



# BULL'S HEAD REVITALIZATION

## PUBLIC MEETING

June 26, 2019 | St. Mary's Campus

### Project Summary

The Bull's Head Revitalization Plan (officially entitled the "Bull's Head Brownfield Opportunity Area Step 2 Nomination Study") is part of the New York State Department of State's Brownfield Opportunity Area (BOA) Program. The BOA Program is a planning process to comprehensively assess existing conditions, identify and prioritize redevelopment opportunities, and attract new investment. As part of the BOA Program, the Bull's Head Revitalization Plan will identify the reuse potential of strategic sites that will act as catalysts for revitalization, repositioning Bull's Head as a vital and thriving community with a renewed sense of identity.

### Public Meeting Summary

The third public meeting for the Bull's Head Revitalization Plan was held on the evening of June 26, 2019 at St. Mary's Campus with **over 90 attendees**. The meeting was structured in two parts. The first part included a welcome and presentation by the project team detailing the progress of the Revitalization Plan, planning activities over the past year, and a detailed description of the Bull's Head Vision Statement, Value Statements, Goals + Objectives, and Recommendations. The second part of the meeting was designed as an open house which enabled meeting participants to review the components of the Revitalization Plan, Urban Renewal Area Plan, participate in a visual preference exercise and to provide comment and feedback.

This public meeting summary and the materials presented during the meeting are available on the project website and at the document repository:



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



**Arnett Branch Public Library**

310 Arnett Boulevard, Rochester, NY 14169 ([map](#))

## Meeting Welcome

Dana Miller, Director of Development Services for the City of Rochester Department of Neighborhood and Business Development, on behalf of Mayor Lovely Warren, welcomed everyone to the public meeting and thanked them for coming for the very important topic of the Bull's Head Revitalization. Mr. Miller introduced Rick Rynski with the City of Rochester, members of the Project Advisory Committee (PAC), members of the 19<sup>th</sup> Ward Community Association, and the consultant team for the project including Fisher Associates with assistance from Highland Planning. Mr. Miller continued his welcome with an emphasis on the importance of the current planning work for the Bull's Head area and the area's role as a key neighborhood center and transportation hub. Despite decades of neighborhood change, the City understands the area's history, importance of housing choice, employment opportunities, retail options, and recreation facilities in the planning process.

Mr. Miller recognized the planning work that has been accomplished to-date and the opportunity for the community to provide vital input on the Revitalization Plan and Urban Renewal Area Plan. Mr. Miller emphasized the planning work that will be continuing and the refinement of the plans to meet community desires and market demands. In addition, Mr. Miller noted the conceptual redevelopment frames for the targeted redevelopment area illustrate redevelopment ideas which have been discussed at numerous meetings in order to "test fit" which options work in the area. He added that these conceptual redevelopments frames do not represent actual proposed redevelopment, but rather, a series of concepts to advance the revitalization project.

Mr. Miller provided an overview of the night's agenda including a presentation and visual preference survey from Fisher Associates and an open house for review and comment on the Revitalization Plan's recommendations and the targeted redevelopment area's conceptual redevelopment frames.



## Presentation Summary

### Since the Last Public Meeting

Frank Armento of Fisher Associates began the presentation with an overview of the activities of the project team over the past year, summarized as follows:

**Held** a Bull's Head community fair at the Salvation Army on West Avenue

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

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

**Completed** identification of strategic sites and opportunities

**Prepared** BOA recommendations

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

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

### Vision Statement

Mr. Armento presented the draft vision statement for the Revitalization Plan. The vision statement is an update to the vision statement included in the pre-nomination study and was revised based on the input provided on the values statements from the previous PAC and public meetings.

*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.*

## Goals + Objectives

Mr. Armento 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.

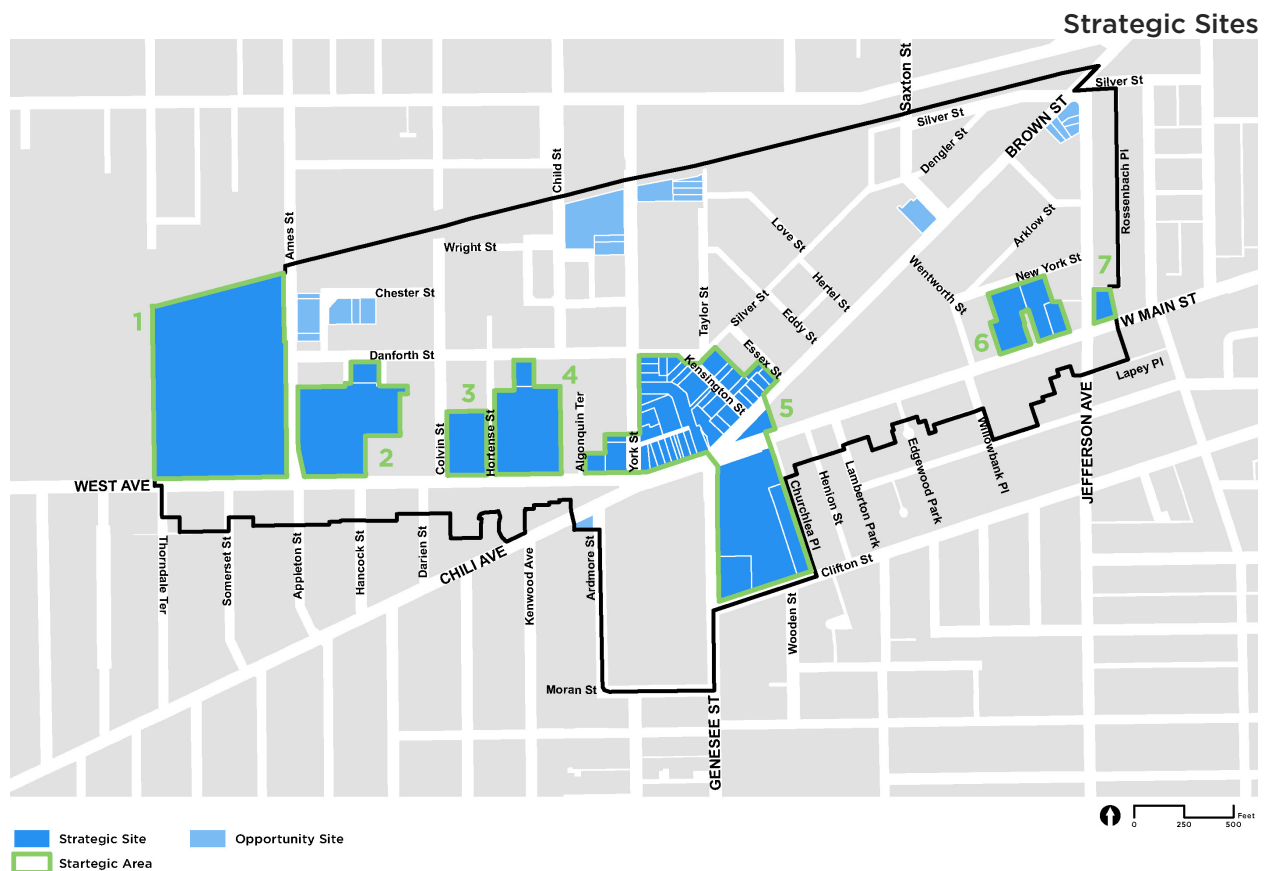
<b>We Value...</b>	<b>Goals + Objectives</b>
<b>Sense of community connecting neighbors</b>	<ul style="list-style-type: none"><li>▪ Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull's Head area</li><li>▪ Facilitate neighborhood events and farmers markets</li><li>▪ Evaluate expansion of programming and facilities at the Danforth Community Center</li></ul>
<b>Transportation that is safe and accessible for everyone including pedestrians and bicyclists</b>	<ul style="list-style-type: none"><li>▪ Utilize "complete street" tools for pedestrians, bicyclists, and transit users</li><li>▪ Evaluate traffic calming and intersection safety measures</li><li>▪ Encourage new development to incorporate bicycle, pedestrian, and transit facilities</li></ul>
<b>Employment opportunities from new and expanded businesses supported by training and education</b>	<ul style="list-style-type: none"><li>▪ Encourage the hiring and training of local residents in local businesses</li><li>▪ Develop a business recruitment program to bring businesses to the Bull's Head area</li><li>▪ Host business association events tied to job fairs</li></ul>
<b>New development that utilizes brownfield, vacant, and underutilized land</b>	<ul style="list-style-type: none"><li>▪ Facilitate testing, remediation, and redevelopment of brownfield properties</li><li>▪ Complete a viable re-use plan for 95 Ames St (former Taylor Instruments)</li><li>▪ Attract diverse businesses that can accommodate daily needs of local residents</li><li>▪ Redevelop the Bull's Head Plaza with mixed-use buildings that front the Street</li></ul>
<b>Historic character maintained through new development and reuse of existing buildings</b>	<ul style="list-style-type: none"><li>▪ Encourage new development to utilize traditional neighborhood design</li><li>▪ Facilitate historic property and building identification</li><li>▪ Promote resources available for historic building reuse and renovation</li><li>▪ Promote awareness of the Bull's Head and its historic past</li></ul>
<b>Improve housing opportunities for current and future residents that also</b>	<ul style="list-style-type: none"><li>▪ Seek development that includes housing choice (e.g. age-in-place)</li><li>▪ Increase awareness of the City's housing assistance programs</li></ul>

We Value...	Goals + Objectives
<b>assist first time and current homeowners</b>	<ul style="list-style-type: none"> <li>▪ Address the issues of investor owners/landlords</li> <li>▪ Increase home ownership in the Bull's Head area</li> <li>▪ Focus on residential infill development compatible with the character of the area</li> </ul>
<b>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</b>	<ul style="list-style-type: none"> <li>▪ Add amenities and recreation facilities to Lynchford Park</li> <li>▪ Utilize vacant land for a new park which can support multiple uses/events</li> <li>▪ Replace vacant lots within residential areas with pocket parks and gardens</li> </ul>
<b>Public safety and the efforts of RPD to address crime and violence</b>	<ul style="list-style-type: none"> <li>▪ Examine the feasibility of a new RPD station</li> <li>▪ Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)</li> </ul>

## Strategic Sites

Mr. Armento presented the final 55 properties identified as, and in some cases grouped into, Strategic Sites. Mr. Armento described the importance of these sites in the planning process but emphasized Revitalization Plan recommendations are not exclusive to these sites. In addition, properties identified as 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.

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. Strategic Sites are primarily found along key transportation corridors and include 95 Ames Street (former Taylor Instruments property), the Salvation Army, the area for the Bull’s Head Urban Renewal Area, and numerous others. Additional properties identified as “Opportunity Sites” are located along the railroad right-of-way, Brown Street, and at the intersection of Brown Street and Jefferson Avenue.



### Revitalization Plan Recommendations

Mr. Armento transitioned the public meeting to a presentation of Revitalization Plan recommendations. Recommendations were developed based on the input from public meetings, PAC meetings, and the results from the key findings from the inventory & analysis. Recommendations advance redevelopment of Bull's Head area and include two categories: (1) Actions & Policies and (2) Projects. Both recommendation categories were grouped by value statements (see table below).

We Value...	Recommended Actions & Policies	Recommended Projects
<b>Sense of community connecting neighbors</b>	<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>	<ol style="list-style-type: none"><li>1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center</li><li>2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity</li><li>3. Include community meeting space(s), possibly in conjunction with a Bull's Head RPD station</li><li>4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming</li></ol>
<b>Transportation that is safe and accessible for everyone including pedestrians and bicyclists</b>	<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></ol>	<ol style="list-style-type: none"><li>5. Reconfigure W Main Street, Genesee Street, and Brown Street utilizing a "complete streets" approach and green infrastructure technologies</li><li>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</li></ol>



We Value...	Recommended Actions & Policies	Recommended Projects
	<ul style="list-style-type: none"> <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 Area 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 Area Plan</li> </ul>	<ul style="list-style-type: none"> <li>7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull's Head</li> <li>8. Add transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles</li> <li>9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land</li> </ul>
<b>Employment opportunities from new and expanded businesses supported by training and education</b>	<ul 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> </ul>	<ul style="list-style-type: none"> <li>10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA</li> <li>11. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor</li> </ul>
<b>New development that utilizes brownfield, vacant, and underutilized land</b>	<ul 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,</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li>13. Work with private property owners of every identified brownfield to complete Phase I and Phase II ESA's</li> </ul>



We Value...	Recommended Actions & Policies	Recommended Projects
	<p>commercial frontages, and specific design standards</p> <ol style="list-style-type: none"> <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 Area Plan</li> </ol>	<ol style="list-style-type: none"> <li>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</li> <li>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)</li> <li>16. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses along the rail corridor</li> </ol>
<p><b>Historic character maintained through new development and reuse of existing buildings</b></p>	<ol style="list-style-type: none"> <li>19. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey</li> <li>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</li> <li>21. Promote the benefits for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use</li> <li>22. Promote awareness of the history of the Bull's Head area</li> </ol>	<ol style="list-style-type: none"> <li>17. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area</li> <li>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</li> <li>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</li> </ol>

We Value...	Recommended Actions & Policies	Recommended Projects
	<p>23. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment</p>	
<p><b>Improve housing opportunities for current and future residents that also assist first time and current homeowners</b></p>	<p>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</p> <p>25. Promote and encourage residential infill development that is compatible with the character of the area</p> <p>26. Utilize marketing and information campaigns to increase awareness of the City's housing assistance programs</p> <p>27. Develop incentives and policies that address the issues of absentee landlords</p> <p>28. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes</p> <p>29. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties</p>	<p>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>
<p><b>Green space, parks, and recreation facilities with space for community events, gatherings, and markets</b></p>	<p>30. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses</p> <p>31. Encourage local residents to utilize City programs and incentives for the creation of community gardens</p>	<p>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</p> <p>22. Develop small public parks or public open space within the center of Bull's Head</p>

We Value...	Recommended Actions & Policies	Recommended Projects
	<p>32. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents</p>	<p>along W Main St, Brown St, Genesee St, Chili Ave, and West Ave</p> <p>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</p> <p>24. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus</p>
<p><b>Public safety and the efforts of RPD to address crime and violence</b></p>	<p>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 Area Plan</p> <p>34. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)</p>	<p>25. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades or installations</p>

### **Bull's Head Urban Renewal Area Plan**

Mr. Armento transitioned the public meeting presentation to an update of the Bull's Head Urban Renewal Area Plan and presentation of conceptual redevelopment frames. The planning process for the Bull's Head Urban Renewal Area Plan utilizes a phased approach with the first phase including land assembly, select demolition, and commencement of environmental due diligence. The second phase includes adoption of zoning amendments and the Bull's Head Urban Renewal District by the Rochester City Council. The Phase 1 Plan was approved by City Council July 24, 2018 and the Phase 2 Plan is anticipated to be complete by fall 2019.

Mr. Armento described the origins of the conceptual redevelopment frames for a subarea of the Bull's Head Urban Renewal Area. Several public meetings have included numerous discussions on redevelopment options ranging from new housing, mixed-use development, infill development, national vs. local retail, reducing parking, adding parks and open space, medical office expansion, to possible locations for a new Rochester Police Department (RPD) Station. The conceptual redevelopment frames are a "high-level" illustration of these ideas in order to "test fit" which options work in the area.

The four conceptual redevelopment frames considered community input, feedback from City departments and the Monroe County Department of Transportation ("MCDOT"), transportation issues and opportunities, land use issues and opportunities, and a desire for an RPD presence. Notable design elements for the frames include the creation of a sense of place and identity through the redevelopment of Bull's Head Plaza, creation of pedestrian-oriented development, introduction of programmable plazas, and options for the preservation and adaptive re-use of some existing buildings. Transportation ideas illustrated in the frames include intersection improvements to increase pedestrian safety and reduce crossing time, incorporate both bicycle lanes and protected bicycle lanes, and the realignment of Brown Street, extension of Genesee Street, and the utilization of a roundabout for the intersection of these two roads. Other right-of-way changes include the termination of York Street and the realignment of Chili Ave due to pedestrian crossing issues and awkward vehicular movements.

The four conceptual redevelopment frames illustrate the combination of these ideas and are provided on the following pages.

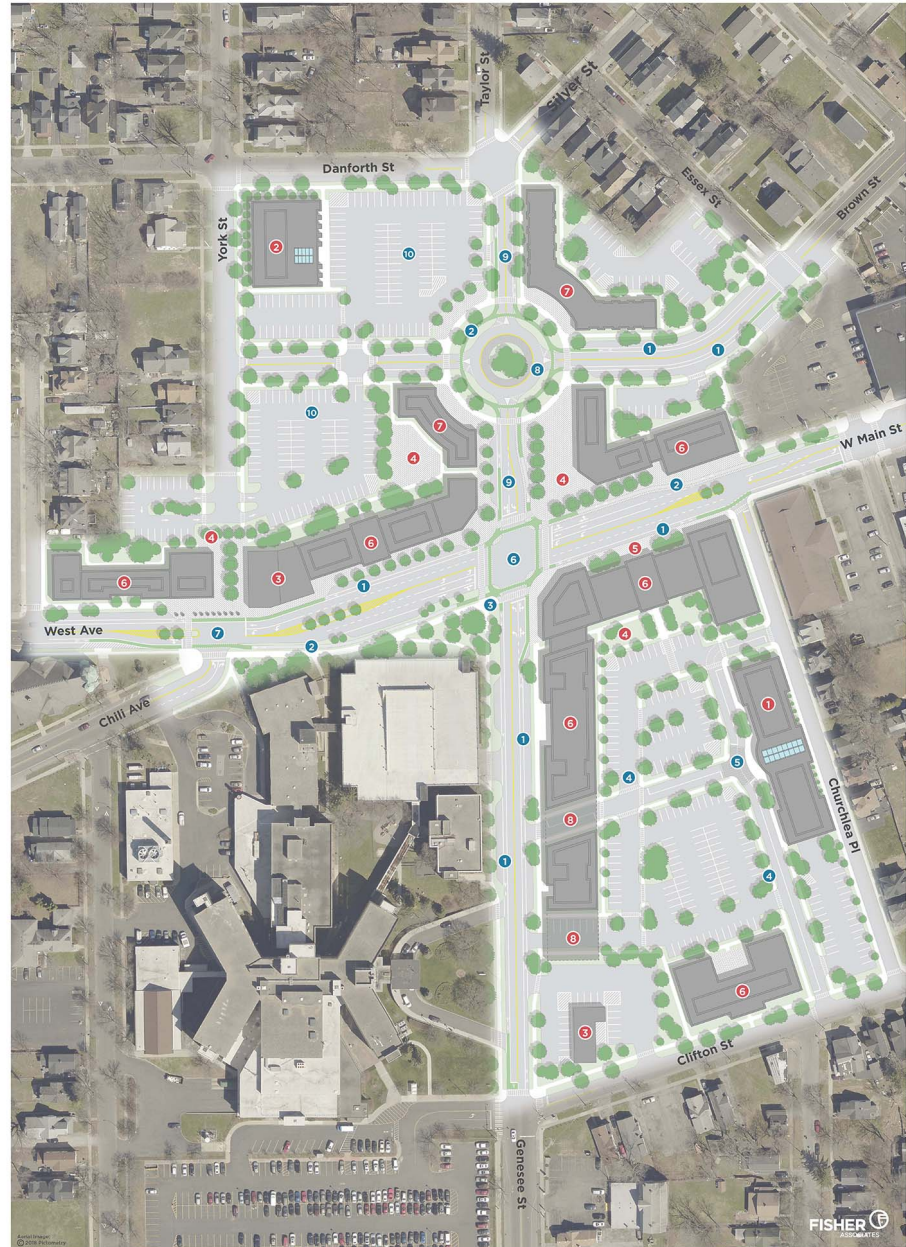
## Frame 1A

### Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family
- 8 Overhead mixed-use building

### Mobility + Connections

- 1 Dedicated bicycle lanes
- 2 Elevated Cycle Track
- 3 Cross-walk curb extensions
- 4 Interior pedestrian and vehicle connections
- 5 Intersection speed table
- 6 Intersection "diet"
- 7 Reconfigured intersection
- 8 New Roundabout and re-aligned Brown Street
- 9 New Genesee Street extension
- 10 Dedicated RPD parking (150 spaces)



(High-resolution illustrations with legends are available on the project [website](#))



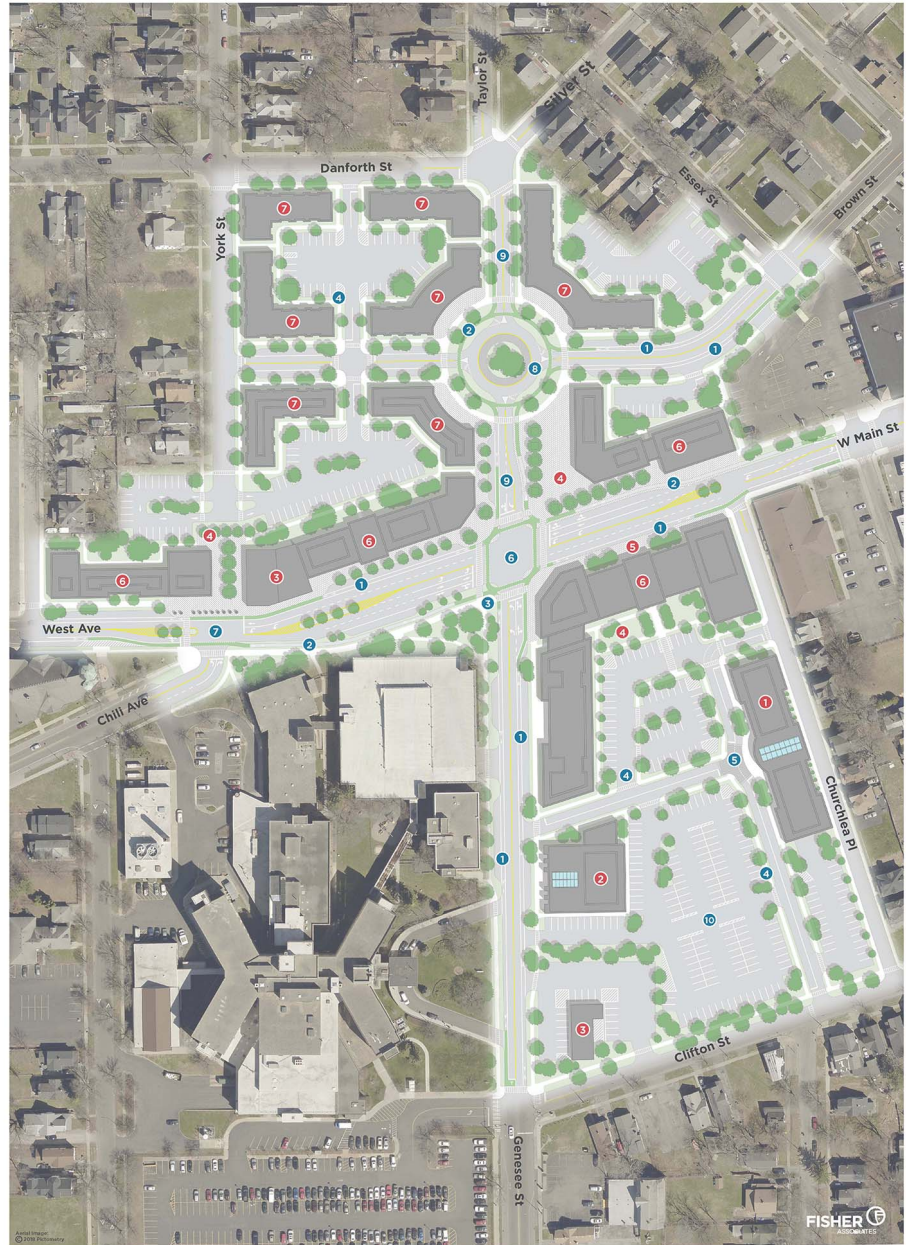
## Frame 1B

### Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Existing structures
- 4 Public/private plazas
- 5 Frontage zones for commercial businesses
- 6 Mixed-use
- 7 Multi-family

### Mobility + Connections

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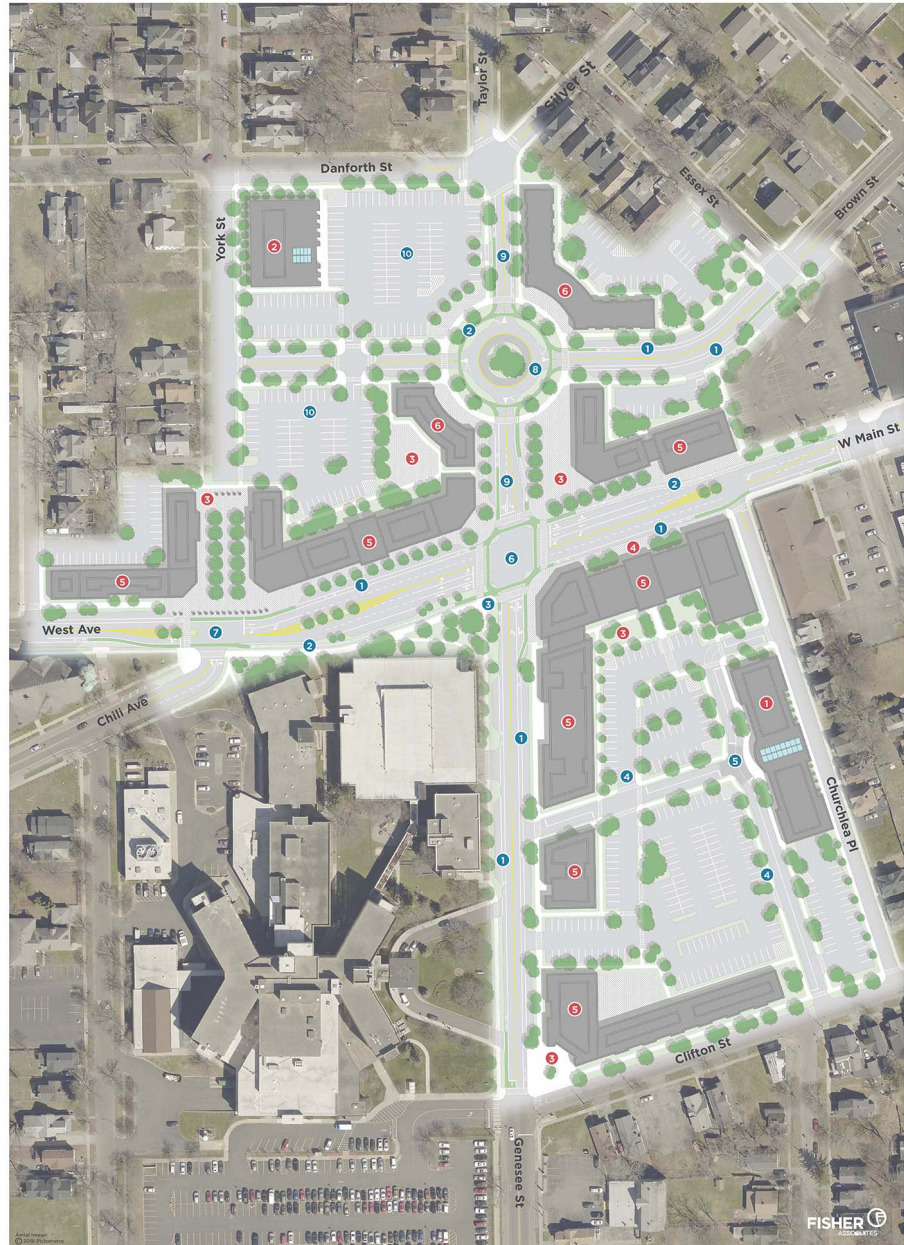
## Frame 2A

### Places + Spaces

- 1 Renovated existing office building
- 2 RPD Station (2-stories, 20k SF total)
- 3 Public/private plazas
- 4 Frontage zones for commercial businesses
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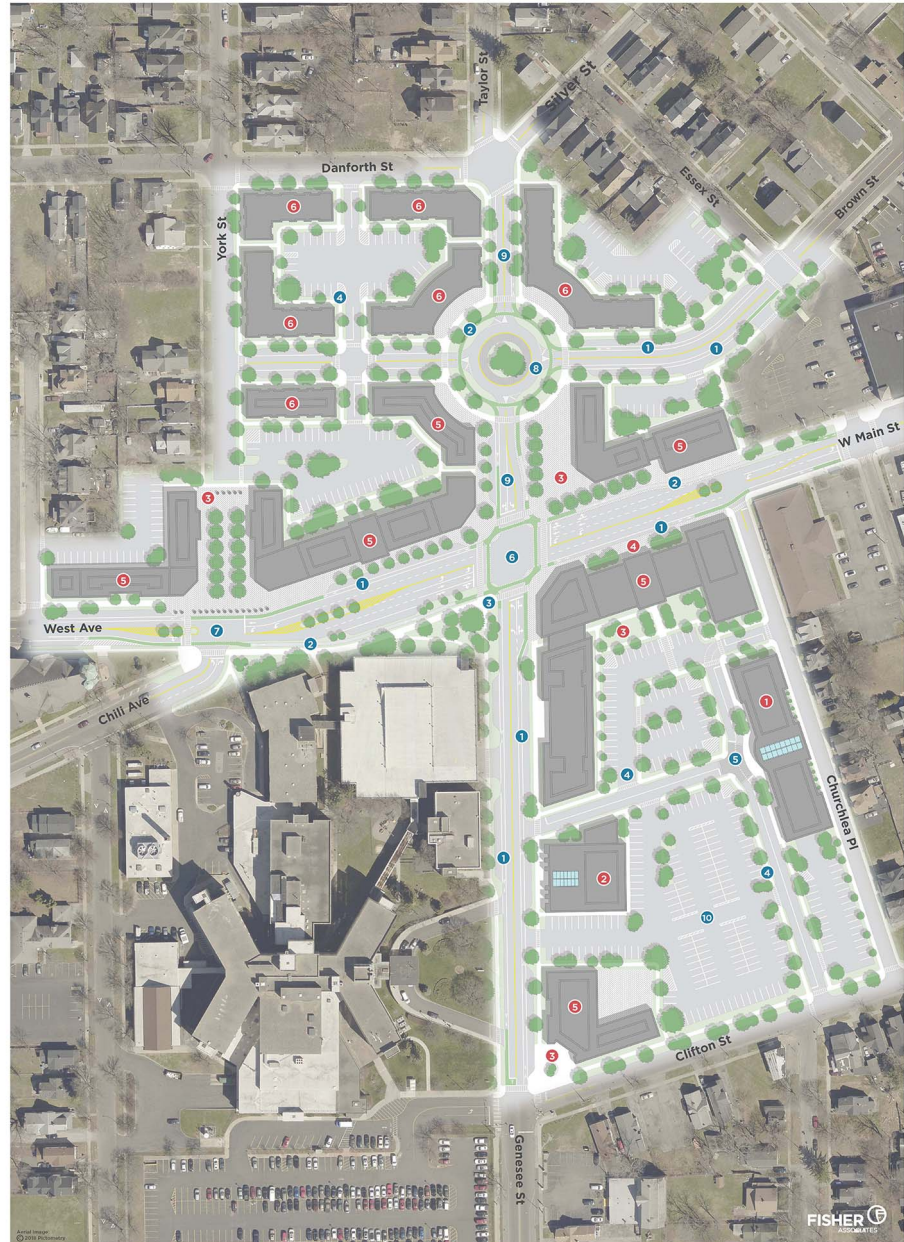
## Frame 2B

### Places + Spaces

- 1 Renovated existing office building
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### Mobility + Connections

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## Visual Preference Survey Summary

Mr. Armento transitioned the public meeting to the visual preference survey for the conceptual redevelopment frames. The purpose of the survey was to help define the types, styles and forms of development, infrastructure and amenities the community prefers or desires in conjunction with the conceptual development frames presented and provide direction for future planning efforts.

The categories for the 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. The categories, photo preference options for each category, and corresponding survey results are provided on the following pages.

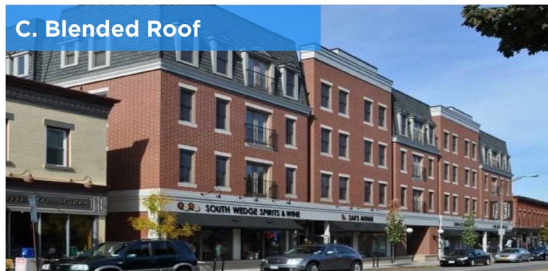
### Visual Preference Survey

## Building Architectural Form

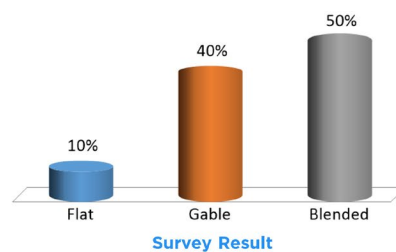
A. Flat Roof



C. Blended Roof



B. Gable Roof





## Building Character (Era)

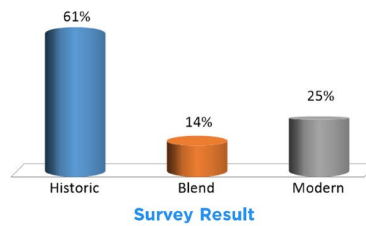
A. Historic



C. Modern



B. Blend



## Building First Floor Public Interface

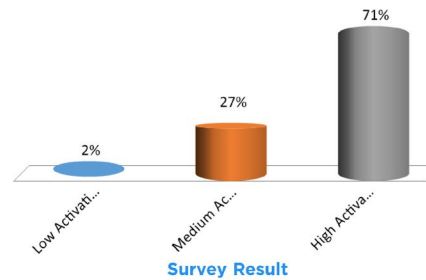
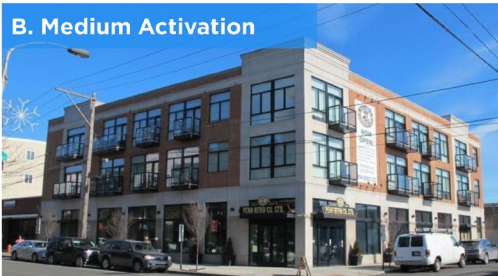
A. Low Activation



C. High Activation



B. Medium Activation

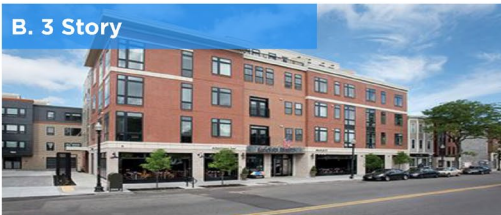


## Building Height

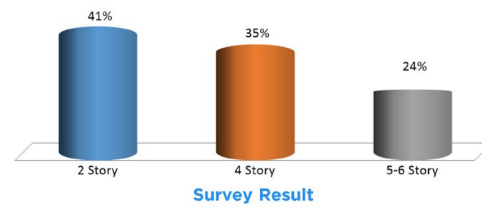
A. 2 Story



B. 3 Story

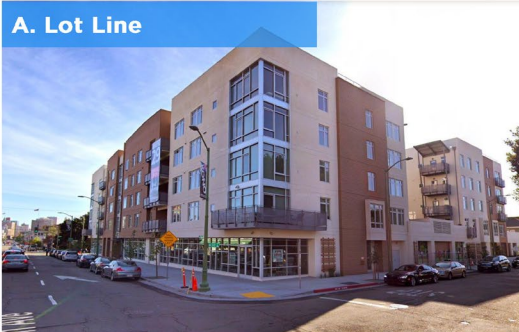


C. 5-6 Story

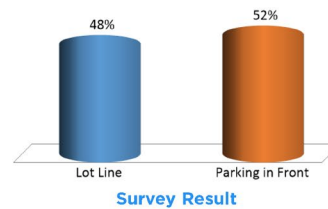
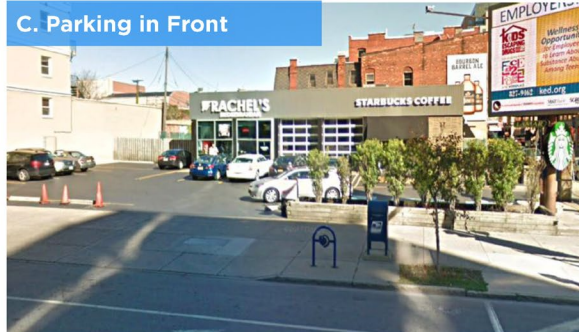


## Building Setback

A. Lot Line

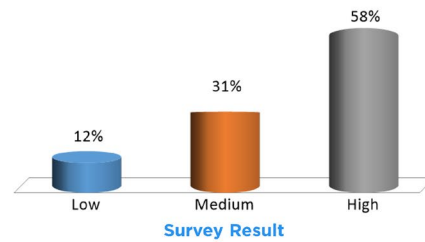


C. Parking in Front

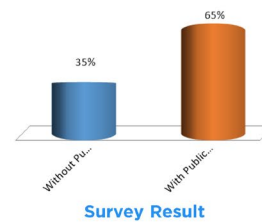




## Public Space/Plaza

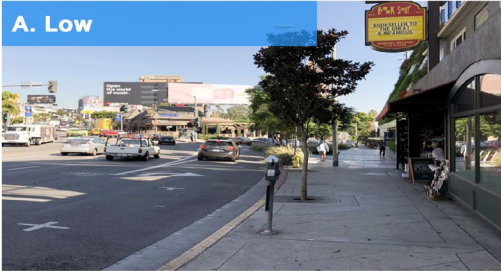


## Public Art



## Streetscape Amenities

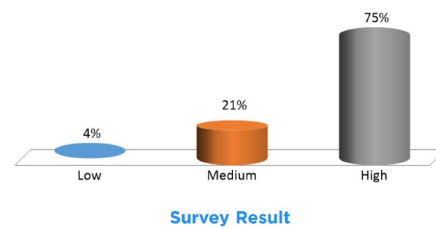
A. Low



C. High

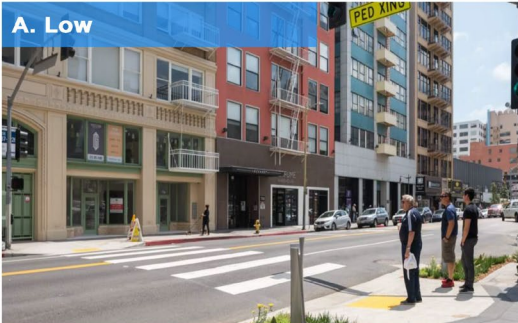


B. Medium

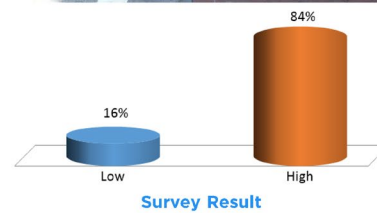


## Commercial Corridor Vegetation

A. Low

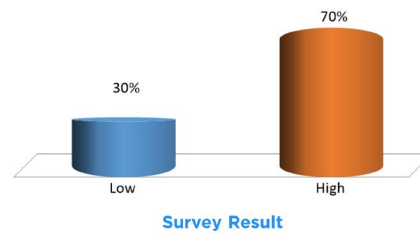


C. High

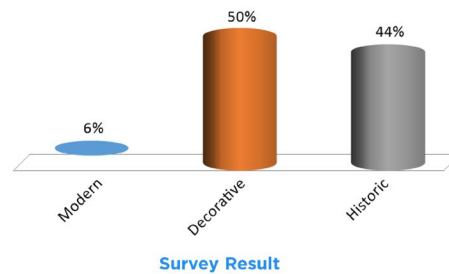
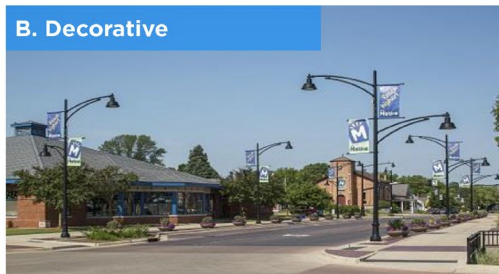
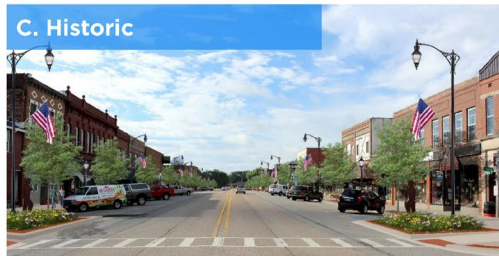




## Residential Street Vegetation

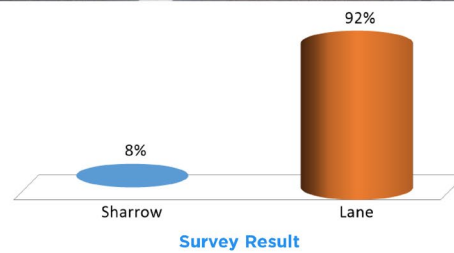


## Street Lighting

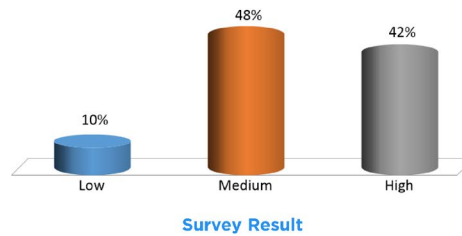




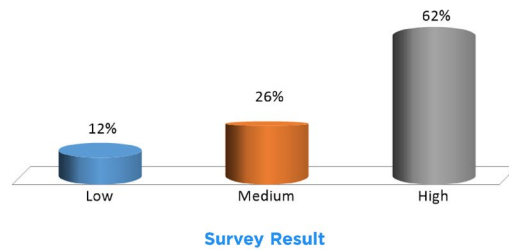
## Dedicated Bike Lanes



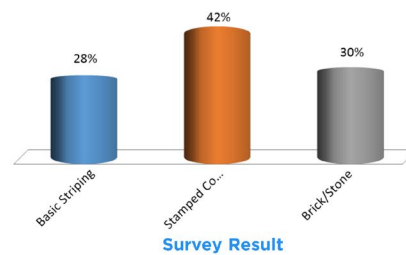
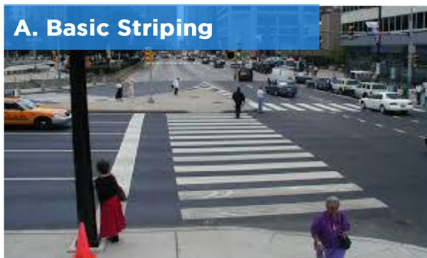
## Protected Bike Lane



## Roundabout



## Crosswalk



## Visual Preference Survey

### Median

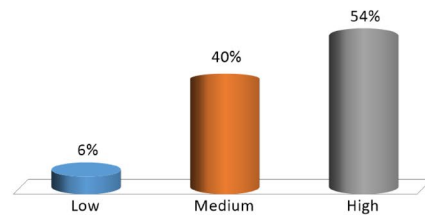
A. Low



A. Medium



C. High



Survey Result



## Open House Summary

At the conclusion of the visual preference survey, Mr. Armento transitioned the meeting to the open house portion of the public meeting where stations were set-up with information on both the Revitalization Plan and the Urban Renewal Area Plan. The Revitalization Plan station included the following:

- Overview of the planning process and how meeting attendees can stay informed
- Vision statement, values statements, and goals + objectives
- Strategic sites
- Recommended actions + policies
- Recommended projects
- Recommended strategic site land uses

The Urban Renewal Area station included conceptual redevelopment illustrated through a group of four frames mounted on boards (previewed during the presentation). The meeting participants were informed that each frame is not a concept or an option, but rather, a way to capture various concepts concerning multiple options at once. Some of these options overlap from frame to frame while others are unique. Accordingly, attendees were instructed to consider individual elements found within the frames, rather than thinking of, or perhaps making preferences for, whole frames. Boards at this station also included a large scale illustration of bicycle infrastructure options.



## Revitalization Plan Feedback

Meeting participants provided valuable input and feedback for the Revitalization Plan station. Feedback cards were available for meeting participants to document and submit their feedback. The following feedback was transcribed from the received feedback cards. Please note that some meeting participant feedback is directed to both the Revitalization Plan and the conceptual redevelopment frames for the Urban Renewal Area Plan.

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### Revitalization Plan Feedback

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1. *The plan to save Bullshead is a good idea because I have seen my neighborhood go through a lot of changes and it is time for the area to be brought to its beautiful self. That way we as a community can come together and make this happen.*
  2. *Please consider keeping Mr. Doug's. Andy should not be punished for staying in the neighborhood.*
  3. *The bull head project sounds great! Although this is affecting my family. My father Francis Winterkorn owner of Mr. Doug's Deli and Andy's Automotive I now expected to relocate! (932-938 West main St. and 22 York St.). This is devastating news to our family. This is my father's future retirement as a business owner. We hope you can incorporate his business in the upcoming project it will be great for the community*
  4. *The plan looks wonderful. Glad I was here. My question is there are several human service org. in this area. I didn't hear anything about what was planned for out poorer community members. It sounds like the push is for business and neighborhood stability, which is great, but what about those we serve? Will our neighborhood still be able to accommodate their needs? Will it be acceptable to have drug rehab services, lunch programs, pantries, STD clinics in our area? We are a historic site- St Peters & Paul's Church campus- we will be able to have help with upkeep of our buildings as we expand services to our community. I very much look forward to a police presence coming back to our area. Thanks for all you are doing, I am just hoping that there will still be a place for these services.*
  5. *We need different options besides round about; RPD station in frame 1B; Use handicap/disabled mobility connections audible*
  6. *I like the idea of urbanizing but I would like it if Mr. Doug's Deli would stay for convenience it brings to the area and the ideas it has to bring, The owner has a vision and I think it would be a good addition to the upcoming project.*
  7. *We need post office, not to cut off York, no additional housing in York or Brown st area there is too much multi-family on York and Danforth*
  8. *Recommending purchasing old post office from current owners and re-opening a post office in place on York Street*
  9. *You didn't say or talk about disabled or handicap people who are looking for safety*
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10. *The Southwest Common Council's Economic Development Committee is promoting the adoption of tiny homes as a literal building-block for revitalization. Tiny home development sets the stage for increasing urban home ownership options, economic growth and workforce development within the Bull's Head Brownfield Opportunity Area. The former Taylor Instruments site on West Avenue provides the developable campus for addressing these issues programmatically.*

*Project: Lancaster Field is named after Rochesterian Theodore W. Lancaster who served during WWII as a Tuskegee Airman and soon afterwards as a pioneering US Government computer developer at Princeton. It involves repurposing the Taylor Instruments site on West Avenue as:*

- a. space for an advanced manufacturing facility for tiny homes with access to rail transportation;*
- b. a recycling center to produce topsoil, nursery tree stock and paving materials for homesites;*
- c. a sustainable educational food production facility and d) a renewable energy technologies production and distribution location incorporating wind, solar and geothermal sources.*

*Each application above addresses anti-poverty measures at a single campus to promote economic growth, improve quality of life and generate environmental sustainability.*

#### *Primary Features*

- Advanced Manufacturing workforce development site with child care services.*
- Productive, educational, job-creating and environmental improvement demonstration site incorporating simple, affordable and durable quonset hut and hangar designs for specific applications and job training. The concrete surface remains undisturbed.*

#### *Benefits*

- Increases truly affordable housing stock while growing personal financial assets and tax base.*
- Meets the training needs of a young workforce supplemented with on-site child care.*
- Create hands-on STEM educational opportunities for K - 12 students and ex-offenders.*
- Produces food year-round employing hydroponics, aquaponics and vertical gardening.*
- Recycles organic materials to create materials needed for homesites ( soil, paving materials ... )*
- Shares energy-efficiency access (solar, wind & geothermal) among urban neighborhoods.*
- Mitigates climate change effects proactively with renewable energy and carbon sequestration.*
- Frees space enabling the City's Mt. Read DES center to focus on mechanized activity.*

*Success depends on linking with Rochester 2034 master planning, NYS Finger Lakes Regional Economic Development Council, Rochester Economic Development Fund and Rochester-Monroe Anti-Poverty Initiative. Planning is starting now for a research project involving local college Seniors to study the mercury contamination mitigation, organizational processes for development and the physical resources needed to make Lancaster Field a reality.*

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11. *I attended the Bull's Head Revitalization public meeting on June 26th, 2019 conducted by Fisher's Assoc. I have questions and some concerns with the information presented at this meeting:*

1. *How have Rochester Regional Health plans for their St. Mary's Campus informed the project? Are there opportunities for the Bulls head project to support the hospital's future goals? Could the hospital's existing infrastructure help support the revitalization project? As an example, perhaps St Mary's excess building space could serve as community meeting space for the project. As you know St. Mary's currently provides community space for the neighbors. So why is new building space proposed? St Mary's may have excess parking that could provide some of the parking required for the project.*

*St Mary's needs to be included in this planning process.*

2. *The West Ave. Methodist Church is a very important historical feature in the project area. This building's location, massing, height, style, and history make the confluence of W. Main St., Genesee St., Chili Ave., and West Ave. a unique and special place. Because of building neglect and lack of use the West Ave. Methodist Church's future is very precarious. It will take a concerted effort by many to keep this building in productive use. The planning process must have this building owner at the table. If this building is demolished, it will be another great loss to Rochester's architecture scenery and history, much like the 1965 demolition of the Claude Bragdon's New York Central railroad station was.*

*Perhaps the Church building could provide some of the community space the project is looking for. The Church should also be looked at as a possible solution to house the new police substation, or perhaps a brewery, theater, Church, or musical artist's recording station. See <http://www.babevillebuffalo.com/>*

*The owner of the West Ave. Methodist Church needs to be involved in the planning of this project. The Owner, City, and project team should be exploring new uses for this building.*

3. *For the same reasons the Church is important the last few existing buildings remaining are important to the preservation of this special place. It is imperative that the remaining buildings are incorporated into the future development. The addresses are: 932-938 W. Main St., 924-930 W. Main St., & 32 York St., and possibly 50 York St.*

*Has the Landmark Society been asked about the historical significance of these properties?*

4. *Relocating the police substation with its associated fleet of vehicles to Bull's Head is concerning. How many vehicles? What are the security requirements for the fleet? I envision tall chain link fencing surrounding a large area. If indeed that is the requirement/solution, how will that be a good neighbor to the existing and proposed residential areas?*

*The public needs to be informed of the police station's requirements.*

5. *I would like to see schemes that don't change the existing road intersections so dramatically. I understand the problem of wide streets being difficult for pedestrians to navigate, but surely there is a solution that doesn't requiring moving*
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*and straitening all the major intersections. How about a well-designed median to break up a long crosswalk? The straightening and reconfiguring these intersections will sanitize and further diminish the unique sense of place that exists now. Also, such major changes will require considerable underground infrastructure changes, cause massive traffic disruption for multiple construction seasons and be very expensive. How will this hinder economic activity in the area, effect St. Mary's campus activities, etc. etc.?*

*Present alternative schemes that don't change the existing intersections so dramatically*

*For each scheme thoroughly study the economic impact to businesses, and traffic disruptions the construction will cause.*

*Finally, the remaining buildings and the confluence of these major thoroughfares make for a unique place in our City, much like the intersection of East Ave. & E. Main St at the Liberty Pole. We all must be diligent in insuring Bull's Head Revitalization project preserves this unique place while revitalizing and improving.*

*I look forward to the next public meeting. Thank you for your time and consideration.*

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12. In addition to the comments listed above, a not-for-profit organization indicated their intent on exploring the potential for placing a Susan B. Anthony welcome center within or near the Bull's Head BOA Study Area.
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## Urban Renewal Area Plan Feedback

Meeting participants also provided valuable input and feedback for the Urban Renewal Area Plan station. Feedback cards were also available for meeting participants to document and submit their feedback. The following feedback was transcribed from the received feedback cards. Please note that some meeting participant feedback is directed to both the Revitalization Plan and the conceptual redevelopment frames for the Urban Renewal Area Plan.

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## Conceptual Redevelopment Frames Feedback

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1. *Taylor Instruments cannot be a dumping ground for containers*
  2. *Save the historic buildings @ York street and west main St. It is a good model of what we want the neighborhood to eventually look like*
  3. *All concepts 1. Awful lot of parking/pavement. Can underutilized parking on St. Mary's campus (garage) be used for new developments? Example Police staff could use St. Mary's Campus. CONCEPT 2: Has consideration been given to the trend that we drive less, rely more on bikes, public transit. So, the # of parking spaces can be reduced. Like 1a and 1b because the existing buildings at York & Main #4 & 5 I don't believe putting those types of uses on the north sides of commercial buildings will work in our climate.*
  4. *Save the buildings on York St & Main*
  5. *Where is Bullshead, bulls head center? 1A very little greenspace note; no commercial hub @ bull's head anymore 1B No noted bulls head hub; 2A Chili York street needs to seek parking area for Church. This church is landlocked, and it hinders development of it. Save historic building on w main @Bullshead*
  6. *Coffee shops, mini Wegman's, deli, Wendy's, little Caesars or family restaurant*
  7. *Frame 1b Is the best because you keep more old buildings and residential*
  8. *A building for inside public market all year round, bright street lights for safety.*
  9. *A community center for neighbors to rent for events at a reasonable price.*
  10. *The protected bike lane is one of the most important things to me.*
  11. *Needs to show Taylor investments and Danforth Center*
  12. *Strengthen public transportation in this area & perhaps incorporate its planning into the overall downtown public transportation planning. Bring back the trolley as a real option for economic and energy considerations. Increase walkability by prioritizing pedestrian safety*
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13. *Recommended a much needed post office needed for senior citizen and disabled community*

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14. *I like plan 1a or 2b*

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15. *How much Churchlea Pl. will be used for renovation?*

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## For more information

### Project Website:

[CityofRochester.gov/BullsHeadRevitalization](https://CityofRochester.gov/BullsHeadRevitalization)

### Document Repository:

Arnett Branch Public Library  
310 Arnett Boulevard, Rochester, NY 14169 ([map](#))

### Project Contact:

Rick Rynski  
Project Manager  
City of Rochester  
30 Church Street, Rm 005A  
Rochester, NY 14614-1290