

# WELCOME!

**Bull's Head Revitalization | Public Meeting**

## Agenda

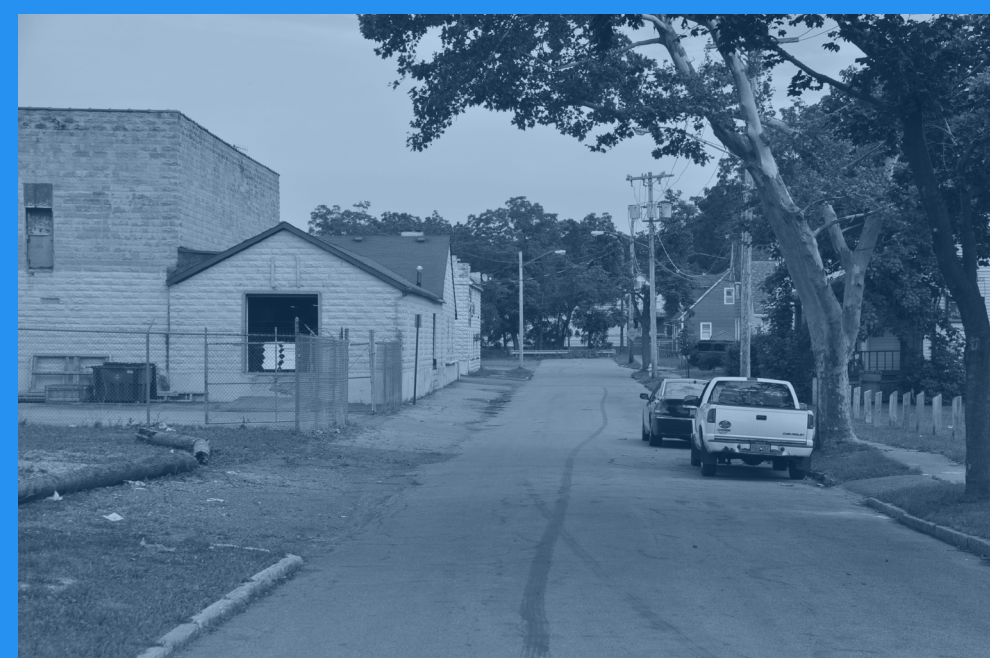
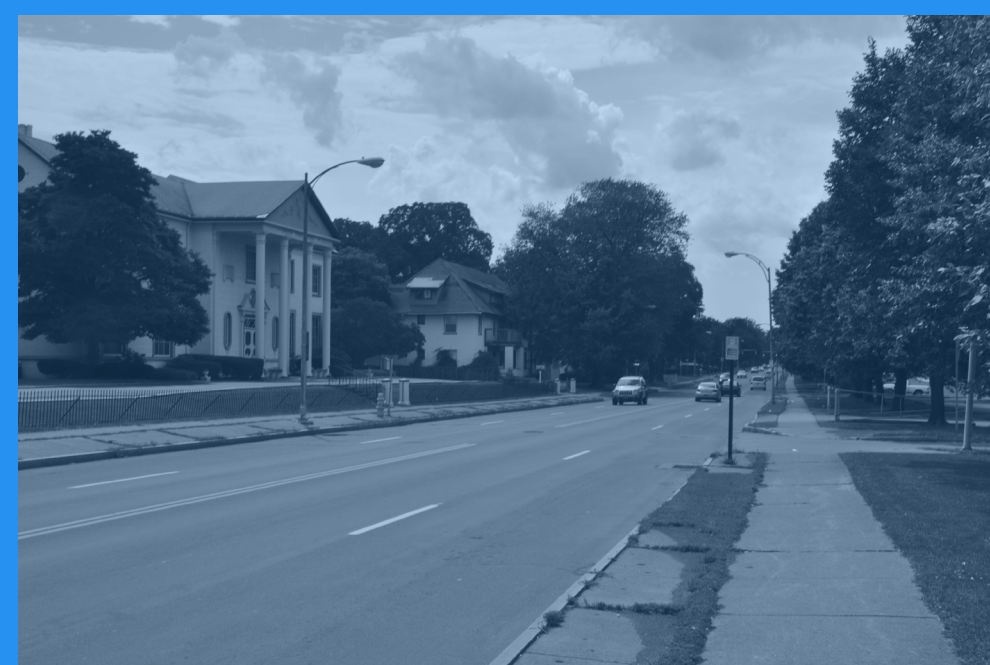
**6:00 pm Welcome Remarks**

**6:05 pm Plan Updates Presentation**

**6:40 pm Visual Preference Exercise**

**7:30 pm Plan Materials - Review/Comment**

**8:00 pm Wrap-up**





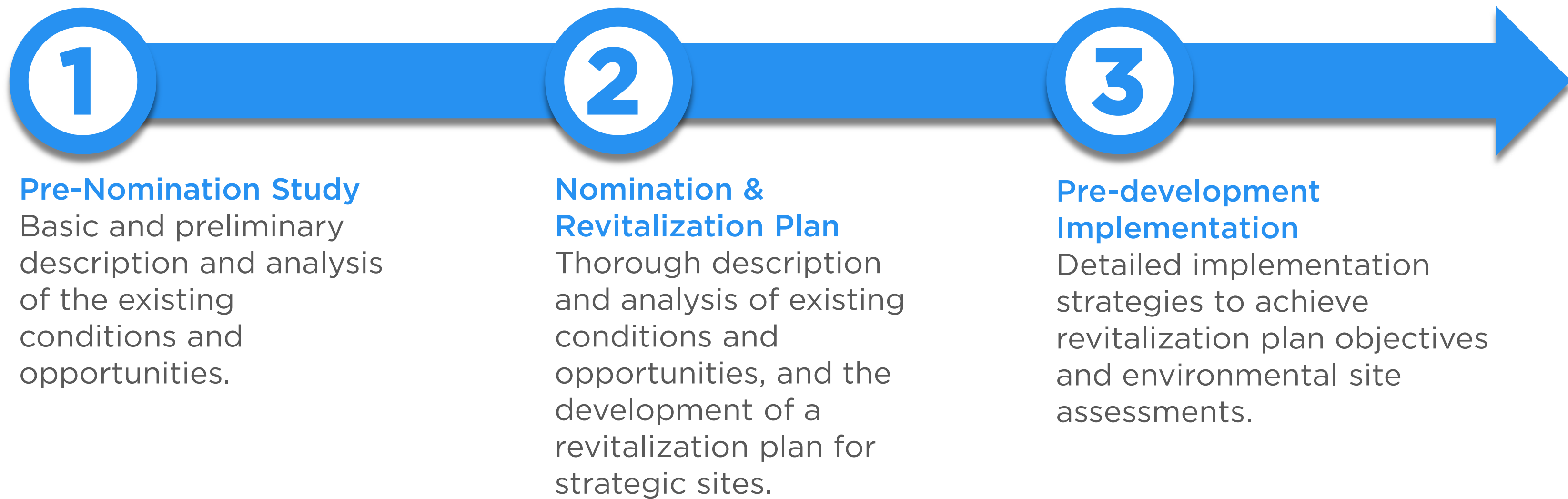
# REVITALIZATION PLAN OVERVIEW

## What is the Bull’s Head Revitalization Plan?

The Bull’s Head Revitalization Plan represents Step 2 of the NYS Brownfield Opportunity Areas (BOA) Program. The Plan 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. Key findings will inform recommendations and the identification of strategic sites. The Plan will emphasis 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.

## What is the Brownfield Opportunity Area Program?

A 3-step process to comprehensively assess existing neighborhood conditions, identify and prioritize redevelopment opportunities, and attract new investment.



## What is a Brownfield?

Brownfields are all abandoned, underused sites, or real property where the redevelopment or reuse is complicated by the presence or perceived presence of environmental contamination. Brownfields may pose a risk to public health based on the nature and extent of contamination and the risk of exposure to the public.

## What is a Strategic Site?

A “strategic site” is any property identified in the inventory and analysis through which redevelopment, repurposing, or expansion would further the goals of the BOA to create an economically and environmentally sustainable neighborhood. Strategic sites pose certain characteristics that make them ideal due to their potential to stimulate further development in the neighborhood (a “catalyst” site).

## Is this the last Public Meeting?

No. However, the next step of the BOA Program includes pre-development and implementation activities that will use a range of techniques and actions to implement the Revitalization Plan and site assessments at eligible strategic brownfield sites.

## How can I stay informed?

Sign-in and include your email address! After the public meeting, the BOA Team will publish a summary of the public meeting which will then lead to a draft Revitalization Plan that documents the entire planning process including community participation, inventory and analysis, summary analysis and key findings, and Bull’s Head Recommendations. Implementation planning of the recommendations will follow.



# VISION, VALUES, GOALS + OBJECTIVES

## Vision

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.

## Values

**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

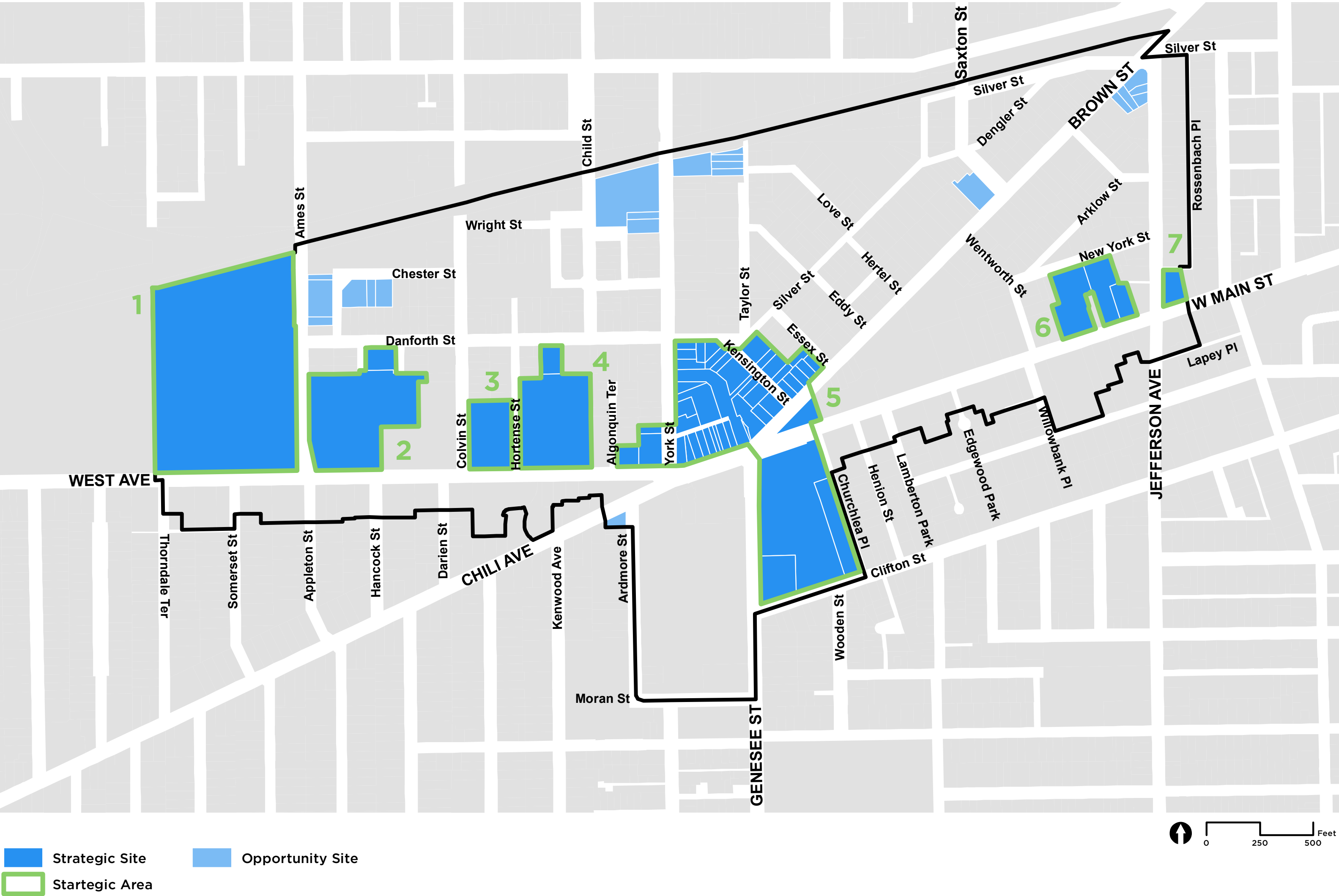
**Public safety** and the efforts of RPD to address crime and violence

## Goals + Objectives

- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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



## What is a Strategic Site?

A “strategic site” is any property identified in the inventory and analysis through which redevelopment, repurposing, or expansion would further the goals of the BOA to create an economically and environmentally sustainable neighborhood. Strategic sites pose certain characteristics that make them ideal due to their potential to stimulate further development in the neighborhood (a “catalyst” site).

## What does it mean to be a Strategic Site?

Environmental site assessments on strategic brownfield sites may be eligible for funding if additional environmental information is required to assist in determining future land uses. In addition, the location of a brownfield within a strategic site results in prioritization during the application process to receive the “BOA Bump-up” tax credit. Project applicants must demonstrate conformance with the BOA’s vision, goals, and objectives.

## Why are strategic sites part of the plan?

The identification of strategic sites is a necessary part of the BOA planning process and is designed to focus recommendations and prioritize redevelopment on sites that would act as a catalyst for further redevelopment in the area. These sites have a greater potential to leverage public and private monies to stimulate economic development, community revitalization, opportunities for new public amenities, or opportunities for environmental clean-up.

## What is an Opportunity Site?

Opportunity areas were identified by the BOA Team as properties which have the potential for redevelopment but which were not identified as strategic due to size, location, or other factors.



Recommended: **ACTIONS + POLICIES**

We Value...

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

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

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

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**

We Value...

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

**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

**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

## We Value...

Sense of community connecting neighbors

## Recommended Projects

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

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

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

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
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



# Recommended: PROJECTS

## We Value...

**New development** that utilizes brownfield, vacant, and underutilized land (*continued*)

## Recommended Projects

- 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

**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

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

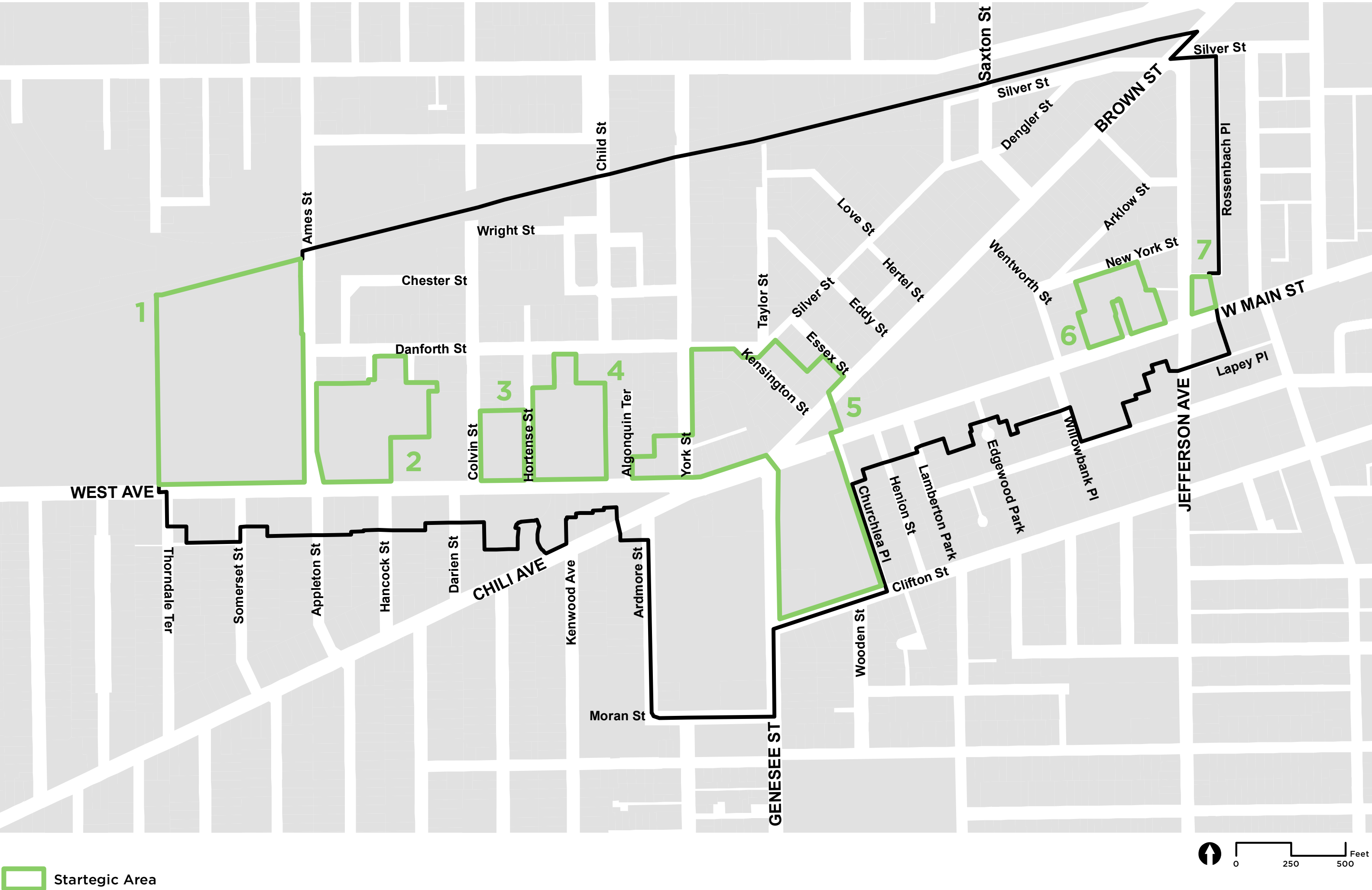
- 23. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center
- 24. Develop small public parks or public open space within the center of the Bull’s Head along W Main St, Brown St, 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



# Recommended: STRATEGIC SITE LAND USES



**Why have recommended land uses?**

Recommending land uses for strategic sites is a necessary part of the BOA planning process. Project applicants seeking the “BOA Bump-up” tax credit must demonstrate conformance with the BOA’s recommended land uses and the established vision, goals, and objectives.

**What are strategic areas?**

Strategic areas are groups of strategic sites with similar characteristics such as location, land use, and ownership. Strategic areas consolidate the number of strategic sites in order to provide a simplified approach for recommendations and profiles included in the Revitalization Plan.

Strategic Area	Recommended Land Uses
1	Utilize vacant land for infill development with mixed-use commercial, manufacturing, education, and/or recreation/park
2	Keep existing community center, but expand center and add park/recreational facilities
3	Keep existing business, but consider expanding/adding mixed-use commercial, office, retail, or healthcare
4	Keep existing business, but consider expanding/adding mixed-use commercial or gym/fitness/recreation center facing West Ave with multi-family housing facing Danforth Street
5	Utilize vacant land and the Bull’s Head Plaza property for infill development consisting of mixed-use commercial, educational/institutional, government offices, police station, healthcare, gym/fitness/recreation, and multi-family housing
6	Keep existing business, but consider expanding/adding mixed-use commercial and multi-family housing
7	Mixed-use commercial and multi-family housing