



Project Advisory Committee

Meeting #2 | June 22, 2017

1.0 Bull's Head Revitalization Plan

Project Status

Inventory Overview

2.0 Bull's Head Subarea

Status

Inventory Overview

Project Goals

3.0 Next Steps

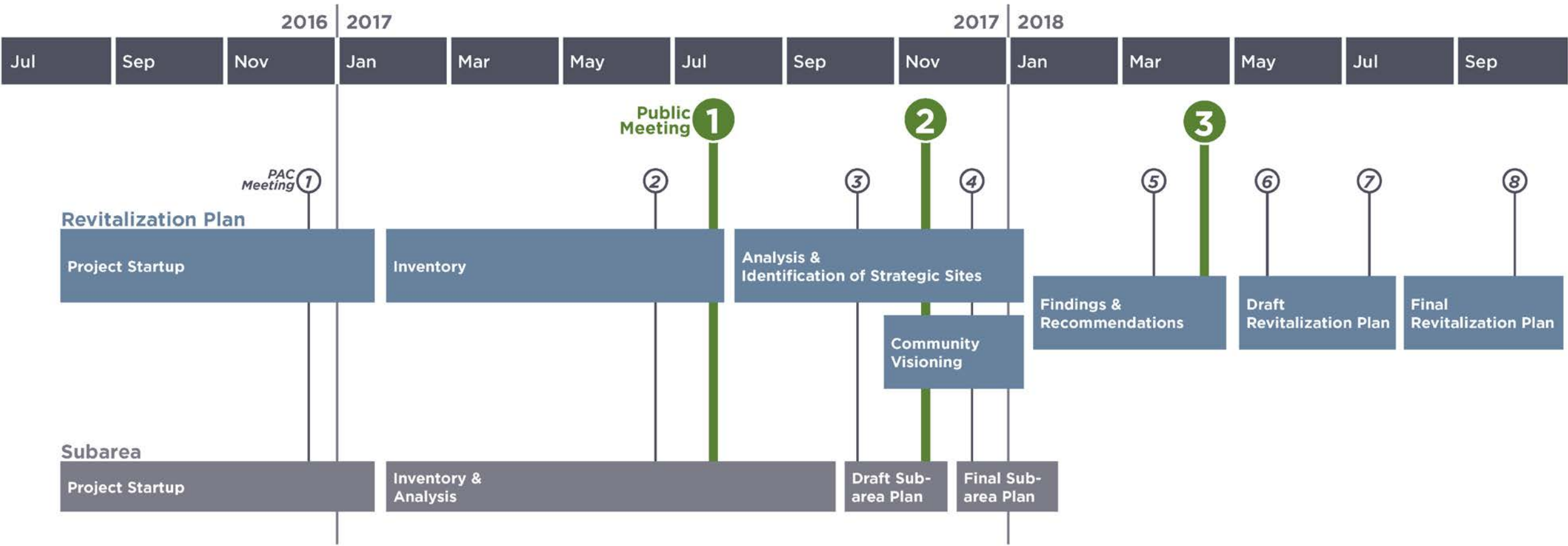


This presentation was prepared for the City of Rochester and the New York State Department of State with state funds provided through the Brownfield Opportunity Areas Program.



City of Rochester, NY
Lovely A. Warren, Mayor





* Public Meeting #2: It is anticipated that two separate meetings will be held to accomplish objectives for the overall BOA and subarea.

BULL'S HEAD REVITALIZATION PLAN

NYS Brownfield Opportunity Area Program | Step 2



Project Status

1. Project Startup
2. Inventory
3. Analysis & Identification of Strategic Sites
4. Community Visioning
5. Findings & Recommendations
6. Draft Revitalization Plan
7. Final Revitalization Plan

Complete

Near Complete

Project Outline

PROJECT OUTLINE

Bull's Head Brownfield Opportunity Area (BOA) | City of Rochester, NY
Step 2 Nomination Study

Component 1: Project Start-up

Task 1.1: Initial Organizational Meeting
[Completed by City]

Task 1.2: Establishment of a Project PAC
[Completed by City]

Task 1.3: Solicitation of Consulting Services
[Completed by City]

Task 1.4: Consultant Selection
[Completed by City]

Task 1.5: Subcontract Preparation and Execution
[Completed by City]

Task 1.6: Project Scoping Session with Consultant
Per sections 1.6 and 1.7 of the Project Work Plan, the Consultant will attend a project scoping meeting with the City of Rochester (City), 19th Ward Community Association (19th Ward CA), and the New York State Department of State (DOS) to discuss roles and responsibilities, scope and budget, review project elements, etc. Upon completion of the meeting, the Consultant will prepare a draft meeting summary for the City's review and distribution to scoping participants.

Task 1.7: Project Outline
Fisher Associates (Consultant) will prepare a draft project outline for the City's review based on the outcome of the Project Scoping Session to guide the preparation of the Revitalization Plan Report. The City will provide any revisions to the outline prior to submission to the DOS for review and comment. Any revisions to the project outline based on DOS comments and circulation to meeting participants will be undertaken by the Consultant. The City will distribute the outline to scoping participants.

Component 2: Capacity Building

Task 2.1: Interagency Workshops
[To be determined]

Task 2.2: Conferences
In the event the City is requested to participate in an interagency workshop, the Consultant will assist the City in preparing the needed documents and materials in support of those workshops.

Component 3: Community Participation and Techniques to Enlist Partners

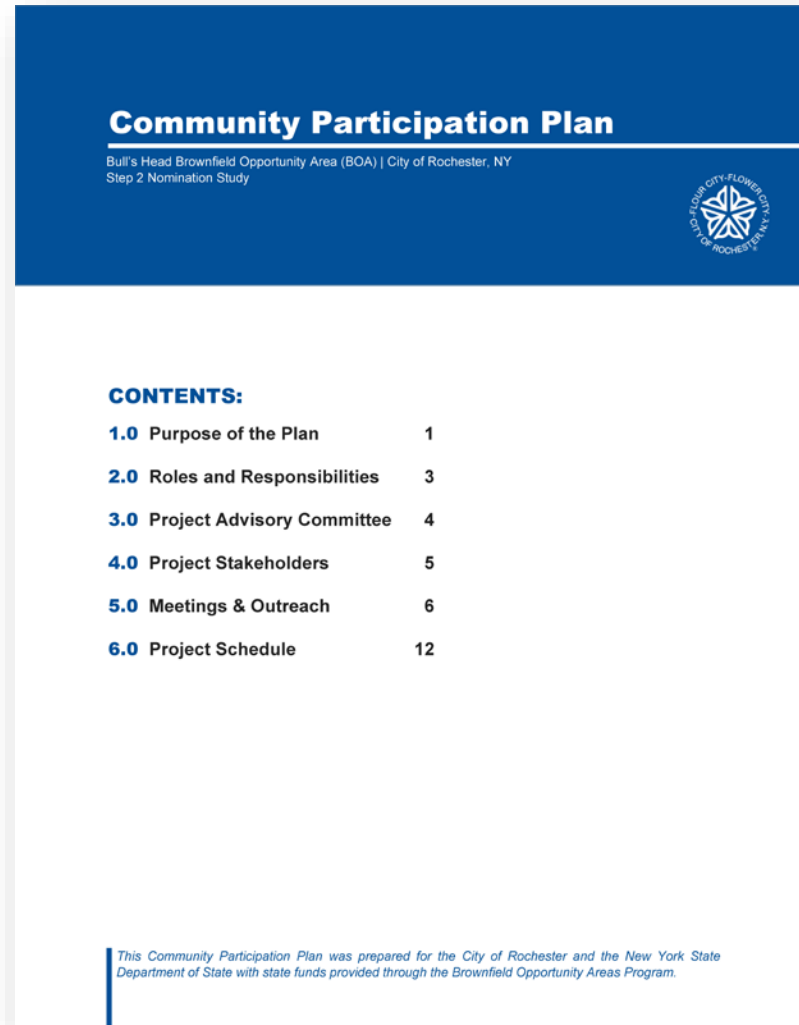
Task 3.1: Community Participation Summary

Task 3.2: Techniques to Enlist Partners
The Consultant will develop a Community Participation Plan (CPP) to engage stakeholders in the development of key elements of the Revitalization Plan including the development of a community vision, goals and objectives,

Based on project scoping session:

- Project elements
- Team roles & responsibilities

Community Participation Plan




Includes:

- PAC contact list
- Team roles and responsibilities
- Engagement method and techniques
- Detailed meeting descriptions


Project Website

<http://www.cityofrochester.gov/article.aspx?id=8589971143>

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City of Rochester, NY
Lovely A. Warren, Mayor

SEARCH: 

[f](#) [t](#) [v](#) [i](#)

BULL'S HEAD REVITALIZATION

Bull's Head Revitalization

Project Background

Bull's Head marks the historic western gateway to downtown, centered on the convergence of West Main Street, Brown Street, West Avenue, Chili Avenue and Genesee Street. Bull's Head has been identified by the City as a priority area for neighborhood revitalization. Despite Bull's Head rich and diverse cultural heritage, the area is currently characterized by blighted conditions, a disproportionately high percentage of vacant and/or underutilized buildings and lots, and a significant number of sites with documented and/or suspected environmental concerns.

In 2009, the City undertook a Bull's Head community input/planning process to bring neighborhood-wide community concerns to the surface as well as to identify potential opportunities to address those concerns. As a part of that process, the City hosted a Bull's Head Community Design Workshop on September 26, 2009. The workshop was well attended and helped to establish the foundation upon which, further revitalization planning for Bull's Head continues.

Bull's Head Brownfield Opportunity Area

The New York State Department of State's (NYSDOS) **Brownfield Opportunity Areas Grant Program** (BOA) provides communities with guidance, expertise and financial assistance, up to 90 percent of the total eligible project costs, to complete revitalization and implementation strategies for neighborhoods or areas affected by **brownfields**. The NYSDOS BOA Program is a 3-step process that enables communities to comprehensively assess existing economic and environmental conditions associated with brownfield blight and impacted areas, identify and prioritize community supported redevelopment opportunities, and attract public and private investment.

MAY WE SUGGEST

[Water Main Cleaning and Lining Project](#)

[High Falls Center and Interpretive Museum](#)

[Office of the City Historian](#)

[Cremation Services](#)

[Rochester Land Bank Corporation](#)

[Comprehensive Plan Update - Rochester 4.0](#)

[Rochester Works! @ Central Library - Being Your Own Boss](#)

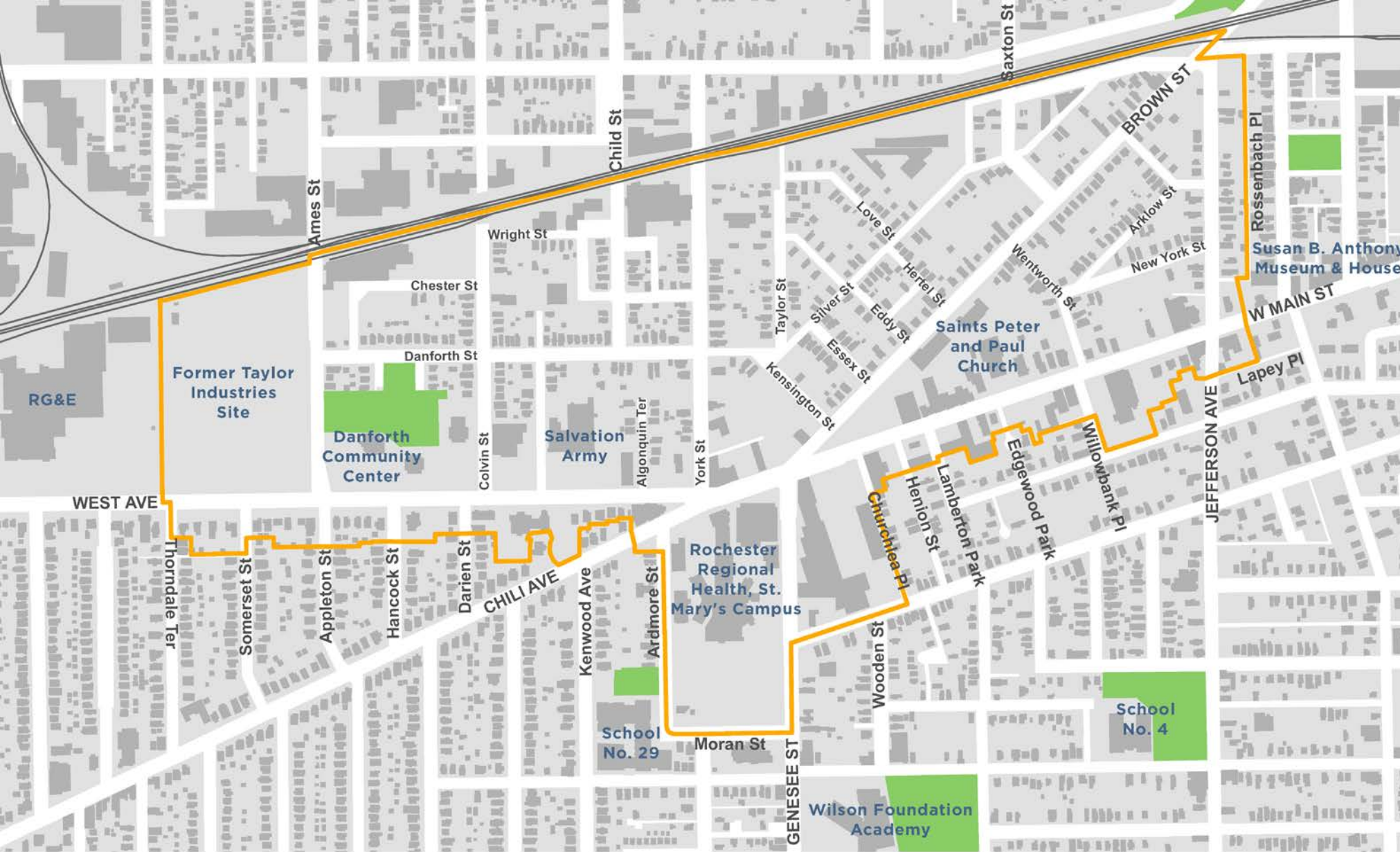
[Rochester Mobility Enhancement Study](#)

[Board of Ethics](#)

[Site Plan Review Agenda](#)

Inventory Overview





Study Area

186 acres

 Bull's Head BOA

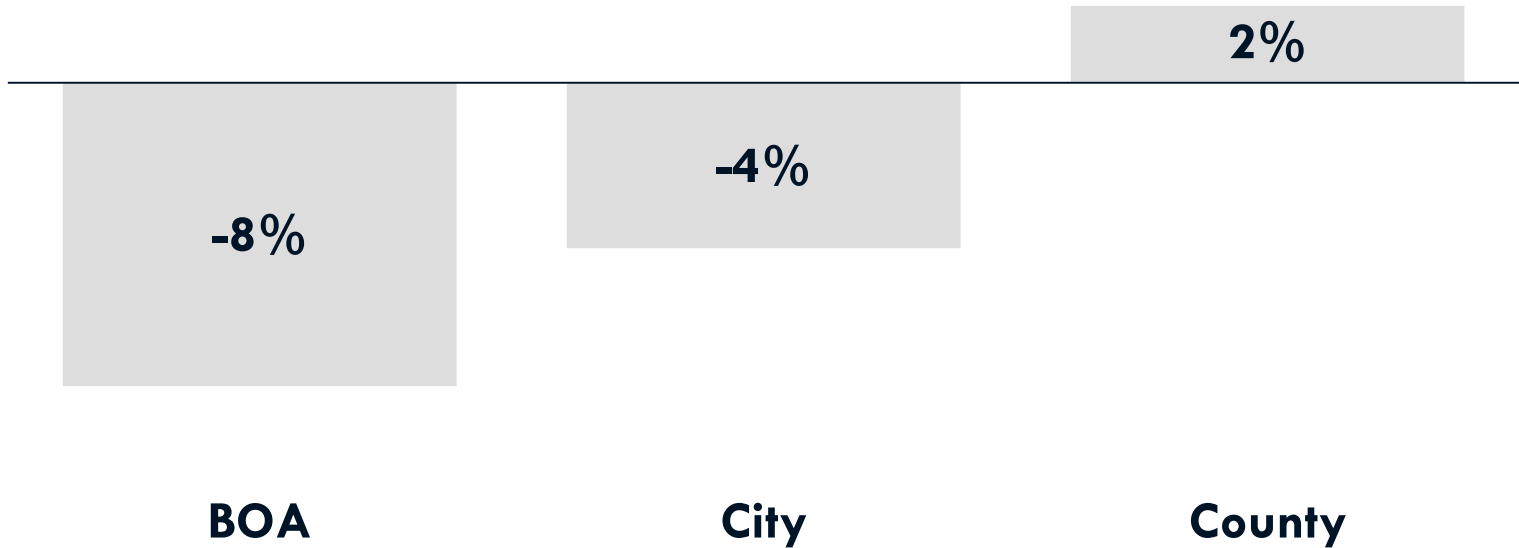
Total Population: 1,815
Total Households: 813

*Share of Area
Population*

0.9%
of City

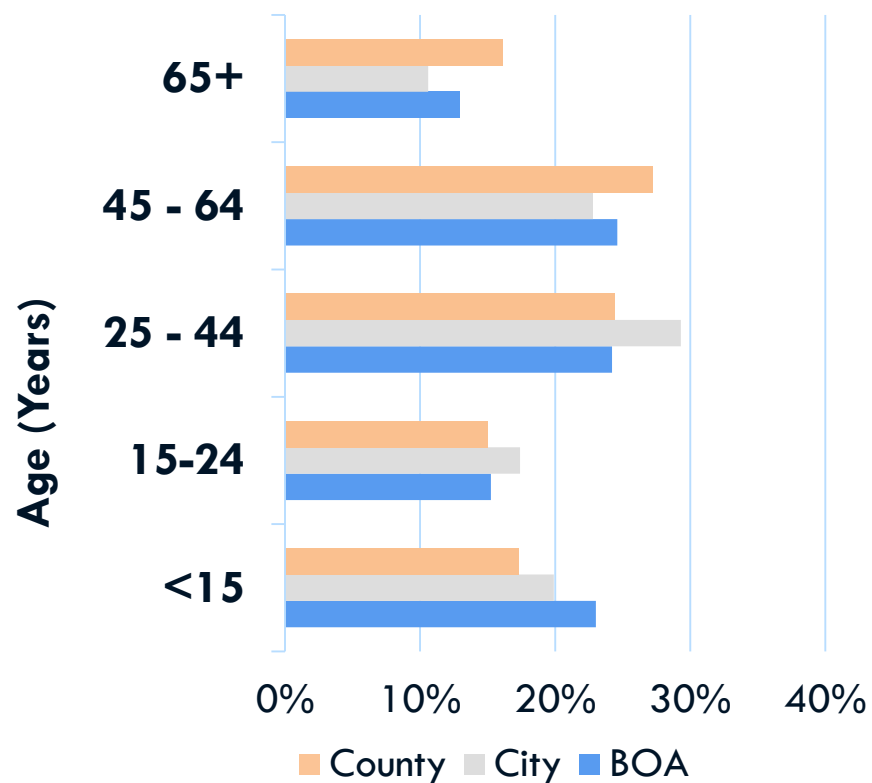
0.3%
of County

*Population Change
(2000-2016)*

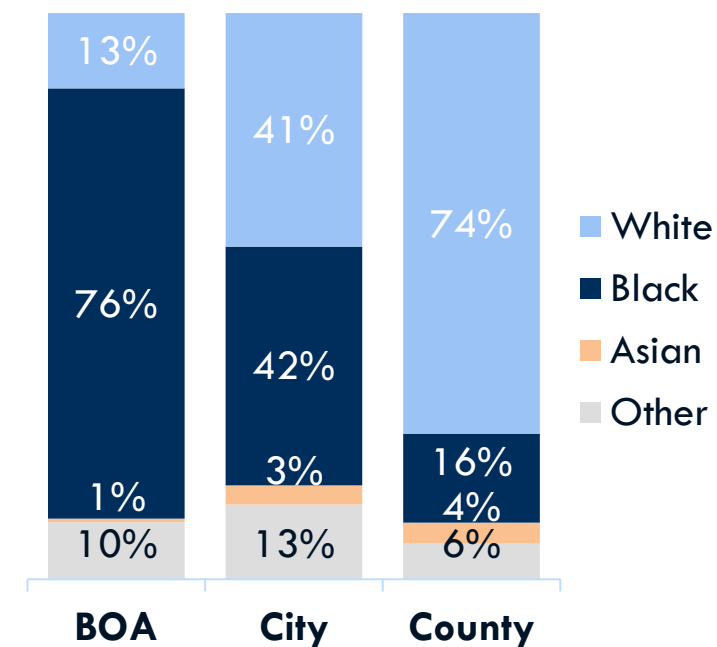


Total Population: 1,815
Total Households: 813

Population by Age



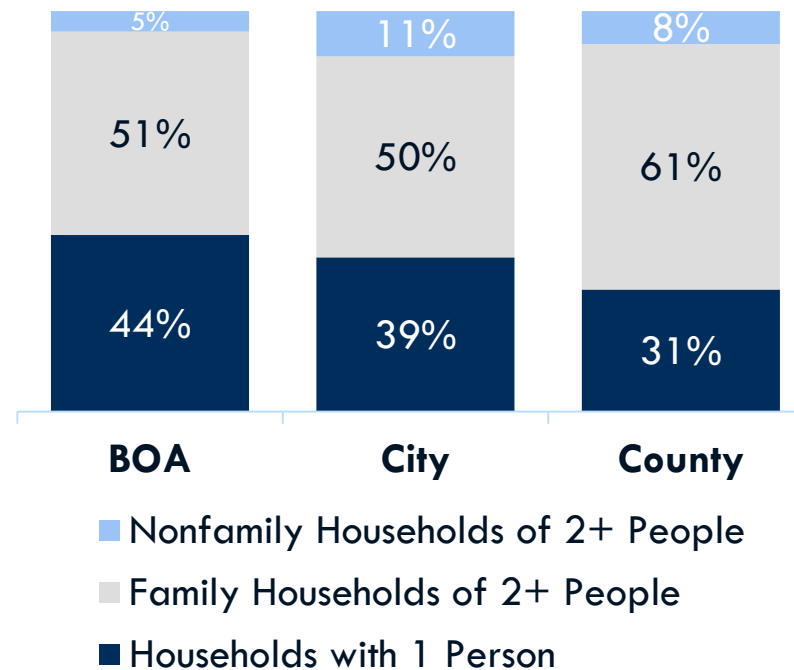
Population by Race



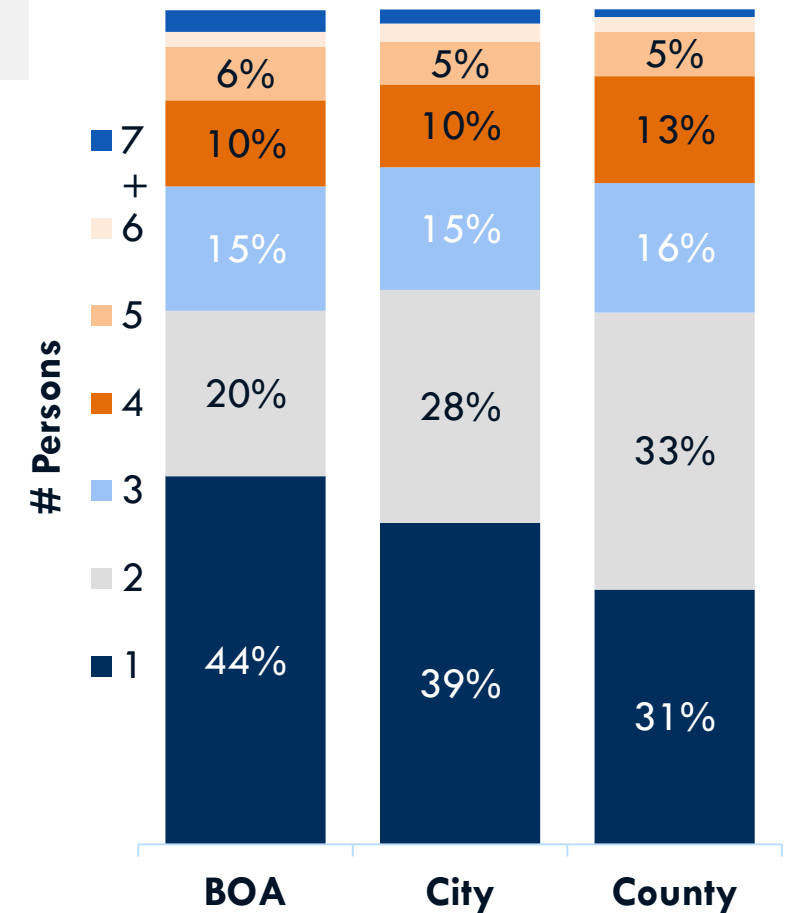
Total Population: 1,815
Total Households: 813

| Average Household Size | BOA | City | County |
|------------------------|-------------|-------------|-------------|
| | 2.17 | 2.27 | 2.36 |

Family Status



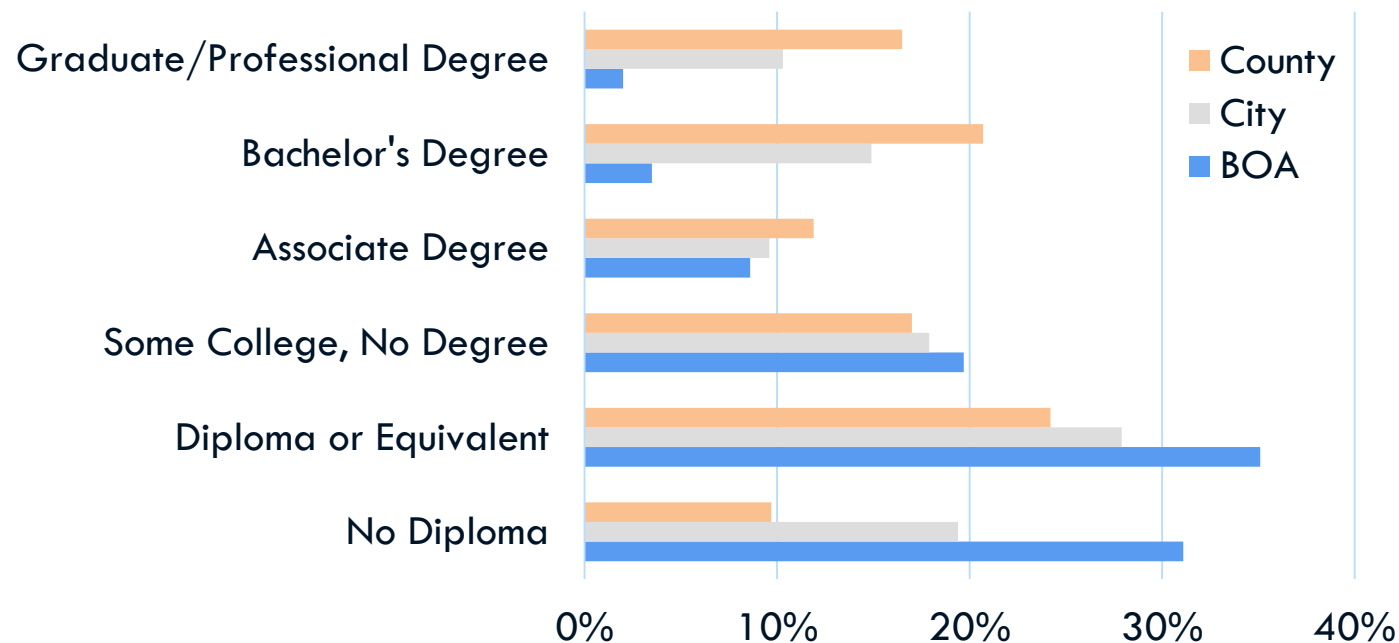
Household Size

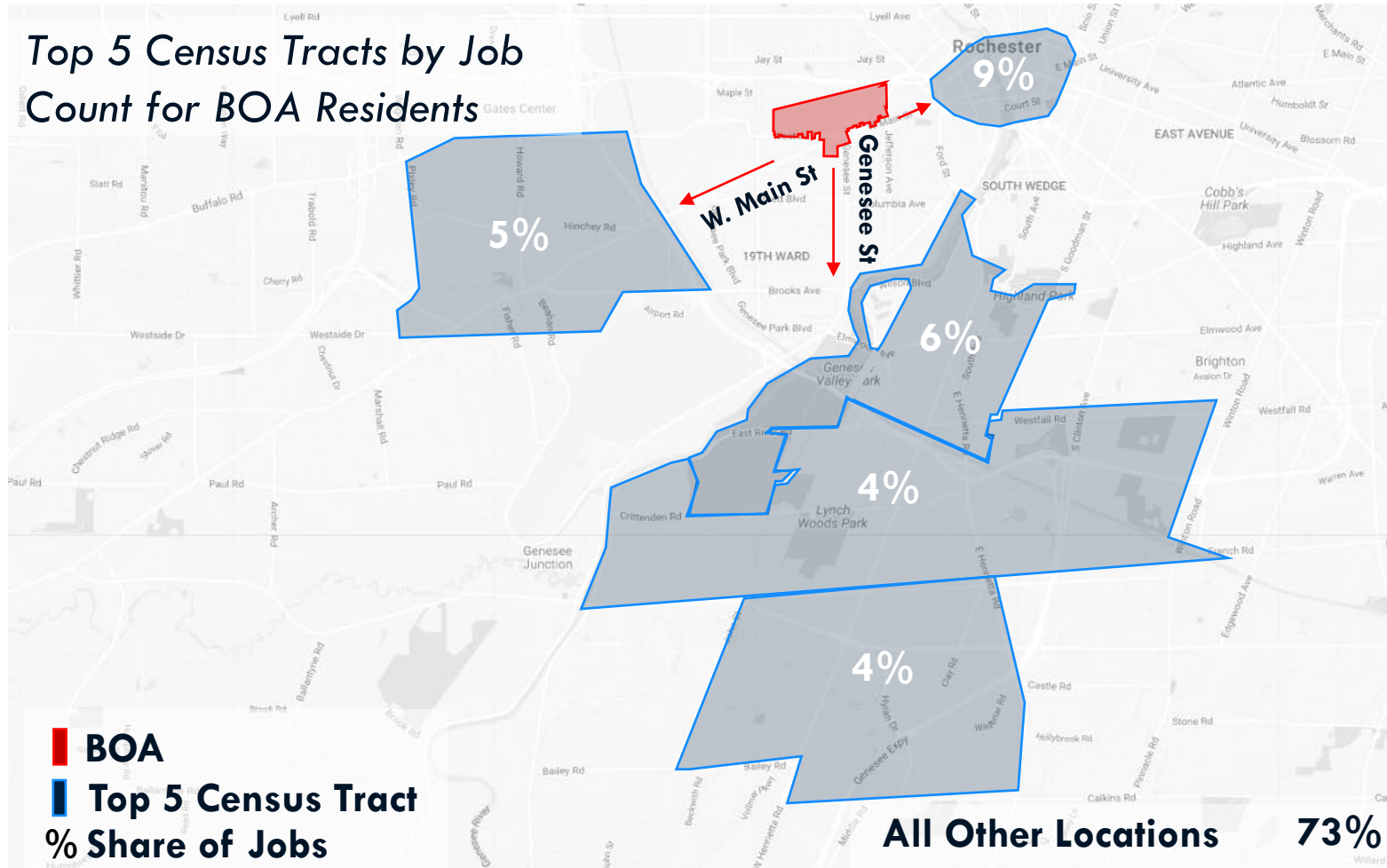


Total Population: **1,815**
Total Households: **813**

| | BOA | City | County |
|-------------------------|--------------|--------------|--------------|
| Median Household Income | \$18K | \$31K | \$53K |
| Unemployment | 17% | 8% | 5% |

Population by Educational Attainment

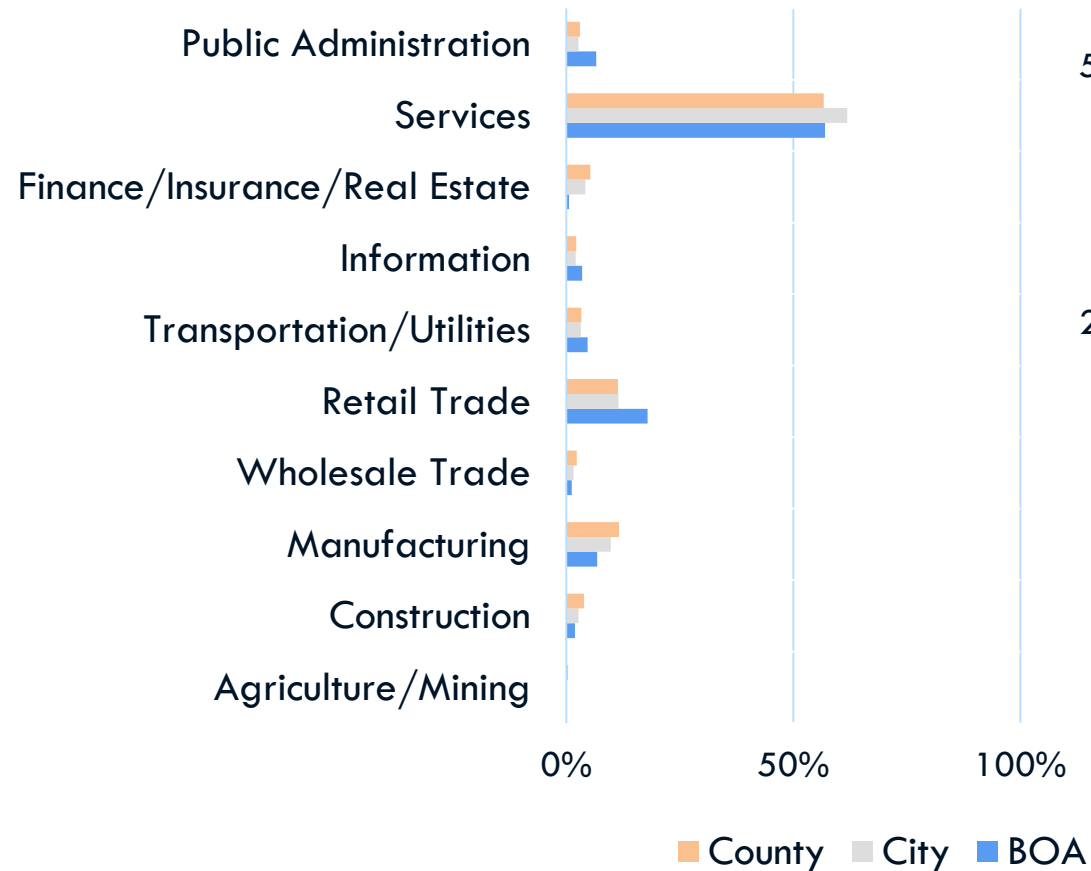




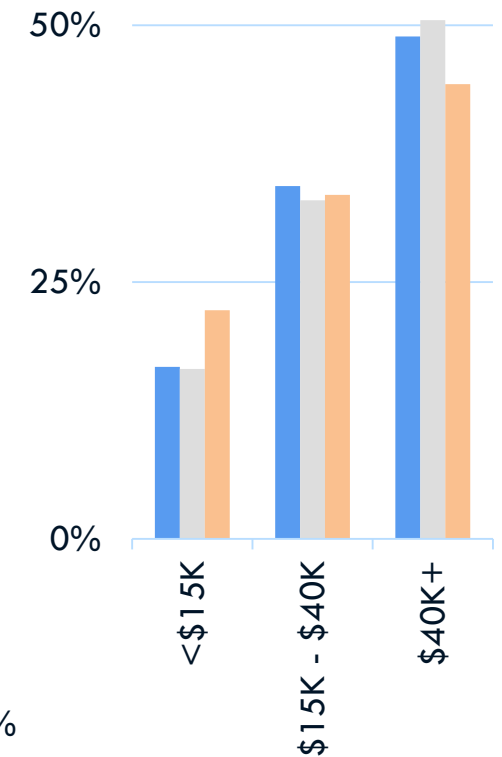
* Includes jobs employing residents of the BOA outside of the BOA.

*Jobs in BOA: 377**
City Employment: 133,000

Employment by Sector



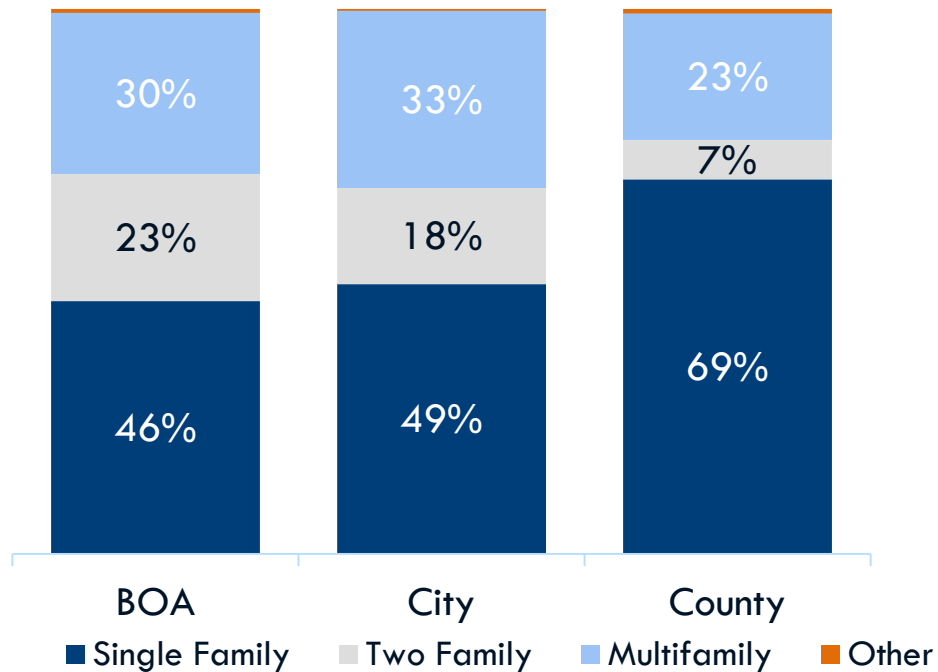
Distribution of Earnings



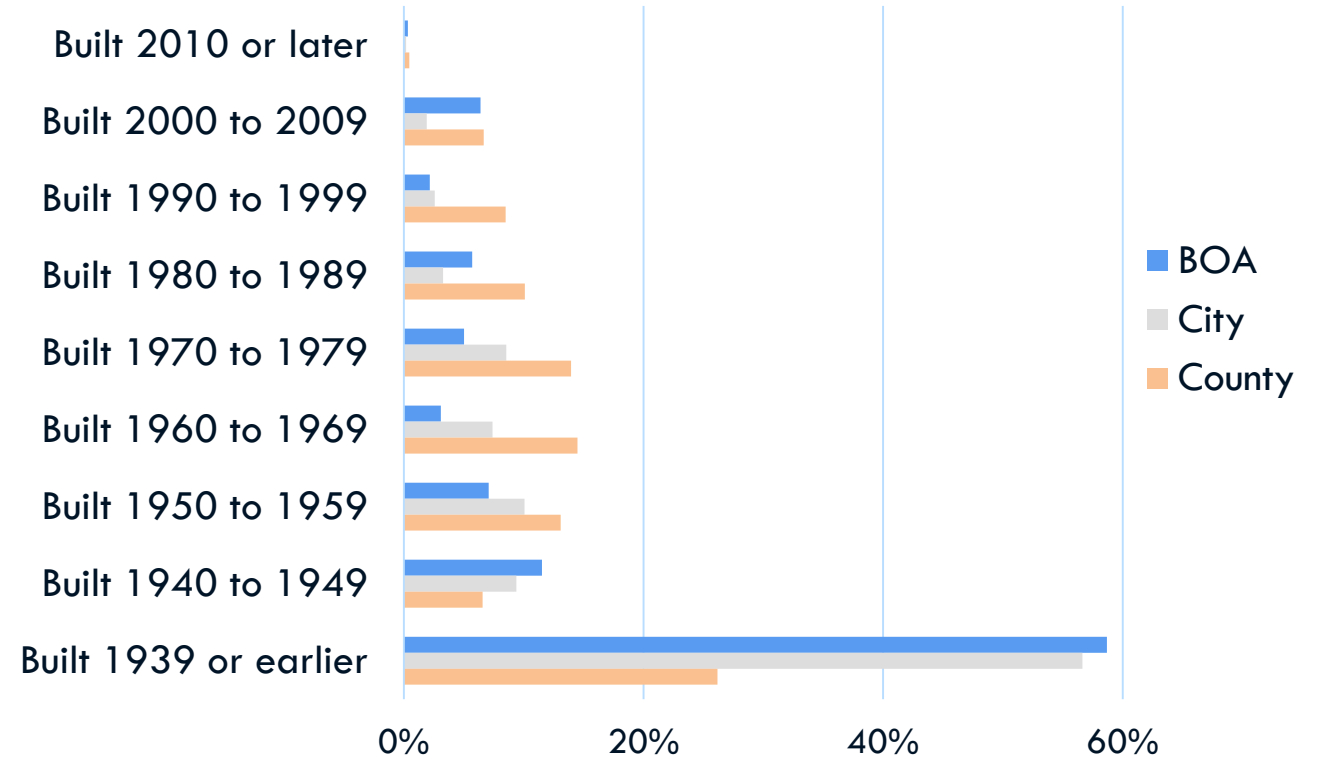
* Includes jobs employing both residents and non-residents within the selected area.

Total Housing Units: **956**

Share of Housing Stock by Type



Share of Housing Stock by Age



Median Home Value

\$58K **\$81K** **\$140K**

BOA

City

County

Share Renting

78% **62%** **35%**

BOA

City

County

Asking Rent PSF

\$0.79 **\$1.04** **\$1.05**

BOA

City

County

Vacancy

17% **12%** **7%**

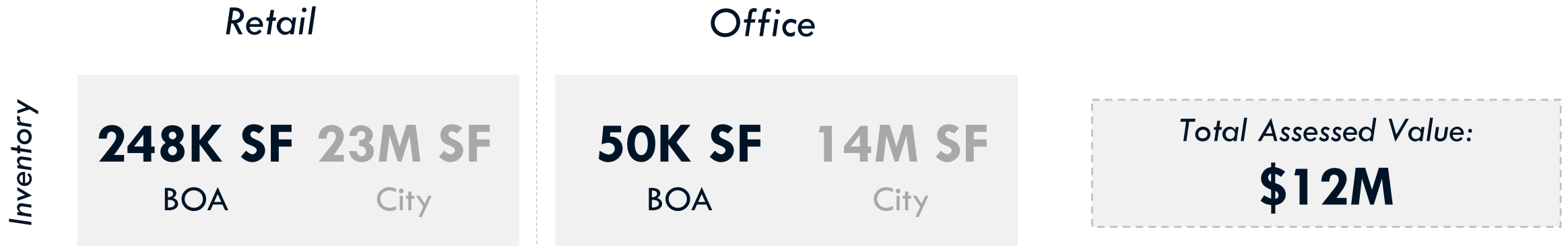
BOA

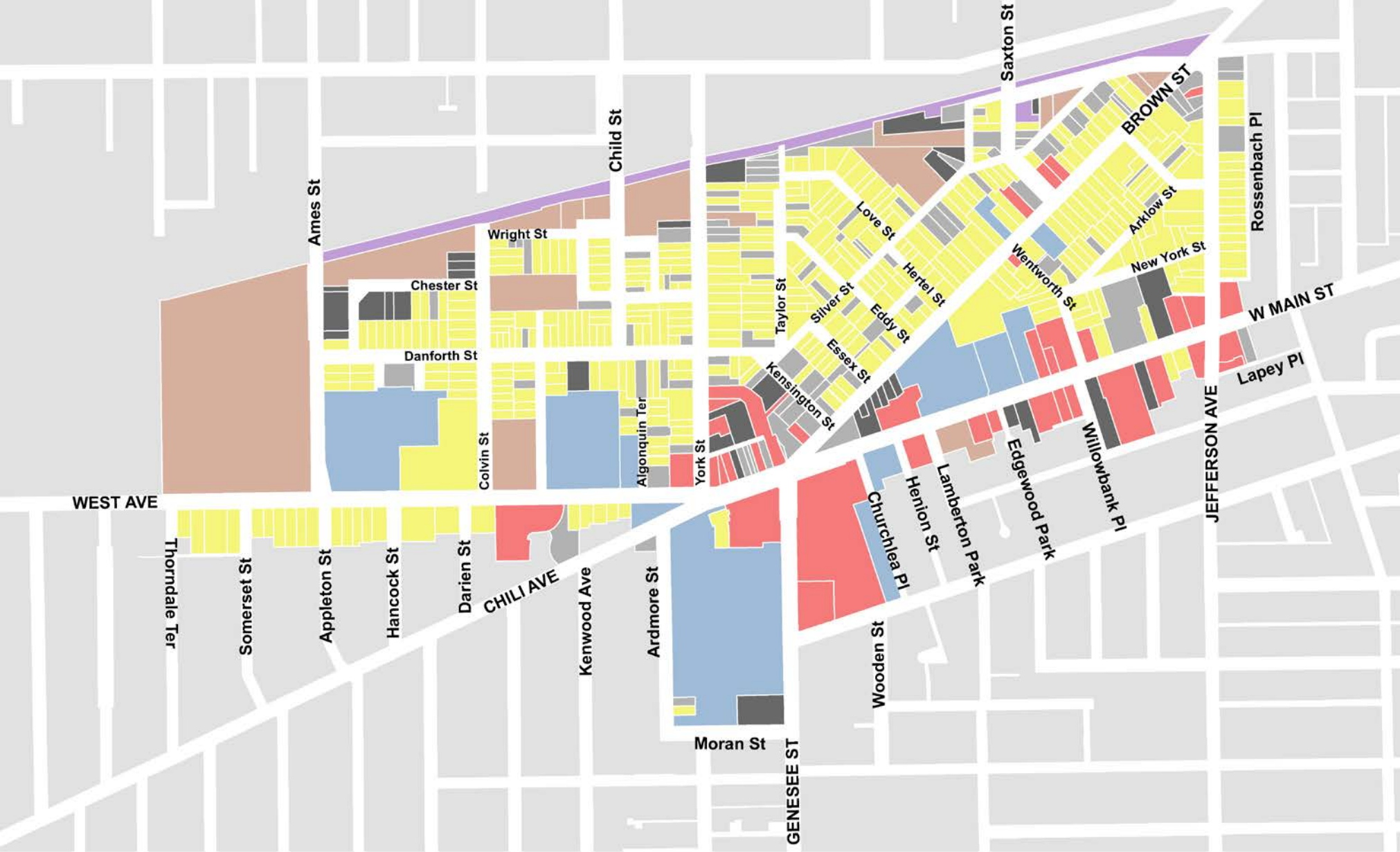
City

County

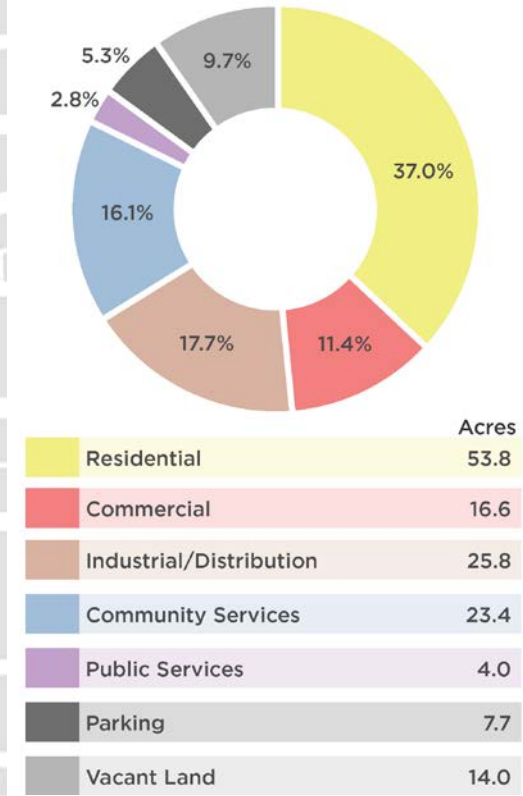
Total Assessed Value:

\$58M

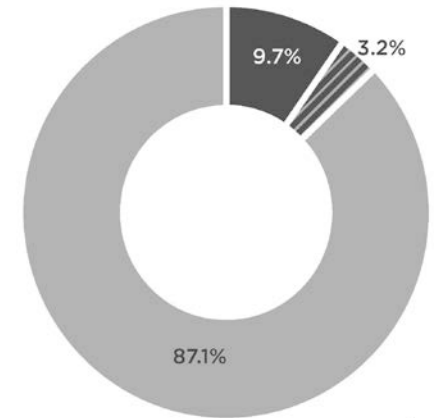
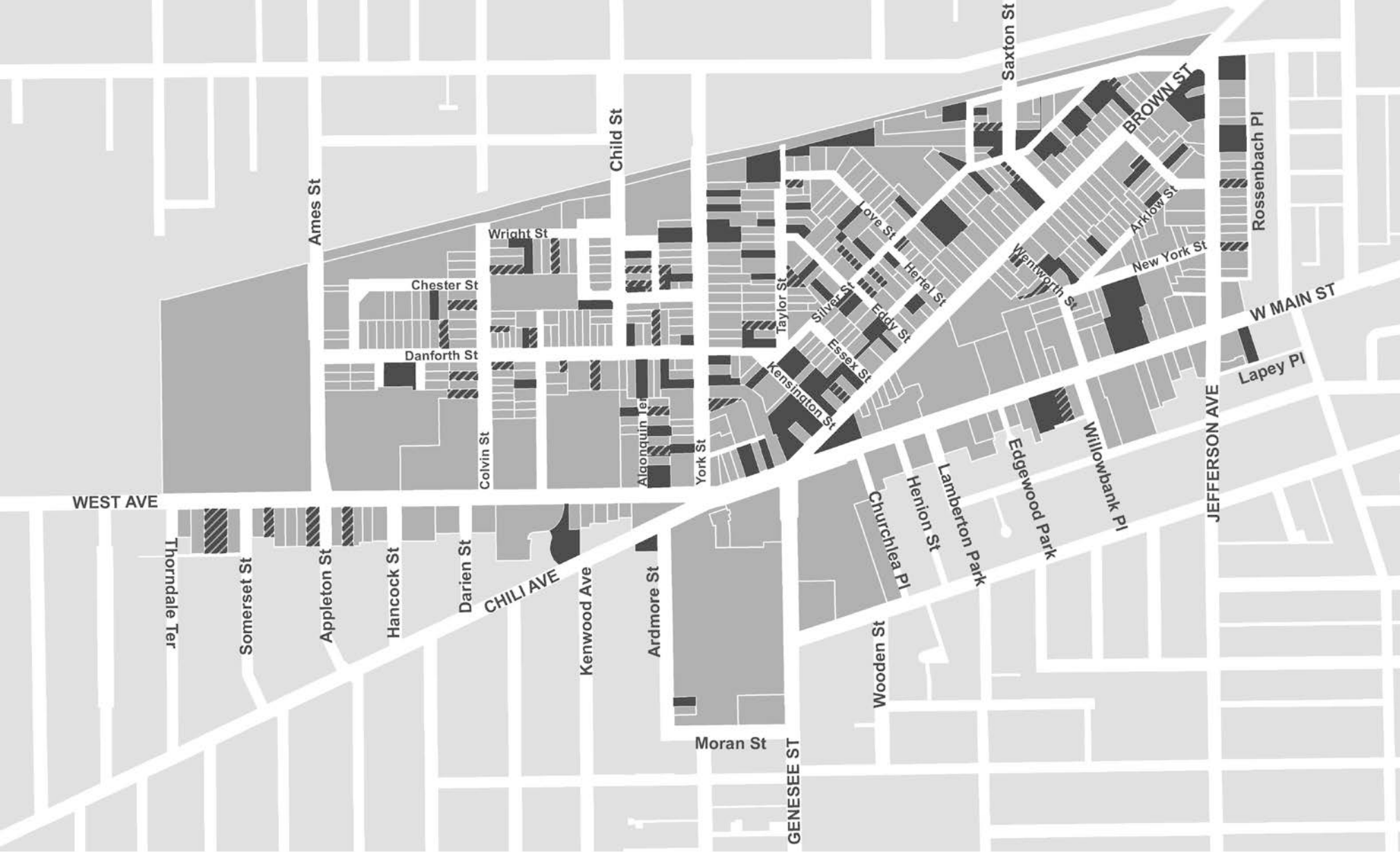




Existing Land Use

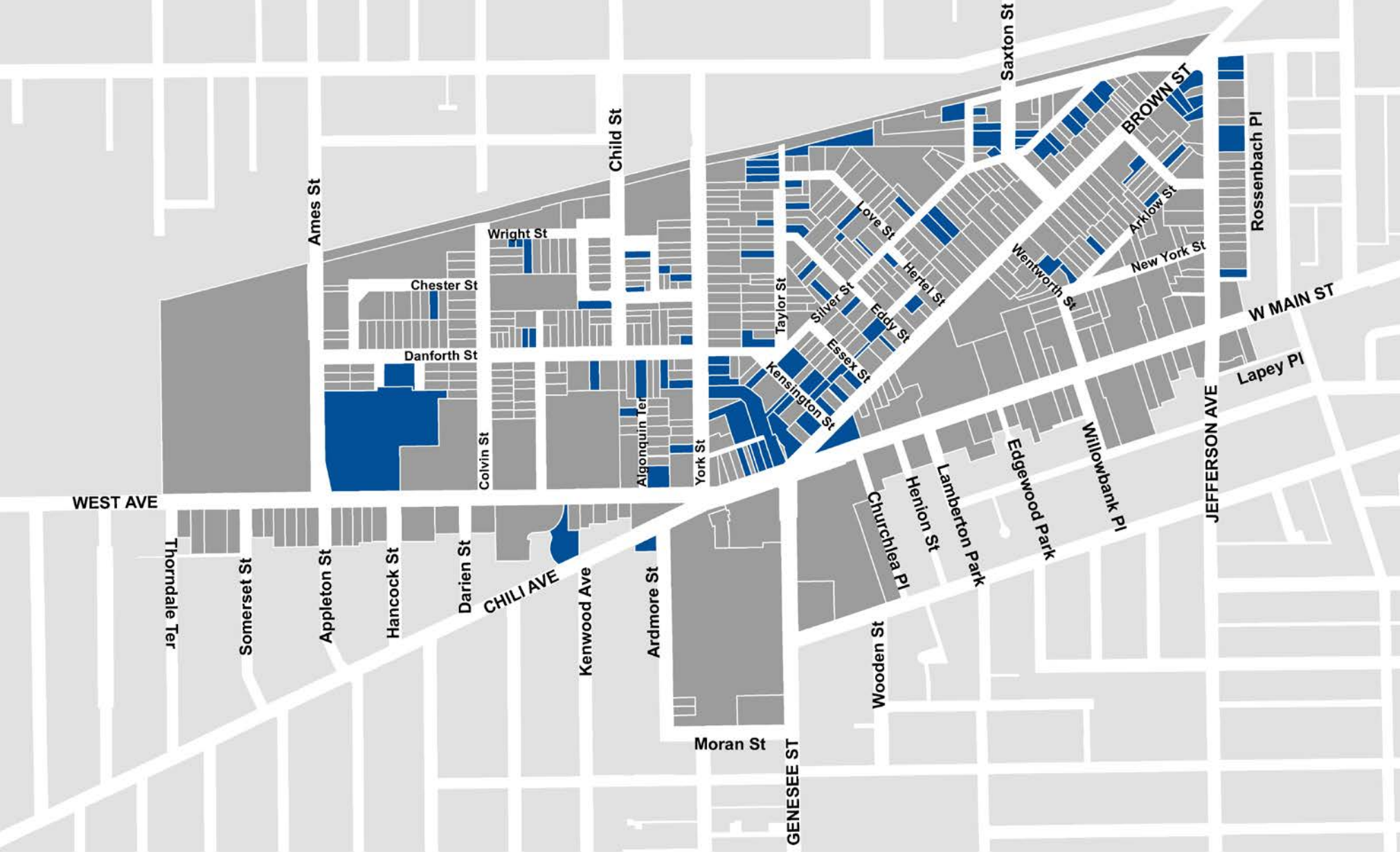


Vacant Land, Unoccupied Structures

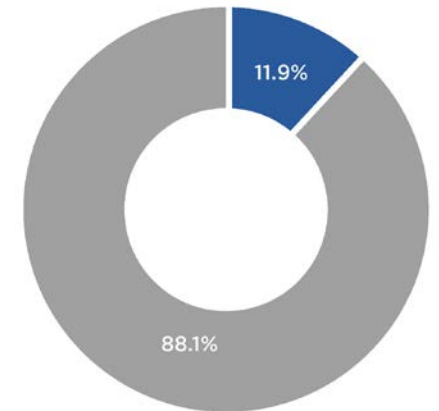


| | Acres |
|-----------------------|-------|
| Vacant Land | 14.0 |
| Unoccupied Structures | 4.7 |
| All Other Parcels | 126.6 |





City-Owned Land



| | Acres |
|-------------------|-------|
| City of Rochester | 17.2 |
| All other parcels | 128.1 |



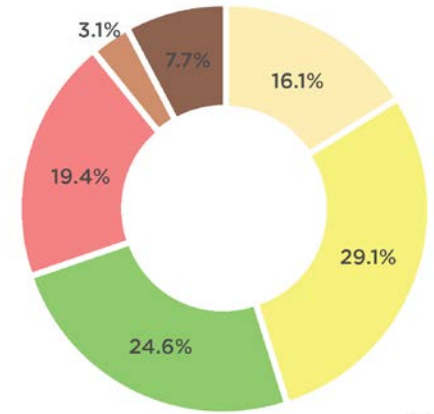
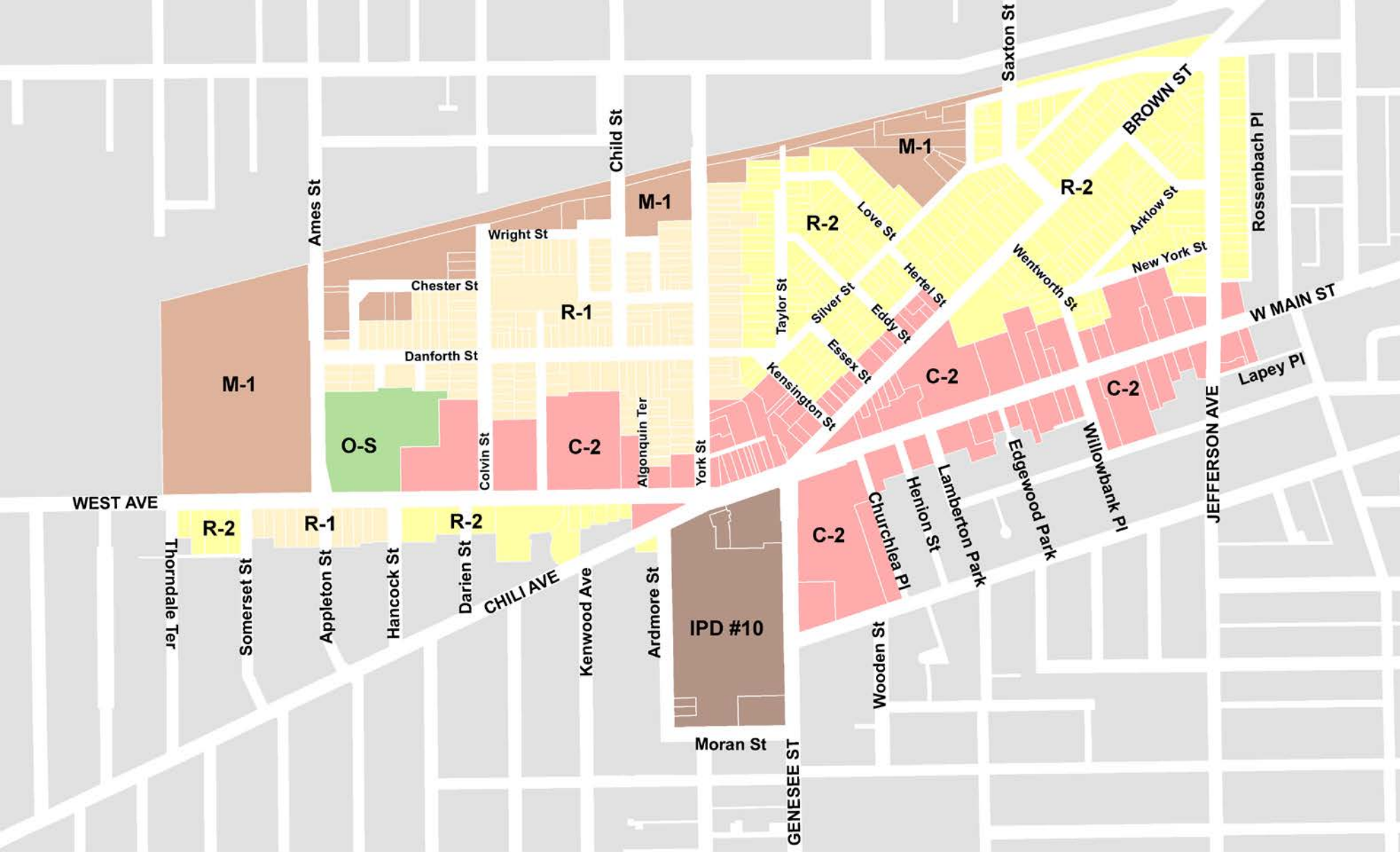
1 Acre + Property Owners



| | | Acres |
|----|--------------------------------------|-------|
| 1 | ABB Prospects Inc | 14.4 |
| 2 | City of Rochester | 4.9 |
| 3 | Rochester Housing Authority | 2.4 |
| 4 | TEKE Machine Corp | 1.5 |
| 5 | Metropolitan Funeral Chapels | 1.3 |
| 6 | The Salvation Army | 3.3 |
| 7 | Rochester Regional Health, St. Marys | 10.1 |
| 8 | City of Rochester | 2.4 |
| 9 | CW Capital | 4.2 |
| 10 | DePaul | 2.3 |
| 11 | St. Shenouda's Monastery | 2.9 |
| 12 | Rochester Housing Authority | 2.0 |
| 13 | Jones Development West LLC | 2.3 |
| 14 | Pennant Ingredients Inc | 2.7 |
| 15 | Colvin Enterprises LLC | 1.5 |
| 16 | Genesee Building Restoration | 1.9 |
| 17 | G W Martin Inc | 1.6 |
| 18 | Rochester & Southern Rail | 3.8 |



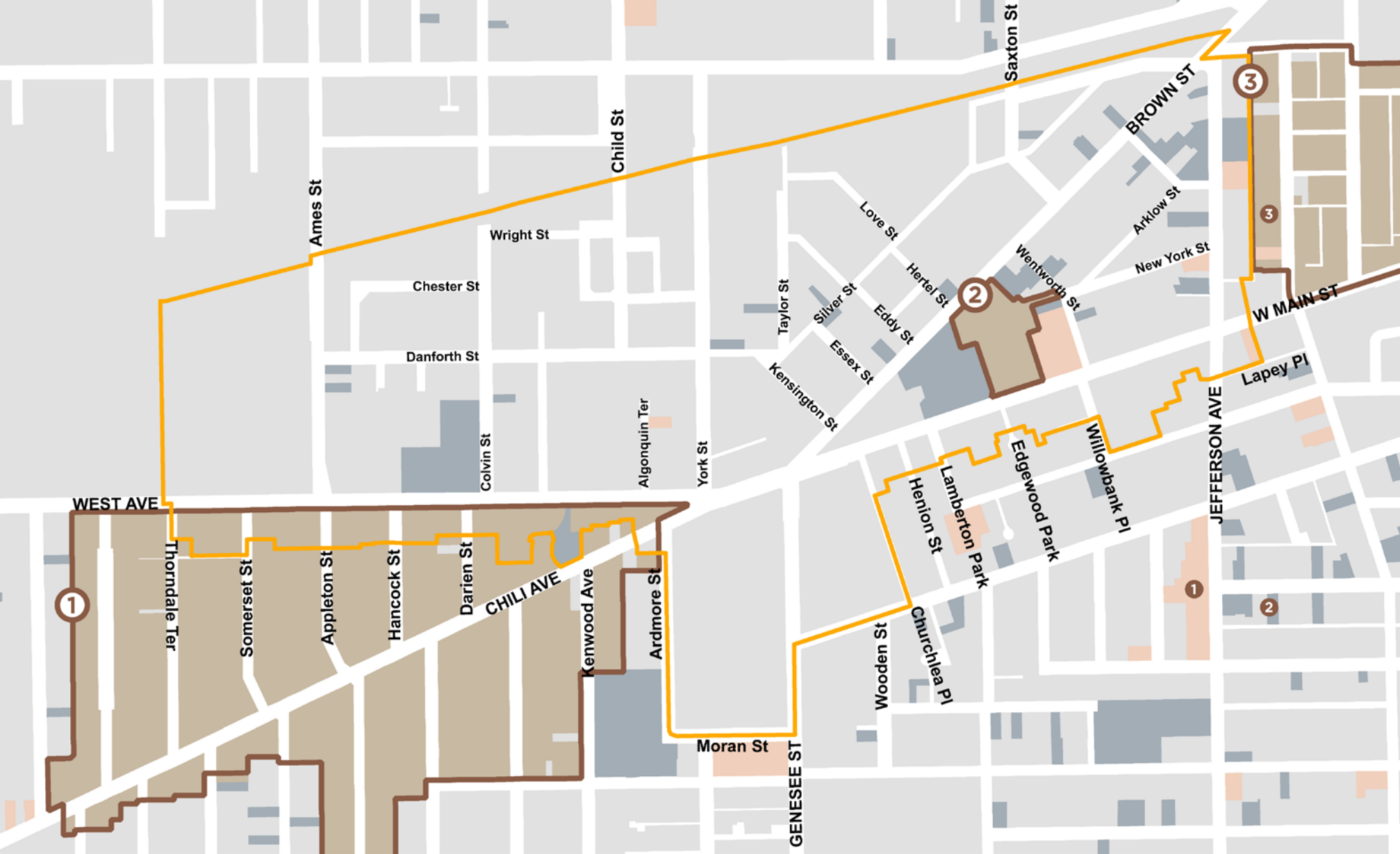
Existing Zoning



| | Acres |
|--------------------------------|-------|
| R-1 Low Density Residential | 23.4 |
| R-2 Medium Density Residential | 42.2 |
| O-S Open Space | 35.8 |
| C-2 Community Center | 28.1 |
| M-1 Industrial | 4.5 |
| IPD #10 Planned Development | 11.2 |



Historic Resources



National Register Historic Districts:

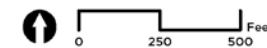
- ① Chili-West Historic District
- ② Church of Saints Peter and Paul Complex
- ③ Susan B. Anthony Preservation District
(a.k.a. Madison Square - West Main Street Historic District)

Local Landmarks:

- ① Seventh Day Adventist Church
- ② Hamm House (demolished)
- ③ Susan B. Anthony House

Property Designations:

- Listed
- Eligible
- Not Eligible



Chili-West Historic District



National Register Listed, 2015
State Register Listed, 2015

508 buildings contributing

Church of Saints Peter and Paul Complex



National Register Listed, 2012
State Register Listed, 2012

4 buildings contributing

Susan B. Anthony Preservation District

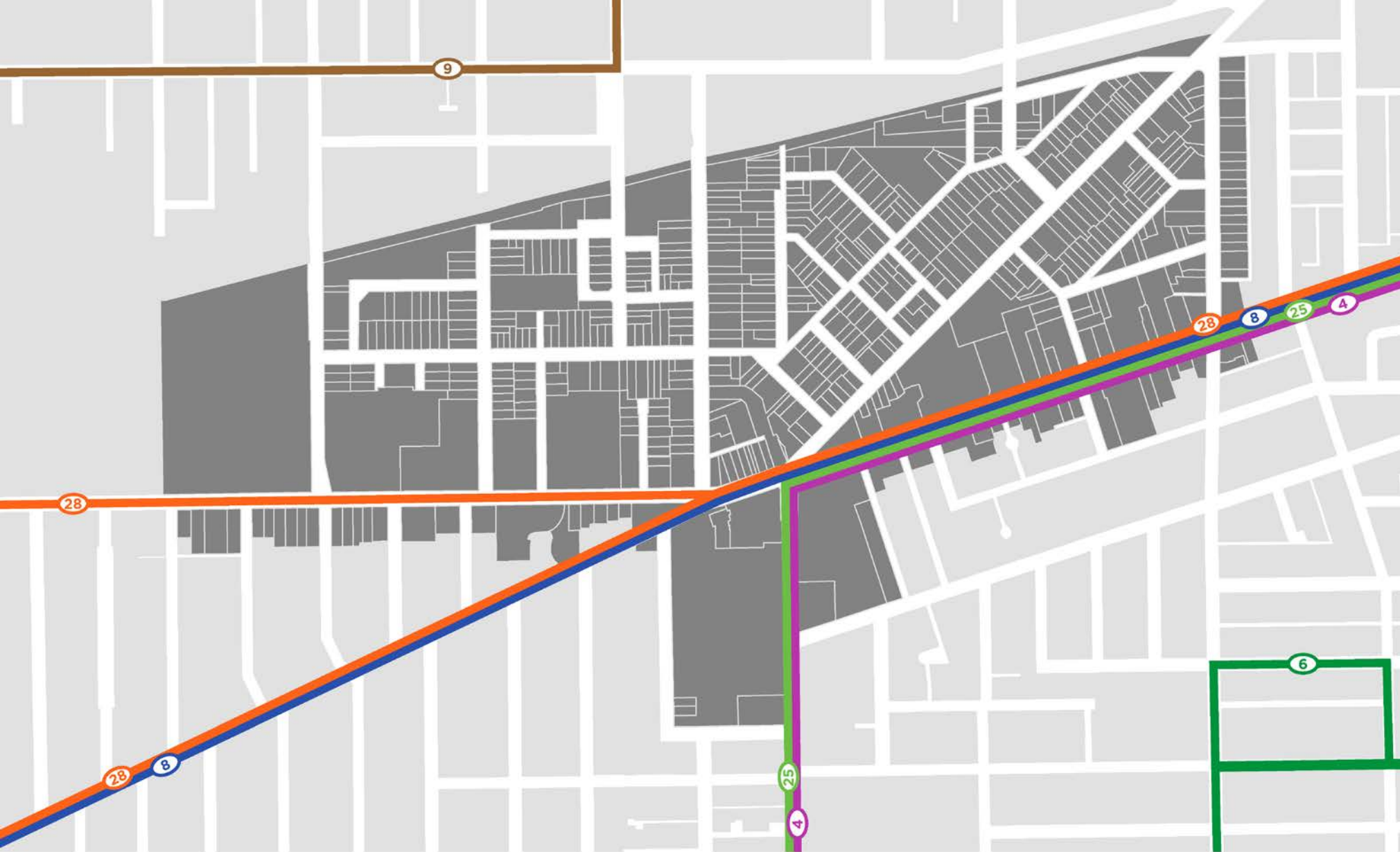


National Register Listed, 1988
State Register Listed, 1988

102 buildings contributing
2 sites contributing



Transit Access



- 4 Genesee
- 6 Jefferson Ave
- 8 Chili
- 9 Jay/Maple
- 25 Thurston/MCC
- 28 Genesee Park/Strong

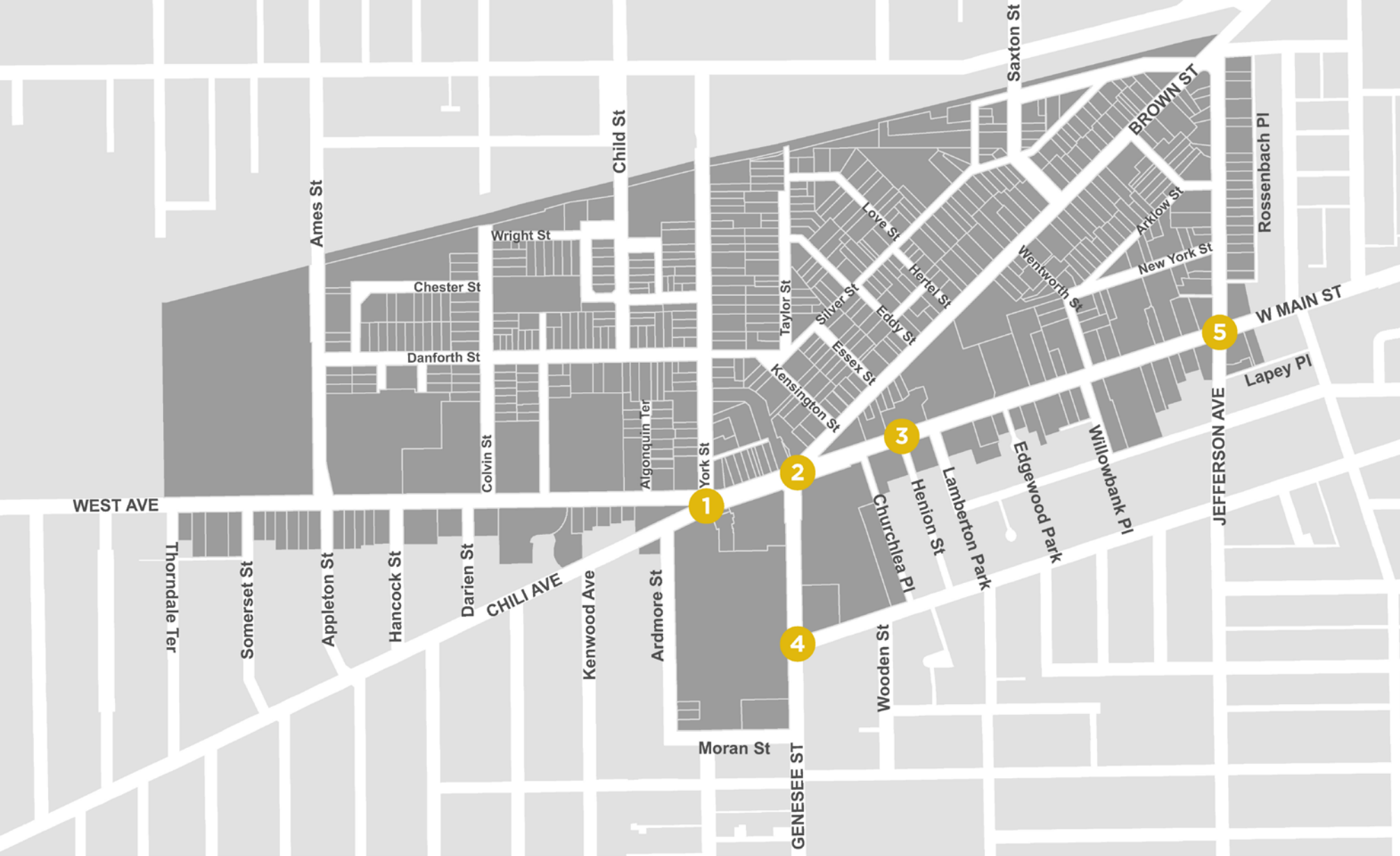
| | Weekday (until 8 PM) | Weeknight (after 8 PM) | Weekend |
|--|-------------------------|---------------------------|------------------|
| 4 | 20-40 | 75 | 60 |
| 6 | 25-45 | 75 | 60 |
| 8 | 40-60 | 75 | 60 Sat / 120 Sun |
| 9 | 30-60 | 75 | 60 |
| 25 | 30-60 | n/a | 90 |
| 28 | 40 | 75 | 60 Sat / 120 Sun |

HEADWAYS (minutes)



Safety and/or Operational Issues

- Feb 7, 2017 County DOT letter outlined an overview of safety and/or operational issues
- County DOT will complete safety studies of 2 4



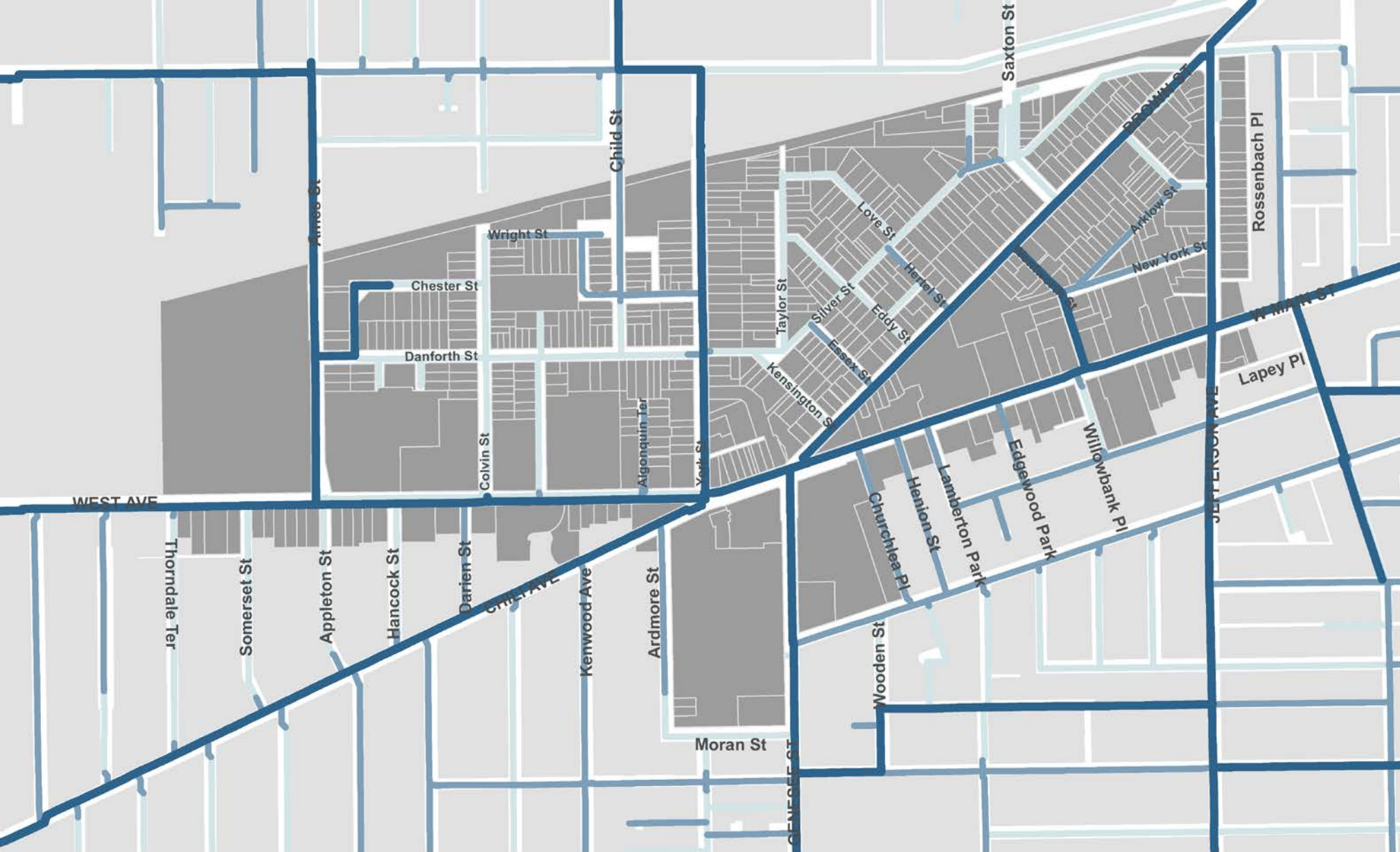
- 1 West Main Street at Chili Avenue/West Avenue/York Street
- 2 Genesee Street at West Main Street/Brown Street
- 3 West Main Street, Churchlea Place to Lamberton Park
- 4 Genesee Street at Clifton Street
- 5 West Main Street at Jefferson Avenue

Safety and/or Operational Issues

From a Feb 7, 2017 County DOT letter outlining safety and/or operational issues

| Intersection | Safety and/or Operational Issues | Accidents |
|---|---|---|
| 1 West Main Street at Chili Avenue/ West Avenue/ York Street | <ul style="list-style-type: none"> ▪ Shallow angles ▪ Prohibited turns ▪ Relatively wide intersection ▪ Pedestrian signal phasing is long | "Accidents rates are near average" |
| 2 Genesee Street at West Main Street/ Brown Street | <ul style="list-style-type: none"> ▪ Shallow angles ▪ Lengthy conflict zones ▪ Long crosswalk distances ▪ Improper yielding <p>A Safety Study will be completed by County DOT</p> | None mentioned in letter |
| 3 West Main Street at Churchlea Place to Lamberton Park | 2009 Safety study identified conflicts around the Rite Aid driveway and Henion Street | Traffic signal installed at Henion Street to address collisions. |
| 4 Genesee Street at Clifton Street | A Safety Study will be completed by County DOT | Most of the recent crashes are either the rear end type or the overtaking type, and only one crash had an injury. |
| 5 West Main Street at Jefferson Avenue | Recent study found above average collision rates, but did not reveal any accident or operational problems in need of countermeasures | April 2014 fatal crash involved motorist swerving to avoid another vehicle, resulting in a head on accident with a bus. |

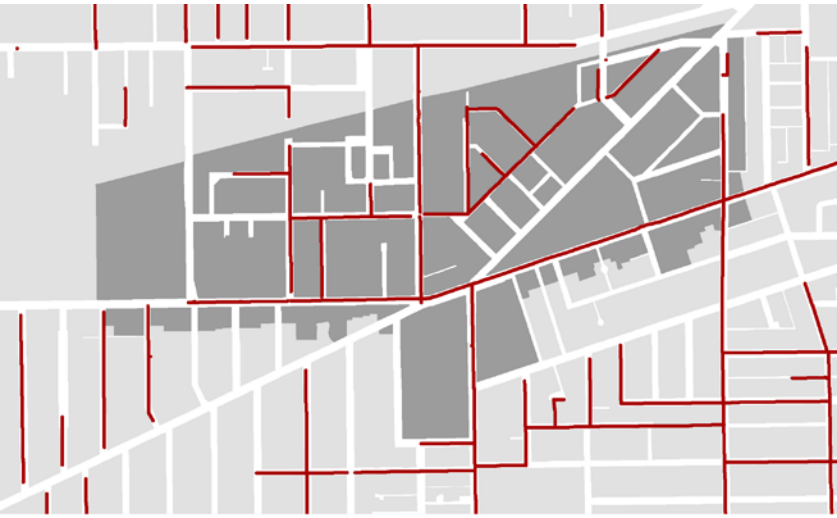
Infrastructure: Water (pipe size)



- 6" pipe or smaller
- 8" pipe
- 10" - 16" pipe



Infrastructure: Water (pipe age)



Before 1900

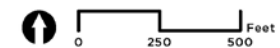
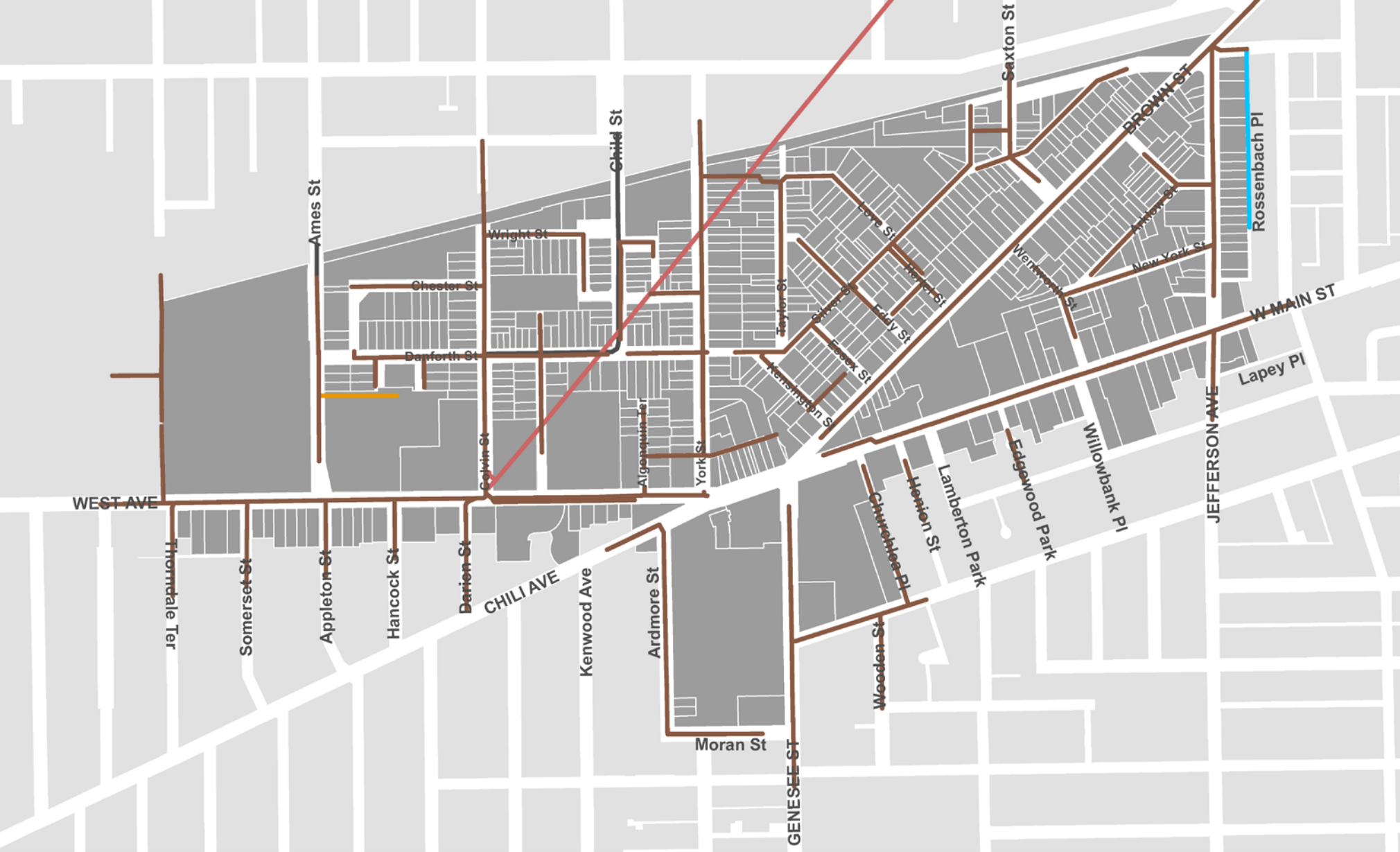


1900 - 1950

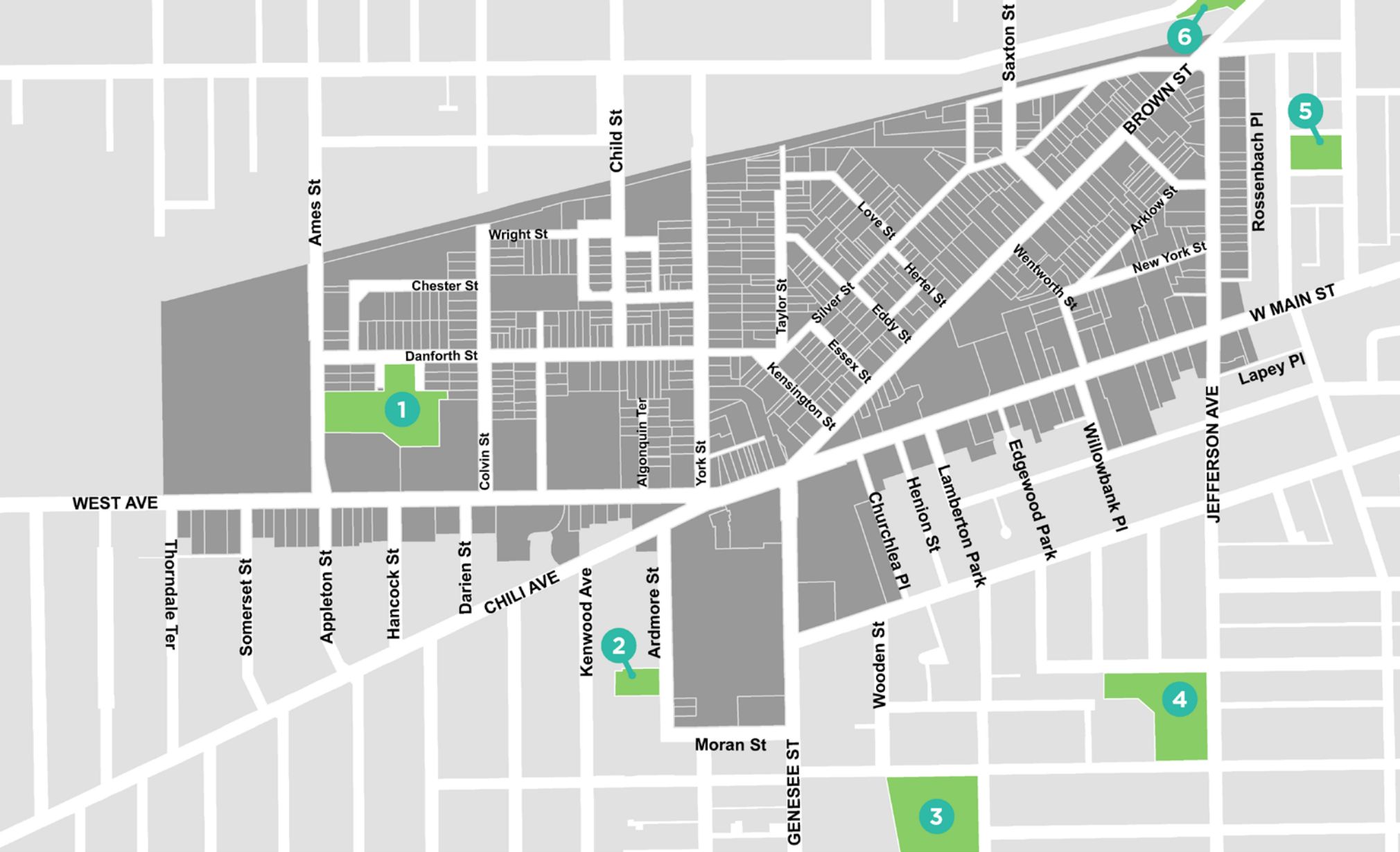


After 1950

Infrastructure: Sewer (pipe type)



Parks and Open Space



Within BOA:

① Lynchford Park

Outside BOA:

② School No. 29 Playground & Lawn

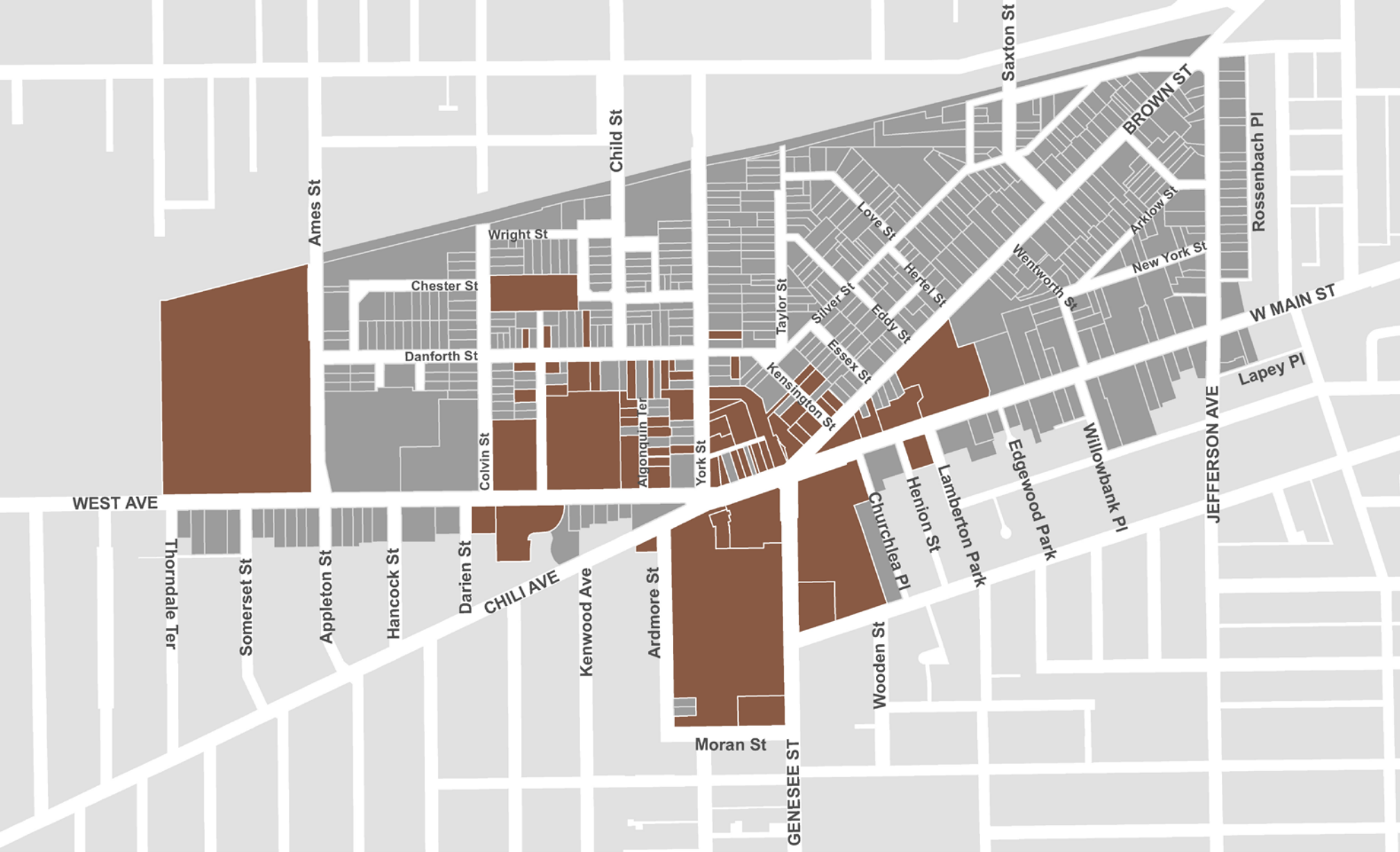
③ Wilson Foundation Academy Sports Complex

④ Jefferson Terrace Park

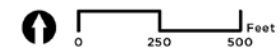
⑤ Susan B. Anthony Square

⑥ Grape Wilder Park

Step 1 Potential Brownfields



Step 1 Potential Brownfield Site



Inventory In-progress

1. Brownfield research
2. Land use verification
3. Building inventory
4. Transportation inventory
(bicycle, parking, pedestrian amenities)
4. Environmental research

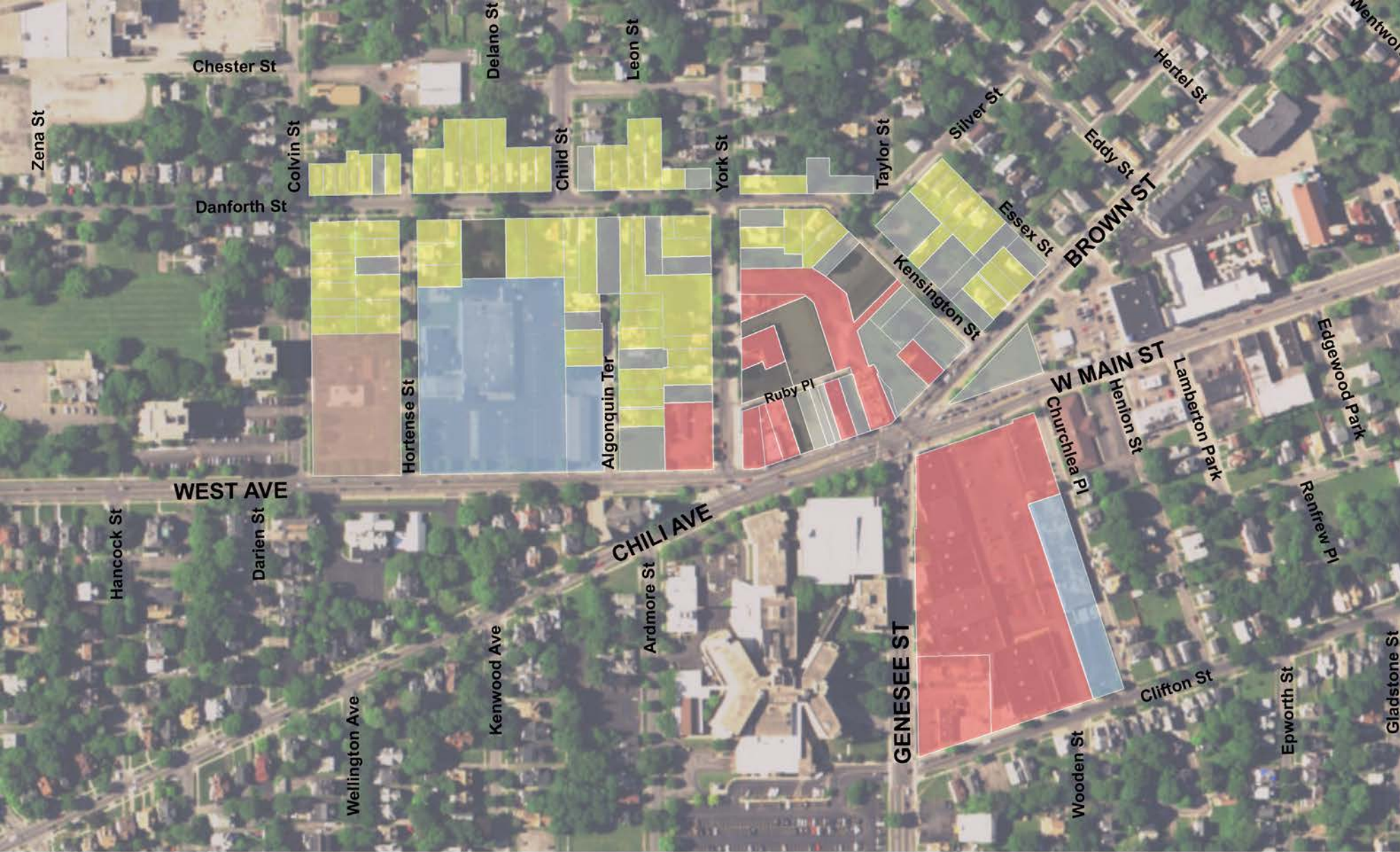
BULL'S HEAD SUBAREA



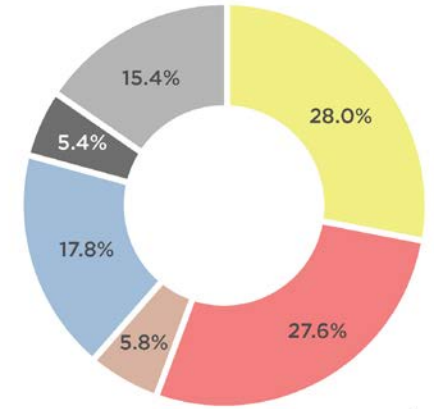
Status

1. Startup
2. Inventory & Analysis
3. Draft Subarea Plan
4. Final Subarea Plan

Complete
In Progress



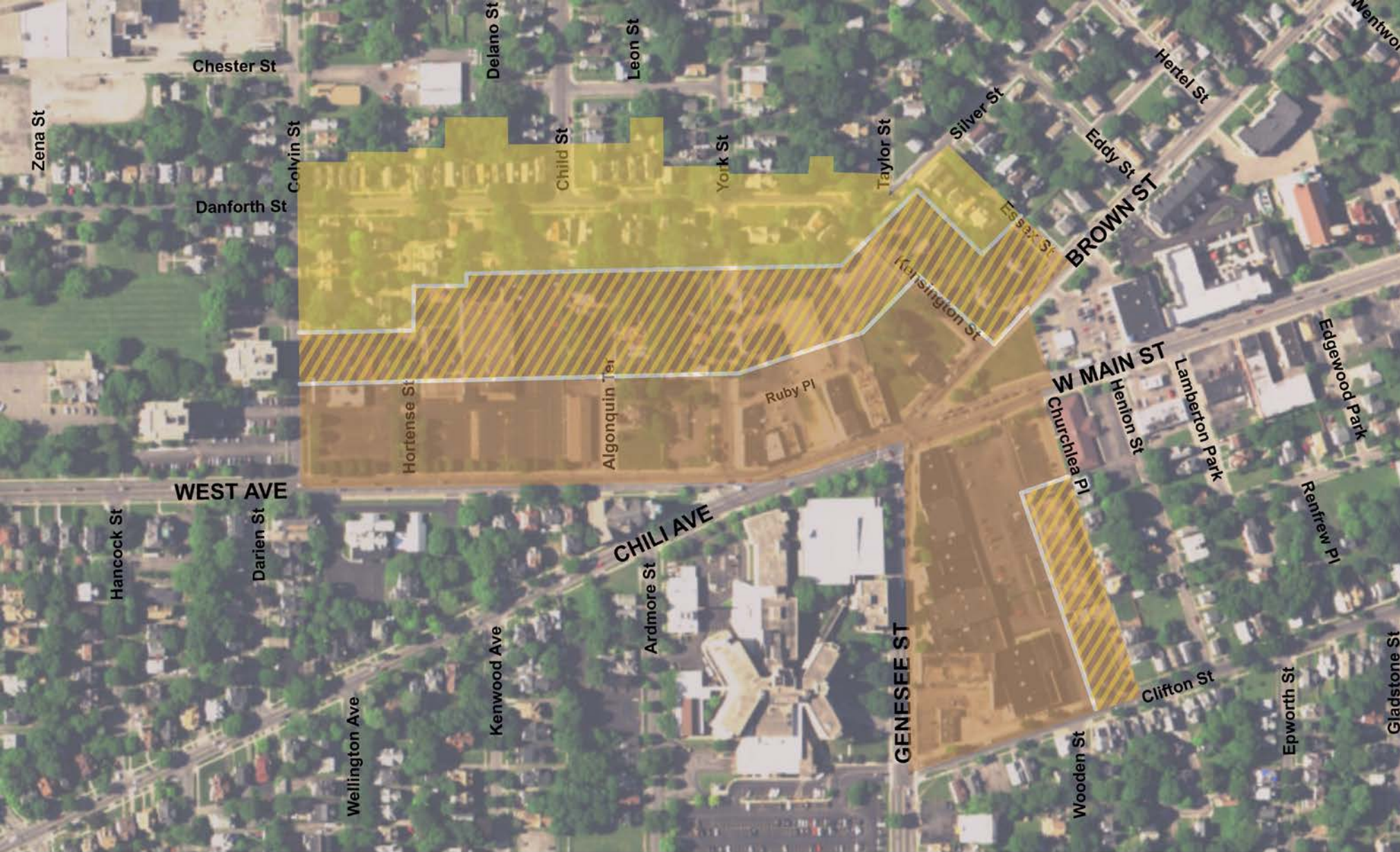
Existing Land Use



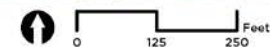
| | Acres |
|-------------------------|-------|
| Residential | 7.1 |
| Commercial | 7.0 |
| Industrial/Distribution | 1.5 |
| Community Services | 4.5 |
| Public Services | 0 |
| Parking | 1.4 |
| Vacant Land | 3.9 |



Draft Land Use Concept



- Mixed-use
- Residential
- Mixed-use Transition



Goals

| Inventory/Analyze | Propose |
|--|---|
| ▪ Existing land uses | ▪ New land uses |
| ▪ Existing public, semi-public, private or community facilities or utilities | ▪ New facilities or utilities |
| ▪ Existing structures and conditions | ▪ Land acquisition, demolition, and removal of structures |
| ▪ Existing City ordinances and zoning codes | ▪ New and/or amendments to codes and ordinances ▪ Code enforcement program ▪ Easements, air rights, etc. and proposed rights of users |

Next Steps

1. Public Meeting #1 July 27, 2017
2. Stakeholder Interviews
3. Analysis & Identification of Strategic Sites
4. PAC Meeting #3