



City of Brighton Comprehensive Plan

2018-2038



RESOLUTION OF ADOPTION

Comprehensive Plan By City of Brighton Planning Commission

WHEREAS, the City of Brighton Planning Commission may prepare and adopt a Comprehensive Plan for the physical development of the City, as empowered by the Michigan Planning Enabling Act of 2008, and

WHEREAS, the City of Brighton has contracted with a professional planning consultant to assist the Planning Commission with the technical assessments necessary to make the Comprehensive Plan for the City that includes a Downtown Plan, Recreation Plan, and Complete Streets Plan, and

WHEREAS, the Planning Commission has held a public hearing on its proposed Comprehensive Plan on November 19, 2018,

NOW THEREFORE BE IT RESOLVED that the Brighton Planning Commission hereby adopts this Comprehensive Plan for the City, along with the text, maps, charts, graphs, and other descriptive materials contained in the Plan

Motion by: Commissioner Monet Supported by: Commissioner Bryan

AYES: Monet, Bryan, Gardner, Smith, Pawlowski, Petrak, McLane, Bohn

NAYS:

ABSENT: Schutz

APPROVED THIS 19th DAY OF NOVEMBER 2018.



Matt Smith, Chairperson, Brighton Planning Commission

RESOLUTION OF ADOPTION

City of Brighton City Council

Comprehensive Plan

WHEREAS, the City of Brighton Planning Commission may prepare and adopt a Comprehensive Plan for the physical development of the City, as provided by the Michigan Planning Enabling Act of 2008, and

WHEREAS, the City of Brighton contracted with a professional planning consultant to assist the Planning Commission with the technical assessments necessary to develop the Comprehensive Plan for the City, which includes a Master Land Use Plan, Downtown Plan, Recreation Plan, and Complete Streets Plan, and

WHEREAS, the Planning Commission held a public hearing on its proposed Comprehensive Plan on November 19, 2018,

WHEREAS, the Planning Commission approved the Comprehensive Plan on November 19, 2018,

NOW THEREFORE BE IT RESOLVED that the Brighton City Council hereby adopts this Comprehensive Plan for the City, along with the text, maps, charts, graphs, and other descriptive materials contained in the Plan.

BE IT FURTHER RESOLVED that all City Boards and Commissions shall review and consider the findings, recommendations, and implementation strategies of the Comprehensive Master Plan when developing future programs, projects, and priorities.

AYES: Bohn, Emaus, Gardner, Muzzin, Pettengill, Pipoly, and Tobbe

NAYS: None

ABSENT: None

This resolution was adopted on this 17th day of January, 2019.

I, Tara Brown, City Clerk for the City of Brighton, do hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the City Council at the Regular Meeting held on January 17, 2019.



Tara Brown, City Clerk
200 N. First Street
Brighton, Michigan 48116

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Table of Contents

Introduction	1
Executive Summary	3
Master Plan	5
Complete Streets Plan	25
Downtown Plan	65
Recreation Plan	109
Appendix	141
• Implementation Chapter	143
• Existing Conditions	161
• Market Study	191
• Public Input	203
• Plan Addenda (notices, resolutions, etc.)	244



2018 Comprehensive Plan

Introduction

What is a Comprehensive Plan? A Comprehensive Plan is a long-range vision for the future of the community. It serves as a guide for how the city can become the place it strives to be. The city of Brighton developed this Comprehensive Plan to:

- Provide a framework for making big-picture decisions
- Direct development in different areas of the community
- Promote and strengthen valued community assets, and encourage new partnerships

At the start of the planning process, the city recognized the following:

- Infrastructure repairs and updates, including streets, sidewalks, parking, and streetscape improvements are needed.
- Improvements to civic spaces, including parks and city hall area are needed.
- The city has several significant vacant and under-utilized parcels that are ripe for redevelopment.
- The city has the opportunity to shape and refine its identity as a premier downtown in Livingston County and within the region.
- Development pressure is increasing, giving the city the opportunity to encourage economic development in a way that is progressive, sensible, and protects the city's natural features and residential neighborhoods.

What's in the Comprehensive Plan?

Master Land Use Plan: This long-range plan guides policy- and decision-making about how land in the city is used for housing, transportation, commerce, and recreation.

Complete Streets Plan: This is the city's plan for a transportation network that includes facilities for vehicles, pedestrians, cyclists, and other legal users, allowing people to move about their communities safely and easily.

Downtown Plan: This plan showcases the strengths of Downtown Brighton and suggests methods for identifying opportunities to improve areas that need attention.

Parks & Recreation Plan: This is the city's first parks and recreation plan and it identifies goals and objectives over the next five years.

- Updated plans for future land use, recreation, and downtown are needed to guide decisions that impact land use, capital spending, economic development, and quality of life.
- A comprehensive plan will illustrate the physical, social, and economic connections between where and how residents of Brighton live, work, and play.
- Strategic implementation actions will help the city identify priority improvements and plan for wise future investment of financial and human resources that will leverage quality private investment.

Executive Summary

In 2017, the City of Brighton Planning Commission began developing a Comprehensive Plan for the city. This plan includes updating the city's 2012 Master Plan as well as creating a Downtown Plan, Recreation Plan and Complete Streets Plan. This Comprehensive Plan is intended to serve as a guide for how the city can become the place its residents and businesses desire. By creating all these long-range planning documents concurrently, the city is promoting and strengthening city-wide community assets in a way that illustrates how these assets are inter-related.

The planning process included reviewing past plans, collecting and analyzing existing data and conditions, seeking out public input, establishing an updated vision - with goals, objectives, and strategies - and creating plans for future land use, recreation, downtown and complete streets.

The planning process including participation from the Planning Commission, Downtown Development Authority and City Council, with the Planning Commission taking the lead

regarding coordination and assembly of the Comprehensive Plan document and associated maps.

A public input open house/workshop was held October 2, 2017. Attendees were generally positive about the direction of the city in terms of land use. Generally, people support walkability throughout the city, downtown businesses and activities, and are interested in seeing more variety in housing types, particularly close to downtown. The city also used online platforms for public input including a survey and PictureThis™, which provided a means to upload photographs, link them to a map location, and offer comments.

The Comprehensive Plan establishes five overarching goals for the community, in the following broad categories:

- Quality and Variety of Housing
- Community Identity
- Environmental Stewardship
- Infrastructure and Civic Spaces
- Economic Development

RELATIONSHIP TO OTHER PLANS

The **Brighton Downtown Blueprint 2003** was a plan to address elements of the downtown area that could be improved upon, and includes action strategies. The Downtown Plan of this Master Plan expands upon many of these ideas.

The **East Grand River Corridor Study** from 2004 provided a plan for improvement for East Grand River. The plan includes existing land uses, traffic analysis, design goals, strategies for accomplishment, and an implementation plan. The Complete Streets Plan of this Master Plan builds upon this study.

The **Brighton Downtown Development Authority Standard Streetscape Details Reference Manual** from 2006 provides design guidelines for downtown Brighton. The Downtown Plan of this Master Plan expands upon many of these ideas.

The **City of Brighton Parking Study** from 2011 was created to address some of the parking concerns in the downtown area, offering guidance to improve parking for users. Parking remains an important topic in the city, and is addressed in the Downtown Plan of this Master Plan.

The **City of Brighton Occupancy Study** of 2015 examined the capacity for employee parking in the downtown area. The Downtown Plan of this Master Plan addresses this issue in the context of potential future development..

The **Downtown Brighton Vision and Strategic Marketing Plan** from 2017 is a tactical plan to build upon Brighton's strong downtown setting through marketing. The Plan includes a SWOT (Strengths-Weakness-Opportunities-Threats) grouping of identified Downtown characteristics, demographic and community spending information, and specific goals for branding, business development, tourism, events, the built environment and transportation. Core values of the community were identified as "integrity", "open-minded" and "trustworthy" and an action plan was created to indicate how best to continue to innovate Downtown while maintaining its small town charm. This action plan includes a list of strategies, objectives, and timed and assigned tasks addressing each of the specific goals for Downtown. Lastly, the Plan is considered a beginning point for a marketing professional to develop a comprehensive strategy for marketing Downtown going forward, including a new brand ID, supporting materials and promotions towards an eventual strategic marketing plan. The Downtown Plan of this Master Plan continues to support such concepts.

Master Land Use Plan

History



The City of Brighton first began as a settlement in 1832, along the newly improved Grand River Avenue (formerly the Grand River Trail, an important Native American footpath), which was the fastest route from Detroit to Grand Rapids. This settlement quickly rooted itself as a flourishing town, supporting residents, commercial enterprises, and farming. As the community grew, it was incorporated as the Village of Brighton in 1867. Construction and completion of the Detroit, Howell, and Lansing Railroad (now CSX International) in the 1870s brought an influx of residents and businesses, and launched industrial development in the area.

By the 1920s as automobile usage and affordability rose, and vehicular access was improved, resorts were established near Brighton, taking advantage of the scenic natural resources in this area, including forests and lakes. The village incorporated as a city in 1928.





Historic buildings in the City of Brighton create a strong sense of place and character.



The city experienced a surge of development and traffic by the 1960s with the completion of I-96, located along the northern boundary of the city, and US-23 to the east. Multi-family development in the area grew as more people made the city their home. A rise in developments outside of the traditional downtown, as well as building outside of the city, further increased road congestion in the area, and amplified the competition for central business district establishments.

Increased population in the area has intensified demand for city services. The rise in residential and commercial developments outside of the city has been challenging to the city's historic status as a major commercial center. However, the City of Brighton offers unique opportunities for residential and commercial activities and serves the region as an entertainment and cultural center, due to its offering of amenities and a strong sense of place and character.

Existing Conditions & Public Input

The summary of existing conditions includes demographic, market, and land use information. Since the Comprehensive Plan includes not only the Master Plan, but also the Recreation Plan, Complete Streets Plan, and Downtown Plan, the summary of existing conditions is found in the Appendix. Public input during the planning process included an online survey, public open house, and online photo-sharing platform. A summary of this input is also included in the Appendix. This format allows each plan to stand on its own as needed.

Goals & Objectives

The Comprehensive Plan includes the city's Master Land Use Plan, Downtown Plan, Complete Streets Plan, and Parks & Recreation Plan. Goals of the Master Land Use Plan guide all of the planning documents included in the Comprehensive Plan. Each plan has its own specific objectives and action strategies. These goals and objectives have been informed by public input (see Appendix for summary of public input, which is intended to serve the above-noted plans). Goals and objectives are provided here; specific action strategies will be included with each plan; a master implementation matrix is included in the Appendix.

2018 Comprehensive Plan Goals

1. **Quality and Variety of Housing.** Ensure the availability of a wide range of attractive housing choices for residents of all ages. Connect housing with neighborhood commercial goods and services while protecting residents from noise, traffic, and other impacts of non-residential development. Encourage the preservation, maintenance, and renovation of older homes in the city.

Objectives:

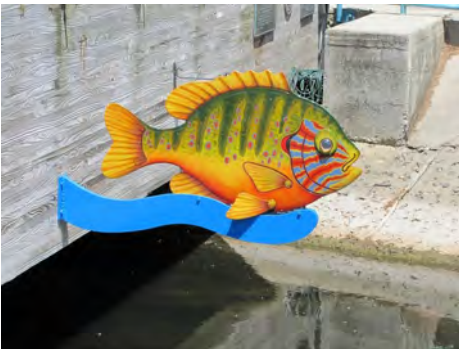
- a. Downtown. Add a variety of new medium- to high-density housing units in and near downtown that encourage and support walkable access to downtown commercial goods and services.
- b. Existing housing.
 - i. Support healthy communities by improving connectivity and access to green space in existing neighborhoods.
 - ii. Maintain structurally safe and attractive housing choices and safe neighborhoods.
 - iii. Maintain existing housing stock and related infrastructure.
 - iv. Ensure adequate housing options are available to allow residents to "age in community."

What are goals, objectives, and strategies?

- **Goals** are general guidelines that explain what the community wants to achieve. Goals are usually long-term and represent global visions such as "protect the City's natural resources." Goals define the "what" but not the "how."
- **Objectives** identify the milestones that mark progress in achieving goals – more of the "how." For example, the goal of "protect the City's natural resources" could be measured in terms of "Maintain the City's tree cover."
- **Action items** are more specific and define the steps to accomplish objectives and attain the identified goals – these could be considered the "who" and "when." The most effective action strategies will include who will tackle that task and when it should be accomplished.



Gateway sign welcoming visitors to Brighton, MI



Public art at the Millpond

c. Transition areas. Provide and maintain buffers between non-residential and residential development that protect residents from noise, light, and other impacts of commercial and industrial development.

2. **Community Identity.** Recognize that the city's identity is largely based on its downtown. Encourage civic, social, and cultural activities, support downtown businesses, and promote the development of additional housing to strengthen not only downtown, but also the city's identity. Ensure the city's residential areas and downtown are well-connected via motorized and non-motorized transportation options. Maintain a standard of high-quality design and materials on new and redeveloped buildings throughout the city.

Objectives:

- a. Foster the identity of the city as a distinctive, attractive, vibrant community with a strong sense of place.
- b. Enhance gateways to the city and downtown, especially along Grand River Avenue.
- c. Support downtown businesses by providing adequate parking, clear wayfinding signage, and attractive streetscape.
- d. Maintain quality architecture and design throughout the city.
- e. Maintain the strong cultural presence and identity of the city by partnering with a variety of groups to preserve historic structures and creating gathering places for residents and community activities.
- f. Adopt a form-based code for downtown that promotes the historical development pattern, maintains a continuous street wall within blocks, and requires ground floor spaces to include design elements that enhance the pedestrian experience.
- g. Maintain and expand support for the arts and cultural resources in the city.

3. **Environmental Stewardship.** Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques. Educate residents and business owners about the long-term value of the city’s natural resources. Maintain a balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

Objectives:

- a. Provide resources and guidelines for the development and application of solar, wind, and other alternative energies.
- b. Protect, enhance, and restore the city’s woodlands, wetlands, water features, habitats, and open space.
- c. Improve storm water management using best management practices; establish appropriate standards for the community in coordination with the Livingston County Drain Commission.
- d. Promote and communicate sustainability concepts and incentivize residents and businesses to implement relevant strategies.
- e. Increase recreational opportunities in the city, especially within neighborhoods.
- f. Encourage energy-efficient and environmentally sustainable development through raising awareness and creating standards that support best practices.

4. **Infrastructure and Civic Spaces.** Invest wisely in ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Maintain civic spaces, including city hall and recreation facilities. Ensure that new development minimizes the demands placed on the city’s existing infrastructure. Support the city’s entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.



Downtown Garden



View of the Millpond in Brighton, MI



Public shelter at Millpond Park



Industrial area on Rickett Road (Brighton, MI)



View of Downtown Brighton, MI



New construction near I-96 (Brighton, MI)

Objectives:

- a. Provide a network that accommodates a variety of transportation choices for users of all ages, including facilities for motorized and non-motorized transportation.
 - b. Apply low-impact development standards for new development and redevelopment
 - c. Ensure civic spaces are well-maintained
 - d. Ensure utilities and other infrastructure are well-maintained by following and updating the city's capital improvement plan.
5. **Economic Development.** Maintain a vibrant and strong local economy by supporting current and new businesses. Build upon strengths that make Brighton an attractive community for business development. Nurture businesses downtown, in the east and west Grand River corridors, and industrial areas.

Objectives:

- a. Regulate for site and building design that offers flexibility in redevelopment and is adaptable to new trends and technologies.
- b. Create development review processes that are consistent, predictable, fair and cost effective.
- c. Encourage and nurture start-up and growing businesses.
- d. Develop links and programs with institutes of higher learning.
- e. Review zoning ordinance to provide for flex space that is adaptable to innovation.

Future Land Use Plan

Future Land Use Descriptions

The Master Plan and Future Land Use Map are tools to be used by the Planning Commission and City Council during land use decision-making, capital improvement planning, development review, and ongoing reevaluation and refinement of the city's ordinances. Implementation of the general recommendations and specific action strategies will occur over time and will depend upon many factors, including the overall economic climate, changing development and demographic trends, availability of infrastructure, local budget constraints, and political priorities.

The Future Land Use Map (Map FLU-1B) is a representation of the city's preferred long-range future land use arrangement. The map identifies general locations for various land uses envisioned by the Planning Commission. Following are descriptions of the future land use categories illustrated on the map.

Single Family Residential. These areas are intended for low-density, single family detached homes, with neighborhood-related facilities such as parks and schools. Planned density for these areas is between 2.5 and 4 dwelling units per acre. This corresponds with the A1, A2, and R1 Zoning Districts.

Low Density Mixed Residential. These areas are intended to accommodate a variety of home types, including single family homes, duplexes, and small scale multi-family developments. Development is limited to six units per acre. The final density for sites designated Mixed Residential should be determined by consistency and compatibility with neighboring buildings and density. This density corresponds to that permitted by the City's R-3 zoning district. The designated areas are typically existing Mixed Residential areas. In some cases this designation is used in single family residential areas that appear to be in transition, but where a residential use is still considered desirable.

What is the Future Land Use Map?

The Future Land Use Map, along with the entire Master Plan document, is a guide for local decisions regarding land use. The boundaries reflected on the map are not intended to indicate precise size, shape, dimensions, or individual parcels. In addition, the Future Land Use Map does not necessarily imply that rezoning is imminent; rather, the recommendations set long-range planning goals.



Typical Downtown Housing (above) and suburban-style housing (below)





View of streetscape in Downtown Brighton



New construction on Grand River Avenue

Moderate Density Mixed Residential. These areas are intended to include single family attached homes, townhouses, and apartments. Development is limited to not more than eight dwelling units per acre, and corresponds with the R-4 Zoning District, except where such areas are adjacent to downtown. In that case, up to 25 dwelling units per acre are envisioned to support downtown. This designation serves as a transition between non-residential districts and lower density residential uses. In some areas it is part of a local mixed use pattern.

High Density Mixed Residential. This area is designated to allow a high density residential environment such as attached condominiums, townhouses, multiplexes, apartments (traditional and courtyard), and senior residences that may serve as a transition between non-residential districts and moderate to lower density residential uses.

Downtown. This land use designation is intended to include the traditional downtown area of the city. Downtown is envisioned as an area of pedestrian-friendly, vibrant activity with a mixture of small retailers, restaurants, services, and cultural and civic amenities. Automotive-related services, such as drive-throughs and other facilities that negatively impact pedestrian circulation should be prohibited. Residential uses are encouraged downtown, including high density residential, to support the viability of downtown businesses.

General Business. The area accommodates a broad range of retail and service businesses, intended to serve the needs of local residents and the regional population. This includes larger chain businesses, as well as restaurants and service establishments, including drive-through uses. These businesses are highly auto-dependent and are located along the Grand River Corridor.

Local Business. This area is designated to accommodate goods and services that serve the local community, and at a less intensive scale than the general business area. These areas are intended to be a transitional area between general business and neighborhoods. These uses can be found along Grand River, serving both locals and those traveling through the city.

Mixed Office/Commercial. This designation is intended to encompass existing and future areas within the city that are or have been transitional in nature. These areas are changing from one set of land uses to another and are located between two or more well-defined land use areas. This designation would permit a mix of less intensive office, service and commercial uses. The reuse of existing structures for new uses is a common feature in these areas, though new structures are also possible. In either case, the main goals of this designation are to maintain the existing character of the area in which they occur and to provide a physical transition between the differing land uses which lie adjacent to it.

Innovation. This land use designation is intended to facilitate the transition of this area from automobile-oriented retail uses into a district that supports the growth and development of leading-edge research, technology, and light manufacturing businesses. Single-purpose residential buildings are discouraged in this area unless the residential units support innovation uses and demonstrate intentional connectivity within the district, to downtown, and to other commercial areas.

Light Industrial. This land use designation accommodates small scale manufacturing, processing, warehousing, storage of raw materials and intermediate and finished products, industrial service providers, industrial parks, and industrial research activities. Such uses are intended to have a very minimal impact on neighboring districts. This use correlates with the Office Research, Research Manufacturing, and Light Industrial Park Districts.

General Industrial. Includes land devoted to large-scale manufacturing, processing, warehousing, storage of raw materials and intermediate and finished products, and industrial service providers. Such uses are intended to have a very minimal impact on neighboring districts. This category generally correlates to the Intermediate Industrial district.

Community Service. Includes lands devoted to governmental facilities and offices, public, parochial and private schools, churches, cemeteries, and other quasi-public and private institutions.



Grand River Ave. commercial development



Industrial development located at the north end of the city.



City of Brighton City Hall

Future Land Use Changes from 2012

Summary of Proposed Changes from 2012 Future Land Use Map (see Map FLU-1A with the non-annotated map as Map FLU-1B):



The images above show the variety of industrial areas in the city

1. **The Innovation designation replaces “Mixed Use.”**

- a. The previous future land use map identified six land use categories including the word “mixed.” This may cause some confusion as to 1) how uses are mixed differently than current land patterns, and 2) how these districts are achieving different goals. In particular, the “Mixed Use” district, currently the land use designation for parcels in the northern end of the city, along the Challis Road corridor and south of I-96. While the description of this designation identifies a wide range of uses, the goal of encouraging the mix is unclear. The land use designation and descriptive text represent an effort to better describe how the Master Plan goals may be achieved in this area of the city. The names of these designations have been refined to better clarify the distinction between them and the Innovation designation.
- b. In the updated future land use map, this designation will include the parcels south of the Challis Road corridor along Orndorf. There are existing businesses in this area that contribute to the intent of this land use designation, notably as an area of job creation.

2. **The Light Industrial designation replaces Industrial/Research/Office.** The descriptive text with this land use designation suggests an area that is more industrial in nature; research and office uses would commonly be found in light industrial areas and do not need to be called out and identified as a mix of uses.

3. **The General Industrial designation replaces Industrial.** This change is intended to further clarify the distinction between the two types of industrial land areas.
4. **Moderate Density Mixed Residential** replaces the land use designation of Community Service at the former Lindbom School property on Seventh Street. Given the proximity of this site to downtown, this site could be redeveloped with moderate density in a way that is harmonious with the surrounding residential neighborhood. This designation also replaces the land use designation of Mixed Industrial/Research/Office for the parcels at Franklin Street, west of the railroad tracks. This area is adjacent to downtown, where higher density residential uses are desired and warranted to support downtown businesses and activities.
5. **High Density Mixed Residential** is designated for the land area currently designated as Low Density Mixed Residential between First and Second Streets, south of Walnut Street. The northern half of this area, closest to existing nearby industrial and general commercial areas, is expected to have the highest density and up to four story buildings. The area closer to downtown is planned for multiple family dwellings such as townhouses, courtyard apartments, fourplexes and similar building types. Typical buildings in this area are planned to be two to three stories.

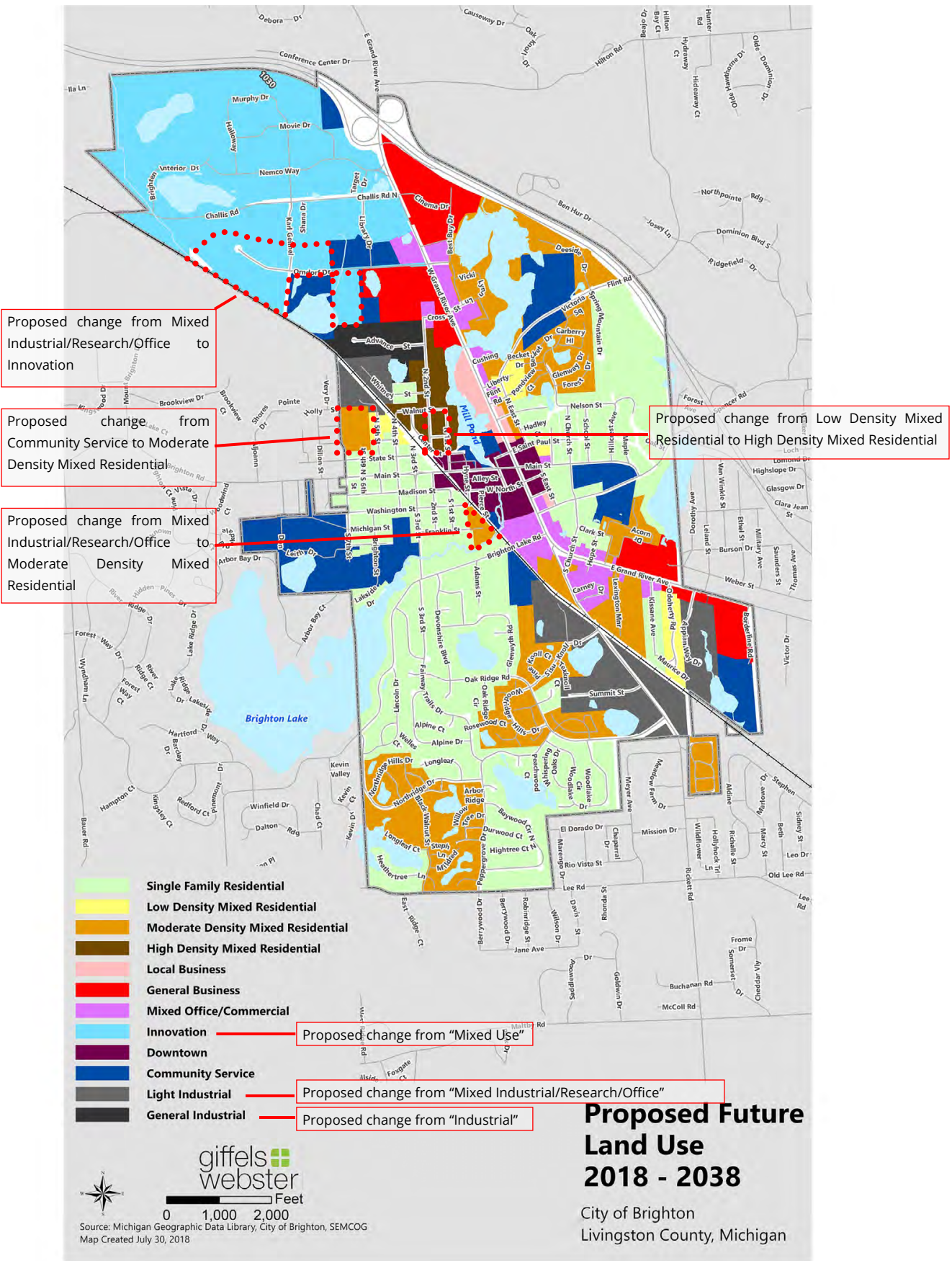


Industrial area

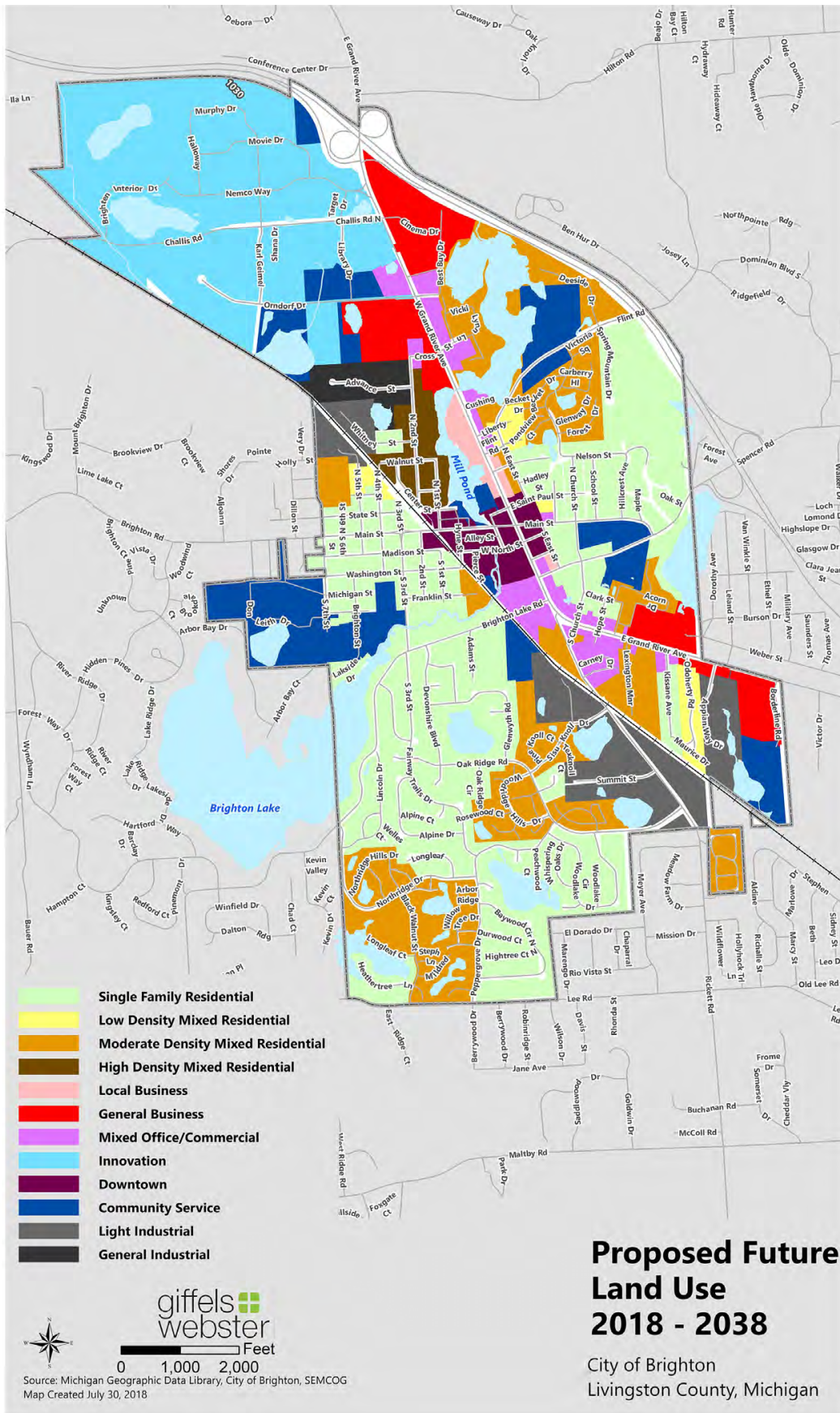


Industrial building adjacent to downtown

Map FLU-1A: CHANGES TO FUTURE LAND USE MAP



Map FLU-1B: FUTURE LAND USE MAP



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Redevelopment Sites

To implement the goals of this Master Plan, three specific redevelopment sites have been identified by the City that are currently vacant or under-utilized, given their location, unique features, and size. Concepts for redevelopment of these suggest key components that are envisioned and approaches to facilitate redevelopment.

Redevelopment Site 1: Challis Road Parcel (city-owned)

This site is currently zoned OR: Office-Research-Limited Manufacturing. Permitted uses include research, design, product development, data processing, studios, office, housing for students, and light industrial.

Surrounding parcels to the east and south are similarly zoned and are developed with big box regional commercial uses, including a movie theater, Home Depot, Staples, Target and similar stores.



Aerial View of Subject Parcel



This movie theater is surrounded on the west and north by the Challis Road redevelopment site.

Components of the Redevelopment

Land Use

This parcel is part of a larger area designated as Innovation on the future land use map. The previous Master Plan suggested this area be developed with a mix of commercial, office, research, and light industrial uses. Dense residential (eight to twelve units per acre) was also recommended. However, the Master Plan and Downtown Plan recommend additional housing in and around downtown to strengthen the downtown district. Further, the proximity of the interstate along the northern boundary of the parcel limits the desirability of residential uses in this area.

A significant portion of the surrounding land to the east and south is developed with big box-type retail; yet, the long term outlook for retail establishments in such large formats is not positive. The market study (see Appendix)

suggests that growth in retail and entertainment spending in the area could support additional commercial activity, but in the future would likely be in the downtown, in smaller stores, and/or in existing big box stores, subdivided into smaller spaces. The market study also suggests that the existing area could support 213,000 square feet of office space. This forecast suggests that the site design within this part of the city will need to change from the large big box and sea of surrounding parking to infill and redevelopment with smaller footprints.

This redevelopment site has I-96 frontage and visibility. Existing light manufacturing and research businesses are currently growing, including a recent expansion by Eberspaecher and a new University of Michigan facility. It is accessible to Grand River Avenue off Nemco Drive, which provides access to the developed portions of this area. Research, office, or light industrial could take advantage of the freeway visibility and existing road network. A large portion of the site is heavily wooded and could be an amenity for office uses.

Building Form

Rather than replicate the existing building form in the area, this site should set a new standard. Currently, the Zoning Ordinance permits building heights of four stories or 45 feet in this district; special exceptions may permit buildings up to six stories and 75 feet. This additional height may facilitate the preservation of open space or may leave room for future expansions. The current zoning requirement of a 200-foot setback from the freeway could be relaxed, and potentially cut in half, particularly if residential uses are not included here.

Building façades should break up the massing of new, larger structures and provide character that reflect a place where people congregate, not cars.

To create a more cohesive identity for the area, the spaces between buildings should be intentionally designed and include landscaping, sidewalks and pathways, lighting, art, and other elements that contribute to a sense of place that is missing in this area. This is a critical element to make this area stand out and stand the test of time.



This industrial facility is located immediately west of the Challis Road redevelopment site. .

Transportation

All parts of the site should be served by non-motorized transportation facilities that connect to adjacent sidewalks, roadways and sites as identified in the city's Complete Streets plan. Connections and wayfinding signage should be provided to the planned shared use path on the south side of Challis. It is anticipated that vehicular access will tap into the existing street network.

Sustainability

Development on this site should be based on a framework of sustainable building and site design practices that offers a model for development and redevelopment elsewhere in the city. The use of low-impact design, pervious paving materials, and native landscape materials should be prioritized.

Development of the District

Zoning for the parcel is currently OR: Office-Research-Limited Manufacturing. Future amendments to this district should reflect the planning aspirations reflected in this document.

Redevelopment Sites 2 & 3

Note: Redevelopment sites 2 and 3 are addressed in the housing subsection of the Downtown Plan chapter of this Comprehensive Plan.

Zoning Plan

The Zoning Ordinance is one of the primary tools for implementing the Comprehensive Plan. Many of the land use recommendations, goals and objectives found in this plan can be aided by amendments to the city’s Zoning Ordinance. Amendments can range from minor changes to text all the way to the creation of new districts.

City of Brighton Zoning Plan

Future Land Use Designation	Zoning District	
Single Family Residential	A1 A2 R1	Class A Residential Single Family Residential Single Family Residential
Low Density Mixed Residential	R3	Low Density Multiple Family
Moderate Density Mixed Residential	R4	Medium Density Multiple Family
High Density Mixed Residential	SHD	Senior Housing District (partial match) New district(s) needed
No equivalent	RT	Residential Transitional
Local Business	C2	Local Business
General Business	C1 C2	Community Shopping Center Local Business
Mixed Office/Commercial	OS C2 C3 C4	Office Service General Business Limited Business Limited Intensity Business/Office
Innovation	IA RM OR OS	Light Industrial Research/Manufacturing Office/Research/Limited Manufacturing Office Service
Downtown	DBD	Downtown Development District
Community Service		No equivalent
Light Industrial	IA IB LIP	Light Industrial Intermediate Industrial Light Industrial Park
General Industrial	IB	Intermediate Industrial

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Complete Streets Plan

Introduction



In most communities, including the city of Brighton, the majority of people drive everywhere. Why is this? There are a number of reasons, but many believe the Interstate Highway Act of 1953 is one of the biggest factors, as it dramatically changed modes of transportation as well as the American landscape. After 1953, most federal transportation funding was directed to building roads and highways for efficient movement of vehicles, and to a limited extent, transit. Funding supported a sprawling road system and land use pattern. In 1991, the Intermodal Surface Transportation Efficiency Act (ISTEA) was created; since then, increased funding has been allocated for non-motorized transportation, although traditional vehicular systems continue to get the bulk of transportation funding.

What are Complete Streets?

Complete Streets is a term used to describe a transportation network that includes facilities for vehicles, pedestrians, cyclists, and other legal users. Complete streets provide transportation choices, allowing people to move about their communities safely and easily. Michigan's Planning Enabling Act requires that master plans address complete streets.



Downtown Brighton has inviting, walkable streets.

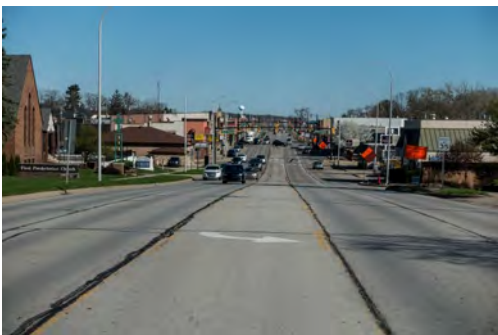
Without a vehicle, it is difficult for many to get around throughout much of the country, and Southeast Michigan is no exception. With an incomplete sidewalk network, lack of safe pedestrian crossings on major roads, and lack of safe bicycle routes and parking, many find walking or cycling difficult at best, unsafe at worst. Furthermore, due to the pattern of development over time, many of our destinations are spread out, making commuting and shopping impractical on foot or by bike for most people.



Main Street run through Downtown Brighton.

Locally, while Brighton is fortunate to have a compact walkable downtown, many residents live and work outside the downtown; the share of city residents who drove to work alone increased from 82% in 2000 to 87% in 2010. Percentages decreased for people who carpooled (down 7.8%), walked (down 4%), or worked at home (down 2.8%).

For many, driving truly is the only option. What difference does it make to us individually or as a community if most people have to drive everywhere? As Americans, we tend to prefer having options and choices, and yet we are just starting to realize that choices in transportation make sense.



Grand River Avenue in the City of Brighton is auto-oriented.

Basis for Complete Streets

Safety

Safety plays a major role in non-motorized travel. Perceptions of the safety of non-motorized travel strongly influence decisions about alternative modes of travel for many. High vehicle speeds contribute to unsafe roadways for pedestrians, and the likelihood that accidents will lead to fatalities increases in tandem with travel speeds. According to the National Highway Traffic Safety Administration and the Insurance Institute for Highway Safety:

- In the United States in 2016, a total of 5,987 pedestrian fatalities occurred from traffic crashes, a nine percent increase from 2015. Bicyclist deaths (840 people) were the highest since 1991.
- On average, 192 pedestrians are injured in a traffic accident every day (2015)
- On average, 16 pedestrians are killed in a traffic accident every day (2015 data).
- In Michigan (2016), 2,349 pedestrians were involved in 2,232 motor vehicle crashes; 165 (7%) were killed and 1,852 (79%) were injured.
- In Livingston County (2016), 24 pedestrians were killed or seriously injured. The county ranked 21st out of Michigan's 82 counties in pedestrian fatalities/serious injuries in 2016.

Inactive Lifestyles

Beyond choice and safety, however, there are other reasons communities should consider how complete their streets really are. As many people struggle with their weight, communities battle rising public health costs for chronic conditions associated with obesity. Over the past 25 years, obesity rates have skyrocketed across the country. According The Centers for Disease Control and Prevention (CDC) reports that between 1989-2014, obesity rates in Michigan rose from less than 14% to nearly 35% of the population. Additionally, childhood obesity rates have risen dramatically, while the percentage of children walking or biking to school has dropped. Even in the absence of obesity, sedentary lifestyles have been shown in studies by the National Cancer Institute and Mayo Clinic to be associated with a host of long-term health problems.

As demonstrated in Figures CS-1 and CS-2, inactive lifestyles are evidenced by the reduction in children walking to school and the increase in vehicle miles traveled.

Obesity is defined as body mass index (BMI) greater than or equal to sex- and age-specific 95th percentile from the CDC Growth Charts

Sources: "How Children Get to School: School Travel Patterns from 1969 to 2009."
National Center for Safe Routes to School
U.S. Centers for Disease Control and Prevention

Figure CS-1: WALKING TO SCHOOL AND CHILDHOOD OBESITY

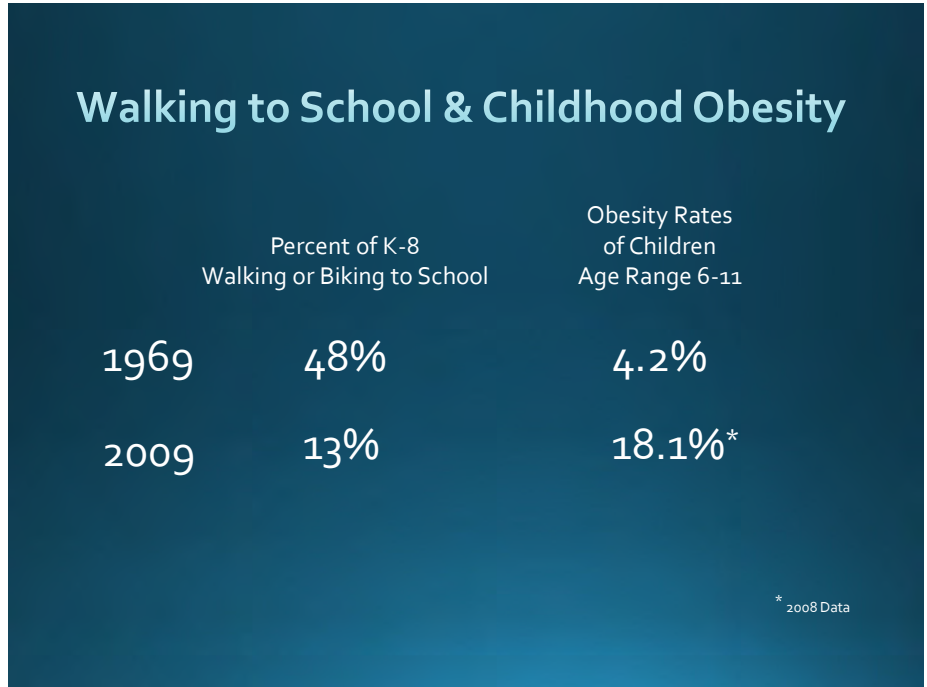
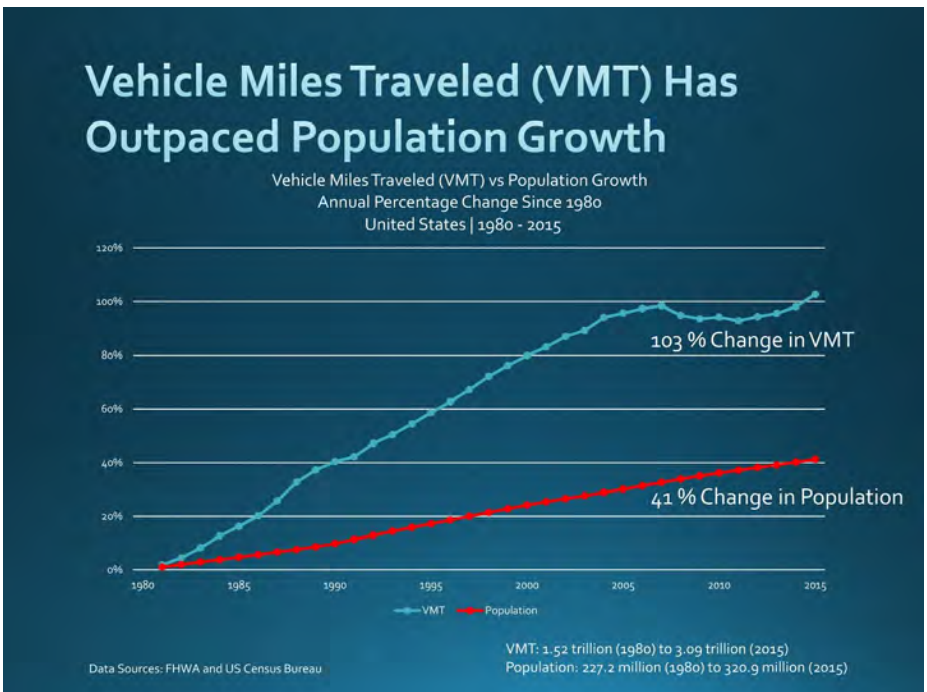


Figure CS-2: INCREASE IN VEHICLE MILES TRAVELED



Disabilities

According to 2016 estimates by the US Census Bureau, about 1,027 city residents (13.8%) have some type of long lasting condition or disability. Conditions and/or disabilities include:

- Sensory disabilities involving sight or hearing
- Conditions limiting basic physical activities, such as walking, climbing stairs, reaching, lifting, or carrying
- Physical, mental, or emotional conditions causing difficulty in learning, remembering, concentrating, dressing, bathing, or getting around inside the home
- Conditions that make it difficult to go outside the home to shop or visit a doctor

Aging Population and Limited Mobility

The aging of our population is another important trend to consider. In 2010, there were more school aged children (36,307) living in Livingston County than there were residents over the age of 65 (21,644). However, according to the Southeast Michigan Council of Governments (SEMCOG) projections, it is anticipated that by 2040 this trend will flip and residents over 65 will outnumber school aged children by nearly 17,000 residents (53,395 to 36,414, respectively). Brighton is no exception to this trend, as the city is expected to see the number of residents over 65 increase over the next 25 years. The US Census reported 1,798 people aged 65 and older in 2015; SEMCOG projects 3,045 seniors by 2040, a 59% increase in this segment. These projections suggest that 32% of the total city population will be over 65 by 2040, compared to 23% in 2015.

As the city's residents age, issues of health, mobility, and socialization are critical. Studies have shown that forfeiting the driving privilege "results in an emotional trauma much like experiencing a death for the senior. The loss of independence is a source of loss, grieving and even depression" (AARP). It is very likely that this trauma results from the fact



Communities should consider the needs of residents with disabilities



According to the AARP, over 50% of older adults who do not drive stay home on a given day because they lack transportation options. Non-driving seniors are significantly less social, making 65% fewer trips to visit family, friends, or go to a place of worship.



Peabody Street in Birmingham, MI

that there are limited mobility options for seniors once driving is no longer possible.

Environmental Concerns

Our dependence on the automobile increases air and water pollution resulting from motor vehicles and the impervious surfaces of roads. With no other transportation options, many people drive alone and create traffic congestion for several hours each day. This wastes time and productivity, and emissions from idling vehicles contribute to increased air pollution and greenhouse gasses. Oil, gas, and chemicals from motorized vehicles collect on roads and are washed into lakes and streams by rainfall.

Curbing Inefficient Use of Infrastructure

Our reliance on the automobile as a primary source of transportation leads to a sprawling infrastructure system carrying a low density of population per lane mile. The chart in Figure CS-2 shows how the number of vehicle miles travelled has dramatically outpaced the growth in population. Shifting to alternative modes of transportation such as transit, bicycles, and walking, can help lead to corresponding public health improvements and less reliance on personal automobiles.

In 2010, Michigan became the 14th state to pass legislation that requires the state and local governments to plan for the safety and convenience of bike and foot traffic when building roads. According to the legislation, Complete Streets means “roadways planned, designed and constructed to provide appropriate access to all legal users in a manner that promotes safe and efficient movement of people and goods whether by car, truck, transit, assistive device, foot or bicycle” (PA 135 of 2010).

Complete Streets Benefits and Michigan's Complete Streets Law

Communities that adopt Complete Streets policies acknowledge the problems with current transportation facilities and recognize that implementing complete streets strategies will make their communities better places to live and work. Complete Streets benefit communities by:

- Making roadways and transportation facilities safer for all users
- Allowing people more freedom and providing more choices for transportation
- Improving public health by enabling more active transportation options, including walking and bicycling
- Reducing traffic congestion when more drivers opt to walk, bike, or take transit
- Improving mobility for seniors and the disabled
- Supporting local economic development by encouraging new businesses that serve the local population of residents and workers



Bike lane on Northwestern Highway in Farmington Hills, MI

Key Components of Michigan's Complete Streets Law

- Requires community master plans to address all transportation needs, including public transit, bicycle facilities, pedestrian ways and other legal users in addition to motor vehicles
- Requires that streets accommodate a variety of users, such as bicycles and pedestrians, in addition to motor vehicles;
- Requires coordination with neighboring communities and road agencies
- Requires interjurisdictional cooperation in preparing 5-year transportation improvement programs

Ingredients for Complete Streets



Elements of complete streets include the following:

- Sidewalks for pedestrians to link neighborhoods, schools, civic uses, and other destinations together.
- Bicycle lanes, special dedicated travel lanes that are on-street with traffic. For experienced bicycle riders, often commuters.
- Off-street shared use paths for pedestrians, cyclists and others, for those who may be less comfortable with riding in the street with vehicular traffic, or where bike lanes are impractical.
- Protective streetscape to provide shade from sun as well as minor protection from rain. Street lights contribute to a sense of safety and security.
- Traffic signals with pedestrian signal heads as well as audible crossing signals for visually impaired pedestrians to safely cross major roadways. Pedestrian-only signals should be designed to halt vehicle traffic only when pedestrians are present.
- Curb extensions or bump-outs and other traffic calming devices to reduce pedestrian crossing distances, slow vehicular traffic, and alert drivers to the presence of pedestrians.
- Crosswalks, pedestrian pavement markings, and crosswalk signals to make it safer for children to walk to school, along with other strategies to help slow motorized traffic.
- Wayfinding signage to make it easier for people on foot or on bicycles to understand where they are and where they are going. Wayfinding signs help identify the route to important destinations and civic spaces.
- Traffic signals timed to extend walk time for pedestrians, allowing pedestrians with a range of abilities the opportunity to cross major roadways on foot without fear of losing the signal while still in the street. Countdowns help pedestrians time their crossings.
- Transit shelters to provide places to rest that protect users from rain and snow, making transit more comfortable and appealing.

Not all complete streets elements are needed on all streets. While it is important to optimize the street network throughout the City, it is also important to do so within the context of the street types and the adjacent land uses.

Street Function and Classification

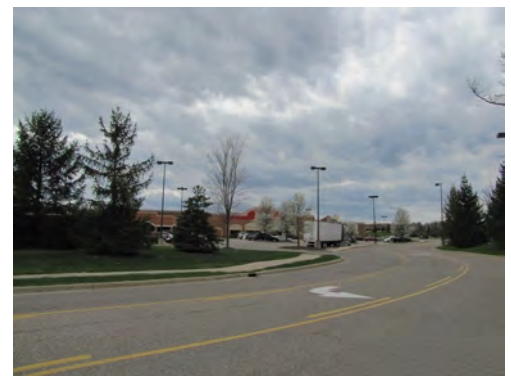
The Limitations of Functional Classification

Over the years during which the majority of existing roads and freeways were constructed, the concept of functional classification involved two main elements: mobility and access. Mobility relates to how vehicular traffic is able to flow easily and efficiently through or around an area. Access relates to how travelers of the streets access adjacent land uses. The diagram in Figure CS-3 illustrates the concept of the functional classification of roads. The higher the road class, the higher level of mobility, typically translating to faster speeds and higher volumes. The easiest way to encourage mobility is to limit vehicles from accessing adjacent land uses. Therefore, a higher road classification means lower access. Conversely, roads with lower classifications often are slower and provide more access points to adjacent land uses.

While this system proved effective at providing high levels of service for vehicles, it is clear that the functional classification of roads only considers one type of user: motorized travelers. The function of roads with respect to non-motorized users is not addressed at all. Motorists learn to drive understanding the tradeoffs of roadways; freeways run faster than surface streets, but they can't be used to get directly to their destination. However, with non-motorized uses, the function of roads isn't as black and white. For example, if a pedestrian or cyclist wants to go somewhere, generally speaking their travel time may not be impacted by the type of road on which they travel. The decision to use a particular road depends largely on the destination, how safe it is to get there, and the availability of transportation facilities (such as sidewalks). The idea of mobility for non-motorized users goes beyond the efficiency of travel to a wider range of barriers to mobility that partly correspond with functional road classifications, but also correspond to land uses, overall community safety, and condition of transportation facilities.



Grand River Avenue/I-96 Interchange



Approach to movie theater in northwestern Brighton

Figure CS-3: ROAD CLASSIFICATION AND BARRIERS TO NON-MOTORIZED TRAVEL

Mobility v Access for Motorized Travel		Barriers to Non-Motorized Mobility Affected by Roadway Type				
Access	Mobility	Barriers Roadway Type	Speed	Volume of Traffic	Crossing major intersections	Aesthetics/ environment
Few/no access points	High	Freeway Principal Arterials Freeway Service Minor Arterial Collector Local	High	Heavy	Very difficult	Hostile
Many access points	Low		Low	Light	Easy	Pleasant

Existing Road Classifications for the City of Brighton

Traditional transportation planning identifies several major road classifications. These classifications were created by the US Department of Transportation’s Federal Highway Administration. The system is based on mobility and access provided by certain roads. As roads are modified over time, they may not fall neatly into one classification or another, but their functions for motorized travel can generally be understood. The City of Brighton currently has roads that fall generally into the following categories (See Map CS-2):



Grand River Avenue/I-96 Interchange

Freeways

Freeways consist primarily of interstate highways and other freeways or expressways with entrance and exit ramps. The emphasis of freeways is strictly on mobility, rather than land access. Among other functions, they provide connections between regions and. Freeways also connect metro centers to major commercial concentrations. Freeways connect with other roads, principal arterials, and freeway service roads. Interstate 96 and US 23 are considered freeways.

Principal Arterials

Principal (or Major) Arterials are the “highest order” of surface streets, and they typically carry high volumes of traffic. Principal arterials provide travel routes from one community to another, often serving urban, suburban, and outlying residential areas. Inter-community bus routes utilize principal arterials. When an arterial passes through a more populated area, the number of intersections increases and speeds decrease.

The main function of arterial roads is to serve as routes for through traffic, yet communities in Southeast Michigan often find these roads also providing access to abutting properties and minor intersecting streets. This can lead to congestion and crashes because of conflicts between turning vehicles and through traffic. Direct access to principal arterials can be limited through the development of backage drives and marginal access drives. Grand River is the principal arterial road in Brighton.

Freeway Service

These roads connect freeways to the principal arterials, providing surface access to land uses adjacent to the freeway. Freeway service roads are used for trips of shorter distances than freeways or principal arterials. Local bus routes may use freeway service roads. Ideally, they should not penetrate identifiable neighborhoods. There are no freeway service roads in Brighton.

Collector Streets

Collector streets primarily permit direct access to abutting properties and provide connections from local streets and neighborhoods to higher order roadways. Through traffic movement from one part of the city to another is deliberately discouraged on these streets. Collectors provide connections to arterials, reducing the need for direct curb cuts onto these larger roads and ensuring fewer interruptions for arterial traffic. Examples of existing collector roads include Challis Rd., Flint Road, Brighton Lake Road, S. 3rd Street, and Rickett Road.



Grand River Avenue/North Street



Rickett Road

Marginal Access Drives, Backage Roads, and Rear Access to Commercial Development

The functionality of principal arterials in Michigan is often reduced by the presence of numerous driveways. Driveways create opportunities for traffic conflicts between through traffic and vehicles leaving or entering the roadway. Driveways also interrupt sidewalks and create potentially dangerous spaces for non-motorized users moving along the sides of an arterial roadway.

The number of driveways directly accessing an arterial road can be reduced through the development of alternative means of access, such as backage roads or marginal access drives. Backage roads divert local traffic behind commercial development, while marginal access drives parallel the arterial street and collect traffic accessing adjacent development. Providing cross-access between parking lots can also reduce turning movements on the main road.

Local Streets

Local streets provide access to abutting land. These streets make up a large percentage of total street mileage, but they almost always carry a small portion of vehicle miles traveled. They offer the lowest level of mobility and may carry no through traffic. Examples of this class of roadway are residential subdivision streets and cul-de-sacs. Much of the road network south of Main St and west of Grand River/Ricketts Rd is local streets within subdivisions and traditional neighborhoods.



This is an example of a backage road in Urbandale, Iowa (highlighted in red). The backage road brings most traffic accessing the shopping centers off the main arterial road, eliminating all but two driveways onto the arterial. Many suburban shopping corridors would have one to two driveways for each center.

Existing Conditions

Existing non-motorized transportation facilities within the city of Brighton include a fairly extensive network of sidewalks west of Grand River, very limited amounts of bicycle route signing, and no formal on-street bicycle lanes or non-motorized pathways. These transportation facilities are described below:

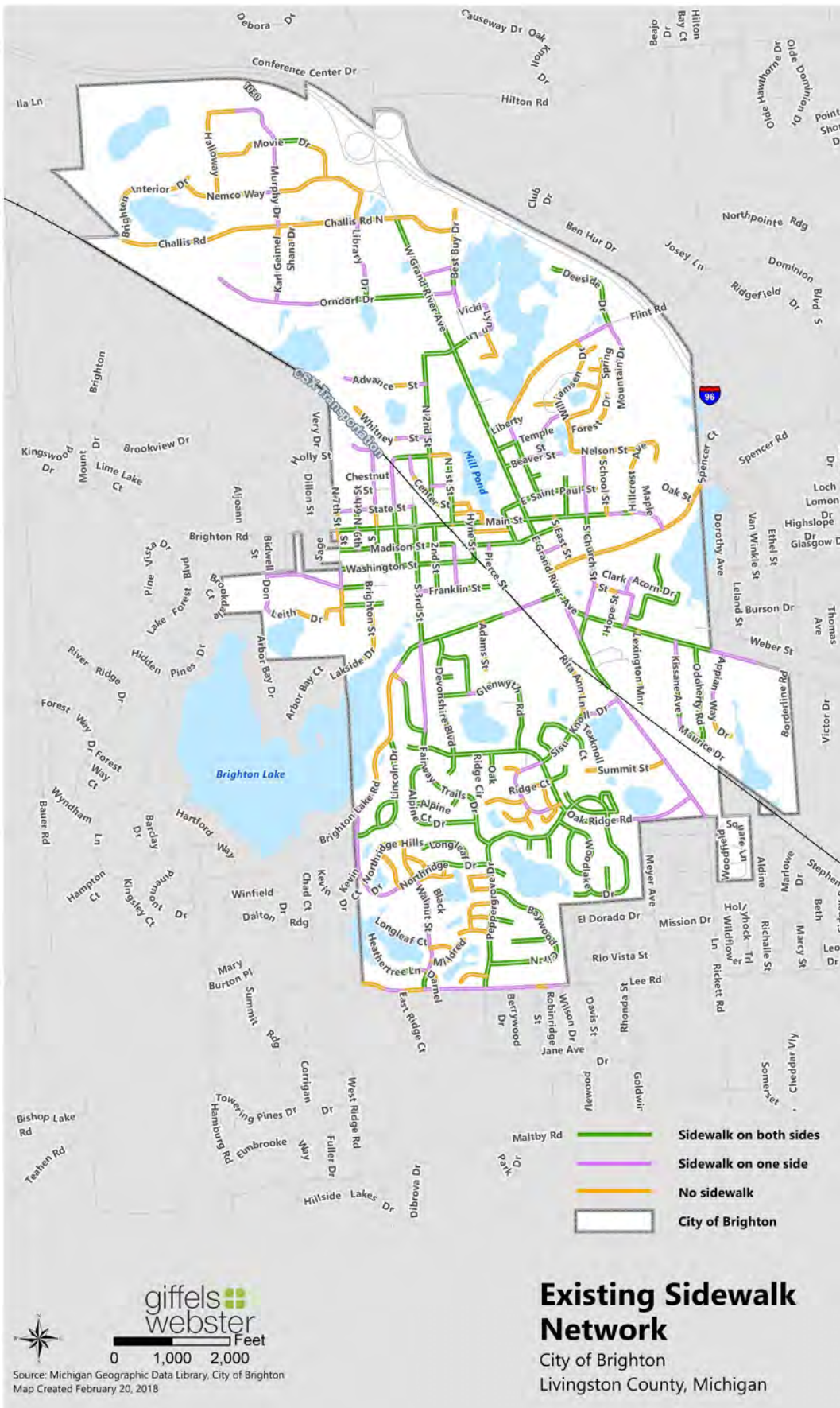
Sidewalks

Most local streets west of Grand River have 5-foot sidewalks on at least one side, with the following notable exceptions. Map CS-1 illustrates the existing sidewalk network with gaps highlighted:

- Significant portions of Flint Road between Grand River Avenue and Williamsen Drive
- Williamsen Drive/Nelson Street with connection to Main Street
- Spencer Road from Grand River Avenue to US-23
- Sidewalks on Grand River Avenue end at Brighton Township border (notable for regional connectivity)
- Brighton Lake Road west of S. 3rd Street
- Challis Road west of Grand River Avenue

In addition to the gaps in pedestrian connections identified above, there are several other conditions that limit the mobility of pedestrians within the City of Brighton as well as throughout the region. The Grand River Corridor is regionally significant for several reasons, most notably that it provides direct east-west access across most of southeast Michigan and was identified by SEMCOG as the number one priority in southeast Livingston County. This determination, reached through data analysis and extensive stakeholder outreach, will require regional coordination in order fill the gaps in the regional non-motorized network.

Map CS-1: BRIGHTON SIDEWALK NETWORK



Goals, Objectives, & Action Strategies

Goals & Objectives

What are goals, objectives, and strategies?

- **Goals** are general guidelines that explain what the community wants to achieve. Goals are usually long-term and represent global visions such as “protect the city’s natural resources.” Goals define the “what” but not the “how.” **Goals are established in the Master Plan Use Plan.**
- **Objectives** identify the milestones that mark progress in achieving goals – more of the “how.” For example, the goal of “protect the city’s natural resources” could be measured in terms of “Maintain the city’s tree cover.” **Objectives are plan-specific and are included here.**
- **Action items** are more specific and define the steps to accomplish objectives and attain the identified goals – these could be considered the “who” and “when.” The most effective action strategies will include who will tackle that task and when it should be accomplished.

This Complete Streets Plan is part of an overall Comprehensive Plan prepared by the city of Brighton. The Comprehensive Plan includes the city’s Master Land Use Plan, Downtown Plan, Complete Streets Plan, and Parks & Recreation Plan. Goals of the Master Land Use Plan guide all of the planning documents included in the Comprehensive Plan. Each plan has its own specific objectives and action strategies, which support the goals established in the Master Plan Use Plan. Action strategies follow at the end of this plan chapter.

2018 Comprehensive Plan Goals

1. **Quality and Variety of Housing.** Ensure the availability of a wide range of attractive housing choices for residents of all ages. Connect housing with neighborhood commercial goods and services while protecting residents from noise, traffic, and other impacts of non-residential development. Encourage the preservation, maintenance, and renovation of older homes in the city.
CS 1.A. Ensure neighborhoods are connected internally, to other neighborhoods, important city destinations, including schools and parks, and goods and services.
2. **Community Identity.** Recognize that the city’s identity is largely based on its downtown. Encourage civic, social, and cultural activities, support downtown businesses, and promote the development of additional housing to strengthen not only downtown, but also the city’s identity. Ensure the city’s residential areas and downtown are well-connected via motorized and non-motorized transportation options. Maintain a standard of high-quality design and materials on new and redeveloped buildings throughout the city.
CS 2.A. Provide non-motorized transportation options that connect downtown with residential areas and other commercial corridors in the city.



This is an example of interpretive signage at a shared use path trailhead in Sylvan Lake, Michigan.

CS 2.B. Reinforce the community's character by incorporating wayfinding signage, art, and other civic installations throughout and along the non-motorized transportation network where possible.

CS 2.C. Ensure high-quality materials are utilized in the construction of the non-motorized transportation network; include high-quality amenities, such as furnishings and lighting, as appropriate.

3. **Environmental Stewardship.** Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques. Educate residents and business owners about the long-term value of the city's natural resources. Maintain a balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

CS 3.A. Encourage the use of non-motorized transportation to reduce environmental impacts of vehicular travel, which include air pollution from idling vehicles and water contamination from stormwater runoff of roadways.

CS 3.B. Incorporate environmental education into the non-motorized transportation network as appropriate through interpretive signage and related events.

4. **Infrastructure and Civic Spaces.** Invest wisely in ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Maintain civic spaces, including city hall and recreation facilities. Ensure that new development minimizes the demands placed on the city's existing infrastructure. Support the city's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.

CS 4.A. Ensure the non-motorized transportation plan is efficiently and effectively implemented.

CS 4.B. Ensure all civic uses and spaces are connected via the non-motorized transportation network.

CS 4.C. Provide a complete non-motorized transportation network, which includes parking, lighting, and furnishings as appropriate.

5. **Economic Development.** Maintain a vibrant and strong local economy by supporting current and new businesses. Build upon strengths that make Brighton an attractive community for business development. Nurture businesses downtown, in the east and west Grand River corridors, as well as industrial areas.

CS 5.A. Encourage non-motorized transportation options to alleviate traffic and parking concerns in the downtown area.

CS 5.B. Encourage businesses to tap into the market potential associated with non-motorized travel, which could include healthy food, recreational clothing and equipment, and also delivery services for those shopping by bicycle and on foot.

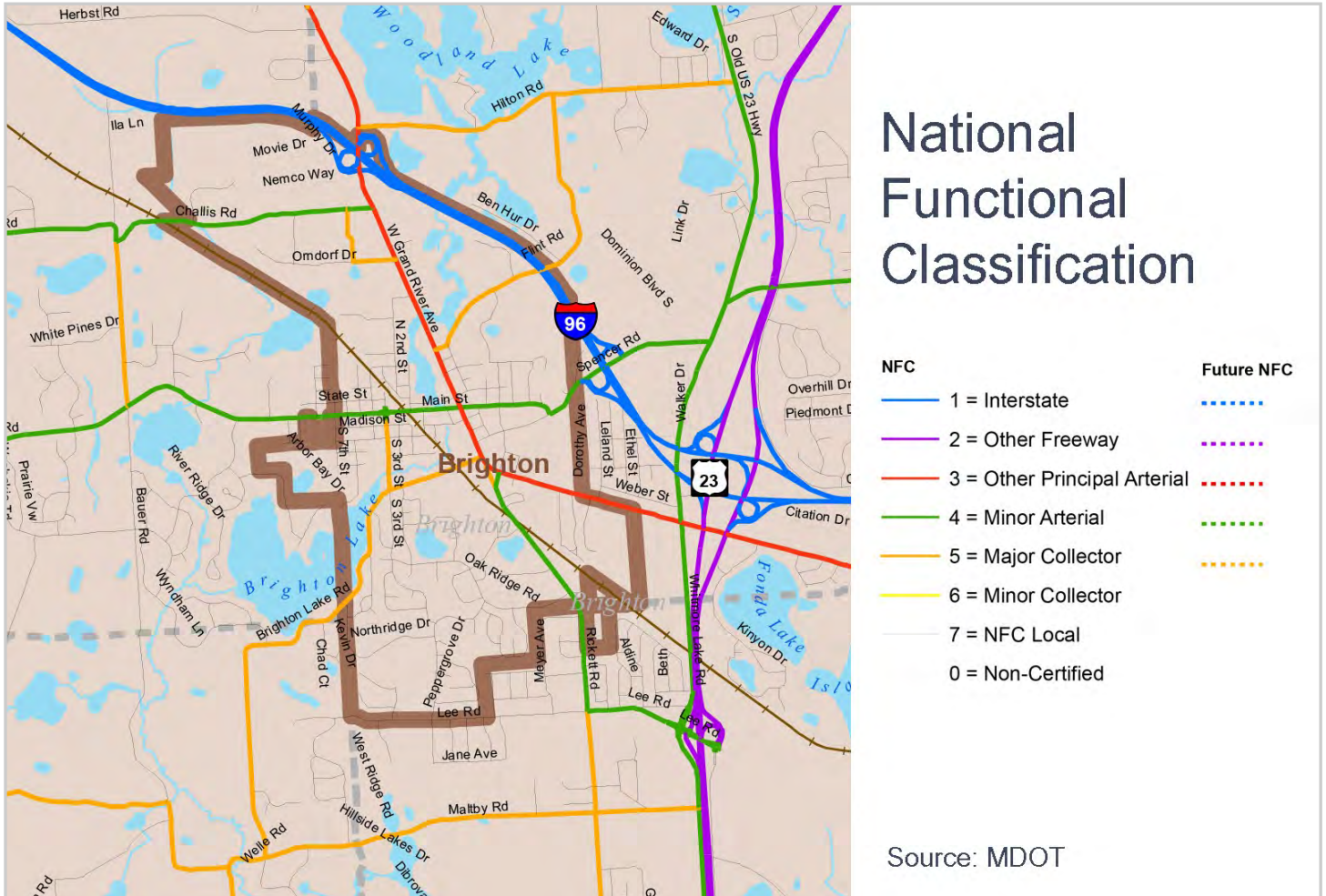
CS 5.C. Ensure new development is connected to the non-motorized transportation network.



Bicycle parking may be provided in a number of different ways, depending on the context.

Photos above (top to bottom) by Katie DS, Robert Caston, and Giffels Webster

Map CS-2: NATIONAL FUNCTIONAL CLASSIFICATION OF BRIGHTON STREETS



This map establishes the classification of roadways in the city by functional class.

New Connections

Developing a complete transportation network within the city of Brighton presents an exciting opportunity to rethink the existing road network and identify opportunities to provide safe service to more users. The current design of the streets in the city heavily favors vehicular traffic with some accommodation for those who choose to walk or bike. In order for the city to begin developing a non-motorized transportation network a variety of methods will need to be explored, as the plan will need to utilize the current space within and near road rights-of-way (ROW). Some instances may require the city to work with private land owners in order to provide the necessary connections via easements. Other options may require a deviation from past practices in road and ROW design.

The following sections will review future considerations for developing a safe non-motorized network within the current framework, best practices for safely crossing pedestrians and cyclists, and recommendations for implementation. Map CS-3 illustrates a proposed bicycle facilities network; map CS-4 shows how this network would connect to planned regional non-motorized networks.

As the city moves forward with the non-motorized transportation plan it will be important to understand the benefits and limitations of several types of pathways and routes. Many of the limitations that arise are due to a lack of space within or next to the existing ROW, as the existing road network often serves as the baseline of where routes can and should be located.



Improved signage will make the transportation network safer and easier to use.

Roadside Facilities - Detached from Roadway Lanes

Sidewalks. Many of the roads in Brighton have an existing sidewalk on at least one side of the street. Streets without sidewalks and others with sidewalk gaps require pedestrians to walk on the grass or in the street. Eliminating gaps in the sidewalk system network is a relatively simple way to help provide a safer non-motorized system that connects neighborhoods and links residential areas to places of commerce and recreation.



All proposed shared use paths are intended for construction on one side of the road and they shall be wide enough to accommodate two-way travel (10-foot minimum), as shown in these examples.



It should be noted, however, that while Brighton has an extensive network of existing sidewalks, these facilities are not ideal or recommended for cyclists. The typical narrow sidewalks preclude two-way travel for cyclists and put pedestrians at risk. The numerous intersections with driveways also present potential conflicts. Additionally, older sidewalks can pose a safety risk to cyclists when sections crack and separate.

Shared use paths. Shared use non-motorized pathways accommodate higher volumes of traffic and include multiple user types. Like sidewalks, they are often located adjacent to and outside of the roadway and separate users from the vehicular traffic. This acts as a valuable safety measure. Shared use paths differ from sidewalks in that they are often designed to provide:

- Visibility to both the environment as well as to other users. Added width of the shared path allows for safe and efficient use of the path by all users and can add unique opportunities for users to experience to the city.
- Minimal street crossings that limit the interaction of users with vehicles. Developing a shared use pathway network throughout the entire city can provide the opportunity to strategically reduce road crossings or direct them to less intense roadways.

- Markings intended to guide and or separate multiple users of the same shared use path to avoid congestion. This presents an opportunity to create a wayfinding system in the event regional or visiting users are navigating the system.
- Design principles that take variables such as stopping distance and sight lines into consideration when designing the layout and approach to major and potentially blind intersections.

Map CS-3 shows a future shared use path in the northwest quadrant of the city, connected from the Mount Brighton area, just outside of the city limits, to a bike route on N. 2nd Street. The potential to link this path to Grand River Avenue, and ultimately to the city of Howell to the northwest should be explored. The other potential shared use path location is along Brighton Lake Road. Here, there will be challenges for implementation due to narrow right-of-way, development, and topography.

Roadway Facilities

While separating non-motorized users from vehicular traffic is desirable, it is not always practical due to cost and space limitations. This is where it becomes important to look to the existing road network for opportunities to provide transportation for other users. The following section will examine several methods relevant to the existing road and right-of-way network within the city of Brighton.

Bike Routes. When reviewing the existing roads within Brighton, there appear to be ample opportunities to begin developing a non-motorized network by designating bike routes. A bicycle route is a suggested route to travel. It may include stretches of other designated bicycle facilities, but in general, a bicycle route does not require that the road include any special bicycle facilities. Some roads can be marked with sharrows, which indicate that the road lane is to be shared with motorists and bicyclists. These markings are not intended



This bike route wayfinding signage example illustrates the distance and average time for cyclists to reach popular destinations in Portland, OR

to be a substitute for bike lanes, but can be used as a tool to connect paths, lanes and routes to complete the network. Sharrows should not be used on roads with speed limits greater than 35 mph, and they are intended to reinforce the idea that the road is shared space for multiple users.

Sharrows:

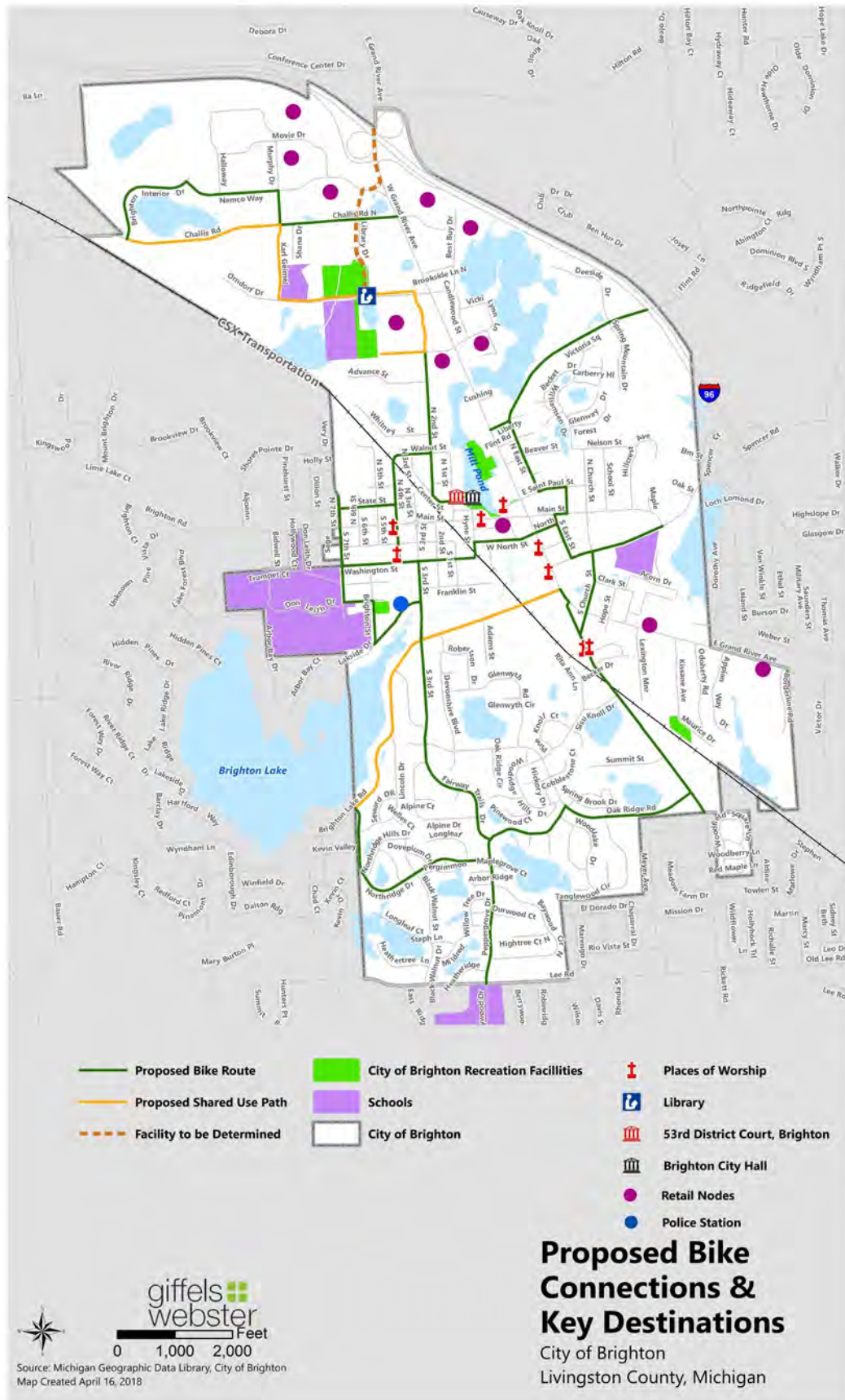


In Royal Oak, Michigan, symbols, or 'sharrows', are painted on the streets to illustrate where motorists and cyclists share the road.

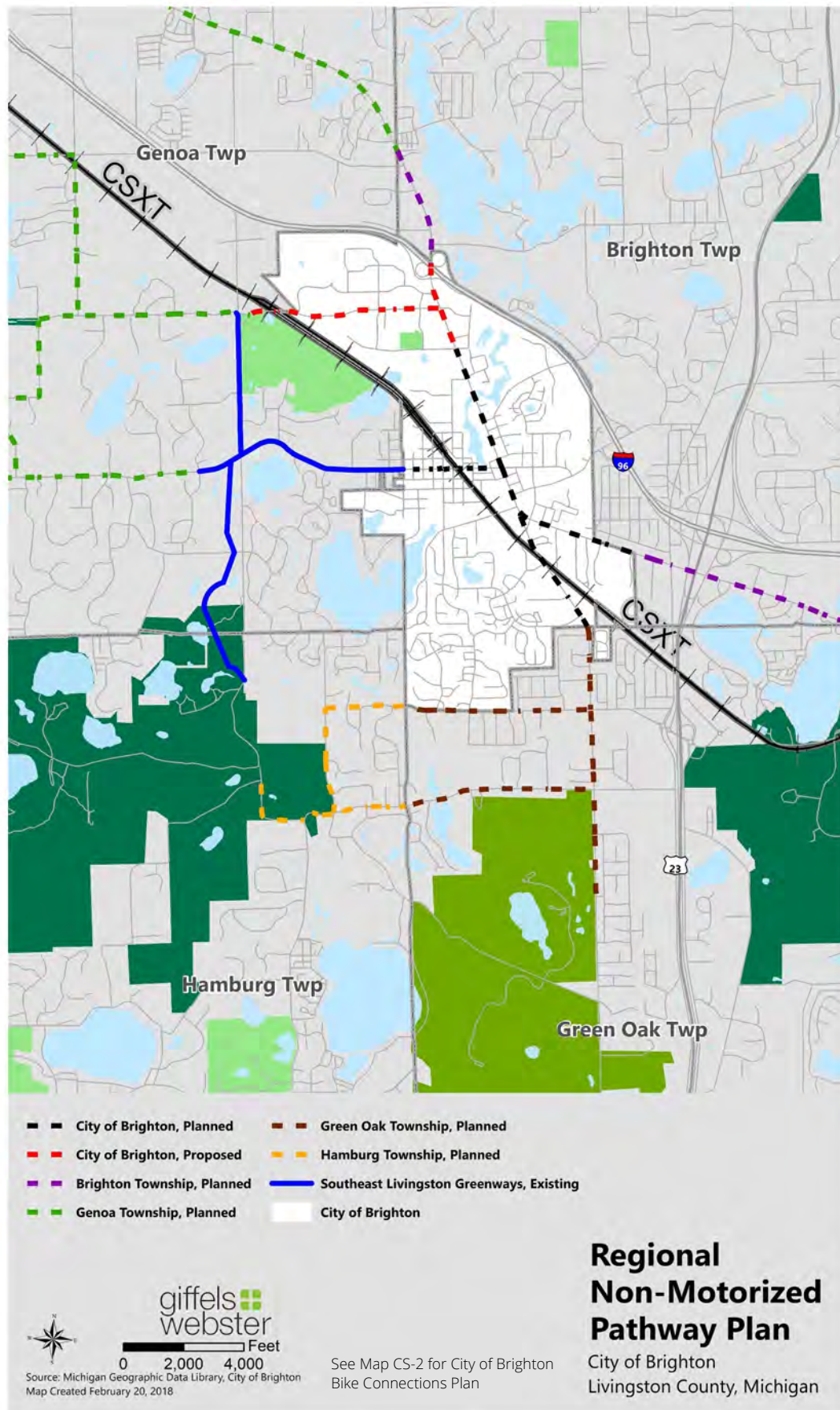
- Encourage bicyclists to position themselves so that vehicular traffic to pass
- Alert motorists that they are sharing the road
- Encourage safe passing maneuvers by motorists
- Do not require any additional street space
- Are low cost compared to other bicycle accommodations such as shared use paths and bike lanes
- Discourage bikers from using the sidewalk where it may too narrow to share with pedestrians
- Indicate the safe and proper direction for cyclists to travel

Bike Lanes. A bike lane is a part of a road marked off or otherwise delineated for the use of bicyclists. The Bike Connections Plan does not specifically designate any roadways for bike lane development. When future road reconstruction projects are reviewed, the city should explore whether bike lanes would be feasible given the roadway and neighborhood context.

Map CS-3: PROPOSED BRIGHTON BIKE CONNECTIONS PLAN



Map CS-4: PLANNED REGIONAL NON-MOTORIZED NETWORK



Autonomous Vehicles | A Supplement to Prepare for Emerging Technology

“Today, in the second decade of the 21st century, and as we anticipate the arrival of self-driving vehicles on city streets, we have a historic opportunity to reclaim the street and to correct the mistakes of a century of urban planning. This adaptation starts with a plan.”

—Janette Sadik-Khan, National Association of City Transportation Officials’ (NACTO) chair and the former commissioner of New York City’s transportation department.

Figure CS-4: THE 5 LEVELS OF AUTONOMY



Source: *City of The Future: Technology and Mobility*, National League of Cities

The first autonomous vehicle (AV) was demonstrated in Japan in 1977. With innovations in battery life and communications technology, our society is about to embark on a transportation revolution. Soon AV's will begin to replace some of the existing inventory of vehicles, which totals one billion on Earth and approximately 238 million vehicles in the United States. The introduction of autonomous vehicles will significantly impact how our society transports goods and people, and it may have a transformative impact on cities, rural areas, and everything in between.

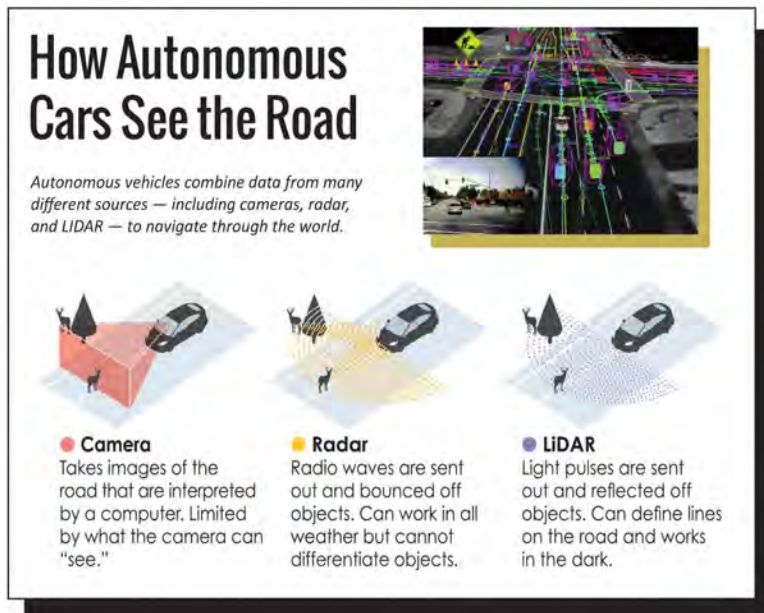
Two of the greatest planning challenges that face local governments today - the impact of parking and the policy issues associated with aging in place - both have the potential to be positively impacted by autonomous vehicles. Parking lots of all sizes could be transformed into other land uses because demand for parking will fall; but what will those land uses be and what policies will guide communities addressing this challenge? For an aging population, autonomous vehicles provide additional mobility choices. For all persons without the ability or desire to drive their own vehicle, they will no longer be limited to traditional options: walking, non-motorized wheeled transportation, and/or transit (if available).

Other potential benefits include more efficient use of existing roadways due to platooning of vehicles coordinated with traffic signals, reduced vehicle crash rates, reduced lane widths, more efficient on-time delivery for manufacturers, and reduced demand for retail inventory storage in high-priced retail floor space.

Some of these benefits can be realized with only a partial introduction of AV's. "Our experiments show that with as few as 5 percent of vehicles being automated and carefully controlled, we can eliminate stop-and-go waves caused by human driving behavior," said Daniel B. Work, assistant professor at the University of Illinois at Urbana-Champaign.

Potential threats and challenges include 1) promoting sprawl, by making it easy to live in rural areas and commute to cities as passengers vs. as drivers, 2) continued road congestion - where commuters choose single occupancy autonomous vehicles for peak hour travel rather than transit or ride sharing; and 3) capacity challenges due to peak demand. For example, how does the downtown area or a large arena handle peak demand when thousands of people want to be picked up by AV's in the same area at the same time? Could the introduction of AV's cause the peak hours to spread out over a longer time period because commuters can use the travel time in an effective manner? Additionally, determining liability for crashes or malfunctions in the AV system include balancing a complex web of data providers, information infrastructure, vehicles, remaining motorists and non-motorized users, and others.

Figure CS-5: How Autonomous Cars See The Road



Source: *The Future is Now*, Nebraska Legislative Research Office 2017

What is an Autonomous Vehicle?

The term autonomous vehicle has many meanings, and the National Highway Transportation Safety Administration (NHTSA) has adopted a five-level standard for AV's (Figure CS-4). Many cars on the market are now at Level 1, Function-Specific Automation, where features such as cruise control and automatic braking provide driver assistance, but the full attention of the driver is required, and the driver is fully responsible for the vehicle's actions. Level 4, Full Self-Driving Automation, is where no driver interaction or responsibility is expected.

How Do Autonomous Vehicles Work?

Autonomous vehicles navigate the road network using cameras, radar, lidar (light based), and ultrasound. Cameras read traffic lights and road signs, radar processes low-resolution data used to track large objects, lidar sensors detect the edge of the road and lane markings, and ultrasonic sensors detect curbs and nearby vehicles and people. Vehicles must gather information from the driving environment, process the information, and react to the information on a continuous basis. (see Figure CS-5) This requires a high-speed communications infrastructure that supports vehicle to vehicle and vehicle to road and off-road networks. How much of this infrastructure will be "hard-wired" versus wireless?

Figure CS-6: ELECTRIC VEHICLES AND BATTERY PRICES

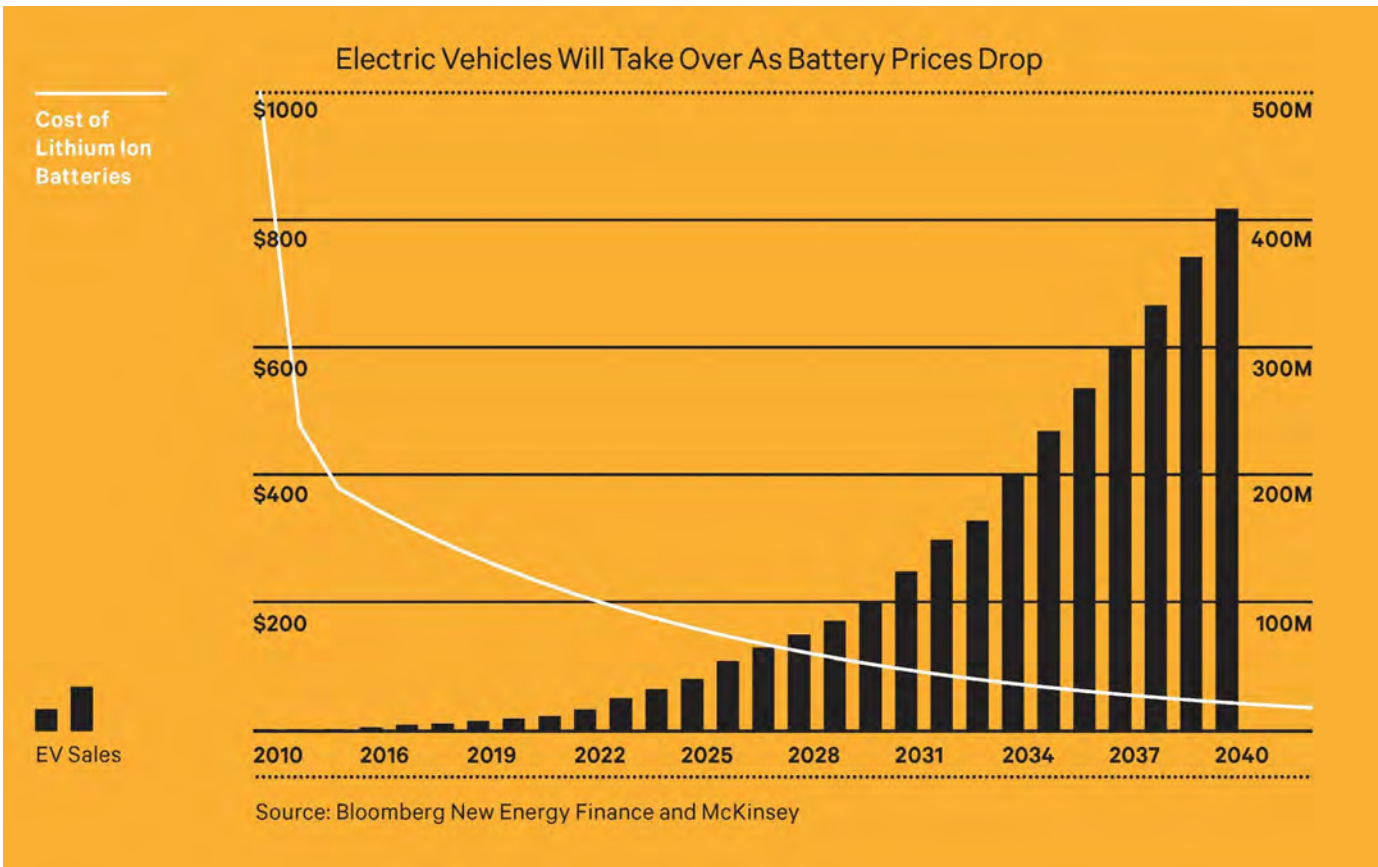


Figure CS-7: THE DIVERSITY OF URBAN AUTONOMOUS VEHICLES



Figures CS-6 & CS-7 Source: "Taming the Autonomous Vehicle: A Primer for Cities", by Bloomberg Philanthropies and The Aspen Institute.

What Factors Will Lead to a Surge in AV Usage?

Three key technology changes will drive the tipping point for AV financial feasibility: the speed at which overall AV technology can master the complex road and roadside environment; the cost of lidar sensors; and the cost of lithium batteries. Lidar cost per vehicle is expected to drop from \$75,000 today to under \$1,000 in 2030. Figure __ shows the forecast relationship between EV sales and the cost of lithium batteries. In the 2020s, AV usage will start to rapidly increase and by the 2030s, it will grow at a pace that may surpass any other vehicle sales growth rate ever documented. It is anticipated that by 2035, fully-automated AV's will comprise 38 percent of the vehicle fleet, 39 percent will be partially automated, and the balance (23 percent) will be non-autonomous.

Figure CS-7 shows the types of commercial autonomous vehicles that are being developed to transport goods and people. They range from small delivery carts that handle neighborhood deliveries to large, long-haul freight trucks. Imagine a platoon of tens or hundreds of freight trucks traveling the same high speed, only a few feet apart, as they maximize road capacity and dramatically reduce travel time and cost for long-haul transport of goods.

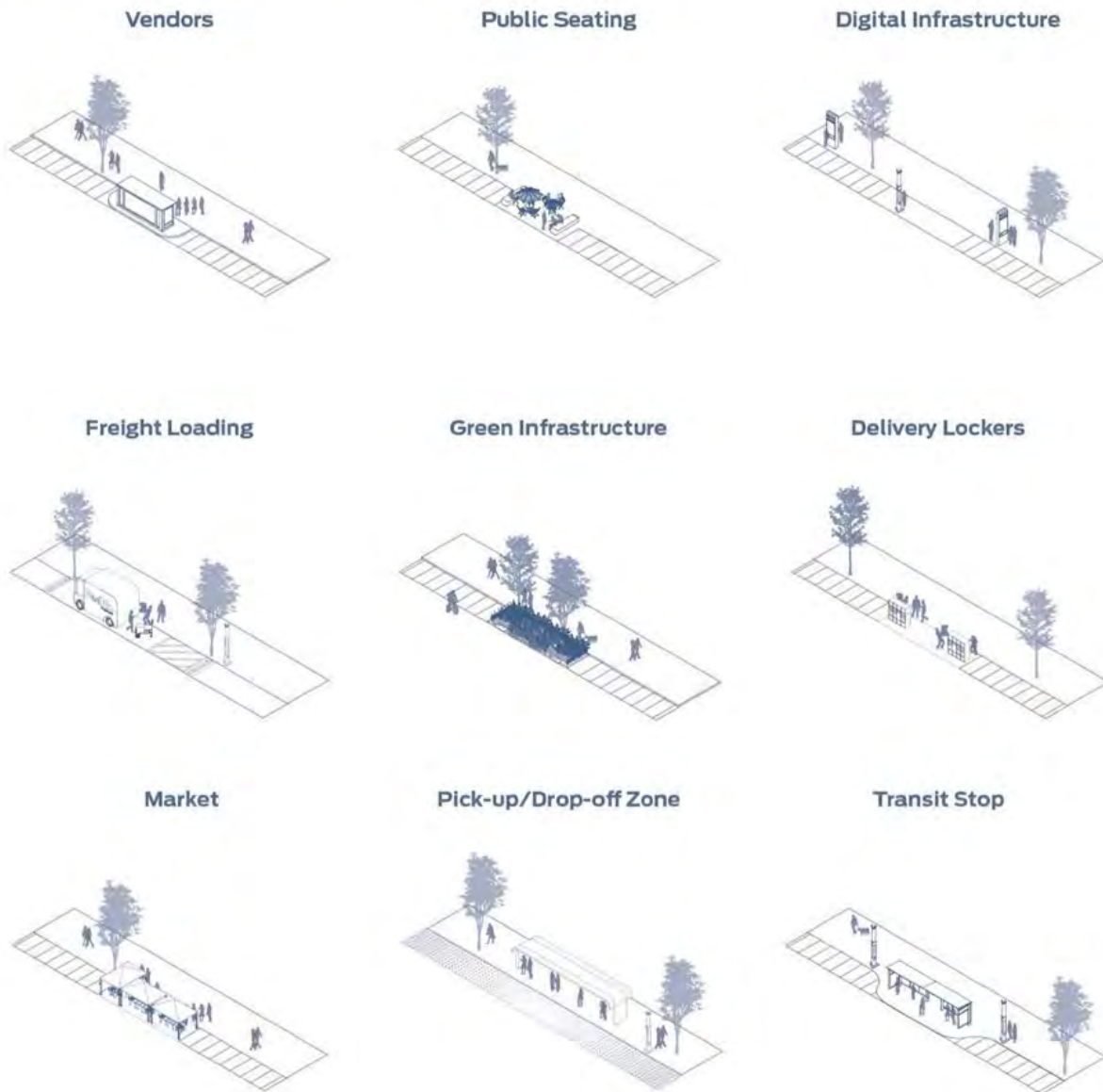
What Impacts Will AV's Have on Long-Range Planning?

Autonomous vehicles are still a long way from full implementation at Level 4 functionality. Some estimates suggest AV's will capture 15 percent of the market by 2030 and 50 percent of the market by 2040. To further complicate the issue, the level of automation will vary from 0 to 4. Streets will have AV's with varying levels of technology mixing with pedestrians, bicyclists, and motorists in "traditional" vehicles. While there will likely be some modest reduction in parking demand over the next 20 years, it is not likely to change the basic structure of our commercial and industrial destinations. Most thriving downtowns will still need on-street parking, surface parking, and structured parking. These are already a reality in some locations as private car services such as Uber and Lyft see usage rates grow in every market. Some large airports have implemented remote staging areas for ride sharing vehicles, and busses are used to transport passengers to those locations.

Figure CS-8: FLEXIBLE CURBSIDE USES

Flexible Curbside Uses

Curbsides have the potential to host a variety of different programs and activities— some permanent and others variable throughout the day or time of year. Cities can actively manage curbsides through pricing and make curbs feel more like an extension of the sidewalk than the edge of the roadway.



Source: "Blueprint for Autonomous Urbanism", Module 1, Fall 2017 by NACTO.

Passenger Staging Areas and Flexible Curb Zones. What is new and evolving is the need for passenger staging areas. These are already a reality in some locations as private car services such as Uber and Lyft see usage rates grow in every market. Some large airports have implemented remote staging areas for ride sharing vehicles, and busses are used to transport passengers to those locations. As noted in the example of a large sports arena, not everyone can expect to have a Lyft or autonomous vehicle pick them up at the front door. Strategic staging areas will need to be identified and implemented.

The need for staging areas is connected to the broader issue of curb zones. The land area behind the back of the roadway curb has many potential uses. These uses may need to change based on time of day or based on the evolution of the street network. Figure CS-8 shows some of the potential uses that can be incorporated into a transportation system with AV's and flexible curbside uses.

Location of AV Charging and Maintenance Facilities. Additionally, some experts forecast that AV's will leave cities (and other dense locations) at the end of the day and travel to remote sites where they will be recharged and maintained, returning to cities in the early a.m. as demand increases. Much of this type of action and pattern will depend upon whether the fleet is mostly corporate owned (think of Hertz or Avis operating AV's all over the country) or if there will still be a strong desire to have individual ownership of AV's, where the vehicle continues to go home and stay home with its owner.

Adaptable Design and Regulatory Standards. It makes sense to foster an infrastructure and regulatory framework that is adaptable. For example, some communities, such as Traverse City, have required new parking structures to be built with the ground floor designed for later conversion to retail or office space. The initial ground floor use was parking. Years later, the city is seeing conversion of former parking spaces to retail. This type of strategy would also make sense for adapting to autonomous vehicle technology. The parking structures could also be designed to support future residential development on upper floors. The City of Detroit recently saw new multifamily residential units constructed above an existing parking garage.

From a regulatory standpoint, a zoning ordinance can be structured to adaptive too, permitting administrative reductions in parking spaces and modest increases in lot coverage or floor area ratio (FAR) based on changing demand and market. If fewer parking spaces are needed, existing developments could be expanded into former parking areas, which would help grow jobs and the tax base. Streamlining the approval process makes it easier and less costly for the private sector to pursue these changes.

Rebalancing the Right-of-Way. Increases in safety through AV's will allow a rebalancing of road rights-of-way. It could ultimately lead to the ability to narrow travel lanes and reduce roadway infrastructure and designate lanes for only autonomous vehicles. Alternatively, it could open the door to add an extensive bike lane network at a modest cost because lanes would be created via restriping existing roads, not roadway widening.

Embracing Local Resources and Expertise. Given the city's proximity to the University of Michigan and MCity (mcity.umich.edu) - a real-world testing and innovation center that is leading the way in driverless technology research - Brighton should embrace opportunities to explore future deployment of autonomous vehicles. This may require flexibility in the implementation of established traffic control and land use regulations.

For further reading, there are two excellent sources of background information on autonomous vehicles for planners: "Taming the Autonomous Vehicle: A Primer for Cities", by Bloomberg Philanthropies and The Aspen Institute. 2017 and "Preparing Communities for Autonomous Vehicles," by Jennifer Henaghan, editor. 2018. American Planning Association Report.

Action Strategies

Goal 1—Quality and Variety of Housing

CS 1.A. Ensure neighborhoods are connected internally, to other neighborhoods, important city destinations, including schools and parks, and goods and services.

Action

Improve existing non-motorized facilities, including sidewalks and pathways, particularly those in residential areas.

Implement new non-motorized facilities and connections.

Amend the Zoning Ordinance to require connections to the non-motorized network for new residential development.

Goal 2—Community Identity

CS 2.A. Provide non-motorized transportation options that connect downtown with residential areas and other commercial corridors in the city.
Action
Continue to develop the pedestrian passages system downtown by connecting pedestrian sidewalks that are parallel to public roads to parking facilities and other destinations to supplement the traditional sidewalk system and make the downtown more pedestrian-friendly.
When downtown property is developed or redeveloped, explore opportunities to link the front and back of the building by pedestrian passages that are open to the public.
Amend the Zoning Ordinance to require connections to the non-motorized network for all new development.

CS 2.B. Reinforce the community’s character by incorporating wayfinding signage, art, and other civic installations throughout and along the non-motorized transportation network where possible.
Action
Conduct a study to determine which bicycle routes can be signed and officially designated. Priority should be given to those that connect neighborhoods to the downtown area.
Identify placement for placemaking elements along pedestrian and bicycle routes to improve the non-motorized experience, including, but not limited to: benches, trash receptacles, pedestrian lighting, shade trees, public art, water fountains, and more.
Work with the Brighton Arts & Culture Commission, the Brighton Arts Center, and other local arts and culture partners to enhance public art throughout the non-motorized network.

CS 2.C. Ensure high-quality materials are utilized in the construction of the non-motorized transportation network; include high-quality amenities, such as furnishings and lighting, as appropriate.

Action

Identify standards for street furnishings and lighting that vary according to placement (downtown elements may differ from elements along shared use paths).

Require installation of approved furnishings in conjunction with new development.

Goal 3—Environmental Stewardship

CS 3.A. Encourage the use of non-motorized transportation to reduce environmental impacts of vehicular travel, which include air pollution from idling vehicles and water contamination from stormwater runoff of roadways.

Action

Create educational materials that describe the environmental benefits of non-motorized travel.

Work with local environmental partners to promote activities and programs involving cycling and walking.

CS 3.B. Incorporate environmental education into the non-motorized transportation network as appropriate through interpretive signage and related events.

Action

Develop educational interpretive signage into the non-motorized network.

Update signage periodically to keep information fresh and interesting.

Goal 4—Infrastructure and Civic Spaces

CS 4.A. Ensure the non-motorized transportation plan is efficiently and effectively implemented.

Action

Adopt a Complete Streets policy that establishes non-motorized transportation as a policy priority, reflecting that the city will consider opportunities for improvement non-motorized connections and facilities whenever new construction projects take place.

Prioritize implementation phases of the non-motorized network.

Pursue appropriate funding assistance for the planned pedestrian, bicycle, and shared use facilities. Where shared use paths are constructed on one side of the road only, they should be wide enough to accommodate two-way traffic.

Incorporate AV and Complete Streets planning and implementation into the city's 6-year Capital Improvements Program.

CS 4.B. Ensure all civic uses and spaces are connected via the non-motorized transportation network.

Action

Create connections to the non-motorized network when upgrading and adding new civic uses and spaces.

CS 4.C. Provide a complete non-motorized transportation network, which includes parking, lighting, and furnishings as appropriate.

Action

Include autonomous vehicles (AV's) as part of Complete Streets implementation. If fully automated lanes and/or roads are provided in the future, and lanes can be narrowed or eliminated, assign the available space to other users of the road system. Prioritize bike lanes and other non-motorized facilities within existing road right-of-way. In many cases, implementation may require little more than restriping and new signage.

When new road design and private development projects are proposed downtown, explore how staging areas (for pick-up and drop-off) can be created along and away from Main Street (similar to locating parking garages and surface parking lots away from Main Street frontage). Establish larger staging areas for pickup / dropoff by AV's and ridesharing services (Uber / Lyft) in downtown fringe areas.

Incorporate network communications infrastructure when reconstructing roads and making other capital expenditures. For example, providing conduit for necessary fiber optic or other communications infrastructure at the time of road or sidewalk replacement could enable future installation with minimal disruption to the surface level pedestrian and vehicular network.

Goal 5—Economic Development

CS 5.A. Encourage non-motorized transportation options to alleviate traffic and parking concerns in the downtown area.

Action

Monitor AV trends and usage in the city. When appropriate, modify minimum parking space requirements and parking space and lane standards to respond to changing demand.

Explore the creation of a bicycle sharing program to encourage more non-motorized travel into downtown.

Create walking maps that illustrate the convenience and pleasant experience people have traveling on foot in and around downtown.

CS 5.B. Encourage businesses to tap into the market potential associated with non-motorized travel, which could include healthy food, recreational clothing and equipment, and also delivery services for those shopping by bicycle and on foot.

Action

Work with local businesses to encourage non-motorized travel. This may include offering delivery services for shoppers who make purchases and are traveling on foot and by bicycle.

Identify opportunities to encourage and establish training opportunities for jobs that are related to the growing AV industry. Target these facilities in appropriate zoning districts.

CS 5.C. Ensure new development is connected to the non-motorized transportation network.

Action

Require electric vehicle charging station conduits in both public and private parking lots so that charging stations can be added as demand increase without the need to tear up surface or structured parking lots.

Maintain communications with AV industry professional and monitor trends so the other city policies and practices can be adjusted, rescinded or added as necessary to respond to changes in technology.

Modify the zoning ordinance to authorize some administrative flexibility to modify parking, loading, and circulation-related standards during plan review with linked to standard industry best practices.

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Downtown Plan

Introduction

An important part of the City of Brighton's Comprehensive Plan is a Downtown Plan. The City of Brighton and surrounding communities highly value Downtown Brighton for its walkability and vibrant mix of dining, shopping, civic, and entertainment uses.

The downtown planning process started with a *NextSteps for Downtown*® assessment, which illustrates what the city and its businesses are doing well and suggests improvements that could strengthen downtown. The full assessment informed the development of land use concepts and strategies within this chapter and is included in the Appendix. A summary of this assessment is discussed in the following pages.



Overall, Brighton’s downtown has great historic resources that contribute to an authentic sense of place. Its streets, sidewalks, street lighting, public art installations, and the Millpond show that the community is investing in the downtown and instilling confidence in private investors. The downtown area is compact and walkable with plenty of on-street and off-street parking, which can become scarce during large events. Interesting and unique buildings line the streets and linkages are aided by mid-block passageways.

Downtown housing is limited and in high demand. During the Comprehensive Planning process, residents expressed an interest in downtown living, citing the desire for walkability and plentiful options for dining and shopping.

Additional downtown housing and other land use and design strategies discussed in this chapter will help reinforce the idea that “downtown is for people.”



Main Street in Downtown Brighton

This Downtown Plan for the City of Brighton seeks to:

- Encourage new construction on appropriate sites that reflects the historic development pattern, with similar setbacks, massing, pedestrian-oriented ground floor design, placemaking elements, and more.
- Foster enhancements to the streetscape and develop new private and public open spaces and plazas that facilitate impromptu conversations, enjoyment of art and green space, and serve as a catalyst for context-sensitive downtown development.
- Facilitate access to downtown by foot, bicycle, wheelchair, automobile, service vehicles, and emergency vehicles. This includes recognizing that many streets will be designed with priority towards pedestrian movement, which is a critical component of supporting commerce in a downtown district, and less of a focus on moving vehicular traffic in the most efficient manner possible.
- Maintain on-going businesses, encourage existing businesses to expand or open new downtown businesses, and attract new business owners that share the same vision and complement the mix of downtown uses.
- Enhance and embrace the Millpond and the unique character it brings to the downtown.

Downtown Land Use

NextSteps for Downtown Assessment Summary

A Next Steps for Downtown® Assessment begins with an on-the-ground analysis of what is working and what needs work in the downtown district. This summary generally describes the findings of this analysis. Detailed findings are found in the full assessment, located in this plan's Appendix.

What is Working

Downtown Brighton contains a mix of government buildings, public parks and recreation areas, boutique retail, restaurants, personal services, offices, and institutional uses such as places of worship. Shopping, dining, and recreation are all accessible on foot in this downtown. A mix of uses such as this creates a mutually supportive environment; those working downtown have places to go for lunch or after work, and their patronage benefits the businesses. A mix of uses can also help a downtown maintain its stability during economic downturns. For instance, the presence of government buildings, parks, and religious institutions downtown draws visitors downtown regardless of the economic climate.

Businesses in this downtown maintain varied schedules, with some opening early in the morning, others open during normal hours, and certain restaurants and bars operating late into evening. This supports all-day activity and lends the district a sense of vitality.

Downtown Brighton has had great success luring and retaining businesses, and nearly all ground floor tenant spaces are occupied. Most ground floor storefronts have large, inviting windows with creative displays. Many also have planters, benches, sidewalk signs, or other outdoor amenities, such as dining areas, that contribute to a sense of vibrancy. It is clear when businesses are open, and efforts are made to draw customers in.

While most visitors will reach downtown Brighton by car, the district is still largely designed and developed with a focus on pedestrians. A visitor could easily park and spend several hours downtown moving about on foot, shopping, dining, and exploring the distinctive Millpond area. Parking is typically available close to a given destination.



The Millpond is an exceptional focal feature for the downtown and is the heart of a vibrant civic space with many uses that is a draw for visitors in its own right.



This well-screened dining terrace abuts a public park, creating an interface of public and private space that contributes to the area's sense of vitality.



Art is everywhere in Downtown Brighton, making any visit to the area interesting.

Main Street's pedestrian orientation is enhanced by the fact that drive-through uses are restricted and very few driveways interrupt the sidewalk system. Limiting drive-throughs to the rear of downtown blocks allows businesses to serve customers in automobiles while keeping primary downtown streets safe, comfortable, and attractive for people.

Downtown Brighton and its businesses offer a character and charm that may not be readily available in nearby communities, and the setting and variety of establishments attract visitors as well as locals.

What Needs Work

While Downtown Brighton is currently home to a wide variety of businesses, additional housing will provide opportunities to attract more residents to the district. More housing units downtown would support existing businesses and encourage new ones, while bolstering the sense of 24-hour activity in the district. Likewise, opportunities for office development on secondary streets could bring more of a daytime workforce to downtown, further supporting the retailers and restaurants in the district. Development of additional downtown housing could also help the city to address unmet demand for housing types other than single-family homes.

Currently, the traditional downtown feel of the district dissipates quickly south of Main Street and east of Grand River. Several vacant or underutilized lots, larger setbacks, drive-through uses, and the predominance of surface parking lots all contribute to this loss of character. Focusing regulation on the form of buildings as these areas redevelop would help to extend the district outward and reinforce its traditional development pattern.

Perpetuating the form of a traditional downtown while including residential uses in the mix of permitted uses would also provide an opportunity to more efficiently redevelop underutilized land. For instance, a densified downtown would better support structured parking, reducing the amount of land devoted to surface lots, which create gaps in the fabric of the district and are a generally low-value land use. Some current spaces for cars could become spaces for people.



This view shows how the distinctive fabric of downtown is much less apparent one block south of Main Street.

Goals & Objectives

The Comprehensive Plan includes the city's Master Land Use Plan, Downtown Plan, Complete Streets Plan, and Parks & Recreation Plan. Goals of the Master Land Use Plan guide all of the planning documents included in the Comprehensive Plan. This Downtown Plan has its own specific objectives and action strategies, informed by public input and the downtown assessment.

The following goals from the Master Plan Use Plan apply to downtown:

- 1. Quality and Variety of Housing.** Ensure the availability of a wide range of attractive housing choices for residents of all ages. Connect housing with neighborhood commercial goods and services while protecting residents from noise, traffic, and other impacts of non-residential development. Encourage the preservation, maintenance, and renovation of older homes in the city.
D 1.A. Add a variety of new medium-high density housing units in and near downtown that encourage and support walkable access to downtown commercial goods and services.
- 2. Community Identity.** Recognize that the city's identity is largely based on its downtown. Encourage civic, social, and cultural activities, support downtown businesses, and promote the development of additional housing to strengthen not only downtown, but also the city's identity. Ensure the city's residential areas and downtown are well-connected via motorized and non-motorized transportation options. Maintain a standard of high-quality design and materials on new and redeveloped buildings throughout the city.
D 2.A. Foster the identity of the city as a distinctive, attractive, vibrant community with a strong sense of place.
D 2.B. Enhance gateway to downtown, especially along Grand River Avenue.
D 2.C. Support downtown businesses by providing adequate parking, clear wayfinding signage, and attractive streetscape.
D 2.D. Maintain the strong cultural presence and identity of the city by partnering with a variety of groups to preserve historic structures and creating gathering places for residents and community activities.

What are goals, objectives, and strategies?

- **Goals** are general guidelines that explain what the community wants to achieve. Goals are usually long-term and represent global visions such as "protect the city's natural resources." Goals define the "what" but not the "how."
- **Objectives** identify the milestones that mark progress in achieving goals – more of the "how." For example, the goal of "protect the city's natural resources" could be measured in terms of "Maintain the city's tree cover."
- **Action items** are more specific and define the steps to accomplish objectives and attain the identified goals – these could be considered the "who" and "when." The most effective action strategies will include who will tackle that task and when it should be accomplished.



Mid-block crossings and passages can provide easier and more direct access to public parking, such as this one leading to Main Street

D 2.E. Adopt a form-based code for downtown that promotes the historical development pattern, maintains a continuous street wall within blocks, and requires ground floor spaces to include design elements that enhance the pedestrian experience.

D 2.F. Maintain and expand support for the arts and cultural resources in the city.

- 3. Environmental Stewardship.** Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques. Educate residents and business owners about the long-term value of the city's natural resources. Maintain a balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

D 3.A. Apply low-impact development standards for new downtown development and redevelopment.

- 4. Infrastructure and Civic Spaces.** Invest wisely in ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Maintain civic spaces, including city hall and recreation facilities. Ensure that new development minimizes the demands placed on the city's existing infrastructure. Support the city's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.

D 4.A. Connect downtown with the rest of the city via a network that accommodates a variety of transportation choices for users of all ages, including facilities for motorized and non-motorized transportation.

D 4.B. Ensure civic spaces are well-maintained.

5. **Economic Development.** Maintain a vibrant and strong local economy by supporting current and new businesses. Build upon strengths that make Brighton an attractive community for business development. Nurture businesses downtown, in the east and west Grand River corridors, as well as industrial areas.

D 5.A. Regulate downtown site and building design that offers flexibility in redevelopment and is adaptable to new trends and technologies.

D 5.B. Encourage and nurture start-up and growing businesses.



This marquee sign downtown provides small town character along Main Street.

Downtown Design



Upkeep and maintenance of the downtown contribute to its physical health. Streets, sidewalks, public and semi-public spaces should be clean and well-maintained; buildings should be kept in good shape

Downtown is what gives Brighton its identity. How do people experience this identity? There are four “faces” that comprise a community’s identity: social, economic, civic, and physical. All of these elements can be examined separately, but it should be recognized that they work together. A strong downtown will be well-rounded and nurture all of these elements. This section focuses on the physical aspects of downtown.

Physical Appearance

The most evident factor in downtown identity is appearance. The physical attributes of downtown may be the only impression people have of the community. The quality and character of buildings—and the spaces between buildings—provide the context for the story of downtown.

Historic Buildings. Historic buildings typically provide the foundation for downtown form; these structures are often set at the property lines, framing the streets and sidewalks with ample ground-floor display windows designed to engage passersby (who, back in the day, were mostly walking). Historic structures that are preserved, maintained, and used offer an authenticity for downtowns that is nearly impossible to create in new commercial developments. Interesting architectural details like unique doors, windows, window trim, and cornice treatments help to define a sense of place for the downtown area that sets it apart from other commercial areas

It is important that future development and redevelopment in downtown reflect the district’s established character. New buildings that look like they belong in a large city are not appropriate here.

Quality Building Materials. The type and quality of materials used in downtown buildings contribute to the overall character of the downtown. Natural materials such as wood, brick, glass and stone have the ability to convey a sense of the organic way a downtown has evolved. These long-lasting building materials suggest permanence and should be preserved and restored whenever possible.

The proportion of materials on a building is important; the bulk of the building should be one main material that is enhanced with complementary materials. High-quality accent materials at the ground level add to the feeling of attention to detail and appeal to pedestrians.

The addition of unique building lighting and door hardware also adds interest at the street level.

Engaging Street Walls. Often people come downtown for one purpose: to visit a specific shop, restaurant, or other use. Yet, frequently people find that parking in front of that one destination is not available. Rather than send these people elsewhere, downtowns are challenged to offer engaging places, so that wherever parking is found, there is something interesting to see and do along the way. This may be done by creating a continuous “street wall,” that engages the public and creates visual interest from parking areas to various destinations. The purpose is two-fold: 1) provide a continuous line of shops, restaurants, and other venues as well as interesting public spaces that capture the attention of the strolling pedestrian, and 2) generate interest in products and services that attract visitors into local businesses.

A key method to accomplish this is to provide large expanses of clear glass at the pedestrian level. For shops offering products for sale, attractive simple displays should be placed behind the storefront glass and changed frequently. Restaurants can offer dining tables, inside and outside, that allow people to watch other people (both restaurant patrons as well as pedestrians walking by on the sidewalk). Even offices that do not offer their own products for sale can enhance window displays with art and other items.

Vibrant Public Realm. The public realm is defined as the spaces framed by buildings: sidewalks, streets, plazas, alleys, passages, parking lots, and other open spaces. In most cases, when buildings are set at the property lines, the areas framed by buildings is public space. Sometimes buildings are set back from the property line and that space may be perceived to be public space and also presents opportunity to engage the public.

The public realm presents the opportunity to shape the character and feel of the downtown through street furniture, art, landscaping, and lighting. The concepts noted above that create an engaging street wall apply to the public realm as well since these spaces knit the various parts of downtown together.



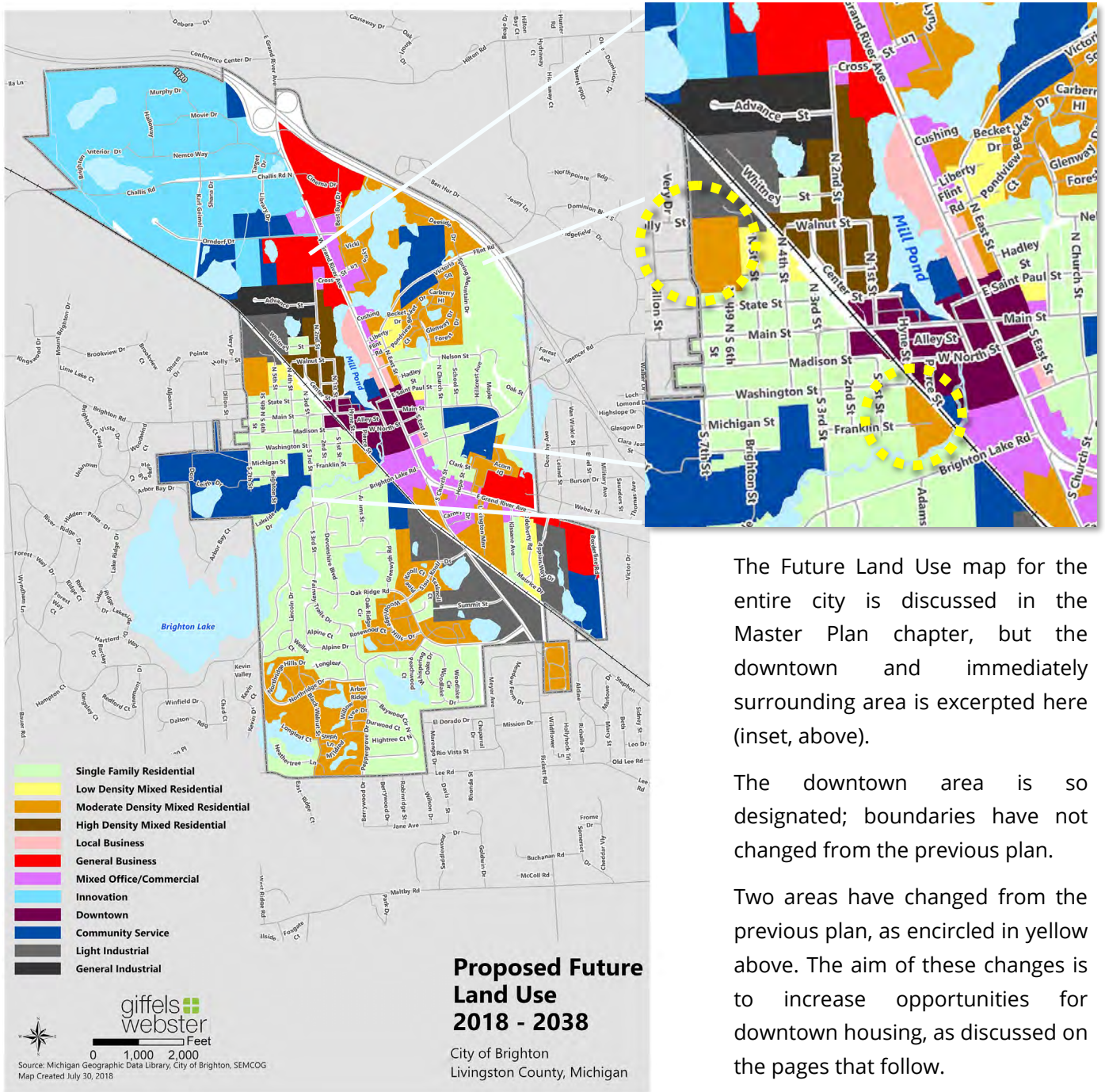
Eye-catching window displays lure downtown visitors into businesses and should be updated regularly so there is always something new to see downtown.



The addition of art to the edge of this parking area helps give pedestrians something interesting to look at; additional screening of the parked cars would also help.

Downtown Land Use

Map D-1: PROPOSED FUTURE LAND USE



The Future Land Use map for the entire city is discussed in the Master Plan chapter, but the downtown and immediately surrounding area is excerpted here (inset, above).

The downtown area is so designated; boundaries have not changed from the previous plan.

Two areas have changed from the previous plan, as encircled in yellow above. The aim of these changes is to increase opportunities for downtown housing, as discussed on the pages that follow.

The Master Plan chapter describes downtown as including the traditional downtown area of the city. This area is envisioned as an area of pedestrian-friendly, vibrant activity with a mixture of small retailers, restaurants, services, and cultural and civic amenities. Automotive-related services, such as drive-throughs and other facilities that negatively impact pedestrian circulation should be prohibited. Residential uses are encouraged downtown, including high density residential, to support the viability of downtown businesses.

Housing

This Comprehensive Plan supports the ongoing maintenance and upkeep of existing single family neighborhoods. In addition, adding opportunities for different housing types—in a more dense, walkable form—will support the city’s residents and downtown.

Future Land Use

In terms of changes to the Future Land Use map near downtown, the housing designation **Moderate Density Mixed Residential** replaces the land use designation of Community Service at the former Lindbom School property on Seventh Street. Given the proximity of this site to downtown, this site could be redeveloped with moderate density in a way that is harmonious with the surrounding residential neighborhood. This designation replaces Mixed Industrial/Research/Office for the parcels at Washington Street, west of the railroad tracks. This area is adjacent to downtown, where higher density residential uses are desired and warranted to support downtown businesses and activities.

High Density Mixed Residential The second additional change to high density mixed residential is to the land area currently designated as Low Density Mixed Residential between First and Second Streets, south of Walnut Street.



The former Lindbom Elementary, above, and industrial site at Washington Street (below).



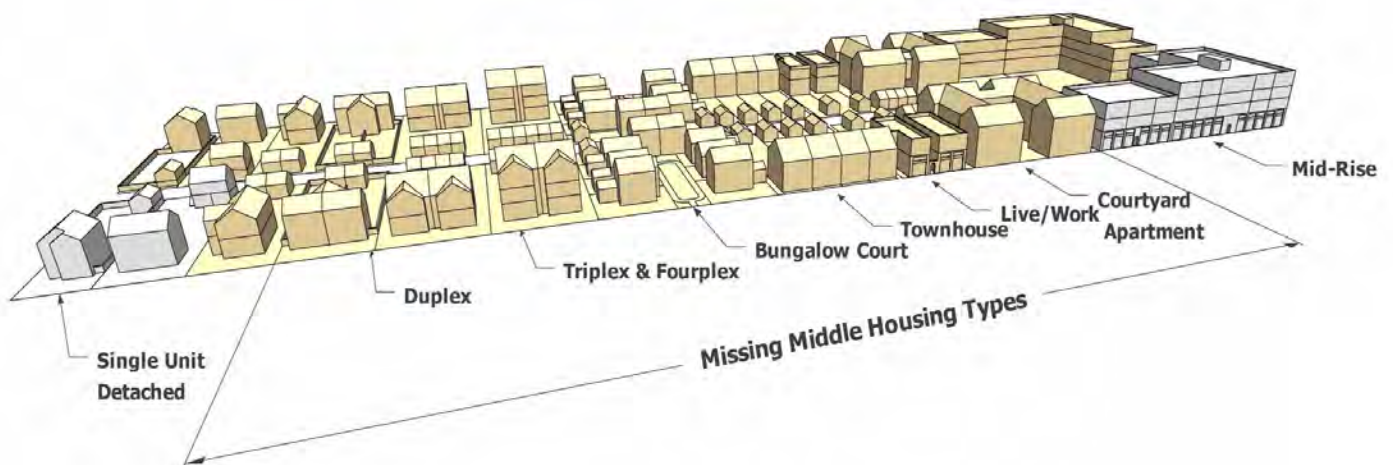
Missing Middle Housing

The Comprehensive Plan envisions a range of housing options including multi-unit or cluster housing characterized as “Missing Middle” housing, a term coined by Daniel Paroleck of Opticos Design, Inc. in 2010. Parolek defines this type of housing as follows:

“Well-designed, simple Missing Middle housing types achieve medium-density yields and provide high-quality, marketable options between the scales of single-family homes and mid-rise flats for walkable urban living. They are designed to meet the specific needs of shifting demographics and the new market demand, and are a key component to a diverse neighborhood. They are classified as “missing” because very few of these housing types have been built since the early 1940s due to regulatory constraints, the shift to auto-dependent patterns of development, and the incentivization of single-family home ownership.”

Missing Middle characteristics include:

- Walkable (homes are set in walkable context)
- Medium density but lower perceived density
- Smaller, well-designed units
- Smaller footprint and blended densities



Source: Opticos Design

Redevelopment Sites

The Comprehensive Plan provides a vision for the future of the city and a roadmap of how to achieve that vision. To illustrate concepts included in the plan, three redevelopment sites serve as examples. The first site, the Challis Road parcel, is discussed in the Master Plan chapter. The remaining two sites are close to downtown and are discussed on the following pages.

Redevelopment Site 2: Former Lindbom Elementary

This privately-owned parcel contains approximately 10.5 acres and is currently zoned R1, Single Family Residential. Permitted uses are single family homes, schools, places of worship, and parks. Surrounding parcels to the west and south are similarly zoned and are developed with single family homes. This area is within an easy walk of downtown.



Components of the Redevelopment

Land Use

Given the close proximity of this site to downtown, it is a good location to offer additional housing. The current future land use designation is Community Service, and includes lands devoted to: governmental facilities and offices; public, parochial and private schools; churches, cemeteries, and other quasi-public and private institutions. As previously mentioned, this site is zoned single family residential and, under current standards, could allow up to 50 units on this 10-acre site. Under the Moderate Density Residential designation, development is generally limited to no more than 8 dwelling units per acre, and corresponds with the R-4 Zoning District, potentially increasing the number of housing units to 80. Smaller housing units on smaller lots may appeal to both younger residents as well as older residents, who prioritize proximity to downtown over a large yard.

Building Form

Increasing the density in this area allows the opportunity to offer smaller, more compact housing that will serve as a good transition between existing neighborhoods and downtown. Buildings should be one- to two-stories and constructed of high quality materials.

“Missing Middle” housing types will fit in well with the existing neighborhoods while providing additional density. The example shown above of a “cottage court” development illustrates how smaller units, clustered together, could potentially be added at this site and potentially other locations in the city. These housing types typically offer ample front porches and are designed to face a commons area, contributing to a neighborhood feeling. The spaces between buildings may serve as private yard space as well as common courtyards. It may also be appropriate for a portion of the site be developed with another housing type, such as traditional townhouses or fourplex design, where four units are provided in a structure that looks like a large single family home. This mix of housing types would provide unique flexibility for a site within walking distance of downtown.



Danielson Grove WA (Source: Cottage Company)

Transportation

Internally, sidewalks within a new housing development should interconnect as well as connect to existing city sidewalks as identified in the city's Complete Streets plan. It is anticipated that vehicular access will tap into the existing street network. Parking should be provided on-site for each unit. Additional visitor spaces may be accommodated on-site or within close proximity.

Sustainability

Development on this site should be based on a framework of sustainable building and site design practices that offers a model for development and redevelopment elsewhere in the city. The use of low-impact design, pervious paving materials, and native landscape materials should be prioritized.

Development of the District

Zoning for the parcel is currently R1 Single Family Residential. The city's R4 zoning would be consistent with the Moderate Density Residential future land use designation, but the city may wish to explore updating the R4 district and/or creating a form-based district to ensure standards address neighborhood character, connectivity, building design, materials, and landscaping.



Fourplex Housing Example

Source: Ian Poellet | Wikimedia



Fourplex Housing Example

Source: Finetooth | Wikimedia



Former Lindbom Elementary Site

**Redevelopment Site 3:
Washington Street**

This privately-owned parcel contains approximately two acres and is just south of downtown, across the railroad tracks at Washington/Hyne. The current Future Land Use designation is Mixed Industrial/Research/Office. The property is zoned Light Industrial, where a variety of storage, manufacturing, and other industrial activities are permitted. The site is currently developed with an older industrial building and appears to be occupied.

**Components of the
Redevelopment**

Land Use

This site, like the former Lindbom Elementary site, is within walking distance of downtown and is another good location for housing. Changing the land use designation from Light Industrial to Moderate Density Mixed Residential will allow for a moderately high density residential environment that, at this location, could include townhouses or apartments. This type of land use can also serve as a transition between downtown and the existing neighborhoods to the west.



Washington Street Redevelopment Site Photo



Building Form

As also noted in the previous redevelopment site, increasing the density in this area allows the opportunity to offer smaller, more compact housing. This “in-town” type housing appeals to both younger and older people who seek an active lifestyle within close proximity to shopping, restaurants, and workplaces, as well as downtown events and festivals.

Buildings in this area could be up to three stories, feature “tuck under” or enclosed street-level garages and be constructed of high quality materials. It is envisioned that most of this small site would be developed with housing units and parking, so balconies and patios will be valuable amenities as outdoor spaces.



*Brooklyn Heights Multiple-Family Residential
(Source: Rickbern on Wikimedia)*



*Lincoln Park, IL Multiple-Family Residential with Tuck Under Parking
Source: Redfin*



Mississauga, Ontario, CA Multiple Family Residential
 (Source: zolo.ca)

Transportation

Sidewalks for a new housing development should connect to existing city sidewalks as identified in the city's Complete Streets plan. It is anticipated that vehicular access will tap into the existing street network. Parking should be provided on-site for each unit. Additional visitor spaces may be accommodated on-site or within close proximity.

Sustainability

Development on this site should be based on a framework of sustainable building and site design practices that offers a model for development and redevelopment elsewhere in the city. The use of low-impact design, pervious paving materials, and native landscape materials should be prioritized.

Development of the District

Zoning for the parcel is currently light industrial. New form-based standards should be explored to address neighborhood character, connectivity, building design, materials, and landscaping.

Physical Environment

Building Height & Placement

The Downtown Framework Plan

The Downtown Framework Plan (Map D-1) establishes a foundation for downtown building frontages on a block by block basis in the downtown. The focus is to establish a planning basis for how all buildings are to be sited on development and redevelopment sites in relationship to a public street right-of-way and public spaces, i.e., the public realm. This is a fundamental element of the downtown fabric that helps to ensure proper form is established by facilitating pedestrian interaction and establishing a continuous street wall that fosters strolling, shopping, and mobility by pedestrians. By establishing a planning basis for this critical siting of buildings adjacent to the public realm, it will make the future adoption of a Regulating Plan as part of a form-based code (zoning for downtown) much easier.

The Downtown Framework Plan also establishes the maximum building height along the street right-of-way frontages in the downtown. This is another key element to establishing the planning foundation for form in the downtown. This type of detailed planning answers key questions about future development and how the massing of buildings will impact the pedestrian experience and the overall downtown development pattern.

Map D-1: DOWNTOWN FRAMEWORK PLAN



Figure D-1: FORECOURT EXAMPLE—LEXINGTON VILLAGE, MI



Forecourt view from the street (left), and interior view of forecourt area with adjacent shopfronts (right)

Highlights of the Downtown Framework Plan include the following:

- Main Street is planned to have a two- to three-story maximum building frontage, with a 0-foot minimum and 10-foot maximum setback (i.e., 0- to 10-foot build-to zone). It is recognized that there are existing one-story buildings along this frontage, and those structures can remain, but all new development will have a minimum height equivalent to a two-story building. The only exception to the two- to three-story massing is the frontage on the south side of Main Street, across from the Millpond, and the four corners of Main Street and Grand River, where the maximum height is four stories, the third and fourth floor is set back from any street-facing façade by at least 10 feet, and the fourth floor is a residential use.
- For the area of Main Street, west of the proposed Pierce Passage to the rail road tracks, three stories will only be permissible by special land use approval.
- W. North Street is planned for the tallest building massing in the downtown, with up to five stories at the intersection of W. North and S. West Street. All floors above the second floor shall have a step-back of at least 10 feet from any street facing façade, and the fifth floor shall contain a residential use. West of this area, the W. North Street frontage has a planned maximum height of four stories, with the third and fourth floor step-back and restricted to residential uses, in a similar manner described above for the Main Street / Grand River intersection. The build-to zone will range from 0-10 feet.
- For those frontages designated 3-4 and 4-5 stories, the upper floor of the range is envisioned as being only permissible by special approval. The building design must reflect the established small town character of Brighton. Also, top floors are envisioned for residential uses or, if the building is a parking structure, for parking.

- East Street is planned for two- to three-stories, with a setback zone of 10-20 feet. This is a transitional area, and some minimal front yard treatment is anticipated for building frontages along this street. This also applies to E. St. Paul, east of East Street.
- The balance of the downtown street frontages are planned for two- to three-stories with a build-to zone of 0-10 feet.
- For all frontages, a street facing ground floor façade may be setback up to 20 feet to provide for an outdoor dining use provided that the 20-foot setback area shall not extend more than 33% of any block.
- Front yard courtyards (see open space discussion on page 21), also known as forecourts, are also envisioned for some facades, and they would permit additional setbacks from the maximum setback line as part of a larger courtyard design element. To qualify as a courtyard, the recessed area would include elements such as landscaping, pedestrian seating and amenities, outdoor dining, art, fountains, and similar features. Figure D-1 shows a 60' wide x40' deep forecourt in Lexington, Michigan.

Figure D-2: FRAMEWORK FOR DOWNTOWN BUILDING PLACEMENT AND SETBACKS



Note: Figure D-2 is not intended to reflect a desired architectural style. It reflects building placement, step-backs, and setbacks.

Figure D-2 reflects the building frontages that are part of the Downtown Framework Plan. The majority of street-facing facades are expected to have a 0-foot setback, with a range of 0 feet to 10 feet permitted. An exception would be permitted to allow a 20-foot setback for outdoor dining areas. As the illustration shows, these building siting requirements will engage the pedestrian by placing openings in the front façade that provide a window to indoor activities, services, and goods offered for sale.

Downtown Design and Appearance Elements

In addition to the building frontage and building height framework described above, there are other important design and appearance elements that are critical to the success of a pedestrian-oriented shopping experience. These elements include the following:

Street Wall, Ground Floor Heights, and Sidewalk Zone

Ground floor retail, dining, and entertainment uses energize the street. The pedestrian strolling through downtown has a reason to continue the stroll because the storefronts are engaging. People are dining, merchants are displaying seasonal merchandise, and each block offers something new to see.

Market conditions can impact ground floor uses. There may be time during a down cycle that retail uses are replaced with office or service uses. For non-Main Street and non-Grand River frontages, up to 50% of a block face may have residential, office or service uses provided the ground floor and building frontage meets ordinance requirements, which will facilitate later conversion to retail. This non-retail frontages will require design elements to engage the pedestrian and foster the engaging streetwall concept. Uses can support the pedestrian experience if window displays are maintained or if the office / service uses provide something to see, i.e. an architect working on plans for a new building, a shoe repair service repairing worn shoes, etc. If the storefront design offers large windows and is adaptable to retail and office uses, it enables the ground floor space to be more resilient, and it can also support the downtown pedestrian experience.

Figure D-3: STREET ELEVATION AND SIDEWALK ZONES | TWO-STORY BUILDING

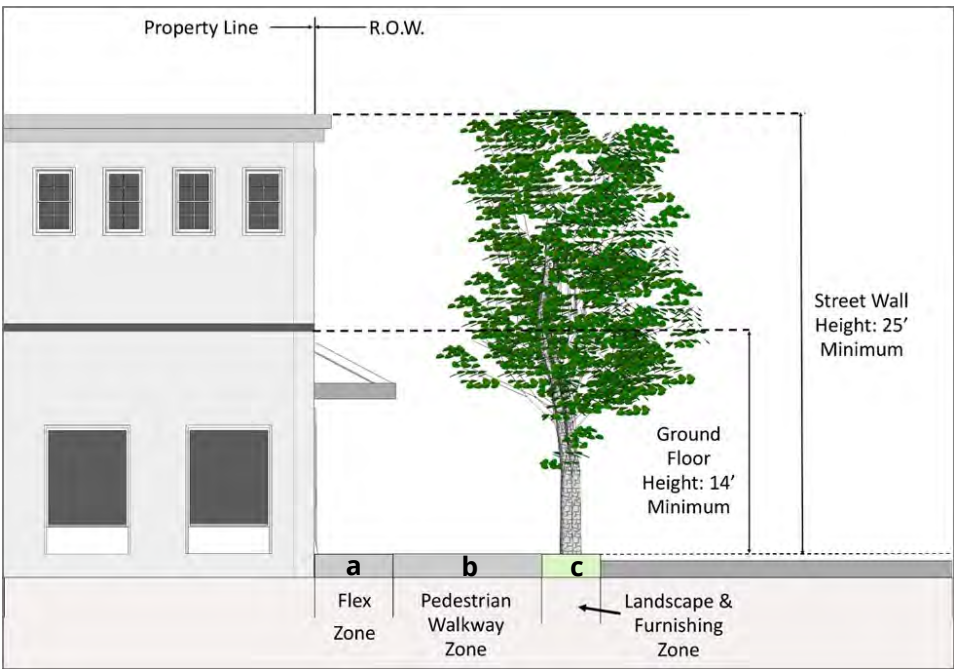


Figure D-3 shows the Street Elevation and Sidewalk Zones for a 2-story building. Regardless of the number of stories, the minimum Street Wall height is 25 feet. Figure D-4 shows the effect of the required 3rd and 4th floor step-back from the front building façade, as well as the street elevation minimums.

The flex zone (a) is close to the buildings and is a location for outdoor dining, landscaping and decorative planters, and, where permitted, temporary display of outdoor merchandise. Where windows are present, this area is generally open for pedestrian viewing into the premises. The pedestrian walkway zone (b) is reserved as a clear area for pedestrian movement from building to building and block to block. The landscaping and furnishing zone (c) contains street trees, lighting, trash receptacles, and benches.

The width of these three zones will vary with the width of the sidewalk. In general, the flex zone should be a minimum of two feet wide, the pedestrian path zone should be a minimum of six feet wide and the furnishing zone should be a minimum of four feet wide¹. This equals a 12-foot wide cross section from the face of the building to the back of street curb. Reducing the

Figure D-4: REQUIRED STEP-BACK FOR ALL STREET-FACING FACADES ABOVE THE THIRD FLOOR



pedestrian zone to five feet will still allow full use by people of all abilities, but makes it more challenging for opposing pedestrian traffic to cross paths comfortably. In cases where 11-12 feet is not available, the flex zone and furnishing zone become smaller and less functional.

Another option to explore when sidewalk width is limited is moving outdoor dining areas to the street. Birmingham, Michigan and Northville, Michigan have both enabled leasing of parallel parking spaces in front of restaurants to permit seasonal outdoor dining (See Figure D-5). This provides rental revenue to the city and increased sales for the business, but it also takes away available parking spaces in the downtown district. The concept of outdoor dining on city streets should be further evaluated by City officials to determine if this option makes sense for downtown.

Figure D-5: OUTDOOR DINING PLATFORM



Outdoor dining platform in Northville, Michigan

The Building Frontage and the Storefront

As the Figure D-6 on the following pages indicates, an interesting and pedestrian-oriented storefront and frontage is part of the fabric of a traditional walkable shopping district. It is not cookie-cutter in design and materials, but it has key elements that create human proportion and make pedestrians feel welcome. When windows are framed or accented with lintels, mullions, and sills, it finishes the opening and assists in creating a human scale. Awnings and canopies provide shelter from sun, rain, and snow. They also provide a support system from which hanging signs can be installed to guide pedestrians to a store.

Figure D-7 is a study of several different front facades. The top view is a modern downtown building with three stories and one architect, the middle view is an organic street that evolved over time, and the bottom are several buildings in downtown Brighton. Although these facades appear very different from one another, they have key ingredients that can be distilled into a form-based zoning code. These include the following: Significant ground floor glazing to promote pedestrian interest and interaction between 3 feet and 8 feet above the sidewalk, vertically proportioned upper level windows, consistent wall signs along a band between the first and second floor, and use of awnings to protect pedestrians from the elements. Typically, a minimum of 60 percent ground floor glazing, between three feet and eight feet above ground level and 15-20 percent glazing for upper levels reflects the general character shown in Figure D-7. A form-based code for the downtown can calibrate specific elements and make them a requirement of new development or redevelopment sites. This is a key implementation tool that can make these important planning elements a reality.

The other important design lesson that Figure D-7 offers is the importance of context. The modern block design in the top view would be out of character in Brighton. The unique elements and varied architectural design from the bottom example reflects that character of Brighton. The middle example show how building heights can be increased while maintaining architectural interest. It is important that the City of Brighton Zoning Ordinance reflect the physical elements that will ensure preservation of a small town character.

Capturing the Retail Shopper

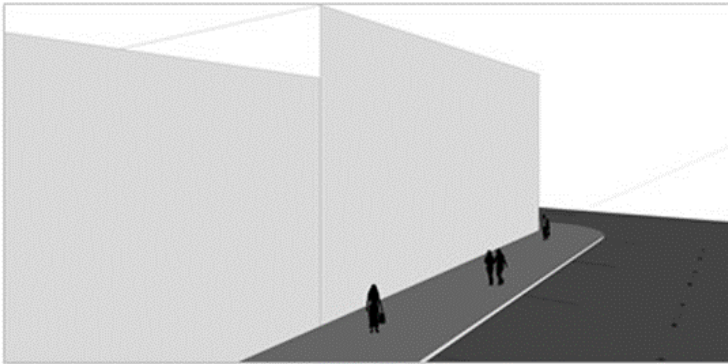
Getting the passerby to enter the store and make a purchase can be complex and can include advertising, marketing, reputation, storefront design, window display, weather, parking, and more. A businesses has about eight seconds to capture the attention of a shopper.

Building standards should support a retailer's ability to capture buyers. This means that ground floor window glazing must permit ample views of window displays, and the glass must not be heavily tinted. Recessed doorway entries create additional display area in the front of the store as well as provide protection from extreme weather events.

Tall ground floor ceilings create gracious and welcoming spaces. A four story building providing a 14-foot to 16-foot ground floor height and nine-foot ceilings on upper floors results in an overall building height of 48-50 when a four foot parapet wall is included.

Additional features that help lure in shoppers include the use of projecting or blade signs, awnings or canopies above windows and entryways, building and other pedestrian-scale lighting.

Figure D-6: ELEMENTS OF AN ENGAGING BUILDING FRONTAGE



Establish a Building Block

The building mass should be placed next to a sidewalk. It frames the street and creates a sense of enclosure for pedestrians. It also serves as the foundation for other important elements and details.



Open the Building

The ground floor should have large openings to allow the building interior to receive light and views from potential customers and other pedestrians. Lintels and window sills help frame the openings.



Create Human Proportions

Transom windows above, knee-high bulkheads below, and cased windows provide a pedestrian scale to openings and naturally direct customers to window displays.



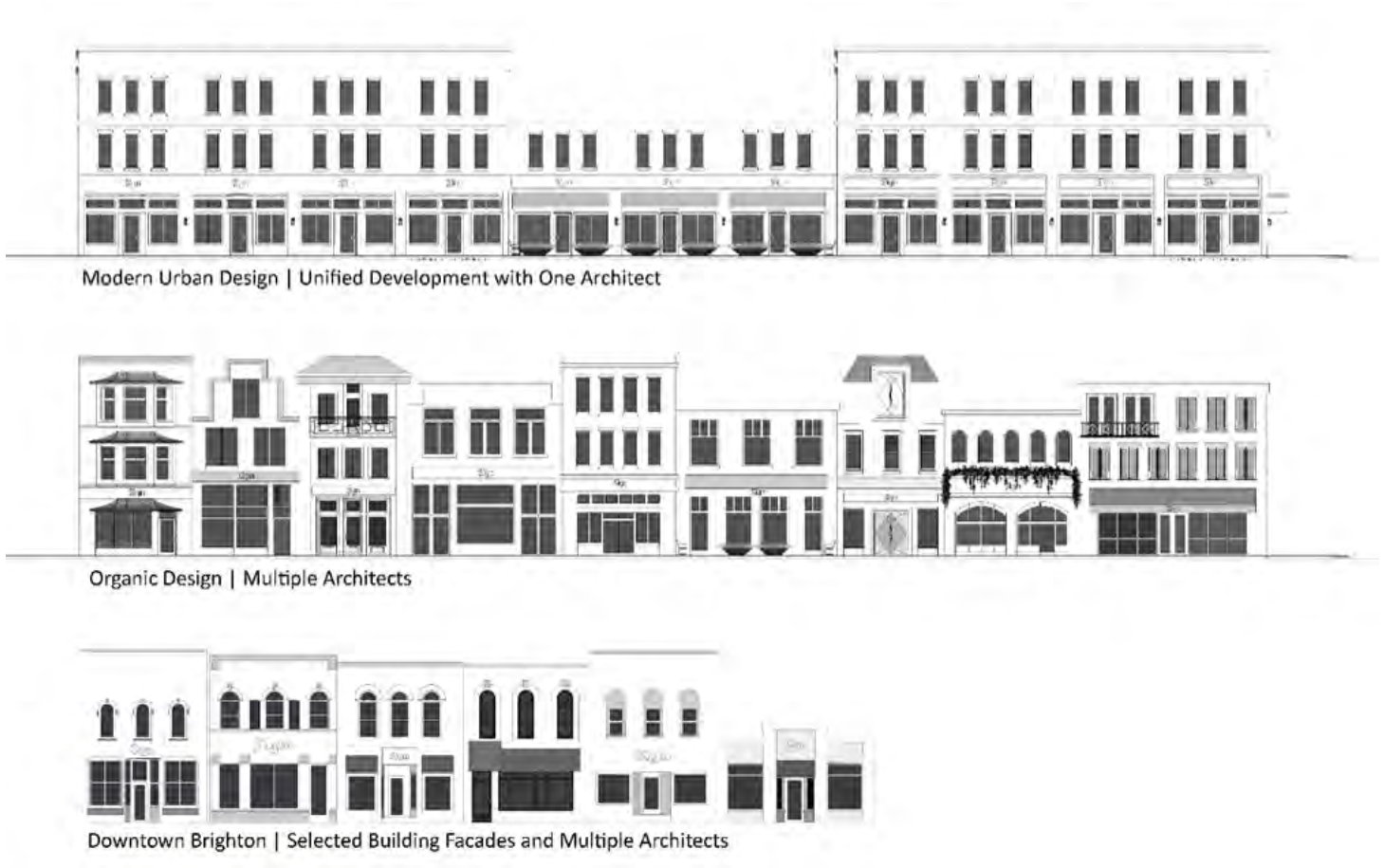
Add Pedestrian Features

Pedestrian-oriented signs aid in navigation, awnings provide protection from the weather, and recessed entries add additional display space and define the building entrances.

Additional Details

Provide ground floor glass transparency, include window signs with etched lettering, add hanging sign(s) from awnings or projecting signs to help pedestrians find businesses, use a small A-frame sign on the sidewalk during business hours to advertise specials, add landscaping in decorative planting boxes near storefronts (flex zone area), and provide interior window display areas that are constantly changing.

Figure D-7: STREET-FACING FAÇADE STUDY



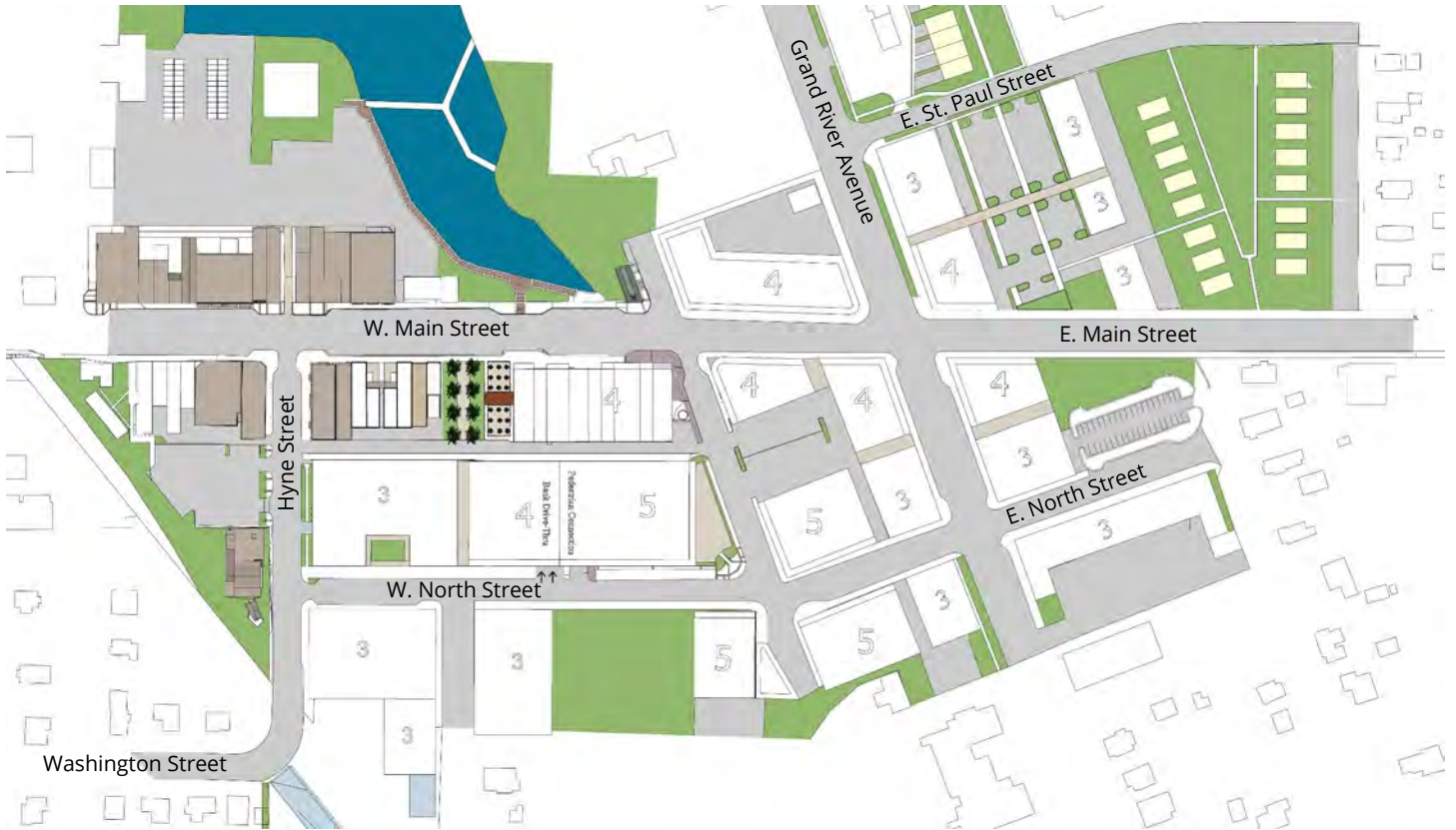
Office and Residential Uses on Upper Floors

Office and residential uses are prime occupants of downtown floor space that are located above the first floor or, in some cases, behind street-facing retail liner uses. These uses have one key benefit in common: they provide customers for downtown retail, restaurant, and entertainment uses.

Office uses bring daytime shoppers. A typical office worker spends about \$111 per week on goods and services in close proximity to where they work. About 31 percent of office workers shop during lunch and 41 percent shop after work. Each office worker can support 7 square feet of restaurant space and 23 feet of retail space.

Residential uses bring potential activity over 24 hours. While most residents may leave for employment or educational opportunities outside downtown during the day, others will be daytime shoppers. Those returning home in the evening have the potential to be evening patrons of downtown businesses.

Figure D-8: DOWNTOWN CONCEPT PLAN



The Downtown Concept Plan (Figure D-8, above) shows potential for redevelopment of private and public space within the downtown boundary. The plan reflects a potential to increase density and building height at selected locations to for new downtown housing, retail and office uses, entertainment uses, and structured and surface parking. Potential new buildings and structures are indicated in white; the numbers illustrate the intended maximum height of buildings and structures. Note, the upper limit of development is not envisioned as a by-right ability to construct. Rather, special land use approval will be necessary to construct the upper floor in some locations.

Possible locations for future public parking areas were explored in the 2011 Rich Associates Downtown Parking Study, but final sites have not been identified. Some sites designated for increased height may never redevelop. As long as the form and design of structures continue to support pedestrian circulation and activate the street with lively display windows and human-scale amenities, the foundation of the downtown plan can still be reflected.

The Downtown Concept Plan

Figure D-8 depicts a Concept Plan for the evolution of downtown Brighton based upon the planning concepts described previously. It allows the downtown to continue to provide its historical small-town character, while allowing redevelopment of sites in a manner that supports the downtown vision.

This Concept Plan uses the Downtown Framework Plan as its foundation. It provides a plan view and massing element to show how the downtown could evolve if individual property owners choose to redevelop a site to take advantage of additional massing and floor area that is reflected in the Downtown Framework Plan. The Concept Plan is not intended to reflect architectural design or precise building shape. In most cases, sites that are planned for three stories or less are shown as they currently exist. Some exceptions to this are primarily found on the east side of Grand River, north and south of Main, where the development pattern proposed represents a significant departure from the existing pattern.

It is important to note that while this plan shows potential redevelopment of existing buildings, it does not suggest elimination of existing uses. Rather, it suggests the potential to incorporate existing businesses in a new or expanded building that is patterned after the form recommendations in this plan.

Key elements of this Concept Plan include the following:

Four corners. The intersection of Main Street and Grand River Avenue is a key focal point of the downtown. It connects Main Street with Grand River, which is an arterial that connects the city to other cities and places in Livingston County and beyond. The plan envisions potential redevelopment up to four stories in height, with the fourth floor recessed so that the street-facing façade appears to be three stories high to the pedestrian on the street. This permits the four corners area to have an increased visual presence in the downtown and it provides a visual cue to passing motorists on Grand River and Main Street that this intersection has a pedestrian focus.

The four-story pattern includes up to one block from the intersection, with one exception, where the four-story block pattern extends west along the south side of Main Street to the existing public parking lot west of Ciao Amici's. This western extension provides an opportunity for residential dwellings to overlook the Millpond.

North Street (west). Directly south of the proposed four-story block that includes Ciao Amici's is the W. North Street block. The intersection of W. North Street and S. West Street is proposed to have up to five-story structures. This is an area of downtown where the topography slopes down towards the Ore Creek. The impact of the taller structures will be mitigated by the changing topography, and the third to fifth floor step backs will minimize the bulk of the new buildings as viewed from the street. It is anticipated that at least one of these five-story structures will be developed to primarily serve as public parking, providing 5 levels of parking over ground floor liner retail storefronts.

South Ore Creek. A key plan implementation element for this subarea is investigation the potential of daylighting South Ore Creek from W. Main Street to North Street. This would likely require recessing the potential five-story structure at the northwest corner of North and West so the creek can be exposed along the west side of West Street. This amenity could be a catalyst for outdoor dining and a small plaza flanking the creek.

The Kalamazoo River as it runs underneath downtown Kalamazoo. The portion visible in the foreground was once buried and is now the focal point of a lively park and event space.



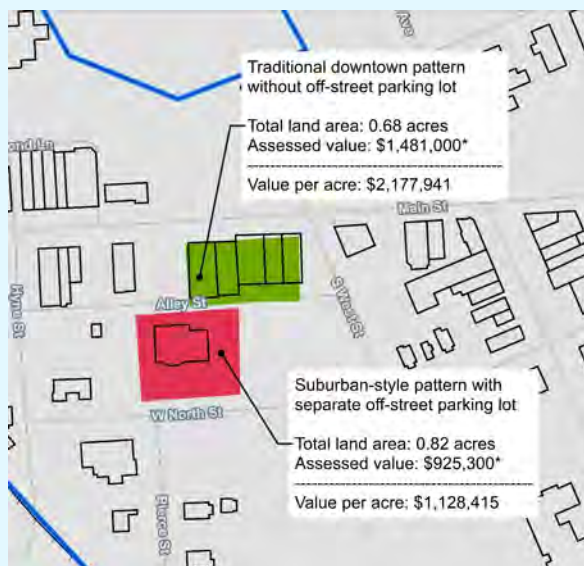
Traditional Downtown Building Forms. One of the key redevelopment sites is the existing Fifth Third Bank building on W. North Street. As noted elsewhere in the plan, the bank and other existing retail, restaurant, office, and personal service uses (beauty salons, etc.) are welcome downtown now and as part of any future redevelopment of individual parcels. The existing bank is developed in a suburban style format with a single floor structure and off-street parking. Transforming this site will help support pedestrian activity and provides greater density in the downtown. For example, the plan envisions the bank relocating on the ground floor of a 4-story building on the same site, with the drive-through operation continuing for as long as the demand exists for drive-through banking. The upper floors could include residential, office, or entertainment uses.



The Numbers Behind the Form

A study of 2017 assessed values comparing a suburban development pattern with the traditional downtown form showed that the traditional pattern yields an assessed value per acre that is almost two times the suburban style.

The images to the left show the current development pattern south of W. Main Street and a concept for transforming off-street parking areas into part of the downtown fabric, with mid-block pedestrian passages and park/plaza areas. A parking structure would address parking supply shortfalls in the area.





Eventually, the 53rd District Court building could be repurposed.

The south side of W. North Street is also proposed for five-story buildings east of the Ore Creek up to a point behind the existing buildings on the Grand River frontage. This area could also incorporate an outdoor plaza or outdoor seating for a ground floor restaurant use.

The area north of Main Street and east of Grand River currently has a suburban development pattern, with a large parking field comprising most of the space closest to the intersection. This plan for this area would be to incorporate the existing uses into a new mixed-use development, with building sited at the Grand River and Main Street front lot lines and residential development placed behind the frontage buildings. Some structured parking may be required to meet the demand in this area. This could be provided as first level parking behind retail liner uses facing Grand River Avenue, surface lots behind the buildings, and adjacent on-street parking.



The Hyne Passage is not only a convenient walkway, but with seasonal flowers and art, is also an interesting and engaging space for pedestrians.

Farmers Market Area. The existing 53rd District court building next to the Millpond is slated for potential closure in the future. This provides a potential opportunity to use this building for another purpose. The adjacent parking lot area is also currently used as part of the Farmers Market operation. The plan envisions exploring the conversion of the court building into a structure that could support the Farmers market. This area could also serve as an incubator for budding food-related entrepreneurs looking to establish new businesses. The plan also envisions installation of two or more sheltered areas within the parking lot that could provide a covered area for Farmers Market stalls, while served as a covered parking space during non-Farmers Market operations.

Pedestrian Passages. Pedestrian passages, also known as vias and paseos, are critical to establishing a convenient and efficient network in the downtown. They often are placed near mid-block and can serve multiple functions including 1) linking the storefront sidewalks on Main Street with larger parking fields behind buildings, 2) providing a location for outdoor dining, 3) serving as a place for pedestrian-oriented amenities such as landscaping, art, and lighting. The Hyne passage adjacent to the Brighton Bar and Grill is an example of how a space between buildings can serve multiple functions. (See Figure D-10 for additional examples of pedestrian passages

The Pierce Pedestrian Passage (Figure D-9) is proposed directly west of Ciao Amici's, where a small public parking lot currently exists. It will connect pedestrians on W. Main Street to W. North Street, west of a location where it is likely that a future parking structure will be constructed near the intersection of North Street and West Street. The connection between Main Street and the alley is envisioned as an urban amenity, with a tree lined pedestrian pathway, flanked by two rectangular lawn areas. This park will also serve as an amenity for the private plaza area that is part of the Ciao Amici's site. It would be an excellent location to establish an outdoor dining area fronting on this new urban park space. The connection from the alley to North Street would narrow as a passage between two new four-story buildings. It is anticipated this pedestrian passage would have lighting and artwork above the passage way to provide visual cues to passing pedestrians that this is a welcoming place. The photographs in Figure D-10 show some precedent images from other communities showing amenities that would be consistent with this vision.

Rooftops and Terraces. As the downtown evolves, opportunities for development and redevelopment can be found above grade, utilizing rooftops and terraces. Possible land uses range from green roofs, which provide stormwater management benefits, to outdoor dining and park / plaza space. As a downtown with important water features, including the Millpond and Ore Creek, using green roofs for stormwater management makes sense. It will reduce the amount of impervious surface downtown, which leads to less demand on the stormwater system during periods of heavy flooding. By promoting green roofs, the city is effectively protecting important downtown features that help attract customers to the area.

For residential uses, step back spaces, which are envisioned for 4th and 5th floors, can be used as terraces overlooking features including the Millpond. These terraced areas could also incorporate green roof features as a supplement to hardscaped patio areas.

Figure D-9: PIERCE PASSAGE



Proposed Pierce Pedestrian Passage, would connect the shopping and dining areas on W. Main Street with parking areas and other uses on West North Street. This effectively shortens the block length an increases pedestrian convenience.

Figure D-10: PRECEDENT IMAGES—PASSAGES



Laneway Art | Sydney, Australia
www.desktopmag.com.au



Carmel, California
Giffels Webster file photo



Kalamazoo Plaza
Giffels Webster file photo



Depot Town, Ypsilanti
Giffels Webster file photo



Passages, Birmingham, MI
Giffels Webster file photos

Open Space

Open Space and Pedestrian Circulation

The value of open space in a downtown is well-demonstrated in the city of Brighton with the Millpond. This water body and the Tridge, a pedestrian pathway traversing the water, is a focal point of activity. The Tridge and boardwalk were built in 1993 using a combination of City, DDA, and Michigan Department of Natural Resources funding. It artfully combines a pedestrian pathway experience with a natural resource.

Not all open spaces in a downtown setting need to be as grand as the Millpond. Thoughtfully designed small spaces can transform an urban setting. They can provide a place of respite during a long day of shopping and they can generate interest along the downtown stroll. Many downtown parks now include movable chairs so people can create a gathering space that is unique to the size of the group involved.

As the downtown continues to grow and evolve, additional open space areas – both public and private – should be added to the downtown fabric, with appropriate pedestrian, bicycle and barrier free access.



Open Space Typology

Typology is the study of elements that cannot be further reduced. An open space type is not something that is copied precisely from one community to the next. Rather, it is guide for the creation of a form for open space that also leads to a functional purpose. Types of potential open spaces include the following:

Green. The city or village green is a classic downtown open space feature. Most commonly, these are rectangle or square shaped spaces of varying sizes. The can include active or passive recreation options. Shade trees often line the edges in a formal soldier course of plantings. Access is typically from an adjacent public sidewalk. See Figure D-11.

Plaza. A plaza space is similar to a green, except that it is predominately hard surfaced. Recreational uses may be programmed for these spaces, but more often they include chairs and benches for seating. Movable chairs are highly desirable in plazas. Access is typically from an adjacent sidewalk, public or private. In some cases, a portion of the hardscape may be made available for outdoor dining. See Figure D-12.

Figure D-11: OPEN SPACE TYPE—GREEN



Figure D-12: OPEN SPACE TYPE—PLAZA

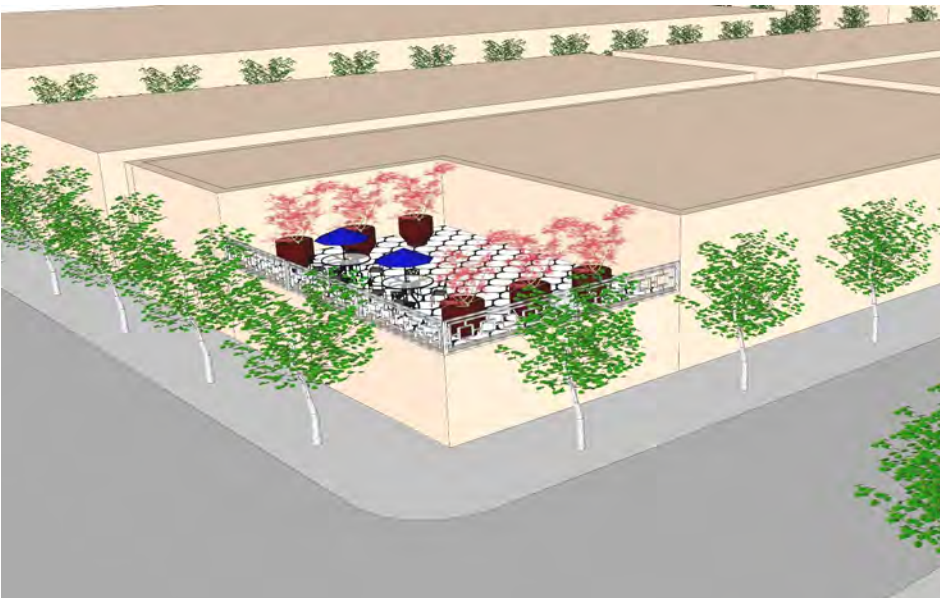


Figure D-13: OPEN SPACE TYPE—COURTYARD



Courtyard. A courtyard is an unroofed area enclosed on at least three sides by a building. It can be completely internal to a building or in can be constructed with an opening to an adjacent sidewalk. It may be open to the public or in may be restricted to private access. Informal seating areas are typically provided in courtyards. See Figure D-13.

Figure D-14: OPEN SPACE TYPE—SUN DECK/TERRACE



Sun Deck | Terrace. An open space area does not have to be at ground level to add value to a downtown. Rooftop sun decks and terraces provide for open spaces similar to ground-level plazas or greens, but they typically offer views that cannot be matched by their ground-level counterparts. Access maybe public or private, and seating areas are typically found on sun decks and terraces. See Figure D-14



Courtyard in University Village, Seattle, WA

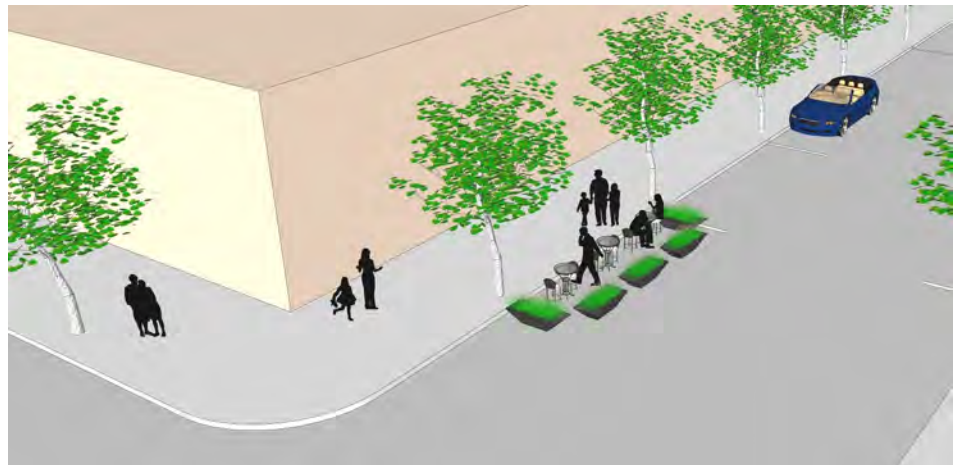
Passages. A passage or paseo is a walkway typically located between two buildings, similar to an alley for pedestrians. Designed properly, it can provide areas for outdoor dining, landscaping, outdoor sales in addition to the pathway function. Quite often, paseos serve as mid-block connections from larger parking lots located behind buildings to the primary pedestrian system located adjacent to storefronts. See Figure D-15.

Figure D-15: OPEN SPACE TYPE—PASSAGE



Parklet. Parklets are small park or open spaces that are created in unique locations along sidewalks. A common parklet idea is to convert a parallel parking space with a platform that supports seating areas and limited landscaping. See Figure D-16.

Figure D-16: OPEN SPACE TYPE—PARKLET



Parklet in Charlotte, NC



Private courtyards in Savannah, GA



Parking

Downtown Parking

Because of the mix of uses, pedestrian network, and increased density associated with downtowns, parking spaces can be shared. This reduces the demand for parking.

Shared parking is the use of a parking space to serve two or more individual land uses without conflict. The ability to share parking is the result of 1) variations in demand by day, season or hour for each use and 2) the ability to reach two or more destinations while parking only once.

In a downtown area like Brighton, shared parking is key. Providing too much parking is expensive, wasteful, and fiscally and environmentally irresponsible (stormwater runoff, impervious surfaces, maintenance, construction costs, etc.). Insufficient parking can negatively impact businesses, irritate customers, increase traffic congestion, and cause spillover into residential areas.

With shared parking, a downtown can adjust for hourly, daily, and monthly variations by land use category. For example, retail shopping areas and sit-down restaurants peak in December (100%) and bottom out in January (56%) and offices have a steady peak through most of the year, but drop to about 95% in July and August.

In 2011, a Brighton Parking Study was completed by Rich & Associates. The following summarizes the findings of the study:

Downtown Brighton has:

- 703 public spaces (248 on-street, 455 off-street)
- 1,022 private spaces
- In 2011, public spaces were 85% occupied at the peak hour. This level of occupancy is typically perceived as full.

The study called for 75-100 additional parking spaces.

The North Street Lot has approximately 100 spaces. The conceptual garage discussed in the Parking Study is projected to add approximately 300 spaces, a net 43% increase in overall public parking available. This would also bring the city closer to controlling half of the spaces downtown. Another option would be to make this lot larger so that it could accommodate additional growth from future development.

Parking demand for this new space will vary depending upon the use. If most of the upper floor space is occupied by residential, the majority of the future parking demand generated by this residential floor area will be supplied on-site, not in off-street garages or lots. If it is office, there will be significantly more off-street parking demand.

Meeting additional demand from new development will require more off-street parking spaces. This demand can be mitigated by attracting more upper level residential uses. It could also be impacted by the evolution of the autonomous vehicle industry. Ongoing monitoring of downtown parking demand is recommended.



Surface lots should include screening to minimize the impact of parked vehicles and maintain an interesting streetwall.

Connections/Circulation

Safe, convenient, and efficient access is critical for a healthy downtown, including provisions for both motorized and non-motorized transportation. The Complete Streets Plan chapter goes into detail on the connections in and around downtown, and includes recommendations for wayfinding signage (as shown in Figure D-17), bicycle racks, and other pedestrian amenities.

Figure D-17: DOWNTOWN WAYFINDING SIGN CONCEPT



Downtown Wayfinding Sign Concept illustrating the number of minutes it takes pedestrians and cyclists to get to common destinations.

Downtown Navigation

Once a visitor arrives to the downtown area, it is important that the road and sign system provide visual cues and guidance to the right location. The use of wayfinding signage goes beyond simple street signs to direct motorists to parking areas and pedestrians to sub-districts and attractions.

The street names in downtown Brighton include a series of “directional” names, which can be confusing. For example, North Street is located south of Main Street. West Street is divided into North West Street and South West Street.

As part of an updated wayfinding sign effort, the City should conduct a street name evaluation of the downtown. The “directional” street names should be replaced with names that reflect people that played an important role in the City’s past. Specific attention should be given to recognizing the contributions of important women and others who may have been overlooked in past street naming efforts.

Implementation strategies to be added

Intentionally blank

Recreation Plan

Administrative Structure



The City Council is responsible for establishing policies on parks, as well as their development. The Brighton Arts and Culture Commission (BACC) serves as the advisory body to the City Council on all matters regarding the parks. Council may also receive input from various organizations in the area, as well as the general public.

The City Manager is responsible for the coordination of maintenance and events at Brighton's Parks.

The Department of Public Works maintains and operates the city's parks. The city also has many volunteers who participate in park maintenance.

For fiscal year 2018-19, the budget for parks and recreation is about \$50,000.00.



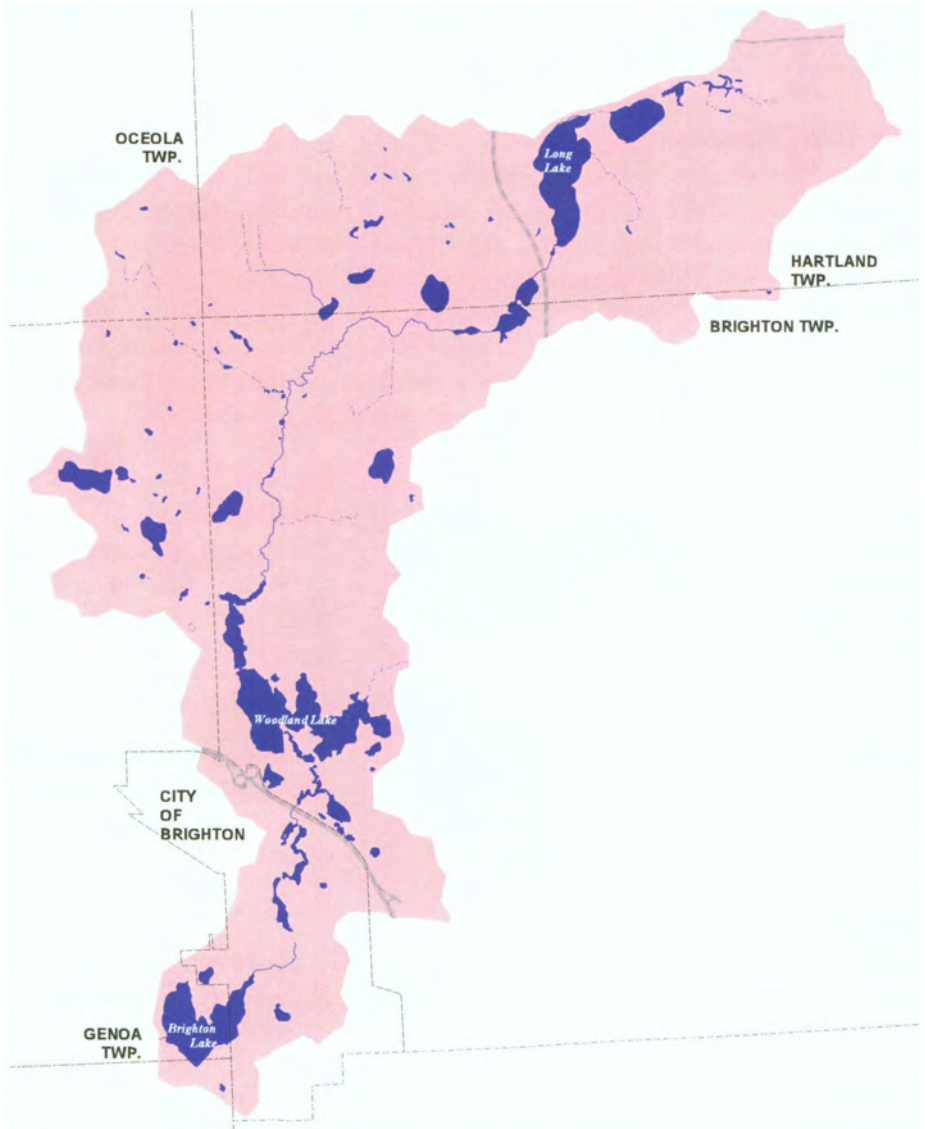
Parks and Recreation Inventory

Recreational Influence of the Huron River Watershed

The City of Brighton is situated in the Huron River Watershed, which includes most of Livingston County. The Brighton Lake subwatershed covers 23 square miles in southeast Livingston County, extending from the headwaters of South Ore Creek in Hartland Township downstream through the city, into the Millpond, under a portion of downtown, and to the Brighton Lake impoundment just south of the City of Brighton.

The Brighton Lake Watershed offers the city several unique water-related recreation opportunities. Overall, the Huron River Watershed contributes to the considerable recreation resources as noted on the pages that follow.

Map R-1: BRIGHTON LAKE WATERSHED MAP



Map of the Brighton Lake Watershed, a subwatershed of the Huron River Watershed. (Source: Huron River Watershed Council)

State, Regional, and Other Parks and Recreation Inventory

Brighton residents are fortunate to have a wide variety of recreation facilities and opportunities has several municipal parks, as well as numerous regional parks within a short drive of the city limits. Map R-1 shows the regional recreation resources for Brighton residents.

STATE PARKS

Island Lake Recreation Area is located approximately four miles from the city, and is a 4,000-acre park located along the Huron River corridor. The park offers a large variety of land and water recreation opportunities, including 19 miles of trails, biking, hunting, wildlife viewing, shooting/archery, fishing, swimming, kayaking, and canoeing.

Brighton Recreation Area is seven miles away from the city, and is considered to have some of the most rugged terrain in Southeast Michigan. The 4-947-acre recreation area offers modern, rustic, cabin, and equestrian campgrounds, as well as unique canoe-in camping options. It also contains a total of 41-miles of hiking, mountain biking, equestrian, and accessible trails. Hunting and fishing opportunities are also available.

Lakeland Trails State Park, a former rail corridor, is a 22-mile linear state park. The trail is intended for hiking, biking, cross country skiing, and wheelchair use. There is a trailhead in Pinckney, approximately 13 miles from the city of Brighton.

HURON CLINTON METROPOLITAN AUTHORITY RESOURCES

Huron Meadows Metropark is a 1,540-acre park located five miles southeast of Brighton Recreation Area offering a wide variety of activities for outdoor enthusiasts. Available activities include cross-country skiing, hiking, biking, golf and geocaching. Small lakes provide boating and fishing. There are three picnic areas that can also be rented for private functions. This park is open year-round. A Metropark motor vehicle entry permit (which is different from the Recreation Passport) is required to enter the park.



Brighton residents can enjoy trails for horseback riding (Above: Brighton Recreation Area) and mountain biking (Below: Island Lake Recreation Area)



Kensington Metropark is located east of Brighton Recreation Area and adjacent to Island Lake Recreation Area. The 4,481-acre Metropark sprawls across wooded, hilly terrain, surrounds Kent Lake, and is home to an abundance of wildlife and waterfowl. The park offers a multitude of recreational year-round recreational opportunities including biking, swimming, cross-country skiing, boating, and picnicking as well as the Splash 'n' Blast water park. The park also offers a petting farm, nature center, and 18-hole golf course. A pedestrian/bicycle pathway that crosses beneath I-96 connects Kensington Metropark and Island Lake Recreation Area and is about six miles from the city limits.



A new, more visible home is needed for the now-closed skate park.

COUNTY PARKS

Brighton is located in Livingston County, which owns and maintains a county parks system. There is one county park within a reasonable drive for Brighton residents.

Lutz County Park is located approximately 21 miles away in Linden, Michigan. The 320-acre park offers nature viewing, picnicking, and hiking.

SELCRA MEIJER SKATE PARK (closed)

Located behind the Meijer on Ondorf Drive, this skate park is owned by the Southeast Livingston County Recreation Authority (SELCRA). The park closed in 2015, though the Authority is in the process of reopening and operating the park.



SCHOOL-OWNED FACILITIES

The Bridge Alternative High School offers a soccer field and a separate athletic field.

Brighton High School contains two baseball diamonds, a softball diamond, 12 tennis courts, two batting cages, and a football field.

Brighton Community Education offers educational courses to all residents in the Brighton School District, including adult classes, aquatic courses, performing arts, children's programs, and travel opportunities.

OTHER NEARBY LOCAL PARKS

Manly W. Bennett Memorial Park is located in Hamburg Township. The 384-acre park offers baseball diamonds, soccer fields, a model airplane runway/flying area, playgrounds, picnic areas, hiking and biking trails.

Genoa Township Recreation Area is located at the Township Hall and features two playgrounds, a sled hill, walking path and two athletic fields.

PRIVATE RECREATION RESOURCES

Mount Brighton Ski Resort is located just outside the city limits to the northeast and features 26 trails on 130 acres, six lifts, night skiing and riding, as well as an 18-hole golf course. Mount Brighton is suited for ski enthusiasts of all abilities and ages. Lessons are available during open season.

Jackal Golf Club is a par 71 course located at Mt. Brighton and offers bent grass tees, fairways and greens, and state of the art irrigation system.

Lakelands Golf & Country Club is located in Hamburg Township, featuring a private 18-hole course open March – December. The Club is adjacent to Winans Lake, which is a non-motorized lake that offers members year-round water sports opportunities including fishing and swimming.

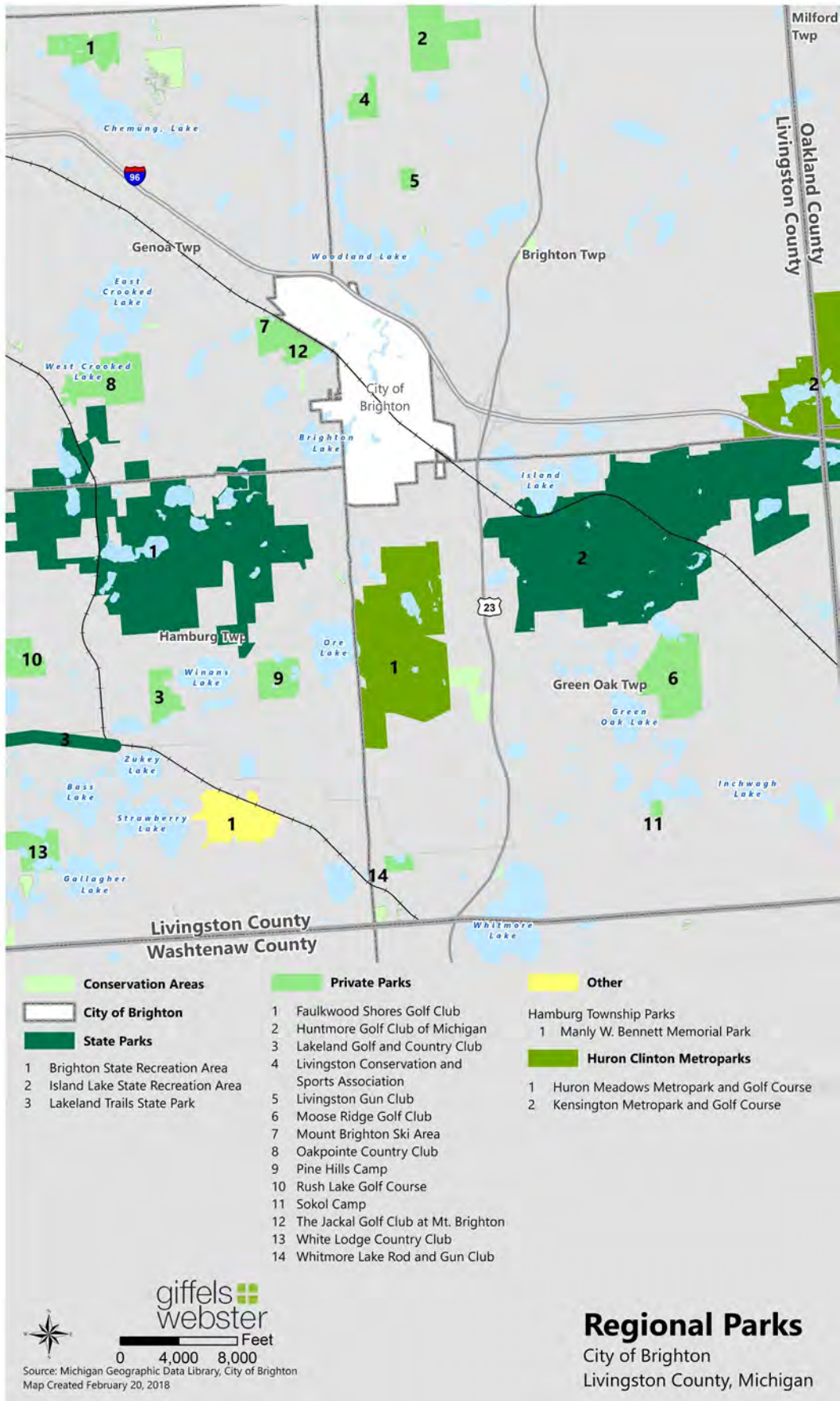
Oak Point Country Club is a private club located in Genoa Township. It offers two 18-hole golf courses, a clubhouse with a golf pro shop, a fitness center, formal and informal dining areas, several banquet rooms, four lighted tennis courts, a junior Olympic pool, a full-size driving range and beach access with a play park.



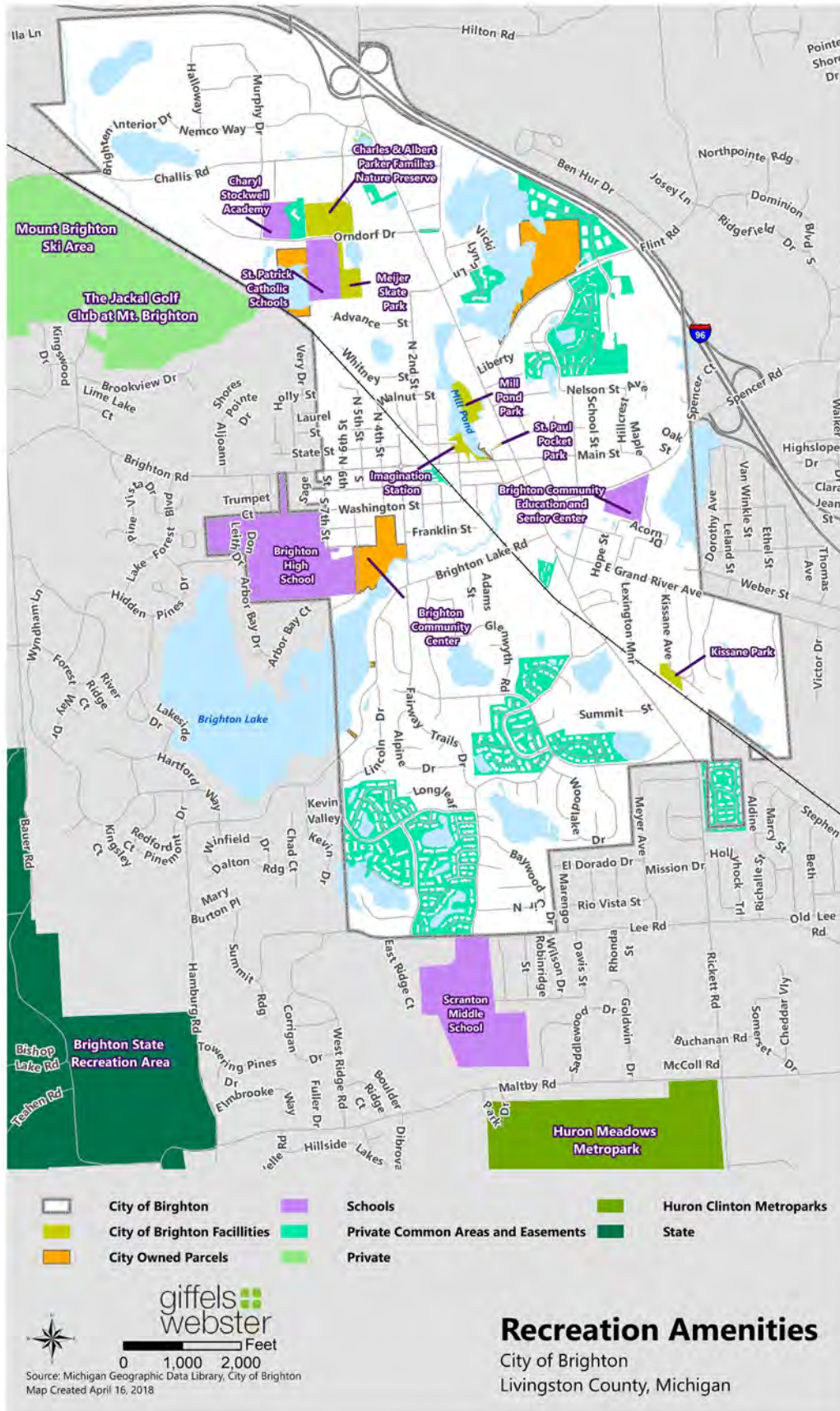
Mt. Brighton, just outside the city limits, offers residents year-round recreation opportunities. (Source: Mt. Brighton)



Map R-2: REGIONAL PARKS



Map R-3: LOCAL PARKS



City of Brighton Parks and Recreation Inventory

The following inventory contains a short description of each of the city's recreation facilities as illustrated on Map R-2. Information includes the approximate size of the facility, and its amenities. The park type is generally based on the State of Michigan Department of Natural Resources Recommended Classification System for Local and Regional Recreation Open Space and Trails (see page 11).

MILLPOND PARK

Located in the heart of the downtown, Millpond Park is a major gathering area in the city. The park offers a paved walking trail along the perimeter of the pond, as well as a boardwalk over the pond. A gazebo is also on site, which is free for community use and often hosts performances in the spring, summer, and fall.



Type	Community Park
Size	1 acre
Amenities	Pavilion, walkways, tridge, pond



IMAGINATION STATION

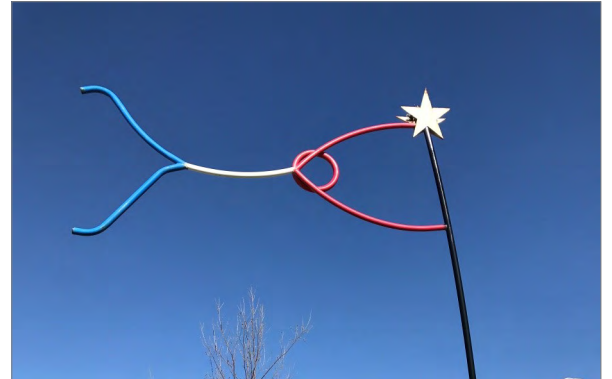
Built in 1995, this park is located in downtown Brighton between Millpond and the Municipal Building. The 10,000-square foot park contains a large, wooden, castle-like playscape that is enjoyed by children of all ages. Restrooms, drinking fountains, benches, a covered picnic pavilion, and interactive art and sculptures are also located in this area.



Type	Community Park
Size	0.22 acre
Amenities	Playground

BACC SCULPTURE GARDEN

Brighton Arts and Culture Committee created a Sculpture Garden in 2013, located on East Main Street. The park is a part of the city's many outdoor art displays, and showcases art by local artists. A walking tour map is available.



Type	Special Use Park
Size	N/A
Amenities	Outdoor art displays



ST. PAUL POCKET PARK

Located along St. Paul Street near Grand River, this linear pocket park contains three sculptures and a built-in concrete seating area. The sculptures were the selected submission chosen by City Council in January 2011, and were designed by local artists. The artwork was installed with funding from the Michigan Economic Development Corporation.

Type	Special Use Park
Size	0.05 acres
Amenities	Outdoor art displays, seating



KISSANE PARK

This neighborhood park is located on the west side of Maurice Drive at the intersection of Kissane Avenue. This park includes limited visitor parking, an open space area, as well as a jungle gym, swings, a slide, and seating areas.

Type	Neighborhood Park
Size	1.86 acres
Amenities	Jungle gym, swings, slide, seating, open space



BRIGHTON COMMUNITY CENTER

This indoor recreation space is available for the community to rent for events. Rentals are handled by the Brighton Area Schools. The Garden Club, local boy and girl scout troops, and other groups utilize the center.

Type	Community Center
Size	N/A
Amenities	Meeting rooms, kitchen

CHARLES & ALBERT PARKER FAMILIES NATURE PRESEVE

This nature preserve is located behind the Brighton District Library on Orndorf Drive. The Parker Family sold the property to the library with the stipulation of keeping it a natural area. A short walking trail is located in this scenic area.



Type	Natural Resource Area
Size	7.5 acres
Amenities	Nature trail, natural area

OTHER COMMUNITY RECREATION RESOURCES



BRIGHTON COMMUNITY EDUCATION CENTER

The Community Education Center (owned and operated by Brighton Area Schools) is home to a variety of continuing educational programs as well as the Senior Center. The site includes a playground and short nature trail.

Programming and Opportunities

EVENTS

The city hosts several civic events in the parks, primarily from May through December. Some of these events include:

- Swingfusion at the Millpond
- Art in the Millpond
- Optimists Club Fishing Derby
- Music at the Pond
- Kiwanis Concerts in the Gazebo



VOLUNTEER OPPORTUNITIES

- The first annual Millpond Clean-Up volunteer event took place on Earth Day in 2017. This event consisted of removing invasive species, unsightly brush, trash, and other objects from the Millpond and surrounding shoreline.
- The Imagination Station has volunteer clean-up days every second and fourth Saturday of the month.
- The city has a very active Garden Club that manages four gardens in the City

Grant History

DNR GRANT INVENTORY

Project Number: TF94-095

Name: Millpond Park

Year: 1994

Scope: \$165,000.00

Description: Improve the City of Brighton's Millpond Park, which construction of a pedestrian bridge, boardwalk, and amphitheater.

Status: Closed

Project Number: TF97-063

Name: Millpond Trail Extension

Year: 1997

Scope: \$294,695.00

Description: Increase accessibility and recreational use of the Millpond by creating a 2,242 foot pedestrian path along the eastern edge of the Millpond.

Status: Closed

Barrier Free Assessment

The following summary addresses the accessibility of parks and recreation facilities in compliance with the American with Disabilities Act Accessibility Guidelines (ADAAG). The following system provided by the MDNR Guidelines for the Development of Community Park, Recreation, Open Space and Greenway Plans was used to assess each park.

Table R-1: BARRIER FREE ASSESSMENT

	Millpond	Imagination Station	St. Paul Pocket Park	Kissane Park	Brighton Community Center	Parker Nature Preserve	BACC Sculpture Garden
Overall Ranking*	3	3	3	2	3	2	4
Parking							
Accessible parking spaces are provided and marked with International Symbol of Accessibility.	Yes	Yes	Yes	No	Yes	No	Yes
Accessible parking is as near to the park entrance as possible.	No	No	No	No	Yes	No	Yes
Play Areas							
There is an accessible route (60 inches wide) to the entrance of the play area with a slope no steeper than 1:16.	N/A	Yes	N/A	No	N/A	N/A	Yes
For playground equipment, at least one turning space is provided on the same level as play components.	N/A	No	N/A	No	N/A	N/A	N/A
Play area surface is firm and stable (mulch/woodchips, sand and gravel are not accessible surfaces)	N/A	No	N/A	Yes	N/A	N/A	N/A
Where multiple swings in a swing bay are provided, one swing is located on an accessible route.	N/A	No	N/A	No	N/A	N/A	N/A
For court sports, at least one accessible route connects both sides of the court.	N/A	N/A	N/A	No	N/A	N/A	N/A

***Ranking:**

1= none of the facilities/park areas meet accessibility guidelines

2= some of the facilities/park areas meet accessibility guidelines

3=most of the facilities/park areas meet accessibility guidelines

4= the entire park meets accessibility guidelines

5= the entire park was developed/renovated using the principals of universal design

Table R-1 (CONTINUED): BARRIER FREE ASSESSMENT

	Millpond	Imagination Station	St. Paul Pocket Park	Kissane Park	Brighton Community Center	Parker Nature Preserve	BACC Sculpture Garden
Park Amenities							
Picnic tables provide at least one wheelchair space for each 24 linear feet of usable table surface perimeter. The aisles between chairs and tables are 3 feet wide.	N/A	Yes	N/A	No	N/A	N/A	N/A
Drinking fountain spout outlets are a maximum of 36 inches above the finish floor or ground.	N/A	Yes	N/A	N/A	Yes	N/A	N/A
Safety is promoted by good street lighting.	Yes	Yes	Yes	N/A	Yes	N/A	Yes
Ramps are non-slip.	N/A	No	Yes	N/A	Yes	N/A	N/A
If public restroom facility present, there is at least one fully accessible restroom.	Yes	Yes	N/A	N/A	Yes	N/A	N/A
Trails and Sidewalks							
There is a path of travel that does not require the use of stairs.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Bike paths are separate from pedestrian walkways.	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sidewalks are free of obstruction, wide enough for wheelchairs, solid (not made of dirt), and have curb cuts.	Yes	Yes	Yes	Yes	Yes	No	Yes
All stairways feature a railing and stair tips that are painted to distinguish each step.	No	No	Yes	N/A	N/A	N/A	N/A
Handrails are provided on both sides of a ramp.	Yes	Yes	N/A	N/A	N/A	N/A	N/A
Accessible routes connect all park amenities and coincide with general circulation paths.	Yes	Yes	Yes	N/A	Yes	No	Yes

Recreation Needs Analysis

National Standards and Guidelines

To analyze the recreational needs of the city’s residents and determine deficiencies within recreation programs, it is helpful to consider standards for recreation service areas, land needs based on future population, and the ultimate size and extent of recreation facilities and their location.

These recreation planning standards are a useful tool in making an assessment of future recreation needs. Standards may be used effectively only as a means for comparing present conditions to what is thought to be suitable or desirable, and as a general guide toward estimating future needs and demands. In assessing recreation needs, the city should consider these standards, along with the city facilities, and also within the context of other nearby recreation facilities.

The following organizations have developed guidelines for recreation, which are referenced in this analysis of Brighton’s recreation facilities:

URBAN LAND INSTITUTE (ULI)

The ULI, a private research organization concerned with planning and development of land, recommends standards for recreation areas for community and neighborhood development.

THE TRUST FOR PUBLIC LAND (TPL)

The TPL is a nonprofit organization focused on creating parks and protecting land for people across the United States. They provide resources and advocate for planning and funding of parks at the local, state, and national level.

NATIONAL RECREATION AND PARK ASSOCIATION (NRPA)

The NRPA developed the following recommended standards and guidelines for recreation, parks and open space. The major types of community recreation facilities recommended by the above organizations include: (see next page)

Parks for an Aging Population

While there are no general standards for parks aimed at the aging population, many communities and other organizations are recognizing the importance of keeping older adults active as well as socially engaged.

In addition to ensuring parks are accessible for those of all ages and abilities, equipment and facilities aimed at older adults are being recommended for inclusion in parks and recreation facilities.



Example of playground equipment designed for those over age 60. (Source: The Telegraph (UK))

Playgrounds/Mini-Parks

Specialized facilities that serve a concentrated or limited population, or specific groups such as small children or senior citizens. Suggested recreational amenities for an individual mini-park could include a small set of playground equipment, a few picnic tables and ½ acre open space.

Playfield or Athletic Fields/Neighborhood Park

Neighborhood parks should offer a variety of activities to accommodate a range of ages, physical abilities, and recreational interests. It is recommended that neighborhood parks should be comprised of approximately 50% active uses (fields, courts, playgrounds, skating, etc.) and 50% passive uses (trails, picnic areas, etc.). A minimum of 7-10 parking spaces are recommended.

Community Parks

Community-wide parks include larger parks with diverse environmental quality. A variety of passive and active uses are typically provided, including athletic fields, sledding hills, trails, picnic areas, and playgrounds. Uses are usually separated by activity and age group to limit potential conflicts between different types of users. Other activities include outdoor swimming, lighted spectator-type athletic fields, ice skating, and ample off-street parking.

Connector Trails

Connector trails are often multi-use trails that give non-motorized access to parks and other uses. Modes of travel include walking, biking, and in-line skating. These trails could be located in an independent right-of-way, such as along utility corridors, or within road rights-of-way. There are no current standards for recommended trail mileage within/around a community.

NRPA Annual Agency Review

Each year, the NRPA surveys parks and recreation agencies across the US and shares this data to help communities benchmark their programs and facilities against similar-sized peers. The NRPA recognizes that applying standards and guidelines often prove challenging due to the variety of populations served and funding sources available. Table R-2 on the following page shows current benchmarks for certain park facilities based on populations under 20,000. The list illustrates the number of facilities that might be expected in the city of Brighton, based on its current and future population.

**Table R-2: 2017 NRPA AGENCY PERFORMANCE REVIEW—
COMPARISON OF COMMUNITIES WITH POPULATIONS UNDER 20,000**

	Number of Residents per Facility*: Population less than 20,000	Benchmark Number of Facilities for 2010 Brighton Population (7,659)	Benchmark Number of Facilities for Projected 2040 Brighton Population (9,628)	Current Number of Facilities**
Playgrounds	2,258	3	4	3
Basketball courts	3,850	2	3	Unknown
Diamond fields: baseball - youth	3,167	2	3	1
Diamond fields: softball fields - adult	5,240	1	2	Unknown
Rectangular fields: multi-purpose	3,250	2	3	1
Diamond fields: softball fields - youth	4,994	2	2	1
Dog park	9,695	1	1	0
Diamond fields: baseball - adult	8,106	1	1	Unknown
Community gardens	8,500	1	1	1
Rectangular fields: soccer field - adult	8,033	1	1	1
Rectangular fields: football field	7,860	1	1	1
Diamond fields: tee-ball	7,510	1	1	1
Multiuse courts -basketball, volleyball	5,996	1	2	Unknown
Ice rink (outdoor only)	7,955	1	1	0
Multipurpose synthetic field	0	0	0	0
Rectangular fields: lacrosse field	6,661	1	1	Unknown
Rectangular fields: cricket field	0	0	0	0
Overlay field	5,498	1	2	Unknown
Rectangular fields: field hockey field	12,581	1	1	Unknown

**Findings from the 2017 NRPA Agency Performance Review uses data from Park Metrics, NRPA's park and recreation agency performance benchmarking tool, from years 2014-2016.*

***This number includes facilities provided by Brighton Area Schools*



**STATE OF MICHIGAN DEPARTMENT OF NATURAL RESOURCES
(MDNR)**

The DNR includes a **Recommended Classification System for Local and Regional recreation Open Space and Trails** (see Table R-3) for the development of recreation plans. On the pages that follow, these standards outline recommendations for developed recreation acreage and for the various types of recreation activities; however, it should be noted that these standards are guidelines and the city should consider other recreation opportunities within the area as well as the ability to maintain community facilities.

These standards are compared with the recreation opportunities provided by the city in Table R-4.

Table R-3: RECOMMENDED CLASSIFICATION SYSTEM FOR LOCAL AND REGIONAL RECREATION OPEN SPACE AND TRAILS (MDNR)

Classification	General Description	Location Criteria	Size Criteria	Acres / 1,000 Population (Min)	Acres / 1,000 Population (Max)
Mini-Park	Used to address limited, isolated or unique recreational needs.	Less than ¼ mile distance in residential setting.	Between 2500 sq. ft. and one acre in size.	0.25	0.5
Neighborhood Park	Neighborhood park remains the basic unit of the park system and serves as the recreational and social focus of the neighborhood. Focus is on informal active and passive recreation.	¼- to ½-mile distance and uninterrupted by non-residential roads and other physical barriers.	5 acres is considered minimum size. 5 to 10 acres is optimal.	1	2
School-Park	Depending on circumstances, combining parks with school sites can fulfill the space requirements for other classes of parks, such as neighborhood, community, sports complex and special use.	Determined by location of school district property.	Variable-depends on function.		Variable
Community Park	Serves broader purpose than neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces.	Determined by the quality and suitability of the site. Usually serves two or more neighborhoods and ½ to 3 mile distance.	As needed to accommodate desired uses. Usually between 30 and 50 acres.	5	8
Large Urban Park	Large urban parks serve a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community. Focus is on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces.	Determined by the quality and suitability of the site. Usually serves the entire community.	As needed to accommodate desired uses. Usually a minimum of 50 acres, with 75 or more acres being optimal.		Variable.
Natural Resource Areas	Lands set aside for preservation of significant natural resources, remnant landscapes, open space, and visual aesthetics/buffering.	Resource availability and opportunity.	Variable.		Variable.
Regional / Metropolitan Park	Land set aside for preservation of natural beauty or environmental significance, recreation use or historic or cultural interest use.	Located to serve several communities within 1 hour driving time.	Optimal size is 200+ acres, but size varies based on accommodating the desired uses.	5	10
Greenways	Effectively tie park system components together to form a continuous park environment.	Resource availability and opportunity.	Variable.		Variable.
Sports Complex	Consolidates heavily programmed athletic fields and associated facilities to larger and fewer sites strategically located throughout the community.	Strategically located community-wide facilities.	Determined by projected demand. Usually a minimum of 25 acres, with 40 to 80 acres being		Variable.

Table R-4: CITY OF BRIGHTON COMPARISON TO RECOMMENDED CLASSIFICATION SYSTEM FOR LOCAL AND REGIONAL RECREATION OPEN SPACE AND TRAILS

Classification	Brighton 2010 Population		Brighton 2040 Projected Population		Existing (Acres)	Recommended (Acres)	Comments
	Min (acres)	Max (acres)	Min (acres)	Max (acres)			
	7659		9,628				
Mini-Park	2	4	2	5	-	2-5 acres	Explore opportunity for mini-parks throughout the city.*
Neighborhood Park	8	15	10	19	1.86	8-10 acres	Explore opportunity for neighborhood park at the south end of the city.
School-Park	Variable		Variable		1	1	Existing school facilities, including Scranton Middle School and Brighton High School provide a variety of amenities that serve the community.
Community Park	38	61	48	77	1.22	2+ acres	Explore opportunities to add another community park in the city.
Large Urban Park	Variable		Variable		-	-	Not needed
Natural Resource Areas	Variable		Variable		7.5	7.5+	Opportunities to add natural resource areas could be explored
Regional / Metropolitan Park	38	77	48	96	-	-	State parks and metroparks nearby offer exceptional recreation amenities within close proximity for city residents.
Greenways & Trails					-	1+	Add trails/shared use paths—refer to Complete Streets plan. Additionally, consider water trail opportunities.
Sports Complex					-	-	Explore opportunity for additional sports facilities, possibly in the north end of the city.
Special Use					<1	1+	Enhance existing special use parks and explore opportunities for additional special use parks throughout the city.

***This could include parks with playground and/or fitness amenities for both children and adults.**

City Recreation Half-Mile Radius Assessment

The Trust for Public Land (TPL) is a national organization that advocates for parks and preserved open spaces. They believe that parks are important to communities and that close-to-home opportunities to exercise and experience nature are essential for our physical and mental well-being. Studies show that parks can encourage physical activity, reduce crime, revitalize local economies, and help bring neighborhoods together. The TPL encourages communities to strive for reasonable park access for their residents.

To facilitate discussion about park access and provide a means of illustrating the point, the TPL is developing a database of cities across the country that identifies a city's population that is within a 10-minute walk (one-half mile) of a park. Park access is the ability to reach a publicly owned park within a half-mile walk on the road network, unobstructed by freeways, rivers, fences, and other obstacles. The city of Brighton is not currently identified in the TPL database (www.parkserve.org), but the following nearby cities are included, and are shown in Table R-5. A ten-minute walk radius map is shown in Map R-4. The information on the city of Brighton is provided by Giffels Webster as a part of our analysis.

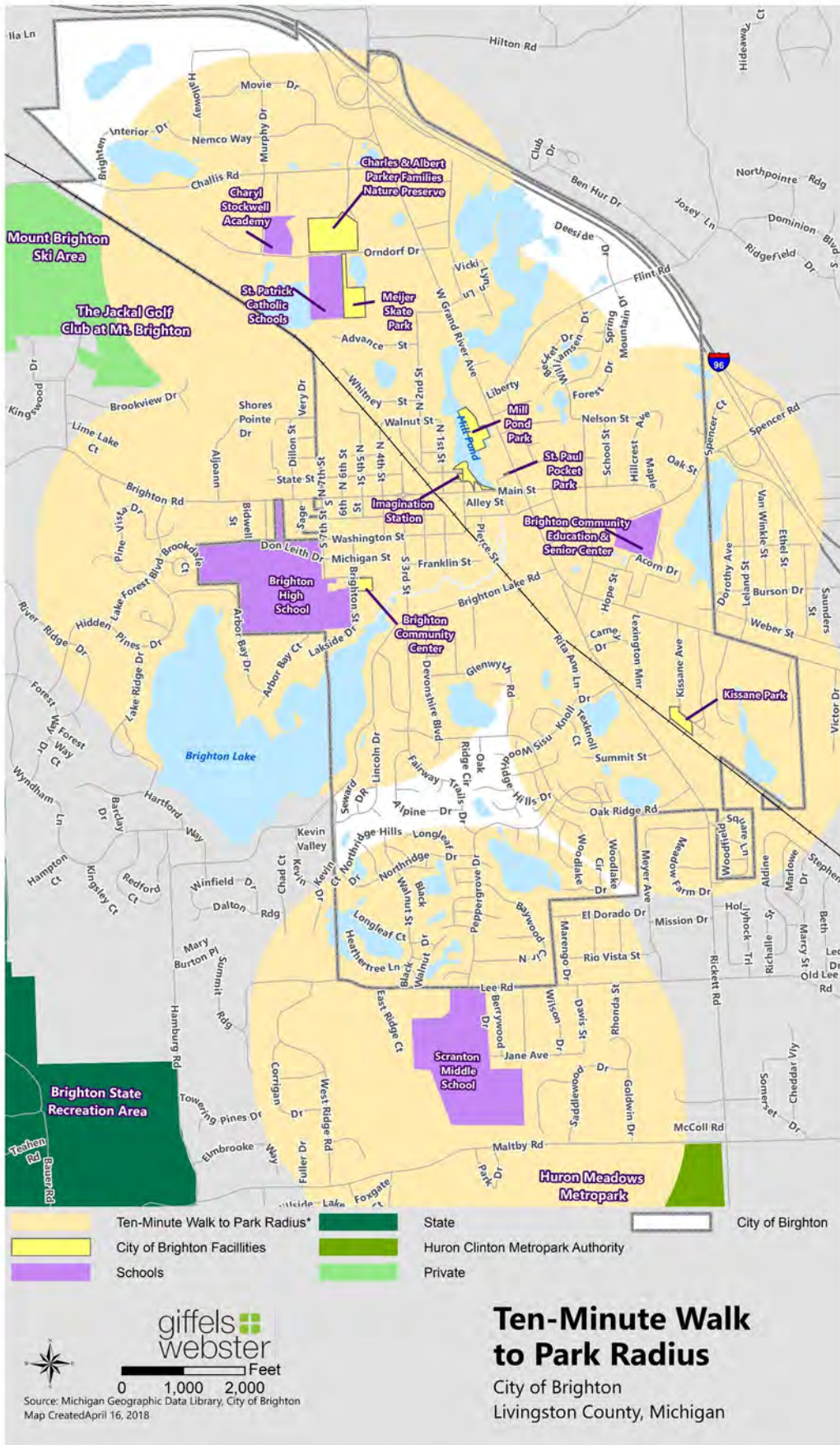


Table R-5: TRAVEL TIME AND DISTANCE TO PARKS

	Percent of Population within a 10-minute walk of a park	Parks within the city	Total Park Acreage within the city	People per acre of parkland
Brighton	70%*	7	32.8	233
Howell	60%	10	34	285
Pinckney	21%	1	2	1,231
Ann Arbor	90%	176	1,689	70
Novi	20%	18	1,353	43
Milford	57%	5	76	82

* This is an estimate based on available 2016 Census tract information showing approximately 5,000 people within 1/2 mile radius of a municipal park/recreation facility. According to the US Census 2016 estimates, the city's overall population is 7,659.

Map R-4: TEN-MINUTE WALK RADIUS



Goals, Objectives, & Action Strategies

Goals & Objectives

What are goals, objectives, and strategies?

- **Goals** are general guidelines that explain what the community wants to achieve. Goals are usually long-term and represent global visions such as “protect the City’s natural resources.” Goals define the “what” but not the “how.” **Goals are established in the Master Plan Use Plan.**
- **Objectives** identify the milestones that mark progress in achieving goals – more of the “how.” For example, the goal of “protect the City’s natural resources” could be measured in terms of “Maintain the City’s tree cover.” **Objectives are plan-specific and are included here.**
- **Action items** are more specific and define the steps to accomplish objectives and attain the identified goals – these could be considered the “who” and “when.” The most effective action strategies will include who will tackle that task and when it should be accomplished.

This Recreation Plan is part of an overall Comprehensive Plan prepared by the City of Brighton. The Comprehensive Plan includes the city’s Master Land Use Plan, Downtown Plan, Complete Streets Plan, and Parks & Recreation Plan. Goals of the Master Land Use Plan guide all of the planning documents included in the Comprehensive Plan. Each plan has its own specific objectives and action strategies, which support the goals established in the Master Plan Use Plan. Action strategies follow at the end of this plan chapter.

2018 Comprehensive Plan Goals

1. **Quality and Variety of Housing.** Ensure the availability of a wide range of attractive housing choices for residents of all ages. Connect housing with neighborhood commercial goods and services while protecting residents from noise, traffic, and other impacts of non-residential development. Encourage the preservation, maintenance, and renovation of older homes in the city.
 - R 1.A.** Encourage the provision of neighborhood open space and recreation areas in new residential developments and within existing neighborhoods, where possible.
 - R 1.B.** Ensure neighborhoods are connected to parks and recreation facilities in and around the city.
2. **Community Identity.** Recognize that the city’s identity is largely based on its downtown. Encourage civic, social, and cultural activities, support downtown businesses, and promote the development of additional housing to strengthen not only downtown, but also the city’s identity. Ensure the city’s residential areas and downtown are well-connected via motorized and non-motorized transportation options. Maintain a standard of high-quality design and materials on new and redeveloped buildings throughout the city.

R 2.A. Ensure residents are connected to downtown and other commercial areas.

R 2.B. Encourage residents to use non-motorized transportation options for recreation as well as for accessing goods, services, and community activities.

R 2.C. Incorporate local art and culture into recreation facilities and programming.

R 2.D. Incorporate open space and recreational facilities with non-residential development.

3. **Environmental Stewardship.** Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques. Educate residents and business owners about the long-term value of the city's natural resources. Maintain a balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

R 3.A. Ensure that the city's parks and open spaces are maintained in an environmentally sound manner, which includes managing invasive species, protecting wildlife habitats, and planting native species that minimize water needs and maintenance.

R 3.B. Encourage environmental education through interpretive signage and demonstration projects within city parks and other civic facilities.



Picnic areas at the Millpond park encourage residents to spend more time at the park

4. **Infrastructure and Civic Spaces.** Invest wisely in ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Maintain civic spaces, including city hall and recreation facilities. Ensure that new development minimizes the demands placed on the city's existing infrastructure. Support the city's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.

R 4.A. Maintain and improve existing parks facilities for accessibility, safety, and enjoyment for people of all ages and abilities.

R 4.B. Explore opportunities to add more parks and recreational amenities throughout the city.

R 4.C. Enhance recreation opportunities and access to water resources, including the Millpond and Brighton Lake.

5. **Economic Development.** Maintain a vibrant and strong local economy by supporting current and new businesses. Build upon strengths that make Brighton an attractive community for business development. Nurture businesses downtown, in the east and west Grand River corridors, as well as industrial areas.

R 5.A. Explore opportunities to partner with businesses on park improvements, expansions, amenities, and programming.

R 5.B. Encourage recreation-focused businesses to locate and expand in the city, which is in close proximity to a wide variety of parks and recreation facilities.



The Imagination Station playscape is a popular recreation facility

Action Strategies

Goal 1—Quality and Variety of Housing

R 1.A. Encourage the provision of neighborhood open space and recreation areas in new residential developments and within existing neighborhoods, where possible.

Action

Amend the Zoning Ordinance to require neighborhood open space and recreation facilities with all new residential developments in the city.

Explore opportunities to acquire land within existing neighborhoods for parks and open spaces.

Work with homeowners' associations on maintenance plans for existing and future open spaces and recreational facilities.

R 1.B. Ensure neighborhoods are connected to parks and recreation facilities in and around the city.

Action

Using the Complete Streets Plan, fill in the non-motorized transportation network gaps between residential areas and the city's parks and recreation facilities.

Amend the Zoning Ordinance to require new development to provide connections to nearby parks and recreation facilities in the city.

Goal 2—Community Identity

R 2.A. Ensure residents are connected to downtown and other commercial areas.

Action

Using the Complete Streets Plan, fill in the non-motorized transportation network gaps between residential areas and downtown.

Amend the Zoning Ordinance to require new development to provide connections to downtown.

R 2.B. Encourage residents to use non-motorized transportation options for recreation as well as for accessing goods, services, and community activities.

Action

Develop a marketing strategy for the city's non-motorized transportation network, illustrating the connections between residential areas, parks, and commercial areas.

Create a wayfinding plan that identifies key destinations in the city, distances/time to popular destinations.

Implement the city's wayfinding plan.

R 2.C. Incorporate local art and culture into recreation facilities and programming.

Action

Work with the Brighton Arts & Culture Commission, the Brighton Arts Center, and other local arts and culture partners on a plan to promote art in city parks and recreation areas.

Work with the Brighton Arts & Culture Commission, the Brighton Arts Center, and other local arts and culture partners on a plan to develop arts-related recreational programming.

R 2.D. Incorporate open space and recreational facilities with non-residential development.

Action

Amend the Zoning Ordinance to require open space and recreation facilities with all new non-residential developments in the city.

Explore opportunities to provide and/or improve open spaces and recreational amenities within existing non-residential developments.

Goal 3—Environmental Stewardship

R 3.A. Ensure that the city’s parks and open spaces are maintained in an environmentally sound manner, which includes managing invasive species, protecting wildlife habitats, and planting native species that minimize water needs and maintenance.
Action
Adopt a Best Practices Policy for Parks and Recreation to help guide future maintenance of parks and open spaces in an environmentally-friendly manner.
Explore the creation of a “Friends of Brighton’s Parks” volunteer group to assist with identification and removal of invasive species and identification and protection strategies for wildlife habitats.

R 3.B. Encourage environmental education through interpretive signage and demonstration projects within city parks and other civic facilities.
Action
Partner with Brighton Schools and local environmental professionals to understand important environmental issues in the city and region and make recommendations for educating parks and recreation users.
Develop an interpretive signage program based on the above findings and recommendations.
Develop demonstration projects at city parks based on the above findings and recommendation.

Goal 4—Infrastructure and Civic Spaces

R 4.A. Maintain and improve existing parks facilities for accessibility, safety, and enjoyment for people of all ages and abilities.	
Park	Action
KISSANE PARK	Remove and replace outdated playground equipment.
	Provide seating area for visitors.
	Provide a designated, identifiable parking area for visitors.
	Explore opportunities to add equipment for older adults.
MILLPOND PARK	Improve amphitheater and seating.
	Continue waterfowl mitigation strategies and activities
	Explore opportunities to add a water trail, potentially under Grand River Avenue to the lake between Grand River Avenue and I-96.
IMAGINATION STATION	Establish program to maintain playground equipment; replace and removed outdated equipment as needed.
	Explore opportunities to add equipment for older adults.
BRIGHTON LAKE	Explore opportunities to add kayak/canoe access at city-owned lots on Brighton Lake.

R 4.B. Explore opportunities to add more parks and recreational amenities throughout the city.

Action

Identify areas in which parks and recreation facilities may be needed.

Develop a strategy for acquiring parks and open spaces.

R 4.C. Enhance recreation opportunities and access to water resources, including the Millpond and Brighton Lake.

Action

Explore development of accessible canoe/kayak launch facilities at the Millpond and Brighton Lake.

Explore opportunities to offer additional water-related recreation amenities, including facilities for shore-fishing.

Goal 5—Economic Development

R 5.A. Explore opportunities to partner with businesses on park improvements, expansions, amenities, and programming.

Action

Establish group of recreation partners, including Brighton Area Schools, area businesses and other area interests, to collaborate on recreation programs.

Work with local businesses to explore a sponsorship program for various park improvements and programs.

Create a recognition program to highlight and show appreciation for recreation partners in the business community.

R 5.B. Encourage recreation-focused businesses to locate and expand in the city, which is in close proximity to a wide variety of parks and recreation facilities.

Action

Create a business retention and recruitment program that focuses on recreation-based business development.

Create a promotional program to raise awareness with city residents about recreation-related businesses that are based in the city.

Appendix

Contents

- Implementation Matrix
- Existing Conditions
- Market Study
- Public Input
- Plan Addenda (notices, resolutions, etc.)
- NextSteps for Downtown Assessment

5.

Implementation

Comprehensive Plan Matrix

The best plans are those that are implemented in a consistent, incremental, and logical manner. The implementation matrix that follows is designed to show how the goals of the Comprehensive Plan are fulfilled by the action strategies of the Future Land Use Plan, Complete Streets Plan, Downtown Plan and Parks and Recreation Plan. All boards, commissions, and authorities are encouraged to read through all of the strategies to understand how they all work together to create a better community to live, work, and play.

2018 Comprehensive Plan Goals

1. **Quality and Variety of Housing.** Ensure the availability of a wide range of attractive housing choices for residents of all ages. Connect housing with neighborhood commercial goods and services while protecting residents from noise, traffic, and other impacts of non-residential development. Encourage the preservation, maintenance, and renovation of older homes in the city.
2. **Community Identity.** Recognize that the city's identity is largely based on its downtown. Encourage civic, social, and cultural activities, support downtown businesses, and promote the development of additional housing to strengthen not only downtown, but also the city's identity. Ensure the city's residential areas and downtown are well-connected via motorized and non-motorized transportation options. Maintain a standard of high-quality design and materials on new and redeveloped buildings throughout the city.
3. **Environmental stewardship.** Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques. Educate residents and business owners about the long-term value of the city's natural resources. Maintain a balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.
4. **Infrastructure and Civic Spaces.** Invest wisely in ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Maintain civic spaces, including city hall and recreation facilities. Ensure that new development minimizes the demands placed on the city's existing infrastructure. Support the city's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.
5. **Economic Development.** Maintain a vibrant and strong local economy by supporting current and new businesses. Build upon strengths that make Brighton an attractive community for business development. Nurture businesses downtown, in the east and west Grand River corridors, as well as industrial areas.

Implementation Matrix Categories

Matrix Categories	Definitions
ACTION STRATEGY	The actions necessary to carry out goals and objectives
MASTER PLAN GOAL(S)	The goal(s) of the Master Plan that align to the Action Strategy
PLAN PAGE	Page number where further details of the action strategy can be found
LEAD BODY	Identifies the primary party responsible for accomplishing the action strategy
TIMEFRAME	Identifies and prioritizes the timeframe for the action strategy to be implemented
POTENTIAL FUNDING SOURCES	Lists potential funding sources that could be utilized to accomplish the action strategy. <i>See Funding Sources Matrix Below for reference details.</i>
SUPPORTING PARTNERS	Identifies other parties involved in the accomplishment of the action strategy

Implementation Partners

Abbreviation	Partner Name
PC	Planning Commission
CC	City Council
DDA	Downtown Development Authority
ACC	Arts & Culture Commission
CA	City Administration

Comprehensive Plan Component

Abbreviation	Partner Name
CSP	Complete Streets Plan
DP	Downtown Plan
FLU	Future Land Use Plan/Master Plan
RP	Recreation Plan

Funding Sources

Matrix ID	Type of Financing Sources
1	General fund and/or other typical financial mechanisms available to the city for general government operation and for public infrastructure and services improvement
2	Tax increment financing revenues as provided by the Downtown Development Authority and Tax Increment Finance Authority.
3	Historic Preservation programs, including historic tax credits.
4	Redevelopment and urban renewal programs (Brownfields Program, CDBG, etc).
5	Special Improvement District programs that may be created for maintenance and improvement of public facilities. Certain funds may also be used for planning, design, construction, managing, marketing activities and business recruiting services.
6	Grants related to transportation improvement, streetscape enhancement and alternate modes of travel programs; funds to improve air quality in areas that do not meet clean air standards; funds for recreation-related acquisitions and improvement.
7	Non-traditional grants and funding programs for beautification, enhancement and public art.
8	Public-Private Partnerships (P3)

Goal: Quality and Variety of Housing

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ZONING ACTION ITEMS						
1. Amend the Zoning Ordinance to allow for medium-high density housing in and near downtown.	FLU, DP		PC		1	City Administration
2. Amend the Zoning Ordinance to require internal connections within housing developments and external connections to adjacent development.	FLU, CSP, RP		PC		1	City Administration
3. Amend the Zoning Ordinance to require open space within housing developments.	FLU		PC		1	City Administration
4. Evaluate areas of the City where zoning standards restrict redevelopment of existing homes. Consider zoning amendments that facilitate home renovations and expansions in a context-appropriate manner.	FLU		PC		1	City Administration
5. Amend the Zoning Ordinance to require neighborhood open space and recreation facilities with all new residential developments in the city.	RP		PC		1	City Administration

Goal: Quality and Variety of Housing

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ADVOCACY ACTION ITEMS						
1. Provide resources, including home improvements, social services, and transportation options, for aging residents that allow them to age in place.	FLU		CC		1, 4, 7, 8	City Administration
2. Support homeowners efforts to maintain existing housing stock throughout the city by providing resources and information on financing and home improvement tips.	FLU		CC		1, 4, 7	City Administration
3. Promote policies and programs to make housing more accessible to the elderly and mobility challenged individuals.	FLU		CC		1, 4, 7, 8	City Administration
4. Work with homeowners' associations on maintenance plans for existing and future open spaces and recreational facilities.	RP		CC		1, 4, 7, 8	City Administration
4. Consider incentives for the development of new housing downtown (see NextSteps Assessment for additional recommendations on housing).	DP		DDA		2, 8	City Administration

Goal: Quality and Variety of Housing

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
CAPITAL IMPROVEMENT ITEMS						
1. Continue public investment in new and existing pathways, sidewalks, parks, roads, and street trees to improve the quality of life in existing neighborhoods.	FLU		CC		1, 5, 6	City Administration
1. Improve existing non-motorized facilities, including sidewalks and pathways, particularly those in residential areas.	CSP		CC		1, 5, 6	City Administration
2. Implement new non-motorized facilities and connections.	CSP		CC		1, 5, 6	City Administration
3. Continue to develop the pedestrian passages system downtown by connecting pedestrian sidewalks that are parallel to public roads to parking facilities and other destinations.	CSP		DDA		2	City Administration
OTHER ACTION ITEMS						
1. Explore opportunities to acquire land within existing neighborhoods for parks and open spaces.	RP		CC		1	City Administration

Goal: Community Identity

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ZONING ACTION ITEMS						
1. Review and amend the Zoning Ordinance as needed to require high quality building materials and design standards for all new development.	FLU		PC		1	City Administration
2. Review and amend the Zoning Ordinance as needed to encourage preservation and reuse of historic structures.	FLU		PC		1	City Administration
3. Create a form-based for downtown that promotes the historic character of downtown and enhances the pedestrian experience.	FLU		PC		1	City Administration, DDA
4. Amend the Zoning Ordinance to require installation of approved street furnishing with new development, based on findings from "Other Action Items," that follow.	CSP		PC		1	City Administration, DDA
5. Review and amend the Zoning Ordinance as needed to ensure creative and appropriate uses and building designs can be achieved downtown.	DP		PC		1, 2	City Administration, DDA

Goal: Community Identity

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ADVOCACY ACTION ITEMS						
1. Establish architectural design, signage, and landscaping of key entryway features at the city's borders.	FLU		ACC		1, 2, 6, 7	City Administration, CC, PC, DDA
2. Maintain and expand support for the arts and cultural resources in the city.	FLU		ACC		1, 2, 7, 8	City Administration, CC, PC, DDA
3. Provide resources that allow enforcement of ordinances that ensure high quality development.	FLU		CC		1	City Administration
3. When downtown property is developed or redeveloped, explore opportunities to link the front and back of the building by pedestrian passages that are open to the public.	CSP		DDA		2, 8	City Administration, PC
CAPITAL IMPROVEMENT ACTION ITEMS						
1. Continue to develop the pedestrian passages system downtown by connecting pedestrian sidewalks that are parallel to public roads to parking facilities and other destinations to supplement the traditional sidewalk system and make the downtown more pedestrian-friendly.	CSP, DP		City Administration		1, 2, 8	CC, DDA
2. Create a wayfinding plan that identifies key destinations in the city, distances/time to popular destinations.	RP, DP		ACC		1, 2, 6, 7	City Administration, CC, PC, DDA
3. Implement the city's wayfinding plan.	RP, DP		City Administration		1, 2, 6, 7	CC, DDA

Goal: Community Identity

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
OTHER ACTION ITEMS						
1. Conduct a study to determine which bicycle routes can be signed and officially designated.	CSP		City Administration		1, 2, 8	CC, DDA
2. Identify placement for placemaking elements along pedestrian and bicycle routes to improve the non-motorized experience, including: benches, trash receptacles, and more.	CSP, DP		City Administration		1, 2, 8	CC, DDA, ACC, PC
3. Enhance public art throughout the non-motorized network.	CSP		ACC		1, 2, 7	City Administration, CC
4. Promote art in city parks and recreation areas.	RP		ACC		1, 2, 7	City Administration, CC
5. Develop arts-related recreational programming that includes the Brighton Arts & Culture Commission, the Brighton Arts Center, and other local arts and culture partners.	RP		ACC		1, 7	City Administration, CC
6. Identify standards for street furnishings and lighting that vary according to placement (downtown elements may differ from elements along shared use paths).	CSP, DP		City Administration		1, 2, 8	CC, DDA
7. Develop a marketing strategy for the city's non-motorized transportation network, illustrating the connections between residential areas, parks, and commercial areas.	RP		City Administration		1, 2, 8	CC, DDA
8. Explore other Downtown Action items as provided in the NextSteps Assessment.	DP		DDA		2	City Administration, CC, PC, DDA

Goal: Environmental Stewardship

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ZONING ACTION ITEMS						
1. Amend the Zoning Ordinance to allow alternative energy systems.	FLU		PC		1	City Administration
2. Review and amend the Zoning Ordinance as needed to protect, enhance and restore the city's woodlands, wetlands, water features, habitats and open spaces.	FLU		PC		1	City Administration
3. Review and amend the Zoning Ordinance as needed to enhance stormwater management standards and promote low-impact development.	FLU		PC		1	City Administration
4. Review and amend the Zoning Ordinance as needed to add and/or improve standards that encourage energy-efficient and environmentally sustainable development.	FLU		PC		1	City Administration
5. Review and amend the Zoning Ordinance as needed to update lighting standards to lower energy demand and light pollution.	DP		PC		1	City Administration

Goal: Environmental Stewardship

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ADVOCACY ACTION ITEMS						
1. Educate residents, business owners and developers on the benefits of green building techniques, sustainable design best management practices and energy conservation strategies by developing educational materials.	FLU		CC		1, 4, 5	City Administration
2. Explore ways to incentivize approaches that improve environmental sustainability throughout the city.	FLU		CC		1, 4, 5	City Administration
3. Create educational materials that describe the environmental benefits of non-motorized travel.	CSP		City Administration		1, 2, 8	CC, DDA
4. Work with local environmental partners to promote activities and programs involving cycling and walking.	CSP		City Administration		1, 2, 8	CC, DDA

Goal: Environmental Stewardship

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
CAPITAL IMPROVEMENT ACTION ITEMS						
1. Develop educational interpretive signage into the non-motorized network.	CSP		City Administration		1, 6, 8	CC, ACC
2. Update signage periodically to keep information fresh and interesting.	CSP		City Administration		1, 6, 8	CC, ACC
3. Create educational materials that describe the environmental benefits of non-motorized travel.	CSP		City Administration		1, 6, 8	CC, ACC
4. Work with local environmental partners to promote activities and programs involving cycling and walking.	CSP		City Administration		1, 6, 8	CC
OTHER ACTION ITEMS						
1. Adopt a Best Practices Policy for Parks and Recreation to help guide future maintenance of parks and open spaces in an environmentally-friendly manner.	RP		City Administration		1	CC
2. Explore the creation of a "Friends of Brighton's Parks" volunteer group to assist with identification and removal of invasive species and identification and protection strategies for wildlife habitats.	RP		City Administration		1, 8	CC
3. Partner with Brighton Schools and local environmental professionals to understand important environmental issues in the city and region and make recommendations for educating parks and recreation users.	RP		City Administration		1, 8	CC
4. Develop an interpretive signage program based on the above findings and recommendations.	RP		City Administration		1, 8	CC
5. Develop demonstration projects at city parks based on the above findings and recommendation.	RP		City Administration		1, 8	CC

Goal: Infrastructure and Civic Spaces

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ZONING ACTION ITEMS						
1. Review and amend the Zoning Ordinance as needed to require improve access and connectivity throughout the city.	FLU		PC		1	City Administration
ADVOCACY ACTION ITEMS						
1. Develop a seasonal program that includes needed resources for the ongoing maintenance of civic spaces.	FLU		City Administration			CC
2. Update the city's Capital Improvement Plan annually and ensure items from the Comprehensive Plan are included.	FLU		City Administration			CC, PC, DDA
3. Keep the Comprehensive Plan, Future Land Use Plan, Recreation Plan, Complete Streets Plan, and Downtown Plan updated.	FLU		City Administration			CC, PC, DDA
4. Identify long-term funding sources for maintaining the city's infrastructure.	FLU		City Administration			CC
5. Adopt a Complete Streets policy that establishes non-motorized transportation as a policy priority, reflecting that the city will consider opportunities for improvement non-motorized connections and facilities whenever new construction projects take place.	CSP		CC		1	City Administration

Goal: Infrastructure and Civic Spaces

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
CAPITAL IMPROVEMENT ACTION ITEMS						
1. Prioritize implementation phases of the non-motorized network.	CSP		CC		1	City Administration
2. Incorporate AV and Complete Streets planning and implementation into the city's 6-year Capital Improvements Program.	CSP		CC		1	City Administration
3. Create connections to the non-motorized network when upgrading and adding new civic uses and spaces.	CSP, RP		CC		1	City Administration
4. Include autonomous vehicles (AV's) as part of Complete Streets implementation. Prioritize bike lanes and other non-motorized facilities within existing road right-of-way. In many cases, implementation may require little more than restriping and new signage.	CSP		CC		1	City Administration
5. Incorporate network communications infrastructure when reconstructing roads and making other capital expenditures.	CSP		CC		1	City Administration
6. Using the Complete Streets Plan, fill in the non-motorized transportation network gaps between residential areas and downtown.	RP, DP		CC		1	City Administration
8. Maintain and improve existing parks facilities for accessibility, safety, and enjoyment for people of all ages and abilities as provided in the Rec Plan.	RP		CC		1	City Administration

Goal: Infrastructure and Civic Spaces

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
OTHER ACTION ITEMS						
1. Pursue appropriate funding assistance for the planned pedestrian, bicycle, and shared use facilities. Where shared use paths are constructed on one side of the road only, they should be wide enough to accommodate two-way traffic.	CSP		City Administration		1, 6	CC
2. When new road design and private development projects are proposed downtown, explore how staging areas (for pick-up and drop-off) can be created along and away from Main Street. Establish larger staging areas for pickup / dropoff by AV's and ridesharing services (Uber / Lyft) in downtown fringe areas.	CSP, DP		City Administration		1, 2, 8	CC, PC, DDA
3. Identify areas in which parks and recreation facilities may be needed and evaluate a strategy acquiring parks and open spaces.	RP		City Administration		1, 6	CC, PC
4. Explore development of accessible canoe/kayak launch facilities at the Millpond and Brighton Lake.	RP		City Administration		1, 6, 8	CC
5. Explore opportunities to offer additional water-related recreation amenities, including facilities for shore-fishing.	RP		City Administration		1, 6, 8	CC
6. Explore other Downtown Action items as provided in the NextSteps Assessment.	DP		DDA		2	City Administration, CC, PC, DDA

Goal: Economic Development

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ZONING ACTION ITEMS						
1. Review and amend the Zoning Ordinance as needed to provide flexibility in the redevelopment of obsolete or under-performing buildings and sites.	FLU		PC		1	City Administration
2. Review and amend the Zoning Ordinance as needed to ensure the development review process is as efficient and effective as possible.	FLU		PC		1	City Administration
3. Amend the Zoning Ordinance by creating a new Innovation District that supports the growth and development of leading-edge research, technology, and light manufacturing businesses.	FLU		PC		1	City Administration
4. Amend the Zoning Ordinance as needed to ensure intent, uses and development standards are in alignment with the Future Land Use Plan.	FLU		PC		1	City Administration
5. Require electric vehicle charging station conduits in both public and private parking lots so that charging stations can be added as demand increase without the need to tear up surface or structured parking lots.	CSP					
6. Modify the zoning ordinance to authorize some administrative flexibility to modify parking, loading, and circulation-related standards during plan review with linked to standard industry best practices.	CSP					

Goal: Economic Development

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
ADVOCACY ACTION ITEMS						
1. Explore ways to incentivize approaches that improve environmental sustainability throughout the city.	FLU		CC		1, 4, 5	City Administration
2. Work with property owners to provide information on available properties on the city's website.	FLU		CC		1, 4, 5	City Administration
3. Create marketing materials to attract new businesses to the city.	FLU		CC		1, 4, 5	City Administration
4. Work with local businesses to encourage non-motorized travel. This may include offering delivery services for shoppers who make purchases and are traveling on foot and by bicycle.	CSP, DP		City Administration		1, 8	CC, PC
5. Identify opportunities to encourage and establish training opportunities for jobs that are related to the growing AV industry. Target these facilities in appropriate zoning districts.	CSP		City Administration		1, 8	CC, PC

Goal: Economic Development

Action Strategy	Plan	Plan Page	Lead Body	Time Frame	Potential Funding Sources	Supporting Partners
OTHER ACTION ITEMS						
1. Monitor AV trends and usage in the city. When appropriate, modify minimum parking space requirements and parking space and lane standards to respond to changing demand.	CSP		City Administration		1, 8	CC, PC
2. Create walking maps that illustrate the convenience and pleasant experience people have traveling on foot in and around downtown.	CSP, DP		DDA		2	City Administration
3. Maintain communications with AV industry professional and monitor trends so the other city policies and practices can be adjusted, rescinded or added as necessary to respond to changes in technology.	CSP		City Administration		1, 8	CC, PC
4. Work with local businesses to explore a sponsorship program for various park improvements and programs.	RP		City Administration		1, 8	CC, PC
5. Create a recognition program to highlight and show appreciation for recreation partners in the business community.	RP		City Administration		1, 8	CC, PC
6. Create a business retention and recruitment program that focuses on recreation-based business development.	RP		City Administration		1, 8	CC, PC
7. Create a promotional program to raise awareness with city residents about recreation-related businesses that are based in the city.	RP		City Administration		1, 8	CC, PC
6. Explore other Downtown Action items as provided in the NextSteps Assessment.	DP		DDA		2	City Administration, CC, PC, DDA

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Existing Conditions

Regional Setting

The city of Brighton is a 3.9-square mile community, situated in southeastern Livingston County. The city is located southwest of the I-96 and US-23 interchange, making it easily accessible to and from Ann Arbor (19 miles), Flint (39 miles), Lansing (48 miles), and Detroit (48 miles). The city borders Brighton Township to the northeast, Green Oak Township to the southeast, Hamburg Township to the southwest, and Genoa Township to the northwest. It is part of the South Lyon-Howell-Brighton Urban Area. Brighton can be accessed from I-96 at three exits, including Grand River Avenue.

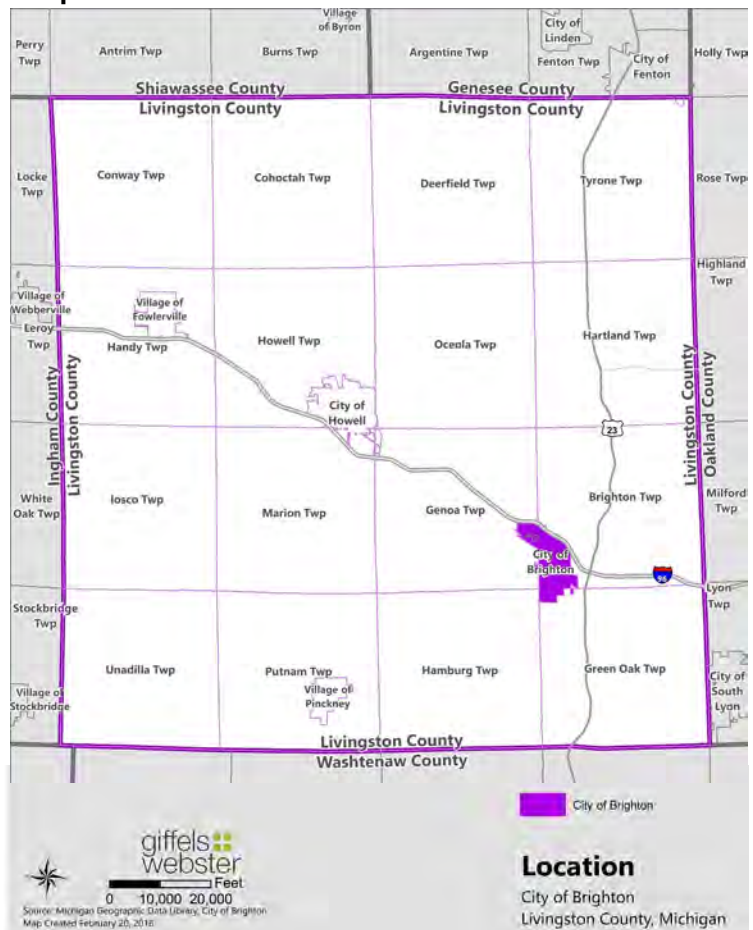
Regional Influences

Livingston County

Livingston County is considered a part of the Detroit Metropolitan area, located just west of Oakland County and north of Washtenaw County. It is among the wealthiest counties in Michigan and the nation with a median household income of \$75,204 in 2015.

Since 1995, Livingston County has experienced significant residential development. For example, single-family residential uses made up less than 13% of the county in 1995, but that figure increased to nearly 52% of all land use in the county by 2008 (Source: Southeast Michigan Council of Governments).

Map A-1: BRIGHTON-AREA MAP



In terms of jobs, Livingston County's highest employment sectors are knowledge-based services, services to households and firms, retail, and private education and health care. Manufacturing has been in decline in the county, displaying a similar trend with the region.

The Southeast Michigan Area

The City of Brighton is located within the Southeast Michigan Area, which includes the Detroit and Ann Arbor metropolitan areas. The location of Brighton with respect to labor markets of the region, particularly those in nearby Ann Arbor, Flint, and Lansing, provides people with the opportunity to live in Brighton and commute to employment in these regional labor markets. According to the Southeast Michigan Council of Governments (SEMCOG), a seven-county regional planning agency that spans the metro-Detroit area, the overall forecast from 2015 to 2045 shows the region emerging from the recent recession with moderate growth in households and jobs. Overall population growth will remain slow at 0.26% per year. Total employment in Southeast Michigan is forecast to grow, on average, only 0.1 percent per year between 2015 and 2030. (Source: 2017 Economic & Demographic Outlook for Southeast Michigan through 2045)

Aging Population in the Region

According to the Southeast Michigan Council of Governments (SEMCOG), 2010 Census data shows that people aged 45 to 64 account for 28.4 percent of the SEMCOG region's population, compared with 26.2 percent nationally. This represents an increase of 23% for this age cohort, while the region's overall population declined by three percent between 2000-2010.

The share of the population 65 and older is similar in the region and the nation, 14.8% and 14.9%, respectively.

In comparison, the younger age cohorts, that is, those under 45, constitute a smaller share in the region than in the nation. Those aged 25 to 44 account for only 24.9% of the region's population compared with 26.4% nationally; and those under 25 make up 31.9% of the region's population compared with 32.6% nationally.

The implication is that the share of the over-65-year-old population will grow more dramatically going forward in the SEMCOG region than in the nation

Planning in Neighboring Communities

Neighboring Communities

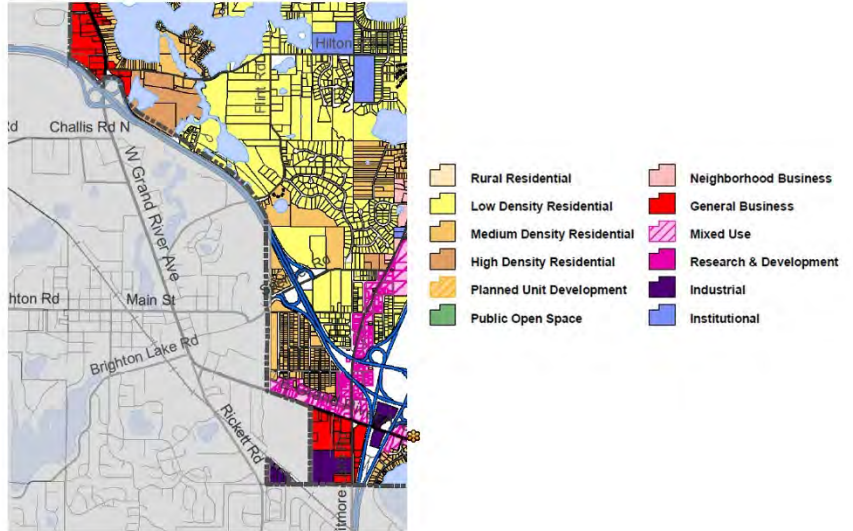
In addition to the wider regional influences given above, planning and zoning efforts in neighboring communities can influence the city's growth and development.

Brighton Township borders the city on the northeast side. There are a variety of future land use designations, ranging from low density residential to general business and industrial. Generally, the land use designations are compatible with the city, with the more intense land uses aligning with the city's in the area along East Grand River Avenue.

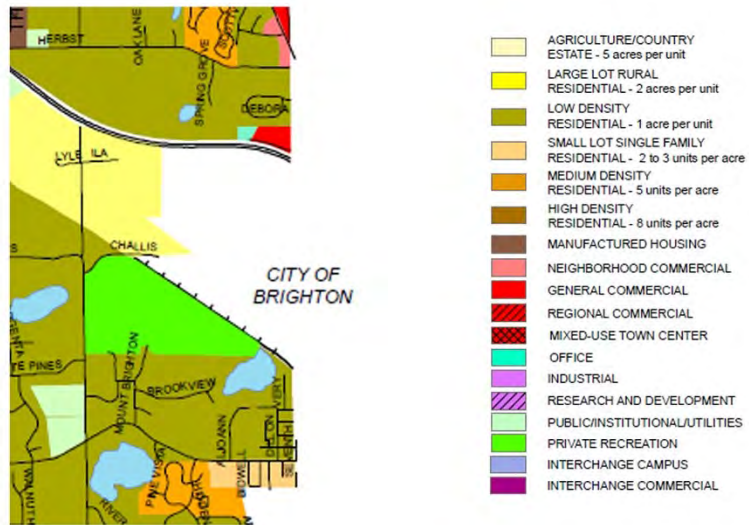
The 2015 Future Land Use Map for **Genoa Township**, which borders the city on the northwest side, designates properties to the west of the city as "large lot rural residential (2 acres per dwelling unit)," and "private recreation." The recreation land is Mt. Brighton. These land uses are compatible with the City of Brighton.

The 2014 Future Land Use Map for

Brighton Township—Excerpt of Future Land Use Map (2014)



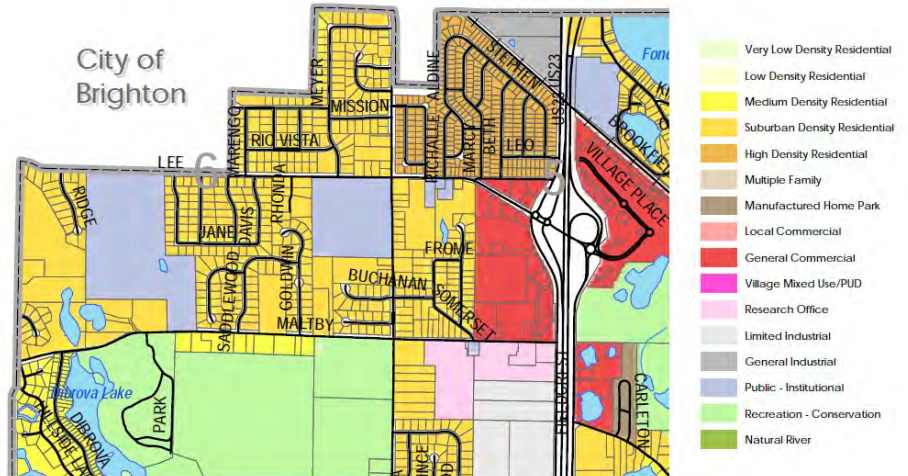
Genoa Township—Excerpt of Future Land Use Map (2015)



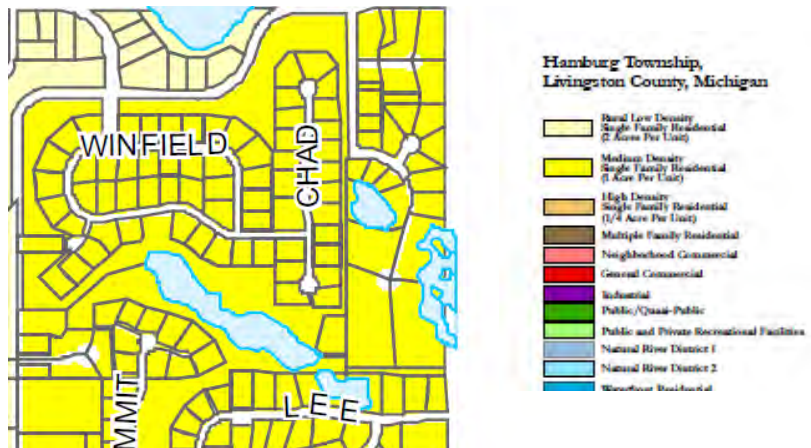
Green Oak Township, which borders the city on the southeast, shows most of the land adjacent to the City of Brighton as “medium density single family residential.” The township describes this designation to include single family homes on one acre lots. This is compatible with the City of Brighton.

Hamburg Township borders the city’s south west side. The 2011 Future Land Use Map for the township designates all the adjacent land as “medium density residential,” with a density of one acre per single family dwelling. This is compatible with the City of Brighton.

Green Oak Township—Excerpt of Future Land Use Map (2014)



Hamburg Township—Excerpt of Future Land Use 2011



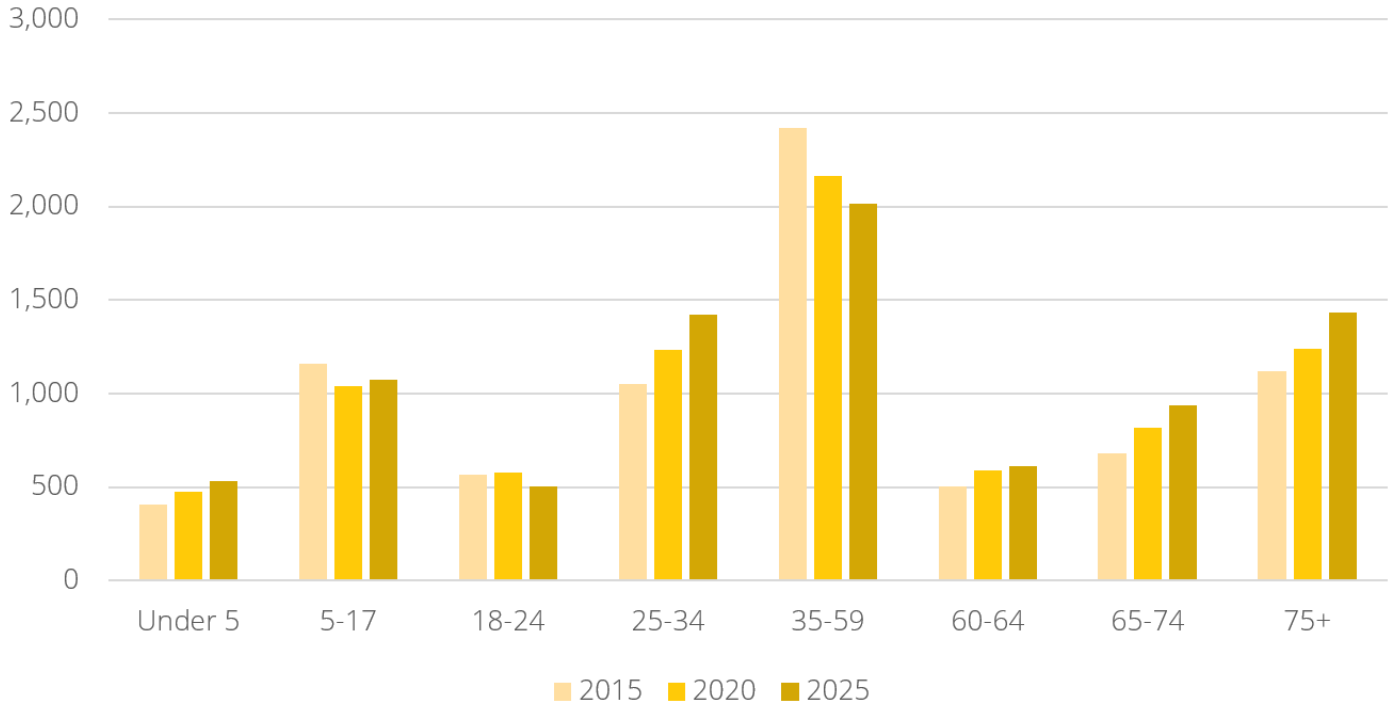
Demographics

Population

SEMCOG estimates that the city had 7,659 residents in July 2016, which is a gain of nearly three percent population since 2010. This growth trend reflects a similar rate to its bordering communities, with the exception of Green Oak Township which has experienced over nine percent growth in the last six years. SEMCOG projects that the City of Brighton will continue to gain population, reaching a total over 9,600 by 2040.

City residents are predominately white, with a median age to 43.4 in 2010. This median age is older than that of the surrounding county (40.9 in 2010) and SEMCOG region (38.7 in 2010). Similar to regional projections, future projections of age groups in the city also show a trend of an increasingly older community, as experienced across the nation. Factors contributing toward the aging population include lower birth rates, increasing life expectancy, and a delay in the age of those who marry. This aging population has wind-ranging impacts, including land use, transportation, and housing. Refer to Chart A-1 for the city's population by age cohort, which illustrate aging segments of the population.

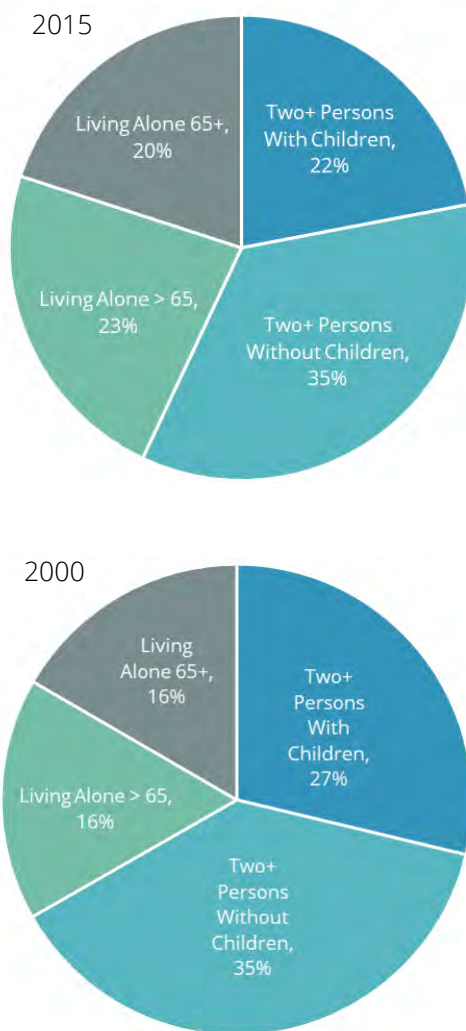
Chart A-1: POPULATION BY AGE COHORT 2015 AND PROJECTIONS FOR 2020 AND 2025



Household types

The city is experiencing a gradual change in household dynamics. In 2000, 27% of households had children, 35% were two or more persons without children, and a total of 32% lived alone (16% under 65 years old and 16% over 65 years old). Chart A-2 shows the change in these households as estimated by the US Census in 2015. The number of households with children has decreased by five percent and households with one person living alone over age 65 increased by seven percent. This shift reflects national trends in smaller household sizes, fewer households having children, and people living longer..

Chart A-2: HOUSEHOLD TYPES, 2000-2015



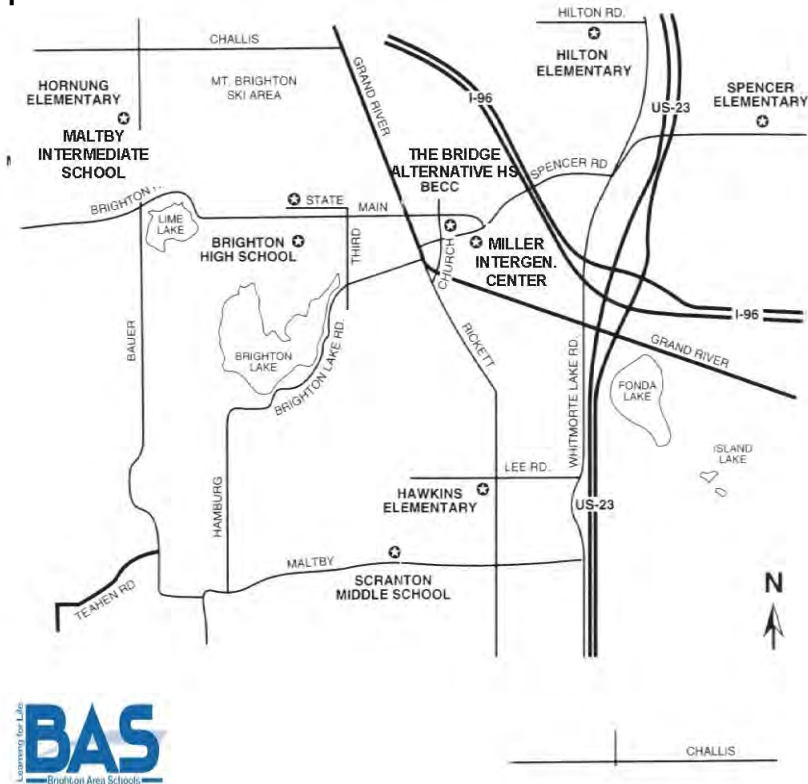
The number of households with children has decreased by five percent and households with one person living alone over age 65 increased by seven percent.

Education

The US Census 2016 population estimates show that Brighton residents are highly educated, with over 38% earning a Bachelor's degree. Only 6.3% of the population did not graduate high school. By comparison, while only five percent of the county's population does not have a high school diploma, 34% have Bachelor's degrees. The statewide estimate shows 27% of Michigan residents have Bachelor's degrees and 11% do not have a high school diploma.

The city is served by the Brighton Area School District, an awarded and recognized system. It has educated more than 6,700 students. Hawkins, Hilton, Hornung, and Spencer Elementary Schools serve children from kindergarten through 4th grade. Maltby and Scranton Middle schools prepare youth for high school. Brighton High School and The Bridge Alternative High School serve the teenage population.

Map A-2: BRIGHTON-AREA SCHOOLS MAP

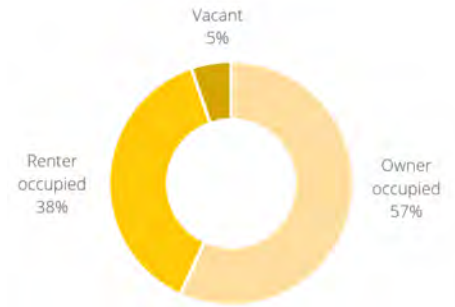


Housing

In 2015, the city had an estimated 4,112 housing units. Most units (42%) are single-family detached homes. Multi-unit apartments made up 36% of housing units in the city. Townhomes and attached condos comprise 20% of the city's residential offerings. Duplexes and manufactured housing units made up one percent each (see Chart A-3)

According to the US Census, the median value of a home in the city was \$171,300 in 2015. This an 8.2% decrease of value since 2010. The median home value for the state of Michigan was \$127,800, a 20% decline since 2010. Values in 2010 experienced a similar decrease from 2000 for both the city and state. However, the median rent has increased over ten percent from 2010 to 2015 due to an increased demand for rental units; this trend is seen at the state and national levels as well.

Chart A-3: OCCUPANCY STATUS IN 2015



Employment

The top employers were retailers, followed by hospitality and food services, health care and social services, and banking and financial services (see Table A-1). Only six percent of residents in the city also work within city limits.

The majority of businesses within the city are small, with over half (58%) having less than five employees. Three percent have at least 50 but less than 100 employees, and less than one percent have at least 100 or more employees.

Table A-1: TOP EMPLOYMENT SECTORS IN BRIGHTON, 2016

Sector	Jobs	Establishments
Retailers	1,793	132
Hospitality and Food Services	1,303	62
Health Care and Social Services	1,282	220
Banking and Financial Services	620	126

SOURCE: <http://www.annarborusa.org/site-selectors/regional-resource-center/livingston-county-data>



Natural Features



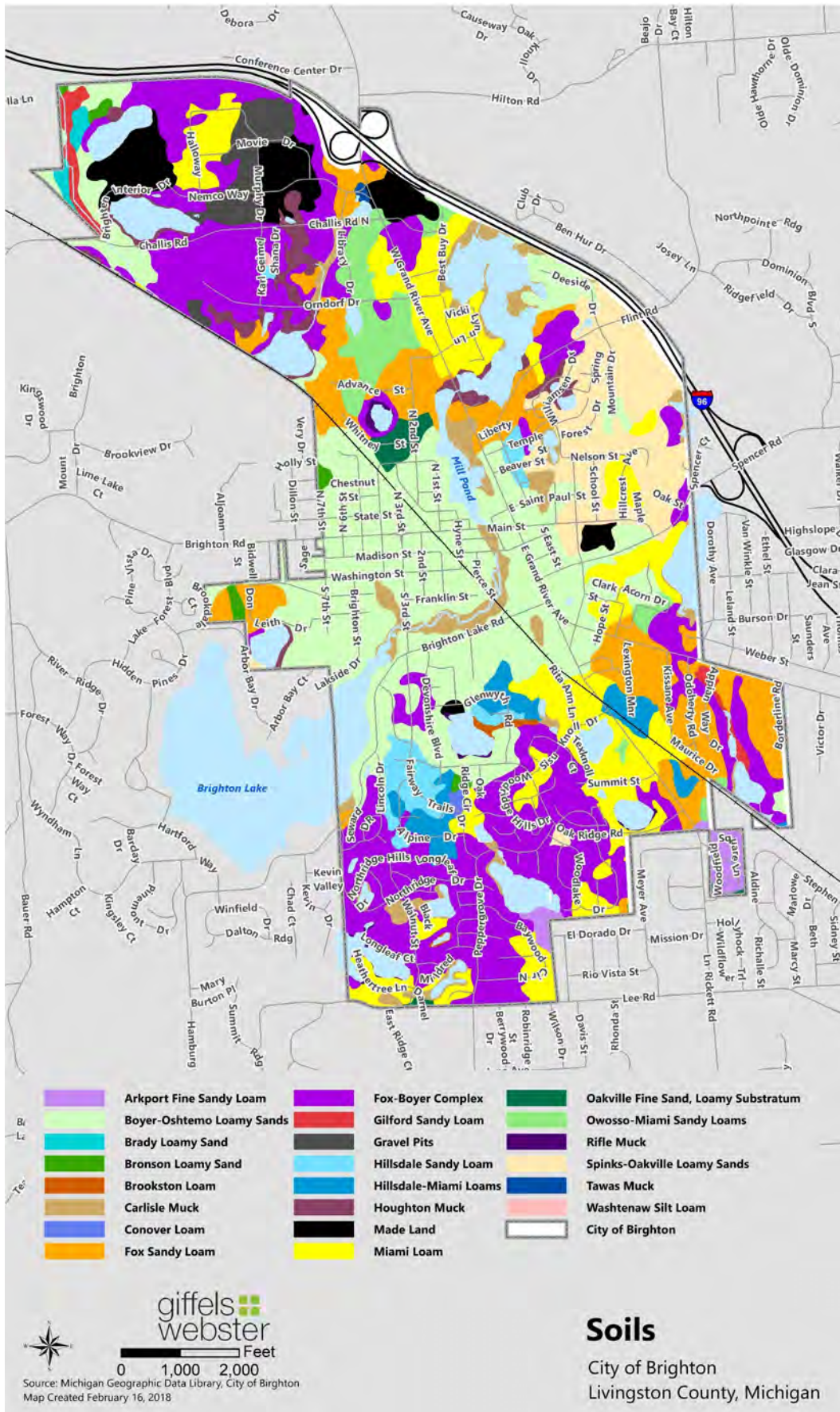
Soils, topography, woodlands, rivers, lakes, creeks, wetlands, and floodplains have a direct relationship with the use of land in Brighton. From parks to residential to industrial uses, each type of land use in the city influences, or influenced by, the city's natural features. In the master planning process, the optimum arrangement of land uses should maintain and protect the city's natural resources and physical features for future generations, while

balancing the needs of the community for housing and businesses. This requires an understanding of land uses as well as natural features.

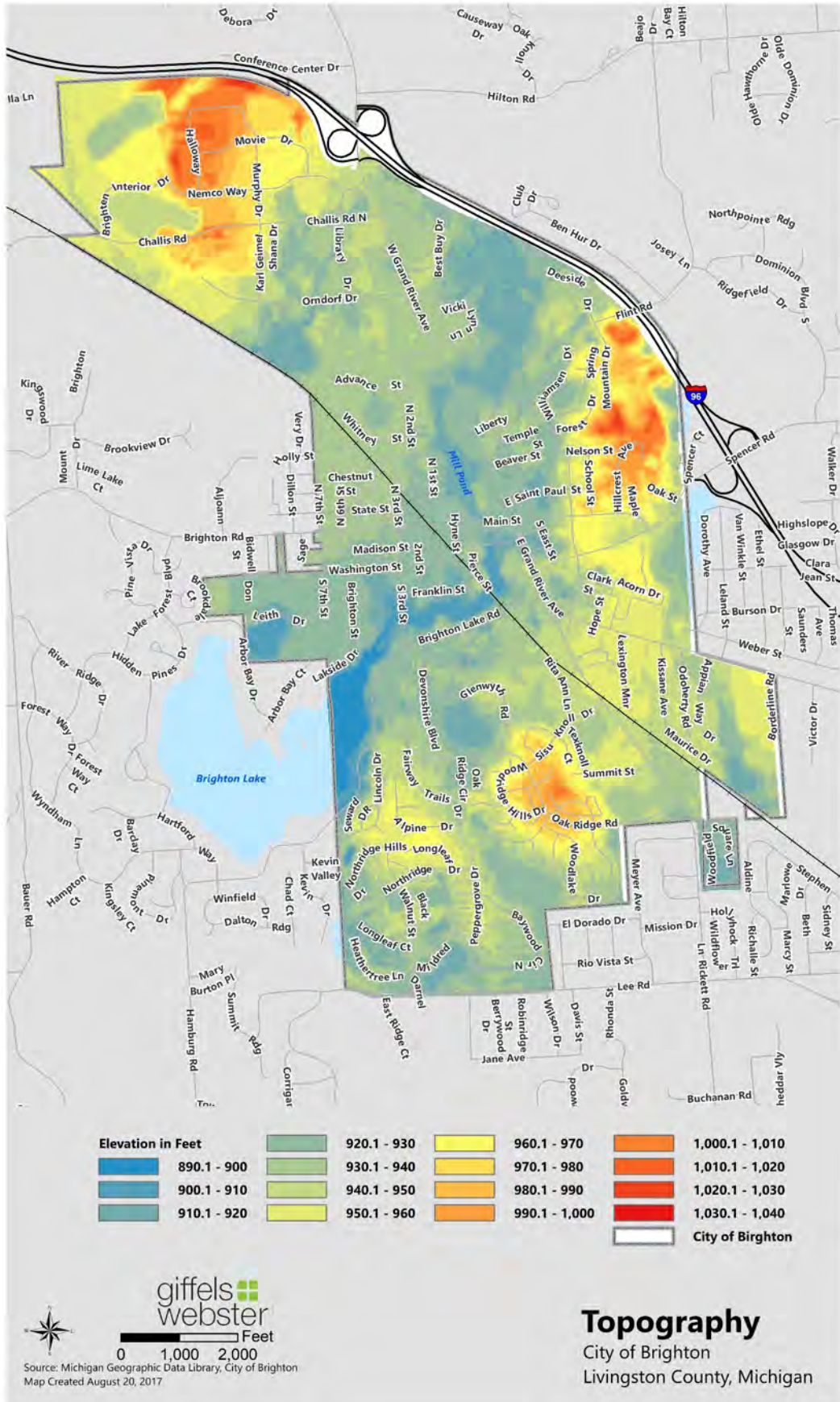
Table A-2: SOILS OF BRIGHTON	
Soil Type	Description
Fox-Boyer Oshtemo	Hilly, well-drained, and is moderately coarse textured on moraines.
Fox-Boyer-Oshtemo-Houghton	Typically level to steep, well-drained, moderately coarse textured and coarse textured.
Spinks-Oakville-Boyer-Oshtemo.	Strongly sloping, well-drained, and coarse-textured dominantly on moraines.
Carlisle-Houghton-Gilford	Nearly level, very poorly drained, moderately coarse texture on outwash plains, glacial drainageways, and on lake plans.
Miami-Hillsdale	Hilly, well-drained, medium textured and moderately coarse textured on moraines and till plains
Miami-Conover	Nearly level to strongly sloping, well-drained or some-what poorly drained, medium texture soils on till plains and moraines.
Miami-Brookston	Nearly level to gently sloping, well-drained or poorly drained, medium textured soils on till plains

Topography. The land that currently makes up the city was created by glaciers, that left behind a landscape of hilly areas of moraines, which are glacial deposits. These deposits are 250 to 300 feet deep, where sandstone bedrock is the underlying material. The rolling topography offers scenic views but can make development challenging (see Map NF-2). High points in the city are found near the expressway and low points along the river corridor as it runs through the city.

Map NF-1: SOILS OF BRIGHTON



Map NF-2: TOPOGRAPHY OF BRIGHTON



Soils. There are seven major soil associations with Livingston County, according to the USDA Soil Conservation Service. Most of the soils found in the county support development. However, where challenging soils exist, land uses should be less intense (See Table A-2 and Map NF-1).

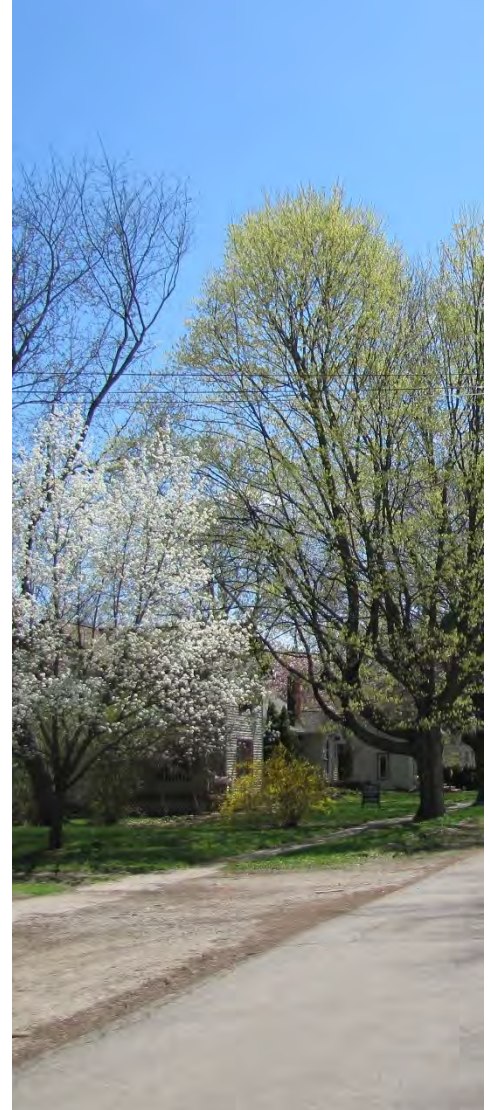
Woodlands. Before major settlement and development, much of the area was plain and meadow area with some black oak, white oak, black cherry, maple, and hickory trees. Swamp forests were also found along waterways. Now that the majority of the area has been developed, much of the land has been cleared. There are some

woodlands that do exist around wetlands or steep elevations. One area that has a substantial population of trees is the southwest corner of Flint Road and I-96, which also contains a large number of landmark trees.

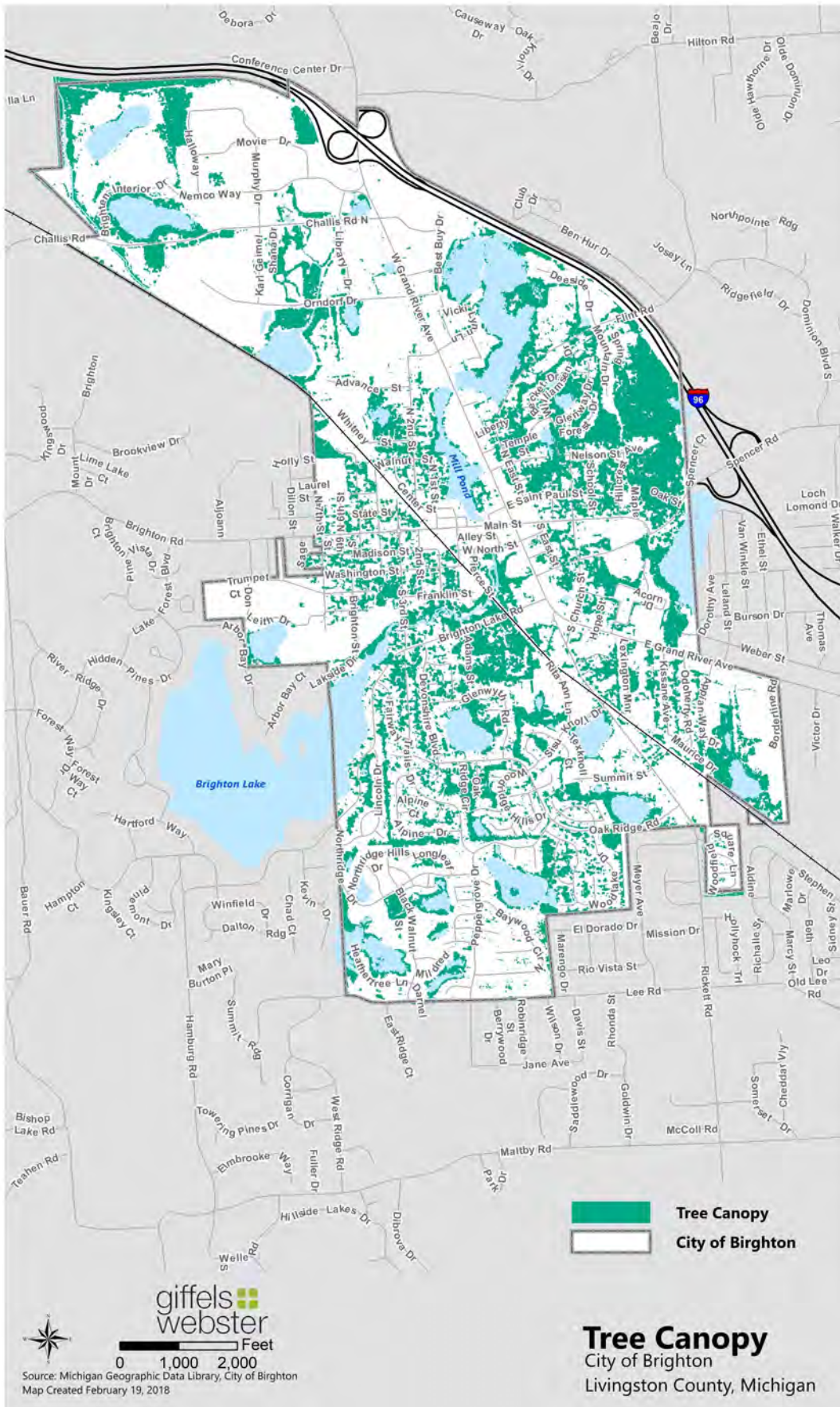


Wooded areas also serve significant environmental functions that need to be recognized and acknowledged. Several of these functions include watershed protection, air quality protection, noise abatement and weather protection, described as follows: The city's tree canopy is illustrated on Map NF-3

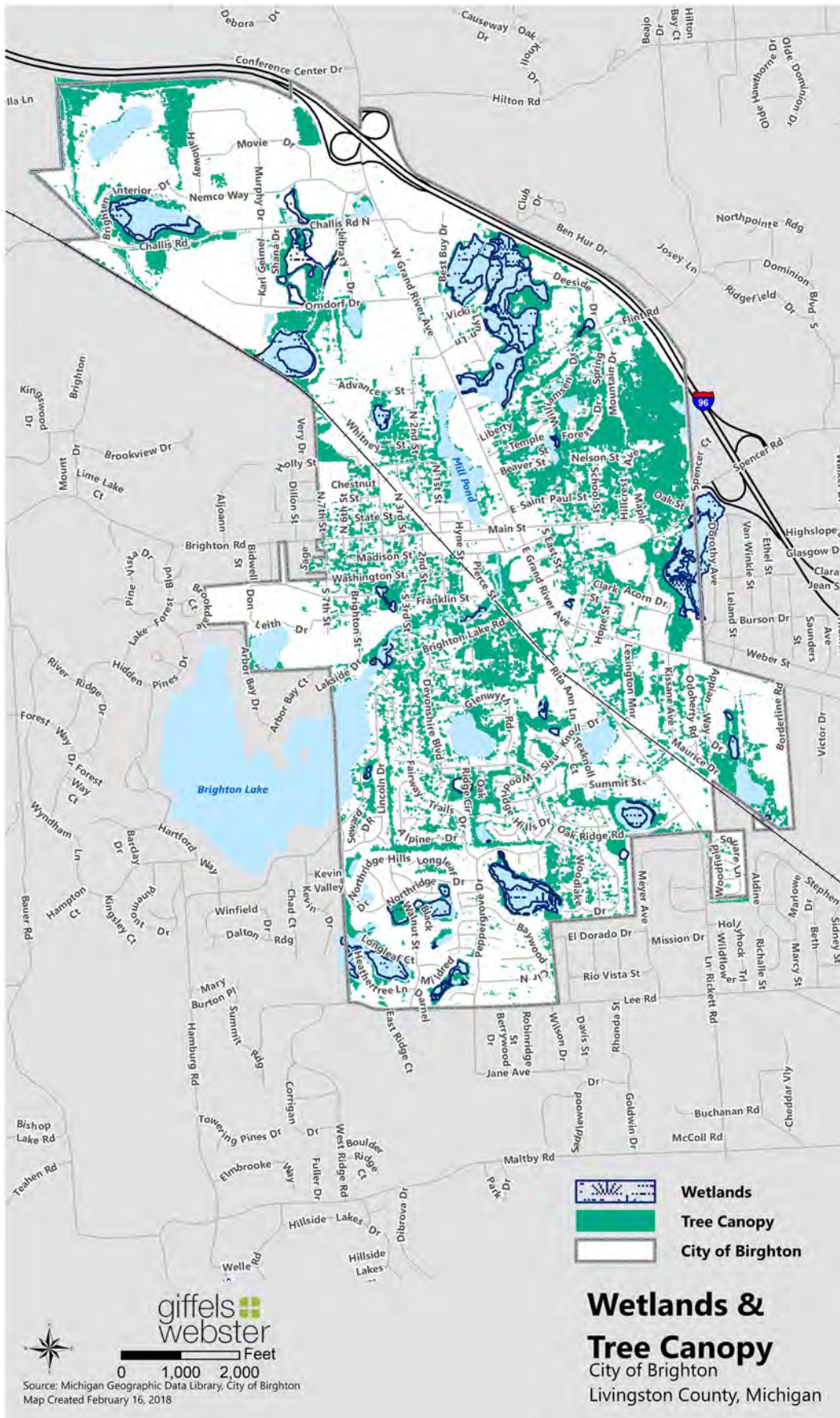
- **Watershed Protection.** A wooded area can be of great value to a watershed area. The canopy of trees aid in breaking the force of precipitation, thereby decreasing erosion, which is further inhibited by the fibrous root system of the understory plants. Woodlands can also reduce the volume of stormwater runoff, which helps reduce flooding. In addition, precipitation is retained and recharged into groundwater reserves by the woodland (see Map NF-4).
- **Air Quality Protection.** Woodlands improve air quality and afford protection from wind and dust. Leaves and branches moderate the strength of winds and, when moistened with dew or rainwater, reduce suspended particles in the air, which are later washed off with rainwater. Plants also serve to moderate the effect of chemical pollutants in the air by absorbing some ozone, carbon dioxide, and sulfur dioxide.
- **Noise Abatement.** A dense stand of trees can significantly cut noise from adjacent factories or highways. The Arbor Day Foundation reports that a 100-foot wide planted buffer will reduce noise by 5 to 8 decibels (dBA).
- **Weather Protection.** The resilience of woodlands creates a microclimate around the tree stand itself. Woodland qualities, which moderate and buffer temperature, precipitation, runoff, wind and noise, are features of this microclimate effect. The benefits of this microclimate effect to surrounding urban and suburban areas can be significant. An urban area devoid of vegetation is the exact opposite of the forest microclimate. It increases the range of temperature fluctuations much like the climatic extremes of a desert.



Map NF-3: TREE CANOPY OF BRIGHTON



Map NF-4: TREE CANOPY & WETLANDS OF BRIGHTON



The sun's energy striking streets and buildings is changed into heat, further increasing the temperature on a hot day; at night, the buildings lose heat and offer no protective cover from night chill or winter winds. Thus, if woodlands are interspersed among built-up areas, the effects of their microclimates can be felt in adjacent urban areas, moderating fluctuations in temperatures by keeping the surrounding air cooler in the summer and daytime and warmer in the winter and evening.

•Other Benefits of Woodlands and Trees. The significance of woodlands is given added weight by the less quantifiable benefits that they provide to the public. Not only are woodlands important buffers, they also add aesthetic values and provide attractive sites for recreational activities such as hiking, camping, and other passive recreational pursuits. Continued stability of good real estate values is a secondary benefit offered by woodlands. Since people choose to live in and around woodlands, providing for woodland protection in the planning of development projects will maintain favorable real estate values.



Street trees contribute to a higher quality of life and also provide numerous community benefits, including the following:

- Traffic calming;
- Enhanced walkability
- Reduced stormwater flow
- Lower air temperatures
- Improved air quality
- Higher adjacent property values
- Longer pavement life.

Rivers, Lakes, and Creeks.

Brighton hosts several water resources, including South Ore Creek, Mill Pond, and Brighton Lake. The South Ore Creek is a headwater stream for the Huron River. Other smaller lakes and ponds can be found in the city

Wetlands. The city contains several wetlands, including the Park Family Nature Preserve, the southeast corner of Greimel and Orndorf Roads, the area south of the South Ore Creek northeast of Grand River Avenue, and the Cedar Swamps located in the southwest corner of the City (see Map NF-5). These wetlands support plant and animal habitats, including resources for migratory birds.

- **Wetlands Protection.** In 1979, the Michigan legislature passed the Geomare-Anderson Wetlands Protection Act, 1979 PA 203, which is now Part 303, Wetlands Protection, of the Natural Resources and Environmental Protection Act, 1994 PA 451, as amended (NREPA).



- **Identifying Wetlands.** There are many resources available to assist in the identification of potential wetlands areas including the following: soil surveys, aerial photographs, topographic maps, 1978 MIRIS Wetland Land Cover maps, Michigan Department of Environmental Quality (MDEQ)'s Wetland Inventory maps, and National Wetlands Inventory (NWI) maps. Wetland investigations are performed in accordance with both United States Army Corps of Engineers (USACE) and MDEQ standards. The USACE guidance follows a three-parameter approach to make wetland determinations and generally requires one positive indicator from each parameter (hydrophytic vegetation, hydric soils, and hydrology).

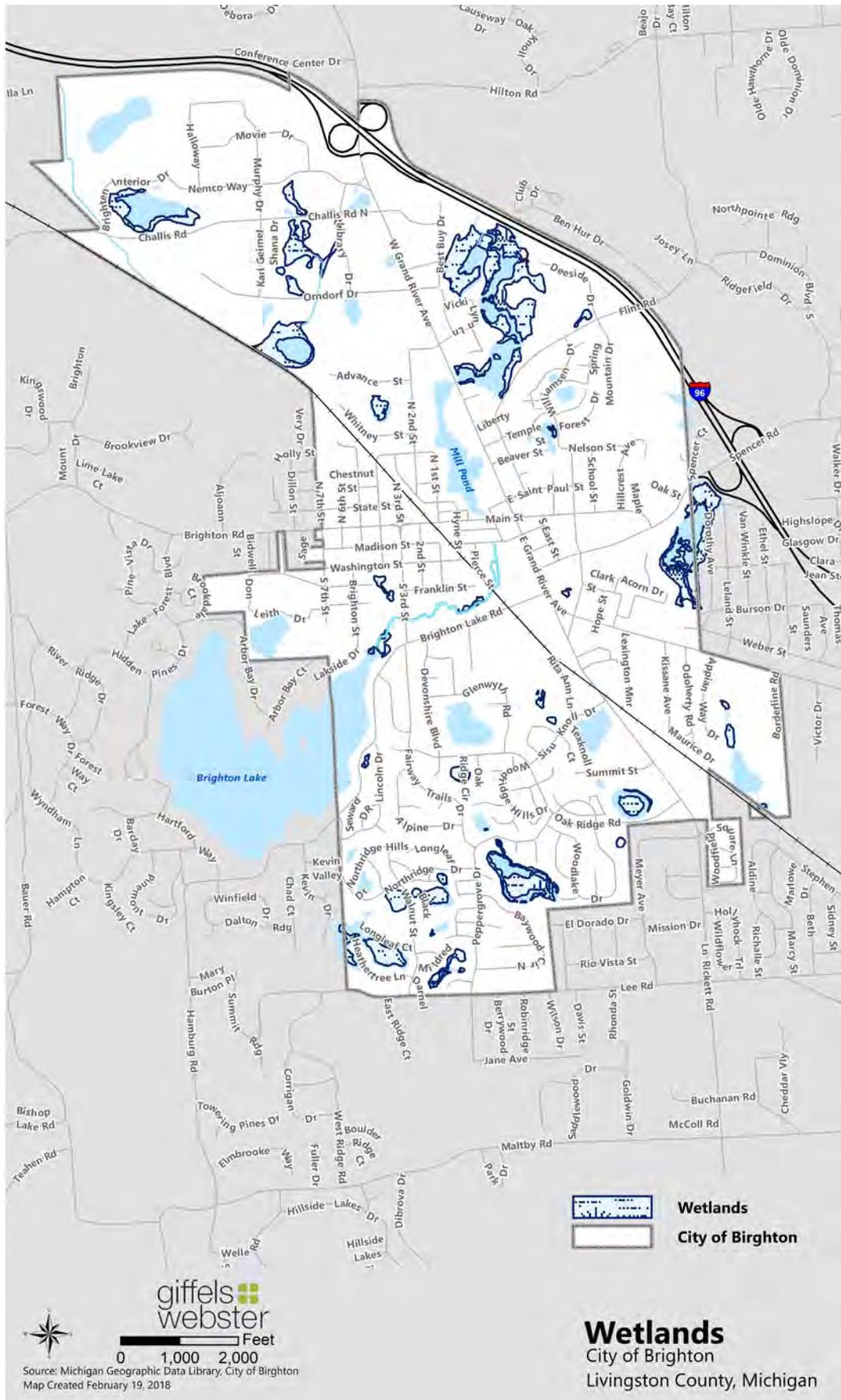


Floodplains. Floodplains are areas where floodwaters spread when the natural stream or river channel overflows its banks because it cannot accommodate runoff from storms or melting snow. Dissipation of flood waters into the floodplain helps reduce the amount of damage incurred by flooding. In addition to providing natural buffers for floods, floodplains provide critical functions as groundwater recharge areas and wildlife habitat. When the floodplain is altered by grading, filling, or the erection of structures within it, its flood-dissipating functions are reduced. Oftentimes, changes to the natural system aggravate flooding and damages. See Map NF-6 for Special Flood Hazard Areas.

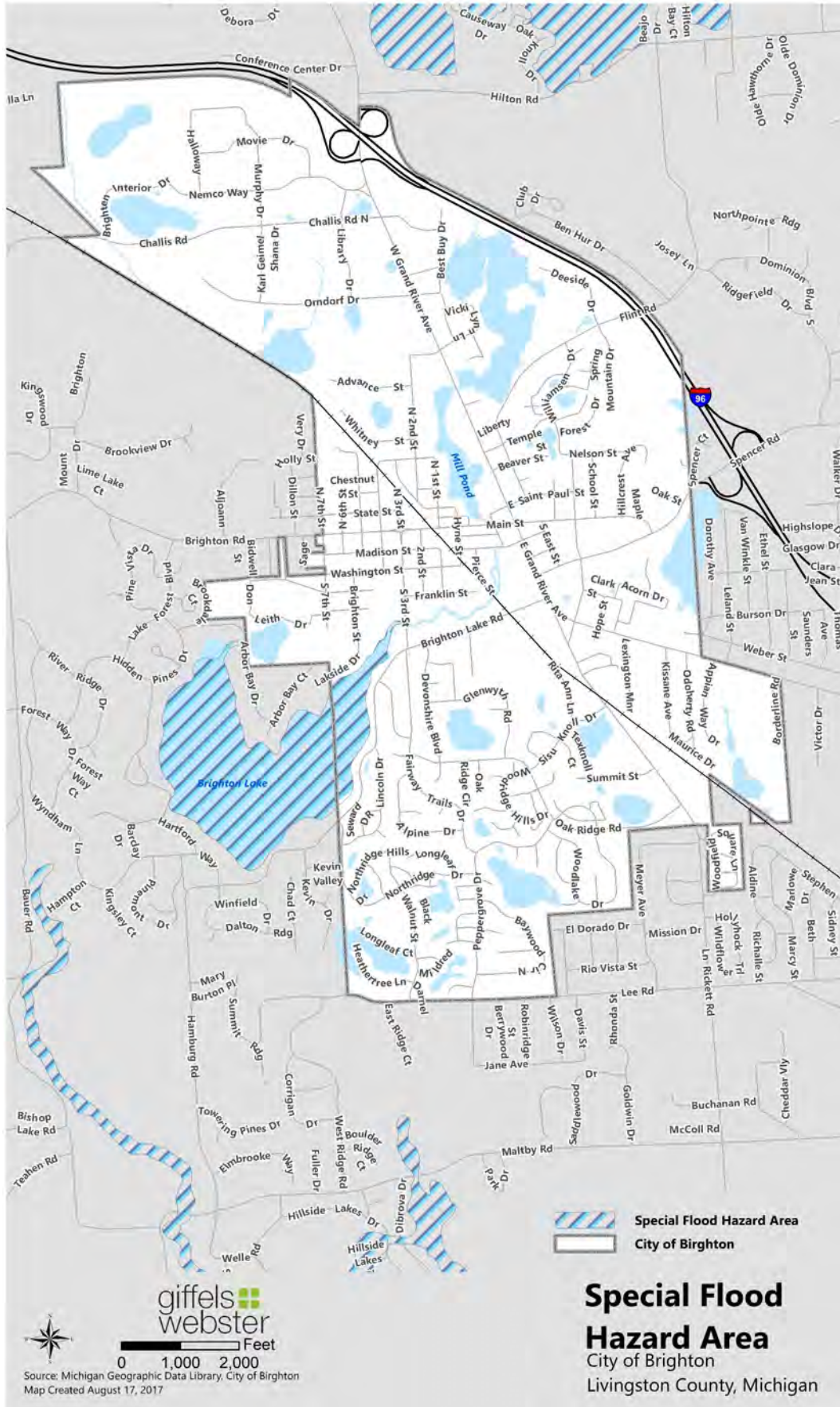
Factors that increase flooding problems include:

- Removing vegetation that stabilizes banks of streams and rivers and slows flood waters.
- Erecting buildings, bridges, culverts, and other structures that deflect or inhibit flow of floodwaters can increase flood elevations and modify flow paths, shifting flooding problems and increasing erosion.
- Channelizing streams (straightening meandering watercourses to expedite drainage) which transfers flooding problems downstream alters wildlife habitat.
- Filling and dumping in floodplains, which can cause a considerable amount of damage as floodwaters rise and transport debris that can interfere with the movement of floodwaters
- **National Flood Insurance Program.** In response to widespread life and property loss associated with flooding, and to help those affected by floods, the federal government has promoted local floodplain management strategies through education programs and enactment of the National Flood Insurance Program (NFIP). The insurance program is basically the only source of flood insurance and is only available to property within communities participating in the NFIP. Brighton participates in this program, and is required to adopt and enforce regulations regarding development in flood-prone areas. Participation in the program allows the city's property owners to

Map NF-5: WETLANDS OF BRIGHTON



Map NF-6: SPECIAL FLOOD HAZARD AREAS OF BRIGHTON



Transportation

An important element of the Master Plan process is the development of a plan for the overall system of streets and roads in a community. This system provides for the movement of people and goods from places both inside and outside the community. Road rights-of-way also provide places for various public utilities such as water lines, gas lines, sanitary and storm sewers, cable television lines, electrical power and telephone lines. Because of these combine roads and utility function, the system of roads in a community can impact economic conditions, environmental quality, and energy consumption, land development and overall quality of life in a community.

Additional information can be found in the Complete Streets Chapter of this plan.

STREET FUNCTION.

Over the years during which the majority of roads and freeways were constructed in the United States, the concept of “functional classification” was developed by the Federal Highway Administration. This involved two main elements: mobility and access. Mobility relates to how vehicular traffic is able to flow through or around an area. Access relates to how travelers of the streets access adjacent land uses (primarily through intersections and driveways).

At higher levels of mobility, travel speeds and volumes are higher; as a result, access to these roads becomes more limited. Conversely, lower classification roads often feature slower speeds and provide more access points to adjacent land uses.

While this system of classification worked in the past, it is clear that the functionality of roads only takes one type of user into consideration: motorized travelers. Assessing the function of roads in conjunction with non-motorized users is not as clear and is not as neatly illustrated. Motorists learn to drive understanding the tradeoffs of roadways: freeways run faster than surface streets, but they can't be used to get directly to their destination. However, with non-motorized uses, the function of roads isn't as black and white. For example, if a pedestrian or cyclist wants to go somewhere, generally speaking, their travel time may not be impacted by the type of road on which they travel. The decision of what road to use

depends largely on what the destination is, how safe it is to get there, and the availability of transportation facilities (such as sidewalks). The idea of mobility for non-motorized users goes beyond simply the efficiency of travel to a wider range of barriers to mobility that partly correspond with functional road classifications, but also correspond to land uses, overall community safety, and condition of transportation facilities.



EXISTING ROAD CLASSIFICATIONS FOR BRIGHTON

Traditional transportation planning identifies several major categories of road classifications known as National Functional Classification (NFC). These classifications were created by the US Department of Transportation, Federal Highway Administration and are based on mobility and access provided by certain roads. As roads are modified over time, they may not fall neatly into one classification or another, but their functions for motorized travel can generally be understood. It is important to note that substantial variations in road characteristics exist although the NFC may be the same for many roads in a community. The City of Brighton currently has roads that fall generally into the following categories:

Rural or Urban Interstates (Principal Arterials): Interstates function to carry a heavy amount of traffic over long distances. They are major connectors from city to city, county to county, across the state, and between states. Interstates are eligible for federal funding. I-96 is the only interstate within the city.

Rural or Urban Minor Arterial: The main function of arterial roads is to serve as routes for through traffic, while providing access to abutting properties and minor intersecting streets. Minor arterials carry through-travel movements, but carry trips of shorter distance and to lesser traffic generators. Arterials are eligible for federal funding. Examples of Brighton roads currently functioning as minor arterials include Grand River Avenue.

Rural Major or Urban Collector Street: Collector streets primarily permit direct access to abutting properties and provide connections from local streets and neighborhoods to minor arterials. Through traffic movement from one part of the city to another is deliberately discouraged on these streets. Collectors provide the opportunity to connect to arterials, allowing for the reduction in the number of curb cuts onto arterials and ensuring fewer interruptions for arterial traffic. Collectors are eligible for federal funding. Examples of existing collector roads include Challis Road, Main Street, Spencer Roads, Brighton Lake Road, and Rickett Road.

Rural or Urban Local Streets: Local streets provide access to abutting land. These streets make up a large percentage of total street mileage, but they almost always carry a small portion of vehicle miles traveled. They offer the lowest level of mobility and may carry no through traffic. Local roads are not eligible for federal funding. Examples of this class of roadway are the city’s residential streets.

EXISTING CONDITIONS IN BRIGHTON FOR MOTORIZED AND NON-MOTORIZED TRAVEL

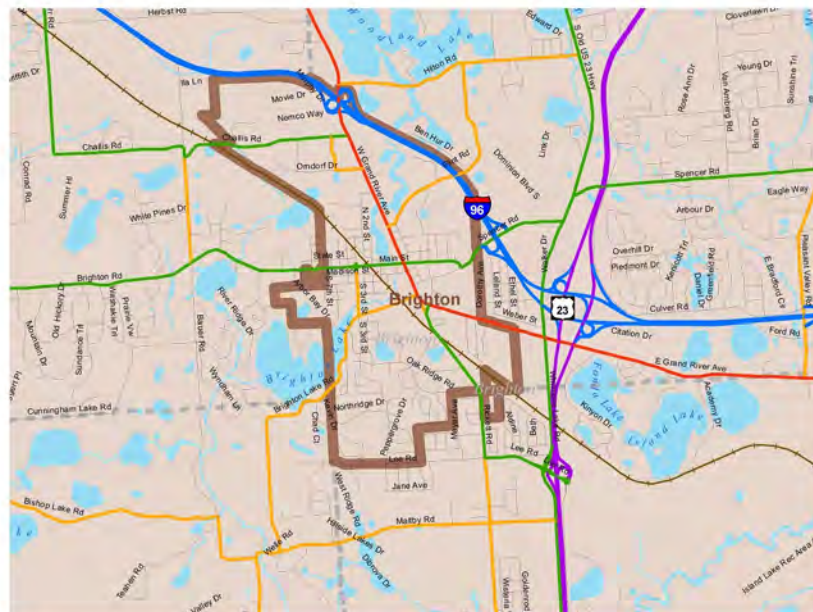
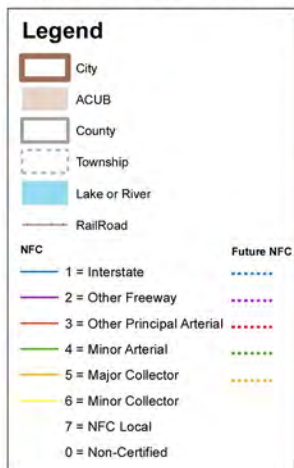
Brighton is located along some of the state’s more traversed corridors, and is situated between several economic centers in southeast Michigan. Traffic count maps are included at the end of this section. The area receives a large amount of traffic, both as a destination and as a pass-through.

For the last 20 years, the city has strived to be a walkable community with efforts to make Brighton a more pedestrian friendly area. This has included additions to the sidewalk network over time, filling in gaps, and several other projects, including:

- Prioritizing sidewalks improvements in the Capital Improvements Budget
- Raised pedestrian crosswalks and lighting in Downtown Brighton
- Improvements at the intersection of Main Street and Grand River to make pedestrian crossing safer

Map CS-2: NATIONAL FUNCTIONAL CLASSIFICATION OF BRIGHTON STREETS

National Functional Classification



MGF v14, July 2014, MDOT Asset Management.
 Per MAP-21 legislation, Federal-Aid highways for Surface Transportation Program funds are NFC Interstate through Minor Collector minus rural minor collectors.
 Rural minor collectors do have limited federal-aid eligibility.
 Any NFC may be rural or urban. Urban NFC's are along or inside the Adjusted Census Urban Boundary (ACUB).
 Cartographer: Darlene Davis
 NFC Consultant: MDOT/NFC@mdot.state.mi.us

TRAFFIC SAFETY

The Traffic Crash Report on the following page (Figure A-1) provides an overview of traffic crash statistics from 2014-2016 based on data obtained from the Southeast Michigan Council of Governments (SEMCOG). It includes data related to fatal crashes, A-level injury crashes (suspected serious injury requiring hospitalization), B-level injury crashes (suspected minor injury that is evident at the scene), C-level injury (any possible injury that is reported), and PDO (property damage only).

PUBLIC TRANSPORTATION

Livingston Essential Transportation Service (L.E.T.S) is the public transit provider in the county. The City of Brighton is a part of the service network. This system operates on a dial-a-ride service, with early morning through evening hours from Monday to Friday, and limited morning and afternoon hours on Saturday. Anyone in the city is eligible to utilize the service, with pricing determined by distance ranging from two to six dollars, and senior rates from one to three dollars.

In 2008, SEMCOG compiled an assessment of land use in the City of Brighton, which is comprised of approximately 2,223 acres. Figure A-2 indicates the amount of land within the City used for each land use. While there has been development over the past nine years, the allocation of land uses has not varied significantly.

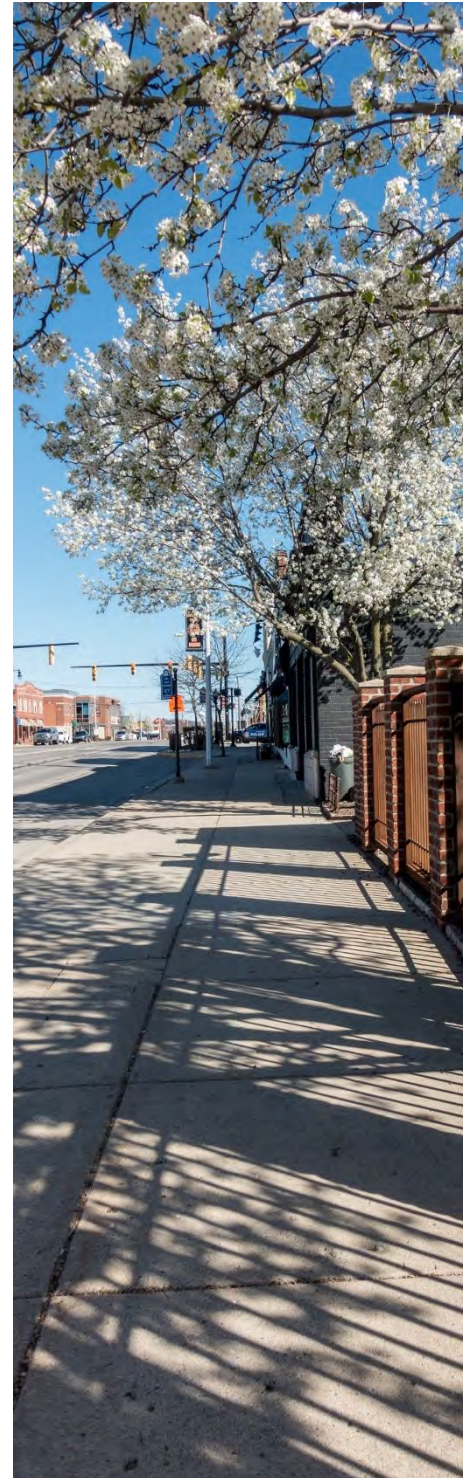
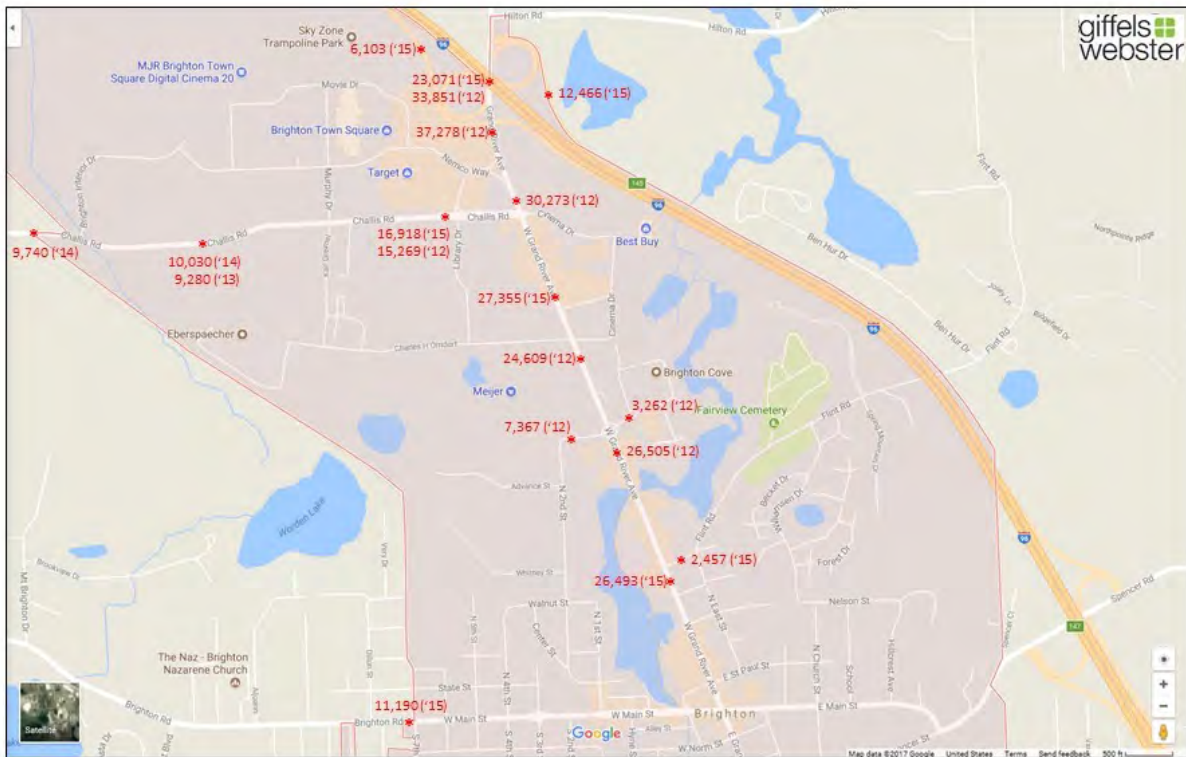


Figure A-1: TRAFFIC CRASH REPORT (SEMCOG)

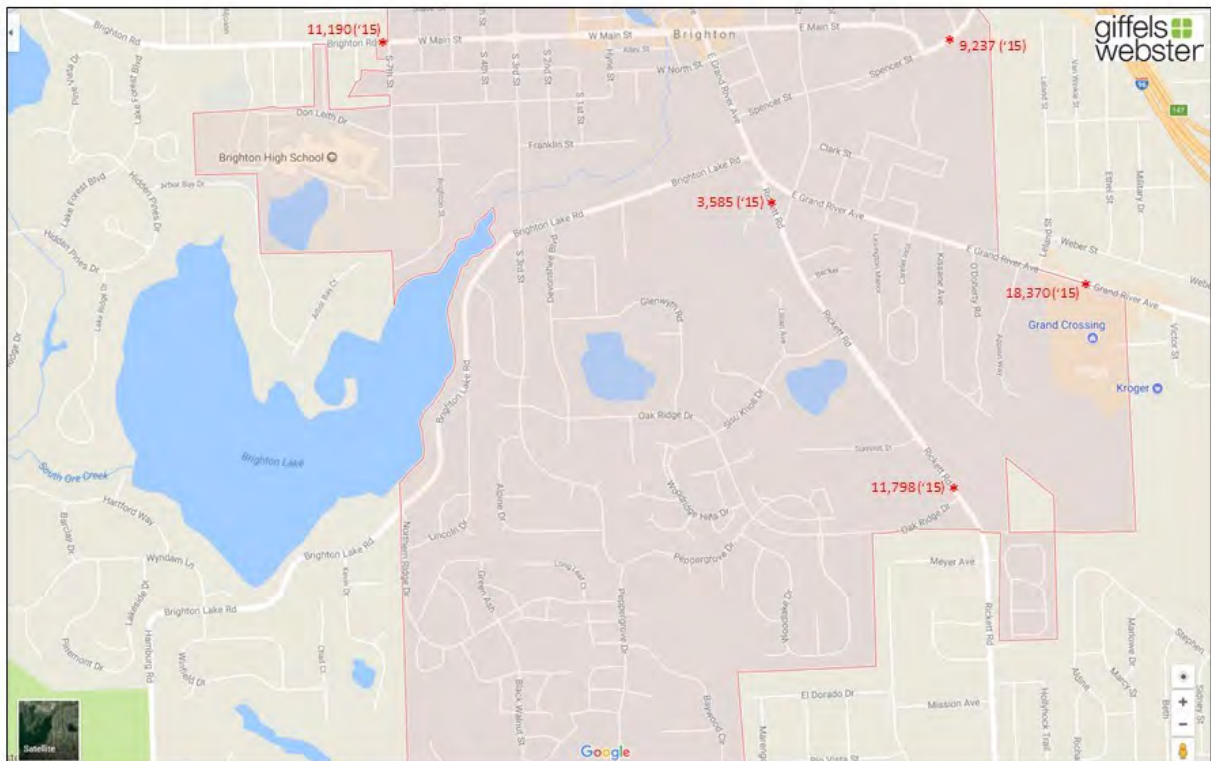


Source: SEMCOG

Map A-1: TRAFFIC COUNT



City of Brighton—Annual Average Daily Traffic Volumes (north half of city)



City of Brighton—Annual Average Daily Traffic Volumes (south half of city)

Existing Land Use

Table A-4: LAND USE

Land Use (2008)	Total Acres	Percent of City
Single-family residential	650	29%
Commercial	391	18%
Transportation, Communication, and Utility	294.6	13%
Governmental/Institutional	262.1	12%
Industrial	250	11%
Park, recreation, and open space	141	6%
Multiple-family residential	131	6%
Water	104.7	5%
Agricultural	0	0%
Airport	0	0%
Total	2,223.10	



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Market Study



The city of Brighton is a growing community with a vibrant downtown. The opportunities for future growth likely exceed that which the city has seen in the past few years.

Opportunities exist for adding households, maintaining current resident households, expanding employment and adding retail goods and related services capable of bolstering both the traditional downtown as well as the north end of the city. However, the highest level of success will be achieved through expanded walkability throughout the city, satisfying the demand from present and future residents and businesses.

The challenge for Brighton is capturing opportunities in a way that provides compatibility with areas surrounding development, continuing to enhance downtown, and expanding employment opportunities. Successful development will encourage and allow residents who have lived in the area for 15 to 20 years to continue to see Brighton as a viable future option for living.

This market assessment summary includes information on national and local factors that result in the defined opportunities for a range of housing and non-residential activity. It is based on a survey of more than 800 different or "unique" households living in the Brighton area, various analyses and past trends for Brighton and surrounding areas.

CONTEXT

While Livingston County and Brighton are somewhat unique in the greater metropolitan area, they are also impacted by factors that reflect changes throughout the United States that are both demographic and technology driven.

- Birth, fertility and marriage rates are at their lowest point in history. Furthermore when marriage and births occur they are increasingly at a later age than any time in the past 100 years. The higher the education level of younger households, the later the age that they marry and the lower the number of children per household.
- Baby Boomers and Millennials collectively represent the largest residential and commercial market forces. They often seek housing types, shopping modes, and entertainment experiences that represent a change from the past. Many do not seek homeownership at this points in their lives.
- No one needs to shop for goods and services at a shopping center or other commercial center. Online purchasing continues to led the pace for all forms of purchases. Therefore, the ability to draw patronage in commercial areas and downtowns is increasingly based on creating experiences.
- Robotics, Three Dimensional Computer Assisted Design modeling and printing, new materials and Artificial Intelligence are creating new opportunities and making the return of manufacturing and product assemblage for communities in areas near large population centers feasible.
- Treatment of medical conditions and disease are changing rapidly through advancement in the above technology and genetic research.



TRENDS & IMPACTS FOR HOUSING MARKET CONDITIONS

Since 2012, Livingston County has permitted more than 640 new housing units each year (see Table 1). During this same time period, the City of Brighton permitted just over 20 units per year.

With new residential development occurring in previously rural areas around Brighton, the city of Brighton's share of Livingston County's housing market declined substantially since 2008 and represents at present less than one-half of the previous market share.

While the units permitted in Livingston County were overwhelming single-family homes, an average of about 60 multi-family units per year were permitted in Livingston County from 2012 through 2016. Since 2001, there is no official record of any multi-family units having been permitted in the city of Brighton.

The survey of Brighton area residents indicates the following with respect to housing (see Table 2):

- The average monthly household mortgage or rent payment in the area is roughly \$1,275. If those not having monthly payments are excluded as a result of having paid off mortgages, living with other family members and a host of other reasons, the monthly average rises to \$1,470.
- Between 25% and 46% of households living in the Brighton area are likely to move in the next five years for many different reasons. If moving, only 16% will relocate to other areas outside of this area of Michigan if housing options are available. The proportion that might move outside the area is smaller than for many other communities in neighboring parts of the metro area.
- Of those who will or may move, about one-third will seek smaller units, and one-third will seek similar sized units.

Table 1 - PERMITTED HOUSING UNITS IN LIVINGSTON COUNTY FROM 2012 THROUGH 2016*

Year	2016	2015	2014	2013	2012
Total Units	660	646	736	704	363
Units in Single-Family Structures	648	597	603	645	307
Units in All Multi-Family Structures	12	49	133	59	56

*Developed by The Chesapeake Group, Inc., 2017.

Table 2 - SIZE OF NEXT HOUSING UNIT*

Relative Size of Next Housing Unit	Percent
Larger	21%
Smaller	32%
Same	35%
Uncertain	11%

*Developed by The Chesapeake Group, Inc., 2017.

About one-half of those that will or may move feel walkability is "very important," while another one-third consider it to be a "somewhat important" characteristic associated with the location of the next home (see Table 3).



Public art is a great way to engage pedestrians and encourage walkability in the city.

Table 3 - IMPORTANCE OF WALKABILITY*	
Relative Importance	Percent
Very important	49%
Somewhat important	37%
Not very important	10%
Not important	4%
*Developed by The Chesapeake Group, Inc., 2017.	

Age is a key factor impacting the probability of a move as well as assets sought if and when such a move occurs. On an aggregate level for example:

- In general, those households with primary income earners 55 years of age or older have a greater probability of moving.
- Walkability is viewed as being a major factor in the relocation process by those at least 45 years old.
- Smaller units in the future are generally associated with those 55 or older.
- The preponderance of those 75 or older either prefer assisted living, independent living in adult communities, or compendium of care communities.

MARKET RATE HOUSING UNIT ABSORPTION

Based on the past and current trends as well as market-driven conclusions from the survey, the potential for new housing units in Brighton likely exceeds the holding capacity of available non-developed land without redevelopment of some existing areas. From a market perspective, the potential to absorb new units is greater than the growth of units in Brighton in recent years, but less than the growth associated with the early 2000's. It is estimated that:

- There is potential for Brighton to absorb an additional 180 new housing units through 2020.
- There is potential for Brighton to absorb an additional 400 new housing units through 2025.

The estimated composition of the new marketable, market-rate housing units is as follows.

- Through 2020, 55 units of non-single-family, non-detached housing.
- Through 2025, 128 units non-single-family, non-detached housing.
- The bulk of the majority of units could be detached or non-detached single-family units.
- The preferred unit contains two or more bedrooms for non-single-family, non-detached units
- The preferred unit contains three or more bedrooms for single-family, detached or non-detached units with the majority containing a first floor master bedroom if the unit is more than one floor.



A mix of housing types that encourage walkability will accommodate both empty-nesters and millennials—similar to these examples from Kirkland, WA (top—source: Brett VA) and Greenwich RI (bottom—source: Cottages on Green)

MARKET RATE HOUSING UNIT ABSORPTION IMPLICATIONS FOR PLAN DEVELOPMENT

Currently, Downtown Brighton is attractive, has a range of activities and is viable. While the survey of residents indicates that some perceive parking or traffic issues Downtown, the area is walkable when compared to much of the remainder of Brighton. The absorption of housing in the area is not likely to have a negative impact on vehicular traffic, but accommodation of additional parking is likely to be essential to success. Market rate housing in and near Downtown is likely to be highly viable.

In the northern end of the community, new investment that will create several hundred jobs is underway through expansion of overnight accommodations and an added medical complex. There is growing potential for further weakness in the retail component of this area. Full potential for housing in this area that would alleviate traffic congestion is unlikely to be achieved unless walkability is enhanced, thereby diminishing the future need for single trip and work trip vehicle use.

Integration of additional housing units in the north-end can be accomplished while strengthening Downtown through additional housing in or near it.

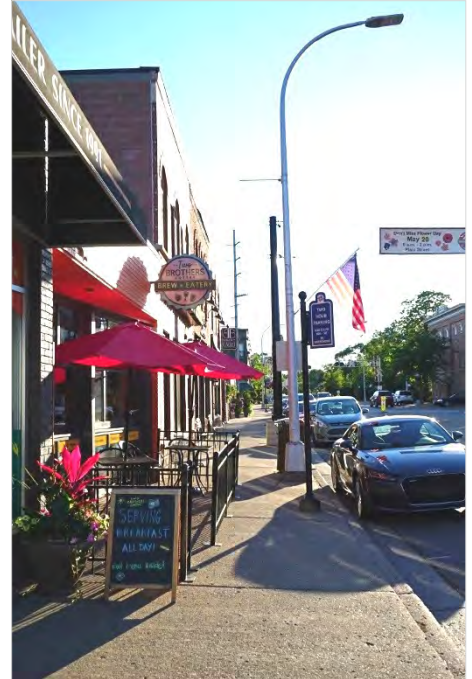
CURRENT AND FUTURE OVERALL ECONOMY

Substantial changes to the Brighton economy have recently occurred or are now underway including but not limited to the following:

- The Downtown has been reenergized through but not exclusively through an increase in food service establishments.
- The proposed development of additional overnight accommodation/hotel space at the northern end of the City.
- The proposed development of a roughly 300,000-square foot medical facility at the north end of the City.

The survey of residents indicates:

- The average household spends \$135 per week on groceries.
- More than two-thirds of the households generally eat dinner and lunch outside the home making purchases at food establishments at least once each week. Even with the increase in activity Downtown, about one-half of those trips are to establishments located outside the City of Brighton contributing to the exportation of dollars.
- Local non-chain food establishments are preferred by the residents for both lunch and dinner.
- In spite of the often seasonal nature, about one-third purchase fresh vegetables, breads, baked items, fresh fish or other fresh items from a farmers' markets, roadside stands, butchers, or bakeries at least once per week on average.
- About two-thirds of the residents purchase good and services at least twice a month contributing to the exportation of dollars.



Continued growth is anticipated in households in the Brighton area as well as Livingston County, increasing demand for goods and services.

In 2017, Brighton area residents will spend about \$262.4 million on retail goods and services at all locations both within and outside of Brighton, on vacation and in other circumstances. This is sufficient to support roughly 870,000 square feet of space at all locations. Other Livingston County residents that live in Brighton Township and other neighboring areas will spend roughly \$1.1 billion supporting roughly 3.4 million square feet of space at all locations in and outside of the Brighton area.

The combined market residents will spend about \$1.3 billion on retail goods and related services, supporting roughly 4.2 million square feet of space in 2017. This spending will increase by about \$66 million by 2025. The increase in potential sales will generate demand for an additional 211,000 square feet of retail goods and related services space by 2025 (See Table 4).

Table 4 - RETAIL GOODS & RELATED SERVICES SALES AND SUPPORTABLE SPACE GENERATED BY RESIDENTS OF LIVINGSTON COUNTY POTENTIALLY CAPTURABLE IN BRIGHTON & BRIGHTON OR THE COMBINED MARKET*

Category	2017	2020	2017-25	2017 (square feet)	2020 (square feet)	2016-25 (square feet)
Food	\$128,200,000	\$130,647,000	\$6,390,000	203,930	207,823	10,165
Eat/Drink	155,577,000	158,547,000	7,767,000	370,421	377,493	18,493
General Merchandise	195,722,000	199,458,000	9,755,000	1,161,663	1,183,837	57,899
Furniture	49,227,000	50,166,000	2,453,000	113,303	115,464	5,646
Transportation & Utilities	197,302,000	201,068,000	9,834,000	646,630	658,974	32,230
Drugstore	97,005,000	98,857,000	4,835,000	95,103	96,919	4,740
Apparel	90,424,000	92,150,000	4,494,000	250,886	255,677	12,468
Hardware	114,906,000	117,099,000	5,727,000	468,239	477,175	23,338
Vehicle Service	147,812,000	150,633,000	7,367,000	359,845	366,714	17,934
Miscellaneous	140,046,000	142,719,000	6,980,000	559,281	569,954	27,876
TOTAL	1,316,221,000	\$1,341,344,000	\$65,602,000	4,229,301	4,310,030	210,789

*Developed by The Chesapeake Group, Inc., 2017.

Much of the growth in demand will be satisfied by smaller operations that could fit either within Downtown or through subdivision of larger spaces in former box and junior box spaces. The type of operations that will be supportable include those that follow.

- Independent or specialty grocery and specialty merchandisers.
- Three to five additional food service operations.
- A 12,000 square feet or less general merchandise operation.
- A small home furnishing and related gifts operation.
- Consumer technology driven retailer
- Two to three small apparel operations.
- Vehicle parts operation.

While the per household entertainment spending is likely to diminish slightly over the next few years an increasing proportion of those dollars will be spent on home entertainment products. Therefore, demand from the combined market will still grow because of household growth. On average, households in the Brighton area spend roughly \$6,200 on entertainment annually, with roughly 25% of the spending on products consumed in the home.

Overall growth in entertainment spending by 2025 is expected to be a total of \$10.6 million greater than 2017 to support new activity outside of the home. Such growth opportunities might include additional space for live performances at food service establishments or a combined performing arts facility with increased revenues through adding comedy clubs, dinner theaters and other similar activities.

Growth in households increases demand for office space (professional and other services) as well. Adding such spaces allows future vehicle commuting of Brighton residents to diminish and will help with controlling or reducing future congestion and traffic.

Many of the area's residents perceive that employment potential in and near Brighton could be enhanced. With the exception of jobs for younger residents, most feel that the employment opportunities for those 26 of age or older are only "fair" or "poor" (see Table 5).

Table 5 - PERCEPTIONS OF EMPLOYMENT OPPORTUNITIES IN THE BRIGHTON AREA AT PRESENT*

	1 Poor	2 Fair	3 Good	4 Very Good	5 Excellent
Employment opportunities for people ages 16 to 25 in	6%	26%	42%	19%	7%
Employment opportunities for people ages 26 to 45 in	14%	36%	36%	11%	3%
Employment opportunities for people 46 or older in Brighton	20%	37%	32%	8%	3%

*Developed by The Chesapeake Group, Inc., 2017.

Table 6 - INDUSTRIES HAVING THE GREATEST PROPORTION OF RESIDENTS EMPLOYED*

Industry	Percent
Construction	6.9%
Manufacturing	17.3%
Retail Trade	7.8%
Information or Information technology	10.2%
Finance and Insurance	8.6%
Professional, Scientific and Technical Services	20.1%
Educational Services	12.5%
Health Care	16.4%
Public Services	7.3%
Other Services	8.0%

*Developed by The Chesapeake Group, Inc., 2017.

Table 7 - EDUCATION LEVEL OF THOSE EMPLOYED FULL-TIME*

Highest Level of Education	Percent
Less than high school	0.3%
High school	10.9%
Technical	7.4%
Some college or Associate's Degree	27.8%
Bachelor's Degree	49.5%
Advanced degree	36.3%

*Developed by The Chesapeake Group, Inc., 2017.

Residents of the area are employed in ten major industries, with the largest proportion in Professional, Scientific and Technical Services (see Table 6).

The full-time employed workforce is highly educated reflective of the high average household income. More than eight in ten have at least a Bachelor's Degree (see Table 7).

A cluster analysis performed for this effort indicates that there are gaps in five areas when compared to similar communities around the country. These gaps include "Information" and a range of "Services." The gaps simply mean that Brighton and Livingston County have less of these types of operations than generally found elsewhere in communities of similar scale, location, infrastructure and demographics.

The cluster analysis indicates potential opportunities in the following industries:

- **Transportation and warehousing**
- **Information**
- **Real estate and rental and leasing**
- **Accommodation and food services**
- **Other services (except public administration)**

Based on the opportunities presented by the current employment patterns, continued growth in households and the potential identified gaps, Brighton could support potentially an additional 213,000 square feet of office space by 2025 (see Table 8). This figure excludes the space associated with the new medical complex and could be used to fill new or vacant commercial space in Brighton. Its is noted that the addition of that medical complex would likely result in future demand for office space in and beyond 2025.

An additional 850 people could be employed in the potential new non-retail space (excludes the new medical positions).



TOTAL IDENTIFIED OPPORTUNITIES

The total identified opportunities through 2025 follow. These are conservative estimates that could well be exceeded.

- 400 new housing units.
- 210,000 square feet of additional retail goods and services generally consisting of smaller operations.
- 213,000 square feet of additional office space that excludes the new medical complex.



Wayne, PA - source: Gate 17 Architecture

Table 8 - OFFICE OPPORTUNITIES (ADDED SQ. FT.) BY 2025 (EXCLUDES NEW MEDICAL COMPLEX) *	
Market Penetration	Added Space
Brighton	57,000
Livingston Market Share	156,000
Total	213,000
*Developed by The Chesapeake Group, Inc., 2017.	



Public Input

Public Input Opportunities

Throughout the planning process, the City of Brighton asked for input from the community about downtown, land use, recreation, and connectivity. From online tools to in-person meetings, a variety of approaches were used to provide the community with forums that could meet their needs. The planning process included an online survey, open house, and a web-based photo-sharing platform called Picture This!™. In addition, residents and business owners were encouraged to attend and participate in Planning Commission, City Council, and Downtown Development Authority meetings.

Open House Summary

PUBLIC INPUT OPEN HOUSE

LOCATION: BRIGHTON EDUCATION AND COMMUNITY CENTER

MONDAY, OCTOBER 2, 2017

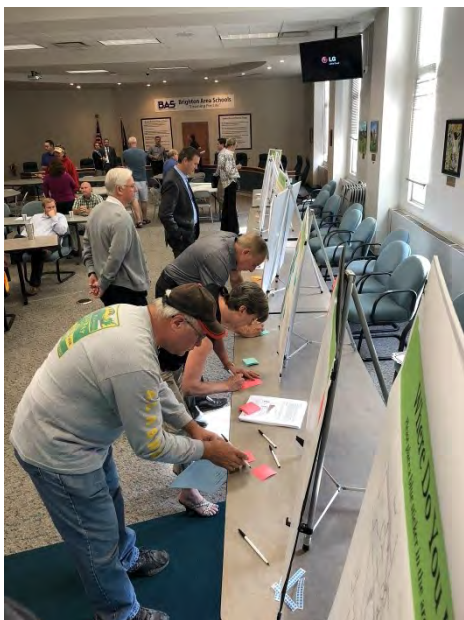
4:00 PM – 8:00 PM

The Public Input Open House for the Brighton Open House was held on October 2nd, 2017 at the Brighton Education and Community Center. Public notices were advertised on the city's website and social media pages. Over 100 people watched the live-streamed event on Facebook.

The meeting began with a brief presentation on the purpose of the Comprehensive Plan Update. Attendees were asked to review the information on various subjects, including the market assessment, downtown assessment, housing, and recreation among others. Participants were asked to provide their thoughts on these topics, as well as why do people leave their community and what they'd like to see in the city in 10 years.

Following are the comments received from attendees about Brighton, organized by area topic.





WHAT DO YOU LEAVE BRIGHTON FOR?

- Indoor tennis 4 times a week
- Love the dining options in Downtown Brighton, but go to Ann Arbor for specialty groceries (Whole Foods, Trader Joe's), specialty shops, and entertainment (the Ark, Kerrytown Concert House, Hill Auditorium).
- Sidewalk on both sides of Brighton Lake Road across the street from Brighton Lake
- Synagogue in Ann Arbor
- To go see live music/bands
- Work

FUTURE LAND USE

- Does the introduction of low-density mixed residential on the west side of tracks pose a risk for development of rentals and condos west of railroad tracks.

WHAT IMPROVEMENT WOULD ENHANCE WALKABILITY IN THE CITY?

- Crosswalks or light for bikes and walkers at a variety of locations: by Flint/Beaver Street, East Main Street, across the tracks on 4th Street, and neighborhoods
- Defined bike lane on 2nd Street
- Higher density
- Sidewalk connectivity, including post 3rd Street along Brighton Lake Road to the city limit boundaries
- Street trees
- Stricter enforcement of speed limit on East Main and/or speedbumps
- Uber/Lyft to get into the City. Improves winter months for bad weather

WHAT WOULD YOU LIKE TO SEE IN DOWNTOWN BRIGHTON?

- 240/300 seat theater (x3)
- An art center (x3)
- A multi-use art center for visual art exhibits and small entertainment venues
- Art museum/art classes (combo)
- Downtown lofts/condos – 3 or 4-story urban
- Northwest side needs paved street (x2)
- Seasonal/pop-up uses: corn horn and beer tent, fowling, etc.
- Flexible venue like the Howell Opera House
- More shopping/retail
- Downtown apartments
- Ice skating
- The Mill Pond Park should be designed to be welcoming to use every day, no just events.

HOUSING

- 3 to 4-story medium/urban lofts/condos
- Condos with 3 or 4 bedrooms, similar to single family detached but without exterior maintenance responsibility; the closer to downtown, the better
- Complete neighborhoods, including trails, park, grill/seating, et
- Do not introduce high, med density housing west of the railroad tracks
- Finish improvements in the northwest quadrants
- Low- to no-maintenance
- Large entertaining area, large master suite, outdoor entertainment area
- More affordable housing for seniors
- [More affordable housing] for college students
- Would like a plan for more units of affordable housing (i.e. condos)
- Walking distance to downtown

Image & Quote from Picture This!™



Images & Quotes from Picture This!™



Live music!

City of Brighton, Michigan

We have live music in small venues like BBG, Buon Gusto, The Pound and Stout's, and the 900-seat BCPA. What's missing is a medium size (300-seat) venue.



Proposed Idea for a City Funded Theater

305 W Main St, Brighton, Michigan, 48116

When we attended the presentation/open house, we saw several suggestions for a city funded theater. A group of us have researched this idea and found it to be impractical and would oppose it. We oppose it for several reasons. Small theaters are having a hard time filling their seats. The DDA consultant could not name another newly constructed community theater. Failure of the venture would leave an empty special purpose building bonded with tax dollars and no revenue to support it. The DDA consultant said that most community theaters do not break even and cannot afford to pay rent. This means that a permanent rental subsidy would be required draining scarce tax dollars. A theater would require more parking during what are already peak demand times. Brighton already has the BCPA. Brighton no longer needs a theater to stimulate people to come downtown.

PARK AND RECREATION AMENITIES

- A park within walking distance from the downtown. How about the property on Rickett Road north of Oakridge Drive (x2)
- Better use of Mill Pond area—mostly parking lots
- Bike trails, networks, jobbing trails
- Biking friendly streets
- Bike friendly with paths to downtown from subdivisions
- Bike trails, networks, jobbing trails
- Dog friendly parks (x4)
- Indoor public play area for toddlers (like a play area at 12 Oaks Mall) that is soft and safe
- Moving water elements
- Nature walks
- Open grassy areas where people can play frisbee, etc.
- Osprey nests
- Recreation park that includes a pool (x2)
- Splash pad (x3)
- Tennis courts
- Transform the Mill Pond Area into a park to be utilized all the time.
- Transform some of the underutilized Big Box store complexes into small business venues in a park like setting. Let's get the green back!
- Utilization of mill pond for recreation canoe facility, ice skating (x2)
- Utilize Mill Pond east of Grand River Avenue with pedestrian friendly crossing (x2)
- Walk/bike friendly
- Would like open area with trees, picnic tables, etc.

PARK AND RECREATION PROGRAMMING AND EVENTS

- A “Helping Hands” group that donates (volunteers) their labor to improve Brighton. Just like they did with the Mill Pond, this year, but extend to other projects there the more hands the better.
- Bridge classes for seniors and other great games and good for the brain
- For this upcoming New Years, having a friendly weight-loss competition with neighboring city (Howell, for example) where a specific number of city residents (20, for example) try to lose more weight than the opposing team.
- Outdoor fields for people not in school sports program to use.
- Tai Chi, yoga, and other quiet recreation in a tranquil green space

VISIONING—WHAT DO YOU SEE IN BRIGHTON in 10-YEARS?

- Arts walk
- Better Mill Pond utilization with adjacent parking
- Bike paths, including along Grand River Avenue and Main Street (x3)
- Business incubators
- Campus for higher education
- City of Brighton phone app for surveys, events, notices, map, local []
- Construct parallel streets along Main Corridors ASAP
- Crosswalk on Grand River between Cross Street and Main Street
- Denser Residential
- Do a better job of commercial zoning. The big box area is a mess and cannot be reached on foot.
- Dog friendly
- Higher education
- Getting Genoa, Brighton, and Hamburg townships to shoulder some financial responsibility to additional parking options downtown
- Hydroponic farm as heart of farmers market

Image & Quote from Picture This!™



Sidewalk on Brighton Lake Road

927 Brighton Lake Rd., Brighton, Michigan

The Brighton Lake Road sidewalk ends at Fairway Trails Dr., cutting off a major pedestrian artery to the downtown corridor. Hamburg/Genoa Township residents are restricted to walking an additional two (2) miles north to Brighton Rd. or driving to Downtown Brighton.

- I don't see an articulation of an identity for Brighton
- Integrated entrepreneur spaces that requires use of Brighton students
- Learning in retirement – university extension classes
- My neighborhood needs a walkway. Williamson is the most densely populated street in the city and we are forced to walk in the busy street. This is an urgent safety issue (x2)
- Parking structure (x2)
- Public Transportation, including to neighboring communities, major malls, downtown, Ann Arbor, and Downtown Detroit (x3)
- Robust art culture
- Senior living quarters
- Sidewalks on Flint Road
- Smart parking meeting
- Theater downtown (live)
- Traffic movement improvement along Grand River Avenue and Main Street
- Transform some of the Grand River Strip mall areas into more diverse, attractive, and green destinations
- Theatre in Downtown Please!
- With all of our great shops and restaurants it would be great to have a 200-300 seat venue for music and other types of entertainment, giving out of town people another reason to come to own town.
- Walkable streets
- Walnut west bound should be extended over the railroad trackers, eliminating the 90 degree turn and making it safe for school buses, bike, and pedestrians. 5th Street should better absorb traffic than 4th Street.
- What can be done about the vacant medical offices next to Meijer

COMMENTS

- ARTS/CULTURE Art Center that would attract daytime visitors
- Bike Lanes
- The City and school system should partner to create additional recreational activities around Leith Lake
- Clean the shoreline
- Connecting the Livingstone County communities with a bike/walking/running trails
- Crossing 6th or 7th street is difficult—not pedestrian or bike friendly at present
- Fishing areas
- For housing, we need less focus on single family detached homing and more “attached” housing combined with common area parks. But not the smaller (1-2 bedroom) condos, but units that a family of four would feel comfortable in.
- HIGHER EDUCATION opportunities – a campus for various trades, community college, etc.
- Increase recreational opportunities
- Informal coffee shop/house
- It seems like Howell and Fenton are doing a better job attracting restaurants that feel “modern,” to appeal to millennial “foodies.” The Wooden Spoon is our best example of that, but they seem more Gen X or Baby Boomer
- Need organized plan for cultural groups – meeting place
- LARGE space for event rentals
- MORE EVENING SHOPPING – not just jewelry -> diversity -> books -> music
- Make it easier to get to Brighton’s Public Library
- Picnic tables

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Next Steps for Downtown Assessment



The City of Brighton and surrounding communities highly value Downtown Brighton. The downtown supports a variety of businesses, and draws people with its mix of dining, shopping, civic, and entertainment uses. Part of this comprehensive planning effort is a Downtown Plan.

The Downtown Plan begins with a Next Steps for Downtown® assessment. This process is intended to illustrate what the City and its businesses are doing well, then suggest improvements that could strengthen downtown. Overall, Brighton’s downtown has great historic resources that contribute to an authentic sense of place. Its streets, sidewalks, street lighting, public art installations, and the Mill Pond show that the community is investing in the downtown and instill confidence in private investors. The downtown area is compact and walkable with plenty of on-street and off-street parking, which can become scarce during large events. Interesting and unique buildings line the streets and linkages are aided by numerous mid-block passageways.

This chapter showcases the strengths of Downtown Brighton and suggests methods for improving or identifying opportunities in areas that need attention.

Land Use

What is Working

- Downtown Brighton contains a mix of boutique retail, restaurants, personal services, and some offices. Shopping, dining, and recreation are all accessible on foot in this downtown.
- Businesses in this downtown maintain a relatively varied schedule, with some opening early in the morning, others open during normal hours, and certain restaurants and bars operating late into evening. This creates an atmosphere that supports all-day activity.
- Most ground floor storefronts have large, inviting windows with creative displays. Many also have planters, benches, sidewalk signs, or other outdoor amenities, such as dining areas, that contribute to a sense of vibrancy. It is clear when businesses are open, and efforts are made to draw customers in.
- The majority of ground floor tenant spaces are occupied.
- City Hall and the 53rd District Court are in the downtown area, set back from Main Street and the core commercial area. Playscapes and an amphitheater can be found at Mill Pond Park, as well as a walking path and boardwalk. These civic uses provide additional reasons to come downtown and provide a baseline of land use stability for the district.
- Drive-thru uses are limited in the pedestrian-focused downtown area. Such uses are restricted from Main Street and are found at the rear of the downtown blocks, allowing businesses to serve customers in automobiles while keeping primary downtown streets safe, comfortable, and attractive for people.
- On-street parallel parking is found along Main Street and many of the side streets; off-street parking is available behind most buildings. Under normal circumstances, visitors will be able to find parking in a reasonable location.
- Downtown Brighton and many of its businesses offer a character and charm that may not be readily available in nearby communities. The variety of establishments and aesthetic appeal draw in visitors from neighboring municipalities as well as local residents.
- There is some higher density housing at the edge of downtown, allowing residents to walk to a variety of destinations without the need for a personal vehicle.

BENCHMARK

Successful downtowns have a good variety of pedestrian-oriented uses that generate pedestrian traffic throughout the day and week. The ground floor of most downtown buildings should be a mix of retail uses that serve the nearby population and act as destinations, drawing visitors from the region.



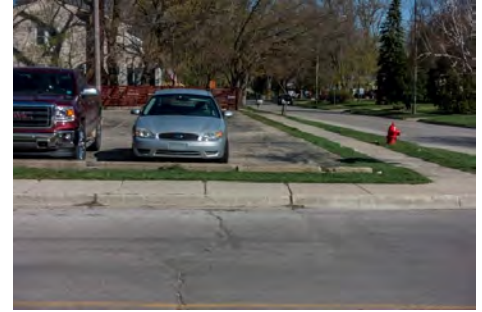
This well-screened dining terrace abuts a public park, creating an interface of public and private space that contributes to the area's sense of vitality.



The Mill Pond is an exceptional focal feature for the downtown and is the heart of a vibrant civic space with many uses that is a draw for visitors in its own right.

What Needs Work

- While Downtown Brighton is currently home to a wide variety of businesses, there are opportunities to attract more residents to the district via the development of additional housing. More housing units downtown would support existing businesses and encourage new ones, while bolstering the sense of 24-hour activity in the district. Likewise, opportunities for office development on secondary streets could bring more of a daytime workforce to downtown, further supporting the vendors in the district.
- The traditional downtown feel of the district dissipates quickly south of Main Street and east of Grand River. Several vacant or underutilized lots, larger setbacks, drive-through uses, and the predominance of surface parking lots all contribute to this loss of character.
- Options to consider for underutilized lots include new liner buildings along the front setback, seasonal outdoor uses, temporary “pop-up” uses, parklets, and additional residential uses.



This unscreened parking lot is an example of a space where small improvements in landscaping and screening could dramatically improve the look and feel of the area.



This view shows how the distinctive fabric of downtown is much less apparent one block south of Main Street.

Best Practice References | 30

EXECUTIVE
SUMMARY

MASTER LAND USE
PLAN

COMPLETE STREETS
PLAN

DOWNTOWN
PLAN

RECREATION
PLAN

APPENDIX

Land Use | Next Steps

Short-term (1 – 2 years)

- Consider some type of incentive program for the development of new downtown housing units. Consider permitting innovative ownership models, such as cooperative housing.
- Merchants should consider collectively extending or coordinating hours to accommodate shoppers and diners as well as to encourage an active downtown throughout the evenings and weekends.
- Identify underutilized buildings that could be redeveloped for business incubator space, giving entrepreneurs the opportunity to establish new businesses in Brighton.
- Develop partnership with property owners, Brighton Art Guild, and Brighton Area Schools to create incubator program.
- Develop a recruitment and retention program for downtown space based on the market analysis and comprehensive plan.
- Consider ways to permit shared use of spaces, such as co-working space.
- Identify available downtown spaces and share information on the DDA website to raise awareness to potential entrepreneurs or other occupants.
- Review the Zoning Ordinance to ensure that creative and appropriate uses and building design can be achieved.
- Explore permitting seasonal outdoor uses and temporary pop-up uses to invigorate under-utilized lots.

Mid- to Long-term (3+ years)

- Identify potential uses for underutilized buildings, keeping in mind that these uses may not currently be addressed in the zoning ordinance. .
- Explore incentives and funding sources for redevelopment of upper floors into residential units.
- Look for opportunities to guide redevelopment by acquiring properties with strong redevelopment potential.
- Explore opportunities for multi-family housing at appropriate



This is an example of a forecourt; finding ways to permit spaces such as this is a way that still perpetuates the character of the downtown streetwall can help bring variety to a downtown area.



Photo by Matthew Haylock

This building mixes ground-floor retail with lofts residences above. Bringing more residents downtown helps increase the vibrancy of the district.

Buildings | *historic structures*

What is Working

- Historic buildings comprise a significant portion of the downtown fabric.
- Many buildings maintain architectural details that provide interest and contribute to downtown character.
- The three-story Italianate building on Main Street and North First Street, historically known as the Western House, was built in 1873 and is in extremely good condition. Its current use as Brewery Becker reinforces the downtown's unique charm and vibrancy.
- St. Paul's Episcopal Church on W. St. Paul and West Streets dates from the 1880's and is very well-maintained, contributing to the downtown character and sense of community.
- The original town hall, built around 1880, currently serves as the home of the Brighton Art Guild, and is well-maintained. Its current use continues to bring people downtown.
- Especially on the block on Main Street just west of Grand River, the display windows and recessed entryways have a historical character. The nostalgic window displays of the hardware store are complemented by the store's iconic, historic projecting sign.



This former hotel has found new life as a modern brewery and restaurant; the new use preserves a piece of the city's history.

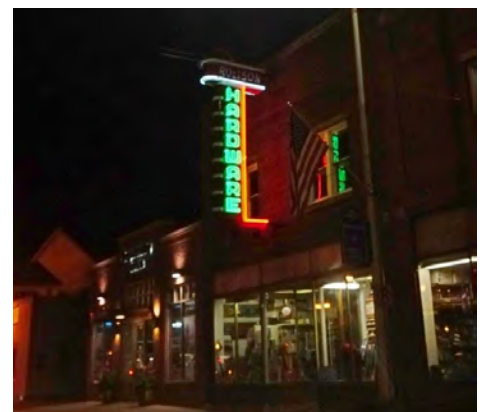
BENCHMARK

Quality materials, interesting architectural details and inviting ground level features create both a sense of history and vitality for downtown visitors.

The restoration and preservation of historic structures adds a feeling of longevity to a downtown. The history of a place comes alive through the ability of visitors to see and touch historic materials and understand how a place evolved over time.



The original town hall, now used by the Brighton Art Guild.



Historic hardware store sign.

Buildings | *historic structures*

What Needs Work

- Painted brick walls in some areas are chipping and should be regularly maintained.
- Some downtown buildings are inappropriately painted, either in colors that are out of character with the district or in a manner that obscures the historical materials of the façade. Other buildings have covered original materials with less durable siding that is not well matched to the structure.
- There are several gaps in the continuous façade on the south side of Main Street. While one is visually closed with a wall that obscures a parking lot, the other gaps are simply empty.
- Buildings with architecturally integral sign bands should use them, rather than adding incompatible building appurtenances for signs or covering windows.
- Some buildings use low-cost construction materials in key areas that detract from the overall quality of the downtown.
- On St. Paul and North, frontage is dominated by parking lots or ill-defined areas.
- Roof extensions made of wood affixed to historic brick structures are incompatible and should be removed.
- Evidence suggests several buildings have had their historic façades covered in the past; incompatible coverings should be removed when possible.



Above left: chipping paint on side façade. Above right: This siding hides the original materials of the building beneath and also creates a large, featureless expanse.

Buildings | *historic structures* | Next Steps

Short-term (1 – 2 years)

- Develop design guidelines for downtown buildings, including methods for the appropriate incorporation of modern materials into historic buildings, standards for context-sensitive infill, and standards for façade improvement.
- Work with the Brighton Area Historical Society to develop an annual awards program to recognize improvements to downtown historic structures.
- Work with the Historical Society to provide educational workshops for property owners that explain the financial benefits of historic preservation and provide a list of resources.
- Develop a lending library that contains publications on historic architecture, renovation and restoration techniques. Include CD and DVD and/or online educational and training materials.
- Use the DDA website to connect local property and business owners to historic preservation resources.
- Develop informational materials that illustrate “before and after” historic renovation projects; include details on the project costs and resources for more information. Explain historic preservation tax credits.
- Develop a mural maintenance program that addresses time frame for murals as well as how they will be maintained while preserving the building.
- Specifically promote historic structures within marketing of available properties on the city website.

Mid- to Long-term (3+ years)

- Create a façade improvement program to assist property owners with removal of incompatible appurtenances and restoration/re-creation of historic façades.
- Encourage property owners on North Street to develop buildings with the same character and form as those on Main Street.
- Work with Brighton Area Historical Society and Brighton Area Schools to create educational programs for local craftspeople.
- Explore opportunity for the city to serve as a “living laboratory” for those learning the trade of historic restoration.

Buildings | *architectural elements*

What is Working

- Most of the buildings in the downtown contain horizontal changes and architectural variation between building stories. This is not only aesthetically pleasing, but contributes to architectural character and helps establish a sense of human scale.
- Storefronts are mostly separated by clear vertical changes, visually separating businesses within the same building, and making clear the number of establishments in the downtown.
- The majority of buildings contain base, middle, and top elements that define the buildings.
- Most buildings feature windows and doors with vertical orientation and an aesthetically pleasing rhythm.
- Some otherwise blank side and rear building walls are enhanced by art and lighting.
- Almost all the downtown buildings on W. Main Street and Grand River Avenue are placed at the front lot line, providing a continuous streetwall that enhances the pedestrian experience.
- The upper levels of most buildings are appropriately proportionate to the ground floor.



This pair of buildings has many positive attributes: they contrast but are compatible with each other; the modern façade treatment on the left is tastefully done and respects the scale of the building; the building on the right is tall for a one-story building, but the large windows help it feel appropriate in the context of the downtown.

BENCHMARK

A wide variety of quality architectural building details that fit within the context of individual buildings and the block as a whole is encouraged to create a vibrant downtown.



This restaurant's front façade is inviting and pleasing to look at.



The row of buildings on the north side of Main just east of Grand River is filled with variety, but the buildings fit together well.

What Needs Work

- Certain side or rear façades could be enhanced with lighting, landscaping, and artwork.
- Some buildings use lower-quality construction materials in key areas that detract from the overall quality of the downtown.
- With its significant front setback filled with parking, the shopping center at the northeast corner of Grand River and Main Street lacks the street presence of the other three corners.
- The spaces between buildings on Grand River Avenue, south of Main, seem forgotten and could be enhanced to better connect the streetwall and provide more interest in this block.
- The walls along Summer Alley are largely featureless; windows or some other form of articulation could make the walk through the downtown's primary pedestrian passage more inviting



These front porticos are out of proportion to the rest of the building.



This shopping center on a key corner was built with a completely different form from the rest of downtown.

Buildings | *architectural elements* | Next Steps

Short-term (1 – 2 years)

- Create a blank wall enhancement ideabook that illustrates how lighting, plant materials, street furnishings, and artwork can enliven blank building walls.
- Investigate ways to expand the city's successful public art initiatives to include wall art, such as murals.

Mid- to Long-term (3+ years)

- Develop guidance for the development of alleys and other in-between spaces into useful, inviting public spaces



Even modest measures, such as these string lights already in place over Summer Alley, can make an area feel more inviting and encourage gathering.

Best Practice References | 8 | 17 | 18

Buildings | *ground floor elevations*

What is Working

- Ground levels are designed at human scale, creating a comfortable and pleasant, pedestrian-supportive environment for visitors to the Downtown.
- Some buildings feature original ground level details that are interesting to pedestrians.
- Most buildings have ample storefront windows that are typically clear and non-reflective.
- There are several examples of engaging window displays that provide interest to passersby.
- Recessed entryways offer shelter for pedestrians, additional opportunities for window displays, and clear visual information for visitors seeking an establishment.
- Several buildings feature interesting doors that welcome visitors

What Needs Work

- Some downtown businesses use window displays ineffectively, cramming too much into the area and limiting visibility into the store.
- Office and service-related uses could offer interesting window displays to keep pedestrians engaged down the street.
- Reflective or tinted windows, blinds, and other methods for preventing views into buildings limit people's engagement with those façades. In general, increasing transparency where it is currently lacking will improve the pedestrian experience in the downtown.



Main Street has several stretches of buildings that exemplify a strong mix of downtown uses and building styles.

BENCHMARK

Ground floor elevations are the most important building element for pedestrians as they are a point of interaction. Ample windows, recessed doorways, quality doors and door hardware, awnings, and other interesting architectural details draw pedestrians into buildings as well as along a street.



The two photos above show a full view and detail of the same entryway. Details such as this offer a sense of discovery and indicate that care was put into the design.

Buildings | *ground floor elevations* | Next Steps

Short-term (1 - 2 years)

- Develop design guidelines that specifically address ground floor elements that contribute to a comfortable and engaging experience.
- Develop an awards program to encourage effective and unique window displays and welcoming entrances.
- Work with the Brighton Art Guild and Brighton Area Schools to create a rotating art display program for unused and/or vacant windows.



The photos above each show examples of high-quality, interesting ground-floor elevations with prominent display windows. There are many positive examples to be found in the downtown already; the primary challenge is to build on these efforts and perpetuate the best approaches throughout the downtown.

Excellent, well-arranged window displays such as this do more than advertise a store's wares. They add a measure of character to a district and generate interest for pedestrians as they pass. As much as any sign, these displays announce to visitors that downtown is a place to be.

Best Practice References | 3 | 17 | 18

EXECUTIVE SUMMARY

MASTER LAND USE PLAN

COMPLETE STREETS PLAN

DOWNTOWN PLAN

RECREATION PLAN

APPENDIX

Buildings | rear elevations

What is Working

- Several storefronts on West Main Street have inviting rear entrances on Mill Pond Lane; the Custard Co also includes outdoor dining, which livens up the area.
- Some rear building façades take advantage of the opportunity to advertise their businesses with attractive signs and well-kept utility areas, even if not used as customer entrances.
- Some buildings have taken measures to integrate, mask, or otherwise visually downplay utility boxes and other typically unsightly but necessary pieces of infrastructure.

What Needs Work

- Many businesses that have rear building entrances lack signage, design elements that highlight the doorway, or other amenities that would encourage their use.
- The rear façades of many buildings are not well-maintained and are unattractive.
- The spaces behind many buildings are poorly defined, spatially and in terms of their use.
- Many rear façades are characterized by exposed or obtrusive utility equipment.



The Custard Co. offers a good microcosm of strong rear yard elements, including a prominent entryway, a wall sign, a seating area, concealed utilities, and planters that inject a bit of whimsy into the area.

BENCHMARK

Rear elevations present a great opportunity to draw people to a building and provide semi-private spaces for customers and the general public..



In-town examples such as this show that utility boxes and other infrastructure can be made to good and less prominent with care and attention to detail.

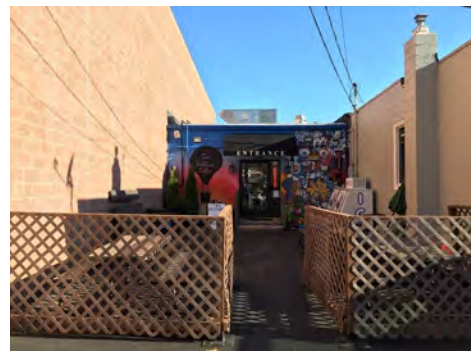


The area behind these buildings is poorly defined. The street-facing rear yards along St. Paul could benefit from a collaborative improvement plan.

Buildings | rear elevations | Next Steps

Short-term (1 – 2 years)

- Develop design guidelines that address rear elevation design elements, including ways to downplay the visual presence of utility infrastructure.
- Create a “best dressed back door” award to encourage businesses to consider how better to utilize their rear facades/entrances.
- Work with businesses and property owners to develop a joint maintenance program for trash removal and weed control in rear spaces.
- Develop a plan to guide the improvement of rear yards that are presently disorganized, including landscaping and paving.



Two Brothers Coffee's modest but inviting year yard seating area calls attention to the business and makes the alley feel more alive.



This rear door in Clawson, MI, is a good example of how a small investment in improving a back door—paint, an awning and a few planters—can make an otherwise marginal area feel welcoming.



The Custard Co. offers a good microcosm of strong rear yard elements, including a prominent entryway, a wall sign, a seating area, concealed utilities, and planters that inject a bit of whimsy into the area.

Best Practice References | 8 | 17 | 22 | 23

Streetscape | *plantings*

What is Working

- Plantings in the downtown area appear to be maintained and cared for.
- The presence of flowers and planting beds near civic features announces that the city welcomes visitors and values its image.

What Needs Work

- Plantings could be better supported by different approaches to planting.. In particular, many sidewalk trees are planted in holes in the concrete barely large enough to accommodate their trunks, which bodes poorly for their long-term health.
- Landscaping within parking areas varies from lot to lot, with some more improved than others.
- Additional screening with plantings could brighten the atmosphere and improve areas where there are building gaps.
- Alleyway landscaping and enhancements could be improved.

BENCHMARK

Planting a tree is one of the most significant and valuable actions that can be taken in a community. If done according to a well thought-out plan, trees will boost property values, shade pedestrians in warm weather, and add color and softness to what could be a very harsh environment.

Downtown streets should be lined with trees. Off-street parking lots should be partially screened from view with landscaping or screen walls. Annual flowers should be found in every direction, and green areas—like public squares and parks—should be part of the downtown fabric.



Colorful and thoughtful landscaping brightens and softens the streetscape (left). Trees given inadequate space and protection (above) can suffer damage or die.

Streetscape | *plantings* | Next Steps

Short-term (1 – 2 years)

- Work with downtown establishments to increase seasonal flowers along storefronts.
- Develop standards for off-street parking lot screening, including appropriate use of walls and vegetation.
- Consider ways to bring more color to the streets during the winter months.



Mid- to Long-term (3+ years)

- Implement off-street parking lot screening standards.
- Assess storm water management infrastructure and identify good locations for demonstrations of sustainable and low-impact management techniques, including green roofs and rain gardens. .



Best Practice References | 1 | 15 | 27 | 31 | 32

Streetscape | *lighting*

What is Working

- Downtown lights are pedestrian-scaled and help create a sense of place with their even placement and attached flower baskets.
- All street lights have flag and banner mountings.
- Building-mounted lighting is generally muted and attractive.
- Downtown has begun transitioning to low-energy LEDs.

What Needs Work

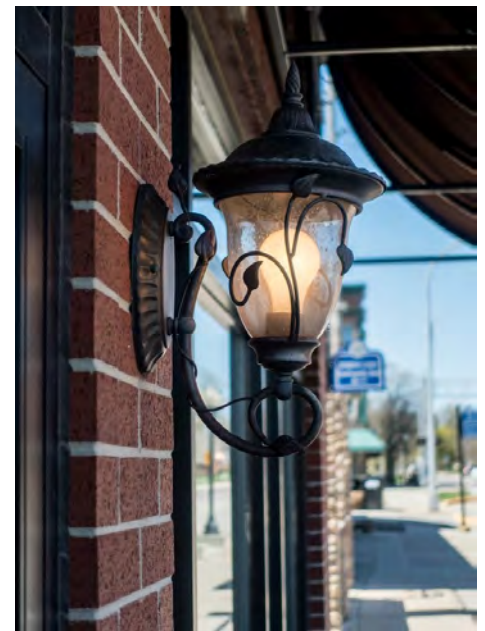
- LED lighting can have a harsh edge.
- Some parking lots are well lit, while others need improvement.
- Placement of downtown-style streetlights is not consistent throughout downtown; certain streets have very few pedestrian-scale lights.

BENCHMARK

Lighting should be designed to focus separately on pedestrian and vehicular flow. Pedestrian lighting should be ornamental in design; vehicular lighting should complement other downtown lighting standards.



These gooseneck fixtures light the way for pedestrians passing beneath them and also function as a decorative element on the building façade.



Decorative lighting such as this can enhance pedestrian safety while providing visual interest. It is important, however, that such lighting not cause glare for passing motorists. Controlling the brightness of these fixtures is therefore important.

Streetscape | *lighting* | Next Steps

Short-term (1 – 2 years)

- Explore seasonal lighting for downtown beyond the traditional holiday season.
- Enhance roadways and pedestrian passages with creative string lights and ground spots.
- Consider the character of LED lighting and consider developing standards for color temperature to reduce the harshness of the light from these fixtures.

Mid- to Long-term (3+ years)

- Consider ways to retrofit traditional-style lighting to prevent the loss of light upward.
- Consider adopting Dark Sky standards for lighting.
- Develop a plan to update public parking lot lighting.
- Consider the use of dimming technology that lowers the energy demand and light pollution from parking lots when they are not in use.



LED street lights such as this one on Grand River provide bright light for thoroughfares but can cast somewhat harsh light if their color temperature is above 4,000 Kelvin.



Downtown streetlights have a classic look, but are not shielded in top. This leads to light loss and light pollution.

Best Practice References | 28

Streetscape | signs

What is Working

- Downtown Brighton has a clear brand and consistent signage throughout the district reflecting that brand helps the area feel cohesive. This signage also gives visitors consistent visual cues regarding public amenities.
- Wayfinding signage directing visitors to significant locations and public amenities such as parking lots is present.
- Many stores have attractive and inviting window displays that still permit passersby to see into the store.
- Many projecting signs enhance the downtown character by creatively and appropriately informing pedestrians of an establishment.
- Most signs are clear, easy to read, and well-maintained.
- Downtown contains a mix of both three-dimensional letter signs, as well as flat letter signs, providing variation among establishments.
- Many establishments use changeable sandwich-board, or A-frame, signs that are geared towards pedestrians, allowing businesses to display frequently changing messages that generate a sense of activity.
- The use of external lighting in some signs adds character to downtown in the evening.
- Signs at the rear entry of buildings enhance the back sides of buildings and encourages exploration.
- Many signs are appropriately designed to reflect the nature of the establishment
- Classic “hardware” sign adds historic charm to downtown.

What Needs Work

- Numerous traffic control and pedestrian signs through the downtown area are too low and should be raised for better visibility and less interference with pedestrians.
- Some window signs fully block the view into storefronts.
- Less well-defined areas of downtown (especially along St. Paul and North) have lots of signage aimed at defining spaces, protecting property and helping visitors make sense of disorganized spaces.
- Some signs could be more thoughtfully incorporated into building architecture.
- Many downtown signs do not appear to be lit; external illumination or backlighting of signs can contribute to a sense of vibrancy downtown, even when businesses are closed.
- Some multi-tenant buildings have an overabundance of signage.
- Some uses could gain greater visibility by locating their signs more logically, or more consistently with their neighbors.

BENCHMARK

Downtown business signs should be eye-catching, easy to read and made of high-quality, durable materials. Appropriately scaled and designed wall signs, projecting signs, awning signs, window signs, and sidewalk signs clearly identify downtown businesses, engage the pedestrian, and enhance the streetscape. Individual signs complement the building, positively add to the overall image and character of downtown, and fit in with neighboring buildings.



Public signage downtown has a consistent brand, suggesting a cohesive district.



This projecting sign suggests that the business offers high-quality goods.

Streetscape | signs | Next Steps

Short-term (1 – 2 years)

- Develop a plan to re-mount uniform traffic control devices.
- Assess wayfinding signage to determine whether the amount installed is adequate, and whether the installation locations are optimal. Consider how downtown wayfinding signage could fit into a broader wayfinding program for the full city.
- Create a sign enhancement program
- Develop a reference list of sign contractors that create high quality downtown signs
- Create sign guidelines that illustrate desired the types of signs and materials desired downtown

Mid- to Long-term (3+ years)

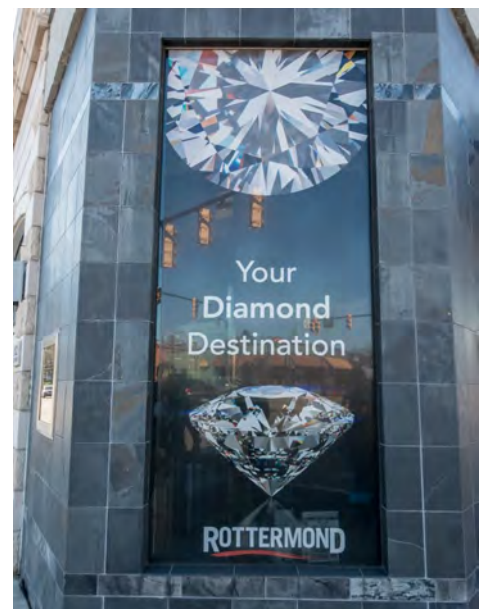
- Assess business sign standards to ensure that they permit the type of creativity downtown seeks and preserve historic signs that contribute to the character of the district.
- Create a sign grant program that offers matching grants or low-interest loans for new signs that meet downtown sign guidelines.



Improvements to the physical design of less defined areas could make signs such as these less common.



This is one example among many in the downtown of a uniform traffic control device that is installed with an inadequate clearance height.



This window sign occupies the entire window, blocking the view into the store.

Best Practice References | 28 |

Streetscape | amenities

What is Working

- The majority of downtown's streetscape amenities include uniform lighting and civic signage that creates a consistent appearance.
- Public art is provided throughout the downtown, and can be found in areas that take pedestrians off the beaten path.
- Alleys between buildings are utilized for seating, oriented with a business entrance, or used in other ways to create a gathering space and visitor utilization.
- Artwork has been incorporated into the fabric of the streetscape.
- Manhole covers in many locations are designed specifically for Brighton and reinforce the sense of place.

What Needs Work

- More bike racks could be provided.
- Recycling containers should be added.
- Throughout downtown, small utility structures protrude from the sidewalk and are left exposed.
- Downtown and its businesses employ few, if any, sustainability measures, such as green roofs, rain gardens, and alternative energy.
- Parking lot fence around public lot at North and East Streets is strangely designed with a large gap below it; an element seems to be missing.



Brighton's civic brand is well-reflected in features such as the entryway to a parking lot seen on the left above. Unappealing or poorly designed utility elements impede pedestrian traffic and harm aesthetics in several locations, including the spot seen above right.

BENCHMARK

The details of a downtown, whether it be street lights, park benches or a public water fountain, reflect the depth of community planning and the civic pride that emanates from downtown property owners and merchants. Part of the charm of a small town business district is the unique physical elements—the details—that set it apart from more sterile commercial areas.

A successful downtown finds the right balance between uniformity and diversity in these physical elements.



Downtown Brighton is brimming with interesting public art. These displays help make a visit downtown memorable and are an element that leads visitors to recommend downtown Brighton to people they know.

Streetscape | *amenities* | Next Steps

Short-term (1 – 2 years)

- Identify potential locations for bike racks and recycling bins.
- Develop a screening or design standard for utilities located on the sidewalk.

Mid- to Long-term (3+ years)

- Install bike racks and recycling bins
- Apply standards to screen and protect utilities located within the public realm



Artful bicycle racks such as the one pictured above would serve a practical purpose and harmonize well with Brighton's existing public art programs.



The alley above, located in another community has been designed to be inviting and useful. An otherwise dead space has been turned into an integral and appealing part of the downtown fabric.



Amenities can be provided privately. This bench was placed on the sidewalk by a business and provides a place to sit and enjoy the atmosphere of downtown.

Best Practice References | 4 | 5 | 10 | 11 | 13 | 14 | 23

Streetscape | *gathering spaces*

What is Working

- Alleys between buildings are utilized for seating, oriented with a business entrance, or used in other ways to create a gathering space and visitor utilization.
- Artwork has been incorporated into the fabric of the streetscape.
- Gathering spaces appear to be known and utilized by the community

What Needs Work

- Aside from Mill Pond Park, very few public tables and chairs can be found dispersed in the downtown area
- Some alley use appears to be seasonal and bleak during off-season periods .

BENCHMARK

Gathering places provide locations for informal meetings and greetings, as well as formal celebrations of a community, its people, and its built and natural environment. When properly designed and located, these places are treasured and, like the downtown as a whole, are part of what residents and visitors envision when they think of downtown as a destination.



Some alleyways in the downtown area are only used seasonally. During the off-season, the long barren corridor is a stark contrast to the otherwise welcoming environment. Improvements can be seen when the alley becomes utilized one again (top left). Members of the community take advantage of the public gathering spaces located near the downtown. During the warm season, people gather at Mill Pond Park for swing dancing (bottom left).



Mid- to Long-term (3+ years)

- Develop and implement an alley enhancement grant program to encourage improvements or development of pedestrian spaces.
- Consider the location and installation of additional seating and tables in the downtown area.
- Implement street furniture acquisition



Parking | *on-street*

What is Working

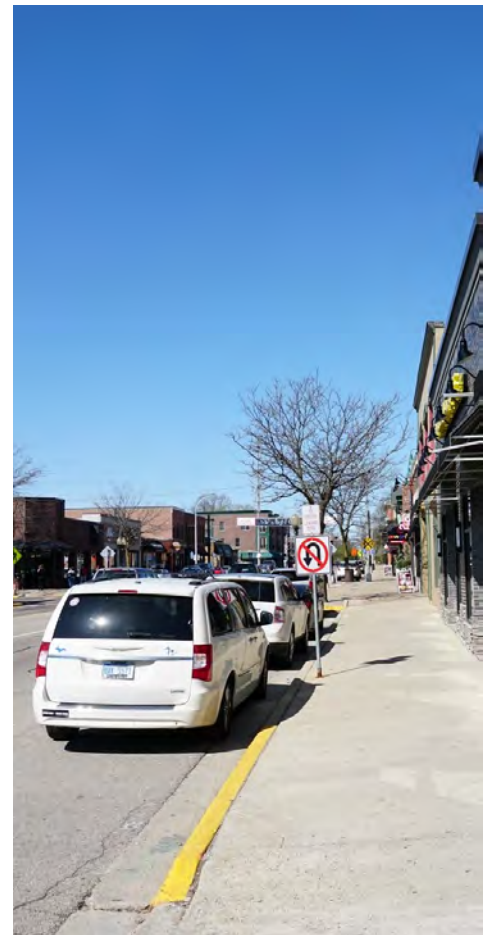
- On-street parking is provided on both sides of Main S and several side streets.

What Needs Work

- Striping of many parking areas could be refreshed, especially on side streets.
- Most on-street parking is time-limited. Time limits that are too short can prevent visitors from engaging in more than one activity during their time downtown. At the same time, employees should not be using prime spaces that should be available for customers.

BENCHMARK

On-street parking enhances downtown areas economically by providing easy access to businesses for customers and slowing traffic for better business visibility. On-street parking also enhances the downtown pedestrian environment by buffering the sidewalk from the roadway.



Parking | *on-street* | Next Steps

Short-term (1 – 2 years)

- Refresh parking striping as needed.

Mid- to Long-term (3+ years)

- Review time limits on street parking. Consider expanding the time limit on side streets.
- Monitor changing demand for curb space from rideshare services, short-term drop-off services, etc.

Best Practice References | 9 | 26

Parking | *off-street*

What is Working

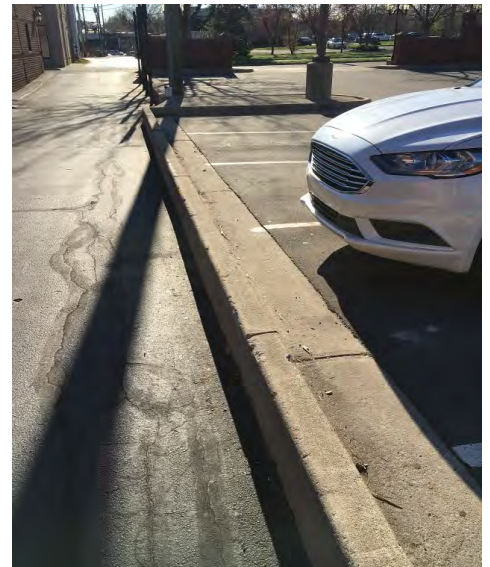
- Overall, it appears that parking is located proximally to demand generators.

What Needs Work

- Most non-public parking areas have numerous signs limiting parking to patrons or employees only. More shared parking would benefit the overall business environment in Downtown.
- Striping of many parking areas could be refreshed.
- Many parking lots feature little to no landscaping; all but a few lots lack low walls or hedgerows to block the trespass of light from vehicle headlamps onto nearby properties or rights-of-way.
- Parking lots that directly abut streets frequently have inadequate screening.
- Many lots lack adequate parking lot lighting.
- Loading areas are not consistently differentiated from parking areas, pedestrian areas, or pass-through traffic areas in the rear of buildings.
- The city appears to lack additional opportunities for over-flow parking during festivals and events
- Many waste receptacles are not screened properly .

BENCHMARK

Parking areas supply the downtown without detracting from the pedestrian experience. Parking lots should be easily accessible and sufficient to accommodate real demand while designed to be integrated into the character of an area.



Parking | *off-street* | Next Steps

Short-term (1 – 2 years)

- Refresh parking striping as needed.
- Enter discussions with downtown businesses on their parking issues

Mid- to Long-term (3+ years)

- Work with downtown businesses to develop a better relieve parking challenges for employees and patrons, especially during events.
- Consider providing additional public parking areas over the long-term, recognizing that a thriving downtown may ultimately warrant structured parking.



Best Practice References | 9 | 26

EXECUTIVE
SUMMARY

MASTER LAND USE
PLAN

COMPLETE STREETS
PLAN

DOWNTOWN
PLAN

RECREATION
PLAN

APPENDIX

Parking | *refuse enclosures*

What is Working

- Waste receptacles are located in the rear of establishments. Several are well-screened.

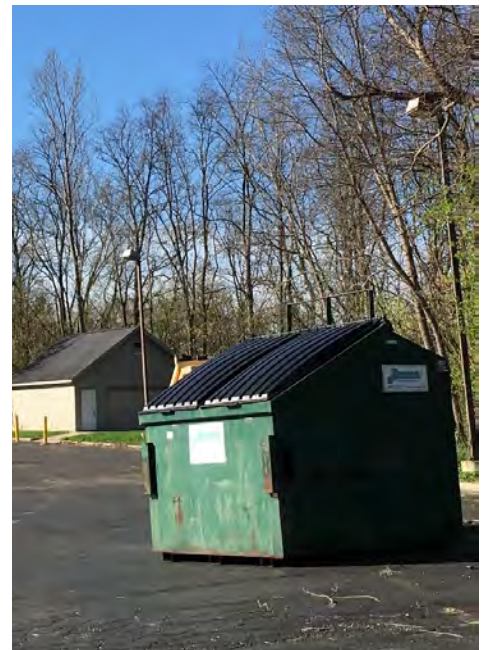
What Needs Work

- Many waste receptacles are not screened property .

BENCHMARK

Refuse containers should be well-screened with enclosures constructed of quality, durable materials, such as brick and other decorative masonry products that blend into the downtown setting

Refuse containers should be located where accessible but not obtrusive.



Parking | *refuse enclosures* | Next Steps

Short-term (1 - 2 years)

- Enforce appropriate waste container enclosure standards

Mid- to Long-term (3+ years)

- Review opportunities for centralized trash compactors that are properly screened.

Best Practice References 22 | 2 | 3 | 4

Traffic & Circulation

What is Working

- Hawk lights are appropriately located
- Pedestrians crossing Main are aided by the existing signal at Grand River and four specially marked and signed unsignalized crosswalk locations between Grand River and the railroad.
- The existing wayfinding signs likely benefit some unfamiliar drivers and pedestrians.
- Street-name signs are uniform in appearance and have sufficiently large font.
- Existing wayfinding signs for City parking lots likely benefit some downtown visitors.
- Existing monument-style signs marking entrances to City parking lots are effective in confirming to arriving drivers that they are about to enter a City facility.
- The City has identified several high-priority crosswalks and provided them special pavement, pavement markings, and signs. All of these treatments generally enhance traffic safety.
- Most of the downtown has satisfactory sidewalks and crosswalks.
- Most downtown sidewalks are sufficiently wide to accommodate outdoor dining, and several such facilities have been provided by local merchants.

BENCHMARK

Downtowns should be safe, walkable, and barrier-free with minimal conflicts between vehicles and pedestrians as well as accommodations that encourage bicycle traffic.

A vibrant downtown has safe and efficient traffic circulation which accommodates drivers, pedestrians, and bicyclists.

Downtown should have a system of accessible service areas separate from public roads and sidewalks. Such areas should be integrated with public parking lots and inviting rear business entrances.



What Needs Work

- Many hawk light signals do not function properly.
- Wider sidewalks on Hyne Street, North Street, and Grand River north / south of town.
- There are many examples of traffic signage around downtown that are mounted too low.
- Drivers and pedestrians at the Main/Hyne intersection may be confused by the “Yield to Pedestrians” sign at the west but not the east crosswalk. Also, there are no crosswalks (either signed or signalized) north of Grand River between Main and Cross (a 0.6-mile section).
- Some wayfinding signs are obscured by street trees and/or are otherwise placed at unexpected locations. The font size on these signs may be too small for the operating environment.
- Street-name signs are not always located where drivers expect to see them. Also, having paired street-name signs at the same elevation generally makes it difficult for approaching unfamiliar drivers to confirm the name of the street that they are on.
- The existing wayfinding signs for City parking lots are generally too small and inconspicuous, given the competition posed by other signs and the typical urban visual scene.
- The existing monument-style signs marking entrances to City parking lots often do not afford sufficient advance visibility for unfamiliar drivers circulating in search of a public parking lot.
- Sidewalks are missing or inadequate at some locations east of Grand River. Upgraded ramps and an east-west crosswalk are needed at the intersection of Hyne and North.
- Sidewalk approaches to outdoor dining facilities are sometimes too abrupt and overly restrictive for pedestrians bypassing such facilities.

Best Practice References | 7 | 16 | 20 | 21 | 29 | 30

Traffic & Circulation | Next Steps

Short-term (1 – 2 years)

- The existing wayfinding signs should be checked for visibility and relocated as necessary.
- At a minimum, street signs should be located on the near right side of every inter-section. Consideration should be given to using a different design for future street-name signs – one using a straight top on each panel – so that the two signs can be stacked to better serve those most in need: visitors who are unfamiliar with the city.
- Consideration should be given to replacing all parking signs with distinctive symbol signs featuring a large “P”.
- Consider conducting a detailed review of all such existing signs, identifying problematic locations, and planning short- and/or long-term mitigation.

BENCHMARK

Downtowns should be safe, walkable, and barrier-free with minimal conflicts between vehicles and pedestrians as well as accommodations that encourage bicycle traffic.

A vibrant downtown has safe and efficient traffic circulation which accommodates drivers, pedestrians, and bicyclists.

Downtown should have a system of accessible service areas separate from public roads and sidewalks. Such areas should be integrated with public parking lots and inviting rear business entrances.



Mid- to Long-term (3+ years)

- Consider signalizing Main and Hynes; prior to signalization, “Yield to Pedestrian” signs should be placed at the east crosswalk. Consider installing a HAWK pedestrian signal on Grand River at Liberty.
- Sidewalks should be added or improved along all streets within or bordering the DDA planning area.
- Wherever possible, clear walking areas (free of tree grates and other sidewalk furniture) at least 6 feet wide should be provided in approaching and walking past outdoor dining areas.

2018 CITY OF BRIGHTON COMPREHENSIVE PLAN: AFFIDAVIT OF PUBLICATION & NOTICE OF PUBLIC HERING



LIVINGSTON DAILY PRESS & ARGUS NEWSPAPERS
323 East Grand River Avenue, Howell MI 48843

BE IT MADE KNOWN THAT THE FOLLOWING LEGAL AD APPEARED IN
DAILY PRESS & ARGUS

CITY OF BRIGHTON
200 N 1ST ST
BRIGHTON, MI 48116-1268

REFERENCE: 347234
DET-3007756

STATE OF MICHIGAN

COUNTY OF LIVINGSTON

LIVINGSTON DAILY PRESS & ARGUS a newspaper published in the English language for the dissemination of local or transmitted news, which is a duly qualified newspaper, and that annexed hereto is a copy of a certain order taken from said newspaper, in which the order was published on the date indicated below.

SIGNED BY: *Diana J...*

NOTARIZED BY: *Melanie C Altz*

PRINT NAME: Melanie C Altz

Subscribed and sworn to before me
on: 01/22/2019

PUBLISHED ON:
11/04/2018

TOTAL COST: \$
180.00

**NOTICE OF PUBLIC HEARING
CITY OF BRIGHTON
COMPREHENSIVE PLAN**

Notice is hereby given that the City of Brighton Planning Commission will hold a public hearing at 7:30 p.m. on November 19, 2018 at the City of Brighton City Hall, located at 200 North First Street, Brighton MI 48116. The purpose of the hearing is to receive public comments on the proposed City of Brighton Comprehensive Plan.

The Comprehensive Plan includes text, illustrations and maps that describe the Planning Commission's proposal for the long-range future development of the city. It includes a Future Land Use Plan, Downtown Plan, Recreation Plan and Complete Streets Plan. The Comprehensive Plan has been prepared under the authority vested in the Planning Commission by the Michigan Planning Enabling Act, Michigan Public Act 33 of 2008.

A Comprehensive Plan is a long-range policy plan for land use that helps guide city officials when making land use and development decisions. The Comprehensive Plan is not a zoning map and does not change the zoning of individual properties.

A complete draft of the proposed Comprehensive Plan may be inspected prior to the hearing at the City Hall. The draft Plan can also be viewed online at www.BrightonCity.org. Written comments may be sent to the City prior to the hearing at 200 North First Street, Brighton MI 48116. Oral comments will be taken during the public hearing.

This notice is published pursuant to the requirements of Michigan Public Act 33 of 2008.

ALL CONCERNED CITIZENS are encouraged to be present at this meeting to express their opinion on this matter, as public input is an important element in the Commission's deliberation. Furthermore, a decision on this matter is likely at this meeting. If you have any questions regarding this matter, please call (810) 844-5149.

To comply with the Americans with Disabilities Act (ADA): Any citizen requesting accommodation to attend this meeting/function and/or to obtain this notice in alternate formats, please contact Fatty Thomas, ADA Coordinator, (810) 225-6001, at least five business days prior to the meeting/function.

TARA BROWN
CITY CLERK
CITY OF BRIGHTON

(11-04-2018 DAILY 347234)



2018-2022 CITY OF BRIGHTON RECREATION PLAN: AFFIDAVIT OF PUBLICATION & NOTICE OF PUBLIC HEARING



LIVINGSTON DAILY PRESS & ARGUS NEWSPAPERS
323 East Grand River Avenue, Howell MI 48843

BE IT MADE KNOWN THAT THE FOLLOWING LEGAL AD APPEARED IN
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CITY OF BRIGHTON
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BRIGHTON, MI 48116-1268

REFERENCE: 347695
DET-3007756

STATE OF MICHIGAN

COUNTY OF LIVINGSTON

LIVINGSTON DAILY PRESS & ARGUS a newspaper published in the English language for the dissemination of local or transmitted news, which is a duly qualified newspaper, and that annexed hereto is a copy of a certain order taken from said newspaper, in which the order was published on the date indicated below.

SIGNED BY: *Diana J.*

NOTARIZED BY: *Melanie Calk*

PRINT NAME: *Melanie Calk*

Subscribed and sworn to before me on: 01/22/2019

PUBLISHED ON: 12/14/2018

TOTAL COST: \$ 148.20

**NOTICE OF PUBLIC HEARING
CITY OF BRIGHTON CITY COUNCIL
DRAFT RECREATION PLAN FOR
REVIEW AND COMMENT**

A public hearing is scheduled for January 17, 2019 at 7:30 p.m. at the Brighton City Hall for the purpose of receiving comments on the draft 2018-2022 Recreation Plan prior to its consideration and adoption by the Brighton City Council.

A complete draft of the 2018-2022 Brighton Recreation Plan is available for public review and comment from December 17, 2018 to January 17, 2019. Copies of the draft can be viewed at the City office or online by following the link at www.brightoncity.org.

Written comments will be accepted at the Brighton City Hall at 200 North First Street, Brighton MI 48116. Oral comments will be heard during the meeting. For additional information, contact the Community Development office at 810-227-1911.

ALL CONCERNED CITIZENS are encouraged to be present at this meeting to express their opinion on this matter, as public input is an important element in the Council's deliberations. Furthermore, action on this matter is likely at this meeting.

To comply with the AMERICAN DISABILITIES ACT (ADA): Any citizen requesting accommodation to attend the meeting/function, and/or obtain this notice in alternate formats, please contact Patty Thomas, ADA Coordinator, (810) 225-8000, at least five business days prior to the meeting/function.

Tara Brown, City Clerk
City of Brighton

(12-14-2018 DAILY 347695)



2018-2022 CITY OF BRIGHTON RECREATION PLAN: SIGNED RESOLUTION - CITY COUNCIL

Resolution #19-03

RESOLUTION OF ADOPTION
City of Brighton City Council
Recreation Plan
2018 – 2022

WHEREAS, the City of Brighton has undertaken a planning process to determine the recreation and natural resource conservation needs and desires of its residents during a five-year period covering the years 2018 through 2022, and

WHEREAS, the City of Brighton began the process of developing a recreation plan in accordance with the most recent guidelines developed by the Department of Natural Resources and made available to local communities, and

WHEREAS, residents of the City of Brighton were provided with a well-advertised opportunity during the development of the draft plan to express opinions, ask questions, and discuss all aspects of the recreation and natural resource conservation plan, and

WHEREAS, the public was given a well-advertised opportunity and reasonable accommodations to review the final draft plan for a period of at least 30 days, and

WHEREAS, a public hearing was held January 17, 2019 at the City of Brighton City Hall to provide an opportunity for all residents of the planning area to express opinions, ask questions, and discuss all aspects of the recreation plan, and

WHEREAS, the City of Brighton has developed the plan as a guideline for improving recreation and enhancing natural resource conservation for the City of Brighton, and

WHEREAS, after the public hearing, the City Council voted to adopt said recreation plan,

NOW THEREFORE BE IT RESOLVED, the City Council of the City of Brighton hereby adopts the City of Brighton Recreation Plan for 2018-2022.

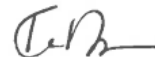
AYES: Bohn, Emaus, Gardner, Muzzin, Pettengill, Pipoly, and Tobbe

NAYS: None

ABSTAIN: None

ABSENT: None

I, Tara Brown, City Clerk for the City of Brighton, do hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the City Council at the Regular Meeting held on January 17, 2019.



Tara Brown, City Clerk
200 N. First Street
Brighton, Michigan 48116

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