



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

BULL'S HEAD REVITALIZATION

PUBLIC MEETING
July 29, 2017

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



&

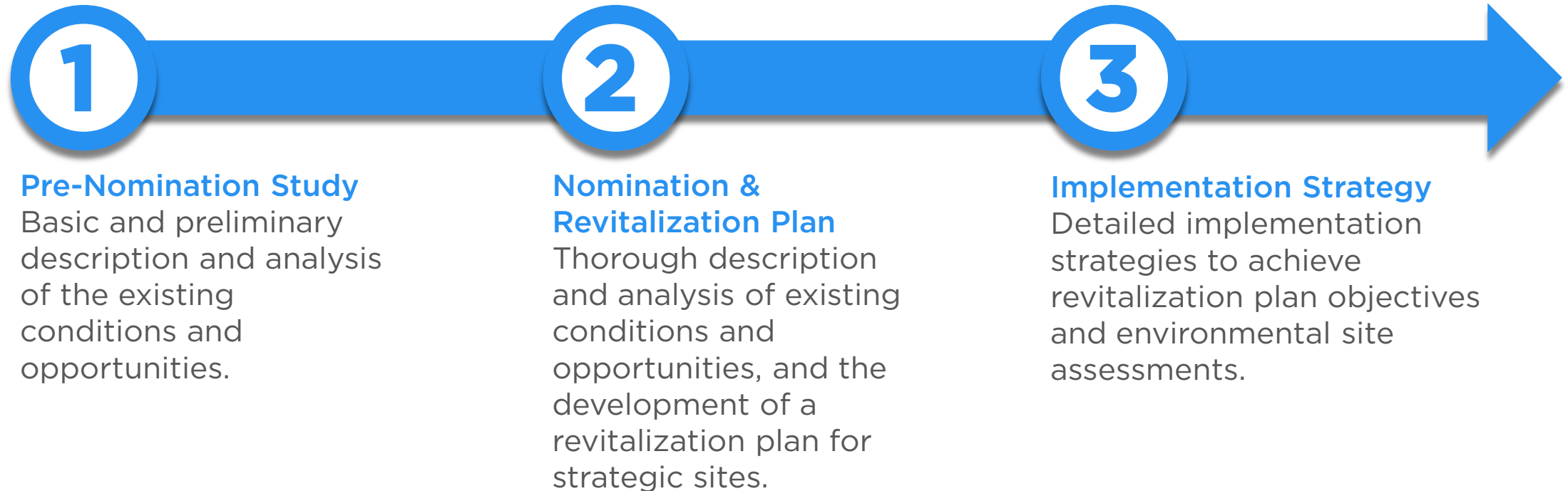
Small Sites



What is the

Brownfield Opportunity Areas Program?

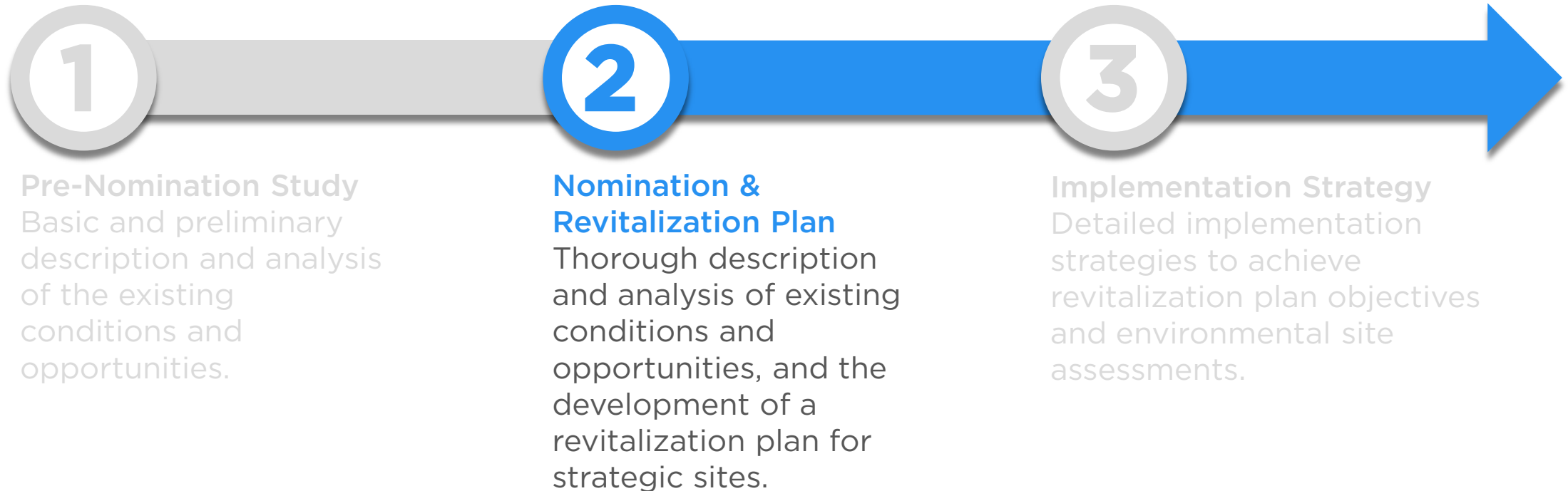
A 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment.



What is the

Brownfield Opportunity Areas Program?

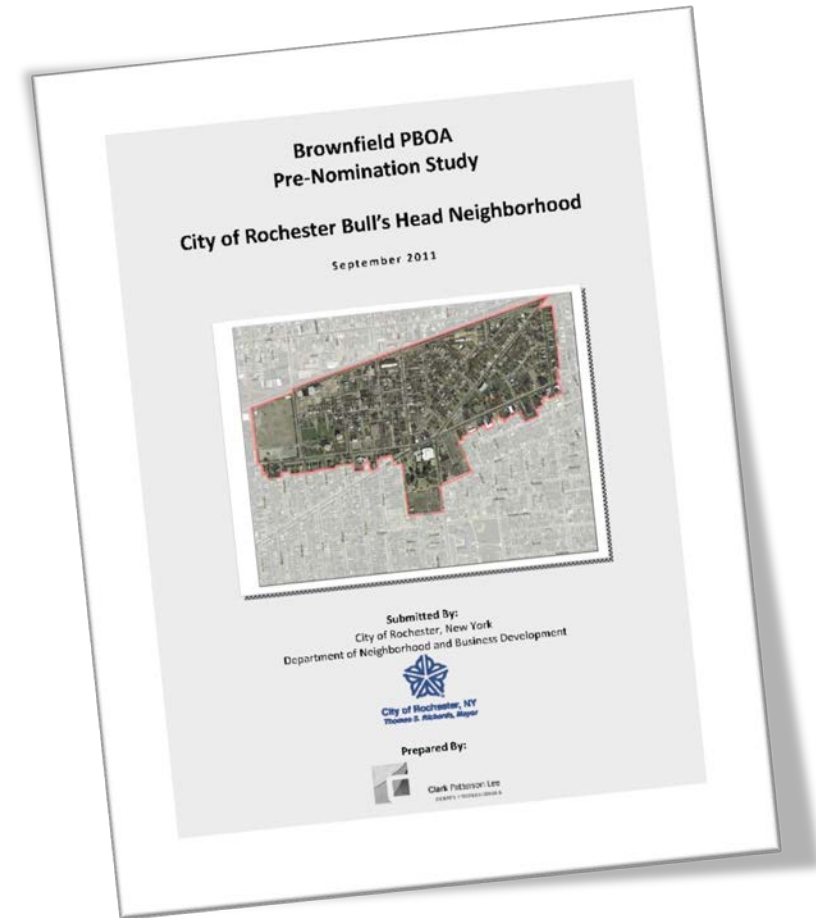
A 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment.



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?

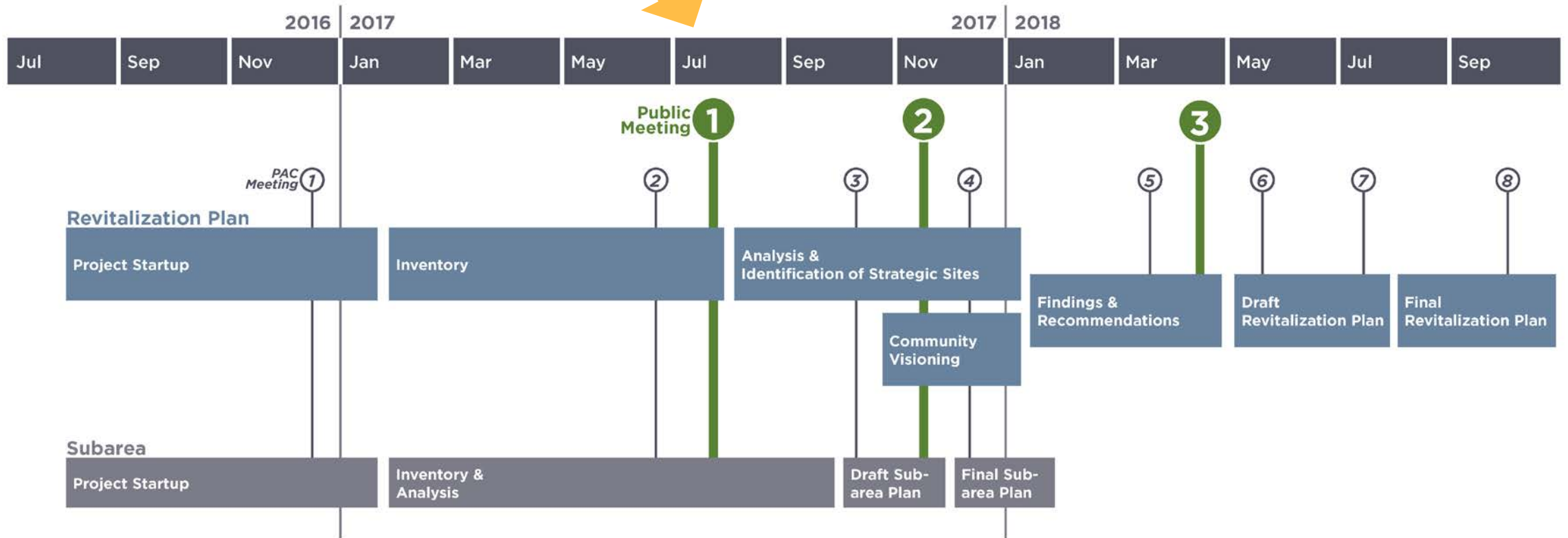
- Address environmental justice issues
- Develop strategies to achieve revitalization
- Create public & private partnerships
- Prioritize public & private investment
- Inform environmental site clean-ups
- Create “shovel-ready” sites
- Market sites to attract investors
- Enhanced construction tax credits

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

Prime Consultant:



With support from:



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

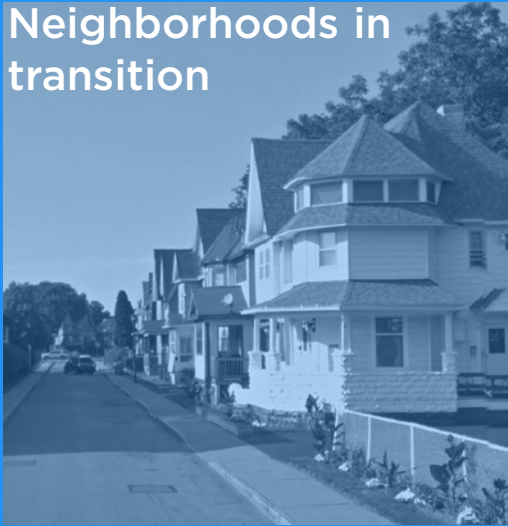
*PAC member contact information detailed in the Community Participation Plan
(posted on the project website and available at Arnett Branch Public Library)*

INVENTORY



Where is Bull's Head now?

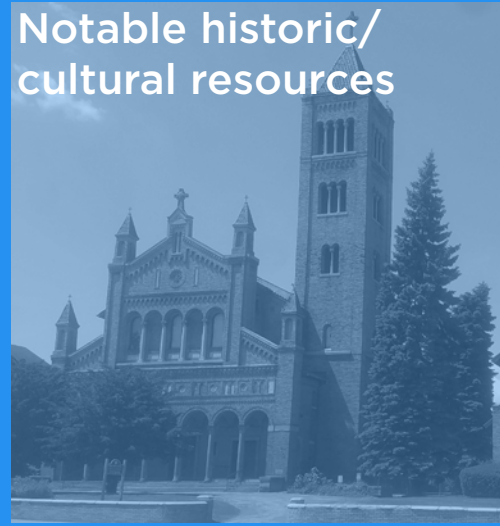
Neighborhoods in
transition



Employment/retail
in flux



Notable historic/
cultural resources



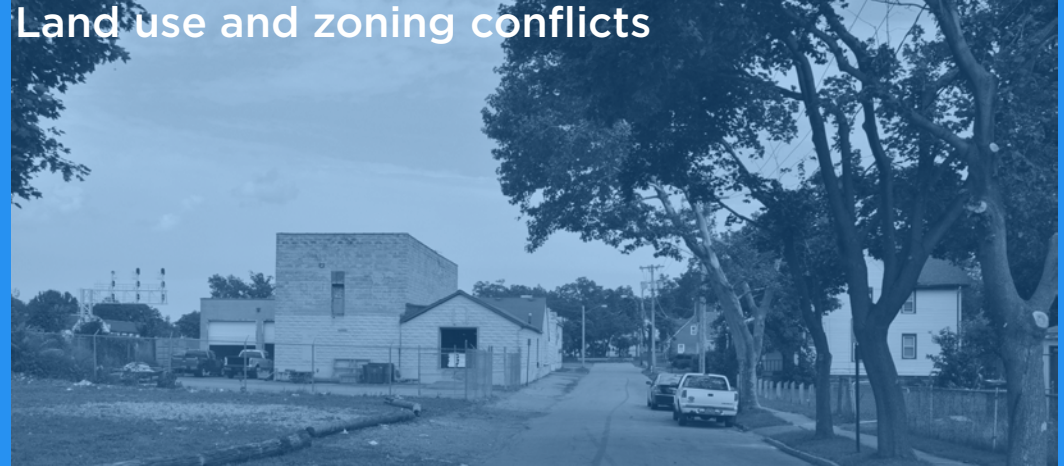
Large former
industrial lands



Many vacant properties



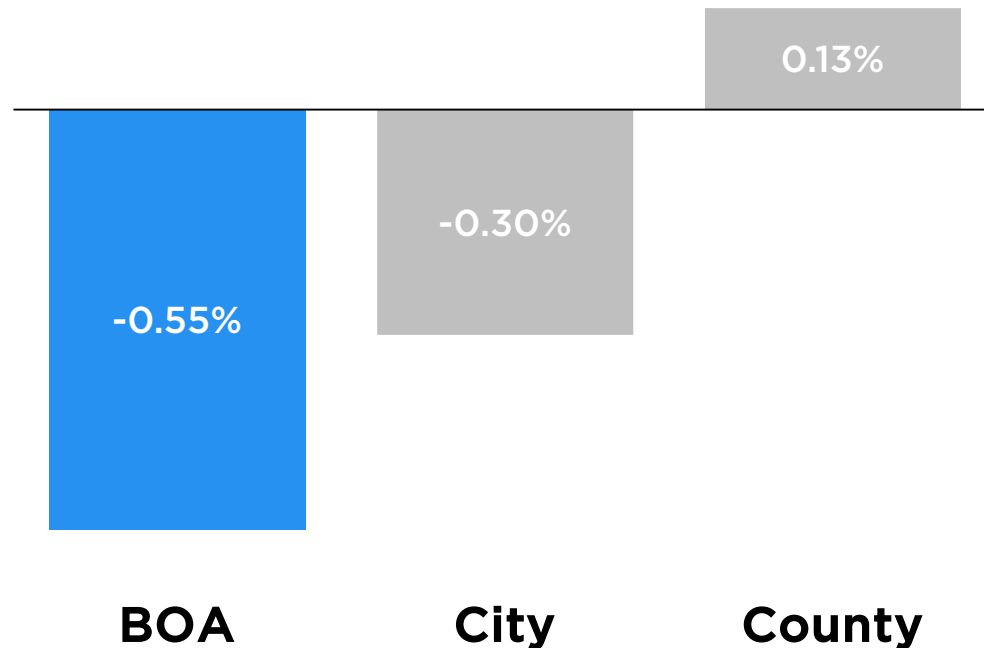
Land use and zoning conflicts



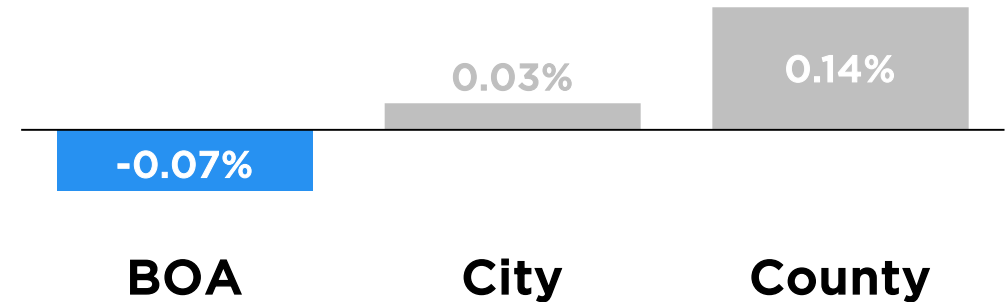
Demographics

1,815
residents

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



Population Forecast (2016 - 2021)
Forecast Annual Rate

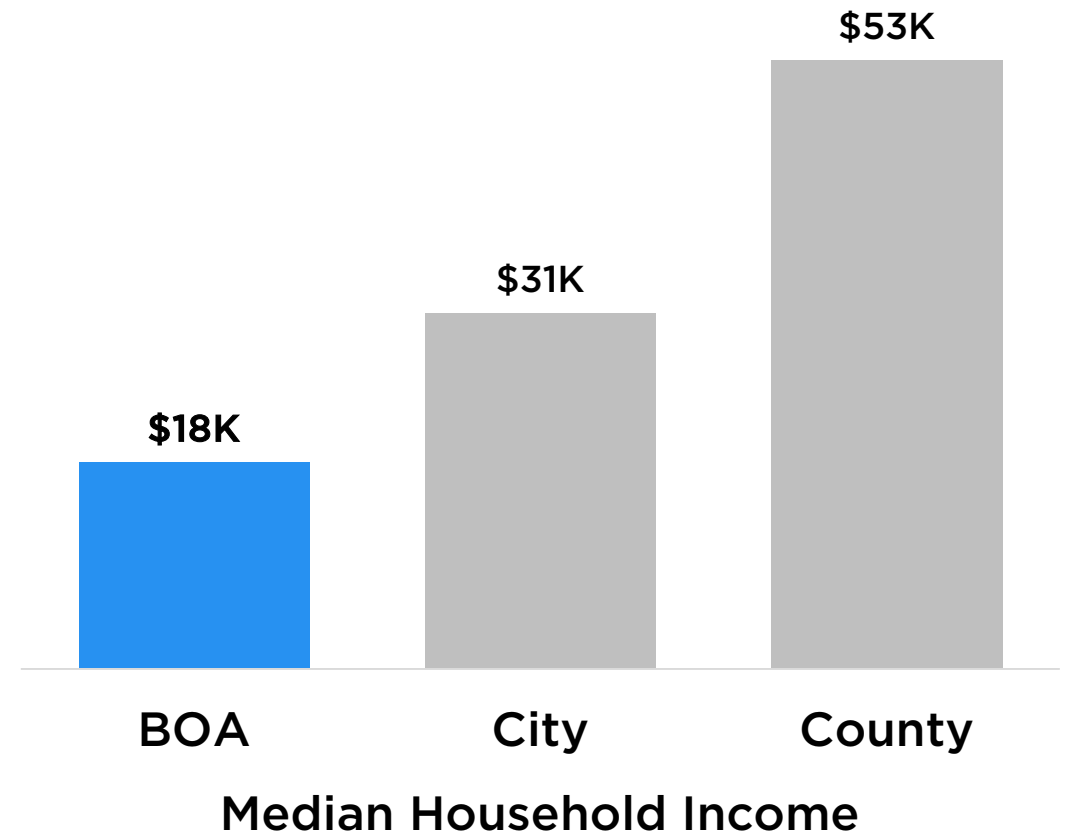


Demographics

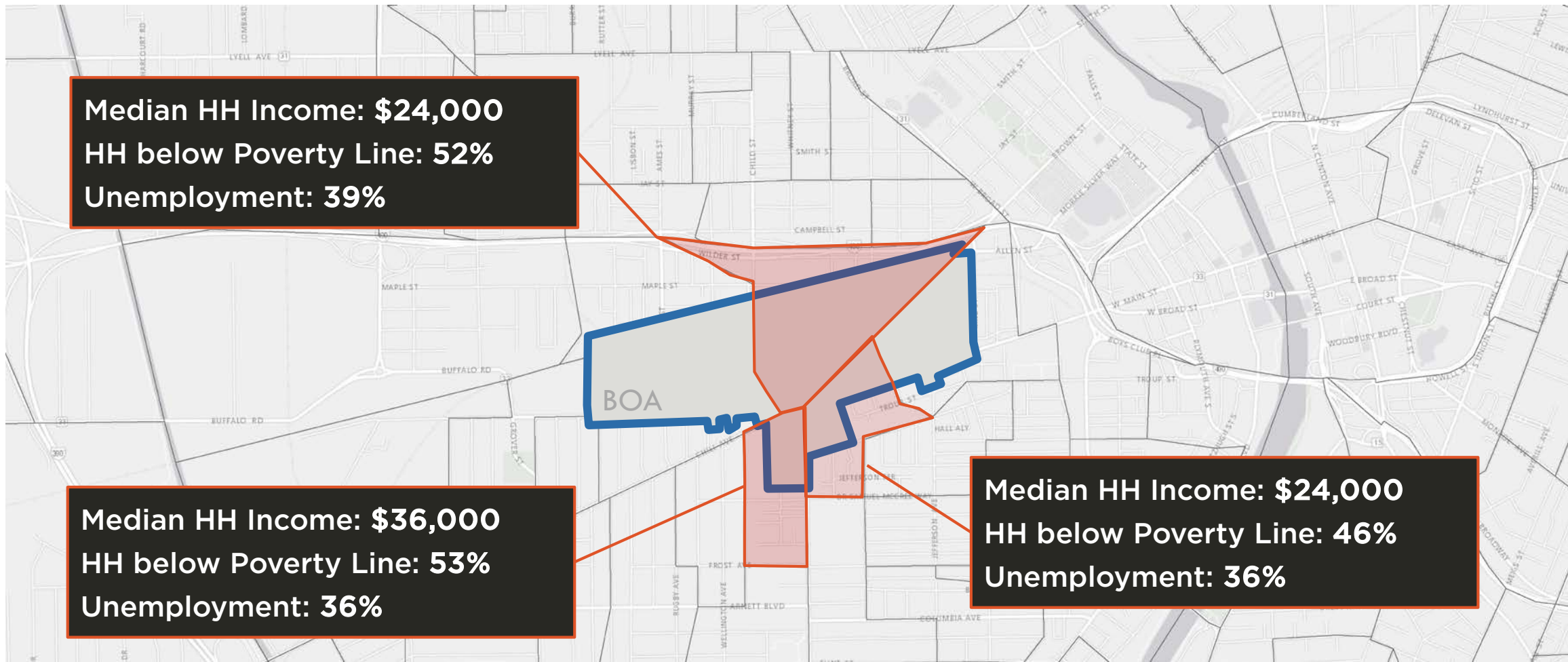
BOA: **18%** unemployed

City: **9%** unemployed

County: **5%** unemployed

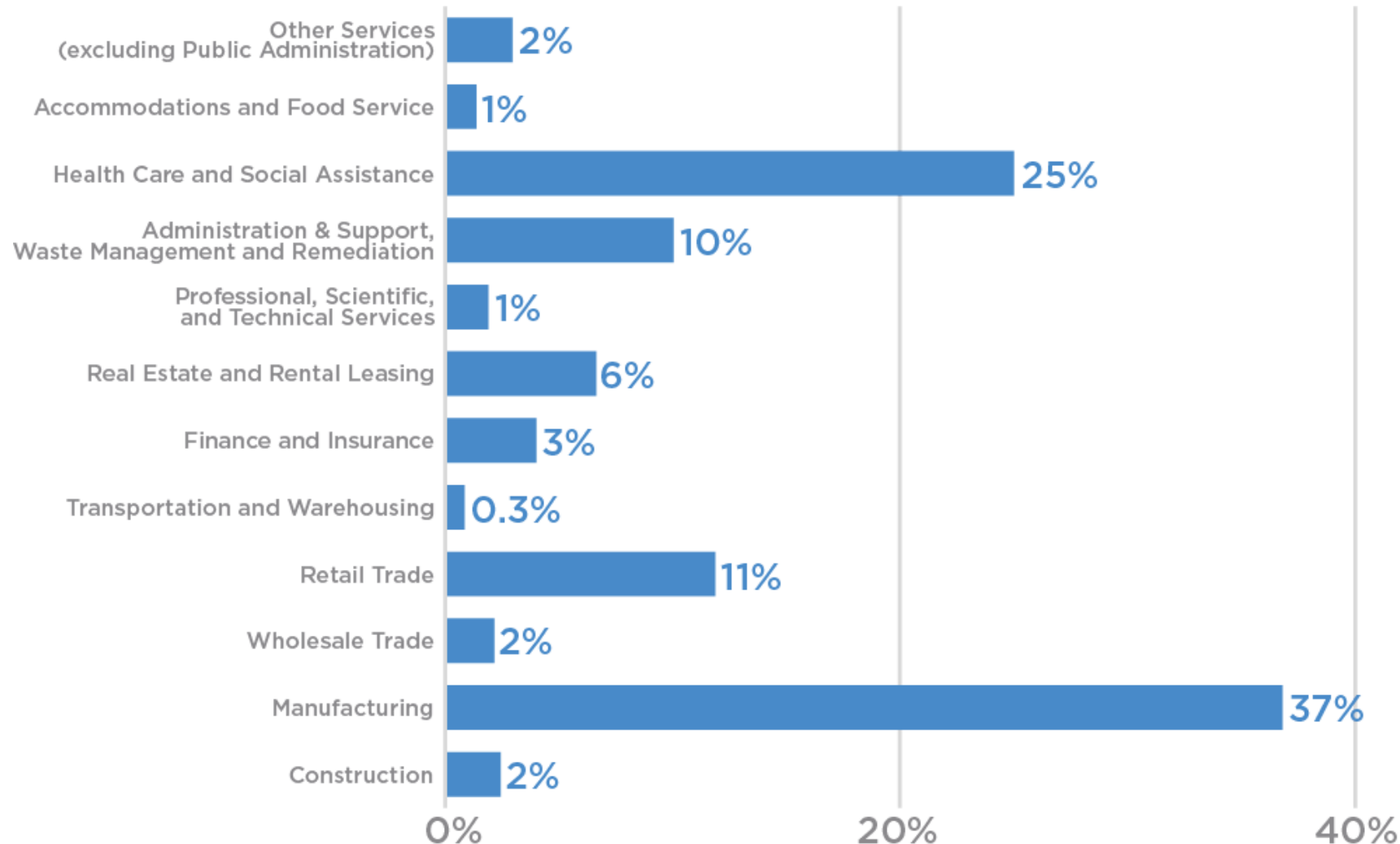


Demographics



Employment

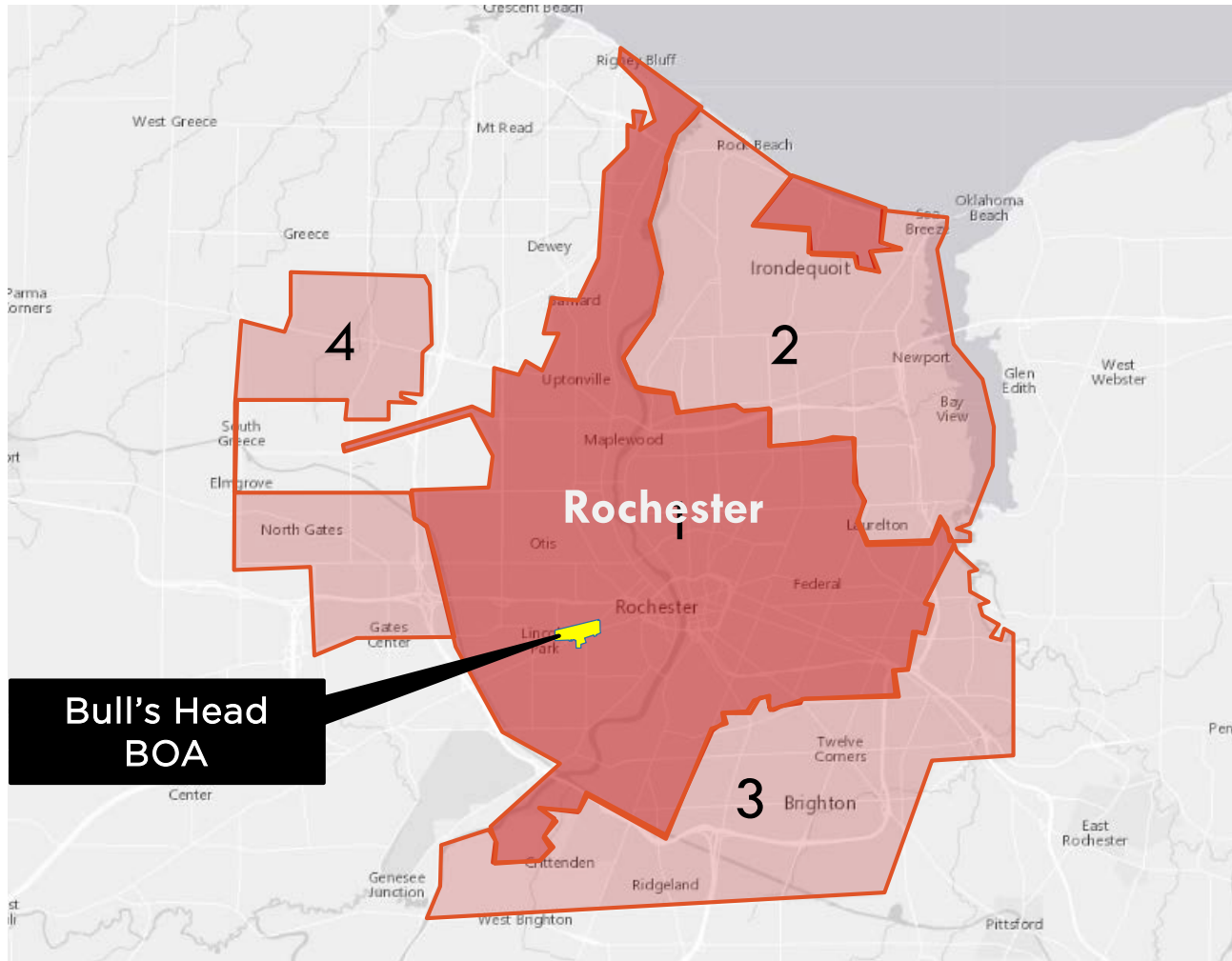
375 to 506 local jobs



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)

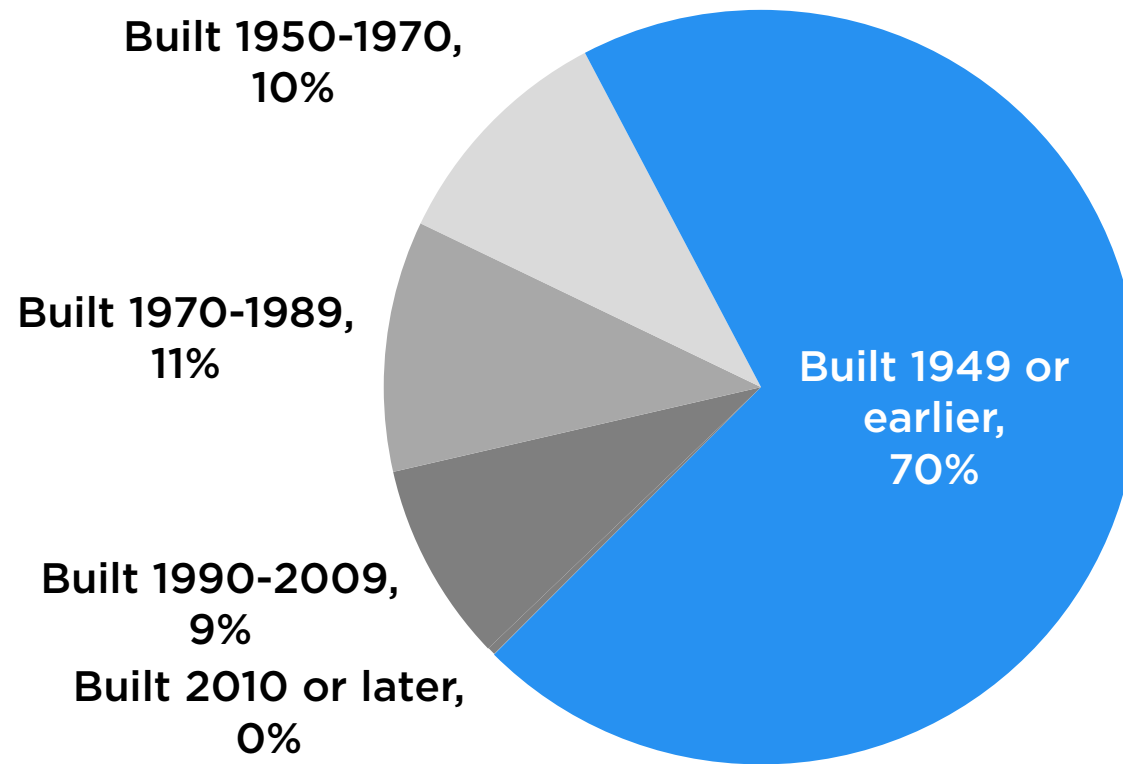
Employment



	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%

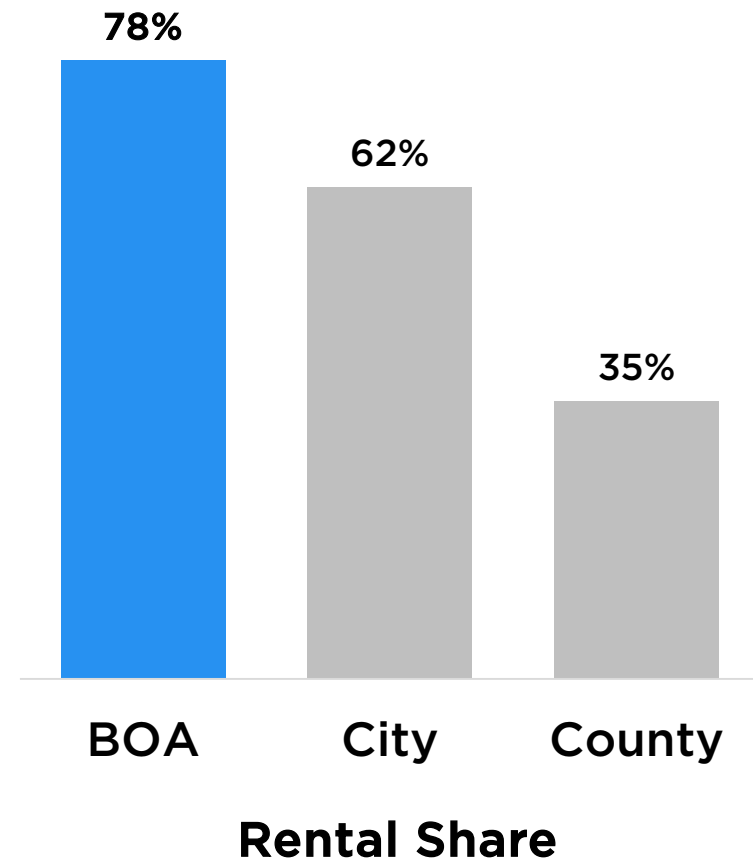
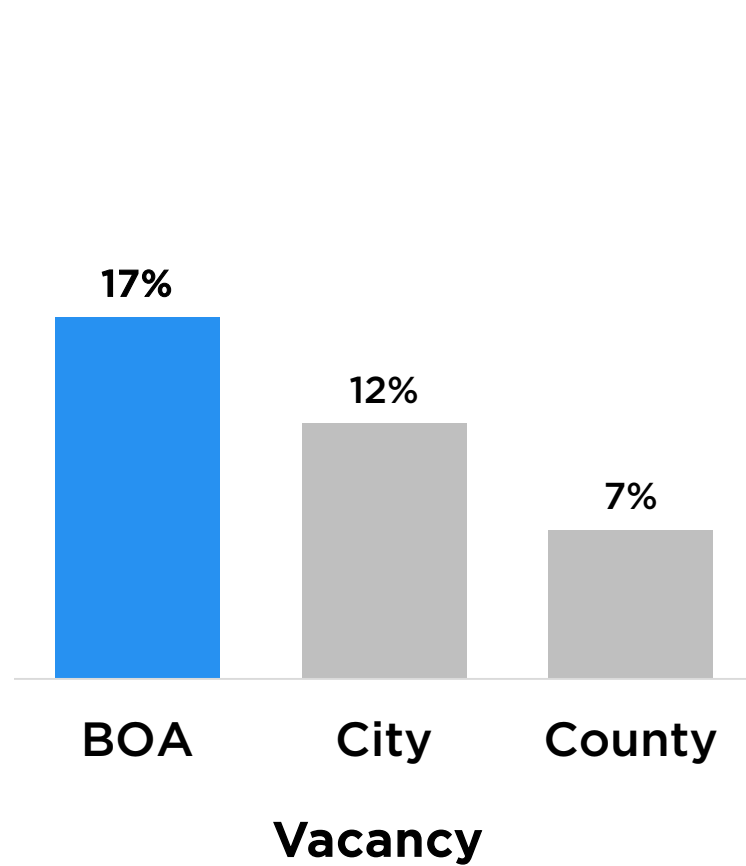
Housing

874 housing units



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

Housing



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

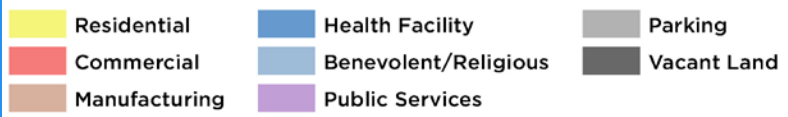
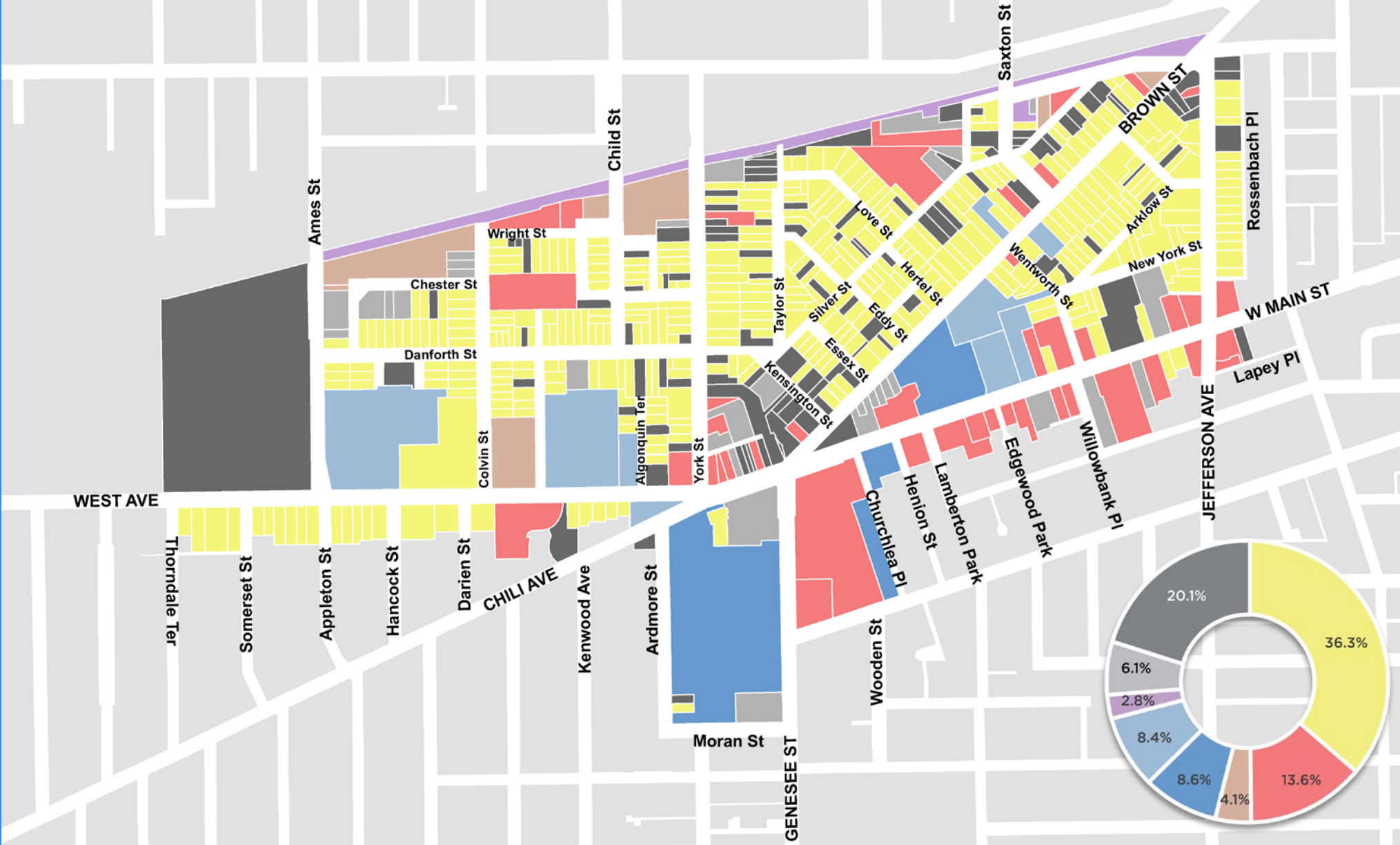
Potential Brownfields (step 1)



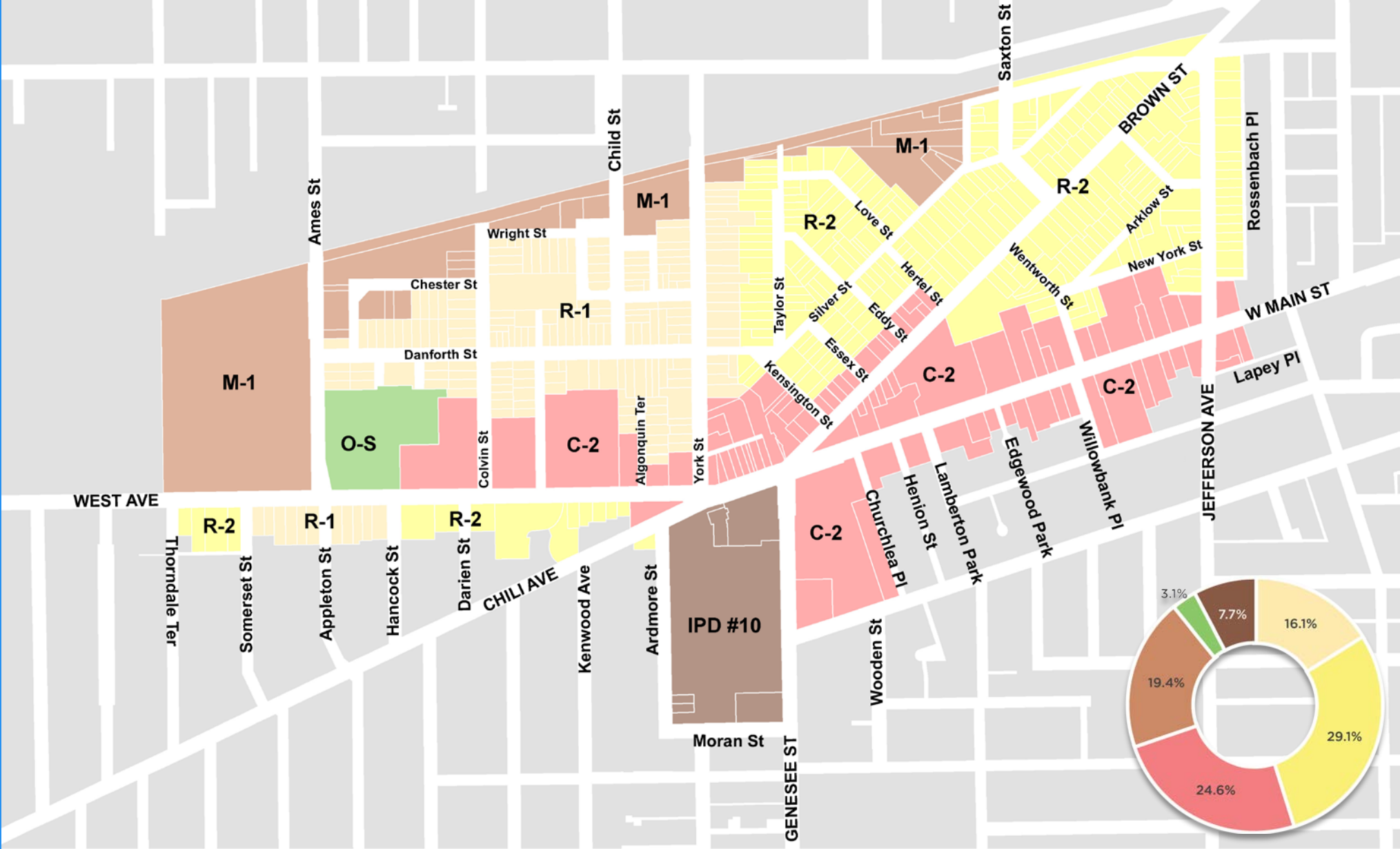
 Potential Brownfield (Step 1)



Land Use



Zoning



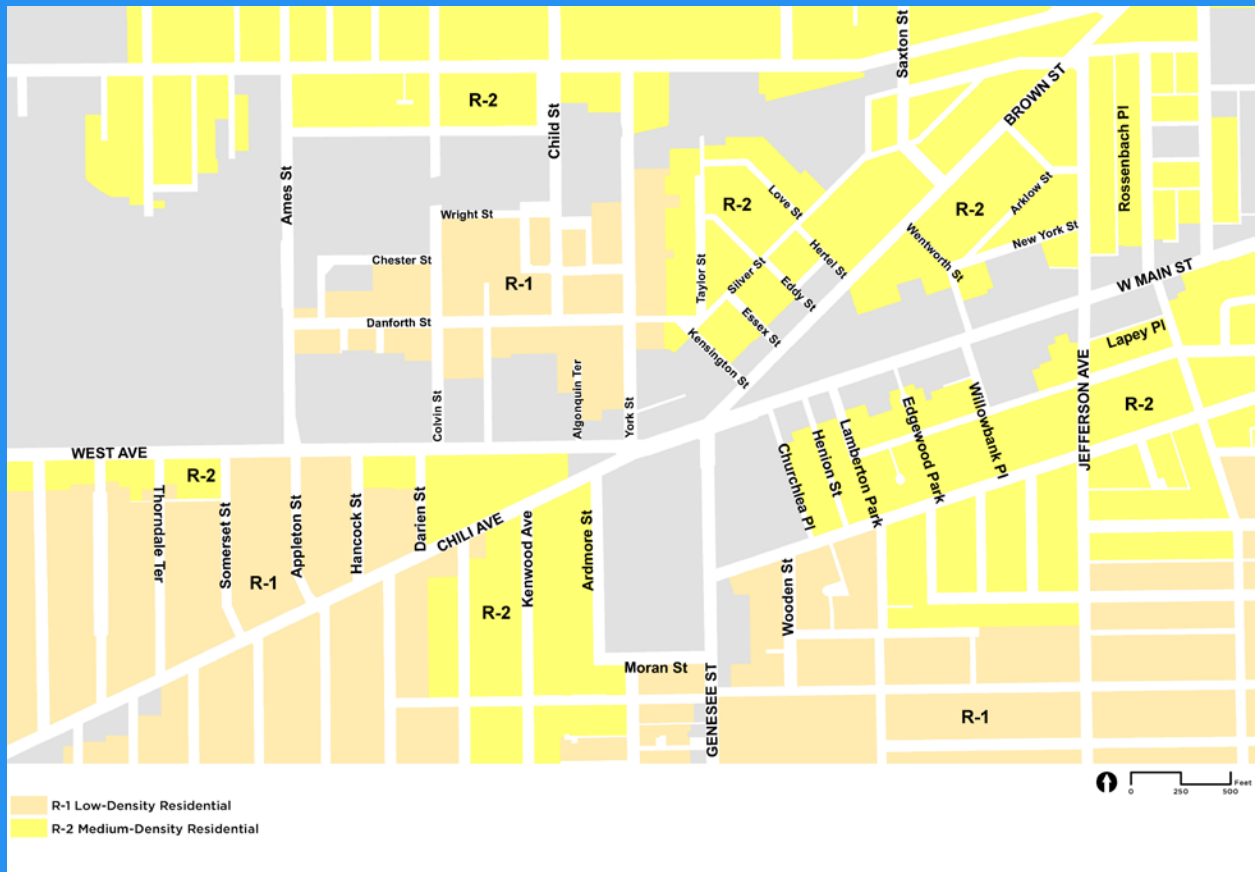
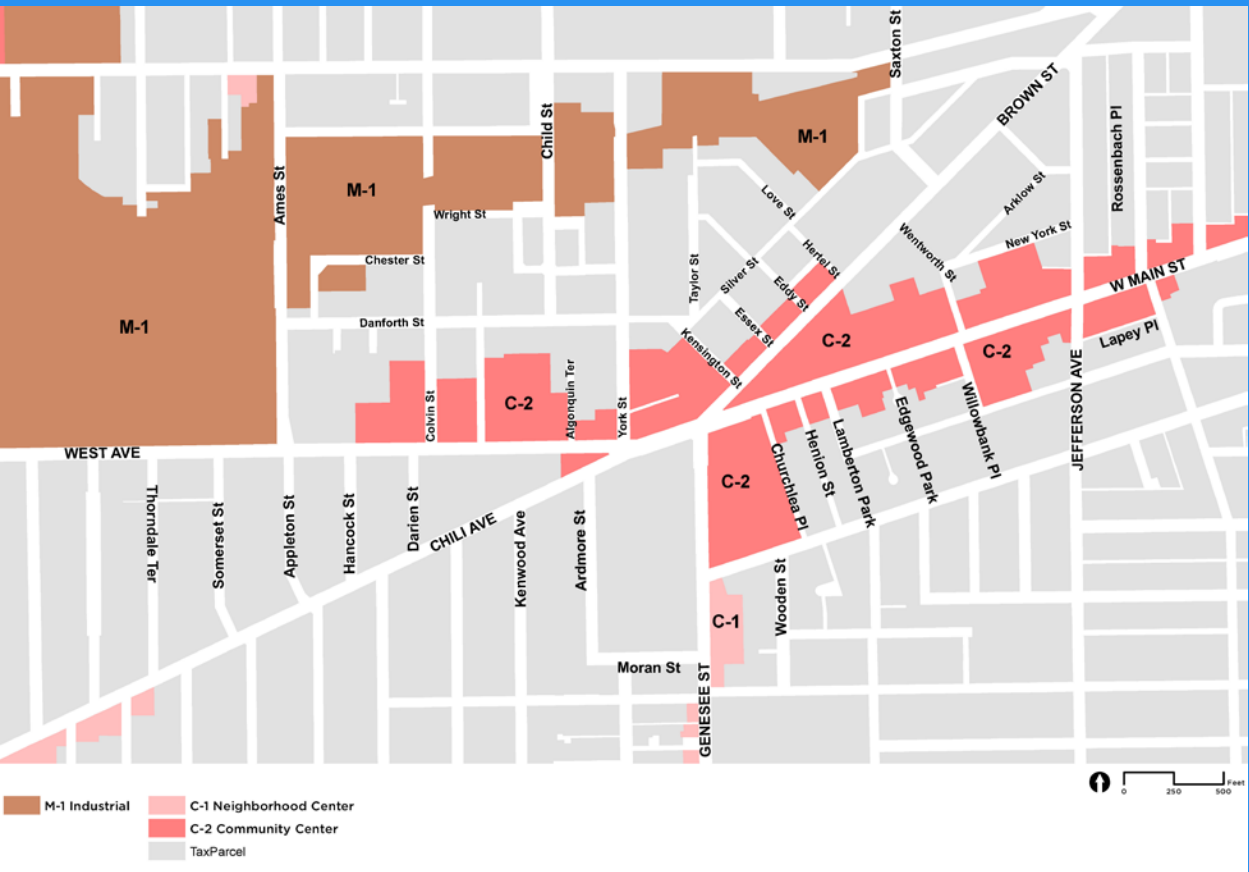
Land Use

Manufacturing & Commercial VS Residential



Zoning

Manufacturing & Commercial VS Residential



Vacant Land

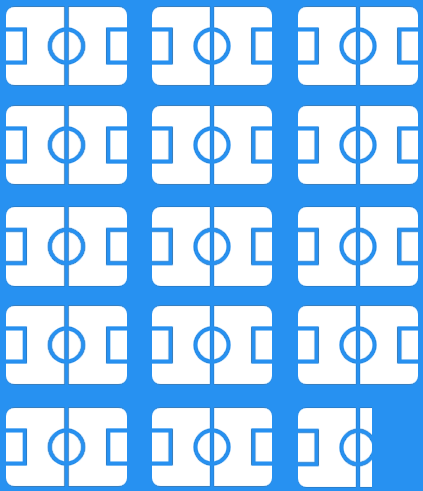
29.2 acres

or

20.1% of the BOA

or

Equivalent to 14.6 soccer fields



Large Properties
(with same owner)

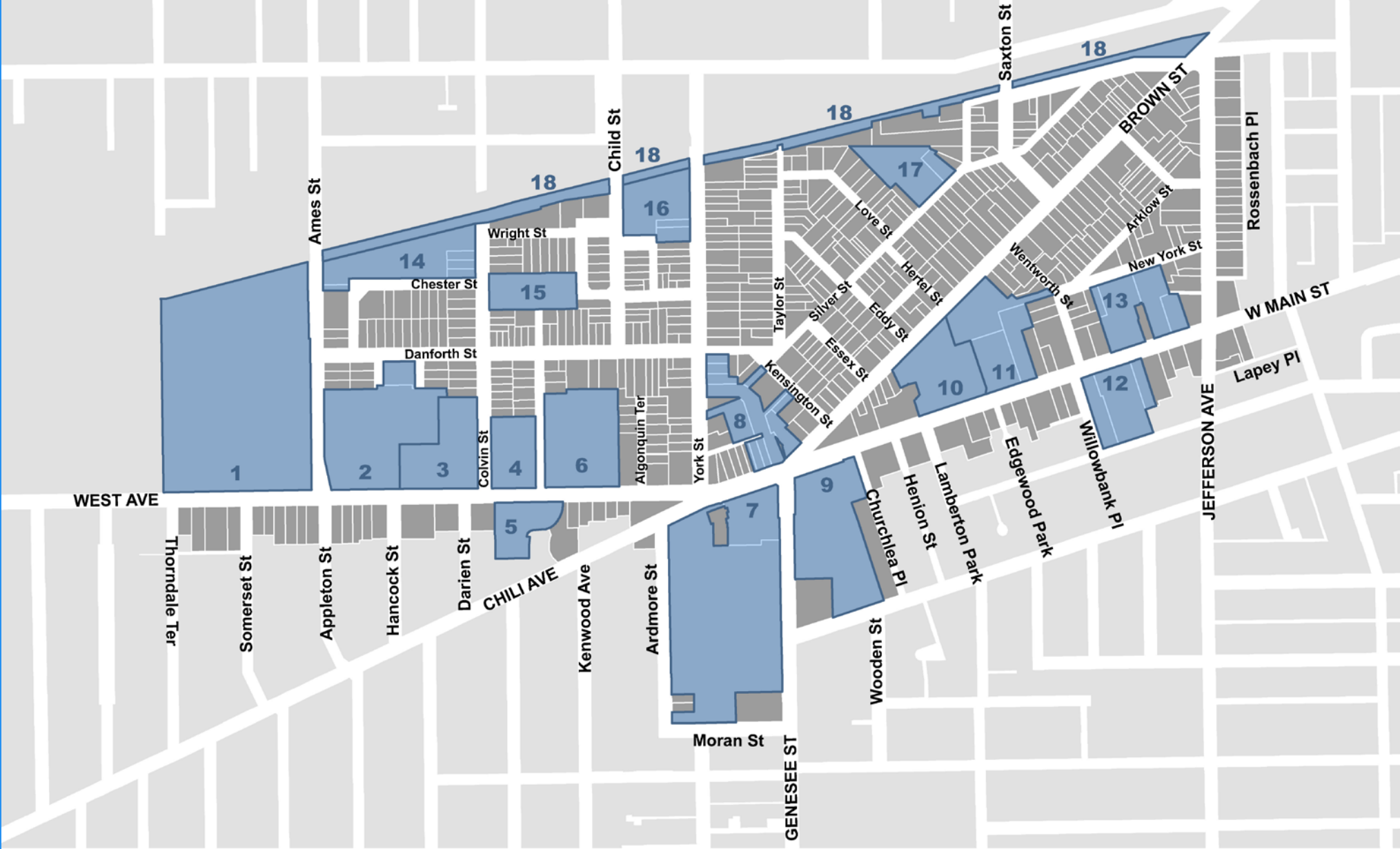
15 owners

control

65.5 acres

or

45.1% of the BOA

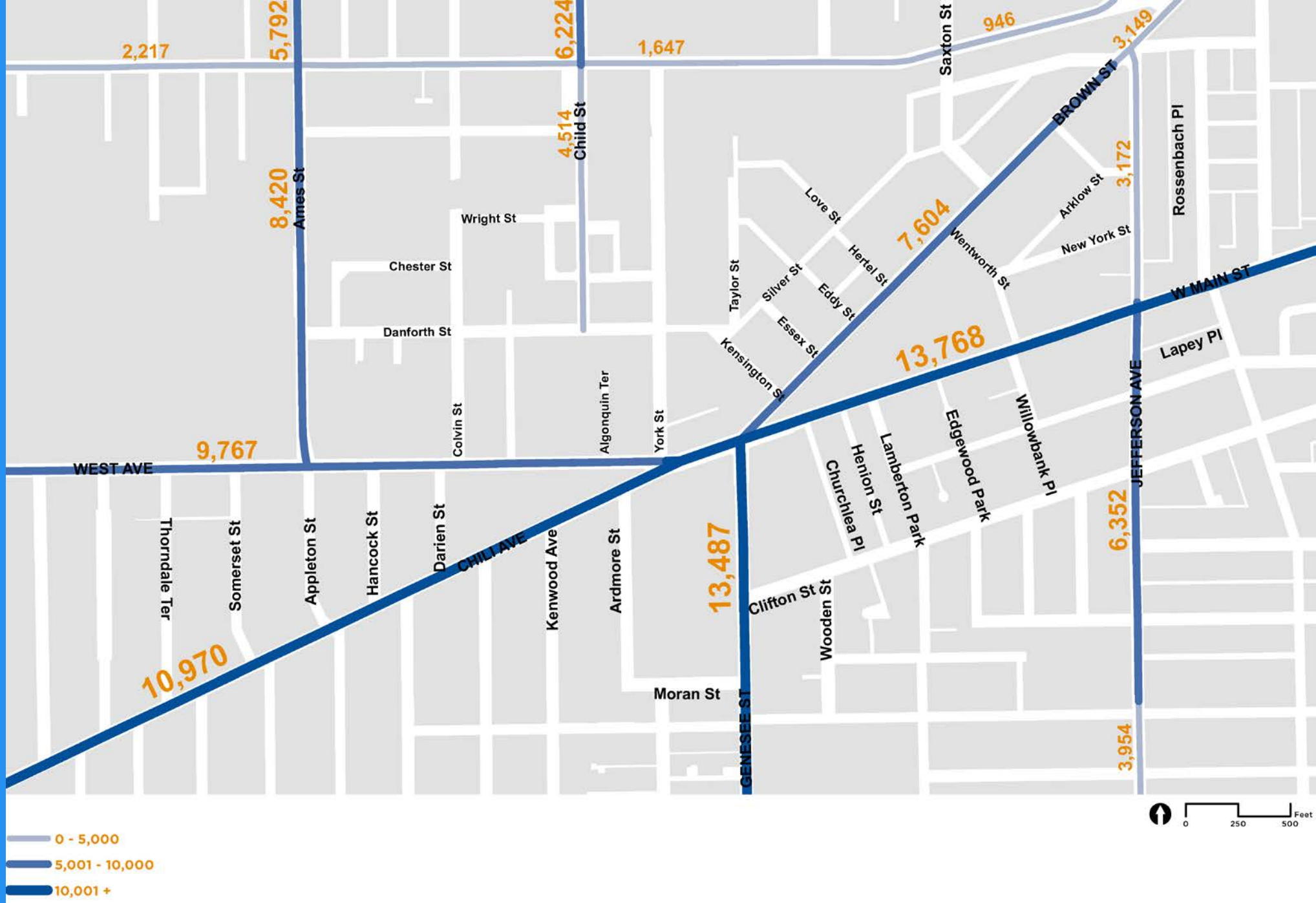


Property owner of 1 acre or more



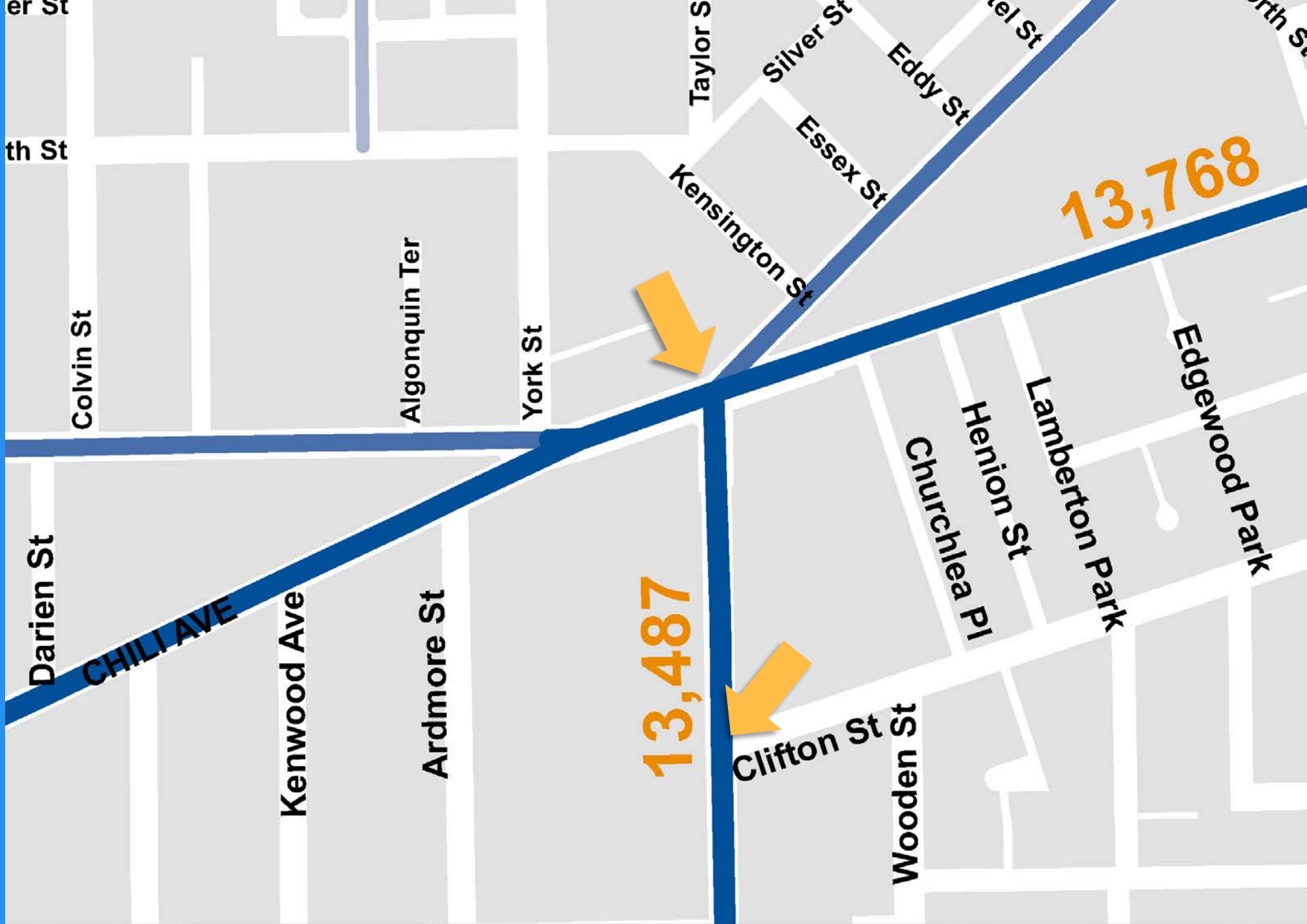
Traffic Volumes

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



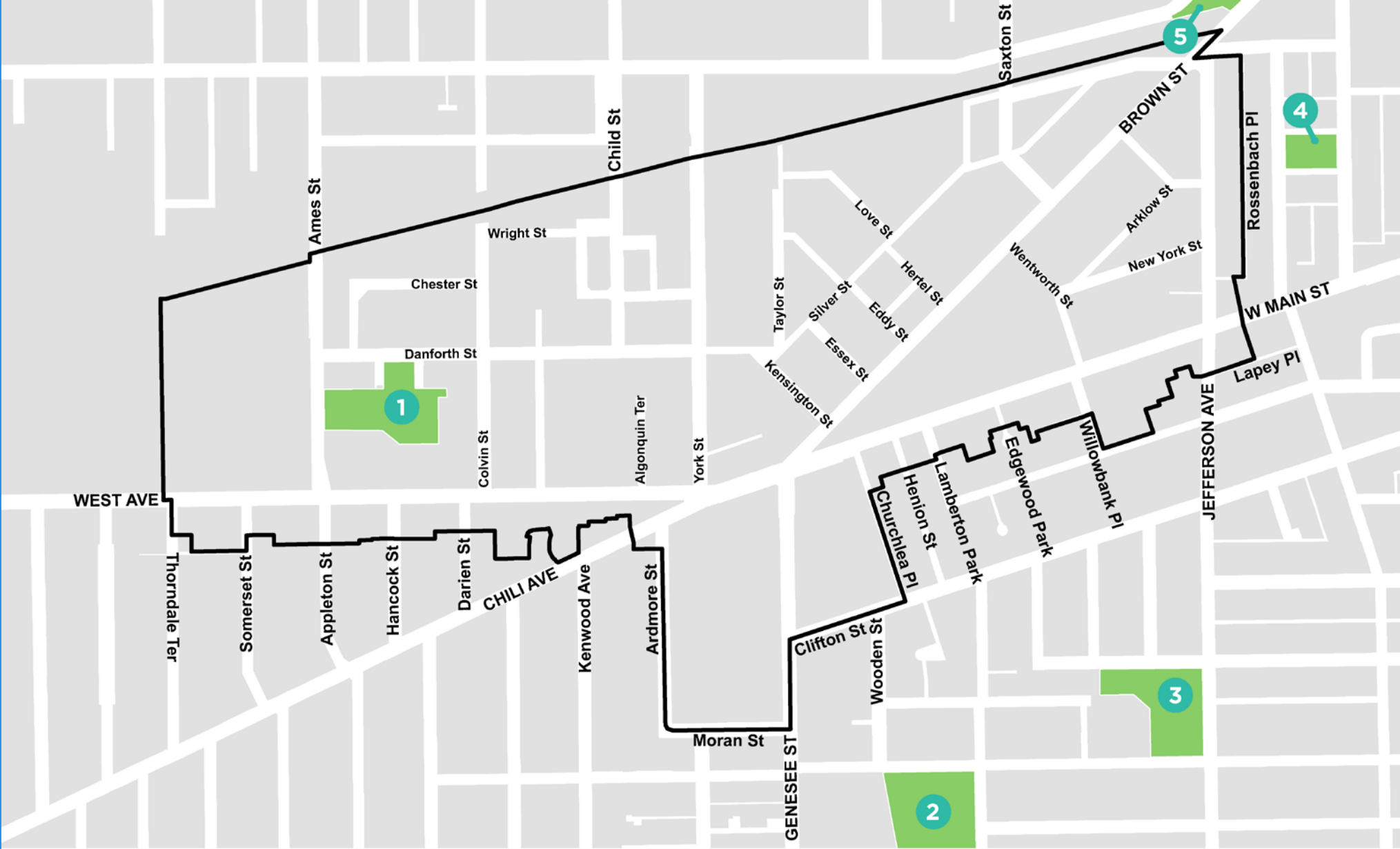
MCDOT
Safety Studies

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:

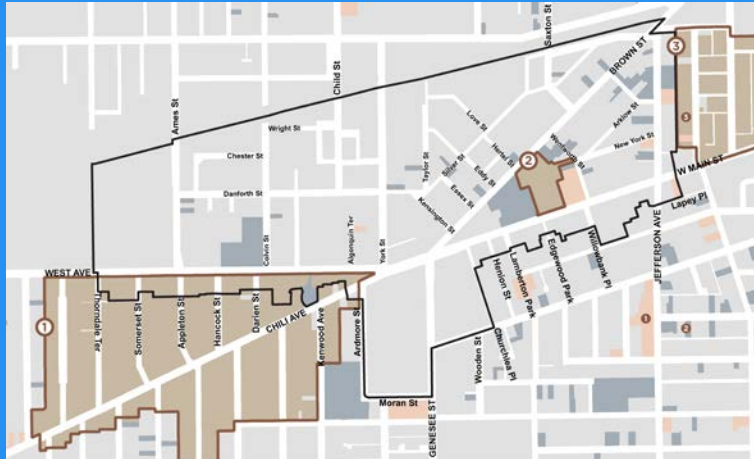
- 2 Wilson Foundation Academy Sports Complex
- 3 Jefferson Terrace Park
- 4 Susan B. Anthony Square
- 5 Grape Wilder Park



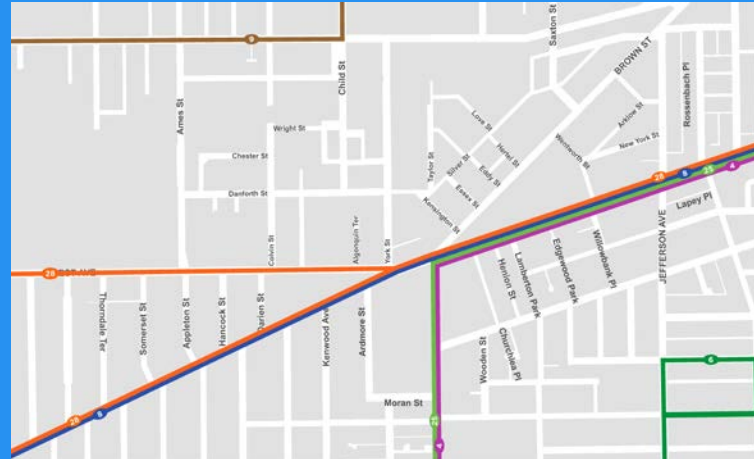
Other Areas of Inventory

(Viewable on the posters)

Historic Resources



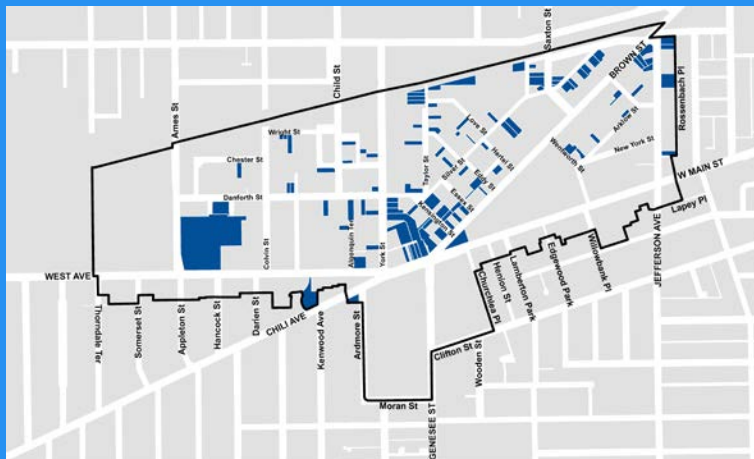
Transit Services



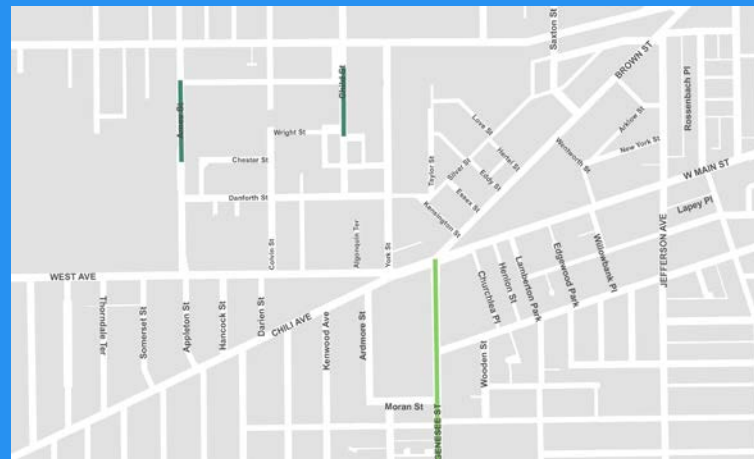
Water Infrastructure



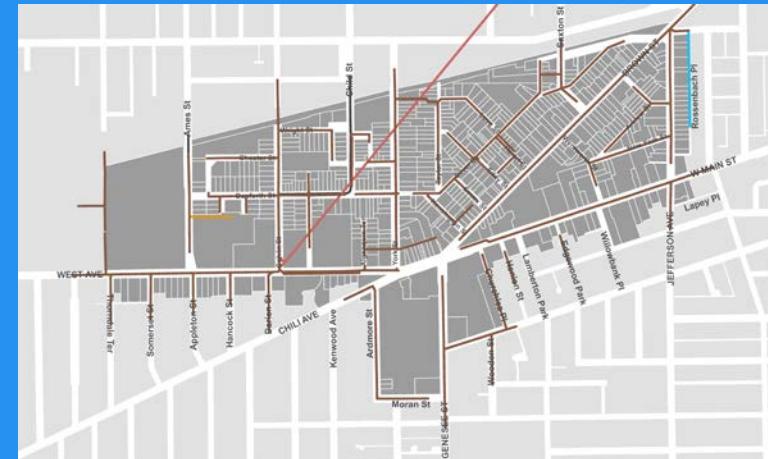
City-owned Property



Bicycle Routes



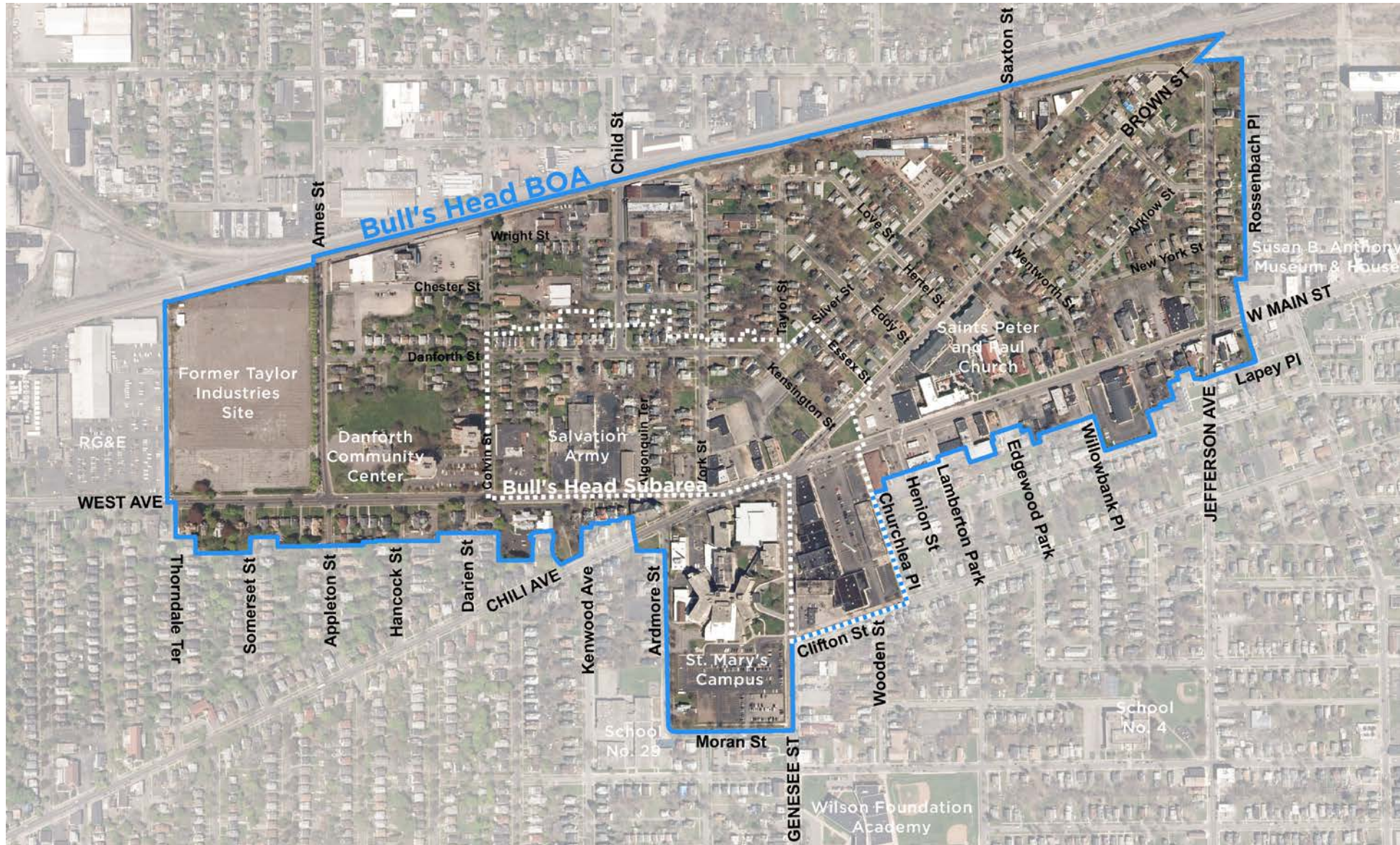
Sewer Infrastructure



SUBAREA



Where is the Subarea?



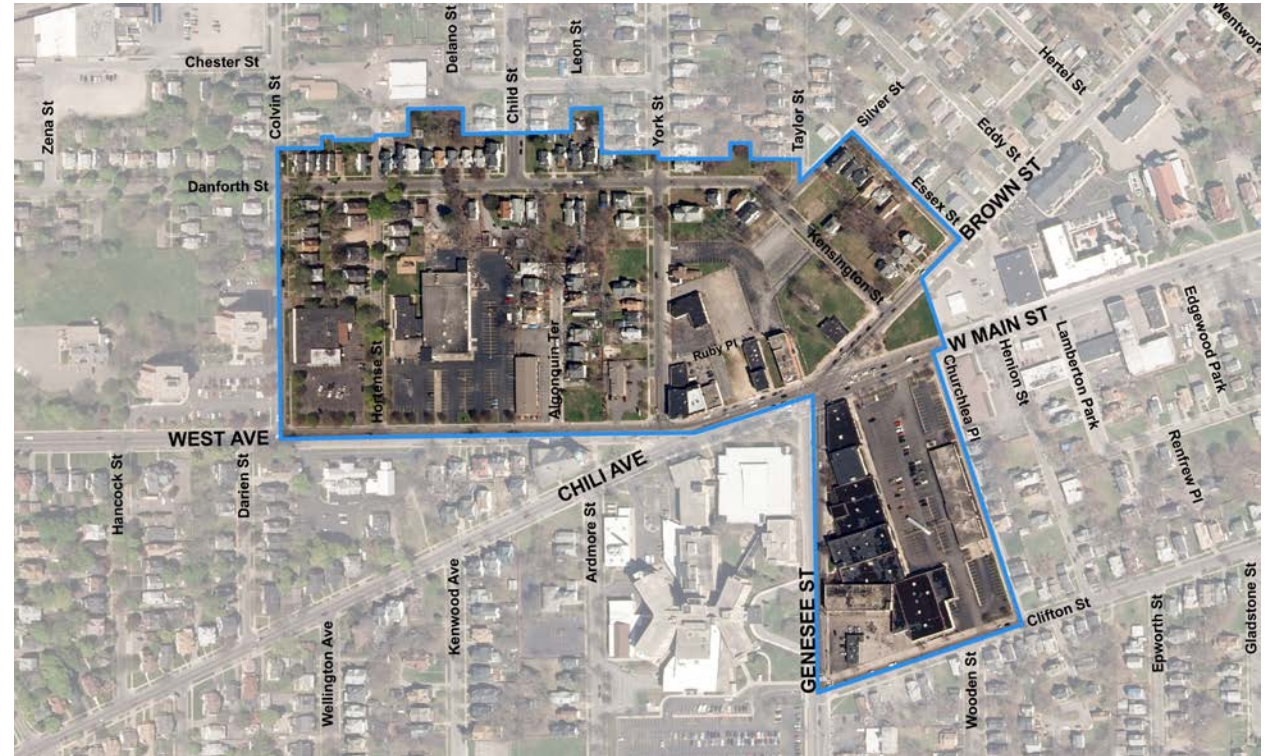
Where is the Subarea?



What is the Subarea?

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

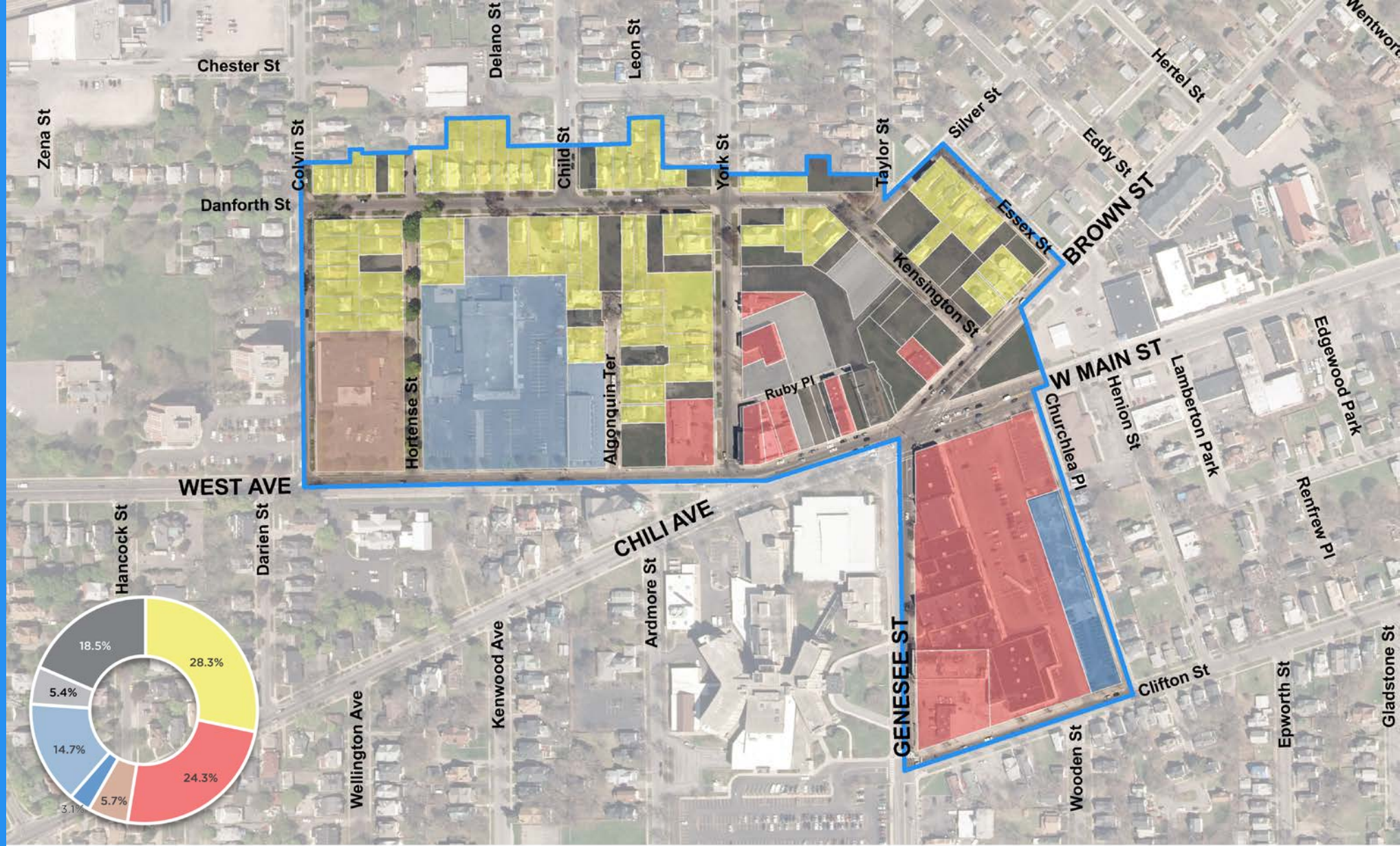
Official Name:
Bull's Head Urban Renewal Area



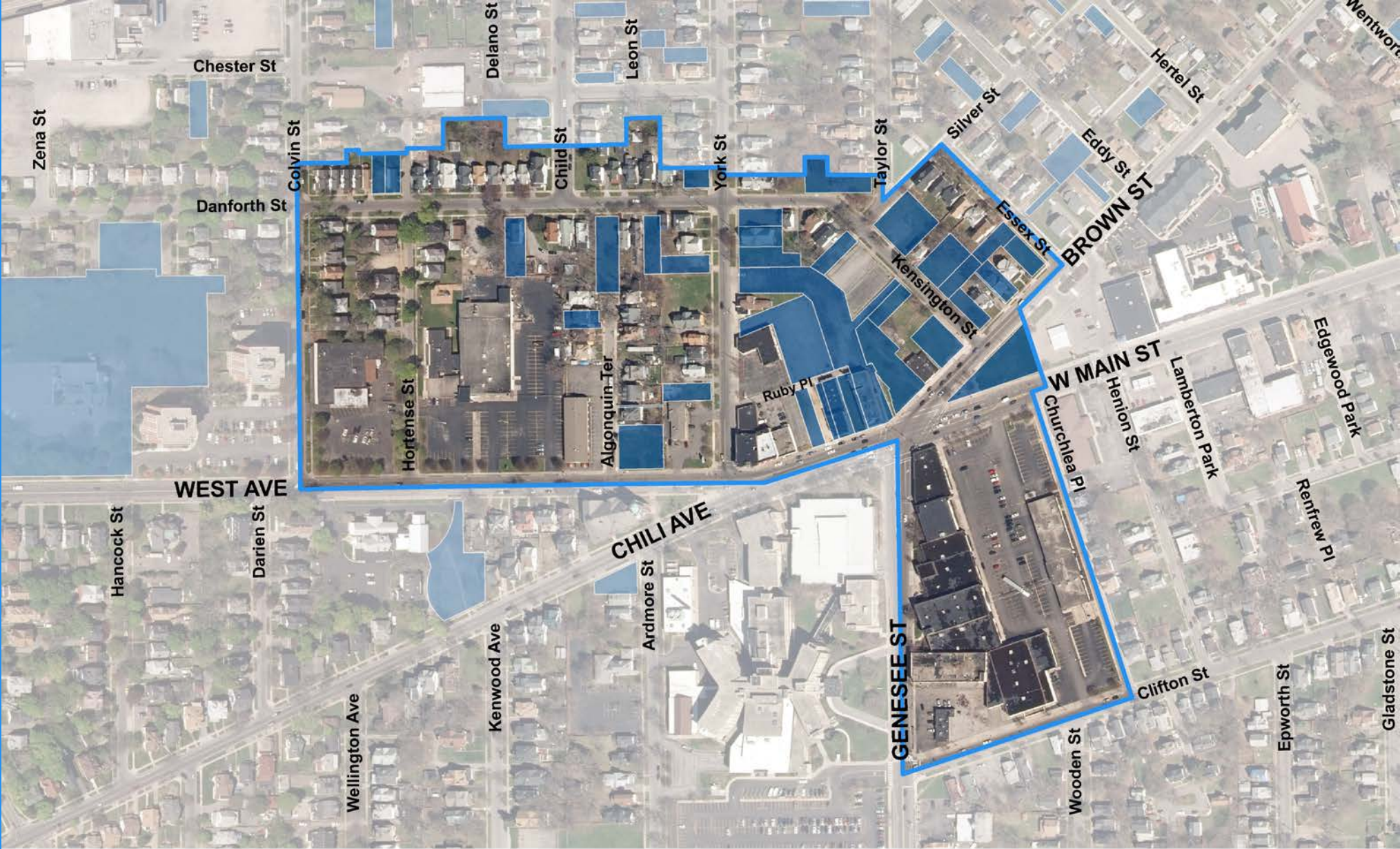
What is the Subarea?



Subarea Land Use



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

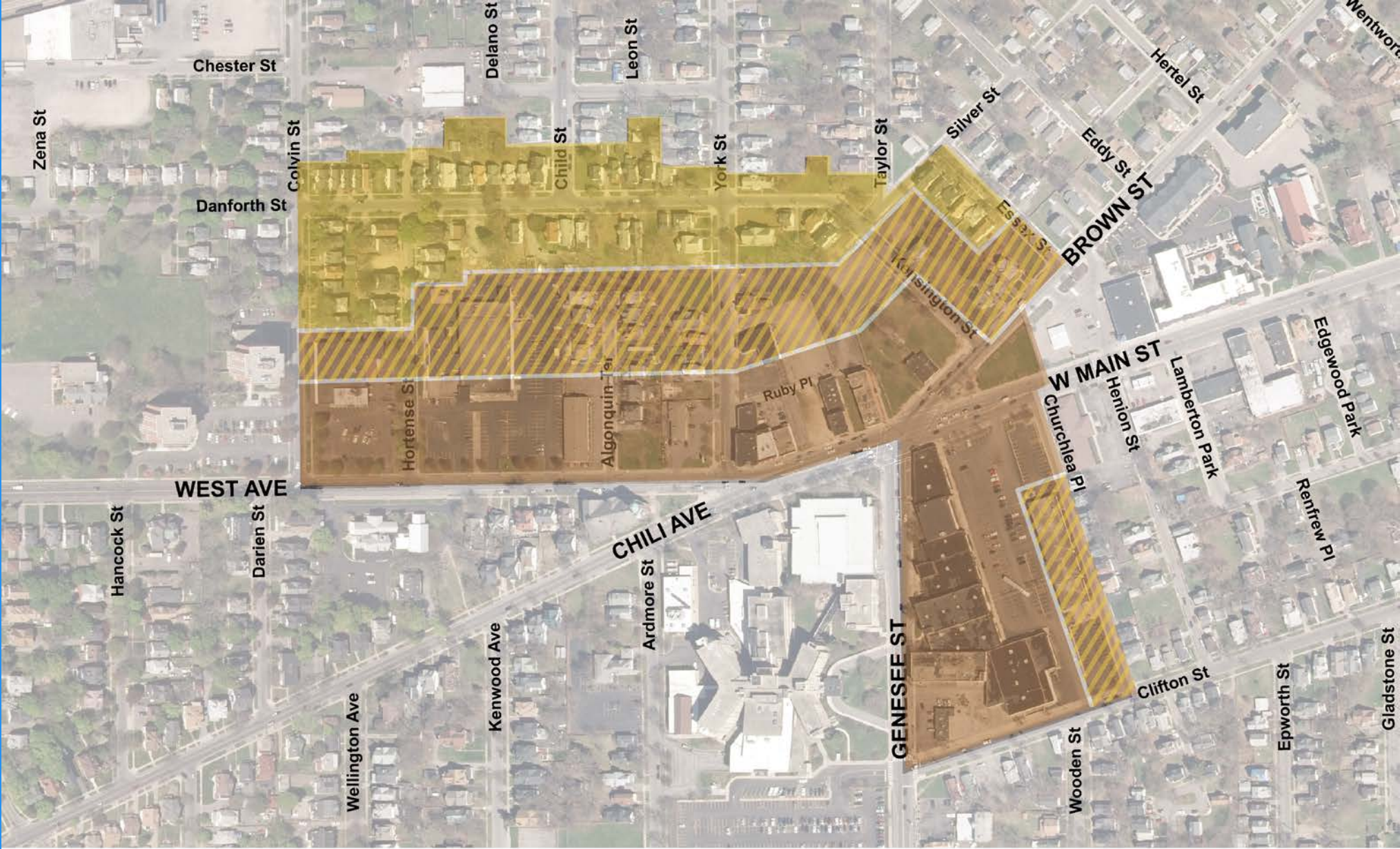
Community Design Workshop

(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

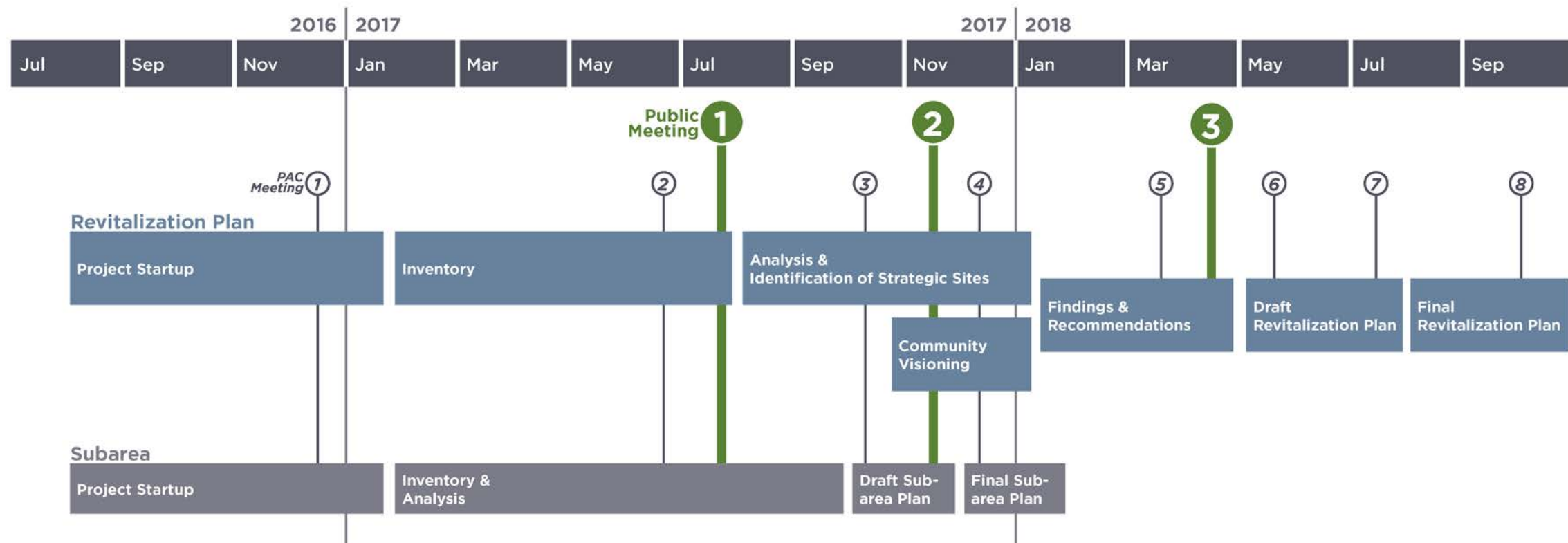


Subarea Plan Components

- 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:

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Project Manager
City of Rochester
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Rochester, NY 14614-1290

Website:

CityOfRochester.gov/BullsHeadRevitalization

Document Repository:

Arnett Branch Public Library