





## 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](http://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

# Study Area





# 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

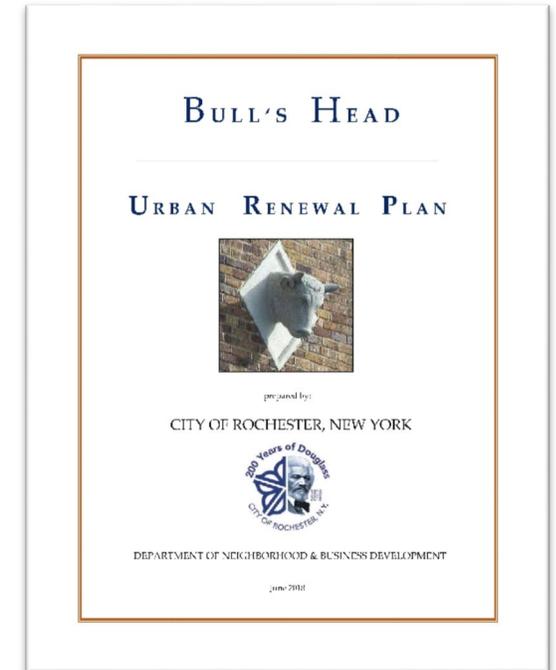
Phased approach with the first phase including land assembly, select demolition, and commencement of environmental due diligence. Second phase includes adoption of zoning amendments and Bull's Head Urban Renewal District.

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



# Summary of Key Findings

**Socioeconomics**

**Parks and  
Natural Resources**

**Land Use and Zoning**

**Vacant, Abandoned, and  
Underutilized**

**Land Ownership and  
Historic Resources**

**Brownfields**

**Transportation and  
Infrastructure**

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

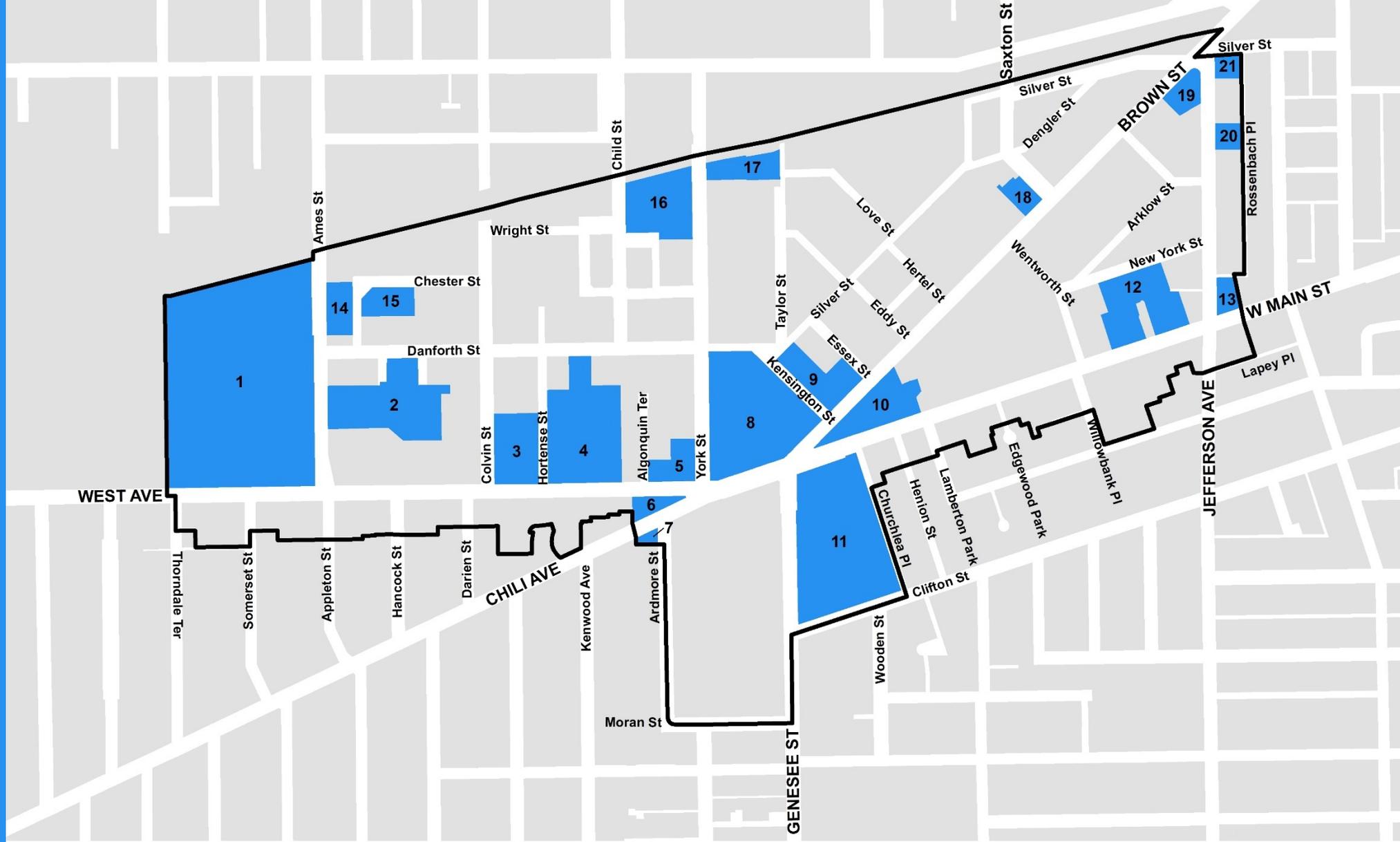
- Rationale** Any property identified in the inventory and analysis through which redevelopment or repurposing would further the goals of the BOA to create an economically and environmentally sustainable neighborhood.
- Approach** Site selection methodology utilizes a 4-step process of both quantitative 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?

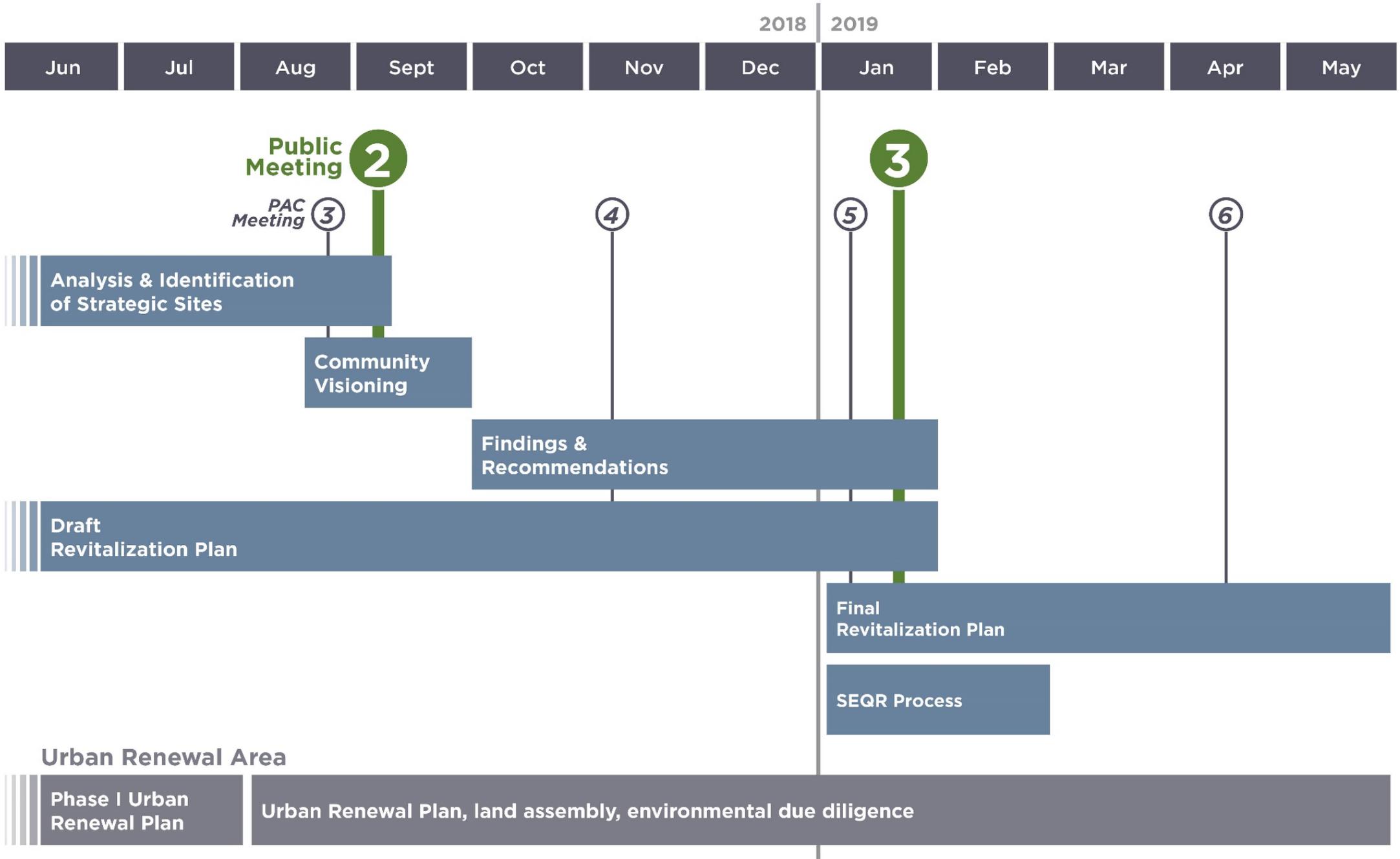
Where would you like to see housing?

Which streets or intersections do you think need improvements?

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

# Next Steps





**Public Meeting 2**

*PAC Meeting 3*

Analysis & Identification of Strategic Sites

Community Visioning

Findings & Recommendations

Draft Revitalization Plan

Final Revitalization Plan

SEQR Process

**Urban Renewal Area**

Phase I Urban Renewal Plan

Urban Renewal Plan, land assembly, environmental due diligence

# BULL'S HEAD REVITALIZATION

*Planning on community values*



## be... **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

## be... **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](http://www.CityofRochester.gov/BullsHeadRevitalization)

## be... **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 Rynski at 428-6932.

### 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!**



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