



BULL'S HEAD REVITALIZATION

NYS Brownfield Opportunity
Area Step 2: Nomination

Project Advisory Committee Meeting #1
December 07, 2016





This Project Advisory Committee Meeting #1 Presentation was prepared for the City of Rochester and the New York State Department of State with state funds provided through the Brownfield Opportunity Areas Program.

PAC Meeting #1

- 1.0 Introductions and Overview/Background
- 2.0 Brownfield Opportunity Area (BOA) Step 2: Nomination
- 3.0 Subarea
- 4.0 Next Steps

1.0 Introductions and Overview/Background

- City of Rochester
- NYS Department of State
- NYS Department of Environmental Conservation
- Consultant Team:
 - Fisher Associates (Prime Consultant)
 - Sub-consultants:
 - Highland Planning (public participation)
 - CJS Architects (concept development)
 - Ravi Engineering (inventory support)
 - HR&A Advisors (market analysis)
- 19th Ward Community Association
- Project Advisory Committee Members

2.0 BOA Step 2: Nomination

2.1 BOA Program Overview

2.2 Purpose and Need (Goals / Objectives)

2.3 BOA Boundary & Preliminary Strategic Site Identification

2.4 Existing Conditions / Land Uses / City-owned Property

2.5 Components and Timeline

2.1 BOA Program Overview

Step 1 Pre-nomination Study (Completed)

- Establishing study area
- Preliminary analysis of existing conditions and opportunities

Step 2 Nomination (Current study)

- Community vision, goals, and objectives
- Thorough analysis of existing conditions and opportunities
- Identification of strategic sites
- Revitalization Plan
- BOA Designation

Step 3 Implementation Strategy (Future)

- Techniques and actions to implement Revitalization Plan
- Identification of funding sources

2.2 Purpose and Need (Goals / Objectives)

- Revitalize neighborhoods and communities
- Build consensus on the future uses for the area
- Establish sustainable development goals and objectives
- Address a range of environmental problems
- Establish the multi-agency and private-sector partnerships necessary to leverage assistance and investments
- Address environmental justice concerns for communities which may be burdened by negative environmental consequences

3

Legend

- Bull's Head BOA

Aerial Date: April 2015

MAP Study Area

01 Bull's Head Brownfield Opportunity Area - Step 2

Scale: 0 0.05 0.1 0.2 Miles

2.3 Preliminary Strategic Site Identification

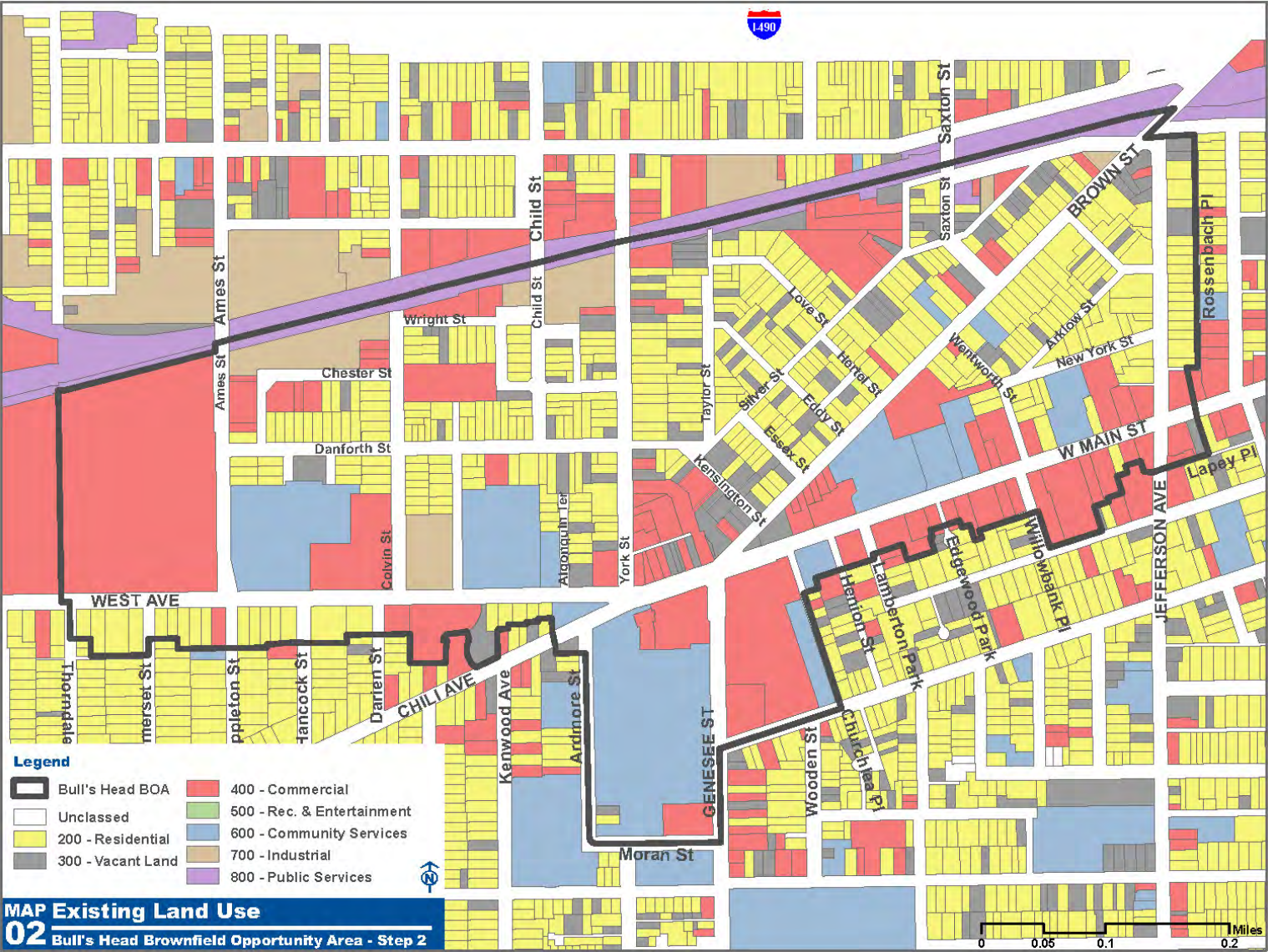
- Identification and reuse potential
- Stimulate economic development
- Provide a catalyst of revitalization
- Opportunities for new public amenities
- Opportunities for environmental clean-up

2.4 Existing Conditions



2.0 BOA Step 2: Nomination

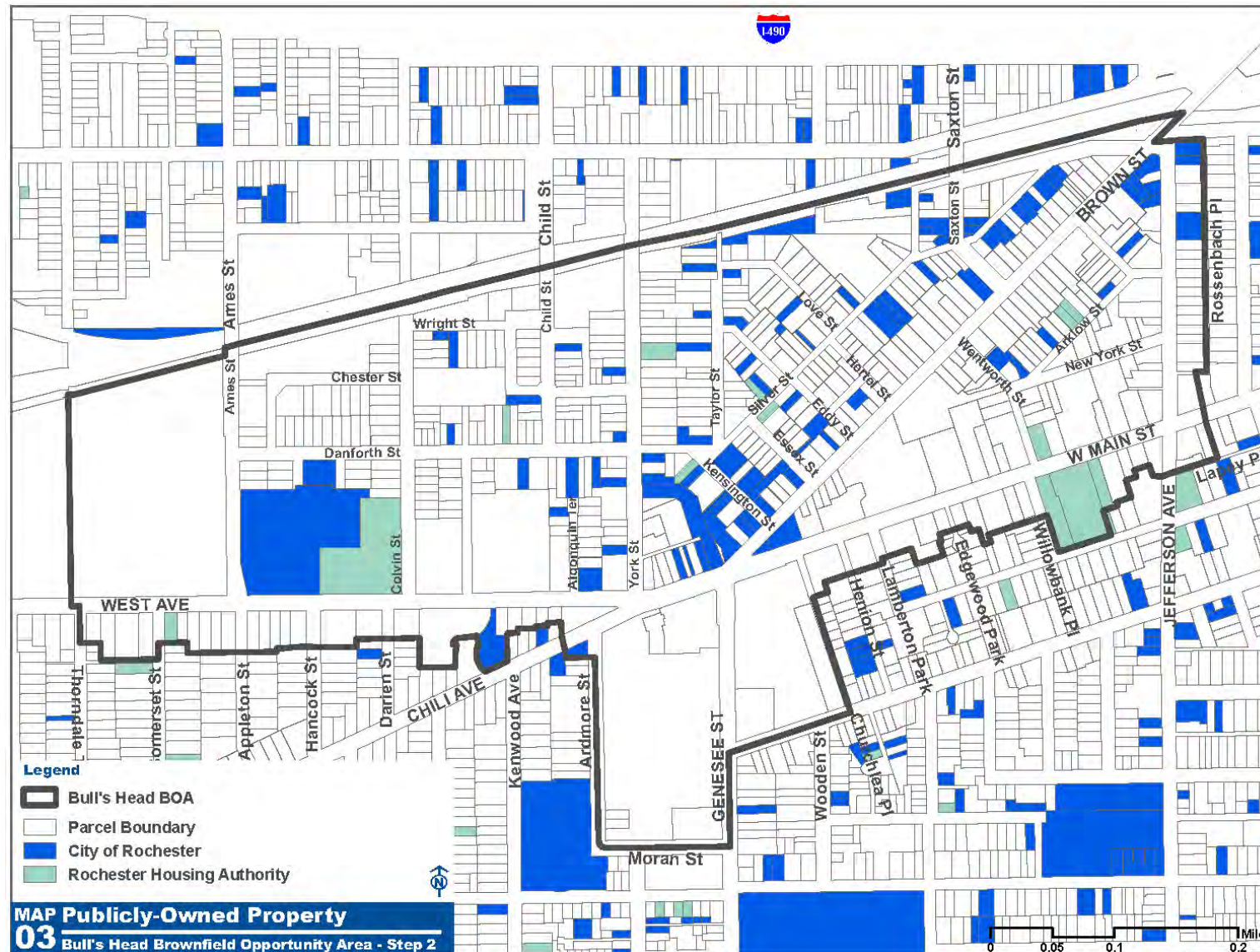
2.4 BOA Existing Land Use



2.0 BOA Step 2: Nomination

12

2.4 BOA Publicly-Owned Property



2.5 Components and Timeline

Components:

1. Project Start-up
2. Capacity Building
3. Community Participation and Techniques to enlist Partners
4. Draft Revitalization Plan
5. Completion and Distribution of the Draft Revitalization Plan
6. Final Revitalization Plan and advancing to BOA Program Step 3
7. NYS Environmental Quality Review
8. Project Report

Timeline:

24 Months

3.0 Subarea

3.1 Overview

3.2 Subarea Existing Conditions / Land Uses / City-owned Property

3.3 Prior Studies and related Land Use Analysis

3.4 Subarea boundary revision

3.5 Components and Timeline

3.1 Overview

- Blight designation
- Deteriorated physical conditions, factors, and characteristics



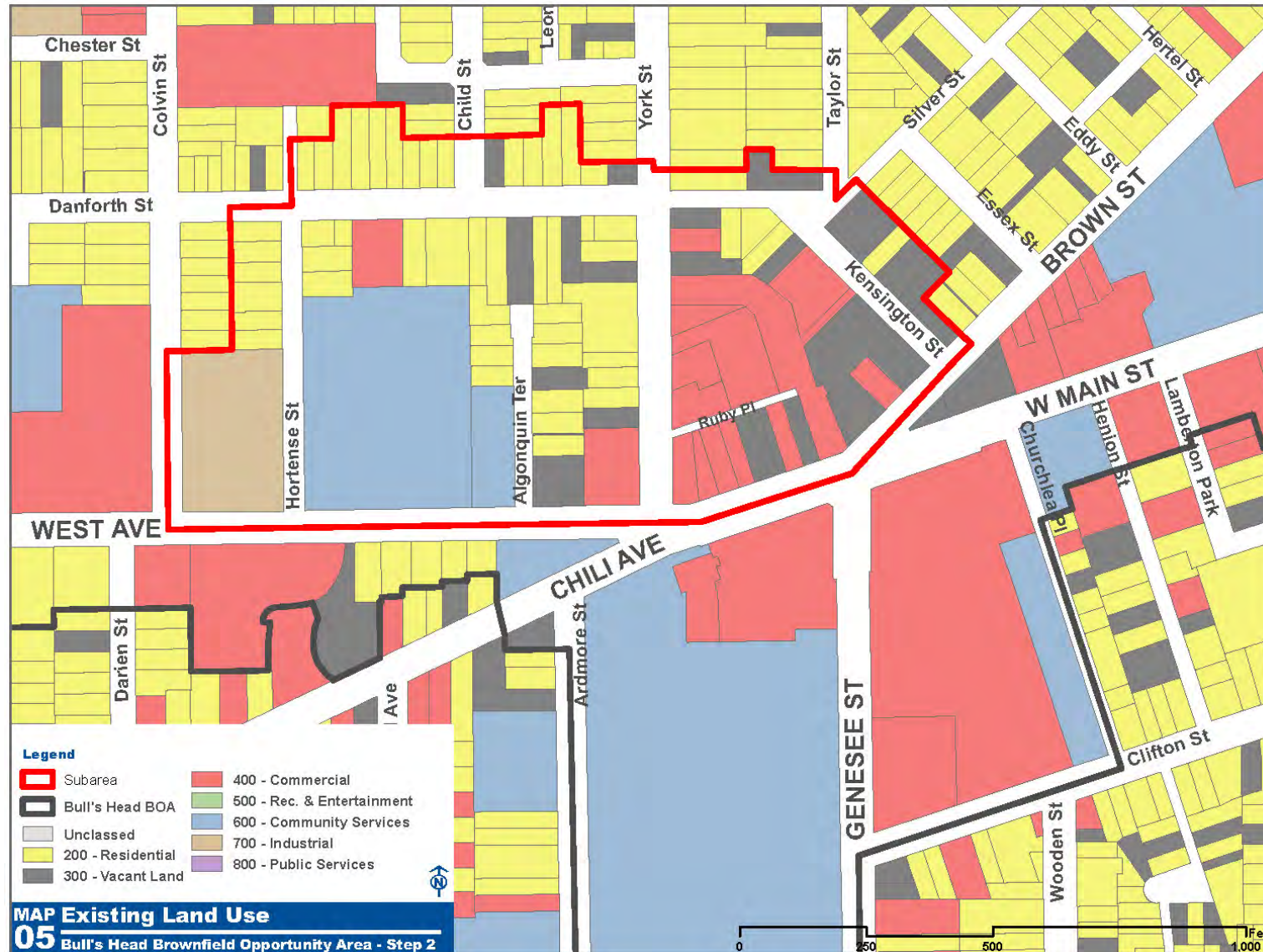
3.2 Subarea Existing Conditions



3.0 Subarea

17

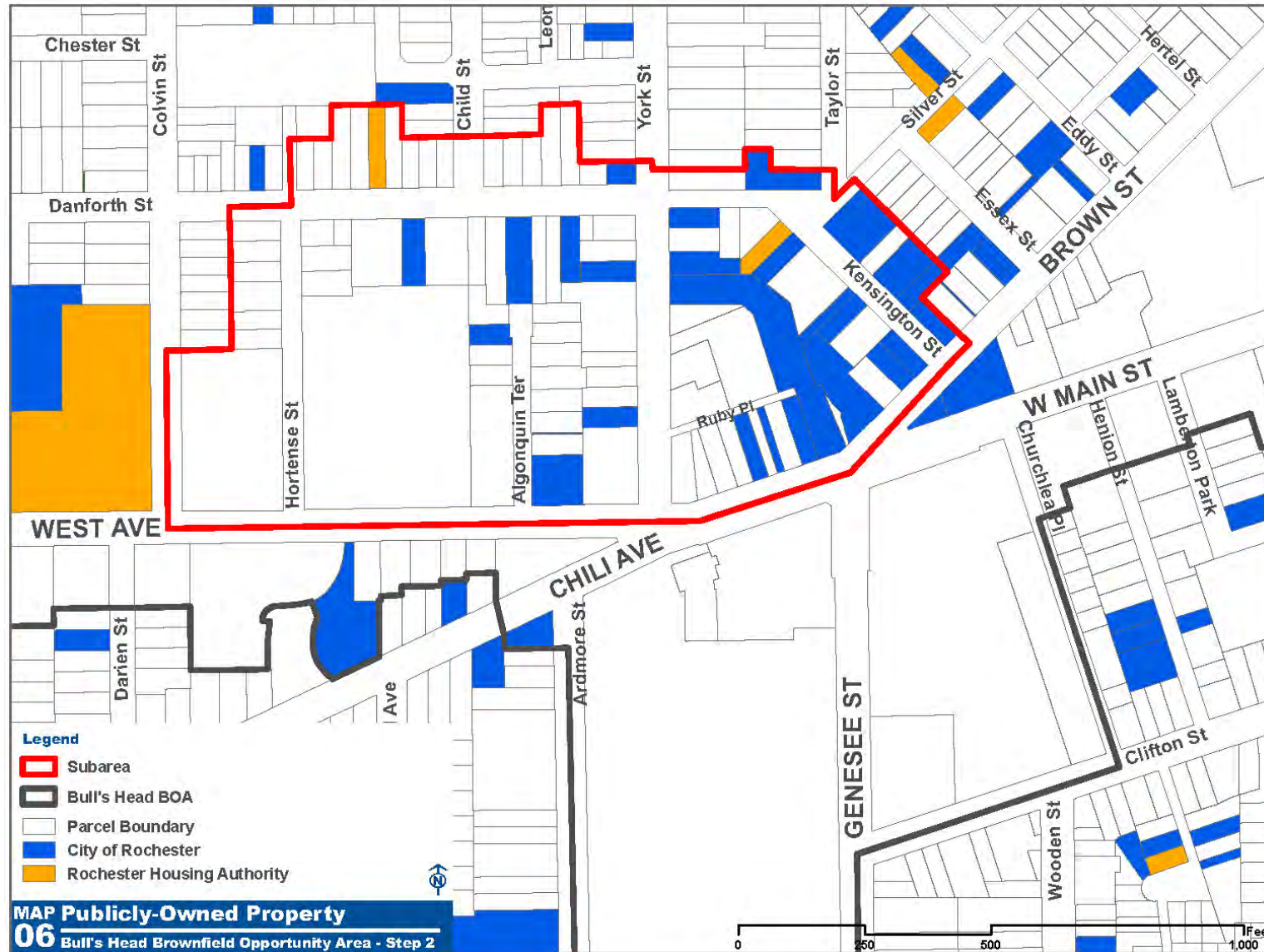
3.2 Subarea Existing Land Use



3.0 Subarea

18

3.2 Subarea Publicly-Owned Property



3.3 Prior Studies

Step 1 Pre-nomination Study (Clark Patterson, 2011)

Guiding Principles:

- Respecting human scale
- Sustainable patterns of development
- Landscaping and Streetscaping
- Mixed-use
- Multi-modal access
- History and character
- People promote activity
- Defensible space
- Attention to detail

3.3 Prior Studies

Community Design Workshop
(Clark Patterson, 2009)

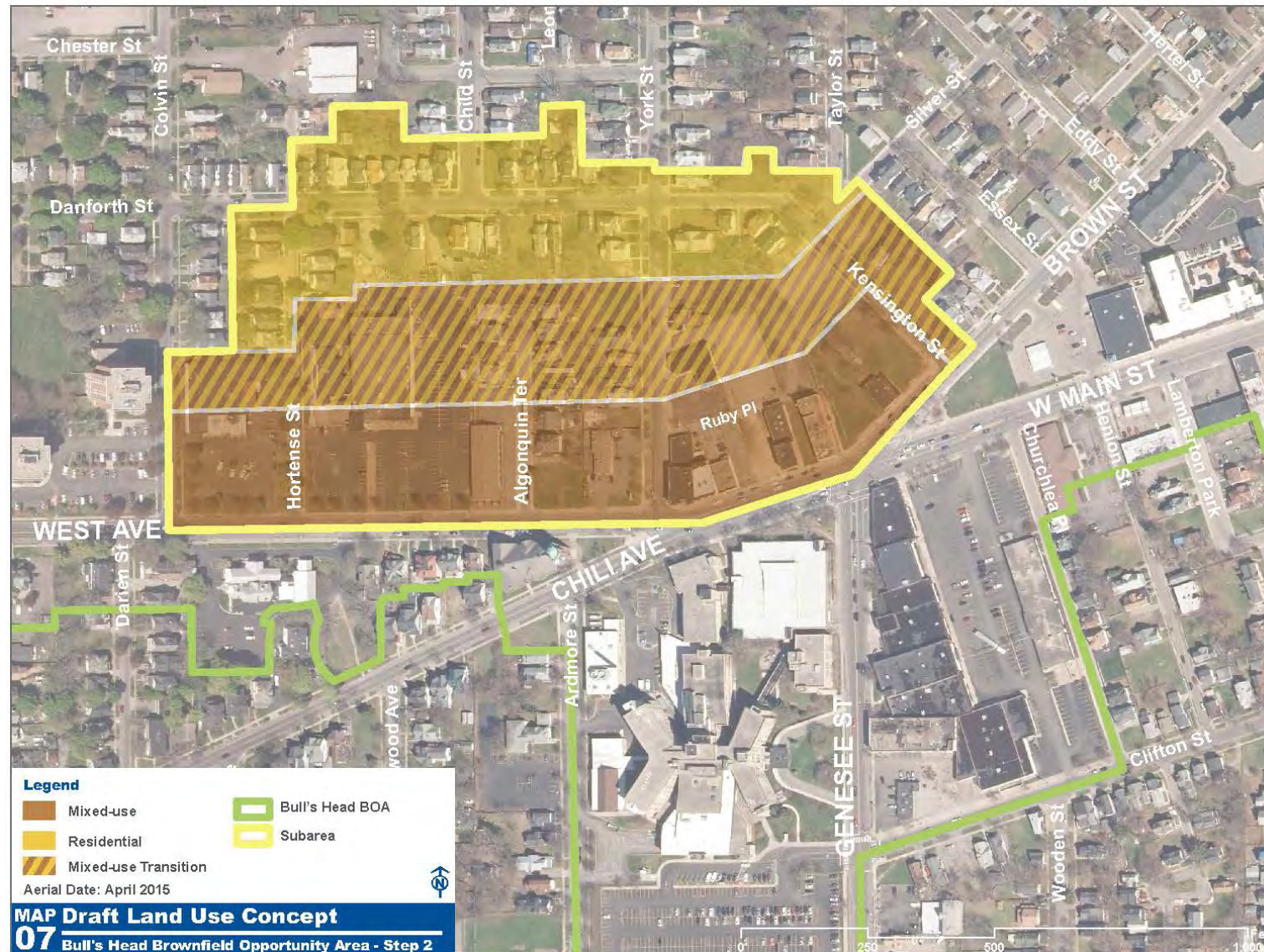
Recommendations:

- Signal synchronization
- Historic preservation
- Enhance existing crosswalks
- Expand new crosswalks
- Green Space
- Pedestrian amenities
- Retain mix of uses
- Diversity
- Police presence
- Improve connections
- Gateway identification
- Bull's Head Plaza
- Business-owner cooperation

3.0 Subarea

21

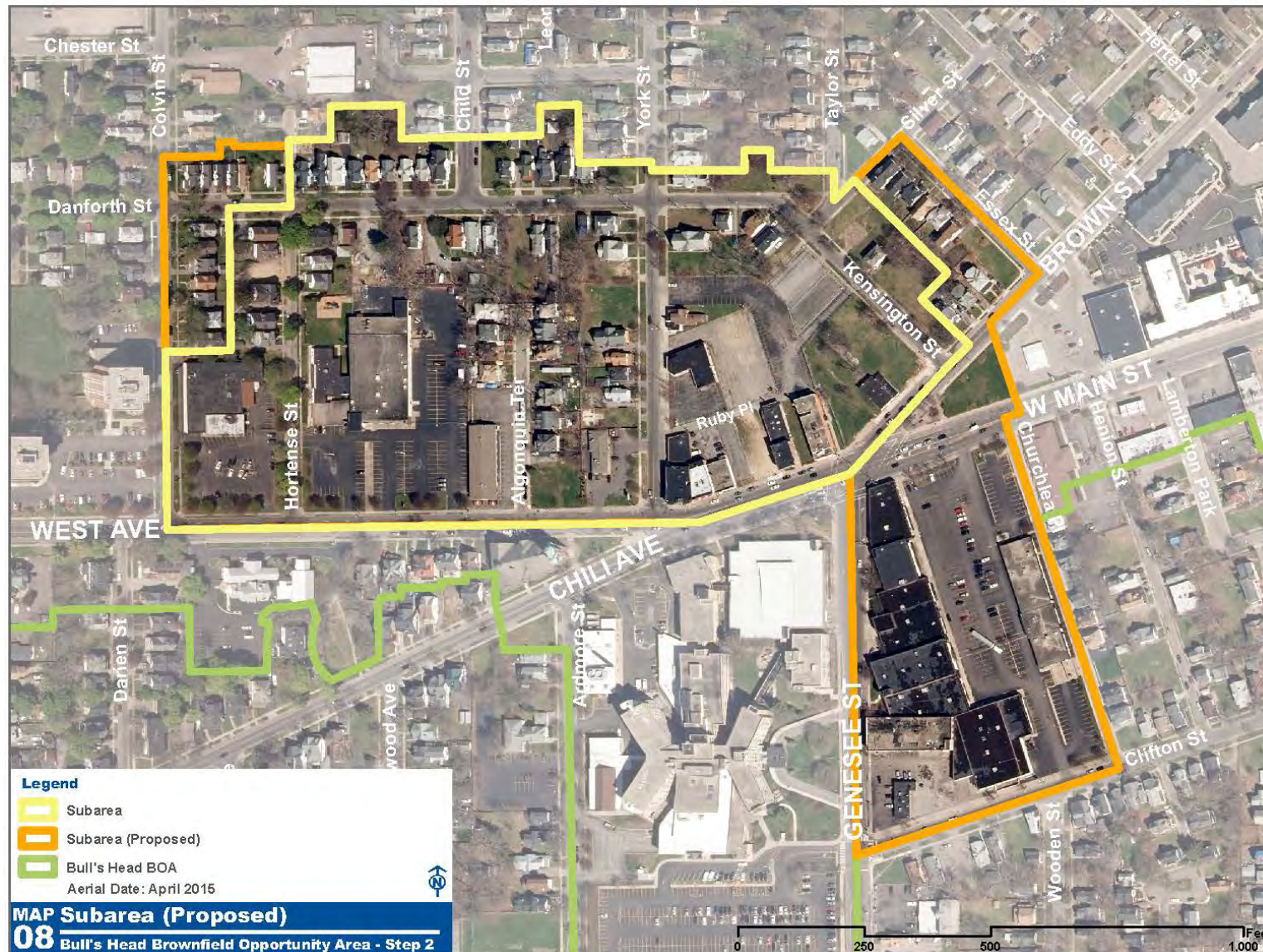
3.3 Preliminary Land Use Concept



3.0 Subarea

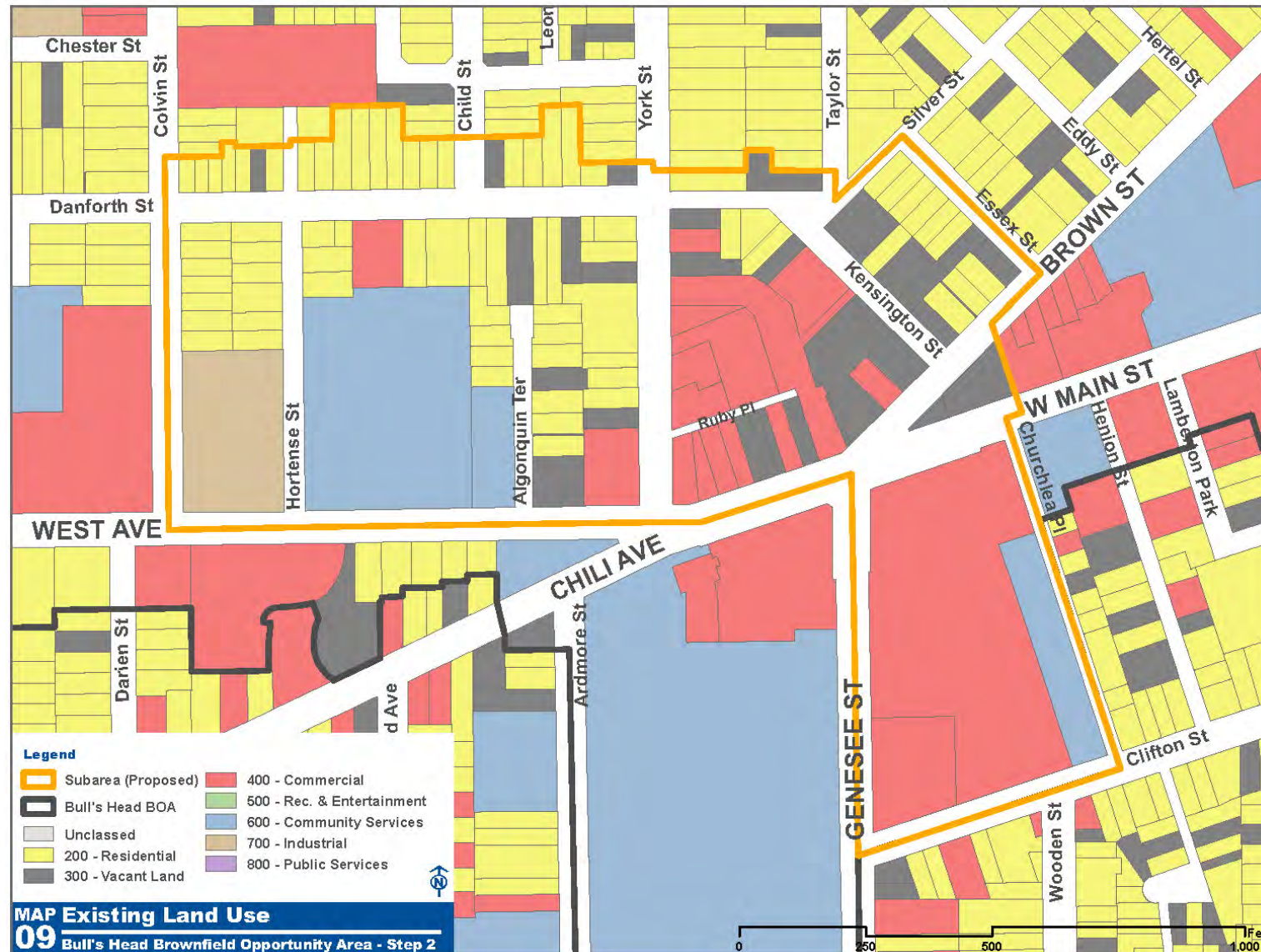
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3.4 Subarea Boundary Revision



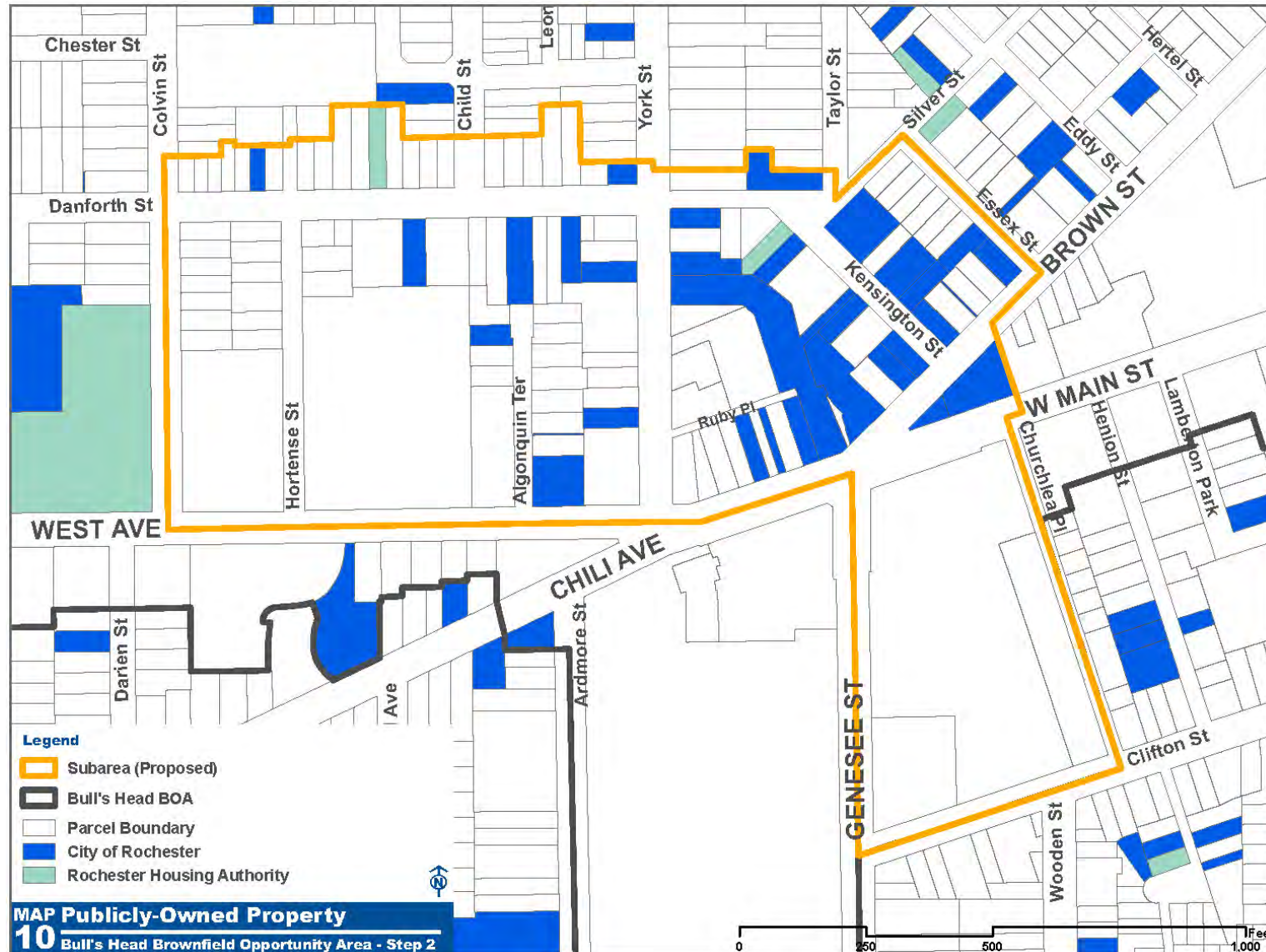
3.0 Subarea

3.4 Revised Subarea Existing Land Use



3.0 Subarea

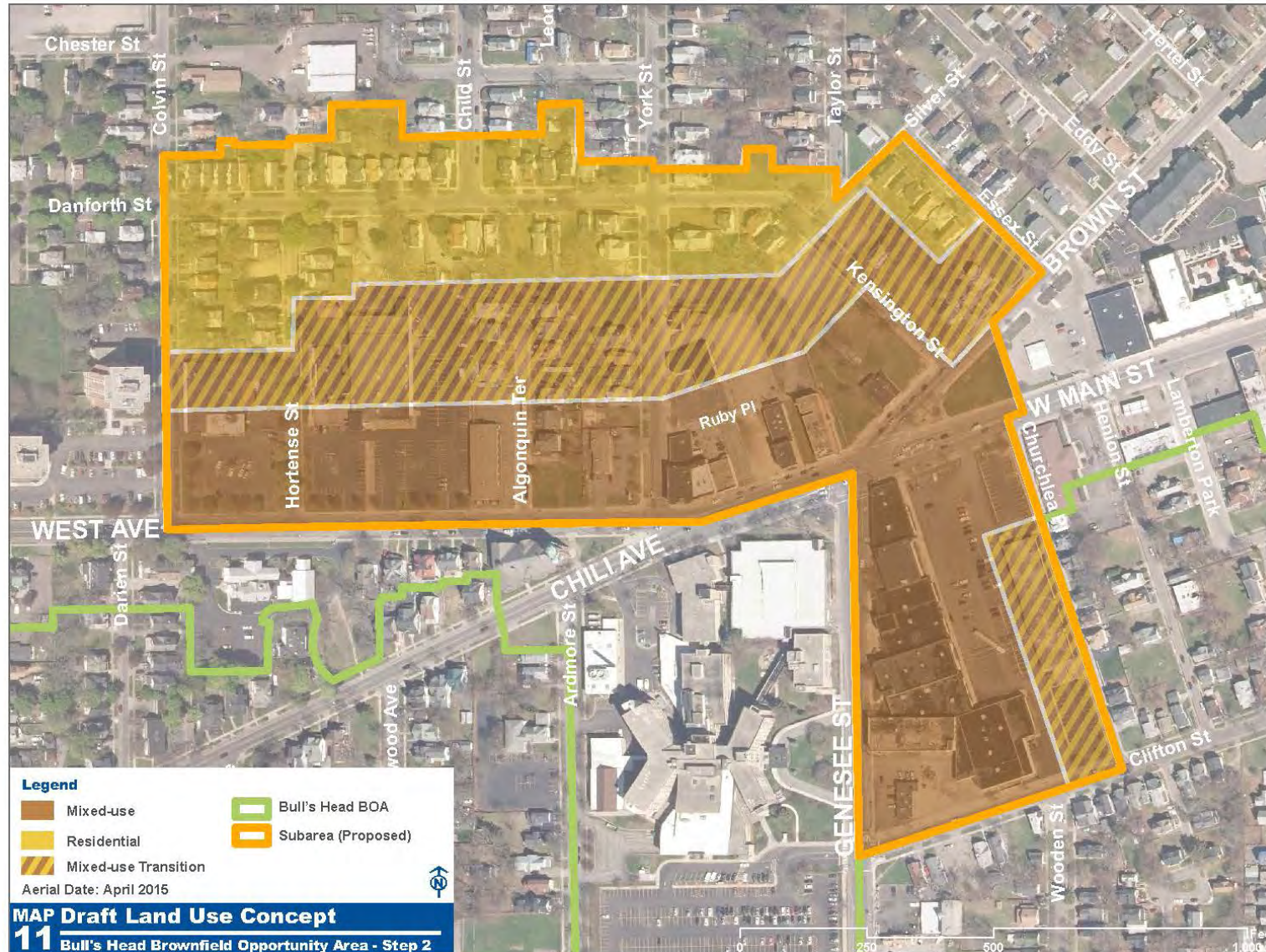
3.4 Revised Subarea Publicly-Owned Property



3.0 Subarea

25

3.4 Revised Subarea Preliminary Land Use Concept



3.5 Components and Timeline

Components:

- Existing and proposed land uses
- Land acquisition, demolition, and removal of structures
- Easements, air rights, etc. and proposed rights of users
- Public, semi-public, private or community facilities or utilities
- New and/or amendments to codes and ordinances
- Code enforcement program
- Schedule for implementation

Timeline:

Anticipated Spring/Summer 2017

4.0 Next Steps

- Review Community Participation Plan
- Inventory and Analysis
- Community Meeting