

Bull's Head Revitalization – Street Improvements Preliminary (30%) Street Design Update

Hybrid Public Meeting No. 2
(In-Person and Zoom Webinar)
Salvation Army
100 West Ave
Monday, June 17, 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:**
 - In person attendees please sign in on the Attendance sheet in the back of the room
 - Virtual meeting participants please use the “chat”  feature to provide your name and address

- **Questions:** Meeting participants will be muted during the presentation. At the end of the presentation:
 - In person attendees will be able to visit stations in the back of the room to view poster boards, ask questions, and continue the discussion with project team members
 - Virtual meeting participants will be provided a link to view the poster boards virtually and then will be asked to complete a short survey to provide their feedback and leave questions for the project team

- **Audio/Video Recording Consent:** All 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 (MCDOT)**
Henry Herdzik, P.E.
Jim Fairchild, P.E.
- ▶ **New York State Dept. of Transportation (NYSDOT)**
Karlee L. Danek, P.E. - Regional Local Projects Liaison
Jillian J. Button, Real Estate Specialist II
Thomas L. Finch, Regional Real Estate Officer

Tonight's Presentation



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Malik D. Evans, Mayor
Rochester City Council

- Collaborative Approach
- Analysis and Studies Completed to Date
- Public Participation Meetings
- General Project Overview
- Street Design and Utility and Agency Coordination
 - Current Design Review & Feedback Incorporated from Previous Meeting
 - Review of Feedback from Bicycle Community
 - Transit Considerations
 - Utility Work
- Right-of-Way Acquisitions
- Bull's Head Brownfields Revitalization
- Landscape Enhancements – Street Features
- Timeline
- More Information & Continued Discussion



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



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



Public Participation Meetings



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- 1st Stakeholder Meeting – February 15, 2024
- 1st Public Meeting - February 27, 2024 (conceptual design)
- 2nd Stakeholder Meeting – June 3, 2024
- 2nd Public Meeting - June 17, 2024 (30% design) – *today!*
- 3rd Public Meeting - Fall 2024 (50% design)
- 4th Public Meeting – Spring/Summer 2025 (90% design)



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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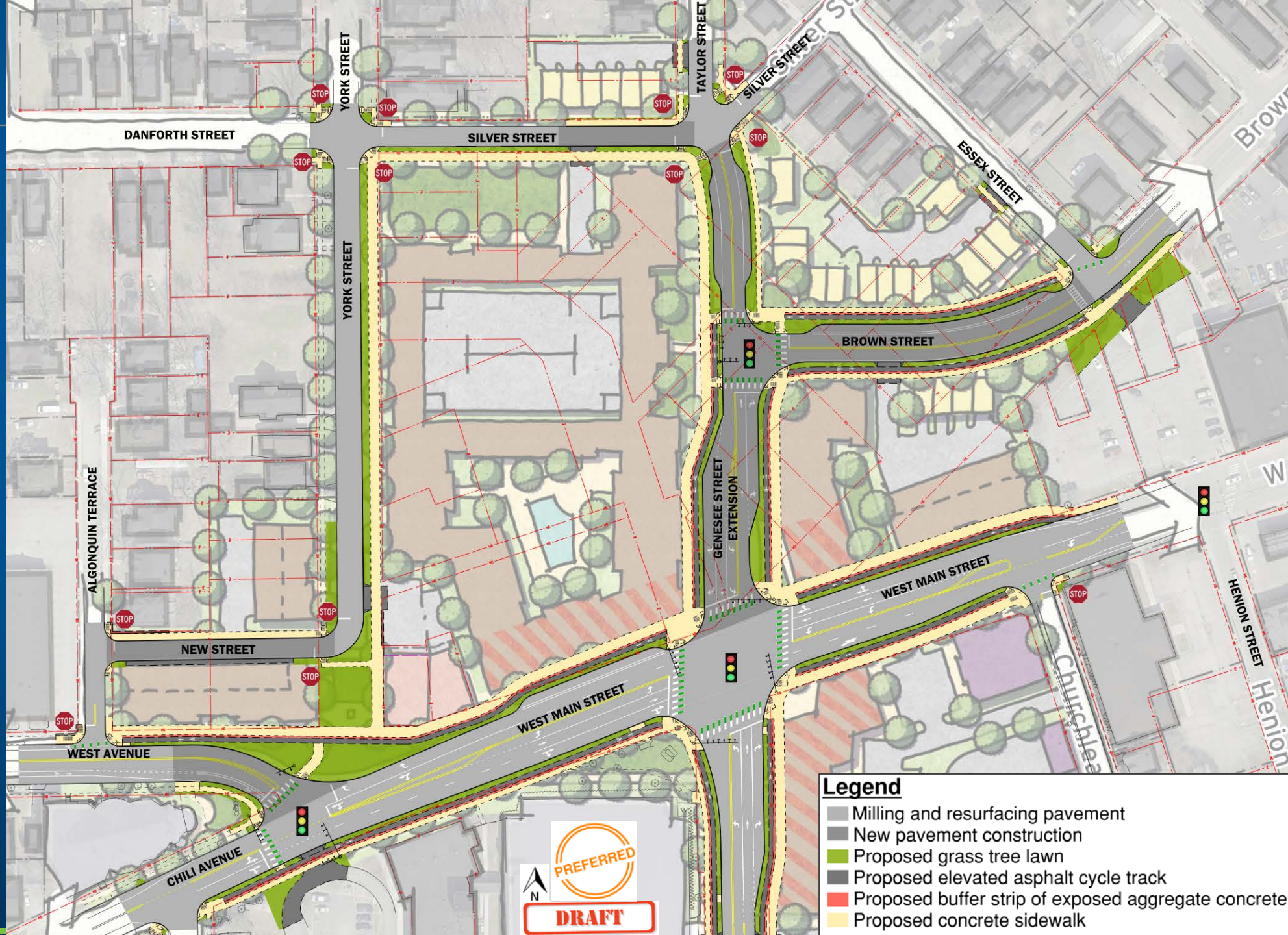
Proposed Street Improvements:

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



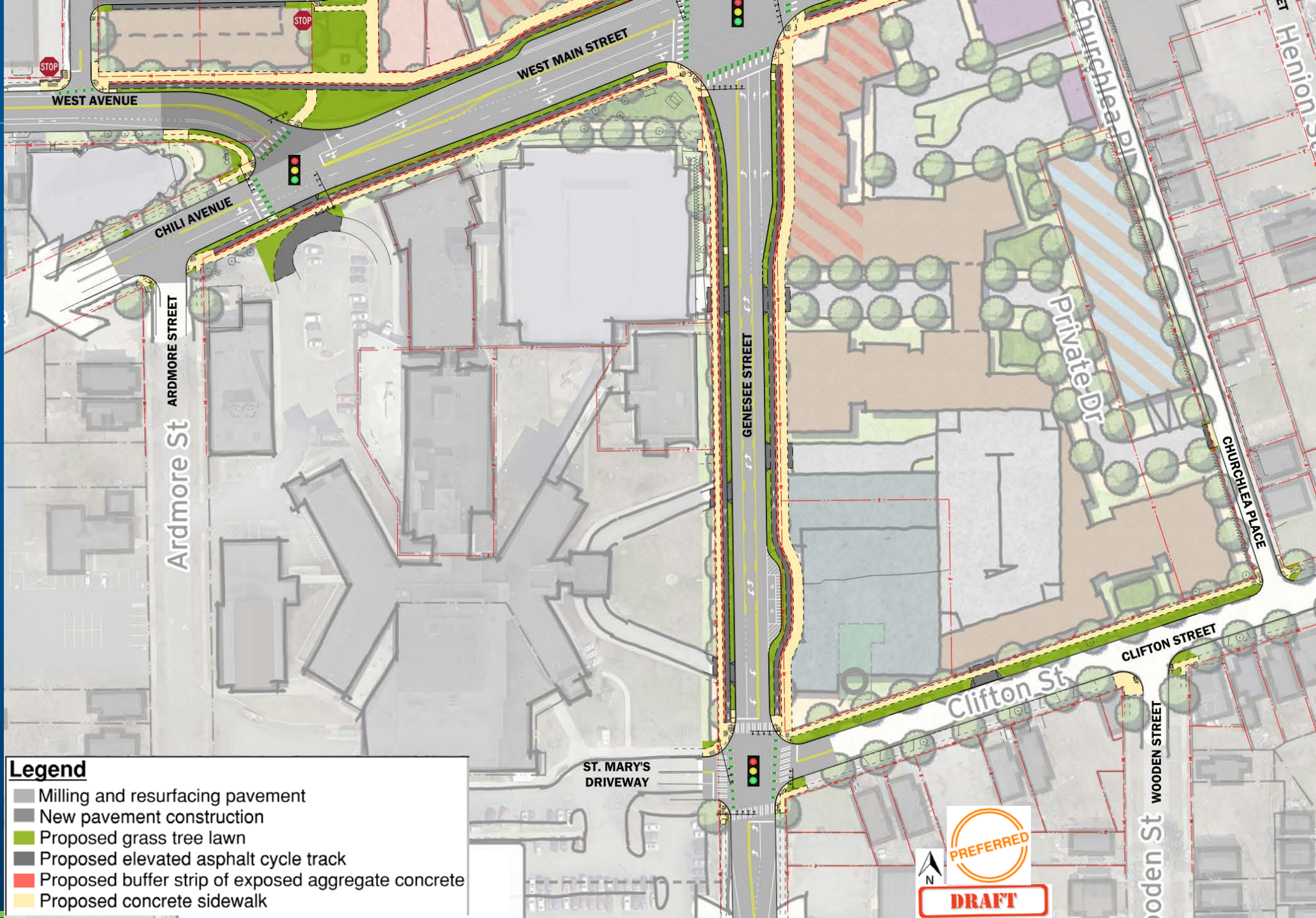
North Side of W. Main St.

Background image is DevelopROC's latest development plan for the project area



South Side of W. Main St.

Background image is DevelopROC's latest development plan for the project area



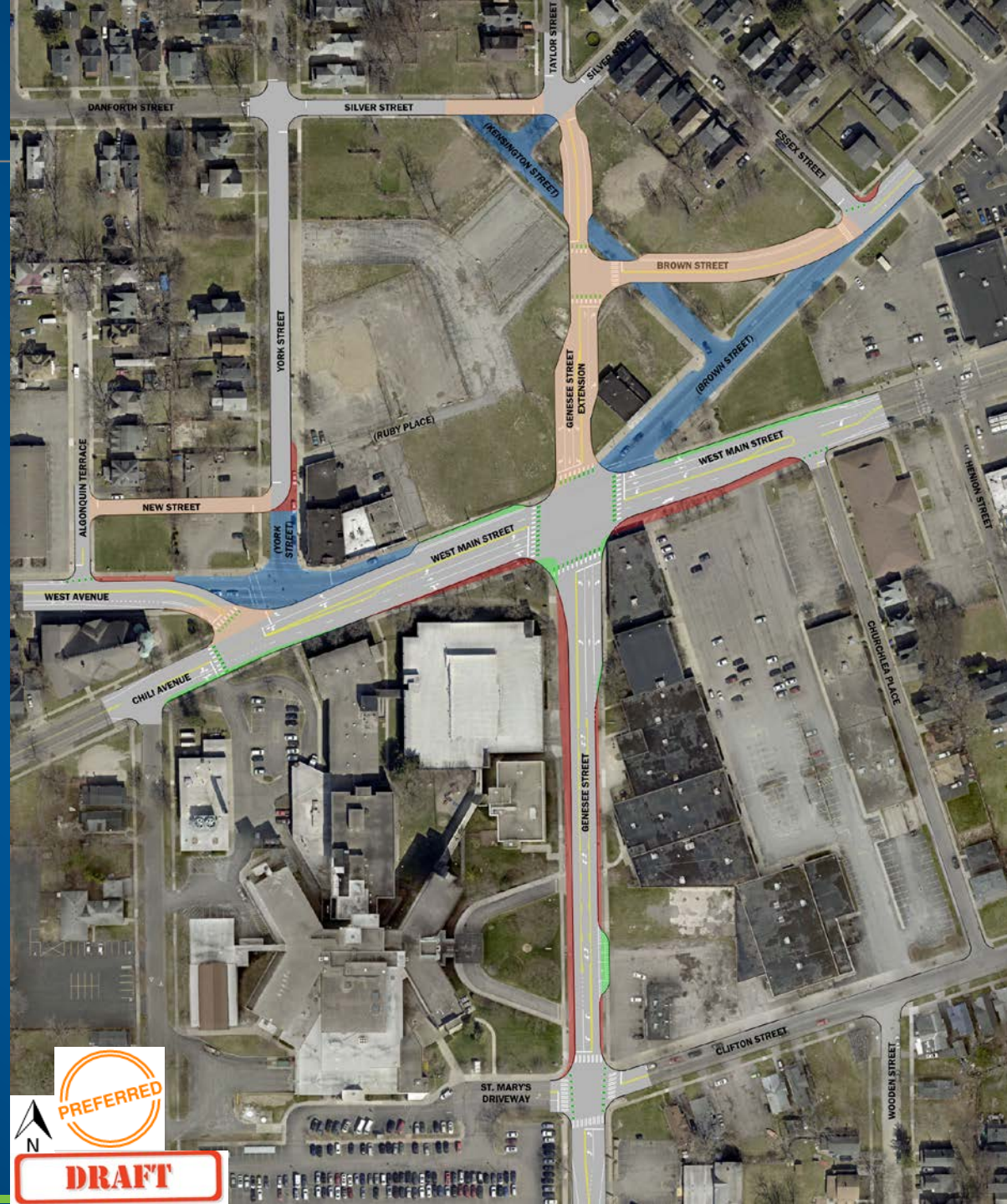
Highlight of Street Modifications in Current Design



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Legend

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



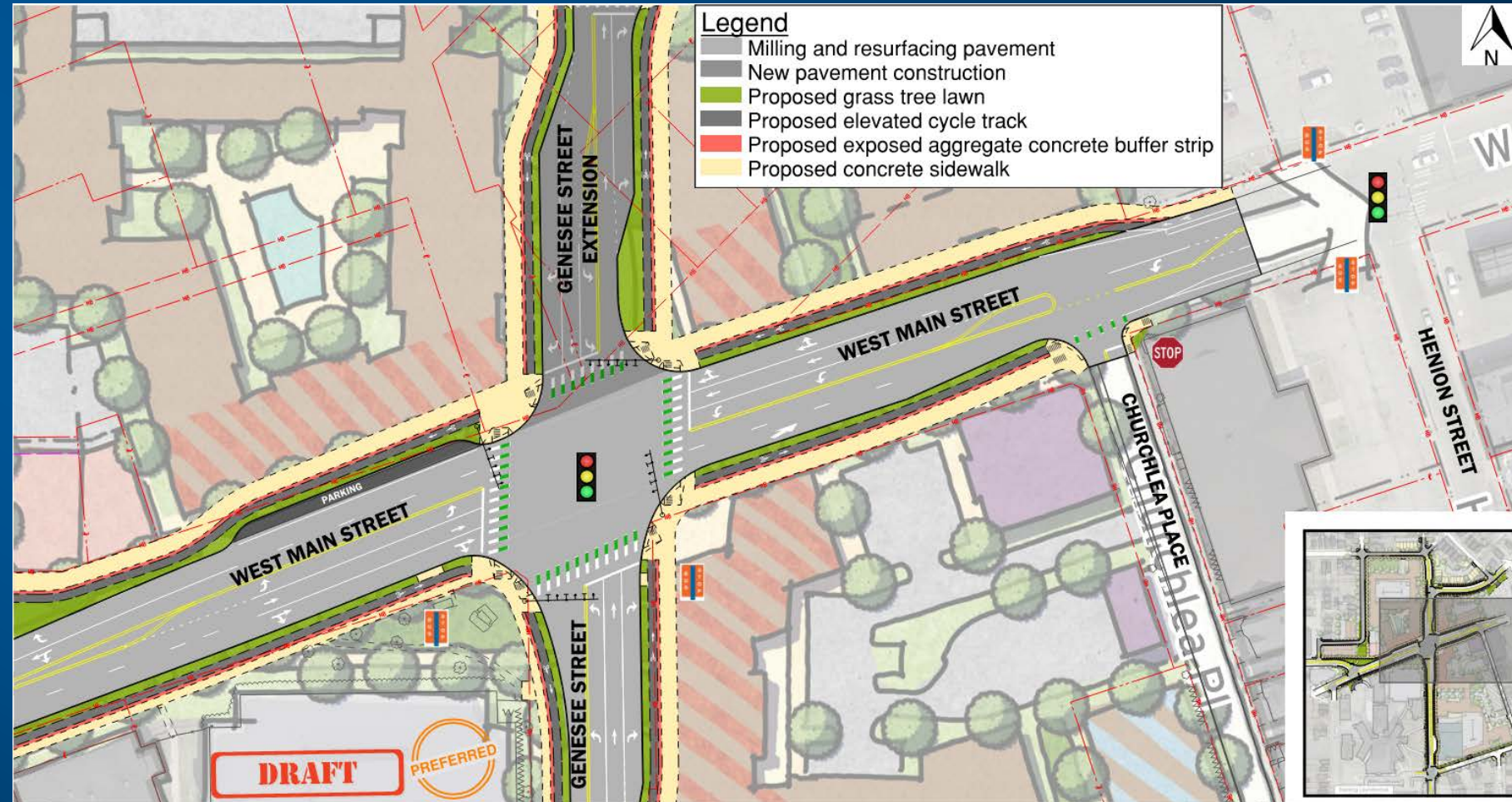
Current Design - W Main St / Genesee St Intersection (Brown St Connection Removed)



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Feedback incorporated from previous meeting:

- Shorten crosswalks to improve safety and accessibility while maintaining turning radii for large vehicles such as fire trucks and snowplows
- Elevated cycle tracks retained throughout project based on positive community feedback
- Directional curb ramps at the intersection



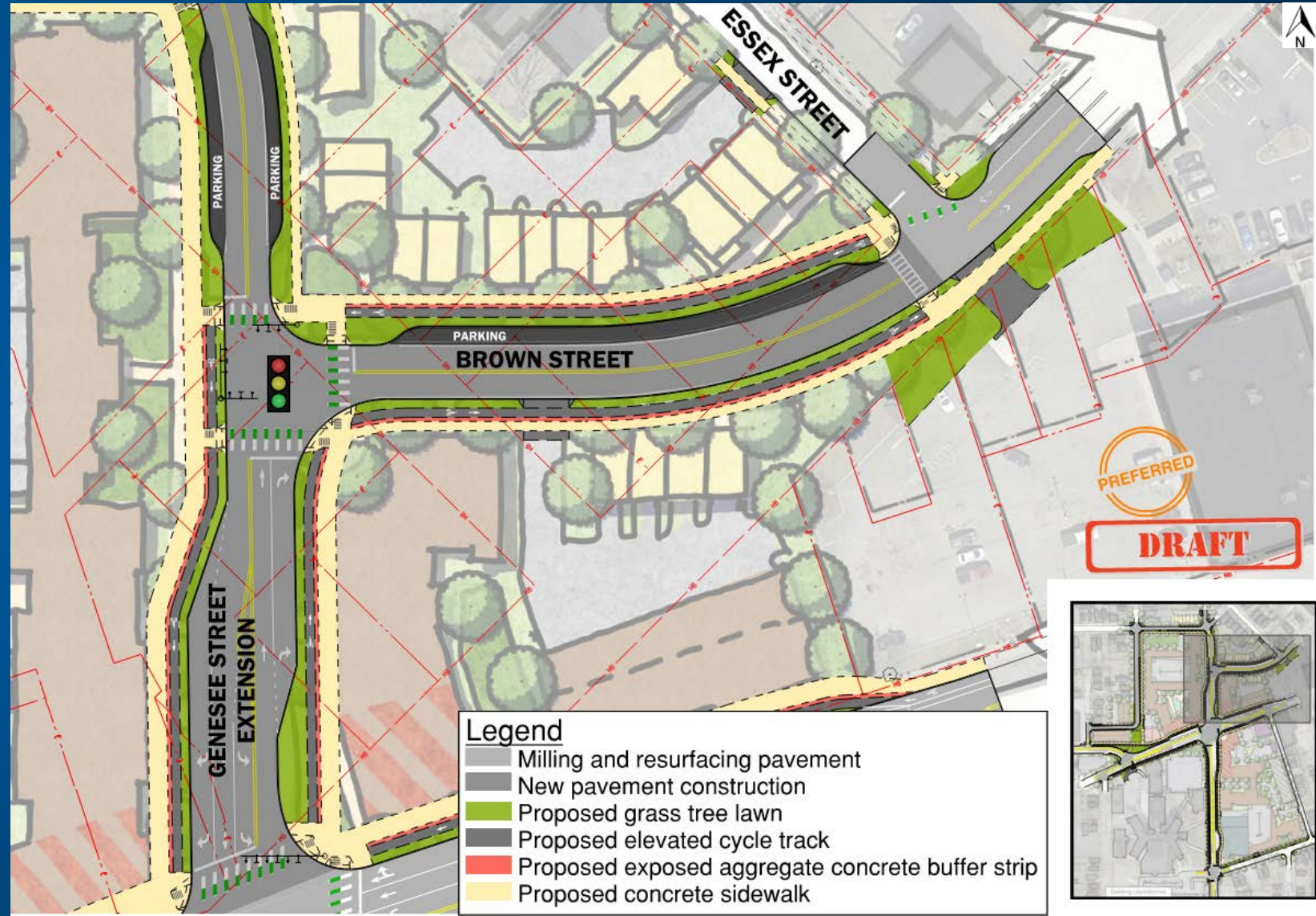
Current Design - New Genesee St Extension / Realigned Brown St (Kensington St Removed)



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Feedback incorporated from previous meeting:

- Signalized intersection selected based on positive community feedback
- Marked midblock crosswalk under consideration on Brown St at Essex St
- Elevated cycle tracks retained based on positive community feedback



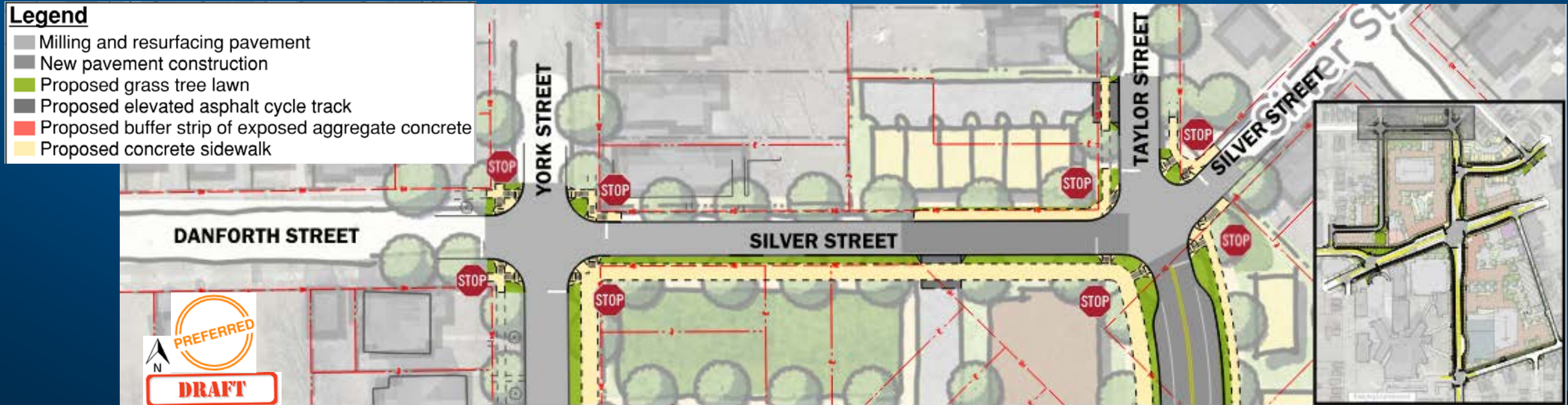
Realigned Intersection – New Genesee St Extension / Silver St / Taylor St (Kensington St Removed)



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Changes incorporated since previous meeting:

- New stop-controlled intersection revised to minimize ROW impacts
- Curb bump-outs and on-street parking removed on Silver Street. Existing 'No Parking' to remain. (Reduced scope based on current design budget)



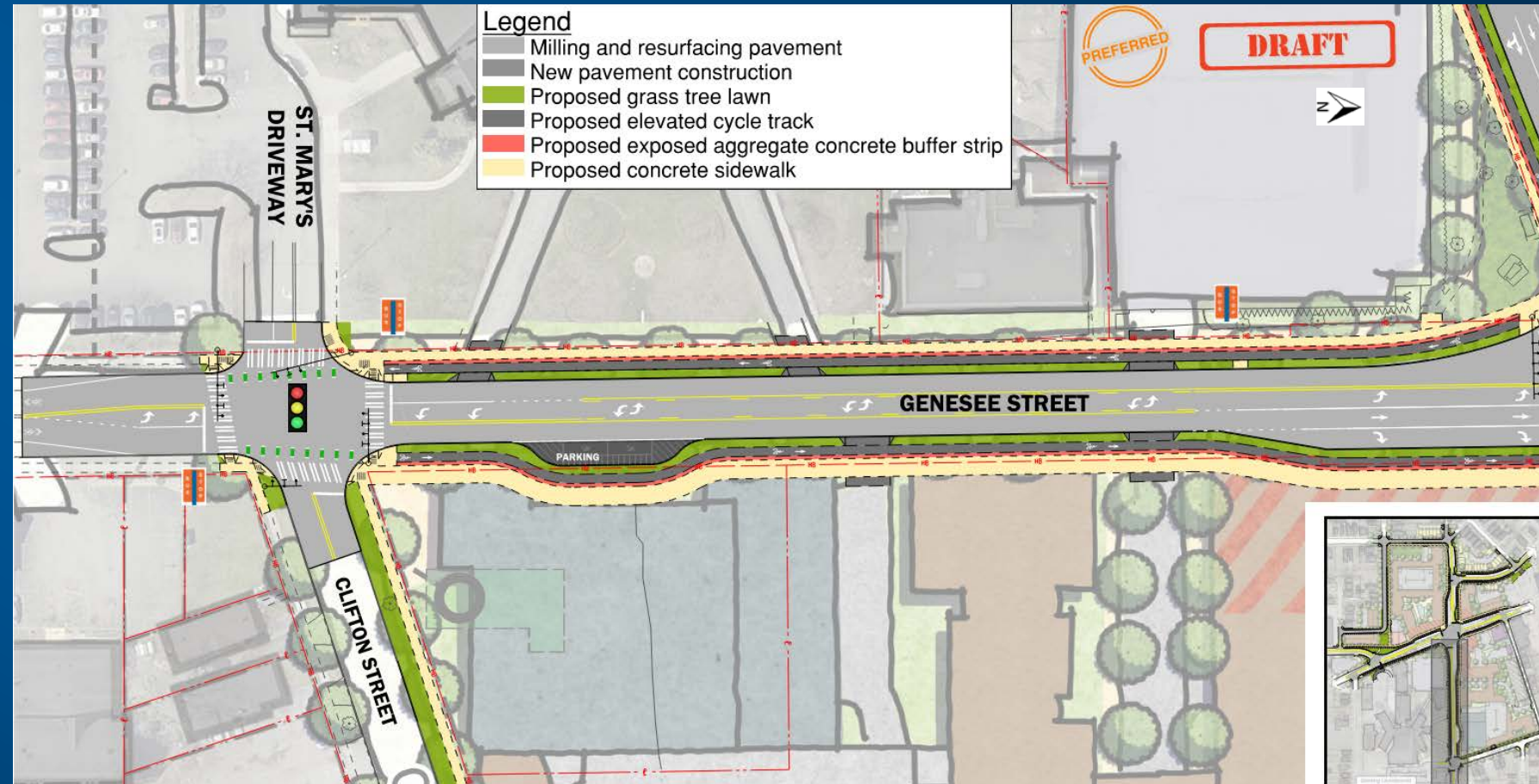
Current Design along Genesee Street



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Changes/feedback incorporated since previous meeting:

- Proposed elevated cycle tracks along Genesee Street based on positive community feedback*
- Traffic signal at Genesee Street / Clifton Street proposed for replacement



*The Genesee Street proposed improvements are pending review of utility impacts and budget.

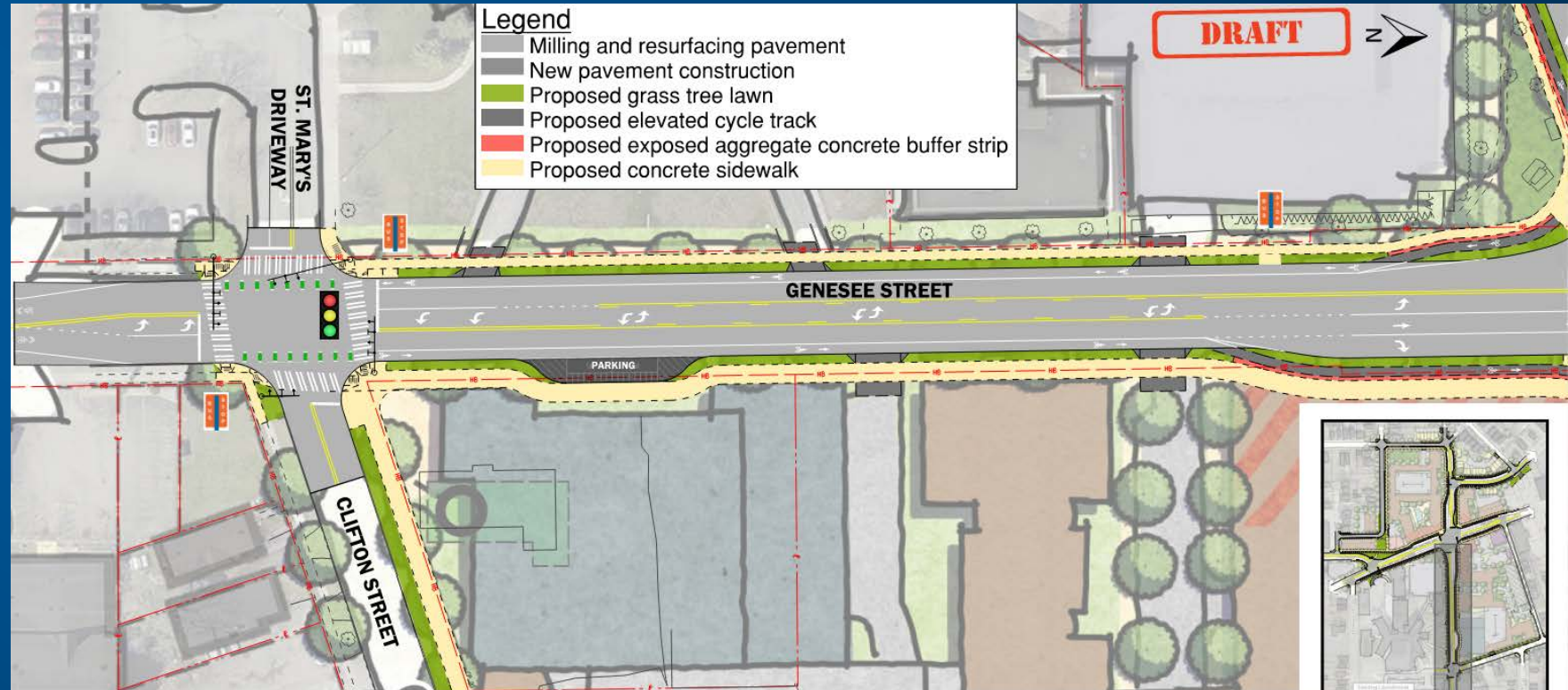
Alternate Design along Genesee Street



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Changes/feedback incorporated since previous meeting:

- Traffic signal at Genesee Street / Clifton Street proposed for replacement



Genesee Street alternate design should utilities or budget require a modified design.

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



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Changes/feedback incorporated since previous meeting:

- West Avenue teeing into Chili Avenue retained based on positive community feedback
- Buffered bike lane eastbound on West Avenue approaching the signalized intersection
- Proposed northbound cycle track on Chili Avenue extended to Ardmore St pending site impacts at St. Mary's
- Green space at the south end of York St









Current Design - York St / New Street Connection to Algonquin Terrace

Changes/feedback incorporated since previous meeting:

- Removal of back-in-angled parking but retain existing parallel parking on the east side of the street
- Maintain access for York St vehicles through a New Street connection to Algonquin Terr
- Public plaza and green space at the south end of York St



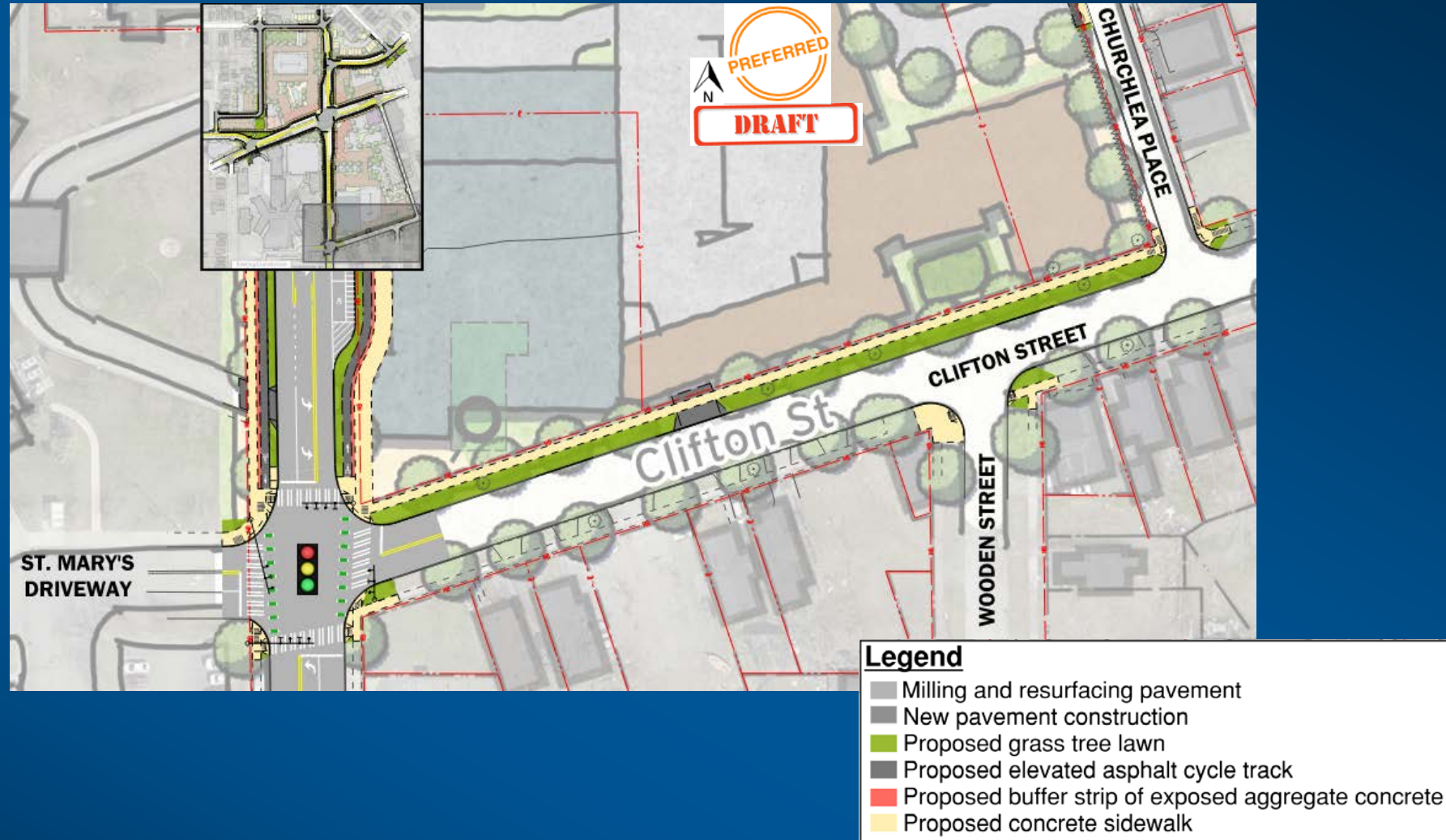
Legend	
	Milling and resurfacing pavement
	New pavement construction
	Proposed grass tree lawn
	Proposed elevated asphalt cycle track
	Proposed buffer strip of exposed aggregate concrete
	Proposed concrete sidewalk

Clifton Street



Changes incorporated since previous meeting:

- Alternating-side parking to be retained
- New 5' wide sidewalk and 5' minimum wide tree lawn on north side of street
- Curb bump-outs and on-street parking removed. Existing alternate-side parking to remain. (Reduced scope based on current budget)



Street Design



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Current Design:

- West Main St. – Cycle Tracks
- Genesee St. / Brown St. – Traffic Signal
- Silver St. / Taylor St. – Realigned intersection
- Genesee St. – Cycle Track
- Chili Ave / West Ave – Tee Intersection
- New Street Connection between York St. to Algonquin Terr
- York St/Silver St/Clifton St – Maintain existing parking regulations



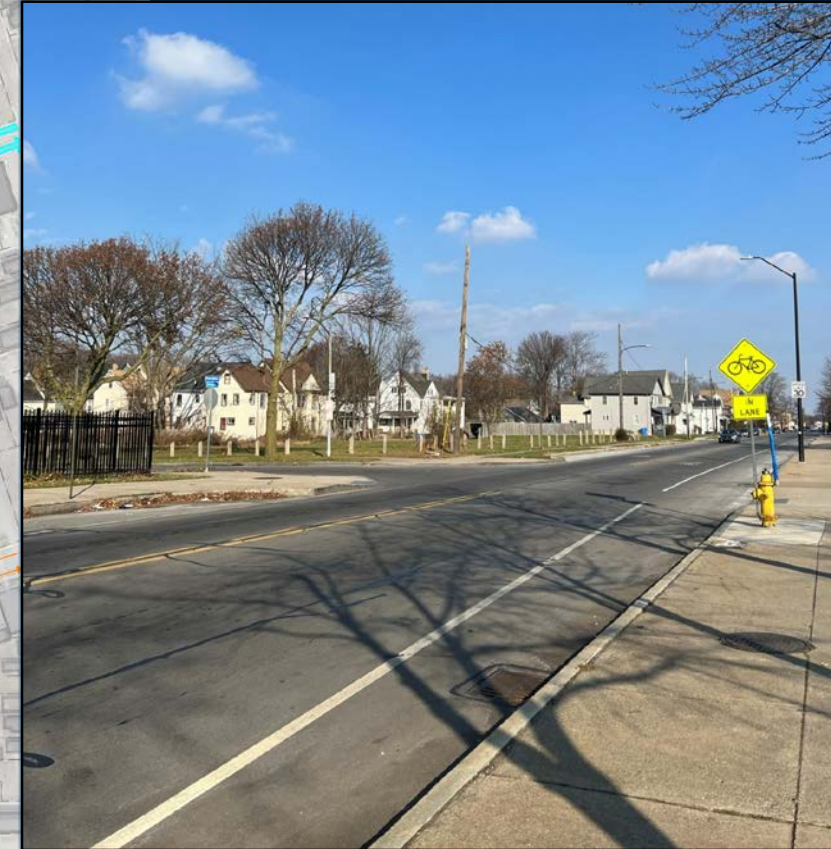
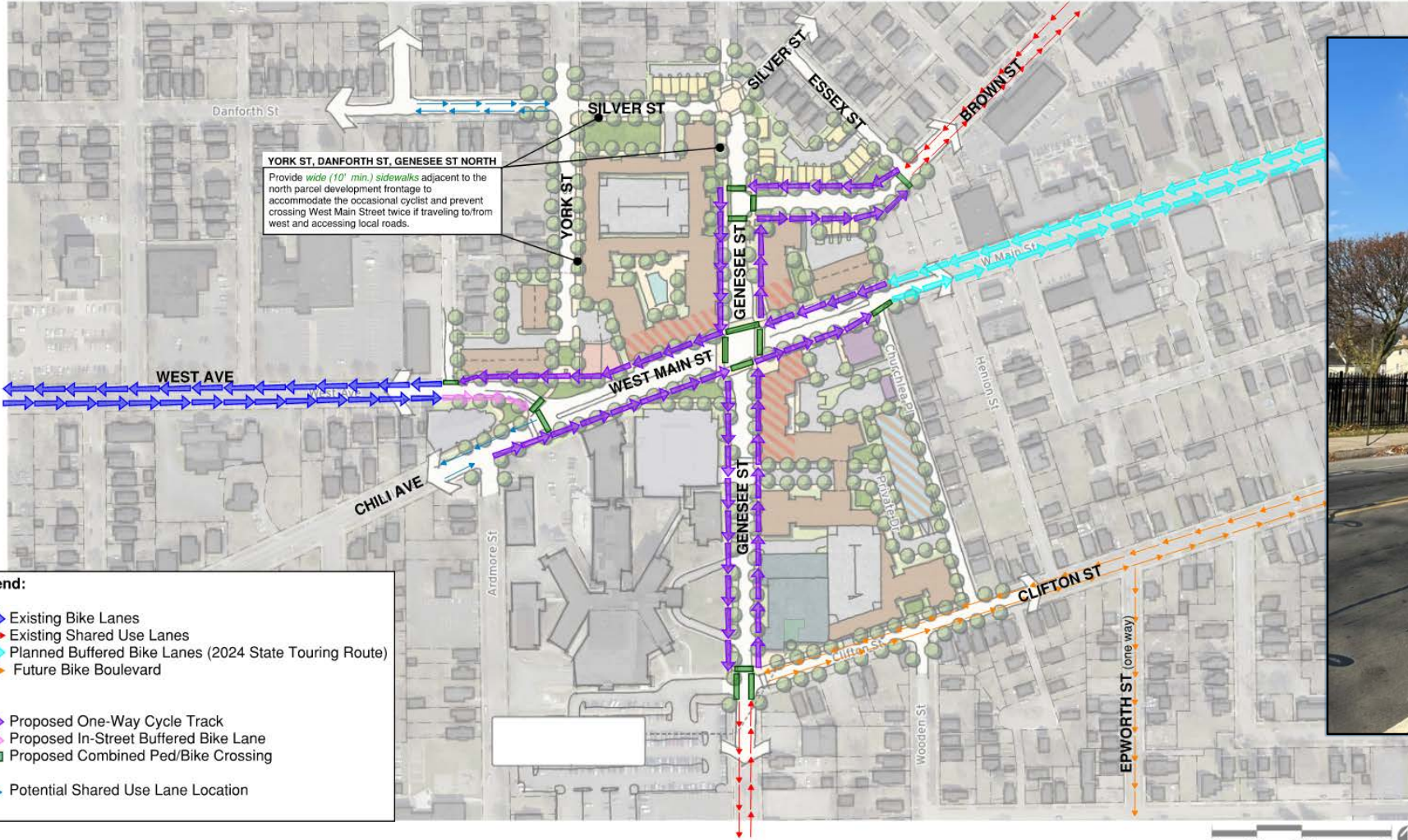
PREFERRED
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Bike Connectivity Through Study Area (of the Current Design)



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Bull's Head Bike Connectivity



Legend:

- Existing Bike Lanes
- Existing Shared Use Lanes
- Planned Buffered Bike Lanes (2024 State Touring Route)
- Future Bike Boulevard
- Proposed One-Way Cycle Track
- Proposed In-Street Buffered Bike Lane
- Proposed Combined Ped/Bike Crossing
- Potential Shared Use Lane Location

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

February 9, 2024 | ©2024 Torti Gallas + Partners | 1923 Vermont Avenue, NW, Granite School, 2nd Floor | Washington, DC 20001 | 301.584.4800



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



Review of Feedback from the Bicycle Community



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Raised Cycle Track Rendering of the Current Design



W Main St facing east towards Genesee St



W Main St facing west between Churchlea Pl and Henion St

Review of Feedback from the Bicycle Community



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Raised Cycle Track Variation Under Further Study...

Current Design

Pros

- Provides more separation between vehicles and cyclists
- Greater snow storage space
- Potential for less impacts to utilities
- Easier for snow plowing/maintenance activities

Cons

- Could lead to pedestrian/cyclist mixing
- Cyclists may have less of an advantage watching for cars exiting a driveway



Alternative Design Under Evaluation

Pros

- Provides more separation between cyclists and pedestrians
- Better suited when buildings are very close to the ROW

Cons

- Cycle track would likely be used for snow storage
- Potential for reduced sidewalk width in locations with limited ROW



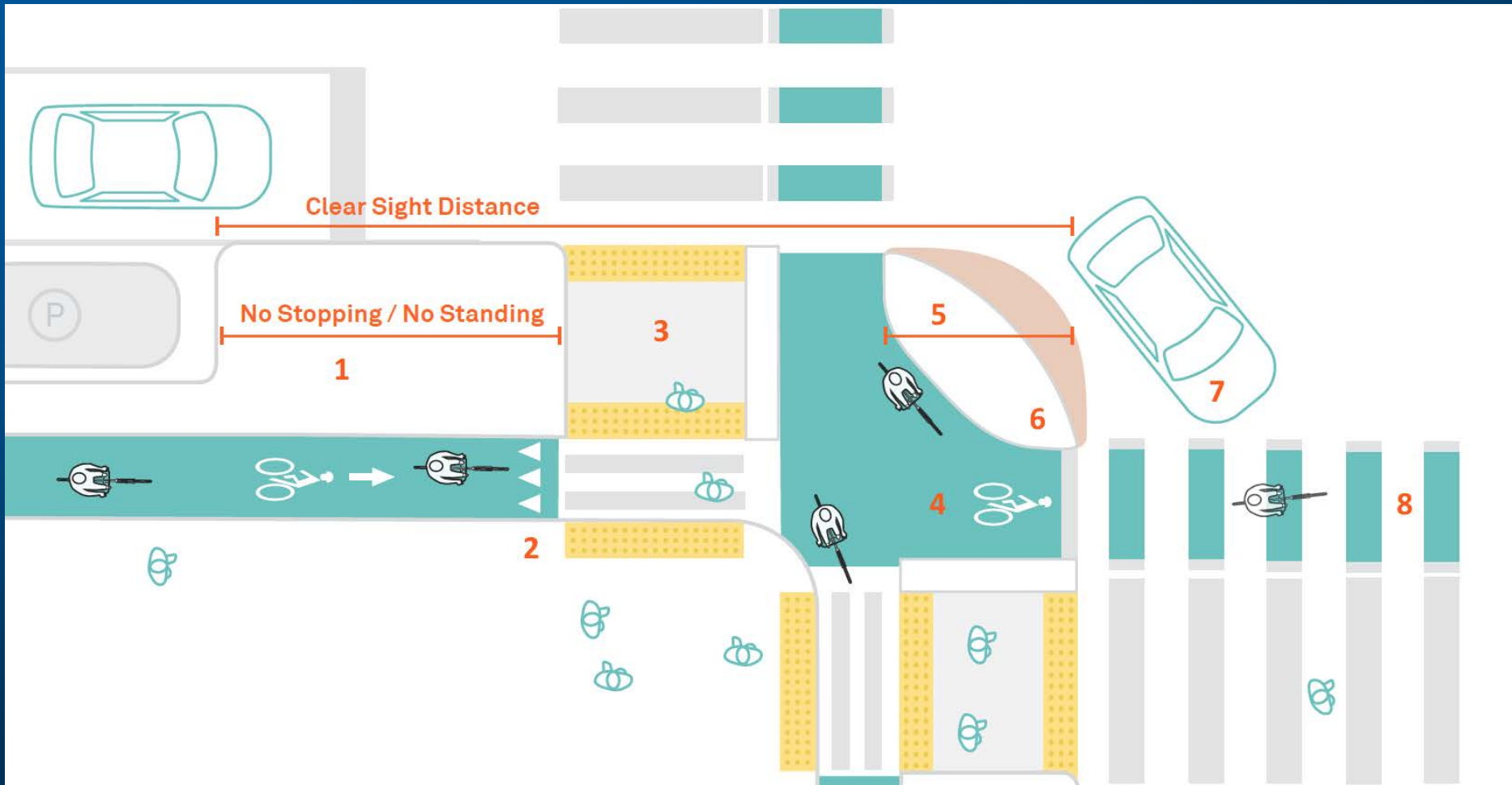
...evaluating location of tree lawn placement as a buffer for peds and bikes

Review of Feedback from the Bicycle Community



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Bicycle Intersection Design - Protected Intersection



- 1. No Stopping / No Standing Zone
- 2. Bike Yield Line (optional)
- 3. Pedestrian Islands
- 4. Bike Queue Area or Bike Leading Interval
- 5. Bikeway Setback
- 6. Corner Island
- 7. Motorist Waiting Zone
- 8. Crossbikes / Intersection Crossing Markings

Incorporated into Current Design

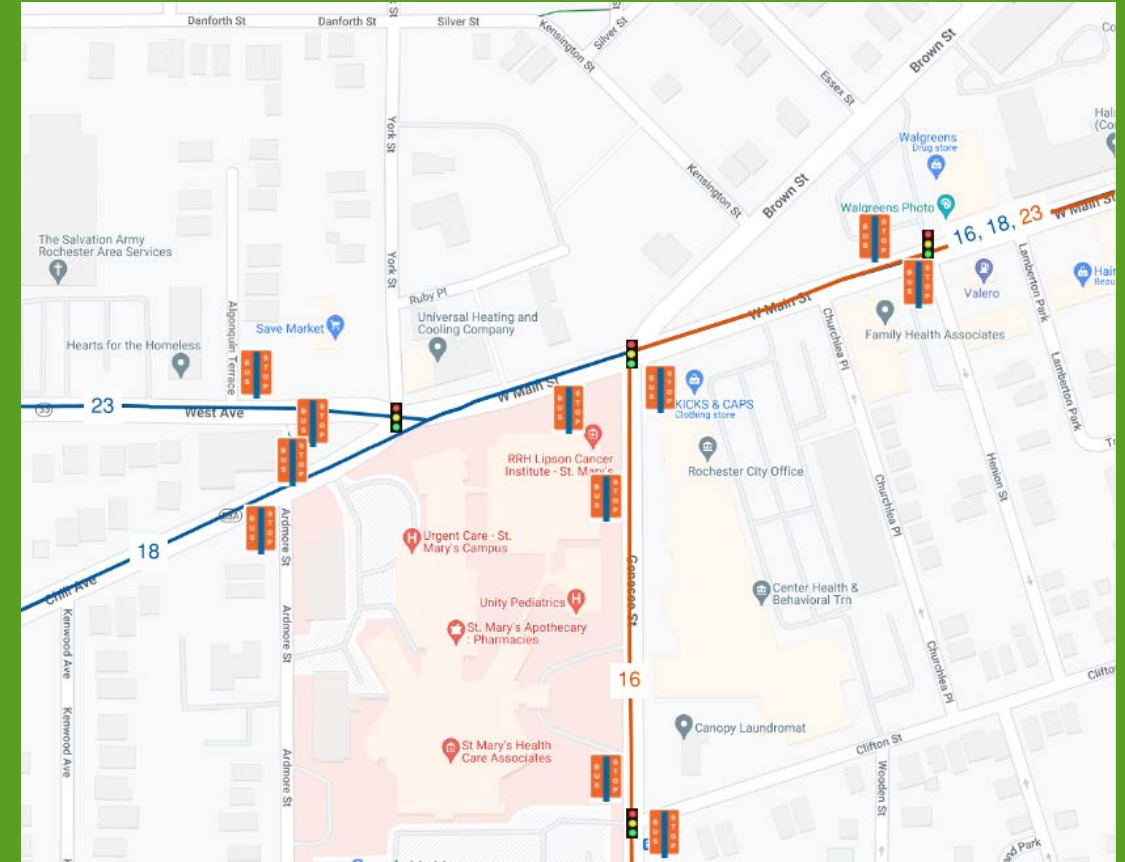
Not incorporated into Current Design

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)

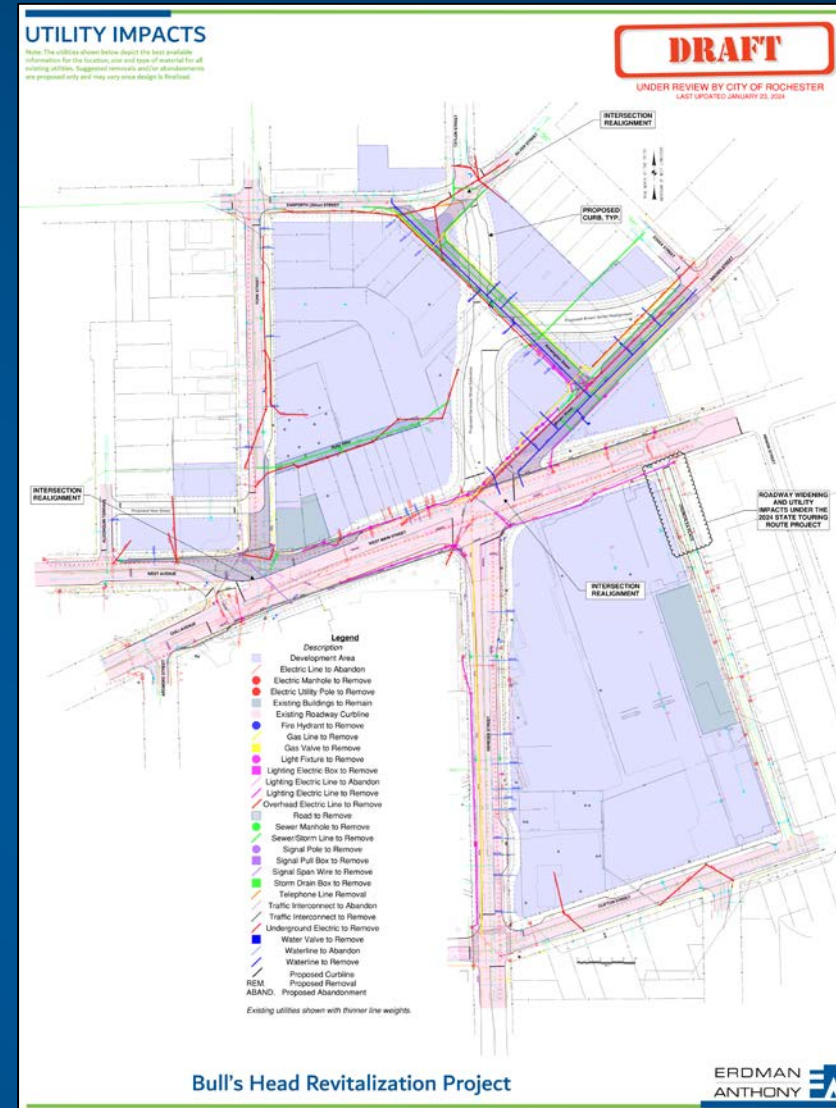
Private Utility Work (to be completed prior to street construction)



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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

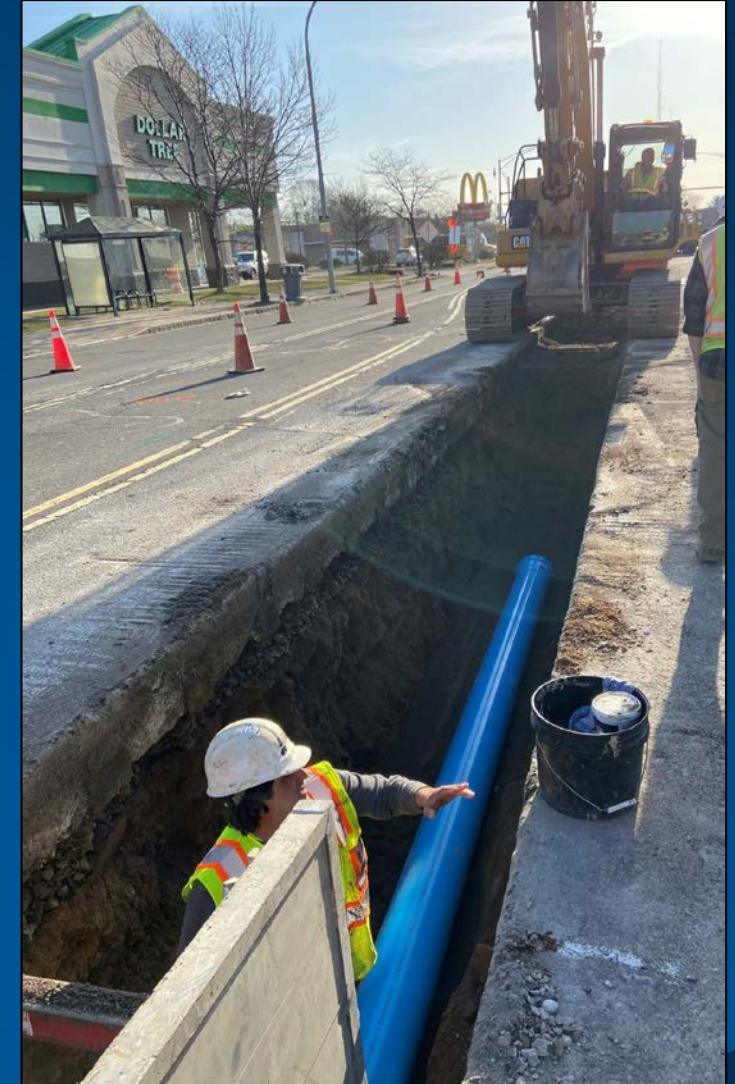
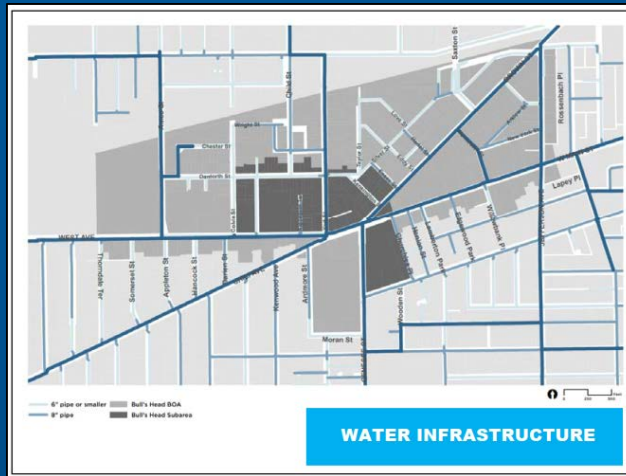
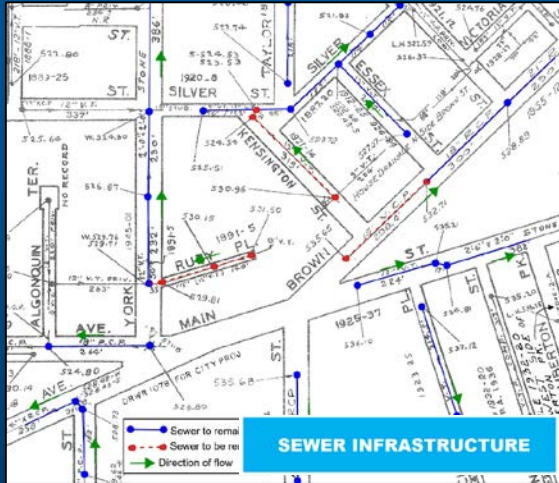


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Sewer /
Drainage

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 7 non-City owned ROW acquisition strip and corner takings or temporary easements

T.R.N.	REPUTED OWNER	LIBER	PAGE	TAX ACCT. NO.	FEE (sf)	TE (sf)
1	THE ROCHESTER ST. MARY'S RESIDENCE FACILITY, LLC	9,708	4	120.50-2-1.8	3287	4,981
				120.50-2-1.2	2253	
2	WEST AVENUE METHODIST EPISCOPAL CHURCH	631	202	120.50-1-7	887	
3	ROCHESTER MAIN, LLC	11,501	508	120.43-2-2	74	
4	ZS PROPERTY HOLDINGS LLC	12,177	314	120.43-1-41.1	210	1104
5	EMANUEL BRADBERRY	11,958	413	120.42-2-14.1	218	
6	ZS PROPERTY HOLDINGS LLC	12,177	302	120.43-1-47		1,110
				120.43-1-48		1,122
				120.43-1-49		1,186
				120.43-1-50		322
7	RHEMA LIFE COMMUNITY CHURCH	10,550	470	120.42-1-61	44	

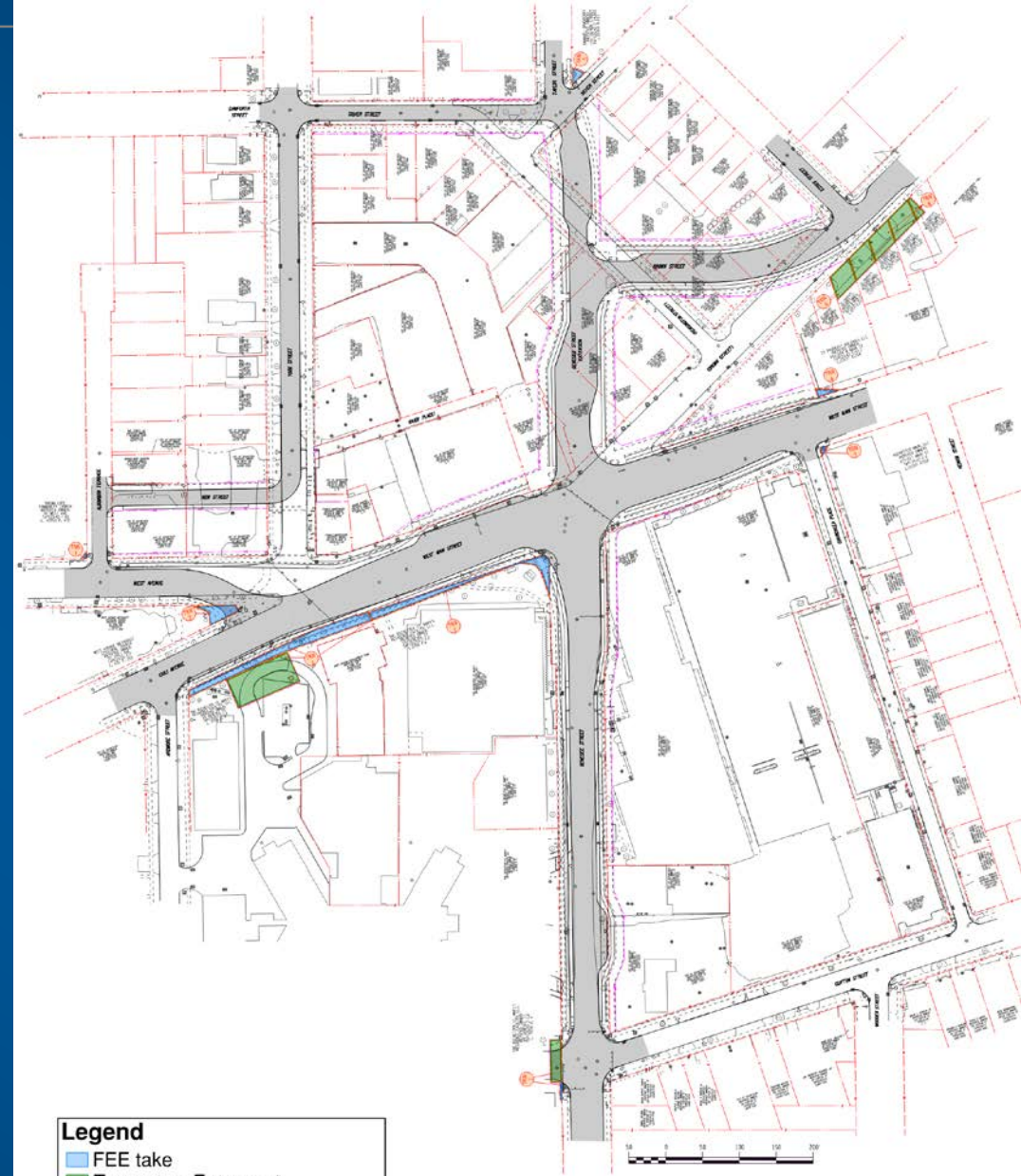
- 32 City-owned properties anticipated to be converted to ROW

DRAFT

Date: 06/06/2024



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Legend

- FEE take
- Temporary Easement

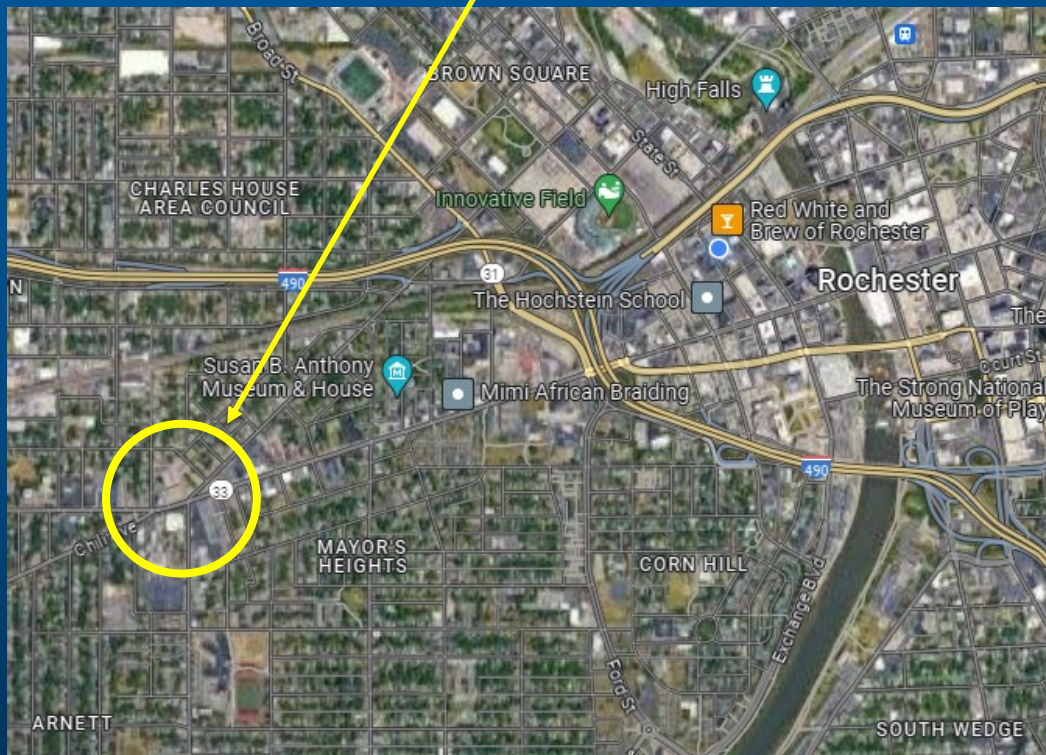
Bull's Head Brownfields Revitalization



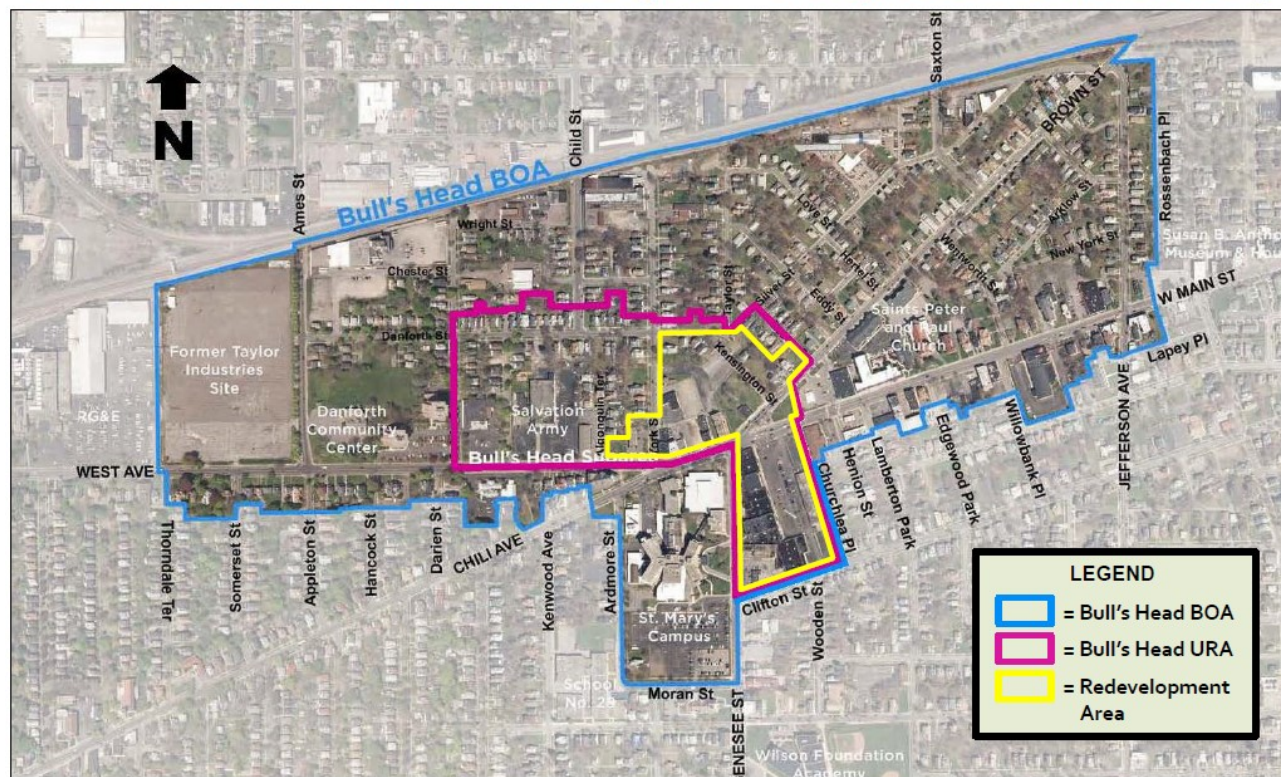
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The intersections of Genesee St, W. Main St, Brown St and W. Main St, Chili Ave, West Ave are Western Gateways into the City

Site Location



Bull's Head Revitalization Project - Study Area Location Map



Bull's Head Brownfields Revitalization



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Site History

- Natural Springs to Water Cows
- Bull's Head Tavern
- Major Commercial Area



Bull's Head Tavern

1808 - 1908

rebuilt 1827 ; remodeled 1868

*Historic Building, First Used as a Tavern Century Ago;
Then as Hospital for Wounded Soldiers During Civil
War, and for Forty Years as an Orphan Asylum.*



Bull's Head Brownfields Revitalization



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1940's and 1977



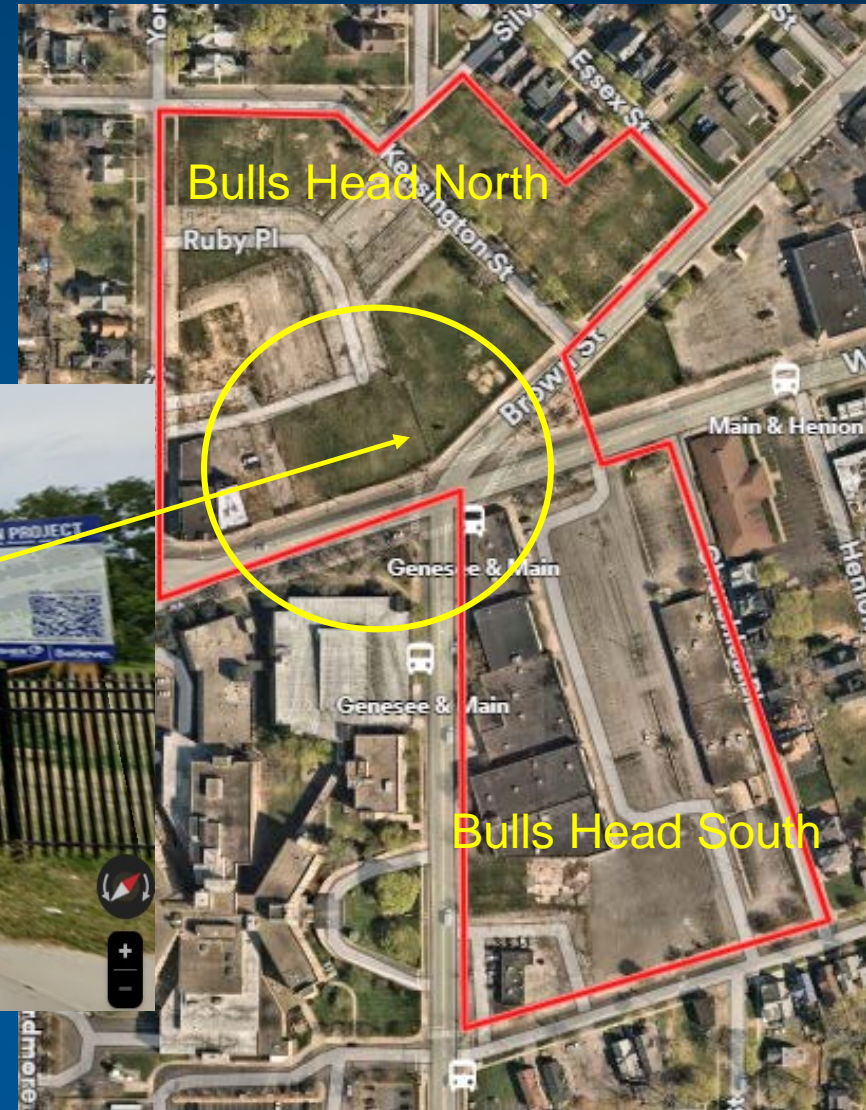
Bull's Head Brownfields Revitalization



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Current Conditions

- 13 acres Vacant
- Only 2 Commercial Buildings Remain
- Contaminated Properties
- **Brownfield** Properties
 - Properties that are not redeveloped because of actual or perceived contamination in the ground



Bull's Head Brownfields Revitalization

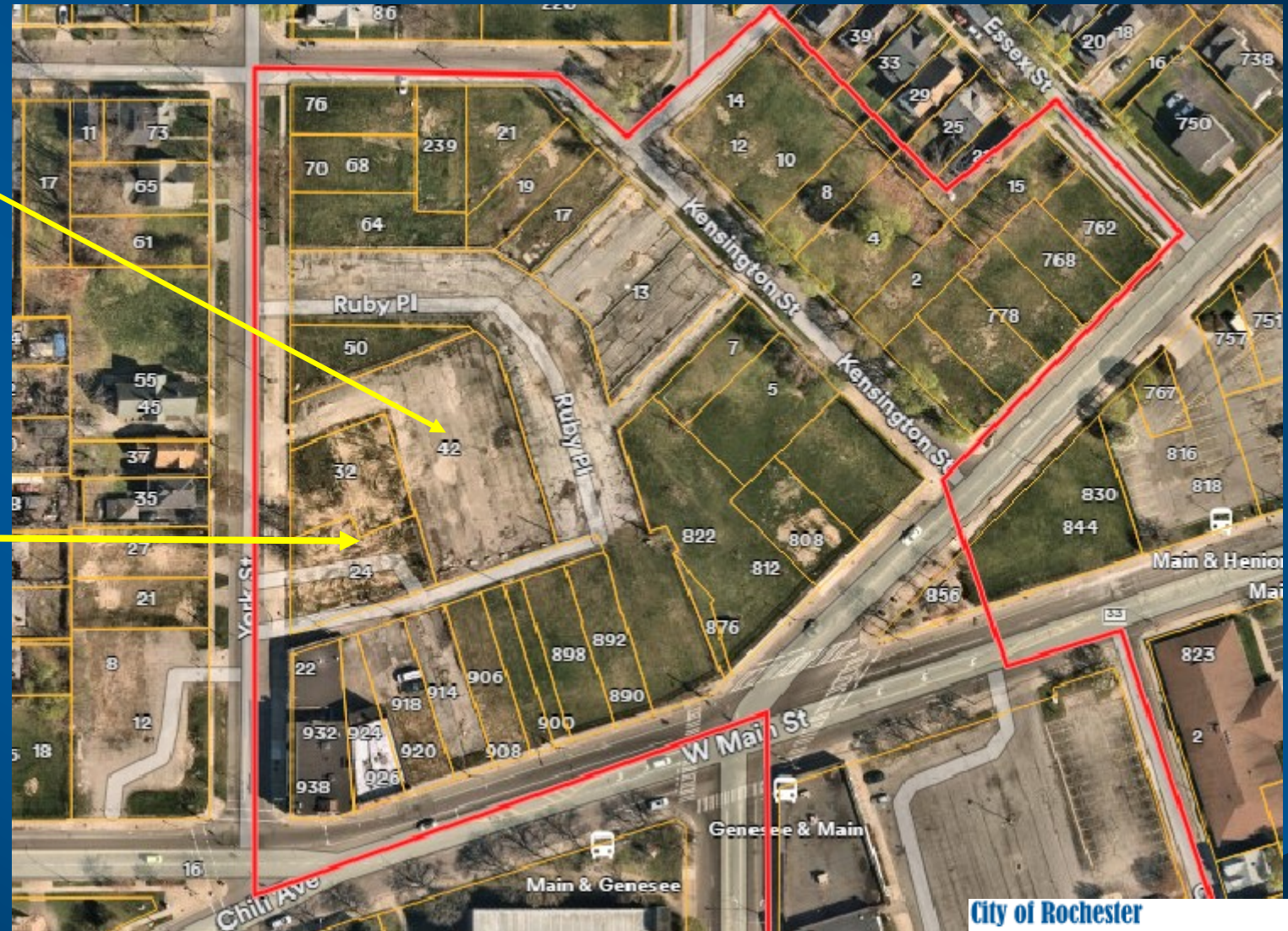


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Bull's Head North

42 York St.
Petroleum and SVOCs
EPA Brownfields MP Grant
Assessment and Cleanup

24 York St.
Former Gas Station
Petroleum Impact
EPA Brownfields Cleanup
Grant - Remediated



Bull's Head Brownfields Revitalization

Bull's Head South

835-855 W. Main St.

Former Dry Cleaner

Dry Cleaning Solvent Contamination
Assessment - EPA Brownfields Grant
Cleanup – Developer NYSDEC BCP

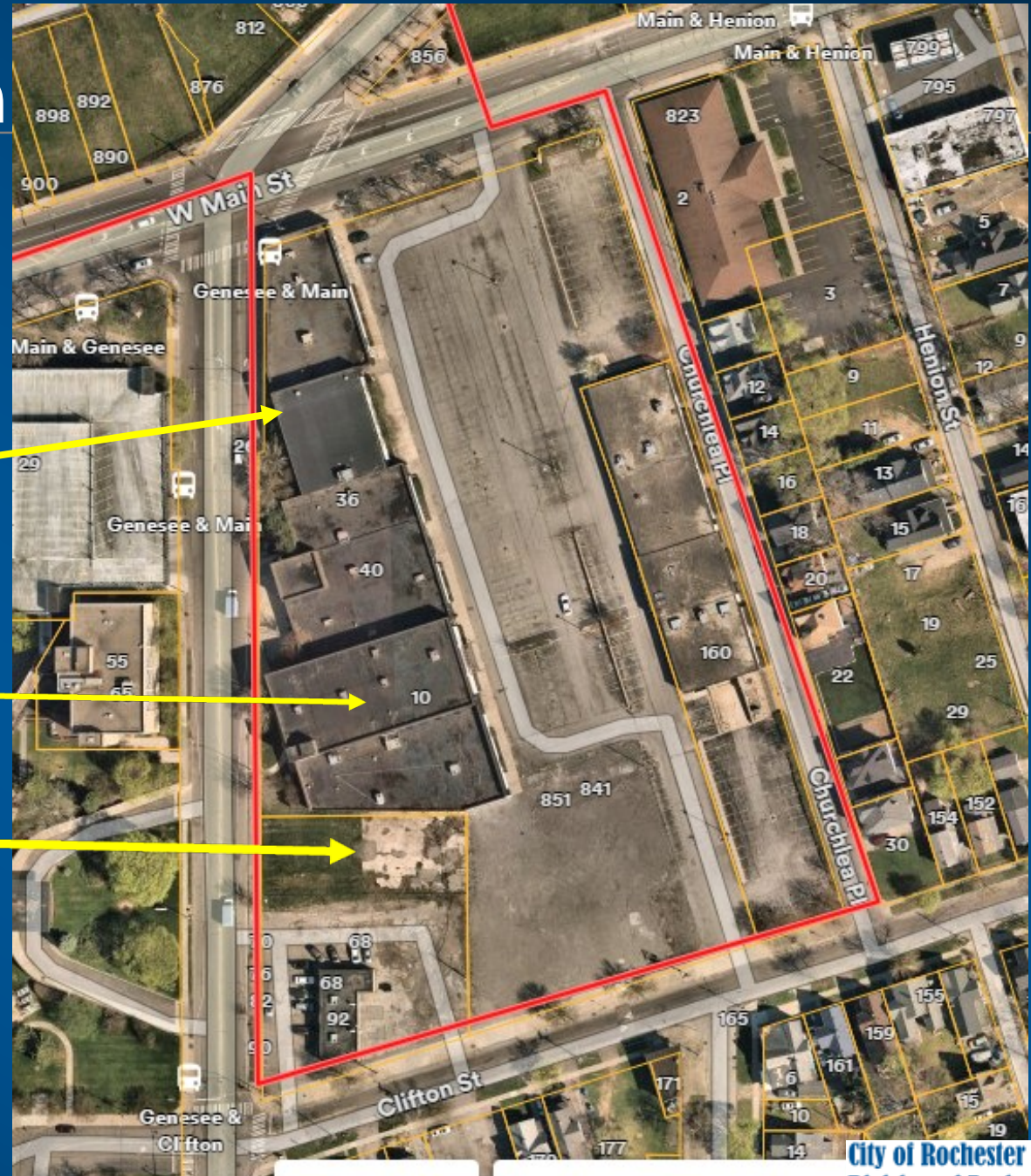
Bulls Head Plaza

Demolition scheduled for
June through July 2024

68-92 Genesee St.

Former Dry Cleaner

Dry Cleaning Solvent Contamination
Assessment – City of Rochester
IRM – City of Rochester
Cleanup – Developer NYSDEC BCP



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Bull's Head Brownfields Revitalization



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Ultimate Goal –
 Opportunity
 Realized!



City of Rochester
 Division of Environmental Quality

Landscape Enhancements – Street Features

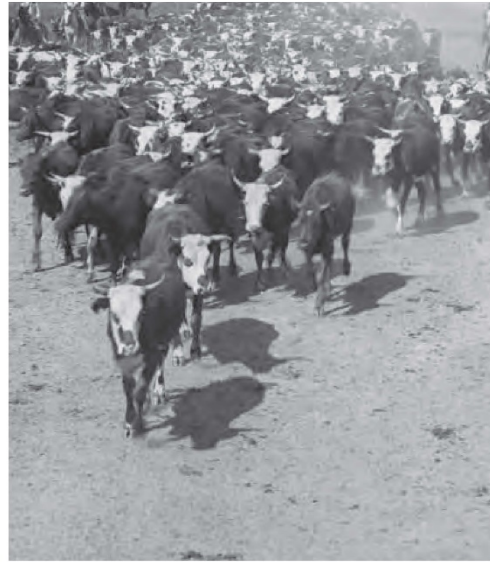


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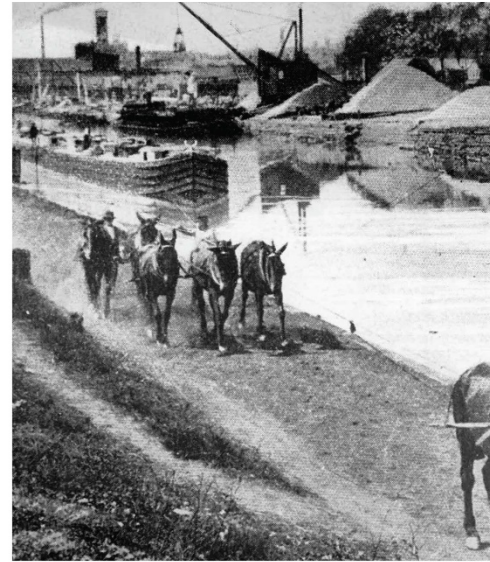
Historic Themes



Indigenous Peoples



Cattle Industry



Erie Canal



Railroad

Landscape Enhancements – Street Features



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Native American Influence



Native American Symbolism

Landscape Enhancements – Street Features



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Cattle Industry




Landscape Enhancements – Street Features




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Erie Canal




1872 Map of Rochester, highlighting the close proximity of the Bull's Head area to important historic canalways that heavily influenced the area



Decline in use of canal structures provides opportunities for adaptive reuse



Reclamation and salvaged material from existing historic structures



Repurposed, original canal material, adapted for re-use in urban settings

Landscape Enhancements – Street Features



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Railroad



Direct re-use of historic railway structures provides a glimpse into the local history of the railroad industry, providing opportunities for integration of history and education



Opportunities to integrate native plantings into historic railroad structures highlights a merging of nature and history



Historic railway corridors transformed into pedestrian landscapes provides a unique opportunity to establish an urban landmark



Landscape Enhancements – Street Features



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Streetscape Amenities



Street Planting



Street Planting



Tree Pit with Porous Pavement



Bike Racks



Street Bench



Street Bench

Landscape Enhancements – Street Features



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Street Trees

Canopy Trees



Honeylocust (*Gleditsia tricanthos*)



Armstrong Maple (*Acer rubrum* 'Armstrong')



Chinese Elm (*Ulmus parviflora*)



Japanese Zelkova (*Zeikova serrata*)



Paperbark Maple (*Acer griseum*)

Ornamental Trees



Crabapple (*Malus spp.*)



Flowering Dogwood (*Cornus florida*)



Japanese Dogwood (*Cornus kousa*)



Eastern Redbud (*Cercis canadensis*)



'Winter King' Hawthorn (*Crataegus viridis*)

Landscape Enhancements – Street Features



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Hardscape Materials & Design

Concrete Textures



Thematic Elements



Bulls Head Inlay



Historical Inlay



Crosswalk Art



Historical Narrative Inlay



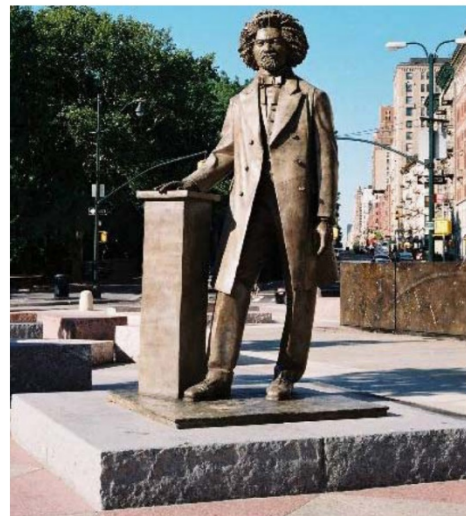
Hoof Prints Inlay

Landscape Enhancements – Street Features



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Historic Figures



Landscape Enhancements – Street Features



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Signage



Reflections of Industrial Heritage

Place-based Signage

Landscape Enhancements – Street Features



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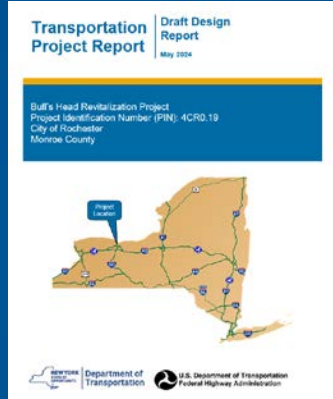
Landscape Plan



Schedule



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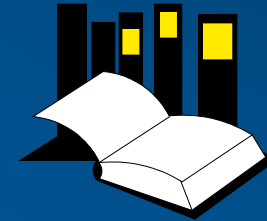


**April
2023**

Notice to Proceed

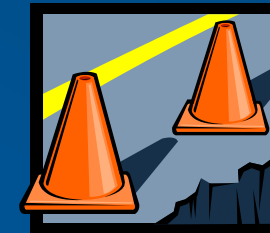
**Summer
2025**

Detailed Design Complete



**Spring
2026**
Construction Season

Construction Starts



**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...



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Rochester City Council

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

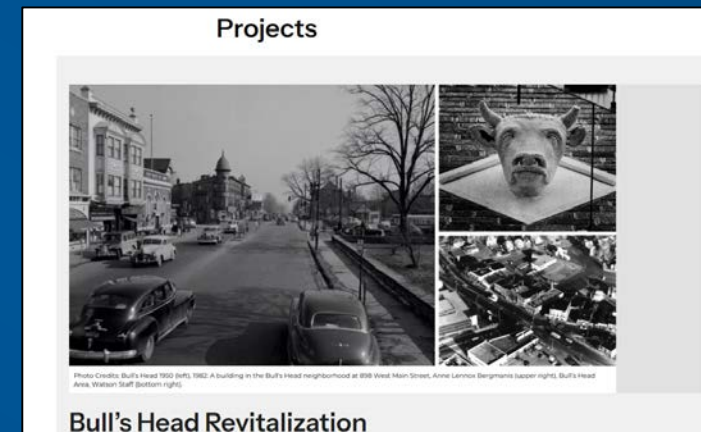
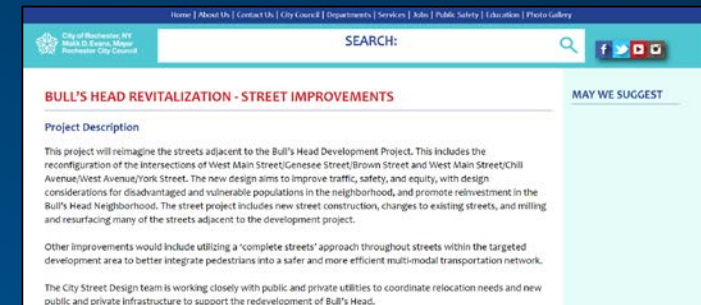
<https://cityofrochester.gov/BullsHeadStreets/>

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

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

Bull's Head Revitalization – DevelopROC webpage includes information about the redevelopment:

<https://developroc.com/projects/>



Let's continue the discussion...



IN PERSON:

- ▶ To view poster boards of project improvements, ask questions, and provide feedback to the project team, please visit the following stations in the back of the room:
 - ▶ Street design
 - ▶ Landscaping, street amenities, gateway features
 - ▶ Environmental site clean up
 - ▶ Right of Way Acquisitions

Thank you for your time

For additional comments and questions, please contact:

Lisa Y. Reyes at 585.428.6354 or
Lisa.Reyes@cityofrochester.gov

VIRTUAL PARTICIPANTS:

- ▶ Please visit the following link to view the poster boards virtually, provide feedback and leave questions for the project team:
 - ▶ <https://forms.gle/92RVLKkcGQCAX16YA>
 - ▶ The project link will be copied and pasted in the meeting chat