
Attendees

Rick Rynski	(RRynski)	City of Rochester, Neighborhood and Business Development
David Hawkes	(DHawkes)	City of Rochester, Southwest Neighborhood Service Center
Frank Armento	(FArmento)	Fisher Associates
Michael Godfrey	(MGodfrey)	Fisher Associates
John DeMott	(JDeMott)	19 th Ward Community Association
Scott Peters	(SPeters)	Rochester Police Department
Charlie Moore	(CMoore)	COTS (Changing of the Scenes) neighborhood assoc.
Don Hanks	(DHanks)	19 th Ward Community Association
Bill Washington	(BWashington)	Neighborhood United
Majeen Weech	(MWeech)	Community member
Dawn Noto	(DNoto)	Susan B Anthony Neighborhood Association
Harlan Ost	(HOst)	19 th Ward Community Association
Chris Buitrago	(CBuitrago)	19 th Ward Community Association

Bull's Head BOA, Step 2 Nomination

Introduction

RRynski began the meeting with introductions and a brief background of the Bull's Head Brownfield Opportunity Area (BOA) Step 2 Nomination study origins, sponsors, funding source, and goals. RRynski described the study area boundary and several properties located within it. RRynski also described the Bull's Head Subarea boundary and noted it was designated as an urban renewal area by the Rochester City Council.

Project Status

FArmento described the project schedule, and highlighted the key stages of the BOA process including Project Startup, Inventory, Analysis & Identification of Strategic Sites, Community Visioning, and Findings & Recommendations. The first Project Advisory Committee (PAC) meeting was held in December 2016. The anticipated dates of the remaining PAC meetings and the three public meetings were noted on the project schedule.

FArmento reviewed the stages of the BOA study and their status to-date. The Project Startup stage has been completed and included the development of a Project Outline and Community Participation Plan.

- *Project Outline*

FArmento indicated the Project Outline was informed by a scoping meeting with the Primary Consultant (Fisher Associates), the City of Rochester Department of Neighborhood and Economic Development, and the New York State Department of State (NYSDOS). The Project Outline expands upon the contractual scope of work and includes specific project elements, team member roles, and responsibilities.

- *Community Participation Plan (CPP)*

FArmento indicated the CPP is a NYSDOS requirement and defines the process for community engagement. This includes contact information for each PAC member, the process for community engagement, objectives of each public meeting, and the methods used to engage each stakeholder group.

FArmento described how the methods detailed in the CPP can adapt to any changes in community needs and/or expectations. Through the methods detailed in the CPP, the feedback gathered from the community will be an essential factor in the success of the Revitalization Plan. RRynski noted that the CPP, once NYSDOS completes its review, will be uploaded to the project website.

RRynski noted the involvement of the 19th Ward Community Association and the collaborative effort that will take place with Fisher Associates throughout the course of the BOA study. JDeMott described the role of the 19th Ward Community Association as fiduciary and ensured each neighborhood association within the study area is equally weighted. JDeMott also noted the 19th Ward Community Association will be assisting the team with outreach efforts covering within the entire study area, even though the Association's boundaries do not comprise the entire study area.

- *Project Website*

FArmento informed the PAC of the project website address. RRynski stated the City will work to simplify/shorten the website address. RRynski informed PAC members that all project documents will be posted on the project website, and for those without internet access, will be printed and made available at the Arnett Branch Public Library (310 Arnett Boulevard). Any PAC member that knows a community member who does not have access to the internet is encouraged to inform them of this location.

JDeMott noted the importance of informing the public of the BOA Revitalization Plan study. Community members associated with other BOA study areas have commented they were not aware of the BOA planning process until after the study had completed. JDeMott informed the PAC that the 19th Ward Community Association will work diligently to ensure every member of the community is aware of the study and of each public meeting.

Inventory Overview

FArmento presented an overview of the inventory that has been completed to-date and noted that the information is preliminary and may be updated as more information becomes available. The project team consultants that worked on gathering the inventory included Fisher Associates, HR&A Advisors, and Ravi Engineering.

- *Study Area*

FArmento presented the study area boundary. DHanks asked if the study area boundary can be adjusted because there are adjacent areas that could fit within the scope of the BOA. FArmento responded, indicating the NYSDOS informed the PAC during their first meeting that the study area can be adjusted. RRynski commented that any adjustments to the study area boundary should be finalized soon because future tasks rely on a defined boundary.

- *Demographic and Market Context*

FArmento presented the demographic and market context slides, noting several key statistics on each slide. FArmento noted that these key statistics are preliminary and that HR&A Advisors will be creating a stand-alone Economic and Market Trends analysis. Staff from HR&A Advisors will be present during the first public meeting.

MGodfrey commented on the importance of these statistics and how the findings of the inventory stage will formalize existing conditions and inform future recommendations.

During the presentation by FArmento of the top 5 Census Tracts by job count for BOA residents, RRynski asked if HR&A Advisors had reviewed employment trends. FArmento responded, indicating HR&A Advisors will be examining employment in more detail as part of the Economic and Market Trends analysis. JDeMott commented that Rochester Regional Health may impact these statistics.

During the presentation by FArmento of the number of jobs within the BOA, RRynski commented the number of jobs indicated by the Census may be lower than the actual number. The number indicated on the presentation slide is for primary jobs and may not include part-time jobs or jobs associated with areas outside the BOA. FArmento indicated that HR&A Advisors will be examining the number of jobs in more detail for the Economic and Market Trends analysis. DNote asked if crime data from the City's website and play/park spaces were being analyzed as part of this study. RRynski responded, indicating crime data has not been analyzed. He also indicated there is a deficit of play/park space and that it will be analyzed as part of the inventory.

During the presentation by FArmento of statistics for the residential market context, BWashington asked why the statistic for rent sharing was high. SPeters also asked if that number was caused by a higher number of multi-family units. BWashington and DHanks followed up SPeters question, asking if people from outside the BOA were contributing to the higher percentage. RRynski and FArmento responded indicating that the numbers were preliminary, will be analyzed further, and will help formulate future recommendations. MGodfrey commented that GIS data might answer their questions, and could be examined. SPeters commented that this higher percentage indicates the need for homeowner programs and other assistance programs which will help residents take pride in their neighborhood. RRynski commented that statistics which highlight problems within the BOA help define future recommendations and help during future grant applications.

During the presentation by FArmento of statistics for the commercial market context, JDeMott and RRynski commented that a large percentage of square footage in the BOA is devoted to institutional uses and that including that statistic in the analysis would be helpful.

- *Existing Land Use*

FArmento presented existing land uses in the BOA and noted the percentages and acres of each land use. RRynski asked if the Community Service category on the map included institutional uses. MGodfrey responded, indicating there are dozens of land use codes and institutional uses can be separated out for future maps and analyses.

- *Vacant Land and Unoccupied Structures*
 FArmento presented vacant land and unoccupied structures and noted the percentages and acres of each. FArmento also noted the importance of these parcels for future recommendations. RRynski commented that parking lots, vacant land, and other parcels would collectively represent larger areas than the map shows. MGodfrey responded, commenting that the analysis stage of the study will examine those types of land use combinations. JDeMott noted a parcel on Hertel Street that was abandoned and recently had a structure fire. SPeters commented that parcels such as this need to be addressed because they are a community eyesore, are dangerous, and promote loitering. JDeMott indicated he would look into any pending demolition proceedings.
- *City-owned Land*
 FArmento presented the map of City-owned land located within the BOA and noted the percentages and acres of the land.
- *1+ Acre Property Owners*
 FArmento presented the 1 acre + property owners inventory and noted several of the listed property owners. FArmento indicated the map was created by examining common ownership of contiguous properties of one acre or more. Of the 18 clusters identified, there are 16 owners. The 18 clusters represents 65.5 parcel acres within the BOA.
- *Existing Zoning*
 FArmento presented the existing zoning within the BOA and noted the percentages and acres of each zone designation.
- *Historic Resources*
 FArmento presented the historic resources within the BOA and noted the general location of the three historic districts within or adjacent to the BOA.
- *Vehicular Volumes (AADT)*
 FArmento presented the recorded vehicular volumes within the BOA and noted several of the higher AADT (Annual Average Daily Traffic) volumes. DHanks asked if the counts were 7-day or 5-day counts. MGodfrey responded, indicating the counts are 1-day counts and often include recorded vehicular speeds. An initial review of the data indicates a large percentage of people driving at least 10 miles-per-hour above the posted speed limit. MGodfrey indicated the data will be further examined during the analysis stage of the study. RRynski noted the Monroe County Department of Transportation (MCDOT) examined several major intersections in the area which will be discussed later in the meeting.
- *Transit Access*
 FArmento presented the transit access within and near the BOA and noted the headways for several of the routes.
- *Safety and/or Operational Issues*
 FArmento indicated the intersections that MCDOT preliminarily reviewed in a February 7, 2017 letter to the City. The letter provided a general overview of safety and/or operational issues with five of the major intersections within the BOA. The issues noted in the letter included shallow angles at intersections, wide turning movements, and improper yielding. FArmento noted that

MCDOT will be completing safety studies for two of the intersections. RRynski commented that the letter included concerns that were noted during the Step 1 BOA study. FArmento informed the PAC attendees that Fisher Associates will be reaching out to MCDOT. FArmento also noted that the analysis completed as part of the BOA study and the safety studies being completed by MCDOT will help inform strategies and recommendations to improve the transportation network, improve safety for pedestrians, transit users, and bicyclists.

- *Water Infrastructure*

FArmento presented the water infrastructure within the BOA. This included the pipe sizes/diameters and the age of the pipes. SPeters asked if data for the local fiber networks can be included on the maps. MGodfrey indicated a request for this data was made to the City but the data has not yet been made available. RRynski commented that several areas of the City are having fiber networks installed. MGodfrey noted that the GIS data did not show the presence of any lead pipes. The GIS data, however, only maps city-owned pipes.

- *Sewer Infrastructure*

FArmento presented the sewer infrastructure and noted the presence of combined sewers in the BOA study area. If these combined sewers cannot handle the load during heavy rain events, the sewers empty through stormwater outfalls. FArmento noted the City is under a consent order to separate its sewers over time.

- *Parks and Open Space*

FArmento presented the inventory of parks and open space within and near the BOA and noted the lack of these spaces. BWashington noted the lack of park space promotes loitering. RRynski commented that this lack of park space needs to be addressed as part of the recommendations and strategies. JDeMott noted that Lynchford Park has some picnic tables. MGodfrey commented that an analysis of the parks and open space will include a matrix of amenities. JDeMott stated that a distinction should be made between parks and recreational spaces. RRynski commented that the BOA has a lot of vacant land and that perhaps, some of this vacant land could be utilized as pocket parks. JDeMott commented there is an opportunity in the BOA to create park and recreational spaces for the youth within the area. RRynski asked if Fisher Associates could map all of the parks within the City to compare with the BOA. MGodfrey responded, indicating the GIS file received from the City only included City-owned parks and did not represent all of the open and recreational spaces. This lack of information would not yield a complete/accurate comparison. DHanks commented that the park area on the map which corresponds to School No. 29 is not open to the public. MGodfrey responded, indicating the analysis will categorize the accessibility of all parks and open spaces. FArmento commented that having accessible park space within a reasonable walking distance is important for every neighborhood.

- *Step 1 Potential Brownfields*

FArmento presented the parcels that were included with the Step 1 BOA study. RRynski commented that since the Step 1 study, several properties have been examined and determined to not be brownfields. FArmento indicated that Step 2 will further refine these parcels and will examine available databases and historical uses. After the study, some properties would be recommended for Phase I/II environmental site assessments to determine the presence or absence of environmental contaminants. SPeters expressed concern for any contaminated area and asked who was responsible for cleanup. FArmento responded, indicating cleanup is the largest challenge

with brownfields. FArmento noted tax credits are available to developers to remediate and redevelop these sites. RRynski commented that the two most frequent indicators of potential brownfields are properties previously or currently used as gas stations or dry cleaners. SPeters asked why the Metropolitan Funeral Home was listed as a potential brownfield. MGodfrey indicated the property was designated during Step 1 and that additional reviews were underway to detail potential environmental concerns.

- *Inventory in-Progress*

FArmento presented the inventory that remains to be completed.

Bull's Head Subarea

Introduction/Status

RRynski provided a general background of the Bull's Head Subarea including former and current study area boundaries of the urban renewal area designated by the Rochester City Council. RRynski described land assembly that has occurred thus far and buildings that have been demolished, including the recent demolition of the former OTB building at 886 West Main Street and a residential structure at 68 York Street. RRynski also noted that buildings at 894 West Main Street and 774 Brown Street are soon to be demolished. RRynski noted the buildings that have been demolished had a variety of issues related to asbestos, water damage, and significant deterioration.

RRynski informed the PAC of the potential acquisition of the Bull's Head Plaza by the Rochester Economic Development Corporation (REDCO). The plaza is currently 40% occupied and was listed as a potential brownfield in the Step 1 study. An environmental site assessment would be required to determine the presence of any environmental concerns. The Bull's Head Plaza is located adjacent to a parcel that formerly contained a dry cleaner operation. The City acquired the former dry cleaner property, demolished the building, and performed an environmental site assessment which identified environmental contaminants. The estimated cost of cleanup is approximately \$1million. RRynski noted that this property, and other brownfields, negatively impact the neighborhood. Future collaboration with regulatory agencies is necessary to acquire funding to remediate these properties. RRynski noted that the designation of a BOA greatly helps secure cleanup funding.

RRynski noted that the 19th Ward Community Association, in partnership with John Curran, has worked on the creation of community gardens in the Bull's Head area. Cleaning existing parks, opens spaces, vacant land, and other public spaces will help with community character and appeal. RRynski and JDeMott indicated that they have noted City-owned properties within the Subarea that had vegetation overgrowth and litter. These areas were noted to City staff and were cleaned up. The public seating area at the intersection of West Main Street and Brown Street was noted as one of these areas. JDeMott noted the maintenance of public space effectively deters crime and pointed out the principles of Crime Prevention Through Environmental Design (CPTED). SPeters affirmed this, and noted the maintenance of public space was used around North Clinton Ave to help fight the heroin problem. The street was cleaned of litter, brush, debris, and had new lighting installed. RRynski noted the importance of clearing brush greater than three feet, to which SPeters agreed. MGodfrey noted that landscaping maintenance can sometimes benefit from business improvement districts which assumes the cost and responsibility. SPeters noted that the Rochester Police Department was utilizing the principles of CPTED and was examining areas of higher crime rates. RRynski noted the amount of litter/dumping that has occurred on vacant properties and that the installation of bollards would help prevent the illegal dumping.

FArmento generally described the land use concept that was presented during the first PAC meeting. RRynski commented that mixed-use areas are generally found along corridors, and that a transition to residential was considered as part of the land use concept.

Goals

FArmento described the goals of the urban renewal plan as detailed in the presentation. This included the listed goals of the inventory/analysis and of the proposed elements of the plan.

Next Steps

FArmento presented the next steps for the Bull's Head BOA Step 2 Nomination and the Bull's Head Subarea, which included the first public meeting on July 27, 2017, stakeholder interviews, the analysis and identification of strategic sites, and the third public meeting.

The foregoing meetings minutes represent the writer's interpretation of the proceedings of the meeting. The minutes were reviewed by the City of Rochester and by the members of the Project Advisory Committee. Please notify the City of Rochester or Fisher Associates of any corrections.



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