

## **LIST OF APPENDICES**

- A. Summary of public engagement activities
- B. Community Survey Results
- C. Public Workshop materials
  - Rush Hamlet
  - Energy & Infrastructure
  - Traffic & Transportation
  - Parks, Recreation & Trails
  - Land Use & Conservation

## **APPENDIX A**

Summary of public engagement activities

## **APPENDIX A**

### **SUMMARY OF PUBLIC ENGAGEMENT ACTIVITIES**

- On August 9, 2021, the CPUC held a Public Forum to solicit thoughts from the public regarding what is liked the most in our town and what we would like to see changed.
- The CPUC posted an article on the first page of the August/September 2022 issue of the Rush Town News announcing the upcoming workshops to explore key issues. Workshops were held online or at the Town Hall
- On August 17, 2022, the CPUC held a Public Workshop on the Hamlet
- On September 21, 2022, the CPUC held a Public Workshop pm Energy and Infrastructure
- The CPUC posted an article on the first page of the October/November 2022 issue of the Rush Town News announcing the four remaining workshops held online or at the Town Hall
- On October 19, 2022, the CPUC held a Public Workshop on Parks, Trails, and Recreation
- On November 16, 2022, the CPUC held a Public Workshop on Land Use and Conservation.
- The CPUC posted an article on the first page of the December 2022/January 2023 issue of the Rush Town News announcing the upcoming Comprehensive Plan Update Survey.
- Rush Community Facebook Page announced the CPUC's upcoming survey.
- Email blasts from Residents United and Moderator were sent out announcing the upcoming Survey.
- On January 20, 2023, the CPUC sent out almost 3,000 letters to Rush residents including the four-page Survey and directions for electronic submittals if desired.
- On January 21, 2023, the CPUC sent an announcement of the CPUC's Survey for distribution to the memberships of: RushCitizens, Residents United to Save our Hometown, Rush Historical Society, Rush Library, Rush Fire Department, Rush Planning Board, Rush Conservation Board, Rush Republican Party, Rush Democratic Party, and the Rush Lions Club
- The CPUC posted an article in the February/March 2023 issue of the Rush Town News reminding Rush residents to complete and return the 2023 Comprehensive Plan Update. The Town Supervisor also reminded residents to do the same in his opening message.
- By February 22, 2023, the CPUC had achieved a survey response rate in excess of 33%!
- The CPUC posted an article on the front page of the June/July issue of the Rush Town News inviting residents to attend a Public Open House Meeting on June 13, 2023.
- On June 1, 2023, the CPUC ran a ¼ page PennySaver advertisement of a Public Open House announcing the results of the Survey.
- On June 9, 2023, the CPUC sent requests to the administrators of Rush Citizens and Residents United to Save our Hometown (E-mail distributions) to send the CPUC Public Open House announcement to their respective memberships
- On June 13, 2023, the CPUC held The Public Open House at the Rush Methodist Church.
- On August 3, 2023, the CPUC will publish the Draft CPU Report online for a three-week Public Review period. It will also be available in the Rush Library and at the Town Clerk's Office.
- On August 22, 2023, the CPUC will collect all public comments submitted during this review and begin a three-week process to incorporate relevant material into the report.
- On September 6, 2023, the CPUC will deliver the final draft CPU report to the Rush Town Board for its review.
- On September 13, 2023, the CPUC will present the final draft CPU Report to the Rush Town Board for approval and acceptance.

**APPENDIX A**  
**SUMMARY OF PUBLIC ENGAGEMENT ACTIVITIES**

# Town of Rush Community Survey Overview

Over a two-month period during January and February 2023, the Town of Rush undertook a wide-reaching survey campaign to gain input from its residents to drive the direction of its comprehensive plan update. The Town mailed surveys to every registered voter in the Town – a total of 2,792 surveys – and provided 17 additional surveys to people who requested one for a total of 2,809 surveys.

A total of 941 surveys were returned, resulting in a response rate of 33.5%. This is an impressive result, as response rates for comprehensive plan surveys are typically between 5% and 15%.

A total of 134 surveys were entered online either from a link available on the Town's website or the Comprehensive Plan website. The remainder were dropped off or mailed to the Rush Town Hall and manually entered into the SurveyMonkey collector by LaBella Associates staff.

The company that printed and mailed the survey on behalf of the Town of Rush added a unique number to each paper survey. Survey respondents were asked to indicate this number in their responses or to provide their name. Of the 940 surveys received, only eight did not include either the survey number or a name, and there was only one set of duplicate numbers. Due to the small number of unverified responses, these surveys are included in the reported totals.

This overview is an attempt to briefly and concisely summarize perspectives of Rush residents on topics most critical to Rush's future. Special attention is paid to topics where a widely shared consensus appears to emerge as well as topics which proved more divisive among community members.

For some questions, this survey summary presents the distribution of responses among all respondents and a breakdown of responses by their area of residence.

For questions asking "how important" is a certain issue, the resulting number is computed as follows:

$$\frac{(\# \text{ of "very important"} \times 2) + (\# \text{ of "somewhat important"})}{\text{total respondents to the question}}$$

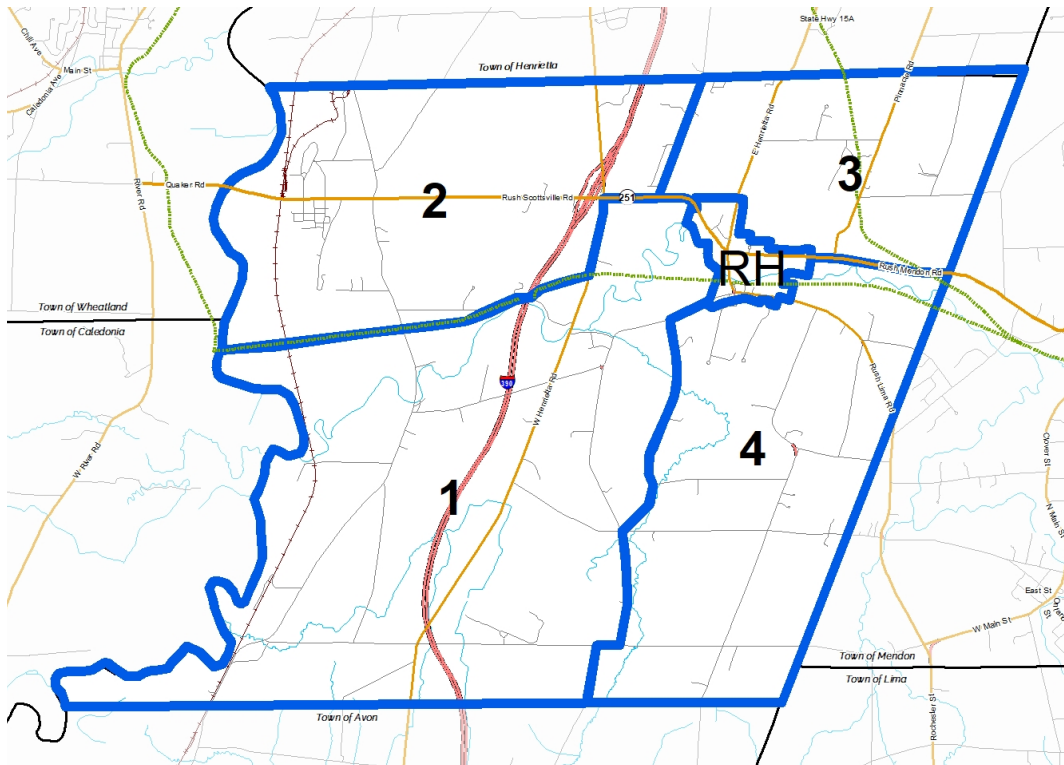
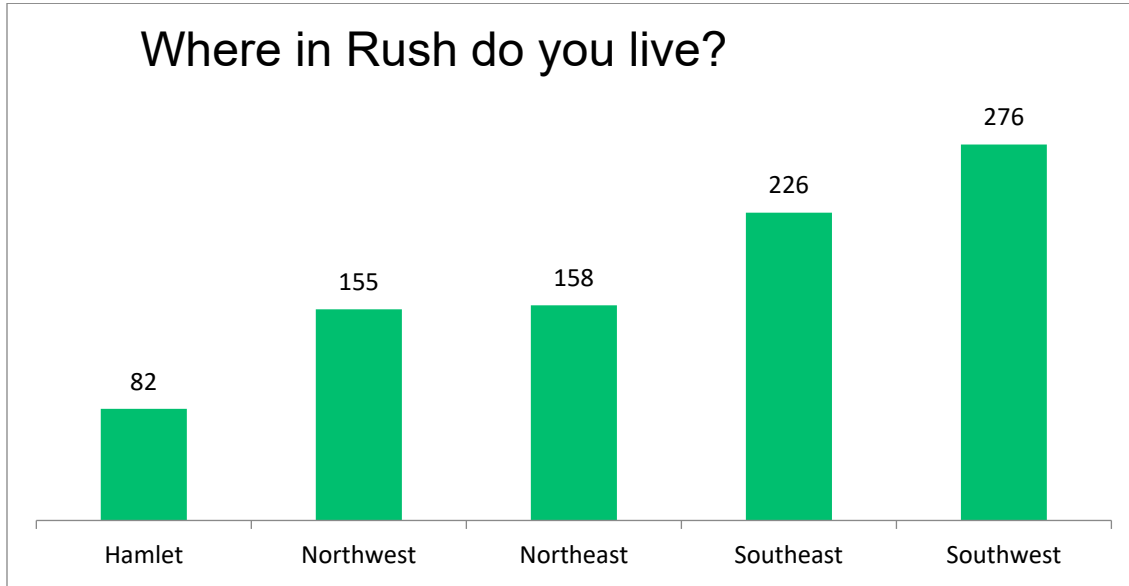
## Demographics

The survey included a few demographic questions intended to, 1) determine if there are differences among the responses based on where in Rush the respondent lives and 2) to assess how well the survey respondents reflect the demographics of the Town as a whole.



## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

The survey asked respondents to indicate what part of the Town they reside in. Although several noted that the map provided was too small, 897 of the 940 respondents indicated where in Rush they reside.

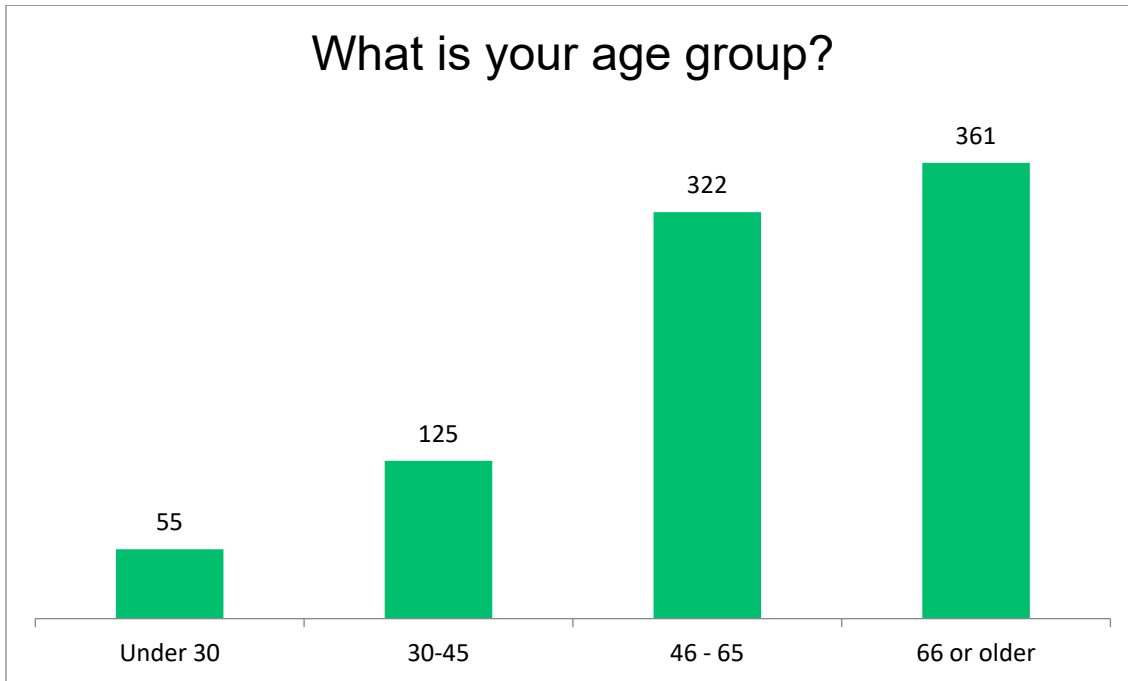


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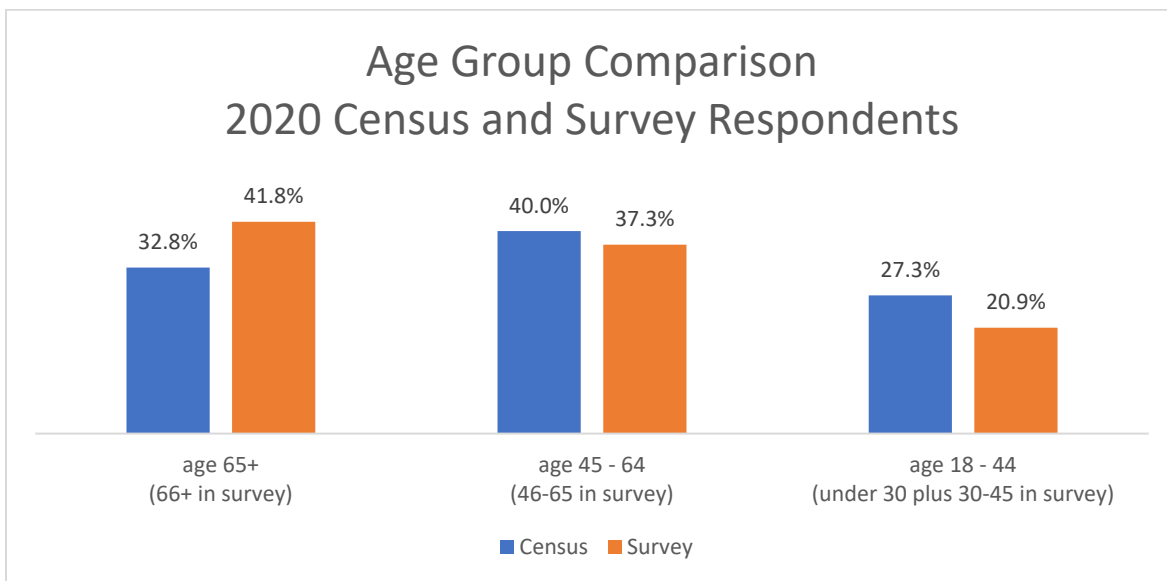


## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

Survey respondents represent a range of age groups.

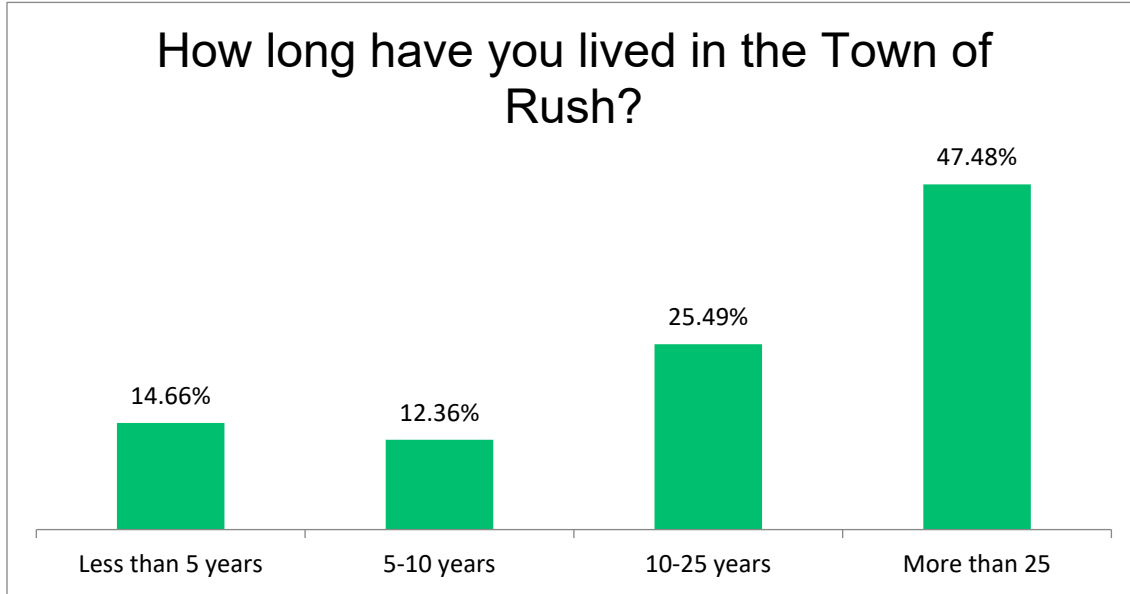


People older than age 65 are somewhat over-represented in the survey compared to the population as a whole (33% of the Town's population and 42% of the survey respondents. People younger than 45 are somewhat under-represented (27% of the Town's population and 21% of the survey respondents.)



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**

Nearly one-half of all respondents have lived in the Town of Rush for more than 25 years.





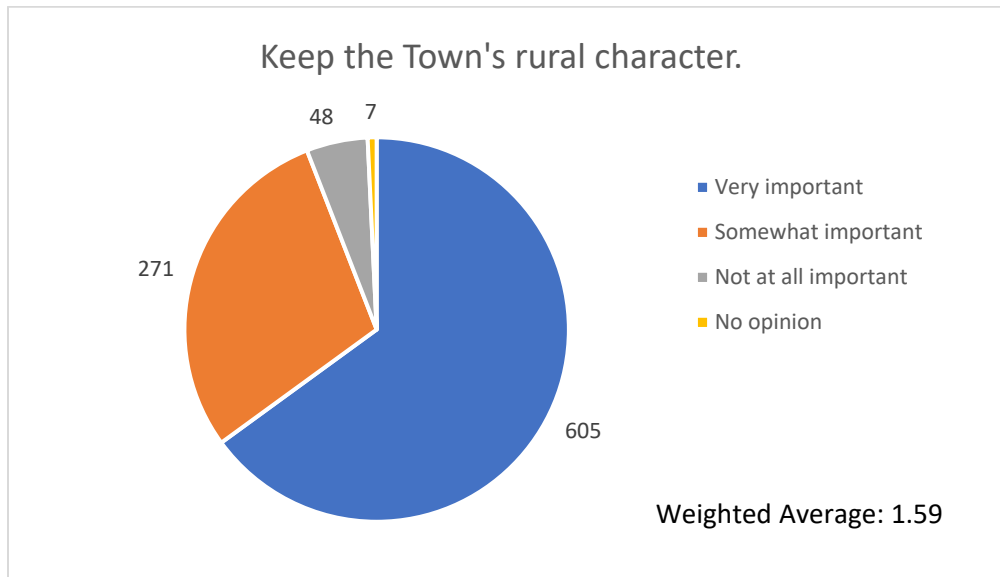
**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**

## Overall Land Use, Conservation & Development

1. In general, how important are the following goals for the future of the Town of Rush?

Survey respondents strongly support keeping the Town's rural character, maintaining the viability of agriculture, and preserving open spaces. Overall, 65% of respondents feel that it is "very important" to keep the Town's rural character and 29% find it "somewhat important." Among the 80 respondents who live in Rush Hamlet, 47.5% find rural character "very important" and 44% find it "somewhat important."

**a. Keep the Town's rural character.**



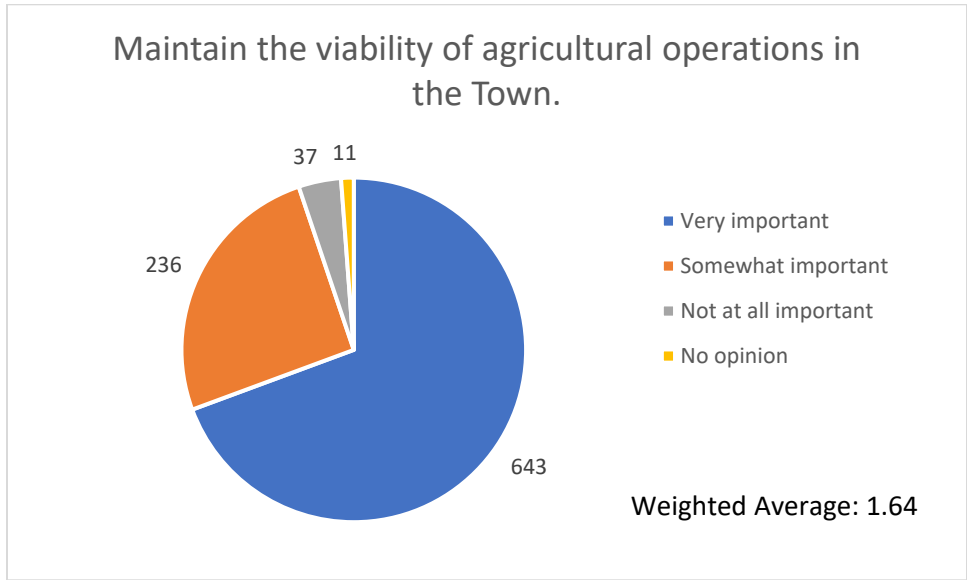
Some of the comments noted that "rural character" can mean different things and expressed interest in balancing new business development with maintaining open spaces. However, the majority of commenters like farm fields, woods, and the Town's current character and several noted that this is the main reason they choose to live in Rush.

**b. Maintain the viability of agricultural operations in the Town.**

Maintaining agriculture in the Town is very important to Rush residents. Overall, 94% of respondents think that it is "Very Important" or "Somewhat Important." Fewer than 4% of respondents think that it is not at all important to maintain the viability of agricultural operations in the Town. The highest percentage support for agriculture was among the respondents who reside in the northwest part of the Town (80% "strongly support").

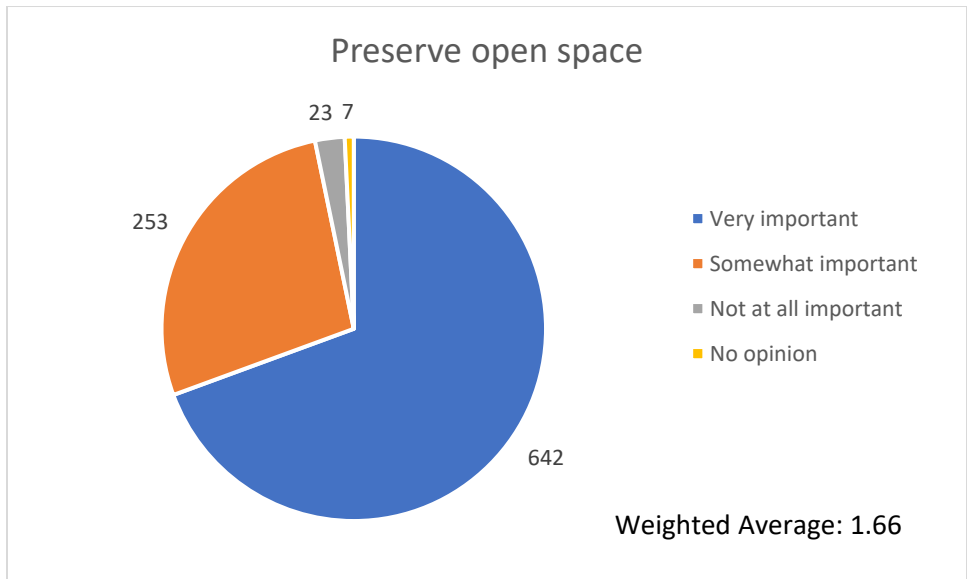


## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES



### c. Preserve open space

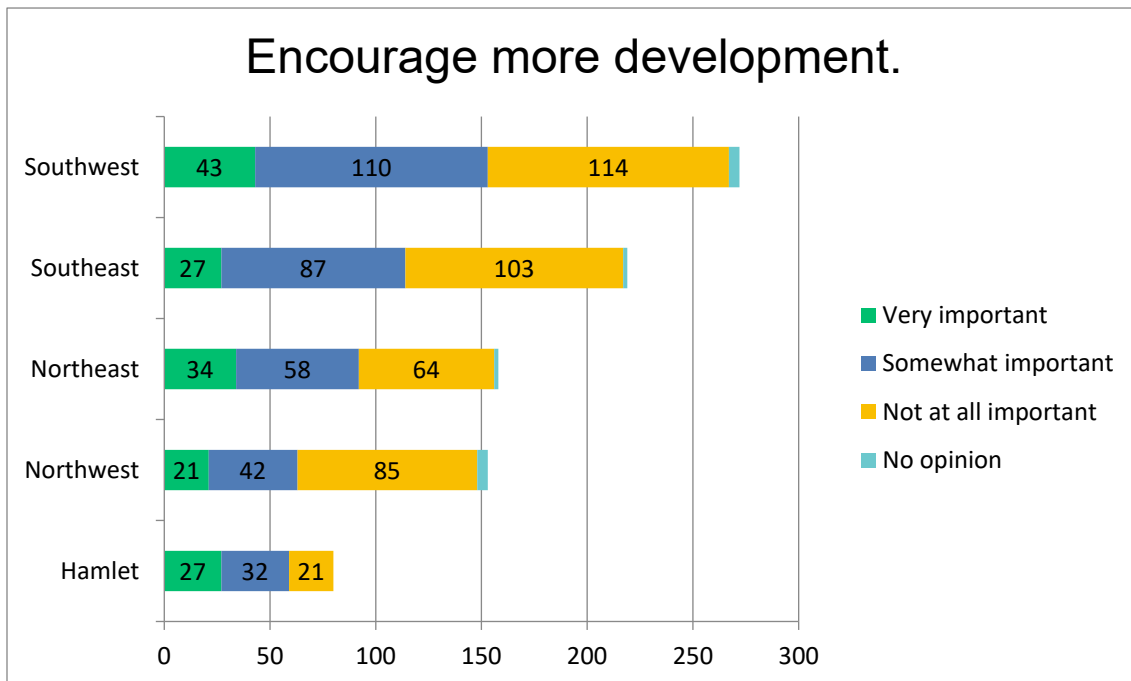
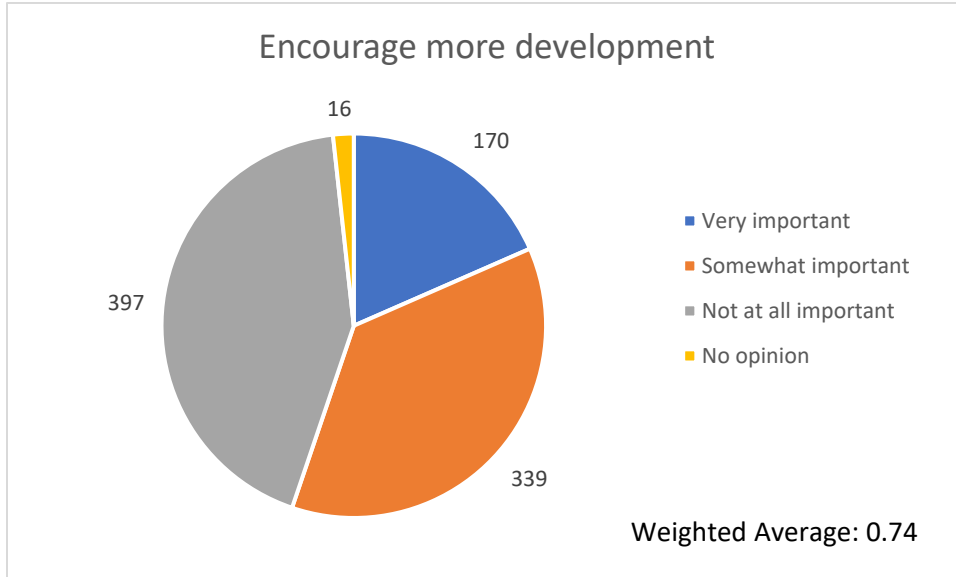
Nearly 70% of respondents stated that it is "very important" to "preserve open space." Several written comments noted that open spaces support for recreation and help to maintain habitats. Others noted need for maintenance of publicly-owned open space. Others suggested that some new development would be acceptable while keeping most of the Town rural.



## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

### d. Encourage more development

Overall, 43% of respondents indicated that to “Encourage more development” is “not at all important” while 37% said this is “somewhat important.” Among the 80 respondents to this question who reside in Rush Hamlet, 74% feel that to “encourage more development” is very or somewhat important. The 153 respondents from the northwest part of the Town were least supportive, with 55.5% stating this is “not at all important.”



## Appendix B

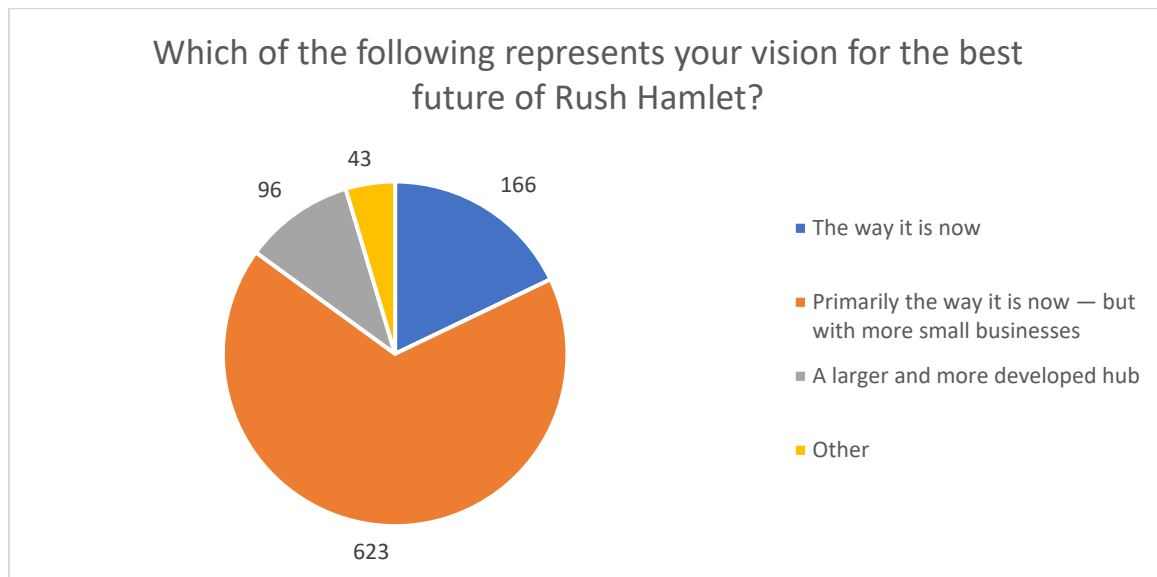
# TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

Several written comments noted that their response would depend on what type of development. Some residents are “fully against further development,” don’t want Rush to become “another Henrietta” and want to keep Rush rural. Others would support development in certain areas, e.g., “near 390 exit”, “the area of Rt 15 and Rt 390 from Fishell Rd to R H Townline Rd,” “additional semi-industrial development in areas in the northern end of the town,” and especially at the former Big M site in Rush Hamlet. Others would support certain types of development, particularly a grocery store or more needed services. Some would support housing but not business or industrial development; others would support more business development but not housing. Several respondents noted that a balance of conservation and development is needed, e.g., “It’s possible to encourage development and maintain the rural nature of our community.” Some respondents commented about potential property tax benefits and others noted that new development could increase demand for public services.

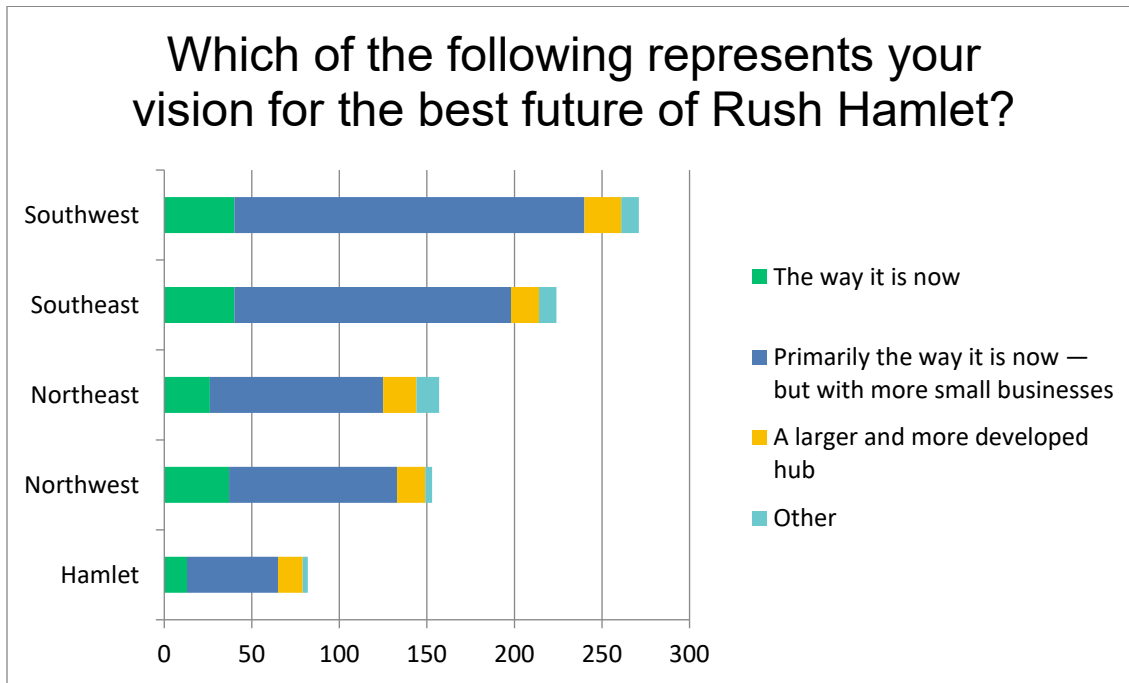
## Rush Hamlet

### 1. Which of the following represents your vision for the best future of Rush Hamlet?

Overall, 67% of respondents chose “Primarily the way it is now – but with more small businesses,” 18% selected “the way it is now” and 10% selected “a larger and more developed hub. Among the 82 respondents to this question who reside in the Hamlet, 17% chose “a larger and more developed hub.”



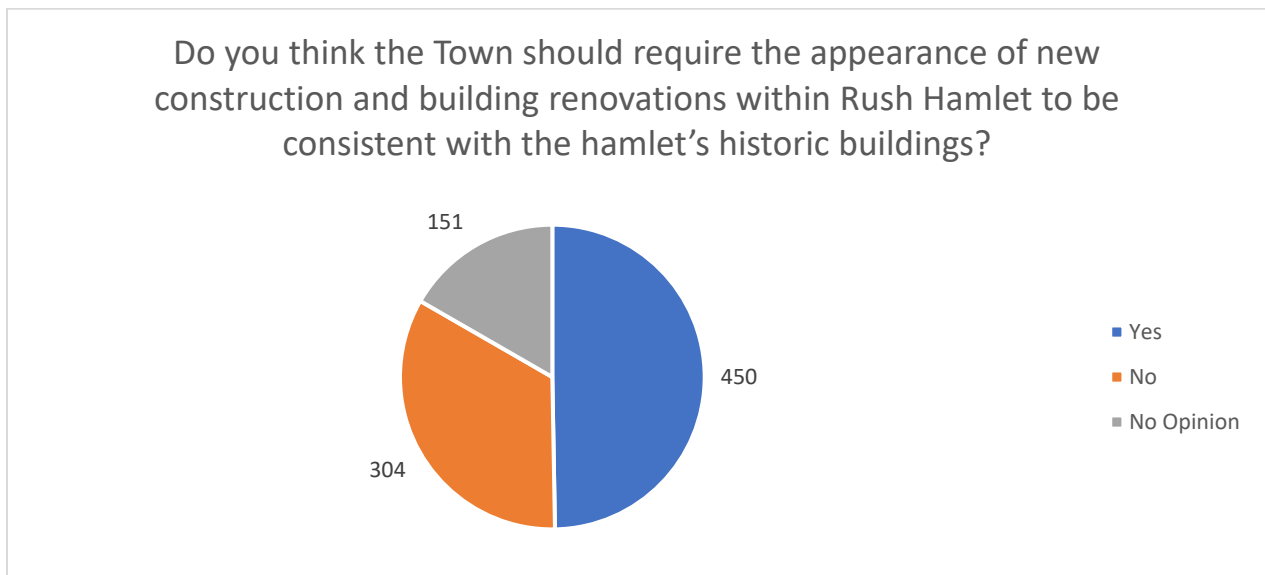
## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES



Many of the written comments noted the need to redevelop the former Big M parcel and encouraged siting a grocery store or coffee shop in the hamlet.

**2. Do you think the Town should require the appearance of new construction and building renovations within Rush Hamlet to be consistent with the hamlet's historic buildings?**

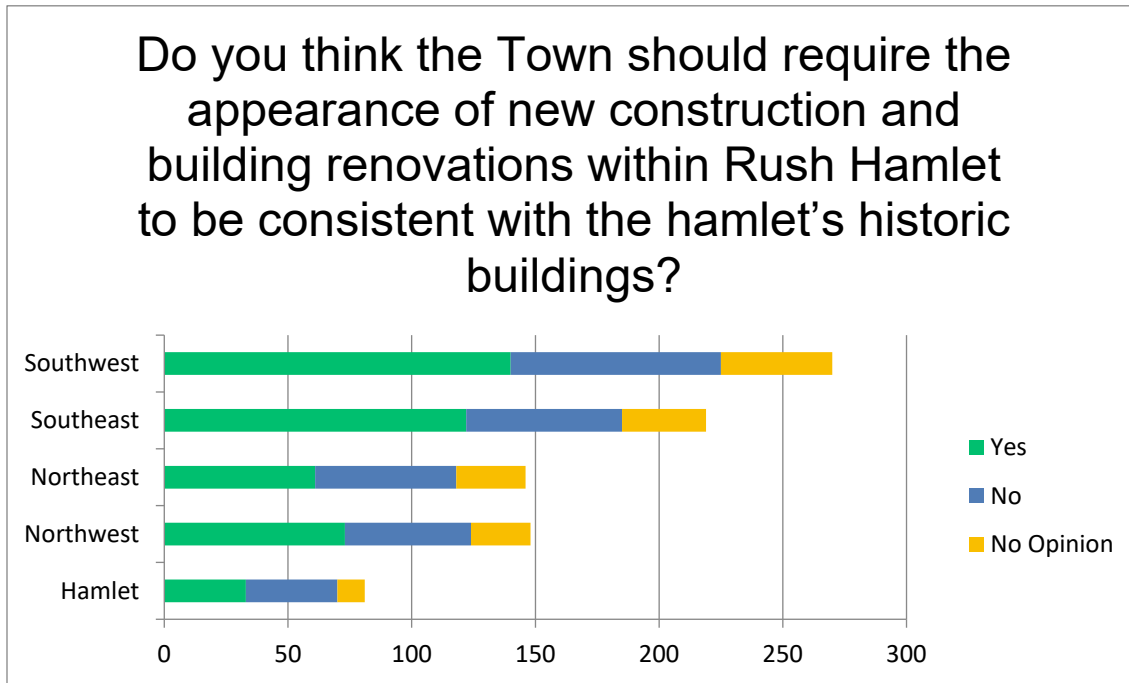
One-half of all respondents agree that the Town should require the appearance of new construction and building renovations within Rush Hamlet to be consistent with the hamlet's historic buildings. One-third disagree and 17% had no opinion.



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**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



Among respondents who live in the hamlet, 46% agree and 41% disagree with this statement.

Several of the written comments noted that the hamlet's historic character is not evident or consistent, as the most prominent commercial buildings in the hamlet are not historic, and that the current appearance of the hamlet needs to be improved. Others expressed reservations about imposing overly restrictive regulations.

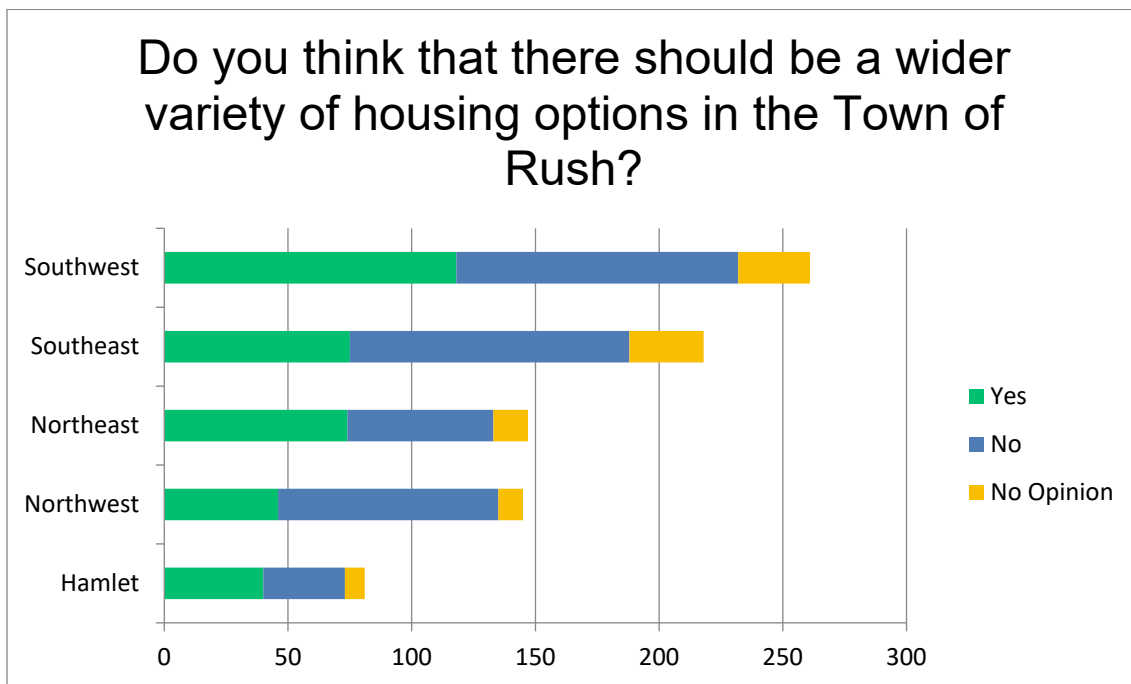
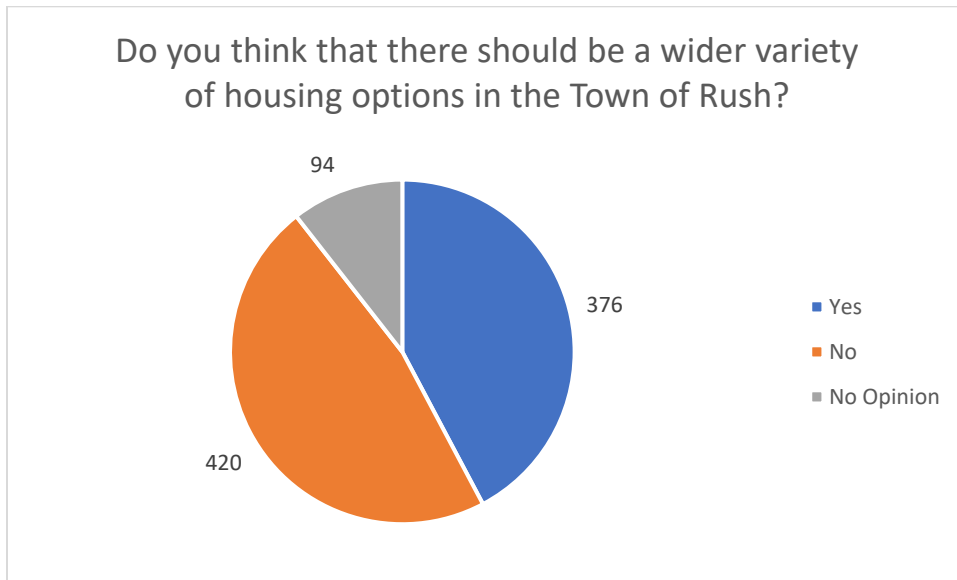
## Homes in Rush

1. Do you think that there should be a wider variety of housing options in the Town of Rush?

Overall, 41% of respondents indicated "yes" - there should be a wider variety of housing options - and 46% indicated "no." Written comments revealed a range of opinions. Several indicated support for new housing for seniors such as developments on smaller lots and patio homes, but several others expressed opposition to "cluster development", townhouses or apartments.



## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

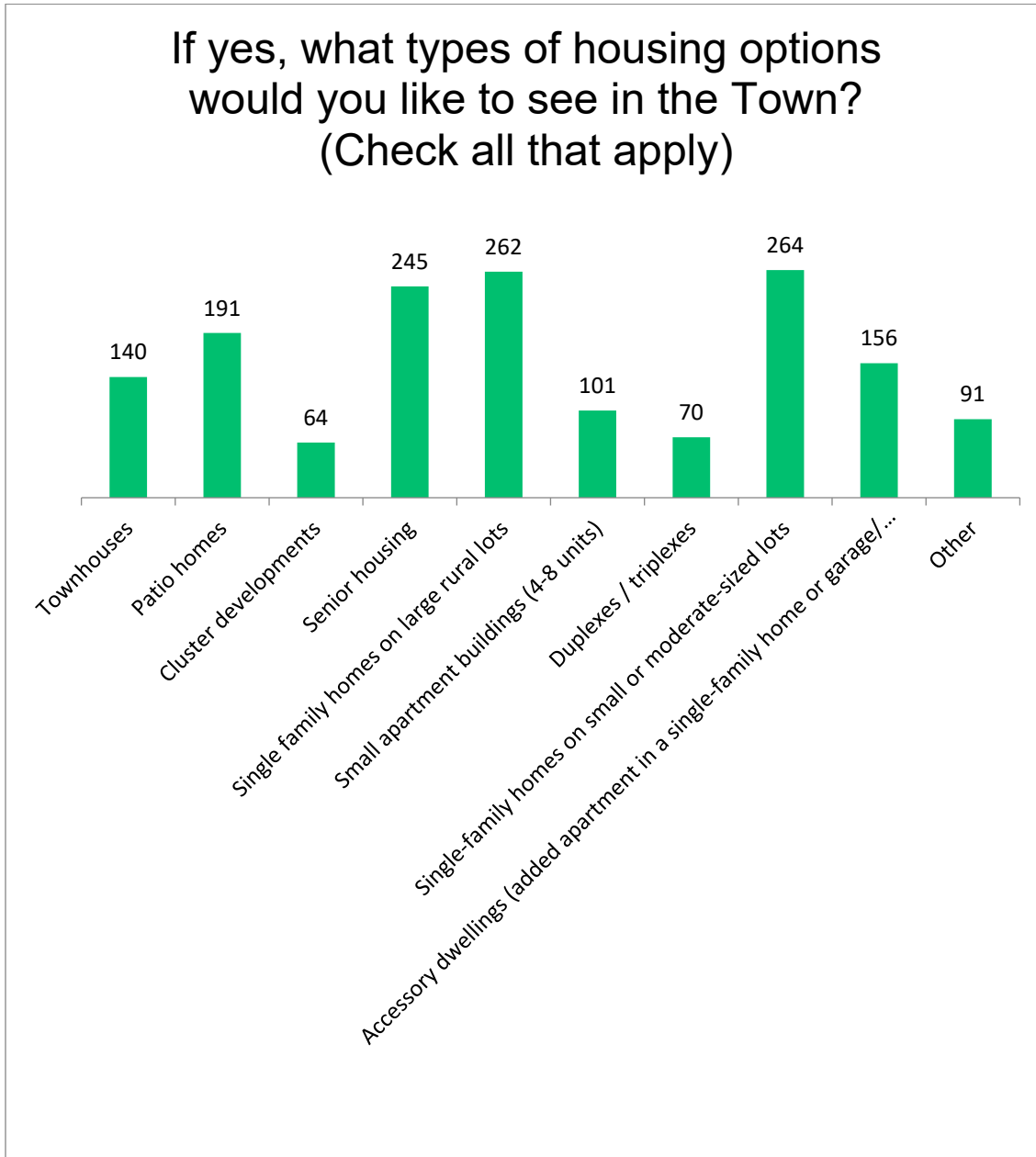


Among the 517 respondents who answered the follow-up question, "If yes, what types of housing options would you like to see in the Town?", single-family homes on large rural lots (51%) and single-family homes on small or moderate sized lots (51%) were preferred, followed by "senior housing," (47%) and "patio homes" (37%).

Respondents who reside in Rush Hamlet and the Northwest part of Rush were more likely to select "senior housing" (57%) and patio homes (47%). Respondents who reside in the Northwest part of Rush favored patio homes (48%) at a higher rate than those from the Town as a whole.



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



Some written comments expressed strong opposition to dense housing development such as cluster developments, townhouses, patio homes and apartments in Rush, Others noted the need to accommodate seniors and young families.

2. Do you think that concentrated housing development, such as patio homes or townhouses, is consistent with the rural character of the Town?

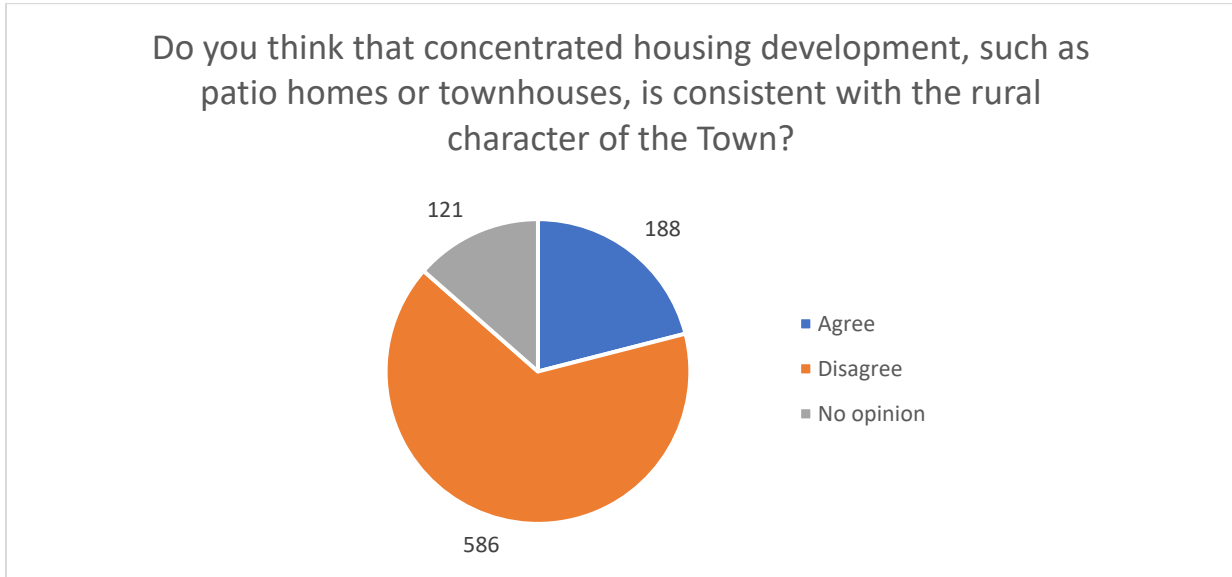




## Appendix B

### TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

Overall, 65% of respondents disagree that “concentrated housing development, such as patio homes or townhouses, is consistent with the rural character of the Town.” A total of 13.5% had no opinion.



Several of the written comments found the question to be confusing or misleading and took issue with the term “concentrated.” Several respondents noted that housing developments that are properly designed can be consistent with Rush’s character and can be supported in certain areas of the Town, such as in and around the hamlet. Others noted that higher density housing types would be difficult to accommodate without sewers.

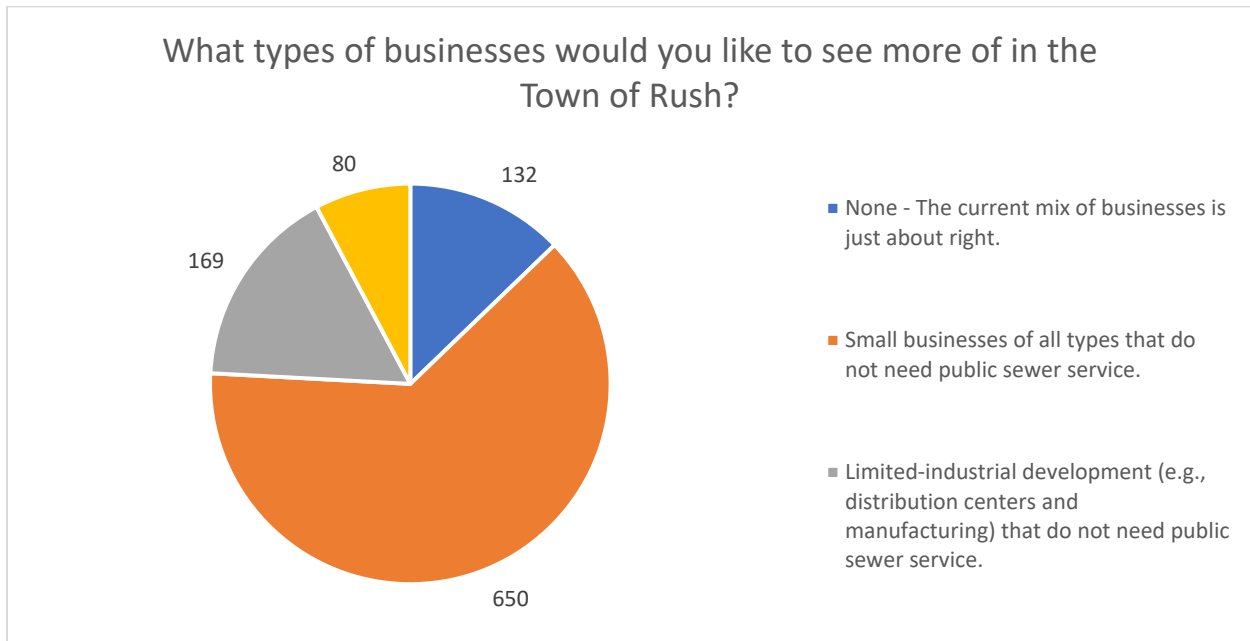
## Business and Economic Development

When asked, “What types of businesses would you like to see more of in the Town of Rush?”, 74% selected “Small businesses of all types that do not need public sewer service.” Only 15% selected, “None - The current mix of businesses is just about right.”



## Appendix B

# TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES



Many written comments indicated desire for specific businesses, such as a supermarket/ grocery store (22 mentions), coffee shop (7) or diner (4).

Several respondents commented that it was misleading to ask about business development and the need for sewers in the same questions. Several noted that small businesses as well as large ones need or would benefit from sewers.

Some comments noted that businesses located in neighboring towns are sufficient and that the Town doesn't need to provide for additional business development.

## Infrastructure & Utilities

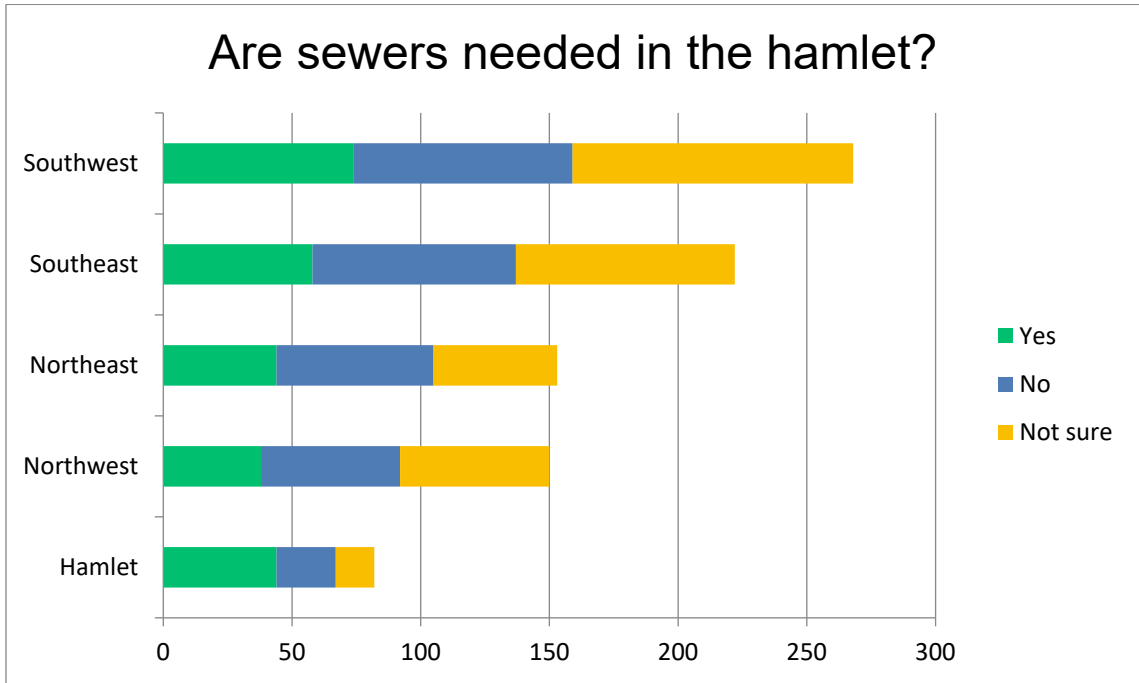
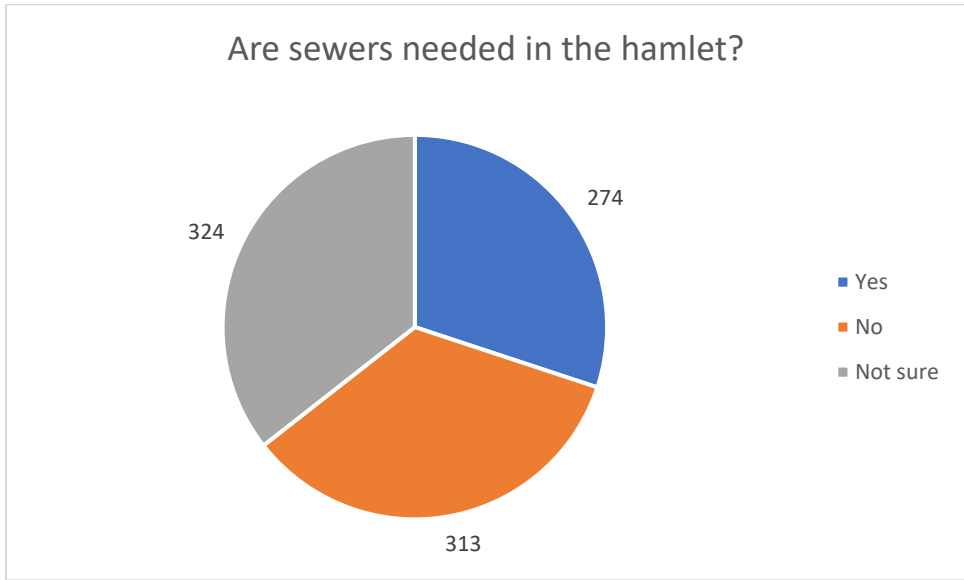
The survey included the following note at the beginning of this section:

*Assume that a sewer, connecting to Henrietta, would only serve the property in and around the Hamlet. However, it would not be technically impossible over time for sewer connections to be made from outside the hamlet.*

The largest proportion of respondents (36%) selected "Not sure" in response to the question, "Are sewers needed in the hamlet?" 30% indicated "Yes" and 34% indicated "No."



## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES



Among the 82 respondents who reside in the hamlet, 54% said “yes”, 28% said “no”, and 18% said “not sure.”

The written comments expressed strong opinions both for and against sewers.

Respondents in favor noted that sewers are needed to reduce reliance on septic systems, protect water quality, support existing and new businesses, accommodate more diversity of housing, and to modernize the Town. Several respondents opposed to sewers noted that the introduction of sewers would lead to undesirable development and would change the character of the Town. Some comments expressed concern about the cost.

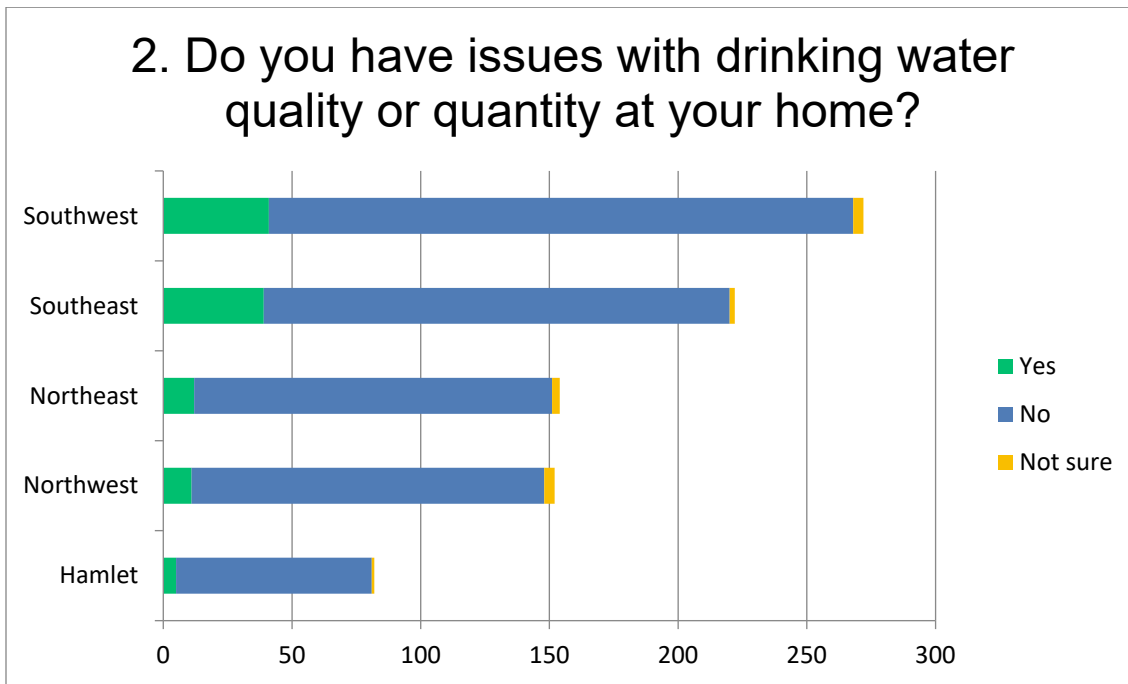
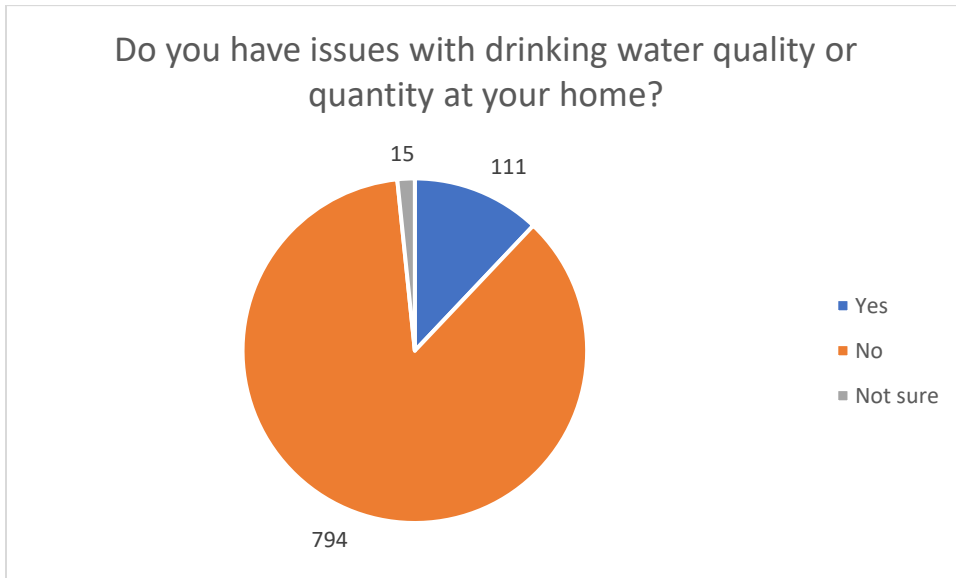
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## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

### 3. Do you have issues with drinking water quality or quantity at your home?

A minority of respondents (12%) have issues with drinking water quality or quantity at their homes. A larger proportion of respondents who reside in the southwest (15%) and southeast (17.6%) have issues with their drinking water.

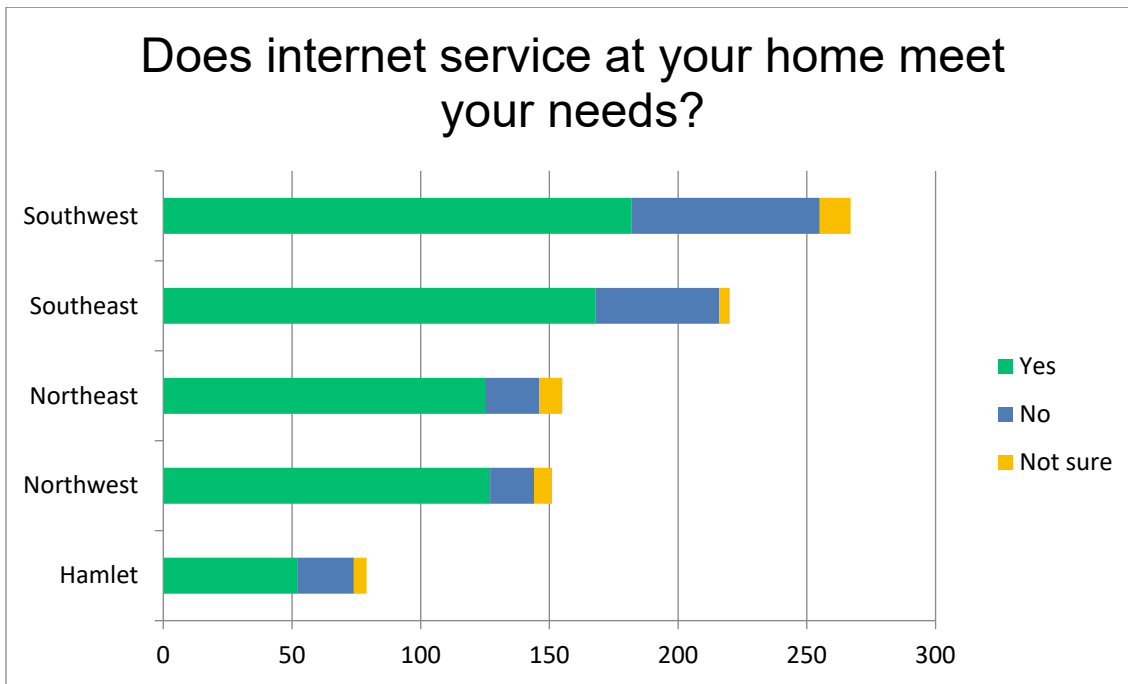
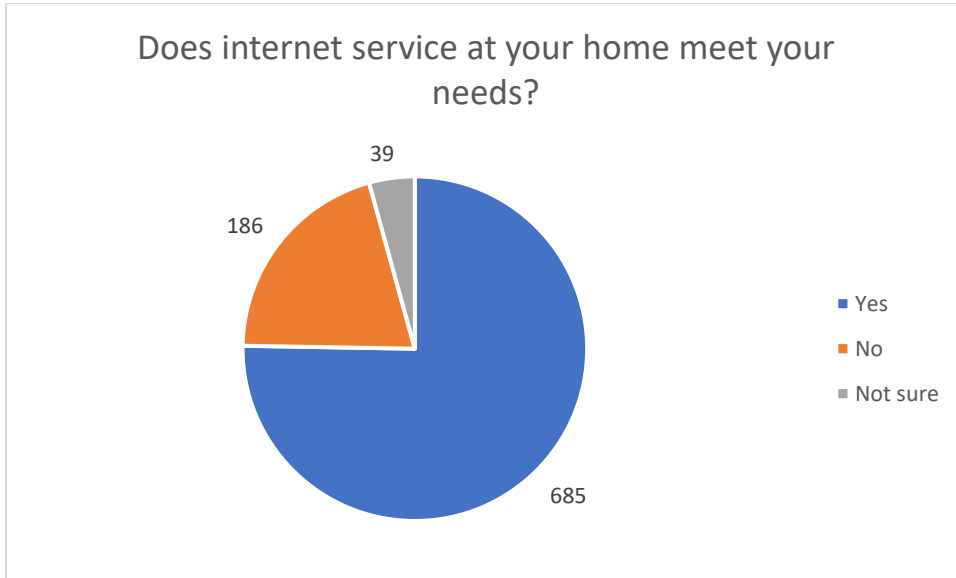


## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

Comments noted, need to treat, filter and soften water (e.g., “\$4,000 water treatment system.”) Some said their well water is fine; others strongly desire public water. Several noted that they would not want to pay for water either at their house or for others in the Town

### 3. Does internet service at your home meet your needs?

Overall, 75% of respondents stated that their home internet service meets their needs.



## Appendix B

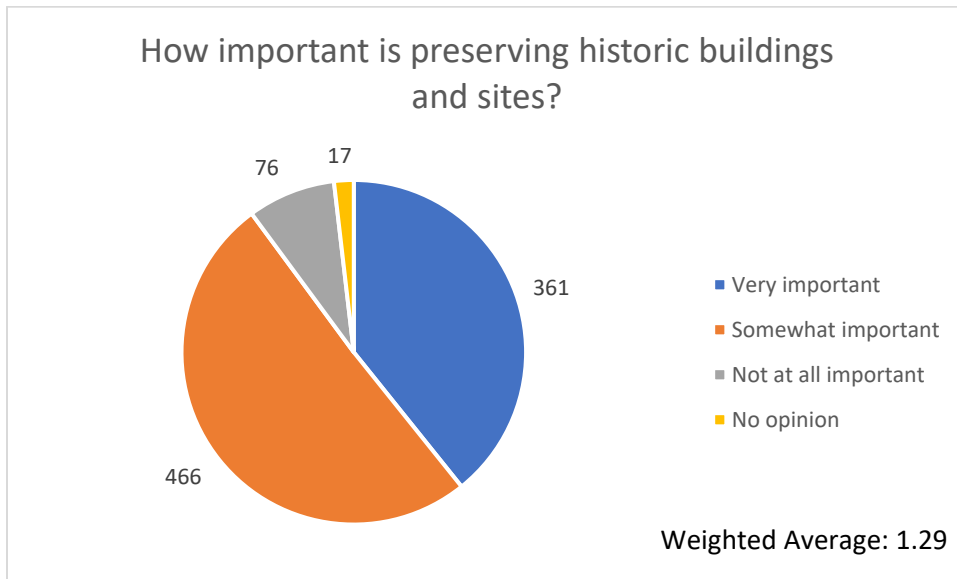
# TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

Many commented that they would like an option other than Spectrum, such as Greenlight. Some noted new fiber optic option installed by Frontier. Several noted low speeds and spotty connections.

## Historic Preservation

### 1. How important is preserving historic buildings and sites?

A majority (51%) of respondents indicated that preserving historic buildings and sites is "Somewhat important," with 39% responding "Very important" and 8% "Not at all important."

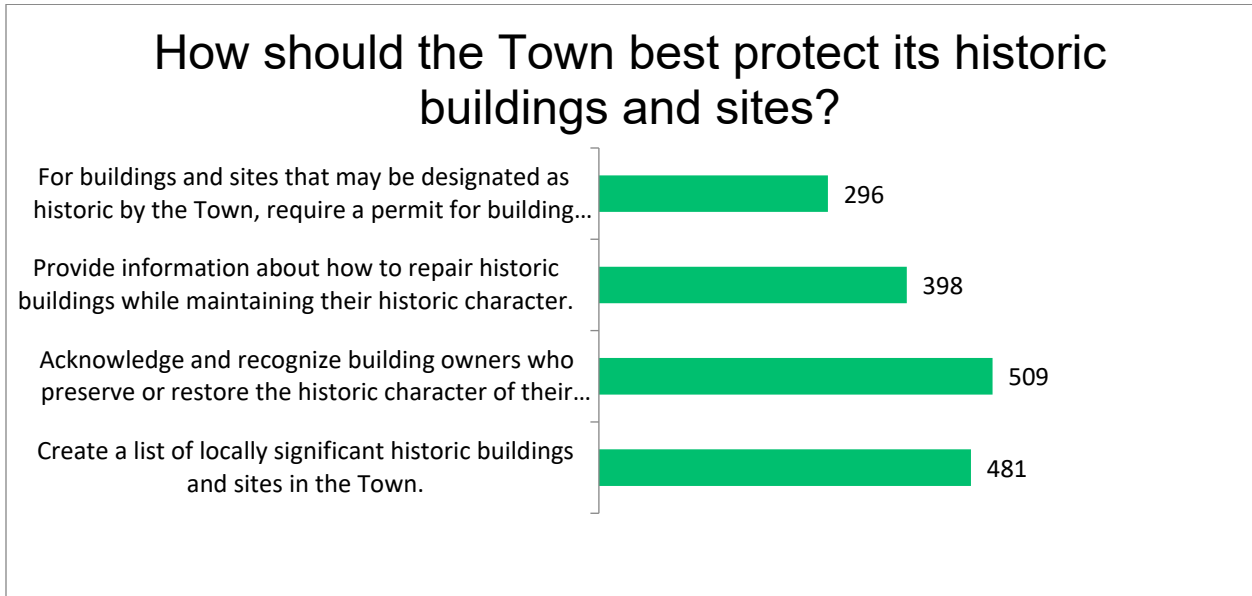


Several written comments noted that they are not aware of historic buildings. Others stated that property owners, not the Town, should be responsible for maintaining historic buildings.

When asked, "How should the Town best protect its historic buildings and sites?" respondents favored, "Create a list of locally significant historic buildings and sites in the Town" (58%), Acknowledge and recognize building owners who preserve or restore the historic character of their buildings (61%) and, "Provide information about how to repair historic buildings while maintaining their historic character (48%). Approximately one-third supported, "For buildings and sites that may be designated as historic by the Town, require a permit for building improvements to ensure that they meet standards."



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



Some written comments noted that building requirements should not be overly restrictive. Others noted the importance of preserving the Town's history. One respondent offered to help form a volunteer group to provide information to help owners of historic homes maintain them,

## **Natural Resources & Environmental Protection**

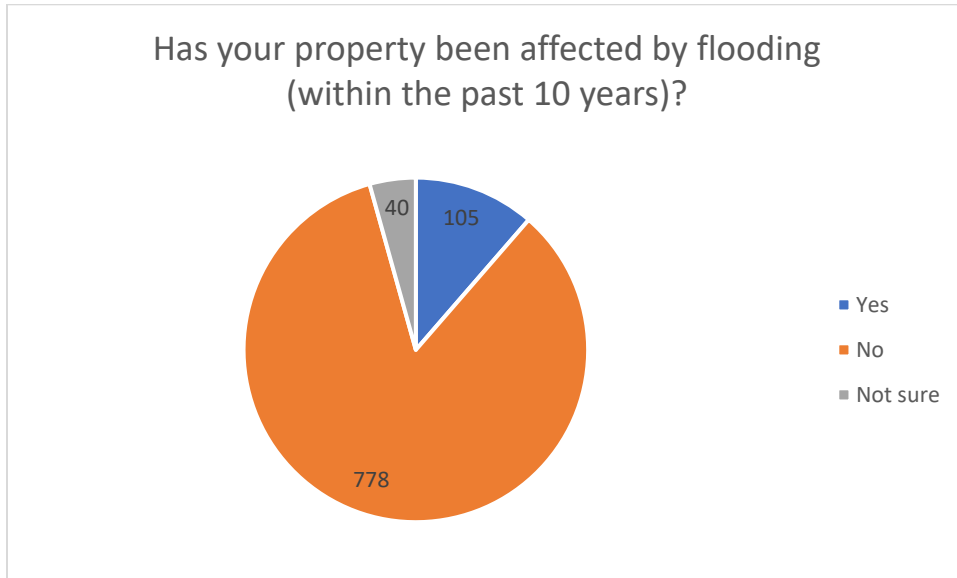
### **1. Has your property been affected by flooding within the past 10 years?**

Only 11.4% of respondents indicated that their property has been affected by flooding within the past 10 years. 84.5% of respondents indicated that they have not been affected by flooding while 4.1% of respondents were unsure. The Hamlet of Rush and the Town's Northeast Quadrant had the highest percentage of respondents indicate that they have been affected by flooding with each having ~19% of respondents respond yes. However, every quadrant did have at least 10 respondents respond that they have been affected by flooding in the past 10 years.

Written comments about property flooding issues indicated that the biggest issues generally occur during the Springtime and occurs on an annual basis. Other respondents noted that their properties that abut the Honeoye Creek have frequent issues with their backyard flooding during high flow periods while other properties experience damages to their home, especially to the basement. Lastly, some comments suggested that the issues with flooding are due to poor maintenance of drainage ditches along the roads in Town.



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



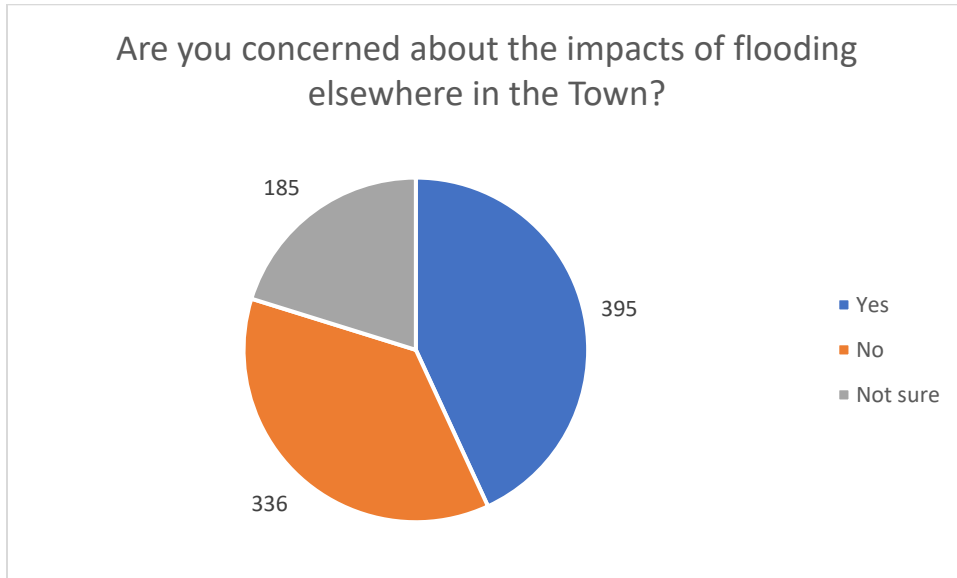
**2. Are you concerned about the impacts of flooding elsewhere in town?**

When asked if they are concerned about flooding in other parts of the Town other than their own property, 43.5% of respondents said Yes, 39.7% said No, and 16.8% said Not Sure. When juxtaposed to the prior question, there is a high concern over flooding in the Town although there does not seem to be a high level of flooding events that affect individual properties throughout the Town. Furthermore, just as indicated in the prior question respondents in the Hamlet of Rush and the Town's Northeast Quadrant are the most concerned with flooding, with each having at least 57% of respondents indicate that they are concerned with flooding in the Town.





**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



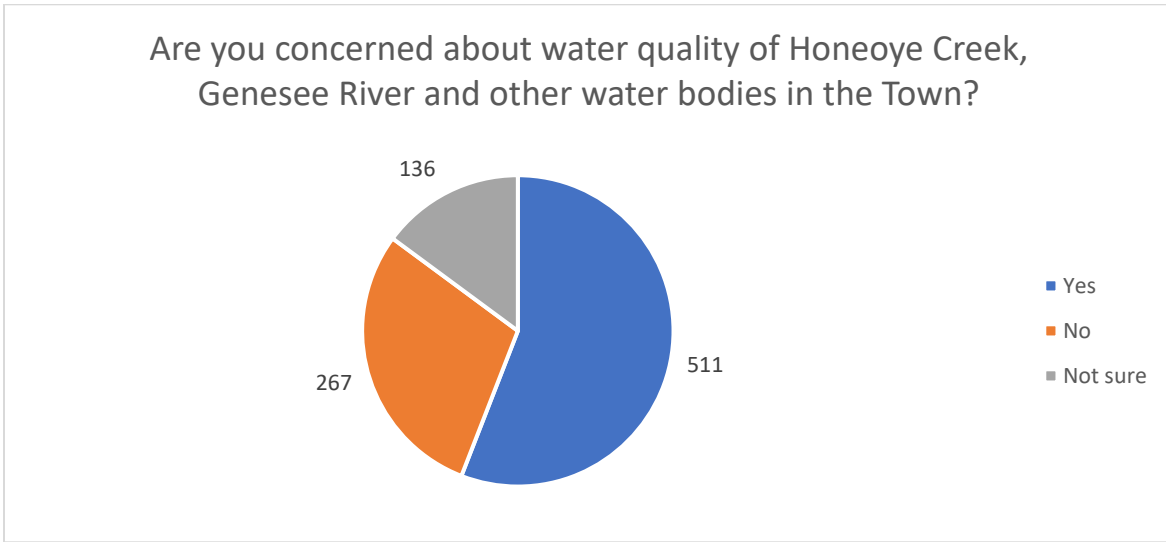
Written comments from respondents indicated the greatest worry over flooding in the Town is in the Hamlet and properties along the Honeoye Creek. Additionally, respondents are concerned with the integrity of the Hamlet's dam and believe it should be improved. One respondent suggested that the Town should do more to curb developments along the Creek and should help affected properties along the Creek relocate to mitigate damages from flooding.

**3. Are you concerned about the water quality of the Honeoye Creek, Genesee River, and other waterbodies in town?**

A majority (55.8%) of respondents are concerned with the water quality of the major bodies of water in Town. 29.4% of respondents are not concerned while 14.8% are unsure. At least 50% of respondents from each of the Town's quadrants are concerned about the water quality in Town.



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



When asked to elaborate on their concerns about the water quality of the Town's waterbodies, many respondents stated that there are frequent log jams and debris build-ups in the Creek that lead to flooding. Additionally, respondents had concerns over non-point source pollutants entering the waterbodies via run-off from farmland, salted roadways, overly managed lawns, and impervious surfaces. Several respondents indicated they would like to use Honeoye Creek and the Genesee River more frequently for recreation; however, the water quality and visual presence of pollutants are deterrents.

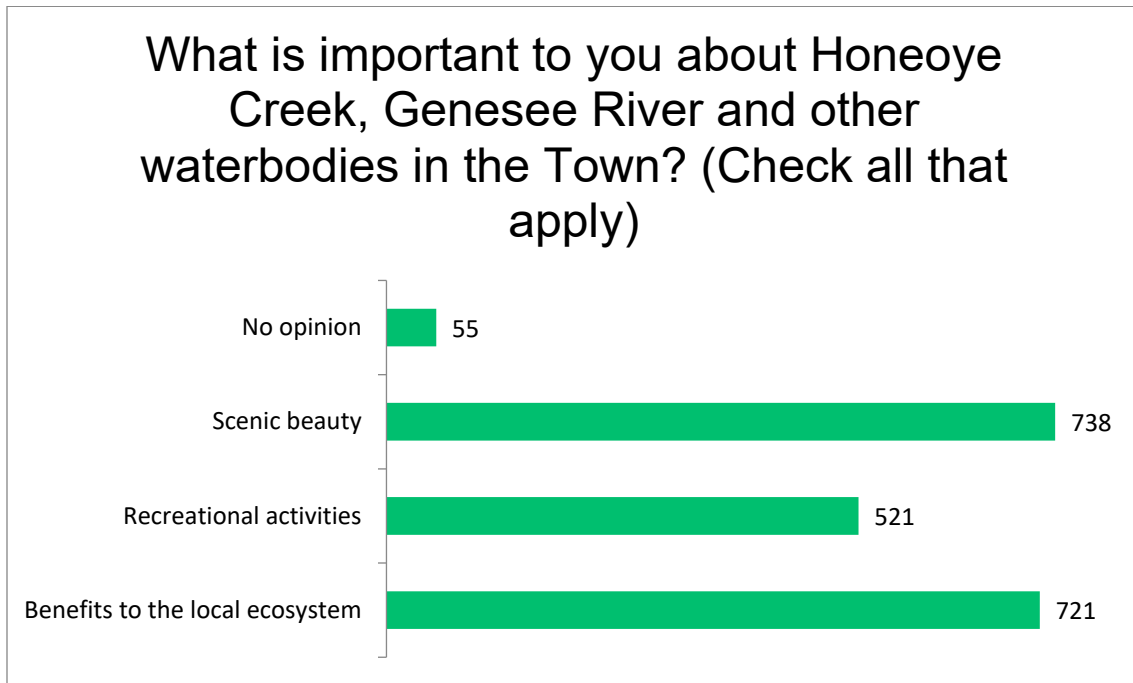
In addition to elaborating on their concerns, respondents offered several suggestions on how to help improve the water quality in Town. Respondents recommended that a sewer system in the Hamlet should be constructed to mitigate run-off into the Creek; however, other respondents were concerned that a sewer system in the Hamlet would invite more development which itself would lead to run-off into the creek from impervious surfaces. Other respondents suggested that the Town should implement its own monitoring system of its waterbodies and report the data to the public on a regular basis.

**4. What is important to you about Honeoye Creek, Genesee River, and other waterbodies?**

Presented with three different qualities of the Town's waterbodies, respondents were asked to identify which they considered to be important. These three qualities included benefits to the local ecosystem, recreational activities, and scenic beauty. Scenic beauty was considered the most important quality for all respondents (81%), benefits to the local ecosystem was the second most important quality (79%), and opportunities for recreational activities were considered the least important quality of the three (57%).



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



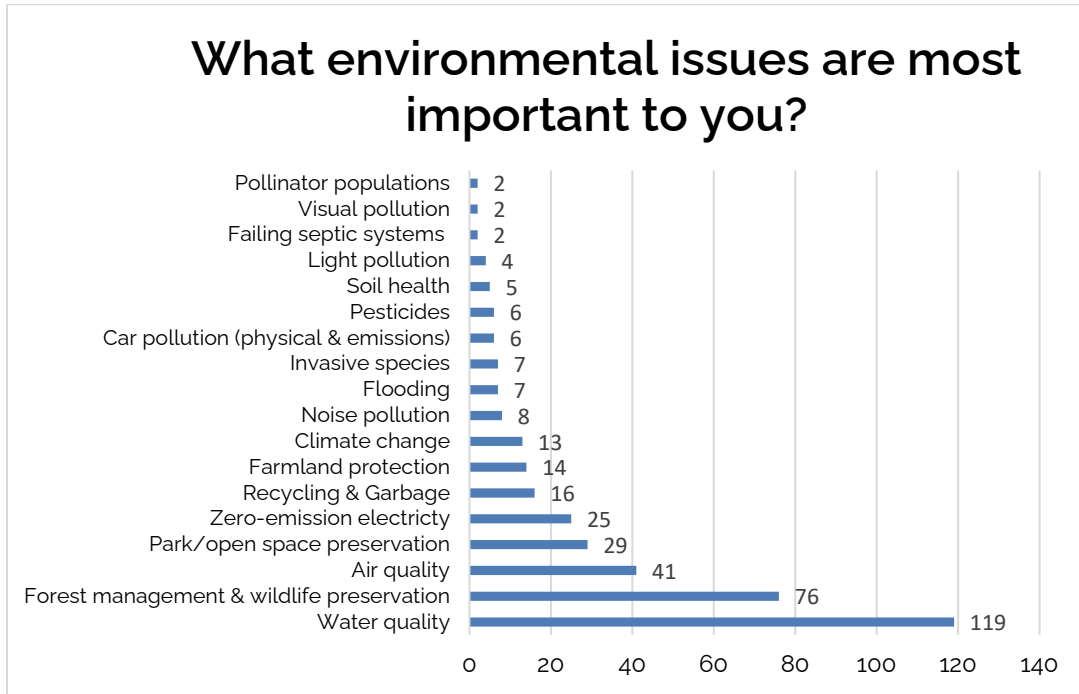
Written comments from respondents included several suggestions on how to improve these qualities of the waterways. Suggestions included establishing buffers along the Creek and River where development is prohibited, and vegetation is maintained to improve beauty and wildlife habitats. Other suggestions included having better public education initiatives on how residents can help to protect the waterways from pollution.

**5. What environmental issues are most important to you?**

The final question on natural resources and environmental protection asked for an open-ended response from residents on what environmental issues are most important to them in the Town of Rush. Dozens of unique responses were submitted which generated a consensus on several issues throughout the Town, while other identified issues are more unique to specific problems some residents face. In order, the five most important environmental issues identified by respondents includes: (1) water quality, (2) forest management and wildlife preservation, (3) air quality, (4) park and open space preservation, and (5) a need for more zero-emission electricity generation.



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



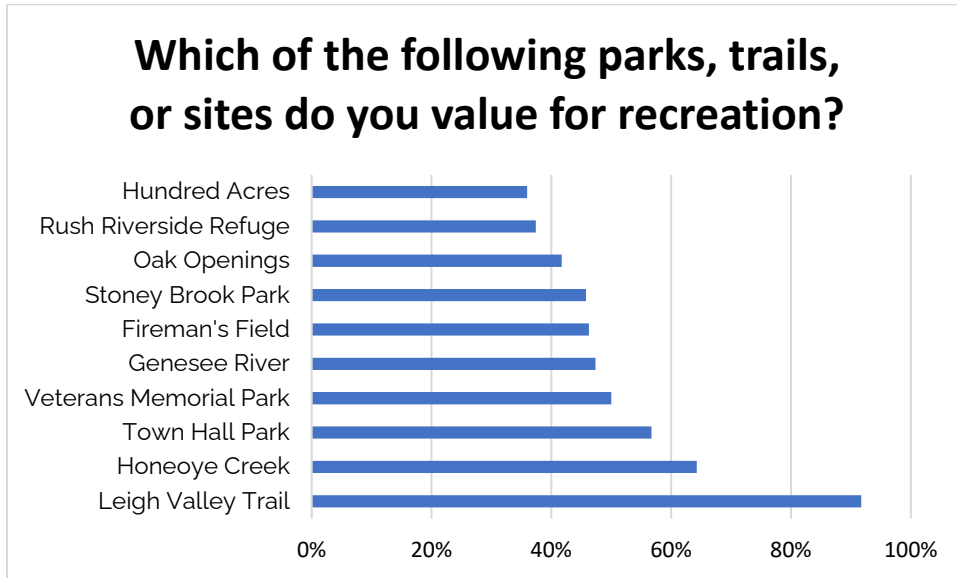
## Parks, Trails, and Recreation

### 1. Which of the following parks, trails, or sites do you value for recreation?

From a list of 10 options, respondents were asked to identify which parks, trails, and other recreational sites in the Town they value. The Leigh Valley Trail is by and large the most valued recreation site in the Town as 91.7% of all respondents stated they value the site. Honeoye Creek is the second most valued recreation site, receiving a response rate of 64.2% from all respondents. The highest valued traditional park in the Town is the Town Hall Park with a 57% response rate. The Town's less traditional recreation sites, Rush Riverside Refuge and The Hundred Acres, received the lost value rating as less than 40% of respondents stated they valued these sites.



**Appendix B**  
**TOWN OF RUSH COMPREHENSIVE PLAN SURVEY**  
**SUMMARY OF RESPONSES**



**2. What improvements would you like to see for the parks listed in previous question?**

To elicit opinions on why some of the recreational sites in the Town are valued less than others, we wanted to understand what improvements residents would like to see to these sites so that they are more often visited and valued. Below is a list of site-specific recommendations as well as general recommendations that could be applied to any of the sites.

- **Leigh Valley trail:**
  - Maintain trails better
  - Public bike repair station
  - Add gravel and mulch to reduce muddiness
  - Enforce restrictions on motor vehicle usage (ATV & motorbikes)
- **Stoney Brook Park:**
  - Remediate the pond
  - Better parking access
- **Honeoye Creek & Genesee River:**
  - Install kayak launch sites
  - Provide better fishing access
- **Rush Riverside Refuge & 100 Acres:**
  - More trails and signage
  - Reuse cabin as a nature center
- **Fireman's Field:**
  - Use more frequently for events (i.e. movies in the park)
- **General Improvement Recommendations:**
  - Promote recreational sites and supply information to the public on their amenities
  - Connect all parks via a trail system



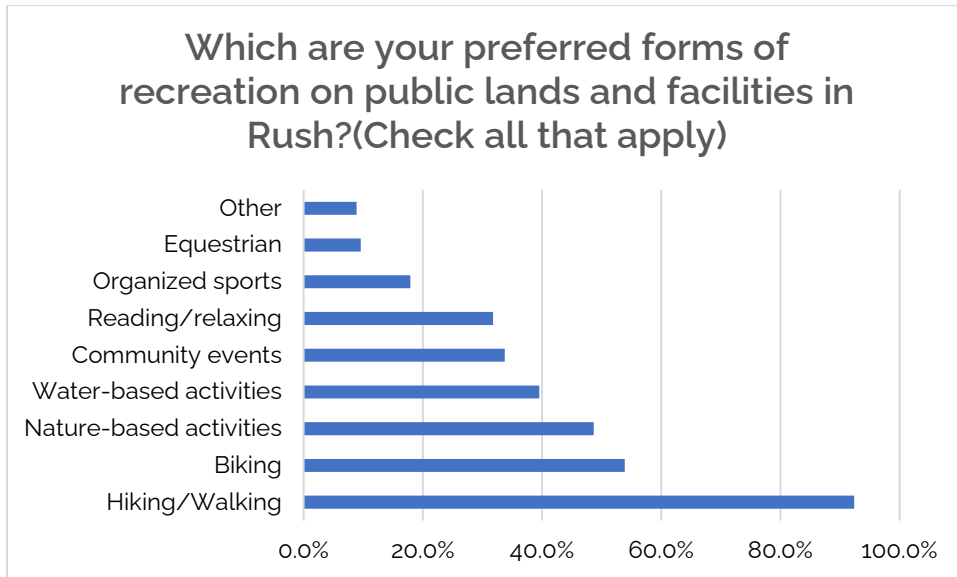
## Appendix B

### TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

- More frequent landscaping management
- Better lighting
- More trees
- ADA access
- More public restrooms
- More pavilions
- Splash pad
- More seating and shelters
- More trash and recycling bins
- Dog park
- Sport specific facilities (basketball, tennis, pickleball courts)
- Better signage and wayfinding
- More parking and EV chargers

#### 3. Which are your preferred forms of recreation on public lands and facilities in Rush?

The most common forms of recreation that respondents said they use the recreational sites in Rush for are hiking/walking (92.3%), biking (53.9%), nature-based activities (48.5%), and water-based activities (39.2%). Aside from the listed activities from the question, respondents also provided written comments on what they use the recreational sites in the Town for. These activities include playground, hunting, picnicking, dog-waking, winter-based activities, birding, and geocaching.



#### 4. How important is it for the Town to advance the following improvements to the Town's recreational facilities and programs?

For this question, respondents were given a selection of six recreational improvements ideas that could be made to parks in Rush. Respondents were asked to rank these improvements as Very Important, Somewhat Important, Not Important at All, or No Opinion<sup>1</sup>. The level of preference for the six recreational improvements are as follows:

1. Construct a more accessible boat launch – 0.67
2. Construct a small community center with meeting rooms – 0.58

*DRAFT for Public Review 8/3/23*



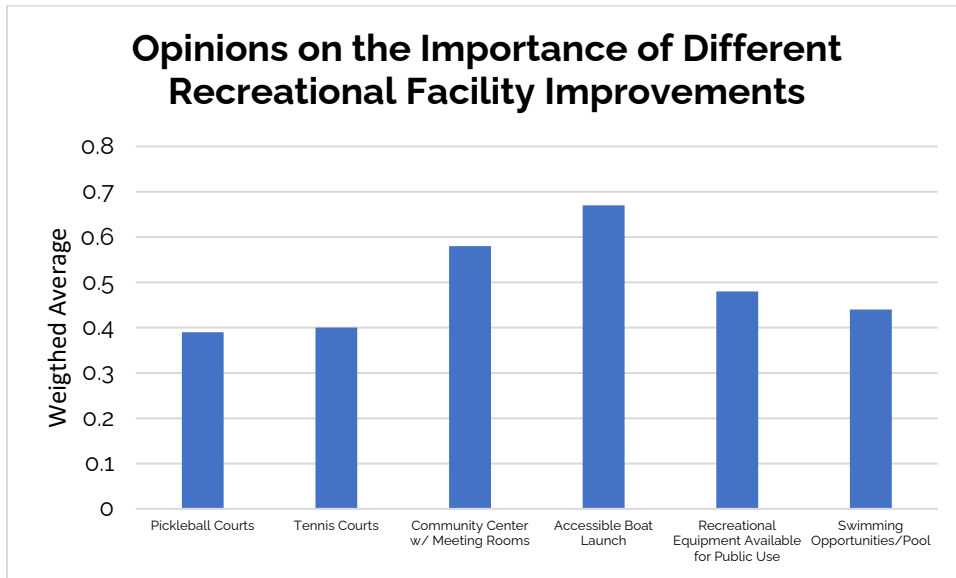
## Appendix B TOWN OF RUSH COMPREHENSIVE PLAN SURVEY SUMMARY OF RESPONSES

3. Make recreational equipment available for use at Town Parks – 0.48
4. Swimming opportunities or a pool – 0.44
5. New tennis courts – 0.4
6. New pickleball courts – 0.39

Written comments in response to this question showed that respondents wanted more focus on improving Leigh Valley Trail and fixing up the amenities they already have at the parks. Additionally, some respondents noted that they travel into neighboring towns such as Henrietta to partake in these suggested improvements and are satisfied with that level of access. Lastly, while many respondents said they were in favor of these improvements, they wanted to be assured that funding is available for their development and maintenance first.

---

1 - Each response was assigned 2 points for "very important," 1 point for "somewhat important," 0 points for "not important" and "no opinion." The sum of the points assigned for each strategy was divided by the total number of responses.



## **APPENDIX B**

### Community Survey Results



Rush Comprehensive Plan Update  
Public Workshop

**RUSH HAMLET**  
**AUGUST 17, 2022**



# WORKSHOP OBJECTIVES

1

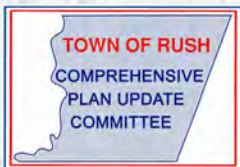
What assets can we build on?

2

What work has already been done?

3

What are the community's priorities?



# AGENDA

1

Hamlet Overview

2

2017 Charrette Recommendations/  
Issues & Opportunities

3

Stakeholder perspectives

4

Questions & Discussion

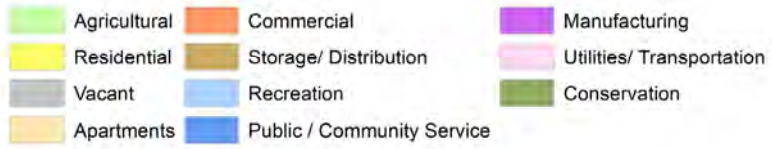
# What makes Rush Hamlet special?

- Historic Town center
- Library
- Businesses
- Lehigh Valley Trail
- Park, gazebo
- Community events
- Accessibility



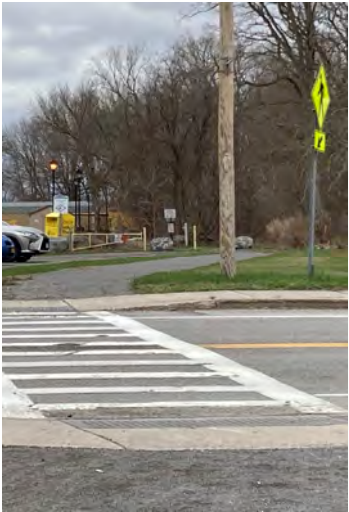


**Land Use by Tax Parcel**



# TRANSPORTATION

Major Roads  
Sidewalks  
Lehigh Valley Trail



# CIVIC HUB

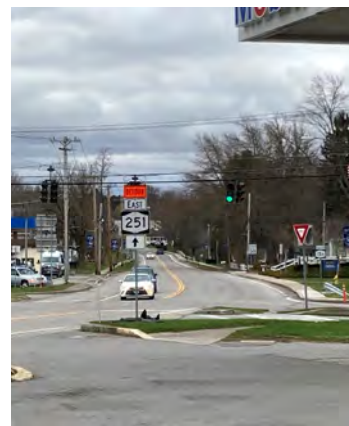
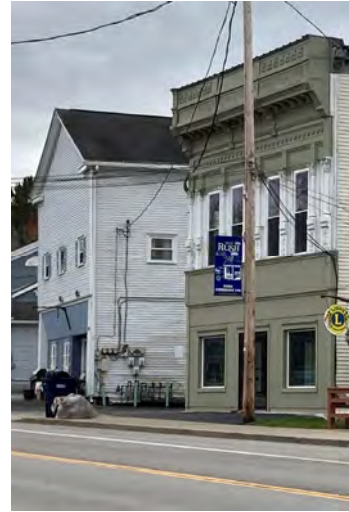
Town Hall  
Library  
Post Office  
Fire Department  
Churches





# BUSINESSES

Creekside  
Joelle's Hair Design  
Auto Repair  
Montesano's Pizza  
Auto Repair  
Mobil/ 7-Eleven  
Chases Greenhouses  
Offices



# RECREATION

Town Park, Fields  
Lehigh Valley Trail  
Firemen's Carnival, Pavilion  
Gazebo



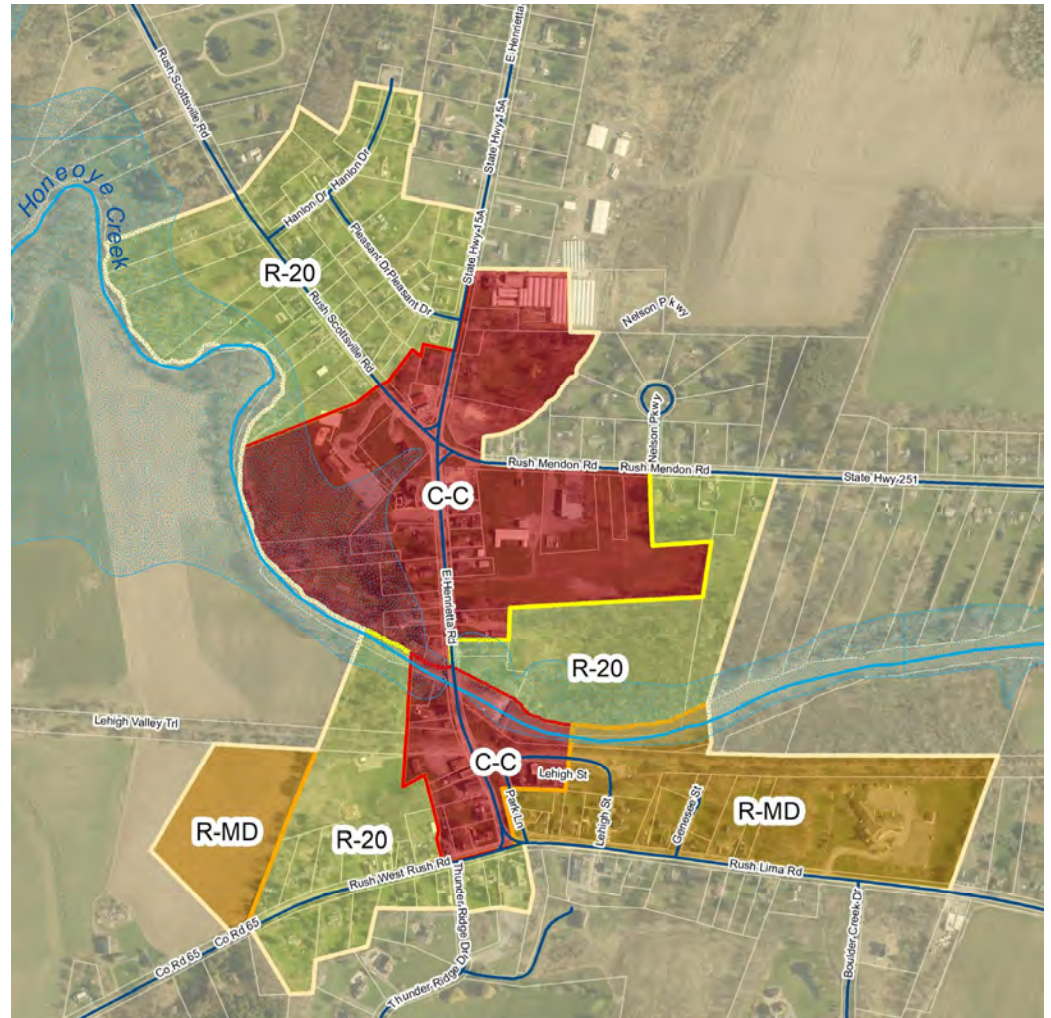
# H O N E O Y E C R E E K

Recreation opportunities  
Natural habitat  
Protect water quality  
Dam, falls  
Waterfront land



# LAND USE & ZONING

Commercial Zone allows residential as accessory or special permit uses



# 2017 Charrette

- Community workshop led by Rochester Regional Design Center in 2017
- Many suggestions/ ideas for improving the hamlet
- Which ideas should be included in the Comp Plan Update?



# 2017 Charrette Recommendations

- Create brand/ identity
- Improve walkability/ bicycle facilities
- Improve Veterans' Memorial Park
- More events/ recreational facilities/ programming



# OPPORTUNITIES & CONSTRAINTS



# Lehigh Valley Trail Opportunities

- Attracts visitors – recreation, businesses
- Bicycle route
- Connect to sidewalks in hamlet





# Pedestrian/ Bicycle Improvements

- Fill gaps in sidewalk network
- Add pedestrian-friendly design features
- Install bicycle infrastructure



# Veterans Memorial Park Enhancements

- Walking paths
- Picnic tables/ grilling areas
- Signage – wayfinding, historic interpretation
- Boat launch/ fishing access
- View of creek and falls



# Business Opportunities & Constraints

- Support existing businesses
- Link to Trail/ Parks?
- Limitations due to lack of public sewer service



# Roads/ Traffic

- Asset for businesses
- Safety
- Walkability



**Transportation & Traffic Workshop – October 5**

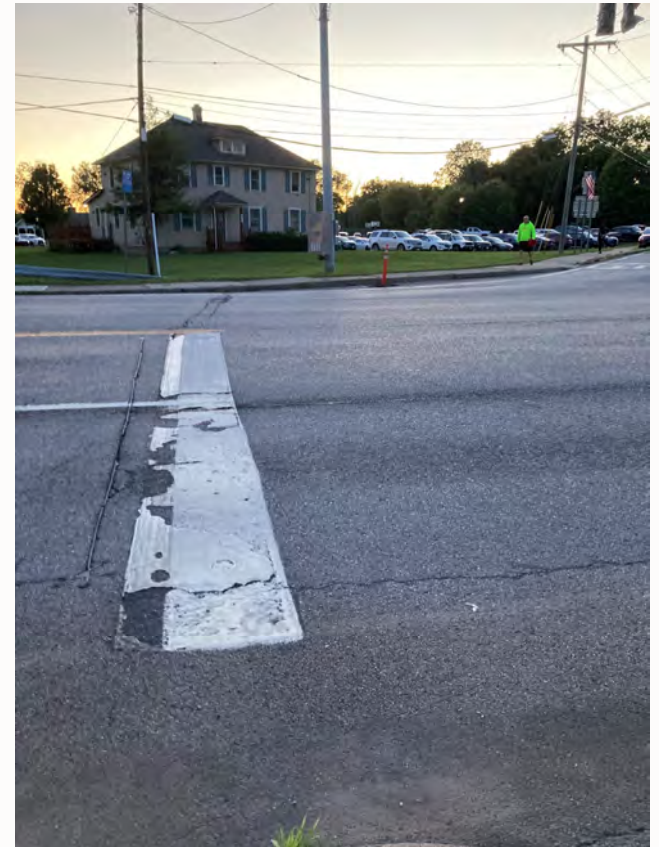
# Constraints - Underutilized land



- Northeast intersection – Routes 15A and 251

# Constraints – Utilities, Drainage

- Limited pedestrian/ bicycle facilities
- Development limitations due to lack of public sewer service



# Stakeholder perspectives

- Rush Historical Society
- Rush Fire Department
- Rush Hamlet businesses
- Residents
- CPC/ Community members



# | Next Steps

Public  
Workshops

September - November

Community  
Survey

November-December

Draft Plan for  
Public  
Comment

February 2023

**Energy & Infrastructure Workshop – September 21**



Thank You!



[www.RushComprehensivePlan.com](http://www.RushComprehensivePlan.com)



**Rush Comprehensive Plan Update  
Public Workshop**

**INFRASTRUCTURE  
& ENERGY**

**SEPTEMBER 21, 2022**

# WORKSHOP OBJECTIVES

1

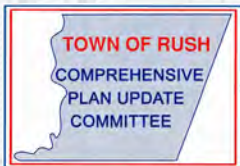
Understand current status

2

Identify opportunities

3

What are the community's needs and priorities?



# AGENDA

1

Water system overview - MRB

2

Energy infrastructure/  
Town operations energy use

3

Cellular service & broadband

4

Questions & Discussion

# **PUBLIC WATER & SEWER**

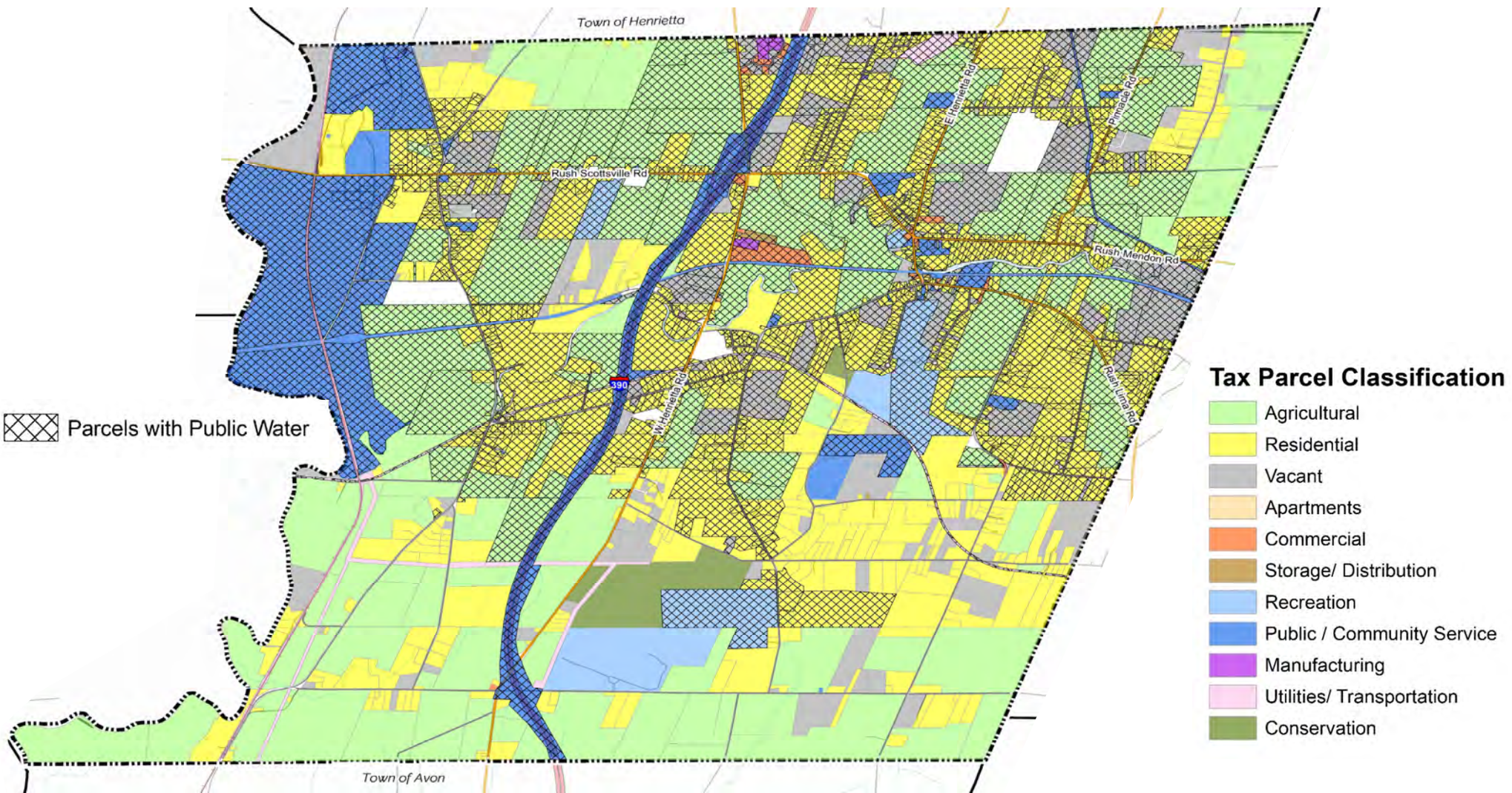


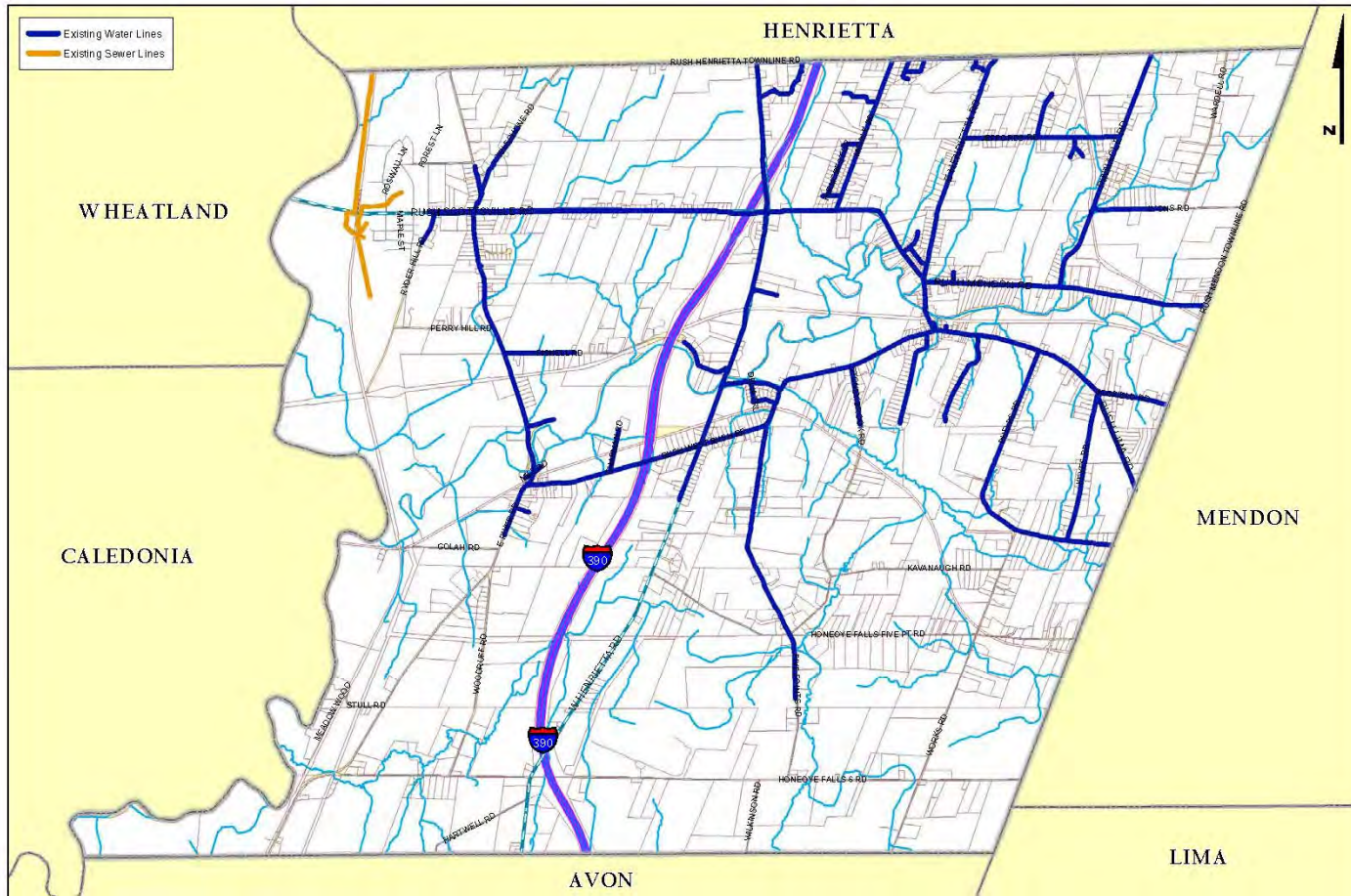
# Public Water

- Portions of town do not have access to public water and have poor well supplies on-site
- What are Town's options?
- What should the Comprehensive Plan recommend?

**John Hinman**  
**MRB Group**







**TOWN OF RUSH**  
 AGRICULTURAL AND FARMLAND PROTECTION PLAN

CHA

Figure 2.9  
 Water and Sewer  
 Infrastructure

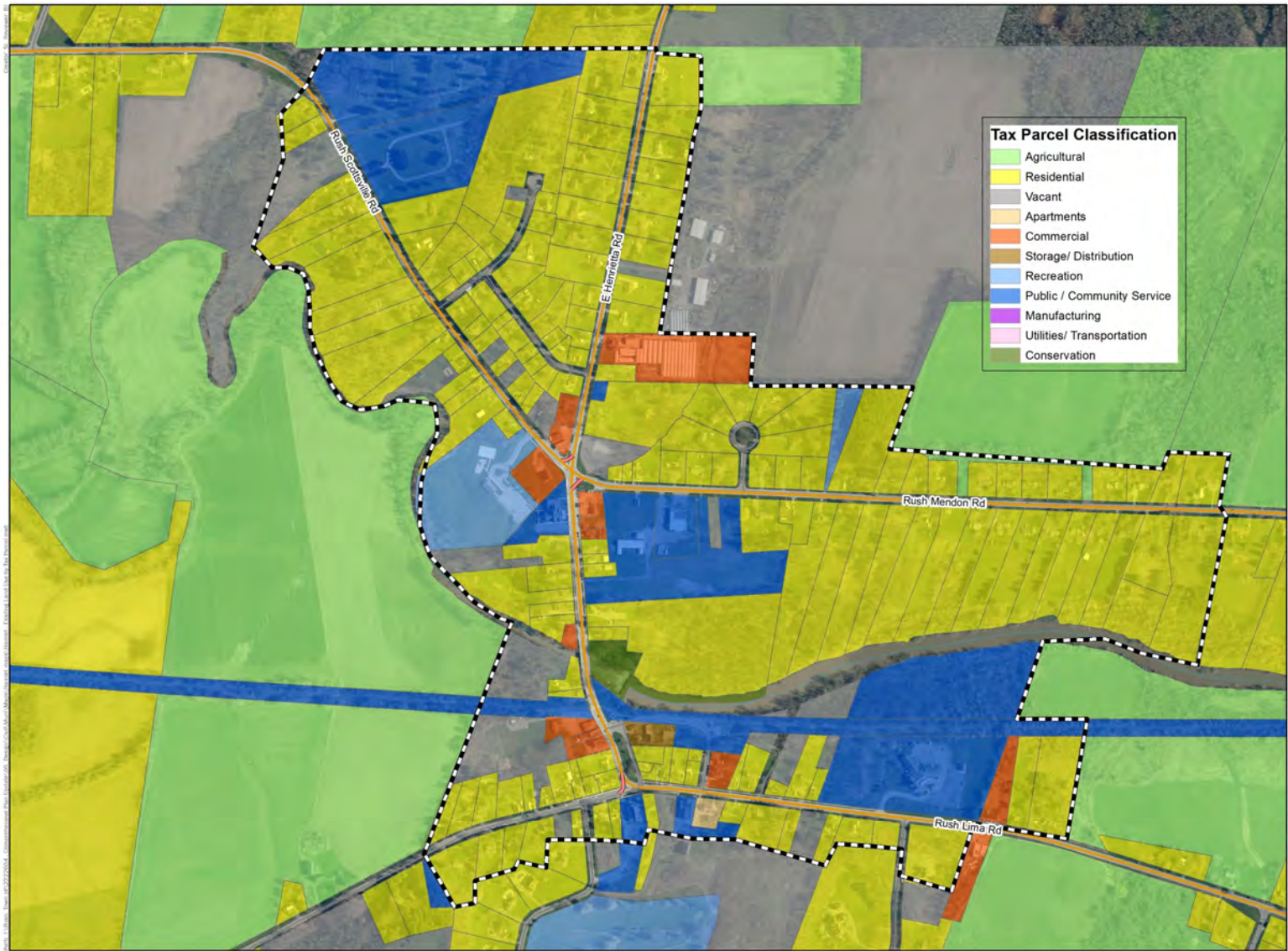


# Public Sewer

- Sewer line from Monroe County Pure Waters serves small area in NE part of Town
- Is a wastewater treatment system to serve Rush Hamlet feasible?

**John Hinman**  
**MRB Group**





# **ENERGY INFRASTRUCTURE & MUNICIPAL ENERGY USE**



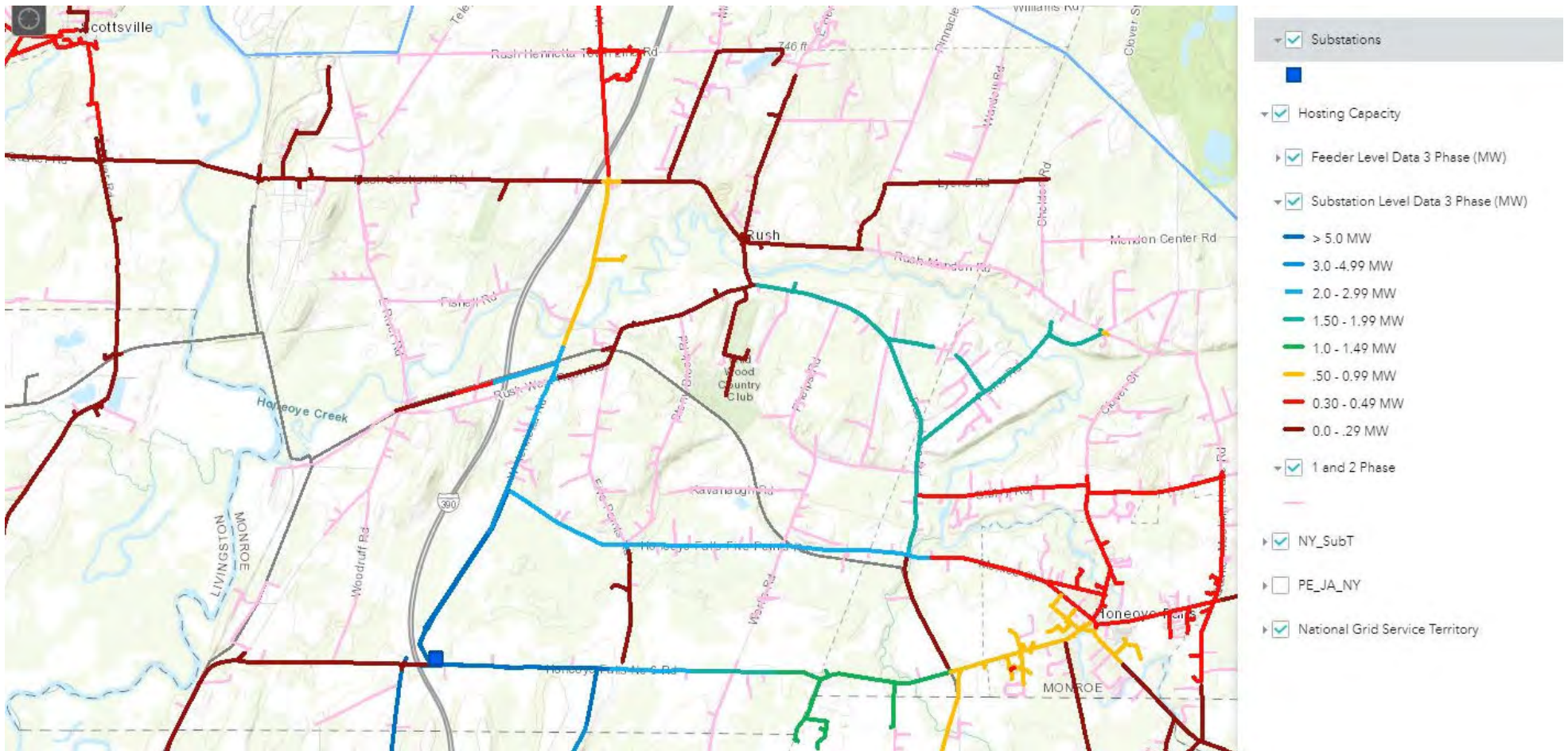
# Electricity & Natural Gas

- National Grid is the utility provider for electricity
- RG&E is the utility provider for natural gas



**nationalgrid**

# Electricity Grid Capacities (PV hosting)



# Citizens' Energy Committee Report

## Town of Rush Energy Advisory Committee Report June 20, 2016

### Summary

Committee Members

Committee Mission

Committee's Specific Goals and Objectives

Background on Development of Committee

Background on Climate Smart Communities

Town Board Resolution Authorizing Committee

Timeline

Review and Analysis of Research Findings

Impact of the Demand Charges on all municipal solar projects

### Recommendations

1. Collaboration with Highway Department and Fire Department
2. Establish and Energy Capital Reserve Fund
3. Develop a Finance Plan to Support Conservation and Use of Renewable Energy
4. Educate and Engage the Community
5. Implement Plan for Solar Installations
6. Become a Climate Smart Community
7. Develop Energy Conservation Plan
8. Amend Comprehensive Plan
9. Amend Zoning Code
10. Establish a Standing Energy Advisory Committee/scope of work and activities
11. Develop and Approve a Timetable for Action

# Committee Findings & Recommendations

- Aim to have all Town's electricity needs met by solar
- Reduce cost of energy through efficiency improvements/ renewables
- Educate and engage community
- Become a Climate Smart Community
- Update Comprehensive Plan to promote renewable energy in appropriate areas
- Update zoning/ (solar local law)

# Monroe County Climate Action Plan

The table below presents the action items in the implementation plan that pertain to the County's buildings and facilities. Certain actions are presented with more context and details on the following pages due to their high priority or need for additional context.

**Table 10. Buildings & Facilities Implementation Actions**

Priority	Type	Description	Impact	Timeframe	Investment	Page #
1	Tier 1	Institute procedures and/or training to encourage facility managers and municipal employees to improve heating, cooling and lighting use efficiency.	High	Short	Low	48
1	Tier 1	Install additional solar photovoltaic (PV) system(s). 	High	Medium	Low	48
2	Tier 1	Install/update building energy management systems for lighting and HVAC equipment. 	Moderate	Short	Low	49
2	Tier 1	Lower building temperature settings to adjust for localized floor heating systems. Heat the people spaces not the entire building volume.	Moderate	Short	Low	50
2	Tier 1	Optimize day light with window shades that allow light from the top section of windows near roofing level.	Moderate	Short	Low	51
2	Tier 1	Upgrade efficiency of outdoor lighting on County properties. 	High	Medium	Moderate	-
2	Tier 1	Participate in district energy programs, i.e. district heating and cooling.	High	Medium	Moderate	51
3	Tier 1	Provide Radiant Electric heat in offices under the desk area. Control these localized heating systems with wireless smart thermostats.	Moderate	Short	Low	52
3	Tier 2	Update 2012 inventory of current building energy use to serve as benchmark and identify priority properties.	Low	Short	Low	-
3	Tier 3	Require new County buildings to be net zero carbon emissions.	High	Long	Moderate	52
3	Tier 1	Increase the proportion of renewable energy used in County government buildings. 	High	Long	Moderate	-



# Monroe County Climate Action Plan

**Table 10. Buildings & Facilities Implementation Actions**

The table below presents the action items in the implementation plan that pertain to the County's buildings and facilities. Certain actions are presented with more context and details on the following pages due to their high priority or need for additional context.

Priority	Type	Description	Impact	Timeframe	Investment	Page #
4	Tier 2	Assess feasibility of small wind turbine system(s) for County-owned properties.	Moderate	Medium	Moderate	-
4	Tier 2	Complete renewable energy feasibility studies. ★	Moderate	Medium	Moderate	-
4	Tier 1	Complete interior lighting upgrades for 100% of County buildings. ★	Moderate	Short	High	-
4	Tier 1	Green the lifecycle of office equipment.	Low	Medium	Low	-
4	Tier 1	Install geothermal heating and cooling system(s). ★	High	Long	High	53
4	Tier 1	Retro-commission low-performing buildings.	High	Long	High	-
4	Tier 1	Install alternative energy technology (e.g. battery storage, hydrogen fuel cell emergency generation) on County property.	High	Long	High	-
5	Tier 1	Install water efficient fixtures. ★	Moderate	Long	Moderate	-
5	Tier 2	Create plan for upgrading HVAC equipment based on building inventory, maintenance schedule, and planned improvements. ★	Moderate	Long	High	-
5	Tier 3	Consider purchasing RECs to offset emissions from buildings and facilities.	Low	Long	High	-

# Current Town Energy Usage

- Buildings – Town Hall/  
Library, Highway Garage,  
Parks
  - \$24,000 annual utility cost
- Street lighting
  - Lease from National Grid
  - \$11,900 annual electricity cost
- Vehicle Fleet



# Cost Saving Opportunities - Buildings

- Lighting
- Building envelope
- HVAC
  - Boiler, radiant heating, mini-splits

## Solar/ geothermal

- Potential for solar canopies in parking lot
- Geothermal potential – in combination with efficiency



# T O M P K I N S C O U N T Y

## T O M P K I N S C O U N T Y H U M A N S E R V I C E S B U I L D I N G

### Energy Supply Issues

- No energy supply issues

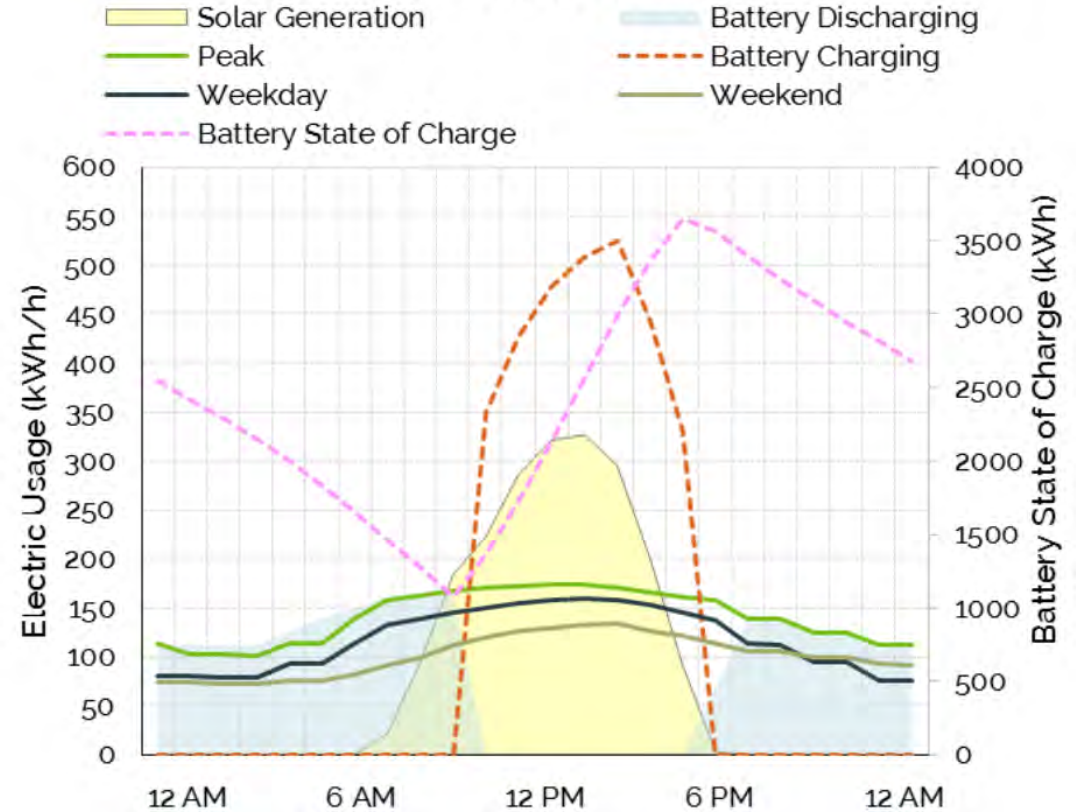
### Recommended Energy Conservation Measures

- LED Lighting
- VFD on Cooling Tower Pumps
- Replace boilers

### Recommended Distributed Energy Resources – Net Carbon Zero

- 735 kW CHP
- 800 kW/ 6500 kWh Battery Storage
- Carbon Offset Credits

### DAILY LOAD PROFILES - FEB



# Financial Incentives

## Energy Efficiency & Renewables

- National Grid
  - Free energy-assessment (walk-through)
  - 60% of installation costs for LED lighting
  - Heat pump incentives
  - Water conservation upgrades



# Financial Incentives

## Energy Efficiency & Renewables (cont'd)

- Flex-Tech
  - 50% cost share for energy studies
- Inflation Reduction Act (IRA)
  - Tax credits – saleable so Town can receive \$
- Clean Energy Communities
  - \$5,000 grant after completing 4 high impact actions



# Cost Saving Opportunities - Streetlights

- Lighting
- Building envelope
- HVAC
  - Boiler, radiant heating, mini-splits

## Solar/ geothermal

- Potential for solar canopies in parking lot
- Geothermal potential – in combination with efficiency



# BROADBAND

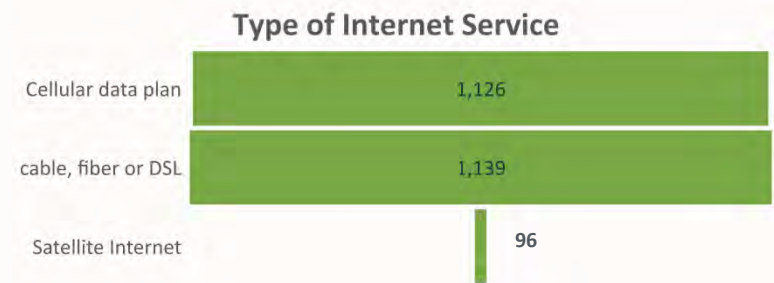
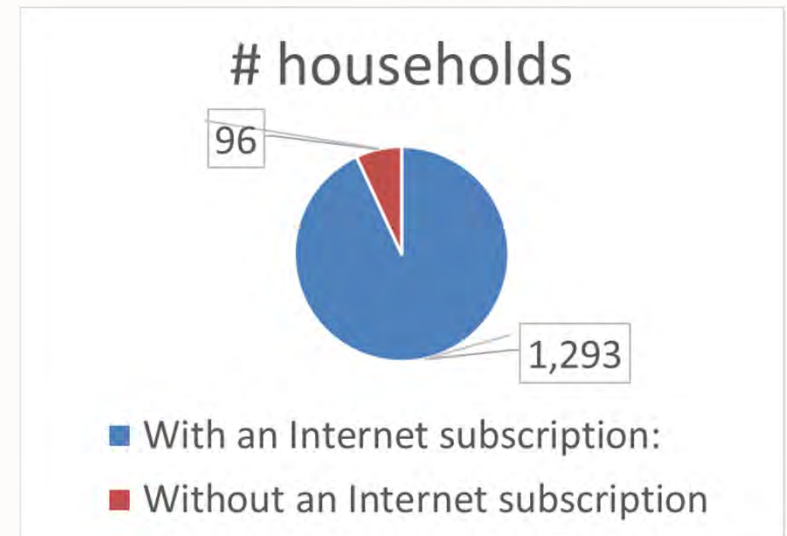




# Broadband Issues & Opportunities

- Areas of the Town do not have access to high-speed internet
- Monroe County running a survey to identify broadband challenges
- \$30/ month internet discount program

Check your eligibility by visiting [getinternet.gov](http://getinternet.gov) or calling (877) 384- 2575

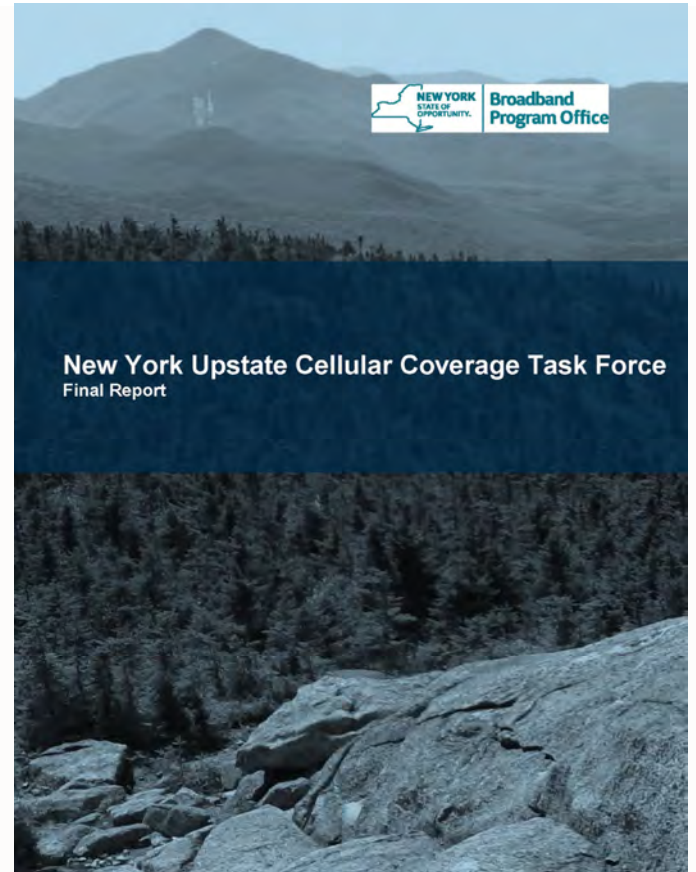


# CELLULAR



# Cellular Service Issues & Opportunities

- Areas of Town have poor cellular service
- NYS study to improve cellular coverage in rural areas – focuses on Catskills and Adirondacks





# | Questions, Discussion

# | Next Steps

Public  
Workshops

September - November

Community  
Survey

November-December

Draft Plan for  
Public  
Comment

February 2023

**Transportation Workshop – October 5**

Thank You!



[www.RushComprehensivePlan.com](http://www.RushComprehensivePlan.com)



**TOWN OF RUSH**  
**COMPREHENSIVE PLAN UPDATE**  
**TRANSPORTATION**  
**WORKSHOP**

**OCTOBER 5, 2022**





# WORKSHOP SCHEDULE

1

Overview of transportation infrastructure

2

Best practices

3

Partnerships

4

Issues & Opportunities



# PRESENTERS

## **Barbara Johnston, Planner, LaBella**

- Transportation Infrastructure

## **Kyle Hatch, Planner, LaBella**

- Transportation Safety
- Bicycle & Pedestrian Facilities
- Complete Streets

## **Lorenzo Rotoli, Transportation Engineer, LaBella**

- Access Management
- Hamlet Transportation Issues

## **Scott Robinson, NYS DOT Regional Director of Operations**

- NYS DOT projects and programs

# TRANSPORTATION INFRASTRUCTURE

**Roads and  
Highways**

**Bridges**

**Trails**

**Sidewalks**

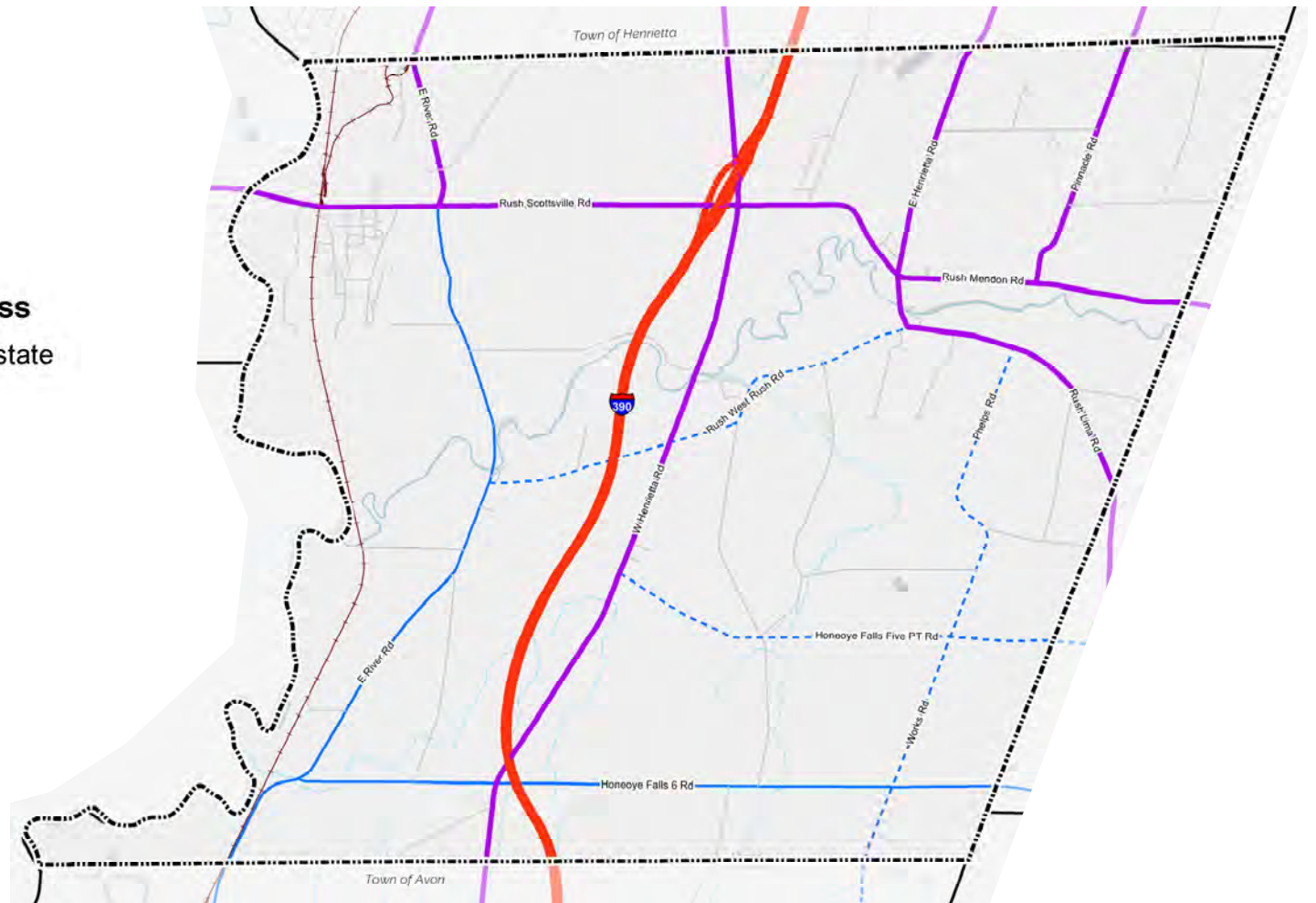
**Bicycle  
Facilities**

**Railroads**

# FUNCTIONAL CLASSIFICATION

## NYS DOT Functional Class

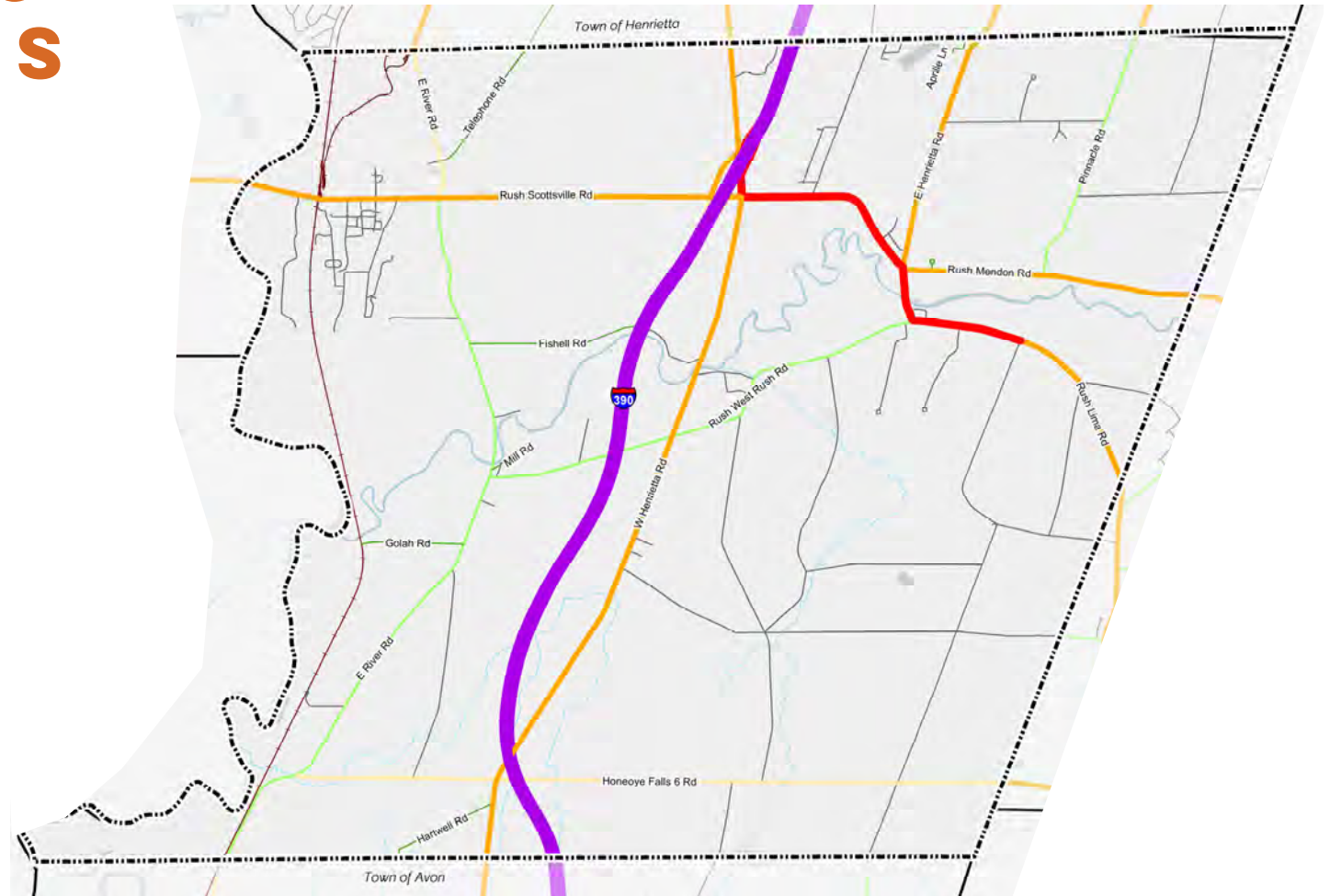
- Principal Arterial Interstate
- Minor Arterial
- Major Collector
- Minor Collector
- Local Road



# TRAFFIC VOLUMES

## Annual Average Daily Traffic (AADT)

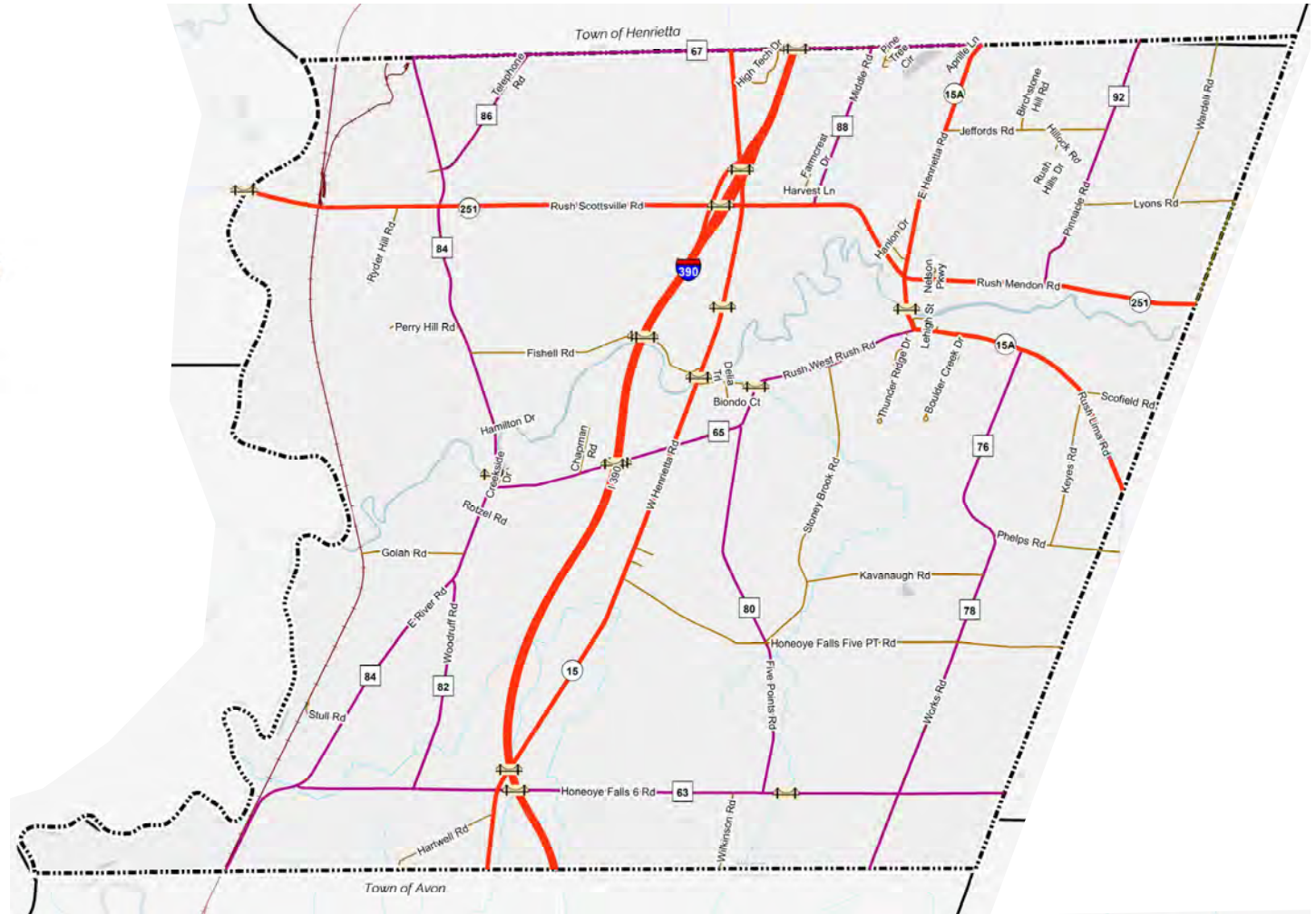
- 0 - 400
- 800 - 1300
- 1600 - 1800
- 2,400 - 5,000
- 7,500 - 10,000
- 28,000 - 40,000
- No Data



# JURISDICTION OF ROADS & BRIDGES

## Road Jurisdiction

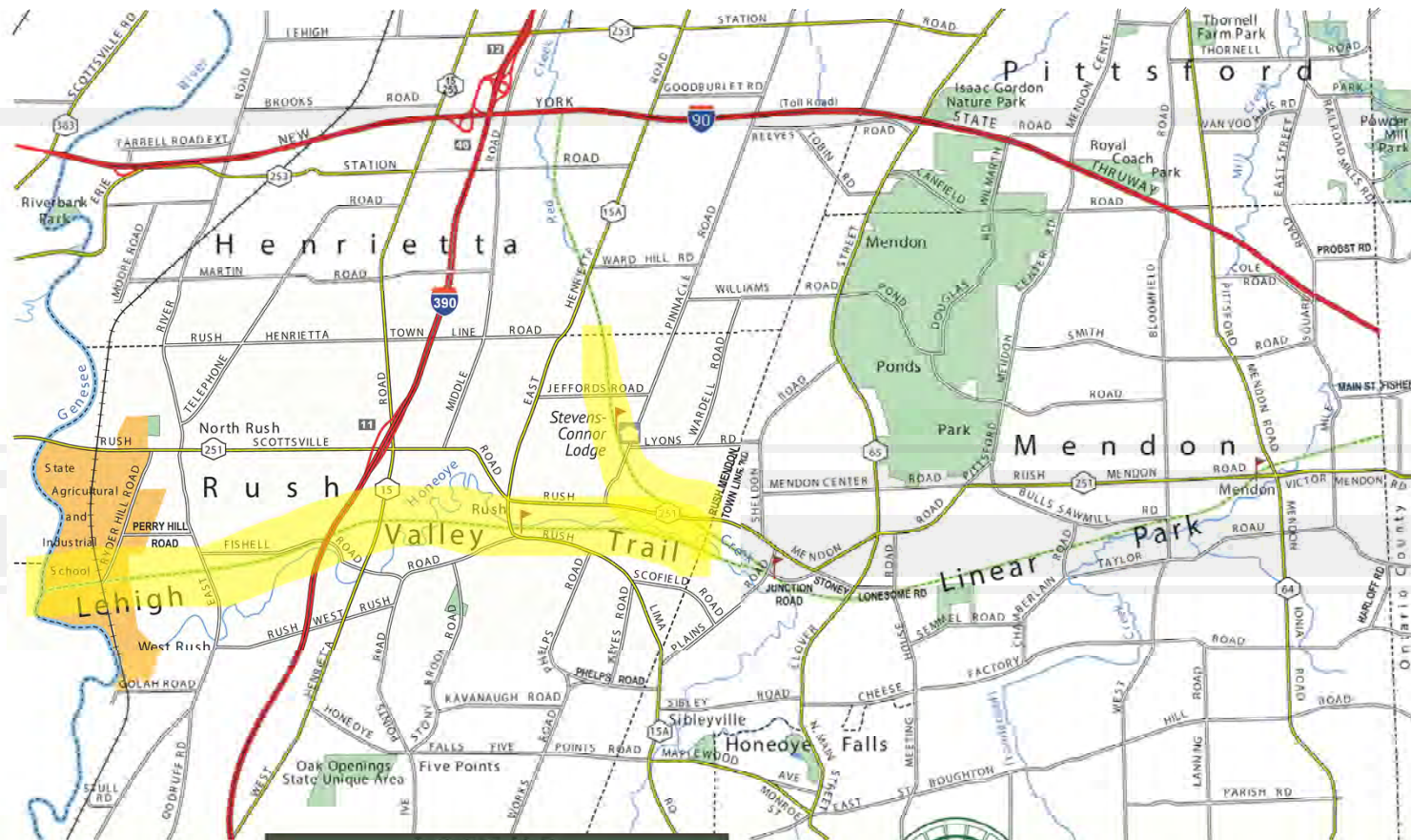
-  NYSDOT
-  Monroe County
-  Town



# LEHIGH VALLEY TRAIL LINEAR PARK

Park Staff: 585-509-2895

for more information:  
[monroecounty.gov/parks](http://monroecounty.gov/parks)  
585-753-PARK (7275)



Monroe County  
**Parks**

# TRANSPORTATION SAFETY

- Crashes resulting in death, injury, or property damage have generally declined since 2018.
- A significant share of all crashes involve young driver (16-20) and older drivers (65+)
- Crashes involving wildlife are extremely common, more than 2x the next closest contributing factor
- Most common driver behavioral issues are frequently cited in combination (ex: failure to yield + passing)

2018-2021 Town of Rush Vehicle Crash Summary

	2018	2019	2020	2021
<b>Fatality</b>	0	1	1	0
<b>Personal Injury</b>	22	29	19	19
<b>Property Damage</b>	138	121	95	127
<b>Total</b>	160	151	115	146

Source: Institute for Traffic Safety Management and Research – Traffic Safety Statistical Repository

Town of Rush 2018-2021 Most Common Vehicle Crash Contributing Factors

Factor	Total Crashes 2018-2021
Animal's Action	213
Following Too Closely	74
Passing/Lane Changing/Improper Use	62
Failure to Yield Right-of-Way	59
Unsafe Speed; Distracted Driving (tie)	36

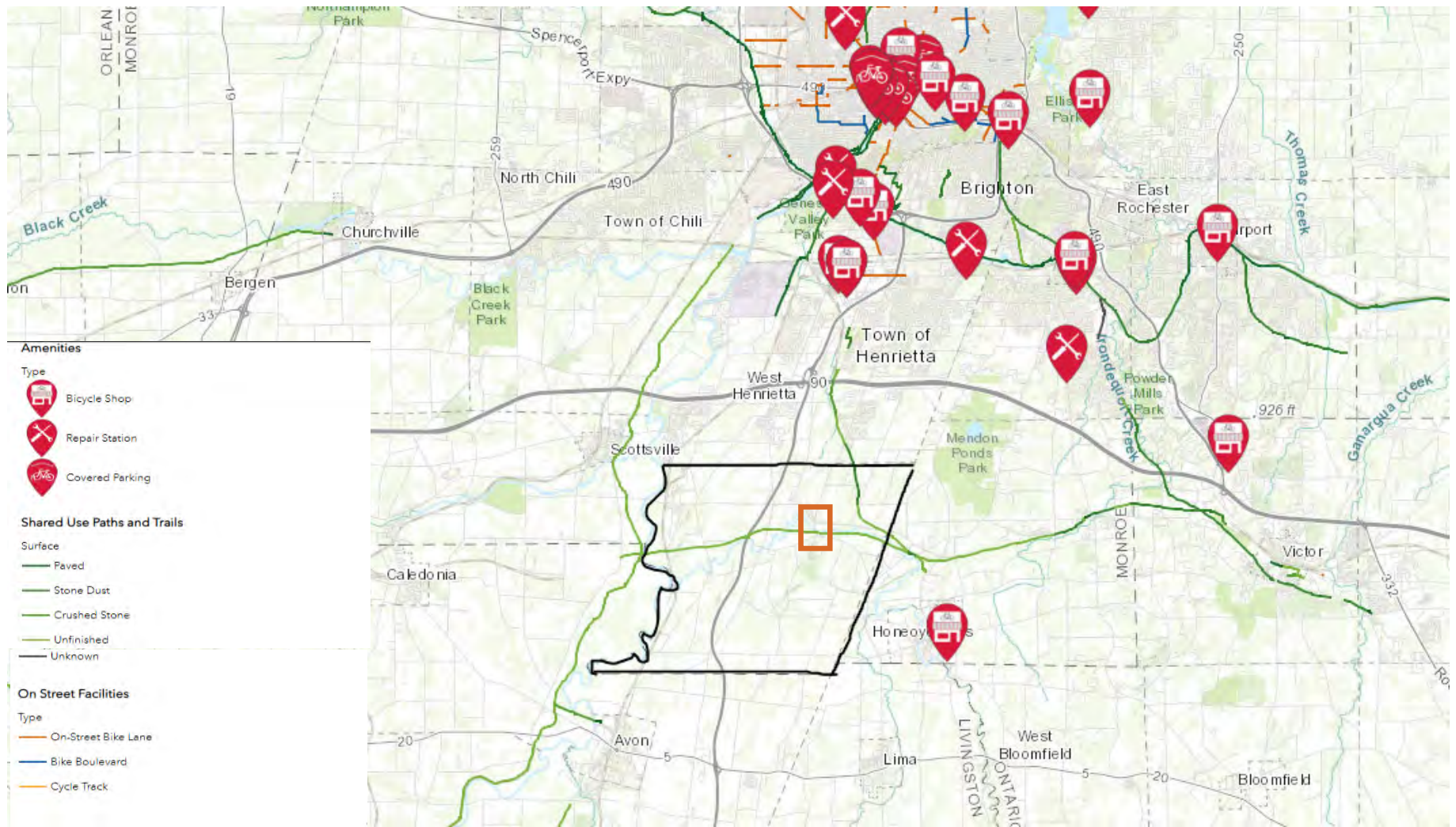


# TRANSPORTATION SAFETY

- **Speeding is by far the most ticketed offense.**
- **The total number of tickets issued from 2018 to 2021 has declined significantly.**

Town of Rush 2018-2021 Traffic Violation Tickets Issued				
	2018	2019	2020	2021
Aggressive Driving	50	59	25	20
Speeding	480	809	364	247
Impairment	6	10	6	5
Safety Restraint	21	35	9	14
Cell/Texting	7	8	3	3
Other	2	1	0	1
Total Tickets Issued	965	1423	665	595

# BICYCLE ROUTES & AMENITIES



# PEDESTRIAN FACILITIES

- Pedestrian facilities are sparse outside of Rush Hamlet
- Sidewalks link key destinations within the Hamlet
- Improving pedestrian facilities in commercial areas outside Rush Hamlet may incentivize commercial development (ex: Rush Park and Ride area)



# COMPLETE STREETS - WHAT ARE THEY?

**“Complete Streets is a transportation policy and design approach that requires streets to be designed and operated to enable safe use and to support mobility for all users. Users include people of all ages and abilities, regardless of whether they are traveling as drivers, passengers, pedestrians, bicyclists, equestrians, or public transportation riders.”**

## **Monroe County Complete Streets Policy**



# COMPLETE STREETS - WHY IT MATTERS

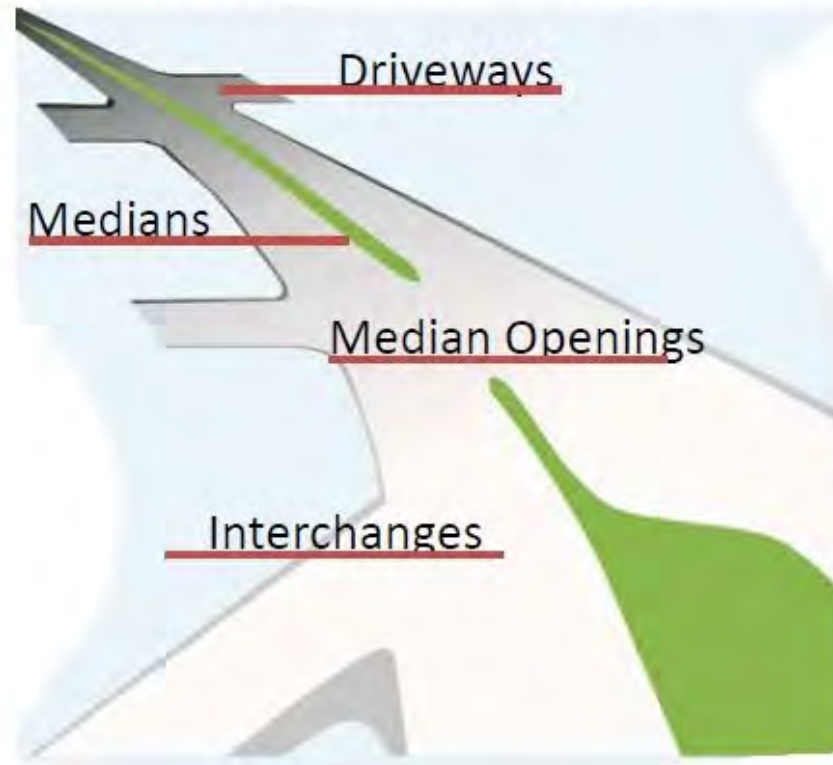
- **Improved health & safety:** fewer crashes, fewer injuries and fatalities, lower healthcare costs, lower property damage costs, lower maintenance costs
- **Increased economic activity:** more foot traffic, more small business activity
- **Increased likelihood of securing State or Federal funding for transportation projects.**



Image Source: National Highway Traffic Safety Administration

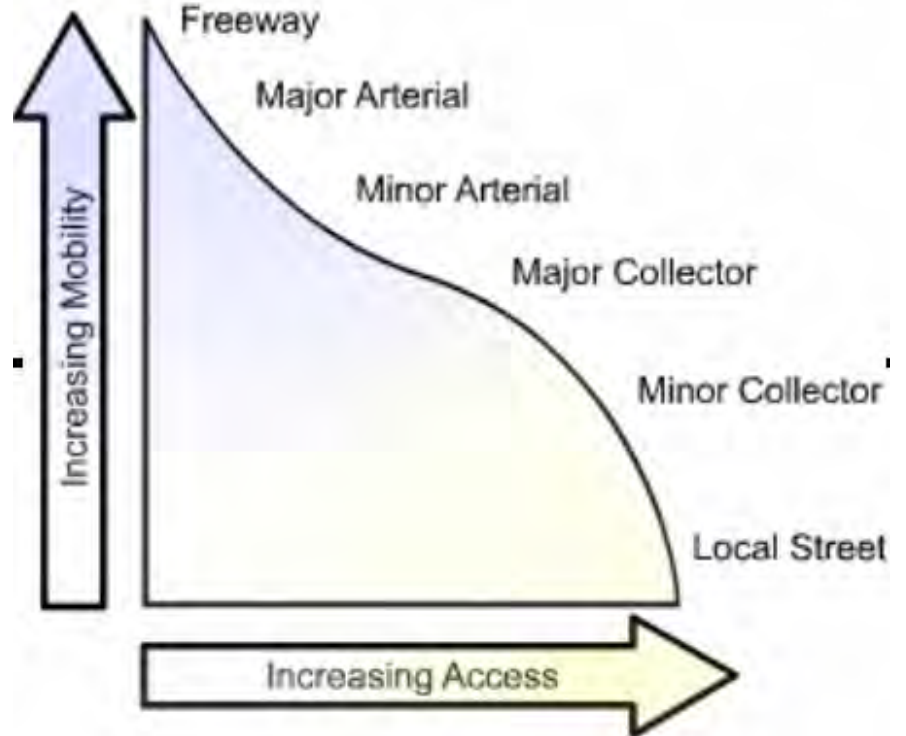
# WHAT IS ACCESS MANAGEMENT?

Access management is the careful planning of the location, type and design of access.

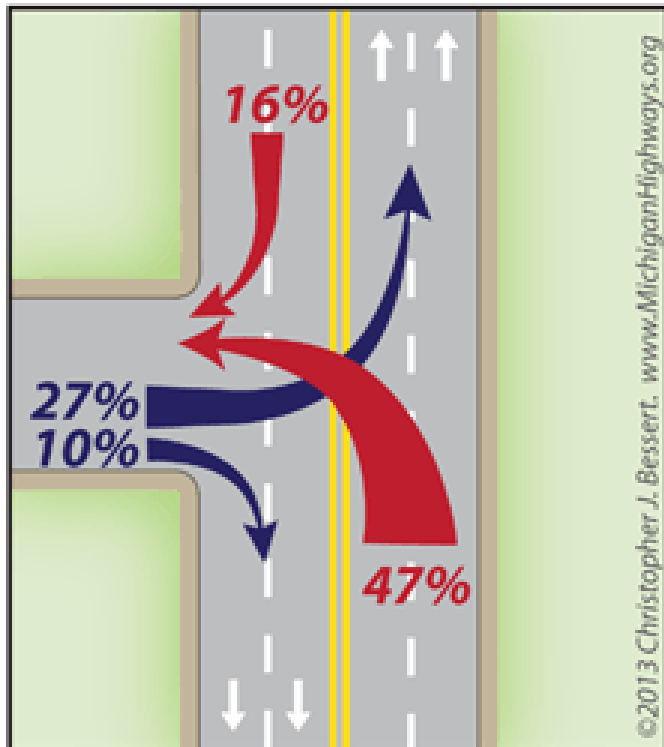


# WHY MANAGE ACCESS?

Purpose of Access Management Balance Mobility vs. Access



# % CRASHES BY MOVEMENT



Percentage of crashes by driveway movement. Source: Federal Highway Administration, Office of Operations, 2006.

Here's a scoop!  
The majority of access-related crashes involve left turns (74%)





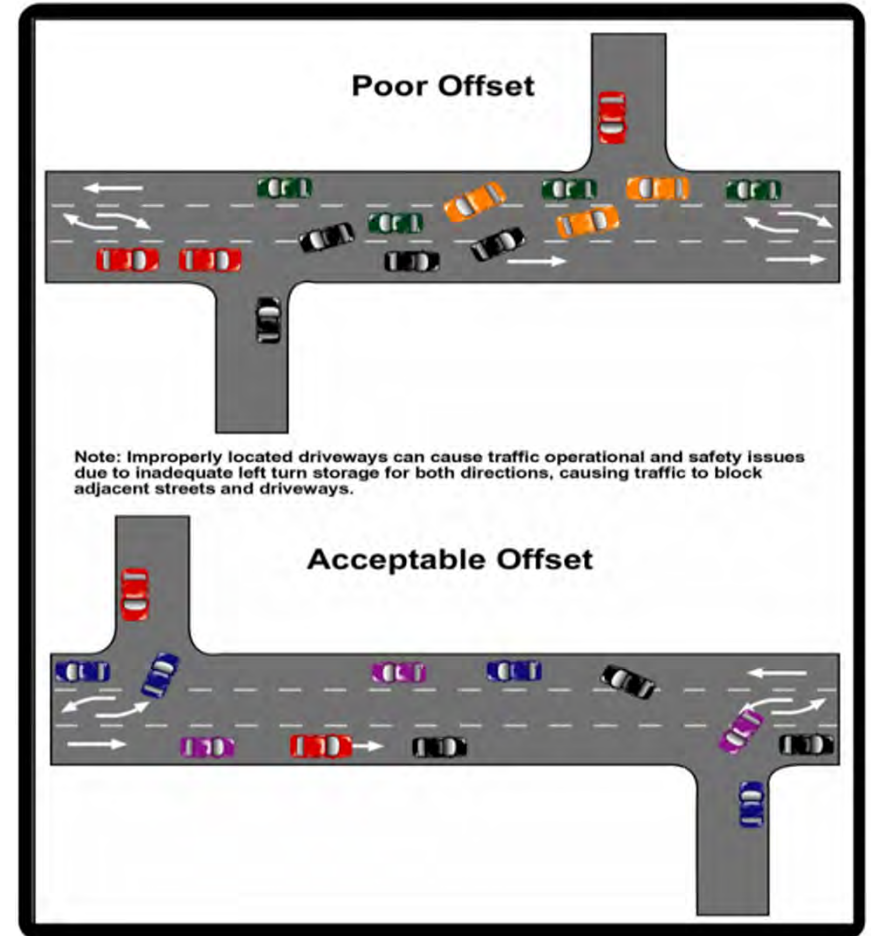
# ACCESS MANAGEMENT STRATEGIES

## ALIGNMENT & SPACING

Require minimum distances between driveways based on the type of road and the posted speed limit

### Desirable Access Spacing

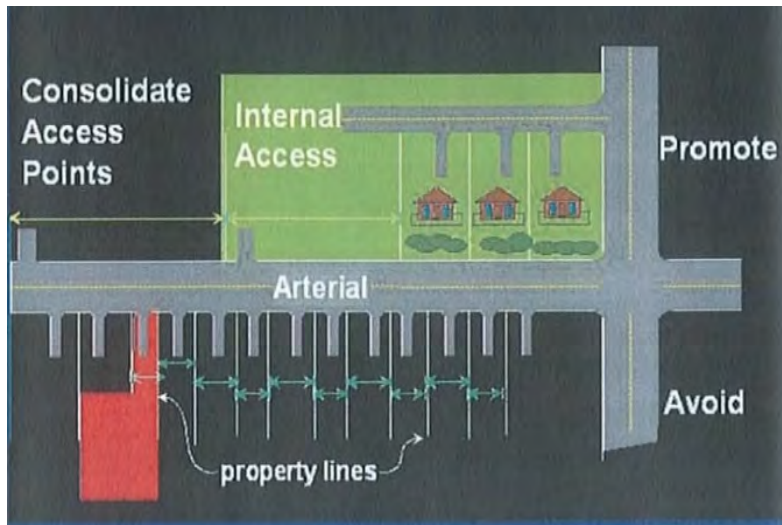
Posted Speed (mph)	Connection Spacing	
	Arterial	Collector & Local
< 35	245 ft	125 ft
35 to 40	440 ft	245 ft
> 40	660 ft	440 ft



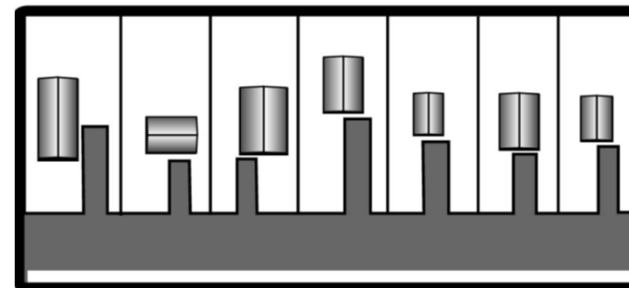
# ACCESS MANAGEMENT STRATEGIES

## SHARED ACCESS, FRONTAGE ROADS, BACKAGE ROADS

Service roads to minimize multiple connections and conflicts on local roads

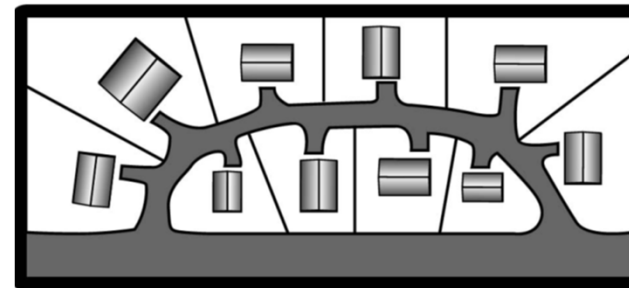


Shared Residential Access



**Avoid**

- Multiple lots with individual access connection to the adjacent streets.



**Encourage**

- Internal collector type facilities to reduce conflicts on adjacent streets.

# KEY TRANSPORTATION ISSUES



# KEY TRANSPORTATION ISSUES

- **Sidewalk and bike facilities**
- **Crosswalks at Route 15A/Route 251**
- **Mid-block crosswalks between 15A/251 and bridge**
- **Sidewalk network gaps**
- **Speeding**
- **Wayfinding signage**
- **Street furniture amenities**
- **Large footprint for Route 15A/Route 251**

# TRAFFIC CALMING

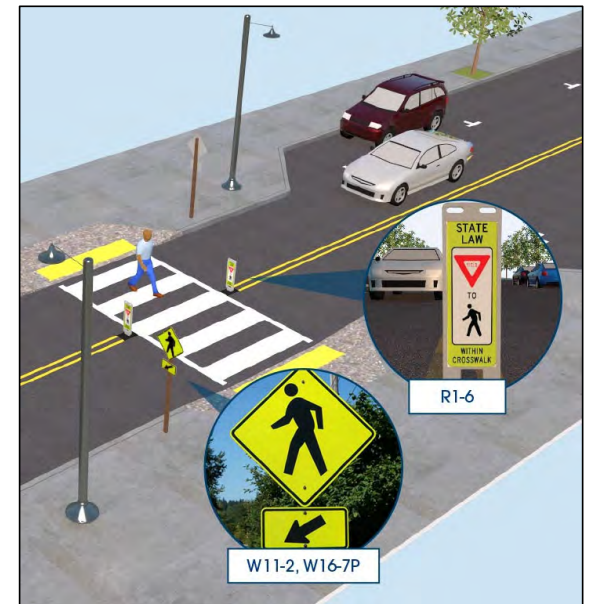
Toolbox of standard practices for Traffic Calming, Pedestrian and Bicycle Accommodations



# PEDESTRIAN & BICYCLE

## General recommendations

- High-visibility signing & treatments
- Mid-block crossings
- Bike lanes



# PEDESTRIAN MIDBLOCK CROSSINGS



Typical uncontrolled pedestrian crossing



Typical signage at and in advance of crossings

# ENHANCED PEDESTRIAN CROSSINGS



**LED Flashing  
Sign Border**



**Rectangular Rapid  
Flashing Beacon  
(RRFB)**



**Flashing  
Beacons**



# CROSSWALKS



**High Visibility  
Crosswalks**

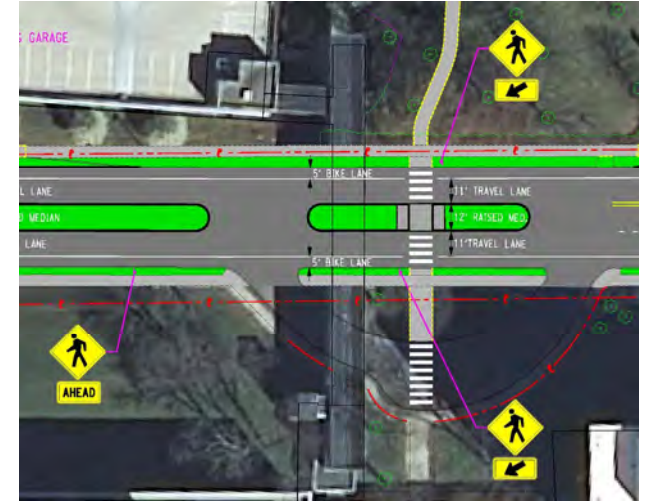
**Stamped Asphalt Brick  
Median and Crosswalk**



**Stamped Asphalt  
Brick Crosswalk**



**Decorative  
Pedestrian  
Facilities**



**Pedestrian  
Refuge Islands**

# CROSSWALKS



**Raised Crosswalk**



**Curb Extension  
"Bump Out"**



**HAWK signal**

# BIKE LANE TREATMENTS

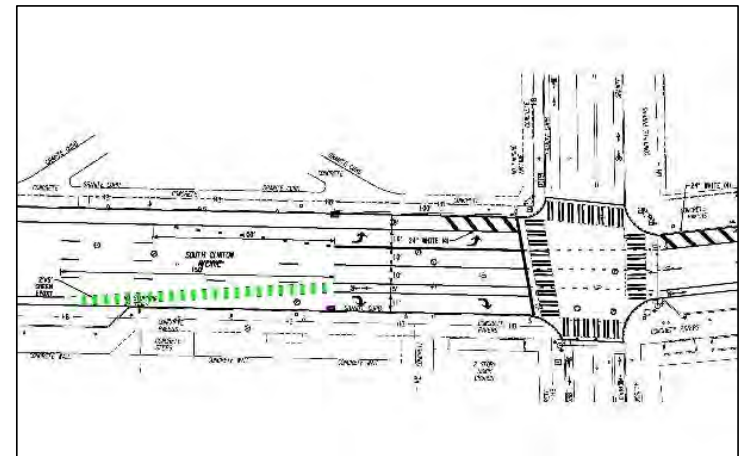
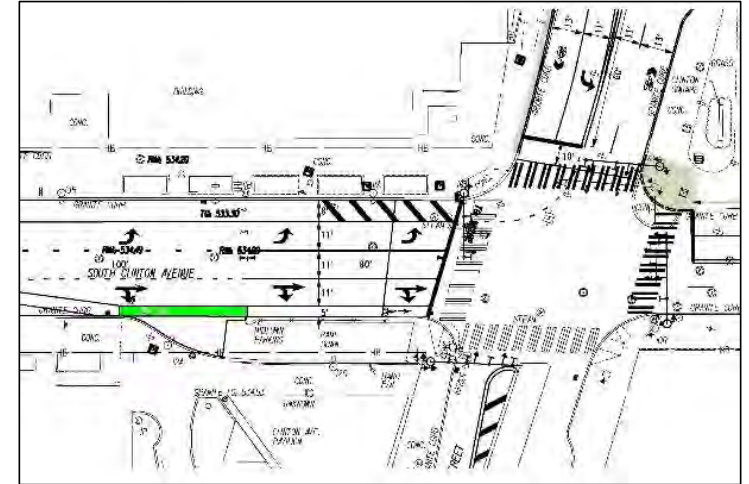


**Buffered bike lane**

**Bike lane**

**Green paint**

# BIKE LANE TREATMENTS





# STREET FURNITURE AMENITIES

- Planters
- Benches
- Bike racks



# STREET FURNITURE AMENITIES



**Landscaped median**



**Rain garden**

# ROUNDAABOUTS





# PARTNERS



## GENESEE TRANSPORTATION COUNCIL

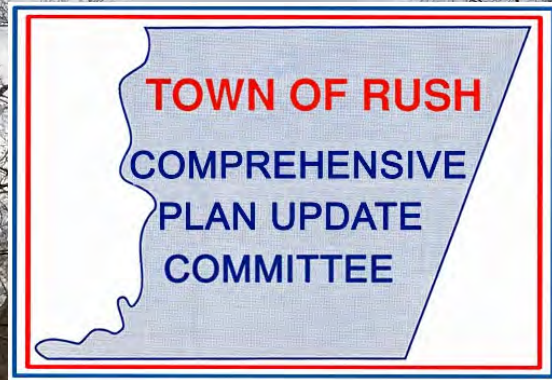
The Metropolitan Planning Organization for the Genesee-Finger Lakes Region



Rush Comprehensive Plan Update  
Public Workshop

**RUSH PARKS, TRAILS,  
AND RECREATION  
OCTOBER 19, 2022**

# WORKSHOP OBJECTIVES



1

Parks, Trails, and  
Recreation in Rush.

2

Where and how is the  
community benefiting?

3

What are the community's  
priorities?

# AGENDA

1

Recreation Overview

2

Sites, Parks and Trails

3

Recreation Opportunities  
Current and Future

4

Questions & Discussion



# Current Recreation Offerings

- Both Passive and Active Recreation Available
- Great Natural Resources
- Public Parks and Sport Fields
- Lehigh Valley Trail
- Community Events



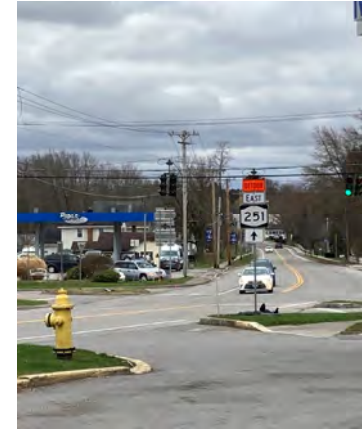
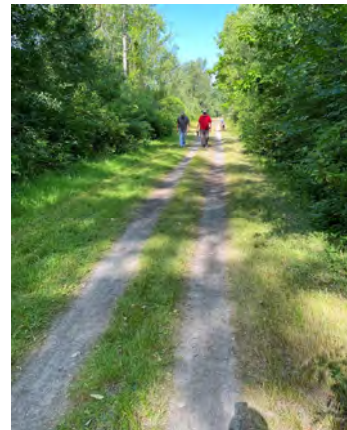
# Recreational Spaces

- Veterans Memorial Park
- Town Hall Park
- Firemen's Field
- Stoney Brook Park
- Lehigh Valley Trail
- Honeoye Creek
- The Genesee River
- Rush Riverside Refuge
- The Hundred Acres
- Oak Openings



# VETERANS MEMORIAL PARK

Viewing Area  
Pavilion  
Lehigh Valley Trail



# TOWN HALL PARK AND PAVILION

Town Hall  
Library  
Basketball Courts  
Ball Fields  
Pavilion  
Creek Access





# FIREMEN'S FIELD

Carnival  
Fall Festival  
Other Community Events



# STONEY BROOK PARK

Pond  
Soccer  
Baseball  
Pavilion





# HONEOYE CREEK

- Natural habitat
- DEC Boat Launch
- Fishing Access
- Waterfront land
- Golah Rd Land



# THE GENESEE RIVER

River and creek meet  
at Golah Rd  
Site is owned by the Town

Potential?  
Access?



# RUSH RIVERSIDE REFUGE

Over 215 Acres  
Expansive Trail System  
Transportation Museum  
A Horses Friend



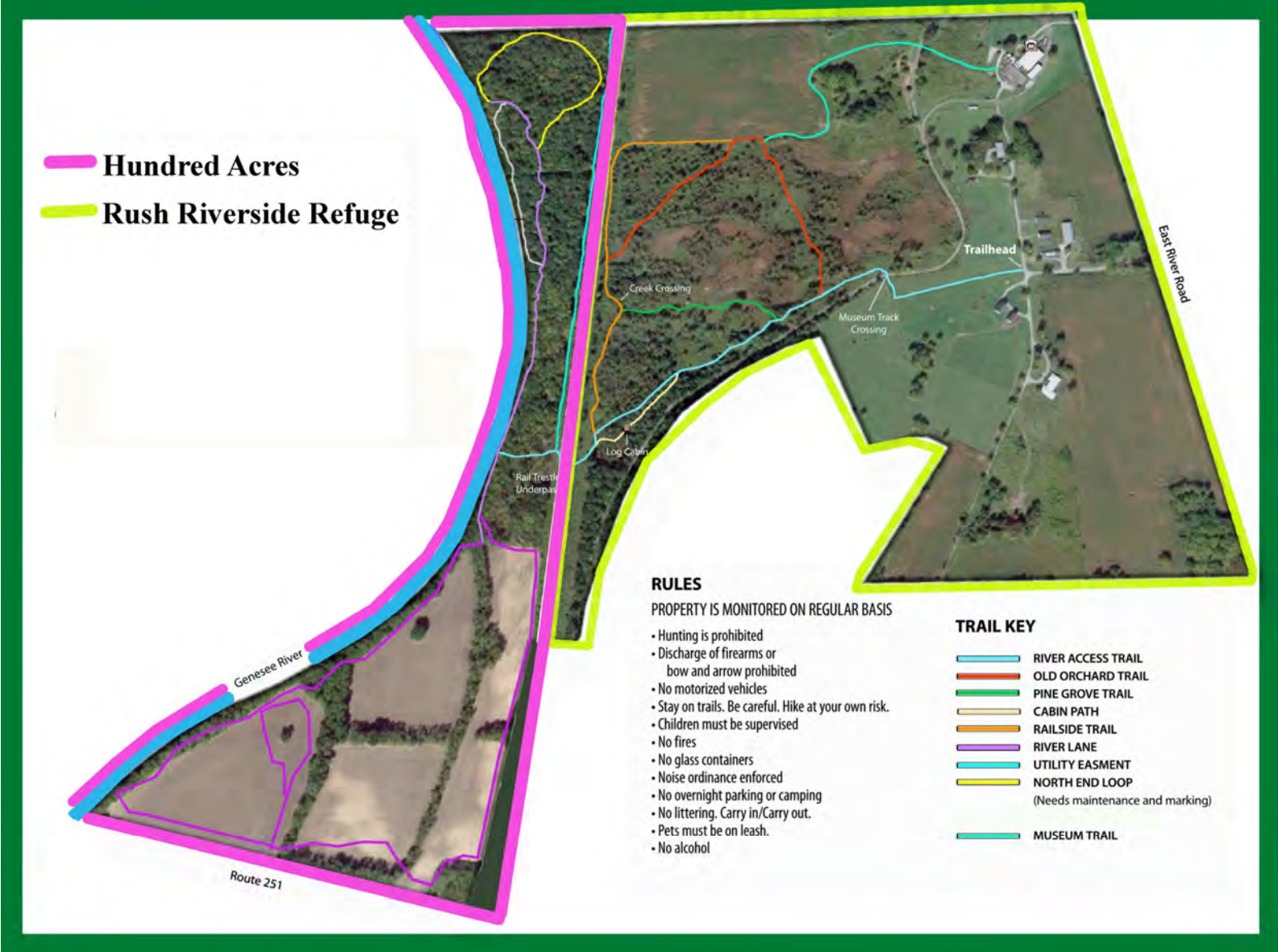
# THE HUNDRED ACRES

River Trail in progress  
By Rush Recreation and Park  
Association  
Est. 1 Mile of riverfront  
40 Trees planted  
Future Natural Leisure Space



**Hundred Acres**

**Rush Riverside Refuge**



**RULES**  
PROPERTY IS MONITORED ON REGULAR BASIS

- Hunting is prohibited
- Discharge of firearms or bow and arrow prohibited
- No motorized vehicles
- Stay on trails. Be careful. Hike at your own risk.
- Children must be supervised
- No fires
- No glass containers
- Noise ordinance enforced
- No overnight parking or camping
- No littering. Carry in/Carry out.
- Pets must be on leash.
- No alcohol

**TRAIL KEY**

- RIVER ACCESS TRAIL
- OLD ORCHARD TRAIL
- PINE GROVE TRAIL
- CABIN PATH
- RAILSIDE TRAIL
- RIVER LANE
- UTILITY EASMENT
- NORTH END LOOP (Needs maintenance and marking)
- MUSEUM TRAIL



# OAK OPENINGS

STATE UNIQUE AREA

Hiking Location  
Large Natural Space



# 2017 Charrette

## Specific to Recreation

- Community workshop led by Rochester Regional Design Center in 2017
- Three suggestions/ ideas for Recreation
  1. Improve walkability/ bicycle facilities
  2. Improve Veterans Memorial Park
  3. More events/ recreational facilities/ programming



# Current Recreation Offerings

- After school program (10 months at school)
- Aerobics classes 9 10 months out of the year pavilion)
- Senior Exercise class (10 months out of the year pavilion)
- Volleyball program (Winter months at school)
- Basketball program (Spring months at school)
- Girls Soccer program (Summer at high school)
- Tai Chi classes 4-6 months (random at pavilion)
- Fall Festival (October)
- Men's Senior Basketball program (school)
- Basketball court.
- Pickle ball area on courts
- Soccer/football field also used for lacrosse
- T-ball field
- Pavilion use for classes tumbling, karate, dance
- Rush Riverside Refuge, hiking, cross county skying



# Future Recreation Opportunities

- A community center (smaller size) capable of an official size gym/kitchen attached, 4 meeting rooms and one exercise room with outside key access for residents.
- Pickleball court
- More programs offered at Rush Riverside Refuge when drinkable water is available. (The next 6 bullets are if there was drinkable water at the RRR)
- Fall Festival at the Rush Riverside refuge, Pumpkin chunking, extended hayrides, corn maze along with other additional recreation offerings. Expand the festival to 2 days.
- Have events at the Rush Riverside refuge that would encompass the transportation and the train museum.
- Horse Shows at Rush Riverside refugee
- Animal shows
- 4 H Involvement
- Farm shows



A photograph of a residential street at dusk. In the foreground, a concrete curb is severely damaged, with large sections missing and exposed aggregate. The road surface is asphalt. In the background, there is a grassy area with a house, a utility pole, and a parking lot filled with cars. A person in a bright green shirt is walking on the sidewalk. The text "OPPORTUNITIES FROM PRIOR PLANS" is overlaid in large, bold, orange letters across the middle of the image.

**OPPORTUNITIES FROM  
PRIOR PLANS**

# Veterans Memorial Park Enhancements

- Walking paths
- Picnic tables/ grilling areas
- Signage – wayfinding, historic interpretation
- Boat launch/ fishing access
- Concerns about safety



# Flood Mitigation on Park Property

- Town Hall Park
- Stoney Brook Park
- Both sites have significant flooding
- The Town Park  
Has updated field drainage  
Systems but Stoney Brook  
Does not.



# Boat/Canoe Launch

- Still unsure on best location
- Safety is a concern with the Dam
- Access is a concern with the current DEC Kayak launch site





# | Next Steps

Public  
Workshops

September - November

Community  
Survey

November-December

Draft Plan for  
Public  
Comment

February 2023

**Conservation and Land Use Workshop – November 16th**

Thank You!



[www.RushComprehensivePlan.com](http://www.RushComprehensivePlan.com)

A rural landscape featuring a large green field. In the foreground, there are several large, round hay bales on the left and a wooden structure, possibly a fence or a small building, on the right. The background shows a line of trees under a blue sky with some clouds. The text is overlaid on the top portion of the image.

Rush Comprehensive Plan Update Public Workshop

**CONSERVATION & LAND USE**  
**NOVEMBER 16, 2022**

# WORKSHOP COMPONENTS

1

What assets can we build on?

2

What work has already been done?

3

What are the community's  
priorities?



# AGENDA

1

**Farmland & Agriculture**

2

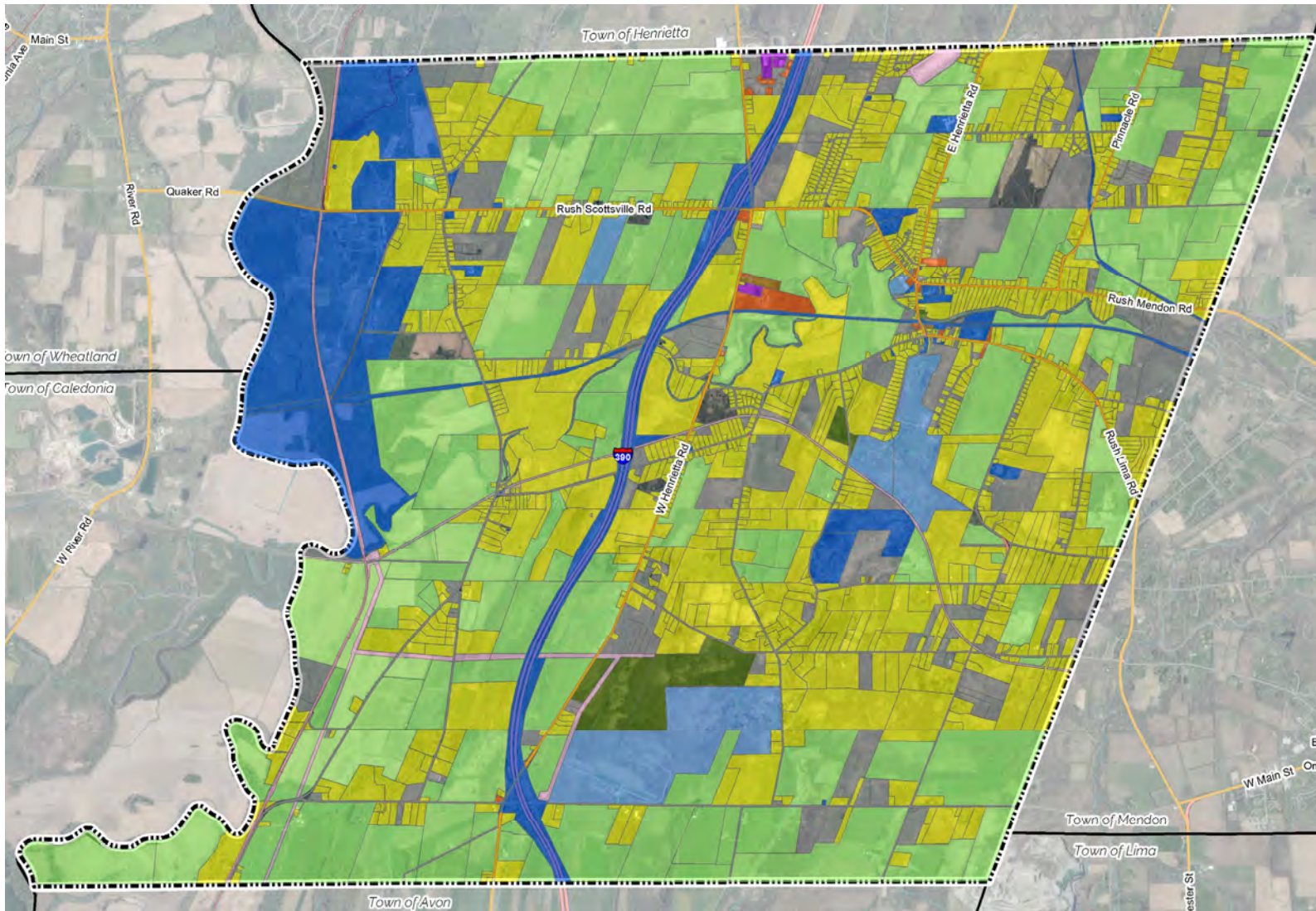
**Natural Resources**

3

**Overall Land Use & Zoning**

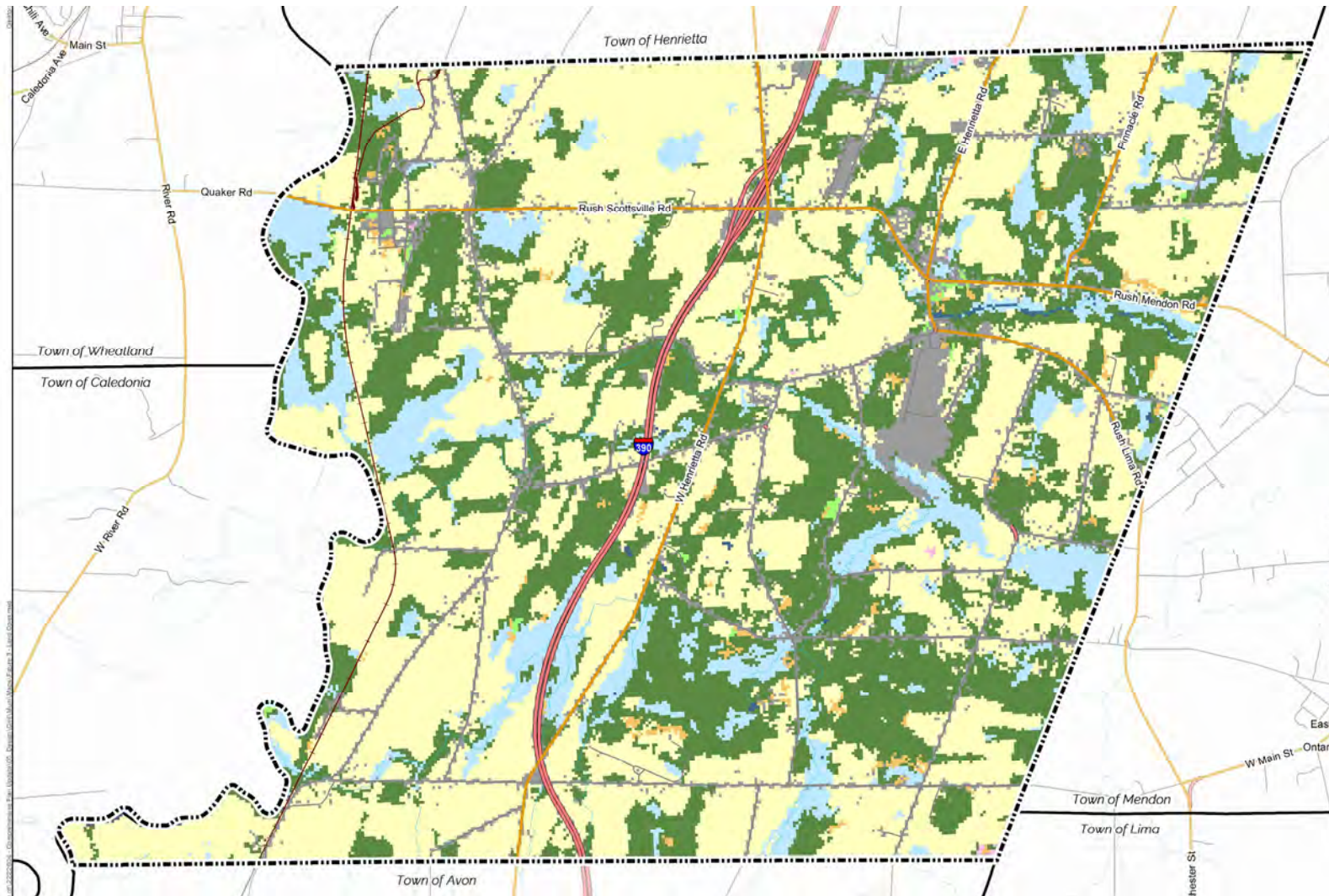
4

**Questions & Discussion**



### Tax Parcel Classification

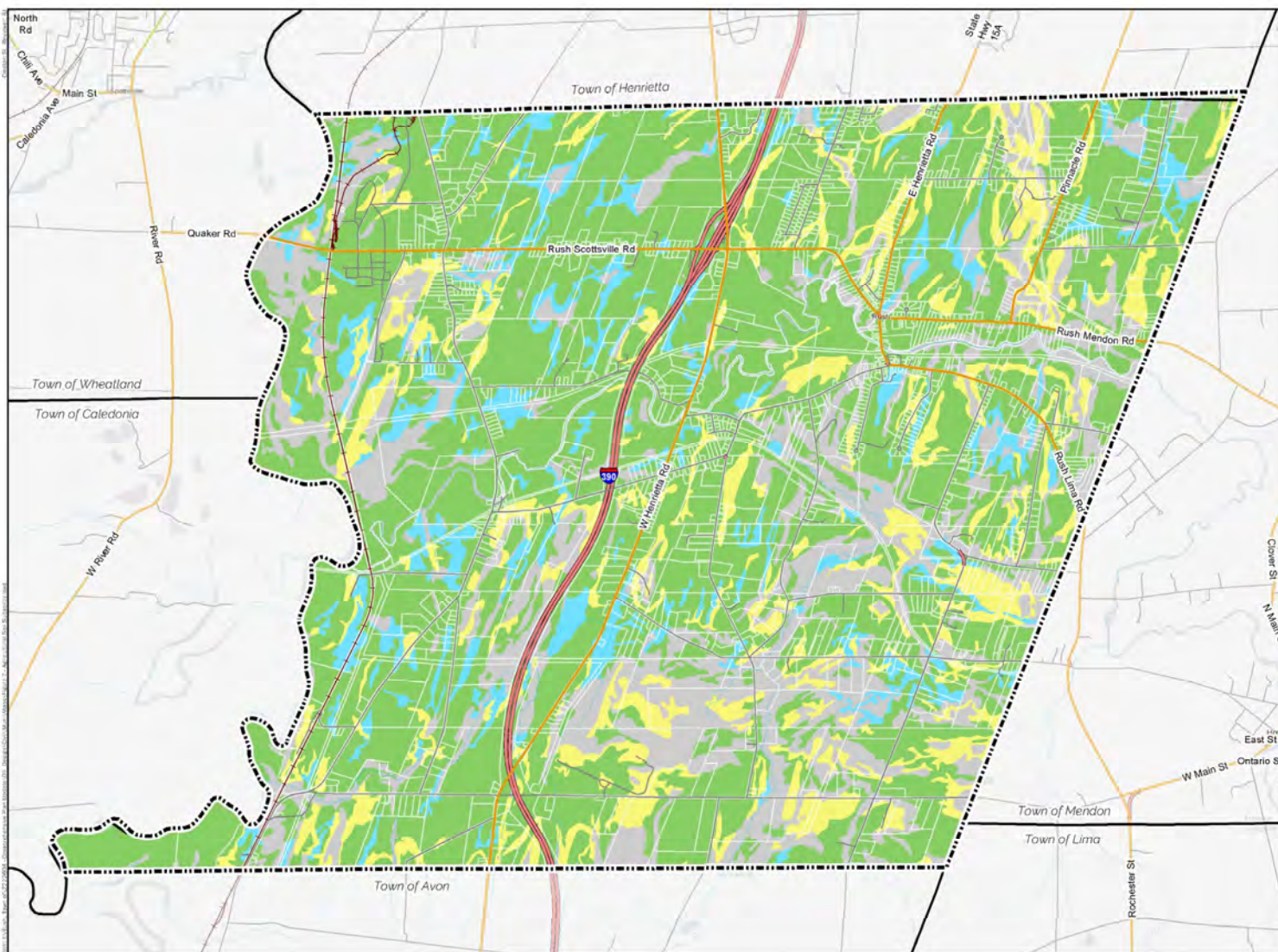
- Agricultural
- Residential
- Vacant
- Apartments
- Commercial
- Storage/ Distribution
- Recreation
- Public / Community Service
- Manufacturing
- Utilities/ Transportation
- Conservation



## LAND COVER

### Land Cover Type

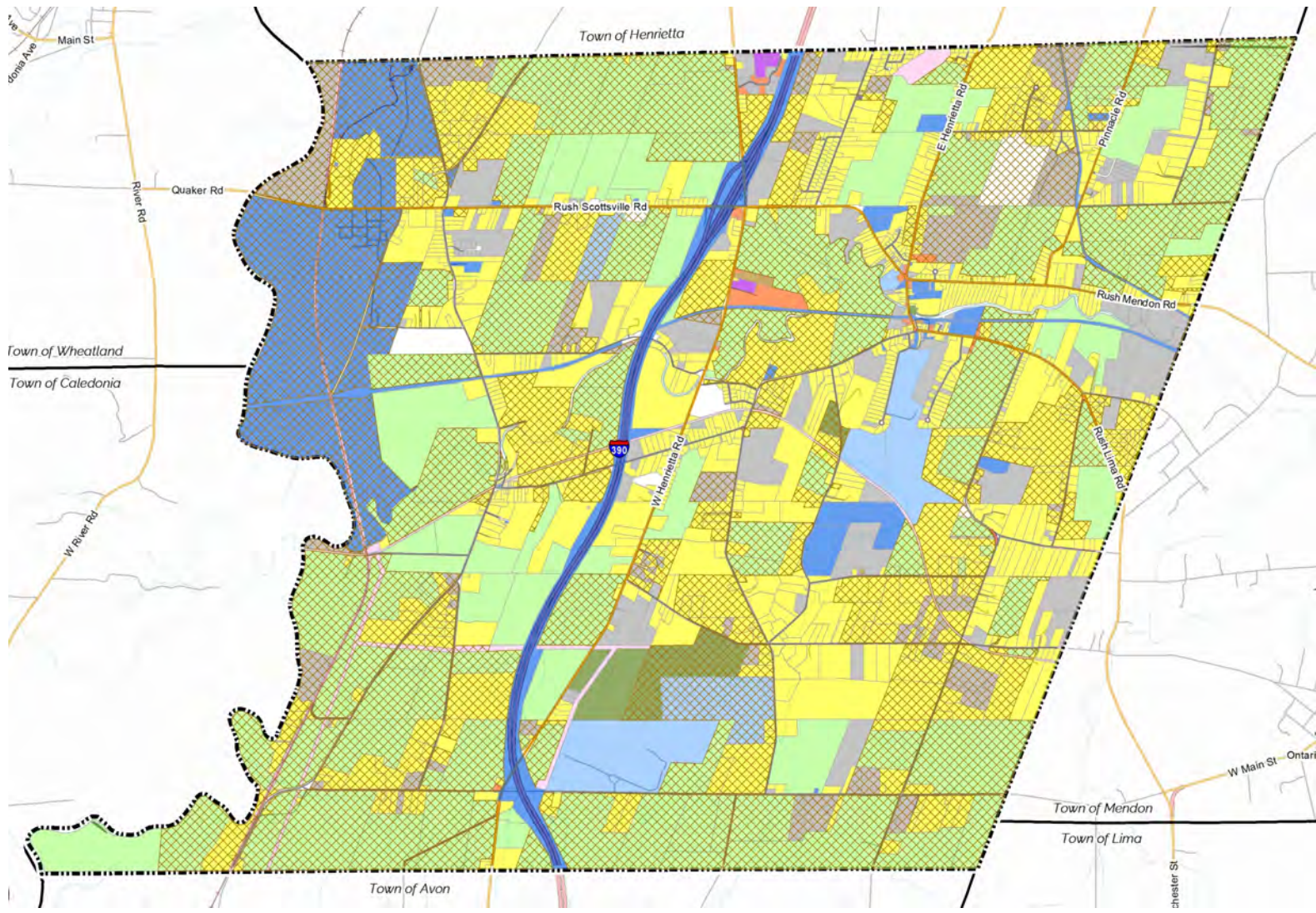
- Pasture/ Hay/Cultivated Crops (9,852.7 Acres)
- Forest (5,579.4)
- Shrub/ Scrub (153.7)
- Grassland/ Herbaceous (43.6 Acres)
- Water (133.4)
- Wetlands (1,937.3)
- Developed (1,925.5)
- Barren Land (19.9)



## Agricultural Soil Classification

- All areas are prime farmland
- Farmland of statewide importance
- Prime farmland if drained
- Not prime farmland





-  Monroe County Eastern Agricultural District (#6)
- Tax Parcel Classification**
-  Agricultural
  -  Residential
  -  Vacant
  -  Apartments
  -  Commercial
  -  Storage/ Distribution
  -  Recreation
  -  Public / Community Service
  -  Manufacturing
  -  Utilities/ Transportation
  -  Conservation

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>• Cost of providing Town services is lower for agriculture than for residential and other types of development</li> <li>• High prices for grain; nearby (within 20 miles) grain markets with rail access</li> <li>• Strong base of established, experienced, and well-equipped farmers</li> <li>• Little development pressure to interfere with farming</li> <li>• Rural community and attractive place to live</li> </ul>	<ul style="list-style-type: none"> <li>• Large deer population leads to destruction and loss of crops</li> <li>• Taxes are a burden to farmers</li> <li>• High start-up costs discourage new farm operations</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>• I-390 provides access to markets and customers</li> <li>• Farm markets may provide opportunities to some farms, though most operations are dedicated to grains and don't sell directly to customers</li> <li>• Direct marketing to institutions such as schools could be an opportunity, but red tape presents challenges – especially dealing with larger school systems</li> <li>• Education could reduce conflicts between farmers and residential owners</li> </ul>	<ul style="list-style-type: none"> <li>• Development along road frontages prevents access to interior lands for farming</li> <li>• Development can damage field drain tile systems, causing drainage problems. Impact to field tiles not typically addressed during permitting process.</li> <li>• Drainage issues experienced in the Town may originate outside the Town</li> <li>• Zoning does not protect agriculture. Single family homes on large residential lots result in loss of valuable farmland.</li> <li>• Zoning does not provide predictability – there are incompatibilities between zoning districts and agricultural uses</li> <li>• Some conflicts have occurred between agricultural and non-agricultural uses, including complaints about farm operations in NYS-certified Agricultural Districts. Grievances are expressed from either side with similar frequency.</li> <li>• Some landowners who rent out acreage may have purchased property for speculative purposes.</li> <li>• The population of farmers is aging and young people may not be committed to continuing farm operations.</li> <li>• Some farmers or landowners may have other plans than farming and may consider selling land to fund their retirement.</li> </ul>

# ***Vision Statement for Farmland Protection***












- ***The Town of Rush envisions a future by which our community remains farm-friendly and supportive of agriculture by recognizing the important role that farming plays in our quality of life and economic well-being.***
- ***Our agricultural heritage is reflected in the rural landscape that generations of working family farms helped to create. It is this heritage we choose to protect and preserve.***
- ***We place a high value on our prime farmlands as irreplaceable resources.***
- ***We will work in partnership with local farmers and landowners to manage community development in a sustainable manner that respects, protects and preserves our farms and natural resources in balance with the individual needs of all our residents, property owners and businesses in the Town.***

- Historic Town center
- Library
- Businesses
- Lehigh Valley Trail
- Park, gazebo
- Community events
- Accessibility





**Land Use by Tax Parcel**

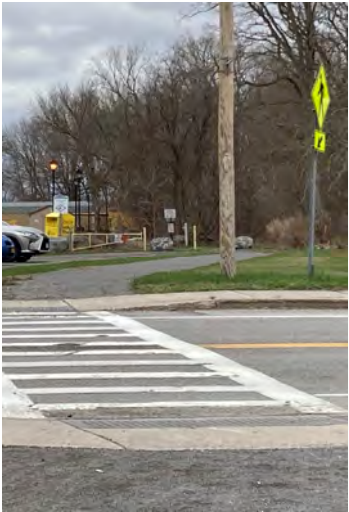
 Agricultural	 Commercial	 Manufacturing
 Residential	 Storage/ Distribution	 Utilities/ Transportation
 Vacant	 Recreation	 Conservation
 Apartments	 Public / Community Service	



Source: Esri,

# TRANSPORTATION

Major Roads  
Sidewalks  
Lehigh Valley Trail



# CIVIC HUB

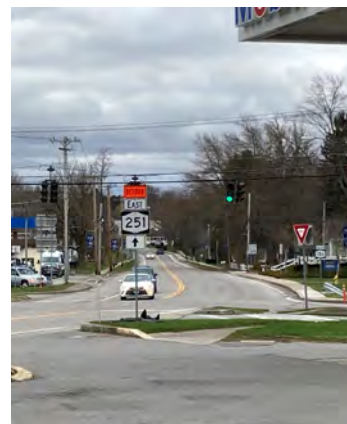
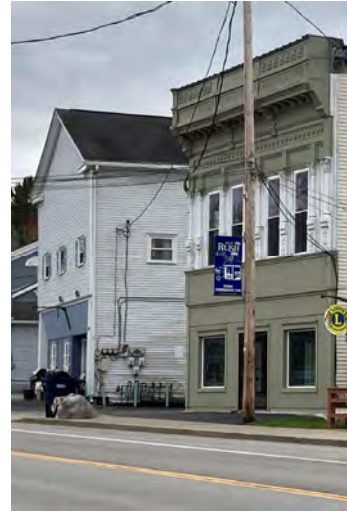
Town Hall  
Library  
Post Office  
Fire Department  
Churches





# BUSINESSES

Creekside  
Joelle's Hair Design  
Auto Repair  
Montesano's Pizza  
Auto Repair  
Mobil/ 7-Eleven  
Chases Greenhouses  
Offices



# RECREATION

Town Park, Fields  
Lehigh Valley Trail  
Firemen's Carnival, Pavilion  
Gazebo



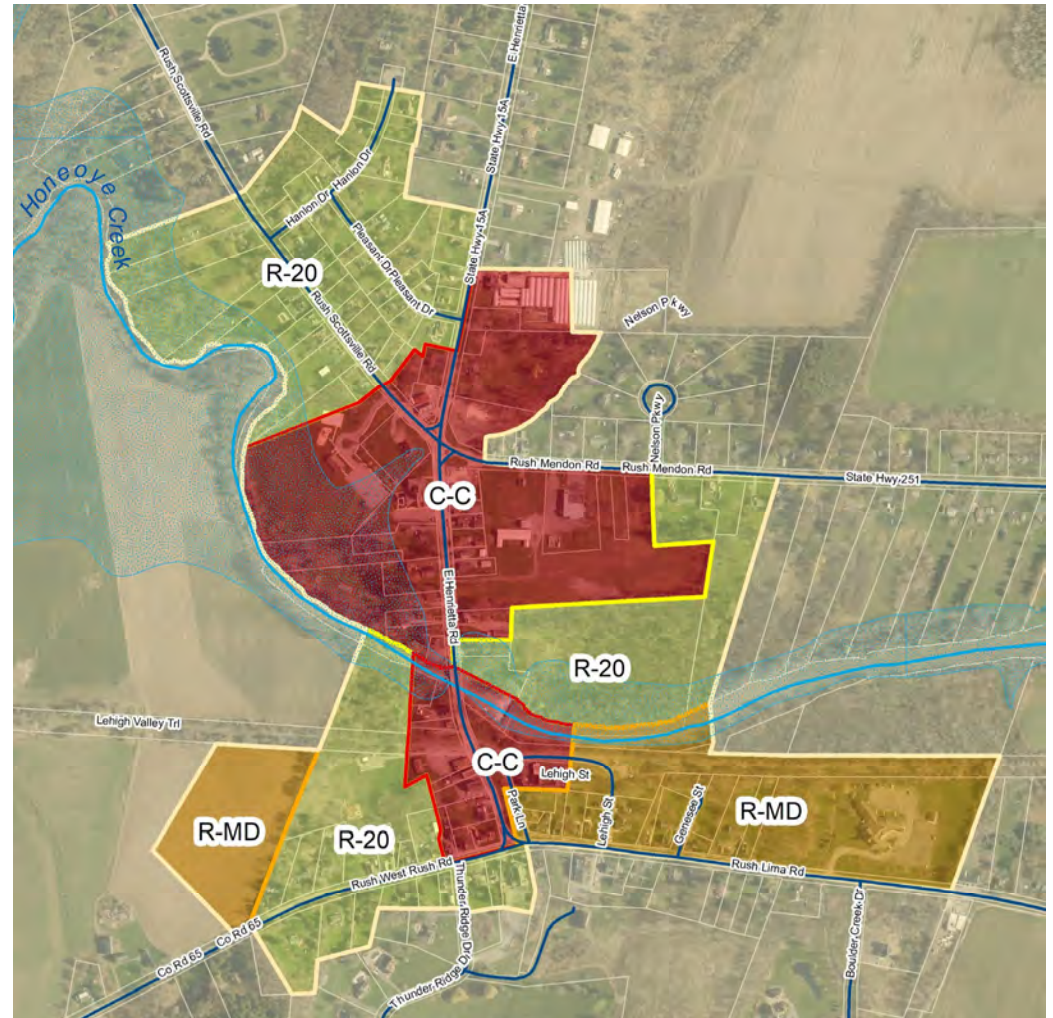
# H O N E O Y E C R E E K

Recreation opportunities  
Natural habitat  
Protect water quality  
Dam, falls  
Waterfront land



# LAND USE & ZONING

Commercial Zone allows residential as accessory or special permit uses



# 2017 Charrette

- Community workshop led by Rochester Regional Design Center in 2017
- Many suggestions/ ideas for improving the hamlet
- Which ideas should be included in the Comp Plan Update?



# 2017 Charrette Recommendations

- Create brand/ identity
- Improve walkability/ bicycle facilities
- Improve Veterans' Memorial Park
- More events/ recreational facilities/ programming



# OPPORTUNITIES & CONSTRAINTS



# Lehigh Valley Trail Opportunities

- Attracts visitors – recreation, businesses
- Bicycle route
- Connect to sidewalks in hamlet





# Pedestrian/ Bicycle Improvements

- Fill gaps in sidewalk network
- Add pedestrian-friendly design features
- Install bicycle infrastructure



# Veterans Memorial Park Enhancements

- Walking paths
- Picnic tables/ grilling areas
- Signage – wayfinding, historic interpretation
- Boat launch/ fishing access
- View of creek and falls



# Business Opportunities & Constraints

- Support existing businesses
- Link to Trail/ Parks?
- Limitations due to lack of public sewer service



# Roads/ Traffic

- Asset for businesses
- Safety
- Walkability



Transportation & Traffic Workshop – October 5

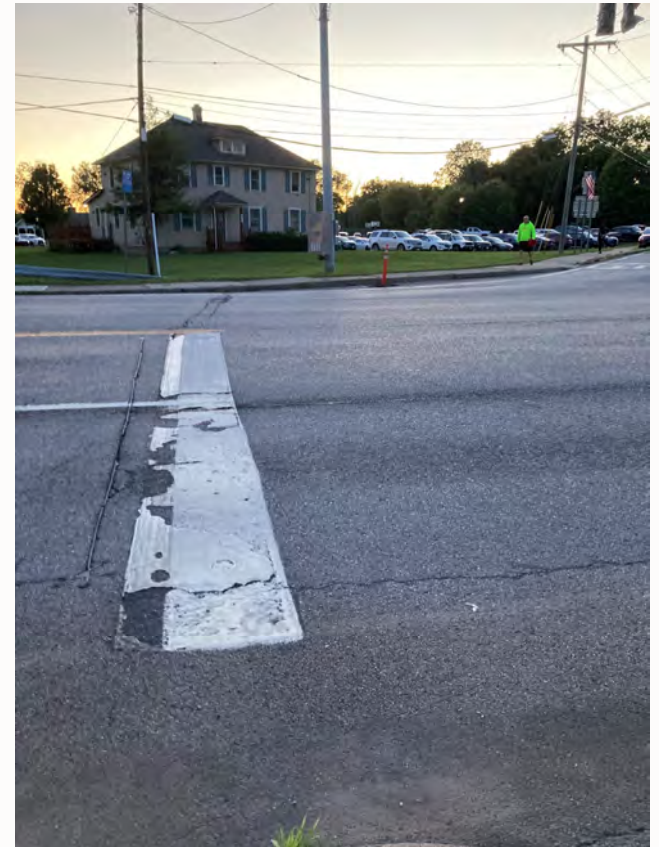
# Constraints - Underutilized land



- Northeast intersection – Routes 15A and 251

# Constraints – Utilities, Drainage

- Limited pedestrian/ bicycle facilities
- Development limitations due to lack of public sewer service



# Stakeholder perspectives

- Rush Historical Society
- Rush Fire Department
- Rush Hamlet businesses
- Residents
- CPC/ Community members



# | Next Steps

Public  
Workshops

September - November

Community  
Survey

November-December

Draft Plan for  
Public  
Comment

February 2023

**Energy & Infrastructure Workshop – September 21**



Thank You!



[www.RushComprehensivePlan.com](http://www.RushComprehensivePlan.com)