



# 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](http://www.CityOfRochester.gov/BullsHeadRevitalization)

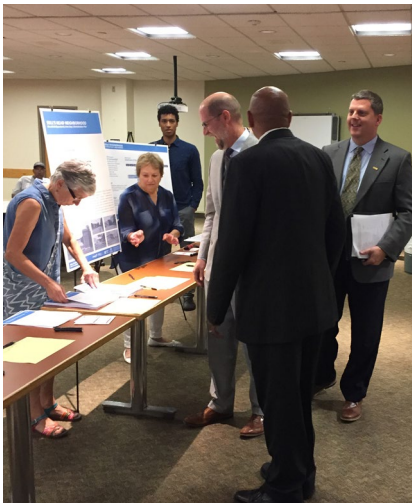


**Arnett Branch Public Library**

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 19<sup>th</sup> 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)

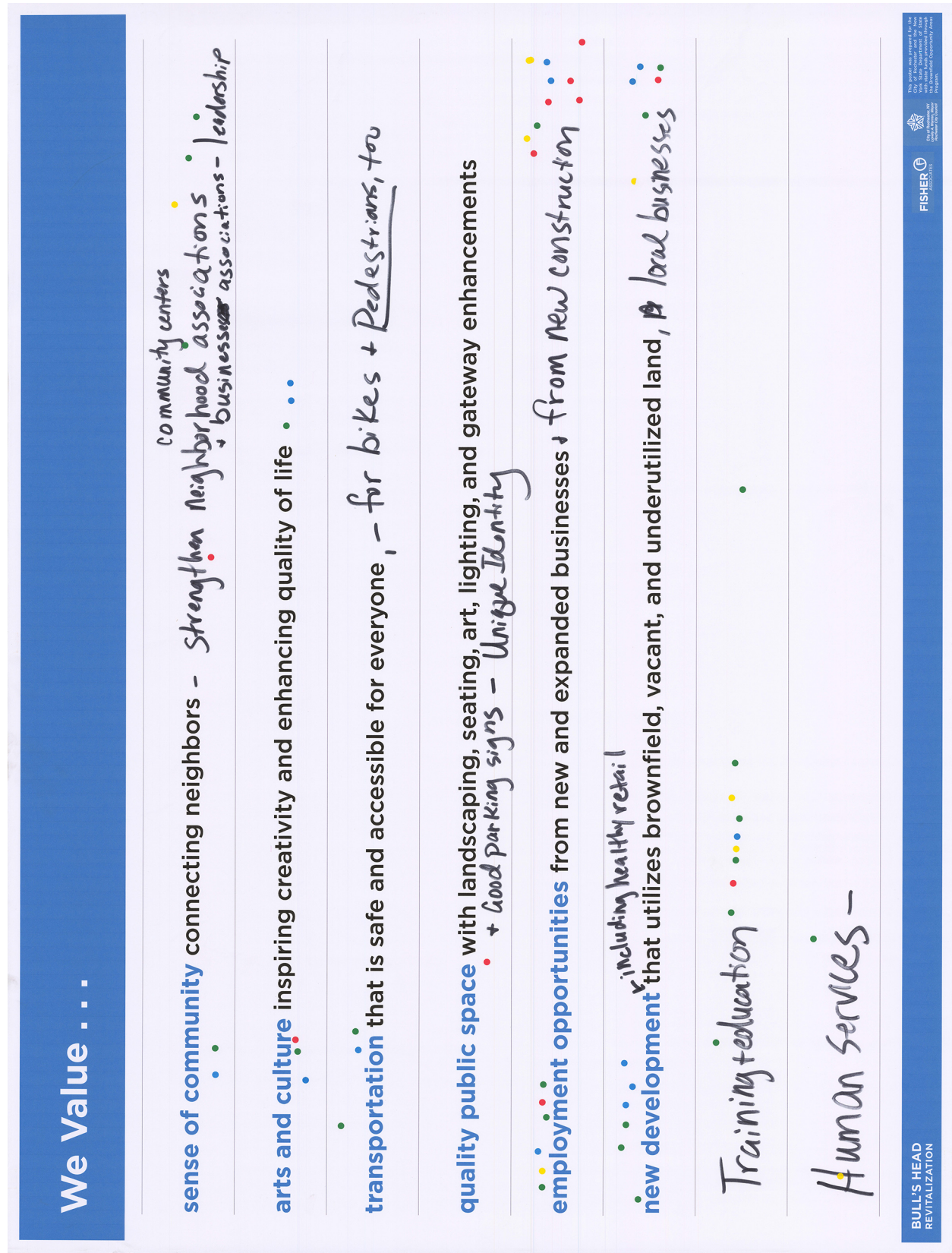
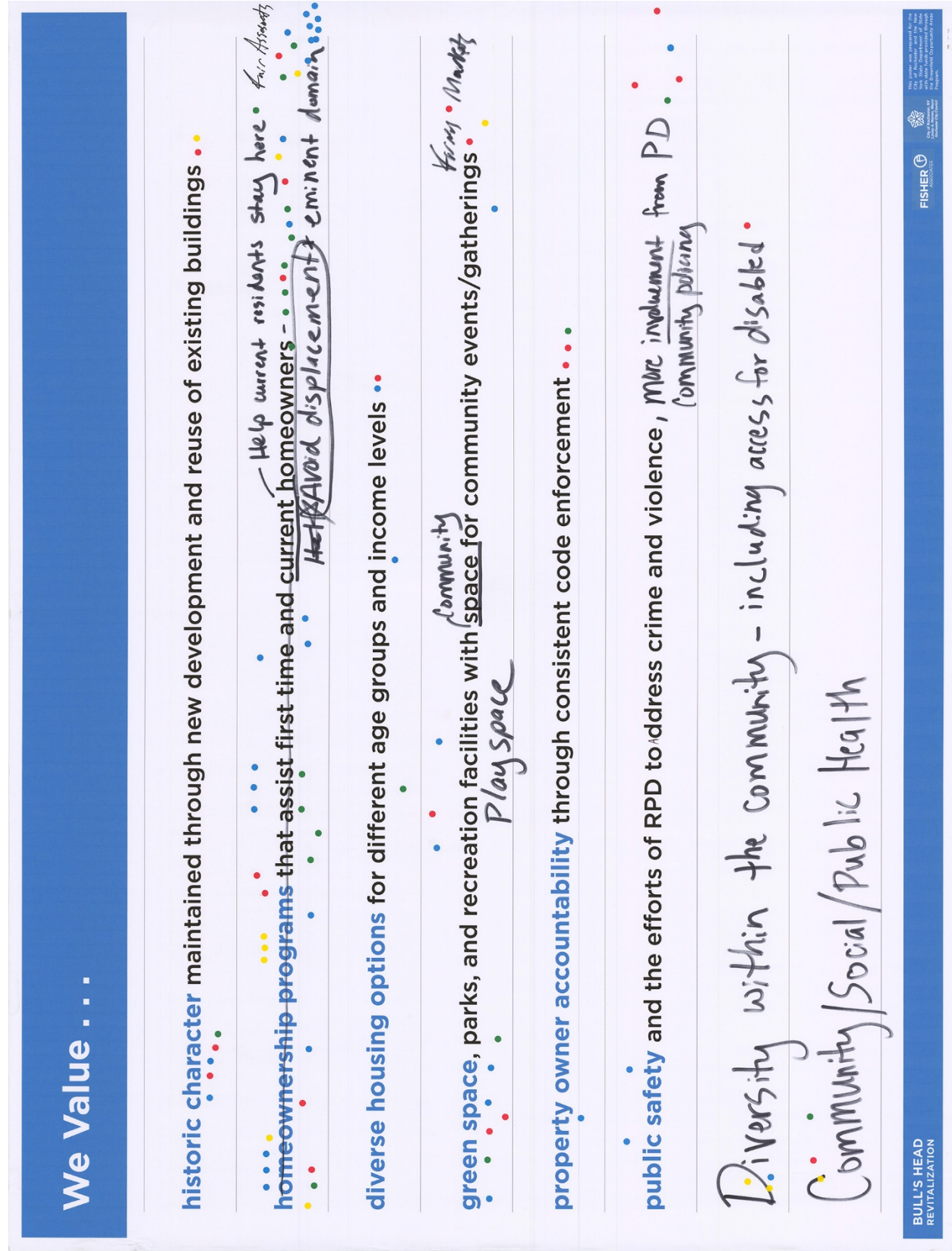


Figure 2: Value Statements (2 of 2)





## 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?



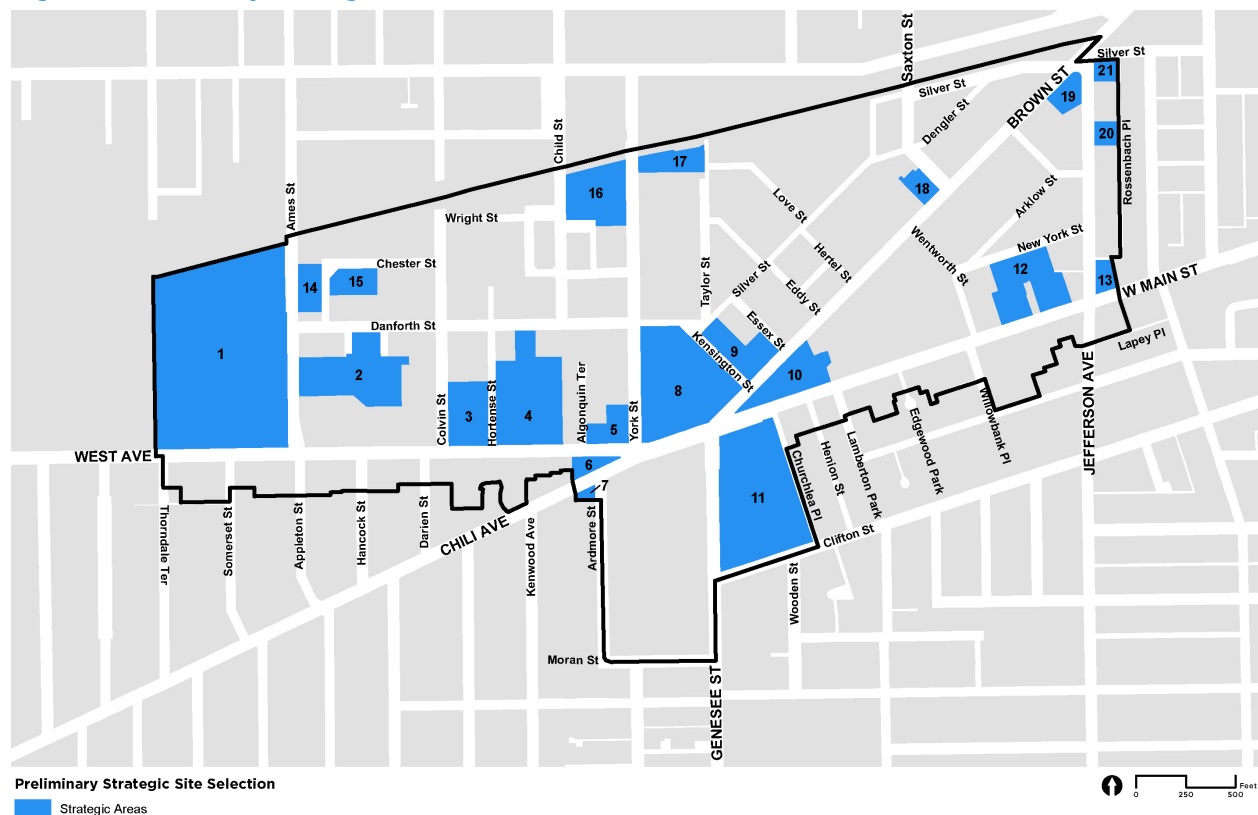
### Strategic Sites Feedback

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

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- 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*

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- 3
  - *Urgent care UPMC / 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.*

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- 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*

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

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- 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.*

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- 7
  - *Green it, trees*

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- 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]*

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

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- 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*

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## Site Feedback

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

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- 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*

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- 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*

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

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

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

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

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- 18
  - *Continue homes for home ownership*

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

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

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

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



## 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](http://CityofRochester.gov/BullsHeadRevitalization)

### Document Repository:

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

### Project Contact:

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