loan opportunities.
 - Support the expansion and development of broadband networks for businesses that utilize advanced technology.

POLICY AREA 6

ECONOMIC DEVELOPMENT

GOAL 4 Support the recruitment of a mix of business types to the Town, such as high-tech, research and development, clean industry, waterfront-enhanced and logistics companies.

- ACTIONS**
- Ensure pertinent information is readily available and accessible to the development community.
 - Collaborate with organizations, such as local industrial development agencies and business associations, to attract new business opportunities to Perinton.
 - Encourage small business development in hamlet centers complementing the existing historic scale, such as eateries, microbreweries, boutique hotels, and retail establishments.
 - Hold bi-annual developer forums to speak with developers and commercial brokers about opportunities and challenges in Perinton.
 - Support and participate in regional economic development planning efforts.
 - Continue to explore public-private partnerships to advance economic development opportunities.

POLICY AREA 7

PARTNERSHIPS + SERVICES

POLICY STATEMENT: Perinton provides community and infrastructure services to fulfill resident needs and allow for appropriate development. The Town encourages collaboration with local and regional partners to maintain positive and impactful relationships.

The Town of Perinton collaborates with a variety of organizations, governments and agencies on a continuous basis to support the evolving needs of residents. The Town is committed to working with internal and external organizations to identify shared service opportunities intended to reduce costs and increase efficiencies.

The Town also strives to ensure infrastructure - such as water, sewer, stormwater, electric, gas, and communication - functions to its highest potential. We will continue to identify opportunities to invest in infrastructure and seek funding opportunities to complete upgrades where necessary.



POLICY AREA 7

PARTNERSHIPS + SERVICES

GOAL 1 Continue to deliver high-quality Town-provided services to residents.

- ACTIONS**
- Maintain collaboration with the Village of Fairport to implement shared services, such as road improvements and maintenance, animal control, salt use facilities, and utility installation and repair.
 - Maintain relationships with neighboring municipalities to consider mutual personnel and equipment needs during emergency weather events and/or the road improvement and maintenance season.
 - Continue to provide assistance for operation and maintenance of Potter Park (Village-owned).
 - Maintain a strong partnership with the Fairport Public Library to host community events.
 - Maintain a strong partnership with the Fairport Central School District to host various student programming and events.
 - Continue to provide for sustained cooperation between all Town boards and committees.

GOAL 2 Identify opportunities to improve all community services within the Town.

- ACTIONS**
- Support volunteer recruitment efforts of the area’s fire protection and ambulance services.
 - Facilitate conversations with all fire protection services and law enforcement agencies maximize efficiencies and benefit all Town stakeholders.
 - Collaborate with neighboring municipalities to explore expanded shared service opportunities.
 - Explore potential activity nodes and recreational access opportunities along the Erie Canal with neighboring municipalities.

POLICY AREA 7

PARTNERSHIPS + SERVICES

GOAL 3 Maintain and strengthen relationships with local, state, and regional organizations and entities.

- ACTIONS**
- Continue to work with all neighboring municipalities to identify opportunities for joint programming and economic development initiatives.
 - Maintain active involvement with Monroe County Stormwater Coalition and Monroe County Council of Governments, COMIDA, NYS Canal Corporation, Public Works and Emergency Services.
 - Pursue improved relationships with local and regional non-profit economic agencies.

GOAL 4 Explore and strengthen partnership opportunities with private entities.

- ACTIONS**
- Collaborate with private entities to successfully implement the Parks, Open Space and Trails Plan.
 - Work with private entities to inventory and actively market available commercial and industrial properties/buildings within the Town.
 - Continue to pursue relationships with private developers to understand primary needs and navigate complex development and redevelopment projects in the Town.
 - Maintain open communication with private entities to implement community service-oriented projects.
 - Partner with local developers and/or the Fairport Central School District to explore the feasibility of an indoor sporting facility in the Town to host local and regional competitions and events.

FINCH CREEK FIELDHOUSE (INDOOR SPORT FACILITY COMPLEX)



Finch Creek Fieldhouse is a multi-sport facility located in Noblesville, Indiana, featuring fields for baseball and softball, courts for football, soccer, lacrosse, rugby, volleyball, basketball and pickleball, as well as batting cages. The \$15 million fieldhouse was successfully built on a City-owned park due to a public-private partnership between the City and Klipsch-Card Athletic Facilities LLC. Under the terms of the deal, the developer agreed to purchase a portion of property from the City and hold responsibility for the facility construction, operating and maintenance costs. In return, the City agreed to contribute \$300,000 annually in property tax for 20 years and collect \$250,000 annually from a tax-increment financing district for 20 years. This partnership benefits both parties and provides a state-of-the-art facility for public use.