

# **RUSH COMPREHENSIVE PLAN - EXECUTIVE SUMMARY**

The primary purpose of the Town of Rush Comprehensive Plan Update is to guide the Rush Town Board and Town officials in making decisions that will affect the future of the community. Recommended actions to implement the community's goals include revisions to land use laws and regulations, investments in infrastructure, and improvement of services for the community.

## **LAND USE PLAN**

The Town's Land Use Plan aims to retain the predominantly rural and agricultural character of the Town, while accommodating business development in appropriate areas and enhancing Rush Hamlet as the focal point of the community. The land use categories defined for the Land Use Plan are not identical to existing or proposed zoning district names; the Land Use Plan is intended as a general guide while the zoning map and zoning regulations will have the force of law.

### **Hamlet Mixed Use**

The vision for the Hamlet Mixed Use designation is to accommodate a mix of residential and business uses on small lots consistent with the traditional historic development pattern in the core of Rush Hamlet..

### **Hamlet Residential**

The Hamlet Residential designation accommodates single- and two-family dwellings on smaller lots that are typical within Rush Hamlet. Commercial uses are not permitted, except as accessory uses within residences with no outside indication of the business use.

### **Agricultural/ Rural Residential**

Rural Residential areas are intended to support continued agricultural use as well as rural residential development.

### **Commercial/ Limited Industrial**

The Commercial/ Limited Industrial designation is intended to support a variety of business development in locations outside Rush Hamlet that have access to NYS highways and I-390.


### **Government, Recreation & Community Service**

The Future Land Use Plan map designates areas for continued public and recreational uses. These areas include the Town Hall, Town and County Parks and recreation areas, State-owned conservation areas, and other State and County facilities.

### **Natural Resource Conservation Areas**

Natural Resource Conservation Overlays include wetlands protected by State and Federal agencies, flood hazard areas, stream corridors and farmland protected by permanent conservation easements. Recommended buffers from streams and waterways are 200 feet from the center of the Genesee River, 100 feet from the center of Honeoye Creek, and 50 feet from other streams.

# RUSH COMPREHENSIVE PLAN - EXECUTIVE SUMMARY



**TOWN OF RUSH  
COMPREHENSIVE PLAN**


**LAND USE PLAN**

**Land Use Plan Categories**

- Agricultural / Residential
- Hamlet Residential
- Hamlet Mixed Use
- Business/ Industrial
- Government, Recreation & Community Service

**Conservation Overlay**

- Wetlands (DEC)
- Flood Zones
- Stream Buffer
- Wetlands (NWI)
- Preserved Farmland
- Hamlet Area
- Interstate Highway
- State Highway
- Local Road
- Streams
- Railroad
- Town Boundary
- Other Municipal Boundaries
- Tax Parcel Boundaries




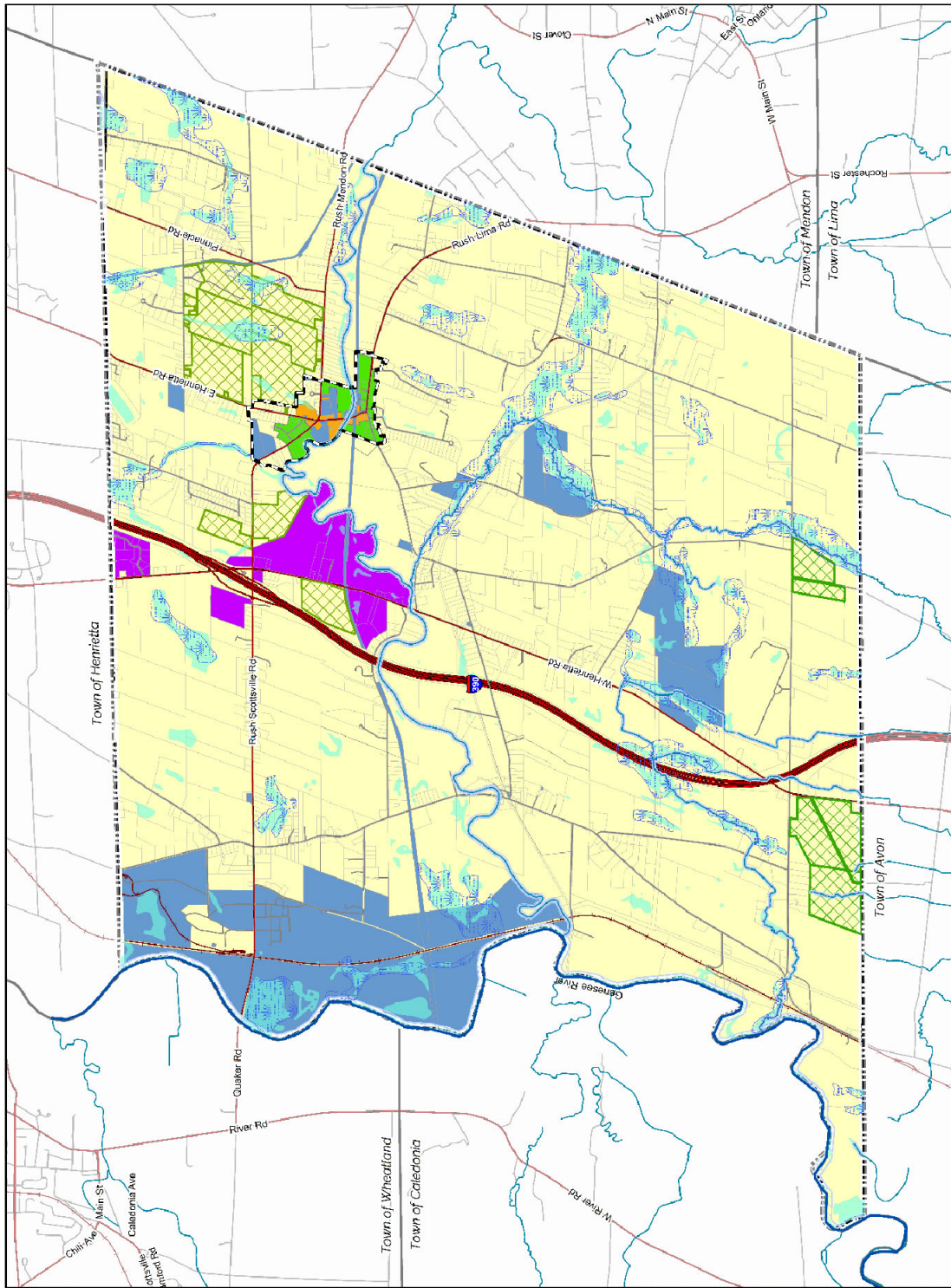
LaBella  
CONSULTANTS

Labela Project No: 2222604  
JULY 2023

Source:  
1. Municipality Boundaries and Roads: NYS GIS Program Office  
2. Wetlands: NYS DEC  
3. Streams: US Geological Survey National Wetlands Inventory  
4. Flood Zones: National Flood Administration (1984)  
by Esri/arcgis.com

0 1,500 3,000 Feet





**STRATEGIES & RECOMMENDED ACTIONS**

**LAND USE**

**Revise zoning to advance the goals and vision of the Comprehensive Plan.**

- LU-1. Establish a new Hamlet Mixed Use zone in Rush Hamlet to replace the existing Commercial zone.
- LU-2. Revise Commercial and Limited Industrial zoning regulations to accommodate a wider range of non-residential uses.
- LU-3. Incorporate additional design standards into site plan review. Include standards to maintain traditional hamlet design in Rush Hamlet and standards to maintain aesthetics and minimize impacts.
- LU-4. Reevaluate the existing Mobile Home (MH) zoning district and rezone if appropriate.
- LU-5. Enact additional protections for sensitive natural areas, such as limiting removal of vegetation along streams.
- LU-6. Ensure that the Town’s zoning does not unreasonably restrict standard farm practices and supports agriculture-related businesses.

**RUSH HAMLET**

**Maintain a mix of business, civic, and residential uses consistent with the traditional layout and character of the hamlet.**

- RH-1. Rezone the existing Commercial zoning district in Rush Hamlet to a new zoning district that allows a mix of residential and business uses. Specify required lot sizes and setbacks consistent with the current pattern of development.
- RH-2. Incorporate design standards into zoning to ensure that new development and redevelopment is consistent with the traditional form of development in Rush Hamlet.
- RH-3. Encourage collaboration and communication among businesses in the hamlet to identify needs that can be met by the Town. Consider publishing a directory of businesses to foster residents' awareness of local enterprises.
- RH-4. Encourage businesses to provide bicycle facilities to encourage customers arriving via the Lehigh Valley Trail.
- RH-5. Install signs that direct motorists to existing public parking lots.

**Improve the appearance and repurpose the vacant lot at the northeast corner of Routes 15A & 251.**

- RH-6. Initiate discussions and maintain communications with the property owner.
- RH-7. Obtain landowner approval to establish a temporary landscaping on the site to improve its appearance.
- RH-8. Consider negotiating a right of first refusal, acquiring the property and issuing a request for development proposals to repurpose the site.

**Create and maintain a visual identity for the hamlet that is consistent with its traditional character.**

- RH-9. Maintain existing gateway signs.
- RH-10. Initiate discussions with National Grid and property owners regarding burying electric lines.
- RH-11. Install banner signs.
- RH-12. Establish design standards for new construction and redevelopment to ensure that existing buildings retain their historic character and new buildings fit in with the form and pattern of the historic hamlet.
- RH-13. Work with NYS DOT and Monroe County DOT to install additional street trees.
- RH-14. Continue to organize volunteers to plant and maintain flower beds.
- RH-15. Develop and install signs, street furniture, and plantings to improve streetscape and access to parks and recreational facilities.

**STRATEGIES & RECOMMENDED ACTIONS**

**Manage vehicular traffic through the hamlet and enhance bicycle and pedestrian facilities to maintain access while improving mobility, connectivity and safety for all users.**

- RH-16. Work with NYS DOT to install design features to calm traffic along the State highways through the hamlet.
- RH-17. Prepare and implement a bicycle and pedestrian safety plan to improve mobility and safety for bicyclists and pedestrians in Rush Hamlet and elsewhere in the Town.
- RH-18. Develop a “walking loop” incorporating the Lehigh Valley Trail, existing sidewalks and residential side streets. Include signage to tell people how far they walked.
- RH-19. Install additional sidewalks where feasible to address gaps in sidewalk network in Rush Hamlet.
- RH-20. Work with property owners and businesses to improve design of vehicle accessways to enhance walkability.

**Enhance and expand access to existing recreational facilities, integrate historic interpretation into parks, and expand water-based recreation opportunities.**

- RH-21. Maintain an inventory of facilities, capital improvement plan, repair and maintenance schedule for Town Parks. Identify and plan for future capital improvements.
- RH-22. Increase access to water-based recreation. Identify suitable sites for kayak/ canoe access to Honeoye Creek. Install boat launch with appropriate site improvements. Consider floating docks on the south side of Honeoye Creek above the dam. Add additional viewing areas.

**Recognize and celebrate the hamlet’s history and historic and cultural resources.**

- RH-23. Advance discussions between the Town and Rush Historical Society to develop a Rush history display space and a community meeting room.
- RH-24. Install interpretive signage at Town parks that tell the story of the hamlet’s history. Install historical interpretive signage at Veterans Memorial (Mill Site) Park to recognize the hamlet’s industrial history.

**Support business opportunities that take advantage of proximity to the Lehigh Valley Trail.**

- RH-25. Install trailside amenities at the Lehigh Valley Trail Trailhead at Veterans Memorial Park, as well as trailside amenities such as bicycle parking, a map and business directory of the Rush Hamlet, and other beautification efforts to signify that the Rush Hamlet is a destination on the trail and encourage users to visit the local businesses in the Hamlet.

**AGRICULTURE & FARMLAND**

**Encourage voluntary preservation of farmland for agricultural use.**

- AG-1. Encourage and support farmers and farmland owners interested in conservation easements and purchase of development rights.
- AG-2. Encourage farmland owners, including landowners who rent land to farmers, to enroll their land in the County Agricultural District and apply for agricultural use exemptions.

**Support farms and agricultural businesses.**

- AG-3. Revise zoning to accommodate farm-related businesses such as value-added production and agri-tourism activities on farms in a manner that minimizes impacts on neighboring residences.
- AG-4. Communicate with farmers and farmland owners about planned road improvement and drainage projects and modify project design or timing as needed to minimize impacts on farm operations.
- AG-5. With appropriate consultation with farmers and others in the Town, give further consideration and study to the concept of overlay zoning districts and other zoning provisions that could enhance agriculture and curb potential negative effects of non-farm development in prime farmland areas.

**STRATEGIES & RECOMMENDED ACTIONS**

**Increase public understanding and appreciation of the value of agriculture.**

- AG-6. Provide information to residents about how the NYS Agricultural Districts Program and the Town’s Right to Farm law establishes policy in support of agriculture and limits the ability of Towns to enforce local laws that restrict standard agricultural practices.
- AG-7. Support programs and public events to promote public awareness and appreciation of the Town’s agricultural resources and heritage.
- AG-8. Engage in Monroe County's regional planning efforts to communicate the Town's commitment to agriculture and the importance of recognizing significant value of the Town’s prime soils and farm operations.

**NATURAL RESOURCES & ENVIRONMENTAL PROTECTION**

**Limit vegetation removal within stream corridors (“riparian buffers”).**

- NR-1. Establish a stream corridor protection overlay district that limits vegetation removal and construction within riparian buffers.

**Maintain drainage infrastructure to minimize risks from flooding.**

- NR-2. Continue to develop and maintain drainage infrastructure within established Drainage Districts to minimize risk of flooding and property damage while maintaining healthy ecosystems to the extent practicable.
- NR-3. On Town-owned property, maintain and expand vegetated buffers within stream corridors and develop and implement a drainage plan to reduce flood hazards.

**Provide information to landowners about land stewardship and best management practices.**

- NR-4. Prepare educational materials for residents within designated flood zones to help them reduce risks of property damage from and to prepare for emergency response.
- NR-5. Connect landowners with technical assistance and information to encourage responsible land management.

**POPULATION & HOUSING**

**Accommodate new residential development in appropriate areas that is consistent with the Town’s rural character and historic development patterns.**

- PH-1. Maintain zoning district regulations for primarily single-family residential uses that maintain the rural residential character of the Town.
- PH-2. Avoid rezoning for new higher density residential development such as townhouses and patio homes where such developments would impact the Town’s rural character.
- PH-3. Maintain zoning regulations that accommodate accessory apartments to provide housing for seniors and allow seniors to remain in their homes.

**Improve quality of existing housing where needed, consistent with historic character as applicable.**

- PH-4. Provide information to residents about appropriate techniques and funding for maintaining historic structures.
- PH-5. Connect residents to resources for technical assistance and funding for housing maintenance and repairs.

**STRATEGIES & RECOMMENDED ACTIONS**

**ECONOMIC VITALITY**

**Enhance the vitality of Rush Hamlet for retail and service businesses.**

EV-1. Revise zoning of land currently zoned Commercial in Rush Hamlet to specifically accommodate a mix of business, residential and civic uses. Incorporate design standards into site plan review criteria to ensure that the traditional hamlet character is maintained.

**Encourage new and expanded business development on undeveloped land that is currently zoned Commercial or Limited Industrial.**

EV-2. Consider expanding the types of uses permitted in the Limited Industrial (LI) and Commercial (C) districts to encourage development within these districts.

EV-3. Revise zoning to include design standards as part of site plan review.

EV-4. Identify specific criteria that would require submittal and approval of an amended site plan, such as an increase in the number of visitors or vehicular trips, to avoid the need for businesses to undergo site plan review for changes that have minimal impacts on neighboring properties.

**Accommodate additional home-based businesses to allow residents to generate income with minimal impact on the surrounding neighborhood.**

EV-5. Revise zoning to allow additional home-based businesses, incorporating standards to minimize impacts on neighboring properties.

**TRANSPORTATION & MOBILITY**

**Improve Safety at Intersections.**

TM-1. Work with residents to identify intersections where sightlines create safety issues to ensure vegetation is properly trimmed to improve safety at these intersections.

TM-2. At intersections on roadways owned by NYSDOT or Monroe County, explore agreements to ensure vegetation is maintained by these organizations to improve safety.

**Improve Access Management**

TM-3. Adopt access management standards that promote safe and efficient traffic throughput while balancing the right to property access.

TM-4. Conduct a study of the I-390 Interchange to facilitate and improve the safety of access to adjoining properties.

**Design streets to be accessible and safe for all road users (“Complete Streets”)**

TM-5. Adopt a Local Complete Streets Policy and Design Guidelines.

**Explore Opportunities for Designated Animal Crossings**

TM-6. Work with NYSDOT and Monroe County to identify wildlife travel corridors and explore opportunities to add dedicated wildlife crossings to keep animals separate from major transportation routes.

**Improve mobility by enhancing alternative modes of transportation.**

**STRATEGIES & RECOMMENDED ACTIONS**

TM-7. Collaborate with the Regional Transit Service (RTS) to examine the feasibility of limited transit service from the Park and Ride lot at I-390.

TM-8. Prepare and implement a bicycle and pedestrian safety plan to improve mobility and safety for bicyclists and pedestrians in Rush Hamlet and elsewhere in the Town. This will include evaluating the potential for road widening to provide shoulders for walkability and to enhance bicycle safety.

**UTILITIES & ENERGY**

**Improve public utilities to meet the needs of the community while maintaining the Town’s rural character.**

UE-1. Continue to work with Monroe County Water Authority (MCWA) to maintain water service and infrastructure within the existing water district.

UE-2. Continue to seek grant funding to extend public water service to areas where on-site supplies are inadequate.

UE-3. Discourage extension of public sewer service where it would lead to development that is inconsistent with the rural character of the community.

UE-4. Work with Monroe County to improve high-speed internet service in underserved areas in the Town.

UE-5. Continue to limit installation of large-scale solar facilities to 150 acres townwide, as specified in Town zoning for Tier 3 facilities, in order to support renewable energy development while retaining rural character and preserving avoid impacts on high quality farmland.

**Encourage renewable energy & energy efficiency improvements to benefit existing buildings and facilities in the Town.**

UE-1. Maintain local laws that accommodate the installation of renewable energy generation facilities for use on-site by farms, residences and businesses in the Town.

UE-2. Continue to limit the installation of large-scale solar facilities in order to retain rural character and avoid impacts on high quality farmland.

UE-3. Install renewable energy and increase energy efficiency in Town facilities.

UE-4. Implement Community Choice Aggregation, or similar energy cost-savings programs for residents, and offer residents a choice whether or not to enroll.

**PARKS, RECREATION & OPEN SPACE**

**Maintain and improve existing Town parks and recreation facilities.**

PR-1. Provide sufficient funding and staffing for the Town Highway Department staff to maintain Town park facilities.

PR-2. Install an aeration system at Stony Brook Park pond and improve the pavilion, trails, parking and picnic areas.

**Improve access to the Lehigh Valley trail.**

PR-3. Maintain and improve existing signage and add new wayfinding and interpretive signage along trails/ trailheads.

PR-4. Maintain and improve parking areas at trailheads in cooperation with Monroe County.

PR-5. Clarify responsibilities for maintenance of the Lehigh Valley Trail and ensure that responsible entities continue to maintain the trail for recreational use. Work with NYS DOT, Monroe County Highway to improve roadways that provide access to the Lehigh Valley Trail to improve safety for bicyclists (see Transportation chapter).

**STRATEGIES & RECOMMENDED ACTIONS**

**Develop additional sites for kayak / canoe launching.**

- PR-6. Identify site(s) that can be accessed through publicly owned land.
- PR-7. Develop a design that accommodates a wide range of physical abilities.
- PR-8. Determine the entity that will be responsible and allocate sufficient staffing and funds for ongoing maintenance.
- PR-9. Allocate funds in the Town budget or obtain grant funding for the development of small boat launches.

**Continue to develop Town of Rush White Springs Farm and the Hundred Acres Nature Park for recreational and conservation use.**

- PR-10. Report on efforts of the Town to consider and accommodate the recommendations in the 2016 report by the Recreational and Agricultural Use Citizens Committee (RACC).
- PR-11. Support citizen-led initiatives to plant trees and develop trails.
- PR-12. Continue partnerships with not-for-profit organizations to provide park and recreational opportunities within Town of Rush White Springs Park and the Hundred Acres Nature Park.

**GOVERNMENT & COMMUNITY FACILITIES**

**Maintain Town government facilities and services in a cost-effective manner.**

- GC-1. Allocate funds and maintain staffing sufficient to properly maintain Town facilities and service.
- GC-2. Continue to partner with neighboring municipalities, County and State governments to coordinate service delivery.

**Continue to provide services to residents in partnership with the Public Library and Recreation Dept.**

- GC-1. Continue to provide funding and staffing to maintain services, facilities and programming that benefit youth, seniors, and other adults.
- GC-2. Maintain and expand partnerships with school districts, other municipalities, State and County government entities and not for profit organizations to deliver high quality services to Rush residents.

**HISTORIC & CULTURAL HERITAGE**

**Integrate historic interpretation with parks and recreational facilities.**

- H-1. Install interpretive signage and/or historic markers or plaques at Mill Site Veteran’s Memorial (Mill Site) Park, Lehigh Valley Trail, Cox Ferry and other Town parks and recreational facilities to educate visitors to parks and recreational facilities about the area historic and cultural heritage.

**Support property owners interested in historic rehabilitation.**

- H-2. Provide information to building owners about ways to maintain historic character of buildings during renovation

**Celebrate Rush’s history.**

- H-3. Work with the Historical Society to sponsor events, distribute information about Town’s history and resources.

**Protect historic and archeological resources.**

- H-4. Prepare a historic resource survey.
- H-5. Ensure that potential impacts on historic and archeological resources are addressed during project reviews.