

Town of Rush

Comprehensive Plan

DRAFT:
September 2023

Prepared by:



and



1. TABLE OF CONTENTS

1. INTRODUCTION	1
2. LAND USE OVERVIEW	5
Overall Land Use Vision	5
Current Conditions	5
Relevant Plans, Programs & Regulations.....	7
Goals, Strategies & Recommended Actions.....	9
Land Use Plan	10
3. RUSH HAMLET	19
Current Conditions	19
Goals, Strategies & Recommended Actions.....	29
4. AGRICULTURE AND FARMLAND	36
Vision.....	36
Current Conditions	36
Relevant Plans, Programs & Regulations.....	39
Goals & Recommendations	45
5. NATURAL RESOURCES & ENVIRONMENTAL PROTECTION.....	48
Vision.....	48
Current Conditions	48
Relevant Plans, Programs & Regulations.....	56
Goals, Policies & Recommended Actions.....	61
6. POPULATION & HOUSING	70
Population	70

Housing	74
Issues & Opportunities.....	80
Goals & Recommendations	82
7. ECONOMIC VITALITY	83
Economic Vitality Vision	83
Current Conditions	83
Goals, Strategies & Recommended Actions.....	86
8. TRANSPORTATION & MOBILITY	88
Current Conditions	88
Issues and Opportunities.....	97
Goals, Strategies & Recommended Actions.....	100
9. UTILITIES & ENERGY.....	102
Existing Conditions.....	102
Relevant Plans, Programs And Regulations	108
Issues & Opportunities.....	111
Goals, Strategies & Recommendations.....	113
10. PARKS, RECREATION & OPEN SPACE	114
Current Conditions	114
Relevant Plans And Programs	127
Issues & Opportunities.....	129
Goals & Recommendations	133
11. GOVERNMENT & COMMUNITY FACILITIES.....	135
Existing Conditions.....	135
Goals, Strategies & Recommended Actions.....	139

12. HISTORY & HISTORIC PRESERVATION	140
Town Of Rush History.....	140
Relevant Plans, Studies & Reports.....	144
Goals, Policies & Recommended Actions.....	150
13. IMPLEMENTATION STRATEGY	151

LIST OF MAPS

Map 1. Regional Setting.....	13
Map 2. Aerial Base Map.....	14
Map 3. Land Cover.....	15
Map 4. Existing Land Use by Tax Parcel.....	16
Map 5. Zoning.....	17
Map 6. Land Use Plan.....	18
Map 7. Agricultural Soil Suitability.....	47
Map 8. Topography.....	64
Map 9. Bedrock Geology.....	65
Map 10: Surficial Geology.....	66
Map 11: Waterbodies & Watersheds.....	67
Map 12: Wetlands & Floodzones.....	68
Map 13: Significant Natural Communities.....	69
Map 16: Community & Recreational Facilities.....	114

LIST OF APPENDICES

- A. Summary of Public Engagement Activities
- B. Community Survey Results (published separately)
- C. Public Workshop Materials (published separately)
 - Rush Hamlet
 - Energy & Infrastructure
 - Traffic & Transportation
 - Parks, Recreation & Trails
 - Land Use & Conservation
- D. Town Budget Overview

1. INTRODUCTION

Purpose

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. The actions recommended to implement the community’s goals include: revisions to land use laws and regulations; investments in infrastructure; and improvement of services for the community. The Comprehensive Plan Update addresses a range of issues facing the Town of Rush and balances competing needs and interests in the community. This document replaces the previous Rush Comprehensive Plan that was adopted in 1993.

Legal Basis

The Comprehensive Plan has been prepared pursuant to NYS Town Law §272-a, which specifies that the Town Board is responsible for preparing and adopting a Comprehensive Plan. As the law also permits the Town Board to delegate this responsibility to an ad hoc committee established for the express purpose of preparing Comprehensive Plans, the Town Board appointed the Comprehensive Plan Update Committee (CPUC) to guide the preparation of the Comprehensive Plan.

The Comprehensive Plan is a policy document that does not in itself have the force of law. However, the Plan will guide changes in Town laws and regulations, funding decisions, and other Town actions during the next 20 years. As specified in NYS Town Law Section 272-A.11, zoning and other land use regulations should be consistent with the Comprehensive Plan. However, the purpose of a land use plan is as a general guide over a period of time; zoning is more specific and has the force of law.

Process of Preparing the Plan

A Comprehensive Plan Update Committee (CPUC), which was appointed by the Town Board to guide the preparation of the Comprehensive Plan, met regularly throughout 2021, 2022 and 2023 to coordinate the preparation of the Plan.

Members of the Comprehensive Plan Committee included representatives from the Town Board, Planning Board, and Conservation Board as well as from community groups and other residents. The following persons participated in the preparation of the Comprehensive Plan:

Name	Affiliation
Carl Ast	Member – Planning Board
Dan Chase	Town Board Liaison and Member - Agriculture
Joan Dupont	Member - Planning
Donna Ehrhart	Former Member and Co-Chair (4/2021–1/2022)
James Kolb	Member - Business
Robert Kraus	Recorder – Land Conservation
Lori Gysel	Former Member - Market Access
Ryan Lang	Former Town Board Liaison (4/2021–1/2022) – Law Enforcement
Julia Lederman	Member – Conservation Board
Steve McPherson	Former Member – Planning Board (4/2021–1/2022)
Sue Mee	Member – Town Historian
John Morelli	Coordinator (2/2022–present) – Planning Board
Janet Ragaisis	Member – Rush Seniors
Marianne Rizzo	Member – Rush Recreation and Park Association
Don Sweet	Member and Former Co-Chair (4/2021–1/2022) - Agriculture

Jeff Werner	Former Member (4/2021-?/2022) - Agriculture
Dan Woolaver	Member and Former Town Board Liaison (2/2022-12/2022) – Business

The Comprehensive Plan update process began in 2021 with the formulation of a Town-wide committee. Initial public outreach included a survey of Town residents along with an August 9, 2021 Public Forum to solicit additional opinions.

In 2022, the Town retained LaBella Associates, a planning consulting firm based in Rochester, New York, to facilitate the planning process and prepare the plan document.

The CPUC engaged the public through mailings, workshops, meetings, and notices. A complete list of public outreach activities is in Appendix A.

Public involvement included five on-line public workshops during summer and fall of 2022 on the following topics:

- Rush Hamlet (8/17/22)
- Energy & Infrastructure (9/21/22)
- Traffic & Transportation (10/5/22)
- Parks, Recreation & Trails (10/19/22)
- Land Use & Conservation (11/16/22)

Public involvement also included Zoom access to most CPUC meetings; displays and flyers distributed at the Carnival Parade and at the Rush Fall Festival; and the availability of a special Comprehensive Plan website (rushcomprehensiveplan.com) describing the process and providing links as appropriate.

Another survey of Town residents was conducted in January 2023. Some 2,810 surveys were mailed or otherwise delivered to Rush residents and produced a dramatically robust 33 percent response rate.

The CPUC presented the overall elements of the plan at a public open house on June 13, 2023. A draft Comprehensive Plan document was made available for public review from August 3 through August 22. After incorporating comments, the CPUC referred the draft Plan to the Town Board on September 13, 2023.

The Town Board held a public hearing on _____ prior to adopting the Comprehensive Plan on _____.

Plan Organization

The **Land Use Overview** presents an general view of the community, summarizes the issues addressed in each chapter, and shows how the individual topics relate to one another. It also presents an introduction to zoning and subdivision regulations, which are the primary tools available to the Town to help achieve the land use goals of the Plan.

The **Land Use Plan Map** presents Town policy regarding land use and will be used as a guide to creating land use management policies and coordinating future development. Recommendations are included for zoning changes in the Town.

The other chapters of the Comprehensive Plan address the major issues identified by the community:

- Land Use Overview
- Rush Hamlet
- Historic Context
- Farmland & Agriculture

- Natural Resources & Environmental Protection
- Population and Housing
- Business & Economic Development
- Transportation
- Energy & Utilities
- Parks, Recreation and Open Space
- Government & Community Services

Each chapter of the Plan includes:

- Current Context
- Issues & Opportunities
- Relevant Plans & Programs
- Goals & Recommended Actions.

The **Implementation Strategy** summarizes the recommended actions by topic and indicates the proposed time frame, responsible agencies, and partners. A summary of the recommended actions by time frame provides a year-by-year guide to implement the Plan.

How to Use this Plan

The Rush Comprehensive Plan Update represents the policy of the Town for decisions relating to land use and zoning, infrastructure investment, housing policy, economic development, parks and recreation, government services, farmland protection, and the conservation of natural resources.

This document can be used in several ways, including:

- to understand the community's priorities;
- to guide decisions of Town government officials;
- to support grant applications; and
- as a reference document.

Understand Community Priorities

The public engagement activities helped to inform the issues and recommendations for each section of the Plan. Analysis of the issues and opportunities identified during the planning process form the basis for the recommended actions in the Plan.

Guide Town Government Decisions

The recommended actions and implementation strategy identify specific steps that Town government officials, and their community partners can take to implement the policies in the Plan. The Implementation Strategy table identifies the entity responsible for each recommended action, as well as the relative priority or time frame. This table should be used by the Town Board – as well as other boards, committees, or officials assigned the responsibility to guide implementation – at least annually to review which actions have been accomplished; which should be pursued in the next few years; which need to be modified; and which if any are no longer needed.

Support Grant Applications

Grantors are more likely to fund projects that are recognized as priorities for the community and identified following an inclusive and deliberative process. As the Comprehensive Plan represents the official, adopted policy of the Town, projects and activities specifically recommended in the Plan have a better chance of being funded than other projects. Some grant programs award more points in the competitive evaluation of applications to projects that are recommended in adopted Comprehensive Plans.

Reference

The Comprehensive Plan includes statistics, maps, and general information about the community. The data and maps document the current conditions of the community based on available data.

Monitoring and Updating the Plan

The Plan reflects a deeply considered consensus about priorities and directions for the Town for at least the next two decades (- through 2043). Good planning requires that these priorities and directions remain constant to the extent possible. Over time, however, methods used to implement these priorities may need to change and may require appropriate updates to the Comprehensive Plan. The Town Board may enlist members of local boards and other community representatives to assist with reviewing and updating the Plan, as they may have information and insight to assist in determining how the Plan should be revised. As with the initial adoption of the Comprehensive Plan, any future amendment to the Plan will require an updated environmental review pursuant to the NY State Environmental Quality Review Act (SEQRA) and a public hearing to provide members of the public an opportunity to comment.

Plan Implementation

Town officials are responsible for implementing the Comprehensive Plan. It is recommended that the Town Board review the implementation strategy annually, document the status, and determine:

- actions that have been accomplished;
- actions which are no longer required or relevant; and
- actions which should be a priority during the upcoming year.

For each of the priority actions, the Town Board will be responsible for timely completion.

The table in the Implementation Strategy will be distributed to all Town boards with a recommendation that it be reviewed annually.

2. LAND USE OVERVIEW

OVERALL LAND USE VISION

Land use in the Town of Rush will continue to be primarily agricultural and residential with primarily single-family dwellings on rural lots throughout the Town. Rush Hamlet will be the center for commercial and civic uses with a mix of residential and additional small businesses. Design standards, updated zoning, and homeowner education will help to maintain historic resources and the traditional pattern of development. Environmental protections will be encouraged to maintain the water quality of Honeoye Creek, Genesee River, and other waterbodies for natural, scenic, and recreational benefits. Publicly owned natural open spaces will be maintained and enhanced for conservation and recreation.

CURRENT CONDITIONS

Regional Setting

The Town of Rush is located in western New York, in the southern portion of Monroe County, approximately 12 miles south of the City of Rochester. The Genesee River forms the Town's western boundary. Rush is bounded on the north by the Town of Henrietta, on the east by the Town of Mendon, and on the south by the Town of Avon in Livingston County.

The Town is primarily rural and agricultural, with large areas of wetlands and woodlands. Rush Hamlet is a center for civic and business uses and a relatively concentrated residential community. I-390 and NYS Routes 15 and 15A offer convenient access to Rochester and its suburbs.

Land Cover

Most of the Town of Rush land area is agricultural, woodlands, and other open space. Based on land cover data, agricultural is the predominant land use, with approximately 9,853 acres (50.1%) in pasture, hay, or cultivated crops. Forested land comprises 28% of the Town's land area and 10% is wetlands. Approximately 10% of the land area is developed. (See Map 2: Aerial View and Map 3: Land Cover.)

Table 1. Land Cover

Town of Rush Land Cover		
Cover Type	Acres	%
Pasture/ Hay/ Cultivated Crops	9,853	50.1%
Forest	5,579	28.4%
Shrub/ Scrub	154	0.8%
Grassland/ Herbaceous	44	0.2%
Water	133	0.6%
Wetlands	1,937	9.9%
Developed	1,926	9.8%
Barren Land (e.g., rock outcroppings, previously mined land)	20	0.1%
	19,646	100.0%

SOURCE: 2019 National Land Cover Database (NLCD)

LAND USE OVERVIEW

Land Use by Tax Parcel

Map 4: Existing Land Use by Tax Parcel depicts the land use categories of the 1809 tax parcels in the Town. Parcels comprise approximately 19,018 acres in the Town. The remainder of the Town’s land area is in roadways and waterways. The predominant land uses are agricultural, residential, and recreation. The table below summarizes the number of parcels and acreage by general land use classification, based on 2022 real property tax records.

Table 2. Parcels by Land Use Classification, 2022

	# parcels	acres	% of total	
			parcels	acres
Agricultural	120	8,541.7	8.1%	44.9%
Residential	1,375	5,119.5	74.5%	26.9%
Vacant	222	2,003.7	12.3%	10.5%
Commercial	28	77.7	1.5%	0.4%
Industrial	4	19.7	0.2%	0.1%
Parks / Recreation / Conservation	10	823.2	0.6%	4.3%
Other Government/ Community Services	34	1,560.2	1.9%	8.2%
Utilities / Transportation	13	629.2	0.7%	3.3%
Conservation	3	242.9	0.2%	1.3%
	1809	19,017.8	100.0%	100.0%

The 1,375 residential parcels in the Town cover approximately 5,119 acres. Residential parcels comprise 76% of the Town’s parcels and 27% of its land area (in parcels). Single family dwellings comprise 97% of all residential parcels and 74% of all parcels in the Town. Based on tax parcel data, there are approximately 20 2-family dwellings, four 3-family dwellings, one seasonal dwelling, seven parcels with multiple dwellings, and two parcels with apartments (four or more units). Additional information about housing is in the Housing section of this Plan.

Agricultural uses are located on 120 parcels and 8,542 acres in the Town. In addition, 27 residential parcels on 1,016 acres include agricultural uses. Additional information is in the Farmland & Agriculture section of this Plan.

Existing business uses include: several small, primarily service-oriented businesses in Rush Hamlet; office storage; and manufacturing businesses on the east side of West Henrietta Road just south of the I-390 interchange; an auto dealership southwest of the intersection of NYS Route 15 (West Henrietta Road) and 251; , the High Tech Drive business park east of Route 15 at the northern border of the Town; and a few businesses on small lots elsewhere in the Town (See Map 4: Existing Land Use by Tax Parcel). Additional information is in the Economic Vitality section of the Plan.

Parcels classified as “Park and/or Recreation” include (Town of Rush White Springs Farm, the Hundred Acres Nature Park), Stony Brook Park, Veterans’ Memorial (Mill Site) Park, the Lehigh Valley Trail, the NYS Oak Openings Unique Area, and the Golah Road Town-owned land. (See the Parks & Recreation section of this Plan for more information). Other recreation facilities in the Town include the Firemen’s Field, Rotary Sunshine Camp, Rochester Brooks Gun Club, and two privately owned golf courses.

Government and community facilities include the Rush Town Hall and Library, several cemeteries, an elementary school, group homes for people with disabilities, publicly owned land used by New York State

LAND USE OVERVIEW

for a juvenile justice facility, and a Monroe County detention facility. Additional information is in the Government and Community Facilities section of the Plan.

Many civic and recreational parcels are located in Rush Hamlet. See the Rush Hamlet section for additional information.

Development Trends

New development in the Town of Rush over the past several years has been almost entirely residential. Between 2010 and 2022, 61 single family residences were constructed, an average of five per year. No business or industrial buildings were constructed during this timeframe. Between 2000 and 2009, 104 residences and one manufacturing facility (Global Precision at the High Tech Drive business park) were constructed in the Town.

Year Structure Built	Current Use	
	Residential	Non-Residential
2021 - 2022	8	0
2010 -2020	53	0
2000 - 2009	105	1
1990 - 1999	164	11
1980 - 1989	210	17
1970 - 1979	140	15
1960 - 1969	239	5
1950 - 1959	129	1
1901 - 1949	92	0
1900 or earlier	244	2
	1384	51

SOURCE: Real Property Tax Records

RELEVANT PLANS, PROGRAMS & REGULATIONS

Land Use Regulations

Town Zoning

The Town of Rush [Zoning Code](#) establishes ten zoning districts – six residential and four business districts. (See Map 5: Zoning.) For each zoning district, the zoning code specifies the permitted principal uses, permitted accessory uses, and uses that require a special permit from the Town Planning Board. Residential and business principal uses require site plan review from the Planning Board. Uses allowed with a special use permit may possess unique and special characteristics and each specific use requires approval by the Town Planning Board. For each zoning district, the code specifies minimum lot area and setbacks from front, rear, and side lot lines. Table 4, below, summarizes the principal and special permit uses allowed in each of the Town’s zoning districts, as well as the minimum lot area.

The Town zoning code also includes regulations for signage, outdoor lighting, off-street parking, waste disposal, and outside storage as well as specific requirements for such uses as accessory apartments, telecommunications towers, solar energy systems, and battery energy storage systems.

RUSH COMPREHENSIVE PLAN

DRAFT: 8/25/23

LAND USE OVERVIEW

Table 3. Zoning Districts and Uses

District	Permitted Principal and Special Permit Uses; Minimum Lot Area
R-20 Residential	Permitted Uses: Single family dwelling; Library, public service buildings, parks; Farming, farm stands
	Special Permit Uses: Churches; schools; hospitals; Public utilities; Recreation facilities; Cemeteries; 2-family dwelling; Commercial stables, kennels; Gravel mining; Recreational structures; Seasonal farm stands; Outside storage of commercial equipment and vehicles
	Minimum Lot Area: 20,000 sq. ft.
R-30 Residential and RR-5 Rural Residential	Permitted Uses: Single family dwelling; Library, public service, parks; Farming
	Special Permit Uses: Colleges; Golf courses, country clubs; Not-for-profit recreational facilities; Churches, schools, hospitals; Public utilities; Recreation facilities; Cemeteries; 2-family dwelling; Commercial stables; Kennels; Gravel mining; Recreational structures; Seasonal farm stands; Outside storage of commercial equip. & vehicles
	Minimum Lot Area: R-30: 30,000 sq. ft. RR-5: 5 acres
R-MD Multiple Dwelling Residential	Permitted Uses: Multiple dwellings and accessory garages; Single family dwelling
	Special Permit Uses: Townhouse clusters and developments; Churches, schools, hospitals; Recreation facilities; 2-family dwelling; Commercial stables; Kennels; Gravel mining; Recreational structures; Seasonal farm stands; Outside storage of commercial equipment and vehicles; Colleges; Golf courses, country clubs
	Minimum Lot Area: 5,500 sq. ft. per dwelling unit, total area not less than 2 acres
R-MH Mobile Home Residential	Permitted Uses: Single family dwelling; Library, public service, parks; Farming; Mobile home parks
	Special Permit Uses: Telecommunications towers
	Minimum Lot Area: 10,000 sq. ft. per dwelling unit, total area not less than 5 acres
R-TH Townhouse Residential	Permitted Uses: Townhouse clusters and developments; Garages, maintenance buildings, recreational areas, club houses for use of residents of the development and their guests
	Special Permit Uses: Telecommunications towers
	Minimum Lot Area: 10,000 sq. ft. per dwelling unit, total area not less than 1 acre
C Commercial	Permitted Uses: Retail and personal service businesses; offices and office buildings
	Special Permit Uses: Gas stations (not within 500 ft. of other gas station); Public utility; communications (except telecommunications towers); Residential structures
	Minimum Lot Area: 1 acre
RB Restricted Business	Permitted Uses: Offices, medical and other services; public buildings, Farming; animal boarding
	Special Permit Uses: Essential services; bed-and-breakfast inns; nursery school or day care; telecommunications towers
	Minimum Lot Area: 1 acre
I Industrial	Permitted Uses: None
	Special Permit Uses: Industrial uses which are conducted wholly within a building; Research and development laboratories; Wholesaling, warehousing and distribution businesses; Public utility or communications installations
	Minimum Lot Area: 1 acre
LI Limited Industrial	Permitted Uses: Scientific or engineering research and/or experimental development of materials, methods or products; Engineering design of products; Manufacture of: electric, electronic or optical instruments or devices; scientific, laboratory and process control instruments and devices; computers and data processing equipment; Light manufacturing, assembling, fabricating or packaging of products; Testing and repairing of the products or type of products which may be manufactured in the district; Support services for the facilities and employees of the district; Offices for professional, executive, engineering and administrative purposes (limited to 45% of land area in District); Retail and service-type commercial businesses (max. 5% of land area in District).
	Special Permit Uses: Uses Planning Board deems to be similar and compatible; Distribution centers (subject to conditions); Telecommunications towers; Sexually oriented businesses
	Minimum Lot Area: 1 acre

Subdivision Regulations

The Town’s subdivision regulations authorize the Town Planning Board to review and approve the division of a parcel of land into two or more parcels, as authorized by NYS Town Law. The regulations specify the procedures for review and criteria for approval.


GOALS, STRATEGIES & RECOMMENDED ACTIONS

Goal: Maintain the agricultural and rural residential character of the Town.

The existing sparse pattern of residential development, large areas of agricultural land, and extensive natural resources contribute to the rural character of the Town of Rush. Balancing land conservation with appropriate new development is essential to maintaining the Town’s rural character. New development in the Town needs to be consistent with the Town’s rural character.

Based on responses to the Community Survey, residents are split in their opinions about encouraging new development in the Town.

Community Survey Results



Overall, 18% of survey respondents believe it is “very important” and 37% “somewhat important” to “encourage more development” in the Town, and 43% think it is “not at all important.” Among all respondents, 67% think that the Rush Hamlet should be “primarily the way it is now—but with more small businesses.”

Additional small businesses would be welcome in the hamlet. In other locations, business development should be designed to minimize impacts on the character of the area.

Goal: Protect natural resources and environmental quality.

Extensive areas of natural resources, including woodlands, wetlands, and waterbodies, contribute to the rural character that is valued by Rush residents. While most of the wetlands, stream and river beds, and some woodlands are protected through federal and State regulations or ownership, protection of most of the natural resources in the Town relies on responsible stewardship of private landowners. (See also Chapter 5: Natural Resources.)

Goal: Retain prime farmland for agricultural use.

Keeping prime farmland in agricultural production will help to maintain the open spaces that contribute to the Town’s rural character and ensure that the extensive prime agricultural soils, a valuable resource, remain available for agricultural production. (See also Chapter 4: Agriculture & Farmland.)

Goal: Maintain Rush Hamlet as a small center for business, civic, residential, and recreational uses.

See Chapter 3: Rush Hamlet.

Goal: Accommodate new business development in appropriate locations.

Available land in areas currently zoned for business and limited industrial use appear to provide sufficient land for additional business development. (See Economic Vitality chapter for additional analysis.) Many types of business uses can be sited in these areas despite the lack of public sewer service.

Strategies and Recommended Actions

Strategy: Revise zoning to advance the goals and vision of the Town's Comprehensive Plan consistent with the Land Use Plan.

The Town of Rush will revise zoning regulations to align with the goals and strategies of the Comprehensive Plan Update and the Land Use Plan.

Recommended Actions

- 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 from commercial and industrial uses.
- LU-4. Reevaluate or eliminate the existing Mobile Home (MH) zoning district and rezone if appropriate.
- LU-5. Enact additional protections for sensitive natural areas, including provisions to limit removal of natural vegetation along stream corridors.
- LU-6. Ensure that the Town's zoning does not unreasonably restrict standard farm practices and supports agriculture-related businesses.

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 a 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. The Land Use Plan describes general areas with distinct characteristics and is intended to guide updates to the Town's Zoning map and regulations.

The Land Use Plan Map delineates the following land use categories:

- Hamlet Mixed Use;
- Hamlet Residential;
- Agricultural/ Rural Residential;
- Commercial/ Limited Industrial; and
- Government, Recreation & Community Service.

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. Small-scale service and retail businesses are encouraged. Single family residences are permitted, as well as accessory apartments, and dwelling units within mixed use buildings. Lot size and setback requirements should be consistent with existing development patterns. Design guidelines will help to maintain the character of the hamlet. The Hamlet Commercial area aligns with the existing Commercial zoning district, except for those parcels devoted to government, recreation, or community service uses.

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. The boundaries of the Hamlet Residential area align with the existing R-20 zoning districts and the R-MD zoning district along the north side of Rush Lima Road east of NYS Route 15A. (Note that this designation does not include the R-MD zoning district along Rush West Rush Road to the west.)

Agricultural/ Rural Residential

Most of the land area in the Town is designated Rural Residential. This area is intended to accommodate continued agricultural use as well as rural residential development. Areas designated Rural Residential include all of the existing R-30 Residential zoning districts as well as two areas currently zoned R-20, and a small area currently zoned R-MH.

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. A variety of business uses would be suitable in these locations, such as offices for professional and personal services, dealerships, retail, manufacturing within enclosed buildings, and storage facilities. Zoning for these areas should allow a wide variety of business and limited industrial uses subject to design and performance standards to limit impacts on surrounding areas and community character. Design standards should be administered through the Planning Board's site plan review process. The requirement to obtain a special use permit should be limited to specific uses that would be more likely to impact the community, such as motor vehicle sales and service or certain types of industrial uses.

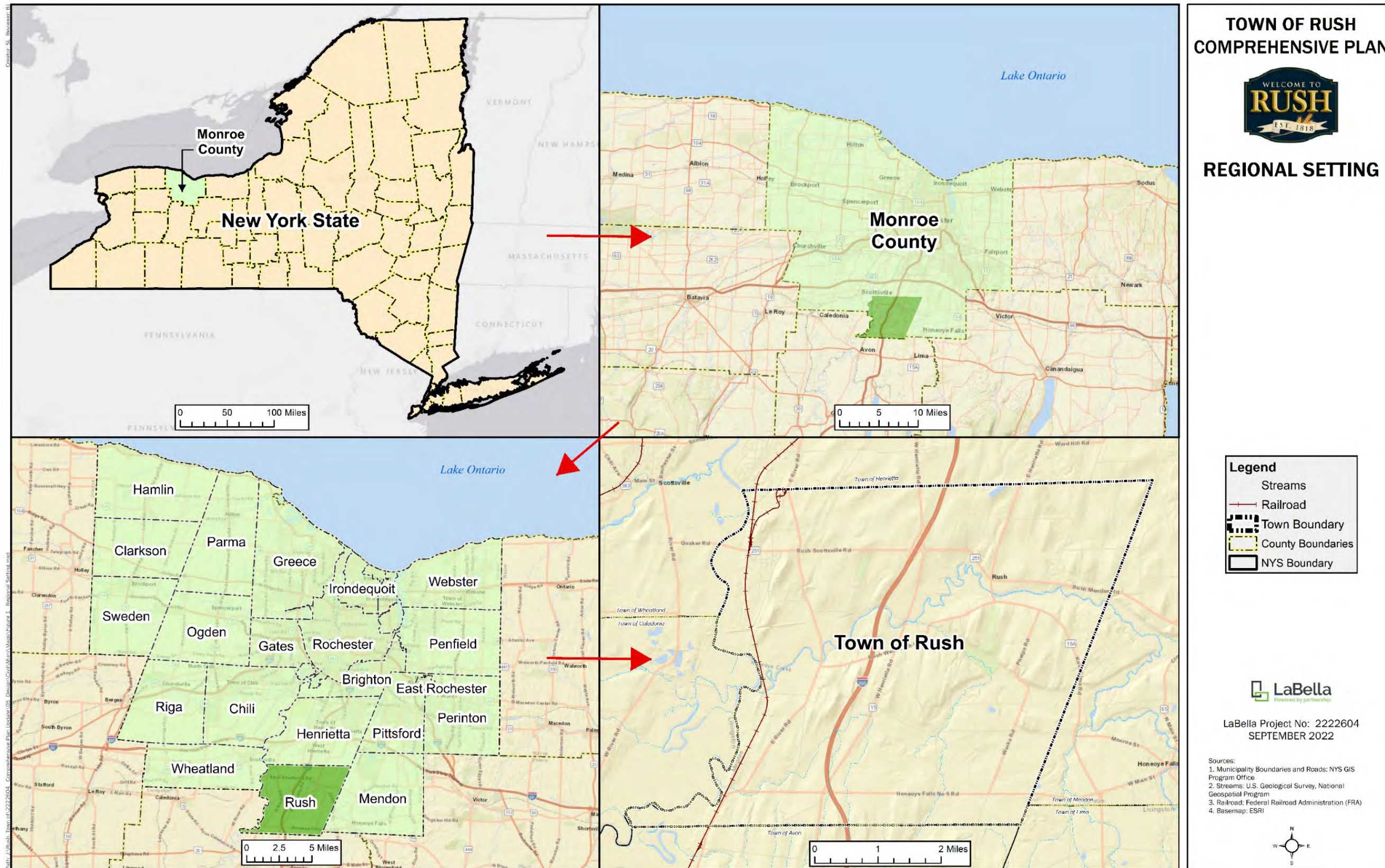
Government, Recreation & Community Service

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. The zoning of these areas will not affect the uses, as these areas are expected to remain in public ownership and use.

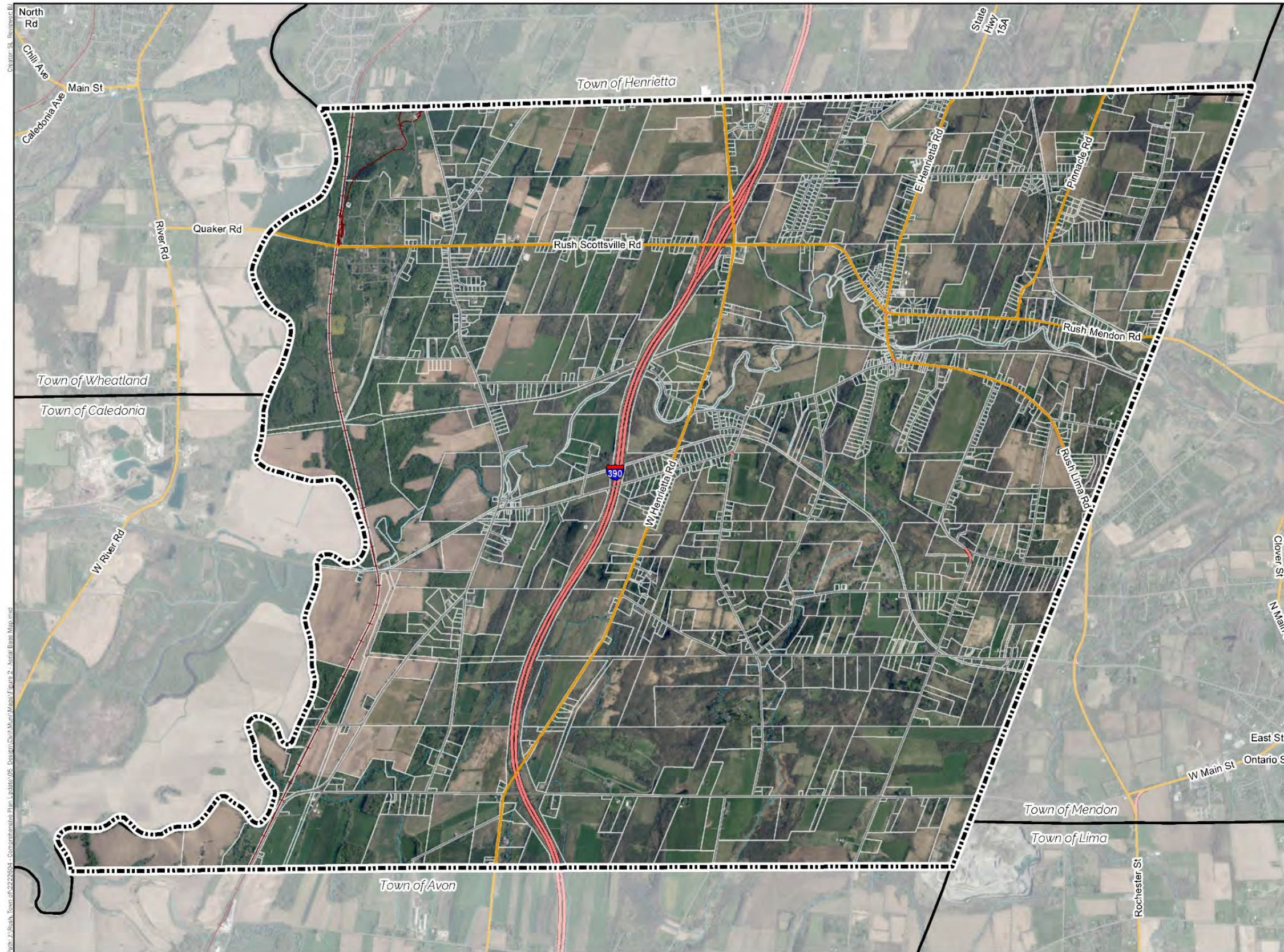
Natural Resource Conservation Areas

The Land Use Plan map shows wetlands protected by State and Federal agencies, flood hazard areas, and stream corridors as a Conservation Overlay. These areas are generally not developable and have value for maintaining wildlife habitat and preventing flood damage. 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.

Map 1. Regional Setting




Map 2. Aerial Base Map



Path: J:\Buck_Town\02222604_ConceptualPlan_L1\Photo_05_Desktop\ChiliMainMap\Figure 2 - Aerial Base Map.mxd
 C:\Users\SL_Review\B1


**TOWN OF RUSH
COMPREHENSIVE PLAN**



AERIAL BASE MAP

Legend


- Interstate 390
- State Highway
- Local Road
- Streams
- Railroad
- Parcels
- Town Boundary
- Other Municipal Boundaries



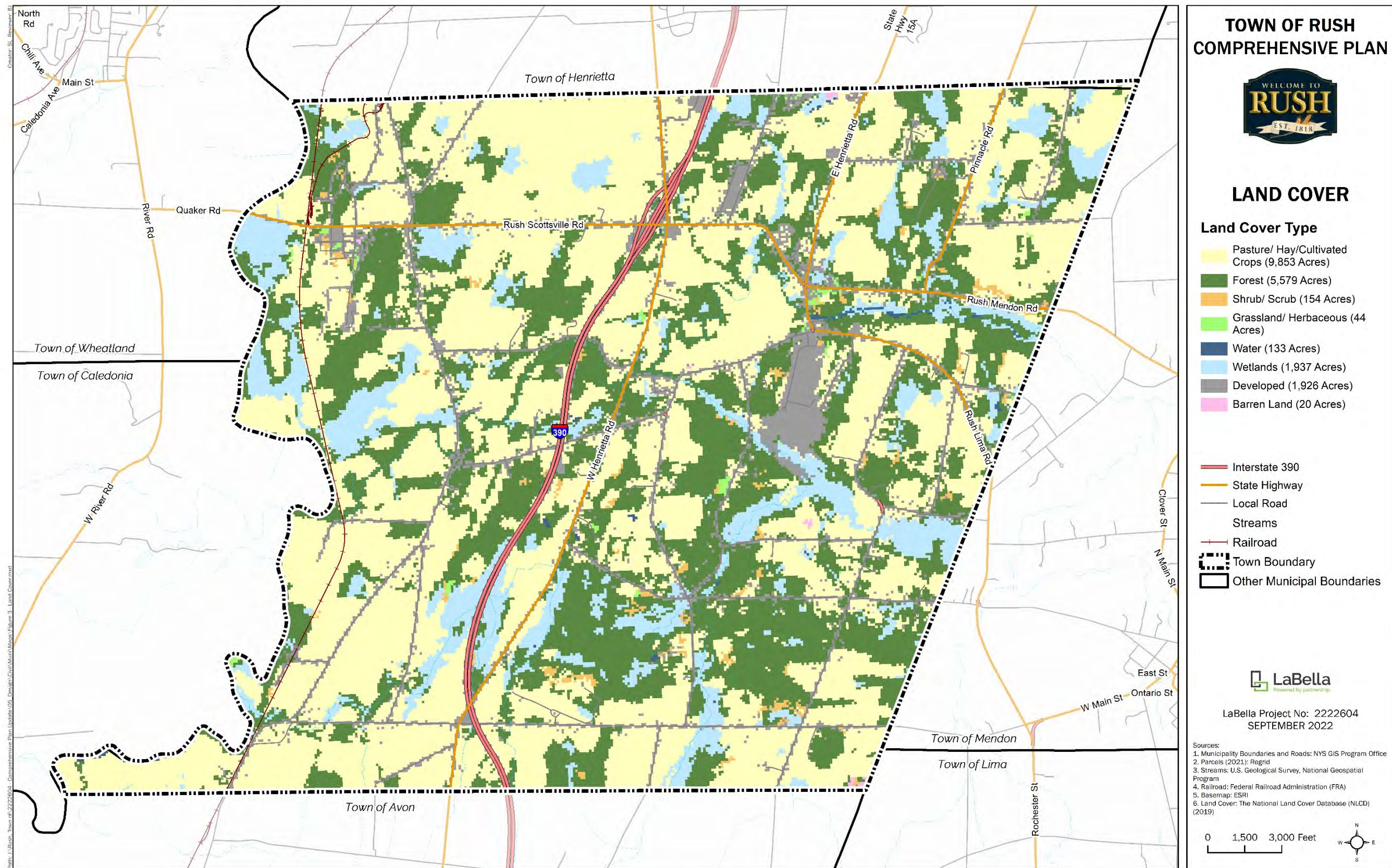
LaBella Project No: 2222604
SEPTEMBER 2022

Sources:
 1. Municipality Boundaries and Roads: NYS GIS Program Office
 2. Parcels (2021): Regrid
 3. Streams: U.S. Geological Survey, National Geospatial Program
 4. Railroad: Federal Railroad Administration (FRA)
 5. Basemap: ESRI

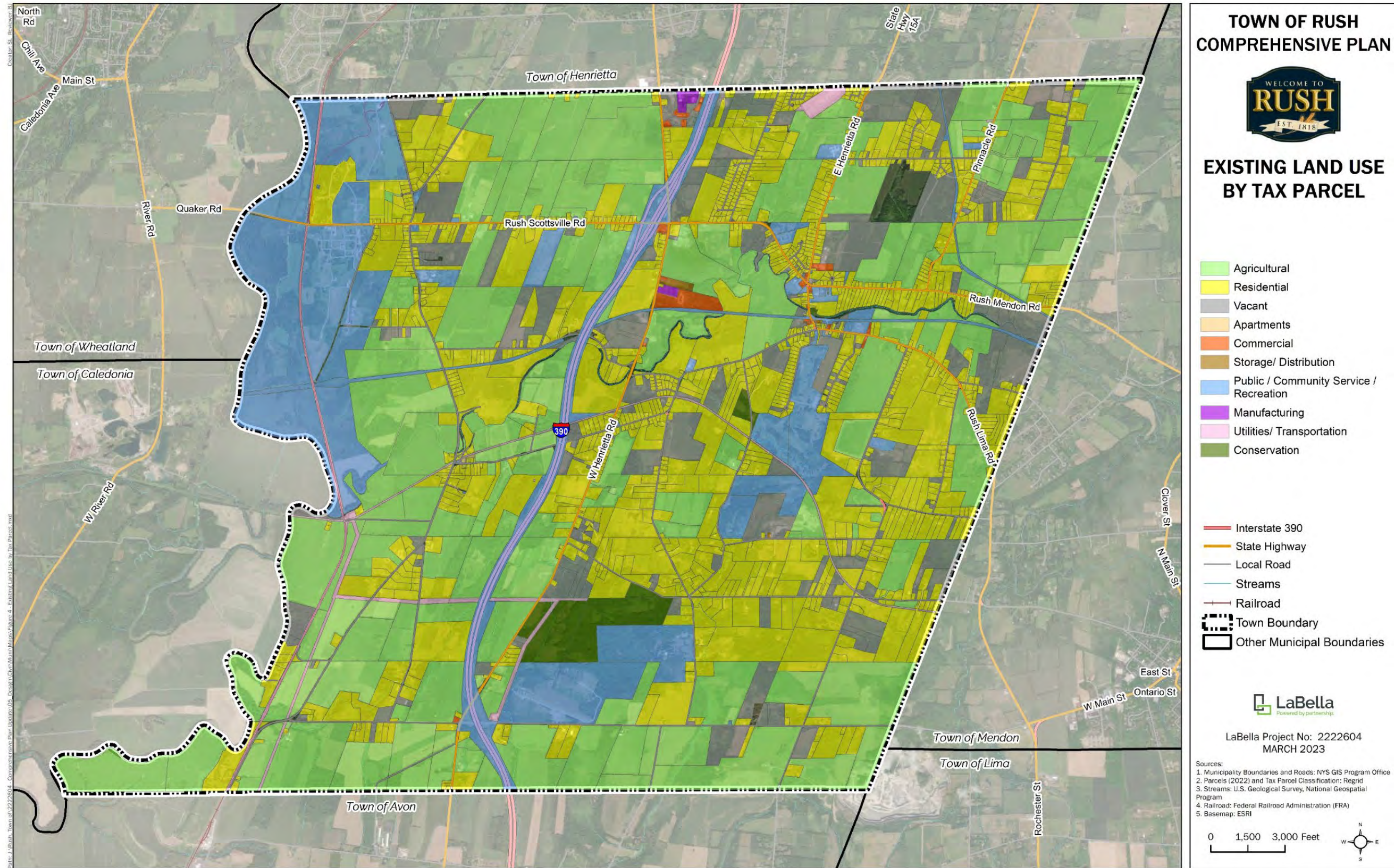
0 1,500 3,000 Feet



Map 3. Land Cover



Map 4. Existing Land Use by Tax Parcel



**TOWN OF RUSH
COMPREHENSIVE PLAN**



ZONING

Zoning Districts

- Residential District (R-30)
- Residential District (R-20)
- Multiple Dwelling Residential (R-MD)
- Mobile Home Residential District (R-MH)
- Commercial District (C-C)
- Limited Industrial District (LI)

Overlay Zones

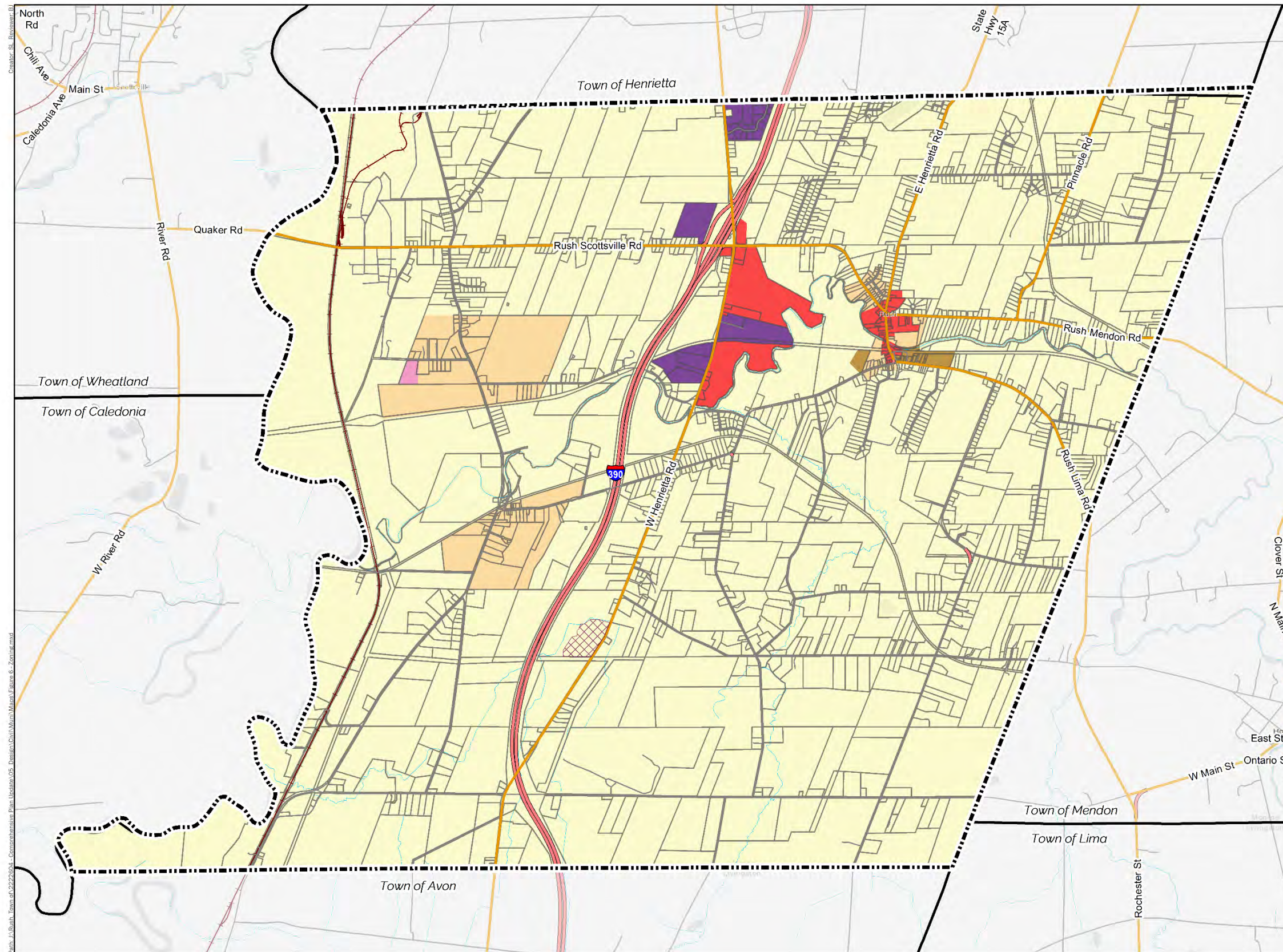
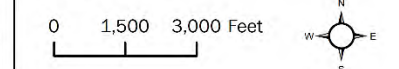
- Solar Energy Systems Overlay District (Solar Ovl)

- Interstate 390
- State Highway
- Local Road
- Streams
- Railroad
- Town Boundary
- Parcels
- Other Municipal Boundaries



LaBella Project No: 2222604
SEPTEMBER 2022

- Sources:
1. Municipality Boundaries and Roads: NYS GIS Program Office
 2. Parcels (2021): Regrid
 3. Streams: U.S. Geological Survey, National Geospatial Program
 4. Railroad: Federal Railroad Administration (FRA)
 5. Basemap: ESRI
 6. Zoning: Monroe County Dept. of Planning & Community Development



**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

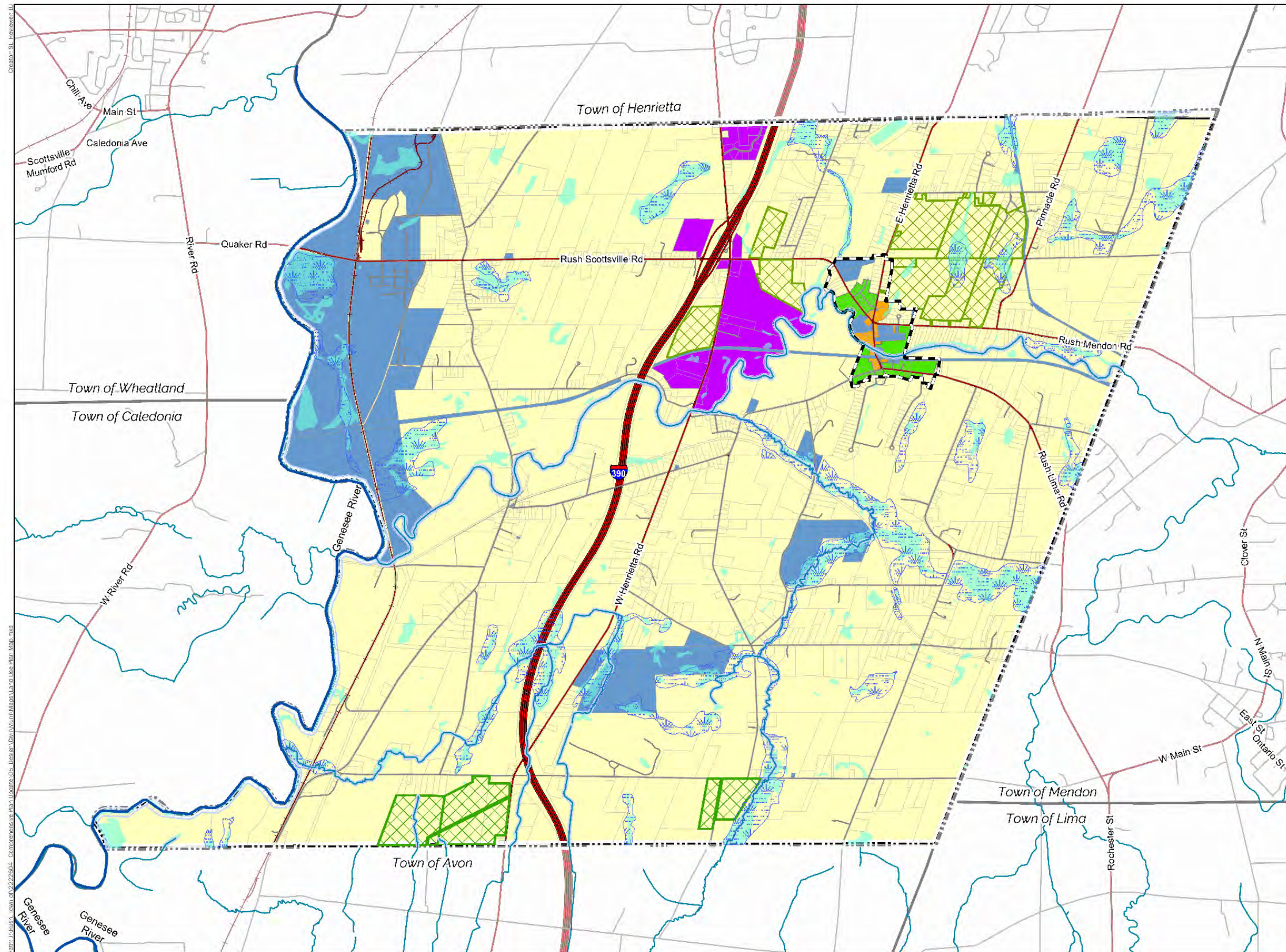
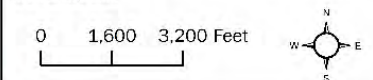
- Wetlands (DEC)
- Flood Zones
- Stream Buffer
- Wetlands (NWI)
- Preserved Farmland

- Hamlet Area
- Interstate Highway
- State Highway
- Local Road
- Streams
- Railroad
- Town Boundary
- Other Municipal Boundaries
- Tax Parcel Boundaries



LaBella Project No: 2222604
JULY 2023

- Sources:
1. Municipality Boundaries and Roads: NYS GIS Program Office
 2. Parcels (2021) and Tax Parcel Classification: Regrid
 3. Streams: U.S. Geological Survey, National Geospatial Program
 4. Railroad: Federal Railroad Administration (FRA)
 5. Basemap: ESRI



3. RUSH HAMLET

CURRENT CONDITIONS

Rush Hamlet is the historic center of the Town of Rush and a center for civic services, recreation, residences, and businesses. Located around the intersection of NYS Routes 15A and 251, the Hamlet is easily accessible by car from all four directions.

History

Before the arrival of European settlers in the early 1800s, Native Americans lived on this land. The Senecas, one of the six Iroquois Nations, lived, hunted, and were buried on land throughout Rush and the surrounding areas.

The natural power of the briskly flowing Honeoye Creek prompted the early nineteenth-century European settlers to construct a dam and flour mill, making the Rush Hamlet an important center of community life and commerce. The mill site is now Rush Veterans Memorial Park.

Several extant buildings in the hamlet were constructed in the 1800s and are among the oldest in the Town.

Community Identity

Rush Hamlet draws people from all over the Town and region to the Town Hall and Library, Town Park Pavilion and gazebo; community events such as the Firemen’s Carnival; and local businesses such as the Rush Creekside Inn. Many visitors have their pictures taken at the wrought iron railing overlooking the former mill site.

Land Use & Zoning

Land use in Rush Hamlet is a mix of business, residential, and civic uses. Compact development pattern is typical of a historic hamlet, with residential and business uses intermingled.

Government & Community Services

The Rush Town Hall, Rush Public Library, Rush Fire Department, a U.S. Post Office, and three churches are located in Rush Hamlet. The Rush Town Hall was originally built in 1936 as a Works Progress Administration project. The Rush Public Library was established in 1914 and moved to the Rush Town Hall.

The Rush Volunteer Fire Department formed in 1920 and the Rush Fire District was established in the mid-1920s. Rush Ambulance service began in 1939 and the Rush Firemen’s Ladies Auxiliary formed in 1948. The existing firehouse was constructed in 1972; the addition was built in 2001. The Fire Company sponsors an annual carnival to raise money for equipment.

The U.S. Post Office is stationed in a former school. The Pine Hill Cemetery is located at the northwestern end of the hamlet. Churches include Rush United Methodist Church, Shiloh Church of God in Christ, and St. Joseph’s Catholic Church.

Businesses

Businesses in the hamlet include restaurants, a hair salon, auto repair shops, professional offices, and agricultural buildings.

As of Fall 2022, the following businesses were located in the hamlet:

- Chase’s Greenhouses, 4874 E. Henrietta Road
- Creekside Inn, 6071 E. Henrietta Rd.
- Joelle’s Lane of Hair Design, 4982 E. Henrietta Road
- Landmax Data Systems, 5919 E. Henrietta Road
- Miller Plumbing, 6018 E. Henrietta Road
- Montesano’s Pizza, 2 Park Lane
- Mobil Station/ 7-Eleven, 5947 E. Henrietta Road
- Papa’s Auto Repair, 5970 E. Henrietta Road
- Rush Auto Repair, 5986 E. Henrietta Road.

In addition, several residents operate businesses out of their homes.



Photo 1. State highways and auto-oriented land uses in the hamlet

Residential

Rush Hamlet is home to approximately 350 people in 200 housing units. Most of the dwellings are single family residences. There are a few 2-family and 3-family dwellings, and apartment building.

Utilities

There is public water throughout the Hamlet but no public sewer service.

Traffic and Transportation

The intersection of two State highways - NYS Routes 15A (East Henrietta Road) and 251 (Rush Scottsville Road) - form the center of the Hamlet. Average daily traffic volumes (based on 2019 counts) are highest along Route 251 between Middle Road and Route 15A, with 4,596 westbound and 4,374 eastbound. Average daily traffic along Route 15A is 4,159.

Zoning

The center of the Hamlet is zoned Commercial. Permitted business uses include retail and personal service businesses and offices. Gas stations are allowed with a special use permit, provided there is no other gas station within 500 feet. Residential structures also require special use permits from the Planning Board. Minimum lot size is one acre. Buildings need to be set back at least 140 feet from the center line of the State and County highways and 100 feet from the center line of Town roads.

Outside the Commercial zoning district, land in the Hamlet is zoned R-20, R-30, and R-MD. Permitted uses in the R-20 and R-30 districts include single family dwellings, library, public services, and parks. In the R-MD district, multiple family dwellings are also permitted.

In the R-20, R-30, and R-MD districts, uses allowed with a special use permit include:

- Churches, schools, hospitals;
- Horticultural nurseries;
- Recreation facilities operated by membership organizations, non-profit;
- 2-family dwellings;
- Commercial stables;
- Kennels;
- Gravel mining;
- Recreational structures;
- Seasonal farm stands for locally harvested products; and
- Outside storage of commercial equipment and vehicles.

Additional uses allowed with a special use permit in the R-30 district include colleges, golf courses, country clubs, and nonprofit recreational facilities. The R-MD district allows townhouse clusters and developments with a special use permit, in addition to multiple dwellings and all uses allowed in the R-30 District.



Figure 1: Civic & Recreational Uses

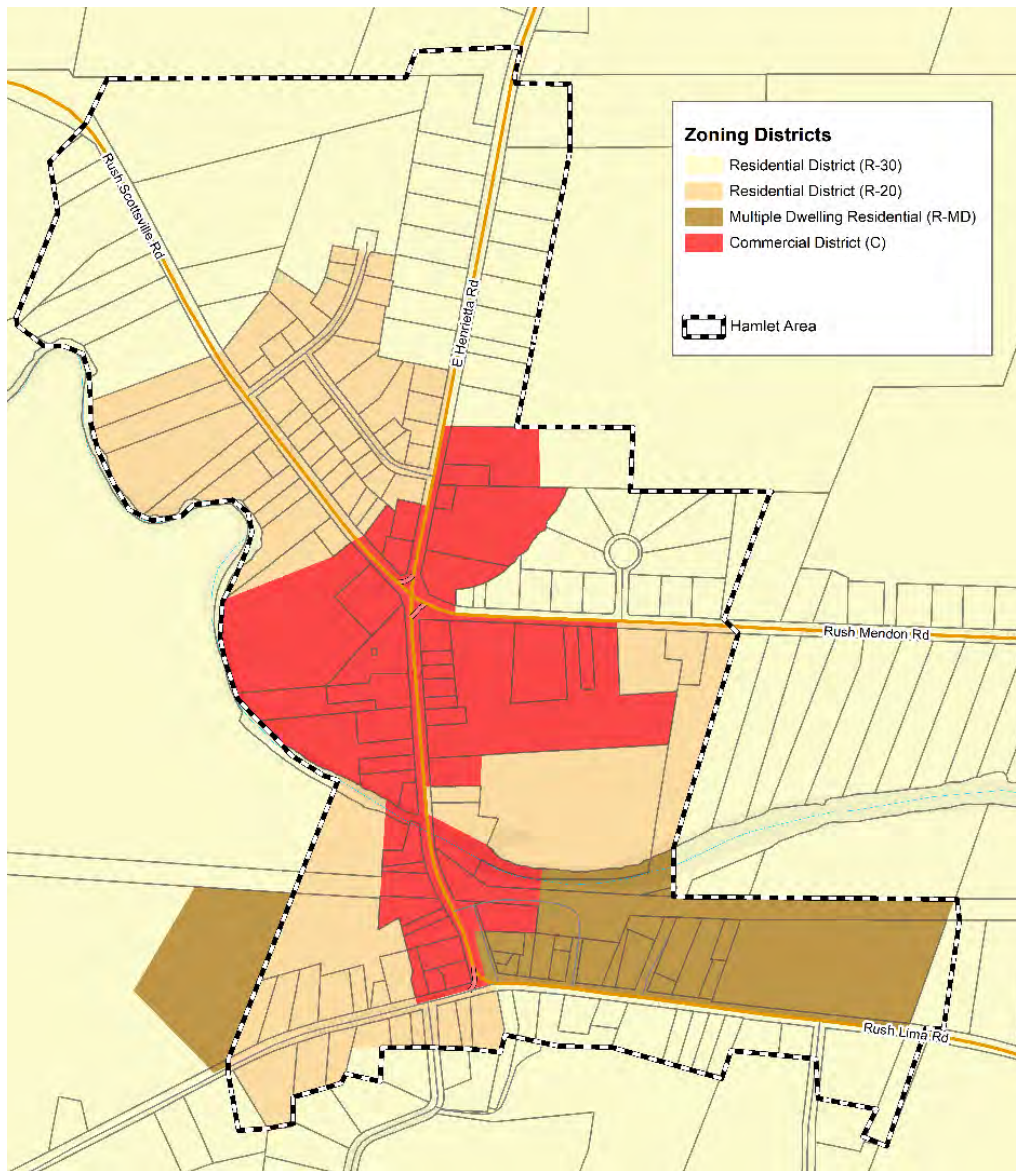


Figure 2: Zoning

Parks & Recreational Facilities

Recreational opportunities in Rush Hamlet include Town parks, Lehigh Valley Trail, and waterfront views.

Town Hall Park and Pavilion

Rush Town Hall Park comprises 8.6 acres of land adjoining the Town Hall. Facilities include a playground. The William Udicious Pavilion is available for groups to rent for picnics and other gatherings. The grassy areas between the pavilion and Honeoye Creek were intended for use as athletic fields but are not currently used as such. Vehicle access to the pavilion and parking area is off Rush-Scottsville Road.



Figure 3: Rush Town Hall Park and Pavilion, Aerial View

Veterans Memorial (Mill Site) Park

The Town owns and maintains the one-acre Veterans Memorial (formerly Mill Site) Park, located on the east side of East Henrietta Road (NYS Rte. 15A) along Honeoye Creek. Although a portion of the site is on the north side of Honeoye Creek, there is no formal vehicular access to that section of the park.

Veterans Memorial Park land includes the Town of Rush Dam (State ID #041-0184). The dam is concrete gravity construction and is eight feet high. The dam is classified as “Low Hazard.”

Veterans Memorial Park adjoins parkland owned and maintained by Monroe County as the Lehigh Valley Trail. The gazebo and flagpole are part of the Monroe County parkland.



Figure 4. Veterans Memorial Park, Gazebo and dam (Aerial view toward the east)

Lehigh Valley Trail

Lehigh Valley Trail, established within the right-of-way of the former Lehigh Valley Railroad, offers opportunities for bicycling, walking, running, cross country skiing, and horseback riding for residents and visitors. The Trail is a Monroe County Linear Park and extends to Mendon Hamlet to the east and the Industry school land and Genesee River to the west. An access road and trailhead parking are located west of Route 15A.

Honeoye Creek

Honeoye Creek offers opportunities for water-based recreation such as small boat launches and fishing.

Transportation

Traffic and Roadways

Two State highways - NYS Routes 15A (East Henrietta Road) and 251 (Rush Scottsville Road) – intersect at the northern end of the hamlet. Vehicular traffic and road design affect hamlet character and walkability, but also bring customers and visibility to businesses in the hamlet.

In 2019 (the most recent data available from NYS DOT for this site), Average Annual Daily Traffic (AADT) counts (calculated as the total volume of traffic in a year divided by 365 days), was approximately 4,100

along Rt. 15A and 4,500 along Route 251.¹ (See NYS [DOT Traffic Data Viewer](#).) For comparison, AADT along Route 15 (West Henrietta Road) between Lehigh Station Road and Calkins Road was 15,979.

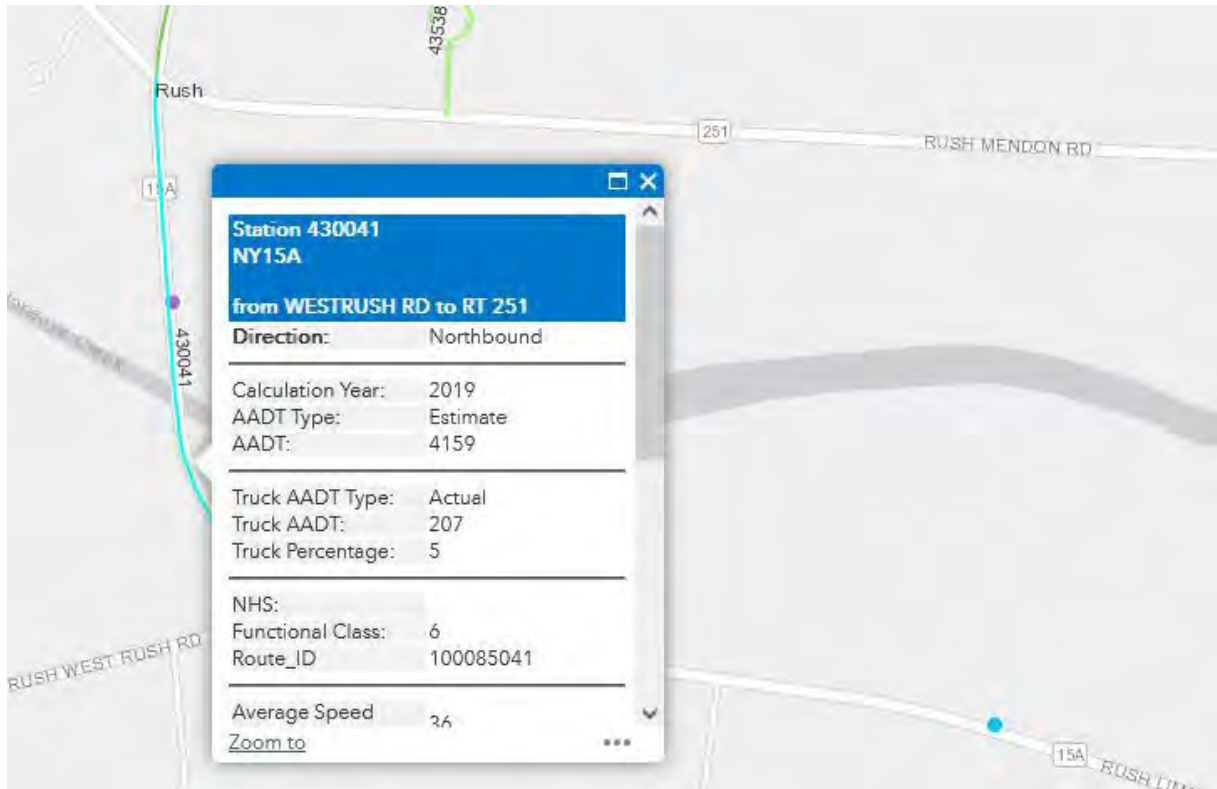


Figure 5: AADT from DOT Traffic Data Viewer

Sidewalks & Bicycle Facilities

Existing sidewalks in the Hamlet area are located along both sides of East Henrietta Road (Route 15A) from the intersection with Route 251, south to the intersection with Rush West Rush Road; on the north side of Route 15A from where it becomes Rush Lima Road east to the Methodist Church; and on a short segment along the south side of Rush Lima Road from the Shiloh Church west onto Rush West Rush Road. A striped crosswalk facilitates pedestrian crossing where the Lehigh Valley Trail crosses Route 15A.

Pedestrians and bicyclists use the Lehigh Valley Trail to access Rush Hamlet. The trail connects to Mendon hamlet to the east and the Industry school land and Genesee River to the west. A spur trail connects to points in Henrietta to the north.

¹ Source: NYS [DOT Traffic Data Viewer](#) For comparison, Average Annual Daily Traffic (AADT) along Route 15 (West Henrietta Road) between Lehigh Station Road and Calkins Road was 15,979.



Figure 6: Existing Sidewalks, Crosswalks & Trails

Relevant Plans & Studies

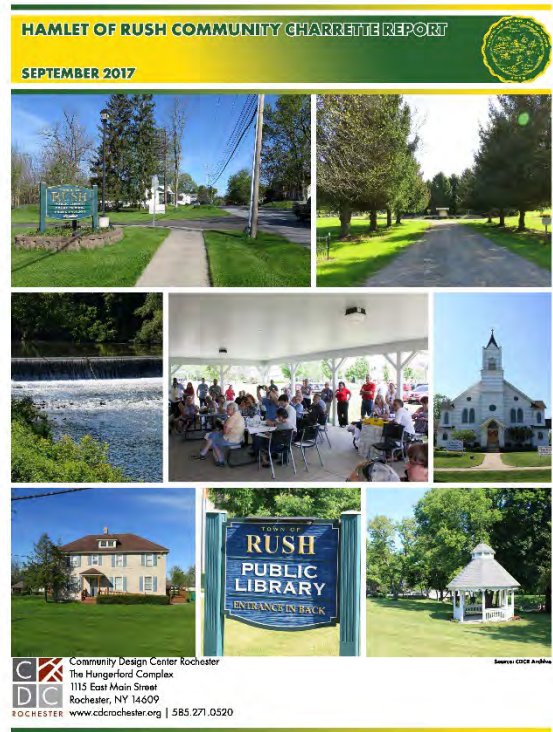
Hamlet of Rush Community Charrette Report (2017)

Report includes a brief history and overall description of the Town and findings from a collaborative community design process.

“Community Fabric” enhancements include building a unique identity or brand, gateways, improving Town park, integrating Lehigh Valley Trail, enhancing Town properties, considering future uses for Fire Department land, and continuing to hold community events.

“Transportation & Connectivity” opportunities include reconfiguring intersections, installing additional crosswalks and bicycle infrastructure, expanding sidewalk network, and adding signage, landscaping and street furniture.

“Employment & Entrepreneurship” ideas include redeveloping the former Big M Supermarket site, evaluating potential for extending public sewers, attracting a general store, restaurant or other small shops, and developing renewable energy.



Town of Rush Comprehensive Plan 2010 (adopted 1993)

The Town’s previous Comprehensive Plan recommended preserving the “pleasant, small

scale, historic character” of the Hamlet by limiting the scale of commercial uses, encouraging existing buildings to be retained and reused, and requiring new buildings to be of similar scale and compatible style. The plan recommended preparation of a detailed Hamlet Master Plan that would:

- Define Hamlet area boundaries and an overall development theme to guide site plan approvals
- Delineate sidewalk and street lighting district boundaries
- Coordinate a sidewalk improvement program with development of the Lehigh Valley Trail
- Detail plans for street tree planting and streetscape design for features such as signage, street lighting, benches, and trash receptacles
- Require off-street parking to be located on either the side or rear of buildings
- Establish a public parking area
- Evaluate space needs for the Rush Town Hall, Library, Town recreational facilities, and U.S. Post Office.
- Facilitate a mix of residential and neighborhood commercial development south of Honeoye Creek

GOALS, STRATEGIES & RECOMMENDED ACTIONS

Goal: Enhance Rush Hamlet for business, civic, residential, and recreational uses while maintaining its traditional form and character

Strategy 1: Maintain a mix of business, civic, and residential uses consistent with the traditional layout and character of the hamlet. (See also Chapter 2: Land Use Overview)

Discussion

- *The Hamlet has a mix of businesses and residences, sometimes in the same building. This pattern is typical of historic hamlets and is part of what makes the Hamlet unique.*
- *Zoning regulations are an effective tool to accommodate a mix of uses while maintaining the character of the area.*
- *Businesses in the hamlet provide needed services to residents of the Town and surrounding areas. These existing businesses benefit from their location within Rush Hamlet, including proximity to residences and accessibility by car via State highways 251 and 15A.*
- *Lehigh Valley Trail access presents opportunities for businesses to attract hikers and bicyclists who are traveling through.*
- *Except for most of the commercial uses, some structures in the hamlet are historic buildings on relatively small lots that contribute to the small-scale, pedestrian-friendly character of the hamlet.*
- *Although there are many types of small businesses that do not require public sewer service, the lack of public sewer service limits the types of businesses that are feasible within the hamlet.*

Recommended Actions

- 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 that are 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 install bicycle facilities to encourage customers who may arrive via the Lehigh Valley Trail.
- RH-5. Install signs that direct motorists to existing public parking lots.

Strategy 2: Improve the appearance and repurpose the vacant lot at the northeast corner of Routes 15A and 251.

Discussion

The vacant lot at the northeast corner of Routes 15A and 251 detracts from the appearance of the Hamlet. The lot is privately-owned and the owner has not shown interest in selling it for a price that buyers have offered. Development is potentially limited due to the configuration of the lot and the narrow frontages along the highways.

Recommended Actions

- RH-6. Initiate discussions and maintain communications with the property owner.
- RH-7. Obtain landowner approval to establish 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.

Strategy 3: Create and maintain a visual identity (sense of place) for the Hamlet that is consistent with its traditional character.

Discussion

- *An attractive appearance draws and retains visitors, boosts community pride, and enhances the environment for Hamlet residents. Managing the form of new development can help retain the historic character. Well-designed signage, street furniture and plantings can improve streetscape.*
- *Gateway signs give the Hamlet a sense of place.*



Recommended Actions

- 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.

Strategy 4: Manage vehicular traffic through the Hamlet and enhance bicycle and pedestrian facilities to improve mobility, connectivity, and safety for all users while maintaining access to businesses, homes, and other destinations. (See also Chapter 8: Transportation & Mobility)

Discussion

- *Proximity of residences to business, civic uses and recreational uses in the Hamlet and to the Lehigh Valley Trail present opportunities for walking and bicycling.*
- *There are gaps in the sidewalk network.*
- *In several spots, it is difficult for pedestrians to cross the highway.*

Recommended Actions

- 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 sidewalks where feasible to address gaps in sidewalk network in Rush Hamlet.
- RH-20. Work with property owners and businesses to improve design of existing vehicle accessways to enhance walkability.

Strategy 5: Enhance and expand access to existing recreational facilities and expand water-based recreation opportunities. (See also Chapter 11: Parks, Recreation & Open Space)

Discussion

- *Town-owned parks and recreational facilities attract people to the Hamlet and are a significant community asset.*
- *The Town has limited resources to maintain and improve park land and facilities.*
- *Consider incorporating additional historic interpretative signage at Veterans Memorial (Mill Site) Park.*
- *Lehigh Valley Trail is a significant regional resource that could leverage business opportunities in the Hamlet. Increase visibility through signage, entranceway features.*
- *Honeoye Creek and adjoining natural lands present opportunities for water-based recreation, such as fishing and canoeing/ kayaking.*
- *Improved access or signage at the portion of Veterans Memorial Park north of Honeoye Creek is needed, as visitors often park in resident’s driveway.*

Recommended Actions

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.

Strategy 6: Recognize and celebrate the hamlet’s history and its historic and cultural resources. (See also Chapter 12: History & Historic Preservation)

Discussion

- *The heritage and historic resources in Rush Hamlet contribute to its unique character. The Town could promote the Hamlet’s history and historic resources to benefit business development, enhance tourism and recreation, and build community pride.*
- *The Rush Historical Society is working with the Rush Town Board to develop a Rush history display space and a community meeting room at the building at 1911 Rush Scottsville Road (corner of NYS Route 15A). The 1911 House is owned by the Town and is adjacent to the Town Hall.*
- *Acknowledge Native American culture that was present before European settlement on the land that is now Rush.*



Figure 7: 1911 House

Recommended Actions

- 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.

Strategy 7. Support business opportunities that take advantage of proximity to the Lehigh Valley Trail

Discussion

The Rush Hamlet has a small concentration of commercial activities that distinguishes itself as a destination on the Lehigh Valley Trail. The proximity of these businesses and facilities encourages foot traffic and patronage at multiple businesses during one’s visit.

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

Bicyclists and pedestrians passing through the Town of Rush on the Lehigh Valley Trail should be encouraged to stop and visit the local businesses in the Rush Hamlet. A lack of covered bicycle parking, wayfinding signage, or a business directory encouraging people to stop, is a missed opportunity to increase patronage at local businesses.

Recommended Action:

- 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.

RUSH HAMLET

SUMMARY OF RECOMMENDED ACTIONS

Key recommendation:

- Improve the appearance and repurpose the vacant lot (former Big M site).

Improve appearance of streetscape

- Develop design standards to guide the appearance of new development and redevelopment.
- Install and maintain banner signs, street furniture, flower beds, and other plantings.
- Maintain gateway signs.

Enhance opportunities relating to the Lehigh Valley Trail

- Install bicycle parking, signage and other amenities to welcome bicyclists traveling along the Lehigh Valley Trail.
- Improve trailheads along the Lehigh Valley Trail.

Enhance walking and bicycling

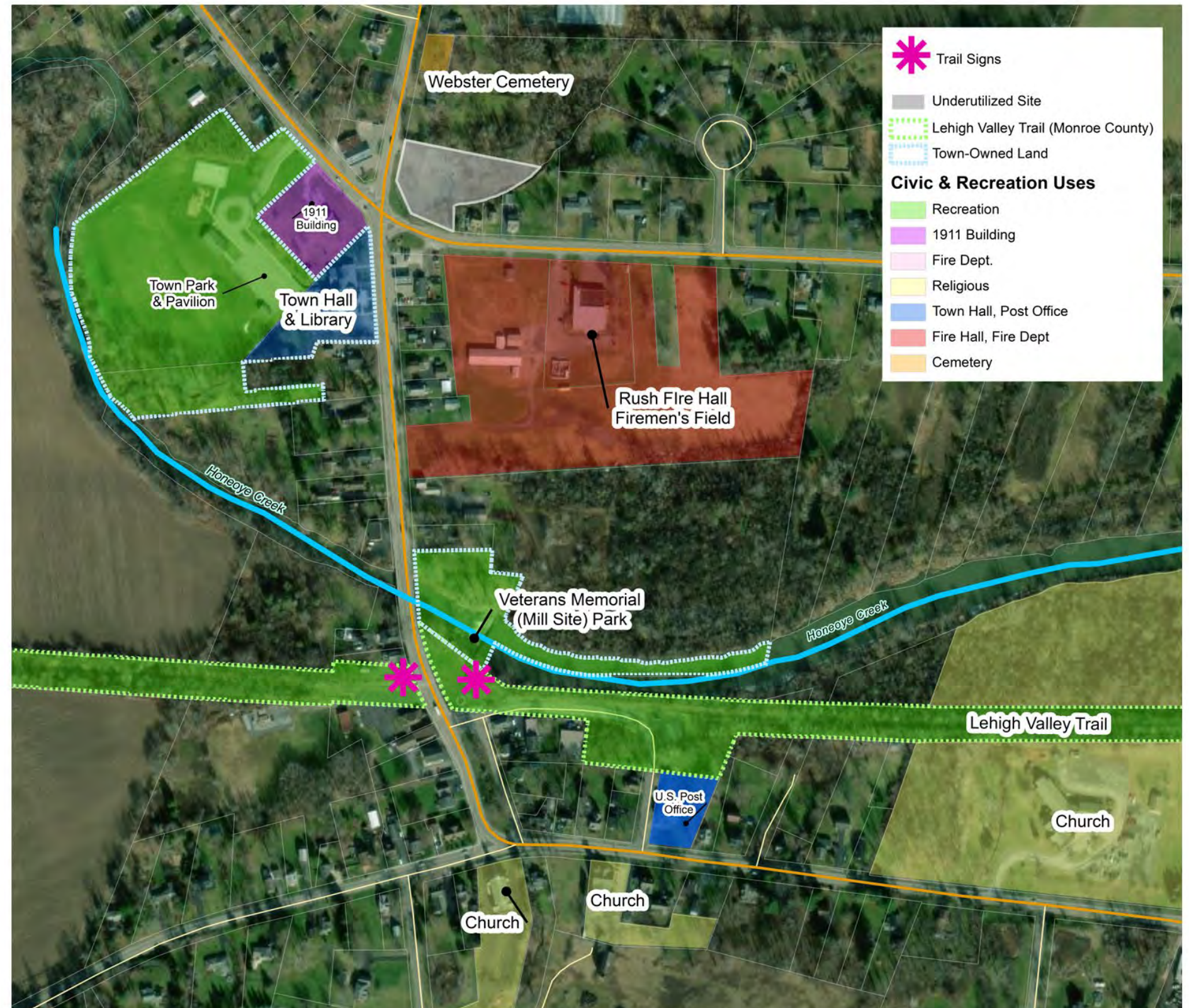
- Install additional sidewalks.
- Improve design of existing vehicle accessways.
- Develop a "walking loop" trail using the Lehigh Valley Trail and sidewalks.
- Install additional sidewalks and improve design of existing vehicle accessways to enhance walkability.

Maintain and enhance parks and community facilities

- Continue to maintain parks and Town facilities. Identify and plan for future capital improvements.
- Continue to use the Firemen's Field for community events.
- Install interpretive signage at Veterans Memorial (Mill Site) Park to recognize the hamlet's industrial history.

Improve recreation along Honeoye Creek

- Identify sites/ design and install a small boat launch .
- Develop additional waterfront viewing areas.



4. AGRICULTURE AND FARMLAND

VISION

Agriculture will continue to be a predominant land use and major industry in the Town of Rush. Farmland with high quality agricultural soils will continue to be available for farming. Agriculture-related businesses such as farm markets, value-added enterprises, and agri-tourism will enhance economic opportunities for farmers.

CURRENT CONDITIONS

Agricultural Land Cover

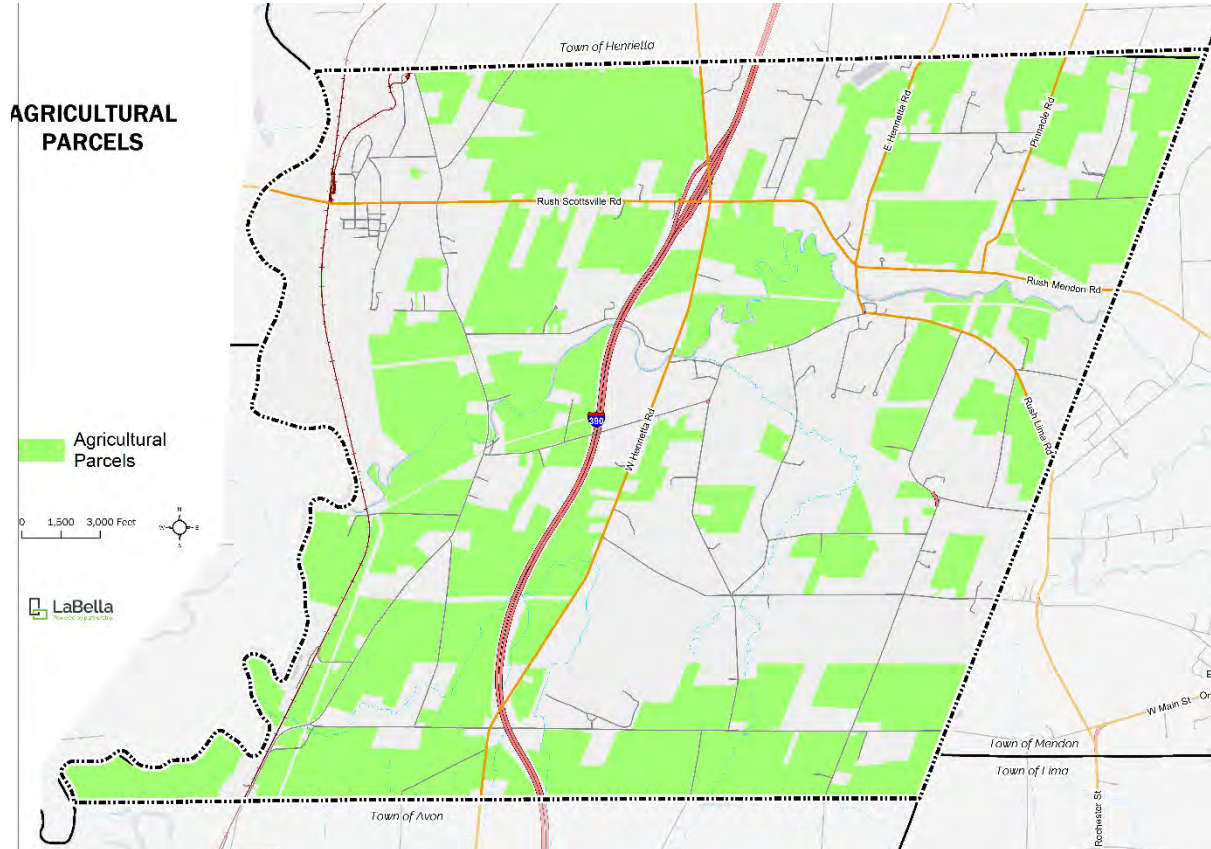
Agriculture is the predominant land use in the Town of Rush. Based on land cover data from satellites, 50% of the Town's land area (9,853 acres) is in pasture, hay, or cultivated crops. (See Map 2: Aerial Basemap and Map 3: Land Cover.)



Photo 2. Farmland vista, October 2022

Agricultural Parcels

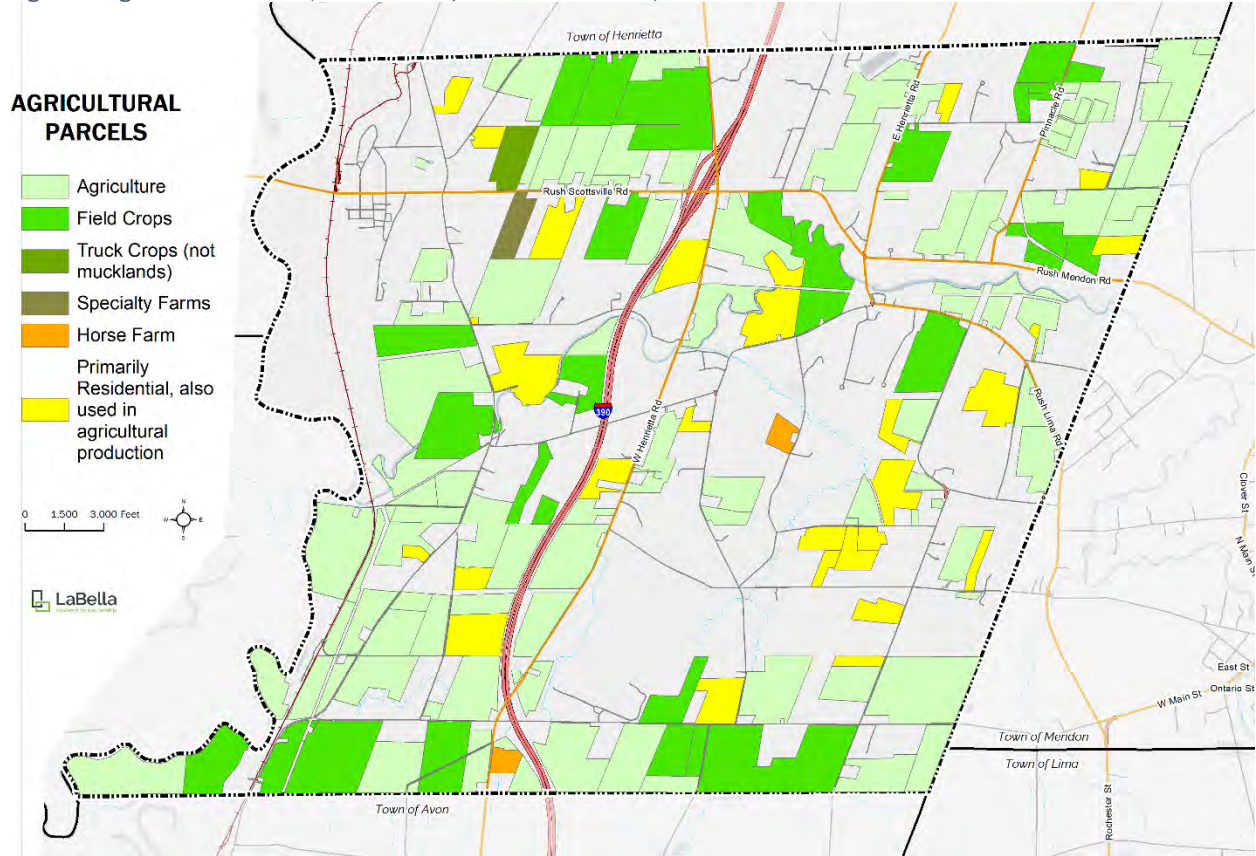
Approximately 242 agricultural parcels with a total of 10,584 acres are used to raise crops or hay or as pasture for livestock.



Types of Farms

Farmers in the Town of Rush produce a variety of crops, including grains and traditional row crops such as corn and soybeans, as well as vegetables and livestock. In season, retail farm markets, smaller roadside stands, and U-pick operations provide varied opportunities for residents and visitors to the Town to enjoy fresh-picked farm produce.

Figure 8. Agricultural Parcels (based on tax parcel classification)

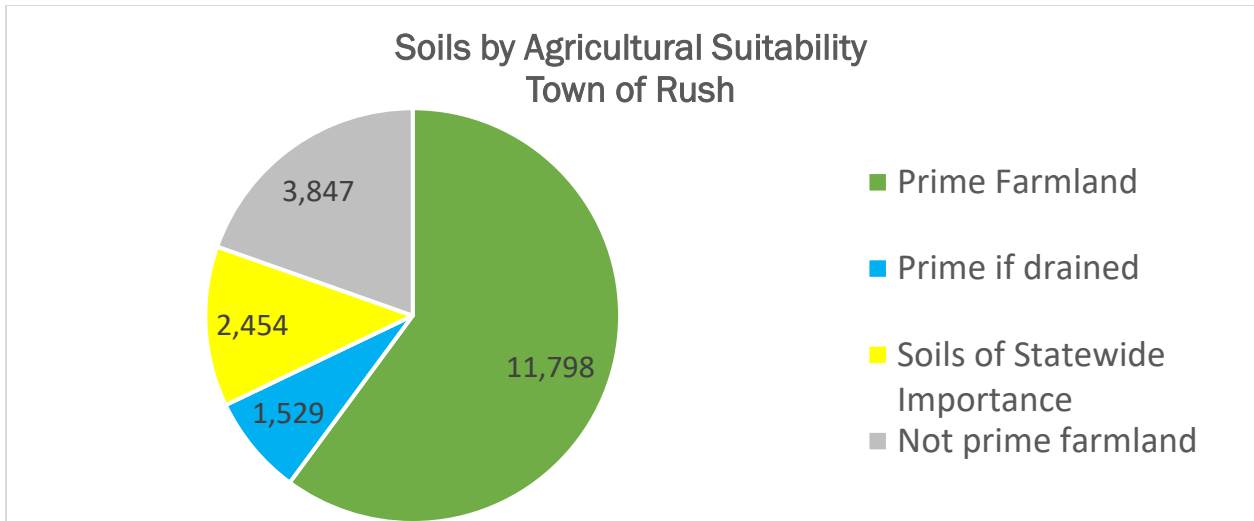


Agricultural Soil Suitability

Approximately 80% of the Town’s land area consists of high quality agricultural soils – those classified as “Prime,” “Farmland of Statewide Importance” or “Prime if Drained” in the USDA Soil Survey. (See Map 7: Agricultural Soils.) Approximately 11,798 acres, representing 60% of the Town’s land area, consists of Prime soils. These soils are highly suited to agricultural production and represent an important resource for the region’s agricultural industry.

Agricultural Soil Suitability	Acres	% of total
Prime Farmland	11,798	60.1%
Prime if drained	1,529	7.8%
Soils of Statewide Importance	2,454	12.5%
Not prime farmland	3,847	19.6%
	19,628	100.0%

SOURCE: USDA Soil Survey



Protected Farmland

Several farms in the Town have been placed under permanent conservation easements. Funding for the easements was obtained through New York State’s Farmland Implementation Grant Program, and in one case, through the federal Agricultural Conservation Program, which purchases the development rights to farmland to prevent it from being developed for non-agricultural purposes. The conservation easements in Rush are held and managed by the Genesee Land Trust and the Genesee Valley Conservancy. The following farms are protected through conservation easements:

- The Updaw Farm, comprising 59 acres and located on Route 15 near Honeoye Creek and the Lehigh Valley Trail, was protected in 2019 with State and Federal grants.
- State funding for conservation of 556 acres used in the Chase Farm operation, including rented land, was awarded in 2019. The conservation easement was finalized in 2023.
- A portion of the Mulligan Farm and a Chase farm property located in the southern part of the Town have been protected through a conservation easement since 2010.
- 98 acres of farmland owned by Marilyn Chase was put under a conservation easement in 2010.

The best use of protected farmland is for continued agricultural use. As these lands no longer have value for development purposes, they may be affordable to young or beginning farmers to continue the tradition of farming in Rush and utilize high quality lands for agricultural production.

RELEVANT PLANS, PROGRAMS & REGULATIONS

Agricultural Districts

As depicted in Map 8: Agricultural Districts, approximately 35 parcels, comprising approximately 11,291 acres, are within Monroe County’s Eastern Agricultural District (#6).

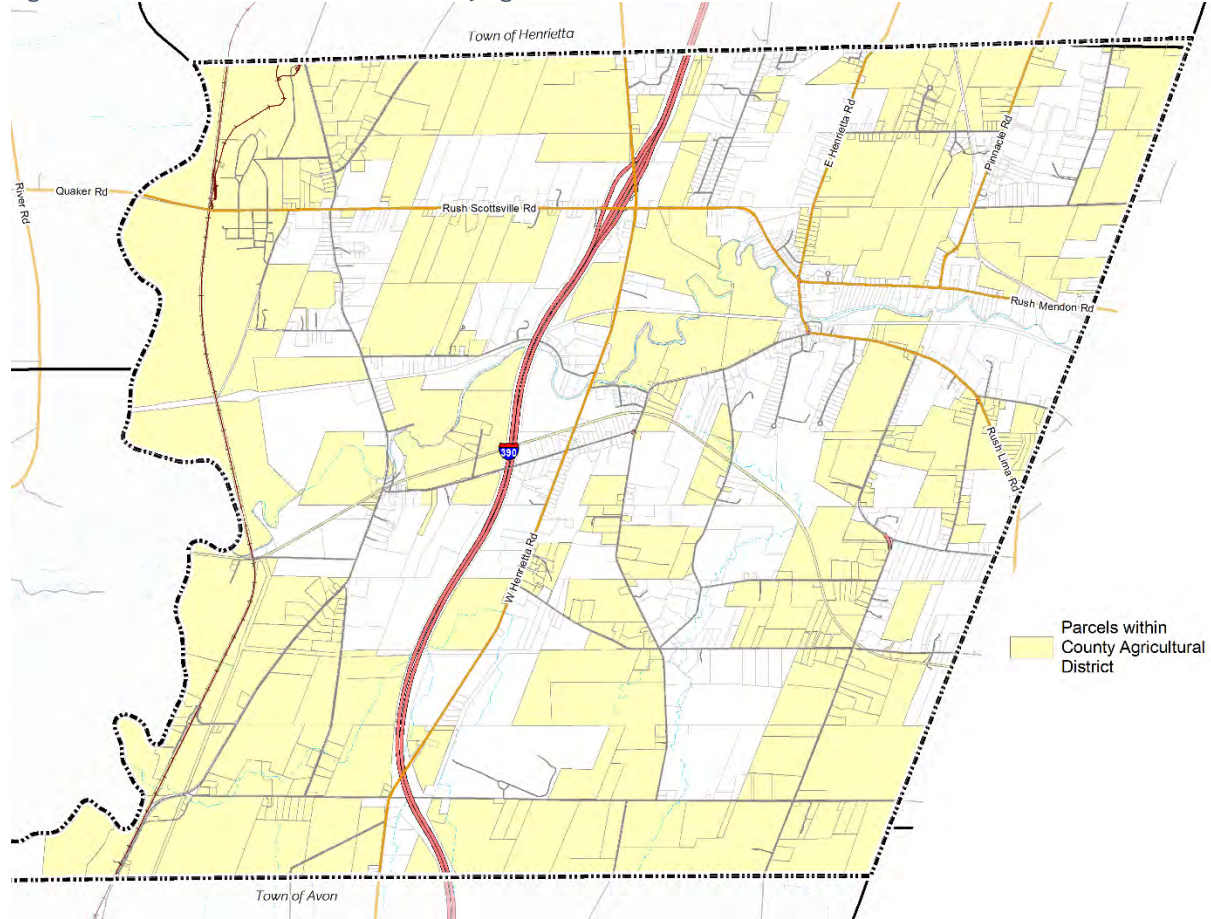
Pursuant to NYS Agriculture Districts Law, Monroe County renews its Agricultural Districts every eight years, at which time the County Legislature may add or remove parcels. The eight-year review for the Eastern District was scheduled to occur in 2023, but Monroe County will postpone renewal until it completes its Countywide Farmland Protection Plan update in 2023-25.

Landowners may request to have their parcels added to an Agricultural District during the annual open enrollment period between March 1 and March 30. The Monroe County Planning Department manages the Agricultural District Program.

The Agricultural District program and NYS Agricultural District Law aim to support the long-term economic viability of farming through the following benefits:

- An agricultural use assessment allows eligible farmland to be taxed based on its value for agricultural production, rather than at its fair market value. Landowners must apply annually to receive agricultural use assessment. To be eligible, the land must be used in a farm operation that generates the required minimum gross income.
- Local governments may not enforce laws, ordinances, rules or regulations which would unreasonably restrict or regulate farm operations within an agricultural district, unless it can be shown that the public health or safety is threatened.
- To discourage private nuisance lawsuits, the NYS Department of Agriculture & Markets will issue opinions and interpretations regarding what is considered a “sound agricultural practice.”
- To limit the impact of projects that receive public funding or require eminent domain, State agencies, local governments, and public benefit corporations which intend to acquire more than one acre of land from any active farm within an agricultural district or more than 10 acres in total from a district, must file a notice of intent with the Commissioner of Agriculture and the County agricultural and farmland protection board.
- Assessments for special improvement districts are limited to dwellings and to farm structures that directly benefit from the services.

Figure 9. Land in NYS-Certified Monroe County Agricultural District



Town of Rush Agricultural & Farmland Protection Plan

The Town of Rush Agricultural & Farmland Protection Plan, completed in 2012, presented the following 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.

The following Strengths, Weakness, Opportunities, and Threats identified in the 2012 Plan are still relevant.

Strengths:

- Farmland maintains open land. Farmland requires few public services compared to residential development.
- Skilled and experienced farmers successfully operate long-standing farm businesses.
- Rush is a rural community that is supportive of agriculture, with little development pressure to interfere with farming.
- Access to markets for grain, including rail access.

Weaknesses

- High costs, including taxes, make farming difficult economically.
- High start-up costs discourage new farm operations.

Opportunities

- Proximity to markets and good transportation access via I-390
- Farm markets and direct sales to institutions have potential to benefit vegetable, fruit, and livestock farms.
- Education has potential to reduce conflicts between farmers and non-farming neighbors.

Threats

- Development along road frontages prevents access to interior lands for farming.
- Single family homes on large residential lots result in loss of valuable farmland.
- Development can damage field drain tile systems, causing drainage problems. Impact to field tiles not typically addressed during development reviews.
- Some conflicts have occurred between agricultural and non-agricultural uses.
- 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 consider selling land to fund their retirement.

Since the adoption of the Agricultural & Farmland Protection Plan, the Town has revised its zoning regulations to eliminate restrictions on agricultural uses.

The plan recommended the following strategies:

- Update Comprehensive Plan to direct development away from prime farmlands.
- Revise zoning to improve protection of farmland and support for farm operations.
- Establish a Town Agricultural Advisory Committee.
- Encourage agricultural economic development.
- Coordinate and communicate with farmers regarding infrastructure maintenance and improvements.
- Improve public education/ Right to Farm Law.

Since the Plan's completion in 2012, the Town has updated its zoning regulations to remove provisions that restricted farm operations, established a Town Agricultural Advisory Committee, and passed a Right to Farm Law (Chapter 52: Farming).

This Comprehensive Plan Update incorporates strategies to: minimize impact of new development on prime farmlands; encourage agricultural economic development; coordinate and communicate with farmers regarding infrastructure maintenance and improvements; and improve public education.



Photo 3. Hay in field, October 2022

Town of Rush Right to Farm Law

The Town of Rush adopted a “[Right to Farm](#)” law in 2013 following the completion of its Agricultural & Farmland Protection Plan. The local law establishes a Town policy in support of agriculture and prohibits interference with farming operations. The law authorizes the Code Enforcement Officer to work with the parties to resolve complaints about agricultural practices or operations; if one of the parties is not satisfied with CEO’s decision, the Town Board will review and render a written decision to the parties.

Resources and Partners

[Agriculture and Life Sciences Institute at Monroe Community College \(MCC\)](#)

The [Agriculture and Life Sciences Institute at Monroe Community College](#), “advocates on issues relating to land use, offers marketing education, and provides academic instruction for existing and future agribusiness professionals, such as farmers, winery operators, and employees of companies involved in renewable energy resources, etc. as well as landowners to apply knowledge to their specific area of interest.” The Institute assists municipalities in “developing and implementing plans to help protect farmland and make operations viable.”

Cornell Cooperative Extension

[Cornell Cooperative Extension \(CCE\)](#) of Monroe County provides technical assistance for farmers, including advice from regional experts specializing in dairy, livestock, fruit, vegetables, and field crops. Programs for youth include 4-H and Conservation Field Days. CCE also publishes a Local Food Guide with information about farmers markets, Community Supported Agriculture (CSA) options, farm stands, and U-Pick operations.

Soil & Water Conservation District (SWCD)

The [Monroe County Soil & Water Conservation District \(SWCD\)](#) assists farmers and other landowners with projects and programs to protect water quality and prevent soil erosion. Programs include Agricultural Environmental Management, which offers cost sharing and technical assistance for conservation improvements on farms, and the tree and shrub sale to encourage planting for conservation and wildlife.

Genesee Land Trust

The [Genesee Land Trust](#) works with farmers and other landowners who are interested in permanent protection of their land through conservation easements. GLT staff provide information to landowners about funding and financing and work with municipalities to obtain grants. Genesee Land Trust was instrumental in obtaining funding to preserve the Chase farm and the Updaw farm.



Photo 4. Corn Field (Credit: Marianne Rizzo)

GOALS & RECOMMENDATIONS

Goal: Maintain the economic viability of farms and preserve farmland for agricultural use.

Discussion

- Agricultural soils in the Town are of exceptionally high quality. The Town’s actively farmed land with high quality agricultural soil is a valuable resource that is critical to the viability of local farms and the regional agricultural industry.
- Farmland and agriculture contribute to the Town’s rural character by maintaining open land and scenic vistas. Retaining these lands for agricultural production will help to maintain the rural, open landscapes that characterize the Town.
- Conversion of farmland to non-agricultural uses would affect farm viability and regional agricultural economy. Potential threats to agricultural operations include development of solar energy facilities and housing development.
- Many farms rely on rented land in addition to farmland they own. Conversion of these lands could affect the viability of their farms.
- Value-added enterprises on farms, such as farm stands, farm markets, agri-tourism, and processing, allow farmers to increase or capture a larger share of the value of agricultural products sold. This additional income helps to support economic viability of farms.

Strategy 1: Encourage voluntary preservation of farmland for agricultural use.

Recommended Actions:

- 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.

Strategy 2. Support farms and agricultural businesses.

Recommended Actions:

- AG-3. Revise zoning as needed to accommodate 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 improvements 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.

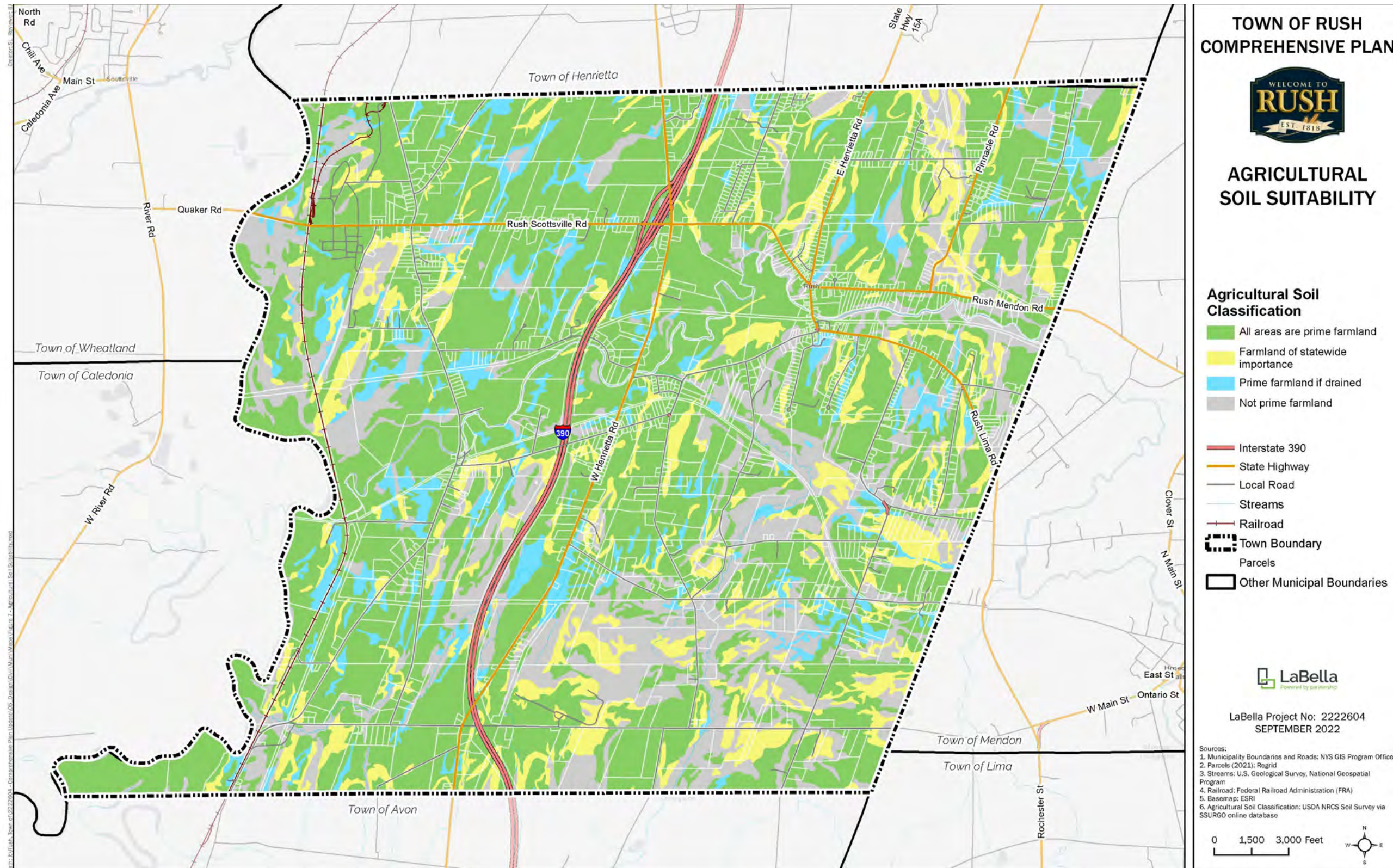
Strategy 3. Increase public understanding and appreciation of the significant value of agriculture in Rush.

Recommended Actions:

- 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 town 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 the significant value of the Town's prime soils and farm operations.



Map 7. Agricultural Soil Suitability



5. NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

VISION

The Town will protect and preserve sensitive natural resources and water quality and minimize risk to public safety and property damage due to flooding.

CURRENT CONDITIONS

Geology and Soils

Topography and Bedrock Geology

The Town of Rush is located within the ecoregion known as the Ontario Lowlands which extends southward and eastward along Lake Ontario². Although called the “lowlands” the terrain is highly variable, ranging from 246-1,100 ft. The landscape within the Ontario Lowlands contains numerous glacial features such as drumlin fields, moraines, kames, glacial lake plains, and kettles which can be found scattered throughout the town. These features are the result of glaciers that plowed across this area of North America, gouging out enormous amounts of materials and depositing them elsewhere. The topography of the Town of Rush is primarily distinguished by the drainage features of the Genesee River and Honeoye Creek, which is where most of the water within the town drains into. Surface elevations in the Town vary from a low of approximately 511 ft (156 m) to an elevation high of 790 ft (241 m) above sea level³ (See Map 8: Topography.) The Town’s lower elevations are primarily associated with lands along the Genesee River and Honeoye Creek, as well as the majority of the Hamlet of Rush. The Town’s highest elevations are predominantly in the southern region of the Town along the border of Avon and toward the northern region including the Rush Reservoir and Ryder Hill.

The bedrock geology of the Town of Rush is largely responsible for the landforms and topography that has shaped the soil development, habitat, and water movement patterns that we see today. (See Map 9: Bedrock Geology.) Bedrock characteristics can strongly influence above and below ground water movement and the movement of contaminants in water supplies. The Town of Rush is primarily underlain by the sedimentary rock types dolostone and shale that trend east to west and dipping into the southern regions of the Town⁴. Limestone lies beneath the remaining southern region of the Town. These types of bedrock are typically more permeable and therefore more susceptible to groundwater contamination from surface water runoff.

² Source: Bryce, S.A., Griffith, G.E., Omernik, J.M., Edinger G., Indrick, S., Vargas, O., and Carlson D. 2010. Ecoregions of New York. Reston, Virginia, U.S. Geological Survey

³ Source: U.S. Geological Survey. 1995. Index of Digital Elevation Models (DEM), New York. Reston, Virginia, U.S. Geological Survey

⁴ Source: NYS Museum/NYS Geological Survey. 1999. Statewide Bedrock Geology. Albany, NY, NYS Museum Technology Center

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

Surficial Geology and Soils

Surficial geology is the layer of unconsolidated sediment that sits above bedrock. The surficial geology materials mapped in the Town of Rush include clay, gravel, sand, and silt⁴. These materials influence soil development and have the potential to impact development projects such as road construction and septic system installation and are therefore important to consider during site plan and project review. Additionally, certain surficial deposits have important economic value as these materials can be mined for road and construction use. One notable surficial geological formation in the Town is the section of bedrock which traverses east to west in the southwestern portion. Table 1.2 further describes the types of surficial geology in the Town.

Table 4. Surficial geology description in the Town of Rush⁵

Surficial Geology Symbol	Surficial Material	Description
Al	Recent deposits	Generally confined to floodplains within a valley, oxidized, non-calcareous, fine sand to gravel, subject to frequent flooding, and thickness variable 1-10 m
D	Dunes	Fine to medium sand, well-sorted, stratified, non-calcareous, permeable, and thickness variable 1-10 m
K	Kame deposits	Coarse to fine gravel and/or sand, deposition adjacent to ice, calcareous cement, and thickness variable 10-30 m
Lsc	Lacustrine silt and clay	Generally laminated clay and silt deposited in proglacial lakes, generally calcareous, and thickness variable up to 50 m
Og	Outwash sand and gravel	Coarse to fine gravel with sand, proglacial fluvial deposition, and thickness variable 2-20 m
R	Bedrock	Exposed or within 1 m of surface, comprised of limestone and shale
T	Till	Variable texture, generally calcareous, relatively impermeable, and thickness variable 1-50 m

Soil is the foundation for ecosystems and many of the ecosystem services that humans benefit from. Ecosystem services that soil provides include nutrient and water cycling, filtering nutrients and contaminants, biological control of pests and diseases, influencing biomass (food, wood, fuel) production, and providing raw materials such as clay and topsoil⁶. When considering land use, it is important to account for soil characteristics such as pH, texture, acidity, permeability, drainage, organic content, depth to bedrock, and slope. These types of characteristics can impact projects such as the design of drainage systems, septic system evaluation, building basement and foundation construction, and agricultural yield.

There is a myriad of different soil types in the Town of Rush which are each further classified by their variation of slope and topography. In the table 1.3, soil types that occupy more than one percent of land within the Town are classified by their depth to bedrock and drainage classification. Alluvial soils (ApA, Ee, Ge, Wg) are soils that are well suited for agricultural uses, however, they have little other uses as they are often difficult to drain and are in areas that are subject to flooding. Palmyra group soils (Pa and Pg) are typically gravelly soils that are found on higher grounds. They are usually deep and well drained which make them great for development. The final group of dominant soils in the town is the Ontario-Hilton association (On and HI). These soils are compact till at a depth of about 3 ft and are well-suited for agriculture, but erosion can be a problem when slopes are steep. (See Map 11: Surficial Geology)

⁶ Source: Jónsson, J., Davíðdóttir, B. 2016. Classification and valuation of soil ecosystem services. *Agricultural Systems*. 145. 24-38

⁶ Source: Jónsson, J., Davíðdóttir, B. 2016. Classification and valuation of soil ecosystem services. *Agricultural Systems*. 145. 24-38

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

Table 5. Soil types of the Town of Rush⁷

Soil Symbol	Full Name	Acres	Percent of Town	Depth to Bedrock (inches)	Drainage
ApA	Appleton loam, 0-3% slope	696.3	3.5%	<80	Somewhat poorly drained
BcB	Benson channery loam, 0-8%	357.4	1.8%	10-20	Somewhat excessively drained
Ca	Canandaigua silt loam	238.2	1.2%	<80	Very poorly drained
CoB	Colonie loamy fine sand, 0-6% slope	305.9	1.6%	<80	Well drained
Ee	Eel silt loam	472.1	2.4%	<80	Well drained
Ge	Genesee silt loam	685.3	3.5%	<80	Well drained
HfA	Hilton fine sandy loam, 0-3% slope	338.6	1.7%	<80	Well drained
HfB	Hilton fine sandy loam, 3-8% slope	469.1	2.4%	<80	Well drained
HIA	Hilton loam, 3-8% slope	564.9	2.9%	<80	Moderately drained
HIB	Honeoye loam, 3-8% slope	1,201.3	6.1%	<80	Moderately drained
HnB	Honeoye silt loam, 3-8% slope	343.7	1.8%	<80	Well drained
HoB	Honeoye silt loam, 3-8% slope	460.1	2.3%	40-60	Well drained
Lm	Lamson very fine sandy loam	305.2	1.6%	<80	Very poorly drained
LoB	Lima and Cazenovia soils, 0-6% slope	297.6	1.5%	42-72	Moderately well drained
MdB	Madrid fine sandy loam, 3-8% slope	562.2	2.9%	<80	Well drained
Mn	Minoa very fine sandy loam	331.9	1.7%	<80	Somewhat poorly drained
OfB	Ontario fine sandy loam, 3-8% slope	1,667.1	8.5%	<80	Well drained
OfC	Ontario fine sandy loam, 8-15% slope	387.6	2.0%	<80	Well drained
OnB	Ontario loam, 3-8% slope	1,716.4	8.7%	<80	Well drained
OnC	Ontario loam, 8-15% slope	604.9	3.1%	<80	Well drained
OnD3	Ontario loam, 15-25% slope	412.9	2.1%	<80	Well drained
OnF	Ontario loam, 25-60% slope	189.9	1.0%	<80	Well drained
PaB	Palmyra gravelly fine sandy loam, 8-15% slope	587.1	3.0%	<80	Well drained
PaC	Palmyra gravelly fine sandy loam, 8-15% slope	228.4	1.2%	<80	Somewhat excessively drained
PgB	Palmyra gravelly loam, 3-8% slopes	199.1	1.0%	<80	Somewhat excessively drained
PhA	Phelps gravelly fine sandy loam, 0-3% slope	330.0	1.7%	<80	Moderately well drained
Ro	Rock land	743.1	3.8%	0-10	N/A
Wg	Wayland soils complex, 0-3% slope	793.5	4.0%	<80	Poorly drained

⁷ Source: USDA Web Soil Survey, 2021. Soil Survey of Rush, NY. USDA

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

Water Resources

Waterbodies

The Town of Rush's major waterbodies are the Genesee River and Honeoye Creek. Additionally, one of the City of Rochester's three reservoirs, Rush Reservoir, which helps supply clean drinking water from Hemlock Lake to the city, is located along the northern border of the town. Each of these waterbodies hold historical, cultural, and environmental significance for the Town of Rush.

The Genesee River is a defining natural feature of Monroe County and 8.5 miles of which makes up the western border of the Town of Rush. Historically, as settlers moved into parts of Western New York such as Rush, many settled along the Genesee River and its tributaries to use its hydropower to establish flour and saw mills⁷. Today, there are no industrial uses that use the Genesee River in Rush.

Honeoye Creek is another prominent waterbody in the Town of Rush. The creek originates from Honeoye Lake in Ontario County spanning almost 45 miles, nearly nine miles of which traverses east to west through the Hamlet and Town of Rush before draining into the Genesee River. Like the Genesee River, many settlers of Rush first settled along the creek to use its hydropower for milling. As part of the Town's milling history, there stills stands a dam in the center of the Hamlet of Rush which was constructed in 1810 by John Webster to power his flour mill⁸. Today, that site is the Veteran's Memorial Park where the dam now offers scenic views of a small waterfall.

The Rush Reservoir is a part of the Rochester Water Bureau's system for delivering fresh drinking water from Hemlock and Canadice Lake to the City of Rochester. First developed in 1876, the 27 acres of land that the reservoir sits on, is owned by the City of Rochester and has a capacity of 70,033,589 gallons.

Watersheds and Sub-Watersheds:

A watershed is an area of land where all the surface and groundwater drain into the same stream, river, lake, or other body of water. All the water that falls on the land, flows into streams, or traverses underground in the Town of Rush eventually drains into the Lower Genesee River Sub-Basin and then Lake Ontario. Watershed boundaries are defined by topographic features such as ridges, hills, and valleys; additionally, watersheds can be comprised of smaller sub-watersheds. A healthy watershed has enough pervious land where water can infiltrate the soil. Allowing water to infiltrate through the ground helps to filter out pollutants, recharge the groundwater supply, mitigate floods and erosion, and minimize costs on public infrastructure. Land use can significantly influence the quantity and quality of water supplies within watersheds; therefore, it is important to understand the flow of water in watersheds when considering natural resource management and land use decisions.

Within the Town of Rush, there are four HUC-10 watersheds and six HUC-12 sub-watersheds. (See Map 12: Streams and Watersheds.) HUC is an acronym for Hydrological Unit Code (HUC) and the extent the watershed covers are delineated by the digits succeeding the acronym. Watersheds (HUC-10) cover areas 40,000 – 250,000 acres in size while sub-watersheds (HUC-12) cover areas 10,000 – 40,000 acres in size.

⁸ Source: Hallock, B. 1968. Rush in Retrospect – Town River, Reeds, and Rushes. Hooper Productions, Albany, N.Y

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

Wetlands

Freshwater wetlands are found amply throughout the Town of Rush. Wetlands are defined as areas of land that are saturated by surface or groundwater for a certain period throughout the year and contains the presence of plants that are adapted to saturated soil conditions. Wetlands provide a plethora of ecosystem services that benefit the natural environment and residents of Rush. Several ecosystem services that wetlands in Rush provide include providing habitats for a diversity of animals and plants, mitigating impacts from storms and flooding, slowing down stormwater run-off, improving water quality, sequestering and storing carbon, and providing scenic areas for recreation⁹.

In the Town of Rush, there are 48 New York State regulated and over 290 federally mapped wetlands (See Map 13: Flood Zones and Wetlands). These wetlands include a wide range of different types, including freshwater emergent wetlands, freshwater forested/shrub wetland, seasonally flooded bottom lands, wet meadows, and marshes with non-woody plants. State regulated wetlands protected by the Freshwater Wetlands Act includes all wetlands larger than 12.4 acres (5 hectares) or of significant local importance. In total, these NYS regulated wetlands comprise approximately 4,263 acres of land, which is nearly 22% of the Town's total land area.

Floodplains

Floodplains are areas of low-lying land that are typically found adjacent to bodies of water that become inundated during times of high-water flow. Floodplains offer several ecosystem services that benefit the natural environment and residents of Rush. These ecosystem services include regulating flood risk/damage, recharging groundwater capacity, regulating sediment and nutrient levels, and maintaining wildlife habitats¹⁰. There are several projects that have attempted to reduce the negative impacts of flooding in and around the Town of Rush in the past. These include the construction of the Mt. Morris Dam on the Genesee River and the channelization of parts of Honeoye Creek that run through the Hamlet of Rush. Channelization is the process of redirecting a water body through a modified or constructed stream bed. While channelization can be beneficial to reducing flooding locally, it generally increases negative impacts on the ecosystem as it increases the volume and velocity of water through the channelized areas thus leading to bankside erosion and downstream flooding. Flooding does occur periodically along the Honeoye Creek, particularly in areas downstream of the channelized parts in the Hamlet of Rush.

The Federal Emergency Management Agency (FEMA) maps flood zones with boundaries that represent the 1% (100-year floodplain) and 0.02% (500-year floodplain) chance of an annual flood. Residents in communities like Rush who participate in FEMA's National Flood Insurance Program (NFIP) and reside within the 100-year floodplain are entitled to a low-cost federal flood insurance plan that protects their property if damaged by a flood.

While flood zones can be mapped, they are not static. Land use, climate change, level of impervious surfaces, precipitation levels, and run-off rates can all alter the boundary of flood zones. Furthermore, areas outside of flood zones may flood during intense storms. In the Town of Rush, the 100-year floodplain boundary covers land primarily adjacent to the Genesee River, Honeoye Creek, and its tributaries. As for the 500-year floodplain boundary, these areas cover land along the periphery of the 100-year floodplain boundary and areas coinciding with NYS regulated wetlands.

⁹ Source: Clarkson, B., Ausseil, A., Gerbeaux, P. 2013. Wetland Ecosystem Services. In Dymond JR ed. Ecosystem services in New Zealand – conditions and trends. Manaaki Whenua Press, Lincoln, New Zealand

¹⁰ Source: Hornung, L., Podschun, S., Pusch, M. 2019. Linking ecosystem services and measures in river and floodplain management. Ecosystems and People. 15(1), 214-231

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

Groundwater and Aquifers

Groundwater is a primary source of water that feeds rivers and streams. Aquifers are defined as areas with significant amounts of groundwater saturation. Aquifers can be used as a primary source of water to supply private wells and irrigation systems. However, groundwater supply can be impacted by the amount of impervious surface area in a watershed by reducing the rate in which water infiltrates into the ground. Additionally, groundwater and subsequently aquifers can become contaminated by polluted run-off from sources such as salting roads and applying pesticides and herbicides to agricultural fields.

There are four identified aquifers within the Town's boundaries. These supply drinking water to residents who do not have access to public water via private well systems. There 106 known and registered wells with the NYS Department of Environmental Conservation (DEC). These wells are found primarily throughout the town's southern and north-east region and range in depth from 19-320 ft.

Water Quality

The NYSDEC classifies the quality of waterbodies with a grade of A-D. Class "A" waterbodies are a suitable source for water supply and contact recreation, while Class "D" waterbodies are only deemed suitable for recreational fishing. There are two major bodies of water in the Town of Rush, the Genesee River and Honeoye Creek. Class "C" waterbodies are deemed suitable for fishing and wildlife propagation. The DEC has identified that the largest factors negatively contributing to the water quality of the Genesee River are phosphorus and suspended sediment loads¹¹. Major sources of pollution for this portion of the Genesee River come from facilities within the watershed but outside of the Town of Rush, such as concentrated animal-feeding operations (CAFOs) regulated by NYS DEC, municipal wastewater treatment plants, and riverbank erosion¹².

The Honeoye Creek is classified by the DEC as a Class "C" waterbody only suitable for fishing and wildlife propagation. Water quality monitoring efforts have identified the following pollutants present in the Creek: aluminum, nitrite, phosphorous, and suspended sediments¹³. Like the Genesee River, sources of pollution include CAFOs, waste treatment plants, and erosion. Within the Honeoye Creek watershed there is one concentrated animal-feeding operation, seven waste treatment plants, and 43% of land cover is used for agricultural purposes.

Habitats and Wildlife

Significant Natural Communities

The Town of Rush is a rural community whose land is dominated by agricultural fields and wooded lands. Due in part to this vast amount of open space within the town, many areas of land and water have been identified as significant natural communities. Significant natural communities are assemblages of interacting plants and animals that repeatedly occur across a landscape and play a critical role in the conservation of rare species. Within the Town of Rush, there are three areas that have been identified by the New York Heritage Program as significant natural communities (See Map 14: Significant Natural Communities). The largest of these three communities is the Rush Oak Openings Unique Area which is

¹¹ Source¹⁰: NYSDEC Bureau of Water Resource Management. Genesee River Basin Nine Key Element Watershed Plan. 2015. NYSDEC, Albany, NY

¹² Source¹¹: Genesee Riverwatch. 2019. 2019 Genesee River Basin Report Card. Rochester, NY

¹³ Source: NYSDEC. Honeoye C, Lower, and Minor Tributaries Waterbody Segment Assessment Factsheet. NYSDEC, Albany, NY

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

managed by the DEC. This 230-acre area gets its name from the rare plant community located here known as an oak opening. Oak openings are areas comprised of grasslands/prairies or wetlands with 10-60% oak canopy cover. Once very common across the Midwest and Great Lakes area, many were cleared away as Europeans immigrants settled the area.

Table 6. Significant Natural Communities in Rush, NY

Community Name	Community Location	Acres	State Conservation Status
Limestone Woodland	Works Rd Woodland East	43.32	Few remaining communities; 6-20 occurrences; very vulnerable in NYS
Maple-Basswood Rich Mesic Forest	Honeoye Creek Woods	20	21-100 occurrences; limited acreage in NYS
Limestone Woodland	Oak Openings	218	21-100 occurrences; limited acreage in NYS
Oak Openings	Oak Openings	80	Very few remaining communities, <5 occurrences, especially vulnerable in NYS

Rare and Endangered Species

Thanks to the significant natural communities such as Oak Openings and other protected open spaces throughout the Town, there are many rare and endangered species that reside here. The list of endangered species that can be found throughout the Town of Rush includes birds, freshwater mussels, and flowering plants. Table 7 below elaborates further on these rare and endangered species.

Table 7. Rare and Endangered Species in Rush, NY

Species Name	Year Last Documented	State Protection Status	State Conservation Status
Red-headed Woodpecker	2004	Special Concern	Imperiled
Deertoe Mussel	2012	N/A	Critically Imperiled
Fragile Papershell Mussel	2015	N/A	Imperiled
Lilliput Mussel	2009	N/A	Imperiled
Pink Heelsplitter Mussel	2012	N/A	Imperiled
Rainbow Mussel	2013	N/A	Imperiled
Wabash Pigtoe Mussel	2018	N/A	Imperiled
Big Shellbark Hickory	1992	Threatened	Imperiled
Carey's Sedge	2018	Endangered	Imperiled
Early Blue Grass	2019	Endangered	Critically Imperiled
Goosefoot Corn salad	2018	Endangered	Critically Imperiled
Hairy Small-leaved Tick Trefoil	1998	Threatened	Imperiled
Handsome Sedge	2005	Threatened	Imperiled
James' Sedge	2018	Threatened	Imperiled
Northern Bog Violet	2018	Endangered	Critically Imperiled
Reflexed Sedge	2018	N/A	Apparently Secure
Rigid Tick Trefoil	2005	Endangered	Critically Imperiled
Tall Ironweed	2017	Endangered	Critically Imperiled
Wild Potato Vine	2018	Endangered	Critically Imperiled

Climate

The climate in Monroe County and the Town of Rush is temperate and variable, from warm summers bringing the occasional drought, to cold and snowy winters. There is widespread scientific consensus that

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

the Earth's climate is warming, and this is at least partially a result of human activity. Generated by the burning of fossil fuels and other industrial processes, greenhouse gases like carbon dioxide and methane accumulate within the planet's atmosphere, trapping heat that normally would escape into space and thus warming the planet over time. In 2014, The New York State Energy Research and Development Authority (NYSERDA) updated their technical report: Responding to Climate Change in New York State (ClimAID) with new projections on the impact of climate change in New York State, including Monroe County¹⁴.

Air Temperature

Average yearly temperature in the Town of Rush is 47.7 °F with a summer average high of 82 °F and a winter average low of 16 °F. According to the 2014 ClimAID Report, the average annual air temperature in Rush and Monroe County is predicted to increase by 4.3-6.3 °F by the year 2050 and by as much as 11.7 °F by 2100. NYSERDA's report anticipates that each season will experience similar amounts of warming. For the Town of Rush this means that the growing season could lengthen by over a month, however, this means summer will become more intense and winters will be milder. Furthermore, rising air temperatures can be a human health concern as warmer temperatures can exacerbate asthma, allergies, and other respiratory issues.

Precipitation

On average, the Town of Rush receives 2.36 inches of rainfall per month which equates to an average of 28.4 inches of rainfall per year. According to the 2014 ClimAID Report, the average rate of precipitation in Monroe County and Rush is predicted to increase by 4-10% by 2050 and by as much as 19% in 2100. Flooding will become a persistent hazard with more persistent heavy rainfall events.

Severe Weather Events

As climate characteristics such as air temperature and precipitation continue to increase, the rate of extreme weather events is also anticipated to increase. According to the 2017 Monroe County Hazard Mitigation Plan¹⁵, the Town of Rush has experienced several hazard events over recent years. These events include high winds, severe storms and flooding, flash flooding, and ice storms. Additionally, according to the ClimAID report, Monroe County is expected to see an increase in the number of days over 90 °F go from 8 to 22 per year to 34 by 2050 and up to 57 days per year by 2100. Additionally, the number of days below 32 °F in the County is expected to decrease from an average of 133 days per year to 84-96 days per year in 2050. This increase in severe weather events and daily temperatures will have serious repercussions for the agricultural success of farms in Rush as well as the health of its residents.

Despite the expected increase in severe conditions, there are predictions that Rush is located in a region that will actually see fewer extremes, and fewer adverse events, compared to many other parts of the country. Therefore, some have suggested that Rush prepare for an influx of "climate change migrants" and as weather issues increase nationwide, it will affect food supplies throughout the country.

¹⁴ Source¹³: Horton, D., Bader, C., Rosenzweig, C., DeGaetano, A., Solecki, W. 2014. Climate Change in New York State: Updating the 2011 ClimAID Climate Risk Information. New York State Energy Research and Development Agency (NYSERDA), Albany, NY

¹⁵ Source: Tetra Tech. 2017. Monroe County Hazard Mitigation Plan. Monroe County, NY

RELEVANT PLANS, PROGRAMS & REGULATIONS

Local Regulations

Flood Damage Prevention Local Law

The Town has a Flood Hazard Protection Local Law which was most recently updated and adopted in 2008. The purpose of this local law is to regulate development within the floodplain to protect natural floodplains and stream channels while simultaneously minimizing flood damage to property and protecting human health. Under this law, the development of any structure in the special flood hazard area (100-year floodplain) as mapped by the Federal Emergency Management Agency (FEMA) requires the issuance of a floodplain development permit. To obtain this permit, the developer must incorporate development standards that minimize flood hazards in accordance with federal standards established by FEMA. Additionally, by maintaining this local law, residents of Rush who live in the floodplain can obtain flood insurance through the National Flood Insurance Program (NFIP) run by FEMA.

Town of Rush Environmental Conservation Board

The Town of Rush formed a Conservation Board in 1972 and most recently amended the laws of the board in 2022. Concerned with population growth and urbanization, the Town created the Conservation Board to help preserve and improve the quality of both the Town's natural and man-made environment. The board is comprised of five members who are appointed by the Town Board. As stated in Town Code [§ 8,5](#), the powers and duties of the environmental conservation board are:

1. Advise the Town Board, Planning Board, and Zoning Board of Appeals on matters affecting the preservation, development, and use of the natural and man-made features and conditions of the Town insofar as beauty, quality, biologic integrity, and other environmental factors are concerned and, in the case of man's activities and developments, with regard to any major threats posed to environmental quality, so as to enhance the long-range value of the environment to the people of the Town.
2. Develop and, after receiving general approval by resolution of the Town Board, conduct a program of public information in the community which shall be designed to foster increased understanding of the nature of environmental problems and issues and support for their solutions.
3. Conduct studies, surveys, and inventories of the natural and man-made features within the Town of Rush and such other studies and surveys as may be necessary to carry out the general purposes of this chapter.
4. Maintain an up-to-date inventory or index of all open spaces in public or private ownership within the Town, including but not limited to natural landmarks, glacial and other geomorphic physiographic features; streams and their floodplains, swamps, marshlands, and other wetlands; unique biotic communities; scenic and other open areas of natural or ecological value; and of the ownership, present use, and proposed use of such open areas, so as to provide a base of information for recommendations by the Board for their preservation and/or use.
5. Seek to coordinate, assist, and unify the efforts of private groups, institutions, and individuals within the Town of Rush in accord with the purposes of this chapter.

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

6. Maintain liaison and communications with public and private agencies and organizations of local, state, and national scope whose programs and activities have an impact on the quality of the environment or who can be of assistance to the Board.
7. Working in cooperation with the Planning Board, recommend from time to time to the Town Board features, plans, and programs relating to environmental improvement for inclusion in the Comprehensive Plan of the Town of Rush, and, similarly, recommend to the Town Board appropriate and desirable changes in existing local laws and ordinances relating to environmental control or recommend new local laws and ordinances.
8. Prepare, print, and distribute books, maps, charts, and pamphlets in accord with the purposes of this chapter.
9. Obtain and maintain in orderly fashion maps, reports, books, and other publications to support the necessary research of the Board into local environmental conditions.
10. Review all applications that are submitted to the Town Board, Planning Board, and the Zoning Board of Appeals, concurrent with the official reviews of the applications by those boards. The Conservation Board shall submit a written report to the appointed clerk of the referring board and make such report available to the Town Board within five days after their consideration of the application. The Conservation Board will also be responsible for review of environmental special permits with the Planning Board, as described in Chapter 100, Article III.
11. Carry out such other duties as may be assigned from time to time by the Town Board.

Town of Rush Tree Advisory Committee

1. In recognition of the environmental, health, and aesthetic benefits of trees within Rush, the Town Board in 2022 adopted a local law to establish a tree advisory committee. The Tree Advisory Committee is comprised of five to seven members who are appointed by the Town Board through recommendations made by the Environmental Conservation Board and the Rush Recreation and Park Association. As specified in [§104-5](#) of the Rush Town Code, duties of the Tree Advisory Committee include presenting an annual written plan to the Town Board for the care, preservation, pruning, planting, replanting, removal, or disposition of public trees. The proposed plan shall support the Town's Comprehensive Plan.
2. Compile and update an annual master tree list of recommended types and species of trees on public land or on private land covered by agreements imposed or administered by Town boards. Native species of trees and shrubs shall be encouraged.
3. Report to the Town Board any tree which is damaged or which presents a hazard to persons, property, or other trees.
4. Advise Town boards and officials, as requested and desired, regarding both public trees and trees on private land covered by Town agreements or restrictions.
5. Provide recommendations to the Town Board on any proposed amendments to the Town Code or Town regulations pertaining to trees.
6. Support and work in conjunction with the Rush RPA to coordinate an annual Arbor Day celebration and other educational programs.

Monroe County Wetlands Local Law

In 1976, the Monroe County Legislature identified that any loss of freshwater wetlands in Monroe County would deprive residents of the multitude of ecosystem services that they provide. Therefore, to mitigate the unnecessary loss of freshwater wetlands, Monroe County established the requirement that any

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

activity that may result in a negative impact to a wetland and their buffer zone must obtain a permit from the Monroe County Clerk prior to any work taking place. This permit is required in addition to obtaining a permit from NYS and the Federal government before any activity can take place on a wetland.

State and Federal Regulations

New York State and Federal Wetland Regulations

The NYS Freshwater Wetlands Act was passed in 1975 and protects all freshwater wetlands in the state that are 12.4 acres or greater, as well as adjacent land within 100 feet of the wetland. Smaller wetlands of significant local importance are also protected under this act. In accordance with this act, any activity that may result in a negative impact to a wetland and their buffer zone must obtain a permit from the NYS Department of Environmental Conservation (NYSDEC); some activities are exempt from this regulation. The permit requirements are more stringent for Class I and II wetlands, which provide greater ecological benefits and value as habitats for wildlife compared to Class III and IV wetlands.

Federally, in accordance with Section 404 of the Clean Water Act of 1972, any activity within a wetland requires a permit from the U.S. Army Corp of Engineers. Federally regulated wetlands are mapped by the U.S. Fish & Wildlife Service; however, field investigations are necessary to verify their extent and type of wetlands.

NYS Environmental Conservation Law – Waterbody Protection

In accordance with the NYS Environmental Conservation Law, the NYSDEC manages the Protection of Waters Regulatory Program to protect waterbodies from harmful impacts. All NYS rivers, streams, and ponds are classified (i.e., AA, A, B, C, D) for varying degrees of protection based on its existing or expected best usage – from drinking water source (AA or A) to waters supporting fishing (C). Waterbodies classified as AA, A, B, C(T), or C(TS) – T or TS for trout presence – are protected. All the major waterbodies in Rush are classified as C.

State Environmental Quality Review Acts (SEQRA)

The State Environmental Quality Review Act (SEQRA) was established to institute a process to systematically consider environmental factors from actions that are directly undertaken, funded, or approved by local, regional, or state agencies. Concerning the Town of Rush, this means that whenever the Town seeks to conduct a discretionary action (approve, fund, or directly act), an environmental review must first be conducted to ensure all potential adverse impacts to the environment that would be caused by the action are mitigated. Through the SEQRA review, all environmental impacts are considered. These considerations include impacts to land, geologic features, surface water, groundwater, flooding, air, plants and animals, agricultural resources, aesthetic resources, historic and archeological resources, open space, critical environmental areas, transportation, energy, noise, odor, light, human health, and consistency with community character. If an action is determined to cause significant adverse effects to the environment, then the action is either denied or must be significantly altered to mitigate the significantly adverse effects.

New York State Community Risk and Resiliency Act

The NYS Community Risk and Resiliency Act (CRRA), adopted in 2014, amended the NYS Environmental Conservation Law, Agriculture and Markets Law, and Public Health Law to require applicants for permits

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

to demonstrate that they have considered future physical climate risk due to flooding, sea level rise, and storm surge.

Local Plans

Monroe County Agricultural Environmental Management Strategic Plan 2021-2025

The Monroe County Soil & Water Conservation District (SWCD) developed an Agricultural Environmental Management (AEM) Plan to help farmers implement conservation projects on their land. The program prioritizes assistance for conservation practices at the watershed level. The priority watershed identified by this plan that covers land in Rush is the Honeoye Creek Watershed. This plan intends to address the issues pertaining to agriculture and the environment within this watershed in 2024. According to this plan, 80% of the land within the Honeoye Creek Watershed is used for agricultural purposes and segments of the Honeoye Creek has been identified as having high levels of the pollutant phosphorus. As part of this plan, there will be five steps taken to address the issues in the Honeoye Creek Watershed. These steps include inventorying current activities and potential environmental concerns, assessing and prioritizing areas of concern, developing conservation plans for each farm, implementing identified actions within each plan, and evaluating outcomes from these actions.

Water Quality Analysis of the Honeoye Creek Watershed. A report to the USDA

This report was conducted and published between 2010-2013 by Mankiewicz et al. at the University of Brockport. This report determined the nutrient and sediment pollution contributions to the Genesee River from the Honeoye Creek, identified the sources of impairment, and developed solutions to mitigate the pollution. The Honeoye Creek and the other major tributaries of the Upper Genesee River are the second largest contributor of phosphorus to Lake Ontario, second only to the Niagara River. According to this report, 72% of all phosphorous discharges in the Honeoye Creek Watershed come from anthropogenic sources including wastewater treatment plants (WWTP) and agriculture. However, within the Honeoye Creek Watershed, land within the Town of Rush is one of the lowest contributors of phosphorus. This report identified that most of the phosphorus that enters the creek originates from the three WWTP and vast amount of agricultural land found upstream from Rush. Nevertheless, the waters of the Honeoye Creek within Rush experience some of the worst levels of pollution as it is at the mouth of the creek where it empties into the Genesee River. Solutions to reduce inputs of phosphorous into the Honeoye Creek included updating the WWTPs found within the watershed and implementing best management practices on farms to reduce erosion and the runoff of applied nutrients (phosphorus). As issues with pollution in the Honeoye Creek span across several municipalities and counties, this represents a key opportunity for an inter-municipal plan to be initiated between all affected municipalities to resolve the problem.

Henrietta-Rush Local Waterfront Revitalization Program 2023

A Local Waterfront Revitalization Program (LWRP) is a locally prepared land and water use plan for a community's developed, natural, public, and working waterfronts. An LWRP is comprised of an inventory and analysis of local water and land uses and assets, as well as an identification of policies and potential projects that would protect and enhance those assets. Given the shared asset of the Genesee River, the two towns of Henrietta and Rush joined together to release a joint LWRP.

Proposed projects in the LWRP for the Town of Rush that would protect and enhance its natural features include:

RUSH COMPREHENSIVE PLAN

DRAFT: 8/25/23

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

1. Restoring habitats and building the Hundred Acres Nature Park & Trail
2. Reconnecting the community to the Rush Riverside Refuge Trail System
3. Repairing and upgrading the Cox Ferry Launch
4. Connecting the Genesee River Trail to the Lehigh Valley Trail

NYS Uniform Fire Prevention and Building Code (Uniform Code)

The NYS Uniform Code, which is administered in Rush by the Town's Code Enforcement Officer, requires that new buildings include two feet of "freeboard" above the base flood elevation.

Photo 5: Dam on Honeoye Creek (Credit: Dave Sluberski)




GOALS, POLICIES & RECOMMENDED ACTIONS

Goal: Protect water quality and natural ecosystems.

Waterbodies in the Town are used and appreciated by residents for their ecosystem benefits, scenic beauty, and recreational opportunities. Protecting water quality is vital for maintaining these functions.

Best practices available to local governments include:

- Local laws or zoning regulations that limit removal of vegetation within stream corridors. Natural vegetation along streams slows stormwater and filters out contaminants before they can be deposited into water bodies, help to maintain the stability of the streambank and prevent erosion of sediment, and maintain habitat for plants and animals.
- Stewardship of Town-owned land that abuts waterbodies, including limiting use of fertilizers and pesticides near streams.
- Encourage farmers to work with the Monroe County Soil & Water Conservation District (SWCD) to maintain riparian buffers and adopt other best practices to protect water quality.



Community Survey Results

A majority of survey respondents indicated that protecting water quality of Honeoye Creek, the Genesee River, and other waterbodies in the Town is important. Residents appreciate the benefits to the local ecosystem that these waterbodies provide, as well as their scenic beauty and opportunities for recreation.

Woodlands, wetlands, and stream corridors throughout the Town support critical habitats for wildlife and other ecosystem benefits. Many residents enjoy these natural areas for a variety of recreational activities. With the exception of the Oak Openings Significant Natural Area, which is maintained by the NYS Department of Environmental Conservation, most of these lands are privately owned.

Photo 6. Honeoye Creek



NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

Strategy 1. Limit vegetation removal within stream corridors (“riparian buffers”).

Recommended Action:

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

Goal: Reduce Flood Risks and mitigate potential flood damage

Flooding impacts certain properties in the Town of Rush and has caused damage to residents’ properties. Much of the flooding is seasonal and is caused by ice jams, log jams, high groundwater levels, or drainage system backups.



Community Survey Results

While only 11.4% of respondents to the Community Survey indicated that their property has been affected by flooding over the past 10 years, 43.45% are concerned about flooding elsewhere in the Town.

The need to address the flooding issue is very important. There will be no reasonable development in the Hamlet if it floods every other year.

Climate change is expected to result in more frequent and intense storms, and higher levels of riverine flooding. The United States Geographical Survey (USGS) StreamStats tool incorporates an anticipated a 10% increase in flows along existing streams during storm events. As existing FEMA flood maps are based on historical flood occurrences, the maps may not accurately predict locations of future flooding.

Best practices for reducing flood risk include:

- Limit development in flood-prone areas and maintain natural vegetation within floodplains;
- Adopt higher development standards for development within designated flood zones, such as requiring buildings to be raised more than the required two feet above the flood elevation;
- Conduct flood studies to determine updated base flood elevation;
- Maintain vegetation within stream corridors to allow for absorption of floodwaters, promote groundwater recharge, protect the ecosystem, and reduce potential for flood damage in adjacent areas; and
- Establish and maintain stormwater management improvements that conserve natural drainageways as much as practicable while protecting buildings and infrastructure from flooding.

Strategy 2: Maintain drainage infrastructure to minimize risks from flooding.

Recommended Actions:

NR-2. Continue to develop and maintain drainage infrastructure within established Drainage Districts to minimize risk of flooding and property damage while maintaining ecosystems.

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.

NATURAL RESOURCES & ENVIRONMENTAL PROTECTION

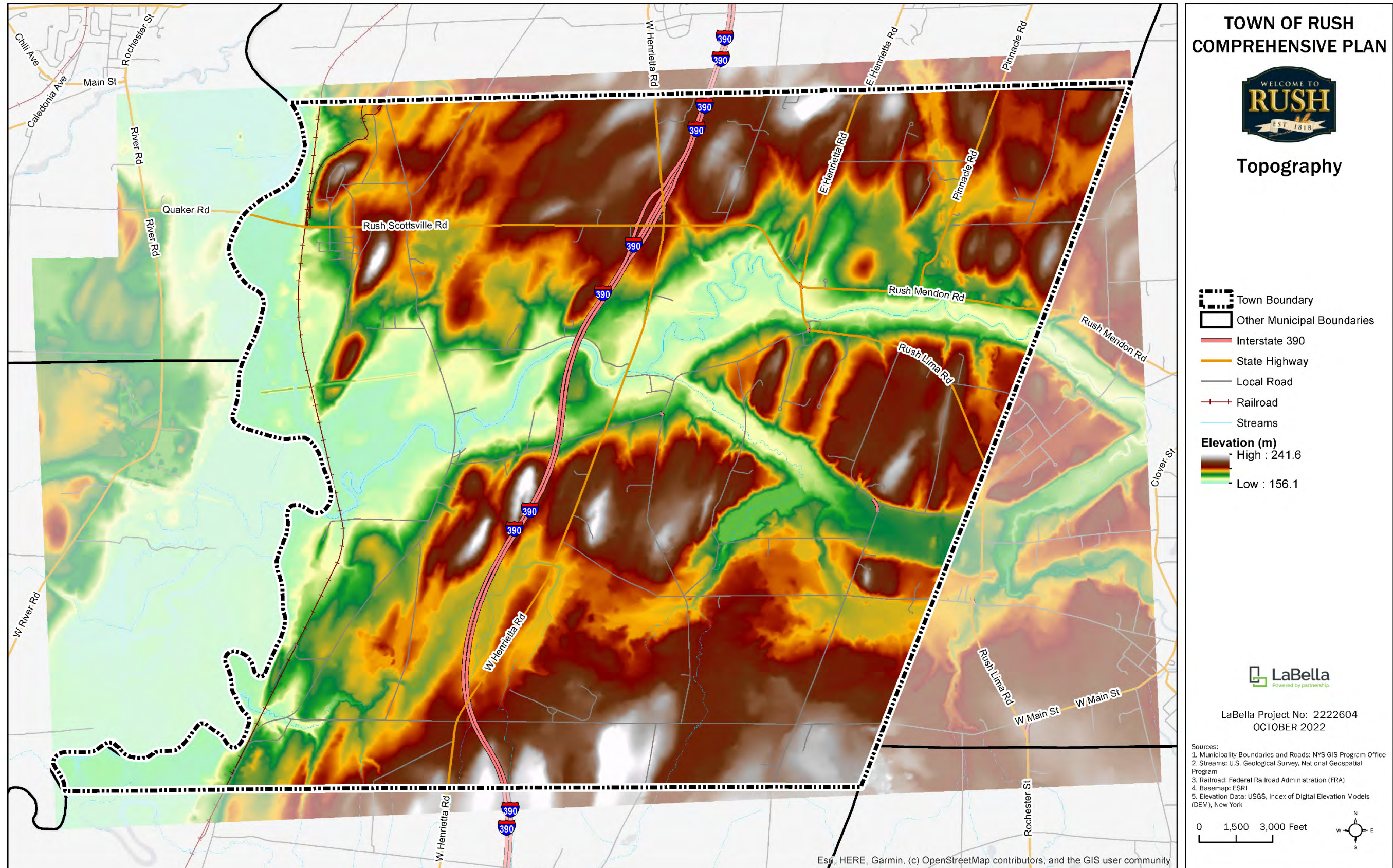
Goal: Maintain sensitive ecological communities and wildlife habitat.

Strategy 3: Provide information to landowners about responsible land stewardship and best management practices.

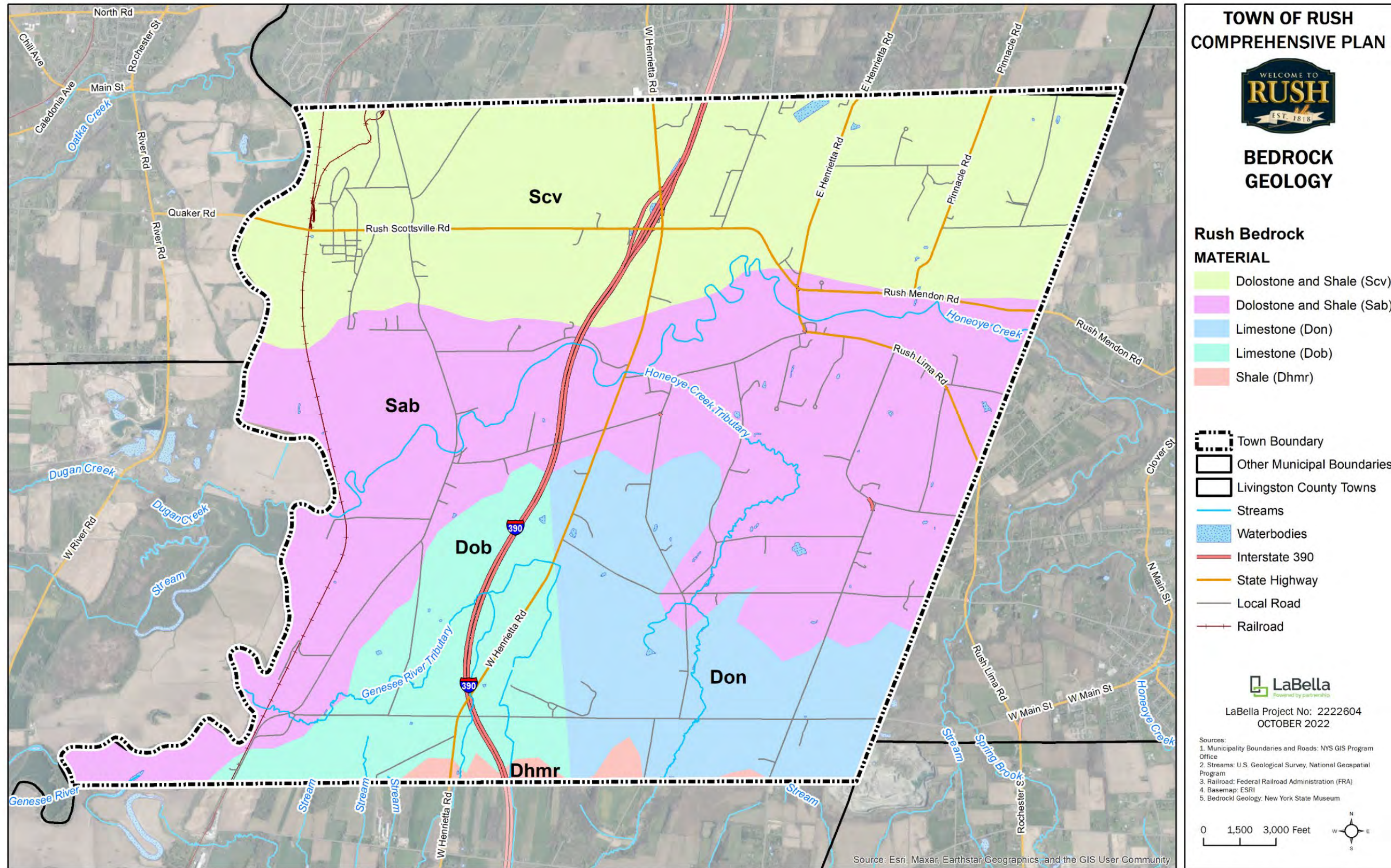
NR-4. Prepare educational materials for residents within designated flood zones to help them reduce risks of property damage and prepare for emergency response.

NR-5. Connect landowners with technical assistance and information to encourage responsible land management.

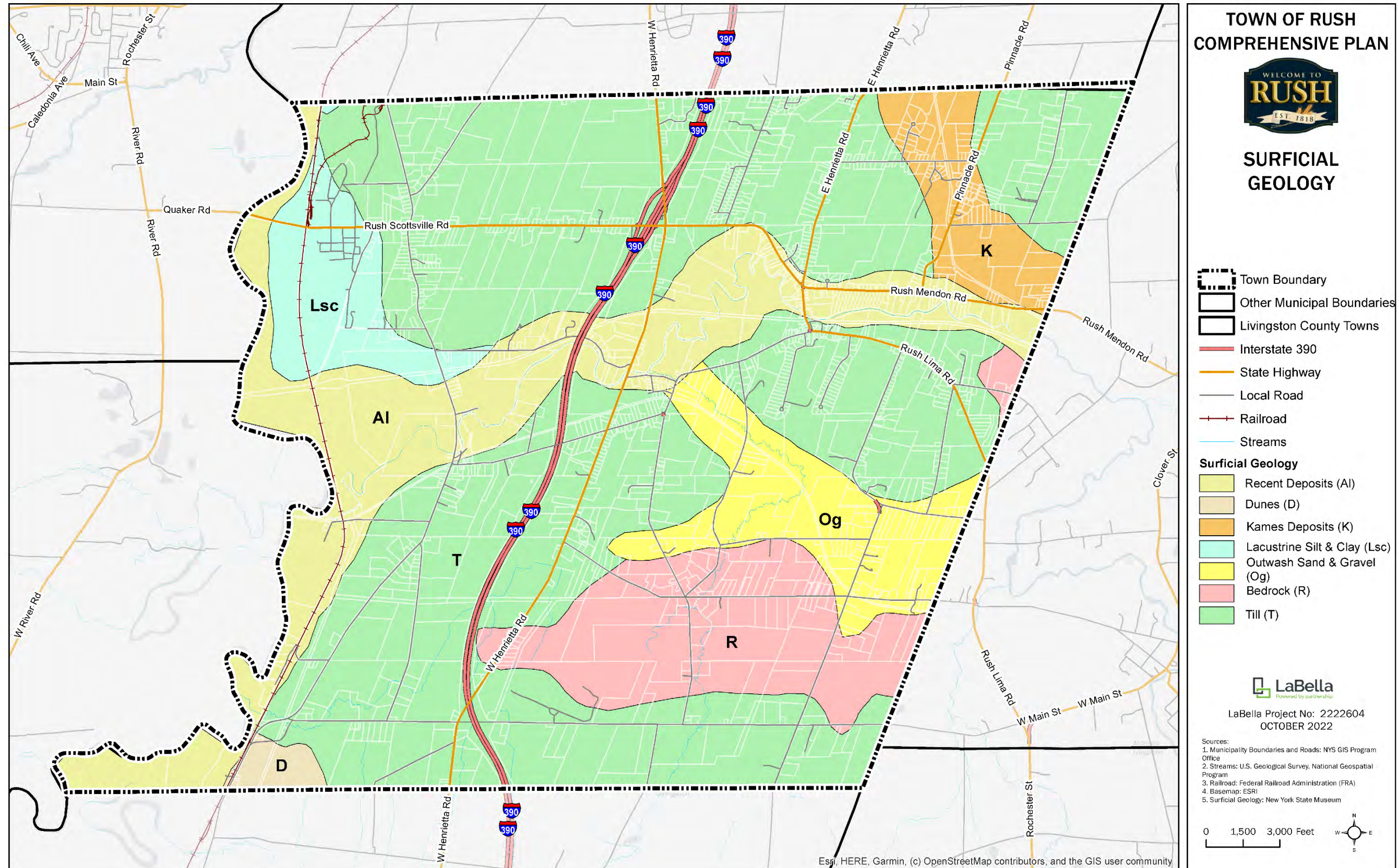
Map 8. Topography



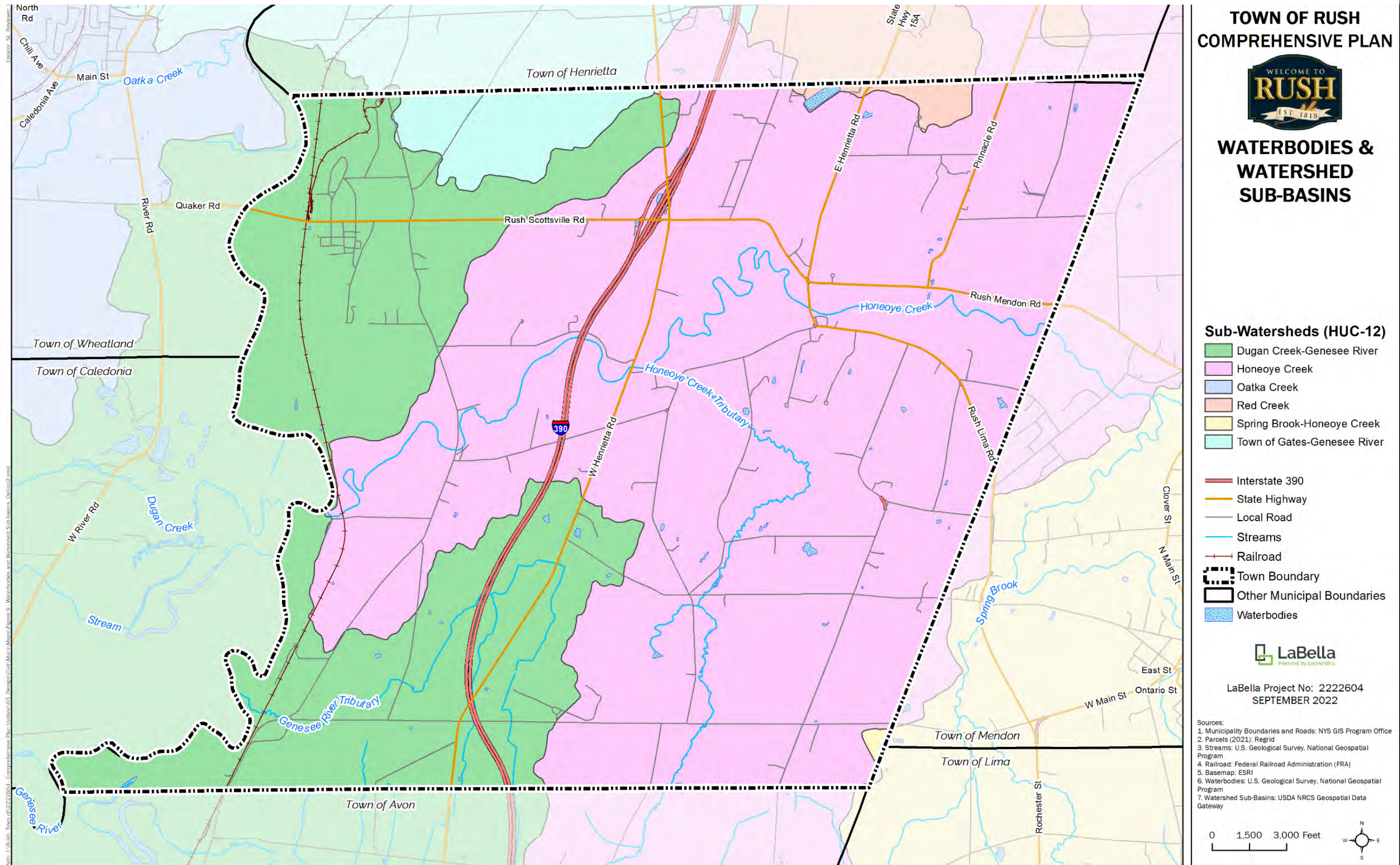
Map 9. Bedrock Geology



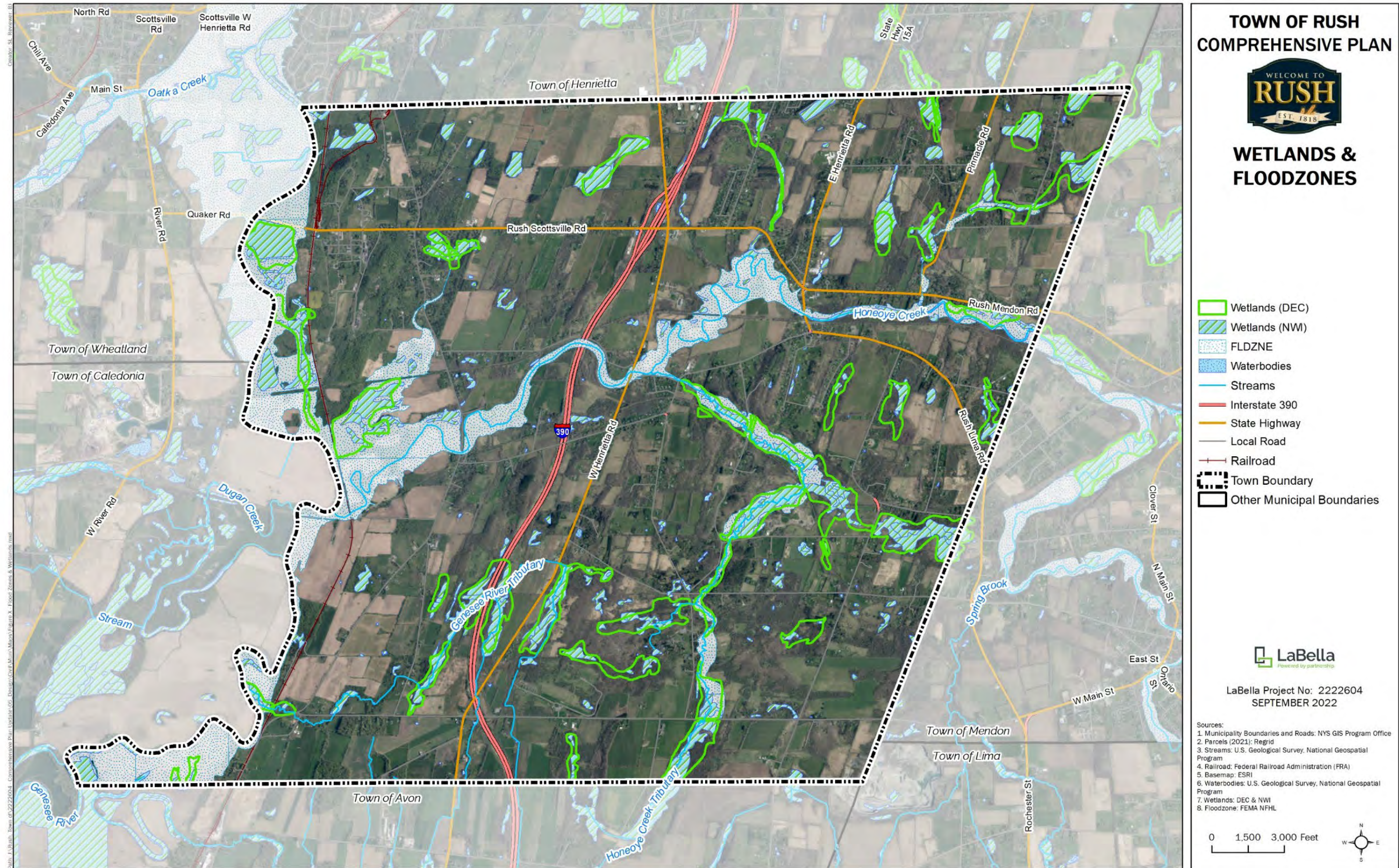
Map 5 - 10: Surficial Geology



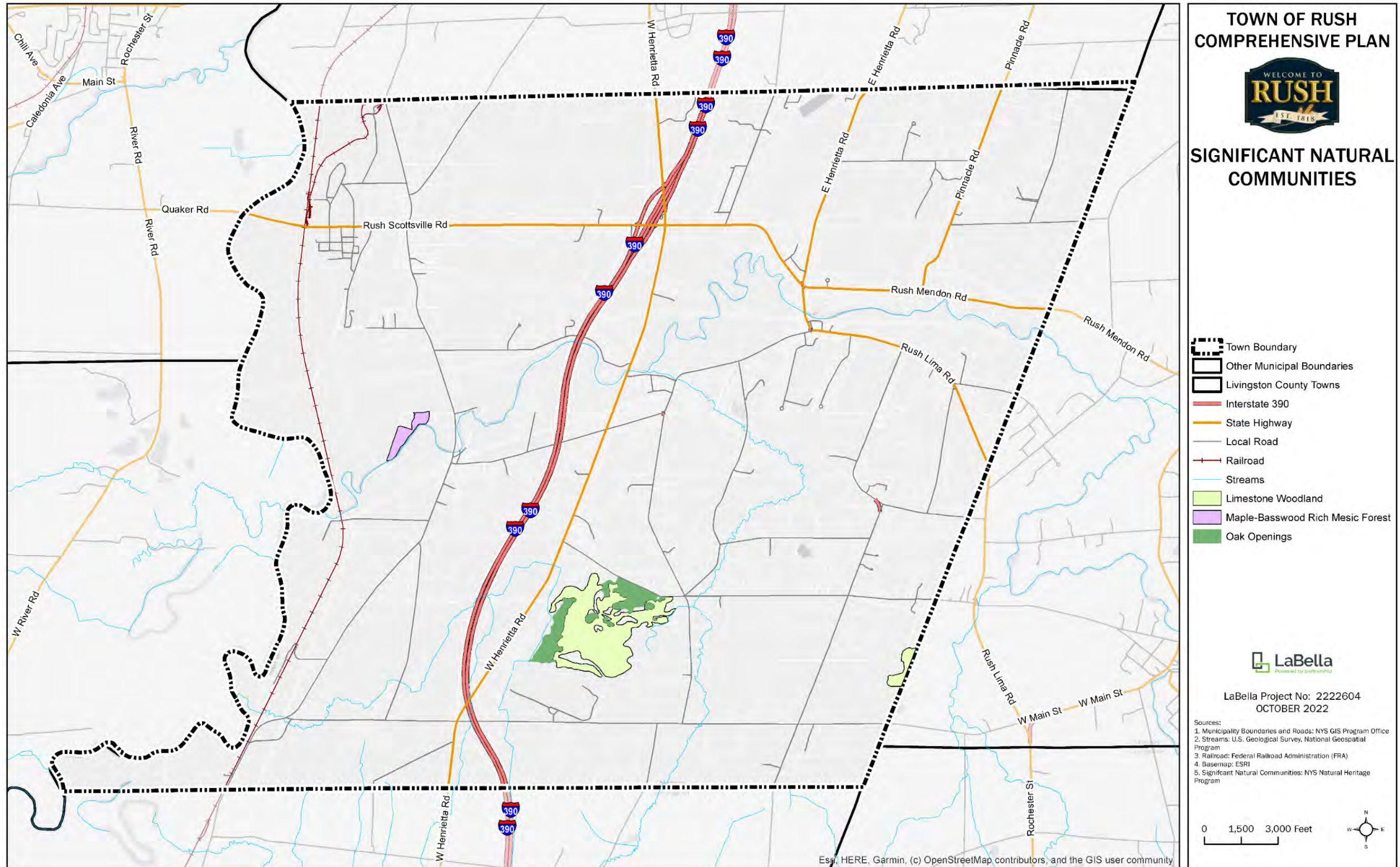
Map 11: Waterbodies & Watersheds



Map 12: Wetlands & Floodzones



Map 13: Significant Natural Communities



6. POPULATION & HOUSING

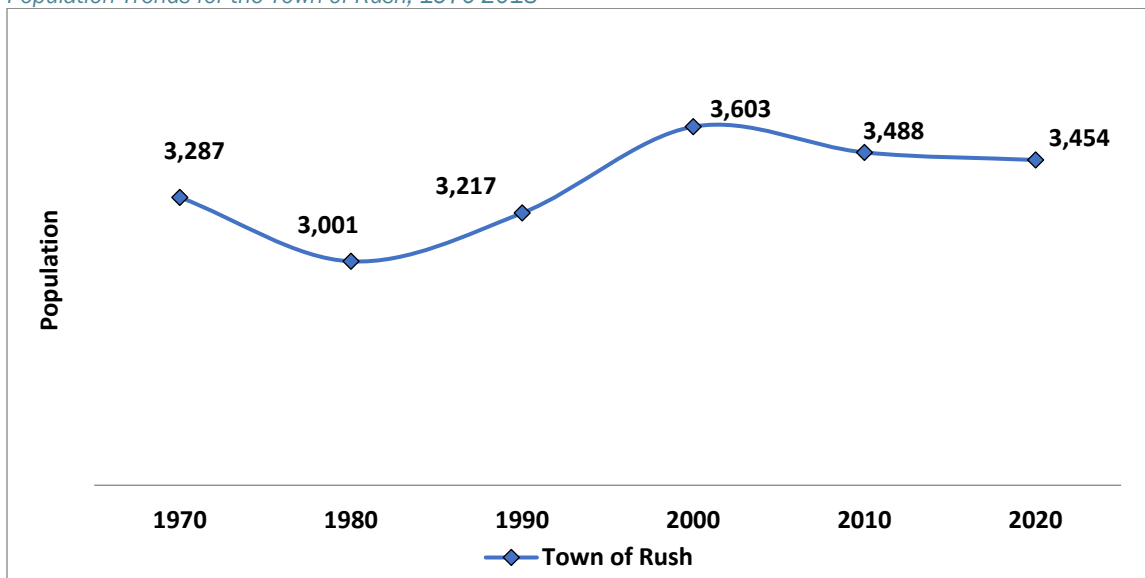
This chapter presents an overview of current conditions and trends in the Town's population and types of housing, describes the issues and opportunities raised in the Community Survey, and recommends actions to maintain a high quality of life for Town residents.

POPULATION

Population, Age, and Gender

The population of the Town of Rush declined between 1970 and 1980, increased from 1980 until 2000, then declined slightly and stabilized between 2010 and 2020.

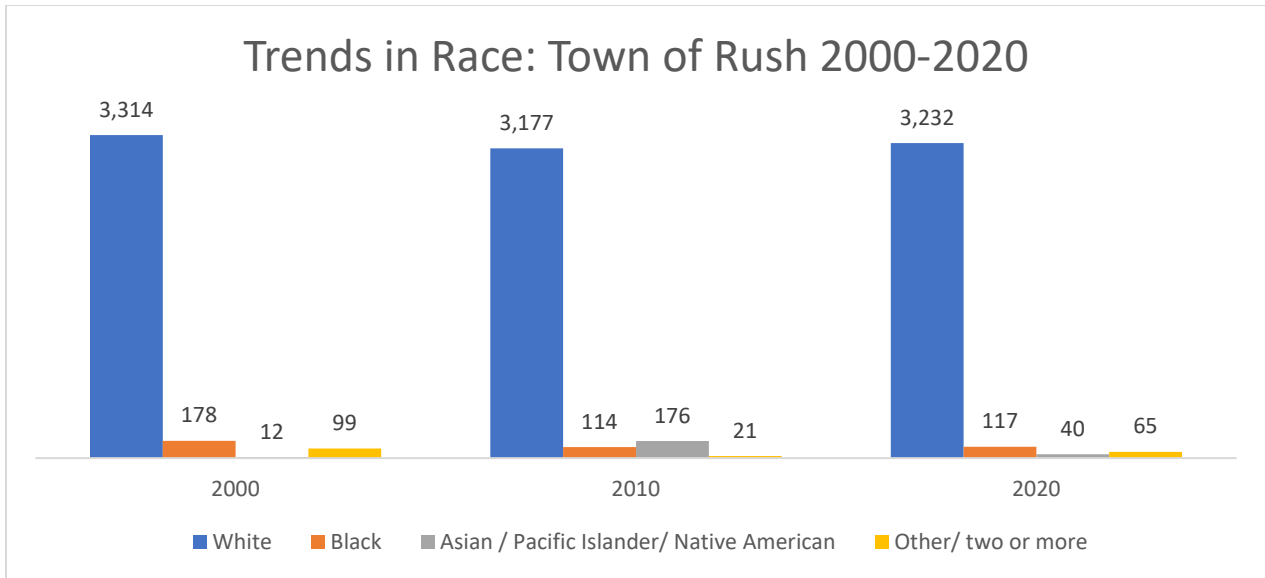
Population Trends for the Town of Rush, 1970-2018



Source: 1970-2010 Decennial Census; 2020 American Community Survey 5-Year Estimates

Race and Ethnicity

More than 90% of Rush residents are White, 3.4% Black, 1.2% Asian or Pacific Islander and 1.9% another race or two or more races. The distribution of population by race has been generally consistent over the past two decades, with a small increase in the percentage of White residents from 92% in 2000 to 93.6% in 2020.



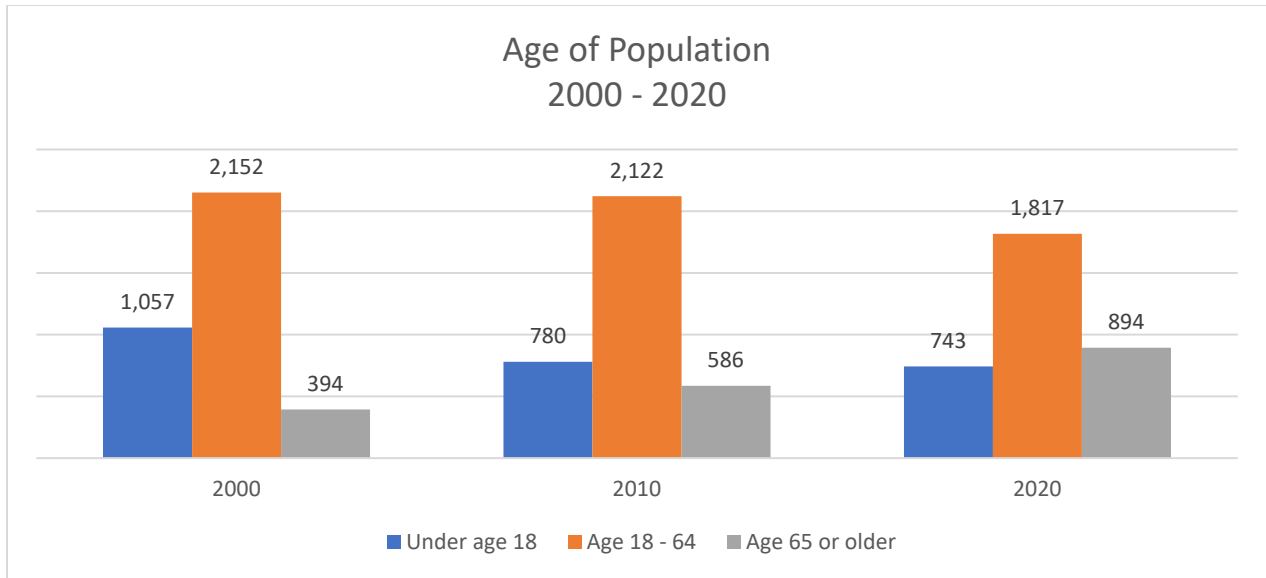
	2000	2010	2020	
White	3,314	3,177	3,232	93.5%
Black	178	114	117	3.4%
Asian / Pacific Islander / Native American	12	176	40	1.2%
Other / two or more	99	21	65	1.9%
	3,603	3,488	3,454	100.0%

Source: 2000 and 2010 Decennial Census,
2020 American Community Survey 5-Year Estimates

Approximately 2.0% of the Town’s population is Hispanic or Latino, which could be any race. This has remained constant since 2000.

Age

Approximately 26% of the Town’s population is age 65 or older. This proportion has increased significantly since 2000, when 11% of the population was age 65 or older and 30% was under age 18. The median age of Rush residents in 2020 was 52.1, up from 44.6 in 2010.

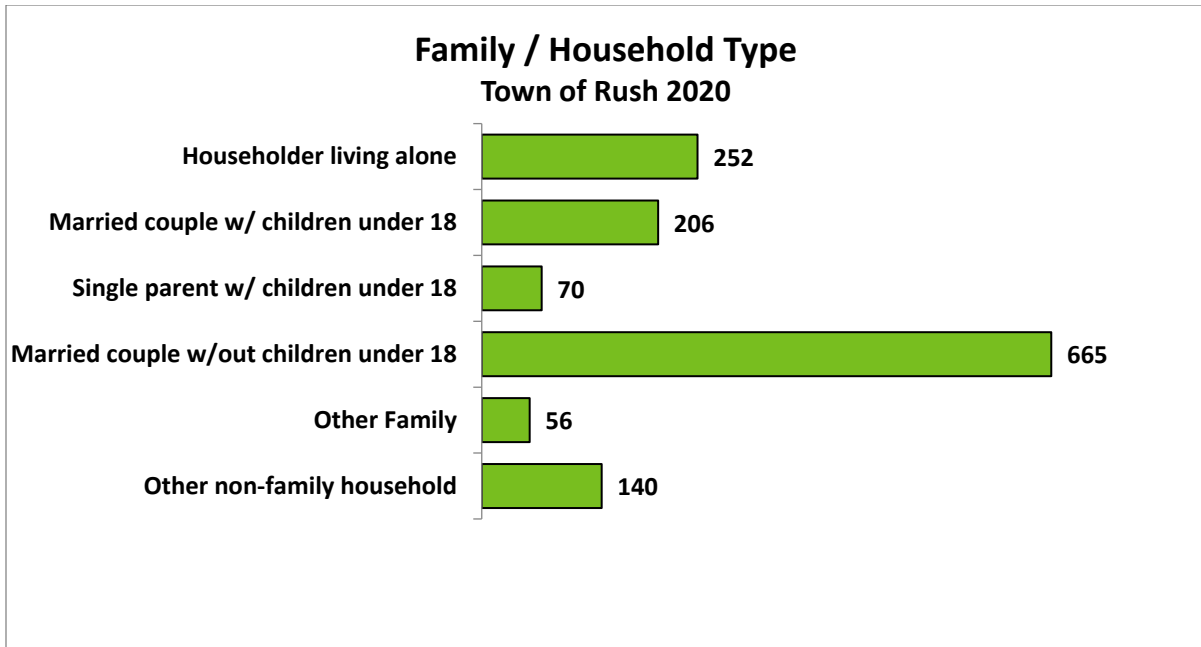


	2000		2010		2020	
	#	%	#	%	#	%
Under age 18	1,057	29.4%	780	22.4%	743	21.5%
Age 18 - 64	2,152	59.7%	2,122	60.8%	1,817	52.6%
Age 65 or older	394	10.9%	586	16.8%	894	25.9%
Total	3,603	100.0%	3,488	100.0%	3,454	100.0%

Households

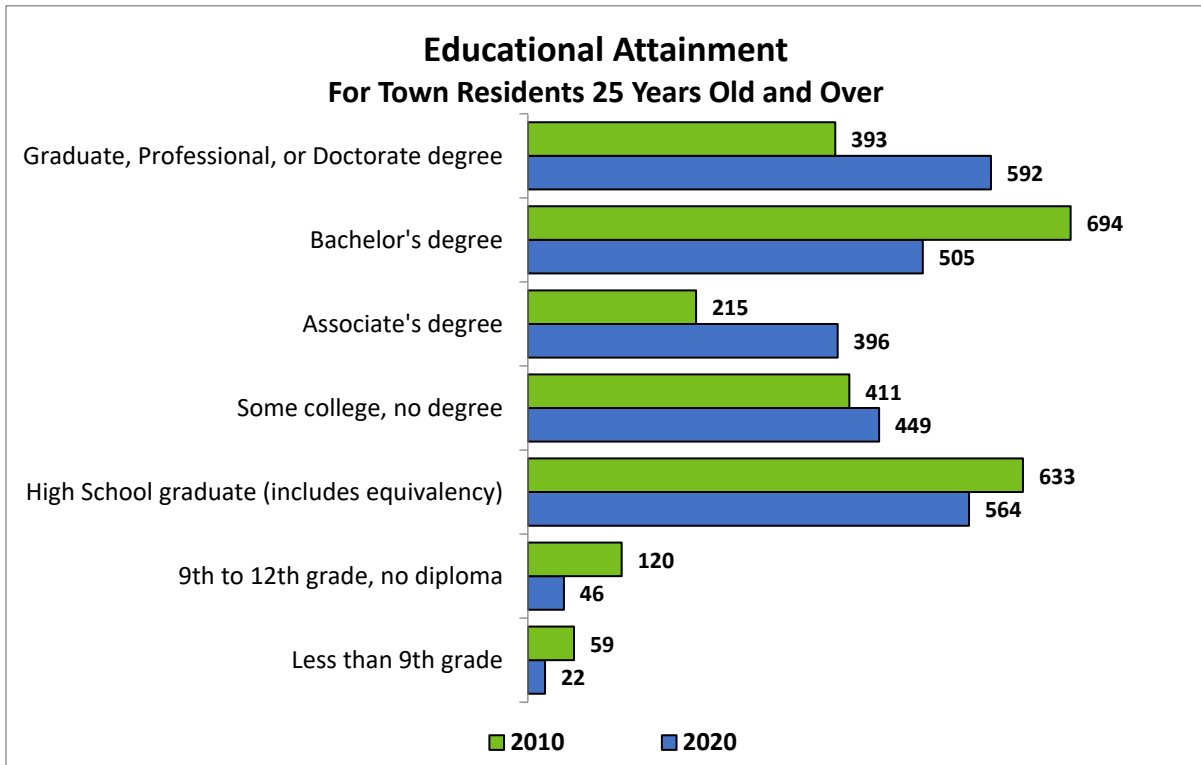
Households with children under age 18 comprise just 20% of all households in the Town of Rush. Of these, 206 are married-couple families and 70 are headed by single parents.

Married couples without children under age 18 at home comprise the largest proportion of household types, with 665 (48%). Two-person households comprise 55% of all households in the Town.



Educational Attainment

The proportion of Rush residents age 25 or older with a graduate or professional degree increased from 15% in 2010 to 23% in 2020. In Monroe County as a whole, 17.7% have a graduate or professional degree.



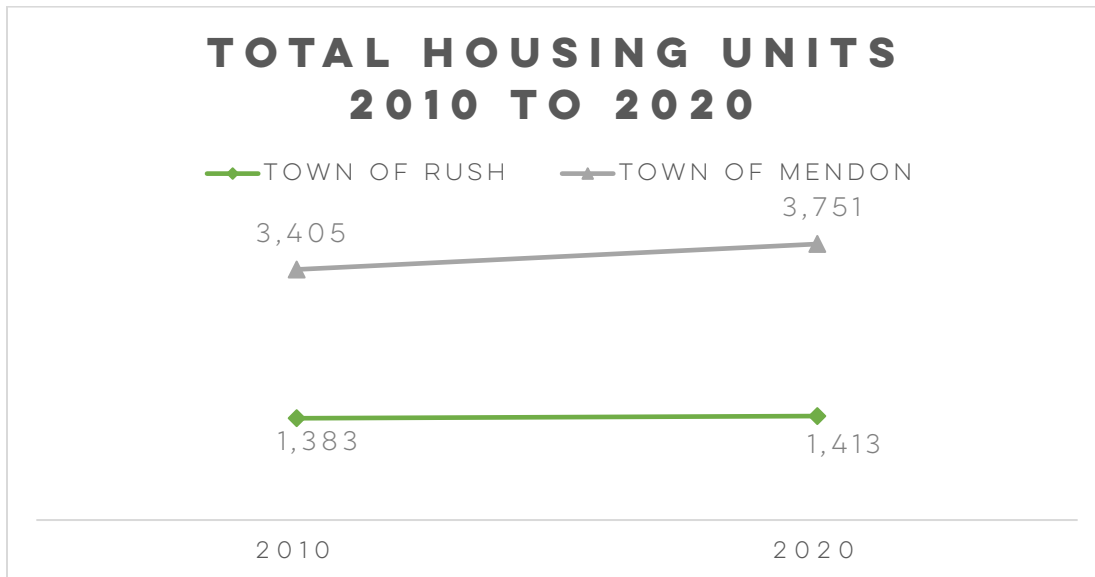
Workforce Participation

Among Town residents age 16 and older, 65.8% were in the labor force in 2020, down from 70.8% in 2010. In 2020, the unemployment rate among Rush residents was 0.6%. In Monroe County as a whole, the unemployment rate was 3.4%.

HOUSING

Total units

According to the 2020 5-year American Community Survey (ACS) estimates, the Town of Rush has 1,413 total housing units. This represents an increase of approximately 2% from 2010 (1,381 units). The neighboring Town of Mendon has twice the total number of housing units (3,751 units). Additionally, the Town of Rush experienced a smaller increase in total housing units from 2010 to 2020 than the town of Mendon (+10%) but only a slightly smaller increase than Monroe County overall (+3%).



Units in Structure

According to 2020 5-year ACS estimates, 93% of the 1413 housing units in the Town of Rush are single-family dwellings. Approximately 77 housing units (7%) are in structures with two or more units.

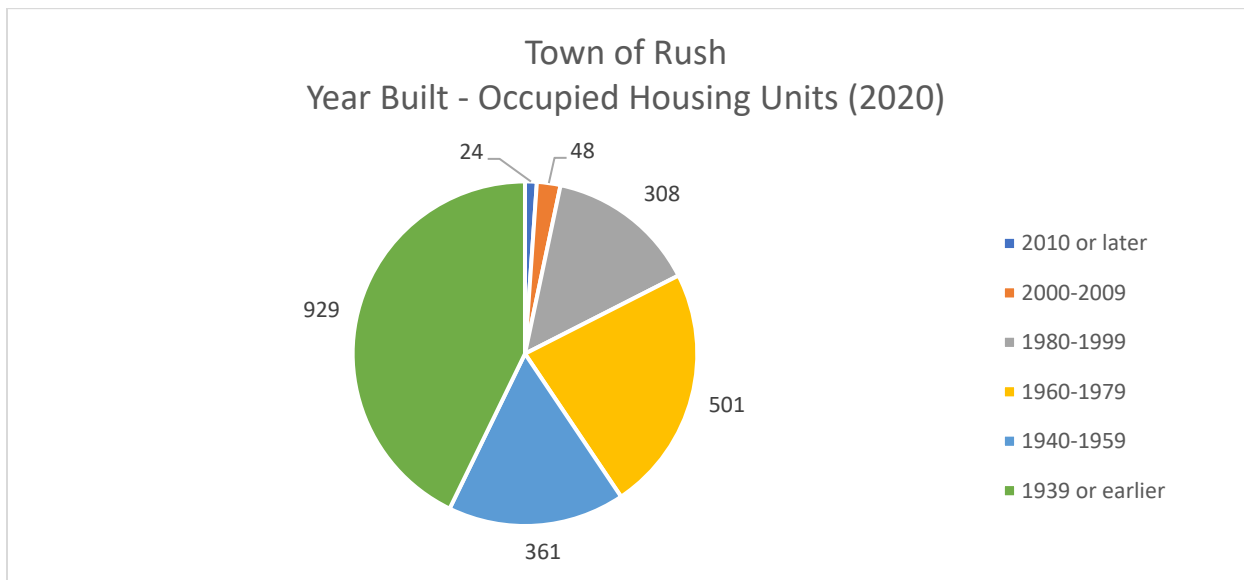
Tenure and Vacancy

According to 2020 5-year ACS estimates, 94.5% of the 1389 occupied housing units in the Town of Rush are owner-occupied. Approximately 76 housing units are rented. All 76 of the rented housing units are in multi-family structures.

The Town’s vacancy rate was very low (1.7%). The 2020 Census only counted 24 unoccupied units - 8 houses for sale, 8 units for rent and 8 “other” vacant housing units.

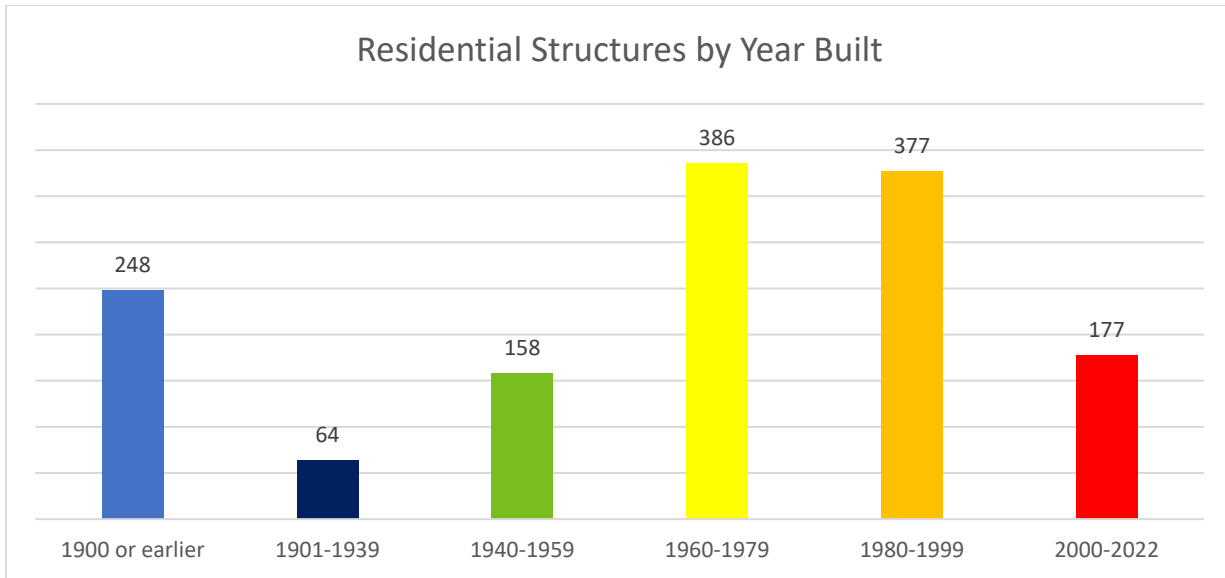
Age of Housing Stock

Approximately 67% of the Town’s housing units are in structures built before 1939. Only 5.2% are in structures built in the year 2000 or later.



SOURCE: U.S. Census Bureau American Community Survey 5-Year Estimates 2020

Housing development patterns in Rush closely followed those of other western New York towns. What began as scattered 19th century farmsteads in plots of open farmland were succeeded by more compact hamlet housing starts. Clustered in the vicinity of Rush-Mendon Road, East Henrietta Road, and Rush Lima Road, the compact pattern of mixed uses in hamlets would give way in later decades to more spatially diffuse development patterns. In the 1940s through the late ‘50s, residential building patterns largely expanded on the periphery of existing residential clusters, whereas in the 1960s typical suburban subdivision development houses proliferated, producing the ranch style housing found in the vicinity of Farmcrest Drive. At the same time, a more dense pattern of development occurred the northwest corner of the Town. Notable subdivision developments in the 1980s include Thunder Ridge Drive and housing around Fishell Road. The first two decades of the 2000s would see a continuation of housing development in scattered locations, particularly in the vicinity of East River and Woodruff Roads. However, the number of new builds during this period is markedly less than during the boom decades of the ‘60s, ‘70s, and ‘80s.



SOURCE: Property tax data by parcel - 2022 Assessment Roll

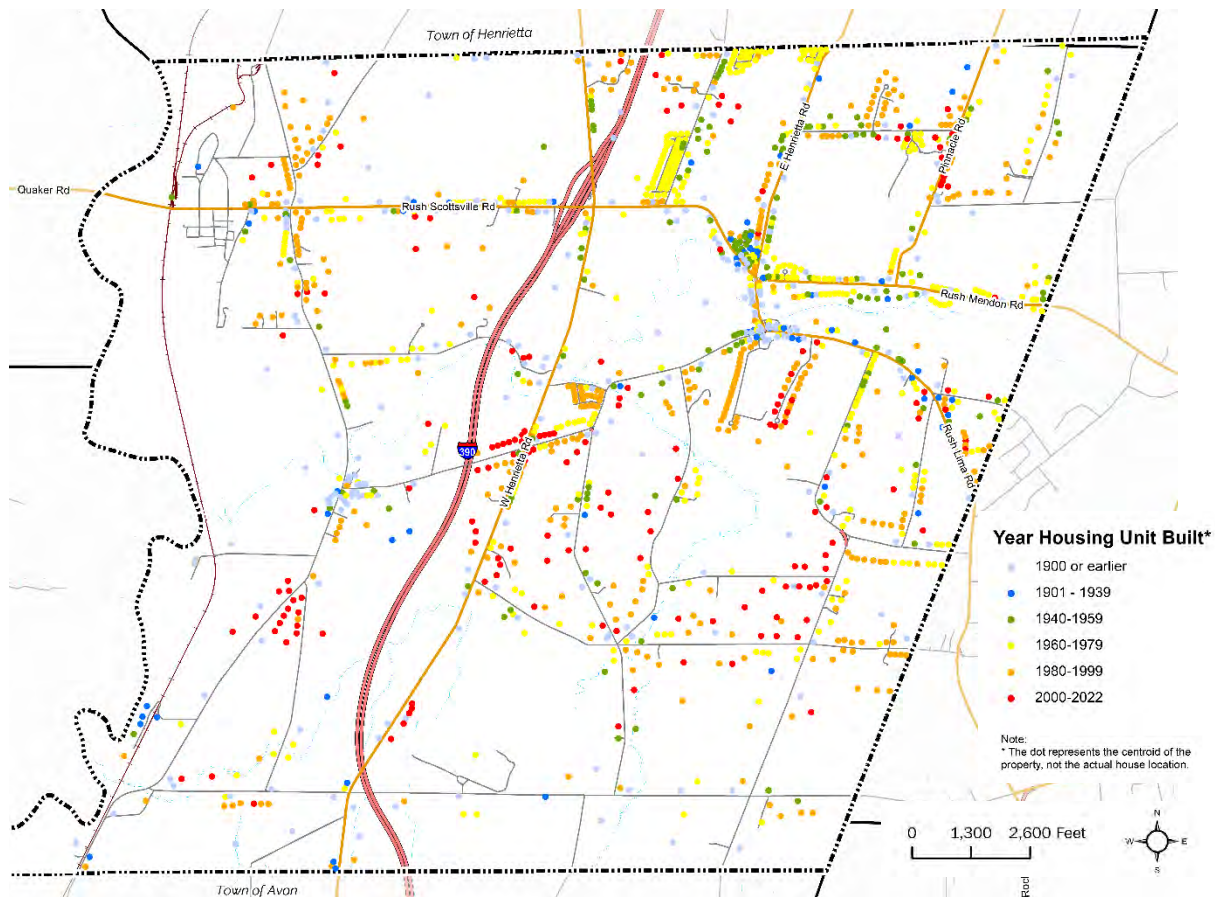
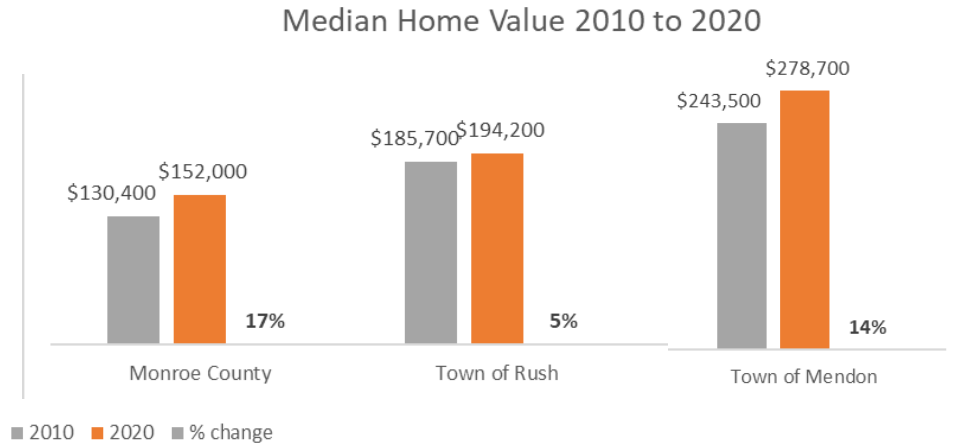


Figure 10. Year Built - Residential Structures

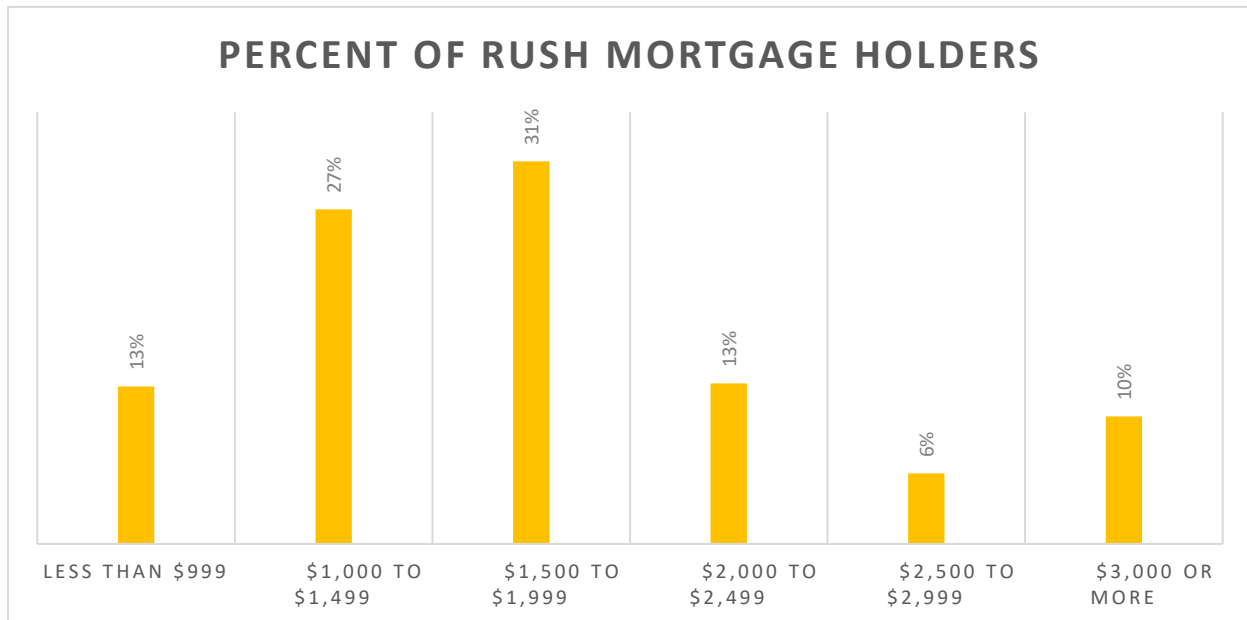
Affordability

Median Home Value

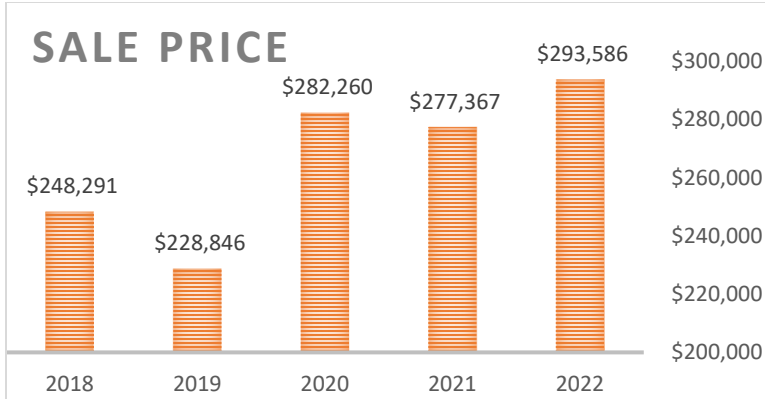
The median home value in the Town of Rush increased from \$185,700 in 2010 to \$194,200 in 2020, an increase of 5% over the decade. For comparison, average home values in the Town of Mendon increased 14% over the decade. While average home values are still higher than in neighboring Henrietta and in Monroe County as a whole, the appreciation of home values were outpaced by all comparison geographies and the county itself.



Based on property assessment data, Rush’s housing stock includes 21 two-family and four 3-family structures.

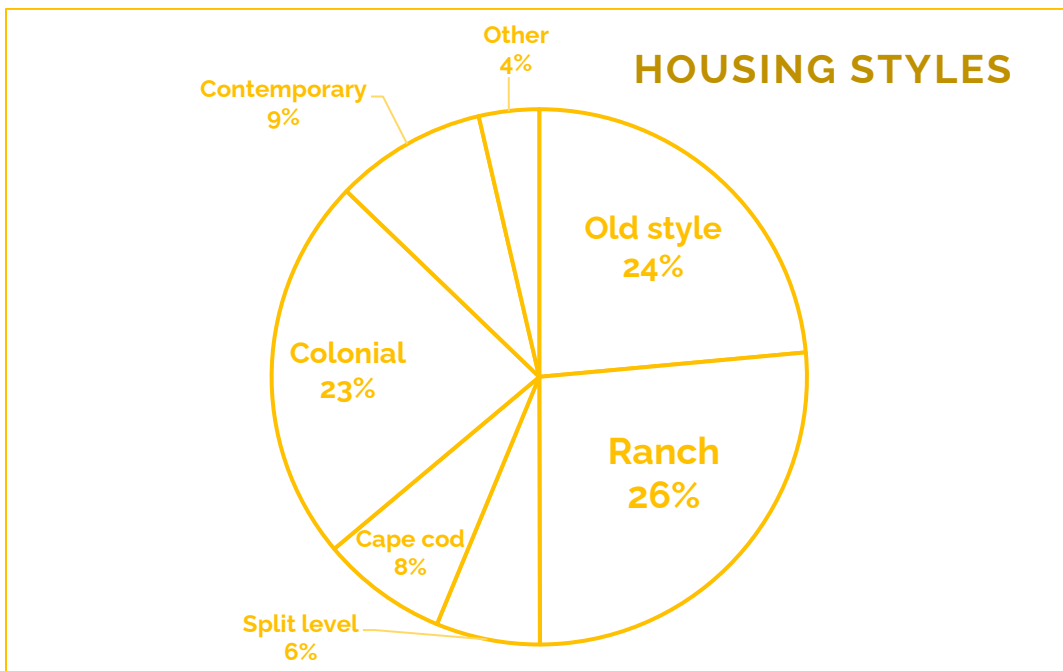


1,312 of Rush’s housing units are owner-occupied. Housing is largely affordable in Rush relative to homeowner incomes. Of the 822 active mortgages, 635 of households pay less than 30% of their income towards the mortgage.



Based on Census data, the median monthly housing cost for an owner-occupied home in Rush was \$1,684 in 2020.

Assessment data also characterized the housing type of residences in the Town. Ranch style homes are single story. Cape Code style is either one or one and a half stories with a steep roof and small roof overhang. Colonial style homes are two or three stories with a rectangular shape. Contemporary style homes were built recently and feature clean lines and neutral textures. “Old Style” homes were generally built prior to 1939.

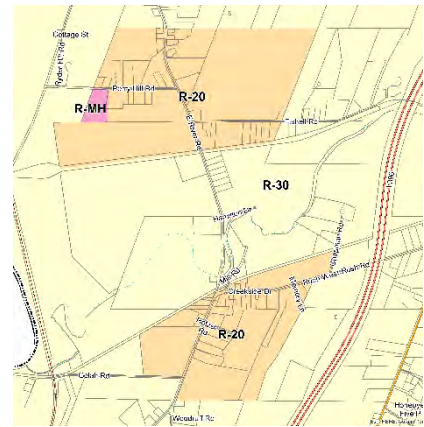


An analysis of over 200 home sales in Rush from January 2018 to December 2022 revealed a marked appreciation of home values. The analysis revealed that built homes (not vacant land) sold on average in 2022 in excess of \$40,000 greater than average 2018 sales.

Zoning for Residential Uses

The Town’s zoning regulations specify the types, size, and density of residential development that can be built in the Town. Most of the Town’s land area is zoned for residential uses.

- Single family dwellings are permitted uses in the R-20, RR-5, R-30 Residential Districts and in the R-MD Multiple Dwelling Residential District.
- The RR-5 Residential District exists in the Town Code but no land in Rush is currently zoned RR-5.
- Two areas zoned R-20 are located outside of Rush Hamlet. R-20 zoning allows for single family homes on lots with 20,000 sq. ft. and 100-ft. lot widths while R-30 zoning requires 30,000 sq. ft. and 150-ft. lot widths.
- Two-family dwellings are allowed within the R-20, R-30, R-5, and R-MD (Multiple Dwelling) districts with a special permit. In addition, accessory apartments are permitted in the R-20, R-30, and R-5 districts with a special permit from the Planning Board (see [Sec. 120-61](#)). The property owner must reside in one of the units.
- In the Commercial District, residential uses are allowed with a special permit.
- “Average Density Development” provisions (See [Sec. 120-22](#)) allow the Planning Board to permit residential developments with lot sizes and setbacks smaller than those required by the zoning district regulations, provided that the total number of dwellings does not exceed the number that would be permitted if lots were subdivided in conformance with the minimum lot size and setback requirements of the zoning district.
- In the R-MD District, multiple dwellings are permitted with site plan review by the Planning Board. Townhouse clusters and developments are permitted with a special use permit. Areas zoned MD include:
 - Approximately 8.6 acres that is a portion of a larger farm parcel on Rush-West Rush Road.
 - The MD zoning district along the north side of Rush Lima Road in Rush Hamlet comprises approximately 26.6 acres and includes all or part of 16 parcels. Existing uses within this zoning district include 10 single-family residences, one 2-family residence, a business within a converted residence, and a church. No multiple dwellings are currently located within this zoning district



- In the R-TH Townhouse Residential District, townhouse clusters and developments are a permitted use. No land in the Town has been zoned to R-TH.
- Mobile home parks are permitted in the R-MH (Mobile Home) Residential district with site plan review, subject to the requirements of [Chapter 77 of the Town Code](#). One site comprising approximately 12 acres, located on the south side of Perry Hill Road, is currently zoned MH. This site is a portion of a 40-acre parcel with access on East River Road. The site is currently assessed as “Vacant Farmland.”

ISSUES & OPPORTUNITIES

Housing Options

Houses in Rush are predominantly single-family homes. Although the Town’s zoning allows for apartments, townhouses, and mobile home parks in the R-MD (Multiple Dwelling), R-TH (Townhouse) and R-MH (Mobile Home) zoning districts, respectively, and some land has been zoned R-MD and R-MH, to date no mobile homes have been developed and the only multiple dwelling housing has been built in the R-MD zone within Rush Hamlet.

Lack of public sewer service limits options for more intensive residential development as it would likely not be cost-effective to accommodate such development with on-site wastewater disposal. Over the past several years, the Town Board has received requests for rezoning to accommodate new residential development¹⁶ that would require the extension of sewer but to date has not approved any such requests.

Existing Residential Quality of Life

Based on results of the Community Survey, people who live in Rush appreciate the sparse pattern of residential development as well as the open spaces, farms, and natural areas that contribute to its rural character. Overall, 65% consider rural character to be “very important” and 29% consider it “somewhat important. Several respondents noted that the rural character is the reason they chose to live in Rush.

Maintenance of Older Housing Stock

Many houses in Rush, with many located within Rush Hamlet, were constructed in the 1800s. Maintenance of these older houses is challenging, particularly to residents with moderate incomes.

¹⁶ For example, in 2021, a developer requested rezoning and approval to extend sewer service to a 66-acre parcel at 5330 East Henrietta Road, at the Henrietta town line. The site is known as the Foster Brooks site as it was formerly owned by Foster Brooks, a comedian well-known in the 1960s and 1970s. The proposal included creation of new sewer districts in both Rush and Henrietta and a connection to existing sewers in Henrietta. The Town Board declined to approve the rezoning request.

Small lot sizes in Rush Hamlet

Many of the residential lots in Rush Hamlet are undersized; several have lot sizes of one-quarter acre, including some two-family dwellings. While these houses have public water, they rely on on-site septic systems for sanitary waste (sewage) disposal. As soil conditions are challenging for the effective operation of standard on-site septic systems, some residences and businesses have installed alternative systems.



Community Survey Results

Nearly one-half of respondents do not think a wider variety of housing options is needed. Among respondents who would like to see more variety, 41% would like to see housing options for seniors, with smaller numbers supporting options such as townhouses or patio homes.



Figure 11. Existing residences, Rush Hamlet

GOALS & RECOMMENDATIONS

Goal: Maintain the rural character of the Town that is valued by residents.

Strategy 1. Accommodate new residential development in appropriate areas that is consistent with the Town's rural character and historic development patterns.

Recommended Actions

- 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.
- When approached with rezoning requests, the Town Board will consider the potential impact of the proposed development on the character of the community, including the immediate vicinity of the proposed development and potential impacts from any proposed infrastructure improvements or extensions.
- PH-3. Maintain zoning regulations that accommodate accessory apartments to provide housing for seniors and allow seniors to remain in their homes.

Goal: Maintain and improve existing housing consistent with its traditional character.

Strategy 2. Improve the quality of existing housing where needed, consistent with their historic character where applicable.

Discussion

- The Landmark Society of Western New York has guidance for homeowners on its [website](#) and can provide referrals for contractors who are experienced in working on older houses.
- Monroe County's [Home Improvement Program](#) provides grants and loans to income-eligible homeowners for needed repairs to the building structure and for accessibility improvements.
- Senior residents may need assistance with housing maintenance and repairs. Monroe County [Office for the Aging](#) and not-for-profit organizations such as [LifeSpan](#) and [PathStone](#) coordinate a variety of programs that may be helpful to Rush residents.

Recommended Actions

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

7. ECONOMIC VITALITY

ECONOMIC VITALITY VISION

The Town of Rush will continue to support agriculture and related businesses such as farm markets, greenhouses, and value-added enterprises associated with farms. Rush Hamlet will continue to be a center for business with opportunities for additional small and primarily service businesses. Available land in the existing business park at High Tech Drive and other land currently zoned for commercial and limited industrial uses offers opportunities for new business development. Accommodating home-based businesses will allow residents to work out of their homes with minimal impact on neighbors and surrounding properties.

CURRENT CONDITIONS

Existing Business Uses

Agriculture is the predominant industry in the Town of Rush. Several large and small farms produce vegetables, fruit, livestock, and horticultural products. Some farms sell their products directly to customers, capturing a larger share of their value. (See the Agriculture section.)

Rush Hamlet is a center for businesses that serve the surrounding community. Businesses currently located within Rush Hamlet include a gas station, automotive repair business, hair salon, restaurant, several small offices, and a commercial greenhouse. (See Hamlet chapter.)

The business park southeast of the intersection of Route 15 (West Henrietta Road) and Rush Henrietta Road (High Tech Drive), just south of the town line, includes offices and light manufacturing facilities.

Figure 12: Business Park (High Tech Drive)



Businesses located along the east side of Route 15 (West Henrietta Road) south of Route 251 include a mini-storage facility, a truck and equipment dealer (Cyncon), a large office building that borders the Lehigh Valley Trail, a small office building, and a small auto body shop. A motor vehicle sales facility is located on a 3-acre parcel southwest of the I-390 interchange and Rush Scottsville Road.

Existing Business Zoning

The Town of Rush Zoning Code establishes four zoning districts for business uses: C Commercial, RB Restricted Business; I Industrial; and LI Limited Industrial. Currently, the Town zoning map delineates areas for C Commercial and LI Limited Industrial zoning. The zoning map currently does not designate any land for I or RB zoning.

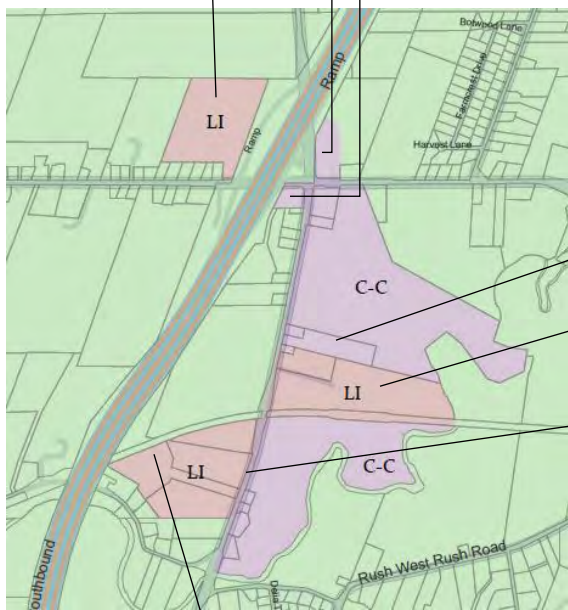
Land within the C Commercial zoning district is located within Rush Hamlet and permits a variety of retail and service buildings as well as office buildings. Gas stations and residences are allowed with a special permit.

The Limited Industrial zoning district permits a variety of business, office, and light industrial uses.

Business Zoning Districts and Uses

C Commercial	Permitted Uses: Retail and personal service businesses; offices and office buildings
	Special Permit Uses: Gas stations (not within 500 ft. of other gas station); Public utility; communications (except telecommunications towers); Residential structures
	Minimum Lot Area: 1 acre
RB Restricted Business	Permitted Uses: Offices, medical and other services; public buildings; Farming; animal boarding
	Special Permit Uses: Essential services; bed-and-breakfast inns; nursery school or day care; telecommunications towers
	Minimum Lot Area: 1 acre
I Industrial	Permitted Uses: None
	Special Permit Uses: Industrial uses which are conducted wholly within a building; Research and development laboratories; Wholesaling, warehousing and distribution businesses; Public utility or communications installations
	Minimum Lot Area: 1 acre
LI Limited Industrial	Permitted Uses: Scientific or engineering research and/or experimental development of materials, methods or products; Engineering design of products; Manufacture of: electric, electronic or optical instruments or devices; scientific, laboratory and process control instruments and devices; computers and data processing equipment; Light manufacturing, assembling, fabricating or packaging of products; Testing and repairing of the products or type of products which may be manufactured in the district; Support services for the facilities and employees of the district; Offices for professional, executive, engineering and administrative purposes (limited to 45% of land area in District); Retail and service-type commercial businesses (max. 5% of land area in District).
	Special Permit Uses: Uses Planning Board deems to be similar and compatible; Distribution centers (subject to conditions); Telecommunications towers; Sexually oriented businesses
	Minimum Lot Area: 1 acre

Figure 13: Current use of land zoned Commercial and Limited Industrial, vicinity of I-390 interchange



Undeveloped land within areas currently zoned C Commercial and LI Limited Industrial present opportunities for new business development.

Land zoned Limited Industrial located northeast of the I-390 intersection (35 acres) and on the east side of West Henrietta Road (50 acres) has not been developed for business use. Of the land zoned Commercial on the east side of West Henrietta Road, only a small auto body shop in the southern portion is currently a business use; a landscaping business is being developed in this area.

The 5.8 acres at the northwest corner of Route 15 and Rush Scottsville Road that was rezoned from R-30 to C Commercial has not yet been developed (as of March 2023).

GOALS, STRATEGIES & RECOMMENDED ACTIONS

Goal: Support existing businesses and accommodate new business development in appropriate areas while maintaining the Town’s rural and historic character.

Strategy 1: Enhance the vitality of Rush Hamlet for retail and service businesses.

Discussion

- Existing businesses in Rush Hamlet benefit from their location along major roadways in the Town which provide convenient access from the north, south, east, and west.
- Many of the businesses in the Hamlet offer services that benefit residents of Rush and surrounding communities, including automotive repair, a restaurant, a hair salon, and professional offices.
- The history and traditional development pattern of Rush Hamlet creates a distinctive character that may help attract customers. Small lots and a mix of civic, business, and recreational uses in close proximity create a walkable business district where visitors can park once and walk to various destinations. Historic structures and sites, including its location along Honeoye Creek, evoke a sense of history dating back to the first European settlers.
- Proximity to the Lehigh Valley Trail offers opportunities for businesses that may draw customers from trail users.
- Obstacles to establishing new or expanding existing businesses include small lot sizes and the reliance of on-site wastewater disposal systems.

Recommended Actions

- EV-1. Revise zoning of land currently zoned Commercial in Rush Hamlet to 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.

Strategy 2: Encourage new and expanded business development on undeveloped land that is currently zoned Commercial or Limited Industrial.

Discussion

- Some of the land currently zoned for commercial and limited industrial uses is undeveloped, including vacant lots within the High Tech Drive business park and land in the vicinity of the I-390 interchange. (See Figures 1 and 2.)
- A wide variety of business uses would be suitable in these undeveloped areas. However, existing zoning regulations limit the types of business uses that are permitted. For example, current

zoning regulations for the LI district limit retail and service uses to 5% of the land area in the District and limits professional or business offices to 45% of the land area in the District.

- Existing zoning regulations for the LI district require Planning Board approval for any change of use. (Sec. 120-15.A(2)).

Recommended Actions

- EV-2. Expand 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 no or minimal impacts on neighboring properties.

Strategy 3. Accommodate additional home-based businesses to allow residents to generate income with minimal impact on the surrounding neighborhood.

Discussion

Many people started working at home during the 2020-21 pandemic and increasing numbers continue to work from home, including at their own businesses. The impact of these home-based businesses is often minimal or non-existent, as few clients or customers visit the home and many businesses require few deliveries of supplies or materials.

The Town zoning code allows home-based businesses as an accessory use in residential zoning districts, provided the business is conducted entirely within the dwelling and no evidence of the business is visible from outside the home. Non-resident employees are not allowed.

Recommended Action

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

8. TRANSPORTATION & MOBILITY

CURRENT CONDITIONS

The following analysis and maps describe available transportation infrastructure within the Town of Rush including roadways, trails, rail, and public transportation.

The purpose of this analysis is to offer a better understanding of the existing conditions to guide recommendations for improvements that are consistent with the Town’s needs.

Existing Networks and Traffic

Functional Road Classification

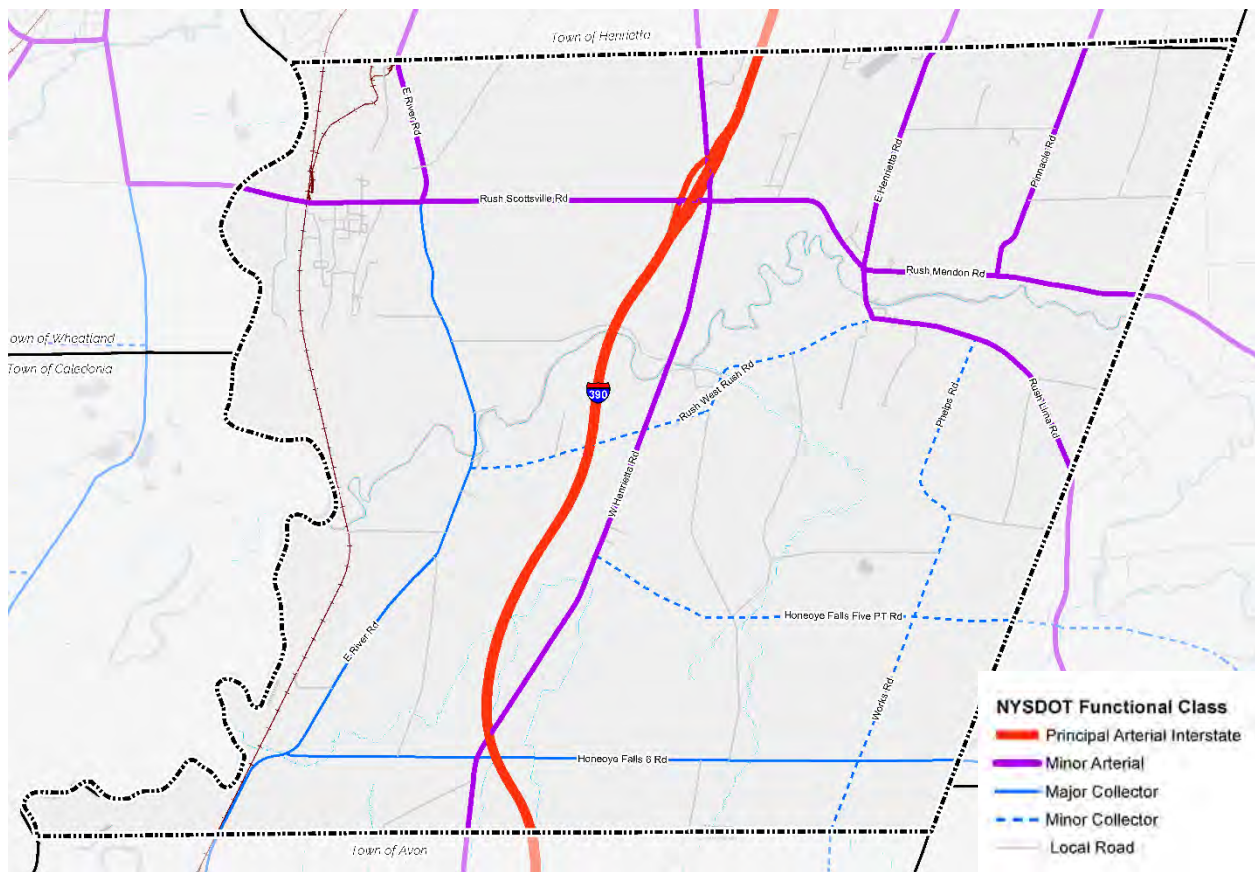


Figure 14 Town of Rush Functional Road Classifications

The NYS Department of Transportation [classifies each roadway](#) based on their function as a Principal Arterial (Interstate), Minor Arterial, Major Collector, Minor Collector, or Local Road.¹⁷ Figure 13 depicts roads in the Town of Rush according to their functional classification. The functional classification

¹⁷ NYS DOT assigns Functional Classification Codes which correspond to Federal Highway Administration codes. See <https://www.dot.ny.gov/gisapps/functional-class-maps>

determines eligibility for project funding under the Surface Transportation Program administered by the Federal Highway Administration (FHWA). All roads except for local roads are eligible for federal aid.

- **Principal Arterial:** Interstate 390, also known as the Genesee Expressway, is a designated Principal Arterial Interstate highway that travels north-south through the center of the Town of Rush. I-390 has one entrance and exit from the highway within the Town that connects it to NY Rte-15.
- **Minor Arterials:** Minor Arterials link cities and larger towns forming an integrated network providing intercounty service. They are designed for relatively high overall travel speeds, with minimum interference to through movement. In the Town of Rush, East River Road (CR 84), Rush Scottsville Road (NY-251), West Henrietta Road (NY-15), East Henrietta Road (NY-15A), Pinnacle Road (CR 92), Rush Mendon Road (NY-251), and Rush Lima Road (NY-15A) are all classified as Minor Arterial roads. These roads are largely concentrated in the northern portion of the Town and many destinations like the Rush Hamlet, Leary Elementary School, and commercial land uses are located on these roads. Speed limits range from 35 to 55 miles per hour.
- **Major Collectors:** Major Collectors serve travel within counties rather than statewide. Travel distances are shorter on these routes than on arterial routes and more moderate speeds are typical. In Rush, East River Road (CR 84) south of Rush Scottsville Road and Honeoye Falls 6 Road (CR 63) are classified as major collectors in the Town.
- **Minor Collectors:** Minor Collectors collect traffic from local roads and link locally important traffic generators. In Rush, Rush West Rush Road (CR 65), Honeoye Falls Five Points Road, Works Road (CR 78), and Phelps Road (CR 76) are classified as minor collectors in the Town.

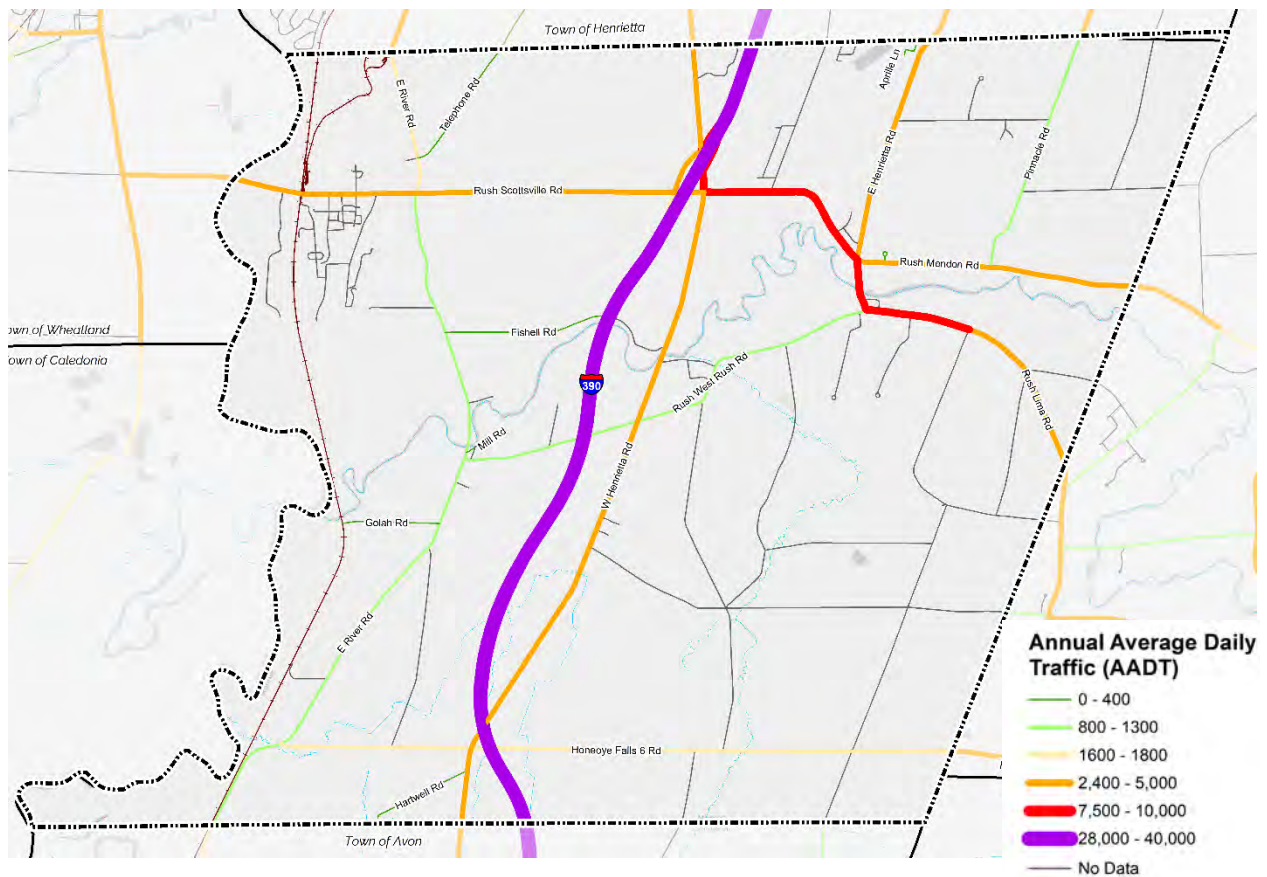


Figure 15 Town of Rush Annual Average Daily Traffic Counts

Traffic Volumes

Traffic volumes throughout the Town of Rush align closely with road classifications; arterials tend to have the largest traffic volume, followed by collectors, and then local roads. Figure 14 depicts the road network in the Town of Rush according to each road’s annual average daily traffic counts. The busiest roadway in terms of traffic volume is I-390 which sees an average of 40,408 vehicles daily, 9% of which is truck traffic. The next busiest road segment in the Town is Rush Scottsville Road connecting I-390 to the Rush Hamlet; this segment sees approximately 9,000 vehicles daily with approximately 5% of the traffic being trucks. The high traffic volumes on this road segment signify the importance of the connection between the Rush Hamlet and I-390 as a major transportation corridor in the region. Roads in Rush Hamlet (East Henrietta Road and Rush Lima Road) also experience significant traffic volumes which average approximately 8,000 vehicles daily with 5% to 8% of traffic being trucks. No other road segments in the Town handles more than 5,000 vehicles per day on average.

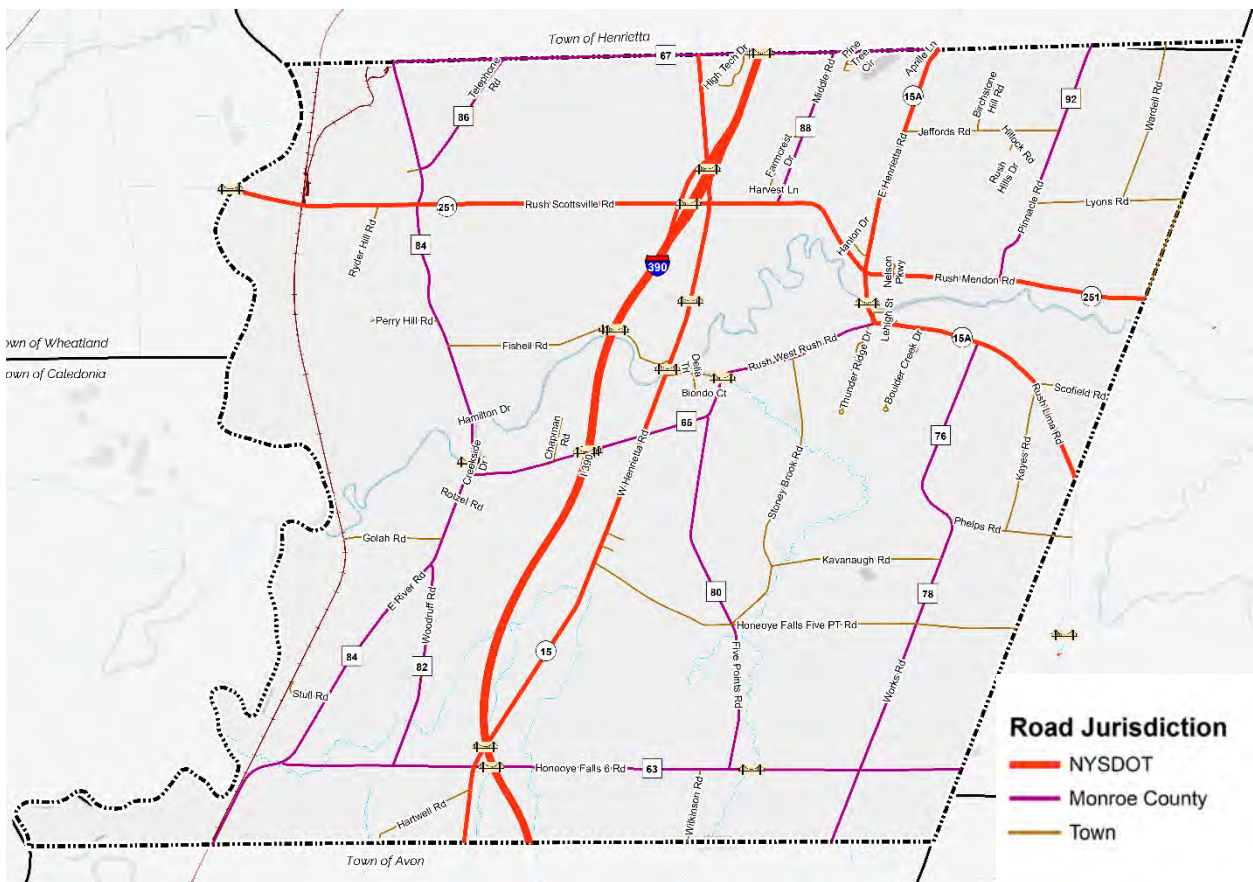


Figure 16 Town of Rush Road Jurisdiction

Jurisdiction

Road and bridge construction and maintenance is divided between several agencies and municipal levels in New York State depending on the road or bridge’s jurisdiction as well as any agreements in place between the jurisdiction with authority of the road and a partner – typically the local municipality. Understanding the jurisdictional authority for each road is necessary for maintenance requests and

partnerships for road construction projects. Figure 15 depicts the roads and bridges in the Town of Rush according to their jurisdictional authority.

- **New York State:** New York State maintains jurisdictional authority over several roads in the Town of Rush including I-390, Rush Scottsville Road (NY-251), Rush Mendon Road (NY-251), West Henrietta Road (NY-15), East Henrietta Road (NY-15A), and Rush Lima Road (NY-15A). There are several bridges along these roads that are also under the jurisdictional authority of New York State.
- **Monroe County:** Monroe County maintains jurisdictional authority for East River Road (CR 84), Telephone Road (CR 86), Rush Henrietta Townline Road (CR 67), Woodruff Road (CR 82), Honeoye Falls 6 Road (CR 63), Rush West Rush Road (CR 65), Five Points Road (CR 80), Phelps Road (CR 76), Works Road (CR 78), and Pinnacle Road (CR 92). There are several bridges along these roads that are also under the jurisdictional authority of Monroe County.
- **Local Roads:** All roads within the Town of Rush that are not under the jurisdiction of New York State or Monroe County fall under the jurisdiction of the Town.

NYS Route 251 is the only Genesee River crossing in the Town. The closest crossings are approximately 2 miles to the north via NYS Route 253 (Scottsville – West Henrietta Road) in the Town of Henrietta and via U.S. Routes 5/20, approximately 6 miles to the south in the Town of Avon.

Safety

Understanding road safety and the causes of crashes that occur within the Town of Rush help to identify recommendations that will improve the safety of road users in the Town while also alleviating the demand these crashes place on the Town’s emergency services. All data in this section is sourced from the Institute for Traffic Safety Management and Research’s (ITSMR) Traffic Safety Statistical Repository (TSSR). The TSSR data is sourced from police crash and ticketing reports which does not provide specific locations of crashes and tickets issued but does provide a broad overview of trends by municipality.

Crash Data

Overall, crashes resulting in injury or death have declined since 2018 with the lowest crash rates occurring in 2020. A slight rise in crashes in 2021 is consistent with national trends as traffic volumes increased following the COVID-19 pandemic. Between 2018 and 2021 two fatal crashes occurred within the Town of Rush, while 89 crashes resulting in personal injury occurred over the same time frame. According to TSSR data, a significant share of all crashes involved young drivers (16-20 years) and older drivers (65+ years).

Table 8 Town of Rush Crash Data – Fatalities, Injuries, and Property Damage

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

Table 9 Town of Rush Crash Data - Contributing Factors

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

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

Crashes involving wildlife are the most common type of crash in the Town of Rush with animal actions being a contributing factor in more than twice as many crashes as the next most common contributing factor. This fact combined with an increase in crashes in the Fall, particularly in November, would suggest that deer populations may be a significant source of road safety issues in the Town. Contributing factors related to driver behaviors are often cited in combination (ex: failure to yield right-of-way & lane changing).

Enforcement Data

Table 10 Town of Rush Traffic Violation Data

Town of Rush 2018-2021 Traffic Violation Tickets Issued – Major Categories				
	2018	2019	2020	2021
Aggressive Driving	58	62	25	21
Speeding	481	809	364	248
Impairment	9	17	14	10
Safety Restraint	21	35	9	14
Cell/Texting	7	8	3	3
Ignition Interlock	2	1	0	1
Other Tickets	627	736	375	437
Total Tickets Issued	1205	1668	790	734

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

The total number of tickets issued within the Town of Rush declined significantly after 2019. This is likely the combination of several factors that may include reduced traffic during the COVID-19 pandemic, changing law enforcement priorities, and potentially changing driver behaviors. Of the defined major ticket categories, the most common ticketed offense was speeding, which represents approximately 43% of all tickets issued between 2018 and 2021. “Other tickets” includes all other tickets that do not fit into a defined category like expired vehicle inspections or vehicle equipment failures (headlights).

Railroads

According to the United States Department of Transportation’s Federal Railroad Administration (FRA), the Livonia Avon Lakeville Railroad has an active freight line that runs through the Town of Rush near the Town’s western border along the Genesee River. The railroad primarily transports food-related freight. The Livonia Avon Lakeville Railroad interchanges with the Rochester & Genesee Valley Railroad Museum located in Rush. The museum is in the historic Industry Depot and features recreational train rides on vintage trains throughout their grounds.

Public Transportation

No public transportation routes currently serve the Town of Rush. Although there is a Park and Ride lot at the junction of I-390, Rush Scottsville Road, and West Henrietta Road, [Rochester Transportation Service \(RTS\)](#) no longer offers regular bus service to this lot.

Bicycle and Pedestrian Facilities

Formal pedestrian facilities in the Town of Rush are generally sparse outside of the Rush Hamlet.

The sidewalk network within Rush Hamlet covers the southwest side of the intersection of Rush Scottsville Road and East Henrietta Road; both sides of East Henrietta Road south of the intersection with Rush Scottsville Road; the north side of Rush West Rush Road and Rush Lima Road from Thunder Ridge Drive to the Rush United Methodist Church; and the south side of Rush Lima Road at the intersection with East Henrietta Road. Marked crosswalks are located at northwest corner of the intersection of Rush Scottsville Road and East Henrietta Road, and at the Lehigh Valley Trail Crossing on East Henrietta Road at Veterans Memorial Park. Signs alerting drivers to pedestrian crossings are located at the Lehigh Valley Trail crossing but not at the intersection of Rush Scottsville Road and East Henrietta Road.

The Town of Rush does not have formally delineated bicycle lanes. Within the Rush Hamlet wide shoulders provide space for bicyclists; however, bicyclists that are not confident riders may find frequent curb cuts, driveways, sewer grates, and debris in the shoulder as obstacles they are not comfortable navigating. Outside of the Rush Hamlet, the Town’s rural roads have low traffic volumes and often have wide shoulders that are attractive places to ride for confident and experienced bicyclists. Low traffic roads that attract experienced bicyclists include East River Road, West Henrietta Road south of I-390, Middle Road, Rush Lima Road, Phelps Road, and Plains Road. While these roads conditions are appropriate for confident and experienced bicyclists, research indicates that approximately half of the U.S. population is interested in bicycling for transportation but requires dedicated infrastructure to feel comfortable doing so¹⁸.

¹⁸ https://web.pdx.edu/~jdill/Types_of_Cyclists_PSUWorkingPaper.pdf

Lehigh Valley Trail

LEHIGH VALLEY TRAIL LINEAR PARK *for more information: monroecounty.gov/parks
585-753-PARK (7275)*

Park Staff: 585-509-2895

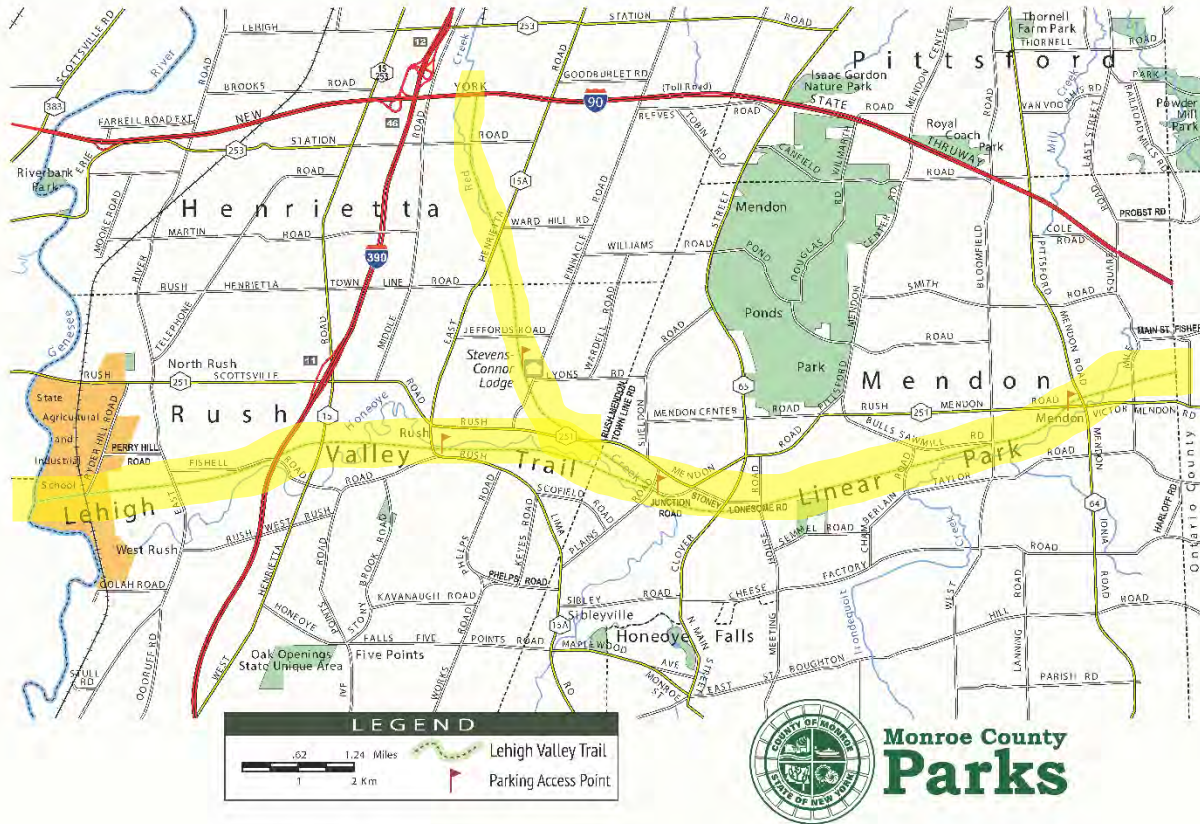


Figure 17 Lehigh Valley Trail Map. Image source: monroecounty.gov/parks-lehighvalley

The Lehigh Valley Trail has two main branches that pass within the municipal boundaries of the Town of Rush. Both branches of the trail are primarily stone dust trails. However, the surface has degraded over time to coarse gravel or dirt surface and wet areas and ponding is prevalent in poorly drained areas. The Trail is designed to be utilized by bicycles and pedestrians. Horses are allowed but motor vehicle access is not permitted.

Several access points exist throughout the Town along the trail network. The main trailheads in the Town are located at Veterans Memorial Park in the Rush Hamlet and at East River Road. The trailhead at Rochester Junction is located east of Rush in the Town of Mendon at the intersection of Plains Road and Junction Road.

The Lehigh Valley Trail Main Branch travels east/west as a vital link in the larger regional trail network. It connects to the Genesee Valley Greenway Trail to the west of the Town and to the Auburn Trail to the east. The trail connects the Rush Hamlet to a commercial area in the Town of Mendon while passing several small residential subdivisions along the route. To the west of the Rush Hamlet the trail connects to a large industrial area and the Genesee Valley Greenway, which is owned and managed by the NYS Office of Parks, Recreation, and Historic Preservation (NYSRHP).

The Lehigh Valley Trail North Branch travels north/south through the Town of Rush. It provides bicycle connections north to the Town of Henrietta, the Rochester Institute of Technology, and Monroe

Community College, along roadways at times. There are existing plans to expand the trail which will eventually connect to the Empire State Trail system at Genesee Valley Park.

The Genesee Transportation Council maintains an inventory of trail amenities throughout its service region. In the broader regional context, there is a lack of amenities south of the City of Rochester that limits the Lehigh Valley Trail systems efficacy as a transportation network.

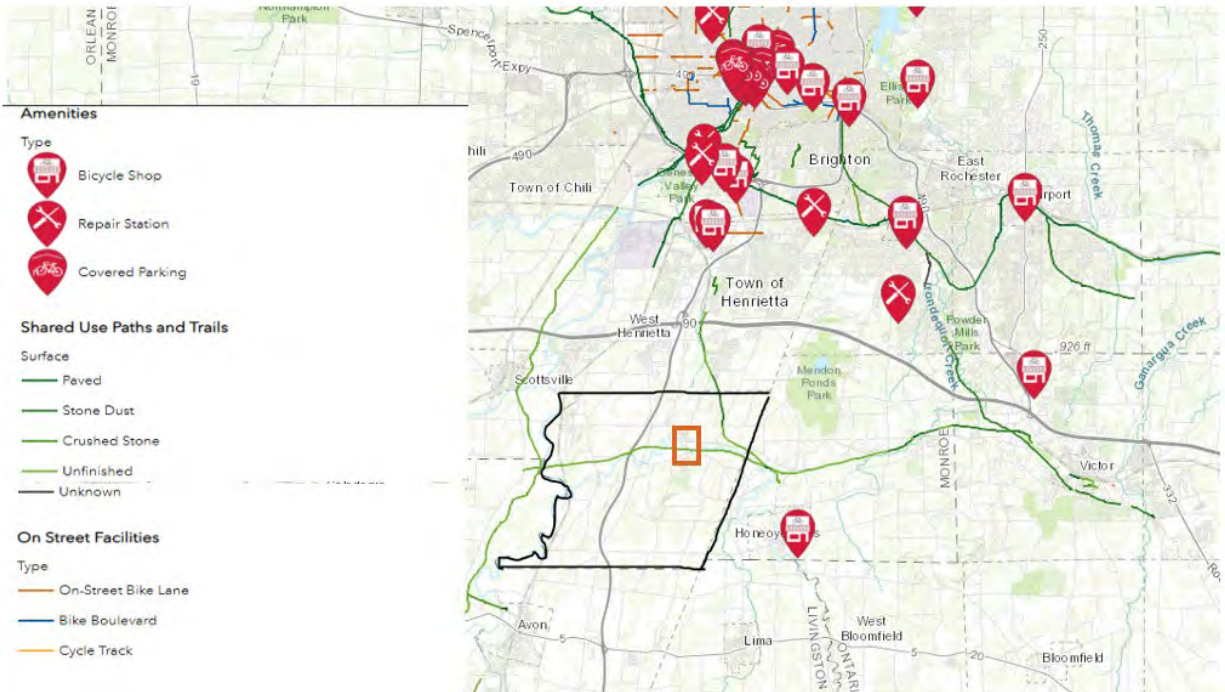


Figure 18 Regional Trail Amenities. Source: <https://www.gtcmpt.org/node/1080>

Relevant Plans and Studies

Monroe County Countywide Active Transportation Plan

Monroe County and the Genesee Transportation Council are developing a Countywide Active Transportation Plan. The [draft plan](#) was made available for public review in June 2023. The primary goal of the Plan is to identify equitable active transportation solutions and provide a roadmap for the County to improve walking and bicycling infrastructure. The Town of Rush has several roads under Monroe County jurisdiction in addition to the Lehigh Valley Trail that may be impacted by this plan. Additionally, the plan will provide guidance on bicycle and pedestrian facility design and placement that may impact or be used by the Town.

Genesee Transportation Council Long Range Transportation Plan (LRTP 2045)

The Genesee Transportation Council LRTP 2045 was adopted in June 2021 and outlines a long-term vision for transportation in the Genesee-Finger Lakes Region. The plan identifies the region’s future needs and identifies strategies to meet those needs. Major goals of the plan include:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.

2. Increase the safety of the transportation system for motorized and non-motorized users.
3. Facilitate partnerships in planning, financing, and the execution of transportation initiatives.
4. Increase the accessibility and mobility options available to people and freight.
5. Promote efficient system management and operations.
6. Protect and enhance the natural environment, cultural heritage and community appearance, and promote energy conservation.

The plan outlines several broad recommendations to achieve these goals, funding sources for project implementation, and metrics used to evaluate project proposals and progress in the region. No specific recommendations are made for the Town of Rush but the goals, recommendations, funding sources, and project metrics are all applicable to the Town and may be used to help the Town develop, fund, and implement plans.

Genesee Transportation Council Transportation Improvement Program (TIP) 2023-2027

The United States Department of Transportation (USDOT) requires all Metropolitan Planning Organizations (MPO) to prepare a multi-year program of projects. The Genesee Transportation Council (GTC) is the Metropolitan Planning Organization (MPO) responsible for transportation policy, planning, and investment decision making for the Genesee-Finger Lakes Region. The Transportation Improvement Program (TIP) is the multi-year program for all highway, bridge, transit, bicycle, and pedestrian transportation projects scheduled between 2023-2027 which will utilize federal transportation funds. Project outlined in the TIP must be consistent with the broad goals and recommendations made in the L RTP 2045. There are no proposed projects in the 2023-2027 TIP in the Town of Rush.

Partners and Relevant Organizations

Because a significant number of roads in the Town of Rush are under the jurisdiction of other entities, the Town will be reliant on partnerships and good relationships with the following organizations to implement changes to its transportation network. These organizations not only have jurisdiction over many of the roads in the Town, but they also provide significant technical support, resources, and transportation funding in the region.

New York State Department of Transportation (NYSDOT)

NYSDOT has jurisdiction over many of the major roads in the Town of Rush. NYSDOT manages several resources to assist local municipalities with transportation projects, all of which are compiled in the NYSDOT Local Projects Manual (LPM). The manual includes guidance on project development, highway design, environmental considerations, bridges, and more. Additionally, NYSDOT oversees several funding programs including:

- **Rail and Port Capital Improvement Program** – funds for freight or passenger rail
- **Multi-Modal Program** – funds for rail, ports, ferry facilities, airports, and state and local highway and bridge projects.
- **Transportation Alternatives Program and Congestion Mitigation and Air Quality (TAP-CMAQ)** – funds for projects that promote environmentally friendly modes of travel and safety improvements for walking and biking.

Genesee Transportation Council (GTC)

The Genesee Transportation Council is the designated Metropolitan Planning Organization (MPO) for the Genesee-Finger Lakes Region. MPOs oversee transportation policy and federal funding for urbanized areas with a population over 50,000 as designated by the U.S. Department of Transportation. GTC sets long term transportation goals and policies through Long Range Transportation Plans (LRTP), identifies upcoming projects through the Transportation Improvement Program (TIP), and distributes funds through the Unified Planning Work Program (UPWP) on an annual or bi-annual basis.

Monroe County

Monroe County has jurisdiction over several roads in the Town of Rush. The Monroe County Department of Transportation is responsible for the operation and maintenance of county-owned highways, bridges, culverts, and traffic signals. The County DOT is divided into five divisions:

- Highway and Bridge Operations
- Highway and Bridge Engineering
- Traffic Operations and Permits
- Traffic Signal Engineering and Operations
- Project Planning and Administration

Transportation projects along county-owned rights-of-way must be approved by the County with a permit through the Traffic Operations and Permits division. The County DOT collaborates with municipalities and other partners through its ADOPT-A-HIGHWAY and Monroe County In Bloom programs.

ISSUES AND OPPORTUNITIES

I-390/Rt. 15/ Rt 251 Interchange

The I-390/ Route 15/ Route 251 Interchange (Exit 11) is a gateway to the Town especially from the North and the Thruway. Restricted access to adjacent property frontage should be discussed as well as problems with access to NE corner of Rt 15/Rt251 intersection due to access and grades on east leg of Rt 251.



Figure 19. Aerial view (Source: Pictometry/ EagleView) of I-390 interchange and adjoining properties

Safety

While the data indicates that roads in the Town of Rush are generally safe there are issues and opportunities related to safety that the Town could address.

Issues

Lack of Bicycle and Pedestrian Facilities Outside of the Rush Hamlet

While the data does not indicate there are specific areas where bicyclists or pedestrians are frequently involved in crashes, the lack of infrastructure separating bicyclists and pedestrians from motor vehicles – particularly on high-speed rural roads - creates an environment that discourages biking and walking and presents the potential for serious crashes. Town residents who participated in the public workshop on transportation indicated that traffic conditions discourage them from bicycling on roadways in the Town.

Most of the County Highways and Town roads have roadside drainage swales/ditches and narrow shoulders, with very little room for pedestrians and bicycle traffic.

Crashes Involving Wildlife

Existing crash data suggests that wildlife is the largest contributing factor to crashes that occur within the Town of Rush. While these crashes rarely result in fatalities they can cause injuries, property damage, and place a strain on the Town’s emergency services and roadway maintenance services. [Recent studies](#) demonstrate the impacts of crashes involving wildlife and suggest ways to facilitate animal crossings. A

[bill](#) passed by the NYS Senate would require creation of a priority list of wildlife crossing opportunity areas where federal grant monies may be available to implement the projects.

Sight Lines and Visibility

Given the rural nature and low traffic volumes on many of the Town’s roads, signalized intersections are uncommon. It was mentioned during the public workshop that many intersections have limited sight lines due to hills or vegetation. This creates unsafe intersections or the perception that these intersections are unsafe.

Opportunities

Regional Plans

The GTC LRTP 2045 plan identified improving road safety as a primary goal of the plan. The Town of Rush may capitalize on this goal to apply for funding for initiatives that will improve safety. Additionally, the Monroe County Countywide Active Transportation Plan will likely identify broad safety goals that the Town may reference in support of funding applications.

Wide Shoulders and Low Traffic Volume

While a robust sidewalk network or dedicated bicycle lanes may be cost prohibitive in most areas of the Town of Rush, the wide shoulders and low traffic volume on many roads in the Town present opportunities for alternative forms of bicycle and pedestrian infrastructure. Design concepts like advisory shoulders, yield roadways, shoulders protected by bollards or rumble strips, or bicycle boulevards may be appropriate solutions that would not work in higher traffic environments. These designs could encourage non-motorized mobility while also increasing safety for all road users.

Roadways where walkers/bicyclists have been observed include West Rush Road, Rush Five Points Road, Honeoye Falls Five Points Road, Woodruff Road, No. 6 Road (west of Rt 15) and East River Road.

Mobility

Issues

Lack of Mobility Options Outside of Automobiles

Outside of the Rush Hamlet and Lehigh Valley Trail there is little infrastructure or service for mobility for those that do not own an automobile or don’t want to take every trip by automobile.

Commercial enterprises in the Town outside of Rush Hamlet are effectively isolated from people that may not have the means or desire to drive. Establishments like Colby’s Ice Cream & Bake Shop or the Gray Barn Farm Market are accessible by pedestrians and bicycles but there are safety concerns (i.e., high traffic volumes and speeds).

Opportunities

Connections to a Robust Regional Trails System

The Lehigh Valley Trail provides connections from the Rush Hamlet to the Genesee Greenway Trail to the west and the Auburn Trail to the east. These connections can be enhanced to promote more trips between the Rush Hamlet and neighboring communities using alternative modes of transportation.

Park and Ride Lot at I-390

The existing Park and Ride may be used to promote car-pooling, ride sharing, or used to advocate for transit service expansion to the Town.

GOALS, STRATEGIES & RECOMMENDED ACTIONS

Goal: Maintain and improve transportation infrastructure and operations to improve safety, connectivity, and mobility for all users.

Strategy 1: Improve safety at Intersections

Recommended Actions

- 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. Where sightlines cannot be improved by trimming vegetation, the Town should work with relevant partners to install signage or other traffic calming elements to alert drivers to potential conflicts at intersections.

Strategy 2: Improve Access Management

Access management involves the careful planning, siting, and design of entry and exit points at destinations. Like intersections, access points at destinations create potential conflicts on roadways which increases the likelihood of a crash.

Recommended Action

- TM-3. Adopt access management standards that promote safe and efficient traffic flow while balancing the right to property access.
- TM-4. Encourage NYS DOT to conduct a study of the I-390 Interchange to facilitate and improve the safety of access to adjoining properties.

Strategy 3: Design streets to be accessible and safe for all road users (“Complete Streets”)

Simply defined, “Complete Streets” are streets that are designed to be accessible and safe for all road users. Roadways designed as Complete Streets have been found to improve safety, community health, and economic activity, and make a community more competitive when applying for State and Federal funding for road projects. A local Complete Streets Policy is highly customizable and would allow the Town of Rush to identify the primary transportation modes that its roads should be designed to accommodate.

The Town may also outline design guidelines as part of its Complete Streets policy which may set different standards for the Rush Hamlet and the Town’s rural roads. Additionally, the design guidelines may be used to promote the addition of streetscape elements like furniture, lighting, plantings, and other amenities that would calm traffic.

Recommended Actions

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

Strategy 4: 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.

Strategy 5: Improve Mobility by enhancing opportunities for alternative modes of transportation.

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.

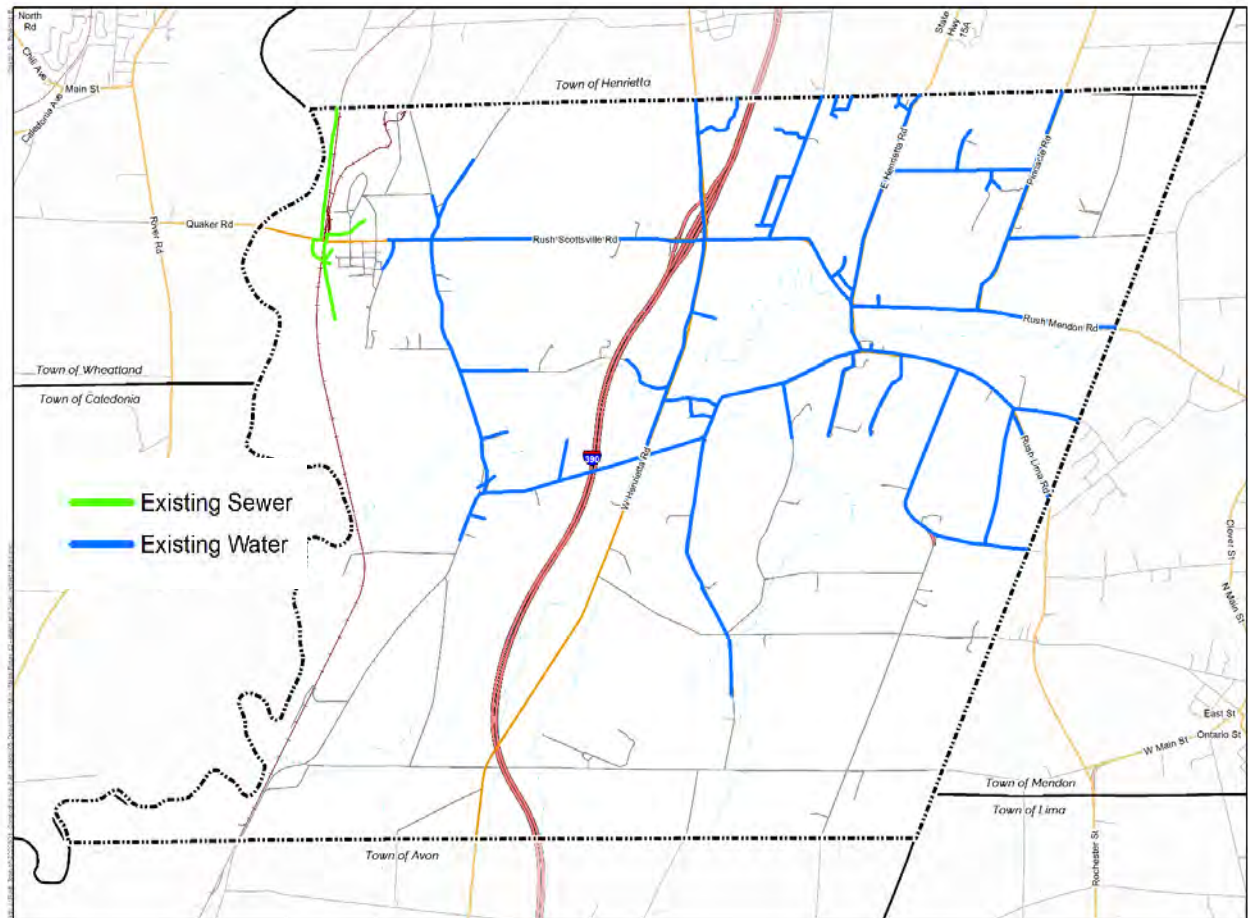
9. UTILITIES & ENERGY

EXISTING CONDITIONS

Drinking Water

Much of the northern half of the Town of Rush is served by public water service. Distribution lines are primarily 8-inch diameter water mains, with some 12-inch diameter mains along the Rush-Henrietta Townline Road and some 6-inch diameter mains in certain service areas.

Figure 20. Public Water Lines



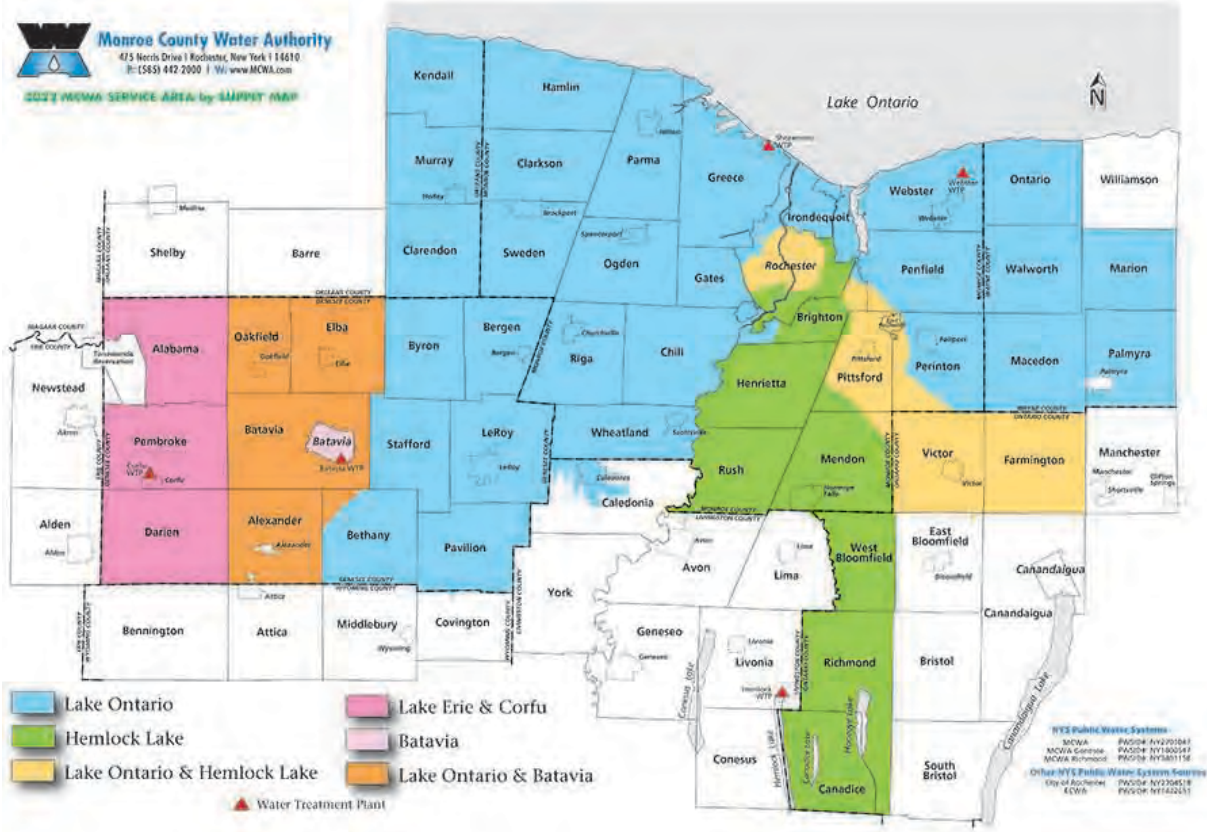
SOURCE: Town of Rush, 2012 Agricultural & Farmland Protection Plan

The Monroe County Water Authority (MCWA) operates the public water service in the Town of Rush and bills customers directly. MCWA purchases water from the City of Rochester. The City of Rochester maintains a water storage reservoir in the Town of Rush, located on the south side of Rush Henrietta Town Line Road.

The source of water supply is Hemlock Lake, which is owned and managed by the City of Rochester as its primary water supply. Gravity conduit conveys water 9.62 miles from Hemlock Lake to Rush Reservoir and

from Rush Reservoir north 8.86 miles to Highland Reservoir in the City of Rochester. The Rush Reservoir was established in the 1870s when Rochester established the water supply at Hemlock and Canadice Lakes.

Figure 21. Monroe County Water Authority (MCWA) Supply Areas



WATER / SEWER DISTRICT CREATION PROCESS

Steps to form District Petition (NYS Town Law Article 12)

- 1) Property owners submit a petition to the Town Board requesting District formation. The petition must be signed by owners of taxable property comprising at least one-half of the total assessed valuation; if there are any resident owners, petition must be signed by resident owners owning one-half of the total assessed valuation of taxable real property. The petition must describe the district boundaries and state the maximum amount to be expended to construct the improvements.
- 2) Map, Plan, and Report is prepared
- 3) The Town Board adopts an order stating the boundaries of the district, a description of the proposed improvements, the amount to be expended at the estimated cost of any hook-up fees, and the total cost to the typical residence.
- 4) Town Board schedules public hearing and publishes two notices in the official newspaper. The first notice no less than 10 nor more than 20 days prior to the hearing, and the second notice no less than 5 days and no more than 10 days prior to the hearing
- 5) Town Board approves establishment of district by resolution

Steps to Establish District Subject to Permissive Referendum (NYS Town Law Article 12A)

1. Town appropriates funds, subject to permissive referendum, to prepare map, plan, and report. If district is formed, cost of preparing MPR will be charged to the water district.
2. Engineer prepares map, plan, and report. Obtain approval from NYS Department of Health. File report with Town Clerk.
3. Town Board holds public hearing, which must be advertised in the official newspaper twice - the first notice at no less than 10 and no more than 20 days in advance of the hearing and the second notice no less than 5 and no more than 10 days in advance of the hearing. The Town must make available for public review a copy of the map, plan, and report and a detailed explanation of how the estimated cost of hook-up fees was computed.
4. After the public hearing, the Town Board determines by resolution that all procedures were followed correctly and that the district creation is in the public interest, and approves the district creation by resolution, subject to a permissive referendum.
5. Within 10 days following adoption of final order, Town clerk files notice of Town board action and state that it is subject to permissive referendum.
6. A petition to force a permissive referendum must be signed by the owners of taxable real property in the district equal to 5% of the total number of owners or by 100 owners, whichever is less. Referendum passes with approval of a majority of the owners.
7. If no referendum is requested within 30 days, the Town Clerk files a certification that no referendum was requested with the County Clerk.
8. If NYS Comptroller approval is required because the cost to an average household exceeds certain limit, file copy of certification with NYS Comptroller.
9. Town Board adopts Final Order establishing the district. Town Clerk files copy of order within 10 days.

NYS Comptroller Approval

If the average annual cost to a typical residence within the proposed water or sewer district is higher than the threshold set by the NYS Comptroller, the Town cannot create the district until it receives approval from the NYS Comptroller. The [threshold for 2023](#) is \$1,040 per year for a typical household for water districts and \$694/ year for sewer districts.

Wastewater

All properties in Rush (except for the NYS School at Industry) rely on on-site wastewater disposal systems to treat sanitary waste. In Rush Hamlet and other areas where soil conditions are challenging or existing lots are too small to accommodate a standard septic system and leach field, alternative systems have been installed.

Public sewer service is available to the NYS School at Industry in the northwest corner of the Town. The wastewater collection system at NYS School at Industry serves only the school campus. A pump station and force main transmit the collected wastewater to a Monroe County Pure Waters interceptor sewer main in Henrietta.

Stormwater Drainage

The Town Highway Department maintains a system of ditches, culverts, and other stormwater drainage facilities along roads and on Town-owned land. Drainage along State and County highways are the responsibility of the NYS Department of Transportation and the Monroe County Highway Department, respectively.

The Town has established a drainage district where property owners collectively pay for the cost of maintaining drainage facilities. The Town's 2023 Budget allocates \$19,000 for contractual expenses for drainage facilities improvement and maintenance.

Electricity

National Grid provides electric service throughout the Town. Electric distribution lines include both overhead and underground wires. Sub-transmission lines traverse east-west in the central portion of the Town and north-south in the southwestern portion of the Town. National Grid's East Golah substation is located in the southern part of the Town on the east side of Route 15 (West Henrietta Road).

As depicted in National Grid's [PV Hosting Capacity Map](#), distribution lines capable of hosting solar or other distributed generation facilities with capacity of 1 MW or more are located along West Henrietta Road and Honeoye Falls No. 6 Road. (See Figure below.)

Many areas of the Town lack 3-phase power, which is needed to support certain types of electric equipment and machinery. These areas include portions of East River Road, Telephone Road, Rush Henrietta Townline Road, Woodruff Road, Fishell Road, Rush West Rush Road, Five Points Road, Stony Brook Road, Phelps Road, Works Road, Boulder Creek Drive, Keyes Road, Pinnacle Road, Jeffords Road, Rush Mendon Road, and Wardell Road.

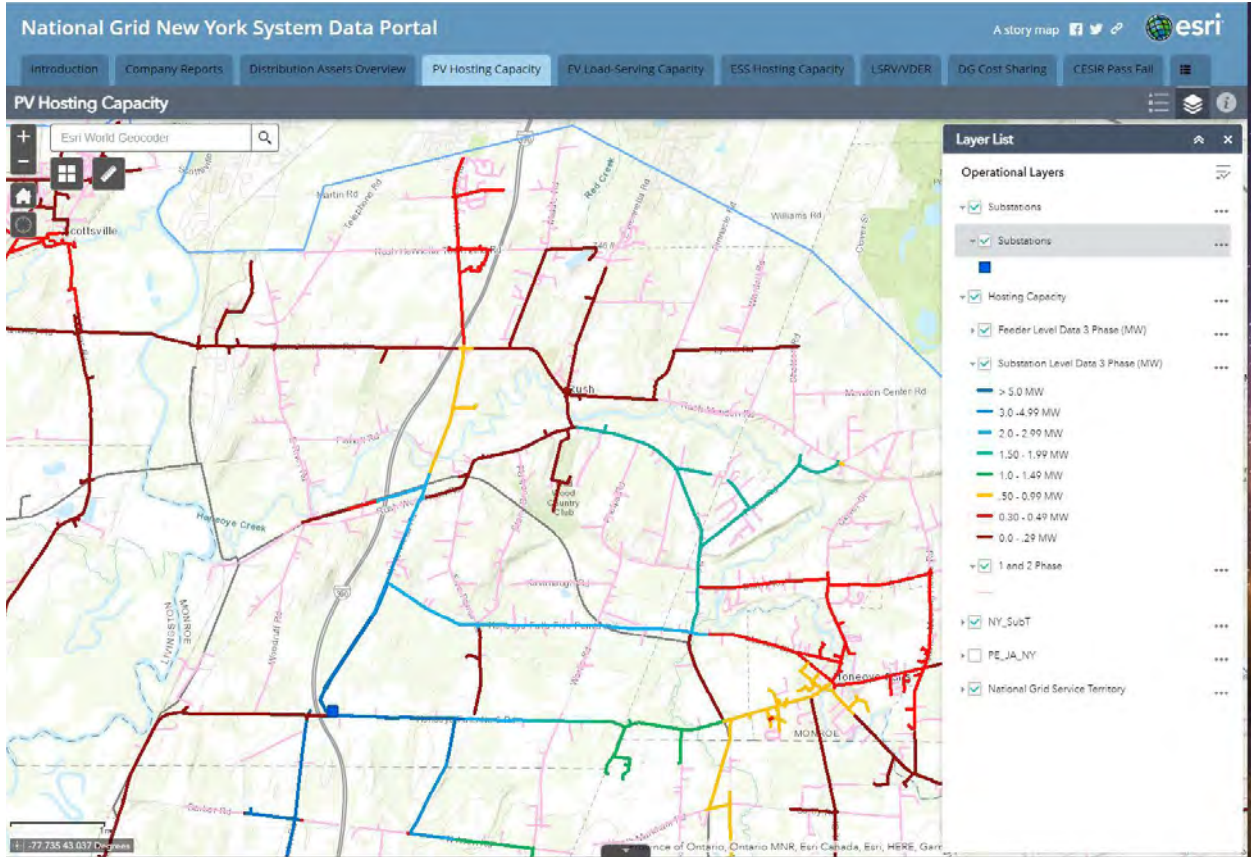


Figure 22. National Grid PV Hosting Capacity Map
 Source: National Grid PV Hosting Capacity Map

Solar Energy Facilities

Since 2000, 45 solar energy generation projects have been installed on residential properties in the Town of Rush. Facility sizes range from 3.7 to 26.4 KW DC with expected kWh annual production ranging from 3,683 kWhs to 28,482 kWhs. In addition, one non-residential facility with 49.74 kW DC capacity is expected produce 60,052 kWhs of electricity annually.

Two community-scale, community distributed energy solar facilities are underway in the Town (as of summer 2023).

- In 2020, the Town of Rush approved an amendment to its Zoning Map to create a Solar Energy Systems Overlay District for Forefront Power, LLC to develop the 5 MW AC Werner solar array on 116 acres at 8427 West Henrietta Road.
- A 5 MW Solar Energy facility is being constructed for property at 540 Honeoye Falls No. 6 Road.

The Town’s [zoning regulations for solar energy systems](#) establish a 150-acre townwide limit for large-scale solar systems.

The utility-scale Horseshoe Solar project received a permit from by the NYS Office of Renewable Energy Siting (ORES) on December 9, 2022, permitting 8.4 MW in Rush. As this proposed overall project is larger than 25 MW, review and approval is governed by Section 94-c of the NY Public Utilities Law, rather than

through local planning and zoning. The project is proposed for land in the Towns of Caledonia (approximately 3,000 acres) and Rush (approximately 838 acres) and would have maximum generating capacity of 180 megawatts. ORES' [final siting permit](#) for the facility granted "limited relief" from the following Town of Rush zoning requirements:

- height limit of 12 feet (ORES allows up to 17 feet);
- maximum facility size of 50 acres;
- prohibit siting in flood hazard zone or archeologically sensitive areas;
- 200-foot setback for interconnection system and substation;
- 50% lot coverage limit;
- required landscape buffer and screening; and
- requirement that all transmission lines be underground.

The ORES permit includes specific requirements for construction, facility operation, and decommissioning as well as site-specific conditions that address protection of environmental, agricultural, and archeological resources as well as visual impacts.

Natural Gas

Natural gas services are provided by Rochester Gas & Electric. Some areas in the Town do not have access to natural gas service.

Telecommunications

High-Speed Internet

Most areas of the Town have access to high speed broadband service. However, some areas do not have access to cable or other broadband service (see [FCC coverage map](#)). A 2022 [study](#) by Monroe County demonstrated that many areas in Rush are underserved by broadband due to slow speeds (less than the FCC threshold of 100 Mbps (megabits per second) for downloads and 20 Mbps for uploads).

Data for coverage by Charter Communications (Spectrum) indicate that coverage in various areas of the Town of Rush range from 81% to 98% of addresses covered. Some areas in Rush may be able to access high-speed internet through Frontier Communications Corporation (fiber or copper).

Charter Communications (Spectrum) provides broadband internet service as well as cable television and telephone service to most areas of the Town. The Town of Rush has a franchise agreement with Charter Communications (Spectrum) that authorizes the company to provide these services.

Cellular Phone

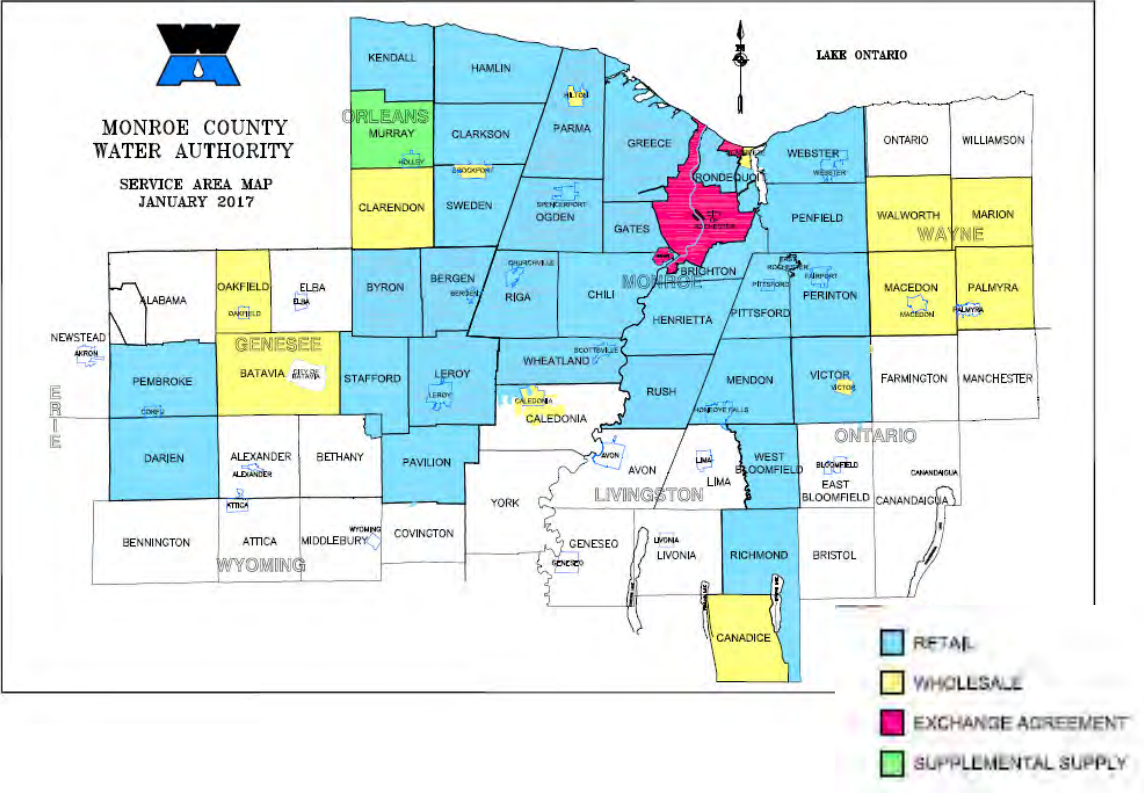
Three wireless telecommunication towers are located in the Town.

RELEVANT PLANS, PROGRAMS AND REGULATIONS

Monroe County Water Authority

The Monroe County Water Authority (MCWA) is a not-for-profit public benefit corporation that maintains water treatment, transmission and storage facilities, and manages water service to customers in Monroe, Wayne, Livingston, Genesee, Orleans, and Wyoming Counties. MCWA owns, maintains, and operates the entire water system including billing customers directly.

Figure 23. Monroe County Water Authority Service Area



Monroe County Pure Waters Agency

The Monroe County Pure Waters Agency was established in 1967 by the Monroe County Legislature to implement projects to address the County’s sewerage needs. The Irondequoit Bay Pure Waters District was formed in 1974 to implement sewer collection systems in the South Area Quadrant, which includes the Town of Henrietta and a small area in the northwestern corner of the Town of Rush.

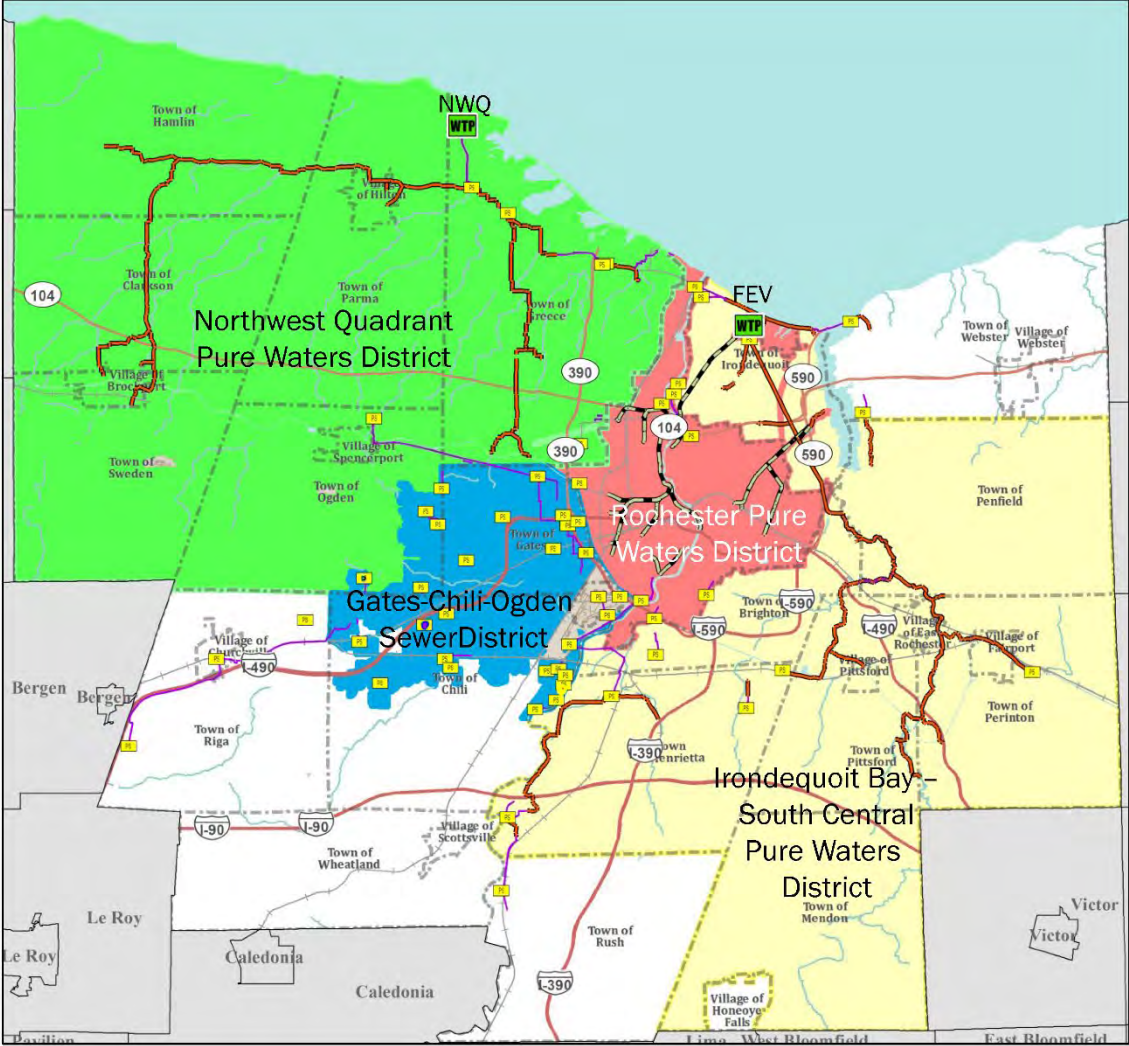


Figure 24. Monroe County Pure Waters Districts
SOURCE: Presentation at 1019 Engineering Symposium on the John Street Pump Station

Clean Energy Communities

The New York State Energy Research and Development Authority (NYSERDA) encourages local governments to play a role in advancing energy efficiency and renewable energy in municipal facilities and throughout the community. Through the [Clean Energy Communities](#) program, municipalities become eligible for grant funding by documenting completion of specific “high-impact actions.”

The Town of Rush has been working since 2021 to form a Community Choice Aggregation in order to purchase electricity more economically.

To date, the Town of Rush has completed one high-impact action: Energy Code Enforcement Training. The Town is eligible for a one-time \$5,000 Designation Grant by completing three additional high-impact actions from the following list:

UNIFIED SOLAR PERMIT	Adopt the NYS Unified Solar Permit to streamline the approvals process for small-scale solar
ENERGY CODE ENFORCEMENT TRAINING	Train code compliance officers in best practices in energy code enforcement
PACE FINANCING	Authorize a financing program for clean energy upgrades to commercial or non-profit property
CLEAN ENERGY UPGRADES	Achieve a 10 percent reduction in the greenhouse gas emissions from municipal buildings
100% RENEWABLE ELECTRICITY	Use renewable energy resources for all the electricity supply needs of municipal government
CLEAN HEATING AND COOLING DEMO	Convert a municipal facility to all-electric with ground- or air-source heat pumps
CLIMATE SMART COMMUNITIES CERTIFICATION	Earn Climate Smart Communities Certification to reduce carbon emissions and build resilience
LED STREET LIGHTS	Convert at least half of the cobra-head or decorative-style street lights to LED
COUNTY-HOSTED TRAININGS	County governments convene and support clean energy planning by local governments
CLEAN FLEETS	Deploy light to heavy duty electric vehicles, or install electric vehicle charging stations
BENCHMARKING	Adopt a policy to track and report the energy use of municipal buildings or large private buildings
COMMUNITY CHOICE AGGREGATION	Dramatically reduce carbon emissions by transitioning to a clean, renewable electricity supply

NYSERDA Incentives

Incentives offered through various NYSERDA programs help reduce the upfront cost of evaluating and installing energy efficiency and renewable energy improvements in municipal facilities. Energy efficiency and renewable energy improvements can result in lower ongoing energy costs to operate these facilities.

For example, the [FlexTech](#) program offers 50% reduction in energy assessments to identify ways to reduce energy usage and costs. [NY-Sun](#) offers incentives and financing to lower the cost of installing solar energy facilities. [NYS Clean Heat](#) offers incentives to encourage installation of ground-source and air-source heat pumps for space heating and water heating.

Electric Vehicle Charging Incentives

Incentives to reduce the cost of installing electric vehicle charging stations are available through the RG&E [Make-Ready Program](#). NYSERDA may offer additional incentives through the [Charge Ready NY](#) program. Rush installed electric vehicle charging stations at the Town Hall in 2022.

Monroe County Broadband initiative

Monroe County retained Magellan to analyze impediments to broadband access and recommend strategies to ensure that all Monroe County residents have access to broadband. The [Community Access Plan and Funding Strategy for Broadband](#), completed in January 2023, study included analysis of speed

test data provided by residents. The results confirm inadequate access to broadband in portions of the Town of Rush. The study identified potential funding sources and recommends that Monroe County extend fiber optic to additional areas in the Town of Rush. The study also recommends that municipalities publicize the availability of \$30 monthly subsidies for qualifying households through the Federal Communications Commission (FCC) Affordable Connectivity Program.

ISSUES & OPPORTUNITIES

Private wells in southern part of Town do not provide adequate drinking water

Some of the houses in the southeastern portion of Rush that rely on private wells for their drinking water supply have unsuitable quality and/or insufficient quantity of water.

Issues with the quality of existing private wells has been around since the Town's previous Comprehensive Plan was adopted in 1993. The following description of private well supplies in Rush still rings true:

Water quality has been a problem in many of the areas served by private wells outside the water districts. This is particularly true in the southeastern part of Town where wells are drilled into the Onondaga limestone bedrock. The water is reported to test upwards of 55 on the hardness scale, and contains high concentrations of manganese and iron, often combined with an obnoxious odor, making it difficult and costly to treat with conventional residential water softening systems. Wells in that area are reported to range from 150 to well over 250 feet deep in some instances.

Properties throughout the southern portion of the Town do not have access to public water and rely on private wells for their drinking water supply. Several Town residents whose wells do not provide an acceptable quantity or quality of water have requested assistance from the Town to extend water service. In response to this request, the Town completed a survey of residents during 2022 to better understand the need and determine the interest in establishing a new water service area. In October 2022, the Town Board engaged an engineering firm to prepare a preliminary engineering report and cost estimates for extending water service to additional areas.

Extending public water service to additional areas in the Town would require the creation a new water district (or expansion of an existing water district.) A water or sewer district is a type of "special benefit district" where the property owners within the district share the cost to build and maintain the improvements. NYS Law governs how water and sewer districts are created. Article 12 of NYS Town Law allows district formation by petition and Article 12A allows district formation by resolution subject to permissive referendum. The first step under either process is the preparation of a Preliminary Engineering Report. This report includes the information needed for the Map, Plan and Report (MPR) required to create a water or sewer district and will identify options for grant funding and financing. The MPR must be approved by the NYS Department of Health (for water districts) or the NYS Department of Environmental Conservation (for Sewer Districts).

In October 2022, the Town Board engaged MRB Group to prepare a Preliminary Engineering Report for a potential new water district. The report confirmed that a significant amount of rock would need to be removed to install water lines in those areas of the Town that do not have access to public water. As these areas are sparsely populated, a small number of properties would share the high cost of installation, resulting in very high costs per user. MRB Group is working to identify smaller areas that may be more cost-effective to serve. As of summer 2023, the Town was actively seeking grant funding that would help offset the costs to residents.

Wastewater Disposal in Rush Hamlet

As there is no public sewer service in the Town of Rush, property owners are responsible for maintaining and replacing as needed on-site wastewater systems. As the soil conditions in parts of the Hamlet are not favorable to septic system absorption fields, many property owners have installed raised beds or other alternative systems that can effectively filter septic effluent.

Where alternative systems are required, the cost for constructing and maintaining systems can be significant. The design capacity of onsite wastewater treatment systems limits the type of development that can occur.

The Town's previous Comprehensive Plan, adopted in 1993, described wastewater issues in Rush Hamlet. It describes the past history of the Town's consideration of sewer and wastewater management and notes:

By the fall of 1992, all of the known problems in the area had been corrected. In some cases, special treatment systems, such as sand filters and individual aerobic treatment units have been used.

In the decades since the Town's previous Comprehensive Plan was prepared, private property owners have continued to maintain on-site wastewater disposal systems adequately. Neither the Monroe County Health Department nor the NYS Department of Environmental Conservation has reported any significant violations and residents have not reported incidents where on-site systems have failed resulting in odor and unsanitary conditions.

The potential means of establishing a public sewer system for the Hamlet remains the same – establishment of a public benefit district for sewer service and construction of a force main that connects to the Monroe County Pure Waters interceptor sewer via in Henrietta. The cost of constructing and maintaining a system would be shared by the property owners who benefit from the improvement. Formation of a sewer district would require approval of a majority of the resident property owners and of owners of properties that comprise of a majority of the assessed valuation.

GOALS, STRATEGIES & RECOMMENDATIONS

Goal: *Improve, maintain, and manage utility infrastructure, and encourage energy efficiency and renewable energy, consistent with preserving the rural character of the community.*

Recommended Actions

Strategy 1: Improve public utilities to meet the needs of the community while maintaining the Town's rural character.

Recommended Actions

- 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 in underserved areas in the Town.
- UE-5. Continue to allow installation of large-scale solar facilities, with a limit of 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 high quality farmland.

Strategy 2: Encourage and support renewable energy & energy efficiency improvements to benefit existing buildings and facilities in the Town.

Recommended Actions

- UE-6. 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-7. Install energy efficiency improvements and renewable energy at Town facilities.
- UE-8. Connect residents and businesses in the Town to resources to support installation of energy efficiency and renewable energy improvements for use at their facilities.
- UE-9. Implement Community Choice Aggregation, or similar energy cost-savings programs for residents, and offer residents a choice whether or not to enroll.

10. PARKS, RECREATION & OPEN SPACE

The Town of Rush has an excellent blend of both active and passive recreational opportunities and locations. Many locations are within Rush Hamlet and almost all locations are accessible through the Town’s trail system. The Town’s sports fields, parks, trails, and natural open spaces are wonderful assets that the residents of Rush are fortunate to have. The Genesee River and Honeoye Creek waterways further enhance these spaces with opportunities for water-based recreation. Both planning efforts and public discussion have voiced the importance of enhancing parks, trails, and open spaces.

CURRENT CONDITIONS

Parks, Open Spaces, and Recreational Facilities

Figure 25. Park, recreation and open space



Parks, Trails, and Recreation in the Hamlet

Veterans Memorial Park

This small park serves multiple purposes for the Town. It holds a beautiful Veterans Memorial where ceremonies are held honoring and remembering the services and sacrifice of our Military. It also holds a small gazebo structure, benches, and overlook structure with great views of the Dam on Honeoye Creek. The park acts as a connection between the Hamlet and the Lehigh Valley Trail, through a trailhead and adjacent parking area.

Photo 7 Veterans Memorial Park (Courtesy Marianne Rizzo)



Photo 8 Dam on Honeoye Creek



Photo 9 Lehigh Valley Trail Crossing the Hamlet Outside Veterans Memorial Park



Town Hall Park and Pavilion

Central to the Hamlet, this property holds many great amenities for community members. Recreational amenities include creek access, a basketball/ pickleball court, a playground, and a pavilion. Structures on site which provide additional amenities include the Town Hall and the Library. Not only does this park have a great location at the main intersection of Town, but it has ample parking for group events and electric vehicle charging stations.

Figure 26. Town Park - aerial view



Photo 10. Rush Library



Photo 11. Town Hall Pavilion



Rush Firemen's Field

This large space in the Hamlet sits across the street from the Town Hall and currently hosts the Firemen's Carnival and Fall Festival. These large gatherings bring many people to the hamlet and serve as a great opportunity to highlight local organizations and opportunities in Rush.

Photo 12. Firemen's Carnival



Stony Brook Park

Located just south of Rush Hamlet, Stony Brook Park has great potential. It currently holds a pond, a pavilion structure with tables and benches, a soccer field, and a small baseball field. This currently serves as a great location for small social gatherings and passive recreation. The park needs improvements such as pond aeration, pavillion upgrades, trail development, and additional parking.

Photo 13. Pond at Stony Brook Park



Photo 14. Swings and Field at Stony Brook Park



Lehigh Valley Trail

In addition to being a transportation asset, the Lehigh Valley trail acts as a connector to other recreational assets. Bisecting the Town, this linear park provides access to the Hamlet, Honeoye Creek, Genesee River, and neighboring communities. It is heavily used and appreciated.

Photo 15. Lehigh Valley Trail (Courtesy Robert Kraus)



Waterways

Honeoye Creek

Honeoye Creek bisects the Town offering a variety of benefits. Waterfront land in any community increases land values and wildlife habitat. The creek serves both these purposes for the Town. Additionally, the creek provides great fishing and small boat opportunities. Although there are many places where people can get to the creek, these opportunities could be improved with the investment in small boat launches and a stable platform around the creek.

Photo 16. Genesee River (Credit: Dave Sluberski)



Genesee River

The Genesee River serves as the Western border of the Town. Much like the Lehigh Valley Trail, the River and its associated trails serve as a connection between open spaces within the Town and other communities. The Genesee River offers the same waterfront benefits mentioned when referencing Honeoye Creek. In fact, these two waterways connect in the Town at Golah Rd. There is a small 8.3-acre parcel owned by the Town where these two waterbodies meet which is not currently accessible to the public. Public access to the River is at the Cox ferry site. Although popular, this site is limited in parking and its ability to accommodate those with different mobility levels. The public can also access the river at the Hundred Acres Nature Park. There are overlooks and benches there to view and appreciate the river.

Golah Road Town-owned Open Space

The Golah Road land is an 8.3 acre unique treed parcel where the Honeoye Creek enters the Genesee River. It serves as a riparian buffer helping to protect the Creek and the River. Riparian buffers serve an important conservation function as trees and bushes intercept and filter sediment runoff and increase water quality, thereby reducing pollution.

Town Owned Land Where Creek and River Meet



Town of Rush White Springs Farm

The Town of Rush White Springs Farm (WSF) (formerly Rush Riverside Refuge) was previously BOCES (Board of Cooperative Educational Services) property that was transferred to the Town in 2010 for "park, recreation and ancillary uses." The site consists of over 215 acres of land. The WSF has the beginnings of a trail system known for dog walking, hiking in open space, horseback riding, bird watching (over 72 species of birds identified by citizen scientists), and other passive recreational activities.

Also at the WSF, the New York Museum of Transportation, preserves and displays a gallery of transportation history artifacts and offers trolley rides to visitors.

Beginning in 2022, A Horse's Friend (AHF), a non-profit youth outreach program serving Rush and the wider community, became a resident of the WSF. AHF promotes positive values through the care and riding of horses.

The WSF has 9 buildings that were once part of the BOCES program. Presently, each building is in a different stage of utility and function. The Town is working on plans for refurbishing and utilization.

Photo 17. Barns Located at White Springs Farm



Photo 18. A Horse's Friend (Source: A Horses' Friend website)



The Hundred Acres Nature Park

The Hundred Acres Nature Park property was acquired by the Town of Rush from the State of New York with the agreement it would be used for park and recreation purposes. The land is home to a wide range of migrating birds and wildlife.

The Rush Recreation and Park Association, a NYS non-profit and 501(c)(3) tax exempt organization is developing the land to become a nature park. Members and volunteers are planting trees, warm season grasses and pollinators, and installing benches, river overlooks, and parking.

A river trail system is planned as part of the Local Waterfront Revitalization Program (LWRP) on one mile of riverfront. Trails will connect to partners on the Rush Riverside Refuge and the Transportation and Railroad museums. This work is in alignment with the committee’s recommendation from the 2016 report (seen in the Relevant Plans Section of this chapter) of “creating a natural habitat reserve that includes forest, wetlands, pasture, grass fields, and riverbank” The plan also noted the outcome of this work “is a unique asset to the community and region.”

Figure 27. Trails in Hundred Acres Nature Park and Town of Rush White Springs Farm

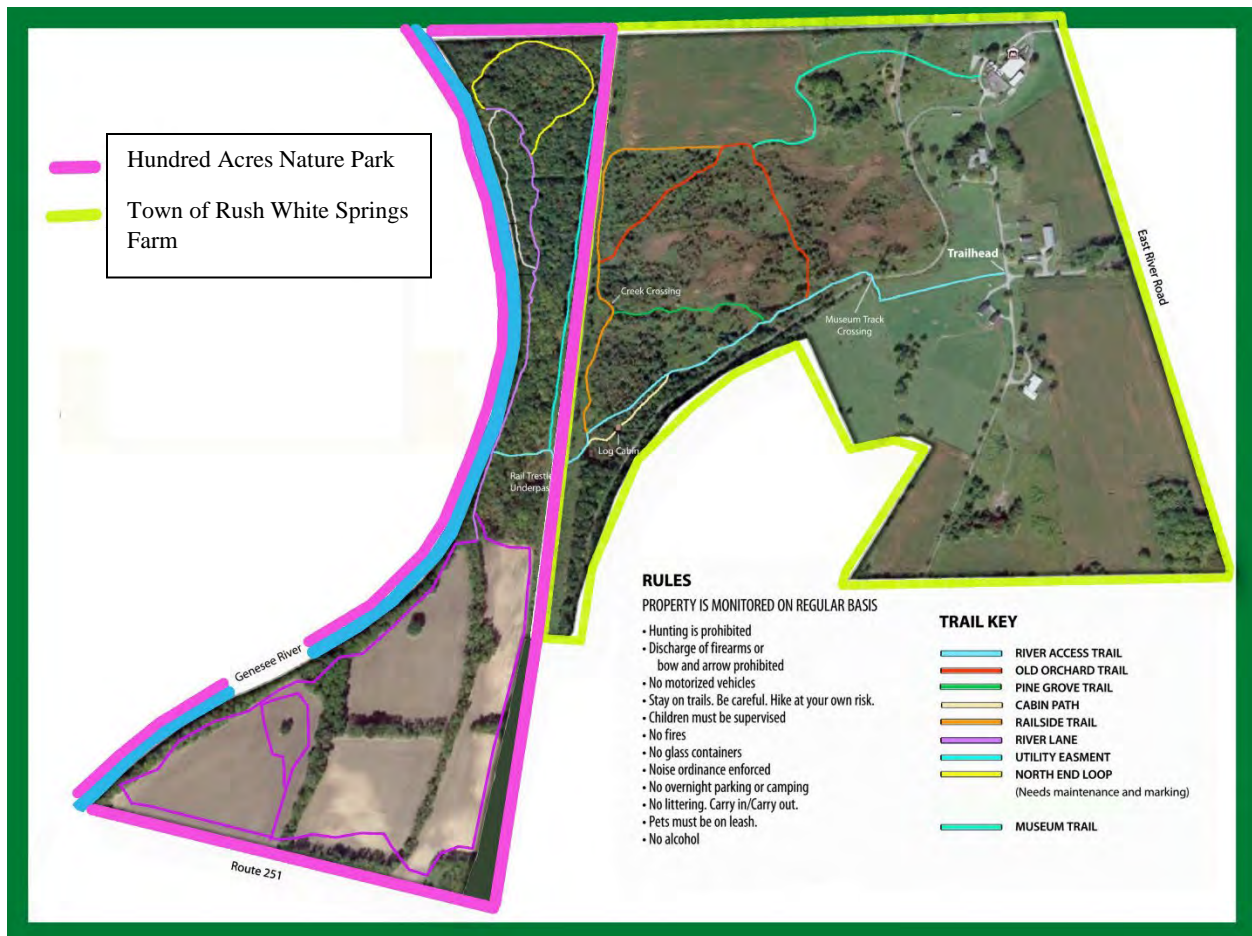


Photo 19. Boy Scout Troop 7 installing benches on the Hundred Acres Nature Park (Eagle Scout -Liam Gudonis)



Photo 20. Spring Bluebells at the Hundred Acres Nature Park



Oak Openings

This State Unique Area provides great open space to the community for exploration, hiking, and other outdoor pursuits. Both the neighboring Genesee River and the Honeoye Creek complement this Park adding to the lush environment and biodiverse area. As later discussed in the conservation lands chapter, this site has significant historical importance with traditions still upheld today.

Photo 21. Oak Openings (Courtesy J. Morelli)



Photo 22. Trail at Oak Openings (Courtesy J. Morelli)



Current Recreational Offerings

Below is a list of current offerings from the Rush Recreation Department:

- After-school program (10 months at school)
- Aerobics classes (9- 10 months out of the year at pavilion)
- Senior Exercise class (10 months out of the year at 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
- Pickleball area on courts
- Soccer field also used for lacrosse

- T-ball field
- Pavilion used for classes tumbling, karate, dance
- Rush Riverside Refuge: hiking, cross-county skiing, nature walks, birdwatching

RELEVANT PLANS AND PROGRAMS

Recreational and Agricultural Use Citizens Committee (RACC): Citizens Committee Final Report To Rush Town Board and Community (June 2016)

The June 2016 report prepared by the Recreational and Agricultural Use Citizens Committee (RACC) highlighted the importance of protecting open spaces, environments, and recreational opportunities at the Rush Riverside Refuge (216 acres) and the Hundred Acres Nature Park (100.5 acres) properties, which are former BOCES and Division for Youth parcels by the Genesee River. The report noted that the combined areas, totaling over 315 acres, consist of diverse land areas with 35 acres utilized for buildings and museum space. This leaves over 270 acres of open space. Many of the recreational activities recommended in the plan align with the activities suggested by the Town Recreation department. The committee recommended that the Town restore, protect, and preserve the land and develop a trail system and natural landscape and wildlife habitat park on the former Division for Youth and BOCES properties. Consistent with the natural setting, the committee suggested a range of low impact uses for the land and buildings. Another key point in the report was, “The land is located in a residential neighborhood and all activities should strengthen the neighborhood and not be disruptive to the peace and serenity of the area.” RACC emphasized the importance of maintaining the public trust and the Town’s responsibility to protect the two land parcels. The report noted that deed restrictions require both parcels to be used by the public for park and recreation use.

Hamlet of Rush Community Charrette Report – September 2017

The Hamlet of Rush Community Charrette Report mentions three key goals in relation to Recreation:

1. Improve walkability/ bicycle facilities
2. Improve Veterans Memorial Park
3. More events/ recreational facilities/ programming

Local Waterfront Revitalization Program (LWRP)

The Local Waterfront Revitalization Program (LWRP), administered by the NYS Department of State (NYS DOS), helps waterfront communities to promote public access to waterfronts, improve water quality and natural areas, and provide for redevelopment of underutilized waterfronts. The LWRP for the Towns of Henrietta and Rush delineates a Waterfront Revitalization Area Boundary along the Genesee River and recommends several waterfront projects in both Rush and Henrietta. The LWRP planning process began in 2021. Public informational meetings were held in summer 2022. As of Spring 2023, the LWRP was under review by NYS DOS staff.

The draft LWRP recommends several projects in Rush that would support recreational facilities and use of the Genesee River waterfront.

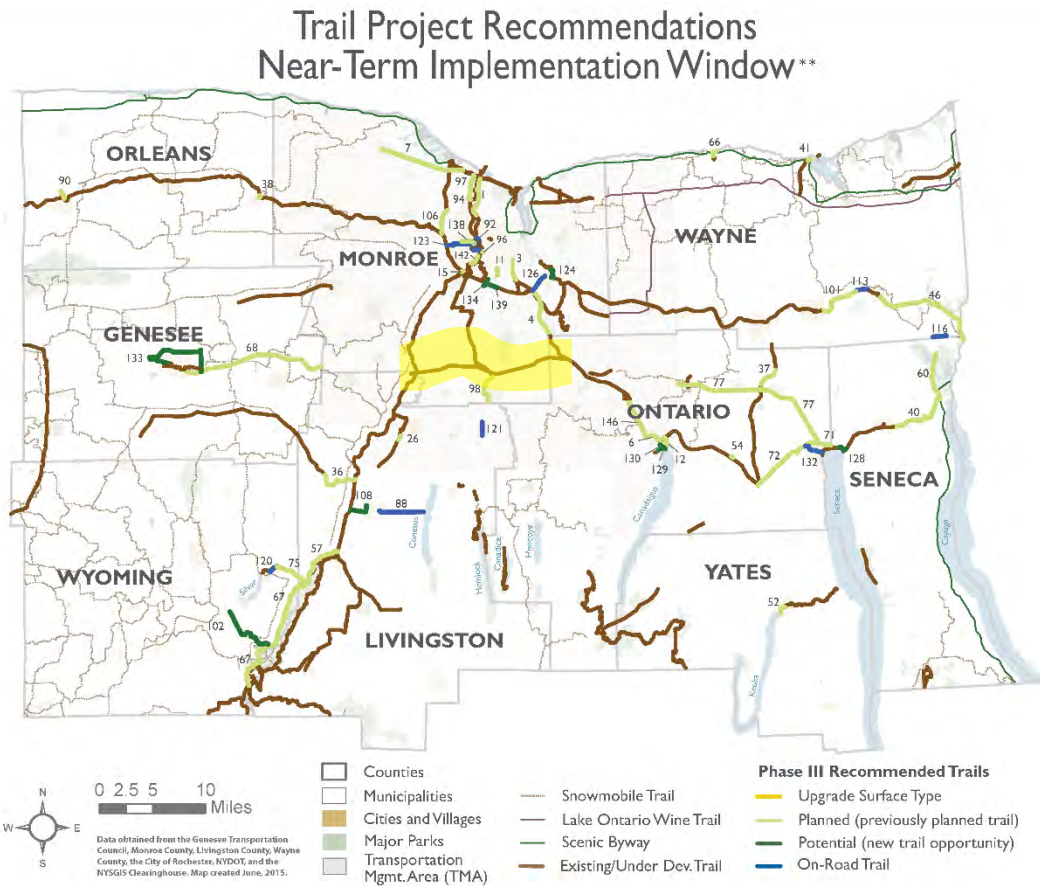
- **Renovate the Monroe County Fairgrounds**, located at the Rush Riverside Refuge, including the tack room and greenhouse, to support continued use of these facilities for recreation.

- **Develop water main along East River Road** to enhance the ability of the Museum of Transportation, fairgrounds, Rush Riverside Refuge, and the Railroad Museum to host larger events.
- **Repair and upgrade the Cox Ferry Launch** to improve accessibility to the Genesee River, including a small boat launch, enlarged parking area, and signage to explain the history of the site.
- **Connect the River Trail to the Lehigh Valley-Black Diamond Trail System.** Develop the River Trail at Hundred Acres Nature Park and White Springs Farm and connect to the transportation museum and Railroad Museum.

Genesee-Finger Lakes Regional Trails Initiative, Phase III

The figure below demonstrates the regional significance of the Lehigh Valley Trail, which connects to an extensive regional trail system. (Highlighting added.)

Figure 28. GFL-RPC Regional Trails Map



ISSUES & OPPORTUNITIES

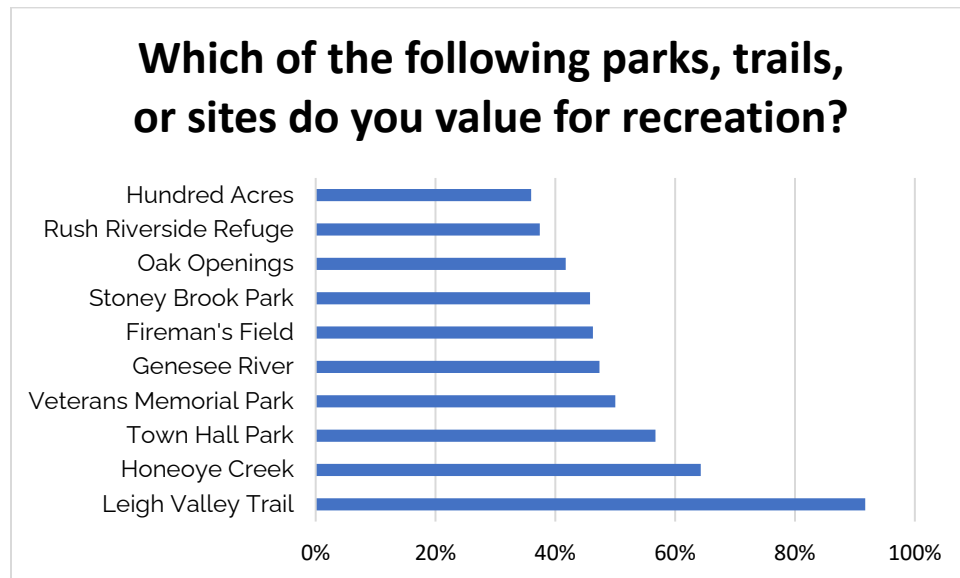
Maintain Town recreational facilities and programs

The existing parks in Rush offer a range of recreational opportunities for residents.

As Town staff maintain these facilities to ensure that they are available for the enjoyment of residents, it is important to ensure that the Highway Department staff continue to have sufficient capacity to conduct regular maintenance.

Promote and enhance water access and other nature-based recreational opportunities

The expansive natural open spaces owned by the Town of Rush offer good opportunities for recreation. As more than 90% of respondents to the Community Survey reported that walking or hiking is a preferred form of recreation on public lands in Rush, and 50% enjoy nature-based recreation, continuing to develop these natural areas for passive recreation is important.



Signage

Signage: The Rush parks and recreation sites are in need of wayfinding and interpretive signage and trail markers.

Increase Accessibility of Fishing and Canoe/Kayak Access

The Honeoye Creek and Genesee River offer great waterfront in the Town, but fishing access and small boat access is limited. Defining and investing in central, safe, accessible fishing and canoe/kayak access points would make the waterways of Rush an even greater asset.

Some sites are difficult to access and generally limited in parking. The Cox Ferry on the south side of Route 251 provides access to the Genesee River via a vehicular access road. The NYS Department of Environmental Conservation boat launch to Honeoye Creek on the south side of Fishell Road has parking

for 12 cars but the access is somewhat challenging. Other sites are completely inaccessible by neighboring parcels.

The Honeoye Creek is behind the Town Hall. However, the distance on foot between the parking lot and the creek bank is more than 500 feet – a long distance to wheel or carry a canoe or kayak. Improvements would be needed to facilitate access.

A parking lot at the Lehigh Valley Trail access adjoins Honeoye Creek just upstream from the dam. However, there is no formal access to the creek for small boats at this site. In addition, the location just 500 feet upstream from the dam may pose safety hazards for inexperienced paddlers.

Photo 23: NYS DEC Boat Launch to Honeoye Creek off Fishell Road





Figure 29. Creekside land behind Rush Town Hall



Figure 30. Cox Ferry canoe/ kayak access. South side of Route 251 at Honeoye Creek. View toward the east.



Figure 31. Honeoye Creek access from Monroe County land at Lehigh Valley Trail access in Rush Hamlet

Improve Lehigh Valley Trail Connections

The Lehigh Valley Trail is an excellent resource for biking. More than 50% of respondents to the Community Survey indicated that biking is one of their preferred forms of recreation in Rush. Additional bicycle-friendly connections between residential areas and the trailheads would encourage more people to explore the Lehigh Valley Trail and access recreational opportunities in Rush via bike. Roadway improvements to increase bicyclist safety could be a powerful tool in activating this recreational and transportation resource.

GOALS & RECOMMENDATIONS

Goal: Maintain and improve recreational facilities and programs to benefit all Town residents.

Strategy 1: Maintain and improve existing Town parks and recreation facilities.

Recommended Actions

- PR-1. Provide sufficient funding and staffing for the Town Highway Department staff to maintain Town parks and recreation facilities.
- PR-2. Install an aeration system at Stony Brook Park pond and make improvements to the pavilion, trails, parking, and picnic areas.

Strategy 2: Improve access to the Lehigh Valley Trail.

- PR-3. Maintain and improve existing signage and add new wayfinding and interpretive (educational and natural history) signage along trails and at 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.
- PR-6. 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.)

Strategy 3: Develop additional sites for kayak / canoe launching.

Recommended Actions

- PR-7. Identify site(s) that can be accessed through publicly owned land.
- PR-8. Develop a design that accommodates a wide range of physical abilities.
- PR-9. Determine the entity that will be responsible for maintaining the facility and allocate sufficient staffing and funds for ongoing maintenance.
- PR-10. Allocate funds in the Town budget or obtain grant funding for the development of small boat launches.

Strategy 4: Continue to develop Town of Rush White Springs Farm and the Hundred Acres Nature Park for recreational and conservation use.

Recommended Actions

- PR-11. 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-12. Support citizen-led initiatives to plant trees and develop trails.

PARKS, RECREATION & OPEN SPACE

- PR-13. Continue partnerships with the Rush Recreation and Park Association and not-for-profit organizations to provide park and recreational opportunities within Town of Rush White Springs Farm and the Hundred Acres Nature Park.
- PR-14. Provide aeration system to Stony Brook Park pond and make improvements to pavilion, trails, parking and picnic areas.

11. GOVERNMENT & COMMUNITY FACILITIES

In addition to parks and recreational facilities, the Town of Rush owns, operates, and maintains the Town Hall and Library complex and Highway Department facilities. Highway Department staff maintains roads and Town-owned facilities as well as portions of the Lehigh Valley Trail.

The Rush Fire Department provides fire protection and ambulance services. Other public facilities in the Town include the Monica B Leary Elementary School as well as two museums and several cemeteries.

The Town maintains facilities and government operations efficiently with a total annual budget in 2023 of \$1,435,998.. (See Appendix __ for additional detail.) Cooperation with neighboring Towns and other local governments help to reduce costs of providing public services.

EXISTING CONDITIONS

Town Facilities

Town Hall

Rush Town Hall, located on East Henrietta Road, was originally built in 1935 as a Works Progress Administration (WPA) endeavor during the Great Depression. At that time, the building was used to conduct town business, act as a community center, and housed both the town library and Fire Department.

In 1973, the Fire Department moved to a new facility on Rush-Mendon Road and the Town constructed an addition to the Town Hall to house the library. In the early 2000s, Rush Town Hall underwent major renovations to further enhance the building.

Town Hall provides municipal services for the residents of Rush. The building houses government offices and provides public records, government services, and other relevant municipal resources.

Public Library

The Rush Public Library is housed within Town Hall on the north side of the building. Their mission is to cultivate intellectual growth by fostering equal and open access to books, technology, and community. Currently, library staff is made up of a Director, three (3) Senior Clerks, and three (3) Clerks.

The Library Board of Trustees governs and directs the Rush Public Library. This seven-member team chart vision, set policies, secure funding, hire and supervise the Library Director, and advocate for quality library services to Rush Residents. They meet monthly and meeting minutes can be found on the library website.

During the 2022/2023 fiscal year, there were 14,209 visits to the library, 194 program sessions, and 1,491 program attendees with a total circulation of 30,800 items. The Rush Library offers various loan materials, programs, and services which include but are not limited to the following:

- New books & movies
- E-books and audiobooks
- Reservable meeting rooms
- Foreign language database
- Technology tutors
- Book clubs & classes
- Home delivery for in-need patrons
- Copying, scanning, & faxing
- Public computers
- Local artist displays
- Storytimes & art cart
- Summer reading program

Town Highway Department

The Town Highway Department can be found on Rush-West Rush Road, west of the hamlet area.

The Rush Highway Department is responsible for the supervision, construction, repair, and maintenance of all town highways and streets and all culverts and storm water drainage systems within the jurisdiction of the Town's rights-of-way. The Town contracts with Monroe County for roadside mowing, dead animal pickup, and approved summer road work. The Highway Department also maintains Town parks and grounds at Town-owned facilities.

The Highway Department is responsible for all snow removal on Town roads. The Town has contracts with the State of New York and the County of Monroe during the winter months for snow and ice removal services.

Each spring, the Highway Department is responsible for the pick-up of brush and drop-off at the transfer station (Open 24/7 All Year to All Residents). The transfer station is located on Stonybrook Road opposite the park.

Emergency Services: Rush Fire Department & Ambulance

The Rush Fire Department was formed December 4th, 1920, with the department being incorporated by the Town in July of 1930. In 1936, the Fire Department was housed in Town Hall until 1971 when the Rush Fire District built the present station on Rush-Mendon Road. There is also a fire station in West Rush near the corner of East River Road and Rush West Rush Rd. The Rush Fire District includes the entire Town of Rush and covers 38 square miles including 7 miles of I-390 and the state correction facilities at Industry.

70% of calls for service are for Emergency Medical Services (EMS) and Rescue. The Rush Fire Department operates a New York State Department of Health Certified Ambulance Service with 90% of members being US DOT First Responder and CPR-Defibrillator certified. Advance life-support (ALS) is supplied by Henrietta Volunteer Ambulance, Honeoye-Falls-Mendon Ambulance, or commercial services from Rochester. The Rush Fire Department covers 80% of received requests for service with the remaining 20% being covered by mutual aid or commercial services.

Rush is part of the fifth battalion Water Rescue Team which is made up of Rush, Honeoye Falls, Scottsville, Henrietta,



and West Brighton Fire Departments. The Rush Fire Department has a boat and related water rescue equipment including ice rescue suits. Four (4) Rush Fire Department members and the department overall received Monroe County’s annual Highest "Lifesaving Award" for a rescue at the Rush Dam in May 2004. In 2005, these four members received the Firefighters Association of the State of New York (FASNY) highest life-saving award for New York State.



The Ladies Auxiliary, formed in 1948, assist the firefighters at emergency scenes and provide additional services to the community including sponsoring a memorial college fund, raising funds for necessary equipment and upgrades, and working local events. The Rush Fire Department is active in the community providing fire prevention activities, sponsoring scouting troops, as well as hosting an annual fund drive and carnival to raise operational funds. The Rush Firemen’s Field is also used for other town events, such as the Rush Fall Festival.

Schools

Monica B Leary Elementary School

Nearly all of the Town is within the Rush-Henrietta Central School District. The Rush-Henrietta School District includes a total of nine (9) schools with a total of 5,501 students and 483.61 classroom teachers (FTE) for a student/teacher ratio of 11.37. Monica B Leary Elementary School is located in the Town of Rush on East Henrietta Road north of the Hamlet of Rush.

In the 2021-2022 school year, Monica B. Leary Elementary School had a total student enrollment of 492 students from kindergarten to third grade. The school has 44.5 classroom teachers (FTE) with an overall student/teacher ratio of 11.06. The National Center for Education Statistics indicates that one-third of students are free or reduced-price lunch eligible.

Cemeteries

A total of nine cemeteries are located in the Town. The largest is the Pine Hill Cemetery located on the north side of Route 251 west of Rush Hamlet. Founded in 1863, the Rush Pine Hill Cemetery is an active cemetery that also contains historical significance with graves dating back many generations. Many veterans are buried at Rush Pine Hill Cemetery with burials dating back to the Revolutionary War time period through the present.

Of the several smaller cemeteries in scattered locations throughout the Town, only one is more than one acre in size. Some of the smaller cemeteries, such as the historic Palmer Cemetery on Honeoye Falls No. 6 Road, are in need of additional maintenance . Pine Hill Cemetery and North Rush Cemetery are not owned or maintained by the Town and have their own boards that run them.

The following table lists cemeteries in the Town of Rush:

Davis Cemetery	<i>Located northeast corner of the intersection of West Henrietta Road and Rush-West Rush Road</i>
East Rush Cemetery	<i>Located on East Henrietta Rd. in Rush village, just north of the Route 251/Rush-Mendon Road intersection</i>
North Rush Cemetery	<i>Located on the north side of Route 251, about ½ mile east of East River Road</i>
Number Six Cemetery	<i>Located on the north side of Number Six Honeoye Falls Road about ¼ mile east of the intersection with Five Points Road</i>
Pine Hill Cemetery	<i>Located one-quarter mile east of the Village of Rush on the road to Industry and Scottsville</i>
Pioneer Hill Cemetery	<i>Located between 1115 and 1139 Rush-West Rush Road</i>
Thomas Cemetery	<i>Located on the north side of Fishell Road across from Delia Trail</i>
Valley View Cemetery	<i>Located on a path that runs north from the western end of Five Nations Road</i>
West Rush Cemetery	<i>Located on the old Rotzel Farm in West Rush</i>

There is also a large commercial-operated pet cemetery located on the south side of West Rush Road, between NYS Route 15 (West Henrietta Road) and East River Road.

Museums

Rochester & Genesee Valley Railroad Museum

In 1889, the Rochester and Honeoye Valley Railroad made a survey through Rush. Less than a year later, in May of 1890, fifty teams arrived from Buffalo to work on constructing the Lehigh Valley Railroad through Rush. Connections were made with main line trains at Rochester Junction allowing Rush residents to travel to the City of Rochester more easily.

Established in 1971, the all-volunteer Rochester & Genesee Valley Railroad Museum (RGVRRM) is home to the largest collection of historic trains and is the largest operating railroad museum in New York State. Located on Rush Scottsville Road, the museum offers train rides related to dozens of seasonal events including Halloween, Easter, Mother’s Day, and Father’s Day.

New York State Museum of Transportation

The New York State Museum of Transportation, also located in the northwestern portion of Town on East River Road, contains a collection of trolleys and other transportation equipment that were formerly used in Western New York. This location houses fourteen (14) full size trolley cars, a caboose, steam locomotive, antique highway and horse-drawn vehicles, and the various associated smaller items that illuminate our transportation history. Their mission is to collect, preserve, display, interpret, and operate

artifacts and information from the transportation history of Upstate New York and surrounding area, as well as to delight, inform, and educate visitors about their transportation heritage.

GOALS, STRATEGIES & RECOMMENDED ACTIONS

Goal: Maintain Town facilities and services to meet the needs of residents in a cost-effective manner.

Strategy 1: Continue to 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 share and coordinate service delivery.

Strategy 2: Continue to provide services to all Town residents in partnership with the Rush Library and Rush Recreation Department.

- GC-3. Continue to provide funding and staffing to maintain services, facilities, and programming that benefit youth, seniors, and other adults.
- GC-4. 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.

12. HISTORY & HISTORIC PRESERVATION

TOWN OF RUSH HISTORY

Prior to the founding of the Town of Rush in 1818, this area was part of the Town of Hartford, now called Avon. The first Europeans that settled the area were Major Markham and Ransom Smith in 1799. The northern portion of Hartford separated to form the Town of Rush in 1818. Before the arrival of European settlers in the early 1800s, Native Americans lived on this land. The Senecas, one of the six Iroquois Nations, lived, hunted, and were buried on land throughout Rush and the surrounding areas. Some of the earliest European settlers were those who fought in the American Revolution War and traveled through the Genesee region as part of the Sullivan Campaign. These soldiers were impressed with the fertile soil, water resources provided by the Genesee River and Honeoye Creek, and the abundance of wildlife and timber. Some returned with their families after the war, purchased land that was previously home to the Senecas that had later become part of the Phelps and Gorham purchase. The Town of Rush was founded in 1818 and sits directly east of the Genesee River.,

There is some debate as to where the town's name originated. There are three possible theories:

1. Named after the large quantities of rushes both on flats and uplands, along the river and Honeoye Creek. The Town was known as 'Rush Bottom.' Rushes are aquatic tufted marsh plants with soft, slender stems. Some species are used in bottoming chairs, plaiting mats, and creating lamp wicks.
2. Named after Dr. Benjamin Rush, one of the signers of the Declaration of Independence. Considered one of the country's Founding Fathers, he was a physician, politician, social reformer, humanitarian, educator, and the founder of Dickinson College. He passed away in 1813.
3. Named after Richard Rush, son of Dr. Benjamin Rush. Richard Rush served as the attorney general of the United States during the James Madison's administration and secretary of the treasury during the presidency of John Quincy Adams.

Town of Rush Historian, Susan Bittner Mee, has indicated that no documentation has been discovered to clearly identify which of these theories might be the source of the Town's namesake; however early history cites the importance of rushes in feeding the early settler's cattle.

The wild grasses and rush-covered lands welcomed herds of cattle from nearby localities. Settlers in Victor, Bloomfield, and Lima came to Rush for its pastures and hay. Colonel Markham is said to have driven his cattle from Geneseo to Rush to feed on the rushes over the winter, too. The wild grasses and rushes became scarcer over time due to this heavy grazing.

West Rush eventually became home of the "Peanut Branch" of the New York Central Railroad. It was a shipping point for large quantities of cabbage and potatoes. The Hamlet was best known for the following four things: fishing; Indigenous relics; extensive and varied flora; and model farming.



East Rush was settled in 1810 by John Webster. In addition to constructing his family home, he was monumental in the construction of a sawmill, gristmill carding machine, fulling mill, and store in the hamlet.



W.S. Wilson General Store in 1908.

Moving a house more than a mile from Rush-Mendon Road, 500 feet beyond Pinnacle Road, to 1839 Rush-Scottsville Road in the early 1900's.

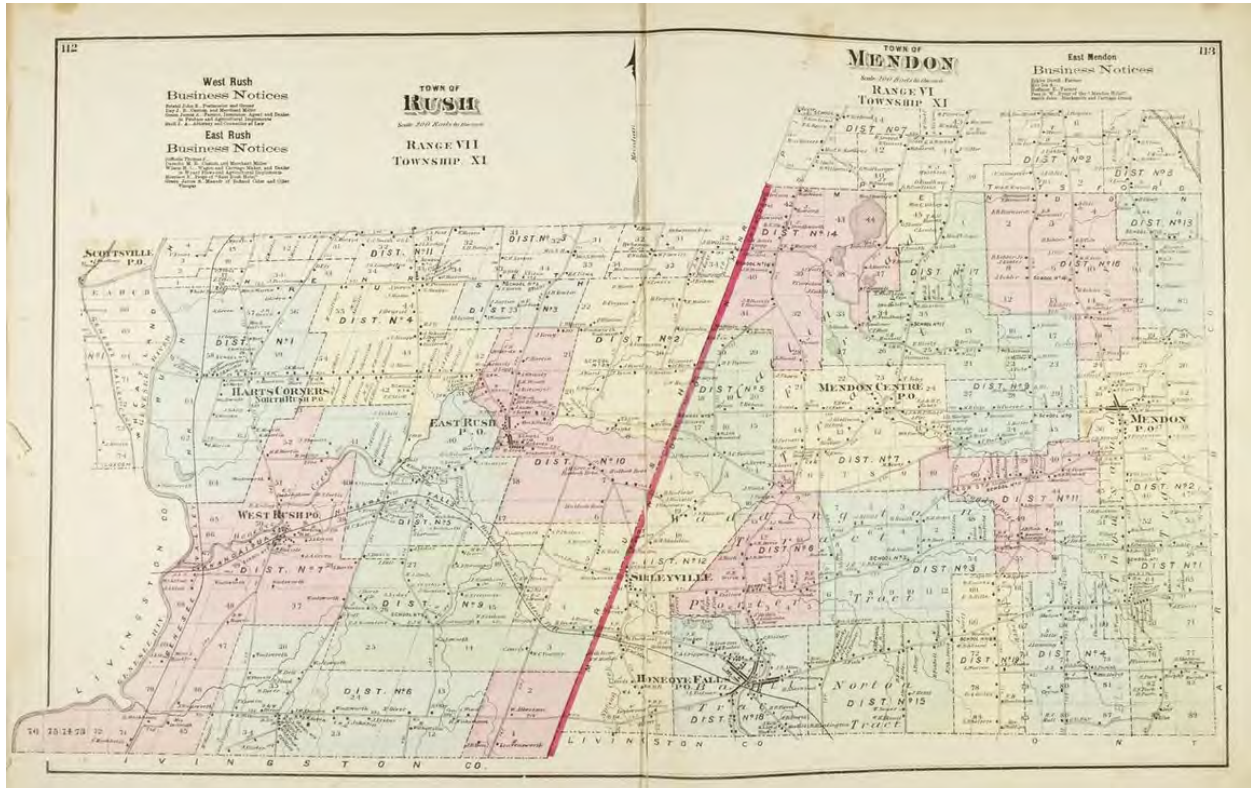
East Rush was originally known as "Webster's Mills" after its first settler.

At one time, North Rush was known as Sibley's Corners or Hart's Corners. The hamlet consisted of a store, post office, and blacksmith shop, suited to meet the needs of nearby farmers.

First school in Rush was a log schoolhouse built between the Square and West Rush in 1804-1805. The first frame schoolhouse was built roughly 25 years later in 1828 in the hamlet of

Rush; the sign hung over the door read "Independent Schoolhouse." It stood at 5946 East Henrietta Road until it was torn down in 1966.

The Western House of Refuge was founded in 1849 in the City of Rochester. It was the first state reformatory in the country. In 1898, it was decided to move the reformatory from Rochester to a rural setting. In 1903, the Commission selected the farm of Edwin Perry Clapp, along with several smaller surrounding farms, as the site for the school. More than 1,000 acres of land in Rush was purchased for the new facility. The name was changed to the State Agricultural and Industrial School and provided agricultural and industrial training to juveniles. Construction of the reform school was completed in 1907.



Map of the Town of Rush, 1873 Beers Atlas

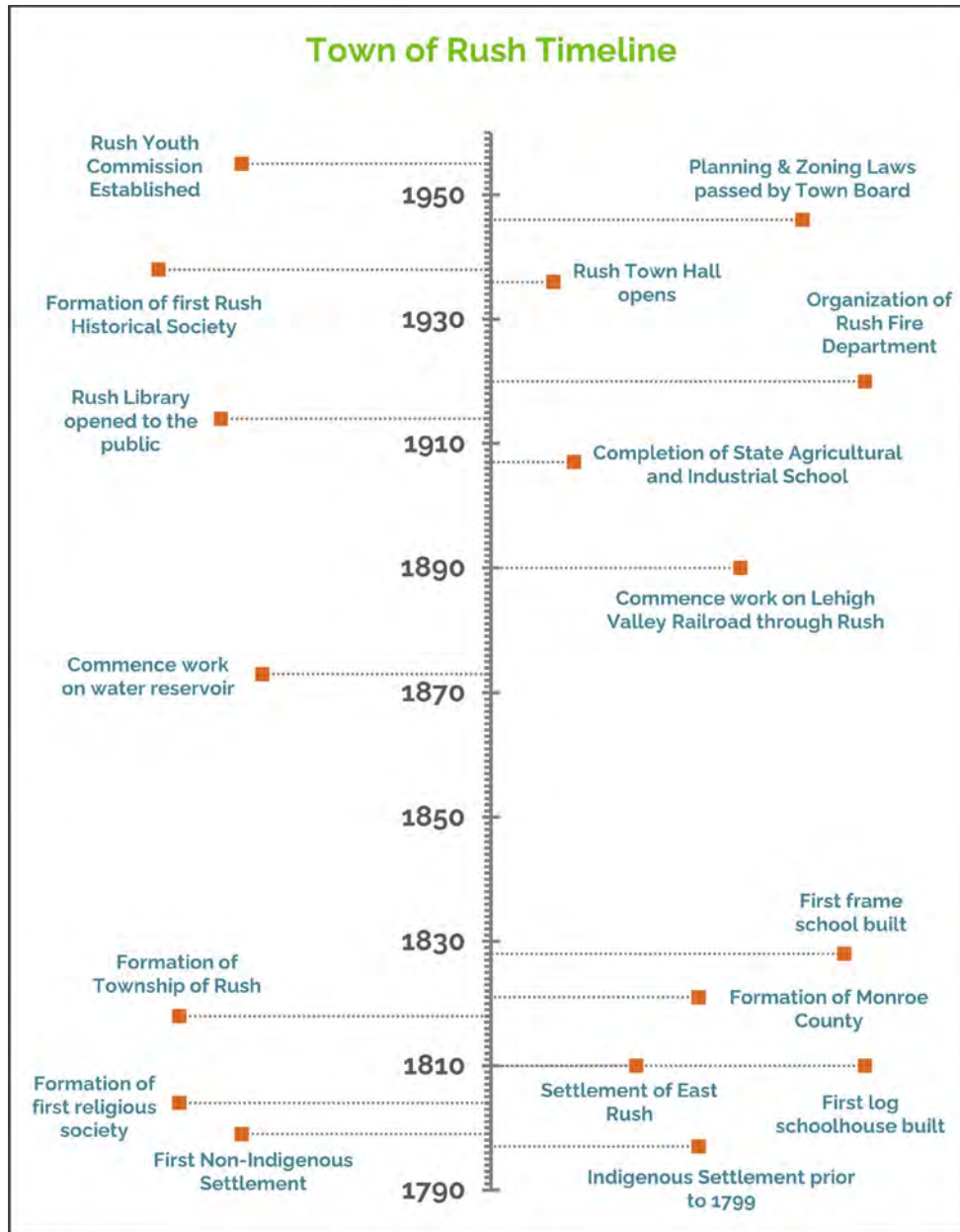
In terms of infrastructure, an electric line from Golah to Rush was completed in the summer of 1923. Niagara Power of Avon installed electricity in West Rush in early 1929. The electric line on the Rush-Mendon Road was completed in May 1931. Installation of gas lines by Rochester Gas and Electric Corporation didn't start for another 25 years in 1956.

The Rush Library opened to the public on February 18, 1914. The Rush Fire Department was organized in 1920 while the fire district approved by the Board of Supervisors in July 1927.

Construction of the Rush Town Hall began in 1935 and was completed in 1936. The Town Hall was part of the Works Progress Administration of the American New Deal agency. Prior to this time, the Rush Town Hall was located on the second floor of the S.H. Kinsey General Store in the East Rush hamlet. Beyond housing government operations and hosting local organizations, the new Town Hall served as an evacuation center following World War II and the initiation of a county-wide civilian defense program.

The Town's planning and Zoning laws were passed by Town Board on December 30, 1946. The Planning and Zoning Board of Appeals was established less than 3 months later on March 11, 1947.

The Rush Youth Commission was established by the Town Board May 10, 1955. The name was changed to the Rush Recreation Commission in December of that same year.



Sources:

- <https://www.townofrush.com/about-rush>
- [http://www.libraryweb.org/~digitized/books/On the origins of names of places Monroe County.pdf](http://www.libraryweb.org/~digitized/books/On_the_origins_of_names_of_places_Monroe_County.pdf)
- <http://genealogytrails.com/ny/monroe/rush.html>
- <https://rushhistorian.wordpress.com/>
- <http://mcnygenealogy.com/book/rush-history-1968.pdf>
- <https://snaccooperative.org/view/38600964>

RELEVANT PLANS, STUDIES, & REPORTS

Town of Rush Code

The Town of Rush code does not identify specific preservation districts in the town nor specific design standards related to historic structures. However, the code does mention historic sites and structures throughout various sections of the code. Excerpts can be found below.

§65-4. Flood Damage Prevention.

§65-4 defines Historic Structure as any structure that is:

- a) Listed individually in the National Register of Historic Places (a listing maintained by the Department of the Interior) or preliminarily determined by the Secretary of the Interior as meeting the requirements for individual listing on the National Register;
- b) Certified or preliminarily determined by the Secretary of the Interior as contributing to the historical significance of a registered historic district or a district preliminarily determined by the Secretary to qualify as a registered historic district;
- c) Individually listed on a state inventory of historic places in states with historic preservation programs which have been approved by the Secretary of the Interior; or
- d) Individually listed on a local inventory of historic places in communities with historic preservation programs that have been certified either by an approved state program as determined by the Secretary of the Interior or directly by the Secretary of the Interior in states without approved programs.

§100-2. General Policy for Subdivision Design and Review.

One of the policies listed in the subdivision and design review section of the code is that natural and historic features should be preserved. Insofar as possible, all existing features of the landscape such as large trees, unusual glacial formations, water- and flood courses, historic sites, and other such irreplaceable assets shall be preserved.

§100-11. Environmentally Sensitive Features.

§100-11 states that environmentally sensitive features are areas or conditions which have been determined as deserving special consideration and/or treatment. The Town code categorizes archeological and historic sites as environmentally sensitive features and are defined as follows:

An area containing structures or artifacts of historical or prehistorical significance. Archeological sites include areas designated by the Rochester Museum and Science Center or other recognized agency as known archeological sites or strong potential sites by virtue of close contiguity with known sites. Historical sites include, but are not limited to, buildings, sites or districts listed on the State or National Registers of Historical Places, a National Landmark, or any site which is currently in the application process for such designation.

§120-28. Exempt Signs.

Historical site markers are exempt from the provisions and requirements of this article.

§120-64.1. Solar Energy System.

§120-64.1 states that Tier 3 solar energy systems shall not be located within properties included on the New York State or National Register of Historic Places, or otherwise identified as, or eligible for inclusion as, historic and/or culturally significant resources by the New York State Historic Preservation Office. Significant archeological resources shall be protected and preserved. Any mitigation measures proposed as part of the development of a Tier 3 solar energy system shall be undertaken in consultation with the New York State Historic Preservation Office or other similar historic preservation authority.

§120-68. Board of Appeals.

Per §120-68, no use variance is to be granted unless, in part, the Board of Appeals finds that the proposed project will not alter the essential rural residential, agricultural, and historic character of the neighborhood.

Rush in Retrospect (1968)

Written by former Town historian, Bessie A. Hallock, *Rush in Retrospect* outlines the Town of Rush history of the 19th century, roughly the first hundred plus years since the first settlers appeared. This document starts with settlement of the area and early establishment through modern advances in farming, transit, and communications.

This document can be accessed at <http://mcnygenealogy.com/book/rush-history-1968.pdf>.

The National Historic Preservation Act of 1966

The National Historic Preservation Act of 1966 is the nation's primary historic preservation law. The act created the National Register of Historic Places, the official list of properties significant in the history, architecture, archeology, and culture of the United States. The act also called for the creation of State Historic Preservation Offices (SHPOs) to administer the national program at the state level. In addition, it establishes procedures to be followed by federal agencies whose actions may directly or indirectly effect historic properties and directs those agencies to consult with SHPO to assess those effects.



The New York State Historic Preservation Act of 1980

The New York State Historic Preservation Act of 1980 was established as a counterpart to the National Historic Preservation Act and declares historic preservation to be the public policy and in the public interest of the state. The act created the New York State Register of Historic Places, the official list of sites, buildings, structures, areas or objects significant in the history, architecture, archeology or culture of the state, its communities or the nation. The act also requires state agencies to consult with the SHPO if it appears that any projects being planned may or will cause any change, beneficial or adverse, in the quality of any historic, architectural, archeological, or cultural property that is listed on the National Register of Historic Places or listed on the State Register or that is determined to be eligible for listing on the State Register.



Organizations

Rush Historical Society

The Rush Historical Society provides educational programming and works to preserve and encourage historical research related to the Town of Rush, New York. The Rush Historical Society was originally formed in 1938 by Mary “Mattie” Hayes. In collaboration with the Town Historian, Bessie Hallock, the Rush Historical Society worked to acquire and preserve information and artifacts of the Town of Rush. Nearly 80 years later in 2017, just shy of the Town’s bicentennial, the Rush Historical Society experienced a “rebirth” after years of dormancy. The Rush Historical Society is now a non-profit organization whose activities include conducting public discussion groups, forums, panels, lectures, and trips that educate members and their guests about the history of Rush and the surrounding area.



For more information, those interested can visit www.rushhistorical.org.

Rochester & Genesee Valley Railroad Museum

In 1889, the Rochester and Honeoye Valley Railroad made a survey through Rush. Less than a year later, in May of 1890, fifty teams arrived from Buffalo to work on constructing the Lehigh Valley Railroad through Rush. Connections were made with main line trains at Rochester Junction allowing Rush residents to travel to the City of Rochester more easily.



Established in 1971, the all-volunteer Rochester & Genesee Valley Railroad Museum (RGVRRM) is home to the largest collection of historic trains and is the largest operating railroad museum in New York State. Located on Rush Scottsville Road, the museum offers train rides related to dozens of seasonal events including Halloween, Easter, Mother’s Day, and Father’s Day.

For more information, visit www.rochestertrainrides.com.

Landmark Society of Western New York

Founded in 1937, the Landmark Society of Western New York, Inc., is one of the nation’s oldest and most active historic preservation organizations. It is a not-for-profit membership organization dedicated to assisting regional communities preserve and capitalize on their rich architectural, historical, and cultural heritage. The organization provides resources, services, and information regarding the unique historic heritage of the region.



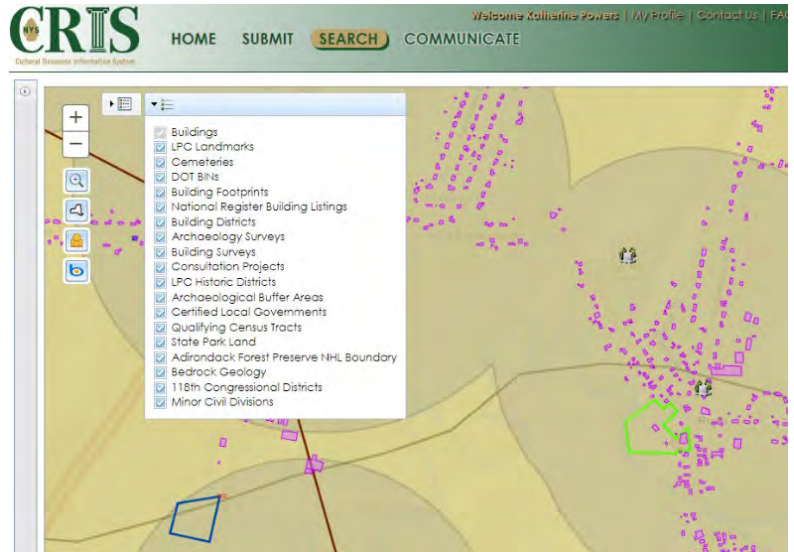
Map of the Landmark Society's service area. Sourced from the Landmark Society's website.

Resources

Cultural Resource Information System (CRIS) Online Mapper

The Cultural Resource Information System (CRIS) is the New York State Division for Historic Preservation's flagship online resource. CRIS can be used to search for historic buildings, sites, and districts; view historic resource inventory forms, National Register nominations, and survey reports; and submit properties for an evaluation of eligibility or potential nomination to the National Register of Historic Places.

The CRIS online mapper can be accessed here: <https://cris.parks.ny.gov/Default.aspx>.



Specialized Building Repairs

The Landmark Society connects skilled contractors and craftspeople who have experience working with owners of older properties. These contractors specialize in historic masonry, stained and leaded glass, architectural salvage and reproduction, amongst other areas.

The Landmark Society of Western New York houses a contractor request form to put individuals in contact with specialized professionals. The request form, and additional information, can be found at landmarksociety.org/contractors/.

Funding Opportunities

New York State Programs: Municipalities & Organizations

[Preservation League of New York State – Preserve New York Program](#)

Launched in 1993, Preserve New York makes [grants](#) for historic structure reports, building condition reports, cultural landscape reports, and cultural resource surveys. Applicants must be a unit of local government or a nonprofit group with tax-exempt status. State agencies and religious institutions are not eligible to apply. The program provides support up to 80% of the project cost.

[Preservation League of New York State – Technical Assistance Grants](#)

[Technical Assistance Grants](#) are available to eligible NYS nonprofits and municipalities. This program provides support for consulting projects that preserve New York State's cultural and historic resources.

[New York State Tax Credit Programs: Property Owners](#)

[New York State Historic Preservation Tax Credit Program for Income Producing Properties](#)

Owners of income producing properties that have been approved to receive the 20% federal rehabilitation tax credit can additionally claim a state tax credit if the property is located in a qualifying census tract. Owners can receive an additional state credit of 20% or 30% of the qualified rehabilitation expenditure up to \$5,000,000.

[New York State Historic Homeownership Rehabilitation Credit](#)

Rehabilitation of historic residential buildings may qualify for a New York State tax incentive. The Historic Homeownership Rehabilitation Credit program offers a state income tax credit equal to 20% of qualified rehabilitation expenses associated with repair, maintenance, and upgrades to historic homes up to a credit value of \$50,000 per year.

[New York State Historic Barn Rehabilitation Tax Credit](#)

The Historic Barn Rehabilitation Tax Credit program offers a state income tax credit equal to 25% of the expenditures incurred to rehabilitate a historic barn. The barn must have been built prior to 1946 (National Register listing is not a requirement) and the work must be approved by the Division for Historic Preservation.

Federal Programs: Homeowners

[U.S. Department of Housing and Urban Development's Section 203\(k\) Program](#)

[Section 203\(k\) mortgage insurance](#) enables homebuyers and homeowners to finance both the purchase (or refinancing) of a house and the cost of its rehabilitation through a single mortgage or to finance the rehabilitation of their existing home.

GOALS, STRATEGIES & RECOMMENDED ACTIONS

Goal: Celebrate and encourage preservation of the Town’s historic and cultural resources.

Strategies & Recommended Actions

Strategy 1: Integrate historic interpretation with parks and recreational facilities.

HP-1. Install interpretive signage and/or historic markers or plaques at 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.

Strategy 2: Support property owners interested in historic rehabilitation of properties.

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

Strategy 3: Celebrate Rush’s history.

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

Strategy 4: Protect historic and archeological resources.

HP-4. Prepare a historic resource survey.

HP-5. Ensure that potential impacts on historic and archeological resources are addressed thoroughly during project reviews.

13. IMPLEMENTATION SUMMARY

The follow table lists the Comprehensive Plan Goals, Strategies and Recommended Actions. The Town Board, Planning Board and other Town boards and officials will refer to this table to monitor progress toward implementing the Comprehensive Plan. Annual review by the Town Board is recommended.

13. IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
<p>LAND USE GOALS:</p> <ul style="list-style-type: none"> • Maintain the agricultural and rural residential character of the Town. • Protect natural resources and environmental quality. • Retain prime farmland for agricultural use. • Maintain Rush Hamlet as a hub for business, civic and recreational uses. • Accommodate new business development in appropriate locations. 					
<p>Strategy 1. Revise zoning to advance the goals and vision of the Town’s Comprehensive Plan.</p>					
<p>LU-1. Establish a new Hamlet Mixed Use zone in Rush Hamlet to replace the existing Commercial zone.</p> <p>LU-2. Revise Commercial and Limited Industrial zoning regulations to accommodate a wider range of non-residential uses.</p> <p>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 from commercial and industrial uses.</p> <p>LU-4. Reevaluate the existing Mobile Home (MH) zoning district and rezone if appropriate.</p> <p>LU-5. Enact additional protections for sensitive natural areas, such as limiting removal of natural vegetation along stream corridors.</p> <p>LU-6. Ensure that the Town’s zoning does not unreasonably restrict standard farm practices and supports agriculture-related businesses.</p>	<p>X</p>			<p>➤ Town Board</p>	<ul style="list-style-type: none"> ▪ Town Code Enforcement Officer ▪ Codes Committee
<p>RUSH HAMLET GOAL: Enhance Rush Hamlet as a small center for business, civic, residential and recreational uses while maintaining its traditional form and character.</p>					
<p>Strategy 1. Maintain a mix of business, civic, and residential uses consistent with the traditional layout and character of the hamlet.</p>					
<p>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 that are consistent with the current pattern of development.</p>	<p>X</p>		<p>X</p>	<ul style="list-style-type: none"> ➤ Town Board ➤ Codes Committee 	<ul style="list-style-type: none"> ▪ Planning Board ▪ Landowners and business operators

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
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.			X	<ul style="list-style-type: none"> ➤ Town Board ➤ Codes Committee 	<ul style="list-style-type: none"> ▪ Planning Board ▪ Landowners and business operators
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.		X		<ul style="list-style-type: none"> ➤ Town Board 	<ul style="list-style-type: none"> ▪ Local businesses
RH-4. Encourage businesses to provide bicycle facilities to encourage customers who may arrive via the Lehigh Valley Trail.		X		<ul style="list-style-type: none"> ➤ Businesses 	<ul style="list-style-type: none"> ▪ Town Highway Dept.
RH-5. Install signs that direct motorists to existing public parking lots.			X	<ul style="list-style-type: none"> ➤ Town Board 	<ul style="list-style-type: none"> ▪ Town Highway Dept.
Strategy 2. Improve the appearance and repurpose the vacant lot at the northeast corner of Routes 15A and 251.					
RH-6. Initiate discussions and maintain communications with the property owner.	X			<ul style="list-style-type: none"> ➤ Town Board 	
RH-7. Obtain landowner approval to establish a temporary landscaping on the site to improve its appearance.	X			<ul style="list-style-type: none"> ➤ Town Board 	
RH-8. Consider negotiating a right of first refusal, acquiring the property and issuing a request for development proposals to repurpose the site.		X		<ul style="list-style-type: none"> ➤ Town Board 	
Strategy 3. Create and maintain a visual identity for the hamlet that is consistent with its traditional character.					
RH-9. Maintain existing gateway signs.			X	<ul style="list-style-type: none"> ➤ Town Highway Dept. 	<ul style="list-style-type: none"> ▪ Town Highway Dept.
RH-10. Initiate discussions with National Grid and property owners regarding burying electric lines.		X		<ul style="list-style-type: none"> ➤ Town Board 	<ul style="list-style-type: none"> ▪ Town Highway Dept.
RH-11. Install banner signs.		X		<ul style="list-style-type: none"> ➤ Town Highway Dept. 	<ul style="list-style-type: none"> ▪ Town Board
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.		X		<ul style="list-style-type: none"> ➤ Town Board 	<ul style="list-style-type: none"> ▪ Planning Board

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
RH-13. Work with NYS DOT and Monroe County DOT to install additional street trees.		X		➤ Town Board	▪ Town Highway Dept.
RH-14. Continue to organize volunteers to plant and maintain flower beds.			X	➤ Town Board	▪ Town Highway Dept.
RH-15. Develop and install signs, street furniture, and plantings to improve streetscape and access to parks and recreational facilities.		X		➤ Town Board	▪ Town Highway Dept.

Strategy 4. Manage vehicular traffic through the hamlet and enhance bicycle and pedestrian facilities to maintain access to existing businesses 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.		X		➤ NYS DOT	▪ Town Board; Town Highway Dept.
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.	X			➤ Town Board	▪ Genesee Transportation Council (funding)
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.		X		➤ Town Board	▪ Town Highway Dept.
RH-19. Install additional sidewalks where feasible to address gaps in sidewalk network in Rush Hamlet.		X		➤ Town Highway Dept.	▪ NYS DOT (funding)
RH-20. Work with property owners and businesses to improve design of existing vehicle accessways to enhance walkability.		X		➤ Town Board	▪ Town Highway Dept.

Strategy 5. 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.			X	➤ Town Highway Dept.	▪ Town Board
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		X		➤ Town Board; Monroe County	▪ NYS Parks (funding)

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
south side of Honeoye Creek above the dam. Add additional viewing areas.					
Strategy 6. Recognize and celebrate the hamlet’s history and its 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.	X			➤ Town Board	▪ Rush Historical Society
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.		X		➤ Town Board	▪ Town Highway Dept.
Strategy 7. 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.		X		➤ Monroe County; Town Highway Dept.; Town Board	▪ Businesses; Volunteer groups
AGRICULTURE & FARMLAND GOAL: Maintain the economic viability of farms and preserve farmland for agricultural use.					
Strategy 1. Encourage voluntary preservation of farmland for agricultural use.					
AG-1. Encourage and support farmers and landowners interested in conservation easements and purchase of development rights.		X	X	➤ Town Board	▪ Genesee Land Trust; NYS Dept. of Agriculture & Markets (funding)
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			X	➤ Town Assessor	▪ SWCD; Agricultural Advisory Committee
Strategy 2. Support farms and agricultural businesses.					
AG-3. Revise zoning to accommodate farm-related businesses such as value-added production and agri-	X			➤ Town Board	▪ Planning Board ▪ Farmers

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
tourism activities on farms in a manner that minimizes impacts on neighboring residences.					<ul style="list-style-type: none"> ▪ Agricultural Advisory Committee
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			X	➤ Town Highway Department	<ul style="list-style-type: none"> ▪ Agricultural Advisory Committee
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.		X		➤ Town Board	<ul style="list-style-type: none"> ▪ Planning Board ▪ Farmers ▪ Agricultural Advisory Committee
Strategy 3. Increase public understanding and appreciation of the significant value of agriculture in Rush.					
AG-1. 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.			X	➤ Town Clerk	<ul style="list-style-type: none"> ▪ Agricultural Advisory Committee ▪ Monroe County Agriculture & Farmland Protection Board
AG-2. Support programs and public events to promote public awareness and appreciation of the Town's agricultural resources and heritage			X	➤ Town Board	<ul style="list-style-type: none"> ▪ Agricultural Advisory Committee ▪ NYS Department of Agriculture & Markets
AG-3. 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.	X			➤ Agricultural Advisory Committee	<ul style="list-style-type: none"> ▪ Monroe County Planning Department; Monroe County Agricultural & Farmland Protection Board
NATURAL RESOURCES & ENVIRONMENTAL PROTECTION GOALS:					
<ul style="list-style-type: none"> • Protect water quality and natural ecosystems 					

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
<ul style="list-style-type: none"> • Reduce flood risk and mitigate potential flood damage • Maintain sensitive ecological communities and wildlife habitat 					
Strategy 1. 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.			X	<ul style="list-style-type: none"> ➤ Town Board; ➤ Planning Board 	<ul style="list-style-type: none"> ▪ Soil & Water Conservation District (SWCD)
Strategy 2. 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.			X	<ul style="list-style-type: none"> ➤ Town Highway Department 	<ul style="list-style-type: none"> ➤ Soil & Water Conservation District (SWCD)
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.			X	<ul style="list-style-type: none"> ➤ Town Highway Department 	<ul style="list-style-type: none"> ➤ Soil & Water Conservation District (SWCD)
Strategy 3. Provide information to landowners about responsible 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.			X	<ul style="list-style-type: none"> ➤ Town Board ➤ Town Clerk 	<ul style="list-style-type: none"> ▪ Monroe County Emergency Management
NR-5. Connect landowners with technical assistance and information to encourage responsible land management.			X	<ul style="list-style-type: none"> ➤ Town Board ➤ Town Clerk 	<ul style="list-style-type: none"> ▪ Soil & Water Conservation District (SWCD)
POPULATION & HOUSING GOALS:					
<ul style="list-style-type: none"> • Maintain the rural character of the Town that is valued by residents. • Maintain and improve existing housing consistent with its traditional character. 					
Strategy 1. Accommodate new residential development in appropriate areas that is consistent with the Town’s rural character and historic development patterns.					

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
PH-1. Maintain zoning district regulations for primarily single-family residential uses that maintain the rural residential character of the Town.			X	<ul style="list-style-type: none"> ➤ Town Board ➤ Codes Committee 	<ul style="list-style-type: none"> ▪ Town Code Enforcement Officer
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.			X	<ul style="list-style-type: none"> ➤ Town Board 	<ul style="list-style-type: none"> ▪ Town Code Enforcement Officer
PH-3. Maintain zoning regulations that accommodate accessory apartments to provide housing for seniors and allow seniors to remain in their homes.	X		X	<ul style="list-style-type: none"> ➤ Codes Committee ➤ Town Board 	<ul style="list-style-type: none"> ▪ Town Code Enforcement Officer
Strategy 2. Improve the quality of existing housing where needed, consistent with their historic character where applicable.					
PH-4. Provide information to residents about appropriate techniques and funding sources for maintaining historic structures..			X	<ul style="list-style-type: none"> ➤ Town Clerk 	<ul style="list-style-type: none"> ▪ Landmark Society of Western NY ▪ Rush Historical Society ▪ Monroe County Dept. of Community Development
PH-5. Connect residents to resources for technical assistance and sources of funding for housing maintenance and repair.			X	<ul style="list-style-type: none"> ➤ Town Clerk 	<ul style="list-style-type: none"> ▪ Monroe County Dept. of Community Development
ECONOMIC VITALITY GOAL:					
<ul style="list-style-type: none"> • Support existing businesses and accommodate new business development in appropriate areas while maintaining the Town's rural and historic character. 					
Strategy 1. 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.	X			<ul style="list-style-type: none"> ➤ Codes Committee ➤ Town Board 	<ul style="list-style-type: none"> ▪ Town Code Enforcement Officer

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
Strategy 2. 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.	X			➤ Town Board	<ul style="list-style-type: none"> ▪ Codes Committee ▪ Town Code Enforcement Officer
EV-3. Revise zoning to include design standards as part of site plan review.	X			➤ Town Board	<ul style="list-style-type: none"> ▪ Codes Committee ▪ Town Code Enforcement Officer
EV-4. Identify and incorporate 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.	X			➤ Town Board	<ul style="list-style-type: none"> ▪ Codes Committee ▪ Town Code Enforcement Officer
Strategy 3. 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.	X			➤ Town Board	<ul style="list-style-type: none"> ▪ Codes Committee ▪ Town Code Enforcement Officer
TRANSPORTATION GOAL: Maintain and improve transportation infrastructure and operations to improve safety, connectivity and mobility for all users.					
Strategy 1. 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			X	➤ Town Highway Dept.	<ul style="list-style-type: none"> ▪ NYS DOT; Monroe County DOT;
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.		X		➤ Town Board	<ul style="list-style-type: none"> ▪ Town Highway Dept.; NYS DOT; Monroe County DOT;

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
Strategy 2. Improve Access Management					
TM-3. Adopt access management standards that promote safe and efficient traffic throughput while balancing the right to property access.		X		➤ Town Board	▪ Town Highway Dept.; NYS DOT; Monroe County DOT
TM-4. Conduct a study of the I-390 Interchange to facilitate and improve the safety of access to adjoining properties.		X		➤ Town Board	▪ GTC; NYS DOT
Strategy 3. Design streets to be accessible and safe for all road users (“Complete Streets”)					
TM-5. Adopt a Local Complete Streets Policy and Design Guidelines	X			➤ Town Board	▪ Town Highway Dept.
Strategy 4. 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.		X		➤ NYS DOT; Monroe County DOT;	▪ Town Highway Dept.
Strategy 5. Improve Mobility by enhancing opportunities for alternative modes of transportation.					
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.		X		➤ RTS	▪ Town Board
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.	X			➤ Genesee Transportation Council; Town Board; Town Highway Dept.	▪ Residents; Business operators; Trail users
UTILITIES & ENERGY GOAL: Provide, maintain and manage utility infrastructure as needed to meet the needs of residents, farms, businesses and community facilities.					
Strategy 1. Improve public utilities to meet the needs of the community while maintaining the Town’s rural character.					

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
UE-1. Continue to work with Monroe County Water Authority (MCWA) to maintain water service and infrastructure within the existing water district.			X	➤ Town Board	▪ MCWA
UE-2. Continue to seek grant funding to extend public water service to areas where on-site supplies are inadequate.	X			➤ Town Board	▪ NYS EFC (funding)
UE-3. Discourage extension of public sewer service where it would lead to development that is inconsistent with the rural character of the community.			X	➤ Town Board	
UE-4. Work with Monroe County to improve high-speed internet in underserved areas of the Town.		X		➤ Town Board	▪ Monroe County
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			X	➤ Town Board	

Strategy 2. Encourage renewable energy & energy efficiency improvements to benefit existing buildings and facilities in the Town.

UE-6. Maintain local laws that accommodate the installation of renewable energy generation facilities for use on-site by farms, residences and businesses in the Town.			X	➤ Town Board	
UE-7. Continue to limit the installation of large-scale solar facilities in order to retain rural character and avoid impacts on high quality farmland			X	➤ Town Board	
UE-8. Install renewable energy and increase energy efficiency in Town facilities.		X		➤ Town Board	▪ NYSERDA (funding, technical assistance)
UE-9. Implement Community Choice Aggregation, or similar energy cost-savings programs for residents, and offer residents a choice whether or not to enroll.		X		➤ Town Board	▪ NYSERDA (funding, technical assistance)

PARKS, RECREATION & OPEN SPACE GOAL: Maintain and improve recreational facilities and programs to benefit all Town residents.

Strategy 1. Maintain and improve existing Town parks and recreation facilities.

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
PR-1. Provide sufficient funding and staffing for the Town Highway Department staff to maintain Town parks and recreation facilities.				➤ Town Board	▪ Town Highway Dept.
PR-2. Install an aeration system at Stony Brook Park pond and make improvements to the pavilion, trails, parking and picnic areas.				➤ Town Board ➤ Town Highway Dept.	▪ NYS Parks (funding)
Strategy 2. Improve access to the Lehigh Valley trail.					
PR-3. Maintain and improve existing signage and add new wayfinding and interpretive signage along trails and at trailheads.		X	X	➤ Town Highway Dept.	▪ Monroe County
PR-4. Maintain and improve parking areas at trailheads in cooperation with Monroe County.		X	X	➤ Town Highway Dept.	▪ 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.	X			➤ Town Board ➤ Town Highway Dept.	▪ Monroe County
PR-6. 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.)			X	➤ Town Board ➤ Town Highway Dept.	▪ Monroe County DOT ▪ NYS DOT
Strategy 3. Develop additional sites for kayak / canoe launching.					
PR-7. Identify site(s) that can be accessed through publicly owned land.	X			➤ Town Board ➤ Town Highway Dept.	▪ Monroe County ▪ NYS Parks or Dept. of State (funding)
PR-8. Develop a design that accommodates a wide range of physical abilities.		X			
PR-9. Determine the entity that will be responsible for maintaining the facility and allocate sufficient staffing and funds for ongoing maintenance.		X			
PR-10. Allocate funds in the Town budget or obtain grant funding for the development of small boat launches.		X			
Strategy 4. Continue to develop Town of Rush White Springs Farm and the Hundred Acres Nature Park for recreational and conservation use.					
PR-11. 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)	X			➤ Town Board	▪ Citizens Committee

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
PR-12. Support citizen-led initiatives to plant trees and develop trails.			X	➤ Town Board	▪ Citizens Committee
PR-13. Continue partnerships with not-for-profit organizations to provide park and recreational opportunities within Town of Rush White Springs Farm and the Hundred Acres Nature Park.			X	➤ Town Board	▪ Citizens Committee; A Horse's Friend; NYS
GOVERNMENT & COMMUNITY FACILITIES GOAL: Maintain Town facilities and services to meet the needs of residents in a cost-effective manner.					
Strategy 1. 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.			X	➤ Town Board	▪ Town Highway Dept.
GC-2. Continue to partner with neighboring municipalities, County and State governments to share and coordinate service delivery.			X	➤ Town Board ➤ Town Highway Dept.	▪ Neighboring Towns; Monroe County; NYS DOT and other agencies
Strategy 2. Continue to provide services to all Town residents in partnership with the Rush Public Library and Recreation Department.					
GC-3. Continue to provide funding and staffing to maintain services, facilities and programing that benefit youth, seniors, and other adults			X	➤ Town Board	▪ Library
GC-4. 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			X	➤ Town Board	▪ Library; Monroe County; other libraries
HISTORIC & CULTURAL HERITAGE GOAL: Celebrate and encourage preservation of the Town's historic and cultural resources.					
Strategy 1. Integrate historic interpretation with parks and recreational facilities.					
HP-1. Install interpretive signage and/or historic markers or plaques at Veteran's Memorial (Mill Site) Park, Lehigh Valley Trail, Cox Ferry and other Town parks and recreational facilities.		X		➤ Town Board ➤ Highway Dept.	▪ Town Historian

IMPLEMENTATION SUMMARY

Recommended Actions	Short Term 0-2 years	Long Term 3-10 years	Ongoing	Responsible Entity	Partner Entities
HP-2.					
Strategy 2. Support property owners interested in historic rehabilitation of properties.					
HP-3. Provide information to building owners about ways to maintain historic character of buildings during renovation.		X		➤ Town Historian	<ul style="list-style-type: none"> ▪ Historical Society ▪ Landmark Society of Western New York
Strategy 3. Celebrate Rush’s history.					
HP-4. Work with the Historical Society to sponsor events and distribute information about the Town’s history and historic resources.			X	➤ Town Historian	<ul style="list-style-type: none"> ▪ Historical Society
Strategy 4. Protect historic and archeological resources.					
HP-5. Prepare a historic resource survey.		X		➤ Town Board	<ul style="list-style-type: none"> ▪ Town Historian ▪ Historical Society ▪ Preserve New York, NYS Council on the Arts, Preservation League of New York, Landmark Society of Western New York (funding/technical assistance)
HP-6. Ensure that potential impacts on historic and archeological resources are addressed thoroughly during project reviews.			X	➤ Town Board	<ul style="list-style-type: none"> ▪ Planning Board ▪ Town Historian ▪ Tribal Nations

APPENDICES

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