



COMPREHENSIVE PLAN UPDATE COMMITTEE

January 17, 2022

Dear Rush Citizens,

On behalf of the Comprehensive Plan Update Committee, I would like to ask each of you to please review the RFP excerpts included below, which focus on the Purpose, Goals and Tasks of a proposal to update our plan, and to return your comments to me by February 14, 2022.

We are looking for areas of concern related to this comprehensive planning effort.

The Committee will, in turn, review, consider and consolidate your concerns, as appropriate, and present them to the Town Board for consideration in its final review of the RFP.

Thank you.

Regards,

John Morelli, Coordinator
Comprehensive Plan Update Committee
Email: compplan@townofrush.com
Phone: (585) 314-5009

EXCERPTS FROM COMPREHENSIVE PLAN UPDATE REQUEST FOR PROPOSALS

A. Purpose

While many of the plan's basic premises remain relevant and appropriate, work must now be done to build on this foundation and bring it up to date to cast a vision for the Town's successful and sustainable future. This requires a contemporary examination of demographic and economic trends of the region considering elements that are new to this community and to the comprehensive planning process including incorporation of Smart Growth concepts, possible impacts due to climate change, renewable energy development, trends in transportation, and so forth. The updated Comprehensive Plan for Rush should reflect the latest available forecasts and information on demographics, trends, risks, and opportunities for the Town and should also reflect the continuing priorities of Town residents regarding their hopes and wishes for the Town's future.

The updated plan will assist the Town Board, Planning Board, Zoning Board of Appeals, and Conversation Board in reaching the appropriate decisions as proposals come before them. The updated plan will help to clarify, enhance, and improve zoning to meet the goals of the Town, and it will provide specific recommendations for Town leaders for the adoption and implementation of key steps toward those goals.

C. Community Goals

The following serve as an initial guide in the comprehensive planning process to community goals and objectives:

- Goal 1: Keep small town and rural atmosphere.
- Goal 2: Maintain and enhance Rush's sense of community.
- Goal 3: Promote the hamlet as the community focal point.
- Goal 4: Enhance the visual character of the town.
- Goal 5: Protect farms, farmland, and crop processing facilities and promote agricultural economic growth.
- Goal 6: Protect community identified open spaces, parks and scenic views.
- Goal 7: Encourage compatible growth in a manner that maintains the Town's environment, rural character, and quality of life using Smart Growth principles.
- Goal 8: Recognize and reinforce the Town's special character in the context of the overall residential, commercial, and economic character of the Greater Rochester region.
- Goal 9: Preserve and enhance the Town's historical and cultural heritage.
- Goal 10: Protect the Town's significant environmental resources (including unique plant and animal habitats, ground water quality, wetlands, and surface water).
- Goal 11. Promote quality and affordable housing conditions including opportunities for young adults, seniors, and farm laborers.
- Goal 12: Provide quality public services, infrastructure (including safe and efficient roads and pedestrian systems plus accommodation for farm equipment), and recreational opportunities in a cost-effective manner.

D. Comprehensive Plan Tasks

The Consultant shall review the existing Comprehensive Plan and its recommendations to determine their compatibility with, and applicability to, today's needs and opportunities; to review Town codes (notably zoning codes and other land use ordinances) in order to provide recommendations that, when implemented, will guide a) future development according to smart growth principles, and b) proactive efforts to encourage agriculture, preserve open spaces, and sustain the rural nature of the Town.