

APPENDIX C

Public Workshop materials

- Rush Hamlet
- Energy & Infrastructure
- Traffic & Transportation
- Parks, Recreation & Trails
- Land Use & Conservation

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

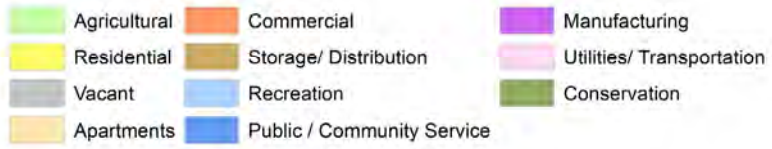
What makes Rush Hamlet special?

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





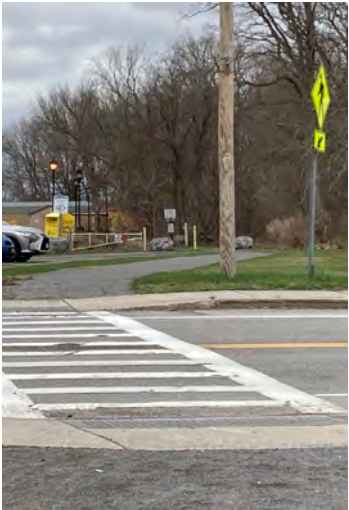
Land Use by Tax Parcel



Source: Esri,

TRANSPORTATION

Major Roads
Sidewalks
Lehigh Valley Trail



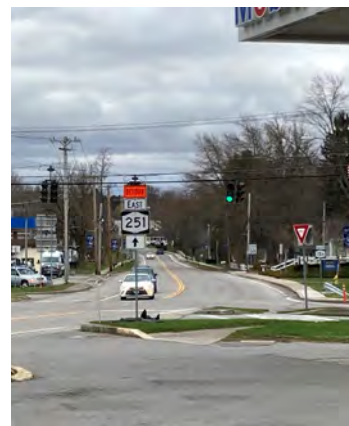
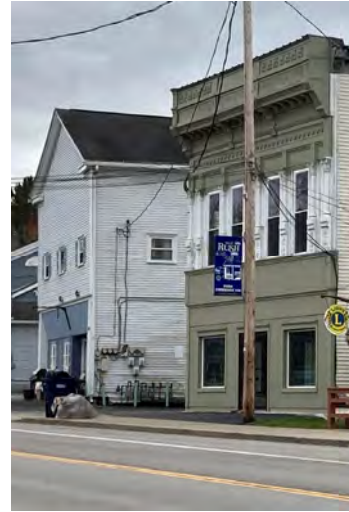
CIVIC HUB

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



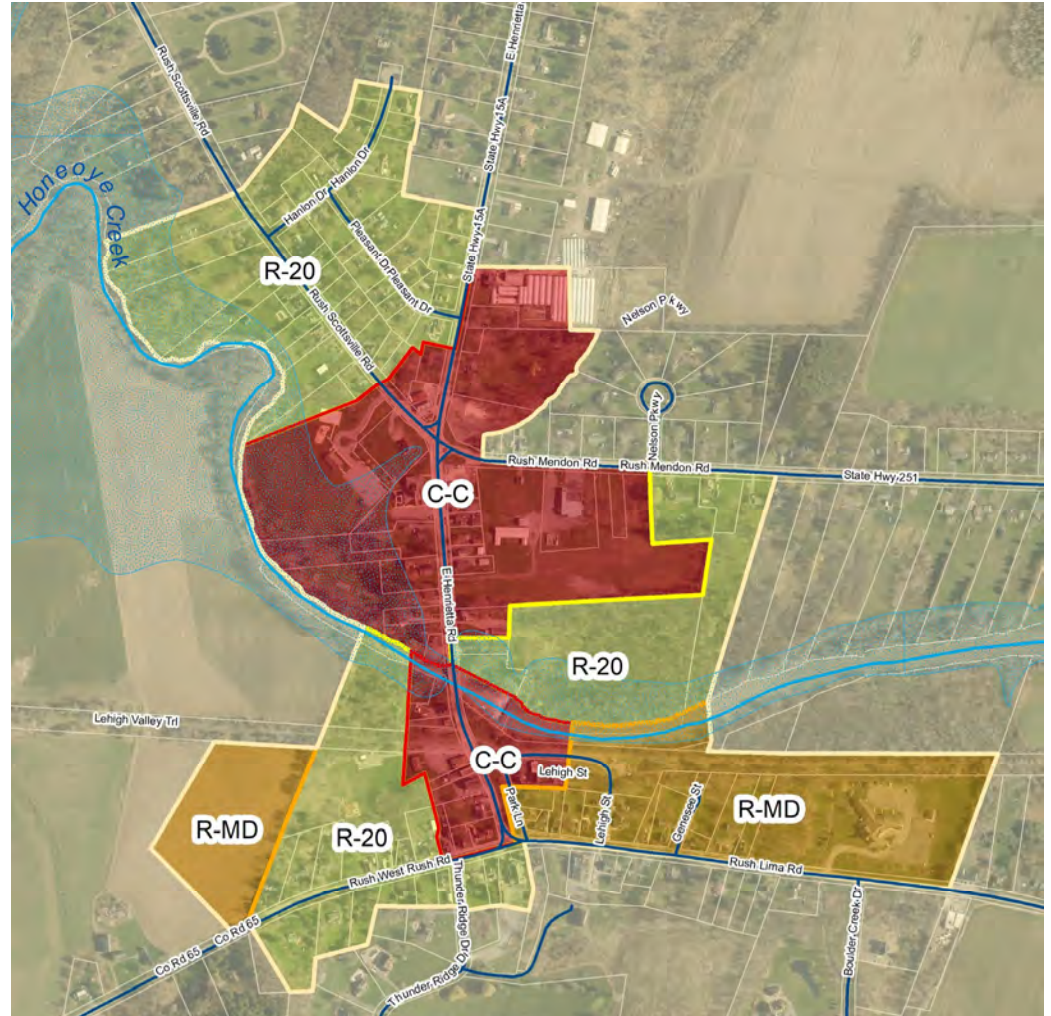
H O N E O Y E C R E E K

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



**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

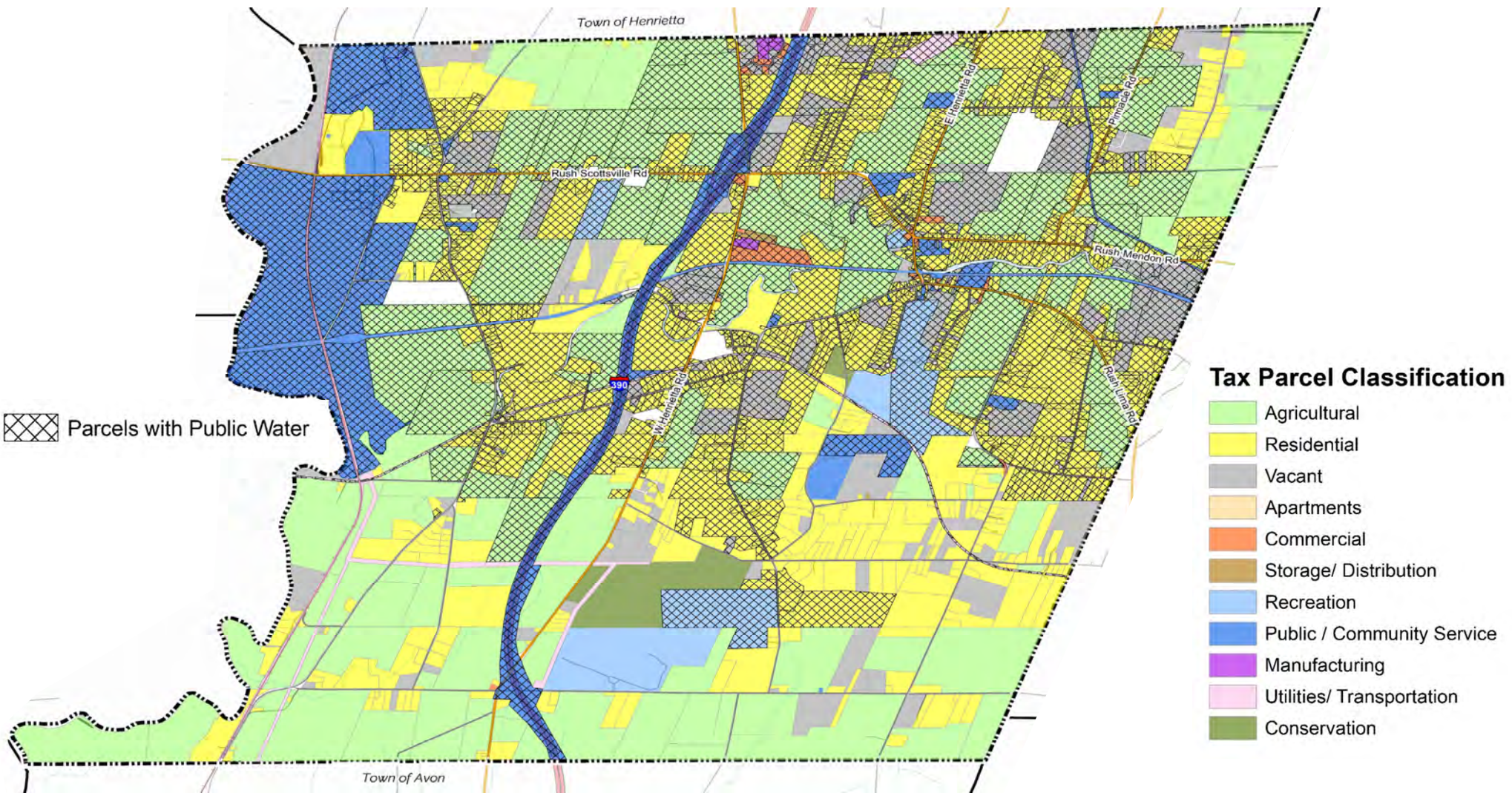


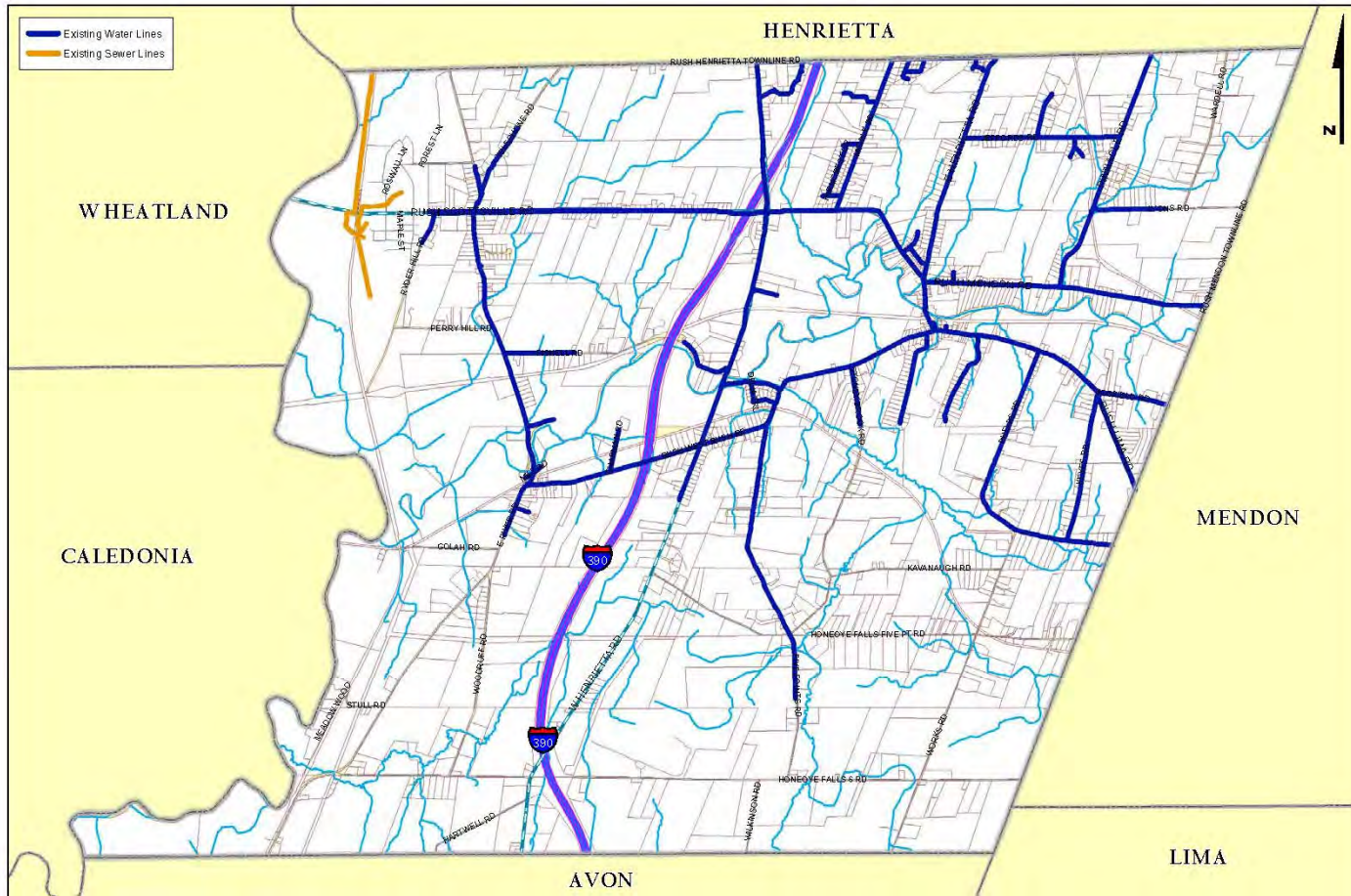
Public Water

- 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

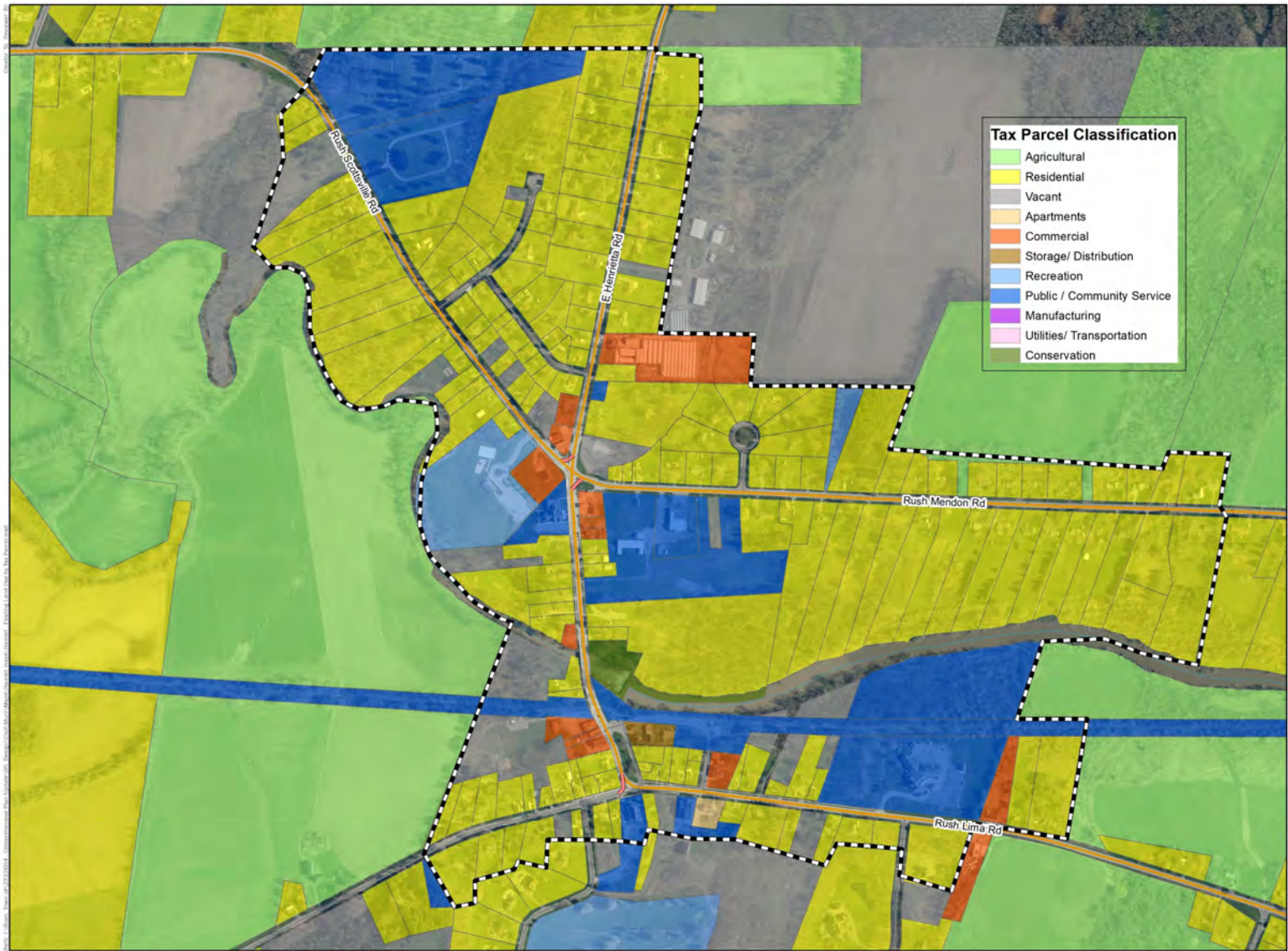
Figure 2.9
 Water and Sewer
 Infrastructure

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



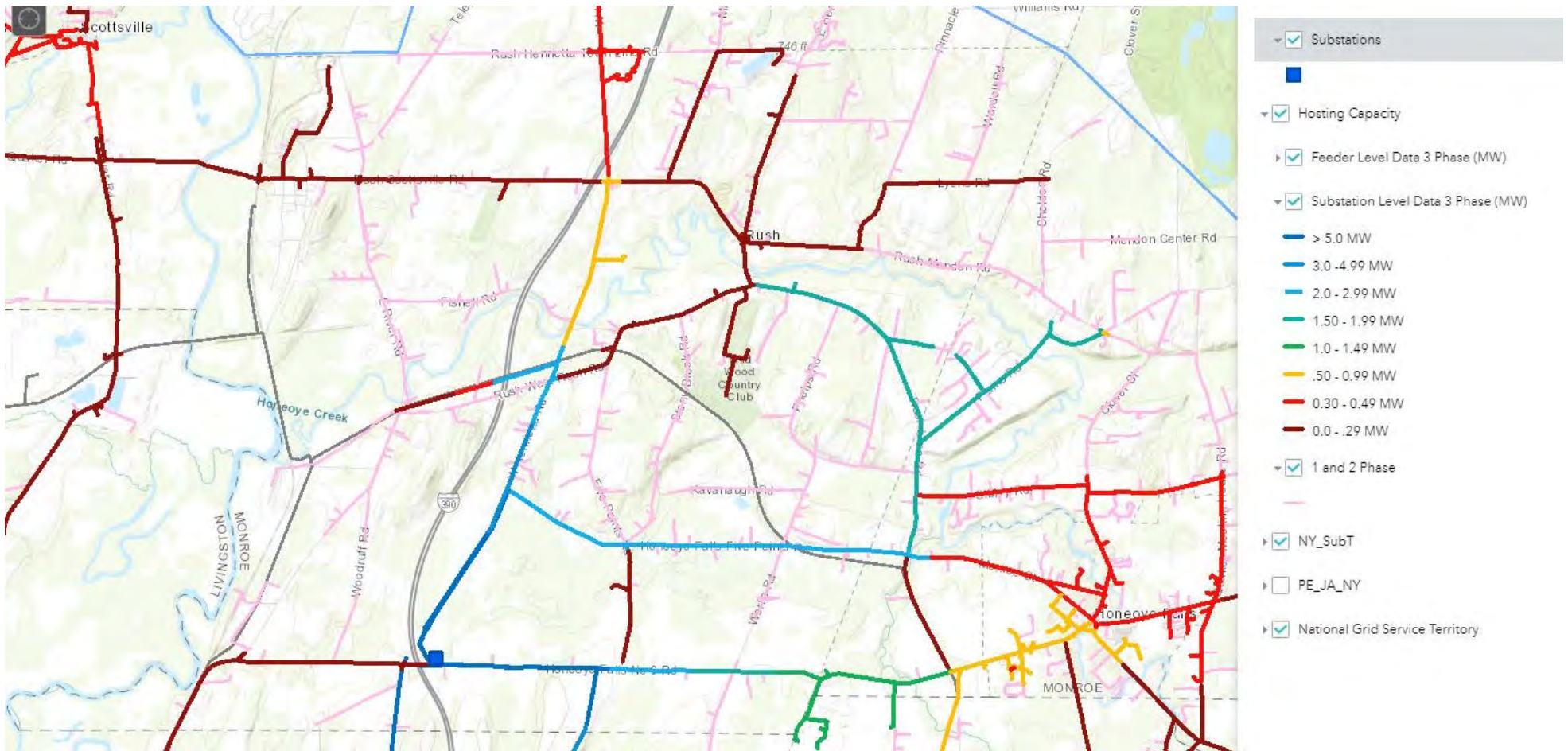
Electricity & Natural Gas

- 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

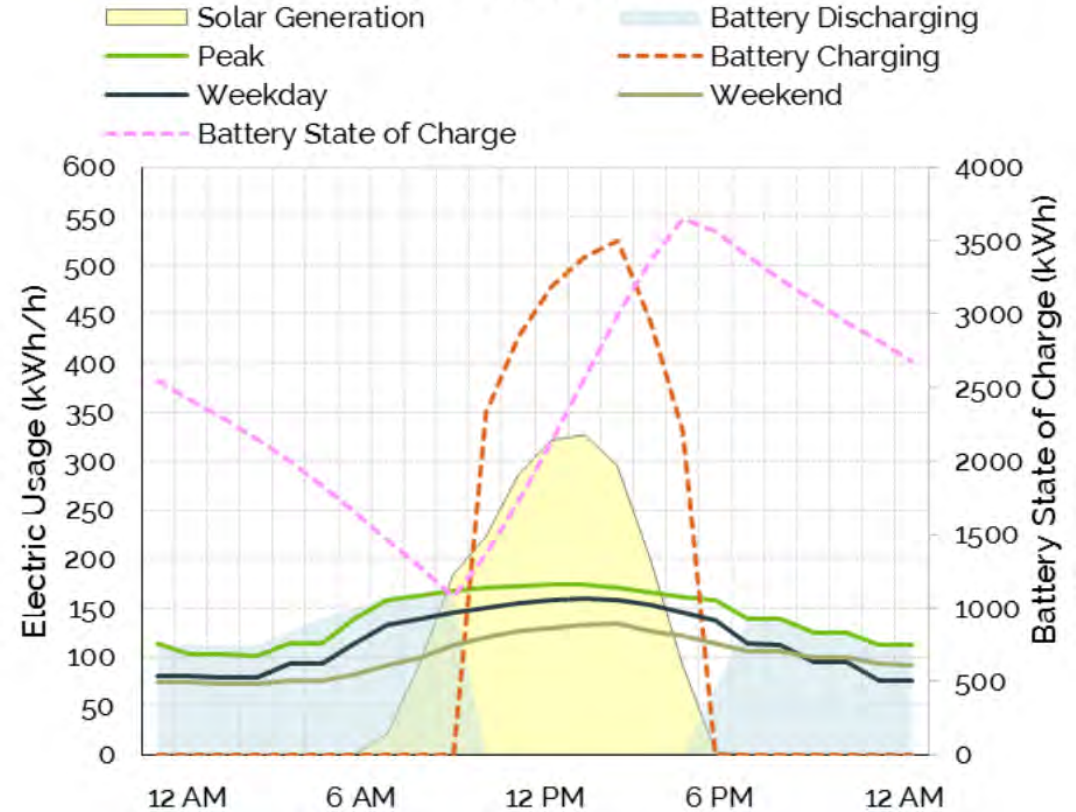
Recommended Energy Conservation Measures

- 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



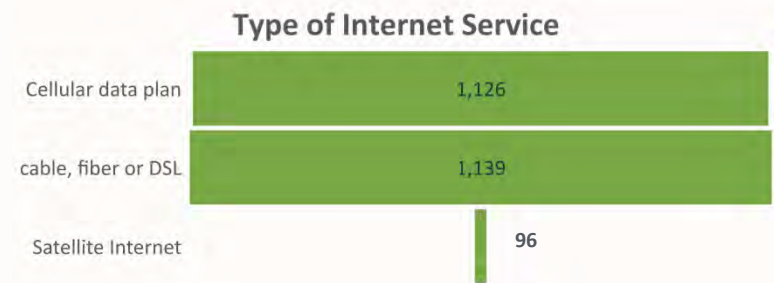
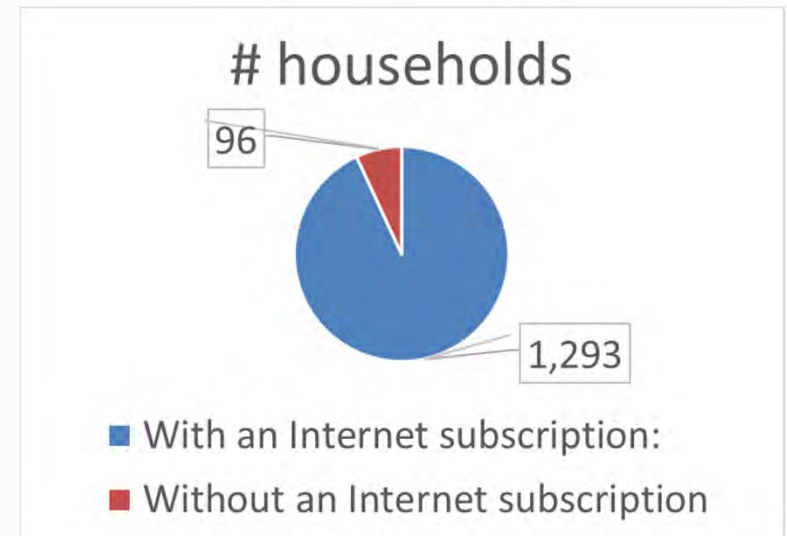
BROADBAND



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 or calling (877) 384- 2575

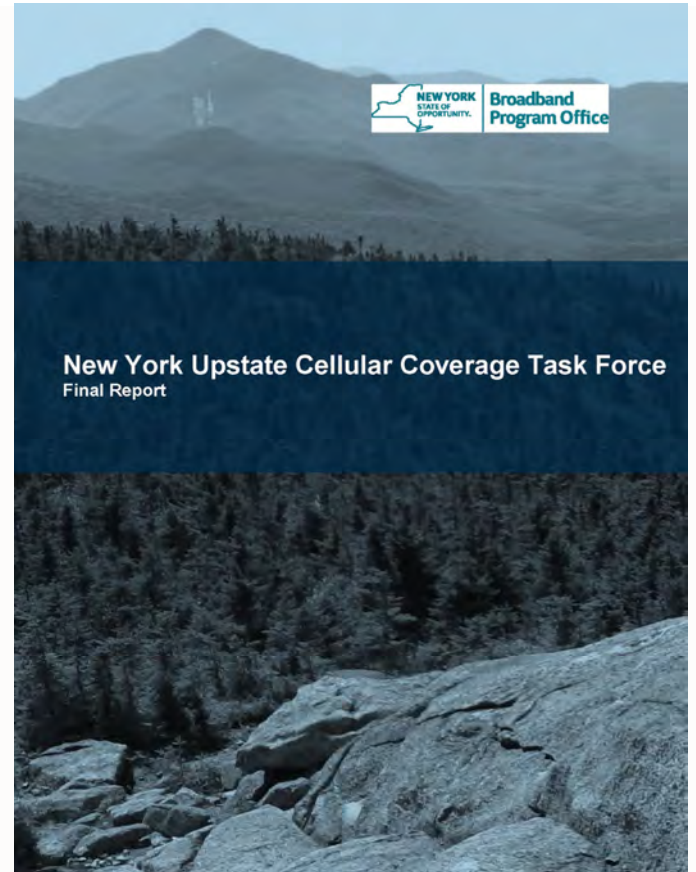


CELLULAR

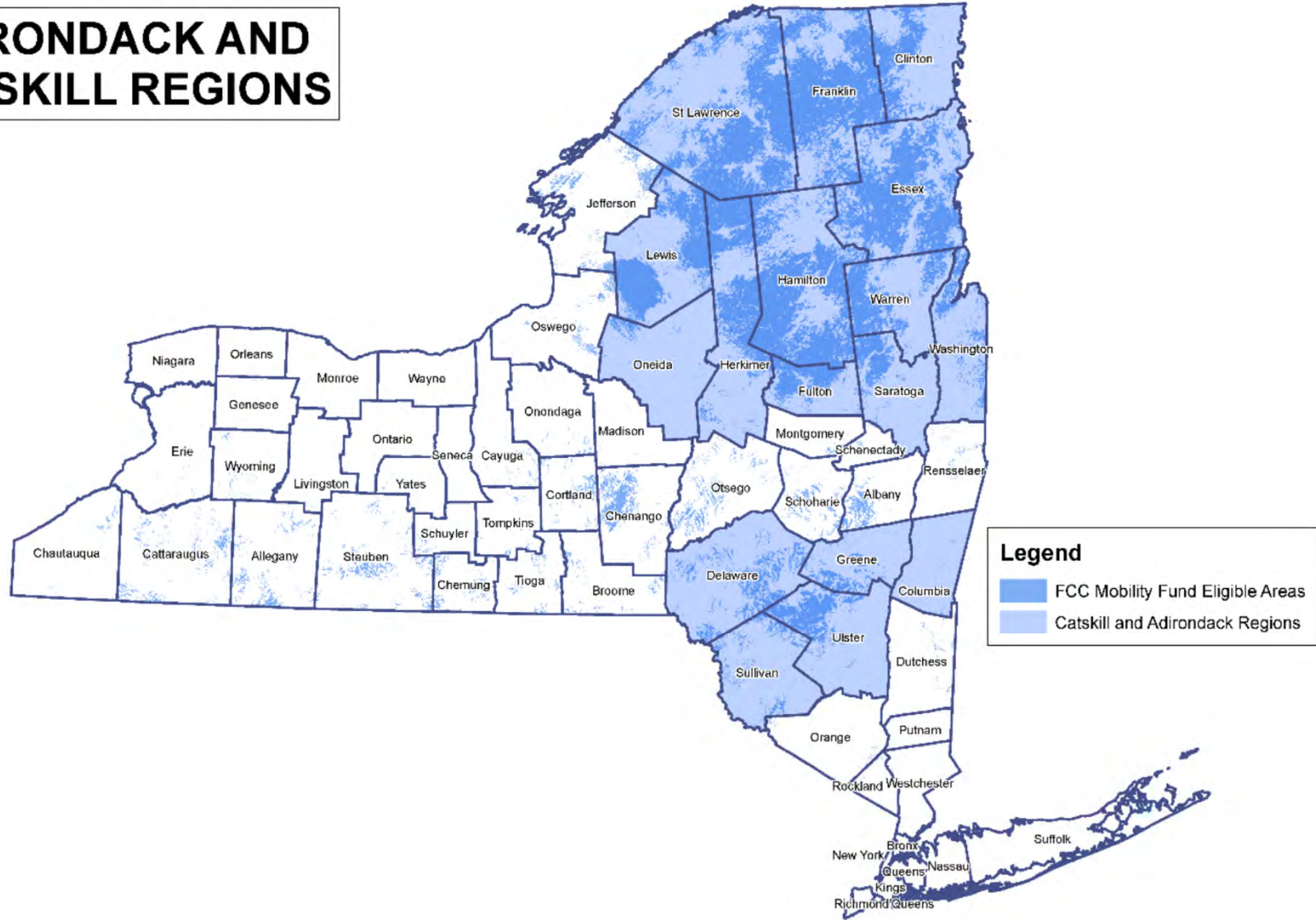


Cellular Service Issues & Opportunities

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



ADIRONDACK AND CATSKILL REGIONS



| 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



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

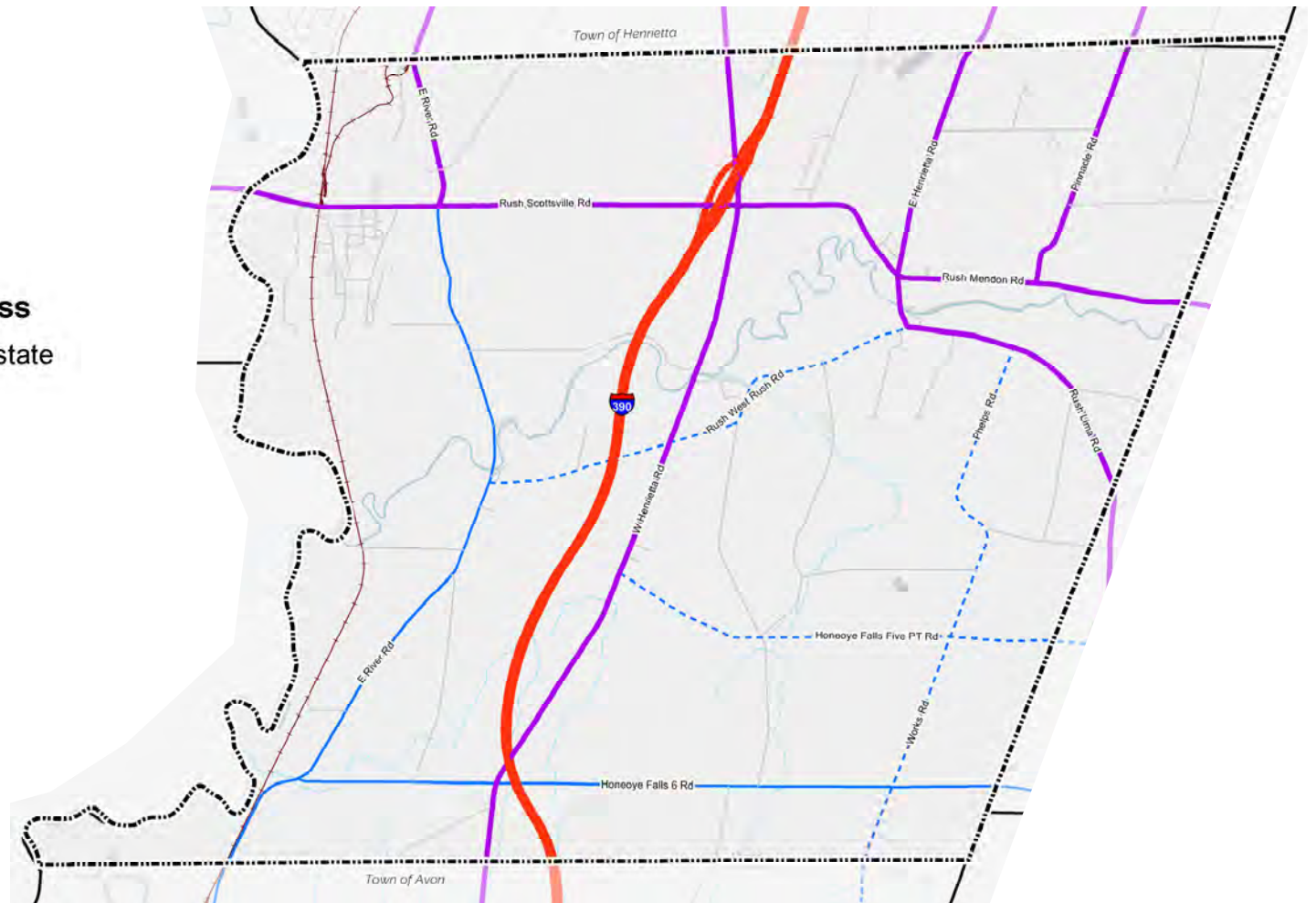
**Bicycle
Facilities**

Railroads

FUNCTIONAL CLASSIFICATION

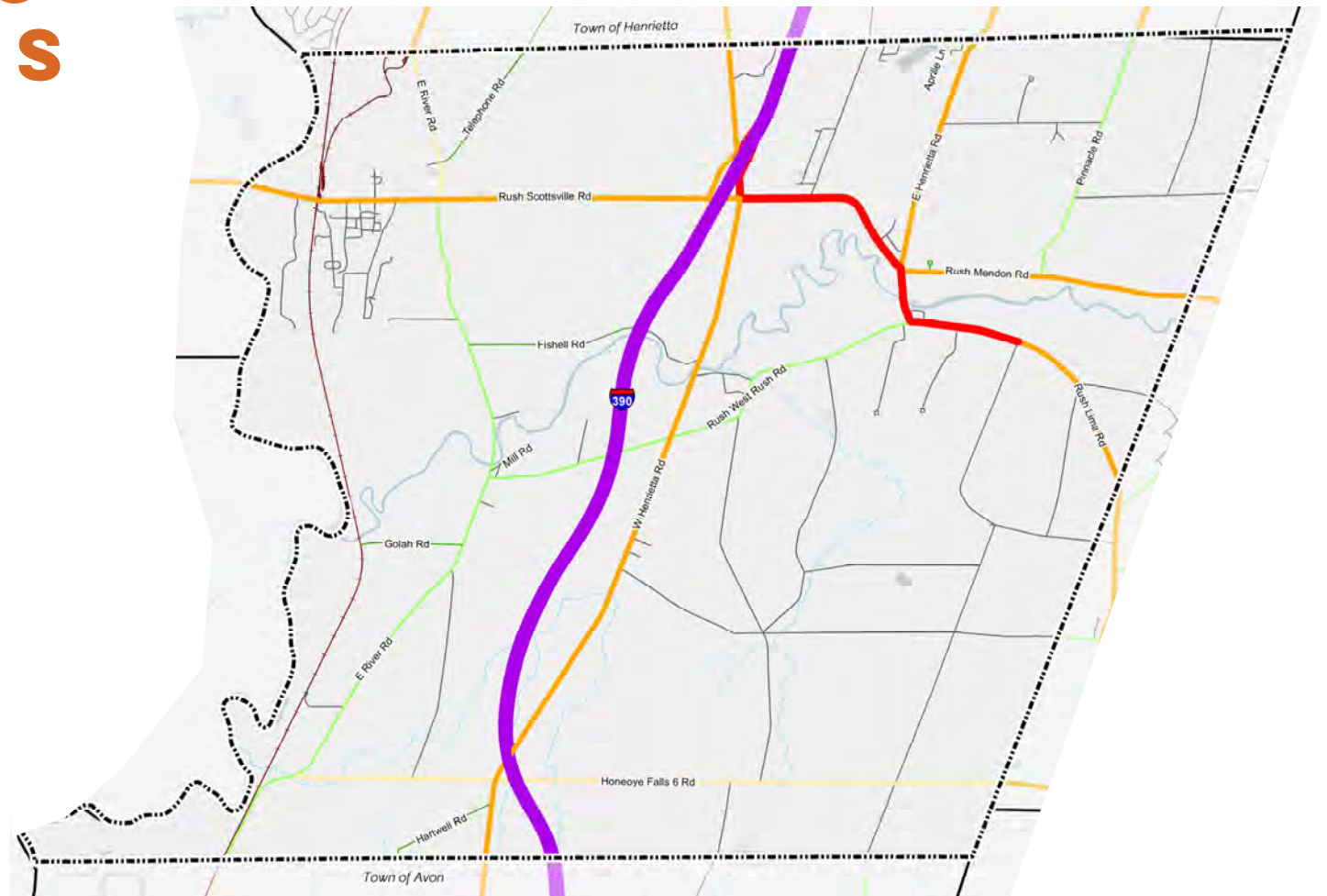
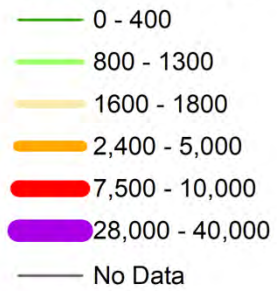
NYS DOT Functional Class

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



TRAFFIC VOLUMES

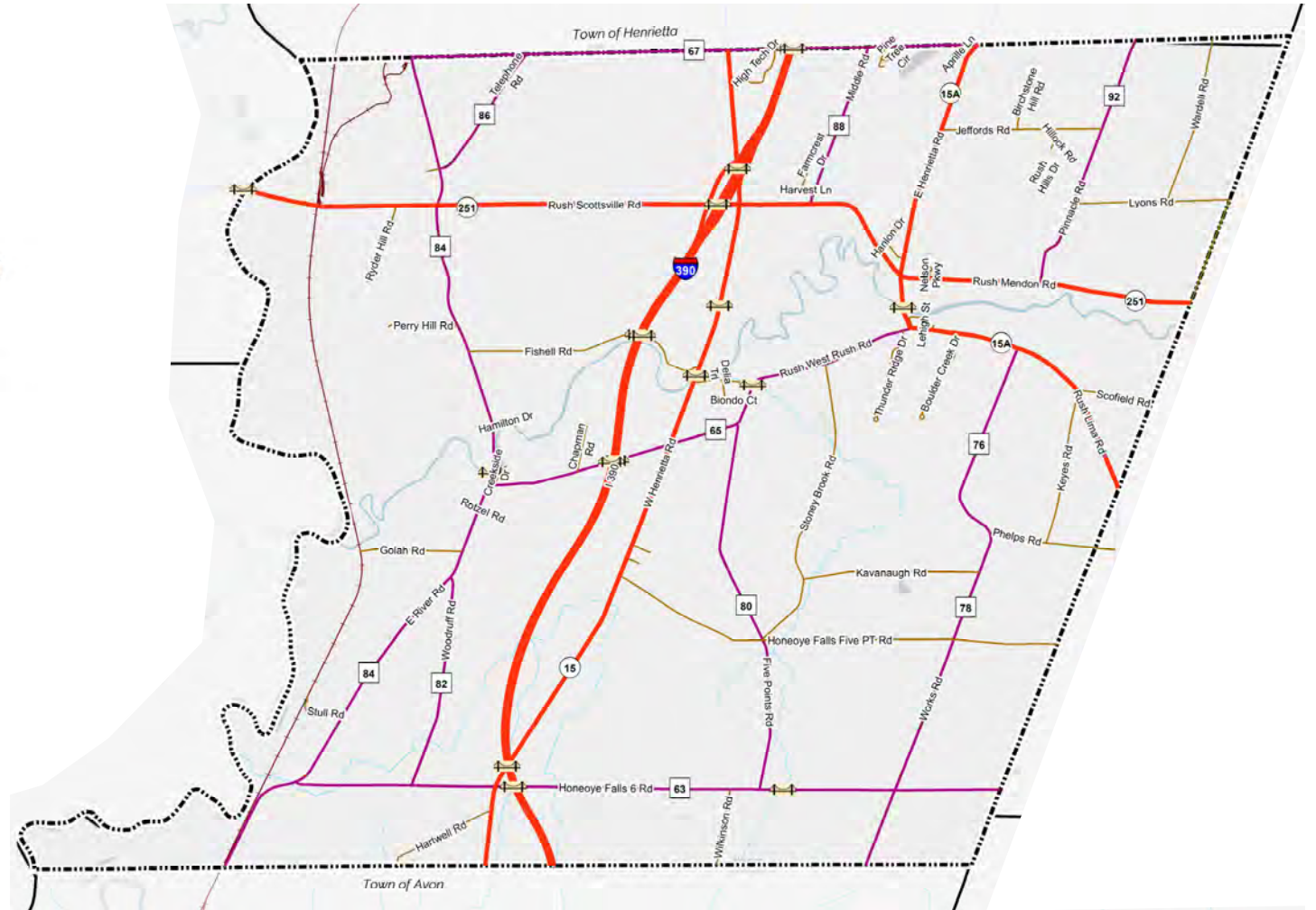
Annual Average Daily Traffic (AADT)



JURISDICTION OF ROADS & BRIDGES

Road Jurisdiction

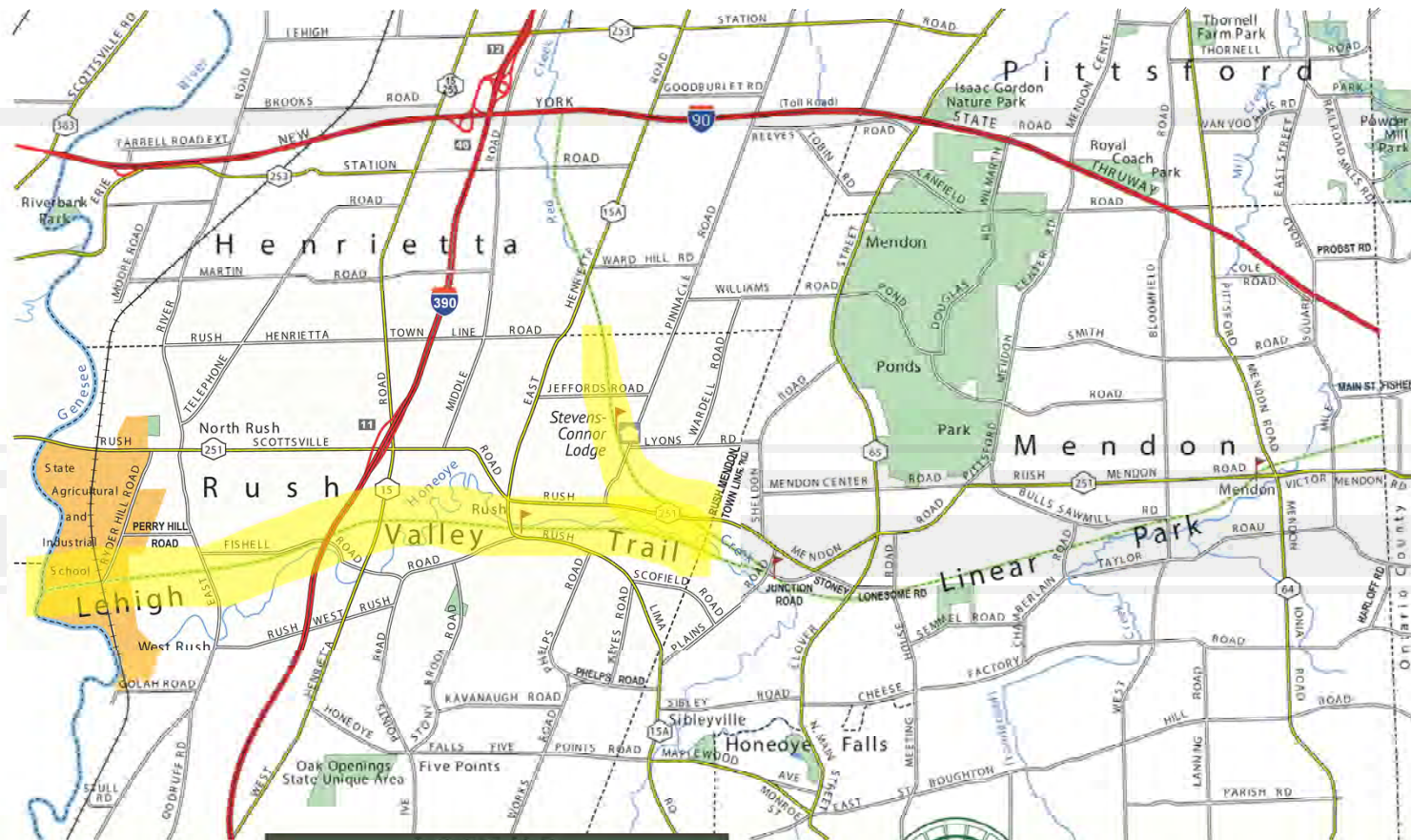
-  NYSDOT
-  Monroe County
-  Town



LEHIGH VALLEY TRAIL LINEAR PARK

Park Staff: 585-509-2895

for more information:
monroecounty.gov/parks
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
Fatality	0	1	1	0
Personal Injury	22	29	19	19
Property Damage	138	121	95	127
Total	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

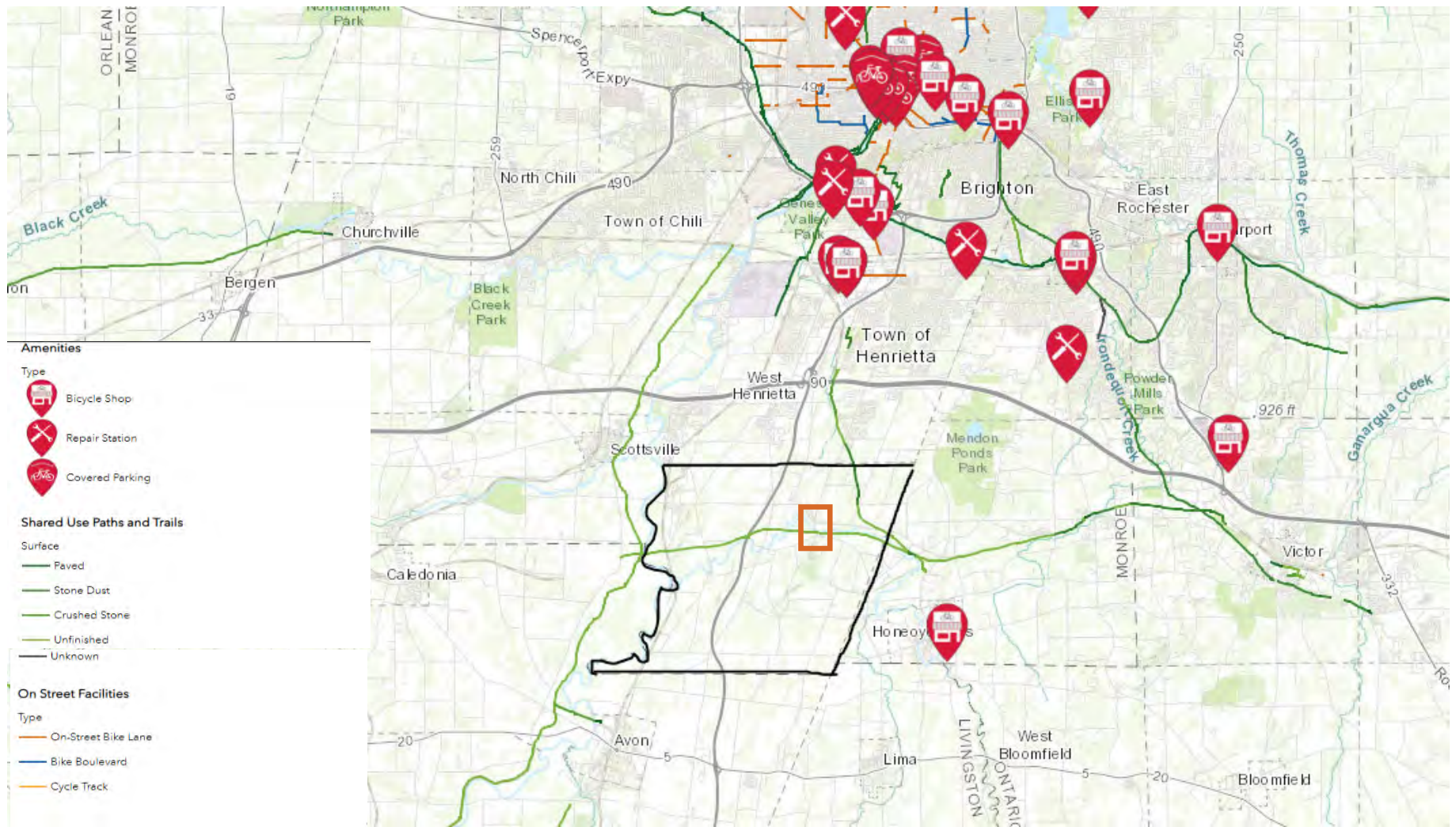
Factor	Total Crashes 2018-2021
Animal's Action	213
Following Too Closely	74
Passing/Lane Changing/Improper Use	62
Failure to Yield Right-of-Way	59
Unsafe Speed; Distracted Driving (tie)	36

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

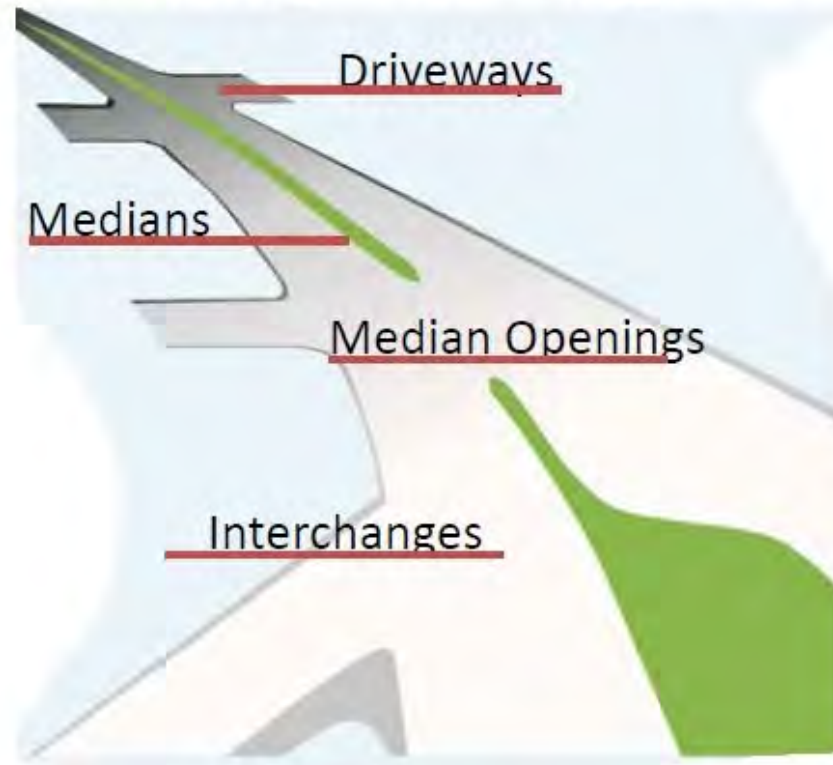
- **Improved health & safety:** fewer crashes, fewer injuries and fatalities, lower healthcare costs, lower property damage costs, lower maintenance costs
- **Increased economic activity:** more foot traffic, more small business activity
- **Increased likelihood of securing State or Federal funding for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



Image Source: National Highway Traffic Safety Administration

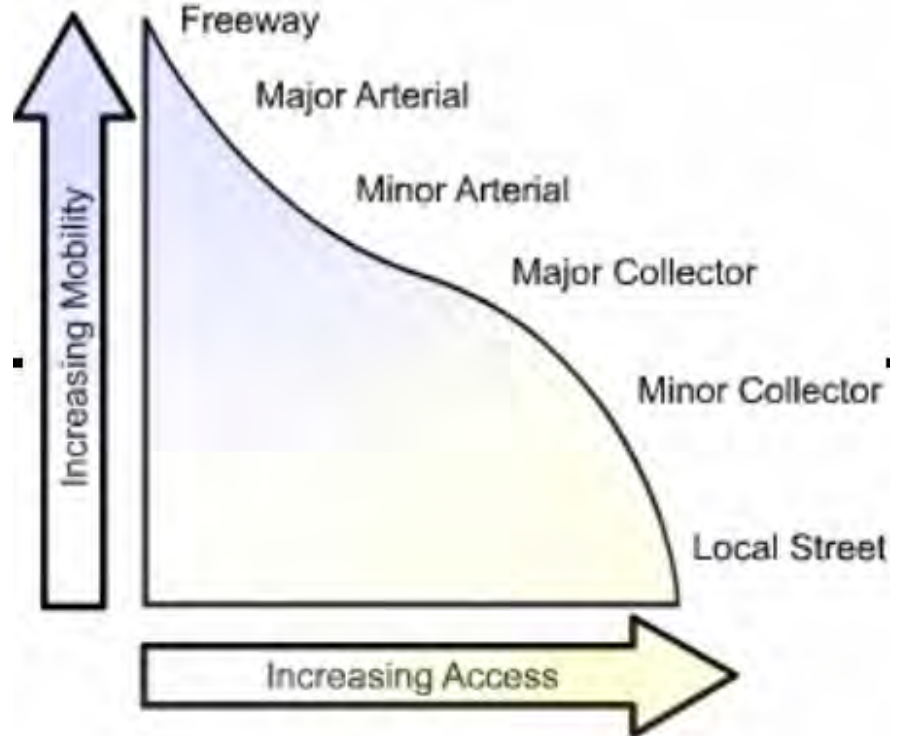
WHAT IS ACCESS MANAGEMENT?

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

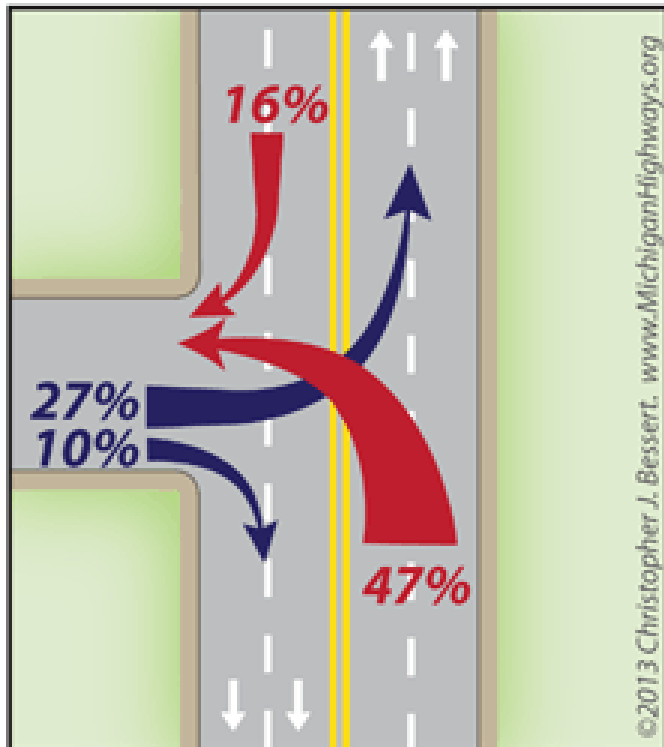


WHY MANAGE ACCESS?

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%)



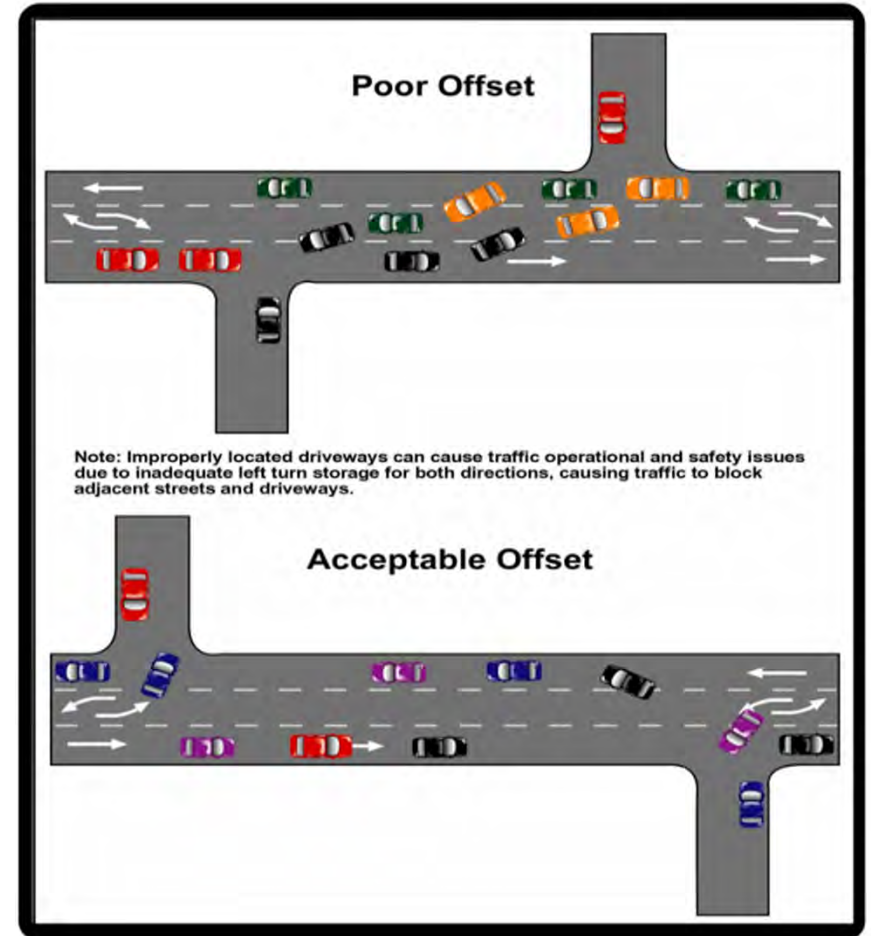
ACCESS MANAGEMENT STRATEGIES

ALIGNMENT & SPACING

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

Desirable Access Spacing

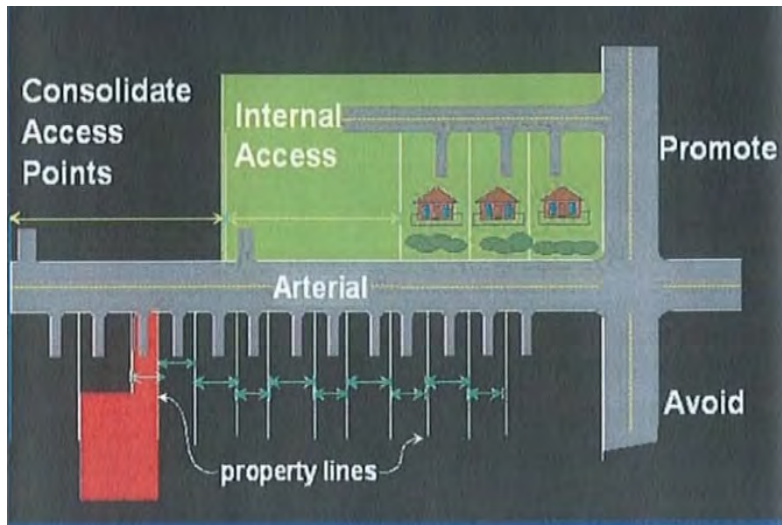
Posted Speed (mph)	Connection Spacing	
	Arterial	Collector & Local
< 35	245 ft	125 ft
35 to 40	440 ft	245 ft
> 40	660 ft	440 ft



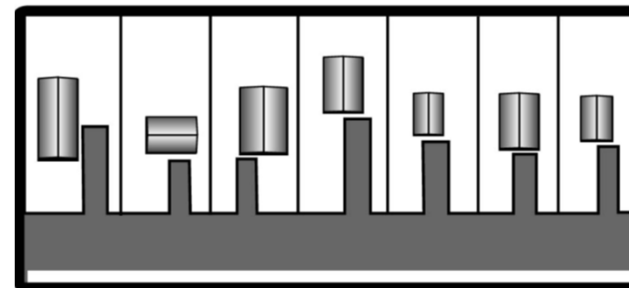
ACCESS MANAGEMENT STRATEGIES

SHARED ACCESS, FRONTAGE ROADS, BACKAGE ROADS

Service roads to minimize multiple connections and conflicts on local roads

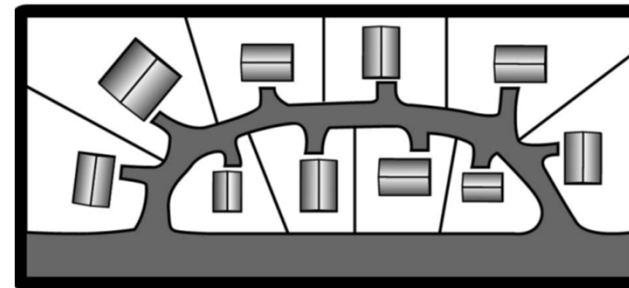


Shared Residential Access



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

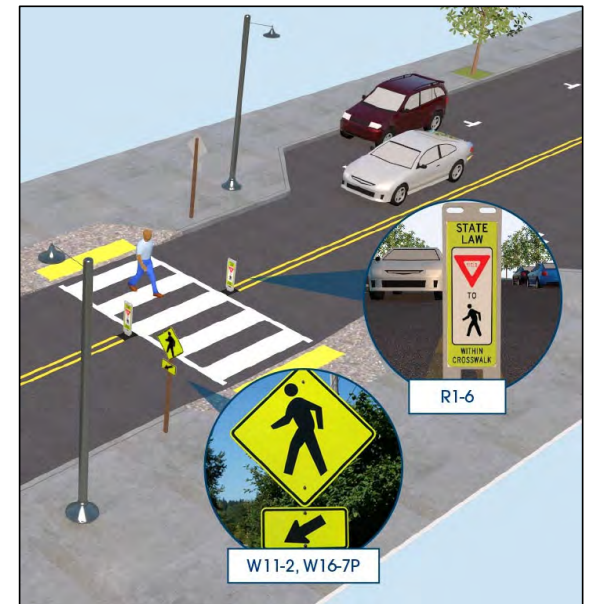
Toolbox of standard practices for Traffic Calming, Pedestrian and Bicycle Accommodations



PEDESTRIAN & BICYCLE

General recommendations

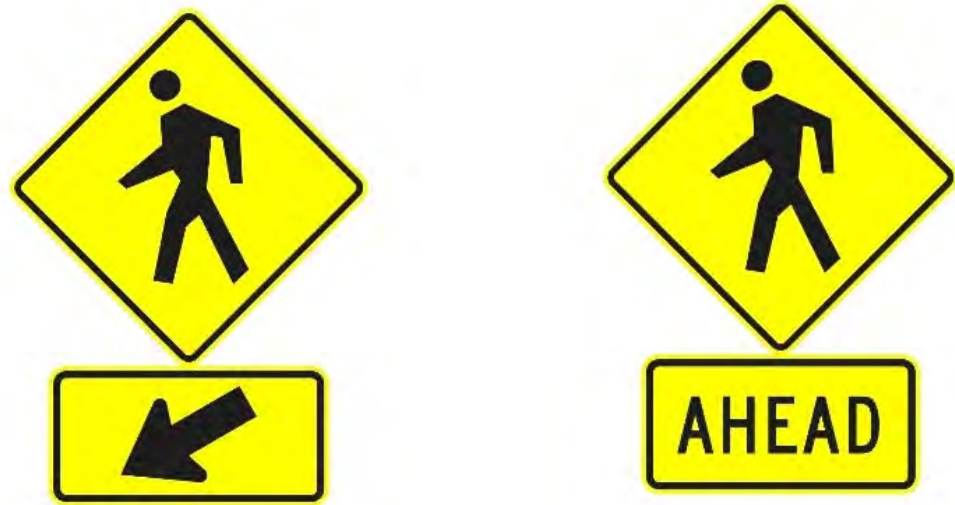
- High-visibility signing & treatments
- Mid-block crossings
- Bike lanes



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**

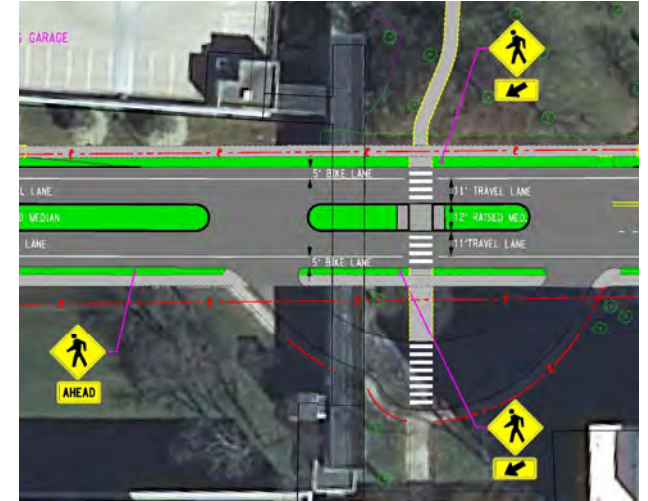
CROSSWALKS



**High Visibility
Crosswalks**



**Decorative
Pedestrian
Facilities**



**Pedestrian
Refuge Islands**

CROSSWALKS



Raised Crosswalk



**Curb Extension
"Bump Out"**



HAWK signal

BIKE LANE TREATMENTS



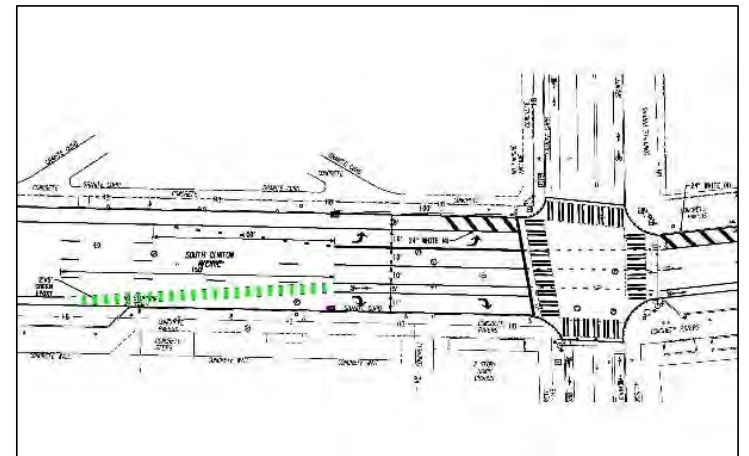
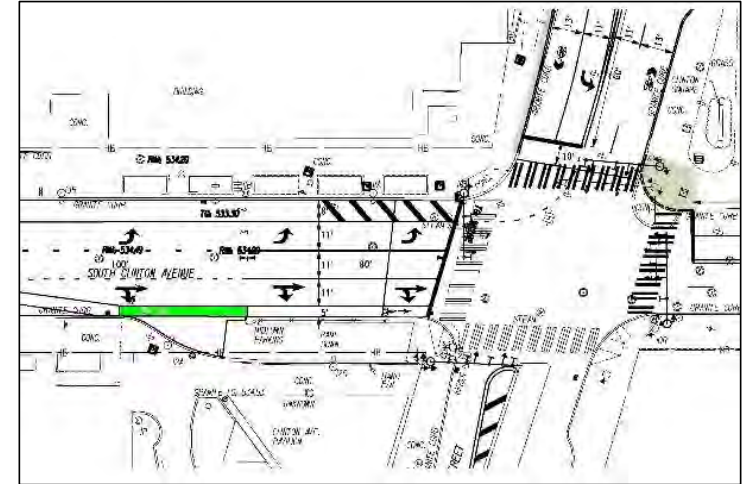
Buffered bike lane

Bike lane



Green paint

BIKE LANE TREATMENTS



WAYFINDING SIGNAGE

Example Wayfinding signs for pedestrian & bicycle routes, parking, and municipal services



STREET FURNITURE AMENITIES

- Planters
- Benches
- Bike racks



STREET FURNITURE AMENITIES



Landscaped median



Rain garden

ROUNDBABOUTS



PARTNERS



GENESEE TRANSPORTATION COUNCIL

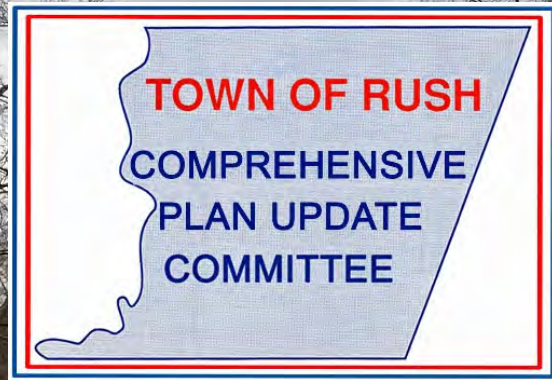
The Metropolitan Planning Organization for the Genesee-Finger Lakes Region



**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



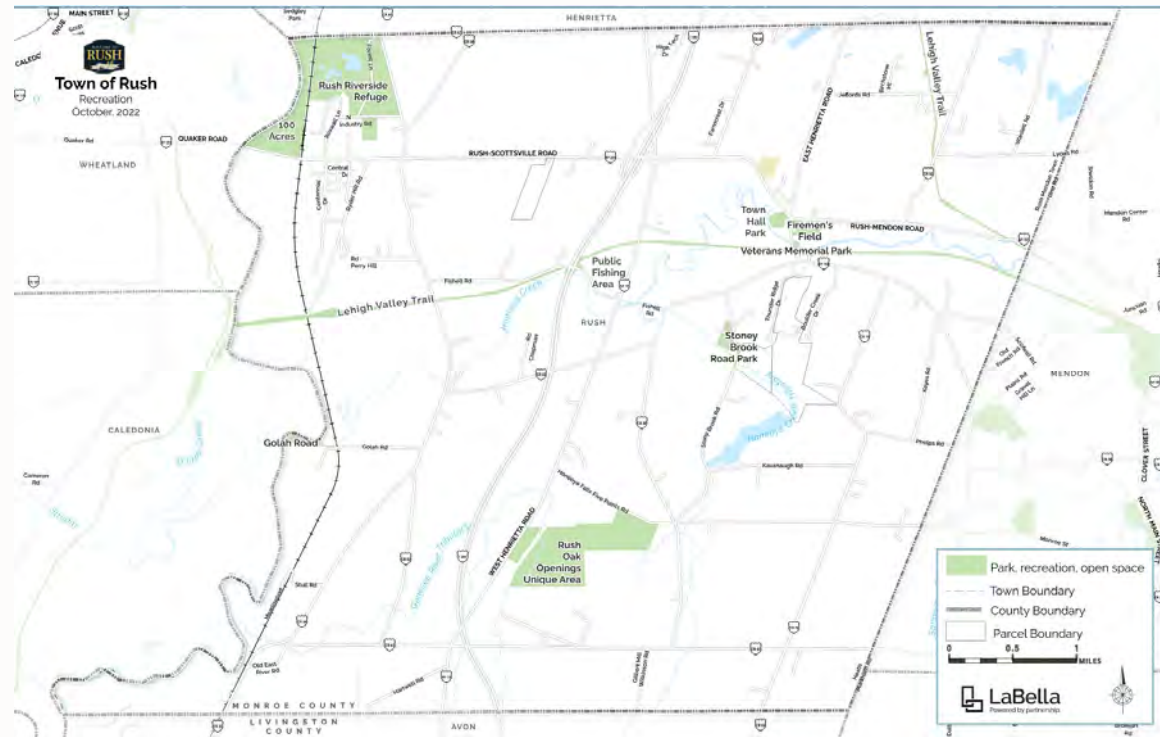
Current Recreation Offerings

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



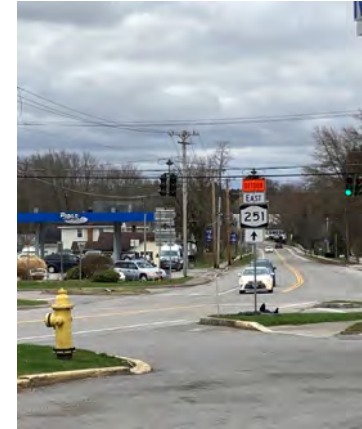
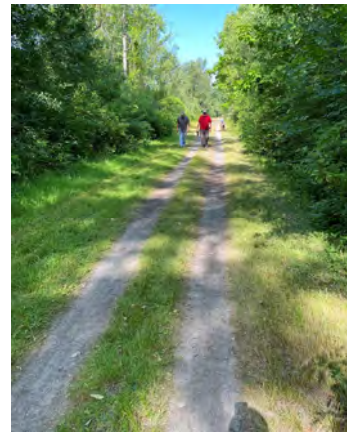
Recreational Spaces

- 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

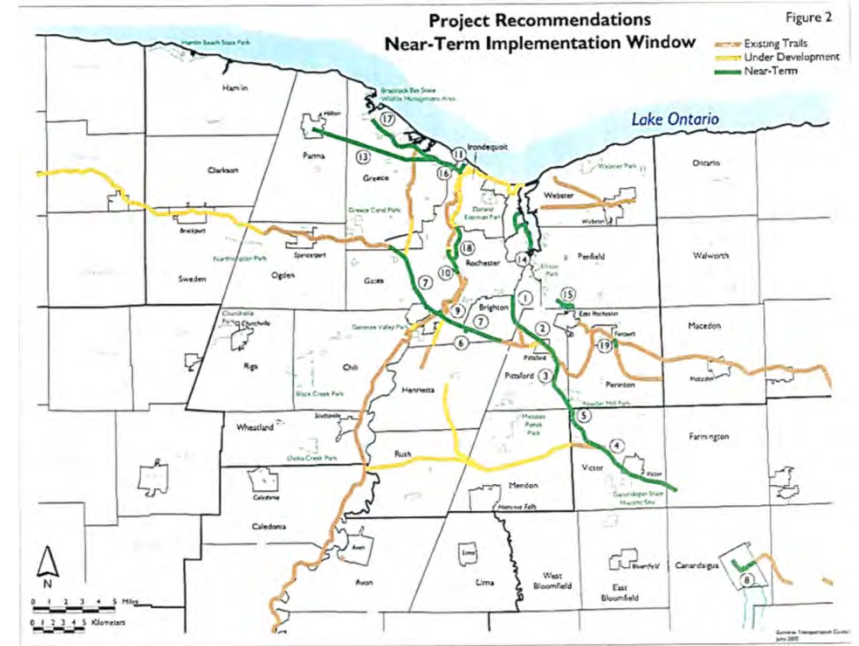
Pond
Soccer
Baseball
Pavilion



LEHIGH VALLEY TRAIL

Very Popular

Recreation and Transportation
Connects to other communities
Connects Recreation Sites



HONEOYE CREEK

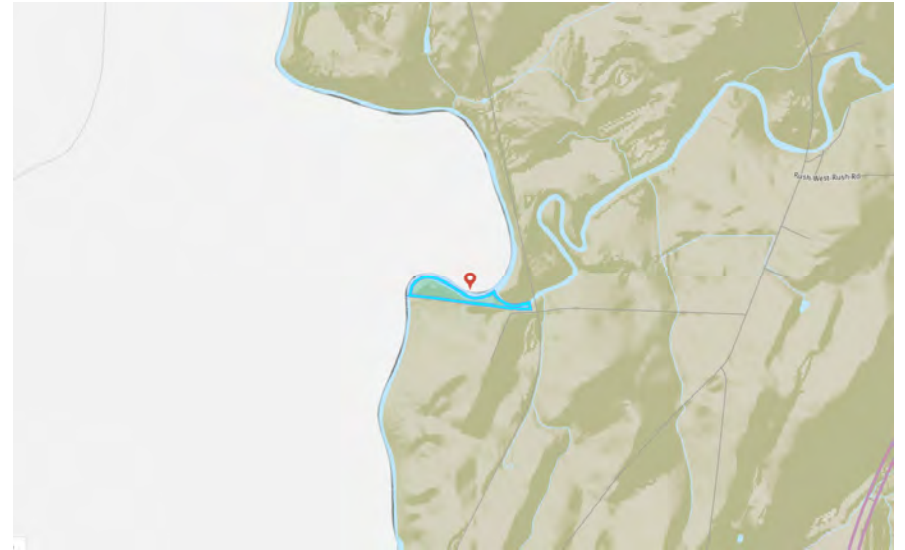
- Natural habitat
- DEC Boat Launch
- Fishing Access
- Waterfront land
- Golah Rd Land



THE GENESEE RIVER

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

Potential?
Access?



RUSH RIVERSIDE REFUGE

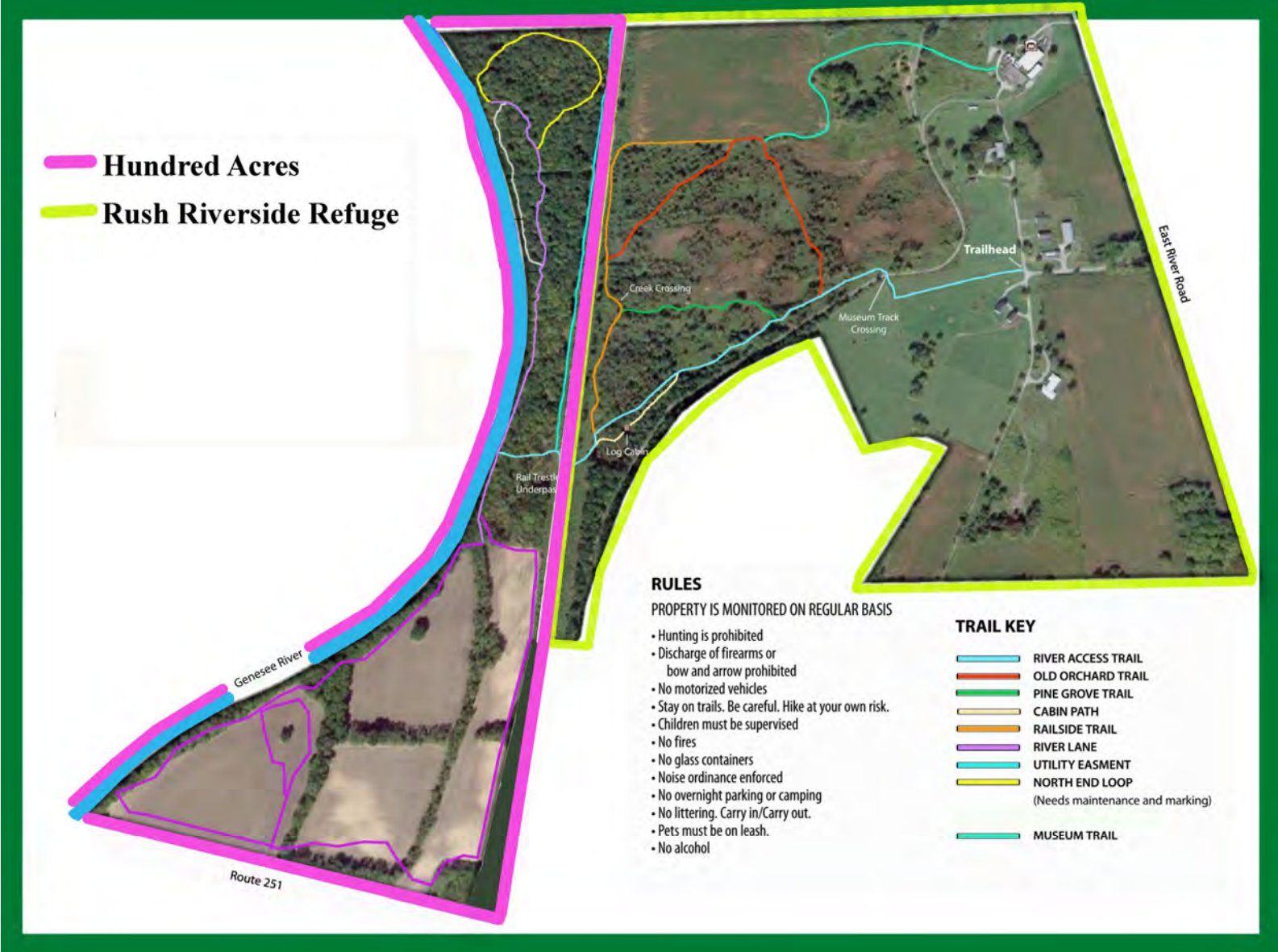
Over 215 Acres
Expansive Trail System
Transportation Museum
A Horses Friend



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





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 refuge
- Animal shows
- 4 H Involvement
- Farm shows



A photograph of a residential street at dusk. In the foreground, a concrete curb is severely damaged and crumbling, with a large section missing. The asphalt road is cracked and shows signs of wear. In the background, a person wearing a bright neon green shirt and dark shorts is walking on the sidewalk. A parking lot with several cars is visible behind the sidewalk. A house with blue shutters is on the left. The sky is a mix of blue and orange from the setting sun.

**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

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 overall scene is bright and sunny.

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

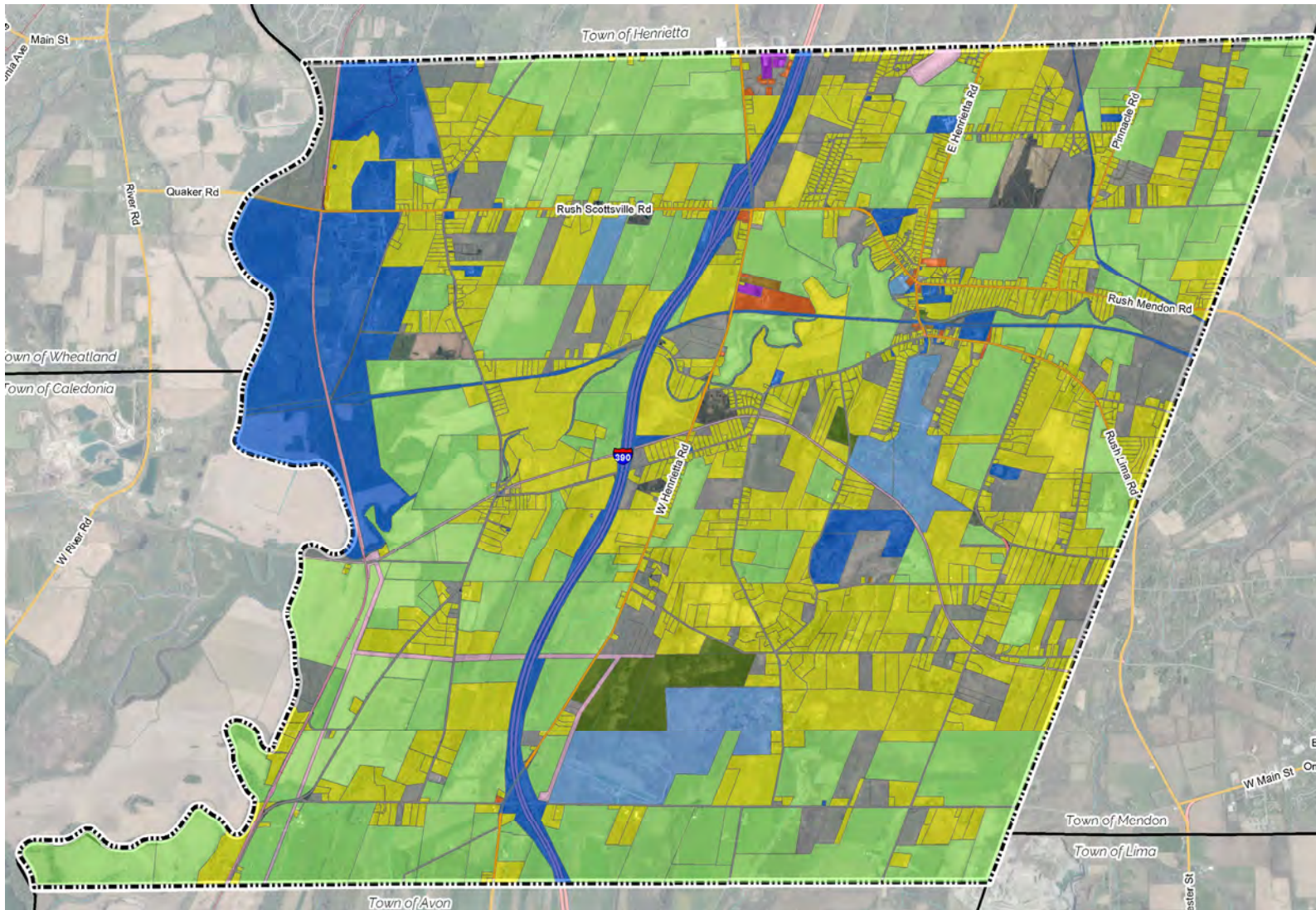
Natural Resources

3

Overall Land Use & Zoning

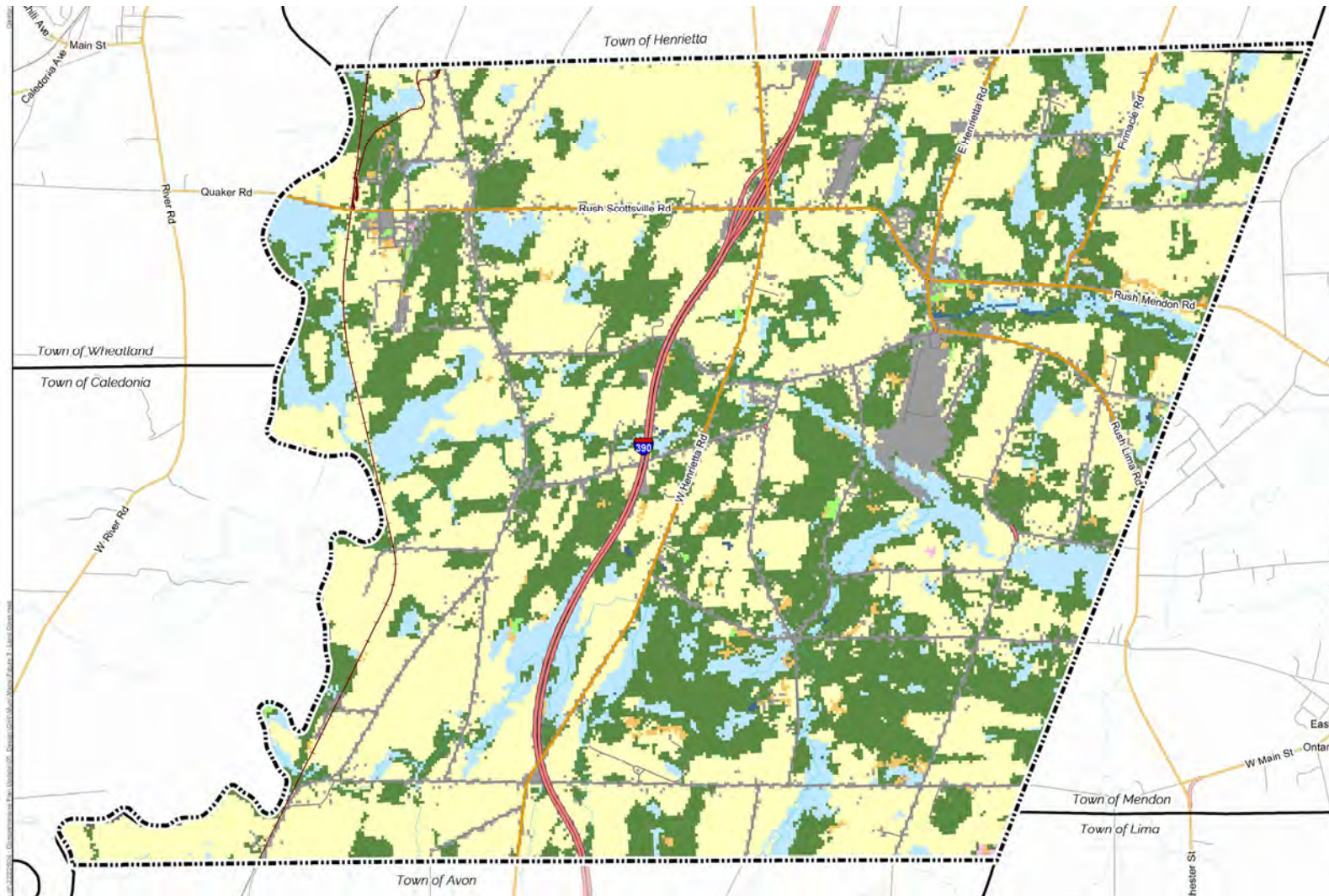
4

Questions & Discussion



Tax Parcel Classification

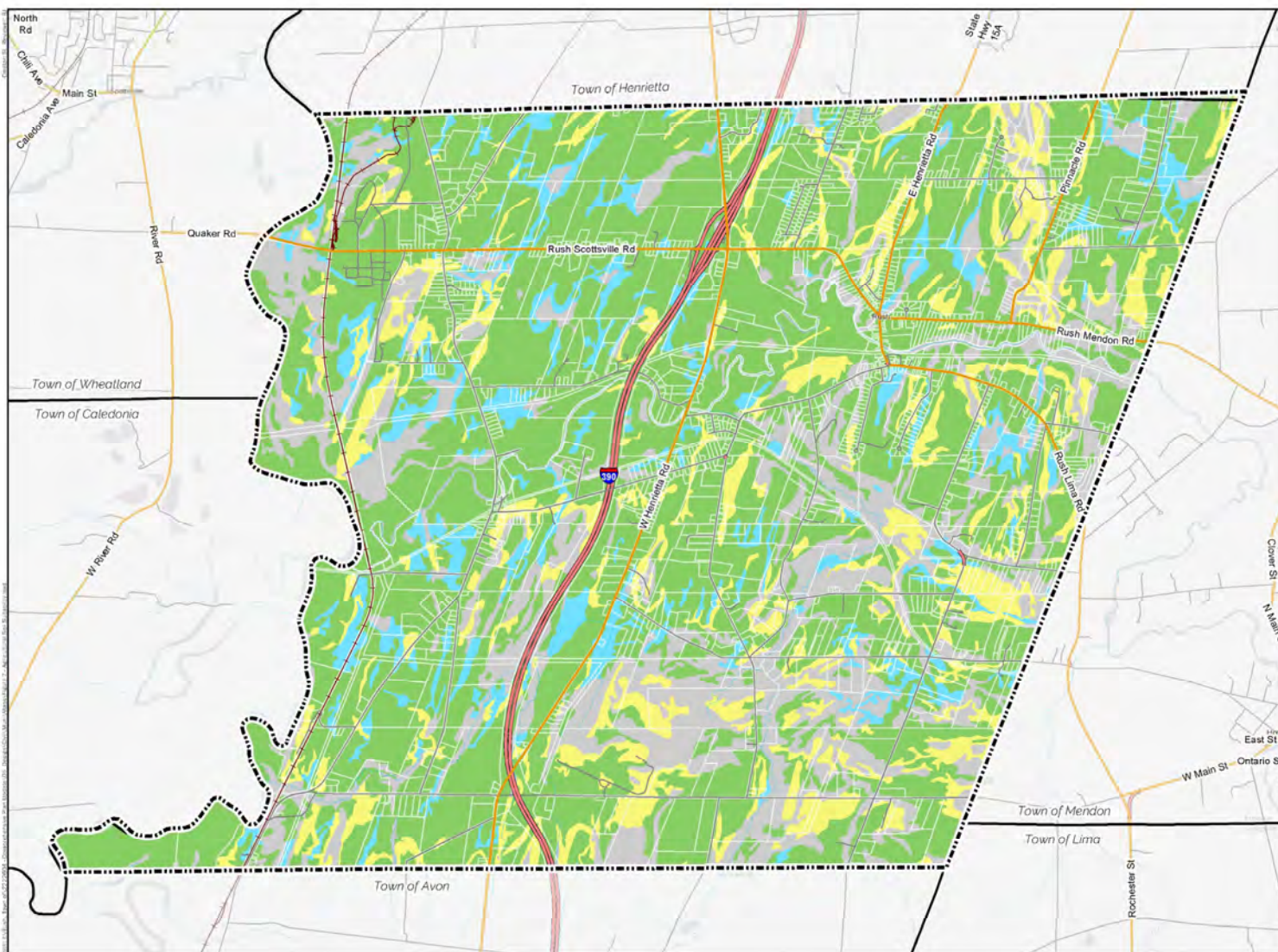
- Agricultural
- Residential
- Vacant
- Apartments
- Commercial
- Storage/ Distribution
- Recreation
- Public / Community Service
- Manufacturing
- Utilities/ Transportation
- Conservation



LAND COVER

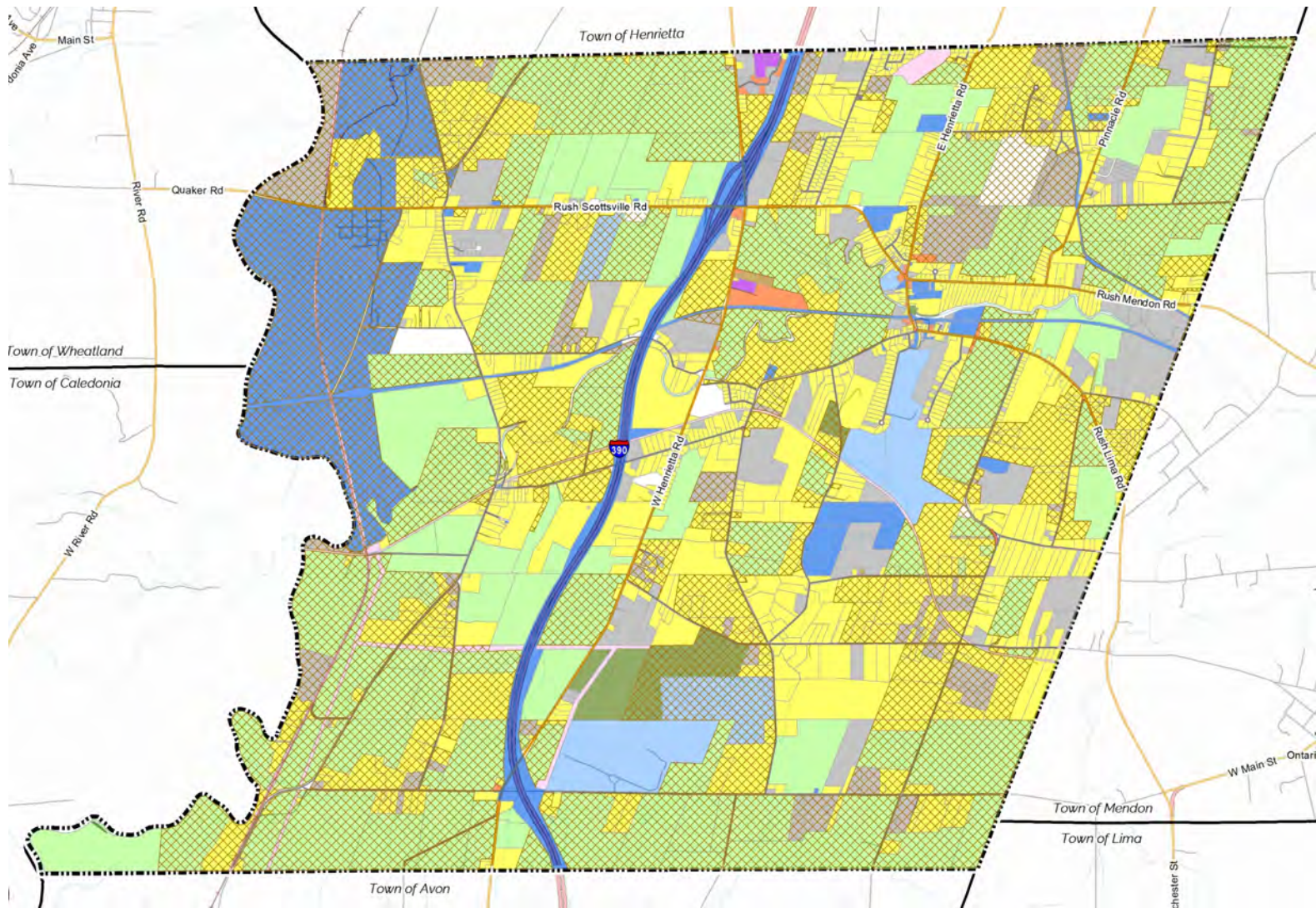
Land Cover Type

- 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

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

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.***

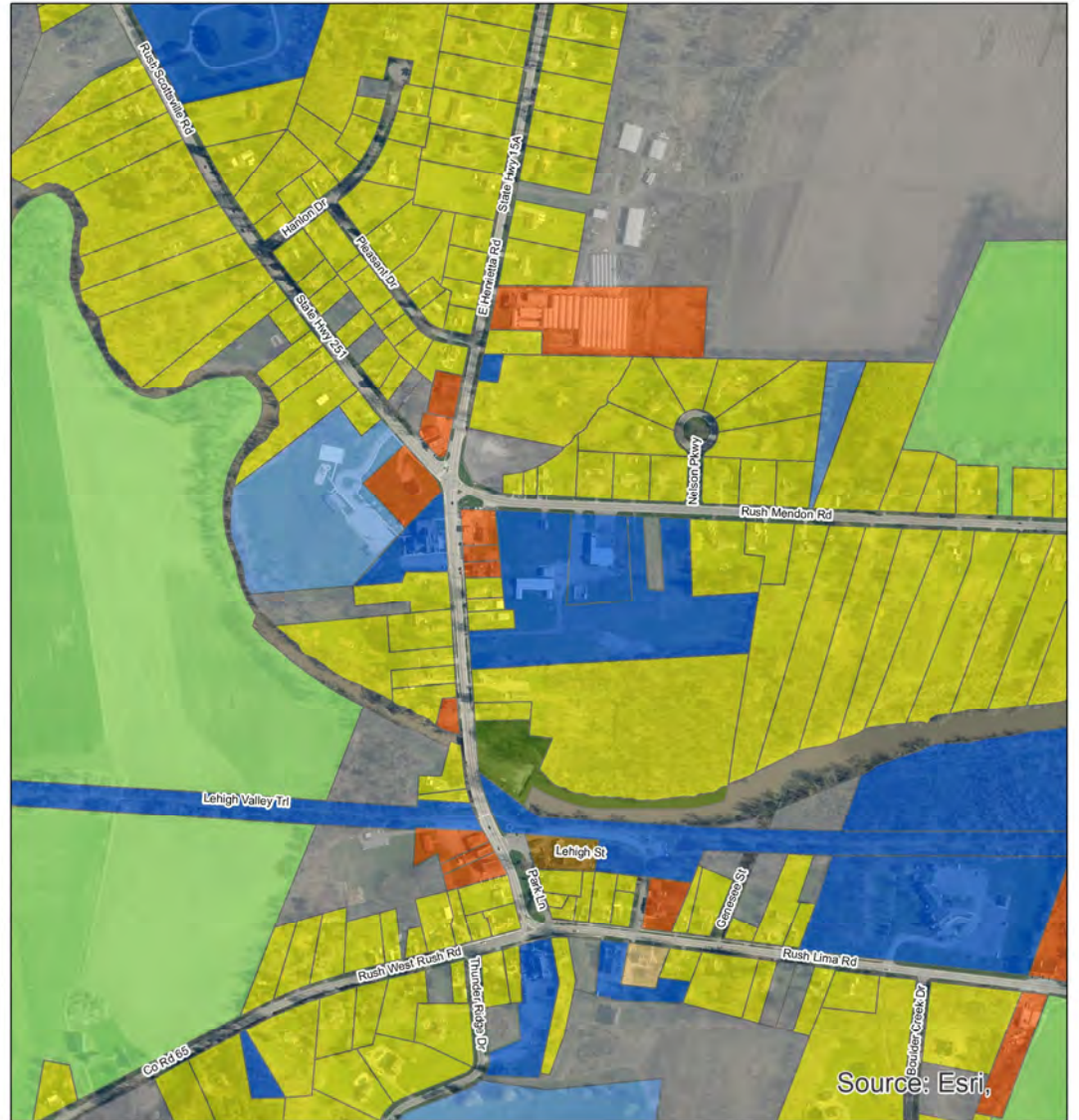
- Historic Town center
- Library
- Businesses
- Lehigh Valley Trail
- Park, gazebo
- Community events
- Accessibility





Land Use by Tax Parcel

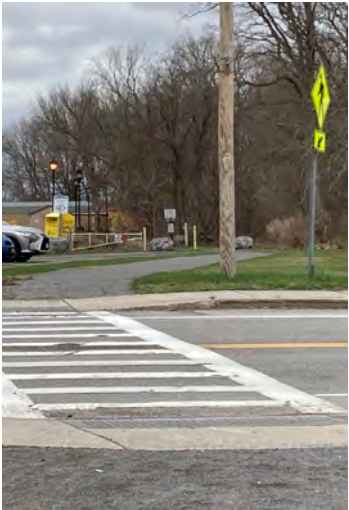
 Agricultural	 Commercial	 Manufacturing
 Residential	 Storage/ Distribution	 Utilities/ Transportation
 Vacant	 Recreation	 Conservation
 Apartments	 Public / Community Service	



Source: Esri,

TRANSPORTATION

Major Roads
Sidewalks
Lehigh Valley Trail



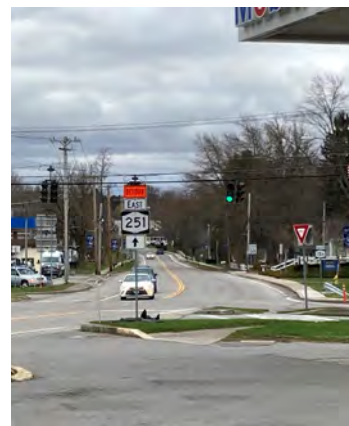
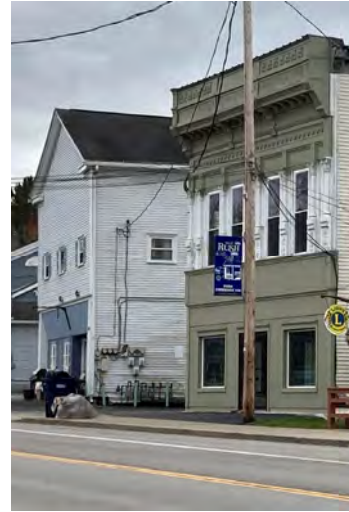
CIVIC HUB

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



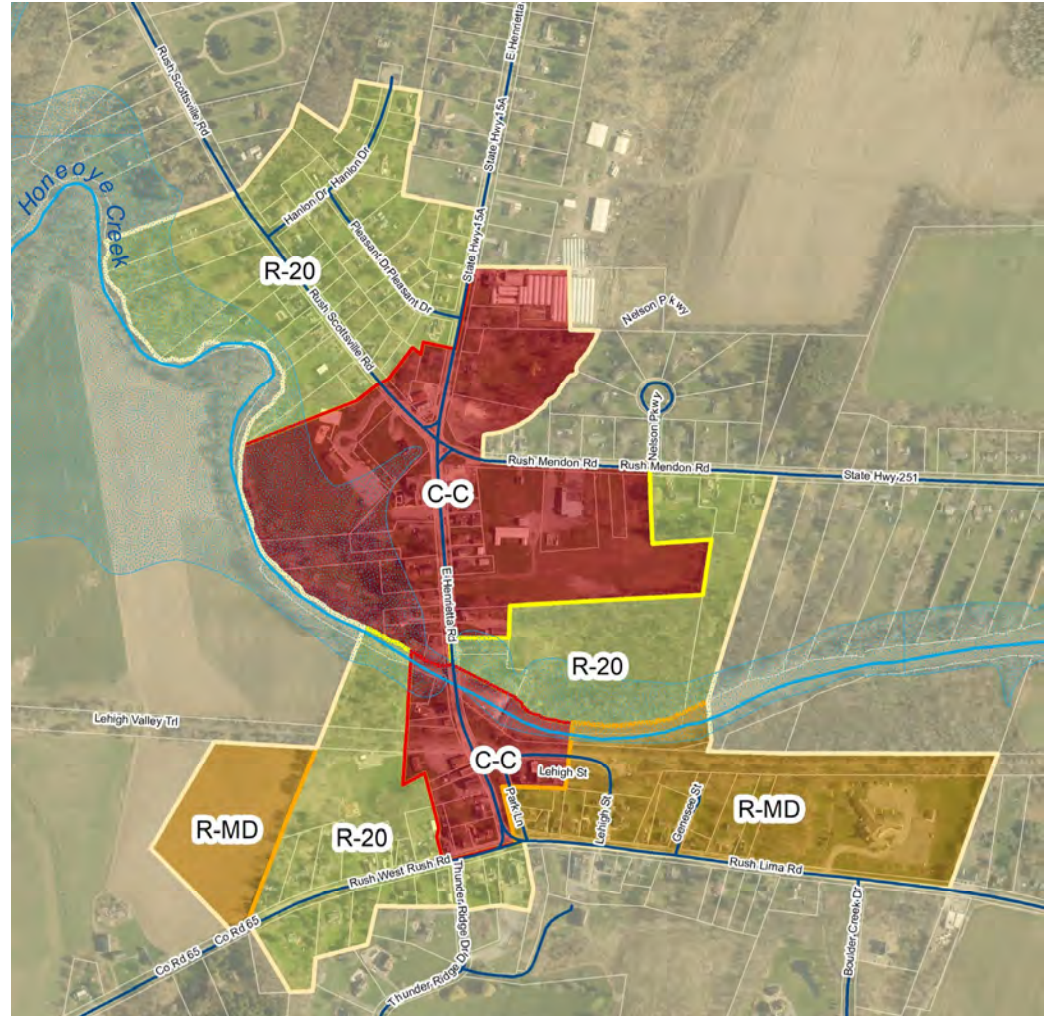
H O N E O Y E C R E E K

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?

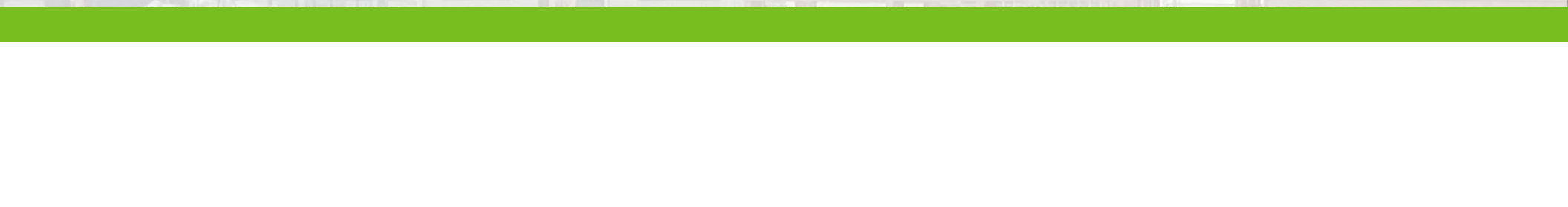


2017 Charrette Recommendations

- 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