

COMMUNITY PARTICIPATION PLAN

Appendix A | Bull's Head Revitalization Plan



Community Participation Plan

Bull's Head Brownfield Opportunity Area (BOA) | City of Rochester, NY
Step 2 Nomination Study



CONTENTS:

1.0 Purpose of the Plan	1
2.0 Roles and Responsibilities	3
3.0 Project Advisory Committee	4
4.0 Project Stakeholders	5
5.0 Meetings & Outreach	6
6.0 Project Schedule	12

1.0 Purpose of the Plan

Overview

The Bull's Head BOA Step 2 Revitalization Plan is a significant project for the City of Rochester's southwest neighborhoods. While the Bull's Head BOA includes a number of brownfield properties and underutilized sites, it is also composed of a broad mix of land uses, historic structures, and institutions that represent assets on which the BOA planning process can capitalize. The BOA planning process will build on the initial BOA Step 1 Pre-Nomination Study, define and refine strategic sites and/or strategic areas, and develop a revitalization plan that will result in financial incentives to spur neighborhood renewal.

This Community Participation Plan (CPP) details the strategy to engage community members and stakeholders in the BOA planning process. The CPP is designed to be a living document which will evolve as project and community conditions change.

CPP Objectives

The CPP has the following objectives:

- Detail several methods to engage a full range of stakeholders in the community, including residents, property and business owners, developers, institutions and key community organizations.
- Detail methods of engagement to ensure effective communication, learning opportunities, and information gathering throughout the planning process.
- Detail methods to communicate the importance of community participation and how public input impacts the planning process and future decision making.
- Detail methods to ensure the planning process is transparent, and access to planning documents and project-related information is available to everyone.

Community Engagement Process

The community engagement process will establish two-way communications between the project team and stakeholders to determine the redevelopment potential of the BOA. Communication engagement techniques will be tailored to the project based on local knowledge and should result in broad-based consensus on various elements of the revitalization plan. This Plan also formalizes the commitment of the project sponsors and team to solicit meaningful input and engage the public throughout the process.

While the Plan is intended to provide a framework for community engagement, it is also intended to be a dynamic strategy. This Plan is developed with the flexibility to evolve over the course of the project as the effectiveness of various tools and techniques are evaluated and modified to better suit the project and broader community.

The Plan's approach incorporates the following four steps to ensure a quality public engagement process:

- **Community Needs and Expectations:** Early in the process, the project team will identify key stakeholders and community leaders who represent the broader community.
- **Objectives:** The objectives established in this Plan will enable the project team to target outreach efforts accordingly. The objectives were developed based on the goals of the BOA planning process. They aim to outline the community's role and provide a clear understanding of what will be achieved.
- **Tools & Outreach Strategies:** The tools and outreach strategies identified in this Plan have been chosen based on the team's understanding of the community's expectation for involvement. The distinction between tools and outreach strategies is whether they should be used to inform, consult with, involve, collaborate with or empower the public. The engagement and outreach techniques are described in Chapter 5 of this Plan.
- **Plan Design & Monitoring:** Finally, this Plan is designed based on the goals of the revitalization plan, and will include techniques to support the CPP objectives. Techniques will additionally aim to engage and inform the public and key stakeholders in a manner appropriate for the project. This Plan will be flexible enough to respond to project level and community changes as the study progresses.

2.0 Roles and Responsibilities

City of Rochester

Rick Rynski | Rick.Rynski@CityofRochester.Gov | (585) 428-6932

The City of Rochester is the project lead responsible for project administration, direction, and oversight. The City is responsible for coordination with the NYS Department of State, NYS Department of Environmental Conservation, other local, regional, and state agencies, and the sub consultants (Fisher Associates, Highland Planning, et al.).

NYS Department of State

Chris Bauer | Christopher.Bauer@DOS.NY.Gov | (716) 846-8249

The NYS Department of State (NYSDOS) is the project sponsor. Funding for this study and all of the related materials is provided by the NYSDOS through the Brownfield Opportunity Area Program. The NYSDOS will assist the project team throughout the BOA process to meet the objectives of the BOA program as outlined in project work plan which is consistent with the NYSDOS BOA Program Guidance for Applicants document.

Fisher Associates

Frank Armento | FArmento@FisherAssoc.com | (716) 858-1234

Fisher Associates is the primary sub consultant to the City of Rochester and is responsible for project execution and the creation of project deliverables. This includes providing planning, engagement, design, and technical expertise throughout the BOA process. Fisher Associates has teamed with other consulting firms to assist throughout the BOA process, including Highland Planning, HR&A Advisors, Ravi Engineering, and CJS Architects.

Highland Planning

Tanya Zwahlen | Tanya@Highland-Planning.com | (585) 315-1834

Highland Planning is part of the Fisher Associates team and is responsible for providing community participation expertise. Staff from Highland Planning will assist with the planning, coordination, preparation, and facilitation of several public meetings.

19th Ward Community Association

John DeMott | jnj_demott@juno.com | (585) 313-2559

The 19th Ward Community Association is assisting the City of Rochester with community outreach and engagement at the neighborhood level. 19th Ward is responsible for establishing community awareness, compiling a stakeholder database, publicizing and/or coordinating neighborhood meetings, maintaining the project document repository, and assisting with gathering feedback during public engagement.

3.0 Project Advisory Committee

The Project Advisory Committee (PAC) includes representation from local municipal departments, state planning agencies, community-based organizations, non-for-profit organizations, property owners, and local businesses. The PAC is responsible for overseeing the progress of the project, providing guidance for project tasks and deliverables, and providing feedback to the project team.

Project Advisory Committee Contact List

Name	Mailing Address	Phone/Email
Rick Rynski (Project Manager) <i>City of Rochester</i>	30 Church Street, Rm 005A Rochester, NY 14614-1290	(585) 428-6932 rick.rynski@cityofrochester.gov
Chris Bauer <i>NYS Department of State</i>	95 Perry Street Buffalo, NY 14203	(716) 846-8249 christopher.bauer@dos.ny.gov
Frank Armento <i>Fisher Associates</i>	135 Calkins Rd, Suite A Rochester, NY 14623	(716) 858-1234 farmento@fisherassoc.com
John DeMott <i>19th Ward Community Association</i>	216 Thurston Road Rochester, NY 14619	(585) 313-2559 jnj_demott@juno.com
Christopher Buitrago <i>19th Ward Community Association</i>	211 Penhurst Street Rochester, NY 14619	(585) 328-6571 cstroud77@gmail.com
David Hawkes <i>City of Rochester</i>	923 Genesee Street Rochester, NY 14611	(585) 428-7632 hawkesd@cityofrochester.gov
Deputy Chief Scott Peters <i>Rochester Police Department</i>	185 Exchange Street Rochester, NY 14614	(585) 428-1118 scott.peters@city-rochester.gov
Dawn Noto <i>Susan B. Anthony Neighborhood Association</i>	42 Madison Street Rochester, NY 14608	(585) 313-0995 dnoto1872@gmail.com
John Lightfoot <i>Changing of the Scenes (COTS) Neighborhood Association</i>	52 Dr. Samuel McCree Way Rochester, NY 14608	(585) 464-9007 cotsna@gmail.com
Bill Washington <i>Neighborhood United</i>	135 Silver Street Rochester, NY 14611	(585) 966-9707 Bill.washington@abm.com
Kathy McGuire <i>Unity Health Systems</i>	89 Genesee St. Rochester, NY 14611	(585) 585-368-3099 kathy.mcguire@rochesterregional.org
Gillian Conde <i>DePaul Properties</i>	150 Mt. Hope Ave. Rochester, NY 14620	(585) 777-3599 GConde@depaul.org

4.0 Project Stakeholders

Project stakeholders are people and groups that are impacted by the environmental, economic, or social impacts of brownfields, and therefore have an interest in neighborhood redevelopment. The table below provides an overview of the different types of stakeholders, their role in the BOA process, and the engagement method that is proposed.

	PROJECT ROLE	ENGAGEMENT METHOD
Residents & Visitors	Provide understanding of issues and opportunities associated with redevelopment and quality-of-life in the community.	Door-to-door engagement, neighborhood meetings, public meetings, surveys
Neighborhood Organizations 19 th Ward Neighborhood Association Changing of the Scenes Neighbors United Unity Health System Susan B. Anthony neighborhood	Provide understanding of issues and opportunities associated with redevelopment, quality-of-life in the community, and previous neighborhood planning efforts	PAC meetings, direct engagement, neighborhood meetings, public meetings, surveys
Environmental Groups Seedfolk City Farm Rochester People's Climate Coalition M.K. Gandhi Institute for Nonviolence SweetBeez, Inc	Provide input on environmental issues of local neighborhood interest and larger environmental issues of concern to the community.	Direct engagement, neighborhood meetings, public meetings, surveys
Businesses and Merchant Associations	Provide understanding of the economic climate, issues, priorities, and opportunities associated with redevelopment	Door-to-door engagement, neighborhood meetings, public meetings, surveys
Local, Regional, and State Departments/Agencies Monroe County Department of Transportation NYS Department of Environmental Conservation Genesee Transportation Council	Provide understanding of available data, funding opportunities, and other relevant local or regional strategies that relate to the project	PAC meetings, direct engagement, surveys
Property Owners	Provide general project insight and reduce potential for incompatible land uses resulting from the project	Door-to-door engagement, neighborhood meetings, public meetings, surveys
Private Developers	Identify redevelopment and investment interests of shovel-ready properties located within the project area	Direct engagement, public meetings, surveys

5.0 Meetings & Outreach

Project Advisory Committee Meetings

The PAC is responsible for overseeing the progress of the project, providing guidance for project tasks and deliverables, and providing feedback to the project team. The PAC meetings provide the opportunity for the members to review, discuss, and provide feedback on the project. Through the PAC's guidance and feedback, the project team will ensure the planning process meets the goals and objectives of the Revitalization Plan.

Participation

PAC membership includes representation from local municipal departments, state planning agencies, community-based organizations, non-for-profit organizations, property owners, and local businesses. Meetings are intended for members of the PAC, but may be attended by the public at the discretion of the PAC.

Notification

Notification of the date, time, and agenda for each PAC meeting will be provided by Rick Rynski of the City of Rochester. Both email and postal mail meeting notifications may be utilized for outreach purposes.

Meetings

The BOA project includes eight (8) PAC meetings to be held at key points/milestones during the project. Approximate dates for each PAC meeting are included in the project schedule found in Section 6.0 of this CPP.

Documentation

Documentation of each PAC meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes and will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Public Meeting #1 | BOA Overview and Inventory

The goal of the first public meeting is to communicate the intent and scope of both the Bull's Head BOA Revitalization Plan and the Subarea Plan. The meeting will include an overview of the BOA program and project, previous planning initiatives and community outreach, a summary of the existing conditions inventory, and the opportunity for the public to provide initial feedback on the BOA's opportunities and constraints and ask questions about the planning process.

Objectives

Bull's Head BOA Revitalization Plan:

1. Describe the overall BOA's intent, scope, and objectives
2. Provide a background on previous planning initiatives and community outreach
3. Present the existing conditions inventory of the overall study area
4. Seek initial public feedback on BOA opportunities and constraints

Subarea Plan:

1. Describe the intent, scope, and objectives of the Subarea Plan
2. Present the existing conditions inventory of the subarea study area
3. Seek initial public feedback on the inventory related to the scope of the Subarea Plan

Format

The meeting will include a presentation by the project team, a question and answer period, one-on-one interactive discussions to obtain feedback on the BOA's opportunities and constraints, and opportunities for meeting participants to provide written feedback.

Participation

Public Meeting #1 can be attended by any member of the public.

Notification

Notification of the public meeting will be provided by the City of Rochester. The city will notify members of the stakeholder database and the general public of upcoming meetings through emails, press releases, content for the project website, and social media posts.

Documentation

Documentation of the public meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes. Meeting minutes will include a summary of the presentation given by the project team, the comments/questions and feedback received, and the responses given from the project team. Meeting minutes and all meeting material used during the public meeting will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Public Meeting #2 | Visioning Workshop

The second public meeting will advance both the Bull's Head BOA Revitalization Plan and the Subarea Plan. The goal for the Bull's Head BOA Revitalization Plan is to seek public input to develop a vision statement, goals, and objectives that guide the exploration of alternative approaches to revitalization. The goal for the Subarea Plan is to seek public input on the draft Subarea Plan. It is anticipated that two separate meetings will be held to accomplish goals for the overall BOA and subarea.

Objectives

Bull's Head BOA Revitalization Plan:

1. Present an overview of the BOA project to-date, including completed tasks and the public feedback received
2. Present the analysis of the study area (opportunities and constraints) and initial identification of strategic sites
3. Seek public feedback on the analysis and strategic sites

Subarea Plan:

1. Present the draft Subarea Plan
2. Seek public feedback on the draft Subarea Plan

Format

The meetings will include a short presentation, time for questions and answers, one-on-one interactive discussions, and opportunities for meeting participants to provide written feedback. The visioning exercise will include card storming activities and other interactive engagement methods.

Participation

Public Meeting #2 can be attended by any member of the public.

Notification

Notification of the date, time, and agenda for each public meeting will be provided by the City of Rochester. The city will notify members of the stakeholder database and the general public of upcoming meetings through emails, press releases, content for the project website, and social media posts.

Documentation

Documentation of the public meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes. Meeting minutes will include a summary of the presentation given by the project team, the comments/questions received, and the responses given from the project team. Meeting minutes and all meeting material used during the public meeting will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Public Meeting #3 | Draft Revitalization Strategy

The goal of the third public meeting will be to present and obtain feedback on the draft findings and recommendations. The feedback obtained will be incorporated into the draft Revitalization Plan for the City and the NYS Department of State's review.

Objectives

Bull's Head BOA Revitalization Plan:

1. Present an overview of the BOA project to-date, including completed tasks and the public feedback received
2. Present the details of strategic sites identified
3. Present the draft findings and recommendations for the BOA study area and strategic sites
4. Seek public feedback on the draft findings and recommendations

Subarea Plan:

The Subarea Plan will be finalized before Public Meeting #3. The plan will be presented on the city's project webpage and at the project documentation repository.

Format

The meeting will be an open house format with several visual aids. The meeting will also include a short presentation, time for questions and answers, one-on-one interactive discussions, and opportunities for meeting participants to provide written feedback.

Participation

Public Meeting #3 can be attended by any member of the public.

Notification

Notification of the date, time, and agenda for each public meeting will be provided by the City of Rochester. The city will notify members of the stakeholder database and the general public of upcoming meetings through emails, press releases, content for the project website, and social media posts.

Documentation

Documentation of the public meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes. Meeting minutes will include a summary of the presentation given by the project team, the comments/questions received, and the responses given from the project team. Meeting minutes and all meeting material used during the public meeting will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Neighborhood Meetings

To further assist in communicating the goals and intent of the project and gather feedback from stakeholders within and surrounding the study area, members of the project team will coordinate and attend local neighborhood meetings and events. During these meetings and events, members of the project team will discuss the current status of the project, obtain feedback, and communicate future public engagement opportunities and project deliverables.

Participation

Any of the neighborhood meetings and events attended by the project team can also be attended by any neighborhood stakeholder.

Notification

The 19th Ward Community Association will advertise the meeting and encourage participation from stakeholders.

Documentation

Documentation of the neighborhood meetings and events will be the responsibility of 19th Ward Community Association. Documentation provided will be in the form of meeting minutes. Meeting minutes and all meeting material presented by the project team will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Other Outreach Tools

Several different tools will be employed to organize information, document input, and evaluate the stakeholder and public participation process. Additional outreach tools are described briefly in the following sections.

Stakeholder Database

A stakeholder database will be developed and maintained that includes the name, title, agency, address, phone number, and email address of each stakeholder that will be included in the stakeholder outreach efforts for this study. The City of Rochester and/or the 19th Ward will provide initial information to populate the database, and additional information will be gathered through the outreach process. The database will track the involvement of each member, categorize stakeholders by their participation level (i.e. vested agency participant, public meeting attendee), and summarize their input on the study.

Surveys

Outreach efforts may additionally include developing surveys, targeted to residents, property owners, or business owners. Surveys may seek to gain an understanding of developer interests, identify key issues and opportunities associated with the project, or identify desired development patterns. The project team may use an online portal (e.g., Survey Monkey) to administer the survey and gather input.

Website

The project team will provide the City of Rochester with project-related materials to host on its website. Web information will include, at minimum, information related to the BOA program, meeting announcements, links to surveys, and the project schedule.

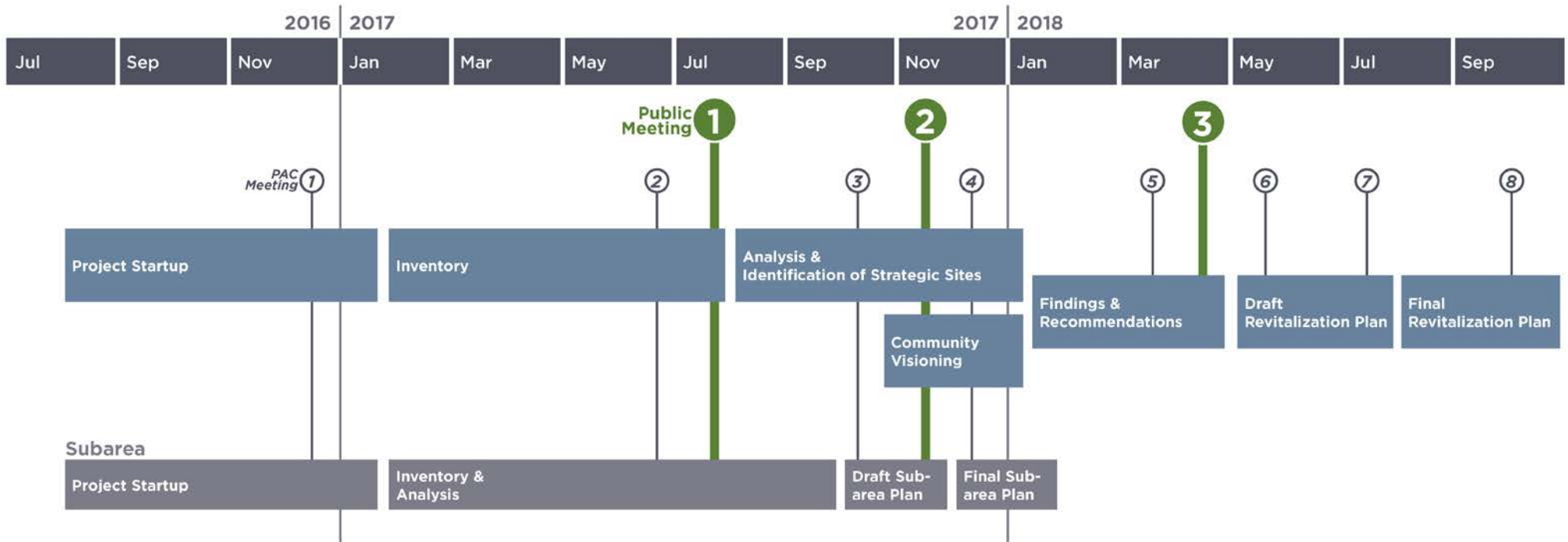
Project Document Repository

Project-related materials will be made available in hardcopy format for public review at the project document repository. The repository is in close proximity to the BOA, located at the Arnett Branch Public Library, 310 Arnett Blvd., Rochester, NY 14619.

Social Media

The project team will provide the City of Rochester with content for social media accounts. The project team will also send materials to neighborhood organizations for distribution to their members and email lists.

6.0 Project Schedule



* Public Meeting #2: It is anticipated that two separate meetings will be held to accomplish objectives for the overall BOA and subarea.

PAC & PUBLIC MEETING MATERIAL

Appendix B | Bull's Head Revitalization Plan

Blieve.



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

City of Rochester

Bull's Head BOA – Step 2: Nomination

Project Advisory Committee Meeting #1

Wednesday, December 7, 2016 – 6:00pm
St. Mary's Hospital, 89 Genesee Street, East Conference Room

AGENDA

1. Introductions and overview/background

- City of Rochester
- NYS: Department of State & Department of Environmental Conservation
- Consultant Team – Fisher Associates
- 19th Ward Community Association
- Project Advisory Committee Members

2. Brownfield Opportunity Area (BOA) Step 2: Nomination

- BOA Program Overview
- Purpose and Need (Goals / Objectives)
- BOA Boundary & Preliminary Strategic Site Identification
- Existing Conditions / Land Uses / City-owned Property
- Timeline and Components

3. Subarea

- Overview
- Subarea Existing Conditions / Land Uses / City-owned Property
- Prior Studies and related Lands Use Analysis
- Subarea Boundary Revision
- Timeline and Components

4. Next Steps

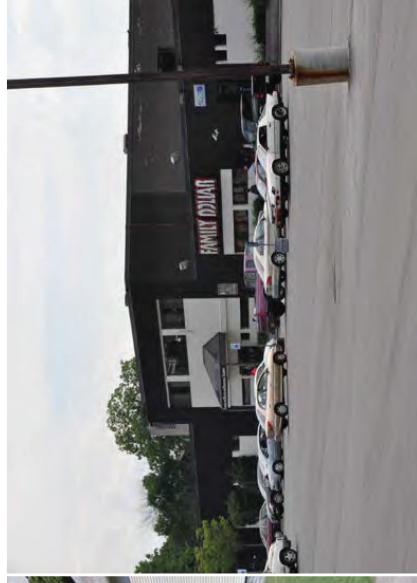
- Review Community Participation Plan
- Inventory and Analysis
- Community Meeting



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**

2.0 BOA Step 2: Nomination

6

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

2.0 BOA Step 2: Nomination

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

2.0 BOA Step 2: Nomination

2.3 BOA Boundary



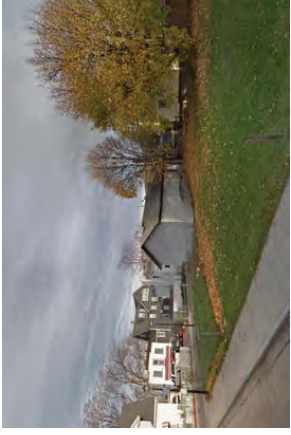
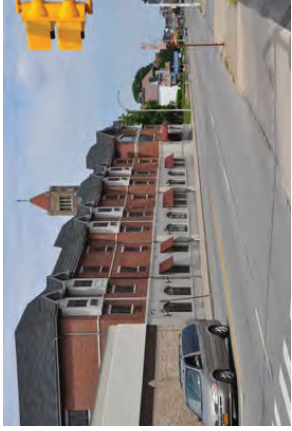
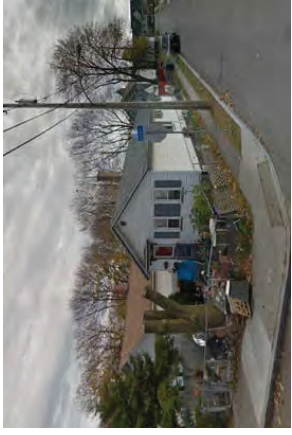
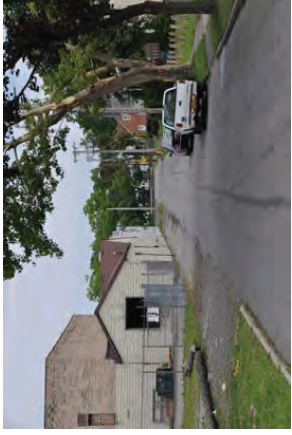
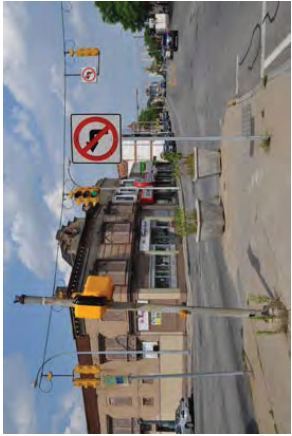
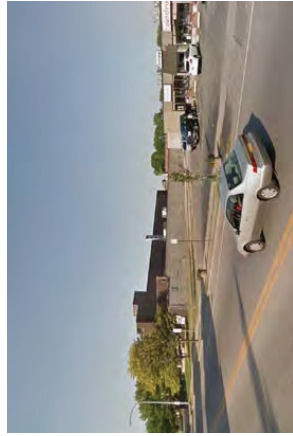
2.0 BOA Step 2: Nomination

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

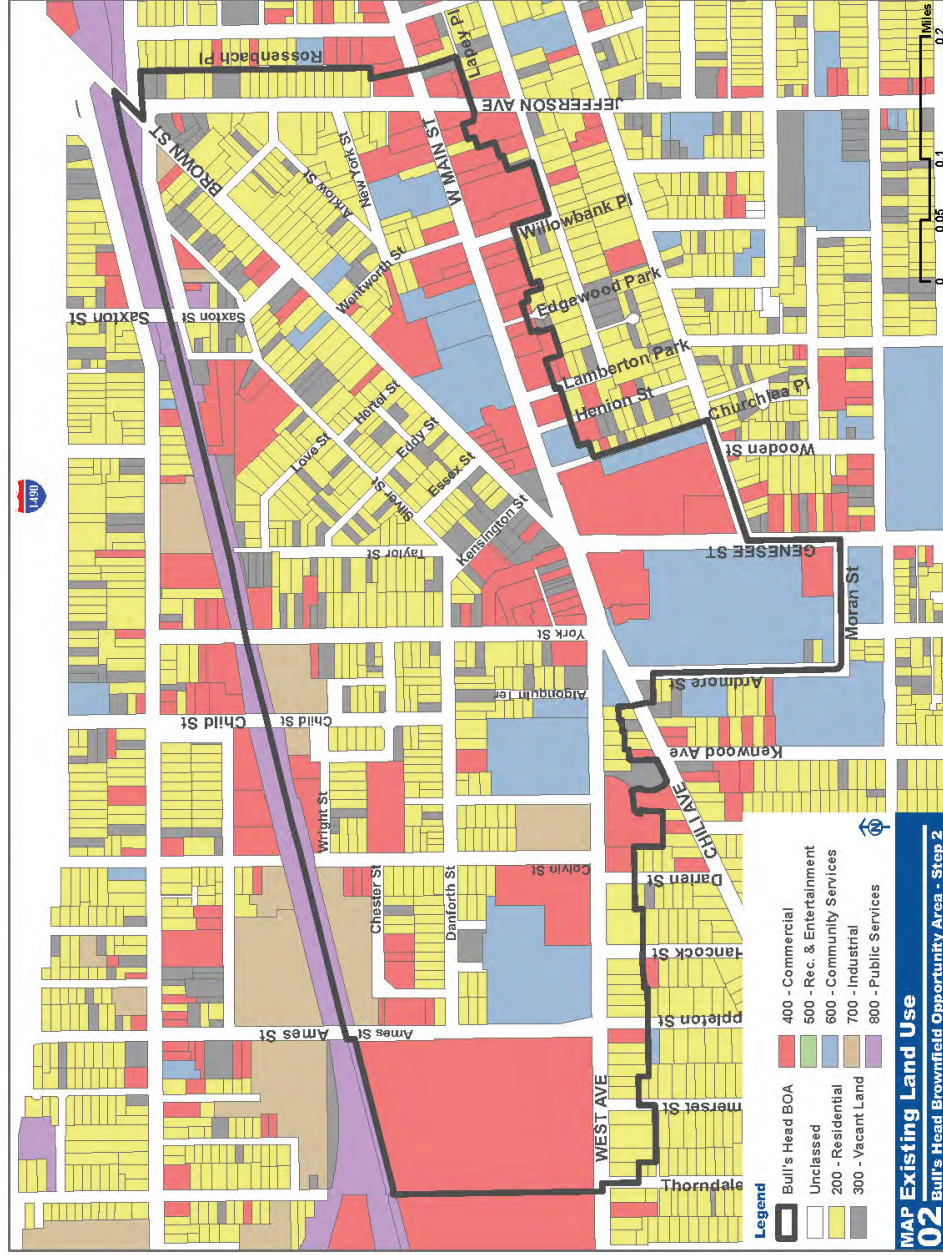
2.0 BOA Step 2: Nomination

2.4 Existing Conditions



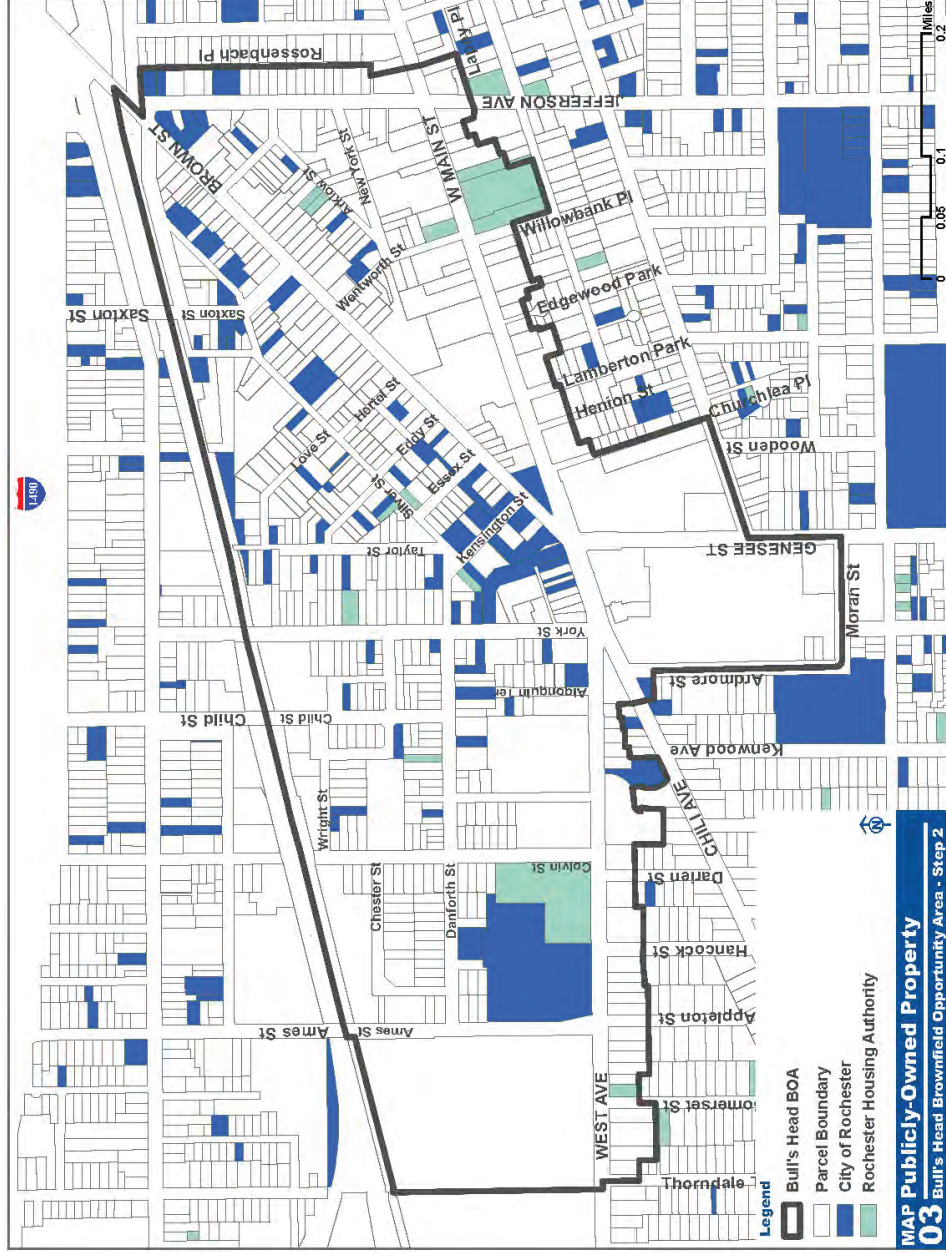
2.0 BOA Step 2: Nomination

2.4 BOA Existing Land Use



2.0 BOA Step 2: Nominaton

2.4 BOA Publicly-Owned Property



2. BOA Step 2: Nomination

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

3.0 Subarea

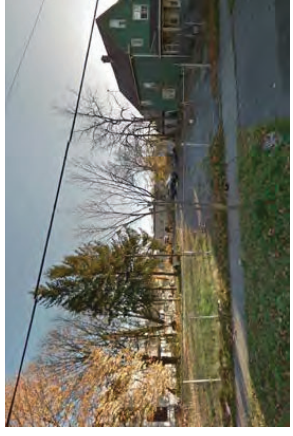
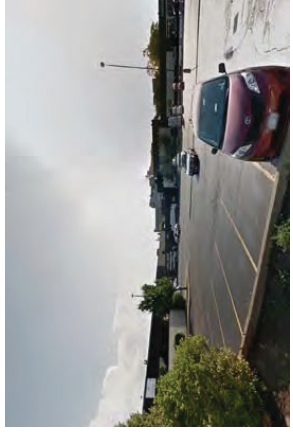
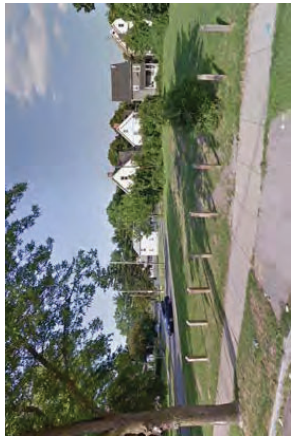
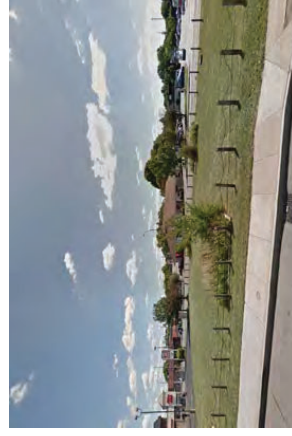
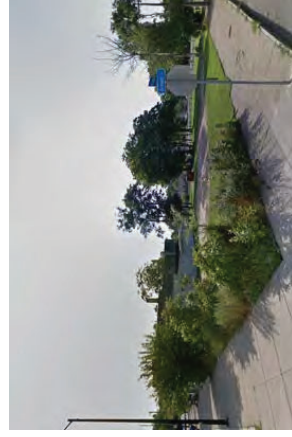
3.1 Overview

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



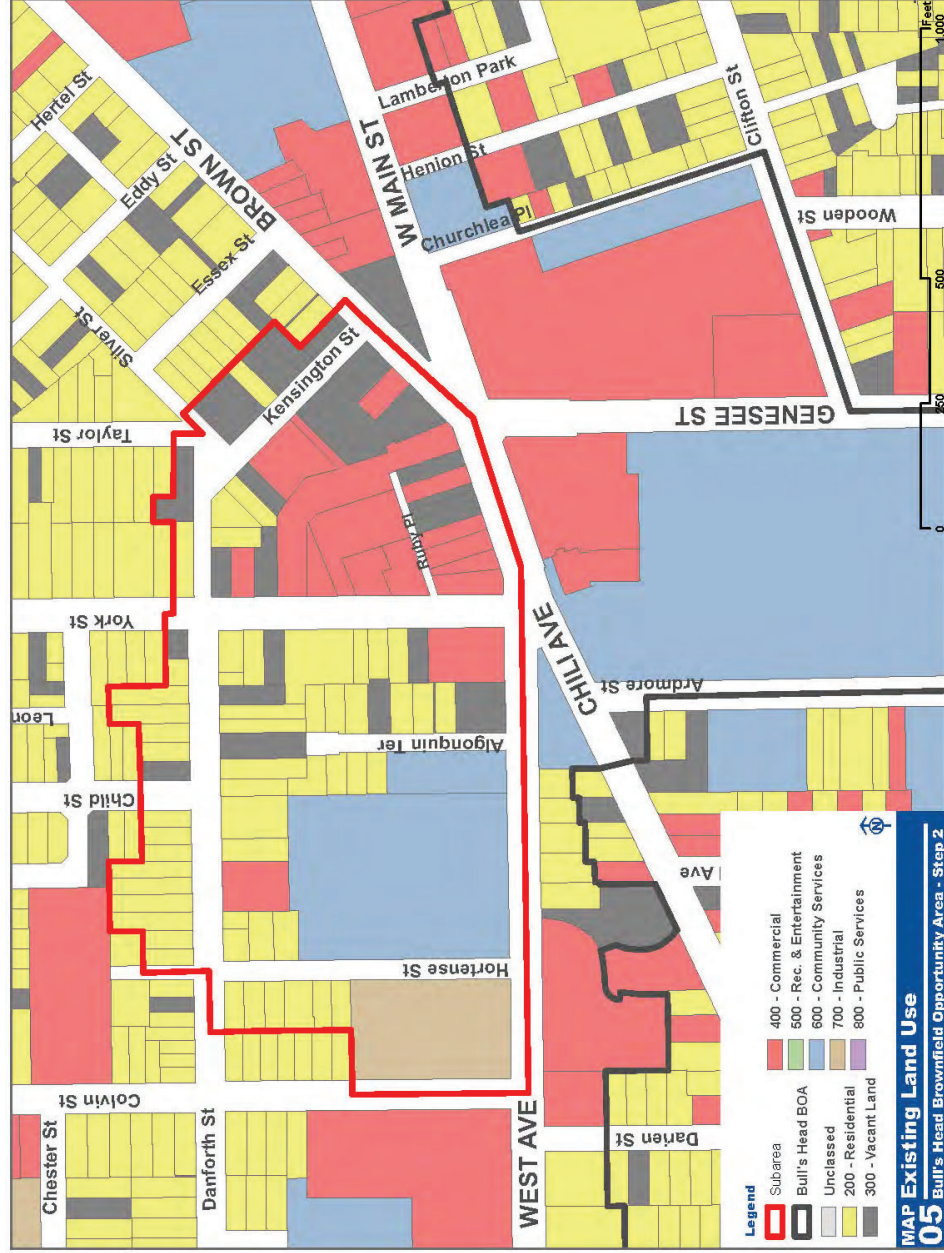
3.0 Subarea

3.2 Subarea Existing Conditions



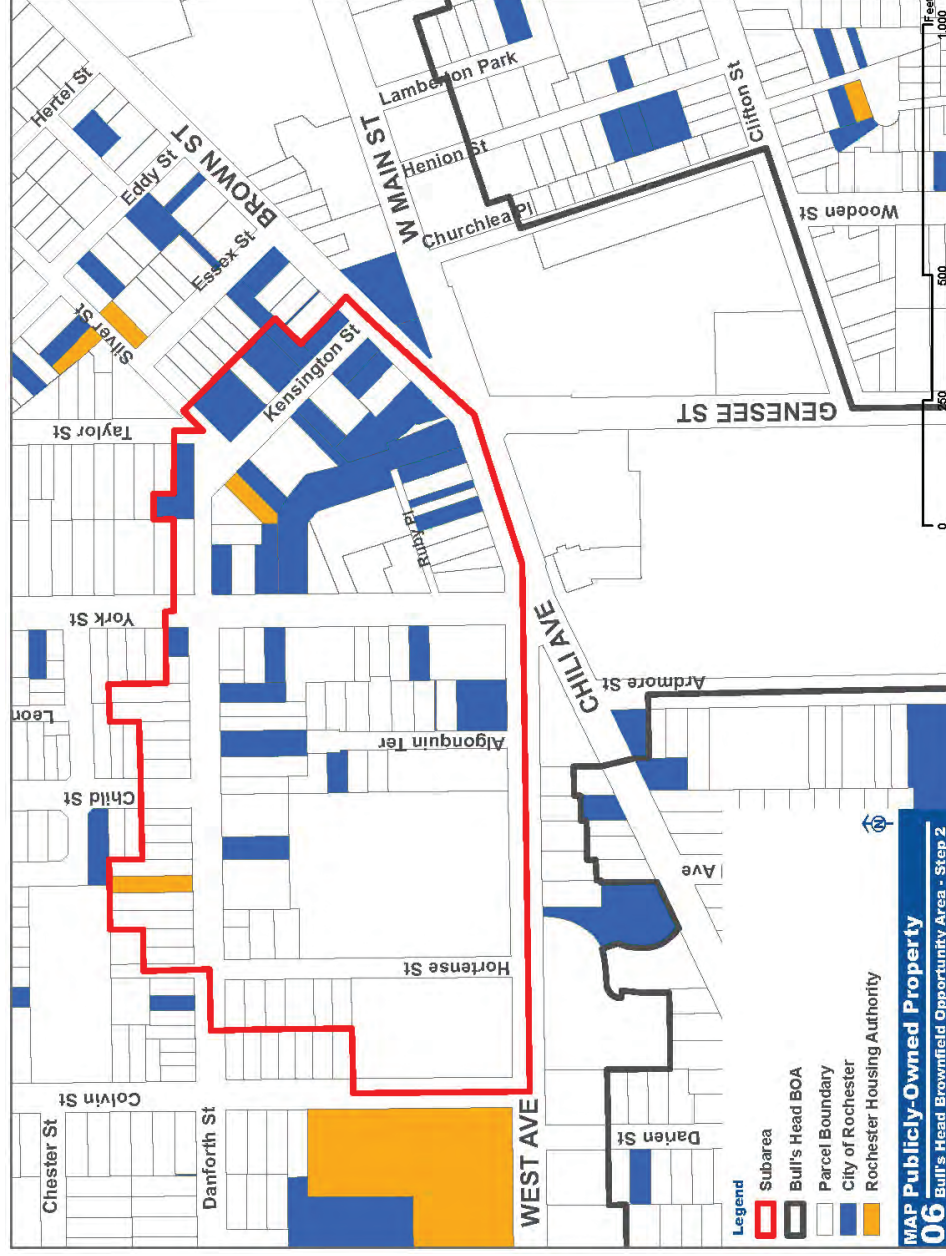
3.0 Subarea

3.2 Subarea Existing Land Use



3.0 Subarea

3.2 Subarea Publicly-Owned Property



3.0 Subarea

19

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

3.0 Subarea

3.3 Prior Studies

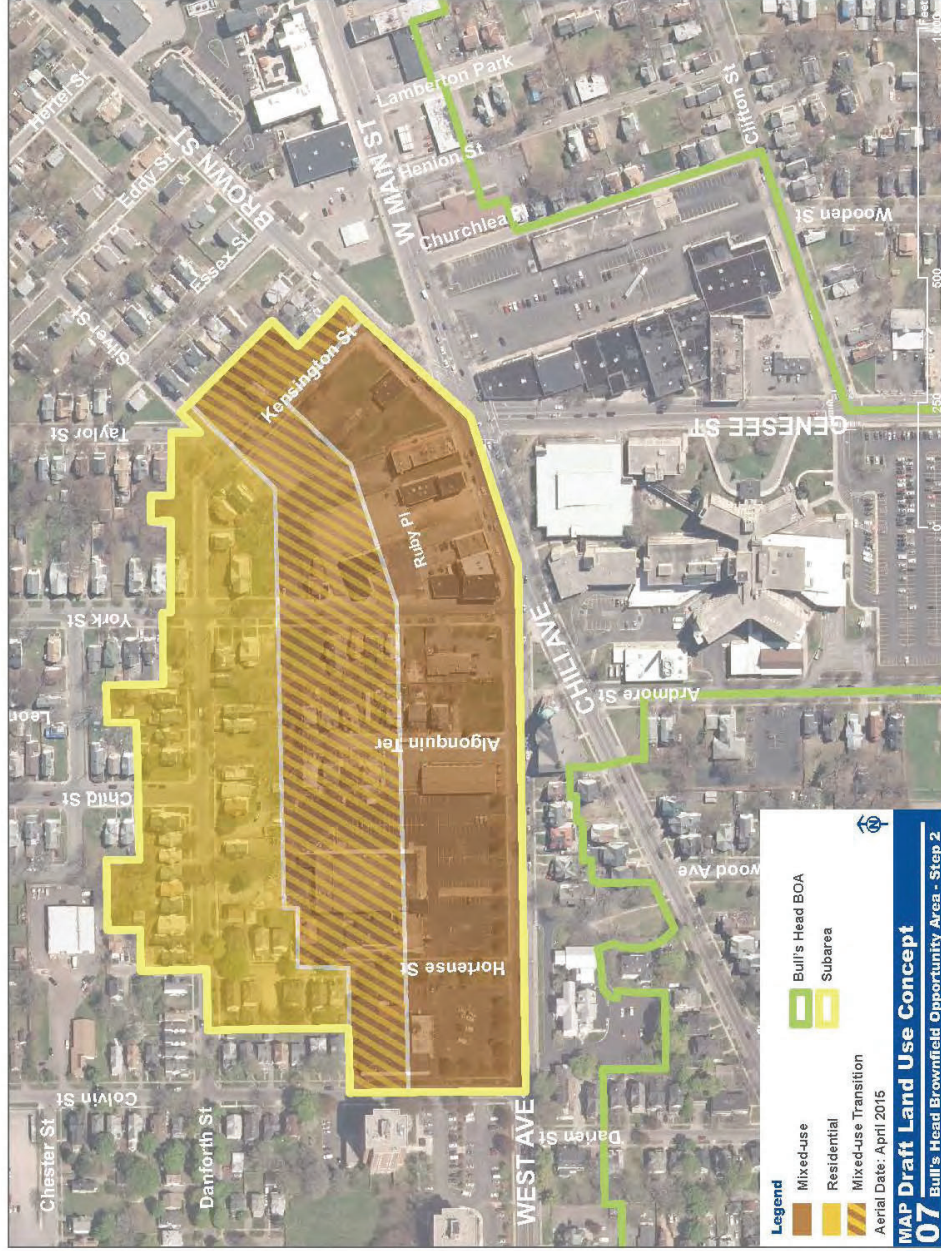
Community Design Workshop
(Clark Patterson, 2009)

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

3.3 Preliminary Land Use Concept



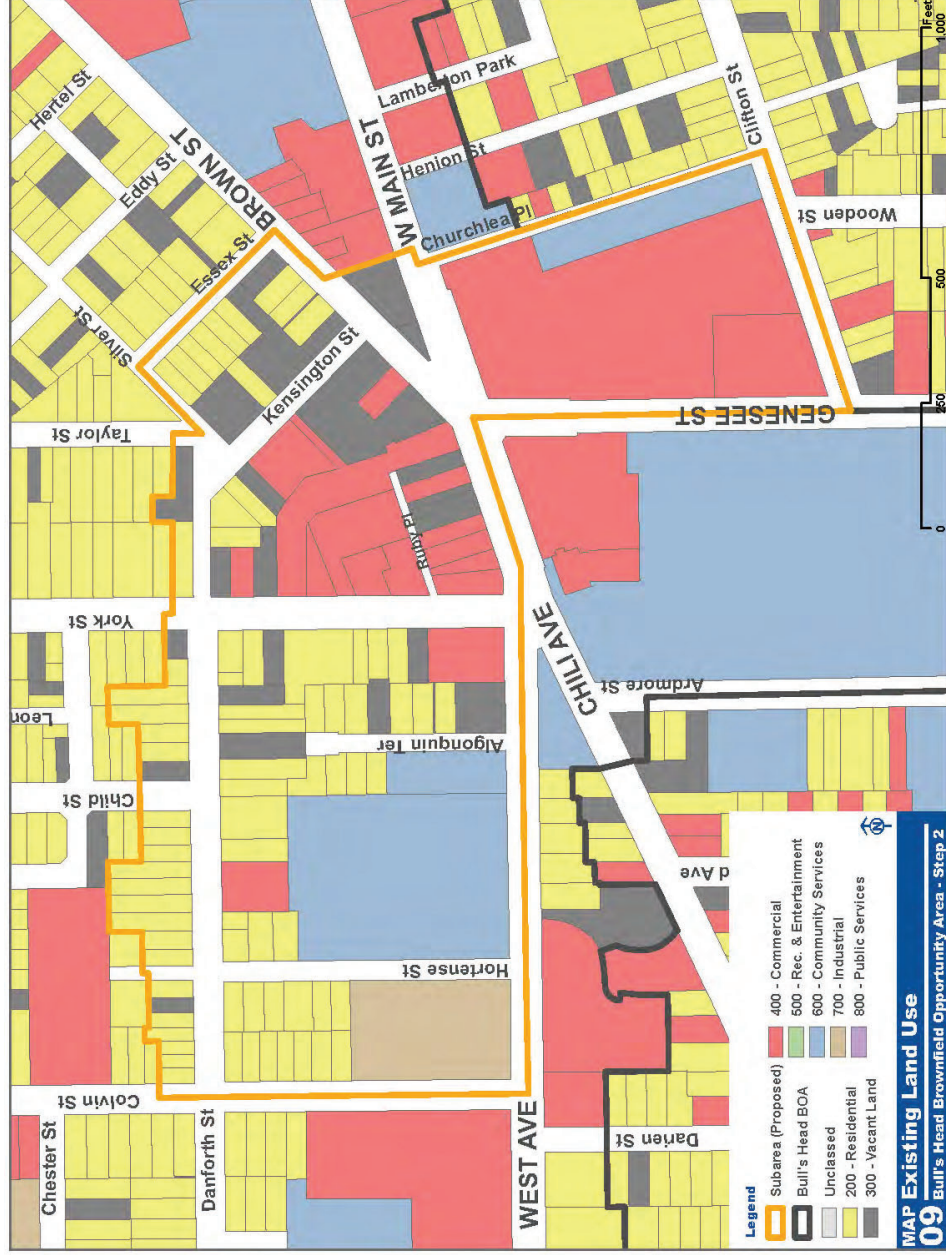
3.0 Subarea

3.4 Subarea Boundary Revision



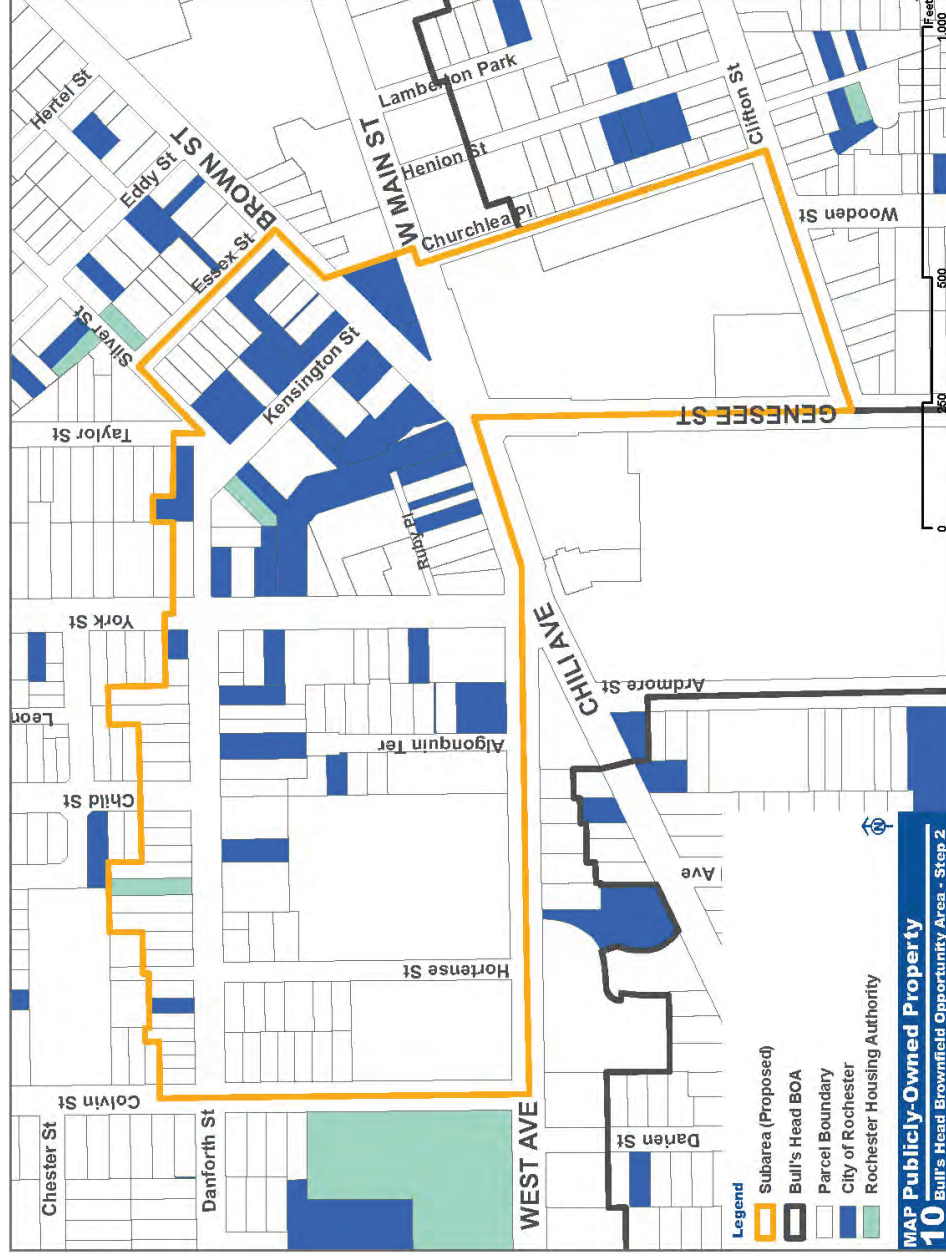
3.0 Subarea

3.4 Revised Subarea Existing Land Use



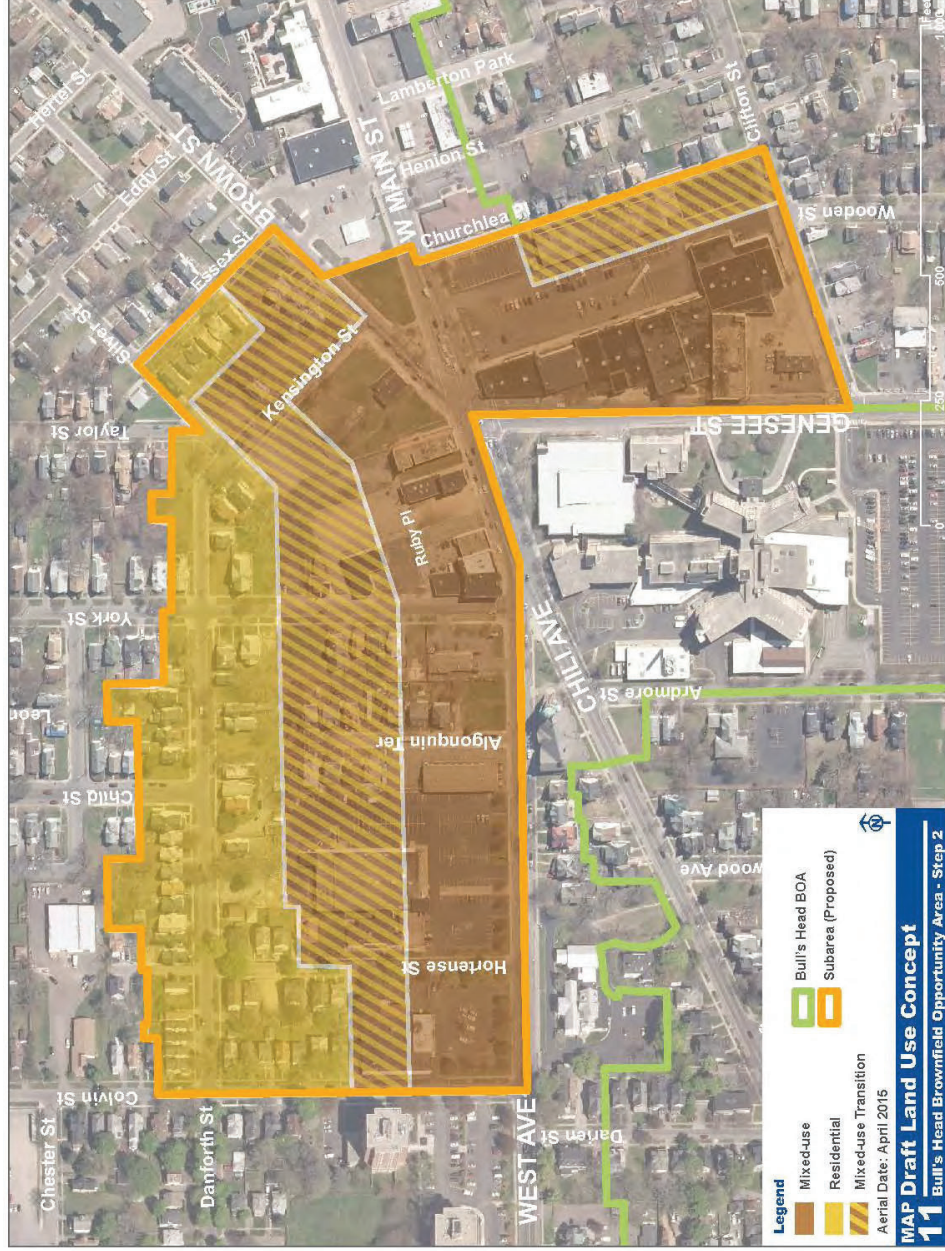
3.0 Subarea

3.4 Revised Subarea Publicly-Owned Property



3.0 Subarea

3.4 Revised Subarea Preliminary Land Use Concept



3.0 Subarea

26

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

**Bull's Head Brownfield Opportunity Area, Step 2 Nomination
Project Advisory Committee Meeting #1
Wednesday, December 7, 2016 / 6:00pm – 8:00pm
Meeting Minutes**

Attendees:

Rick Rynski (RRynski)	City of Rochester, Neighborhood and Business Development
David Hawkes (DHawkes)	City of Rochester, Southwest Neighborhood Service Center
Chris Bauer (CBauer)	New York State Department of State
Frank Armento (FArmento)	Fisher Associates
Michael Godfrey (MGodfrey)	Fisher Associates
John DeMott (JDeMott)	19 th Ward Community Association
Scott Peters (SPeters)	Rochester Police Department
John Lightfoot (JLightfoot)	Changing of the Scenes Neighborhood Association
Kathy McGuire (KMcGuire)	Rochester Regional Health
Diane Watkins (DWatkins)	19 th Ward Community Association
Don Hanks (DHanks)	19 th Ward Community Association

Introductions and Overview/Background

RRynski kicked off the meeting with introductions and a brief overview of the Bull's Head Brownfield Opportunity Area (BOA) Step 2 (Nomination) study, the previously completed Step 1 (Pre-nomination) study, and the continuing environmental evaluations by the City. RRynski acknowledged the study's funding source and involvement from the New York State Department of State (NYSDOS).

FArmento presented the project team/participants including the City of Rochester Department of Neighborhood and Business Development, NYSDOS, New York State Department of Environmental Conservation (NYSDEC), 19th Ward Community Association, and members of the Consultant Team. The Consultant Team includes Fisher Associates as the primary consultant with sub-consultants including Highland Planning (creating the Community Participation Plan and working with the community), CJS Architects (concept development), Ravi Engineering (inventory and environmental), and HR&A Advisors (market analysis).

BOA Step 2: Nomination

BOA Program Overview

FArmento presented an overview of the NYSDOS BOA program including Step 1 (Pre-nomination), Step 2 (Nomination), and Step 3 (Implementation). Step 1 was completed in 2011, established the study area and included a preliminary analysis of existing conditions and opportunities. Step 2 (current study) will include:

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

Step 3 may be completed in the future after the Revitalization Plan and BOA designation is completed in Step 2. Step 3 includes techniques and actions to implement the revitalization plan and the identification of funding sources.

JDeMott noted to the PAC that funding opportunities for the completion of Step 3 would become available after the completion of Step 2. CBauer indicated that the 3-step BOA process is being redefined. Previously, the BOA process resulted in BOA designation being completed within Step 3. Upon designation, tax incentives for redevelopment within identified strategic sites become available. To consolidate the time needed to use these tax incentives, the BOA designation is now included in Step 2. FARmento indicated that this Step 2 BOA study includes the Revitalization Plan and BOA designation. DHawkes commented that targeted areas included in Step 2 for redevelopment should focus on residential and commercial uses to replace areas that have gone out of use. KMcGuire asked if the focus for strategic sites in Step 2 was to identify those areas that are less complex, and leave the more complex strategic sites for Step 3. CBauer indicated that Step 2 will identify strategic sites that will be the focus for redevelopment. That redevelopment will include a review of environmental factors that will affect the timeline for redevelopment.

Purpose and Need (Goals / Objectives)

FARmento presented the goals of the BOA program as outlined in the BOA Program Guidance and Work Plan. KMcGuire asked if the goals of the BOA program included a focus on job creation. FARmento indicated that each Step 2 includes a market analysis to determine the investment, job creation, and housing potential within the BOA. The market analysis is a critical piece of the study that will help shape and guide the Redevelopment Plan.

BOA Boundary & Preliminary Strategic Site Identification

RRynski presented the BOA boundary as defined during Step 1. The boundary is based on requirements of the BOA program and includes Jefferson Avenue to the east, Hague Street to the West, the railroad to the North, and West Avenue, W. Main Street, Clifton Street, and Moran Street to the South. 95 Ames Street was identified as being included within the BOA, with a history of high levels of contamination that have not been completely remediated. CBauer indicated that the boundary of the BOA is flexible even during the BOA process. If something reasonably adjacent presents an opportunity to the BOA, it can be added to the plan.

FARmento presented the criteria for the preliminary strategic site identification. Strategic sites often represent contiguous parcels that collectively represent a strategic site. These sites have the potential to be catalysts for revitalization within the overall BOA. Environmental cleanup and remediation is also part of the evaluation and identification process.

Existing Conditions / Land Uses / City-owned Property

MGodfrey presented a preliminary overview of existing conditions within the BOA. A collection of photographs was presented from the BOA which represent a cross-section of physical conditions; distressed properties, abandoned buildings, vacant lots, well maintained homes, and recent construction. Part of the outcome for the BOA program is to capitalize on recent local development to aid redevelopment within the rest of the BOA.

MGodfrey presented a preliminary overview of land uses within the BOA. The overview includes the identification of primarily commercial and community services located along West Avenue and West Main Street with primarily residential properties within the interior of the neighborhood. It was noted that some classifications included with the data provided by the City will be evaluated and more clearly classified during the inventory and analysis phase.

MGodfrey presented a preliminary overview of publicly-owned property within the BOA. The map included a recent City acquisition near the intersection of Brown Street, West Main Street, and Genesee Street.

Components and Timeline

FArmento presented the work plan components of Step 2 and the anticipated timeline. The work plan for Step 2 includes;

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. Project reporting.

The anticipated timeline of Step 2 is 24 months. FArmento noted that the Subarea plan will be prepared concurrently with the overall Revitalization Plan, but is anticipated to have a 6 month timeline.

Subarea

Overview

RRynski presented an overview of the subarea boundary and past planning efforts. The initial boundary for the subarea focused on an area bounded by Kensington Street, York Street, West Main Street and Brown Street. However, based on the assessment of the area, it was decided that expansion of the boundary west to include more distressed properties would be appropriate. Planning efforts for the subarea have gone back several years but have not resulted in significant investment in the neighborhood.

Subarea Existing Conditions / Land Uses / City-owned Property

FArmento presented a preliminary overview of existing conditions within the Subarea. Similar to existing conditions within the larger BOA boundary, the collection of photographs from the Subarea represented a cross-section of physical conditions: distressed properties, abandoned buildings, and vacant lots.

FArmento presented a preliminary overview of land use within the subarea. Land use is characterized by commercial at the intersection of Brown Street, West Main Street, and Genesee Street. Community services, industrial, and vacant uses are located along West Avenue. Residential is located north of the commercial, community services, and industrial uses. Vacant properties are found throughout the Subarea.

FArmento presented a preliminary overview of publicly-owned property within the BOA. The map included recent City acquisitions near the intersection of Brown Street, West Main Street, and Genesee Street. DWatkins asked how the City will engage the property owner of a former drycleaner facility on Genesee St. and RRynski indicated that that issue will be discussed later in the presentation.

Prior Studies and related Land Use Analysis

FArmento presented the prior studies that have been completed for the Subarea. These studies include the Bull's Head BOA Step 1 Pre-nomination Study completed in 2011 and the Community Design Workshop completed in 2009. The Step 1 study detailed recommended guiding principles. These principles include respecting human scale, sustainable patterns of development, mixed-use, multi-modal access, history and character, and defensible space. The Community Design Workshop was attended by over 50 community members with a goal to understand community issues and desires, identify preferences for redevelopment

styles, and develop community driven conceptual designs. The recommendations from the study include historic character, green space, pedestrian amenities, mixed-use, diversity, police presence, improved circulation/connections, and Bull's Head Plaza.

Based on the review of Step 1 study and the Community Design Workshop, FArmento presented a preliminary land use concept for the Subarea. The preliminary land use concept includes mixed-use along West Avenue and West Main Street, residential to the north, and a transition area between mixed-use and residential. RRynski indicated that the preliminary land use concept is a continuation from efforts which started during Step 1. FArmento indicated that the purpose of the map is to provide the basis for draft zoning recommendations with specific guidelines. KMcGuire asked if the residential areas identified were to be changed in character or use. CBauer noted that future analyses do not have to necessarily include a change in use, but may result in the creation of a neighborhood block club program, financial incentives, or a neighborhood program that is highly geared towards programming to better the neighborhood. DHawkes noted the subarea includes Neighborhood United and that there is an opportunity for them to analyze their footprint to grow their neighborhood and diversity. DHawkes also noted there may be the opportunity for the development of a pocket park.

Subarea boundary revision

RRynski presented an overview of proposed changes to the Subarea boundary. The Subarea is being proposed to include several additional residential properties. These properties represent a more contiguous boundary than the initial subarea. The Subarea is also being proposed to include several properties to the south. These include the property locally referred to as Bull's Head Plaza, a former dry cleaner, and a laundromat. These properties represent renewed interest due to a recent attempt to auction Bull's Head Plaza, and environmental concerns associated with the former dry cleaner.

FArmento presented an overview of the preliminary existing conditions based on the proposed expansion of the Subarea. MGodfrey indicated the proposed extension of the Subarea would be included within the proposed zoning as part of the Subarea plan. CBauer noted that these additional properties to the Subarea represent potential to spur additional development.

RRynski presented the revised preliminary land use concept based on the proposed extension of the Subarea. The Bull's Head plaza and properties to the south are preliminarily identified as mixed-use. The area along Churchlea Place is identified as a transition zone between the proposed mixed use for the plaza and the existing residential use on the east side of Churchlea Place.

Components and Timeline

FArmento presented the work plan components of the Subarea Plan and the anticipated timeline. FArmento noted that the Subarea plan is being prepared concurrently to the overall BOA Revitalization Plan, but is anticipated to have a 6 month timeline. JDemott asked if the Subarea plan was on a separate track from the BOA timeframe. RRynski replied that planning for the Subarea and the overall BOA will be concurrent with the Subarea Plan being completed first. FArmento indicated that the Subarea Plan is part of the BOA, but on a shorter timeframe. CBauer indicated there is a great commitment to complete the Subarea Plan in order to start seeing changes and development.

Next Steps

FArmento presented the next steps that will be taken after the PAC meeting. These include the finalization of the Community Participation Plan (CPP) and review by the PAC. Also, the consultant team will continue

working on the inventory and analysis of the BOA and Subarea. KMcGuire asked if the study will examine the aging population and consider the findings from the Sage Commission Report on aging communities. RRynski indicated that consideration for the aging community, specifically aging in place development was part of Step 1 and will continue to be part of Step 2. KMcGuire indicated she would offer any assistance she could, especially from a health and human services assessment, or identification of housing needs. FArmento indicated the market analysis included in Step 2 would examine demographics and the needs for housing and the elderly population.

JDeMott asked if a date had been set for the first public meeting. RRynski indicated that based on the findings of the inventory and analysis the consultant team is working on and concurrent planning for the Subarea, another PAC meeting may be necessary before the first public meeting. That determination will be made soon. DWatkins asked what would be included in the first public meeting. FArmento indicated the first public meeting would include an overview of the inventory and analysis. Also during the first public meeting would be the chance for the community to define the vision, goals, and objectives for the BOA. JDeMott indicated the 19th Ward Community Association would need a few months in advance of the public meeting to adequately prepare and inform the community. KMcGuire also indicated that knowing in advance would aid in preparations. FArmento indicated that a more specific schedule is being formulated/drafted as the study process continues.

FArmento indicated the importance of the PAC's role during Step 2. This role includes the review and input of the Community Participation Plan, inventory and analysis and review of the Draft Revitalization Plan, among other items. RRynski indicated that information would be made available to the PAC and the community through the City's website for the Bull's Head Step 2 project. The website will be online soon. An offline project document repository location is being planned as well.

SPeters asked if Unity Health had plans for changing its footprint. KMcGuire indicated that Unity Health was evaluating its urgent care and behavioral health. It was noted that approximately 45% of the health facility was vacant, but was being re-examined for occupation due to higher demand from other organizations. She added that Bull's Head plaza had also been considered in the past for the potential of adding additional Unity Health facilities.

DHawkes asked if the Subarea Plan will include implementation. RRynski indicated the Subarea Plan will not include implementation. CBauer asked what preliminary land use considerations were being included for the Subarea. MGodfrey indicated the preliminary land use concept was based on previous planning studies, but that the process for the Subarea Plan would include an inventory and analysis that may modify or update those previous planning outcomes. KMcGuire asked if the previous planning efforts included requests from the community regarding small-large retail (convenient stores, grocery stores, clothing stores, etc.). RRynski indicated the 2009 Community Workshop identified some specific types of uses, but looked more at general uses and designs. FArmento indicated the market analysis will be helpful to identify what types of commercial operations are viable within the Subarea.

JLightfoot indicated that prices, walking distances, and buses make a difference in how far people are willing to go for goods and services. Fresh foods and grocery stores may not be a successful focus of the plan if these factors are not considered. CBauer indicated Step 2 will include site profiles with pertinent information that will help developers in choosing where and what they can develop within the BOA.

SPeters indicated the intersection of Brown Street and West Main Street would be safer for pedestrians and motorists if there was a realignment of the intersection. RRynski responded that prior planning for the Subarea included comments from the Monroe County DOT (MCDOT). He indicated that modifications to this intersection as well as the intersection of York and West Main Streets were desired from the standpoint of improved safety and circulation of both pedestrians and motorists.

City of Rochester
Bull's Head BOA – Step 2: Nomination
Project Advisory Committee Meeting #2

Thursday, June 22, 2017 – 6:00 PM
St. Mary's Hospital, 89 Genesee Street, East Conference Room

AGENDA

Bull's Head Revitalization Plan

1. Project Status
2. Inventory Overview & Discussion

Subarea

1. Status
2. Inventory Overview & Discussion
3. Goals & Objectives

Next Steps

1. Stakeholder Interviews
2. Public Meeting #1 July 27, 2017
3. Analysis & Identification of Strategic Sites
4. PAC Meeting #3

NOTES:



Project Advisory Committee

Meeting #2 | June 22, 2017

1.0 Bull's Head Revitalization Plan

- Project Status
- Inventory Overview

2.0 Bull's Head Subarea

- Status
- Inventory Overview
- Project Goals

3.0 Next Steps



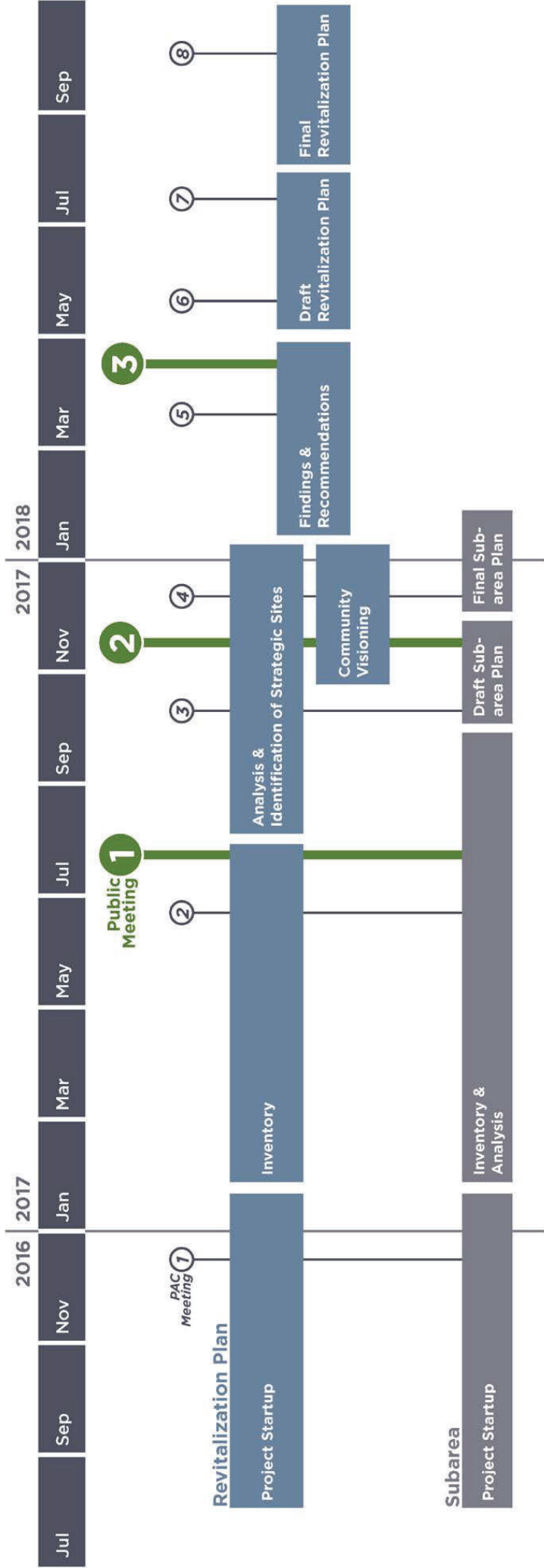
This presentation was prepared for the City of Rochester and the New York State Department of State with state funds provided through the Brownfield Opportunity Areas Program.



City of Rochester, NY
Lovely A. Warren, Mayor



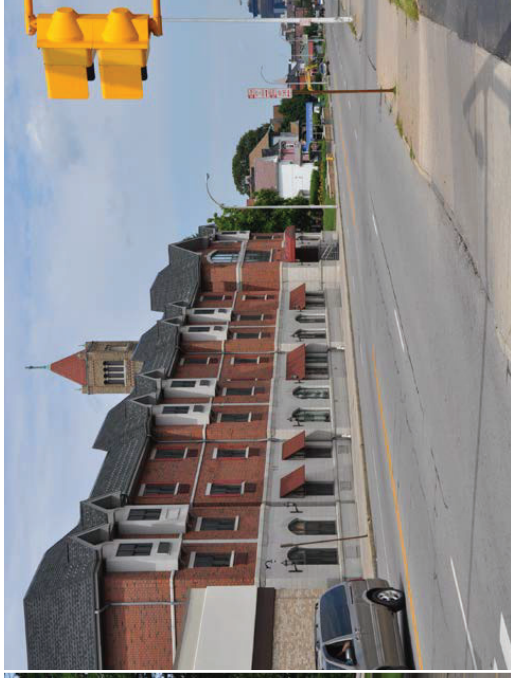
Analyze. Advise. Act.



* Public Meeting #2: It is anticipated that two separate meetings will be held to accomplish objectives for the overall BOA and subarea.

BULL'S HEAD REVITALIZATION PLAN

NYS Brownfield Opportunity Area Program | Step 2



Project Status

- | | |
|---|---------------|
| 1. Project Startup | Complete |
| 2. Inventory | Near Complete |
| 3. Analysis & Identification of Strategic Sites | |
| 4. Community Visioning | |
| 5. Findings & Recommendations | |
| 6. Draft Revitalization Plan | |
| 7. Final Revitalization Plan | |

Project Outline

PROJECT OUTLINE

State 303(d) Remedial Opportunity Act (ROA) | City of Rochester, NY
Step 2 Nomination Study

Component 1: Project Start-up

Task 1.1: Initial Organizational Meeting
[Completed by City]

Task 1.2: Establishment of a Project PAC
[Completed by City]

Task 1.3: Solicitation of Consulting Services
[Completed by City]

Task 1.4: Consultant Selection
[Completed by City]

Task 1.5: Subcontract Preparation and Execution
[Completed by City]

Task 1.6: Project Scoping Session with Consultant

Per sections 1.6 and 1.7 of the Project Work Plan, the Consultant will attend a project scoping meeting with the City of Rochester (City), 19th Ward Community Association (19th Ward CA), and the New York State Department of State (DOS) to discuss roles and responsibilities, scope and budget, review project elements, etc. Upon completion of the meeting, the Consultant will prepare a draft meeting summary for the City's review and distribution to scoping participants.

Task 1.7: Project Outline

Fisher Associates (Consultant) will prepare a draft project outline for the City's review based on the outcome of the Project Scoping Session to guide the preparation of the Revitalization Plan Report. The City will provide any revisions to the outline prior to submission to the DOS for review and comment. Any revisions to the project outline based on DOS comments and circulation to meeting participants will be undertaken by the Consultant. The City will distribute the outline to scoping participants.

Component 2: Capacity Building

Task 2.1: Interagency Workshops
[To be determined]

Task 2.2: Conferences
[To be determined]

In the event the City is requested to participate in an interagency workshop, the Consultant will assist the City in preparing the needed documents and materials in support of those workshops.

Component 3: Community Participation and Techniques to Enlist Partners

Task 3.1: Community Participation Summary

Task 3.2: Techniques to Enlist Partners

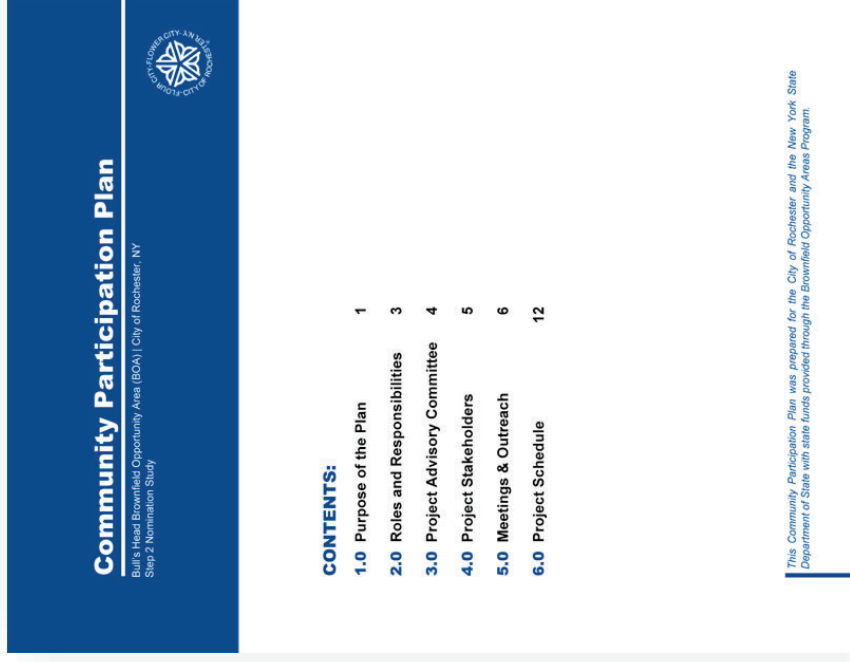
The Consultant will develop a Community Participation Plan (CPP) to engage stakeholders in the development of key elements of the Revitalization Plan including the development of a community vision, goals and objectives,

1

Based on project scoping session:

- Project elements
- Team roles & responsibilities

Community Participation Plan



Includes:

- PAC contact list
- Team roles and responsibilities
- Engagement method and techniques
- Detailed meeting descriptions

Project Website

<http://www.cityofrochester.gov/article.aspx?id=8589971143>

Home | About Us | Contact Us | City Council | Departments | Services | Jobs | Public Safety | Education | Photo Gallery

City of Rochester, NY
Lovely A. Warren, Mayor

SEARCH:

f t v d

BULL'S HEAD REVITALIZATION

Bull's Head Revitalization

Project Background

Bull's Head marks the historic western gateway to downtown, centered on the convergence of West Main Street, Brown Street, West Avenue, Chili Avenue and Genesee Street. Bull's Head has been identified by the City as a priority area for neighborhood revitalization. Despite Bull's Head rich and diverse cultural heritage, the area is currently characterized by blighted conditions, a disproportionately high percentage of vacant and/or underutilized buildings and lots, and a significant number of sites with documented and/or suspected environmental concerns.

In 2009, the City undertook a Bull's Head community input/planning process to bring neighborhood-wide community concerns to the surface as well as to identify potential opportunities to address those concerns. As a part of that process, the City hosted a Bull's Head Community Design Workshop on September 26, 2009. The workshop was well attended and helped to establish the foundation upon which, further revitalization planning for Bull's Head continues.

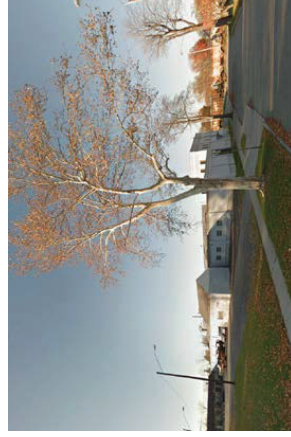
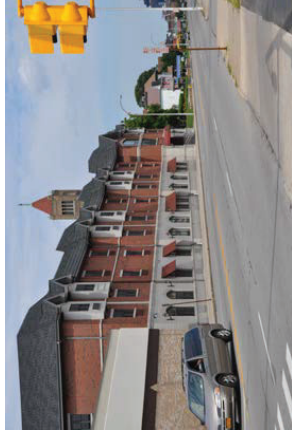
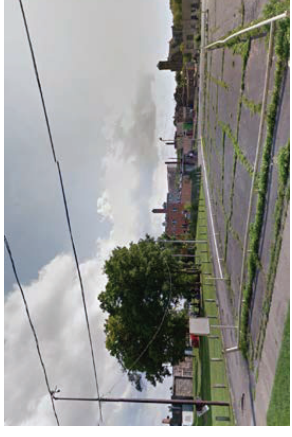
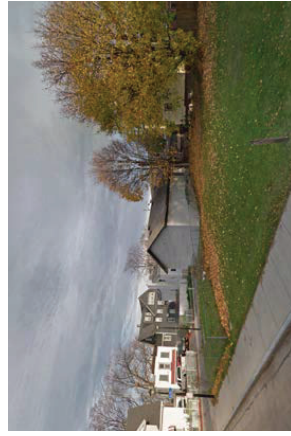
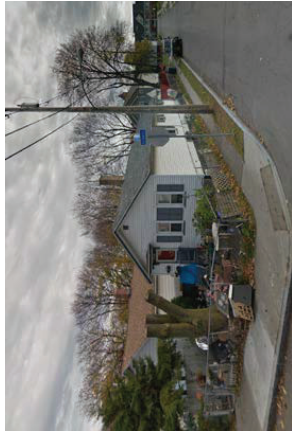
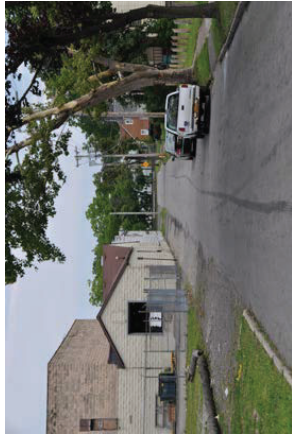
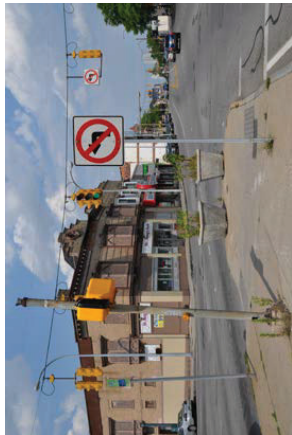
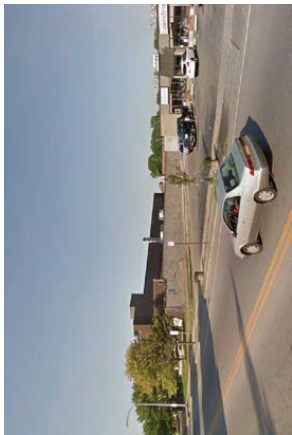
Bull's Head Brownfield Opportunity Area

The New York State Department of State's (NYSDOS) **Brownfield Opportunity Areas Grant Program (BOA)** provides communities with guidance, expertise and financial assistance, up to 90 percent of the total eligible project costs, to complete revitalization and implementation strategies for neighborhoods or areas affected by **brownfields**. The NYSDOS BOA Program is a 3-step process that enables communities to comprehensively assess existing economic and environmental conditions associated with brownfield blight and impacted areas, identify and prioritize community supported redevelopment opportunities, and attract public and private investment.

MAY WE SUGGEST

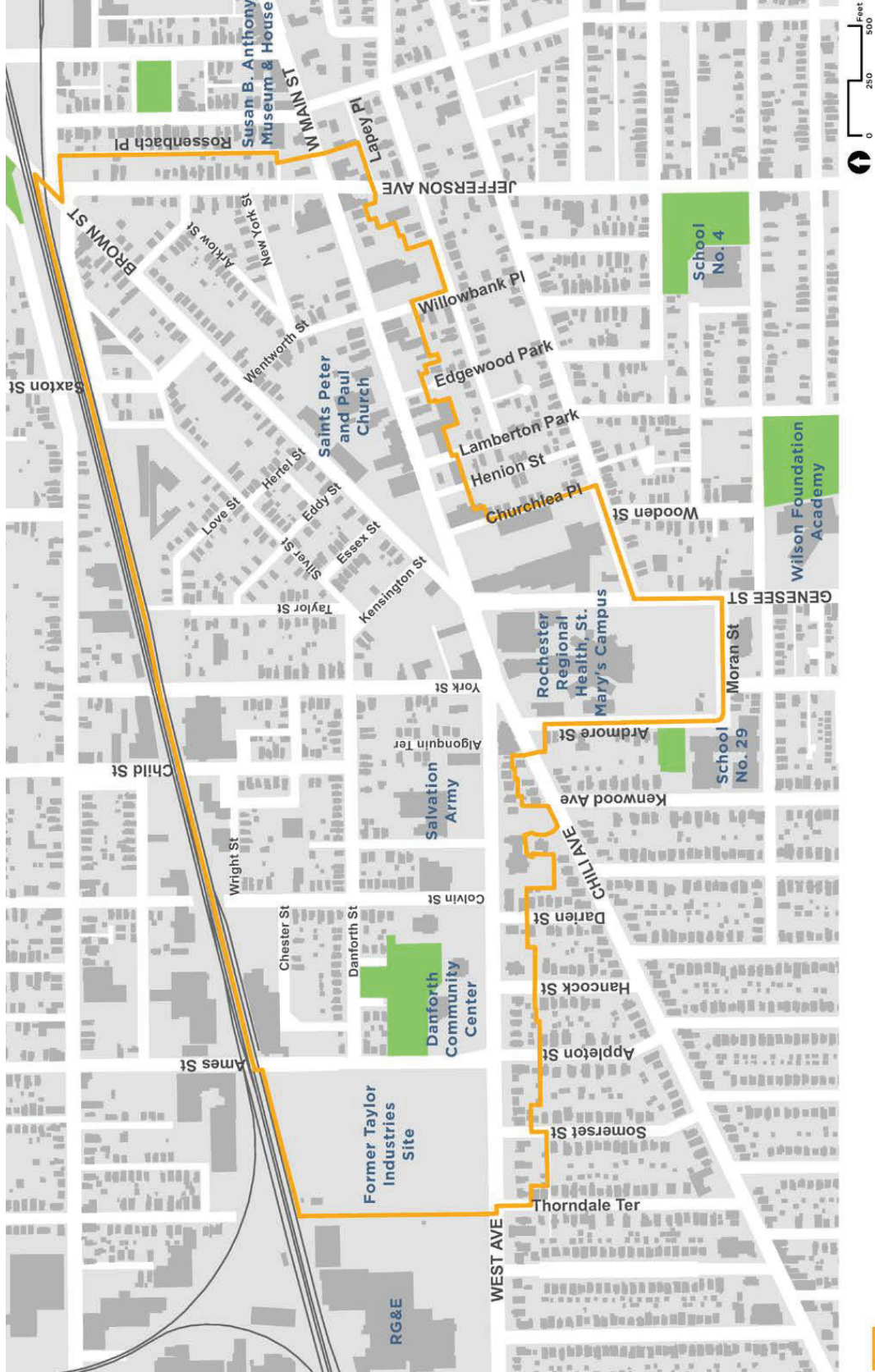
- Water Main Cleaning and Lining Project
- High Falls Center and Interpretive Museum
- Office of the City Historian
- Cremation Services
- Rochester Land Bank Corporation
- Comprehensive Plan Update - Rochester 4.0
- Rochester Works! (@ Central Library - Being Your Own Boss
- Rochester Mobility Enhancement Study
- Board of Ethics
- Site Plan Review Agenda

Inventory Overview



Study Area

186 acres



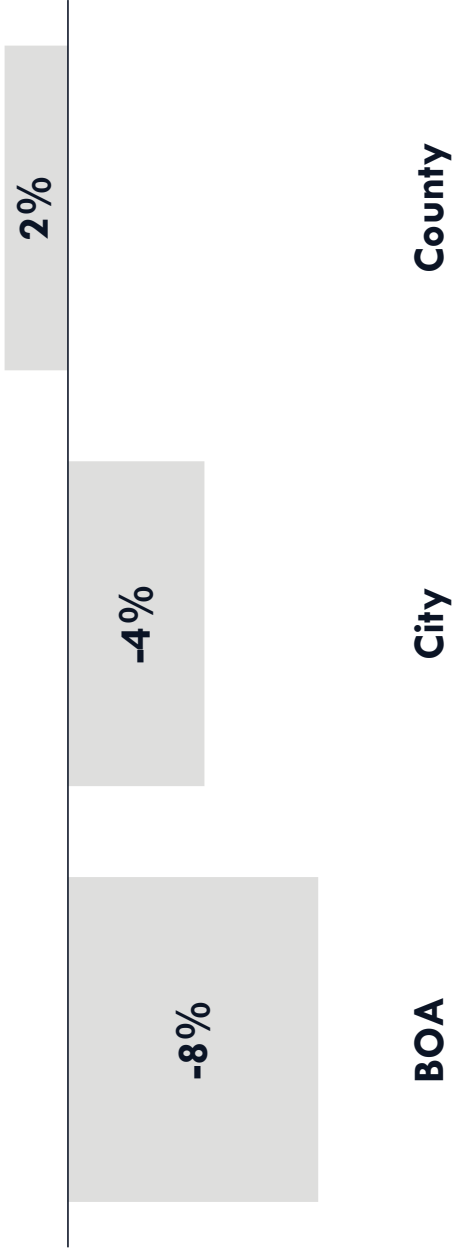
Bull's Head BOA

Demographic Context

Total Population: **1,815**
Total Households: **813**

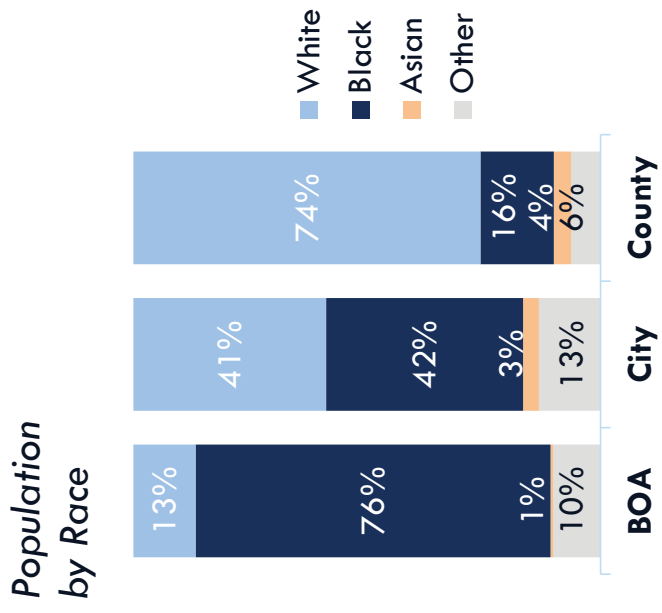
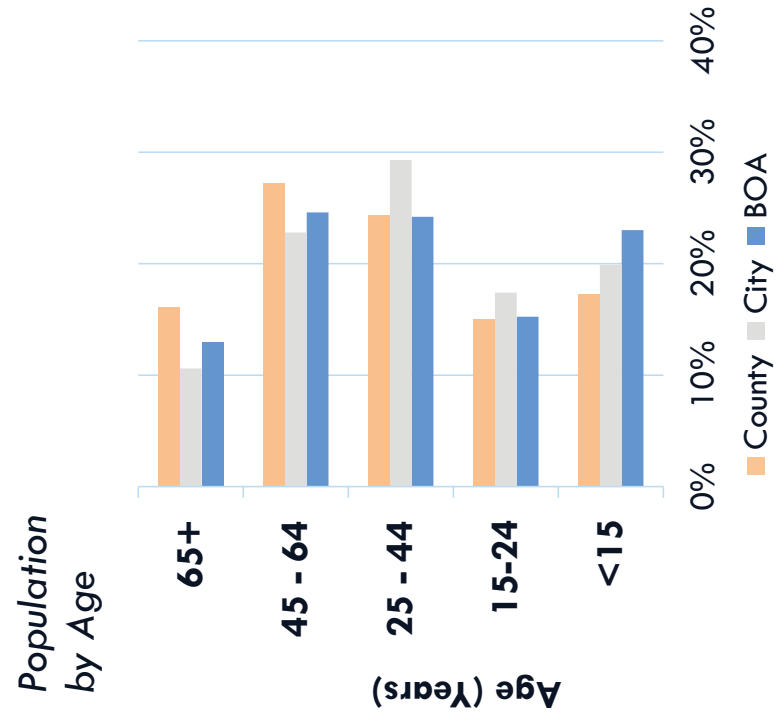
Share of Area Population **0.9%** of City
0.3% of County

Population Change (2000-2016)



Demographic Context

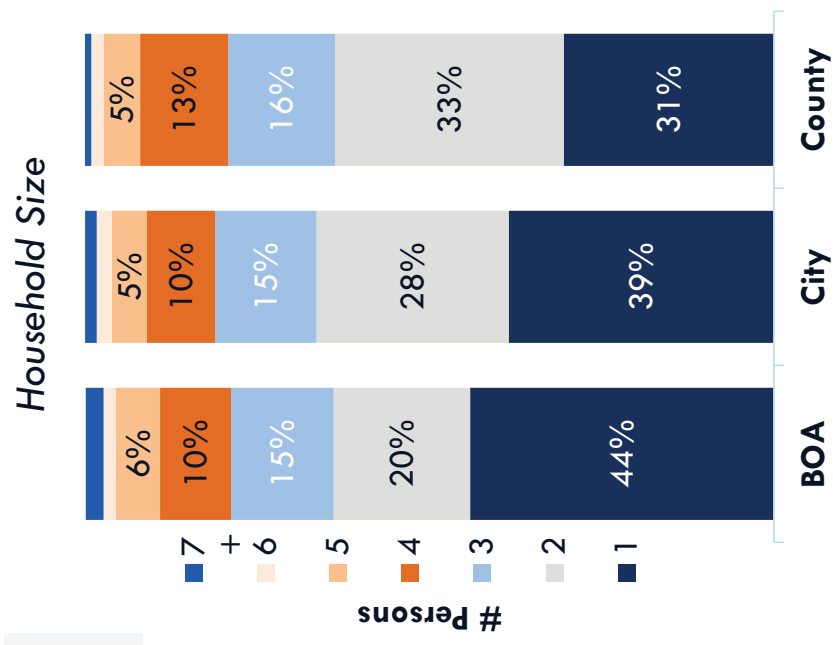
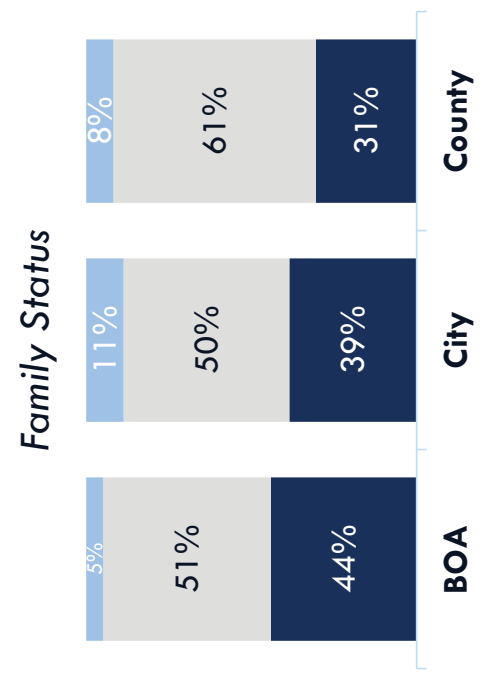
Total Population: 1,815
Total Households: 813



Demographic Context

Total Population: 1,815
Total Households: 813

Average Household Size
 BOA: **2.17** City: **2.27** County: **2.36**

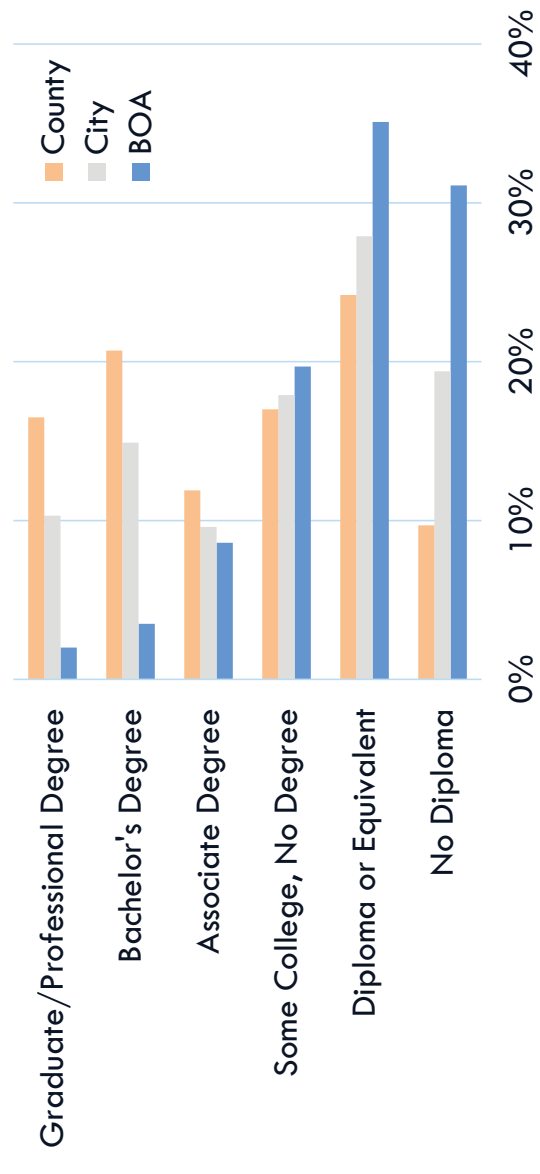


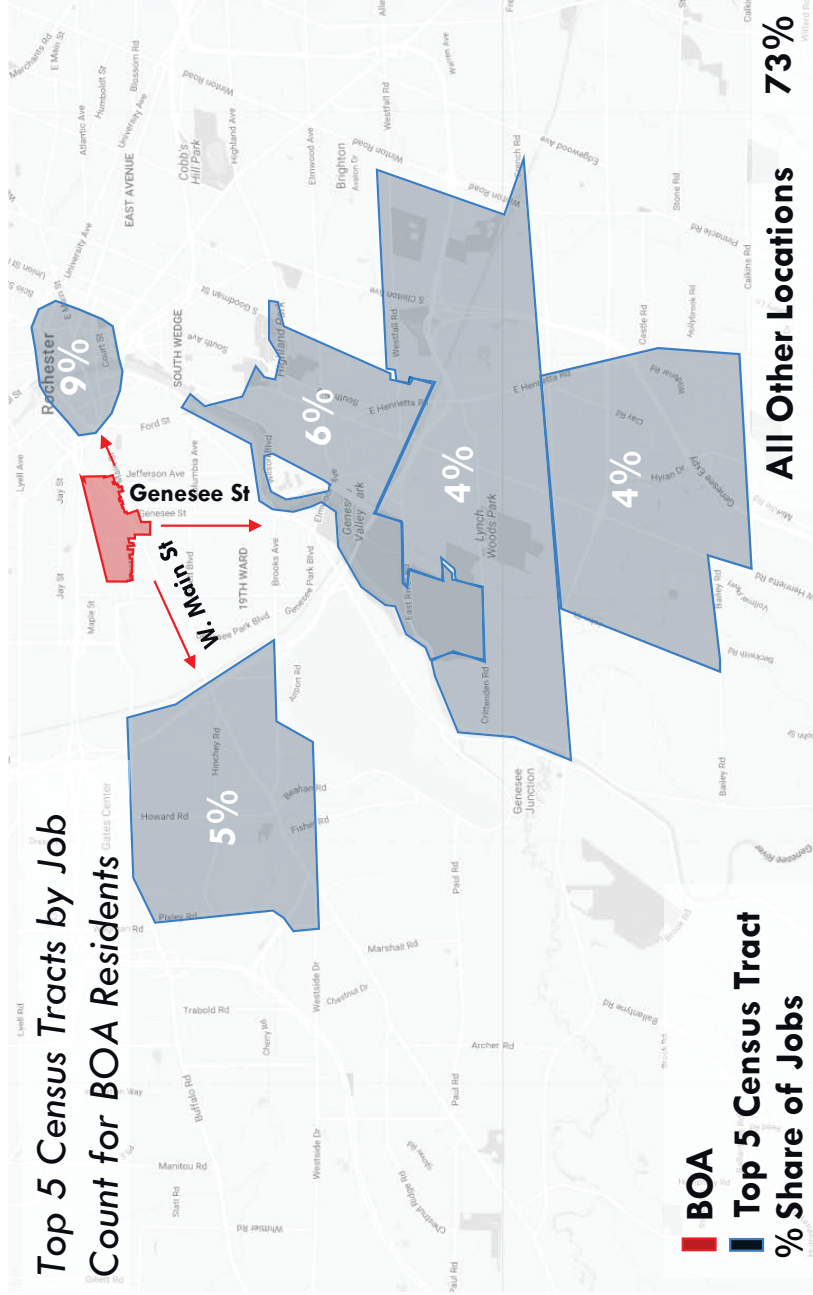
Demographic Context

Total Population: 1,815
Total Households: 813

	BOA	City	County
Median Household Income	\$18K	\$31K	\$53K
Unemployment	17%	8%	5%

Population by Educational Attainment

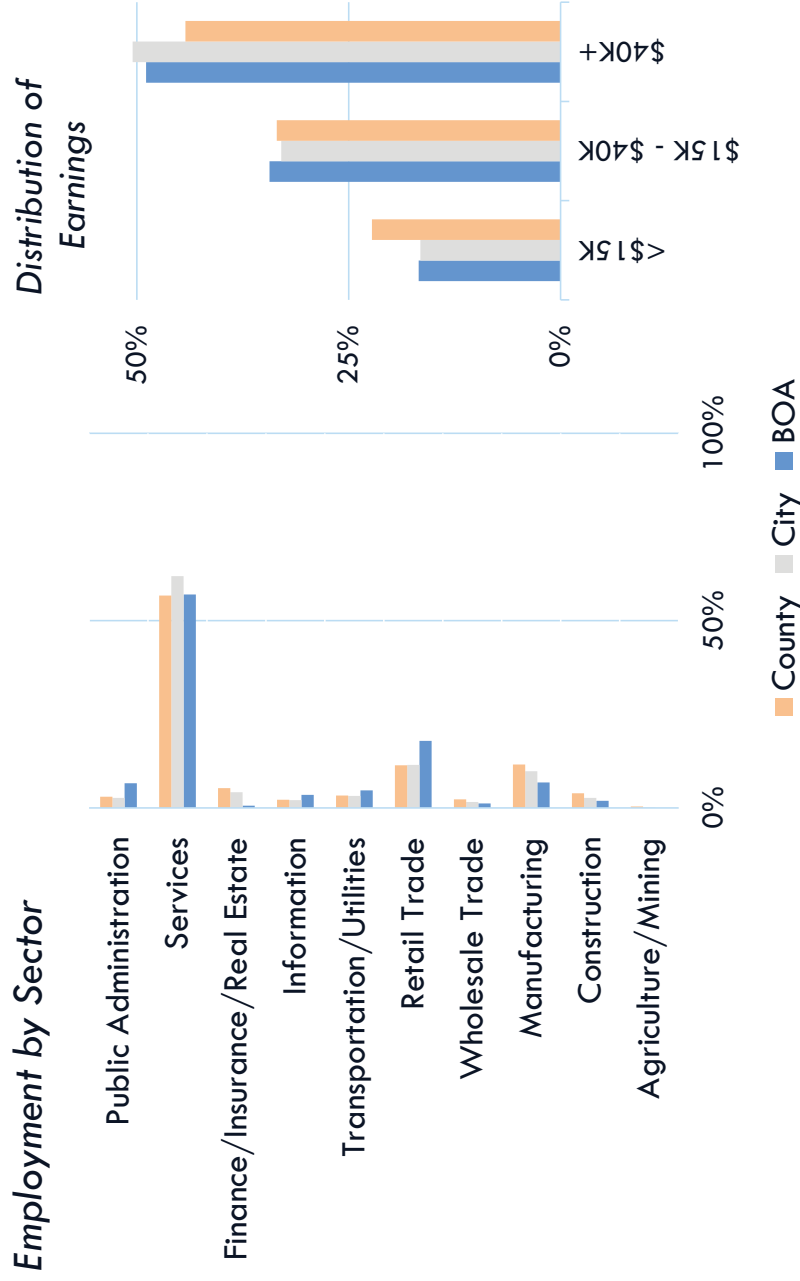




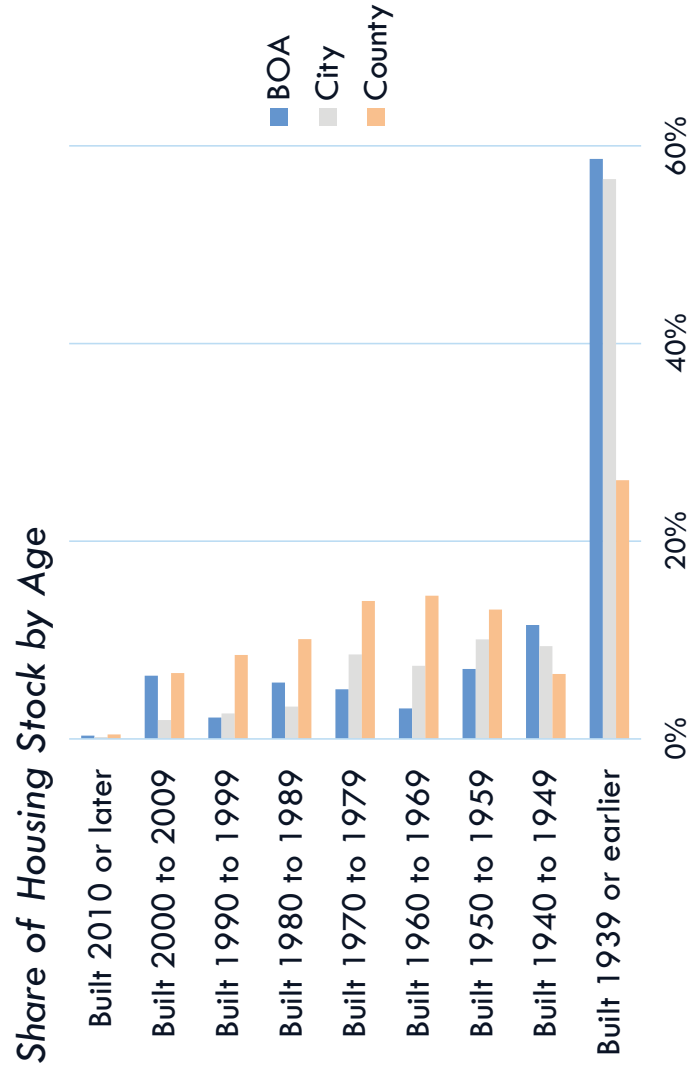
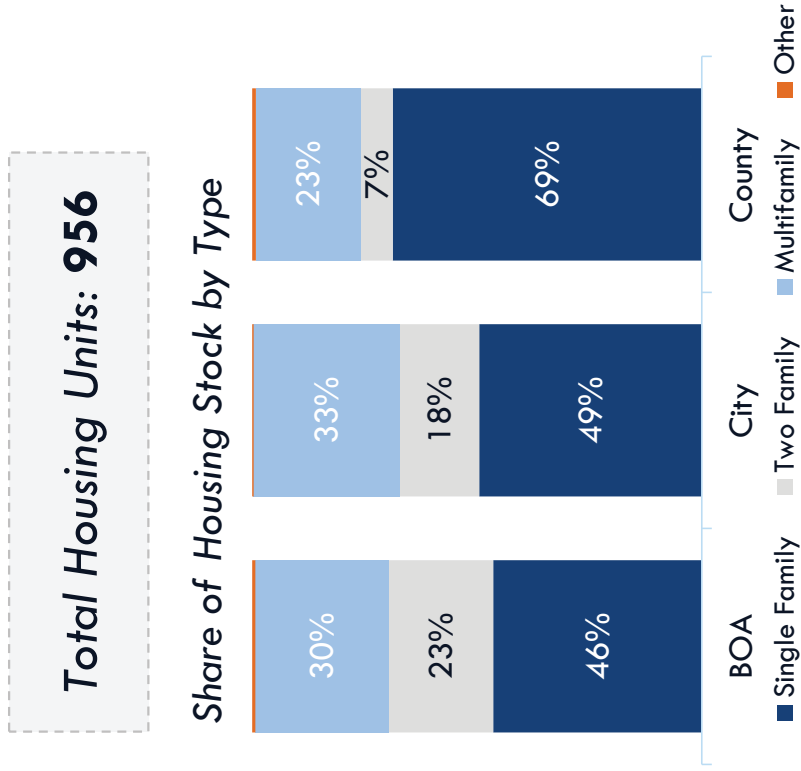
* Includes jobs employing residents of the BOA outside of the BOA.

Employment Context (workers)

Jobs in BOA: **377***
 City Employment: **133,000**



* Includes jobs employing both residents and non-residents within the selected area.



Median Home Value

\$58K **\$81K** **\$140K**

BOA City County

Asking Rent PSF

\$0.79 **\$1.04** **\$1.05**

BOA City County

Share Renting

78% **62%** **35%**

BOA City County

Vacancy

17% **12%** **7%**

BOA City County

Total Assessed Value:

\$58M

Retail

248K SF
BOA
City

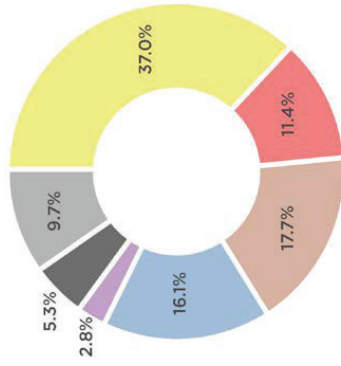
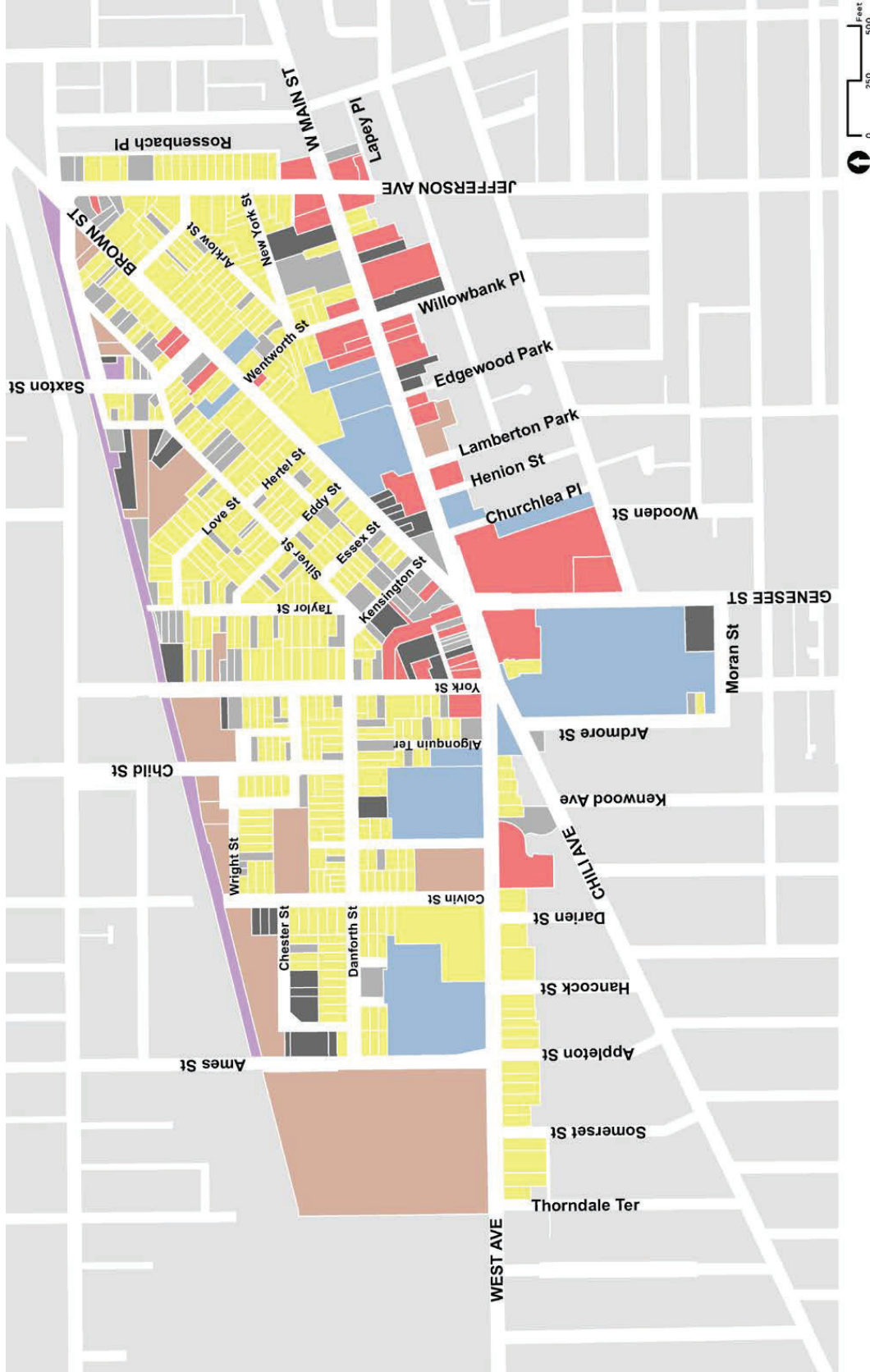
50K SF
BOA
City

Office

Total Assessed Value:
\$12M

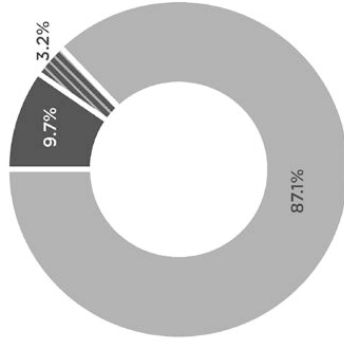
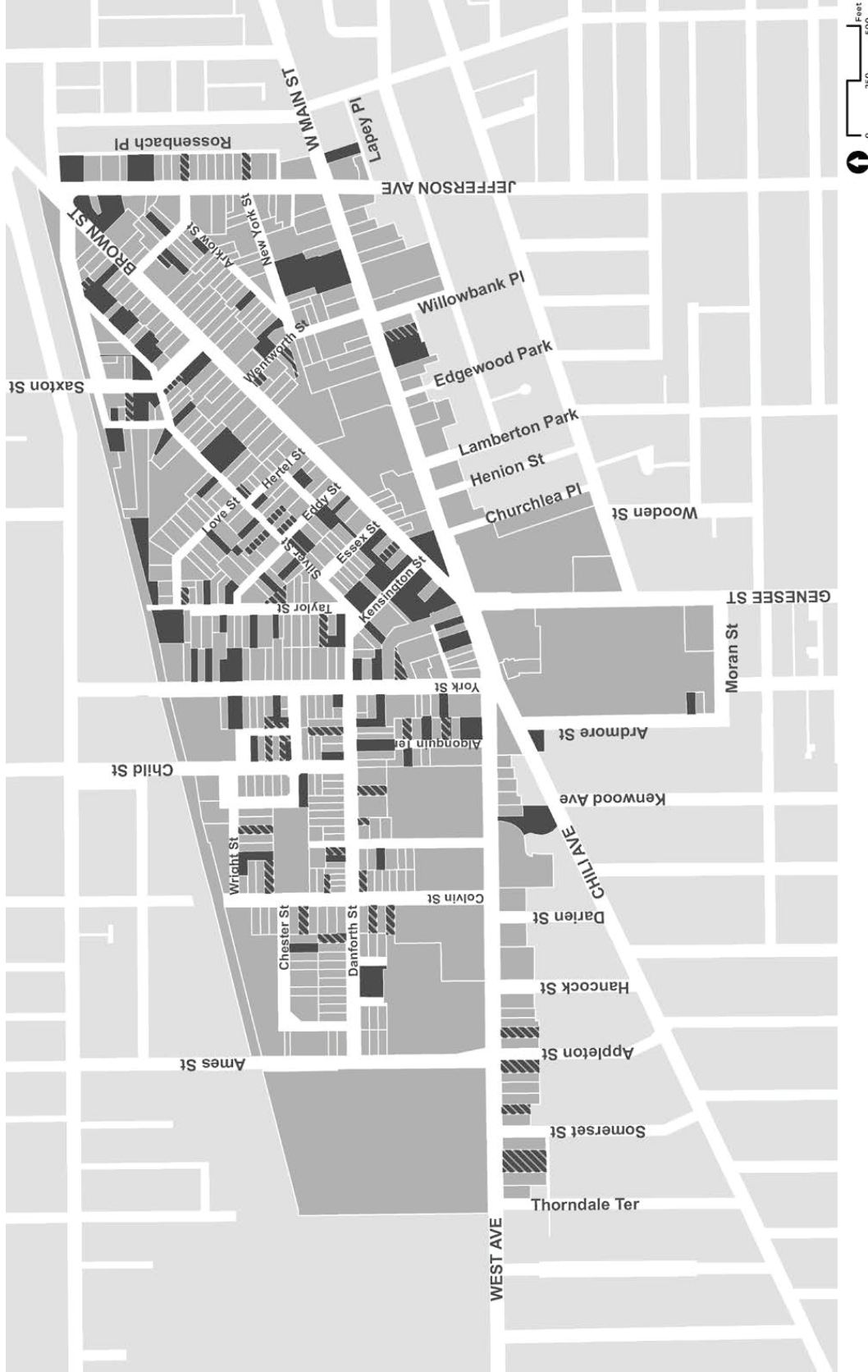
Inventory

Existing Land Use



Land Use Category	Acres
Residential	53.8
Commercial	16.6
Industrial/Distribution	25.8
Community Services	23.4
Public Services	4.0
Parking	7.7
Vacant Land	14.0

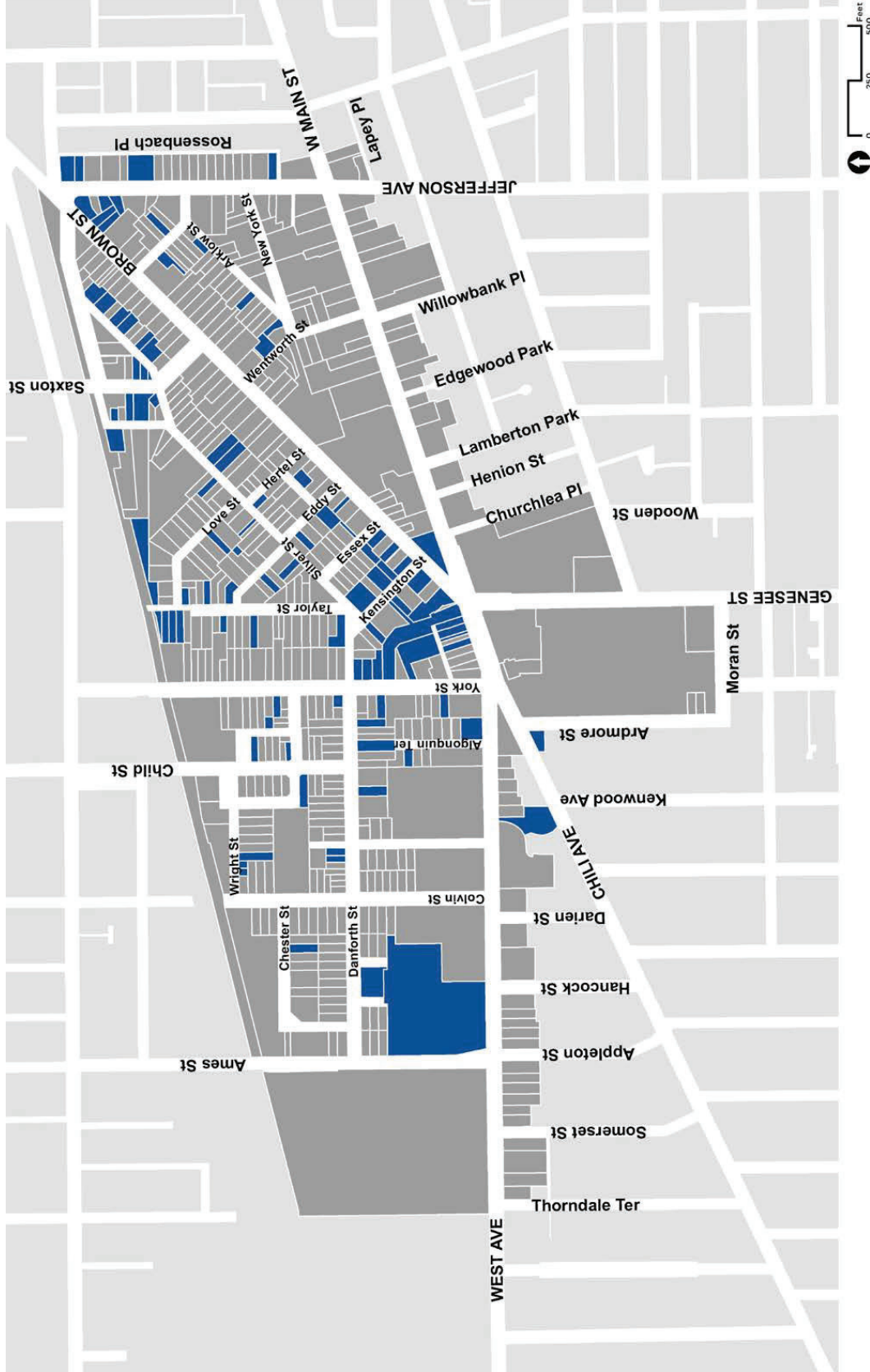
Vacant Land, Unoccupied Structures



Category	Acres
Vacant Land	14.0
Unoccupied Structures	4.7
All Other Parcels	126.6



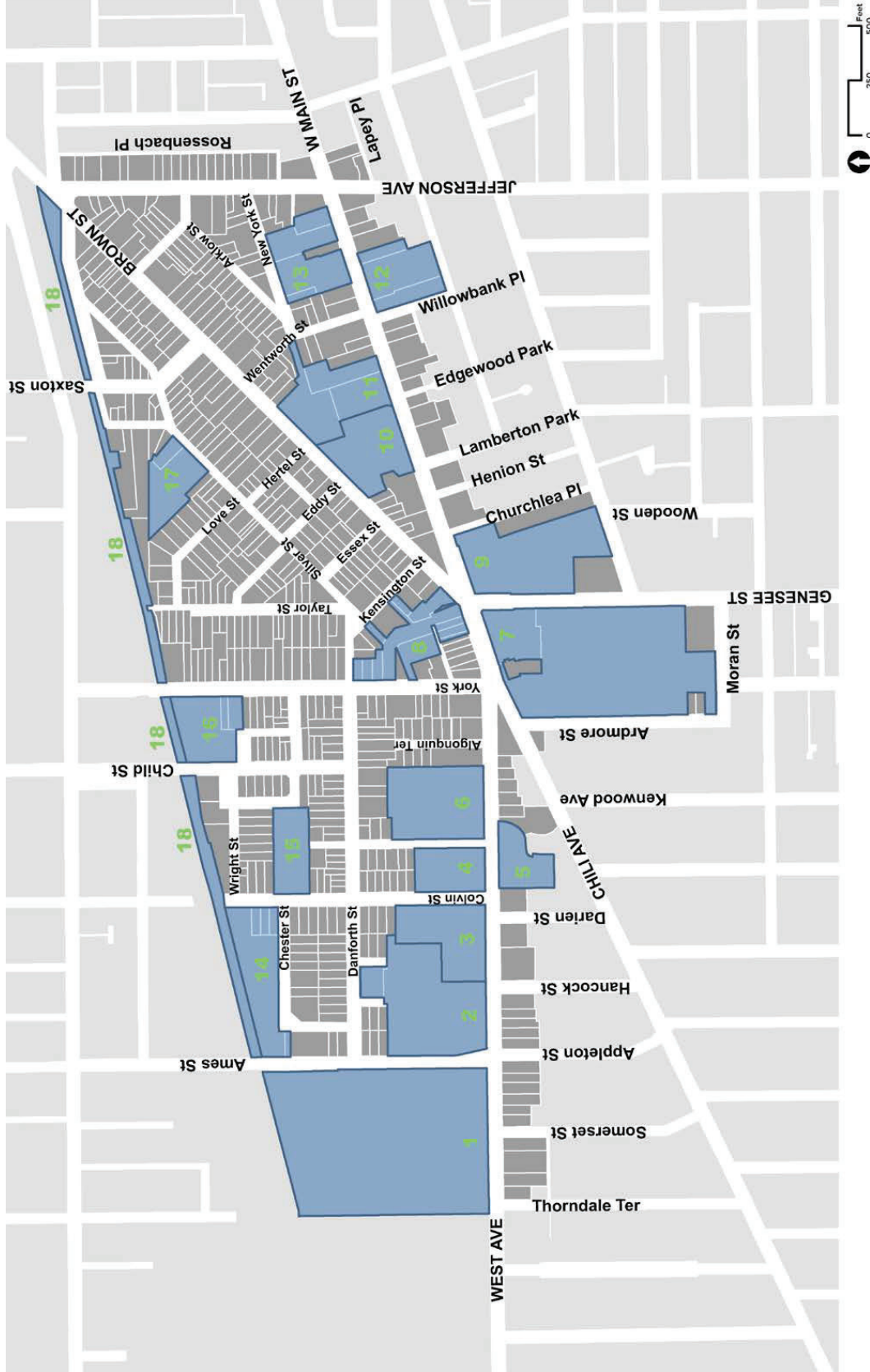
City-Owned Land



Category	Acres
City of Rochester	17.2
All other parcels	128.1



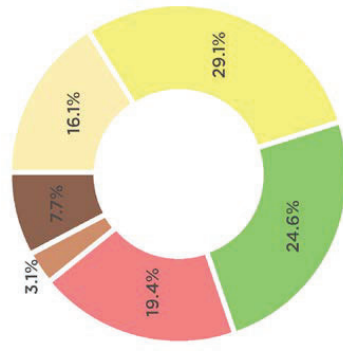
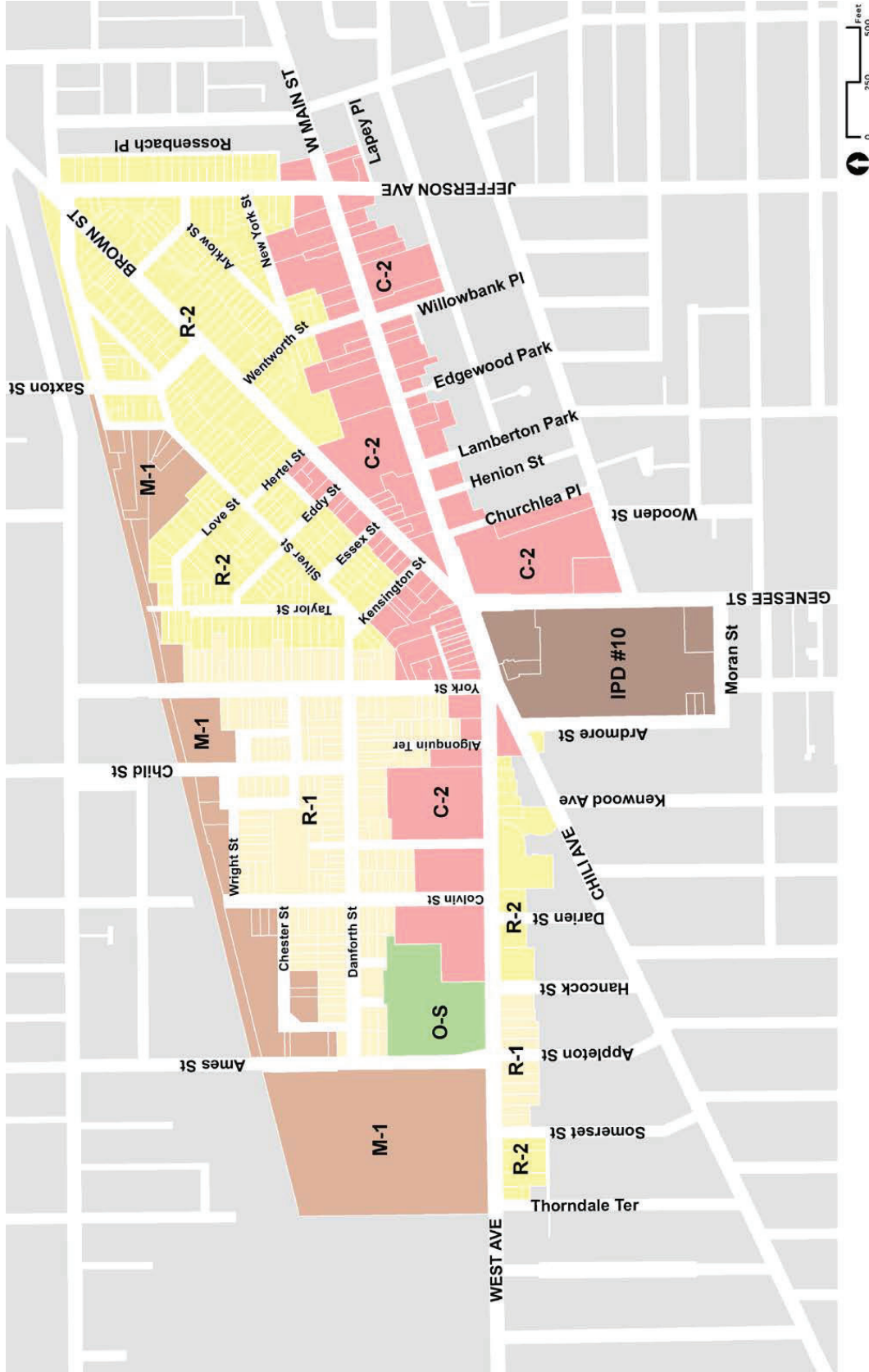
1 Acre + Property Owners



Parcel Number	Property Owner	Acres
1	ABB Prospects Inc	14.4
2	City of Rochester	4.9
3	Rochester Housing Authority	2.4
4	TEKE Machine Corp	2.4
5	Metropolitan Funeral Chapels	1.5
6	The Salvation Army	1.3
7	Rochester Regional Health, St. Marys	3.3
8	City of Rochester	10.1
9	CW Capital	2.4
10	DePaul	4.2
11	St. Shenouda's Monastery	2.3
12	Rochester Housing Authority	2.9
13	Jones Development West LLC	2.0
14	Pennant Ingredients Inc	2.3
15	Colvin Enterprises LLC	2.7
16	Genesee Building Restoration	1.5
17	Genesee Building Restoration	1.9
18	G W Martin Inc	1.6
18	Rochester & Southern Rail	3.8



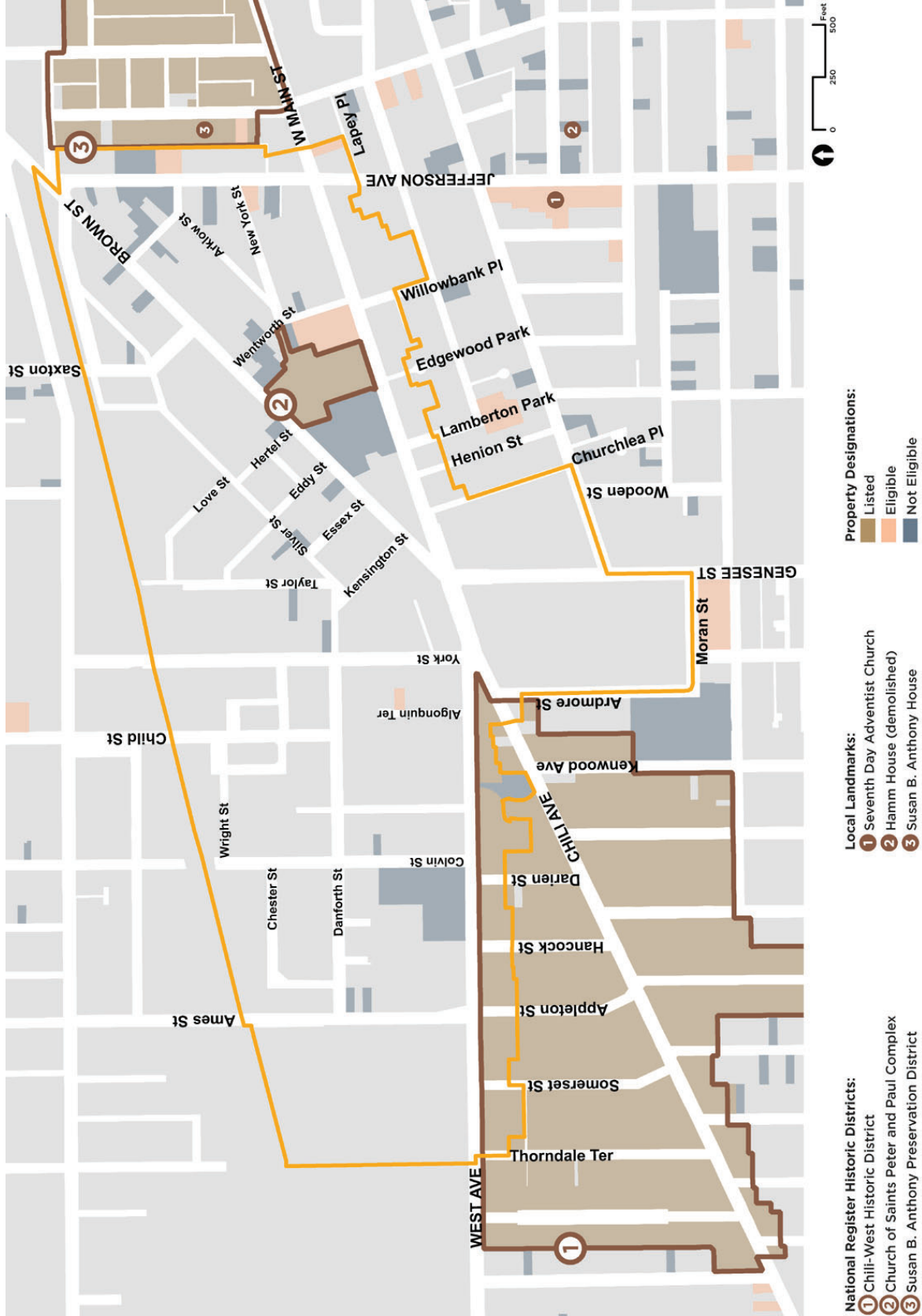
Existing Zoning



Zoning District	Acres
R-1 Low Density Residential	23.4
R-2 Medium Density Residential	42.2
O-S Open Space	35.8
C-2 Community Center	28.1
M-1 Industrial	4.5
IPD #10 Planned Development	11.2



Historic Resources



Chili-West Historic District



National Register Listed, 2015
State Register Listed, 2015

508 buildings contributing

Church of Saints Peter and Paul Complex



National Register Listed, 2012
State Register Listed, 2012

4 buildings contributing

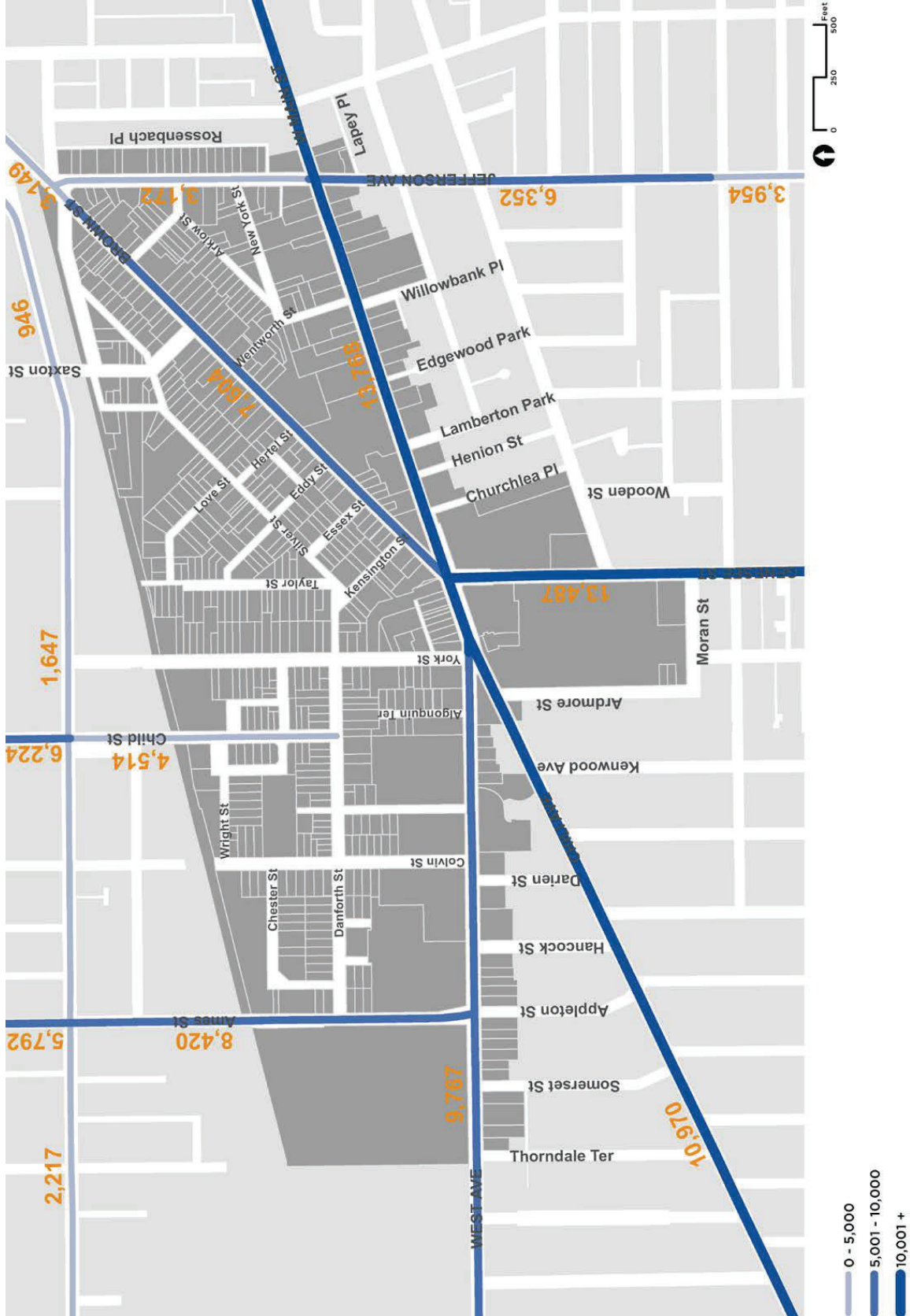
Susan B. Anthony Preservation District



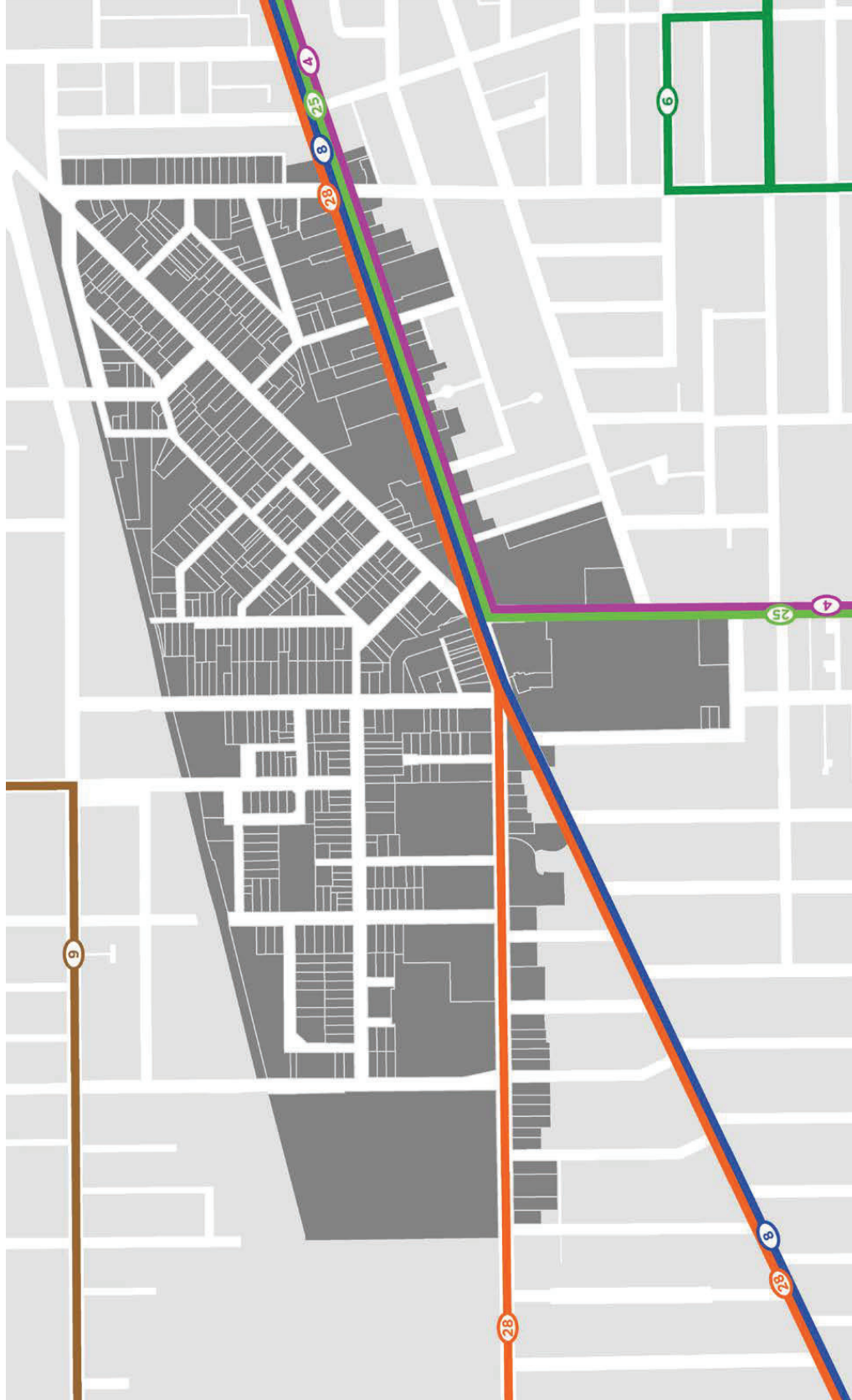
National Register Listed, 1988
State Register Listed, 1988

102 buildings contributing
2 sites contributing

Vehicular Volume (AADT)



Transit Access



HEADWAYS (minutes)

Route	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

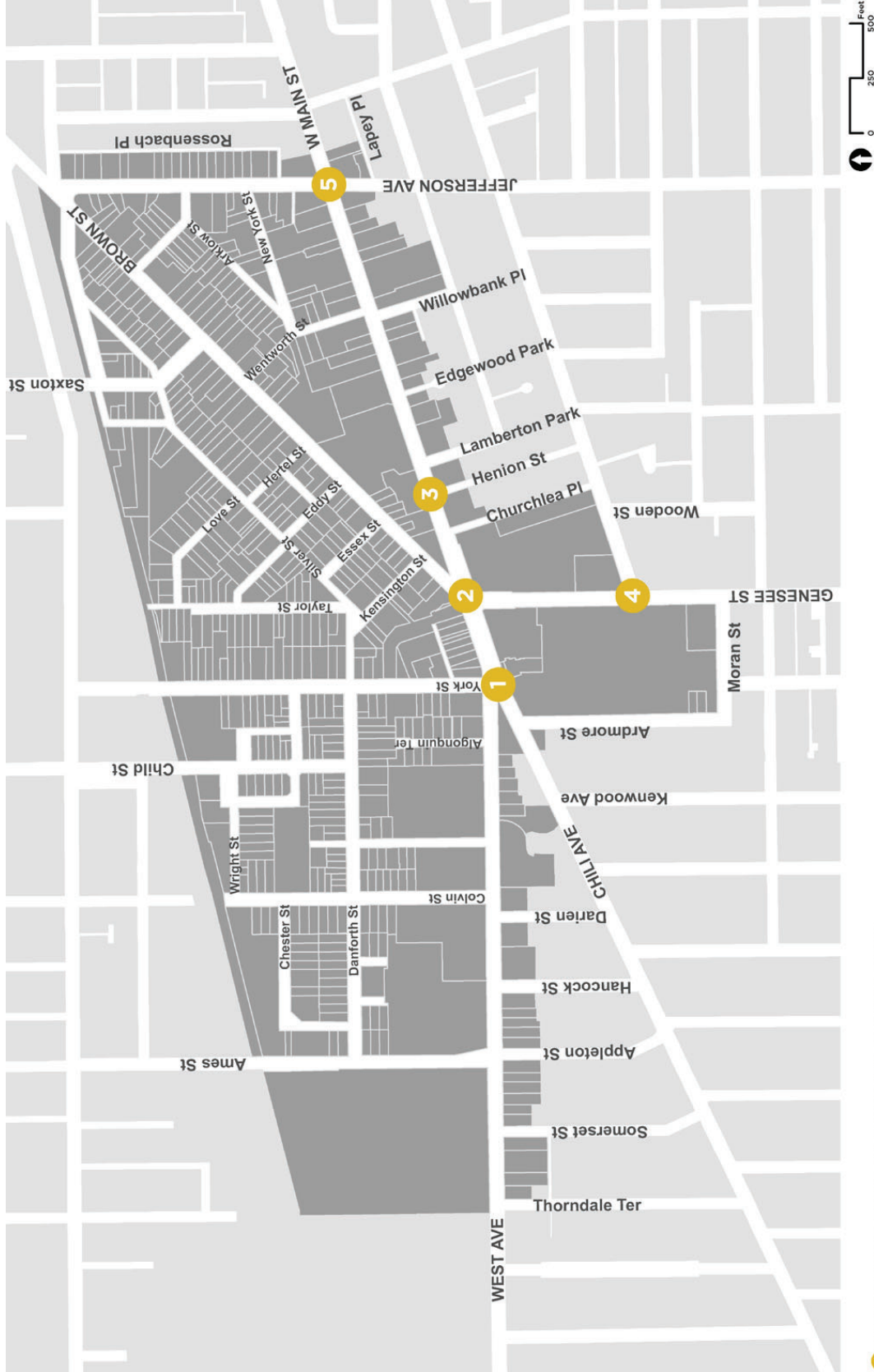


- 9 Jay/Maple
- 25 Thurston/MCC
- 28 Genesee Park/Strong

- 4 Genesee
- 6 Jefferson Ave
- 8 Chili

Safety and/or Operational Issues

- Feb 7, 2017 County DOT letter outlined an overview of safety and/or operational issues
- County DOT will complete safety studies of **2** **4**



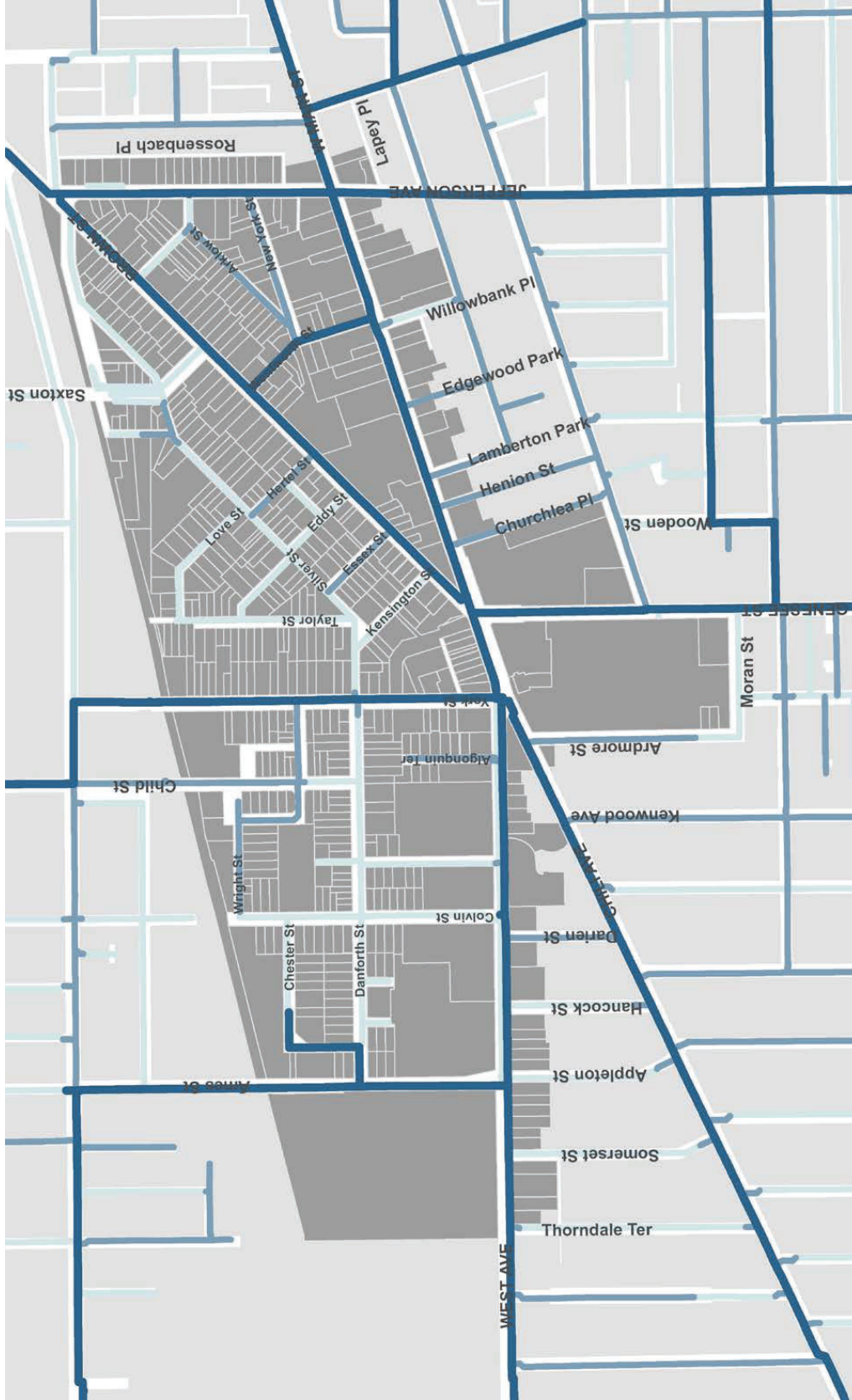
- 1** West Main Street at Chili Avenue/West Avenue/York Street
- 2** Genesee Street at West Main Street/Brown Street
- 3** West Main Street, Churchlea Place to Lamberton Park
- 4** Genesee Street at Clifton Street
- 5** West Main Street at Jefferson Avenue

Safety and/or Operational Issues

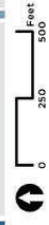
From a Feb 7, 2017 County DOT letter outlining safety and/or operational issues

Intersection	Safety and/or Operational Issues	Accidents
1 West Main Street at Chili Avenue/ West Avenue/ York Street	<ul style="list-style-type: none"> ■ Shallow angles ■ Prohibited turns ■ Relatively wide intersection ■ Pedestrian signal phasing is long 	“Accidents rates are near average”
2 Genesee Street at West Main Street/ Brown Street	<ul style="list-style-type: none"> ■ Shallow angles ■ Lengthy conflict zones ■ Long crosswalk distances ■ Improper yielding A Safety Study will be completed by County DOT	None mentioned in letter
3 West Main Street at Churchlea Place to Lamberton Park	2009 Safety study identified conflicts around the Rite Aid driveway and Henion Street	Traffic signal installed at Henion Street to address collisions.
4 Genesee Street at Clifton Street	A Safety Study will be completed by County DOT	Most of the recent crashes are either the rear end type or the overtaking type, and only one crash had an injury.
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	April 2014 fatal crash involved motorist swerving to avoid another vehicle, resulting in a head on accident with a bus.

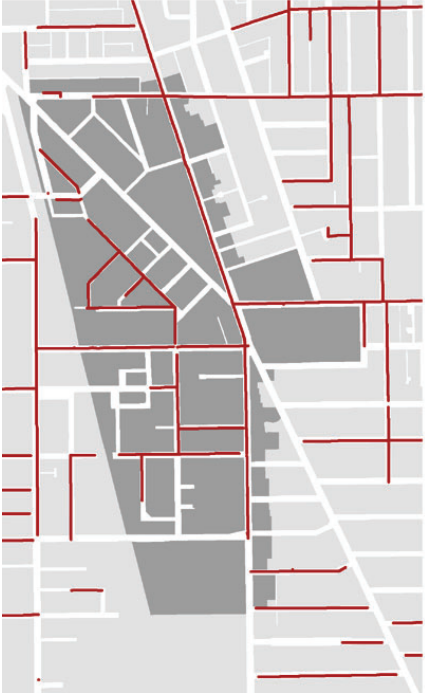
Infrastructure: Water (pipe size)



- 6" pipe or smaller
- 8" pipe
- 10" - 16" pipe



**Infrastructure:
Water (pipe age)**



Before 1900

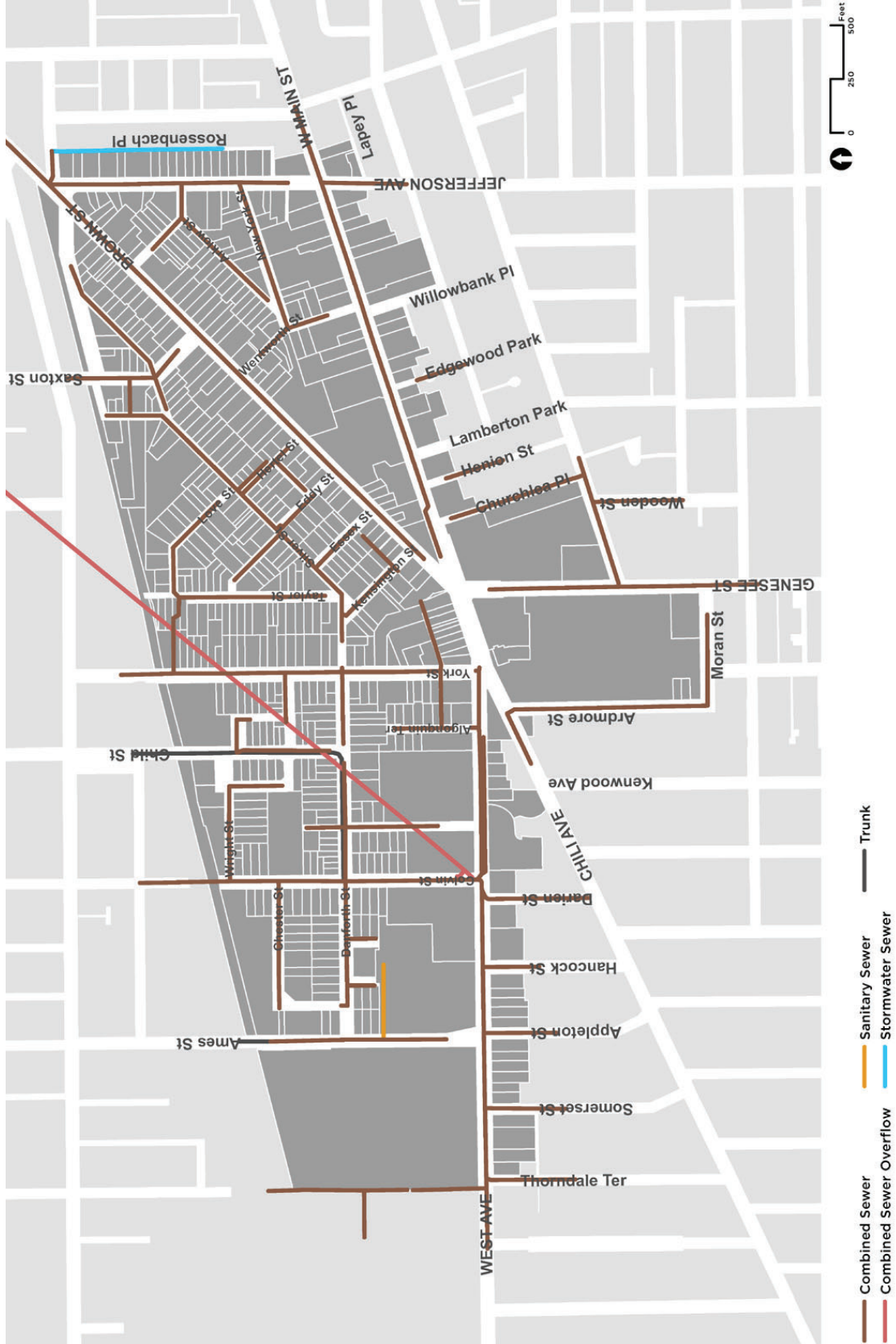


1900 - 1950

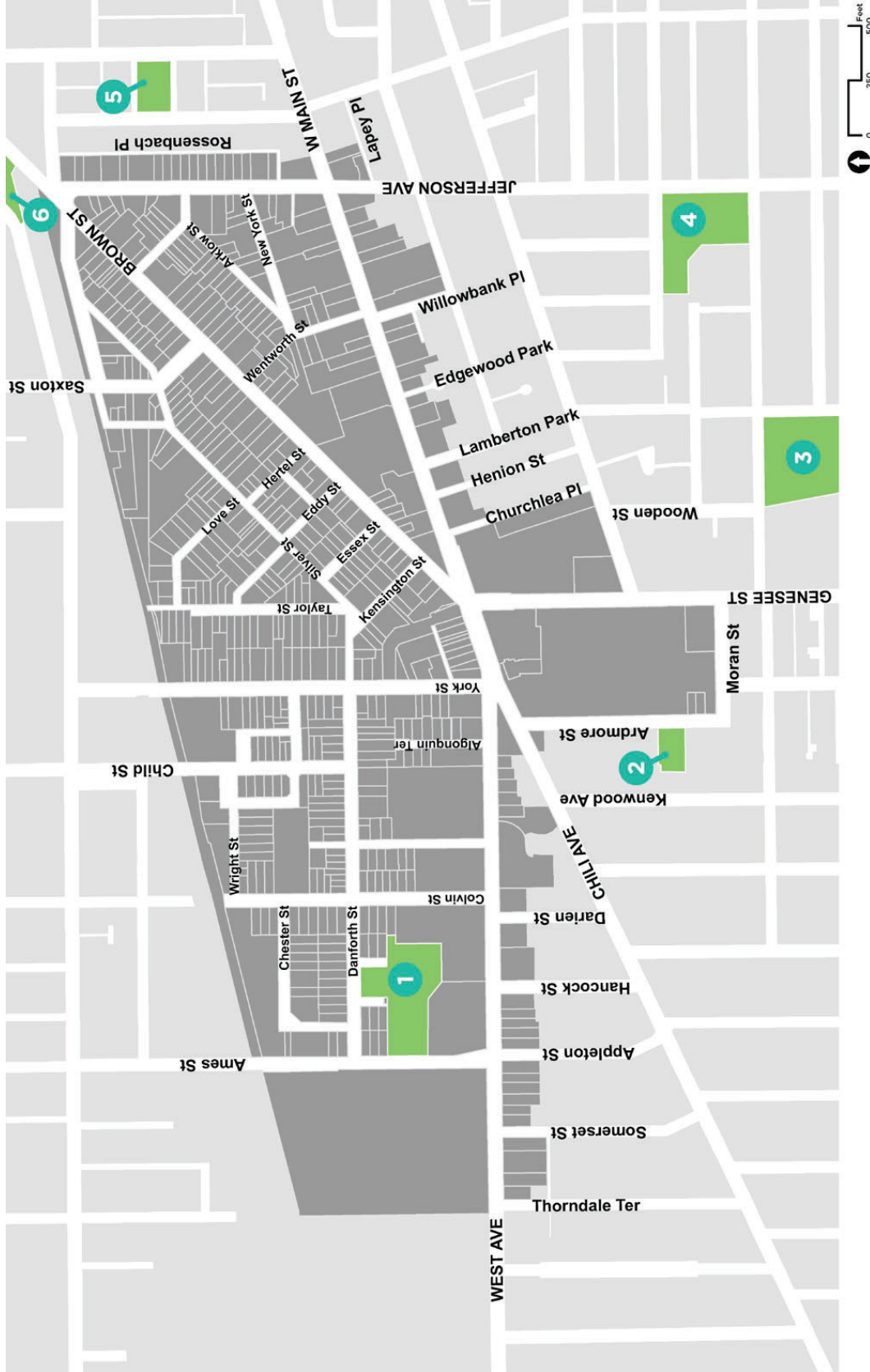


After 1950

Infrastructure: Sewer (pipe type)

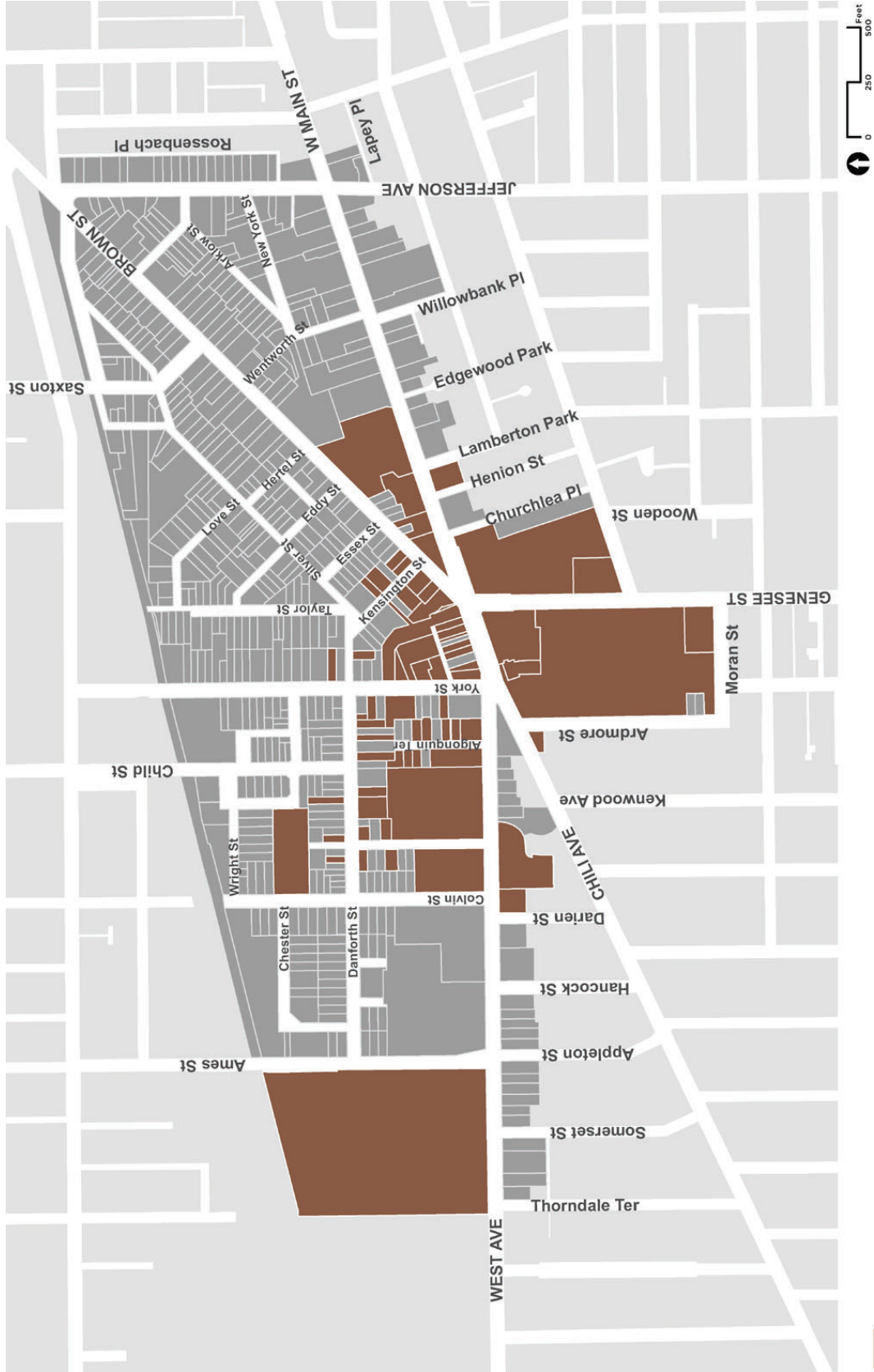


Parks and Open Space



- Within BOA:**
- 1 Lynchford Park
- Outside BOA:**
- 2 School No. 29 Playground & Lawn
 - 3 Wilson Foundation Academy Sports Complex
 - 4 Jefferson Terrace Park
 - 5 Susan B. Anthony Square
 - 6 Grape Wilder Park

Step 1 Potential Brownfields

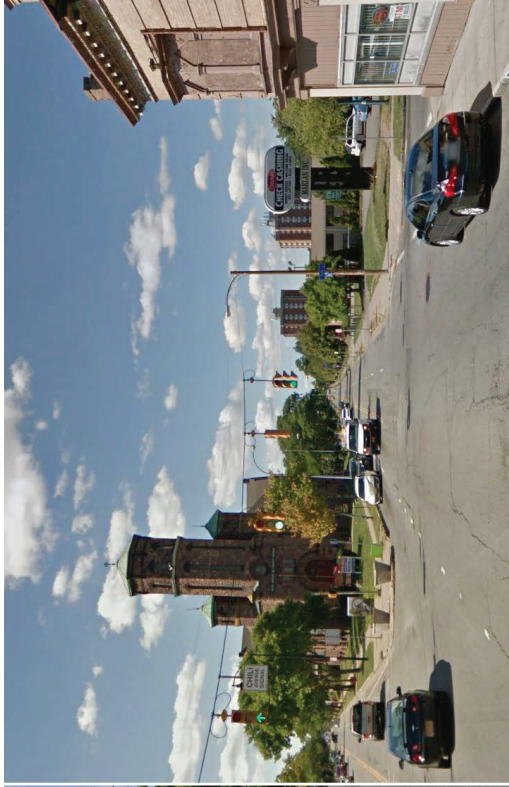


Step 1 Potential Brownfield Site

Inventory In-progress

1. Brownfield research
2. Land use verification
3. Building inventory
4. Transportation inventory
(bicycle, parking, pedestrian amenities)
4. Environmental research

BULL'S HEAD SUBAREA

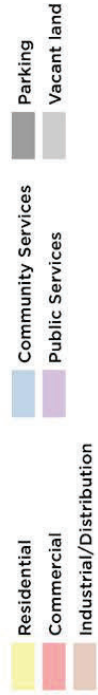
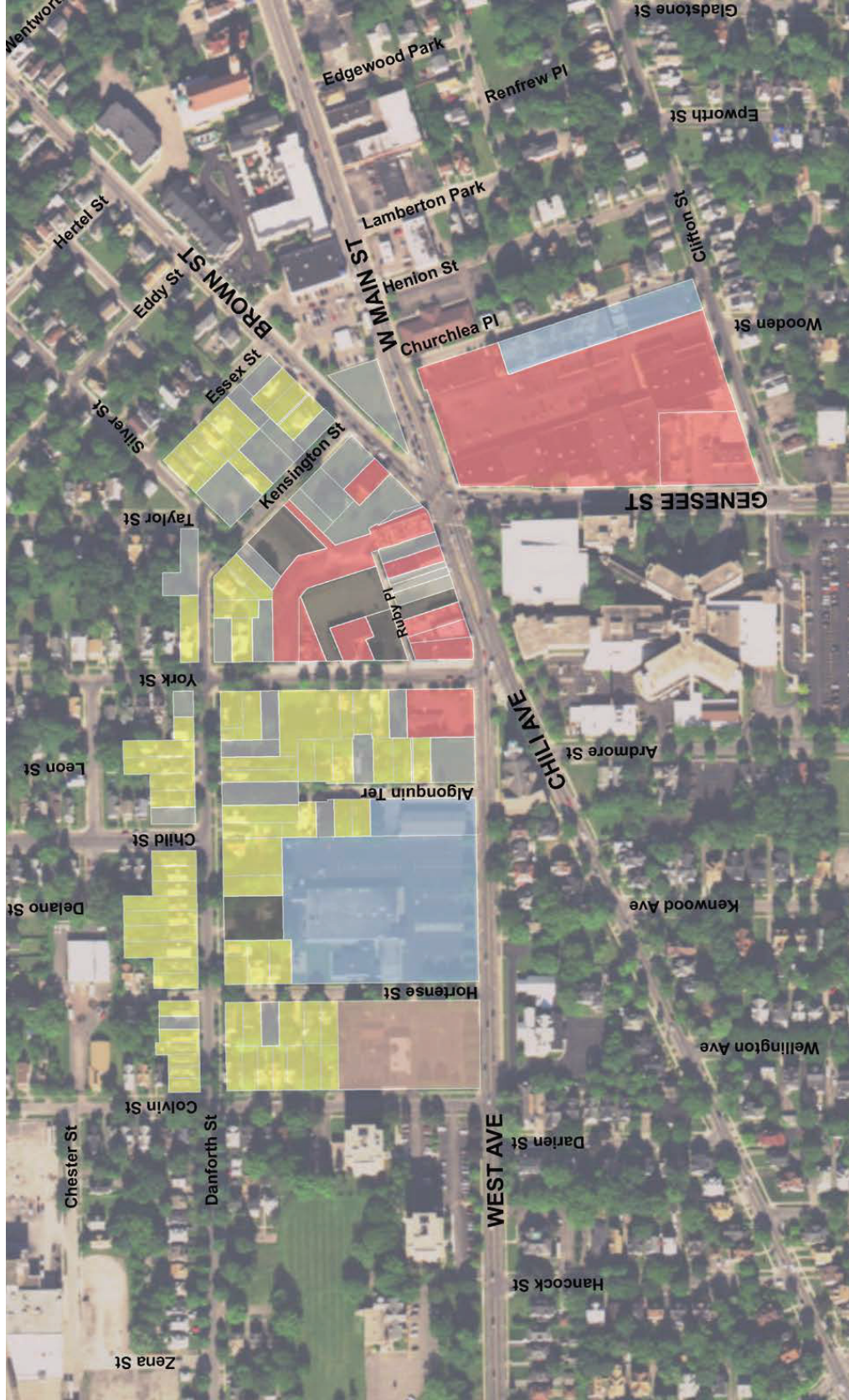
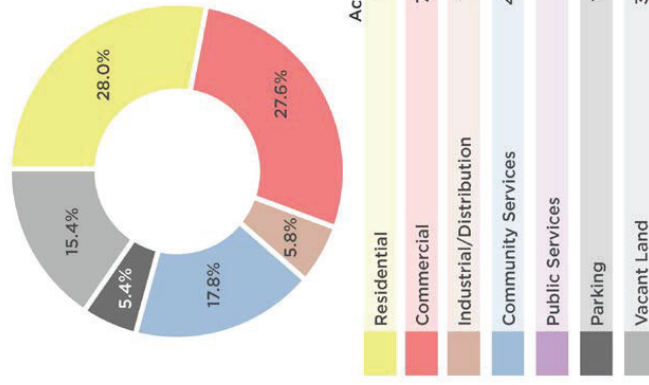


Status

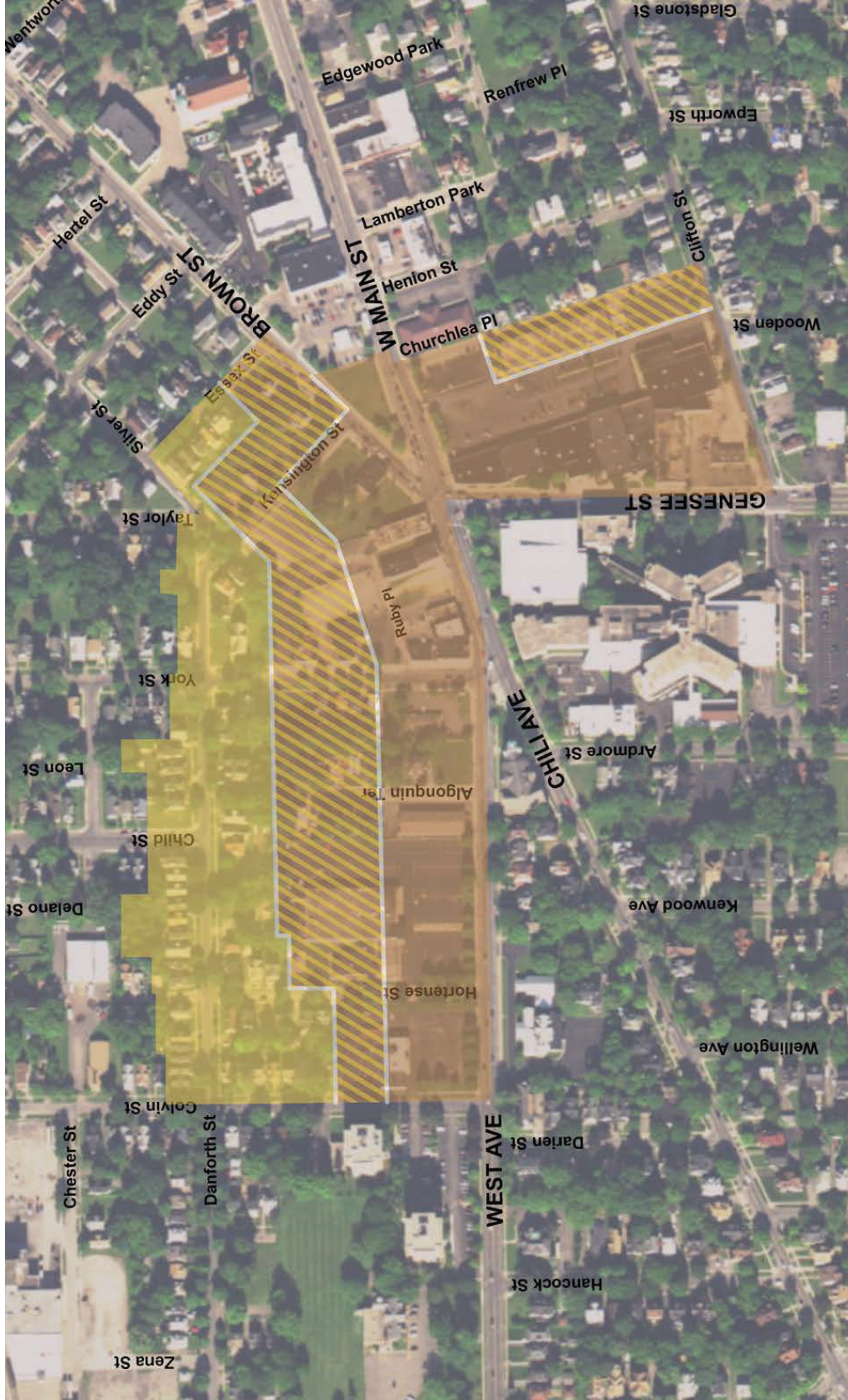
1. Startup
2. Inventory & Analysis
3. Draft Subarea Plan
4. Final Subarea Plan

Complete
In Progress

Existing Land Use



Draft Land Use Concept



- Mixed-use
- Residential
- Mixed-use Transition

Goals

Inventory/Analyze	Propose
<ul style="list-style-type: none">Existing land uses	<ul style="list-style-type: none">New land uses
<ul style="list-style-type: none">Existing public, semi-public, private or community facilities or utilities	<ul style="list-style-type: none">New facilities or utilities
<ul style="list-style-type: none">Existing structures and conditions	<ul style="list-style-type: none">Land acquisition, demolition, and removal of structures
<ul style="list-style-type: none">Existing City ordinances and zoning codes	<ul style="list-style-type: none">New and/or amendments to codes and ordinancesCode enforcement programEasements, air rights, etc. and proposed rights of users

Next Steps

1. Public Meeting #1 July 27, 2017
2. Stakeholder Interviews
3. Analysis & Identification of Strategic Sites
4. PAC Meeting #3

Attendees

Rick Rynski	(RRynski)	City of Rochester, Neighborhood and Business Development
David Hawkes	(DHawkes)	City of Rochester, Southwest Neighborhood Service Center
Frank Armento	(FArmento)	Fisher Associates
Michael Godfrey	(MGodfrey)	Fisher Associates
John DeMott	(JDeMott)	19 th Ward Community Association
Scott Peters	(SPeters)	Rochester Police Department
Charlie Moore	(CMoore)	COTS (Changing of the Scenes) neighborhood assoc.
Don Hanks	(DHanks)	19 th Ward Community Association
Bill Washington	(BWashington)	Neighborhood United
Majeen Weech	(MWeech)	Community member
Dawn Noto	(DNoto)	Susan B Anthony Neighborhood Association
Harlan Ost	(HOst)	19 th Ward Community Association
Chris Buitrago	(CBuitrago)	19 th Ward Community Association

Bull's Head BOA, Step 2 Nomination

Introduction

RRynski began the meeting with introductions and a brief background of the Bull's Head Brownfield Opportunity Area (BOA) Step 2 Nomination study origins, sponsors, funding source, and goals. RRynski described the study area boundary and several properties located within it. RRynski also described the Bull's Head Subarea boundary and noted it was designated as an urban renewal area by the Rochester City Council.

Project Status

FArmento described the project schedule, and highlighted the key stages of the BOA process including Project Startup, Inventory, Analysis & Identification of Strategic Sites, Community Visioning, and Findings & Recommendations. The first Project Advisory Committee (PAC) meeting was held in December 2016. The anticipated dates of the remaining PAC meetings and the three public meetings were noted on the project schedule.

FArmento reviewed the stages of the BOA study and their status to-date. The Project Startup stage has been completed and included the development of a Project Outline and Community Participation Plan.

- *Project Outline*

FArmento indicated the Project Outline was informed by a scoping meeting with the Primary Consultant (Fisher Associates), the City of Rochester Department of Neighborhood and Economic Development, and the New York State Department of State (NYSDOS). The Project Outline expands upon the contractual scope of work and includes specific project elements, team member roles, and responsibilities.

- *Community Participation Plan (CPP)*

Farmento indicated the CPP is a NYSDOS requirement and defines the process for community engagement. This includes contact information for each PAC member, the process for community engagement, objectives of each public meeting, and the methods used to engage each stakeholder group.

Farmento described how the methods detailed in the CPP can adapt to any changes in community needs and/or expectations. Through the methods detailed in the CPP, the feedback gathered from the community will be an essential factor in the success of the Revitalization Plan. RRynski noted that the CPP, once NYSDOS completes its review, will be uploaded to the project website.

RRynski noted the involvement of the 19th Ward Community Association and the collaborative effort that will take place with Fisher Associates throughout the course of the BOA study. JDeMott described the role of the 19th Ward Community Association as fiduciary and ensured each neighborhood association within the study area is equally weighted. JDeMott also noted the 19th Ward Community Association will be assisting the team with outreach efforts covering within the entire study area, even though the Association's boundaries do not comprise the entire study area.

- *Project Website*

Farmento informed the PAC of the project website address. RRynski stated the City will work to simplify/shorten the website address. RRynski informed PAC members that all project documents will be posted on the project website, and for those without internet access, will be printed and made available at the Arnett Branch Public Library (310 Arnett Boulevard). Any PAC member that knows a community member who does not have access to the internet is encouraged to inform them of this location.

JDeMott noted the importance of informing the public of the BOA Revitalization Plan study. Community members associated with other BOA study areas have commented they were not aware of the BOA planning process until after the study had completed. JDeMott informed the PAC that the 19th Ward Community Association will work diligently to ensure every member of the community is aware of the study and of each public meeting.

Inventory Overview

Farmento presented an overview of the inventory that has been completed to-date and noted that the information is preliminary and may be updated as more information becomes available. The project team consultants that worked on gathering the inventory included Fisher Associates, HR&A Advisors, and Ravi Engineering.

- *Study Area*

Farmento presented the study area boundary. DHanks asked if the study area boundary can be adjusted because there are adjacent areas that could fit within the scope of the BOA. Farmento responded, indicating the NYSDOS informed the PAC during their first meeting that the study area can be adjusted. RRynski commented that any adjustments to the study area boundary should be finalized soon because future tasks rely on a defined boundary.

- *Demographic and Market Context*

FArmento presented the demographic and market context slides, noting several key statistics on each slide. FArmento noted that these key statistics are preliminary and that HR&A Advisors will be creating a stand-alone Economic and Market Trends analysis. Staff from HR&A Advisors will be present during the first public meeting.

MGodfrey commented on the importance of these statistics and how the findings of the inventory stage will formalize existing conditions and inform future recommendations.

During the presentation by FArmento of the top 5 Census Tracts by job count for BOA residents, RRynski asked if HR&A Advisors had reviewed employment trends. FArmento responded, indicating HR&A Advisors will be examining employment in more detail as part of the Economic and Market Trends analysis. JDeMott commented that Rochester Regional Health may impact these statistics.

During the presentation by FArmento of the number of jobs within the BOA, RRynski commented the number of jobs indicated by the Census may be lower than the actual number. The number indicated on the presentation slide is for primary jobs and may not include part-time jobs or jobs associated with areas outside the BOA. FArmento indicated that HR&A Advisors will be examining the number of jobs in more detail for the Economic and Market Trends analysis. DNote asked if crime data from the City's website and play/park spaces were being analyzed as part of this study. RRynski responded, indicating crime data has not been analyzed. He also indicated there is a deficit of play/park space and that it will be analyzed as part of the inventory.

During the presentation by FArmento of statistics for the residential market context, BWashington asked why the statistic for rent sharing was high. SPeters also asked if that number was caused by a higher number of multi-family units. BWashington and DHanks followed up SPeters question, asking if people from outside the BOA were contributing to the higher percentage. RRynski and FArmento responded indicating that the numbers were preliminary, will be analyzed further, and will help formulate future recommendations. MGodfrey commented that GIS data might answer their questions, and could be examined. SPeters commented that this higher percentage indicates the need for homeowner programs and other assistance programs which will help residents take pride in their neighborhood. RRynski commented that statistics which highlight problems within the BOA help define future recommendations and help during future grant applications.

During the presentation by FArmento of statistics for the commercial market context, JDeMott and RRynski commented that a large percentage of square footage in the BOA is devoted to institutional uses and that including that statistic in the analysis would be helpful.

- *Existing Land Use*

FArmento presented existing land uses in the BOA and noted the percentages and acres of each land use. RRynski asked if the Community Service category on the map included institutional uses. MGodfrey responded, indicating there are dozens of land use codes and institutional uses can be separated out for future maps and analyses.

- *Vacant Land and Unoccupied Structures*
 FArmento presented vacant land and unoccupied structures and noted the percentages and acres of each. FArmento also noted the importance of these parcels for future recommendations. RRynski commented that parking lots, vacant land, and other parcels would collectively represent larger areas than the map shows. MGodfrey responded, commenting that the analysis stage of the study will examine those types of land use combinations. JDeMott noted a parcel on Hertel Street that was abandoned and recently had a structure fire. SPeters commented that parcels such as this need to be addressed because they are a community eyesore, are dangerous, and promote loitering. JDeMott indicated he would look into any pending demolition proceedings.
- *City-owned Land*
 FArmento presented the map of City-owned land located within the BOA and noted the percentages and acres of the land.
- *1+ Acre Property Owners*
 FArmento presented the 1 acre + property owners inventory and noted several of the listed property owners. FArmento indicated the map was created by examining common ownership of contiguous properties of one acre or more. Of the 18 clusters identified, there are 16 owners. The 18 clusters represents 65.5 parcel acres within the BOA.
- *Existing Zoning*
 FArmento presented the existing zoning within the BOA and noted the percentages and acres of each zone designation.
- *Historic Resources*
 FArmento presented the historic resources within the BOA and noted the general location of the three historic districts within or adjacent to the BOA.
- *Vehicular Volumes (AADT)*
 FArmento presented the recorded vehicular volumes within the BOA and noted several of the higher AADT (Annual Average Daily Traffic) volumes. DHanks asked if the counts were 7-day or 5-day counts. MGodfrey responded, indicating the counts are 1-day counts and often include recorded vehicular speeds. An initial review of the data indicates a large percentage of people driving at least 10 miles-per-hour above the posted speed limit. MGodfrey indicated the data will be further examined during the analysis stage of the study. RRynski noted the Monroe County Department of Transportation (MCDOT) examined several major intersections in the area which will be discussed later in the meeting.
- *Transit Access*
 FArmento presented the transit access within and near the BOA and noted the headways for several of the routes.
- *Safety and/or Operational Issues*
 FArmento indicated the intersections that MCDOT preliminarily reviewed in a February 7, 2017 letter to the City. The letter provided a general overview of safety and/or operational issues with five of the major intersections within the BOA. The issues noted in the letter included shallow angles at intersections, wide turning movements, and improper yielding. FArmento noted that

MCDOT will be completing safety studies for two of the intersections. RRynski commented that the letter included concerns that were noted during the Step 1 BOA study. FARmento informed the PAC attendees that Fisher Associates will be reaching out to MCDOT. FARmento also noted that the analysis completed as part of the BOA study and the safety studies being completed by MCDOT will help inform strategies and recommendations to improve the transportation network, improve safety for pedestrians, transit users, and bicyclists.

- *Water Infrastructure*

FARmento presented the water infrastructure within the BOA. This included the pipe sizes/diameters and the age of the pipes. SPeters asked if data for the local fiber networks can be included on the maps. MGodfrey indicated a request for this data was made to the City but the data has not yet been made available. RRynski commented that several areas of the City are having fiber networks installed. MGodfrey noted that the GIS data did not show the presence of any lead pipes. The GIS data, however, only maps city-owned pipes.

- *Sewer Infrastructure*

FARmento presented the sewer infrastructure and noted the presence of combined sewers in the BOA study area. If these combined sewers cannot handle the load during heavy rain events, the sewers empty through stormwater outfalls. FARmento noted the City is under a consent order to separate its sewers over time.

- *Parks and Open Space*

FARmento presented the inventory of parks and open space within and near the BOA and noted the lack of these spaces. BWashington noted the lack of park space promotes loitering. RRynski commented that this lack of park space needs to be addressed as part of the recommendations and strategies. JDeMott noted that Lynchford Park has some picnic tables. MGodfrey commented that an analysis of the parks and open space will include a matrix of amenities. JDeMott stated that a distinction should be made between parks and recreational spaces. RRynski commented that the BOA has a lot of vacant land and that perhaps, some of this vacant land could be utilized as pocket parks. JDeMott commented there is an opportunity in the BOA to create park and recreational spaces for the youth within the area. RRynski asked if Fisher Associates could map all of the parks within the City to compare with the BOA. MGodfrey responded, indicating the GIS file received from the City only included City-owned parks and did not represent all of the open and recreational spaces. This lack of information would not yield a complete/accurate comparison. DHanks commented that the park area on the map which corresponds to School No. 29 is not open to the public. MGodfrey responded, indicating the analysis will categorize the accessibility of all parks and open spaces. FARmento commented that having accessible park space within a reasonable walking distance is important for every neighborhood.

- *Step 1 Potential Brownfields*

FARmento presented the parcels that were included with the Step 1 BOA study. RRynski commented that since the Step 1 study, several properties have been examined and determined to not be brownfields. FARmento indicated that Step 2 will further refine these parcels and will examine available databases and historical uses. After the study, some properties would be recommended for Phase I/II environmental site assessments to determine the presence or absence of environmental contaminants. SPeters expressed concern for any contaminated area and asked who was responsible for cleanup. FARmento responded, indicating cleanup is the largest challenge

with brownfields. FArmento noted tax credits are available to developers to remediate and redevelop these sites. RRynski commented that the two most frequent indicators of potential brownfields are properties previously or currently used as gas stations or dry cleaners. SPeters asked why the Metropolitan Funeral Home was listed as a potential brownfield. MGodfrey indicated the property was designated during Step 1 and that additional reviews were underway to detail potential environmental concerns.

- *Inventory in-Progress*

FArmento presented the inventory that remains to be completed.

Bull's Head Subarea

Introduction/Status

RRynski provided a general background of the Bull's Head Subarea including former and current study area boundaries of the urban renewal area designated by the Rochester City Council. RRynski described land assembly that has occurred thus far and buildings that have been demolished, including the recent demolition of the former OTB building at 886 West Main Street and a residential structure at 68 York Street. RRynski also noted that buildings at 894 West Main Street and 774 Brown Street are soon to be demolished. RRynski noted the buildings that have been demolished had a variety of issues related to asbestos, water damage, and significant deterioration.

RRynski informed the PAC of the potential acquisition of the Bull's Head Plaza by the Rochester Economic Development Corporation (REDCO). The plaza is currently 40% occupied and was listed as a potential brownfield in the Step 1 study. An environmental site assessment would be required to determine the presence of any environmental concerns. The Bull's Head Plaza is located adjacent to a parcel that formerly contained a dry cleaner operation. The City acquired the former dry cleaner property, demolished the building, and performed an environmental site assessment which identified environmental contaminants. The estimated cost of cleanup is approximately \$1million. RRynski noted that this property, and other brownfields, negatively impact the neighborhood. Future collaboration with regulatory agencies is necessary to acquire funding to remediate these properties. RRynski noted that the designation of a BOA greatly helps secure cleanup funding.

RRynski noted that the 19th Ward Community Association, in partnership with John Curran, has worked on the creation of community gardens in the Bull's Head area. Cleaning existing parks, opens spaces, vacant land, and other public spaces will help with community character and appeal. RRynski and JDeMott indicated that they have noted City-owned properties within the Subarea that had vegetation overgrowth and litter. These areas were noted to City staff and were cleaned up. The public seating area at the intersection of West Main Street and Brown Street was noted as one of these areas. JDeMott noted the maintenance of public space effectively deters crime and pointed out the principles of Crime Prevention Through Environmental Design (CPTED). SPeters affirmed this, and noted the maintenance of public space was used around North Clinton Ave to help fight the heroin problem. The street was cleaned of litter, brush, debris, and had new lighting installed. RRynski noted the importance of clearing brush greater than three feet, to which SPeters agreed. MGodfrey noted that landscaping maintenance can sometimes benefit from business improvement districts which assumes the cost and responsibility. SPeters noted that the Rochester Police Department was utilizing the principles of CPTED and was examining areas of higher crime rates. RRynski noted the amount of litter/dumping that has occurred on vacant properties and that the installation of bollards would help prevent the illegal dumping.

FArmento generally described the land use concept that was presented during the first PAC meeting. RRynski commented that mixed-use areas are generally found along corridors, and that a transition to residential was considered as part of the land use concept.

Goals

FArmento described the goals of the urban renewal plan as detailed in the presentation. This included the listed goals of the inventory/analysis and of the proposed elements of the plan.

Next Steps

FArmento presented the next steps for the Bull's Head BOA Step 2 Nomination and the Bull's Head Subarea, which included the first public meeting on July 27, 2017, stakeholder interviews, the analysis and identification of strategic sites, and the third public meeting.

The foregoing meetings minutes represent the writer's interpretation of the proceedings of the meeting. The minutes were reviewed by the City of Rochester and by the members of the Project Advisory Committee. Please notify the City of Rochester or Fisher Associates of any corrections.



Michael J. Godfrey
Associate Planner



325 Delaware Ave, Suite 200
Buffalo, NY 14202

716.858.1234 ext. 321 (office)
315.243.9364 (mobile)

MGodfrey@fisherassoc.com
www.fisherassoc.com

City of Rochester
Bull's Head BOA – Step 2: Nomination
Project Advisory Committee Meeting #3

Wednesday, August 22, 2018 - 6:00 PM
St. Mary's Campus, 89 Genesee Street, East Conference Room

AGENDA

- 1. Project Schedule Update**
- 2. Since the Last PAC Meeting**
- 3. Bull's Head Vision & Goals**
 - a. Review Step 1 vision & goals
 - b. Vision & Goals Exercise
- 4. Strategic Sites and Land Uses**
 - a. Overview of site criteria
 - b. Preliminary list of sites
 - c. Sites and land use exercise
- 5. Next Steps**
 - a. Public Meeting #2 (September 6, 2018)
 - b. Community Fair (September 8, 2018)
 - c. Project team drafts vision, goals, and objectives
 - d. Project team drafts recommendations
 - e. PAC Meeting #4

NOTES:



Project Advisory Committee

Meeting #3 | August 22, 2018

1. Project Status Update
2. Since the last PAC meeting
3. Bull's Head Vision & Goals
4. Strategic Sites and Land Uses
5. Next Steps



This 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.



City of Rochester, NY
Lovely A. Warren, Mayor

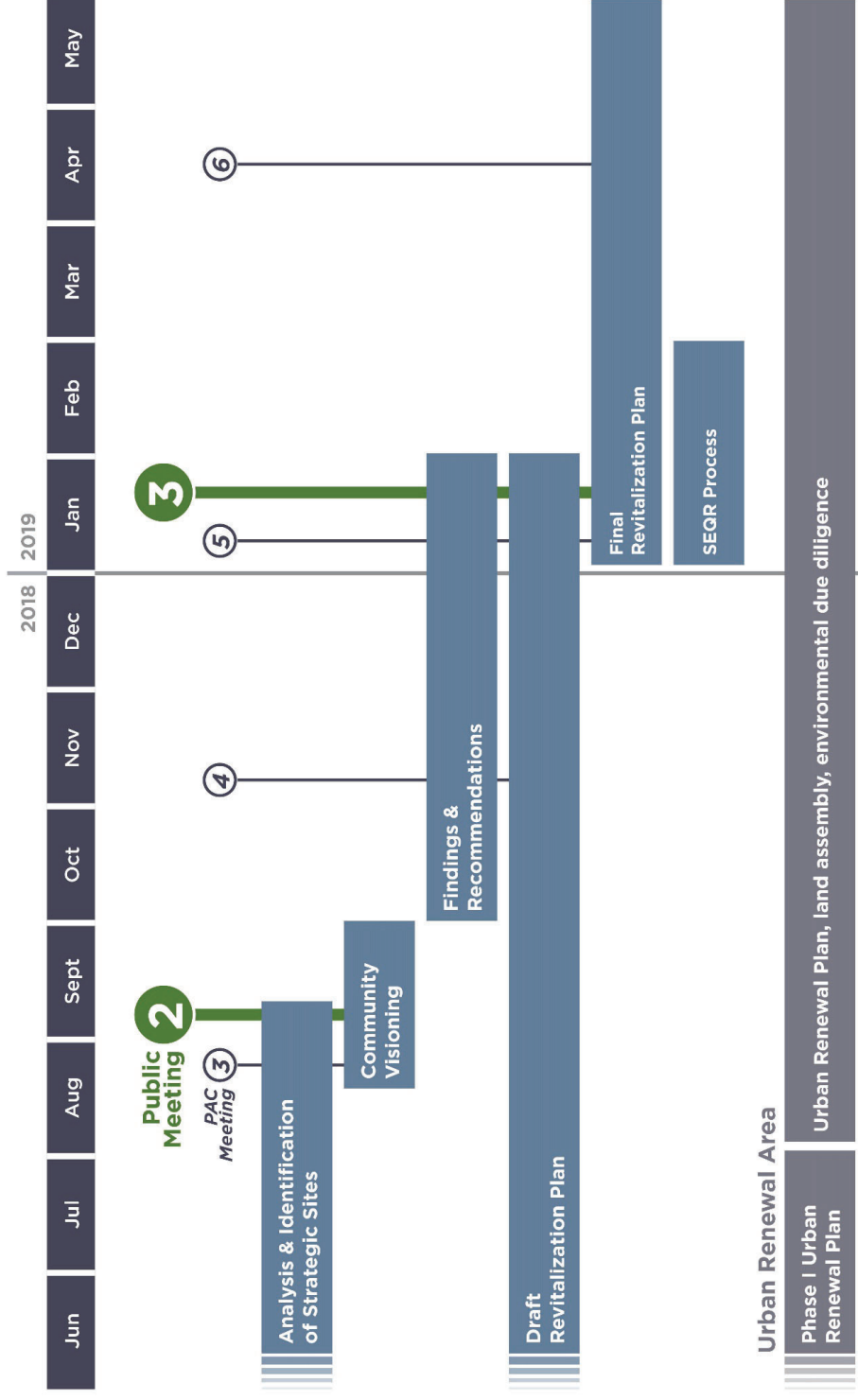


Project Status Update

Tasks

Project Startup	Complete
Inventory	Complete
Analysis & Identification of Strategic Sites	In-Progress
Community Visioning	In-Progress
Findings & Recommendations	Fall 2018
Draft Revitalization Plan	In-Progress
Final Revitalization Plan	Spring 2019

Schedule



Since the last PAC meeting . . .

- Held** the first public meeting with 90+ attendees and 280 written comments
- Completed** the first phase Urban Renewal Plan for the existing urban renewal area
- Inventoried** key buildings and transportation issues/disparities
- Coordinated** with several City/County staff and departments
- Met** with key stakeholders, including residents and business owners
- Drafted** an economic and market trends analysis
- Identified** potential brownfield sites & underutilized sites
- Summarized** key findings from the inventory and analysis
- Identified** preliminary strategic sites

Public Meeting #1

Common Themes:

- Blighted / vacant or underutilized properties
- Crime / drugs / gangs
- Lack of economic development / jobs
- Transportation / traffic issues
- Historic character within the BOA
- Lack of housing for the elderly / aging in place opportunities
- Lack of owner occupancy
- Lack of green / open space
- Brownfields / environmental impacts

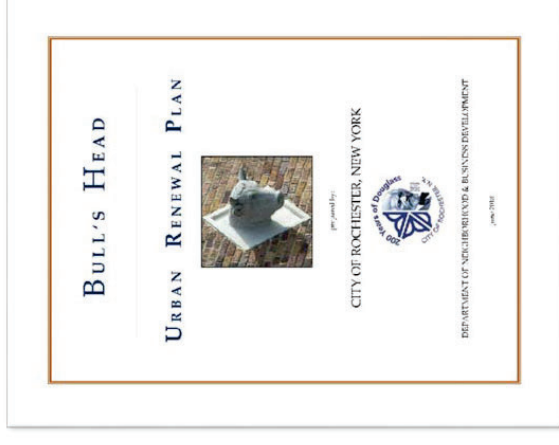


Bull's Head Urban Renewal Plan

Approach Phased approach with the first phase including land assembly, select demolition, and commencement of environmental due diligence. Second phase includes adoption of zoning amendments and Bull's Head Urban Renewal District.

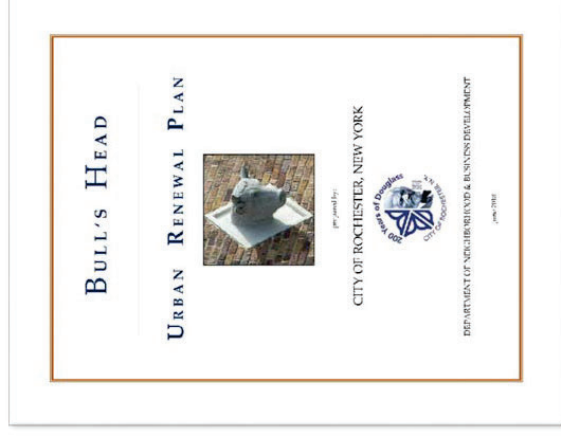
Key Dates Phase 1 Plan approved by City Council July 24, 2018
Phase 2 Plan will be complete by Spring 2019

Plan Location www.CityofRochester.gov/BullsHeadRevitalization

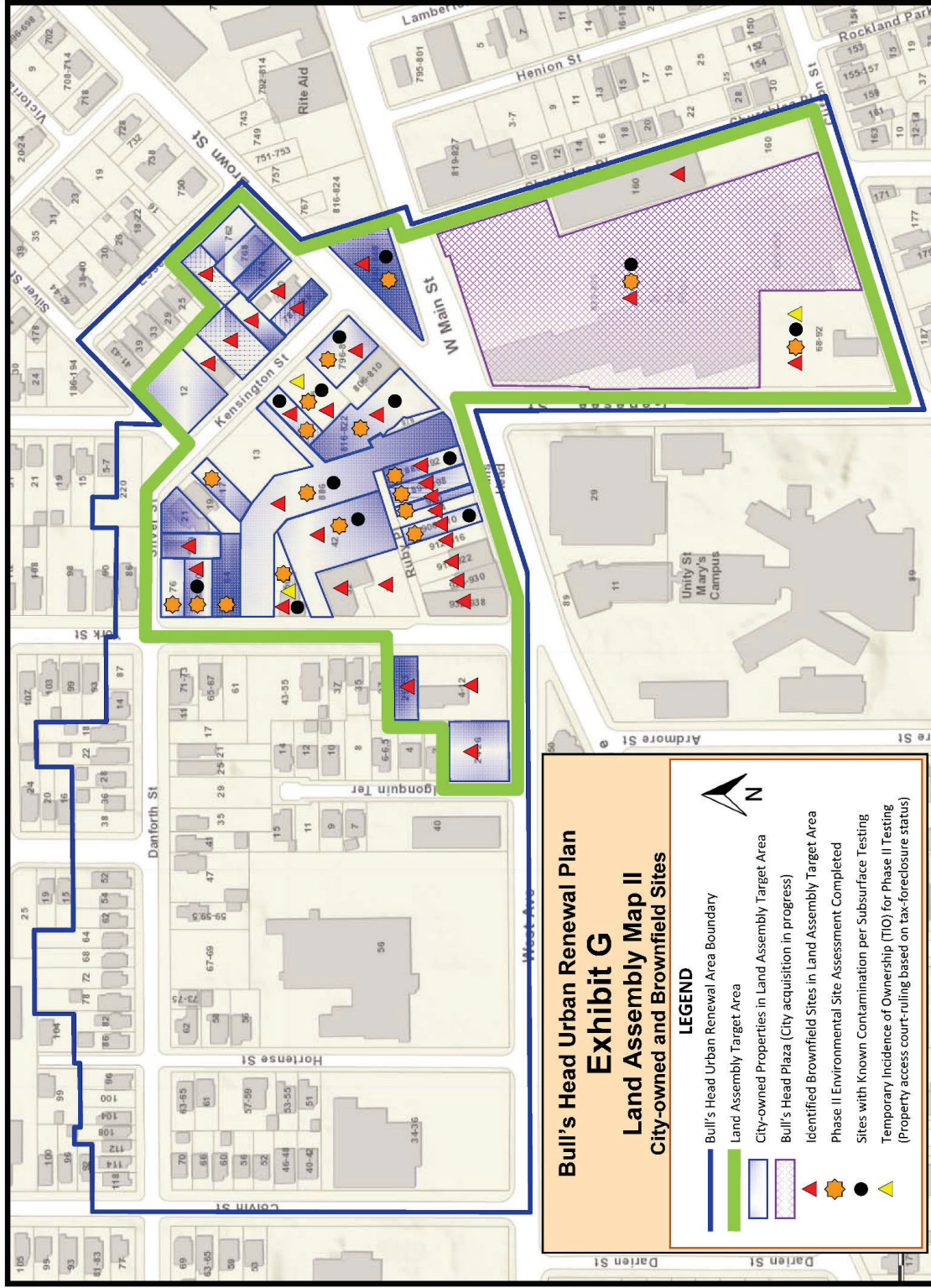


Bull's Head Urban Renewal Plan

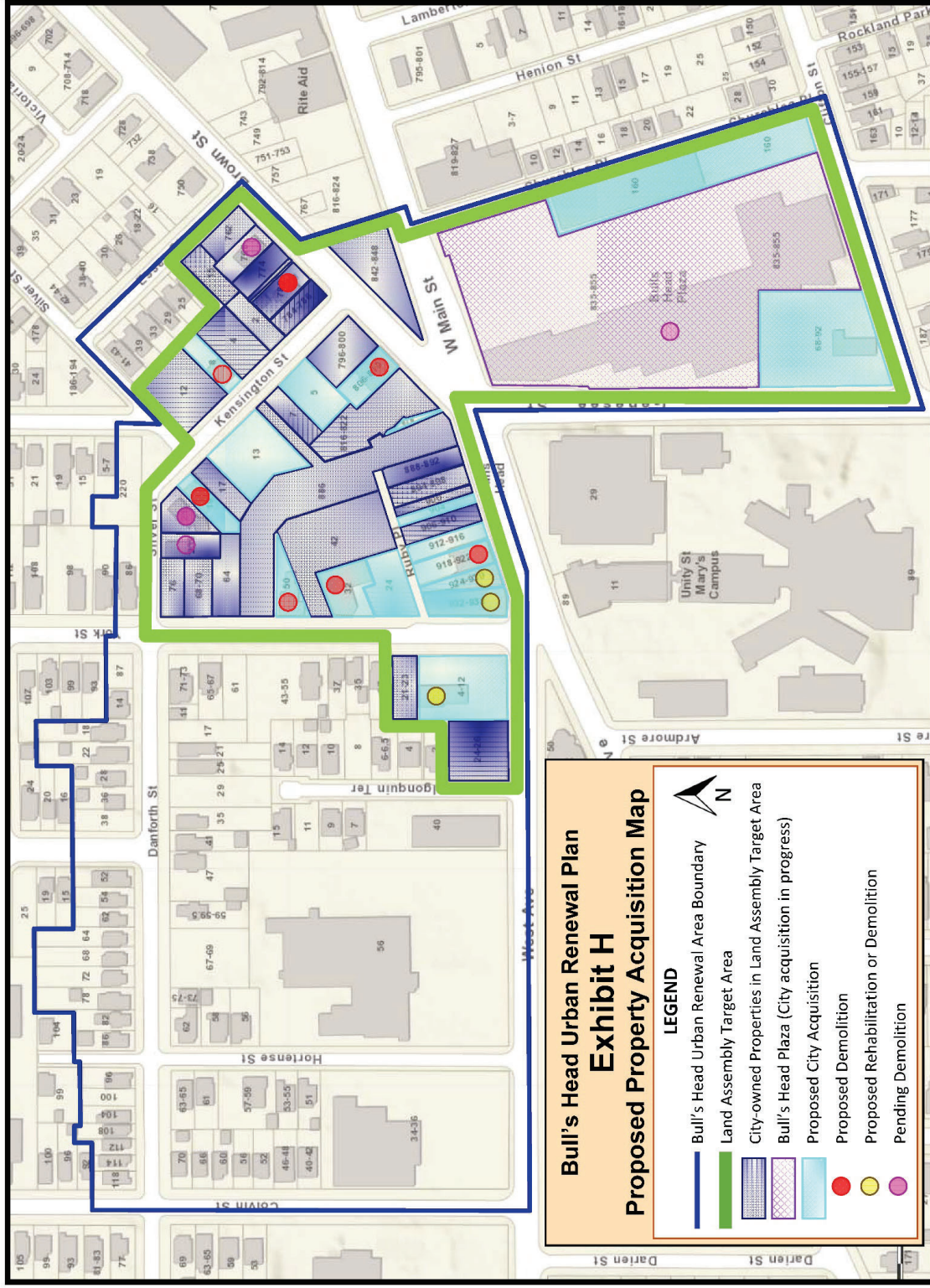
- Plan Sections**
- I. Description of the Plan**
 - I. Community Engagement**
 - III. Urban Renewal Goals and Objectives**
 - IV. Urban Renewal Actions**
 - V. Land Use Planning**
 - VI. Urban Renewal Procedures and Proposals**
 - VII. Proposed Schedule for the Effectuation of the Plan**



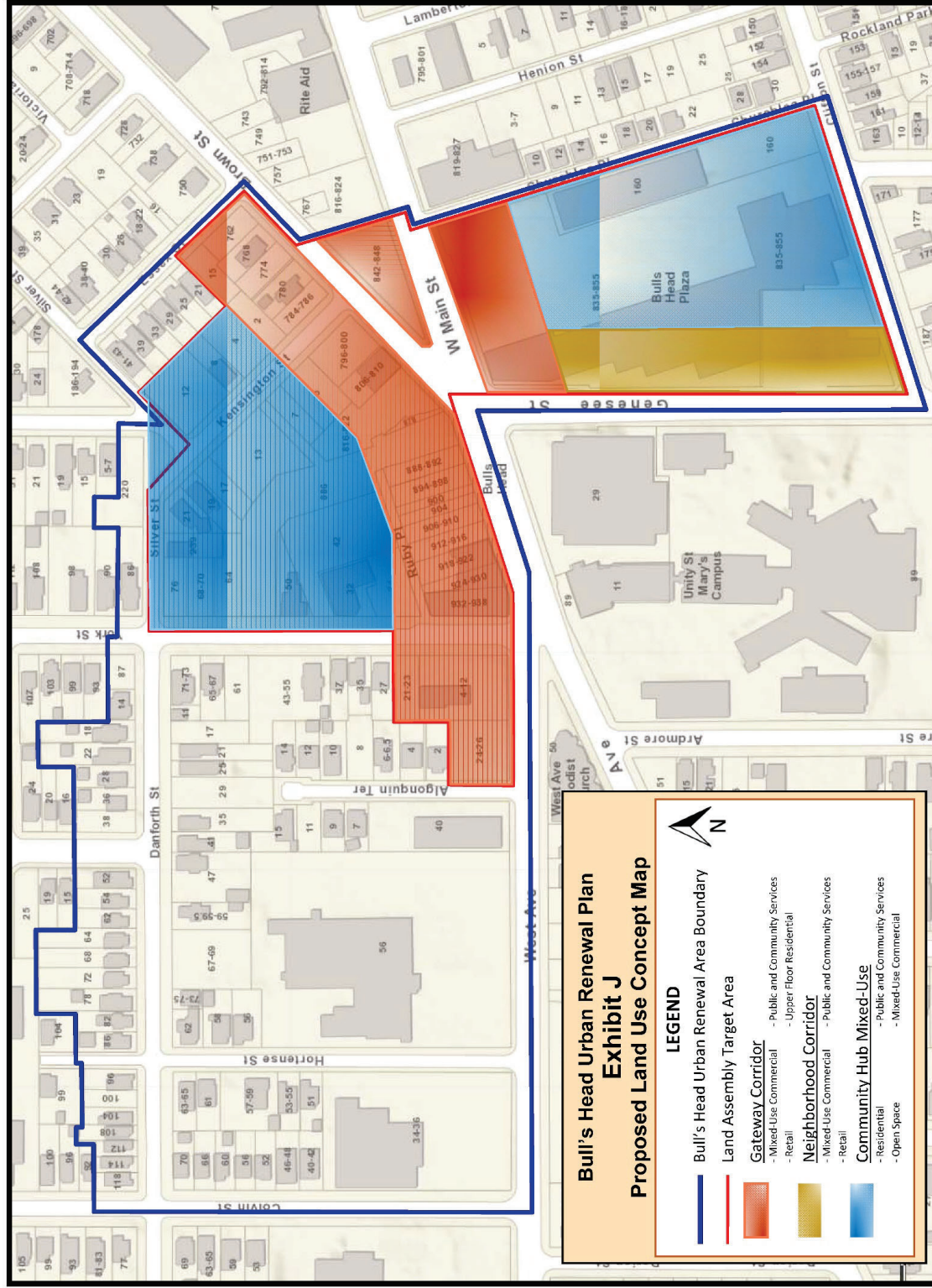
City-owned & Brownfields



Land Assembly



Proposed Land Use Concept



Key Buildings Inventory

Approach

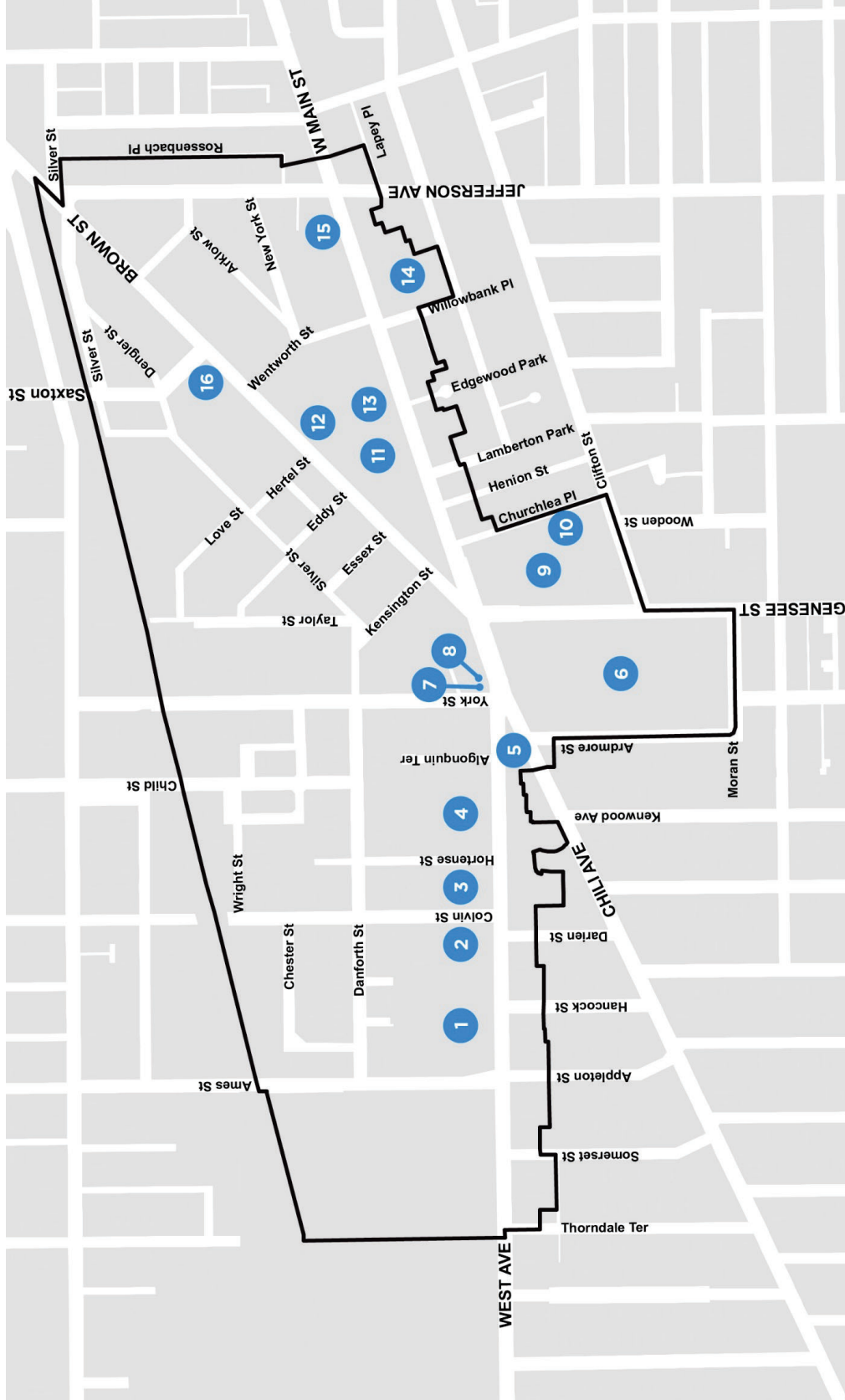
Building inventory identifying key neighborhood assets that can be utilized to aid the redevelopment plan through strategic partnerships or through adaptive re-use.

Criteria

- Cultural (Museums, libraries, churches, art galleries)
- Social (Schools, medical, not-for-profits)
- Economic (Major employers, retail centers, grocery stores)
- Historical (Either designated by SHPO or contains notable exterior features)



Key Buildings



- 1 Danforth Community Center
- 2 Danforth Towers
- 3 TEKE Machine Corporation
- 4 The Salvation Army
- 5 West Ave United Methodist Church
- 6 St. Mary's Campus
- 7 Mr. Doug's Deli
- 8 Universal Heating Co.
- 9 Bull's Head Plaza
- 10 160 Clifton Street (office building)
- 11 DePaul Properties
- 12 St. Peter's Kitchen
- 13 Saints Peter and Paul Coptic Orthodox Church
- 14 Rochester Housing Authority
- 15 Main Street Meats & Grocery, and City Fish Market
- 16 Eureka Lodge

Economic & Market Trends Analysis

Key Findings:

Socio-economic

BOA population decline has been consistent
Population forecasted to decline while City and County stabilizes
Median age of residents has been increasing
Income significantly below City and County average
Unemployment twice City % and over three times County %

Residential

78% of households are renters
70% of homes were built before 1949
Median monthly rents are below City and County rents
Multi-family residential vacancy has been steadily decreasing
Limited opportunities for market-rate development

Economic & Market Trends Analysis

Key Findings:

Commercial/Office

17% of jobs are in manufacturing

10% of jobs are in health care and social assistance

Manufacturing has declined by 35% since 2000

Given market conditions, expansion of office is unlikely in the near-term
Industrial development will likely favor suburban markets

Retail

High retail vacancy rate compared to City and County

Retail gap (unmet demand) within BOA

Opportunities

Potential for urban, subsidized, multi-family, and senior housing

Potential for neighborhood-focused retail and national tenants (~40K SF)

Place making investments can create demand

New development will need public sector support

Brownfield Sites

Definition

Any property for which the redevelopment or reuse may be complicated by the presence or potential presence of an environmental contaminant

Approach

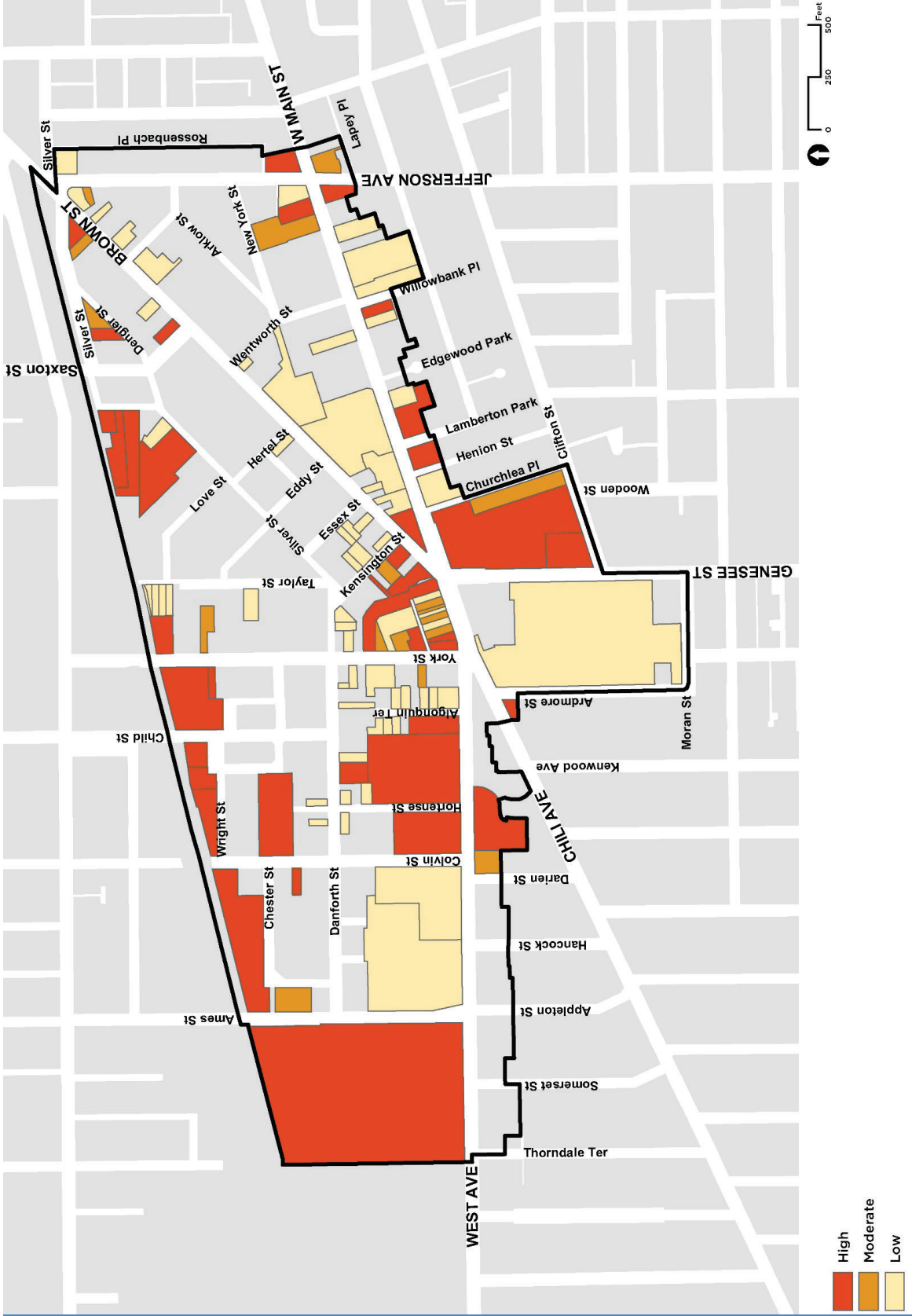
Review of existing records to identify properties with known or suspected environmental contamination

Data Sources

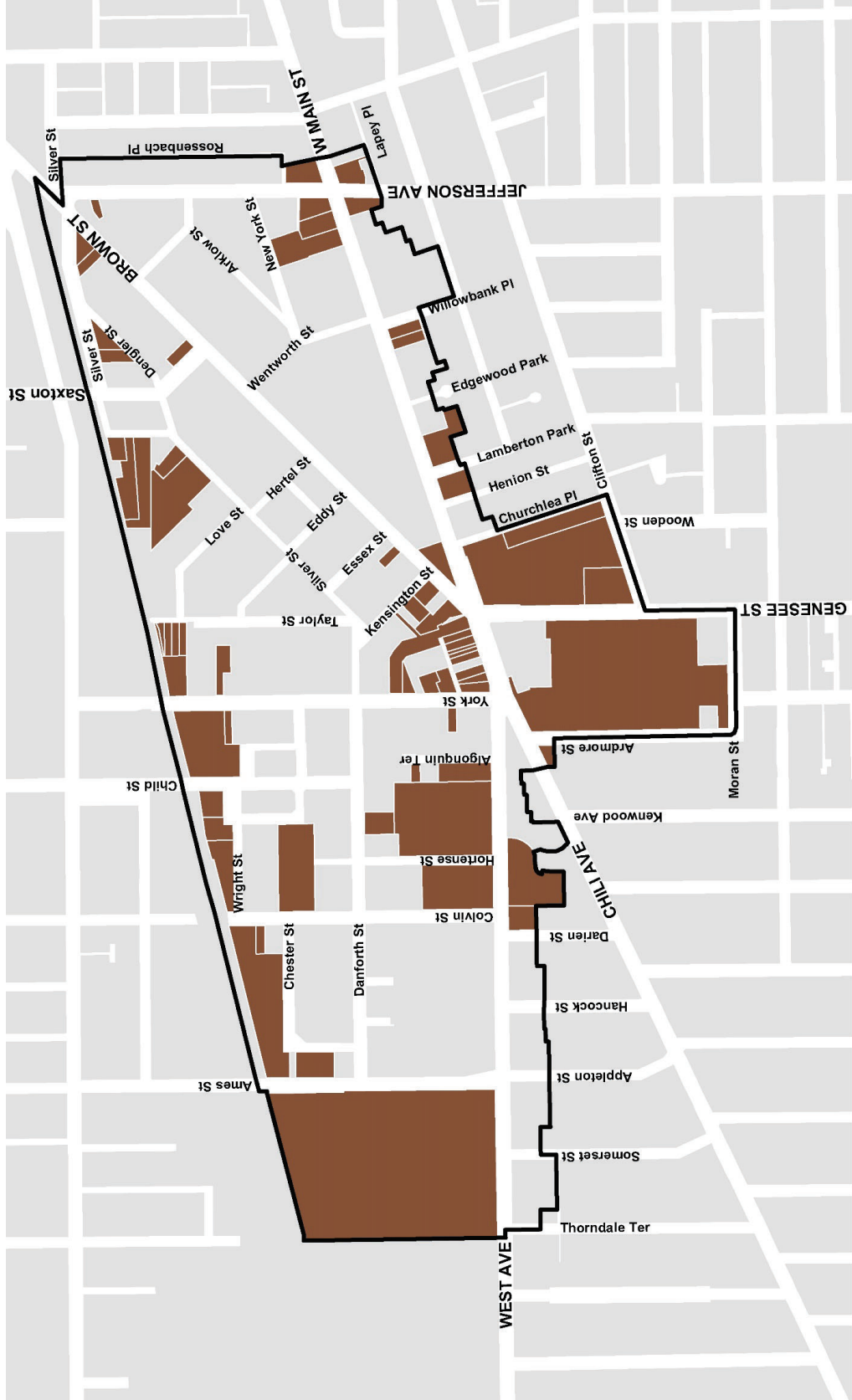
2009 & 2016 Environmental Screens
Phase I & II Env. Sites Assessments (ESA)
Limited Due Diligence Assessments
NYS & Federal Databases
Sanborn Maps
City Directories
Aerial Imagery



Level of Concern (LOC)



Potential Brownfields



Step 2 Brownfields



Underutilized Sites

Rationale

Any property that, when compared to surrounding properties, may be utilized below the highest and best use for the property.

Approach

Precedent review of several BOA's was completed to define a site selection methodology. Chosen methodology utilizes a 5-step process of both quantitative and qualitative measures.

Exclusions

Active/occupied property used for residential, community services, or public services



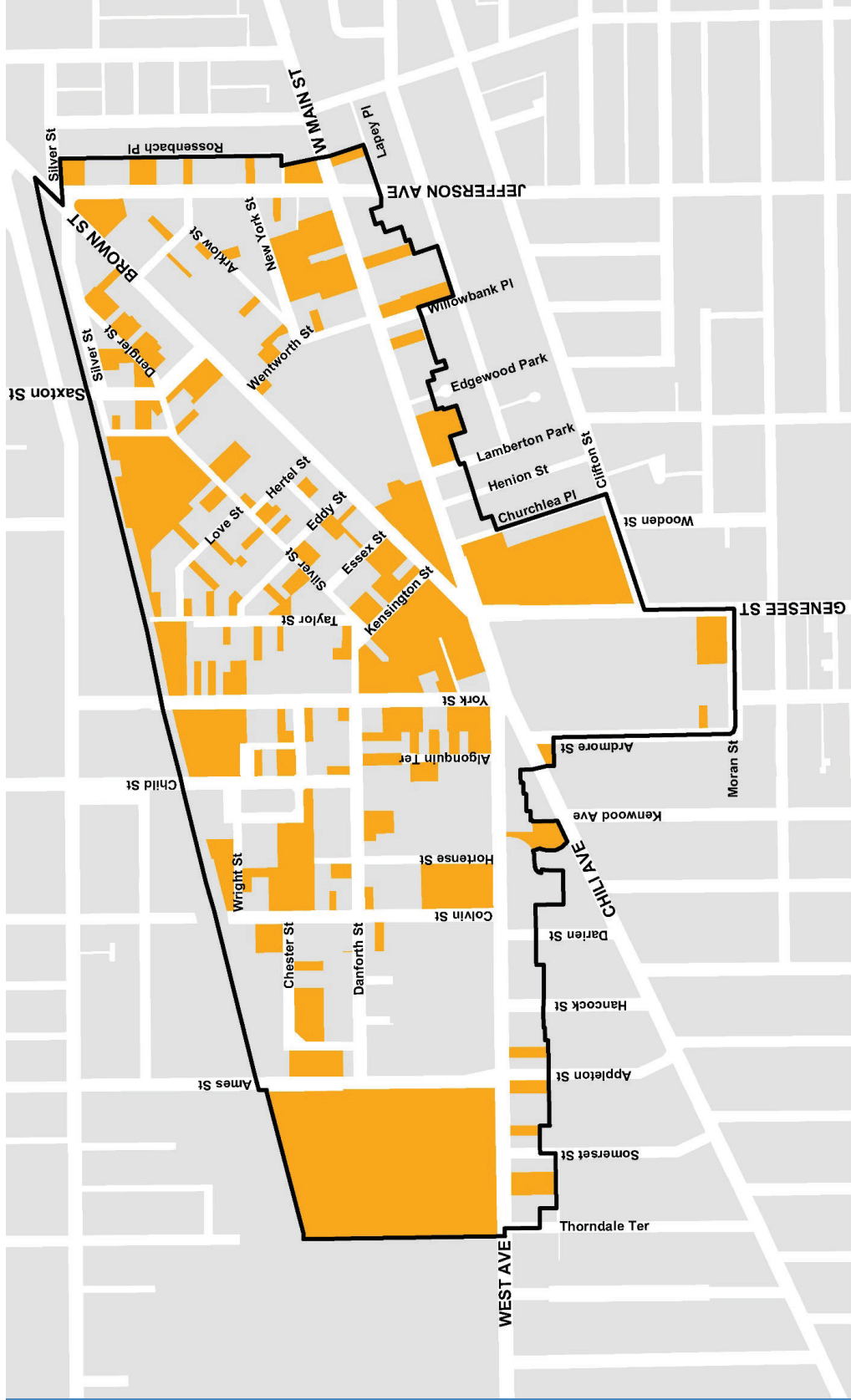
Underutilized Sites

Methodology:

		# of properties:
Step 1	Properties with a low assessed value as compared to the City as a whole	8
Step 2	Vacant land	116
Step 3	Parking lots	29
Step 4	Properties with abandoned buildings	39
Step 5	Other properties that were qualitatively determined to be below their highest and best use. Commonly included one-story commercial development with a large proportion of the property being used for parking.	13

Potentially Underutilized Properties

205 properties
56 acres



Underutilized Sites
Underutilized

Summary of Key Findings

Economic and Market Trends

- BOA continues to face employment and income challenges
- Potential for urban, subsidized, multi-family, and senior housing
- Potential for neighborhood and national retail (~40K SF)
- Place making investments can create demand
- New development will need public sector support

Land Use

- Older urban area with decades of land use changes
- Some historic building typologies have been replaced with auto-oriented land uses
- Land use conflicts between residential and non-residential
- Former commercial center adjacent to St. Mary's Campus

Zoning

- Land use conflicts are reinforced by zoning
- Mix of traditional zoning and design guidelines

Summary of Key Findings

Land Ownership

City owns 17 acres of parcels within the BOA
City will soon own Bull's Head Plaza

Several large properties within the BOA of 1 acre or more

Parks and Open Space

Lynchford Park is the only park and has no recreational amenities
Danforth Community Center offers some amenities
Some small recreational parks located just outside BOA

Key Buildings

16 key buildings in the BOA, some are historic

Historic Resources

BOA includes portions of Chili-West Historic District
BOA adjacent to Susan B. Anthony Preservation District
Church of Saints Peter and Paul Complex
Some properties determined to be eligible for designation

Summary of Key Findings

Transportation

Traffic issues (speeding, accidents, intersection issues)
Bus transit corridor along W Main Street
Pedestrian environment feels unsafe
Crosswalk distances are excessive and limit mobility
Area lacks inter-connected bicycle facilities
Rail siding opportunities

Infrastructure

Existing comprehensive network of utilities
Some utilities were constructed before 1900
New development will require site-by-site evaluation

Natural Resources

BOA includes many areas of vegetated vacant land
No significant natural features

Summary of Key Findings

Vacant and Abandoned Sites

92 vacant residential parcels (10 acres)

15 vacant commercial parcels (4 acres)

6 vacant industrial parcels (15 acres)

Amount of vacant land has been increasing steadily

39 abandoned buildings within the BOA

Brownfields

68 parcels are potential brownfields (55 acres)

Primarily commercial and industrial lands

Several properties have soil and groundwater contamination

Includes 95 Ames Street (former Taylor Industries) and Bull's Head Plaza

Underutilized Sites

205 potentially underutilized parcels (56 acres)

Approximately 1/3 of the BOA is underutilized urban land

Bull's Head Vision & Goals

Pre-Nomination Study VISION

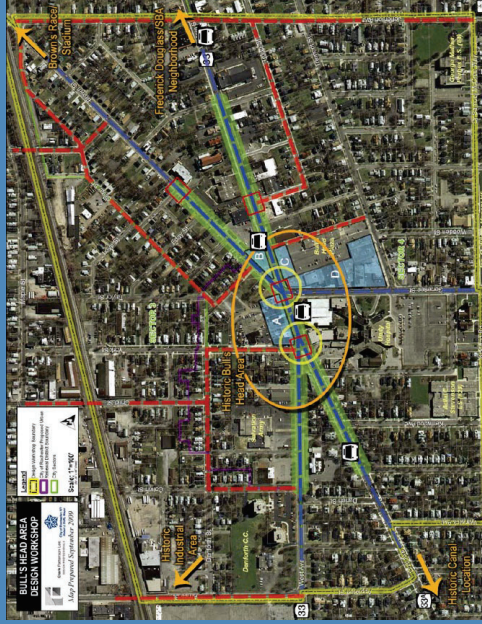
The Bull's Head Physical Redevelopment Area will establish an attractive western gateway, improve the area's appearance and character, reflect Bull's Head's history, and encourage public and private investment over time. Physical redevelopment will define the area's focal point and enhance its visual quality through attractive landscaping and streetscaping and well-designed sidewalks, buildings and public spaces. Future enhancements will promote positive social and economic development and encourage high-quality construction and long-term sustainability. Ultimately, the area's redevelopment will expand business opportunities, provide critical public services and support a diverse residential population for many years to come.

Pre-Nomination Study *GOALS*

1. Identify opportunities for improving land use and economic development
2. Address aesthetic character in both the public and private realm
3. Develop conceptual development schemes for sub-areas within the boundary that identify prime locations for public and private investment.
4. Promote the neighborhood's local history and importance in Rochester
5. Consider the establishment of an urban renewal district for the area to provide a means for revitalization
6. Build community support, enthusiasm, and commitment to continue to drive the revitalization and redevelopment with the City and private developers
7. Prioritize remediation of environmentally challenged sites and initiate planning and execution of future remediation.

From the . . .

2009 Community Design Workshop



&

Public Meeting #1



We value . . .

sense of community connecting neighbors

multi-modal transportation that is safe and accessible for everyone

quality public space with landscaping, seating, art, lighting, and gateway enhancements

employment opportunities from new and expanded businesses

infill development and retail that utilizes brownfield, vacant, and underutilized land

historic character maintained through new development and reuse of existing buildings

homeownership programs that assist first time and current homeowners

diverse housing options for different age groups and income levels

green space, parks, and recreation facilities

property owner accountability through increased code enforcement

public safety and the efforts of RPD to eliminate crime and gang violence

Strategic Sites & Land Uses

Strategic Sites

Rationale

Any property identified in the inventory and analysis through which redevelopment or repurposing would further the goals of the BOA to create an economically and environmentally sustainable neighborhood.

Approach

Precedent review of several BOA's was completed to define a site selection methodology. Chosen methodology utilizes a 4-step process of both quantitative and qualitative measures.



Strategic Sites

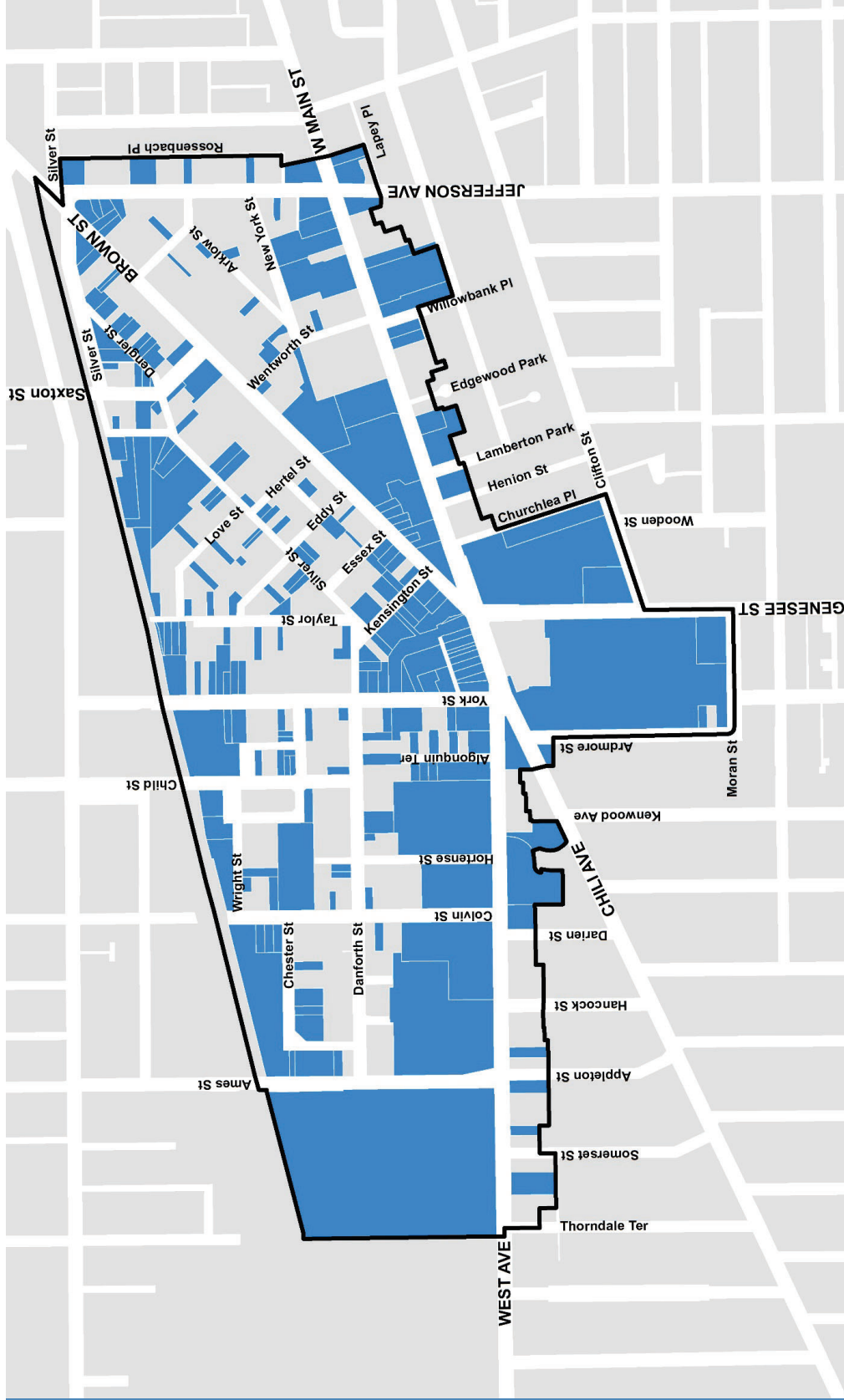
Methodology:

- Step 1** Map overlay of brownfield, abandoned, vacant, underutilized, and key buildings
- Step 2** Site screening to eliminate small properties, public facilities, community services, and planned redevelopment parcels
- Step 3** Site scoring based on series of criteria
- Step 4** Site selection based on site scoring and properties that contain strategic or catalytic characteristics



Step 1: Map Overlay

- Brownfields
- Abandoned Buildings
- Vacant Land
- Underutilized
- Key Buildings



Strategic Site Selection Step 1: Map Overlay

Step 1 Result



Step 2: Site Screening

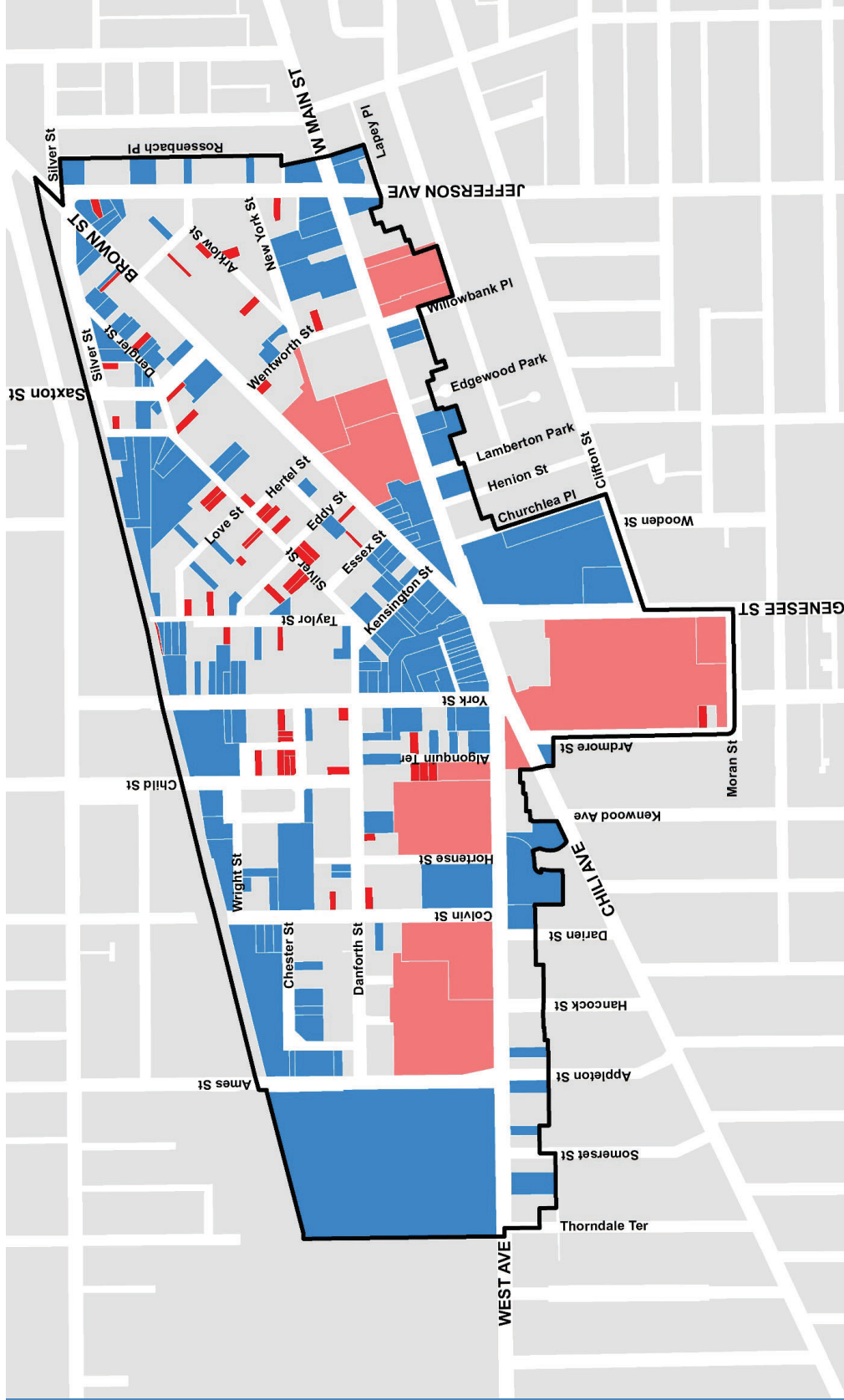
Less than 0.1 acres

Public Facility

Community Services

Planned remediation

Planned redevelopment



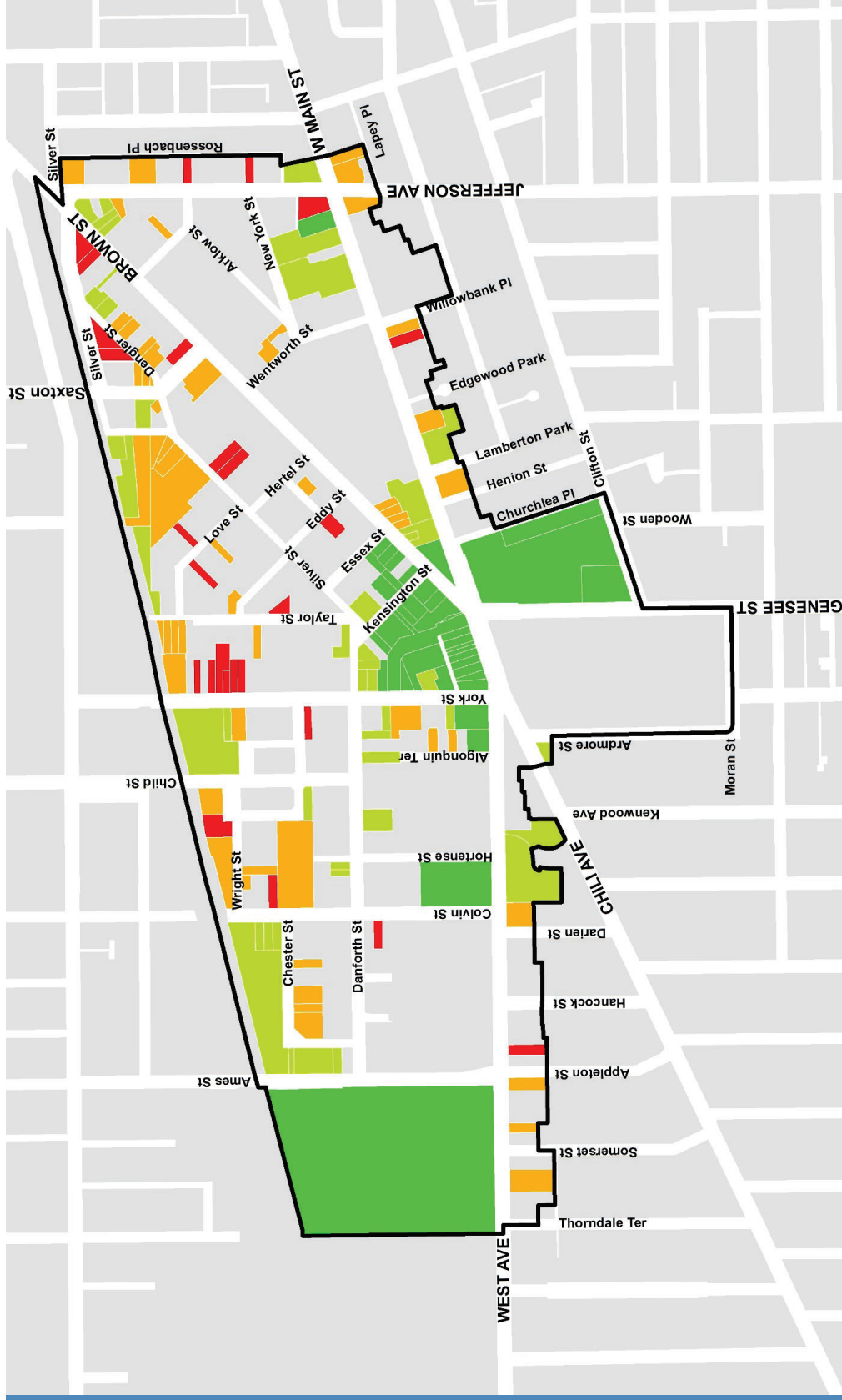
Strategic Site Selection Step 2: Site Screening

- Step 2 Result
- Removed (Criteria 1)
- Removed (Criteria 2)



Step 3: Site Scoring

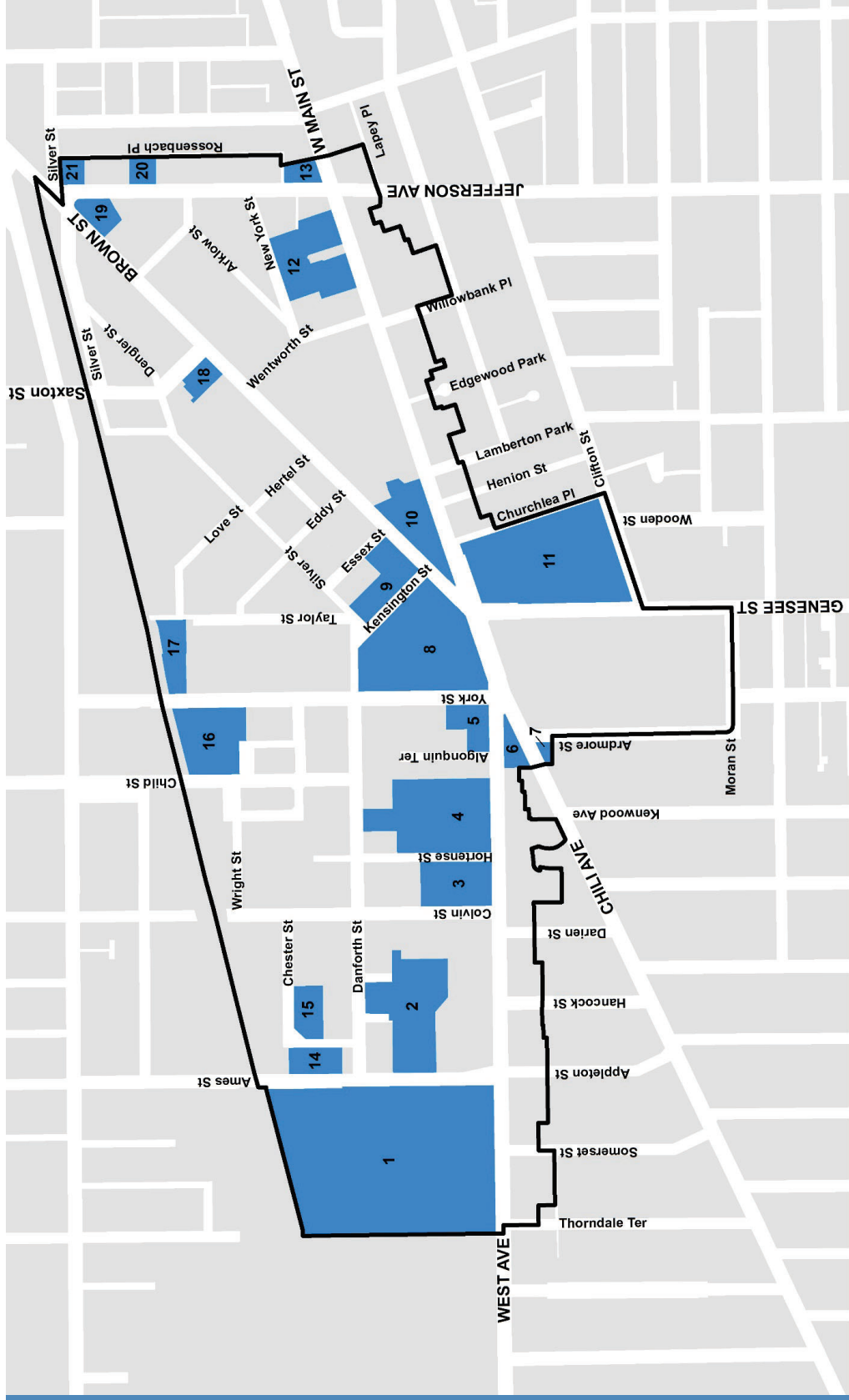
- Environmental Status
- Site Use
- Strategic Location
- Adequate Parcel Size
- Ownership Status



Strategic Site Selection Step 3: Site Scoring



Step 4: Preliminary Sites



Strategic Site Selection Step 4: Preliminary Site Selection

Strategic Areas



Next Steps . . .

Hold the second public meeting on September 6 at St. Mary's Campus

Hold a community fair on September 8 at the Salvation Army

Draft the Bull's Head Vision and Goals

Draft preliminary Bull's Head Revitalization Plan recommendations

Hold the fourth PAC meeting to discuss preliminary recommendations, date TBD

We Value . . .

sense of community connecting neighbors

multi-modal transportation that is safe and accessible for everyone

quality public space with landscaping, seating, art, lighting, and gateway enhancements

employment opportunities from new and expanded businesses

infill development and retail that utilizes brownfield, vacant, and underutilized land

historic character maintained through new development and reuse of existing buildings

homeownership programs that assist first time and current homeowners

diverse housing options for different age groups and income levels

green space, parks, and recreation facilities

property owner accountability through increased code enforcement

public safety and the efforts of RPD to eliminate crime and gang violence

Attendees

John DeMott	(JDeMott)	19 th Ward Community Association
John Lightfoot	(JLightfoot)	Changing of the Scenes Neighborhood Association (COTSNA)
Jeannean Gardner	(JGardner)	Changing of the Scenes Neighborhood Association (COTSNA)
Scott Peters	(SPeters)	Rochester Police Department
Bill Washington	(BWashington)	Neighborhood United
Chris Bauer	(CBauer)	New York State Department of State
Rick Rynski	(RRynski)	City of Rochester, Neighborhood and Business Development
Frank Armento	(FArmento)	Fisher Associates
Michael Godfrey	(MGodfrey)	Fisher Associates
Tanya Zwahlen	(TZwahlen)	Highland Planning
M. André Primus	(APrimus)	Highland Planning

Introduction and Project Status Update

FArmento began the meeting with introductions of the members of the project team present for the meeting and an overview of the meeting agenda. In addition, FArmento reviewed the project schedule and highlighted key milestones for the remainder of the project, including two tentative Project Advisory Committee (“PAC”) meetings in November and January, a tentative public meeting in late January, and the progress of the Bull’s Head Urban Renewal Plan (“BHURP”). FArmento noted the status of the tasks for the Bull’s Head Brownfield Opportunity Area (“BHBOA”) Step 2 Nomination Study (a.k.a. the Bull’s Head Revitalization Plan).

Since the Last PAC Meeting

FArmento reviewed the progress of the project team since the last PAC meeting including the following:

- Held the first public meeting with 90+ attendees and 280 written comments
- Completed the first phase Urban Renewal Plan for the existing urban renewal area
- Inventoried key buildings and transportation issues/disparities
- Coordinated with several City/County staff and departments
- Met with key stakeholders, including residents and business owners
- Drafted an economic and market trends analysis
- Identified potential brownfield sites & underutilized sites
- Summarized key findings from the inventory and analysis
- Identified preliminary strategic sites

Public Meeting #1

FArmento presented the themes from Public Meeting #1. The themes presented to the PAC are representative of the 280 written comments received from the 90+ attendees and are detailed in the public meeting summary posted on the project website (www.cityofrochester.gov/bullshheadrevitalization). The themes include:

- Blighted / vacant or underutilized properties
- Crime / drugs / gangs
- Lack of economic development / jobs
- Transportation / traffic issues
- Historic character within the BOA
- Lack of housing for the elderly / aging in place opportunities
- Lack of owner occupancy
- Lack of green / open space
- Brownfields / environmental impacts

Bull's Head Urban Renewal Plan

RRynski described the history and evolution of the Bull's Head Urban Renewal Area ("BHURA") and the relationship of that planning process with the BHBOA planning process. The BHURA was previously identified as a priority catalyst area needing more advanced planning activities than the BHBOA, but with a planning timeframe parallel to the BHBOA. The approach for the BHURP is staged and phased with the first phase adopted by the Council in July 2018.

This first phase focused on blight removal and planning for land assembly, potential demolitions, environmental testing, and remediation. This first phase also focused on an area within the BHURA generally described as east of York Street and north of W Main Street (see meeting presentation for "Exhibit G Land Assembly Map" and "Land Assembly Target Area"). Within this area is a clustering of proposed City acquisitions around the intersection of Brown Street, West Main Street, and Genesee Street. MGodfrey noted the City has focused on these properties because environmental records indicated known and suspected environmental contamination from past uses and because of their proximity to clusters of City-owned properties. Acquisition of these properties would allow blight removal and environmental due diligence through testing to support future uses. The first phase also includes a proposed land use concept which includes a Gateway Corridor zone, Neighborhood Corridor zone, and a Community Hub Mixed-Use zone. This concept will be further refined during phase 2 of the BHURP.

The second phase of the BHURP will focus on visioning and redevelopment concepts with a goal of proposing any necessary revisions to zoning regulations to support those concepts. These concepts will partially be informed by the results of the environmental testing completed during the first phase which determines potential level of remediation and compatible future land uses. The result of both phases will be an Urban Renewal Plan that requires adoption by the Council and designation of the BHURA as an Urban Renewal District.

Key Building Inventory

FArmento presented the key building inventory approach and how this inventory is part of the BHBOA planning process. The key building inventory identifies neighborhood building assets that can be utilized to aid the redevelopment plan through strategic partnerships or through adaptive reuse. FArmento described the project team's approach to the key building inventory included a precedent review and establishing a set of criteria to evaluate buildings within the BHBOA. These criteria are detailed in the meeting presentation and include: cultural, social, economic, and historical. JLightfoot asked the project team if the key building inventory would result in recommendations to change the buildings' use. MGodfrey indicated the purpose of the key building inventory was to identify buildings that added value to the neighborhood and that the inventory did not include any recommendations for changing uses. JLightfoot also asked why the building that includes Mama Kim's Diner was not identified as a key building. RRynski noted that the key building inventory focuses on the criteria and that Mama Kim's Diner represents a desirable business in the neighborhood.

Economic & Market Trends Analysis

FArmento presented preliminary key findings from the Economic & Market Trends Analysis conducted by HR&A Advisors. Findings are detailed in the meeting presentation and were grouped into the following categories:

- Socio-economic
- Residential
- Commercial/office
- Retail
- Opportunities

Brownfield Sites

FArmento presented an overview of brownfield sites including the definition of a brownfield and the project team's approach to identifying brownfields. Brownfields are generally viewed as any property for which the redevelopment or reuse may be complicated by the presence or potential presence of an environmental contaminant. The project team reviewed existing environmental records to identify properties with known or suspected environmental

contamination. Data sources included 2009 and 2016 environmental screens, Phase I and Phase II Environmental Site Assessments, Limited Due Diligence Assessments, NYS and Federal databases, Sanborn Maps, City Directories, and Aerial Imagery.

MGodfrey presented the findings of the environmental records review with a map of individual properties categorized by a “level of concern” (low, moderate, high). These properties were categorized on a case-by-case basis using City criteria for assessing properties with known or suspected environmental contamination. Several meeting participants asked questions about the categorization of properties. MGodfrey described the environmental records review and provided examples of the three levels of concern:

- Properties with a **low level of concern** included residential properties with a historic spill incident reported to and closed by the NYSDEC.
- Properties with a **moderate level of concern** included small commercial properties with known or suspected environmental contamination.
- Properties with a **high level of concern** included past or present industrial uses, manufacturing uses, or certain properties with known environmental contamination.

Based on the findings of the environmental records review and the categorization by levels of concern, the project team evaluated properties to determine if they met the threshold for a brownfield. MGodfrey presented the project team’s evaluation with a map of potential brownfields. Any property with a high or moderate level of concern was identified as a potential brownfield. Any residential property with a low level of concern was typically not identified as a potential brownfield, although a few properties with a low level of concern were identified as brownfields on a case-by-case basis.

Underutilized Sites

MGodfrey presented an overview of underutilized sites including the rationale for including underutilized sites as part of the planning process and the project team’s approach to identify underutilized sites. Underutilized sites are generally viewed as any property that, when compared to surrounding properties, may be utilized below the highest and best use for the property. MGodfrey described the project team’s approach to identify these properties including a precedent review and the creation of a five-step methodology:

1. Properties with a low assessed value as compared to the City as a whole
2. Vacant land (properties without a building or other active use)
3. Properties where the principal use is a parking lot
4. Properties with a building that has been identified by the City as abandoned
5. Other properties that were qualitatively determined to be below their highest and best use (commonly included one-story commercial buildings with a large proportion of the property being used for parking)

MGodfrey presented a map showing the results of this five-step methodology which identified 205 parcels as potentially underutilized. Several meeting participants asked questions about the difference between vacant lands, abandoned lands, and abandoned buildings. MGodfrey clarified that vacant land is classified by the City and is devoid of any structure or use. The designation of a parcel as vacant land does not necessarily mean the land is abandoned. However, abandoned buildings are classified by the City as buildings and land which the property owner has abandoned and where there is currently no tenant or resident. A general discussion and consensus among meeting participants resulted in the desire for more information from the City regarding their classification of vacant land and abandoned buildings.

Summary of Key Findings

FArmento presented the preliminary key findings for the Inventory & Analysis phase of the BHBOA. Key findings are detailed in the meeting presentation and were grouped in to the following categories:

- Economic and Market Trends
- Land Use
- Zoning

- Land Ownership
- Parks and Open Space
- Key Buildings
- Historic Resources
- Transportation
- Infrastructure
- Natural Resources
- Vacant and Abandoned Sites
- Brownfields
- Underutilized Sites

Bull's Head Vision & Goals

FArmento transitioned the PAC meeting from an overview of the activities and achievements the project team has accomplished since the last PAC meeting to a discussion on the Bull's Head Vision & Goals. As part of the BOA planning process, each BOA must include a discussion and create a unifying vision with supporting goals. FArmento presented the vision statement and corresponding goals from the BHBOA Step 1 Pre-Nomination Study and noted that both the vision statement and goals remain fairly representative of the neighborhood today. MGodfrey described how the project team and PAC are charged with reviewing the previous vision statement and goals to determine if updates are needed. CBauer supported this and followed up by describing the importance of a vision statement and goals as future projects are considered for State assistance. MGodfrey described how the project team evaluated feedback received during the 2009 Community Design Workshop and the BHBOA public meeting held in 2017 to draft a list of value statements for discussion. These value statements would then be used to guide the project team through an update of the vision statement and goals.

TZwhalen and APrimus facilitated a discussion of the value statements and documented their suggested changes. Figure 1 on Page 5 documents the PAC members suggested changes to the value statements and Figure 2 on page 6 documents additional input from the PAC. Once the PAC members provided their input on the value statements, TZwhalen and APrimus facilitated a voting exercise. Each PAC member was given three green stickers to vote on their top choice(s) for values. Their choices are documented in Figure 1 and Figure 2.

Figure 1: PAC member input on draft value statements

We Value . . .

sense of community connecting neighbors ● ●

~~multi-modal~~ **transportation** that is safe and accessible for everyone

quality public space with landscaping, seating, art, lighting, and gateway enhancements
unique *farmers markets + space for community events*

employment opportunities from new and expanded businesses ● ●

~~new~~ **development and retail** that utilizes brownfield, vacant, and underutilized land ●

historic character maintained through new development and reuse of existing buildings

homeownership programs that assist first time and current homeowners ●

diverse housing options for different age groups and income levels ● ●

green space, parks, and recreation facilities *for farmers markets and space for community events* ●

property owner accountability through *consistent* ~~increased~~ code enforcement ● ●

public safety and the efforts of RPD to *Quality of life* ~~eliminate~~ *address* crime and *gang* violence ●

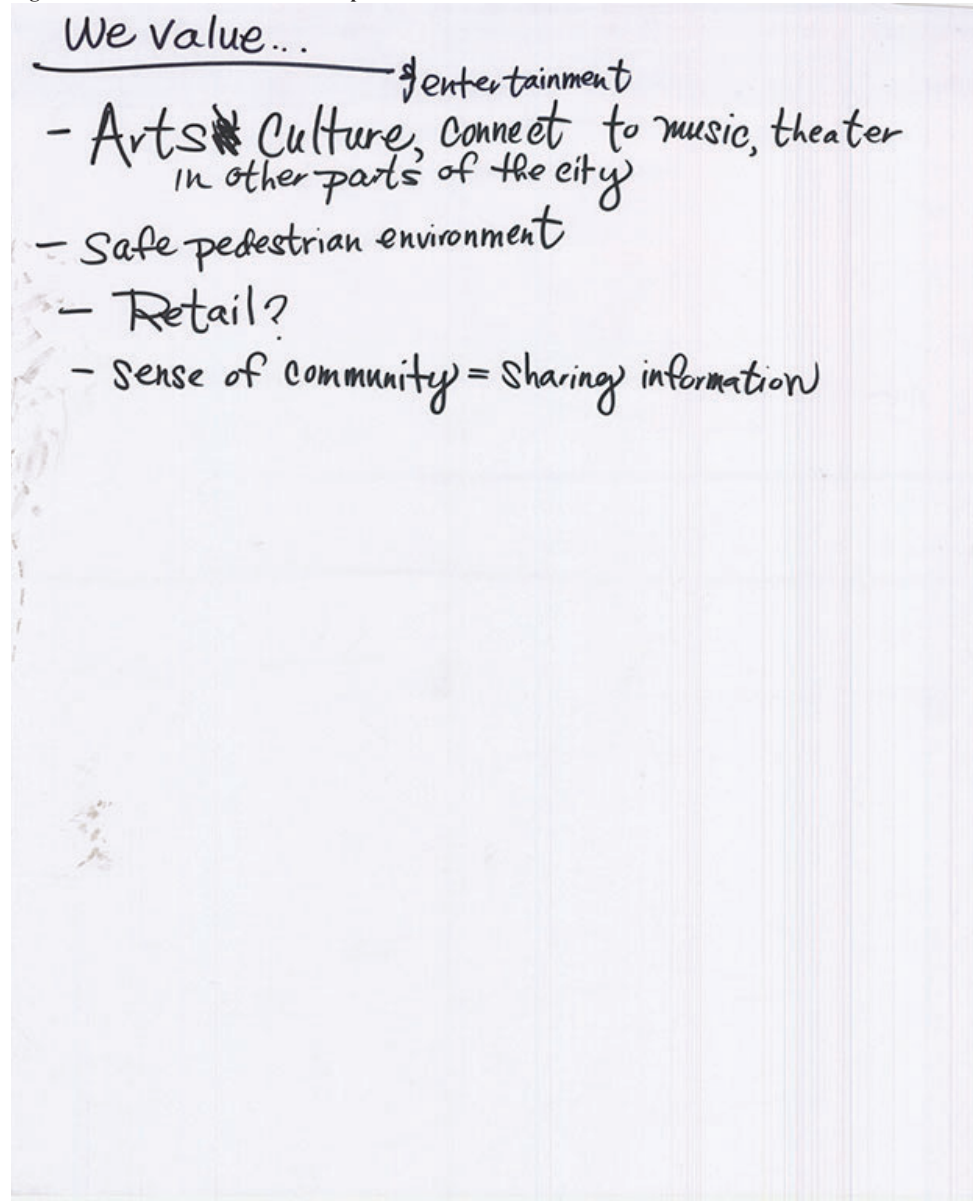
BULL'S HEAD REVITALIZATION

FISHER
PLANNING & DESIGN

HIGHLAND PLANNING

This project was developed by Fisher Planning & Design, Inc. in partnership with the City of Highland and the Highland Planning Department. It is a part of the Highland Community Revitalization Program.

Figure 2: Additional PAC member input



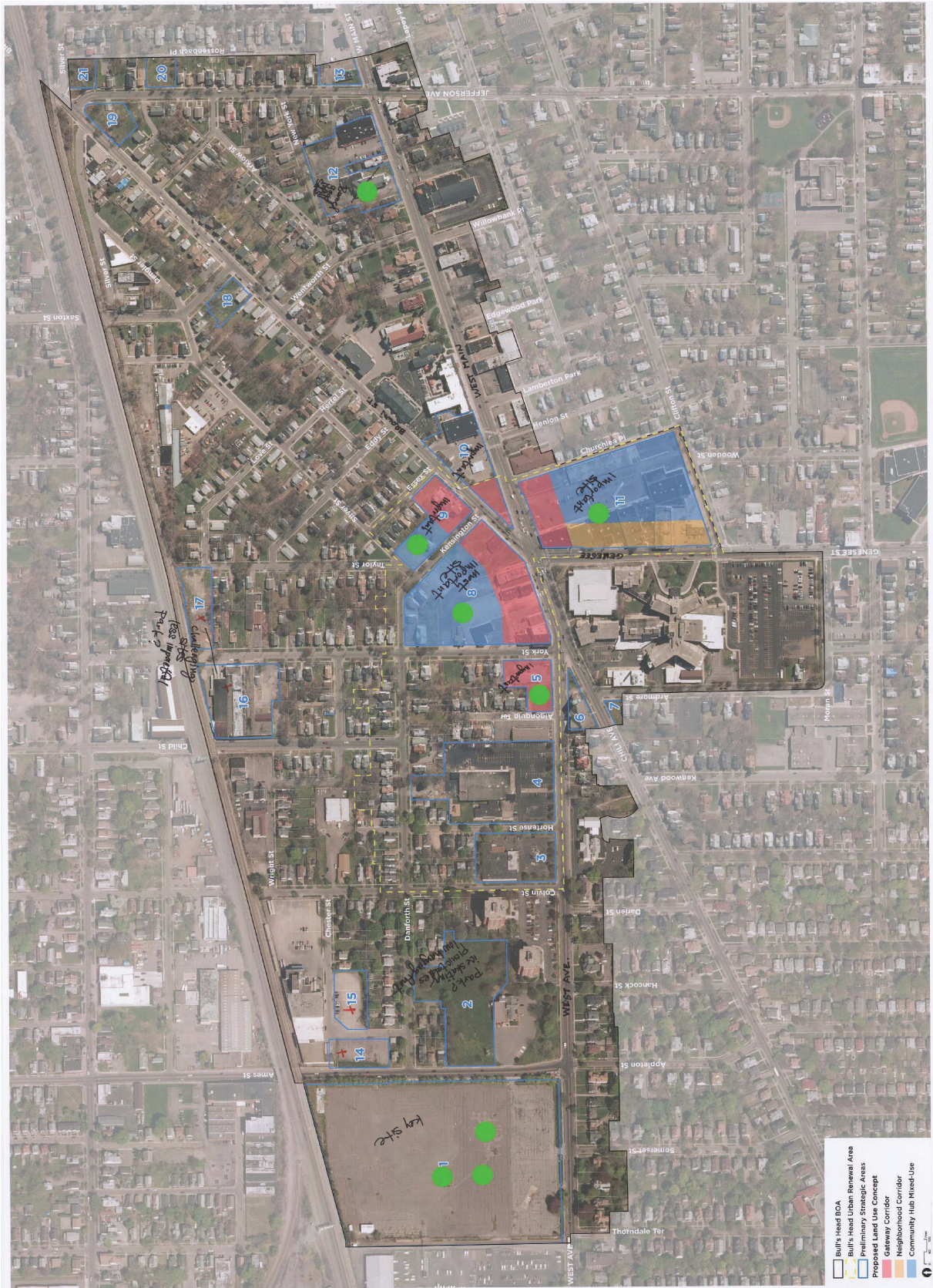
Strategic Sites and Land Uses

MGodfrey transitioned the PAC meeting to a discussion of strategic sites. MGodfrey presented an overview of strategic sites including the rationale for including strategic sites as part of the planning process and the project team's approach to identifying strategic sites. Strategic sites are any property identified in the inventory and analysis phase through which redevelopment or repurposing would further the goals of the BHBOA to create an economically and environmentally sustainable neighborhood. MGodfrey described the project team's approach to identify these sites including a precedent review and the creation of a four-step methodology:

1. Map overlay of brownfield, abandoned, vacant, underutilized, and key buildings
2. Site screening to eliminate small properties, public facilities, community services, and planning redevelopment parcels
3. Site scoring based on a series of criteria (including environmental status, site use, strategic location, adequate parcel size, and ownership status)
4. Site selection based on site scoring and properties that contain strategic or catalytic properties

TZwhalen and APrimus facilitated a discussion of the preliminary identification of strategic sites. PAC members were asked to discuss any changes they viewed were necessary and to identify any potential land uses for these sites. Figure 3 on Page 8 documents the PAC members suggested changes to the strategic sites and potential land uses. Once the PAC members provided their input, TZwhalen and APrimus facilitated a voting exercise. Each PAC member was given three green stickers to vote on their top choice(s) for strategic sites. Their choices are documented in Figure 3.

Figure 3: PAC member input on preliminary strategic sites



Next Steps

FArmento presented the next steps for the BHBOA, which included:

- Hold the second public meeting on September 6 at St. Mary's Campus
- Hold a community fair on September 8 at the Salvation Army
- Draft the Bull's Head Vision and Goals
- Draft preliminary Bull's Head Revitalization Plan recommendations
- Hold the fourth PAC meeting to discuss preliminary recommendations, date TBD

The foregoing meeting minutes represent the writer's interpretation of the proceedings of the meeting. The minutes were reviewed by the City of Rochester and by the members of the Project Advisory Committee. Please notify the City of Rochester of any additions or modifications.

Michael J. Godfrey

Michael J. Godfrey, AICP
Associate Planner



325 Delaware Ave, Suite 200
Buffalo, NY 14202
716.858.1234 ext. 321 (office)
MGodfrey@fisherassoc.com
www.fisherassoc.com

City of Rochester
Bull's Head BOA – Step 2: Nomination
Project Advisory Committee Meeting #4

Monday June 17, 2019 - 6:00 PM
St. Mary's Campus, 89 Genesee Street

AGENDA

- 1. Since the Last PAC Meeting**
Completed tasks and activities since PAC meeting #3
- 2. BOA Vision, Goals, and Objectives**
Review of draft vision, goals, and objectives formulated from meeting feedback
- 3. BOA Strategic Sites**
Review of amended strategic sites based on meeting feedback
- 4. BOA Recommendations**
Review of recommended actions, policies, projects, and land uses
- 5. Urban Renewal Plan (Phase 2)**
Review of plan goals, guiding themes/principles, and renewal “frames”
- 6. Next Steps**
 - a. Public Meeting #3 (June 26, 2019)
 - b. Publication of draft Bull's Head Revitalization Plan
 - c. Publication of final Bull's Head Revitalization Plan
 - d. Designation of the Brownfield Opportunity Area
 - e. Implementation activities

NOTES:

Draft Bull's Head Vision, Values, Goals + Objectives

Project Team Use

Draft Vision Statement

The Bull's Head area is an attractive and prosperous neighborhood which includes opportunities for all current and future residents of all ages and income levels. Once contaminated, vacant, and blighted lands are now healthy and sustainable places where our local businesses and residents thrive. We embrace our historic and strategic location as a center of commerce and health, and leverage our role as a transportation hub that connects all people and modes safely and comfortably. Our parks and open spaces play an active role in connecting our community to nature and provide recreation options for our youth. Our broad inclusiveness and continuous drive to improve our neighborhood provides a safe, affordable, prosperous, and attractive place for all.

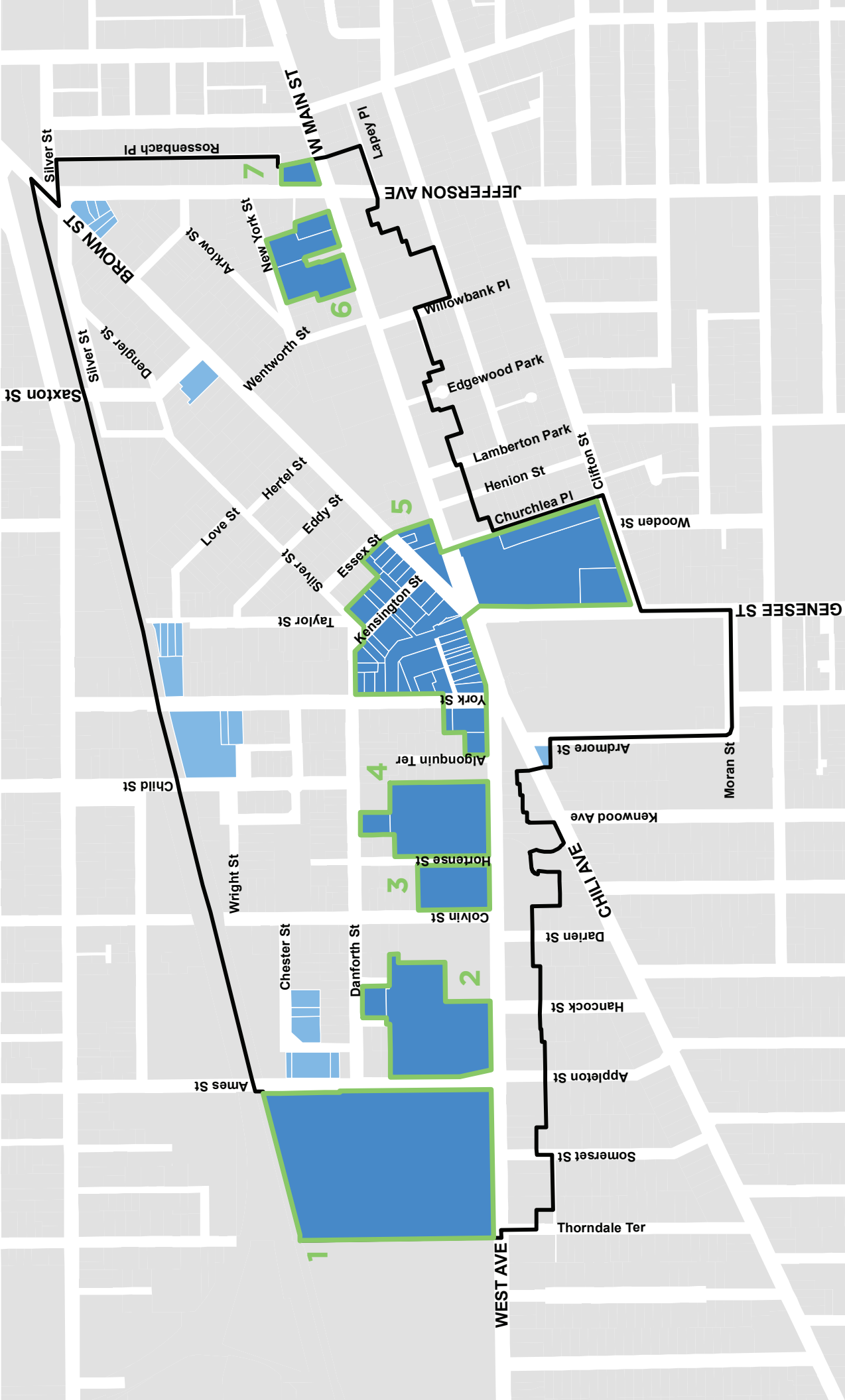
We Value...	Goals + Objectives
<p>Sense of community connecting neighbors</p>	<ol style="list-style-type: none"> 1. Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull's Head area 2. Facilitate neighborhood events and farmers markets 3. Evaluate expansion of programming and facilities at the Danforth Community Center
<p>Transportation that is safe and accessible for everyone including pedestrians and bicyclists</p>	<ol style="list-style-type: none"> 1. Utilize "complete street" tools for pedestrians, bicyclists, and transit users 2. Evaluate traffic calming and intersection safety measures 3. Encourage new development to incorporate bicycle, pedestrian, and transit facilities
<p>Employment opportunities from new and expanded businesses supported by training and education</p>	<ol style="list-style-type: none"> 1. Encourage the hiring and training of local residents in local businesses 2. Develop a business recruitment program to bring businesses to the Bull's Head area 3. Host business association events tied to job fairs
<p>New development that utilizes brownfield, vacant, and underutilized land</p>	<ol style="list-style-type: none"> 1. Facilitate testing, remediation, and redevelopment of brownfield properties 2. Complete a viable re-use plan for 95 Ames St (former Taylor Instruments) 3. Attract diverse businesses that can accommodate daily needs of local residents 4. Redevelop the Bull's Head Plaza with mixed-use buildings that front the Street

Draft Bull's Head Vision, Values, Goals + Objectives

Project Team Use

Draft 2019-06-17

We Value...	Goals + Objectives
<p>Historic character maintained through new development and reuse of existing buildings</p>	<ol style="list-style-type: none"> 1. Encourage new development to utilize traditional neighborhood design 2. Facilitate historic property and building identification 3. Promote resources available for historic building reuse and renovation 4. Promote awareness of the Bull's Head and its historic past
<p>Improve housing opportunities for current and future residents that also assist first time and current homeowners</p>	<ol style="list-style-type: none"> 1. Seek development that includes housing choice 2. Increase awareness of the City's housing assistance programs 3. Address the issues of absentee landlords 4. Increase home ownership in the Bull's Head area 5. Focus on residential infill development that matches the character of the area
<p>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</p>	<ol style="list-style-type: none"> 1. Add amenities and recreation facilities to Lynchford Park 2. Utilize vacant land for a new park which can support multiple uses/events 3. Replace vacant lots within residential areas with pocket parks and gardens
<p>Public safety and the efforts of RPD to address crime and violence</p>	<ol style="list-style-type: none"> 4. Examine the feasibility of a new RPD station 5. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)



Strategic Sites/Areas and Opportunity Areas

-  Strategic Site
-  Opportunity Site
-  Strategic Area

Draft Bull's Head Recommendations List

Project Team Use

Draft 2019-06-17

We Value...	Recommended Actions & Policies	Recommended Projects
<p>Sense of community connecting neighbors</p>	<ol style="list-style-type: none"> 1. Work with local residents to create a Bull's Head Neighborhood Association 2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district 3. Facilitate neighborhood events and farmers markets 	<ol style="list-style-type: none"> 1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center 2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity 3. Include community meeting space(s), possibly in conjunction with a Bull's Head RPD station 4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming
<p>Transportation that is safe and accessible for everyone including pedestrians and bicyclists</p>	<ol style="list-style-type: none"> 4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience 5. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development 6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development 7. Continue exploring design options, engineering, and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head Urban Renewal Plan 8. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head Urban Renewal Plan 	<ol style="list-style-type: none"> 5. Reconfigure W Main Street, Genesee Street, and Brown Street utilizing a "complete streets" approach and green infrastructure technologies 6. Improve pedestrian connectivity and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses 7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull's Head 8. Add transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles 9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land

Draft Bull's Head Recommendations List

Project Team Use

We Value...	Recommended Actions & Policies	Recommended Projects
<p>Employment opportunities from new and expanded businesses supported by training and education</p>	<p>9. Promote existing workforce development programs through marketing and information campaigns</p> <p>10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses</p> <p>11. Promote and encourage the hiring and training of local residents for local businesses</p> <p>12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area</p> <p>13. Host business association events tied to job fairs</p>	<p>10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA</p> <p>11. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor</p>
<p>New development that utilizes brownfield, vacant, and underutilized land</p>	<p>14. Promote and assist in the facilitation of remediation and redevelopment of brownfield, abandoned, vacant, and underutilized properties</p> <p>15. Examine the feasibility of modifying some zoning districts within the study area to a Village Center District that includes requirements for mixed-use buildings, commercial frontages, and specific design standards</p> <p>16. Encourage new development to include commercial spaces that can accommodate daily needs of local residents including grocery, small retail, restaurants, and medical services</p> <p>17. Examine feasibility of zoning code modification to R-1 and R-2 zones to allow development of smaller residential properties</p> <p>18. Continue exploring design options, engineering, and funding to support the redevelopment of the Bull's Head Plaza and properties to the north as proposed in the Bull's Head urban Renewal Plan</p>	<p>12. Complete Phase I and Phase II Environmental Site Assessments (ESA) for every City-owned brownfield property to determine the nature and extent of environmental concerns</p> <p>13. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's</p> <p>14. Work with the private property owner to complete additional environmental testing at 95 Ames Street to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints</p> <p>15. Work with the private property owner to create a re-use and development master plan for 95 Ames Street that considers subdivision of the property for infill development and recreation facilities (within the constraints of environmental concerns)</p> <p>16. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor</p>

Draft Bull's Head Recommendations List

Project Team Use

Draft 2019-06-17

We Value...	Recommended Actions & Policies	Recommended Projects
<p>Historic character maintained through new development and reuse of existing buildings</p>	<p>19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey</p> <p>20. In conjunction with recommendation #15 above, include design standards within the future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head area</p> <p>21. Promote the benefits for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use</p> <p>22. Promote awareness of the history of the Bull's Head area</p> <p>23. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment</p>	<p>17. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area</p> <p>18. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places</p> <p>19. Work with the private property owner to seek funding for the construction of façade improvements to the public parking garage on the St. Mary's Campus</p>
<p>Improve housing opportunities for current and future residents that also assist first time and current homeowners</p>	<p>24. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing</p> <p>25. Promote and encourage residential infill development that is compatible with the character of the area</p> <p>26. Utilize marketing and information campaigns to increase awareness of the City's housing assistance programs</p> <p>27. Develop incentives and policies that address the issues of absentee landlords</p> <p>28. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes</p> <p>29. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties</p>	<p>20. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study</p>

Draft Bull's Head Recommendations List

Project Team Use

Draft 2019-06-17

We Value...	Recommended Actions & Policies	Recommended Projects
<p>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</p>	<p>30. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses</p> <p>31. Encourage local residents to utilize City programs and incentives for the creation of community gardens</p> <p>32. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents</p>	<p>21. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center</p> <p>22. Develop small public parks or public open space within the center of the Bull's Head along W Main St, Brown St, Genesee St, Chili Ave, and West Ave</p> <p>23. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave</p> <p>24. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus</p>
<p>Public safety and the efforts of RPD to address crime and violence</p>	<p>33. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Plan</p> <p>34. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)</p>	<p>25. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades or installations</p>

Draft Bull's Head Recommendations List

Project Team Use

Draft 2019-06-17

Strategic Area	Recommended Redevelopment and Future Land Uses
1	Mixed-use commercial, manufacturing, education, and/or recreation/park
2	Community center and park/recreational facilities Expand and add park/recreational facilities
3	Mixed-use commercial office, retail, or healthcare
4	Mixed-use commercial gym/fitness center or grocery store/market facing West Ave with multi-family housing facing Danforth Street
6	Mixed-use commercial and multi-family housing
5	Mixed-use commercial and multi-family housing
6	Mixed-use commercial and multi-family housing facing W Main St and multi-family housing facing New York St
7	Mixed-use commercial and multi-family housing

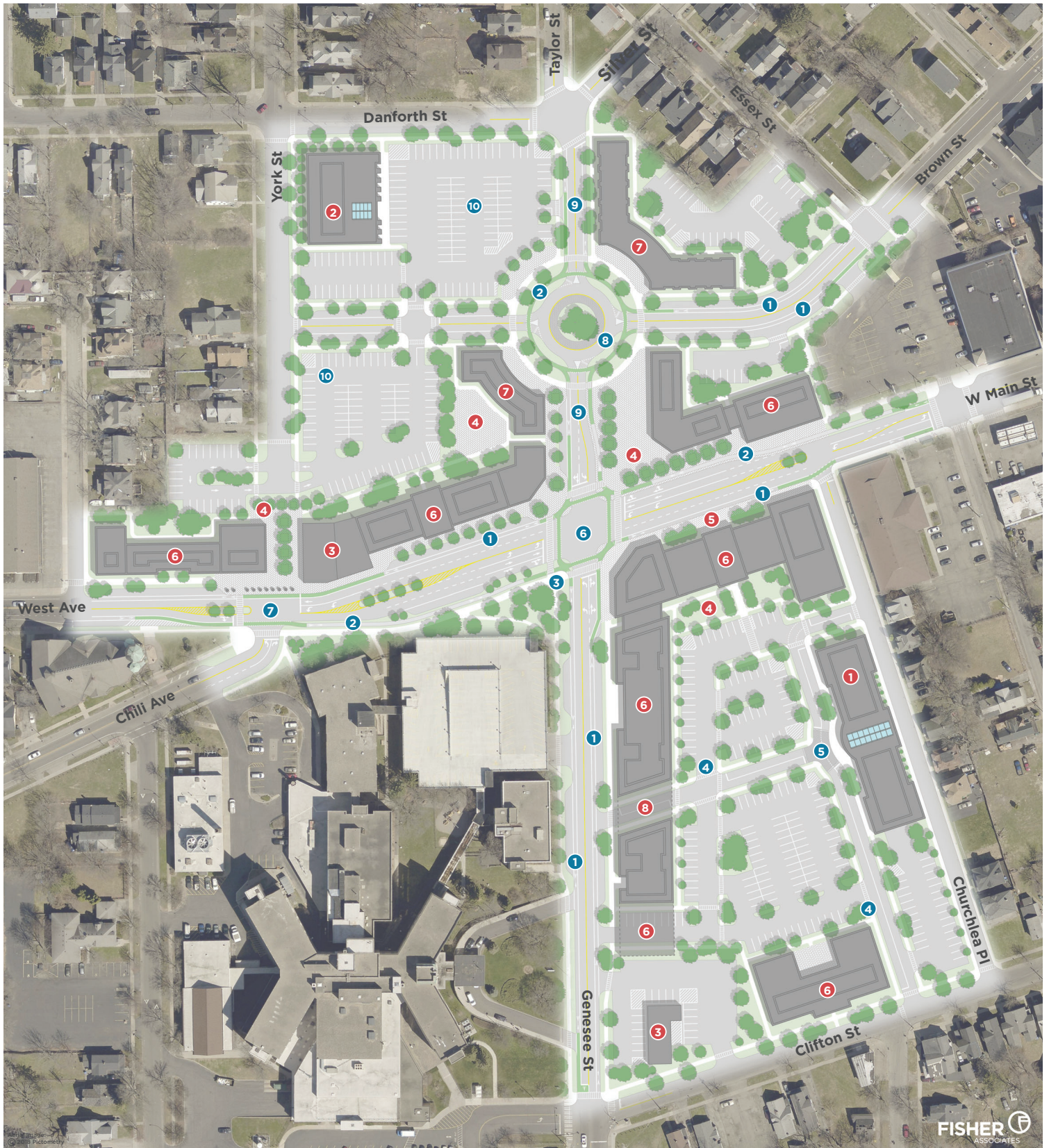
Existing



© 2018 Pictometry

FISHER ASSOCIATES

Frame 1A



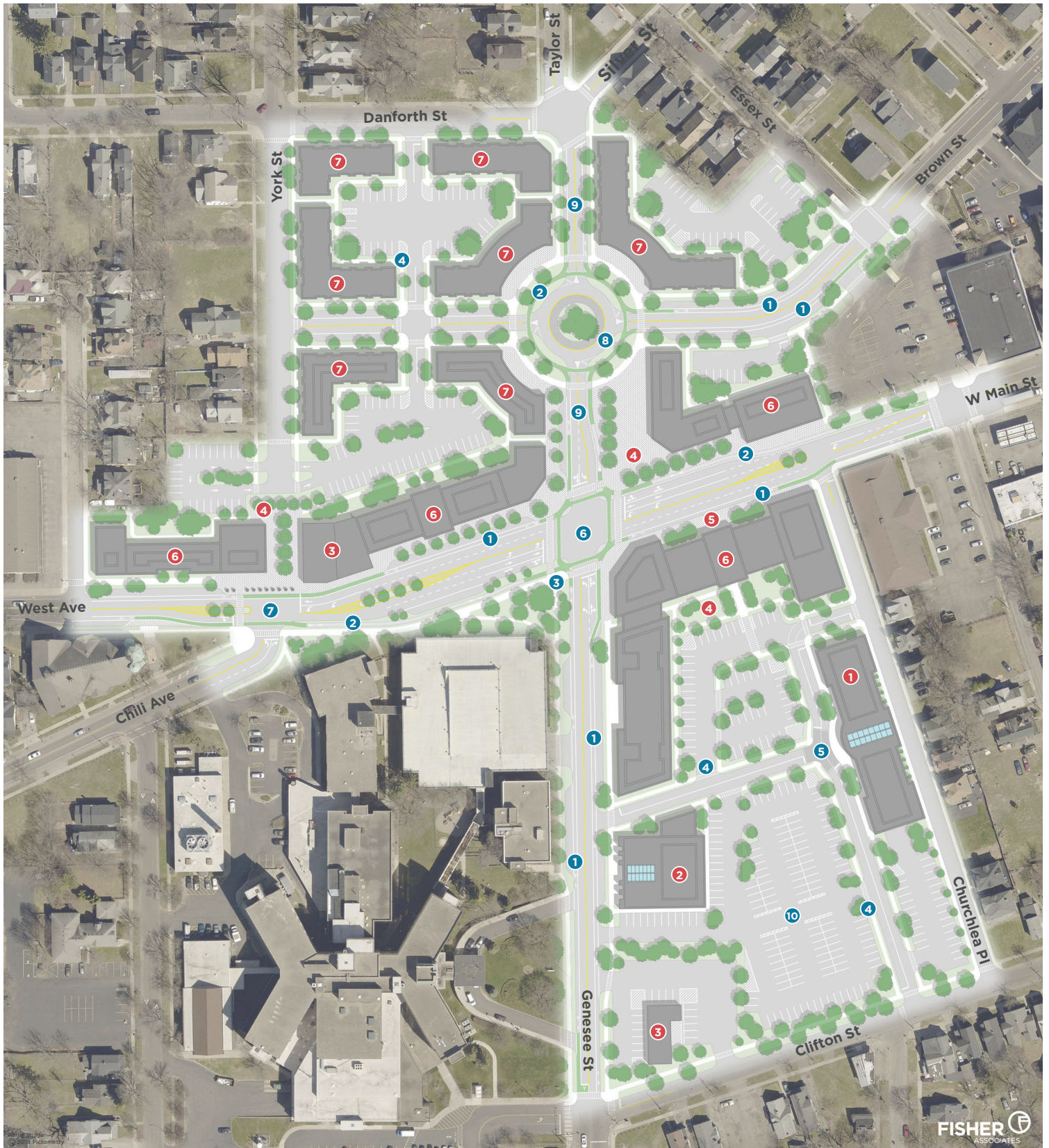
Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing Structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family
- 8 Overhead mixed-use building

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Frame 1B



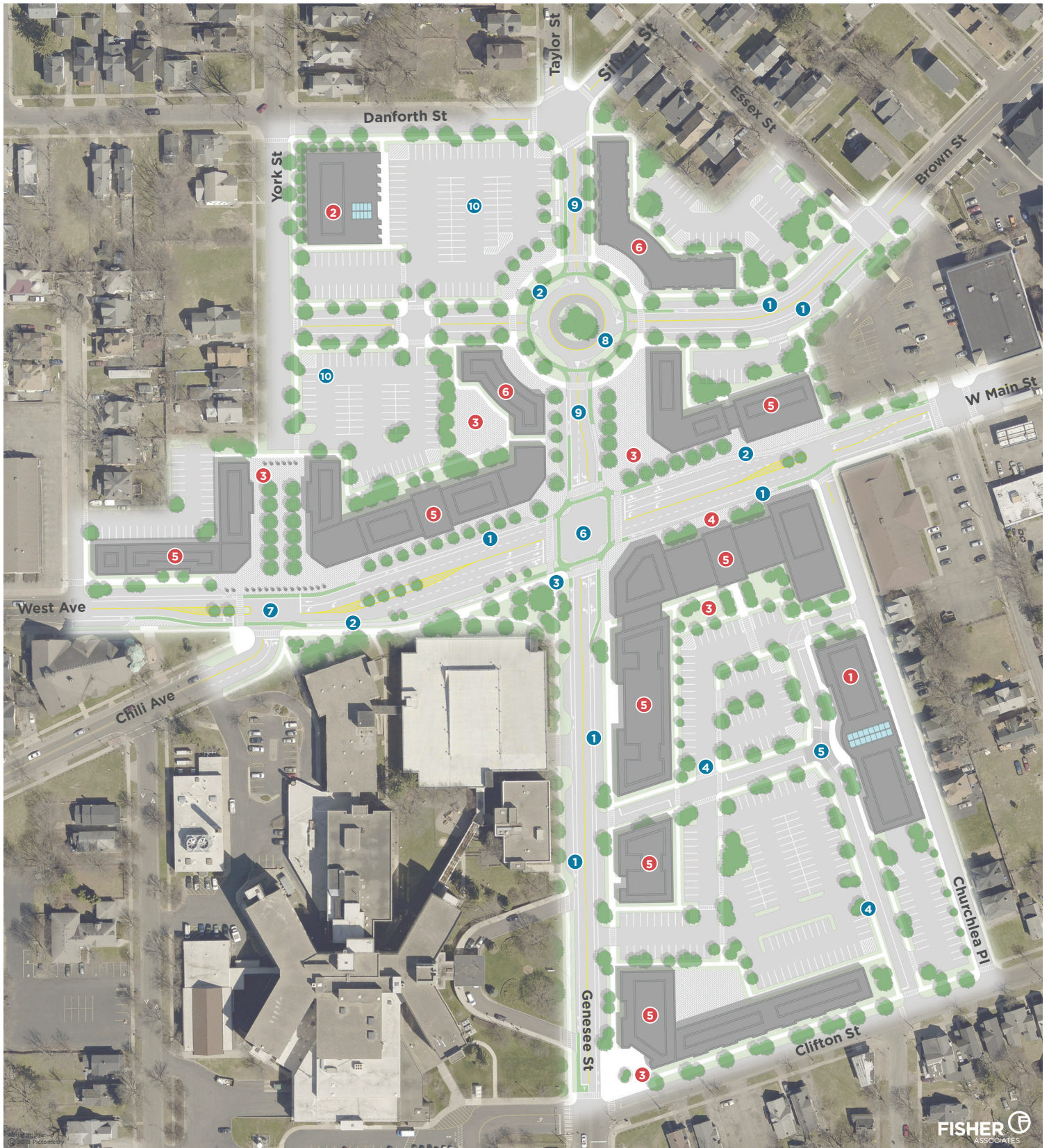
Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing Structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Frame 2A



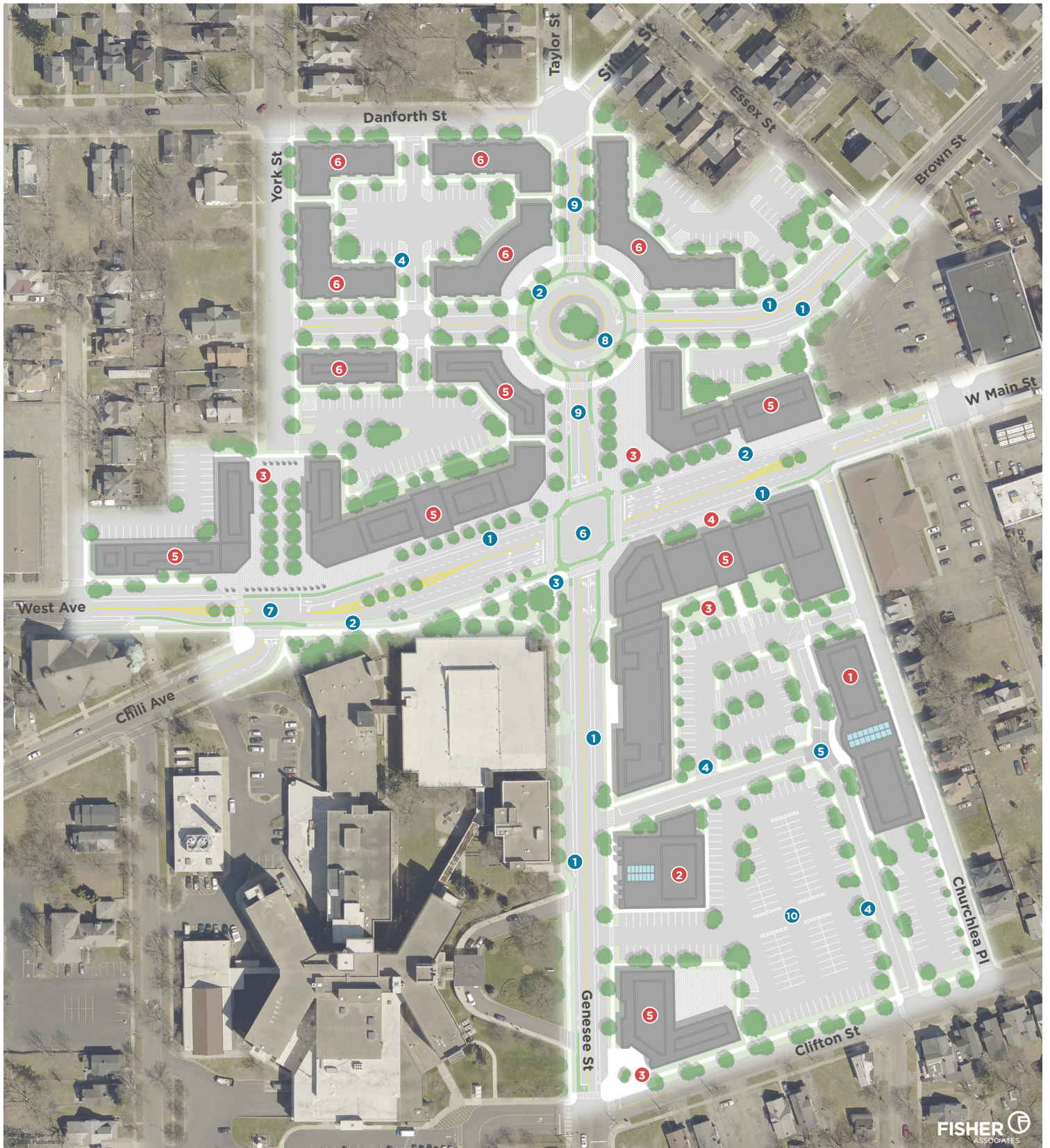
Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Public/private plazas
- 4 Frontage zones for commercial businesses
- 5 Mixed-use
- 6 Multi-family

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Frame 2B



Places + Spaces

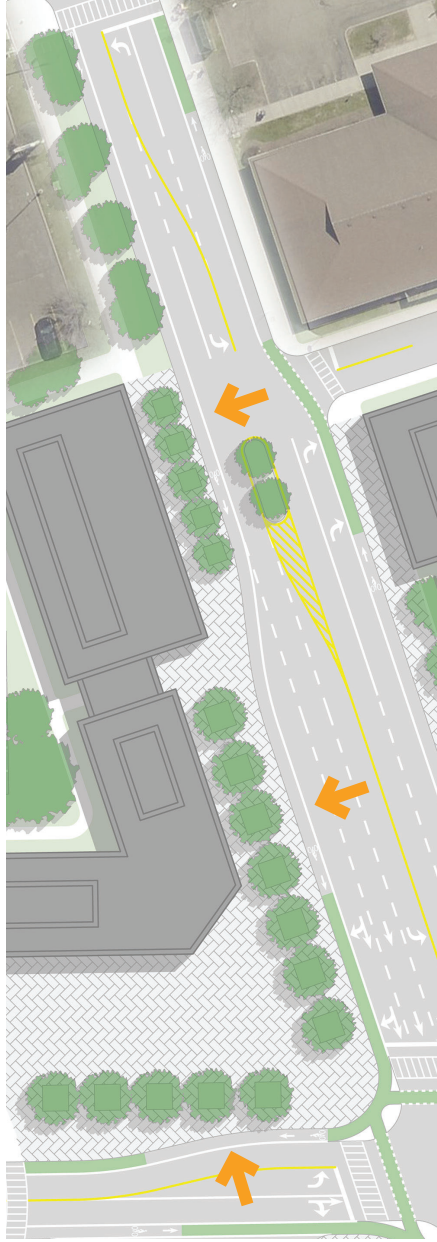
- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Public/private plazas
- 4 Frontage zones for commercial businesses
- 5 Mixed-use
- 6 Multi-family

Mobility + Connections

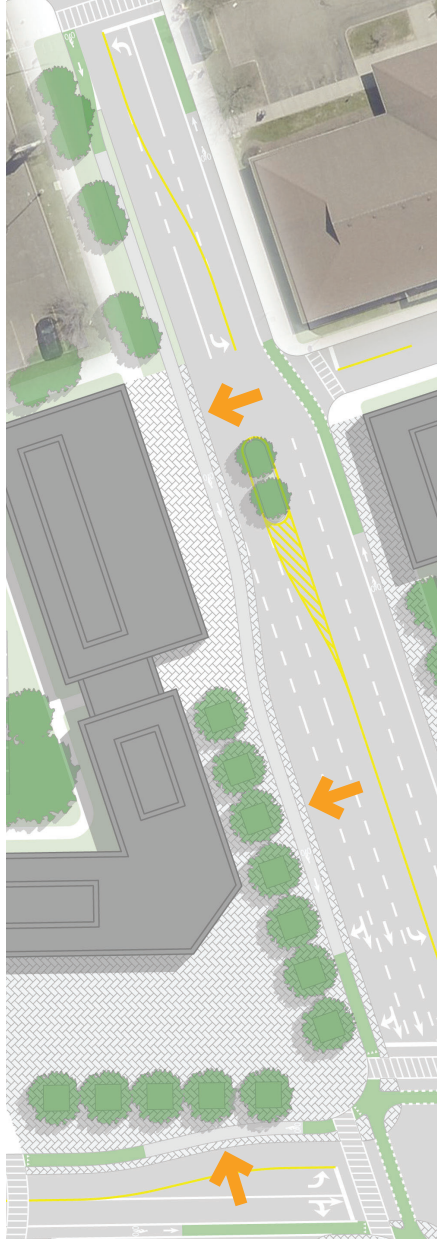
- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Bicycle Infrastructure Alternatives

Traditional Bike Lane
(Frame 2B)



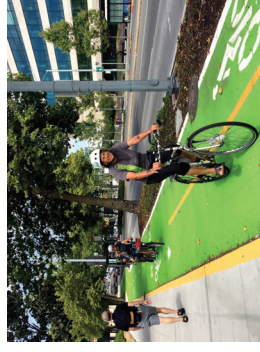
Protected Bike Lane
(Frame 2B)



Examples:



Examples:



Attendees

John DeMott	(JDeMott)	19 th Ward Community Association
Zola Brown	(ZBrown)	19 th Ward Community Association
Adam Morgan	(AMorgan)	NYS Department of Environmental Conservation
Frank Sowers	(FSowers)	NYS Department of Environmental Conservation
Joseph Morabito	(JMorabito)	Rochester Police Department
Rick Rynski	(RRynski)	City of Rochester, Neighborhood and Business Development
Frank Armento	(FArmento)	Fisher Associates
Michael Godfrey	(MGodfrey)	Fisher Associates

Introduction and Project Status Update

Rick Rynski (RRynski) began the meeting with introductions of the project team members present for the meeting. RRynski provided a brief overview to new PAC members of past planning activities for the Bull’s Head Brownfield Opportunity Area (“BHBOA”) Step 2 Nomination Study (a.k.a. the Bull’s Head Revitalization Plan) and the Bull’s Head Urban Renewal Plan (“BHURP”). RRynski reviewed the agenda for the meeting and noted the material covered for the PAC meeting will also be presented at the upcoming public meeting on June 26 at St. Mary’s Campus. RRynski noted the upcoming public meeting will focus on discussing the components of the Revitalization Plan, obtaining critical community feedback, and continuing conversations to build community capacity for revitalization.

Since the Last PAC Meeting

Frank Armento (FArmento) reviewed the progress of the project team since the last PAC meeting including the following:

- Held the second public meeting with 70+ attendees
- Held community fair at the Salvation Army
- Coordinated with several City/County/State staff and departments
- Finalized value statements, vision statement, and goals & objectives
- Completed identification of strategic sites, opportunities, and land use recommendations
- Prepared BOA recommendations
- Commenced implementation of the first phase of the Urban Renewal Plan including land assembly and environmental investigation/remediation activities
- Began second phase of Urban Renewal Plan including draft zoning regulations and identification of conceptual redevelopment and public infrastructure opportunities

FArmento additionally described the process for completion of the BHBOA planning process including sending the draft Revitalization Plan to the NYS Department of State (“NYSDOS”) for its review and comment. Completion of the planning process and final Revitalization Plan is anticipated for fall 2019. Once the Revitalization Plan is approved by the NYSDOS, the City of Rochester will seek official NYSDOS designation of the BOA study area as a Brownfield Opportunity Area which opens opportunities for grants and other financial incentives for pre-development and implementation activities.

BOA Vision, Goals, and Objectives

FArmento presented the draft vision statement for the BHBOA. This vision statement is an update to the vision statement included in the pre-nomination study and was developed based on the input provided on the values statements from the previous PAC and public meetings. Comments from the PAC members on the vision statement are requested by the end of the month.

BHBOA Vision Statement:

The Bull’s Head area is an attractive and prosperous neighborhood which includes opportunities for all current and future residents of all ages and income levels. Once contaminated, vacant, and blighted lands are now healthy and sustainable places where our local businesses and residents thrive. We embrace our historic and strategic location as a center of commerce and health, and leverage our role as a transportation hub that connects all people and modes safely and comfortably. Our parks and open spaces play an active role in connecting our community to nature and provide recreation options for our youth. Our broad inclusiveness and continuous drive to improve our neighborhood provides a safe, affordable, prosperous, and attractive place for all.

FArmento presented the updated values statements and the draft goals & objectives (see table below). Draft values statements were presented at the previous PAC and public meetings. These statements were updated based on the input provided during these meetings. Goals and objectives were developed based on the final values statements, input from PAC and public meetings, and key findings from the inventory & analysis. Michael Godfrey (MGodfrey) provided an overview of the importance of the BHBOA vision statement, goals, and objectives for future development; specifically, the need for developers applying for the “BOA bump-up” tax credit to describe how the uses within their proposed project are consistent with the vision, goals, and objectives of the BHBOA.

We Value...	Goals & Objectives
Sense of community connecting neighbors	<ul style="list-style-type: none"> ▪ Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull’s Head area ▪ Facilitate neighborhood events and farmers markets ▪ Evaluate expansion of programming and facilities at the Danforth Community Center
Transportation that is safe and accessible for everyone including pedestrians and bicyclists	<ul style="list-style-type: none"> ▪ Utilize “complete street” tools for pedestrians, bicyclists, and transit users ▪ Evaluate traffic calming and intersection safety measures ▪ Encourage new development to incorporate bicycle, pedestrian, and transit facilities
Employment opportunities from new and expanded businesses supported by training and education	<ul style="list-style-type: none"> ▪ Encourage the hiring and training of local residents in local businesses ▪ Develop a business recruitment program to bring businesses to the Bull’s Head area ▪ Host business association events tied to job fairs
New development that utilizes brownfield, vacant, and underutilized land	<ul style="list-style-type: none"> ▪ Facilitate testing, remediation, and redevelopment of brownfield properties ▪ Complete a viable re-use plan for 95 Ames St (former Taylor Instruments) ▪ Attract diverse businesses that can accommodate daily needs of local residents ▪ Redevelop the Bull’s Head Plaza with mixed-use buildings that front the Street

We Value...	Goals & Objectives
Historic character maintained through new development and reuse of existing buildings	<ul style="list-style-type: none"> ▪ Encourage new development to utilize traditional neighborhood design ▪ Facilitate historic property and building identification ▪ Promote resources available for historic building reuse and renovation ▪ Promote awareness of the Bull’s Head and its historic past
Improve housing opportunities for current and future residents that also assist first time and current homeowners	<ul style="list-style-type: none"> ▪ Seek development that includes housing choice ▪ Increase awareness of the City’s housing assistance programs ▪ Address the issues of absentee landlords ▪ Increase home ownership in the Bull’s Head area ▪ Focus on residential infill development that matches the character of the area
Green space , parks, and recreation facilities with space for community events, gatherings, and markets	<ul style="list-style-type: none"> ▪ Add amenities and recreation facilities to Lynchford Park ▪ Utilize vacant land for a new park which can support multiple uses/events ▪ Replace vacant lots within residential areas with pocket parks and gardens
Public safety and the efforts of RPD to address crime and violence	<ul style="list-style-type: none"> ▪ Examine the feasibility of a new RPD station ▪ Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Rochester Police Deputy Chief Joseph M. Morabito (JMorabito) commented that the City’s potential e-scooters will align with the transportation value statement and corresponding goals and objectives.

MGodfrey commented that a historic resources survey is currently being completed for the City’s Northwest and Southwest Quadrants which includes the BHBOA study area. The identification of historic resources within the study area will need to be monitored and incorporated into future planning and implementation activities.

RRynski commented that “aging-in-place” and John DeMott (JDeMott) commented that tiny homes should be referenced within the Plan. MGodfrey noted that senior-friendly housing and housing choice was included in BHBOA recommendations, and that more specific language can be added to both the goals & objectives and the recommendations.

RRynski and JMorabito discussed the lack of activity at Lynchford Park and how new amenities and recreational options would encourage youth to utilize the park. FArmento indicated recommendations were included for adding amenities and recreation options to the park.

Related to the vision, goals, and objectives, Frank Sowers (FSowers), Adam Morgan (AMorgan), RRynski, JDeMott, and others discussed 95 Ames Street and the pending/current proposed re-use of the property for container storage. Consensus was reached by the PAC meeting attendees that the site has considerable potential for redevelopment and could be a catalytic site for further redevelopment within the area. In addition, PAC meeting attendees recognized the varying ideas expressed by the community for re-use of the property including manufacturing, recreation, commercial/office, tiny-home pre-fabrication, and housing. Recognizing redevelopment potential and community input, PAC meeting attendees expressed the desire for a higher and better use for the property than container storage, and that this use may be a viable interim use which would need to be discussed with the community. Specifically, Zola Brown (ZBrown) noted that community members are displeased with the pending/current proposed re-use of the property for container storage and are concerned about the effect this use would have on their property values. In addition, ZBrown noted the use of the property for container storage does not align with the Revitalization Plan. FArmento noted that interim land use proposals are a common occurrence with other BOA’s throughout the State and that many other municipalities will table approval of proposed projects until the BOA planning process finishes. The fundamental goal of the BOA planning process is to transform blighted brownfield properties and that use of the property for container storage is not the highest and best use of the site. RRynski noted that 95 Ames St has been

identified as a strategic site and a brownfield site. FArmento noted that this is the largest strategic brownfield site (14.4 acres) in the BHBOA.

BOA Strategic Sites

FArmento transitioned the meeting to the presentation of final strategic sites. FArmento described the importance of strategic sites in the BHBOA planning process but emphasized BHBOA recommendations are not exclusive to strategic sites. The process for identification of strategic sites included discussion and feedback during the previous PAC and public meetings. Based on the input received during these meetings, the list of strategic sites was refined and consolidated. As previously mentioned, 95 Ames St, the former Taylor Instruments site, is listed as a strategic site. This property has tremendous opportunity, is the largest strategic site, is vacant land, and has been identified as a brownfield. Other strategic sites are primarily found along key transportation corridors.

FArmento noted strategic site #5 located in the center of the BHBOA which includes numerous parcels mostly owned by the City of Rochester. Strategic site #5 also includes the Bull’s Head Plaza and represents a key opportunity. General consensus has been reached from numerous public meetings that the site needs to be repurposed as a mixed-use development with pedestrian access and orientation to Genesee Street and W Main Street. RRynski commented that the presented map including Strategic Site #5 should be corrected to exclude a portion of the Walgreens property (formerly Rite Aid) at 792 W Main Street from Strategic Site #5.

JDeMott noted that strategic site #3 is actively used by a local manufacturing business and that strategic site #4 is occupied by the Salvation Army. In addition, JDeMott noted the Salvation Army is greatly valued by the community and the large on-site parking lot is utilized for evening and weekend community events. Other properties within the study area are vacant and underutilized land and are in desperate need for development, such as strategic site #6 and other properties with large parking lots such as Walgreens (formerly Rite Aid) at 792 W Main Street. RRynski commented that considerable care was taken to define what is strategic and that these sites, should they be repositioned and/or enhanced, would have the greatest potential for transformative impact. Sites such as strategic site #3 and site #4 are valuable community assets, but contain large parking lots. In the future, if these properties were to change ownership, be redeveloped, or expand, the size and location of redevelopment could have a transformative impact on the community. In addition, the identification of a site as strategic does not necessarily mean a building would be demolished or a current occupant removed. FArmento noted that buildings and uses on strategic sites can be expanded and enhanced. JMorabito noted that the business at strategic site #3 aligns with the BHBOA goal of supporting local businesses and that the Salvation Army building was previously Star Market and one of the original Wegmans locations. In addition, JMorabito commented that distinguishing strategic sites between those that are vacant land and those that contain an active use would help provide a clearer picture of development potential. MGodfrey indicated they would explore ways to distinguish different types of strategic sites/areas.

BOA Recommendations

FArmento transitioned the meeting to a discussion of BHBOA recommendations. Recommendations include two categories: (1) Actions & Policies and (2) Projects. Both recommendation categories were grouped by value statements (see below).

We Value...	Recommended Actions & Policies	Recommended Projects
Sense of community connecting neighbors	<ol style="list-style-type: none"> 1. Work with local residents to create a Bull’s Head Neighborhood Association 2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district 3. Facilitate neighborhood events and farmers markets 	<ol style="list-style-type: none"> 1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center 2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity 3. Include community meeting space(s), possibly in conjunction with a Bull’s Head RPD station

We Value...	Recommended Actions & Policies	Recommended Projects
		<ol style="list-style-type: none"> 4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming
<p>Transportation that is safe and accessible for everyone including pedestrians and bicyclists</p>	<ol style="list-style-type: none"> 4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience 5. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development 6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development 7. Continue exploring design options, engineering, and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head Urban Renewal Plan 8. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head Urban Renewal Plan 	<ol style="list-style-type: none"> 5. Reconfigure W Main Street, Genesee Street, and Brown Street utilizing a "complete streets" approach and green infrastructure technologies 6. Improve pedestrian connectivity and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses 7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull's Head 8. Add transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles 9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land
<p>Employment opportunities from new and expanded businesses supported by training and education</p>	<ol style="list-style-type: none"> 9. Promote existing workforce development programs through marketing and information campaigns 10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses 11. Promote and encourage the hiring and training of local residents for local businesses 12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area 13. Host business association events tied to job fairs 	<ol style="list-style-type: none"> 10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA 11. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor
<p>New development that utilizes brownfield, vacant, and underutilized land</p>	<ol style="list-style-type: none"> 14. Promote and assist in the facilitation of remediation and redevelopment of brownfield, abandoned, vacant, and underutilized properties 15. Examine the feasibility of modifying some zoning districts within the study area to a Village Center District that includes requirements for mixed-use buildings, commercial frontages, and specific design standards 16. Encourage new development to include commercial spaces that can accommodate daily needs of local residents including grocery, small retail, restaurants, and medical services 17. Examine feasibility of zoning code modification to R-1 and R-2 zones to allow development of smaller residential properties 18. Continue exploring design options, engineering, and funding to support the redevelopment of the Bull's Head Plaza and properties to the north as proposed in the Bull's Head urban Renewal Plan 	<ol style="list-style-type: none"> 12. Complete Phase I and Phase II Environmental Site Assessments (ESA) for every City-owned brownfield property to determine the nature and extent of environmental concerns 13. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's 14. Work with the private property owner to complete additional environmental testing at 95 Ames Street to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints 15. Work with the private property owner to create a re-use and development master plan for 95 Ames Street that considers subdivision of the property for infill development and recreation facilities (within the constraints of environmental concerns) 16. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor
<p>Historic character maintained through new development and reuse of existing buildings</p>	<ol style="list-style-type: none"> 19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey 	<ol style="list-style-type: none"> 17. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area

We Value...	Recommended Actions & Policies	Recommended Projects
	<ul style="list-style-type: none"> 20. In conjunction with recommendation #15 above, include design standards within the future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head area 21. Promote the benefits for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use 22. Promote awareness of the history of the Bull's Head area 23. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment 	<ul style="list-style-type: none"> 18. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places 19. Work with the private property owner to seek funding for the construction of façade improvements to the public parking garage on the St. Mary's Campus
<p>Improve housing opportunities for current and future residents that also assist first time and current homeowners</p>	<ul style="list-style-type: none"> 24. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing 25. Promote and encourage residential infill development that is compatible with the character of the area 26. Utilize marketing and information campaigns to increase awareness of the City's housing assistance programs 27. Develop incentives and policies that address the issues of absentee landlords 28. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes 29. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties 	<ul style="list-style-type: none"> 20. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study
<p>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</p>	<ul style="list-style-type: none"> 30. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses 31. Encourage local residents to utilize City programs and incentives for the creation of community gardens 32. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents 	<ul style="list-style-type: none"> 21. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center 22. Develop small public parks or public open space within the center of the Bull's Head along W Main St, Brown St, Genesee St, Chili Ave, and West Ave 23. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave 24. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus
<p>Public safety and the efforts of RPD to address crime and violence</p>	<ul style="list-style-type: none"> 33. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Plan 34. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design) 	<ul style="list-style-type: none"> 25. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades or installations

For the recommendations associated with the “New development” value statement, FSowers commented that 95 Ames Street is currently under long-term monitoring and site management including an environmental easement. The site

can be redeveloped in accordance with the environmental easement requirements, however, there must be soil management during construction, a cap maintained over the contaminated soil, and other safety precautions. Any on-site development activities must seek approval and monitoring from the DEC. FARmento commented that a project recommendation is included for a site master plan and further environmental testing. RRynski commented that the Revitalization Plan is intended to guide future developers in a direction consistent with the community’s vision, goals, and objectives. The PAC meeting attendees had a general discussion of potential land uses on the site where FSowers clarified that the site can be developed to a higher and better use. Land use restrictions would be dependent on the level of clean-up, and the most restrictive land use is residential. In addition, FSowers indicated the property can be portioned out depending on the location of contamination. This would require a detailed analysis and planning for the location of proposed land uses.

RRynski commented that additional code enforcement within the study area, especially near the railroad right-of-way, has been commented on during public meetings. JDeMott noted that this recommendation could align with the “Improve housing” value statement. FARmento noted that recommended action & policy #29 included enhanced buffering between residential and non-residential uses which would help properties located near the railroad. RRynski commented that the Bull’s Head BOA revitalization project could be a means to assist with enhancing various properties near the railroad right-of-way.

RRynski commented that recommended action & policies #28 and #29 will help with a sense of community and that other recommendations correlate with more than one value statement.

JDeMott commented that the term “absentee landlords” included in recommendations should be described as “investor owners.” Using “absentee landlord” incorrectly implies all non-owner-occupied properties have a negative effect on the neighborhood. Related, JDeMott and other PAC members agreed that the housing conditions survey recommendation would be beneficial to the community.

JDeMott commented that LED lighting is more directional and can decrease the area that is lit when compared to older lighting that is more distributed. JMorabito commented that down-lighting is beneficial from a public safety standpoint. Any lighting changes should consider a combination of lighting options that provide adequate down-lighting coverage.

FARmento transitioned the meeting to a discussion of recommended land uses. Land use recommendations are a necessary part of the BOA planning process and recommendations were grouped by strategic areas. MGodfrey noted a typo in the table provided to the PAC resulted in a duplicate row for strategic area #6. (The table provided to the PAC meeting attendees is provided below with the duplicate row crossed out)

Strategic Area	Recommended Redevelopment and Future Land Uses	
1	Mixed-use	Mixed-use commercial, manufacturing, education, and/or recreation/park
2	Community center and park/recreational facilities	Expand and add park/recreational facilities
3	Mixed-use	Mixed-use commercial office, retail, or healthcare
4	Mixed-use	Mixed-use commercial gym/fitness center or grocery store/market facing West Ave with multi-family housing facing Danforth Street
6	Mixed use	Mixed use commercial and multi family housing
5	Mixed-use	Mixed-use commercial and multi-family housing

6	Mixed-use	Mixed-use commercial and multi-family housing facing W Main St and multi-family housing facing New York St
7	Mixed-use	Mixed-use commercial and multi-family housing

FArmento reviewed the recommended land uses with the PAC meeting attendees and noted the recommended land uses are consistent with the input provided by the PAC and public from previous meetings. In addition, FArmento noted 95 Ames Street has numerous recommended land uses due to the size of the property. ZBrown noted that the community wants to see a higher and better use for 95 Ames Street than the container storage use proposed by the current owner of the property. General agreement was reached by the PAC meeting attendees that 95 Ames Street has significant redevelopment potential as a higher and better use.

In addition, general agreement was reached by PAC meeting attendees that a grocery store should not be a recommended land use because it is too specific and due to size limitations of available properties and the proximity of existing grocery stores to the study area. In addition, general agreement was reached that recommended land uses, where feasible, should be simplified to “mixed-use commercial.” FArmento commented that additional descriptions of land uses will be added to distinguish properties being redeveloped and properties with building expansions/enhancements.

Urban Renewal Plan (Phase 2)

RRynski transitioned the meeting to a discussion of the Bull’s Head Urban Renewal Plan (Phase 2). Phase 1 of the BHURP was approved last summer by City Council with a planned Phase 2 including a traffic study, zoning changes, and visioning. The City’s consultant (Fisher Associates) developed four concept frames that illustrate numerous ideas that have been discussed and contemplated by the community and other project stakeholders. These concept frames considered community input, feedback from City departments (including the Rochester Police Department (“RPD”)) and the Monroe County Department of Transportation (“MCDOT”), identified transportation issues and land use issues, and a desire for an RPD presence.

RRynski noted the four frames consider “high-level” conceptual redevelopment and right-of-way changes. In addition, RRynski noted that for the Genesee Street / W Main Street / Brown Street intersection as well as the York Street / West Avenue / Chili Avenue intersection, MCDOT indicated the movement of vehicular traffic was awkward, unsafe and concerning, recommending ROW modifications as solutions to these issues. The modifications include an extension of Genesee Street north to a realignment of Brown Street as well as the termination of vehicular traffic at the southern end of York Street at West Avenue, the latter of which being analogous to Fort Hill Terrace at Mt. Hope Avenue in the College Town area. The concept frames show that the Genesee Street northern extension to a realigned Brown Street addresses identified traffic issues and provides the opportunity to create four new marketable development sites. RRynski indicated that these high-level concepts were generated with a preliminary level of traffic analysis and assumptions for future buildout, occupancy, density and capacity and that for implementation, they will require more detailed analyses. In addition, the realignment of Chili Ave due to existing pedestrian crossing issues and awkward vehicular movements, is shown in the concept frames. The conceptual ROW modifications also include a complete streets application with increased pedestrian and bicycle amenities as shown in all four concept frames.

RRynski reiterated that the four frames being presented are not each in themselves a concept nor are they an option. The frames were presented to include a multitude of variables captured in four arbitrarily different combinations of these variables. He stated to the PAC that it will be made clear at the upcoming public meeting that each frame is not an “option”. All four concept frames include some common themes and the stated purposes for the concept frames are to: provide a maximum mixed-use capacity buildout scenario with accommodating public infrastructure to illustrate what developing the total target +/- 12 acre area might look like; to provide as a basis for the community visual preference exercise, and to advance further analyses. RRynski then provided an overview of the four frames: 1A, 1B, 2A, and 2B as follows:

- Frame 1A Frame 1A shows a potential RPD location in the northwest portion of the frame near the intersection of York Street and Danforth Street with the associated 150 parking spaces closer to the Genesee Street extension. The northeast portion of the frame includes multi-family housing. On the south side of the frame is the Bull's Head Plaza property which has been replaced by new mixed-use development. The building located at 160 Clifton Street remains on all of the Frames, and is anticipated to have major façade and other exterior improvements. Two older buildings located at the intersection of W Main Street, Chili Ave, West Ave, and York Street remain with adjacent complementary development and public spaces. A third older building (laundromat) located at the corner of Genesee Street and Clifton Street is also shown remaining in Frame 1A.
- Frame 1B Frame 1B repositions the RPD station south of W. Main Street (at the existing Bull's Head Plaza site). The previously indicated location of the RPD station on the northwest of Frame 1A is replaced by multi-family housing. Parking for these multi-family developments is perceptually light and is in response to the previously identified opportunity for "age in place" housing development. The three older buildings previously referenced in Frame 1A are shown remaining in Frame 1B.
- Frame 2A The major change in Frame 2A is the repositioning of RPD station back in the northwest as shown in Frame 1A while replacing the three older buildings shown in Frames 1A & 1B, with new development.
- Frame 2B The major change for Frame 2B is the repositioning of RPD back to the south (Bull's Head Plaza site) as shown in Frame 1B while replacing the three older buildings shown in Frames 1A & 1B, with new development.

ZBrown commented that Frame 2B is preferred because the concept includes the greatest amount of development, includes a good location for RPD, and numerous housing options. In addition, ZBrown commented roundabouts have had issues associated with users getting acclimated to changes in vehicular and pedestrian movement. RRynski commented that Frame 2B is considered full build-out and will be used for the environmental review of the BHURP Phase 2. The environmental review will also consider impacts on utilities, traffic, access, and other elements. JMorabito commented that roundabouts generally slow traffic and that several municipalities have used roundabouts to solve traffic issues.

JDeMott commented that the realignment of Chili Ave could slow traffic and have an impact of vehicle queuing. RRynski and FARmento noted that the proposed intersection took traffic volumes into account and will be further analyzed including the estimate of Level of Service (LOS). The City and the County examine the movement of traffic and seek ways to improve the movement of all modes. Some level of service delay is anticipated which is consistent with expectations of an urban environment. JMorabito commented the elimination of York Street will improve vehicular and pedestrian movement in the intersection. MGodfrey noted the realignment of Chili Ave and the termination of York Street has the added benefit of improving certain pedestrian movement. MGodfrey reiterated the changes to intersections are at a "high-level" conceptual phase which requires additional testing and modeling to determine viability.

RRynski indicated the conceptual frames presented to the PAC members will be presented at the upcoming public meeting as a part of the visioning work for review and comment. In addition, the public meeting will include a visual preference survey associated with the concept frames. FARmento noted the categories for the visual preference survey include: building architectural form, building character, building first floor public interface, building height, building setback, public space/plaza, public art, streetscape amenities, commercial corridor vegetation, residential street vegetation, dedicated bike lanes, protected bike lanes, roundabouts, crosswalks, and medians.

ZBrown inquired about the level of detail of the concept frames to be presented at the upcoming public meeting and if correlations would be drawn between value statements and the concept frames. RRynski reiterated that the purpose of the concept frames is to illustrate the ideas that have been expressed and that the concept frames are not meant to be viewed as actual redevelopment plans. JDeMott noted these concept frames will be used to advance the planning

process and for seeking additional funding resources. RRynski, JDeMott and others discussed the conceptual frames in the context of the BHURP acquisition and environmental clean-up plan and the inevitability of some short-term vacancies before redevelopment. RRynski stated the City is progressing swiftly and years of vacancy are not anticipated. JDeMott noted redevelopment associated with the Brooks Landing Urban Renewal Plan requires acquisitions, demolitions, and some short-term vacancies. RRynski noted the City is working with property owners to reduce vacancy time and that in some cases, the City is comfortable with being a landlord in the interim, and reiterated the importance of environmental due diligence and any associated clean-up for all included properties.

JMorabito noted the concept frames with RPD on the north are not preferred due to issues with access and security. In addition, JMorabito noted an RPD station was formerly located in the Bull's Head Plaza.

Next Steps

FArmento thanked the PAC meeting attendees for their participation and valuable input. In addition, FArmento presented the next steps for the BHBOA, which included:

- Hold the third public meeting on June 26 at St. Mary's Campus
- Publish the draft Bull's Head Revitalization Plan
- Publish the final Bull's Head Revitalization Plan
- Complete designation of the study area as a Brownfield Opportunity Area
- Proceed with implementation planning and activities

The foregoing meeting minutes represent the writer's interpretation and summary of the proceedings of the meeting. The minutes were reviewed by the City of Rochester and by the members of the Project Advisory Committee. Please notify the City of Rochester of any additions or modifications.

Michael J. Godfrey

Michael J. Godfrey, AICP
Associate Planner



325 Delaware Ave, Suite 200
Buffalo, NY 14202
716.858.1234 ext. 321 (office)
MGodfrey@fisherassoc.com
www.fisherassoc.com

City of Rochester
Bull's Head BOA – Step 2: Nomination
Project Advisory Committee Meeting #5

Monday November 25, 2019 - 6:00 PM
St. Mary's Campus, 89 Genesee Street

AGENDA

1. EPA Grant and Bull's Head BOA Site Assessment Program (BOASAP)

- Overview
- Priority Sites
- Next Steps

2. Since the Last PAC Meeting

- Completed tasks and activities since PAC meeting #4
- Public Meeting #3 Review

3. BOA Nomination Process

- Review of process underway to designate the BOA study area

NOTES:

Attendees

John DeMott	(JDeMott)	19 th Ward Community Association
Zola Brown	(ZBrown)	19 th Ward Community Association
Chris McDonald	(CMcDonald)	19 th Ward Community Association
Joseph Morabito	(JMorabito)	Rochester Police Department
Rick Rynski	(RRynski)	City of Rochester, Neighborhood and Business Development
Frank Armento	(FArmento)	Fisher Associates
Mark Gregor	(MGregor)	Labella
Gabrielle Krawiec	(GKrawiec)	Labella

Introduction and Project Status Update

Rick Rynski (RRynski) and Frank Armento (FArmento) began the meeting with introductions of the project team members present for the meeting. FArmento reviewed the agenda for the meeting and introduced Mark Gregor (MGregor) and Gabrielle Krawiec (GKrawiec) who were scheduled to present information on the City of Rochester's EPA Grant and Bull's Head BOA Site Assessment Program (BOASAP).

EPA Grant and Bull's Head BOA Site Assessment Program

Mark Gregor (MGregor) provided an overview of the City of Rochester's Brownfield Opportunity Area Site Assessment Program (BOASAP). His presentation included background on the program (EPA grant funding to complete environmental site assessments in four BOAs including Bull's Head BOA, identification of strategic and opportunity sites, engagement of BOA communities to help set priorities for use of the grant). MGregor then presented the basic steps to the BOASAP program, from environmental consultant selection to completion of and reporting on environmental site assessments. He also discussed additional BOASAP considerations including site access and control and liability issues and the community involvement requirements including meeting with each BOASAP community and sharing updates. Finally, MGregor presented next steps including a request that each community review the City's Strategic Site list and mapping, determine community priorities, and identify potential additional sites. MGregor also requested that each community provide a prioritized list of sites by January 8, 2020 so that Labella can prepared a summary report regarding site priorities. ZBrown and JDemott indicated that they would review the materials presented by MGregor and provide any feedback on the Strategic Site list and any other sites that may be identified as community priorities.

Since the Last PAC Meeting

Frank Armento (FArmento) reviewed the progress of the project team since the last PAC meeting including the following:

- Held the third public meeting with 90+ attendees
- Completed the meeting summary for Public Meeting #3
- Addressed public and agency comments received at the public meeting
- Submitted partial draft Revitalization Plan to NYS DOS and received positive feedback
- Prepared draft Revitalization Plan for internal review
- Continued implementation of the first phase of the Urban Renewal Plan including land assembly and environmental investigation/remediation activities
- Began second phase of Urban Renewal Plan

FArmento also reviewed the Public Meeting #3 Meeting Summary with the PAC members and attendees. Public Meeting #3 included the following:

- Presentation of the Vision Statement, Goals and Objectives
- Strategic Sites
- Bull's Head Urban Renewal Plan including four conceptual redevelopment frames
- A Visual Preference Survey
- Meeting Feedback

BOA Nomination Process

FArmento described the BOA Designation Application Process. This includes finalizing the draft Revitalization Plan for public comment in December 2019 and submittal of an Application in January 2020 seeking official NYSDOS designation of the BOA study area as a Brownfield Opportunity Area which opens opportunities for grants and other financial incentives for pre-development and implementation activities.

Next Steps

FArmento thanked the PAC meeting attendees for their participation and valuable input. In addition, FArmento presented the next steps for the BHBOA, which included:

- Complete the draft Revitalization Plan
- Prepare the BOA Designation Application and make available for public comment
- Submit the BOA Designation Application to NYSDOS
- Proceed with implementation planning and activities

The foregoing meeting minutes represent the writer's interpretation and summary of the proceedings of the meeting. The minutes were reviewed by the City of Rochester and by the members of the Project Advisory Committee. Please notify the City of Rochester of any additions or modifications.



Frank j. Armento, AICP
Associate Planner



325 Delaware Ave, Suite 200
Buffalo, NY 14202
716.858.1234 ext. 306 (office)
FArmento@fisherassoc.com
www.fisherassoc.com



BULL'S HEAD REVITALIZATION

PUBLIC MEETING
July 27, 2017

Meeting Agenda

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

Notes:



Study Description

The Bull's Head Revitalization Study represents Step 2 of 3 in the NYS Brownfield Opportunity Areas (BOA) Program. The Study will provide an in-depth and thorough description of existing conditions, potential brownfields, opportunities, and constraints, and will include an economic and market trends analysis. Based on this thorough inventory and analysis, key findings will inform recommendations and the identification of strategic sites. The Study will emphasize recommendations and reuse potential for strategic sites that may act as catalysts for neighborhood revitalization. The planning process will result in designation of the BOA by the Secretary of State which will provide tools and incentives to encourage reinvestment in the area.

Public Participation + Feedback

Local residents and stakeholders will have multiple opportunities to provide input and feedback during the Bull's Head revitalization study process. The Community Participation Plan (CPP) details the anticipated methods and opportunities to engage local residents and stakeholders in the study process. The CPP is posted on the BOA website (see below). To receive updates on future public participation opportunities, please leave your name, address, and email at the sign-in station. To provide written feedback to the project team, please contact the project manager listed below.

Project Contact

Rick Rynski
Project Manager
City of Rochester
30 Church Street, Rm 005A
Rochester, NY 14614-1290

More Information

Website:
CityOfRochester.gov/BullsHeadRevitalization

Document Repository:
Arnett Branch Public Library



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BULL'S HEAD REVITALIZATION

PUBLIC MEETING
July 29, 2017

This 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.

AGENDA
PUBLIC MEETING

6:00 pm Sign-in

6:10 pm Welcome Remarks

6:15 pm Presentation

7:00 pm Breakout Stations

Presentation

1. BOA Program Overview
2. Inventory
3. Subarea

BOA PROGRAM OVERVIEW



NYS Department of State
Brownfield Opportunity Areas 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.

Large Sites

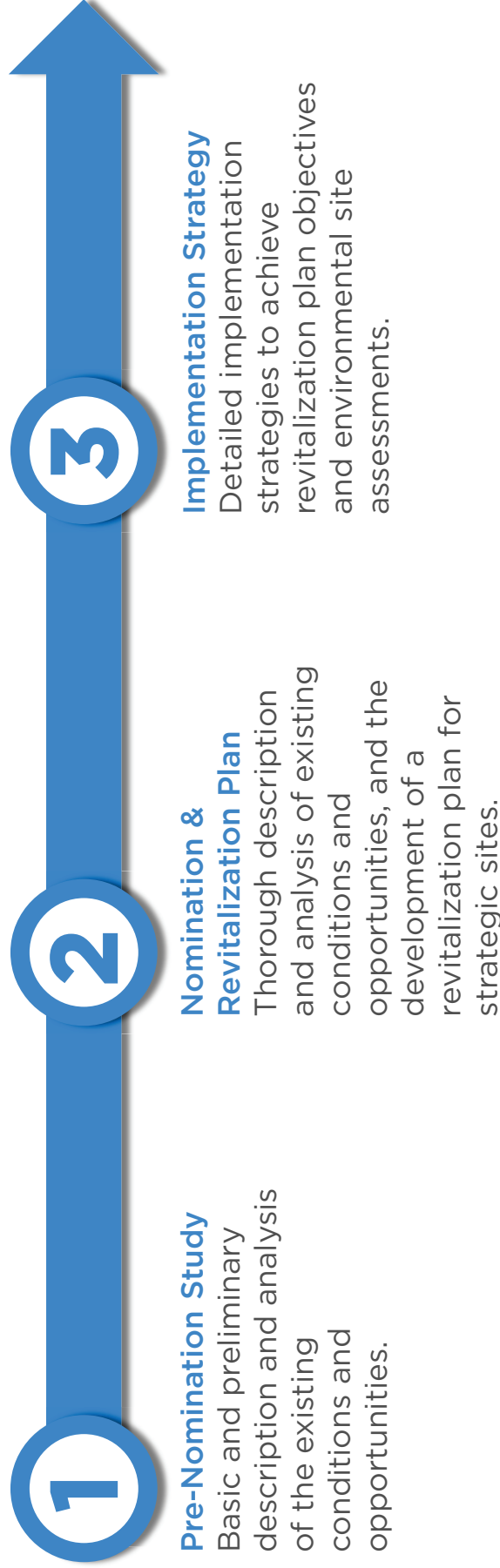


Small Sites



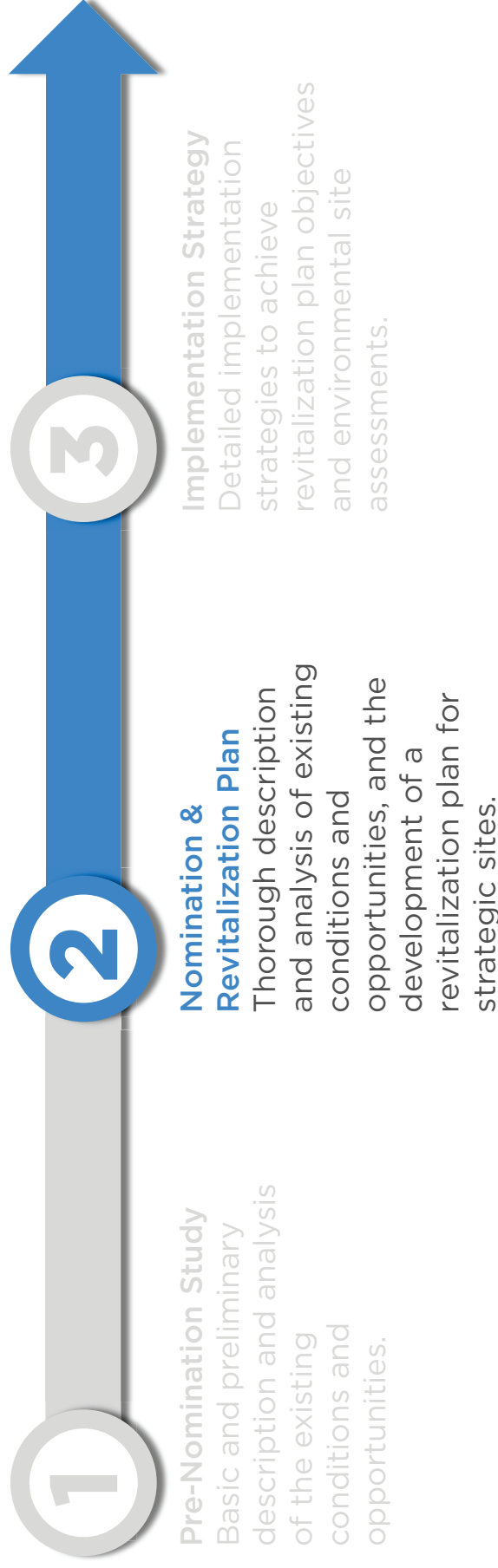
What is the **Brownfield Opportunity Areas Program?**

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



What is the **Brownfield Opportunity Areas Program?**

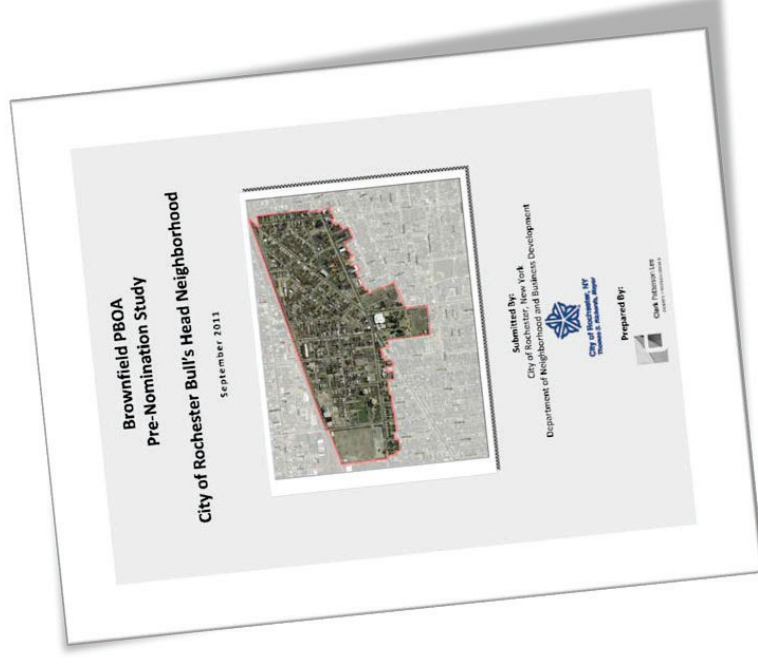
A 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment.



What was in the Step 1 Pre-Nomination Study?

- Established Study Area
- Drafted preliminary:
 - Vision and goals
 - Existing conditions analysis
 - Potential brownfields
 - Opportunities and constraints
 - Guiding principles

The Step 1 Pre-Nomination Study incorporated findings from the 2009 Bull's Head Area Community Design Workshop.



Report available from:
Project Website
Arnett Brank Public Library

What will be in the

Step 2 Nomination and Revitalization Plan?

Inventory & Analysis

Existing conditions, opportunities, constraints
Economic and market trends
Potential brownfield sites

Bull's Head Visioning

Neighborhood vision statement, goals and objectives

Identification

Strategic sites as catalysts for revitalization

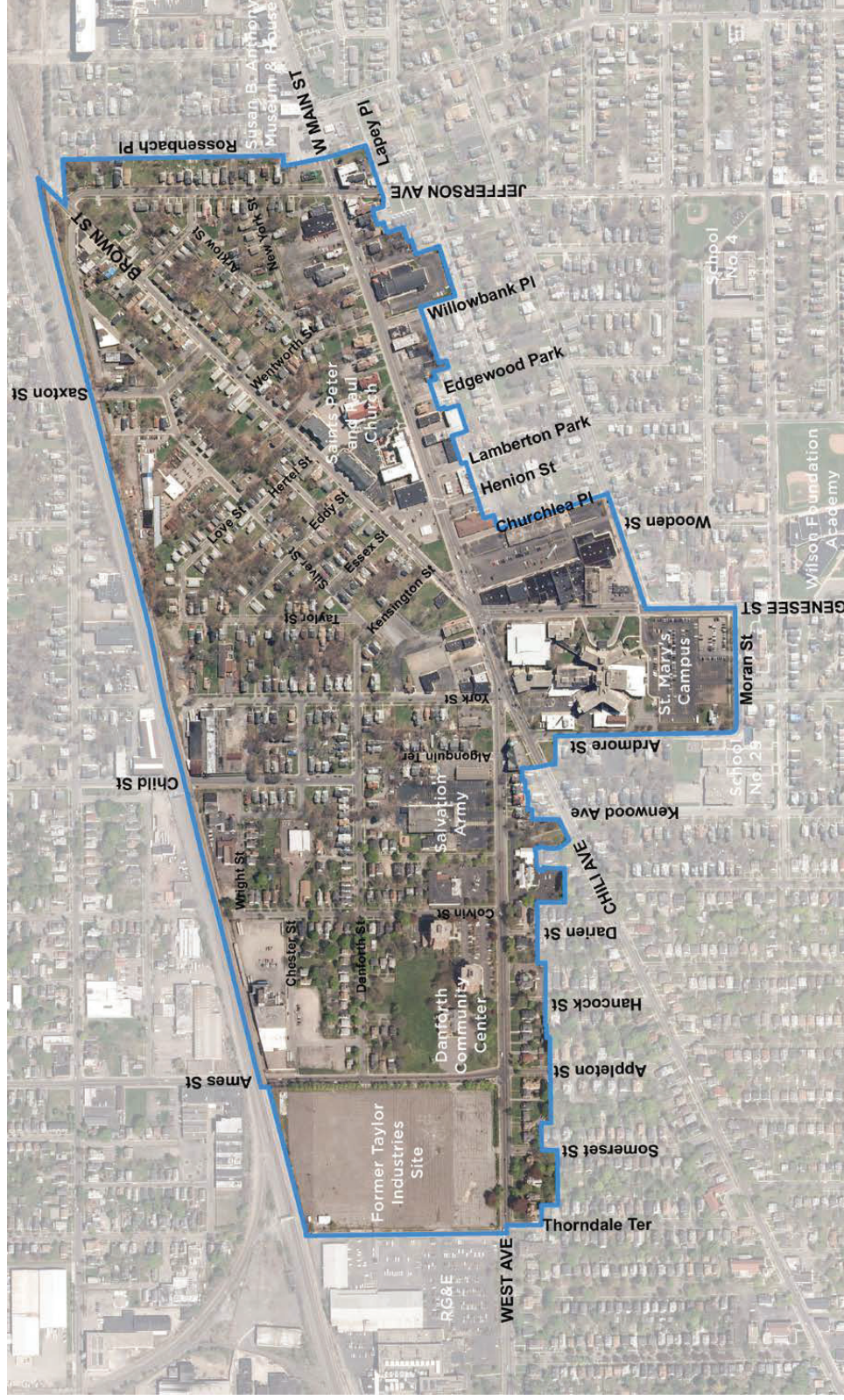
Recommendations

Actions for revitalization

How will the **BOA Program benefit the community?**

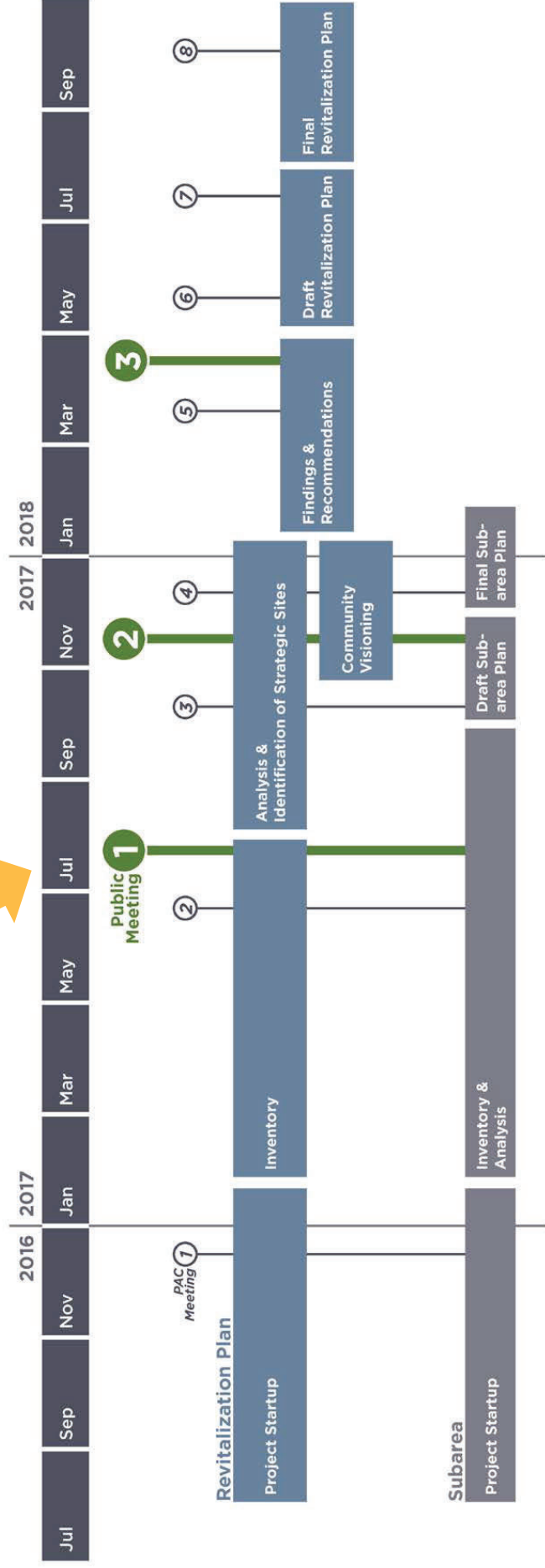
- Address environmental justice issues
- Develop strategies to achieve revitalization
- Create public & private partnerships
- Prioritize public & private investment
- Inform environmental site clean-ups
- Create “shovel-ready” sites
- Market sites to attract investors
- Enhanced construction tax credits

Where is the Study Area?



What is the timeframe of Step 2?

We are here



Who is championing the Plan?



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

City of Rochester

Department of Neighborhood and Business Development



New York State
Department of State



FISHER
ASSOCIATES

Prime Consultant:



19th Ward
Community Association

With support from:



HIGHLAND
PLANNING



RAVI ENGINEERING
& LAND SURVEYING, P.C.



Analyze. Advise. Act.



CJS
ARCHITECTS

Who is **overseeing the Plan?**

Project Advisory Committee (PAC)

- Neighborhood United
- 19th Ward Community Association
- Changing of the Scenes (COTS) Neighborhood Association
- Susan B. Anthony Neighborhood Association
- Rochester Regional Health
- Rochester Police Department
- DePaul Properties

*PAC member contact information detailed in the Community Participation Plan
(posted on the project website and available at Arnett Branch Public Library)*

INVENTORY



Where is **Bull's Head now?**



Neighborhoods in transition



Employment/retail in flux



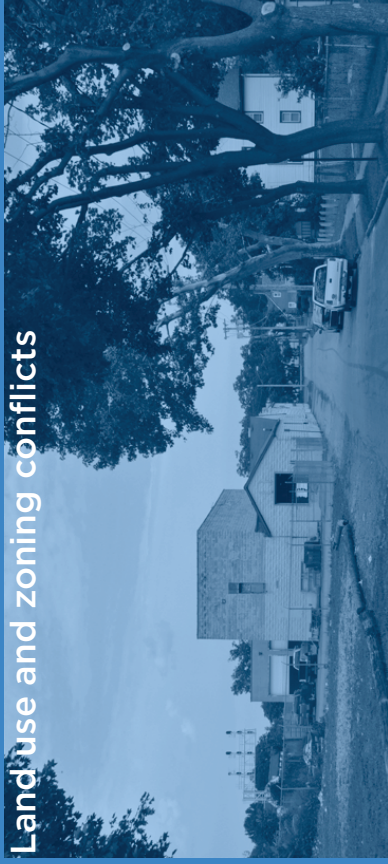
Notable historic/cultural resources



Large former industrial lands



Many vacant properties

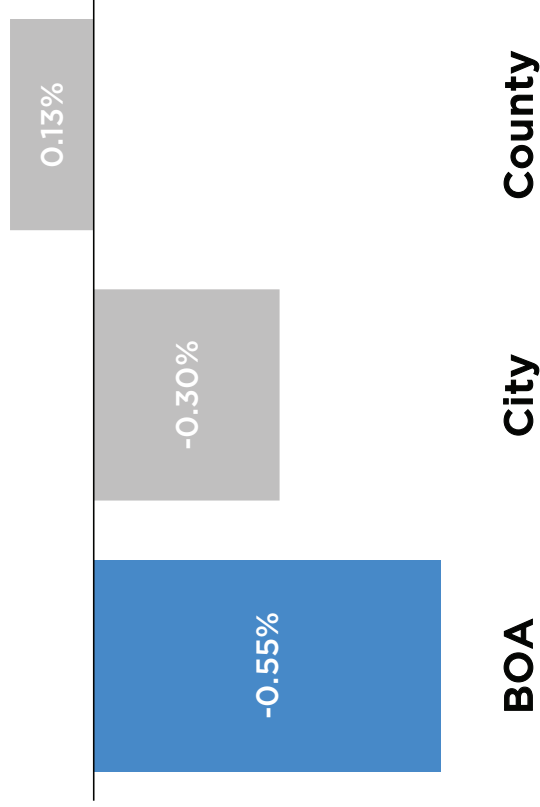


Land use and zoning conflicts

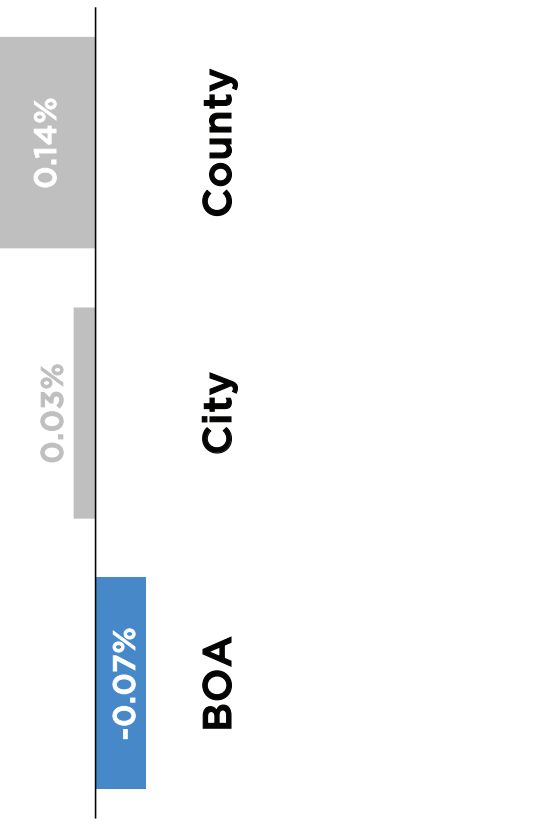
Demographics

1,815
residents

Population Change (2000 - 2016)
Annual Rate (CAGR)



Population Forecast (2016 - 2021)
Forecast Annual Rate



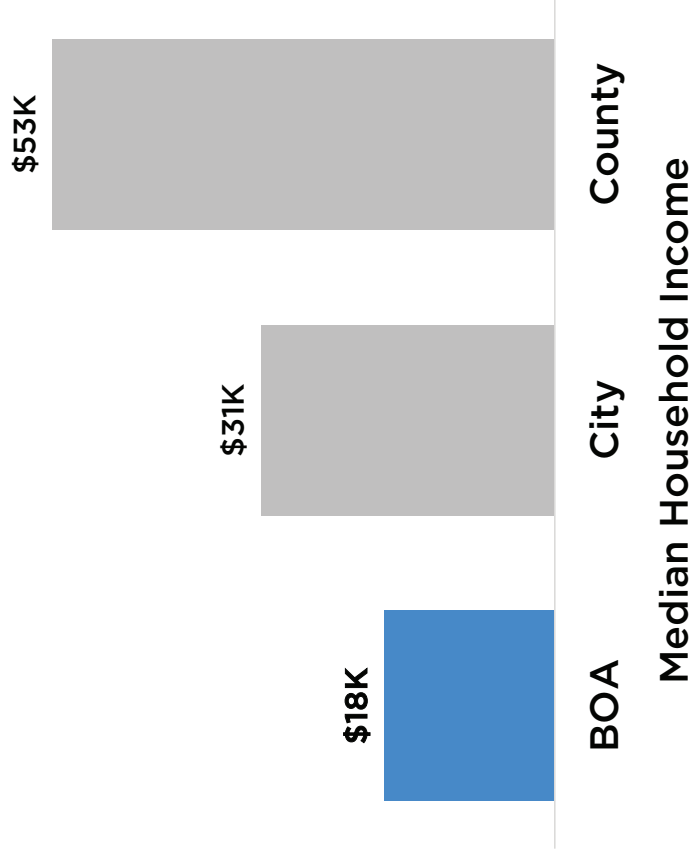
Source: US Census Bureau (2000), ESRI forecast data (2016)

Demographics

BOA: 18% unemployed

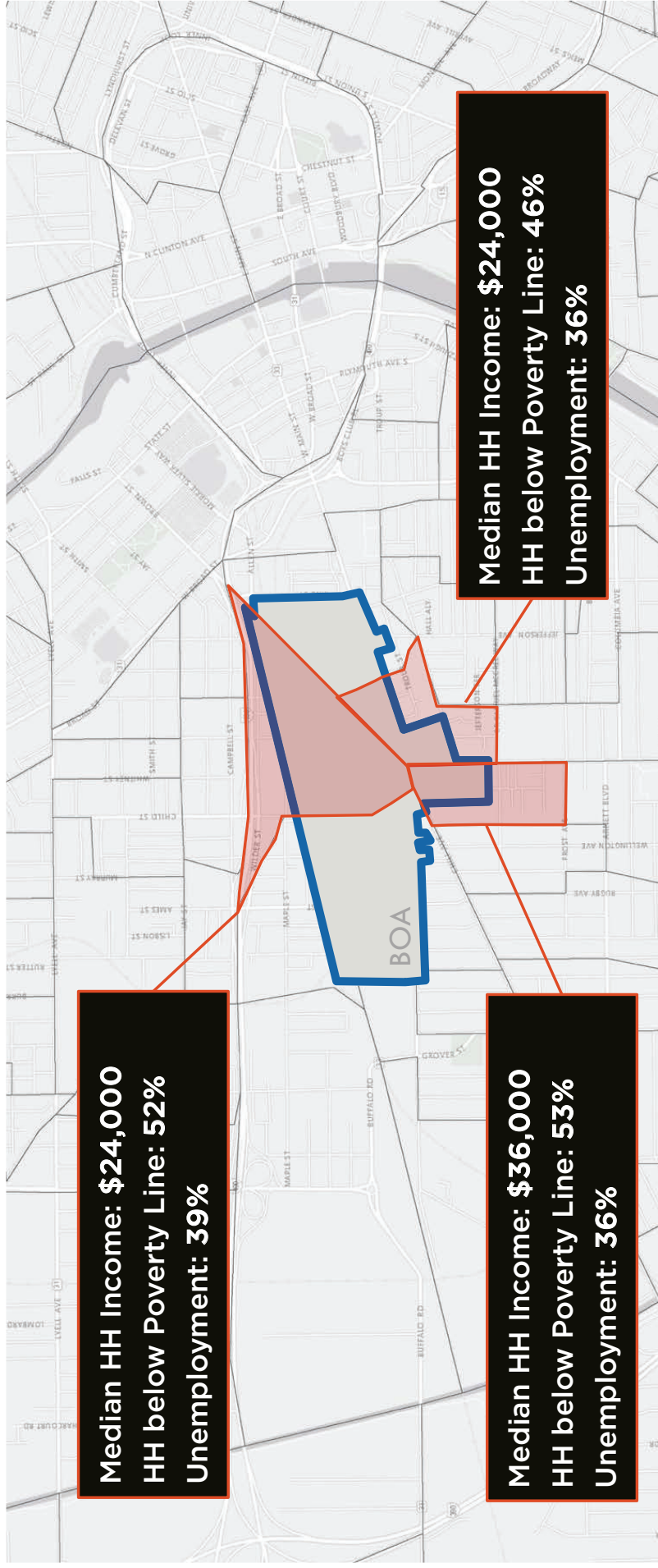
City: **9%** unemployed

County: **5%** unemployed



Source: ESRI forecast data (2016)

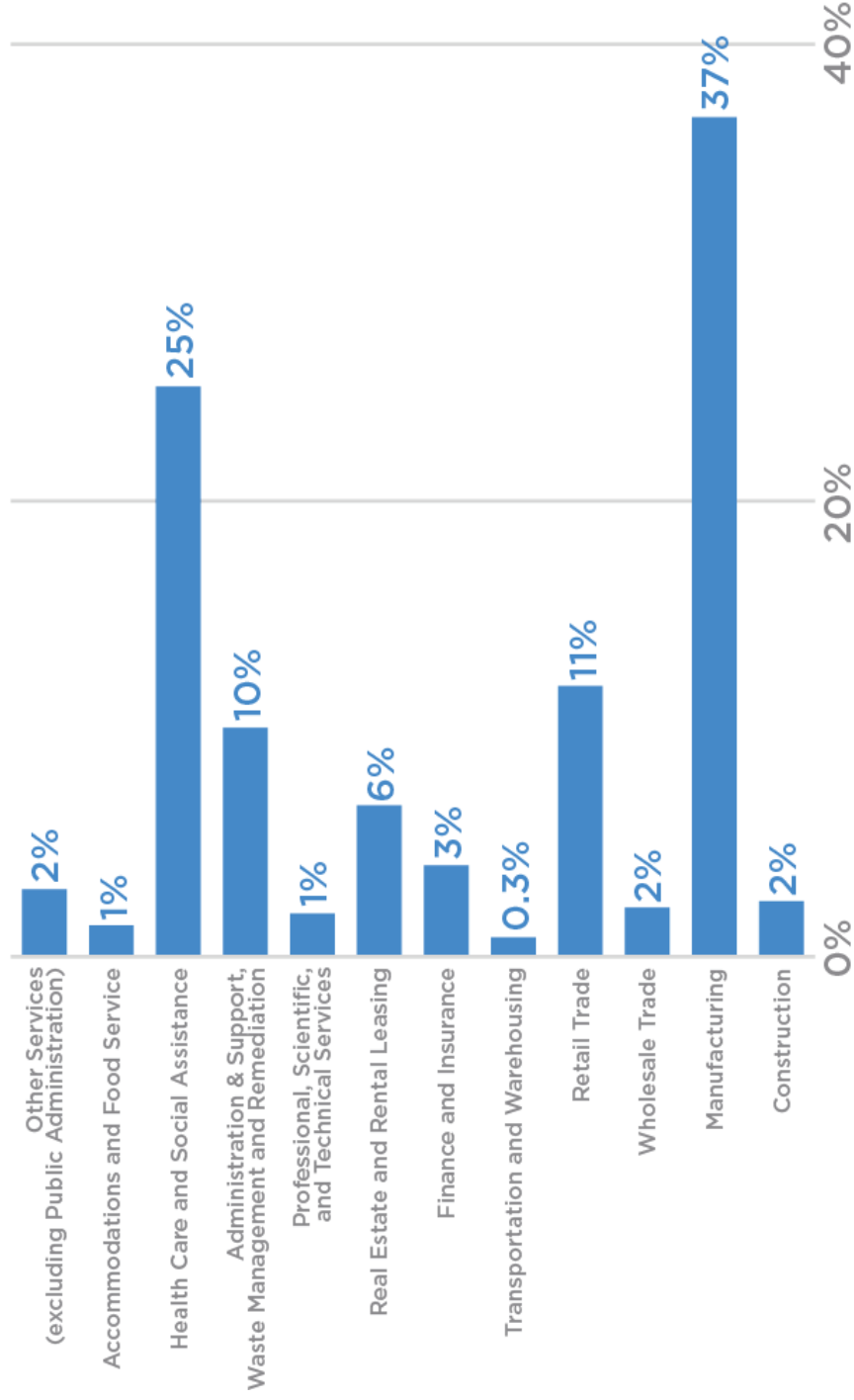
Demographics



Source: City of Rochester Neighborhood Data Map (2014)

Employment

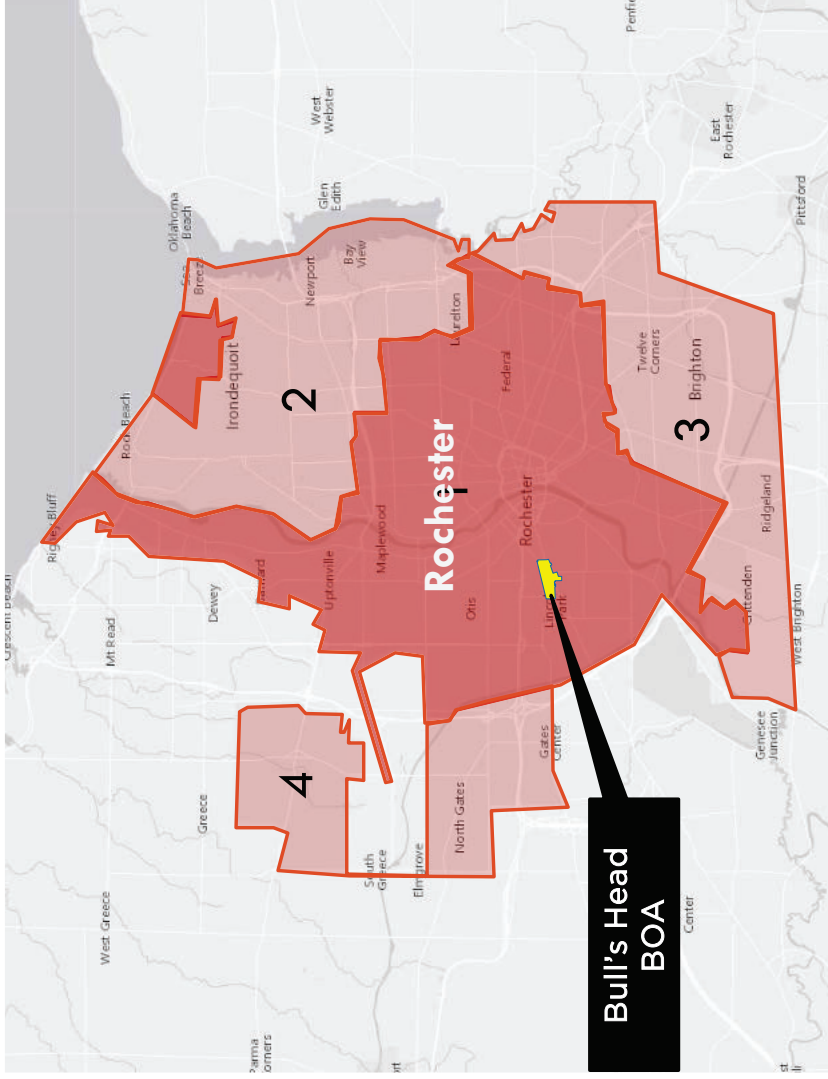
375 to 506 local jobs



Employment estimates in the BOA vary across data sources due to differences between survey methodologies and study years.

Source: LEHD on the Map (2014), ESRI forecast (2016)

Employment

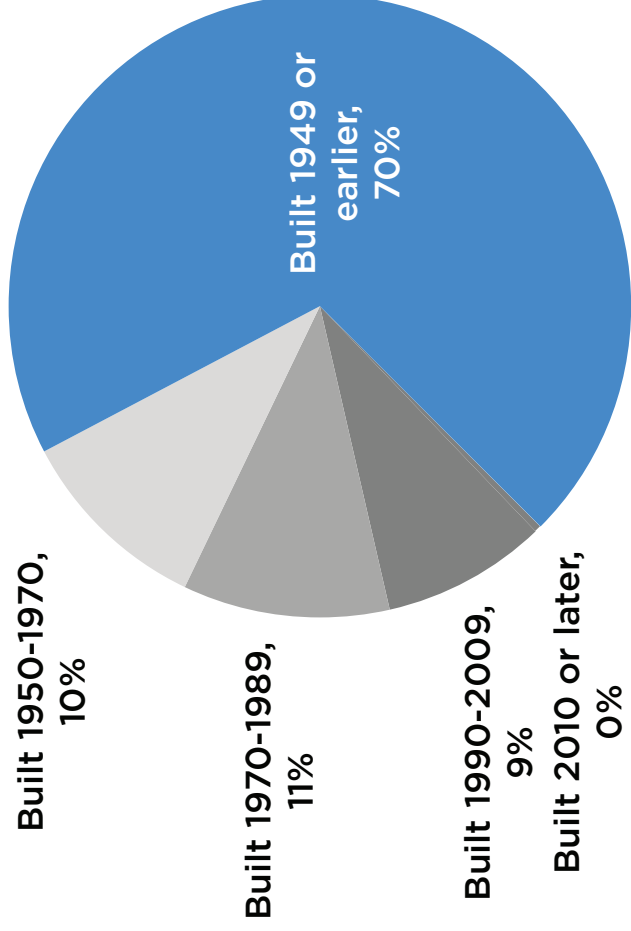


	City	Total	Share
1	Rochester, NY	223	46%
	Central Business District	43	9%
	University District	27	6%
	Bull's Head BOA	6	2%
	Other Areas	147	30%
2	Brighton CDP, NY	28	6%
3	Irondequoit CDP, NY	15	3%
4	Greece, Gates, North. Gates CDPs	14	3%
	All Other Locations	217	41%
GRAND TOTAL		483	100%

Source: LEHD on the Map (2014)

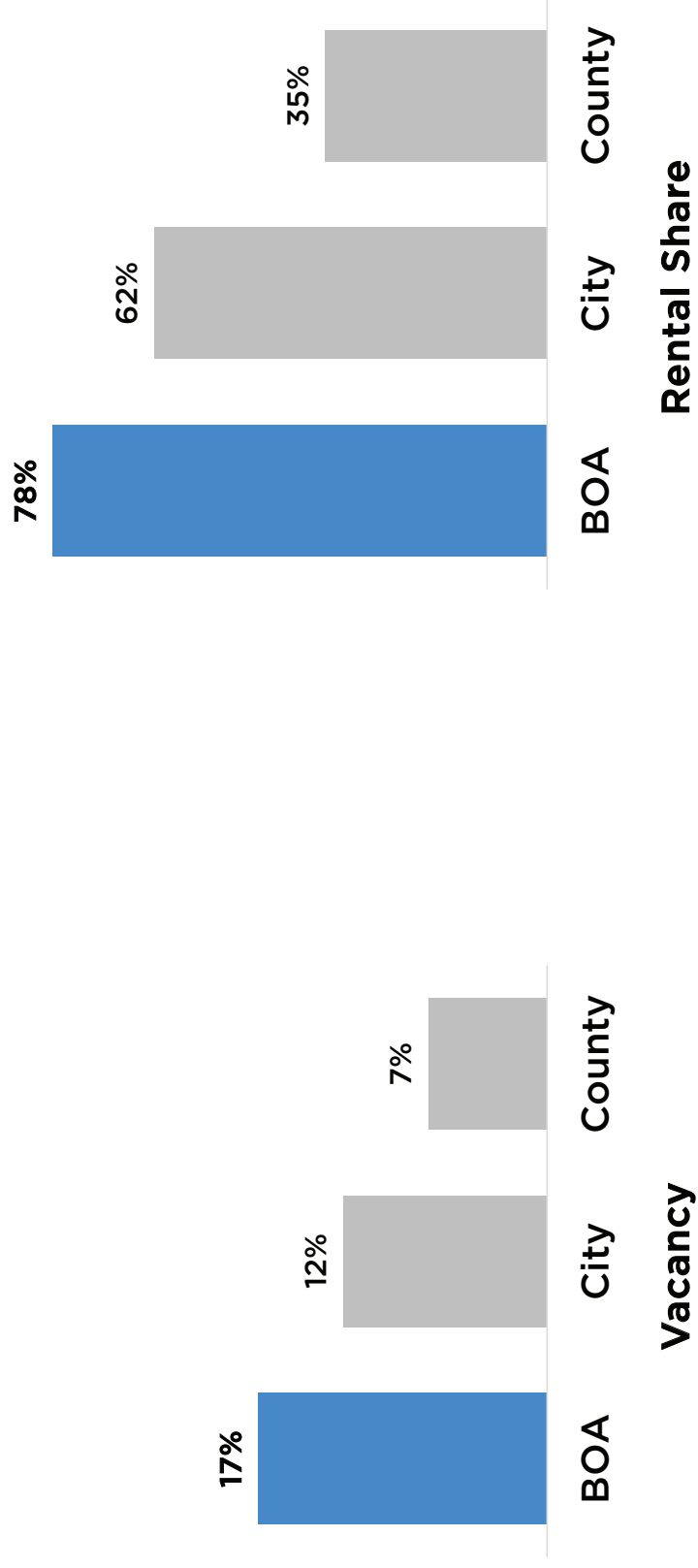
Housing

874 housing units



Source: US Census American Community Survey (2014, 5-year estimates)

Housing



Source: ESRl forecast (2016), US Census American Community Survey (2014-5-year estimates)

Housing

BOA: **\$568**

City: **\$856**

County: **\$909**

Median Residential Rent/month

BOA: **\$58,000**

City: **\$81,000**

County: **\$140,000**

Median Home Value

Commercial

BOA:

360,000 SF healthcare

248,000 SF retail

250,000 SF office

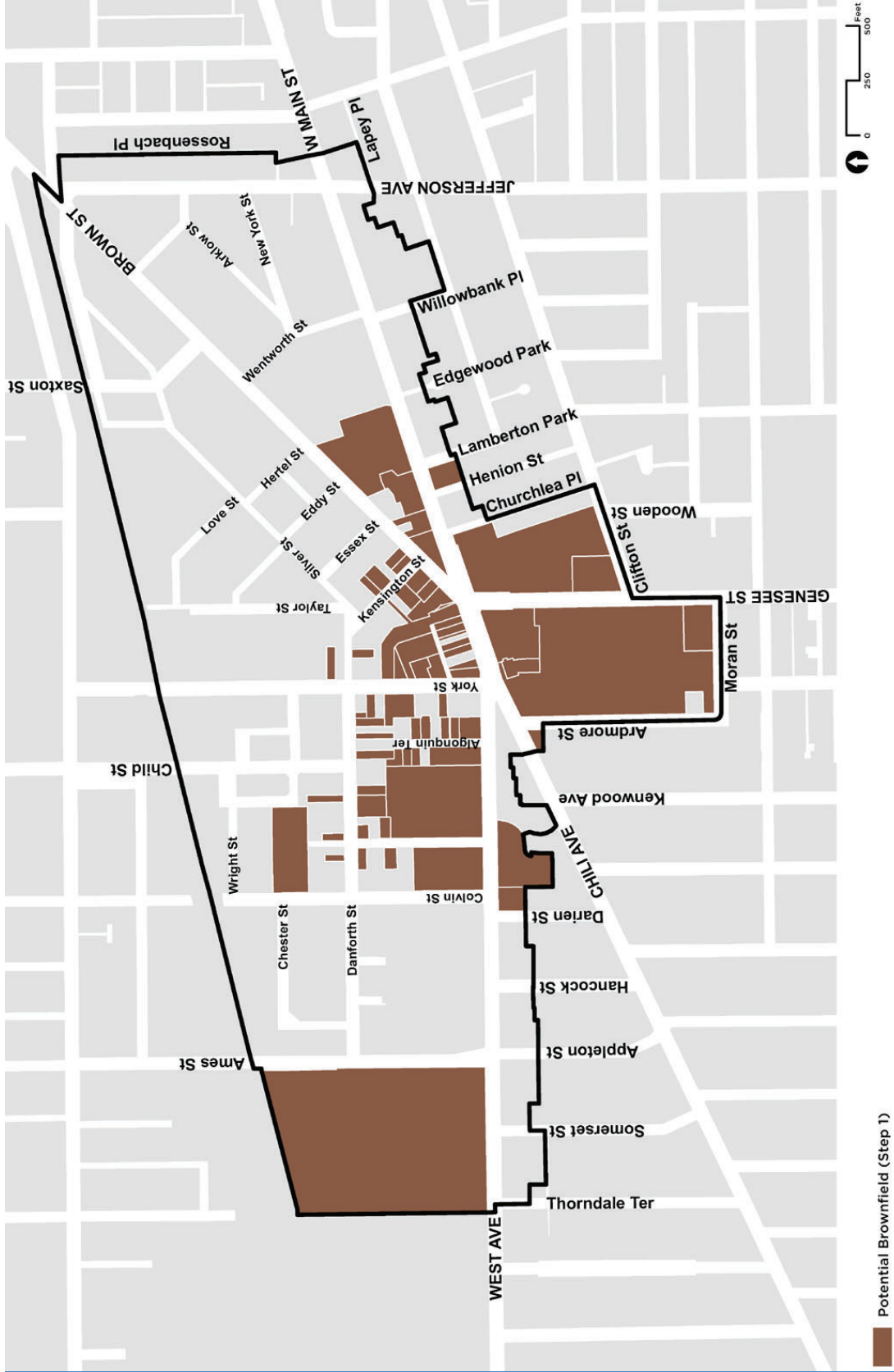
City of Rochester:

7-8 M SF healthcare

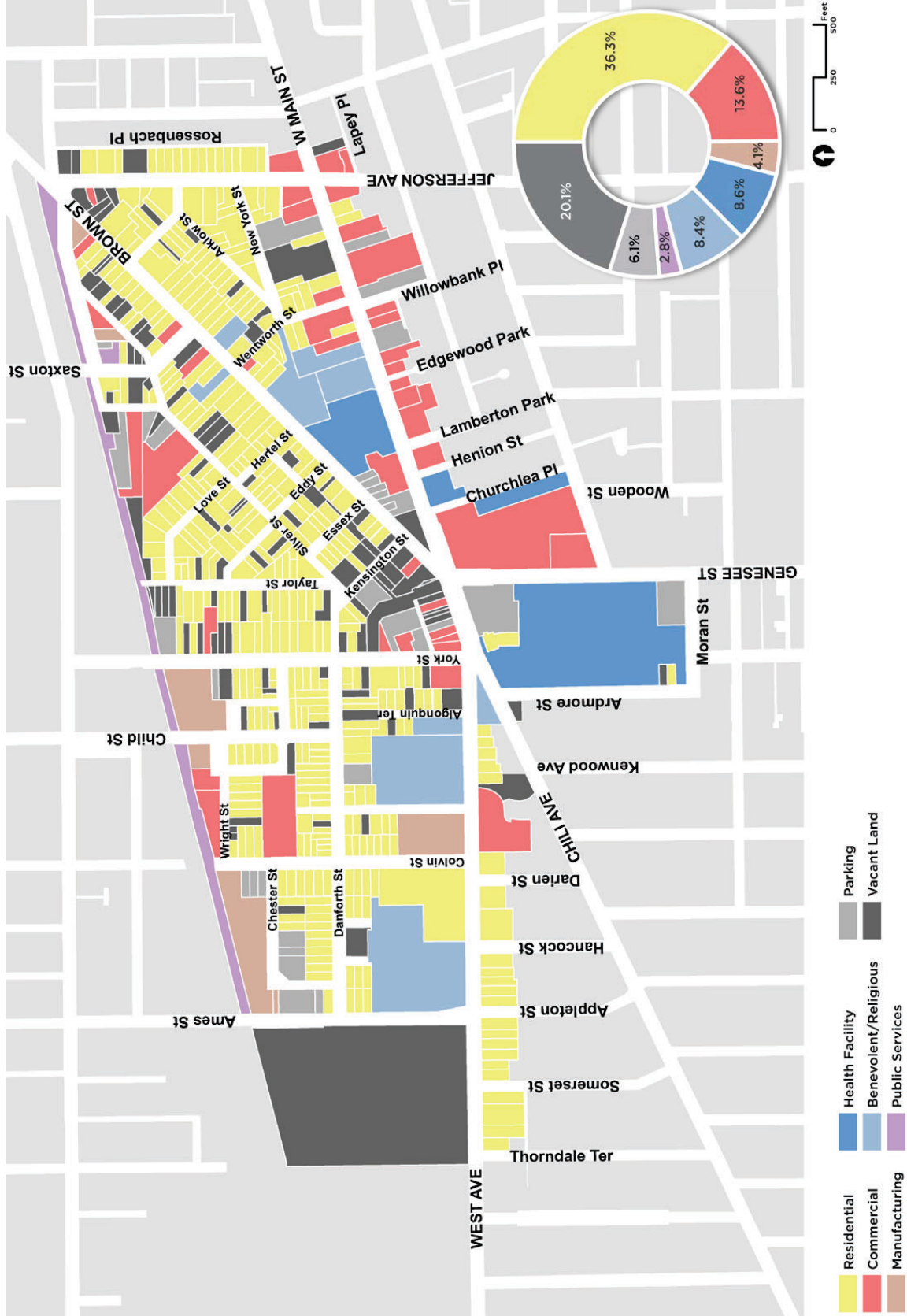
23 M SF retail

14 M SF office

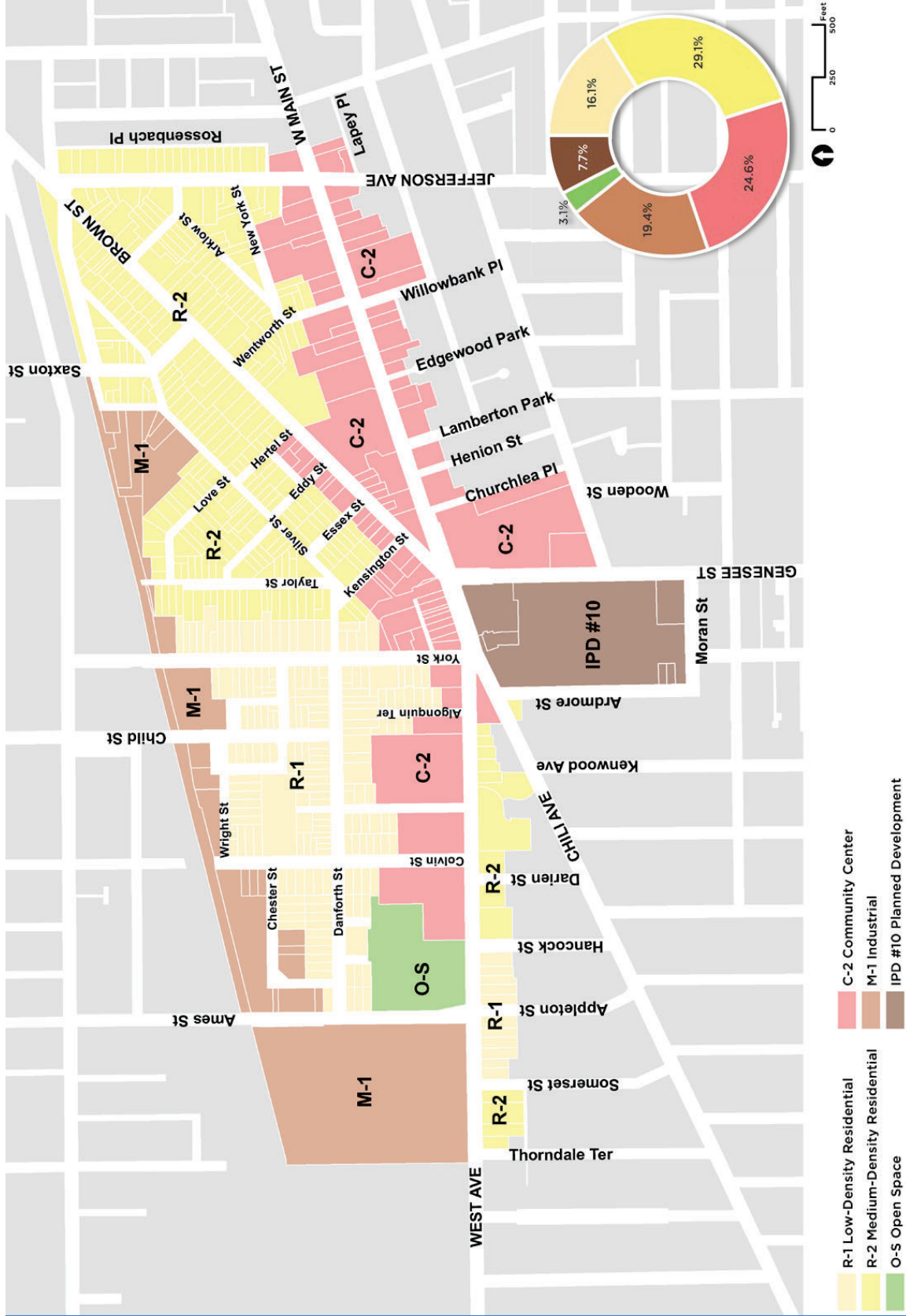
Potential Brownfields (step 1)



Land Use

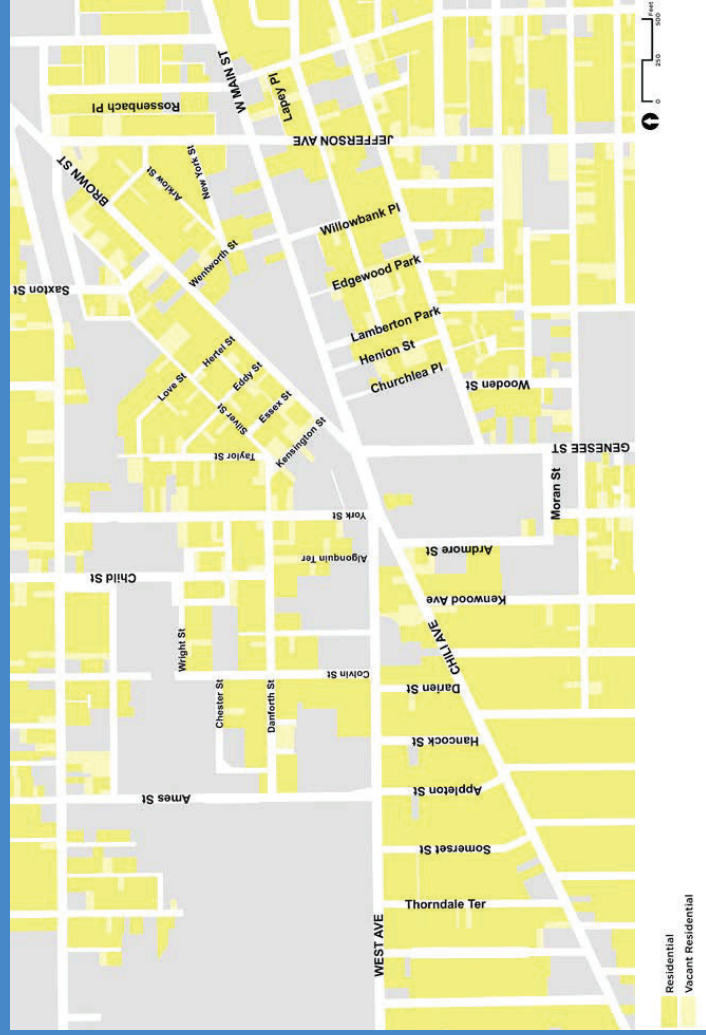


Zoning



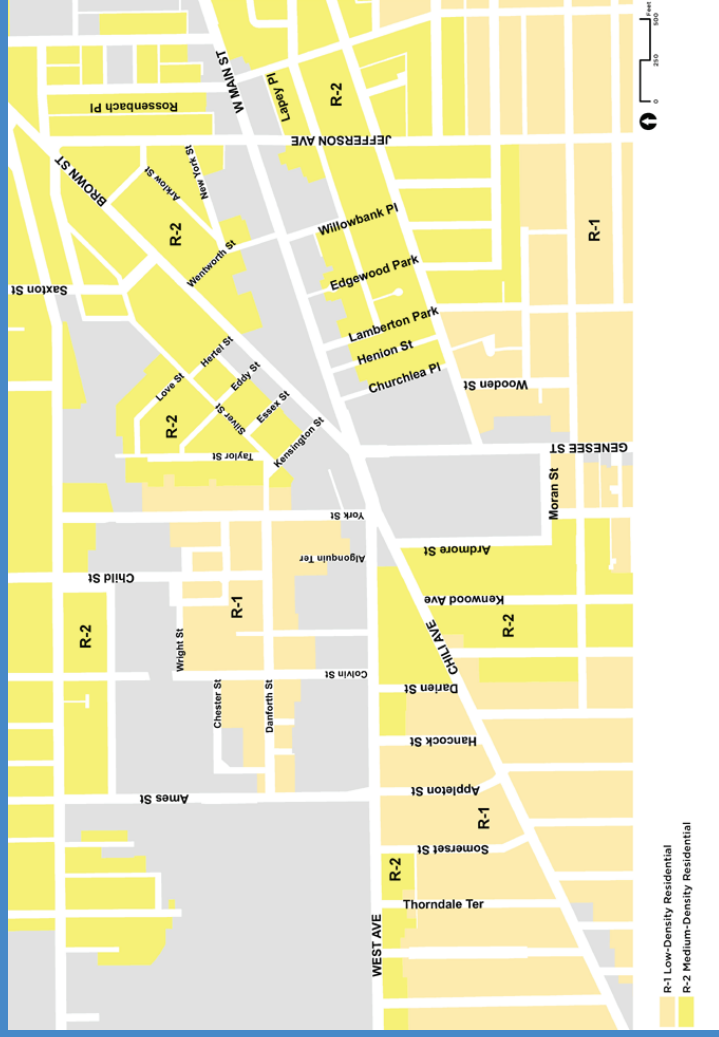
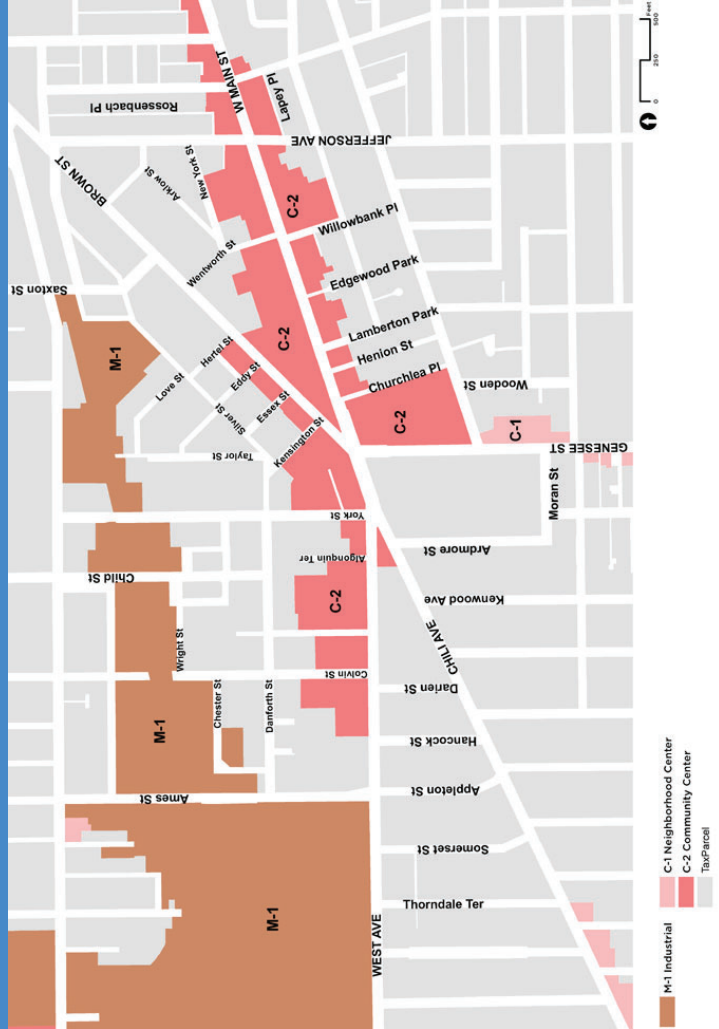
Land Use

Manufacturing & Commercial VS Residential



Zoning

Manufacturing & Commercial VS Residential





Vacant Land

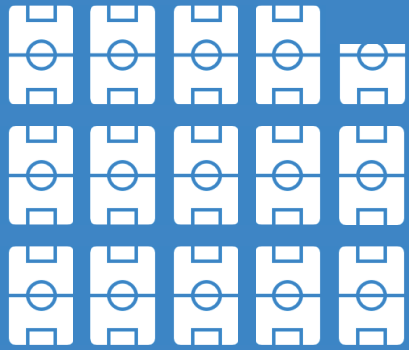
29.2 acres

or

20.1% of the BOA

or

Equivalent to 14.6 soccer fields



Vacant Land

Large Properties
(with same owner)

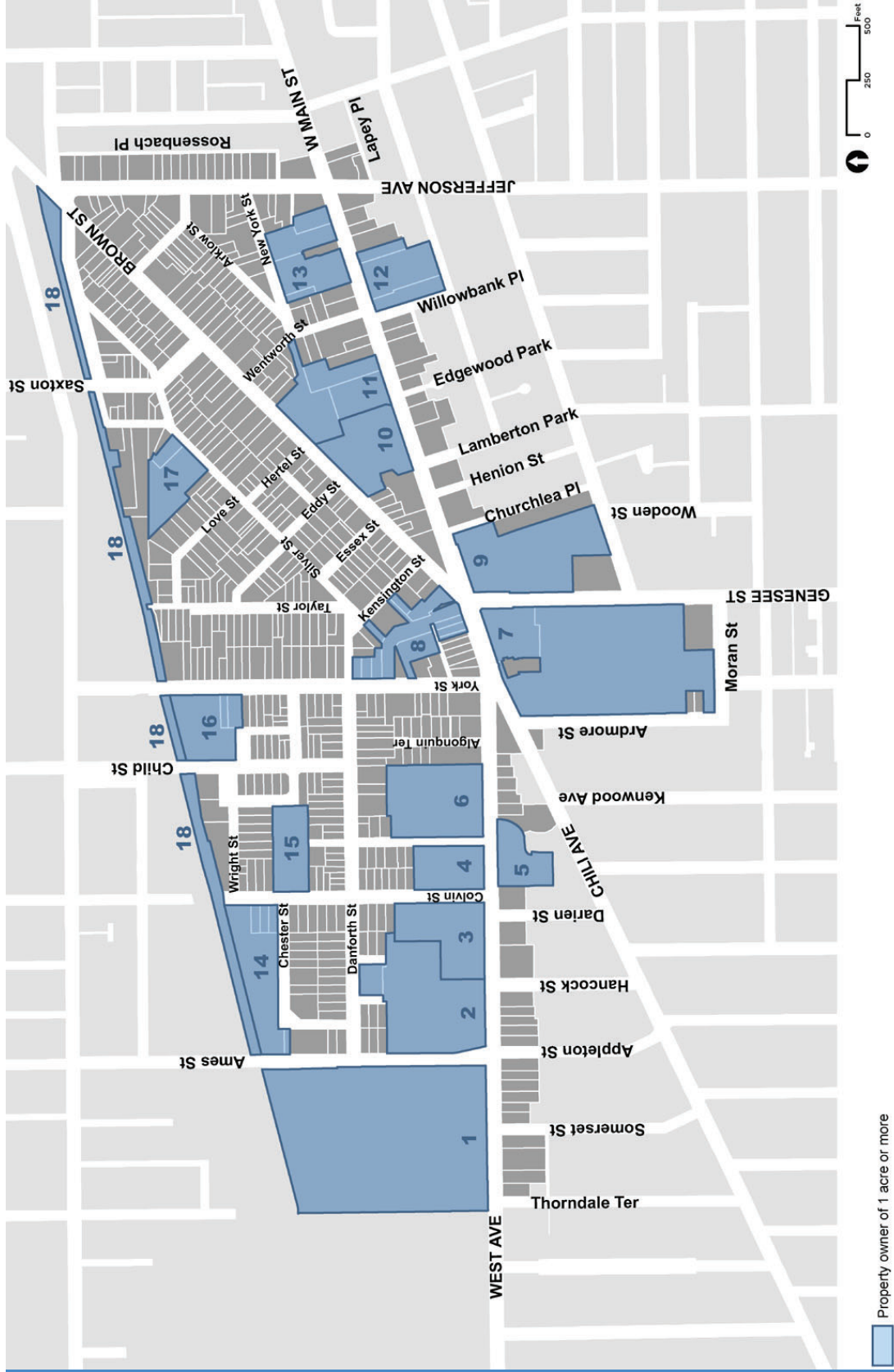
15 owners

control

65.5 acres

or

45.1% of the BOA





Traffic Volumes

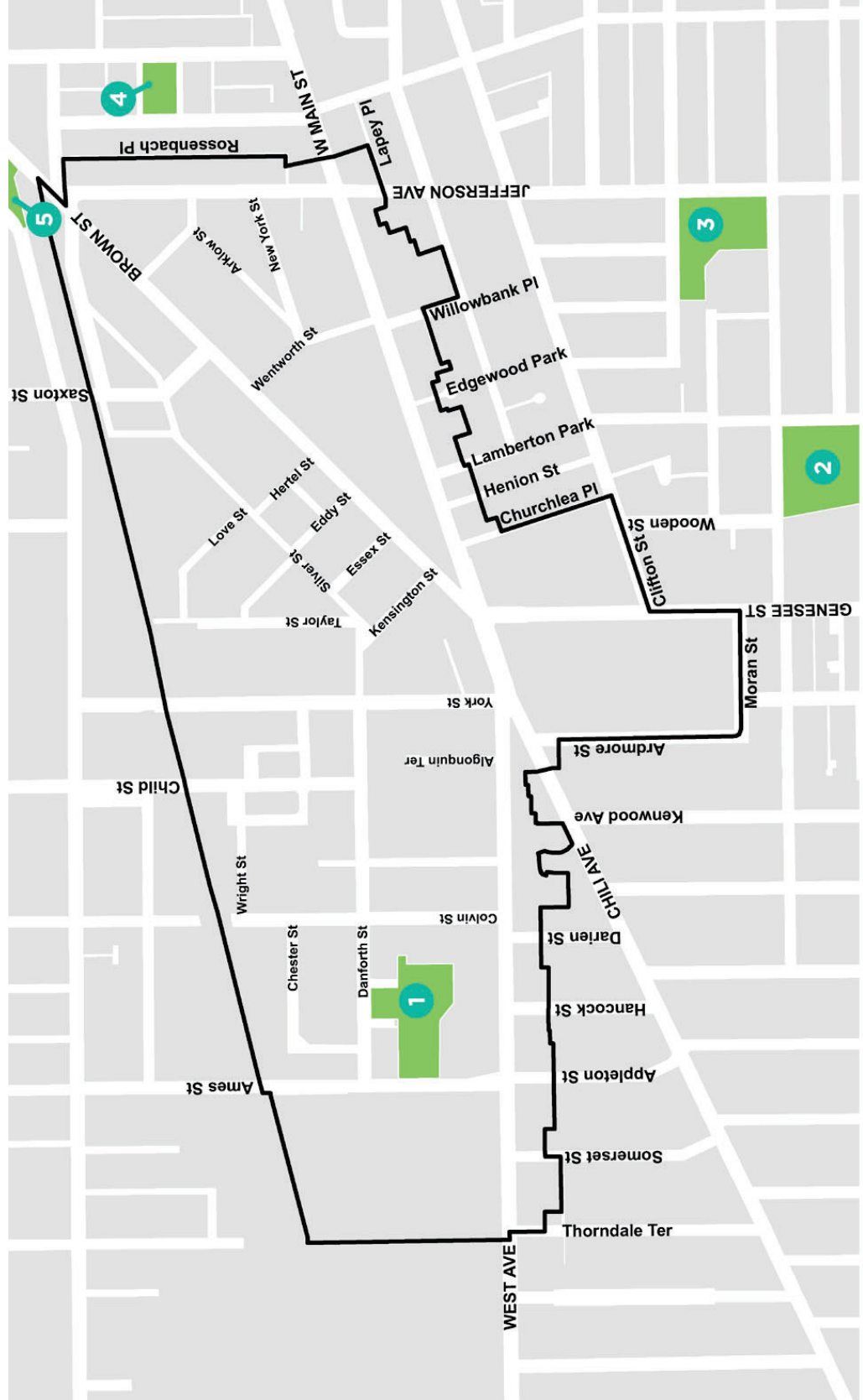
Street	Lanes	Vehicles
W Main	4	13,768
Genesee	2	13,487



MCDOT
Safety Studies
 W Main/Brown/Genesee
 &
 Genesee/Clifton

Parks & Recreation

	Acres	Playground	Basketball	Baseball	Track	Football	Open Lawn
1	2.9	✓	✓	✓	✓	✓	✓
2	8.8	✓	✓	✓	✓	✓	✓
3	2.8	✓	✓	✓	✓	✓	✓
4	0.8	✓	✓	✓	✓	✓	✓
5	0.5	✓	✓	✓	✓	✓	✓



Within BOA:
 1 Lynchford Park

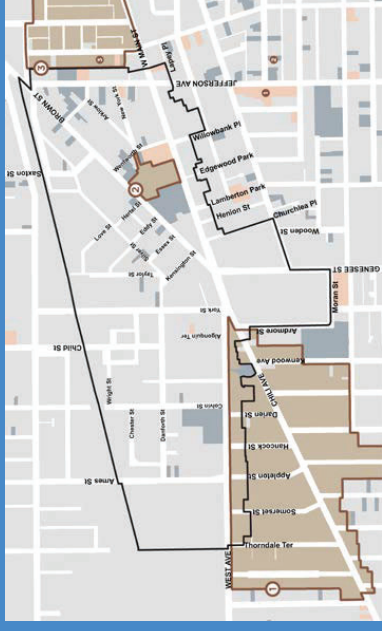
Outside BOA:
 2 Wilson Foundation Academy Sports Complex
 3 Jefferson Terrace Park
 4 Susan B. Anthony Square
 5 Grape Wilder Park



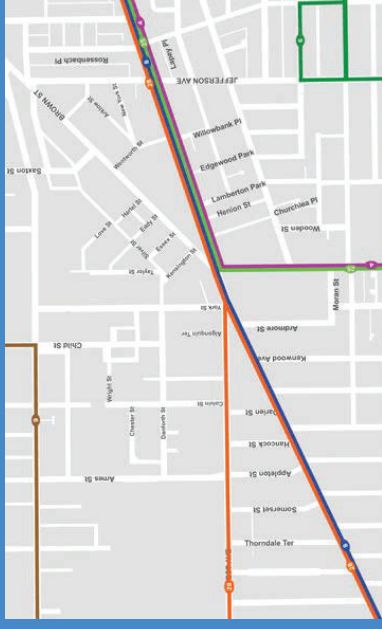
Other Areas of Inventory

(Viewable on the posters)

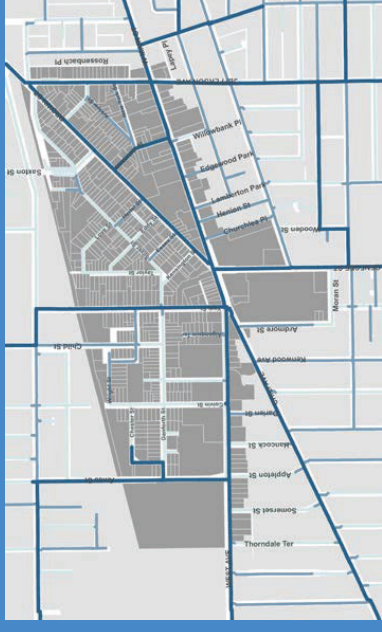
Historic Resources



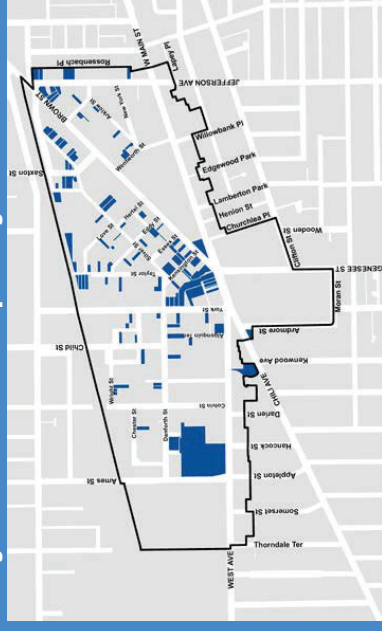
Transit Services



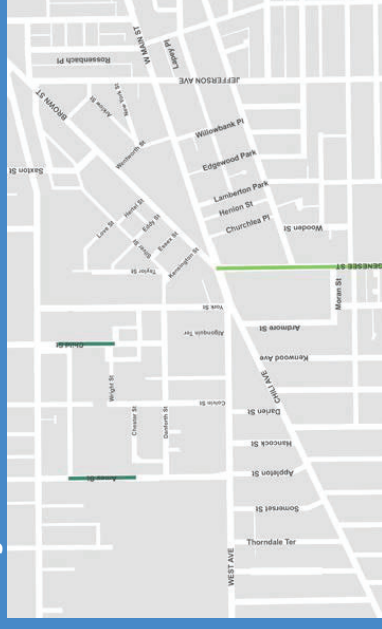
Water Infrastructure



City-owned Property



Bicycle Routes



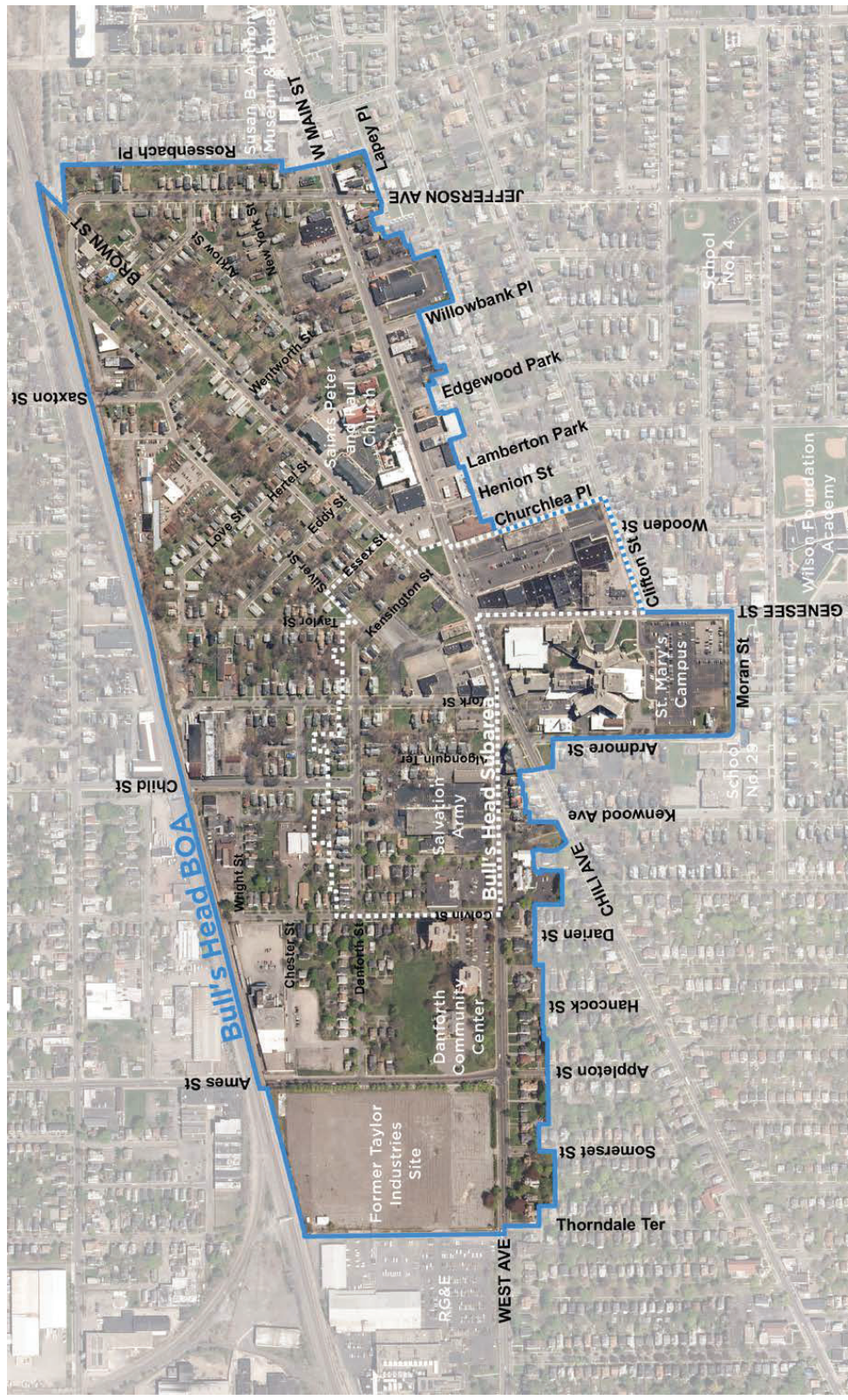
Sewer Infrastructure



SUBAREA



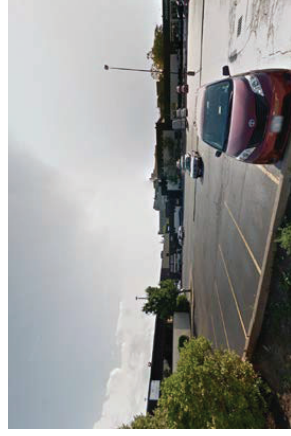
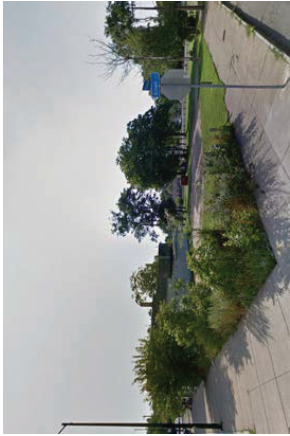
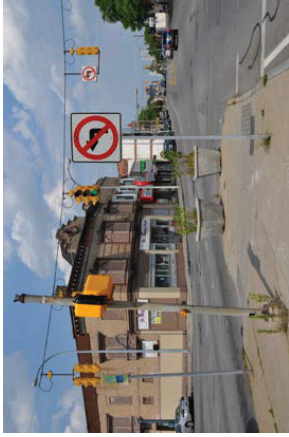
Where is the Subarea?



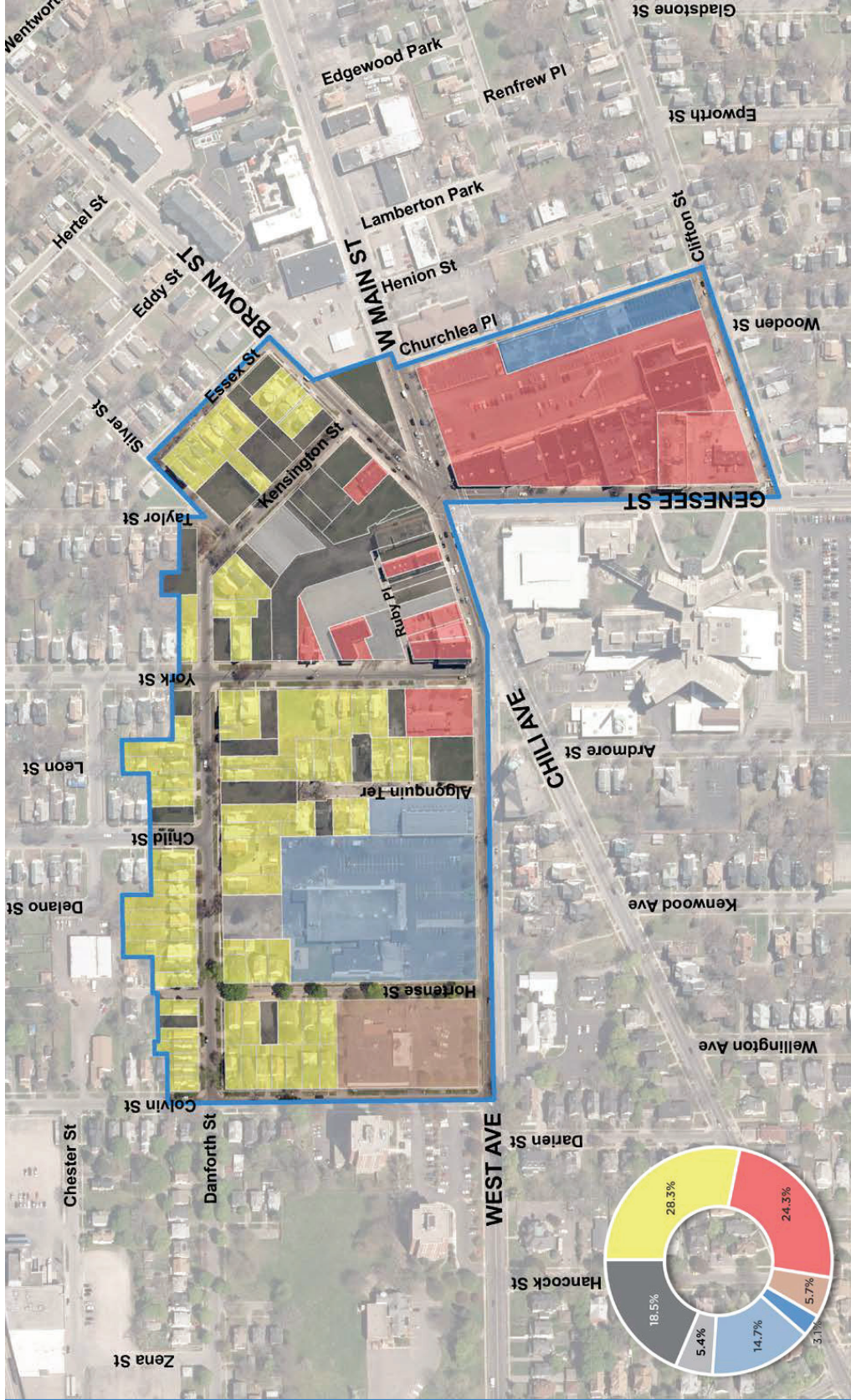
Where is the Subarea?



What is the Subarea?



Subarea Land Use



- Residential
- Commercial
- Manufacturing
- Health Facility
- Benevolent/Religious
- Parking
- Vacant Land
- Bull's Head Subarea

Subarea City-owned Land



City-owned Land



Bull's Head Subarea



Prior Studies

Bull's Head BOA Step 1 Pre-Nomination Study

(Clark Patterson, 2011)

Guiding Principles

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

Prior Studies

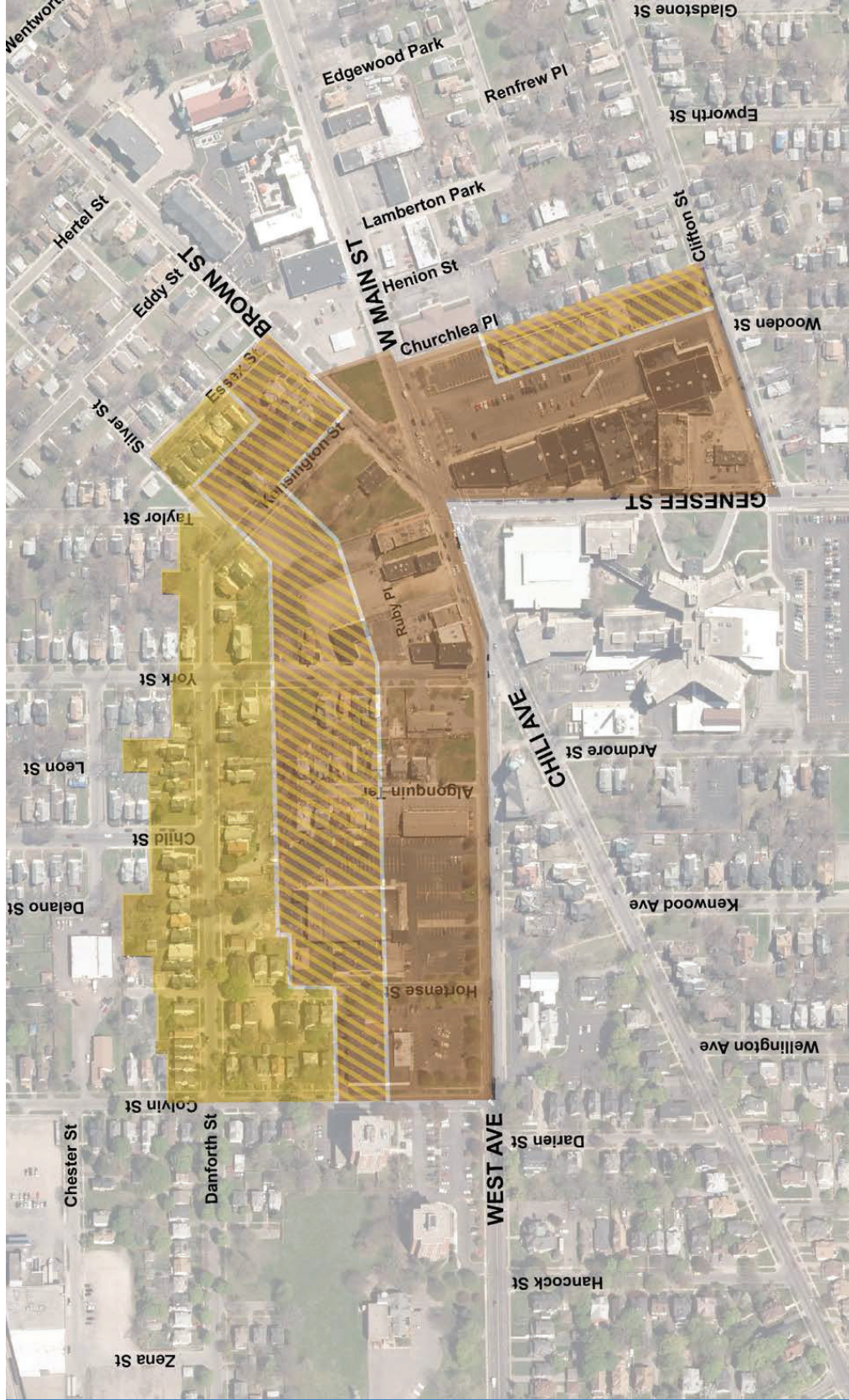
Community Design Workshop

(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

Preliminary Land Use Concept



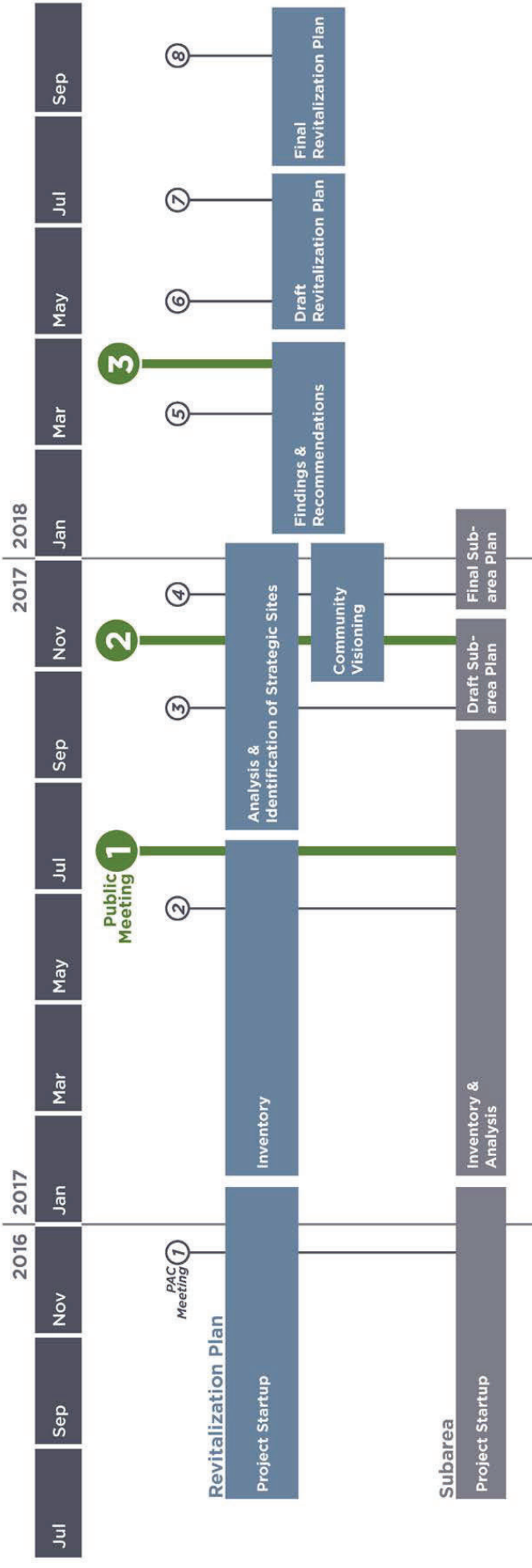
- Mixed-use
- Residential
- Mixed-use Transition

Subarea Plan 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

Next Steps





Breakout Stations

Demographic and Economic Conditions

- What is the hardest part about living and working in the project area?
- What should we make sure to preserve?

Parks & Recreation

- How do you use parks and recreational spaces in the project area today?
- How could we improve parks and recreational spaces?

Transportation and Infrastructure

- In what ways is it difficult to get around the neighborhood?
- What mode of transportation do you use most frequently and why?

Land Use

- What land uses pose challenges for the project area?
- What are the greatest opportunities to strengthen existing land uses or introduce new land uses to the project area?



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BULL'S HEAD REVITALIZATION

PUBLIC MEETING
July 29, 2017

Project Contact:

Rick Rynski
Project Manager
City of Rochester
30 Church Street, Rm 005A
Rochester, NY 14614-1290

Website:

CityOfRochester.gov/BullsHeadRevitalization

Document Repository:

Arnett Branch Public Library

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

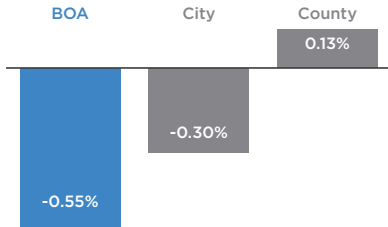
There are 813 households within the Bull's Head BOA. That is also 0.9% of the number of households in the City of Rochester.

Data source: US Census Bureau (2000)

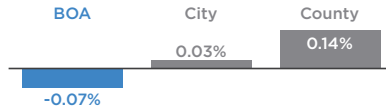
POPULATION CHANGE



2000-2016 Population Change Annual Rate (CAGR)



2016-2021 Population Forecast Forecast Annual Rate



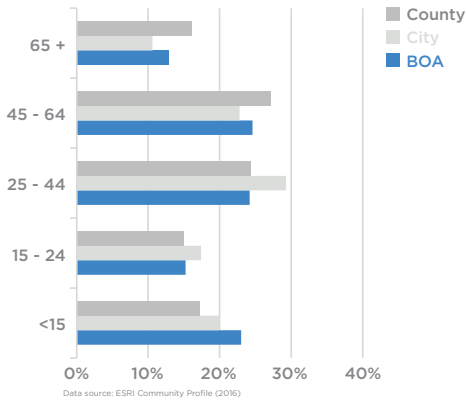
Projections suggest the BOA population may continue to decline, in contrast to the expected stabilization of the City and County population.

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)

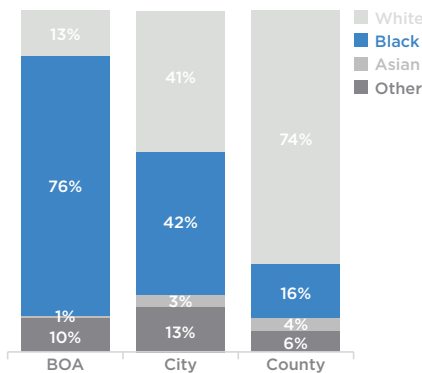
POPULATION BY AGE



Population by each age group within the BOA is similar to both the County and the City. The BOA, however, has a notable larger percentage of children under 15 years old and a smaller percentage of adults 65+ years old.

Data source: ESRI Community Profile (2016)

POPULATION BY RACE/ETHNICITY

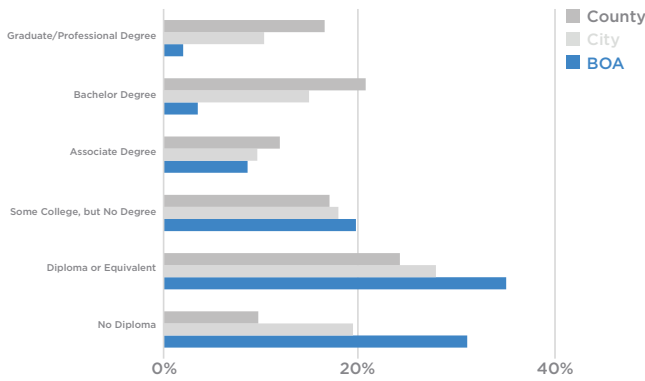


The population by race/ethnicity shows 76% of the residents within the BOA are black and that 12% of the residents within the BOA have identified as having hispanic origin. Both of these percentages are greater than the City and the County.

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.



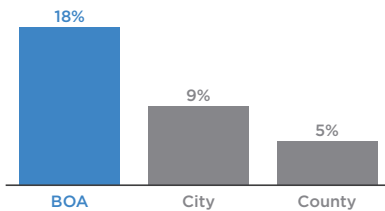
EMPLOYMENT & UNEMPLOYMENT

Jobs in BOA:
375-506

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.

Unemployment

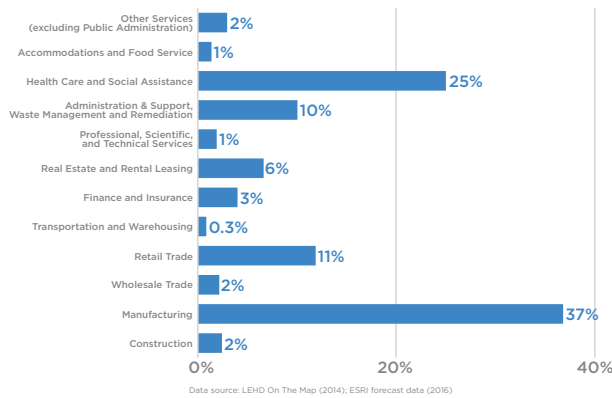


The average unemployment for the BOA is 18%, which is double the average unemployment for the City. However, some areas of the BOA have unemployment as high as 39% with other areas as low as 5.5%.

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



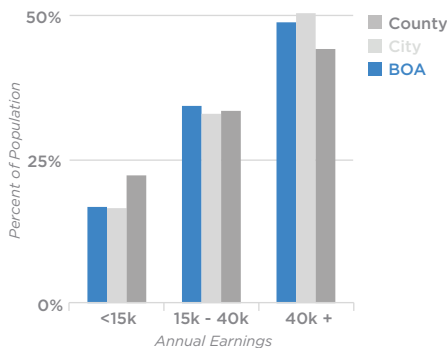
EMPLOYMENT BY SECTOR



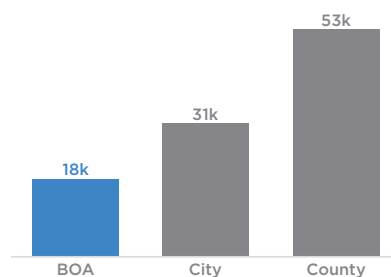
Together, the Manufacturing (37%) and Health Care and Social Assistance (25%) sectors employ nearly two-thirds of area residents.



EARNINGS



Median Household Income



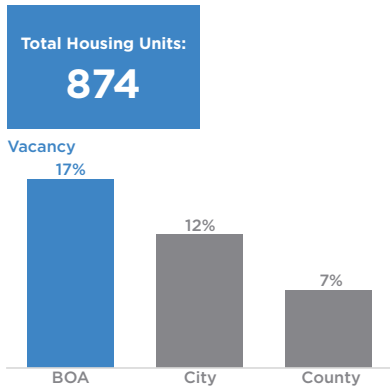
Median household income for BOA residents is less than half the median household income for County residents.

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



HOUSING

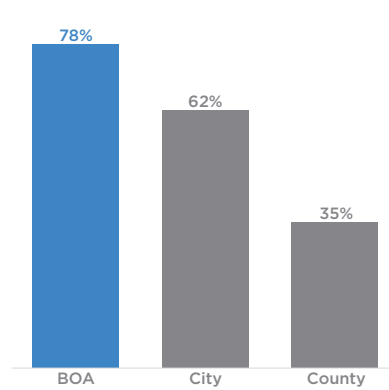
HOUSING UNITS



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



RENTER OCCUPIED

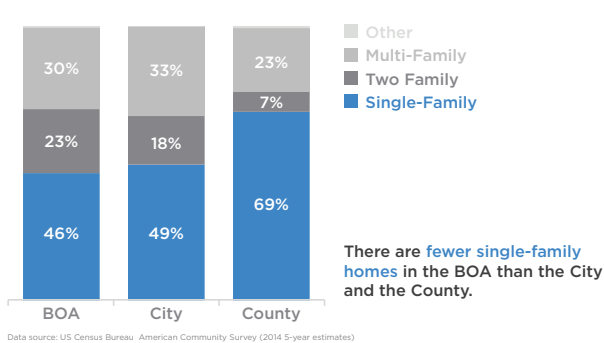


Data source: US Census Bureau American Community Survey (2014 5-year estimates); ESRI forecast data (2014)

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



HOUSING STOCK BY TYPE

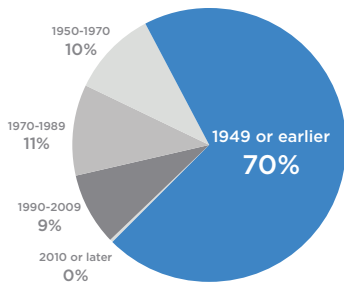


Data source: US Census Bureau American Community Survey (2014 5-year estimates)

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



HOUSING STOCK BY YEAR BUILT

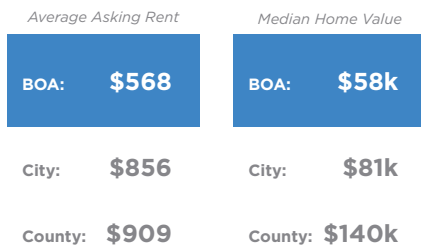


Data source: US Census Bureau American Community Survey (2014 5-year estimates)

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



RENT & HOME VALUES



Data source: CoStar (2017)

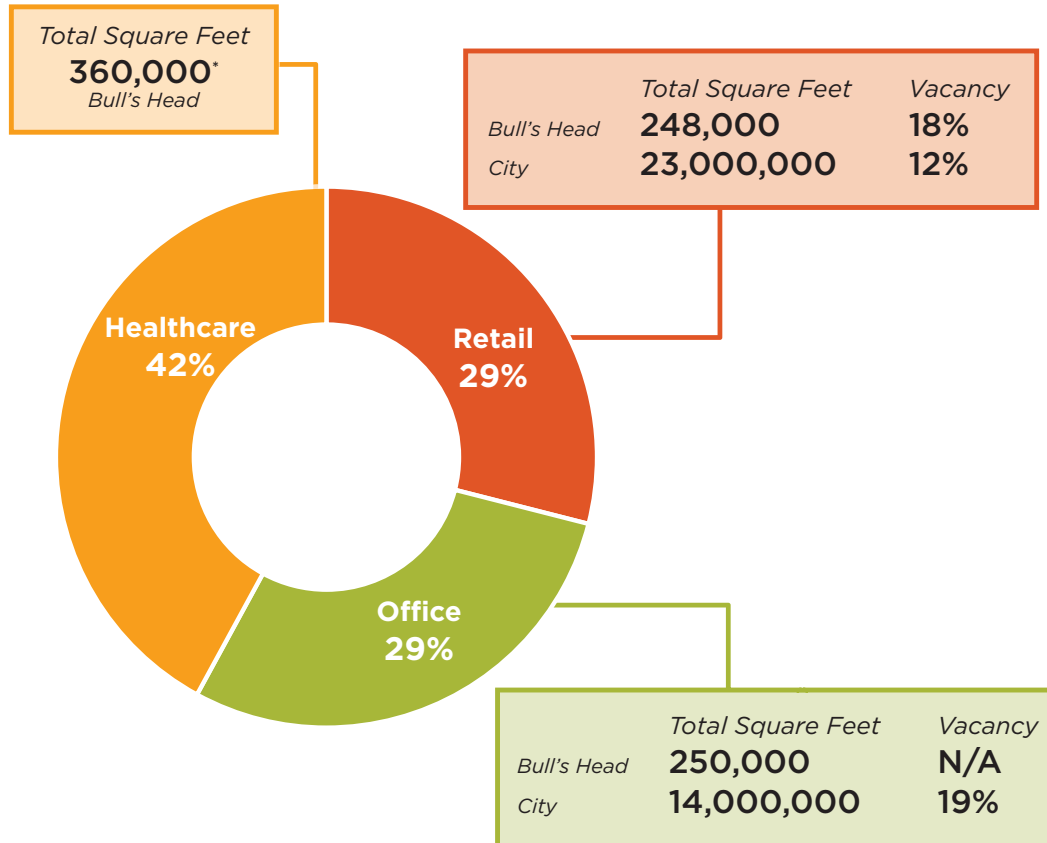
Average asking rent and median home value is less than both the City and the County. Average home values are less than half the average of the County.



COMMERCIAL MARKET

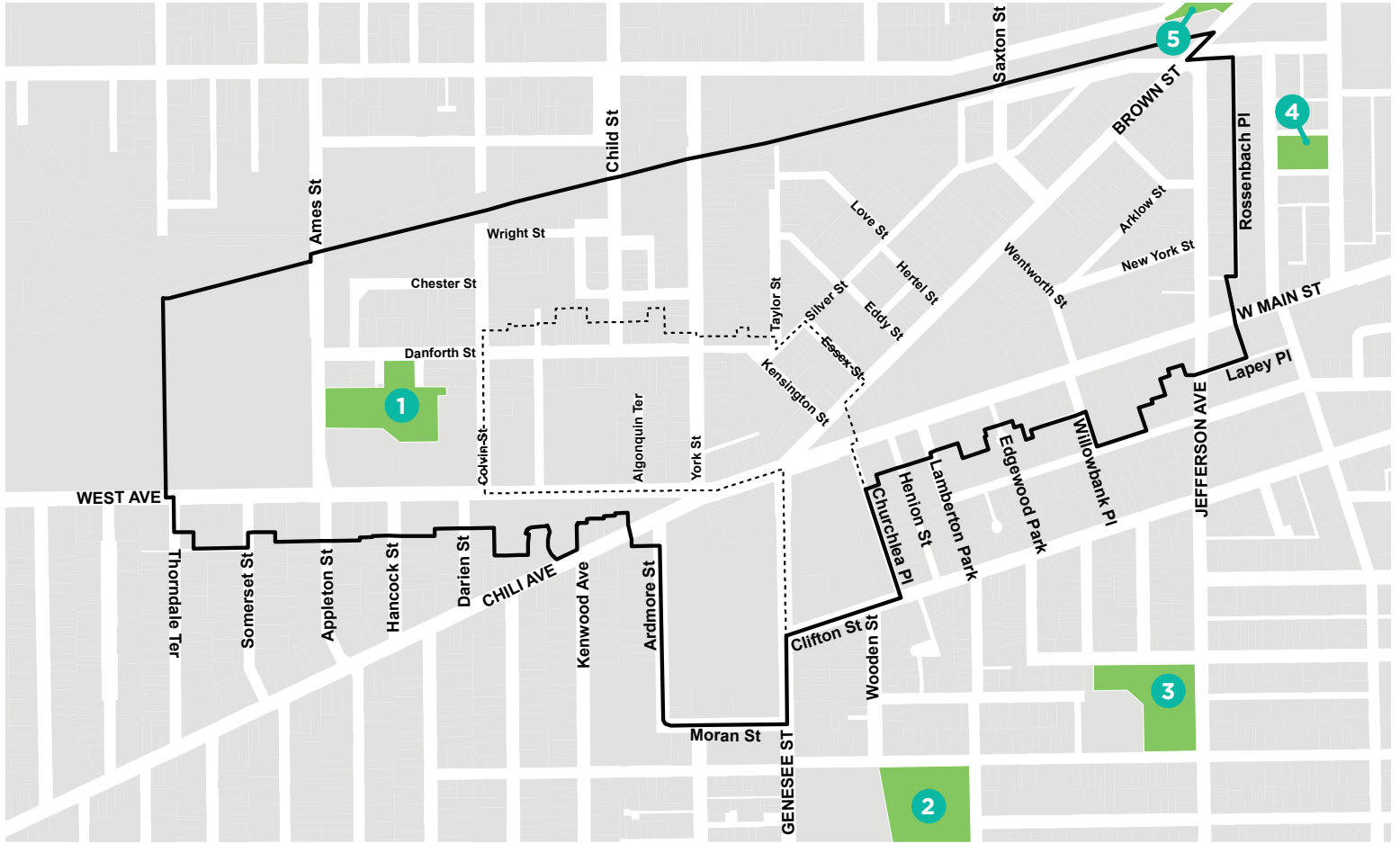


BOA Commercial Square Feet by Use



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



	Acres	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	✓					

Bull's Head BOA
 Bull's Head Subarea

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

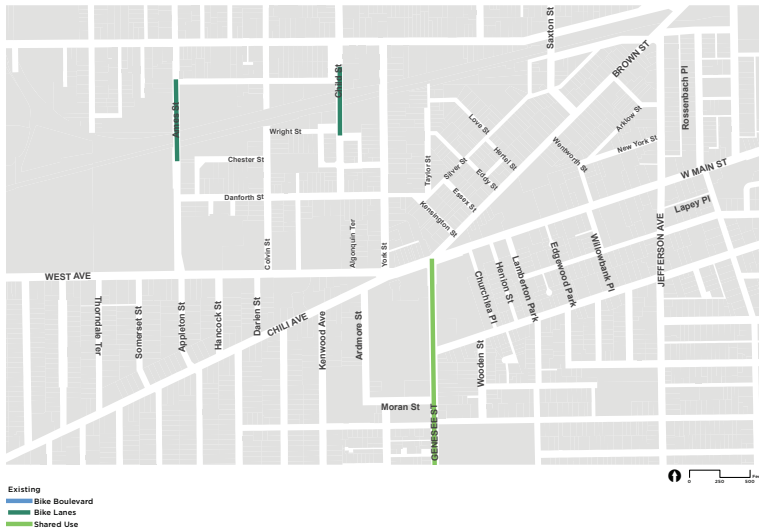


The major roads within the BOA act as a [conduit for several transit routes](#) going to and from downtown, including the 28, 25, 8, and 4 bus routes.

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



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



<p>1 Fast moving traffic</p>	<p>2 Long crosswalks</p>	<p>3 Large intersections</p>
<p>4 No landscaped buffers</p>	<p>5 Landscaped spaces</p>	<p>6 Maintenance issues</p>

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

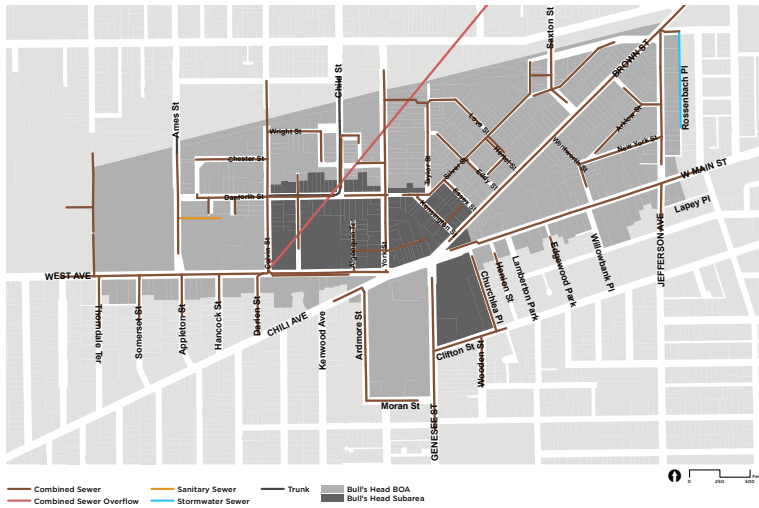


Pedestrian and vehicular traffic safety concerns will continue to be investigated. Monroe County is completing a safety study for the intersection of Genesee Street, West Main Street, and Brown Street, and for the intersection of Genesee Street and Clifton Street.

- 1 West Main Street at Chili Avenue/West Avenue/York Street
 - 2 Genesee Street at West Main Street/Brown Street
 - 3 West Main Street, Churchlea Place to Lamberton Park
 - 4 Genesee Street at Clifton Street
 - 5 West Main Street at Jefferson Avenue
- Bull's Head BOA
 Bull's Head Subarea

INFRASTRUCTURE

SEWER

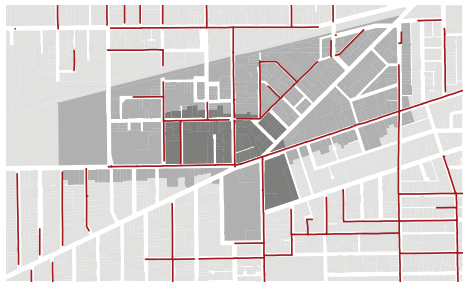


The majority of the BOA includes combined sewers. These types of sewers collect both sewage from buildings and stormwater runoff from parking lots and streets.

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

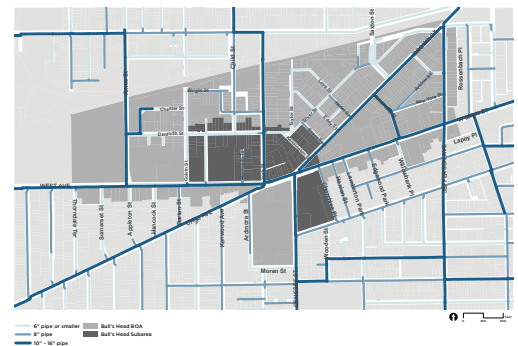


Built Between 1900 - 1950



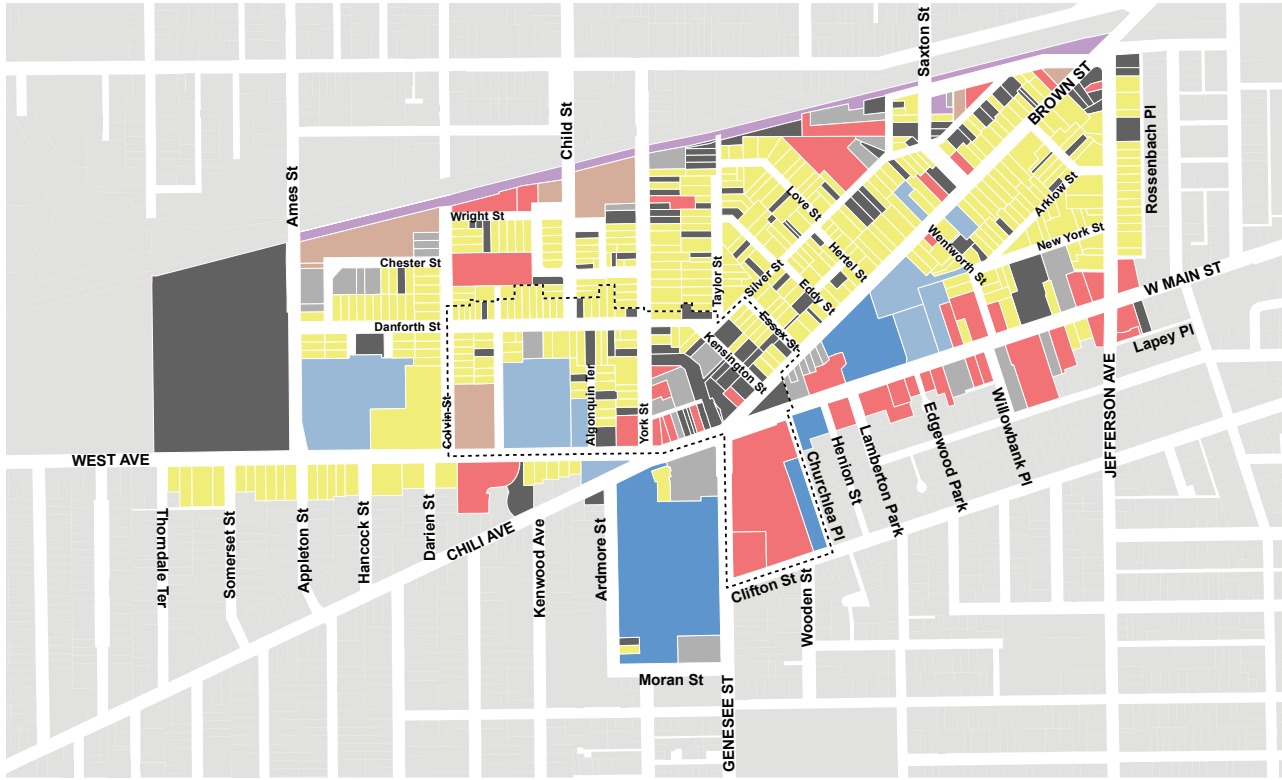
Built After 1950

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

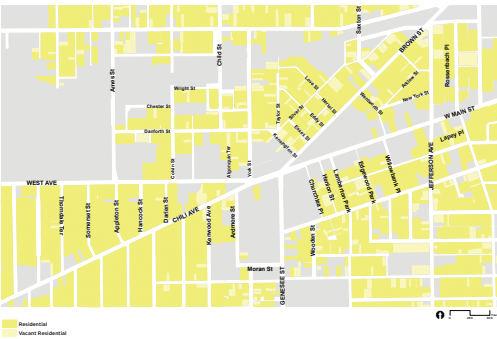
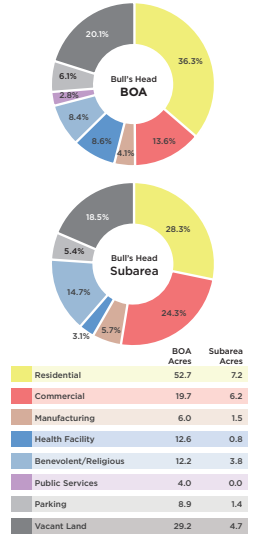


Within and around the BOA, a large percentage of the water infrastructure was built before 1950. This alone does not directly indicate a problem. Once strategic sites are being evaluated for reuse potential, the age and capacity of the adjacent water infrastructure will be considered.

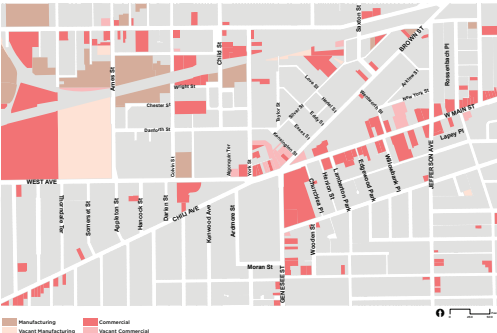
LAND USE



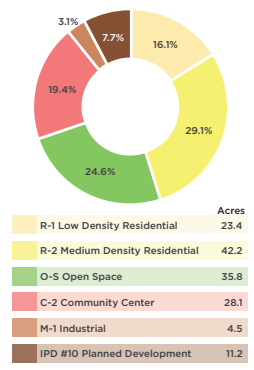
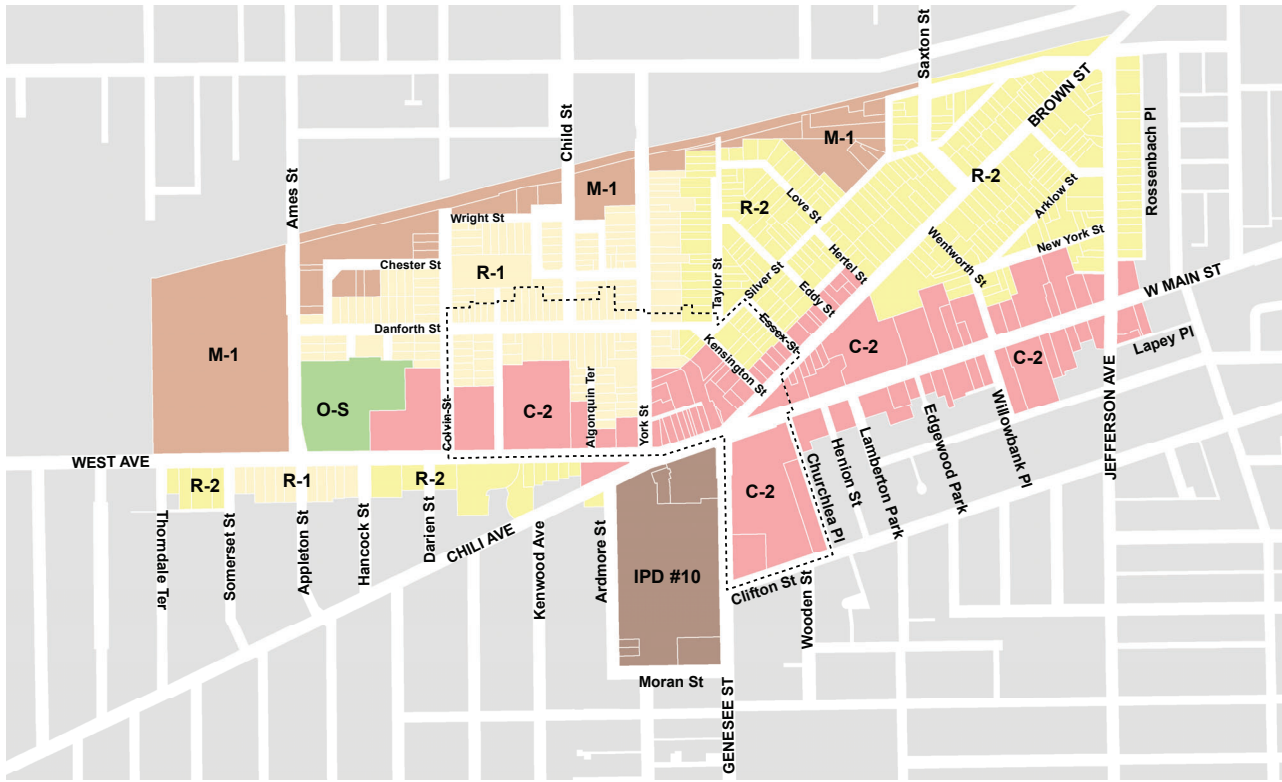
- Residential
- Commercial
- Manufacturing
- Health Facility
- Benevolent/Religious
- Public Services
- Parking
- Vacant Land
- Bull's Head Subarea



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

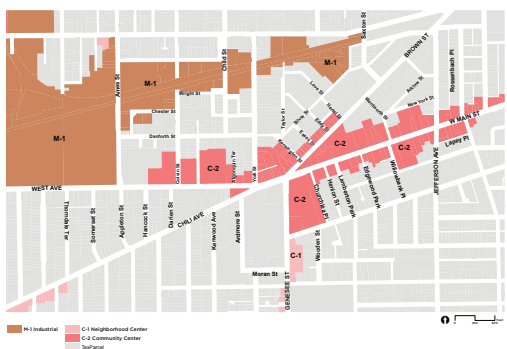


Zone	Acres
R-1 Low Density Residential	23.4
R-2 Medium Density Residential	42.2
O-S Open Space	35.8
C-2 Community Center	28.1
M-1 Industrial	4.5
IPD #10 Planned Development	11.2

- R-1 Low-Density Residential
- C-2 Community Center
- Bull's Head Subarea
- R-2 Medium-Density Residential
- M-1 Industrial
- O-S Open Space
- IPD #10 Planned Development

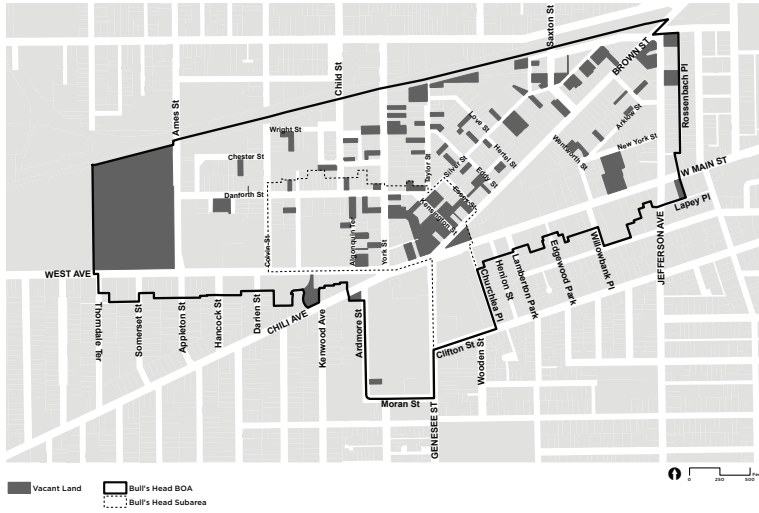


Land uses are regulated by the City's Zoning Code. The BOA includes zones for residential, commercial, and manufacturing uses. [These zones exist adjacent to each other and have the potential for land uses conflicts.](#)



VACANT LAND & OWNERSHIP

VACANT LAND



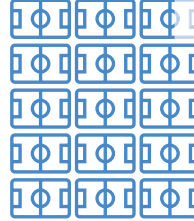
Within the BOA, there is **29.2 acres** of vacant land.

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.

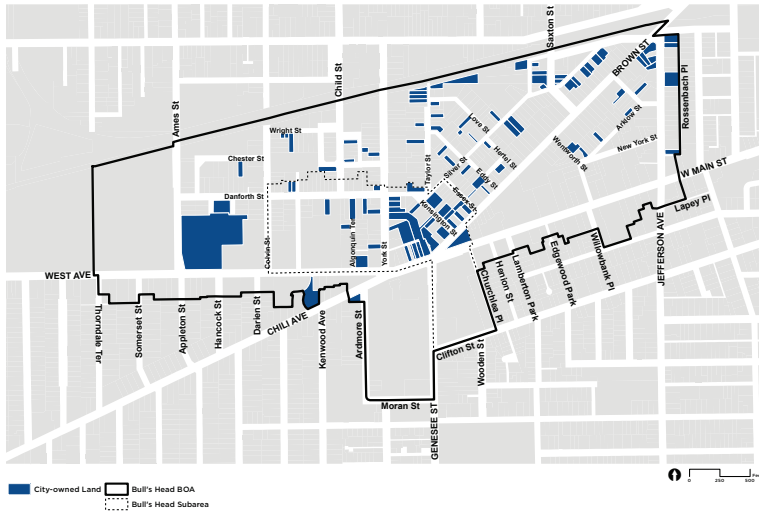


This represents **20.1%** of the BOA.

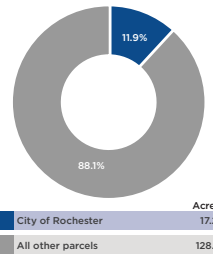
This land is equivalent to 14.6 soccer fields.



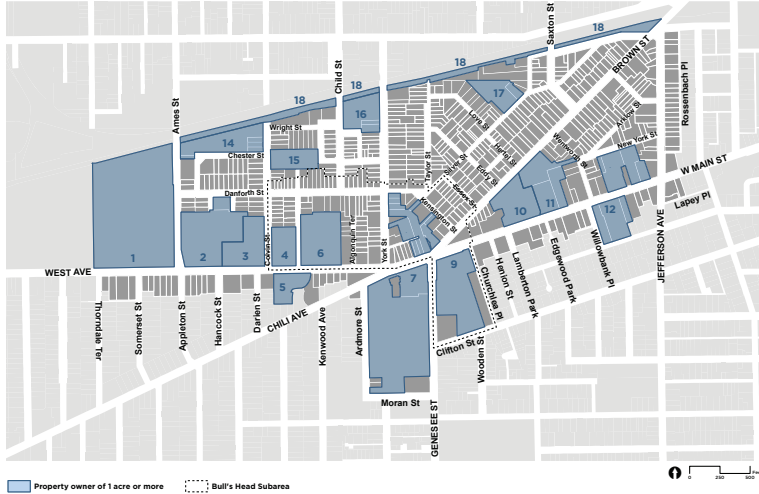
CITY-OWNED LAND



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

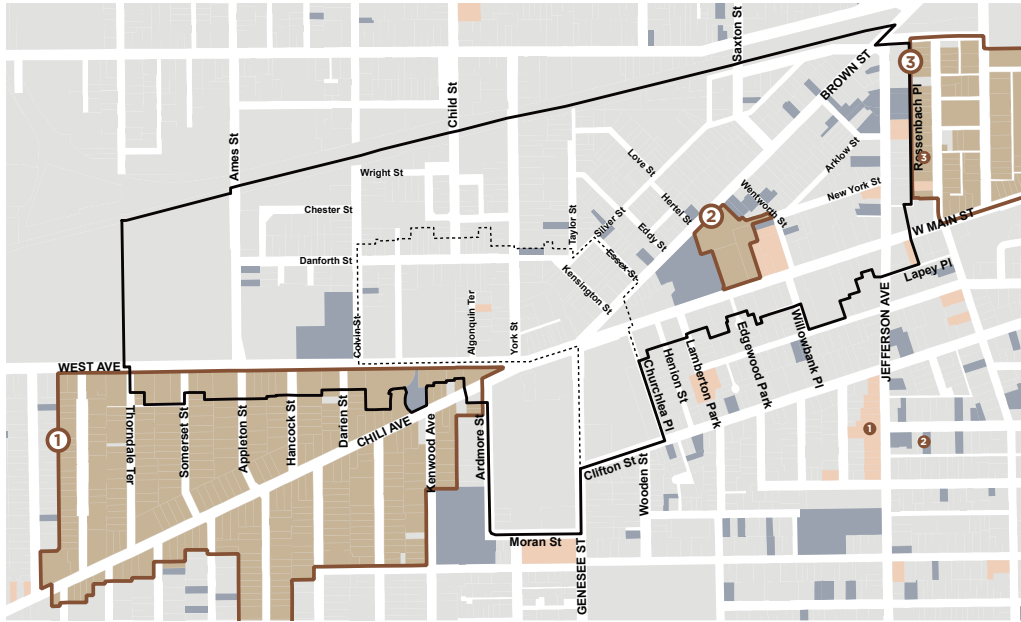


Within the BOA, **15 owners** control **65.5 acres** or **45.1%** of the BOA.



HISTORIC RESOURCES & POTENTIAL BROWNFIELDS

HISTORIC RESOURCES



- National Register Historic Districts:**
- ① Chill-West Historic District
 - ② Church of Saints Peter and Paul Complex
 - ③ Susan B. Anthony Preservation District (a.k.a. Madison Square - West Main Street Historic District)

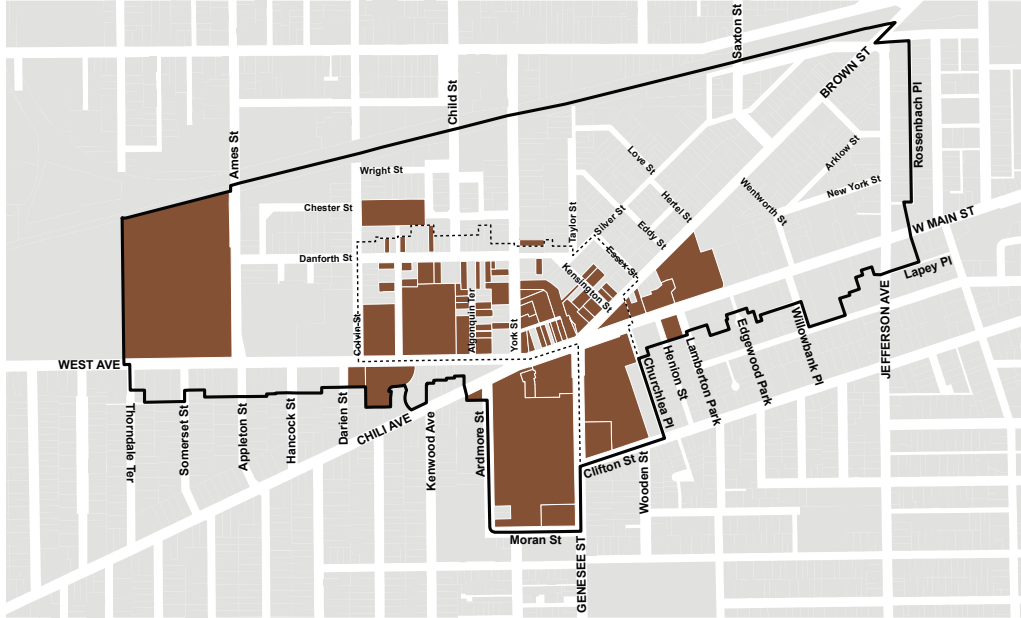
- Local Landmarks:**
- ① Seventh Day Adventist Church
 - ② Hamm House (demolished)
 - ③ Susan B. Anthony House

- Property Designations:**
- Listed
 - Eligible
 - Not Eligible
- Other Designations:**
- Bull's Head BOA
 - Bull's Head Subarea

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



- Potential Brownfield (Step 1)**
- Bull's Head BOA
 - Bull's Head Subarea

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.



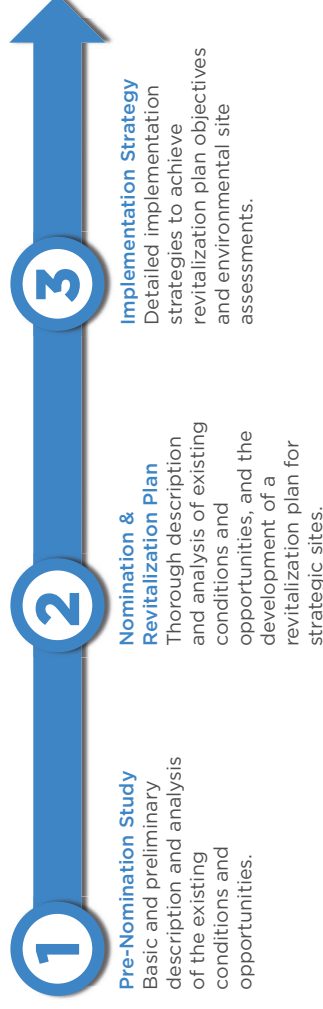
BULL'S HEAD NEIGHBORHOOD BROWNFIELD OPPORTUNITY AREA PROGRAM

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?

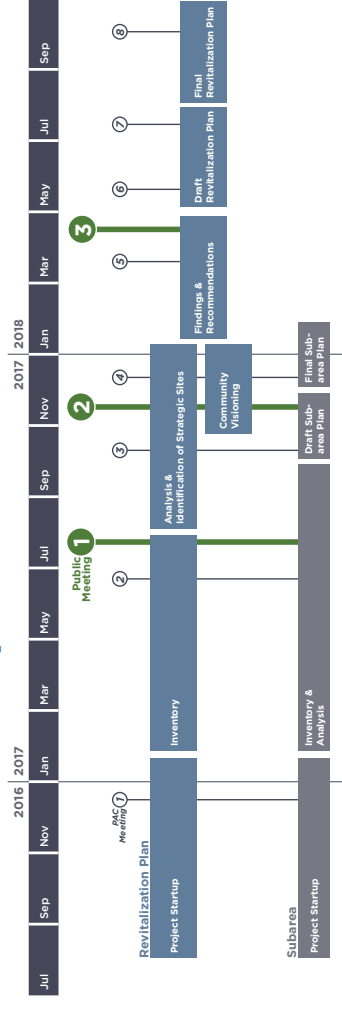
A 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment.



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?





Rosenbach Pl

Susan B. Anthony
Museum & House

MAIN ST

Lafayette Pl

JEFFERSON AVE

BROWN ST

ARROW ST

New York St

Wentworth St

Saints Peter
and Paul
Church

Willowbank Pl

Edgewood Park

Lamberton Park

Henion St

Churchlea Pl

School
No. 4

Wilson Foundation
Academy

Saxton St

Herter St

Saints Peter
and Paul
Church

Eddy St

Essex St

Kennington St

Wooden St

Cifton St

GENESEE ST

Taylor St

Kennington St

St. Mary's
Campus

Moran St

Child St

Bull's Head BOA

Wright St

Chester St

Danforth St

Salvation
Army

Danforth
Community
Center

Salvation
Army

Ardmore St

Kenwood Ave

School
No. 29

Salvation
Army

Danforth
Community
Center

Salvation
Army

CHILD AVE

Darien St

Hancock St

Appleton St

Somerset St

Thorndale Ter

Ames St

Former Taylor
Industries
Site

Former Taylor
Industries
Site

WEST AVE

RC&E



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.





This poster was prepared for the City of Rochester and the New York State Office of General Services with state funds awarded through the Brownfield Opportunity Areas Program.



FISHER
ASSOCIATES

Where do you live?

BULL'S HEAD
REVITALIZATION



Bull's Head Brownfield Opportunity Area

PUBLIC MEETING SUMMARY

July 27, 2017 | St. Mary's Hospital

This meeting summary is available on the project website and at the document repository:



www.CityOfRochester.gov/BullsHeadRevitalization



Arnett Branch Public Library

310 Arnett Boulevard, Rochester, NY 14169

Welcome

Mayor Lovely Warren welcomed over 90 people from local and surrounding neighborhoods and communities to the meeting and thanked everyone for joining the conversation to plan the revitalization of the Bull's Head neighborhood. The Mayor recognized the importance of the neighborhood, its residents, and the desire for their continued activism. She indicated that the City continues to support residents through neighborhood planning and development, and highlighted the recent acquisition of the Bull's Head Plaza by the Rochester Economic Development Corporation (REDCO). The Mayor concluded her remarks by noting the City's desire to bring action forward and make a significant investment in the area.

Rick Rynski, Senior Economic Development Specialist with the City of Rochester, welcomed participants to the meeting and provided a brief overview of the Bull's Head Revitalization planning process as part of the NYS Department of State Brownfield Opportunity Areas (BOA) Program. Additionally, Mr. Rynski introduced members of the Project Advisory Committee (PAC) and members of the consultant team.



Mayor Lovely Warren welcoming meeting participants

Presentation/Overview

Frank Armento of Fisher Associates and Jordan Hare of HR&A Advisors presented an overview of the Bull's Head Revitalization planning process

and the initial findings from the inventory of the study area. The presentation included a detailed overview of the BOA Program including a definition of a brownfield, program steps, overview of Step 1, components of Step 2, how the program will benefit the community, the boundaries of the study area, and the timeframe for completing the Bull's Head Revitalization Plan. The initial findings from the inventory to-date has provided insights to the challenges facing the neighborhood and the opportunities for revitalization. This information included demographics, employment, housing market, commercial real estate market, potential brownfields, land use, zoning, land ownership, traffic volumes, intersection safety concerns, parks and recreation, historic resources, transit services, bicycle facilities, and infrastructure.

Mr. Armento provided an overview of the Bull's Head Subarea (officially known as the "Bull's Head Urban Renewal Area"). The Subarea represents a separate but concurrent planning process with the goal of drafting a Bull's Head Urban Renewal Plan similar to other Urban Renewal Plans recently adopted by the City Council. Mr. Armento described the boundary of the subarea, prior studies that have been completed, land use patterns, areas of city-owned land, the plan's anticipated components, and preliminary considerations for a future land use concept.



Presentation of the initial findings of the inventory for the Bull's Head Revitalization Plan

Breakout Stations

Tanya Zwahlen of High Planning transitioned from the presentation of the initial inventory findings to the breakout stations. These stations provided the opportunity for meeting participants to enhance and go beyond the data that statistics and maps provided the project team. The breakout stations were grouped into the following categories, each with statistics, maps, and key questions. Meeting participants were asked to consider the key questions and provide feedback.



Economics and Demographics

This station included information on the local housing market, commercial market, educational attainment, employment, and demographics. Meeting participants were engaged in a facilitated discussion focusing on the following key questions:

1. What is the hardest part about living and working in the project area?
2. What should we make sure to preserve?





Transportation and Infrastructure

This station included information and maps regarding traffic volumes, transit services, bicycle routes, pedestrian amenities, potential intersection safety and operation issues, location and type of sewer infrastructure, and the age and capacity of water infrastructure. Meeting participants were engaged in a facilitated discussion focusing on the following key questions:

1. In what ways is it difficult to get around the neighborhood?
2. What mode of transportation do you use most frequently and why?



Parks and Recreation

This station included location of parks and recreational resources within and near the study area. Additional information included the amenities available within each park or recreational area and the estimated number of acres of park or recreation land per 1,000 residents. Meeting participants were engaged in a facilitated discussion focusing on the following key questions:

1. How do you use parks and recreational spaces in the project area today?
2. How could we improve parks and recreational spaces?



Land Use and Zoning

This station included information and maps for the land uses and zoning designations within the study area, and potential land use and zoning conflict areas. This station also included information and maps on vacant land, city-owned land, and large properties, or several contiguous properties, with one single owner. Meeting participants were engaged in a facilitated discussion focused on the following key questions:

1. What land uses pose challenges for the project area?
2. What are the greatest opportunities to strengthen existing land uses or introduce new land uses to the project area?



Feedback Summary

Meeting participants were actively engaged in the facilitated discussions at each station and provided thoughtful feedback for each key question presented. In addition, meeting participants provided written comments on the presentation boards and in general comment forms. A total of 280 comments were received during the public meeting.

While many of these comments were specific and directly addressed one of the presented key questions or perhaps a specific site within the BOA, most comments addressed multiple topics (i.e. housing and employment, crime and park amenities, historic character and infill development). Therefore, common themes, views, and relationships between the comments were summarized. A sampling of comments is shown below.



*"Unsafe to walk,
unsafe to bike"*

*"Intersection of Brown, Main,
and Chili is stupid, crazy,
dangerous and confusing"*

*"We need Green "Connections"
between the residential &
commercial. "*

*"Preserve the urbanist feel
of the commercial district."*

*"Have the new building
designs reflect the history of
Bulls Head"*

*"We need a whole lot of help
in this area. We need our
streets cleaned. There is a lot
of killings and drugs. It's not
safe to be out at night"*

*"Pressure on
irresponsible
investors and
owners"*

*"Greater diversity of
commercial
establishments –
retail/restaurants"*

*"Senior housing or
"co-housing"
development "*

*"Provide housing for all
incomes in a livable, walkable
neighborhood (green spaces,
traffic calming)"*

*"Not enough people live and
work here"*

Summary of Common Themes

Nine common themes have surfaced from the comments received at the public meeting. These themes generally align with the comments referenced in the BOA Step 1 Pre-nomination findings, based on the 2009 community planning process. The nine common themes are summarized as follows:

- Blighted / Vacant or Underutilized Properties
- Crime / Drugs / Gangs
- Lack of Economic Development / Jobs
- Transportation / Traffic Issues
- Historic Character within the BOA
- Lack of Housing for the Elderly / Aging in Place Opportunities
- Lack of Owner Occupancy
- Lack of Green / Open Space
- Brownfields / Environmental Impacts

Breakout Stations - Questions and Responses

The public meeting ended with participants visiting topic stations to consider specific questions and respond with their input (listed below):

Economic and Demographics:

Q1: What is the hardest part about living and working in the project area?

Responses:

- It's not hard, but we need jobs and manufacturing in our community
- Lack of Jobs
- No schools
- Need more educational opportunity for youths programs
- Lots of deteriorated houses and commercial buildings.
- Less mom-&-pop stores
- Our existing commercial consists of dollar stores and mini-marts
- A true grocery store! Perhaps subsidized
- Slumlords
- Absent landlords
- Presence of vacant houses / drug houses
- Living in this area there is high crime due to many rentals
- Homeowners
- Houses should be rezoned R1 or R2 only
- City services that don't help new / struggling homeowners
- Vacant lots
- Very little code enforcement.
- Housing violation enforcement
- Zoning enforcement
- Traffic
- We need a whole lot of help in this area. We need our streets cleaned. There is a lot of killings and drugs. It's not safe to be out at night.
- Speeding along the roads
- Signal or stop lights; York, Silver, Danforth Streets
- It's not difficult but Bulls Head Plaza can be a very dangerous entrance & exit during early morning & evening
- Improve Main St. corridor for pedestrians, bike riding
- Living = noise pollution due to music from cars
- Driving past the litter
- Living - lack of concern of people and their trash disposal - out of car windows
- No community outdoor space
- Seeing the blight
- Physical decay
- Not enough incentives to renovate
- Very little investment.
- Crime
- Drug activity
- Seeing drug dealers standing outside stores
- Gang activity
- Driving past the hangouts
- Proactive police presence. Stop small stuff - double parking, loitering, etc. May stop some of the big stuff.
- Parking
- Living with people's perceptions (negative)
- Litter, garbage overflowing
- Trash
- Parking
- A giant hole where there used to be vitality
- Unleashed dogs and a lot of stray cats
- Remove some trees; roots causes sewer problems

Economics and Demographics:

Q2: What should we make sure to preserve?

Responses:

- Keep and expand St. Mary's
- Have the new building designs reflect the history of Bulls Head
- Healthcare emergency center
- Diversity of housing types
- Historic buildings
- Improve home ownership
- Historic architecture on new buildings
- Preserve businesses so people can have pride
- Commercial infill should be sensitive to the look of the Main St corridor
- Preserve West Avenue Methodist at all costs
- Westminster Church
- Preserve this building
- Yes! ["Preserve this building"]
- Find a use for United Methodist Church. Provide parking for the building.
- St. Peter & Paul Bulls Head historic building
- Cohesive Zoning. No C-2
- 707 W. Main St. is the old Genesee Branch Library
- St. Mary's healthcare facilities
- Preserve historic fabric in the BOA
- Make sure current residents benefit in better living / work conditions and don't get displaced in the process to revitalize the BOA
- 640 W. Main. Historic housing along W Main St. * North side of Main St.
- Save 707 Main St West, the former Genesee Branch Library
- Green space / parks
- Mr. Doug's & Andy's
- Preserve historic churches, commercial building, homes. Renovate first, and only demolish when absolutely necessary. Get away from the obsolete urban renewal mentality. You can't revitalize a neighborhood by demolishing it. Do not listen to anyone who says you need to demolish a whole block to attract a developer. Successful city neighborhoods use infill development.
- St. Mary's WICC 24/7
- Do not destroy the current standing historic building
- Preserve the urbanist feel of the commercial district. Infill development fronting on the street. Keep the remaining buildings.
- Do something with zoning so vacant land can be developed by existing owners
- Let residents who own property develop touching vacant property
- Existing buildings
- Home ownership to attract residents
- Strong human community

Transportation and Infrastructure:

Q1: In what ways is it difficult to get around the neighborhood?

Responses:

- Walking is not safe
- Intersection of Brown, Main, and Chili is stupid, crazy, dangerous and confusing
- Biking feels unsafe. Want West Main and Genesee bike lanes. A lot of cars.
- Unsafe to walk, unsafe to bike
- St. Peter's Kitchen: we have many guests. Very poor. Cannot afford bus fares. To give passes opens up the possibility of passes being sold for other things. Possibly have free rides originating at certain sites a few days a week to get those to important sites (Dept. of Soc Svcs, hospital, downtown...)
- Many are not only poor but have many health issues too.
- Bike lanes

- Lighting isn't pedestrian friendly
- Traffic patterns
- Increase police officer walking beats and biking beats
- Speeding cars on York St
- Drug activity
- Parking issues on side streets
- Fall & spring sun glare on W Main St. creates blind spots when driving at sunset
- W Main St. road zig-zag near Jefferson should be straightened out
- Seriously study a modern street car on W Main & Genesee between downtown and UR/Strong
- Create a bus transit center at Bulls Head to improve the waiting conditions and facilitate transfers
- The intersection of West Main, West, Chili, Brown and Genesee is very pedestrian unfriendly. Do NOT put in a traffic circle which would make it much worse for the peds
- Difficult left turn [for bikes westbound on W Main to Genesee]
- Road too narrow and traffic too fast. [for bikes]
- Dangerous turn to bike and to turn on Chili Ave from [Genesee] St.
- [Difficulty biking over] sewer grates
- Calm traffic / Currently W. Main, Chili, Genesee St. is used as a quick way for cars to get in & out of the downtown.
- Re-align intersection to improve the Safety of the intersection of Brown, and to increase the distance on W. Main between West and Brown (less likely for cars to back up.) [meeting participant drew a re-aligned street through the existing bull's head plaza]
- On streets recently paved Sharrows (shared road markings) are in the correct spot (in the driving lane) indicating the lane to be shared with cyclists. So congrats to City on that. But most of the older sharrows are in the door zone, so that motorists mistakenly think that is where the cyclists should be.
- It isn't difficult to get around in the BOA because it is underutilized. Not enough people live and work here
- Transit service is very infrequent. We need greatly improved transit service.
- Sidewalks
- Potholes are lethal for cyclists
- Gas station

Transportation and Infrastructure:

Q2: What mode of transportation do you use most frequently and why?

Responses:

- Car / Speed / Timing of activities.
- Car / Personal & business affairs out of the area
- Automobile, but I like the bike sharing station
- Car – Convenience & safety
- Use a car because there is no restaurants or shopping
- Car - I'm a baby boomer
- Own vehicle
- I mainly drive but I would use transit more if the service was much more frequent
- Foot & cab service. Services using not on bus line. \$\$.
- Bike, walk
- [install] bike boxes
- I love walking & biking but I can't
- Foot. Location of work, exercise
- By foot with groups of friends

Parks and Recreation:

Q1: How do you use parks and recreational spaces in the project area today?

Responses:

- Not enough spaces to use
- Don't. Not safe.
- Aren't many to use

- Only Danforth. Occasional baseball practice, dog exercise
- We need playground for kids & adults
- Playground
- Walking; however, there is a lack of respect & lots of dogs with poop
- I take my grandchildren to the parks to play & enjoy the water. Parks need more activities for kids as well as better supervision
- Relaxing water park
- School playgrounds are locked
- Too many drug dealers, no enforcement
- Don't. Unleashed dogs.
- Not much anymore; children are grown

Parks and Recreation:

Q2: How could we improve parks and recreational spaces?

Responses:

- Toddler park for family use
- Dedicated space for community gatherings, inside & out
- Parking needed
- Connecting / walking trail through the BOA
- Regular maintenance of green space and vacant lands mowing and trash collection
- Enforce dog leash laws
- I am skeptic of parks because of the deviant behavior that exists
- From what I understand a lot of the rec centers are overrun by gangs. This probably scares young parents.
- Need more supervision. Drugs and drinking are not a place for children to share with adults. The park is for kids.
- Supervised areas for control issues
- Enforcement by City Parks & Rec, Schools
- More available spaces
- Taylor instruments (95 Ames) should be a park
- Rezone 660 West Main to green space
- Stage, pavilion, graduation parties
- Develop area along Silver St. at railroad for walking or cycling
- Develop a trail to take you from the Erie Canal to downtown
- Need lots of natural beauty
- Need more green space, calming spaces, beauty
- dog park
- Develop a play space near Brown & Saxton Streets
- Teen-friendly areas: basketball, tennis, baseball
- Many kid-friendly spaces
- Danforth Community center – more programming, meetings
- Areas for garden plots, particularly near parks = more activity, perception of safety

Land Use and Zoning:

Q1: What land uses pose challenges for the project area?

Responses:

- Conflicts between rail corridor and residential - safety issue. Create buffer or barrier
- Lynchford Park - no amenities. Not really a park
- City should be partner w/private investors - not inhibit
- Building owners should also be business owners and live in neighborhood. Park Ave, University Ave, South Ave model would also work here
- No Public art in BOA
- New paving on West Ave. makes traffic go too fast
- Pressure on Irresponsible Investors and Owners

- Less C2 Zoning along W. Main (Jefferson -> Henion St - R1 or C1 only to preserve the remaining historic properties)
- Reduce boarding homes uses along corridor
- Where's the full line grocery @ 660 W. Main St. (approved 3 years ago)
- Bullshead needs its identity back. Where's the old buildings? Churches? Homes?
- The number of rental properties is problematic. Fostering home ownership/creating opportunities to do so would revitalize the area
- Remove M-1 zoning where it abuts R-1. New uses of these large buildings are proving to be noise problems for residents
- Who decides what is a brownfield?
- Industrial land use & zoning is problematic for neighborhood development
- Why doesn't the city tear down the abandoned and blighted structures?
- Ensure that the large property owners maintain their properties
- A big part of our poverty problem is the loss of employment sites in the city. We need to put our industrial sites back to job-producing use (office) but have a buffer along West Ave. such as an attractive office building. Put parking lots in the back
- Rent control
- We have no drive-through restaurants in the SW
- Too many rentals

Land Use and Zoning:

Q2: What are the greatest opportunities to strengthen existing land uses or introduce new land uses to the project area?

Responses:

- New land use to include enhanced green spaces & urban farming
- Land banking - people focused
- Housing incentives / low interest loans for housing rehab
- Better mix of housing for all incomes
- Greater diversity of commercial establishments - retail/restaurants
- Taylor Industries - dog park
- Preserve historical structure
- Revitalize existing landscaping. Introduce new opportunities
- Find reuses for the beautiful old churches
- Provide housing for all incomes in a livable, walkable neighborhoods (green spaces, traffic calming)
- Preserve / rehab housing stock
- Need more sensitive building design
- We need Green "Connections" between the residential & commercial
- Want city to value historic properties. Rehabilitation as a catalyst to new res. Development
- New VA Clinic at St. Mary's
- Commitment to from Roch Req Health to Maintain Services of St. Mary's
- Police Precinct in St. Mary's Office
- Demo Bullshead Plaza - New Development on the street Main & Genesee parking lots in rear
- Military Museum in St. Mary's
- Improve Service at Tops Mkt
- Need F.I.S. [Area bounded by Colvin, Danforth, Childe, and Wright]
- Make R1. [triangle formed by Taylor and Love Streets]
- This should be R1. [north side of parcels fronting Brown Street between Kensington and Hertel]
- Grocery Store. [located on W Main near Jefferson]
- Incentives to convert houses back to one & two family / R-1 R-2
- Add small police sub-station
- Postal Service in BOA
- Algonquin Terrace, cleanest safest street downtown Bull's Head
- Develop like Cornhill (business and homes)
- More upscale shopping/restaurants as destination points
- Develop "tinyhomes" community using odd-sized parcels of land (e.g. near railroad)
- Develop greentrail around MI/railroads that loops to commercial corridors

- Develop bike boulevard on Brown St.
- Unused parking need to be replaced with Educational Development Programs or Job opportunities
- Roch Police Department
- Redevelop the former Taylor plant for an employment use (industrial, office) but have a buffer along West Ave. such as an attractive office building. Put parking lots in the back.
- Build new grade school
- Restore our existing bldgs
- More single-family owner-occupied homes to stabilize the neighborhood
- Update housing stock
- Houses R-1 R-2 Zoning
- Redesign Bulls Head Plaza as more urban architecture, mixed-rate housing with retail on 1st floor
- Senior housing or co-housing development
- Solar panels for community energy
- My comment is about the boundaries of the 'subarea'. My church is in that area. So will they invest in the church? They give clothing, food, free lunch. We have a festival all for the community.
- Community farm at Taylor site
- Need traffic circle
- No traffic circles. Traffic circles are horrible for pedestrians
- Leverage vacant spaces for community garden spaces
- Restaurant, entertainment, gathering spaces
- More Habitat homes
- Don't develop this Parcel! (Traffic) [95 Ames St]
- Much more frequent transit services can help to make commercial property more desirable
- Design ne commercial so that it is pedestrian friendly and fronts on the sidewalk. Do not put in drive-throughs, and no parking lots in the front
- Large scale entertainment, movies
- Stop tearing down the historic buildings
- Open air theater, like Highland Bowl
- If we can spend NYS funding to build industrial parks on agricultural land (e.g., STAMP) then we can spend state funds to clean up Taylor to put it back to use.
- Tiny parks
- Community farms
- No more one story commercial buildings
- Indoor mall at Taylor
- Build townhouses, condo's, owner occupied

Post-presentation Inquiry to Participants:

Q: Did any of the existing conditions data presented tonight surprise you? If so, what?

Responses:

- Poverty rate is concentrated in this area
- Small percentage of people works in the neighborhood (BOA)
- Elderly and 15-year-olds
- Demographics are surprising. Need to draw young professionals & families to the area.
- Wasn't clear how this area, and in particular its boundaries, got identified or set. Does there have to be at least one identified brownfield in an area to trigger the process? I assume 'yes' and yet it seemed like the actual brownfields were not yet positively identified.
- At one point there was a proposal to put a junkyard at the Taylor site. That didn't happen. But if it had happened would that be considered a "reclaimed" property & not currently be classified as a brownfield?
- No not at all. Is there going to be a home owner promotion in the development or apartments mixed use can mean the neighborhood will lose its identity
- At the age of the properties
- Lack of homeowners in the area, number of rentals
- Incentives to own
- % of elderly and under 15 population. Where is the middle generation? Need to address this issue so that efforts to revitalize does not displace current residents; i.e., gentrification.
- Too few owners of large spaces (make land use for neighbors, not speculators)

- 80% renters! Need more owners
- Didn't tell us if the PowerPoint is available electronically/ I think it's available at the Arnett Library
- We need to study it more
- Identify historic structures to remain
- Surprised that no health data was included in the presentation
- Tonight's crowd was impressive

Brownfield Questions:

The following written questions provided by participants, were placed on the brownfield informational presentation board:

- What is the current impact of the brownfields on area residents?
- How will cleaning up the contaminated spots impact development?
- How will cleanup be publicized?



Study Description

The Bull's Head Revitalization Study represents Step 2 of 3 in the NYS Brownfield Opportunity Areas (BOA) Program. The Study will provide an in-depth and thorough description of existing conditions, potential brownfields, opportunities, and constraints, and will include an economic and market trends analysis. Based on this thorough inventory and analysis, key findings will inform recommendations and the identification of strategic sites. The Study will emphasize recommendations and reuse potential for strategic sites that may act as catalysts for neighborhood revitalization. The planning process will result in designation of the BOA by the Secretary of State which will provide tools and incentives to encourage reinvestment in the area.

Public Participation + Feedback

Local residents and stakeholders will have multiple opportunities to provide input and feedback during the Bull's Head revitalization study process. The Community Participation Plan (CPP) details the anticipated methods and opportunities to engage local residents and stakeholders in the study process. The CPP is posted on the BOA website (see below). To receive updates on future public participation opportunities, please leave your name, address, and email at the sign-in station. To provide written feedback to the project team, please contact the project manager listed below.

Project Contact

Rick Rynski
Project Manager
City of Rochester
30 Church Street, Rm 005A
Rochester, NY 14614-1290

More Information

Project Website:
CityOfRochester.gov/BullsHeadRevitalization

Document Repository:
Arnett Branch Public Library



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BULL'S HEAD REVITALIZATION

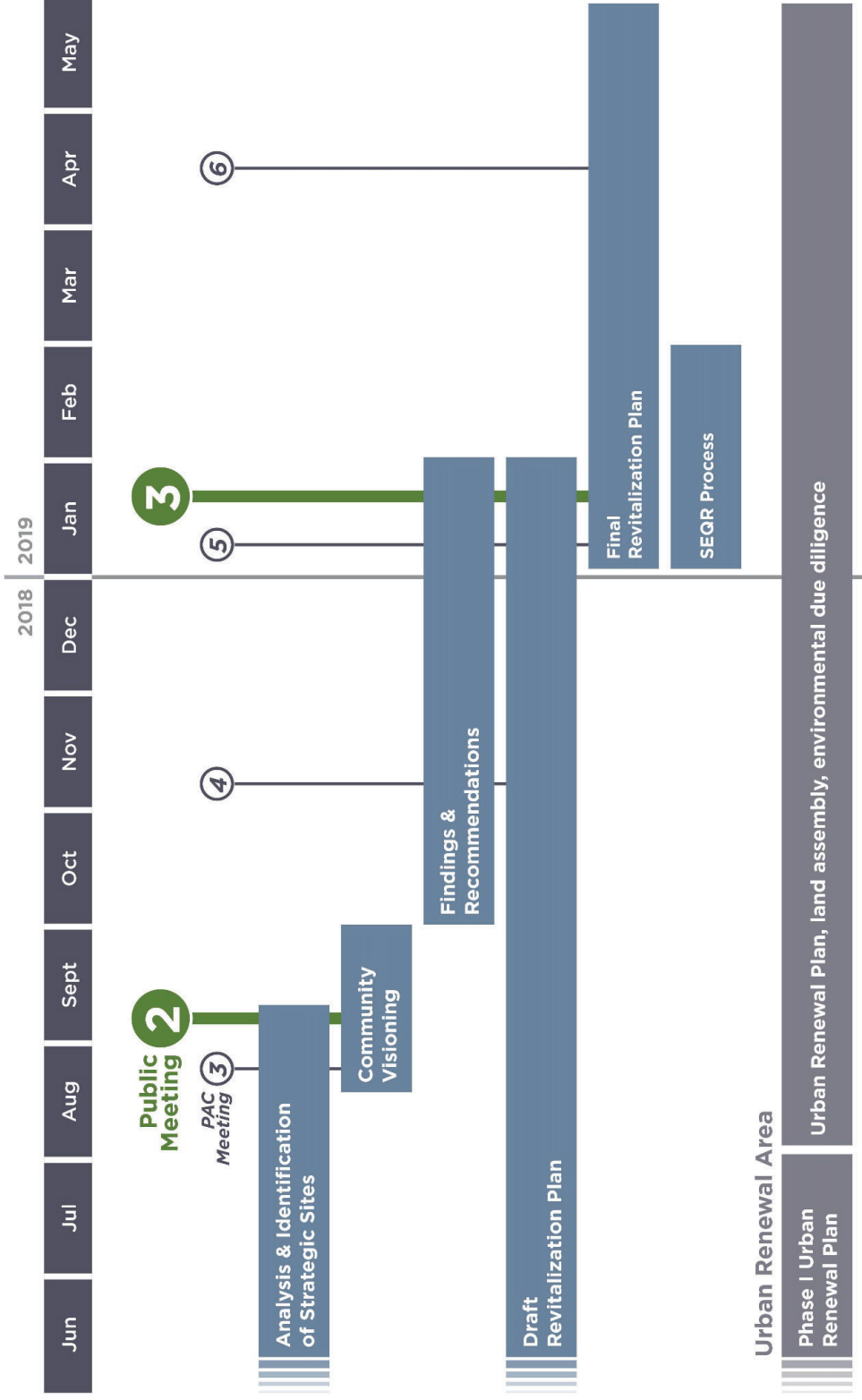
COMMUNITY WORKSHOP
September 6, 2018

This 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.

Study Area



Updated Schedule



Since the last public meeting . . .

- Held** the first public meeting with 90+ attendees and 280 written comments
- Completed** the first phase Urban Renewal Plan for the existing urban renewal area
- Inventoried** key buildings and transportation issues/disparities
- Coordinated** with several City/County staff and departments
- Met** with key stakeholders, including residents and business owners
- Drafted** an economic and market trends analysis
- Identified** potential brownfield sites & underutilized sites
- Summarized** key findings from the inventory and analysis
- Identified** potential strategic sites

Tonight . . .

Review feedback from Public Meeting #1

Explain the adopted Phase I Urban Renewal Plan

Review key findings from the inventory and analysis

Open the floor for a full group discussion of Bull's Head neighborhood values

Work in small groups to discuss potential strategic sites and land uses

Public Meeting #1

Common Themes:

Blighted / vacant or underutilized properties

Crime / drugs / gangs

Lack of economic development / jobs

Transportation / traffic issues

Historic character within the BOA

Lack of housing for the elderly / aging in place opportunities

Lack of owner occupancy

Lack of green / open space

Brownfields / environmental impacts



Urban Renewal Plan

Approach

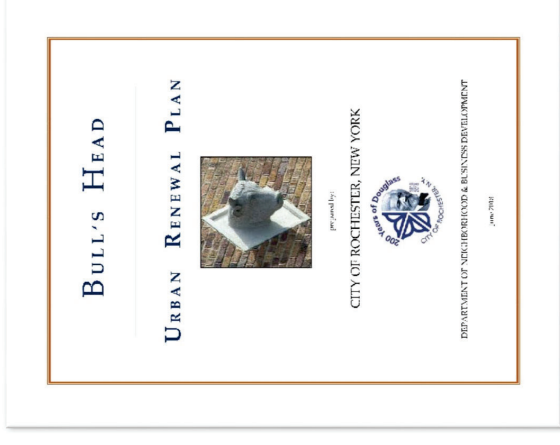
Phased approach with the first phase including land assembly, select demolition, and commencement of environmental due diligence. Second phase includes adoption of zoning amendments and Bull's Head Urban Renewal District.

Key Dates

Phase 1 Plan approved by City Council July 24, 2018
Phase 2 Plan will be complete by Spring 2019

Plan Location

www.CityofRochester.gov/BullsHeadRevitalization



Summary of Key Findings

Socioeconomics

Land Use and Zoning

**Land Ownership and
Historic Resources**

**Transportation and
Infrastructure**

**Parks and
Natural Resources**

**Vacant, Abandoned, and
Underutilized**

Brownfields

Key findings seek to identify both opportunities and challenges within the neighborhood and characteristics that affect the neighborhoods future

Socioeconomics

BOA continues to face employment and income challenges

Potential for urban, subsidized, multi-family, and senior housing

Potential for neighborhood and national retail (~40K SF)

Place making investments can create demand

New development will need public sector support

Land Use + Zoning

Older urban area with decades of land use changes

Some historic building typologies have been replaced with auto-oriented uses

Land use conflicts between residential and non-residential

Former commercial center adjacent to St. Mary's Campus

Land use conflicts are reinforced by zoning

Mix of traditional zoning and design guidelines

Land Ownership + Historic Resources

City owns 17 acres of parcels within the BOA

City will soon own Bull's Head Plaza

Several large properties within the BOA of 1 acre or more

BOA includes portions of Chili-West Historic District

BOA adjacent to Susan B. Anthony Preservation District

Church of Saints Peter and Paul Complex

Some properties determined to be eligible for designation

Transportation + Infrastructure

Traffic issues (speeding, accidents, intersection issues)

Bus transit corridor along W Main Street

Pedestrian environment feels unsafe

Crosswalk distances are excessive and limit mobility

Area lacks inter-connected bicycle facilities

Rail siding opportunities

Existing comprehensive network of utilities

Some utilities were constructed before 1900

New development will require site-by-site evaluation

Parks + Natural Resources

Lynchford Park is the only park and has no recreational amenities

Danforth Community Center offers some amenities

Some small recreational parks located just outside BOA

BOA includes many areas of vegetated vacant land

No significant natural features

Vacant + Abandoned + Underutilized

92 vacant residential parcels (10 acres)

15 vacant commercial parcels (4 acres)

6 vacant industrial parcels (15 acres)

Amount of vacant land has been increasing steadily

39 abandoned buildings within the BOA

205 potentially underutilized parcels (56 acres)

Approximately 1/3 of the BOA is underutilized urban land

Brownfields

68 parcels are potential brownfields (55 acres)

Primarily commercial and industrial lands

Several properties have soil and groundwater contamination

Includes 95 Ames Street (former Taylor Industries) and Bull's Head Plaza

Vision & Goals Exercise



Pre-Nomination Study

VISION

The Bull's Head Physical Redevelopment Area will establish an attractive western gateway, improve the area's appearance and character, reflect Bull's Head's history, and encourage public and private investment over time. Physical redevelopment will define the area's focal point and enhance its visual quality through attractive landscaping and streetscaping and well-designed sidewalks, buildings and public spaces. Future enhancements will promote positive social and economic development and encourage high-quality construction and long-term sustainability. Ultimately, the area's redevelopment will expand business opportunities, provide critical public services and support a diverse residential population for many years to come.

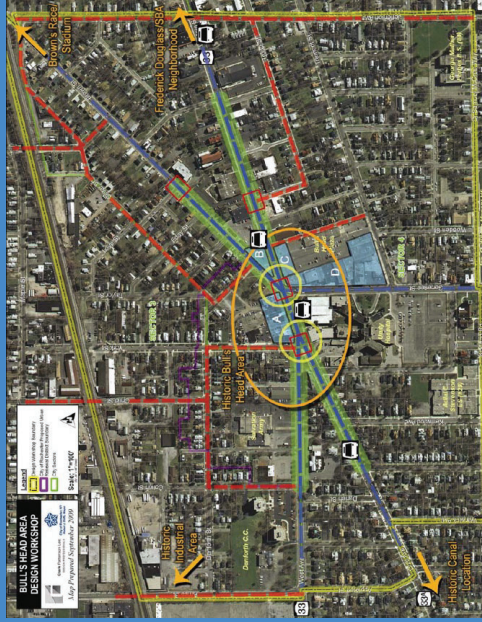
Pre-Nomination Study

GOALS

1. Identify opportunities for improving land use and economic development
2. Address aesthetic character in both the public and private realm
3. Develop conceptual development schemes for sub-areas within the boundary that identify prime locations for public and private investment.
4. Promote the neighborhood's local history and importance in Rochester
5. Consider the establishment of an urban renewal district for the area to provide a means for revitalization
6. Build community support, enthusiasm, and commitment to continue to drive the revitalization and redevelopment with the City and private developers
7. Prioritize remediation of environmentally challenged sites and initiate planning and execution of future remediation.

From the . . .

2009 Community
Design Workshop



&

Public
Meeting #1



We value . . .

sense of community connecting neighbors

arts and culture inspiring creativity and enhancing quality of life

transportation that is safe and accessible for everyone

quality public space with landscaping, seating, art, lighting, and gateway enhancements

employment opportunities from new and expanded businesses

new development that utilizes brownfield, vacant, and underutilized land

historic character maintained through new development and reuse of existing buildings

homeownership programs that assist first time and current homeowners

diverse housing options for different age groups and income levels

green space, parks, and recreation facilities with space for community events/gatherings

property owner accountability through consistent code enforcement

public safety and the efforts of RPD to address crime and violence

Strategic Sites and Land Use Exercise



Strategic Sites

Rationale

Any property identified in the inventory and analysis through which redevelopment or repurposing would further the goals of the BOA to create an economically and environmentally sustainable neighborhood.

Approach

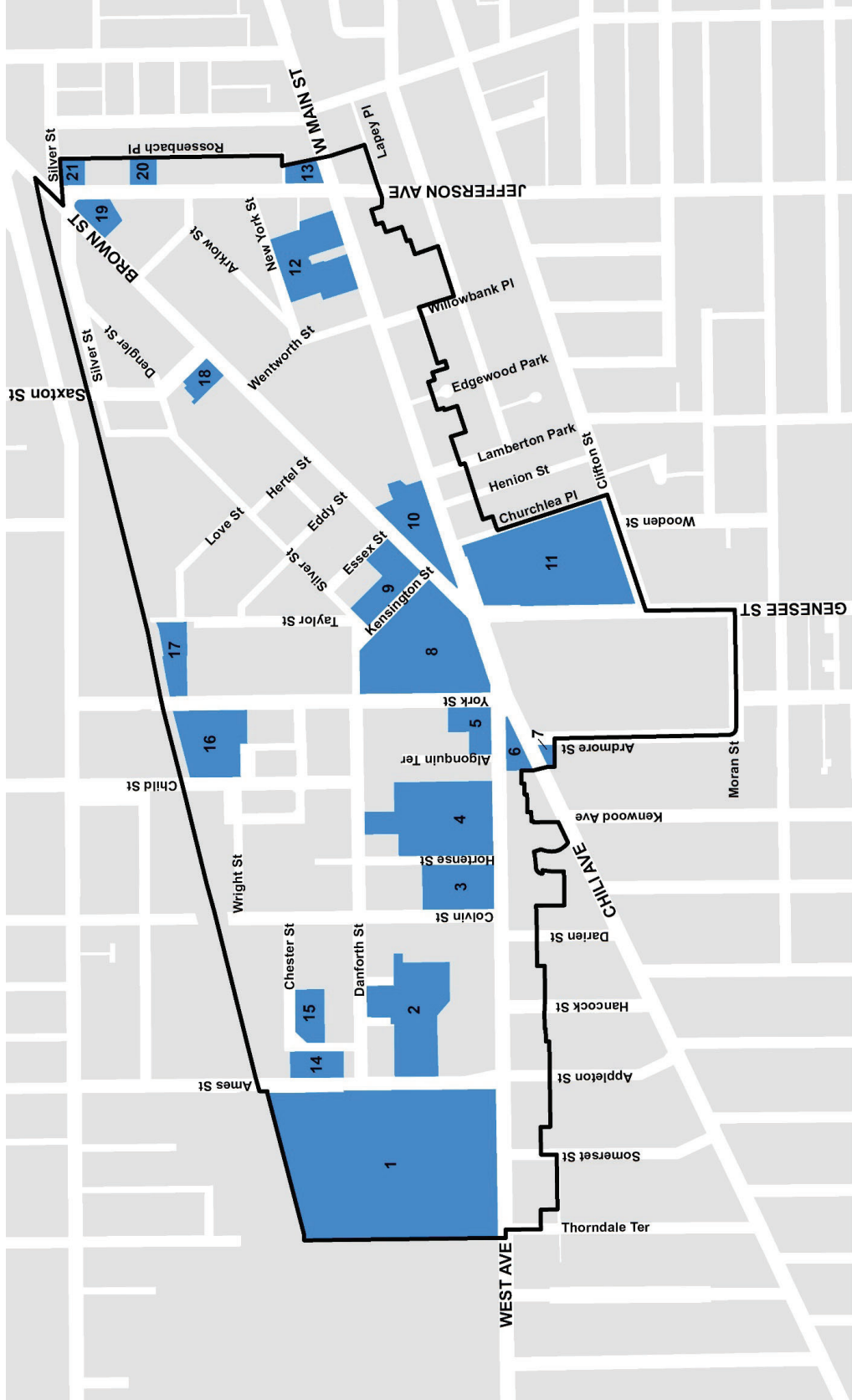
Site selection methodology utilizes a 4-step process of both quantitative and qualitative measures.

Strategic Sites

Methodology

- Step 1** Map overlay of brownfield, abandoned, vacant, underutilized, and key buildings
- Step 2** Site screening to eliminate small properties, public facilities, community services, and planned redevelopment parcels
- Step 3** Site scoring based on series of criteria
- Step 4** Site selection based on site scoring and properties that contain strategic or catalytic characteristics

Potential Strategic Sites



Discussion Starters

Are there any properties not listed that you think should be considered a Strategic Site?

Are there any Strategic Sites you would like to remove from the list?

Where would you like to see parks, trails, and open space?

Where would you like to see retail? restaurants? Mixed-use buildings?

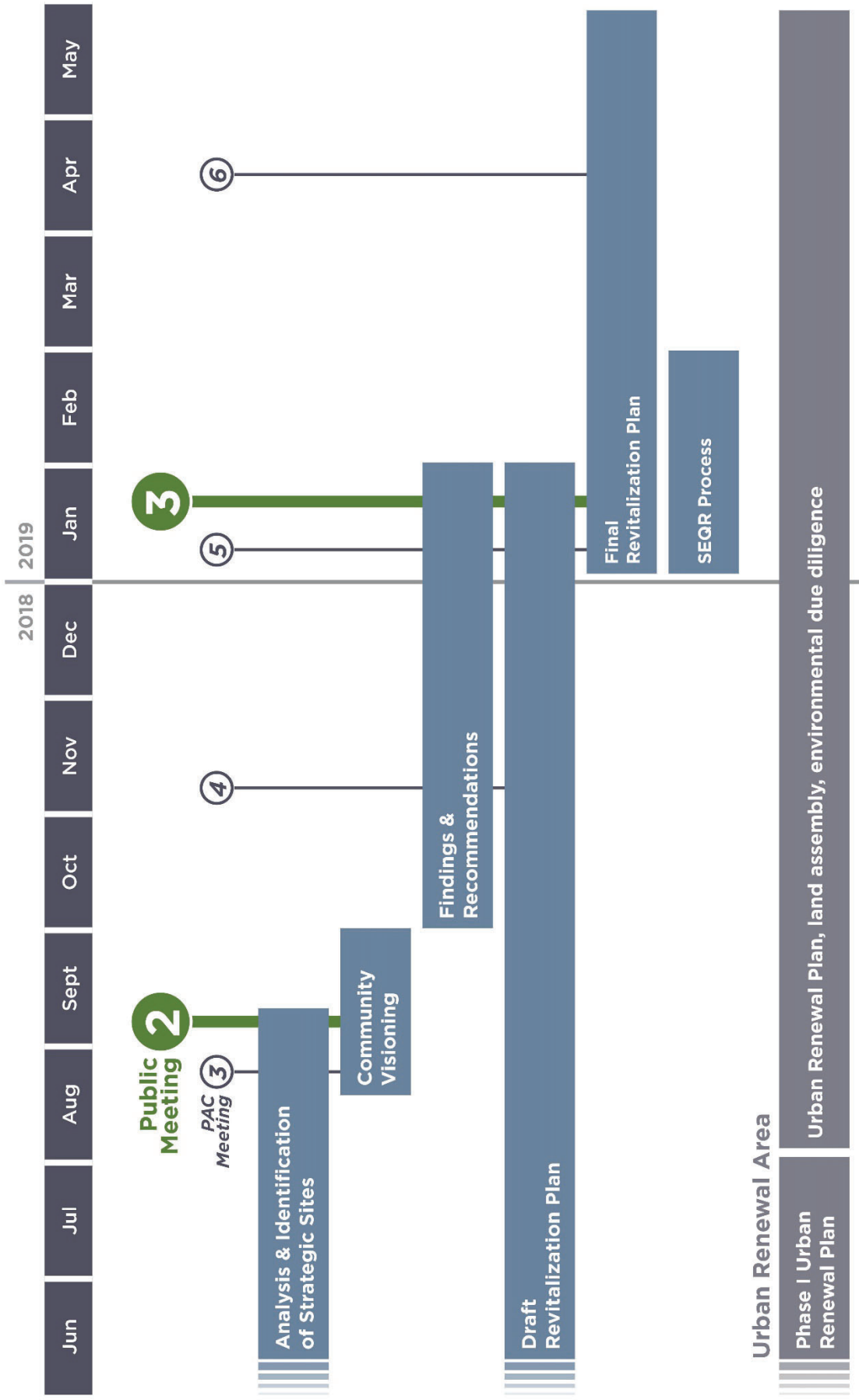
Where would you like to see housing?

Which streets or intersections do you think need improvements?

Do you have other ideas you can share about potential future land uses?

Next Steps





BULL'S HEAD REVITALIZATION

Planning on community values



b.e... **PRESENT**

Mayor Lovely Warren invites you to be part of the next phase of developing the Bull's Head Brownfield Opportunity Area (BOA) Revitalization Plan at these upcoming events:

- A community workshop with group discussions on the future of the neighborhood
- A community fair where you can meet your neighbors, enjoy live entertainment and learn more about volunteering

b.e... **INFORMED**

During the community workshop, we'll discuss the progress of the Revitalization Plan, planning activities over the past year, and the time frame for completing the Revitalization Plan.

www.CityofRochester.gov/BullsHeadRevitalization

b.e... **ENGAGED**

The Revitalization Plan is shaped by the community and the conversations we'll have during the community workshop and the community fair. Come with your ideas for your neighborhood!

COMMUNITY WORKSHOP

WHEN September 6, 2018
6-8 PM

WHERE St. Mary's Campus
89 Genesee Street
East Conference Room
(don't worry...we'll have signs)

WHAT After a brief project update we'll roll up our sleeves and discuss the future of Bull's Head within the context of community values and neighborhood opportunities. Come prepared with ideas!

If you require special arrangements/accommodations, please contact Rick Rybak at 428-6932.

This document was prepared by Fisher Associates for the City of Rochester and the New York State Department of State under a contract through the Economic Opportunity Fund (EOPF) Program.

COMMUNITY FAIR

WHEN September 8, 2018
12-4 PM

WHERE Salvation Army
100 West Avenue

WHAT Bull's Head neighbors of all ages will enjoy an afternoon of complimentary food, refreshments, activities, entertainment, and helpful information. Come join your neighbors!



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BULL'S HEAD REVITALIZATION

COMMUNITY WORKSHOP
September 6, 2018

Project Contact:

Rick Rynski
Project Manager
City of Rochester
30 Church Street, Rm 005A
Rochester, NY 14614-1290

Project Website:

CityOfRochester.gov/BullsHeadRevitalization

Document Repository:

Arnett Branch Public Library

BULL'S HEAD NEIGHBORHOOD

Brownfield Opportunity Area Step 2 Revitalization Plan

Workshop Agenda

- 6:00 pm** Welcome Remarks
- 6:05 pm** Presentation
- 6:20 pm** Vision & Goals Exercise
- 6:45 pm** Strategic Sites and Land Use Exercise
- 7:25 pm** Wrap-up

Today's Workshop

Mayor Lovely Warren and the City of Rochester welcome you to be part of the next phase of developing the Bull's Head Brownfield Opportunity Area (BOA) Revitalization Plan. During today's workshop we'll discuss the progress of the Revitalization Plan, planning activities over the past year, and the time frame for completing the Revitalization Plan. Most importantly, we'll have several conversations throughout the evening to discuss the future of Bull's Head within the context of community values and neighborhood opportunities.

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 poster was prepared for the City of Rochester and the New York State Office of General Services with state funds awarded through the Brownfield Opportunity Areas Program.



FISHER ASSOCIATES

Where do you live?

BULL'S HEAD REVITALIZATION

BULL'S HEAD NEIGHBORHOOD BROWNFIELD OPPORTUNITY AREA PROGRAM

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

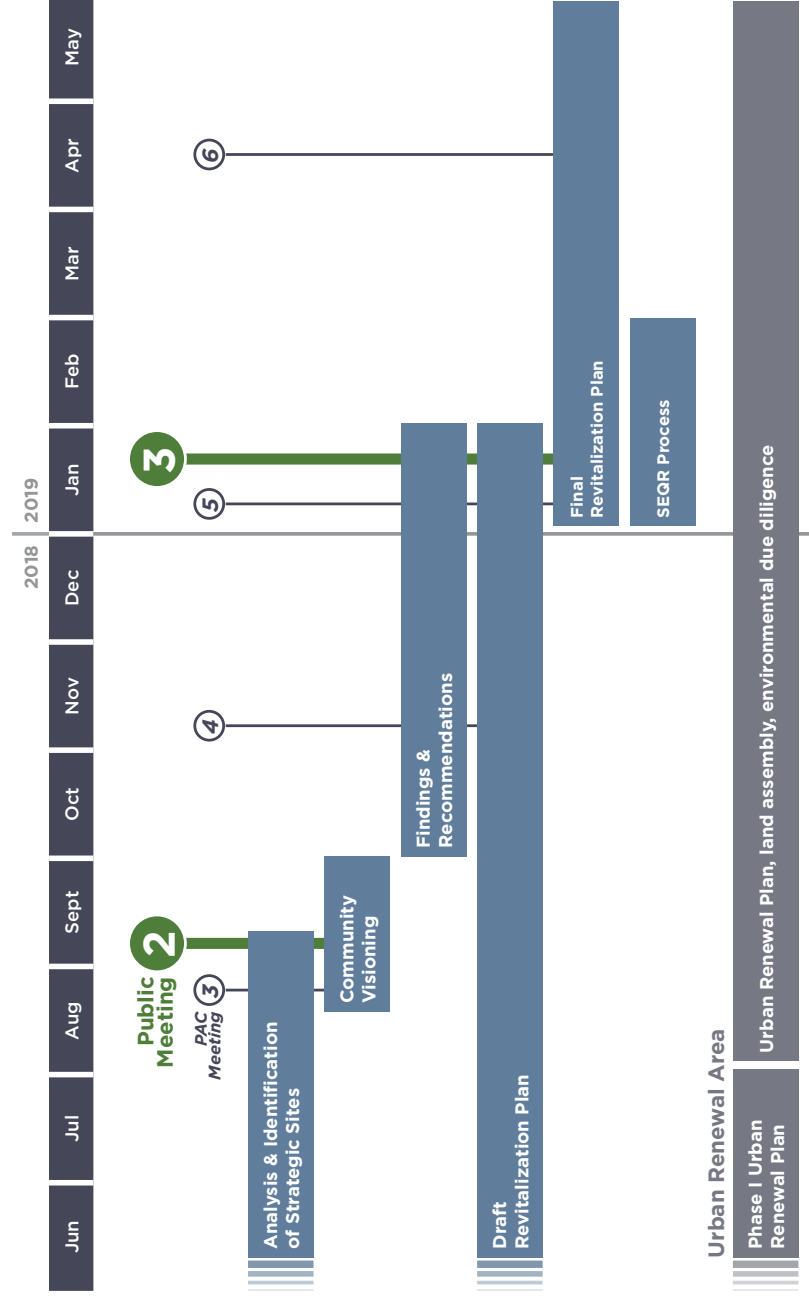
What is a Brownfield?

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

What is a Strategic Site?

Any property which the redevelopment or repurposing would further the goals of the BOA to create an economically and environmentally sustainable neighborhood.

What is the timeframe of the Revitalization Plan?



We Value . . .

sense of community connecting neighbors

arts and culture inspiring creativity and enhancing quality of life

transportation that is safe and accessible for everyone

quality public space with landscaping, seating, art, lighting, and gateway enhancements

employment opportunities from new and expanded businesses

new development that utilizes brownfield, vacant, and underutilized land

We Value . . .

historic character maintained through new development and reuse of existing buildings

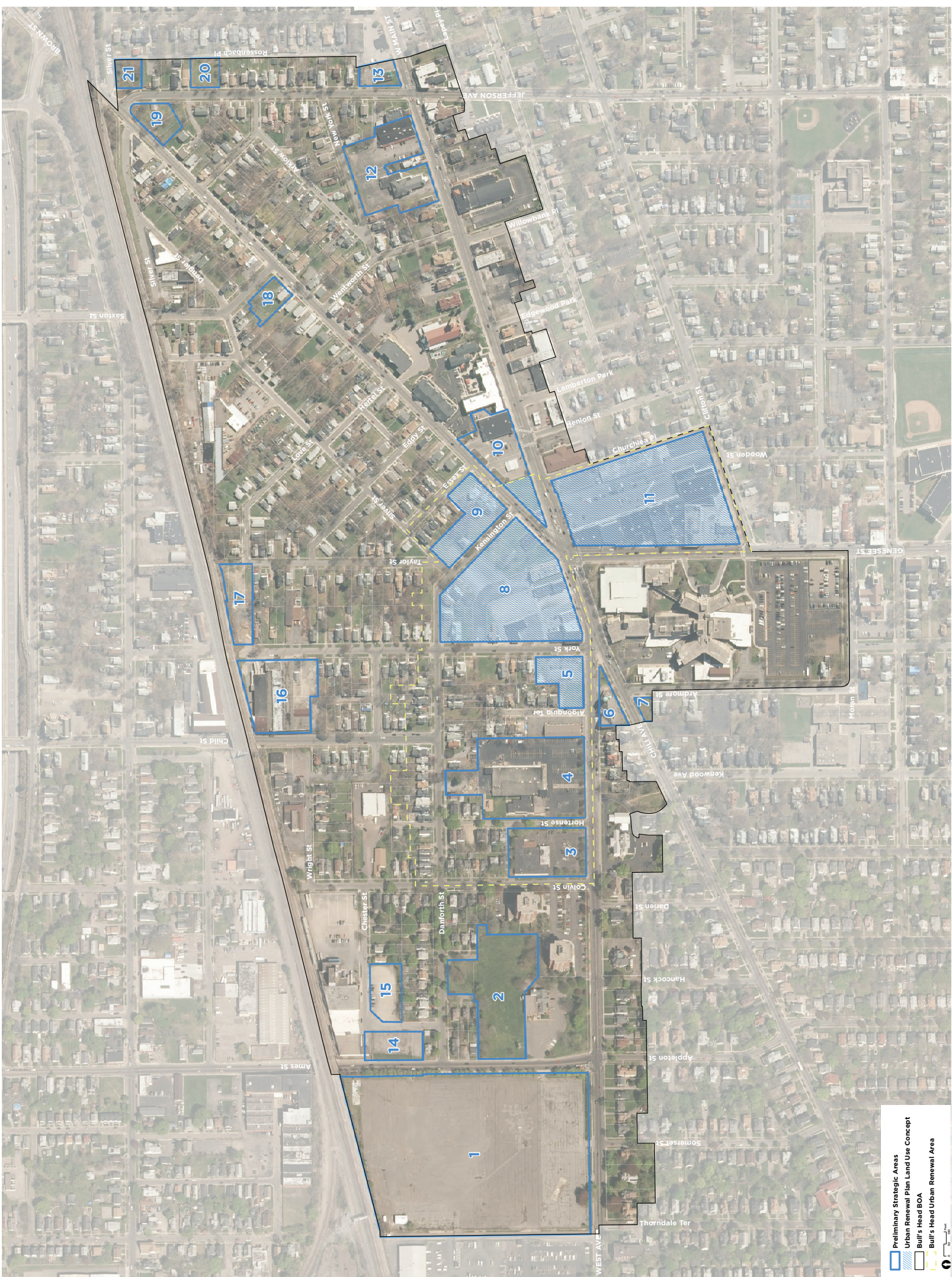
homeownership programs that assist first time and current homeowners

diverse housing options for different age groups and income levels

green space, parks, and recreation facilities with space for community events/gatherings

property owner accountability through consistent code enforcement

public safety and the efforts of RPD to address crime and violence



Legend

- Preliminary Strategic Areas
- Urban Renewal Plan Land Use Concept
- Built's Head BOA
- Built's Head Urban Renewal Area



BULL'S HEAD REVITALIZATION

COMMUNITY WORKSHOP SUMMARY
September 6, 2018 | St. Mary's Campus

Project Summary

The Bull's Head Revitalization Plan (officially entitled the "Bull's Head Brownfield Opportunity Area Step 2 Nomination Study") is part of the New York State Department of State's Brownfield Opportunity Area (BOA) Program. The BOA Program is a 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment. As part of Step 2 of the BOA Program, the Bull's Head 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.

The second public meeting was held on the evening of September 6, 2018 at St. Mary's Campus with **over 70 attendees**. The meeting was structured in two parts. The first part included a welcome and presentation by the project team detailing the progress of the Revitalization Plan, planning activities over the past year, and the time frame for completing the Revitalization Plan. The second part was designed as a workshop which enabled discussions between meeting participants and the project team regarding the future of Bull's Head within the context of community values and neighborhood opportunities.

This community workshop summary and workshop materials are available on the project website and at the document repository:



www.CityOfRochester.gov/BullsHeadRevitalization

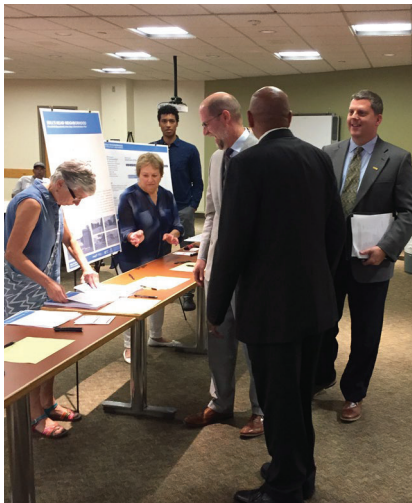


Arnett Branch Public Library

310 Arnett Boulevard, Rochester, NY 14169 ([map](#))

Workshop Welcome

Rick Rynski of the City of Rochester welcomed everyone to the community workshop and thanked them for taking time to provide valuable input to the City for the revitalization of the Bull's Head neighborhood. Mr. Rynski welcomed Deputy Mayor Dr. Cedric Alexander, introduced the project team including Fisher Associates and Highland Planning, and acknowledged the beneficial assistance of the 19th Ward Community Association. Mr. Rynski recognized the efforts undertaken over the past year by the project team and the tremendous opportunity the community has through the NYS Brownfield Opportunity Area Program. Mr. Rynski also provided an overview of the night's agenda including the presentation and two workshop exercises.



Presentation Summary

Frank Armento of Fisher Associates began the presentation with a review of the study area boundary for the Bull's Head Revitalization Plan and an updated project schedule with anticipated Project Advisory Committee meetings and public meetings. Mr. Armento also provided an overview of the activities of the project team over the past year, summarized as follows:

Held the first public meeting with 90+ attendees and 280 written comments

Completed the first phase Urban Renewal Plan for the existing urban renewal area

Inventoried key buildings and transportation issues/disparities

Coordinated with several City/County staff and departments

Met with key stakeholders, including residents and business owners

Drafted an economic and market trends analysis

Identified potential brownfield sites & underutilized sites

Summarized key findings from the inventory and analysis

Identified potential strategic sites

Mr. Armento provided detail regarding themes from feedback received during the first public meeting held in 2017 and an overview and status of the Bull's Head Urban Renewal Plan with phase 1 of the plan adopted by the Council in July 2018 and Phase 2 anticipated for adoption in summer 2019. In addition, Mr. Armento presented a draft summary of key findings detailing opportunities and challenges identified during the inventory and analysis phase of the project. These key findings were identified by the project team over the past year and are detailed in the workshop presentation (available on the [project website](#) and at the [document repository](#)). The themes were grouped into the following categories:

- Economic and Market Trends
- Land Use
- Zoning
- Land Ownership
- Parks and Open Space
- Key Buildings
- Historic Resources
- Transportation
- Infrastructure
- Natural Resources
- Vacant and Abandoned Sites
- Brownfields
- Underutilized Sites

Vision & Goals Exercise Summary

Mr. Armento began the vision and goals exercise with an overview of the vision statement and corresponding goals from the Bull's Head Brownfield Opportunity Area Step 1 Pre-Nomination Study (completed in 2011) and noted that both the vision statement and goals remain fairly representative of the neighborhood today.

As part of the BOA planning process, the Revitalization Plan includes a neighborhood vision with supporting goals. To seek input from meeting participants that could be used by the project team to update the vision and goals, the exercise utilized a set of value statements derived from feedback received during the 2009 Community Design Workshop and the first public meeting held in 2017. The list of value statements presented at the community workshop was updated with comments received during the August 22, 2018 Project Advisory Committee (PAC) meeting.

Susan Hopkins and M. André Primus of Highland Planning facilitated a discussion with meeting participants of the value statements and documented their suggested changes. Figure 1 on Page 4 and Figure 2 on Page 5 documents the meeting participants suggested changes to the value statements. Once the meeting participants provided their input on the value statements, Ms. Hopkins and Mr. Primus facilitated a voting exercise. Each person was given three stickers to vote on their top choice(s) for value statements. Their choices are documented in Figure 1 and Figure 2.



Figure 1: Value Statements (1 of 2)

We Value . . .

- sense of community connecting neighbors - ^{community centers} Strengthen Neighborhood associations - leadership + business associations - leadership
- arts and culture inspiring creativity and enhancing quality of life . . .
- transportation that is safe and accessible for everyone, - for bikes + Pedestrians, too
- quality public space with landscaping, seating, art, lighting, and gateway enhancements + Good parking signs - Unique Identity
- employment opportunities from new and expanded businesses + from new construction
- new development that utilizes healthy retail including healthy retail that utilizes brownfield, vacant, and underutilized land, + local businesses
- Training + education . . .
- Human services -

BULL'S HEAD REVITALIZATION

FISHER

CITY OF BULLOCK AND THE AREA DEVELOPMENT AUTHORITY
WITH SUPPORT FROM THE
COMMUNITY DEVELOPMENT PROGRAM
OF THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Figure 2: Value Statements (2 of 2)

We Value . . .

- historic character maintained through new development and reuse of existing buildings
- homeownership programs that assist first-time and current homeowners - *Help current residents stay here Fair Assets*
~~Help~~ *Avoid displacement* eminent domain
- diverse housing options for different age groups and income levels
- green space, parks, and recreation facilities with space for community events/gatherings *Community*
Play space *Fair Markets*
- property owner accountability through consistent code enforcement
- public safety and the efforts of RPD to address crime and violence, *More involvement from PD*
Community policing

Diversity within the Community - including access for disabled
Community/Social/Public Health

BULL'S HEAD REVITALIZATION
FISHER ASSOCIATES
2701 W. 10th Street, Suite 100, Fort Worth, TX 76102
76102 • 817.335.1100 • www.fisherassociates.com

Strategic Sites and Land Use Exercise Summary

Mr. Armento transitioned the community workshop to the strategic sites and land use exercise. Mr. Armento began with a presentation of an overview of strategic sites including the rationale for including strategic sites as part of the planning process and the project team's approach to identifying strategic sites. Strategic sites are any property identified in the inventory and analysis phase through which redevelopment or repurposing would further the goals of the BHBOA to create an economically and environmentally sustainable neighborhood. Mr. Armento described the project team's approach to identify these sites including a precedent review and the creation of a four-step methodology. Mr. Armento provided an overview of each step in the site selection process, presented the results of the methodology with a map of preliminary strategic sites, and reviewed each strategic site by providing a location and general description.

Ms. Hopkins and Mr. Primus transitioned to the discussion of strategic sites with a list of starter questions the meeting participants could use as a guide. These starter questions included:

- Are there any properties not listed that you think should be considered a strategic site?
- Are there any strategic sites you would like to remove from the list?
- Where would you like to see parks, trails, and open space?
- Where would you like to see retail? Restaurants? Mixed-use buildings?
- Where would you like to see housing?
- Which streets or intersections do you think need improvements?
- Do you have other ideas you can share about potential future land uses?

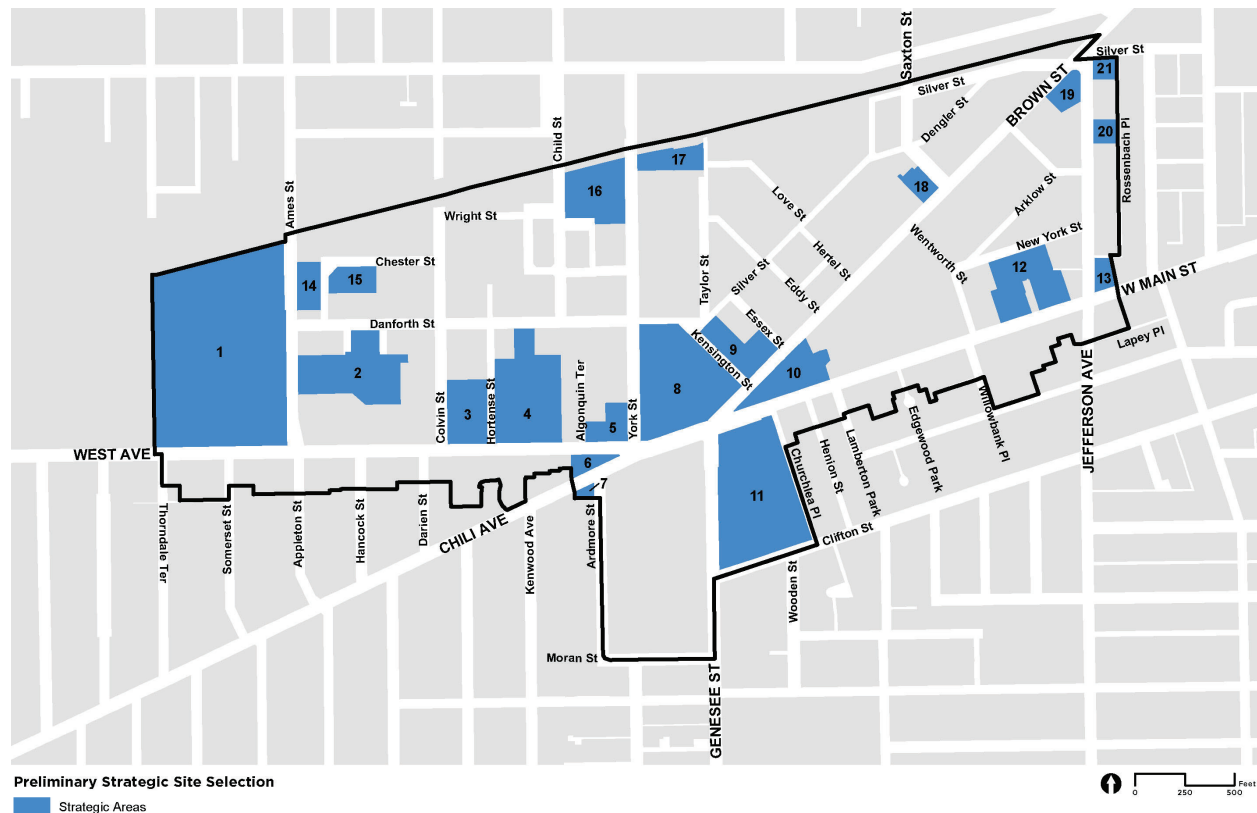


Strategic Sites Feedback

Meeting participants were actively engaged in the discussions at each table with topics ranging from the starter questions to discussions of the opportunities and constraints within the neighborhood. Large-format maps and one-page strategic site summaries were provided at each table for meeting participants to leave their feedback and provide new ideas or suggestions. The following feedback was transcribed from these large-format maps and the one-page strategic site summaries. While every effort was made to transcribe meeting participants' hand writing, some hand writing was undecipherable. The project team welcomes additional feedback. Please visit the [project website](#) for contact details.



Figure 3: Preliminary Strategic Site Selection



Site Feedback

- 1
 - Recreation
 - Training Center
 - Continue Educ. Ctr.
 - YMCA
 - Put a community center here
 - Tiny home village here (no base-meats)
 - Need to update city codes on tiny homes
 - Bike trails, urban forest, running trails
 - YMCA community services
 - Something that create a “destination” for the neighborhood. Skating? Pool? Rec center?
 - Gas station
 - Car wash
 - Fancy new “y” w/ indoor swimming pool for youth and adults
 - Community center for all ages
 - It seems like this site has been empty for 20+ years! It would be great if this space was finally used for something that would benefit the neighborhood. A nice community center/event building. Or possibly retail/grocery/dining. Something other than empty space.
 - Open space / green space, recreation

Site Feedback

- 2
 - *Park area here with play space*
 - *Water park*
 - *Play space for community space*
 - *Farmers market*
 - *Park*
 - *Beautiful park and playground*
 - *Park play space*
 - *Recreation center / YMCA, use by people in towers and the whole community*

- 3
 - *Urgent care URMC | only blood lab*
 - *Urgent Care*
 - *New & improved "Danforth" ctr?*
 - *Parking is there; we need to figure out how to use the building structure*
 - *Embellish with landscaping. Do you need that much parking? What can Salvation Army use it for? Share parking with church.*

- 4
 - *YMCA due to a lot of parking*
 - *Potential excellent site [undecipherable] community [undecipherable]*
 - *Post office, Trader Joe's*
 - *Same as 3! [too much parking] Share parking with church.*
 - *Strategic site that should stay, Salvation Army (keep)*
 - *Grocery store, Aldis, Price Right*
 - *Small movie theater*
 - *Family dining*

- 5
 - *[no written feedback received during community workshop]*

- 6
 - *Site #6 is very important put it to use! Make sure there is parking to support it.*
 - *Art/Center*
 - *Community Church! Don't get rid of the church make it non-denominational*
 - *Find active church to use it. Make a venue for performances. Use/share parking from across the street.*

- 7
 - *Green it, trees*

- 8
 - *Retail, restaurants, services*
 - *[Meeting attendee drew 2 new roads parallel to W Main St and Brown St, areas for parking, and included storefronts and a police substation as new land uses. Meeting attendee also noted they wanted to keep the two existing buildings at 924-930 W Main St and 932-938 W Main St]*

- 9
 - *Retail*
 - *[Meeting attendee drew two new roads parallel to Brown St, areas for parking, and included storefronts as a new land use]*

- 10
 - *Public art sculpture or Bull's Head (triangle)*
 - *Green space with Bull*
 - *Green space*
 - *Use the end to help traffic flow and complement site 8 & 9, 11*

Site Feedback

- 11
- *Keep bank in this area*
 - *Fast food place*
 - *Bring back RPD*
-

- 12
- *Bring in college graduates with heavy debt in make tiny homes here*
 - *Full line supermarket*
 - *Boutique hotel*
 - *Build of the existing business and encourage more to come*
 - *Restaurant for lunch and parking for the fish Market / Skips*
-

- 13
- *East end welcome [undecipherable] cntr.*
 - *Save for Susan B. Anthony Plan*
 - *Expanded Anthony Museum?*
 - *Susan B. Welcome Center*
 - *Leave as a restaurant or for future retail*
-

- 14
- *Tiny home manufacturing here*
 - *Combine with 1 [site 1] as open space, rec space. Tutoring after school, training center*
-

- 15
- *Tiny home manufacturing here*
 - *Same as 14, combine as open space, rec space*
-

- 16
- *Dr. Office?*
 - *X [remove as strategic site]*
 - *Keep as business/commercial use. Help find better way for trucks to travel.*
-

- 17
- *Medical?*
 - *X [remove as strategic site]*
 - *Same as 16 [keep as business/commercial, help find better way for trucks to travel]*
-

- 18
- *Continue homes for home ownership*
-

- 19
- *Clean up gardens*
 - *X [remove as strategic site]*
 - *Community garden, green space, vegetables*
-

- 20
- *New houses*
 - *Build homes for home owners*
-

- 21
- *X [remove as strategic site]*
 - *More homes, green space*
-

Other locations Feedback

Meeting participants provided additional feedback outside of the strategic sites locations. The following feedback was transcribed from the large-format maps with an approximate location assigned for the feedback. Every effort was made to transcribe meeting participants hand writing. The project team welcomes additional feedback. Please visit the [project website](#) for contact details.

Location	Feedback
Intersection of Brown St, W Main St, and Genesee St	<ul style="list-style-type: none"> ▪ <i>Foot traffic issues</i> ▪ <i>Make pedestrian safety better here (intersection)</i> ▪ <i>Roundabout</i> ▪ <i>Healthy food, variety of food options, coffee/beer/pizza</i> ▪ <i>Roundabout?</i>
Intersection of Brown St and Silver St	<ul style="list-style-type: none"> ▪ <i>Traffic issues</i> ▪ <i>Fix traffic - make more welcoming, safer for these from 490 to main</i>
Intersection of Chili Ave, West Ave, and York St	<ul style="list-style-type: none"> ▪ <i>Overhead ped bridge?</i> ▪ <i>Need safe ped crossings</i> ▪ <i>Slow traffic down. Make Main St/West Ave a memorable driving experience.</i>
Properties adjacent to rail line	<ul style="list-style-type: none"> ▪ <i>Need development along rail line here (tiny homes)</i> ▪ <i>Create a linear park w/ housing & community services off of it.</i> ▪ <i>Bike/greenway</i>
10 New York Street	<ul style="list-style-type: none"> ▪ <i>Buffalo Bill Cody lived at #10 New York Street - (1874-76) put a memorial there</i>
General area around intersection of Saxton St, Dengler St, and Silver St	<ul style="list-style-type: none"> ▪ <i>Is this area safe. Ind & Res., cab company, davy company, property homes.</i>
W Main Street	<ul style="list-style-type: none"> ▪ <i>Street trees</i> ▪ <i>Green space on (s) side W Main.</i> ▪ <i>Stabilize properties</i>
87 & 91 Silver St	<ul style="list-style-type: none"> ▪ <i>Green space park</i> ▪ <i>Historic Barn</i>
19 Silver St	<ul style="list-style-type: none"> ▪ <i>Great building</i>
200 West Ave (Danforth Community Center)	<ul style="list-style-type: none"> ▪ <i>Better utilize, make strategic</i>

General Comments

Meeting participants also provided additional feedback that was not specific to a strategic site or a location within the study area. The following feedback was transcribed from the large-format maps. Every effort was made to transcribe meeting participants hand writing. The project team welcomes additional feedback. Please visit the [project website](#) for contact details.

- *Neighborhood retail: food (McDonalds, Burger King, Taco Bell), restaurants (locally owned), clothing, day care, laundromat, Dollar Tree. Don't want liquor store.*
- *I think houses should be built where houses existed at one time.*



Community Workshop Wrap-up

Mr. Armento thanked everyone for taking the time to attend the meeting and provide the project team with valuable feedback. Mr. Armento reviewed the project schedule and presented the next steps for the Bull's Head Revitalization Plan, which included:

1. Hold a community fair on September 8 at the Salvation Army
2. Draft the Bull's Head Vision and Goals
3. Draft preliminary Bull's Head Revitalization Plan recommendations
4. Hold the fourth PAC meeting to discuss preliminary recommendations, date TBD (to-be-determined)
5. Hold the third public meeting to discuss preliminary recommendations and the draft revitalization plan.

For more information

Project Website:

CityofRochester.gov/BullsHeadRevitalization

Document Repository:

Arnett Branch Public Library
310 Arnett Boulevard, Rochester, NY 14169 ([map](#))

Project Contact:

Rick Rynski
Project Manager
City of Rochester
30 Church Street, Rm 005A
Rochester, NY 14614-1290



Revitalization Plan Description

The Bull's Head Revitalization Plan represents Step 2 of the NYS Brownfield Opportunity Areas (BOA) Program. The Plan will provide an in-depth and thorough description of existing conditions, potential brownfields, opportunities, and constraints, and will include an economic and market trends analysis. Key findings will inform recommendations and the identification of strategic sites. The Plan will emphasize recommendations and reuse potential for strategic sites that may act as catalysts for neighborhood revitalization. The planning process will result in designation of the BOA by the Secretary of State which will provide tools and incentives to encourage reinvestment in the area.

Next Steps

The next step of the BOA Program includes pre-development and implementation activities that will use a range of techniques and actions to implement the Revitalization Plan and site assessments at eligible strategic brownfield sites.

Project Contact

Rick Rynski
 Project Manager
 City of Rochester
 30 Church Street, Rm 005A
 Rochester, NY 14614-1290

More Information

Project Website:
CityOfRochester.gov/BullsHeadRevitalization

Document Repository:
 Arnett Branch Public Library



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BULL'S HEAD REVITALIZATION

PUBLIC MEETING
June 26, 2019

This 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.

Since the last public meeting . . .

Held a community fair at the Salvation Army

Coordinated with the PAC and several City/County staff and departments

Drafted a vision statements, values, goals + objectives

Completed identification of strategic sites and opportunities

Prepared BOA recommendations

Commenced implementation of the first phase of the Urban Renewal Plan including land assembly and environmental investigation/remediation activities

Continued second phase of the Urban Renewal Plan including traffic and zoning analyses and identification of conceptual redevelopment and investment opportunities

Tonight . . .

Review vision statement, values, goals + objectives

Review identified strategic sites and opportunity sites

Review BOA recommendations

Present URA targeted area conceptual development build-out frames

Hold a visual preference exercise

Provide comments on Revitalization Plan conceptual development build-out frames

Revitalization Plan



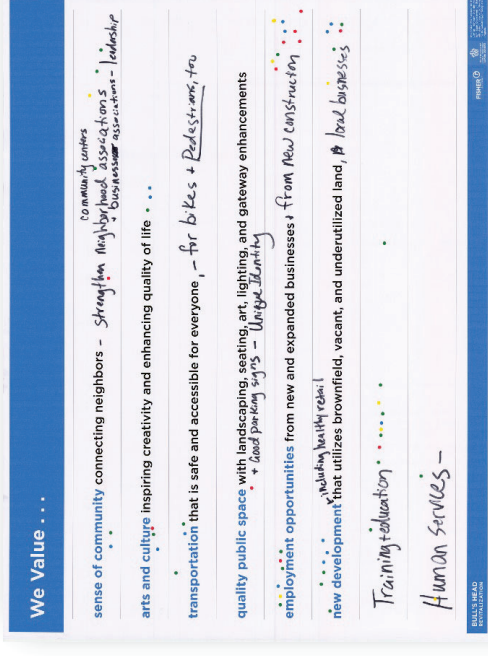
Vision, Values, Goals + Objectives

Overview

Results of the values exercise from Public Meeting #2 were used to update the Vision Statement and create Goals + Objectives.

Purpose

To advance neighborhood revitalization in the Bull's Head area utilizing public and private sector resources.



Vision Statement

The Bull's Head area is an attractive and prosperous neighborhood which includes opportunities for all current and future residents of all ages and income levels.

Once contaminated, vacant, and blighted lands are now healthy and sustainable places where our local businesses and residents thrive.

We embrace our historic and strategic location as a center of commerce and health, and leverage our role as a transportation hub that connects all people and modes safely and comfortably.

Our parks and open spaces play an active role in connecting our community to nature and provide recreation options for our youth.

Our broad inclusiveness and continuous drive to improve our neighborhood provides a safe, affordable, prosperous, and attractive place for all.

Value Statements

Sense of community connecting neighbors

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

Employment opportunities from new and expanded businesses supported by training and education

New development that utilizes brownfield, vacant, and underutilized land

Historic character maintained through new development and reuse of existing buildings

Improve housing opportunities for current and future residents that also assist first time and current homeowners

Green space, parks, and recreation facilities with space for community events, gatherings, and markets

Public safety and the efforts of RPD to address crime and violence

Goals + Objectives

Sense of community connecting neighbors

- Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull's Head area
- Facilitate neighborhood events and farmers markets
- Evaluate expansion of programming and facilities at the Danforth Community Center

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

- Utilize “complete street” tools for pedestrians, bicyclists, and transit users
- Evaluate traffic calming and intersection safety measures
- Encourage new development to incorporate bicycle, pedestrian, and transit facilities

Goals + Objectives

Employment opportunities from new and expanded businesses supported by training and education

- Encourage the hiring and training of local residents in local businesses
- Develop a business recruitment program to bring businesses to the Bull's Head area
- Host business association events tied to job fairs

New development that utilizes brownfield, vacant, and underutilized land

- Facilitate testing, remediation, and redevelopment of brownfield properties
- Complete a viable re-use plan for 95 Ames St (former Taylor Instruments)
- Attract diverse businesses that can accommodate daily needs of local residents
- Redevelop the Bull's Head Plaza with mixed-use buildings that front the street

Goals + Objectives

Historic character maintained through new development and reuse of existing buildings

- Encourage new development to utilize traditional neighborhood design
- Facilitate historic property and building identification
- Promote resources available for historic building reuse and renovation
- Promote awareness of the Bull's Head and its historic past

Improve housing opportunities for current and future residents that also assist first time and current homeowners

- Seek development that includes housing choice (e.g. age-in-place housing)
- Increase awareness of the City's housing assistance programs
- Address the issues of investor owners/landlords
- Increase home ownership in the Bull's Head area
- Focus on residential infill development compatible with the character of the area

Goals + Objectives

Green space, parks, and recreation facilities with space for community events, gatherings, and markets

- Add amenities and recreation facilities to Lynchford Park
- Utilize vacant land for a new park which can support multiple uses/events
- Replace vacant lots within residential areas with pocket parks and gardens

Public safety and the efforts of RPD to address crime and violence

- Examine the feasibility of a new RPD station
- Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

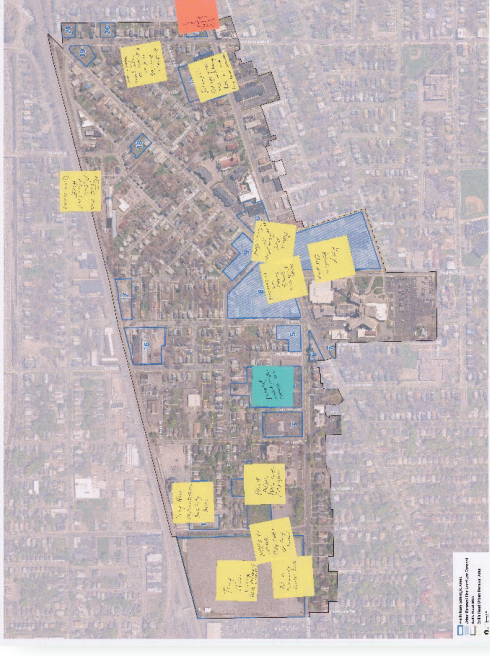
Strategic Sites

Overview

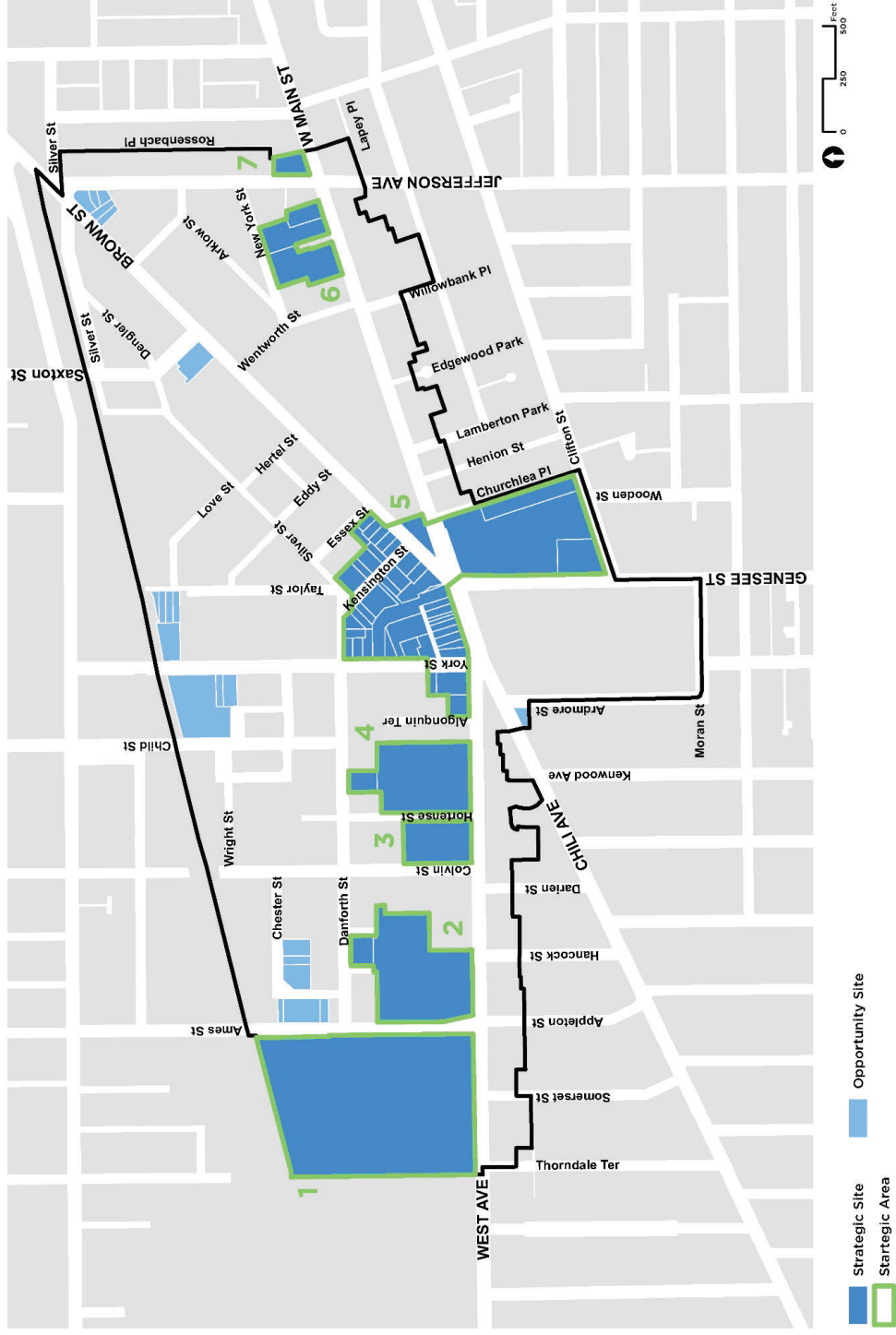
Results from Public Meeting #2 were used to revise and consolidate the list of strategic sites down to 55 properties grouped in to 7 strategic areas.

Purpose

Strategic sites are eligible for funding to support predevelopment activities and site developers may be eligible for the “BOA Bump-up” tax credit. Strategic sites with brownfields may be eligible for funding to complete environmental site assessments.



Strategic Sites



BOA Recommendations

Overview

Recommendations were developed based on the input from public meetings, PAC meetings, and the key findings from the inventory and analysis. A total of 59 recommendations were grouped in to actions + policies, and projects.

Purpose

Recommendations advance redevelopment of strategic sites and the revitalization of the Bull's Head area

We Value...	Recommended Actions + Policies
Sense of community connecting neighbors	Recommended: ACTIONS + POLICIES <ol style="list-style-type: none">1. Work with local residents to create a Bull's Head Neighborhood Association2. Work with local business to create a business association and neighborhood district3. Facilitate neighborhood events and farmers markets
Transportation that is safe and accessible for walking, cycling, pedestrians and bicyclists	<ol style="list-style-type: none">4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience5. Promote and provide facilities for the incorporation of bicycles, pedestrian, and transit facilities in new development6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development7. Continue exploring design options, engineering, and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head Urban Renewal Plan8. Explore and fund design, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head Urban Renewal Plan
Employment from new and expanded businesses supported by housing and workforce	<ol style="list-style-type: none">9. Promote existing workforce development programs through relocated neighborhood business10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses11. Promote and encourage the hiring and training of local residents for new businesses12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area13. Host business association events tied to job fairs
New development that is vibrant, walkable, and underutilized land	<ol style="list-style-type: none">14. Promote and assist in the facilitation of remediation and development of brownfields, abandoned, vacant, and underutilized properties15. Examine the feasibility of modifying some zoning districts within the study area to a Village Center District that includes requirements for mixed-use buildings, commercial buildings, and specific design standards16. Encourage new development to include commercial spaces that can accommodate nearby local residents including grocery, small businesses, and services17. Examine feasibility of zoning code modification to R4 and R-2 zones to allow development of smaller residential properties18. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St to the north as proposed in the Bull's Head Urban Renewal Plan

Recommended Actions + Policies

Sense of community connecting neighbors

1. Work with local residents to create a Bull's Head Neighborhood Association
2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district
3. Facilitate neighborhood events and farmers markets

Recommended Actions + Policies

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience
5. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development
6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development
7. Continue exploring design options, engineering, and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head Urban Renewal Plan
8. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head Urban Renewal Plan

Recommended Actions + Policies

Employment opportunities from new and expanded businesses supported by training and education

9. Promote existing workforce development programs through marketing and information campaigns
10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses
11. Promote and encourage the hiring and training of local residents for local businesses
12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area
13. Host business association events tied to job fairs

Recommended Actions + Policies

New development that utilizes brownfield, vacant, and underutilized land

14. Promote and assist in the facilitation of remediation and redevelopment of brownfield, abandoned, vacant, and underutilized properties
15. Examine the feasibility of modifying some zoning districts within the study area to a Village Center District that includes requirements for mixed-use buildings, commercial frontages, and specific design standards
16. Encourage new development to include commercial spaces that can accommodate daily needs of local residents including grocery, small retail, restaurants, and medical services
17. Examine feasibility of zoning code modification to R-1 and R-2 zones to allow development of smaller residential properties
18. Continue exploring design options, engineering, and funding to support the redevelopment of the Bull's Head Plaza and properties to the north as proposed in the Bull's Head urban Renewal Plan

Recommended Actions + Policies

Historic character maintained through new development and reuse of existing buildings

19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey
20. In conjunction with recommendation #15 above, include design standards within the future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head area
21. Promote the benefits for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use
22. Promote awareness of the history of the Bull's Head area
23. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment

Recommended Actions + Policies

Improve housing opportunities for current and future residents that also assist first time and current homeowners

24. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing (age-in-place)
25. Promote and encourage residential infill development that is compatible with the character of the area
26. Utilize marketing and information campaigns to increase awareness of the City's housing assistance programs
27. Develop incentives and policies that address the issues of investor owners/landlords
28. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes
29. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties, especially properties near the railroad

Recommended Actions + Policies

Green space, parks, and recreation facilities with space for community events, gatherings, and markets

30. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses
31. Encourage local residents to utilize City programs and incentives for the creation of community gardens
32. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents

Public safety and the efforts of RPD to address crime and violence

33. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Plan
34. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Recommended Projects

Sense of community connecting neighbors

1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center
2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity
3. Include community meeting space(s), possibly in conjunction with a Bull's Head RPD station
4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming

Recommended Projects

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

5. Reconfigure W Main Street, Genesee Street, and Brown Street utilizing a “complete streets” approach and green infrastructure technologies
6. Improve pedestrian connectivity and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses
7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull’s Head
8. Add transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles
9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land

Recommended Projects

Employment opportunities from new and expanded businesses supported by training and education

10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA
11. Increase business opportunities on commercial corridors to attract new job growth in the Bull's Head neighborhood
12. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor

Recommended Projects

New development that utilizes brownfield, vacant, and underutilized land

13. Reposition sites identified in Strategic Area 5 for redevelopment as described in the Bull's Head Urban Renewal Plan, as a catalyst for future neighborhood revitalization efforts
14. Complete Phase I and Phase II Environmental Site Assessments (ESA) for every City-owned brownfield property to determine the nature and extent of environmental concerns
15. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's
16. Work with the private property owner to complete additional environmental testing at 95 Ames Street to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints
17. Work with the private property owner to create a re-use and development master plan for 95 Ames Street that considers subdivision of the property for infill development and recreation facilities (within the constraints of environmental concerns)
18. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor

Recommended Projects

Historic character maintained through new development and reuse of existing buildings

19. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area
20. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places
21. Work with the private property owner to seek funding for the construction of façade improvements to the public parking garage on the St. Mary's Campus

Improve housing opportunities for current and future residents that also assist first time and current homeowners

22. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study

Recommended Projects

Green space, parks, and recreation facilities with space for community events, gatherings, and markets

23. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center
24. Develop small public parks or public open space within the center of the Bull's Head along W Main St, Brown St, Genesee St, Chili Ave, and West Ave
25. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave
26. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus

Public safety and the efforts of RPD to address crime and violence

27. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades, changes, or installations

Urban Renewal Plan



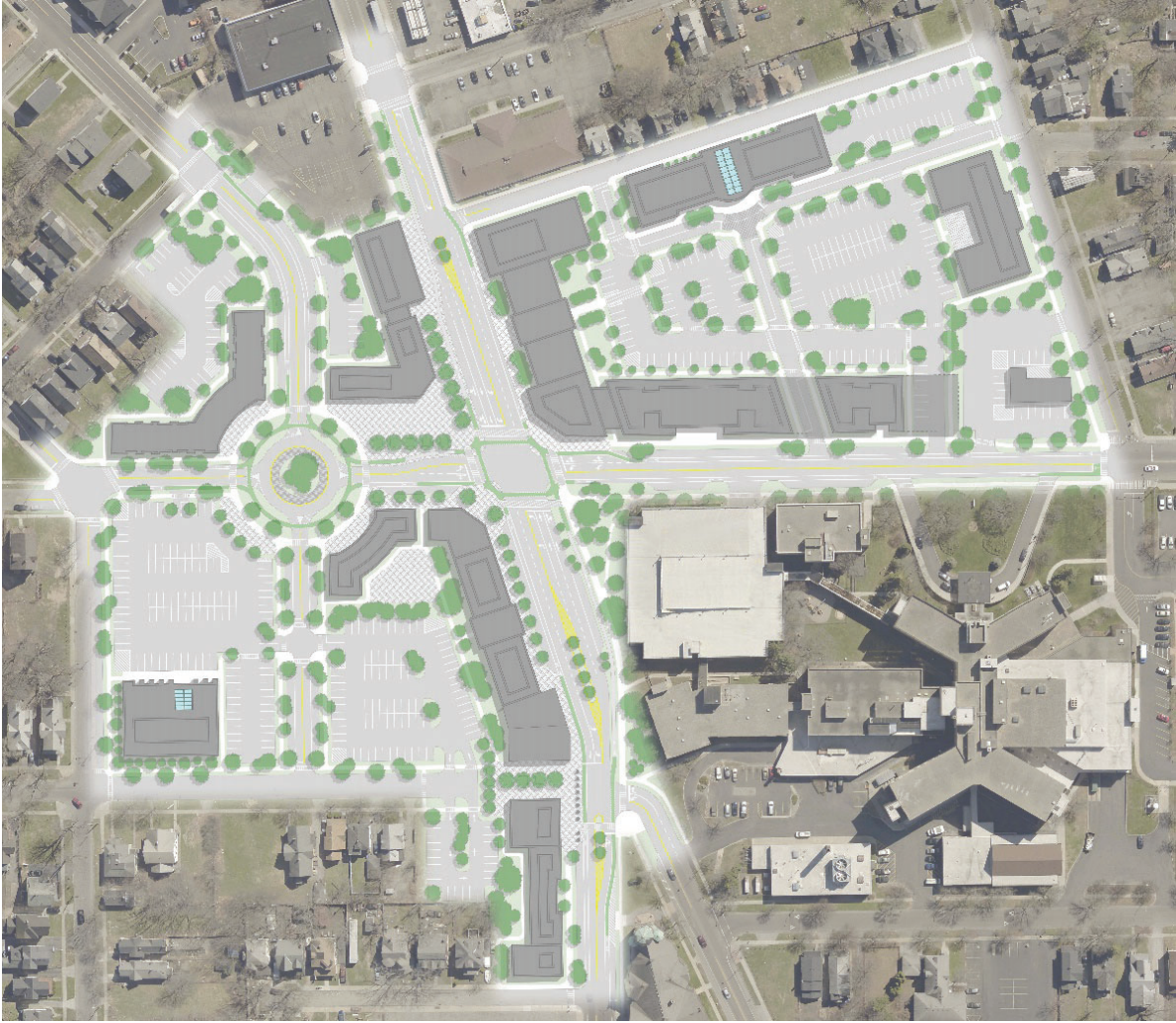
Urban Renewal Plan

- Approach** Phased approach with the first phase including land assembly, select demolition, and commencement of environmental due diligence.
Second phase includes adoption of zoning amendments and Bull's Head Urban Renewal District.
- Key Dates** Phase 1 Plan approved by City Council July 24, 2018
Phase 2 Plan will be complete by Fall 2019
- Plan Location** www.CityofRochester.gov/BullsHeadRevitalization

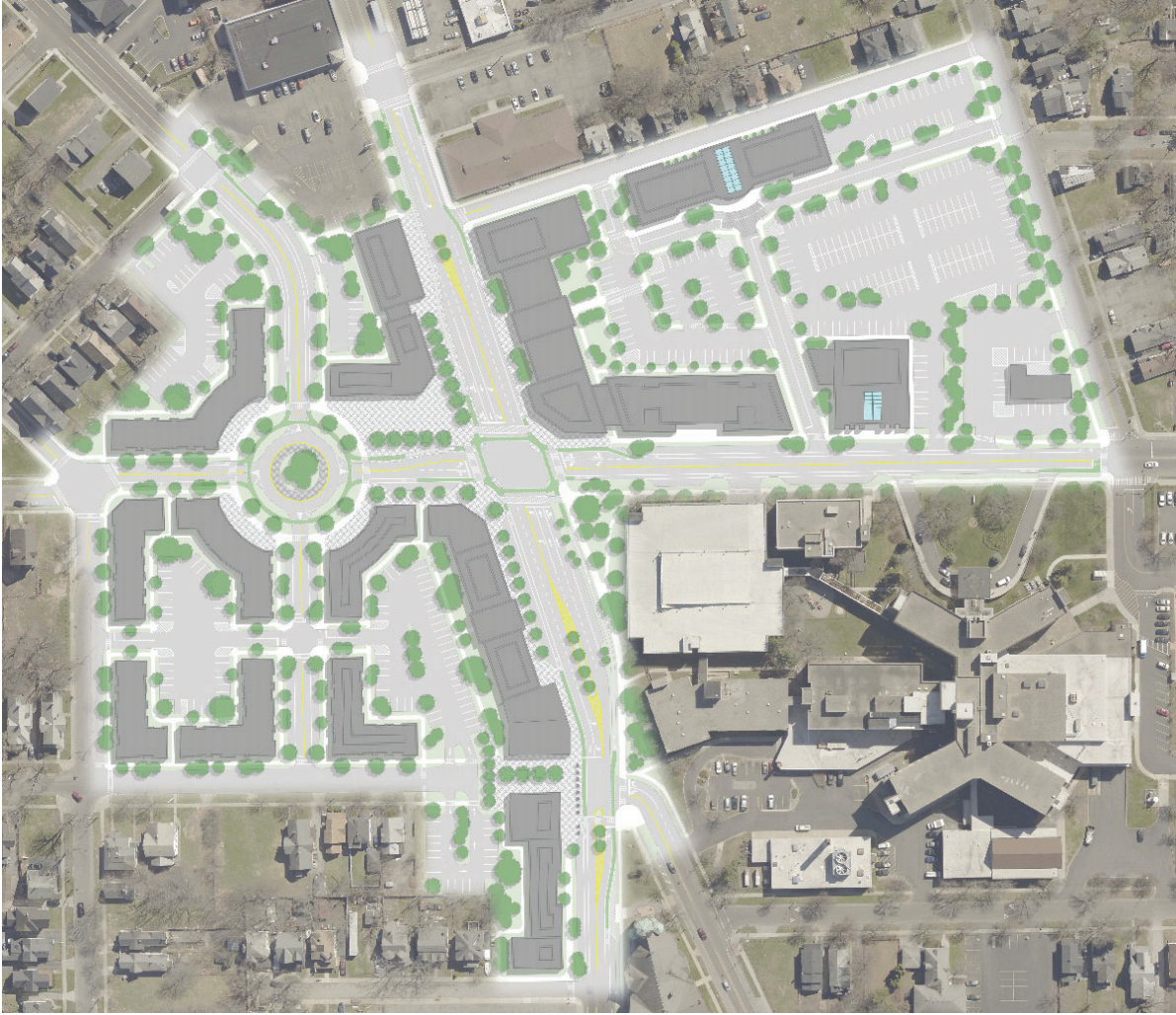
Urban Renewal Plan



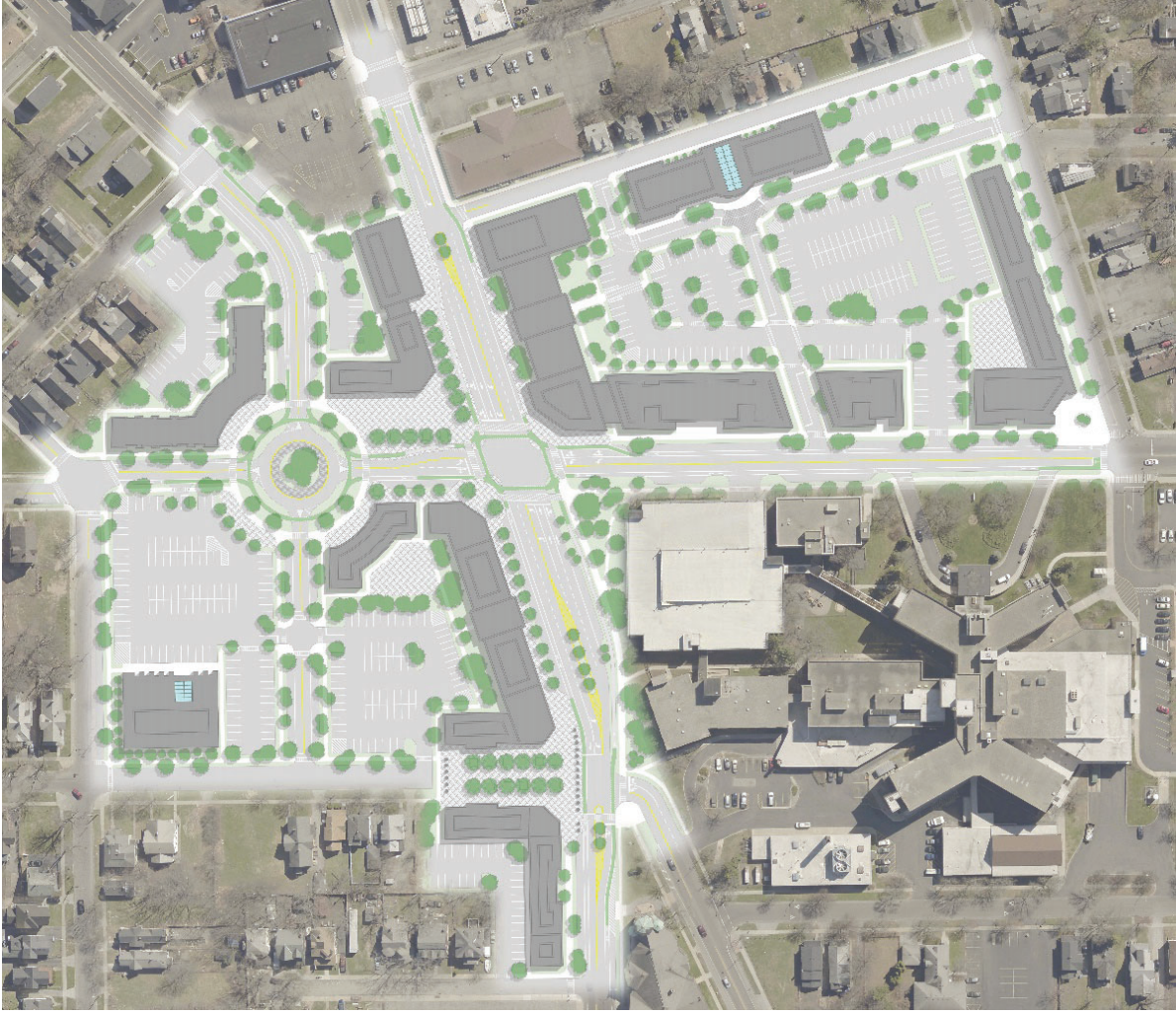
Frame 1A

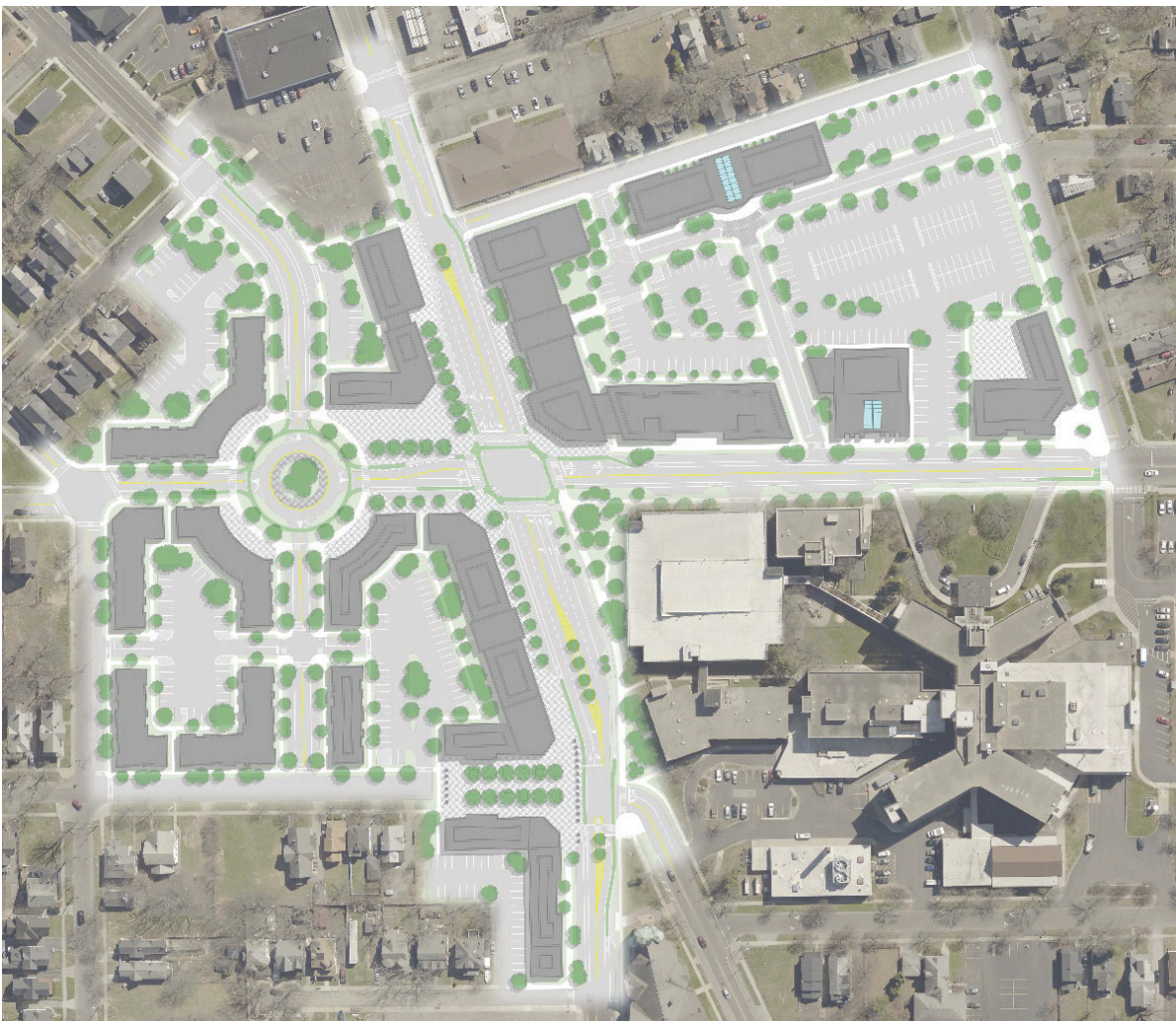


Frame 1B



Frame 2A





Frame 2B

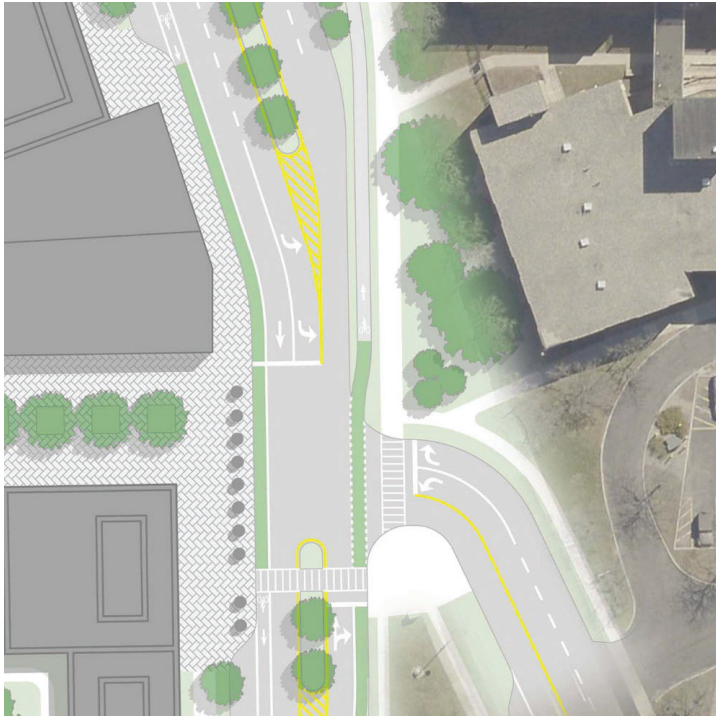


Chili/York/West Intersection

Existing



Frame 1A

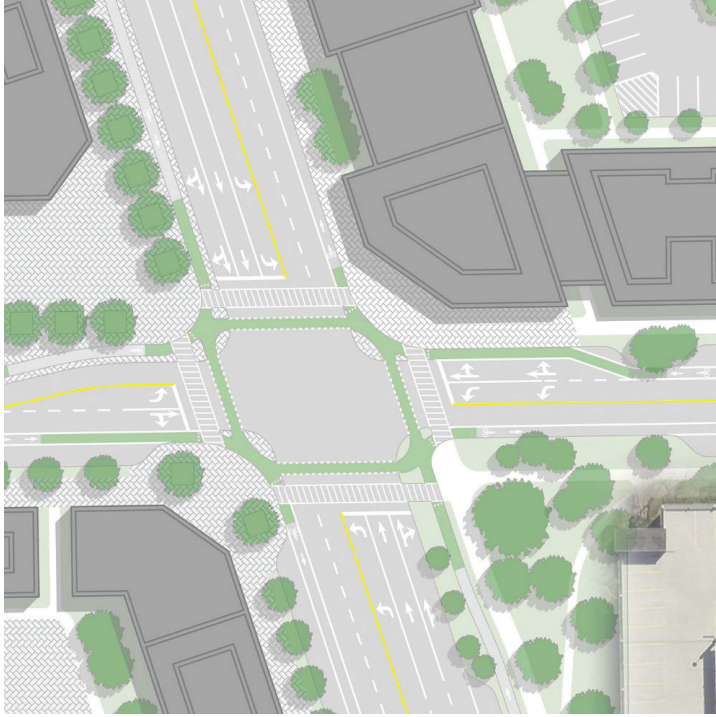


W Main/Genesee/Brown Intersection

Existing



Frame 1A



Brown St Realignment + Roundabout

Existing



Frame 1A

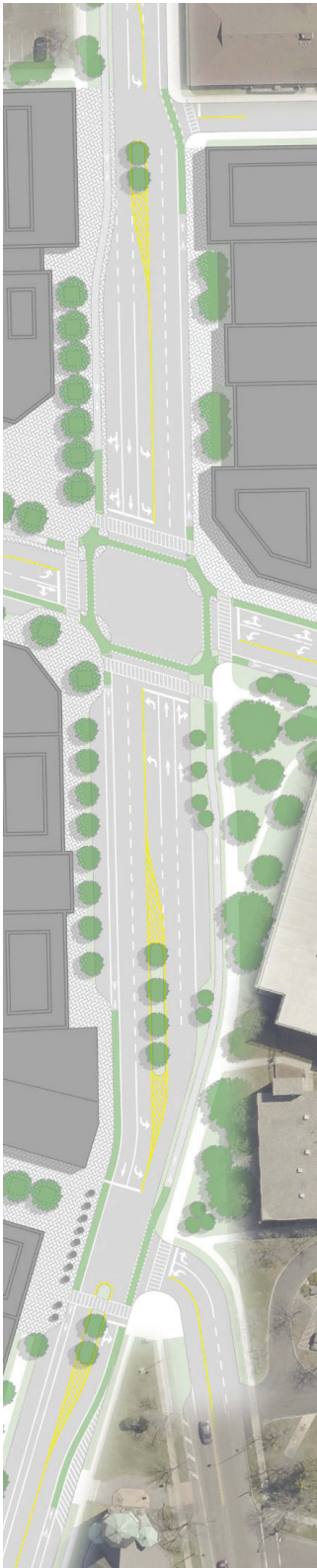


Bicycle Infrastructure

Existing



Frame 1A



Public Spaces

Existing



Frame 1A



RPD Station (north)

Existing



Frame 1A



RPD Station (south)

Existing



Frame 1B



Mixed-use Development

Existing



Frame 1A



Multi-Family Housing

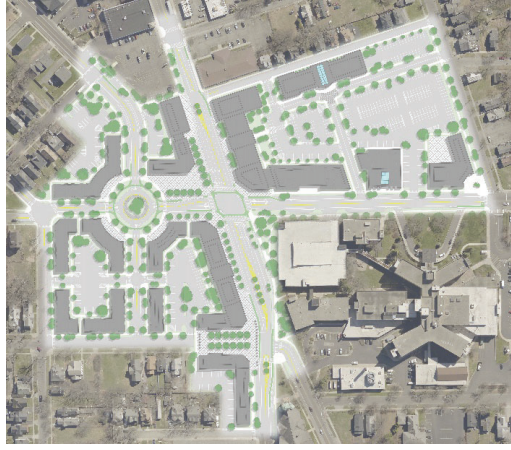
Existing



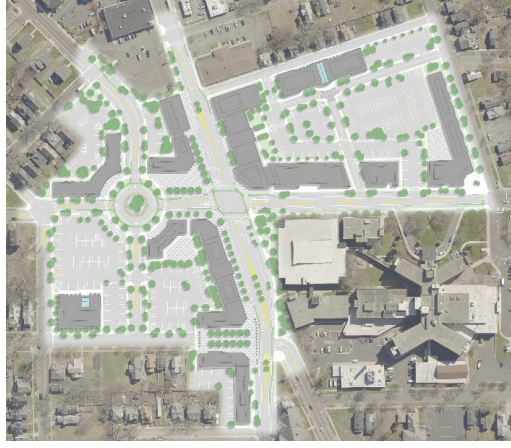
Frame 1B



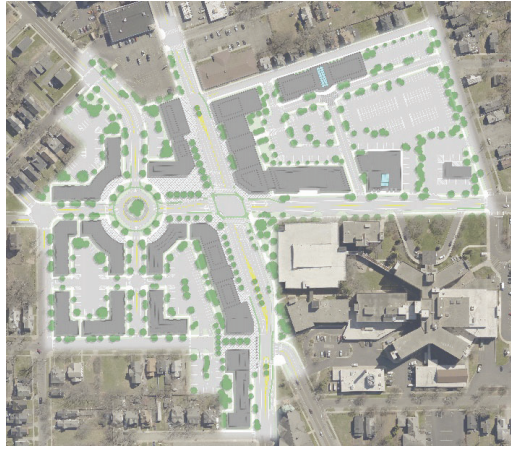
Frame 2B



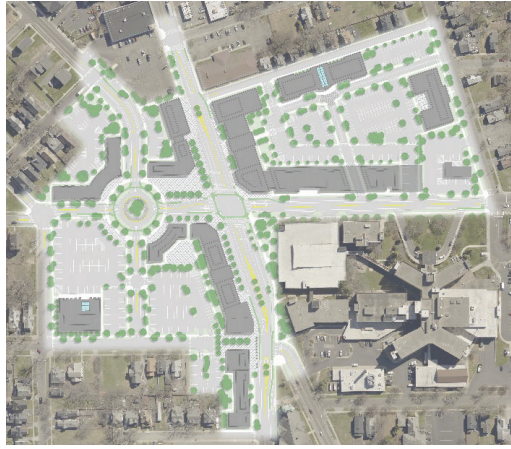
Frame 2A



Frame 1B



Frame 1A





Plan Materials - Review/Comment





City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BULL'S HEAD REVITALIZATION

PUBLIC MEETING
June 26, 2019

Project Contact:

Rick Rynski
Project Manager
City of Rochester
30 Church Street, Rm 005A
Rochester, NY 14614-1290

Project Website:

CityOfRochester.gov/BullsHeadRevitalization

Document Repository:

Arnett Branch Public Library



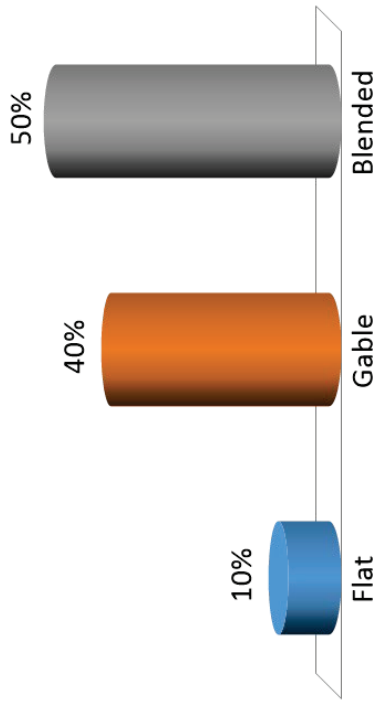
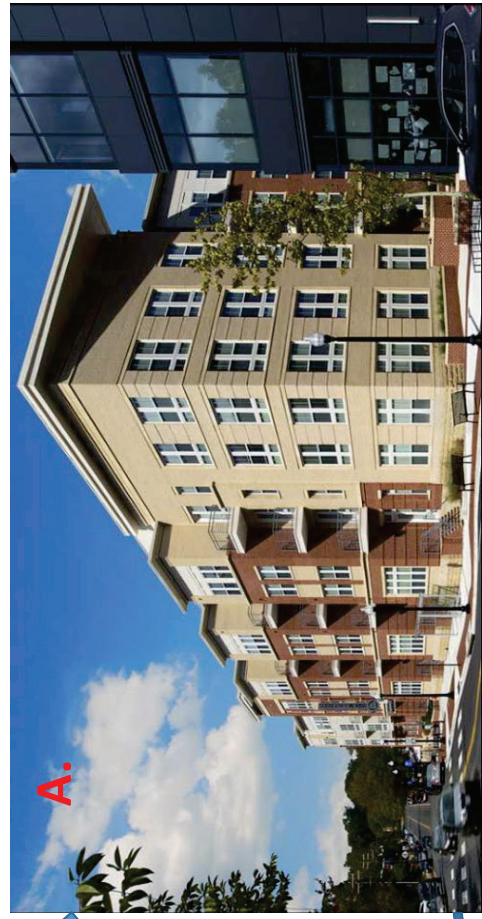
City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

BULL'S HEAD REVITALIZATION VISUAL PREFERENCE SURVEY

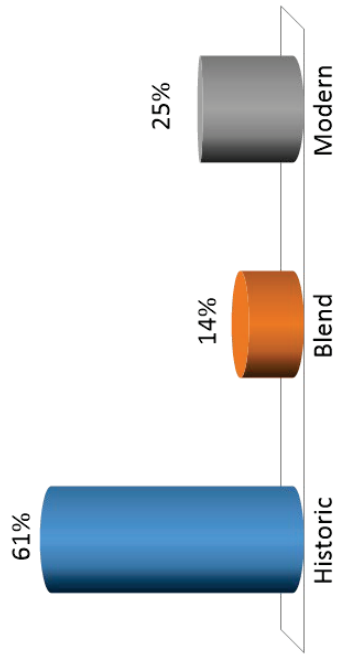
PUBLIC MEETING
June 26, 2019

This 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.

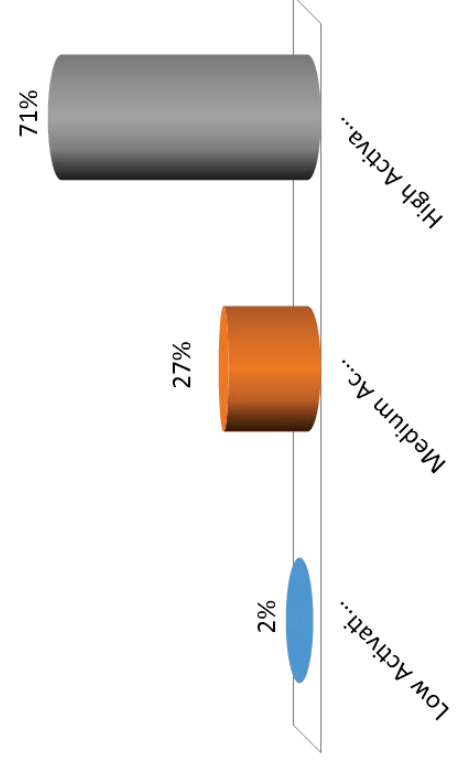
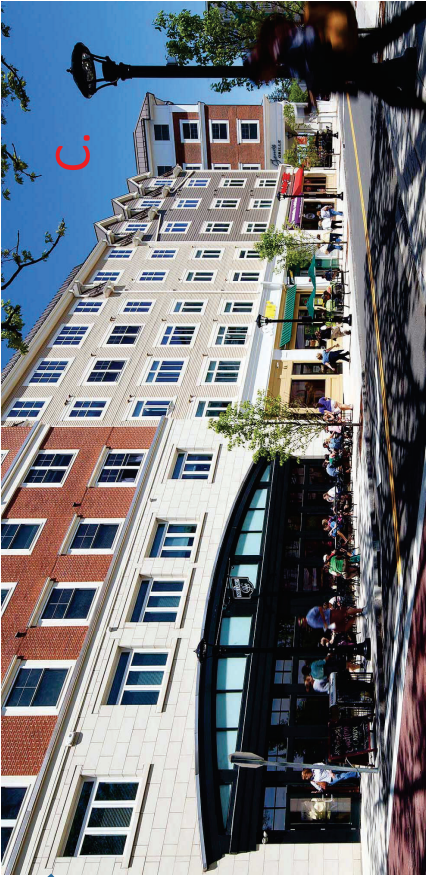
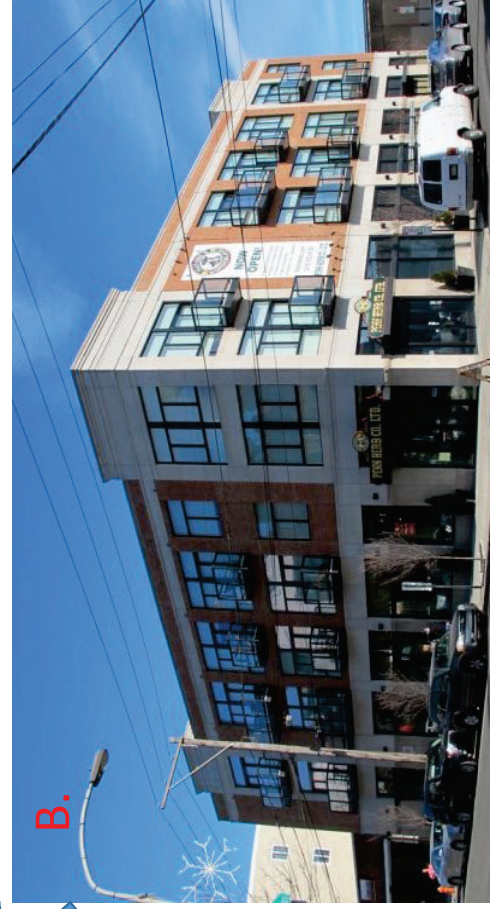
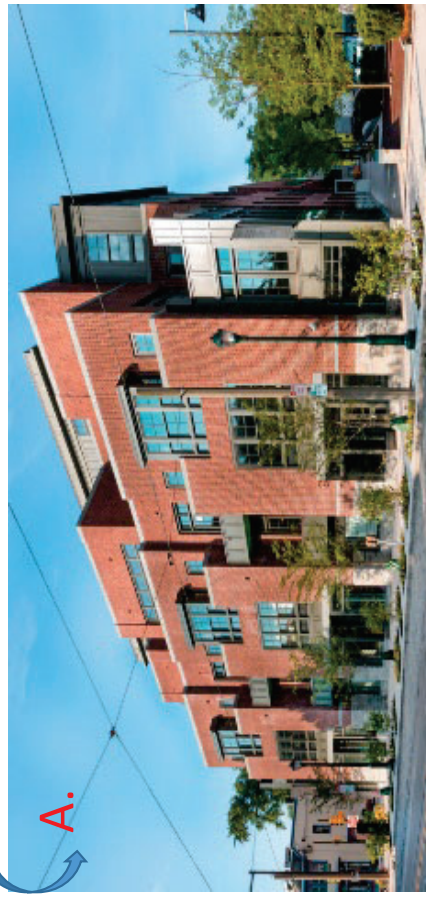
Building Architectural Form



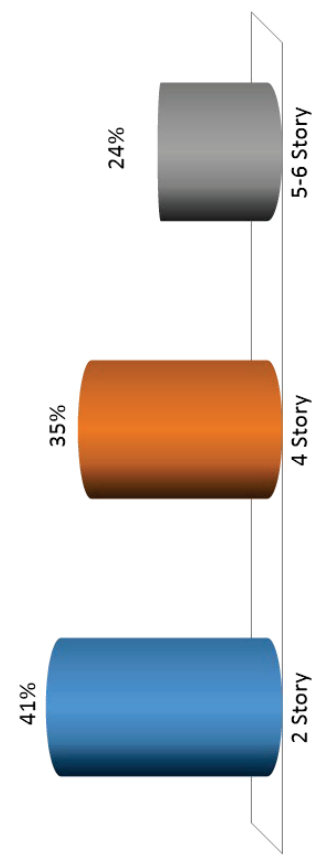
Building Character (Era)



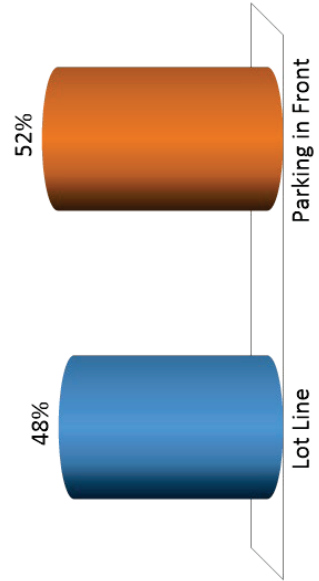
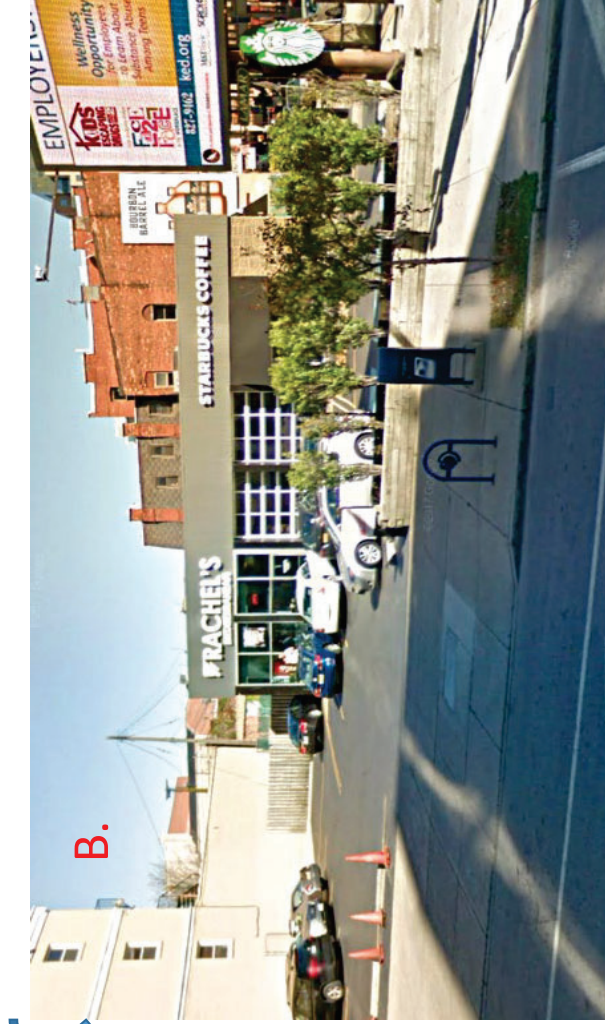
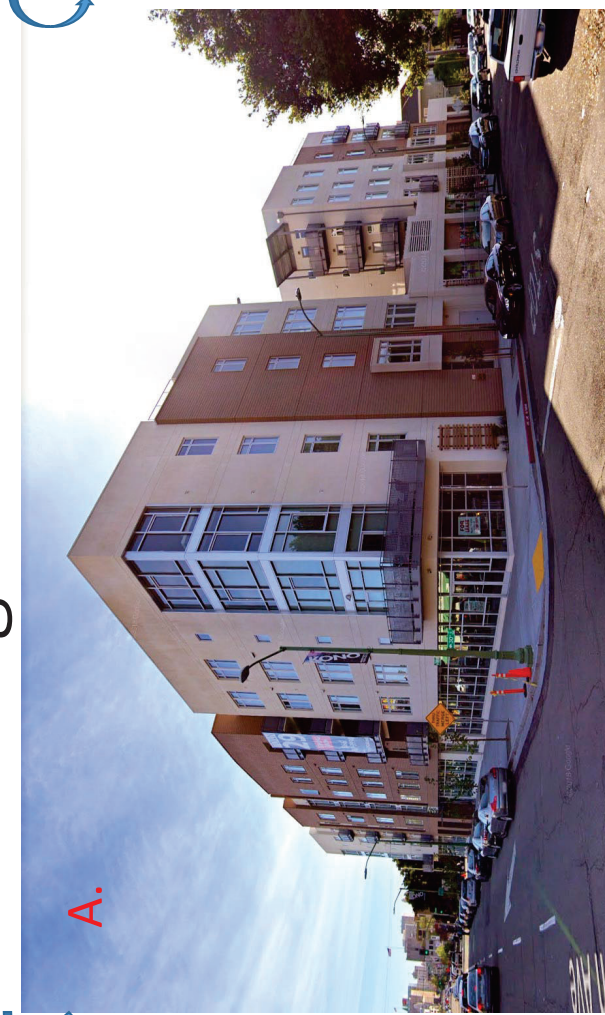
Building First Floor Public Interface



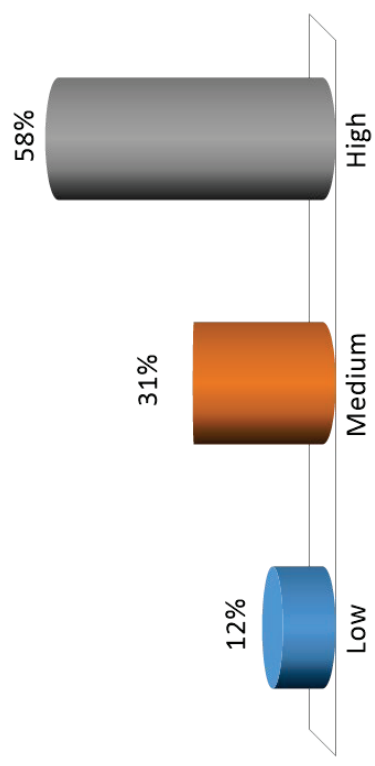
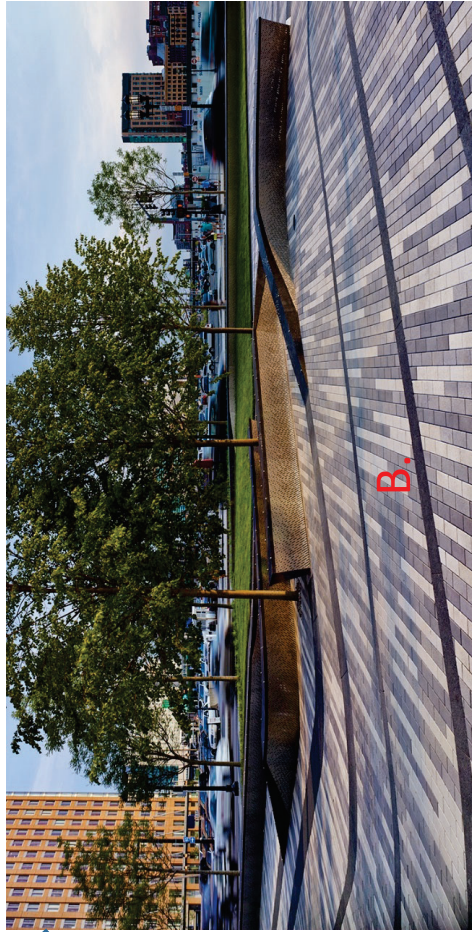
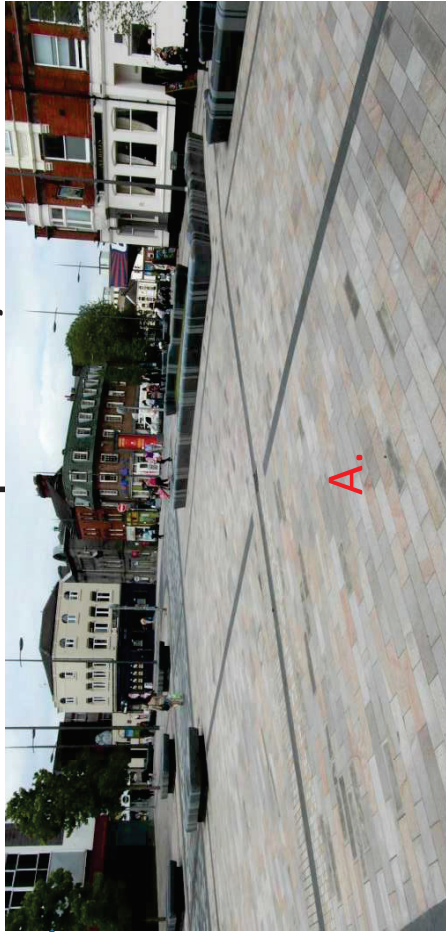
Building Height



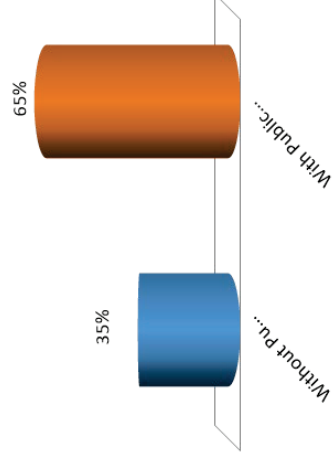
Building Setback



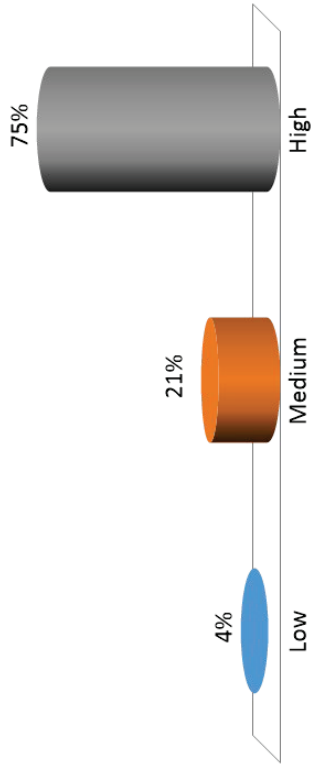
Public Space/Plaza



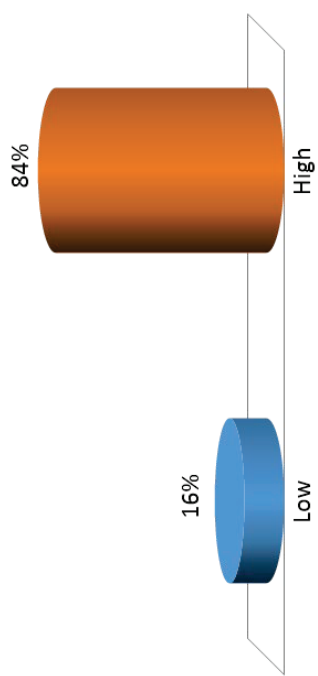
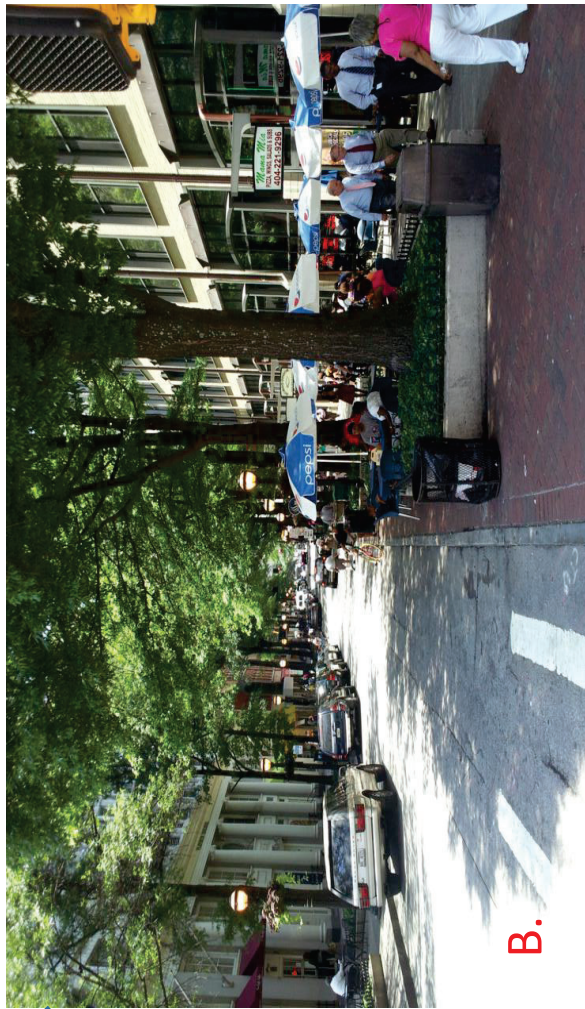
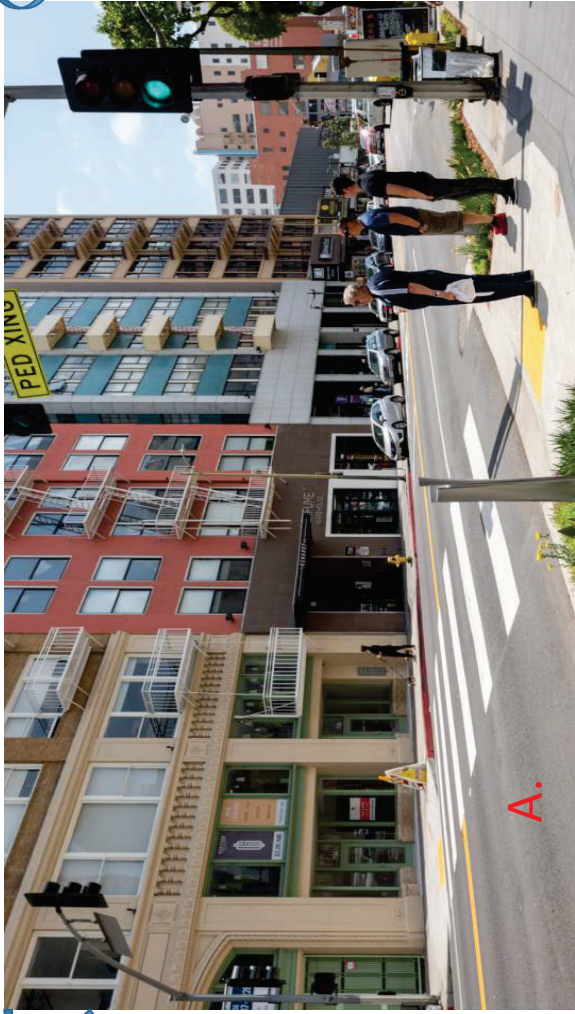
Public Art



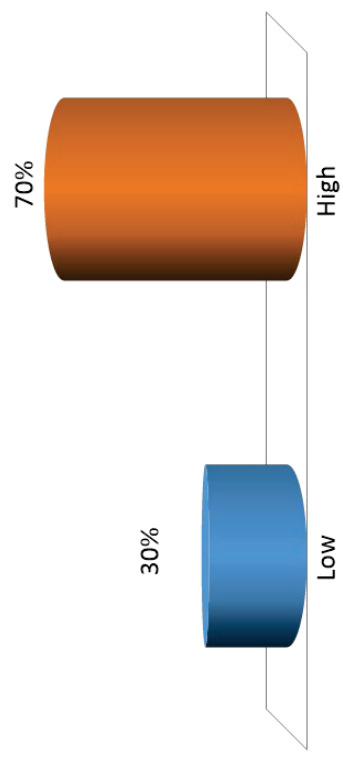
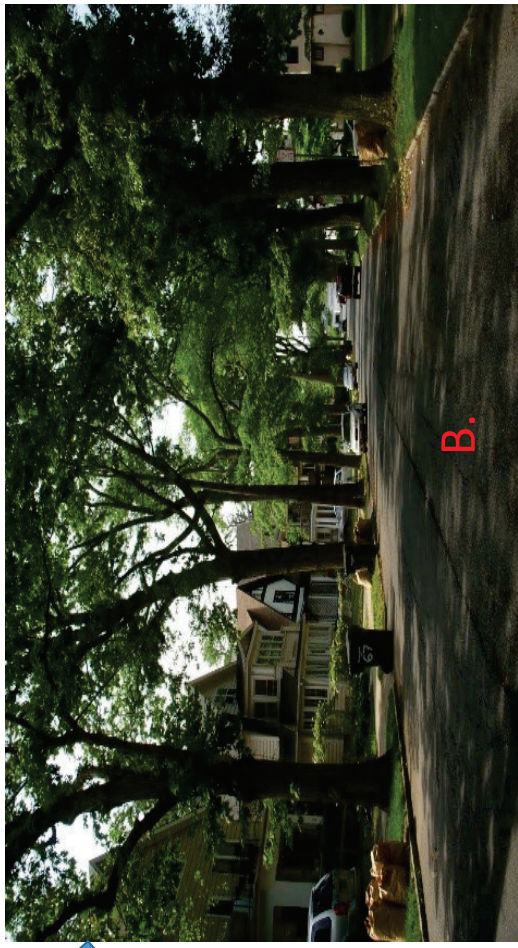
Streetscape Amenities



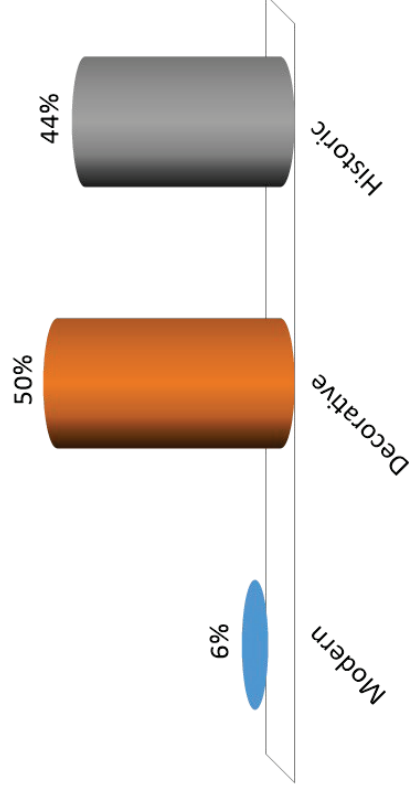
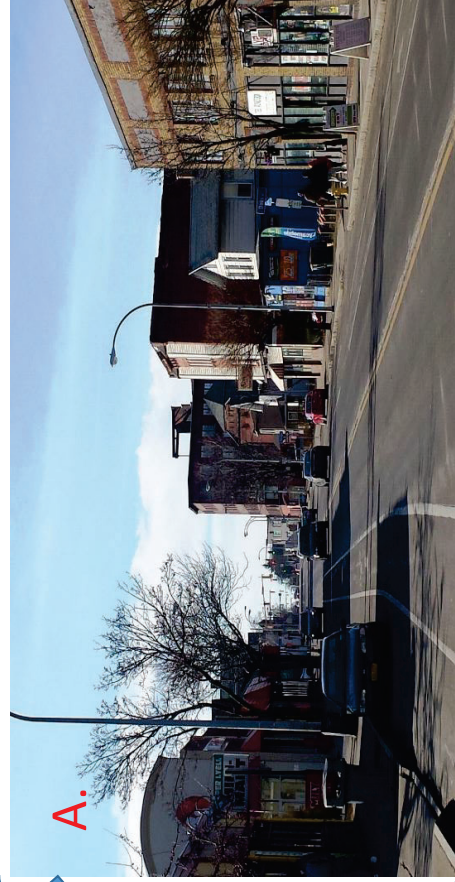
Commercial Corridor Vegetation



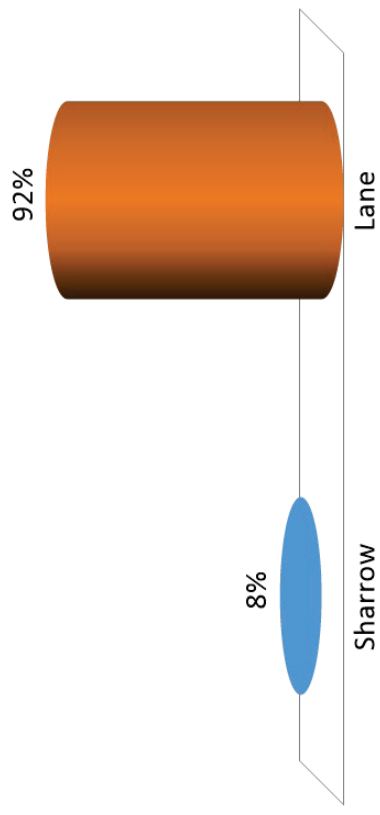
Residential Street Vegetation



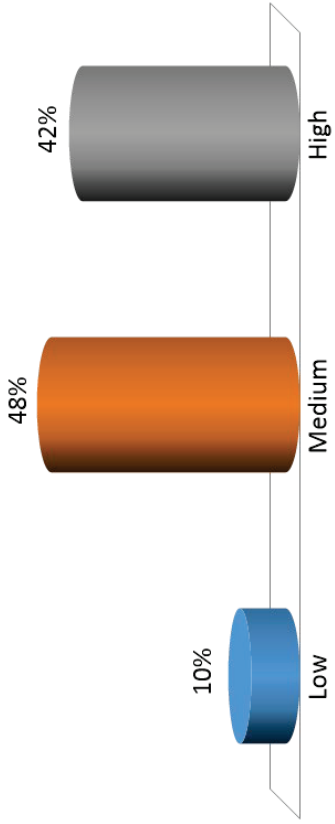
Street Lighting



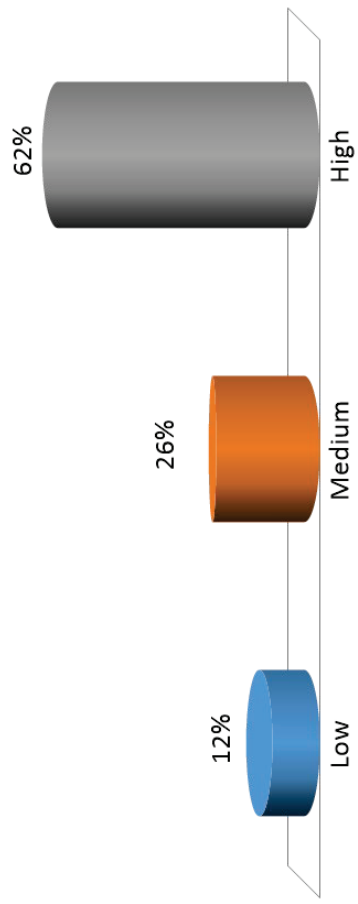
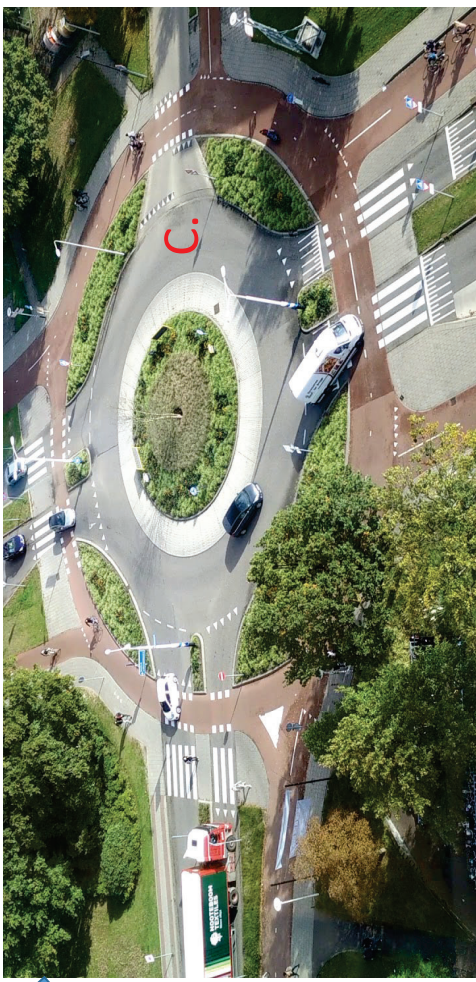
Dedicated Bike Lanes



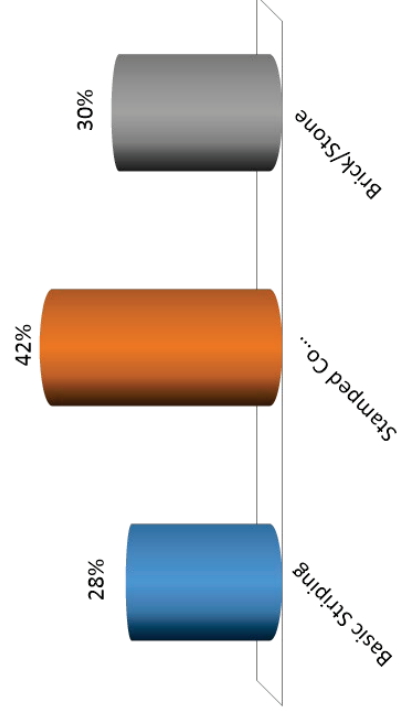
Protected Bike Lane



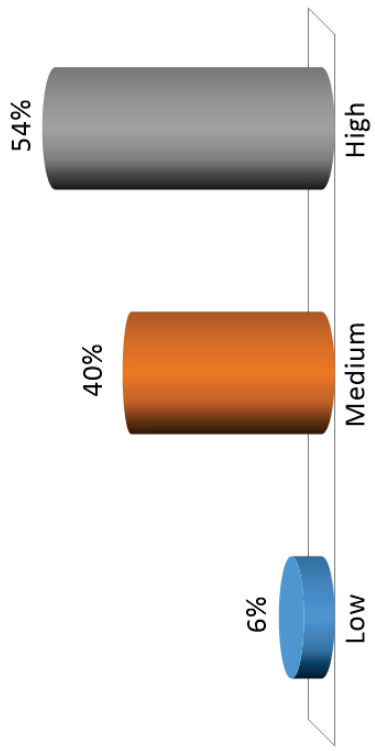
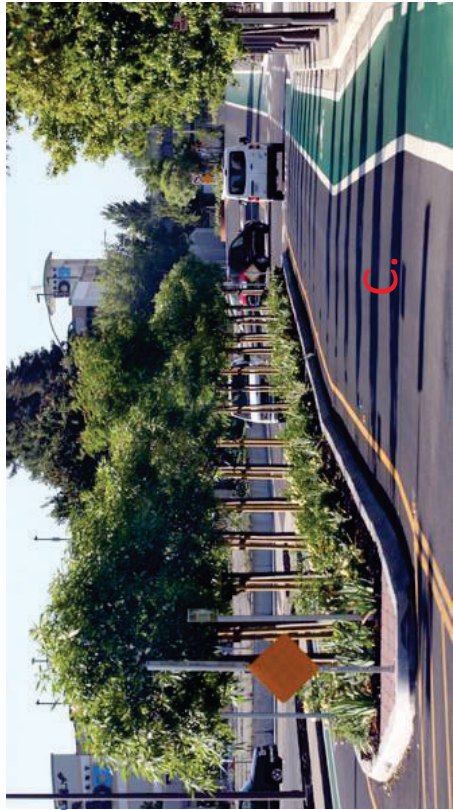
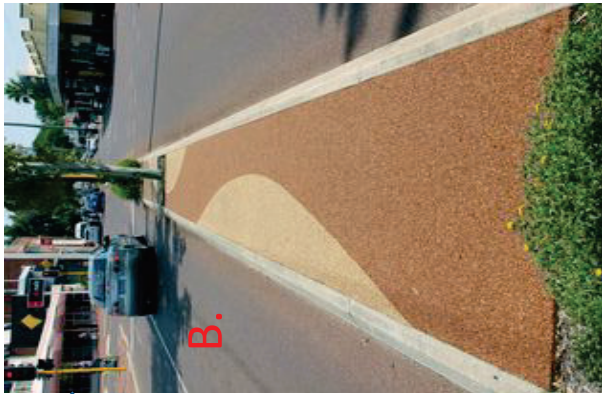
Roundabout



Crosswalk



Median



WELCOME!

Bull's Head Revitalization | Public Meeting

Agenda

6:00 pm Welcome Remarks

6:05 pm Plan Updates Presentation

6:40 pm Visual Preference Exercise

7:30 pm Plan Materials - Review/Comment

8:00 pm Wrap-up



REVITALIZATION PLAN OVERVIEW

What is the

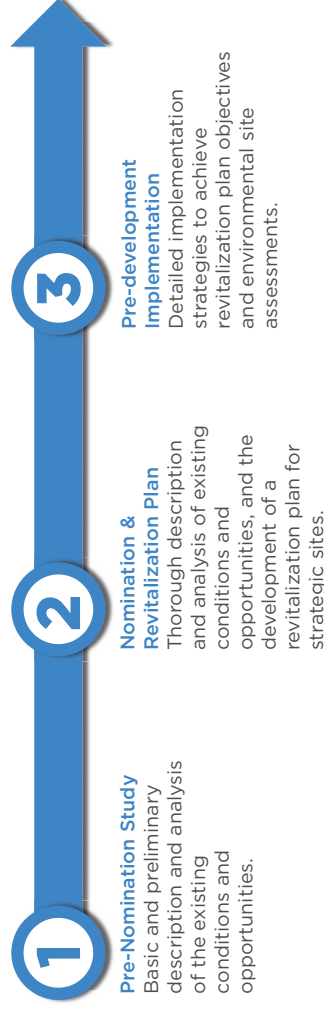
Bull's Head Revitalization Plan?

The Bull's Head Revitalization Plan represents Step 2 of the NYS Brownfield Opportunity Areas (BOA) Program. The Plan will provide an in-depth and thorough description of existing conditions, potential brownfields, opportunities, and constraints, and will include an economic and market trends analysis. Key findings will inform recommendations and the identification of strategic sites. The Plan will emphasize recommendations and reuse potential for strategic sites that may act as catalysts for neighborhood revitalization. The planning process will result in designation of the BOA by the Secretary of State which will provide tools and incentives to encourage reinvestment in the area.

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.



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. Brownfields may pose a risk to public health based on the nature and extent of contamination and the risk of exposure to the public.

Is this the last

Public Meeting?

No. However, the next step of the BOA Program includes pre-development and implementation activities that will use a range of techniques and actions to implement the Revitalization Plan and site assessments at eligible strategic brownfield sites.

How can I

stay informed?

Sign-in and include your email address! After the public meeting, the BOA Team will publish a summary of the public meeting which will then lead to a draft Revitalization Plan that documents the entire planning process including community participation, inventory and analysis, summary analysis and key findings, and Bull's Head Recommendations. Implementation planning of the recommendations will follow.

VISION, VALUES, GOALS + OBJECTIVES

Vision

The Bull's Head area is an attractive and prosperous neighborhood which includes opportunities for all current and future residents of all ages and income levels.

Once contaminated, vacant, and blighted lands are now healthy and sustainable places where our local businesses and residents thrive.

We embrace our historic and strategic location as a center of commerce and health, and leverage our role as a transportation hub that connects all people and modes safely and comfortably.

Our parks and open spaces play an active role in connecting our community to nature and provide recreation options for our youth.

Our broad inclusiveness and continuous drive to improve our neighborhood provides a safe, affordable, prosperous, and attractive place for all.

Values

Sense of community connecting neighbors

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

Employment opportunities from new and expanded businesses supported by training and education

New development that utilizes brownfield, vacant, and underutilized land

Historic character maintained through new development and reuse of existing buildings

Improve housing opportunities for current and future residents that also assist first time and current homeowners

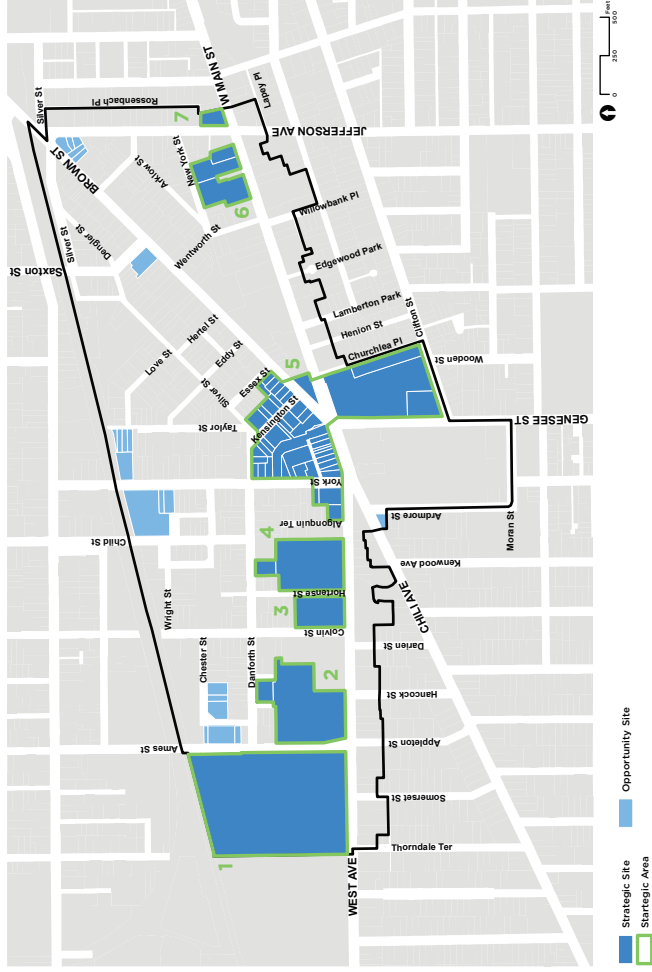
Green space, parks, and recreation facilities with space for community events, gatherings, and markets

Public safety and the efforts of RPD to address crime and violence

Goals + Objectives

- Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull's Head area
- Facilitate neighborhood events and farmers markets
- Evaluate expansion of programming and facilities at the Danforth Community Center
- Utilize "complete street" tools for pedestrians, bicyclists, and transit users
- Evaluate traffic calming and intersection safety measures
- Encourage new development to incorporate bicycle, pedestrian, and transit facilities
- Encourage the hiring and training of local residents in local businesses
- Develop a business recruitment program to bring businesses to the Bull's Head area
- Host business association events tied to job fairs
- Facilitate testing, remediation, and redevelopment of brownfield properties
- Complete a viable re-use plan for 95 Ames St (former Taylor Instruments)
- Attract diverse businesses that can accommodate daily needs of local residents
- Redevelop the Bull's Head Plaza with mixed-use buildings that front the street
- Encourage new development to utilize traditional neighborhood design
- Facilitate historic property and building identification
- Promote resources available for historic building reuse and renovation
- Promote awareness of the Bull's Head and its historic past
- Seek development that includes housing choice (e.g. age-in-place housing)
- Increase awareness of the City's housing assistance programs
- Address the issues of investor owners/landlords
- Increase home ownership in the Bull's Head area
- Focus on residential infill development compatible with the character of the area
- Add amenities and recreation facilities to Lynchford Park
- Utilize vacant land for a new park which can support multiple uses/events
- Replace vacant lots within residential areas with pocket parks and gardens
- Examine the feasibility of a new RPD station
- Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

STRATEGIC SITES



What is a Strategic Site?

A “strategic site” is any property identified in the inventory and analysis through which redevelopment, repurposing, or expansion would further the goals of the BOA to create an economically and environmentally sustainable neighborhood. Strategic sites pose certain characteristics that make them ideal due to their potential to stimulate further development in the neighborhood (a “catalyst” site).

Why are strategic sites part of the plan?
The identification of strategic sites is a necessary part of the BOA planning process and is designed to focus recommendations and prioritize redevelopment on sites that would act as a catalyst for further redevelopment in the area. These sites have a greater potential to leverage public and private monies to stimulate economic development, community revitalization, opportunities for new public amenities, or opportunities for environmental clean-up.

What does it mean to be a Strategic Site?

Environmental site assessments on strategic brownfield sites may be eligible for funding if additional environmental information is required to assist in determining future land uses. In addition, the location of a brownfield within a strategic site results in prioritization during the application process to receive the “BOA Bump-up” tax credit. Project applicants must demonstrate conformance with the BOA’s vision, goals, and objectives.

What is an Opportunity Site?
Opportunity areas were identified by the BOA Team as properties which have the potential for redevelopment but which were not identified as strategic due to size, location, or other factors.

Recommended: **ACTIONS + POLICIES**

We Value...

Recommended Actions + Policies

Sense of community connecting neighbors

1. Work with local residents to create a Bull's Head Neighborhood Association
2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district
3. Facilitate neighborhood events and farmers markets

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience
5. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development
6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development
7. Continue exploring design options, engineering, and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head Urban Renewal Plan
8. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head Urban Renewal Plan

Employment opportunities from new and expanded businesses supported by training and education

9. Promote existing workforce development programs through marketing and information campaigns
10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses
11. Promote and encourage the hiring and training of local residents for local businesses
12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area
13. Host business association events tied to job fairs

New development that utilizes brownfield, vacant, and underutilized land

14. Promote and assist in the facilitation of remediation and redevelopment of brownfield, abandoned, vacant, and underutilized properties
15. Examine the feasibility of modifying some zoning districts within the study area to a Village Center District that includes requirements for mixed-use buildings, commercial frontages, and specific design standards
16. Encourage new development to include commercial spaces that can accommodate daily needs of local residents including grocery, small retail, restaurants, and medical services
17. Examine feasibility of zoning code modification to R-1 and R-2 zones to allow development of smaller residential properties
18. Continue exploring design options, engineering, and funding to support the redevelopment of the Bull's Head Plaza and properties to the north as proposed in the Bull's Head urban Renewal Plan

Recommended: **ACTIONS + POLICIES**

We Value...

Recommended Actions + Policies

Historic character maintained through new development and reuse of existing buildings

19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey
20. In conjunction with recommendation #15 above, include design standards within the future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head area
21. Promote the benefits for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use
22. Promote awareness of the history of the Bull's Head area
23. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment

Improve housing opportunities for current and future residents that also assist first time and current homeowners

24. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing (age-in-place)
25. Promote and encourage residential infill development that is compatible with the character of the area
26. Utilize marketing and information campaigns to increase awareness of the City's housing assistance programs
27. Develop incentives and policies that address the issues of investor owners/landlords
28. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes
29. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties, especially properties near the railroad

Green space, parks, and recreation facilities with space for community events, gatherings, and markets

30. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses
31. Encourage local residents to utilize City programs and incentives for the creation of community gardens
32. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents

Public safety and the efforts of RPD to address crime and violence

33. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Plan
34. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Recommended: **PROJECTS**

We Value...

Recommended Projects

Sense of community connecting neighbors

1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center
2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity
3. Include community meeting space(s), possibly in conjunction with a Bull's Head RPD station
4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

5. Reconfigure W Main Street, Genesee Street, and Brown Street utilizing a "complete streets" approach and green infrastructure technologies
6. Improve pedestrian connectivity and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses
7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull's Head
8. Add transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles
9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land

Employment opportunities from new and expanded businesses supported by training and education

10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA
11. Increase business opportunities on commercial corridors to attract new job growth in the Bull's Head Neighborhood
12. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor

New development that utilizes brownfield, vacant, and underutilized land

13. Reposition sites identified in Strategic Area 5 for redevelopment as described in the Bull's Head Urban Renewal Plan, as a catalyst for future neighborhood revitalization
14. Complete Phase I and Phase II Environmental Site Assessments (ESA) for every City-owned brownfield property to determine the nature and extent of environmental concerns
15. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's
16. Work with the private property owner to complete additional environmental testing at 95 Ames Street to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints

Recommended: **PROJECTS**

We Value...

Recommended Projects

New development that utilizes brownfield, vacant, and underutilized land (*continued*)

17. Work with the private property owner to create a re-use and development master plan for 95 Ames Street that considers subdivision of the property for infill development and recreation facilities (within the constraints of environmental concerns)
18. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor

Historic character maintained through new development and reuse of existing buildings

19. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area
20. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places
21. Work with the private property owner to seek funding for the construction of façade improvements to the public parking garage on the St. Mary's Campus

Improve housing opportunities for current and future residents that also assist first time and current homeowners

22. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study

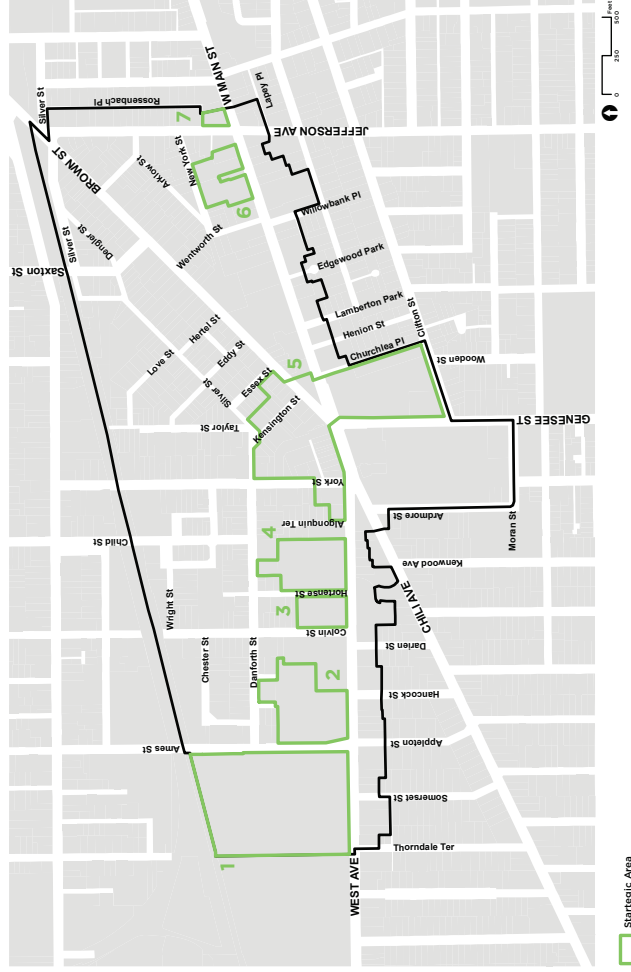
Green space, parks, and recreation facilities with space for community events, gatherings, and markets

23. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center
24. Develop small public parks or public open space within the center of the Bull's Head along W Main St, Brown St, Genesee St, Chili Ave, and West Ave
25. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave
26. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus

Public safety and the efforts of RPD to address crime and violence

27. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades, changes, or installations

Recommended: STRATEGIC SITE LAND USES



Why have recommended land uses?

Recommending land uses for strategic sites is a necessary part of the BOA planning process. Project applicants seeking the "BOA Bump-up" tax credit must demonstrate conformance with the BOA's recommended land uses and the established vision, goals, and objectives.

What are strategic areas?

Strategic areas are groups of strategic sites with similar characteristics such as location, land use, and ownership. Strategic areas consolidate the number of strategic sites in order to provide a simplified approach for recommendations and profiles included in the Revitalization Plan.

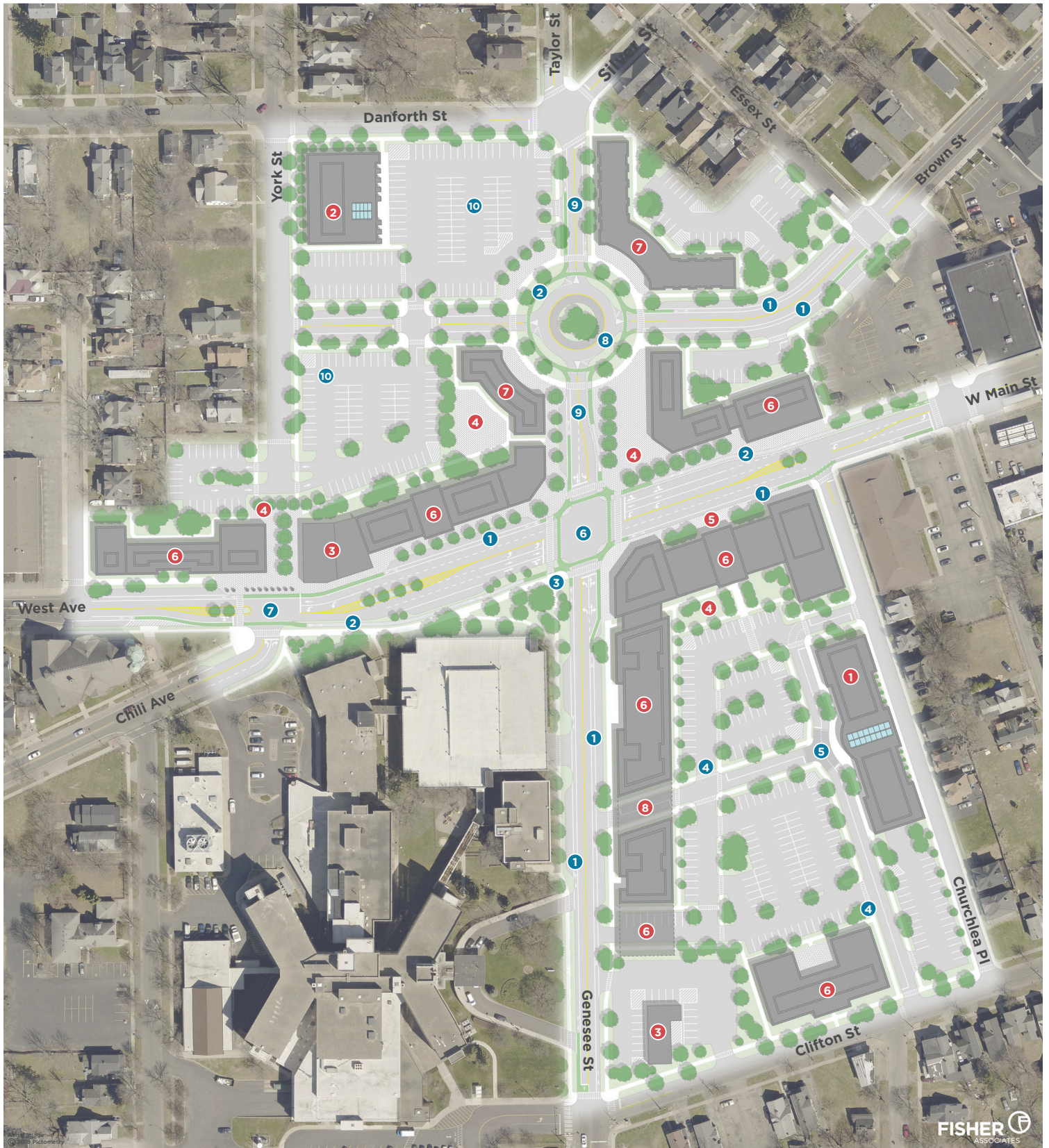
Strategic Area	Recommended Land Uses
1	Utilize vacant land for infill development with mixed-use commercial, manufacturing, education, and/or recreation/park
2	Keep existing community center, but expand center and add park/recreational facilities
3	Keep existing business, but consider expanding/adding mixed-use commercial, office, retail, or healthcare
4	Keep existing business, but consider expanding/adding mixed-use commercial or gym/fitness/recreation center facing West Ave with multi-family housing facing Danforth Street
5	Utilize vacant land and the Bull's Head Plaza property for infill development consisting of mixed-use commercial, educational/institutional, government offices, police station, healthcare, gym/fitness/recreation, and multi-family housing
6	Keep existing business, but consider expanding/adding mixed-use commercial and multi-family housing
7	Mixed-use commercial and multi-family housing

Existing



© 2018 Pictometry

Frame 1A



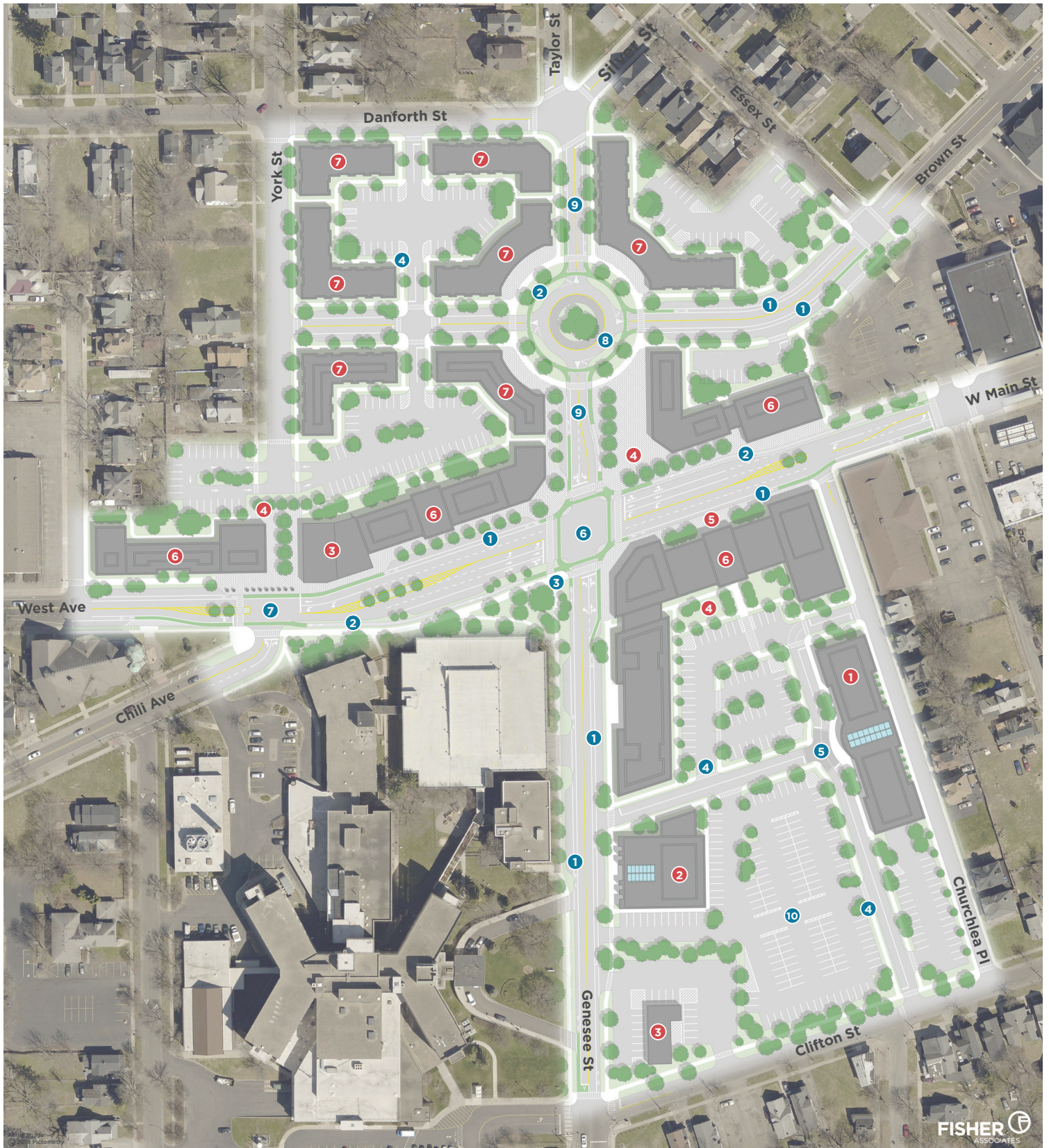
Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing Structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family
- 8 Overhead mixed-use building

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Frame 1B



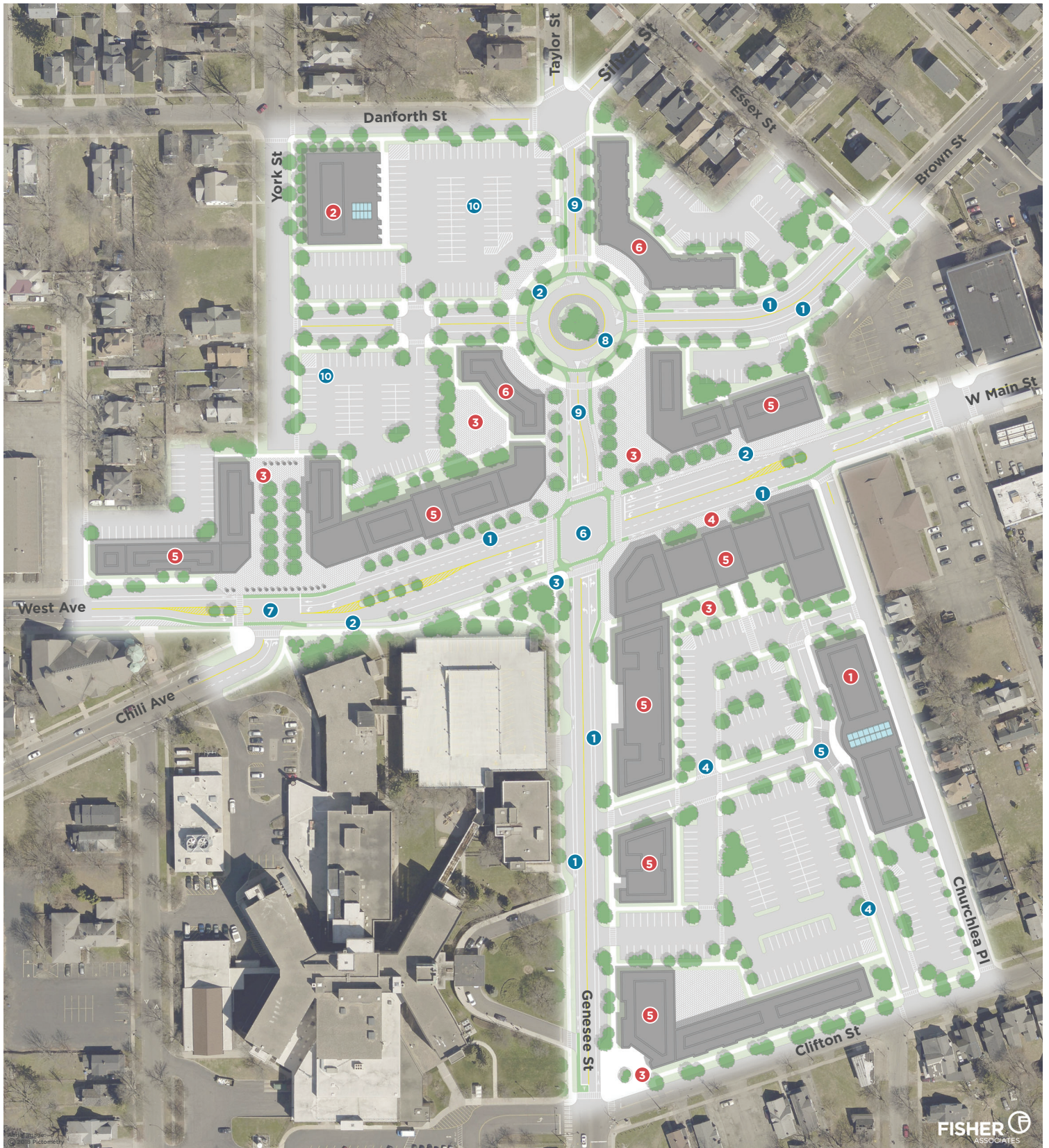
Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing Structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Frame 2A



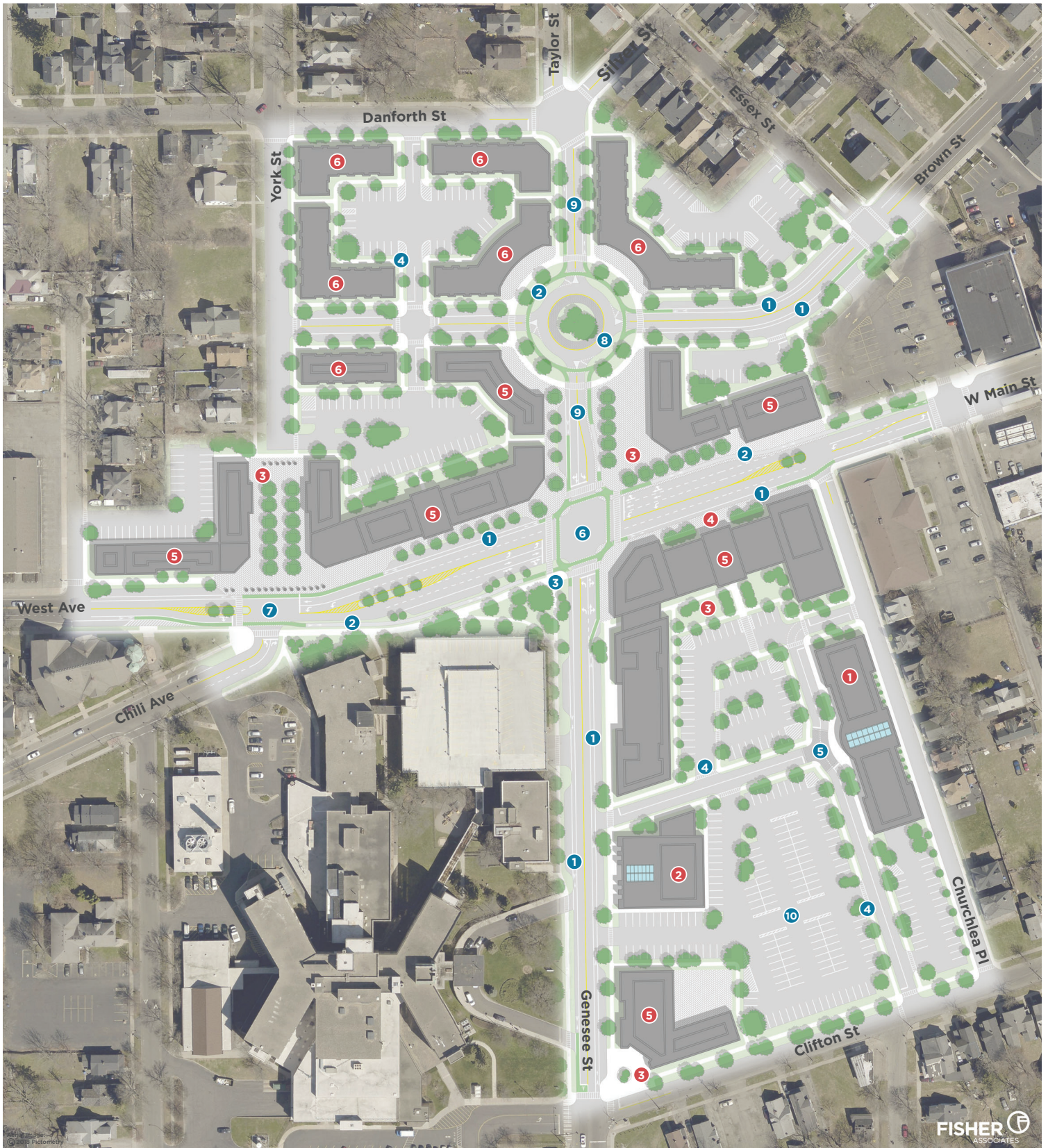
Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Public/private plazas
- 4 Frontage zones for commercial businesses
- 5 Mixed-use
- 6 Multi-family

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Frame 2B



Places + Spaces

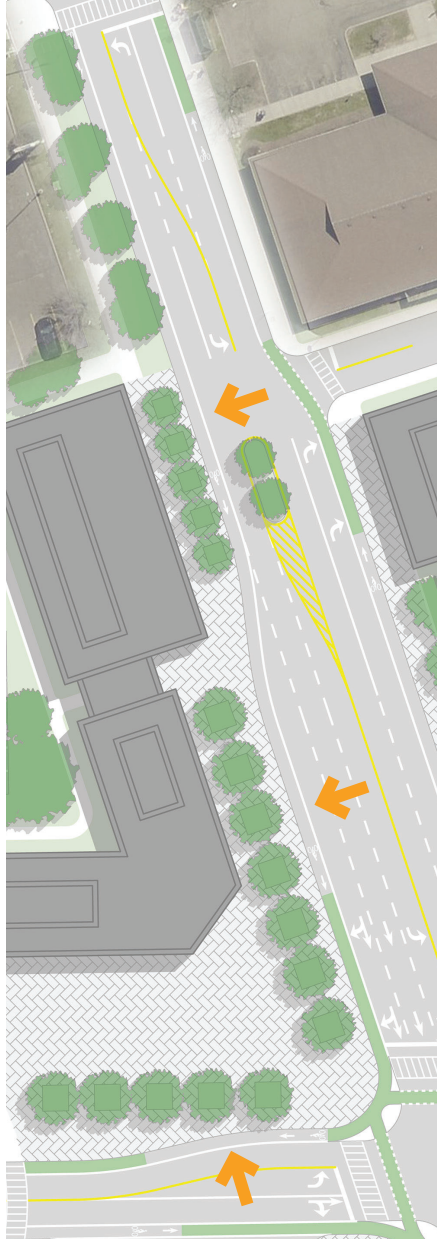
- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Public/private plazas
- 4 Frontage zones for commercial businesses
- 5 Mixed-use
- 6 Multi-family

Mobility + Connections

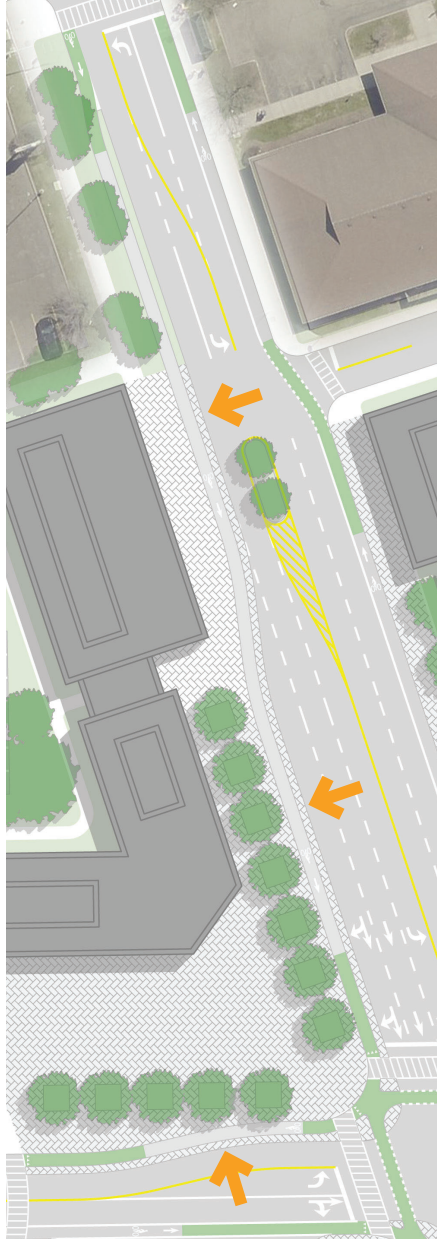
- 1 Dedicated bicycle lanes
- 2 Protected Bike Lane
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)

Bicycle Infrastructure Alternatives

Traditional Bike Lane
(Frame 2B)



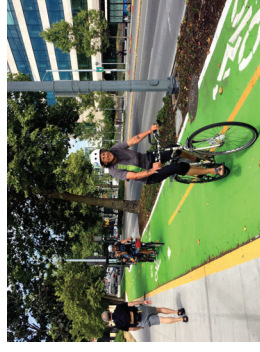
Protected Bike Lane
(Frame 2B)



Examples:



Examples:





BULL'S HEAD REVITALIZATION

PUBLIC MEETING

June 26, 2019 | St. Mary's Campus

Project Summary


The Bull's Head Revitalization Plan (officially entitled the "Bull's Head Brownfield Opportunity Area Step 2 Nomination Study") is part of the New York State Department of State's Brownfield Opportunity Area (BOA) Program. The BOA Program is a planning process to comprehensively assess existing conditions, identify and prioritize redevelopment opportunities, and attract new investment. As part of the BOA Program, the Bull's Head 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.

Public Meeting Summary

The third public meeting for the Bull's Head Revitalization Plan was held on the evening of June 26, 2019 at St. Mary's Campus with **over 90 attendees**. The meeting was structured in two parts. The first part included a welcome and presentation by the project team detailing the progress of the Revitalization Plan, planning activities over the past year, and a detailed description of the Bull's Head Vision Statement, Value Statements, Goals + Objectives, and Recommendations. The second part of the meeting was designed as an open house which enabled meeting participants to review the components of the Revitalization Plan, Urban Renewal Area Plan, participate in a visual preference exercise and to provide comment and feedback.

This public meeting summary and the materials presented during the meeting are available on the project website and at the document repository:

 www.CityOfRochester.gov/BullsHeadRevitalization

 **Arnett Branch Public Library**
310 Arnett Boulevard, Rochester, NY 14169 ([map](#))

Meeting Welcome

Dana Miller, Director of Development Services for the City of Rochester Department of Neighborhood and Business Development, on behalf of Mayor Lovely Warren, welcomed everyone to the public meeting and thanked them for coming for the very important topic of the Bull's Head Revitalization. Mr. Miller introduced Rick Rynski with the City of Rochester, members of the Project Advisory Committee (PAC), members of the 19th Ward Community Association, and the consultant team for the project including Fisher Associates with assistance from Highland Planning. Mr. Miller continued his welcome with an emphasis on the importance of the current planning work for the Bull's Head area and the area's role as a key neighborhood center and transportation hub. Despite decades of neighborhood change, the City understands the area's history, importance of housing choice, employment opportunities, retail options, and recreation facilities in the planning process.

Mr. Miller recognized the planning work that has been accomplished to-date and the opportunity for the community to provide vital input on the Revitalization Plan and Urban Renewal Area Plan. Mr. Miller emphasized the planning work that will be continuing and the refinement of the plans to meet community desires and market demands. In addition, Mr. Miller noted the conceptual redevelopment frames for the targeted redevelopment area illustrate redevelopment ideas which have been discussed at numerous meetings in order to "test fit" which options work in the area. He added that these conceptual redevelopments frames do not represent actual proposed redevelopment, but rather, a series of concepts to advance the revitalization project.

Mr. Miller provided an overview of the night's agenda including a presentation and visual preference survey from Fisher Associates and an open house for review and comment on the Revitalization Plan's recommendations and the targeted redevelopment area's conceptual redevelopment frames.



Presentation Summary

Since the Last Public Meeting

Frank Armento of Fisher Associates began the presentation with an overview of the activities of the project team over the past year, summarized as follows:

Held a Bull's Head community fair at the Salvation Army on West Avenue

Coordinated with the PAC and several City/County staff and departments

Drafted a vision statement, values, goals + objectives

Completed identification of strategic sites and opportunities

Prepared BOA recommendations

Commenced implementation of the first phase of the Urban Renewal Area Plan including land assembly and environmental investigation/remediation activities

Continued second phase of the Urban Renewal Area Plan including traffic and zoning analyses and identification of conceptual redevelopment and investment opportunities

Vision Statement

Mr. Armento presented the draft vision statement for the Revitalization Plan. The vision statement is an update to the vision statement included in the pre-nomination study and was revised based on the input provided on the values statements from the previous PAC and public meetings.

The Bull's Head area is an attractive and prosperous neighborhood which includes opportunities for all current and future residents of all ages and income levels.

Once contaminated, vacant, and blighted lands are now healthy and sustainable places where our local businesses and residents thrive.

We embrace our historic and strategic location as a center of commerce and health, and leverage our role as a transportation hub that connects all people and modes safely and comfortably.

Our parks and open spaces play an active role in connecting our community to nature and provide recreation options for our youth.

Our broad inclusiveness and continuous drive to improve our neighborhood provides a safe, affordable, prosperous, and attractive place for all.

Goals + Objectives

Mr. Armento presented the updated values statements and the draft goals + objectives (see table below). Draft values statements were presented at the previous PAC and public meetings. These statements were updated based on the input provided during these meetings. Goals and objectives were developed based on the final values statements, input from PAC and public meetings, and key findings from the inventory & analysis.

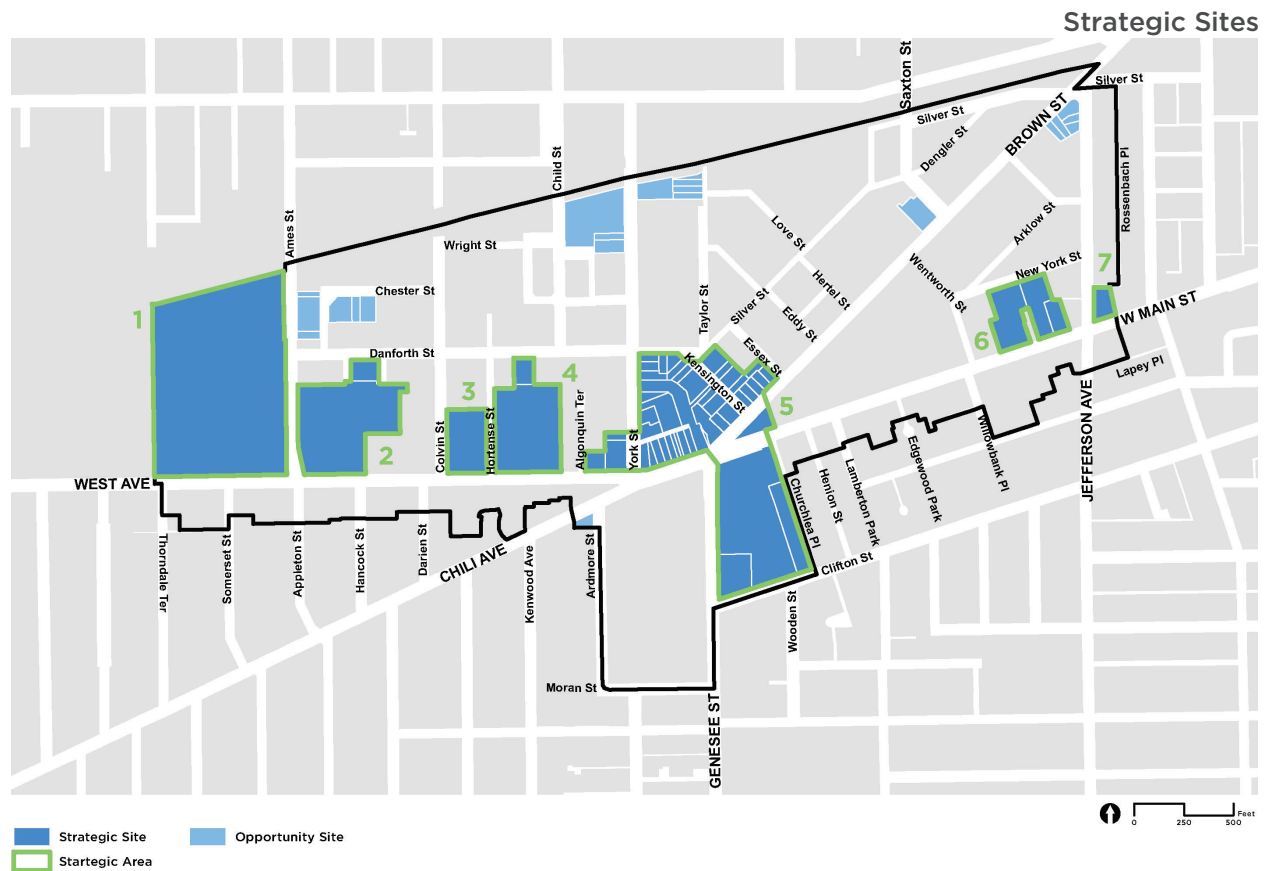
We Value...	Goals + Objectives
Sense of community connecting neighbors	<ul style="list-style-type: none"> ▪ Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull's Head area ▪ Facilitate neighborhood events and farmers markets ▪ Evaluate expansion of programming and facilities at the Danforth Community Center
Transportation that is safe and accessible for everyone including pedestrians and bicyclists	<ul style="list-style-type: none"> ▪ Utilize “complete street” tools for pedestrians, bicyclists, and transit users ▪ Evaluate traffic calming and intersection safety measures ▪ Encourage new development to incorporate bicycle, pedestrian, and transit facilities
Employment opportunities from new and expanded businesses supported by training and education	<ul style="list-style-type: none"> ▪ Encourage the hiring and training of local residents in local businesses ▪ Develop a business recruitment program to bring businesses to the Bull's Head area ▪ Host business association events tied to job fairs
New development that utilizes brownfield, vacant, and underutilized land	<ul style="list-style-type: none"> ▪ Facilitate testing, remediation, and redevelopment of brownfield properties ▪ Complete a viable re-use plan for 95 Ames St (former Taylor Instruments) ▪ Attract diverse businesses that can accommodate daily needs of local residents ▪ Redevelop the Bull's Head Plaza with mixed-use buildings that front the Street
Historic character maintained through new development and reuse of existing buildings	<ul style="list-style-type: none"> ▪ Encourage new development to utilize traditional neighborhood design ▪ Facilitate historic property and building identification ▪ Promote resources available for historic building reuse and renovation ▪ Promote awareness of the Bull's Head and its historic past
Improve housing opportunities for current and future residents that also	<ul style="list-style-type: none"> ▪ Seek development that includes housing choice (e.g. age-in-place) ▪ Increase awareness of the City's housing assistance programs

We Value...	Goals + Objectives
<p>assist first time and current homeowners</p>	<ul style="list-style-type: none"> ▪ Address the issues of investor owners/landlords ▪ Increase home ownership in the Bull’s Head area ▪ Focus on residential infill development compatible with the character of the area
<p>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</p>	<ul style="list-style-type: none"> ▪ Add amenities and recreation facilities to Lynchford Park ▪ Utilize vacant land for a new park which can support multiple uses/events ▪ Replace vacant lots within residential areas with pocket parks and gardens
<p>Public safety and the efforts of RPD to address crime and violence</p>	<ul style="list-style-type: none"> ▪ Examine the feasibility of a new RPD station ▪ Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Strategic Sites

Mr. Armento presented the final 55 properties identified as, and in some cases grouped into, Strategic Sites. Mr. Armento described the importance of these sites in the planning process but emphasized Revitalization Plan recommendations are not exclusive to these sites. In addition, properties identified as Strategic Sites are eligible for funding to support predevelopment activities and site developers may be eligible for the “BOA Bump-up” tax credit. Strategic Sites with brownfields may be eligible for funding to complete environmental site assessments.

The process for identification of Strategic Sites included discussion and feedback during the previous PAC and public meetings. Based on the input received during these meetings, the list of Strategic Sites was refined and consolidated. Strategic Sites are primarily found along key transportation corridors and include 95 Ames Street (former Taylor Instruments property), the Salvation Army, the area for the Bull’s Head Urban Renewal Area, and numerous others. Additional properties identified as “Opportunity Sites” are located along the railroad right-of-way, Brown Street, and at the intersection of Brown Street and Jefferson Avenue.



Revitalization Plan Recommendations

Mr. Armento transitioned the public meeting to a presentation of Revitalization Plan recommendations. Recommendations were developed based on the input from public meetings, PAC meetings, and the results from the key findings from the inventory & analysis. Recommendations advance redevelopment of Bull's Head area and include two categories: (1) Actions & Policies and (2) Projects. Both recommendation categories were grouped by value statements (see table below).

We Value...	Recommended Actions & Policies	Recommended Projects
<p>Sense of community connecting neighbors</p>	<ol style="list-style-type: none"> 1. Work with local residents to create a Bull's Head Neighborhood Association 2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district 3. Facilitate neighborhood events and farmers markets 	<ol style="list-style-type: none"> 1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center 2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity 3. Include community meeting space(s), possibly in conjunction with a Bull's Head RPD station 4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming
<p>Transportation that is safe and accessible for everyone including pedestrians and bicyclists</p>	<ol style="list-style-type: none"> 4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience 5. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development 6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development 	<ol style="list-style-type: none"> 5. Reconfigure W Main Street, Genesee Street, and Brown Street utilizing a "complete streets" approach and green infrastructure technologies 6. Improve pedestrian connectivity and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses

We Value...	Recommended Actions & Policies	Recommended Projects
	<p>7. Continue exploring design options, engineering, and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head Urban Renewal Area Plan</p> <p>8. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head Urban Renewal Area Plan</p>	<p>7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull's Head</p> <p>8. Add transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles</p> <p>9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land</p>
<p>Employment opportunities from new and expanded businesses supported by training and education</p>	<p>9. Promote existing workforce development programs through marketing and information campaigns</p> <p>10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses</p> <p>11. Promote and encourage the hiring and training of local residents for local businesses</p> <p>12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area</p> <p>13. Host business association events tied to job fairs</p>	<p>10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA</p> <p>11. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor</p>
<p>New development that utilizes brownfield, vacant, and underutilized land</p>	<p>14. Promote and assist in the facilitation of remediation and redevelopment of brownfield, abandoned, vacant, and underutilized properties</p> <p>15. Examine the feasibility of modifying some zoning districts within the study area to a Village Center District that includes requirements for mixed-use buildings,</p>	<p>12. Complete Phase I and Phase II Environmental Site Assessments (ESA) for every City-owned brownfield property to determine the nature and extent of environmental concerns</p> <p>13. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's</p>

We Value...	Recommended Actions & Policies	Recommended Projects
	<p>commercial frontages, and specific design standards</p> <p>16. Encourage new development to include commercial spaces that can accommodate daily needs of local residents including grocery, small retail, restaurants, and medical services</p> <p>17. Examine feasibility of zoning code modification to R-1 and R-2 zones to allow development of smaller residential properties</p> <p>18. Continue exploring design options, engineering, and funding to support the redevelopment of the Bull's Head Plaza and properties to the north as proposed in the Bull's Head urban Renewal Area Plan</p>	<p>14. Work with the private property owner to complete additional environmental testing at 95 Ames Street to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints</p> <p>15. Work with the private property owner to create a re-use and development master plan for 95 Ames Street that considers subdivision of the property for infill development and recreation facilities (within the constraints of environmental concerns)</p> <p>16. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor</p>
<p>Historic character maintained through new development and reuse of existing buildings</p>	<p>19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey</p> <p>20. In conjunction with recommendation #15 above, include design standards within the future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head area</p> <p>21. Promote the benefits for designating a building as historic and the incentives for maintenance, renovation, and adaptive reuse</p> <p>22. Promote awareness of the history of the Bull's Head area</p>	<p>17. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area</p> <p>18. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places</p> <p>19. Work with the private property owner to seek funding for the construction of façade improvements to the public parking garage on the St. Mary's Campus</p>

We Value...	Recommended Actions & Policies	Recommended Projects
<p>Improve housing opportunities for current and future residents that also assist first time and current homeowners</p>	<p>23. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment</p> <p>24. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing</p> <p>25. Promote and encourage residential infill development that is compatible with the character of the area</p> <p>26. Utilize marketing and information campaigns to increase awareness of the City's housing assistance programs</p> <p>27. Develop incentives and policies that address the issues of absentee landlords</p> <p>28. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes</p> <p>29. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties</p>	<p>20. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study</p>
<p>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</p>	<p>30. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses</p> <p>31. Encourage local residents to utilize City programs and incentives for the creation of community gardens</p>	<p>21. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center</p> <p>22. Develop small public parks or public open space within the center of Bull's Head</p>

We Value...	Recommended Actions & Policies	Recommended Projects
	<p>32. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents</p>	<p>along W Main St, Brown St, Genesee St, Chili Ave, and West Ave</p> <p>23. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave</p> <p>24. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus</p>
<p>Public safety and the efforts of RPD to address crime and violence</p>	<p>33. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Area Plan</p> <p>34. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)</p>	<p>25. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades or installations</p>

Bull's Head Urban Renewal Area Plan

Mr. Armento transitioned the public meeting presentation to an update of the Bull's Head Urban Renewal Area Plan and presentation of conceptual redevelopment frames. The planning process for the Bull's Head Urban Renewal Area Plan utilizes a phased approach with the first phase including land assembly, select demolition, and commencement of environmental due diligence. The second phase includes adoption of zoning amendments and the Bull's Head Urban Renewal District by the Rochester City Council. The Phase 1 Plan was approved by City Council July 24, 2018 and the Phase 2 Plan is anticipated to be complete by fall 2019.

Mr. Armento described the origins of the conceptual redevelopment frames for a subarea of the Bull's Head Urban Renewal Area. Several public meetings have included numerous discussions on redevelopment options ranging from new housing, mixed-use development, infill development, national vs. local retail, reducing parking, adding parks and open space, medical office expansion, to possible locations for a new Rochester Police Department (RPD) Station. The conceptual redevelopment frames are a "high-level" illustration of these ideas in order to "test fit" which options work in the area.

The four conceptual redevelopment frames considered community input, feedback from City departments and the Monroe County Department of Transportation ("MCDOT"), transportation issues and opportunities, land use issues and opportunities, and a desire for an RPD presence. Notable design elements for the frames include the creation of a sense of place and identity through the redevelopment of Bull's Head Plaza, creation of pedestrian-oriented development, introduction of programmable plazas, and options for the preservation and adaptive re-use of some existing buildings. Transportation ideas illustrated in the frames include intersection improvements to increase pedestrian safety and reduce crossing time, incorporate both bicycle lanes and protected bicycle lanes, and the realignment of Brown Street, extension of Genesee Street, and the utilization of a roundabout for the intersection of these two roads. Other right-of-way changes include the termination of York Street and the realignment of Chili Ave due to pedestrian crossing issues and awkward vehicular movements.

The four conceptual redevelopment frames illustrate the combination of these ideas and are provided on the following pages.

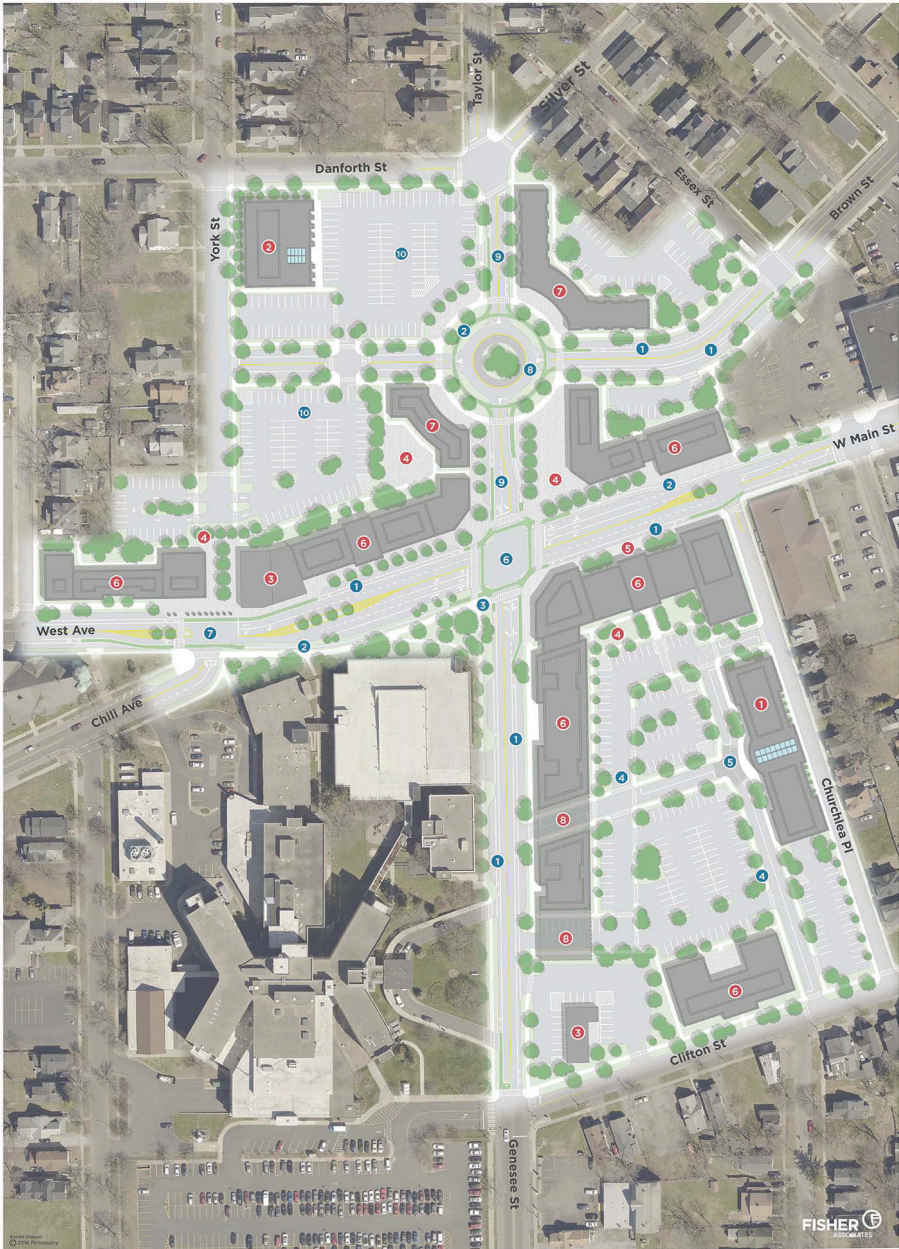
Frame 1A

Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family
- 8 Overhead mixed-use building

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Elevated Cycle Track
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)



(High-resolution illustrations with legends are available on the project [website](#))

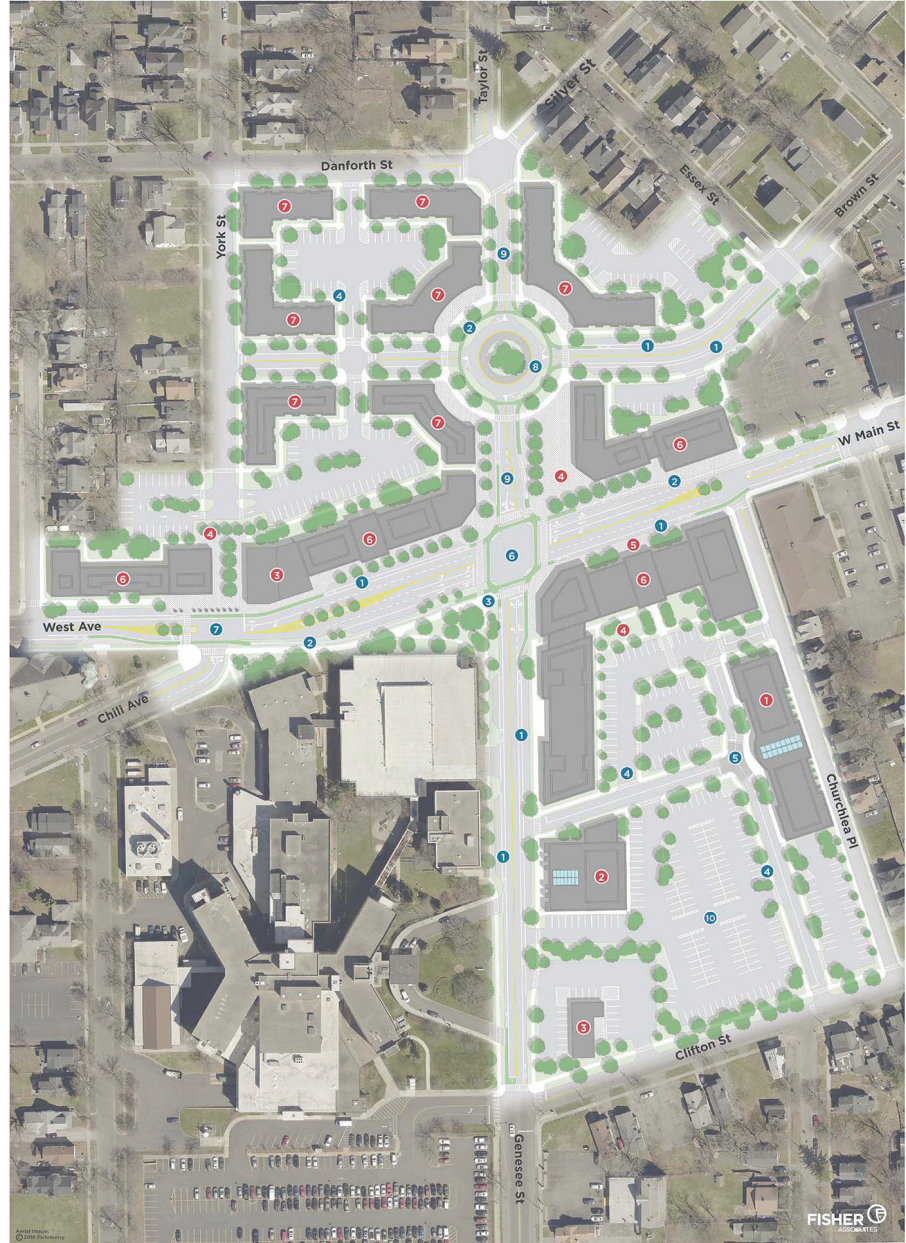
Frame 1B

Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Elevated Cycle Track
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Interior speed table
- 6 Intersection diet
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)



(High-resolution illustrations with legends are available on the project [website](#))

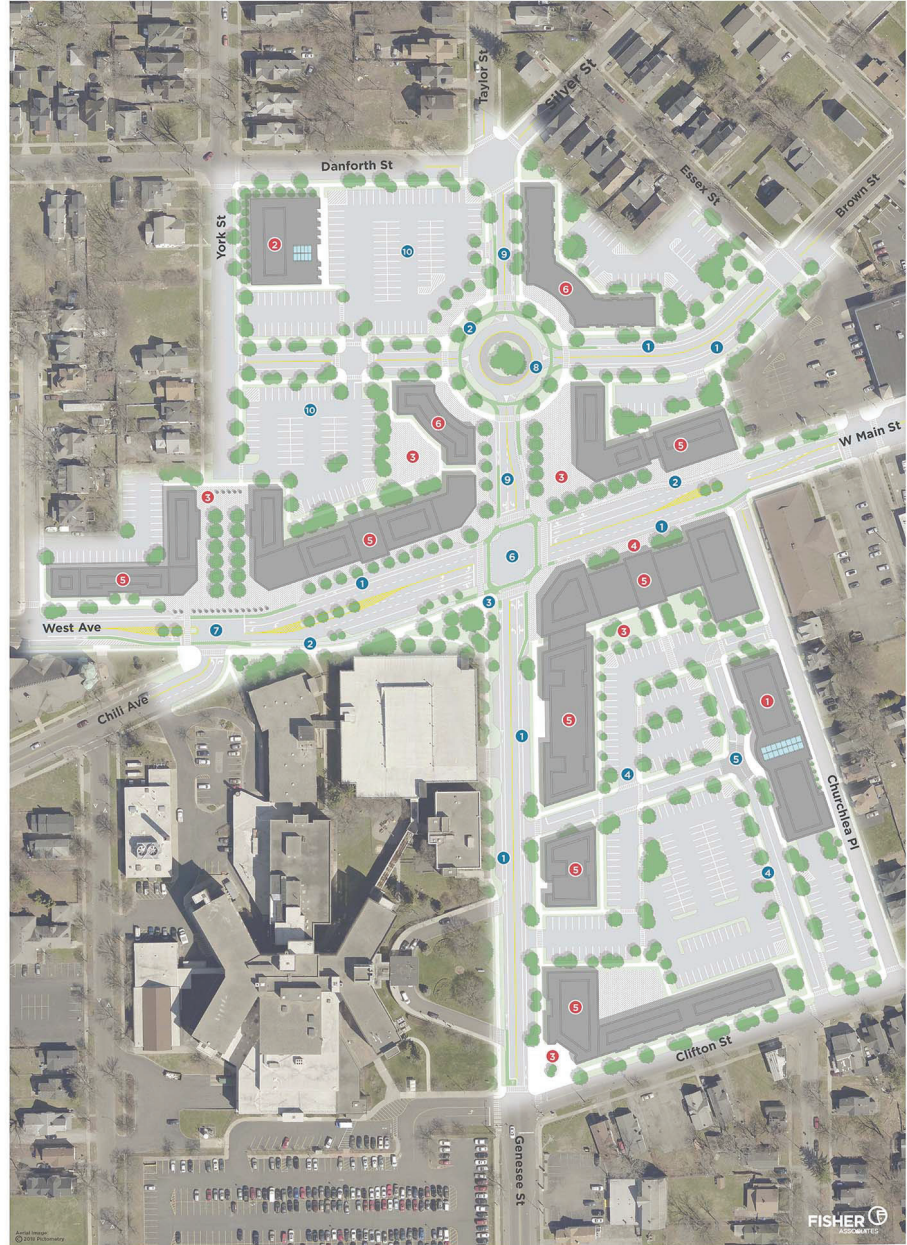
Frame 2A

Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Public/private plazas
- 4 Frontage zones for commercial businesses
- 5 Mixed-use
- 6 Multi-family

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Elevated Cycle Track
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection diet
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)



(High-resolution illustrations with legends are available on the project [website](#))

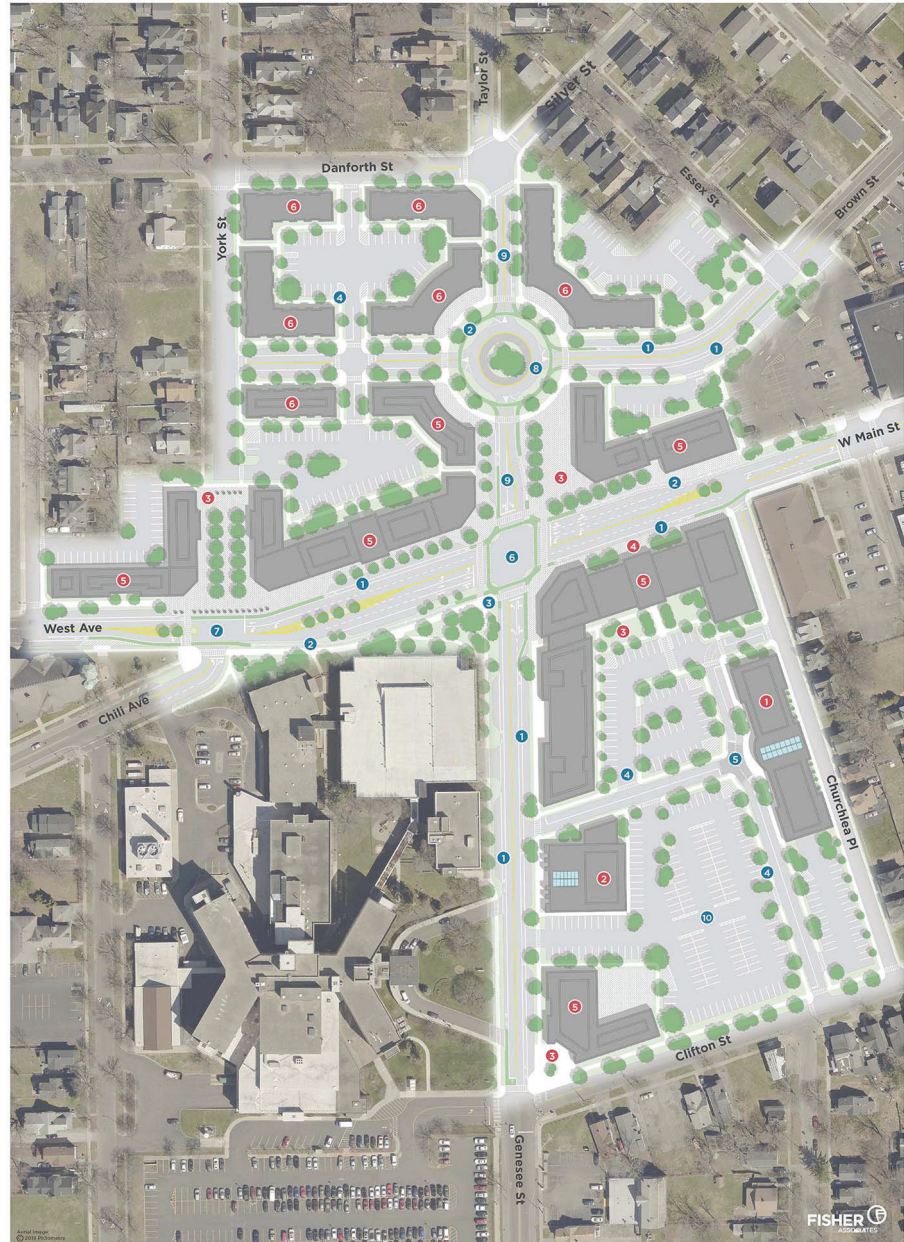
Frame 2B

Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Public/private plazas
- 4 Frontage zones for commercial businesses
- 5 Mixed-use
- 6 Multi-family

Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Elevated Cycle Track
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)



(High-resolution illustrations with legends are available on the project [website](#))

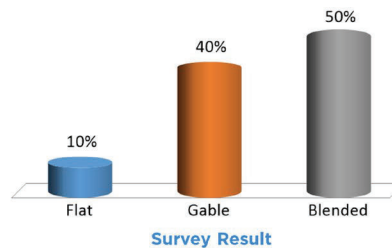
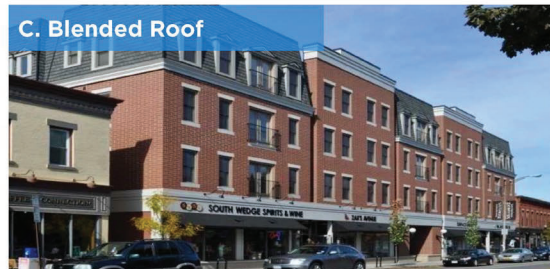
Visual Preference Survey Summary

Mr. Armento transitioned the public meeting to the visual preference survey for the conceptual redevelopment frames. The purpose of the survey was to help define the types, styles and forms of development, infrastructure and amenities the community prefers or desires in conjunction with the conceptual development frames presented and provide direction for future planning efforts.

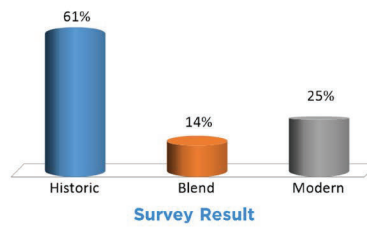
The categories for the survey include: building architectural form, building character, building first floor public interface, building height, building setback, public space/plaza, public art, streetscape amenities, commercial corridor vegetation, residential street vegetation, dedicated bike lanes, protected bike lanes, roundabouts, crosswalks, and medians. The categories, photo preference options for each category, and corresponding survey results are provided on the following pages.

Visual Preference Survey

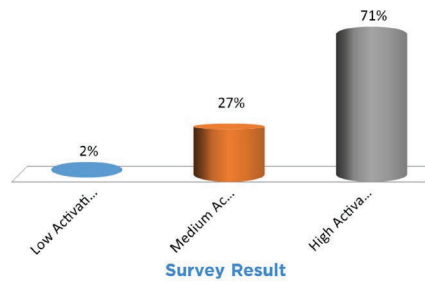
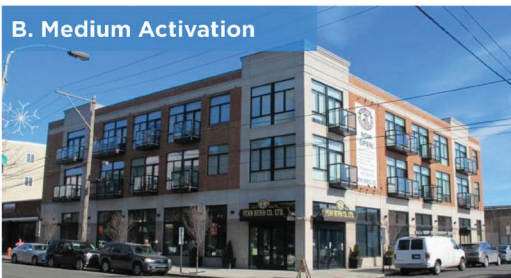
Building Architectural Form



Building Character (Era)



Building First Floor Public Interface



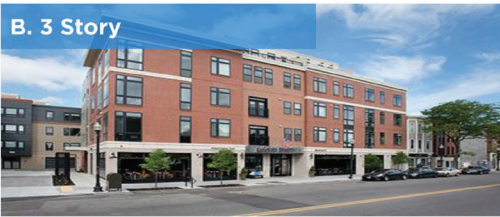
Visual Preference Survey

Building Height

A. 2 Story



B. 3 Story

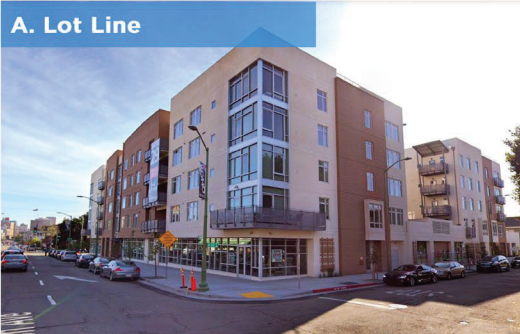


C. 5-6 Story

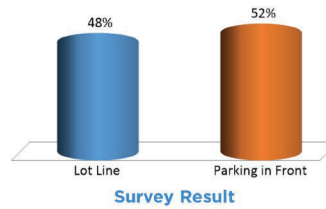
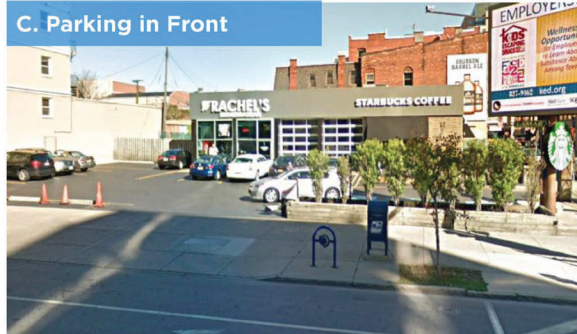


Building Setback

A. Lot Line

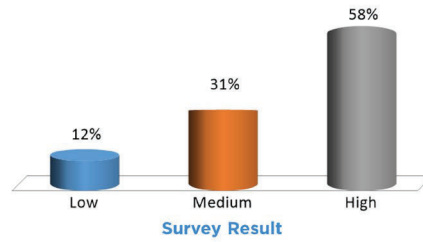


C. Parking in Front

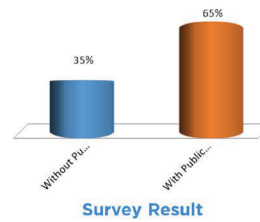
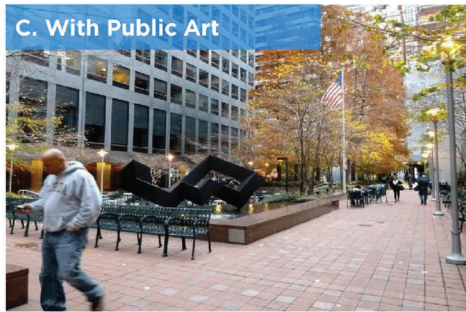


Visual Preference Survey

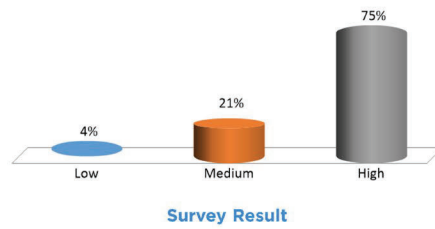
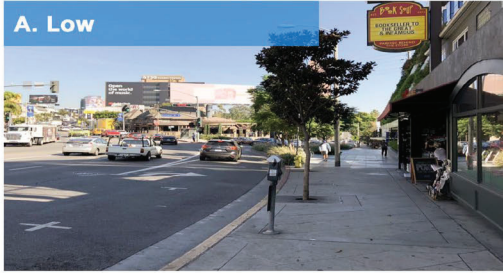
Public Space/Plaza



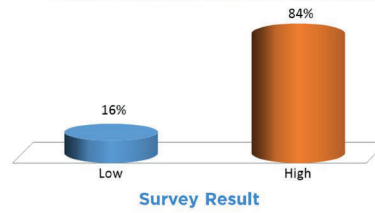
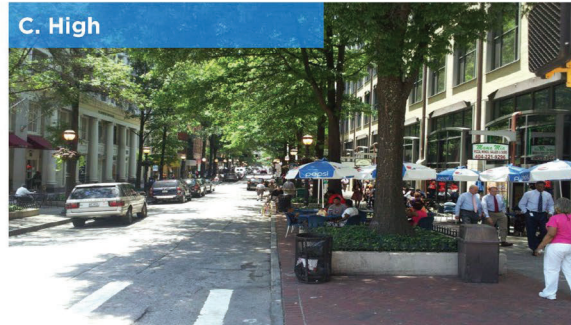
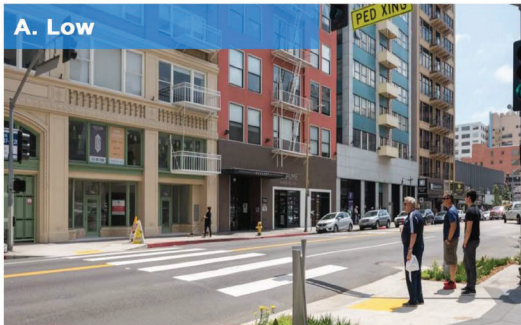
Public Art



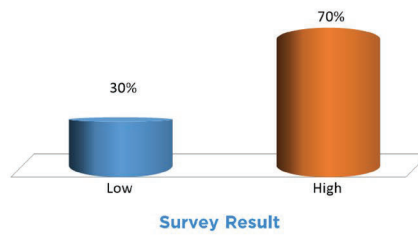
Streetscape Amenities



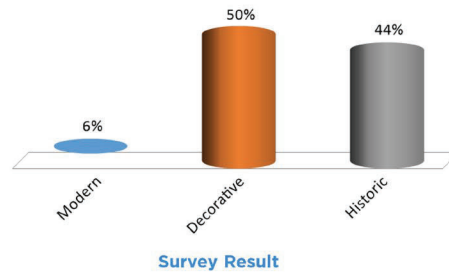
Commercial Corridor Vegetation



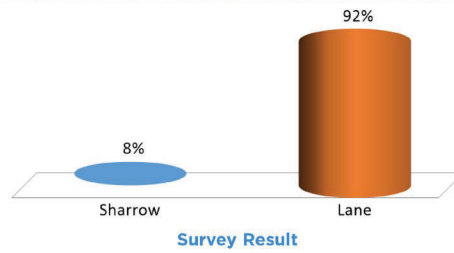
Residential Street Vegetation



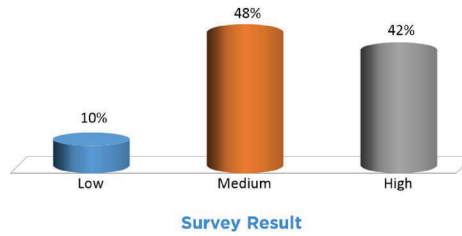
Street Lighting



Dedicated Bike Lanes

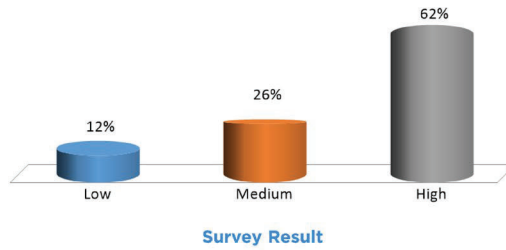


Protected Bike Lane

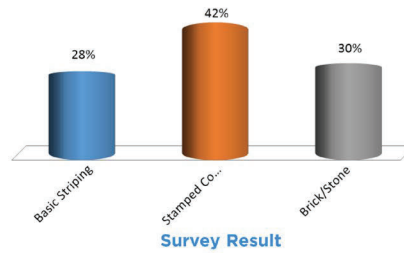
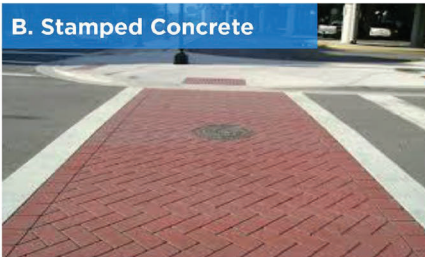
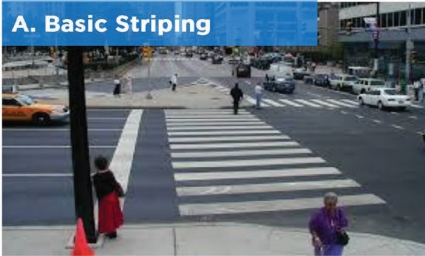


Visual Preference Survey

Roundabout

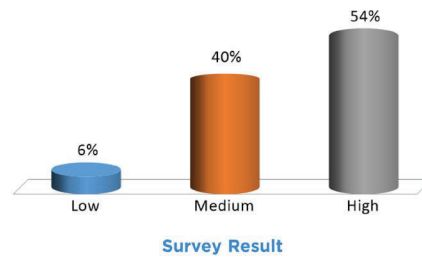


Crosswalk



Visual Preference Survey

Median

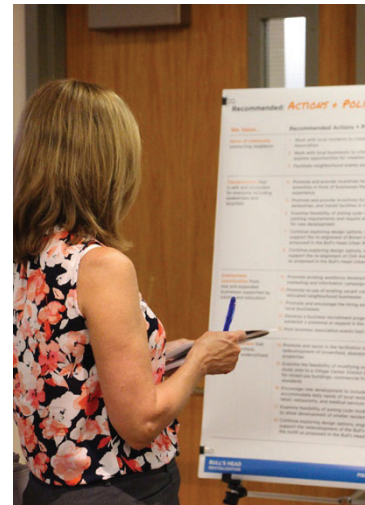


Open House Summary

At the conclusion of the visual preference survey, Mr. Armento transitioned the meeting to the open house portion of the public meeting where stations were set-up with information on both the Revitalization Plan and the Urban Renewal Area Plan. The Revitalization Plan station included the following:

- Overview of the planning process and how meeting attendees can stay informed
- Vision statement, values statements, and goals + objectives
- Strategic sites
- Recommended actions + policies
- Recommended projects
- Recommended strategic site land uses

The Urban Renewal Area station included conceptual redevelopment illustrated through a group of four frames mounted on boards (previewed during the presentation). The meeting participants were informed that each frame is not a concept or an option, but rather, a way to capture various concepts concerning multiple options at once. Some of these options overlap from frame to frame while others are unique. Accordingly, attendees were instructed to consider individual elements found within the frames, rather than thinking of, or perhaps making preferences for, whole frames. Boards at this station also included a large scale illustration of bicycle infrastructure options.



Revitalization Plan Feedback

Meeting participants provided valuable input and feedback for the Revitalization Plan station. Feedback cards were available for meeting participants to document and submit their feedback. The following feedback was transcribed from the received feedback cards. Please note that some meeting participant feedback is directed to both the Revitalization Plan and the conceptual redevelopment frames for the Urban Renewal Area Plan.

Revitalization Plan Feedback

1. *The plan to save Bullshead is a good idea because I have seen my neighborhood go through a lot of changes and it is time for the area to be brought to its beautiful self. That way we as a community can come together and make this happen.*

2. *Please consider keeping Mr. Doug's. Andy should not be punished for staying in the neighborhood.*

3. *The bull head project sounds great! Although this is affecting my family. My father Francis Winterkorn owner of Mr. Doug's Deli and Andy's Automotive I now expected to relocate! (932-938 West main St. and 22 York St.). This is devastating news to our family. This is my father's future retirement as a business owner. We hope you can incorporate his business in the upcoming project it will be great for the community*

4. *The plan looks wonderful. Glad I was here. My question is there are several human service org. in this area. I didn't hear anything about what was planned for out poorer community members. It sounds like the push is for business and neighborhood stability, which is great, but what about those we serve? Will our neighborhood still be able to accommodate their needs? Will it be acceptable to have drug rehab services, lunch programs, pantries, STD clinics in our area? We are a historic site- St Peters & Paul's Church campus- we will be able to have help with upkeep of our buildings as we expand services to our community. I very much look forward to a police presence coming back to our area. Thanks for all you are doing, I am just hoping that there will still be a place for these services.*

5. *We need different options besides round about; RPD station in frame 1B; Use handicap/disabled mobility connections audible*

6. *I like the idea of urbanizing but I would like it if Mr. Doug's Deli would stay for convenience it brings to the area and the ideas it has to bring, The owner has a vision and I think it would be a good addition to the upcoming project.*

7. *We need post office, not to cut off York, no additional housing in York or Brown st area there is too much multi-family on York and Danforth*

8. *Recommending purchasing old post office from current owners and re-opening a post office in place on York Street*

9. *You didn't say or talk about disabled or handicap people who are looking for safety*

-
10. *The Southwest Common Council's Economic Development Committee is promoting the adoption of tiny homes as a literal building-block for revitalization. Tiny home development sets the stage for increasing urban home ownership options, economic growth and workforce development within the Bull's Head Brownfield Opportunity Area. The former Taylor Instruments site on West Avenue provides the developable campus for addressing these issues programmatically.*

Project: Lancaster Field is named after Rochesterian Theodore W. Lancaster who served during WWII as a Tuskegee Airman and soon afterwards as a pioneering US Government computer developer at Princeton. It involves repurposing the Taylor Instruments site on West Avenue as:

- a. space for an advanced manufacturing facility for tiny homes with access to rail transportation;*
- b. a recycling center to produce topsoil, nursery tree stock and paving materials for homesites;*
- c. a sustainable educational food production facility and d) a renewable energy technologies production and distribution location incorporating wind, solar and geothermal sources.*

Each application above addresses anti-poverty measures at a single campus to promote economic growth, improve quality of life and generate environmental sustainability.

Primary Features

- Advanced Manufacturing workforce development site site with child care services.*
- Productive, educational, job-creating and environmental improvement demonstration site incorporating simple, affordable and durable quonset hut and hangar designs for specific applications and job training. The concrete surface remains undisturbed.*

Benefits

- Increases truly affordable housing stock while growing personal financial assets and tax base.*
- Meets the training needs of a young workforce supplemented with on-site child care.*
- Create hands-on STEM educational opportunities for K - 12 students and ex-offenders.*
- Produces food year-round employing hydroponics, aquaponics and vertical gardening.*
- Recycles organic materials to create materials needed for homesites (soil, paving materials ...)*
- Shares energy-efficiency access (solar, wind & geothermal) among urban neighborhoods.*
- Mitigates climate change effects proactively with renewable energy and carbon sequestration.*
- Frees space enabling the City's Mt. Read DES center to focus on mechanized activity.*

Success depends on linking with Rochester 2034 master planning, NYS Finger Lakes Regional Economic Development Council, Rochester Economic Development Fund and Rochester-Monroe Anti-Poverty Initiative. Planning is starting now for a research project involving local college Seniors to study the mercury contamination mitigation, organizational processes for development and the physical resources needed to make Lancaster Field a reality.

11. *I attended the Bull's Head Revitalization public meeting on June 26th, 2019 conducted by Fisher's Assoc. I have questions and some concerns with the information presented at this meeting:*

1. *How have Rochester Regional Health plans for their St. Mary's Campus informed the project? Are there opportunities for the Bulls head project to support the hospital's future goals? Could the hospital's existing infrastructure help support the revitalization project? As an example, perhaps St Mary's excess building space could serve as community meeting space for the project. As you know St. Mary's currently provides community space for the neighbors. So why is new building space proposed? St Mary's may have excess parking that could provide some of the parking required for the project.*

St Mary's needs to be included in this planning process.

2. *The West Ave. Methodist Church is a very important historical feature in the project area. This building's location, massing, height, style, and history make the confluence of W. Main St., Genesee St., Chili Ave., and West Ave. a unique and special place. Because of building neglect and lack of use the West Ave. Methodist Church's future is very precarious. It will take a concerted effort by many to keep this building in productive use. The planning process must have this building owner at the table. If this building is demolished, it will be another great loss to Rochester's architecture scenery and history, much like the 1965 demolition of the Claude Bragdon's New York Central railroad station was.*

Perhaps the Church building could provide some of the community space the project is looking for. The Church should also be looked at as a possible solution to house the new police substation, or perhaps a brewery, theater, Church, or musical artist's recording station. See <http://www.babevillebuffalo.com/>

The owner of the West Ave. Methodist Church needs to be involved in the planning of this project. The Owner, City, and project team should be exploring new uses for this building.

3. *For the same reasons the Church is important the last few existing buildings remaining are important to the preservation of this special place. It is imperative that the remaining buildings are incorporated into the future development. The addresses are: 932-938 W. Main St., 924-930 W. Main St., & 32 York St., and possibly 50 York St.*

Has the Landmark Society been asked about the historical significance of these properties?

4. *Relocating the police substation with its associated fleet of vehicles to Bull's Head is concerning. How many vehicles? What are the security requirements for the fleet? I envision tall chain link fencing surrounding a large area. If indeed that is the requirement/solution, how will that be a good neighbor to the existing and proposed residential areas?*

The public needs to be informed of the police station's requirements.

5. *I would like to see schemes that don't change the existing road intersections so dramatically. I understand the problem of wide streets being difficult for pedestrians to navigate, but surely there is a solution that doesn't requiring moving*

and straitening all the major intersections. How about a well-designed median to break up a long crosswalk? The straightening and reconfiguring these intersections will sanitize and further diminish the unique sense of place that exists now. Also, such major changes will require considerable underground infrastructure changes, cause massive traffic disruption for multiple construction seasons and be very expensive. How will this hinder economic activity in the area, effect St. Mary's campus activities, etc. etc.?

Present alternative schemes that don't change the existing intersections so dramatically

For each scheme thoroughly study the economic impact to businesses, and traffic disruptions the construction will cause.

Finally, the remaining buildings and the confluence of these major thoroughfares make for a unique place in our City, much like the intersection of East Ave. & E. Main St at the Liberty Pole. We all must be diligent in insuring Bull's Head Revitalization project preserves this unique place while revitalizing and improving.

I look forward to the next public meeting. Thank you for your time and consideration.

-
- 12.** In addition to the comments listed above, a not-for-profit organization indicated their intent on exploring the potential for placing a Susan B. Anthony welcome center within or near the Bull's Head BOA Study Area.
-

Urban Renewal Area Plan Feedback

Meeting participants also provided valuable input and feedback for the Urban Renewal Area Plan station. Feedback cards were also available for meeting participants to document and submit their feedback. The following feedback was transcribed from the received feedback cards. Please note that some meeting participant feedback is directed to both the Revitalization Plan and the conceptual redevelopment frames for the Urban Renewal Area Plan.

Conceptual Redevelopment Frames Feedback

1. *Taylor Instruments cannot be a dumping ground for containers*

 2. *Save the historic buildings @ York street and west main St. It is a good model of what we want the neighborhood to eventually look like*

 3. *All concepts 1. Awful lot of parking/pavement. Can underutilized parking on St. Mary's campus (garage) be used for new developments? Example Police staff could use St. Mary's Campus. CONCEPT 2: Has consideration been given to the trend that we drive less, rely more on bikes, public transit. So, the # of parking spaces can be reduced. Like 1a and 1b because the existing buildings at York & Main #4 & 5 I don't believe putting those types of uses on the north sides of commercial buildings will work in our climate.*

 4. *Save the buildings on York St & Main*

 5. *Where is Bullshead, bulls head center? 1A very little greenspace note; no commercial hub @ bull's head anymore 1B No noted bulls head hub; 2A Chili York street needs to seek parking area for Church. This church is landlocked, and it hinders development of it. Save historic building on w main @Bullshead*

 6. *Coffee shops, mini Wegman's, deli, Wendy's, little Caesars or family restaurant*

 7. *Frame 1b Is the best because you keep more old buildings and residential*

 8. *A building for inside public market all year round, bright street lights for safety.*

 9. *A community center for neighbors to rent for events at a reasonable price.*

 10. *The protected bike lane is one of the most important things to me.*

 11. *Needs to show Taylor investments and Danforth Center*

 12. *Strengthen public transportation in this area & perhaps incorporate its planning into the overall downtown public transportation planning. Bring back the trolley as a real option for economic and energy considerations. Increase walkability by prioritizing pedestrian safety*
-

13. *Recommended a much needed post office needed for senior citizen and disabled community*

14. *I like plan 1a or 2b*

15. *How much Churchlea Pl. will be used for renovation?*



For more information

Project Website:

CityofRochester.gov/BullsHeadRevitalization

Document Repository:

Arnett Branch Public Library
310 Arnett Boulevard, Rochester, NY 14169 ([map](#))

Project Contact:

Rick Rynski
Project Manager
City of Rochester
30 Church Street, Rm 005A
Rochester, NY 14614-1290

BULL'S HEAD URBAN RENEWAL PLAN

Appendix C | Bull's Head Revitalization Plan



B believe.



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

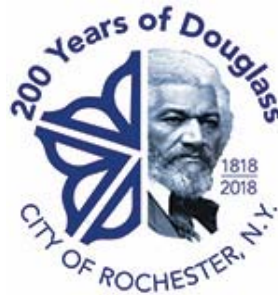
BULL'S HEAD

URBAN RENEWAL PLAN



prepared by:

CITY OF ROCHESTER, NEW YORK



DEPARTMENT OF NEIGHBORHOOD & BUSINESS DEVELOPMENT

June 2018

BULL'S HEAD

URBAN RENEWAL PLAN

TABLE OF CONTENTS

I.	DESCRIPTION OF PLAN.....	3
II.	COMMUNITY ENGAGEMENT.....	7
III.	URBAN RENEWAL GOALS AND OBJECTIVES.....	15
IV.	URBAN RENEWAL ACTIONS.....	20
V.	LAND USE PLANNING.....	20
VI.	URBAN RENEWAL PROCEDURES AND PROPOSALS.....	32
VII.	PROPOSED SCHEDULE FOR THE EFFECTUATION OF THE PLAN ...	34

APPENDIX 1: 2009 COMMUNITY DESIGN WORKSHOP PUBLIC INPUT

EXHIBITS:

- A. PROJECT LOCATION MAP
- B. BULL'S HEAD URBAN RENEWAL AREA BOUNDARY MAP
- C. EXISTING LAND USE MAP
- D. EXISTING ZONING MAP
- E. BROWNFIELD SITES MAP
- F. LAND ASSEMBLY MAP I - LAND ASSEMBLY TARGET AREA FACTORS
- G. LAND ASSEMBLY MAP II - CITY-OWNED AND BROWNFIELD SITES
- H. PROPOSED PROPERTY ACQUISITION MAP
- I. PROPOSED PROPERTY ACQUISITION MATRIX
- I. PROPOSED LAND USE CONCEPT MAP

BULL'S HEAD

URBAN RENEWAL PLAN

I. DESCRIPTION OF PLAN:

A. **New York State General Municipal Law**

The Bull's Head Urban Renewal Plan described in the following sections ("Plan") is intended to set forth the first stages of a planning and revitalization effort that conforms with the legal requirements set forth in Article 15 of the New York State General Municipal Law.

B. **Project Location / Boundary**

The Bull's Head Urban Renewal Area ("URA") comprises approximately 34 acres and is located in Rochester, New York, centered at the convergence of West Main Street, Genesee Street, and Brown Street, West Avenue, and Chili Avenue and is bounded by West Avenue, Colvin Street, Danforth Street, Silver Street, Essex Street, Brown Street, West Main Street, Churchlea Place, Clifton Street, and Genesee Street. (See "Exhibit A - Project Location Map" and "Exhibit B - Bull's Head Urban Renewal Area Boundary Map").

C. **Background**

The Bull's Head neighborhood marks the historic western gateway to downtown in the city's southwest quadrant. This important community hub is centered at the convergence of the West Main Street, Genesee Street, Brown Street, West Avenue, and Chili Avenue corridors, connecting generations of residents to commerce, employment opportunities, and community and health services. These corridors are vital transportation routes connecting the southwest quadrant neighborhoods and the western suburbs of Rochester to downtown and to and through the URA.

The URA is in close proximity to regional assets, such as, Rochester Regional Health - St. Mary's Campus, and the National Historic Landmark Susan B. Anthony Museum and Visitor's Center. Nearby neighborhood assets include the City's Danforth Recreation Center, Rochester Housing Authority, and the Salvation Army Rochester Area Services.

BULL'S HEAD

URBAN RENEWAL PLAN

The following is a summary of existing conditions in the URA:

Existing Land Uses

The URA is comprised of the following land use categories:

- Commercial
- Residential
- Vacant Land
- Community Services
- Industrial

A number of properties in the eastern portion of the URA having a “Commercial” designation include abandoned parking lots and one vacant structure. As such, there is an effectively high concentration of vacant property in this portion of the URA. (See “**Exhibit C - Existing Land Use Map**”).

Existing Zoning

The URA is currently comprised of three zoning districts: Community Center (C-2), Low-Density Residential (R-1), and Medium-Density Residential (R-2). (See “**Exhibit D - Existing Zoning Map**”).

The C-2 District, located along West Main and Brown Streets and West Avenue, is intended to provide a diverse mix of commercial and residential uses along major corridors and in neighborhood centers. The commercial uses permitted under the C-2 regulations are geared toward providing goods and services to the community and adjacent residential areas. The regulations for the district include design guidelines to preserve, enhance, and reinforce the urban aesthetics and pedestrian atmosphere that make up the district. The C-2 District extends further east along a portion of Brown Street and the majority of West Main Street.

The R-1 District encompasses the area in the vicinity of Danforth, Hortense, York, and Child Streets and a portion of Silver Street.

BULL'S HEAD

URBAN RENEWAL PLAN

This District is intended to feature “predominantly owner-occupied, single-family detached and attached homes.” The R-1 District also provides for various pre-existing higher density residential uses, but is primarily intended to protect a lower density character by not permitting new multi-family homes and residential conversions.

The medium-density R-2 District encompasses the northeastern corner of the URA along Kensington Street and a portion of Silver Street, which extends further east along Silver and Brown and north to Interstate 490 beyond the URA. The R-2 District is similar in character to the R-1, but allows multi-family residential dwellings in order to provide a wider range of housing styles and choices while maintaining the dimensional requirements of the low density R-1 District.

Existing Brownfield Sites

For the purposes of the Plan, brownfields are sites with documented known or suspected environmental concerns. The source of information indicating environmental concerns varies from site to site and may include environmental assessments/screening, environmental investigations, municipal data and/or spill reports. Most of the properties in the URA are already identified as brownfields. **(See “Exhibit E - Brownfield Sites Map”).**

Despite Bull’s Head’s rich and diverse cultural heritage, the URA is currently characterized by blighted conditions, a disproportionately high percentage of vacant and/or underutilized buildings and lots, a significant clustering of City-owned vacant properties, and a significant number of sites with documented and/or suspected environmental concerns. As a result, the URA’s trends include disinvestment, decreasing property values, high poverty and crime rates, and an increasing number of tax foreclosures. These trends are the impetus for the area’s urban renewal designation as well as having been identified by the City as a high priority for neighborhood revitalization.

BULL'S HEAD

URBAN RENEWAL PLAN



Bull's Head - Characterized by Blighting Conditions

In 2009, Rochester City Council officially designated a 17.5 acre area as the Bull's Head Urban Renewal District by Ordinance No. 2009-107. In 2017, the Council passed an amendment, Ordinance No. 2017-5, to add 16.7 acres of land to the district and rename it the Bull's Head Urban Renewal Area. In both instances, the Council based its designation on findings that: *"this area is blighted, deteriorated or deteriorating due to the presence of distressed and underutilized land, and that the conditions of the area are hampering and impeding proper economic development, and are inimical to the public health, safety, morals and welfare of the inhabitants of the City of Rochester and the State of New York. Designation of this area as an urban renewal area will permit clearance, planning and redevelopment activities to accomplish economic development objectives."*

The purpose of this Plan is to remove blight and position the URA for transformative revitalization, redevelopment and reinvestment by acquiring land, demolishing vacant and underutilized buildings, and conducting environmental due diligence. The environmental due diligence is necessary to inform the City and community on appropriate

BULL'S HEAD

URBAN RENEWAL PLAN

land use opportunities and the necessary infrastructure to support future development. This phased approach will allow the City to focus its resources on the priority areas that are most critical to the success of the revitalization of the URA. It allows ample time for public engagement and a community planning process that ensures development efforts are focused, supportive of the existing residents and businesses in the area, and at a scale that is commensurate with the surrounding neighborhood.

II. COMMUNITY ENGAGEMENT:

This Plan is based on extensive public input beginning with community organization meetings in 2007 and 2008. The impetus for these meetings, led by B.E.S.T. Neighborhood United Neighborhood Association, was to begin discussions with the City of Rochester and community stakeholders to develop a strategy for addressing blighting conditions in the Bull's Head neighborhood. Prior iterations of redevelopment concepts for the area never came to fruition, leaving the neighborhood with a sense of abandonment. In 2009, the City commenced a community input and planning process to identify neighborhood-wide community concerns as well as potential opportunities to address those concerns. The public planning process was coordinated by the Bull's Head Project Steering Committee, composed of neighborhood representatives and other stakeholders. These planning efforts prompted the City Council to designate most of the URA, an area generally bounded on the south by West Avenue and West Main Street, on the west by Colvin Street, on the east by Brown Street, and on the north by Danforth Street, for urban renewal in 2009. Public engagement activities associated with the Bull's Head study area included a Public Kick-Off Meeting and a Community Design Workshop, both held at St. Mary's Campus. The workshop was well attended and helped to establish the foundation upon which, further revitalization planning for Bull's Head continues.

BULL'S HEAD URBAN RENEWAL PLAN



Bull's Head Community Design Workshop - Saturday, September 26, 2009

The agenda for the September 2009 Community Design Workshop included the following:

- Workshop Overview: Goals and Expectations
- Brainstorming Session
- Preferred Development Survey (visual survey)
- Design Basics – Principles of Good Design
- Four Breakout Group Tables
- Group Presentations and Wrap Up

BULL'S HEAD

URBAN RENEWAL PLAN

To foster interaction and dialogue, participants were given the following three statements and asked to verbally share their ideas, issues and concerns in a brainstorming exercise:

- One thing that should not change about the area
- If there was a magic wand, what change (big or small) should be made
- Preferences for immediate action

The participants' responses spanned a broad range of issues and topics, which revealed the following common themes: preserve and/or celebrate history; enhance safety (related to both crime and transportation/pedestrian access); maximize assets and resources; and foster community connections (among residents, business owners and property owners). After the presentations and interactive activities, the participants gathered into four groups at separate breakout tables. Each group discussed issues, opportunities, and priorities for the Bull's Head neighborhood. (See "**Appendix 1: September 2009 Community Design Workshop - Summary of Public Input**"). Individual group comments from the breakout session were summarized into the following common themes:

- Gateway enhancements such as public art, lighting, landscaping, banners, signage, and archways
- Bull's Head Plaza property: enhanced façade frontage along Genesee Street
- New police station: locate behind other uses to address concerns about sending the wrong message regarding neighborhood safety
- Improved pedestrian safety & traffic calming
- Storefronts on West Main Street
- Improved conditions for existing neighborhood residents
- Increased goods & services options (such as: grocery / restaurant / café / clothing / post office)
- Historic character and interpretive elements/markers (Susan B. Anthony / Frederick Douglass / Hamm House / the bulls head effigy)
- Public open space for events/recreation
- Bicycle routes along arterials

BULL'S HEAD

URBAN RENEWAL PLAN

In early 2013, the City continued the Bull's Head public engagement process by holding a community meeting at St. Mary's Campus. At the meeting, the City provided updates on possible future activities within the URA to address blighting conditions, as guided by the input received at the 2009 Community Design Workshop. This meeting also addressed the City's application for a New York State Department of State (NYS DOS) Brownfield Opportunity Area (BOA) Step 2 Nomination Study/Revitalization Plan grant which expanded the study area from its initial boundaries.

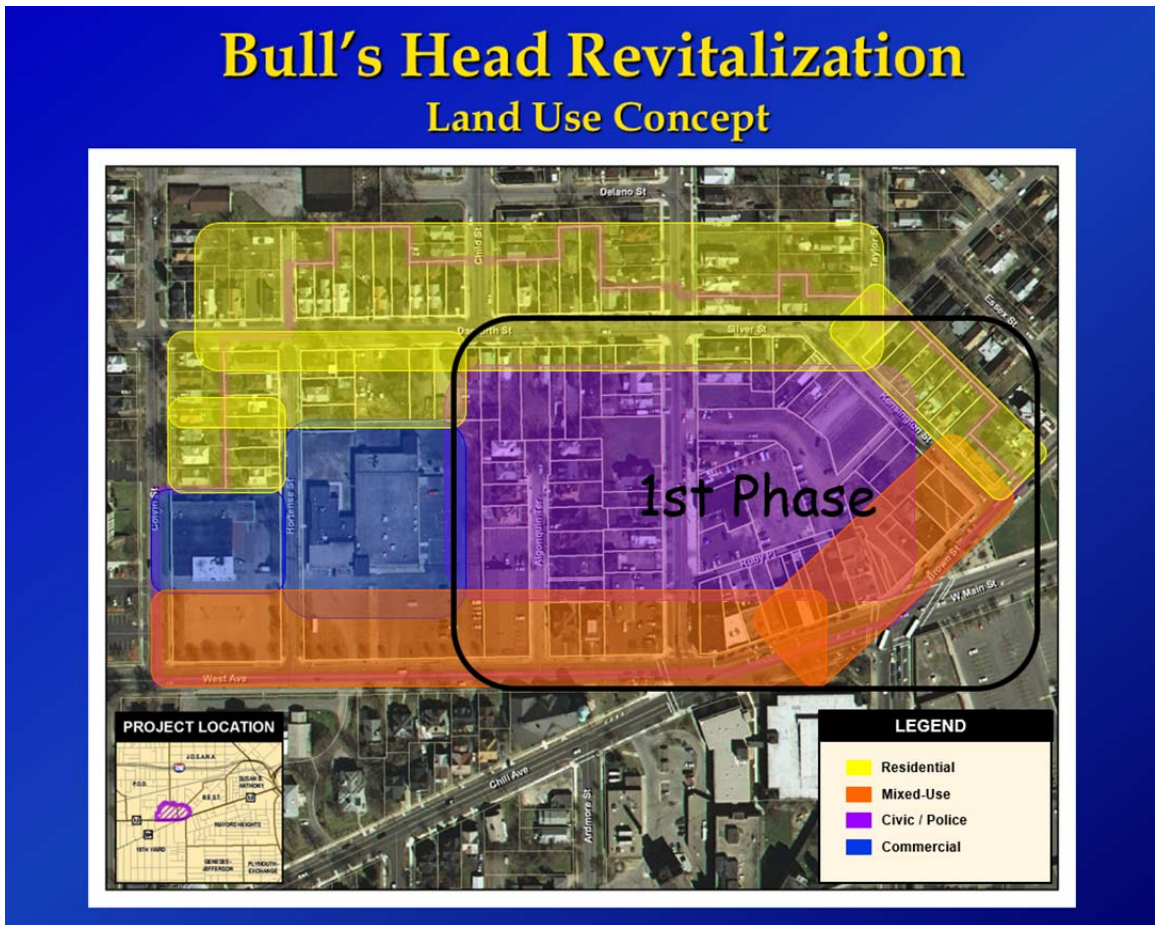


Bull's Head Community Meeting - January 23, 2013

A land use concept was presented at the 2013 community meeting. The concept aligned with feedback provided by the community at the 2009 Community Design Workshop. Accordingly, the eastern portion of the URA was shown as a first priority phase for revitalization and redevelopment efforts. The community endorsed this focus on the eastern portion of the URA as a first step to provide a

BULL'S HEAD URBAN RENEWAL PLAN

catalyst for continued revitalization throughout the URA and the entire Bull's Head neighborhood.



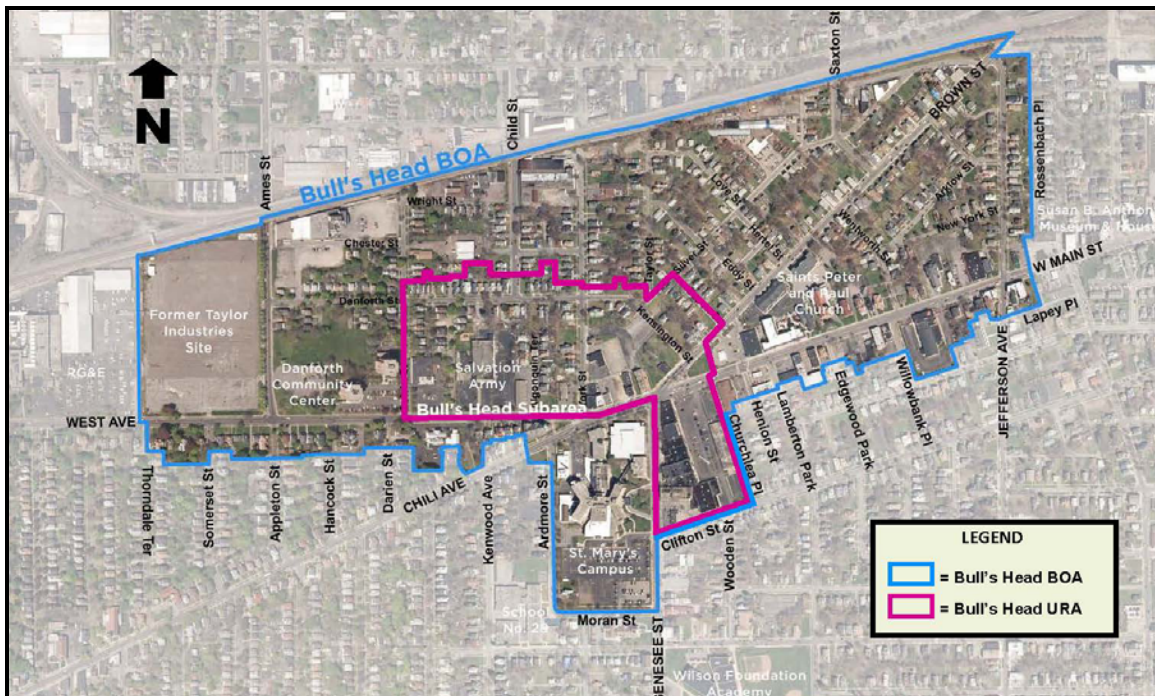
Bull's Head Community Meeting Presentation Excerpt – January 23, 2013

After the City's award of the BOA Step 2 Nomination grant, the BOA planning process commenced in 2016 with the identification of community stakeholders and formulation of a Project Advisory Committee (PAC), which first convened on December 7, 2016.

BULL'S HEAD URBAN RENEWAL PLAN

The BOA planning process comprehensively assesses existing neighborhood conditions and environmental concerns to identify and prioritize redevelopment opportunities within a large portion of the city's southwest quadrant that includes among other areas, the URA. As presented in the Bull's Head BOA grant application and as formalized in the associated NYSDOS approved Project Workplan, the URA would continue on an advanced and parallel path with the planning process of the Bull's Head BOA.

In early 2017, the City Council amended the URA boundary previously approved in 2009, to address minor boundary inefficiencies and to include a large site locally known as Bull's Head Plaza. The PAC members and other community representatives, identified this large property as experiencing high vacancies, significant physical deterioration and possible foreclosure.



Boundary map of Bull's Head BOA and the amended Bull's Head Urban Renewal Area

BULL'S HEAD URBAN RENEWAL PLAN

Following the completion of inventory and analyses of existing conditions for the BOA, a PAC meeting was held on June 22, 2017. Shortly after the PAC meeting, a Public Information Meeting was held at St. Mary's on July 27, 2017, to present findings to date and obtain public input on a variety of topics. During the public meeting, the City announced that the Rochester Economic Development Corporation (REDCO) successfully bid on the Bull's Head Plaza property at a recent foreclosure auction.



Bull's Head BOA Public Meeting - July 27, 2017

The meeting participants were actively engaged in facilitated discussions at various breakout stations and provided thoughtful feedback on topics covering the BOA. The participants also provided written comments on presentation boards and on general comment forms. A total of 280 comments for the BOA were received during the public meeting. The public comments revealed nine common themes that generally align with the comments received during the

BULL'S HEAD

URBAN RENEWAL PLAN

2009 community planning process, as referenced in the BOA Step 1 Pre-nomination findings. The common themes are summarized as follows:

- Blighted / Vacant or Underutilized Properties
- Crime / Drugs / Gangs
- Lack of Economic Development / Jobs
- Transportation / Traffic Issues
- Historic Character within the BOA
- Lack of Housing for the Elderly / Aging in Place Opportunities
- Lack of Owner Occupancy
- Lack of Green / Open Space
- Brownfields / Environmental Impacts

As part of the City's ongoing engagement with the community regarding land assembly for the first phase of revitalization efforts in the URA, informational letters were sent to the owners of properties that are proposed for acquisition under this Plan. In addition to communicating the City's interest in acquiring their property, the letter provided owners with contact information to meet with the City to discuss its interest in the context of the overall revitalization of Bull's Head. As a result, multiple individual meetings with property owners have been, and will continue to be, held.

Although a large portion of the properties proposed for acquisition is vacant, some properties have residential or commercial occupants. The City has been actively engaging with owners and occupants of these properties to understand not only their presence within the neighborhood, but their needs and concerns as well. It is evident that some owners and occupants have more substantial ties to the surrounding community than others. Accordingly, the City is formulating strategies to the extent practical, to assist owners and occupants in maintaining a presence within the existing neighborhood. In some cases, future development at Bull's Head may be an appropriate option, or perhaps existing space in or around the Bull's Head neighborhood may be a viable solution and more suitable to their needs. The City will work with each property or business owner and tenant on a case-by-case basis to reach the best possible outcome.

BULL'S HEAD

URBAN RENEWAL PLAN

Bull's Head revitalization involves an ongoing community dialogue. Beyond the first phase of land assembly and environmental due diligence set forth in this Plan, the City's engagement with the PAC and the community at large will seek further input and visioning to help inform and support redevelopment plans that effectuate positive change for Bull's Head.

III. URBAN RENEWAL GOALS AND OBJECTIVES:

A. **Phased Approach**

The goals and objectives of the Plan correspond to a phased approach to eliminate blighting conditions in the URA. As a result of community input received since 2009, these goals and objectives prioritize the concentration of vacant, underutilized, and City-owned property in the URA. Based on greatest need and opportunity, the first phase of urban renewal actions described herein, is concentrated in the eastern portion of the URA. (See "Exhibit F - Land Assembly Map 1 - Land Assembly Target Area Factors"). The rationale for targeting this portion of the URA, is as follows:

Proliferation of Vacant and City-owned Property

This portion of the URA has had the highest documented concentration of substandard, underutilized and deteriorated structures along with the highest concentration of vacant lots. In addition, it has the highest concentration of contiguous City-owned properties. Acquisition of properties that are adjacent to this existing cluster of City-owned properties will collectively yield the greatest contiguous vacant land area to be repositioned as marketable site(s) for redevelopment.

Prominent Arterial Frontage

West Main Street represents a key mixed-use gateway corridor within the Bull's Head neighborhood. This gateway corridor features converging arterials and provides a major transportation connection to and from other city neighborhoods including downtown. Frontage along this corridor provides a significant focal point for Bull's Head. As such, this frontage has the highest potential within the URA to become key visual and

BULL'S HEAD

URBAN RENEWAL PLAN

economic catalysts toward the revitalization and transformation of the Bull's Head neighborhood.

High Concentration of Brownfield Sites

The targeted area also includes a high concentration of brownfield sites. These sites are documented as having Recognized Environmental Concerns (RECs). While the concentration of brownfield sites is not unique to the targeted area, it further reinforces the rationale for the proposed property acquisitions. (See "Exhibit G - Land Assembly Map 2 - City-owned and Brownfield Sites").

B. Conformity with the City's Comprehensive Plan

The goals and objectives of this Plan conform to the Renaissance 2010 Plan, the City of Rochester's Comprehensive Plan. The Comprehensive Plan is currently in the process of being updated. Every effort will be made to ensure the goals and objectives of the Bull's Head Urban Renewal Plan conform to the City's updated Comprehensive Plan.

The applicable campaigns of the Renaissance 2010 Plan are supported by the Bull's Head Urban Renewal Plan as follows:

Campaign One: Involved Citizens

The public planning process that contributed to and yielded this Plan achieved and/or perpetuates the following goals of Campaign One:

- Create an ongoing community planning and development review process that actively involves our citizens, anticipates emerging land use trends, appropriately weighs and considers competing land use and development interests as well as local and regional perspectives and results in fair and equitable decisions.
- Citizens, businesses, institutions, and neighborhoods will be informed and will adequately listen to and communicate with each other about opportunities, issues and concerns facing our community.
- Citizens, institutions, and businesses will be encouraged to participate in events, activities and celebrations that serve to "knit"

BULL'S HEAD

URBAN RENEWAL PLAN

our community together and that are focused on the positive aspects of our community.

- Support and coordinate public meetings, discussions, and other informational opportunities for our citizens in an efficient and productive manner that provides essential, timely information and reaches the appropriate audience.

Campaign Three: Health, Safety and Responsibility

In repositioning vacant and/or underutilized property in the URA's most distressed block and intersection, the implementation of this Plan will advance the following goal of Campaign Three:

- Promote neighborhoods that are safe, clean, and attractive, that minimize drug sales and use, loitering, graffiti, public drunkenness, property code violations, incidents of fires and other negative quality-of-life issues and that ultimately reduce the demand for public safety services.

Campaign Four: Environmental Stewardship

The Plan identifies and addresses brownfields within the targeted portion of the URA in support of the following goal of Campaign Four:

- Reclaim designated "brownfields" and other contaminated land, facilities and waterways for useful, productive development.

Campaign Six: Economic Vitality

The implementation of this Plan will reposition a key portion of the URA as a catalyst for transforming a major community hub, and as such, supports the following goals of Campaign Six:

- Develop strong, economically viable, and diverse neighborhood commercial areas that help to provide entry-level jobs, high-quality goods, and personal services to our citizens, offer entrepreneurial opportunities, and help increase our city's economic development and growth.

BULL'S HEAD

URBAN RENEWAL PLAN

- Support and promote opportunities for shopping for residents and visitors at stores, businesses, and personal service shops within our city.

Campaign Nine: Vital Urban Villages

“Urban villages” is a term used to signify planned communities in an urban context. Repositioning the vast amount of concentrated vacant and/or underutilized property in the URA will allow for renewed vitality and growth under a guided and phased process that supports the following goals of Campaign Nine:

- Reduce the impacts of the concentrations of poverty in our community by encouraging economic diversity, appropriate neighborhood design and planning and expanded economic opportunity.
- Encourage strong, stable and vital neighborhoods that retain their unique characteristics, are supported by appropriate community resources, services and amenities in mixed-use, village-like core areas serving nearby residential neighborhoods, provide essential goods and services and help create a high quality of life for every citizen.
- Ensure adequate parking resources or facilities that balance the protection of neighborhoods and residences with the need to sustain the economic viability and vitality of commercial areas.
- Develop a pedestrian circulation system that provides maximum accessibility to nearby goods and services, our parks, recreation and open space areas and other community amenities.
- Support a land use development pattern in our city that balances reasonable property use rights with our community’s expectation of protection from negative impacts generated by nearby uses or activities.

BULL'S HEAD

URBAN RENEWAL PLAN

C. Plan Implementation Goals

The following goals are correlated with and supported by the land assembly actions proposed in the Plan:

1. To eliminate substandard, underutilized, and deteriorated structures and other blighting influences in the URA, through acquisition and demolition.
2. To identify levels of environmental contamination on properties that potentially impact the neighborhood.
3. To identify and implement those environmental remedies best suited to reposition contaminated properties for higher and better uses consistent with the protection of public health and the environment.
4. To improve security and safety.
5. To assemble marketable sites for future redevelopment based on the proposed land use concept in order to promote neighborhood revitalization, create increased economic development and achieve maximum public benefit.
6. To seek opportunities that would allow displaced businesses and agencies to relocate within the neighborhood.
7. To seek opportunities that would allow for increased quality affordable housing for residents based on existing City goals and the demand demonstrated through housing market analyses.
8. To allow for the analysis of future public right-of-way and other public infrastructure improvements to improve pedestrian and vehicular transportation.

BULL'S HEAD

URBAN RENEWAL PLAN

IV. URBAN RENEWAL ACTIONS:

The following urban renewal actions will be undertaken in the URA in phases to support the above Plan Implementation Goals. (See “**Exhibit H - Proposed Property Acquisition Map**” and “**Exhibit I - Proposed Property Actions Matrix**”).

- A. Acquire select substandard, underutilized, and deteriorated properties for land assembly.
- B. Demolish select substandard, vacant or underutilized, and deteriorated structures.
- C. Conduct environmental investigation of acquired properties and remediate these properties where necessary and appropriate to protect public health and safety. This information will be used to determine the location of future land uses.
- D. Provide relocation assistance in accordance with applicable Federal Relocation Guidelines to ensure:
 - 1. Owners will receive a fair purchase price for their properties.
 - 2. Advanced notice is provided to displaced residents, businesses and not-for-profits that they are assisted to find comparable replacement housing or non-residential premises before they are required to vacate, they are compensated for their moving and other relocation expenses, and, if necessary, they are reimbursed for the added costs of the replacement housing or premises.

As described in Section III.C, above, this process will be implemented to seek out opportunities to allow displaced businesses and agencies to relocate within the neighborhood.

V. LAND USE PLANNING:

A. **Setting the Stage**

The Plan outlines the first phase of a strategy to: remove blight; remove substandard, underutilized, and deteriorated structures; allow for the

BULL'S HEAD

URBAN RENEWAL PLAN

identification, investigation and/or remediation of environmentally contaminated properties; and, to allow for the land assembly needed to revitalize and transform an important gateway neighborhood in the city's southwest quadrant. The area's long history as a mixed-use community hub and the presence of major transportation connections and corridors, renders this location a unique economic development opportunity. Future redevelopment within the URA will be informed by the goals of the Plan, compatibility of adjacent uses, the goals and objectives identified through public engagement, and environmental due diligence; all of which promote and protect additional public investment.

B. Proposed Land Uses

Bull's Head's legacy as a community hub for employment, commerce, residence, public services, health services, and multi-modal transportation, and as an important historic western gateway to downtown in the city's southwest quadrant, is helping to determine appropriate future land uses in the URA. This legacy paired with urban design principals which focuses on human-scale development, walkable blocks and streets, housing and shopping in close proximity, and accessible public spaces, is a blending of the old and new which will offer a sense of pride for our long-term residents who remember the hustle and bustle of the area, and for future residents, business owners and guests who wish to be at the center of, and partake in, new opportunities and the economic resurgence of the area.

Public and semi-public services/uses were identified during the 2009 Design Workshop as desired land uses within the URA. Such uses include but are not limited to schools, public libraries, fire and public safety buildings, museums, parks, public meeting halls, governmental buildings and community centers. Examples of such uses cited from community input include open space, police station, City Neighborhood Service Center, and other public service facilities such as a post office and a community resource center.

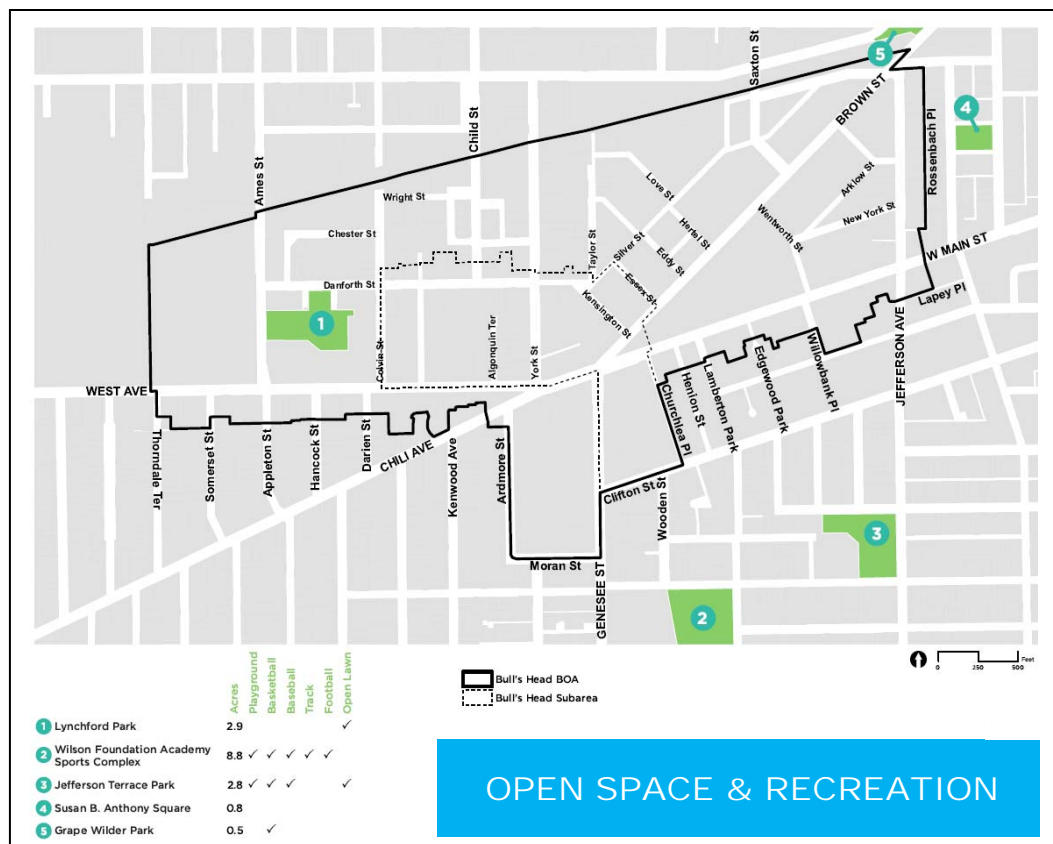
A key take away from the July 2017 public meeting (described in Section II above and illustrated below) is that both the URA and the BOA lack

BULL'S HEAD

URBAN RENEWAL PLAN

sufficient open space, parks and recreational opportunities. The lack of open space and recreational opportunities is detrimental to the quality of life within the URA. Therefore, well-designed public open space will be provided for connectivity, and will become an integral part of the urban fabric, making accessible, all future components of this revitalized community hub. Accordingly, these land uses will contribute to the success of the URA:

- Commercial (including retail, office & services)
- Residential
- Public and Community Services
- Open Space



BULL'S HEAD

URBAN RENEWAL PLAN

The proposed land use concept for the targeted area within the URA generally promotes mixed-use commercial along the arterials with residential, public services, and open space in the off-corridor areas. The proposed land use concept plan also promotes opportunities for upper-floor residential with mixed-use commercial space along the arterials. Based on community input during the public planning process, the one land use found not desired to be located within the targeted portion of the URA is industrial/manufacturing. (See “Exhibit J - Proposed Land Use Concept Map”).

Each of the land use areas identified in the proposed land use concept map have a unique role within the broader make-up of the Bull’s Head revitalization strategy. These areas are further described as follows:

Gateway Corridor:

The proposed Gateway Corridor land use area recognizes heightened visibility and access along West Avenue and the convergence of West Main Street and Brown Street. It emphasizes a mix of commercial retail sales and service as the primary uses. Upper floor residential when in a mixed-use setting of first floor commercial space, provides a 24-hour population thereby adding overall increased vitality. While not primary uses, opportunities for infill residential as well as public and community services may be accommodated.

Neighborhood Corridor:

Similar to the Gateway Corridor land use area, the proposed Neighborhood Corridor land use area emphasizes a mix of commercial retail sales and service as its primary uses. Along the east side of Genesee Street across from St. Mary’s medical facilities, this area would readily accommodate public and community services as well.

Community Hub Mixed-Use:

The proposed Community Hub Mixed-Use land use area emphasizes a mix of public and community services and/or residential as its primary uses. Well-designed public open space will help to connect the proposed new development opportunities with existing adjacent areas.

BULL'S HEAD

URBAN RENEWAL PLAN

While the land use areas listed above are intended to facilitate corresponding future redevelopment within the targeted portion of the URA, the proposed locations of specific uses will require further site analysis as identified in this Plan, as well as further community planning to determine land uses appropriate for each portion of the URA. This further analysis and community planning will take into account: sub-surface environmental and geotechnical conditions; market demand; public safety; transportation issues and opportunities; and, best practices in urban design. The information obtained from these activities will provide a basis for refined specific land use recommendations to be included in a subsequent stage of the Plan, which will be reviewed and adopted using the same procedures as are required for this first stage of the Plan.

C. Zoning

The Plan is intended to assist in repositioning portions of the URA as catalysts for future redevelopment. Redevelopment in the Bull's Head area will reflect the spirit of a vibrant community by creatively combining the traditional architectural heritage of existing buildings with innovative designs of new development and site improvements. Existing buildings within the URA offer a unique variety of building types and vintages, some suitable for adaptive reuse and for providing design queues for future development. One of the desired outcomes of the public engagement process in the next stage of the Plan process is to define and refine the desired list of compatible and complementary land uses; building articulation and design character; site design standards, such as landscape elements, pedestrian access and connectivity, open-space, site amenities, and area lighting, at a minimum. Once defined, this information will be used to determine if existing zoning classifications are sufficient to support and advance the redevelopment goals and objectives of the URA, or if more specific urban renewal district regulations are necessary. Until then, the existing zoning classifications and regulations of the 2003 Rochester Zoning Code will be retained.

BULL'S HEAD

URBAN RENEWAL PLAN

D. Transportation

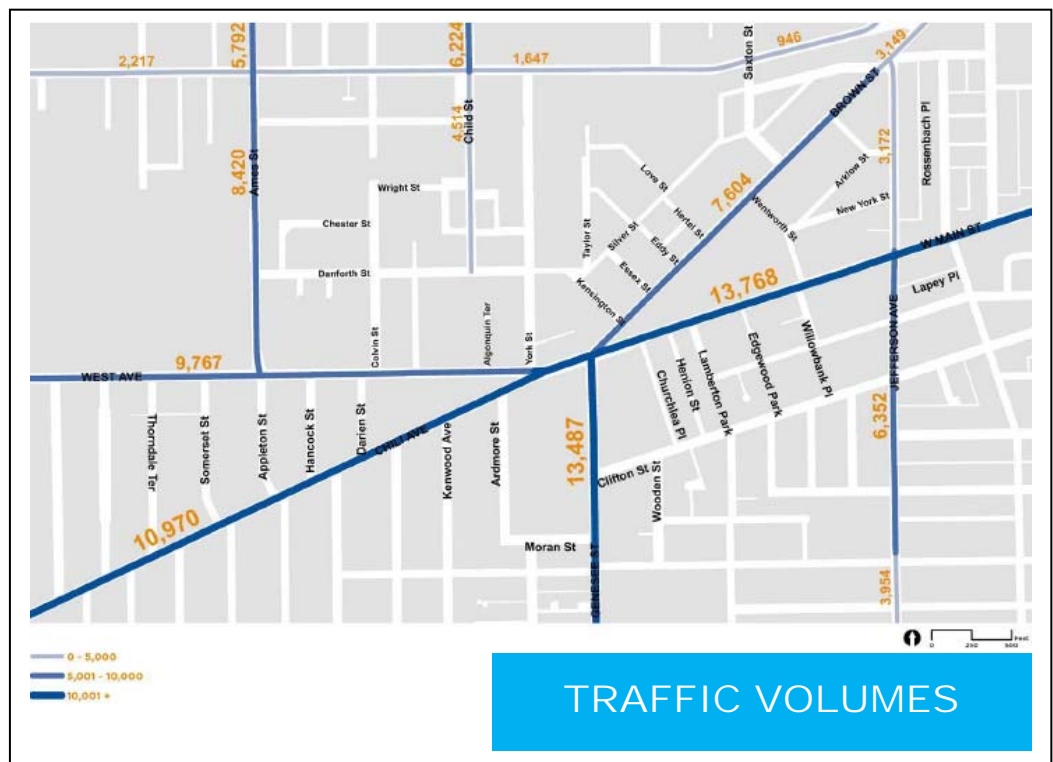
The Bull's Head neighborhood is a key western gateway located at the crossroads of several arterials in the city, including West Main Street, West Avenue, Chili Avenue, and Genesee Street. West Main Street, West Avenue, and Chili Avenue serve as the major east-west corridor to and from the surrounding neighborhoods. Despite its role as a gateway, the area's connectivity is somewhat constrained by asymmetrical intersections, limited north south access due to the presence of the railroad tracks and I-490 and an insufficient street grid. Additionally, the roadway configuration and traffic patterns present significant challenges for safe access for pedestrian and bicyclists.

Transportation infrastructure is an important component to the successful revitalization and transformation of Bull's Head. Through inventory of existing data and community input, the following three primary transportation issues within and serving the URA have been identified:

BULL'S HEAD URBAN RENEWAL PLAN

Traffic Volumes

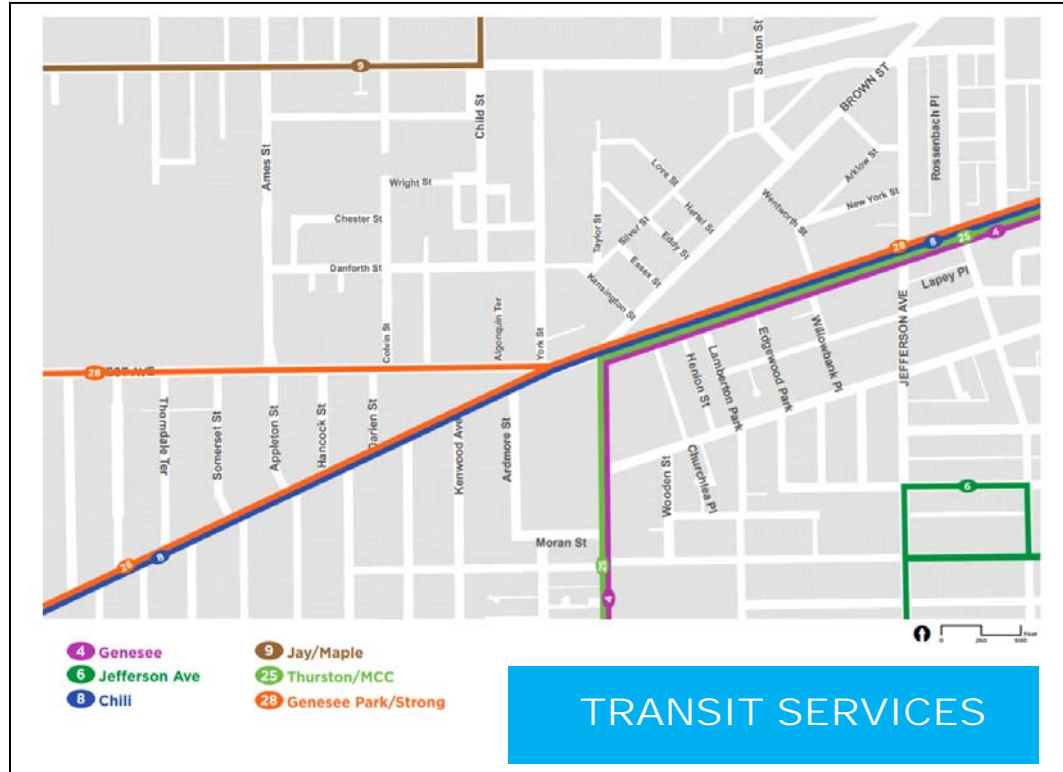
As per traffic count data presented at the July 2017 public meeting (shown below) traffic volumes are significant in and around the URA with the highest volumes occurring on West Main Street, Genesee Street, West Avenue, and Chili Avenue. High traffic volumes paired with outdated and inadequate pedestrian amenities discourages the public from walking to local business and services. To address deficiencies in pedestrian connectivity and comfort, further detailed analysis is needed to determine where there are any opportunities for road diets, complete streets, and/or traffic calming. Vehicular level of service (LOS) should not be used as the dominant metric in evaluating street and intersection use and efficiency in the URA. New or reconstructed streets are to utilize a full complement of pedestrian amenities from street trees, street furniture, and pedestrian scaled lighting to encourage pedestrian activity.



BULL'S HEAD URBAN RENEWAL PLAN

Transit Services

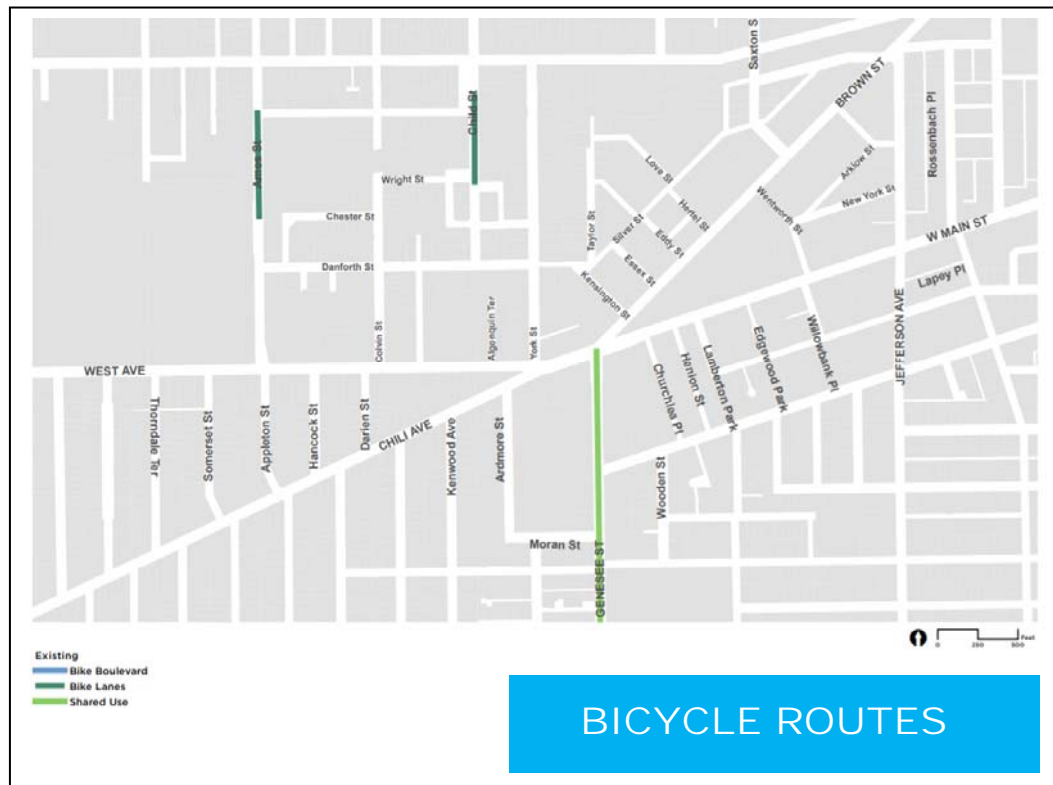
The major roads through the Bull's Head act as a conduit for several public transit routes going to and from downtown, including the #28, 25, 8, and 4 bus routes. Cross-neighborhood access is limited outside of these downtown oriented routes. For example, the URA lacks transit routes connecting to the north. Shown below are the existing transit routes serving in and around Bull's Head. Ongoing Bull's Head revitalization efforts will seek opportunities for increased and enhanced public transit serving the neighborhood.



BULL'S HEAD URBAN RENEWAL PLAN

Bicycle Routes

There are limited bicycle facilities within the Bull's Head neighborhood. As shown below, the only dedicated bicycle lanes near the URA are on Ames Street and Child Street. These lanes are associated only with the road underpasses however, and do not continue into the adjacent neighborhoods. Genesee Street is marked for shared-use, but has a high daily vehicle traffic volume. Improved pedestrian and bicycle circulation in and throughout the URA is key to successfully revitalizing this community hub. Street resurfacings, reconstructions, or reconfigurations that take place within the URA shall advance to the extent possible, the City's Bike Master Plan through marked separate on-street bike lanes, physically protected bike lanes, and extension of the City's bike boulevard plan/low-stress bicycle network.



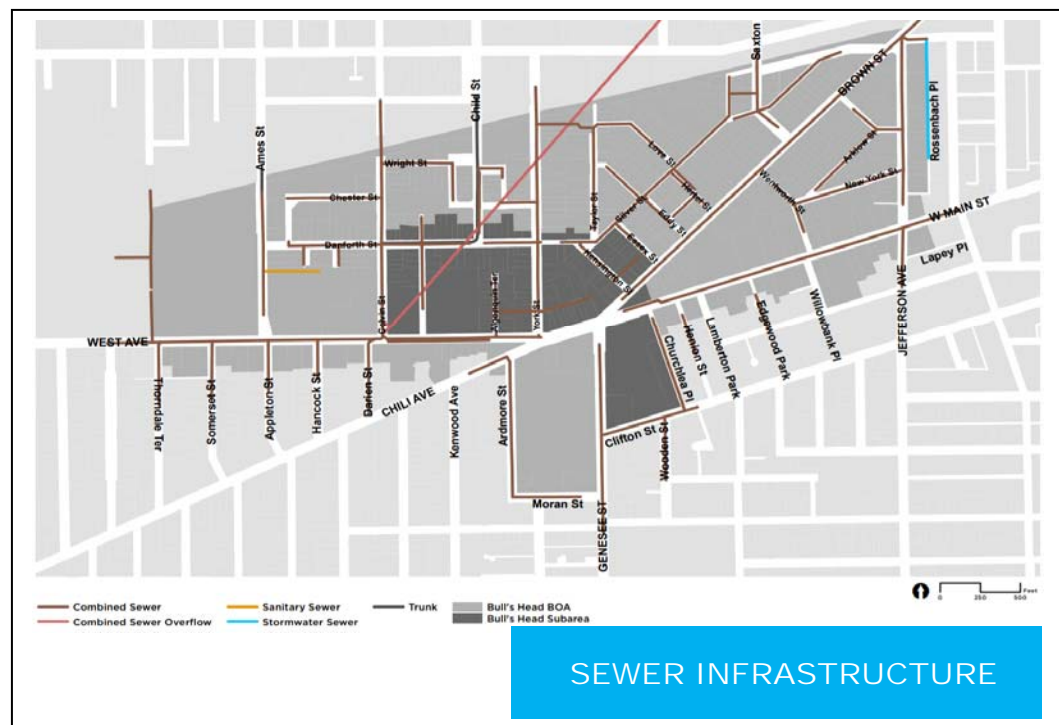
BULL'S HEAD URBAN RENEWAL PLAN

E. Infrastructure

The URA is served by municipal sewer and water infrastructure. A summary of this infrastructure follows:

Sewer

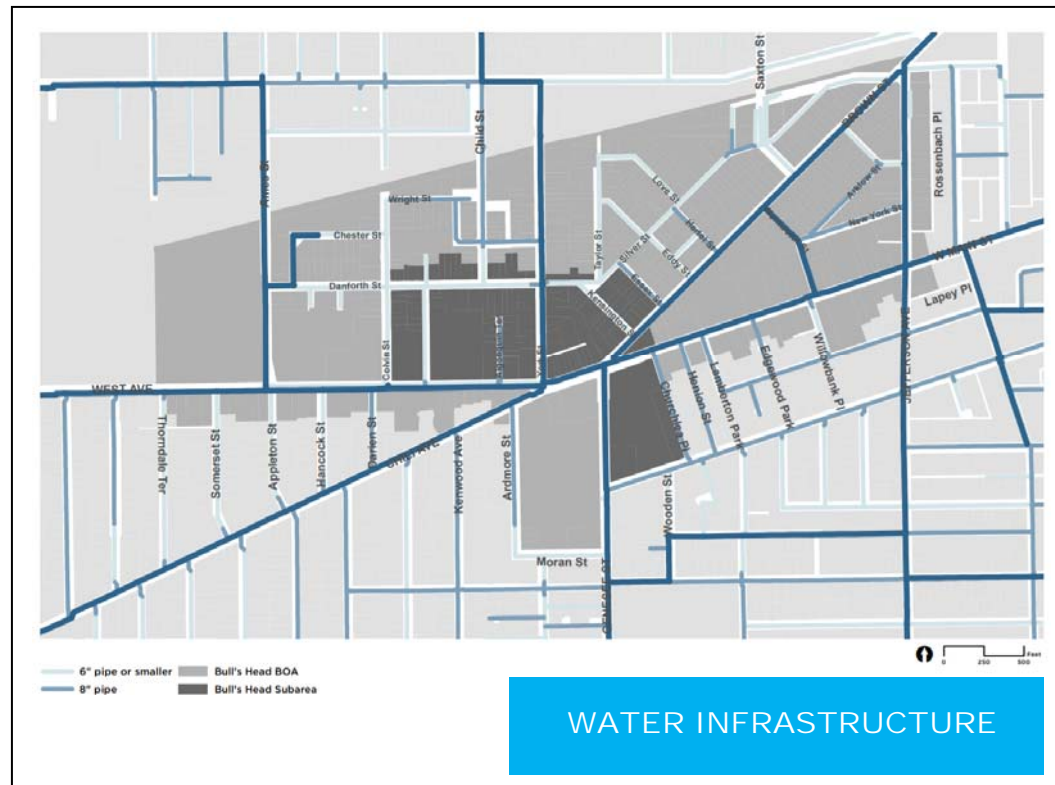
According to historic maps of the Bull's Head area, this area of the city has been a significantly built-up, urbanized area since the late 1800s, including St. Mary's Hospital, mixed-use buildings along the W. Main Street, Chili Avenue and West Avenue corridors, and low to medium density residential in the northern and western portions of the subject area. According to the sewer infrastructure map below, the majority of both the URA and the BOA includes combined sewers, which captures and conveys both sanitary and stormwater to a treatment plant owned and operated by Monroe County Pure Waters District (MCPW). Any new development in the area will be very similar in density to historic development of the area, and therefore will not generate an increase in sewer capacity requirements. MCPW will be consulted throughout the development design phase to ensure that the sewer needs of any development and/or redevelopment does not exceed the capacity of the existing combined sewer infrastructure.



BULL'S HEAD URBAN RENEWAL PLAN

Water

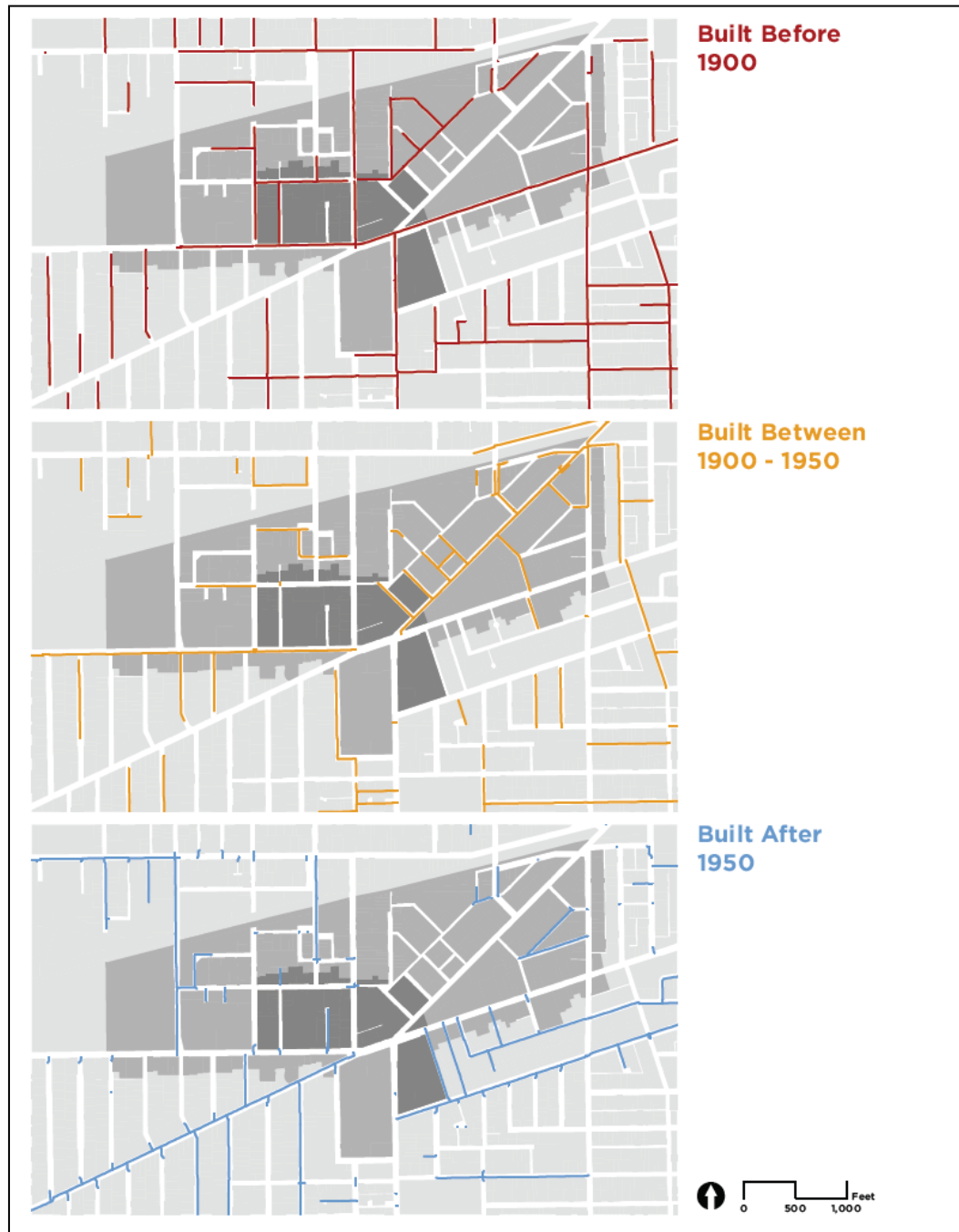
The City of Rochester's water delivery system has full coverage within the URA. A depiction of the water lines in the Bull's Head neighborhood is shown below.



Within and around the URA, a large percentage of the water infrastructure was built before 1950. This alone does not directly indicate a problem. Overall, the existing system is located and sized sufficiently to serve the present land uses in the URA and the system is anticipated to be sufficient to handle any increases in demand that will be generated by activities and land uses envisioned in this Plan. However, as sites are being evaluated for reuse potential, the age and capacity of the adjacent water infrastructure will be considered. Shown below is a summary of the age, by segments, of the Bull's Head neighborhood water infrastructure.

BULL'S HEAD

URBAN RENEWAL PLAN



Water Infrastructure - Age of segments serving the Bull's Head Neighborhood

BULL'S HEAD

URBAN RENEWAL PLAN

VI. URBAN RENEWAL PROCEDURES AND PROPOSALS:

A. Procedures for Amending Urban Renewal Plan:

Any amendment to the Bull's Head Urban Renewal Plan shall require approval of the City Council of the City of Rochester. This will require review beforehand by the City Planning Commission and then consideration by the Council, both in accordance with Article 15 of the NYS General Municipal Law and with the rules and procedures for amending the City Comprehensive Plan set for in Section 120-190C.

B. Relationship of the Plan to the Rochester Zoning Code:

Any subsequent stage of the Plan that requires changes in the Zoning Code's present mapping and regulation of land uses within the URA shall require City Council to adopt regulations for a new urban renewal zoning district, after review by the City Planning Commission and the holding of public information meetings and hearings, in accordance with Sections 120-119, 120-120, 120-121 and 120-190C of the Zoning Code.

C. Code Enforcement:

The City will rely on its existing code enforcement system to complement the active measures set forth in this Plan by working to prevent further blighting of the remaining structures and grounds.

The condition and timely maintenance of all residential, commercial and industrial buildings in the city is vital to the health, safety and visual appeal of our work environments, commercial corridors and residential neighborhoods. Well maintained properties play a vital role in revitalization activities aimed at long-term economic success of the city, such as attracting new businesses, promoting the expansion of existing businesses, and stimulating job growth and development. In order to preserve and protect investment in housing and business resources in the city, to enhance the residential neighborhoods, and to protect the health, safety and welfare of the persons who live, work and recreate in the city, the City's Department of Neighborhood and Business Development's Division of Code Enforcement conducts property and building code inspections, and performs necessary code enforcement activities to ensure

BULL'S HEAD

URBAN RENEWAL PLAN

the highest quality and standard is attained and maintained. Code Enforcement Officers are assigned to specific areas of the City so that they can become familiar with the area and acquainted with its residents and businesses.

The goal of the Division of Code Enforcement is to achieve timely voluntary compliance of every noted violation to ensure swift action is taken to minimize the negative visual impacts that exterior building and property code violations impose on the quality of life of our citizens and visitors. Code enforcement activities begin with an inspection that may be the result of a complaint, neighborhood survey, a referral, or an application for certificate of occupancy. The primary focus of these inspections are to note any health and safety violations and to address blight. Code enforcement will notify the property owner if violations are present, a will note that abatement is required within a specified time frame depending on the violations. An extension of time to comply may be granted if the owner shows "good faith" in completing the work required to abate the violations. If progress is not achieved on a continual basis, a schedule for the completion of the work may be requested. Code enforcement officers are trained to offer applicable resources that may be available to help the property owner resolve the violations, whenever possible. If no progress is made, the property is placed in enforcement, which could result in fines.

In addition to Code Enforcement, the Neighborhood Service Centers (NSC), under the Bureau of Neighborhood Preservation and also within the Department of Neighborhood and Business Development, are tasked with working to bridge the gap between neighborhoods by improving lines of communication, addressing quality of life issues through community partnerships, and enhancing delivery of services. As such, the Southwest NSC (SWNSC) would most likely be the first point of contact when it comes to reporting a nuisance activity or quality of life issue in the URA. It is the responsibility of the NSC to facilitate the resolution of neighborhood complaints and to assist in the reduction of neighborhood nuisance activities. To that end, each NSC office has an Administrator, an Assistant Administrator, Customer Service Representatives and Police

BULL'S HEAD

URBAN RENEWAL PLAN

Officers, all of whom work closely together with the Division of Code Enforcement to ensure that all issues are addressed and resolved in a timely manner.

VII. PROPOSED SCHEDULE FOR THE EFFECTUATION OF THE PLAN:

It is currently anticipated that effectuation of the Plan could take approximately three to five years in multiple stages, however, this schedule could be affected by factors such as real estate market conditions. Implementation of the first stage of the Plan will begin upon its approval by the City Council, anticipated in summer of 2018. Proposed land assembly activities herein are anticipated to be completed during the first 18 months thereafter. Adoption of necessary zoning amendments and an urban renewal district are also anticipated to occur within the first 18 months. Visioning activities for the targeted area of the URA that will inform those zoning amendments, will be completed within the first year.

As stated previously, planning for the URA is on an advanced and simultaneous track relative to the overall BOA planning process that encompasses a larger area. The BOA Step 2 planning process is anticipated to be completed in mid-2019. Public meetings specific to the URA and/or BOA public meetings will ensure continued community engagement to advance subsequent stages of the Plan including visioning and adoption of an urban renewal zoning district.

Years two and on would see: the redevelopment of the targeted portion of the URA with the construction of necessary related public improvements; revitalization planning and implementation for the remaining portion of the URA; and, continued community engagement. Revitalization planning to address the remaining portion of the URA is anticipated to occur both as part of the existing BOA process and through additional public meetings occurring through years three and four. The public meetings to plan for the remaining portion of the URA will follow precedent with the public meetings for the targeted portion. The associated meeting invitations, postings and announcements will be widely distributed in an effort to maintain the high level of public attendance experienced thus far in the planning process. As redevelopment in the URA proceeds, resulting opportunities for community-wide revitalization will be highlighted and discussed with the public to solicit their input and any renewed sense of priorities. (See process timeline below).

BULL'S HEAD URBAN RENEWAL PLAN



Appendix 1

September 2009 Community Design Workshop – Summary of Public Input

Breakout Table #1



Breakout Table #1 Notes:

- Gateways: main street of travel, primary = high volumes of traffic
 - Primary Gateways (Blue Mark): West Ave, Chili Ave, Brown, West Main & Genesee
 - Secondary Gateways: York Street (comes into Bulls Head) Churchlea, Henions, Jefferson Ave, Ames, Colvin Street, Silver Street, Saxton, and Troup Street
- These streets [gateways] should be well lit. Should have landscape and bumpouts

- Streets that need enhancements: West Main, Brown, York, and Genesee
- What Physical Enhancements are necessary?
 - Clean up all streets; create a sense of space you're entering/existing a neighborhood
 - Signage, banners, brick façade, archways, public art something that announces you've already entered the neighborhood
 - Need commercial development between York, Brown, and Genesee
 - Commercial development, arts and recreation
 - Pedestrian friendly
 - Widen Main Street
- Realign Genesee, West Main and Brown Streets
- Along West Main, put in a center tree lined median
- Something that would open up Bulls Head Plaza where the front of the building would face the street
- Consistent treatment of the streetscape
- Do not permit left hand turning from Brown Street onto West Main. One way for Brown Street, where residential traffic would be controlled
- Attractions include the Susan B. Anthony & Frederick Douglass area
- Need for Historical Markers: Ham House, Susan B. Anthony, Frederick Douglass
- Destinations for Connection: Ham House, Susan B. Anthony and Frederick Douglass, Browns Race, Bull's Head, Historic Canal, the Industrial Gateway going thru the northwest
- Safety - where in the area? Nowhere
- Site Development
 - Police Station along West Main Street
 - York Street behind old Post Office
 - No chain stores
 - Police Station in Bulls Head Plaza

Breakout Table #2



Breakout Table #2 Notes:

- Entering Bulls Head- Asking yourself- Where am I? How is this [area] different/ unique?

Gateways

West Ave (Church)

Brown St/ Main St

Genesee St (Unity)

Chili Ave

Identifiers

Public Art

Clock

Brickwork- like St Paul "Seth Green"

- Framing out street corners, enhancing street signs, banners
- Buildings, in their current state – ugly
- Preservation of buildings vs. too far gone to renovate? How can we save?
- How much money do we have for renovations?

- Currently privately owned property- responsibility of current owners. Can preserve if: good policy issues, City enforcement, Zoning regulations, private vs. public realm investments
- Plaza- for sale, can we put a street face/façade; allows “inter netting”
- Triangle near Rite Aid- under utilized corner
- More storefronts on Main Street
- Bump out at Rite Aid off Brown vs. Main
- Lighting farther down Main Street to Troup Street
- Allow traffic to slow down for safer crossing.
- Brown Street Gateway
 - Currently high volume / high speed corridor
 - Speed bumps?
 - Add some traffic control (traffic light) midway down block for speed. This would allow pedestrian/vehicle to stop and look
- DePaul Clinic Area (near Rite Aid)
- New bldg- Brown Main Street & SSPP
- Bus rest areas
- Parking opportunities – current empty space, utilization of cross streets
- How do we get people out of their homes and onto streets?
- Develop Businesses - discussion on what use to be here. Big businesses - as businesses left, people left.
- “Way to prop up neighborhood build up business”
- How can we foster landlord involvement/ responsiveness?
- City Code Enforcement
 - Working with city
 - Voicing resident concerns
 - Involve business associations to be proactive
- City of Rochester - Design Standards
- Bull’s Head block: north side of Main Street
 - OTB side deteriorating area
 - Would like to save façade
 - Police building behind stores on York Street
 - Parking in middle area
- Lighting Main Street
 - Carry lighting from Susan B. Anthony/Frederick Douglas
 - Wrap around lighting poles: Bull’s Head image, Wild Bill Cody?
- West End Historical District
- Dead end streets due to rail road
- If High Speed Rail Transit develops- Hub in area?
- Habitat home development along rail line
- Opportunity for cross over- underpasses at Ames, Child, Saxton, Brown
- Street Enhancements

Breakout Table #4




Breakout Table #4 Notes:

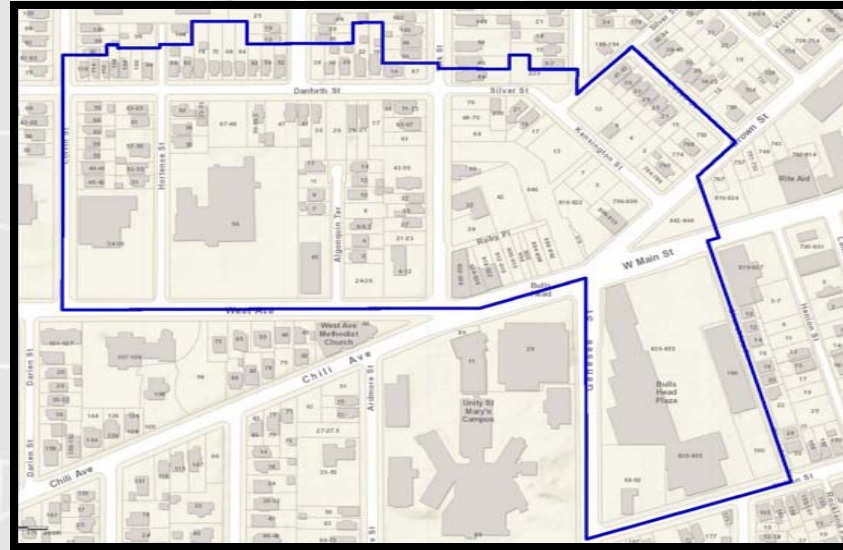
- Who we are - Zack, Bill W, Carl Fuss, Jeremy Coleman, Charles Smith, John Borek, Pat Jackson & Lynnette Robinson
- Why we're here- Rich history, real estate opportunity, job opportunities, opportunity to revitalize the area, art, focal point and main artery
- Gateways- Chili Avenue and West Main Street are primary; secondary are Genesee Street, Brown Street and West Avenue
- Physical Enhancements?
 - Historical landmark or public art at the "points" (West Main/Brown Street & Chili/West Avenue)
 - A new road to the North, from Genesee Street
 - Themed storefronts
 - Banners, flags on poles (with the "Bull's Head")
 - Bring the Bulls Head down or put it on banners
- Destinations to be connected/provided/improved

- St. Mary’s (A need for/want for destinations within the community to encourage St. Mary’s people to go out into the community instead of staying in the building to eat, etc. Also, staff need a way to cross the street safely.)
- Bulls Head Plaza
- Improvements?
 - Use of water fountains
 - Clean up the neglected block on West Main
 - Grocery Store – adds traffic & vitality, jobs
 - Police Station? Does not add vitality, sends wrong message
- Within the “Purple Area” [City proposed Urban Renewal District]
 - A community “resource” facility (not replacing the N.S.C. office)
 - Skywalk over West Main to Unity
 - Benefits to existing businesses (not to kill them)
 - Green space
 - Wider sidewalks by removing parking Main Street (some businesses will close without Main Street parking available)
 - Lighted desirable parking area (behind?)
 - Bicycle lane (not on sidewalks)
 - Crosswalks with yield signs
 - Roundabout at West Main/Brown ?
 - Another red light or two on West Main?
 - Need “brighter crosswalks” and other fixes to allow safe crossing of West Main
- Police station – good to have but not on main strip. Police take up parking spaces to get into police cars and drive to other areas. Need “beat” cops to walk the area
- Want an anchor store to bring people in (grocery, etc.) with parking in front – easier for people passing through to know where to park, more security for vehicles if they are visible from the street

Bull's Head Urban Renewal Plan
Exhibit A
Project Location Map

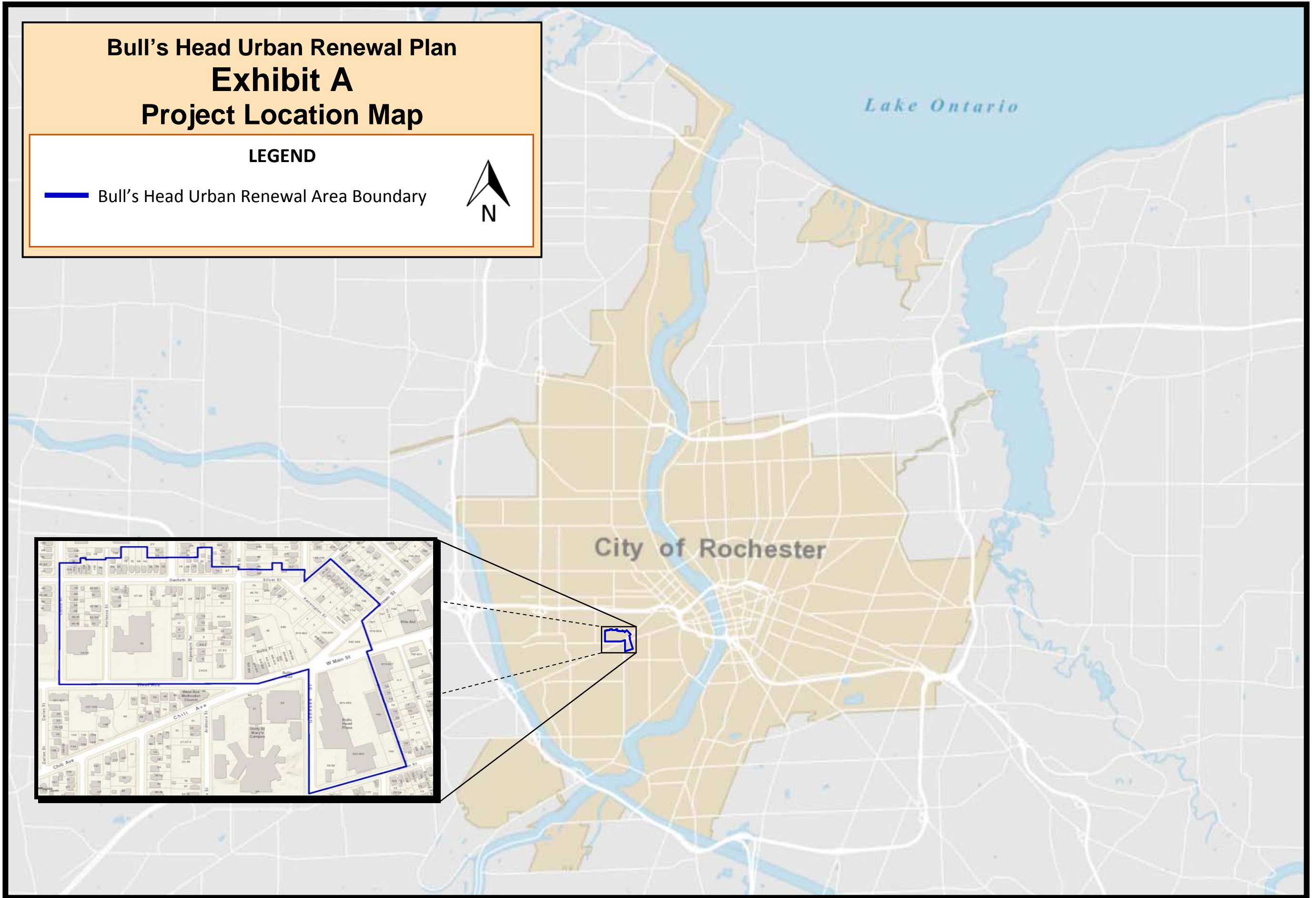
LEGEND

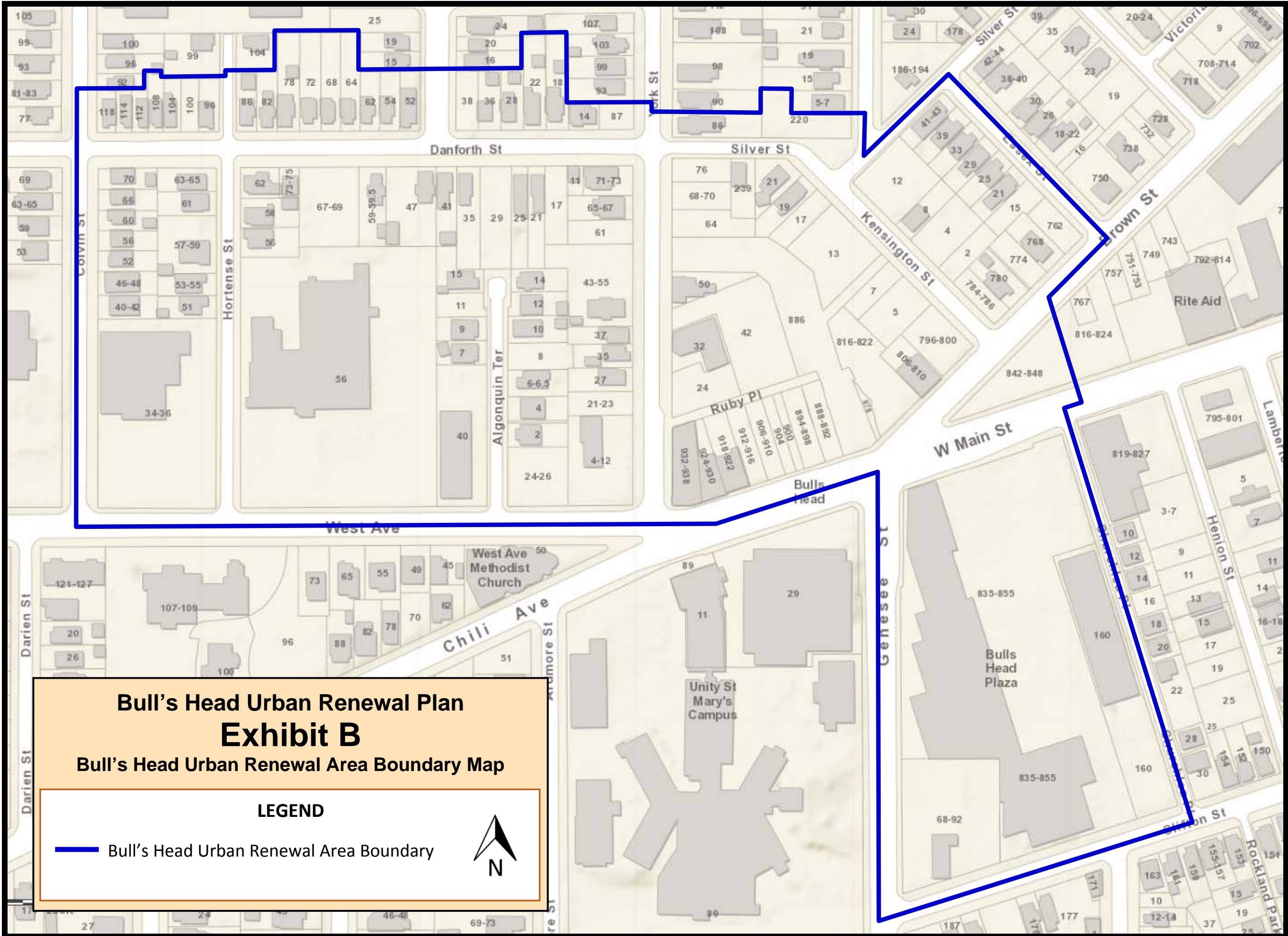
 Bull's Head Urban Renewal Area Boundary



City of Rochester

Lake Ontario





Bull's Head Urban Renewal Plan

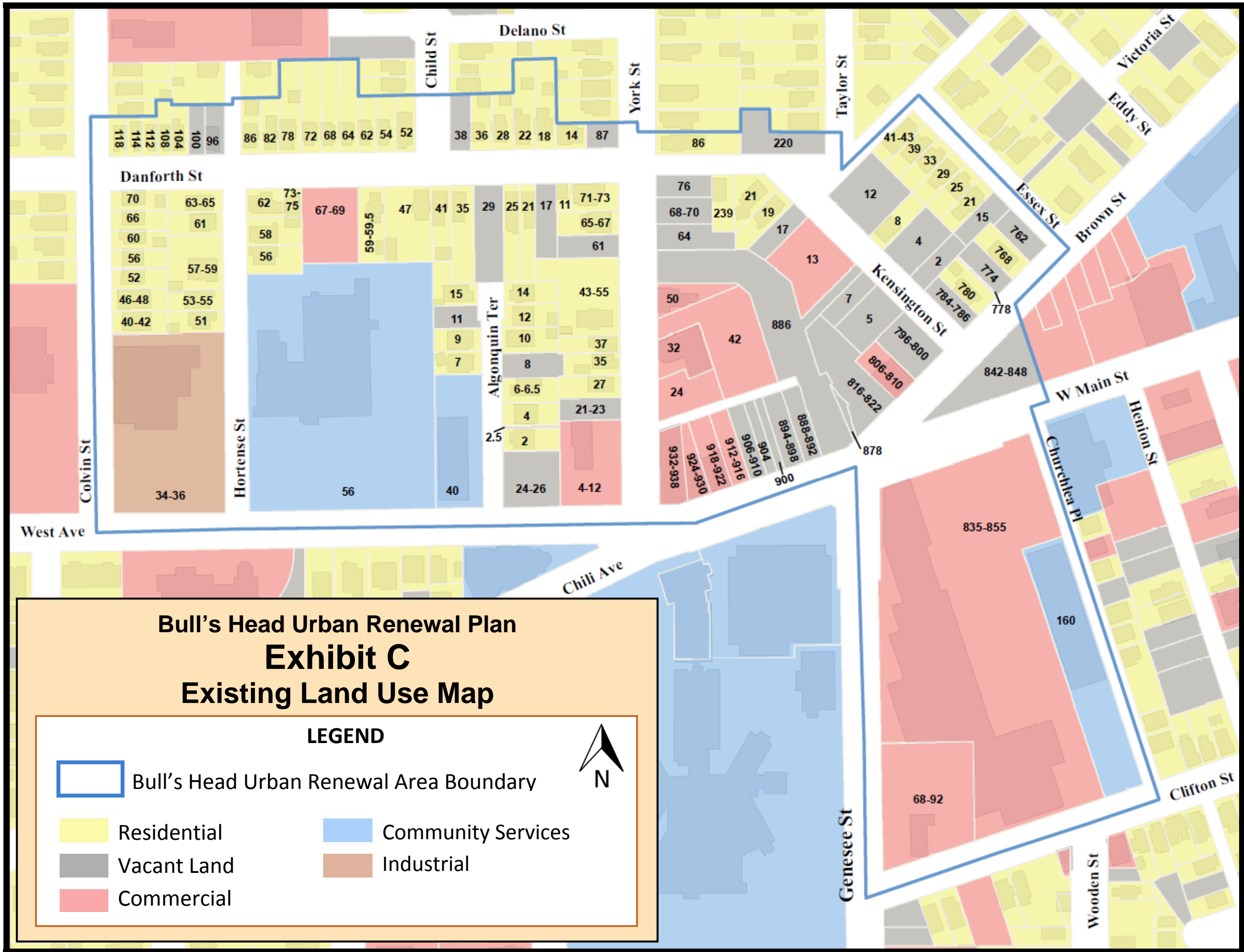
Exhibit B

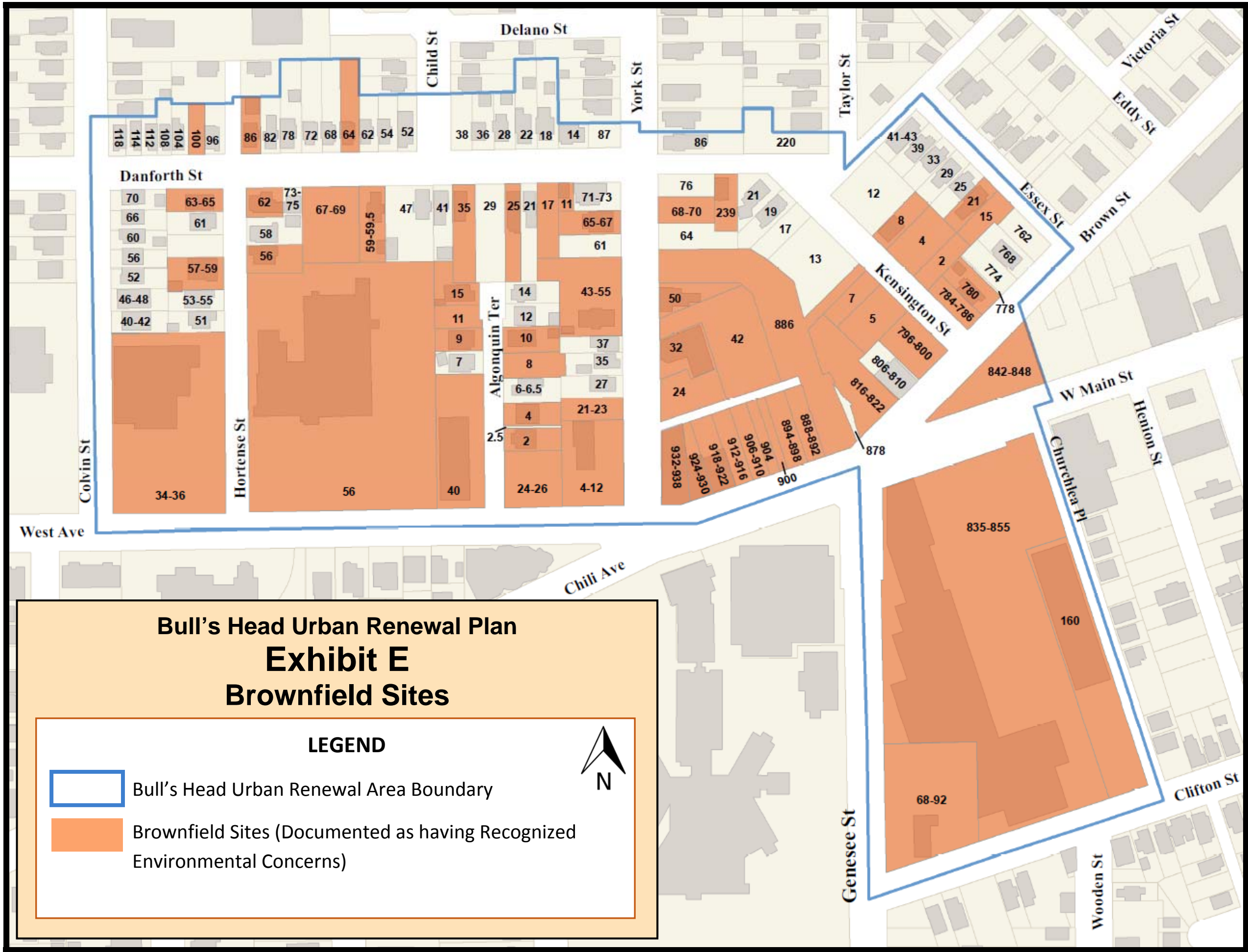
Bull's Head Urban Renewal Area Boundary Map

LEGEND

— Bull's Head Urban Renewal Area Boundary









**Bull's Head Urban Renewal Plan
Exhibit E
Brownfield Sites**









LEGEND

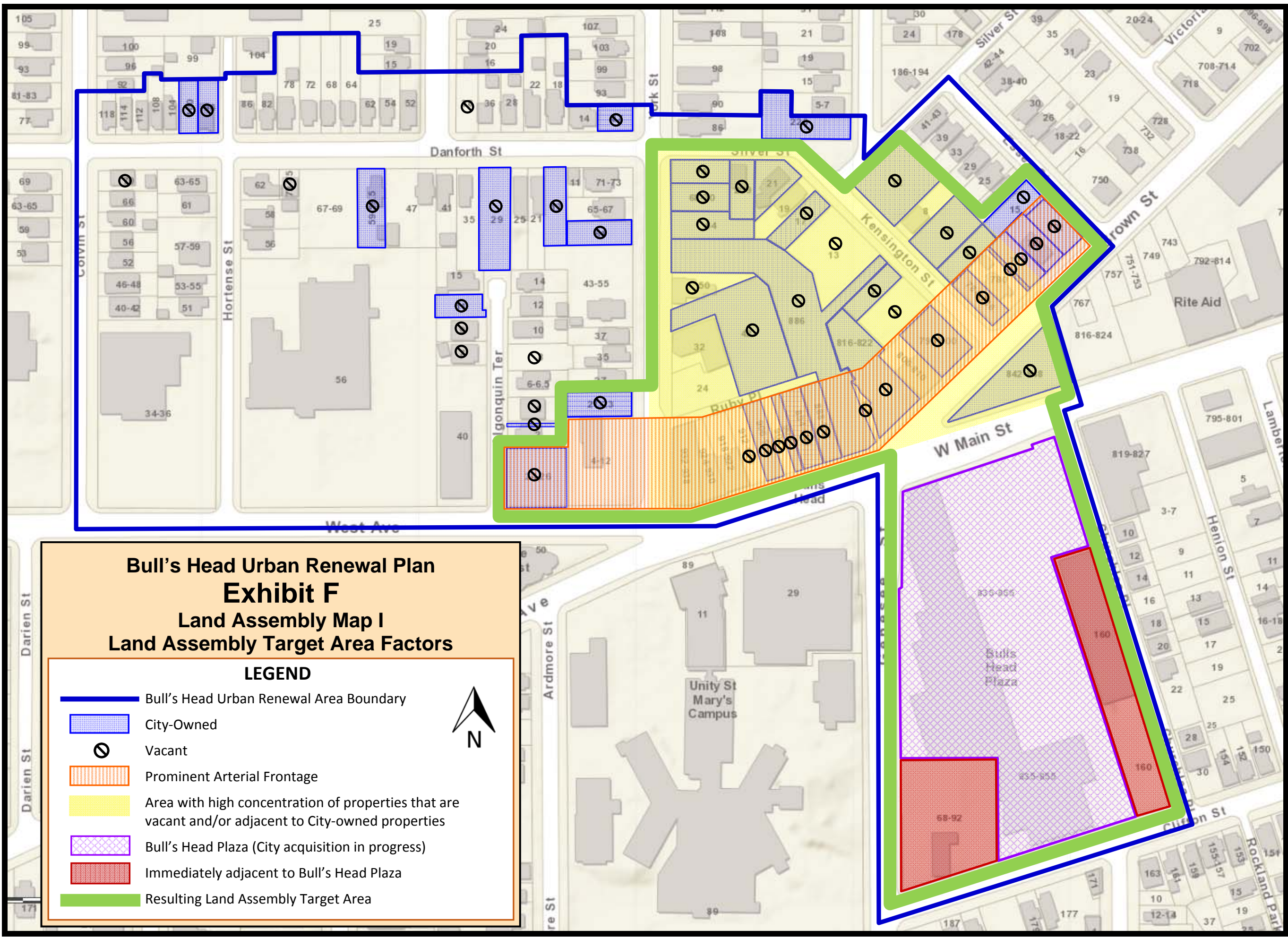
-  Bull's Head Urban Renewal Area Boundary
-  Brownfield Sites (Documented as having Recognized Environmental Concerns)



**Bull's Head Urban Renewal Plan
Exhibit F
Land Assembly Map I
Land Assembly Target Area Factors**









LEGEND

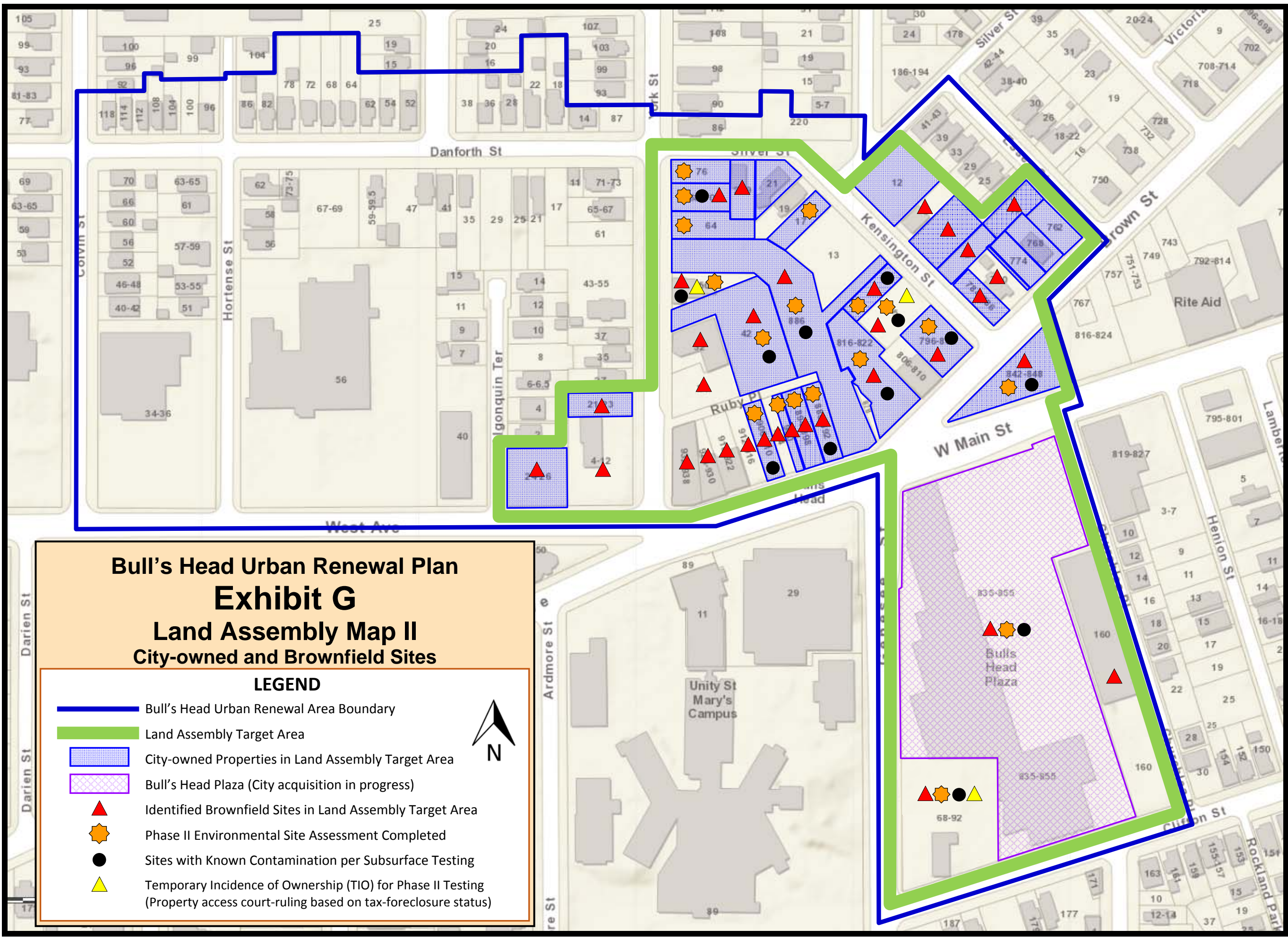
-  Bull's Head Urban Renewal Area Boundary
-  City-Owned
-  Vacant
-  Prominent Arterial Frontage
-  Area with high concentration of properties that are vacant and/or adjacent to City-owned properties
-  Bull's Head Plaza (City acquisition in progress)
-  Immediately adjacent to Bull's Head Plaza
-  Resulting Land Assembly Target Area



Bull's Head Urban Renewal Plan Exhibit G Land Assembly Map II City-owned and Brownfield Sites



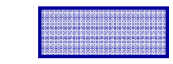





LEGEND

-  Bull's Head Urban Renewal Area Boundary
-  Land Assembly Target Area
-  City-owned Properties in Land Assembly Target Area
-  Bull's Head Plaza (City acquisition in progress)
-  Identified Brownfield Sites in Land Assembly Target Area
-  Phase II Environmental Site Assessment Completed
-  Sites with Known Contamination per Subsurface Testing
-  Temporary Incidence of Ownership (TIO) for Phase II Testing (Property access court-ruling based on tax-foreclosure status)



Bull's Head Urban Renewal Plan Exhibit H Proposed Property Acquisition Map

LEGEND

-  Bull's Head Urban Renewal Area Boundary
-  Land Assembly Target Area
-  City-owned Properties in Land Assembly Target Area
-  Bull's Head Plaza (City acquisition in progress)
-  Proposed City Acquisition
-  Proposed Demolition
-  Proposed Rehabilitation or Demolition
-  Pending Demolition

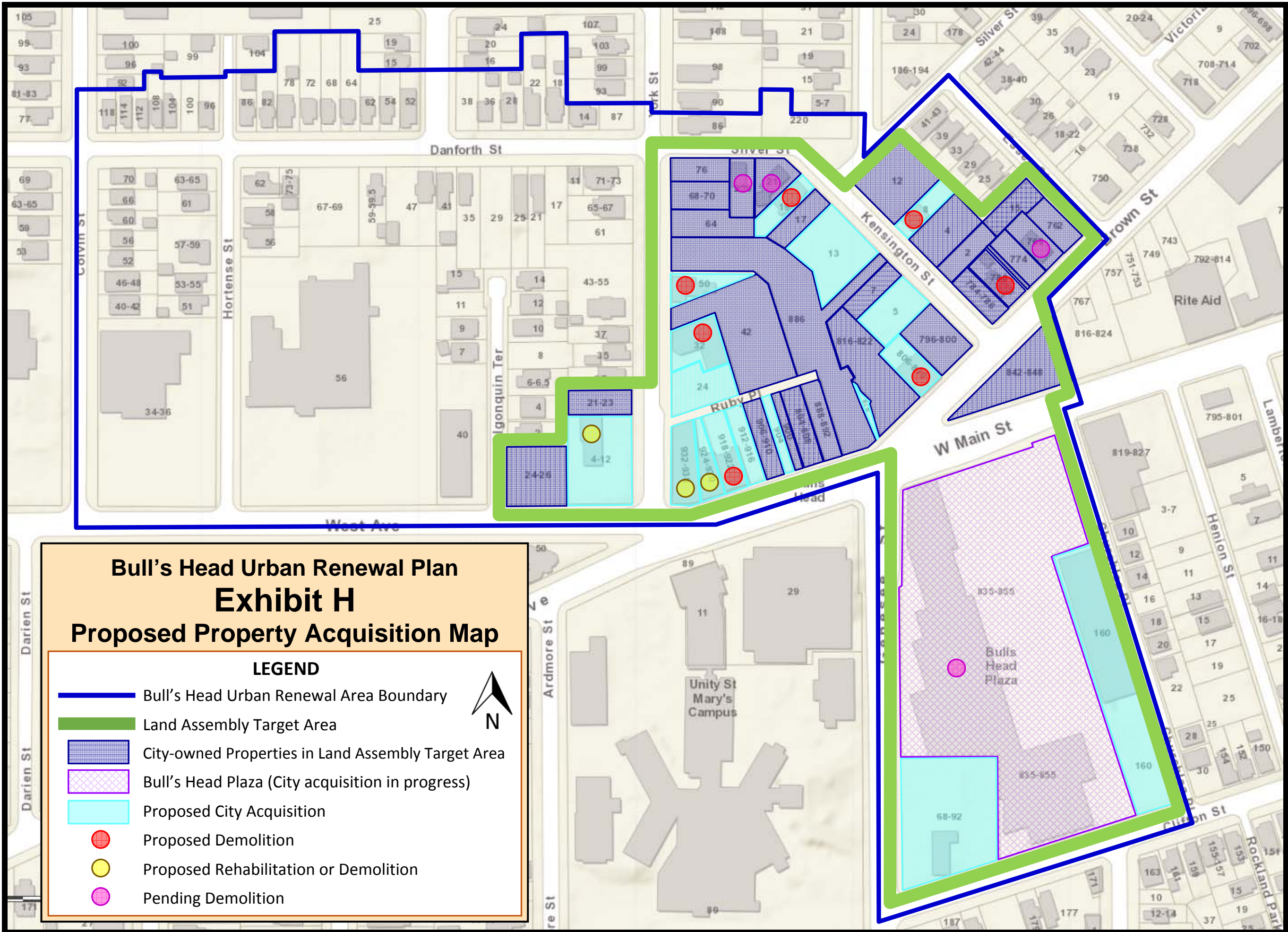


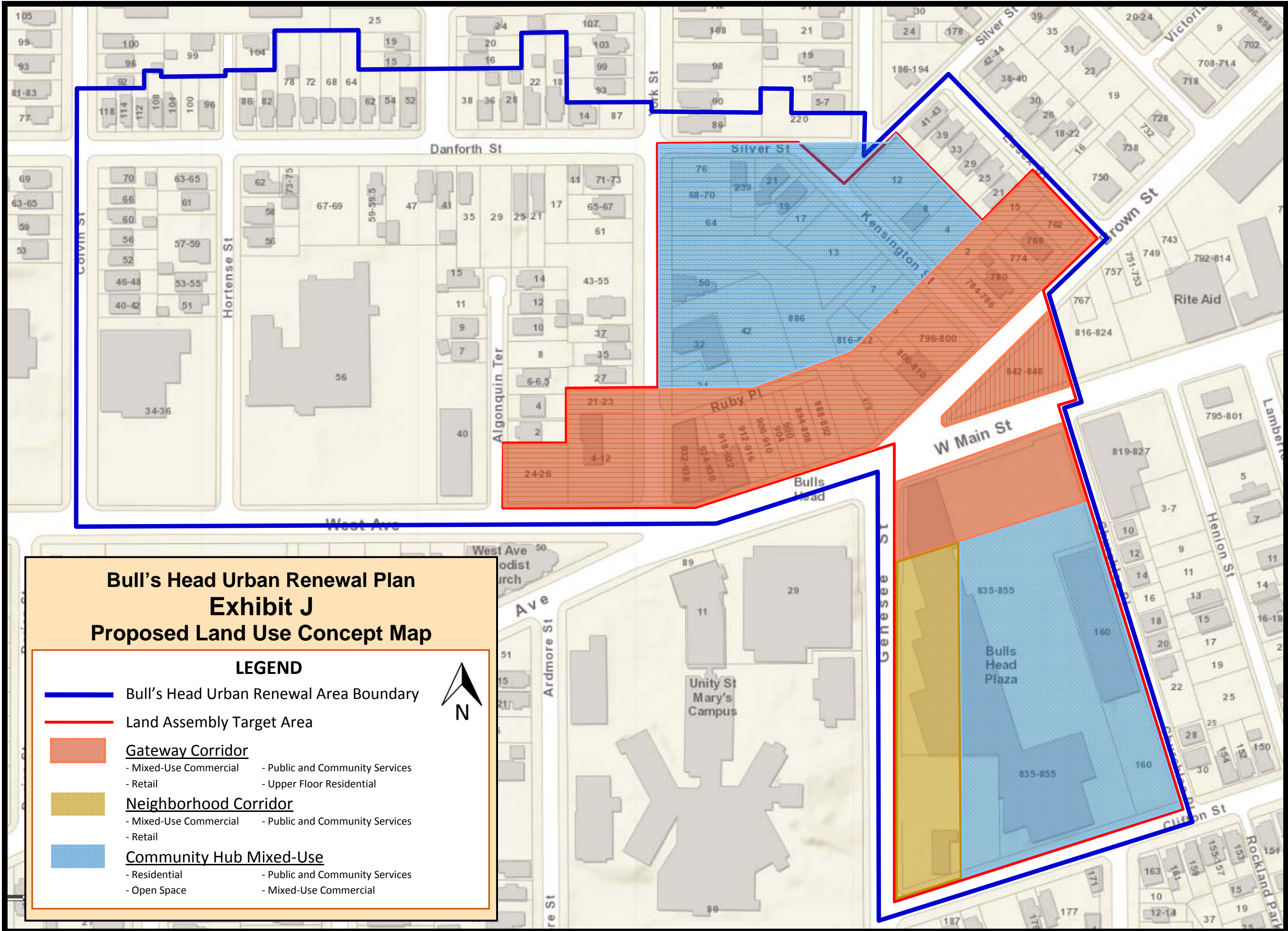
EXHIBIT I - PROPOSED PROPERTY ACTIONS MATRIX

SBL I.D.	Street Address	Actions				
		Acquisition	Property Description	Demolition	Occupant Relocation	Environmental Due Diligence
120.42-2-35	780 Brown Street	X	Single Family	X	X	X
120.42-2-54	806-810 Brown Street	X	Small Commercial	X	X	X
120.42-2-48	5 Kensington Street	X	Vacant Lot			X
120.42-2-40	8 Kensington Street	X	Single Family	X	X	X
120.42-2-60.002	13 Kensington Street	X	Vacant Lot			X
120.42-2-45	19 Kensington Street	X	Two Family	X	X	X
120.42-2-59.002	878 West Main Street	X	Vacant Lot			X
120.42-2-64	904 West Main Street	X	Vacant Lot			X
120.42-2-66	912-916 West Main Street	X	Vacant Lot			X
120.42-2-67	918-922 West Main Street	X	Small Commercial	X	X	X
120.42-2-68	924-930 West Main Street	X	Two-story Mixed-Use	TBD	X	X
120.42-2-69	932-938 West Main Street	X	Two-story Mixed-Use	TBD	X	X
120.42-2-70	24 York Street	X	Parking Lot			X
120.42-2-71	32 York Street	X	Small Commercial	X	X	X
120.42-2-73	50 York Street	X	Vacant Small Commercial	X		X
120.42-1-47	4-12 West Avenue	X	Small Commercial	TBD	X	X
120.50-2-3	160 Clifton Street	X	Health Facility		X	X
120.50-2-2.003	68-92 Genesee Street	X	Small Commercial		X	X

**Bull's Head Urban Renewal Plan
Exhibit J
Proposed Land Use Concept Map**

LEGEND

-  Bull's Head Urban Renewal Area Boundary
-  Land Assembly Target Area
-  **Gateway Corridor**
 - Mixed-Use Commercial
 - Retail
 - Public and Community Services
 - Upper Floor Residential
-  **Neighborhood Corridor**
 - Mixed-Use Commercial
 - Retail
 - Public and Community Services
-  **Community Hub Mixed-Use**
 - Residential
 - Open Space
 - Public and Community Services
 - Mixed-Use Commercial



STRATEGIC AREA PROFILES

Appendix D | Bull's Head Revitalization Plan

Blieve.

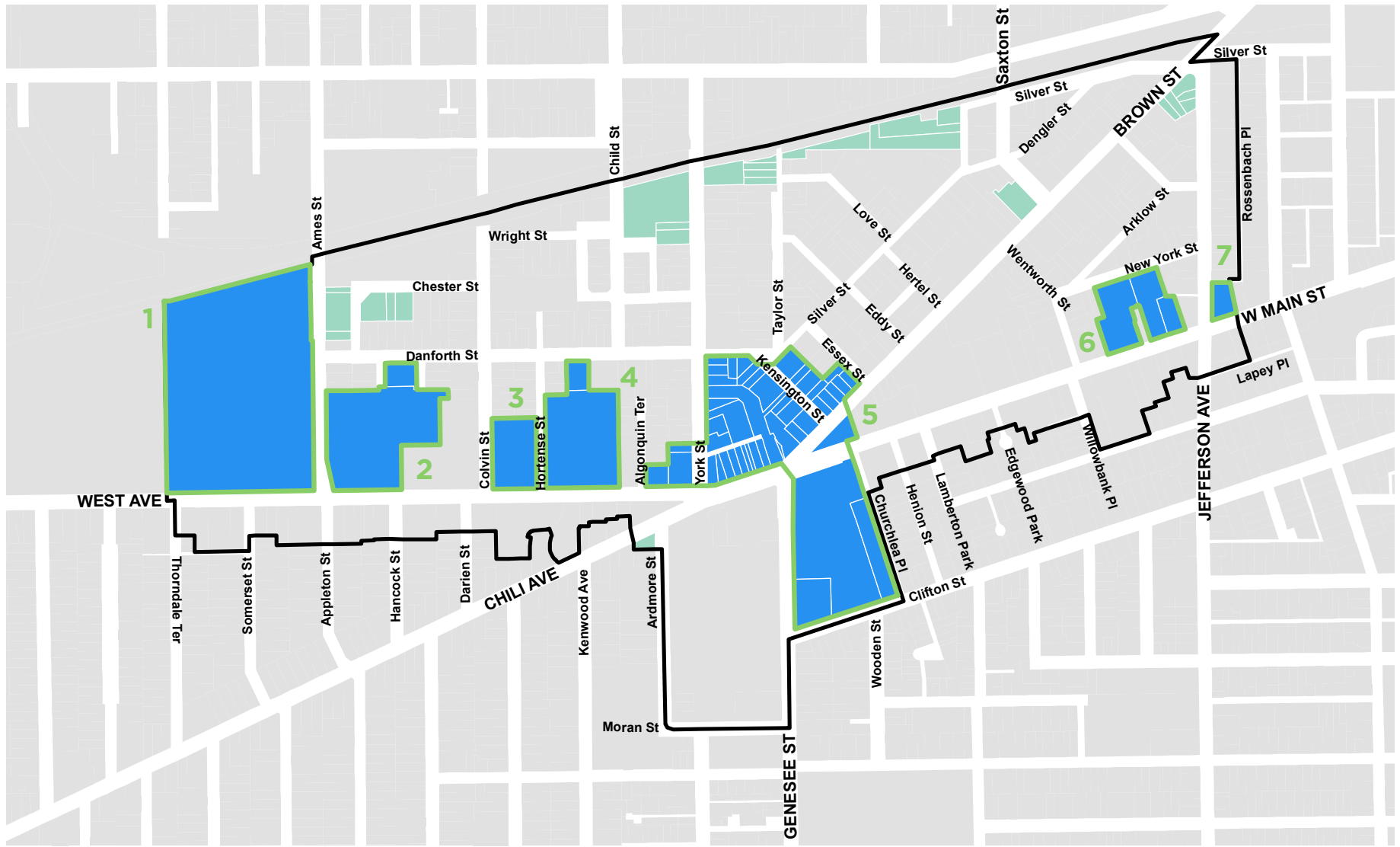


City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

STRATEGIC AREA PROFILES

TABLE OF CONTENTS

Strategic Area #1 Former Taylor Instruments Property	2
Strategic Area #2 Danforth Community Center & Lynchford Park	4
Strategic Area #3 Teke Machine Corporation	6
Strategic Area #4 The Salvation Army & Parking Lot	8
Strategic Area #5 Bull's Head Urban Renewal Plan Phase I Area	10
Strategic Area #6 Commercial Plaza & Vacant Lot	12
Strategic Area #7 Commercial Property	14



- Strategic Area
- Opportunity Site
- Strategic Site



Strategic Area #1

Key Details

Site Name:	Former Taylor Instruments Property
Address:	95 Ames Street
Parcel ID:	120.41-1-1.002
Owner:	Gray Rock Rochester LLC
Acres:	14.4 acres
Zoning District:	M-1 Industrial
Special District:	No
Key Building:	No
Underutilized:	Yes
Vacant:	Yes
Brownfield:	Yes

Property Description

95 Ames Street was the former location of a small number of residential homes followed by a large industrial facility (Taylor Instruments) operated by different owners from 1904 to 1993. The facility was demolished over several years concluding in 2001. The property is currently vacant land with several known environmental concerns, although some remedial activities were previously completed. In addition, the property is adjacent to the mainline railroad to the north, an office building to the west, Danforth Community Center and Lynchford Park to the east, residential homes to the east and south, and the Chili-West Historic District.

Utilities & Access*

Water / Sewer:	City of Rochester
Natural Gas:	Rochester Gas & Electric (RG&E)
Electric:	Rochester Gas & Electric (RG&E)
Phone/Internet:	Available
Highway Access:	I-490 within 0.3 miles
Rail Service:	Adjacent to mainline
Transit:	RTS Route 28

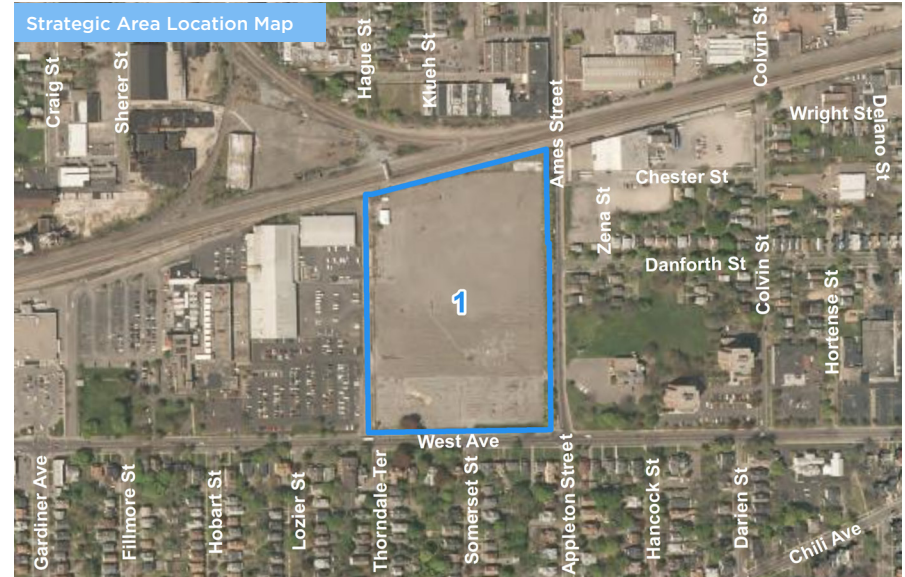
*Note: While utilities and services are available in the area, individual site load/capacity and availability will need to be determined for every project.

Environmental History

A 2008 Phase I Environmental Site Assessment found evidence of recognized environmental conditions associated with historic manufacturing uses. Findings included contaminated soil, groundwater, and undocumented storage tanks. In addition, the ESA identified areas of the property with historical manufacturing uses and suspected contamination that have not been tested or remediated. Based on the 2008 Phase I Environmental Site Assessment report and the identified recognized environmental conditions, the site warrants further investigation to determine the level of environmental impact. In addition, based on the supporting information, the site has been determined to be a brownfield site with a high level of concern.

Redevelopment Potential

The largest single property within the Bull's Head study area, 95 Ames Street represents a significant redevelopment opportunity which could have a lasting impact on the community. The Revitalization Plan recommends additional environmental testing to determine any remaining environmental concerns and any necessary remediation measures and/or land use constraints. From this testing, a viable re-use master plan should be developed for the property which includes public engagement and considers environmental limitations, economic opportunities, the adjacent mainline railroad, the adjacent Danforth Community Center and Lynchford Park, and potential utilization of vacant land for infill development with mixed-use commercial, manufacturing, education, and/or recreation/park.



95 Ames St (former Taylor Instruments site)



95 Ames St (former Taylor Instruments site)

Strategic Area #2

Key Details

Site Name:	Danforth Community Center & Lynchford Park
Address:	200 West Ave; 175 Danforth St
Parcel ID:	120.41-1-61; 120.41-1-44
Owner:	City of Rochester
Acres:	4.5 acres; 0.4 acres (4.9 acres total)
Zoning District:	O-S Open Space; R-1 Low Density Residential
Special District:	No
Key Building:	Danforth Community Center building
Underutilized:	No
Vacant:	No
Brownfield:	No

Property Description

The Danforth Community Center was originally a private residence built in 1848 by George Danforth. The private residence was transferred to the city in 1949 to serve as a recreation center for senior citizens. The community center includes a commercial kitchen and small gymnasium. Adjacent to the center is a lawn area approximately 2.5 acres in size and Lynchford Park. Danforth Community Center has been determined to be Eligible for listing on the State Register of Historic Places and is adjacent to residential uses to the north, east, and south, vacant land to the west, and the Chili-West Historic District.

Utilities & Access*

Water / Sewer:	City of Rochester
Natural Gas:	Rochester Gas & Electric (RG&E)
Electric:	Rochester Gas & Electric (RG&E)
Phone/Internet:	Available
Highway Access:	I-490 within 0.3 miles
Rail Service:	No direct access
Transit:	RTS Route 28

*Note: While utilities and services are available in the area, individual site load/capacity and availability will need to be determined for every project.

Environmental History

A 1993 NYSDEC spill incident record was documented at 200 West Ave for an unknown amount of gasoline that was spilled affecting the sewer. However, the spill record was closed by the NYSDEC and no other environmental concerns were identified during the limited environmental review. No environmental concerns were identified for 175 Danforth St. Based on the supporting information for both properties, neither have been identified as brownfields.

Redevelopment Potential

Community centers and parks are vital resources for any community. To fully understand Bull's Head residents' needs and desires for the Danforth Community Center and Lynchford Park, a facility master plan and park master plan should be commissioned that explores the possibility of expanded facilities, recreation amenities, services, programming, and connection between the community center and park. In addition, because the community center is well known, easy to access, highly visible, and has on-site parking, the property should be evaluated for consideration to host a farmers market.

Strategic Area Location Map



Danforth Community Center



Danforth Community Center

Strategic Area #3

Key Details

Site Name:	Teke Machine Corporation
Address:	34-36 Colvin St (114 West Ave mailing)
Parcel ID:	120.41-1-59
Owner:	114 West Ave LLC
Acres:	1.5 acres
Zoning District:	C-2 Community Center
Special District:	Bull's Head Urban Renewal Area
Key Building:	Teke Machine Corporation building
Underutilized:	Yes
Vacant:	No
Brownfield:	Yes

Property Description

34-36 Colvin St was the former location of a residential property with the current manufacturing building/use originally constructed in 1965. The property is currently operated by Teke Machine Corporation and is adjacent to residential uses on the north, west, and south, the Salvation Army on the east, and the Chili-West Historic District.

Utilities & Access*

Water / Sewer:	City of Rochester
Natural Gas:	Rochester Gas & Electric (RG&E)
Electric:	Rochester Gas & Electric (RG&E)
Phone/Internet:	Available
Highway Access:	I-490 within 0.6 miles
Rail Service:	No direct access
Transit:	RTS Route 28

*Note: While utilities and services are available in the area, individual site load/capacity and availability will need to be determined for every project.

Environmental History

A 2009 Environmental Screen (ES) indicated historic uses included a machine shop and tool & die manufacturing facility. In addition, the 2009 ES noted the property was identified as a NYSDEC RCRA Generator of Hazardous Waste and noted several years of permits from the Rochester Fire Department for the storage of flammable liquids. The property is currently used for manufacturing. These former and current manufacturing uses are known for potential environmental contaminants. Based on the historic and current use of the property, the storage of flammable liquids, and the designation of the property as a NYSDEC RCRA Generator of Hazardous Waste, there is potential for the presence of environmental contaminants. The site has been determined to be a brownfield site with a high level of concern.

Redevelopment Potential

As an active business employing city residents, the Bull's Head Revitalization Plan recommends keeping the existing business and considering expanding/adding small mixed-use commercial, office, retail, or healthcare uses utilizing any unused portions of the building or parking areas on the property.

Strategic Area Location Map



Strategic Area #4

Key Details

Site Name:	The Salvation Army & Parking Lot
Address:	56 West Ave; 67-69 Danforth St
Parcel ID:	120.42-1-70.002; 120.42-1-65
Owner:	The Salvation Army; Private Individual
Acres:	3.3 acres; 0.3 acres (3.6 acres total)
Zoning District:	C-2 Community Center; R-1 Low Density Residential
Special District:	Bull's Head Urban Renewal Area
Key Building:	The Salvation Army Building
Underutilized:	Both properties
Vacant:	No
Brownfield:	67-69 Danforth St only

Property Description

Both 56 West Ave and 67-69 Danforth St were formerly occupied by residential uses. In 1955, 56 West Ave was redeveloped for a grocery store (Wegmans) followed by the current operator, the Salvation Army. In addition to residential, 67-69 Danforth Street has documented historic uses including sheet metal shop, automotive sales/service/, roofing and heating contractor, and taxi cab equipment. The property is currently a parking lot and adjacent uses include residential to the north, east, and south, a church to the east, manufacturing to the west, and the Chili-West Historic District.

Utilities & Access*

Water / Sewer:	City of Rochester
Natural Gas:	Rochester Gas & Electric (RG&E)
Electric:	Rochester Gas & Electric (RG&E)
Phone/Internet:	Available
Highway Access:	I-490 within 0.7 miles
Rail Service:	No direct access
Transit:	RTS Route 28

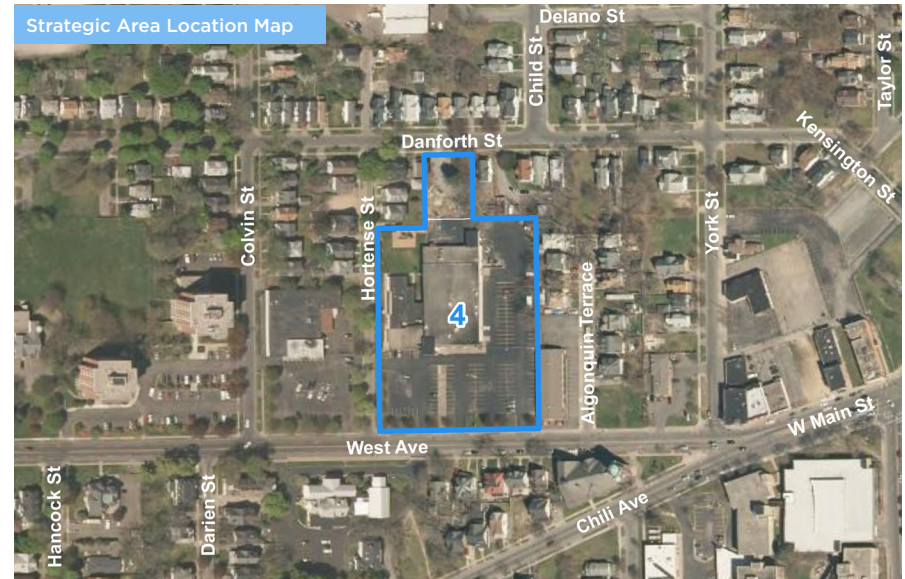
*Note: While utilities and services are available in the area, individual site load/capacity and availability will need to be determined for every project.

Environmental History

No environmental concerns were identified for 56 West Ave. For 67-69 Danforth St, a 2009 ES noted historic uses included sheet metal shop, automotive sales & service, automotive repair, roofing and heating contractor, and taxi cab equipment. In addition, the 2009 ES noted the removal of an underground storage tank, observation of several aboveground storage tanks with apparent ground staining, Fire Department permits for chemical storage, and several spill records between 1984 and 2003. The property is currently used for parking. Based on the historic use of the property and several documented environmental concerns, there is potential for the presence of environmental contaminants. In addition, based on the supporting information, 67-69 Danforth St has been determined to be a brownfield site with a high level of concern.

Redevelopment Potential

The Salvation Army provides valuable community services and its location on West Ave provides education, worship services, music & arts programs, day camp activities, and community recreation programs to name a few. The Bull's Head Revitalization Plan recommends keeping the Salvation Army as a valuable community resource while considering expanding/adding mixed-use commercial or a gym/fitness/recreation center facing West Ave and multi-family housing facing Danforth Street within portions of existing surface parking lots.



Strategic Area #5

Key Details

Site Name:	Bull's Head Urban Renewal Plan Phase I Area
Location:	The Phase I area includes 45 individual properties facing Silver St, Kensington St, York St, W Main St, Genesee St, and Churchlea Pl. Additional detail for each property is provided in the Bull's Head URP.
Owner:	Most properties are currently owned by the City. Consistent with the adopted Bull's Head URP, the City is actively working through a process for possible acquisition of additional properties.
Acres:	12.5 acres in total within Phase I area
Zoning District:	Phase I area includes C-2, R-1, and R-2 Districts
Special District:	Bull's Head Urban Renewal Area; Designated Federal Opportunity Zone
Key Building:	Bull's Head Plaza; 160 Clifton St (office building); 932-938 W Main St (mixed-use building); and 924-930 W Main St (mixed-use building)
Underutilized:	Majority of Phase I area including Bull's Head Plaza and several properties north of W Main St.
Vacant:	Numerous parcels north of W Main St.
Brownfield:	Majority of Phase I area including Bull's Head Plaza, 68-92 Genesee St, and several properties north of W Main St.

Utilities & Access*

Water / Sewer:	City of Rochester
Natural Gas:	Rochester Gas & Electric (RG&E)
Electric:	Rochester Gas & Electric (RG&E)
Phone/Internet:	Available
Highway Access:	I-490 within 1 mile
Rail Service:	No direct access
Transit:	RTS Route 4, 8, 25, 28

*Note: While utilities and services are available in the area, individual site load/capacity and availability will need to be determined for every project.

Property Description

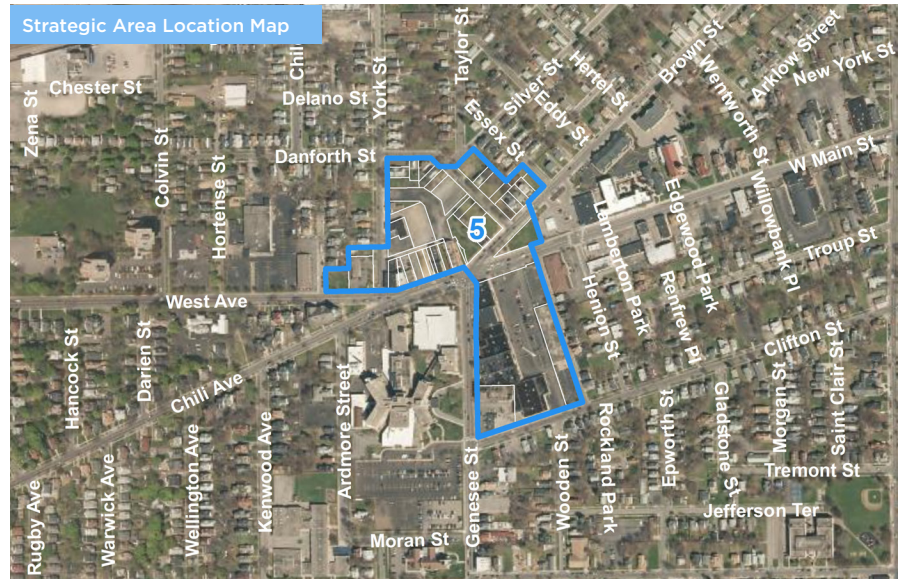
As the center of the Bull's Head area, these properties have been occupied by numerous historical uses including residential, commercial, retail, manufacturing, office, retail, healthcare services, human services, places of worship, laundromat/dry cleaner, automotive repair/sales, and a post office. The area is currently occupied by the Bull's Head plaza, an active laundromat, office building, a small single-story commercial building, two mixed-use buildings, abandoned buildings, and several parcels of vacant land. Two properties within the Phase I area, 924-930 and 932-938 W Main St, have been determined to be Eligible for listing on the State Register of Historic Places, while two other buildings, 32 York St and 19 Kensington St have been determined to be not eligible.

Environmental History

Based on a review of available information including environmental databases, environmental screens, and environmental site assessments, the Phase I area includes numerous properties with documented and suspected environmental concerns. These concerns include 68-92 Genesee St and Bull's Head Plaza which have documented soil and groundwater contamination, properties formerly used for manufacturing, automotive, and dry cleaning which are uses known for potential environmental concerns, and several properties with documented spill incidents. Based on the supporting information, 19 properties (8.1 acres) are determined to be brownfield sites with a low, moderate, or high level of concern.

Redevelopment Potential

Strategic Area #5, centered on W Main Street including the Bull's Head Plaza and the area to the north, is the center of the Bull's Head area and provides a significant opportunity for revitalization and reinvestment. Consistent with the Bull's Head URP, additional land assembly and environmental due diligence activities are needed while seeking future federal, state and local funding support for new and upgraded infrastructure. The Bull's Head Revitalization Plan and Bull's Head URP recommend utilizing vacant land and the Bull's Head Plaza property for infill development consisting of mixed-use commercial, educational/institutional, government offices, post office, police station, healthcare, gym/fitness/recreation, and/or multi-family housing.



835-855 W Main St (Bull's Head Plaza)

Strategic Area #6

Key Details

Site Name:	Commercial Plaza & Vacant Lot
Address:	626, 636, and 660-668 W Main St
Parcel ID:	120.43-1-23; 120.43-1-24.001; 120.43-1-26.001
Owner:	Private Individual
Acres:	2.3 acres total
Zoning District:	C-2 Community Center
Special District:	Designated Federal Opportunity Zone
Key Building:	Main St Meats & Grocery, and City Fish Market
Underutilized:	All three properties
Vacant:	660-668 W Main St only
Brownfield:	626 and 636 W Main St only

Property Description

626 and 636 W Main St were formerly occupied by residential uses while 660-668 W Main St was formerly the location of a church built in 1870. 626 and 636 W Main St were later redeveloped in 1930 for automotive service/repair/sales with the current use as a small single-story commercial plaza with multiple businesses/tenants. The church at 660-668 W Main St was demolished in 2015 after a devastating fire and the property is currently vacant land. All three properties are adjacent to commercial uses to the east and south, residential uses to the north, west, and south, and a property Eligible for listing on the State Register of Historic Places.

Utilities & Access*

Water / Sewer:	City of Rochester
Natural Gas:	Rochester Gas & Electric (RG&E)
Electric:	Rochester Gas & Electric (RG&E)
Phone/Internet:	Available
Highway Access:	I-490 within 1.2 miles
Rail Service:	No direct access
Transit:	RTS Route 4, 5, 25, 28

*Note: While utilities and services are available in the area, individual site load/capacity and availability will need to be determined for every project.

Environmental History

No environmental concerns were identified for 660-668 W Main St. For 626 W Main St, Sanborn Maps indicate historic uses included automotive service/repair. City records indicate a 550-gallon underground gasoline storage tank was removed in 1997. The property is currently used for commercial purposes. For 636 W Main St, Sanborn Maps indicate historic uses included "auto sales" in association with 626 W Main St. This property is currently used as a parking lot for 626 W Main St. Based on the properties' historic use for automotive service/repair and known environmental concerns associated with this use, there is a potential for environmental concerns. In addition, based on the supporting information, both 626 and 636 have been identified as brownfield sites with 626 as a high level of concern and 636 as a moderate level of concern.

Redevelopment Potential

626 and 636 W Main St currently contain an active commercial building with multiple businesses/tenants while 660-668 W Main St has been vacant land since 2015. The Bull's Head Revitalization Plan recommends keeping the existing business and considering expanding/adding mixed-use commercial and multi-family housing on portions of any unused parking area at 636 W Main St and on the vacant land at 660-668 W Main St.

Strategic Area Location Map



626 & 636 W Main St (looking north from W Main St)



626 & 636 W Main St (looking south from New York St)

Strategic Site #7

Key Details

Site Name:	Commercial Property
Address:	600 W Main St
Parcel ID:	120.36-1-65
Owner:	SHL Properties Inc.
Acres:	0.3 acres
Zoning District:	C-2 Community Center
Special District:	Designated Federal Opportunity Zone
Key Building:	No
Underutilized:	Yes
Vacant:	No
Brownfield:	Yes

Property Description

600 W Main St was formerly occupied by residential land uses with other documented uses including a gas station and automobile sales. The property was redeveloped in 1982 for commercial use with the current business/tenant operating a restaurant. The property, located at the intersection of W Main St and Jefferson Ave, is adjacent to numerous commercial and residential uses. In addition, three properties eligible for listing on the State Register of Historic Places are located across W Main St and the Madison Square-West Main Street Historic District (locally designated Susan B. Anthony Preservation District) is located nearby.

Utilities & Access*

Water / Sewer:	City of Rochester
Natural Gas:	Rochester Gas & Electric (RG&E)
Electric:	Rochester Gas & Electric (RG&E)
Phone/Internet:	Available
Highway Access:	I-490 within 1.3 miles
Rail Service:	No direct access
Transit:	RTS Route 4, 5, 25, 28

*Note: While utilities and services are available in the area, individual site load/capacity and availability will need to be determined for every project.

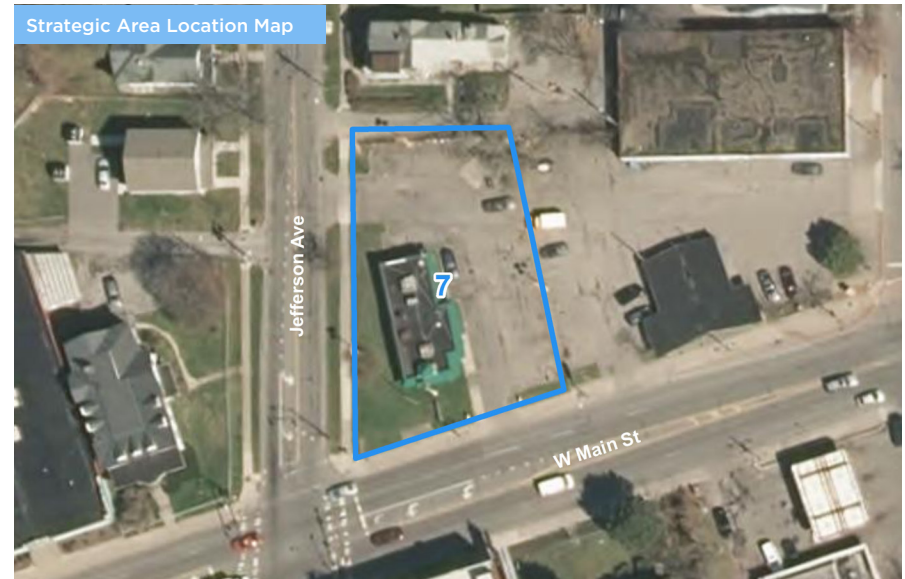
Environmental History

Sanborn Maps and City Directories indicate historic uses included a gas station and automobile sales. The property is currently used for commercial purposes (restaurant). The presence of underground storage tanks is unknown and the property is not listed in the NYSDEC bulk storage database. Based on the historical use of the property as a gas station and known environmental concerns associated with gas stations, there is a potential for environmental concerns. In addition, based on the supporting information, the site has been determined to be a brownfield site with a high level of concern.

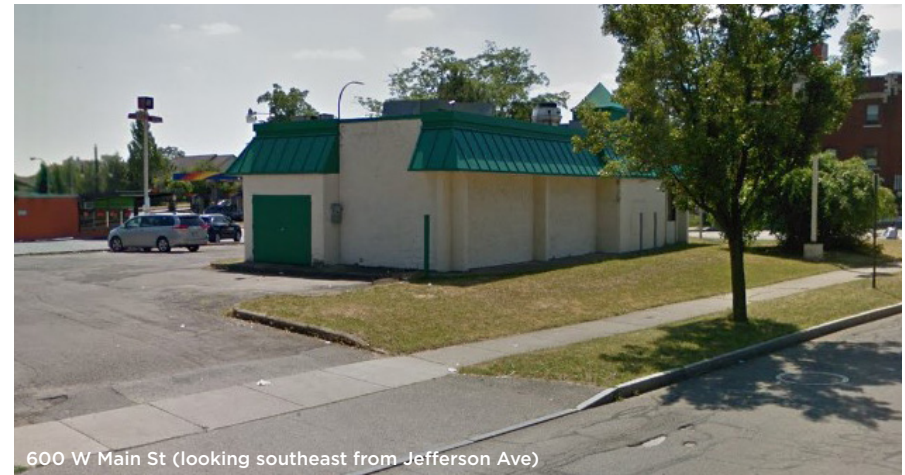
Redevelopment Potential

The Bull's Head Revitalization Plan recommends the redevelopment of the property given its strategic location at the intersection of W Main St and Jefferson Ave, and its adjacency to the Madison Square-West Main Street Historic District (locally designated Susan B. Anthony Preservation District) is located nearby. Redevelopment is recommended to include mixed-use commercial, multi-family housing, and/or community-use(s).

Strategic Area Location Map



600 W Main St (looking northwest from W Main St)



600 W Main St (looking southeast from Jefferson Ave)

Strategic Area Profiles
Bull's Head Revitalization Plan