

Attendees

John DeMott	(JDeMott)	19 th Ward Community Association
Zola Brown	(ZBrown)	19 th Ward Community Association
Adam Morgan	(AMorgan)	NYS Department of Environmental Conservation
Frank Sowers	(FSowers)	NYS Department of Environmental Conservation
Joseph Morabito	(JMorabito)	Rochester Police Department
Rick Rynski	(RRynski)	City of Rochester, Neighborhood and Business Development
Frank Armento	(FArmento)	Fisher Associates
Michael Godfrey	(MGodfrey)	Fisher Associates

Introduction and Project Status Update

Rick Rynski (RRynski) began the meeting with introductions of the project team members present for the meeting. RRynski provided a brief overview to new PAC members of past planning activities for the Bull's Head Brownfield Opportunity Area ("BHBOA") Step 2 Nomination Study (a.k.a. the Bull's Head Revitalization Plan) and the Bull's Head Urban Renewal Plan ("BHURP"). RRynski reviewed the agenda for the meeting and noted the material covered for the PAC meeting will also be presented at the upcoming public meeting on June 26 at St. Mary's Campus. RRynski noted the upcoming public meeting will focus on discussing the components of the Revitalization Plan, obtaining critical community feedback, and continuing conversations to build community capacity for revitalization.

Since the Last PAC Meeting

Frank Armento (FArmento) reviewed the progress of the project team since the last PAC meeting including the following:

- Held the second public meeting with 70+ attendees
- Held community fair at the Salvation Army
- Coordinated with several City/County/State staff and departments
- Finalized value statements, vision statement, and goals & objectives
- Completed identification of strategic sites, opportunities, and land use recommendations
- Prepared BOA recommendations
- Commenced implementation of the first phase of the Urban Renewal Plan including land assembly and environmental investigation/remediation activities
- Began second phase of Urban Renewal Plan including draft zoning regulations and identification of conceptual redevelopment and public infrastructure opportunities

FArmento additionally described the process for completion of the BHBOA planning process including sending the draft Revitalization Plan to the NYS Department of State ("NYSDOS") for its review and comment. Completion of the planning process and final Revitalization Plan is anticipated for fall 2019. Once the Revitalization Plan is approved by the NYSDOS, the City of Rochester will seek official NYSDOS designation of the BOA study area as a Brownfield Opportunity Area which opens opportunities for grants and other financial incentives for pre-development and implementation activities.

BOA Vision, Goals, and Objectives

FArmento presented the draft vision statement for the BHBOA. This vision statement is an update to the vision statement included in the pre-nomination study and was developed based on the input provided on the values statements from the previous PAC and public meetings. Comments from the PAC members on the vision statement are requested by the end of the month.

BHBOA Vision Statement:

The Bull’s Head area is an attractive and prosperous neighborhood which includes opportunities for all current and future residents of all ages and income levels. Once contaminated, vacant, and blighted lands are now healthy and sustainable places where our local businesses and residents thrive. We embrace our historic and strategic location as a center of commerce and health, and leverage our role as a transportation hub that connects all people and modes safely and comfortably. Our parks and open spaces play an active role in connecting our community to nature and provide recreation options for our youth. Our broad inclusiveness and continuous drive to improve our neighborhood provides a safe, affordable, prosperous, and attractive place for all.

FArmento presented the updated values statements and the draft goals & objectives (see table below). Draft values statements were presented at the previous PAC and public meetings. These statements were updated based on the input provided during these meetings. Goals and objectives were developed based on the final values statements, input from PAC and public meetings, and key findings from the inventory & analysis. Michael Godfrey (MGodfrey) provided an overview of the importance of the BHBOA vision statement, goals, and objectives for future development; specifically, the need for developers applying for the “BOA bump-up” tax credit to describe how the uses within their proposed project are consistent with the vision, goals, and objectives of the BHBOA.

We Value...	Goals & Objectives
Sense of community connecting neighbors	<ul style="list-style-type: none"> ▪ Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull’s Head area ▪ Facilitate neighborhood events and farmers markets ▪ Evaluate expansion of programming and facilities at the Danforth Community Center
Transportation that is safe and accessible for everyone including pedestrians and bicyclists	<ul style="list-style-type: none"> ▪ Utilize “complete street” tools for pedestrians, bicyclists, and transit users ▪ Evaluate traffic calming and intersection safety measures ▪ Encourage new development to incorporate bicycle, pedestrian, and transit facilities
Employment opportunities from new and expanded businesses supported by training and education	<ul style="list-style-type: none"> ▪ Encourage the hiring and training of local residents in local businesses ▪ Develop a business recruitment program to bring businesses to the Bull’s Head area ▪ Host business association events tied to job fairs
New development that utilizes brownfield, vacant, and underutilized land	<ul style="list-style-type: none"> ▪ Facilitate testing, remediation, and redevelopment of brownfield properties ▪ Complete a viable re-use plan for 95 Ames St (former Taylor Instruments) ▪ Attract diverse businesses that can accommodate daily needs of local residents ▪ Redevelop the Bull’s Head Plaza with mixed-use buildings that front the Street

We Value...	Goals & Objectives
Historic character maintained through new development and reuse of existing buildings	<ul style="list-style-type: none"> ▪ Encourage new development to utilize traditional neighborhood design ▪ Facilitate historic property and building identification ▪ Promote resources available for historic building reuse and renovation ▪ Promote awareness of the Bull’s Head and its historic past
Improve housing opportunities for current and future residents that also assist first time and current homeowners	<ul style="list-style-type: none"> ▪ Seek development that includes housing choice ▪ Increase awareness of the City’s housing assistance programs ▪ Address the issues of absentee landlords ▪ Increase home ownership in the Bull’s Head area ▪ Focus on residential infill development that matches the character of the area
Green space , parks, and recreation facilities with space for community events, gatherings, and markets	<ul style="list-style-type: none"> ▪ Add amenities and recreation facilities to Lynchford Park ▪ Utilize vacant land for a new park which can support multiple uses/events ▪ Replace vacant lots within residential areas with pocket parks and gardens
Public safety and the efforts of RPD to address crime and violence	<ul style="list-style-type: none"> ▪ Examine the feasibility of a new RPD station ▪ Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Rochester Police Deputy Chief Joseph M. Morabito (JMorabito) commented that the City’s potential e-scooters will align with the transportation value statement and corresponding goals and objectives.

MGodfrey commented that a historic resources survey is currently being completed for the City’s Northwest and Southwest Quadrants which includes the BHBOA study area. The identification of historic resources within the study area will need to be monitored and incorporated into future planning and implementation activities.

RRynski commented that “aging-in-place” and John DeMott (JDeMott) commented that tiny homes should be referenced within the Plan. MGodfrey noted that senior-friendly housing and housing choice was included in BHBOA recommendations, and that more specific language can be added to both the goals & objectives and the recommendations.

RRynski and JMorabito discussed the lack of activity at Lynchford Park and how new amenities and recreational options would encourage youth to utilize the park. FArmento indicated recommendations were included for adding amenities and recreation options to the park.

Related to the vision, goals, and objectives, Frank Sowers (FSowers), Adam Morgan (AMorgan), RRynski, JDeMott, and others discussed 95 Ames Street and the pending/current proposed re-use of the property for container storage. Consensus was reached by the PAC meeting attendees that the site has considerable potential for redevelopment and could be a catalytic site for further redevelopment within the area. In addition, PAC meeting attendees recognized the varying ideas expressed by the community for re-use of the property including manufacturing, recreation, commercial/office, tiny-home pre-fabrication, and housing. Recognizing redevelopment potential and community input, PAC meeting attendees expressed the desire for a higher and better use for the property than container storage, and that this use may be a viable interim use which would need to be discussed with the community. Specifically, Zola Brown (ZBrown) noted that community members are displeased with the pending/current proposed re-use of the property for container storage and are concerned about the effect this use would have on their property values. In addition, ZBrown noted the use of the property for container storage does not align with the Revitalization Plan. FArmento noted that interim land use proposals are a common occurrence with other BOA’s throughout the State and that many other municipalities will table approval of proposed projects until the BOA planning process finishes. The fundamental goal of the BOA planning process is to transform blighted brownfield properties and that use of the property for container storage is not the highest and best use of the site. RRynski noted that 95 Ames St has been

identified as a strategic site and a brownfield site. FArmento noted that this is the largest strategic brownfield site (14.4 acres) in the BHBOA.

BOA Strategic Sites

FArmento transitioned the meeting to the presentation of final strategic sites. FArmento described the importance of strategic sites in the BHBOA planning process but emphasized BHBOA recommendations are not exclusive to strategic sites. The process for identification of strategic sites included discussion and feedback during the previous PAC and public meetings. Based on the input received during these meetings, the list of strategic sites was refined and consolidated. As previously mentioned, 95 Ames St, the former Taylor Instruments site, is listed as a strategic site. This property has tremendous opportunity, is the largest strategic site, is vacant land, and has been identified as a brownfield. Other strategic sites are primarily found along key transportation corridors.

FArmento noted strategic site #5 located in the center of the BHBOA which includes numerous parcels mostly owned by the City of Rochester. Strategic site #5 also includes the Bull’s Head Plaza and represents a key opportunity. General consensus has been reached from numerous public meetings that the site needs to be repurposed as a mixed-use development with pedestrian access and orientation to Genesee Street and W Main Street. RRynski commented that the presented map including Strategic Site #5 should be corrected to exclude a portion of the Walgreens property (formerly Rite Aid) at 792 W Main Street from Strategic Site #5.

JDeMott noted that strategic site #3 is actively used by a local manufacturing business and that strategic site #4 is occupied by the Salvation Army. In addition, JDeMott noted the Salvation Army is greatly valued by the community and the large on-site parking lot is utilized for evening and weekend community events. Other properties within the study area are vacant and underutilized land and are in desperate need for development, such as strategic site #6 and other properties with large parking lots such as Walgreens (formerly Rite Aid) at 792 W Main Street. RRynski commented that considerable care was taken to define what is strategic and that these sites, should they be repositioned and/or enhanced, would have the greatest potential for transformative impact. Sites such as strategic site #3 and site #4 are valuable community assets, but contain large parking lots. In the future, if these properties were to change ownership, be redeveloped, or expand, the size and location of redevelopment could have a transformative impact on the community. In addition, the identification of a site as strategic does not necessarily mean a building would be demolished or a current occupant removed. FArmento noted that buildings and uses on strategic sites can be expanded and enhanced. JMorabito noted that the business at strategic site #3 aligns with the BHBOA goal of supporting local businesses and that the Salvation Army building was previously Star Market and one of the original Wegmans locations. In addition, JMorabito commented that distinguishing strategic sites between those that are vacant land and those that contain an active use would help provide a clearer picture of development potential. MGodfrey indicated they would explore ways to distinguish different types of strategic sites/areas.

BOA Recommendations

FArmento transitioned the meeting to a discussion of BHBOA recommendations. Recommendations include two categories: (1) Actions & Policies and (2) Projects. Both recommendation categories were grouped by value statements (see below).

We Value...	Recommended Actions & Policies	Recommended Projects
Sense of community connecting neighbors	<ol style="list-style-type: none"> 1. Work with local residents to create a Bull’s Head Neighborhood Association 2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district 3. Facilitate neighborhood events and farmers markets 	<ol style="list-style-type: none"> 1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center 2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity 3. Include community meeting space(s), possibly in conjunction with a Bull’s Head RPD station

We Value...	Recommended Actions & Policies	Recommended Projects
		<ol style="list-style-type: none"> 4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming
<p>Transportation that is safe and accessible for everyone including pedestrians and bicyclists</p>	<ol style="list-style-type: none"> 4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience 5. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development 6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development 7. Continue exploring design options, engineering, and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head Urban Renewal Plan 8. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head Urban Renewal Plan 	<ol style="list-style-type: none"> 5. Reconfigure W Main Street, Genesee Street, and Brown Street utilizing a "complete streets" approach and green infrastructure technologies 6. Improve pedestrian connectivity and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses 7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull's Head 8. Add transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles 9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land
<p>Employment opportunities from new and expanded businesses supported by training and education</p>	<ol style="list-style-type: none"> 9. Promote existing workforce development programs through marketing and information campaigns 10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses 11. Promote and encourage the hiring and training of local residents for local businesses 12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area 13. Host business association events tied to job fairs 	<ol style="list-style-type: none"> 10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA 11. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor
<p>New development that utilizes brownfield, vacant, and underutilized land</p>	<ol style="list-style-type: none"> 14. Promote and assist in the facilitation of remediation and redevelopment of brownfield, abandoned, vacant, and underutilized properties 15. Examine the feasibility of modifying some zoning districts within the study area to a Village Center District that includes requirements for mixed-use buildings, commercial frontages, and specific design standards 16. Encourage new development to include commercial spaces that can accommodate daily needs of local residents including grocery, small retail, restaurants, and medical services 17. Examine feasibility of zoning code modification to R-1 and R-2 zones to allow development of smaller residential properties 18. Continue exploring design options, engineering, and funding to support the redevelopment of the Bull's Head Plaza and properties to the north as proposed in the Bull's Head urban Renewal Plan 	<ol style="list-style-type: none"> 12. Complete Phase I and Phase II Environmental Site Assessments (ESA) for every City-owned brownfield property to determine the nature and extent of environmental concerns 13. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's 14. Work with the private property owner to complete additional environmental testing at 95 Ames Street to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints 15. Work with the private property owner to create a re-use and development master plan for 95 Ames Street that considers subdivision of the property for infill development and recreation facilities (within the constraints of environmental concerns) 16. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor
<p>Historic character maintained through new development and reuse of existing buildings</p>	<ol style="list-style-type: none"> 19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey 	<ol style="list-style-type: none"> 17. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area

We Value...	Recommended Actions & Policies	Recommended Projects
	<ul style="list-style-type: none"> 20. In conjunction with recommendation #15 above, include design standards within the future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head area 21. Promote the benefits for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use 22. Promote awareness of the history of the Bull's Head area 23. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment 	<ul style="list-style-type: none"> 18. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places 19. Work with the private property owner to seek funding for the construction of façade improvements to the public parking garage on the St. Mary's Campus
<p>Improve housing opportunities for current and future residents that also assist first time and current homeowners</p>	<ul style="list-style-type: none"> 24. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing 25. Promote and encourage residential infill development that is compatible with the character of the area 26. Utilize marketing and information campaigns to increase awareness of the City's housing assistance programs 27. Develop incentives and policies that address the issues of absentee landlords 28. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes 29. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties 	<ul style="list-style-type: none"> 20. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study
<p>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</p>	<ul style="list-style-type: none"> 30. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses 31. Encourage local residents to utilize City programs and incentives for the creation of community gardens 32. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents 	<ul style="list-style-type: none"> 21. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center 22. Develop small public parks or public open space within the center of the Bull's Head along W Main St, Brown St, Genesee St, Chili Ave, and West Ave 23. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave 24. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus
<p>Public safety and the efforts of RPD to address crime and violence</p>	<ul style="list-style-type: none"> 33. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Plan 34. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design) 	<ul style="list-style-type: none"> 25. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades or installations

For the recommendations associated with the “New development” value statement, FSowers commented that 95 Ames Street is currently under long-term monitoring and site management including an environmental easement. The site

can be redeveloped in accordance with the environmental easement requirements, however, there must be soil management during construction, a cap maintained over the contaminated soil, and other safety precautions. Any on-site development activities must seek approval and monitoring from the DEC. FARmento commented that a project recommendation is included for a site master plan and further environmental testing. RRynski commented that the Revitalization Plan is intended to guide future developers in a direction consistent with the community’s vision, goals, and objectives. The PAC meeting attendees had a general discussion of potential land uses on the site where FSowers clarified that the site can be developed to a higher and better use. Land use restrictions would be dependent on the level of clean-up, and the most restrictive land use is residential. In addition, FSowers indicated the property can be portioned out depending on the location of contamination. This would require a detailed analysis and planning for the location of proposed land uses.

RRynski commented that additional code enforcement within the study area, especially near the railroad right-of-way, has been commented on during public meetings. JDeMott noted that this recommendation could align with the “Improve housing” value statement. FARmento noted that recommended action & policy #29 included enhanced buffering between residential and non-residential uses which would help properties located near the railroad. RRynski commented that the Bull’s Head BOA revitalization project could be a means to assist with enhancing various properties near the railroad right-of-way.

RRynski commented that recommended action & policies #28 and #29 will help with a sense of community and that other recommendations correlate with more than one value statement.

JDeMott commented that the term “absentee landlords” included in recommendations should be described as “investor owners.” Using “absentee landlord” incorrectly implies all non-owner-occupied properties have a negative effect on the neighborhood. Related, JDeMott and other PAC members agreed that the housing conditions survey recommendation would be beneficial to the community.

JDeMott commented that LED lighting is more directional and can decrease the area that is lit when compared to older lighting that is more distributed. JMorabito commented that down-lighting is beneficial from a public safety standpoint. Any lighting changes should consider a combination of lighting options that provide adequate down-lighting coverage.

FARmento transitioned the meeting to a discussion of recommended land uses. Land use recommendations are a necessary part of the BOA planning process and recommendations were grouped by strategic areas. MGodfrey noted a typo in the table provided to the PAC resulted in a duplicate row for strategic area #6. (The table provided to the PAC meeting attendees is provided below with the duplicate row crossed out)

Strategic Area	Recommended Redevelopment and Future Land Uses	
1	Mixed-use	Mixed-use commercial, manufacturing, education, and/or recreation/park
2	Community center and park/recreational facilities	Expand and add park/recreational facilities
3	Mixed-use	Mixed-use commercial office, retail, or healthcare
4	Mixed-use	Mixed-use commercial gym/fitness center or grocery store/market facing West Ave with multi-family housing facing Danforth Street
6	Mixed use	Mixed use commercial and multi family housing
5	Mixed-use	Mixed-use commercial and multi-family housing

6	Mixed-use	Mixed-use commercial and multi-family housing facing W Main St and multi-family housing facing New York St
7	Mixed-use	Mixed-use commercial and multi-family housing

FArmento reviewed the recommended land uses with the PAC meeting attendees and noted the recommended land uses are consistent with the input provided by the PAC and public from previous meetings. In addition, FArmento noted 95 Ames Street has numerous recommended land uses due to the size of the property. ZBrown noted that the community wants to see a higher and better use for 95 Ames Street than the container storage use proposed by the current owner of the property. General agreement was reached by the PAC meeting attendees that 95 Ames Street has significant redevelopment potential as a higher and better use.

In addition, general agreement was reached by PAC meeting attendees that a grocery store should not be a recommended land use because it is too specific and due to size limitations of available properties and the proximity of existing grocery stores to the study area. In addition, general agreement was reached that recommended land uses, where feasible, should be simplified to “mixed-use commercial.” FArmento commented that additional descriptions of land uses will be added to distinguish properties being redeveloped and properties with building expansions/enhancements.

Urban Renewal Plan (Phase 2)

RRynski transitioned the meeting to a discussion of the Bull’s Head Urban Renewal Plan (Phase 2). Phase 1 of the BHURP was approved last summer by City Council with a planned Phase 2 including a traffic study, zoning changes, and visioning. The City’s consultant (Fisher Associates) developed four concept frames that illustrate numerous ideas that have been discussed and contemplated by the community and other project stakeholders. These concept frames considered community input, feedback from City departments (including the Rochester Police Department (“RPD”)) and the Monroe County Department of Transportation (“MCDOT”), identified transportation issues and land use issues, and a desire for an RPD presence.

RRynski noted the four frames consider “high-level” conceptual redevelopment and right-of-way changes. In addition, RRynski noted that for the Genesee Street / W Main Street / Brown Street intersection as well as the York Street / West Avenue / Chili Avenue intersection, MCDOT indicated the movement of vehicular traffic was awkward, unsafe and concerning, recommending ROW modifications as solutions to these issues. The modifications include an extension of Genesee Street north to a realignment of Brown Street as well as the termination of vehicular traffic at the southern end of York Street at West Avenue, the latter of which being analogous to Fort Hill Terrace at Mt. Hope Avenue in the College Town area. The concept frames show that the Genesee Street northern extension to a realigned Brown Street addresses identified traffic issues and provides the opportunity to create four new marketable development sites. RRynski indicated that these high-level concepts were generated with a preliminary level of traffic analysis and assumptions for future buildout, occupancy, density and capacity and that for implementation, they will require more detailed analyses. In addition, the realignment of Chili Ave due to existing pedestrian crossing issues and awkward vehicular movements, is shown in the concept frames. The conceptual ROW modifications also include a complete streets application with increased pedestrian and bicycle amenities as shown in all four concept frames.

RRynski reiterated that the four frames being presented are not each in themselves a concept nor are they an option. The frames were presented to include a multitude of variables captured in four arbitrarily different combinations of these variables. He stated to the PAC that it will be made clear at the upcoming public meeting that each frame is not an “option”. All four concept frames include some common themes and the stated purposes for the concept frames are to: provide a maximum mixed-use capacity buildout scenario with accommodating public infrastructure to illustrate what developing the total target +/- 12 acre area might look like; to provide as a basis for the community visual preference exercise, and to advance further analyses. RRynski then provided an overview of the four frames: 1A, 1B, 2A, and 2B as follows:

- Frame 1A Frame 1A shows a potential RPD location in the northwest portion of the frame near the intersection of York Street and Danforth Street with the associated 150 parking spaces closer to the Genesee Street extension. The northeast portion of the frame includes multi-family housing. On the south side of the frame is the Bull's Head Plaza property which has been replaced by new mixed-use development. The building located at 160 Clifton Street remains on all of the Frames, and is anticipated to have major façade and other exterior improvements. Two older buildings located at the intersection of W Main Street, Chili Ave, West Ave, and York Street remain with adjacent complementary development and public spaces. A third older building (laundromat) located at the corner of Genesee Street and Clifton Street is also shown remaining in Frame 1A.
- Frame 1B Frame 1B repositions the RPD station south of W. Main Street (at the existing Bull's Head Plaza site). The previously indicated location of the RPD station on the northwest of Frame 1A is replaced by multi-family housing. Parking for these multi-family developments is perceptually light and is in response to the previously identified opportunity for "age in place" housing development. The three older buildings previously referenced in Frame 1A are shown remaining in Frame 1B.
- Frame 2A The major change in Frame 2A is the repositioning of RPD station back in the northwest as shown in Frame 1A while replacing the three older buildings shown in Frames 1A & 1B, with new development.
- Frame 2B The major change for Frame 2B is the repositioning of RPD back to the south (Bull's Head Plaza site) as shown in Frame 1B while replacing the three older buildings shown in Frames 1A & 1B, with new development.

ZBrown commented that Frame 2B is preferred because the concept includes the greatest amount of development, includes a good location for RPD, and numerous housing options. In addition, ZBrown commented roundabouts have had issues associated with users getting acclimated to changes in vehicular and pedestrian movement. RRynski commented that Frame 2B is considered full build-out and will be used for the environmental review of the BHURP Phase 2. The environmental review will also consider impacts on utilities, traffic, access, and other elements. JMorabito commented that roundabouts generally slow traffic and that several municipalities have used roundabouts to solve traffic issues.

JDeMott commented that the realignment of Chili Ave could slow traffic and have an impact of vehicle queuing. RRynski and FARmento noted that the proposed intersection took traffic volumes into account and will be further analyzed including the estimate of Level of Service (LOS). The City and the County examine the movement of traffic and seek ways to improve the movement of all modes. Some level of service delay is anticipated which is consistent with expectations of an urban environment. JMorabito commented the elimination of York Street will improve vehicular and pedestrian movement in the intersection. MGodfrey noted the realignment of Chili Ave and the termination of York Street has the added benefit of improving certain pedestrian movement. MGodfrey reiterated the changes to intersections are at a "high-level" conceptual phase which requires additional testing and modeling to determine viability.

RRynski indicated the conceptual frames presented to the PAC members will be presented at the upcoming public meeting as a part of the visioning work for review and comment. In addition, the public meeting will include a visual preference survey associated with the concept frames. FARmento noted the categories for the visual preference survey include: building architectural form, building character, building first floor public interface, building height, building setback, public space/plaza, public art, streetscape amenities, commercial corridor vegetation, residential street vegetation, dedicated bike lanes, protected bike lanes, roundabouts, crosswalks, and medians.

ZBrown inquired about the level of detail of the concept frames to be presented at the upcoming public meeting and if correlations would be drawn between value statements and the concept frames. RRynski reiterated that the purpose of the concept frames is to illustrate the ideas that have been expressed and that the concept frames are not meant to be viewed as actual redevelopment plans. JDeMott noted these concept frames will be used to advance the planning

process and for seeking additional funding resources. RRynski, JDeMott and others discussed the conceptual frames in the context of the BHURP acquisition and environmental clean-up plan and the inevitability of some short-term vacancies before redevelopment. RRynski stated the City is progressing swiftly and years of vacancy are not anticipated. JDeMott noted redevelopment associated with the Brooks Landing Urban Renewal Plan requires acquisitions, demolitions, and some short-term vacancies. RRynski noted the City is working with property owners to reduce vacancy time and that in some cases, the City is comfortable with being a landlord in the interim, and reiterated the importance of environmental due diligence and any associated clean-up for all included properties.

JMorabito noted the concept frames with RPD on the north are not preferred due to issues with access and security. In addition, JMorabito noted an RPD station was formerly located in the Bull's Head Plaza.

Next Steps

FArmento thanked the PAC meeting attendees for their participation and valuable input. In addition, FArmento presented the next steps for the BHBOA, which included:

- Hold the third public meeting on June 26 at St. Mary's Campus
- Publish the draft Bull's Head Revitalization Plan
- Publish the final Bull's Head Revitalization Plan
- Complete designation of the study area as a Brownfield Opportunity Area
- Proceed with implementation planning and activities

The foregoing meeting minutes represent the writer's interpretation and summary of the proceedings of the meeting. The minutes were reviewed by the City of Rochester and by the members of the Project Advisory Committee. Please notify the City of Rochester of any additions or modifications.

Michael J. Godfrey

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