

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

This effort was made possible with the guidance and financial assistance provided by the NYS Department of State Brownfield Opportunity Area Program.

A. Introduction

1) Purpose of the Plan: The Community Participation Plan (CPP) identifies a variety of forums and outreach mechanisms to engage the public and community stakeholders in the planning and revitalization process for the City of Rochester's Vacuum Oil South Genesee River Brownfield Opportunity Area (BOA). The CPP is a *guide* to involving the community in the planning process, not a checklist of required actions. Some elements of the plan may change as the planning process unfolds. Other opportunities for public engagement not identified in this plan may be identified and utilized as the City, consultant team and community continue to dialogue throughout the process. This CPP is consistent with the Department of State Work Plan and Bergmann Associates' agreement with the City of Rochester. The CPP does not include tasks related to the development of GIS data and other non-public participation services.

2) Elements of the Plan:

1. City Staff Meetings
2. Project Advisory Committee Meetings
3. Project Stakeholder Meetings
4. Neighborhood Outreach Sessions
5. Public Visioning Workshop
6. Public Design Workshop
7. Public Open House
8. Additional Elements

3) Contacts:

The primary contacts for the project and their contact information is listed below:

- Mark Gregor, Division of Environmental Quality, City of Rochester Project Manager
mark.gregor@cityofrochester.gov, 585.428.6855
- Elaine Miller, NYS Department of State
elaine.miller@dos.state.ny.us, 607.721.8756
- Bart Putzig, PE, Division of Environmental Remediation, NYS DEC Region 8
bxputzig@gw.dec.state.ny.us, 585.226.5349
- Andrew Raus, AICP, Bergmann Associates
araus@bergmannpc.com, 585.232.5135 ext. 495
- Kimberly Baptiste, AICP, Bergmann Associates
kbaptiste@bergmannpc.com, 585.232.5135 ext. 323

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

4) Community Participation Schedule

- See Attachment A for proposed schedule of community outreach tasks.

B. Elements of the Community Participation Plan

1. Project Team Meetings

a) Purpose:

- The purpose of the Project Team meetings is to present and discuss the current status of the project with key project team members.
- For the purposes of this project, City of Rochester Staff will provide direct guidance on this project and will have the greatest contact with and oversight of the consultants.

b) Membership:

- This group is composed of select City staff representing various internal departments

c) Public Participation:

- Meetings are not open to the public for attendance.

d) Notification:

- E-mail from Mark Gregor, Division of Environmental Quality, City of Rochester, or Bergmann Associates.

e) Schedule:

- Meetings to be held monthly or on an as-needed basis.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

2. Project Advisory Committee Meetings

a) Purpose:

- The Project Advisory Committee (PAC) is charged with providing feedback and guidance for the overall revitalization vision and recommendations. The purpose of PAC meetings are to present, discuss, and receive feedback on project specifics, as well as to discuss and resolve comments resulting from review of project documents, advisory agency review, and coordination with other agencies.

b) Membership:

- This group is made up of key stakeholders, community members, and agency staff.
- Appendix A includes a draft list of the committee's representatives and their contact information.

c) Public Participation:

- Meetings can be open to the public for attendance. However, in the interest of ensuring productive meetings, comments or participation from the public in meeting proceedings are at the discretion of the Advisory Committee.

d) Notification:

- E-mail from Mark Gregor, Division of Environmental Quality, City of Rochester, or Bergmann Associates.

e) Schedule:

- Meetings to be held quarterly and/or in coordination with significant project milestones. Please refer to Attachment B, Overall Project Schedule, for anticipated Advisory Committee meeting dates. Specific dates will be determined based on overall project schedule.
- Approximately seven meetings are anticipated to be scheduled for the project.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

3. Project Stakeholder Meetings

a) Purpose:

- To communicate and obtain information from significant stakeholders (land owners, interested parties) within the neighborhood in an effort to gain insight into desired goals for parcels within the Study Area, as well as the identification of any constraints that may affect re-use potential.

b) Membership:

- Individual meetings will be held with ExxonMobil and the University of Rochester as determined necessary. Additional Stakeholder Meetings may be held with other individuals as the need is identified throughout the planning process.
- The City and project team will also reach out to the Monroe County IDA and Empire State Development Corporation.

c) Public Participation:

- Meetings will not be open to the public.

d) Notification:

- E-mail from Mark Gregor, Division of Environmental Quality, City of Rochester and Bergmann Associates.

e) Schedule:

- As needed.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

4. Neighborhood Outreach Sessions

a) Purpose:

- To communicate and obtain information and direct feedback on the project from community members, and to gain insight into desired goals for the neighborhood revitalization strategy.

b) Membership:

- A series of meetings will be held with the Plymouth-Exchange Neighborhood Association (PLEX) and the South West Common Council (SWCC) to acquire share information associated with the planning process and answer questions.

c) Public Participation:

- Meetings will be open to the public.

d) Notification:

- Through PLEX and SWCC.

e) Schedule:

- Meetings will be held twice during the planning process. The first meeting will be held early on to kick-off and introduce the project. A later meeting will provide updates and findings from the analysis and the status of the project.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

5. Public Visioning Workshop

a) Purpose:

- The purpose of the visioning workshop is to educate the community regarding the potential benefits of this project. Due to varying levels of planning expertise and interest amongst the potential participants, the process requires an educational and transparent approach to ensure an accurate understanding, and to elicit broader and more effective involvement in the planning process.
- To identify the desired direction, goals, and objectives of the community for the study area. This will provide a framework for the project vision and policies.
- It is anticipated that the Visioning Workshop will include a large group educational component, as well as small group interaction sessions facilitated by City and Bergmann staff.

b) Membership:

- Advisory Committee members, general public and City project team.

c) Public Participation:

- The Public Visioning Workshop is open to the public for attendance and will be advertised in advance.
- Bergmann will provide presentation materials after each meeting for posting on the website.

d) Notification:

- The City of Rochester will be responsible for posting announcements on the City website (www.cityofrochester.gov), along with relevant print media (Democrat and Chronicle, City Newspaper, etc.). Bergmann Associates will assist the City with preparing appropriate notification.
- All public notice submissions are the responsibility of the City of Rochester.
- Advisory Committee members will be encouraged to forward notifications to their respective network of stakeholders and known interested parties.

e) Meeting Coordination:

- Responsibility for obtaining an appropriate meeting venue and assisting, where possible, with required media technology needs lies with the City of Rochester.
- Bergmann Associates will provide laptops, projectors, and other materials as appropriate.
- Refreshments will be provided and coordinated by City of Rochester staff.
- Bergmann will prepare meeting summary for distribution to PAC members.

f) Schedule:

- Proposed schedule is identified in Attachment B.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

6. Public Design Workshop

a) Purpose:

- The Public Design Workshop will occur after a solid understanding of existing conditions is established, market realities are known, and a vision statement is drafted.
- Interactive surveys (preferred development survey, placemaking survey, etc.) will be used in a large group setting to facilitate community participation in the conceptual design and physical layout of the study area.
- A brief educational primer on urban design best practices in a large group setting will provide participants with a set of tools to be utilized during the design session.
- In addition, benchmark communities will be used to describe to participants what other communities are doing with similar sites/neighborhoods.
- Small group interactive design sessions will provide opportunities for detailed discussion amongst tables of 6-10 participants.

b) Membership:

- PAC members, general public and City project team.

c) Public Participation:

- The Community Design Workshop is open to the public for attendance and will be advertised in advance.
- Bergmann will provide presentation materials after each meeting for posting on the project website.

d) Notification:

- The City of Rochester will be responsible for posting announcements on the City website (www.cityofrochester.gov), along with relevant print media (Democrat and Chronicle, City Newspaper, etc.). Bergmann Associates will assist the City with appropriate notification.
- All public notice submissions are the responsibility of the City of Rochester.
- Advisory Committee members will be encouraged to forward notifications to their respective network of stakeholders and known interested parties.

e) Meeting Coordination:

- Responsibility for obtaining an appropriate meeting venue and assisting, where possible, with required media technology needs lies with the City of Rochester.
- Bergmann Associates will provide laptops, projectors, and other materials as appropriate.
- Refreshments will be provided by City of Rochester.
- Bergmann will prepare meeting summary for distribution to PAC members.

f) Schedule:

- Proposed schedule is identified in Attachment B.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

7. Public Open House

a) Purpose:

- The Public Open House will be held upon the completion of the final draft Nomination Study to gather comments and feedback on the recommended revitalization strategy.
- The meeting is anticipated to be conducted in an informal but structured format with a series of stations providing detailed information broken down by logical project components. Each station will be facilitated by City or Bergmann staff.

b) Membership:

- PAC members, general public and City project team.

c) Public Participation:

- Meeting will be advertised to the public in advance, and is open to all.
- Bergmann will provide presentation materials after the meeting for posting on the project website.

d) Notification:

- The City of Rochester will be responsible for posting announcements on the City website (www.cityofrochester.gov), along with relevant print media (Democrat and Chronicle, City Newspaper, etc.). Bergmann Associates will assist the City with appropriate notification.
- All public notice submissions are the responsibility of the City of Rochester.
- Advisory Committee members will be encouraged to forward notifications to their respective network of stakeholders and known interested parties.

e) Meeting Coordination:

- Responsibility for obtaining an appropriate meeting venue and assisting, where possible, with required media technology needs lies with the City of Rochester.
- Bergmann Associates will provide laptops, projectors, and other materials as appropriate.
- Refreshments will be provided by City of Rochester.
- Bergmann will prepare meeting summary for distribution to PAC members.

f) Schedule:

- Proposed schedule is identified in Attachment B.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

8. Additional Elements

a) Website Development:

- Bergmann Associates will develop a website at the onset of the project to be hosted by the City of Rochester. Initially, this will provide a basic review of key information such as the project purpose and contact information. Over time, it will expand to include meeting dates, work products, maps, and interactive content.
- The City of Rochester will continue to operate and manage website information related to the project as the BOA moves into future implementation phases.

b) Community Contact List:

- Bergmann Associates will prepare, update, and maintain a community contacts list that includes the names, addresses, telephone numbers, and email addresses of individuals and organizations that have the potential to be impacted by the proposed project. The list will be used on a regular basis to notify stakeholders of upcoming outreach opportunities and meeting dates.

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

Attachment A: Advisory Committee Membership

Sharon Leighton Director of Community Relations NYS Canal Corporation 200 Southern Blvd Albany, NY 12209 518- 471-5033	Michael A. Lamarre ExxonMobil, Environmental Services 1001 Wampanoag Trail Riverside, Rhode Island 02915 401-434-7358 (primary) /401-434-2772 (secondary)
John Curran, Chair Southwest Planning Committee 112 Gregory Hill Road Rochester, NY 14620 585-271-1053	Adam Driscoll/Tom Masaschi DHD Ventures 620 Park Avenue, Suite 185 Rochester, New York 14607 585-329-0232
Dorothy Hall PLEX PO Box 14037 Rochester, NY 14614-0037 585-328-9010	Tom Ferraro Executive Director Foodlink 936 Exchange Street Rochester, NY 14608 585-328-3380 Ext. 119
David Knoll (PLEX neighborhood resident & property owner) 969 South Plymouth Rochester, NY 14608 585-235-6385 (Alternate: David Skinner – property owner/resident)	Judy Seil, Director Monroe County Department of Planning & Development 8100 City Place 50 West Main Street Rochester, NY 14614 585 753-2000
Joan Roby-Davison Sector 4 CDC 89 Genesee Street, First Floor Rochester, New York 14611 585-328-5750	David Zorn Executive Director Genesee/Finger Lakes Regional Planning Council 50 West Main Street – Suite 8107 Rochester, NY 14614
David Hawkes, Southwest NSC City of Rochester 923 Genesee Street Rochester, NY 14611 585-428-7632	Elaine Miller NYSDOS BOA Program Coordinator Office of Coastal, Local Government and Community Sustainability NYS Department of State 44 Hawley Street - State office Building Binghamton, NY 13901-4455 607-721-8756

**City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Participation Plan**

Attachment A: Advisory Committee Membership, continued

Richard Pifer Associate Vice President Facilities and Services University of Rochester PO Box 270345 271 East River Rd., Room 218 Rochester, NY 14627-0345	Bart Putzig, PE Regional Engineer Division of Environmental Remediation NYSDEC Region 8 6274 East Avon-Lima Road Avon, NY 14414-9519
Doug Benson City of Rochester Neighborhood & Business Development/Planning & Zoning 30 Church Street – Room 125B Rochester, NY 14614 585-428-6824	Rick Rynski City of Rochester Neighborhood & Business Development/Business & Housing Development 30 Church Street – Room 005A Rochester, NY 14614 585-428-6932
B. Robert Amjad/Todd Davis Hemisphere Development LLC 3 Hemisphere Way Bedford, Ohio 44146 216-464-4105 Office	Joni Monroe Executive Director Rochester Regional Community Design Center The Hungerford Complex 1115 East Main Street, Door 4 Rochester, NY 14609 585-271-0520

City of Rochester Vacuum Oil South Genesee River
Brownfield Opportunity Area (BOA)
Community Outreach Plan

Attachment B: Community Outreach Schedule

	2011										2012							
	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Phase																		
Phase 1: Verification and Visioning																		
Phase 2: Data Collections and Analysis																		
Phase 3: Conceptual Master Planning																		
Phase 4: Plan Refinement																		
Phase 5: Plan Delivery & Advancement																		
Meetings (tentative schedule and meeting formats to be confirmed in Community Participation Plan)																		
Project Advisory Committee																		
City Staff																		
Public Visioning																		
Public Workshop																		
Public Open House																		

Proposed Project Schedule

[illegible]

meeting summary

City of Rochester Vacuum Oil Brownfield Opportunity Area

Project Advisory Committee Meeting #3
February 7, 2011 • 6:30 – 9:00 PM

Meeting Attendees

- Mark Gregor, City of Rochester
- Vicki Brawn, City of Rochester
- Joe Biondolillo, City of Rochester
- Rick Rynski, City of Rochester
- Doug Benson, City of Rochester
- John Curran, SRRC
- Mike Lamarre, ExxonMobil
- Adam Driscoll, Property Owner
- David Knoll, Resident
- Tom Ferraro, Foodlink
- Joan Roby-Davison, Sector 4 CDC
- Greg Albert, GFLRPC
- Kimberly Baptiste, Bergmann Associates
- Andy Raus, Bergmann Associates
- Michael Grenzer, Hemisphere
- Bob Amjad, Hemisphere
- Todd Davis, Hemisphere

Welcome and Introductions

Mark Gregor opened the meeting and requested meeting attendees to introduce themselves. Mark provided a quick status update on the project and handed meeting over to Bergmann Associates.

Vision, Goals and Objectives

Bergmann Associates distributed copies of the draft vision statement and goals and objectives for the BOA Nomination Study. Andy Raus reviewed the proposed goal areas and identified the key points that have been articulated to date which have been incorporated into the vision statement and goal areas. Committee members were asked to review the vision, goals and objectives in greater detail and to provide feedback and comments to the project team for consideration and revision.

meeting summary

Future Land Use Planning

Kimberly presented a series of slides to lay the framework for the land use planning exercise to occur at a later point in the meeting. The first series of slides included maps that graphically identified planning constraints and opportunities to consider when identifying and suggesting potential land uses and projects within the BOA. The second series of slides identified land use precedents representing projects and potential uses that have been successfully implemented in other communities in upstate New York and across the country. The goal of these slides was to engage participants and have them consider alternative ideas for future land uses within the study area.

Future Land Use Exercise / Break-Out Groups

Committee members were asked to break out into two groups for small-group exercises focused on identifying future land use areas, projects and enhancements they would like to see within the BOA study area. Each group spent approximately 50 minutes discussing ideas and each group then had 5 minutes to present the highlights from their discussion to the full committee.

Key highlights and feedback from Group #1 (led by Andy Raus)

- Need to consider geotechnical issues
- Programmed open space near foot of pedestrian bridge
- Can't identify uses for Vacuum Oil site – too many unknowns – possibly multifamily residential with parking on ground level and units above
- Interpretive / environmental station at foot of Flint Street
- Enhance streetscape along Exchange
- MLK Plaza is redevelopment opportunity
- Redevelop RHA site in southern end of study area
- Retain residential neighborhoods south of Flint, north of Flint some crime issues
- Church of Love is neighborhood asset
- More neighborhood connections to trail and waterfront

Key highlights and feedback from Group #2 (led by Kimberly Baptiste)

General

- High density residential throughout waterfront area – capitalize on the water as an asset
- Retain greenway along Genesee Valley Canal, particularly at its intersection near Ford Street
- Need to upgrade commercial options and existing businesses on South Plymouth Avenue
- Exchange Street improvements and widening
- Demo or use vacant lots to expand parking
- Conversion to one-way streets to allow for on-street parking
- Exchange was formerly known as "Mansion Street"
- Look into geotechnical constraints
- Additional road connections linking future waterfront development

meeting summary

- Adaptive reuse of Foodlink and 5 Flint Street
- Water access (public) at foot of Flint Street
- Re-water canal
- Build on positive energy and development around Brooks Landing

Geographic specific

- Luther Circle – Redeveloped as student or multifamily housing
- Reuse of Foodlink building – Food hub / open air market (Charleston, SC model)
- Riverview Place – Student or workforce housing (Dayton model)
- Former Vacuum Oil properties – Multi-family residential with some mixed uses and retain lots of green space south of Riverview Place
- Significant green space development at foot of pedestrian bridge and foot of Flint Street

Public Design Workshop

Kimberly discussed that the next public meeting would be a workshop in a format similar to the committee meeting. Timing was set for early March with exact date to be provided. Location was identified as Carlson Commons. John, Dorothy or Joan will check on availability of Commons once date is confirmed. Meeting time will be 6:00 PM – 8:00 PM or 6:30 – 8:30 PM.

Next Steps

Next major event will be public workshop. Following public input Bergmann Associates will develop land use alternatives for consideration by PAC in May 2012. Project remains on schedule for wrap-up of final draft submittal to DOS in late summer or early fall.

MEETING SUMMARY

Consultant Scoping Meeting / February 28, 2011

MEETING ATTENDEES

Mark Gregor	City of Rochester (DEQ)	mgregor@cityofrochester.gov
Doug Benson	City of Rochester (Planning)	bensond@cityofrochester.gov
Todd Davis	Hemisphere Advisors	tdavis@hemispheredev.com
Bob Amjad	Hemisphere Advisors	bamjad@hemispheredev.com
Michael Greitzer	Hemisphere Advisors	mgreitzer@hemisphereresorts.com
Joe Biondolillo	City of Rochester (DEQ)	Biondj@cityofrochester.gov
Andrew Raus	Bergmann Associates	araus@bergmannpc.com
Frank Sowers	NYS DEC	flsowers@gw.dec.state.ny.us
Rick Rynski	City of Rochester NBD	rynskir@cityofrochester.gov
Jane Forbes	City of Rochester (DEQ)	forbesj@cityofrochester.gov
Vicki Braun	City of Rochester (DEQ)	vbraun@cityofrochester.gov
Kimberly Baptiste	Bergmann Associates	kbaptiste@bergmannpc.com
Elaine Miller*	NYS Department of State (BOA)	
Renee Parsons*	NYS Department of State (LWRP)	

**participated via conference call*

MEETING CONTENT

1. Introductions / Project Background / Status

Mark Gregor introduced the project and provided a brief overview. All attendees introduced themselves and provided a short summary of their role in association with the project.

2. Project Review

a. Project Scope and Work Plan

Mark noted that everyone present was familiar with the project scope and work plan. Mark and Elaine determined it was not necessary to review the scope and work plan in detail.

b. Study Area Boundary

Maps of the current study area boundary were distributed. Discussion of any possible modification to the study area boundary should occur at the first Project Advisory Committee (PAC) meeting. Preliminary discussion centered around possibly extending boundary to Plymouth Avenue, though residential areas were not identified as being an initial focus area. There are both pros and cons to an expanded boundary, which will be discussed at the PAC meeting. An additional consideration associated with the final boundary is how it relates to the LWRP boundary (currently Plymouth Avenue). It was recommended that Bergmann prepare a map showing the two boundaries as a point for future discussion purposes.

c. Community Participation and Visioning

Project Advisory Committee

Mark distributed a copy of potential Project Advisory Committee members. Mark reviewed list and asked for feedback from consultant team members, city staff and DOS. It was noted that Monroe County and GFLRPC were both regional planning entities and it may not be necessary to have both on the PAC. The potential role of RRCDL on the PAC was also discussed. No final decision regarding the participation of these agencies was determined. The question was raised regarding what the real role of the PAC was and it was determined to be strictly advisory in nature. It was suggested that maybe there be two levels of committee – the broad advisory committee that only meets every 3-4 months and a smaller, working committee of true stakeholders.

Elaine Miller suggested a number of additional considerations for the PAC, including a representative from the Planning Commission, a representative from City Council, and possibly representatives from State and Federal political representative offices. After discussion, it was determined that with regards to City Council representation it would be best to involve them through their monthly Council Work Sessions. Elaine noted that GFLRPC might be a good fit for the PAC because they currently have a BOA application submitted for a regional BOA in Monroe County and there might be some overlap.

Mark would like to have the PAC list finalized by March 9th, 2011 so invitations can be developed. First PAC meeting date TBD. Anticipate first meeting will be held in early April. Mark stressed the PAC will advise the process, not steer the process.

Approaches for Participation

Meeting attendees discussed the actual approach for engaging and involving the public. First meeting should focus on education, acknowledging work that has been done, and confirming past efforts are still relevant today. Key studies that should be reviewed and provided to consultant team include: Comprehensive Plan; 1999 LWRP; South River Corridor Study and GEIS; and Rochester housing study. Kimberly will share access information to a project FTP site so documents and background information can be uploaded and shared with the entire group. Subsequent public meetings should focus on generating alternatives and ideas. Specific meeting formats will be discussed further and refined as part of the development of a project Community Participation Plan.

It was noted that stakeholder interviews should also be considered as part of the Community Participation Plan because they can reach a targeted group of individuals. Stakeholder interviews should include Citywide, countywide, and regional agencies, organizations and stakeholders that may play a role in the future of the study area.

The Southwest Common Council's monthly meetings were discussed as a possible way to update the public about the planning process – possibly through Joan Roby-Davidson?

Briefing Meetings

Briefing meetings with Exxon and the University of Rochester should occur early in the process. Target date for arranging meetings is early April 2011. Mark will make initial contact with Exxon representative and University contact to arrange meetings.

Project Website

Bergmann Associates described the typical content of a project website. The website will likely be linked to the City website. Bergmann will need a contact at the City for coordinating the website specifics with regards to hosting, etc. Project website will be discussed in greater detail at the first PAC meeting.

d. Project Goals and Objectives

This topic was not discussed at length in the meeting. Project-specific goals and objectives will be developed as part of the planning process in concert with City staff, the PAC and the community.

e. Existing Information

The extent of existing information available for the study area was discussed.

- Utility information and mapping is available from the City.
- From an environmental perspective, significant work has been done south of Flint Street and east of Exchange (Phase I and II ESA's).
- The parcels at 5 and 15 Flint Street have been accepted into Brownfield Cleanup Program. A Work Plan has been submitted but no cleanup is underway.
- City owned properties may enter BCP pending agreement with Exxon Mobil. Deadline for getting tax credits through the program is March 31, 2015 (work completed).
- Joe has electronic copies of most environmental research and documentation. This will be uploaded to the project FTP site. Information includes maps summarizing contamination.
- Relevant land use plans are noted above under *Approaches for Participation*.
- Other relevant projects to understand as part of future planning include Brooks Landing, University of Rochester capital projects, and Riverview.
- No comprehensive environmental constraints map currently available for study area.

f. Roles and Responsibilities

General roles and responsibilities were discussed as part of the introduction. Bergmann Associates discussed the roles of the project subconsultants. Camoin Associates will be responsible for the Market and Economic Analysis and site pro formas. The exact scope of work for Interface Studio has not been determined. The level of effort will be determined, in part, by the extent of the study area. Interface will have a greater role if the study area boundary is extended into the surrounding residential neighborhoods.

Role and scope of work being undertaken by Hemisphere was described. Their final deliverable, which remains "to be determined", is intended to be an Appendix to the BOA document. Hemisphere discussed the similarities between this project and their work at the University of Dayton.

A TIF Study is also currently being completed by Evans Paul.

Harter Secrest is serving as the City of Rochester's BCP advisor.

g. Budget and Schedule

Project budget is set. City has already requested and received the 25% advance payment from the DOS. Schedule was confirmed to be 18 months.

h. SEQRA

Elaine Miller identified that they strongly encourage that a positive declaration be made in association with SEQRA. In Step II, the City will be required to declare a lead agency, complete Part 1 of the Long Form EAF and participate in a scoping meeting. The GEIS will be prepared in Step 3. How this relates to SEQRA in association with the LWRP that is expected to be completed in the same timeframe is TBD.

i. Deliverables and Work Products

This agenda item was not discussed in detail. General work product requirements are understood by the City and consultant team members. Elaine noted to keep in mind that recommendations should be very specific and implementable.

3. Project Administration

a. Work Products and Deliverables

The City and DOS noted that payment requests by the consultant team should be contingent upon receipt of an acceptable work product. No parties saw this as an issue or concern.

b. & c. Consultant and Grant Payment Requests

See above. Consultant is familiar with City invoice process. Mark noted that the City is changing their invoice system to electronic invoicing on July 1st, 2011. He noted that, as they get used to new system, invoice payments are certain to slow down after July 1st. Consultant team should invoice as much as possible prior to June 15th. Elaine noted that BOA applications are being accepted for submittal to the Governor by March 31, 2011 and a second round in September 2011.

d. Progress Reporting

Bergmann Associates will be responsible for the preparation of the Semi-Annual Reports required by the Department of State.

4. Near Term Deliverables – Work Products

Bergmann Associates will be responsible for preparing the scoping meeting summary and project outline.

The first PAC meeting date will be targeted for early April. Specific date, time and location TBD.

City of Rochester Vacuum Oil Brownfield Opportunity Area
PROJECT OUTLINE

On February 28, 2011 a project scoping meeting was attended by City of Rochester staff, members of the consultant team, and representatives from the NYS Department of Environmental Conservation and NYS Department of State. The project outline is intended to summarize meeting outcomes and serves as an initial guide for the development of the Brownfield Opportunity Areas Program report. The project outline should be reviewed in tandem with the project scoping meeting summary.

a. Study Area Boundary

Study area boundary will be confirmed and refined in conjunction with the Project Advisory Committee Meeting.

b. Project Oversight

Final Project Advisory Committee (PAC) membership to be determined. Two levels of committee may be warranted. One working, decision-making committee that meets on a regular basis and a secondary, advisory committee that will meet at key points during the planning process. City will consider options and report back to consultant team.

c. Public Involvement

Public involvement techniques and schedule will be solidified as part of the development of the Community Participation Plan. Multiple levels of involvement are anticipated, including City staff meetings, committee meetings, stakeholder meetings, public meeting/workshop/open house(s), and individual meetings with key stakeholders, including Exxon and University of Rochester.

In addition to the development of a Community Participation Plan, the creation of a project website will be an early planning action focused on public education and integration into the planning process.

d. Background Information

Background information should be reviewed and understood prior to the start of the planning process. The following documents shall be provided to the Bergmann team by the City of Rochester:

- Comprehensive Plan;
- LWRP Update (1999);
- South River Corridor Study and GEIS;
- Existing utility information, including mapping;
- All environmental research and documentation, including contamination mapping;

- City of Rochester Draft TIF Study; and
- Project specific updates associated with Brooks Landing and Riverview;
- City Housing Study.

All team members will have access to a project FTP site. Background materials should be uploaded to this site.

e. Short-Term Next Steps

<u>Tasks</u>	<u>Responsibilities</u>	<u>Timeframe</u>
Preparation of meeting summary.	Bergmann Associates	March 2011
Finalize PAC membership.	City / Bergmann Associates	March 2011
Distribute invitations to committee.	City	March 2011
Share background information.	City	March 2011
Schedule briefing meetings (UR/Exxon)	City	March 2011
Review background information.	Bergmann Associates	March 2011
Prepare draft Community Participation Plan.	Bergmann Associates	March 2011
Host PAC / committee meetings.	City / Bergmann Associates	April 2011
Participate in briefing meetings.	City / Bergmann Associates	April 2011
Confirm and draft Boundary narrative.	Bergmann Associates	April 2011

meeting summary

City of Rochester Vacuum Oil Brownfield Opportunity Area

Project Advisory Committee Meeting #1
April 18, 2011 • 6:30 PM

INTRODUCTIONS, BACKGROUND AND PRESENTATION

- Mark Gregor and Andy Raus presented the powerpoint presentation after introductions.
- Mark Gregor pointed out that the current grant from the NYS Department of State funds planning only. The BOA project will result in the preparation of land use plan for the BOA and a Nomination Study which will be submitted to the NYSDOS for approval. The nomination study will include recommendations and strategies for the implementation of site cleanup and redevelopment at targeted sites within the BOA. Mark also pointed out that the City of Rochester currently has no funding available for environmental cleanup projects within the BOA.

COMMUNITY INVOLVEMENT

- Mark Gregor will reach out to Dorothy Hall of the PLEX neighborhood group to identify some dates for a presentation. I see this as a City-Bergmann presentation but am open to other suggestions. Similarly it was also suggested that the City present the BOA project to the Southwest Common Council, and Mark will follow up on dates for that.
- It was suggested that the City invite the Church of Love to have a representative on the Project Advisory Committee (PAC).
- Bergmann will prepare and issue a PAC meeting summary that we can submit to the NYSDOS.
- It was suggested that a project web site would be helpful and a good way for residents to access project documents.

Bergmann Associates will be developing a project website for the project and will determine best way to deploy website to maximize its use.

BOUNDARY DISCUSSION

- Bergmann will need to assess the scope of work and budget implications of pushing the boundary out to include South Plymouth Avenue and provide the City with this information to determine if the project budget can fund such an expansion.

Based upon Bergmann's review following the PAC meeting, it was determined that there would not be any increases in cost or significant timeline impacts with the expanded boundary. Most of the mandatory work plan elements will require our team to look at a broader boundary. The only exceptions that may cause an increase in cost would include:

- ✓ *Additional renderings, 3D modeling or photo-simulations associated with the expanded boundary*
 - ✓ *Additional goal, objective and general policy development focusing on neighborhood or S. Plymouth revitalization*
 - ✓ *Additional meetings associated with neighborhood education, involvement and information dissemination*
- It was discussed that since the application for BOA funds in 2006 the Riverview Student Apartment complex was constructed and therefore the project team should consider a change in the scope to reflect the redevelopment of previously identified brownfield properties at the south end of the BOA.
 - Expanding the boundary to include both sides of South Plymouth Avenue will encourage the involvement and participation of residents in the neighborhood.
 - There was general agreement that both sides of S. Plymouth Avenue should be included if the boundary is expanded.
 - It was suggested that the City and consultant team consider the elevations when confirming the BOA boundary.

ROUNDTABLE DISCUSSION

- David Knoll, a resident, noted that he owns 26 properties in the area and is interested in seeing change and participating in the BOA project.
- Tom Ferraro of Foodlink 9(22 Flint Street and 936 Exchange) indicated that he was glad to see the BOA process underway. He also offered to share a market study that was completed on the Foodlink properties. Study was completed by CARP Associates for 936 Exchange Street.
- John Curran, Southwest Rochester Riverfront Planning Committee (SRRPC), suggested that the BOA process consider the history of the Genesee Valley Canal and abolitionist movement during the project. Specifically, Mr. Curran stated the planning effort should re-brand the area using the history, in order, including the Genesee Valley canal, then abolition, then Civil War and finally the Vacuum Oil site. He suggested focusing on how these historically relevant topics impacted the evolution of the neighborhood. He also mentioned that the SRRPC was applying for a Civic Engagement Grant from the Rochester Area Community Foundation.
- Richard Pifer, University of Rochester, indicated that the U of R is pleased to participate in the BOA PAC and desires to be a good neighbor.
- Adam Driscoll, DHD Ventures & owner of 5 and 15 Flint Street, indicated that DHD is pleased to be part of the process.

- Joan Roby Davison, Sector 4 CDC, suggested that expanding the project boundary to include residential properties would help engage owners and tenants. Joan also asked that the age and use of the housing in the area be considered during the study. Joan mentioned that she would follow up with the City or Bergmann Associates regarding the sharing of information that was viewed as important background on recent funding requests and grant applications, as well as ways to stay informed about what is going on in the neighborhood, such as www.location19.org.
- Mike LaMarre, ExxonMobil, referred to ExxonMobil's legacy operations at the Vacuum Oil facility and also indicated that ExxonMobil no longer owns any properties in the BOA.
- Greg Albert, Genesee Finger Lakes Regional Transportation Council, indicated GFLRTC's interest in the BOA and noted that the Vacuum Oil site is already indicated as a priority site by the City of Rochester in GFLRPC's Comprehensive Economic Development Strategy document.
- Dorothy Hall, PLEX, requested that the project team keep residents informed and noted that PLEX views the BOA as a potential growth opportunity. She indicated that it would be important to inform residents in advance of meetings to encourage participation, and asked that the project team present the project at a special PLEX meeting. The City will reach out to PLEX to identify a meeting day and time for a City/Bergmann presentation.
- Joni Monroe, Rochester Regional Community Design Center, indicated she was pleased to be part of the PAC and was encouraged by the level of participation in the project. She also mentioned she is working with the neighborhood to help empower local citizens.

meeting summary

City of Rochester Vacuum Oil Brownfield Opportunity Area

Project Advisory Committee Meeting
September 20, 2011 • 6:30–8:30 PM

Meeting Attendees

- Mark Gregor, City of Rochester
- Joe Biondolillo, City of Rochester
- Rick Rynski, City of Rochester
- John Curran, SRRC
- Adam Driscoll, Property Owner
- Tom Ferraro, Foodlink
- Joni Monroe, RRCDC
- Joan Roby-Davison, Sector 4 CDC
- David Zorn, GFLRPC
- Elaine Miller, Department of State (via conference call)
- Bart Putzig, NYSDEC
- Kimberly Baptiste, Bergmann Associates
- Gary Flisnik, Bergmann Associates
- Christa Franzi, Camoin Associates

Welcome and Introductions

Mark Gregor opened the meeting and requested meeting attendees to introduce themselves. Mark reviewed the meeting agenda and the various phases of the overall planning process. Elaine Miller, the Department of State representative, participated via conference call and welcomed committee members.

Presentation of Existing Conditions

Kimberly Baptiste began the presentation of existing conditions by reviewing the various topics and elements covered in the inventory and analysis and discussed how they relate to the overall conceptual master planning process. She noted the existing conditions document is available on a project FTP site and urged committee members to download and review the draft. Kimberly reviewed key findings associated with land use, zoning, vacant and underutilized sites, natural resources, property ownership, and parks and open space. Gary Flisnik presented key findings associated with potential brownfield sites in the study area, including a summary of known findings and potential brownfield sites that could serve as catalyst for further neighborhood revitalization. Christa Franzi provided a brief overview of key findings associated with the economic and market analysis, including regional and neighborhood specific

meeting summary

opportunities and constraints. Potential redevelopment opportunities for short-, mid-, and long-term projects were identified and discussed.

The committee provided comment and feedback, including follow-on efforts that will be pursued by the consulting team, as noted below:

- Camoin Associates to reach out to additional colleges and universities to discuss their anticipated growth and potential development needs, including student housing. Camoin to have additional conversations with University of Rochester, RIT and MCC. City to help identify contacts at each institution.
- Consider reviewing case studies for how other similar cities have successfully attracted grocery stores and/or co-ops to lower income, underserved neighborhoods.
- Consider opportunities for linear park (former canal bed) on west side of river, as they currently have on east side.
- Need to ensure, as process moves forward, that there is sensitivity to existing residents.
- Retaining public access to the waterfront is important – waterfront should not become privatized.
- Medical office uses may be appropriate in this neighborhood as economic analysis indicated. There is history of satellite services in urban neighborhoods within City. Due to aging population in PLEX neighborhood, this is a needed service for seniors.

Visioning and Public Workshop Overview

Kimberly discussed the next visioning phase of the project which will set the stage for future land use and master planning efforts. Elaine Miller requested that the committee weigh in on their vision for the future of the neighborhood.

- See neighborhood remaining residential with an expanded commercial component.
- Riverfront will remain accessible to all.
- Plan needs to adapt to changing roles and needs, such as University of Rochester.
- Need to consider changing lifestyle and the impacts of energy, transportation, etc.
- Vision needs to be sensitive to people living in neighborhood today.
- Gentrification of mid-size cities throughout the US. It's a good thing.
- Need to change perception of the neighborhood as a challenged area.
- If the residents become part of the solution and can get assistance in implementing small projects to help the condition of the neighborhood and individual homes, it can have widespread and immediate impacts on perception, making it easier to attract a range of residents and ultimately businesses to the neighborhood.

meeting summary

- Promote incentives offered by Unity Hospital and U or R for employees to buy homes in Sectors 4 and 6, including closing cost and down payment assistance.
- Consider how historic homeowner tax credit may be beneficial to local homeowners.
- Address issues of absentee landlords.
- Review Finger Lakes Regional Economic Development Council plan that is coming out in draft form in October 2011. Project identified as a priority planning initiative in City of Rochester.

Kimberly reviewed the Joint Public Visioning Forum scheduled for October 5, 2011. The visioning forum will be held in collaboration with the Southwest Riverfront Charrette project. The format of the meeting will include a brief presentation introducing the BOA project and charrette projects to the community, followed by seven (7) breakout groups / listening stations. All committee members were urged to attend and spread the word.

Project Schedule

Kimberly reviewed the project schedule, highlighting major project phases, future public involvement dates, and coordination with the neighborhood charrette process.

Next Steps

The meeting concluded with a review of next steps in the project including:

- Visioning Workshop
- Draft Vision, Goals and Objectives
- Refinement of Existing Conditions
- Initiate Conceptual Master Planning process

meeting summary

City of Rochester Vacuum Oil Brownfield Opportunity Area

Project Advisory Committee Meeting #4
June 11, 2011 • 6:30 – 8:30 PM

Meeting Attendees

- Mark Gregor, City of Rochester
- Vicki Brawn, City of Rochester
- Joe Biondolillo, City of Rochester
- Rick Rynski, City of Rochester
- John Curran, SRRC
- Adam Driscoll, Property Owner
- Tom Ferraro, Foodlink
- Dorothy Hall, Resident
- Joni Monroe, RRCDC
- David Zorn, GFLRPC
- Joan Roby-Davison, Sector 4 CDC
- Kimberly Baptiste, Bergmann Associates
- Andy Raus, Bergmann Associates

Project Status

Mark Gregor opened the meeting by providing an update of the project status and anticipated directions moving forward. Kimberly reviewed the project schedule and anticipated dates for major project milestones, including conceptual master plan designs and the development of the application for project advancement.

Summary of Public Workshop Outcomes

Kimberly distributed copies of the Meeting Summary from the March Public Workshop. She also reviewed key outcomes of the meeting, beginning with the results of the Community Character Survey. The top 10 and bottom 10 ranked images were reviewed, as well as the top 3 and bottom 3 in each of the image categories – waterfronts, neighborhoods and commercial. Kimberly also identified the design elements that were consistent between each of the three breakout groups that were held at the workshop. The consistent themes were divided into four categories – waterfront and open space, new development, transportation, and neighborhood revitalization. The common themes are included within the Public Workshop Meeting Summary.

meeting summary

Southwest Riverfront Charrette

Joan Roby-Davison, Dorothy Hall and John Curran provided information on the Southwest Riverfront Charrette scheduled from 8:30 AM – 4:30 PM on Saturday, June 16th. There was discussion on how this would be incorporated into the BOA planning process and how continued coordination would be highly valuable to both efforts. Joni Monroe (RRCDC) described the deliverables associated with the charrette effort and noted that delivery of the summary document was anticipated on or before July 16th.

Next Steps

The project team will commence the development of master plan alternatives to be prepared over July and August. During this time there will be regular review and status meetings between the City of Rochester and consultant team members.

The next committee meeting to review master plan alternatives will be in September 2012. This will be followed by a City Council briefing in October 2012 and public meeting in November 2012.

meeting summary

City of Rochester Vacuum Oil Brownfield Opportunity Area

Public Design Workshop: Carlson Commons
March 21, 2012 • 6:30 – 8:30 PM

Meeting Attendees

- Mark Gregor, City of Rochester
- Joe Biondolillo, City of Rochester
- Rick Rynski, City of Rochester
- Kimberly Baptiste, Bergmann Associates
- Andrew Raus, Bergmann Associates
- Matt Chatfield, Bergmann Associates
- Mark Johns, Bergmann Associates
- Sue Steele, Bergmann Associates
- Michael Grenzer, Hemisphere
- Bob Amjad, Hemisphere
- Todd Davis, Hemisphere
- See attached sign in sheet for public attendance

Project Overview, Community Character Survey and Design Primer

Mark Gregor opened the meeting and provided an overview of the project and the purpose of the design workshop and handed the presentation over to Bergmann Associates. Kimberly Baptiste continued the presentation with an overview of the existing environmental and physical conditions present within the Study Area. The audience was then invited to participate in a Community Character Survey. During this exercise, a series of images were projected on the screen for approximately 20 seconds each; the audience was asked to rank these images on their level of appropriateness for the Study Area. The results from this survey have been tabulated and summarized below and included in Attachment A. Andrew Raus continued the presentation with a brief design primer that portrayed the elements of design critical for the creation of successful urban neighborhoods and waterfront spaces.

Community Character Survey Results Summary

The Community Character Survey was divided into three categories, each with 15 representative images: Waterfront; Neighborhoods and Housing; and Commercial. Each image was scored from 1-10, with a score of 10 indicating that this image is the most representative of what an individual would like to see in the Study Area. Attachment A provides a breakdown of overall image scoring and scoring by character category. The average score for each image is included in the upper right corner, with the image rank in the upper left corner. As indicated by the results, residents showed preference for public open space along the waterfront, and least preferred waterfronts that were overly privatized and

meeting summary

developed. Housing and neighborhood category scoring indicated that residents preferred walkable, pedestrian-scaled environments with quality streetscapes and late 19th century architecture. Residents indicated a strong rebuke of housing and neighborhoods that lacked character and displayed large, anonymous building facades. Commercial areas of preference included first floor retail, generous sidewalks with public seating and outdoor dining, and activated upper stories.

Design Breakout Group Summary

The audience was broken into three groups, each facilitated by a member of Bergmann Associates staff. Over the course of 45 minutes, the small groups provided meaningful insight and design ideas for the revitalization of the Study Area. A series of maps and designs were generated on paper, and a member of each small group was selected to provide a brief overview of their table's ideas at the end of the workshop (see Attachment B for each table's plan). There were several recurring themes present within the plans drafted by each group, including the following:

Waterfront Public Access and Open Space

- Public access along the Genesee River, with active water uses concentrated between Flint Street and Violetta Street.
- Maintain and develop large park and open space area along the waterfront between Flint Street and the landing of the Erie-Lackawanna Rail Trail Pedestrian Bridge. This area should be improved for safety with selective understory clearing, and include pockets of programming for event space, yet should be maintained with a strong transportation component.
- Improve the linear park space between Exchange Street and the Ford Street roundabout.
- Identify areas for potential pocket parks and playgrounds within the neighborhood to service residents and prevent them from the need to cross South Plymouth to access these amenities.

Development Potential

- The area containing the former FoodLink building and Vacuum Oil Works east of Exchange Street should be slated for adaptive reuse, where possible, to maintain the industrial character. Strong preference for mixed-use development here, including housing, retail, restaurants, and community business and cultural spaces, such as a business incubator, grocery, and performance space.
- Maintain the existing/abandoned water tower on the former Sears Warehouse building and improve with paint and lighting as an iconic element to brand the neighborhood.
- Consider providing access to building roofs for the creation of lookout and observation areas to take advantage of views to downtown, river, and U of R campus.
- Identify commercial/mixed-use nodes at major community intersections along South Plymouth, such as Cottage Street, Flint Street, Magnolia Street, and Violetta Street.

Transportation

- Slow traffic on Exchange Street and make the corridor more pedestrian friendly with streetscape and safety enhancements

meeting summary

- Flint Street and Exchange Street as primary access routes to former Vacuum Oil site redevelopment and waterfront. Magnolia and Riverview Place as primary access to large open space/park along waterfront.
- Streetscape for areas in between mixed-use nodes should be deferential to residential character.

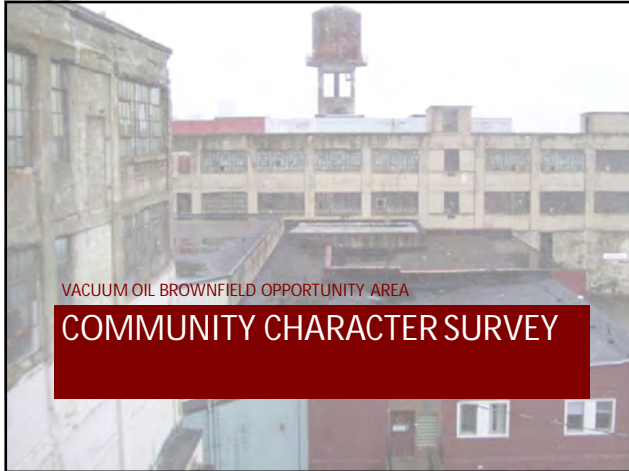
Community Revitalization

- Strengthen residential neighborhoods through selective housing rehabilitation and redevelopment, yet maintain affordable housing and housing for seniors.
- Leverage historic significance of spaces within the Study Area, including the former Civil War encampment and the former Genesee Valley Canal, for historic and educational interpretive opportunities.

Next Steps

The next major event in the planning process will be the non-BOA funded Southwest Rochester Riverfront Corridor (SRRC) public design charrette in June. The SRRC process is a public-lead initiative running concurrent with the BOA and includes the BOA Study Area. Input from the BOA public workshop in May will be combined with the findings from the June SRRC charrette to draft a preferred conceptual master plan. The project remains on schedule for wrap-up of final draft submittal to DOS in early fall.

attachment A



How it Works

- Community members identify desirable and undesirable development characteristics for the study area – *waterfront, housing and neighborhoods, commercial*
- Provides a guide for decision-making related to future development and projects that is consistent with community feedback

0 **5** **10**

Not Appropriate **Very Appropriate**
Avoid *Encourage*



1
Housing and Neighborhoods
8.4

2 Waterfront

8.2



3 Waterfront

8.0



4 Housing and Neighborhoods

7.8



5 Commercial

7.8



6 Waterfront **7.7**



7 Housing and Neighborhoods **7.4**

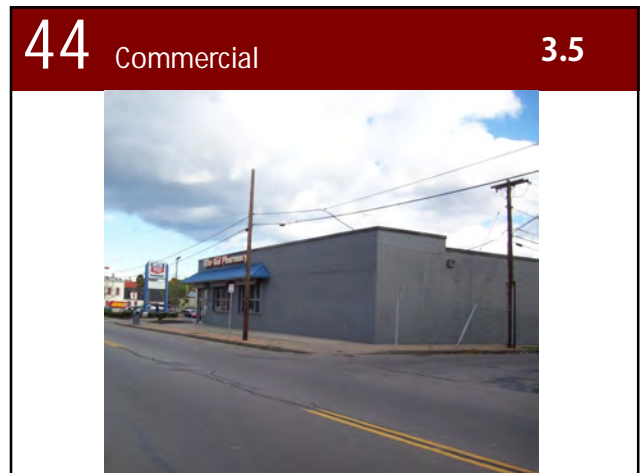
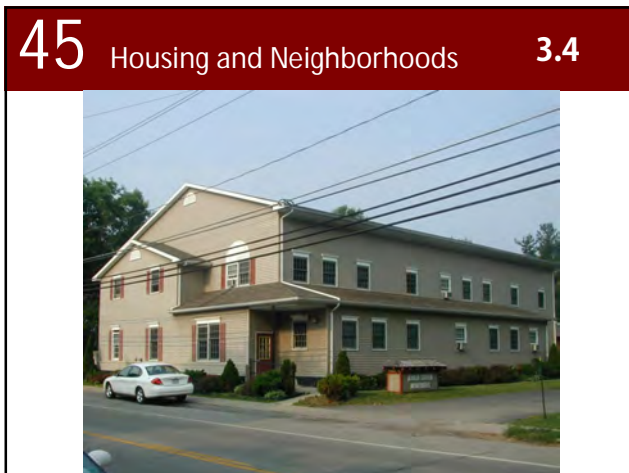


8 Housing and Neighborhoods **7.4**



9 Commercial **7.4**





43 Housing and Neighborhoods 3.6



42 Commercial 4.4



41 Commercial 4.5



40 Commercial 4.6



39 Commercial 4.7



38 Waterfront 4.7

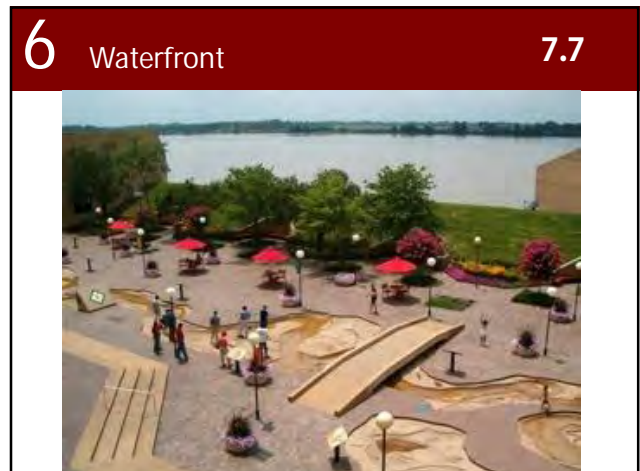
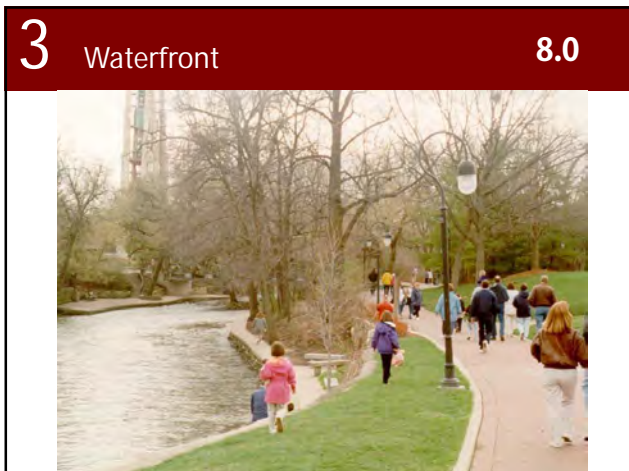
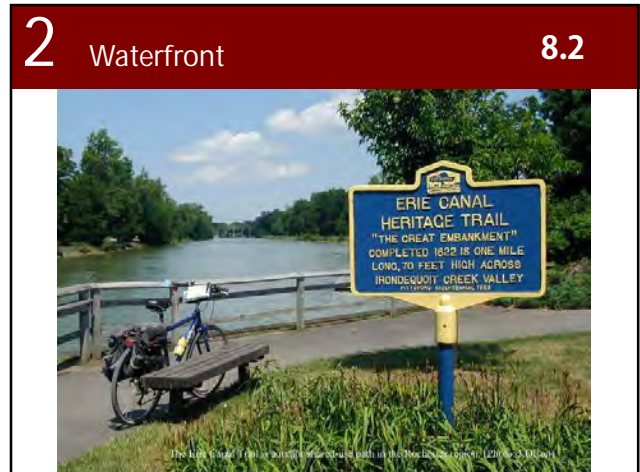
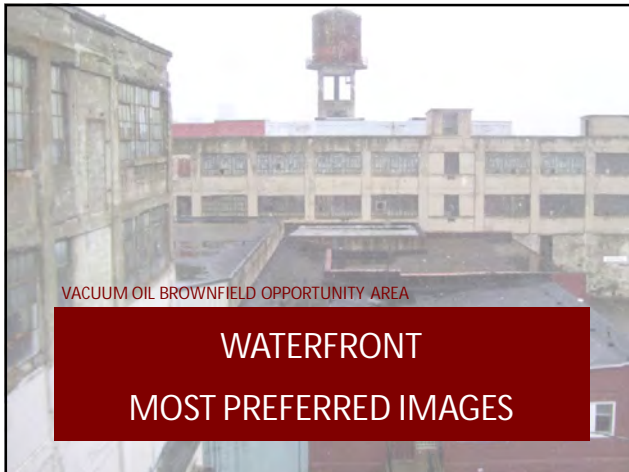


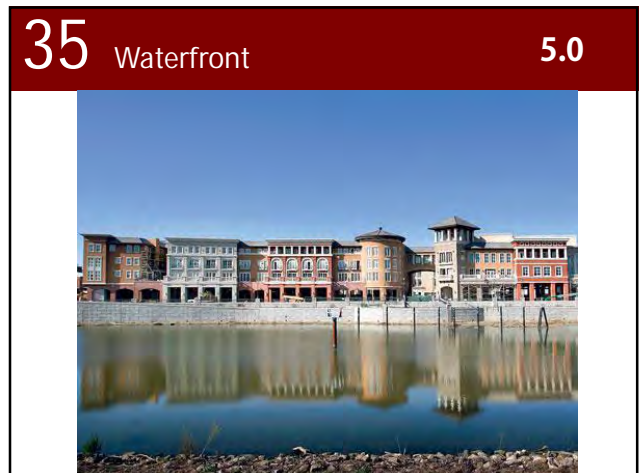
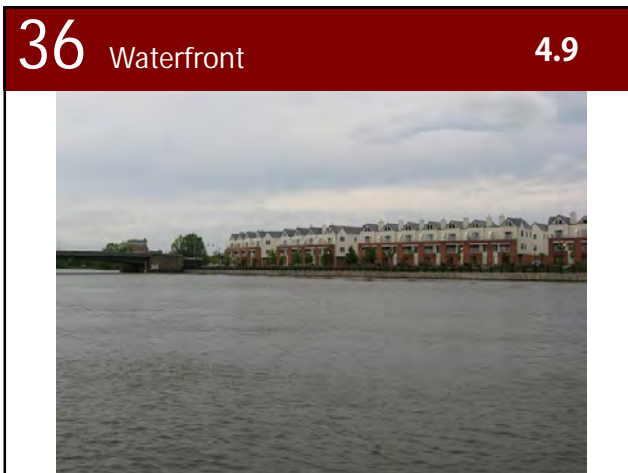
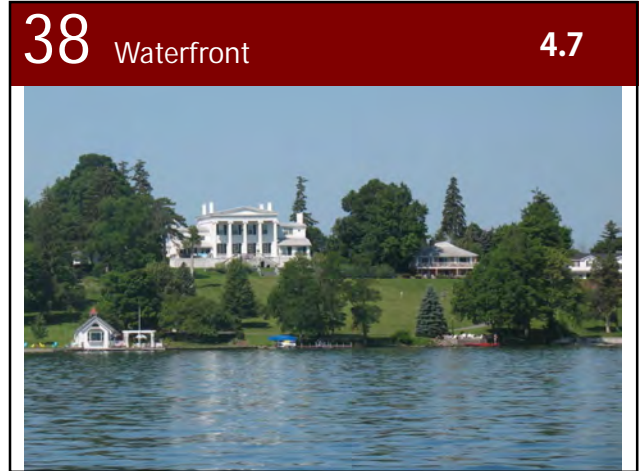
37 Housing and Neighborhoods 4.9

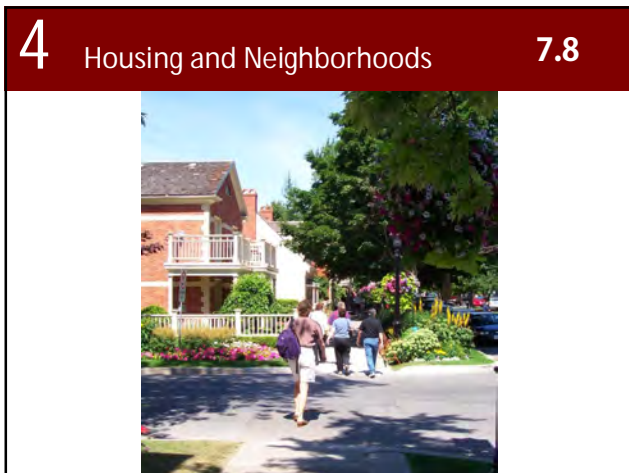


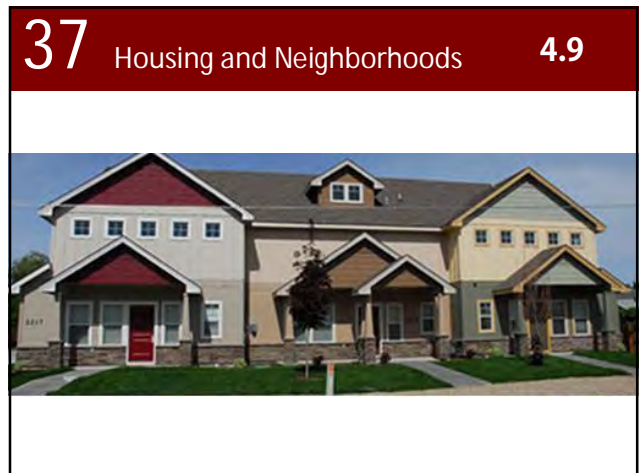
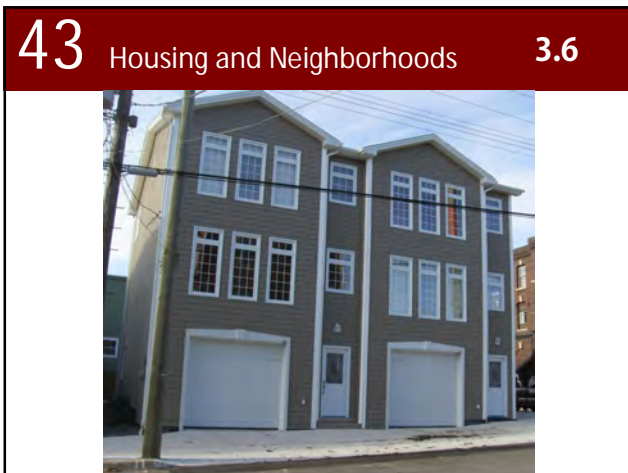
36 Waterfront 4.9

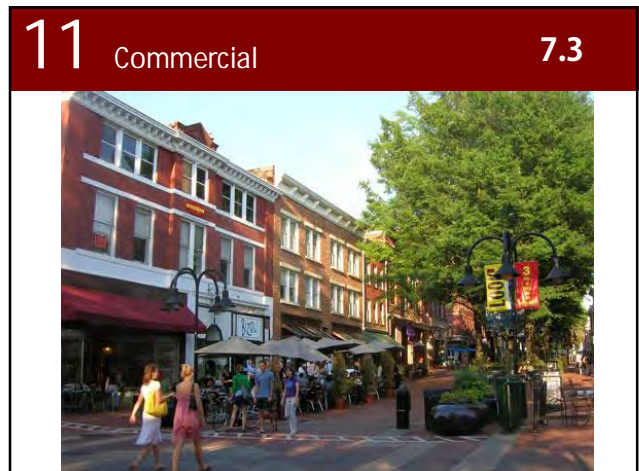
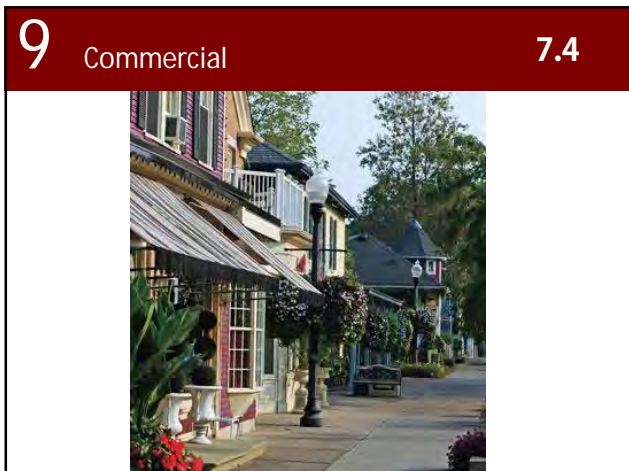
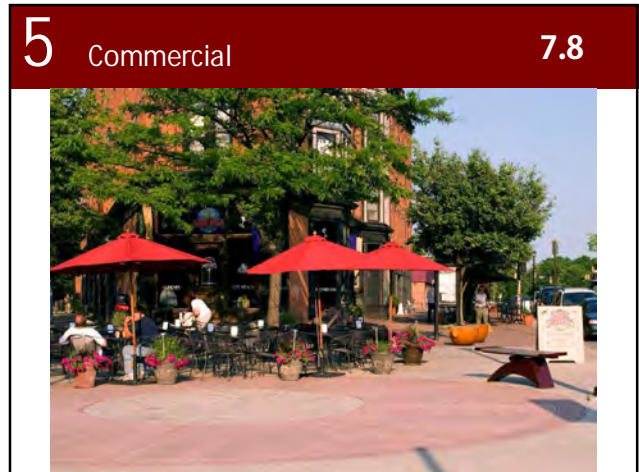
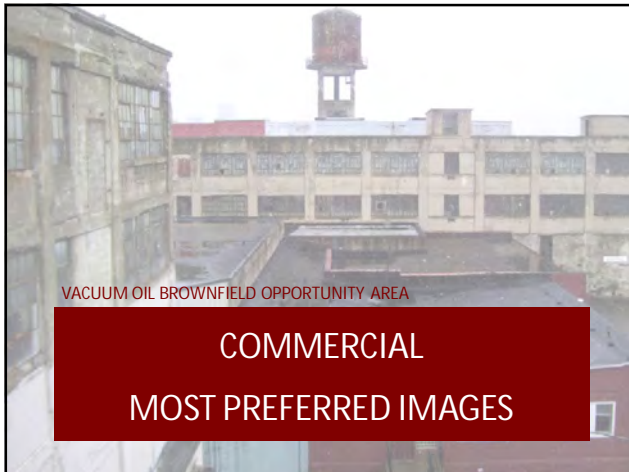


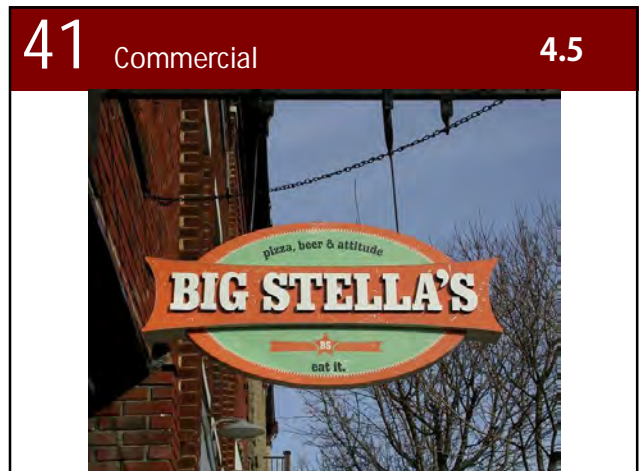
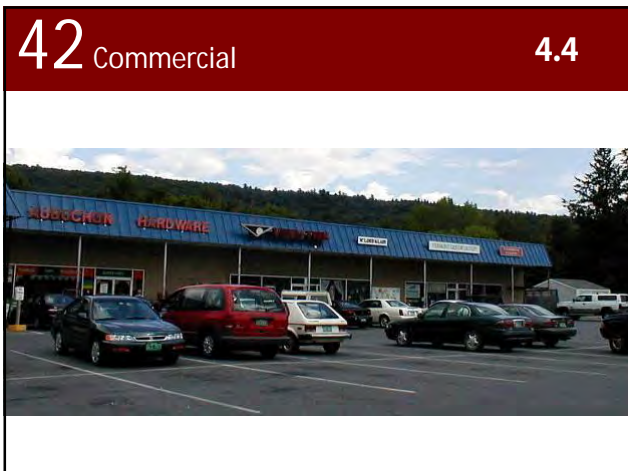
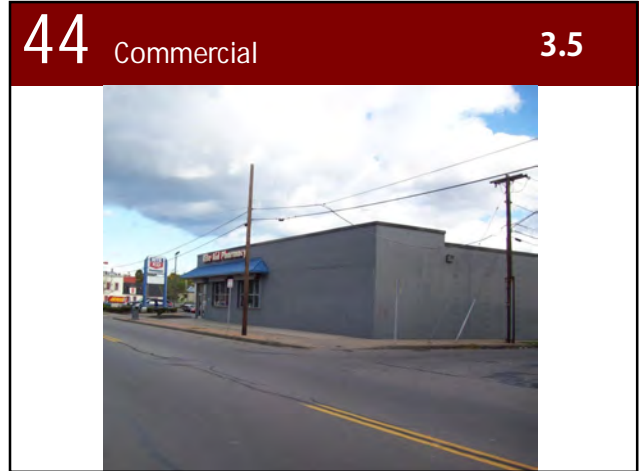




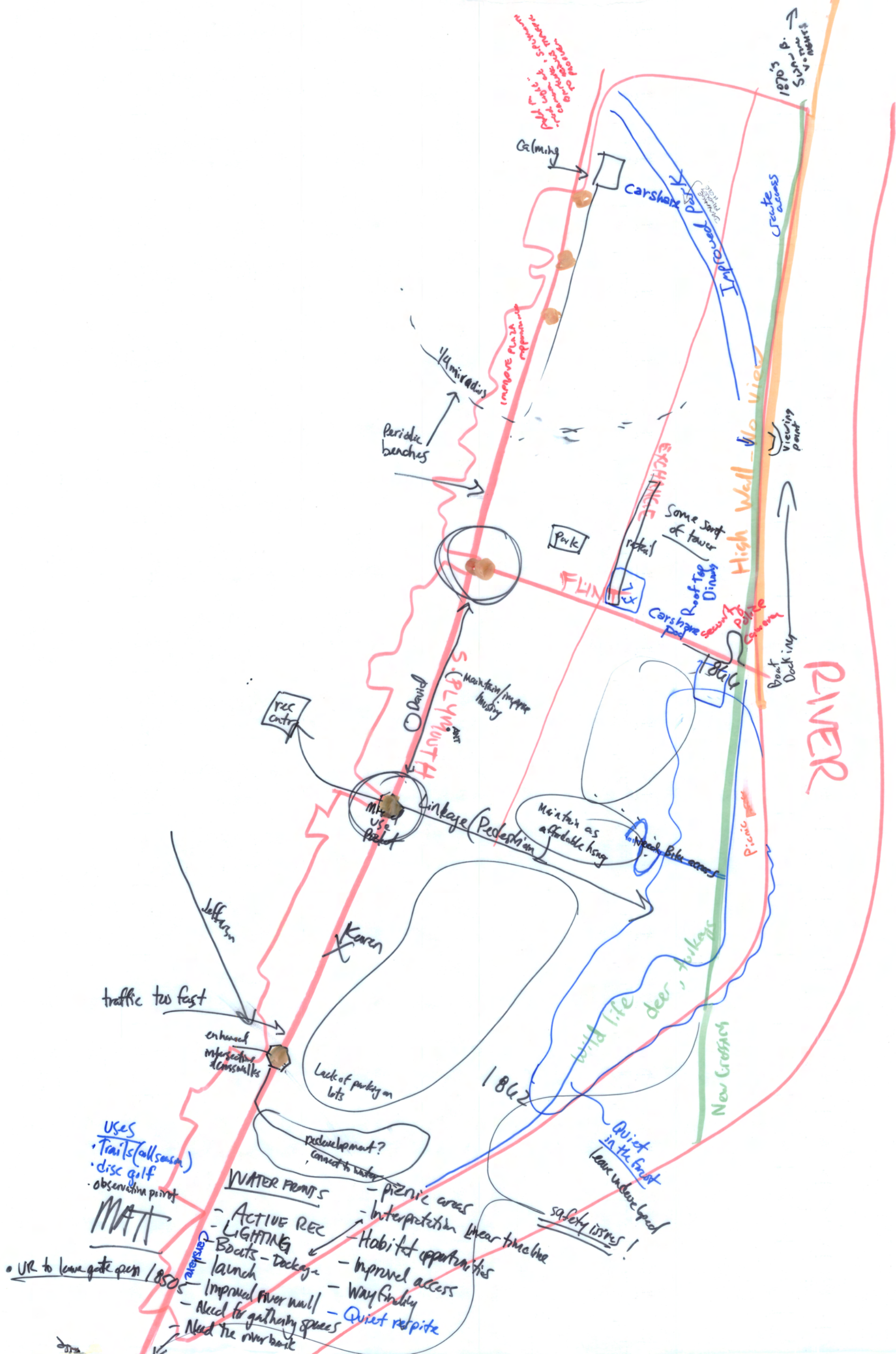








attachment B



meeting summary

City of Rochester Vacuum Oil Brownfield Opportunity Area

Project Advisory Committee Meeting #5
September 17, 2012 • 6:00 – 8:00 PM

Meeting Attendees

- Mark Gregor, City of Rochester
- Vicki Brawn, City of Rochester
- Joe Biondolillo, City of Rochester
- Rick Rynski, City of Rochester
- Doug Benson, City of Rochester
- Chris Bauer, NYS DOS
- John Curran, SRRC
- Adam Driscoll, Property Owner
- Tom Ferraro, Foodlink
- Craig Labelle, Exxon Mobil
- Michael Lamarre, Exxon Mobil
- Kristin Mobyed, Exxon Mobil
- Vince Giglio, Turnkey Operations
- Colleen McCarthy, University of Rochester
- Dorothy Hall, Resident
- Joni Monroe, RRCDC
- Greg Albert, GFLRPC
- Joan Roby-Davison, Sector 4 CDC
- Kimberly Baptiste, Bergmann Associates
- Andy Raus, Bergmann Associates

Welcome and Introductions

Mark Gregor opened the meeting by providing an update of the project status and anticipated directions moving forward. Meeting attendees were asked to introduce themselves.

Mark noted that Senator Kirsten Gillibrand was at the Vacuum Oil site on Flint Street on September 14, 2012 for a press conference regarding a waterfront brownfield bill she is introducing to the Senate.

Mark shared the City's intent to move forward with an application for Step 3 Implementation funding through the BOA Program.

meeting summary

Application for Project Advancement

Kimberly further discussed the City's application for project advancement, due to the Department of State on Thursday, September 27th. The City intends to pursue funding for projects that will further the understanding of development opportunities and constraints as well as advancing design components associated with the Preferred Development Scenario. Examples of projects being considered as part of the funding request are noted below:

- Geotechnical investigations
- Feasibility and design study for proposed waterfront connector road
- Phase I and II Environmental assessments
- Land appraisals and assembly strategies
- Streetscape design and traffic calming
- Engineering and preliminary design for riverwall improvements
- Building condition and structural assessments and asbestos surveys
- Developer pro formas / financing packages
- Civic engagement
- Neighborhood and housing revitalization and reinvestment strategy
- Neighborhood branding initiative
- Invasive species assessment and wetland delineation
- Waterfront recreation master plan
- Generic Environmental Impact Statement (GEIS)
- Zoning updates and design standards

Presentation of Master Plan Options

Kimberly discussed the master planning process, to date. She noted that there have been several common themes that have been consistent throughout the process with regards to future redevelopment in the BOA study area. Common themes and directions include:

- Enhanced waterfront trail system
- Enhanced waterfront spaces
- Water access
- Residential neighborhood stabilization
- Active uses on vacant sites – parks, gardens, playgrounds
- Streetscape enhancements
- Visual and physical connectivity

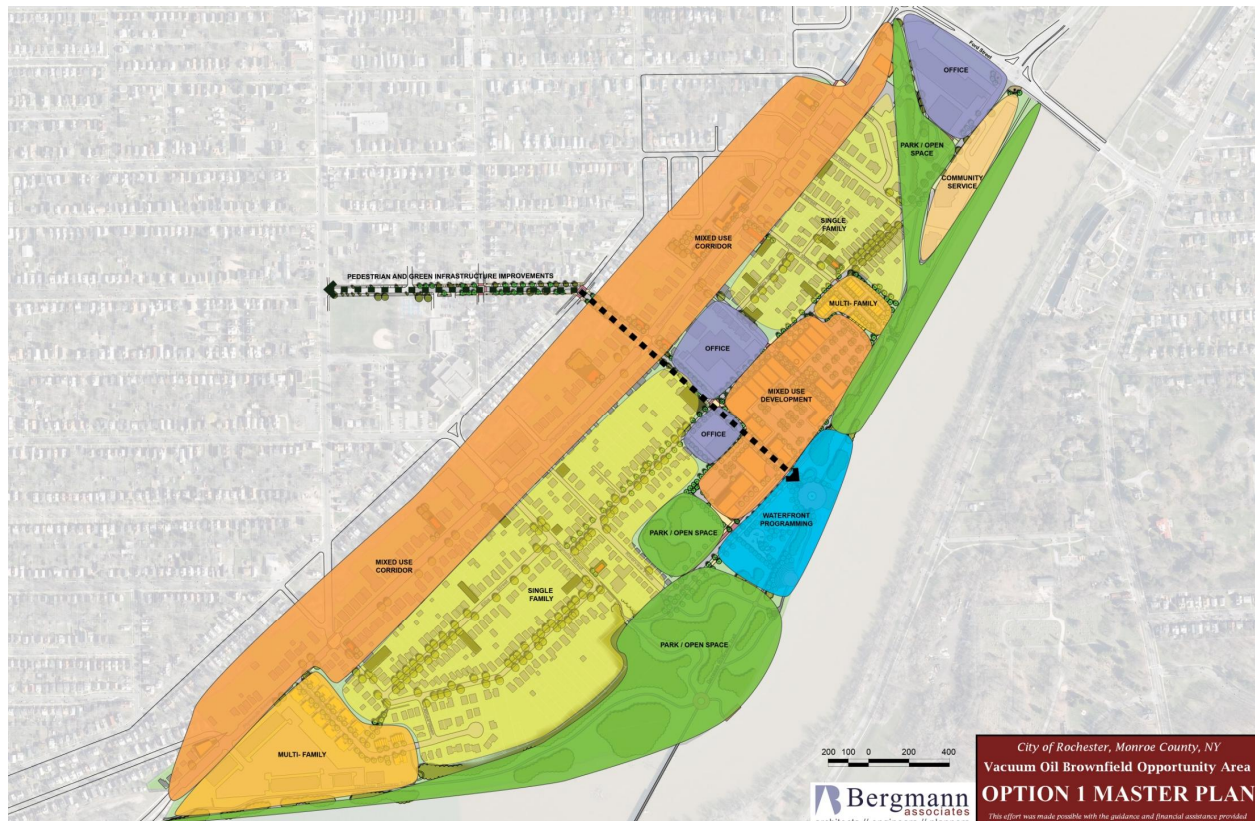
Kimberly reviewed development constraints (unknown site conditions, floodplains, existing infrastructure), noting these need to be taken into consideration when identifying a preferred master plan concept. Kimberly also noted that if developed under current zoning, the vast majority of the study area, including waterfront lands could only be developed as single family residential or industrial.

Before presenting the three master plan options, Kimberly noted these are 20-30 year plans and a phasing plan approach will be developed for the preferred master plan.

meeting summary

Option 1

Kimberly reviewed the land use concept associated with Option 1.



Following the land use discussion Kimberly presented a conceptual master plan that reflects the proposed land use concept. Highlights of the Option 1 Master Plan include:

- Mixed use development flanking Flint Street
- Extensive programmed open space and outdoor, public facilities
- Range of new housing products – townhomes and new multi-family housing on Luther Circle
- Redevelopment of Martin Luther King Plaza and adjacent site into new commercial space
- Enhanced trail connection from Ford Street roundabout to waterfront
- Improved waterfront access for pedestrians
- New waterfront road connection between Violetta and Riverview
- Pocket parks and gardens interspersed through single family residential
- Multiple opportunities for water access for small boats (non-motorized)
- Streetscape and traffic calming along South Plymouth, Flint and Exchange

Following the presentation of the master plan Kimberly showed representative images of how proposed development may look in this scenario.

meeting summary

Option 2

Kimberly reviewed the land use concept associated with Option 2.



Following the land use discussion Kimberly presented a conceptual master plan that reflects the proposed land use concept. Highlights of the Option 2 Master Plan include:

- Mixed use development only on north side of Flint Street
- South side of Flint Street remains green space, formal outdoor gathering areas and event spaces
- Retain Foodlink (mixed use) and 5 Flint Street (mixed use / public) structures
- Expanded student housing adjacent to existing student housing on Luther Circle
- Martin Luther King Plaza retained with façade and site enhancements
- Improved waterfront access for pedestrians at foot of Riverview and Magnolia (incl. bridge)
- New waterfront road connection between Violetta and Flint
- Pocket parks and gardens interspersed through single family residential
- Multiple opportunities for water access for small boats (non-motorized)
- Streetscape and traffic calming along South Plymouth, Flint and Exchange

Following the presentation of the master plan Kimberly showed representative images of how proposed development may look in this scenario.

meeting summary

Option 3

Kimberly reviewed the land use concept associated with Option 3.



Following the land use discussion Kimberly presented a conceptual master plan that reflects the proposed land use concept. Highlights of the Option 3 Master Plan include:

- Mixed use development only on north and south side of Flint Street, along waterfront trail
- Enhanced trail and greenspace south of proposed new development
- Retain 5 Flint Street (mixed use / public) structure as center of public space improvements
- Canal interpretive element
- Expanded commercial redevelopment along Plymouth/Flint at intersection
- Multi-family housing at southern end adjacent to student housing
- Martin Luther King Plaza redeveloped with new commercial
- Improved waterfront access for pedestrians at foot of Riverview
- New waterfront road connection between Violetta and Magnolia
- Formal gathering space at foot of Flint on waterfront
- Housing redevelopment north of Violetta

Following the presentation of the master plan Kimberly showed representative images of how proposed development may look in this scenario.

meeting summary

Master Plan Discussion

Following the presentation of the master plan options, committee members were asked to share their ideas and thoughts on the master plans and what they liked and disliked about each. The following summarizes input generated as part of this discussion:

Graphic Presentation

- Zoom out graphics so you see context of how BOA relates to surrounding development
- Include inset of context plan on master plan

General

- Is there any dedicated park space. Important to understand before working with SHPO.
- Bulldoze MLK Plaza
- Possibly show a grocery store on Plymouth?
- Neighborhood access to fruits and veggies is important – Foodlink/NEAD Model
- Identify opportunities to capitalize on proximity to University population
- Use large, open space for farmer's markets and other events that can attract large crowds
- Create regular schedule of events (similar to Providence, RI Water Fire attraction)
- Identify alternative uses for 5 Flint Street building – maybe its not public/community space
- Final plan should have density and land area assumptions
- Identify investment costs – public, etc.
- Cost estimates by phase

Option 1

- Strengthen pedestrian connection at Magnolia

Option 2

- Strengthen pedestrian connection at Magnolia

Option 3

- The waterfront development and subsequent activity will actually help to improve safety
- Possibly add buildings along trail/waterfront north of Flint
- Shows access through development, don't lose that as plans move forward
- Show additional development at back side of 15 Flint Street site, not just greenspace
- Canal interpretation is great, tie into history of Underground Railroad
- Integrate student housing into mixed use development
- Make sure there is some office space identified in final plan
- Mixed use development could have single story senior housing integrated within that would be very attractive to existing residents that want to continue to reside in neighborhood (elevator access)

meeting summary

- Depict structure parking graphically on plans
- Option 3, change senior housing in south (to multi family or student) and incorporate senior housing into mixed use instead
- Show wetland creation areas that will be necessary to address development in floodplains
- Nature walk / wetland interpretive area in southern end near new pedestrian bridge
- Could Canal interpretation be part of wetland offset?
- Ensure senior housing products are offered
- If new housing replaces existing housing consider funding that would allow for current residents to have first priority in new housing
- Anthony Square model – higher density with set aside for seniors (some % of total units)
- Multipurpose green space with turf fields (low maintenance, year round use)
- Retain Canfield & Tack

Next Steps

The meeting closed with a discussion of next steps in the process as summarized below:

Submittal of Step 3 Application	Sept. 27 th
Comments submitted to Kimberly kbaptiste@bergmannpc.com	Oct. 3 rd
PAC Meeting #6	November
Final Public Meeting	November
Mayor / Council Briefing	November
Nomination Study Submittal to DOS	January

meeting summary

City of Rochester Vacuum Oil Brownfield Opportunity Area

Public Design Workshop: Carlson Commons
November 28, 2012 • 6:30 – 8:30 PM

Meeting Attendees

Project Team

- Mark Gregor, City of Rochester
- Kimberly Baptiste, Bergmann Associates
- Andrew Raus, Bergmann Associates
- Matt Chatfield, Bergmann Associates

Steering Committee & Community Members

- See attached sign in sheet for public attendance

Project Overview, Master Plan

Mark Gregor opened the meeting and provided an overview of the project and the purpose of the meeting and handed the presentation over to Bergmann Associates. Kimberly Baptiste continued the presentation with a brief review of the project's timeline and what has been accomplished to date. Kimberly continued into a presentation of the master planning process and a discussion of the preferred 2035 master plan and phasing scheme of 0 to 7 years, 8 to 15 years, and beyond 15 years. At the end of the presentation the audience was invited to ask questions and provide their thoughts and feedback on the conceptual master plan during a 1 hour open house session. The open house was divided into three separate stations, one for each phase, facilitated by a member of Bergmann staff. Mark Gregor also provided feedback and answers to questions regarding the master plan during the open house.

The City and consultant team provided information on next steps, including the current request for additional funding from NYSDOS BOA Step 3 to complete several studies intended to provide more definitive answers regarding logistical and physical challenges anticipated during the lengthy redevelopment process. It was stressed to the audience that the current version of the master plan may change significantly dependent upon the findings from these additional fact-finding studies. The current 2035 master plan utilizes numerous assumptions for a best case scenario that would permit development as indicated in the plans. As additional information is obtained, the master plan will be modified as needed to reflect a development scenario most likely to occur.

meeting summary

The following represents a summary of questions and responses to the proposed 2035 master plan.

Waterfront Areas and Open Spaces

- Plant a public “food forest” in all parks and along river trail, similar to Bountiful Cities program in Asheville, NY where edible fruit and nut trees are planted in the public realm for public consumption.
- Flip the new Flint Street redevelopment and the Park, with Park between Flint and Magnolia Streets and development between Flint and Violetta.
- Keep the area south of Flint Street along the River trail free of development.

Development

- Consider master plan options that take into consideration alternative grocery models, for instance a co-op model or other locally controlled business, and avoid relying strictly on design practices for ‘chain’ stores.
- Consider the existing South Plymouth Avenue plaza as an alternative site for a grocery rather than the site across the street.
- Ensure that there are no definitive ‘rear’ of building areas for development between the river and neighborhood; what will these buildings look like? Rear of building should look nice and not detract from existing housing within neighborhood.
- Scale and height of buildings along river is important; don’t cut the neighborhood off from the river through the placement of tall structures that block views and access.
- Keep development north of Flint Street.
- Ensure that the adjacent population is sufficient to support a grocery; no vacant buildings.
- Ensure there is no conflict with the City’s recent RFP for a grocery along nearby Jefferson Avenue; neighborhood can likely only support 1.
- Consider utilizing permaculture and phytoremediation techniques for environmental remediation sites.

Transportation

- The steep slopes behind Cottage Street will make an extension of Magnolia Street very difficult and expensive.

Housing

- Neighborhood needs housing assistance programs so people can maintain their properties.
- Neighborhood needs more single family homes; becoming too dense.
- Be careful of the redevelopment plans between Doran and Violetta; no urban renewal, no eminent domain!

Other

- The community needs job training facilities and programs. The use of permaculture techniques for the remedial activities could also include training local youth and residents on how to grow and maintain healthy plants; the knowledge gained while doing this within the brownfield areas could be transferred to their own homes for local food production.

meeting summary

Next Steps

The next major event in the planning process will be the completion of the master plan through the incorporation of comments obtained at this meeting. A final proposed master plan is likely to be completed in January 2013.

PLEX -Southwest Riverfront Planning

Executive Committee

Review of *BOA Public Workshop 3/21/12 Meeting Summary* and *PLEX Charrette Preliminary Report*

Attendance: Dorothy Hall; Nolia Brooks; Gloria Edmonds; Joan Roby Davison and John Curran
Excused: Eleanor Coleman; David Knoll; Bonny Mayer (Corn Hill neighborhood)

The meeting began with a review of the output from the City's Meeting Summary of the 3/21/12 Brownfield Workshop which included:

Residential / Housing focus area: Recurring Themes from BOA Public Design Session

- Preferences:*
1. “walkable, pedestrian-scaled environments”(p.2)
 2. quality streetscapes (p.2)
 3. late-19th century architecture (p.2)
 4. “Strengthen residential neighborhoods through selective housing rehabilitation and redevelopment. (emphasis added)
 - 5.) (*continues from preceding statement*) [“Yet] **maintain affordable housing**” . . .
 - 6.) (*continues from preceding statement*) [“and] and **housing for seniors.**”

Dislike:“housing & neighborhoods that lacked character & displayed anonymous building facades.”

The Executive Committee agreed with all of the overarching preferences cited in the City’s public workshop summary. It was noted, *however*, strengthening the neighborhood’s existing housing should be a broad-based effort available to ALL of the residences, not just a few selective examples. The Committee was pleased to see that the PLEX neighborhood resident sentiments voiced at the public workshop, PLEX public forums and input at the Project Advisory Committee have been incorporated in the *Meeting Summary’s* language. The meeting focused on PLEX preferential considerations based on the BOA summary. The meeting ended before the PLEX Charrette design output options could be discussed.

Streetscaping Comments:

- Pedestrian-scale is important throughout PLEX neighborhood.
- Street lighting: the black pole examples near the Carlson Commons building are worth repeating in the neighborhood where possible. Avoid cobra-style or “too-tall” fixtures.
- Understory tree limb and vegetation clearance to improve visibility and lighting throughout PLEX neighborhood and BOA.
- Street curbing: restore to proper heights using durable stone.
- Tree lawns: regarded as a property-owner issue.
- Roadway intersection highlighting: PLEX prefers that important intersections have an attractive appearance and incorporate safety considerations for pedestrians. Discuss details later based upon economic considerations. Use durable materials (not items that will deteriorate shortly after installation).
- Bump-outs at key intersections to serve as traffic-calming measures.
- Speed humps; already under consideration for Exchange St.; regarded as a Block Club issue.
 - consider reducing traffic lanes (e.g. from four-to-two) if possible.
- Additional crosswalks: some key streets have long gaps in between crosswalks. Add more safe places to cross the street. Medians were not considered essential in this respect.

- Sidewalk planters: considered a Block Club issue. Snow plow damage was a concern.
- Bus Shelters: are considered as a preferred option but need to be located to avoid loitering;
- Benches: although desirable as an aid for seniors, there is a concern that they will invite loitering. Not a preferred option at this time. Revisit topic after initial streetscaping is done.
- Additional parking space: once vacant lots have been identified, collaborate with PLEX to see if there can be shared parking opportunities for businesses (assessment district?) or additional parking spaces to add to neighborhood streets. Possibly consider “woonerfs”. It was noted that neighborhood streets are already limited for additional parking.
 - From a preferential standpoint, PLEX emphasizes walkable neighborhoods; resolving parking issues follows later (a zoning issue with collaborative input).

Housing:

- The PLEX Executive Committee prefers that existing housing stock be maintained for home ownership as the priority. (Legal-based strategies needed here.)
 - **Improving and maintaining homes should be an option available to ALL residential units and NOT to a few selective properties**
- Avoid the too-expensive new residential models of southwest riverfront housing (e.g. Corn Hill Landing and new residences at former Jewish orphanage along Genesee Street).
 - New housing must remain affordable to the residents living currently in PLEX.
 - Especially any potential housing along the riverfront.
- Rental properties need upkeep as well.
 - Avoid converting homes into multiple-dwelling units. Insist on language that deals with renting homes to more than 3 unrelated persons
 - Resist pressures leading to gentrification of residential units.
- Create opportunities to assist current homeowners and residents to remain in PLEX.
 - Encourage new home ownership.
 - PLEX prefers that rehabilitation opportunities be made available to homeowners and investors in the neighborhood with financial support (low interest loans and grant support)
- Retain the unique character of streets featuring distinct housing-types.
- Find ways to cap taxes for current residents (“grandfather-in”) as anticipated housing prices increase in PLEX.
- Avoid developing new housing structures that do not fit in well with the existing housing stock (e.g. Avoid the new housing style in the South Wedge near the Ford St. Bridge.)
- Preserve the character of the existing housing without getting into restrictive Preservation expectations (inability to change existing features). Some desirable preservation techniques might be too expensive to maintain over time.
 - e.g. the homes along Riverview place built for vacuum Oil employees.
- Upper-floor housing (over a first-floor commercial / professional establishment) is desirable.
- Redeveloping the current Dr. Martin Luther King, Jr. Plaza is preferable.
 - Consider a completely-new structure with upper-floor housing.

- (end) -

submitted 8/21/12 jec

Next PLEX executive committee meeting: Mon. Sept. 10th; 1:00 pm Carlson Commons

Topic: COMMERCIAL Focus area (details to follow)

Preparation Notes for PLEX Executive Committee Meeting Jan. 3, 2013:

WITH SUMMARY NOTES ADDED IN BLUE TEXT 1/4/13

A Review of the November 28, 2012 Vacuum Oil BOA Master Plan Presentation

The following topics derive from Kimberly Baptiste's PowerPoint presentation when the City presented its BOA Master Plan to PLEX residents on November 28th.

We are now in the "*Further Plan Refinement and Implementation Strategy*" phase (Dec. 2012 - Jan. 2013). In February 2013, the "*Final Draft Nomination Study*" will be submitted to the New York State Department of State.

A. Additional Studies will be required:

- Geotechnical (soil and rocks)
- Environmental investigations (contamination; pollution)

B. Cooperation of private property owners is needed.

C. Funding is needed for the Clean-Up, Building Demolitions, Roadways and Utilities; Riverfront & Recreational Opportunities; Trail Enhancements.

Consider the following when reviewing the **3 Master Plans (0-7 Years; 8-15 Years; 16+ Years)**:

- *Enhanced Waterfront Trail System:*
- *Programmed Waterfront Spaces:*
- *Direct Water Access:*
- *Residential Neighborhood Stabilization:*
- *Reuse of Vacant Properties in Residential Areas:*
- *Streetscape Enhancements & Traffic Calming:*
- *Connectivity*

(not included in BOA PowerPoint list: *Economic Redevelopment* (especially Food Availability)

NOTE: The City BOA plan favors an Edith-Doran-Ethel Street-Plymouth grocery site.

A. 0-7 Year Plan: Site Preparation and Public Investment

- Highlights as depicted in map consistently (from left-to-right) = [south -to- north]

Assuming that: a) Land assembly is possible; b) Key property owners participate; c) obstacles are not identified; d) funding is identified and secured; and e) retained structures are suitable for adaptive use, *then consider the following:*

a) **Multi-Family housing** at Luther Circle: (comment) : **PLEX feels that Rochester Housing Authority will play a deciding role here. Glad to see that area will remain residential. But NO student housing here.**

- Pocket park at Cottage near Plymouth: (comment) **Please note that PLEX is willing to consider using the Cottage Street vacant lots for parking purposes to help build up the small business sector at Plymouth and Cottage. Existing small businesses have limited parking here.**

b) **Thinning and Opening view spaces** along riverfront (from Riverview Student Housing to northwest end of Erie RR Bridge: (comment) **Check with Colleen McCarthy (UofR Government and Community liaison) to see if she has learned whether the developer of the Riverview Student Housing has a prior responsibility to do some vegetation & surplus tree-trimming . Trees alongside the river edge border of the Riverway Trail have a distinctive red**

paint blotch that supposedly indicated that the trees were “non-contributing” and should be removed (presumably by the property developer).

- c) **NEW roadway with on-street parking:** from Magnolia Street to Violetta St.) (comment) {“Freedom Seeker Way”} (?) ; “Genesee Valley Canal Way” (?) ; “Vacuum Oil Lane” (?)...
(we didn’t discuss possible names)

NOTE: THE LENGTH OF THIS ROADWAY IS A MAJOR CONCERN TO PLEX. PLEX WOULD PREFER THAT THE NEW ROADWAY EXTEND FROM VIOLETTA STREET TO FLINT STREET (NOT AS FAR SOUTH AS MAGNOLIA STREET).

PLEX prefers the arrangement shown in the earlier PREFERRED OPTION #2 rendition and NOT THE ROADWAY SHOWN IN THE NOVEMBER 2012 MASTER PLANS.

- **PLEX feels that it would be too expensive to link to Magnolia Street owing to the elevation of the bluffs.** Having the roadway proceed uphill from the riverfront towards current Magnolia Street would cost too much and not produce a significant gain regarding riverfront access. Pedestrian trail access would be more affordable in the Magnolia St. area.

- d) **Dock** just north of Erie RR Bridge: (comment) ; **PLEX considers this dock to be more of a rest area instead of a boat launching site based on map information.** Focus of car access to the waterfront for boat loading / unloading should be at Violetta Street area. Dock here is OK but it seems to lack motor vehicle access to transport watercraft.

- e) **Park** with Passive Recreation, Picnic Areas and Play Area (south half of #15 Flint; former scrapyard): (comment) **PLEX foresees difficulty with private property owner agreeing to the location of a park here. Is this a known health hazard site? PLEX wants the area south of Flint Street preserved as Greenspace**

- f) **Camp Porter** enhanced interpretation: (comment) **Happy to see that Camp’s identity is preserved but it is too early to be specific about enhancements. Signage welcome. PLEX would like the early attention to the Camp spent on reclaiming further land for greenspace where the sludge pits had been located. PLEX plans to spend next few years on commemorating Harriet Tubman within BOA area (most likely near the Plymouth Ave. traffic roundabout).**

- g) At Flint Street near riverfront:

1) **interim parking** (comment) **PLEX likes this as a preliminary step to develop parking for boat-launching purposes and visitors to see the camp. Needs support from property owner.**

2) **kayak launch:** (comment) **PLEX wants the watercraft launching site here accessible by motor vehicle and to serve small fishing craft.**

If not accessible by vehicle here, then the Violetta St. launching site needs to accommodate cars unloading directly at the river’s edge. Violetta is preferred site for boat launching.

- h) **Flint Street Green Infrastructure Improvements** (creates a route that cuts east-west and leads to School #19, Flint St. Rec Center and Gandhi Institute.: (comment).

It is great to see this incorporated as a Year 0-7 project. PLEX hopes that the water improvement landscaping techniques can be repeated elsewhere in the BOA.

i) Plymouth Avenue: 1) **MLK Plaza facade and landscaping** for existing plaza: (comment)

THIS IS PLEX'S BIGGEST CONCERN:

PLEX WANTS ACQUISITION AND DEMOLITION OF THE DR. MARTIN LUTHER KING, JR. PLAZA AS A YEARS 0-7 PROJECT. (save money by having a shorter new roadway from Flint Street to Magnolia Street)

PLEX WANTS THE "15,000 SQUARE FT. GROCERY" LOCATED WHERE THE MLK PLAZA IS CURRENTLY LOCATED.

- ADJACENT (west side) PLYMOUTH PROPERTIES COULD BE GATHERED TOGETHER TO EXPAND THE FOOTPRINT OF A POTENTIAL PLAZA (ADD THE LIMOUSINE STORAGE GARAGE, THE NEWLY-ABANDONED CORNER STORE AND DERELICT RESIDENTIAL PROPERTIES BEHIND THE MLK PLAZA TO INCREASE THE FOOTPRINT AT THE MLK PLAZA

PURCHASE THE PROPERTY NOW BEFORE THE AREA IS IMPROVED. IT IS VERY LIKELY THAT THE MLK PLAZA OWNER WILL RAISE THE PROPERTY PRICE SIGNIFICANTLY ONCE THE AREA'S APPEARANCE IMPROVES. PLEX HAS A CONTENTIOUS RELATIONSHIP WITH THE PROPERTY OWNER WHO MAY DECIDE TO BECOME AN OBSTRUCTIONIST.

2) infill (firehouse); (comment) **IT SEEMS THAT THE FIREHOUSE PROPERTY IS BEING DEVELOPED ALREADY FOR A PURPOSE THAT WILL MEET THE MEDICAL NEEDS OF THE AREA.**

j) From Violetta to Ford Street: 1) **vegetation thinning** (viewscape); (comment) **OK**

2) **playground trail connection** (not Riverway) and improvement near Church of Love - play area is installed opposite COLFC (west side of Exchange St.) (comment)

THIS PLAYGROUND TRAIL CONNECTION WILL ASSUME GREAT IMPORTANCE AS PLEX PURSUES COMMEMORATING HISTORICAL FIGURE HARRIET TUBMAN WITH A COMMEMORATIVE STATUE AT THE PLYMOUTH AVENUE TRAFFIC CIRCLE ROUNDABOUT .THE TRAIL WILL LINK PLEX WITH THE HISTORICAL ATTRIBUTES OF CORN HILL; C.O.T.S. AND THE SUSAN B. ANTHONY AREA. FORD STREET, NORTHWARD FROM HERE, FOLLOWS THE ROUTE OF THE GENESEE VALLEY CANAL AND LEADS TO THE MORSE LUMBER YARD WHERE THE GENESEE VALLEY CANAL AND THE ERIE CANAL LINKED.

k) **Gateways: Please avoid pavement materials that don't hold up well over time due to abrasion from traffic.**

1) Plymouth-Jefferson-Cottage (comment) : **Good location. Please note that part of this corner has a very recent gateway treatment for the Jefferson Avenue Focused Investment Area improvement. Needs complementary treatment.**

2) Flint and Plymouth : (comment): **Good location. Focus on safe street-crossing.**

3) Plymouth & Edith: (comment) **Good location. Focus on safe street-crossing.**

4) Exchange Street Gateway: (comment) **NOTE: please consult with the Corn Hill Neighbors Association. They share PLEX's concerns for safe pedestrian crossing here. Their charrette has come up with specifics worth considering jointly with PLEX for gateway treatment here.**

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B. 8-to-15 Year Plan: Mixed-Use Development; Enhanced Public Spaces and Residential Redevelopment

- *Highlights as depicted in map consistently (from left-to-right) = [south -to-north]*

- *Does not include projects already listed in Years 0-7 Plan*

a) Near Western End of Erie RR Bridge: (already has dock in place)

1) Enhanced Trail Gateway / Interpretation Area: (west end of Erie Bridge) [hub](comment)

PLEX likes the viewscape clearance here. There is an elevation problem here that needs addressing. Too sharp turn here plus steep sudden descent for bicyclists.

A. Interpretive Walk and Bridge in Wetlands: (comment) **PLEX likes having this area maintained as a greenspace with trails.**

B. Amphitheatre (slightly south of camp memorial plaque at river bend): (comment) **The actual location of the amphitheatre along this river bend is flexible for PLEX. Maybe move amphitheatre nearer to memorial plaque? What effect will "later" buildings have for site?**

b) **Mixed-Use Development** (just south of Flint Street): (comment)

1. site of the former full-length barrel-making building (north of Magnolia but south of #5 Flint) **PLEX PREFERS THE PREFERRED OPTION TWO RENDITION FOR THIS SPACE. PLEX IS CONCERNED THAT THIS WOULD BE TOO MUCH DEVELOPMENT IN THIS AREA. (But do not use the Student housing option shown in Preferred Option Two).**

2. #5 Flint Street existing building: **Depends on what private owners want**

c) **Public Gathering Space** Flint Street at riverfront: (Comment): **Would this be a location for boat launching? If so, do roadways need enhancement? Would cars be able to unload boats here? PLEX prefers Violetta Street as the boat-launching site.**

d) **Water Feature** (Genesee Valley Canal bed from south end of #5 Flint to south of Fenwick Street) **- Try to incorporate cut-stone embankment (PLEX request)**

NOTE: In Phase 8-15 Years, does Fenwick connect with new roadway ??? (map is unclear)

e) **REPURPOSING OF FOODLINK BUILDINGS and RAILYARD** property

(across from water feature)

not listed on “Years 8-15” map as caption (but shown on footprint map) (Comment):

PLEX hopes that the buildings can be repurposed

- PLEX wants the new roadway to extend from Flint Street to Violetta Street only.

- OK for both north and south sides of Flint Street to have mixed use development

- Exchange Street Foodlink Buildings (East side buildings only)

listed as “**Flex / Incubator / Workforce Training**” (Comment): **VERY DESIRABLE**

- The **Railyard** space opposite the water feature is listed as **Mixed-Use Development**

(Comment): **Development here is desirable**

- the “Sears” building (one-storey warehouse) is not yet addressed in this phase.

f) **Improved trail access** near “Fenwick St. extension” to Riverway Trail. : **OK for walking trail**

g) **Mixed Housing Development** (single family / duplex / townhouses)

Doran - Ethel - Violetta Streets form a campus. *Edith Street has new homes already.*

(Comment): **PLEX likes the mix of single family / duplex / townhouses here.**

h) **“15,000 Sq. Ft. Grocery Store”** : depicted on northeast corner of S. Plymouth and Violetta

- shown as being opposite the current MLK plaza (in its “facade improvement” phase)

(Comment): PLEX WANTS THE GROCERY STORE SITUATED AT AN EXPANDED-FOOTPRINT LOCATION WHERE THE MLK PLAZA NOW EXISTS. MAKE DEMOLITION OF THE MLK PLAZA PROPERTY A PHASE ONE (0-7 YEARS) PROJECT.

KEEP THE VIOLETTA & PLYMOUTH AVENUE “15,000 SQUARE FOOT” SITE TO BE IN ADDITION TO THE MLK GROCERY STORE SITE FOR SOME OTHER MIXED COMMERCIAL USE.

+++++

c. 15+ Year Plan: Expanded Mixed-Use Development

- Highlights as depicted in map (from left-to-right) = [south -to-north]

- Does not include projects already listed in Years 0-7 Plan or Years 8-15 Plan

a) **Mixed -Use development** at **North Half** of former scrapyard at #15 Flint Street

not listed on Phase 15+ Years map as caption (but shown on footprint) (Comment):

- the **south half** was developed as “**Park with Passive Recreation , Picnic Areas and Play Area** in the first Phase (0-7 Years)

PLEX favors Mixed-Use activity on south border of Flint St. facing north side Flint mixed-use

b) **Former Sears Warehouse buildings** bordered by Exchange Street, Violetta and new Roadway become **Mixed-Use development** (lower floor commercial / cultural; upper-floor residential).

(Comment): **Mixed-use activity welcome at this location**

c) **West side of Exchange St.** (current Canfield & Tack plus Flint St. to both corners of Fenwick) becomes Mixed-Use development (lower floor commercial / cultural; upper-floor residential).

PLEX's MAJOR CONCERN is avoiding the loss of current successful businesses here. They are stable job-producing and tax-paying resources to the neighborhood.

- the 15+ Year Phase does not make it explicit on the 2035 Master Plan map that the Martin Luther King, Jr. Plaza is demolished and rebuilt although potential examples are shown of 2- and 3-storey buildings.

Once again, acquisition and demolition of the current Dr Martin Luther King, Jr. Plaza during Phase One (0 -7 Years) is a PRIORITY to PLEX

- The Powerpoint presentation shows examples of enhanced waterfront programming / interpretation. (comment): **PLEX favors a boat launching site for light watercraft including trailer-carried small fishing boats. Facility should be able to accommodate a trailer from the Genesee (Valley Park) Waterways facility carrying multiple small watercraft. Be able to launch & retrieve high school / collegiate racing-shell boats from here. Make area a fireworks observation spot.**

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Closing Segment of Powerpoint: Application for Project Advancement (VERBATIM)

“Funding Request: *The Master Plan will be further refined and modified as a result of these planning studies and analyses:*

- Geotechnical investigations:
- Environmental assessments: **Let PLEX know where it is OK for community service projects**
- Land appraisals
- Streetscape design / traffic calming: **Focus on pedestrian safety**
- Engineering and preliminary design for riverwall improvements : **PLEX wants riverwall treatment to complement Corn Hill riverwall planning (make river edge a walkable promenade).**
- Building condition / structural assessments / asbestos surveys
- Developer *pro formas* / financing packages
- Civic engagement: **What will be expected from PLEX?**
- Housing analysis and reinvestment strategy
- Marketing and branding initiative: **PLEX wants to be a partner in this process**
- Invasive species assessment along River Trail: **Address Japanese Knotweed and Poison ivy now.**
- Waterfront Recreation Master Plan: playgrounds, interpretation, open space, water access
- GEIS for Vacuum Oil footprint
- Zoning updates and design standards: **PLEX wants to be a partner in this process**

-end-

