



City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

# BULL'S HEAD REVITALIZATION

PUBLIC MEETING  
June 26, 2019

# Since the last public meeting . . .

**Held** a community fair at the Salvation Army

**Coordinated** with the PAC and several City/County staff and departments

**Drafted** a vision statements, values, goals + objectives

**Completed** identification of strategic sites and opportunities

**Prepared** BOA recommendations

**Commenced** implementation of the first phase of the Urban Renewal Plan including land assembly and environmental investigation/remediation activities

**Continued** second phase of the Urban Renewal Plan including traffic and zoning analyses and identification of conceptual redevelopment and investment opportunities

# Tonight . . .

**Review** vision statement, values, goals + objectives

**Review** identified strategic sites and opportunity sites

**Review** BOA recommendations

**Present** URA targeted area conceptual development build-out frames

**Hold** a visual preference exercise

**Provide** comments on Revitalization Plan conceptual development build-out frames



# Revitalization Plan





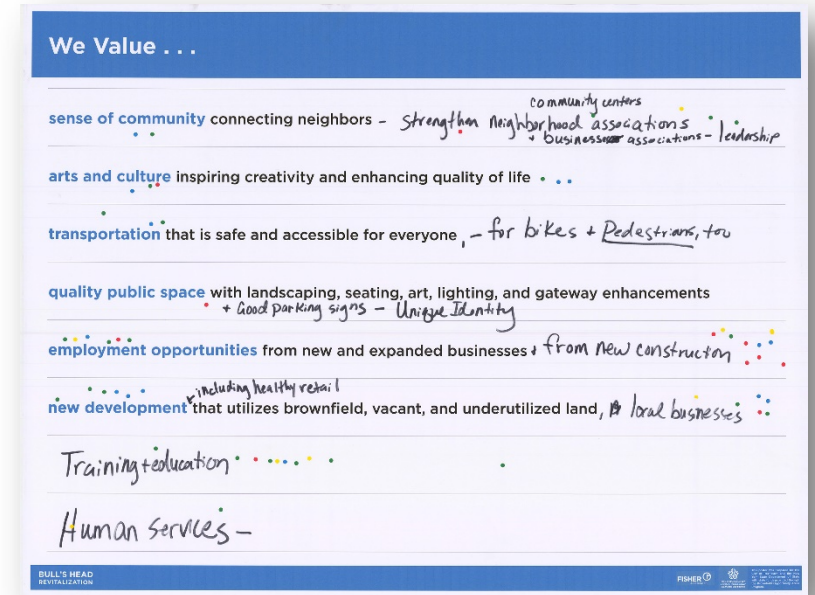
# Vision, Values, Goals + Objectives

## Overview

Results of the values exercise from Public Meeting #2 were used to update the Vision Statement and create Goals + Objectives.

## Purpose

To advance neighborhood revitalization in the Bull's Head area utilizing public and private sector resources.



# 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.

# Value Statements

**Sense of community** connecting neighbors

**Transportation** that is safe and accessible for everyone including pedestrians and bicyclists

**Employment opportunities** from new and expanded businesses supported by training and education

**New development** that utilizes brownfield, vacant, and underutilized land

**Historic character** maintained through new development and reuse of existing buildings

**Improve housing opportunities** for current and future residents that also assist first time and current homeowners

**Green space**, parks, and recreation facilities with space for community events, gatherings, and markets

**Public safety** and the efforts of RPD to address crime and violence



# Goals + Objectives

## **Sense of community** connecting neighbors

- 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

- 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

# Goals + Objectives

**Employment opportunities** from new and expanded businesses supported by training and education

- 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

- 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

# Goals + Objectives

**Historic character** maintained through new development and reuse of existing buildings

- 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

- Seek development that includes housing choice (e.g. age-in-place housing)
- Increase awareness of the City's housing assistance programs
- Address the issues of investor owners/landlords
- Increase home ownership in the Bull's Head area
- Focus on residential infill development compatible with the character of the area



# Goals + Objectives

**Green space**, parks, and recreation facilities with space for community events, gatherings, and markets

- 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

- 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)

# Strategic Sites

## Overview

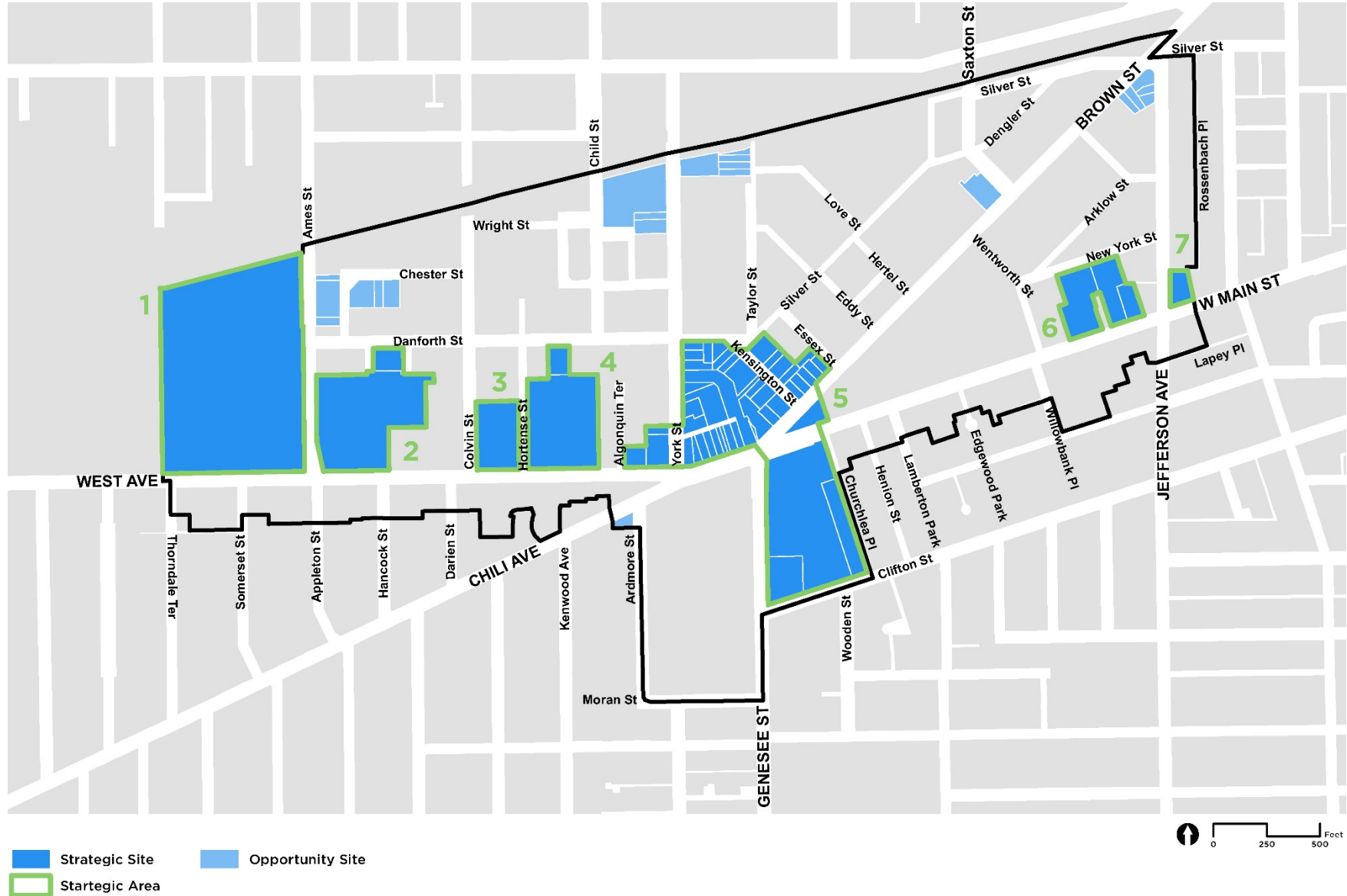
Results from Public Meeting #2 were used to revise and consolidate the list of strategic sites down to 55 properties grouped in to 7 strategic areas.

## Purpose

Strategic sites are eligible for funding to support predevelopment activities and site developers may be eligible for the “BOA Bump-up” tax credit. Strategic sites with brownfields may be eligible for funding to complete environmental site assessments.



# Strategic Sites





# BOA Recommendations

## Overview


Recommendations were developed based on the input from public meetings, PAC meetings, and the key findings from the inventory and analysis. A total of 59 recommendations were grouped in to actions + policies, and projects.

## Purpose

Recommendations advance redevelopment of strategic sites and the revitalization of the Bull's Head area

| Recommended: <b>ACTIONS + POLICIES</b>   |  |
|--|--|
| We Value...  | Recommended Actions + Policies   |
| <b>Sense of community</b> connecting neighbors   | <ol style="list-style-type: none"><li>1. Work with local residents to create a Bull's Head Neighborhood Association</li><li>2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district</li><li>3. Facilitate neighborhood events and farmers markets</li></ol>   |
| <b>Transportation</b> that is safe and accessible for everyone including pedestrians and bicyclists  | <ol style="list-style-type: none"><li>4. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience</li><li>5. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development</li><li>6. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development</li><li>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</li><li>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</li></ol>  |
| <b>Employment opportunities</b> from new and expanded businesses supported by training and education | <ol style="list-style-type: none"><li>9. Promote existing workforce development programs through marketing and information campaigns</li><li>10. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses</li><li>11. Promote and encourage the hiring and training of local residents for local businesses</li><li>12. Develop a business recruitment program to encourage businesses to establish a presence or expand in the Bull's Head area</li><li>13. Host business association events tied to job fairs</li></ol>  |
| <b>New development</b> that utilizes brownfield, vacant, and underutilized land                      | <ol style="list-style-type: none"><li>14. Promote and assist in the facilitation of remediation and redevelopment of brownfield, abandoned, vacant, and underutilized properties</li><li>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</li><li>16. Encourage new development to include commercial spaces that can accommodate daily needs of local residents including grocery, small retail, restaurants, and medical services</li><li>17. Examine feasibility of zoning code modification to R-1 and R-2 zones to allow development of smaller residential properties</li><li>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</li></ol> |

**BULL'S HEAD**  
REVITALIZATION



# Recommended Actions + Policies

**Sense of community** connecting neighbors

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

# Recommended Actions + Policies

**Transportation** that is safe and accessible for everyone including pedestrians and bicyclists

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



# Recommended Actions + Policies

**Employment opportunities** from new and expanded businesses supported by training and education

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

# Recommended Actions + Policies

**New development** that utilizes brownfield, vacant, and underutilized land

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

# Recommended Actions + Policies

**Historic character** maintained through new development and reuse of existing buildings

19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey
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

# Recommended Actions + Policies

**Improve housing opportunities** for current and future residents that also assist first time and current homeowners

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 (age-in-place)
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 investor owners/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, especially properties near the railroad

# Recommended Actions + Policies

**Green space**, parks, and recreation facilities with space for community events, gatherings, and markets

- 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

**Public safety** and the efforts of RPD to address crime and violence

- 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)



# Recommended Projects

## **Sense of community** connecting neighbors

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
4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming

# Recommended Projects

**Transportation** that is safe and accessible for everyone including pedestrians and bicyclists

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

# Recommended Projects

**Employment opportunities** from new and expanded businesses supported by training and education

10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA
11. Increase business opportunities on commercial corridors to attract new job growth in the Bull's Head neighborhood
12. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor

# Recommended Projects

**New development** that utilizes brownfield, vacant, and underutilized land

13. Reposition sites identified in Strategic Area 5 for redevelopment as described in the Bull's Head Urban Renewal Plan, as a catalyst for future neighborhood revitalization efforts
14. 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
15. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's
16. 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
17. 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)
18. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor

# Recommended Projects

**Historic character** maintained through new development and reuse of existing buildings

19. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area
20. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places
21. 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

**Improve housing opportunities** for current and future residents that also assist first time and current homeowners

22. 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



# Recommended Projects

**Green space**, parks, and recreation facilities with space for community events, gatherings, and markets

- 23. 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
- 24. 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
- 25. 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
- 26. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus

**Public safety** and the efforts of RPD to address crime and violence

- 27. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades, changes, or installations

# Urban Renewal Plan



# Urban Renewal Plan

|                      |   |
|----------------------|---|
| <b>Approach</b>      | 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. |
| <b>Key Dates</b>     | Phase 1 Plan approved by City Council July 24, 2018<br>Phase 2 Plan will be complete by Fall 2019   |
| <b>Plan Location</b> | <a href="http://www.CityofRochester.gov/BullsHeadRevitalization">www.CityofRochester.gov/BullsHeadRevitalization</a>  |

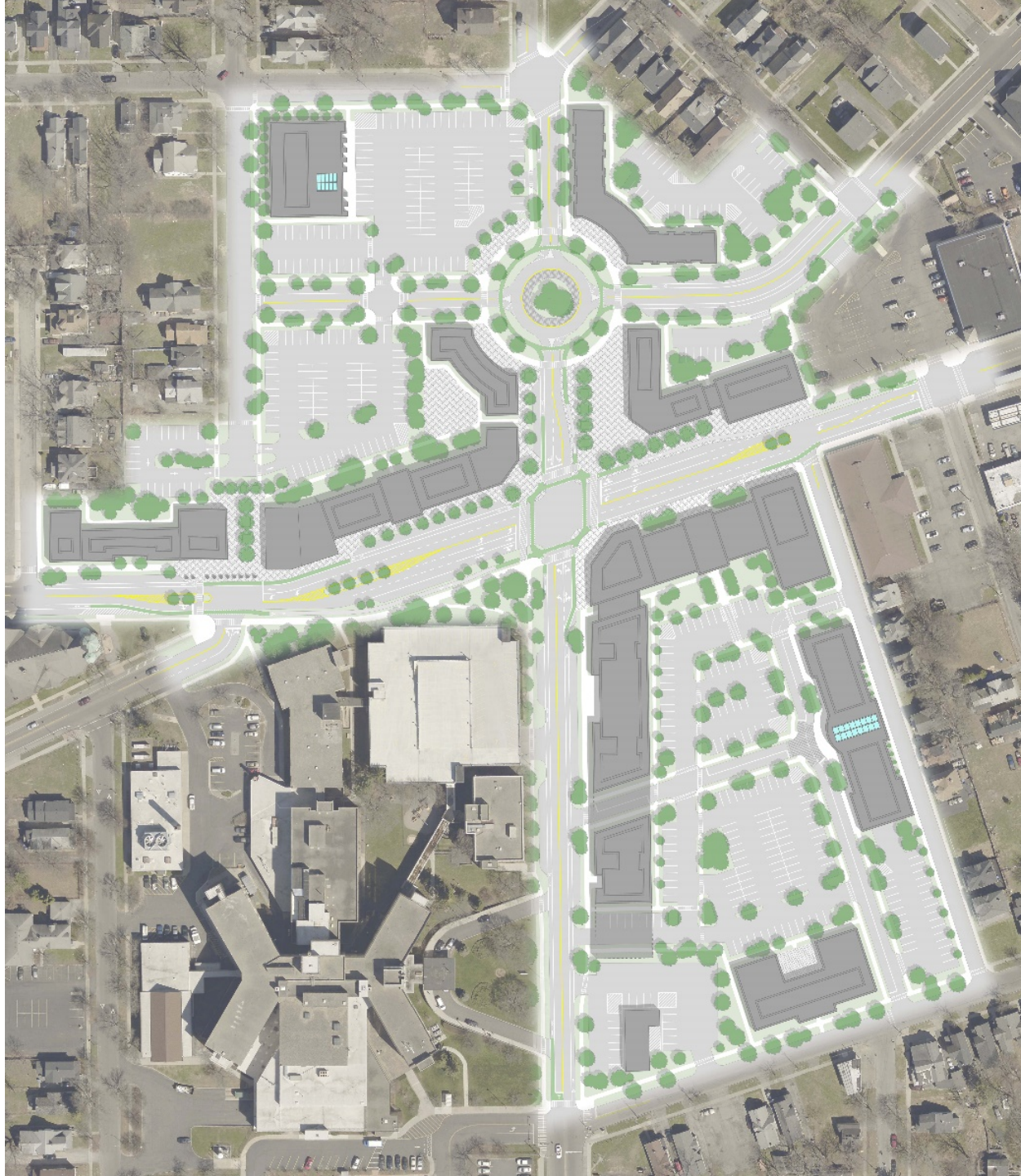


# Urban Renewal Plan



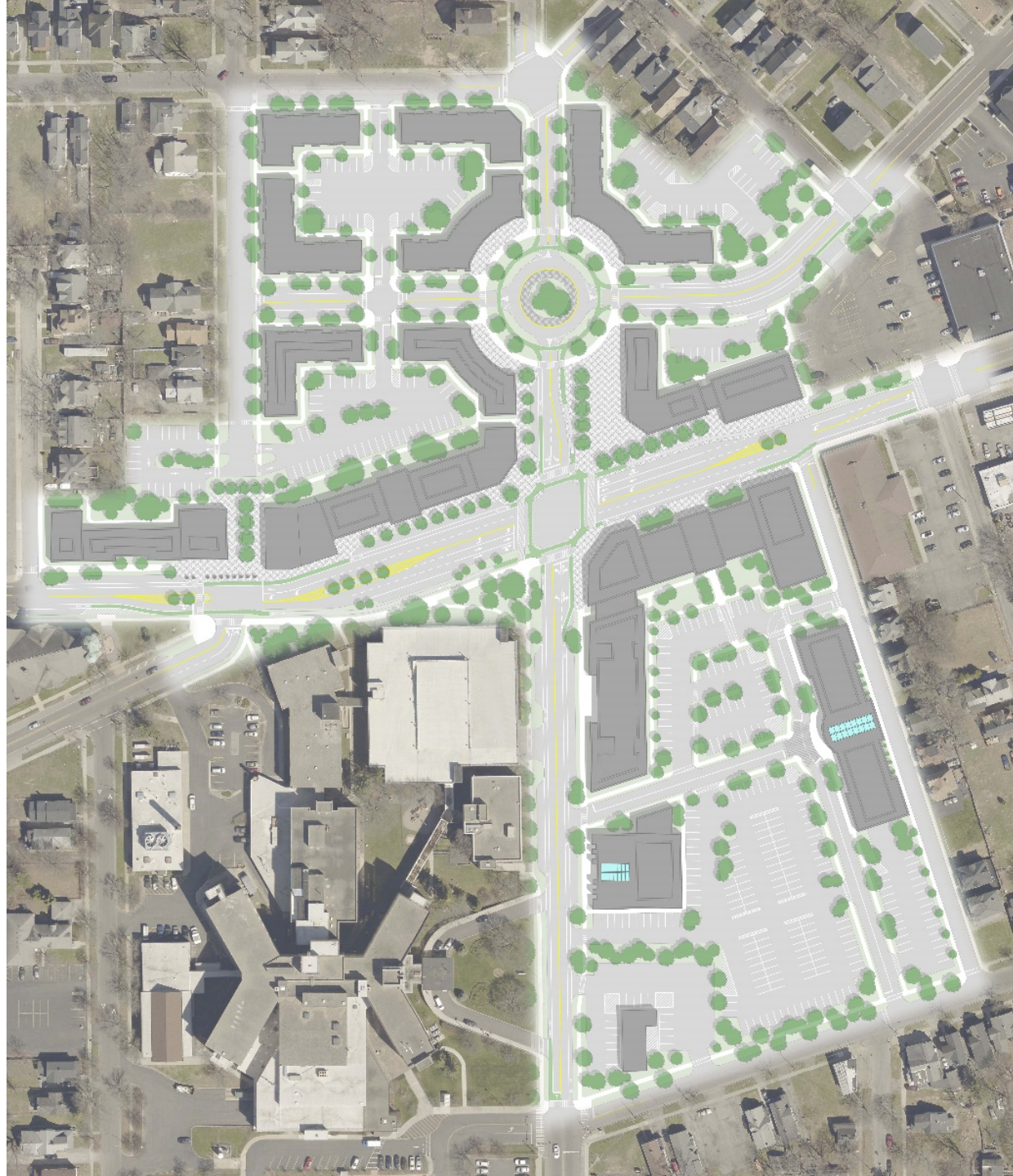


Frame 1A



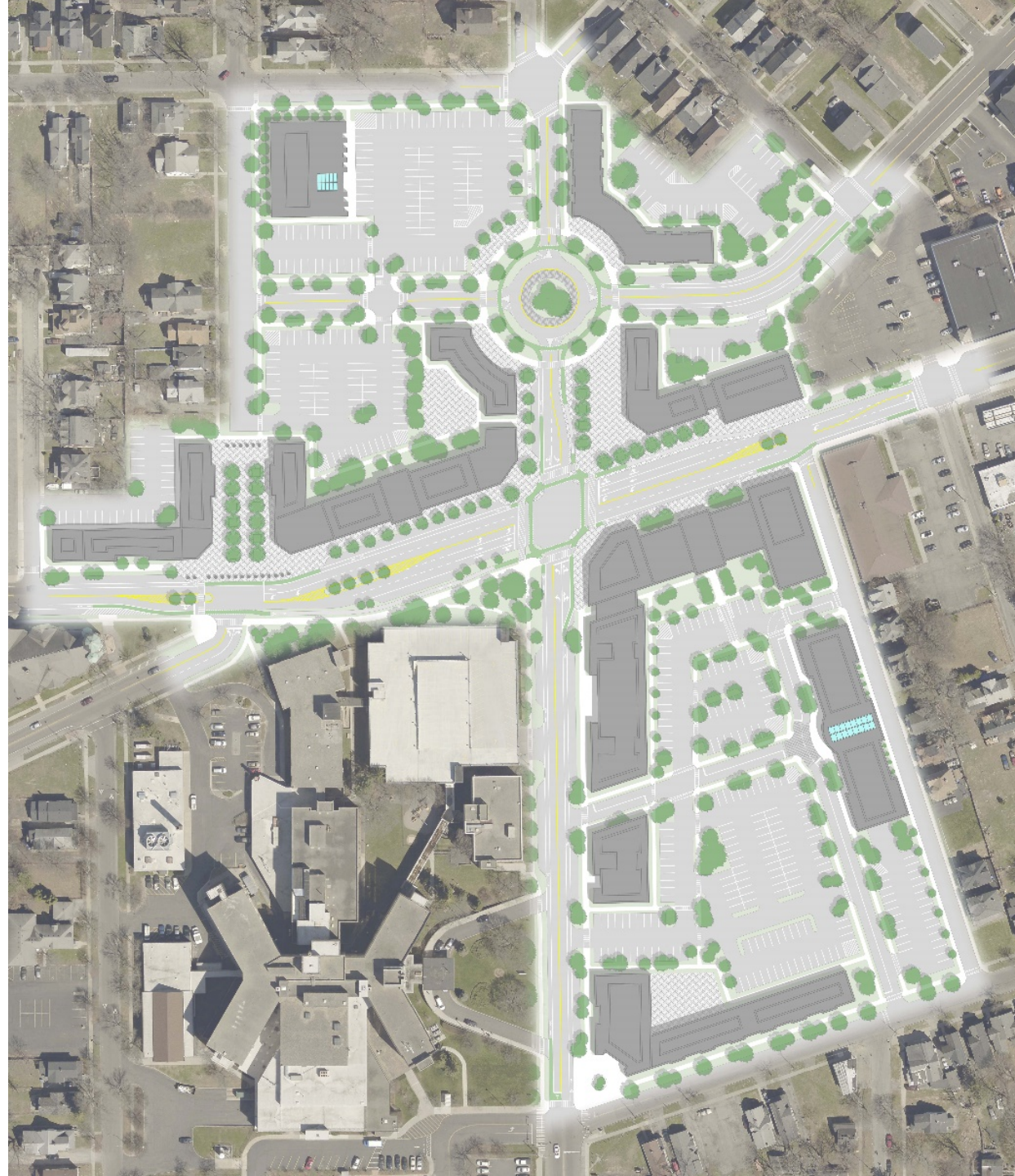


Frame 1B



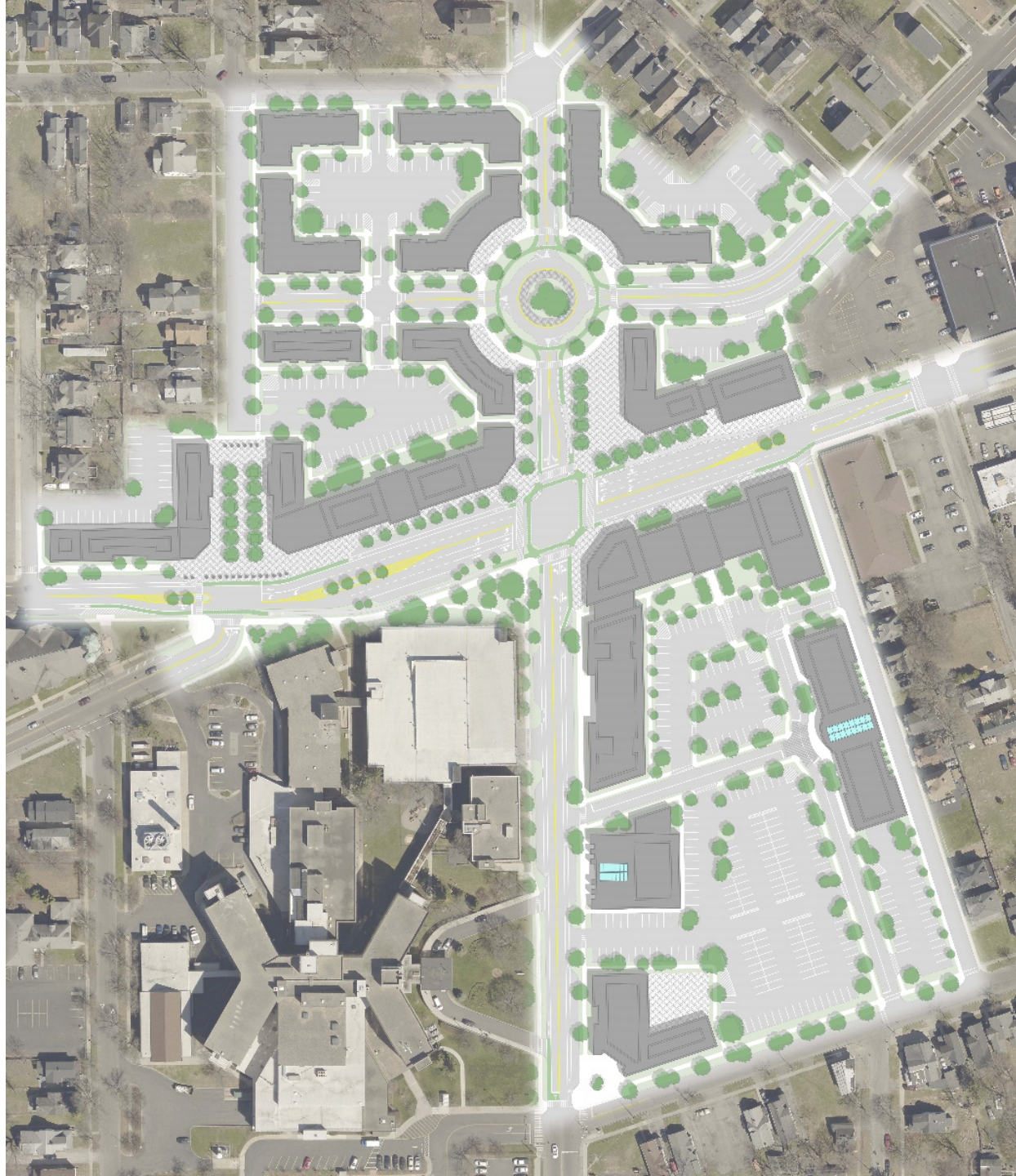


Frame 2A





Frame 2B



# Chili/York/West Intersection

Existing



Frame 1A



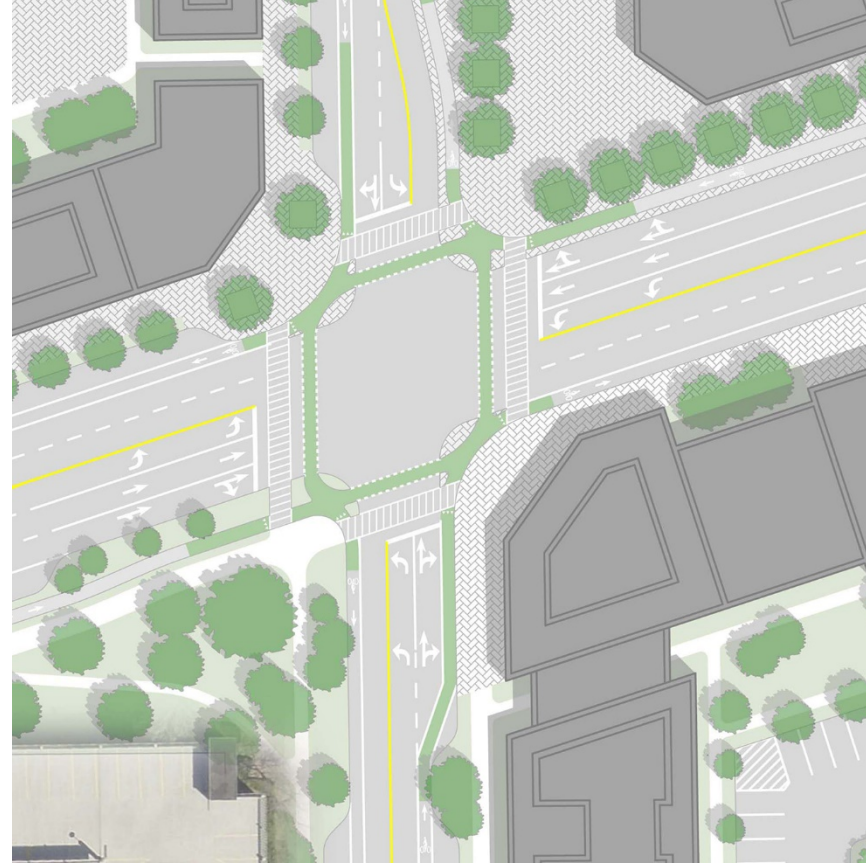


# W Main/Genesee/Brown Intersection

Existing



Frame 1A



# Brown St Realignment + Roundabout

Existing



Frame 1A



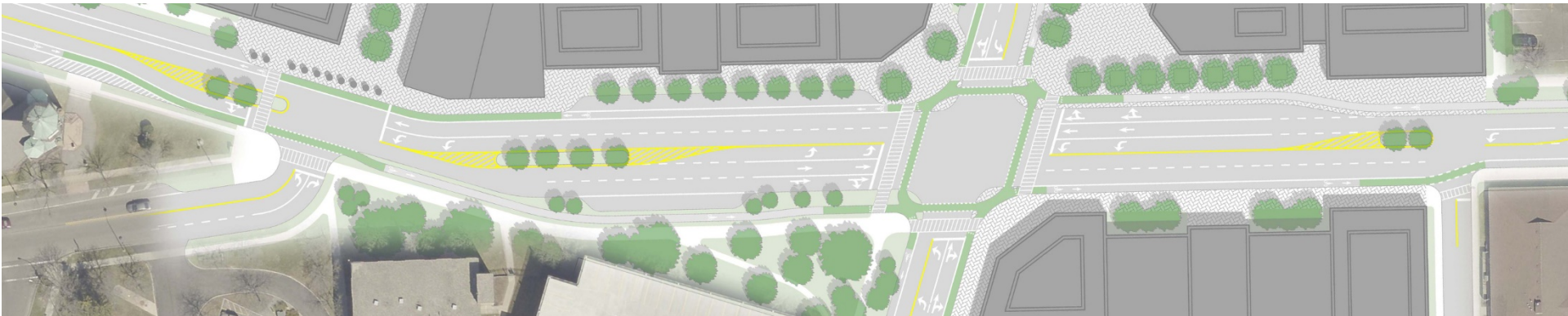


# Bicycle Infrastructure

## Existing



## Frame 1A



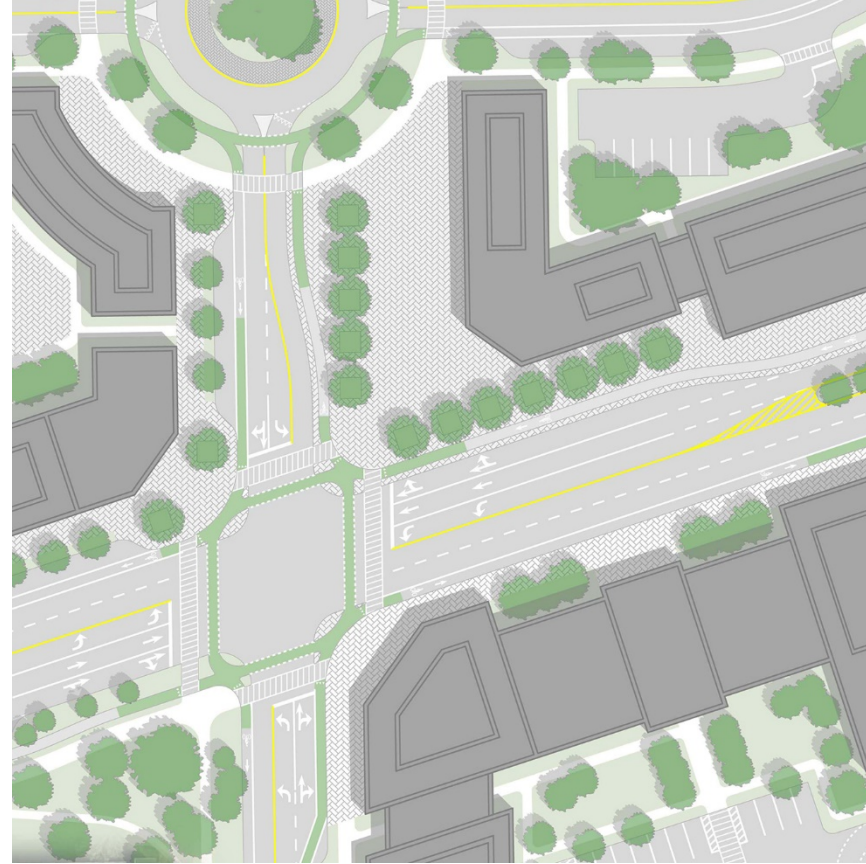


# Public Spaces

Existing



Frame 1A

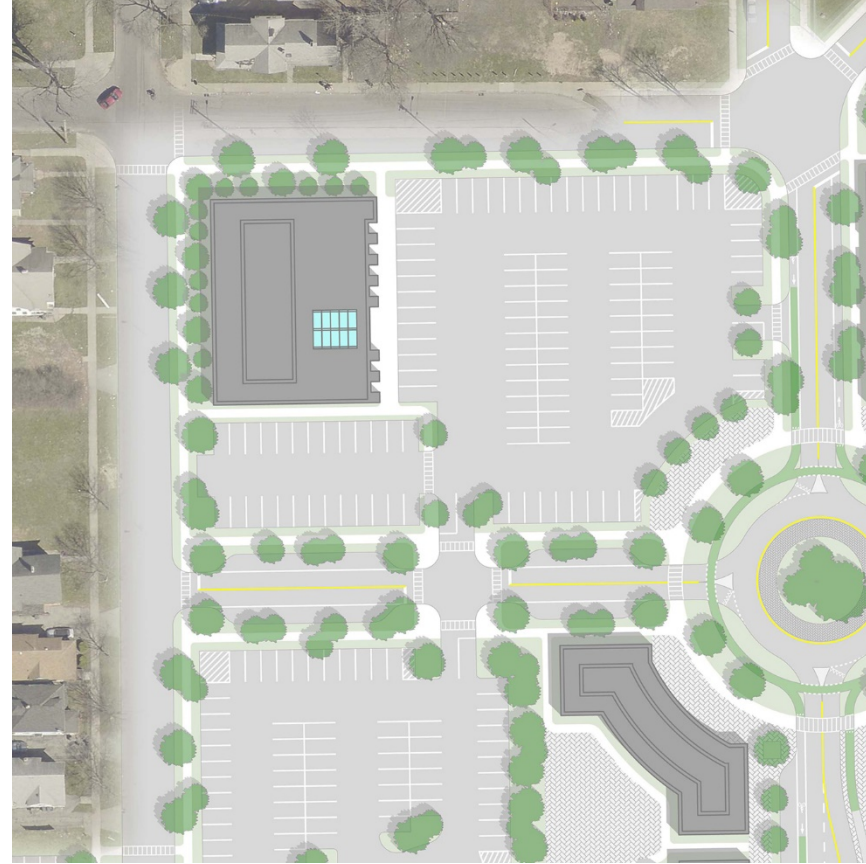


# RPD Station (north)

Existing



Frame 1A



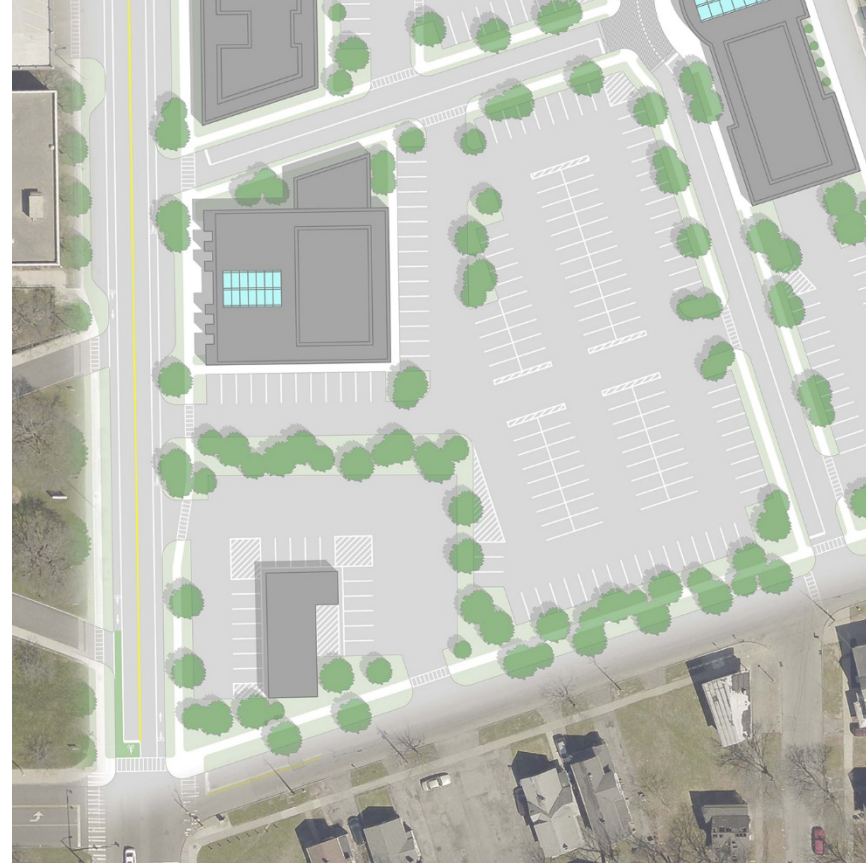


# RPD Station (south)

Existing



Frame 1B

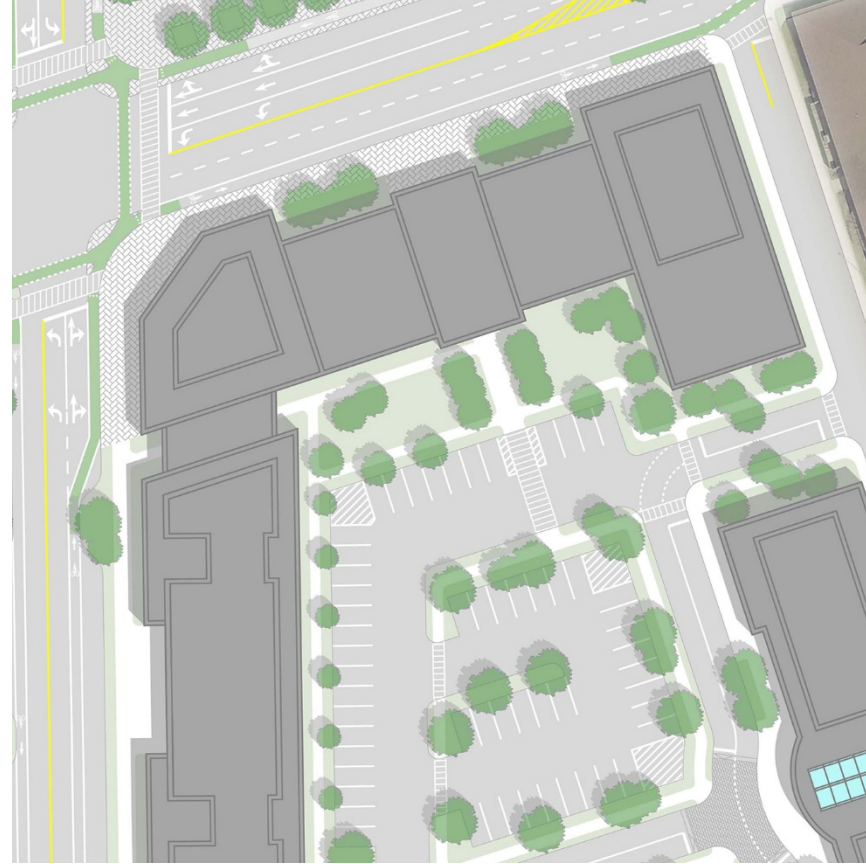


# Mixed-use Development

Existing



Frame 1A



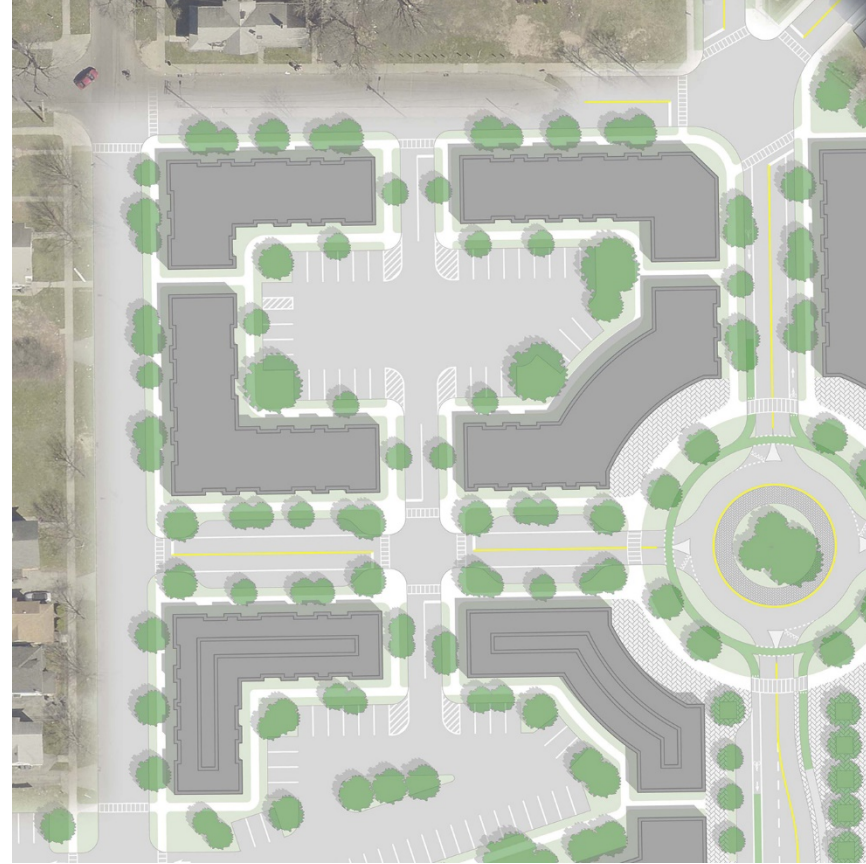


# Multi-Family Housing

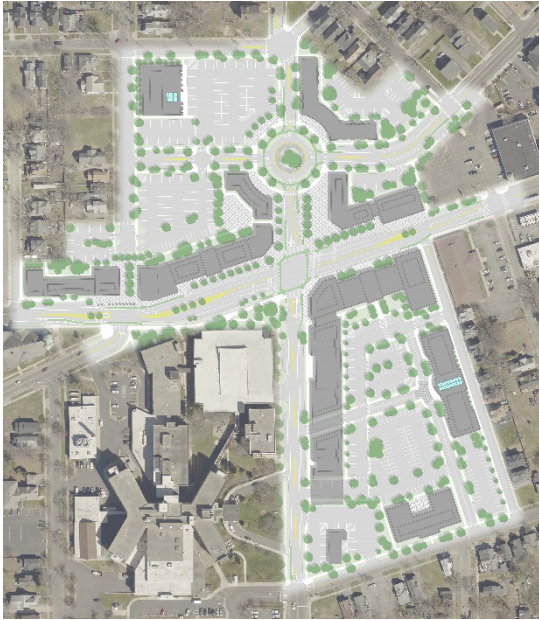
Existing



Frame 1B



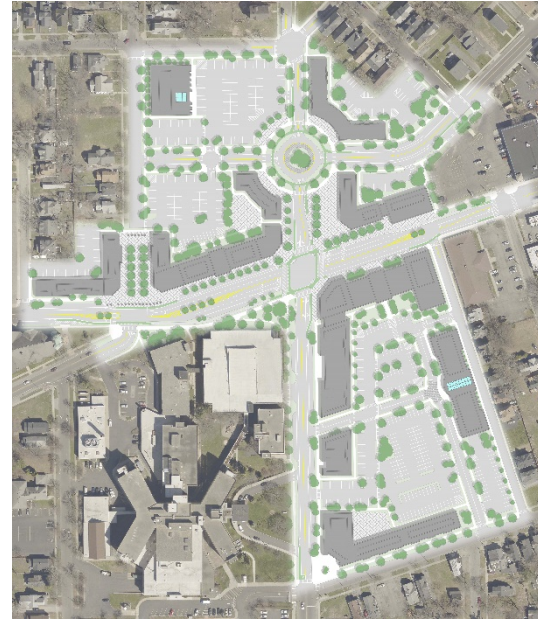
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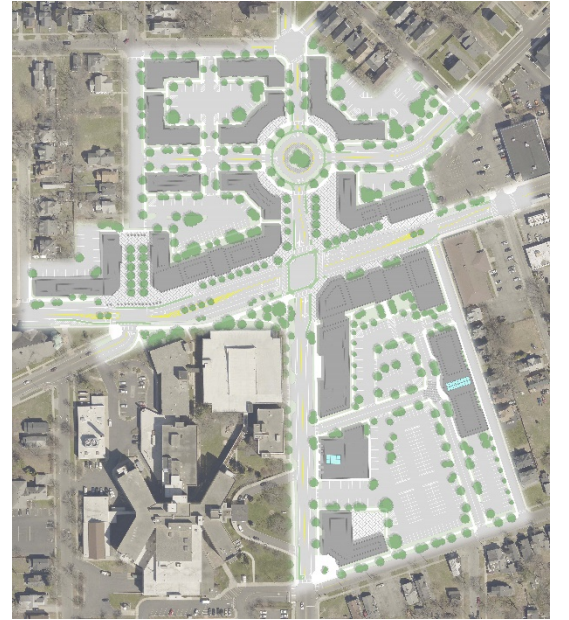
Frame 1B



Frame 2A



Frame 2B









# Plan Materials – Review/Comment





City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

# BULL'S HEAD REVITALIZATION

PUBLIC MEETING  
June 26, 2019

## **Project Contact:**

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30 Church Street, Rm 005A  
Rochester, NY 14614-1290

## **Project Website:**

[CityOfRochester.gov/BullsHeadRevitalization](http://CityOfRochester.gov/BullsHeadRevitalization)

## **Document Repository:**

Arnett Branch Public Library