

# TOWN OF ROSE

## COMPREHENSIVE PLAN



**ADOPTED NOVEMBER 2024**

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# Glossary

**Baby Boomers:** The generation born following World War II from 1946-1964.

**Comprehensive Plan:** A long-range planning document consisting of a set of goals, objectives, and strategies to help a community achieve its vision.

**Core Values:** Principles that define a community. Core values are used to evaluate and filter future projects and investments to ensure they align with the community's vision.

**Density:** The average number of dwelling units or persons per gross acre of land, usually expressed in units per acre, excluding any area of a street bordering the outside perimeter of a development site.

**Generation Alpha:** The generation succeeding Generation Z, born between 2013 and 2025.

**Generation X (Gen X):** The generation following the Baby Boomers, born between 1965 and 1980.

**Generation Z (Gen Z):** The generation born between 1997-2012.

**Household:** All the people who occupy a housing unit. A household includes the related family members and all the unrelated people, if any, such as lodgers, foster children, wards, or employees who share the housing unit. A person living alone in a housing unit, or a group of unrelated people sharing a housing unit such as partners or roomers, is also counted as a household.

**Housing Tenure:** A housing unit is owner-occupied (including a cooperative or condominium unit) if someone whose name is on the deed, mortgage, or contract to purchase lives in the unit. All other occupied housing units are classified as renter-occupied units, including units rented for cash, if occupants or others pay some rent.

**Incentive Zoning:** When the Town Board grants incentives to the private sector engaged in the land development process to advance the Town's specific policies in accordance with the Town's Comprehensive Plan and in coordination with other community planning mechanisms or land use techniques.

**Market Value:** The most probable price that a property should bring in a competitive and open market, provided that all conditions requisite to a fair sale are present, the buyer and seller are knowledgeable and acting prudently, and the price is not affected by any undue stimulus.

**Multifamily Housing:** A building with more than four residential units.

**Millennials:** The generation born from 1981-1996 that grew up around the turn of the 3rd millennium.



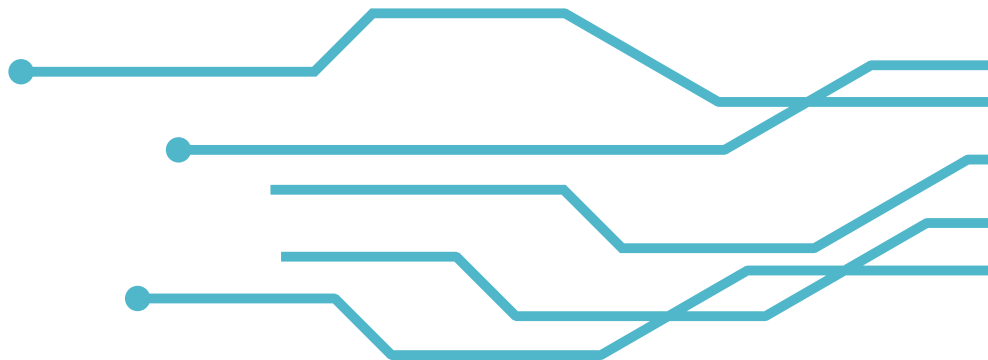
**Priority Action Areas:** Overarching strategy elements that communities will focus on to achieve their vision. These are well-defined, high-priority components of local government operations that are critical to advancing the community in their chosen direction.

**Retail Gap Analysis:** The Retail Gap Analysis reveals specific retail categories for which local demand for goods and services are not sufficiently served by a local supply.

**Vision:** The foundation of the plan that is aspirational in nature and depicts the ideal state of a community 15-20 years into the future.

**Walkability:** A walkable place that is easy to walk around.

**Wetlands:** Wetlands are areas where water covers the soil, or is present either at or near the surface of the soil all year or for varying periods of time during the year, including during the growing season.



# Meet Our Team

## TOWN COUNCIL

**Scott Converse**  
Town Supervisor

**Henry Dunphy**  
Councilmember

**Richard Lasher**  
Councilmember

**Jennifer Murphy**  
Councilmember

**Christine Rice**  
Councilmember

## STEERING COMMITTEE

**Jennifer Murphy**  
Chairperson/Town Council

**Kyle Bajor**  
Community Member

**Lucinda Collier**  
BOE President  
Past Supervisor

**Henry Dunphy**  
Town Council Liaison

**Paul Fordham**  
Code Enforcement Officer

**Leah Flowers**  
Community Member

**Ray Martin**  
Community Member

**Gie Oey**  
Community Member

**Scott Peters**  
Community Member

**Phil Torrey**  
Planning Board Member

**Dennis Wigfield**  
ZBA Member

## CONSULTANT TEAM

**Matt Horn**  
Project Manager  
MRB Group

**Angelina White**  
Planning Associate  
MRB Group

# Planning Foundations

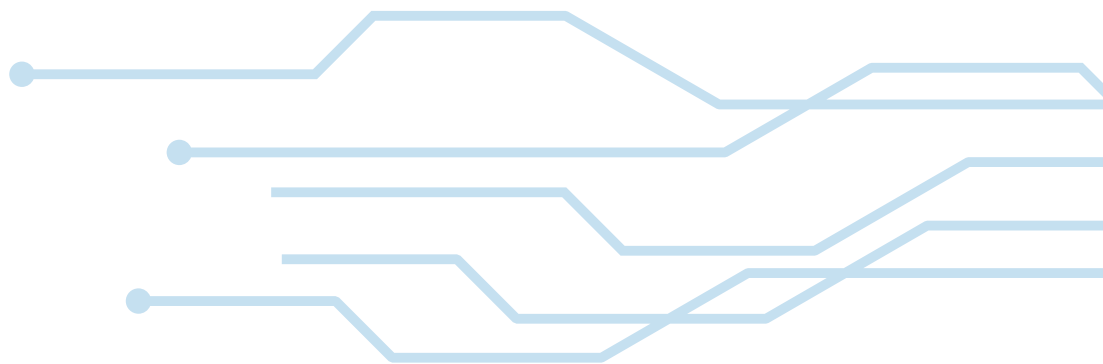
Long range planning can help a community establish development goals and proactively plan for the future. A comprehensive plan is a long range planning document that guides a community's development over a long period of time, typically fifteen to twenty years. A comprehensive plan is rooted in a unified vision that is established by the community. The comprehensive plan acts as a blueprint for how the community's vision for the future will be achieved. A comprehensive plan is a tool that can guide everyday decisions that a community makes on land use, transportation, housing, capital facilities, parks, and the environment. The plan uses a long-range lens and incorporates topics that address the physical, social, and economic health of the community. Plan guidance is intentionally general. It provides broad policy direction that is actionable, meaning it can realistically be achieved within the first few years post-plan adoption. The comprehensive plan is a living document that is adaptable to evolving conditions and priorities. Key initiatives and actions developed in the plan are based on rigorous data analysis and public participation. This ensures a plan is not only rooted in reliable data but driven by community values.



# Benefits of a Comprehensive Plan

Comprehensive plans are very useful in every day decision-making that local leaders and the community make. Comprehensive plans are very beneficial when applying for State and Federal funding. Demonstrating that your community has well-established objectives and goals that align with the projects and initiatives your community is seeking funding can significantly strengthen a grant application and make it more competitive among other applications.

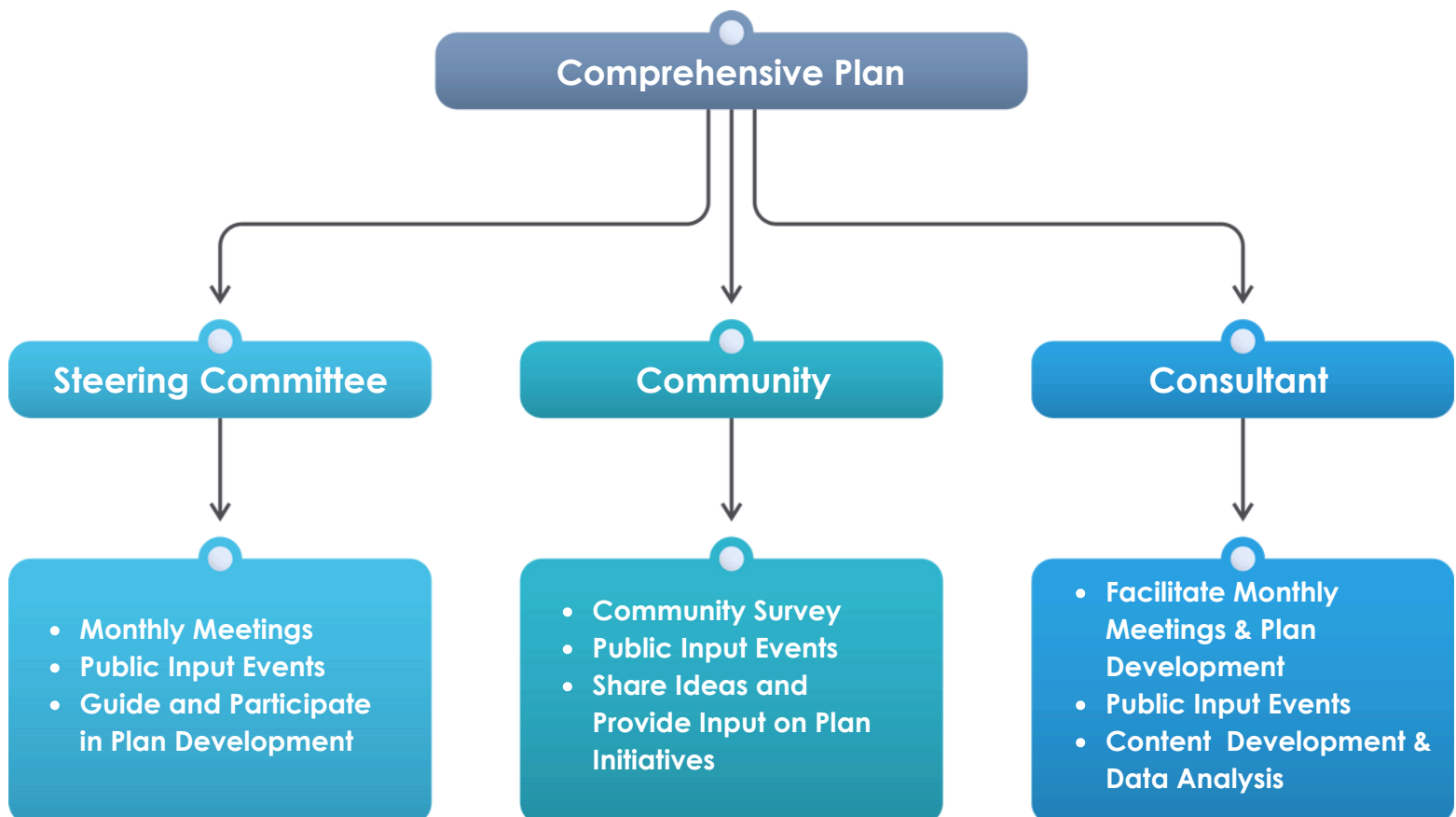
The future land use plan component of the comprehensive plan can be helpful when a community has to make decisions on proposed development projects. It can also help guide zoning ordinance and mapping changes that may need to be made in order for the community to achieve its vision. While comprehensive plans are not mandatory in New York State, New York's zoning-enabling statutes require that zoning laws be adopted in accordance with a comprehensive plan, should the community choose to undertake the process. It is very common to see a community update their zoning ordinance shortly after they formally adopt their comprehensive plan. Land use and zoning insights established in a comprehensive plan can help identify what revisions should be considered to streamline to zoning update.



# Who is Involved?



The comprehensive planning process involves various people. A steering committee is formed to develop the plan. This steering committee is overseen by the Town Board and consists of community members and Town Staff. The steering committee meets monthly with a consultant to develop the plan. Each committee member brings a different skill set and perspective of their role in the community. Together, these insights provide a well-rounded representation of the community. The consultant serves as a facilitator for the meetings and events. Additionally, the consultant conducts research, analyzes data, facilitates interviews, and develops content for the comprehensive plan. The community also plays a critical role in the comprehensive planning process. Community members and stakeholders provide insight on the vision, values, and goals they have for Rose. These insights develop the vision for the plan. The community is consulted throughout the planning process to ensure planning initiatives being developed are in alignment with the community vision.



# Planning Strategy Framework

A comprehensive takes time to develop because it involves robust research, communication with the public, and municipal procedures to legally adopt the plan. Typically, developing a comprehensive plan takes about a year to complete.

## PHASE I

### **DISCOVERY & EXISTING CONDITIONS ASSESSMENT**



The beginning of the planning process begins with discovery and existing conditions. Phase I involves taking an in-depth look at the current conditions of the community. Demographics, operational conditions, and trends surrounding growth and development are analyzed to form a base understanding of how the community currently operates.

## **PHASE II**

### **VISIONING & STRATEGY DEVELOPMENT**



Phase II focuses on determining the direction for the planning horizon. This is done by developing a community-driven vision. The steering committee receives and leverages public input and data to determine the best course for the Town over the next 15 to 20 years.

During Phase III, the consultant works with the steering committee to develop a discrete set of key initiatives and realistic, achievable policy actions that are necessary to advance the community vision developed.

## **PHASE III**

### **IMPLEMENTATION & ACTION PLANNING**



## **PHASE IV**

### **ADOPTION PROCESS**



During this phase, the steering committee communicates the plan recommendations to the Town Board. The Board evaluates and finalizes plan elements, engages in State Environmental Quality Review (SEQR), and adopts the plan.





# Public Engagement

Authentic public engagement is crucial to ensure a comprehensive plan is community-driven. This provides an opportunity for community members and stakeholders to share their ideas, concerns, and insights. This feedback is used to develop the vision for the comprehensive plan and establish the key initiatives that the plan will focus on. Public engagement can be conducted in a variety of ways, including in-person events, print materials, and digital materials.

During Phase I of the planning process, a public engagement plan was developed by the steering committee. The steering committee decided that a combination of engagement techniques would work best for Rose. These techniques included in-person public input events and a community survey offered online and in print. Surveys were provided at public input events and throughout the Town.

The community was informed of the public input events online, through door hangers, an ad in *The Shopper*, fliers, and post cards. The Town website and Facebook were the main digital platforms where information about public events were shared.



# Community Survey

A community survey can be an effective way to receive feedback from the public on various topics. As part of the public engagement plan, the steering committee decided a community survey would be a good strategy to see what their fellow residents thought about Rose. The community survey featured 14 questions that consisted of demographic questions, satisfaction with Town operations and amenities, economic development, and agriculture. Respondents were also asked to rank how important those topics are to them. The survey was available in a digital format that could be accessed on the Town Website or via a QR code that was on on flyers posted throughout the Town. For those who wished to fill out a hard copy of the survey, surveys were made available at the Town Hall and at the post office. In order to share the news about the survey, a survey launch event was held. The steering committee had a table during the vendor show at Shady Brook on October 14, 2023. Residents had an opportunity to take the survey and to learn about the launch of the Town of Rose Comprehensive Plan. Residents were able to meet steering committee members during this event and provide valuable feedback in person. Additionally, as an interactive exercise, residents were able to share on an aerial map where they lived in Rose.



## Survey Platforms:



Laptop or  
Computer



Mobile  
Device



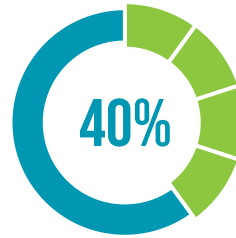
Paper  
Surveys



**97%**  
of respondents  
indicated they own  
their home



**49.5%**  
of respondents  
indicated they were  
over age 55



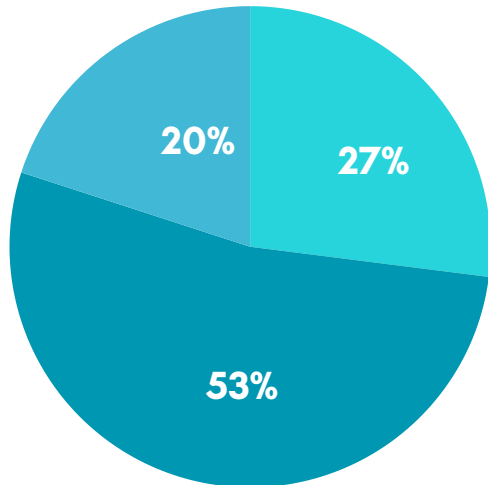
**40%**  
of respondents  
indicated they have a  
0-15 minute commute  
to work



**17.3%**  
of respondents  
indicated that they  
work in the Town of  
Rose

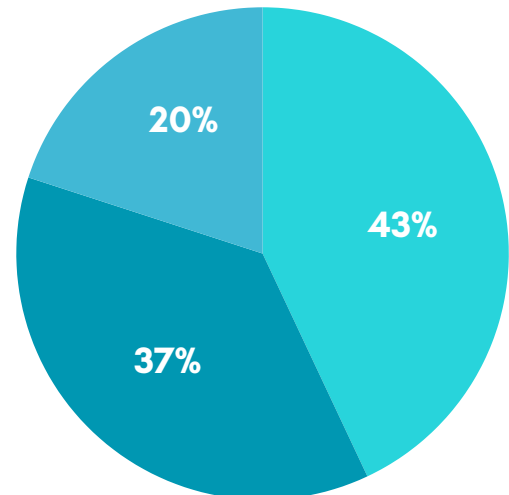
**In terms of the availability of recreational amenities and parks within Rose, I am:**

■ Unsatisfied ■ Satisfied ■ Neutral



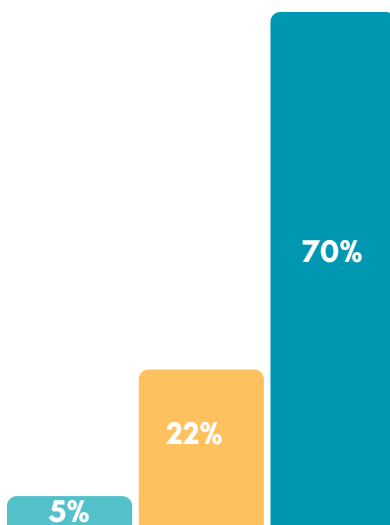
**In terms of the availability of affordable, reliable utilities within Rose, I am:**

■ Unsatisfied ■ Satisfied ■ Neutral



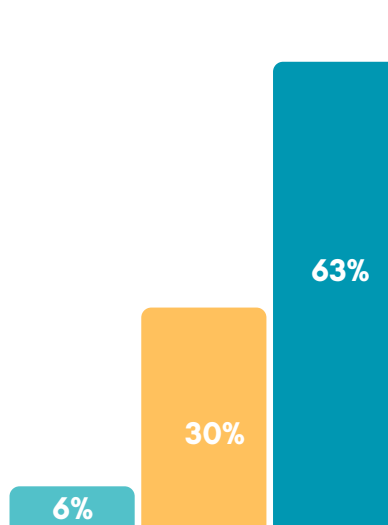
**Preserving open space and farmland in Rose is:**

■ Not important to me  
■ Somewhat important to me  
■ Very important to me



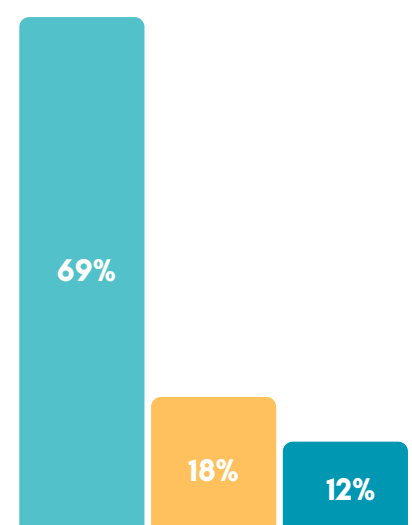
**The availability of a grocery store within Rose is:**

■ Not important to me  
■ Somewhat important to me  
■ Very important to me



**The availability of big box retail within Rose is:**

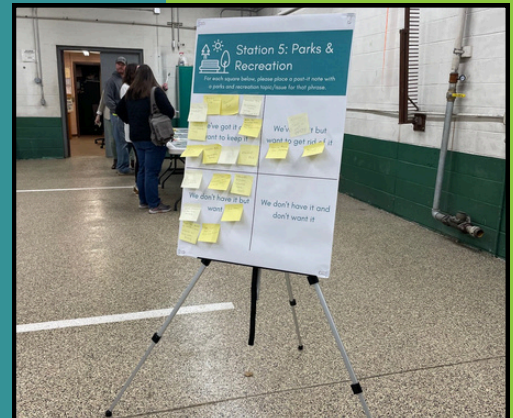
■ Not important to me  
■ Somewhat important to me  
■ Very important to me





## Public Input Event #1

Additionally, vision statements were on display for the public to review and provide feedback on. Surveys were available on hand for anyone who wished to fill it out in person, or take home to fill out and return. Pizza and refreshments were served for residents to enjoy. Results from public input event #1 can be found in the appendix.





## Public Input Event #2



Public Input Event #2 was held on April 17, 2024 at the North Rose Fire Department. The purpose of this event was to gain feedback from the public about proposed priority action areas and objectives. This was also an opportunity for the public to view the final version of the vision statement and core values. The vision statement, core values, priority action areas, and objectives were all developed from the feedback that was received via the first public forum and community survey. Being that the comprehensive plan is community-driven, it was crucial to ensure the public was engaged throughout the process and viewed content as it was developed. This event was informal with dinner and refreshments. Content was on display, along with interactive exercises. The steering committee and Town Staff were present at the event to engage with the public and answer any questions. Results from Public Input Event #2 can be found in the appendix.



## Public Engagement Findings

Overall, the majority of the feedback that the public provided was in alignment with what the steering committee had expressed. Preserving rural character, supporting agriculture and farming, economic development, community engagement, recreational amenities, and infrastructure improvements were brought up as key topics that the public was concerned about. This provided an indication to the steering committee of what priority action areas the comprehensive plan should be centered around. The community identified finding funding and grant programs for capital improvement projects and housing improvements as a priority. Marshall Park, Huckleberry Swamp, the Grange, and the Rose community building were praised as community assets enjoyed by the public. Maintaining local businesses and attracting new businesses was stressed in all engagement platforms as a critical priority. The public expressed that in addition to economic development, a priority should be the modernization of the hamlets and infrastructure improvements to support growth of new businesses and housing. Full public engagement results from the community survey and the public input events can be found in the appendix.

### Key Topics Brought Up by the Public:



**Preserving Rural  
Character**



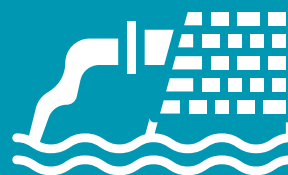
**Economic  
Development**



**Supporting  
Agriculture &  
Farming**



**Community  
Engagement**



**Infrastructure  
Improvements**



**Recreational  
Amenities**



# Vision & Core Values

A vision is important for long-range planning, especially a comprehensive plan. The vision serves as the foundation of the comprehensive plan that the other plan elements must align with. A comprehensive plan includes a community-driven vision statement. A vision statement is aspirational in nature and depicts the ideal state of a community fifteen to twenty years in the future.

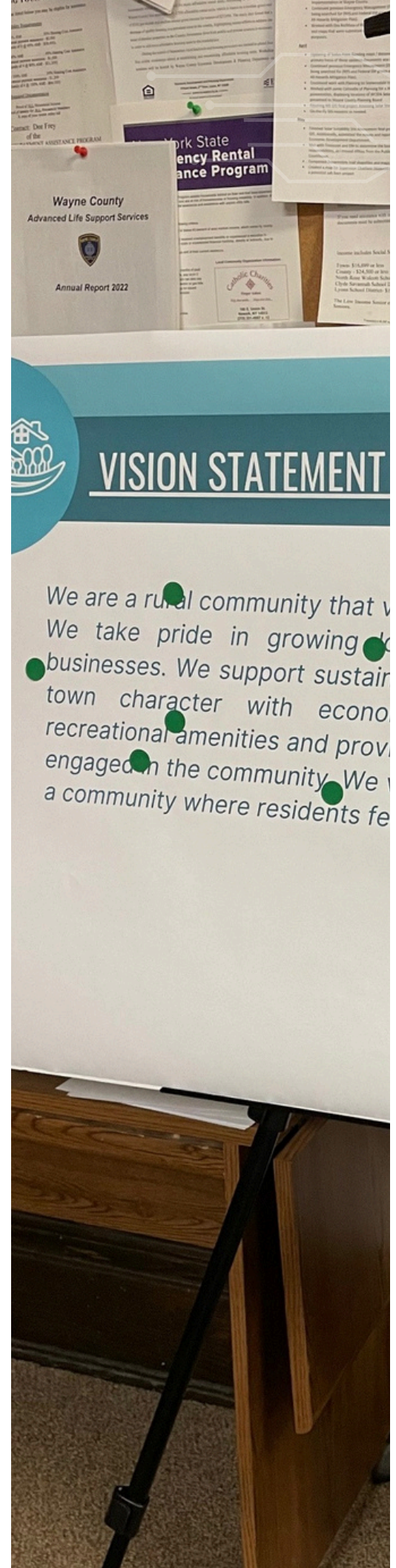
Committee members participated in a community assessment exercise as part of the visioning process. The vision will serve as the foundation of the plan. Committee members were asked to identify why they choose to live in Rose and what would make them leave.

## Community Assessment Exercise Results

Why did you choose to live in Rose?	What would make you leave Rose?
<ul style="list-style-type: none"> <li>• Family (x5)</li> <li>• Community</li> <li>• Connectedness</li> <li>• Open Space</li> <li>• Nature</li> <li>• Caring/Retaining Seniors</li> <li>• Marshall Park</li> <li>• Serving Community</li> <li>• Ability to Influence</li> <li>• Trees and Natural Assets</li> </ul>	<ul style="list-style-type: none"> <li>• Declining Population</li> <li>• Losing School/Decline in School Services</li> <li>• Anti LGBTQ+/Racial Issues</li> <li>• Landfill</li> <li>• Inconsistency</li> <li>• Lack of Inclusivity</li> <li>• Unsafe/Insecure</li> <li>• Loss of Nature</li> </ul>

Additionally, steering committee members were asked, "What would Rose look like 10-15 years from now? What would it take to get there?" The steering committee shared the following:

- Sustainable growth (after population is stabilized)
- More community engagement
- Vibrancy
- Invest in catalytic projects for future growth
- Making hamlets builder-friendly and attractive
- Modernize hamlets
- Taking care of natural assets

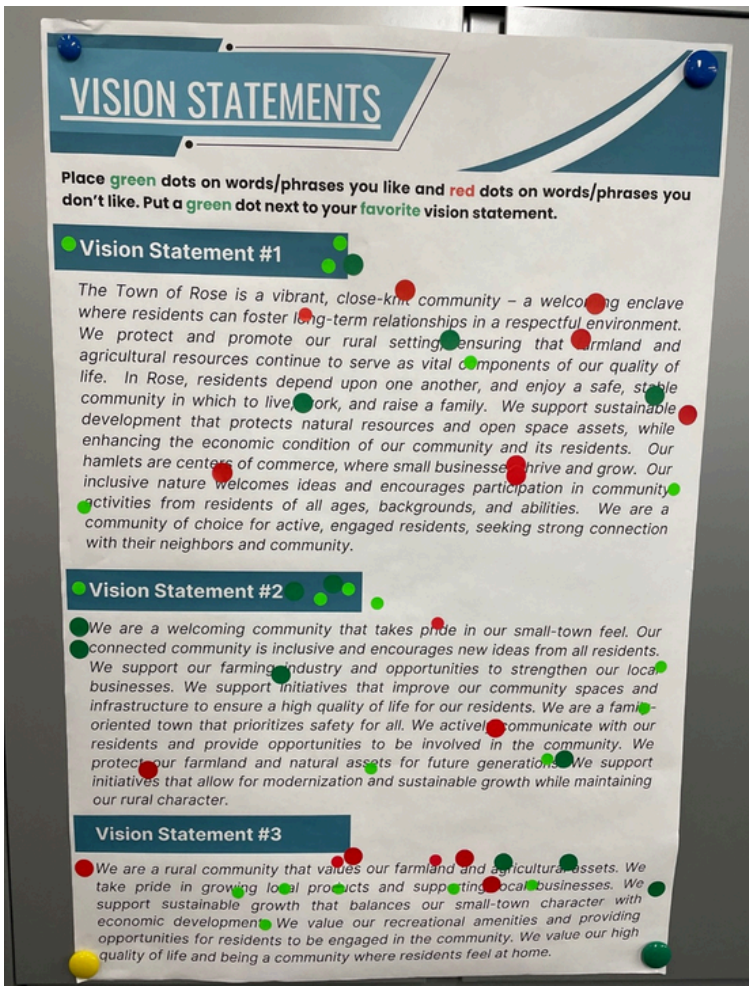




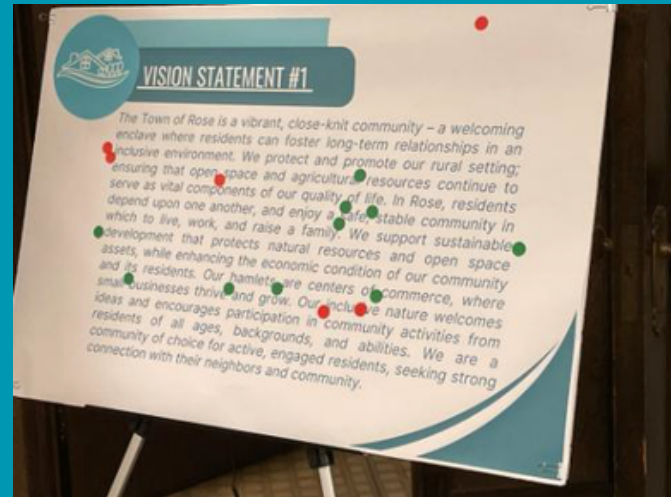
As a result of the previous exercises, three vision statements were developed for the steering committee to review. Each vision statement was similar in content but varied in length. Each committee member placed green dots on words and phrases they liked and red dots on words and phrases they didn't like.

Overall, vision statement #2 and vision statement #3 were liked best by committee members. The committee expressed what words they would like change and additional ideas they had to include. The vision statements were amended per the committee's comments and presented to the public at the public input event on December 6, 2024. The public expressed they also like #2 best.

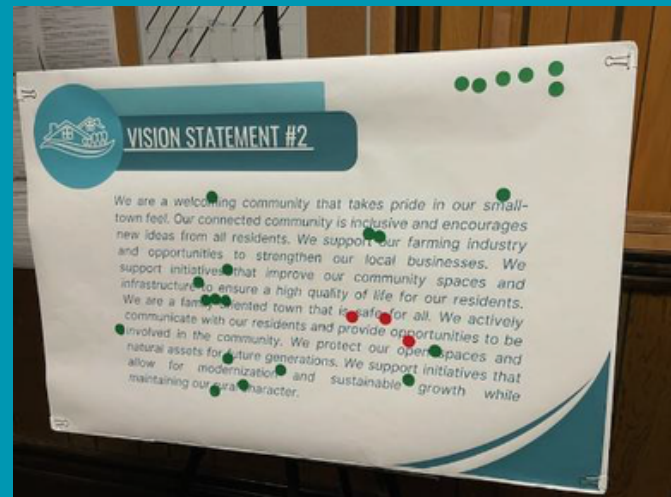
## VISION STATEMENT EXERCISE RESULTS FROM PUBLIC INPUT EVENT #1



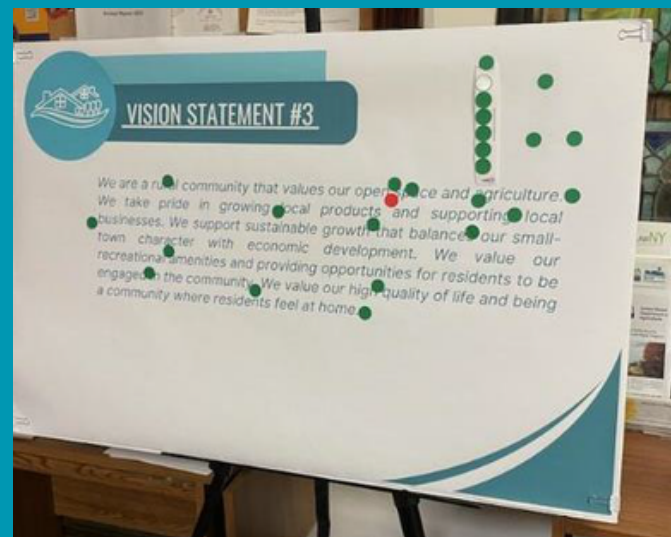
### VISION STATEMENT #1



### VISION STATEMENT #2



### VISION STATEMENT #3



With the combined feedback from the public and the steering committee, a vision statement was developed.

# Rose's Vision Statement

***We are a welcoming community that takes pride in our small-town atmosphere. Our connected community is inclusive and encourages new ideas.***

***We protect and promote our rural setting, ensuring that farmland and agricultural resources continue to serve as vital components of our quality of life.***

***Our hamlets are centers of commerce, where small businesses thrive and grow.***

***We support initiatives that improve our community spaces and infrastructure.***

***We are a family-oriented town that prioritizes safety. We communicate with our residents and encourage community development. We support initiatives that allow for modernization and sustainable growth, while maintaining our rural character.***

”



# Core Values



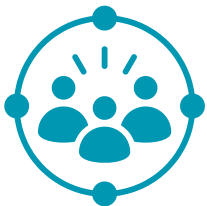
Core values are the unique, deeply engrained governing principles that define a community. They represent who the community is and what they care about. They are used by local leaders to aid in everyday decision making to assess what is right for the community. Core values are used to evaluate future development projects, initiatives, and investments that are proposed to ensure they align with the community's vision. They allow local leaders to reflect on what is being proposed: Does this project help us achieve our community vision? Who benefits from this project? Does this help achieve the goals and objectives set forth by our community?

## Taking Care of the Environment



We are a town that is committed to protecting our natural resources, farmland, and parks. We support local farmers to ensure agricultural services and goods stay local for generations to come. Town leaders prioritize initiatives that maintain and enhance park and recreational amenities. We are committed to preserving our country setting that our residents cherish.

## Being a Connected Community



We are a close-knit community that values our small-town feel. We provide opportunities for residents of all ages to interact and contribute to the community. Our town takes pride in traditions and events that allow residents to come together and honor our heritage. Town leaders collaborate and actively communicate with residents and stakeholders to ensure our community is connected.

## Stewards of Public Resources



We invest responsibly for long-term quality of life for our residents. Our Town leaders support investment in catalytic initiatives that bring dividends to our community. We believe in sustainable development that balances growth in our hamlets with our rural character. We prioritize being an affordable community for local businesses and residents.



# Existing Conditions

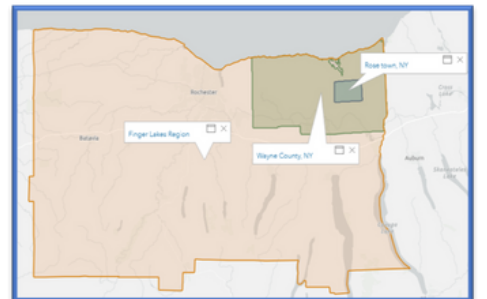
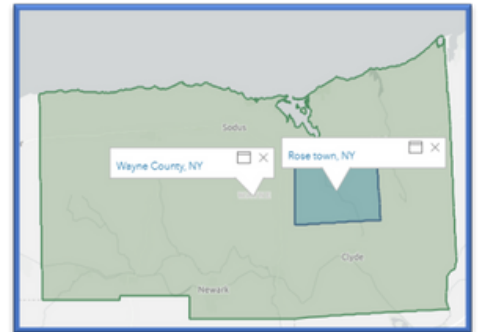
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# Market Analysis

Located in eastern Wayne County, the Town of Rose is a town of just over 2,240 people. Rose is located in the Sodus Bay Watershed. Rose neighbors Huron to the north, Wolcott to the east, the Town of Galen to the south, and the Town of Lyons to the west.

The following geographies are used in this analysis: 1) Town of Rose, 2) Wayne County, and 3) the Genesee / Finger Lakes Region as defined by Orleans, Genesee, Wyoming, Monroe, Livingston, Ontario, Wayne, Yates, and Seneca Counties. We include these geographies in our analysis to more accurately identify unique trends in the Town within the context of the regional economic and market conditions. Data included in the following analysis was sourced from the 2010 and 2020 US Decennial Census, US Census American Community Survey 5-year Estimates (2016-2021), and Esri Business Analyst Online (Esri).



## Demographic Overview

Demographic trends are shown in the table to the right for the Town of Rose, Wayne County, and the Genesee / Finger Lakes Region (G/FL Region) to provide context for the current market conditions.



Both the Town and the County lost population between 2010 – 2023 while the population of the Region as a whole remained largely unchanged.

Roughly 2.5% of the County's population lives in the Town of Rose.



Median household income in the Town is about \$2,500 lower compared to the County, and \$3,250 lower than the regional median income. This disparity is projected to increase through 2028 as growth in incomes for County and Region residents are projected to grow at a more significant rate than that of the Town.

Since 2010, the number of households in the Town has increased by about 2.5%. The County has experienced a similar increase, while the overall Region has seen more significant increases in the number of households in the same period.



Median home values are highest in the Region. Home values are lower in the Town compared to the County. Growth in median home values is expected to significantly outpace growth in incomes, particularly in the Town.

Median age is the same between the Town and County, but lower in the Region as a whole.



## Demographic Fundamentals

### Population

	2010	2023	Change	% Change
Town	2,378	2,247	(131)	(5.5%)
County	5.6%	5.0%	(3,342)	(3.6%)
Region	1,217,156	1,217,873	717	0.1%

### Households

	2010	2023	Change	% Change
Town	896	920	24	2.7%
County	36,585	37,644	1,089	2.9%
Region	482,693	508,455	25,762	5.3%

### Median Household Income

	2010	2028	Change	% Change
Town	\$62,920	\$67,796	\$4,876	7.7%
County	\$65,407	\$71,305	\$5,898	9.0%
Region	\$66,174	\$73,309	\$7,135	10.8%

### Median Home Value

	2023	2028	Change	% Change
Town	\$108,696	\$134,012	\$25,316	23.3%
County	\$163,812	\$174,432	\$10,620	6.5%
Region	\$185,720	\$199,406	\$13,686	7.4%

### Median Age

	2023	2028	Change	% Change
Town	44.2	45.8	1.6	3.6%
County	44.2	44.2	0.0	0.0%
Region	41.6	42.3	0.7	1.68%

Source: Esri

## Educational Attainment

The Town of Rose is served by the North Rose-Wolcott Central School District. Three schools serve K-12 students: North Rose-Wolcott Elementary School, North Rose-Wolcott Middle School, and North Rose-Wolcott High School. The district serves a total of 1,058 students in grades K-12 as of 2023. The North Rose-Wolcott CSD has a 4-year graduation rate of 85% which mirrors closely with the Wayne County 4-year graduation rate of 87% according to the New York State Department of Education. Educational attainment for the Town of Rose, Wayne County, the Region, and the State are represented in the table below.

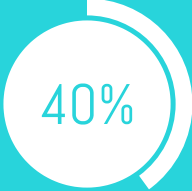
**Educational Attainment, 2022**

	Town	County	Region	State
Less Than 9th Grade	4.0%	3.0%	2.7%	5.1%
9th-12th Grade	4.6%	5.5%	5.2%	5.8%
High School Diploma/GED	40.4%	32.2%	26.2%	24.8%
Some College	19.5%	18.2%	15.3%	13.7%
Associate Degree	14.1%	14.4%	13.2%	9.6%
Bachelor's Degree	11.7%	16.4%	21.0%	23.2%
Graduate Degree or Higher	5.7%	10.3%	16.3%	17.8%

Source: Esri

Just under half (40.4%) of town residents possess at least a high school diploma or equivalent compared to 32.2% in the County, and 26.2% in the Region. Almost one in every five town residents (17.4%) possess a bachelor's degree or higher compared to 26.7% of residents in the County and 41% of residents in the Region.

The North Rose-Wolcott CSD has a chronic absenteeism rate of 31.9% for students in grades 1-8 and 37.5% of high school students. Chronic absenteeism is the percentage of students who were absent 10% or more of the days they were enrolled in school.




**40%**  
of Rose Residents  
possess a High  
School Diploma or  
GED



**1,058**  
Total K-12  
Public School  
Students



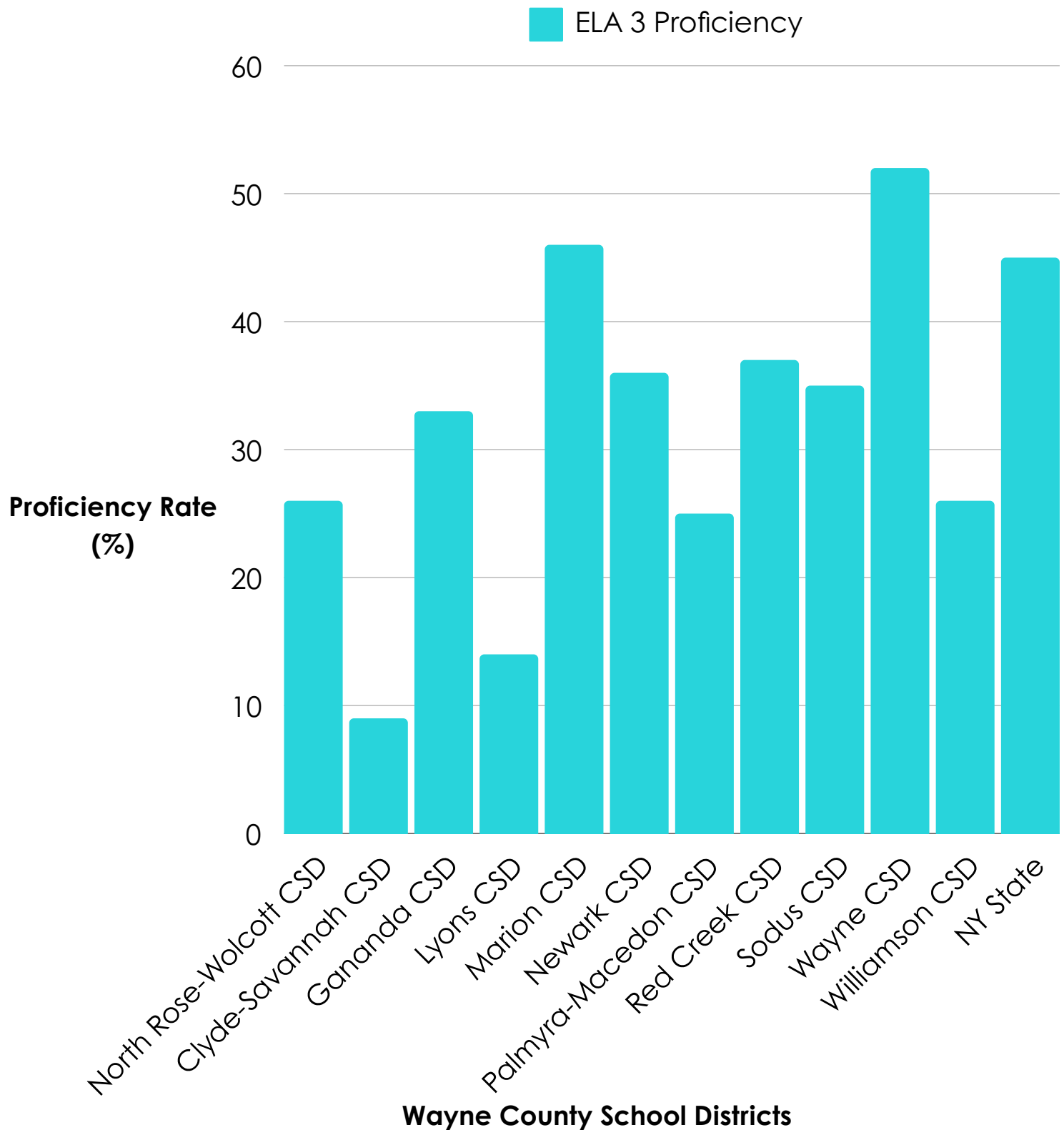
**85%**  
Graduation  
Rate



**Chronic  
Absenteeism Rate**  
**31.9%: Grades 1-8**  
**37.5%: High School**



State exam scores can play a factor when developers are looking to locate a business. Grade 3 ELA scores are often used by businesses as indicators for success. The North Rose-Wolcott School district scored at only 26 % of students being at proficient level for ELA 3. In comparison, the New York State ELA 3 Proficiency rate is 45%. The average ELA 3 proficiency rate among all Wayne County school districts as of 2023 was 31%.



## Income Distribution

The table below shows the 2022 household income distribution for the Town, County, Region, and State. Households in the Town, in general, earn higher incomes compared to the County and Region as a whole, with the majority of households earning between \$50,000 and \$100,000 annually. 34.7% of Town households earn less than \$50,000 annually, compared to 35.4% of County households, and 36.1% of Region households. 20.9% of Town households earn over \$100,000 annually compared to 29.1% in the County, and 31.3% in the Region.

**Household Income Distribution, 2022**

	Town	County	Region	State
<\$15,000	5.9%	8.7%	9.3%	10.9%
\$15,000-\$24,999	9.1%	6.0%	7.4%	7.0%
\$25,000-\$34,999	10.1%	9.1%	7.8%	6.7%
\$35,000-\$49,999	9.6%	11.6%	11.6%	9.4%
\$50,000-\$74,999	24.6%	20.7%	19.1%	14.8%
\$75,000-\$99,999	19.6%	14.8%	13.5%	11.9%
\$100,000-\$149,999	15.2%	19.0%	16.9%	16.3%
\$150,000-\$199,999	2.8%	6.1%	7.5%	9.2%
\$200,000+	3.2%	4.0%	6.9%	13.8%

Source: Esri

## Top Household Income Range Snapshot

Town of Rose



\$50,000-\$74,999  
24.6%

Wayne County



\$50,000-\$74,999  
20.7%

Region



\$50,000-\$74,999  
19.1%

New York State



\$50,000-\$74,999  
14.8%



## Age Distribution

The table below displays the age distribution of the Town, County, and Regional populations. In general, the age distribution of the Town, County, and Region are similar but the Town has a small skew towards an older populations. 36.9% of Town residents are over the age of 55, compared to 34.9% of County residents, and 24% of residents in the region. 27.2% of Town residents are under 25, compared to 27.3% of county residents, and 19.2% of residents in the region.

**Age Distribution, 2022**

	Town	County	Region	State
<b>0-4</b>	<b>5.6%</b>	<b>5.0%</b>	<b>4.9%</b>	<b>5.2%</b>
<b>5-9</b>	<b>6.2%</b>	<b>5.6%</b>	<b>5.3%</b>	<b>5.4%</b>
<b>10-14</b>	<b>6.5%</b>	<b>6.0%</b>	<b>5.7%</b>	<b>5.9%</b>
<b>15-24</b>	<b>8.9%</b>	<b>10.7%</b>	<b>13.3%</b>	<b>12.8%</b>
<b>25-34</b>	<b>13.3%</b>	<b>12.0%</b>	<b>13.1%</b>	<b>14.1%</b>
<b>35-44</b>	<b>10.5%</b>	<b>11.7%</b>	<b>11.6%</b>	<b>13.1%</b>
<b>45-54</b>	<b>12.1%</b>	<b>13.0%</b>	<b>12.1%</b>	<b>12.1%</b>
<b>55-64</b>	<b>16.1%</b>	<b>15.7%</b>	<b>14.3%</b>	<b>13.0%</b>
<b>65-74</b>	<b>13.1%</b>	<b>12.5%</b>	<b>11.6%</b>	<b>10.6%</b>
<b>75-84</b>	<b>6.1%</b>	<b>5.8%</b>	<b>5.8%</b>	<b>5.5%</b>
<b>85+</b>	<b>1.6%</b>	<b>1.9%</b>	<b>2.3%</b>	<b>2.2%</b>

Source: Esri

# At-Risk Population

At-risk population summary statistics, shown below, can indicate the resilience of individuals residing in each geography. Notably, 35% of the Town’s households have a resident with a disability, a full 10% higher than the County levels, but on par with the Region. The County has the highest share of the population over the age of 65. Compared to the County and Region as a whole, the Town has a significantly smaller share of the population lacking access to a personal vehicle.

At-Risk Population, 2022

	Town	County	Region	State
Households with a disability	35.0%	25.0%	38.0%	28.0%
Population 65+	8.3%	55.1%	0.3%	4.9%
Households without a vehicle	2.1%	7.1%	0.1%	1.5%

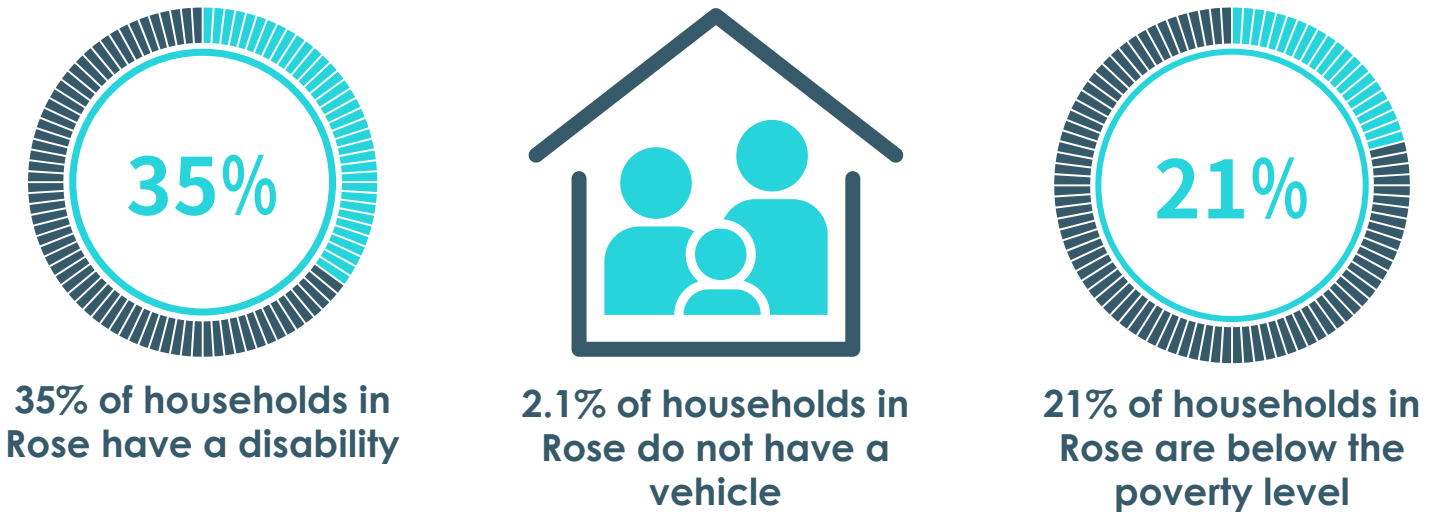
Source: Esri

Over one in five households in the Town live below the poverty level, a poverty rate double that of the County and 5% higher than the Region's levels.

Poverty Statistics, 2022

	Town	County	Region	State
Households below the Poverty Level (%)	21.0%	10.0%	18%	14.0%
Households below the Poverty Level (#)	64	7,084	1,255	284,008

Source: Esri



## Industry Analysis

The table below shows the Town's industry composition by jobs and number of businesses. In the Town of Rose, agriculture, forestry, fishing, and hunting is overwhelmingly the largest industry, by job count, employing an estimated 497 people. In other words, three out of every four jobs in the Town are in this industry.

Notably, the finance and insurance industry, while it employed a few individuals in 2012, it now contributes no jobs to the Town. Similarly, the following industries have been omitted from the table simply because they contribute less than 10 or no jobs to the Town: mining, quarrying, and oil and gas extraction; utilities, information, real estate and rental and leasing; professional, scientific, and technical services; management of companies and enterprises, administrative and support and waste management and remediation services, educational services, health care and social assistance; arts, entertainment, and recreation; accommodation and food services, and government.

	2022 Jobs	% of Total Jobs	2012-2022 Change	2022 Jobs	% of Total Jobs	2012-2022 Change
<b>Agriculture, Forestry, Fishing, and Hunting</b>	497	74%	-11%	2739	9%	-6%
<b>Construction</b>	13	2%	-67%	1706	5%	-3%
<b>Manufacturing</b>	45	7%	-6%	5940	19%	3%
<b>Wholesale Trade</b>	32	5%	ID	798	3%	14%
<b>Retail Trade</b>	26	4%	-24%	3444	11%	0%
<b>Transportation and Warehousing</b>	13	2%	ID	551	2%	80%
<b>Totals:</b>	<b>668</b>	<b>100%</b>	<b>-9%</b>	<b>31,065</b>	<b>100%</b>	<b>-6%</b>

Source: LightcastQ2 2023 Data Set. ID=Insufficient data available. Government sector includes public school system employees



## Real Estate Market Analysis

### Housing Tenure

Rose is comprised of both homeowners and renters. The following tables display an overview of the housing market in the Town and the larger geographies. Roughly 2% of the County's housing stock is located in the Town of Rose. The majority of the Town's housing stock (77.6%) is owner-occupied. Compared to the larger geographies, the Town has a notably smaller share of renter-occupied housing. According to Esri, vacancy rates in the Town and County are similar to the Region and State.

	Town	County	Region	State
Owner-Occupied	77.6%	68.2%	61.3%	48.5%
Renter-Occupied	13.7%	20.0%	30.0%	41.8%
Vacant Units, Rate	8.7%	11.8%	8.6%	9.7%
Total Housing units	1,008	42,693	556,397	8,602,791



**77.6%** of Rose is Owner-Occupied



**13.7%** of Rose is Renter-Occupied



**1,000** Housing Units are in Rose



**8.7%** housing units in Rose are vacant

## Housing Characteristics

The Town's housing stock is primarily composed of single-family detached homes. A significantly larger share of the Town's housing stock is single-family detached (88.7%) compared to the County (75.2%) and the Region (66%). One in ten of the Town's housing stock are mobile homes and over half of the town's housing units were constructed prior to 1939.

**Housing Units by Units in Structure, 2021**

	Town	County	Region	State
1, Detached	88.7%	75.2%	66.0%	41.7%
1, Attached	0.0%	2.5%	4.9%	5.3%
2	0.6%	4.6%	6.4%	10.0%
3 or 4	0.0%	4.2%	5.5%	6.8%
5-9	0.0%	3.3%	5.5%	5.1%
10-19	0.0%	1.3%	2.2%	4.2%
20 to 49	0.0%	1.8%	2.3%	8.3%
50 or more	0.0%	0.6%	3.6%	16.3%
Mobile Home	10.7%	6.5%	3.6%	2.2%
Boat, RV, Van, Etc.	0.0%	0.1%	0.0%	0.0%



**88.7% of Rose is single-family detached homes**

**Housing Units by Year Structure Built, 2021**

	Town	County	Region	State
Built 2020 or later	0.0%	0.0%	0.1%	0.1%
Built 2010 to 2019	1.2%	3.0%	3.9%	3.8%
Built 2000-2009	3.6%	7.3%	6.8%	6.1%
Built 1990-1999	10.7%	11.7%	9.2%	6.2%
Built 1980-1989	14.6%	11.4%	10.7%	7.6%
Built 1970-1979	7.4%	13.4%	12.6%	9.8%
Built 1960-1969	3.7%	9.4%	11.8%	12.5%
Built 1950-1959	5.5%	8.1%	11.0%	14.5%
Built 1940-1949	2.2%	4.3%	5.4%	7.9%
Built 1939 or earlier	51.0%	4.3%	28.5%	31.4%



**51% of the housing units in Rose were built before 1939**



**1 in 10 homes in Rose are mobile homes**

## Housing Affordability

The following table calculates the minimum household income required to affordably purchase a median-priced home in each respective geography. We use a rule of thumb that advises that 30% of income can go to housing costs before a household is considered burdened by high housing costs:



Median home value and median contract rent in the Town are lower than that of the larger regions.



Three out of four households earn above the calculated threshold for owner-occupied housing, indicating a generally affordable housing stock.



Around 85.1% of Town households earn a sufficient annual income to rent a dwelling at the median contract rent price.

### Housing Affordability-Owner-Occupied Housing, 2022

	Town	County	Region	State
Median Home Value-2022	\$108,696	\$163,812	\$185,720	\$416,411
10% Down Payment	\$10,870	\$16,381	\$18,572	\$41,641
Remaining Balance	\$97,826	\$147,431	\$167,148	\$374,770
Average Mortgage for 30 years	\$648	\$2,195	\$420	\$1,326
Estimated Additional Costs*	\$249	\$383	\$162	\$274
Estimated Monthly Mortgage Costs	\$897	\$2,578	\$582	\$1,600
Household Income Threshold	\$35,880	\$103,120	\$23,280	\$64,000

\*Includes Zillow estimated insurance, PMI, and Taxes

Source: Esri; Zillow Mortgage Calculator

### Housing Affordability-Renter-Occupied Housing, 2022

	Town	County	Region	State
Median Contract Rent	\$647	\$654	\$825	\$1,265
Household Income Threshold	\$25,880	\$26,160	\$33,000	\$50,600

Source: Esri



# Transportation

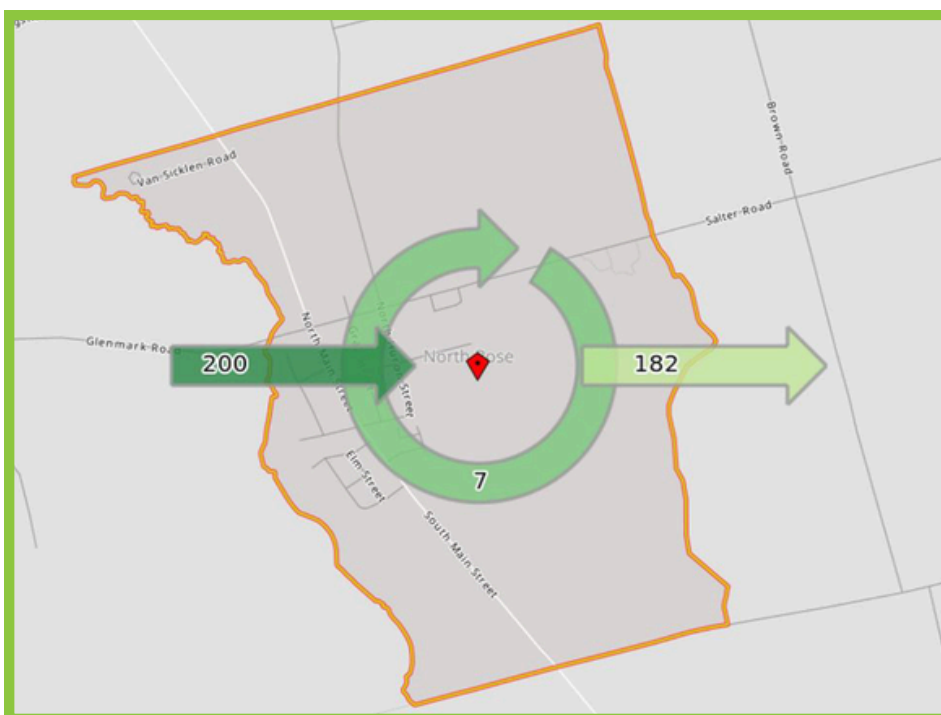
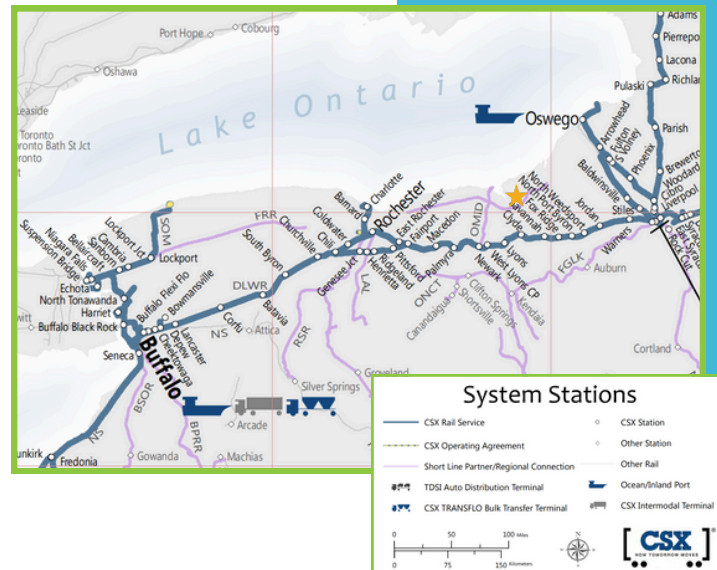
The Town of Rose is located just south of the State Route 104 corridor. State Route 414 runs through the middle of Rose and connects the Hamlet of North Rose and the Hamlet of Rose. North Rose also has a railroad alongside Railroad Avenue. According to NYSDOT and CSX, as of 2024 this is an operating line, more specifically, a short line partner/regional connection.

## Commuting

The figure below shows the daily commuting patterns for the North Rose CDP, as mapping was not available for the zip codes chosen to represent the Town of Rose. North Rose has a net-in commuting population, meaning more outsiders are commuting into North Rose during the day for work than North Rose residents leaving for work. North Rose residents that commute out of town for work are employed in Wolcott Village, Rochester, Red Creek Village, Westvale CDP, Clyde Village, Baldwinsville Village, Lyons CDP, and more. 200 people that live outside of North Rose are commuting into town for work, whereas 182 North Rose residents are commuting out for work. Only 7 people both live and work in North Rose.

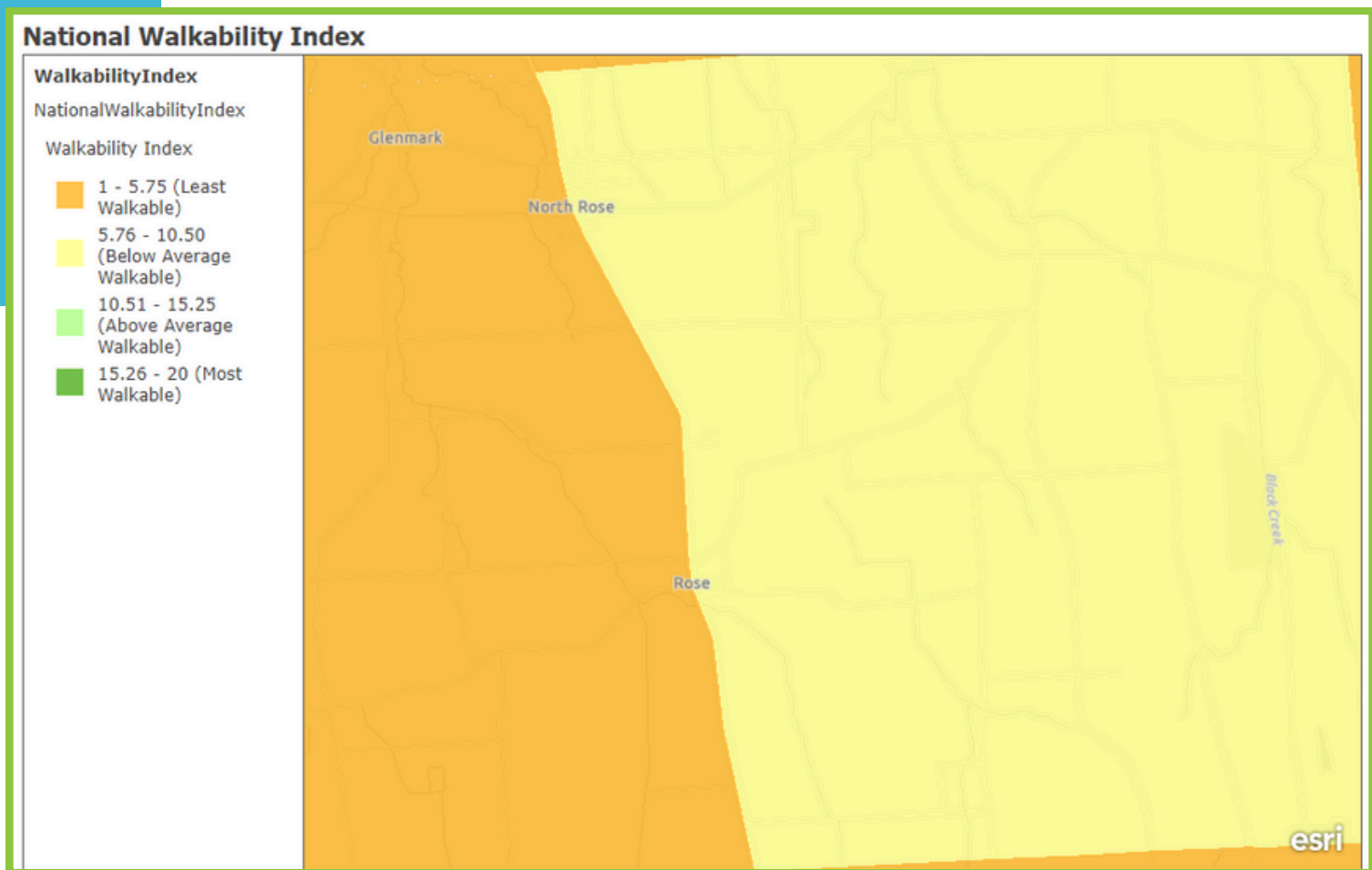


State Route 414 Corridor



## Walkability

Sidewalks are present in Rose, but they are limited. The National Walkability Index was analyzed for the Town of Rose. This is an EPA tool that provides walkability scores based on a simple formula that ranks selected indicators from the Smart Location Database that have been demonstrated to affect the propensity of walk trips. According to the EPA Walkability Index, the Town of Rose, including the hamlets, is categorized as least walkable and below average walkable. The EPA states that walkable neighborhoods make it easier to walk to stores, jobs, and other places, which encourages people to be more active and can help them stay healthier.



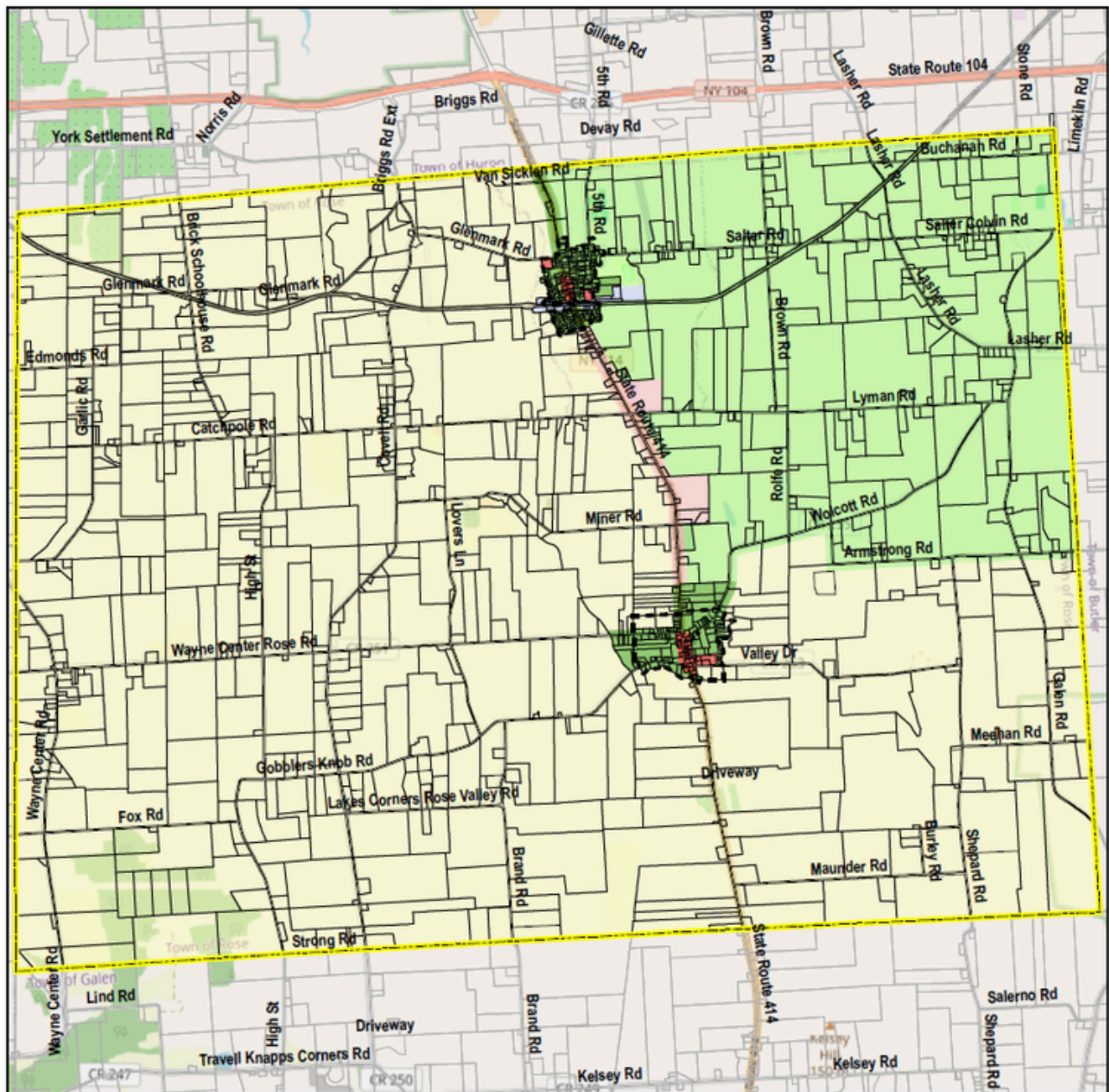
Source: EPA, ESRI







**Walkability:**  
A walkable place is easy to walk around.



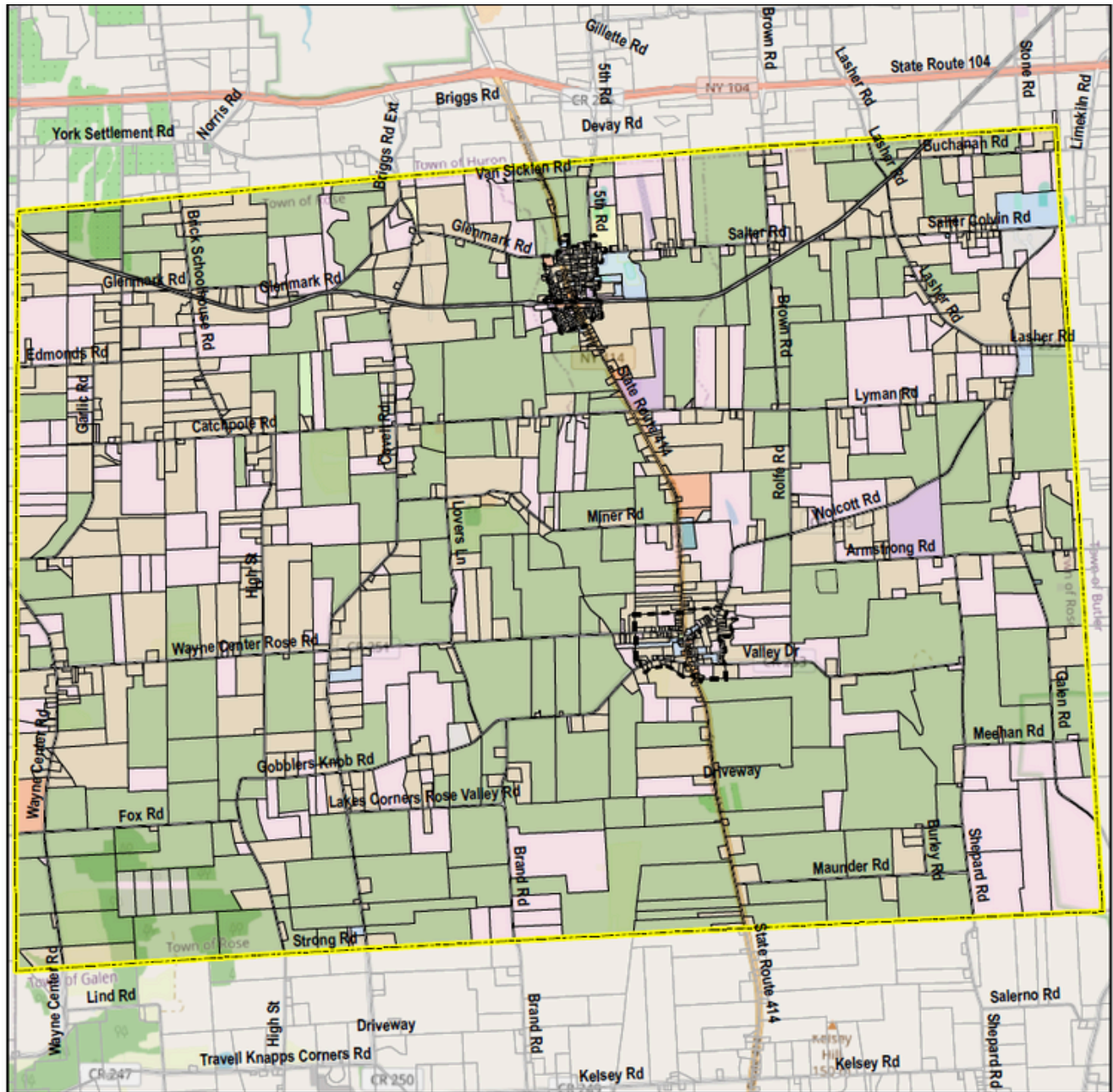
## Zoning & Land Use

There are seven zoning districts in Rose: Agriculture, Rural Residential, Hamlet Residential, Hamlet General Business, General Business, Land Conservation, and Industrial. The majority of Rose is zoned as agricultural and rural residential. Commercial uses are zoned primarily in the hamlets in the Hamlet General Business Hamlet district and the General Commercial district along the 414 corridor. In terms of code enforcement, the Rural Residential district follows the NYS 2020 Residential Code.



<b>Zoning</b>	 Hamlet Residential	 General Business
 Agriculture	 Hamlet General Business	
 Industrial	 Rural Residential	

Agriculture is the primary land use seen in Rose, which is expected as agriculture is the largest industry in Rose. Residential areas are located throughout town and concentrated more densely in the hamlets. The hamlets also feature commercial, community services, and industrial uses. Vacant parcels are represented in the map below in light pink. are both found within the hamlets and throughout the rural areas of town. The large parcels are vacant land that is not actively farmed. The 414 corridor features a variety of land uses including commercial, community services, residential, agricultural and industrial.

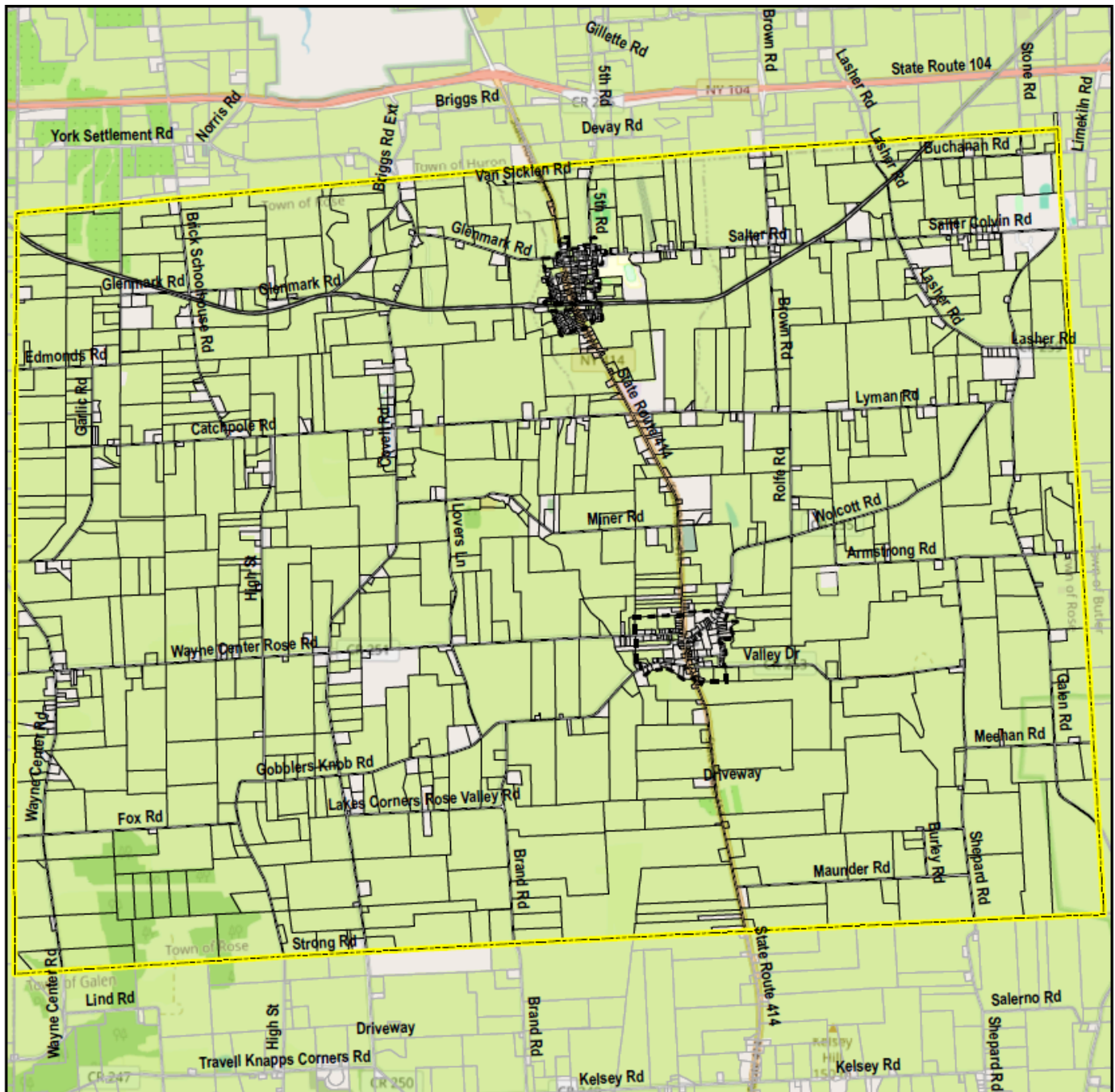


<b>Land Use</b>	Commercial	Public Services
Agriculture	Recreation and Entertainment	Public Parks
Residential	Community Services	
Vacant Land	Industrial	



## Agriculture

Agriculture is a major industry in Rose. Many parcels in Rose are part of Wayne County Agricultural District #1. According to the Agriculture and Land Use Plan prepared by the Wayne County Agriculture Development Board, there are currently about 11,425 parcels and 293,000 acres in the Wayne Agricultural District #1. Agricultural districts help protect and promote a farmer's opportunity to operate a successful business.

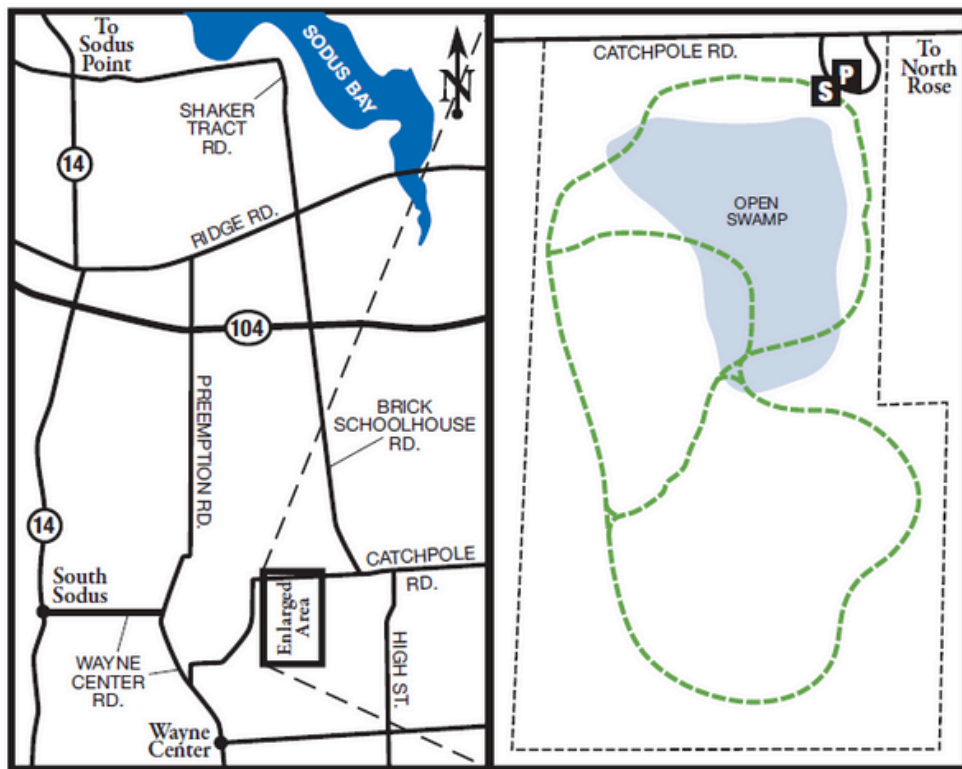




## Parks

Marshall Park is located in North Rose on 5th Road. This park features various amenities such as baseball diamonds, soccer fields, walking trails, a playground, a gaga pit, and basketball courts. Benches are located throughout the park. This park also features a bulletin board where local events and community information are actively shared.

Huckleberry Swamp is a 79-acre nature preserve located in North Rose along Catchpole Road. The nature preserve features various wetland habitats, an observation deck, and a boardwalk. Limited hiking is allowed from dawn to dusk.



GPS Coordinates 43° 10.175 -76° 56.842

Key: S :: Start P :: Parking

**S** Brick Schoolhouse Road and Catchpole Road, North Rose, NY





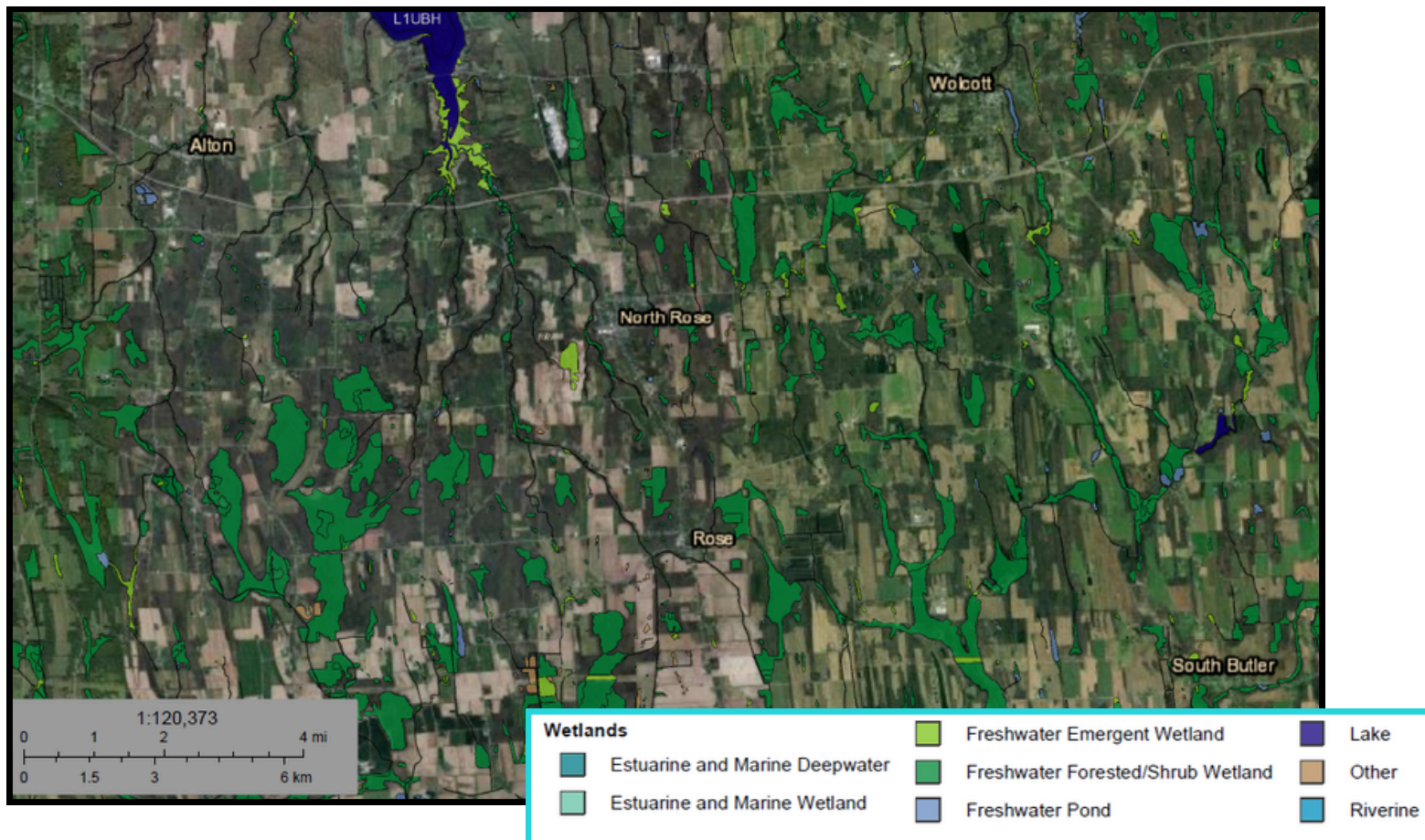
# Natural Environment

Rose is primarily rural in nature, featuring a combination of farmland, woodlands, and open space. Rose is part of the Sodus Bay Watershed. Sodus Creek and other tributaries are present throughout Rose. Freshwater emergent wetlands, freshwater forested/shrub, and freshwater ponds also make up a large part of Rose. Many of these wetlands are State regulated wetlands.

According to New York State Department of Environmental Conservation, there are no species of plants or animals that are listed by the Federal Government or New York State (NYS) as endangered or threatened in the area. Additionally, there are no designated significant natural communities or species that are listed by NYS as rare or species of concern in the area. The Wayne County Soil & Water Conservation District has utilized funding from New York State's Environmental Protection Funding, Federal EPA, and several other agencies to complete several stream maintenance and habitat projects throughout Wayne County, including the Town of Rose and the Hamlet of North Rose. Projects included improvement of bank stabilization, restoration, protection, invasive species control, and fisheries habitat development.

## Wetlands

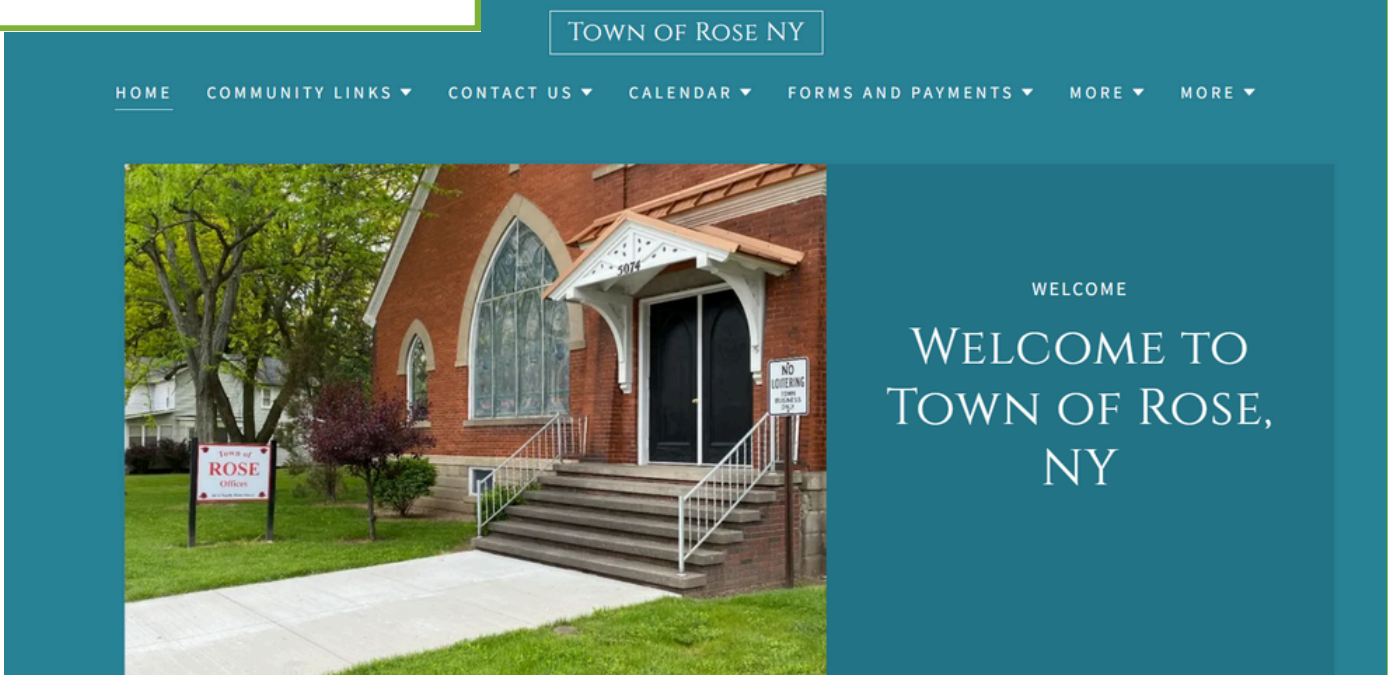
Wetlands are areas where water covers the soil, or is present either at or near the surface of the soil all year or for varying periods of time during the year, including during the growing season.



## Municipal Operations

The Town of Rose Town Council oversees the Town of Rose, Hamlet of North Rose, and Hamlet of Rose. In addition to the Town Council, Rose also has a Town Clerk, Planning Board, Zoning Board of Appeals, Assessor, Code Enforcement Officer, Town Justice, Highway Superintendent, Water Manager, and Historian. The Town Hall is located in the Hamlet of North Rose. The Town of Rose has a website that residents can use to make payments, find forms, access community links, and view meeting materials from the various boards.

### Town Website



During Phase I of the comprehensive planning process, Town Staff was interviewed to understand day-to-day operations, challenges, opportunities, and long-term goals from their perspective. They provided insight on capital improvement projects that could benefit the community, the benefit of applying for grant funding and establishing regional partnerships to implement projects, and what else could improve day-to-day municipal operations.

## Infrastructure Insights & Challenges

- Consolidated Local Street and Highway Improvements Program (CHIP) is helpful for funding road improvements.
- Drainage is a major issue that needs to be addressed. Currently, a study is being done to evaluate it. This should be a priority for the future.
- Changing culvert pipes is a capital improvement project that should be focused on in the next few years.
- A new truck would be helpful for snow removal, but there is a 2-year wait for the truck and equipment.
- Challenging to attract and retain younger workers to the department, many prefer the private sector for higher wages.
- Water supply is a challenge, especially with recent droughts. The vinegar plant uses the most water which is a challenge with the drought.
- Rose has 3 wells total, 2 on Salter and 1 on Catchpole. New water well that was constructed in 2016 on Catchpole has had several issues.
- Water main pipes were constructed in 1951 and are valved to be finished in the hamlet side streets.
- Would like to utilize WIIA, WQIP, USDA, and other grant programs in the future for water system improvements.

## Municipal Insights & Challenges

- Love being a close community that is family-oriented.
- Dollar General was a big boost to the local economy.
- Not having sewer is an issue in attracting developers.
- Would like to attract those working in the region to live in Rose.
- Being goal-oriented is important for Town Staff.
- Training for new employees would be beneficial to better serve residents.
- Getting municipal operations to be consistent and efficient can be a challenge, would like to improve this in the future.
- Challenging to attract people to work for the Town, hiring within is typically what happens.

## Key Takeaways

- The Town has **lost** an estimated **5.5% of its population from 2010 – 2023**, which in percentage terms, is slightly more than the County and the Region.
- Median household income in the Town is currently estimated at \$62,920, which is less than that of both the larger geographies.
- Over the next five years, **median household income is projected to grow**, albeit at a lesser rate than the expected growth in median home values.
- According to the household income distribution of each geography, the Town has both a small share of the population earning less than \$50,000 annually and a smaller share of the population earning over \$100,000 annually, with the majority of residents earning between that range.
- Median age in the Town is similar to the County and Region at 44.2. The Town's median age is expected to increase faster than the County or Region.
- **One in three households** in the Town has a person with a **disability**.
- **Less than 5%** of Town households lack access to a vehicle.
- For every person that commutes into the Town for work, **2.5 residents leave the Town to work elsewhere**.
- The Town's **largest industry**, by job count, is **agriculture, forestry, fishing, and hunting**.
- Almost **90% of the Town's housing stock is single-family** detached homes.
- **Over half** of the housing units in the Town were **built prior to 1939**.
- In general, **both owner-occupied and renter-occupied housing** are **considered affordable** based on the income distribution of residents.
- The **414 corridor is a major transportation throughfare** that should continue to be invested in.
- Natural assets such as **Marshall Park and Huckleberry Swamp** should continue to be **invested in and protected**.
- **Water infrastructure improvements** to current wells and water mains **should be prioritized**.
- **Drainage is a significant issue** that needs to be evaluated and addressed.
- Leadership development is crucial for **improving municipal operations**.