



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.

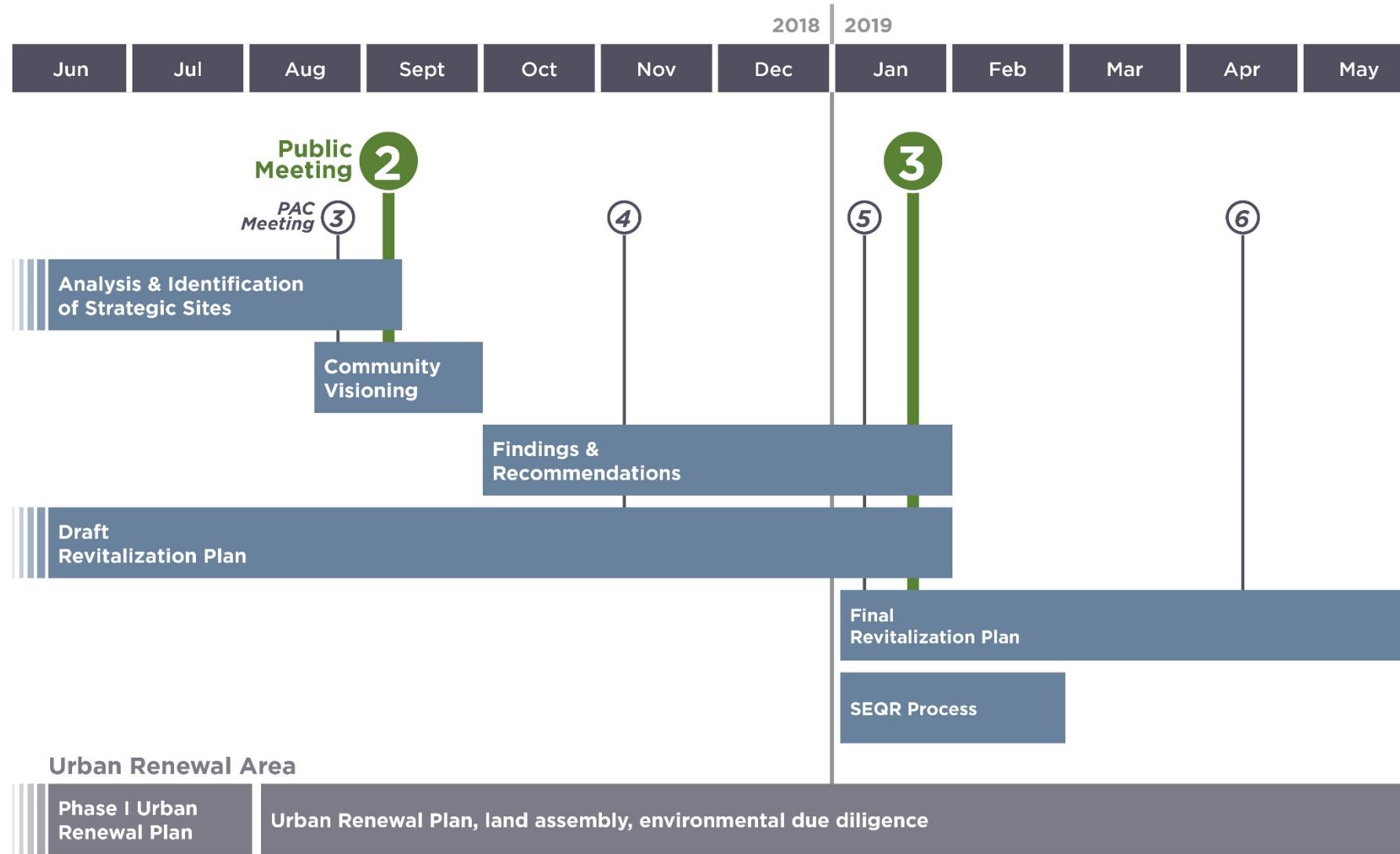


Project Status Update

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

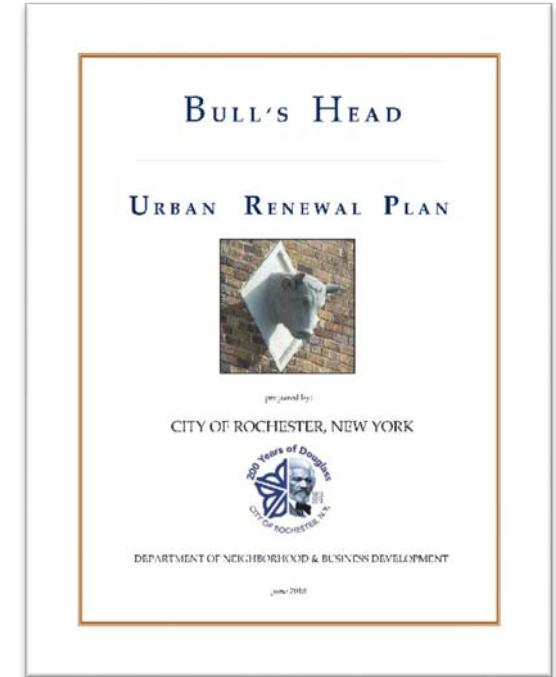
Phased approach with the first phase including land assembly, select demolition, and commencement of environmental due diligence. Second phase includes adoption of zoning amendments and Bull's Head Urban Renewal District.

Key Dates

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

Plan Location

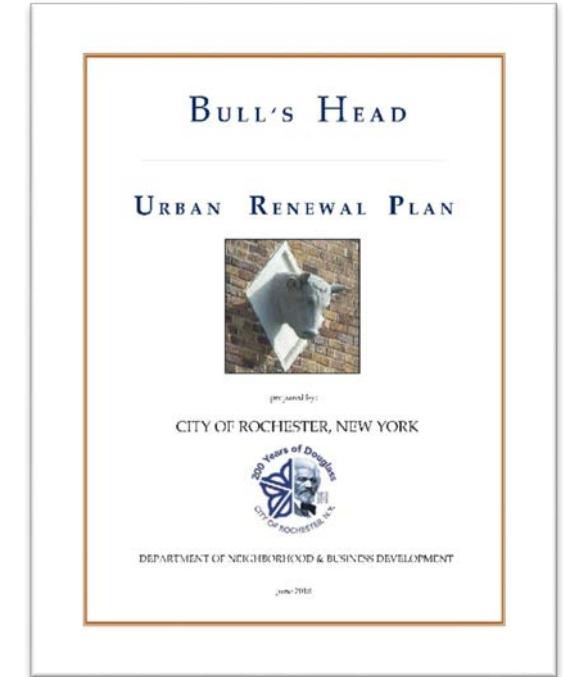
www.CityofRochester.gov/BullsHeadRevitalization



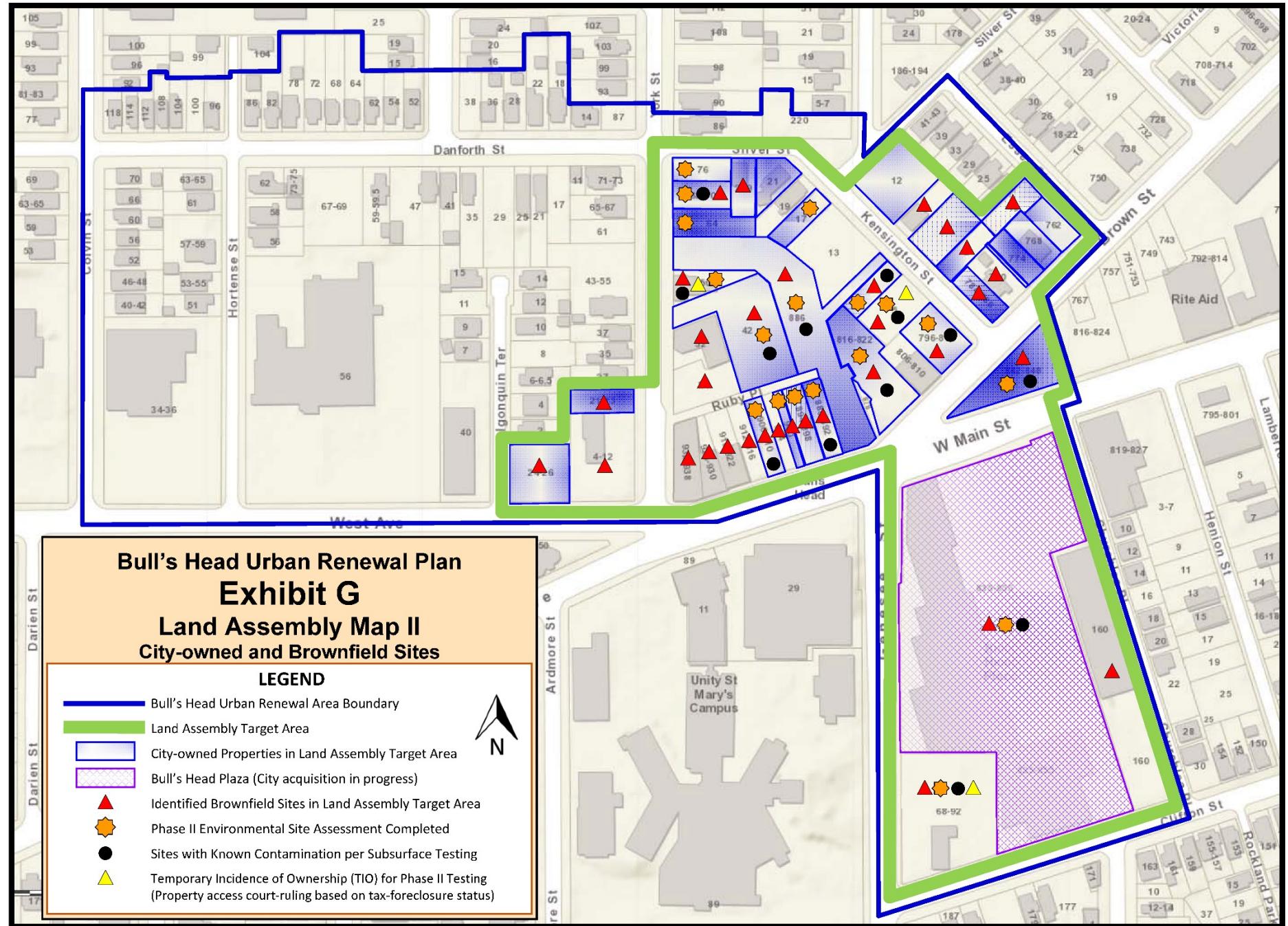
Bull's Head Urban Renewal Plan

Plan Sections

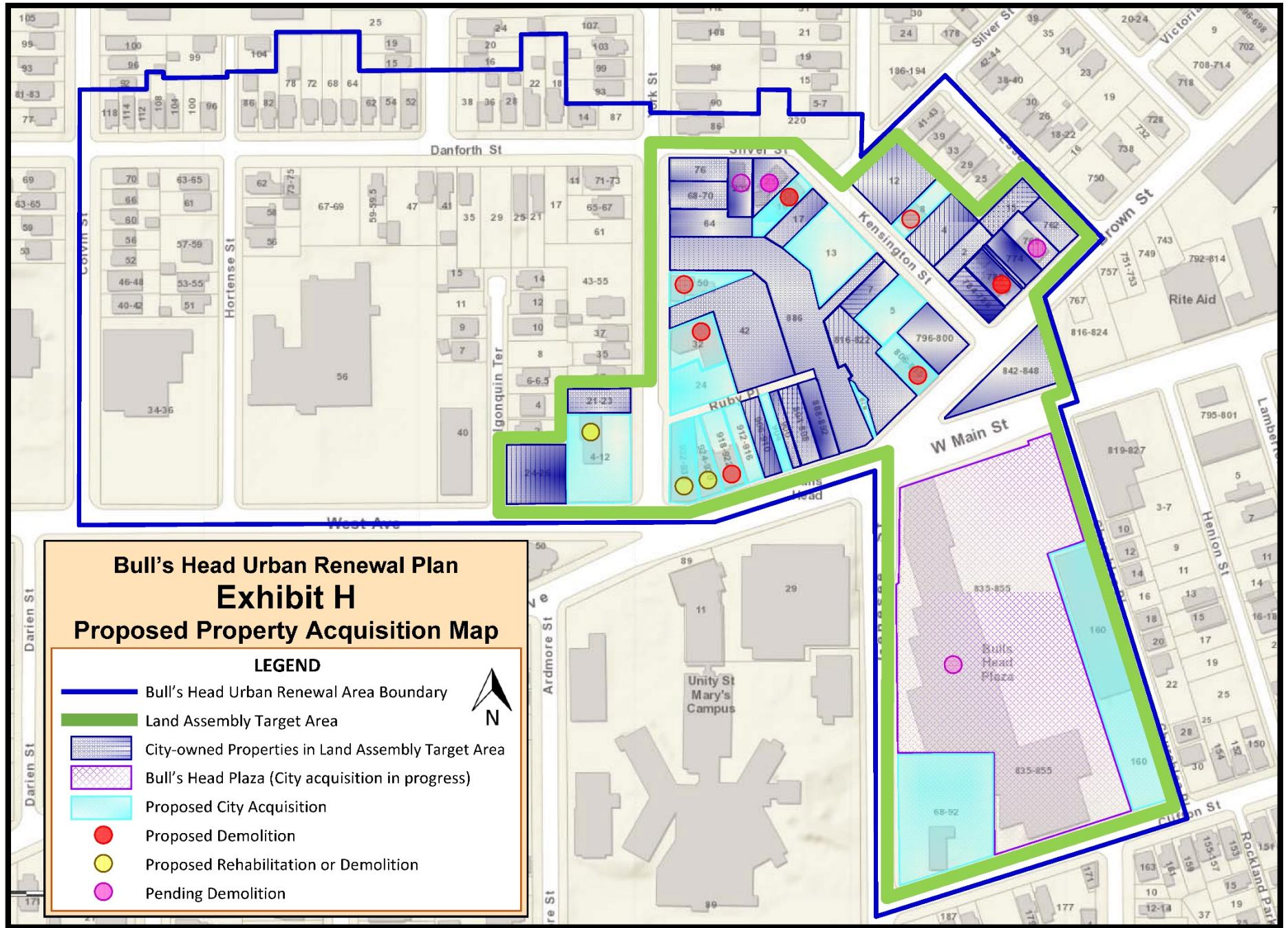
- I. Description of the Plan
 - I. Community Engagement
 - III. Urban Renewal Goals and Objectives
 - IV. Urban Renewal Actions
 - V. Land Use Planning
 - VI. Urban Renewal Procedures and Proposals
 - VII. Proposed Schedule for the Effectuation of the Plan



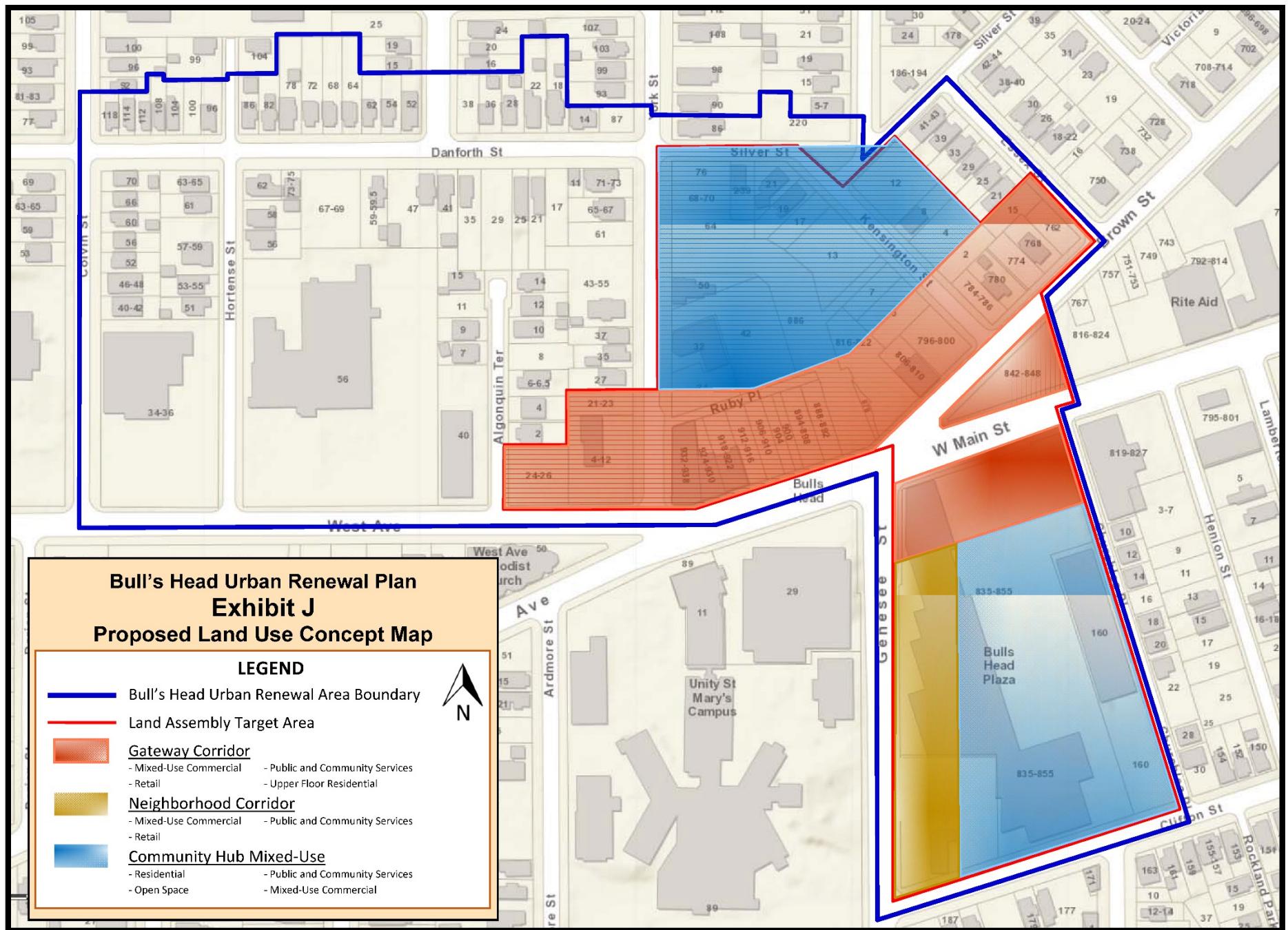
City-owned & Brownfields



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

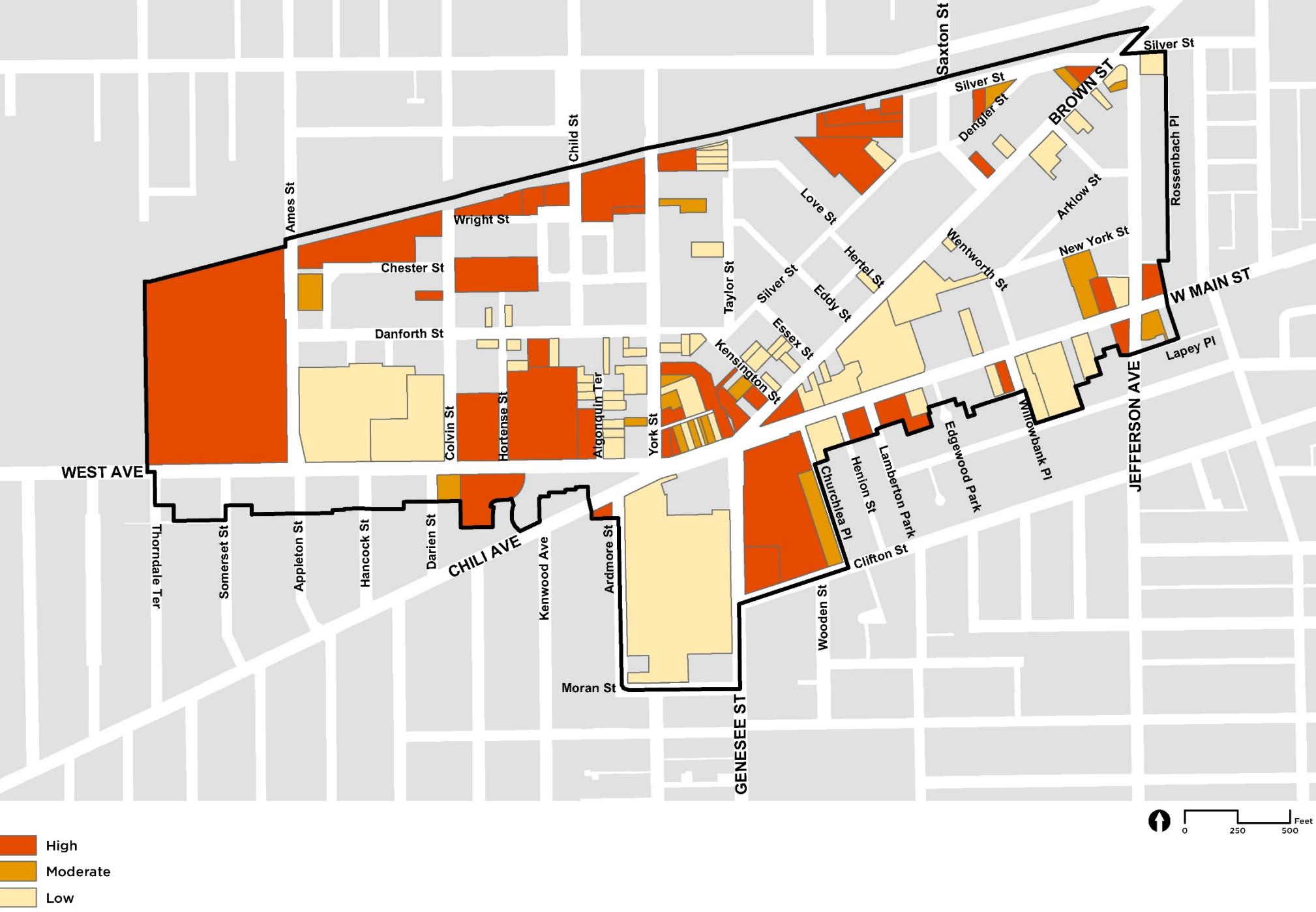
Review of existing records to identify properties with known or suspected environmental contamination

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



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

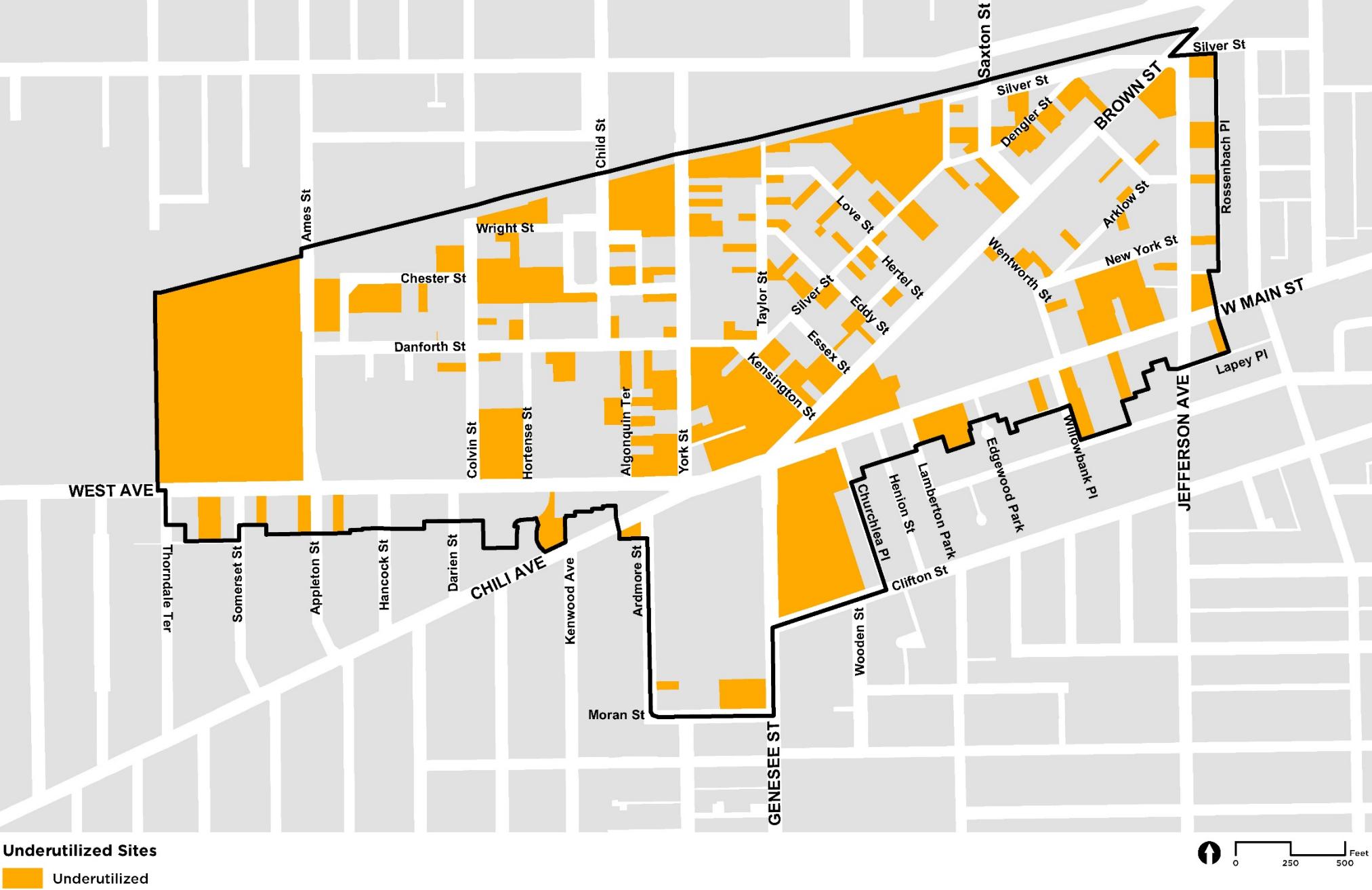


Underutilized Sites

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



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

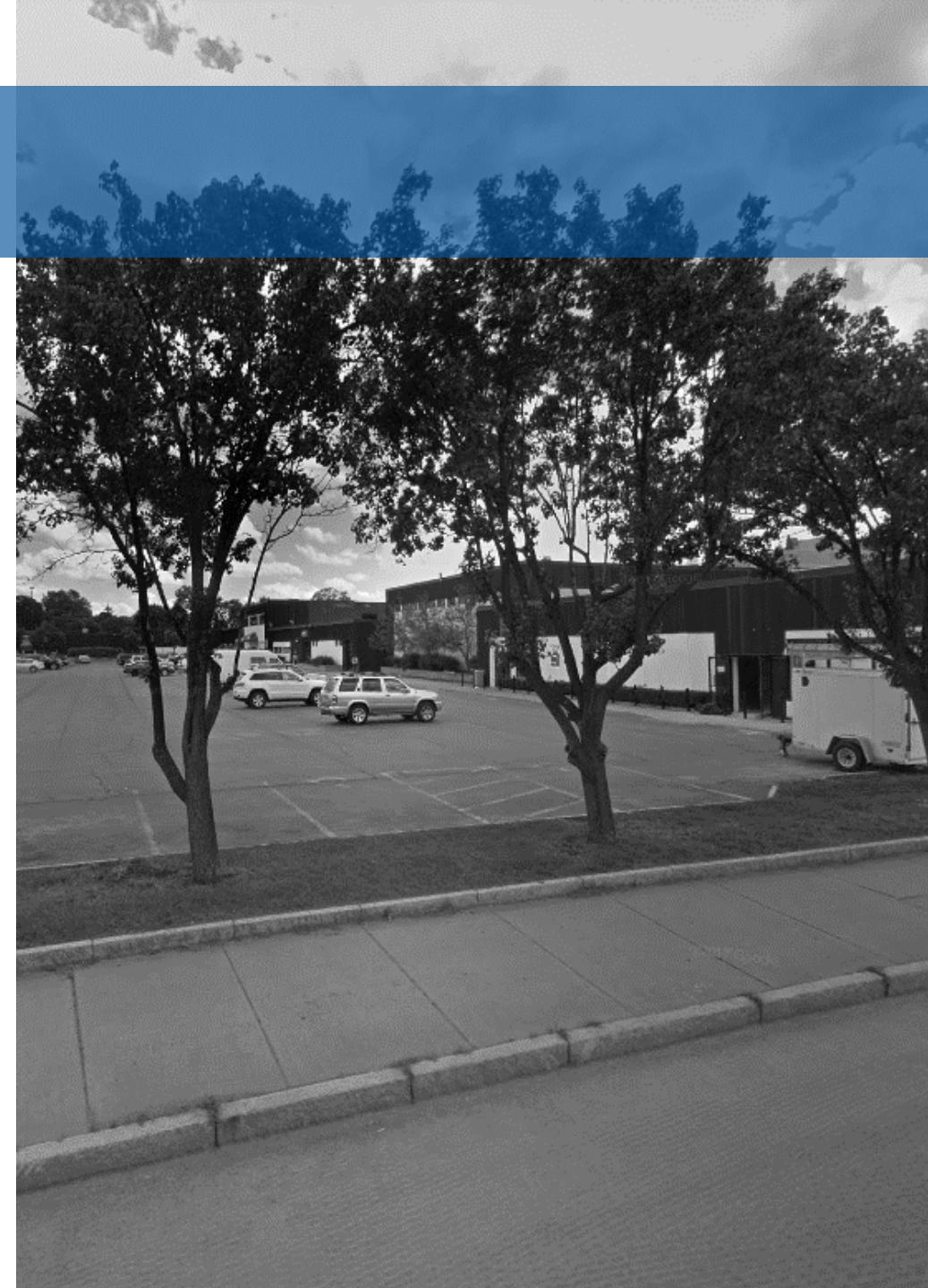
Strategic Sites

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

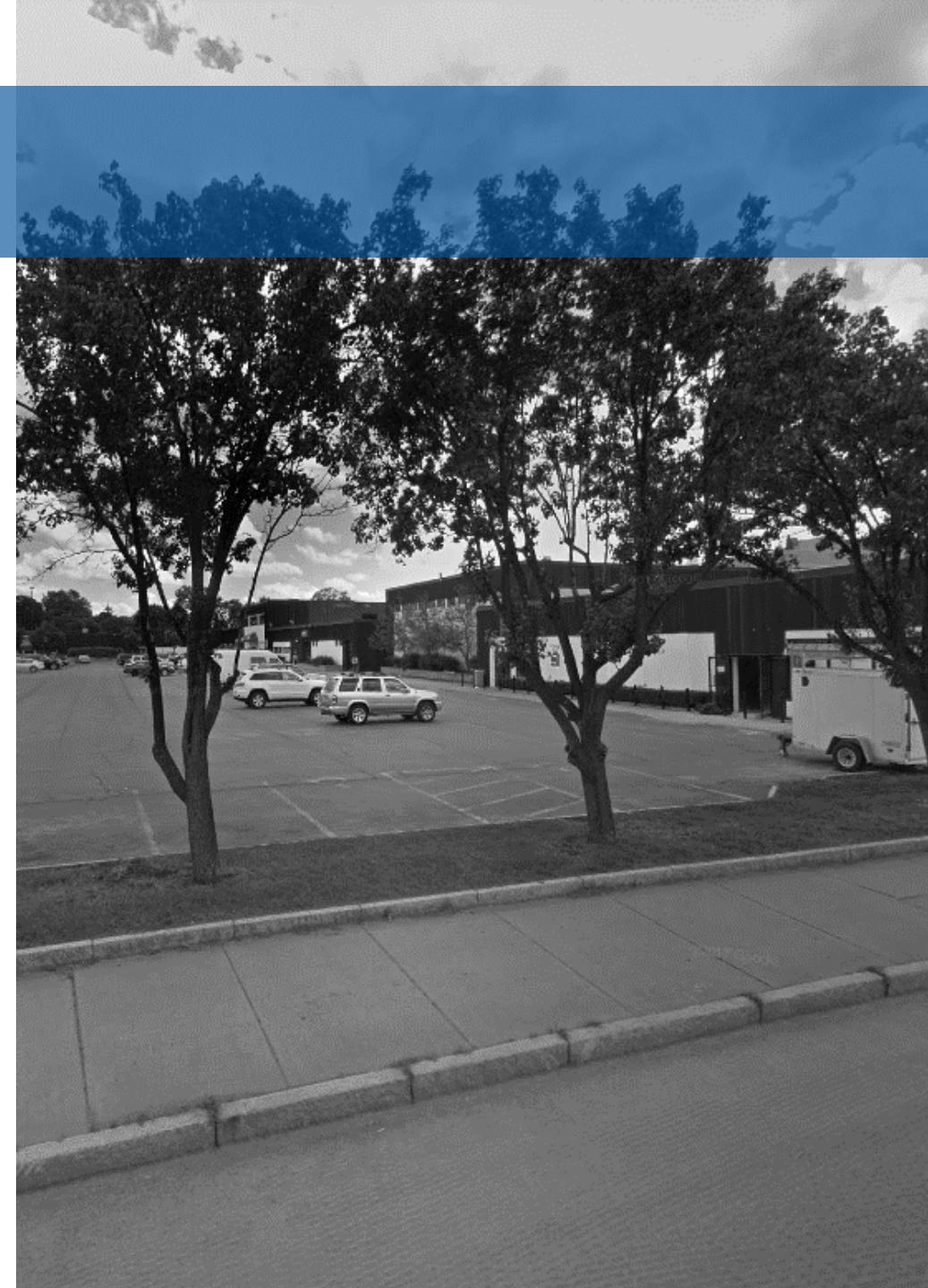
Precedent review of several BOA's was completed to define a site selection methodology. Chosen methodology utilizes a 4-step process of both quantitative and qualitative measures.



Strategic Sites

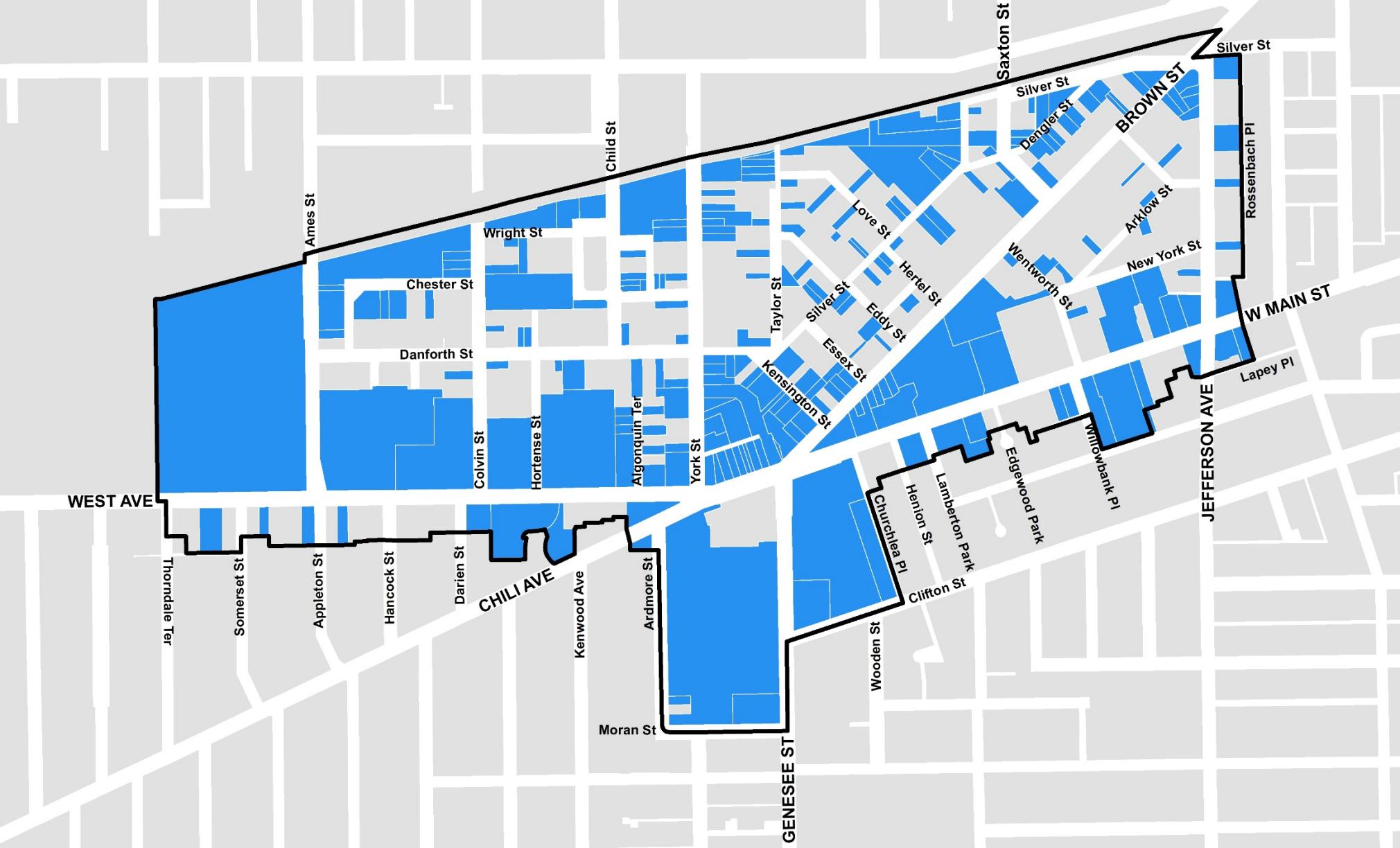
Methodology:

- 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



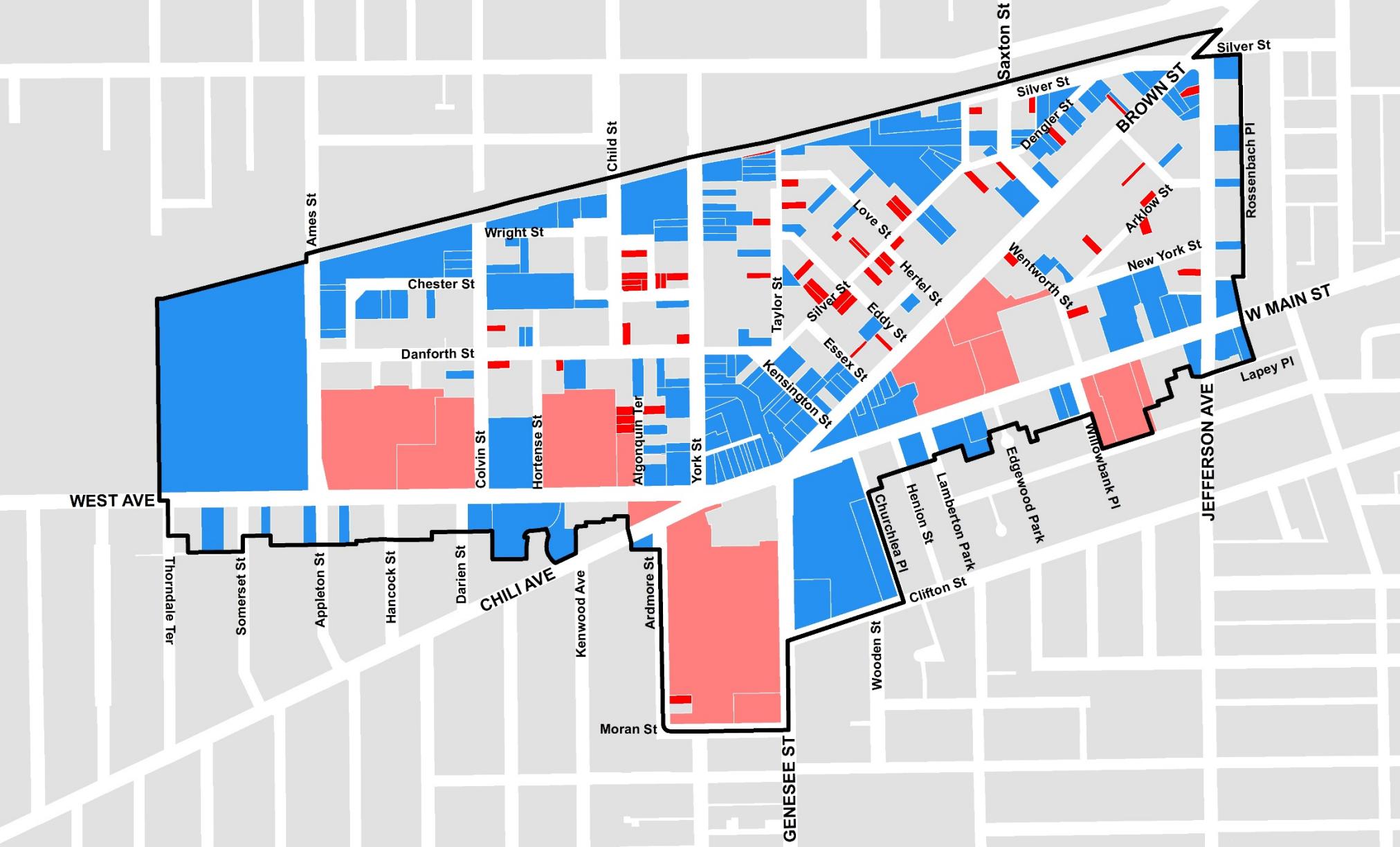
Strategic Site Selection Step 1: Map Overlay

Step 1 Result



Step 2: Site Screening

Less than 0.1 acres
Public Facility
Community Services
Planned remediation
Planned redevelopment



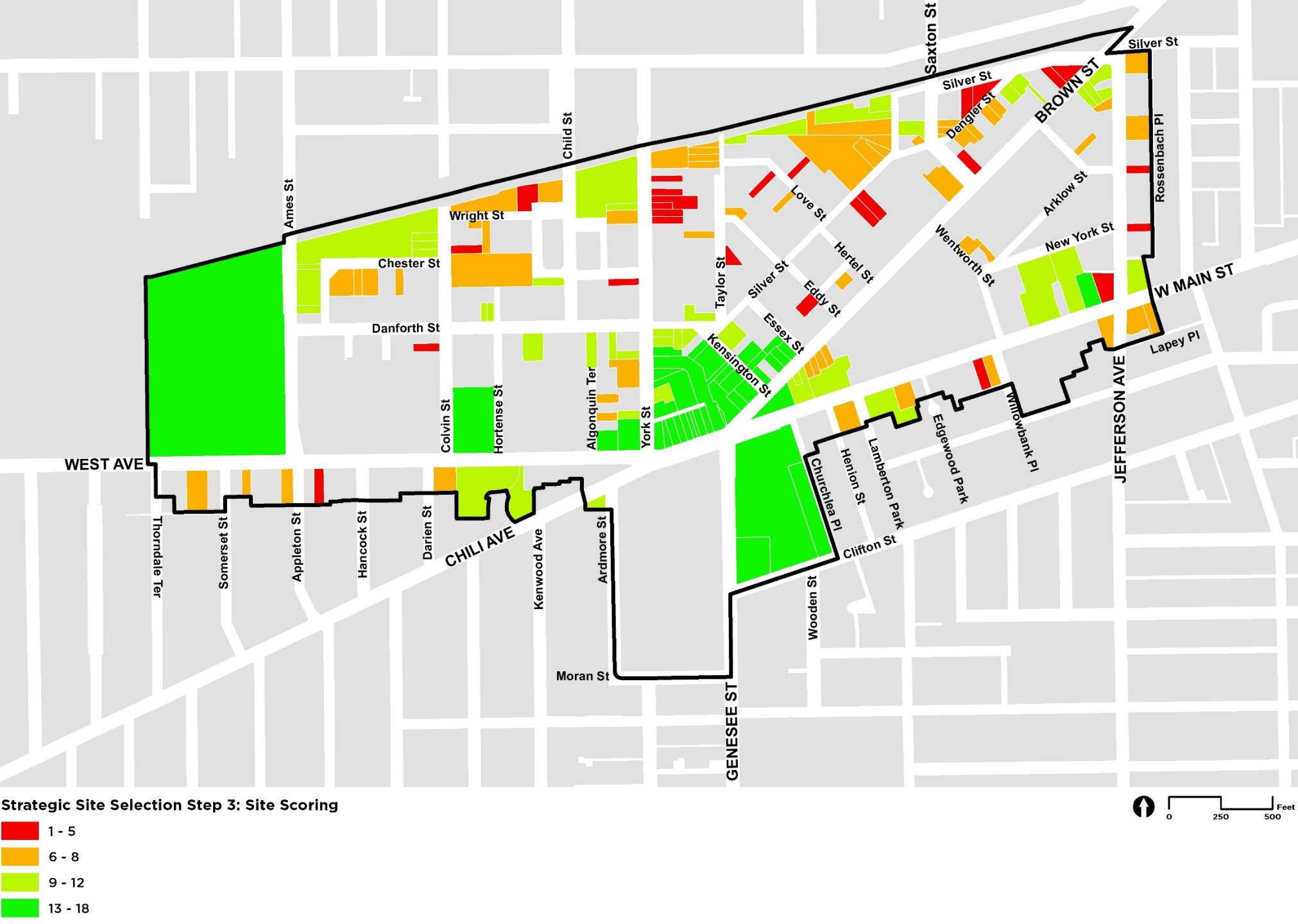
Strategic Site Selection Step 2: Site Screening

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

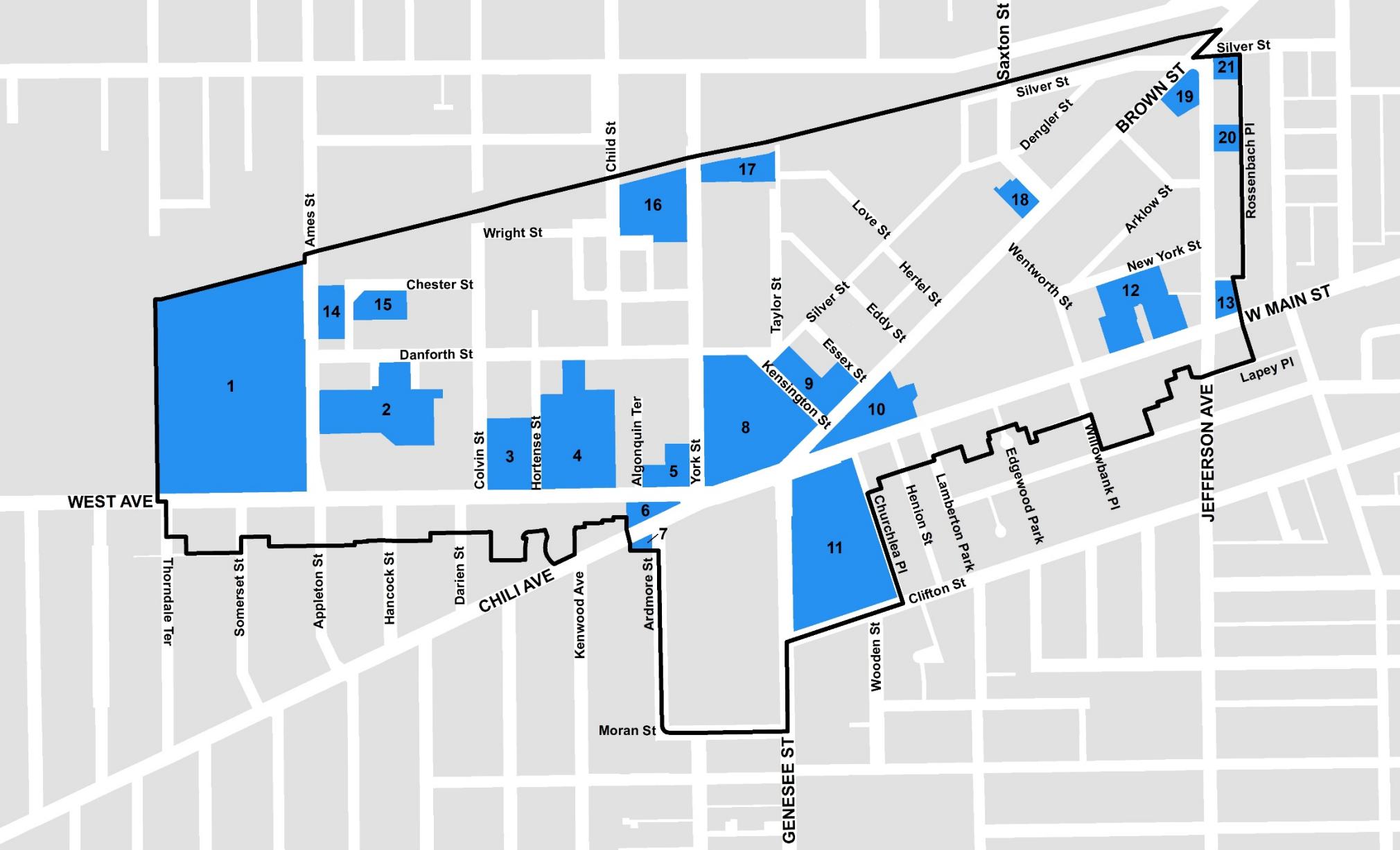


Step 3: Site Scoring

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



Step 4: Preliminary Sites



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