

## APPENDICES

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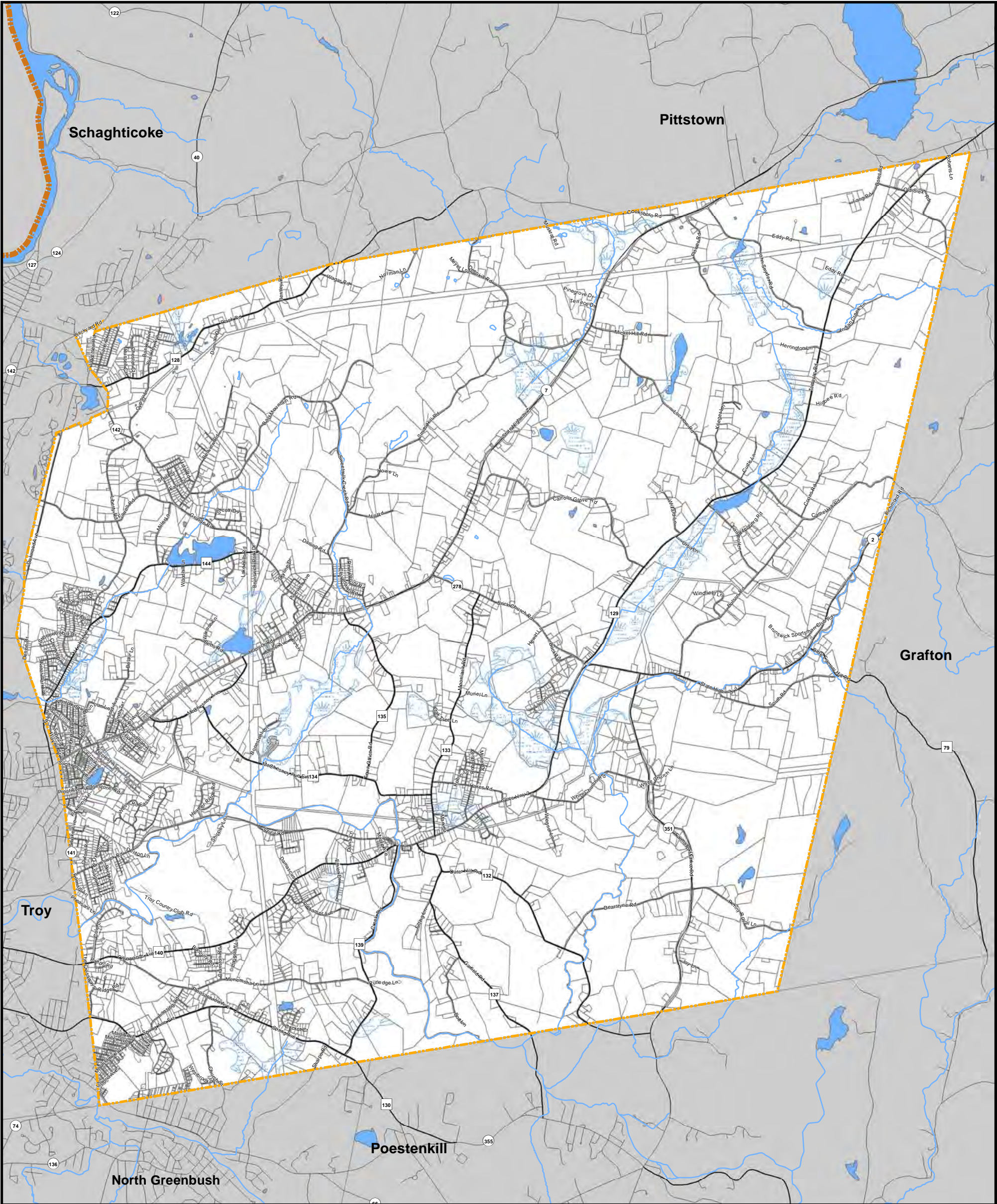


## Appendix A:

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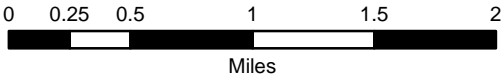
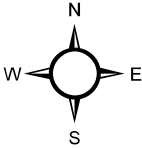
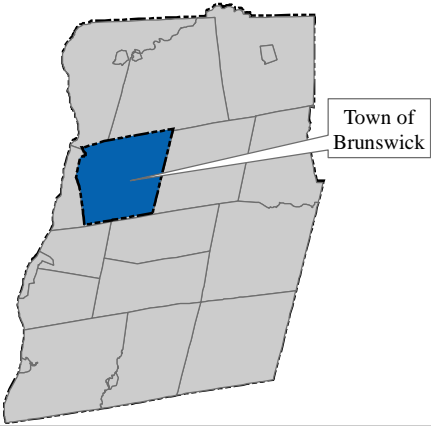


**Regional Location**  
Town of Brunswick  
Rensselaer County, New York

**Legend**

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

**Rensselaer County**



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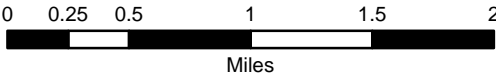
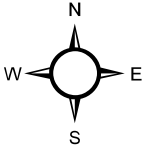
# Aerial Imagery, 2011

## Town of Brunswick

### Rensselaer County, New York

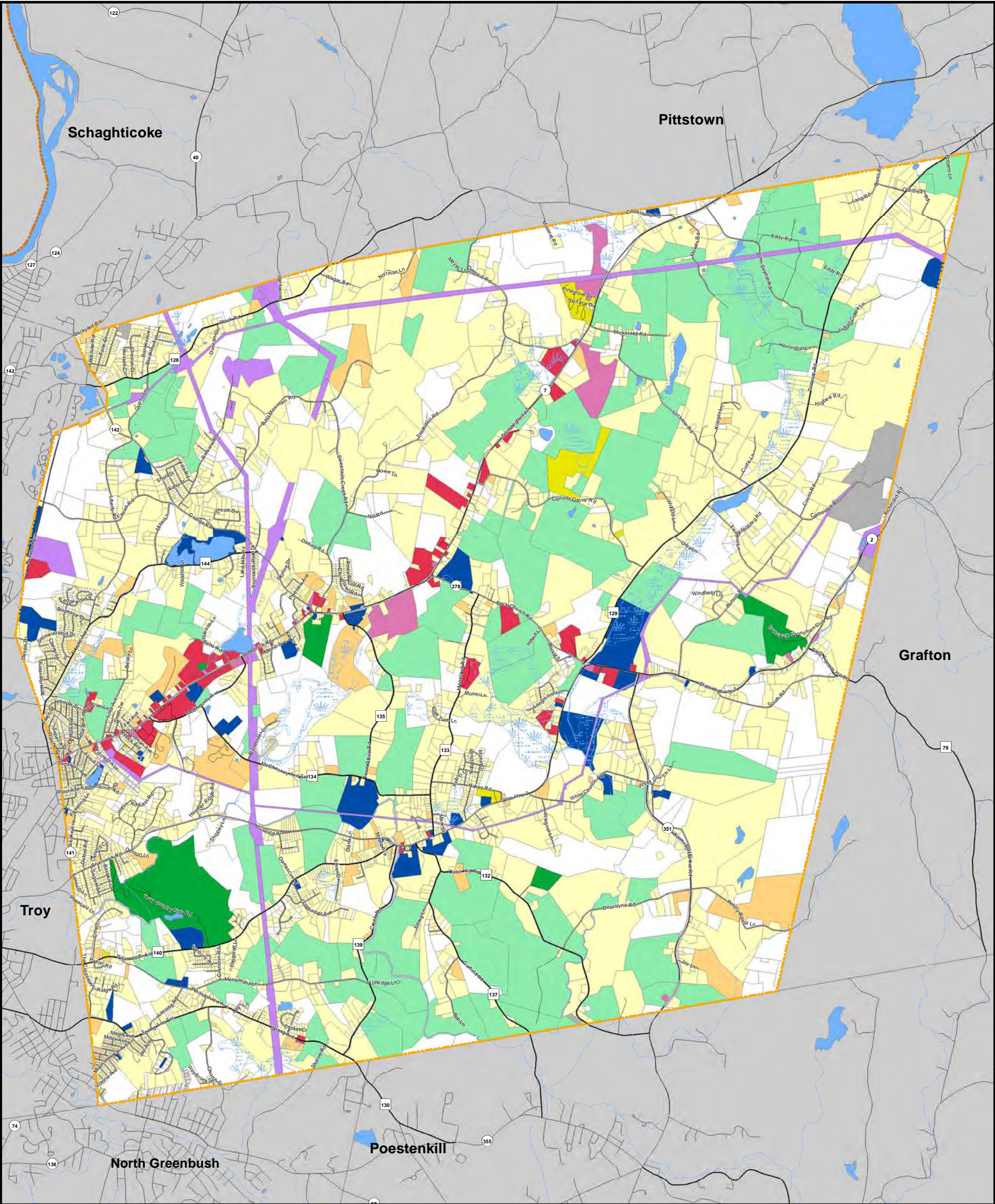
#### Legend

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



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# Existing Land Use

## Town of Brunswick

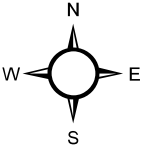
### Rensselaer County, New York

#### Legend

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

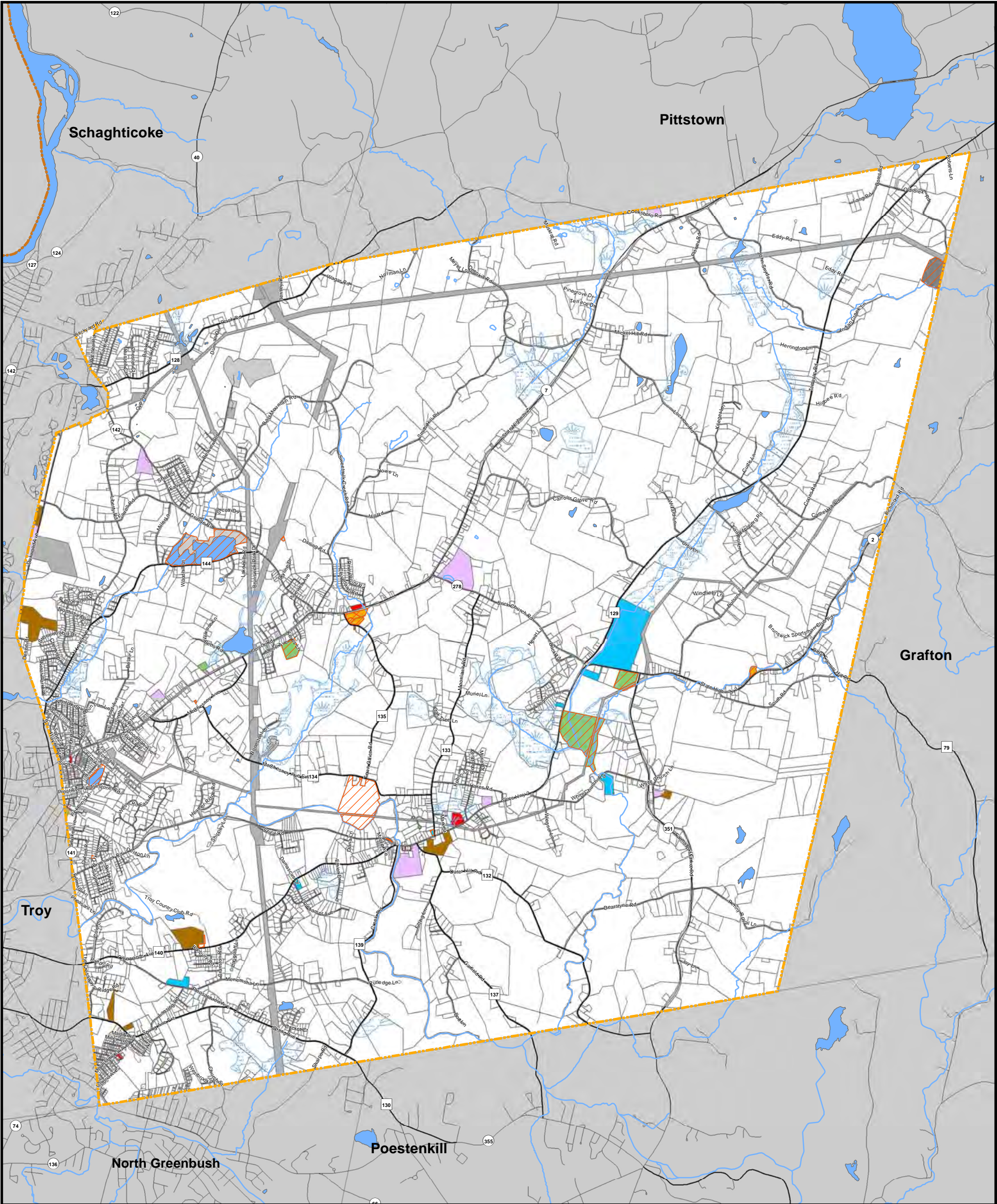
#### Land Use Classification

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



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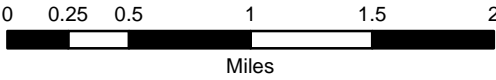
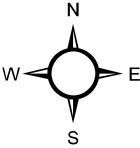
# Public Facilities and Properties

## Town of Brunswick

### Rensselaer County, New York

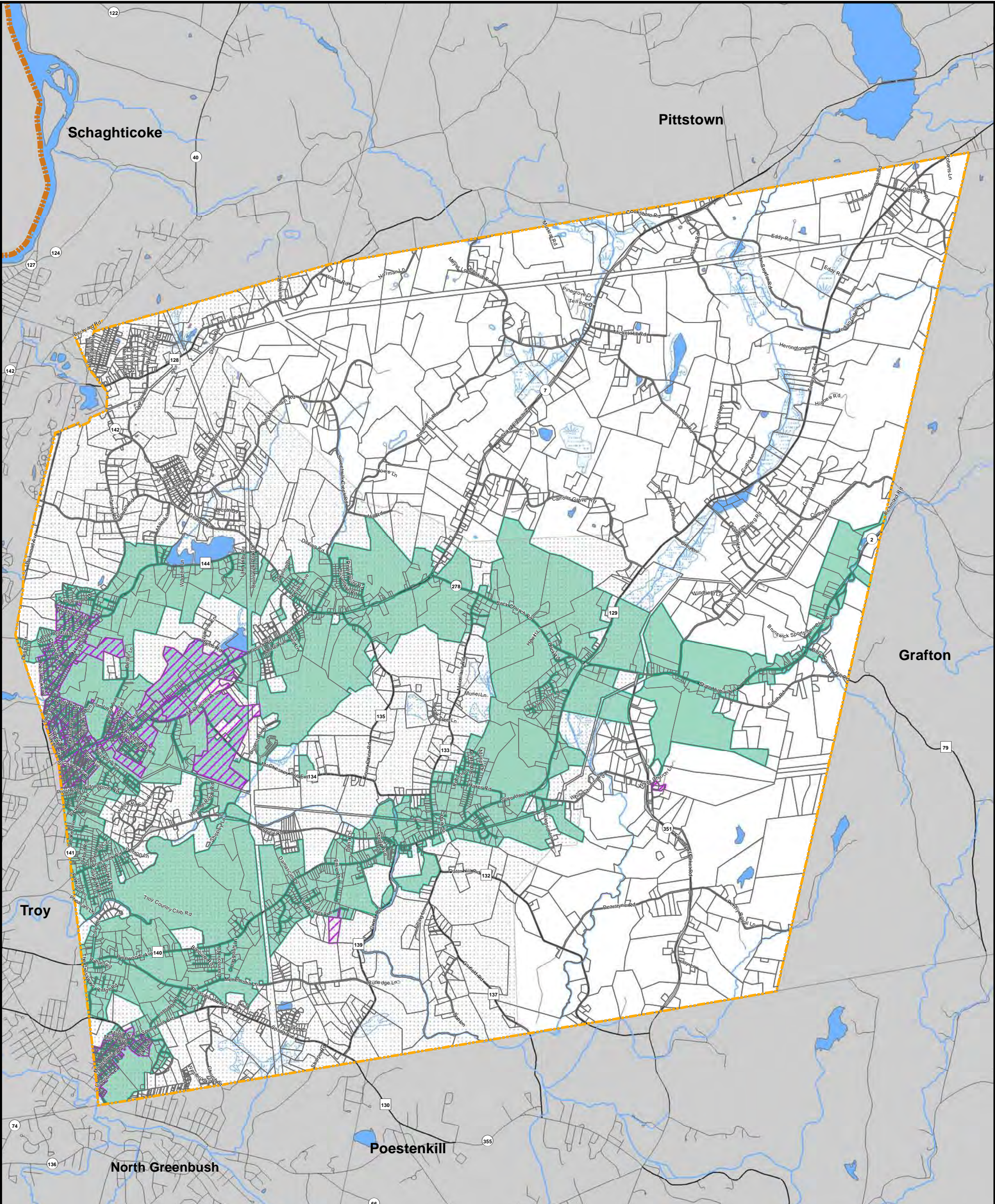
#### Legend

- |  |                       |  |                        |
|--|-----------------------|--|------------------------|
|  | 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


Legend

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

N

W

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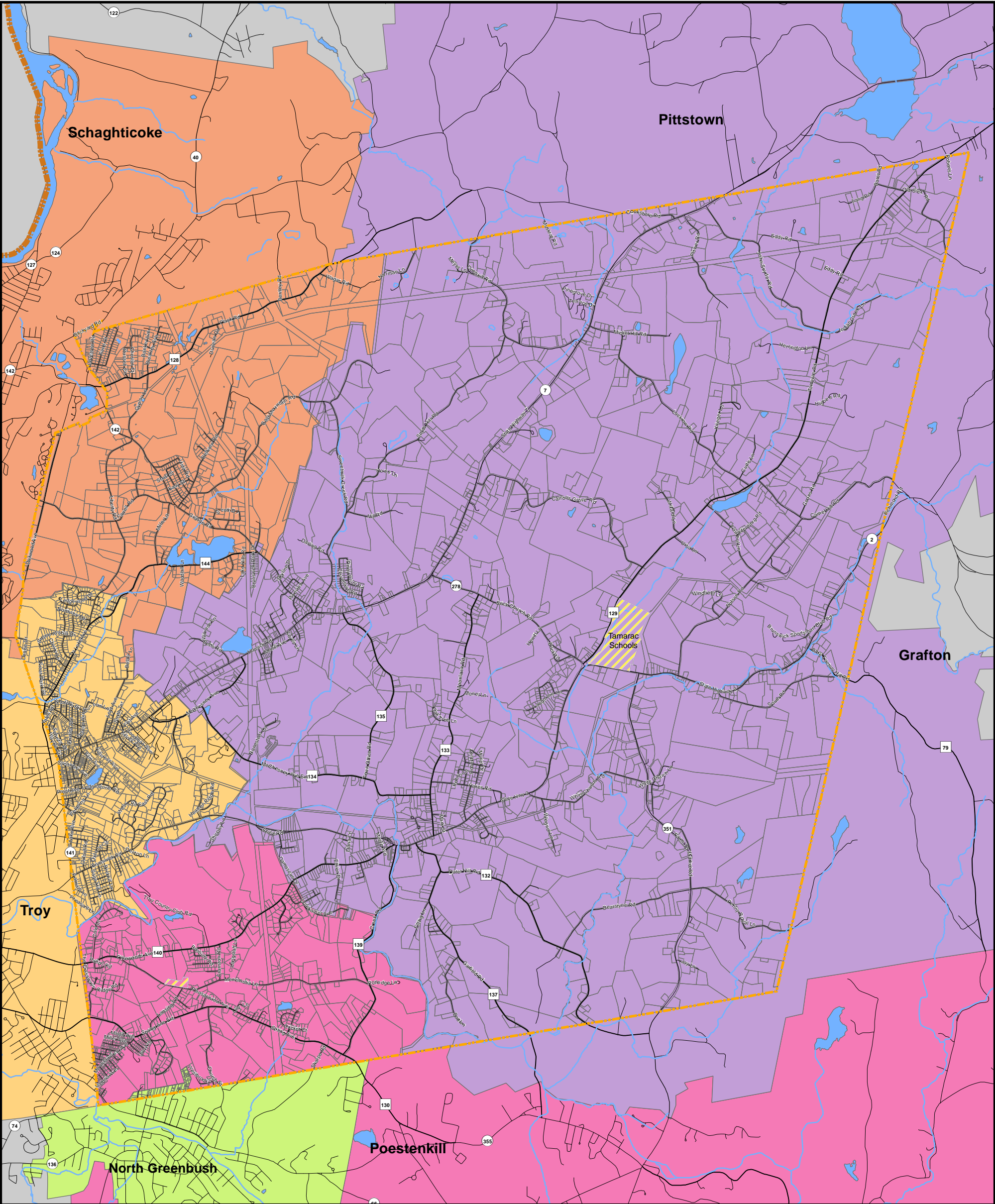
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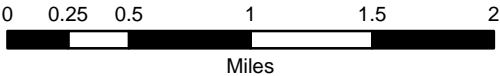
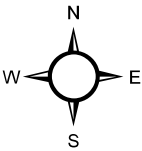
**School Districts**  
Town of Brunswick  
Rensselaer County, New York

**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

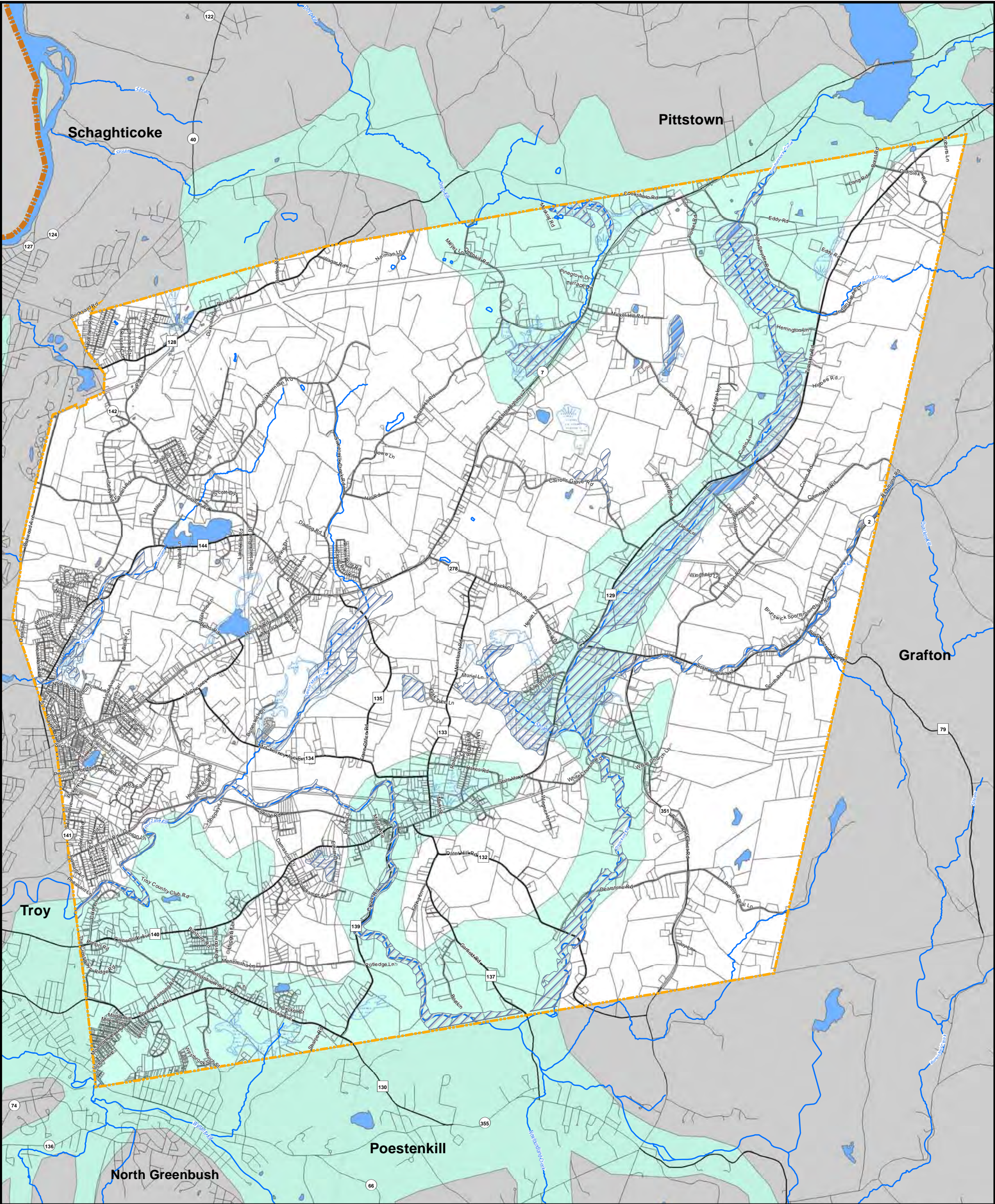


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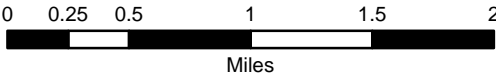
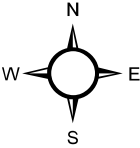
# Water Resources

## 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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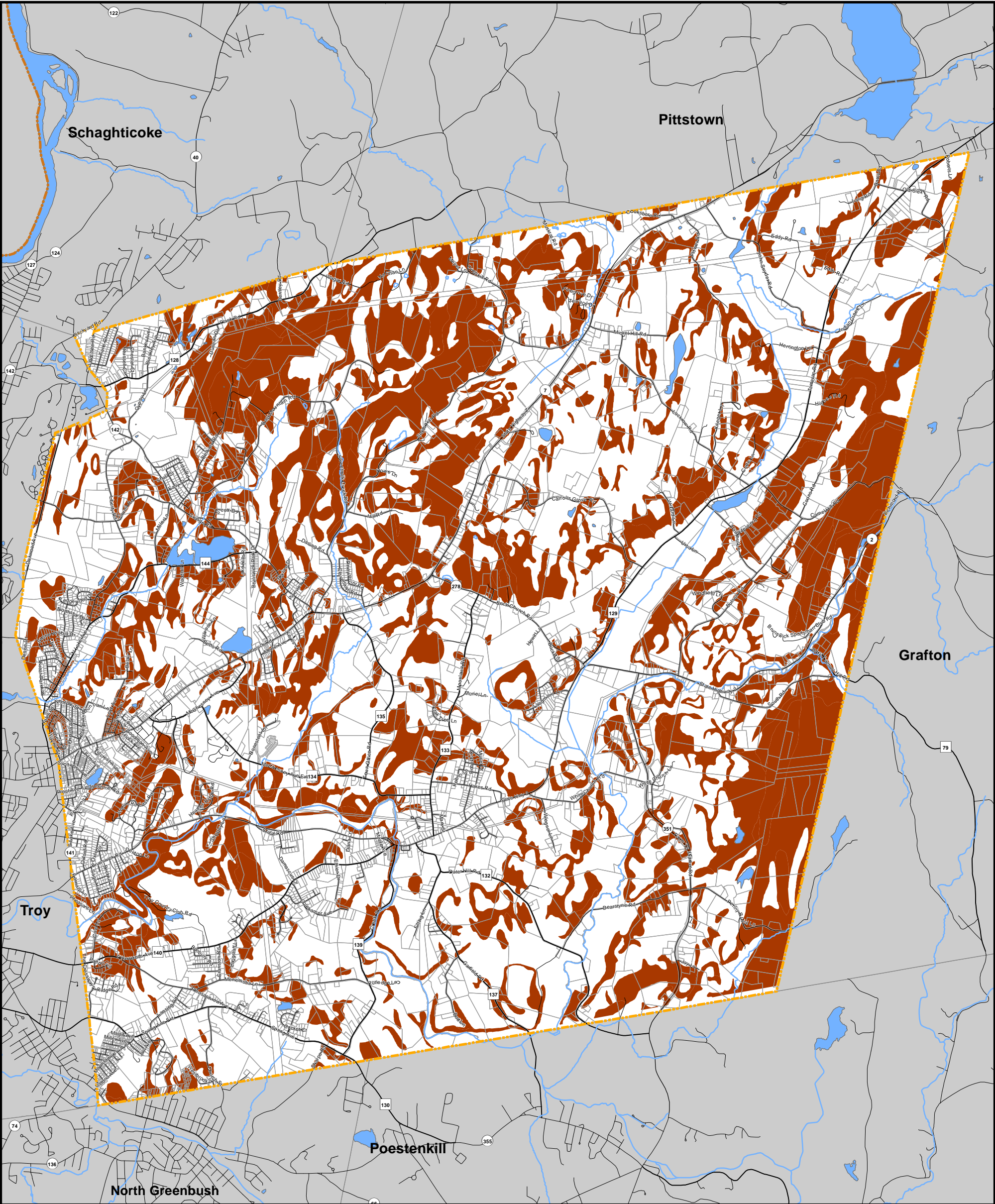
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## Steep Slopes

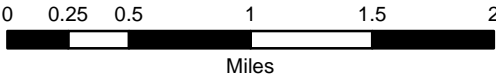
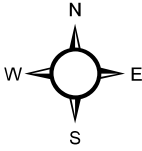
Town of Brunswick  
Rensselaer County, New York

### Legend

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

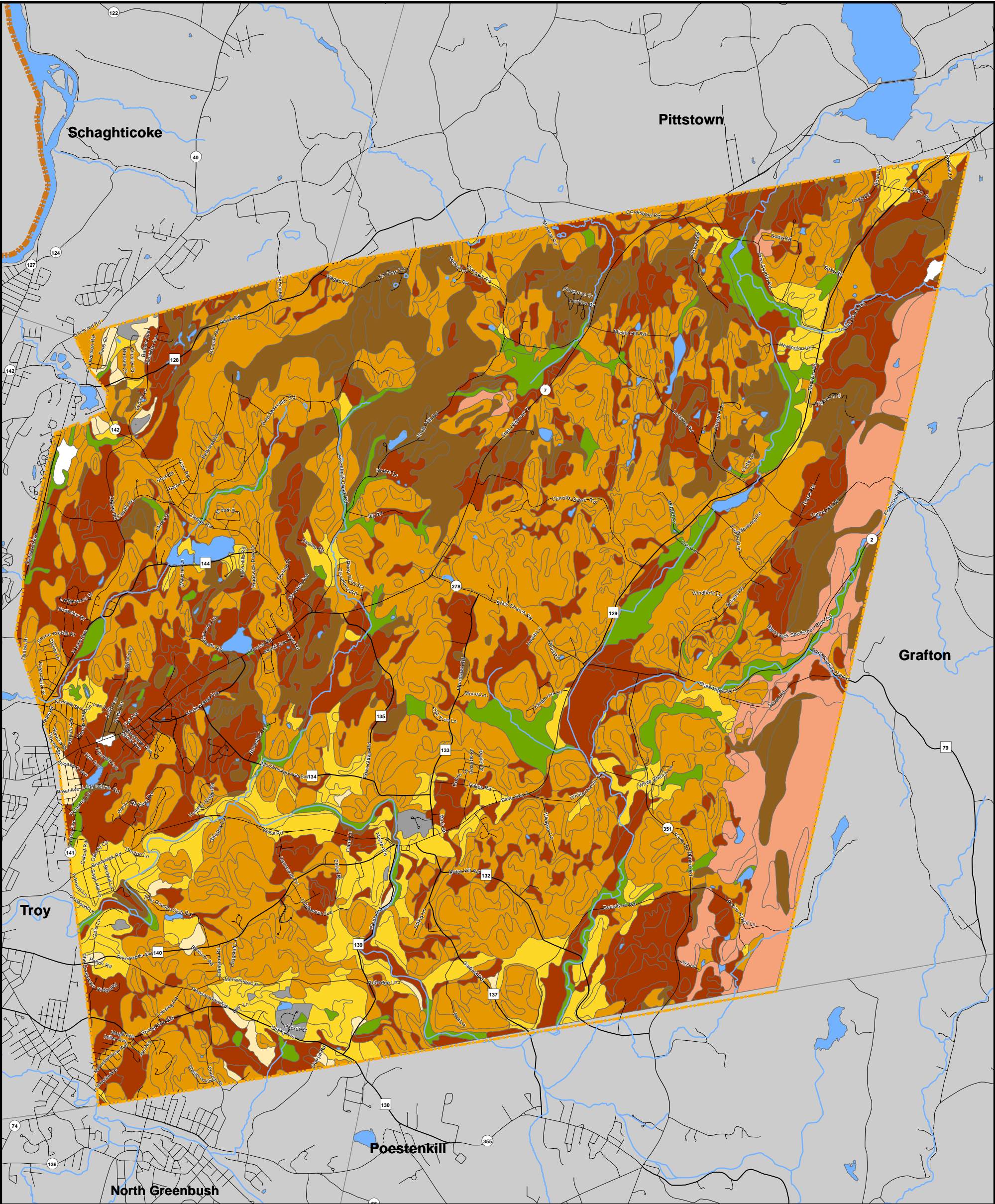
### Steep Slopes

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



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# Soils Classified by Type

## Town of Brunswick

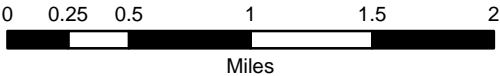
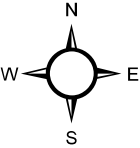
### Rensselaer County, New York

#### Legend

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

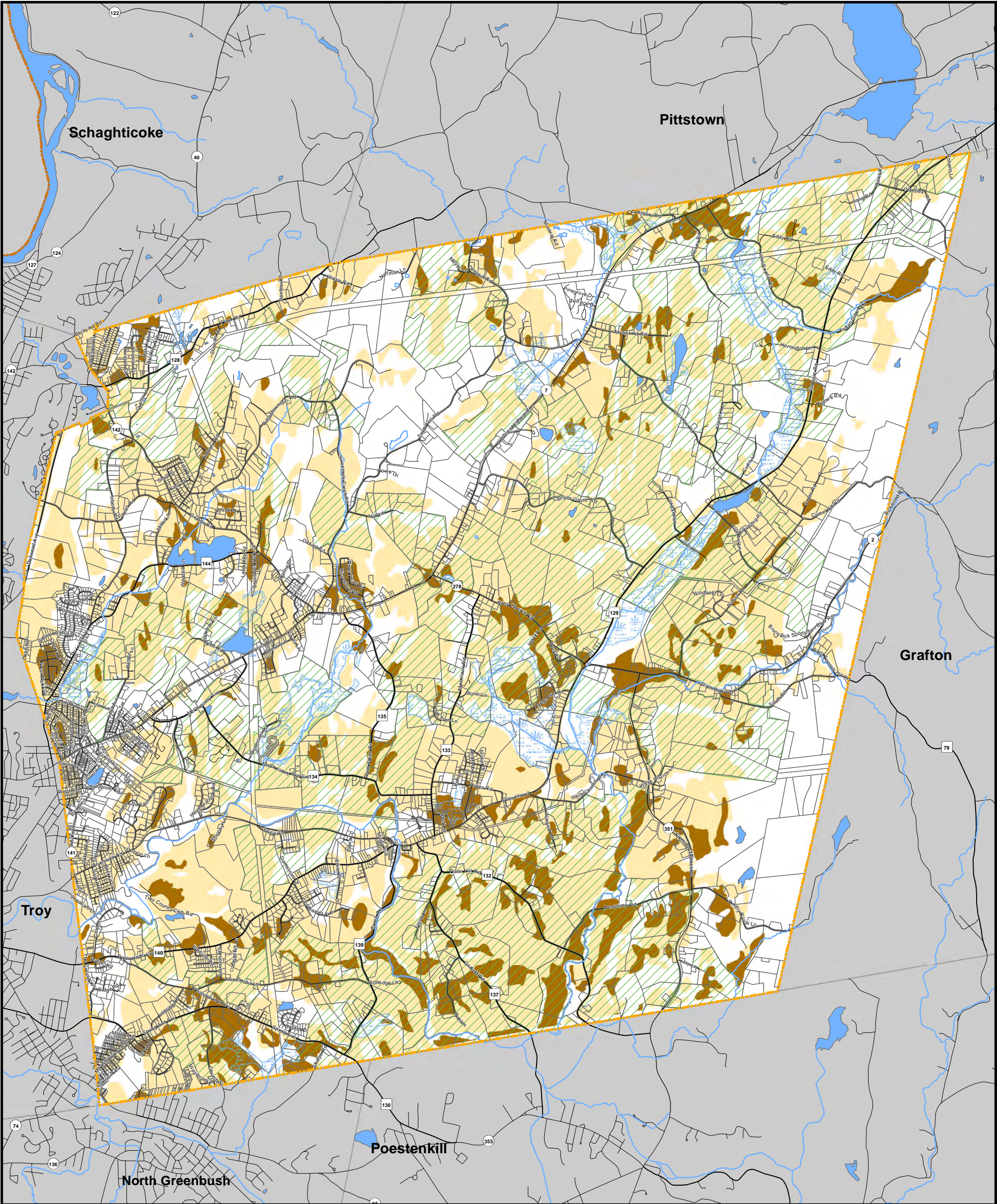


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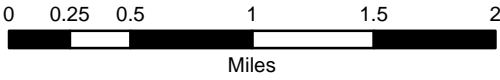
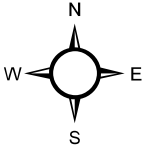


## Agricultural Districts & Farmland Soils

Town of Brunswick  
Rensselaer County, New York

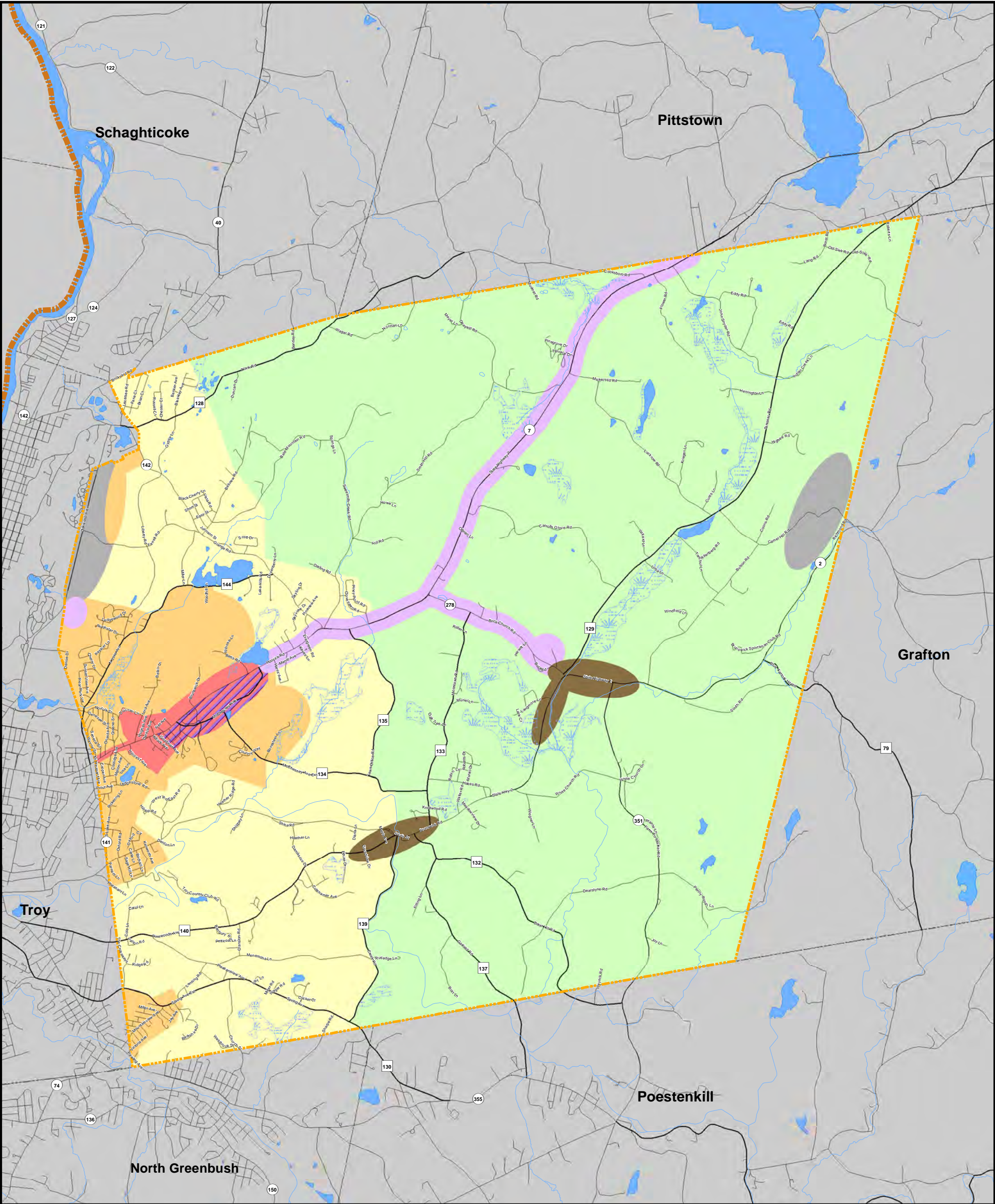
### Legend

- |  |                                  |  |                    |
|--|----------------------------------|--|--------------------|
|  | 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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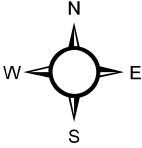
# Conceptual Future Land Use Plan

## Town of Brunswick

### Rensselaer County, New York

#### Legend

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



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**Notes:** Map is for illustrative purposes only. Accuracy or completeness is not guaranteed.



## Appendix B:

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# 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
<b>Apparel and Services</b>	<b>83</b>	<b>\$1,993.51</b>	<b>\$9,636,625</b>
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
<b>Computer</b>	<b>118</b>	<b>\$129</b>	<b>\$1,243,078</b>
Computers and Hardware for Home Use	117	\$223.28	\$1,079,342
Software and Accessories for Home Use	119	\$33.87	\$163,736
<b>Entertainment &amp; Recreation</b>	<b>123</b>	<b>\$3,980.21</b>	<b>\$19,240,358</b>
<b>Fees and Admissions</b>	<b>132</b>	<b>\$818.75</b>	<b>\$3,957,841</b>
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
<b>TV/Video/Audio</b>	<b>117</b>	<b>\$1,454.62</b>	<b>\$7,031,641</b>
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
<b>Food</b>	<b>118</b>	<b>\$9,048.41</b>	<b>\$43,740,037</b>
<b>Food at Home</b>	<b>116</b>	<b>\$5,211.51</b>	<b>\$25,192,438</b>
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
<b>Food Away from Home</b>	<b>119</b>	<b>\$3,836.91</b>	<b>\$18,547,600</b>
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
<b>Financial</b>	<b>118</b>	<b>\$3,844.00</b>	<b>\$37,163,772</b>
Investments	124	\$2,161.85	\$10,450,360
Vehicle Loans	112	\$5,526.15	\$26,713,412
<b>Health</b>	<b>122</b>	<b>\$277.04</b>	<b>\$4,017,594</b>
Nonprescription Drugs	114	\$117.67	\$568,810
Prescription Drugs	123	\$614.59	\$2,970,906
Eyeglasses and Contact Lenses	129	\$98.86	\$477,878
<b>Home</b>	<b>129</b>	<b>\$5,312.71</b>	<b>\$102,726,601</b>
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
<b>Household Furnishings and Equipment</b>	<b>117</b>	<b>\$192.85</b>	<b>\$7,457,835</b>
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
<b>Household Operations</b>	<b>118</b>	<b>\$495.94</b>	<b>\$9,589,383</b>
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
<b>Insurance</b>	<b>127</b>	<b>\$1,242</b>	<b>\$24,019,714</b>
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
<b>Transportation</b>	<b>117</b>	<b>\$3,163.67</b>	<b>\$45,879,502</b>
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
<b>Travel</b>	<b>131</b>	<b>\$445.65</b>	<b>\$8,617,003</b>
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.



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- (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
<b>Motor Vehicle &amp; Parts Dealers (NAICS 441)</b>	\$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.

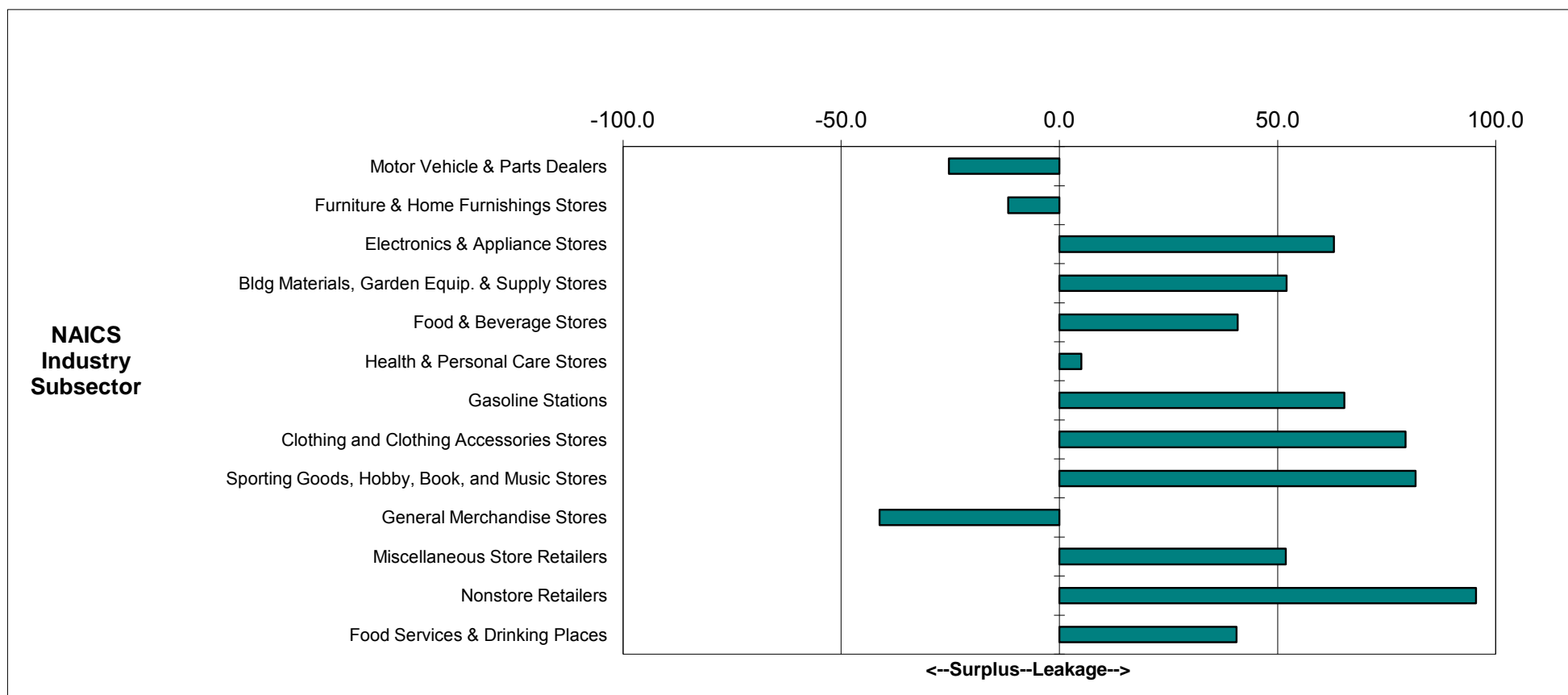




Brunswick town, NY\_4  
Brunswick town, NY (3608310275)  
Geography: County Subdivision

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

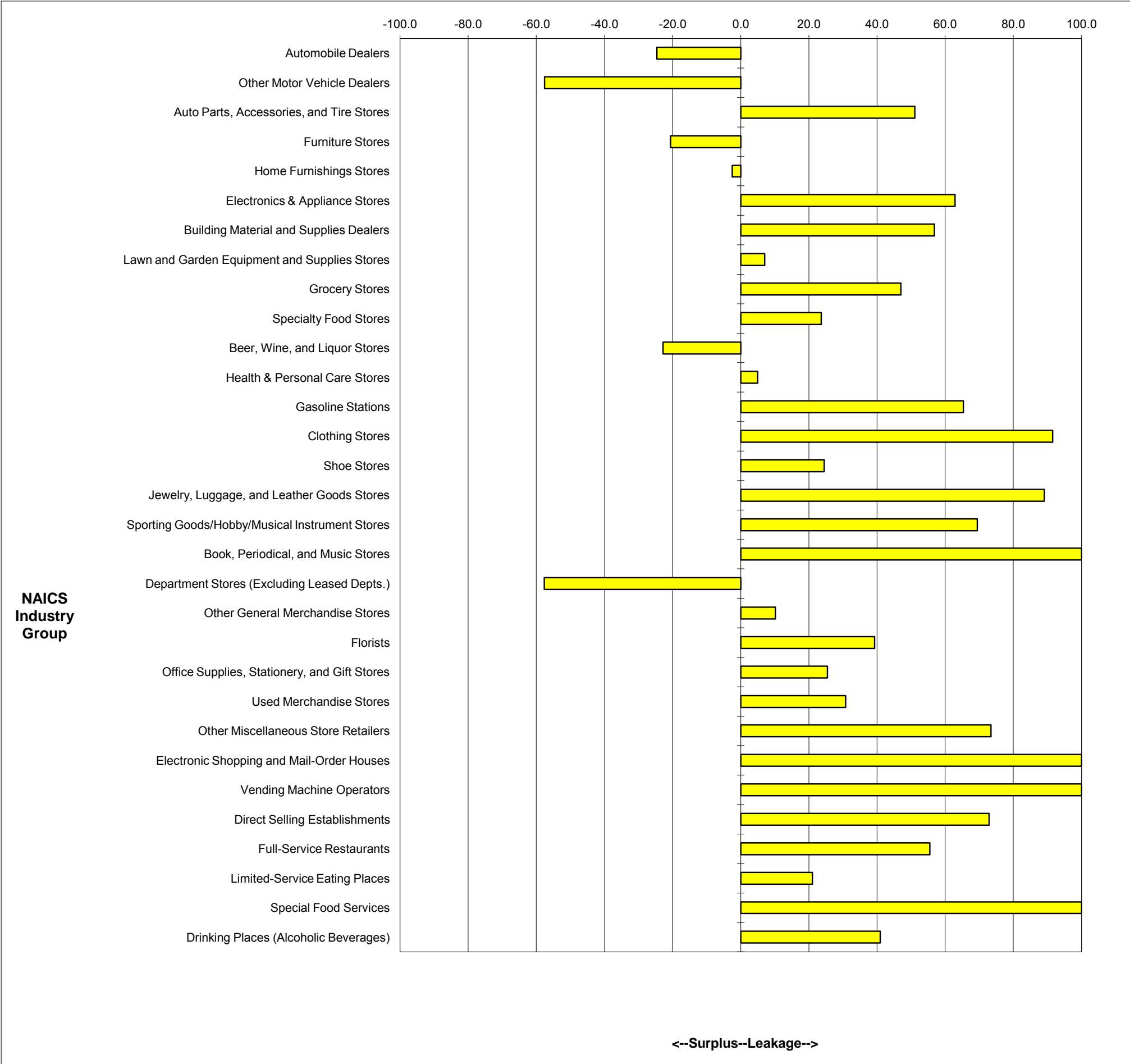


Sources: Esri and Infogroup.



Brunswick town, NY\_4  
Brunswick town, NY (3608310275)  
Geography: County Subdivision

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup.



## 07 Exurbanites

Segment Code .....07  
Segment Name .....*Exurbanites*  
LifeMode Summary Group .....L1 *High Society*  
Urbanization Summary Group ....U7 *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 Code .....13  
Segment Name .....*In Style*  
LifeMode Summary Group .....L2 *Upscale Avenues*  
Urbanization Summary Group ....U7 *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 Code .....14  
Segment Name .....*Prosperous Empty Nesters*  
LifeMode Summary Group .....L5 *Senior Styles*  
Urbanization Summary Group ....U7 *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 Code .....18  
Segment Name .....*Cozy and Comfortable*  
LifeMode Summary Group .....L2 *Upscale Avenues*  
Urbanization Summary Group ....U8 *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 Code .....29  
Segment Name .....*Rustbelt Retirees*  
LifeMode Summary Group .....L5 *Senior Styles*  
Urbanization Summary Group ....U8 *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:

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## 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 Overview .....10 minutes

- Brief explanation of the Comprehensive Plan Update and planning process

#### III. Facilitated Discussion .....60 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 Steps .....5 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?**

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**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?**

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**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?**

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## ***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?**

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

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

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**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](mailto:ssiciliano@labergegroup.com)**





# PLEASE JOIN US

## Attention Brunswick Residents

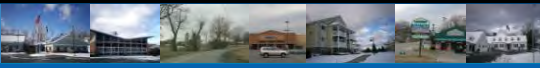
The Town of Brunswick is updating the Comprehensive Plan. The Plan will analyze the Town's existing conditions, summarize the Town's assets, and provide local government, businesses, and citizens with a guide for the future preservation and growth of the community. Please join us for a Visioning Workshop. 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:	<b>Tuesday March 6, 2012</b> <b>7:00 p.m. – 8:30 p.m.</b>
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**

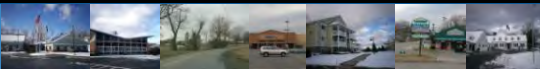
- Ben Syden, AICP, Director of Planning & Community Development
- Stephanie Siciliano, AICP, Senior Planner

**Comprehensive Plan Advisory Committee**

<ul style="list-style-type: none"> <li>Russell Oster</li> <li>Gordon Christian</li> <li>Michael Czornyj</li> <li>Ryan Silva</li> <li>Matthew Wade</li> <li>Kenneth Herrington</li> <li>Mark Cipperly</li> </ul>	<ul style="list-style-type: none"> <li>James Tkacik</li> <li>Frank Brenenstuhel</li> <li>Chuck Watson</li> <li>Margaret Doyle</li> <li>Andrew Ross</li> <li>Tracey Broderick</li> <li>Tom Meyer</li> </ul>
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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)
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- 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)


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## 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.

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## 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.

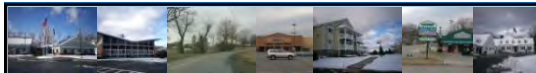
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## Key Visioning Topic Areas

- ❖ 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

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## 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?

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## 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?



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## 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?



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## 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?



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## 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?



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## Cultural and Historic Preservation



**Issues:**


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

**Questions to Consider:**

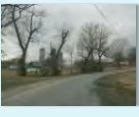
- ❖ Is the town adequately protecting its historic and cultural resources?
- ❖ Are there other opportunities for the preservation of historic buildings or sites?
- ❖ How could the town better utilize and market the existing historic and cultural resources for residents and tourists alike?



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## 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?



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## 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?

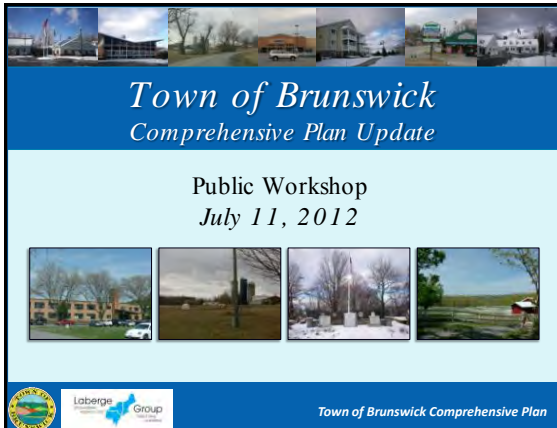
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## Thank You!






Town of Brunswick Comprehensive Plan



# Town of Brunswick Comprehensive Plan Update

## Public Workshop July 11, 2012

Town of Brunswick Comprehensive Plan



# Town of Brunswick Comprehensive Plan Update

## Public Workshop July 11, 2012

### Introductions

**Laberge Group**

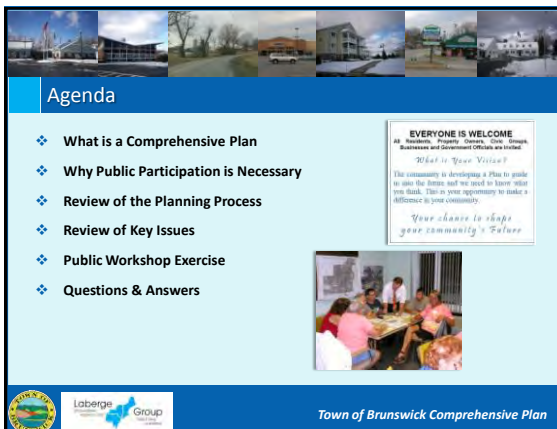
- Ben Syden, AICP, Director of Planning & Community Development
- Stephanie Siciliano, AICP, Senior Planner

**Comprehensive Plan Advisory Committee**

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



Town of Brunswick Comprehensive Plan



# Town of Brunswick Comprehensive Plan Update

## Public Workshop July 11, 2012


### 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



# Town of Brunswick Comprehensive Plan Update

## Public Workshop July 11, 2012

### 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



# Town of Brunswick Comprehensive Plan Update

## Public Workshop July 11, 2012

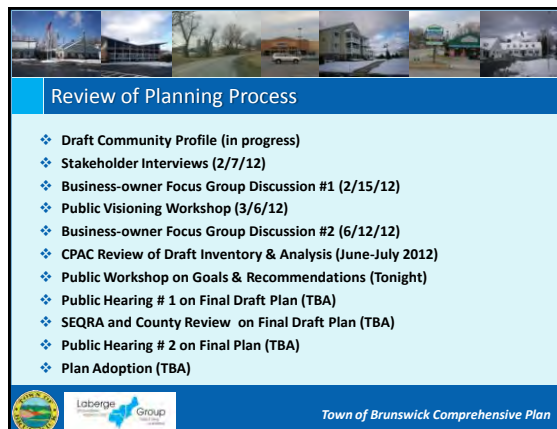
### Why is Public Participation Necessary?

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




# Town of Brunswick Comprehensive Plan Update

## Public Workshop July 11, 2012


### 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)
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Town of Brunswick Comprehensive Plan





## 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.





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### 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:

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**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!**










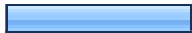






**1. WHAT IS YOUR GENDER?**

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

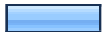



**2. PLEASE INDICATE WHICH OF THE FOLLOWING APPLIES TO YOU.**

		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
<b>55-64</b>		<b>27.6%</b>	<b>71</b>
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			<b>257</b>
skipped question			<b>3</b>

### 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
<b>21+</b>		<b>48.3%</b>	<b>125</b>
answered question			<b>259</b>
skipped question			<b>1</b>



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

		Response Percent	Response Count
Urban	<input type="checkbox"/>	1.9%	5
<b>Suburban</b>	<input checked="" type="checkbox"/>	<b>53.7%</b>	<b>138</b>
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			<b>257</b>
skipped question			<b>3</b>

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

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



## 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.)	<b>91.0% (232)</b>	7.8% (20)	1.2% (3)	255
Improve pedestrian crossing areas for safety	<b>54.3% (138)</b>	28.3% (72)	17.3% (44)	254
Expand and maintain the existing sidewalk system	<b>48.8% (123)</b>	34.5% (87)	16.7% (42)	252
Connect neighborhoods with new walking trails and/or bike paths	<b>59.1% (149)</b>	32.5% (82)	8.3% (21)	252
Expand public transportation options	<b>43.5% (108)</b>	35.9% (89)	20.6% (51)	248
Reduce speed limit on Route 7	21.2% (54)	<b>67.8% (173)</b>	11.0% (28)	255
Reduce speed limit on Route 2	23.6% (60)	<b>65.0% (165)</b>	11.4% (29)	254
Expand public sewer district	<b>50.8% (130)</b>	31.6% (81)	17.6% (45)	256
Expand public water district	<b>41.3% (105)</b>	33.5% (85)	25.2% (64)	254
Expand availability of natural gas for residential/commercial use	<b>63.7% (163)</b>	19.1% (49)	17.2% (44)	256
Improve and expand parks and recreation to cater to all age groups	<b>60.1% (152)</b>	24.5% (62)	15.4% (39)	253
Encourage developers to provide open space, parks, trails in large developments	<b>75.1% (190)</b>	17.8% (45)	7.1% (18)	253
Plan additional community gatherings and events	<b>41.4% (104)</b>	30.7% (77)	27.9% (70)	251
Encourage new housing and commercial development in areas where existing roads and water/sewer infrastructure currently exist	<b>55.1% (141)</b>	37.9% (97)	7.0% (18)	256
Provide more affordable senior housing opportunities	<b>40.3% (102)</b>	28.9% (73)	30.8% (78)	253

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



## 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	<b>64.3% (148)</b>	31.7% (73)	3.9% (9)	230
Reduce zoning and land use restrictions and allow a wider range of development options	31.1% (71)	<b>60.5% (138)</b>	8.3% (19)	228
answered question				<b>253</b>
skipped question				<b>7</b>

## 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)	<b>44.3% (108)</b>	20.1% (49)	244
Multi-Family Housing (owner-occupied)	12.9% (31)	<b>44.2% (106)</b>	42.9% (103)	240
Multi-Family Housing (renter - occupied)	5.4% (13)	27.2% (65)	<b>67.4% (161)</b>	239
Senior Housing	25.2% (62)	<b>47.6% (117)</b>	27.2% (67)	246
Mixed Use (residential and commercial in a neighborhood setting)	21.5% (51)	<b>40.9% (97)</b>	37.6% (89)	237
Childcare/daycare	20.9% (49)	<b>51.1% (120)</b>	28.1% (66)	235
Professional offices	18.9% (46)	<b>54.7% (133)</b>	26.3% (64)	243
Small home-based business	21.8% (53)	<b>54.3% (132)</b>	23.9% (58)	243
Restaurants	<b>44.0% (109)</b>	40.3% (100)	15.7% (39)	248
Coffee shop/bakery	29.8% (72)	<b>44.2% (107)</b>	26.0% (63)	242
Grocery store	<b>37.9% (94)</b>	26.6% (66)	35.5% (88)	248
Specialty food/health food stores	25.6% (63)	<b>40.7% (100)</b>	33.7% (83)	246
Garden center (nursery and lumber)	32.6% (79)	30.2% (73)	<b>37.2% (90)</b>	242
Fabric/craft hobby store	13.2% (32)	34.6% (84)	<b>52.3% (127)</b>	243
Agricultural business	32.2% (78)	<b>45.5% (110)</b>	22.3% (54)	242
Sporting goods	14.1% (34)	39.8% (96)	<b>46.1% (111)</b>	241
Outlet retail clothing shops	22.4% (55)	30.5% (75)	<b>47.2% (116)</b>	246
Salon/day spa	9.5% (23)	30.0% (73)	<b>60.5% (147)</b>	243
Bowling alley or other indoor recreation	17.6% (43)	34.0% (83)	<b>48.4% (118)</b>	244
Pharmacy/drug store	7.4% (18)	20.6% (50)	<b>72.0% (175)</b>	243








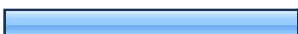


Home improvement/large appliance store	21.5% (52)	25.6% (62)	<b>52.9% (128)</b>	242
Antique shops	11.2% (27)	<b>45.6% (110)</b>	43.2% (104)	241
Low impact industry	21.7% (53)	<b>46.3% (113)</b>	32.0% (78)	244
<b>answered question</b>				<b>254</b>
<b>skipped question</b>				<b>6</b>

## 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)	<b>88.4% (214)</b>	6.2% (15)	242
Not enough employment opportunities	5.8% (14)	<b>85.9% (207)</b>	8.3% (20)	241
Not enough community events	2.1% (5)	<b>90.9% (220)</b>	7.0% (17)	242
Lack of support or understanding of agricultural needs	6.7% (16)	<b>79.8% (190)</b>	13.4% (32)	238
Increase in taxes	34.8% (85)	<b>57.0% (139)</b>	8.2% (20)	244
Changes to the School District	20.0% (48)	<b>68.3% (164)</b>	11.7% (28)	240
Not enough parks and recreational opportunities	9.1% (22)	<b>84.2% (203)</b>	6.6% (16)	241
Loss of community character	26.3% (63)	<b>65.0% (156)</b>	8.8% (21)	240
Retirement	14.6% (35)	<b>76.3% (183)</b>	9.2% (22)	240
Not enough retail shopping opportunities	12.7% (30)	<b>79.7% (189)</b>	7.6% (18)	237
Too much traffic	33.8% (81)	<b>60.8% (146)</b>	5.4% (13)	240
Too far to drive to seek services	12.6% (30)	<b>82.8% (198)</b>	4.6% (11)	239
Not enough restaurants or other entertainment activities for adults	20.1% (48)	<b>76.2% (182)</b>	3.8% (9)	239

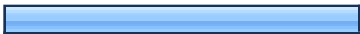





Not enough entertainment activities for children	11.4% (27)	<b>77.2% (183)</b>	11.4% (27)	237
Lack of public water	13.4% (32)	<b>78.2% (186)</b>	8.4% (20)	238
Lack of public sewer	19.7% (47)	<b>71.5% (171)</b>	8.8% (21)	239
Too many land use restrictions	11.4% (27)	<b>75.5% (179)</b>	13.1% (31)	237
Not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

**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
<b>Scenic beauty</b>		<b>82.7%</b>	<b>210</b>
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			<b>254</b>
skipped question			<b>6</b>



## 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