

# DEMOGRAPHICS

## POPULATION & HOUSEHOLDS

Total Population:  
**1,815**

1,815 people live within the Bull's Head BOA study area. That represents 0.9% of the people that live in the City of Rochester.

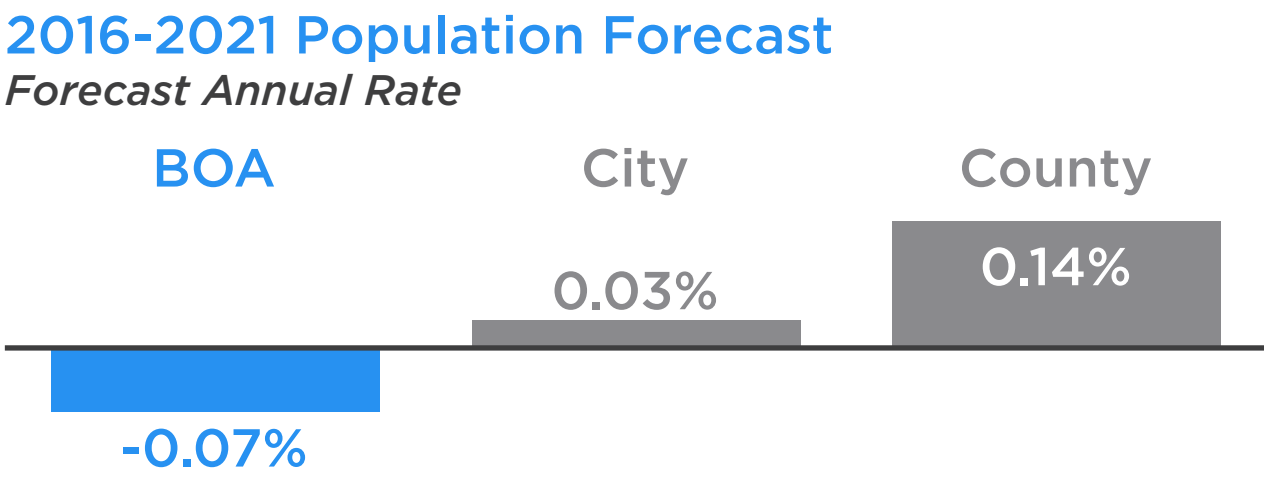
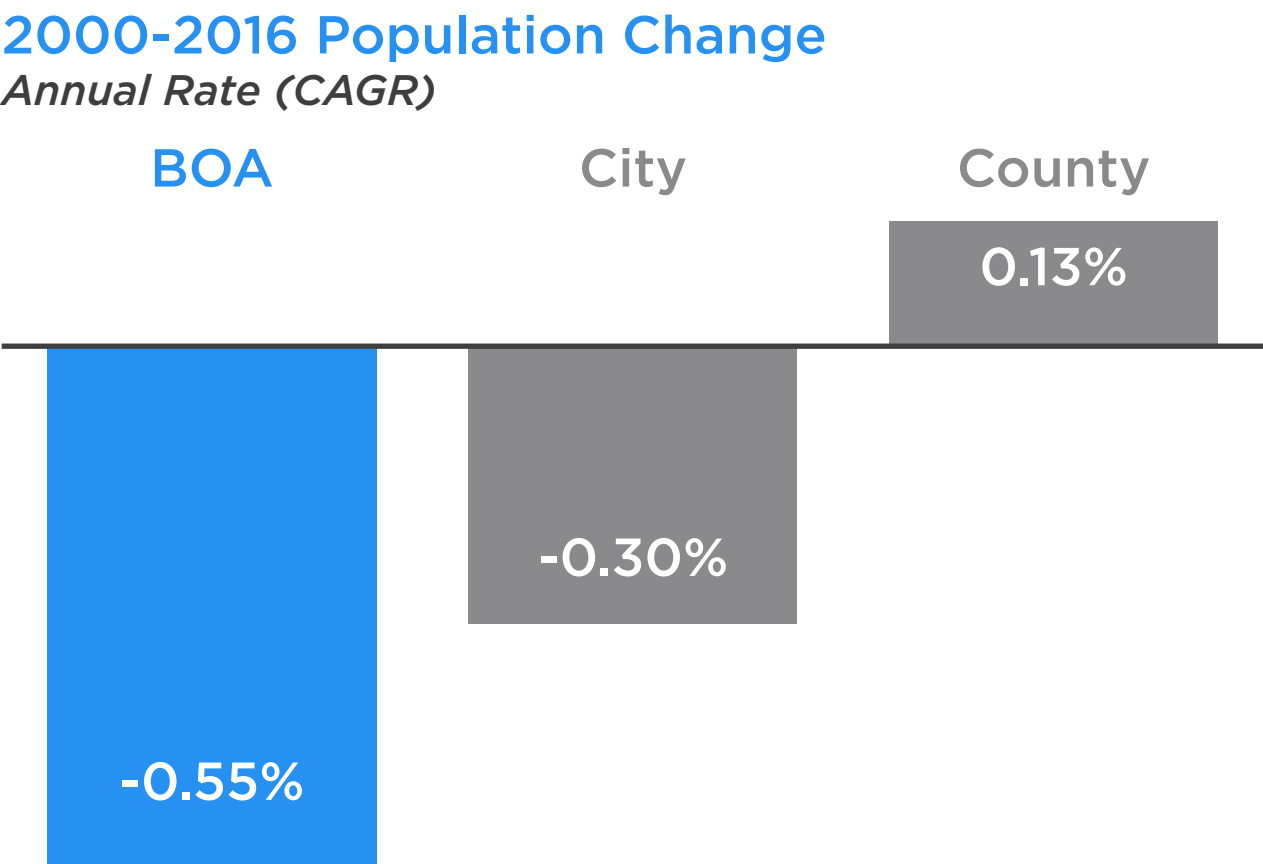
Total Households:  
**813**

There are 813 households within the Bull's Head BOA. That is also 0.9% of the number of households in the City of Rochester.

Data source: US Census Bureau (2000)



## POPULATION CHANGE



Projections suggest the BOA population may continue to decline, in contrast to the expected stabilization of the City and County population.

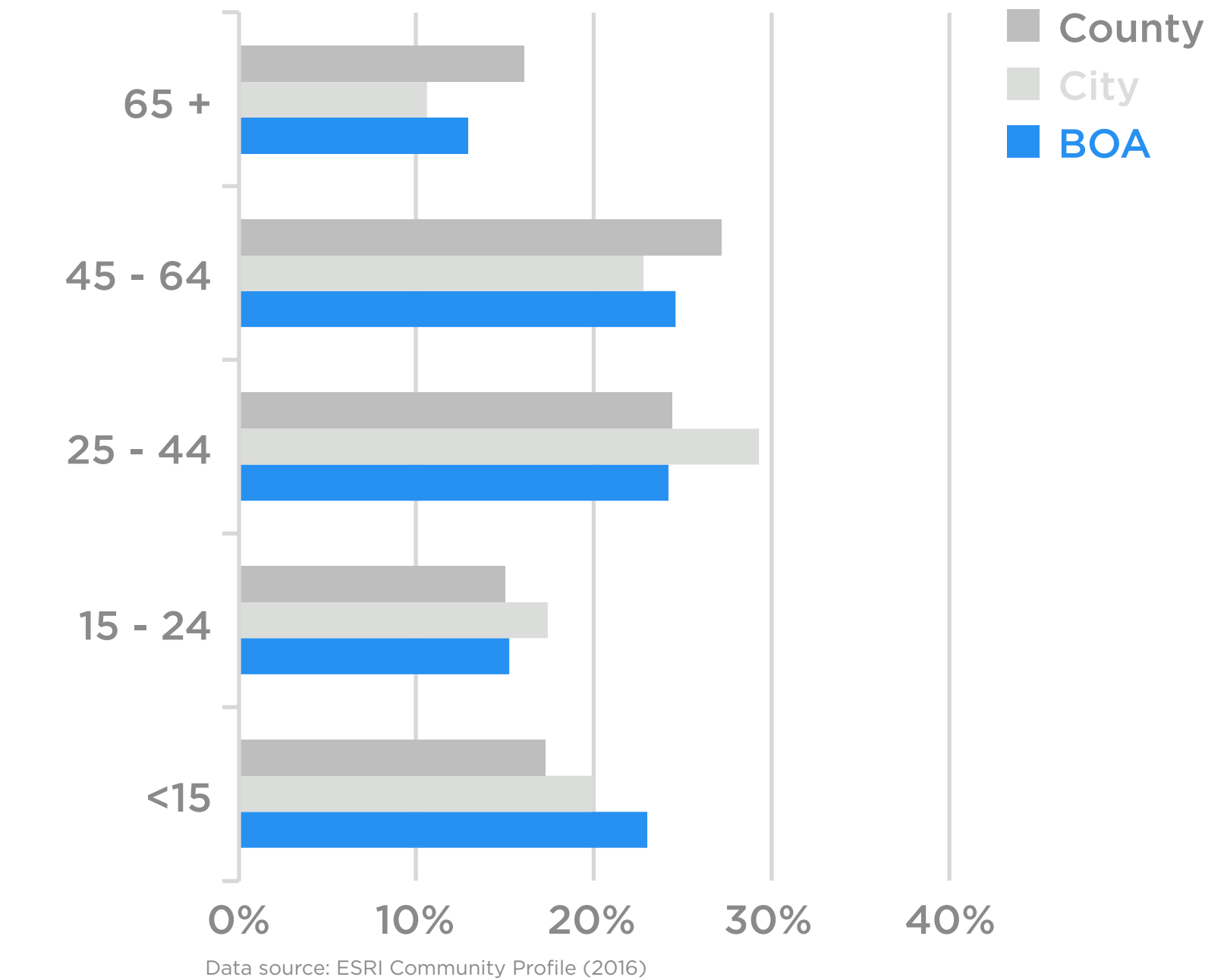
Data source: ESRI forecast data (2016, 2021)

Similar to the City, the residential population of the BOA has declined, but at a faster rate.

Data source: US Census Bureau (2000)



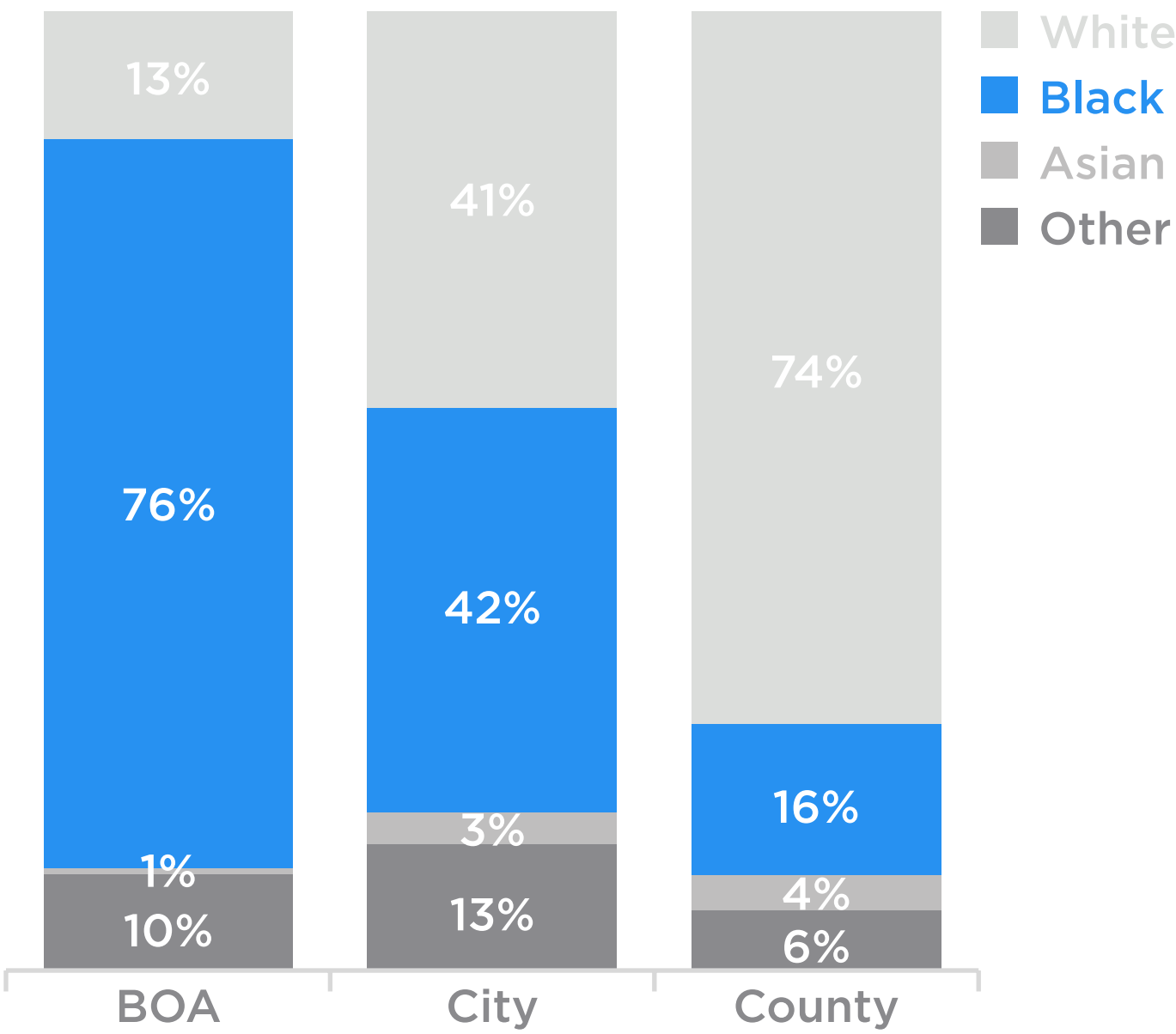
## POPULATION BY AGE



Data source: ESRI Community Profile (2016)



## POPULATION BY RACE/ETHNICITY

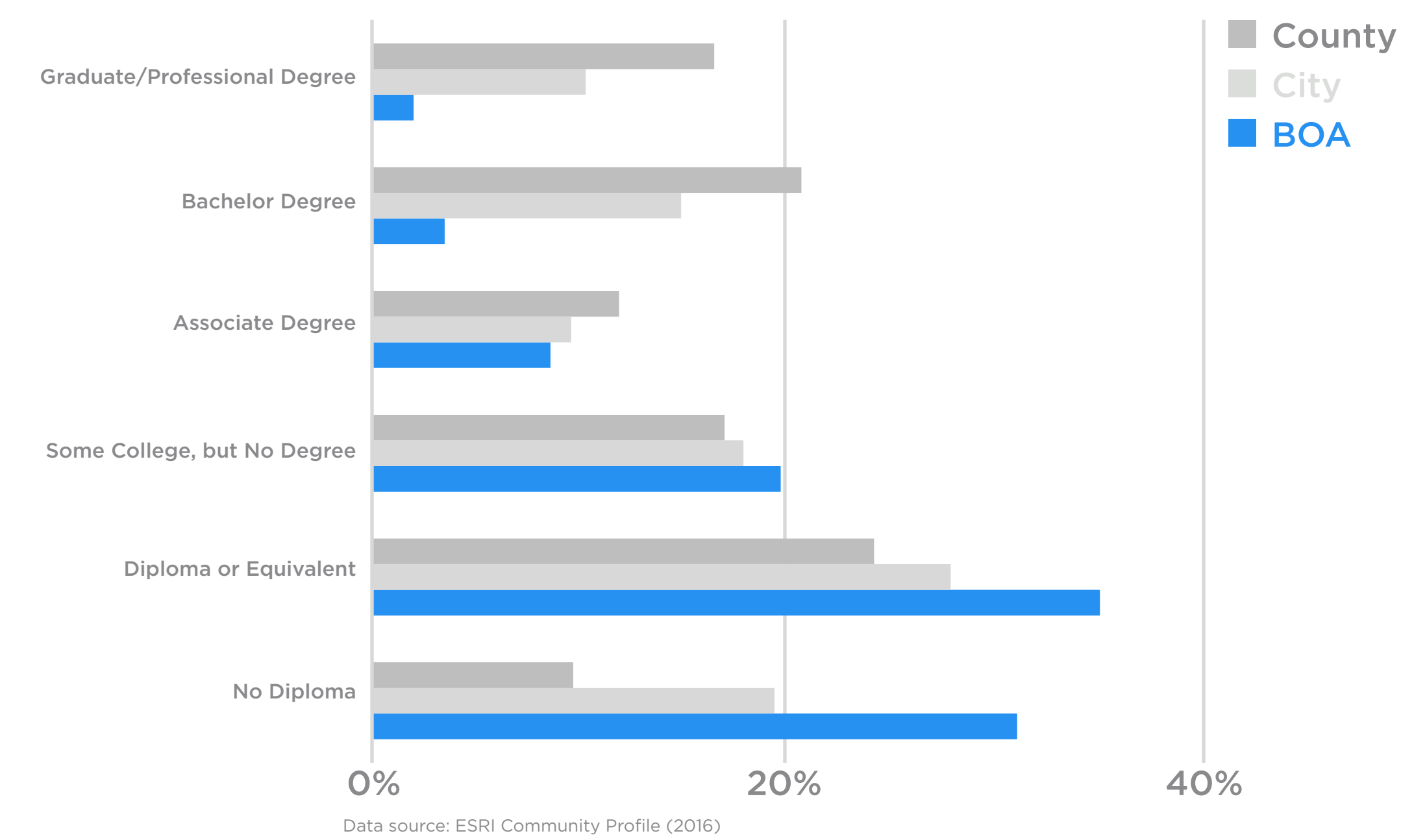


Data source: ESRI Community Profile (2016)



# EDUCATION & EMPLOYMENT

## POPULATION BY EDUCATIONAL ATTAINMENT



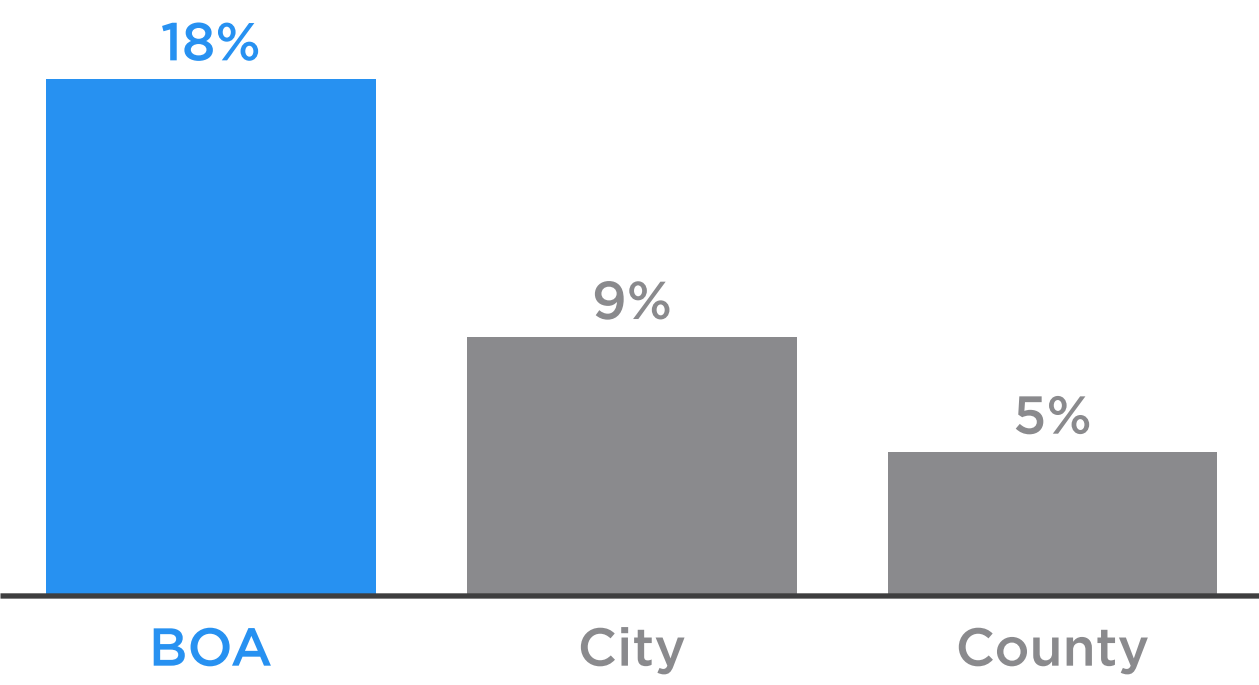
A large percentage of the population does not have a college degree. **31% of BOA residents have not received a high school diploma**, and fewer have attained advanced degree compared to other residents in the City and the County.



## EMPLOYMENT & UNEMPLOYMENT

Jobs in BOA:  
**375-506**

### Unemployment



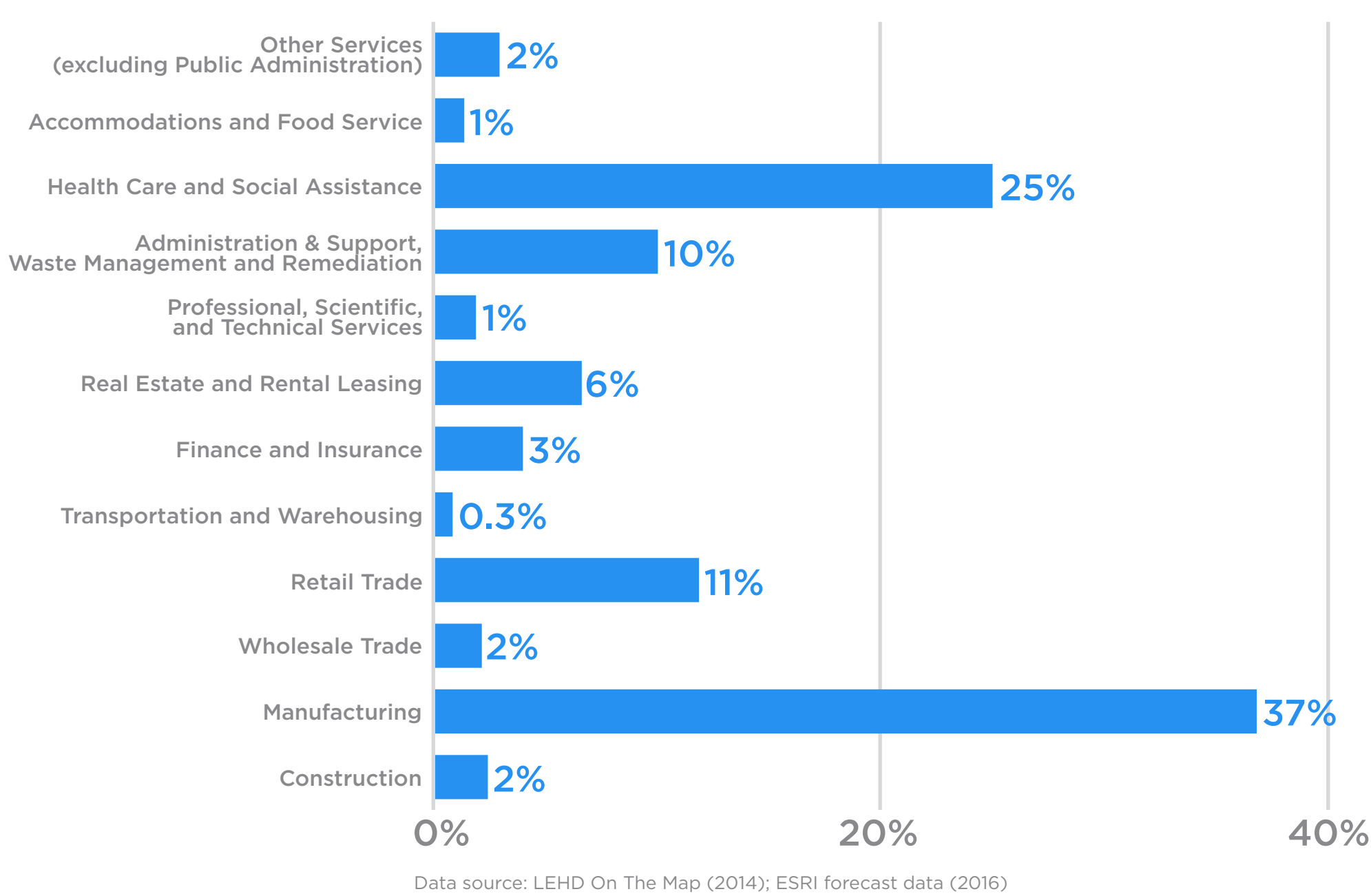
The number of jobs within the BOA varies across data sources due to the difference between survey methodologies and study years.

Only 2% of BOA residents work within the BOA and only 44% of BOA residents work within other areas of the City.

The **average unemployment for the BOA is 18%**, which is double the average unemployment for the City. However, Some areas of the BOA have **unemployment as high as 39%** with other areas as low as 5.5%.



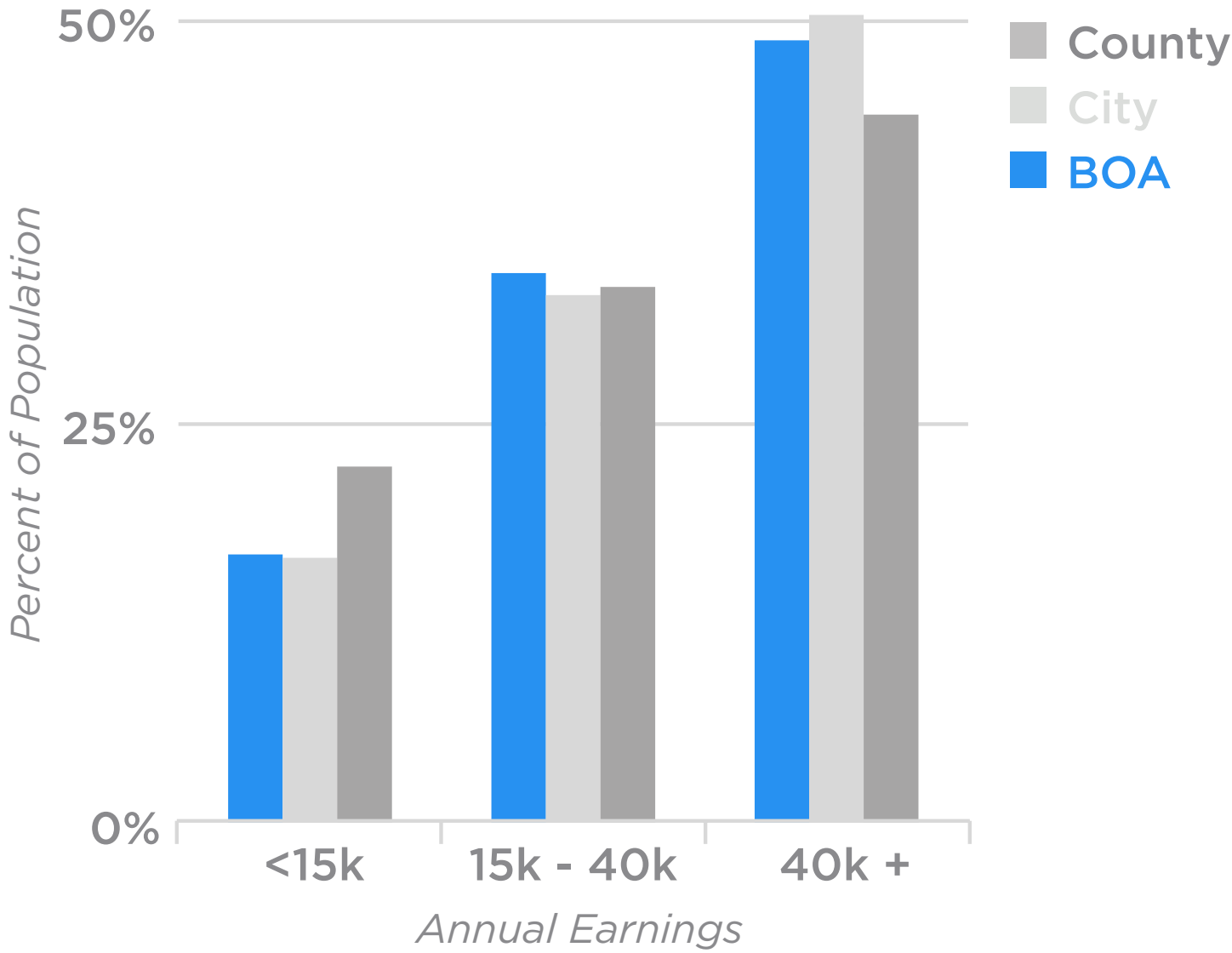
## EMPLOYMENT BY SECTOR



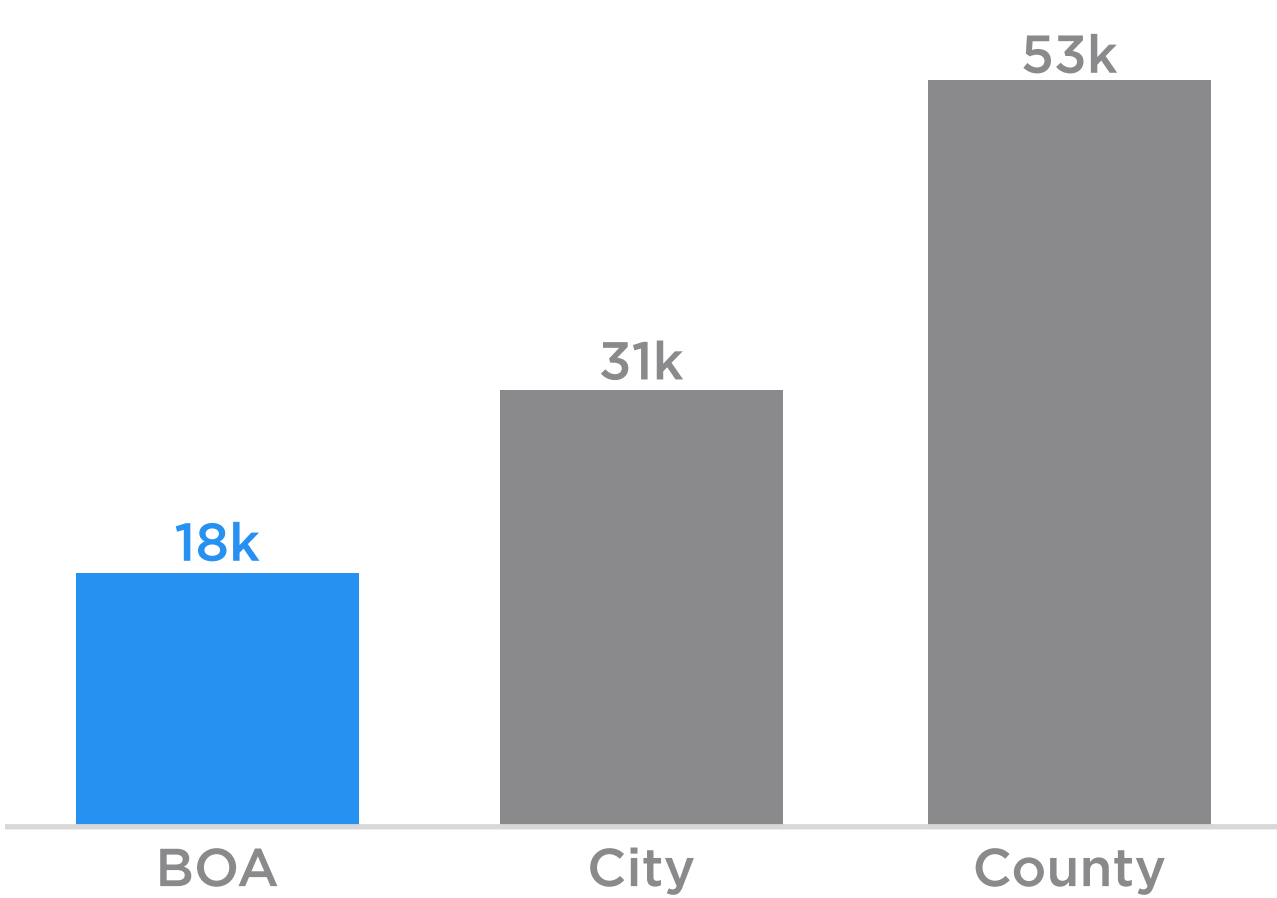
Together, the Manufacturing (37%) and Health Care and Social Assistance (25%) sectors **employ nearly two-thirds of area residents.**



## EARNINGS



### Median Household Income



Median household income for BOA residents is **less than half the median household income for County residents.**

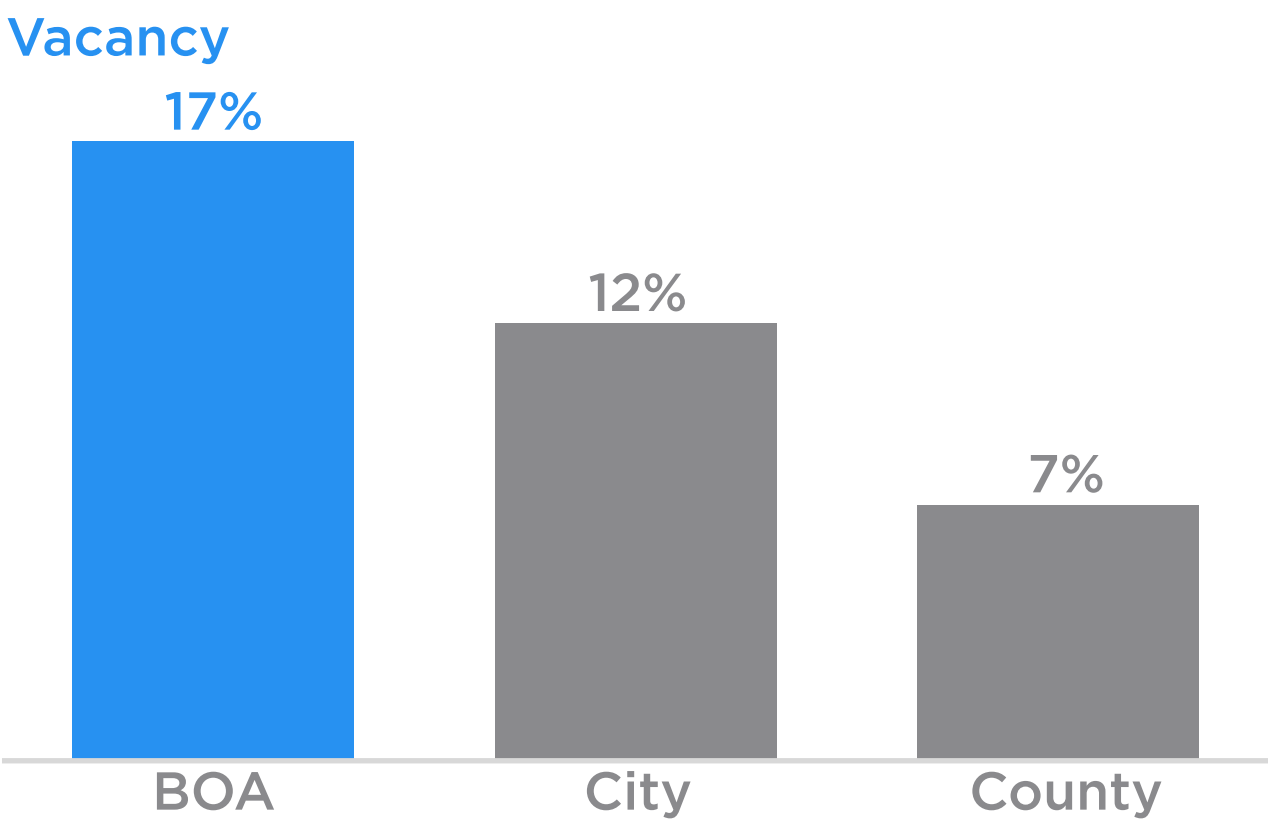
Data source: LEHD On The Map (2014); ESRI forecast data (2016)



# HOUSING

## HOUSING UNITS

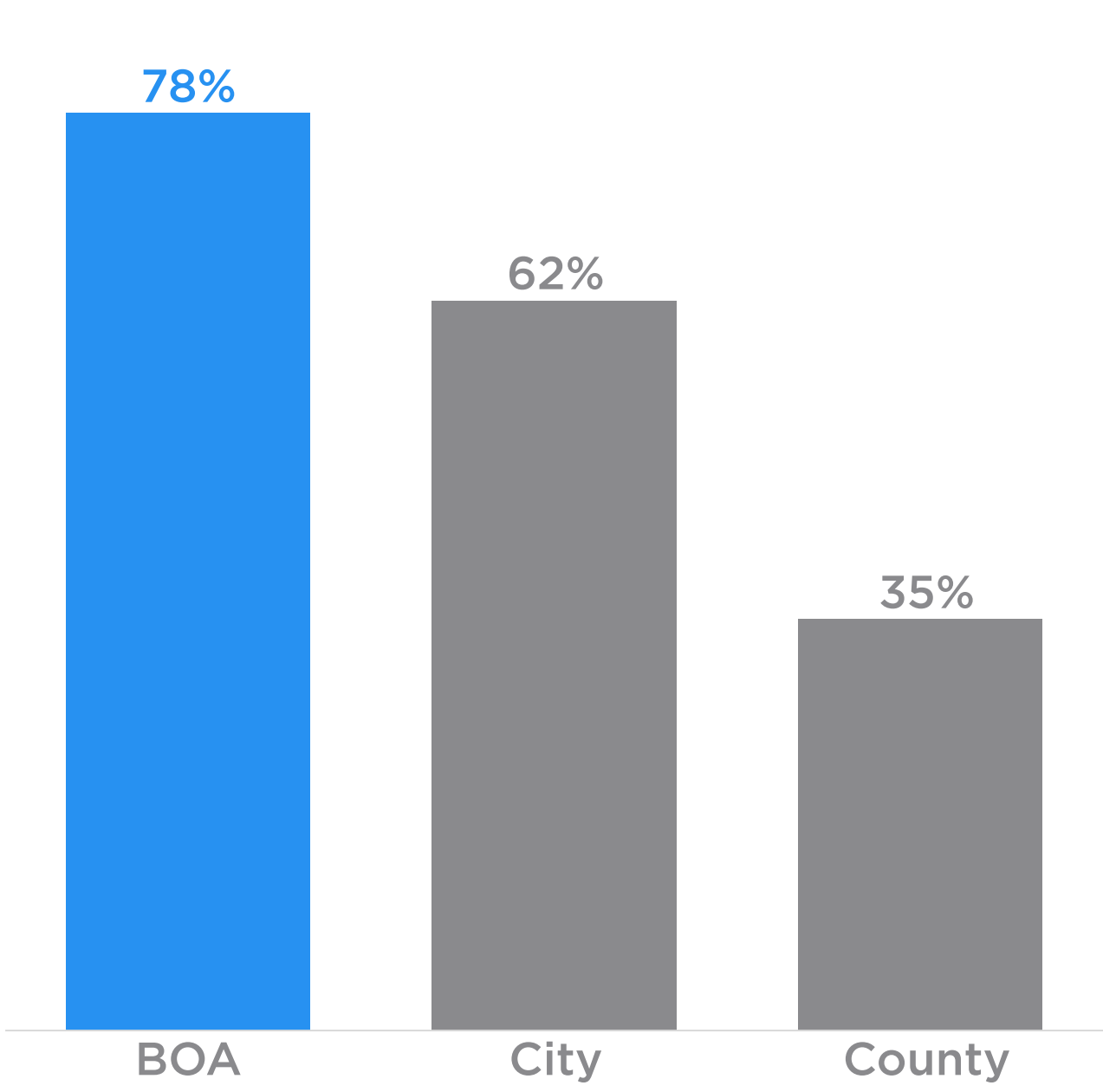
Total Housing Units:  
**874**



Data source: US Census Bureau American Community Survey (2014 5-year estimates); ESRI forecast data (2014)



## RENTER OCCUPIED

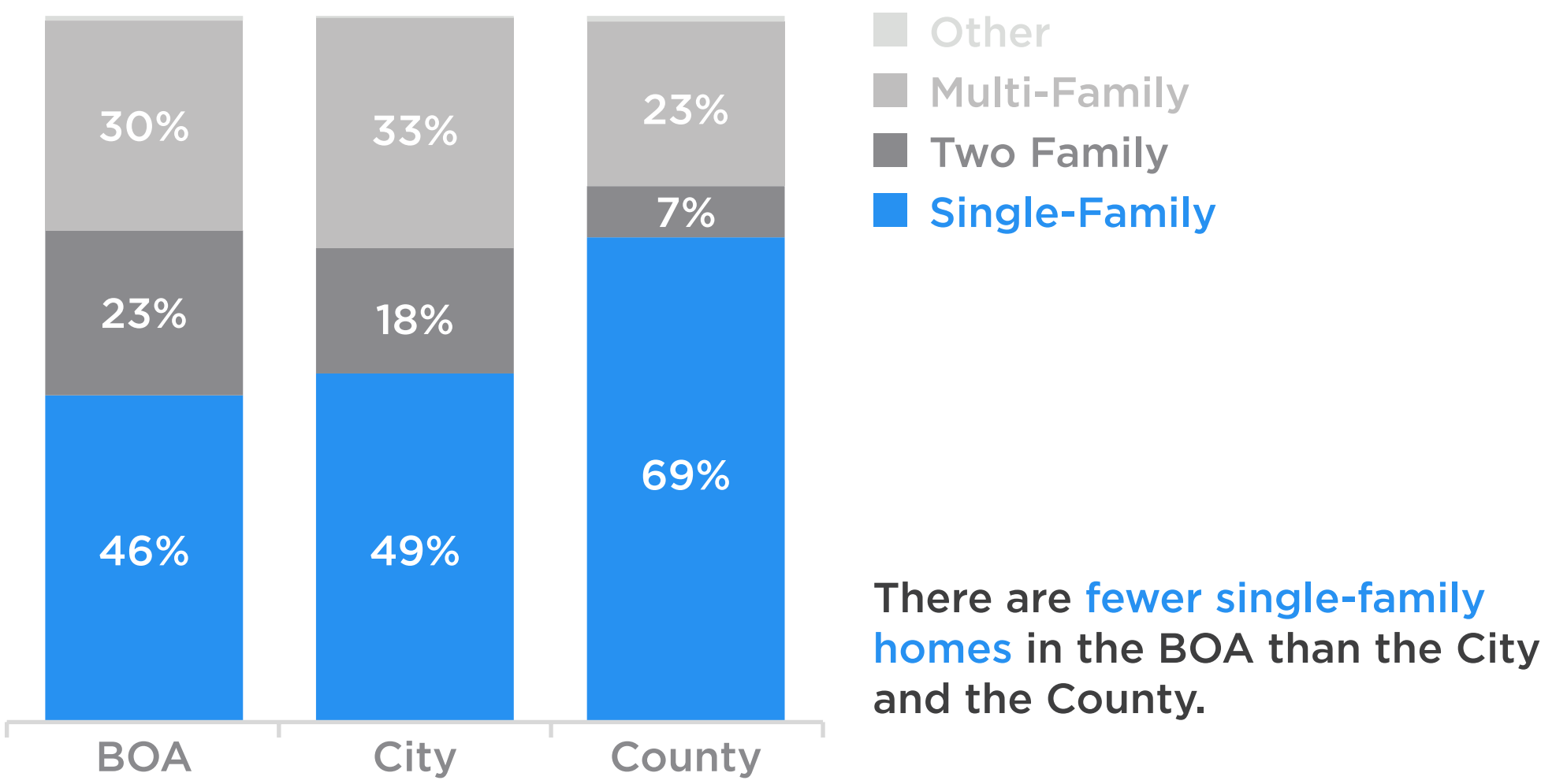


The percentage of housing units which are renter occupied is 78% within the BOA, which is **more than double the percentage for the County.**

Data source: US Census Bureau American Community Survey (2014 5-year estimates); ESRI forecast data (2014)



## HOUSING STOCK BY TYPE

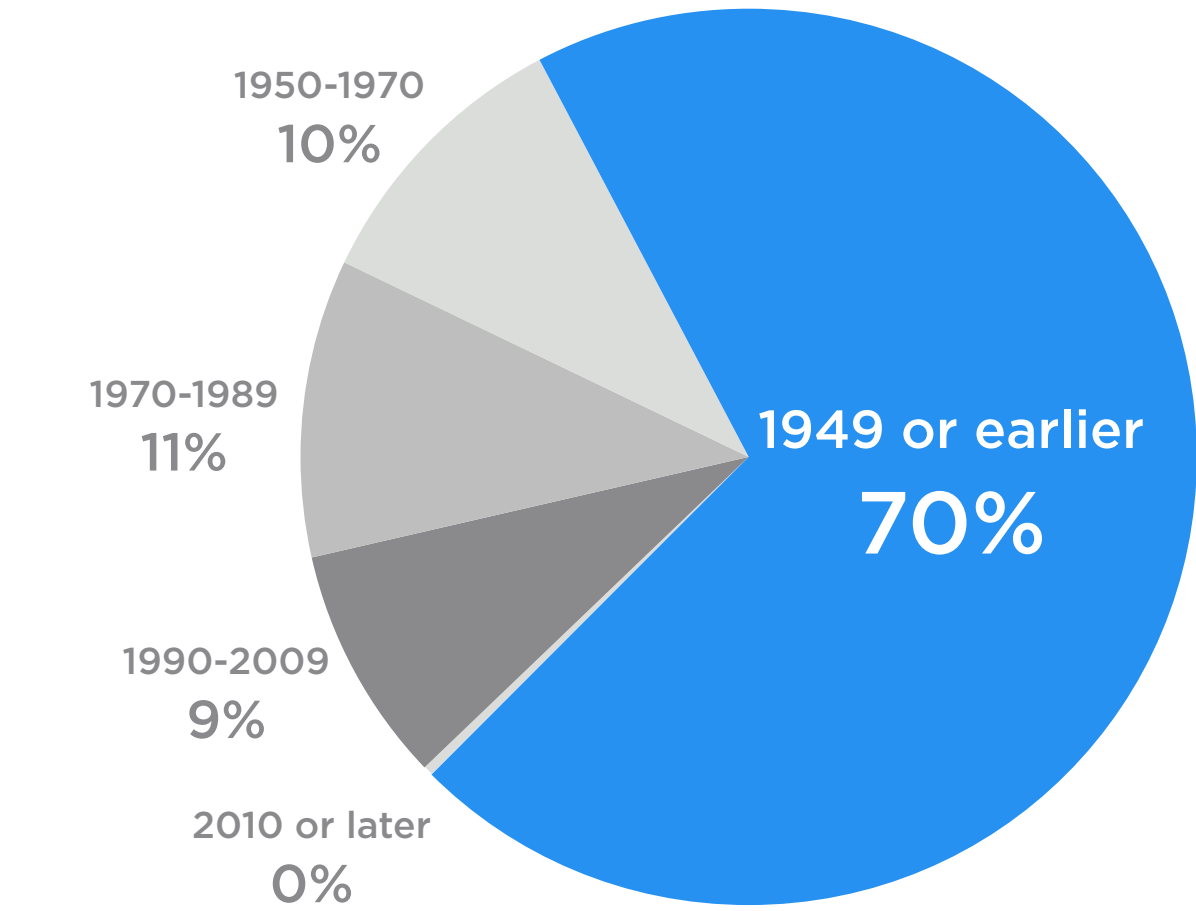


Data source: US Census Bureau American Community Survey (2014 5-year estimates)

There are **fewer single-family homes** in the BOA than the City and the County.



## HOUSING STOCK BY YEAR BUILT



Data source: US Census Bureau American Community Survey (2014 5-year estimates)

A large majority of the housing stock within the BOA was **built before 1950.**



## RENT & HOME VALUES

Average Asking Rent		Median Home Value	
BOA:	\$568	BOA:	\$58k
City:	\$856	City:	\$81k
County:	\$909	County:	\$140k

Data source: CoStar (2017)

Average asking rent and median home value is less than both the City and the County. **Average home values are less than half the average of the County.**

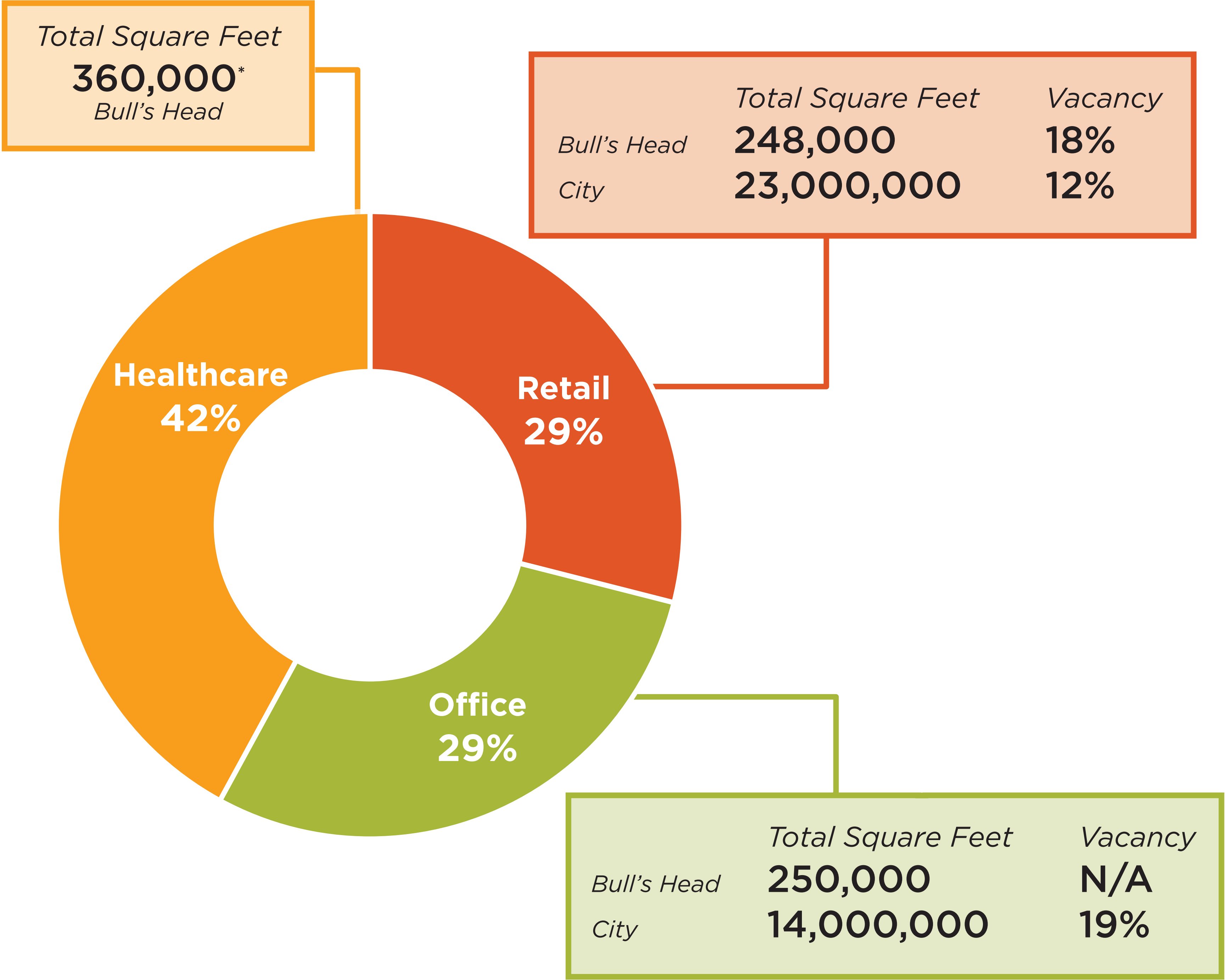




# COMMERCIAL MARKET



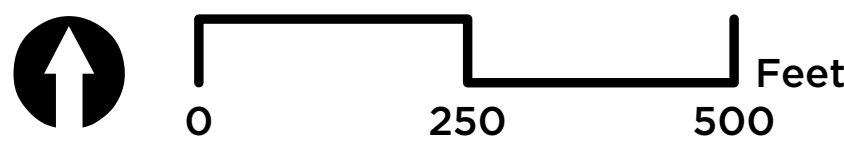
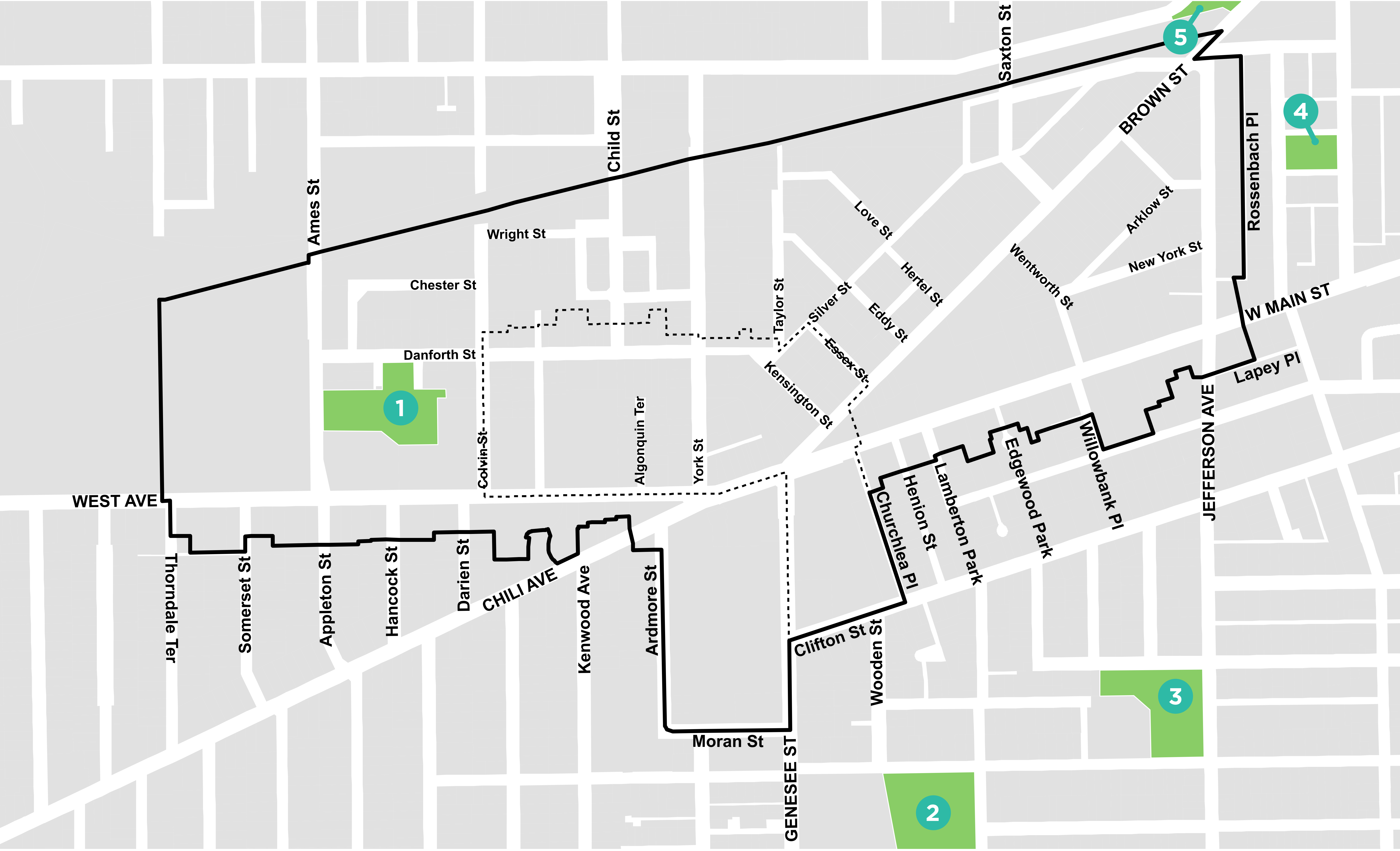
## BOA Commercial Square Feet by Use



Data source: Cushman and Wakefield (2016); CBRE (2017); CoStar (2017), City of Rochester  
\*Estimates for total square footage have been generated from currently available market data and are currently under refinement and verification.



# PARKS & RECREATION



Bull's Head BOA  
 Bull's Head Subarea



	Acreage	Playground	Basketball	Baseball	Track	Football	Open Lawn
1 Lynchford Park	2.9						✓
2 Wilson Foundation Academy Sports Complex	8.8	✓	✓	✓	✓	✓	
3 Jefferson Terrace Park	2.8	✓	✓	✓			✓
4 Susan B. Anthony Square	0.8						
5 Grape Wilder Park	0.5		✓				

There is **only one park within the BOA**, Lynchford Park, which is **adjacent to the Danforth Community Center**. Lynchford Park has no active or passive recreational amenities.

## ACRES OF PARKLAND per 1,000 residents:





# TRANSPORTATION

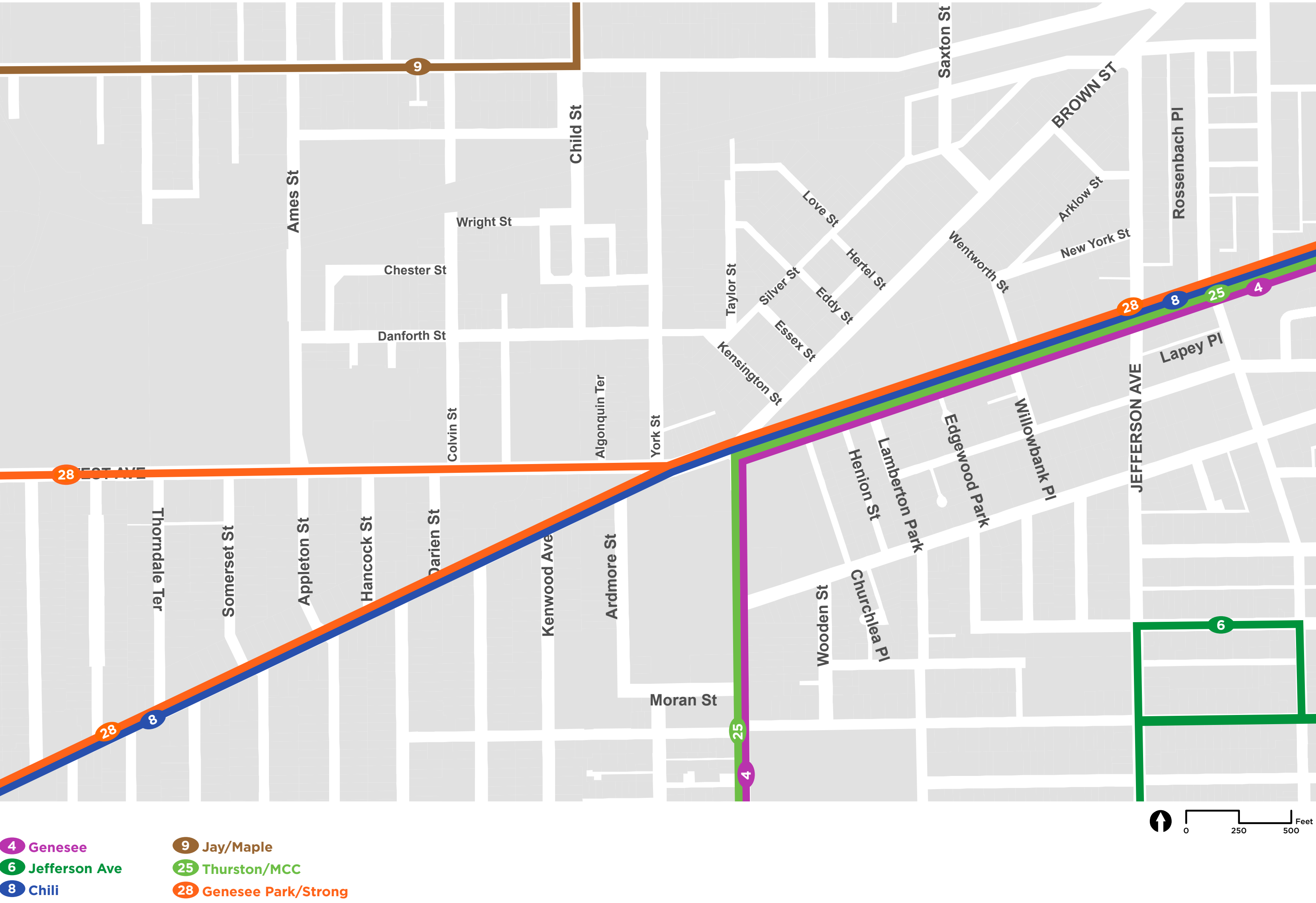
## TRAFFIC VOLUMES



Traffic volumes are highest on W Main St, Genesee St, West Ave, and Chili St. A [more detailed analysis is needed](#) to determine if there are any opportunities for road diets, complete streets, or traffic calming.



## TRANSIT SERVICES



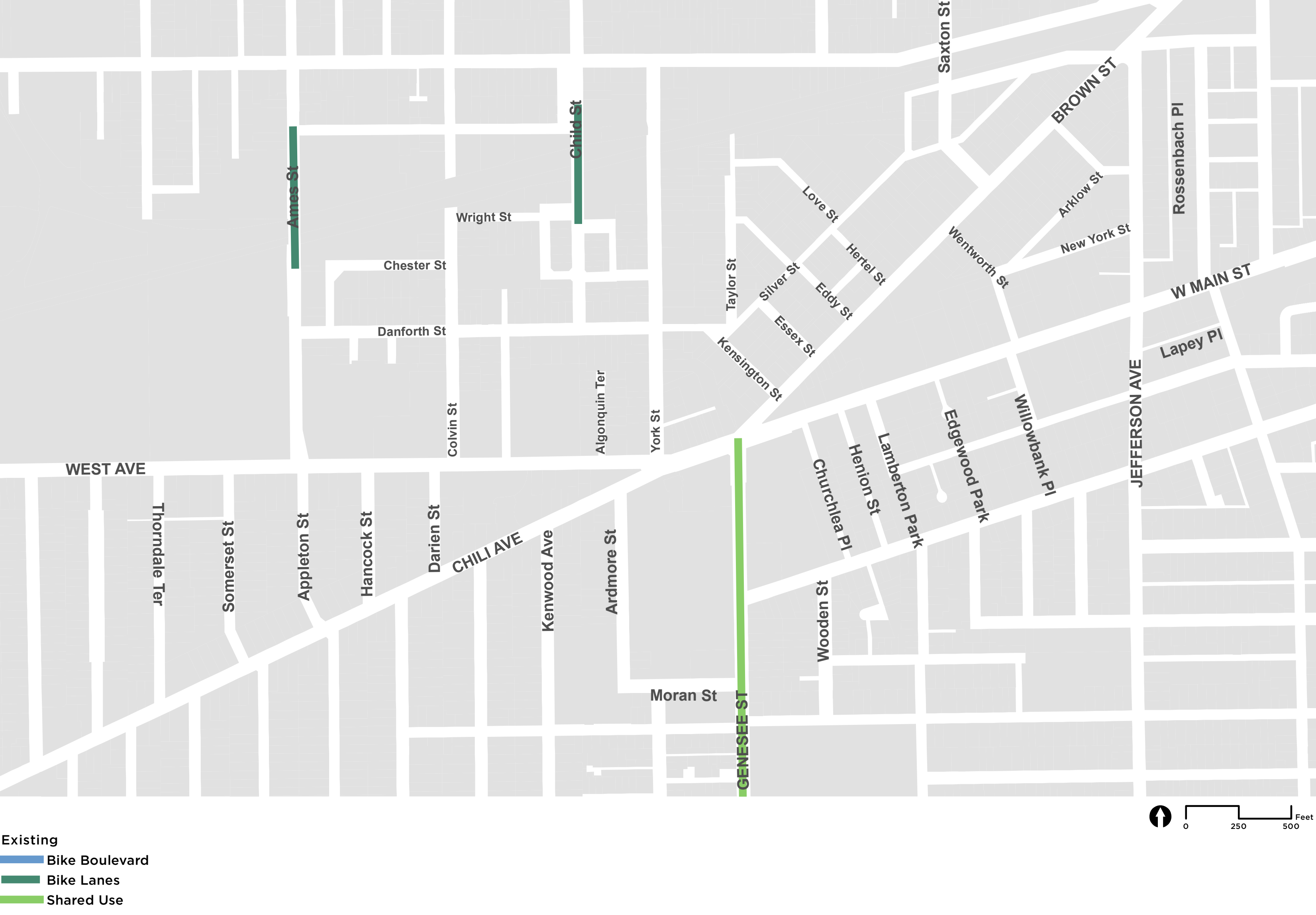
The major roads within the BOA act as a [conduit for several transit routes](#) going to and from downtown, including the 28, 25, 8, and 4 bus routes.

[Cross-neighborhood access is limited](#) outside of these downtown-oriented routes.

	Weekday (until 8 PM)	Weeknight (after 8 PM)	Weekend
4	20-40	75	60
6	25-45	75	60
8	40-60	75	60 Sat / 120 Sun
9	30-60	75	60
25	30-60	n/a	90
28	40	75	60 Sat / 120 Sun



## BICYCLE ROUTES



There are [limited bicycle facilities](#) within the BOA.

The only dedicated bicycle lanes within the BOA are on Ames Street and Child Street. These lanes are associated with the road underpasses and do not continue into the adjacent neighborhoods.

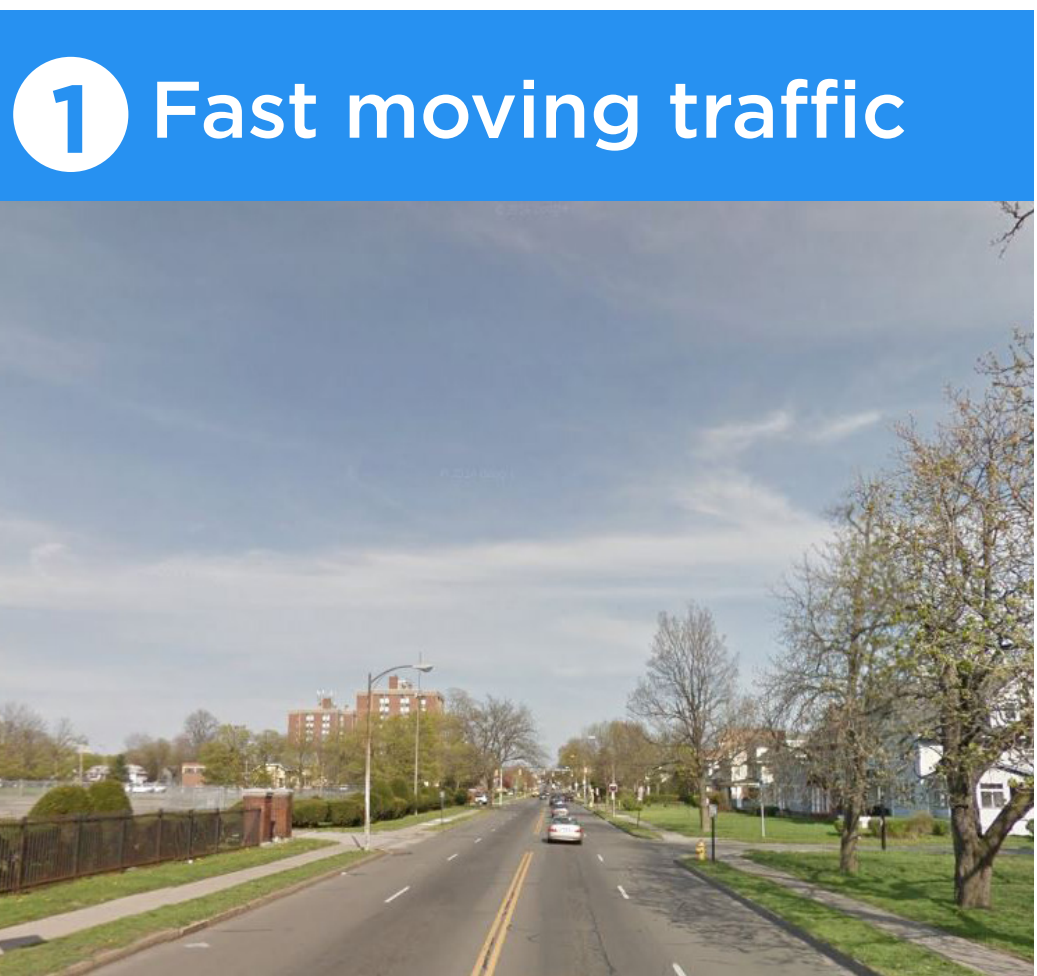
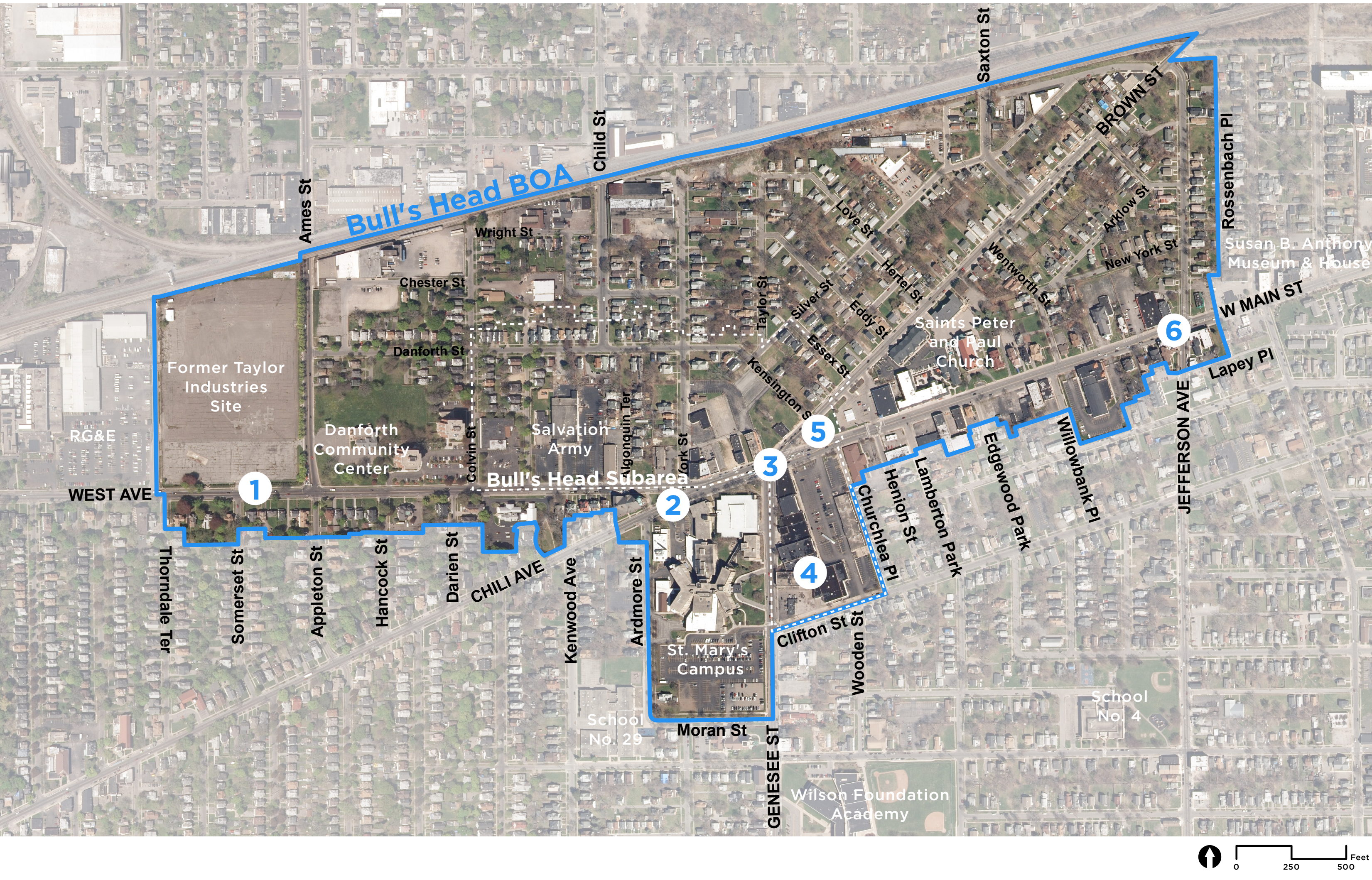
Genesee Street is marked for shared-use, but has a high daily vehicle traffic volume.



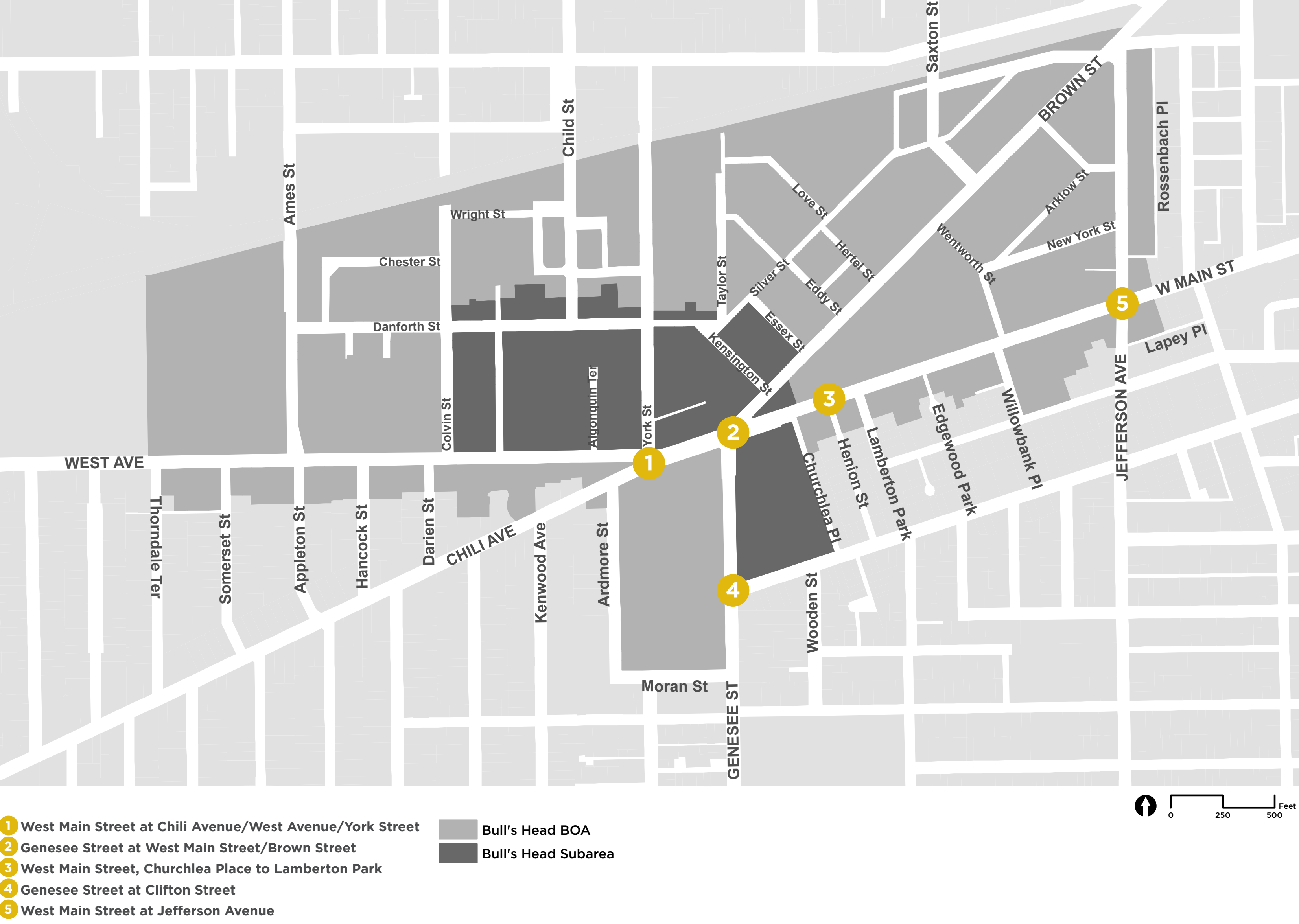


# TRANSPORTATION

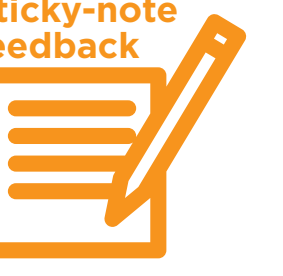
## PEDESTRIAN REALM & AMENITIES



## SAFETY AND OPERATIONAL ISSUES



Intersection	Safety and/or Operational Issues
1 West Main Street at Chili Avenue/West Avenue/York Street	<ul style="list-style-type: none"><li>Shallow angles</li><li>Prohibited turns</li><li>Relatively wide intersection</li><li>Pedestrian signal phasing is long</li></ul>
2 Genesee Street at West Main Street/Brown Street	<ul style="list-style-type: none"><li>Shallow angles</li><li>Lengthy conflict zones</li><li>Long crosswalk distances</li><li>Improper yielding</li></ul> A Safety Study will be completed by County DOT
3 West Main Street at Churchlea Place to Lamberton Park	2009 Safety study identified conflicts around the Rite Aid driveway and Henion Street
4 Genesee Street at Clifton Street	A Safety Study will be completed by County DOT
5 West Main Street at Jefferson Avenue	Recent study found above average collision rates, but did not reveal any accident or operational problems in need of countermeasures

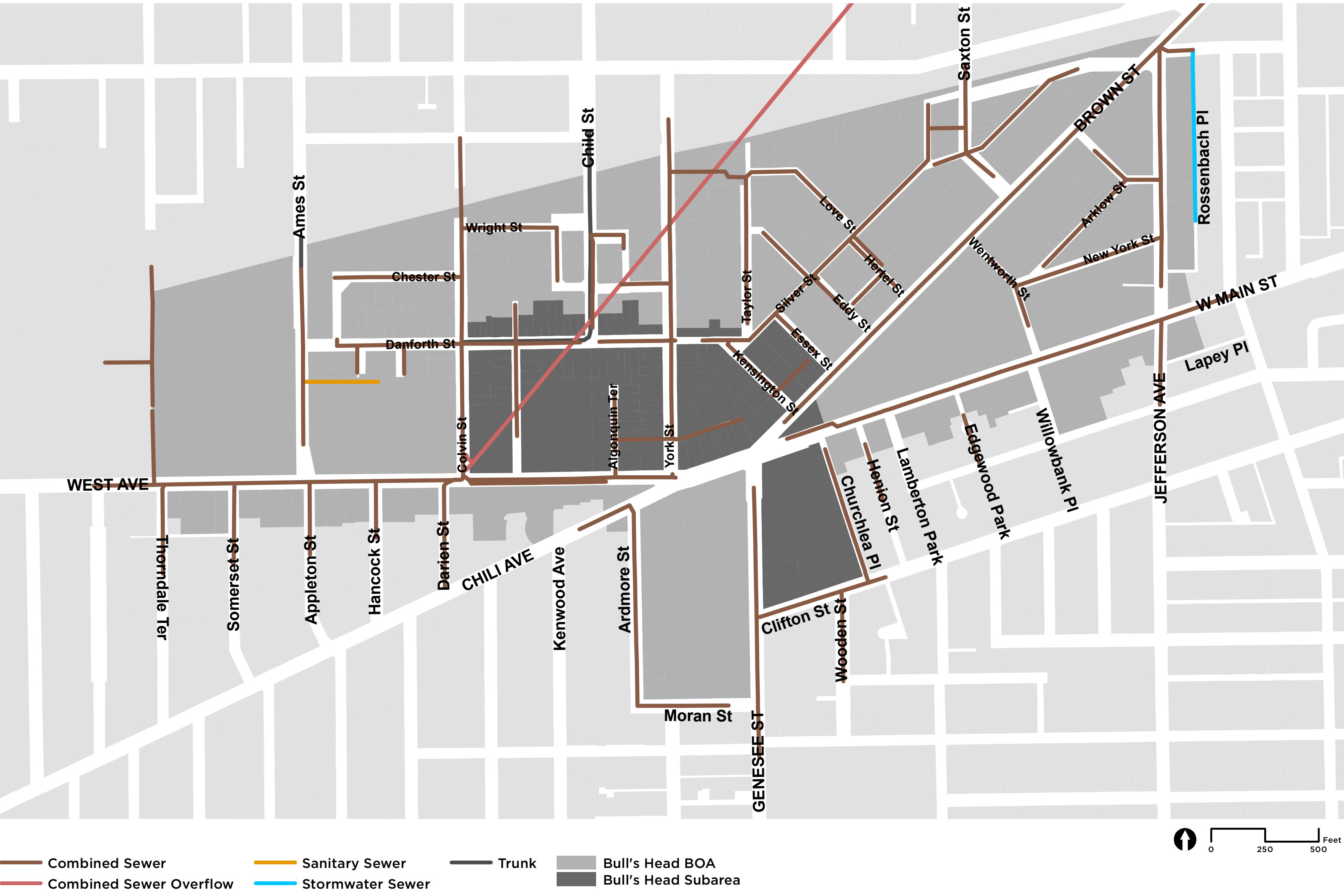


**Pedestrian and vehicular traffic safety concerns will continue to be investigated.** Monroe County is completing a safety study for the intersection of Genesee Street, West Main Street, and Brown Street, and for the intersection of Genesee Street and Clifton Street.



# INFRASTRUCTURE

## SEWER

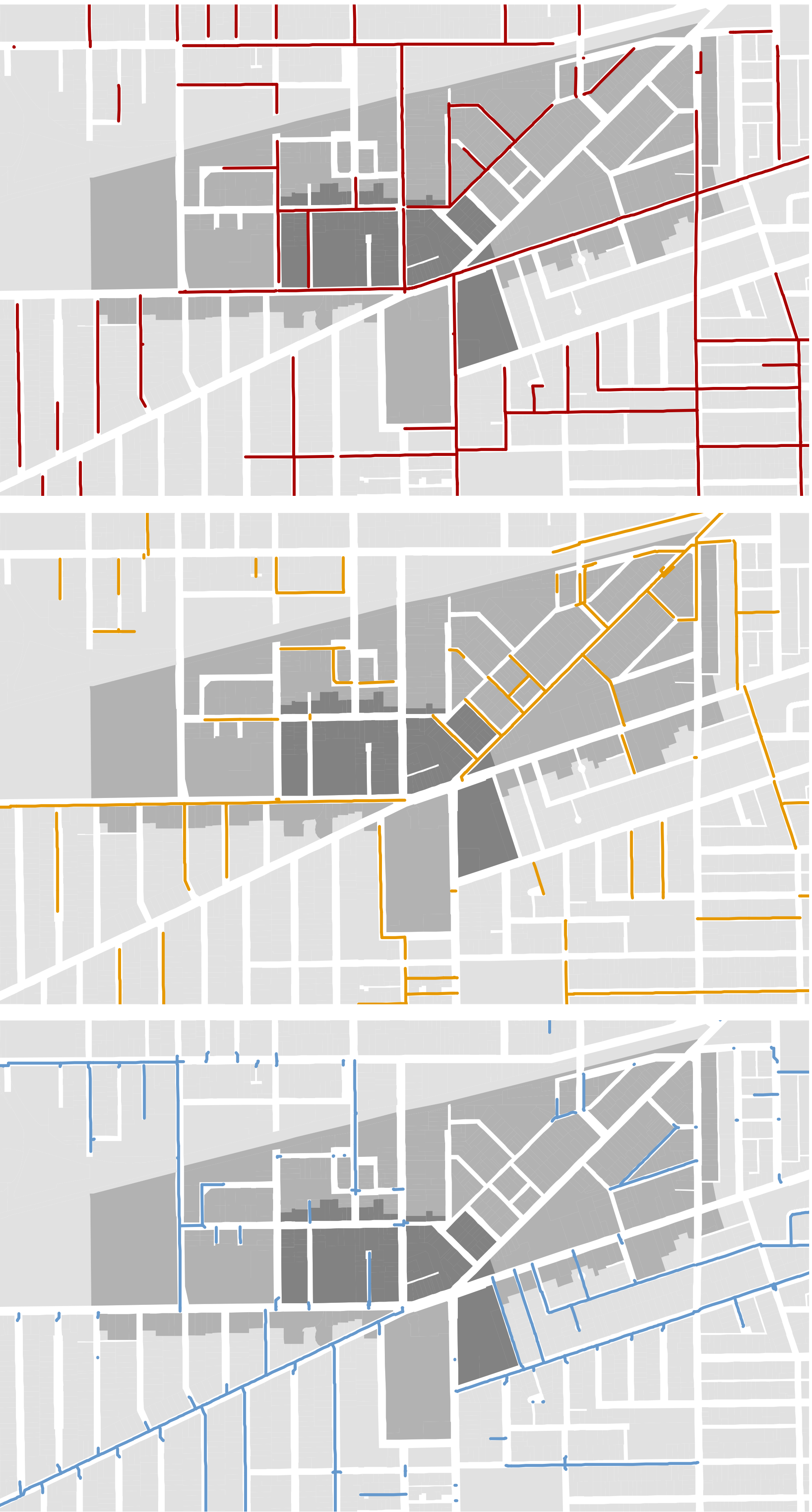


The majority of the BOA includes combined sewers. These types of sewers collect both sewage from buildings and stormwater runoff from parking lots and streets.

If the combined flow exceeds the peak design flow of the sewage treatment facility, combined sewer overflows result and contaminate nearby waterways.



## WATER



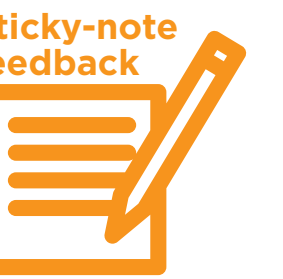
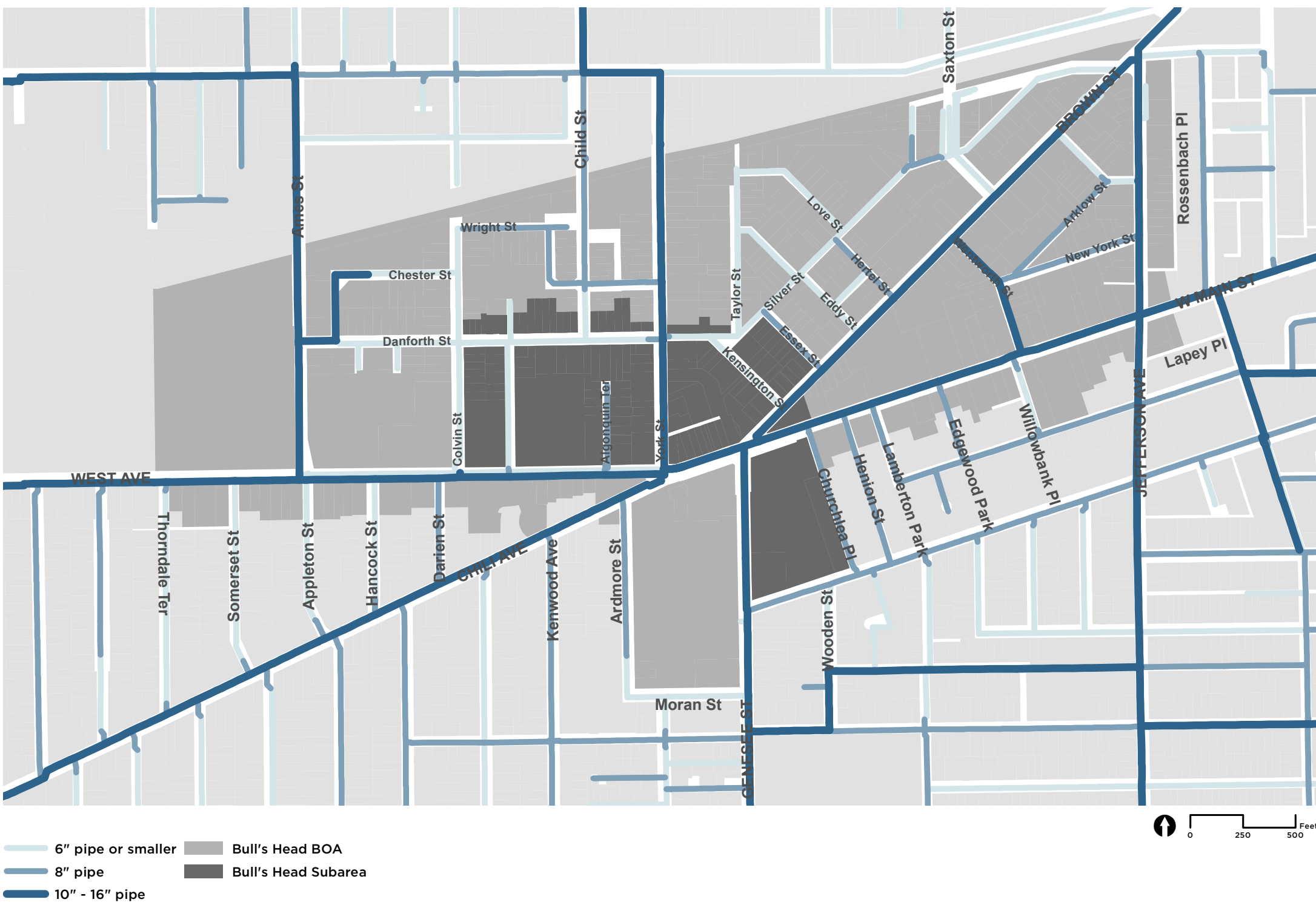
**Built Before 1900**

**Built Between 1900 - 1950**

**Built After 1950**

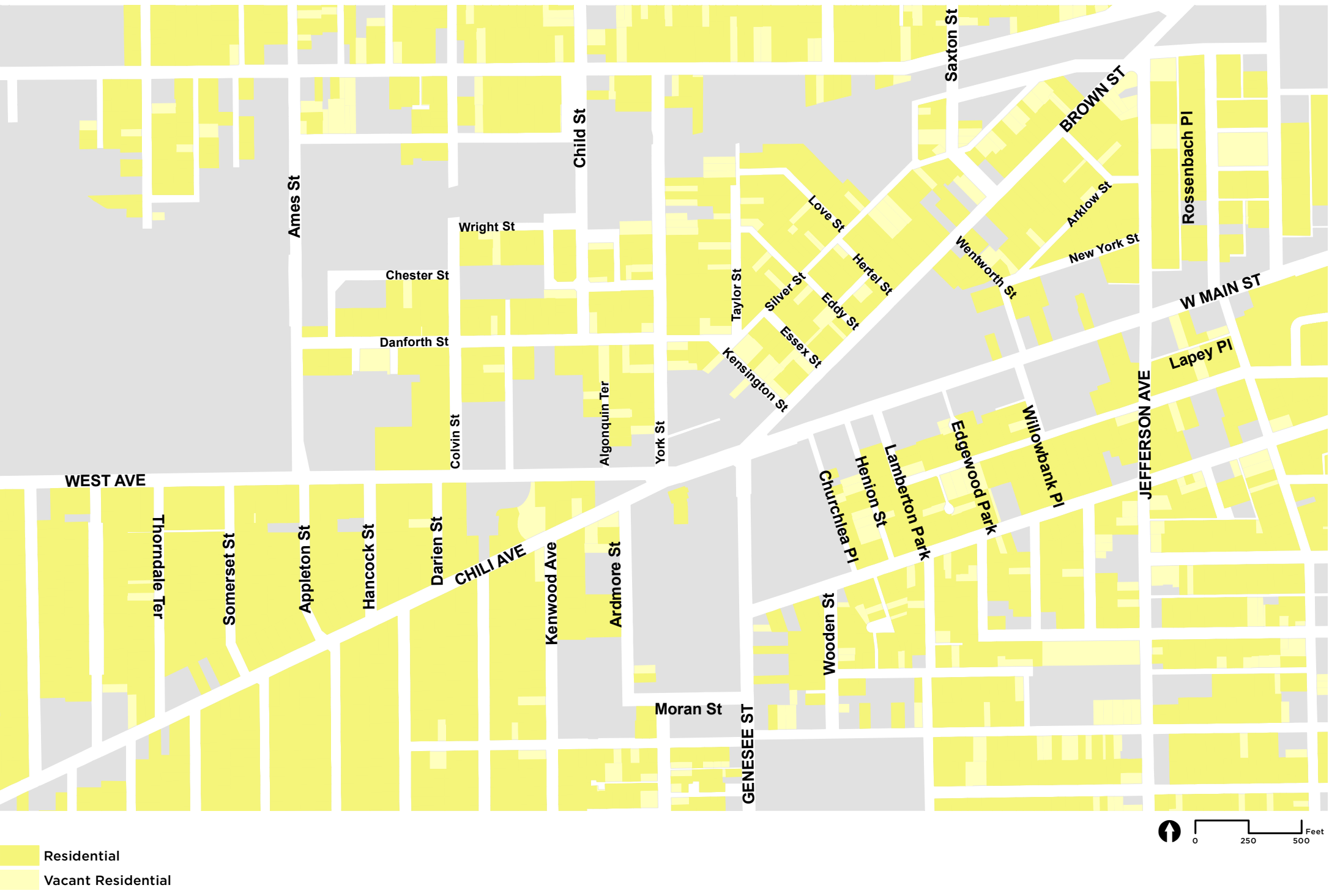
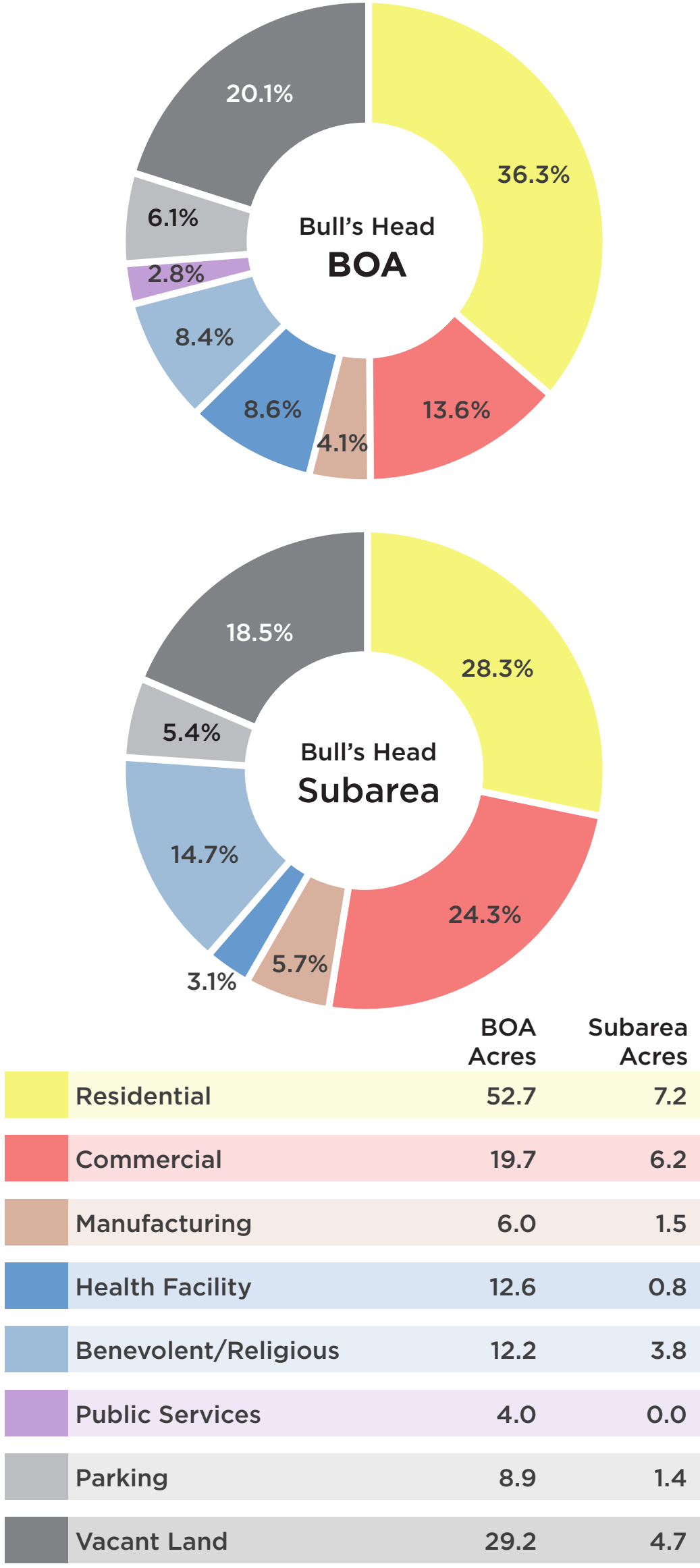
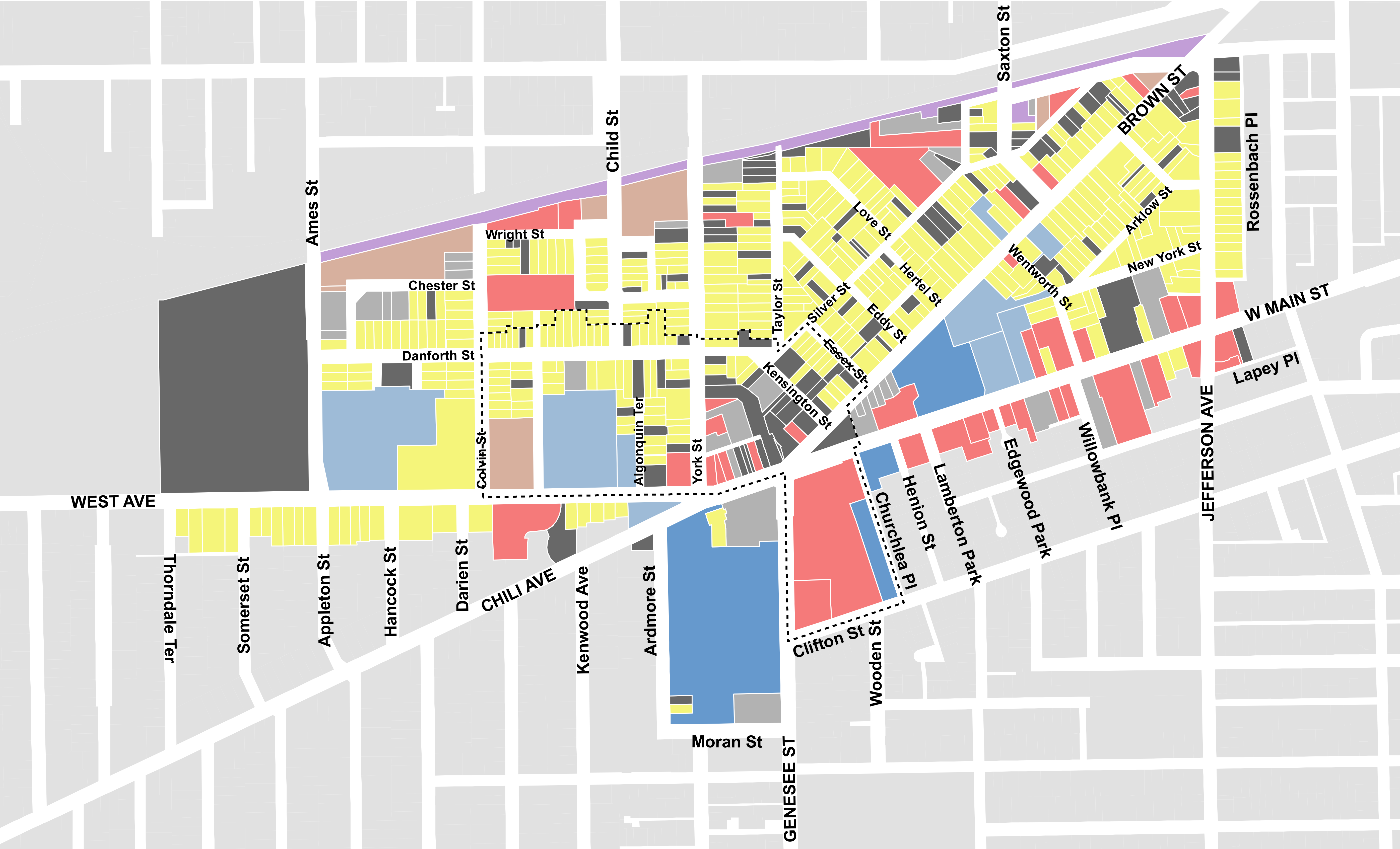
The capacity of water infrastructure will be evaluated in more detail once strategic sites are determined for reuse potential.

Within and around the BOA, a large percentage of the water infrastructure was built before 1950. This alone does not directly indicate a problem. Once strategic sites are being evaluated for reuse potential, the age and capacity of the adjacent water infrastructure will be considered.

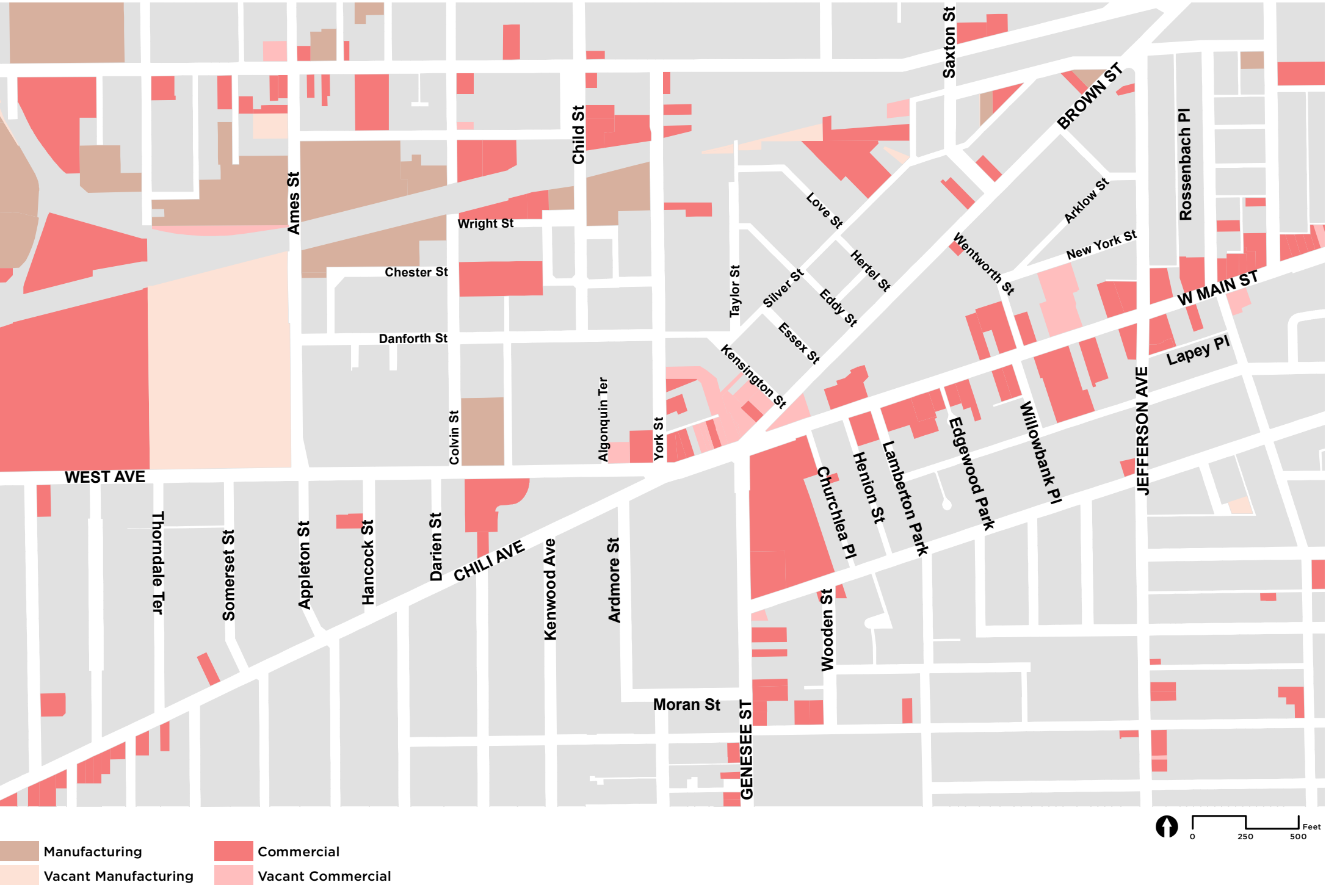




# LAND USE

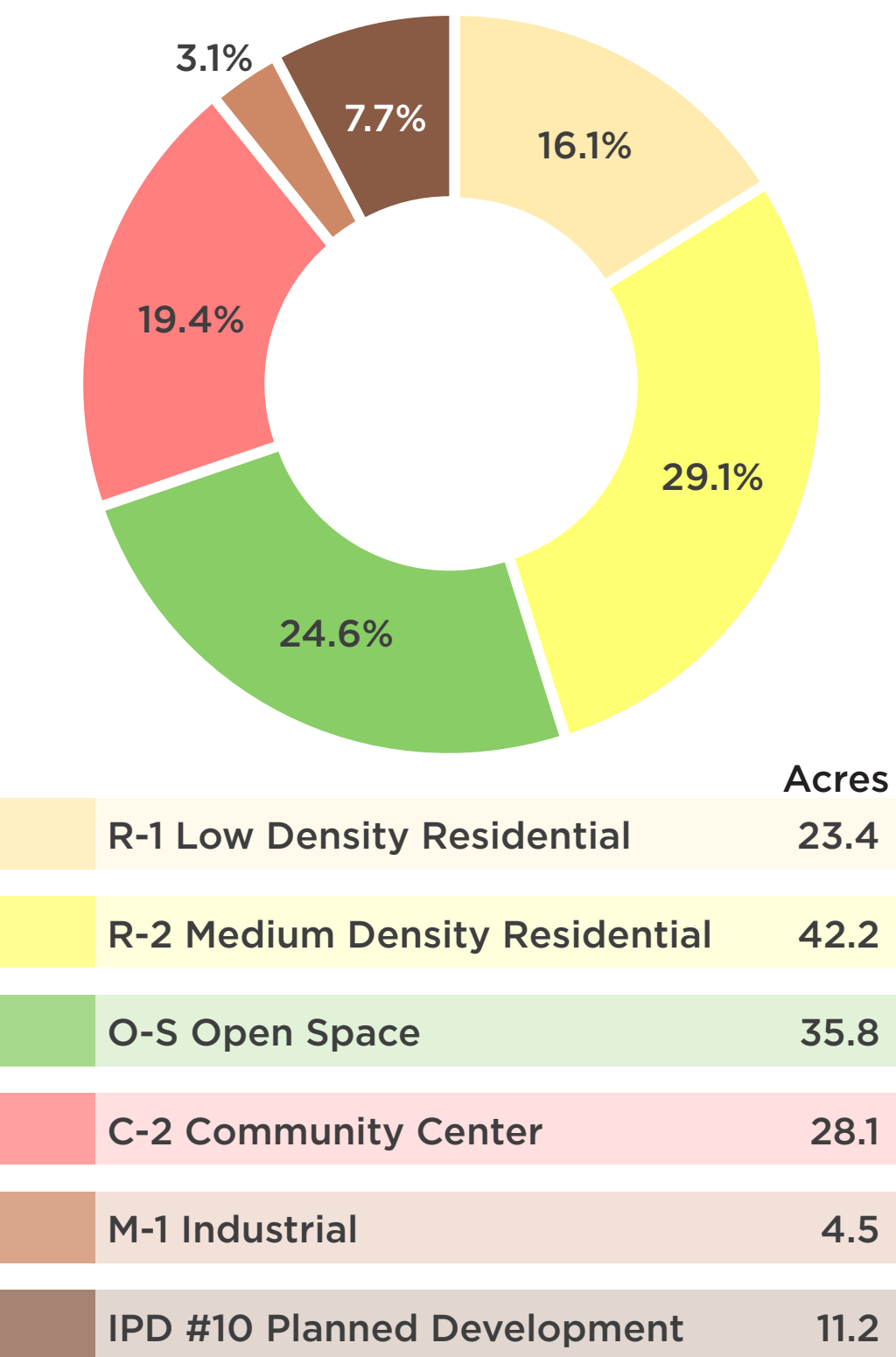
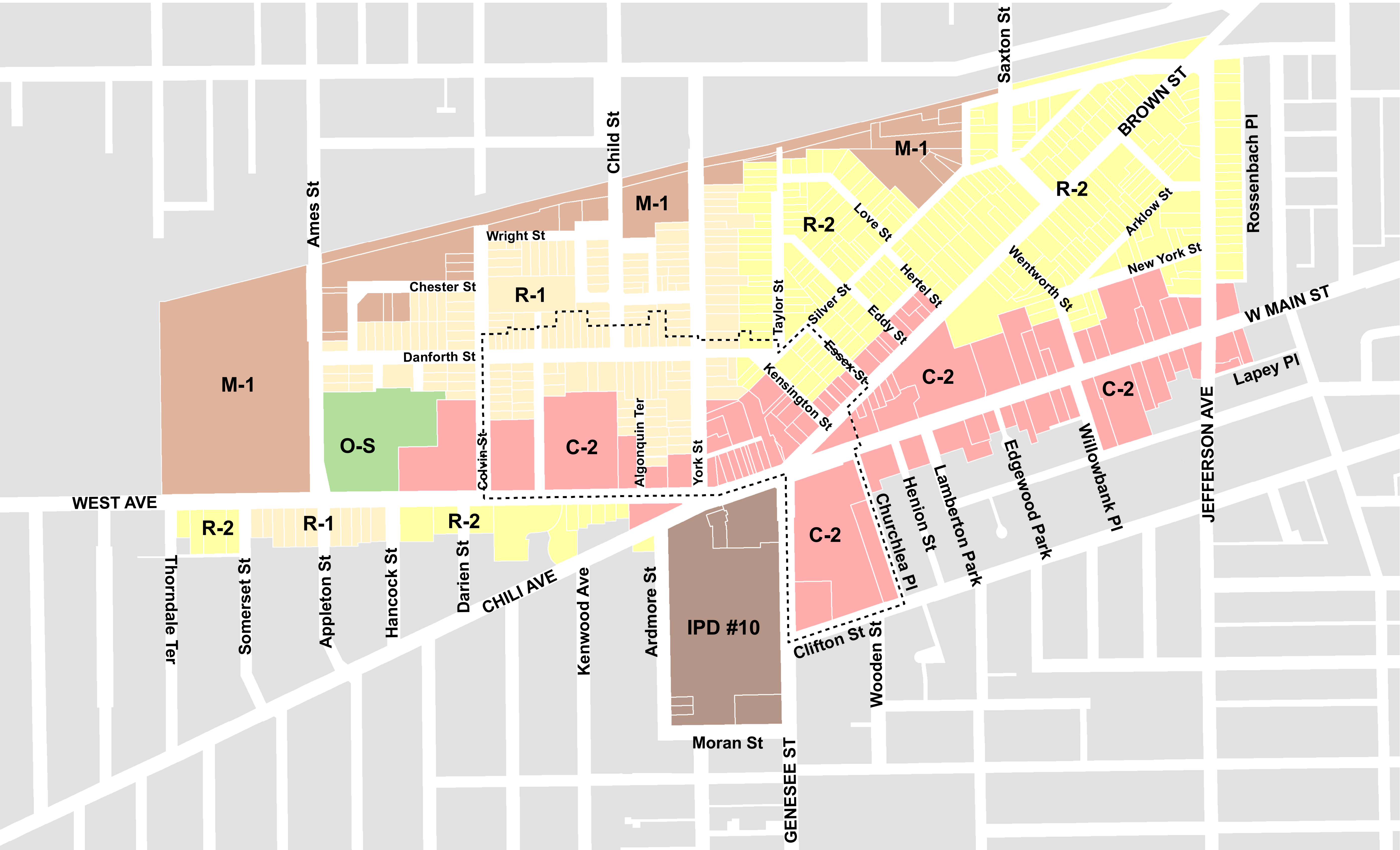


Within the BOA, much of the residential land is either surrounded by, or directly adjacent to, commercial or industrial land used for manufacturing. This can often cause conflicts due to the presence of noise, light, odor, and glare from commercial and manufacturing uses.





# ZONING



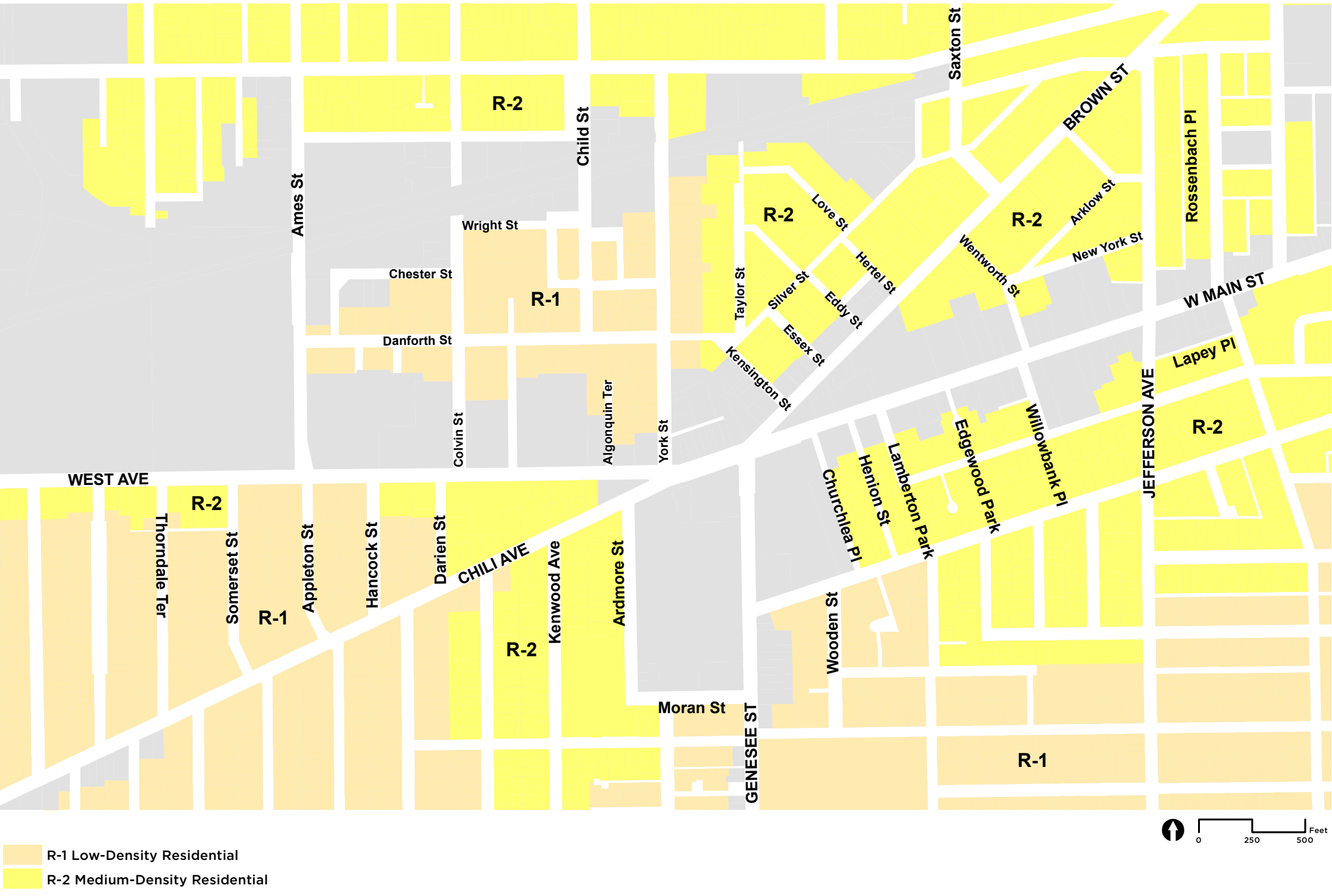
- R-1 Low-Density Residential

R-2 Medium-Density Residential

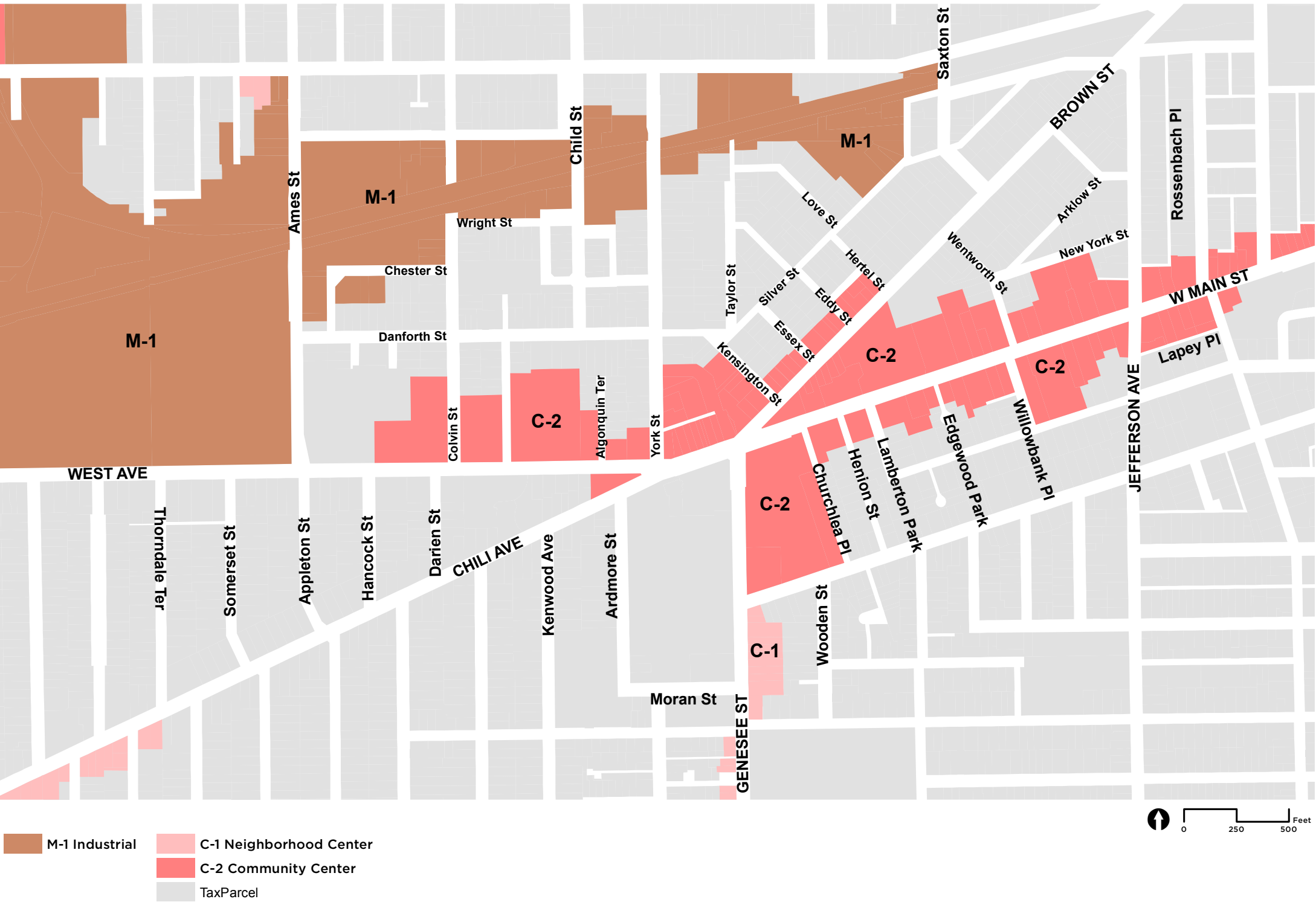
O-S Open Space
- C-2 Community Center

M-1 Industrial

IPD #10 Planned Development
- Bull's Head Subarea



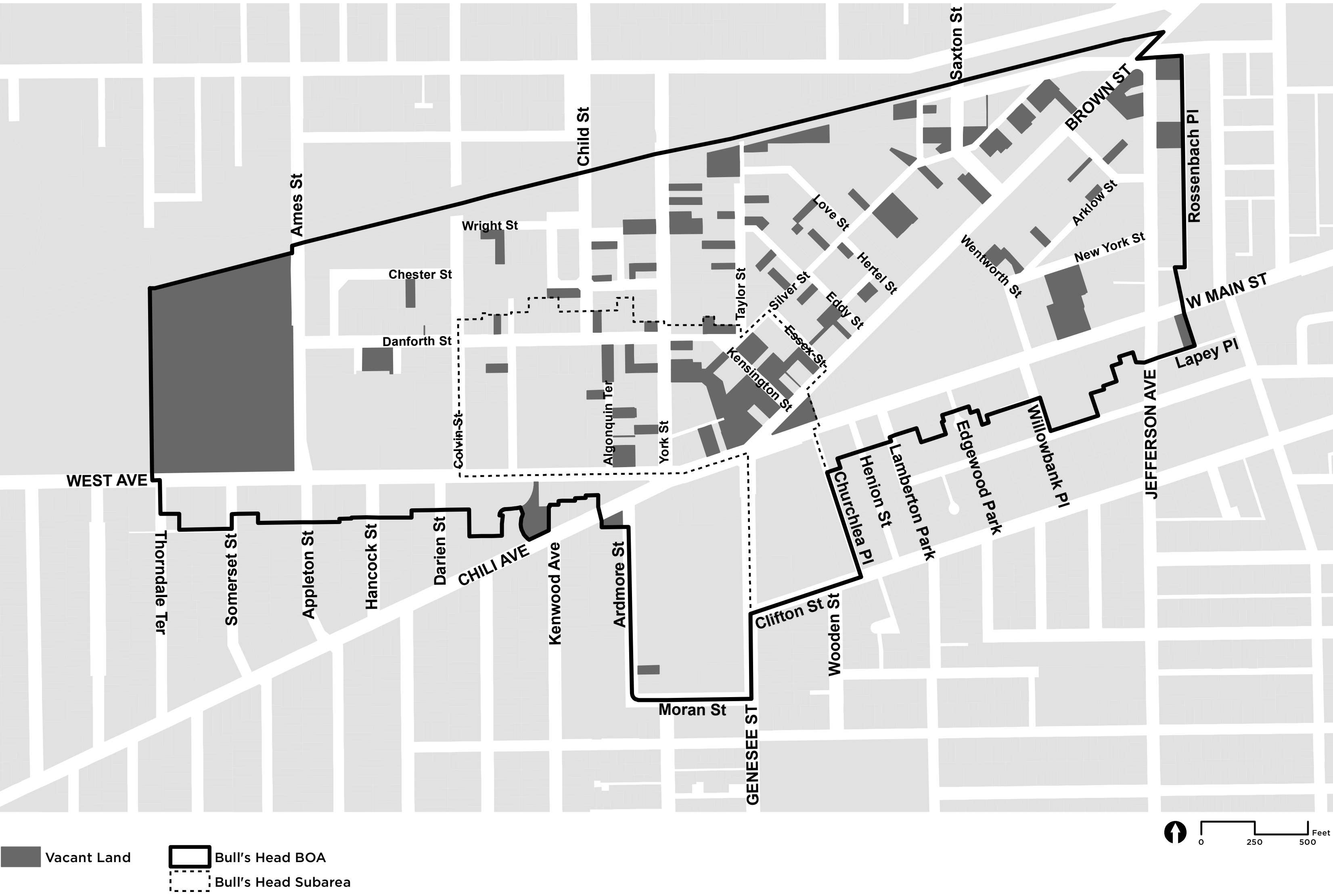
Land uses are regulated by the City’s Zoning Code. The BOA includes zones for residential, commercial, and manufacturing uses. [These zones exist adjacent to each other and have the potential for land uses conflicts.](#)





# VACANT LAND & OWNERSHIP

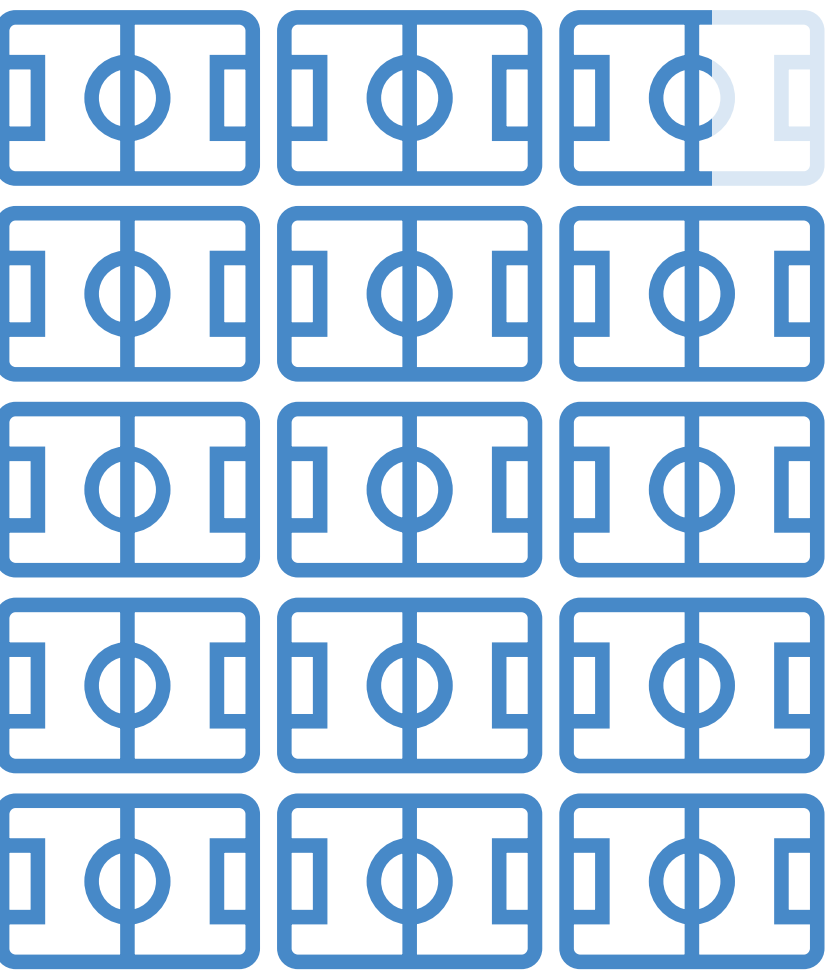
## VACANT LAND



Within the BOA, there is **29.2 acres** of vacant land.

This represents **20.1 %** of the BOA.

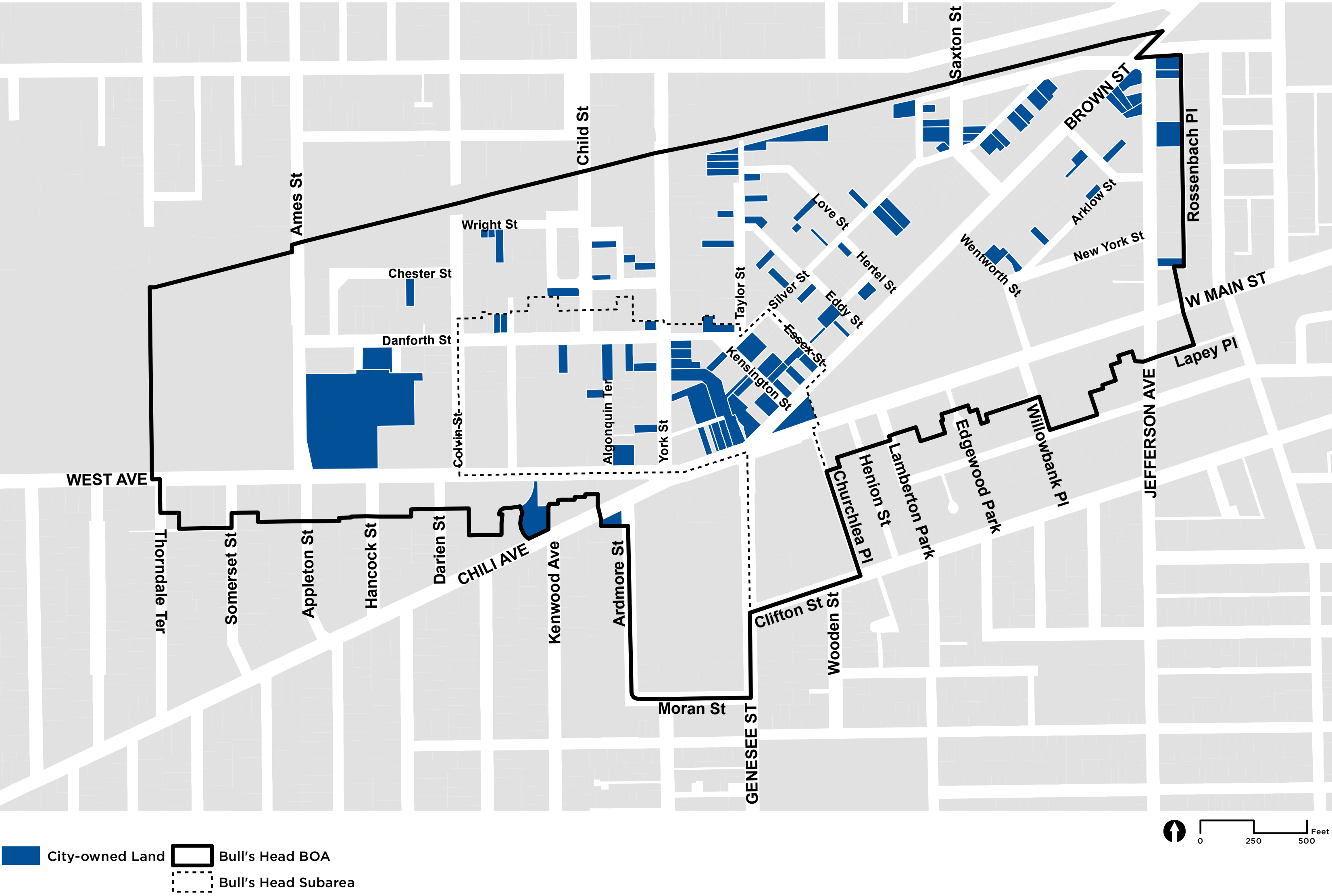
This land is equivalent to 14.6 soccer fields.



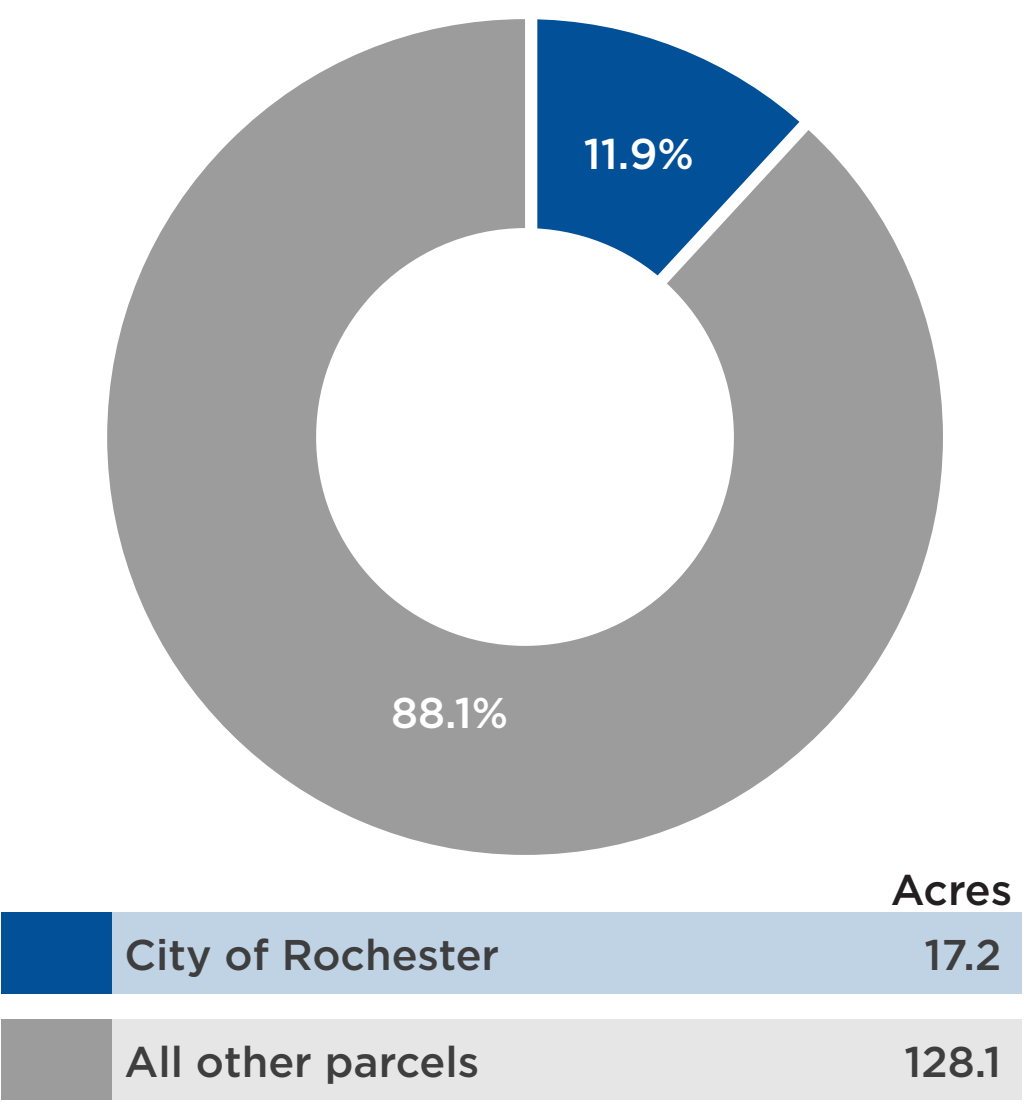
Additional land, such as unused parking lots, can be considered as vacant and will be evaluated during the analysis phase and the identification of strategic sites.



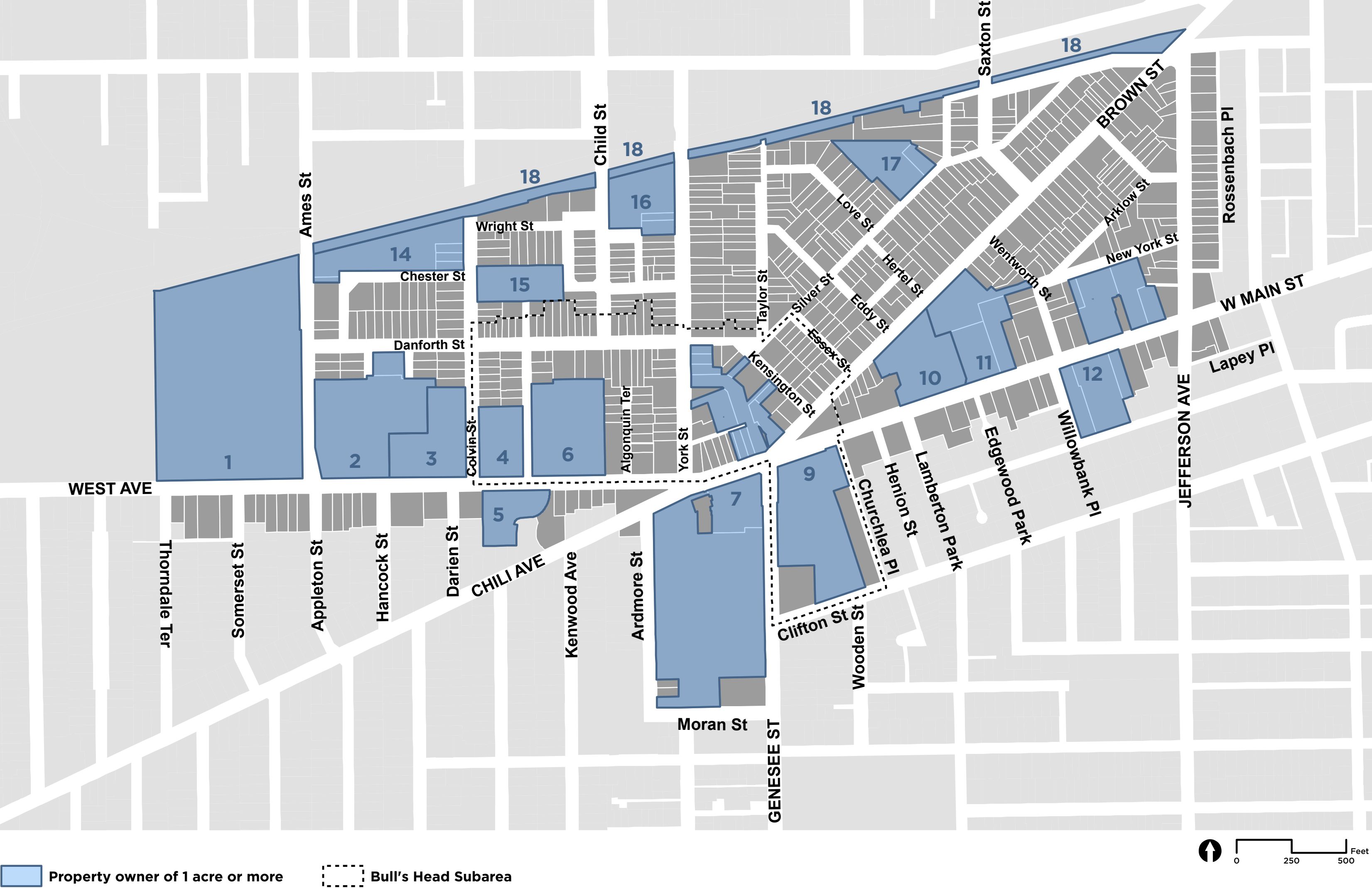
## CITY-OWNED LAND



Some of the land owned by the City includes **Lynchford Park** and the **Danforth Community Center**. Other land owned by the City includes former abandoned and blighted properties.



## LARGE PROPERTIES



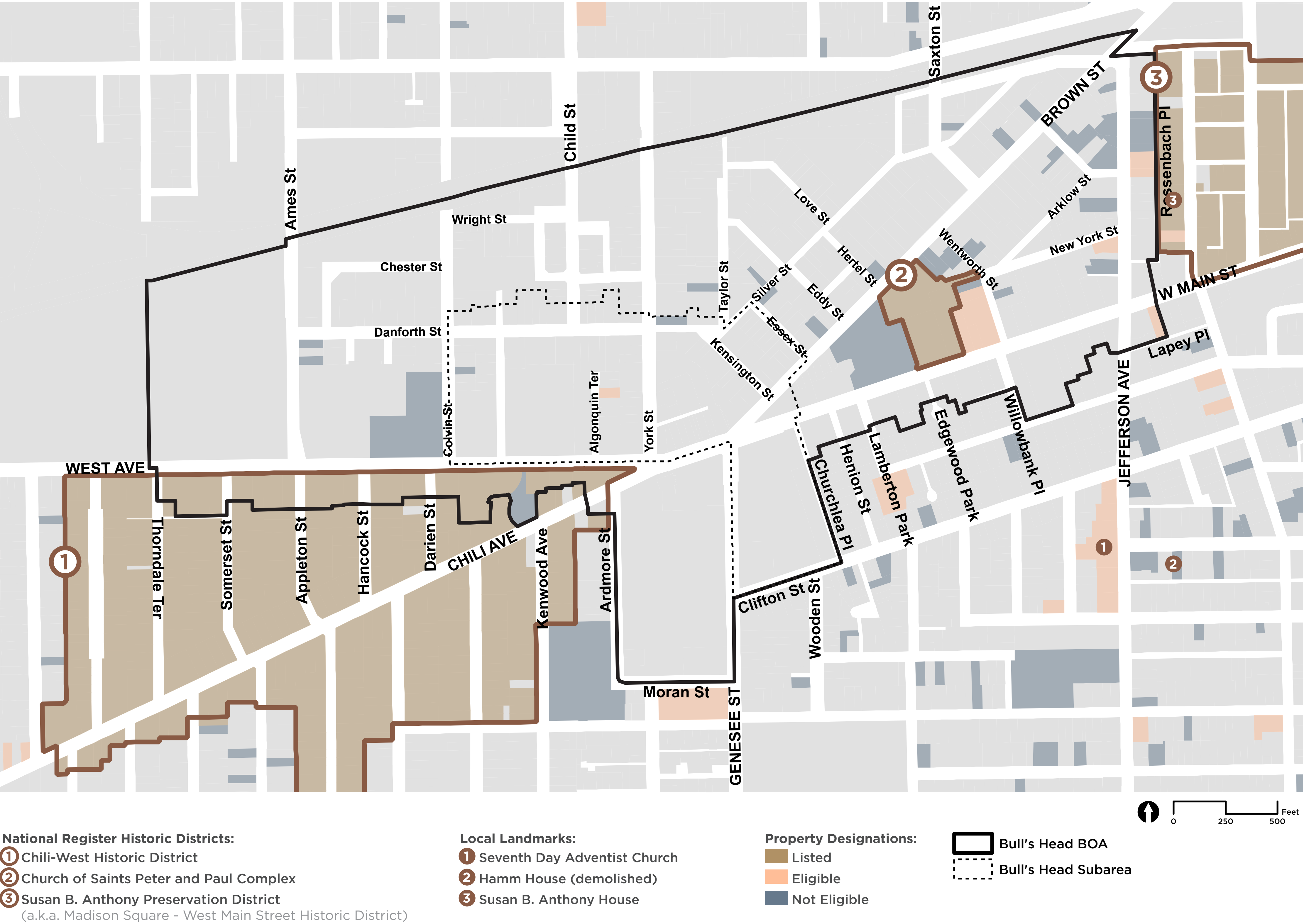
Within the BOA, **15 owners** control **65.5 acres** or **45.1 %** of the BOA.





# HISTORIC RESOURCES & POTENTIAL BROWNFIELDS

## HISTORIC RESOURCES



The BOA includes, and is adjacent to, many historic resources. During the analysis phase of the project these historic resources will be evaluated in more detail and will help identify key buildings and strategic sites for reuse.



## POTENTIAL BROWNFIELDS



The Potential Brownfields map to the left represents properties identified during Step 1. Additional environmental data has been collected. During the analysis phase of the project this information will be evaluated by the City Department of Environmental Services. This evaluation will result in a detailed list and revised map of potential brownfields.





# BULL'S HEAD NEIGHBORHOOD

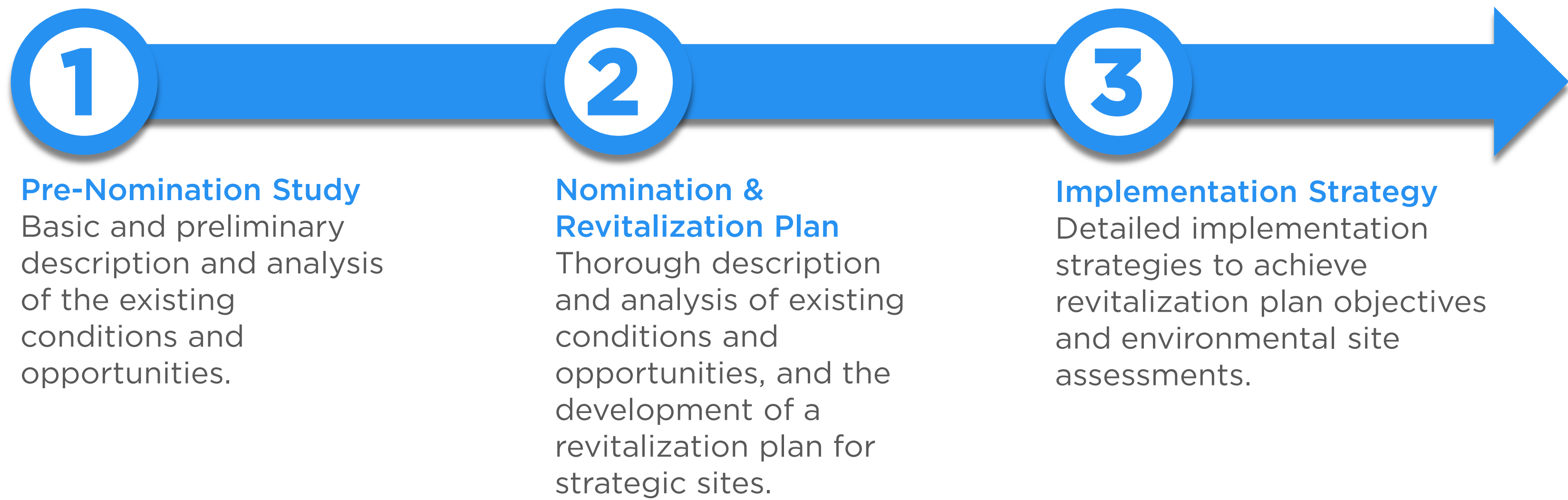
## BROWNFIELD OPPORTUNITY AREA PROGRAM

### What is a Brownfield?

Brownfields are all abandoned, underused sites, or real property where the redevelopment or reuse is complicated by the presence or perceived presence of environmental contamination.

### What is the Brownfield Opportunity Area Program?

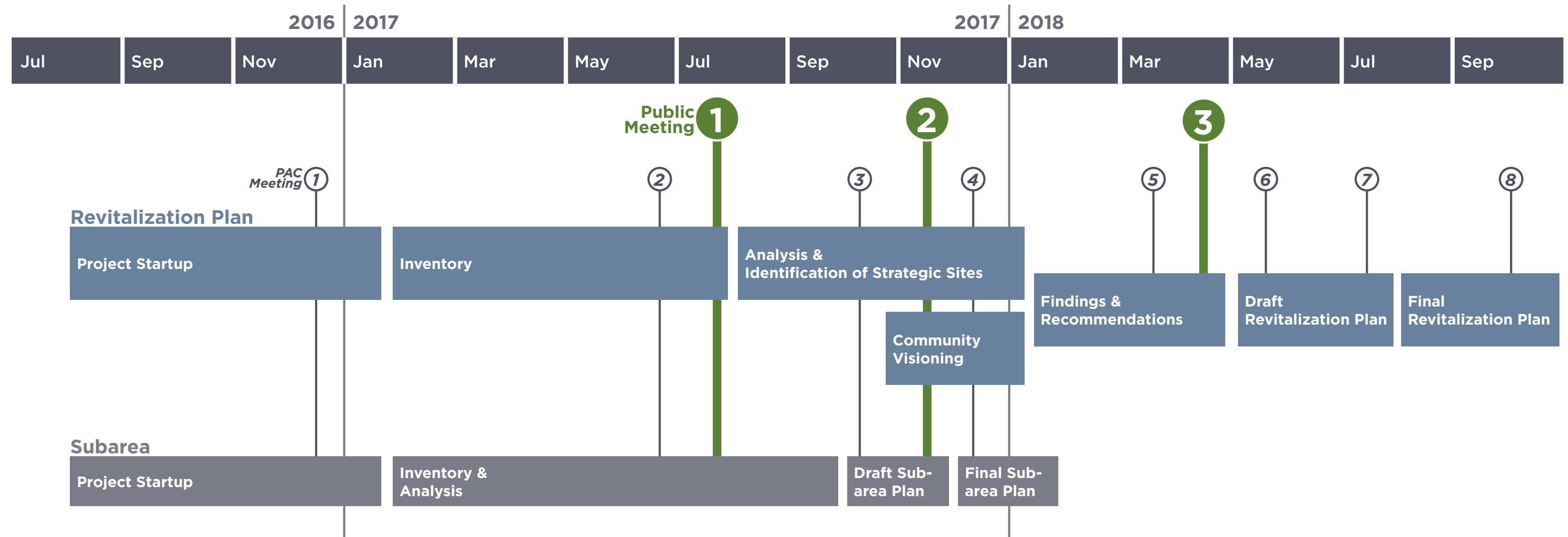
A 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment.



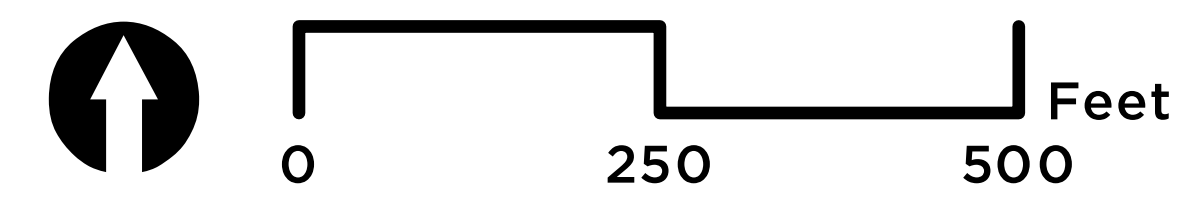
### How will the BOA Program benefit the Community?

- Address environmental justice issues
- Develop strategies to achieve revitalization
- Create public & private partnerships
- Prioritize public & private investment
- Inform environmental site clean-ups
- Create “shovel-ready” sites
- Market sites to attract investors
- Enhanced construction tax credits

### What is the timeframe of Step 2?









# BULL’S HEAD NEIGHBORHOOD

## Brownfield Opportunity Area Step 2 Revitalization Plan

Mayor Lovely Warren and the City of Rochester welcome you to learn more about the Bull’s Head Brownfield Opportunity Area (BOA) Program, planning efforts to-date, and offer your input as we plan for the future of this key western gateway.

### Meeting Agenda

- 6:00 pm Sign-in
- 6:10 pm Welcome Remarks
- 6:15 pm Presentation
- 7:00 pm Breakout Stations

### Project Description

The New York State Department of State’s Brownfield Opportunity Area Program is a 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment. The Bull’s Head Step 2 Revitalization Plan will identify the reuse

potential of strategic sites that will act as catalysts for revitalization, repositioning Bull’s Head as a vital and thriving community with a renewed sense of identity. This meeting is being conducted in conjunction with the New York State Department of State with funds provided under the Brownfield Opportunity Area Program.





