

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT



SEPTEMBER 2017



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Source: CDCR Archive

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

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HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

COMMUNITY CHARRETTE



Produced by the Community Design Center Rochester

Source: CDCR Archive

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HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

INTRODUCTION

Residents of Rush, New York take pride in its small-town atmosphere and close-knit community as they envision the Hamlet's future.

The purpose of this report is to inform the update of a comprehensive plan for the Town of Rush. Preparation for this update has included an intensive community engagement process, as documented in this report. At the same time, this report is designed to act as a standalone resource to assist Town of Rush stakeholders as they advocate for improvements to the hamlet.

Six months of preparation by the Hamlet of Rush Charrette Steering Committee, working with the Community Design Center Rochester (CDCR), also included review of the existing conditions with the Hamlet, as well as identification of assets and areas of opportunity.

Report sections on the Community's history and today's influences provide important context for the charrette work. Inclusion of original charrette drawings and notes organized by geographic focus area assure each participant's voice is reflected in the pages that follow. A consolidated narrative summarizes and categorizes charrette participant input. Finally, steering committee leaders express their vision for next steps in building a better community.



Source: CDCR Archive

Pre-Charrette Walkthrough



Source: CDCR Archive

Early Steering Committee Meeting



Source: CDCR Archive

Charrette Day Workgroup



Source: CDCR Archive

Charrette Day Workgroup Walkthrough



Source: CDCR Archive

Charrette Day Workgroup Presentation



Source: CDCR Archive

CDCR Developing Report

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HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: A BRIEF HISTORY

COMMUNITY FABRIC

The Town of Rush lies in southern Monroe County along Honeoye Creek, which flows into the Genesee River on the western edge of town. The hamlet is within the northeast part of town along Honeoye Creek, anchored by the intersection of Routes 15A and 251.

Before the first European settlers arrived, Native Americans lived in this area, including the Tuscaroras¹, one of the six Iroquois nations that populated much of what is now New York State. Some early settlers first traveled the region in 1779 as Revolutionary War soldiers during a major military campaign against the Iroquois. Some of these men returned years after the war, when land agents James Wadsworth and Joseph Morgan sold off property in this part of the Genesee Valley.

Captain John Ganson and his sons were the town's first settlers in 1788, but left due to problems getting a clear title to their land. Soon after, Col. William Markham III² and his brother, John, became the town's first permanent settlers. Other pioneers followed in the early 1800s, including Irish immigrant Thomas Dailey, Amish settler Christle Thomas and Captain Philip Price.

Sixteen families established a Baptist colony in West Rush in 1804. As of 1814, a dozen or so free black families also had settled along what is now the southern town line.

Settlers built homes and farms in small villages or hamlets like West Rush, North Rush, Golah and Mann's Corners. Settler John Webster arrived in 1810 and laid the foundation for what is now the hamlet of Rush by building a store, several mills, a carding machine, a hotel³ and a schoolhouse.

The War of 1812 brought fears of British attacks and Indian raids, and some 30 men from Rush volunteered for military service. No attack ever occurred here.

Rush became a town on March 13, 1818, and broke away from the northern portion of Avon. Prior to this time, people had to conduct legal or municipal business in Canandaigua or East Avon. Col. Markham became the town's first supervisor. The origin of the name "Rush" is unclear. Historians say it may refer to rushes that grew on the flats where early settlers fed their cattle, to the Founding Father Dr. Benjamin Rush, or to Richard Rush, an American statesman and diplomat. In 1821, the town became part of Monroe County, which formed from parts of Ontario and Genesee counties.

Rush grew during the early 1800s. In 1820, the town had a population of 1,001. By 1835, that population had doubled. Nearly 13,000 acres were cleared for homes, farming, livestock and other rural land uses. For entertainment, townspeople gathered to play cards by the light of kerosene lamps, to share suppers and to celebrate weddings, birthdays and anniversaries as a community.

Townspeople formed several religious societies and churches in Rush during the mid- to late 1800s. These included the Associated Baptist Society, the Rush United



Source: CDCR Archive

1. Tuscaroras Historic marker



Source: Image of America Rush

2. House of Col. William Markham III



Source: Image of America Rush

3. The West Rush hotel by John Markham



Source: Image of America Rush

4. The Methodist Church, 1890s

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: A BRIEF HISTORY



Methodist Church⁴, the Evangelical Lutheran Reformed Church, the North Rush United Church of Christ and St. Joseph's Catholic Church⁵.

Rush had an important connection to social reform movements of this period through Quaker William Hallock⁶, whose family lived on Rush-Lima Road. Abolitionist Frederick Douglass sometimes visited Hallock, a friend and supporter, and they discussed how to end slavery. Hallock advocated the Quakers' belief in nonviolence. Also during this period, Julia Wilbur, a Quaker and an abolitionist, kept detailed journals on life in Rush before moving to Virginia during the Civil War. Her writings provide windows into both life in the town and the fight to end slavery.

During the Civil War, more than 200 men from Rush fought for the Union. Charles D. Lozier was the last Civil War veteran to be buried at Pine Hill Cemetery in 1934.

The population of the hamlet of Rush reached 250 in 1860 and had doubled to 500 as of 1895. The "Big Fire" of 1892 destroyed or damaged several buildings in the hamlet, spreading from Samuel Kinsey's store to the Price Hotel and a Methodist church. The blaze also destroyed many town records, as the town clerk's office was in Kinsey's building at the time. Businesses soon rebuilt or relocated.

New infrastructure and public facilities took shape in Rush during the late 1800s to the early 1900s. Construction began in 1873 on the Rush Reservoir, which holds drinking water for the City of Rochester. The reservoir is about 27 acres and was constructed to hold 70 million gallons. In 1897, plans emerged to turn the Village Common on East Henrietta Road into a park. Volunteers typically pledged \$35 in cash or offered labor to help level the site and plant trees there.

In 1907, the New York State Agricultural and Industrial School⁷ moved from Rochester to a roughly 1,000-acre site in Rush. The reformatory school's managers chose a rural setting to train juvenile delinquents to work on farms upon release. There were 865 boys enrolled at the facility in 1914.

Public services in Rush expanded throughout the 20th century. The Rush Public Library opened in 1914 on the second floor of a building best known today as the former Bock's Grocery Store. The library moved to Rush Town Hall, which was completed in 1936 as a Works Progress Administration project.

The Rush Fire Department⁸ formed in 1920. Its first vehicle, a Model T truck, was housed in a barn before moving to the Town Hall. The Rush Fire District was established in the mid 1920s. Rush Ambulance service began in 1939, and the Rush Firemen's Ladies Auxiliary formed in 1948.

The town's history of military service continued in World War II, when at least 240 people from Rush served in the conflict. At the urging of World War I veteran Lee Wiles, the Stevens-Connor American Legion Post No. 1330 formed in 1945. Wiles was the first post commander. He also served as a town supervisor and initiated the Rush water district, which began operating in 1926.



Source: Image of America Rush

5. St. Joseph's Catholic Church



Source: Image of America Rush

6. Quaker William Hallock family



Source: Image of America Rush

7. Students at Industry



Source: Image of America Rush

8. The Rush Fire Department

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: A BRIEF HISTORY

Hoping to provide a more cost-effective public education, Rush and Henrietta voters agreed in 1946 to centralize their school districts by a vote of 563 to 115. The consolidated district opened the following year. The district opened its first joint school, which is now Roth Middle School in Henrietta, in 1951.

Rush Veterans' Memorial Park was dedicated in 1964 to "all those who had served Rush in time of war." The property was a former mill site. A bingo party and minstrel show raised money to buy the land.

Rush residents appreciate their community's history. The town held a major celebration of its sesquicentennial in 1968, including a parade⁹ with floats and a fireworks display, baking contests, youth games and dances. The town is now making plans to celebrate its bicentennial in 2018.

TRANSPORTATION AND CONNECTIVITY

There were no roads – only footpaths – when the first white settlers arrived in Rush in the late 1700s. Work began in the 1790s on a road now known as Routes 5 and 20, connecting Utica to Canandaigua, and later extended west to the Genesee River in Avon. This present-day route travels just south of Rush. A stagecoach could travel along the road from Utica to the Genesee in about three days.

In 1806, a stagecoach route began traveling directly through Rush, from Geneseo to Rochester. By 1838, daily stagecoach service was available from Honeoye Falls, departing at 8 a.m. and arriving in Rochester at 11 a.m., with a daily return trip. By the mid-1800s, a wooden plank road provided another transportation link in Rush, extending from Rochester to Hemlock Lake.

Rail transformed commercial and personal travel in Rush in the mid- to late 1800s. In 1853, New York Central opened its "Peanut" branch railroad, which had a depot in West Rush. Farmers shipped produce on the rail line and some Rush students used it to travel to school in Honeoye Falls. The Rochester and Genesee Railroad built a line through Rush in the late 1800s, providing a direct rail link to Rochester.

In 1892, the Lehigh Valley Railroad¹⁰, a major carrier of freight and passenger trains, opened a line that connected Geneva and Buffalo. The railroad traveled through Rush and allowed easy transportation of produce, livestock and other goods, and this activity drove demand for housing and business in Rush. Carpenter William Roudenbush built a train depot along the railroad in the hamlet in 1892.

Passenger service began on the Lehigh Valley line in 1893. A luxury passenger service, the Black Diamond Express¹¹, began operating on the Lehigh line in 1896. Its name was a nod to the Lehigh Valley Railroad's original purpose: to transport anthracite coal mined in Pennsylvania.

Meanwhile, in the 1890s, special bicycle paths were constructed between East Henrietta, Rush and Honeoye Falls to accommodate growing numbers of cyclists. The Honeoye Falls Times reported in 1895 that in Rush, cyclists "keep coming, notwithstanding our rough roads and bad hills."



Source: Image of America Rush
9. Annual Memorial Day parade



Source: Image of America Rush
10. Lehigh Valley Railroad



Source: Image of America Rush
11. Black Diamond Express

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: A BRIEF HISTORY



Rough roads were a frequent topic of criticism in the late 1800s and early 1900s. Before paved roads, the town was divided into 31 districts where residents were responsible for maintaining sections of road. In 1915, a Brockport company submitted a winning bid to construct Rush-Henrietta Road as a 4.5-mile paved route, which appears to have been the first of its kind here.

In 1908, there were only 14 automobile owners in Rush¹². The town established a 30 mph speed limit for country roads, and in 1913, it became a misdemeanor to travel more than 10 miles per hour through the hamlet. Automobiles soon became the dominant form of travel. Most New York State roads in the town received their current route numbers in the 1930s, including Routes 15A, 15 and 251.

The Peanut Rail Line (New York Central R.R) was discontinued in 1939, and most Lehigh Valley tracks were removed in 1976.

Work began in 1977 on the segment of Interstate 390 between Rush and the New York State Thruway, and the highway's final connection to Interstate 590 was completed in 1981.

EMPLOYMENT AND ENTREPRENEURSHIP

Early settlers lived off the land before the Town of Rush formed in 1818. Some first logged their properties and used the lumber to make and sell potash, a type of fertilizer made from wood ash.

Rush's farming community quickly expanded, with settlers commonly growing grains, beans, potatoes, cabbage and apples.¹³ An 1835 census found there were about as many cattle as people in Rush – roughly 2,000 of each. Townspeople also reportedly had 5,580 sheep, 2,335 hogs, and 679 horses. Farmers eventually expanded their crops to include potatoes and apples.

In 1858, agriculture was continuing to grow, with 14,000 acres of land cleared and 11,085 livestock. Farms produced more than 118,000 bushels of wheat, nearly 11,000 bushels of potatoes, almost 17,000 apples, and about 79,000 lbs. of butter. In the mid-to-late 1800s, rail access made it easier for farmers to ship their crops and goods to market.

Some of the town's most recognizable businesses in the 20th century were agricultural, including Finley Dairy, which produced 1,500 quarts of milk daily at its peak.¹⁴

Mills also were an integral part of Rush since its founding. Captain John Ganson, the town's first European settler, ran a crude mill on his property. The town's first sawmill followed in the early 1800s. Col. William Markham built a gristmill in southeast Rush in 1810, and a flourmill was established in 1822.¹⁵ Settler John Webster built a well-recognized flourmill on the site that is now Veterans' Memorial Park. The mill burned in 1847, but was rebuilt before burning again in 1941. Around 1880, Samuel Kinsey, a farmer and storekeeper, briefly ran a sugar mill off Rush-West Rush Road.



Source: Image of America Rush
12. Mr. and Mrs. Lloyd Norris



Source: Image of America Rush
13. T.E. Martin Farm and the crew



Source: Image of America Rush
14. Finley Dairy Milk



Source: Image of America Rush
15. Flour mill in East Rush

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: A BRIEF HISTORY

A millpond was constructed on the northeast bank of Honeoye Creek where it meets East Henrietta Road. Ice harvested from the pond helped to preserve meat and other foods.¹⁶

In the hamlet, H.L. Wilson ran a carriage, wagon, and farming tool business on both banks of the creek along the west side of East Henrietta Road.¹⁷ A blacksmith shop later operated from the site and was a hub of activity during the construction of the Lehigh Valley Railroad in the 1890s.

In 1900, the Rush Preserving Company¹⁸ (later known as the Genesee Valley Preserving Company) operated a factory along the railroad behind District School No. 10 (now the Post Office). Within its first year, the factory operated day and night, processing corn and tomatoes and employing about 70 people. The owners moved the factory to Honeoye Falls in the mid-1910s.

Several well-known shops operated in the hamlet over the years. Among them was H.C. Cole General Store¹⁹, which became Kinsey's Store²⁰ after Samuel Kinsey bought the building in 1885. Maurice, Kinsey's son, later operated the store for 50 years. The Wilson General Store was on East Henrietta Road, north of the creek, and later run from 1909 to 1962 by Dora Behnk and her brother, Carl.

Harry Britton operated a grocery store in the hamlet from 1930 to 1945, when he sold to Raymond and Lucy Bock. The Bock family ran Bock's Supermarket until 1994.

George Lonthair opened a barbershop²¹ in the hamlet in 1902 and ran it until his death in 1958. It was originally on the second floor of Bock's Supermarket, but later moved next-door to the Red & White Store. Art Wilkins and Annie Thomas ran a popular restaurant in the center the hamlet. Art's son, Laverne "Jake" Wilkins, and his wife, Betty, took over the business in 1948.



Source: Image of America Rush

16. Ice harvested from the Honeoye Creek millpond



Source: Image of America Rush

17. Wilson wagon and carriage maker and dealer



Source: Image of America Rush

18. Rush Preserving Company



Source: Image of America Rush

20. Kinsey Store



Source: Image of America Rush

21. Barbershop, George Lonthair, 1902



Source: Image of America Rush

19. H.C. Cole General Store

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: TODAY



COMMUNITY FABRIC

The Town of Rush has retained aspects of its rural character while becoming what the town residents describe as “predominantly a suburban commuter community.” About 3,500 people live in the town today. Much of the development in Rush is concentrated in its hamlet and near I-390. Beyond these hubs is significant land that has not been developed for residential or commercial use. As of 2015, 39 percent of the acreage in Rush was considered agricultural land for tax assessment purposes, though it is unclear how much was actively farmed.

The intersection of Routes 15A and 251, or East Henrietta and Rush Scottsville Roads, forms the center of the hamlet of Rush in the northeast area of town. Honeoye Creek and properties on the west side of Rush Scottsville Road form the hamlet’s western border. Its northern boundary is just north of Pine Hill Cemetery. Properties on the south side of Rush West Rush and Rush Lima Roads form a southern border. The eastern boundary of the study area zigzags from the southern border to the northwest, incorporating portions of Rush Lima Road, Rush Mendon Road, Nelson Parkway, the east side of Rush Scottsville Road and residential neighborhoods along Pleasant and Hanlon drives.

The hamlet encompasses several well-known buildings, businesses and public facilities, including the Town Hall, library, the William Udicio Pavilion, and surrounding town-owned grounds and gazebo. The Post Office, located in a former school, is on Rush Lima Road, lacking handicap access. The Rush Fire Department owns a firehouse and 11 acres on Rush Mendon Road, as well as the Al Mack Scout House across the road. Veterans’ Memorial Park is on the southeast bank of Honeoye Creek, off East Henrietta Road. The Village Common lies immediately to the south. An entrance to the Lehigh Valley Trail, which travels the old railroad bed, lies just behind the Rush Creekside Inn on East Henrietta Road.

Beyond the Creekside, other businesses in the hamlet include Chase’s Greenhouse, Montesano’s Pizza, Papa’s Auto, Morse Repair Services, CCO Whirlpool and Spa Services, the Bed and Breakfast at Bonnie Brae, Rush Auto Repair, a Mobil gas station and InSite SiteWork . The study area also includes three churches: Rush United Methodist Church, Shiloh Church of God in Christ and St. Joseph’s Catholic Church. Several community organizations are active within the hamlet and town-wide, including Boy and Girl Scout troops and the Rush Lions Club.

The U.S. Census provides information only for the town as a whole and not for the hamlet specifically. This data nonetheless provides important context. Ninety-six percent of town residents in 2015 identified themselves as white, 2 percent African-American and 2.5 percent Hispanic or Latino. Forty percent of residents were between the ages of 35 and 59, and roughly a quarter were over the age of 60.

Single-family homes make up the vast majority of the town’s housing stock, though there are several rental properties in the hamlet. A little more than half of town residents lived in their homes before 2000, while 46 percent moved in later. Home development appears to be slow, as only three residential building permits were issued in Rush in 2015, according to a Monroe County report.



Source: CDCR Archive
RT 251 (West)



Source: CDCR Archive
Honeoye Creek Falls



Source: CDCR Archive
Town of Rush Town Hall/Library



Source: CDCR Archive
U.S. Post office/ Former Rush High School

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: TODAY

In 2015, 29 percent of land in Rush was considered residential for tax assessment purposes. Fifteen percent was classified as community land for parks or other public facilities. Less than 1 percent was considered to be commercial land.

The majority of properties in the town are zoned for residential use, with exceptions in the hamlet and along a corridor of commercial and light industrial uses along West Henrietta Road. Town zoning allows retail, service businesses and offices in much of the hamlet, single-family homes near the study area's boundaries, and some multiple-unit dwellings along Rush West Rush and Rush Lima roads.

TRANSPORTATION AND CONNECTIVITY

Like many towns on the outer edge of Monroe County, Rush is a car-dependent community. U.S. Census data shows that in 2015, 89 percent of workers in Rush typically drove to work alone, while 5 percent carpooled. Another 5 percent worked from home. Public transportation, cycling and walking were not common options for many workers.

As of 2015, more than half of Rush workers traveled less than 25 minutes to their jobs. Another 30 percent traveled between 25 and 34 minutes. Only 9 percent commuted more than 35 minutes.

I-390, which runs along the town's western edge, provides Rush residents with access to and from Rochester, whose downtown is about a 22-minute drive from the hamlet. The expressway also is a link to the New York State Thruway in Henrietta. There are on- and off-ramps to I-390 on Route 251, or Rush Scottsville Road.

Three state-owned roads make up the main travel routes within the town. Route 15A, or East Henrietta Road, is a north-south route travels through Rush from the Mendon town line to Henrietta, which is roughly a 12-minute drive from the hamlet. Route 15A intersects with an east-west road – Route 251, or Rush Scottsville and Rush Mendon Roads – in the center of the hamlet. To the west of the hamlet, Route 15 runs parallel to Route 15A, extending from the Livingston County line to Henrietta.

Automobile traffic appears to be heaviest in the western and southern portions of the hamlet. In 2015, Rush Scottsville Road experienced an average of more than 8,500 cars a day west of the intersection with East Henrietta Road. South of the intersection, an average of 7,900 cars used East Henrietta Road daily. Similarly, about 7,300 drivers used Rush Lima Road daily. Traffic volume was lower, at about 3,600 cars a day, on East Henrietta Road north of the intersection. About 2,400 drivers a day used Rush Mendon Road east of the main intersection. For context, about 40,000 motorists a day used I-390 north of the Route 251 ramp, and East Henrietta Road drew more than 20,000 drivers daily along portions of the route that travel through Henrietta.

During the Charrette process, residents and stakeholders identified the lack of pedestrian and cycling infrastructure as potential concerns in the hamlet. Challenges included difficult or unmarked pedestrian crossings at the intersection of East Henrietta and Rush Mendon Roads, a lack of crosswalks between this intersection and the bridge over Honeoye Creek, and a general absence of bicycle lanes despite existing bicycle traffic through the town. The Lehigh Valley Trail, which lies along the old rail bed, is a draw for walkers, hikers and cyclists. The gravel and crushed stone path runs through Henrietta, Rush and Mendon, and features a northern branch that extends north of the hamlet.



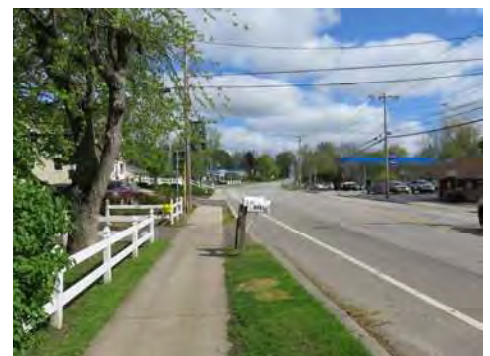
Source: CDCR Archive
Private Residence



Source: CDCR Archive
Lehigh Valley Trail-East



Source: CDCR Archive
Intersection
E. Henrietta/Rush Mendon Road



Source: CDCR Archive
East Henrietta Road

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

RUSH, NEW YORK: TODAY



EMPLOYMENT AND ENTREPRENEURSHIP

Sixty-six percent of Rush residents over the age of 16 were employed or seeking work as of 2015. Among these workers, the unemployment rate was 2 percent, which was significantly lower than the Monroe County average.

Professions among Rush residents varied widely. Twenty-seven percent of workers were employed in education services, health care or social assistance jobs. Fifteen percent worked in manufacturing, while 13 percent were employed in retail trade. Ten percent had professional, scientific and management jobs. Eight percent worked in construction, and 6 percent worked in finance, insurance or real estate.

The town's median household income from 2011-15 was \$89,000, about \$36,000 higher than the county average. This was comparable to Mendon, but less than the median household income in Pittsford. The town's poverty rate was 4.3 percent. Among municipalities in Monroe County, this was similar to Penfield and Mendon, and lower only than Pittsford, at 3.9 percent.



Source: Rush Fire Department
Carnival Parade



Source: CDCR Archive
Rochester & Genesee Valley
Railroad Museum

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their focus areas and then presented their ideas to the entire group at the end of the day. Thank you so much to everyone who participated to help shape the future of our hamlet!

Thank you to the Steering Committee for their excellent work preparing for the Design Charrette Day. The committee includes John David, Kirsten Flass, Linda Henry, Rita McCarthy, Sue Mea, Maureen Neumaier and A Sweet, and their volunteer sub-committees.

The facilitation by the staff and volunteers from the Community Design Center of Rochester (www.cdcrochester.org) was outstanding and they provided lots of insight into what could be in our hamlet. The RRDCD is working on a draft of the report, which will be reviewed by the Steering Committee and then published both on-line and in hard copy format.



The Farmer's Market opened Wednesday, July 12th. It will run every Wednesday, from 3:00PM-6:30PM through November 11th. The market is located in the parking lot behind the library. Please stop by and see what the vendors have to offer!

The Rush Town Board has developed a partnership with the Monroe County Fair and Recreation Association to hold the Monroe County Fair at the Rush Riverside Refuge property at 6500 East River Road on August 4th-6th, 2017. Developing this wonderful community event will give us the opportunity to offer an old fashioned, agricultural fair, with 4-H exhibits, music, food and numerous agricultural displays and activities. If you are interested in volunteering at the fair, please call Councilwoman Rita McCarthy at 727-5192.

The Design Charrette was held in the town pavilion on Saturday, June 10th and was a tremendous success! We had 50 people participate and work on five different focus areas of the hamlet. These areas included 1) Rush Hamlet - North of Creek, 2) Rush Hamlet - South of Creek, 3) Recreation, Public Spaces and Amenities, 4) Hamlet of Rush Standing, and 5) Commercial Development. The work groups worked diligently all day to develop and document ideas for

We are looking forward to our 200-year anniversary in 2018! Please see our Historian Sue Mee's article for more information about the planning for the bi-centennial events.

Budget workshops have been scheduled for August 9th and 23rd, after the town board meetings.

Please see the Town of Rush website for the Town Board agendas and official meeting minutes. The 2017 agendas and minutes are now in a searchable section of the website. Follow the instructions on the current agendas/minutes page to get to the 2017 documents. And, as always, please_contact_me if you have any suggestions, concerns or questions about the town. I look forward to seeing you!

Cathy

Source: Town of Rush
Town of Rush Newsletter

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

THE CHARRETTE PROCESS

CHARRETTE COORDINATION AND PLANNING

The Hamlet of Rush Steering Committee made the Community Charrette possible with months of thoughtful planning and preparation. From March 2017 to June 2017, the committee coordinated with CDCR staff and met at Rush Town Hall to plan the Charrette day. Committee members led the process by defining the geographic study area for the Charrette, collecting information about historic events that shaped their community, and identifying assets and challenges within the hamlet. After walking the study area as a group, members developed five focus areas for detailed discussion. The focus areas represented both geographic and thematic areas of concern and opportunity in the hamlet.



Source: CDCR Archive
Workgroup Presentation

CHARRETTE DAY

Residents, community leaders and other stakeholders gathered on Saturday, June 10, 2017 at the William Udicious Pavilion on East Henrietta Road for the Hamlet of Rush Community Charrette. After several months of preparation and promotion, the workshop attracted more than 50 participants. Along with 20 design facilitators, each participant was assigned at random to one of 10 groups. Each group examined one of the five focus areas within the Charrette study area. CDCR staff and community volunteers assisted with the day's activities, which included a continental breakfast, registration, an introductory presentation, focus area walkthroughs, a working lunch, sketching and note taking, group presentations, post-presentation comments, and a wrap-up from Town Supervisor Cathy Frank. This process serves as the community engagement component of the town of Rush Comprehensive Plan Update.



Source: CDCR Archive
Workgroup Presentation



Source: CDCR Archive
CDCR Charrette Day Presentation



Source: CDCR Archive
Workgroup Presentation



Source: CDCR Archive
Workgroup Walk-through

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

STUDY AND FOCUS AREAS: HAMLET OF RUSH



WHAT IS A STUDY AREA?

The Study Area is determined during the mobilization and pre-Charrette phase of a Charrette. An initial boundary is developed during the mobilization process that is typically defined by a municipal boundary or neighborhood. Physical, social, and economic factors are used to refine the Study Area with the Steering Committee's guidance. Density, building types, transportation, and land use are examples of these factors. CDCR assisted the committee on defining this boundary. Please see attachment included in the appendix for a map of this study area.

WHAT IS A FOCUS AREA?

The following Focus Areas were developed to help the Steering Committee specify concerns to address. These include primary focus goals, and strategy development within the Study Area. Focus Areas can be defined by, but not limited to, business, transportation, or land use corridors and gateways. Focus areas may be applicable to the entire Study Area in which a physical area is defined as an example. CDCR assisted the committee on defining the following Focus areas. Detailed description of each Focus Area are provided later in this report.

CHARRETTE DOCUMENTATION

Each focus area is defined and organized by the ideas produced through each workgroup in the following pages of this section. Charrette notes are transcribed as they are written during the charrette to avoid misinterpretation. Solutions and concepts documented in this report are visionary and meant to inform future planning and development decisions through the Town's planning process.

FOCUS AREA # 1 RUSH HAMLET – NORTH OF HONEOYE CREEK

Work Group 1A

Work Group 1B

Nana-Yaw Andoh (Facilitator), Hal Carter, Tim Fressie,
Gerald Kusse, David Riley (Facilitator), Al Sweet

Maureen Neumaier, Peter L. Morse (Facilitator),
Robert Kraus, Cathy L. Stengel, Gene Zientara, Linda Phillips
(Facilitator), Susan Swanton

FOCUS AREA # 2 RUSH HAMLET – SOUTH OF HONEOYE CREEK

Work Group 2A

Work Group 2B

Brad Herman, Deb Kusse, John Lam (Facilitator),
June Lee (Facilitator), Marianne Rizzo, Dan Woolaver

Phil Daggar, Marilyn Zientara, Linda Repka,
Dean Biancavilla (Facilitator), John Steiner

FOCUS AREA # 3 RECREATION, PUBLIC SPACES AND AMENITIES

Work Group 3A

Work Group 3B

Steven Neumaier, Carolee Powers, Terry Shearn,
Pat Stephens, Paul Tankel (Facilitator),
Susan Wylie (Facilitator)

Melissa Carlson (Facilitator), John E. David, Cathy Frank,
Valerie Gilbert (Facilitator), Patty Guglielmo, Kathy Steiner

FOCUS AREA # 4 HAMLET OF RUSH BRANDING

Work Group 4A

Work Group 4B

Mo Duggan (Facilitator), Leroy Hankins, Zack Laffin,
Tim McCarthy, Ria Purnama (Facilitator), Bob Powers

Gena Brantley (Facilitator), Maria Furgieuele (Facilitator),
Christopher Giordiano, John Guglielmo, Rita McCarthy

FOCUS AREA # 5 COMMERCIAL DEVELOPMENT

Work Group 5A

Work Group 5B

Max Akulin (Facilitator), Carol Barnett,
Howard Decker (Facilitator), Linda Henry, Pat Kraus,
Dave Sluberski, Sandra Sluberski

Jules Chiavaroli (Facilitator), Jillien Coffey, Scott Goodman,
Becky Herman, Kemal Kirca (Facilitator), Sue Mee,
Jim Wilkins, Mary Wilkins

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #1: RUSH HAMLET-NORTH OF HONEOYE CREEK

Description/Boundaries:

This focus area will concentrate on the Hamlet of Rush, north of Honeoye Creek.

Area Assets:

- Sidewalks
- Focus point, dam, town hall, library
- Fire Department and adjacent property
- Joelle's Hair Design
- Chase's Florist and Greenhouse
- Papa's Auto Center
- Land Data
- InSite Software, Inc.
- Miller Plumbing
- 7-11
- Existing Greenspace

Concerns To Address:

- Lack of street furniture (benches, etc.)
- Lack of cross walks north of Honeoye Creek and at Routes 251/15A intersection
- Vehicles traveling at high speeds jeopardizing pedestrian and cyclist perception of and physical safety
- Is Town of Rush Quinn house apartment building being utilized appropriately as housing facility?
- Vacant Parcel (former location of Big M)

Primary Focus:

The primary focus is the utilization and proper land use surrounding the creek and its dam within the Hamlet of Rush.

Goals:

- Expand Farmers' Market
- Beautification of main streets, including fencing, flowers, buildings, etc.

Develop Strategies To:

- Market the Big M property for best land use
- Provide bike lanes to cyclists
- Provide affordable housing types for people to age in place
- Attract new residents to Hamlet and Town



Source: CDCR Archive
Honeoye Creek/ Veterans' Memorial Park



Source: CDCR Archive
Honeoye Creek West



Source: CDCR Archive
Honeoye Creek/ Veterans' Memorial Park



Source: CDCR Archive
Behnk Bridge

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #1: RUSH HAMLET-NORTH OF HONEOYE CREEK



Source: CDCR Archive
Pine Hill Cemetery



Source: CDCR Archive
Private Residence



Source: CDCR Archive
Private Residence



Source: CDCR Archive
Right-of-Way Landscaping



Source: CDCR Archive
Town of Rush Pavilion Entrance



Source: CDCR Archive
Quinn House



Source: CDCR Archive
7-11



Source: CDCR Archive
Intersection



Source: CDCR Archive
Papa's Auto



Source: CDCR Archive
Chase's Greenhouse & Florist



Source: CDCR Archive
Rush Fire Department and Ambulance



Source: CDCR Archive
Rush Fire Department Property



Source: CDCR Archive
Al Mack Scout House



Source: CDCR Archive
Town of Rush Hall/ Library



Source: CDCR Archive
Street View



Source: CDCR Archive
Street View



Source: CDCR Archive
Private Residence



Source: CDCR Archive
Rush Fire Department Property



Source: CDCR Archive
InSite Software, Inc.



Source: CDCR Archive
Welcome Sign

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #1: RUSH HAMLET-NORTH OF HONEOYE CREEK

WORKGROUP 1-A

Group Notes:

Traffic Management

- Pedestrian Friendly
- Bike Friendly
- Enter & Exit From Services
- Speed Limits
- Control Traffic

Existing Town Property

- Utilization?
- Events
- Facilities
- Gazebo
- Parking
- Kayak Launch (Rentals)
- Access to Creek!!
- Skate park
- Festivals/ Food Trucks/ Music
- Entryway between Town Hall and Quinn House-
- Town Property-Walkways

Main Intersection

- Road Too Wide
- Square Off/ Tighten Intersections
- Crosswalks in All Directions

Rush Scottsville Road

- Crosswalks North of Main Intersection

Rush Mendon Road

- Crosswalks, Sidewalks

Villagification

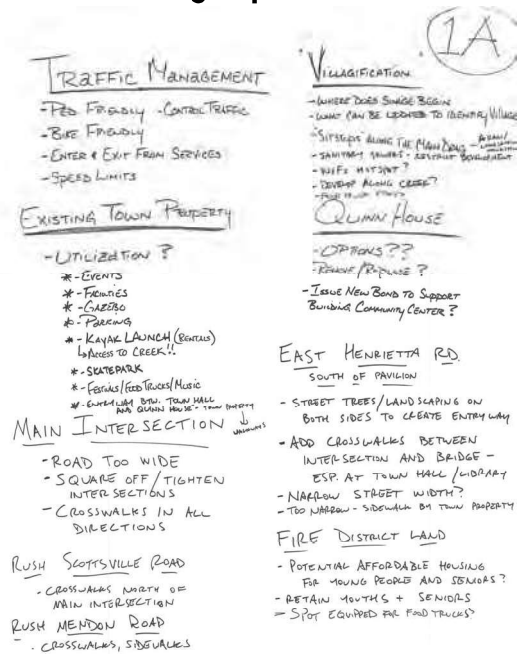
- Where does signage begin
- What can be updated to identify village
- "Sitstops" along the main drag
- Architecture/ Landscaping consistent
- Sanitary Sewers
- Restrict development
- WiFi Hotspot?
- Develop along creek?
- Food truck stops?

Fire District Land

- Potential affordable housing for young people and seniors?
- Retain youths+seniors
- Spot equipped for food trucks?



Source: CDCR Archive
Workgroup 1A



Source: CDCR Archive

East Henrietta RD. South of Pavilion

- Street trees/ Landscaping on both sides to create entryway
- Add crosswalks between intersection and bridge
- Especially at town hall/ Library
- Narrow street width?
- Too narrow
- Sidewalk by town property

Quinn House

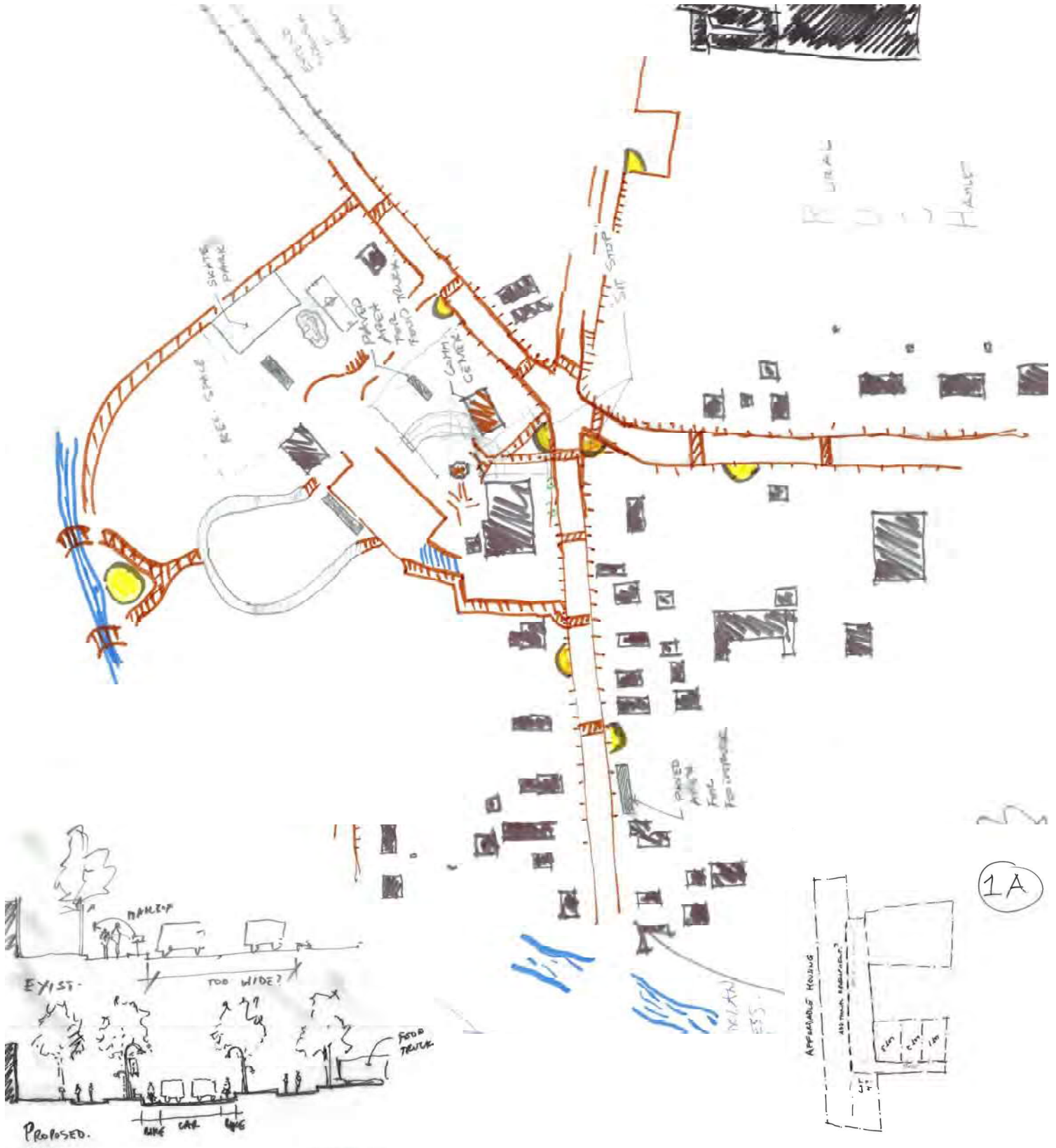
- Options??
- Remove/ Replace?
- Issue new bond to support
- Building community center?

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #1: RUSH HAMLET-NORTH OF HONEOYE CREEK



WORKGROUP 1-A



1A

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #1: RUSH HAMLET-NORTH OF HONEOYE CREEK

WORKGROUP 1-B

Group Notes:

Hamlet N. of Creek

- Roadway
- Slowing traffic
- New plantings
- Lehigh trail kiosk/
- Shelter
- Better signage

Big M Re Use

- Public space
- Farmers market
- Consolidate chase farm retail
- Dry cleaner drop off
- Personal service
- Business services
(like plumber, miller)
- Office
- Post Office
- Any use should have design elements appropriate to
Hamlet windows, materials, roof pitch

Fishing/ Kayak launch at town hall

- North East or South? corner by dam
- Varying/ Low water levels especially west 8 dam but raises further west

Signage

- For park/ trail uses & parking
- Welcome to Rush, Welcome to Hamlet of Rush

Activate lawn by pavilion

- Trees, grills, picnic tables, labyrinth, food truck rodeo

Open pavilion

- Edible forest

Rush UMC

- Future kayak launch planned (has daycare, garden)

Post to town website &/ or Lehigh valley trail website navigability of creek

- High/ low water

251/ 15A Traffic circle, streetlights, planters, shrubs, trees

- Re-stripping travel lane (narrow)/ bike lane (wider)
- Crosswalks

Report Out 1B

- Big M redevelopment site
- Town Hall & Veterans' Park Properties
- Commercial Buildings
- Big Picture

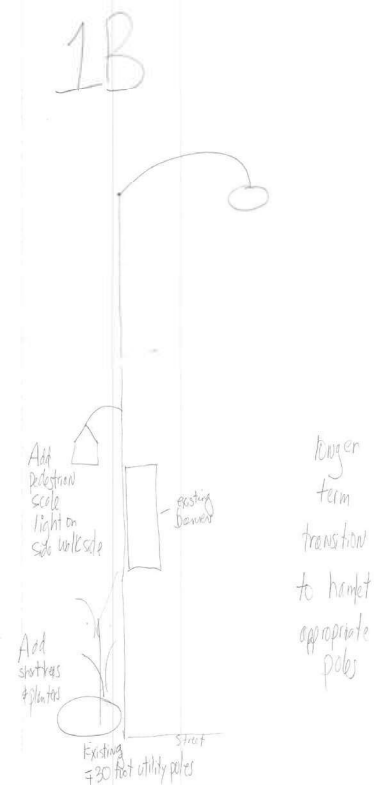
Historic Preservation

- Signs/ historic markers
- Ordinance/ commission for historic buildings

Rental Housing



Source: CDCR Archive
Workgroup 1B



Add Sewers

- Define extent
- Define areas to continue as agriculture

Senior Housing

HAMLET OF RUSH COMMUNITY CHARTER REPORT

FOCUS AREA #1: RUSH HAMLET-NORTH OF HONEOYE CREEK



WORKGROUP 1-B

IB

STREET LIGHTS
STREET BENCH
UTILITY POLE
PUBLIC PARKING
PARKING SIGNAGE

STREET FENCING
BENCH
TRASH

UTILITY POLE
ELECTRIC
CABLE
FIBER
LIGHT/SIGNAL

STREET LIGHT
PUBLIC CHARTER
GROUP 1-B

Big Picture
Public space
Focus areas
Redesignate Chase Farm Park
Any kind of adaptive
personal service
business services (aka parking)
Office
PO
Any use should have access
element, approach & parking
walk, natural and other

IB
Cody, Rita, Julia
Geos, Robert, Manreen
Hamlet A if Crank

ROADWAY
SHARED TRAFFIC
NEW PLANTING
LIGHTED TRAIL: KINGS/STREET
BETTER SIGNAGE

Fusion/ Kayak launch- NEW SP
of the hill
Signage for trail/ use parking
- signage & trail - signage & trail/ use parking
Activate a lawn by pavilion
trees, walk picnic table
lake/ path
pedestrian routes
Resilient - use local & native plants (in dry/ wet)

Prop to have native landscape/ forest - walk/ use water
g/a Lake/ Valley Trail website

25/30 traffic, streetlights, plantings, subways, trees
- Better paving trail lane/ bike lane
- Crosswalks

Historic Preservation
Signs / Historic markers
Signage / landmarks in historic buildings
Add signage / markers
define street
define areas to continue as Agriculture

Senior housing
Rental Housing

Report Out **IB**
Big M Redevelopment site
Town Hall Properties
& Veterans Park
Commercial Buildings
Big Picture

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #2: RUSH HAMLET-SOUTH OF HONEOYE CREEK

Description/Boundaries: (should note business services or goods; may not be known by participants)

This focus area will concentrate on the Hamlet of Rush, south of Honeoye Creek.

Area Assets:

- Sidewalks
- Dam
- Veteran's Park
- Churches
- Village Green
- Montesano's Pizza
- Creekside Restaurant
- Wild Wood County Club
- Morris Auto Repair
- Bob's Auto Repair
- Old High School/Post Office
- Lehigh Valley Trail

Concerns To Address:

- Limited pedestrian and cyclist access to creek, Lehigh Valley Trail, and Veterans' Park
- Property maintenance on main streets
- Lack of public parking
- Post Office is not accessible
- Vehicles traveling at high speeds jeopardizing pedestrian and cyclist perception of and physical safety
- Lack of street lights and lamp posts on bridge
- Unattractive railings at mill platform at dam

Primary Focus:

The primary focus for this area is enhancement of the Veterans' Park

Goals:

- Beautify Veterans' Park and Village Green
- Provide non-motor boat access to creek
- Provide affordable housing types for people to age in place
- Attract new residents to Hamlet and Town
- Improve War Memorial in Veterans' Park

Develop Strategies To:

- Provide bike lanes to cyclists
- Provide affordable housing types for people to age in place
- Attract new residents to Hamlet and Town



Source: CDCR Archive
Veterans' Memorial Park



Source: CDCR Archive
Veterans' Memorial Park



Source: CDCR Archive
Lehigh Valley Trail - East

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #2: RUSH HAMLET-SOUTH OF HONEOYE CREEK



Source: CDCR Archive
Montesano's



Source: CDCR Archive
Rush Creekside Inn/ Lehigh Valley Trail



Source: CDCR Archive
Street View



Source: CDCR Archive
Rental Properties



Source: CDCR Archive
St. Joseph's Church of Rush



Source: CDCR Archive
Rental Property



Source: CDCR Archive
Shiloh Church of God In Christ



Source: CDCR Archive
Street View/ Intersection



Source: CDCR Archive
U.S. Post Office



Source: CDCR Archive
Rush United Methodist Church



Source: CDCR Archive
Little Free Library



Source: CDCR Archive
Rush United Methodist Church

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #2: RUSH HAMLET-SOUTH OF HONEOYE CREEK

WORKGROUP 2-A

Group Notes:

Objectives

- Safety
- Pedestrian friendly
- Wheel chair accessible
- Ecological minded
- Connectivity
- Bicycle friendly
- Destination making

Safety

- Crosswalks
- Speed
- Sidewalk
- Streetlights
- Intersections

Considered With

- Wheelchair Accessible
- Universal Design

Ecological Sustainability Design

- Micro Hydro Power for Rush Dam
- Bury Utilities for Larger Trees and aesthetics
- Natural Soft Scaping
- Solar Panels for Lighting
- Permeable Friendly Areas Instead of Asphalt

Connectivity

- Connection of Sidewalks
- Signage for Veteran's Park
- Signage for Trail

Bicycle Friendly

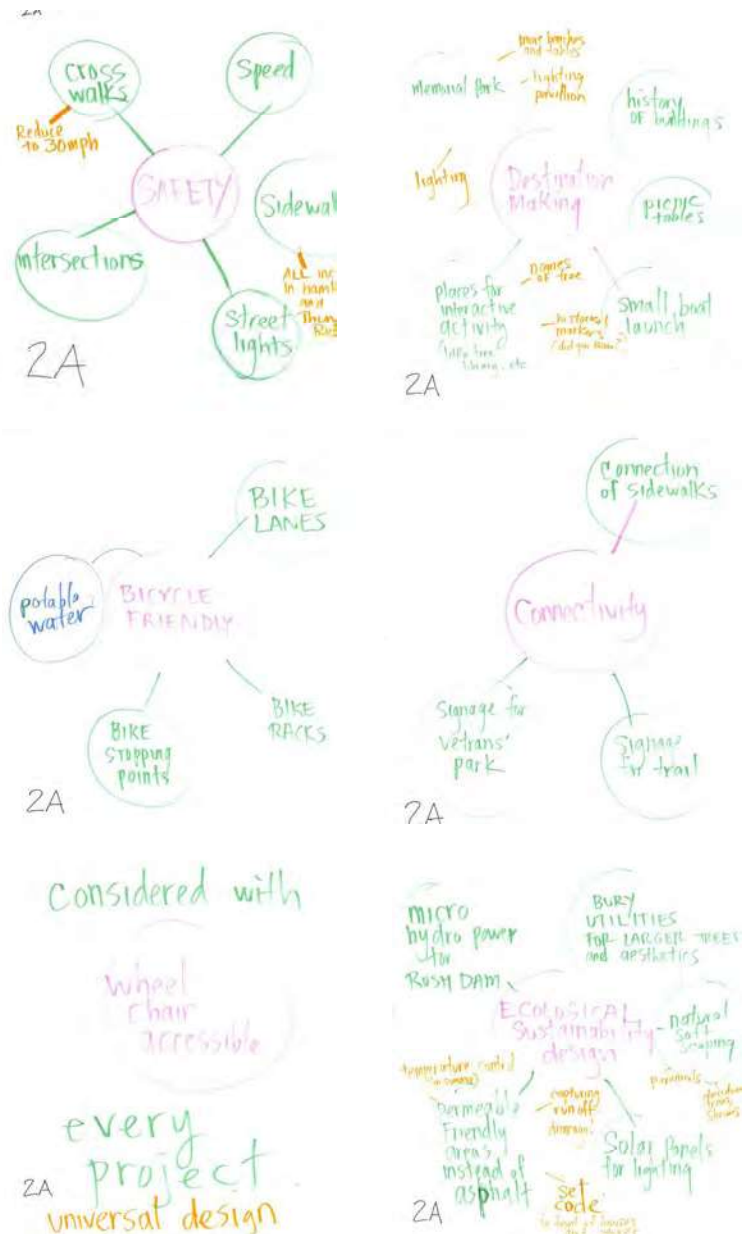
- Bike Lanes
- Bike Racks
- Bike Stopping Points
- Potable Water

Destination Making

- Memorial Park
- History of Buildings
- Picnic Tables
- Places for Interactive Activity
- Small Boat Launch



Source: CDCR Archive
Workgroup 2A



HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #2: RUSH HAMLET-SOUTH OF HONEOYE CREEK



WORKGROUP 2-A



HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #2: RUSH HAMLET-SOUTH OF HONEOYE CREEK

WORKGROUP 2-B

Group Notes:

1. Veterans' Memorial Park-North Side

- Signage (park+signage, quality + location)
- Parking
 - Physical layout
 - Boundaries
- Viewing areas at Creek
- Access areas (Fishing)
- Picnic benches
- Grilling sites
- Shoreline (Clean undergrowth)
- Poison ivy/ Ticks notice

2. Behnk Bridge

- Better signage
- Paint monument post
- Pedestrian crosswalks
- Bike lanes
- Lighting

3. VMP-South side

- Falls (lighting)
- Railings-(design, color, materials)
- Millstone memorial-interpretive display
- Viewing area-add gazebo
- Lighting-utility panel-visual improvements
- Shore line + access-overgrowth
- Boat launch + fishing
- Amphitheater - seating (lawn, stones etc.)
- Picnic tables, benches,
- Gazebo-seating, lighting
- Trees/ shrubs-trimming
- Plantings
- Flag pole? height?
- Fences/ gateway/ arched entry/ signage
- Parking at fence line

4. Montesano's Kitchen-Outdoor seating- (facing park)

5. Village Green-Volunteer Park

- Improvements
 - Park boundaries/ shrubs? Berms Seating
 - Walkways -Paved areas
 - Crosswalks
 - Improved ADA Markings
 - Interpretive plaque(Hallock-Douglas)

6. Alternative intersection - T?

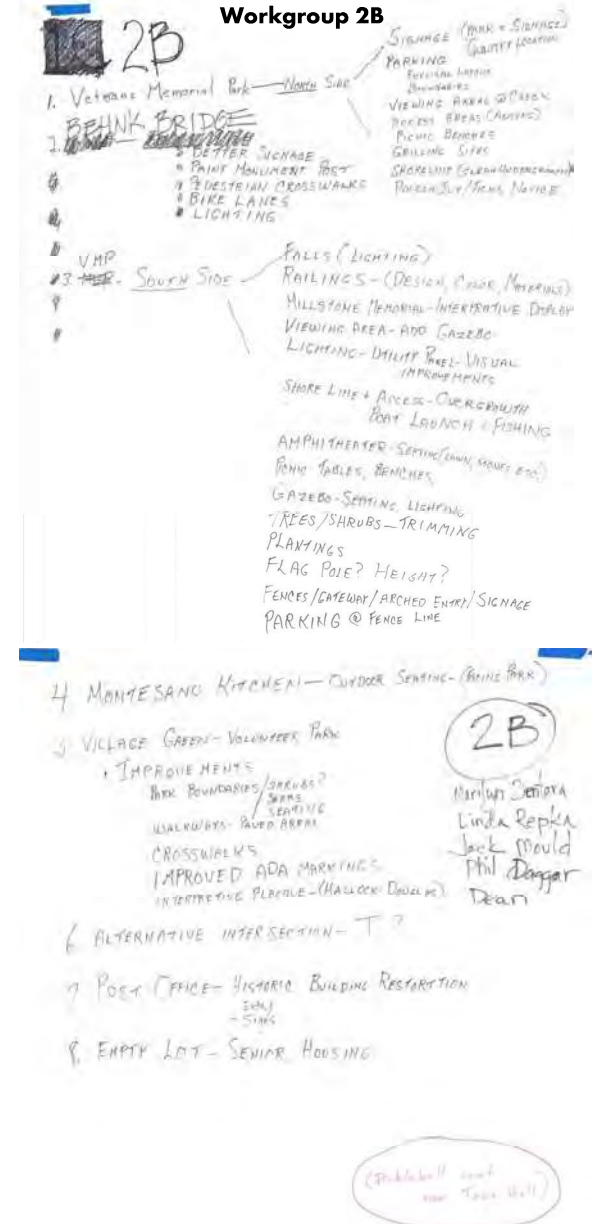
7. Post office

- Historic building restoration
- Entry
- Signs

8. Empty Lot-Senior housing



Source: CDCR Archive
Workgroup 2B

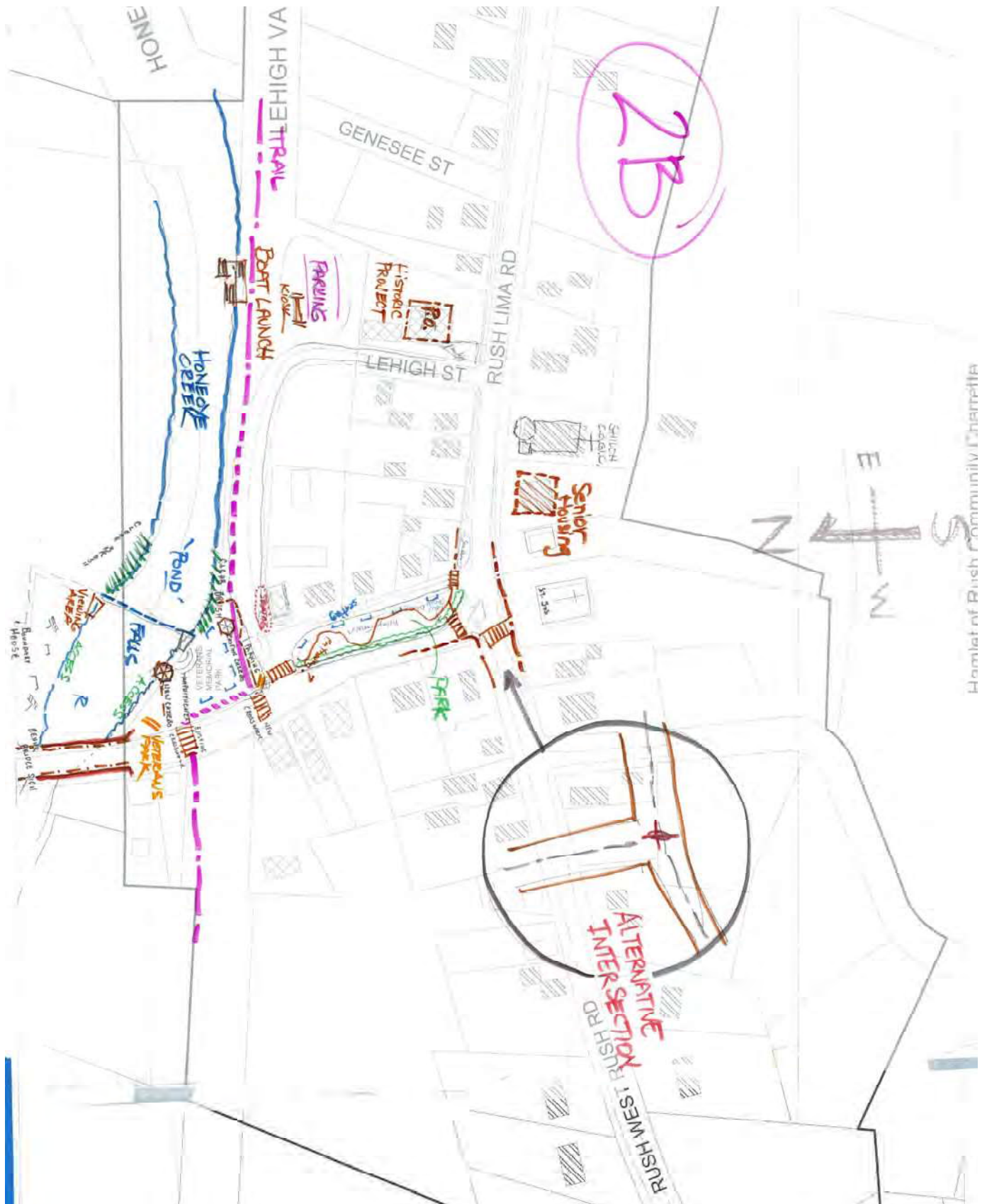


HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #2: RUSH HAMLET-SOUTH OF HONEOYE CREEK



WORKGROUP 2-B



HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #3: RECREATION, PUBLIC SPACES AND AMENITIES

Description/Boundaries:

This focus area will concentrate on the Hamlet area of the Town of Rush.

Area Assets:

- Space for a potential Community Center
- Village Green
- Lehigh Valley Trail
- Veterans' Park
- Honeoye Creek and Dam
- Other connecting trails
- Town Pavilion
- Basketball Courts
- Park behind Town Hall

Concerns To Address:

- Limited creek access for non-motor boats, pedestrians, and trail users
- No lampposts on bridge and main streets
- Low visibility signage for Lehigh Valley Trail
- Inconsistent fencing in town park areas, cemeteries, etc.
- The entrance to Park Lane and Montesano's Pizza is too wide for pedestrians
- Vehicles traveling at high speeds jeopardizing pedestrian and cyclist perception of and physical safety
- Honor war veterans in Veterans' Park
- Lack of historical signage such as interpretive sign for mill and milling process
- Lack of landscaping, benches, etc. at Village Green and Veterans' Park
- Limited access to current trails
- Poor visibility of park amenities on north side of Veterans' Park
- Bike trails
- Tennis/pickleball courts

Primary Focus:

The primary focus for this area is improvement of existing and development of new recreation, public spaces and amenities in the Hamlet of Rush.

Goals:

- Improve landscaping, fences, benches on both private and public green space
- Improve signage for the Veterans' Park
- New and improvement of existing trails and water access
- Improve way finding with elements such as kiosks, mobile websites, maps, signs, etc.
- Develop community events, bike day, kayak day, 5K, Heart Walk Path, Fall Festival, Hometown Days

Develop Strategies To:

- Beautify the green spaces and parks
- Highlight trails and water access
- Communicate way finding through kiosks, mobile website, maps, signs, etc.



Source: CDCR Archive
Rental Properties



Source: CDCR Archive
Rush Creekside Inn/Lehigh Valley Trail

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #3: RECREATION, PUBLIC SPACES AND AMENITIES



Source: CDCR Archive
Town of Rush Pavilion Entrance



Source: CDCR Archive
Rush Fire Department and Ambulance



Source: CDCR Archive
Rush Fire Department and Ambulance



Source: CDCR Archive
Al Mack Scout House



Source: CDCR Archive
Rush Fire Department and Ambulance



Source: CDCR Archive
Honeoye Creek/ Veterans' Memorial Park



Source: CDCR Archive
Honeoye Creek/ Veterans' Memorial Park



Source: CDCR Archive
Behnk Bridge



Source: CDCR Archive
Veterans' Memorial Park



Source: CDCR Archive
Veterans' Memorial Park



Source: CDCR Archive
Lehigh Valley Trail-East



Source: CDCR Archive
Montesano's

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #3: RECREATION, PUBLIC SPACES AND AMENITIES

WORKGROUP 3-A

Group Notes:

Rush Park

- Improve Base Ball field-larger
- Enhancing walking trail
- Tennis/ Pickleball courts
- Bike rack
- Food trucks/ Farmers market
- Recreation center
- Large meeting room (seniors line res)
- Large kitchen
- Gym
- Multipurpose
- Pavilion
- T-ball, Baseball/ soccer fields
- Basketball court/ ice skating
- Playground
- Parking
- Walking trail
- Roof areas/ solar
- Library gazebo

Village green/ Lehigh trail/ Veterans' park

- Connect the two
- Less asphalt between two
- Bike racks
- Signage for Lehigh trail on 15A
- Promote Montesano's as a stopping point for hikers
- Pizza, Ice-cream, Coffee (outdoor seating)
- Lehigh Rd-Narrow runway/ dead end
- Boat launch-up river
- Benches, picnic tables, grills
- Amphitheater c Veterans' park
- Gardens
- Historic asset
- Honeoye creek
- Hiking, running, biking
- Brings in people to Hamlet

Fire Hall/ Field

- Parking
- Open spaces
- Pavilion
- Golf course
- Wildwood cc.
- Bring people to town
- Possible use for more town-outdoor activities
- Rush home town days

Optimizing Assets

- | | |
|---------------------|-------------------------|
| Veteran's Park | |
| -Viewing platform | -Close to village green |
| -Gazebo | -Creek & falls |
| -Proximity to trail | -Quiet/ defined space |



Source: CDCR Archive
Workgroup 3A

Village Green LSA

- Gardens
- Historic Asset

Lehigh Valley Trail
Honeoye Creek

- Hiking, Running, Biking
- Brings in people to Hamlet

Fire Hall/Field. LSA

- Parking
- Open spaces
- Pavilion

Golf Course
Wildwood cc.

- Brings people to Town

Fire Hall Field. LSA

- Possible use for more Town - Outdoor Activities.
- Rush Home Town Days

Optimizing Assets LSA

- Veteran's Park
- Viewing Platform
- Gazebo
- Proximity to trail
- Close to Village Green
- Creek & Falls
- Quiet/Defined Space

Needs

- Senior center/ Recreation center
- Meetings-120/150
- Lunches
- Gym-winter
- Multipurpose
- Summer camp
- Day care
- Boat Launch/ fishing access
- Picnic/ grills
- Bike racks (multiple locks)
- Signage
- Tennis pickleball

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #3: RECREATION, PUBLIC SPACES AND AMENITIES

WORKGROUP3-B

Group Notes:

Lehigh Trail

Who is responsible to maintain?
Wild flowers, bird houses, milkweed designate it garden habitat
attract butterflies
App audio on trail explain about area
(what kind of flowers etc.)
Geo caching

Highlighting Lehigh Trail

Boat access
Beach bump-outs/ add picnic tables
What brings the bikers to Creekside

Existing Issues

Traffic to fast
Need more sidewalks
More clear signage
-trail markings
-building/ business
-speed limit signs (35 in town)
Different access to creek
Lighting on roads, falls
Crosswalks 251/15A Lehigh trail

Veteran's Memorial Park

Better, bigger, clear signage
Theater seating at gazebo
Freshen up/ paint gazebo
Walkway to gazebo
Planting some bushes, flowers
New flag
Lighting on falls
Bushes/ trees along road side
Clean up falls

Town Hall Area

Dog Park
More trees by soccer field for shade
Solar panels awning off back of pavilion
Back area floods
Wegmans passport
Bike lanes

Fireman's Field

Fence
Sidewalk on 251 up to scout on south side 15A / trees
Sign on 15A side
Retaining pond for wet area
Crosswalks at 15A/ 251
Outdoor movies in pavilion
Solar panels on pavilion
Stargazing in field



Source: CDCR Archive
Workgroup 3B

VMP Cont:

Arch way Gateway pillars
Map at Rush station
History etc.
Cohesive fencing
Flower boxes on mill platform
Wider stairs to other outcrop
More parking
Make trail cross

Benches on the Bridge
Street lamps on Bridge
Property maintenance
Improve trail-head/creek side
-bollard not through parking lot
repair
-safety/ separation
tree labels/ picnic tables
Plantings in front of creek side/ parking
Buried utilities in Hamlet
Set code for no asphalt/ hard-scape in Hamlet
Historically Black
crosswalk at intersection
change T-intersection
600 cars vs. 8400
Thunder ridge 30 mph/sidewalks on west side
Monroe County speedway
side walk parish houses/
remove parking
pedestrian level street lights/ LEDs
post office/ Historical plaque
Boulder creek side walk
Historical plaques
-park/
-canoe/ Kayak area
-portage
Reinforce code standards-[unknown text]
with tree [unknown text]

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #3: RECREATION, PUBLIC SPACES AND AMENITIES



WORKGROUP 3-B



HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #4: HAMLET OF RUSH BRANDING

Description/Boundaries:

This focus area will concentrate on architectural standards, way finding, and design guidelines for the Hamlet of Rush.

Area Assets:

- Welcome To Rush signs with plantings already in place
- Town Flag
- Lions Club banners on telephone poles
- Town Hall Complex
- Housing Stock and Historic Commercial Buildings
- Lehigh Valley Trail
- Honeoye Creek
- Veterans' Park
- Former High School/Post Office
- Churches: St. Joseph's, Rush Methodist, Shiloh (within "inner Hamlet")
- Businesses
- Rush Fire Department

Concerns To Address:

- Lack of welcoming signage for all gateways (southern gateways are especially lacking)
- Lack of signage for major recreation areas: Lehigh Valley Trail (has 7 road crossings in Rush) Veterans' Park and Honeoye Creek
- Need for consistency in signage
- Main street area and Veterans' Park area feel undefined, unattractive
- Town logo is outdated

Primary Focus:

To define the "inner Hamlet" of Rush as an attractive distinctive place with functional, noticeable signage at all gateways and throughout the community to let you know you're in Rush, and offering ways to find amenities and attractions.

Goals:

- Improve and enhance the physical and aesthetic character of the "inner Hamlet" of Rush
- Develop consistent signage that reflects the character of Rush using design elements: colors, fonts, material, etc.
- Develop signs for: pedestrians, Veterans' Park visitors, Lehigh Valley Trail users (and boaters if a boat launch is developed)
- Create an updated and unifying town logo and theme (font/color etc.) for official correspondence
- Develop suggestions for architectural standards (as part of our town code) for future commercial and residential development

Develop Strategies To:

- Position signs and other elements (like pedestrian crossings) to identify gateways
- Seek ways to implement aesthetic improvements along Route 15A (street lamps, benches, plantings, etc.)

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #4: HAMLET OF RUSH BRANDING



Source: CDCR Archive
Pine Hill Cemetery



Source: CDCR Archive
Al Mack Scout House



Source: CDCR Archive
Little Free Library



Sources: CDCR Archive
Rush United Methodist Church



Source: CDCR Archive
Rush United Methodist Church

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #4: HAMLET OF RUSH BRANDING

WORKGROUP 4-A

Group Notes:

Branding

- What Rush mean for us?
- Small, quiet
- Home
- Community, friendly
- The gem of Monroe county

Goals

- Identity; know that your are here
- Town vs Hamlet (Separable branding?/ signage?)
- Celebrate uniqueness
- 21st century small town
- Welcoming
- young people
- senior population
- visitors (bicyclists, trail walkers, bikers, kayakers) need infrastructure & signage for them

Branding

- How we accomplish % strategy
- Contents:
- Logo=> Re-visit?
- Color=> "Gold Rush"?
- Include different languages
- Explore additional NYS historic signs

Signage

- Way-finding/ directional sign (NYS DOT)
- Gateway signs
- larger, memorable, unique
- both sides of road "welcome"+"Thanks for visiting"
- near speed signs
- Events/ programming (within Hamlet)
- seasonal events esp fireman's carnival
- Temporary sandwich board for businesses/ town events
- Highway department sign
- Points of interest w/ (QR codes+directions)
- (scout house, historic churches, NYS rec area, BOCESprop, kayaking, biking, trails, NYS transportation museum)
- App to direct visitors-review (Google map designation)

Banners

- Add lights-LED so more visible
- Rotate more frequently

Bicentennial

- Celebrate w/ special branding
- (banners, T-shirts, sweat shirts, golf shirts)
- Update town staff shirts

Charrette/ Planning awareness+ Input

- Float at parade
- Booth at carnival
- Present at bicentennial celebration



Source: CDCR Archive
Workgroup 4A

7A Branding
HOW WE ACCOMPLISH % STRATEGY
CONTENTS:
• LOGO = RE-VISIT?
• COLOR = "GOLD RUSH"?
• SIGNAGE
• INCLUDE DIFFERENT LANGUAGES
• EXPLORE ADDITIONAL NYS HISTORIC SIGNS
SIGNAGE
GATEWAYS
• WAYFINDING / DIRECTIONAL SIGN (NYS DOT)
• GATEWAY SIGN - larger, memorable, unique
• EVENTS / PROGRAMMING (WITHIN HAMLET)
• TEMPORARY SANDWICH BOARD FOR BUSINESSES / TOWN EVENTS
• HIGHWAY DEPARTMENT SIGN.

7A Branding
Signage?
Points of interest w/ QR codes
App to direct visitors-review
Banners
Add lights-LED so more visible
Rotate more frequently
Bicentennial
Celebrate w/ special branding
Update town staff shirts
Charrette/ Planning awareness+ Input
Float at parade
Booth at carnival
Present at bicentennial celebration
END

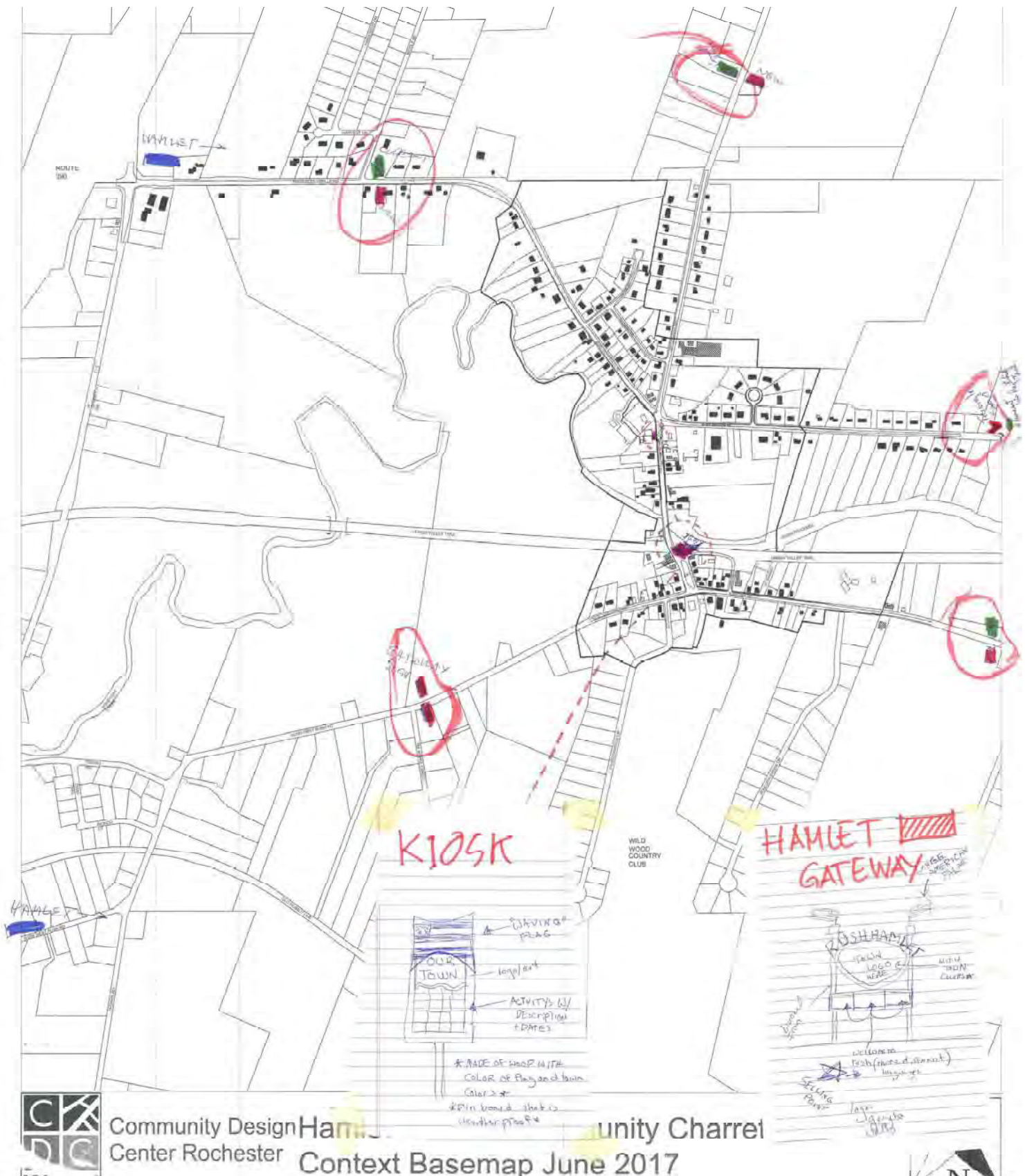
7A Branding
• WHAT RUSH MEANS FOR US?
- SMALL, QUIET
- HOME
- COMMUNITY, FRIENDLY
- THE GEM OF MONROE COUNTY.
• GOALS
- IDENTITY; KNOW THAT YOU ARE HERE
- TOWN VS HAMLET (Separable branding?/ signage?)
- CELEBRATE UNIQUENESS
- 21ST CENTURY SMALL TOWN
- WELCOMING
→ YOUNG PEOPLE
→ SENIOR POPULATION
→ VISITORS (bicyclists, trail walkers, bikers, kayakers) need infrastructure & signage for them

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #4: HAMLET OF RUSH BRANDING



WORKGROUP 4-A



Community Design Center Rochester Community Charrette
Context Basemap June 2017

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #4: HAMLET OF RUSH BRANDING

WORKGROUP 4-B

Group Notes:

Creek/ Dam

- Identify & use our assets
- Veterans' park/ gazebo
- View of falls
- "Gazebo fest"-other gatherings
- * Activate the space

Bridge

- Add lampposts/ lighting
- Hanging baskets
- Pedestrian bridge
- Connect the parks

Lehigh Valley Trail

- "Rush junction" modeled on Rochester junction
- create structure to share and gather info
- * digitally or manually
- this would identify trail entrances
- More prominent signage for trail
- Connects green-way to Auburn (TR)
- Define the trail across ISA
- Connect the trail
- Create scenic vistas to reinforce the edges of the trail
- Edging it with a buffer

Roadways

- Shrinking roadways-add bike lanes
- T-intersection at church
- slows traffics
- enables pedestrians to cross
- allows edging for green space
- Tree canopy to create focal point
- Reduce side drive curb cuts st Montesano's & Creekside
- Shield parking

Gateway Signs

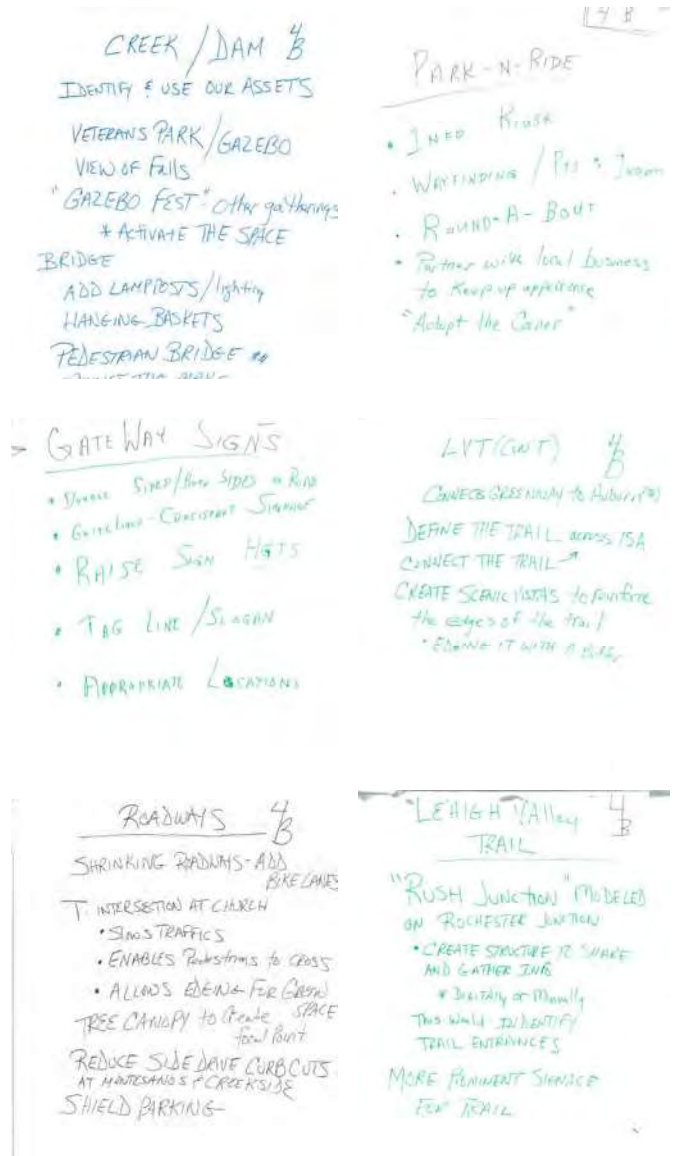
- Double side/both sides of road
- Guide lines-consistent signage
- Raise sign HGTS
- Tag line/ slogan
- Appropriate locations

Park-N-Ride

- Info kiosk
- Way-finding/ Points of interest
- Round-A-Bout
- Partner with local business to keep up appearance
- "Adopt the corner"



Source: CDCR Archive
Workgroup 4B

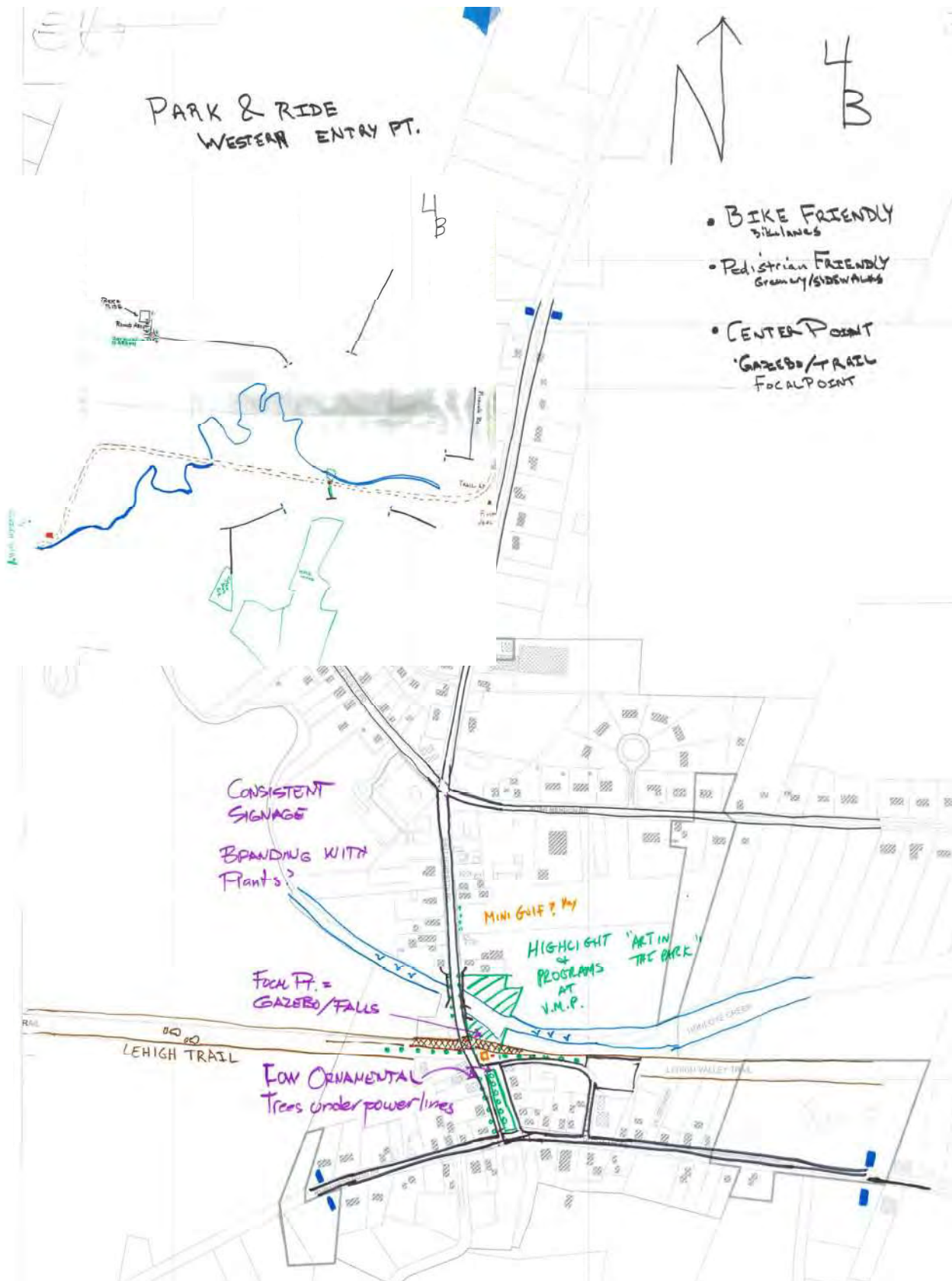


HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #4: HAMLET OF RUSH BRANDING



WORKGROUP 4-B



HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #5: HAMLET DEVELOPMENT

Description/Boundaries:

This focus area will concentrate on commercial development in the Hamlet of Rush on all of Route 15A and east on Route 251 to the Scout House.

Area Assets:

- Daily traffic volume
- Location on Route 251 on the way to/from 390
- Montesano's Pizza
- Wild Wood Country Club
- Creekside Restaurant
- Papa's Auto Center
- Sidewalks on both sides of road
- Seven Eleven
- Joelle's Hair Design
- Chase's Florist/Greenhouse
- Morse Auto Repair
- Tom Roth Auto Repair

Concerns To Address:

- Zoning, to make it easier for businesses without sacrificing desired outcomes
- Lack of parking, need for municipal parking
- Lack of attractive environment for small businesses
- Lack of goods and services provided by commercial businesses within Hamlet such as medical and restaurant types

Primary Focus:

The primary focus for this area is attracting small service, retail and restaurant type businesses.

Goals:

- Experiment with summer food and services vendors at town facilities/parks
- Encourage small businesses to come to Rush
- Develop architectural standards for new and existing buildings for new construction
- Expand commercial development on Route 15 near 390

Develop Strategies To:

- Develop a concept plan for possible expanding commercial zoned areas for consideration by investors
- Communicate that the town of Rush is open for business
- Encourage small businesses to come to Rush



Source: CDCR Archive
Town of Rush Rental Property



Source: CDCR Archive
Mobil Gas Station

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #5: HAMLET DEVELOPMENT



Source: CDCR Archive
Intersection



Source: CDCR Archive
Papa's Auto



Source: CDCR Archive
Chase's Greenhouse



Source: CDCR Archive
**Town of Rush Town Hall/
Library**



Source: CDCR Archive
Street View



Source: CDCR Archive
Street View



Source: CDCR Archive
Private Residence



Source: CDCR Archive
**Rush Fire Department and
Ambulance**



Source: CDCR Archive
InSite Site Work



Source: CDCR Archive
Welcome Sign



Source: CDCR Archive
**Honeoye Creek/ Veterans'
Memorial Park**



Source: CDCR Archive
**Honeoye Creek/ Veterans'
Memorial Park**



Source: CDCR Archive
Behnk Bridge



Source: CDCR Archive
Honeoye Creek



Source: CDCR Archive
Veterans' Memorial Park



Source: CDCR Archive
' Memorial Park



Source: CDCR Archive
Lehigh Valley Trail -East



Source: CDCR Archive
Montesano's



Source: CDCR Archive
**Rush Creekside Inn/
Lehigh Valley Trail**



Source: CDCR Archive
Street View



Source: CDCR Archive
Rental Properties



Source: CDCR Archive
St. Joseph's Church of Rush



Source: CDCR Archive
Rental Property



Source: CDCR Archive
Street View/ Green Space

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #5: HAMLET DEVELOPMENT

WORKGROUP 5-A

Group Notes:

Don't need

- Car repair
- Gas station
- Fast food
- Franchises (Except L.L. Bean)

Another way of saying "No"

- Not big
- Not national
- Not car oriented
- Not a bank

What do we want?

- Local food-slow food
- drug store
- grocery
- general store
- artisan bakery
- antiques?
- crafts
- Place to gather
- Uses the assets
- trail
- water
- Agriculture
- Book store
- Third places
- Yarn shop
- Upstairs/ downstairs

Area 1

1. Intersection geometry
2. Vacant property
3. Traffic & movements
4. Visual character
5. Visual accessibility
6. Access to parking
7. Natural resources (covered creek)
8. Community center

Area 2

1. Street-scape elements
2. Signage
3. Road diet: complete streets!
4. Street trees West
5. Maintenance
6. Curb cuts
7. Walk-ability
8. Home accompetions via zoning

Area 3

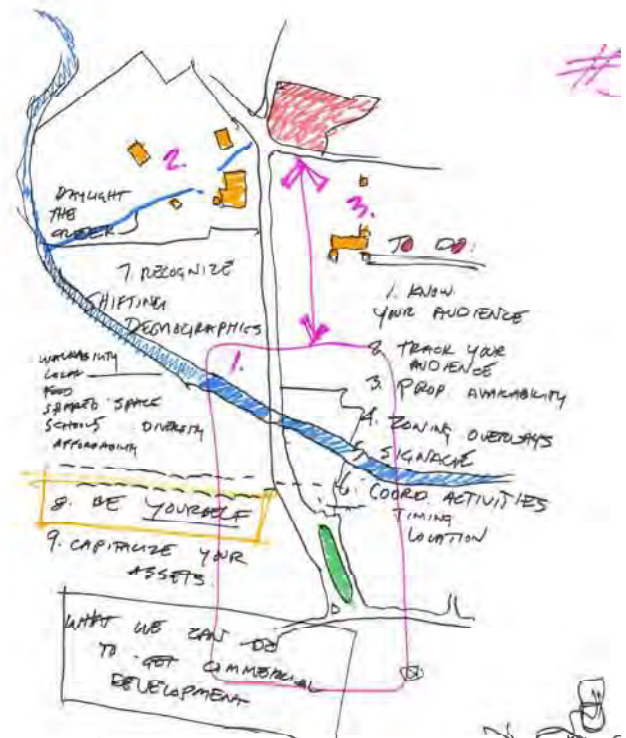
1. Water access
2. Trail access
3. Signage
4. Parking
5. Crosswalk & pedestrians
6. Street-scape
7. Public/ private clarity
8. Destination planning
9. Regulatory obstacles
10. Community nexus
11. Private uses
12. Walk-ability

Area 4

1. Redo intersection
2. Signage
3. Enhance park
 - parking
 - seating
4. Lighting
5. Reuse fabulous buildings



Source: CDCR Archive
Workgroup 5A

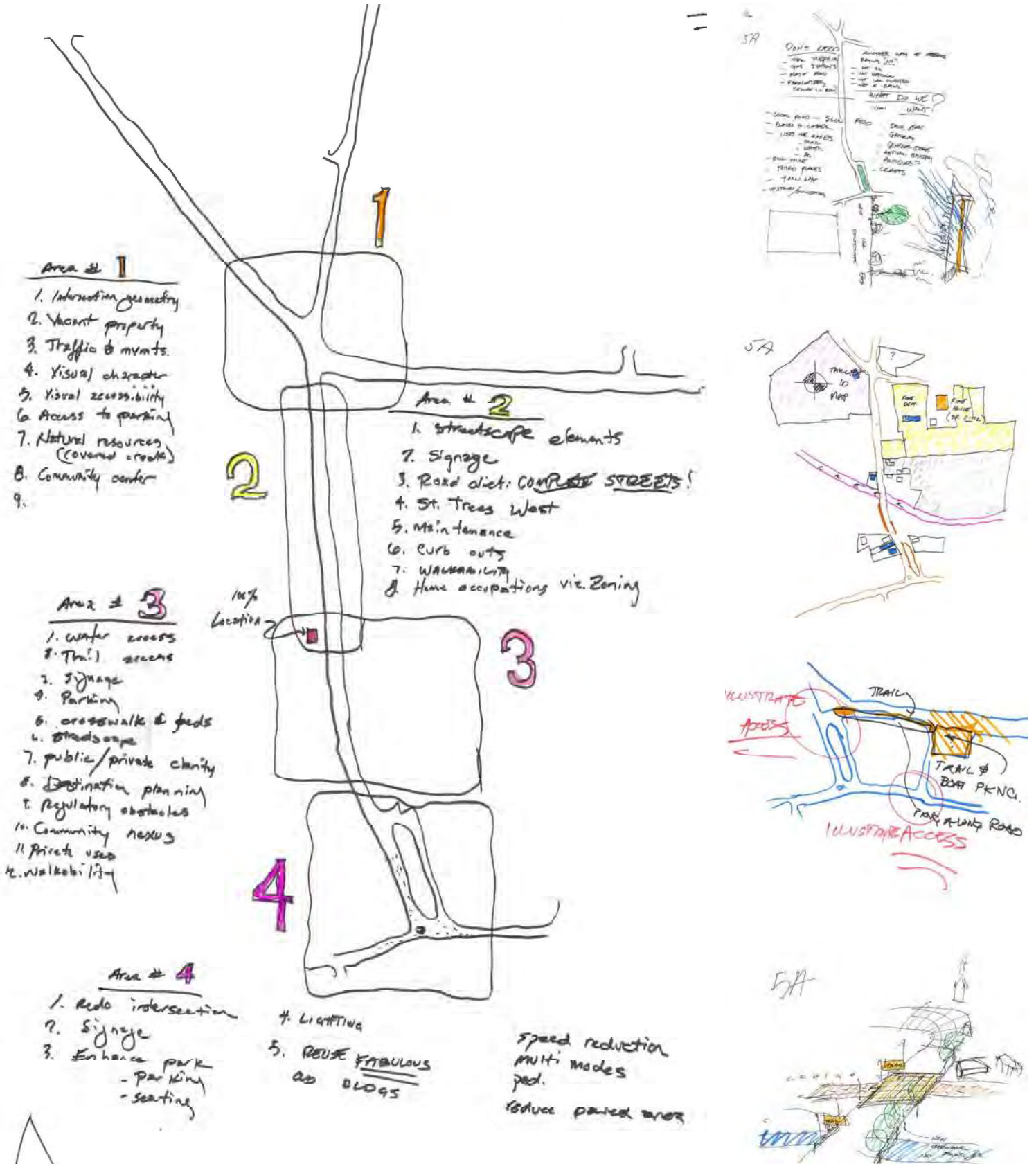


HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #5: HAMLET DEVELOPMENT



WORKGROUP 5-A



HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #5: HAMLET DEVELOPMENT

WORKGROUP 5-B

Group Notes:

Programs

- Re-invent "carnival"
- Food truck rodeo
- Dog show
- Farmer's market
- Town garage sale
- Town picnic/ dinner
- Car show
- Kid events
- winter activities

Barriers

- Sewers
- Independence of residents
- How demanding w/ standards can you impose on merchants

Rush carnival

- Canoe/ kayak on creek
- Dining on creek
- Signage to encourage
- Hiking & Biking
- Trail map
- Identification signs, banners, paving etc.
- Standards, Architecture, form based code
- Nature trail at firehouse land
- Meeting place
- Pavilion rental



Source: CDCR Archive
Workgroup 5B

BARRIERS

SEWERS

INDEPENDENCE OF RESIDENTS
HOW DEMANDING W/ STANDARDS
CAN YOU IMPOSE ON MERCHANTS

PROGRAMS

RE-INVENT "CARNIVAL"
FOOD ^{TRUCK} RODEO
DOG SHOW
FARMER'S MARKET
TOWN GARAGE SALE
TOWN PICNIC DINNER
CAR SHOW
KID EVENTS
WINTER ACTIVITIES

RUSH CARNIVAL

CANOE/KAYAK ON CREEK
DINING ON CREEK
SIGNAGE TO ENCOURAGE
HIKING & BIKING
TRAIL MAP
IDENTIFICATION SIGNS, BANNERS, PAVING
ETC.
STANDARDS, ARCH., FORM BASED
CODE
NATURE TRAIL @ FIREHOUSE LAND
MEETING PLACE
PAVILION RENTAL

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

FOCUS AREA #5: HAMLET DEVELOPMENT



WORKGROUP 5-B



Source: CDCR Archive
Workgroup 5B

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

CHARRETTE FINDINGS NARRATIVE

The following narrative is a consolidation of notes produced at the Hamlet of Rush Community Charrette. Participants provided a wealth of ideas to strengthen and improve their hamlet. Additional work will be needed to prioritize and refine these concepts as the Rush community works to realize its vision for a vibrant and distinctive hamlet.

COMMUNITY FABRIC

Community Identity

Participants identified the need to create a unique identity or brand for the hamlet. People described the hamlet as a quiet community with rural character, a 21st-century small town and a gem of Monroe County. Participants expressed many strategies and opportunities to create this identity. One option is to develop a logo that incorporates the town's colors and reflects the hamlet's identity. Signs and banners with consistent designs could help to establish and reinforce this identity. Signs also could highlight points of interest such as historic churches, parks and the Lehigh Valley Trail. Additional historic markers also could highlight the hamlet's roots. One group suggested a form-based code to help unify the appearance of buildings in the hamlet. Participants also hope to create unique destinations and events that could attract wider interest from both town residents and visitors.

Gateways

Participants are interested in using large gateway signs to clearly identify the boundaries of the hamlet, to welcome visitors, and to thank them for visiting. Four potential gateway locations are Rush West Rush Road near Stoney Brook Road; East Henrietta Road near Jeffords Road; Rush Mendon Road near Pinnacle Road, and Rush Lima Road near Phelps Road.

Parks

Participants are interested in physical improvements to Veterans' Memorial Park, as well as events and programming to make it a more active space. Suggestions included an amphitheater, walking paths, new plantings, picnic tables, grilling areas and improvements to the existing gazebo. Participants envisioned improved viewing areas and platforms overlooking Honeoye Creek and the falls. Other ideas included lighting the falls, creating a boat launch, providing fishing access and general cleanup. Others would like to see improved signs for the park, including some calls for an arch or a gateway, and an information kiosk. Another option is to provide information about the mill that once stood on the park site. At the Village Green on East Henrietta Road, participants also suggested new plantings and seating.

Lehigh Valley Trail

Many participants want to better identify the Lehigh Valley Trail with signs along East Henrietta Road and at trail entrances. Some participants suggested archways at the trail entrances, as well as kiosks with information on the trail and town activities. A crosswalk that directly connects trail entrances on either side of East Henrietta Road also emerged as a priority. Participants discussed better linking the trail to Veterans' Memorial Park and to Honeoye Creek, including boat access and/or a facility to pump out boats. Bike racks, picnic tables, benches, grilling areas and garden plantings could enhance the trail and its entrances. Other suggestions included using nearby Rochester Junction, which provides historic and trail information, as a model for a Rush Junction area in the hamlet.

Town property

Participants said the Rush Town Hall property should be used more often to host events such as music and food festivals, food trucks, and farmer's markets. People also wanted more recreational and athletic facilities, including baseball and soccer fields; basketball, tennis and pickleball courts; a skate park; and an ice skating area. Other suggestions included a dog park, an access to Honeoye Creek, a kayak launch, boat rentals and walking paths. Some participants suggested installing solar panels on the William Udicious Pavilion.

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

CHARRETTE FINDINGS NARRATIVE



Fire Department land

Participants saw potential for the Fire Department-owned land off Rush Mendon Road to host additional public outdoor events, such as a fall festival. Others suggested building affordable homes on a portion of the land in order to retain both senior citizens and young people in Rush. Participants also discussed whether the site could be used for open space with a nature trail, or for solar energy production. The Fire Department pavilion also could host more events, including outdoor movie nights.

Recreation center

Participants discussed the potential need for a recreation center in the hamlet. Potential sites included the Town Hall property and the Quinn House, which could be remodeled or replaced entirely. Participants said a recreation center should include a large meeting room, a large kitchen, a gym and multipurpose space.

Events

Participants suggested a variety of year-round events that could attract visitors to the hamlet, as well as interest from within the town. This would include continuing events such as the Fireman's Carnival. New additions might include a food truck rodeo, a town picnic or dinner, dog shows, car shows, winter activities, children's events and a farmer's market.

TRANSPORTATION AND CONNECTIVITY

Charrette participants described many opportunities to make the hamlet a safer and more attractive place to walk and bike. Participants called for traffic-calming measures to slow drivers as they travel through the hamlet. Options included narrowing travel lanes, redesigning key intersections, adding crosswalks, installing bicycle lanes and bike racks, and adding landscaping and street furniture that could give hamlet streets a more distinctive character. Some participants suggested adopting a Complete Streets* policy and ensuring that hamlet streets are accessible to all.

*"A Complete Streets approach integrates people and place in the planning, design, construction, operation, and maintenance of our transportation networks. This helps to ensure streets are safe for people of all ages and abilities, balance the needs of different modes, and support local land uses, economies, cultures, and natural environments." - Smart Growth America

Reconfiguring Intersections

Participants suggested redesigning East Henrietta and Rush Lima Roads as a "T" intersection with narrower travel lanes. Some participants also want narrower, more sharply defined travel lanes at the intersection of Routes 251 and 15A (Rush Mendon, Rush Scottsville and East Henrietta Roads).

Crosswalks

Participants would like crosswalks in all directions at the intersection of Routes 251 and 15A (Rush Mendon and East Henrietta Roads). Participants also suggested adding crosswalks south of the intersection along East Henrietta Road, as well as at the Behnk Bridge over Honeoye Creek. Many residents want crosswalks in all directions at the intersection of East Henrietta and Rush Lima Roads. Some also suggested crosswalks on Rush Mendon Road, near the Fire Department property.

Bicycle Infrastructure

Bike lanes were of particular interest along East Henrietta Road and on the Behnk Bridge. Participants suggested bike racks at various points of interest, including Veterans' Memorial Park, the Lehigh Valley Trail and the Town Hall property. Other ideas included watering stations and way-finding signs to show the locations of bicycle routes and amenities.

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

CHARRETTE FINDINGS NARRATIVE

Sidewalks

Some participants suggested extending and better connecting sidewalks throughout the hamlet. Route 251 (Rush Scottsville Road and Rush Mendon Road) was an area of focus.

Landscape and Street Furniture

Participants suggested stylistically consistent, decorative signs to welcome visitors to the village and to highlight points of interest. Other elements could include decorative lights or light fixtures that could be attached to existing utility poles, street planters, enclosed trashcans and post-and-rail fencing along the street. Participants suggested lampposts and hanging baskets on the Behnk Bridge. If possible, some participants also were interested in burying utility lines below the street.

EMPLOYMENT AND ENTREPRENEURSHIP

To build up the hamlet's base of businesses, participants said they want to build on the community's assets, including access to Honeoye Creek, Rush's agricultural roots and the Lehigh Valley Trail.

Vacant sites

Participants want to see underutilized sites redeveloped, including the former Big M Supermarket site at the northeast corner of Routes 15A and 251 and a parcel just southeast of East Henrietta and Rush Lima Roads. For the latter, some participants suggested building senior housing.

Sewers

Some participants described the lack of municipal sewers in Rush as a restriction on development. At the same time, some participants said if sewers were constructed, the town should define areas that should remain mainly agricultural.

Businesses and services

In the hamlet, participants were generally uninterested in additional gas stations, fast food, national franchises and establishments that are car-oriented. People want to see services such as a drugstore, a grocery store or a general store. New restaurants or cafes could focus on local food. Other suggestions for small businesses included a yarn shop, an artisan bakery, a bookstore, an antiques store or a crafts shop.

Renewable energy

Participants discussed trying to position Rush as a center for renewable energy, including the potential for micro-hydro-power energy generation at the dam on Honeoye Creek. Solar power also was a topic of interest.

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

STEERING COMMITTEE



Source: CDCR Archive
(R) Linda Henry



Source: CDCR Archive
(2nd from L) John David



Source: CDCR Archive
(L) Sue Mee



Source: CDCR Archive
(2nd from R) Maureen Neumaier



Source: CDCR Archive
(L) Rita McCarthy, (3rd from L) Kristen Flass, (2nd from R) Cathy Frank, and (R) Al Sweet.

HAMLET OF RUSH COMMUNITY CHARRETTE REPORT

STEERING COMMITTEE REFLECTIONS

PLEASE PROVIDE A BRIEF BACKGROUND OF YOUR PROFESSIONAL EXPERIENCE, AFFILIATION (RESIDENTS, BUSINESS OWNER, ETC.), AND WHY HAMLET OF RUSH'S FUTURE IS IMPORTANT TO YOU.

"My husband and I have been residents of Rush since 1991. We chose to live in Rush because it was a small town, yet close to the city of Rochester and the amenities of Henrietta."

"I was a military brat who moved every 3 years as a child, and Rush is the place I have lived for the longest amount of time in my whole life. I have been a Rush resident for 21 years, and raised my children here. I have been the Rush Public Library Director for over 11 years, so as a resident & librarian I feel a very strong sense of community and obligation to keeping Rush vital and lovely."

HOW HAS YOUR UNDERSTANDING OF THE BUILT ENVIRONMENT CHANGED FROM PRE-CHARRETTE TO POST-CHARRETTE?

"I thought the built environment was just buildings. I now know that it encompasses so much more."

"I was a military brat who moved every 3 years as a child, and Rush is the place I have lived for the longest amount of time in my whole life. I have been a Rush resident for 21 years, and raised my children here. I have been the Rush Public Library Director for over 11 years, so as a resident & librarian I feel a very strong sense of community and obligation to keeping Rush vital and lovely."

"I have a better understanding of how traffic flow can affect a town, its businesses, and its residents. I have a better appreciation for the historic buildings in town, and even the appearance of "non-historic" buildings. I better understand how a cohesive plan could affect the look and feel of a town's character."

WHAT IS YOUR UNDERSTANDING OF NEXT STEPS IN IMPROVING THE BUILT ENVIRONMENT OF THE HUDSON AVENUE COMMUNITY THAT RESULTED FROM THE CHARRETTE?

"The next step is to use the results of the charrette to revise the master plan for the town."

"The Steering Committee will meet to discuss the suggestions brought forth during Charrette Day and compiled and organized by the Design Center into book form. The Steering Committee will offer suggestions for implementing these ideas to the Town Board or other stakeholders (such as business owners, homeowners, etc.) in a concrete way that could be realized with proper funding and/or community volunteer efforts."

WHAT ADVICE WILL YOU OFFER TO THOSE LOOKING TO BETTER THEIR COMMUNITY IN THE HUDSON AVENUE CHARRETTE AREA GOING FORWARD WITH THE CHARRETTE RESULTS IN MIND?

"Be open-minded about what makes a community great. Offer ideas for improvement or change instead of only criticisms. Be willing to work toward that change."

"We need to focus our efforts on the areas the residents believe will have the greatest impact on the quality of life in Rush."



HAMLET OF RUSH COMMUNITY CHARRETTE



Focus Area Boundaries

- Focus Area 1 – Rush Hamlet – North of Honeoye Creek
- Focus Area 2 – Rush Hamlet – South of Honeoye Creek
- Focus Area 3 – Recreation, Public Spaces and Amenities
- Focus Area 4 – Hamlet of Rush Branding
- Focus Area 5 – Hamlet Development

Building Use

- Residential
- Commercial
- Mixed Use
- Municipal & Emergency Services
- Faith Based Use



COMMUNITY DESIGN CENTER ROCHESTER



MISSION STATEMENT

The mission of the Community Design Center Rochester is to be a resource, assisting municipalities and citizens of the Greater Rochester Region in defining, understanding, promoting and implementing concepts of design excellence and sustainability for the built environment and public realm.

STAFF

Executive Director: Maria Furguele

Director of Design Services: Aaron M. Lehman

Director of Operations: Richard Henahan

Graphic and Web Designer and Imaging Consultant: Angela Richards

CDCR CHARRETTES

CITY OF ROCHESTER

- ARTWalk Workshops Assistance
- Bridging Neighborhoods Community Design Charrette
- Center City Charrette
- Corn Hill Neighborhood Community Design Charrette
- Dewey Avenue Community Design Charrette
- Dewey/Driving Park Urban Village Charrette
- Downtown Design Charrette
- El Camino Revitalization Area Community Charrette
- Hudson Avenue Community Charrette
- Joseph Avenue Business District Charrette
- Marketview Heights Community Design Charrette
- Monroe/Goodman Charrette
- Northern Gateway Charrette
- South Clinton Charrette
- South Presbyterian Church Charrette Workshop
- St. Paul Corridor Charrette
- Susan B. Anthony Neighborhood Community Design Charrette
- SW Riverfront Area Charrette
- University Avenue Charrette
- Upper Monroe Community Design Charrette

OTHER CHARRETTES

- Village of Lima Charrette
- Town of Lima Route 15A North
- Penn Yan Community Charrette
- Brighton/Monroe Avenue Corridor Charrette
- Hamlet of Rush/ Honeoye Creek Greenway Plan
- Village of Churchville Community Design Charrette
- Irondequoit Town Center
- Williamson Community Design Charrette
- East Rochester Gateway Charrette
- Pittsford Village Charrette
- Fairport Village Charrette

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