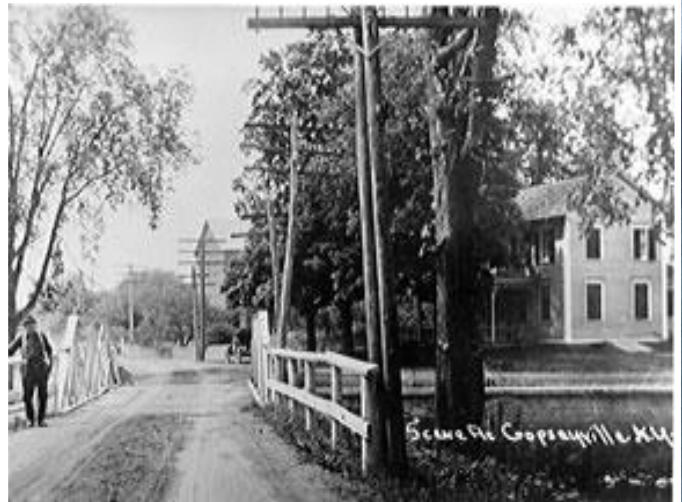


TOWN OF BRUNSWICK

RENSSELAER COUNTY, NEW YORK



Historical photos courtesy of the Brunswick Historical Society

DRAFT COMPREHENSIVE PLAN

August, 2013

Laberge
ENGINEERING
ARCHITECTURE



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4 Computer Drive West • Albany, New York 12205
www.labergegroup.com

TOWN OF BRUNSWICK

COMPREHENSIVE PLAN



FINAL DRAFT

AUGUST, 2013



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4 Computer Drive West

Albany, New York 12205

Laberge Group Project Number 2011092

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Comprehensive Plan Advisory Committee

Frank Brenenstuhl
Tracey Broderick
Gordon Christian
Mark Cipperly
Michael Czornyj
Margaret Doyle
Kenneth Herrington
Tom Meyer
Russell Oster
Andrew Ross
Ryan Silva
James Tkacik
Matthew Wade
Chuck Watson

Town Board

Philip H. Herrington, Supervisor
Patrick E. Poletto
Sam Salvi
James Sullivan
Daniel Casale

Funding Agency

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Consultant



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Executive Summary

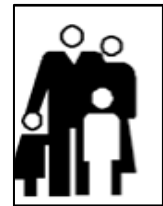
Purpose of the Comprehensive Plan

A Comprehensive Plan is a collection of information and materials designed to guide the future development of the Town. The Plan provides the community with a firm foundation for policies and legislation to foster a more certain future. The Comprehensive Plan is a policy guide and provides an overall framework for future public and private investment and decision making in the community. Investment can take many forms, such as, but not limited to, financial, civic, and creative and charitable resources. In the Town of Brunswick, it is this collective investment by residents, businesses, churches, schools, volunteer organizations, and local government that will shape the physical, social, and economic character of the community. The Plan also articulates an overall vision for the Town and the means to achieve desired future land use and development patterns.

Plan Contents

The Town of Brunswick Comprehensive Plan includes an updated community profile that summarizes the Town's existing land use, demographics, community services, housing resources, transportation network, economic and employment trends, natural resources and environmental features. This inventory of existing conditions and Town resources provides a foundation for the goals and associated implementation recommendations included in the document.

The Plan embodies a vision for the future that retains the qualities of the Town that residents have come to cherish, weaves together the facts of the changing socio and economic conditions, and reflects the needs and desires of a diverse population while at the same time respecting individual's land use rights. The Plan includes goals and recommendations that set forth clear steps that can be taken to implement the community's vision. By coordinating actions to guide the Town's development, the Comprehensive Plan becomes a valuable tool to Town government, its citizens and the private sector to manage growth and deliver public services in a sustainable manner.



The Planning Process

The planning process began in the fall of 2011 when the Town Board appointed the Comprehensive Plan Advisory Committee (CPAC). The CPAC represented a diverse range of community interests including representatives of the Planning Board, the Zoning Board, the School District, the Historical Society, business leaders, farmers, and long time residents. During the development of the Comprehensive Plan, the consultants worked closely with the CPAC to identify the community's strengths, as well as challenges that needed to be overcome and the opportunities that could be capitalized on to continually improve the quality of life in Brunswick.



The planning process incorporated various attempts to reach out to the public throughout the Plan's development in order to help identify key issues and common goals. Five methods were used to solicit public input throughout the planning process:

- 1) Coordination meetings with the Comprehensive Plan Advisory Committee (CPAC);
- 2) Stakeholder Interviews;
- 3) Business-owner Focus Group Roundtable Discussions;
- 4) Community Survey; and
- 5) Public Workshops.

The Stakeholder Interviews focused on issues ranging from municipal services, infrastructure, environmental concerns, traffic issues, historic preservation, parks and recreation needs in Brunswick. The Business-owner Roundtable Discussions generally focused on existing market conditions, identified key local issues, and solicited feedback on future business expansion opportunities in Brunswick. The Public Workshops focused on a range of current issues in the areas of transportation, housing, parks, recreation and community services, municipal services, infrastructure, economic development and growth, cultural and historic preservation, natural and agricultural resources, as well as and local regulations, land use and zoning. Participants in this planning process worked together to develop a variety of potential solutions for the current and future state of the community.

In order to provide another opportunity for all residents and property owners to give feedback for this planning process, the Town also conducted an on-line Community Survey. The public was also given the opportunity to review preliminary goals and recommendations and indicate whether they "Agree" or "Disagree" with the ideas. Culling all the feedback from the public participation process, consultants worked closely with the Comprehensive Plan Advisory Committee (CPAC) to develop the final goals and recommendations that are critical for the Town to build upon the assets of the community, and capitalize on the many opportunities that were identified during the planning process.

It is important to note that while public comment and feedback provides valuable information, the respondents to the various outreach efforts represent a small sampling of all Town residents and businesses. Therefore, while the input is important, it is not the sole guiding force of the Comprehensive Plan.



Comprehensive Plan Goals

Establishing future community goals is an essential part of the Comprehensive Plan. Section II includes the following goal statements, followed by more detailed recommendations for achieving these goals. This section also includes a Conceptual Future Land Use Plan for the purpose of providing a visual representation of the community's desired land use pattern. The goals and recommendations will assist the Town in prioritizing community projects, developing timelines for completion, increasing local commitment, and identifying potential funding sources to support such projects.

Community Identity, History and Recreation

- Goal 1: Strengthen community identity and improve community desirability with design improvements, preservation, and promotional efforts.
- Goal 2: Diversify, enhance, and maintain quality year-round recreational opportunities for the enjoyment of all residents.
- Goal 3: Preserve, enhance and promote historic and cultural resources that represent the heritage of the Town of Brunswick for the enjoyment of current and future generations.

Natural and Agricultural Resources

- Goal 1: Provide safeguards to protect sensitive environmental areas and water bodies.
- Goal 2: Allow for the protection of farmland and rural lifestyles.
- Goal 3: Maintain and support a strong agricultural economy in Brunswick.

Housing

- Goal 1: Promote a mix of quality housing options that are appropriately located, available to a range of income levels, and meet the needs of existing and future Town residents.
- Goal 2: Preserve and enhance the Town's existing residential neighborhoods.

Transportation

- Goal 1: Improve and maintain the integrity and capacity of the Town's major arteries, address traffic congestion issues, and improve accessibility for residents and business patrons.
- Goal 2: Encourage the development of a safe and efficient transportation network that considers all modes of transportation to satisfy the existing and future needs of the community.



Municipal Services and Infrastructure

Goal 1: Continue to efficiently and cost-effectively provide public water and sewer infrastructure in order to meet the needs of existing and future residents and business-owners.

Business Retention and Expansion

Goal 1: Market and promote Brunswick as a business-friendly community.

Goal 2: Encourage business development, both large and small, in appropriate areas to create employment opportunities, expand the Town's tax base, and expand the availability of goods and services to residents and visitors alike.

Goal 3: Promote and support agricultural related business and allow operating farms to have ancillary spin-off businesses that lead to business expansion.

Local Land Use Regulations

Goal 1: Accommodate a balanced mix of recreational, residential, agricultural, commercial and industrial uses while maintaining the overall existing rural character of the Town.

Goal 2: Continue to promote the enhancement of zoning, subdivision and site development standards that are clear and concise.

Goal 3: Encourage future development that is of quality design, to maintain and enhance community character.

Goal 4: Encourage future development that minimizes negative impacts on natural resources, in order to safeguard the health, safety and welfare of the community.



I. Introduction

What is a Comprehensive Plan?

A Comprehensive Plan is a collection of information and materials designed to guide the future development of the Town. The Plan provides the community with a foundation for policies and legislation to foster a more certain future. The Comprehensive Plan is a policy guide and provides a framework and policy context within which to make decisions relating to future land use and development. It is not a strict guideline of what the Town must do over time but rather a general framework that must be reassessed from time to time.

According to New York State Town Law 272-a, all town land use regulations must be in accordance with a comprehensive plan. The plan also serves as a basis for infrastructure development, public and private investment. The plan must be adopted by resolution following a public hearing, but is subject to change and revision with the passage of time and events. The process for and the contents of the plan are consistent with New York State Town Law 272-a, which defines a comprehensive plan as:

“the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the town located outside the limits of any incorporated village or city.”

The Town of Brunswick Comprehensive Plan includes an updated community profile that summarizes the Town’s demographics, community services, housing resources, transportation network, economic profile, existing land use, and natural features. The Plan embodies a vision for the future and includes goals and recommendations that set forth clear steps that can be taken to implement and achieve the goals. Furthermore, the Plan will assist the community in prioritizing community projects, developing timelines for completion, increasing local commitment, and identifying potential funding sources to support such projects. As previously mentioned, the Plan is an evolving document and should be reviewed periodically and amended where necessary to gauge progress on implementation and to ensure that it is relevant to changing conditions within the Town.

Why is a Comprehensive Plan Update Necessary?

Brunswick originally adopted the Zoning Ordinance in 1958, Subdivision Regulations in 1982, and a Comprehensive Plan in 2001. Over the past decade, the Comprehensive Plan has been used as the foundation for establishing zoning changes, updating other land use regulations and approving development. An updated Comprehensive Plan provides the opportunity for the Town to refine the Plan’s



vision and develop long-term goals and recommendations that can be implemented based upon the availability of funding sources and prioritized based on current needs. Besides providing a foundation for future policies that the Town may adopt in the future, the Comprehensive Plan can be used as a tool to help obtain funding for a variety of projects.

The formulation of community goals is one of the most important products resulting from the development of a Comprehensive Plan. In addition to giving direction to the Plan and articulating the community's vision for its future, goals help define priorities and provide common ground between diverse groups. The updated Comprehensive Plan includes broad goal statements, followed by more detailed recommendations for achieving those goals (i.e., implementation). The recommendations presented are not intended to be implemented all at one time, but rather over a broad period of time. Fiscal and human resource constraints will play a major role in the order of implementation of these recommendations as will changes in demographic and economic factors. Goals are the broadest expression of a community's desires. Goals give direction to the Plan as a whole. Goals are long-term aspirations and are used to achieve a vision of the Town in the future. The Comprehensive Plan supports many aspects of "Smart Growth" planning activities to address economic challenges and identify opportunities to enhance the unique character of the community and maintain the right balance between development and conservation. The principles of "Smart Growth" according to the New York State Department of Environmental Conservation are:

Smart Growth Principals

- **Foster strong, sustainable businesses in community centers.** Enhance infrastructure in downtowns and villages to attract economic growth and discourage scattered development.
- **Preserve open space, forests, farmland, natural beauty, and critical environmental areas.** Keep irreplaceable resources intact to bolster local economies, improve quality of life, and guide growth inward.
- **Strengthen and direct development towards existing communities.** Tap into existing infrastructure and neighborhood resources to stop the sprawling urban fringe.
- **Foster distinctive, attractive communities with a strong sense of place.** Value development and construction that has distinctive architectural beauty.
- **Create walkable neighborhoods.** Build compactly and focus everyday activity along streetscapes designed for pedestrians, bicyclists, transit riders, and automobiles.
- **Take advantage of green building design.** Use innovative approaches, proper building placement, and local materials.
- **Create a range of housing opportunities and choices.** Build quality housing for people of all income levels with access to jobs, culture and open space.
- **Encourage community and stakeholder collaboration in development decisions.** Work



together to find creative solutions, increase community understanding and plan and invest in shared spaces.

- **Mix land uses.** Locate commercial uses proximate to residential areas and open space.
- **Make development decisions predictable, fair and cost effective.** Provide government leadership that creates a fertile environment for innovation.
- **Provide a variety of transportation choices.** Reinforce the viability of smart growth with efficient movement between housing, shopping, and jobs.
- **Foster long term comprehensive planning.** Plan to reach local, regional and state goals, to target investment, increase local capacity and increase intergovernmental efficiency.

As with every municipality, not all of these New York State identified “Smart Growth” principals are applicable to the Town of Brunswick. This Comprehensive Plan takes advantage of these principals as they may apply to different areas of the Town.

How Will the Plan Be Implemented?

The adoption of the Comprehensive Plan is only the beginning. The mere statement of goals and recommendations included in this Plan will not produce the desired results unless the Town implements the concepts through local policies, regulations, public investment and the formation of partnerships with other agencies, authorities and organizations.

The Town of Brunswick has an opportunity to enhance the quality of life for residents, strengthen the economic benefits for local businesses, and increase the recreational and cultural resources for all to enjoy. To properly take advantage of these opportunities, the Town must prioritize over the long-term the recommendations that have been produced by the Comprehensive Plan and be prepared to adjust these priorities based upon the availability of funding sources.

Implement It:

***“Destiny is no matter of chance.
It is a matter of choice: It is not
a thing to be waited for, it is a
thing to be achieved.”***

William Jennings Bryan

Zoning, site plan review and subdivision regulations are three regulatory methods of implementing the Comprehensive Plan. Other land use tools include overlay districts, architectural design guidelines, planned development districts (PDD), and conservation subdivision techniques. New York State Town Law §263 states that zoning and subdivision regulations “shall be in accordance with a comprehensive plan”. When a comprehensive plan is in place, the community and potential residents or developers have advance knowledge of the intentions of the Town. Thus, local land use regulations will be stronger and less susceptible to legal challenges when based upon a comprehensive plan. With an updated plan in place, the Town will have a better idea of how to use land use regulations, budgeting, capital improvements programming, and all other functions to achieve its goals and allow the area to grow or change in positive ways.



II. Community Vision, Goals and Recommendations

Overview

The Town of Brunswick aspires to preserve its natural beauty and resources, agricultural heritage, and high quality of life for existing and future residents. The Comprehensive Plan is a roadmap by which the Town can realize its Vision.

Vision

Brunswick envisions itself as a place where people can raise a family and take pride in their community-its beauty, appearance, businesses, services and natural resources. The community has expressed a strong desire to maintain the small town, rural qualities still present through much of the Town. At the same time, it recognizes the importance of job opportunities for a sustainable community. The Town is capable of accommodating carefully planned growth while protecting environmentally sensitive lands, historic and cultural resources. The quality of life will be maintained by providing quality services, continuing maintenance programs (infrastructure, roadways and drainage systems), and maximize public recreation opportunities.

Residents have expressed a wish to spend more of their time and money locally. This is aligned to national preferences to save trips and gas money by shopping more close to home. Mixed-use development of residential, office and retail offers residents alternatives to a car-dependent lifestyle, and considers sustainable design principles that maximize the use of private and public infrastructure. The Town will strive to encourage attractive and appropriately scaled architecture; provide a mix of uses; and safe and comfortable routes for walking, bicycling, and public transportation, to meet the needs of all users, including children, families, older adults and people with disabilities. Town residents are also passionate about keeping the Town socially diverse, and about providing a place where all residents can reside comfortably. The Town will strive to provide housing opportunities for its aging population as well as young families.

Goals & Recommendations

Goals and recommendations are an essential part of the comprehensive plan process. In order for a community to guide land use and development, it must have measurable goals or milestones to systematically implement.

A **goal** is a general statement of a future condition that is considered desirable for the community; it is an end towards which actions are aimed.



A **recommendation** is a more detailed proposal to do something that relates directly to accomplishing the goal.

The goals and recommendations serve as the starting point from which plans for land use, transportation, utilities, recreation, open space and community facilities and services can be developed. These goals and recommendations are translated to policies, activities, projects and programs for implementation and future development. Based on the results of the inventory and analysis of community resources, and input from community members through several public workshops, stakeholder interviews, a series of committee meetings, and a residential survey, the Town has crafted a set of goals to guide decision-making, and to achieve its vision. The recommendations attempt to direct action toward achieving these goals. The goals and recommendations are categorized as follows:

- Community Identity, History and Recreation
- Natural and Agricultural Resources
- Housing
- Transportation
- Municipal Services and Infrastructure
- Business Retention and Expansion
- Local Land Use Regulations



COMMUNITY IDENTITY, HISTORY AND RECREATION



Goal 1: Strengthen community identity and improve community desirability with design improvements, preservation, and promotional efforts.

Recommendations:

1. To illustrate pride in Brunswick, consider developing attractive and recognizable gateways to welcome motorists and visitors at key intersections throughout the Town and display flags or banners on light poles to welcome people to the business district.
2. Consider the development of a coordinated signage program that is distinctive and relates to a brand or theme established for Brunswick. It is recommended that this program include coordinated signage for local tourist attractions, restaurants and retailers, visitor services, municipal buildings, public parking, waterfront resources, parks, trails, historic resources, etc.
3. Investigate the potential of developing a visible tourism information kiosk/welcome center. Such a facility can be used to post flyers about Town events and activities as well as general information about local resources.
4. Approach the business community to develop a Town of Brunswick Tourism brochure. This brochure should identify the Town's historic resources, restaurants, retail establishments, farms, and a calendar of events. The brochure can be distributed via the Town's website as well as regional tourism organizations.
5. Continue to draw out local residents and tourists to the Town via a variety of outdoor, year-round community events. Consider supporting the increased usage of the Community Center for community gatherings, i.e., food festivals, cook-offs, parades, farmers markets, local craft/art sales, and other events to attract more visitors.
6. Consider the development of a landscape plan to soften and improve the image of Route 7. Incorporate well-maintained and colorful landscaped areas as a key ingredient to creating welcoming public spaces.
7. Consider the possibility of developing architectural design guidelines to foster the preservation of important structural characteristics and unique historic features of existing buildings, and encourage construction of new buildings that are complementary in style. Such guidelines need not be



exhaustive and can be administered through the planning board without the need to create an additional layer of review.

8. The Town's web site could be used to identify local businesses, special events, seasonal activities and programs. The website could have a list of local businesses links, as well as links to County and State economic development and business assistance programs.

Goal 2: Diversify, enhance, and maintain quality year-round recreational opportunities for the enjoyment of all residents.

Recommendations:

1. Consider the development of a network of trails for year-round recreation, i.e., walking, hiking, biking, snowshoeing, cross-country skiing, snowmobiling, that link the neighborhoods to schools, parks, and commercial areas.
2. Continue to upgrade and enhance the public parks and community gathering areas to cater to all age groups. Better publicize all of the Town's valuable recreational resources and make all recreational assets better known with directional signs, maps and other internet materials.
3. Cooperate with NYSDOT and adjacent landowners to improve the Wildlife Viewing Area on Route 7 for the enjoyment of residents and visitors.
4. Continue to encourage developers to provide parks, trails, open space and public access to the Poestenkill and Quackenkill as a part of the development approval process.
5. Continue to support a broad range of cultural, social, and educational activities at the Brunswick Community Library.

Goal 3: Preserve, enhance and promote historic and cultural resources that represent the heritage of the Town of Brunswick for the enjoyment of current and future generations.

Recommendations:

1. Increase public awareness of historical resources. Research and establish partnerships for grants and funding for the Brunswick Historical Society for historic preservation, promotional efforts, and the placement of signs and markers at historically significant buildings and sites.
2. Consider developing architectural design guidelines for Eagle Mills to preserve historic structures, sites, and other unique community assets.
3. Cultivate collaborative working relationships with existing Town organizations and non-profits active in preserving the Town's historic resources to ensure that privately-held historic structures, sites and cemeteries are appropriately maintained.
4. Consider the development of a Brunswick Farm and History self-guided Tour. Identify the Town's resources including the Little Red Schoolhouse, the Garfield School, Veterans Memorial Park, as well as other privately-owned historic farms and farmhouses with permission of the owner.



NATURAL AND AGRICULTURAL RESOURCES



Goal 1: Provide safeguards to protect sensitive environmental areas and water bodies.

Recommendations:

1. Continue to coordinate the town's planning processes with applicable regulatory agencies charged with the protection of streams and wetlands.
2. Comply with current Erosion, Sediment Control, and Stormwater Management Laws established by state and federal clean water regulations to protect and preserve water quality in the Town.
3. Encourage new development in the Rensselaer Plateau to be designed and sited in a manner that preserves the Plateau for aesthetic purposes.
4. Continue to work with Rensselaer County, Rensselaer County Land Trust and the Rensselaer Plateau Alliance to identify ways to support, protect and preserve the many economic and environmental assets of the Rensselaer Plateau.

Goal 2: Allow for the protection of farmland and rural lifestyles.

Recommendations:

1. Continue to identify prime lands valued for agriculture and develop techniques and incentives for farmland preservation wherever economically feasible. Work with the Rensselaer County Agricultural and Farmland Protection Board in their efforts to update the Agricultural Development and Farmland Protection Plan, and explore funding mechanisms such as the New York State Purchase of Development Rights (PDR program) Farmland Protection Implementation Grants (FPIG) Program.
2. Explore a "Lease of Development Rights" program. This is where the landowner receives a tax abatement of local real property taxes in return for voluntary participation in a term-easement program.
3. Explore and consider implementing conservation subdivision options to preserve open space and protect agricultural lands.
4. Consider implementing lower land valuation rates that would encourage the retention of farmlands in



their current use while offsetting market incentives to convert these lands to non-farming uses.

5. Consider exploration of additional tax incentives for agriculture, especially for smaller and start-up farms that might not meet the State-required acreage or income levels that dictate eligibility for a State agricultural assessment.
6. Support the right-to-farm law to ensure that area farms are not negatively impacted due to nuisance issues brought on by non-farmers.

Goal 3: Maintain and support a strong agricultural economy in Brunswick.

Recommendations:

1. Work with farmers and regional organizations to improve and enhance agricultural marketing for local farm products. Concepts include developing an agri-tourism map of local farms to promote tourism and further appreciation and understanding of area agriculture. In addition to the Brunswick Farmers Market, consider using the Town website to identify local farm products, tours, events and Community Supported Agriculture programs (CSAs or Co-ops).
2. Consider designating an Agriculture Marketing Committee to proactively work with Rensselaer County Agricultural Farmland Protection Board, the Cornell Cooperative Extension, the Agricultural Stewardship Association, Rensselaer County Land Trust, the Rensselaer Plateau Alliance, the NYS Department of Agriculture & Markets, and Rensselaer County Department of Planning & Economic Development to protect and market Brunswick's unique agricultural resources. The Committee would provide advisory assistance for efforts to retain existing farming operations, attract additional agribusiness, and seek grant opportunities for local farmers in order to strengthen the local agricultural economy.



HOUSING



Goal 1: Promote a mix of quality housing options that are appropriately located, available to a range of income levels, and meet the needs of existing and future Town residents.

Recommendations:

1. Encourage new high to medium density housing development in areas that are served by water and/or sewer, and within convenient proximity to community resources, services, transportation and amenities to avoid sprawl and preserve rural character.
2. Encourage the development of multi-generational housing and provide home-ownership options for people across their lifespan, i.e., smaller-scale housing options for seniors. Housing should be affordable, but not necessarily income restricted, and should vary in type.
3. Consider developing incentive zoning mechanisms that would allow for more affordable housing units to be constructed (through greater density and/or relaxed height restrictions) where adequate infrastructure exists and with appropriate buffering and site design requirements.

Goal 2: Preserve and enhance the Town's existing residential neighborhoods.

Recommendations:

1. Revitalize existing housing stock and provide incentives to homeowners to renovate/upgrade existing homes and improve their properties. Establish a Housing Rehabilitation Program and/or pursue other State and Federal funding opportunities to assist low-income property owners in making needed repairs and upgrades to bring buildings up to code.
2. Continue to enforce current zoning laws and building codes to improve existing housing and property conditions.



TRANSPORTATION



Goal 1: Improve and maintain the integrity and capacity of the Town’s major arteries, address traffic congestion issues, and improve accessibility for residents and business patrons.

Recommendations:

1. Continue to work with the Capital District Transportation Committee (CDTC) and NYSDOT to seek solutions to current vehicular traffic issues on Route 7. Research and identify solutions to issues such as congestion, poor merging areas, accidents, and poor timing of traffic lights.
2. Identify access management solutions, necessary improvements to existing roads, and potential locations for new service roads that would connect businesses and improve traffic circulation in the business districts along and in the vicinity of Route 7 and Route 2.
3. Encourage new commercial and higher density residential development in high traffic areas to share driveways, or ingress/egress points in order to decrease vehicle and pedestrian hazards on the Town’s major arteries.
4. Study the traffic conditions and related pedestrian circulation and safety issues in areas that are experiencing high levels of traffic or issues with speed limit and turning movements, i.e., Route 7, Oakwood Avenue, and specifically the intersection of Route 2, Route 278, and Tamarac Road near the Tamarac schools.
5. Work with the Rensselaer County Economic Development and Planning Department and the NYSDOT to explore the development of a Scenic Byway Corridor Management Plan for Route 2.

Goal 2: Encourage the development of a safe and efficient transportation network that considers all modes of transportation to satisfy the existing and future needs of the community.

Recommendations:

1. Research the development of a Complete Streets policy. Complete Streets are roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users of all ages and abilities. Complete Streets consider the convenient access and mobility on the road network by all, including motorists, pedestrians, bicyclists and public transportation users. Typical design features may include, but are not limited to: sidewalks, paved shoulders suitable for bicyclists, lane striping,



bicycle lanes, share the road signage, crosswalks, crossing medians, road diets, pedestrian control signalization, curb bulb outs, raised crosswalks and ramps, and other traffic calming measures.

2. Work with developers on proposed projects to ensure that new roads are consistent with Town goals regarding connectivity, accessibility, access management and accommodations for pedestrian and bicycle traffic.
3. Continue to maintain and improve the Town roads. Evaluate the current Town roadway design standards with respect to structure, pedestrian and bicycle access. Consider developing different road design standards for road construction depending on location and land use.
4. Continue to encourage private developers to install sidewalks, trails or pedestrian pathways as part of the development approval process. Areas to be considered for sidewalk construction or reconstruction should have existing development and traffic patterns supportive of sidewalks, and where safety improvements are needed for pedestrians.
5. Where feasible, provide a widened shoulder for safer walking and cycling.
6. Continue to maintain, enhance and expand the system of sidewalks, crosswalks, walking trails, and bike trails that connect neighborhoods and hubs of activity, such as schools and commercial areas of the Town.
7. Work with CDTC and CDTA to improve public transportation options for citizens of all ages and create a park-and-ride for those looking for direct bus routes to major employment areas, shopping areas and health care facilities.
8. Encourage private developers to provide streetscape improvements, i.e., street trees, landscaping, benches, lighting, and bike racks to enhance the attractiveness of the public realm, and make it safe and inviting for residents and visitors.



MUNICIPAL SERVICES AND INFRASTRUCTURE



Goal 1: Continue to efficiently and cost-effectively provide public water and sewer infrastructure in order to meet the needs of existing and future residents and business-owners.

Recommendations:

1. Continue to foster proactive municipal planning and expand infrastructure capacity in order to encourage higher intensity commercial, high density residential, and low impact industrial development in appropriate areas.
2. Continue to collaborate with the City of Troy to maintain a safe, sufficient, and economical public water supply.
3. Continue to investigate future public water supply sources and adopt a wellhead protection overlay district to ensure that the existing Town-owned well field is protected for potential future public drinking water supply needs.
4. Continue to perform the necessary upgrades to the water distribution system to ensure that quality public drinking water is effectively distributed to all users.
5. Cooperate with the Fire Departments to review fire service needs for water and make recommendations for future infrastructure improvements.
6. Work with Rensselaer County and the City of Troy to develop a coordinated approach for the expansion and maintenance of the wastewater collection and treatment system.
7. Continue to identify and reduce Inflow and Infiltration (I & I) within the Town's sanitary sewer system in order to reduce I & I into the County wastewater treatment plant.
8. Research and assess alternate wastewater treatment options for Town users. Based upon the limited ability for the City of Troy to accept additional wastewater from the Town, an evaluation of the potential for Town-owned wastewater treatment facilities should be undertaken to determine if additional growth can be accommodated without the need of City approval.



9. Ensure that public water and sewer maps are kept up to date and available for planning purposes.
10. Research the potential for expanding natural gas services for residential/commercial use in areas that can be feasibly served.
11. Where feasible, consolidate municipal services and/or cooperate with other government agencies to limit the duplication of services and reduce costs to tax-payers.



BUSINESS RETENTION AND EXPANSION



Goal 1: Market and promote Brunswick as a business-friendly community.

Recommendations:

1. Approach the business community to develop a local business directory and coordinate with regional economic development initiatives and marketing efforts to ensure that promotional materials accurately reflect and identify the Town's resources.
2. Develop proactive measures by which the Town can foster improved communication between the Town government, local businesses and economic development organizations in the region. Consider appointing an Economic Development Advisory Committee (EDAC) to assist in the formulation and implementation of policies and actions to further job creation in Brunswick. The EDAC would work collaboratively with the Rensselaer County IDA, the Rensselaer County Regional Chamber of Commerce, the Center for Economic Growth, and other economic and business development organizations to implement the goals and activities of the Comprehensive Plan. In addition, the EDAC would act as the initial point of contact for new business looking to locate or expand within Brunswick.
3. Encourage commercial property owners to market "flexible commercial space" that allows multiple business owners to share the same retail, commercial, or office space. This allows small business owners to share some business overhead costs.
4. Continue to encourage a business-friendly environment by allowing a broader range of low-impact, small-scale, home based enterprises.

Goal 2: Encourage business development, both large and small, in appropriate areas to create employment opportunities, expand the Town's tax base, and increase the availability of goods and services to residents and tourists alike.

Recommendations:

1. Encourage new commercial development to locate within the Town of Brunswick.
2. Develop a pro-active business attraction program. Concepts include: (1) identifying how the Town wants to be perceived from an economic development standpoint; (2) preparing appropriate



marketing and promotion materials; and (3) pursuing businesses that correlate with the Town's future vision.

3. Encourage the continued growth and improvement of a range of retail and commercial services contained in properly located and aesthetically pleasing structures.
4. Work with local businesses and economic development organizations to market shovel ready sites and identify and maintain an inventory of vacant commercial buildings and sites that are available for potential redevelopment in the Town.
5. Further assess methods to capture a greater share of traveler spending and foster the development of tourism-supportive and consumer spending establishments, i.e., B&Bs, hotels, restaurants, cafes, specialty retail/gift and antique shops.
6. Partner with the regional economic development agencies to foster a range of employment opportunities in professional and service sectors, commercial and retail enterprises, agriculture and light industry in Brunswick that are consistent with the Town's vision.

Goal 3: Promote and support agri-business and allow value-added/spin-off businesses that lead to business expansion.

Recommendations:

1. Continue to promote an agricultural business-friendly environment by reviewing local land use policies and where feasible, making them more open to a wider variety of ancillary farm uses to enable farm operators to expand farm business, develop new local products and markets, and develop farm-based tourism.
2. Work with Rensselaer County to facilitate implementation of the Rensselaer County Agricultural Development and Farmland Protection Plan to encourage the means to preserve agricultural lands and practices in Brunswick.
3. Where financially feasible, consider initiating local programs to increase community awareness of farming as a viable economic enterprise and a way of preserving the valued rural lifestyle of living in Brunswick.
4. Support the development of local dairy and other farm product processing facilities in appropriate locations.



LOCAL LAND USE REGULATIONS



Goal 1: Accommodate a balanced mix of recreational, residential, agricultural, commercial and industrial uses while preserving and enhancing the existing rural character of the Town.

Recommendations:

1. Encourage future commercial and low impact industrial infill development along the industrial and commercially designated areas of Route 7, Route 278 and Oakwood Avenue.
2. Establish Hamlet Mixed-use or Town Center zoning district(s) where a mix of compatible community, residential and business uses can be accommodated.
3. Study the feasibility of improving McChesney Avenue to allow for future neighborhood/hamlet scale commercial development. Identify a potential location for a new service road that would connect to Route 7, and provide safe pedestrian access to existing and future plaza businesses on Route 7. New commercial development on McChesney Avenue should be pedestrian and bicycle accessible, and the types of businesses, as well as the building design should compliment the existing homes in the area.
4. Encourage appropriate home-based businesses and low-density conservation subdivisions in rural areas that are not served by public water and sewer and are envisioned to remain rural in character.

Goal 2: Promote the enhancement of zoning, subdivision and site development standards that are clear and concise.

Recommendations:

1. Review and update the Zoning Ordinance where necessary to ensure that zoning districts boundaries are clearly defined and delineated on a map, and where feasible, based on parcel boundaries or permanent features such as roads and water bodies.
2. Review and update the Zoning Ordinance where necessary to ensure consistency between the local regulations and NYS laws related to administration and procedures.
3. Review and update the Zoning Ordinance where necessary to ensure that all terms and definitions are appropriately defined and explained.



4. Review and evaluate the boundaries of the current zoning districts and identify preferred land uses for specific areas to promote the efficient use of land and infrastructure.
5. Review and evaluate the Planned Development District (PDD) section of the zoning ordinance.
6. Review and evaluate the Zoning Ordinance to be more farm-friendly, create more opportunities for a variety of agricultural activities, and allow a greater degree of flexibility to accommodate agricultural businesses.
7. Review and evaluate zoning and subdivision laws, and where necessary require use of the Agricultural Data Statement (as detailed in NYS Agriculture and Markets Law) so that land buyers and home builders are legally noticed that they are locating within an agricultural area.

Goal 3: Encourage future development that is of quality design, to maintain and enhance community character.

Recommendations:

1. Consider the development of architectural design guidelines for new commercial, residential, and mixed-use development to assist the Town in achieving a functional and aesthetic urban development pattern that complements existing historic building features.
2. Consider the development of additional detailed requirements/standards for new commercial, residential, and mixed-use development for landscaping, lighting, signage, sidewalks and pathways.
3. Where feasible, require new development to share driveways, ingress/egress points, and parking areas in order to decrease vehicle and pedestrian hazards.

Goal 4: Encourage future development that minimizes negative impacts on natural resources, in order to safeguard the health, safety and welfare of the community.

Recommendations:

1. Review and revise the Zoning Ordinance, Site Plan Review and Subdivision Regulations, as may be appropriate, to ensure that natural features such as water bodies, wetlands, and historic resources are protected.
2. Review and consider revising the allowable density of development in the A-40 District. Creative residential subdivision design requirements include: rural design standards, clustering and conservation layouts that could help future homes to co-exist with active farmland.



Conceptual Future Land Use Plan

The purpose of the **Conceptual Future Land Use Plan** is to provide a visual representation of the community's desired future land use pattern. Throughout the comprehensive planning process, residents have identified a clear desire to retain the rural nature of the community, protect critical environmental features and ensure future growth occurs in appropriate areas. This approach to land use planning will provide the Town with a predictable growth pattern, allow for fiscal efficiencies, and provide for the long-term conservation of the features that define the community's rural quality of life. Future land use planning involves identifying how the land in a given area should look and function, if redevelopment or new development were to occur. However, it also strives to preserve essential areas of the Town such as residential neighborhoods and the business districts. While land use planning plays a key role in determining the location of development, that is not the only function it serves. It also helps to create a sense of place and a common vision for the community. The sense of connectivity, the feel of a place and the overall success of a community is indelibly tied to land use.



The **Conceptual Future Land Use Plan** and accompanying map take a broad-brush approach to describing generalized future land use categories to offer guidance for future development patterns and appearances in the Town. (See **Appendix A: Conceptual Future Land Use Map**) The map illustrates what the future land use patterns could look like, not necessarily how things look today. The map supports the Goals and Recommendations outlined previously in this section, and will be utilized for updating the Town of Brunswick Zoning Ordinance.

Future land use patterns will continue to be defined by the existing settlement patterns of the past several generations, as well as the unique natural features that define the landscape of the community. Consideration must be given to various physical features in the community such as streams, lakes, ponds, wetlands, floodplains and steep slopes. Access to adequate roads and proximity to existing or potential public utilities are also important factors that define the capacity of land to accommodate different types of development in the future. The **Conceptual Future Land Use Map** should be referred to in conjunction with the other maps contained within this plan, i.e., Public Water & Sewer Districts, Water Resources, Steep Slopes, Soil Classification, Agricultural Districts and Prime Farmland Soils. In addition, this section offers a number of supporting recommendations for future infrastructure improvements that are intended to rectify existing problems, relieve traffic congestion and enable certain areas to evolve into vibrant town centers, or revitalize existing hamlets as walkable, attractive places with a distinct sense of place.

The **Conceptual Future Land Use Map** illustrates generalized future land use categories with the color code shown in **Table 1**. The following pages contain a description of each category. It is important to note that the **Conceptual Future Land Use Plan** does not constitute an enforceable law, such as the zoning ordinance, but simply outlines a vision for future land use that should be considered as a guideline for future zoning revisions along with the implementation of the Goals and Recommendations outlined in this section.



Table 1: Brunswick Future Land Use Map Key

Map Legend Color	Conceptual Future Land Use Category
	Town Center Design Guidelines
	General Commercial
	Hamlet Mixed-Use
	Light Commercial
	Industrial/Light Industrial
	High Density Residential
	Moderate Density Residential/Agricultural
	Low Density Residential/Agricultural

It should not be interpreted that future revisions to the Zoning Map need to follow the boundaries of the **Conceptual Future Land Use Map** precisely, nor is it necessary for the names of the zoning districts to match the generalized future land use categories. For instance, during the zoning update process, the generalized future land use categories may be broken down further to accommodate different uses and levels of intensity within each category, and could be denoted differently on the Zoning Map. Rather, changes to the zoning regulations should be consistent with the overall intent of the **Conceptual Future Land Use Map**, while also taking into consideration the general vision expressed in the entire Comprehensive Plan, not just this chapter.

Following the adoption of the Comprehensive Plan, the Zoning Ordinance update process will identify specific zoning changes, and potentially delineate zoning district boundary changes in certain areas for consistency with the Comprehensive Plan. The zoning update process will also identify the specific types of uses permitted within each zoning district. In order to implement many of the recommendations outlined herein, it is recommended that more detailed design guidelines be developed to address access management, landscaping, architectural features, site design, and other physical characteristics that contribute to the overall sense of place in a given area or district.

The following narrative provides additional insight into the future land use categories identified on the **Conceptual Future Land Use Map**. Specific details regarding the type of development allowed in these areas will be determined during the zoning ordinance update process.

Low Density Residential/Agricultural

The Low Density Residential/Agricultural land use category encompasses the vast majority of the eastern segment of Town. Lands used for rural or low density residential uses, farming, forestry, and related industries define the majority of the Town's landscape. Although there are few remaining active farming operations in comparison to the past, large parcels of land classified as agriculture or vacant cover nearly 50% of the Town's total land area. The remaining farmlands and open spaces are integral to the identity of the Town. Higher density residential development interspersed with active farming



operations can lead to nuisance concerns, increased costs for services and long-term impacts to environmental and scenic quality. The Town should carefully consider such long-term impacts of development in this area and encourage larger lot sizes as well as subdivision designs that cluster development to conserve large parcels for open space conservation and agriculture.

Future land use in the Low Density Residential/Agricultural area should be guided by the overall desire to preserve and protect the Town's rural character as well as valuable natural resources. The Town should carefully consider all development proposals for their potential impacts on steep slopes, erodible soils, water quality, and ecologically sensitive areas.

Moderate Density Residential/Agricultural

The Moderate Density Residential/Agricultural land use category encompasses a large area in the western portion of the Town. The area is comprised of primarily suburban style single-family neighborhoods on larger residential lots, interspersed with vacant land, working farmland, and multi-family dwellings of various types. The existing neighborhoods vary greatly in size and style ranging from older established neighborhoods to relatively new subdivisions which are scattered throughout the rolling countryside. Ultimately, any new development in these residential areas should be complimentary to the surrounding neighborhoods. Although some existing neighborhoods within this category are currently serviced by public water, much of the area is not currently serviced with public utilities and may require a larger minimum lot size or other development standards if development is proposed.

High Density Residential

This category corresponds to areas of the Town that include established smaller lot residential neighborhoods in close proximity to the City of Troy boundary that are currently serviced by public water and/or sewer, and/or are approved for future moderate to high density residential development. Housing types in these areas include single-family detached dwellings, single-family attached dwellings (such as townhouses), multi-family condominiums and apartments. Residential diversity is an important aspect of a community, and a variety of residential options should be made available to older Town residents who are looking to age in place, or younger future residents who wish to own or lease a home in the Town. It is imperative that future new construction consider the immediately surrounding neighborhood scale and architecture. Improvements that allow for designated pedestrian walkways to connect neighborhoods, parks and nearby commercial areas should be considered a priority for both quality of life and safety reasons.

Hamlet Mixed-Use

The **Conceptual Future Land Use Map** identifies two areas that currently have a concentration of mixed land uses and are envisioned to remain as future Hamlet Mixed-use areas. : 1) the Eagle Mills area, and; 2) the Tamarac school area, at the intersection of NYS Route 2, Brick Church Road (Route 278), and Tamarac Road (Route 129). These locations have a distinct "sense of place" and are generally thought of as good locations to encourage definable destinations that offer neighborhood shopping and services that



cater to local residents' everyday needs, as well as tourist needs and interests.

These areas should continue to encourage mixed-use development or the combining of several uses within a given building or site. Mixed use development can include a balance of residential and compatible, low-impact commercial/retail, professional offices, schools, community services, civic uses, historic interpretive areas, and parks. The Town should consider positioning new buildings to have a deeper back yard and shallow front yard to encourage a safe, walkable environment with greater interaction between those using the private and public spaces. Parking areas should be well screened and located behind the buildings as much as possible. The Town should encourage a vertical mix of uses for multi-story structures with retail, restaurant, and office uses on the ground floor and residential uses in the upper stories. Residential structures converted into businesses should maintain a residential look. New buildings should be constructed at a size, scale, and design that respect the character of the surrounding neighborhoods. Pedestrian and bicycle friendly amenities such as sidewalks, crosswalks, bike paths, lighting, and streetscape improvements should also be encouraged to knit the neighborhoods together, create an environment that promotes healthier lifestyles, and provide optimal transportation accessibility and choices for residents and visitors.

Light Commercial

It is understood that a suitable balance of commercial and residential development will have a beneficial impact on the Town's tax base. The Light Commercial area is intended to provide opportunities for low density and/or intensity commercial uses, services and professional businesses that can co-exist comfortably through site design with established agricultural operations, existing commercial uses and existing single-family residences located along the NYS Route 7 and Route 278 (Brick Church Road), and Oakwood Avenue corridors. Existing commercial uses should be recognized and incorporated into any zoning modifications. Automobile traffic and lack of pedestrian-friendly amenities impacts the walkability of these corridors, and it is understood that uninterrupted linear commercial development could exacerbate traffic conditions. This area will benefit from additional design guidelines to ensure that new development suits the character of the surrounding community. Consideration during the site planning process should be given to both size and character of new commercial establishments to ensure that building appearances, signage, lighting and landscaping are compatible, and respect the rural nature of the surrounding area. In addition, where appropriate, introducing pedestrian-friendly amenities such as sidewalks, crosswalks, widened road shoulders, and/or traffic-calming measures will temper potential traffic impacts, and connecting existing and future businesses with new parallel access roads will solve traffic conflicts. Wherever feasible, shared driveways and parking areas to minimize curb cuts and increase pedestrian linkages between the businesses and the adjacent neighborhoods should be encouraged to allow safe access for all users.

General Commercial

This future land use category corresponds to the core commercial area along NYS Route 7 between the City of Troy boundary and McChesney Avenue. This area serves a larger customer base that requires access off an arterial that serves regional traffic. The area contains a wide range of small and large scale



retail, commercial and professional services, as well as scattered housing development in a concentrated area. In order to accommodate future commercial growth in these areas it may be necessary to improve and expand the road network for increased access to available land, as well as improve the overall appearance and functionality of the area to better serve motorists, pedestrians, and bicyclists alike. It may also be necessary to expand public water and sewer in specific areas to accommodate future commercial development. Development or re-development on the “gateway” properties should require a higher standard of design, layout, and landscaping to create a positive impression of having left the City of Troy, and arrived in the Town of Brunswick.

As with the Hamlet Mixed-Use and Light Commercial areas, this area will benefit greatly from design guidelines to improve aesthetics and functionality. Access management techniques such as shared driveways, interior connector roads, on-site traffic control, and parking facilities to limit curb cuts on Route 7 should be considered where possible. While the area is commonly auto-oriented in design and scale, the Town should encourage pedestrian connections between all commercial developments and surrounding neighborhoods including installation of pedestrian walkways and crosswalks where appropriate.

Within the General Commercial area is a subarea between NYS Route 7 and McChesney Avenue which is envisioned to evolve into a walkable, attractive mixed-use Town Center with a distinct sense of place. This area will require specific design guidelines to ensure that the scale, architecture and landscaping of future development is carefully designed and articulated. McChesney Avenue will also require future improvements to accommodate increased traffic, pedestrian and bicycle circulation needs. As a part of the site plan review process, developers may be required to provide such amenities as sidewalks, crosswalks, bike paths, street trees, pedestrian-scaled lighting, and improved transit shelter areas. Public spaces such as small parks, fountains, or other features will help blend the commercial areas into the surrounding community.

Town Center Design Guidelines

The Town Center Design Guidelines area is not a future land use designation; rather, it is an illustration of the area between NYS Route 7 and McChesney Avenue which is envisioned to evolve into a walkable, attractive mixed-use Town Center with a distinct sense of place. The Town will encourage new development in this area to be attractive, and with a common architectural vocabulary that encourages pedestrian activity by establishing a human-scale to buildings and amenities. This area will require specific, detailed, design guidelines to govern future development. The Design Guidelines will convey general policies about new construction, site work, and design within this area. The Guidelines will establish a foundation of good form, and ensure new infill development is designed to be an integral part of the continued success of the immediate area and larger community. While Design Guidelines are written primarily for use by the Town Planning and Zoning Boards, they are also intended for use by property owners, contractors and developers in making decisions about new construction projects and renovations or expansions to existing properties.



Industrial/Light Industrial

The Industrial/Light Industrial future land use category corresponds to areas that have been, or are intended to be developed with industrial or light industrial facilities. The area encompasses an existing quarry operation in the eastern part of Town as well as an area along Oakwood Avenue in the western segment of Town. These areas currently support or could accommodate a variety of industrial/light industrial establishments. Market demand, population growth, economic development efforts, community infrastructure expansion and suitability of land are major factors that will shape growth in these areas. In general, the Industrial category accommodates business types that do not provide a product directly to customers on the premises, but involve the natural resource extraction, and/or processing of natural materials. The Light Industrial category includes operations normally conducted within the confines of buildings such as assembly, binding, bolting, engraving, fabricating, freezing, grinding, packaging, printing, processing, research, storage or testing of previously manufactured components or materials, warehousing, storage and/or wholesale distribution of products.

Industrial/Light Industrial uses are important generators of tax revenue, jobs, and locally available goods and services. Just as importantly, these types of uses can have a significant impact on the image and sense of place of a community. Future development in these areas should continue to be guided and monitored to ensure that industrial uses do not negatively impact the environment, or the quality of life of surrounding neighborhoods. New construction, renovations and expansions in and around these areas should be subject to a design review to ensure that industrial uses are adequately buffered and screened from neighboring residential uses to avoid land use conflicts.



III. Community Profile

Regional Location & Characteristics

The Town of Brunswick is located within the northwest area of Rensselaer County on the eastern border of the City of Troy. Strategically located along Route 7, many residents who work within the City of Troy enjoy a short five to ten minute commute, while others need only travel for fifteen to twenty minutes to reach employment areas and shopping areas within the Capital District and Tech Valley Region. Neighboring communities include Schaghticoke and Pittstown to the north, Grafton to the east, and North Greenbush and Poestenkill to the south. The Town is also roughly twenty miles from the Vermont border and experiences a large volume of commuter and tourism traffic along Route 7 through the Town.



The Town was originally settled in the early 18th century by German Palatine immigrant families. Before its incorporation in 1807, the Town was a part of Albany County, the Manor of Rensselaerswyck, and Troy. The history of the Town's name is uncertain, though it may come from the source of its first inhabitants from the province of Brunswick-Lüneburg in Germany.¹ Haynersville is likely the oldest settlement area, dating back to 1711. Records show that Haynersville was originally called simply "Hosek Road", in reference to the public manor road that went to the then frontier settlement at Hoosick, (settled in 1688), and linked to both Bennington, Vermont and Williamstown. Other settlement areas include the hamlets of Center Brunswick, Eagle Mills, Cropseyville, Haynersville, Mountain View, Brunswick Hills, Sycaway, and Clum's Corners.

By the mid-nineteenth century and for 100 years thereafter, Brunswick was a prime agricultural community, its many extensive farms providing hay, grains, vegetables and dairy products to nearby as

¹ George Baker Anderson, "History of Brunswick, New York, from Landmarks of Rensselaer County". D. Mason & Co. Publishers, 1897



well as distant markets. Today Brunswick hosts several significant dairy operations, maintaining the rural atmosphere valued by the Town's residents.²

According to the US 2010 Census, Brunswick is approximately 44.4 square miles and has a population of 11,941 people, with 4,992 households, and 3,391 families in residence. A number of major roadways traverse the Town. NYS Route 7 bisects the Town in a north-south direction and carries the majority of traffic volume. Other major State roads include NYS Routes 2, 142, 278 and 351. A section of State Route 40 also runs along the western border of the Town adjacent to the City of Troy. The growing commercial district along NYS Route 7 (Hoosick Road) provides residents and visitors a variety of services, while the Town's other major thoroughfare, NYS Route 2 (Brunswick Road), offers travelers a greater sense of the community's historic character as it passes by old farms and through small hamlets populated with long-standing homes.³ The Town is still predominately rural in nature as is illustrated on the **2011 Aerial Imagery Map**, with the majority of commercial and residential development occurring along the major thoroughfares. (See Appendix A)

The Vanderheyden Reservoir, the Poesten Kill and the Quacken Kill are the most dominate natural water features in the Town. Throughout history, the Poesten Kill and the Quacken Kill have furnished valuable water power for several manufacturing industries such as flour, feed, saw, and paper mills as well as manufacturing of twine, brush handles, augers, bits and hoes.

Existing Land Use

This section provides a snapshot of the existing land use patterns and the extent of development in Brunswick through the use of Geographic Information System (GIS) data. The Town's development patterns have been greatly influenced by many factors, including: the natural terrain constraints; existing water bodies; existing road and bridge network; and availability of public water and sewer services. Brunswick has recently experienced an increase in residential growth. This can be attributed to the encroachment of urban development from the City of Troy, along with the promise of a country lifestyle close to an abundance of recreational and cultural amenities. The majority of the Town's land is categorized as either single-family/rural residential, vacant, or agricultural.

The Town of Brunswick **Existing Land Use Map** was created using 2011 Geographic Information System (GIS) parcel-based Real Property Assessment data. Each individual parcel was assigned a land use category based on the New York State Real Property Type Classification Codes. (See Appendix A)

Table 3 provides a break down of the total acreage of each of the existing land uses within the Town. Accuracy and completeness of this information is not guaranteed, as the information is only updated on an annual basis. Furthermore, in some cases, land classified as vacant may be used for agricultural

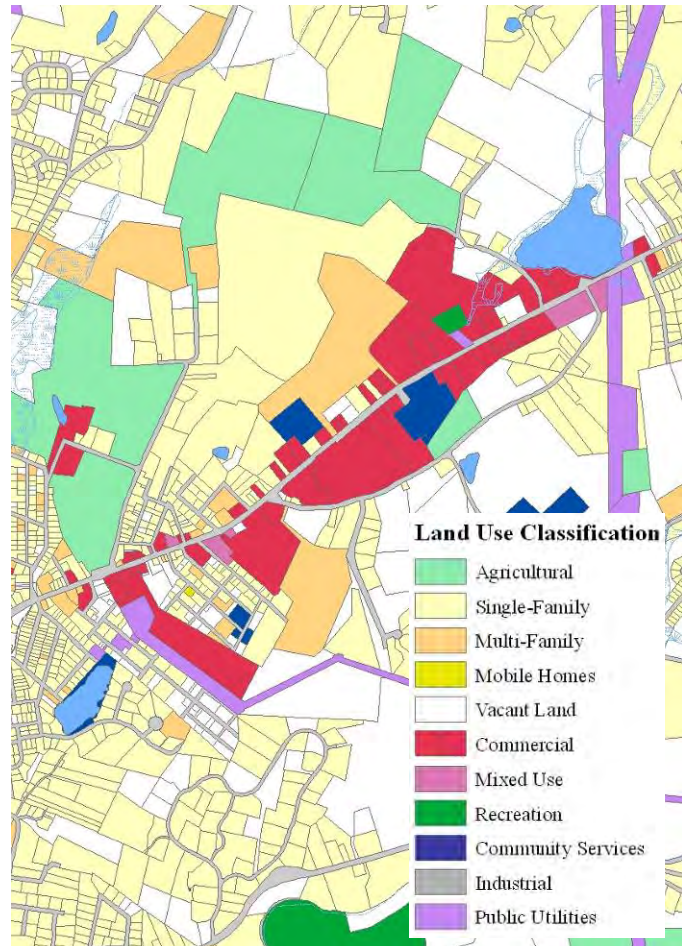
² The Brunswick Bicentennial Committee, 1807-2007 Brunswick Bicentennial.

³ The Brunswick Bicentennial Committee, 1807-2007 Brunswick Bicentennial.



purposes such as hayfields or grazing. Land use should not be confused with zoning. A property may be zoned commercially yet the land use can be residential. The following land use categories are depicted on the **Existing Land Use Map**:

1. **Agricultural:** Property used as a part of an operating farm that does not have living accommodations and is used for the production of crops, nursery stock, and/or raising of livestock.
2. **Commercial:** Property used for hotels, restaurants, automobile services, storage, retail, banks, offices, funeral homes, etc.
3. **Community Services:** Property used for schools, libraries, places of worship, cultural facilities, welfare services, hospitals, clinics, government, police, armed forces, correctional facilities, shelters, cemeteries, etc.
4. **Industrial:** Property used for the production and fabrication of durable and non-durable goods, mining, quarrying, etc.
5. **Mixed Use:** Property that is used for more than one purpose, such as a multiple floored structure with retail services on the first floor and offices and/or apartments on the upper floors.
6. **Mobile Homes:** Property used for one (1) individual mobile home or an area where mobile homes are owner occupied, but land and facilities are leased or rented, typically referred to as a mobile home park.
7. **Multi-Family:** For the purposes of this analysis, property used for two-family, three-family, multi-structures and apartments.



See Appendix A for enlarged version of the Existing Land Use Map.



8. Public Utilities: Property used for electric or gas power generation or transmission, public drinking water and water treatment facilities, communications, train, plane, and bus terminals, canals, waste disposal, sewer treatment, etc.
9. Recreation: Property used for parks, theaters, racetracks, bowling centers, health spas, beaches, campgrounds, etc.
10. Single-Family: Property used for one-family, year round residences. For the purposes of this analysis, this category include properties classified as Rural Residential, or property that is used primarily for residential that is 10 or more acres of land, may have up to three year-round dwelling units, and could also be used for agricultural production, and or seasonal residences.
11. Vacant Land: Property that is not in use, in temporary use, or is lacking any permanent improvements.

Table 2: Town of Brunswick Property Classifications

Property Class	Number of Parcels	Acres	Percent of Total Land Area (acres)
Single-family	3,898	11,314.75	41.31%
Vacant Land	867	7,447.20	27.19%
Agricultural *	83	5,895.60	21.53%
Multi-family	190	781.32	2.85%
Recreation	8	540.96	1.98%
Commercial	95	361.07	1.32%
Community Services	47	350.91	1.28%
Mixed Use	19	209.57	0.77%
Industrial	6	194.55	0.71%
Public Utilities	9	172.33	0.63%
Mobile Homes	7	120.76	0.44%
Total	5,229	27,389.02	100%

Source: 2011 Real Property Tax Database. Accuracy and completeness is not guaranteed. * The actual amount of land that is actively farmed in some way is currently estimated to be closer to 10,000 acres. This estimate is based on adding together those parcels that are currently classified as agricultural by Real Property, land that is leased for agriculture, and other lands that show agricultural activity on aerial imagery, but are not necessarily classified as an agricultural use.

Table 2 breaks down the Town properties into eleven (11) property classifications. According to the 2011 Real Property Assessment data, the Town contains 5,229 tax parcels comprising approximately 27,389 acres, or about 43 square miles. These figures are taxable parcels only and do not include land area covered by roads and rivers and hydrologic features. The total assessed value of land and structures within the Town is approximately \$285,398,233 in assessed value.

As indicated in **Table 2**, and illustrated on the **Town of Brunswick Existing Land Use Map**, the largest land area within the Town is covered by properties assessed as Single-family/Rural Residential making up approximately 41% of the total land area, or about 11,314 acres.



well as the development requirements of the various zoning districts. The current Zoning Ordinance provides for the following official zoning districts⁴:

- R-40: Residential
- R-25: Residential
- R-15: Residential
- R-9: Residential
- A-40: Agricultural
- B-6: Commercial
- B-15: Commercial
- PDD: Planned Development District
- IND: Industrial
- REC: Recreational
- S & C: Schools & Cemeteries

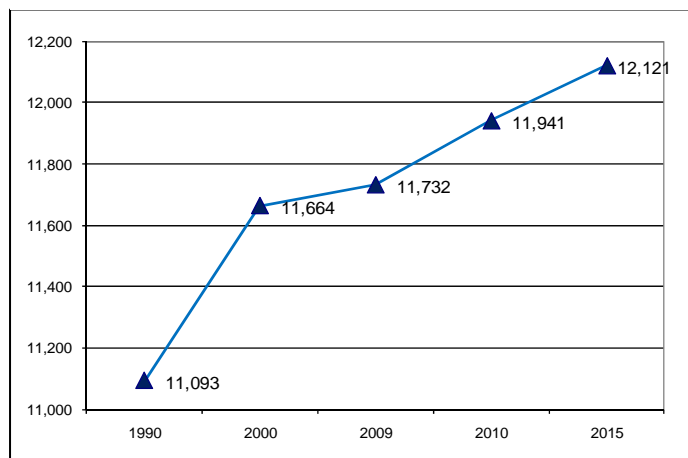
The Town Zoning Map, last revised in January 2009, illustrates the zoning district boundaries. Specific yard and bulk requirements for buildings and permitted accessory uses for certain districts are illustrated on the Schedule of Regulations.

Demographic Profile

Population

Local population growth or decline is often dependent upon several factors, including economic expansion, environmental capacity, housing suitability, varying generational needs, and overall regional desirability. The Town of Brunswick has experienced slow and steady growth trends in recent years. According to the US Census Bureau, during the last decade, the population in the Town of Brunswick has increased by 2.37%, or 277

Figure 1: Town of Brunswick Population Trends



⁴ A copy of the official Zoning Map can be obtained from the Brunswick Superintendent of Utilities & Inspections. This map was not available in digital format at the time of document production; therefore, it is not included in Appendix A.



persons respectively, while Rensselaer County as a whole has grown by 4.52% during the same 10-year period. The Town is projected to grow to 12,121 by 2015. (See Table 3)

Table 3: Population Growth

	1990	2000	2010	% Change 2000-2010
Town of Brunswick	11,093	11,664	11,941	2.37%
Rensselaer County	154,429	152,538	159,429	4.52%
New York State	17,990,455	18,976,457	19,953,521	5.48%

Source: 1990, 2000, and 2010 U.S. Census, Projections: ESRI Business Information Solutions

Age

According to the 2010 Census, the median age within the Town of Brunswick is 44.7, and 39.2 within Rensselaer County. Although median age is reflective of an entire population, examining differences amongst age cohorts can help with identifying future community needs. Table 4 illustrates that in 2010, over three quarters of the (77.8%) of the Town's population is over the age of nineteen, while roughly one quarter (22%) are nineteen years of age or younger.

Table 4: Population by Age Comparison

Town of Brunswick			Rensselaer County	
Age Group	Number	Percent	Number	Percent
Under 5 years	579	4.8	8,822	5.5
5 to 9 years	596	5.0	9,106	5.7
10 to 14 years	736	6.2	9,667	6.1
15 to 19 years	714	6.0	12,282	7.7
20 to 24 years	596	5.0	12,546	7.9
25 to 29 years	634	5.3	10,116	6.3
30 to 34 years	647	5.4	9,341	5.9
35 to 39 years	708	5.9	9,542	6.0
40 to 44 years	815	6.8	10,805	6.8
45 to 49 years	1,032	8.6	12,293	7.7
50 to 54 years	1,101	9.2	12,519	7.9
55 to 59 years	1,028	8.6	11,235	7.0
60 to 64 years	877	7.3	9,548	6.0
65 to 69 years	541	4.5	6,433	4.0
70 to 74 years	432	3.6	4,717	3.0
75 to 79 years	354	3.0	3,924	2.5
80 to 84 years	297	2.5	3,258	2.0
85 years and over	254	2.1	3,275	2.1
Total	11,941		159,429	

Source: 2010 U.S. Census



As illustrated in **Table 4**, the Town has a slightly older population with 44.5% of the population between the ages of thirty and fifty nine, while only 41% of the County's population is within this age group. A large number of individuals in the Town (23%) are nearing or within their retirement years (ages 60 and up), while the County as a whole is slightly younger with only 19.6% of the population ages 60 and older.

Brain drain is a major concern for regional economic developers and policy-makers because the social and economic vitality of a region depends upon a skilled and educated workforce.⁵ According to the 2010 Census, the 15-24 years of age cohort in Rensselaer County far exceeds that of Brunswick. This can indicate that workforce population just out of school are leaving the Town for opportunities elsewhere. According to the New York State Department of Education⁶, there are approximately 2,700 regional students in grades 10 through 12. An average of eighty seven percent (87%) of these students has post secondary education plans.

Household Income

Table 5 demonstrates that the median household income in the Town of Brunswick has been consistently higher than the Rensselaer County and New York State median household incomes. In 2000, the median household income in Brunswick was \$57,019, while Rensselaer County's was \$43,103 and New York State's was \$43,393.

Table 5: Household Income

Income in 2010	Brunswick	% of Total	Rensselaer County % of Total	New York State % of Total
less than \$25,000	665	13.6%	21.5%	23.4%
\$25,000 to \$49,999	1,168	24.0%	24.4%	22.0%
\$50,000 to \$74,999	884	18.1%	18.8%	17.4%
\$75,000 to \$99,999	698	14.3%	14.5%	12.2%
\$100,000 or more	1,461	30.0%	20.8%	25.1%
Total Households	4,876	100%	100%	100%
Median HH income – 2000	\$57,019		\$43,103	\$43,393
Median HH income – 2006-2010 ACS	\$63,750		\$54,152	\$55,603
Median HH income – 2015	\$81,077		\$63,894	\$69,286

Source: United States Census 2000, American Community Survey 2006-2010 and ESRI Business Solutions.

⁵ Polimeni, John M. and Raluca Iorgulescu. "Understanding The Brain-Drain from the Capital District of New York State" International Business & Economics Research Journal, July 2008, pg 63.

⁶ New York State Department of Education Report Cards for School Year 2008-2009 for Averill Park, Brunswick (Brittonkill), Lansingburgh and Troy Central School Districts.



The median household income in Brunswick is projected to reach \$81,077 by 2015. According to 2006-2010 ACS estimates, approximately 30 percent of Brunswick households earn \$100,000 or more per year, nearly 10% more than Rensselaer County households in this income bracket.

Educational Attainment

In comparing Town, County, and State data, Brunswick has a high percentage of residents over the age of 25 who have pursued higher education. As illustrated in **Table 6**, over 32% of Town residents have obtained some college education or an Associate's Degree, and 30.3% have a Bachelor's Degree or higher. The percentage of residents with an Bachelor's Degree or higher is 3.6% higher than Rensselaer County as a whole, and is relatively consistent with the educational attainment of all New York State residents (32.1%).

Table 6: Educational Attainment of Population 25 years and over

Level of Educational Attainment	Brunswick	Rensselaer County	New York State
Less than 9th grade	1.8%	3.5%	7.0%
9th to 12th grade, no diploma	4.3%	7.3%	8.6%
High School graduate	30.9%	32.3%	28.2%
Some college, no degree	19.8%	18.3%	15.9%
Associate degree	12.8%	11.9%	8.2%
Bachelor's degree	15.2%	14.9%	18.3%
Graduate or professional degree	15.1%	11.8%	13.8%
Total	100.0%	100.0%	100.0%

Source: US Census, American Community Survey 2006-2010, Social Profile

Housing Resources

The availability, affordability, and condition of housing within a community are important factors that residents and employers consider when determining re-location. In addition, homeownership is directly linked to household spending on services and supplies for home improvements, home furnishings, and other home-related items. Therefore, housing is a key component of an economic sustainability, as it contributes to the overall image and desirability of the Town.



Housing Type and Age

Housing in Brunswick primarily consists of detached single-family homes covering nearly eighty percent (79.2%) of the structures, or 4,145 total structures. The second most common housing type in the Town is that categorized as “five or more” family units, accounting for 11.5% of the structures. This housing type is commonly represented a high end condominiums and apartments in various areas high density areas of the Town. **Table 7** illustrates the total number of housing units available in the Town and the percent of the total that each structure represents as compared to the County and state. **Table 8** provides information pertaining to the year structures were built in the Town. This information is useful in showing that the Town has experienced a continued growth trend over the last several decades, with the principal growth beginning in the 1950’s and a boom between 1980 and 1989.

Table 7: Housing Units in Structure, 2010

Units in Structure	Town of Brunswick		Rensselaer County	New York State
	#	%	%	%
Single Family, Detached	4,145	79.2%	55.7%	42.1%
Single Family, Attached	70	1.3%	3.6%	4.9%
Two Family	68	1.3%	13.9%	10.9%
Three to Four Family	207	4.0%	8.8%	7.4%
Five or More Family	605	11.5%	14.3%	32.3%
Mobile Homes & Other	140	2.7%	3.7%	2.5%
Total Units	5,235	100%	100%	100%

Source: US Census, American Community Survey 2006-2010, Housing Profile

Table 8: Housing Units by Year Structure Built, 2010

Year Structure Built	Town of Brunswick		Rensselaer County	New York State
	#	%	%	%
2005 or later	135	2.6%	2.7%	1.6%
2000 to 2004	236	4.5%	4.3%	3.5%
1990 to 1999	480	9.2%	8.5%	6.0%
1980 to 1989	860	16.4%	9.7%	7.5%
1970 to 1979	543	10.4%	10.6%	10.2%
1960 to 1969	550	10.5%	9.4%	12.4%
1950 to 1959	860	16.4%	10.9%	15.4%
1940 to 1949	335	6.4%	5.8%	9.2%
1939 or earlier	1,236	23.6%	38.3%	34.0%
Total	5,235	100.0%	100.0%	100.0%

Source: US Census, American Community Survey 2006-2010, Housing Profile



Housing Value

Table 9 below shows the value of owner-occupied units estimated by the 2006-2010 American Community Survey (ACS). According to the ACS, nearly thirty percent (27.4%) of the Town's owner-occupied units were valued between \$150,000 and \$199,999. This figure was higher than the County (23.6%) and State (8.6%). The Town also has a large percentage of homes valued between \$200,000 and \$299,000 at 26.1% and 18.6% of homes are valued between \$300,000 and \$499,000. Only 2.3% of the Town housing units have values of \$500,000 or more, compared to the County's 2.90%, and the States 26.4%. The Town's median housing value of \$194,700 is \$23,500 more than that of Rensselaer County.



Table 9: Comparative Owner-Occupied Housing Units by Value, 2010

Value	Town of Brunswick		Rensselaer County	New York State
	Number	%	%	%
Less than \$50,000	152	4.0%	5.1%	5.3%
\$50,000 - \$99,999	189	4.9%	12.2%	13.4%
\$100,000 to \$149,999	639	16.6%	21.1%	11.0%
\$150,000 to \$199,999	1,054	27.4%	23.6%	8.6%
\$200,000 to \$299,999	1,004	26.1%	23.4%	11.4%
\$300,000 to \$499,999	715	18.6%	11.6%	24.0%
\$500,000 or more	90	2.3%	2.9%	26.4%
Total	3,843	100.00%	100.00%	100.00%
Median Housing Value	\$194,700		\$171,200	\$303,900

Source: US Census, American Community Survey 2006-2010, Housing Profile

Occupancy & Tenure

According to the Census, the Town of Brunswick contained 4,808 housing units in 2000 and 5,235 in 2010. In 2010 the Census reported that the Town contained 4,876 occupied housing units and 359 vacant housing units. Of the total occupied housing units, 3,843, or 78.8% were owner occupied and 21.2% were renter occupied units. When compared to Rensselaer County, the Town has nearly 14% more owner-occupied units than the County. (See Table 10)



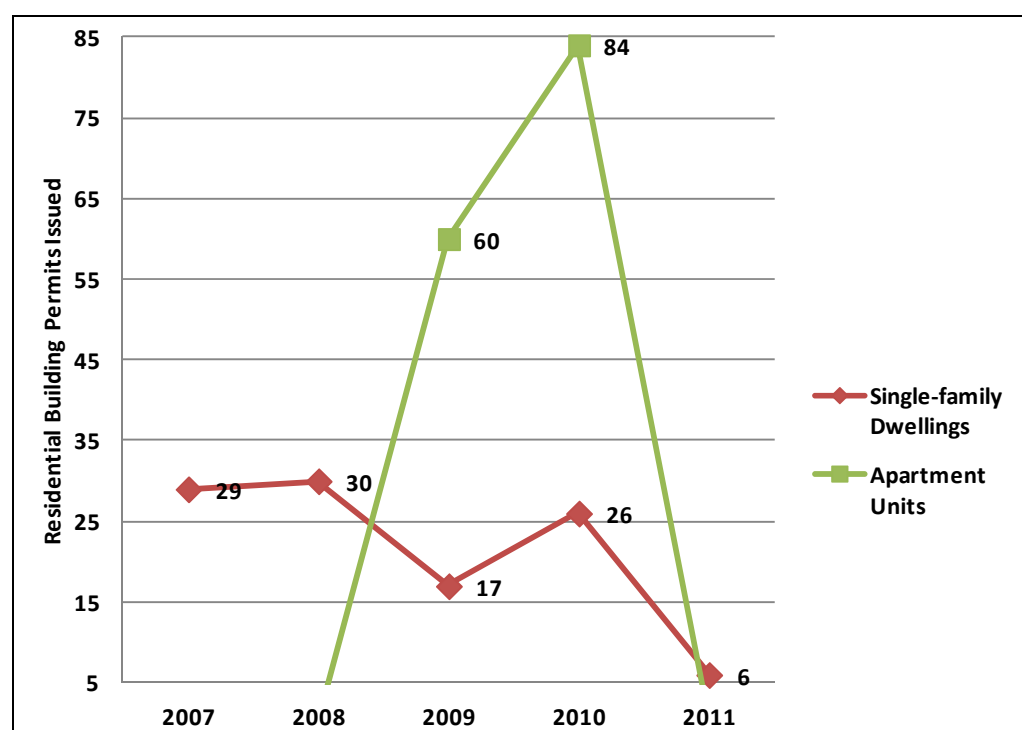
Table 10: Housing Tenure and Occupancy, 2010

Characteristics	Town of Brunswick		Rensselaer County	New York State
	Number	%	%	%
Occupancy				
Occupied housing units	4,876	93.1%	89.6%	89.5%
Vacant Housing Units	359	6.9%	10.4%	10.5%
Tenure				
Owner-Occupied housing	3,843	78.8%	65.1%	55.2%
Renter Occupied housing	1,033	21.2%	34.9%	44.8%

Source: US Census, American Community Survey 2006-2010, Housing Profile

Building Activity

Recent building permit data provided by the Town Building and Code Enforcement Officer show an additional growth of 108 new single-family homes (including mobile homes) in the Town, and 144 new dwelling units within 12 new apartment buildings built in 2009 and 2010. Forty eight (48) commercial building permits were issued between 2007 and 2011, including: 5 permits for new commercial, 4 for retail setup, 32 for commercial renovation and 7 for commercial additions. (See Figure 2)

Figure 2: Residential Dwelling Unit Permits Issued, 2007-2011

Source: Town of Brunswick Superintendent of Utilities & Inspections



Planned Development Districts

In the past ten years, the Town Board has approved a number of Planned Development Districts (PDD). In accordance with NYS Town Law Section 261-c, the Town Board is “authorized to enact, as a part of its zoning ordinance, procedures and requirements for the establishment and mapping of planned unit development zoning districts”. “Planned unit development district regulations are intended to provide for residential, commercial, industrial or other land uses, or a mix thereof, which economies of scale, creative architectural or planning concepts and open space preservation may be achieved by a developer in furtherance of the town comprehensive plan and zoning ordinance.” Article III, Section 10 of the Zoning Ordinance lays out the local regulations for approving Planned Development Districts. The following Planned Development Districts are in various stages of planning, and/or construction.



Example patterns of housing development in the Town of Brunswick.

- **Brunswick Meadows:** Located in the northwestern corner of the Town, off of Grange Road (NYS Route 142). Currently under construction: 92 condominium units in 23 buildings.
- **Duncan Meadows:** Located off of McChesney Avenue and McChesney Avenue Ext. in the west-central part of Town: 166 condominium units and 50 apartment units.
- **Highland Creek:** Located in the west central part of Town, off of McChesney Avenue Ext. and Bonesteel Lane. Original approval was for 170 single-family homes, consisting of 126 carriage homes, 31 traditional homes and 13 manor homes. An application to amend the approval has been submitted to request 160 condominium units in 40 buildings.
- **Carriage Hill Estates:** Located in the southwestern corner of Town, between Pinewoods Avenue Ext. and Brunswick Road, adjacent to the Troy Country Club. Original application was for 284 units consisting of 19 estate homes, 87 carriage homes and 178 senior apartment units.



Transportation Network

The general goal of a transportation system is to facilitate the efficient movement of people, goods and services. The community is dependent upon a well-maintained transportation system, which includes roads, bridges, transit, walkways, trails and the railroad for quality of life. A well-planned and designed surface transportation system should be accommodating to all modes of traffic, be safe for use, visually appealing and pedestrian friendly. According to the National Complete Street Coalition:

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from transit stations. A complete street in a rural area will look quite different from a complete street in a highly urban area, but both are designed to balance safety and convenience for everyone using the road.⁷ In August 2011 Governor Andrew M. Cuomo signed the state's Complete Streets (S5411.A/A8366) bill into law. Complete Streets are more than just having sidewalks and bike lanes... it's having an environment with equal access for everyone.

Roads & Traffic Conditions

The transportation network within the Town of Brunswick is comprised of 146.5 miles of state, county, and local roads. According to the NYS Department of Transportation (NYSDOT) approximately 16.2 percent (23.7 miles) of the total miles are state-owned roads, 20.9 percent (30.6 miles) are county-roads, and 62.9 percent (92.2 miles) are locally-owned roads. **Table 11** shows the total local, county, and state centerline miles located within the Town of Brunswick.

Table 11 Road Mileage by Jurisdiction, 2009

Jurisdiction	Mileage	% of Total Mileage
State	23.7	16.2%
County	30.6	20.9%
Local	92.2	62.9%
Total	146.5	100.00%

Source: New York State Department of Transportation Highway Mileage Summary by Municipality, 2009
<https://www.nysdot.gov/>

⁷ National Complete Streets Coalition. <http://www.completestreets.org/tag/new-york/>



The Towns' major commercial and commuter route is Hoosick Road (NYS Route 7). Access to the greater Capital District region and is available by traveling west on NYS Route 7 (Hoosick Road) via Alternate Route 7 and the Collar City Bridge where it merges with I-787 and ultimately, I-87. The cities of Troy and Watervliet are easily accessible via NYS Route 7 (Hoosick Road) or NYS Route 2 (Brunswick Road). New York State Route 142 (Grange Road/Northern Drive) connects the Town to the northern portion of the City of Troy as well as the Town of Waterford and Cohoes via Route 32, and Schaghticoke by traveling north on NYS Route 40 (Leversee Road). NYS Route 278 (Brick Church Road) connects Routes 7 and 2 at Clum's Corners and near Center Brunswick, linking the north and south segments of Town. NYS Route 351 (Farm to Market Road) connects Brunswick to Poestenkill, West Sand Lake and Averill Park via NYS Route 43 just south of the Town. The States of Vermont and Massachusetts can also be accessed by traveling northeast on Route 7 (Hoosick Road) and east on Route 2 (Brunswick Road).

Table 12: Town of Brunswick, NYS Route Traffic Volumes

Road	Segment Limits	Functional Class	Volume (AADT)	Count Year
NYS Route 2	Troy East City Line to CR 139 (Eagle Mills)	Principal Urban Arterial	4,980	2010
	CR 139 (Eagle Mills) to NY 278	Principal Urban Arterial	4,470	2010
	NY 278 to NY 351	Minor Rural Arterial	8,760	2009
NYS Route 7	Troy East City Line to CR 134 McChesney Ave	Principal Urban Arterial	22,100	**
	McChesney Ave to NY 142		15,560	**
	NY 142 to NY 278	Principal Urban Arterial	14,860	**
	NY 278 to CR 115 (Reservoir Lake Rd, Pittstown)	Principal Rural Arterial	9,560	2010
NYS Route 40	Frear Ave to NY 142 (portion in Brunswick)	Minor Urban Arterial	13,190	**
NYS Route 142	NY 7 to CR 144 (North Lake Ave)	Minor Urban Arterial	4,490	2010
	CR 144 to Troy East City Line	Minor Urban Arterial	4,680	**
NYS Route 278	NY 7 to NY 2	Principal Urban Arterial	5,870	2010
NYS Route 351	NY 2 to NY 355 (Poestenkill)	Major Rural Collector	2,700	2010

Source: NYSDOT 2010 Traffic Volume Report. ** Indicates AADT was estimated from previous years for which actual count data is available.

The NYSDOT also maintains average annual daily traffic (AADT) counts for sections of state roads and higher traffic local roads to assess transportation needs, current facility performance, and to develop plans and recommendations. Traffic counts are monitored with one of two systems: the first is a portable traffic counter which can be placed on specified routes once every three years and the second is a permanent station at 175 selected locations throughout the state. Information from the NYSDOT is available for the locations shown in **Table 12**, with their respective AADT.

There are 30.6 miles of county roadways within the Town of Brunswick, including: Sharpe Road (CR 75), Blue Factory Hill Rd. (CR 79), Cooksboro Road (CR 126), Plank Rd. (CR 128), Tamarac Rd. (CR



129), Spring Ave (CR 130), Dater Hill Rd. (CR 132), Moonlawn Rd. (CR 133), McChesney Ave/McChesney Ave Ext. (CR 134), Town Office Road (CR 135), Garfield Rd. (CR 137), Creek Rd. (CR 139), Pinewoods Ave. (CR 140), North Lake Ave (CR 144), and Oakwood Ave (CR 145). The county routes serve to collect local traffic from minor rural roads and deliver them into the principal arterial system. Each of the county roads, except for Sharpe, Plank Road, intersects with NYS Route 7 or NYS Route 2.

Public Transit Options

Brunswick residents have access to bus service to various locations throughout the Capital District via CDTA. Bus route # 87 carries passengers from Brunswick Plaza (Wal-Mart and Price Chopper) to downtown Troy (15th Street/Peoples Ave near RPI) where passengers can transfer to other routes if necessary. CDTA bus routes service all of the regions major hospitals, colleges, shopping centers, shopping malls, museums, performing arts centers, parks sports arenas and the Albany International Airport. In addition, Yankee Trails runs a bus route between Albany, Hoosick Falls and Bennington, providing a commuter service route on Route 7.



Residents of the County who are sixty (60) years of age and older are eligible to use the transportation services offered through the Rensselaer County Unified Family Services, Department for the Aging. Handicap accessible van transportation to medical appointments is available by request, on a first come, first serve basis, with consideration of the priority of medical need. Vans also provide transportation to the five (5) multi-purpose senior citizen centers throughout the County, bringing residents to the centers for nutrition assistance program and group activities. Suggested contributions are only .25 cents per one-way trip on regular vans, and \$4.00 per round trip on the Medical Van; however, no person is denied services due to their inability to contribute.



Economic Profile

This section summarizes a number of trends, including employment industries, occupational types, commuting patterns, businesses, and consumer spending habits. The following information is primarily culled from the 2010 U.S. Census, the 2006-2010 American Community Survey, Economic Profile, and ESRI Business Analyst Online (BAO).

Employment

Employment by Industry Sector and Occupation Type

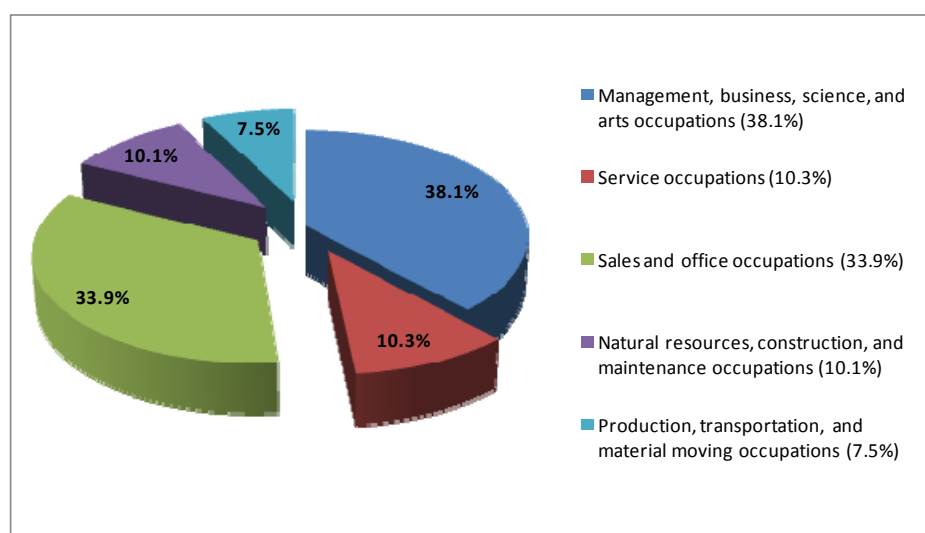
According to the 2006-2010 American Community Survey (ACS), Economic Profile, **Table 13** illustrates residents' employment by industry in the Town compared to Rensselaer County and New York State. The Town's top three industrial sectors were educational, health care and social assistance services (24.9%), public administration (14.7%) and construction (10.8%). The top three employment industries in Rensselaer County were educational, health care and social assistance services (26.4%), public administration (11.4%) and retail trade (11%). (See **Table 13**)

Table 13: Employment by Industry, 2010

Industry Classification (employed civilian population 16 yrs or older)	Town		County	NYS
	#	%	%	%
Agriculture, forestry, fishing and hunting, and mining	50	0.8%	0.7%	0.6%
Construction	703	10.8%	6.6%	5.9%
Manufacturing	400	6.1%	7.3%	7.2%
Wholesale trade	156	2.4%	2.6%	2.8%
Retail trade	505	7.8%	11.0%	10.6%
Transportation and warehousing, and utilities	144	2.2%	4.3%	5.3%
Information	283	4.4%	2.4%	3.1%
Finance, insurance, real estate, and rental and leasing	440	6.8%	6.4%	8.6%
Professional, scientific, management, administrative and waste management services	490	7.5%	8.9%	10.8%
Educational services, health care and social assistance	1,620	24.9%	26.4%	26.6%
Arts, entertainment, recreation, accommodation and food services	395	6.1%	7.6%	8.5%
Other services (except public administration)	360	5.5%	4.3%	5.0%
Public administration	959	14.7%	11.4%	4.9%
Total	6,505			

Source: US Census, American Community Survey 2006-2010, Economic Profile



Figure 3: Employment by Occupation Type, 2010

Source: US Census, American Community Survey 2006-2010, Economic Profile

Figure 3 shows a breakdown of Town resident occupations according to the major categories provided in the ACS. The top occupational type was management, business, science, and arts occupations (38.1%), followed closely by sales and office occupations (33.9%), and service occupations (10.3%). The least represented occupations were production, transportation, and material moving occupations comprising 7.5% of the Town's workforce.

Top Rensselaer County Employers

The largest and most influential employer in Rensselaer County is Rensselaer Polytechnic Institute with over 1,700 employees. The County's second largest employer is the Rensselaer County government with approximately 1,600 employees, followed by Seton Health with just over 1,500 employees. **Table 14** lists the top 15 employers in Rensselaer County.

Table 14: Top 15 Rensselaer County Employers

Business Name	Description	# of Employees
Rensselaer Polytechnic Institute	Colleges and universities	1,775
Rensselaer County	Government	1,600
Seton Health	Comprehensive, integrated, Catholic healthcare system, now part of Northeast Health	1,529
Hudson Valley Community College	Educational colleges	1,293
Pitney Bowes MapInfo Corp.	Prepackaged software	740
RCG Boces / Questar III	Educational cooperative	550
Regeneron Pharmaceuticals	Biopharmaceutical company	450



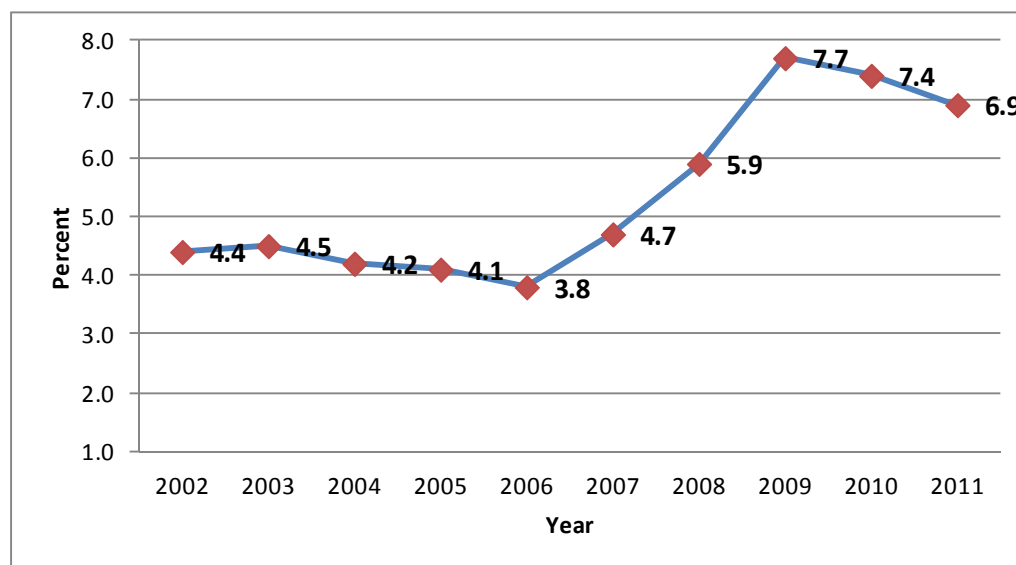
Business Name	Description	# of Employees
Rensselaer County Chapter, NYSARC, Inc.	Association of people with disabilities	430
Express Scripts	On-line prescription refills	400
The Sage Colleges	Educational colleges	382
Computer Sciences Corporation	IT consulting, systems integration and design	350
Wal-Mart	Discount department stores	350
Independent System Operator	Business associations	330
Amtrak	National passenger rail corporation	300
MetLife Information Systems Center New York	Insurance consolidated computer center	300

Source: Rensselaer County Chamber of Commerce

Unemployment

As shown in **Figure 4**, unemployment rates in Rensselaer County were relatively steady between 2002 and 2006, but showed a significant increase between 2007 and 2010. The unemployment rate has improved slightly recently, showing a decrease of 0.5 since 2010, at a current rate of 6.9%.

Figure 4: Rensselaer County Unemployment Trends



Source: United States Department of Labor, Bureau of Labor Statistics



Community Facilities, Programs & Resources

This section includes an overview of the Town's municipal facilities and services, public infrastructure, parks, and public school system. **Appendix A** contains a number of illustrative maps that support this section.

Public Water & Sewer Infrastructure

Public water systems and sewer systems provide incentives to developers to locate new development proximate to the service systems. Future dense development will be dependent primarily on the availability of public water and septic disposal systems. Portions of the Town of Brunswick are served by public water. The Town has two water districts; a consolidated water district (consisting of water districts 1 through 10) and water district number 11. The water districts generally serve properties located in the western portion of the Town within the hamlets of Sycaway, Eagle Mills, Mountain View, Center Brunswick, and the very northwest corner of the Town adjacent to Leversee Road.

According to the Town of Brunswick Annual Drinking Water Quality Report⁸, the water system serves water to approximately 6612 residents as well as the commercial customers within the Town through over 2650 service connections. The water districts are supplied by the City of Troy which draws its water from the Tomhannock Reservoir. The Town water comes through a metered connection at the intersection of North Lake Avenue and Yates Street and a metered connection at South Lake Avenue and Hunter Lane. Town water is fed by gravity from the City of Troy Tibbets Avenue water tank along North Lake Avenue, Hoosick Road, South Lake Avenue and Brunswick Road. The water is pumped and re-chlorinated at a booster pump station located at the Vanderheyden Reservoir to a 2,000,000 gallon steel storage reservoir which feeds the remaining distribution system including Rt. 142, Rt. 7, Rt. 278 and Rt. 2. The Town also has a water booster pump station in Cropseyville where the water is again re-chlorinated.

The total water purchased from the City of Troy in the billing period January 1, 2010 through December 31, 2010 was 252,514,000 gallons. All services are metered. A total of 195,625,000 gallons was billed to customers. As a result a total of 56,889,000 gallons of water or 23% was lost in the transmission and distribution system. This can be attributed to water usage for fire protection, flushing, new construction of mains, water main breaks and leaks. The average daily demand is 670,000 gallons. The Town charges \$4.73 per 1,000 gallons. The average amount charged per household was \$300.00 in 2010.

A public sewer district serves portions the Town. Rensselaer County Sewer District No. 1 serves the properties within the Sycaway and Mountain View hamlets and extends from the city/town line to Betts Road, serving properties along Route 7. Wastewater is collected from residential, commercial and industrial users and is transported to the Rensselaer County wastewater treatment plant in the Town of North Greenbush where it is treated before it is discharged to the Hudson River. Currently, the system is

⁸ Town of Brunswick Annual Drinking Water Quality Report, 2010



experiencing capacity limitations due to concern over combined sewer overflow (CSO) discharges to the Hudson River and wet weather overflows. (See **Appendix A: Town of Brunswick Water and Sewer District Boundary Map**)

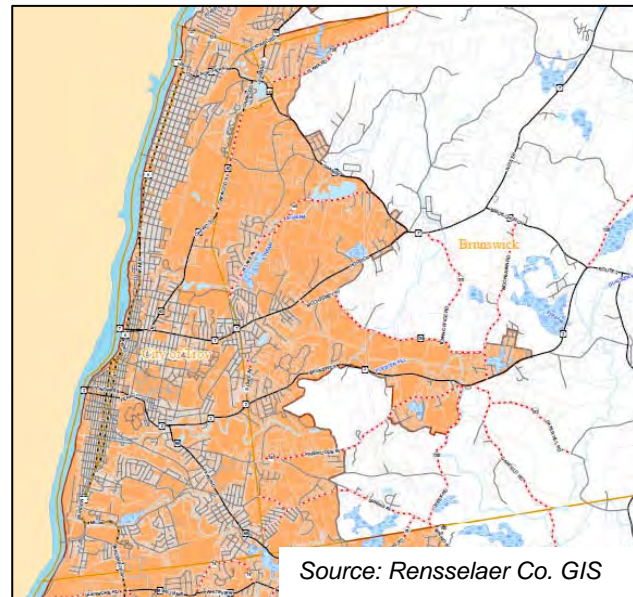
Residents living in the eastern part of the Town primarily rely on individual drinking water wells and private septic disposal systems for wastewater disposal. The bedrock formations of the groundwater aquifers generally provide enough water for domestic uses, and water quality is considered good. (See **Appendix A: Water Resources Map**)

The Town of Brunswick has a proven well field located on Route 2. There is one 12 inch well capable of providing 1,000 gpm in an estimated 500 million gallon aquifer. This area should be identified and the consideration of a special protection district should be reviewed.

Stormwater Management

The Town of Brunswick is a MS4 (municipal separate storm sewer systems) community. The MS4 stormwater management program was created to improve the nation's waterways by reducing the quantity of pollutants that stormwater picks up and carries into storm sewer systems during storm events. **Figure 5** illustrates urbanized portion of the MS4. The USEPA Stormwater Phase II Rule requires operators of small municipal separate storm sewer systems (MS4s) to develop and implement a stormwater management program that addresses the following six minimum controls town wide, or in the urbanized area only:

Figure 5: MS4 Urbanized Area Map



- Measure 1 – Public Education. (only in the urbanized area)
- Measure 2 – Public Involvement. (only in the urbanized area)
- Measure 3 – Illicit Discharge Detection & Elimination. (only in the urbanized area)
- Measure 4 – Construction Site Stormwater Runoff Control. (townwide)
- Measure 5 – Post Construction Stormwater Management. (townwide)
- Measure 6 – Pollution Prevention/Good Housekeeping for Municipal Operations. (only in the urbanized area)



Emergency Services

Fire

The Town of Brunswick is served by five volunteer fire companies:

- Center Brunswick Fire Company
- Brunswick Fire Company #1
- Eagle Mills Fire Department
- Mountain View Volunteer Fire Company
- Speigletown District Volunteer Fire Company

Police

The Town of Brunswick does not have its own police department. Police protection is provided by the Rensselaer County Sheriff's Department and the NYS Police Department. The Rensselaer County Sheriff's Office operates a Highway/Marine Patrol bureau on a 24-hour a day, 7 day a week, 365 day a year basis to all Rensselaer County municipalities, and has a station on NYS Route 2 in Cropseyville, just on the boundary between Brunswick and Grafton. The Highway Patrol assigns uniformed members to conduct active patrol functions throughout the County acting as both a deterrent to crime, as well as being able to respond to crimes in progress and routine service calls. The Highway Patrol conducts routine investigations and its trained EMTs are the first responder to calls that require an emergency medical response. It is responsible for enforcement of various laws of New York State including vehicle & traffic law, penal law, Family Court Act and criminal procedure law. Among the investigations that highway patrol handles are burglaries, robberies, homicides, assaults, criminal mischief, hunting accidents, missing persons and many other crimes and violations. The NYS Police also have a strong presence in the community as the station for Troop G is located in Brunswick on Brick Church Road (NYS Route 278).

Ambulance Services

The Town is served by Mohawk Ambulance Service. Mohawk Ambulance Service is the largest, privately-owned ambulance service in upstate New York. Mohawk Ambulance provides Basic Life Support and Advanced Life Support services to the counties of Albany, Schenectady, Rensselaer and Saratoga. Mohawk Ambulance employs New York State Certified Emergency Medical Technicians, Critical Care Technicians and Paramedics who provide emergency medical care. Mohawk Ambulance has a station on Brick Church Road (NYS Route 278) in Brunswick allowing them a quick response time to local emergency calls for service.



School Districts

The Town of Brunswick is served by five different school districts, Brunswick/Brittonkill Central School District, Averill Park Central School District, Lansingburgh Central School District, Enlarged City School District of Troy, and the Wynantskill Union Free School District. **(See Appendix A: School District Map)** The vast majority of the Town is within the Brunswick Central School District (Brittonkill); however, the western portion of the Town is divided by the Lansingburgh Central School District, Enlarged Troy City School District, Averill Park Central School District, and Wynantskill Union Free School District. There are approximately 11,500 total students, grades K-12 enrolled within these school districts.⁹

Brunswick/Brittonkill Central School District

The largest school district in the Town is the Brunswick/Brittonkill Central School District (Tamarac) which encompasses the majority of the central and eastern part of the Town. Serving grades Pre-K through 12, the District had 1,352 enrolled students in the 2009-2010 school year, declining from 1,377 in 2008-2009.¹⁰ A total of 114 students graduated in 2010. Of the total graduates, 91% received a Regents Diploma and 59% received a Regents Diploma with Advanced Designation. The majority of students (88%) plan to continue with their formal education by attending a two



or four-year college. A small percentage of graduates had other post-secondary plans (3%) or intended to join the military (2%), while 8% would seek employment without furthering their education.

Very few students in the Brunswick Central School District also come from low-income families and are eligible for the Free Lunch Program or Reduced-Price Lunch Program. During the 2009-2010 school year, only 110 or 9% of the student body were eligible for the Free Lunch Program, which is significantly lower than the State average of 40%, and 61 students or 5% were eligible for the Reduced-Price Lunch Program, compared to the State average of 8%.

The Brunswick Central School District employs 115 teachers and 55 other professional staff and has an average class size of 21. Only 9% of teachers have a Master's Degree plus thirty hours or hold a Doctoral Degree.

⁹ NYS Department of Education, School District Profiles January 2010. <https://reportcards.nysed.gov/>

¹⁰ 2009-2010 NYS Report Card.



In 2001, Congress passed the No Child Left Behind (NCLB) Act. The Act's intent is to bring all students up to a proficient level on state tests by the 2013-2014 school year, and to hold states and schools more accountable for results. NCLB requires all districts and schools receiving Title I funds to meet state adequate yearly progress (AYP) goals for their total student populations and for specified demographic subgroups, including major ethnic/racial groups, economically disadvantaged students, limited English proficient (LEP) students, and students with disabilities.

According to the NYS Education Department, Brunswick Central School District represents a "District in Good Standing," meaning the district has made Adequate Yearly Progress (AYP) to the goal of proficiency for all students. Testing in the subject areas of English Language Arts, Mathematics and Science, and the high school's graduation rate are used to determine AYP.

Lansingburgh Central School District

The Lansingburgh Central School District encompasses the second largest area of Brunswick, located within the north-western corner of the Town. Serving grades Pre-K through 12, the District had 2,426 enrolled students in the 2009-2010 school year, declining from 2,509 in 2008-2009.¹¹ A total of 175 students graduated in 2010. Of the total graduates, 85% received a Regents Diploma and 30% received a Regents Diploma with Advanced Designation. The majority of students (86%) plan to continue with their formal education by attending a two or four-year college. A small percentage of graduates had other post-secondary plans (1%) or intended to join the military (4%), while 6% would seek employment without furthering their education.

Many students in the Lansingburgh Central School District come from low-income families and are eligible for the Free Lunch Program or Reduced-Price Lunch Program. During the 2009-2010 school year, 1,067 or 44% of the student body were eligible for the Free Lunch Program, which is higher than the State average of 40%, and 221 students or 9% were eligible for the Reduced-Price Lunch Program, compared to the State average of 8%.

The Lansingburgh Central School District employs 205 teachers and 71 other professional staff and has an average class size of 20. Sixteen percent (16%) of teachers have a Master's Degree plus thirty hours or hold a Doctoral Degree. According to the NYS Education Department, the Lansingburgh Central School District represents a "District in Good Standing," meaning the district has made Adequate Yearly Progress (AYP) to the goal of proficiency for all students. Testing in the subject areas of English Language Arts, Mathematics and Science, and the high school's graduation rate are used to determine AYP.

¹¹ 2009-2010 NYS Report Card.



Averill Park Central School District

The Averill Park Central School District encompasses the third largest area in the Town of Brunswick, covering the south-western corner of the Town. Serving grades K through 12, the District had 3,367 enrolled students in the 2009-2010 school year, growing slightly from 3,364 in 2008-2009.¹² A total of 248 students graduated in 2010. Of the total graduates, 91% received a Regents Diploma and 50% received a Regents Diploma with Advanced Designation. The majority of students (87%) plan to continue with their formal education by attending a two or four-year college. A small percentage of graduates had other post-secondary plans (1%) or intended to join the military (2%), while 5% would seek employment without furthering their education.

Few students in the Averill Park Central School District come from low-income families and are eligible for the Free Lunch Program or Reduced-Price Lunch Program. During the 2009-2010 school year, 240, or 7% of the student body were eligible for the Free Lunch Program, which is significantly lower than the State average of 40%, and 144 students or 7% were eligible for the Reduced-Price Lunch Program, compared to the State average of 8%.

The Averill Park Central School District employs 272 teachers and 124 other professional staff and has an average class size of 20. Eleven percent (11%) of teachers have a Master's Degree plus thirty hours or hold a Doctoral Degree. According to the NYS Education Department, the Averill Park Central School District represents a "District in Good Standing," meaning the district has made Adequate Yearly Progress (AYP) to the goal of proficiency for all students. Testing in the subject areas of English Language Arts, Mathematics and Science, and the high school's graduation rate are used to determine AYP.

George Washington School

The George Washington School, located Menemsha Lane in the Town of Brunswick is currently being used by Questar III. Questar III, formally known as BOCES, is an educational cooperative serving Rensselaer, Columbia and Greene County. A majority of Questar III programs are instructional in nature, and include special education and related services for students with disabilities, career and technical programs for high school students, literacy programs and employment training for adults, as well as other K-12 enrichment programs.



¹² 2009-2010 NYS Report Card.



Enlarged City School District of Troy

The Enlarged City School District of Troy encompasses the fourth largest area in the Town, covering a central, western portion of Town. Serving grades Pre-K through 12, the District had 3,914 enrolled students in the 2009-2010 school year, declining from 3,985 in 2008-2009.¹³ A total of 294 students graduated in 2010. Of the total graduates, 80% received a Regents Diploma and 27% received a Regents Diploma with Advanced Designation. The majority of students (88%) plan to continue with their formal education by attending a two or four-year college. A small percentage of graduates had other post-secondary plans (1%) or intended to join the military (3%), while 8% would seek employment without furthering their education.

Many students in the Enlarged City School District of Troy come from low-income families and are eligible for the Free Lunch Program or Reduced-Price Lunch Program. During the 2009-2010 school year, 2,077 or 53% of the student body were eligible for the Free Lunch Program, which is higher than the State average of 40%, and 482 students or 12% were eligible for the Reduced-Price Lunch Program, compared to the State average of 8%.

The Enlarged City School District of Troy employs 352 teachers and 167 other professional staff and has an average class size of 21. Fifteen percent (15%) of teachers have a Master's Degree plus thirty hours or hold a Doctoral Degree. According to the NYS Education Department, the District represents a "District in Good Standing," meaning the district has made Adequate Yearly Progress (AYP) to the goal of proficiency for all students. Testing in the subject areas of English Language Arts, Mathematics and Science, and the high school's graduation rate are used to determine AYP.

Wynantskill Union Free School District

The Wynantskill Union Free School District encompasses a small area of the Mountain View hamlet area in the southern corner of the Town. Serving grades K through 8, the District had 331 enrolled students in the 2009-2010 school year, declining from 365 in 2008-2009.¹⁴

Very few students in the School District come from low-income families and are eligible for the Free Lunch Program or Reduced-Price Lunch Program. During the 2009-2010 school year, 30, or 9% of the student body were eligible for the Free Lunch Program, which is significantly lower than the State average of 40%, and 18 students or 5% were eligible for the Reduced-Price Lunch Program, compared to the State average of 8%.

The Wynantskill Union Free School District employs 33 teachers and 12 other professional staff and has an average class size of 18. Fifteen percent (15%) of teachers have a Master's Degree plus thirty hours or hold a Doctoral Degree. According to the NYS Education Department, the School District represents a

¹³ 2009-2010 NYS Report Card.

¹⁴ 2009-2010 NYS Report Card.



“District in Good Standing,” meaning the district has made Adequate Yearly Progress (AYP) to the goal of proficiency for all students. Testing in the subject areas of English Language Arts, Mathematics and Science, and the high school’s graduation rate are used to determine AYP.

Recreational Facilities & Programs

Brunswick Community Center

The Brunswick Community Center is located on Keyes Lane just off of Hoosick Road (SR 7) in Center Brunswick. The Community Center has over 3,000 square feet of activity areas for Town residents and meeting room capacity for 99 persons. The Center has a large kitchen with indoor and outdoor serving windows, a modern two zone heating and air conditioning system, an access ramp and accessible rest rooms, large closets for users. The Center’s outdoor amenities include nearly nine acres of greenspace for picnicking, a picturesque pond, a gazebo, a bandstand, a playground, tennis courts and a basketball court.



The Town sponsors an outdoor concert series on Tuesday nights at the Brunswick Family Community Center. Popular bands such as the Refrigerators, the Back 40 Band, Hair of the Dog, and the Lustre Kings gather large crowds. The Center is regularly used for meetings of the Sycaway Senior Group, Brunswick Baseball League, Brunswick Girls Softball League, Community Assistance League, Master Gardeners, the Brunswick Historical Society, the Rensselaer County Department of Health (Rabies Clinic) and various other groups. Residents also rent the Center for parties and family gatherings.

Brunswick Community Library

The Brunswick Community Library is located on NYS Route 2 across from the Brunswick Sports Complex. The Library offers a large selection of books and periodicals for lending, as well as other materials and services to help meet the educational, informational, and recreational needs of the members of the community. The Library is also affiliated with the Upper Hudson Library System, a cooperative association of twenty-nine public libraries working together to improve library service for the residents of Albany and Rensselaer Counties. The Upper Hudson Library System (UHLS) coordinates resources and activities that will improve the services of the public libraries in Albany and Rensselaer Counties. The library is open on Monday and Tuesday from noon to 8:00 PM, Wednesday through Friday from noon to 6:00 PM, and Saturday from 10:00 am to 4:00 PM. The Library offers special programs for children, teens and adults including, but not limited to, the summer reading program, computer classes for seniors, resources for job seekers, as well as a variety of educational discussions/presentations, and cultural,



historical, and civic exhibits. The library also has a small public meeting room and kitchenette that can be reserved for groups and associations.

Brunswick Town Park and Beach

The Town Park and Beach is located in the west-central part of Town on North Lake Avenue (Co Rte 144). The park encompasses 60 acres of land surrounding the Vanderheyden and Brunswick Reservoirs. The beach is open seven days a week, from 10:00 am to 8:00 pm during July and August for swimming. Admittance requires a pass, available free of charge at the Town Clerk's office. In addition to the swimming area, Town residents enjoy the park for a variety of outdoor activities including boating, picnicking, bird watching, and fishing. Picnic tables, boats and grills are available on a first-come, first-served basis to Town residents.



The Town Park and Beach is used for the Town's Summer Recreation Program. The program runs for 6 weeks between June and August from 9:00 am to 3:30 pm daily. The program includes American Red Cross-certified swimming lessons, indoor and outdoor events, special activities like Make Your Own Sundae, Water Day, Sandcastle Day, Field Day, Carnival Day and a Pizza Parties, as well as periodic field trips. The Tamarac Elementary School is used for the day camp on days with inclement weather.

Sports Fields

Brunswick Soccer Complex

The Brunswick Soccer Complex is located on NY Route 2 across the street from Tamarac High School. The Soccer Club has a house league, a travel league. House Soccer is a developmental recreational program, meaning the focus is not on winning, but on teaching children the fundamentals of soccer. The House League has a spring and fall season each running for 6 weeks plus an all day tournament. Boys and girls play on the same teams and the teams are grouped based on age. The Brunswick Soccer Club is part of the



Capital District Youth Soccer League (CDYSL) which is sanctioned by the Eastern New York Youth Soccer Association; a member of Region 1 of the United States Youth Soccer Association. The Brunswick Travel League participates in local and regional tournaments, and statewide competition leading to a national tournament. The majority of CDYSL is composed of teams generally within a 30 mile radius of Brunswick. In 2012, the Brunswick Soccer Club will have a minimum of 4 travel teams coached by Red Bulls Trainers.

Brunswick Sports Complex

The Brunswick Sports Complex is a complex located on NYS Route 2 roughly 0.5 miles past the Tamarac Elementary/High School. The 60 acre Sports Complex has one regulation baseball field, two softball fields one practice field and a football field with room for expansion. The Complex is used by the Brunswick Baseball League (BBL, formally Babe Ruth), which has both House and Travel Leagues; the Brunswick Girls Softball League which has T-Ball, Mini-Minor, Minor, Majors, and 12U Brunswick Blitz teams, and the Brunswick Bulldogs Football League with a flag division, junior and senior tackle division.



Golf Courses

Brunswick is fortunate to have three golf courses: one private, two public. The Country Club of Troy is a private 18-hole golf course that is located near the Town's western border with the City of Troy, between Brunswick Road (NYS Route 2) and Pinewoods Avenue. The clubhouse was built in 1927 and overlooks the gorge of the Poestenkill Creek and the picturesque hills of Brunswick. The Club also offers members the use of their facilities for weddings and other catered events. Brunswick Greens is a public 18-hole golf course, located on Hoosick Road. The facility is available to the public for catered events and the restaurant is open for lunch and dinner to golfers and non-golfers as well. In addition, part of the 18-hole Frear Park Municipal Golf Course of Troy is within the Town of Brunswick.



Brunswick Little League

Brunswick Little League is played at the Route 7 complex just south of Betts Road. The baseball complex currently has two regulation fields, and a concession stand. The League currently has 24 teams serving ages 4-12 including, tee ball, minor, and major divisions, as well as All Star teams for ages 7-8, 9-10 and 11-12. The Little League hosts a week long annual summer camp with certified instructors to help players improve hitting, throwing and pitching. In 2012, the League created an extended House League for players age 13-16 and a new Senior House League for players age 17-22.

Historical Resources

Historic architecture lends a sense of history to a community and helps define its unique identity. The Town of Brunswick has a large number of locally significant historic buildings and sites; however, according to the New York State's Office of Parks, Recreation and Historic Preservation, there are only two sites on the National and State Historic Registers in Brunswick: the Little Red Schoolhouse (District No. 6 Schoolhouse or the Lincoln School) on Brick Church Road (NYS Route 278) and Buck Road and the Garfield School (District No. 2 Schoolhouse) on NY Route 2 and Moonlawn Road in Eagle Mills.

The Little Red Schoolhouse was built in the 1830s and is Greek revival architectural style. The schoolhouse once functioned as school for children in grades one to eight. The building was restored as a museum by the Brunswick Historical Society. The Garfield School was originally a two room school house built in 1881. The building was named in recognition of President James. A. Garfield, and is known for its aesthetically pleasing architectural style. In a time when schoolhouses were built based on a simple rectangular template, lacking distinguishing features, the Garfield School was uniquely constructed with a gabled roof and ornamental woodwork at the peaks of the gables. The Garfield School is the current home of the



Brunswick Historical Society and has been recognized by the Preservation League of New York State for its restoration and adaptive reuse.¹⁵

The Town also has a number of cemeteries and burial grounds. The largest are Forest Park Cemetery, also known as Forest Hills Cemetery on Pinewoods Avenue near Troy Country Club, Eagle Mills Cemetery on the corner of Garfield Road and NYS Route 2, St Peters Cemetery off Oakwood Avenue in northwest Brunswick, and Saint John De Baptist Cemetery off Spring Avenue Ext. in Mountain View. Forest Park Cemetery was built during the late 1800s when the rural cemetery movement was popular. At the time, cemeteries in cities were running out of space and rural cemeteries provided both a permanent and dignified resting place for the dead as well as a place of beauty for the living. Forest Park, along with a few of the other rural cemeteries in Town are mostly unattended and in various states of disrepair.

Eagle Mills Veterans Memorial Park

The Veterans Memorial Park in Eagle Mills has memorials to veterans of World War One, World War Two, Korea and Vietnam. Since its completion in 2007, the year the Town celebrated its Bicentennial, the memorial has hosted several commemorative ceremonies.



¹⁵ The Brunswick Historical Society <http://www.bhs-ny.org/about.htm>



Natural Resources & Environmental Features

Lakes & Streams

The Town of Brunswick has a number of surface water features that are both environmentally and recreationally valuable. The Poesten Kill, the Quacken Kill, and the Vanderheyden Reservoir are the most predominant water features in Brunswick. Throughout history, the Poesten Kill and its major tributaries have furnished valuable water power for several manufacturing industries.



The largest water body within the Town is the Vanderheyden/Brunswick Reservoir. Built in mid 1800s, this reservoir originally supplied portions of the City of Troy with drinking water. The reservoir is now Town-owned and is the location of the Town Park and Beach. Lakes and streams in the Town have been classified in accordance with the New York State Classifications for Surface Waters and Groundwaters, Part 701 of the NYCRR. Each water body has been given a letter category for water quality ratings ranging from class “A” to class “D”. The classification system relates to both the defined usage and the limitation of effluent wastewater discharges. Class “A” represents waters suitable for drinking, culinary or food processing purposes, primary and secondary contact recreation, and fish propagation and survival. Class “B” represents waters suitable for primary and secondary contact recreation, fishing, and fish propagation and survival. Class “C” waters are best suited for fish propagation and survival. While Class “D” waters are best suited for fishing, the survival of fish may be limited due to conditions of intermittency of flow and other water quality conditions. The symbol (T) or (TS) appearing after any classification means that the designated waters are suitable for trout survival or trout spawning. The Vanderheyden Reservoir is a Class of A water body.



New York State DEC develops a List of Impaired/TMDL Waters to identify those waters that do not support appropriate uses and that may require development of a Total Maximum Daily Load (TMDL).



The Section 303(d) List is updated every two years. The most recently approved and current List is the Final 2010 NYS Section 303(d) List (PDF) (269 KB) which was approved by USEPA in June 2010. There are currently no impaired water bodies identified in Brunswick.¹⁶



New York State DEC also develops the Waterbody Inventory/Priority Waterbodies List, a statewide inventory (database) of New York State waterbodies which characterizes water quality, the degree to which water uses are supported, progress toward the identification of water quality problems and sources, and activities to restore and protect each individual water body. The Waterbody Inventory/Priority Waterbodies List reports are prepared and maintained for each of the major drainage basins in New York State. According to the WI/PWL, water quality sampling of the Poesten Kill (Class C (T) and C (TS)) was performed by the NYSDEC in January 2005. The results of the sampling indicated that the water quality was “slightly impacted” by nonpoint sources of siltation and nutrient enrichment. Overall the sampling determined that the effects on fauna were minor and aquatic life is considered to be fully supported in the stream.¹⁷ Water quality sampling of the Lower Quacken Kill (Class C (TS)), was completed in 2006. Sampling results indicated that “the fauna was diverse with clean-water organisms and no known impacts.”

Wetlands

Freshwater wetlands are a valuable natural resource. Wetlands may include areas that are commonly known as bogs, swamps, marshes, wet meadows, floodplains and areas of water logged, or hydric soils. When associated with a stream, they have the ability to temporarily store and gradually release large amounts of water. By helping streams maintain a more constant flow rate, they serve as flood and storm water control areas and are important to controlling erosion and flooding to areas



¹⁶ NYSDEC *Final New York State 2010 Section 303(d) List of Impaired/ TMDL Waters*.
http://www.dec.ny.gov/docs/water_pdf/303dlistfinal10.pdf

¹⁷ NYSDEC 2003 Upper and Lower Hudson River Basin Waterbody Inventory and Priority Waterbodies List.
http://www.dec.ny.gov/docs/water_pdf/pwllhud08rev.pdf



downstream. Other benefits of wetlands include: water purification, maintenance of important wildlife habitats and open spaces, and recreation. Wetlands are identified on the basis of existing vegetative types and soils. Certain plants are predominant in wet soils and are, therefore, a good indicator of wet conditions over time.

Pursuant to ECL Article 24 Parts 662 and 663, New York State protects freshwater wetlands larger than 12.4 acres. Smaller wetlands may also be protected under federal regulations. The Freshwater Wetlands Act, aimed at preventing wetlands being filled or drained, regulates activities within or adjacent to designated wetlands. A permit issued by the NYS DEC for regulated activities is required. The U.S. Army Corps of Engineers has jurisdiction over all wetlands not administered by the NYS DEC. Permits need to be secured prior to any filling, alteration, or construction in or adjacent to any wetlands. (See **Appendix A: Water Resources Map**)

The **Water Resources Map** illustrates the location of the NYSDEC regulated wetlands in Brunswick. According to the NYSDEC's Freshwater Wetlands Map, Brunswick has nineteen NYS regulated wetlands covering an approximate area of 1,236 acres. Twelve of the wetlands are classified as Class I, four are Class II, and three are Class III based on the criteria specified by the law, Part 664 Classification of Freshwater Wetlands, Statutory Environmental Conservation Law§3-0301 (2) (m) and 24-1301 (3). In 2011, the NYSDEC proposed a few modifications to the Freshwater Wetlands maps for Rensselaer County which included changes to wetland classifications and the boundaries of NYSDEC wetlands in Brunswick. The proposed wetland map amendments include the addition of wetland AP-30, a 76.1 acre wetland area located off of McChesney Ave. south of Bonesteel Ln. along the Sweet Milk Creek; wetland TN-106, located off of Hoosick Road just east of Betts Road, is proposed to be modified to encompass an additional 17 acres, making it a total of 36.4 acres in area; wetland AP-2 located along the Quacken Kill between Route 2 and Farm to Market Road (State Route 351) is proposed to be modified to include an additional 51.4 acres.

In addition to the NY State regulated wetlands, Brunswick has many smaller wetland areas that are identified on the National Wetland Inventory map, and are regulated by the US Army Corps of Engineers. These wetlands are primarily defined from analysis of high altitude aerial photography. These wetlands may require field verification and potential permit application prior to any work activity or disturbance.

Floodplains

The Federal Emergency Management Agency (FEMA) provides floodplain boundary maps. The mapped boundaries delineate the flood elevation that has a 1 percent chance (100-year zone) or 0.2 percent chance (500-year zone) of being equaled or exceeded each year. The Flood Insurance Rate (FIRM) maps identify areas within the Town which are prone to flooding. Many of the NYS DEC regulated wetlands are also located in or adjacent to floodplain areas. In Brunswick, the designated floodplains are concentrated along the Quacken Kill, the Poesten Kill, Sweet Milk Creek, Indian Creek, Deep Kill, Tomhannock Creek and other unnamed tributaries. The floodplains are illustrated on the **Water Resources Map**. (See **Appendix A**)



Topography

The topography of the Town of Brunswick has historically shaped the built environment. Rensselaer County is an area with varying elevations due to its proximity to Rensselaer Plateau (aka grit plateau) and the Taconic Mountains, which is part of the larger Appalachian Mountain Range that stretches along the east coast. Brunswick has a varying topography with scenic views and beautiful terrain. The landscape contains a series of ridges, knolls, rolling hills and valleys. The topography of the Town is complex because of the underlying folded shale and slate bedrock, which is exposed in many areas.¹⁸

The Rensselaer Plateau

Approximately 2,500 acres of the eastern portion of Brunswick is located within the Rensselaer Plateau.¹⁹ The Rensselaer Plateau covers about 105,000 acres in the Towns of Berlin, Brunswick, Grafton, Hoosick, Nassau, Petersburg, Pittstown, Poestenkill, Sand Lake and Stephentown. The Plateau's relatively high elevations (1,000 – 1,800 feet), cool climate, acidic soils, and poor drainage contribute to an ecosystem similar to the Adirondacks. The Plateau is estimated to be the fifth largest forested region in New York State. Its forests still exist in relatively large



continuous blocks with few dividing roads. The Plateau's forests are valuable for clean air and water, containing the headwaters of seven watersheds, including waters that feed the Tomhannock Reservoir, the public water supply for much of Rensselaer County. The Plateau provides healthy habitat for many native plants and wildlife, and is recognized as an Important Bird Area by Audubon New York.²⁰ The Rensselaer Plateau Alliance (RPA) was established in 2006 for the purpose of conserving and protecting the forested character of the Rensselaer Plateau and its economic and environmental benefits. The RPA has recently received a grant to coordinate the development of a Regional Conservation Plan. The project will:

- Collect and map ecological data and community values of the Rensselaer Plateau,

¹⁸ United States Department of Agriculture (USDA), Natural Resources Conservation Service (NRCS) Soil Survey of Rensselaer County. Copyright 1988.

¹⁹ Town of Brunswick Biodiversity Assessment by David M. Hunt, March 2012.

²⁰ Rensselaer Plateau Alliance <http://rensselaerplateau.org/RensselaerPlateau/Plateau.aspx>



- Create opportunities for communication and collaboration within and between municipalities, landowners and stakeholders about this resource and its conservation and economic importance,
- Work with local governments, landowners and NY state to assist conservation awareness,
- Understand together the value of planning in order to ensure that the characteristics of the Rensselaer Plateau that we know and love and need remain, and
- Identify and develop the tools and additional information that municipalities might need in order to get there.

Wildlife and Habitats

Several rare species and ecological communities have been identified in the Town of Brunswick by the New York Natural Heritage Program. These species include the following:

Birds:

- Least bittern (Threatened)

Vascular Plants:

- Side-oats Grama (Endangered)
- Midland Sedge (Endangered)
- Bent Sedge (Endangered)
- Leiberg's Panic Grass (Endangered)
- Ovate Spikerush (Endangered)
- Navel-fruited Corn-salad (Endangered)

Communities: Significant from a statewide perspective and high ecological and conservation value:

- Calcareous talus slope woodland
- Hemlock-northern hardwood forest

As previously discussed, approximately 2,500 acres of the eastern portion of Brunswick is located within the Rensselaer Plateau. The Plateau is estimated to be the fifth largest forested region in New York State. Its forests still exist in relatively large continuous blocks with few dividing roads. The calcareous talus slope woodland community is an open to closed canopy on the steep north-facing slope of the Rensselaer Plateau escarpment. The hemlock-northern hardwood forest is in very good condition with excellent species and habitat diversity. The Plateau has a low abundance of exotic flora, and an abundance of



mammal species requiring large areas for survival such as, fisher, bear, porcupine, bobcat, coyote, and moose.²¹

Soil Characteristics

Knowledge of the basic properties and distribution soils is essential to a comprehensive plan as soils characteristics often determine the suitability of land for development and weigh heavily in the future planning process. Planners, developers, highway engineers, health officials, and others use the United States Department of Agriculture (USDA), Natural Resources Conservation Service (NRCS) Soil Survey of Rensselaer County, published in 1988 to help determine the potentials and limitations of soils, evaluate the effect of specific land uses on the stability and productivity of soils, plan for the safe disposal of wastes, and create a land use pattern that is in harmony with the natural soil characteristics.



This section provides an overview of the soils in Brunswick, emphasizing those properties which are most critical in land-use planning. The distribution of soils in the Town is illustrated on the **Soil Classification Map**. The Town consists of 33 different soil series; however, the most predominant soils are within the Bernardston, Pittstown, Nassau-Manlius, Hoosic, Scriba, and Alden series. **Table 15** lists the top 5 soil classifications and describes the important characteristics of each. The full list of soils and all of their characteristics can be found in the USDA Soil Survey of Rensselaer County. Soils in the Brunswick area were predominantly formed from glacial outwash and derived from shale, slate and sandstone. As illustrated in **Table 15** the vast majority of soils are categorized as silt loam, gravelly silt loam, stony loam and gravelly sandy loam. The Town also has significantly large areas of rock outcrops and steep slopes. These characteristics are illustrated on the soil maps in **Appendix A**. The soils are suitable for crops, hay and pasture, although in some areas, seasonal wetness, the shallowness of soils with occasional rock outcrops or numerous large stones on the surface, are limitations to crop production and community development.

²¹ Town of Brunswick Biodiversity Assessment by David M. Hunt, March 2012.



Table 15: Predominant Soils in the Town of Brunswick

Soil Series	Soil Map Unit	General Description	Building Constraints
Bernardston	BeB, BeC, BeD, BeE, BfC, BfD, BnB, BnC, BnD	Gravelly silt loam/stony silt loam. Deep well drained soils on glaciated uplands formed from shale, slate and sandstone. Slopes range from 1 to 40%	- Moderate wetness for shallow excavations and dwellings with basements. - Severe limitations for septic tank absorption fields due to slow perc and severe slopes.
Pittstown	PtB, PtC	Gravelly silt loam. Deep moderately well drained soils on glaciated uplands formed from shale, slate and sandstone. Slopes range from 3 to 15%	- Severe wetness for shallow excavations and dwellings with basements. - Severe limitations for septic tank absorption fields due to slow perc and moderate to severe slopes.
Nassau-Manlius Complex	NaB, NaC	Silt, shally loam and rock outcrop. Nassau: shallow somewhat excessively drained soils on bedrock formed from shale and slate. Manlius: moderately deep well drained soils on bedrock formed from shale and slate. Slopes range from 1 to 50%	- Severe limitations for shallow excavations and dwellings with basements due to shallow depth to bedrock. - Severe limitations for septic tank absorption fields due to depth to bedrock.
Hoosic	HoA, HoB, HoC, HoD, HoE	Gravelly sandy loam. Deep well drained to excessively well drained soils on terraces, kames, and outwash plains formed from shale, slate and sandstone. Slopes range from 0 to 50%	- Severe limitations for shallow excavations due to cutbanks caving. Slight to severe limitations to dwellings with basements depending on slope. - Severe limitations for septic tank absorption fields due to poor filter and slope.
Scriba	SrA, SrB, StB	Silt loam. Deep somewhat poorly drained soils on lower slopes of glaciated uplands formed from glacial till derived mainly from shale, slate and sandstone. Slopes range from 0 to 8%	- Severe wetness for shallow excavations and dwellings with basements. - Severe limitations for septic tank absorption fields due to slow perc and wetness for most development.

Source: United States Department of Agriculture (USDA), Natural Resources Conservation Service (NRCS) Soil Survey of Rensselaer County. Copyright 1988.



Agriculture

Preserving and enhancing agricultural and natural resources are a key component to comprehensive planning and economic development. Assisting prospective, beginning and established agricultural producers in the planning, production, marketing and business management would go a long way in fulfilling a thriving local economy, while balancing land conservation and preservation. Keeping agriculture productive and economically viable has been a challenging task across the region. However, there are many programs in place to assist farmers. Particularly, programs focused on preserving and enhancing farming as part of economic development strategies, but also in improving and enhancing the local quality of life. Many people move to a region for its unique rural identity, but at the same time, the localities' identity becomes threatened by the increasing amounts of growth pressure. The difficult challenge that Brunswick faces is how best to guide growth while keeping agricultural industries profitable and not susceptible to development pressure.



Buy Local. Buy Pride of New York.

Farmland Soils

The USDA Natural Resources Conservation Service defines Prime Farmland soils as those soils that are best suited to producing food, feed, forage, fiber, and oilseed crops. Such soils have properties that are favorable for the economic production of sustained high yields of crops. Prime farmland soils produce the highest yields with minimal inputs of energy and economic resource, and farming these soils results in the least damage to the environment.²² The Town of Brunswick consists of a significant amount of Prime Farmland as well as Farmland of Statewide Importance. Farmland of Statewide Importance are valued for the production of food, feed, fiber, forage,



²² United States Department of Agriculture (USDA), Natural Resources Conservation Service (NRCS) Soil Survey of Rensselaer County. Copyright 1988.



and oil seed crops and generally include those that economically produce high yields of crops when treated and managed according to acceptable farming methods.²³ As illustrated on the **Agricultural Districts and Farmland Soils Map** and **Table 16**.

Table 16: Farmland Soils

Soil Name	Prime Farmland Map Symbol	Farmland of Statewide Importance Map Symbol	Description
Albrights	AIB	AIB, AIC	Silt loam, 3 to 15% slopes
Bernardson	BeB	BeC, BnC	Gravelly silt loam, 3 to 15% slopes, rolling
Castile	CbA		Gravelly silt loam, 0 to 5% slopes
Chenango	ChB		Very gravelly loam, 0 to 3 % slopes
Elmridge	EIB		Very fine sandy loam, 3 to 8% slopes
Fredon	FrA		Silt loam, 0 to 4 % slopes
Hamlin	HaA, HbA		Silt loam, 0 to 8% slopes
Haven	HbB		Silt loam, 0 to 3% slopes
Hoosick		HoA, HoB, HoC	Gravelly sandy loam, 0 to 8% slopes, rolling
Hudson		HuC	Silt loam, 8 to 15% slopes
Macomber-Taconic		MaC	Channery silt loam, very rocky, sloping
Madalin		MbA	Silt loam, 0 to 3% slopes
Nassau-Manlius		NaB, NaC	Undulating, rolling
Pittstown	PtB	PtC	Gravelly silt loam, 3 to 15% slopes
Raynham	RaA		Silt loam, 0 to 5% slopes
Riverhead	RkA, RkB	RkC	Fine sandy loam, 0 to 8% slopes
Scriba		SrA, SrB	Silt loam, 0 to 8% slopes
Shaker	SwA		Very fine sandy loam, 0 to 4% slopes
Teel	TeA		Silt loam, 0 to 3 % slopes
Unadilla		UnC	Silt loam, 8 to 15%
Windsor		WnA, WnB	Loamy sand, 0 to 8% slopes

Source: United States Department of Agriculture (USDA), Natural Resources Conservation Service (NRCS) Soil Survey of Rensselaer County. Copyright 1988.

²³ National Soil Survey Handbook, USDA Natural Resources Conservation Service.



Agricultural Districts

Through Article 25AA of the NYS Agriculture and Markets Law, counties may establish Agricultural Districts. Under law, each Agricultural District must be reviewed by the County's governing body eight, twelve, or twenty years following its establishment to determine whether the district will be continued, terminated, or modified. In conducting such reviews, the County Legislature takes into consideration recommendations regarding the addition or deletion of properties submitted by the County Agricultural and Farmland Protection Board and the County Planning Board.



A large amount of land in the Town of Brunswick is located within Rensselaer County Agricultural District #2 encompassing approximately 13,500 acres.²⁴ Based on a basic review of current aerial imagery, it is clear that not all land within the Agricultural District is being actively used for agricultural. The actual amount of land that is actively farmed in some way is currently estimated to be closer to 10,000 acres.²⁵ The purpose of the Agricultural District is to encourage the continued use of farmland for agricultural production. The program is maintained by New York State



Department of Agriculture and it provides a combination of landowner incentives and protections, all of which are designed to forestall the conversion of farmland to non-agricultural uses. Included in these benefits are preferential real property tax treatment (agricultural assessment and special benefit assessment), and protections against overly restrictive local laws, government funded acquisition or construction projects, and private nuisance suits involving agricultural practices. (See **Appendix A: Agriculture Districts and Prime Farmland Soils Map**)

²⁴ Acreage was estimated based on an analysis of 2011 GIS parcels illustrated to be within Ag District #2.

²⁵ Estimate is based on adding together those parcels that are currently classified as agricultural by Real Property, land that is leased for agriculture, and other lands that show agricultural activity on aerial imagery.



Rensselaer Agricultural and Farmland Protection Plan

Rensselaer County adopted the Agricultural and Farmland Protection Plan in 2001, and the County is currently developing an update to the plan which is expected to be completed by 2013. According to the current Plan, “Rensselaer County is considered one of the most threatened agricultural regions in the nation”. Between 2002 and 2007 the County lost 8% of its land in farms, or 7,310 acres.²⁶ The purpose of the Plan is to outline actions that can be taken to ensure a viable and sustainable future for farming in Rensselaer County. The Plan draws attention to the importance of farming and the issues affecting the agricultural sector, while raising awareness about the need to integrate agriculture into economic and land use initiatives. According to the Plan, keeping farms growing:

- Sustains the economic impact of agriculture;
- Safeguards farmland;
- Provides an alternative to sprawling development;
- Keeps taxes lower;
- Maintains water quality and wildlife habitat, and
- Preserves scenic landscapes, open space and quality of life.



Local Farming

Brunswick’s farmers tend to engage in a variety of farming activities. Some lands are used for raising dairy and beef cattle, pasture land, forage crops, fruits, vegetables, nursery and garden plants, and other marketable crops. As previously discussed, the amount of land that is actively farmed is currently estimated to

²⁶ 2007 Census of Agriculture, USDA National Agricultural Statistics Service



be approximately 10,000 acres.²⁷ The largest farms, those that are 150 acres or more in size include: Herrington Farms, Kings Grant Farms, Tarbox Farms, Capital District Farms, CM Danish LLC, Trzcinski Farms, Duncan Farms, Hudson Farms, Coletti Farms and Fletcher Farms. According to the Town Assessor, nearly 3,000 acres of land is leased for farming, the largest leasees include: Herrington Farms, Hewitt Farms, Trzcinski Farms, Duncan Farms, Capital District Farms, McKnight Farms, and Bulson Farms.

Specialty farming is popular in the Town of Brunswick. Many farmers raise grass-fed cattle, free range chickens, alpacas and horses, and also grow organic fruits and vegetables. Many of the existing farm-owners

have diversified their business plan in order to stay in business, break even, or increase their profits. A few examples include the Homestead Farm, a CSA (Community Supported Agriculture) business that raises vegetables, cut flowers and pasture raised poultry, pork and grass-fed beef using sustainable farming methods. The Tarbox Farm also raises beef without antibiotics and hormones and sell eggs and poultry, maple products, fruits, vegetables and baked goods, and the Bornt Family Farm raises all natural pork, beef, veal, lamb, and goat. The Herrington Farm recently partnered with New York Light Energy to install solar panels on their farm to lower costs by using an alternative energy source. The Engelke Farm on Garfield Road sells nursery and garden plants as well as large variety of fruits and vegetables available for “pick-your-own”.

The Brunswick Farmers Market supports the sale of local farm and craft products. The market currently operates at the Brunswick Community Center every Tuesday from 5 pm to 8 pm between June 26th and August 28th, during the Town concert season.



²⁷ Estimate is based on adding together those parcels that are currently classified as agricultural by Real Property, land that is leased for agriculture, and other lands that show agricultural activity on aerial imagery.



Retail Sales and Consumer Spending Patterns

Many communities across the State have researched consumer-spending patterns to understand local trends and guide economic development efforts. In general, consumers prefer to shop for everyday items close to home. In contrast, consumers are willing to travel farther from home for larger ticket items and take longer day trips from home in search of specialty shopping experiences. ESRI uses data from the U.S. Bureau of Labor Statistics' (BLS) Consumer Expenditure Surveys to identify baseline-spending patterns for communities. Data is obtained from a Daily Survey for daily purchases and an Interview Survey for general purchases, which is integrated to provide a comprehensive database on all consumer expenditures.

The Spending Potential Index (SPI) is household-based, and represents the amount of money spent for a product or service relative to a national average of 100. However, if a community spends less on specific goods or services, it may reflect that residents obtain those goods at a cheaper cost, local interest is low for those goods, and/or there is less disposable income in the area.

Spending Habits

According to the SPI, for every \$1.00 spent nationally on retail goods and services, Town residents spend between \$0.56 and \$1.94. This means that for all the categories listed in the Town's expenditure ranking, there are some areas where Town residents spend less than, equivalent to, or above the national average (100 SPI). As shown in **Table 17**, the top three goods and services expenditures for Town residents are Travel (131 SPI), Home (129 SPI), and Insurance (127 SPI). A more detailed table showing all Retail Goods and Services Expenditure categories and sub-categories is contained in **Appendix B**.

Table 17: Retail Goods and Services Expenditures

Apparel & Services:	Total Annual Spending	\$9,636,625
	Average Spent per Household	\$1,993.51
	SPI	83
Computers & Accessories:	Total Annual Spending	\$1,243,078
	Average Spent per Household	\$129.00
	SPI	118
Entertainment/Recreation:	Total Annual Spending	\$19,240,358
	Average Spent per Household	\$3,980.21
	SPI	123
Food at Home:	Total Annual Spending	\$25,192,438
	Average Spent per Household	\$5,211.51
	SPI	116
Food Away from Home:	Total Annual Spending	\$18,547,600
	Average Spent per Household	\$3,836.91
	SPI	119
Financial:	Total Annual Spending	\$37,163,772
	Average Spent per Household	\$3,844.00
	SPI	118



Health:	Total Annual Spending	\$4,017,594
	Average Spent per Household	277.04
	SPI	122
Home:	Total Annual Spending	\$102,726,601
	Average Spent per Household	\$5,312.71
	SPI	129
Household Furnishings & Equip.:	Total Annual Spending	\$7,457,835
	Average Spent per Household	\$192.85
	SPI	117
Household Operations:	Total Annual Spending	\$9,589,383
	Average Spent per Household	\$495.94
	SPI	118
Insurance:	Total Annual Spending	\$24,019,714
	Average Spent per Household	\$1,242
	SPI	127
Transportation:	Total Annual Spending	\$45,879,502
	Average Spent per Household	\$3,163.67
	SPI	117
Travel:	Total Annual Spending	\$8,617,003
	Average Spent per Household	\$445.65
	SPI	131

Source: ESRI Business Information Solutions (ESRI BIS). Consumer Expenditure data area derived from the 2006 and 2007 Surveys, Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Sales, Leakage & Market Capture

Changes in retail sales are regarded as current indicators of broad consumer spending patterns. A retail sales report is a measure of the total receipts of retail stores; however, data does not include spending on services, which makes up over half of total consumption. Also, when retail sales are used to determine consumer demand it is important to take in consideration the changes in prices for gas and food and adjust the results accordingly, considering that incomes do not change as quickly as these prices.

A Retail Market Place Profile was obtained for the Town of Brunswick from ESRI Business Analyst Online. Retailers, restaurants, and economic development agencies use this report to understand the scope of retail activity in their markets and communities. This report is used to evaluate supply and demand gaps for goods and services, determine whether customers are traveling outside the area to shop, and recruit needed business to local communities. The following section highlights the retail areas where the Town should look to improve its market offerings. The discussion also highlights the stable market sectors where the residents of the Town are currently spending their money.

Report data was obtained from ESRI's estimates of sales (supply) which originate from the U.S. Census Bureau's Retail Trade Database. This is supplemented with a variety of demographic and business databases, including InfoUSA business database, the Bureau of Economic Analysis, Current Population Survey, and NPA Data Services. Supply estimates also incorporate data from the Census Bureau's Non-employer Statistics (NES) division. Consumer spending (demand) is estimated from the



Bureau of Labor Statistic's annual Consumer Expenditure Survey program which consists of two surveys, the Quarterly Interview Survey and the Diary Survey, that provide information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics. The survey data are collected for the Bureau of Labor Statistics by the U.S. Census Bureau.

In comparing the supply with demand, a "Surplus/Leakage Factor" is identified. This is the difference between what residents of the local area buy and what local area retailers sell. A "Leakage" takes place when the local residents are buying more than what is sold in the area, therefore, the residents must be traveling outside the area to shop. A "Surplus" is when residents are purchasing less than the amount actually being sold in the area. This indicates local retailers are attracting shoppers from outside the area to their stores.

According to the Retail Market Place Profile, there are six business categories that are attracting shoppers from outside of the Town of Brunswick and are thus experiencing a "Surplus":

- Automobile Dealers (NAICS 4411)
- Other Motor Vehicle Dealers (NAICS 4412)
- Furniture Stores (NAICS 4421)
- Home Furnishings Stores (NAICS 4422)
- Beer, Wine, and Liquor Stores (NAICS 4453)
- Department Stores Excluding Leased Depts. (NAICS 4521)

As illustrated in **Table 18**, all other retailers located within the Town are experiencing "Leakage". Surplus in an area represents a condition where supply exceeds the area's demand. Retailers are attracting shoppers that reside outside the trade area, so the "surplus" is in market supply. Leakage in an area represents a condition where a market's supply is less than the demand. That is, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is "leaking" out of the trade area. "Surplus" is illustrated with a negative number, and "Leakage" is represented by a positive number in the Retail Gap and Leakage/Surplus columns of the table.

Local businesses are supplying an estimated \$39,183,115 in retail sales annually to the local economy. However, although the Town has a large number of retail businesses, the majority of consumer demand is not being met locally. The overall Retail Gap for all industry segments represented in the Retail MarketPlace Profile is \$ \$73,515,874. This represents a 65.4 % leakage of local dollars outside the municipality.

While the Town may not wish to encourage every type of business listed in **Table 18**, these numbers can serve as a springboard for further discussion on economic development efforts. This data will aid in the



exploration of the feasibility of encouraging existing businesses to expand or pursuing additional businesses to locate within in the Town's boundaries.

Table 18: Brunswick Retail Marketplace Profile

Industry Group	Demand	Supply	Gap (Demand-Supply)	Leakage/Surplus Factor
Motor Vehicle & Parts Dealers	\$30,564,726	\$51,255,958	-\$20,691,232	-25.3
<i>Automobile Dealers</i>	\$25,987,132	\$42,945,231	-\$16,958,099	-24.6
<i>Other Motor Vehicle Dealers</i>	\$2,014,925	\$7,482,317	-\$5,467,392	-57.6
<i>Auto Parts, & Tire Stores</i>	\$2,562,669	\$828,410	\$1,734,259	51.1
Furniture & Home Furnishings Stores	\$1,027,076	\$1,298,785	-\$271,709	-11.7
<i>Furniture Stores</i>	\$468,846	\$712,243	-\$243,397	-20.6
<i>Home Furnishings Stores</i>	\$558,230	\$586,542	-\$28,312	-2.5
Electronics & Appliance Stores	\$3,710,038	\$844,978	\$2,865,060	62.9
Bldg Materials, Garden Equip. & Supply Stores	\$5,035,430	\$1,586,854	\$3,448,576	52.1
<i>Bldg. Material & Dealers</i>	\$4,702,208	\$1,297,004	\$3,405,204	56.8
<i>Lawn and Garden Equip. Stores</i>	\$333,222	\$289,850	\$43,372	7.0
Food & Beverage Stores	\$32,050,182	\$13,446,944	\$18,603,238	40.9
<i>Grocery Stores</i>	\$29,961,189	\$10,803,129	\$19,158,060	47.0
<i>Specialty Food Stores</i>	\$697,468	\$431,481	\$265,987	23.6
<i>Beer, Wine, and Liquor Stores</i>	\$1,391,525	\$2,212,334	-\$820,809	-22.8
Health & Personal Care Stores	\$3,588,727	\$3,245,643	\$343,084	5.0
Gasoline Stations	\$21,547,827	\$4,518,937	\$17,028,890	65.3
Clothing and Clothing Accessories Stores	\$4,337,820	\$500,671	\$3,837,149	79.3
<i>Clothing Stores</i>	\$3,214,142	\$142,393	\$3,071,749	91.5
<i>Shoe Stores</i>	\$535,052	\$324,399	\$210,653	24.5
<i>Jewelry, Luggage & Goods Store</i>	\$588,626	\$33,879	\$554,747	89.1
Sporting Goods, Hobby, Book, and Music Stores	\$1,171,351	\$118,534	\$1,052,817	81.6
<i>Sporting Goods/Hobby Instrument Stores</i>	\$655,257	\$118,534	\$536,723	69.4
<i>Book, Periodical & Music Stores</i>	\$516,094	\$0	\$516,094	100.0
General Merchandise Stores	\$10,558,507	\$25,334,941	-\$14,776,434	-41.2
<i>Department Stores Excluding Leased Depts.</i>	\$5,741,729	\$21,406,835	-\$15,665,106	-57.7



Industry Group	Demand	Supply	Gap (Demand-Supply)	Leakage/ Surplus Factor
<i>Other General Merchandise Stores</i>	\$4,816,778	\$3,928,106	\$888,672	10.2
Miscellaneous Store Retailers	\$3,270,334	\$1,035,315	\$2,235,019	51.9
<i>Florists</i>	\$333,677	\$145,440	\$188,237	39.3
<i>Office Supplies, Stationery, and Gift Stores</i>	\$289,285	\$171,967	\$117,318	25.4
<i>Used Merchandise Stores</i>	\$829,583	\$438,604	\$390,979	30.8
<i>Other Misc. Store Retailers</i>	\$1,817,789	\$279,304	\$1,538,485	73.4
Non-store Retailers	\$11,413,644	\$259,933	\$11,153,711	95.5
<i>Electronic Shopping and Mail-Order Houses</i>	\$8,932,155	\$0	\$8,932,155	100.0
<i>Vending Machine Operators</i>	\$824,555	\$0	\$824,555	100.0
<i>Direct Selling Establishments</i>	\$1,656,934	\$259,933	\$1,397,001	72.9
Food Services & Drinking Places	\$20,660,443	\$8,730,675	\$11,929,768	40.6
<i>Full-Service Restaurants</i>	\$8,299,610	\$2,376,118	\$5,923,492	55.5
<i>Limited-Service Eating Places</i>	\$9,264,604	\$6,049,573	\$3,215,031	21.0
<i>Special Food Services</i>	\$2,369,264	\$0	\$2,369,264	100.0
<i>Drinking Places - Alcoholic Beverages</i>	\$726,965	\$304,984	\$421,981	40.9
Summary				
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$148,936,105	\$112,178,168	\$36,757,937	14.1
Total Retail Trade (NAICS 44-45)	\$128,275,662	\$103,447,493	\$24,828,169	10.7
Total Food & Drink (NAICS 722)	\$20,660,443	\$8,730,675	\$11,929,768	40.6

Source: Business data provided by InfoUSA, Omaha, NE Copyright 2010. All rights reserved. 2010 ESRI Forecasts. It should be noted that ESRI Business Information Solutions uses data from InfoUSA, a data compiler for creation of this table. As InfoUSA uses a variety of data sources, including phonebooks, business directories, and other databases of public record, it may not include every establishment located within a community and it may not reflect recent changes in a business. In addition, reliance upon mailing addresses to identify business location may result in location misidentification.

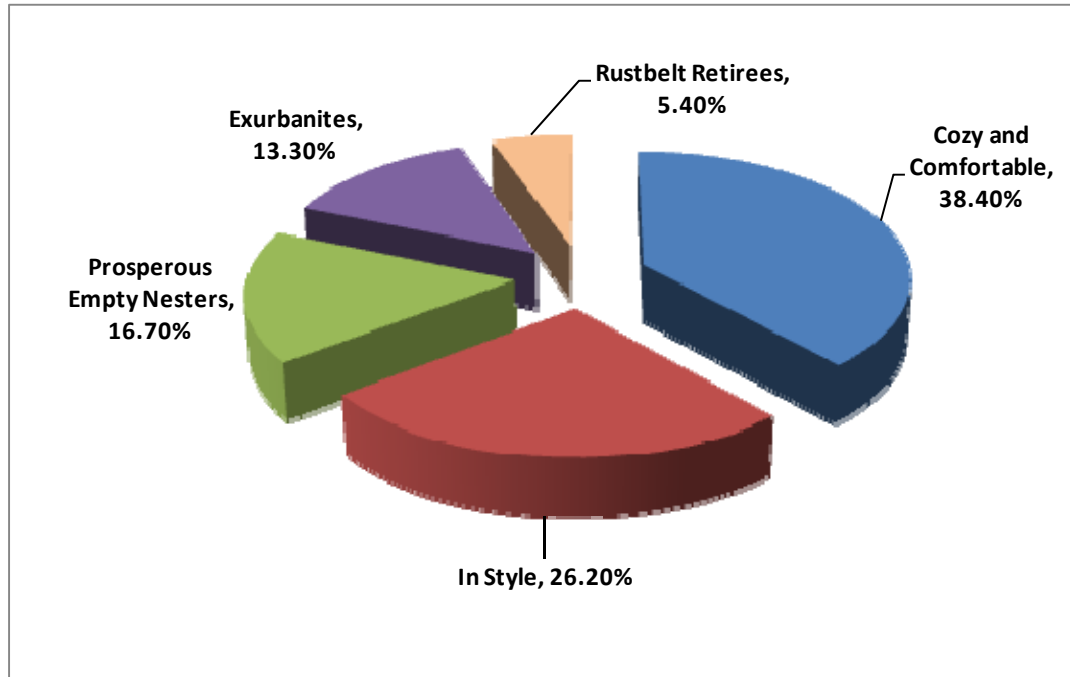
Community Tapestry

A Community Tapestry™ report was prepared for the Town of Brunswick to gain an understanding of the types of people that live and seek services within the Town. The report classifies U.S. households using a proprietary geo-demographic cluster system which is based on the premise that households living in socially and economically similar areas share a number of similar views, attitudes, values, and, consequently, buying behaviors. The report allows a community to more effectively target economic development and community revitalization efforts, whether the intent is to attract local shoppers or potentially tourists. The profiles help identify potential retail market needs, viable commercial development opportunities, and potential new customers and markets.



According to the Community Tapestry™ report, Brunswick residents fall into the following general Tapestry Segments: Cozy and Comfortable (38.4%); In Style (26.2%); Prosperous Empty Nesters (16.7%); Exurbanites (13.3%); and Rustbelt Retirees (5.4%). The general characteristics of each of these Tapestry Segments is summarized below. (See Appendix B for more detail)

Figure 6: Town of Brunswick, Community Tapestry Segments



Source: ESRI Tapestry Segmentation Area Profile for the Town of Brunswick

Cozy and Comfortable

In general, residents in the “Cozy and Comfortable” category are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. The median age is 42.3 years, and the median household income is \$65,665. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, eat at family restaurants, and take domestic vacations. Television is significant; many households have four or more sets.

In Style

Residents in the “In Style” category generally live in affluent, more suburban than urban neighborhoods, yet they nevertheless embrace an urban lifestyle. Townhome ownership is more than double that of the national level; however, more than half of the households live in traditional single-family homes. Labor force participation is high, and professional couples predominate. The median household income is \$



\$70,745. Nearly one-third of these households include children. The median age is 40 years. In Style residents are computer savvy; they use the Internet daily to research information, track investments, or shop. They own a diverse investment portfolio, contribute to retirement savings plans, and hold long-term care and life insurance policies. They enjoy going to the beach, snorkeling, playing golf, casino gambling, and domestic travel.

Prosperous Empty Nesters

In general, residents in the “Prosperous Empty Nesters” category are well established, educated and experienced, residents enjoying the life stage transition from child rearing to retirement. The median age is 48.9 years and the median household income is \$ 67,295. Forty percent of household types are married couples with no children living at home. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

Exurbanites

In general, residents in the “Exurbanite” category live in affluent open areas. This category has a mix of empty nest householders, and married couples with children. The median age is 45.5 years and the median household income is \$ 84,522. Approximately half of those who work hold professional or managerial positions. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

Rustbelt Retirees

Residents in the “Rustbelt Retirees” category are generally married couples with no children and singles who live alone. The median age is 45.6 years and the median household income is \$52,216. Although many residents are still working, labor force participation is below average. More than 40 percent of the households in this category receive Social Security benefits. Most residents live in owned, single-family homes, but unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crossword puzzles, and playing golf.



IV. Community Outreach Process

The Town utilized a Community Outreach Process to inform the public as best as possible about the planning process and its findings, to solicit their views and suggestions for items to be included within the Plan, as well as to identify key issues and common goals for the future. Five methods were used to solicit public input throughout the planning process: 1) coordination meetings with the Comprehensive Plan Advisory Committee (CPAC); 2) Stakeholder Interviews; 3) Focus Group Roundtable Discussions; 4) Community Survey; and 5) Public Workshops. The feedback obtained through these outreach efforts formed the basis for the development of preliminary and final goals and recommendations for the Town of Brunswick Comprehensive Plan.



Advisory Committee Meetings

A Comprehensive Plan Advisory Committee (CPAC) was appointed by the Town Board on November 10, 2011. The CPAC represented a diverse range of community interests including representatives of the Planning Board, the Zoning Board, the School District, the Historical Society, business leaders, farmers, and long time residents. During the development of the Comprehensive Plan, the consultants worked closely with the CPAC to identify the community's strengths, as well as challenges that needed to be overcome and the opportunities that could be capitalized on to continually improve the quality of life in Brunswick. The CPAC could be thought of as the “eyes and ears” of the community. The CPAC was vital in providing insight on community needs, assisting with data collection, and identifying stakeholders. The CPAC also provided constructive input on the Plan throughout the process and served as a mechanism to generate ideas which ultimately provided the framework for the development of the Plan's goals and recommendations.



Stakeholder Outreach

The CPAC identified a group of stakeholders to obtain feedback from and discuss in detail the issues and concerns that face the community on a daily basis. In general, stakeholders represent government agencies, neighborhood and business associations, and other local organizations, such as nonprofits or volunteer committees that perform a specific public function. Stakeholder Interviews were held in February of 2012 at the Town Hall, and telephone interviews were performed for interested stakeholders who could not meet in person. The interviews lasted approximately 45 minutes to an hour and provided insight and perspective on local needs. The stakeholders included Town department heads and staff, as well as representatives from the Brunswick Historical Society, Rensselaer County Department of Aging, and Brunswick Smart Growth. The issues discussed with these individuals ranged from Town services, infrastructure, environmental concerns, traffic issues, historic preservation, parks and recreation needs.



Business-owner Focus Group Sessions

The Town sponsored two business-owner Focus Group Discussions on the key community and economic development barriers and opportunities. Each session was attended by a diverse range of stakeholders including: residents, large and small farmers, bankers, realtors, lawyers, engineers, medical professionals, representatives from the Brunswick School District, Rensselaer County Chamber of Commerce, Center for Economic Growth and National Grid, as well as a variety of other small and large business owners, including, but not limited to, Rifenburg Companies, Capital Communications Federal Credit Union, Capital Agway, Ross Valve, Troy City Garage, Tipperary at Tara, Moxie's Ice Cream. Participants discussed market conditions, identified local and regional challenges, provided feedback on future business expansion opportunities in Brunswick, and brainstormed future solutions for economic growth. **Table 19** summarizes the key strengths, challenges and opportunities identified by the meeting participants. Other meeting materials are contained in **Appendix C**.



Table 19: Key Strengths, Challenges & Opportunities Identified by the Business Community

Strengths	Challenges	Opportunities
<ul style="list-style-type: none"> Route 7 and Route 2 Close proximity to interstates (787, 87,90) Rural charm, but close to cities of Troy and Albany Open land/room to grow Well educated labor force Attractive place to live Nearby universities Near the Berkshires, Vermont and Massachusetts Stable employment region Proximity to Troy (residents are potential shoppers and service users) Good schools with capacity to grow Vacant space and available properties on Route 7 	<ul style="list-style-type: none"> Route 7 truck traffic/congestion Lack of public sewer past Tractor Supply Limitations on wastewater treatment expansion Town should be more business-friendly Brunswick/Brittonkill Central School District has lost enrollment and costs are up Sales tax base is limited Residents shop across the river – how do we keep them here? Brunswick lacks identity and pride, zip code is Troy Plan review/approval fees are too high Sign law is too strict Zoning limits small business location and expansion No warehouse or light industry Local business does not have a voice in the Town Lack of a place to buy lumber in Brunswick Need different restaurant and grocery store options Vacant and unattractive buildings, signs and parking lots 	<ul style="list-style-type: none"> Support sustainable commercial growth to decrease school taxes Brittonkill schools have room for more growth Housing growth for baby boomers, students and young seniors (they want maintenance-free home-ownership options) Grow and diversify agri-business – buy local – keep revenue local Capture retail spending from tourists that travel through on Rte 7 and 2 Capitalize on history to preserve and build a unique community identity Provide regulations that are clear and predictable/shovel-ready sites Extension of the sewer line up Rte 7 National Grid grants for vacant building re-development and business improvements

Following discussion of these key strengths, challenges and opportunities, the group developed a number of action ideas that in their opinion should be pursued by the Town in the future:

Priority action steps generated by the business community:

- Develop a vision. Take pride in the Town.
- Coordinate economic development efforts with the County. If the Town understands who they are, where they want to be, and what they intend to do to get there, the County can help encourage things that the Town wants here.
- Chamber should improve marketing of regional assets and grow small business resources.



- Develop a marketing strategy – Brunswick is open for business. Prospective and existing business -owners need a level of certainty and clarity - what is allowed and where.
- Identify and market shovel ready sites with sewer and water, to be pre-approved for certain types of business.
- Make land use laws more business-friendly. Too many layers of review are too costly.
- Encourage mixed use/hamlet- style development. Locate housing near existing commercial areas to make neighborhoods walkable.
- Improve the Town gateways and make Route 7 more attractive.
- Update the zoning regulations. Be more consistent. Follow rules and regulations and set up clear review procedures.
- Zoning should include agri-tourism and allow and encourage spin-off businesses that will keep land in agriculture by allowing diversification.
- Enlarge the commercial area to increase tax base. Commercial zone should be ½ mile back from Rte 7.
- Encourage small neighborhood business on Rte 2 the specialty items and tourist attractions should be here
- Allow new clean industries.
- Town should support local business. Balance public values with developer and tax-base needs.
- Town needs a staff person to shepherd business development, walk them through the planning/zoning process.
- A local business-owner organization should advocate for business and work with Town Board on necessary infrastructure investments and regulatory changes.
- Need to inventory the current business mix and create a local business directory for the Town so people can be encouraged to buy local.



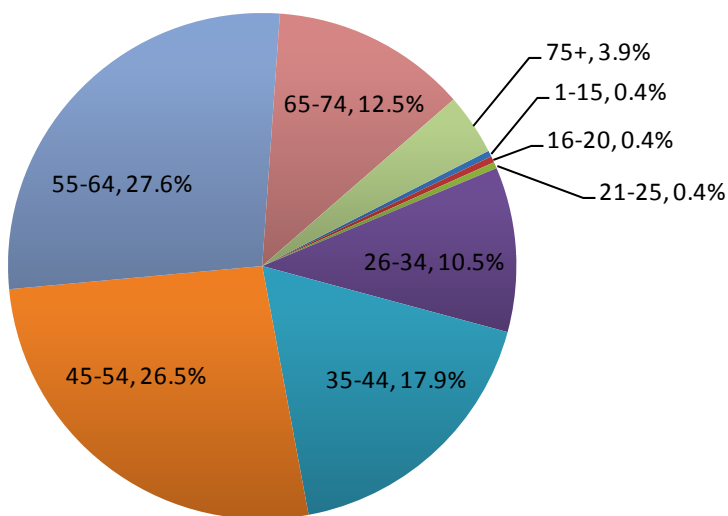
Community Survey

The Community Survey was designed to better understand the needs and concerns of residents, property-owners and business-owners. The survey asked 13 multiple choice questions pertaining to the Town's services, resources, events, and needs. The survey was available electronically on the Town's website and in hard copy at Town Hall during the months of June and July 2012. The public was notified of the survey via an announcement in the Town Newsletter which is mailed to all households. In total, 260 surveys were returned online and in hardcopy format. With approximately 4,876 households in the Town according to the 2010 census, this equates to a 5.33% response rate. The response rate represents only 2.59% of the Town's total population that is 15 years or older. All survey responses were tabulated and summarized. Full results can be found in **Appendix D**.

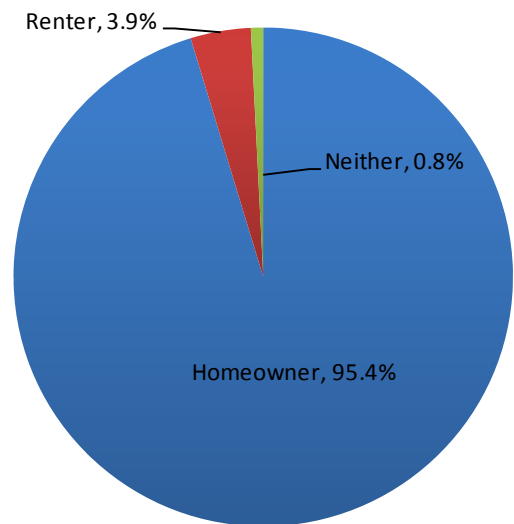
Demographics of Survey Respondents

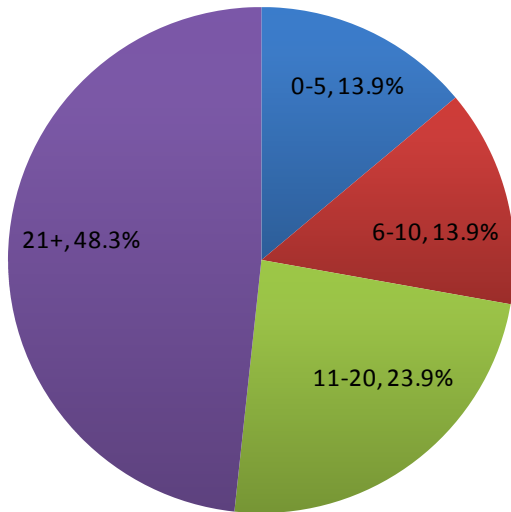
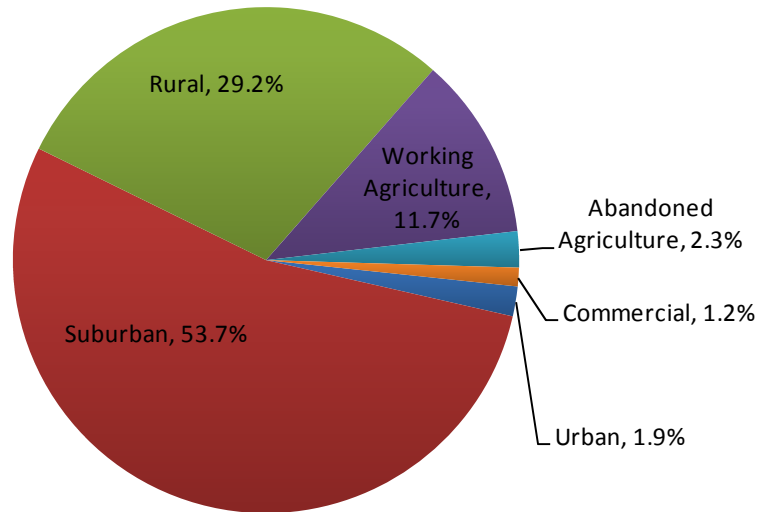
The survey asked a few demographic questions to better understand the make up of the survey sample. Of those who responded to the first question, slightly more males (50.8%) than females (49.2%) participated. The age range of respondents was skewed older, with a majority of respondents between the ages of 55 and 64 and the second highest group between the ages of 45 and 54. Overall, slightly more than 88% of respondents were over the age of 35, and just over 11% identified themselves as 34 years of age or younger. The vast majority of respondents were homeowners (95.4%), versus renters at 3.9%, or .8% other. Nearly 50% of respondents indicated that they had lived in the Town for 21 or more years, and most described their neighborhood as suburban (53.7%), while the second highest group represented those living in rural neighborhoods (29.2%).

Age

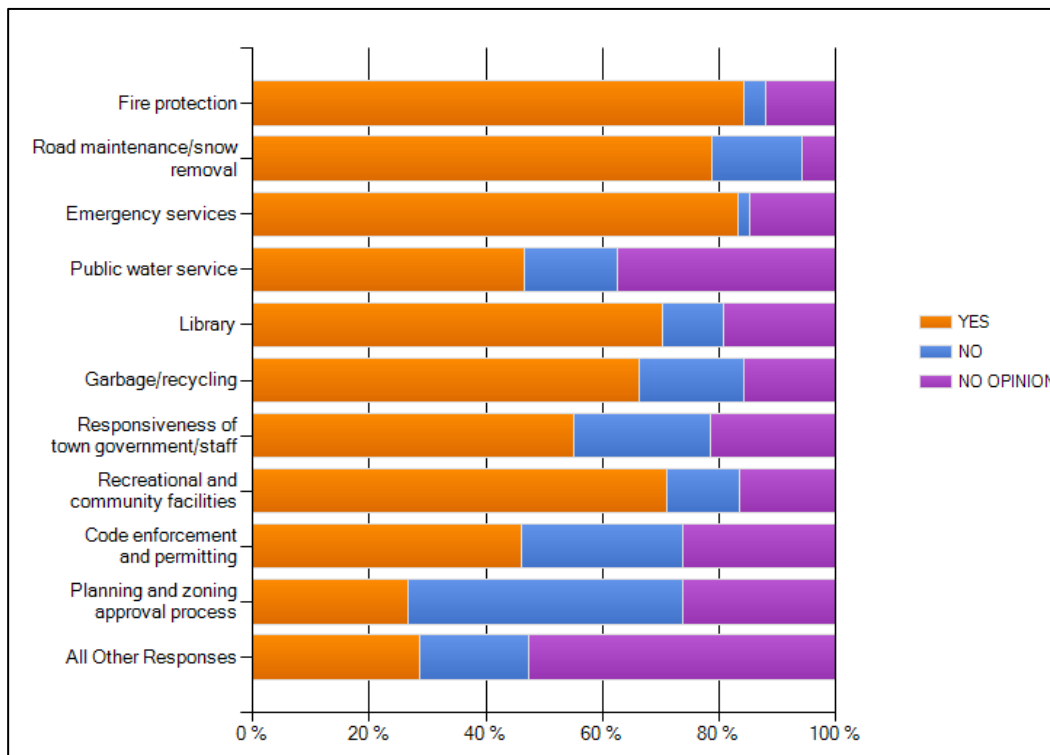


Home-ownership



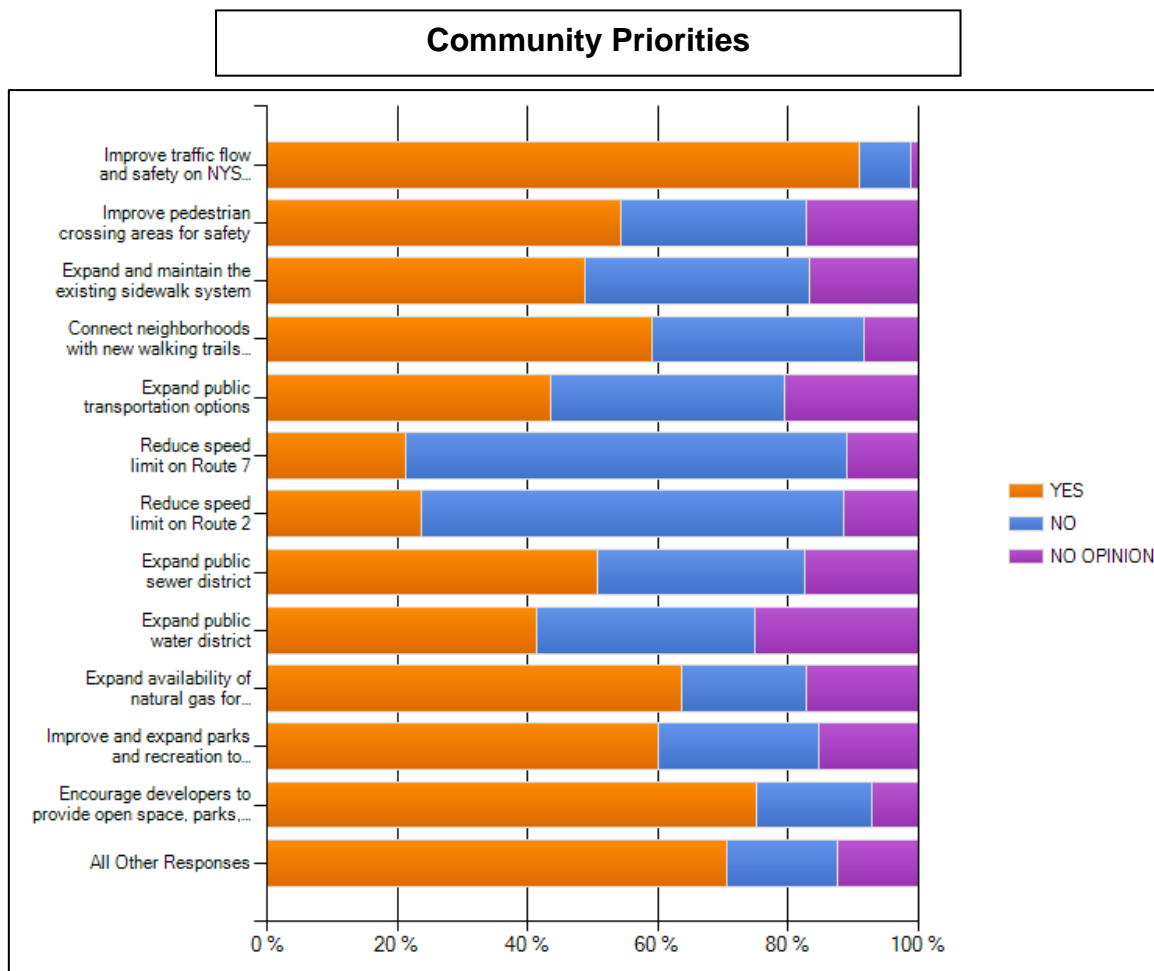
Years Lived in Brunswick**Describe your Neighborhood**

Survey takers were asked to rate their satisfaction with a variety of municipal and public services. Fire Protection, Emergency Services, Road Maintenance/Snow Removal, Recreational and Community Facilities received the four highest number of Yes (or “satisfied”) responses (219, 216, 205, and 182 respectively). The “Planning and Zoning Approval Process” and “Economic Development Efforts” received the highest number of “No” responses (or “unsatisfied”) (121 and 101 respectively).

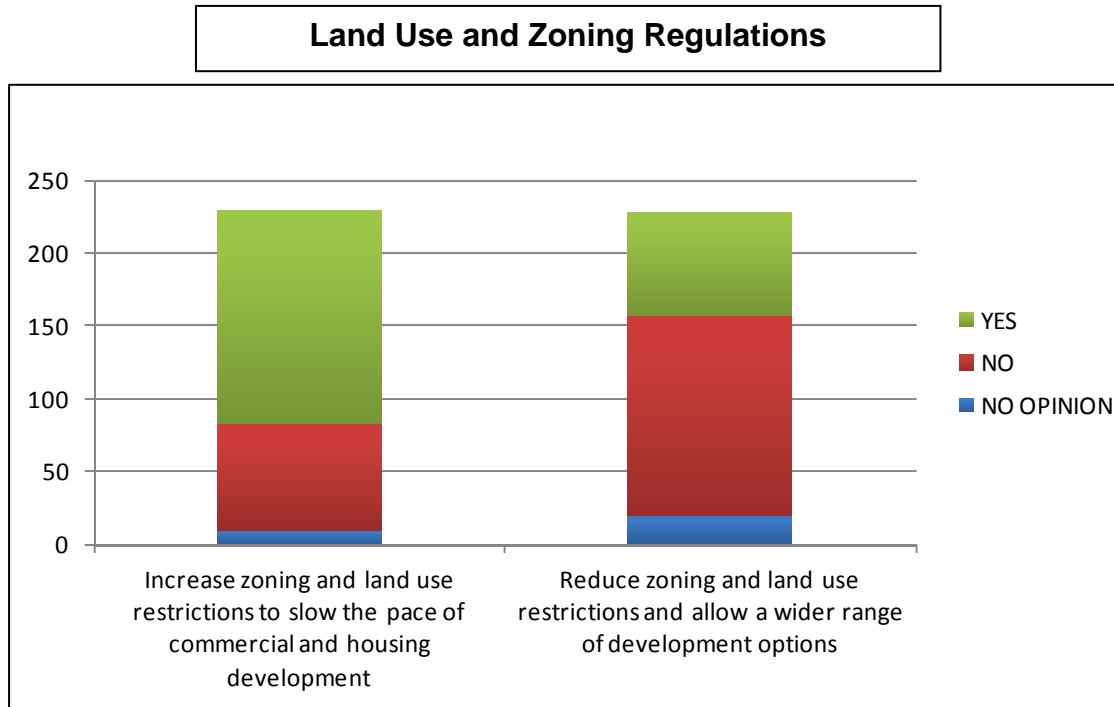
Satisfaction with Municipal Services

The survey asked respondents to identify the priority or importance of various community issues that were pointed out at previous CPAC meetings and public meetings. The top five community priorities identified were:

1. Protect groundwater/drinking water supplies.
2. Encourage new businesses to occupy vacant buildings in existing commercial areas.
3. Improve traffic flow and safety on NYS Route 7 (Hoosick Rd.).
4. Promote and support agricultural business and preserve farmland.
5. Preserve wetlands, streams, steep slopes, and sensitive wildlife habitats.



When asked to comment on the level of zoning and land use restrictions, the majority of respondents (approximately 64%) indicated that they would rather “increase zoning and land use restrictions to slow the pace of commercial and housing development” than “reduce zoning and land use restrictions and allow a wider range of development options”. Roughly 12% of survey respondents had no opinion on this matter.



When asked to comment on the *level of need for certain types of development*, respondents identified “restaurants” as a “strong community need”. Respondents also indicated “some need” for the following top five in order of importance:

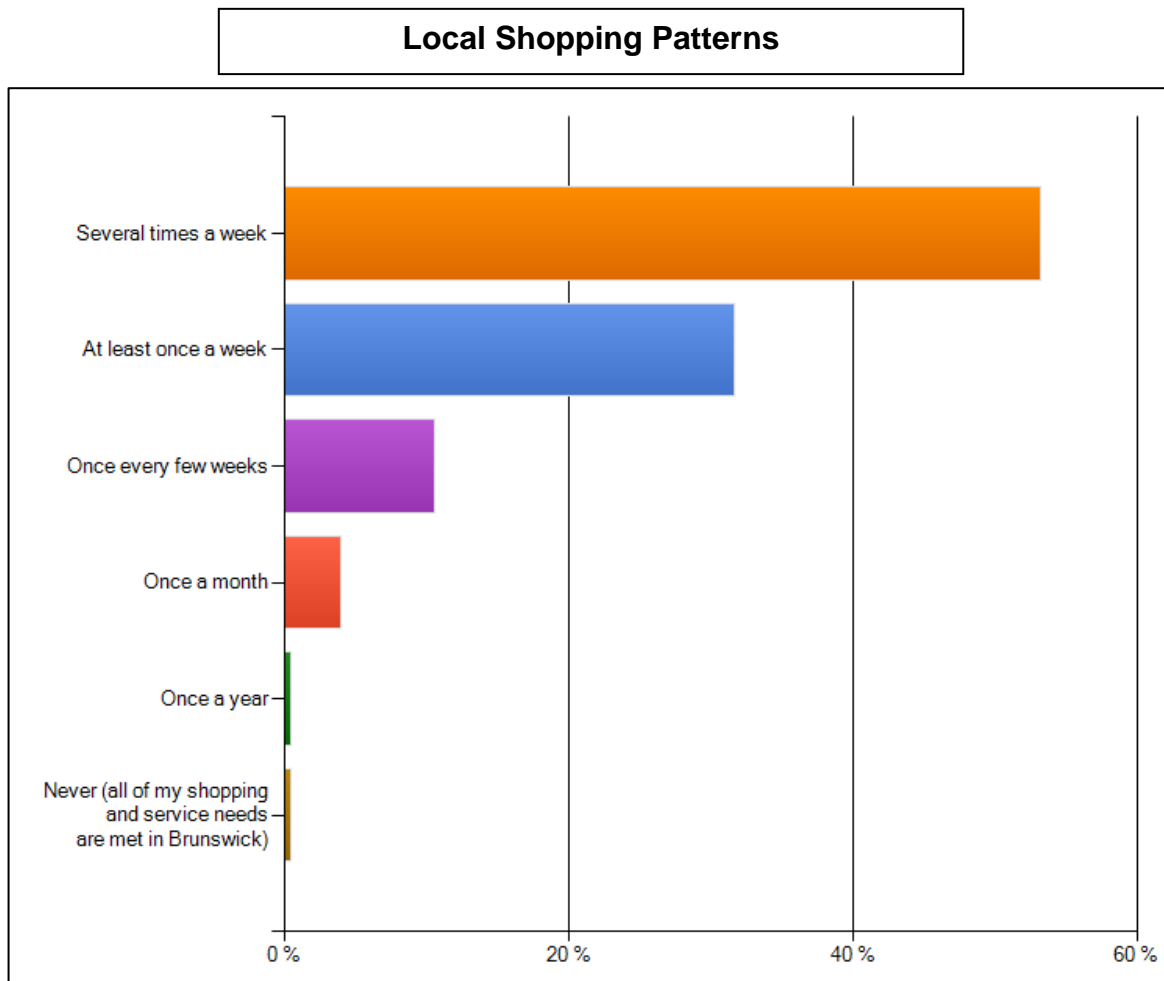
1. Professional offices
2. Small home-based businesses
3. Childcare/daycare
4. Low impact industry
5. Agricultural businesses



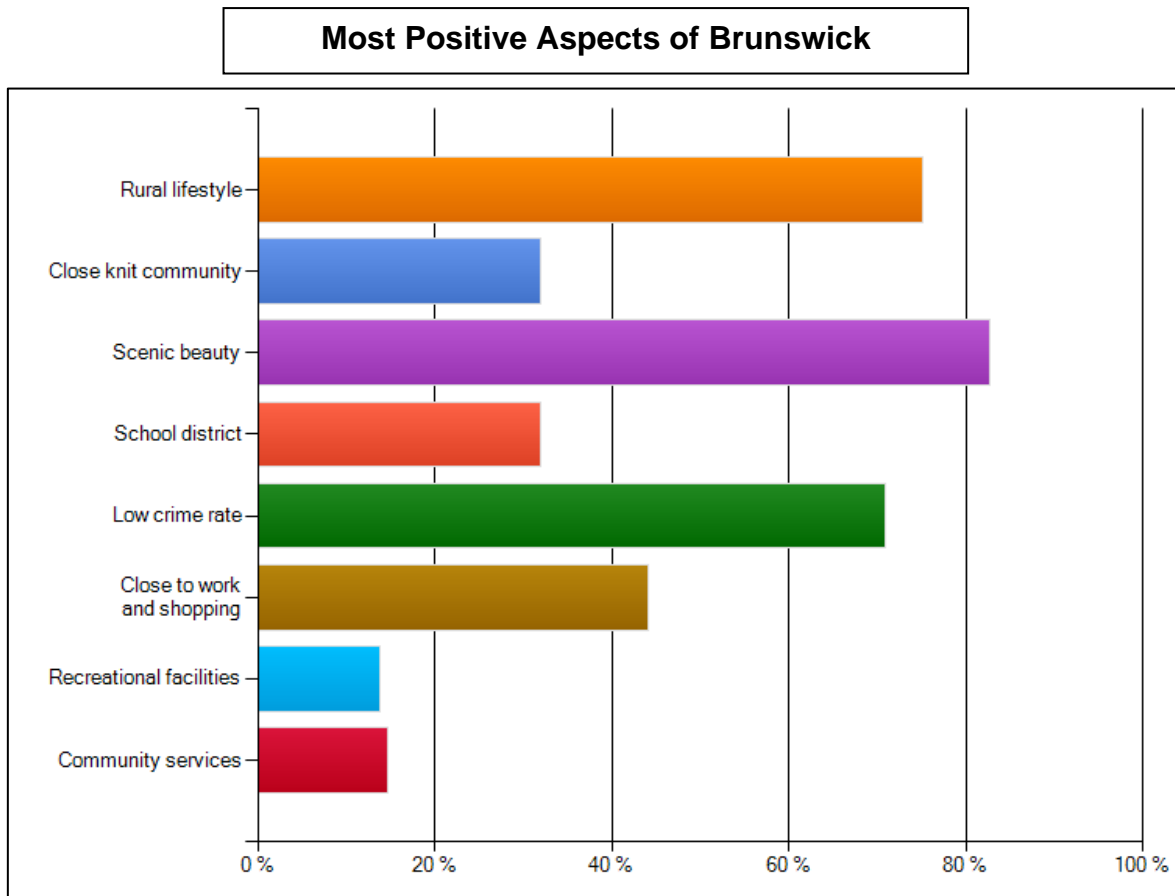
Respondents indicated “no need” for the following top five in order of importance:

1. Pharmacy/drug store
2. Multi-family housing (renter-occupied)
3. Salon/day spa
4. Home improvement/large appliance store
5. Fabric/craft hobby store

When asked how often they shop or seek services in cities or towns other than the Town of Brunswick, nearly 85% of respondents said that they shop elsewhere several times a week, or at least once a week, indicating that most shopping and service needs are not met locally for this sample of residents.



When asked to identify the most positive aspects of living in the Town of Brunswick, respondents indicated 1) scenic beauty, 2) rural lifestyle, and 3) low crime rate as the top three most positive aspects.



Public Workshops

Visioning Workshop

A Visioning Workshop was held at the Tamarac High School on March 6, 2012. The workshop focused on a range of topics, including:

- Transportation
- Housing
- Parks, Recreation and Community Services
- Municipal Services and Infrastructure
- Economic Development & Growth
- Cultural and Historic Preservation
- Natural and Agricultural Resources
- Local Regulations, Land Use/Zoning



Participants were broken into groups and were asked to identify issues or challenges within each topic area, and then brainstorm actions that should be taken to transform obstacles into opportunities and make the Town a more desirable place to live, work, and visit. The final activity of the workshop asked that each participant review the ideas generated in each topic area and indicate their individual priorities. The following is a summary of the activity results. Meeting materials are included in **Appendix C**.

Transportation Key Issues

- Congestion on Rte 7, bottleneck, poor merging areas, accidents, poor timing of traffic lights. Suggestions include: alternate routes, new secondary roads to connect the commercial areas, cross connector roads between Rte 7 and Rte 2, build a bypass, re-time traffic lights (especially at



- Price Chopper) synchronization of traffic lights, widening to four lanes, and installing roundabouts.
- Provide more sidewalks, widen shoulders for safer walking area, connect the neighborhoods and hubs of activity, and provide off road walking paths in parks.
 - Provide safe areas to bike, provide more bike lanes, widen shoulders, delineate path with paint and signage and connect the hamlets.
 - Improve public transportation, i.e., create a park and ride, provide direct bus routes to major employment areas, provide more services to seniors.
 - Traffic calming and speed enforcement measures. Suggestions include: reduction of speed limit near school (Route 278 and Route 2 on Route 2 between Troy and Eagle Mills, and on Route 7 between 278 and Troy).



Municipal Services and Infrastructure

- Plan future public water and sewer expansion near areas that are already populated/developed. Analyze the future cost/benefits of providing/expanding municipal services.
- Review fire service needs for water and make recommendations for infrastructure improvements that will save tax payers money. Consider fire district consolidation.
- Increase availability/expand natural gas for residential/commercial use.
- Improve the quality of the existing public water and sewer system and address current maintenance needs before extending for new development.
- Ensure that all plans and maps for the public water and sewer expansion are available to the public.



Local Regulations, Land Use/Zoning

- Update the PDD section of the zoning ordinance.
- Update the zoning ordinance with new definitions and clarify procedures for special uses, avoid vague language, and add detailed criteria/requirements.
- Promote public participation, transparency, and avoidance of conflicts of interest.
- Widen the commercial zone along Route 7 to accommodate future commercial growth, but do not allow commercial development along the entire corridor within the Town, i.e., control commercial sprawl.
- Develop design guidelines and/or additional detailed requirements/standards for architecture, lighting, and landscaping.

Housing

- Encourage new housing development in areas where existing roads and infrastructure are located to help preserve rural character. Housing growth should be slow, and neighborhoods should be connected. Existing low-density housing areas should remain low density and clustered housing development should be encouraged to maintain open space and preserve view-sheds.
- Provide more senior housing opportunities for existing Brunswick residents. Housing should be affordable but not necessarily income limited. Provide a variety of housing types, i.e., apartments, condominiums, townhouse, assisted living.
- Revitalize existing housing stock and provide incentives to existing homeowners to renovate/upgrade existing homes and improve their properties.
- Provide home-ownership options for people across their lifespan, i.e., smaller-scale housing options for seniors and young people.
- Enforce current zoning laws and building codes to improve existing housing and property conditions.



Parks, Recreation and Community Services

- Provide a system of walking/hiking and/or biking trails that connect the neighborhoods schools, parks, beach, community center, and Town municipal complex.
- Improve the existing parks to cater to all age groups and make the parks more accessible, i.e., make all parks better known with directional signs, maps and other internet materials, expand Town Park and Beach (Vanderheyden Reservoir) use for winter activities, improve fishing access, improve pavilions, bathrooms, improve handicap access, add walking/hiking and biking trails, a dog park, interpretive nature signage, and improve wildlife viewing area on Rte 7, expand the fields at the sports complex.
- Increase usage of the Community Center for community gatherings and events, i.e., promote more Town events in which all townspeople can enjoy, expand the music in the park events, allow food, craft, art venders at events, add a large outdoor pavilion and walking trails around the grounds.
- Improve public access to the Poestenkill Creek with walking/hiking trails.
- Continue to encourage developers to provide parks, trails and open space as a part of the development approval process and partner with Rensselaer Land Trust or other entity to ensure land is preserved and well maintained.



Economic Development and Growth

- Support a diversity of small neighborhood locally owned business, i.e., encourage business such as, restaurants, cafes, outlets, antique shops, day care, barber shop, funeral parlor, deli, small professional offices, home-based businesses.
- Encourage and provide incentives for new businesses to occupy existing vacant buildings on Rte 7 and elsewhere.



- Promote and support agri-business of all types, i.e., agri-tourism, (cheese trail, dairy trail, farm trail), nurseries and gardening plants, buy local program, allow value-added/spin-off businesses, agricultural exemptions for smaller farms, expanded farmers market (more than one day).
- Encourage entertainment businesses, things for adults and kids to do in Town, i.e., restaurants, coffee shops, fitness centers, bowling alley, Movie Theater, indoor sports.
- Encourage new commercial development to locate where infrastructure (water and sewer) are currently available. Cluster business, community uses and parks, i.e., neighborhoods/village center.



Cultural and Historic Preservation

- Increase public awareness of historical resources. i.e., inventory and map historical buildings, cemeteries, and other sites, and make historic photos available on the web, create and publicize a historical tour of Brunswick.
- Research and establish partnerships for grants and funding for the historical society and for historic preservation efforts.
- Recruit volunteers to support clean up and maintenance of historical buildings, and cemeteries, especially Forest Park and Center Brunswick (Rufas Sage Mausoleum).
- Use zoning and building codes to preserve old buildings and historic sites, i.e., establish a historic district in Eagle Mills.
- Provide more funding for the library.



Natural and Agricultural Resources

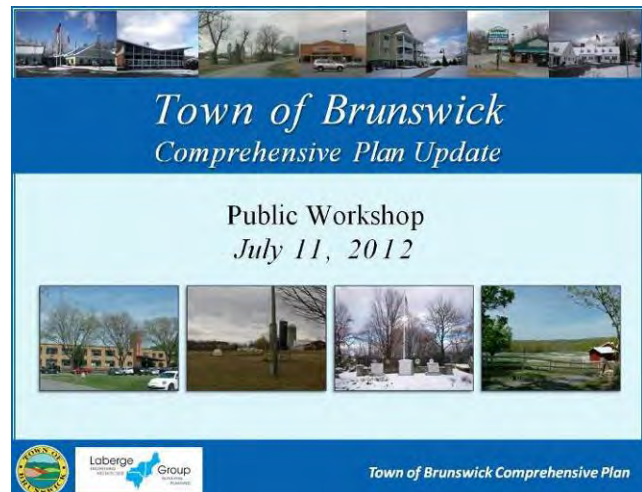
- Identify priority farmland and open space that should be preserved and research grants and



- other funding sources for preservation, i.e., a PDR program, partnerships with Rensselaer Land Trust.
- Inventory and preserve wetlands, streams, Rensselaer Plateau forest, and other rare and sensitive habitats that need protection, i.e., follow and enforce current environmental laws, create stream/wetland buffer zones, direct development elsewhere, encourage infill in already developed areas, develop nature preserves.
 - Promote agricultural business, i.e., make zoning and tax laws farm-friendly for a wider variety of farm uses, support right-to-farm law, provide financial incentives for small and large farms, promote a buy local and/or Community Supported Agricultural (CSA) program, enlarge farmers market.
 - Protect aquifers and groundwater/drinking water supplies.
 - Promote smart growth, i.e., protect farmland and open space, avoid sprawl, encourage cluster development.

Community Goal Assessment Public Workshop

A Community Goal Assessment Workshop was held on July 11, 2012 to gauge public support for specific plan goals and recommendations and to reach consensus on priorities for the Comprehensive Plan. The Open House was attended by thirty-nine (39) interested residents. Participants were asked to review the preliminary goals and recommendations generated for seven topic areas: 1) Transportation; 2) Municipal Services and Infrastructure; 3) Housing; 4) Community Identity, history and Recreation; 5) Business Retention and Expansion; 6) Natural and Agricultural Resources; and 7) Local Land Use Regulations. Each participant was asked to place a colored sticker next to each strategy noting whether they “Agree” or “Disagree” with the idea. After reviewing all of the strategies, each person was then to identify their top 3 priorities for each topic area. The following is a summary of the activity results:



Opinion on Draft Goals

In general participants agreed with all of the draft Goals presented. There were only two debatable concepts on which participants were evenly split: 1) to market and promote Brunswick as a business-friendly community, and 2) to encourage business development in appropriate areas to create employment opportunities, stabilize the Town's tax base, and expand the availability of goods and services to residents



and tourists alike. It is likely that these two goals were debated among participants due to potential confusion of possible repercussions of business development without proper land use controls in place. Participants were asked to prioritize their top three draft goals. The exercise resulted in a tie for second and third place; therefore the top five are listed below:

1. Provide safeguards to protect sensitive environmental areas and waterbodies. (14 votes)
2. Accommodate a balanced mix of recreational, residential, agricultural, commercial and industrial uses while enhancing the existing rural character of the Town. (13 votes)
3. Continue to efficiently and cost-effectively provide public water and sewer infrastructure based on smart growth principals in order to meet the needs of existing and future residents and business-owners. (13 votes)
4. Improve and maintain the integrity and capacity of the Town's major arteries, address traffic congestion issues, and improve accessibility for residents and business patrons. (10 votes)
5. Encourage the development of a safe and efficient transportation network that considers all modes of transportation to satisfy the existing and future needs of the community. (10 votes)

Opinion on Draft Transportation Ideas/Strategies

Participants agreed overall with the draft strategies presented. Very few participants disagreed with any of the ideas. The top three priorities included:

1. Work with the Capital District Transportation Committee (CDTC) and NYSDOT to seek solutions to traffic congestion issues on Route 7. (11 votes)
2. Complete and implement the Scenic Byway Corridor Management Plan for Route 2. (11 votes)
3. Encourage private developers to install sidewalks, trails or pedestrian pathways as part of the development approval process. (8 votes)



Additional recommendations noted were to “encourage biking by providing bike lanes”, “make the community more walkable with sidewalks”, “install a traffic circle at Route 2 and Route 278 in Cropseyville”, and “drop the speed limit on Route 2 (Troy to Eagle Mills) to 45 mph”.



Opinion on Draft Municipal Services and Infrastructure Ideas/Strategies

In general, participants agreed with the overall draft strategies presented. The top three priorities included:

1. Ensure that public water and sewer maps are kept up to date and available for planning purposes. (9 votes)
2. Research the potential for expanding natural gas services for residential/commercial use. (9 votes)
3. Cooperate with other government agencies to limit the duplication of services and reduce costs to tax-payers. (9 votes)



Municipal Services and Infrastructure Key Issues

Key Issues:

- ❖ Plan future public water and sewer expansion near areas that are already populated/developed.
- ❖ Review fire service needs for water and make recommendations for improvements.
- ❖ Increase availability/expand natural gas for residential/commercial use.
- ❖ Improve the quality of the existing public water/sewer system and address current maintenance needs before extending for new development.
- ❖ Ensure all plans and maps for infrastructure expansion are publically available.

Town of Brunswick Comprehensive Plan

Opinion on Draft Housing Ideas/Strategies

Results related to this topic area were mixed. Participants agreed with most of the ideas. The top three priorities included:

1. Revitalize existing housing stock and provide incentives to homeowners to renovate/upgrade existing homes. (14 votes)
2. Enforce current zoning laws and building codes to improve existing housing and property conditions. (10 votes)
3. Promote the construction of new housing stock that is in harmony with existing structures. (9 votes)



Housing Key Issues

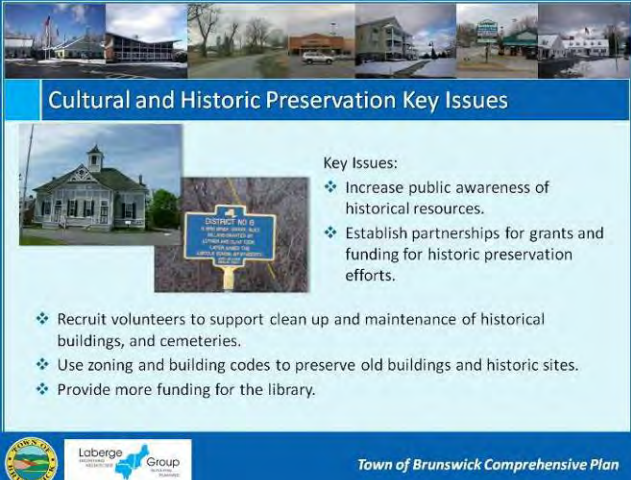
Key Issues:

- ❖ Encourage new housing development in areas where existing roads and infrastructure are.
- ❖ Preserve rural character, avoid sprawl.
- ❖ Provide more affordable senior housing opportunities.
- ❖ Provide a variety of housing types.
- ❖ Provide incentives to homeowners to revitalize existing housing stock.
- ❖ Provide home-ownership options for people across their lifespan
- ❖ Enforce current zoning laws and building codes.

Town of Brunswick Comprehensive Plan

Opinion on Draft Community Identity, History and Recreation Ideas/Strategies

Participants agreed overall with the draft strategies presented. Very few participants disagreed with any of the ideas. The top three priorities included:



Cultural and Historic Preservation Key Issues

Key Issues:

- ❖ Increase public awareness of historical resources.
- ❖ Establish partnerships for grants and funding for historic preservation efforts.
- ❖ Recruit volunteers to support clean up and maintenance of historical buildings, and cemeteries.
- ❖ Use zoning and building codes to preserve old buildings and historic sites.
- ❖ Provide more funding for the library.

Town of Brunswick Comprehensive Plan



1. Encourage developers to provide public parks, trails, open space as a part of the development approval process. (19 votes)
2. Develop a network of trails for year-round recreation, i.e., walking, hiking, biking, snowshoeing, cross-country skiing, snowmobiling. (13 votes)
3. Continue to upgrade and enhance the public parks and community gathering areas to cater to all age groups. Better publicize all of the Town's valuable recreational resources. (11 votes)

Opinion on Draft Business Retention and Expansion Ideas/Strategies

In general participants agreed with the overall draft strategies presented. The top three priorities included:

1. Encourage the continued growth of a range of commercial services contained in aesthetically pleasing structures along Route 7. (14 votes)
2. Create an inventory of vacant commercial buildings and sites that are available for potential redevelopment. (11 votes)
3. Promote an agricultural business-friendly environment by updating the zoning ordinance to be more open to farm business diversification and farm-based tourism. (9 votes)



Economic Development and Growth Key Issues

Key Issues:

- ❖ Support a diversity of small neighborhood locally owned business.
- ❖ Encourage and provide incentives for new businesses to occupy existing vacant buildings on Rte 7 and elsewhere.
- ❖ Promote and support all types of agri-business.
- ❖ Encourage entertainment businesses, things for adults and kids to do in town.
- ❖ Encourage new commercial development to locate where infrastructure capacity is available. Cluster business, community uses and parks to develop neighborhoods.

Town of Brunswick Comprehensive Plan

Opinion on Draft Natural and Agricultural Resources Ideas/Strategies

In general participants agreed with the overall draft strategies presented. Very few participants disagreed with any of the ideas. The top three priorities included:

1. Identify prime farm land valued for agriculture that should be preserved. (13 votes)
2. Develop planning techniques and funding mechanisms by which the Town may protect and preserve natural resources. (11 votes)



Natural and Agricultural Resources Key Issues

Key Issues:

- ❖ Identify priority farmland and open space that should be preserved and funding sources for preservation.
- ❖ Inventory and preserve wetlands, streams, and other rare and sensitive habitats.
- ❖ Promote agricultural business.
- ❖ Protect aquifers and groundwater/drinking water supplies.
- ❖ Promote smart growth, i.e., protect farmland and open space, avoid sprawl.

Town of Brunswick Comprehensive Plan



3. Create an overlay district to protect streams and wetlands from pollution, erosion, and siltation. (10 votes)

Opinion on Draft Local Land Use Regulation Ideas/Strategies

Results related to this topic area were mixed. While participants agreed with most of the ideas, there were two with disagreement. Consistent with previous responses in other topic areas, the disagreement related to *1) high density residential, commercial, and low impact industrial infill development on vacant lands that have infrastructure capacity, and 2) improving McChesney Avenue to allow for future neighborhood/hamlet scale commercial development with building design that compliments the existing homes.* The top priorities included:

1. Review and revise the Zoning Ordinance, Site Plan Review and Subdivision Regulations to protect natural features, water bodies, wetlands, and historic resources. (20 votes)
2. Update and consider revisions to the Planned Development District (PDD) section of the zoning ordinance. (19 votes)



APPENDICES



Appendix A:



Appendix B:



Appendix C:



Appendix D:

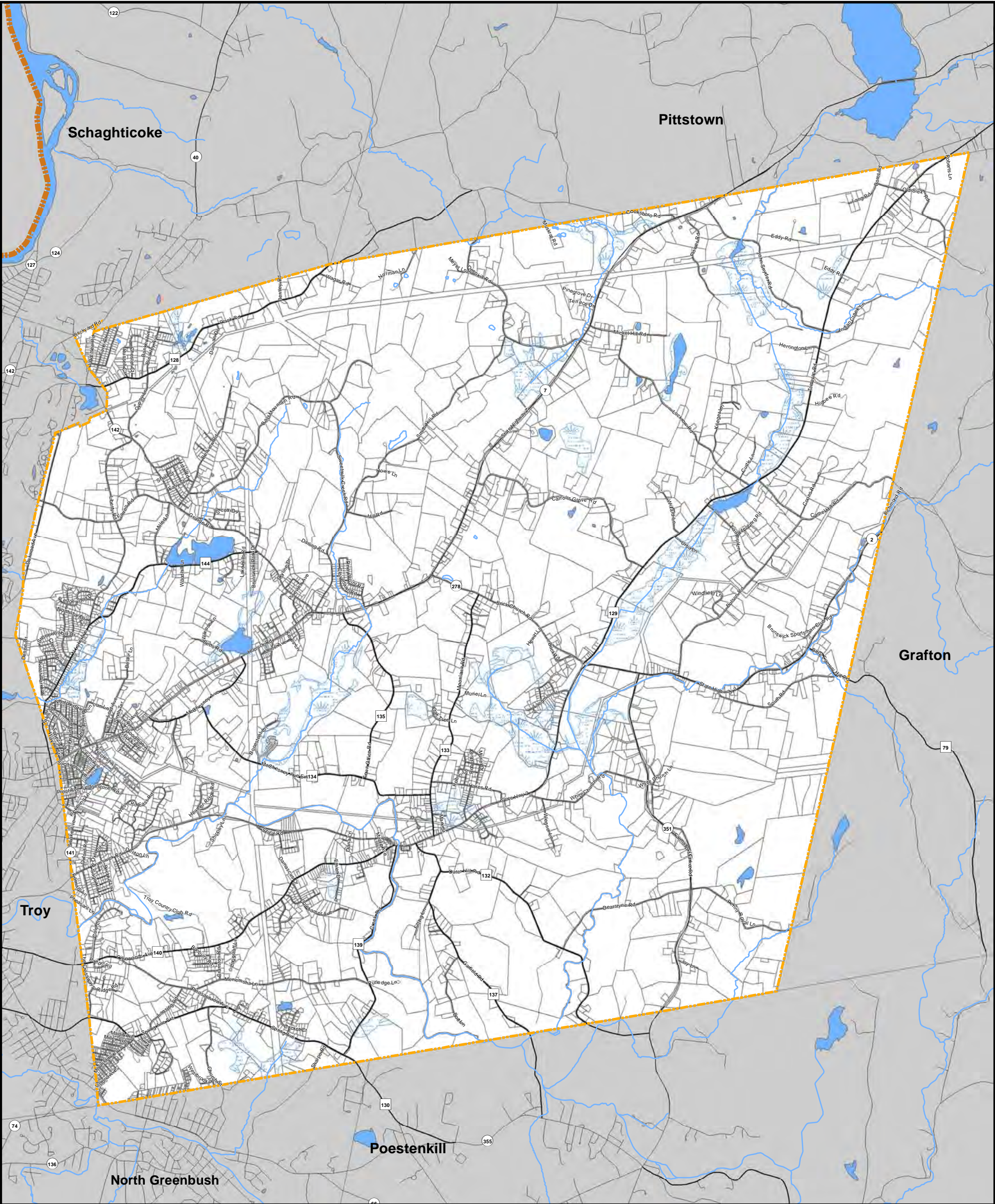


APPENDICES



Appendix A:











Regional Location
Town of Brunswick
Rensselaer County, New York

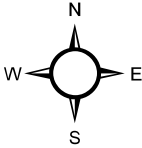
Legend <ul style="list-style-type: none">County BoundaryTown BoundaryRivers and StreamsWater BodiesTax Parcel BoundariesNYSDEC WetlandsLocal RoadsState HighwayCounty Highway	Rensselaer County	 	<p>Copyright: Laberge Group</p> <p>Project #: 2011092</p> <p>Date: 9-6-12</p> <p>Data Source: Rensselaer County GIS Department and NYS GIS Clearinghouse.</p> <p>Notes: Produced for planning purposes only. Accuracy or completeness is not guaranteed.</p>
			<p>4 Computer Drive West • Albany, New York 12205 (518) 458-7112 • www.labergengroup.com</p>



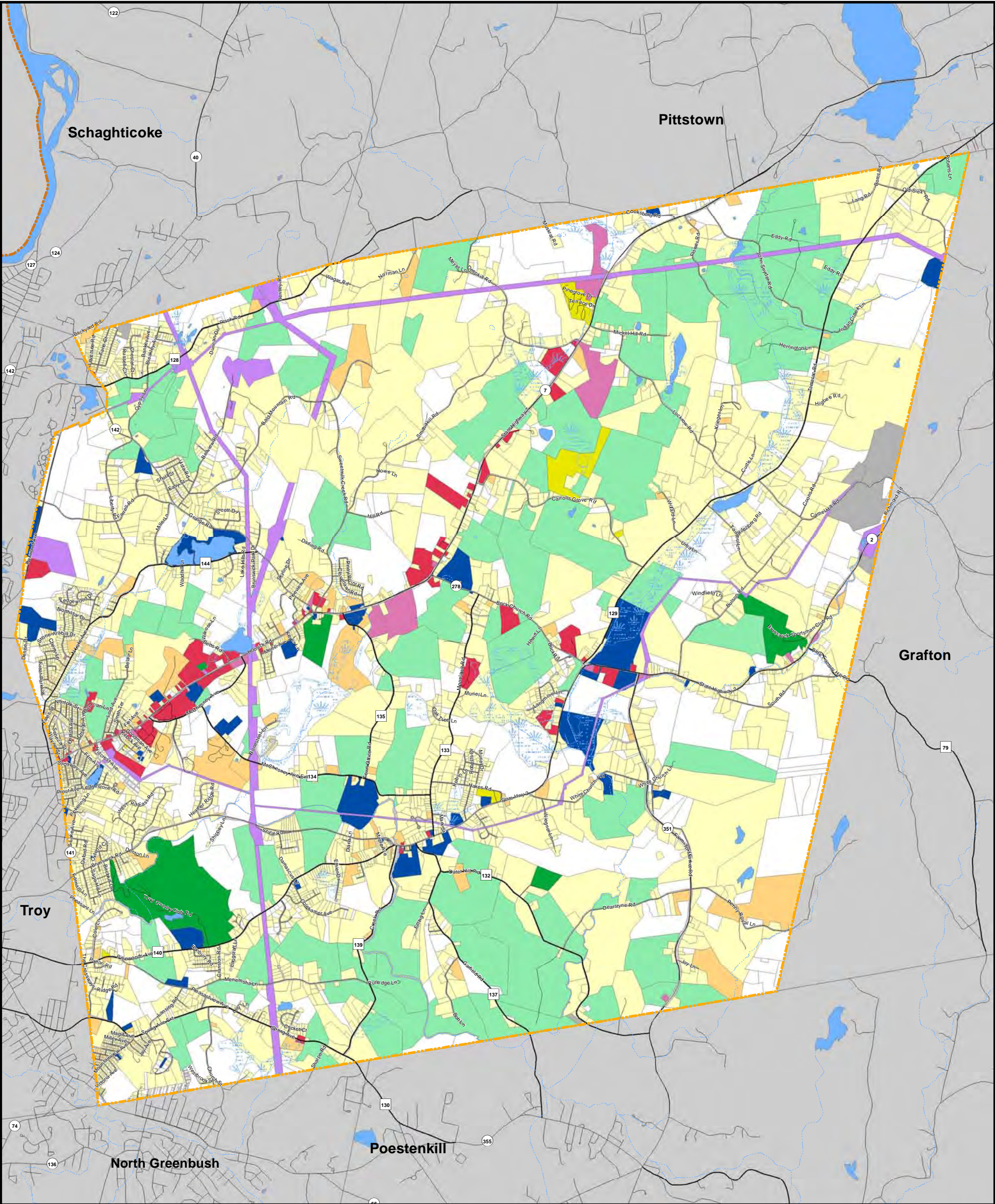
Aerial Imagery, 2011
Town of Brunswick
Rensselaer County, New York

Legend

- | | |
|---|--|
|  Town Boundary |  Local Roads |
|  Rivers and Streams |  State Highway |
|  Water Bodies |  County Highway |



Copyright: Laberge Group
Project #: 2011092
Date: 9-6-12
Data Source: Rensselaer County GIS Department and NYS GIS Clearinghouse.
Notes: Produced for planning purposes only. Accuracy or completeness is not guaranteed.



Existing Land Use

Town of Brunswick

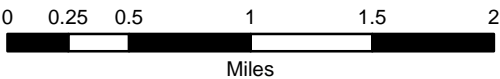
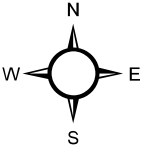
Rensselaer County, New York

Legend

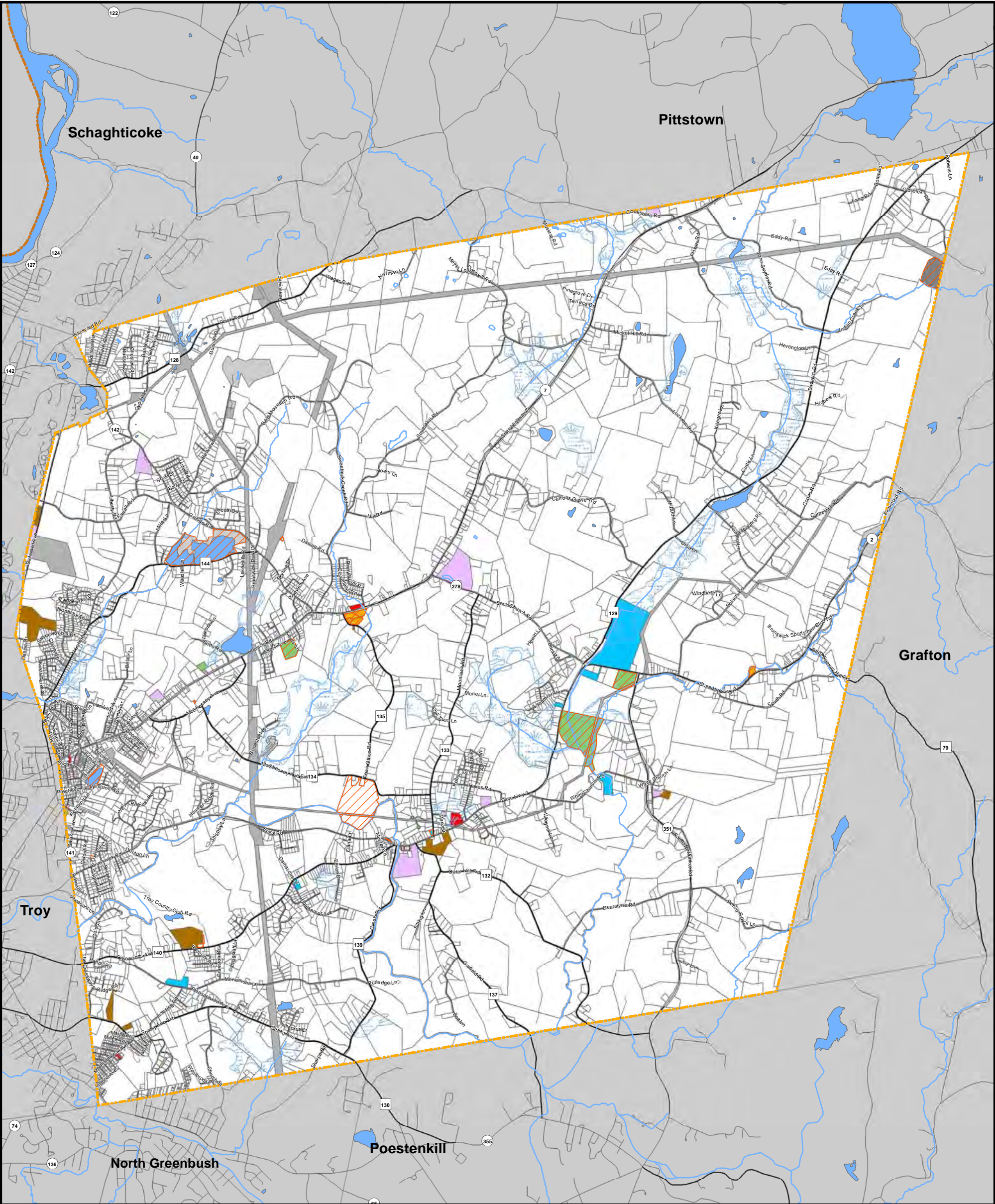
- County Boundary
- Town Boundary
- Rivers and Streams
- Water Bodies
- Tax Parcel Boundaries
- NYSDEC Wetlands
- Local Roads
- State Highway
- County Highway

Land Use Classification

- Agricultural
- Single-Family
- Multi-Family
- Mobile Homes
- Vacant Land
- Commercial
- Mixed Use
- Recreation
- Community Services
- Industrial
- Public Utilities



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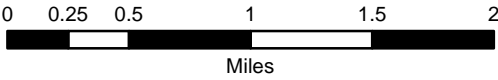
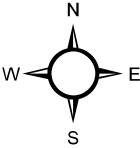
Public Facilities and Properties

Town of Brunswick

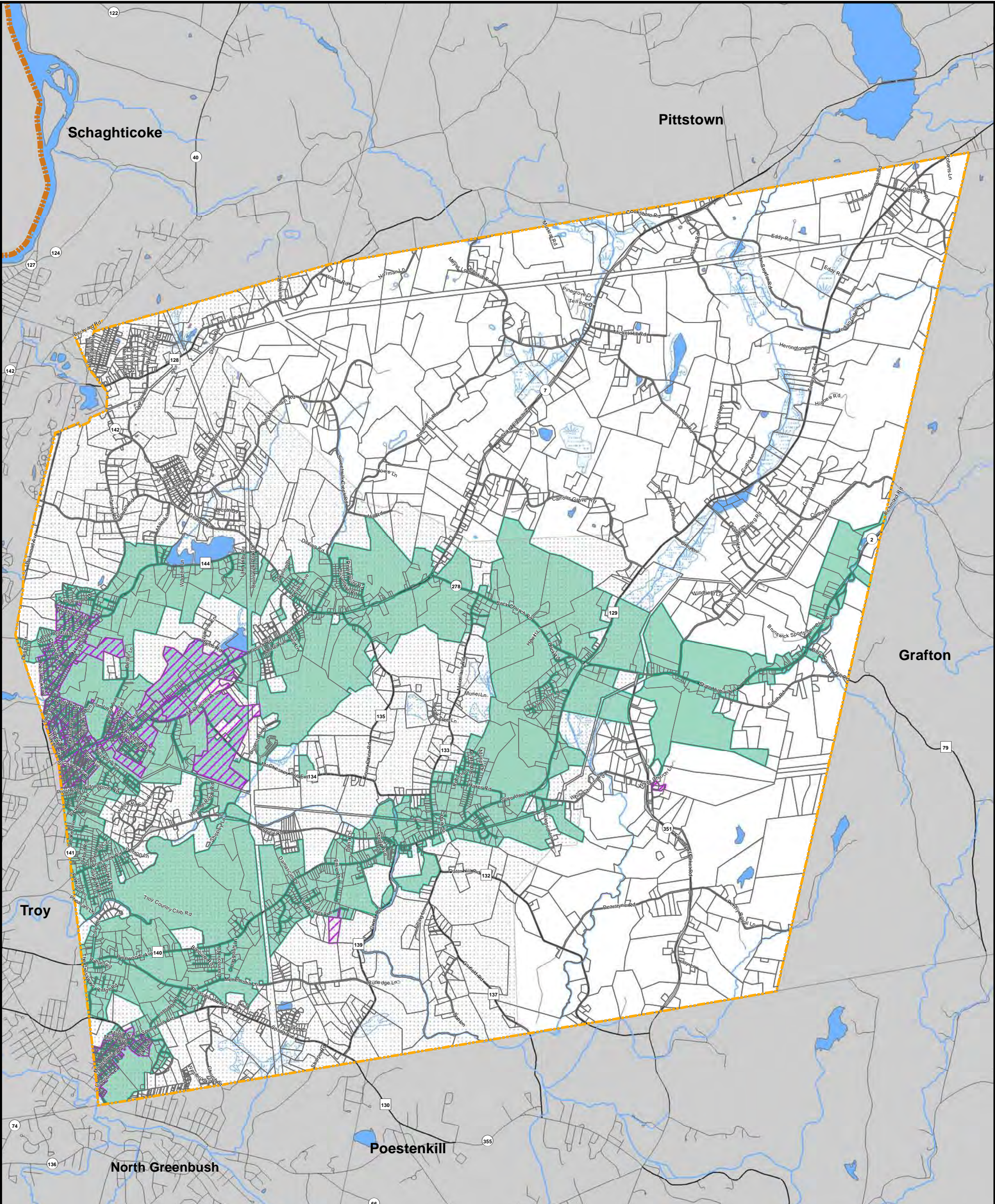
Rensselaer County, New York

Legend

- | | | | |
|--|-----------------------|--|------------------------|
| | County Boundary | | Town-owned Land |
| | Town Boundary | | Parks & Recreation |
| | Rivers and Streams | | Religious & Benevolent |
| | Water Bodies | | Cemetery |
| | Tax Parcel Boundaries | | Government Use |
| | NYSDEC Wetlands | | Landfill |
| | Local Roads | | School & Library |
| | State Highway | | Police & Fire |
| | County Highway | | Public Utility |



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Public Water and Sewer Districts
Town of Brunswick
Rensselaer County, New York

County Boundary

Town Boundary

Rivers and Streams

Water Bodies

Local Roads

State Highway

County Highway

Tax Parcel Boundaries

NYSDEC Wetlands

Town Water District

Town Sewer District

County Sewer District

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Copyright:

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Project #:

2011092

Date:

9-6-12

Data Source:

Rensselaer County GIS Department and
NYS GIS Clearinghouse.

Notes:

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guaranteed.

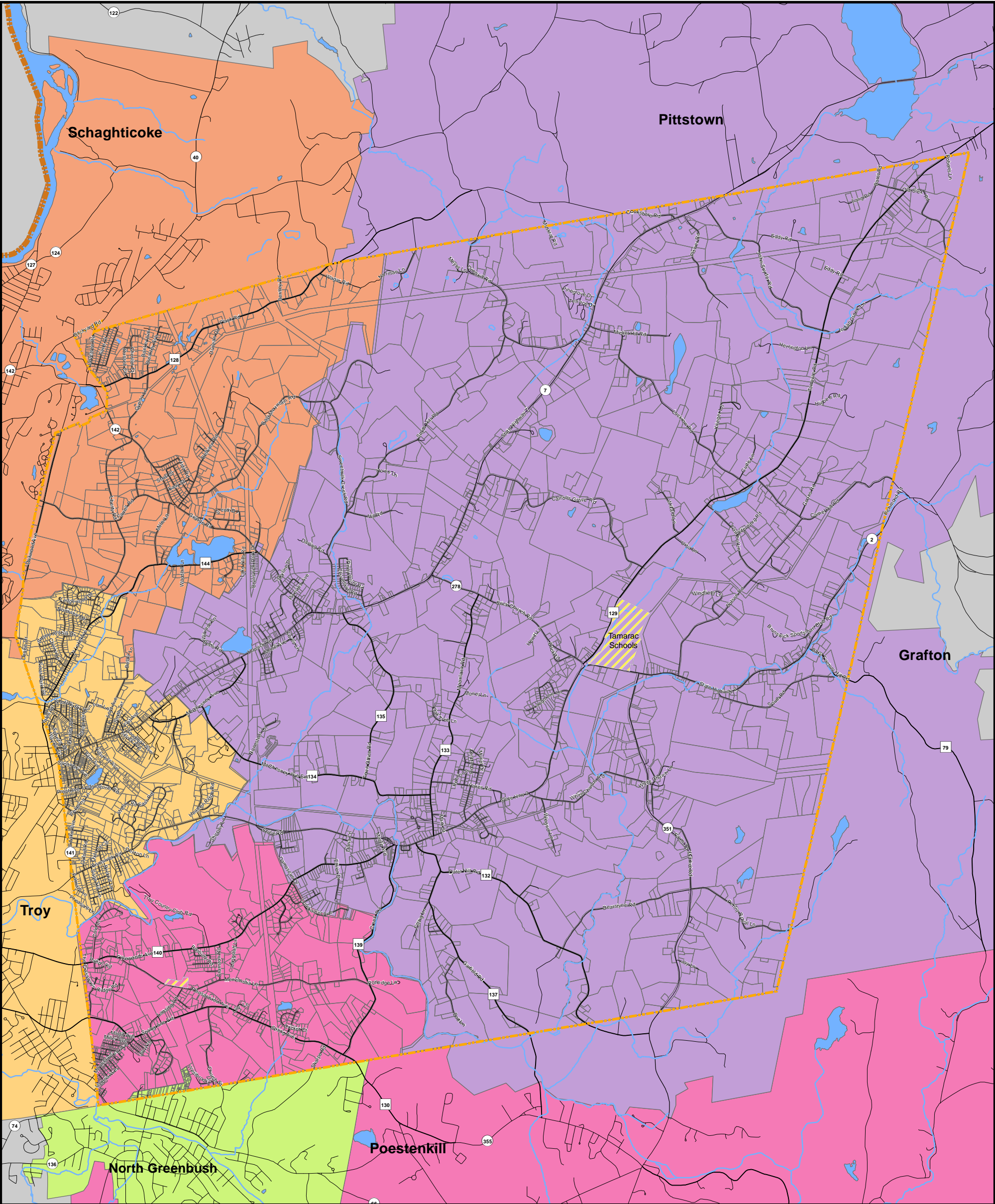
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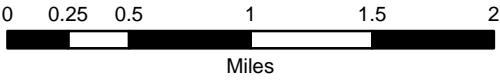
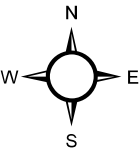
School Districts
Town of Brunswick
Rensselaer County, New York

Legend

- Town Boundary
- Rivers and Streams
- Water Bodies
- Tax Parcel Boundaries
- Local Roads
- State Highway
- County Highway

School Districts

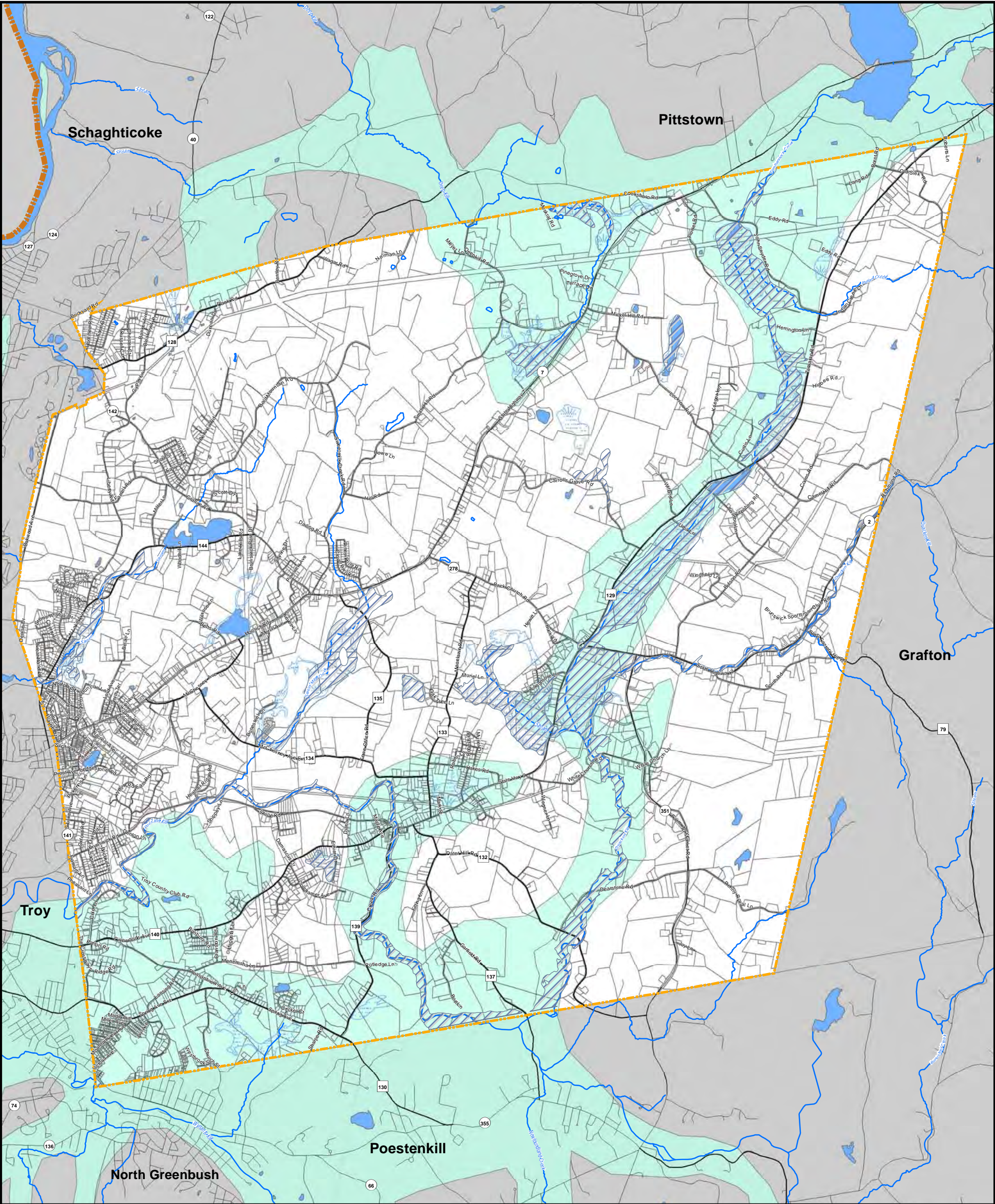
- Averill Park CSD
- Brunswick (Brittonkill) CSD
- Lansingburgh CSD
- Troy City SD
- Wynantskill Union Free SD
- School Properties



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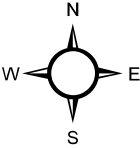
Water Resources

Town of Brunswick

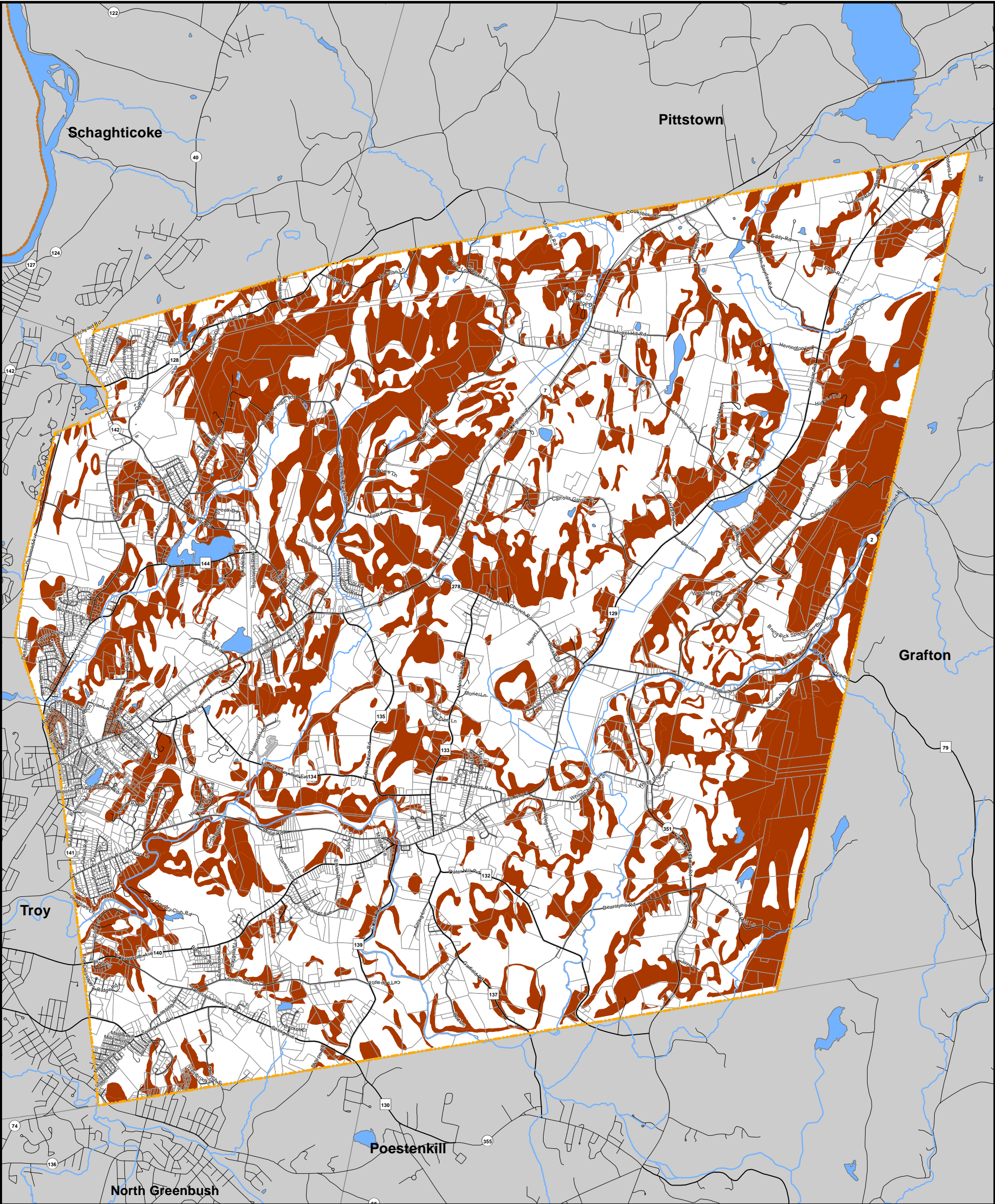
Rensselaer County, New York

Legend

- County Boundary
- Town Boundary
- Tax Parcel Boundaries
- Local Roads
- State Highway
- County Highway
- 100 Year Flood Zone
- Rivers and Streams
- Water Bodies
- NYS DEC Wetlands
- Unconsolidated Aquifers
- Yield 10-100 gpm
- Yield >100 gpm



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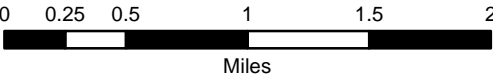
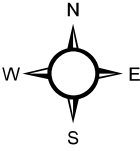
Steep Slopes
Town of Brunswick
Rensselaer County, New York

Legend

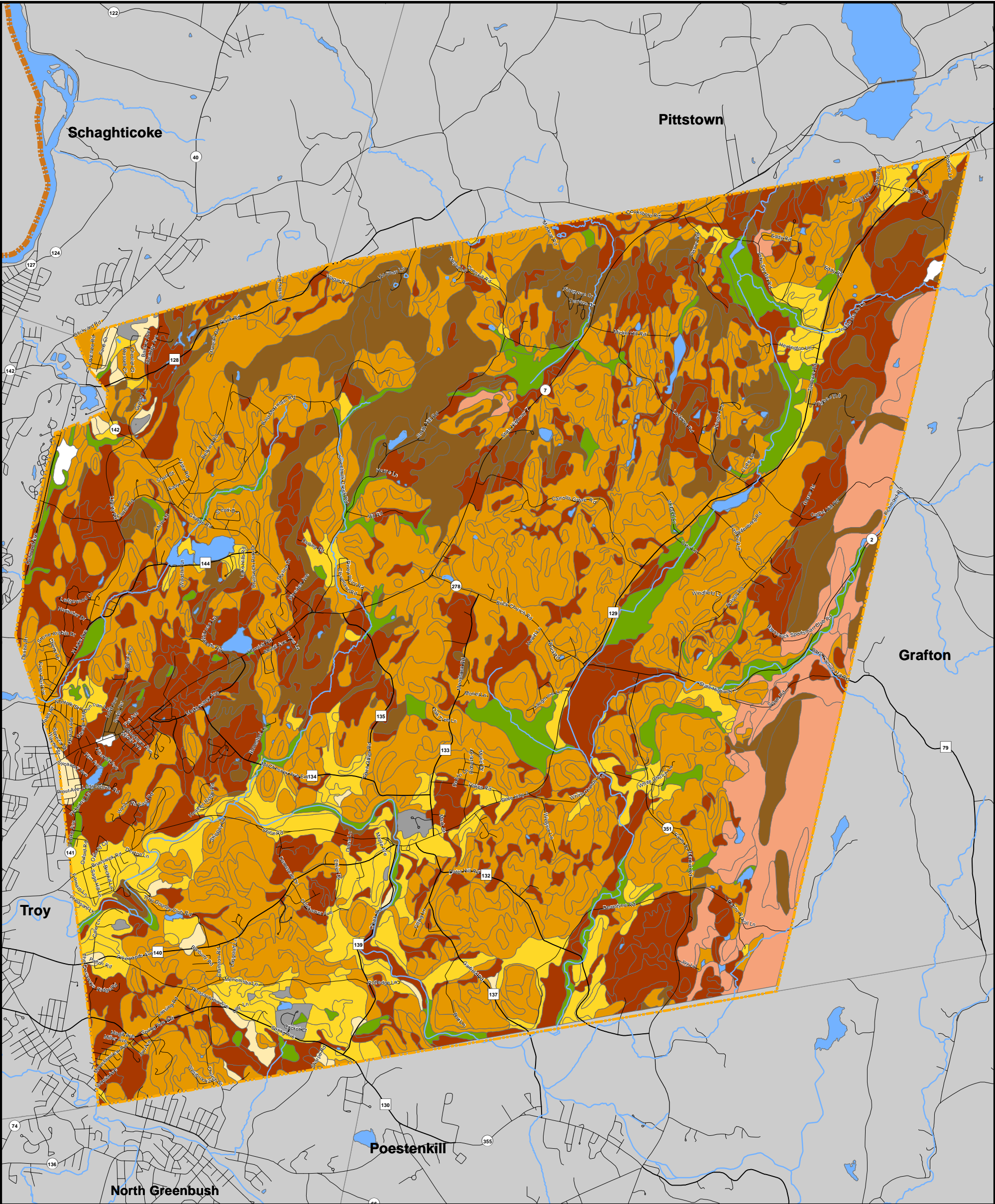
- County Boundary
- Town Boundary
- Rivers and Streams
- Water Bodies
- Local Roads
- State Highway
- County Highway

Steep Slopes

- Soils classified as 15 - 40% slope
- Tax Parcel Boundaries



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Data Source: Rensselaer County GIS Department and NYS GIS Clearinghouse.
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Soils Classified by Type

Town of Brunswick

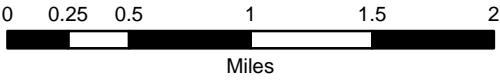
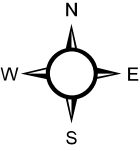
Rensselaer County, New York

Legend

- County Boundary
- Town Boundary
- Rivers and Streams
- Water Bodies
- Local Roads
- State Highway
- County Highway

Soils Classified by Type

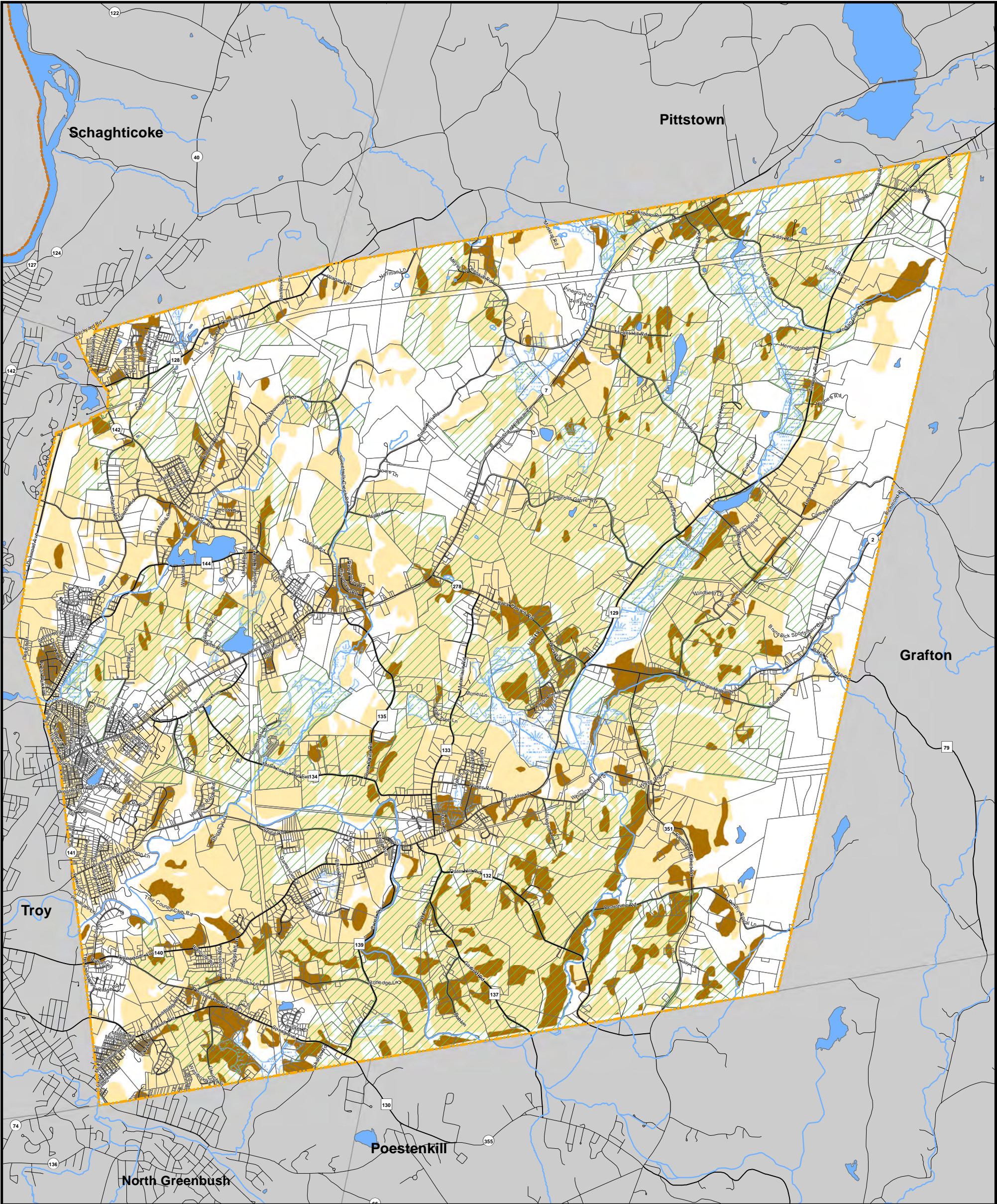
- Silt Loam
- Stony Loam
- Gravelly Silt Loam
- Muck/Ponded
- Sandy Loam
- Rock Outcrop
- Gravelly Sandy Loam
- Gravel Pit
- Dump/Landfill



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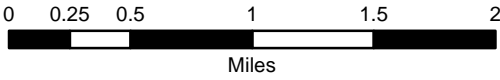
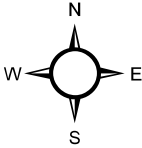
Agricultural Districts & Farmland Soils

Town of Brunswick

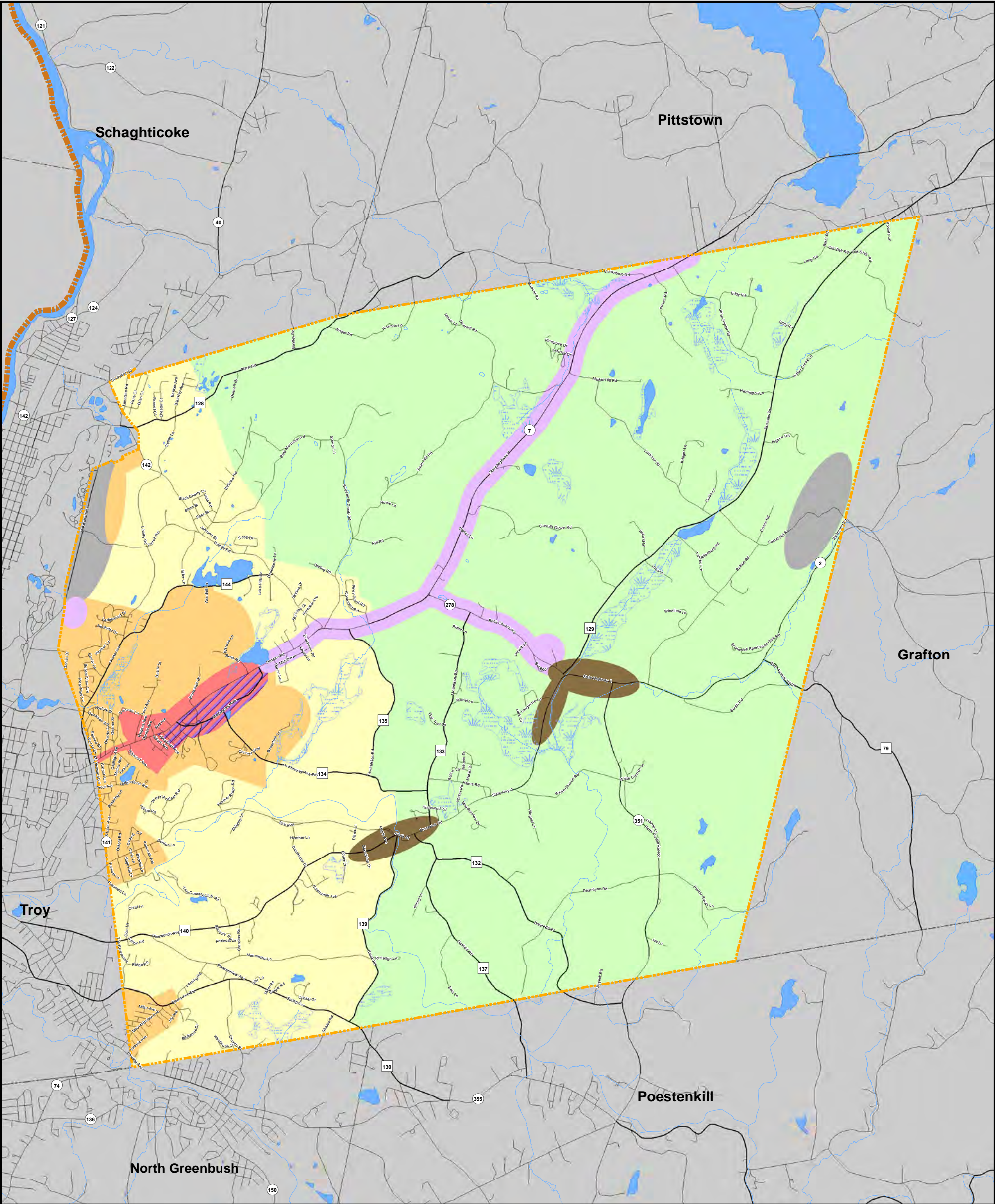
Rensselaer County, New York

Legend

- | | | | |
|--|----------------------------------|--|--------------------|
| | County Boundary | | Local Roads |
| | Town Boundary | | State Highway |
| | Tax Parcel Boundaries | | County Highway |
| | Prime Farmland Soils | | Rivers and Streams |
| | Farmland of Statewide Importance | | Water Bodies |
| | Agricultural District | | NYSDEC Wetlands |



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Date: 7-31-13
Data Source: Rensselaer County GIS Department and NYS GIS Clearinghouse.
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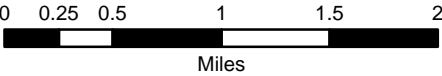
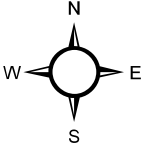
Conceptual Future Land Use Plan

Town of Brunswick

Rensselaer County, New York

Legend

- County Boundary
- Town Boundary
- Rivers and Streams
- Water Bodies
- NYSDEC Wetlands
- Local Roads
- State Highway
- County Highway
- Town Center Design Guidelines
- General Commercial
- Light Commercial
- Hamlet Mixed-Use
- Industrial/Light Industrial
- High Density Residential
- Moderate Density Residential/Agricultural
- Low Density Residential/Agricultural



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Date: 7-31-13
Data Source: Rensselaer County GIS Department and NYS GIS Clearinghouse.
Notes: Map is for illustrative purposes only. Accuracy or completeness is not guaranteed.

Appendix B:





Retail Goods and Services Expenditures

Brunswick town, NY_2

Brunswick town, NY (3608310275)

Geography: County Subdivision

Top Tapestry Segments:		Demographic :	2010	2015
Cozy and Comfortable	38.4%	Population	12,036	12,121
In Style	26.3%	Households	4,834	4,888
Prosperous Empty Nesters	16.7%	Families	3,372	3,393
Exurbanites	13.3%	Median Age	44.0	44.4
Rustbelt Retirees	5.4%	Median Household Income	\$72,453	\$81,077

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	83	\$1,993.51	\$9,636,625
Men's	79	\$361.37	\$1,746,846
Women's	77	\$636.07	\$3,074,764
Children's	85	\$339.56	\$1,641,434
Footwear	56	\$235.27	\$1,137,291
Watches & Jewelry	124	\$240.03	\$1,160,322
Apparel Products and Services (1)	194	\$181.21	\$875,968
Computer	118	\$129	\$1,243,078
Computers and Hardware for Home Use	117	\$223.28	\$1,079,342
Software and Accessories for Home Use	119	\$33.87	\$163,736
Entertainment & Recreation	123	\$3,980.21	\$19,240,358
Fees and Admissions	132	\$818.75	\$3,957,841
Membership Fees for Clubs (2)	137	\$224.37	\$1,084,620
Fees for Participant Sports, excl. Trips	130	\$138.54	\$669,697
Admission to Movie/Theatre/Opera/Ballet	124	\$188.17	\$909,601
Admission to Sporting Events, excl. Trips	134	\$79.73	\$385,431
Fees for Recreational Lessons	137	\$187.06	\$904,254
Dating Services	114	\$0.88	\$4,238
TV/Video/Audio	117	\$1,454.62	\$7,031,641
Community Antenna or Cable TV	118	\$851.88	\$4,118,002
Televisions	122	\$235.19	\$1,136,897
VCRs, Video Cameras, and DVD Players	113	\$23.00	\$111,162
Video Cassettes and DVDs	110	\$57.89	\$279,818
Video and Computer Game Hardware and Software	121	\$67.38	\$325,721
Satellite Dishes	110	\$1.39	\$6,731
Rental of Video Cassettes and DVDs	110	\$45.48	\$219,868
Streaming/Downloaded Video	129	\$1.80	\$8,713
Audio (3)	110	\$161.79	\$782,077
Rental and Repair of TV/Radio/Audio	116	\$8.82	\$42,652
Pets	148	\$637.54	\$3,081,864
Toys and Games (4)	118	\$171.37	\$828,407
Recreational Vehicles and Fees (5)	114	\$367.95	\$1,778,672
Sports/Recreation/Exercise Equipment (6)	94	\$169.54	\$819,544
Photo Equipment and Supplies (7)	122	\$126.60	\$611,976
Reading (8)	129	\$199.83	\$965,985
Catered Affairs (9)	138	\$34.02	\$164,430
Food	118	\$9,048.41	\$43,740,037
Food at Home	116	\$5,211.51	\$25,192,438
Bakery and Cereal Products	118	\$702.91	\$3,397,882
Meat, Poultry, Fish, and Eggs	116	\$1,205.53	\$5,827,515
Dairy Products	116	\$578.28	\$2,795,397
Fruit and Vegetables	118	\$923.35	\$4,463,465
Snacks and Other Food at Home (10)	116	\$1,801.44	\$8,708,179
Food Away from Home	119	\$3,836.91	\$18,547,600
Alcoholic Beverages	122	\$697.36	\$3,371,025
Nonalcoholic Beverages at Home	115	\$502.65	\$2,429,821

	Spending Potential Index	Average Amount Spent	Total
Financial	118	\$3,844.00	\$37,163,772
Investments	124	\$2,161.85	\$10,450,360
Vehicle Loans	112	\$5,526.15	\$26,713,412
Health	122	\$277.04	\$4,017,594
Nonprescription Drugs	114	\$117.67	\$568,810
Prescription Drugs	123	\$614.59	\$2,970,906
Eyeglasses and Contact Lenses	129	\$98.86	\$477,878
Home	129	\$5,312.71	\$102,726,601
Mortgage Payment and Basics (11)	134	\$12,572.30	\$60,774,493
Maintenance and Remodeling Services	139	\$2,759.77	\$13,340,710
Maintenance and Remodeling Materials (12)	124	\$461.51	\$2,230,946
Utilities, Fuel, and Public Services	120	\$5,457.27	\$26,380,452
Household Furnishings and Equipment	117	\$192.85	\$7,457,835
Household Textiles (13)	121	\$160.98	\$778,181
Furniture	122	\$732.56	\$3,541,182
Floor Coverings	142	\$106.37	\$514,184
Major Appliances (14)	122	\$370.08	\$1,788,956
Housewares (15)	104	\$89.33	\$431,829
Small Appliances	121	\$39.73	\$192,052
Luggage	128	\$11.89	\$57,495
Telephones and Accessories	75	\$31.85	\$153,956
Household Operations	118	\$495.94	\$9,589,383
Child Care	117	\$541.42	\$2,617,219
Lawn and Garden (16)	130	\$542.56	\$2,622,715
Moving/Storage/Freight Express	104	\$63.41	\$306,539
Housekeeping Supplies (17)	119	\$836.35	\$4,042,910
Insurance	127	\$1,242	\$24,019,714
Owners and Renters Insurance	131	\$605.26	\$2,925,806
Vehicle Insurance	120	\$1,398.81	\$6,761,863
Life/Other Insurance	132	\$552.04	\$2,668,580
Health Insurance	125	\$2,412.80	\$11,663,465
Personal Care Products (18)	117	\$468.06	\$2,262,600
School Books and Supplies (19)	110	\$117.75	\$569,208
Smoking Products	107	\$456.32	\$2,205,834
Transportation	117	\$3,163.67	\$45,879,502
Vehicle Purchases (Net Outlay) (20)	116	\$5,081.99	\$24,566,341
Gasoline and Motor Oil	114	\$3,281.60	\$15,863,269
Vehicle Maintenance and Repairs	120	\$1,127.41	\$5,449,892
Travel	131	\$445.65	\$8,617,003
Airline Fares	130	\$598.64	\$2,893,812
Lodging on Trips	133	\$580.25	\$2,804,928
Auto/Truck/Van Rental on Trips	133	\$49.05	\$237,088
Food and Drink on Trips	127	\$554.65	\$2,681,175

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

-
- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Brunswick town, NY_4
Brunswick town, NY (3608310275)
Geography: County Subdivision

Summary Demographics

2010 Population	12,036
2010 Households	4,834
2010 Median Disposable Income	\$53,955
2010 Per Capita Income	\$33,892

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / Leakage Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$148,936,105	\$112,178,168	\$36,757,937	14.1	98
Total Retail Trade (NAICS 44-45)	\$128,275,662	\$103,447,493	\$24,828,169	10.7	76
Total Food & Drink (NAICS 722)	\$20,660,443	\$8,730,675	\$11,929,768	40.6	22
			\$73,515,874		

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$30,564,726	\$51,255,958	-\$20,691,232	-25.3	15
Automobile Dealers (NAICS 4411)	\$25,987,132	\$42,945,231	-\$16,958,099	-24.6	8
Other Motor Vehicle Dealers (NAICS 4412)	\$2,014,925	\$7,482,317	-\$5,467,392	-57.6	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,562,669	\$828,410	\$1,734,259	51.1	2
 Furniture & Home Furnishings Stores (NAICS 442)	\$1,027,076	\$1,298,785	-\$271,709	-11.7	4
Furniture Stores (NAICS 4421)	\$468,846	\$712,243	-\$243,397	-20.6	1
Home Furnishings Stores (NAICS 4422)	\$558,230	\$586,542	-\$28,312	-2.5	3
 Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,710,038	\$844,978	\$2,865,060	62.9	6
 Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,035,430	\$1,586,854	\$3,448,576	52.1	10
Building Material and Supplies Dealers (NAICS 4441)	\$4,702,208	\$1,297,004	\$3,405,204	56.8	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$333,222	\$289,850	\$43,372	7.0	3
 Food & Beverage Stores (NAICS 445)	\$32,050,182	\$13,446,944	\$18,603,238	40.9	8
Grocery Stores (NAICS 4451)	\$29,961,189	\$10,803,129	\$19,158,060	47.0	3
Specialty Food Stores (NAICS 4452)	\$697,468	\$431,481	\$265,987	23.6	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,391,525	\$2,212,334	-\$820,809	-22.8	2
 Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,588,727	\$3,245,643	\$343,084	5.0	7
 Gasoline Stations (NAICS 447/NAICS 4471)	\$21,547,827	\$4,518,937	\$17,028,890	65.3	5
 Clothing and Clothing Accessories Stores (NAICS 448)	\$4,337,820	\$500,671	\$3,837,149	79.3	3
Clothing Stores (NAICS 4481)	\$3,214,142	\$142,393	\$3,071,749	91.5	1
Shoe Stores (NAICS 4482)	\$535,052	\$324,399	\$210,653	24.5	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$588,626	\$33,879	\$554,747	89.1	1
 Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,171,351	\$118,534	\$1,052,817	81.6	4
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$655,257	\$118,534	\$536,723	69.4	4
Book, Periodical, and Music Stores (NAICS 4512)	\$516,094	\$0	\$516,094	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector

Sources: Esri and Infogroup.



Brunswick town, NY_4
Brunswick town, NY (3608310275)
Geography: County Subdivision

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$10,558,507	\$25,334,941	-\$14,776,434	-41.2	4
Department Stores Excluding Leased Depts. (NAICS 4521)	\$5,741,729	\$21,406,835	-\$15,665,106	-57.7	1
Other General Merchandise Stores (NAICS 4529)	\$4,816,778	\$3,928,106	\$888,672	10.2	3
Miscellaneous Store Retailers (NAICS 453)	\$3,270,334	\$1,035,315	\$2,235,019	51.9	9
Florists (NAICS 4531)	\$333,677	\$145,440	\$188,237	39.3	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$289,285	\$171,967	\$117,318	25.4	1
Used Merchandise Stores (NAICS 4533)	\$829,583	\$438,604	\$390,979	30.8	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,817,789	\$279,304	\$1,538,485	73.4	3
Nonstore Retailers (NAICS 454)	\$11,413,644	\$259,933	\$11,153,711	95.5	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$8,932,155	\$0	\$8,932,155	100.0	0
Vending Machine Operators (NAICS 4542)	\$824,555	\$0	\$824,555	100.0	0
Direct Selling Establishments (NAICS 4543)	\$1,656,934	\$259,933	\$1,397,001	72.9	1
Food Services & Drinking Places (NAICS 722)	\$20,660,443	\$8,730,675	\$11,929,768	40.6	22
Full-Service Restaurants (NAICS 7221)	\$8,299,610	\$2,376,118	\$5,923,492	55.5	11
Limited-Service Eating Places (NAICS 7222)	\$9,264,604	\$6,049,573	\$3,215,031	21.0	10
Special Food Services (NAICS 7223)	\$2,369,264	\$0	\$2,369,264	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$726,965	\$304,984	\$421,981	40.9	1

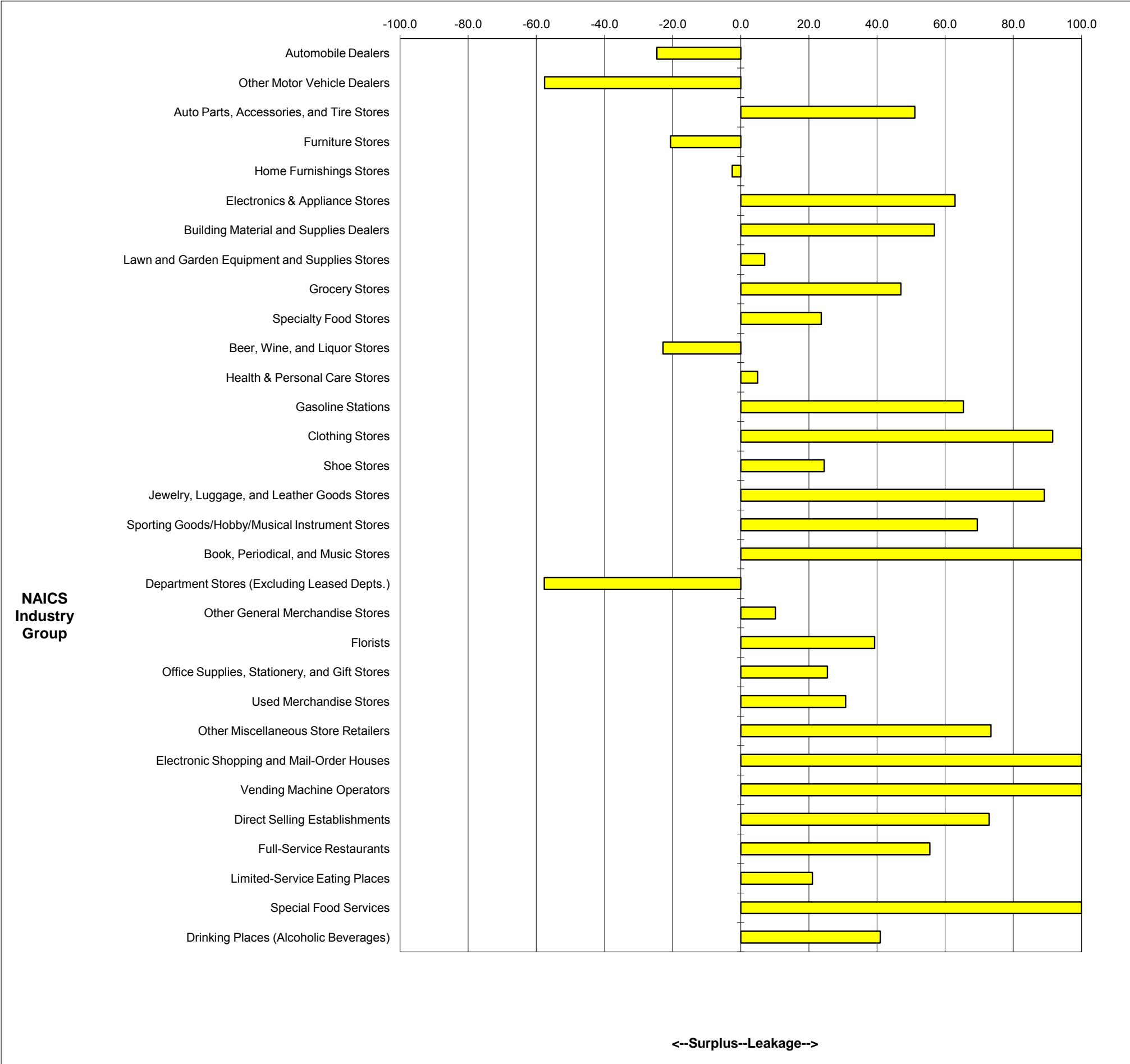
Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup.

Brunswick town, NY_4
Brunswick town, NY (3608310275)
Geography: County Subdivision

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup.

07 Exurbanites

Segment Code07
Segment Name*Exurbanites*
LifeMode Summary GroupL1 *High Society*
Urbanization Summary GroupU7 *Suburban Periphery I*



Demographic

Exurbanites residents prefer an affluent lifestyle in open spaces beyond the urban fringe. Although 40 percent are empty nesters, another 32 percent are married couples with children still living at home. Half of the householders are aged between 45 and 64 years. They may be part of the "sandwich generation," because their median age of 45.5 years places them directly between paying for children's college expenses and caring for elderly parents. To understand this segment, the lifestage is as important as the lifestyle. There is little ethnic diversity; most residents are white.

Socioeconomic

The 65.2 percent labor force participation rate is slightly higher than the US rate of 62.4 percent. Approximately half work in substantive professional or management positions. These residents are educated; more than 40 percent of the population aged 25 years and older hold a bachelor's or graduate degree; approximately three in four have attended college. The median net worth is \$368,532, approximately four times the national figure. The median household income is \$84,522. More than 20 percent earn retirement income; another 57 percent receive additional income from investments.

Residential

Although *Exurbanites* neighborhoods are growing by 1.61 percent annually, they are not the newest areas. Recent construction comprises only 22 percent of the housing. Seventy percent of the housing units were built after 1969. Most are single-family homes. The median home value is \$248,490, more than one-and-one-half times the national median. Because *Exurbanites* cannot take advantage of public transportation, nearly 80 percent of the households own at least two vehicles. Their average commute time to work is comparable to the US average.

Preferences

Because of their lifestage, *Exurbanites* residents focus on financial security. They consult with financial planners; have IRA accounts; own shares in money market funds, mutual funds, and tax-exempt funds; own common stock; and track their investments online. Between long-term care insurance and substantial life insurance policies, they are well insured. Many have home equity lines of credit.

To improve their properties, *Exurbanites* residents work on their homes, lawns, and gardens. They buy lawn and garden care products, shrubs, and plants. Although they will also work on home improvements such as interior and exterior painting, they hire contractors for more complicated projects. To help them complete their projects, they own all kinds of home improvement tools such as saws, sanders, and wallpaper strippers.

They are very physically active; they lift weights, practice yoga, and jog to stay fit. They also go boating, hiking, and kayaking; play Frisbee; take photos; and go bird watching. When vacationing in the United States, they hike, downhill ski, play golf, attend live theater, and see the sights. This is the top market for watching college basketball and professional football games. They listen to public and news/talk radio and contribute to PBS. They participate in civic activities, serve on committees of local organizations, address public meetings, and help with fundraising. Many are members of charitable organizations.

13 In Style

Segment Code13
Segment Name*In Style*
LifeMode Summary GroupL2 *Upscale Avenues*
Urbanization Summary GroupU7 *Suburban Periphery I*



Demographic

In Style residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 40 years. There is little diversity in these neighborhoods.

Socioeconomic

In Style residents are prosperous, with a median household income of \$70,745 and a median net worth of \$182,665. Wages and salaries provide income for 84 percent of the households; 47 percent also receive some form of investment income. *In Style* residents are more educated compared to the US level: 42 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Labor force participation is 68.5 percent; unemployment is 8.4 percent. Forty-six percent of employed residents have professional or management positions, with above average concentrations in the finance, insurance, health care, technical services, and education industry sectors.

Residential

In Style residents live in affluent neighborhoods of metropolitan areas across the country. More suburban than urban, they embrace an urbane lifestyle; 14 percent prefer townhouses to traditional single-family homes chosen by 56 percent of the households. The median home value is \$218,289. The 68 percent rate of home ownership is just slightly above average. More than three-quarters of the housing was built in the last 30 years.

Preferences

Computer savvy *In Style* residents go online daily to research real estate information; do their banking; track investments; trade stocks; book travel; and buy computer hardware or software, concert tickets, or tickets to sporting events. They use a financial planner and invest in stocks, bonds, money market funds, money market bank accounts, and securities. Looking toward the future, residents hold life insurance policies and contribute to IRA and 401(k) retirement accounts. To maintain their homes, they hire professional household cleaning services and contractors to remodel their kitchens.

Residents stay fit by exercising, eating a healthy diet to control their weight, buying low-fat foods, and taking vitamins. They attend live musical performances and gamble at casinos. They take domestic vacations to hike, golf, and go backpacking. They read magazines, listen to news-talk radio, and watch professional sports events and golf on TV.

14 Prosperous Empty Nesters

Segment Code14
Segment Name*Prosperous Empty Nesters*
LifeMode Summary GroupL5 *Senior Styles*
Urbanization Summary GroupU7 *Suburban Periphery I*



Demographic

Approximately 6 in 10 householders in *Prosperous Empty Nesters* neighborhoods are aged 55 years or older. Forty percent of the households are composed of married couples with no children living at home. Residents are enjoying the move from child-rearing to retirement. The median age is 48.9 years. Population in this segment is increasing slowly, at 0.53 percent annually; however, the pace will probably accelerate as the Baby Boomers mature. *Prosperous Empty Nesters* residents are not ethnically diverse; approximately 90 percent are white.

Socioeconomic

With a median net worth of \$261,595, *Prosperous Empty Nesters* invest prudently for the future. The median household income is \$67,295. Although 71 percent of the households earn income from wages and salaries, 59 percent receive investment income, 30 percent collect Social Security benefits, and 28 percent receive retirement income. Forty-one percent of residents aged 25 years and older hold bachelor's or graduate degrees; nearly 70 percent have attended college. Many residents who are still working have solid professional and management careers, especially in the education and health care industry sectors.

Residential

These residents live in established neighborhoods located throughout the United States; approximately one-third of these households are found on the East Coast. These neighborhoods experience little turnover from year to year. Seventy-seven percent of the housing was built before 1980. Most of the housing is single-family, with a median home value of \$193,784.

Preferences

Prosperous Empty Nesters residents value their health and financial well-being. Their investments include annuities, certificates of deposit held longer than six months, mutual funds, money market funds, tax-exempt funds, and common stock. They hold universal life insurance policies. Residents exercise regularly and take a multitude of vitamins. They refinish furniture and play golf. They also attend golf tournaments and sports events, particularly baseball games and college football games. They order by phone from catalogs and use coupons. Households are likely to own or lease a luxury car.

Prosperous Empty Nesters residents take pride in their homes and communities, so home remodeling, improvements, and lawn care are priorities. Residents will join a civic club or charitable organization, help with fund-raising, write to a radio station or newspaper editor, and volunteer. They travel extensively in the United States and abroad. They read biographies, mysteries, and history books; two or more daily newspapers; and business or fitness magazines. They watch golf, news, and talk programs on TV.

18 Cozy and Comfortable

Segment Code18
Segment Name*Cozy and Comfortable*
LifeMode Summary GroupL2 *Upscale Avenues*
Urbanization Summary GroupU8 *Suburban Periphery II*



Demographic

Cozy and Comfortable residents are middle-aged married couples who are comfortably settled in their single-family homes in older neighborhoods. The median age of 42.3 years is five years older than the US median of 37 years. Most residents are married without children or married couples with school-aged or adult children. With 8.7 million people, this is a relatively large segment that is growing moderately by 0.48 percent annually since 2000. Most of these residents are white.

Socioeconomic

Although the labor force is older, they are in no hurry to retire. The labor force participation rate is 65.7 percent; the unemployment figure is 9.3 percent. Employed residents work in professional, managerial, and service occupations in a variety of industry sectors. Occupation distributions are similar to US values. The median household income is \$65,665. Income for 80 percent of the households is earned from wages and salaries. Forty-six percent of households receive investment income. Their median net worth is \$181,850.

Residential

Cozy and Comfortable neighborhoods are located in suburban areas, primarily in the Midwest, Northeast, and South. Many residents are still living in the homes in which they raised their children. Single-family structures make up 88 percent of the household inventory. The median home value is \$154,868. Sixty-two percent of the housing units were built before 1970. Home ownership is at 85 percent.

Preferences

Cozy and Comfortable residents prefer to own certificates of deposit and consult a financial planner. They typically hold a second mortgage, a new car loan, a home equity line of credit, and a universal life insurance policy. Home improvement and remodeling projects are important to them. Although they will contract for some work, they attempt many projects, especially painting and lawn care. Depending on the season, they play golf or ice skate for exercise. They attend ice hockey games, watch science fiction movies on DVD, and take domestic vacations. They eat at family restaurants such as Friendly's, Bob Evans Farms, and Big Boy.

Going online isn't a priority, so they own older home computers. Television is very important; many households own four or more sets so they won't miss any of their favorite shows. They watch sports, particularly football, and news programs. Reading the Sunday newspaper is part of the routine for many.

29 Rustbelt Retirees

Segment Code29
Segment Name*Rustbelt Retirees*
LifeMode Summary GroupL5 *Senior Styles*
Urbanization Summary GroupU8 *Suburban Periphery II*



Demographic

Most of the households in these neighborhoods are married couples with no children or singles who live alone. Twenty percent are married couples with children. The median age is 45.6 years; more than one-third of the householders are aged 65 years or older. Seventeen percent are veterans. These neighborhoods are not ethnically diverse.

Socioeconomic

Although many residents still work, the labor force participation rate is 58 percent. Most households derive income from wages. However, 45 percent of households earn income from interest, dividends, and rental properties; 40 percent draw Social Security benefits; and 28 percent receive retirement income. The median household income is \$52,216, just below that of the US median. The median net worth is \$130,866, slightly above the US value. Overall, 86 percent of residents aged 25 years and older have graduated from high school, approximately 50 percent have attended college, and 20 percent hold a bachelor's or graduate degree.

Residential

Most *Rustbelt Retirees* neighborhoods can be found in older, industrial northeastern cities, especially in Pennsylvania, and other states surrounding the Great Lakes; 67 percent of the households are located in the Northeast and Midwest. Twenty-eight percent are in the South. Eighty-four percent of the housing is single-family homes with a median home value of \$119,104; three-fourths were built before 1970. Unlike many retirees, these residents are content to stay put and live in the same house for years.

Preferences

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, *Rustbelt Retirees* buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies.

They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. They watch home improvement shows, sports events, news programs, game shows, and old reruns on TV. Favorite channels include Home & Garden Television, the Hallmark Channel, and the Weather Channel. They listen to country, oldies, and sports radio and peruse the daily newspaper.

Appendix C:



AGENDA

Town of Brunswick Focus Group Discussion on Key Community Economic Development Barriers and Opportunities

Objectives: To obtain information on economic development and market conditions, identify development issues, and solicit feedback on future opportunities for the Town of Brunswick.

I. Introductions.....15 minutes

- Participants
- Laberge Group Consultants
 - Benjamin H. Syden, AICP, Director of Planning & Community Development
 - Stephanie L. Siciliano, AICP, Senior Planner

II. Project Overview10 minutes

- Brief explanation of the Comprehensive Plan Update and planning process

III. Facilitated Discussion60 minutes

Talking Points

- Generally speaking, what economic development opportunities exist in the Town of Brunswick and Rensselaer County? What are the area's key assets for economic development?
- What sectors of the economy are growing in the Town of Brunswick? Is there a need for additional sites or buildings to support these uses?
- How would you characterize the market for the following types of real estate in the Town of Brunswick? Generally what are current vacancy rates and prices per square foot?
 - Light Industrial
 - Office
 - Retail
 - Residential
- What types of amenities, stores, or services are needed in Town of Brunswick? Are there specific gaps in the current mix of goods and services that should be addressed to increase retail sales and enhance tourism?
- What are the most significant challenges to new development or redevelopment and how should these challenges be addressed?

IV. Wrap Up & Next Steps5 minutes



Town of Brunswick Business-Owner Questionnaire

Name: _____

Contact Number _____

Business Name or Area of Interest: _____

1. What are Brunswick's *strengths* as a place to do business?

2. What are Brunswick's *weaknesses* as a place to do business? What hinders or has the potential for hindering your business plans in the future?

3. What is the most important action that should be taken to improve the local business climate and enhance economic development in the Town of Brunswick?



Town of Brunswick Business-Owner Questionnaire

- 4. In your opinion, what types of stores, services, or other businesses are most needed and would be most successful in Brunswick?**

- 5. How do you market your business?**

- 6. How can the Town better utilize its economic assets?**

PLEASE RETURN COMPLETED QUESTIONNAIRE TO:

Laberge Group, Attn: Stephanie Siciliano

4 Computer Drive West

Albany, NY 12205

Phone: (518) 458-7112

Fax: (518) 458-1879

Email: ssiciliano@labergegroup.com



PLEASE JOIN US


Attention Brunswick Residents

The Town of Brunswick is updating the Comprehensive Plan. The Plan will analyze the Town's existing conditions, summarize the Town's assets, and provide local government, businesses, and citizens with a guide for the future preservation and growth of the community. Please join us for a Visioning Workshop. The workshop will focus on issues of quality of life, land use, traffic and pedestrian safety concerns, connectivity between neighborhoods, as well as opportunities for community enhancements. The outcome of this public workshop will help the Town prioritize economic development and community revitalization projects to make the Town a more desirable place to live, work, and visit.

Share YOUR Vision




WHO:	All interested Brunswick residents, business-owners, property-owners, community groups, etc.
WHAT:	Visioning Workshop
WHEN:	Tuesday March 6, 2012 7:00 p.m. – 8:30 p.m.
WHERE:	Tamarac High School Cafeteria 3992 NY2, Troy, NY 12180

For more information please contact the Town Supervisor at: (518) 279-3461



Town of Brunswick Comprehensive Plan Update

Public Visioning Workshop March 6, 2012

Town of Brunswick Comprehensive Plan



Introductions

Laberge Group

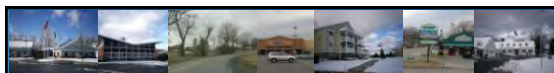
- Ben Syden, AICP, Director of Planning & Community Development
- Stephanie Siciliano, AICP, Senior Planner

Comprehensive Plan Advisory Committee

- Russell Oster
- Gordon Christian
- Michael Czornyj
- Ryan Silva
- Matthew Wade
- Kenneth Herrington
- Mark Cipperly
- James Tkacik
- Frank Brenenstuh
- Chuck Watson
- Margaret Doyle
- Andrew Ross
- Tracey Broderick
- Tom Meyer




Town of Brunswick Comprehensive Plan



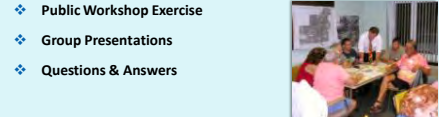


Agenda

- What is a Comprehensive Plan
- Why Public Participation is Necessary
- Review of the Planning Process
- Summary of Strengths & Weaknesses
- Public Workshop Exercise
- Group Presentations
- Questions & Answers

EVERYONE IS WELCOME
All Residents, Property Owners, Local Groups, Businesses and Government Officials are invited.

What is Your Vision?
The community is developing a Plan to guide us into the future and we need to know what you think. This is your opportunity to make a difference in your community.

Your vision is shaping your community's future.

Town of Brunswick Comprehensive Plan



What is a Comprehensive Plan?

A Comprehensive Plan is a written document that identifies and establishes goals, objectives, principals, policies, and strategies to guide the future growth and development of a community.

Purpose:

- To Establish a Community Vision
- To Gain an Understanding of Brunswick's Assets and Liabilities.
- To Protect Important Natural and Cultural Resources
- To Improve Economic Conditions
- To Provide Direction to Governmental Agencies
- To Improve Access to Financial and Technical Assistance




Town of Brunswick Comprehensive Plan



Why is Public Participation Necessary?

Involving community members in the planning process from an early date allows them to identify more closely with the Plan, which is necessary for successful project implementation.

Public participation includes public workshops, stakeholder interviews, and public hearings. Obtaining feedback from the public will allow the Advisory Committee to better understand the Town's assets and liabilities.






Town of Brunswick Comprehensive Plan



Review of Planning Process

- Draft Community Profile (in progress)
- Stakeholder Interviews (2/7/12)
- Business-owner Focus Group Discussion (2/15/12)
- Public Visioning Workshop (Tonight)
- Preparation of Draft Plan (April - May 2012)
- CPAC Review of Draft Plan (June-July 2012)
- Public Workshop on Goals & Recommendations (TBA)
- Public Hearing # 1 on Final Draft Plan (TBA)
- SEQRA and County Review on Final Draft Plan (TBA)
- Public Hearing # 2 on Final Plan (TBA)
- Plan Adoption (TBA)

Town of Brunswick Comprehensive Plan



Summary of Town Strengths and Opportunities


Strengths

- ❖ The people, community character, small town feeling
- ❖ Scenery, rural charm, open space, quiet community
- ❖ Convenient and close to major roads, i.e., 787, I 90, I-87
- ❖ Proximity to city and the Capital/Saratoga Region
- ❖ Wide range of housing types
- ❖ Well educated population, good school system, good labor force
- ❖ Community center, recreational, historical and cultural opportunities

Opportunities



- ❖ Extend infrastructure and promote quality, attractive, walkable neighborhoods
- ❖ Potential tourist stop for VT travelers with the right mix of retail, amenities and other attractions


  *Town of Brunswick Comprehensive Plan*



Summary of Town Weaknesses & Threats



- ❖ Lack of identity
- ❖ Traffic, on Route 7 especially
- ❖ Outdated zoning
- ❖ Lack of planning
- ❖ Retail leakage - everyone shops elsewhere - lack of local choices
- ❖ Need a variety of restaurants, not just fast food
- ❖ Lack of a home improvement center (Home Depot/Lowes)
- ❖ Loss of agricultural land and open space due economy and development pressure
- ❖ Lack of entertainment
- ❖ No hotel accommodations
- ❖ Not business friendly
- ❖ Empty buildings on Rte 7
- ❖ Lack of a future plan/guide for infrastructure expansion (sewer & water)


  *Town of Brunswick Comprehensive Plan*



Visioning Workshop Objectives



- ❖ To bring local stakeholders and members of the community together to share ideas on what they like and dislike about the town, and how the town should be improved in the future.
- ❖ To identify among other things, where you would like to see aesthetic enhancements, infrastructure improvements, new parks, farmland and open space protection, housing improvements, brownfield cleanup and redevelopment, hamlet enhancements, transportation, pedestrian and bicycle circulation improvements, and other design considerations that would make the town a more desirable place to live, work, and visit.
- ❖ To prioritize the goals and actions that you believe the town should focus on immediately.

  *Town of Brunswick Comprehensive Plan*



Workshop Procedures

- ❖ Appoint a group scribe/note-taker. Write down all comments.
- ❖ Allow for free flow of ideas without debate.
- ❖ Review the Issues and Questions to Consider.
- ❖ List strategies or actions that should be pursued by the town to address certain issues.
- ❖ At the end of the session, put a check mark next to your top three priority actions.
- ❖ A representative from each group will present the group results to the public.


  *Town of Brunswick Comprehensive Plan*



Key Visioning Topic Areas

- ❖ Transportation
- ❖ Housing
- ❖ Parks, Recreation and Community Services
- ❖ Municipal Services and Infrastructure
- ❖ Economic Development & Growth
- ❖ Cultural and Historic Preservation
- ❖ Natural and Agricultural Resources
- ❖ Local Regulations, Land Use/Zoning

  *Town of Brunswick Comprehensive Plan*





Transportation


Issues:

- ❖ Inadequate road design for traffic volumes.
- ❖ Congestion on Route 7.
- ❖ Poor accessibility between neighborhoods, lack of sidewalks, bike lanes and bus routes.
- ❖ Preservation of Route 2 scenic character.


Questions to Consider:

- ❖ What should be done to improve the towns transportation system?
- ❖ Where should the town focus on new sidewalks, trails, and/or bike paths?
- ❖ Where should the town focus on traffic calming?
- ❖ Where are the high accident locations in town?

  *Town of Brunswick Comprehensive Plan*



Housing




Issues:

- ❖ Limited housing options.
- ❖ Lack of housing for senior citizens.
- ❖ Fast pace of housing development.

Questions to Consider:

- ❖ What should the town do to encourage the clean up of dilapidated housing?
- ❖ Where should new housing in the town be encouraged?
- ❖ What types of development patterns are desirable, i.e., clustered subdivisions, large lot single family?
- ❖ What types of housing should be encouraged and where, i.e., single-family, multi-family, apartment complexes, senior housing, condominiums?
- ❖ How can new and old developments be connected?



Town of Brunswick Comprehensive Plan



Parks, Recreation and Community Services



Issues:

- ❖ Need to improve town parks for a greater variety of users.
- ❖ Need for more youth and senior programs and activities.
- ❖ Need to connect/expand trail system.

Questions to Consider:

- ❖ What additions or improvements would you like to see to the town parks?
- ❖ Where should new parks be developed. What types of amenities are needed?
- ❖ What land should be preserved for recreation and open space?
- ❖ How can the existing parks be connected with trails?
- ❖ What types of adult or youth programs are needed?
- ❖ How can the community center be better utilized?



Town of Brunswick Comprehensive Plan



Municipal Services and Infrastructure



Issues:

- ❖ Need to increase public water volume.
- ❖ Replace water pipes to improve water quality and taste.
- ❖ Need to expand public water and sewer to accommodate new development.
- ❖ Keep taxes low, while offering quality municipal services.

Questions to Consider:

- ❖ Where should public water and sewer be expanded?
- ❖ How should the town improve municipal services, i.e., police, fire, ems, roads, schools, other services?



Town of Brunswick Comprehensive Plan



Economic Development and Growth



Issues:

- ❖ Retail leakage - lack of economic variety.
- ❖ Loss of agricultural businesses.
- ❖ Traffic congestion on Route 7 corridor.
- ❖ Desire to focus new development in hamlets.
- ❖ Need a plan for infrastructure improvements.

Questions to Consider:

- ❖ What types of business should be encouraged, and where?
- ❖ How should vacant, or under-utilized properties be re-used?
- ❖ What types of commercial development should be in the existing hamlets?
- ❖ What actions are needed to encourage/enhance agricultural business?



Town of Brunswick Comprehensive Plan



Cultural and Historic Preservation



Issues:


- ❖ Identification, protection and marketing of important historic and cultural resources.

Questions to Consider:

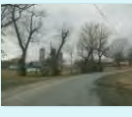
- ❖ Is the town adequately protecting its historic and cultural resources?
- ❖ Are there other opportunities for the preservation of historic buildings or sites?
- ❖ How could the town better utilize and market the existing historic and cultural resources for residents and tourists alike?



Town of Brunswick Comprehensive Plan



Natural and Agricultural Resources




Issues:


- ❖ Protect land and water resources, and sensitive habitats.
- ❖ Protect prime agricultural soils and keep active farms.
- ❖ Maintain scenic and rural qualities of the town.

Questions to Consider:

- ❖ Does the town promote adequate protection of sensitive environments?
- ❖ How could the town protect streams, ground water and other environments?
- ❖ How could we manage future development and safeguard the environment at the same time?
- ❖ What can be done to preserve agriculture, agri-business and scenic lands?



Town of Brunswick Comprehensive Plan





Local Regulations, Land Use & Zoning

Issues:

- ❖ Outdated zoning laws, definitions and inconsistent review procedures.
- ❖ Minimum lot sizes inconsistent with access to water and sewer.
- ❖ Need smart growth, smart infrastructure, and complete streets policies.
- ❖ Need stronger design guidelines for commercial and more consideration of road capacity and connectivity.
- ❖ Need further protection of natural resources.

Questions to Consider:

- ❖ How should the town change the zoning regulations to guide new development?
- ❖ Where should the various types of uses be allowed?
- ❖ Should the town have more control over architecture, signage, lighting and landscaping for new construction?

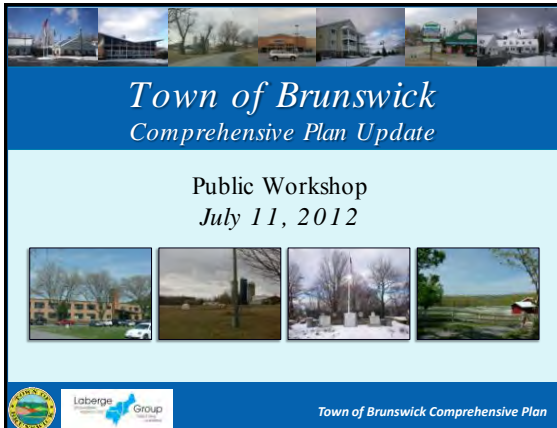
Town of Brunswick Comprehensive Plan



Thank You!






Town of Brunswick Comprehensive Plan



Town of Brunswick Comprehensive Plan Update

Public Workshop July 11, 2012

Town of Brunswick Comprehensive Plan



Introductions

Laberge Group

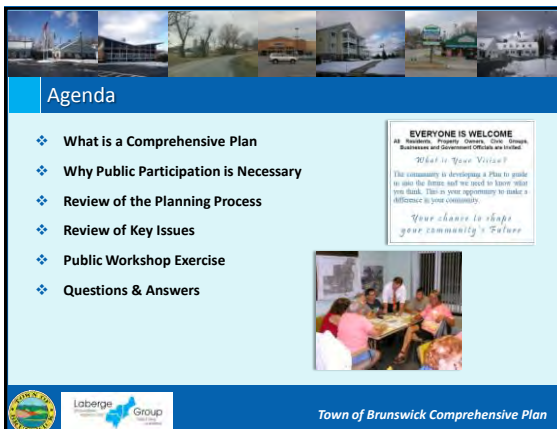
- Ben Syden, AICP, Director of Planning & Community Development
- Stephanie Siciliano, AICP, Senior Planner

Comprehensive Plan Advisory Committee

- Russell Oster
- Gordon Christian
- Michael Czornyj
- Ryan Silva
- Matthew Wade,
- Kenneth Herrington
- Mark Clipperly
- James Tkacik
- Frank Brenenstuhl
- Chuck Watson
- Margaret Doyle
- Andrew Ross
- Tracey Broderick
- Tom Meyer



Town of Brunswick Comprehensive Plan




Agenda

- What is a Comprehensive Plan
- Why Public Participation is Necessary
- Review of the Planning Process
- Review of Key Issues
- Public Workshop Exercise
- Questions & Answers

EVERYONE IS WELCOME
All Residents, Property Owners, City Groups, Businesses and Government Officials are Invited.

What is Your Voice?
The community is developing a Plan to guide us into the future and we need to know what you think. This is your opportunity to make a difference in your community.

Your choice is shape your community's future




Town of Brunswick Comprehensive Plan



What is a Comprehensive Plan?

A Comprehensive Plan is a written document that identifies and establishes goals, objectives, principals, policies, and strategies to guide the future growth and development of a community.

Purpose:

- To Establish a Community Vision
- To Gain an Understanding of Brunswick's Assets and Liabilities.
- To Protect Important Natural and Cultural Resources
- To Improve Economic Conditions
- To Provide Direction to Governmental Agencies for Future Policy Changes
- To Improve Access to Financial and Technical Assistance



Town of Brunswick Comprehensive Plan



Why is Public Participation Necessary?

Involving community members in the planning process from an early date allows them to identify more closely with the Plan, which is necessary for successful project implementation.

Public participation includes public workshops, stakeholder interviews, and public hearings. Obtaining feedback from the public will allow the Advisory Committee to better understand the Town's assets and liabilities.





Town of Brunswick Comprehensive Plan




Review of Planning Process


- Draft Community Profile (in progress)
- Stakeholder Interviews (2/7/12)
- Business-owner Focus Group Discussion #1 (2/15/12)
- Public Visioning Workshop (3/6/12)
- Business-owner Focus Group Discussion #2 (6/12/12)
- CPAC Review of Draft Inventory & Analysis (June-July 2012)
- Public Workshop on Goals & Recommendations (Tonight)
- Public Hearing # 1 on Final Draft Plan (TBA)
- SEQRA and County Review on Final Draft Plan (TBA)
- Public Hearing # 2 on Final Plan (TBA)
- Plan Adoption (TBA)



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Review of Key Issues




Strengths

Weaknesses

Opportunities

Threats



Town of Brunswick Comprehensive Plan



Transportation Key Issues



Key Issues:

- ❖ Congestion on Rte 7, bottleneck, poor merging areas, accidents, poor timing of traffic lights.
- ❖ Need for more sidewalks, wider shoulders for safer walking areas.
- ❖ Need for safe areas to bike, bike lanes, widen shoulders, paths, signage.
- ❖ Need to improve public transportation, i.e., park and ride, direct bus routes to major employment areas, provide more services to seniors.
- ❖ Need for traffic calming and speed enforcement measures.



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Housing Key Issues




Key Issues:

- ❖ Encourage new housing development in areas where existing roads and infrastructure are.
- ❖ Preserve rural character, avoid sprawl.


- ❖ Provide more affordable senior housing opportunities.
- ❖ Provide a variety of housing types.
- ❖ Provide incentives to homeowners to revitalize existing housing stock.
- ❖ Provide home-ownership options for people across their lifespan
- ❖ Enforce current zoning laws and building codes.



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Parks, Recreation, & Community Services Key Issues



Key Issues:

- ❖ Provide a system of walking/hiking and/or biking trails that connect the neighborhoods schools, parks.
- ❖ Improve the existing parks to cater to all age groups and make the parks more accessible.

- ❖ Increase usage of the Community Center for community events.
- ❖ Improve public access to the Poestenkill Creek with walking/hiking trails.
- ❖ Continue to encourage developers to provide parks, trails and open space.



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Municipal Services and Infrastructure Key Issues



Key Issues:

- ❖ Plan future public water and sewer expansion near areas that are already populated/developed.
- ❖ Review fire service needs for water and make recommendations for improvements.

- ❖ Increase availability/expand natural gas for residential/commercial use.
- ❖ Improve the quality of the existing public water/sewer system and address current maintenance needs before extending for new development.
- ❖ Ensure all plans and maps for infrastructure expansion are publically available.



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Economic Development and Growth Key Issues



Key Issues:

- ❖ Support a diversity of small neighborhood locally owned business.
- ❖ Encourage and provide incentives for new businesses to occupy existing vacant buildings on Rte 7 and elsewhere.

- ❖ Promote and support all types of agri-business.
- ❖ Encourage entertainment businesses, things for adults and kids to do in town.
- ❖ Encourage new commercial development to locate where infrastructure capacity is available. Cluster business, community uses and parks to develop neighborhoods.



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Cultural and Historic Preservation Key Issues





Key Issues:



- ❖ Increase public awareness of historical resources.
- ❖ Establish partnerships for grants and funding for historic preservation efforts.
- ❖ Recruit volunteers to support clean up and maintenance of historical buildings, and cemeteries.
- ❖ Use zoning and building codes to preserve old buildings and historic sites.
- ❖ Provide more funding for the library.



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Natural and Agricultural Resources Key Issues





Key Issues:

- ❖ Identify priority farmland and open space that should be preserved and funding sources for preservation.
- ❖ Inventory and preserve wetlands, streams, and other rare and sensitive habitats.
- ❖ Promote agricultural business.
- ❖ Protect aquifers and groundwater/drinking water supplies.
- ❖ Promote smart growth, i.e., protect farmland and open space, avoid sprawl.



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Local Regulations, Land Use & Zoning Key Issues

Key Issues:

- ❖ Update the PDD section of the zoning ordinance to clearly define the review process, and limit the use of PDD.
- ❖ Update the zoning ordinance with new definitions and clarify procedures for special uses, and add detailed criteria/requirements.
- ❖ Reform local government procedures to broaden public participation, make rules, regulations transparent.
- ❖ Widen the commercial zone along Route 7 to accommodate future commercial growth, but do not allow commercial development along the entire corridor within the town.
- ❖ Develop design guidelines and/or additional detailed requirements/standards for architecture, lighting, and landscaping.





Town of Brunswick Comprehensive Plan



Workshop Procedures

Open House Workshop

- ❖ Review Summary of Key Issues
- ❖ Review Draft Goals & Action Statements
- ❖ Indicate Agree, Disagree with a sticker
- ❖ What other ideas do you have? Write in any comments, changes, modifications, additions at the bottom of the sheet
- ❖ Each Person will select three (3) "Top Priority" recommendations with a sticker

Town of Brunswick Comprehensive Plan



Thank You!



Town of Brunswick Comprehensive Plan

Appendix D:





**Attention
Town of Brunswick
Residents and Business-owners**

**Take an Active Role for the Future of
Your Community!**



**Complete the Online Community Survey
on the Town of Brunswick web page
<http://www.townofbrunswick.org>**

*If you do not have Internet access,
ask for a paper copy from the Town Clerk*




Thank you for participating!





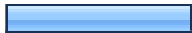






1. WHAT IS YOUR GENDER?

		Response Percent	Response Count
Male		50.8%	130
Female		49.2%	126
		answered question	256
		skipped question	4

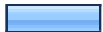



2. PLEASE INDICATE WHICH OF THE FOLLOWING APPLIES TO YOU.

		Response Percent	Response Count
Homeowner		95.4%	247
Renter		3.9%	10
Neither		0.8%	2
		answered question	259
		skipped question	1

3. PLEASE INDICATE YOUR AGE.

		Response Percent	Response Count
1-15		0.4%	1
26-34		10.5%	27
55-64		27.6%	71
16-20		0.4%	1
35-44		17.9%	46
65-74		12.5%	32
21-25		0.4%	1
45-54		26.5%	68
75+		3.9%	10
answered question			257
skipped question			3

4. HOW MANY YEARS HAVE YOU LIVED IN BRUNSWICK?

		Response Percent	Response Count
0-5		13.9%	36
6-10		13.9%	36
11-20		23.9%	62
21+		48.3%	125
answered question			259
skipped question			1

5. CHECK THE BOX THAT BEST DESCRIBES YOUR NEIGHBORHOOD OR PROPERTY.

		Response Percent	Response Count
Urban	<input type="checkbox"/>	1.9%	5
Suburban	<input checked="" type="checkbox"/>	53.7%	138
Rural	<input type="checkbox"/>	29.2%	75
Working Agriculture	<input type="checkbox"/>	11.7%	30
Abandoned Agriculture	<input type="checkbox"/>	2.3%	6
Commercial	<input type="checkbox"/>	1.2%	3
answered question			257
skipped question			3

6. ARE YOU SATISFIED WITH THE FOLLOWING MUNICIPAL OR LOCAL SERVICES?

	YES	NO	NO OPINION	Response Count
Fire protection	84.2% (219)	3.8% (10)	11.9% (31)	260
Emergency services	83.4% (216)	1.9% (5)	14.7% (38)	259
Library	70.3% (180)	10.5% (27)	19.1% (49)	256
Garbage/recycling	66.4% (170)	18.0% (46)	15.6% (40)	256
Road maintenance/snow removal	78.8% (205)	15.4% (40)	5.8% (15)	260
Sidewalk maintenance	24.7% (63)	14.9% (38)	60.4% (154)	255
Public water service	46.7% (120)	16.0% (41)	37.4% (96)	257
Public sewer service	21.6% (55)	22.4% (57)	56.1% (143)	255
Responsiveness of town government/staff	55.1% (141)	23.4% (60)	21.5% (55)	256
Recreational and community facilities	71.1% (182)	12.5% (32)	16.4% (42)	256
Programs/activities for senior citizens	21.6% (55)	7.1% (18)	71.4% (182)	255
Programs/activities for youth and teenagers	44.3% (113)	9.4% (24)	46.3% (118)	255
Economic development efforts	30.8% (78)	39.9% (101)	29.2% (74)	253
Code enforcement and permitting	46.1% (118)	27.7% (71)	26.2% (67)	256
Planning and zoning approval process	26.6% (68)	47.3% (121)	26.2% (67)	256
answered question				260
skipped question				0

7. DO YOU CONSIDER THE FOLLOWING TO BE A PRIORITY FOR BRUNSWICK?

	YES	NO	NO OPINION	Response Count
Improve traffic flow and safety on NYS Route 7 (Hoosick Rd.)	91.0% (232)	7.8% (20)	1.2% (3)	255
Improve pedestrian crossing areas for safety	54.3% (138)	28.3% (72)	17.3% (44)	254
Expand and maintain the existing sidewalk system	48.8% (123)	34.5% (87)	16.7% (42)	252
Connect neighborhoods with new walking trails and/or bike paths	59.1% (149)	32.5% (82)	8.3% (21)	252
Expand public transportation options	43.5% (108)	35.9% (89)	20.6% (51)	248
Reduce speed limit on Route 7	21.2% (54)	67.8% (173)	11.0% (28)	255
Reduce speed limit on Route 2	23.6% (60)	65.0% (165)	11.4% (29)	254
Expand public sewer district	50.8% (130)	31.6% (81)	17.6% (45)	256
Expand public water district	41.3% (105)	33.5% (85)	25.2% (64)	254
Expand availability of natural gas for residential/commercial use	63.7% (163)	19.1% (49)	17.2% (44)	256
Improve and expand parks and recreation to cater to all age groups	60.1% (152)	24.5% (62)	15.4% (39)	253
Encourage developers to provide open space, parks, trails in large developments	75.1% (190)	17.8% (45)	7.1% (18)	253
Plan additional community gatherings and events	41.4% (104)	30.7% (77)	27.9% (70)	251
Encourage new housing and commercial development in areas where existing roads and water/sewer infrastructure currently exist	55.1% (141)	37.9% (97)	7.0% (18)	256
Provide more affordable senior housing opportunities	40.3% (102)	28.9% (73)	30.8% (78)	253

Provide incentives to revitalize existing housing stock	61.7% (153)	24.6% (61)	13.7% (34)	248
Limit sprawl and preserve the rural character of the town	74.5% (190)	18.0% (46)	7.5% (19)	255
Update the zoning ordinance and clarify regulatory procedures	71.5% (181)	11.5% (29)	17.0% (43)	253
Develop design guidelines for architecture, lighting, and landscaping	48.6% (123)	36.0% (91)	15.4% (39)	253
Update the Planned Development District (PDD) section of the zoning ordinance with more detailed criteria/requirements for approval	66.0% (169)	17.2% (44)	16.8% (43)	256
Enforce current zoning laws and building codes	74.2% (190)	13.7% (35)	12.1% (31)	256
Promote a diversity of small business and services to provide jobs and support the community	81.8% (207)	8.7% (22)	9.5% (24)	253
Encourage new businesses to occupy vacant buildings in existing commercial areas	93.8% (240)	3.5% (9)	2.7% (7)	256
Promote and support agricultural business and preserve farmland	87.8% (224)	5.9% (15)	6.3% (16)	255
Preserve wetlands, streams, steep slopes, and sensitive wildlife habitats	84.3% (214)	10.2% (26)	5.5% (14)	254
Protect groundwater/drinking water supplies	94.9% (241)	2.0% (5)	3.1% (8)	254
Preserve and maintain historical resources for future enjoyment	79.9% (203)	8.7% (22)	11.4% (29)	254
answered question				259
skipped question				1

8. DO YOU FEEL THAT THE TOWN SHOULD?

	YES	NO	NO OPINION	Response Count
Increase zoning and land use restrictions to slow the pace of commercial and housing development	64.3% (148)	31.7% (73)	3.9% (9)	230
Reduce zoning and land use restrictions and allow a wider range of development options	31.1% (71)	60.5% (138)	8.3% (19)	228
answered question				253
skipped question				7

9. WHAT TYPE OF HOUSING AND COMMERCIAL DEVELOPMENT SHOULD BE ENCOURAGED IN THE TOWN OF BRUNSWICK?

	STRONG NEED	SOME NEED	NO NEED	Response Count
Single-Family Housing	35.7% (87)	44.3% (108)	20.1% (49)	244
Multi-Family Housing (owner-occupied)	12.9% (31)	44.2% (106)	42.9% (103)	240
Multi-Family Housing (renter - occupied)	5.4% (13)	27.2% (65)	67.4% (161)	239
Senior Housing	25.2% (62)	47.6% (117)	27.2% (67)	246
Mixed Use (residential and commercial in a neighborhood setting)	21.5% (51)	40.9% (97)	37.6% (89)	237
Childcare/daycare	20.9% (49)	51.1% (120)	28.1% (66)	235
Professional offices	18.9% (46)	54.7% (133)	26.3% (64)	243
Small home-based business	21.8% (53)	54.3% (132)	23.9% (58)	243
Restaurants	44.0% (109)	40.3% (100)	15.7% (39)	248
Coffee shop/bakery	29.8% (72)	44.2% (107)	26.0% (63)	242
Grocery store	37.9% (94)	26.6% (66)	35.5% (88)	248
Specialty food/health food stores	25.6% (63)	40.7% (100)	33.7% (83)	246
Garden center (nursery and lumber)	32.6% (79)	30.2% (73)	37.2% (90)	242
Fabric/craft hobby store	13.2% (32)	34.6% (84)	52.3% (127)	243
Agricultural business	32.2% (78)	45.5% (110)	22.3% (54)	242
Sporting goods	14.1% (34)	39.8% (96)	46.1% (111)	241
Outlet retail clothing shops	22.4% (55)	30.5% (75)	47.2% (116)	246
Salon/day spa	9.5% (23)	30.0% (73)	60.5% (147)	243
Bowling alley or other indoor recreation	17.6% (43)	34.0% (83)	48.4% (118)	244
Pharmacy/drug store	7.4% (18)	20.6% (50)	72.0% (175)	243






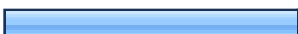


Home improvement/large appliance store	21.5% (52)	25.6% (62)	52.9% (128)	242
Antique shops	11.2% (27)	45.6% (110)	43.2% (104)	241
Low impact industry	21.7% (53)	46.3% (113)	32.0% (78)	244
answered question				254
skipped question				6

10. ARE YOU CONSIDERING LEAVING THE TOWN OF BRUNSWICK FOR ANY OF THE FOLLOWING REASONS?

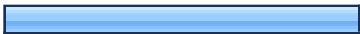





	YES	NO	NO OPINION	Response Count
Not enough housing availability and/or alternative housing styles	5.4% (13)	88.4% (214)	6.2% (15)	242
Not enough employment opportunities	5.8% (14)	85.9% (207)	8.3% (20)	241
Not enough community events	2.1% (5)	90.9% (220)	7.0% (17)	242
Lack of support or understanding of agricultural needs	6.7% (16)	79.8% (190)	13.4% (32)	238
Increase in taxes	34.8% (85)	57.0% (139)	8.2% (20)	244
Changes to the School District	20.0% (48)	68.3% (164)	11.7% (28)	240
Not enough parks and recreational opportunities	9.1% (22)	84.2% (203)	6.6% (16)	241
Loss of community character	26.3% (63)	65.0% (156)	8.8% (21)	240
Retirement	14.6% (35)	76.3% (183)	9.2% (22)	240
Not enough retail shopping opportunities	12.7% (30)	79.7% (189)	7.6% (18)	237
Too much traffic	33.8% (81)	60.8% (146)	5.4% (13)	240
Too far to drive to seek services	12.6% (30)	82.8% (198)	4.6% (11)	239
Not enough restaurants or other entertainment activities for adults	20.1% (48)	76.2% (182)	3.8% (9)	239

Not enough entertainment activities for children	11.4% (27)	77.2% (183)	11.4% (27)	237
Lack of public water	13.4% (32)	78.2% (186)	8.4% (20)	238
Lack of public sewer	19.7% (47)	71.5% (171)	8.8% (21)	239
Too many land use restrictions	11.4% (27)	75.5% (179)	13.1% (31)	237
Not enough land use restrictions	22.5% (53)	61.0% (144)	16.5% (39)	236
answered question				246
skipped question				14

11. OF THE FOLLOWING, WHAT ARE THE MOST POSITIVE ASPECTS OF LIVING IN THE TOWN OF BRUNSWICK, IN YOUR OPINION? (mark all that apply)

		Response Percent	Response Count
Rural lifestyle		75.2%	191
Close knit community		31.9%	81
Scenic beauty		82.7%	210
School district		31.9%	81
Low crime rate		70.9%	180
Close to work and shopping		44.1%	112
Recreational facilities		13.8%	35
Community services		14.6%	37
answered question			254
skipped question			6

12. HOW OFTEN DO YOU SHOP OR SEEK SERVICES IN CITIES OR TOWNS OTHER THAN BRUNSWICK?

		Response Percent	Response Count
Several times a week		53.1%	136
At least once a week		31.6%	81
Once every few weeks		10.5%	27
Once a month		3.9%	10
Once a year		0.4%	1
Never (all of my shopping and service needs are met in Brunswick)		0.4%	1
answered question			256
skipped question			4

13. PLEASE FEEL FREE TO PROVIDE ANY ADDITIONAL COMMENTS THAT YOU HAVE ABOUT BRUNSWICK OR THE COMPREHENSIVE PLAN BELOW:

	Response Count
	134
answered question	134
skipped question	126