

TOWN OF ROSE

COMPREHENSIVE PLAN

Town of Rose 2024 Comprehensive Plan Plan Draft Presentation

September 17, 2024

What is a Comprehensive Plan?

- A policy document, meant to guide decisions on budgets, programs, projects, services, land use, etc.
- Developed every ten years, with updates every five years
- Facilitated by a steering committee, who meets regularly to evaluate data and input, discuss plan elements and make recommendations
- Rooted in data, shaped by public engagement, and anchored by a unified community vision

Planning Process

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 surrounded 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.

PHASE III

IMPLEMENTATION & ACTION PLANNING



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 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.

TOWN OF ROSE

COMPREHENSIVE PLAN

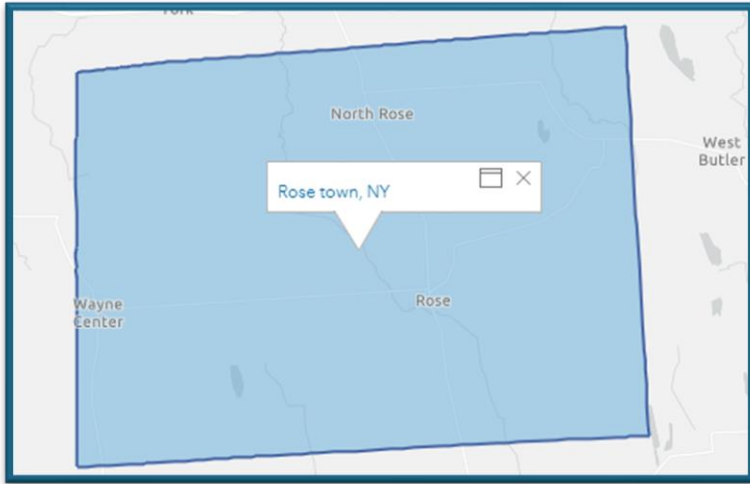


Market and Demographic Analysis

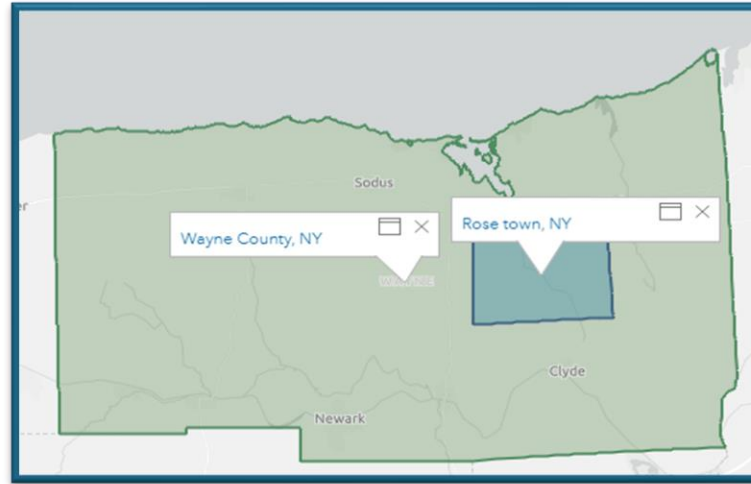
Data Approach

- The committee evaluated data from a wide range of sources, including the 2020 Census, American Community Survey, and proprietary data sources.
- With packaged data in hand, committee members engaged in validation of data models, to ensure that we are working from an accurate data position.
- Data was used to guide decisions on priority action areas and other plan elements.

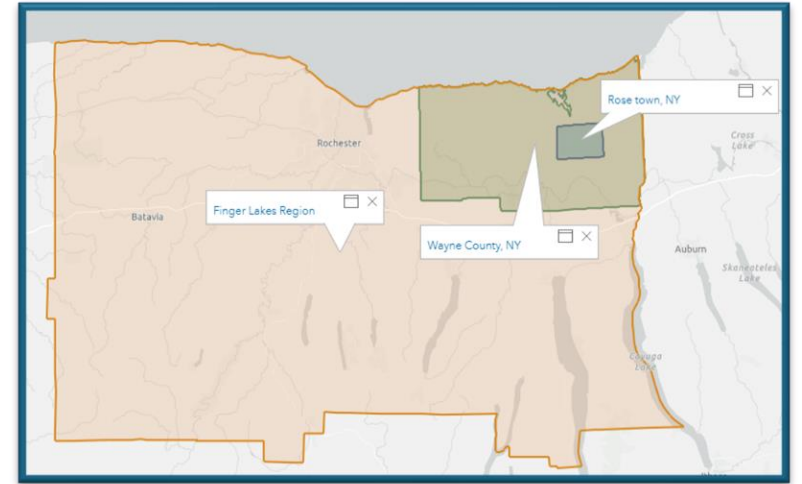
Comparative Geographies



**Town of
Rose**



**Wayne
County**



**Genesee/Finger
Lakes Region**

Key Data Points

- Both the Town and the County lost population between 2010 – 2023 while the population of the Region as a whole remained largely unchanged.
- Median household income in the Town (\$62k) is less than both the County, and 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.
- Median Home Value (\$108k) is lower than the County and region.
- Population is older (44) and aging about the same as the County and region.

Housing and Development

- Nearly 80% of dwelling units in the Town are owner-occupied.
- Nearly 90% of dwelling units in the Town are single-family, detached homes.
- Over 50% of the housing stock was built in 1939 or earlier.
- Three out of four households earn above the calculated threshold for owner-occupied housing, indicating a generally affordable housing stock.

The Economy

- The largest employers in the Town are agriculture, forestry, fishing and hunting, and manufacturing; which together account for about 81% of all jobs.
- Rose has a net-in commuting population meaning that more outsiders are commuting into Rose for work than North Rose residents leaving for work.
- The poverty rate is higher (21.0%); particularly when compared to Wayne County (10%) and the region (18%)



TOWN OF ROSE

COMPREHENSIVE PLAN

Public Engagement Summary

Engagement Strategies

- **Community Survey**
 - Digital and paper surveys. 100 responses were received.
 - Community survey launch at Shady Brook Vendor Show.
- **Two Public Engagement Events**
 - Both events held at North Rose Fire Department.
 - Family-friendly drop-in format events with refreshments.

Findings

- **Preserve friendly, small-town feel**
 - Peaceful, quiet, friendly.
- **Expand and improve infrastructure**
 - Focus on infrastructure that will support residents and attract businesses
- **Sustainable growth**
 - Focus on local business and developing the hamlets. Recruit more businesses to enhance “everyday shopping”
- **Protect open space / agriculture**
 - Ensure that growth doesn’t impact ag / open space



TOWN OF ROSE

COMPREHENSIVE PLAN



**Planning
Foundations**

Foundational Elements

- The comprehensive plan is built on a framework of three key foundational elements:
 - **The Vision Statement** is a forward-looking, authentic but aspirational description of the ideal Rose; 15 years into the future
 - **Core Values** represent the DNA of Rose – those items that must not change if we are to reach our ideal
 - **Priority Action Areas** are those “chunky” policy areas that will move us most effectively toward our Vision

Vision Statement

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

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.

Priority Action Areas

ROSE PRIORITY ACTION AREAS



Infrastructure



**Economic
Development**



**Community Engagement &
Leadership Development**



**Code Enforcement
& Zoning**



TOWN OF ROSE

COMPREHENSIVE PLAN

Implementation Strategy

Infrastructure

- Improve and expand core infrastructure throughout the town and hamlets.
- Actively communicate with the public on infrastructure needs and initiatives.
- Collaborate with local and regional entities to advance infrastructure improvements.

Economic Development

- Actively communicate with and support local business owners to ensure long-term success in the community.
- Collaborate with residents to identify services and industries they want in the community to ensure a high quality of life.
- Support sustainable growth of businesses and housing in the hamlets.
- Support suitable commercial development to expand tax base in appropriate districts.

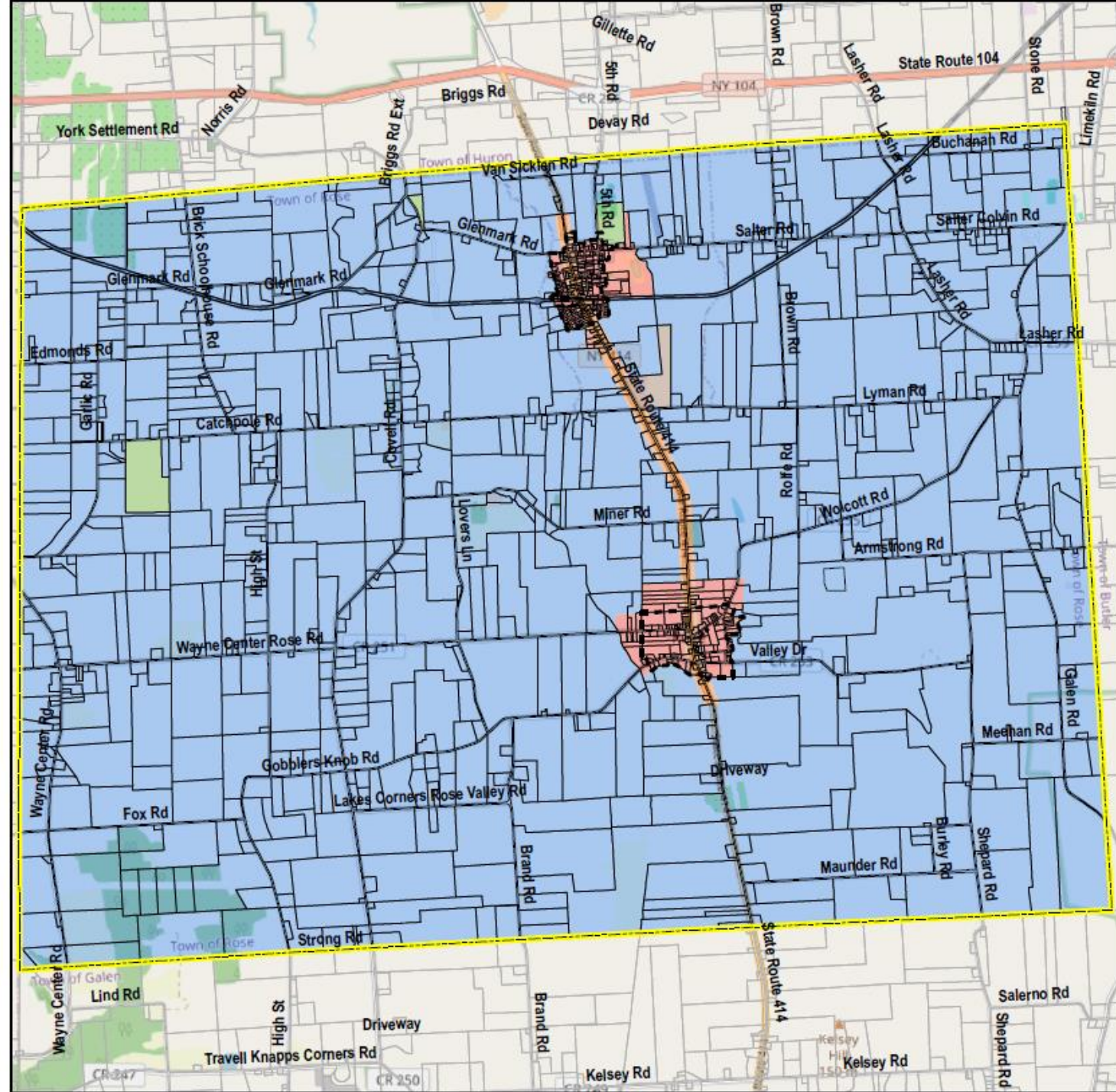
Community Engagement & Leadership Development

- Actively communicate with residents and stakeholders using a variety of platforms.
- Develop and promote opportunities for residents to connect.
- Ensure local leadership is responsive and transparent with the public.
- Evaluate municipal operations and develop improvement solutions.
- Provide support and learning opportunities for the next generation entering the workforce.

Code Enforcement & Zoning

- Ensure zoning regulations align with growth and development goals of the community.
- Enhance community appearance and safety.
- Ensure future development projects align with the rural character of the community.

Future Land Use



Next Steps

- Town Board is set to commence SEQR review tonight, and to set the Public Hearing
- The County Planning Board and other interested agencies will have the opportunity to weigh in over the next several weeks
- A public hearing will be held at the October Town Board meeting, and SEQR will be finalized
- The Town Board will be in a position to adopt following these actions and any edits

TOWN OF ROSE

COMPREHENSIVE PLAN



**Questions /
Discussion**