

Welcome to the Brighton Land Program Open House!

The Purpose of Today's Meeting

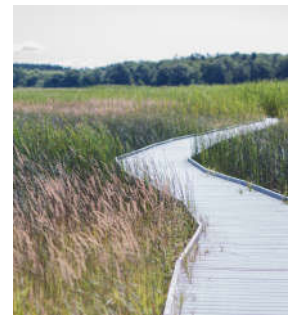
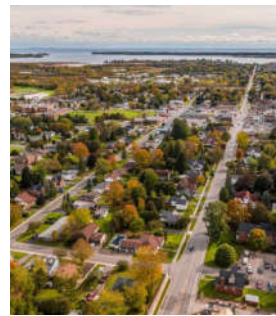
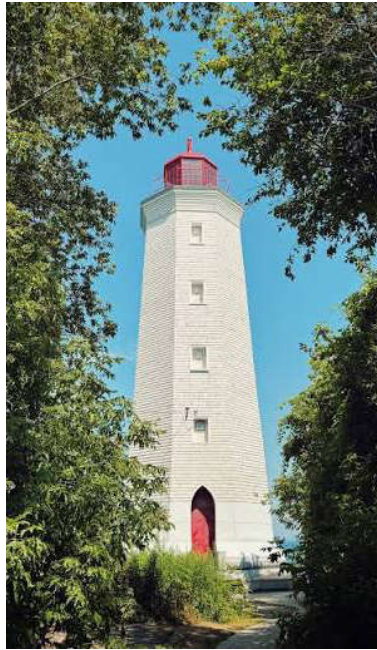
- Introduce the Brighton Land Program (also known as the Land Bank Program).
- Describe the Brighton Land Program's intention to generate broad community benefits through the strategic development of municipal lands.
- Describe the study underway for the initial Land Program site, located east of the No Frills site.
- Provide residents and community members with an opportunity to ask questions to municipal staff and the consultant team.



Brighton is a Remarkable Municipality

Brighton Today

Brighton is part of Northumberland County. It supports a historic downtown, a vibrant waterfront, neighbourhoods, and various industries.



A Place to Live

Brighton is predominantly comprised of single-detached homes. While newer development is introducing greater housing choices, council is supportive of introducing more diverse options so housing can be more affordable and accessible for residents.



Single-Detached Housing vs All Other



Studio/One-Bed Homes vs Two-Bed or Greater



Ownership vs Rental



Creating the Brighton Land Program

What is a Land Program and Why?

In response to the desire to create a more inclusive community, Brighton's council identified the desire for a Land Program in its Strategic Plan. Brighton purchased an initial site to embark on this program. A study is now underway to determine how it will be developed to support municipal objectives.

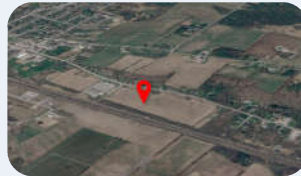
2023

Brighton Council's 2023-2026 Strategic Plan identified the development of a **land bank program** as a priority to supply affordable housing in a mixed-use development



2025

Brighton purchased a **27-acre site** (just east of the No Frills) to initiate the land bank program. The site is currently an operating farm

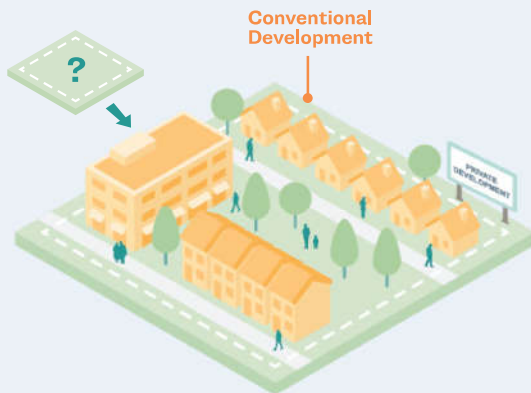


2026-2027+

The Project team was been retained to prepare comprehensive Development Master Plan and a practical business and governance model



How does development on Brighton's Land Program differ from conventional development?



Conventional Development

Conventional land development is advanced by a private developer. When this occurs, the municipality has limited opportunity to dictate what uses are developed.

vs



Brighton Land Program

In a Land Program scenario, the municipality plays a role in development. They have greater control over what is developed - they also have the opportunity to allow for some revenue to be re-invested and result in community benefits such as different housing options, a mix of uses or community uses.

The Site

Site Context

The development of the 27-acre site will contribute to the ongoing development occurring at the east gateway of Brighton.



Location: East of the No Frills on Highway 2 and John Street

Size: 11 hectares (27 acres)

Frontage: 345 metres (1,140 feet) onto County Road 2

The eastern gateway of Brighton is evolving. Mistral is developing a mixed-use development west of No Frills. John Street is planned to extend south, over the rails long term. The development of the 27 acre site must respond to this development.



Project Team and Timeline

Project Team

Brighton has retained a multidisciplinary team of planners, designers, land economists, and engineers to undertake this study. The team is comprised of:



Urban Planning, Urban Design, Community Engagement



Land Economics



Civil, Transportation, Sustainability



Environmental



Legal



Costing

Project Timeline

The Land Bank Program project will extend into Spring 2027, culminating with a process to initiate the required development approvals to permit the Master Plan.



Vision and Emerging Principles

Mission Statement

The mission for this project is ambitious - to achieve a **mixed use** and **mixed income** development that **promotes community sustainability, resiliency, and vitality** for **residents and visitors of all ages**. The development will offer a place that is **enjoyable to live, work and play**.

Emerging Principles



Transformative



Embodying Brighton's
small-town sense of
place



An inclusive,
Mixed-Income Community



A vibrant, Mixed-Use
Community



Connected



Environmentally, Economically,
and Equitably Sustainable

What other priorities should the team consider?

Transformative



The plan will nurture new, community shaping opportunities, and enhance the municipality's unique role.



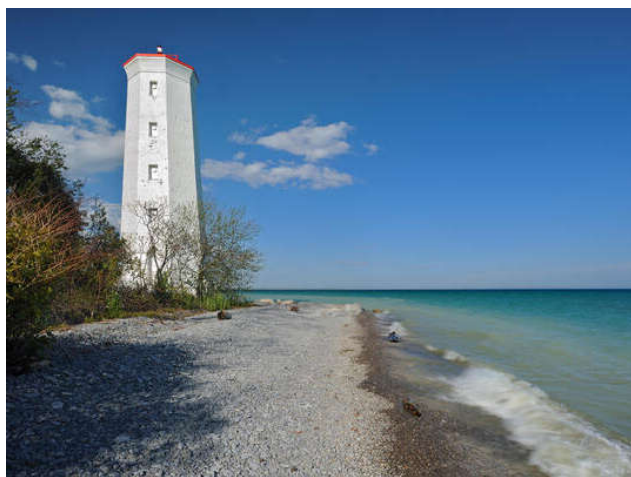
Tell us what you think!

- What do you think of this principle?
- What else should the team consider as it advances this project?

Embodying Brighton's small-town sense of place



The plan will nurture new, community shaping opportunities, and enhance the municipality's unique role.



Tell us what you think!

- What do you think of this principle?
- What does living in Brighton mean to you?
- What makes you feel at-home in Brighton?
- How would you describe the “sense of Brighton” to others?
- Can Brighton’s sense of place be improved upon?

An inclusive mixed-income community



The plan will support opportunities for people of different incomes and household demographics to build community, fostering diversity, inclusivity, and a strong sense of belonging



Tell us what you think!

- What do you think of this principle?
- What is the most important thing to include in a mixed-income community?
- Who is being left out of existing housing options?
- What types of housing does Brighton need for its growing population?

A vibrant, mixed-use community



The plan will support a range of activating uses that contribute to a vibrant, welcoming, and dynamic community.



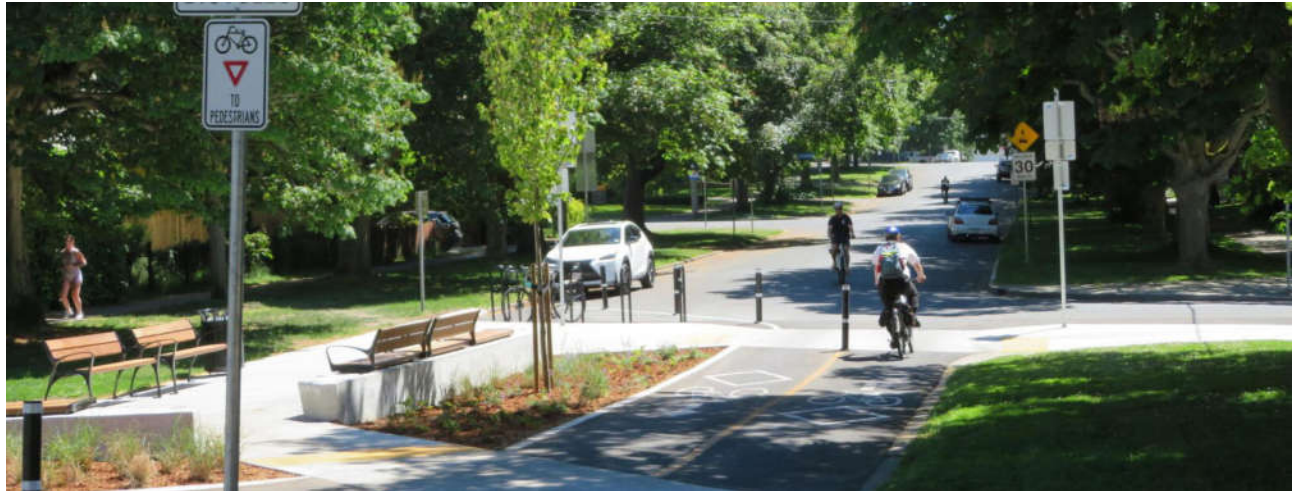
Tell us what you think!

- What do you think of this principle?
- What is the most important use in a mixed-use community?
- What kinds of uses would the eastern node of the Municipality benefit from?

Connected



The plan will result in a comfortable, safe, and accessible place. It will support walking and cycling in addition to car movement.



Tell us what you think!

- What do you think of this principle?
- How can Brighton enhance its mobility options for everyone?
- What are your favourite places to walk in Brighton? What do you like about them?
- How can a new community prioritize pedestrian comfort in Brighton?

Environmentally, economically, and equitably sustainable



The plan will result in a comfortable, safe, and accessible place. It will support walking and cycling in addition to car movement.



Tell us what you think!

- What do you think of this principle?
- What does a sustainable community mean to you?
- What does Brighton do well with sustainability? What could be improved?
- How do you want to see green infrastructure implemented to improve resilience?