

**Bull's Head Brownfield Opportunity Area, Step 2 Nomination
Project Advisory Committee Meeting #1
Wednesday, December 7, 2016 / 6:00pm – 8:00pm
Meeting Minutes**

Attendees:

Rick Rynski (RRynski)	City of Rochester, Neighborhood and Business Development
David Hawkes (DHawkes)	City of Rochester, Southwest Neighborhood Service Center
Chris Bauer (CBauer)	New York State Department of State
Frank Armento (FArmento)	Fisher Associates
Michael Godfrey (MGodfrey)	Fisher Associates
John DeMott (JDeMott)	19 th Ward Community Association
Scott Peters (SPeters)	Rochester Police Department
John Lightfoot (JLightfoot)	Changing of the Scenes Neighborhood Association
Kathy McGuire (KMcGuire)	Rochester Regional Health
Diane Watkins (DWatkins)	19 th Ward Community Association
Don Hanks (DHanks)	19 th Ward Community Association

Introductions and Overview/Background

RRynski kicked off the meeting with introductions and a brief overview of the Bull's Head Brownfield Opportunity Area (BOA) Step 2 (Nomination) study, the previously completed Step 1 (Pre-nomination) study, and the continuing environmental evaluations by the City. RRynski acknowledged the study's funding source and involvement from the New York State Department of State (NYSDOS).

FArmento presented the project team/participants including the City of Rochester Department of Neighborhood and Business Development, NYSDOS, New York State Department of Environmental Conservation (NYSDEC), 19th Ward Community Association, and members of the Consultant Team. The Consultant Team includes Fisher Associates as the primary consultant with sub-consultants including Highland Planning (creating the Community Participation Plan and working with the community), CJS Architects (concept development), Ravi Engineering (inventory and environmental), and HR&A Advisors (market analysis).

BOA Step 2: Nomination

BOA Program Overview

FArmento presented an overview of the NYSDOS BOA program including Step 1 (Pre-nomination), Step 2 (Nomination), and Step 3 (Implementation). Step 1 was completed in 2011, established the study area and included a preliminary analysis of existing conditions and opportunities. Step 2 (current study) will include:

- Community vision, goals and objectives
- Thorough analysis of existing conditions and opportunities
- identification of strategic sites
- Revitalization Plan
- BOA designation

Step 3 may be completed in the future after the Revitalization Plan and BOA designation is completed in Step 2. Step 3 includes techniques and actions to implement the revitalization plan and the identification of funding sources.

JDeMott noted to the PAC that funding opportunities for the completion of Step 3 would become available after the completion of Step 2. CBauer indicated that the 3-step BOA process is being redefined. Previously, the BOA process resulted in BOA designation being completed within Step 3. Upon designation, tax incentives for redevelopment within identified strategic sites become available. To consolidate the time needed to use these tax incentives, the BOA designation is now included in Step 2. FARmento indicated that this Step 2 BOA study includes the Revitalization Plan and BOA designation. DHawkes commented that targeted areas included in Step 2 for redevelopment should focus on residential and commercial uses to replace areas that have gone out of use. KMcGuire asked if the focus for strategic sites in Step 2 was to identify those areas that are less complex, and leave the more complex strategic sites for Step 3. CBauer indicated that Step 2 will identify strategic sites that will be the focus for redevelopment. That redevelopment will include a review of environmental factors that will affect the timeline for redevelopment.

Purpose and Need (Goals / Objectives)

FARmento presented the goals of the BOA program as outlined in the BOA Program Guidance and Work Plan. KMcGuire asked if the goals of the BOA program included a focus on job creation. FARmento indicated that each Step 2 includes a market analysis to determine the investment, job creation, and housing potential within the BOA. The market analysis is a critical piece of the study that will help shape and guide the Redevelopment Plan.

BOA Boundary & Preliminary Strategic Site Identification

RRynski presented the BOA boundary as defined during Step 1. The boundary is based on requirements of the BOA program and includes Jefferson Avenue to the east, Hague Street to the West, the railroad to the North, and West Avenue, W. Main Street, Clifton Street, and Moran Street to the South. 95 Ames Street was identified as being included within the BOA, with a history of high levels of contamination that have not been completely remediated. CBauer indicated that the boundary of the BOA is flexible even during the BOA process. If something reasonably adjacent presents an opportunity to the BOA, it can be added to the plan.

FARmento presented the criteria for the preliminary strategic site identification. Strategic sites often represent contiguous parcels that collectively represent a strategic site. These sites have the potential to be catalysts for revitalization within the overall BOA. Environmental cleanup and remediation is also part of the evaluation and identification process.

Existing Conditions / Land Uses / City-owned Property

MGodfrey presented a preliminary overview of existing conditions within the BOA. A collection of photographs was presented from the BOA which represent a cross-section of physical conditions; distressed properties, abandoned buildings, vacant lots, well maintained homes, and recent construction. Part of the outcome for the BOA program is to capitalize on recent local development to aid redevelopment within the rest of the BOA.

MGodfrey presented a preliminary overview of land uses within the BOA. The overview includes the identification of primarily commercial and community services located along West Avenue and West Main Street with primarily residential properties within the interior of the neighborhood. It was noted that some classifications included with the data provided by the City will be evaluated and more clearly classified during the inventory and analysis phase.

MGodfrey presented a preliminary overview of publicly-owned property within the BOA. The map included a recent City acquisition near the intersection of Brown Street, West Main Street, and Genesee Street.

Components and Timeline

FArmento presented the work plan components of Step 2 and the anticipated timeline. The work plan for Step 2 includes;

1. Project start-up
2. Capacity building
3. Community participation and techniques to enlist partners
4. Draft revitalization plan
5. Completion and distribution of the draft revitalization plan
6. Final revitalization plan and advancing to BOA Program Step 3
7. Project reporting.

The anticipated timeline of Step 2 is 24 months. FArmento noted that the Subarea plan will be prepared concurrently with the overall Revitalization Plan, but is anticipated to have a 6 month timeline.

Subarea

Overview

RRynski presented an overview of the subarea boundary and past planning efforts. The initial boundary for the subarea focused on an area bounded by Kensington Street, York Street, West Main Street and Brown Street. However, based on the assessment of the area, it was decided that expansion of the boundary west to include more distressed properties would be appropriate. Planning efforts for the subarea have gone back several years but have not resulted in significant investment in the neighborhood.

Subarea Existing Conditions / Land Uses / City-owned Property

FArmento presented a preliminary overview of existing conditions within the Subarea. Similar to existing conditions within the larger BOA boundary, the collection of photographs from the Subarea represented a cross-section of physical conditions: distressed properties, abandoned buildings, and vacant lots.

FArmento presented a preliminary overview of land use within the subarea. Land use is characterized by commercial at the intersection of Brown Street, West Main Street, and Genesee Street. Community services, industrial, and vacant uses are located along West Avenue. Residential is located north of the commercial, community services, and industrial uses. Vacant properties are found throughout the Subarea.

FArmento presented a preliminary overview of publicly-owned property within the BOA. The map included recent City acquisitions near the intersection of Brown Street, West Main Street, and Genesee Street. DWatkins asked how the City will engage the property owner of a former drycleaner facility on Genesee St. and RRynski indicated that that issue will be discussed later in the presentation.

Prior Studies and related Land Use Analysis

FArmento presented the prior studies that have been completed for the Subarea. These studies include the Bull's Head BOA Step 1 Pre-nomination Study completed in 2011 and the Community Design Workshop completed in 2009. The Step 1 study detailed recommended guiding principles. These principles include respecting human scale, sustainable patterns of development, mixed-use, multi-modal access, history and character, and defensible space. The Community Design Workshop was attended by over 50 community members with a goal to understand community issues and desires, identify preferences for redevelopment

styles, and develop community driven conceptual designs. The recommendations from the study include historic character, green space, pedestrian amenities, mixed-use, diversity, police presence, improved circulation/connections, and Bull's Head Plaza.

Based on the review of Step 1 study and the Community Design Workshop, FArmento presented a preliminary land use concept for the Subarea. The preliminary land use concept includes mixed-use along West Avenue and West Main Street, residential to the north, and a transition area between mixed-use and residential. RRynski indicated that the preliminary land use concept is a continuation from efforts which started during Step 1. FArmento indicated that the purpose of the map is to provide the basis for draft zoning recommendations with specific guidelines. KMcGuire asked if the residential areas identified were to be changed in character or use. CBauer noted that future analyses do not have to necessarily include a change in use, but may result in the creation of a neighborhood block club program, financial incentives, or a neighborhood program that is highly geared towards programming to better the neighborhood. DHawkes noted the subarea includes Neighborhood United and that there is an opportunity for them to analyze their footprint to grow their neighborhood and diversity. DHawkes also noted there may be the opportunity for the development of a pocket park.

Subarea boundary revision

RRynski presented an overview of proposed changes to the Subarea boundary. The Subarea is being proposed to include several additional residential properties. These properties represent a more contiguous boundary than the initial subarea. The Subarea is also being proposed to include several properties to the south. These include the property locally referred to as Bull's Head Plaza, a former dry cleaner, and a laundromat. These properties represent renewed interest due to a recent attempt to auction Bull's Head Plaza, and environmental concerns associated with the former dry cleaner.

FArmento presented an overview of the preliminary existing conditions based on the proposed expansion of the Subarea. MGodfrey indicated the proposed extension of the Subarea would be included within the proposed zoning as part of the Subarea plan. CBauer noted that these additional properties to the Subarea represent potential to spur additional development.

RRynski presented the revised preliminary land use concept based on the proposed extension of the Subarea. The Bull's Head plaza and properties to the south are preliminarily identified as mixed-use. The area along Churchlea Place is identified as a transition zone between the proposed mixed use for the plaza and the existing residential use on the east side of Churchlea Place.

Components and Timeline

FArmento presented the work plan components of the Subarea Plan and the anticipated timeline. FArmento noted that the Subarea plan is being prepared concurrently to the overall BOA Revitalization Plan, but is anticipated to have a 6 month timeline. JDemott asked if the Subarea plan was on a separate track from the BOA timeframe. RRynski replied that planning for the Subarea and the overall BOA will be concurrent with the Subarea Plan being completed first. FArmento indicated that the Subarea Plan is part of the BOA, but on a shorter timeframe. CBauer indicated there is a great commitment to complete the Subarea Plan in order to start seeing changes and development.

Next Steps

FArmento presented the next steps that will be taken after the PAC meeting. These include the finalization of the Community Participation Plan (CPP) and review by the PAC. Also, the consultant team will continue

working on the inventory and analysis of the BOA and Subarea. KMcGuire asked if the study will examine the aging population and consider the findings from the Sage Commission Report on aging communities. RRynski indicated that consideration for the aging community, specifically aging in place development was part of Step 1 and will continue to be part of Step 2. KMcGuire indicated she would offer any assistance she could, especially from a health and human services assessment, or identification of housing needs. FArmento indicated the market analysis included in Step 2 would examine demographics and the needs for housing and the elderly population.

JDeMott asked if a date had been set for the first public meeting. RRynski indicated that based on the findings of the inventory and analysis the consultant team is working on and concurrent planning for the Subarea, another PAC meeting may be necessary before the first public meeting. That determination will be made soon. DWatkins asked what would be included in the first public meeting. FArmento indicated the first public meeting would include an overview of the inventory and analysis. Also during the first public meeting would be the chance for the community to define the vision, goals, and objectives for the BOA. JDeMott indicated the 19th Ward Community Association would need a few months in advance of the public meeting to adequately prepare and inform the community. KMcGuire also indicated that knowing in advance would aid in preparations. FArmento indicated that a more specific schedule is being formulated/drafted as the study process continues.

FArmento indicated the importance of the PAC's role during Step 2. This role includes the review and input of the Community Participation Plan, inventory and analysis and review of the Draft Revitalization Plan, among other items. RRynski indicated that information would be made available to the PAC and the community through the City's website for the Bull's Head Step 2 project. The website will be online soon. An offline project document repository location is being planned as well.

SPeters asked if Unity Health had plans for changing its footprint. KMcGuire indicated that Unity Health was evaluating its urgent care and behavioral health. It was noted that approximately 45% of the health facility was vacant, but was being re-examined for occupation due to higher demand from other organizations. She added that Bull's Head plaza had also been considered in the past for the potential of adding additional Unity Health facilities.

DHawkes asked if the Subarea Plan will include implementation. RRynski indicated the Subarea Plan will not include implementation. CBauer asked what preliminary land use considerations were being included for the Subarea. MGodfrey indicated the preliminary land use concept was based on previous planning studies, but that the process for the Subarea Plan would include an inventory and analysis that may modify or update those previous planning outcomes. KMcGuire asked if the previous planning efforts included requests from the community regarding small-large retail (convenient stores, grocery stores, clothing stores, etc.). RRynski indicated the 2009 Community Workshop identified some specific types of uses, but looked more at general uses and designs. FArmento indicated the market analysis will be helpful to identify what types of commercial operations are viable within the Subarea.

JLightfoot indicated that prices, walking distances, and buses make a difference in how far people are willing to go for goods and services. Fresh foods and grocery stores may not be a successful focus of the plan if these factors are not considered. CBauer indicated Step 2 will include site profiles with pertinent information that will help developers in choosing where and what they can develop within the BOA.

SPeters indicated the intersection of Brown Street and West Main Street would be safer for pedestrians and motorists if there was a realignment of the intersection. RRynski responded that prior planning for the Subarea included comments from the Monroe County DOT (MCDOT). He indicated that modifications to this intersection as well as the intersection of York and West Main Streets were desired from the standpoint of improved safety and circulation of both pedestrians and motorists.