



City of Rochester Vacuum Oil Brownfield Opportunity Area

Master Plan Presentation

November 28, 2012 | Public Meeting



Meeting Agenda

- Welcome
- Background and Overview
- Presentation of the Proposed Master Plan
- Next Steps
- Open House / Q&A



The Study Area



Project Background

- 1990 LWRP and South River Corridor Plans
- Genesee River Trail
- Riverfront Redevelopment Projects
- 2003 NYS Legislation – BOA Grants
- 2006 City BOA Grant Application



Process: Arriving at the Vision Plan

Existing Conditions and Analysis
June – September 2011



Visioning – Public Meeting
October 2011



Public Design Workshop
March 2012

Process: Arriving at the Vision Plan

PLEX Neighborhood Design Charrette
June 2012




Master Planning Options
July - September 2012




Master Plan Refinement/Phasing
September – November 2012

Process: Arriving at the Vision Plan

Public Open House
November 2012



Further Plan Refinement and
Implementation Strategy
December 2012 – January 2013



Final Draft Nomination Study
February 2013 (Submittal to DOS)



VACUUM OIL BROWNFIELD OPPORTUNITY AREA

THE MASTER PLAN

Master Planning Considerations

- Additional studies required
 - Geotechnical studies
 - Environmental investigations
- Key redevelopment parcels are privately owned
 - Property owner participation is required
- Waterfront lands are within mapped floodplains
- Environmental cleanup liabilities

Master Planning Considerations

- **FUNDING!!!**
 - Environmental cleanup
 - Building demolitions
 - Roadways and utilities
 - Riverfront and recreational features
 - Trail enhancements

What We've Heard So Far...

Neighborhood preservation Need green space and recreation opportunities Enhanced public access to water Avoid urban renewal style clearing of existing residential areas Public waterfront amenities Historic interpretation Food desert Green infrastructure Residential rehabilitation projects Adaptive reuse of Foodlink building Senior housing Safety Create medical hub and services Youth programming Clean up Vacuum Oil site Increased homeownership Pocket parks and community gardens Improved visibility to River Streetscape enhancements on Plymouth Avenue Don't want to see gentrification of neighborhood No privatization of waterfront Genesee Valley Canal Grocery store Appropriate level of expanded University of Rochester presence Neighborhood links to trail network Goods and services for residents Interpretive center on waterfront

...and how it relates to the Master Plan

- Enhanced waterfront trail system
- Programmed waterfront spaces
- Direct water access
- Residential neighborhood stabilization
- Reuse of vacant properties in residential areas
- Streetscape enhancements and traffic calming
- Connectivity

Master Planning Phases

0-7 Years



8-15 Years



16+ Years



The 0-7 Year Plan

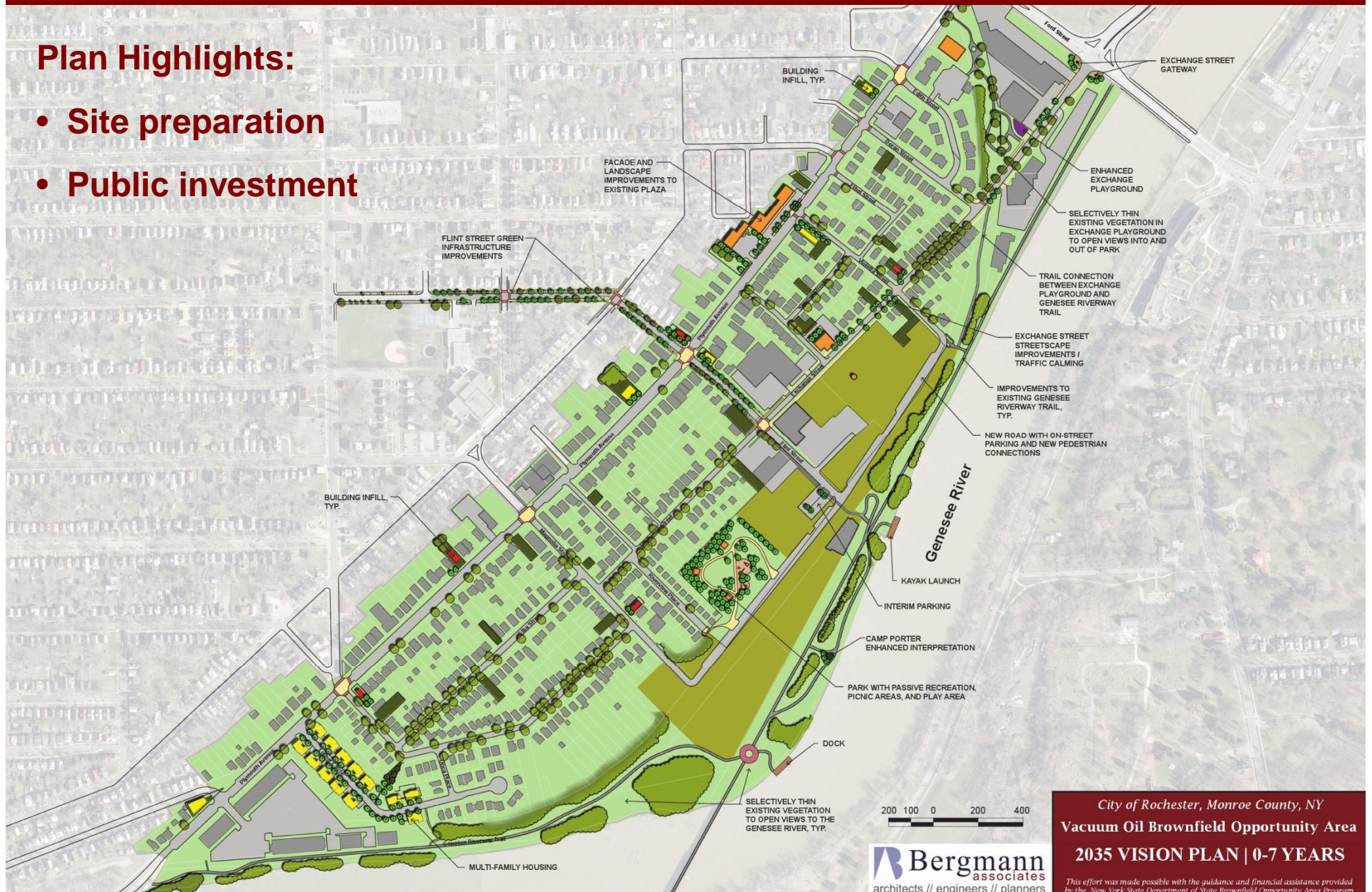
Redevelopment Assumptions

- Land assembly is possible
- Participation of key property owners
- Investigation efforts do not identify obstacles
- Funding is identified and secured
- Retained structures are suitable for adaptive reuse

0-7 Year Plan

Plan Highlights:

- Site preparation
- Public investment



Multi-Family Residential



Pocket Parks, Greenspace & Gardens



Neighborhood Infill



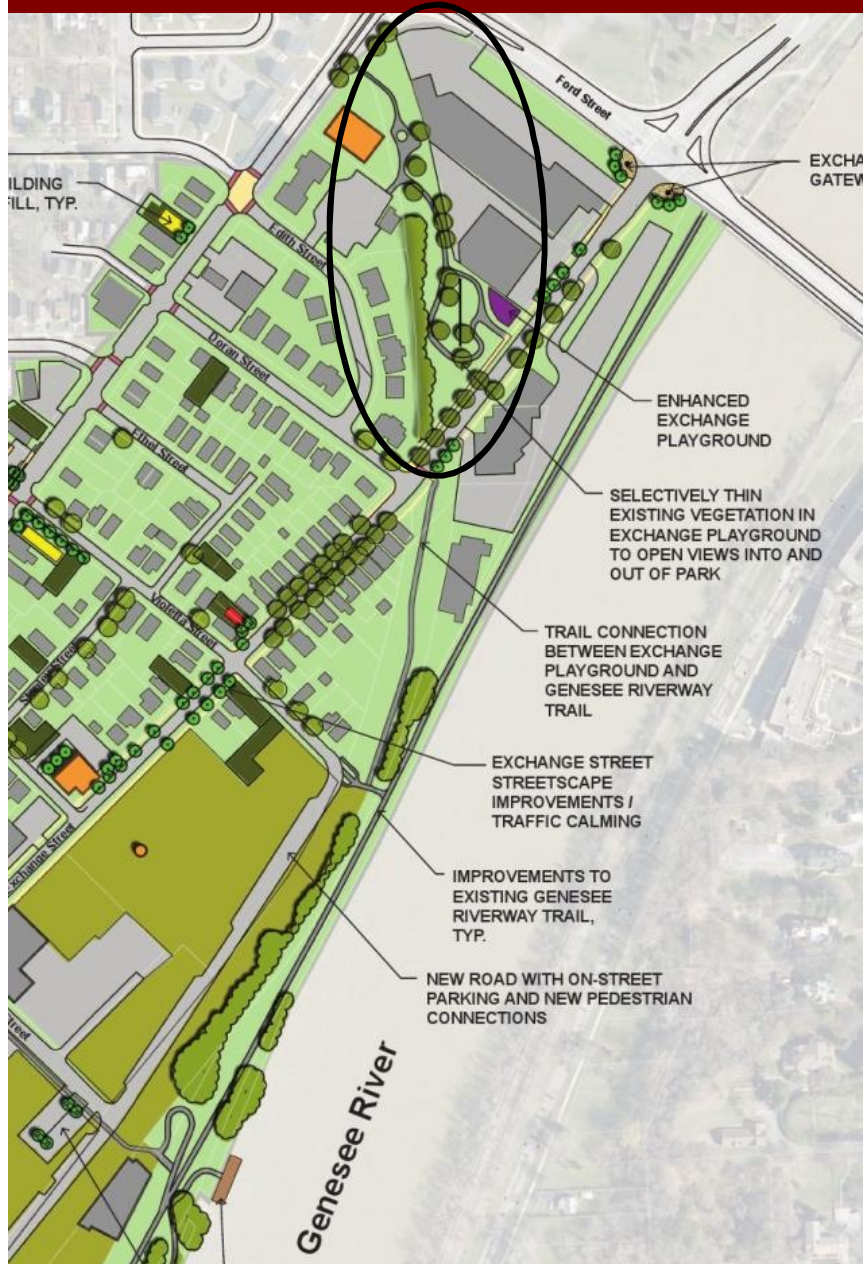
Façade and Site Enhancements



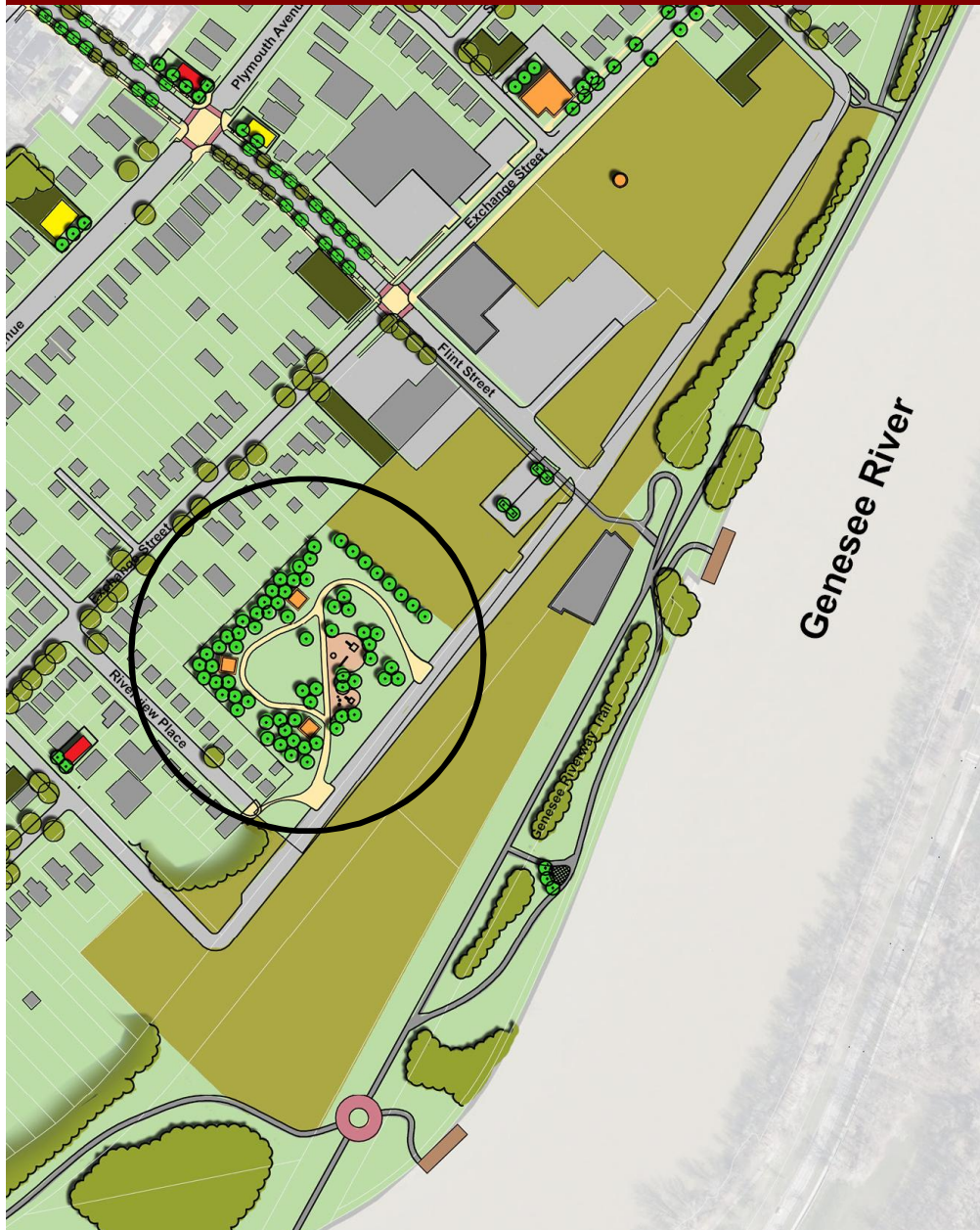
Trail Enhancements



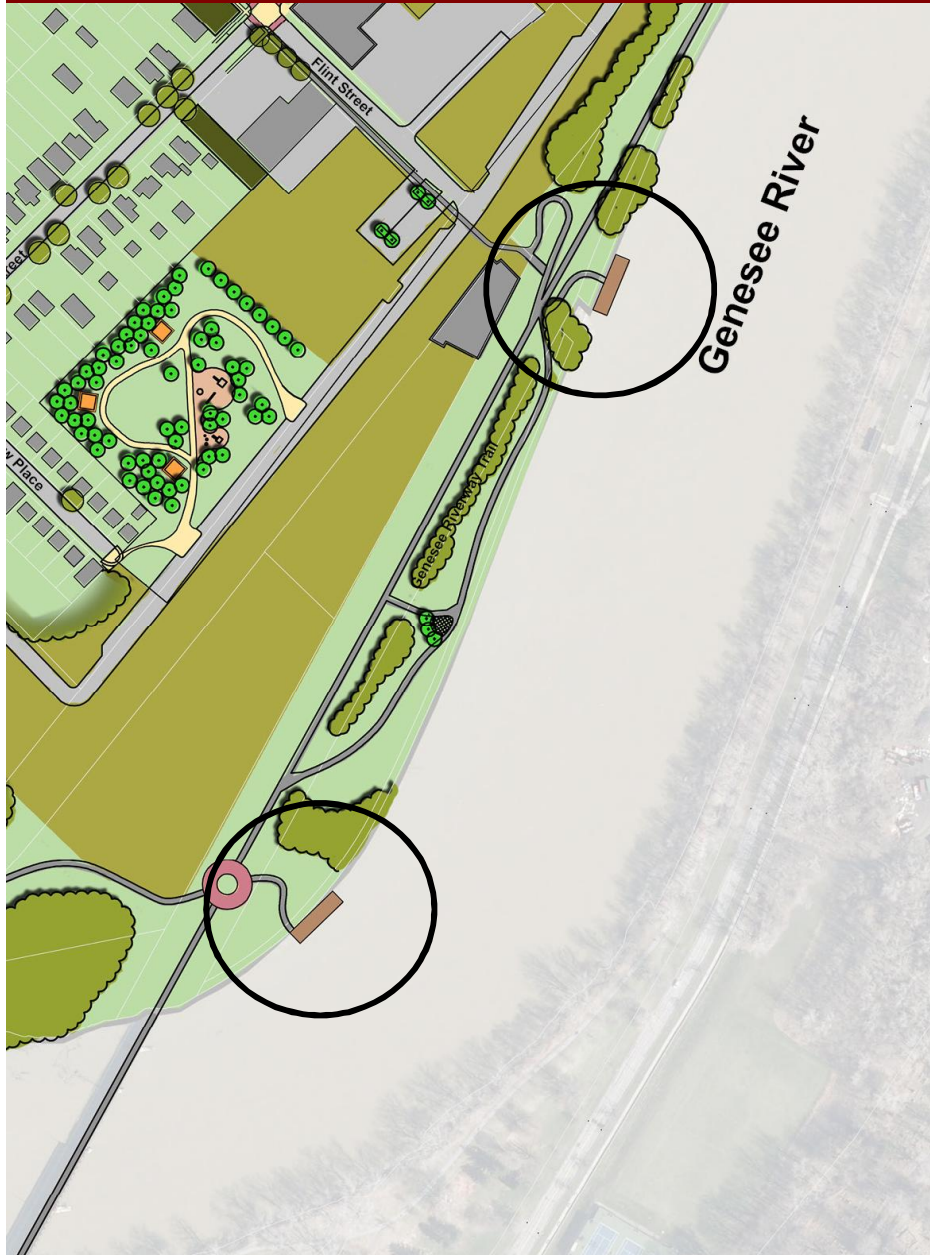
Linear Park and Playground



Programmed Open Space



Water Access



Flint Street Streetscape



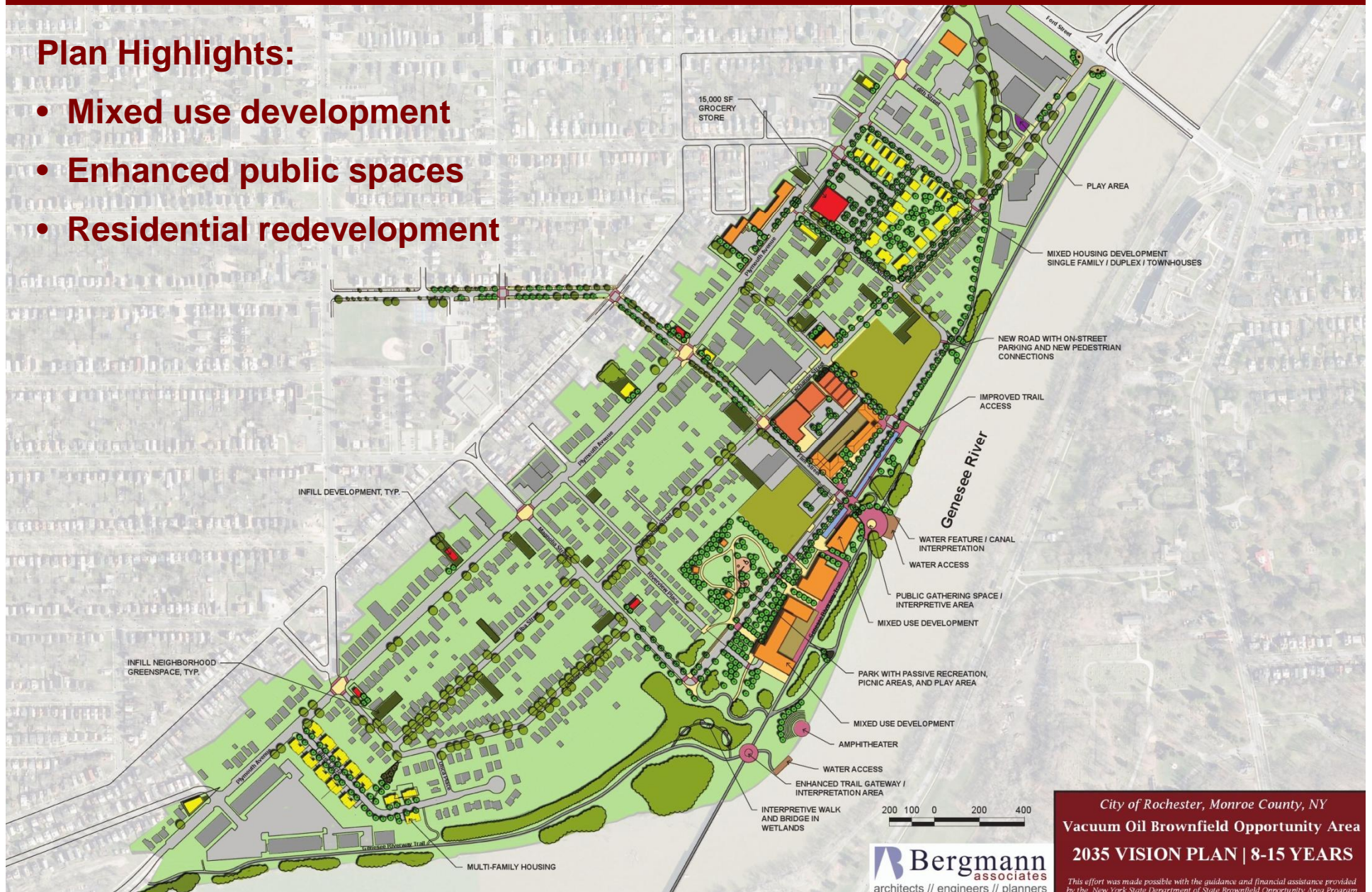
Streetscapes & Traffic Calming



The 8-15 Year Plan

Plan Highlights:

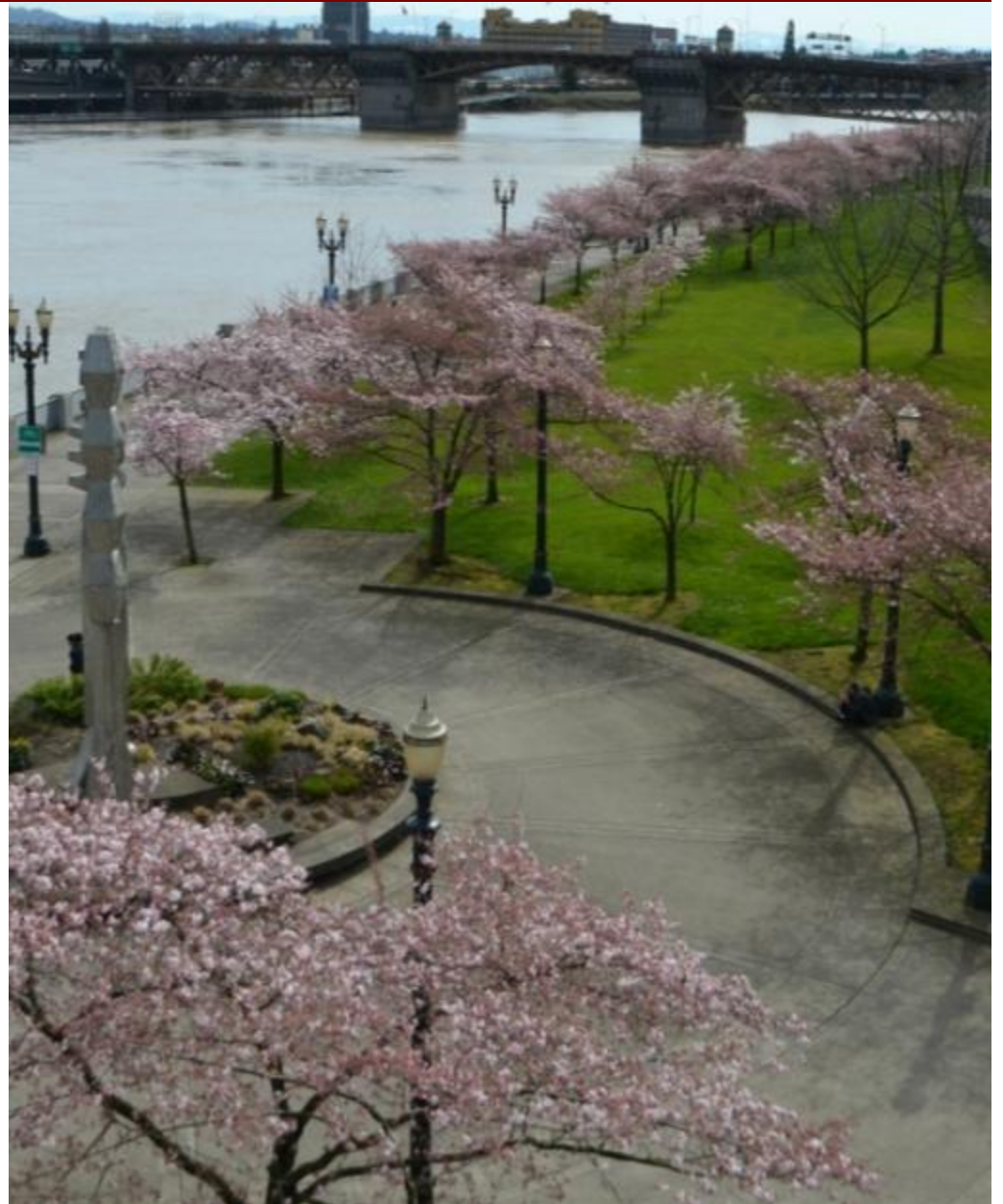
- Mixed use development
- Enhanced public spaces
- Residential redevelopment



Waterfront Mixed Use



Waterfront Open Space & Programming



Waterfront Open Space & Programming



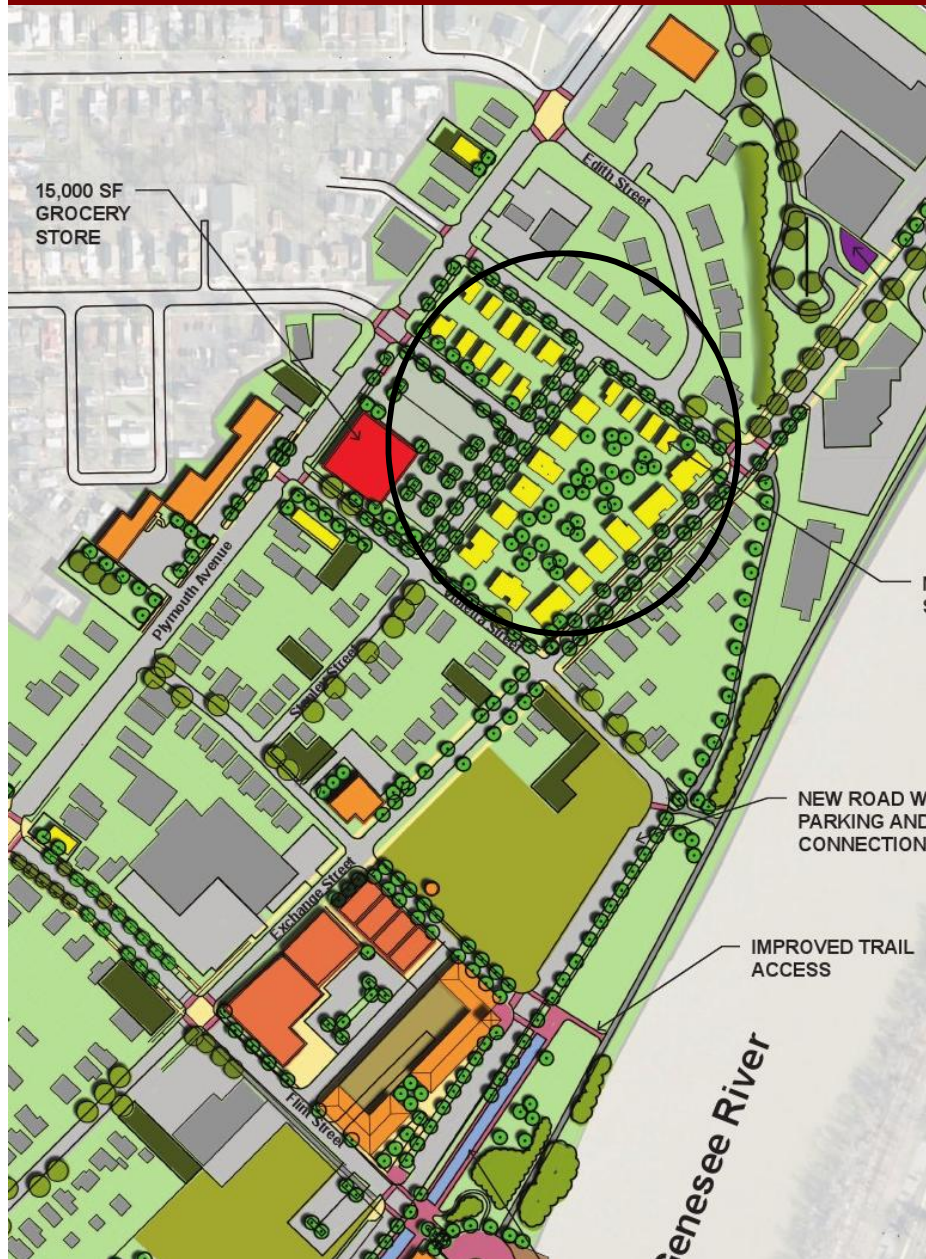
Mixed Use Development



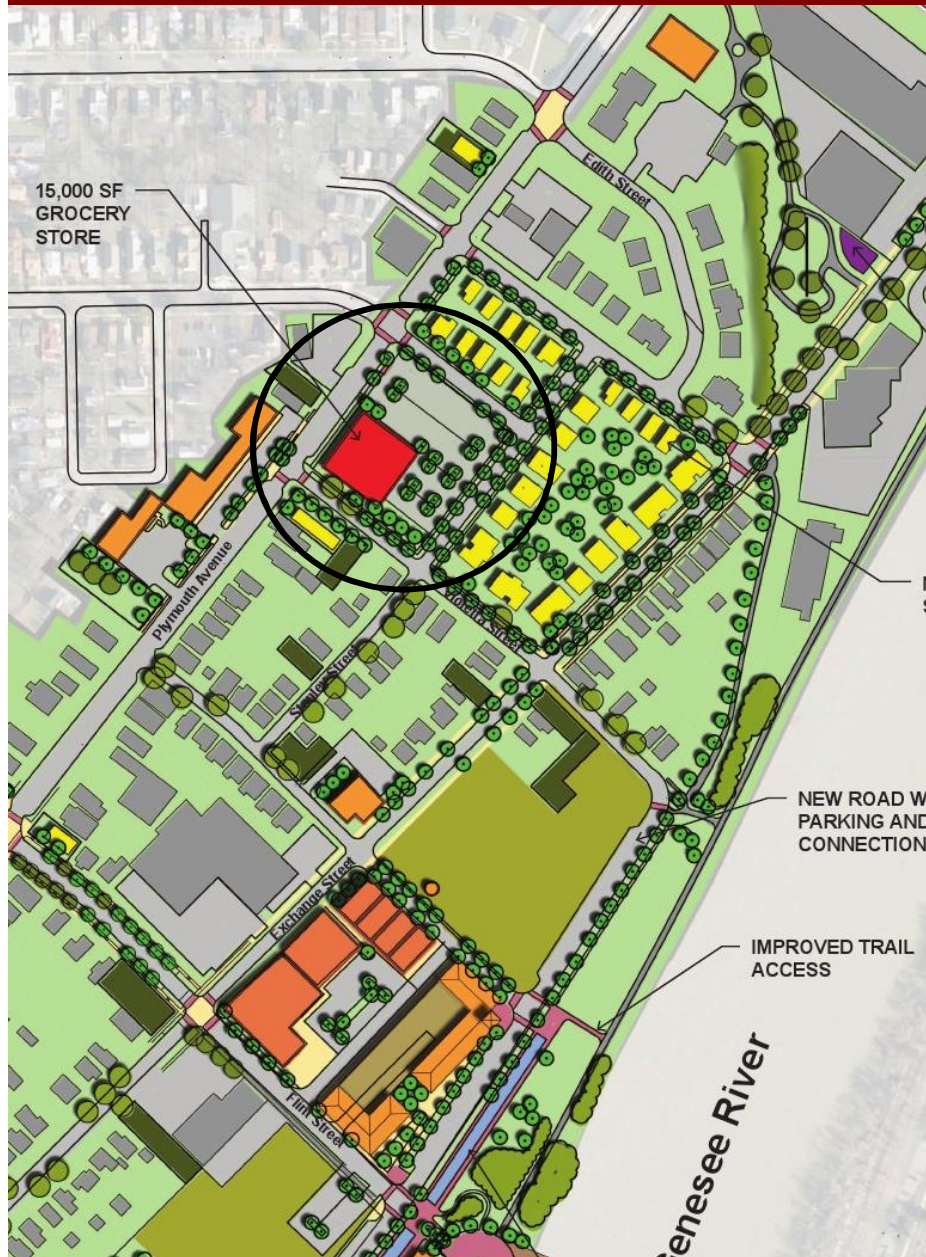
Flex / Incubator / Workforce Training



Housing Redevelopment



Grocery Store



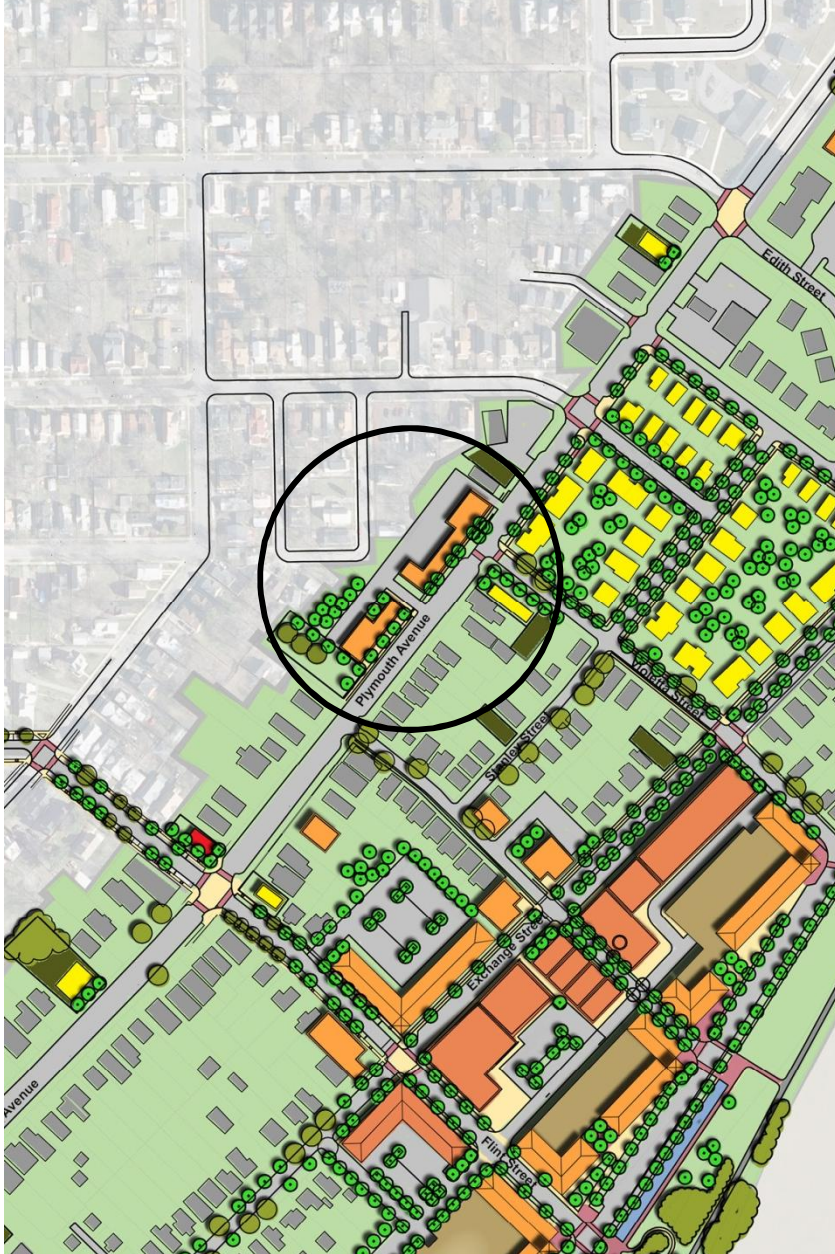
The 2035 Vision Plan

Plan Highlights:

- Expanded mixed use development



Commercial Redevelopment



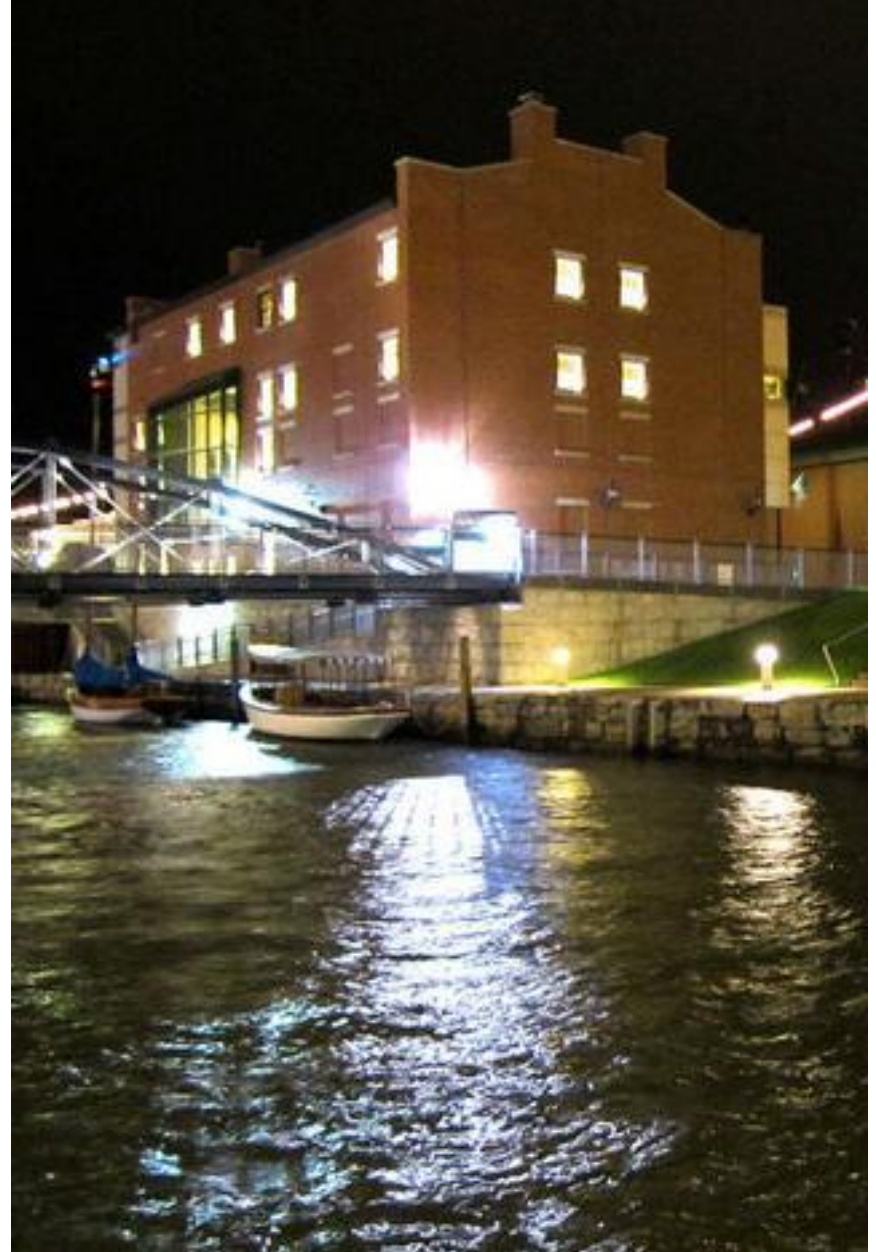
Mixed Use Development



Waterfront Programming / Interpretation



Waterfront Programming / Interpretation



A photograph of an industrial building, likely a former oil refinery, viewed from a rooftop perspective. The building is multi-story with numerous windows and a prominent water tower on its roof. The foreground shows a flat rooftop area with some low walls. The sky is overcast.

VACUUM OIL BROWNFIELD OPPORTUNITY AREA

APPLICATION FOR PROJECT ADVANCEMENT

Application Overview

Step 3 of the BOA Program allows municipalities to apply for funding for projects that will guide successful implementation of the Master Plan.

City of Rochester submitted an application for additional funding in September 2013.

Funding Request

The Master Plan will be further refined and modified as a result of these planning studies and analyses.

- Geotechnical investigations
- Environmental assessments
- Land appraisals
- Streetscape design / traffic calming
- Engineering and preliminary design for riverwall improvements
- Building condition / structural assessments / asbestos surveys
- Developer pro formas / financing packages
- Civic engagement
- Housing analysis and reinvestment strategy
- Marketing and branding initiative
- Invasive species assessment along River Trail
- Waterfront Recreation Master Plan – playgrounds, interpretation, open space, water access
- GEIS for Vacuum Oil footprint
- Zoning updates and design standards

Next Steps in Nomination Study Phase

- Comments / Feedback on Master Plan
- Modifications to Master Plan, as necessary
- City Council Presentation
- Recommendations & Implementation Strategy
- Submittal to DOS for approval

What's in store in the next 2-3 years...

- Complete Nomination Phase of program
- Undertake studies identified in Step 3 Funding Request (implementation strategy)
- Refine master plan and implementation approach based on findings from additional studies



OPEN HOUSE

PLEASE SHARE YOUR THOUGHTS AND
IDEAS WITH US.

Please feel free to contact us at any time to discuss the project:

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