

# Bull's Head Revitalization – Street Improvements Preliminary Conceptual Street Design

Hybrid Public Meeting  
(In-Person and Zoom Webinar)  
The Salvation Army  
100 West Avenue  
Tuesday, February 27, 2024 at 6:00 PM




City of Rochester, NY  
Malik D. Evans, Mayor  
Rochester City Council



City of Rochester  
Department of Environmental Services  
Bureau of Architecture & Engineering  
Street Design Division

City Hall  
30 Church Street, Room 300B  
Rochester, NY 14607

## Format of this Meeting – In-Person and Virtual

- **Attendance**: Please use the “chat”  feature to provide your name and address
  
- **Questions**: Virtual meeting participants will be muted during the presentation. Questions will be addressed at the end of the presentation.
  - Virtual meeting participants will be able to use the “chat” feature at the end of the meeting to ask a question.
  - Participants joining by phone can dial \*9 to “raise your hand” at the end of the meeting to ask a question.
  
- **Audio/Video Recording Consent**: Attendees consent to the audio and video recording of this meeting for project documentation purposes.



## Mayor Malik D. Evans



### Department of Environmental Services

- ▶ **Commissioner**  
**Richard Perrin, AICP**



- ▶ **City Engineer**  
**Holly E. Barrett, P.E.**



- ▶ **Director, Water Bureau**  
**Geoff Gugel**

- ▶ **Managing Engineer, Street Design**  
**Dominic Fekete, P.E.**

### Project Team

- ▶ **City Project Manager, Street Design**  
**Lisa Y. Reyes – Host**
- ▶ **Erdman Anthony (Design Consultant)**  
**Robert J. Schiller, P.E., PTOE – Presenter**
- ▶ **Monroe County Dept. of Transportation**  
**Henry Herdzik, P.E.**
- ▶ **NYS Dept. of Transportation**  
**Karlee Danek, P.E. - Regional Local Projects Liaison**

# Tonight's Presentation



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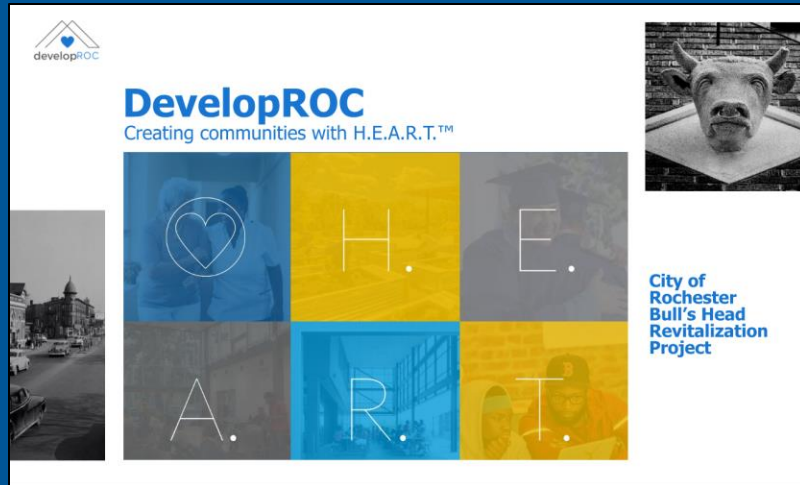
- Collaborative Approach
- Anticipated Public Information Meetings
- Analysis and Studies Completed
- General Project Overview
- Conceptual Street Design
- Complete Streets Considerations (Bike, Transit, Streetscape Enhancements)
- Utilities
- Right-of-way
- Timeline
- Questions & Contacts



1982: A building in the Bull's Head neighborhood at 898 W. Main St.  
ANNE LENNOX BERGMANIS

## Development

- Led by DevelopROC
- Public Meeting held on January 22, 2024
- Focus on new building construction within the redevelopment area



<https://developroc.com/>

## Street Design (this presentation)

- Led by Erdman Anthony
- Focus on using local and federal funding to improve the street network and prepare for the development



# Collaborative Approach

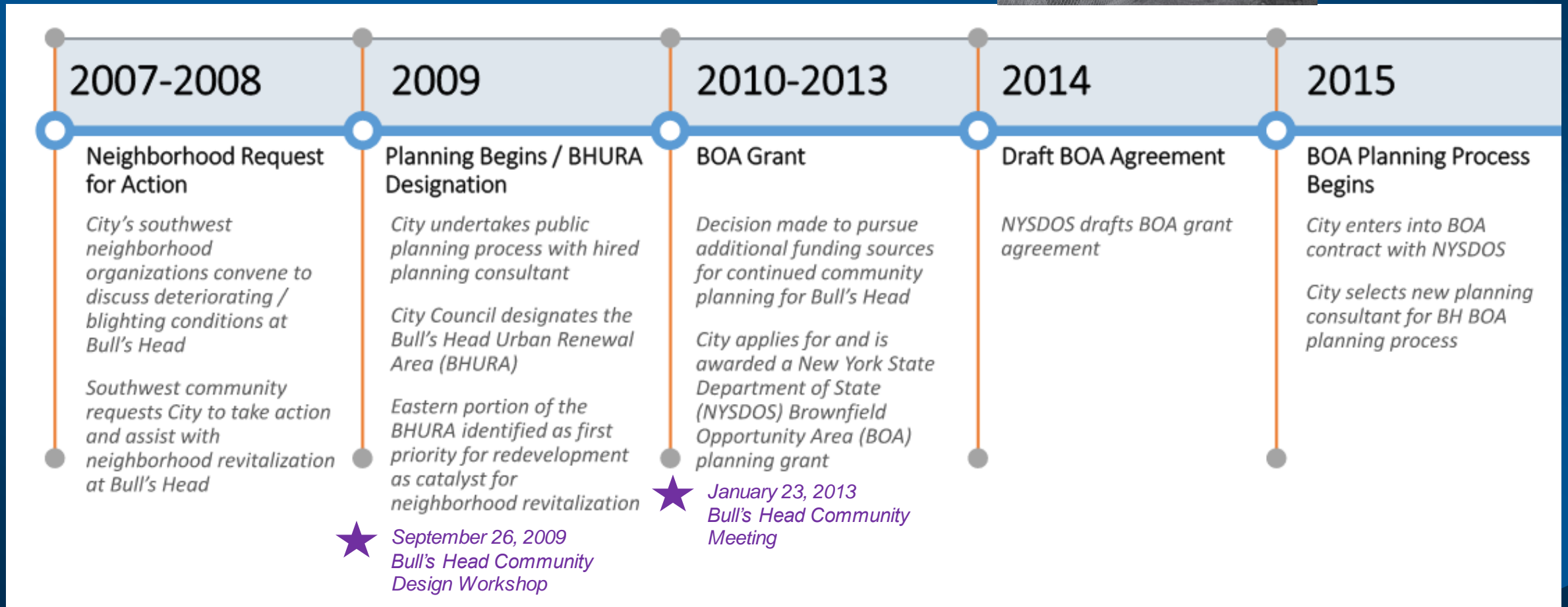


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## Bull's Head Revitalization Plan - Project Timeline



★ = Public meeting



# Collaborative Approach

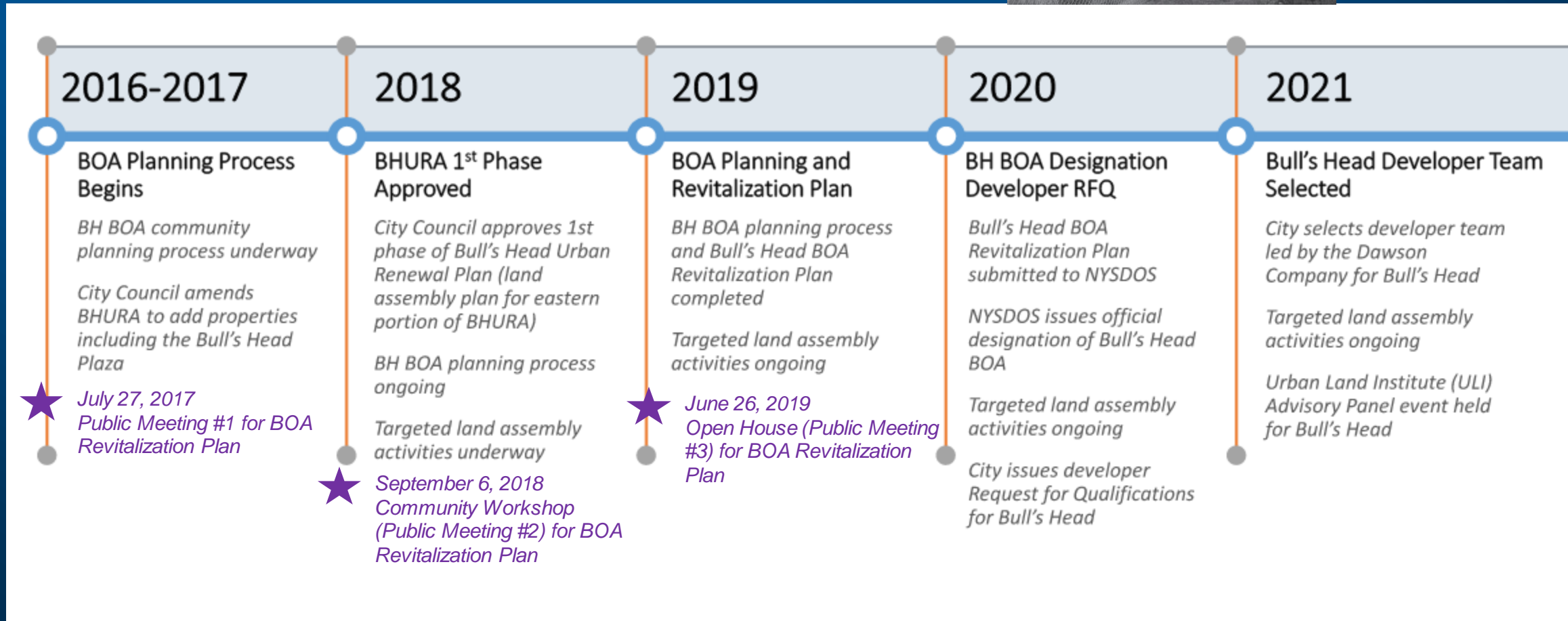


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## Bull's Head Revitalization Plan - Project Timeline



★ = Public meeting



# Collaborative Approach

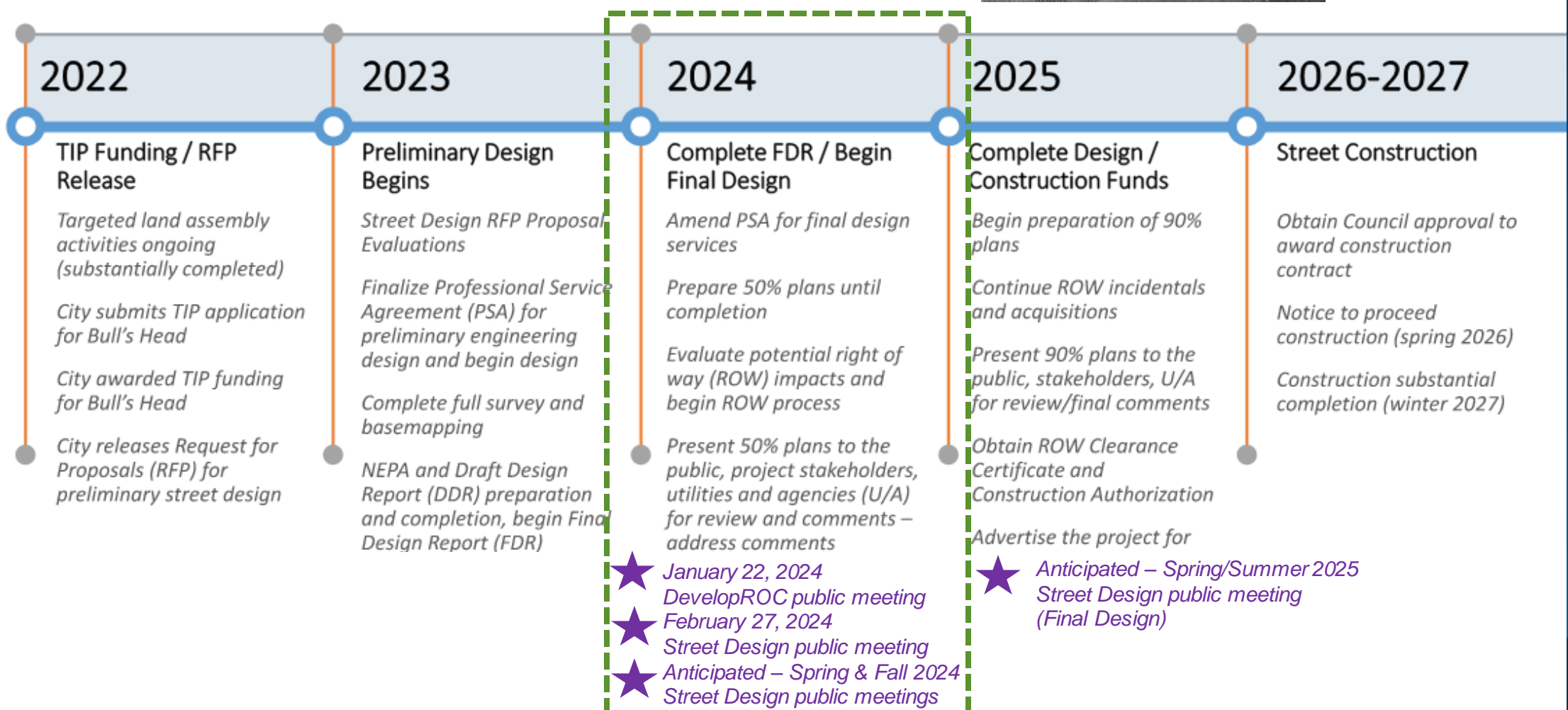


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## Bull's Head Revitalization Plan - Project Timeline



★ = Public meeting





# Anticipated Public Information Meetings (PIMs)

- 1st PIM Tuesday, February 27, 2024 (conceptual design)
- 2nd PIM Spring 2024 (30% design)
- 3rd PIM Fall 2024 (50% design)
- 4th PIM Spring 2025 (90% design)

# Analysis and Studies Completed to Date



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- Parking Study
- Traffic Impact Study
- Crash Analysis
- Environmental Review and Soil Sampling
- Geotechnical Analysis

## Transportation Project Report | Draft Design Report May 2024

Bull's Head Revitalization Project  
Project Identification Number (PIN): 4CR0.19  
City of Rochester  
Monroe County



NEW YORK  
STATE OF  
OPPORTUNITY

Department of  
Transportation



U.S. Department of Transportation  
Federal Highway Administration

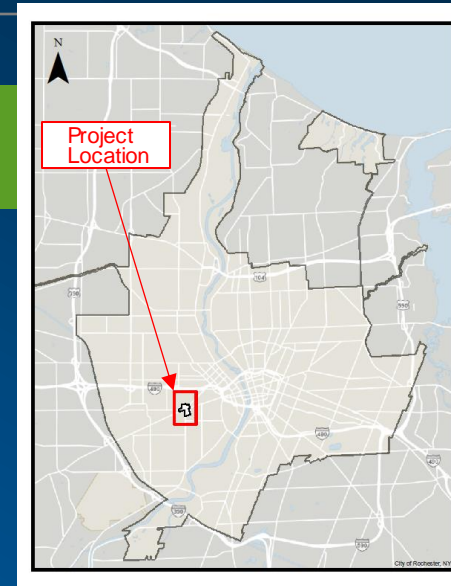


# General Project Overview



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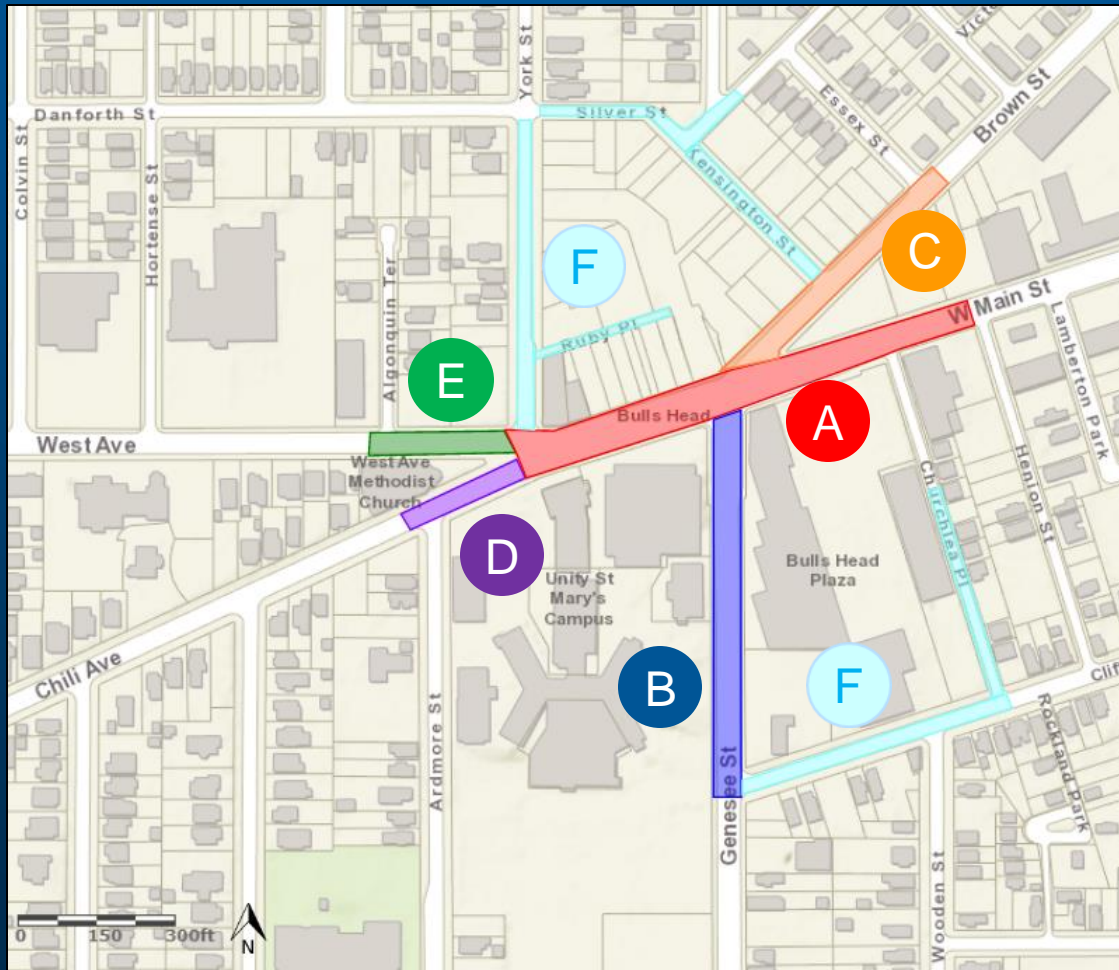
## Project Location and Streets in Project Area



### Southwest Neighborhood of the City of Rochester

- West Main Street (0.15 miles) A
- Chili Ave to Churchlea Pl
- Genesee Street (0.15 miles) B
- Clifton St to West Main St
- Brown Street (0.10 miles) C
- West Main St to Essex St
- Chili Avenue (0.06 miles) D
- Ardmore St to West Main St
- West Avenue (0.07 miles) E
- Algonquin Terr to West Main St
- Clifton Street (0.10 miles) F
- Genesee St to Churchlea Pl
- Churchlea Place (0.09 miles) F
- 160 Clifton St to Clifton St

- York Street (0.11 miles) F
- West Main St to Danforth St
- Silver St (0.08 miles) F
- York St to Taylor St
- Kensington St (0.07 miles) F
- Brown St to Silver St
- Ruby Place (0.05 miles) F
- York St to ~300' east



# General Project Overview



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## Why is the project needed?

- The redevelopment of Bull's Head!
- Operational and safety issues at signalized intersections
- Improve and promote multi-modal transportation
- Visible pavement distress
- Corridors lack safe bicycle facilities
- Poor pedestrian accessibility
- Streetscape is not pedestrian friendly



View looking northeast from Chili Ave/West Ave  
(W. Main St/Chili Ave/West Ave/York St Intersection)



View looking southwest from Brown St  
(W. Main St/Genesee St/Brown St Intersection)

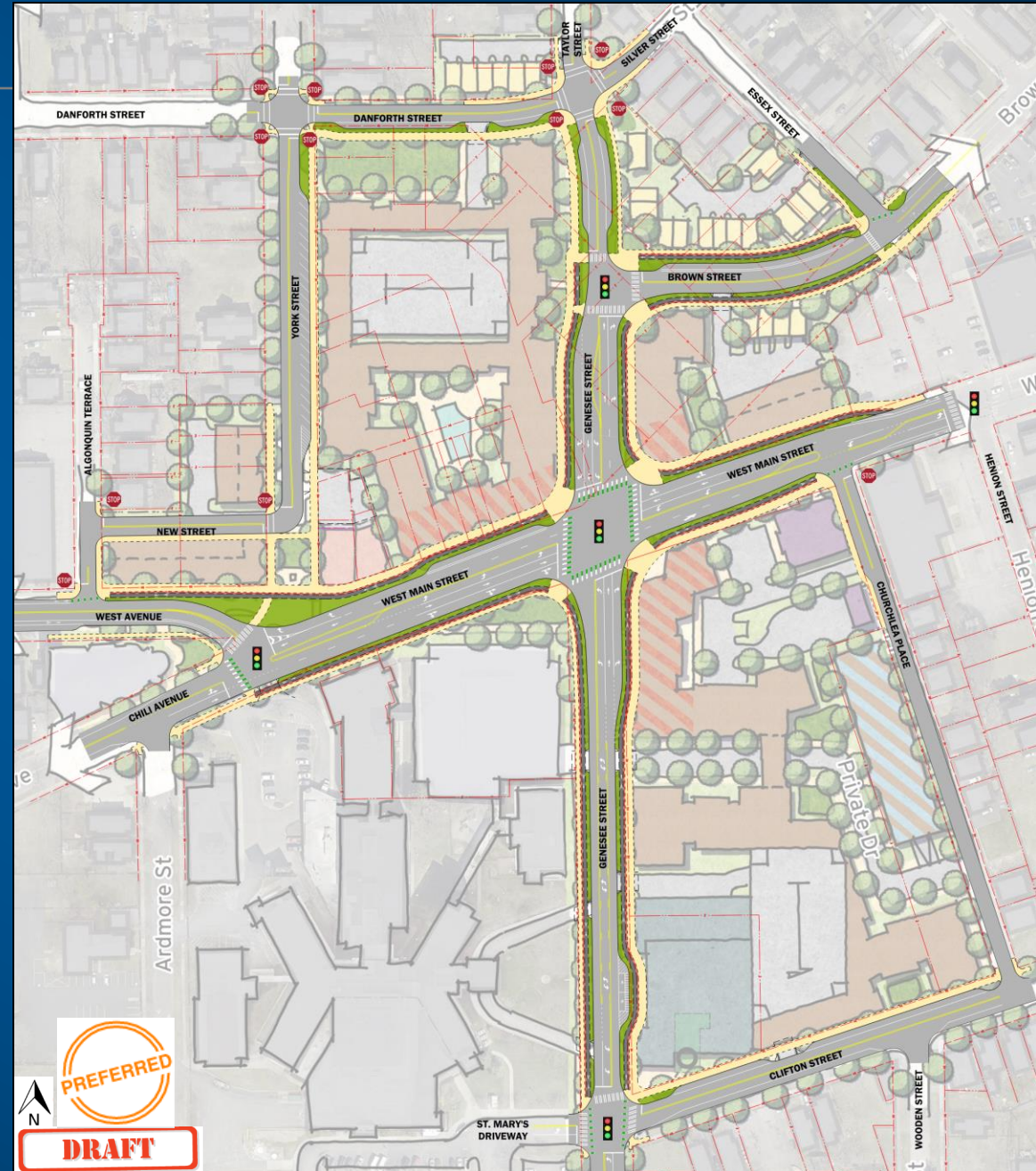
# General Project Overview



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## Proposed Street Improvements:

- Intersection realignments and new street construction
- Pavement milling & resurfacing
- Pavement widening/narrowing
- Pedestrian and bicycle facilities (Complete Streets)
- Traffic signal, signage and pavement marking improvements
- Landscaping & lighting enhancements
- Utility work (Private & Public)



# Conceptual Street Design



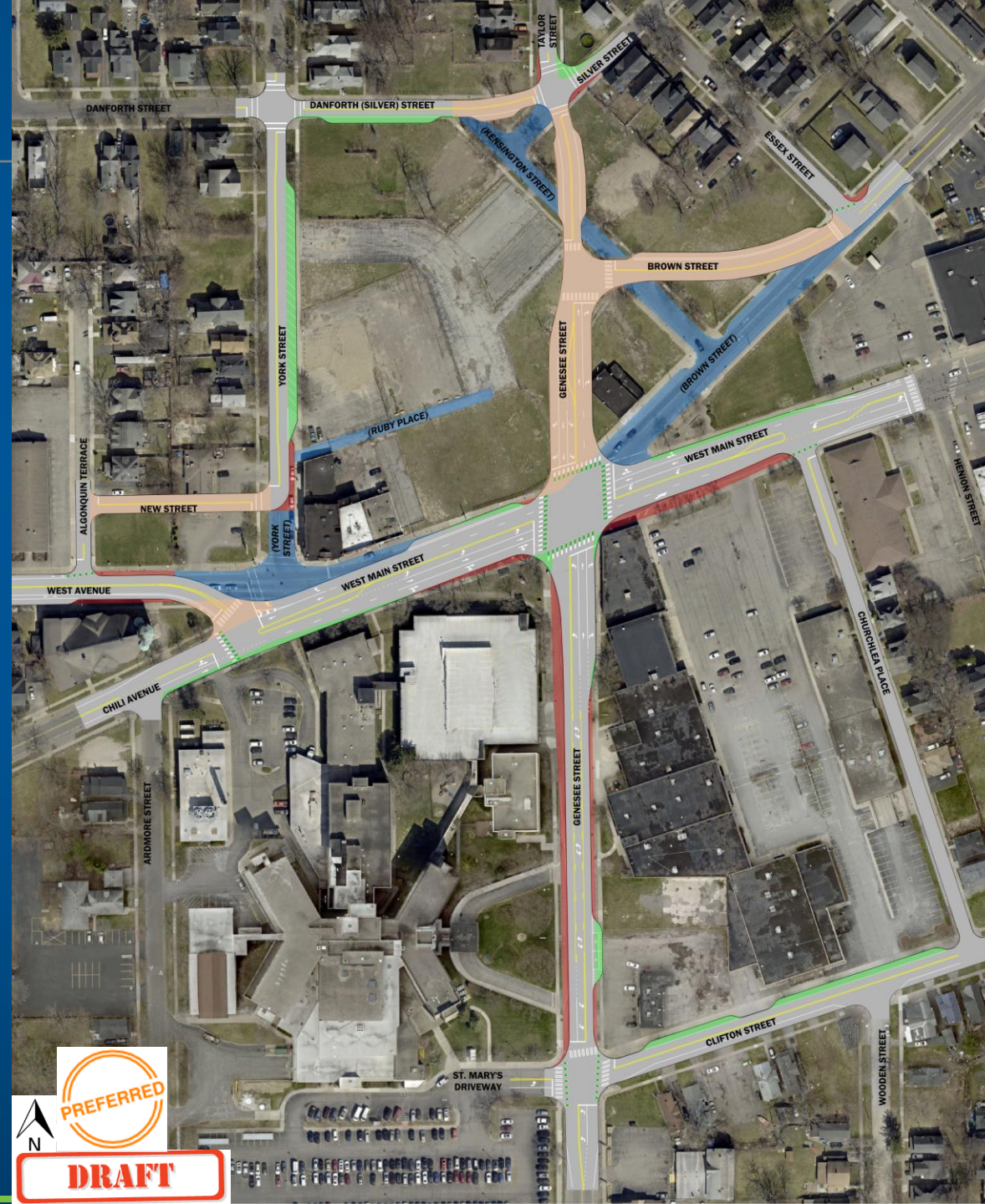
City of Rochester, NY  
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Rochester City Council

## NOTE:

The Preferred Alternative Conceptual Design is pending review of utility impacts and budget.

### Legend

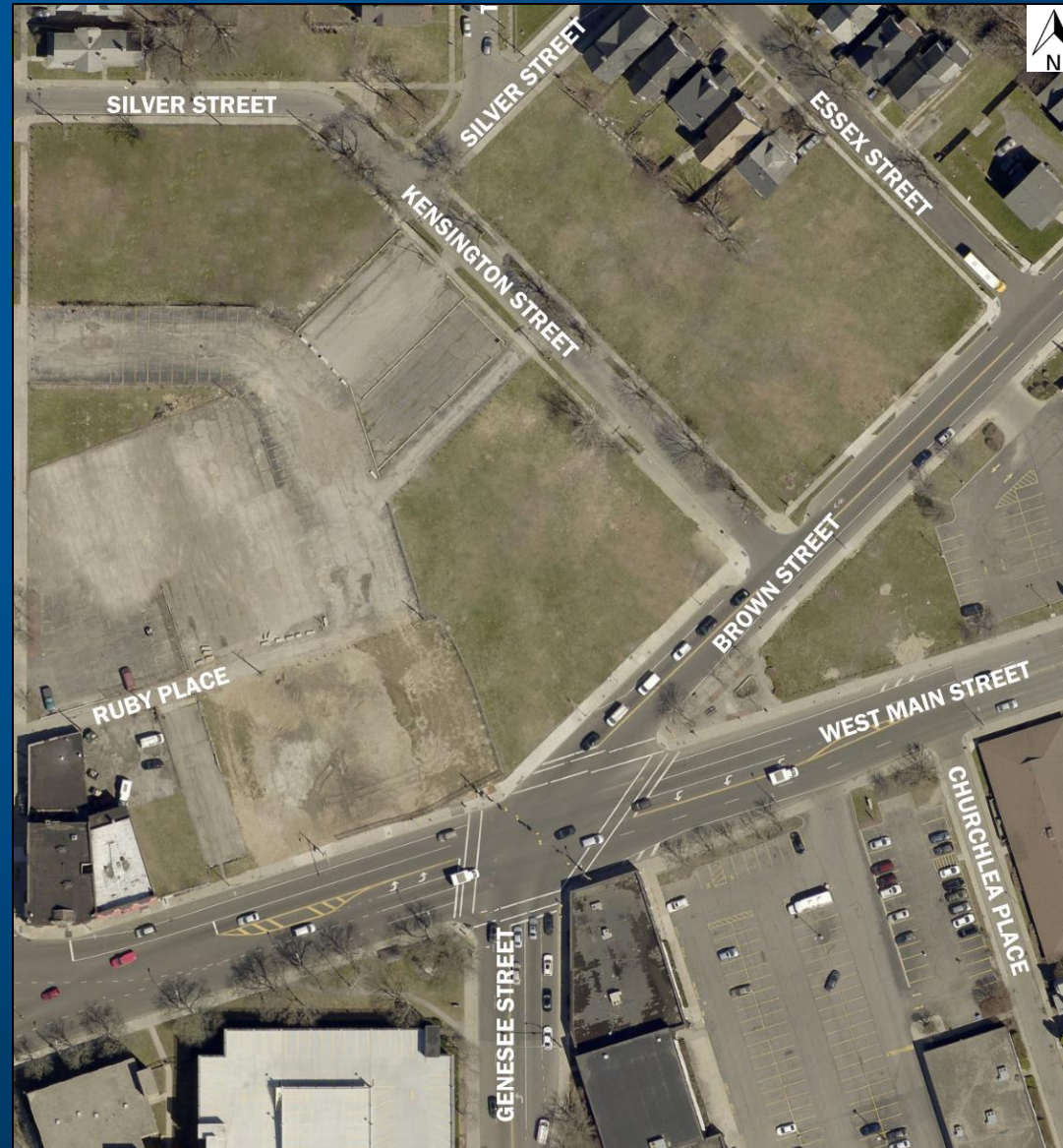
- Street/pavement removal
- Roadway narrowing
- Roadway widening
- New roadway
- Milling and resurfacing



# Existing Condition – W Main St / Genesee St / Brown St / Kensington St Area



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# Conceptual Design - W Main St / Genesee St Intersection (Brown St Connection Removed)



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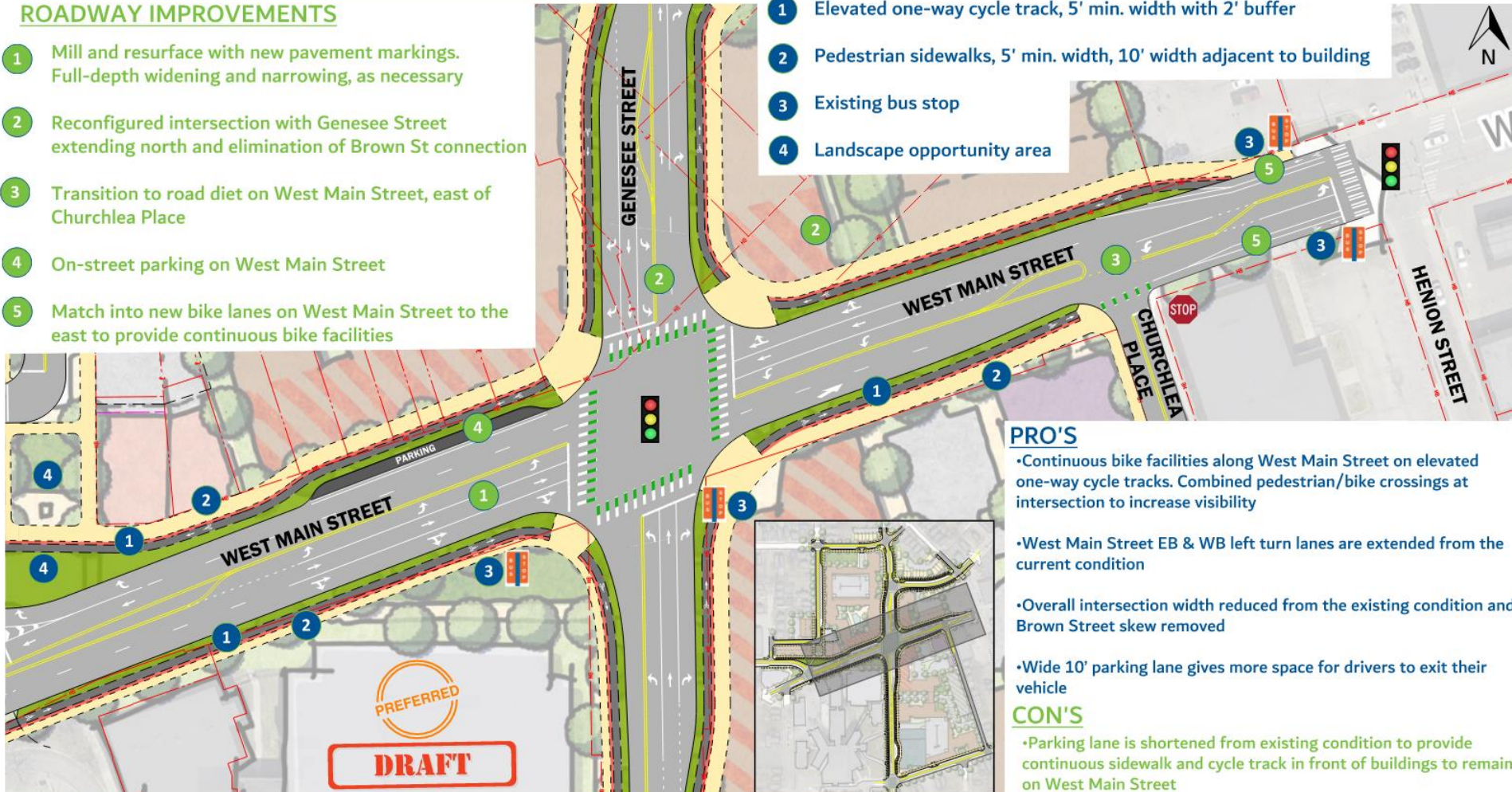
## WEST MAIN ST

### ROADWAY IMPROVEMENTS

- 1 Mill and resurface with new pavement markings. Full-depth widening and narrowing, as necessary
- 2 Reconfigured intersection with Genesee Street extending north and elimination of Brown St connection
- 3 Transition to road diet on West Main Street, east of Churchlea Place
- 4 On-street parking on West Main Street
- 5 Match into new bike lanes on West Main Street to the east to provide continuous bike facilities

### MULTIMODAL IMPROVEMENTS

- 1 Elevated one-way cycle track, 5' min. width with 2' buffer
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Existing bus stop
- 4 Landscape opportunity area



### PRO'S

- Continuous bike facilities along West Main Street on elevated one-way cycle tracks. Combined pedestrian/bike crossings at intersection to increase visibility
- West Main Street EB & WB left turn lanes are extended from the current condition
- Overall intersection width reduced from the existing condition and Brown Street skew removed
- Wide 10' parking lane gives more space for drivers to exit their vehicle

### CON'S

- Parking lane is shortened from existing condition to provide continuous sidewalk and cycle track in front of buildings to remain on West Main Street

Lane Widths: 11' to 12' travel lanes, 10' parking lane



# Conceptual Design - New Genesee St Extension / Realigned Brown St (Kensington St Removed)



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## GENESEE ST / BROWN ST SUB ALT 3 - TRAFFIC SIGNAL

Lane Widths: 11' (Genesee) / 14' (Brown) travel lanes, 8' (Genesee) / 10' (Brown) parking lanes

### MULTIMODAL IMPROVEMENTS

- 1 Elevated one-way cycle track, 5' min. width with 2' buffer along Genesee St and east side of Brown St
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Landscape opportunity area
- 4 Potential for gateway feature

### PRO'S

- Traffic signals would be coordinated to control queuing between the new signal and the West Main Street signal compared to the roundabout Sub Alt 1
- Minimizes impact to the development site
- Highest capacity on-street parking lane for Brown Street

### CON'S

- Increased pedestrian crossing distance on Brown Street compared to roundabout Sub Alt 1
- Increased delay for Brown Street traffic compared to unsignalized Sub Alt 2



### ROADWAY IMPROVEMENTS

- 1 Realign Brown Street and extend Genesee Street to form new signalized intersection
- 2 Elimination of Kensington Street
- 3 On-street parking on Brown Street and north section of Genesee Street
- 4 Install new traffic signal

BULL'S HEAD REVITALIZATION



# Conceptual Design - New Genesee St Extension / Realigned Brown St (Kensington St Removed)



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## GENESEE ST / BROWN ST SUB ALT 1 - ROUNDABOUT

Lane Widths: 11' (Genesee) / 13' (Brown) travel lanes, 8' parking lanes

### MULTIMODAL IMPROVEMENTS

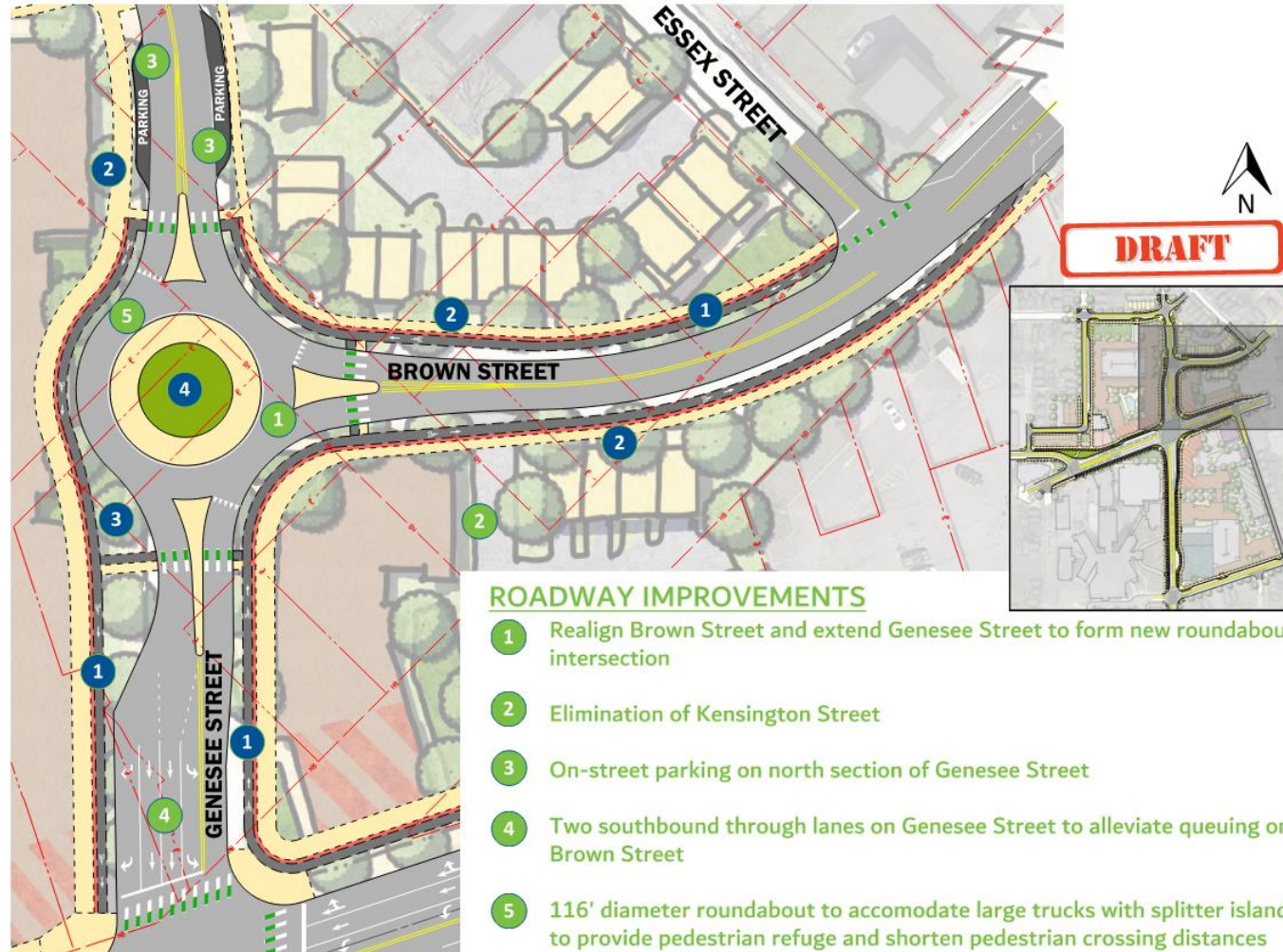
- 1 Elevated one-way cycle track, 5' min. width with 2' buffer along Genesee St, east side of Brown St, and around the roundabout
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Landscape opportunity area
- 4 Potential for gateway feature

### PRO'S

- Potential to place gateway feature in the center of the roundabout
- Splitter islands serve as pedestrian refuges to shorten pedestrian crossing distances
- Elevated one-way cycle tracks around the roundabout with combined pedestrian/bike crossings to increase visibility

### CON'S

- No on-street parking lane on Brown Street
- Lowest capacity on-street parking on north side of Genesee Street compared to other sub alts
- Queuing is expected to back up into the roundabout and a metering signal may be required in the future



### ROADWAY IMPROVEMENTS

- 1 Realign Brown Street and extend Genesee Street to form new roundabout intersection
- 2 Elimination of Kensington Street
- 3 On-street parking on north section of Genesee Street
- 4 Two southbound through lanes on Genesee Street to alleviate queuing on Brown Street
- 5 116' diameter roundabout to accommodate large trucks with splitter islands to provide pedestrian refuge and shorten pedestrian crossing distances

BULL'S HEAD REVITALIZATION



# Conceptual Design - New Genesee St Extension / Realigned Brown St (Kensington St Removed)



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## GENESEE ST / BROWN ST SUB ALT 2 - UNSIGNALIZED INTERSECTION

Lane Widths: 11 to 13' travel lanes, 8' to 10' parking lanes

### MULTIMODAL IMPROVEMENTS

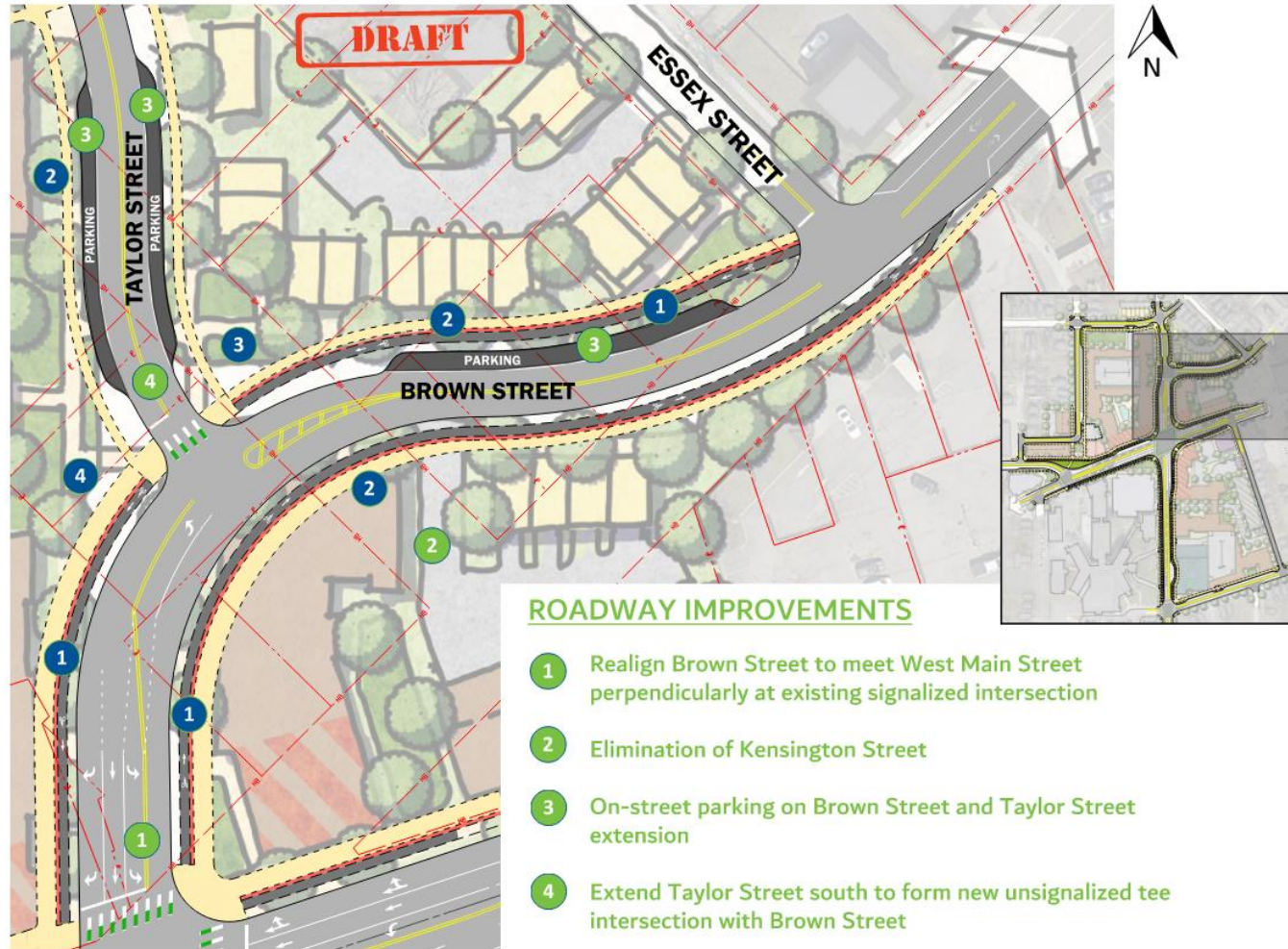
- 1 Elevated one-way cycle track, 5' min. width with 2' buffer along Brown St
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Landscape opportunity area
- 4 Potential for gateway feature

### PRO'S

- Brown Street traffic is able to continue without being impeded, most similar to the existing condition
- Highest capacity on-street parking lane on Taylor Street compared to other sub alts
- On-street parking lane on Brown Street

### CON'S

- Small radius, reverse curvature on approach to intersection creates visibility and speed concerns for vehicles and pedestrians compared to other sub alts
- Dedicated NB left turn lane to Taylor Street on a curve
- Development space would be significantly impacted in the SE quadrant
- Midblock pedestrian crossing not proposed due to roadway curvature



### ROADWAY IMPROVEMENTS

- 1 Realign Brown Street to meet West Main Street perpendicularly at existing signalized intersection
- 2 Elimination of Kensington Street
- 3 On-street parking on Brown Street and Taylor Street extension
- 4 Extend Taylor Street south to form new unsignalized tee intersection with Brown Street

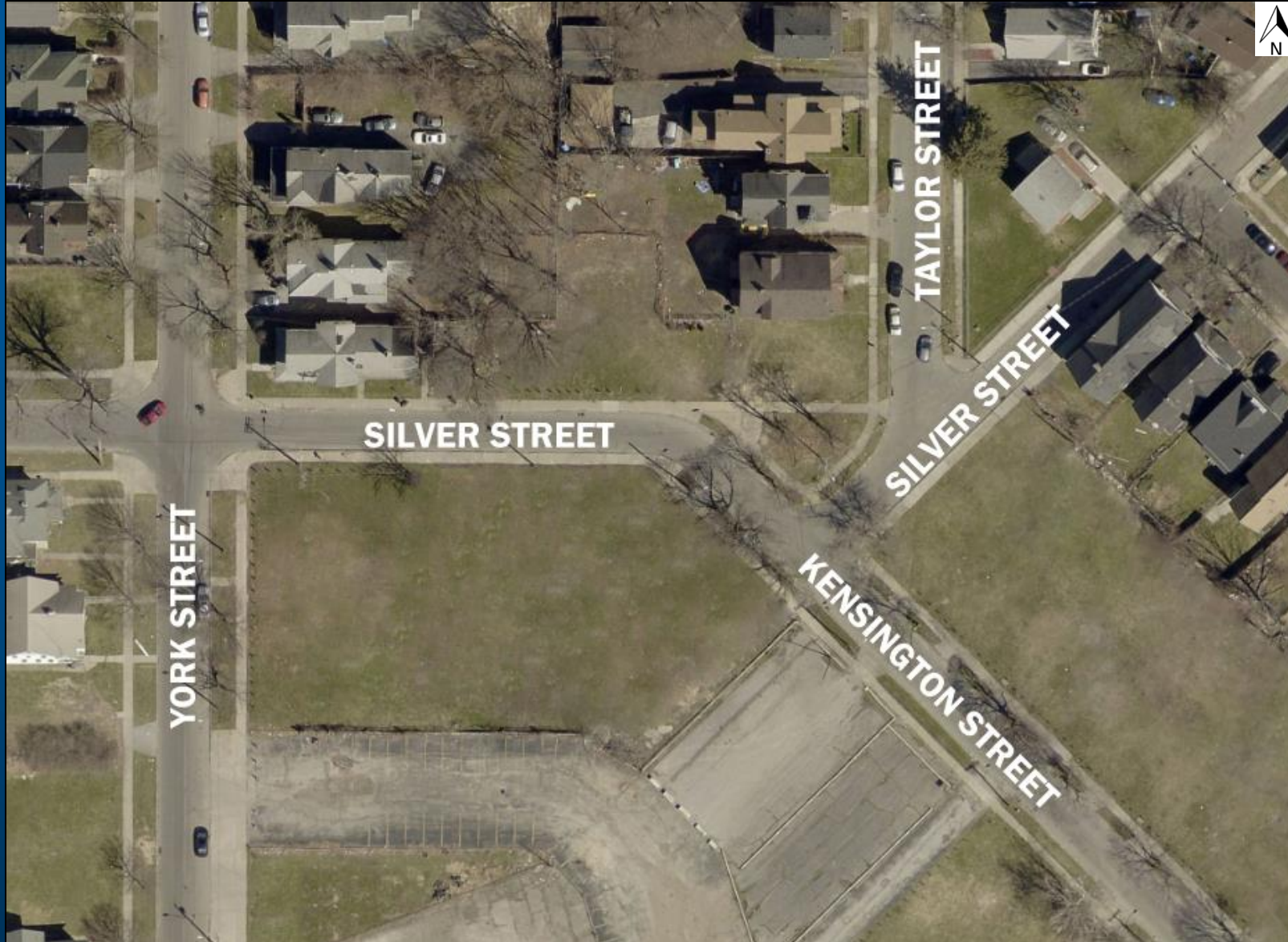
BULL'S HEAD REVITALIZATION



# Existing Condition – Silver St / Taylor St / Kensington St Intersection



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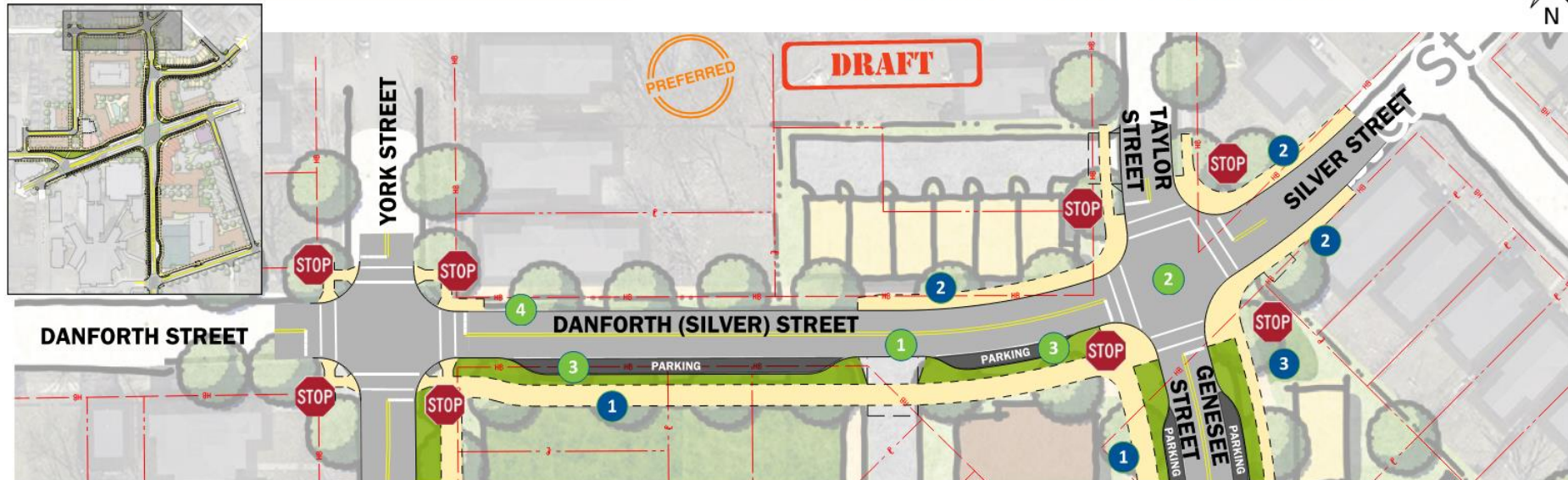
# Realigned Intersection – New Genesee St Extension / Danforth (Silver) St / Taylor St (Kensington St Removed)



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Malik D. Evans, Mayor  
Rochester City Council

## DANFORTH (SILVER) ST / TAYLOR ST

Lane Widths: 11' travel lanes, 8' parking lanes



### ROADWAY IMPROVEMENTS

- 1 Mill and resurface Danforth (Silver) St and install new pavement markings, widen roadway to the south
- 2 Realign Danforth (Silver) St to form new stop-controlled intersection
- 3 New on-street parking on Danforth (Silver) Street
- 4 Retain existing curb line and sidewalk

### MULTIMODAL IMPROVEMENTS

- 1 Pedestrian sidewalks, 5' min. width
- 2 Pedestrian sidewalks, 7' width adjacent to the roadway
- 3 Landscape opportunity area

### PRO'S

- Maintains existing curb line on north side of Danforth (Silver) Street
- Minimizes impact to the development
- Reconfigured Silver St / Taylor St / Genesee St intersection would be a geometric improvement from the existing condition
- Danforth (Silver) Street widened to the south to provide on-street parking

# Existing Condition – Genesee St



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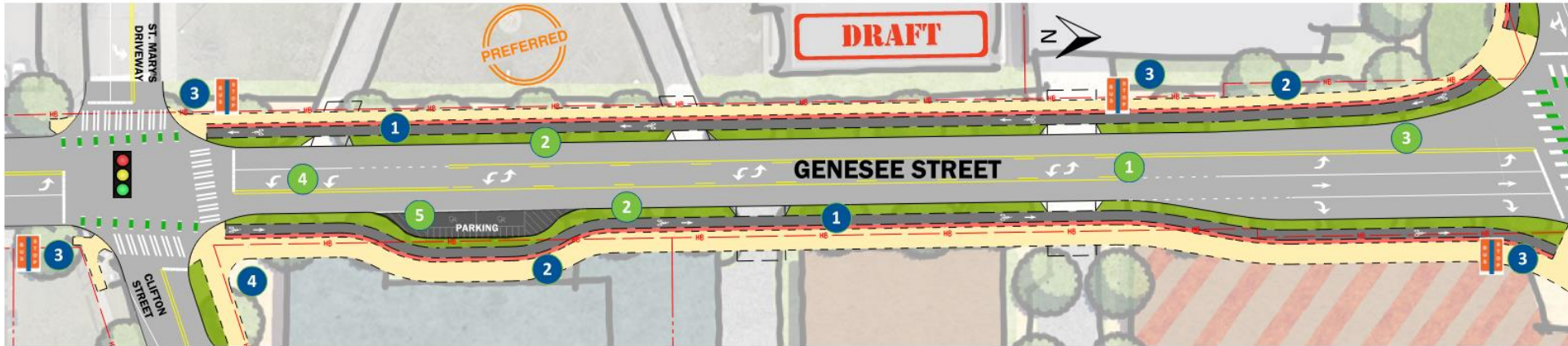
# Conceptual Design along Genesee Street



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## GENESEE STREET SUB ALT 1 - CYCLE TRACK

Lane Widths: 11' travel lanes, 11' two-way left-turn lane



### ROADWAY IMPROVEMENTS

- 1 Mill and resurface roadway and install new pavement markings
- 2 Narrow roadway width and replace underutilized parking lane and shoulder with two-way left-turn lane
- 3 At West Main Street approach, similar lane configuration as existing except for southbound merge lane removed
- 4 New northbound and southbound left turn lanes at Clifton Street intersection
- 5 New accessible on-street parking

### MULTIMODAL IMPROVEMENTS

- 1 Elevated one-way cycle track, 5' min. width, from Clifton St to West Main St with 2' buffer. Match into existing shared-use lanes to the south
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Existing bus stop
- 4 Landscape opportunity area



### PRO'S

- Elevated one-way cycle tracks for entire block
- Narrower street width to provide traffic calming

- New sidewalks on both sides of the street with buffer strip between cycle track

### CON'S

- New curb line on the west side may require relocation of 16" gas main and Frontier duct bank
- Increased construction cost to narrow street width and replace curb

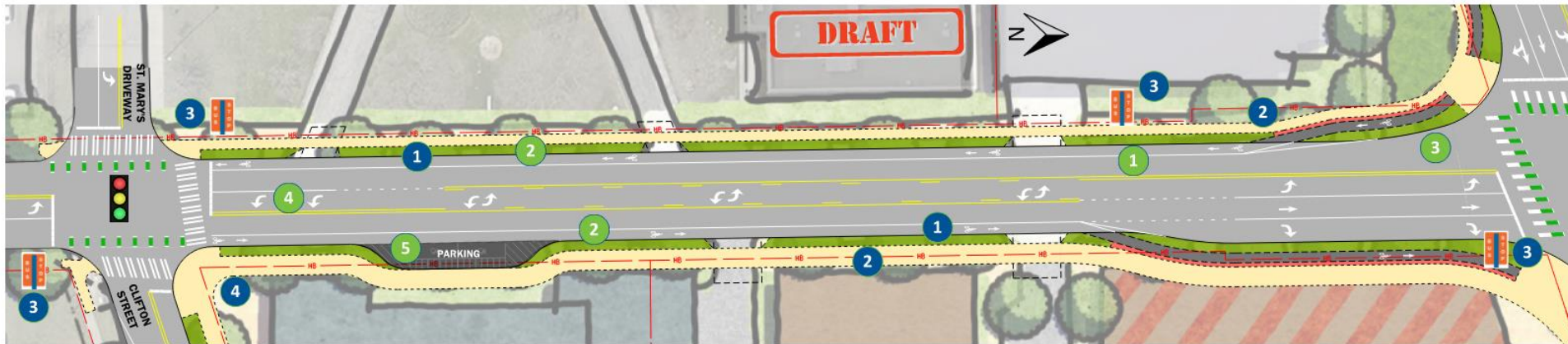
# Conceptual Design along Genesee Street



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## GENESEE STREET SUB ALT 2 - IN-STREET BIKE LANES

Lane Widths: 11' travel lanes, 11' two-way left-turn lane, 5.5' bike lanes



### ROADWAY IMPROVEMENTS

- 1 Mill and resurface roadway and install new pavement markings
- 2 Retain existing roadway width and replace underutilized parking lane and shoulder with two-way left-turn lane and in-street bike lanes
- 3 At West Main Street approach, similar lane configuration as existing except for southbound merge lane removed
- 4 New northbound and southbound left turn lanes at Clifton Street intersection
- 5 New accessible on-street parking

### MULTIMODAL IMPROVEMENTS

- 1 In-street bike lanes 5.5' wide from Clifton St to West Main St with 2' buffer. Match into existing shared-use lanes to the south
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Existing bus stop
- 4 Landscape opportunity area



### PRO'S

- Reduces impacts to utilities and lowers construction cost

### CON'S

- Multiple bike facility transitions along one block





# Existing Condition – W Main St / Chili Ave / West Ave / York St



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# Realigned Intersection – W Main St / Chili Ave / West Ave (York St Connection Removed)



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## CHILI AVE / WEST AVE SUB ALT 1 - TEE INTERSECTION

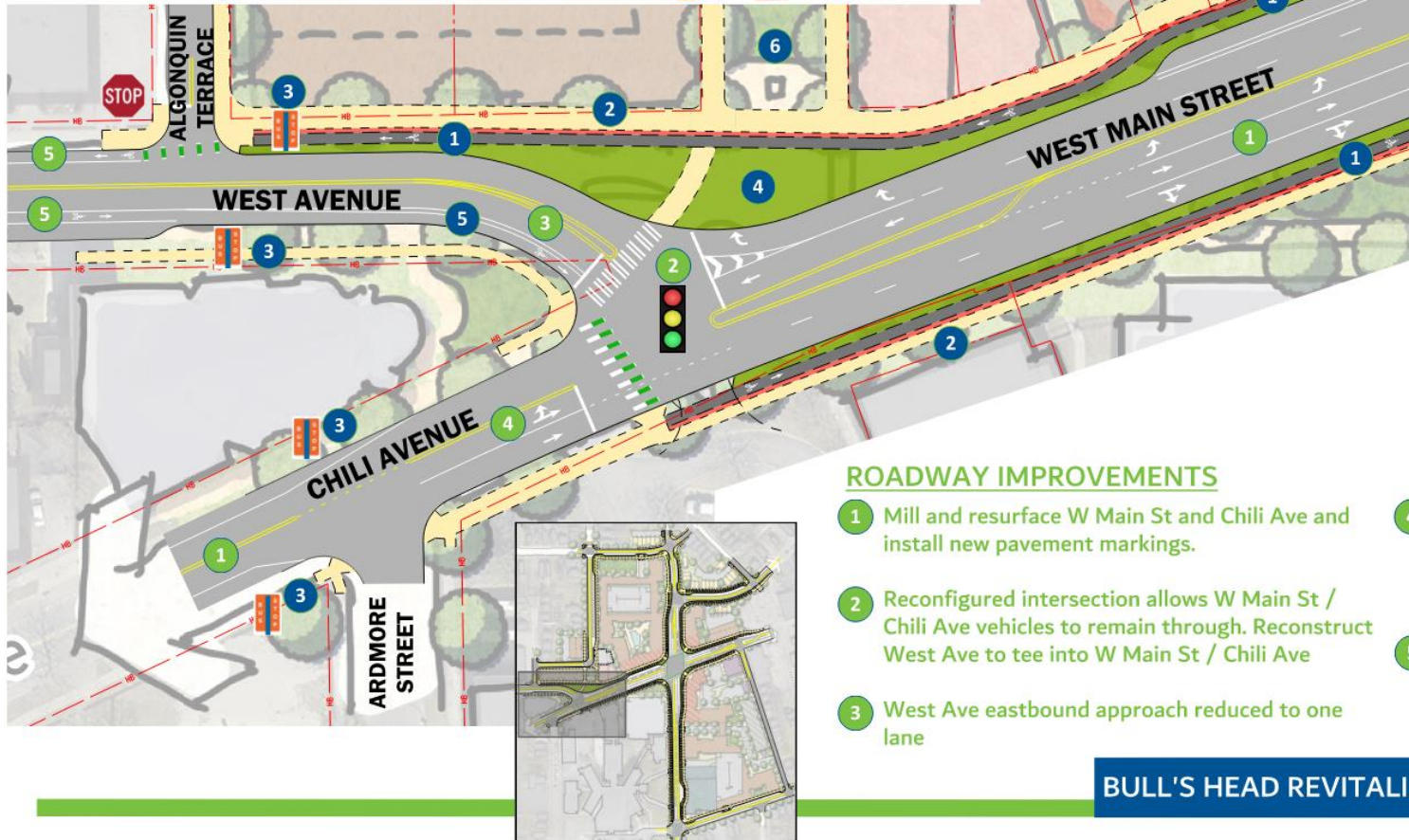
Lane Widths: 11' to 13' travel lanes, 5' bike lane with 2' striped buffer

### PRO'S

- Chili Avenue NB vehicles allowed to turn left onto West Avenue (move is restricted in existing condition)
- Large green space on the north side for gateway feature or landscaping opportunity

### CON'S

- Longer pedestrian crossing distance compared to Sub Alt 2



### MULTIMODAL IMPROVEMENTS

- 1 Elevated one-way cycle track, 5' min. width with 2' buffer
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Existing bus stop
- 4 Landscape opportunity area
- 5 Buffered in-street bike lane
- 6 Remove vehicular access at York St and potential to create public plaza

### ROADWAY IMPROVEMENTS

- 1 Mill and resurface W Main St and Chili Ave and install new pavement markings.
- 2 Reconfigured intersection allows W Main St / Chili Ave vehicles to remain through. Reconstruct West Ave to tee into W Main St / Chili Ave
- 3 West Ave eastbound approach reduced to one lane
- 4 Chili Ave northbound vehicles allowed to turn left on West Ave (move is restricted in existing condition)
- 5 Match into existing 5' bike lanes on West Ave to provide continuous bike facilities

# Realigned Intersection – W Main St / Chili Ave / West Ave (York St Connection Removed)



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## CHILI AVE / WEST AVE SUB ALT 2 - MEDIAN ISLAND

Lane Widths: 11' to 13' travel lanes, 5' bike lanes with 2' striped buffer

### PRO'S

- Free flowing WB West Main Street movement except for pedestrian crossings
- Shortest pedestrian crossing distances on West Avenue
- Large island for traffic calming and would be an ideal location for a gateway feature

### CON'S

- Chili Avenue NB left turns are restricted from turning onto West Avenue
- Island may not be preferred by fire trucks if a vehicle breaks down in the lane between island and curb
- Visibility and running light concerns for West Main Street WB right turning vehicles

**DRAFT**



### MULTIMODAL IMPROVEMENTS

- 1 Elevated one-way cycle track, 5' min. width with 2' buffer
- 2 Pedestrian sidewalks, 5' min. width, 10' width adjacent to building
- 3 Existing bus stop
- 4 Landscape opportunity area
- 5 Remove vehicular access at York St and potential to create public plaza

### ROADWAY IMPROVEMENTS

- 1 Mill and resurface W Main St and Chili Ave and install new pavement markings.
- 2 Reconfigured intersection allows W Main St / Chili Ave vehicles to remain through. Reconstruct West Ave to tee into W Main St / Chili Ave with large median island
- 3 West Ave eastbound approach reduced to one lane
- 4 Match into existing 5' bike lanes on West Ave to provide continuous bike facilities



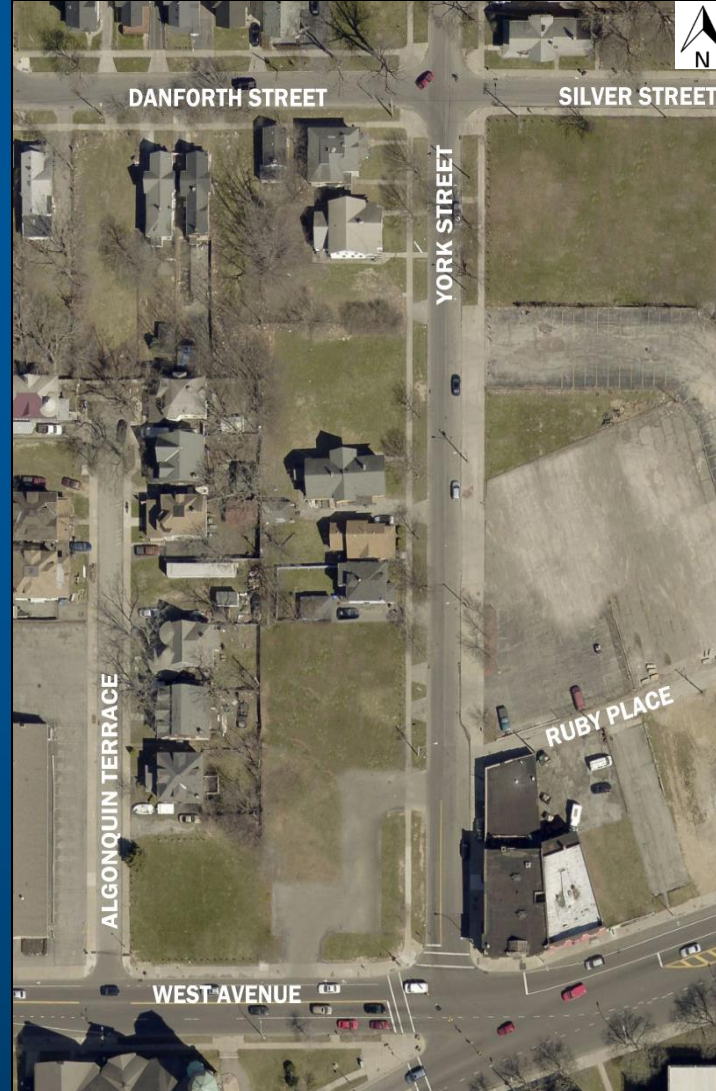
# Existing & Conceptual Design of York St / New Street Connection to Algonquin Terrace



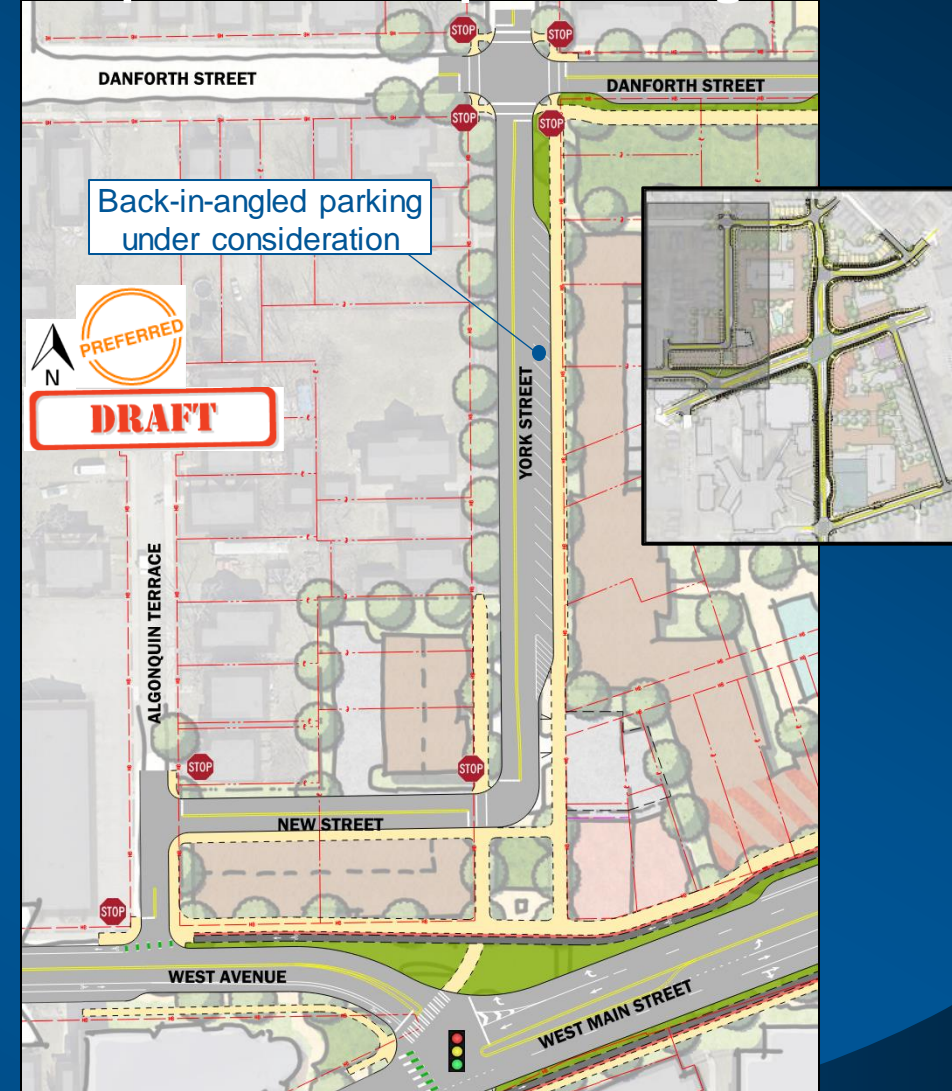
City of Rochester, NY  
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Rochester City Council

- New street connection between Algonquin Terrace and York Street to improve local street access
- Widen York Street to the east to provide additional parking spaces
- Close off York Street vehicular access at West Main Street
- Proposed 10' wide sidewalk on east side of York Street

## Existing Condition



## Proposed Conceptual Design



# Conceptual Street Design



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## Preferred Alternative:

- West Main St
- Genesee St – Sub Alt 1 Cycle Track
- Genesee St/ Brown St – Sub Alt 3 Traffic Signal
- Chili Ave / West Ave – Sub Alt 1 Tee Intersection
- Danforth (Silver) St / Taylor St
- New Street Connection to Algonquin Terr

### REMINDER:

The Preferred Alternative Conceptual Design is pending review of utility impacts and budget.



# Proposed Bike Facilities - Alternatives



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Preferred Option

**One-Way Cycle Track**  
East Main Street



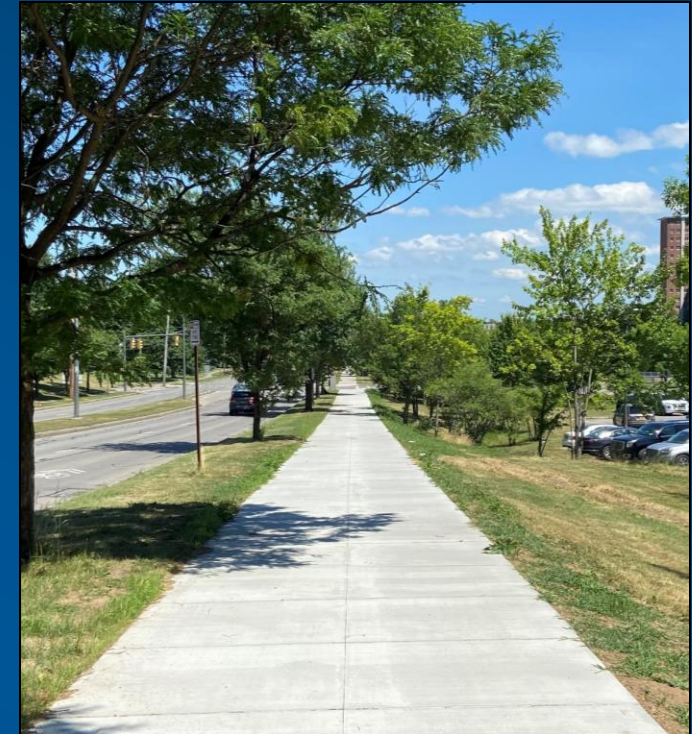
**Two-Way Cycle Track**  
Elmwood Avenue



**Buffered Bike Lane**  
St Paul Street



**In-Street Bike Lane**  
Hudson Avenue



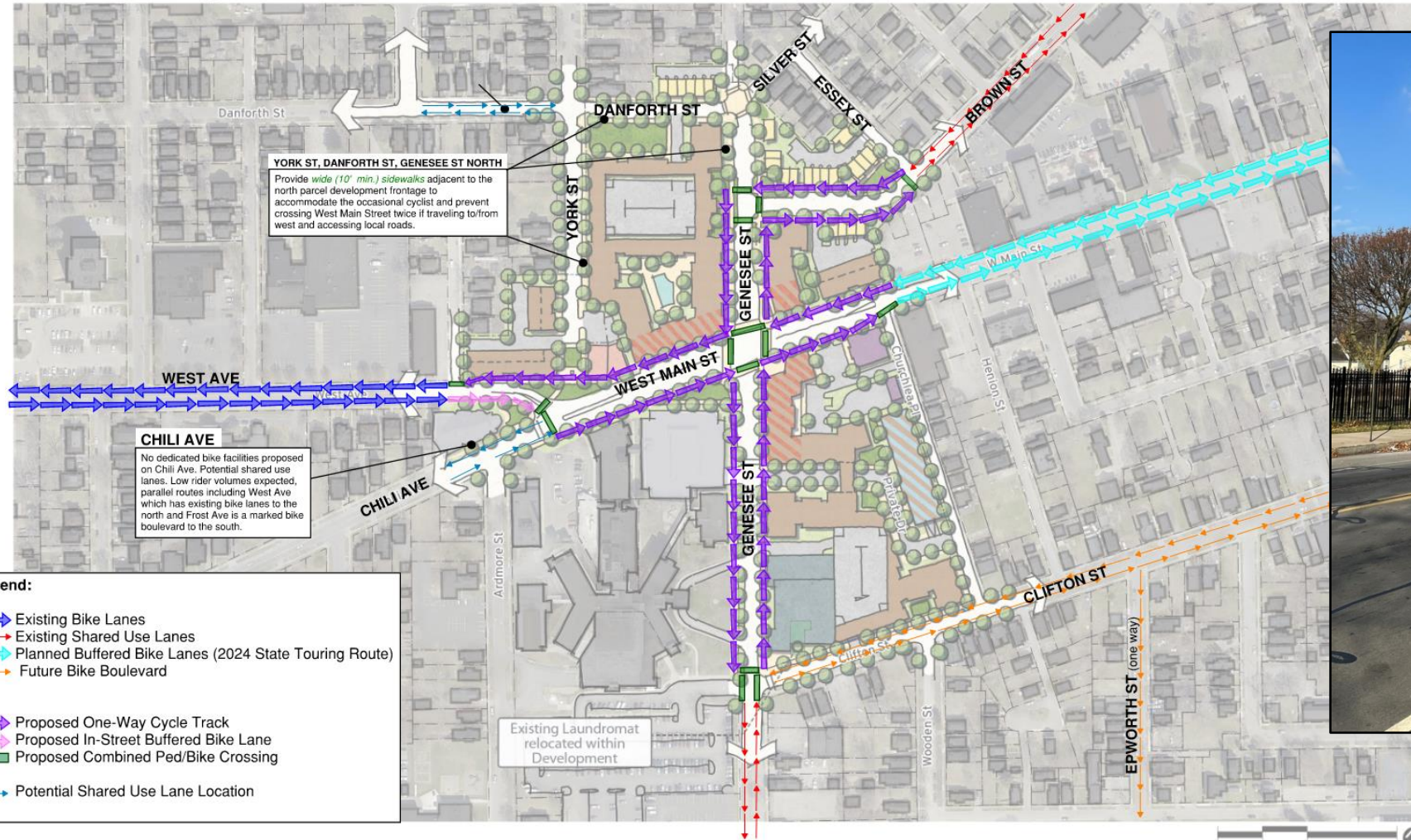
**Multi-Use Path**  
Elmwood Avenue

# Bike Connectivity Through Study Area (of the Preferred Alternative)



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## Bike Connectivity for Preferred Alternative



February 9, 2024 | ©2024 Torti Gallas + Partners | 1923 Vermont Avenue, NW, Grimsby School, 2nd Floor | Washington, DC 20001 | 301.588.4800



DevelopRoc, LLC  
City of Rochester, Department of Neighborhood and Business Development

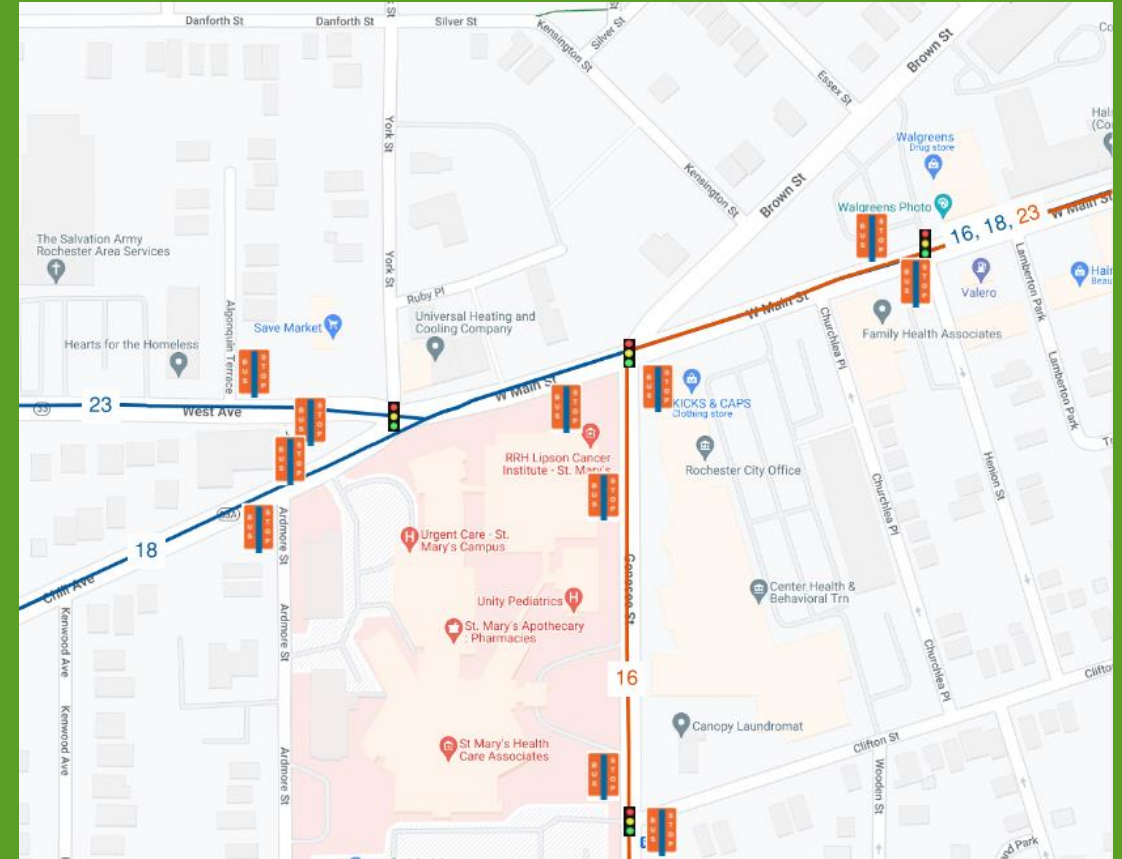
Revised Concept Site Plan 6 - Overall Plan & Program  
BULL'S HEAD DEVELOPMENT PLAN

# Transit Considerations



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- Early coordination with RTS
- Construct concrete pads at bus stops on the project
- Minor modifications to bus stop locations as necessary to facilitate efficient and accessible stops



Routes Through the Project Site  
16 (Genesee), 18 (Chili), 23 (West Ave/Airport)



# Landscape Enhancements – Street Features



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Planter



Planter



Benches



Honeylocust  
(Gleditsia triacanthos)



Armstrong Maple  
(Acer rubrum 'Armstrong')



Crabapple  
(Malus spp.)

Street Trees



Tree Pit with Porous Pavement

Street Plantings



Bike Racks

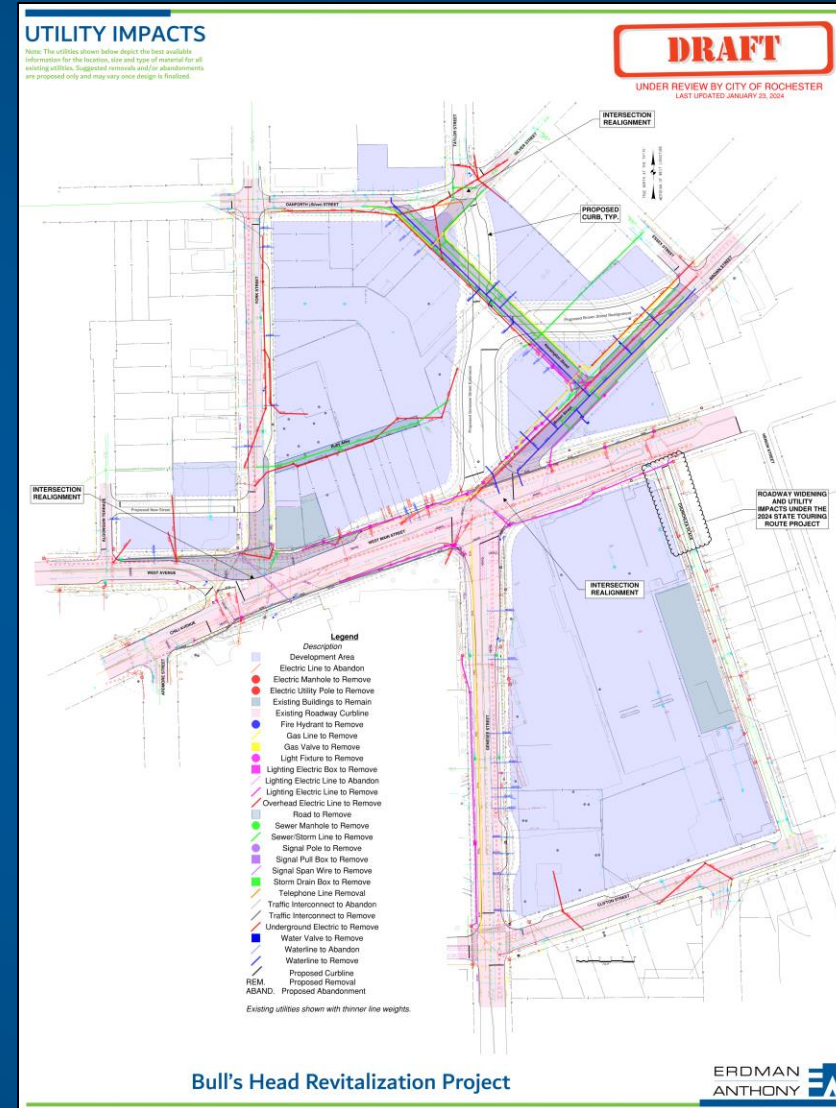
# Private Utility Work (to be completed prior to street construction)



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Rochester City Council

**Note: major utility relocations required.**

- **RG&E Gas**
  - Potential relocation of a regulator station on York St
  - Potential relocation of a large gas main in conflict on Genesee St
  - Removal of facilities on Brown St, Kensington St
- **RG&E Electric**
  - Relocation of duct bank on Brown St (Essex St – W. Main St)
  - Removal of utility poles on Brown St (Essex St – W. Main St) and Kensington St
  - Facility upgrades for the development and new streets
- **Frontier**
  - Facility upgrades on Genesee St, West Ave and new streets
- **Spectrum/Charter Communications**
  - Potential relocation of overhead utilities on Silver St, York St, Kensington St
  - Potential relocation of fiber conduit on Silver St



# Public Utility Design

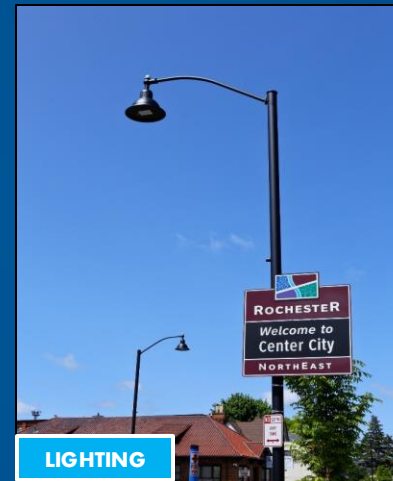
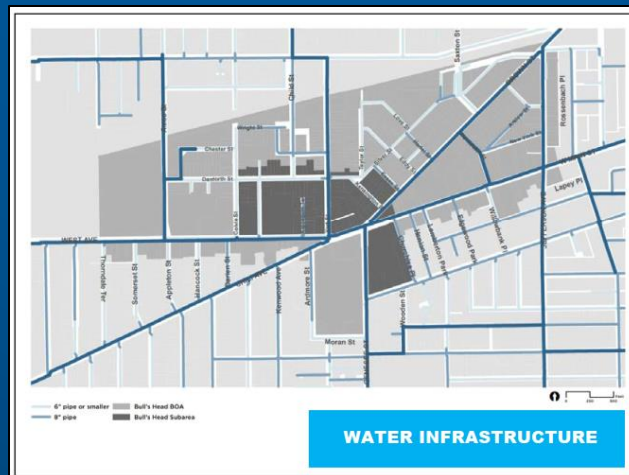
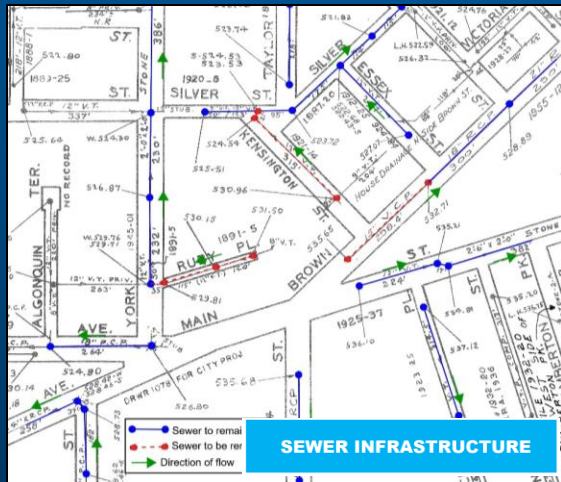


City of Rochester, NY  
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Rochester City Council

Sewer /  
Drainage

Water

Lighting



- Public utilities will be designed with the street improvements and constructed as part of the street construction
- Relocation of public infrastructure and installation of new public infrastructure will be required



# Right-of-Way (ROW)

- Anticipate 11 non-City owned ROW acquisition strip and corner takings
- 32 City-owned properties anticipated to be converted to ROW

## Anticipated Location of ROW Acquisitions - Overall Plan

Bull's Head Revitalization Project  
City of Rochester, NY

11/30/2023

**DRAFT**

### Legend

- Approximate non-City-owned ROW acquisition
- Existing ROW to be retained or given to property owners
- Maximum extent of work as per draft preliminary concept plan
- COR-owned property to be converted to ROW

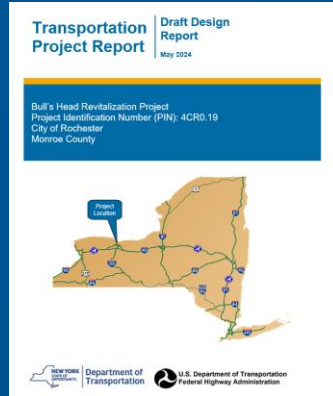


City of Rochester, NY  
Malik D. Evans, Mayor  
Rochester City Council

# Schedule



City of Rochester, NY  
Malik D. Evans, Mayor  
Rochester City Council

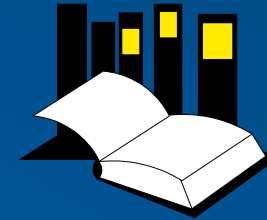


**April  
2023**

Notice to Proceed

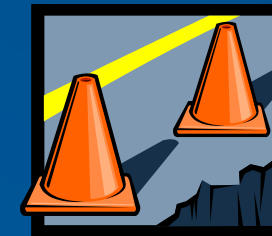
**Summer  
2025**

Detailed Design Complete



**Spring  
2026  
Construction Season**

Construction Starts



**Spring/Summer  
2024**

Preliminary Design Complete  
/ Design Approval



**Fall  
2025**

Bidding Starts

**Fall  
2027**

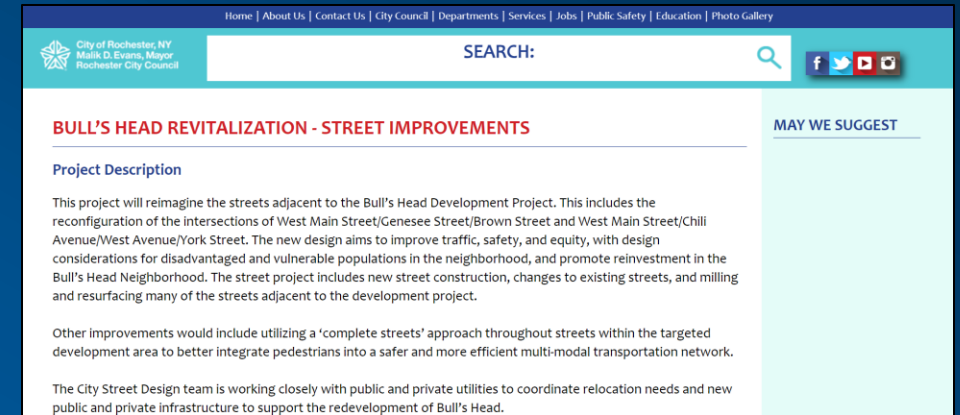
**Construction Season**  
Construction Complete

Preliminary and Final Design  
2 ½ years

# For more information...

**Bull's Head Revitalization - Street Improvements** webpage includes updates on the public street improvements:

<https://cityofrochester.gov/BullsHeadStreets/>



The screenshot shows the top portion of the webpage. The header includes navigation links: Home | About Us | Contact Us | City Council | Departments | Services | Jobs | Public Safety | Education | Photo Gallery. A search bar is present with the text "SEARCH:". The main content area is titled "BULL'S HEAD REVITALIZATION - STREET IMPROVEMENTS". Under "Project Description", it states: "This project will reimagine the streets adjacent to the Bull's Head Development Project. This includes the reconfiguration of the intersections of West Main Street/Genesee Street/Brown Street and West Main Street/Chili Avenue/West Avenue/York Street. The new design aims to improve traffic, safety, and equity, with design considerations for disadvantaged and vulnerable populations in the neighborhood, and promote reinvestment in the Bull's Head Neighborhood. The street project includes new street construction, changes to existing streets, and milling and resurfacing many of the streets adjacent to the development project." It also mentions "Other improvements would include utilizing a 'complete streets' approach throughout streets within the targeted development area to better integrate pedestrians into a safer and more efficient multi-modal transportation network." and "The City Street Design team is working closely with public and private utilities to coordinate relocation needs and new public and private infrastructure to support the redevelopment of Bull's Head." A "MAY WE SUGGEST" sidebar is visible on the right.

**Bull's Head Revitalization Project** webpage includes project background history and redevelopment information:

<https://www.cityofrochester.gov/BullsHeadRevitalization/>



The screenshot shows the top portion of the webpage. The header includes navigation links: Home | About Us | Contact Us | City Council | Departments | Services | Jobs | Public Safety | Education | Photo Gallery. A search bar is present with the text "SEARCH:". The main content area is titled "BULL'S HEAD REVITALIZATION PROJECT". Under "Bull's Head Revitalization Project", it includes an "Introduction" section: "The Bull's Head Revitalization Project represents years of neighborhood-based planning driven by a strong commitment from residents, other stakeholders, and the City of Rochester to catalyze revitalization and redevelopment in Bull's Head, a community with a prominent history that has experienced significant disinvestment over several decades. The planning process identified a number of core principles for revitalization, including:" followed by a bulleted list: "• Neighborhood Vibrancy & Sense of Place", "• Safe, Accessible Transportation Systems", "• Employment & Business Expansion", "• Quality, Mixed-Use Development", "• Renewed Housing Opportunities", "• Public Space, Parks & Recreation Enhancements", "• Public Safety & Health Benefits", "• Environmental Restoration". A "MAY WE SUGGEST" sidebar on the right lists various city departments and services, including Board of Ethics, Rochester Fire Department, Join the Rochester Police Department, Legal Cannabis in Rochester, Site Plan Review Project Map, Blue Cross Arena Upgrades Project, Water Main Cleaning and Lining Project, Rochester Land Bank Corporation, Cremation Services, and Cemeteries.

# Questions or Comments

Please provide your name when asking a question

## To ask a question IN PERSON:

- ▶ Please raise your hand

## To ask a question on the COMPUTER:

-  ▶ Please use the “chat” feature to ask your question

## To ask a question on the PHONE:

- ▶ Dial \*9 to Raise your Hand
- ▶ Dial \*6 to Unmute yourself

*Thank you for your time*

For additional comments and questions, please contact:

Lisa Y. Reyes at 585.428.6354 or  
[Lisa.Reyes@cityofrochester.gov](mailto:Lisa.Reyes@cityofrochester.gov)