

shown in “Figure 3.30: Sewer System” on page 97 the only sewer line dedicated solely for storm events is located adjacent to the study area under Rossenbach Pl. The remainder of the Bull’s Head study area does not have any infrastructure dedicated solely for storm sewer service.

Combined Sewer

A combined sewer is a combined sanitary and storm sewer collecting both sewage and storm water for conveyance to a treatment facility. Modern sewer installations no longer use a combined system due to serious water pollution problems during combined sewer overflow (CSO) events when the combined sewage and surface runoff flows exceed capacity of treatment facilities. These events require release of the combined flow to local water bodies in order to prevent damage to local infrastructure and private property. In order to limit the amount of discharge to local waterways, the Rochester District began intercepting combined sewer overflows with a series of tunnels. The tunnels act as temporary storage and conveyance of flow to treatment facilities and are referred to as the Combined Sewer Overflow Abatement Program (CSOAP).

The sewer system in the city of Rochester is managed by Monroe County Pure Waters. As shown in “Figure 3.25: Sewer System Infrastructure” the Bull’s Head study area is primarily a combined sewer system. A single combined sewer overflow interceptor pipe is located in the central portion of the study area,

extending from the intersection of West Ave and Colvin St diagonally crossing Child and York Streets as it heads north outside of the study area. This pipe is designed to collect combined wastewater during heavy storm events, minimizing CSO’s in the area.

Electric

As previously noted, geographic data for electric utilities are not available for public dissemination due to security concerns regarding the data. However, all properties within the Bull’s Head study area are supplied electricity by Rochester Gas & Electric (RG&E). RG&E services 371,000 electric customers in a nine-county region centered on the city of Rochester. One of RG&E’s customer service centers is located at 400 West Ave which is directly adjacent to the western border of the Bull’s Head study area.

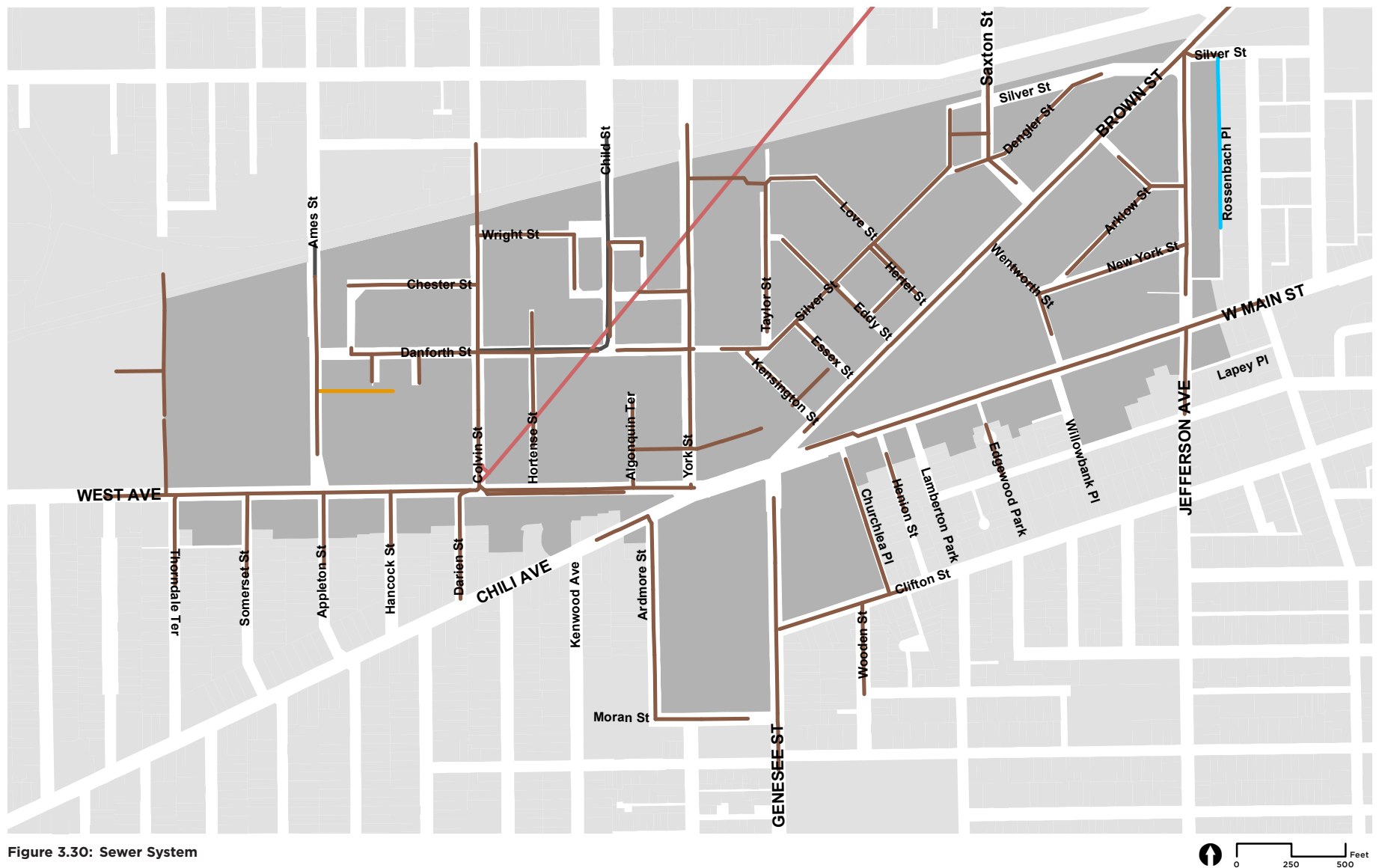
Natural Gas

As previously noted, geographic data for natural gas utilities are not available for public dissemination due to security concerns regarding the data. However, all properties within the Bull’s Head study area are supplied natural gas by Rochester Gas & Electric (RG&E). RG&E services 307,000 natural gas customers in a nine-county region centered on the City of Rochester.

Telecommunications

As previously noted, geographic data for telecommunications are not available for public dissemination due to security

concerns regarding the data. However, the Frontier Communications Corporation provides land-line telephone and DSL Internet services within the study area. Frontier Communications Corporation was previously the Rochester Telephone Corporation. Charter Communications (marketed as “Spectrum”) provides telephone, cable TV, and Internet services in the study area through an extensive coaxial cable network. In the Rochester area GreenLight Networks provides high speed fiber optic Internet services. However, the Bull’s Head study area does not have fiber networks available for consumer use.



3.11 Natural Resources

The Bull's Head study area has been developed as an urban environment for several generations. As such, there are no visually apparent or significant natural resources which would pose as an asset to the neighborhood or a limitation to potential development.

Topography/Soils

According to topography information from Monroe County, the study area lacks steep slopes and any notable elevation features except for small areas near railroad overpasses. In addition, according to soil information from the U.S. Department of Agriculture (USDA), the entire study area is classified as "Urban Land." Urban land is characterized by extensive modified through fills and cut-aways.

Surface Waters & Wetlands

Based on a review of information from the NYS Department of Environmental Conservation (DEC), the study area does not contain streams, tributaries, waterbodies, or wetlands. Based on a review of information from the Federal Emergency Management Agency (FEMA), there are no floodplains in the study area. The lack of surface water features and steep slopes means limited potential or hazard for erosion.

The Bull's Head study area is located within the Genesee River Watershed which comprises more than 2,500 square miles between Lake

Ontario and the NY/PA border. Water quality in the watershed, for portions that have been evaluated, are generally viewed as satisfactory.

Groundwater

According to information from the U.S. Environmental Protection Agency (EPA), no sole source aquifers or principal aquifers are located within or near the study area. Portions of groundwater within the study area may be contaminated from historic manufacturing and commercial land uses described in more detail in Section "3.13 Brownfield Sites" on page 102. However, potential localized water contamination is isolated from affecting the population because potable drinking water is sourced from over 20 miles south of the city and filter/treated before public consumption.

Fish and Wildlife Habitats

Based on a review of information from the NYS DEC and the U.S. Fish and Wildlife Service (USFWS), the study area does not have any known fish or wildlife habitats. In the general area of the study area there is potential for habitats of the Northern Long-eared Bat, which is listed as endangered, and several migratory birds listed as "Birds of Conservation Concern." Birds of Conservation Concern are species that without additional conservation actions are likely to become candidates for listing as endangered.

Visual Quality

There are no local, state, or federal designated scenic areas or scenic byways within the Bull's Head study area. In addition, because the study area has been developed as an urban environment for generations and is some distance from the Genesee River, there are no scenic vistas.

Agricultural Lands

Based on a review of soil data from the USDA, the soil profile within the study area is comprised of "Urban Land" which is not considered agricultural soils.

Air Quality

According to the US EPA, Monroe County has been listed as in attainment since 2015 for National Ambient Air Quality Standards (NAAQS) as defined in the Clean Air Act Amendments of 1970.

Local, State, and Federal Natural Resources

Local, State, and Federal natural resources can include parks, conservation areas, critical habitats, significant natural communities, and national natural landmarks. While the Bull's Head study area includes Lynchford Park, there are no other local, state, or federal natural resources present.



3.12 Vacant Land + Unoccupied Buildings

Vacant land within an urban context can be viewed as both an opportunity for development and representative of decline and disinvestment. The analysis of vacant land is in context of the analysis of land ownership, underutilized sites, and identification of brownfields. A comprehensive view of vacant land provides the foundation of understanding needed to plan targeted redevelopment initiatives within the Bull's Head study area.

Vacant land is defined by the State of New York as "property that is not in use, is in temporary use, or lacks permanent improvement." The classification of property as vacant land is performed by the City of Rochester. The following analysis utilized tax parcel information from the City of Rochester which included land designated as vacant. In total, 25.9% of the study area contains a combination of vacant land and properties with unoccupied buildings.

Description and Types of Vacant Land

A total of 128 parcels were identified within the Bull's Head study area as vacant land. These parcels are identified by the City and classified as vacant land. This vacant land represents 31.0 acres of land or 21.3% of the study area. This is equivalent to approximately 11 soccer fields. Of this 31.0 acres, 10.8 acres (103 properties) of vacant land were formerly residential, 4.8 acres (18 properties) were formerly commercial,

and 15.4 acres (7 properties) were formerly industrial. The City of Rochester owns a large portion of vacant land within the study area equaling 12.1 acres (nearly 100 individual properties). The largest single parcel of vacant land is located at 95 Ames St and is privately owned. The property is commonly referred to as the former Taylor Instruments site and has a history of environmental contamination as described in Section "3.13 Brownfield Sites" on page 102.

Spatial Distribution

Vacant land is found throughout the Bull's Head study area with a concentration north of Bull's Head Plaza at the intersection of W Main St, Brown St, and Genesee St. Several relatively small, formerly residential vacant parcels are found between W Main St west to Ames St.

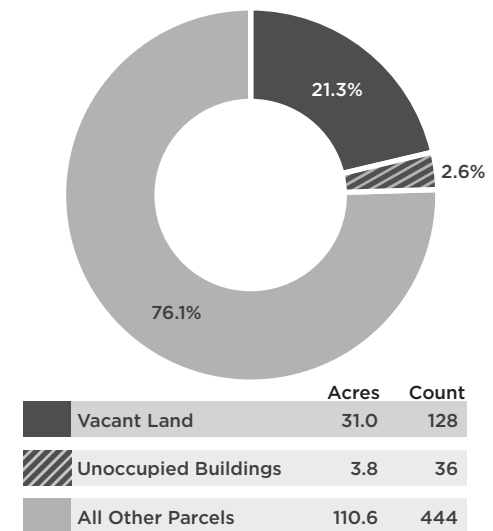
Unoccupied Building

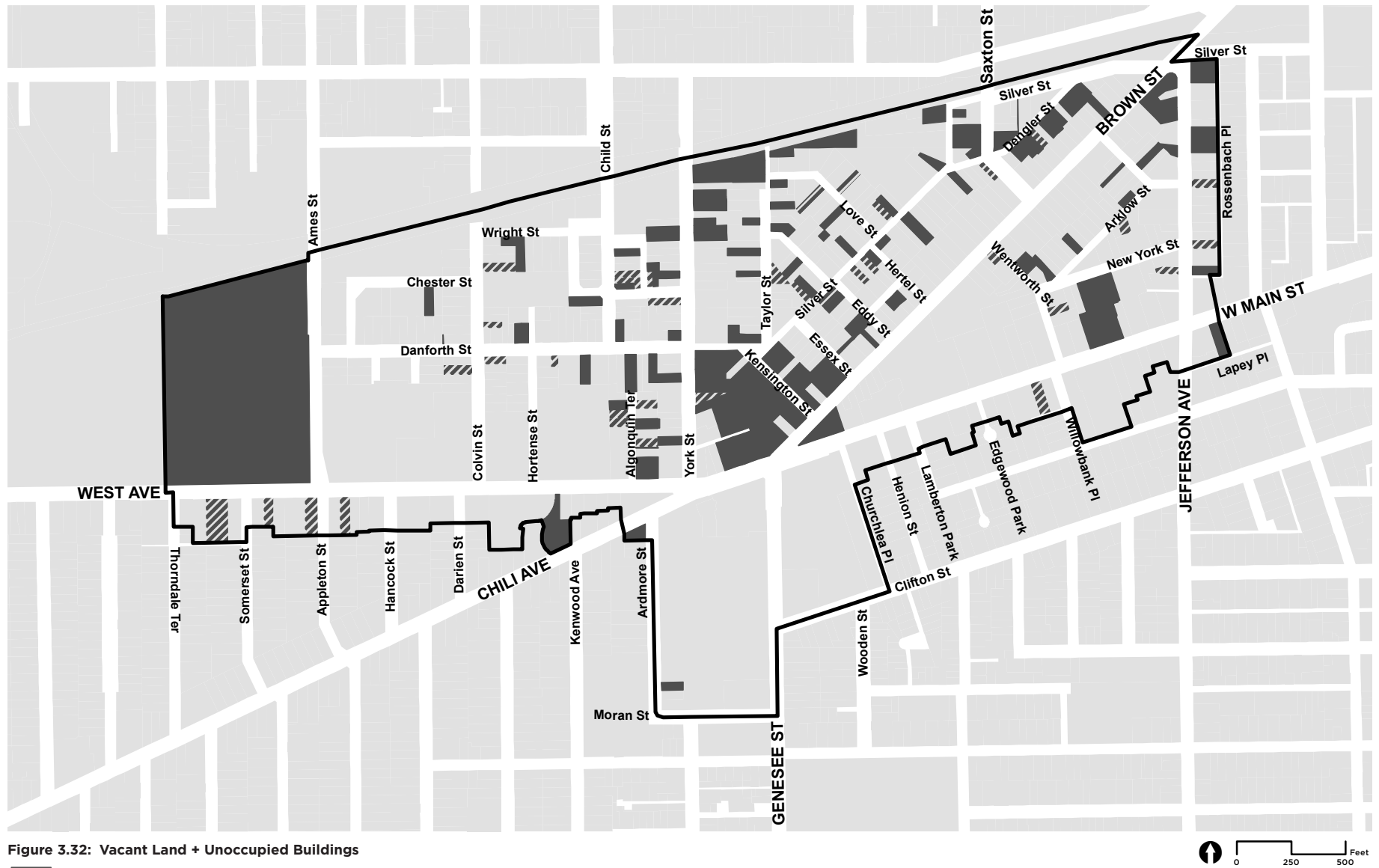
The City of Rochester identifies and maintains a database of properties with a principal building that is unoccupied or abandoned by the owner. The property is not classified as vacant land due to the presence of a principal building. A total of 36 properties have been identified by the City in the study area. This represents 3.8 acres of land or 2.6% of the study area. Unoccupied/abandoned buildings can be found throughout the study area with a concentration between W Main St and Ames St. Notable are the

unoccupied/abandoned residential buildings on West Ave. These four unoccupied buildings are within the Chili-West Historic District and are individually listed on the State and National Registers of Historic Places.

Community Feedback

Community input received during the public meeting and community workshop identified several concerns regarding vacant land and a desire for the land to be developed and used. Reuse and development of vacant land included commercial, residential, and parkland.





Note: Land use data presented in the map above and graphic to the left may not reflect current conditions as property ownership in the study area has been changing regularly and in association with the Bull's Head Urban Renewal Plan.

3.13 Brownfield Sites

For decades the development potential within the Bull's Head study area has been constrained by the presence or likely presence of properties with environmental contamination. At the center of the NYS Brownfield Opportunity Area Program is the process for the identification, inventory, and analysis of these properties and the establishment of a plan for the elimination of constraints to revitalization through environmental testing, clean-up, and redevelopment. The designation of a property within a BOA has the added benefit to property owners and developers through tax credits and other financial and technical assistance.

Historical Background

The Bull's Head area has a legacy of both prosperity and decline. The neighborhood in the late 1800's was still in development with new roads and subdivisions being planned with large homes of local lawyers and business owners stretching along W Main St and West Ave. While the main-line railroad bordered the north of the study area, there were few industrial properties during this time with the notable exception of a small lumber yard. Properties along W Main St primarily consisted of residential homes with only a few businesses. A grouping of commercial businesses were located on the north of W Main St across from the original St. Mary's Hospital at the corner of W Main St and Genesee St. Across Genesee St at the location of the current Bull's Head Plaza were a few residential homes and a small laundromat.

At the turn of the 19th century the Bull's Head area had an increase in industrial and commercial demand in response to new homes and residents. Industrial businesses included Taylor Instruments at 95 Ames St, Monroe Oil Company at the intersection of Wright St and Child St, and Flower City Charcoal at the intersection of Colvin St and the Railroad. The center of the Bull's Head area at the intersection of W Main St, Genesee St, and Brown St had a significant growth in commercial businesses and the expansion of St. Mary's Hospital with the St. Mary's Boy's Orphan Asylum



at the northern portion of the current Bull's Head Plaza and St. Patrick's Orphan Girls Asylum at the southern portion of the current Plaza.

The rapid development of the Bull's Head area continued through to the mid 19th century. However, the post-WWII social paradigm shift focusing on suburban development began to greatly change the built environment from the past century. High-style commercial buildings and residences were cleared for single-use auto-oriented businesses. Numerous commercial businesses, gas stations, and automotive repair businesses stretched along W Main St. The St. Mary's Hospital was expanding to the south with a new main hospital building. The St. Mary's Orphan Boy's Asylum, St. Patrick's Orphan Girls Asylum, and several residential homes were demolished for an auto-oriented suburban-style shopping plaza



(Bull's Head Plaza). Industrial operations also expanded during this time. Taylor Instruments had expanded, numerous manufacturing industrial operations had located along the main-line railroad, and several smaller-scale industrial operations were located throughout the area.

Although the Bull's Head area adapted to changing economies and paradigms, the area experienced steady decline over the following decades. This decline can be partly attributed to macro-economic forces outside of the control of neighborhood businesses and residents. Despite these macro-economic forces, the legacy of industrial and commercial environmental contamination has greatly contributed to economic decline. Decades of environmental contamination has constrained cost-effective development when compared to greenfield sites in suburban areas.



Recent notable environmental clean-ups include 792-814 W Main St now redeveloped as a Walgreens, 750-782 W Main St now redeveloped by DePaul Properties as a residential treatment facility and apartments, and 716 W Main St recently redeveloped as a Family Dollar. Some remediation has been completed at 95 Ames St and additional testing is being performed across the study area including 68-92 Genesee St and 835-855 W Main St. Despite this progress, the number of brownfield properties affecting redevelopment potential in this area is high.

What is a Brownfield?

A “brownfield” is described by New York State as any property where the redevelopment or reuse of that property may be complicated by the presence or potential presence of an environmental contaminant. With this description, communities quickly identify large industrial and manufacturing properties that have limited their economic and development potential. However, smaller properties such as gas stations, automotive repairs shops, laundromats, and small machine shops with environmental contamination can have a significant impact on a neighborhood. The designation of a brownfield site, however, is not limited to these land uses. In addition, brownfields may pose a risk to public health based on the nature and extent of contamination and the risk of exposure to the public.

What does it mean to own a Brownfield?

Brownfield redevelopment tax credits are available to help offset the cost of remediation and encourage redevelopment of brownfield properties enrolled in the NYSDEC Brownfield Cleanup Program (BCP). A “BOA bump-up,” an increase of up to 5% of the allowable tangible property tax credit component of the brownfield redevelopment tax credit, may also be available for any project on a site enrolled in the BCP that receives a determination from the Secretary of State that the proposed development conforms to the vision, goals and priorities established for revitalization of the area in the Nomination Plan.

Pre-Nomination Study Environmental Review

The Pre-Nomination Study published in 2009

included an inventory of brownfield properties based on a preliminary review of environmental information. This review focused on key areas within the center of the Bull’s Head study area. The result of the environmental review identified 64 brownfield sites (accounting for parcel consolidations since 2009).

Revitalization Plan Environmental Review

The environmental review undertaken for this Revitalization Plan included a review and update of environmental information from the Pre-Nomination Study. This review and update utilized new information from environmental screens, Phase I and Phase II Environmental Site Assessments, and updated State and Federal Databases. The review yielded new information that modified the list of sites based on the threshold for brownfield site designation. Additional detail is provided on the following pages. In addition, the environmental review for this Revitalization Plan expanded the properties reviewed to every property within the study area. This more comprehensive approach yielded new information that expanded the list of brownfield sites.

The environmental review completed by the BOA Team included a review of Environmental Screens completed in 2009 and 2016, Phase I and Phase II Environmental Site Assessments, NYSDEC databases including the Voluntary Cleanup Program Database, Superfund Program Database, Petroleum and Chemical Bulk Storage Database, and Spills Database, Sanborn Maps, City Directories, and historic aerial imagery. It is

important to note that the review was inclusive of databases and information on documented or suspected environmental concerns and that the findings are by no means exhaustive.

Reviewed information was collected and placed in a database which associated all identified environmental conditions from the reviewed sources with specific properties within the Bull’s Head study area. This database of environmental conditions was used to analyze the totality of concerns for each property, any concerns from adjacent properties, the classification of a level of concern for each property, and the designation of select properties as a brownfield.

Environmental Concerns

The environmental review identified numerous environmental concerns from properties with a known high level of contamination to properties with suspected low levels of contamination. In total, 119 properties within the study area were identified with an environmental concern. Notable properties with known contamination include the former Taylor Instruments property at 95 Ames St, a former gas station at 51 Chili Ave, a private laundromat at 68-92 Genesee St, and the Bull’s Head Plaza at 835-855 W Main St.

Environmental concerns from each reviewed source are summarized on the following pages. A summary of environmental concerns for properties designated as a brownfield is provided in “Figure 3.35: Brownfield Sites Table” on page 112.

ENVIRONMENTAL SCREENS

Environmental Screens were completed by the City in 2009 and 2016 which reviewed 138 properties with the goal of a limited environmental review to identify environmental concerns. Data sources included aerial photographs, Sanborn Maps, Plat Maps, City Directories, NYSDEC databases, Monroe County Department of Health information, City Fire Department records, and City Building Department records. A total of 68 properties were identified with a varying degree of potential and known environmental concerns.

The BOA Team reviewed both environmental screens, updated and revised information as necessary, and integrated a summary of environmental information in to “Figure 3.35: Brownfield Sites Table” on page 112

ENVIRONMENTAL SITE ASSESSMENTS

Environmental Site Assessments (ESA) are investigations of a property to identify Recognized Environmental Conditions including conditions indicative of releases and threatened releases of hazardous substances on, or in the vicinity of a property. The ESA process is formally established by ASTM and is more thorough than the environmental screens. Phase I ESA's include a review environmental databases while Phase II ESA's a more through investigation with field testing and analysis.

The City has completed ESA's for a total of 19 properties within the study area. These ESA's include Phase I & II ESA's. The BOA Team reviewed each ESA and integrated a summary of environmental information in to “Figure 3.35: Brownfield Sites Table” on page 112

VOLUNTARY CLEAN-UP PROGRAM

New York established its Voluntary Cleanup Program (VCP) to address the environmental, legal and financial barriers that often hinder the redevelopment and reuse of contaminated properties. The volunteer agrees to remediate the site to a level which is protective of public health and the environment for the present or intended use of the property.

Two properties within the Bull's Head study area have been in the VCP: 95 Ames St and 792-814 W Main St. Both properties have been listed by the NYSDEC as “Complete.” 792-814 W Main St has been redeveloped as a Rite Aid while 95 Ames St remains vacant land and may require additional cleanup to support development.

STATE SUPERFUND PROGRAM

State Superfund sites are part of the NYS Inactive Hazardous Waste Disposal Site Program. The purpose of the program is for identifying, investigating, and cleaning up sites where consequential amounts of hazardous waste may exist. These sites go through a process of investigation, evaluation, cleanup and monitoring that has several distinct stages.

Two properties within the Bull's Head study area are in the State Superfund Program: 95 Ames St and 68-92 Genesee St. Under the State Superfund, 95 Ames Street has been listed as "closed" with "continued site management" and a deed restriction requiring a "subslab depressurization system." 68-92 Genesee St is currently a privately-owned laundromat which is being investigated by the City and State of potential environmental hazards.

SPILL INCIDENTS

The NYS Spill Incidents database includes records of all reported chemical and petroleum spills across New York State since 1978. By law, all spills are required to be reported except for spills under 5 gallons, contained spills, and spills not directly in contact with water or land (gravel included).

The NYS Spill Incidents database identifies 32 properties within the study area with a total of 64 spill incidents. All but one of the spill incident records have been closed by the NYSDEC. However, a "closed" designation may require additional remedial work at the discretion of the NYSDEC. The one open spill record is for 51 Chili Ave. Several investigations have been completed for 51 Chili Ave.

PETROLEUM BULK STORAGE

The NYS Petroleum Bulk Storage (PBS) Program and Database keeps track of properties with one or more tank systems that are designed to store a combined capacity of more than 1,100 gallons or more of petroleum in aboveground and/or underground storage tanks, or one or more underground tank systems that are designed to store 110 or more gallons of petroleum. The presence of a BPS is not indicative of an environmental concern but was documented as part of the environmental review in order to provide a comprehensive inventory.

A total of 8 properties are identified in the PBS database within the study area. Most storage tanks have been removed over the past several decades. Storage tanks remain at 89 Genesee St, 88 Silver St, and 795-801 W Main St.

RCRA SITES

The Federal Resource Conservation and Recovery Act (RCRA) creates the framework for the proper management of hazardous and non-hazardous solid waste. The policies and guidance established by the USEPA for RCRA sites provides explicit and legally enforceable requirements for waste management.

A total of 4 properties are identified in the RCRA database within the study area. Two inactive properties include 95 Ames St and 906-910 W Main St (both vacant land). Two active properties include 34-36 Colvin St and 89 Genesee St. 34-36 Colvin St is owned by Teke Machine Corp. and is used for manufacturing. 89 Genesee St is owned by Rochester Regional Health and is the location of St. Mary's Campus.

SANBORN MAPS

The Sanborn Map Company developed fire insurance maps during the 19th and 20th Centuries across the United States. Maps have been valuable urban geography resources due to their inclusion of buildings drawn approximately to-scale and notation of uses for principal and accessory buildings.

Sanborn Maps for the Bull's Head study area include 1892, 1912, 1938, 1950, 1959, and 1971 map years. Details on the maps include historic land uses and location of possible petroleum storage tanks. The BOA Team reviewed each map for information that may indicate a potential historic environmental concern/containment. Findings from the review are summarized in "Figure 3.35: Brownfield Sites Table" on page 112.

CITY DIRECTORIES

City directories document business names, addresses, and business type. These city directories can span decades and are valuable sources of information for researching historic land uses that may indicate the potential for environmental contamination.

The BOA Team reviewed available City directories and documented historical land uses that, by association with same or similar land uses, may suggest environmental contamination. In some cases City Directories assist in spanning the gap between the last Sanborn Map (1971) and more recent geographic databases available from the City. Findings from the review are summarized in "Figure 3.35: Brownfield Sites Table" on page 112.

Environmental Concerns Analysis

The analysis of environmental concerns was conducted with the goal of categorizing properties with a “level of concern” to be used as a means to compare properties and determine a threshold for designating properties as a brownfield.

All 119 properties within the study area identified with an environmental concern were analyzed to determine level of concern. The analysis evaluated the totality of concerns for each property and any concerns from adjacent properties. Based on the analysis, individual properties were categorized with a High, Moderate, or Low Level of Concern (environmental risk) based on criteria established by the City of Rochester. The City’s criteria focus on categorization of environmental concerns based on land use. In addition, level and type of documented contamination were also considered during categorization.

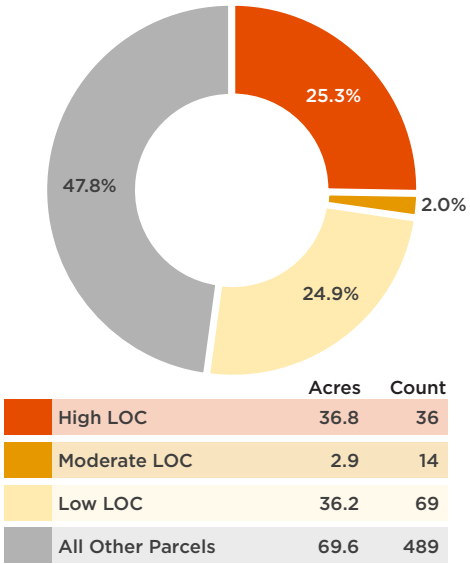
The categorization of properties with a **High Level of Concern** requires documented or suspected environmental concerns associated with active or former dry cleaners, manufacturing facilities, gas stations, vehicle repair or collision shops, or similar land uses. 36 properties (36.8 acres) were identified with a High LOC. These properties include 95 Ames St, 34-36 Colvin St, 835-855 W Main St, 68-92 Genesee St, several small properties along W Main St, and numerous Properties adjacent to the main-line railroad. Properties with a High

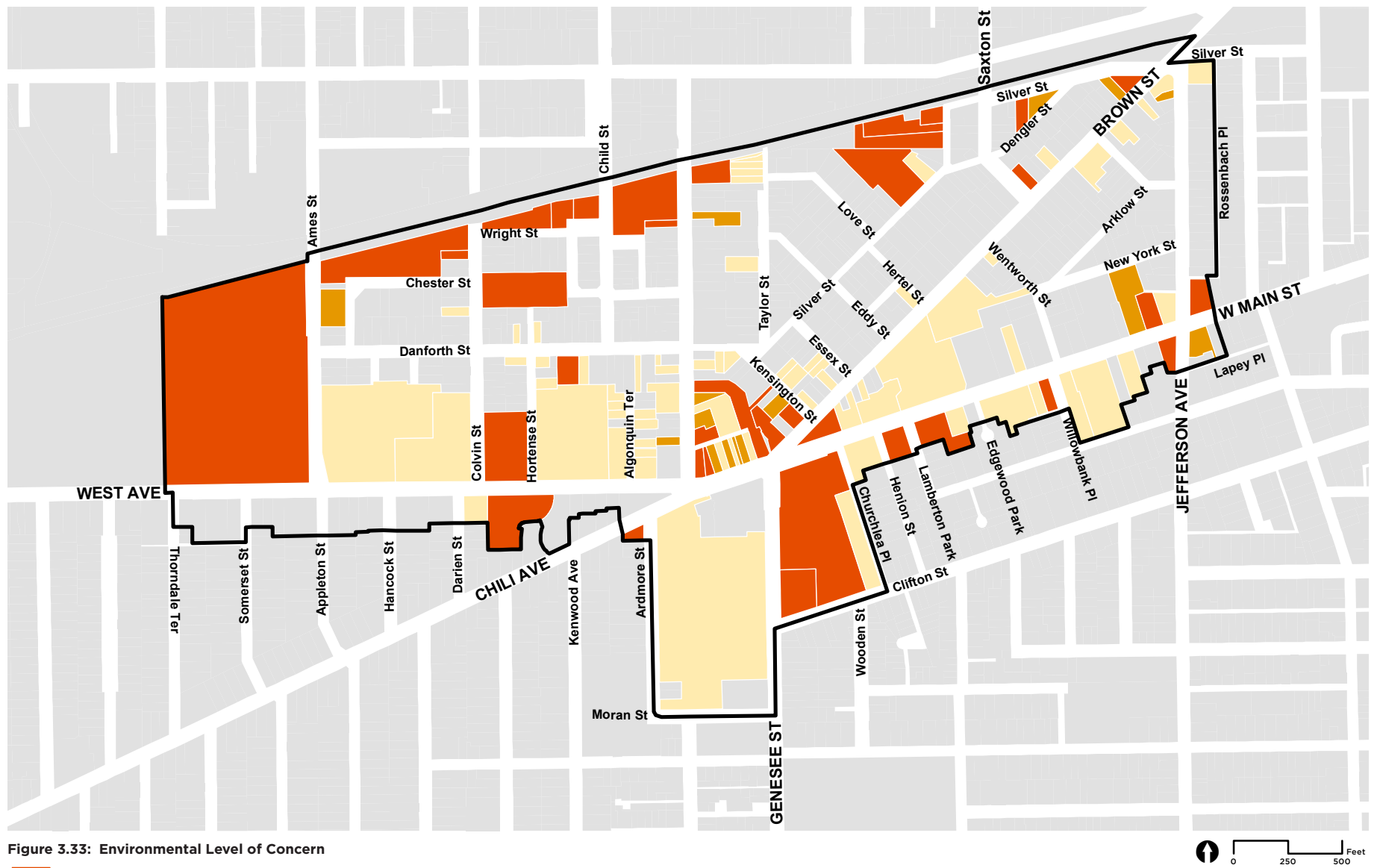
LOC are typically concentrated along vehicle and rail transportation corridors. 7 properties (6.1 acres) with a High LOC are owned by the City of Rochester.

The categorization of properties with a **Moderate Level of Concern** requires documented or suspected environmental concerns associated with active and former storage buildings, warehouse buildings, industrial vacant land, small (i.e., single bay) vehicle repair shops, car wash facilities, and some sites with a single underground petroleum storage tank. 14 properties were identified with a Moderate LOC. These properties include 110-116 Ames St, 17 Silver St, 363 W Main St, and several properties within the Bull’s Head Urban Renewal Area. 4 properties (0.4 acres) with a Moderate LOC are owned by the City of Rochester.

The categorization of properties with a **Low Level of Concern** requires documented or suspected environmental concerns associated active or former small retail stores, small storage facilities, residential buildings such as single, two and three-family dwellings, restaurants, residential vacant land, or similar uses. 69 properties were identified with a Low LOC. These properties are primarily concentrated along W Main St and West Ave. 20 properties (7.2 acres) with a Low LOC are owned by the City of Rochester and 3 properties (4.3 acres) are owned by the Rochester Housing Authority. The categorization of properties by level of concern (environmental risk) and the review of

documented contamination were used for the designation of properties as brownfields which is summarized on the following pages.





Brownfield Sites

The environmental review completed for this Revitalization Plan identified 59 brownfield sites encompassing 40.6 acres (nearly 1/3 of the study area). “Figure 3.34: Brownfield Sites Map” on page 111 depicts all identified brownfield sites. The identification of brownfields utilized the results of the “environmental concerns analysis” and LOC for each property. No residential property with a Low LOC were identified as a brownfield. In addition, no residential properties were identified with an LOC of Moderate or High. All non-residential properties with a Moderate or High LOC were identified as brownfields. A few non-residential properties with a Low LOC were designated as a brownfield based on the known or suspected environmental concerns identified during the review process.

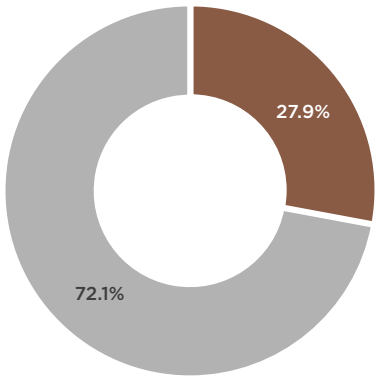
Within the study area 21 identified brownfields

(17.9 acres) are designated by the City as vacant land, 25 brownfields (15.7 acres) are active commercial properties, 8 brownfields (2.7 acres) are parking lots, and 5 brownfields (4.3 acres) are active manufacturing properties. The City of Rochester owns 16 (2.8 acres) brownfields designated as vacant land and one property (4.2 acres) designated as commercial land (Bull’s Head Plaza). The remaining 41 brownfields (33.3 acres) are privately owned.

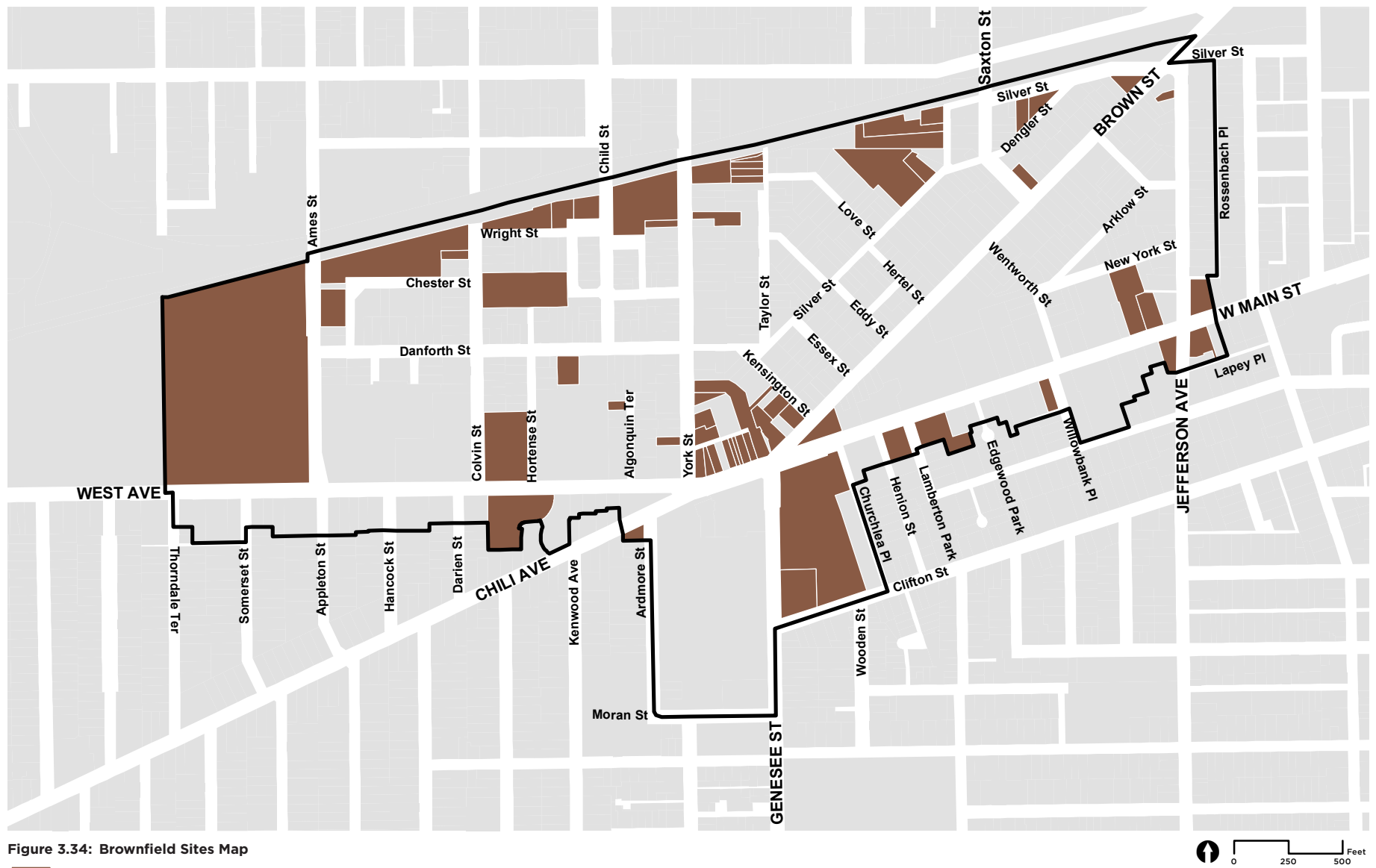
Brownfield sites are typically concentrated along W Main St, West Ave, and the southern edge of the railroad right-of-way. The largest and most prominent brownfield site is 95 Ames St (14.4 acres) which was the former location of Taylor Instruments. Other large brownfield sites include the Bull’s Head Plaza at 835-855 W Main St (4.2 acres), a manufacturing building at 26-64 Chester St (2.2 acres), and a distribution facility at 171 York St (1.6 acres).

Most brownfield sites are relatively small but still possess documented and potential environmental concerns. 51 brownfields are less than one acre of which 43 properties are less than 1/2 acres. Smaller brownfields are found throughout the study area with a noted concentration in the Bull’s Head Urban Renewal Area and along the railroad right-of-way.

Additional details of individual brownfields including a summary of environmental concerns is provided in “Figure 3.35: Brownfield Sites Table” on page 112.



	Acres	Count
Brownfield Sites	40.6	59
All Other Parcels	104.8	549



Brownfield Sites

Figure 3.35: Brownfield Sites Table

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
1	11 Algonquin Ter <i>Vacant Land</i>	City of Rochester	2009 ES ³ noted a 1968 and 1973 City Directory which indicates this residential property had an accessory use as a carpentry contractor. A 2004 NYSDEC spill incident record noted an unknown amount of fuel oil was spilled affecting the soil. The spill incident record was closed by the NYSDEC.	Low	Although the activities of the carpentry contractor use are unknown and are secondary to the residential use, the documented spill incident in combination with the historic use may indicate the potential presence of environmental contaminants.	
2	95 Ames St <i>Vacant Land, Former Taylor Instruments</i>	Private	A 2008 Phase I Environmental Site Assessment found evidence of recognized environmental conditions associated with historic manufacturing uses. Findings include contaminated soil, groundwater, and undocumented storage tanks. In addition, the ESA identified areas of the property with historical manufacturing uses and suspected contamination that have not been tested or remediated.	High	The 2008 Phase I Environmental Site Assessment report identified several recognized environmental conditions that warrant further investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
3	110-116 Ames St <i>Parking Lot</i>	Private	1950 Sanborn Map and City Directories indicate historic uses included a small automotive repair and collision shop. The property is currently classified as a parking lot.	Moderate	Based on the historical use of the property for automotive service/repair, there is potential for environmental concerns.	
4	506 Brown St <i>Manufacturing</i>	Private	Sanborn Maps and City Directories indicate historic uses included manufacturing (machine shop and welding) and storage. These historical uses are known for potential environmental contaminants associated with spills from the use of solvents, waste oils, and petroleum. The property is currently classified as manufacturing.	High	Based on the property's current and historic use for manufacturing and known environmental concerns associated with manufacturing uses, there is a potential for environmental concerns.	
5	594 Brown St <i>Commercial</i>	Private	Sanborn Map, City Directories, and City Permits indicate historic uses included a gas station and retail paint and hardware store. The current building is commercial with a one-bay garage which may indicate a historic use for automotive service/repair.	High	Based on the historic use of the property as a gas station, the potential use for automotive repair, and known issues associated with these uses, there is potential for environmental concerns.	

1) LOC (Level of Concern)

2) ESA (Environmental Site Assessment)

3) ES (Environmental Screen)

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
6	796-800 Brown St <i>Vacant Land</i>	City of Rochester	2009 and 2016 ES noted City Directories which indicate this property had a historic use as a laundry facility. Laundry facilities are also known to sometimes contain dry cleaning services. These uses are commonly known for potential environmental contaminants associated with spills from the use of chemicals and solvents. The property is currently vacant land.	High	Based on the historic use of the property as a laundry facility and known environmental concerns associated with laundry facilities, there is potential for the presence of environmental contaminants.	Eligible strategic brownfield site
7	816-822 Brown St <i>Vacant Land</i>	City of Rochester	2009 and 2016 ES noted this property was one of the properties used by Brodsky Textile Corporation (manufacturing/industrial). In addition, from the 2009 ES a 1983 NYSDEC spill record indicated 100 gallons of fuel oil was pumped in to the sewer and a 1995 NYSDEC spill record indicated a five-gallon container of unknown assumed flammable substance was leaking and may have affected the soil. Both spill incident records were closed by the NYSDEC. The property is currently vacant land.	High	Based on the property's historic use for manufacturing, known environmental concerns associated with manufacturing uses, and known spill incidents, there is potential for the presence of environmental contaminants.	Eligible strategic brownfield site
8	26-64 Chester St <i>Manufacturing</i>	Private	Sanborn Maps and City Directories indicate historic uses included manufacturing (food manufacturing, charcoal grinding, charcoal storage). The property is currently used for manufacturing and is located adjacent to an active rail corridor. In addition, a 1996 NYSDEC spill incident record indicated 50 gallons of motor oil was spilled affecting soil. This spill was closed by the NYSDEC.	High	Based on the property's use as manufacturing, known environmental concerns associated with manufacturing, and known spill incident, there is a potential for environmental concerns.	
9	75 Child St <i>Manufacturing</i>	Private	Sanborn maps indicate historic uses included a machine shop and a motor freight station. The property currently has a listed use as manufacturing and is located adjacent to an active rail corridor. Manufacturing uses are known for potential environmental contaminants associated with spills from the use of solvents, waste oils, and petroleum.	High	Based on the property's use for manufacturing and known environmental concerns associated with manufacturing, there is a potential for environmental concerns.	
10	51 Chili Ave <i>Vacant Land</i>	City of Rochester	A 2009 Phase I Environmental Site Assessment identified the property as having a historic use as a gasoline filling station and automobile repair facility. From NYSDEC spill incident records and a 2010 Environmental Subsurface Investigation Report, the property contains petroleum impaired soils and groundwater. In addition, the Phase I ESA noted potential environmental impact from historic use of part of the St. Mary's Campus for a laundry facility formerly located in the northwestern portion of the property.	High	From the 2009 Phase I Environmental Site Assessment and the 2010 Environmental Subsurface Investigation Report, the property has documented and un-remediated environmental concerns.	Phase I complete

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
11	131 Colvin St <i>Parking Lot</i>	Private	Sanborn Maps and City Directories indicate historic use included manufacturing (machine shop and tool & die). The property is currently classified as a parking lot.	High	Based on the property's use as manufacturing and known environmental concerns associated with manufacturing, there is a potential for environmental concerns.	
12	108-112 Colvin St <i>Distribution Facility</i>	Private	2009 ES, Sanborn Maps, and City Directories indicate historic uses included building contractors, storage, and warehouse. In addition, the 2009 ES indicated several underground storage tanks have been installed and removed over several decades. NYSDEC Bulk Storage Database indicates a 2,000 gallon underground storage tank for gasoline was removed in 1999 and a 290 gallon aboveground storage tank for kerosene was removed in 1997. The property is currently classified by the City as a "storage, warehouse, and distribution facility."	High	Based on the historical uses of the property, the historical presence of underground and aboveground storage tanks, and the current use of the property, there is a potential for environmental concerns.	
13	34-36 Colvin St <i>Manufacturing</i>	Private	2009 ES, 2016 ES, Sanborn Maps, and City Directories indicate historic uses included machine shop and tool & die manufacturing facility. In addition, the 2009 ES noted the property was identified as a NYSDEC RCRA Generator of Hazardous Waste #NYD986969574. In addition, the ES noted several years of permits from the City of Rochester Fire Department for the storage of flammable liquids. The property is currently used for manufacturing by the TEKE Machine Shop. These former and current manufacturing uses are known for potential environmental contaminants associated with spills from the use of solvents, waste oils, and petroleum.	High	Based on the historic and current use of the property for manufacturing and the storage of flammable liquids, and the designation of the property as a NYSDEC RCRA Generator of Hazardous Waste, there is potential for the presence of environmental contaminants.	Eligible strategic brownfield site
14	67-69 Danforth St <i>Parking Lot</i>	Private	2009 ES noted Sanborn Maps and City Directories indicate historic uses included sheet metal shop, automotive sales & service, automotive repair, roofing and heating contractor, and taxi cab equipment. In addition, the 2009 ES noted the removal of an underground storage tank, observation of several aboveground storage tanks with apparent ground staining, Fire Department permits for chemical storage, and several spill records between 1984 and 2003. These records documented multiple violations and complaints. Only one NYSDEC spill incident record is documented in the NYSDEC online database. This record documented an unknown amount of waste oil/used oil was spilled affecting soil. The spill incident record was closed by the NYSDEC. The property is currently used for parking.	High	Based on the historic use of the property and several documented environmental concerns, there is potential for the presence of environmental contaminants.	Eligible strategic brownfield site

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
15	68-92 Genesee St <i>Laundromat</i>	Private	A 2016 Phase II Environmental Site Assessment identified elevated concentrations of environmental contaminants in the soil and groundwater from historic uses of the property. These uses included a former dry cleaner, automotive repair facility, and gasoline filling station. In addition, contamination is suspected to have affected adjacent properties which warrants investigation. The Phase II ESA recommended further investigations and steps toward remediation and monitoring.	High	From the 2016 Phase II Environmental Site Assessment, the property has documented and un-remediated environmental concerns.	Phase I & II complete
16	19 Jefferson Ave <i>Commercial</i>	Private	Sanborn map from 1971 indicated a historic use as a small single-bay auto body repair shop. City permits indicate use for bicycle sales and repairs.	Moderate	Based on the property's historic use for automotive service/repair and known environmental concerns associated with automotive service/repair, there is a potential for environmental concerns.	
17	5 Kensington St <i>Vacant Land</i>	Private	A 2018 Phase II Environmental Site Assessment identified elevated concentrations of environmental contaminants in the soil from historic uses of the property as an automotive repair facility and possibly from adjacent properties.	Moderate	From the 2018 Phase II Environmental Site Assessment, the property has documented and un-remediated environmental concerns.	Phase I & II complete Eligible strategic brownfield site
18	17 Silver St <i>Distribution Facility</i>	Private	1971 Sanborn Map and 1990 City Directory indicated historic uses included painters equipment and lab. The property is currently a distribution facility. In addition, three spills have been reported to the NYSDEC. Two of these spills were caused by abandoned drums.	Moderate	Based on the historical uses of the property, past spill incidents, and the current use of the property, there is a potential for environmental concerns.	
19	19 Silver St <i>Manufacturing</i>	Private	1971 Sanborn Map indicated historic uses include tool & die supply. The property is currently used for manufacturing. In addition, a reported petroleum spill in 1999 documented an unknown amount was spilled affecting soil. The spill incident record was closed by the NYSDEC.	High	Based on the property's use for manufacturing, known environmental concerns associated with manufacturing, and known spill incident, there is potential for environmental contaminants.	
20	22 Silver St <i>Vacant Land</i>	City of Rochester	2000 City Directory indicated historic uses included manufacturing/metal finishing (heat treatment). However, Sanborn maps indicate the property has been used for residential. The property is currently classified vacant commercial land.	High	Based on historical uses of the property and proximity to manufacturing uses and railroad uses, there is potential for environmental contaminants.	

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
21	32 Silver St <i>Parking Lot</i>	Private	Sanborn Maps and City Directories indicate historic uses included sawing/planning, assembling, and scrap metal shop (manufacturing). In 1995, a spill incident reported an unknown amount of solvent (trichloroethylene) was spilled affecting soil. The spill incident record was closed by the NYSDEC. A 2006 Phase I Environmental Site Assessment confirmed these historic uses and noted "aerial photography of the site was examined and showed uncovered bulk material storage in the back of the property." The property is currently classified as a parking lot.	High	Based on the property's historic use for manufacturing, known environmental concerns associated with manufacturing uses, and known spill incident, there is a potential for environmental concerns.	Phase I complete
22	40 Silver St <i>Distribution Facility</i>	Private	Sanborn Maps and City Directories indicate historic uses included manufacturing (brass & aluminum foundry, furniture, pattern shop), trucking, junk dealer, and a window cleaning service. City of Rochester records indicate the property formerly contained one 1,000 gallon gasoline storage tank which was recorded as used on the property from 1952-1963. These records do not indicate the status of the storage tank and if the storage tank was removed from the property. The NYSDEC Bulk Storage Database does not list a PBS for this property. In 1990, a spill incident reported 3 gallons of non-PCB oil was spilled affecting soil. In 1998, a spill incident reported an unknown amount of non-PCB oil and cutting oil was spilled affecting soil. Both spill incident records were closed by the NYSDEC. City Records indicate permits were issued in 2012 for "tire repair service" and 2013 for "body shop - no engine repairs." The property is currently classified as a distribution facility.	High	Based on the property's historic and current uses, known environmental concerns associated with these uses, potential presence of a PBS tank, and known spill incidents, there is a potential for environmental concerns.	
23	70 Silver St <i>Parking Lot</i>	Private	Property is currently used as a truck and machinery parking/staging area for Davey Tree (tree service and removal contractors). Aerial imagery shows soil discoloration which may be a indication of truck and equipment leakage on to soils.	Low	Due to the storage/staging area of contractor equipment and the site adjacency to 88 Silver St there is potential for environmental concern.	
24	88 Silver St <i>Distribution Facility</i>	Private	Sanborn Maps and City Directories indicate historic uses include contractors, storage, and garage. The property is currently used by Davey Tree (tree service and removal contractors). A 2009 spill incident reported an unknown amount of "trimack" was deliberately spilled affecting soil and sewer. In addition, three underground storage tanks (2,000 gallons each) are known by the NYSDEC. Each tank is listed as closed but remain underground.	High	Based on the historic use of the property, known spill incident, and the presence of three underground storage tanks, there is a potential for environmental concern.	

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
25	101 Taylor St <i>Vacant Land</i>	City of Rochester	1950 and 1971 Sanborn Maps indicate the principal use of this property as residential with a small accessory use as a "tin shop." The property is currently vacant land. Aerials from 2013 and 2014 show ground disturbance and possible dumping activities.	Low	Based on the observed ground disturbance from 2013 and 2014 aerials which may indicate possible dumping activities, there is potential for environmental concern.	
26	105 Taylor St <i>Vacant Land</i>	City of Rochester	The property is currently vacant land. Aerials from 2013 and 2014 show ground disturbance and possible dumping activities.	Low	Based on the observed ground disturbance from 2013 and 2014 aerials which may indicate possible dumping activities, there is potential for environmental concern.	
27	107 Taylor St <i>Vacant Land</i>	City of Rochester	The property is currently vacant land. Aerials from 2013 and 2014 show ground disturbance and possible dumping activities.	Low	Based on the observed ground disturbance from 2013 and 2014 aerials which may indicate possible dumping activities, there is potential for environmental concern.	
28	109 Taylor St <i>Vacant Land</i>	City of Rochester	Sanborn Maps from 1912 indicate historic uses included "scattered lumber." The property is currently vacant land. Aerials from 2013 and 2014 show ground disturbance and possible dumping activities.	Low	Based on the observed ground disturbance from 2013 and 2014 aerials which may indicate possible dumping activities, there is potential for environmental concern.	
29	113 Taylor St <i>Vacant Land</i>	Private	Sanborn Maps from 1912 indicate historic uses included "scattered lumber." The property is currently vacant land. Aerials from 2013 and 2014 show ground disturbance and possible dumping activities	Low	Based on the observed ground disturbance from 2013 and 2014 aerials which may indicate possible dumping activities, there is potential for environmental concern.	
30	600 W Main St <i>Restaurant</i>	Private	Sanborn Maps and City Directories indicate historic uses included a gas station and automobile sales. The property is currently used for commercial (restaurant). The presence of underground storage tanks is unknown. Property is not listed in the NYSDEC bulk storage database.	High	Based on the historical use of the property as a gas station and known environmental concerns associated with gas stations, there is a potential for environmental concerns.	Eligible strategic brownfield site
31	626 W Main St <i>Mixed-use</i>	Private	1950 and 1971 Sanborn Maps indicate historic uses included a automotive service/repair and automotive sales. The property is currently used for commercial retail. City records indicate a 550 gallon underground gasoline storage tank was removed in 1997. There is no record of installation for this tank and the NYSDEC bulk storage database does not include a record for this property.	High	Based on the property's historic use for automotive service/repair and known environmental concerns associated with automotive service/repair, there is a potential for environmental concerns.	Eligible strategic brownfield site

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
32	636 W Main St <i>Parking Lot</i>	Private	Sanborn Maps from 1950 and 1971 indicate historic uses included "auto sales" in association with 626 W Main St (626 W Main St has a historic use for automotive service/repair). The property is currently used as a parking lot for 626 W Main St.	Moderate	Due to the association of this property with an automotive service/repair business, there is potential for environmental concern.	Eligible strategic brownfield site
33	701 W Main St <i>Automotive Shop</i>	Private	Sanborn Maps and City Directories indicate historic uses included a machine shop and auto sales and service. These historical uses are known for potential environmental contaminants associated with spills from the use of solvents, waste oils, and petroleum. In addition, these historical uses are known for the presence of storage tanks. The property is currently used for auto service.	High	Based on the property's past and present uses for auto services and past use as a machine shop, and known environmental concerns associated with these uses, there is a potential for environmental concern.	
34	886 W Main St <i>Vacant Land</i>	City of Rochester	2009 ES noted this property was one of the properties used by Brodsky Textile Corporation (manufacturing/industrial). A 2015 Phase I Environmental Site Assessment confirmed the historic use of the property and noted other recognized environmental concerns including staining and drains of unknown condition, possible vent pipes of unknown use, and historic uses and regulatory listing of adjoining and nearby properties. The property is currently vacant land.	High	Based on the findings from the 2015 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
35	900 W Main St <i>Vacant Land</i>	City of Rochester	2009 ES noted 1978-1993 City Directories list the property as Robinsons Rochester Cycle (motorcycle sales and service). Similar to automotive sales and service, this use is known for potential environmental concerns associated with spills from the use of solvents, waste oils, and petroleum. The property is currently vacant land and is adjacent to 894-898 W Main St which has documented motorcycle storage, service, and repair.	Moderate	Based on the property's historic use for automotive service/repair and known environmental concerns associated with this type of use, there is a potential for the presence of environmental contaminants.	Eligible strategic brownfield site
36	904 W Main St <i>Vacant Land</i>	Private	A 2013 spill incident record documented an unknown amount of petroleum was spilled due to equipment failure which affected the soil. The spill record was closed by the NYSDEC. A 2016 Phase I Environmental Site Assessment classified the spill incident as a controlled recognized environmental concern and noted the spill incident may restrict future development of the property. In addition, the Phase I ESA noted recognized environmental conditions for nearby properties.	Low	Based on the findings from the 2013 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact and the potential for restrictions on future development.	Phase I complete Eligible strategic brownfield site

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
37	601-603 W Main St <i>Mixed-use</i>	Private	City of Rochester records indicate a permit was issued in 1967 for a 5,000 gallon fuel oil storage tank. City records do not indicate if the tank was above ground or below and do not indicate if the storage tank was removed. NYSDEC Bulk Storage Database does not include a record for this property.	Moderate	Based on the potential presence of historic fuel oil storage tanks, the site warrants investigation to determine the potential for environmental concerns.	
38	613-625 W Main St <i>Mixed-use</i>	Private	City of Rochester records indicate the property had several historical uses including a dry cleaner, pawn shop, and print shop. Records indicate a permit was issued in 1964 for a 4,000 gallon fuel oil storage tank. However, these records do not indicate if the tank was above ground or below and do not indicate if the storage tank was removed. NYSDEC Bulk Storage Database does not include a record for this property.	High	Based on the historic use of the property for dry cleaning and the potential presence of historic fuel oil storage tanks, there is potential for environmental concerns.	
39	765-771 W Main St <i>Distribution Facility</i>	Private	Sanborn Maps and City Directories indicate historic uses included automotive sales, automotive service/repair, and a gas station. These uses are known for potential environmental contaminants associated with spills from the use of solvents, waste oils, and petroleum. In addition, these historical uses are known for the presence of storage tanks. The property is currently used for commercial retail.	High	Based on the property's use for automotive service/repair and as a gas station, and known environmental concerns associated with these uses, there is a potential for environmental concerns.	
40	795-801 W Main St <i>Convenient Store</i>	Private	Sanborn Maps and City Directories indicate historic uses included auto service. The property is currently used as a gas station. Several spill incidents have been reported for gasoline spills. However, all spill incidents have been closed by the NYSDEC.	High	Based on the property's use as a gas station, historic use for automotive service/repair, and known issues associated with these types of uses, there is potential for environmental concerns.	
41	835-855 W Main St <i>Commercial</i>	City of Rochester	The property is currently developed as a shopping plaza (Bull's Head Plaza). A 2017 Phase I Environmental Site Assessment concluded further assessment of the site is warranted given recognized environmental conditions from historical uses and adjacent properties. Historical uses of the property included automotive sales, laundry, dry cleaners, and machine manufacturing.	High	Based on the findings from the 2017 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
42	842-848 W Main St <i>Vacant Land</i>	City of Rochester	2016 ES noted 1940-1960 City Directories indicate historic uses included Swan Dry Cleaners. The property is currently vacant land.	High	Based on the findings from the 2016 ES which documented a historic use as a dry cleaner, there is potential for environmental contaminants which warrants further investigation.	Eligible strategic brownfield site

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
43	888-892 W Main St <i>Vacant Land</i>	City of Rochester	2009 ES noted the property's historic uses included a "paint center" and a hardware store. The 2009 ES also noted City of Rochester Fire and Building Department records which indicated the hardware store was permitted to store flammable liquids. The 2009 ES observed a sign entitled "Service Star Bull's Head Hardware" and a one-bay garage and concluded past use of the property may have included minor service/repair. The property is currently vacant land.	Low	Based on the property's historic uses including a paint center and hardware store, the historic storage of flammable liquids, and potential service/repair activities, there is potential for the presence of environmental contaminants.	Eligible strategic brownfield site
44	894-898 W Main St <i>Vacant Land</i>	City of Rochester	2009 ES noted several City of Rochester Fire Department records which document incidents and violations including improper storage of combustible materials, large number of motorcycles, large amount of motorcycle parts, motor oil, gasoline in tank, rubber tires, magnesium hubs, and a potential fire hazard due to the number of motorcycle parts stored in the basement. The 2009 ES also notes a City of Rochester Fire Department permit for the storage of flammable liquids. A 2016 Phase I Environmental Site Assessment concluded further assessment of the site is warranted given recognized environmental conditions from historical uses including automobile repair/service, automobile storage, and numerous inspection reports documenting improper storage of automobile parts and combustible materials. The property is currently vacant land.	Moderate	Based on the findings from the 2016 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
45	906-910 W Main St <i>Vacant Land</i>	City of Rochester	2009 ES observed vent pipes and a small bay door located along the rear of the building and noted this may indicate former use for manufacturing/industrial. However, the property does not have a documented use for manufacturing/industrial. The 2009 ES did note the property had a City of Rochester Building Department permit from 1946 to "erect incinerator" and noted the property was identified as a NYSDEC RCRA Generator of Hazardous Waste #NYD067947575 for Monroe Radiological Associates. The property is currently vacant land.	Moderate	Based on the designation of the property as a NYSDEC RCRA Generator of Hazardous Waste, there is potential for the presence of environmental contaminants.	Eligible strategic brownfield site

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
46	918-922 W Main St <i>Mixed-use</i>	Private	A 2018 Phase I Environmental Site Assessment concluded further assessment of the site is warranted given recognized environmental conditions from historical uses on-site and on nearby properties. City directories indicate the property was used as a coal company and a tailor (this includes the potential use for dry cleaning). Potential environmental impact from these uses cannot be ruled out with the available information.	Moderate	Based on the findings from the 2018 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
47	924-930 W Main St <i>Mixed-use</i>	Private	2009 ES noted a 1912 Sanborn Map indicated a small portion of the property contained a 'Tin Shop.' However, this use was not noted on subsequent Sanborn Map years. The 2009 ES also noted several spills and violations associated with Universal Heating Co. These were documented by the NYSDEC, City of Rochester Fire Department, and Monroe County Department of Health. NYSDEC spill incident records document several incidents of intentional and unknown causes of release of gasoline, fuel oil, and Freon. All spill incident records have been closed by the NYSDEC. In addition, the 2009 ES noted City of Rochester Fire Department records which indicate the property had several notices of violation from building inspections that included violations regarding the presence of oil drums, the improper installation of vehicle tanks, the improper storage of oil and other liquids, and an excess of combustibles.	High	Based on the property's known use by Universal Heating Co. for service/repair, documented intentional spill incidents, and notices of violations from the City of Rochester Fire Department, there is potential for the presence of environmental contaminants.	Eligible strategic brownfield site
48	932-938 W Main St <i>Mixed-use</i>	Private	A 2018 Phase I Environmental Site Assessment concluded further assessment of the site is warranted given recognized environmental conditions from historical uses on-site and on nearby properties. Historic uses on-site included an automotive service/repair business, retail paint store, and plumbing contractor.	High	Based on the findings from the 2018 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
49	107-109 West Ave <i>Funeral Home</i>	Private	2009 ES noted City of Rochester building permits indicate a gas pump and island were present on the property with a 550 gallon gas tank. In addition, permits indicate the gas tank was removed in 1984. The property is currently used as a funeral chapel.	High	Based on the property's historic use with a gas pump and island, there is potential for the presence of environmental contaminants.	

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
50	22 Wright St <i>Distribution Facility</i>	Private	Sanborn Maps and City Directories indicate historic uses included storage of oil drums, a filling station, and manufacturing. The property is currently classified by the City as a distribution facility.	High	Based on the property's historic use for oil drum storage, a filling station, and manufacturing, and environmental concerns associated with these types of use, there is potential for the presence of environmental contaminants.	
51	24 Wright St <i>Distribution Facility</i>	Private	Sanborn Maps and City Directories indicate historic uses included tool supplies and rentals, heating supplies, oil and grease storage, warehouse, dried fruit production, lumber yard/storage, and a planing mill.	High	Based on the property's historic use for manufacturing, warehousing, and the storage of oil and grease, there is potential for environmental concern.	
52	24 York St <i>Parking Lot</i>	Private	A 2018 Phase I Environmental Site Assessment concluded further assessment of the site is warranted given recognized environmental conditions from historical uses. Historical uses included a filling station, automotive service/repair, automotive body shop, automotive sales, and automotive painting. In addition, the Phase I ESA indicated several below-ground storage tanks, possibly from use by the gasoline filling station, are likely present on-site.	High	Based on the findings from the 2018 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
53	32 York St <i>Place of Worship</i>	Private	2009 ES noted a NYSDEC spill incident from 1989 where 25 gallons of #2 fuel oil was spilled from the cutting of home heating oil tanks from Universal Heating Company and that the City of Rochester Fire Department put "kitty litter down" to clean up the spill. The spill incident record further indicated that spills like this were a continuing problem at this property. From the 2009 ES, it is unknown if Universal Heating occupied this site or if the nearby Universal Heating property (924-930 W Main St) caused a spill on this property. A 2018 Phase I Environmental Site Assessment confirmed this finding and noted several environmental concerns from nearby properties.	Moderate	Based on the findings from the 2018 Phase I Environmental Site Assessment, the site warrants further assessment/investigation to determine the level of environmental impact.	Phase I complete Eligible strategic brownfield site
54	50 York St <i>Automotive Shop</i>	Private	A 2018 Phase II Environmental Site Assessment identified elevated concentrations of environmental contaminants in the soil from historic uses of the property including a retail paint shop and automotive repair business.	Moderate	From the 2018 Phase II Environmental Site Assessment, the property has documented and un-remediated environmental concerns.	Phase I & II complete Eligible strategic brownfield site

	Site Address	Owner	Environmental Summary	LOC ¹	Rationale/Conclusion	ESA ²
55	157 York St <i>Parking Lot</i>	Private	1950 and 971 Sanborn Maps indicate historic uses included plastic molding and paint storage. The property is currently classified by the City as a parking lot.	High	Based on the property's historic use for manufacturing and storage, there is potential for environmental concern.	
56	171 York St <i>Distribution Facility</i>	Private	Sanborn Maps and City Directories indicate historic uses included manufacturing (book binding, sheet metal perforating, and wood working) and storage. The property is currently classified by the City as manufacturing.	High	Based on the property's historic and current use for manufacturing, there is potential for environmental concern.	
57	160-162 York St <i>Distribution Facility</i>	Private	Sanborn Maps and City Directories indicate historic uses included contractors yard, storage and distribution. The property is currently classified as a distribution facility.	Moderate	Based on the historic and current use of the property as a contractors yard and storage facility, and known environmental concerns associated with similar uses, there is a potential for environmental concern.	
58	184-190 York St <i>Vacant Land</i>	Private	1950 Sanborn Map indicates historic uses include coal storage, distribution, and rail siding. These uses, however, were not shown in the 1971 Sanborn Map. City records indicate historic uses included the storage of truck oil and greases, wholesale gas station, coal storage/silos, and a truck garage. The property is currently classified as a parking lot. A 1992 spill incident record documented 10 gallons of an unknown petroleum was spilled from an abandoned drum and affected soil. The spill incident record was not closed by the NYSDEC until 2003.	High	Based on the historic use of the property for storage and distribution of coal, wholesale gasoline sales, storage of oil and greases, and a known spill incident, there is a potential for environmental concern.	
59	21-23 York St <i>Vacant Land</i>	City of Rochester	2009 ES noted Sanborn Maps and City Directories that indicated historical uses of the property included carpentry shop, key shop, radio repair, auto body works, and auto repair. Sanborn Maps indicate the automotive service/repair business may have been large enough for two-bays. Automotive service repair and the other noted historical uses are known for potential environmental contaminants associated with spills from the use of solvents, waste oils, and petroleum. The property is currently vacant land.	Moderate	Based on the property's historic use for automotive service/repair, carpentry shop, and known environmental concerns associated with these types of uses, there is a potential for the presence of environmental contaminants.	Eligible strategic brownfield site

3.14 Underutilized Sites

What is an Underutilized Site?

An “underutilized site” is a categorization of a property for the purpose of gaining a better understanding of properties within the study area that are under-performing, idle, vacant, or not operating at their highest and best potential when examined in the context of an urban environment and the redevelopment objectives identified earlier in the Revitalization Plan. Underutilized sites may be vacant land, unoccupied buildings, or partially developed. Because of the subjective nature of this type of categorization, an identification methodology was utilized which is described below.

What Are the Implications?

The identification of underutilized properties is a necessary part of the NYS BOA Program and is utilized as part of the identification of Strategic Sites. Strategic Site identification includes an overlay analysis of brownfield, abandoned, vacant, and underutilized properties described further in Section “3.15 Strategic Sites” on page 128. The identification method for underutilized sites used publicly accessible information and has no implication beyond the identification of strategic sites.

Identification Method

Due to the potential subjective nature of identifying underutilized sites, the planning

process for this Revitalization Plan reviewed over a dozen Nomination Studies across New York State in the context of the New York State Department of State BOA Program Guidance document. This review found several commonalities for the identification of underutilized sites including both a quantitative approach and a qualitative approach. As such, the BOA Team chose both approaches through the establishment of five unique criteria that individually identify underutilized sites.

The criteria for underutilized sites utilized the findings from the precedent review and included properties with a low assessed value, properties designated as vacant land, properties solely used as parking lots, abandoned/unoccupied buildings, and “other” properties.

Criteria 1 - Low Assessed Value: Properties with a low assessed value when compared to other properties may indicate a lack of investment in the property which could negatively impact surrounding properties. The methodology for determining properties with a low assessed value excluded active/occupied residential property, community service properties, and public service properties. In addition, the evaluation of property assessed values focused on the comparison of occupied properties and excluded vacant lots, parking lots, and abandoned buildings. The identification of

parcels with a comparatively low assessed value utilized a comparison of individual parcels within the BOA to the City as a whole. The comparison used the city-wide median and first quartile (Q1) values for the total assessed value per square foot by land use category. Individual properties within the BOA equal to or below the city-wide first quartile (Q1) for each land use category were identified as having a low assessed value and were subsequently categorized as underutilized. The result of the analysis identified 8 properties.

Criteria 2 - Vacant Properties: Properties without an active use and building are identified by the City of Rochester as vacant land. Because of the urban context of the study area, these properties have a negative impact on the neighborhood and have been identified as underutilized. Data used for this identification was provided by the City and is further described in Section “3.12 Vacant Land + Unoccupied Buildings” on page 100. The result of the analysis identified 128 properties spread across the study area.

Criteria 3 - Surface Parking Lots: Properties with a sole use as a surface parking lot are identified by the City of Rochester. Similar to vacant land, because of the urban context of the study area, these properties have a negative impact on the neighborhood and have been

#UNDERUTILIZED SITES CRITERIA

Criteria 1 - Low Assessed Value

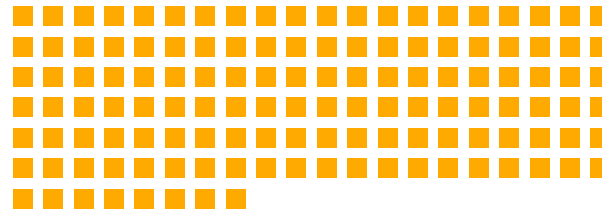
Occupied properties with a low assessed value per square foot as compared to the other properties across the City in the same land use classification. The comparison used City-wide medians and first quartiles (Q1) for the total assessed value per square foot.



8
Properties

Criteria 2 - Vacant Properties

All property identified by the City as vacant land. Properties classified as vacant land do not have an active use and do not contain a building. See "Figure 3.32: Vacant Land + Unoccupied Buildings" on page 101.



128
Properties

Criteria 3 - Surface Parking Lots

Properties identified by the City as having a principal use as a parking lot. In other words, these properties do not contain an on-site building associated with the parking lot. See "Figure 3.2: Land Use" on page 49.



26
Properties

Criteria 4 - Unoccupied Buildings

Properties identified by the City as containing an abandoned principal building. See "Figure 3.32: Vacant Land + Unoccupied Buildings" on page 101.



36
Properties

Criteria 5 - "Other" Properties

Other properties identified as underutilized were qualitatively determined to be below their "highest and best use." This includes properties in need of improvements, partially developed, a large proportion of surface parking, or large building setbacks.



14
Properties

TOTAL 212
Underutilized
Properties

Figure 3.36: Underutilized Sites Criteria

identified as underutilized. Data used for this identification was provided by the City and is further described in “3.3 Land Use” on page 48. The result of the analysis identified 26 properties with their principal use as a surface parking lot.

Criteria 4 - Unoccupied buildings: Properties that contain a principal building that is unoccupied or abandoned by the owner are identified by the City of Rochester. While these properties contain a building, they are underutilized because of they are unoccupied or abandoned. Data used for this identification was provided by the City and is further described in Section “3.12 Vacant Land + Unoccupied Buildings” on page 100. The result of the analysis identified 36 properties with a principal building that is unoccupied.

Criteria 5 - “Other” Properties: “Other” properties were qualitatively determined to be below their “highest and best use.” This includes properties that are in need of improvements, properties that are only partially developed or one-story, properties that have a large proportion of surface parking, or properties that are set back relatively far from the road right-of-way. The result of the qualitative analysis identified 14 properties.

Results

The quantitative and qualitative methods used for underutilized sites identified 212 properties within the study area (41.3%). 97 properties (16.3 acres) identified as underutilized are owned by the City of Rochester. These properties include primarily vacant land and the Bull’s Head Plaza at 835-855 W Main St. Vacant land owned by the City is found throughout the study area with a concentration

within the Bull’s Head Urban Renewal Area at the intersection of W Main St, Genesee St, and Brown St. The remaining 115 properties (43.7 acres) identified as underutilized are privately owned.

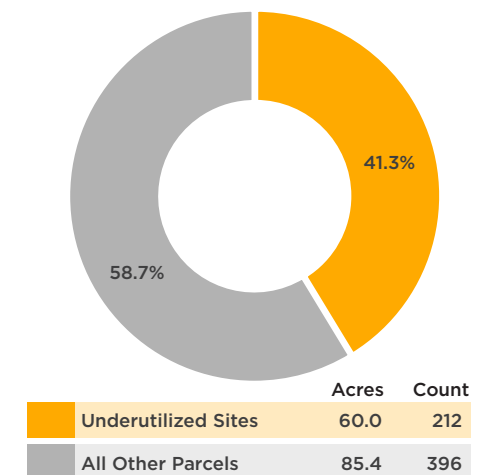
The results of the methodology for identifying underutilized properties were used for the identification of strategic sites further discussed in Section “3.15 Strategic Sites” on page 128.

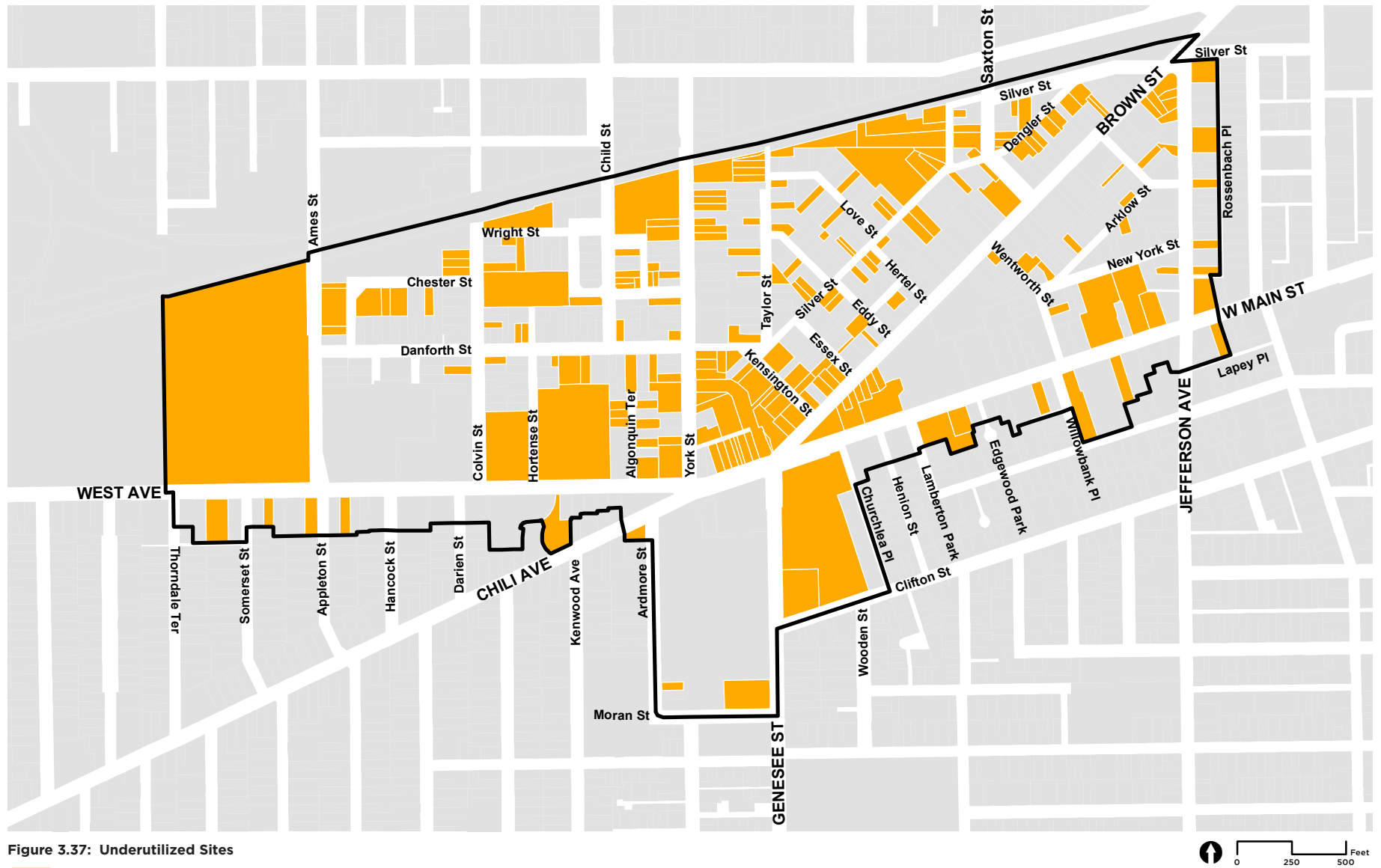


660-668 W Main St (vacant land)



835-855 W Main St (Bull’s Head Plaza)





3.15 Strategic Sites

What is a Strategic Site?

A “strategic site” is any property identified in the inventory and analysis through which redevelopment or repurposing would further the goals of the BOA to create an economically and environmentally sustainable neighborhood. Strategic sites pose certain characteristics that make them ideal for redevelopment due to their transformative potential to stimulate further development in the neighborhood (a “catalyst” site).

Why are Strategic Sites part of the BOA Plan?

The identification of strategic sites is a necessary part of the BOA planning process and is designed to focus recommendations and prioritize redevelopment on sites that would act as a catalyst for further redevelopment in the area. Key findings and recommendations focus on strategic sites, although not exclusively, to revitalize the area. These sites have a greater potential to leverage public and private monies to stimulate economic development, community revitalization, opportunities for new public amenities, or opportunities for environmental clean-up.

What if I own a Strategic Site?

Environmental site assessments on strategic brownfield sites within the BOA may be eligible for funding if additional environmental information is required to assist in determining

future land use. In addition, the location of a brownfield within a strategic site results in prioritization during the application process to receive the “BOA Bump-up” tax credit. For projects on a site enrolled in the NYSDEC BCP, the “BOA bump-up” is an increase of up to 5% of the allowable tangible property tax credit component of the Brownfield Redevelopment Tax Credit. To receive the “BOA Bump-up,” projects must complete an application for Determination of Conformance. The application ensures the “BOA Bump-up” is available to projects that conform to the vision, goals and priorities established in the Revitalization Plan.

Identification Method

Due to the potential subjective nature of identifying strategic sites, the planning process for this Revitalization Plan reviewed over a dozen Nomination Studies across New York State in the context of the New York State Department of State BOA Program Guidance document.

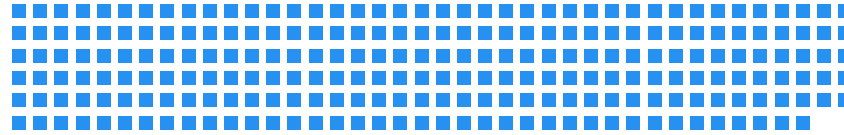
Similar to the review for underutilized sites, this review found several commonalities for the identification of strategic sites including both a quantitative approach and a qualitative approach. All BOA’s identify strategic sites based on NYSDOS guidance which requires the identification process to consider location, size, capacity for redevelopment, potential to spur

additional economic development, potential to improve quality of life or to site new public amenities, owner willingness, and adequacy of infrastructure, transportation systems, and utilities. Based on the review of Nomination Studies and the NYSDOS BOA Guidance, the BOA Team chose both a quantitative and qualitative approach through a series of 5 steps. Each of the five steps are summarized on the following pages which includes map overlay, site screening, site scoring, site selection, and identification of strategic areas.

#SITE SELECTION STEPS

Step 1 - Map Overlay

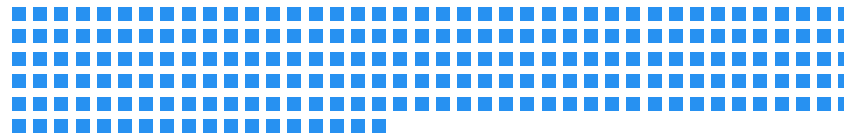
Combined onto one map all brownfield, abandoned or vacant properties and all properties containing a key building. Additional description is provided on page 130.



238
Properties

Step 2 - Site Screening

Eliminated properties from the site selection process including small properties, public facilities, and community services. Additional description is provided on page 132.



218
Properties

Step 3 - Site Scoring

Utilized criteria to identify desirable characteristics of properties and to select properties with a greater likelihood of becoming catalyst sites. Additional description is provided on page 134.



85
Properties

Step 4 - Site Selection

Final site selection based on site scoring and properties that contain other strategic or catalytic characteristics. Additional description is provided on page 136.



55
Properties

Step 5 - Strategic Areas

Consolidation of individual properties into strategic areas with similar characteristics. Additional description is provided on page 138.



7
Strategic
Areas

Figure 3.38: Strategic Site Selection Steps

Step 1: Map Overlay

The map overlay step consolidated all properties identified as known brownfields, all properties identified by the city as abandoned or vacant, properties identified as underutilized, and properties containing a key building onto one map. This overlay step yields the totality of properties that need some level of revitalization and properties that contain key buildings (assets) that can be utilized to aid implementation of the Revitalization Plan through strategic partnerships or through adaptive reuse.

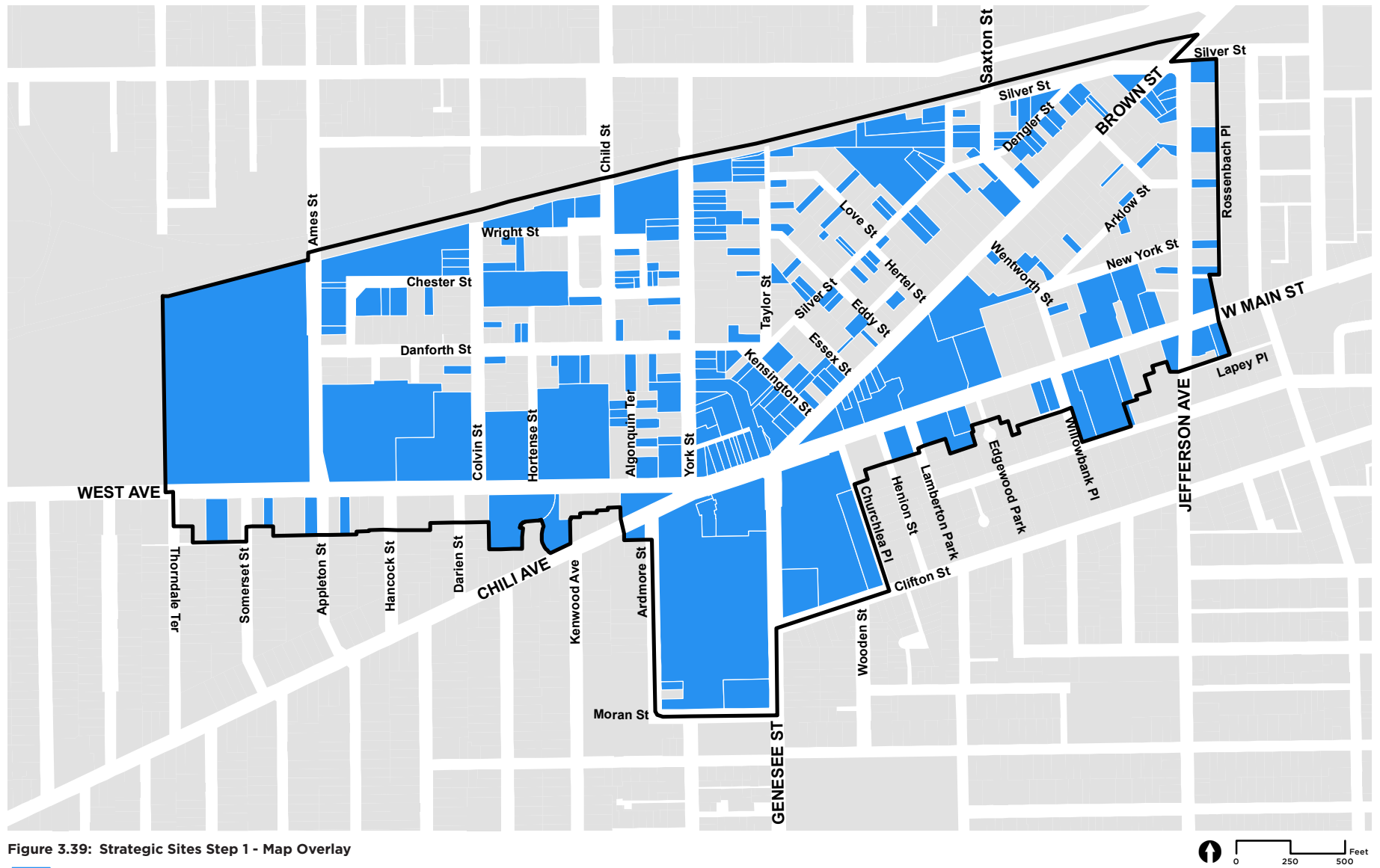
Brownfield properties are described in Section “3.13 Brownfield Sites” on page 102. Abandoned and vacant properties are described in Section “3.12 Vacant Land + Unoccupied Buildings” on page 100. Underutilized properties are described in Section “3.14 Underutilized Sites” on page 124. The location of key buildings is described in Section “3.7 Key Buildings” on page 68.

The map overlay included 59 properties identified as a brownfield, 36 properties identified by the City with a principal building that is unoccupied, 128 properties identified

by the City as vacant land, all 212 underutilized properties, and all properties containing and associated with key buildings. Note, although properties with an abandoned building and properties designated as vacant land are already identified as part of the 212 underutilized sites, they are specifically mentioned due to their negative impact on the neighborhood.

The results of the overlay analysis identified 238 properties (90.7 acres) which are distributed throughout the Bull’s Head study area with concentrations along W Main St, West Ave, and the railroad right-of-way. 99 of the properties (20.1 acres) identified are owned by the City of Rochester and 4 properties (4.5 acres) are owned by the Rochester Housing Authority.

While the map overlay identifies all of the properties in need of some level of revitalization, additional steps are needed to focus on strategic sites.



Step 2: Site Screening

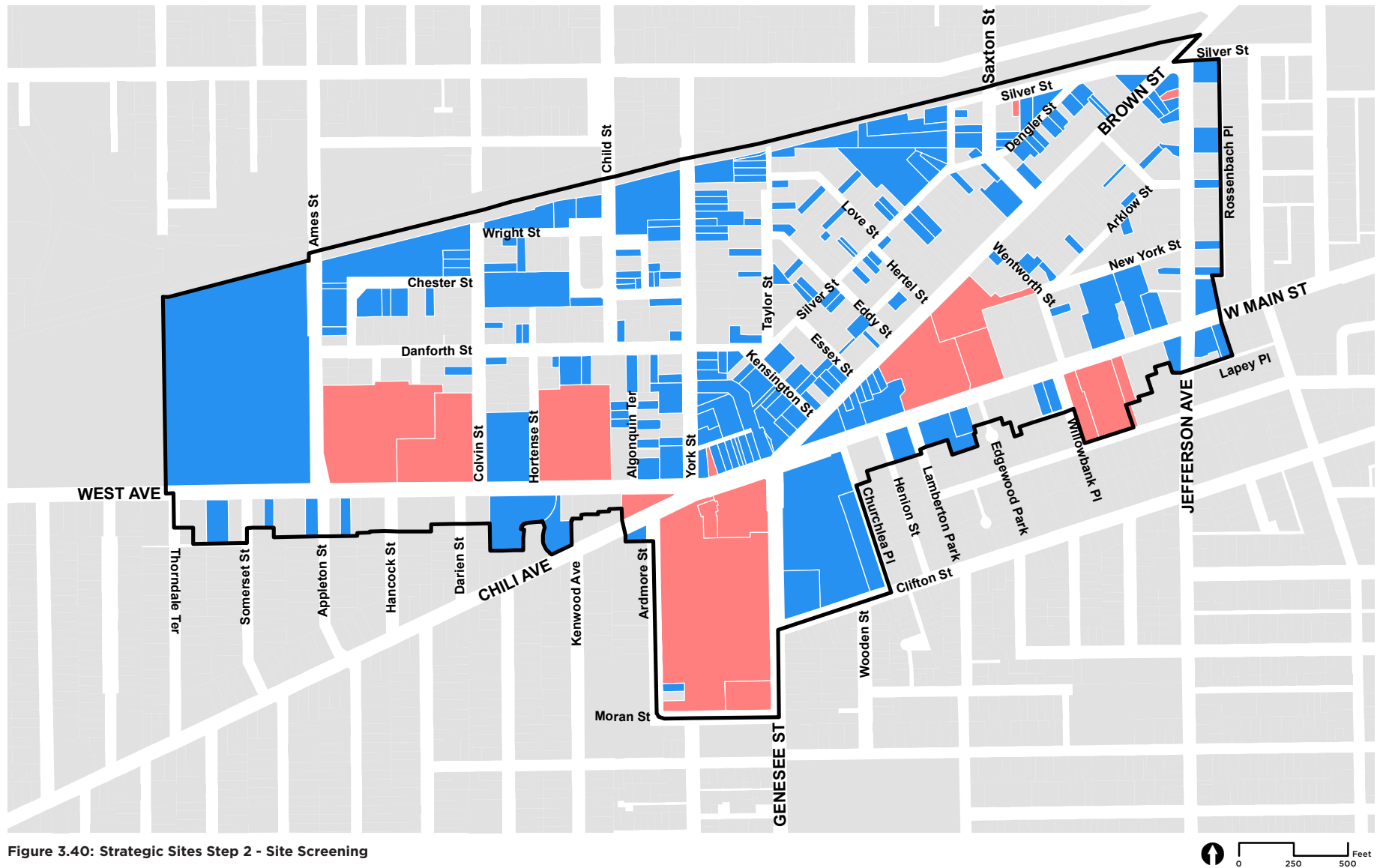
The site screening step eliminated certain properties identified in the Step 1 Map Overlay from the site selection process including small properties that are actively used, all properties containing a public facility, and all properties containing a community service (health/medical, religious, benevolent).

Small properties of any land use that are actively used and less than 0.1 acre were removed from the strategic site selection process due to their limited catalyst-generating potential. A total of three properties were removed meeting this criteria. All three of these properties are associated with active businesses.

Properties containing a public facility or community service were removed from the strategic site selection process due to their active use and support they provide to the community. These properties included the Danforth Community Center, the Danforth Towers, the Salvation Army, the West Ave United Methodist Church, St. Mary's Campus, the Halstead Square Community Residence and Brown St apartments, the Saints Peter and Paul Coptic Orthodox Church and Soup Kitchen,

the Rochester Housing Authority main office, and a parking lot at 24 Moran St utilized by the Aenon Baptist Church located at 171 Genesee St (outside of the Bull's Head study area).

Information used to screen properties was provided by the City of Rochester through land use classification of individual properties. The result of this site screening step eliminated a total of 20 properties from the strategic site selection process. Most of these properties are located along W Main St, Genesee St, and West Ave.



Step 3: Site Scoring

The site scoring step utilized the results from Step 2 and several criteria to identify characteristics of properties with the goal of selecting those properties with a greater likelihood of becoming catalyst sites if redeveloped or adaptively re-used.

As discussed earlier, all BOA's must consider strategic sites based on location, size, capacity for redevelopment, potential to spur additional economic development, potential to improve quality of life or to site new public amenities, and owner willingness. Site scoring criteria were developed to identify these characteristics. Criteria were grouped into five categories and assigned points based the desirability of the characteristic. Information used for scoring individual properties came from various City sources and information from the environmental review.

The **Environmental Status** category prioritizes properties with a moderate to high LOC's so that environmental contamination is eliminated as a barrier to redevelopment. Properties adjacent to brownfields were also prioritized and assigned points due to the negative effects of being located adjacent to a brownfield.

The **Site Use** category prioritizes properties with a key building and properties designated as vacant land or parking lots. Points are also

assigned to properties that have an unoccupied building, other underutilized properties and properties with a low assessed value (defined in Section "3.14 Underutilized Sites" on page 124.

The **Strategic Location** category prioritizes properties within the Bull's Head Urban Renewal Area (BHURA) and adjacent to major vehicle transportation routes including W Main St, Genesee St, West Ave, and Chili Ave.

The **Adequate Parcel Size** category prioritizes properties due to their potential for accommodating larger and more diverse future land uses. Finally, the **Ownership Status** category prioritizes properties that are publicly owned due to their potential to directly align Revitalization Plan goals with future development.

Scores for each category were assigned to all 218 properties identified in Step 2. A tally for each property was calculated with the result shown in "Figure 3.41: Strategic Sites Step 3 - Site Scoring" on page 135. Scores ranged from 0 to 22 points with a total of 85 properties receiving a score of 10 points or more. These properties are concentrated along W Main St, West Ave, the railroad right-of-way, and within the Bull's Head Urban Renewal Area and formed the basis for the Step 4 Site selection step.

#SITE SCORING CRITERIA

1. Environmental Status	Points
High Level of Concern (LOC)	3
Moderate LOC	2
Adjacent to a High or Moderate LOC	2
2. Site Use	
Parcel with a key building	3
Vacant land	3
Parking lot	3
Parcel with an unoccupied building	2
"Other underutilized"	2
"Low assessed value"	1
3. Strategic Location	
Within BHURA	3
Next to W Main, Genesee, West or Chili Ave	3
Next to Brown, Ames, or Child St	2
Next to Railroad Right-of-Way	2
4. Adequate Parcel Size	
> 1 acre	3
0.5 - 1 acre	2
0.25 - < 0.5 acre	1
5. Ownership Status	
City of Rochester	3
Private Ownership, but open to discussions	1

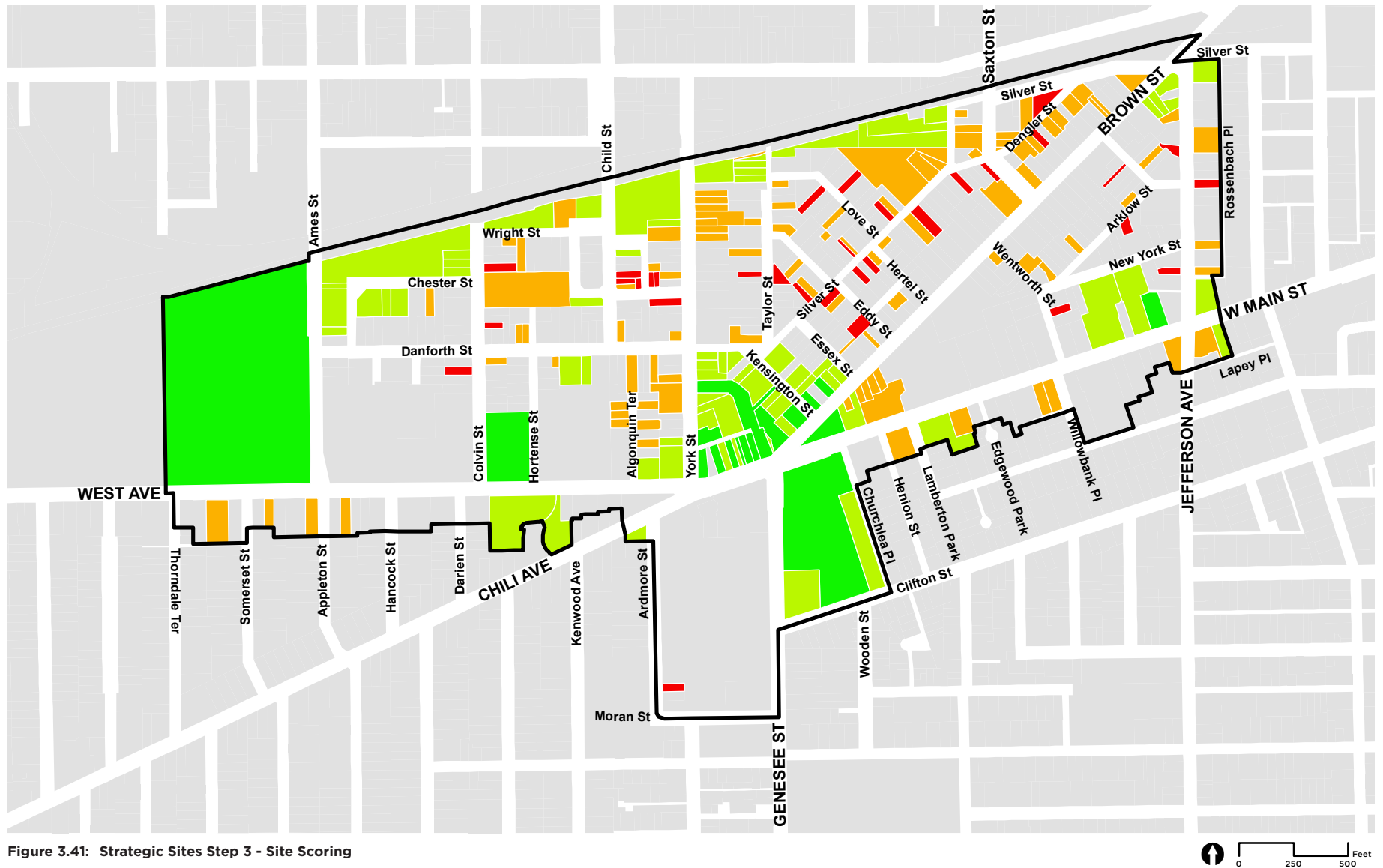


Figure 3.41: Strategic Sites Step 3 - Site Scoring

- < 5 points
- 5 - 9 points
- 10 - 14 points
- 15 + points

Step 4: Site Selection

The site selection step utilized the results from steps 1-3 above and considered sites with additional characteristics that are strategic or catalytic (site history, local interest, adjacent uses, sense of place, and redevelopment potential). This step combines the quantitative methods from steps 1-3 with more qualitative characteristics to select strategic sites that through redevelopment or repurposing would further the goals of the BOA to create an economically and environmentally sustainable neighborhood. Overall, these sites represent properties with characteristics that make them ideal for redevelopment due to their potential to stimulate investment.

Step 4 included a review by the BOA Team and the PAC of the Step 3 results, specifically the 85 sites with a score of 10 points or more. Site-specific details were examined including current use, coverage, and operations, history of the site, local interest in redevelopment, and current form, design, and layout.

Several manufacturing properties adjacent to the railroad, while receiving a score of 10 points or more, were determined to be too small based on current market demands. Other manufacturing properties along the railroad were removed from consideration due to their active use. However, several manufacturing and vacant properties represent development

opportunities along the railroad due to their underutilization. Similar to the manufacturing properties, two properties with a score of 10 points or more along West Ave were removed from consideration due to active use and relatively small size. In addition, the Salvation Army at 100 West Ave, although removed during Step 2, was added as a strategic site due to the overabundance of parking on the property and thus the opportunity for infill development along a prominent corridor.

With consideration to the previously mentioned, most properties with a score of 10 points or more were considered by the BOA Team and the PAC to be strategic sites. These properties have the greatest potential to be catalytic sites if redeveloped or re-purposed.

In total, 55 properties (39.3 acres) were identified as strategic sites ranging in size from less than 0.1 acre to just over 14 acres and an average property size of 0.7 acres. While smaller properties are unlikely to be catalytic by themselves, the identification process considered common ownership of adjacent properties and shared site characteristics.

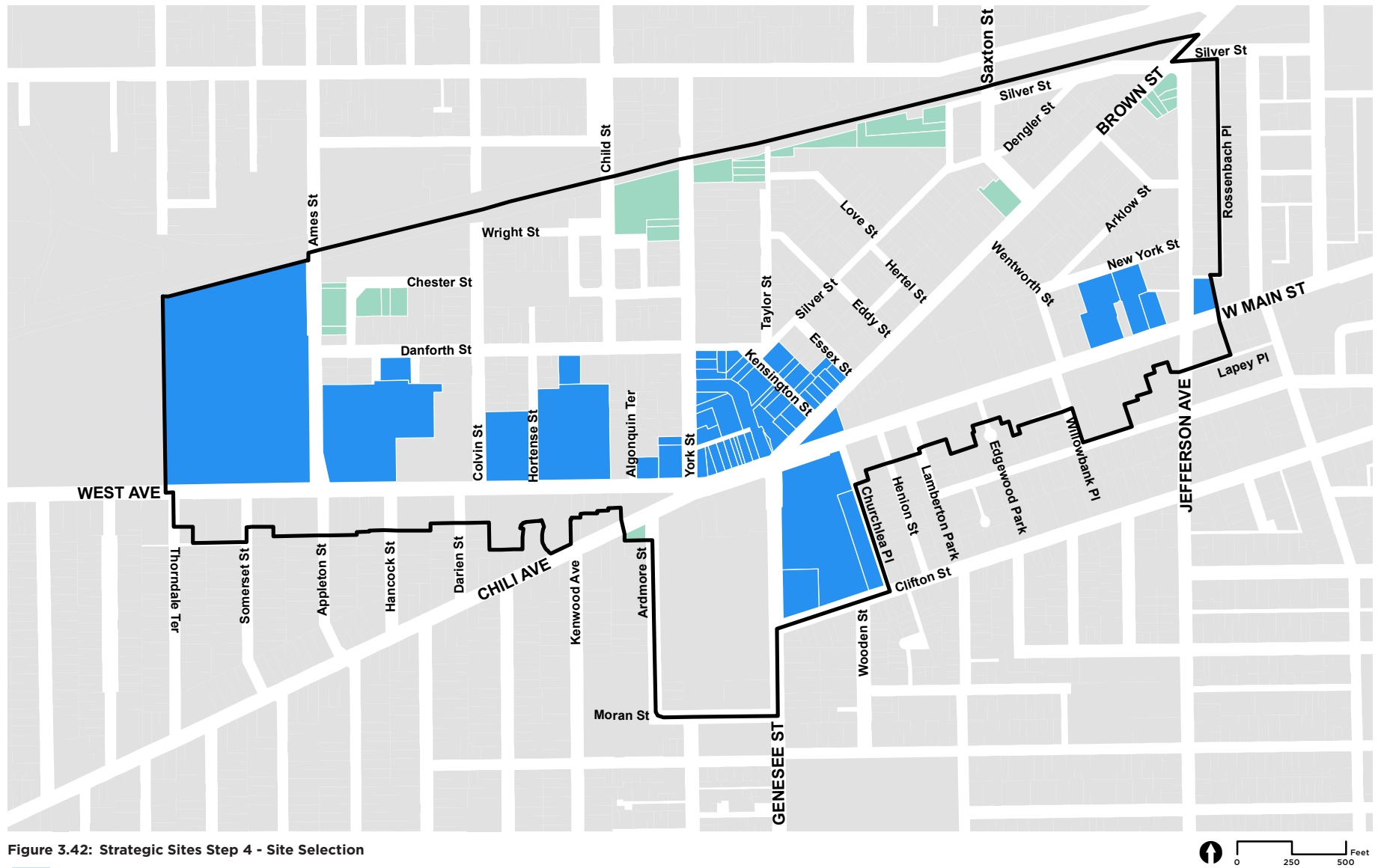
Strategic sites are found throughout the Bull's Head study area with a concentration along West Ave, W Main St, Genesee St, Brown St, and the railroad ROW. 29 strategic sites (13.6 acres)

are owned by the City of Rochester. These properties primarily include vacant land but also include the Bull's Head Plaza. One property (0.1 acre) at 19 Kensington St is owned by the Rochester Housing Authority. The remaining 25 properties (25.6 acres) are privately owned.

Of the strategic sites, 33 properties (20.7 acres) are designated by the City as vacant land, 3 properties (1.2 acres) are solely used as parking lots, 11 properties (6.7 acres) are commercial, 3 properties (0.3 acres) are residential, 3 properties (8.6 acres) are community services, 1 property (1.5 acres) is manufacturing, and 1 property (0.3 acres) is a park.

As of the start of 2019 **17 properties identified as strategic sites had Phase I Environmental Site Assessments** and **3 properties had Phase II Environmental Site Assessments**. Additional detail regarding environmental concerns are detailed in Section "3.13 Brownfield Sites" on page 102.

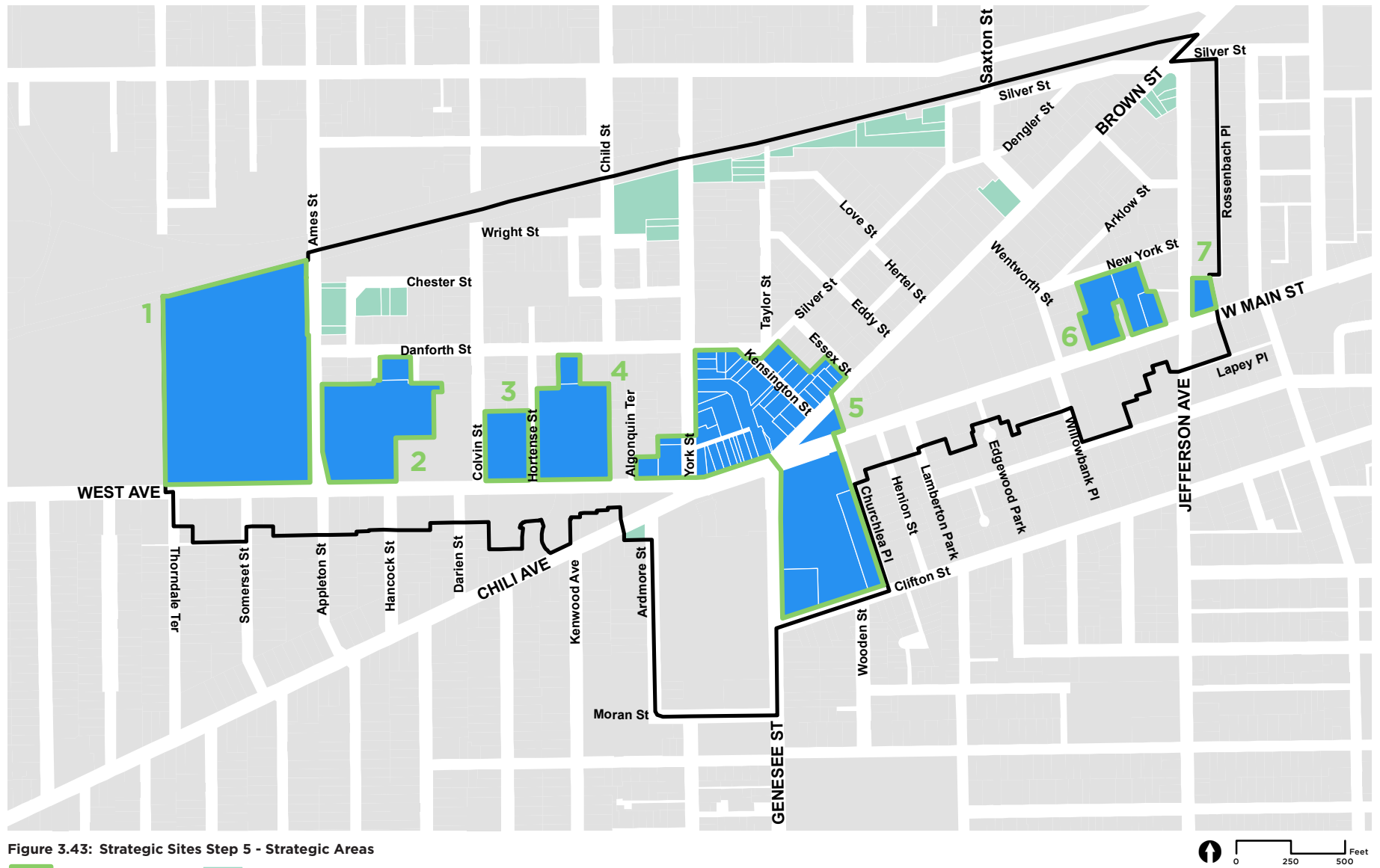
Separate from strategic sites, the BOA Team identified "opportunity sites" which have the potential for redevelopment but which were not identified as strategic due to size, location, market factors, or other factors. These opportunity sites are also shown in "Figure 3.42: Strategic Sites Step 4 - Site Selection" on page 137.



Step 5: **Strategic Areas**

The strategic areas step groups strategic sites identified in Step 4 based on similar characteristics such as location, land use, and ownership. Strategic areas consolidate the number of strategic sites in order to provide a simplified approach for strategic area profiles (Appendix D) and referencing for recommendations identified in Chapter 05 on page 163. The methodology for consolidation identified 7 strategic areas across the study area.

Strategic area profiles, which include all 55 strategic sites, is provided in Appendix D.







Bull's Head Plaza and 160 Clifton St

04

Summary Analysis + Key Findings

4.1 Overview

What is the summary analysis + key findings?

Numerous opportunities and constraints for revitalization of the Bulls Head BOA study area were identified in Chapter “03” including challenges with local economic potential, brownfield redevelopment, transportation disparities, a lack of parks and recreational facilities, and residential redevelopment limitations caused by certain zoning code provisions. While each identified opportunity and constraint was documented and can be addressed individually, a concise summary/synthesis of the inventory and analysis is needed to identify key and unique factors that impact the future revitalization potential of the Bull’s Head BOA study area.

The summary analysis and key findings on the following pages summarizes opportunities and constraints from the inventory and analysis and examines the inter-relatedness of the socioeconomic, physical, environmental, policy, and built environments. The summary analysis and key findings is grouped into the following:

- Socioeconomic and Market Trends
- Land Use and Zoning
- Land Ownership
- Transportation and Infrastructure
- Parks, Historic, and Natural Resources
- Vacant Land, Unoccupied Buildings, and Underutilized Sites
- Brownfields

The summary analysis includes findings based in part on the economic and market trends analysis that provides an in-depth and thorough description of existing conditions including an assessment and summary of existing land use and zoning. The land use and zoning summary analysis also includes a description of identified opportunities, constraints, and necessary zoning changes. Public and private lands were evaluated for their potential to be made available for development or public purposes. Transportation and infrastructure improvements, and other public or private measures needed were identified to stimulate investment, promote revitalization, and enhance community health and environmental conditions.

Section “4.9 Redevelopment Opportunities” on page 158 provides a summary/synthesis of identified redevelopment opportunities within the Bull’s Head BOA study area. These include a description of reuse and redevelopment opportunities that have been identified as catalysts for revitalization.

How was the analysis and findings created?

The summary analysis and key findings was created by examining each opportunity and constraint identified in Chapter “03” and all of the feedback received during each public meeting. In addition, the summary analysis and key findings evaluated the inter-relatedness

of these opportunities and constraints to identify key findings that may impact the redevelopment potential of the Bull’s Head BOA.

How was community input incorporated?

Throughout the BOA planning process the development of the Revitalization Plan has been aligned with the community’s self-described vision statement, value statements, and goals and objectives. Community input for each public meeting was evaluated and compared to the inventory and analysis, and incorporated into the summary analysis and key findings. Key findings were presented to the community during Public Meeting #2 and feedback on those key findings were incorporated into this Plan.

How are brownfields incorporated?

The presence of numerous brownfields in the Bull’s Head study area has been a burden on the community which has constrained revitalization and redevelopment for decades. A summary analysis and key findings specifically for brownfield properties is provided in Section “4.8 Brownfields” on page 156. This description includes a summary of publicly and privately owned lands which are candidates for environmental site assessments and potential interim land uses that could benefit the community before remediation is completed.

How will the analysis and findings be used?

The revitalization potential of the Bull's Head BOA study area is dependent on overcoming the pattern of contamination, disinvestment, and decline that has plagued the area for decades. The summary analysis and key findings document the critical opportunities and challenges that need to be addressed in order to realize revitalization of Bull's Head. These key findings were used to develop a series of recommendations that leverage opportunities to overcome challenges and help create a climate of revitalization that realizes the community's vision of becoming a neighborhood that provides a safe, affordable, prosperous, and attractive place for all.



Public Meeting #2

4.2 Socioeconomics + Market Trends

Summary Analysis

Socioeconomic and market trends were summarized in Section “3.1 Community + Regional Setting” on page 30 and Section “3.2 Economic + Market Trends” on page 38.

Socioeconomic trends analyzed in the study area show a moderate decrease in population but at a slightly greater rate of decline than the city. This trend in part corresponds with other urban and National trends outside the control of the Bull’s Head community. In addition, the analysis found the study area has a high percentage of those <15 years old, lower educational attainment with only 15%; having an Associates Degree or higher; an older housing stock with 17% vacancy and 78% renter-occupied; relatively high unemployment and poverty; and median household incomes significantly lower than the city and county. These trends and statistics indicate a neighborhood that has and continues to have a concentration of socioeconomic hardships that can limit agglomeration of economic activity and job opportunities.

While the analysis identified many socioeconomic challenges, the findings also identified opportunities within the study area including an increase in those 25-34 and 65+ years old and employment growth in several sectors. Employment growth has primarily

been within the professional, scientific, and technical services sector, as well as utilities, and healthcare. The rate of growth within the Bull’s Head zip code in professional, scientific, and technical services is far greater than the share added to either the city or state. Jobs within the utilities sector are exceptionally concentrated within this zip code when compared to the location quotients of the city and state for this sector.

The analysis of market trends identified a positive impact from the location of major employers in the area including the St. Mary’s Campus and the agglomeration of health care services. However, according to market research and commentary from local stakeholders, there is likely no near to mid-term office expansion in the study area. This is primarily due to the fact that there are vacancies in downtown that would likely be more appealing to prospective office tenants and would be filled prior to office development outside the downtown market.

The analysis of market trends identified current unmet retail demand for neighborhood-focused retail in many categories including restaurants, specialty foods, home furnishings, electronics & appliances, clothing and accessories, and health & personal care. Overall, the study area represents a very small share of the city’s retail

inventory and commands significantly lower rents than both the city and the county.

Based on the analysis of the existing residential market and the area’s surrounding context, there is potential demand for multi-family housing with ground floor commercial to serve as an amenity for local residents. In addition, there is a national trend for urban housing options that focus on both millennial and senior generations. These trends seek walkable neighborhoods in close proximity to amenities. However, despite economic conditions that could support market-driven development in nearby areas such as downtown and neighborhoods immediately surrounding the University of Rochester, there is limited anticipated near-term market support for new market-rate residential development within the BOA. Therefore, future development within the Bull’s Head will likely require public subsidy to support near-term development. With adequate public subsidy, there is potential to support workforce housing and senior housing (age in place) due to the BOA’s aging demographics and the proximity of healthcare services within the BOA.

A number of publicly subsidized new multi-family projects have been constructed within the BOA in recent years, including the Brown St Apartments and Halstead Square. Both projects

were developed in 2010 by DePaul Properties, a private, not-for-profit organization that develops affordable housing, senior housing, and housing for people with mental health disabilities. Single-family new construction is unlikely to be feasible unless done through a non-profit organization, such as Habitat for Humanity.

Public input and feedback addressed many socioeconomic and market trends including the desire for new local employment opportunities, training and education opportunities, new retail and commercial to support local needs, options to retain and encourage local businesses, the improvement of local housing through housing assistance programs for first-time and current home owners, housing options for all ages, incomes, and especially those 65+, and correcting issues surrounding absentee landlords, housing maintenance, and code violations.

While some of these opportunities, challenges, and goals are unique to the Bull's Head, community others are characteristic of several neighborhoods throughout the city. The city offers and partners with several housing programs: the Home Purchase Assistance Program, Employer Assisted Housing Initiative, and the Lifespan Organization. In addition, the Rochester Land Bank Corporation, the Greater

#KEY FINDINGS

- 1. Bull's Head continues to have concentrated socioeconomic hardships**
- 2. Potential for urban, subsidized, multi-family, and senior housing**
- 3. Potential for neighborhood-focused retail**
- 4. New development will need public sector support/direct involvement**
- 5. Local and national demand for walkable urban areas**
- 6. Need for local training and education programs/support**
- 7. Need for local housing assistance**

Figure 4.1: Socioeconomic + Market Trends

Rochester Housing Partnership, and Flower City Habitat for Humanity work to develop new housing projects within Rochester.

The key to successfully overcoming these challenges includes capacity building, collaboration, and coordination among programs, groups, organizations, agencies, and City departments. A number of programs and initiatives are being implemented throughout the city in partnership with community based organizations which could help formulate a successful model for the Bull's Head community.

While the summary of socioeconomic and market trends highlights key statistics and

findings, the path forward is dependent on other factors including land use patterns, location factors, policy considerations, environmental concerns, and social considerations. The breadth of opportunities and challenges requires a multi-agency partnership in order to fully realize benefits for local residents.

4.3 Land Use + Zoning

Summary Analysis

The inventory of existing land use was summarized in Section 3.3 on page 48 and existing zoning in Section 3.4 on page 52. Overall, the study area encompasses 185.6 acres of which 40.2 acres is City-owned right-of-way and 145.4 acres are properties developed as a mix of residential, commercial, health facilities, benevolent/religious organizations, manufacturing, and parking. The primary corridors within the study area comprise a mix of land uses which have the potential for a positive impact on walkability and economic diversification. In addition, several building typologies along these corridors provide an interesting mix which can create additional pedestrian activity and promote a sense of place. The interior of the study area is primarily comprised of residential land which provides a sense of residential neighborhood identity. Unfortunately, vacant land, unoccupied buildings, and poor building maintenance throughout the study area, along the corridors, and in the center of the study area have a negative impact on sense of place.

Residential land represents the largest land area comprising 36% of the study area. This land consists primarily of single-family and two-family residences and is concentrated between the W Main St, West Ave, and railroad right-of-way corridors. The location of residential

properties between these corridors isolates this residential area and results in land use conflicts for those properties located adjacent to non-residential areas. In some places, this residential has lacked investment and maintenance, and is interspersed with vacant land. Per the Economic & Market Trends Analysis, opportunities exist for workforce and senior housing in this area due to the area's aging demographics and proximity of healthcare facilities.

Commercial land comprises 15% of the study area and is concentrated along W Main St, Genesee St, and the railroad right-of-way. Although commercial zoning covers all of property within the W Main St corridor and parts of the West Ave and Brown St corridors, land uses and building typologies vary considerably. This mix creates an appealing character that should be maintained and enhanced as redevelopment moves forward. The traditional urban commercial character that is found within the study area is intermixed with commercial office and retail that is auto-oriented. These properties have large parking lots that front the street and provide little or inadequate pedestrian access. This transition to auto-oriented uses has diminished the viability of efficient and affordable urban development and reduced the number of traditional smaller stores to accommodate local businesses.

Although vacant commercial land is found in numerous locations, there is a pronounced lack of commercial activity within the center of Bull's Head due to decades of vacancies, environmental concerns, and disinvestment. The center of Bull's Head lacks the historic identity which has been raised during the public meetings. However, the planning process for addressing environmental concerns and redeveloping this area is being progressed through this plan and through the Bull's Head Urban Renewal Area Plan. Per the Economic & Market Trends Analysis, the neighborhood can support additional neighborhood-focused retail in many categories including restaurants, specialty foods, home furnishings, clothing/accessories, and health/personal care. These uses can be accommodated in a mixed-use environment that promotes commercial activity and walkability while serving the immediate needs of the neighborhood.

Industrial land represents a small portion of land use (3%) within the study area and is mostly located along the railroad right-of-way with one additional property located on West Ave. While the land adjacent to the railroad right-of-way is zoned for manufacturing, very few properties are used for manufacturing and the relatively small size of the properties limits current market potential. Current land use of these properties mostly consists of commercial

and vacant land with only one property that is a manufacturing use that utilizes a rail siding. Historically every property along the railroad right-of-way was used for, or in support of, manufacturing and contained a rail siding connecting to the adjacent rail spur. Future use potential of these properties is dependent on manufacturing or light industrial operations that requires a small footprint or adaptive reuse for commercial-related activities use. In addition, any environmental concerns will likely dictate future reuse potential.

Land used for health-related facilities accounts for 13 acres or 9% of the study area. Land includes the St. Mary's Campus, the Halstead Square Community Residence, and several smaller medical office properties/tenants located along the W Main St corridor. Land used for benevolent/religious purposes accounts for 11 acres or 8% of the study area and includes the Danforth Community Center, Salvation Army, and several places of worship. The presence of large health facilities and many benevolent/religious entities provides numerous services to the local community and can be leveraged to support the growing elderly population and their ability to age-in-place.

Zoning designations in the BOA study area includes Residential (R-1 and R-2), Commercial (C-2), industrial (M-1), Planned Development

#KEY FINDINGS

- 1. Residential area is isolated due to commercial and rail corridors**
- 2. Land use conflicts between residential and non-residential uses**
- 3. Desire for home assistance programs and stricter code enforcement**
- 4. Some traditional building typologies have been replaced with auto-oriented uses**
- 5. Lack of Bull's Head identity due to vacant land and disinvestment**
- 6. Manufacturing-zoned land is small which limits current market potential**
- 7. Rail spur offers opportunity for rail-enabled manufacturing**
- 8. Agglomeration of health-related facilities can support aging population**

Figure 4.2: Land Use and Zoning

(IPD), and Open Space (O-S) zones.

Public input and feedback addressed several aspects of land use and zoning including maintaining the historic character of the neighborhood through re-use of older buildings and historically sensitive new development. In addition, input and feedback included a desire for diverse housing options for all age groups and income levels, holding property owners accountable through code enforcement, the importance of housing assistance programs, the need for more owner occupancy, and the

need for buffers between residential and non-residential properties.

Lastly, summarized earlier in Section 1.2 on page 4, a new city-wide comprehensive plan was recently adopted and will serve as the fundamental basis for making decisions on land use regulation and development. In addition, the Bull's Head Urban Renewal Plan will include specific zoning amendments to effectuate the implementation of plan recommendations within a portion of the study area.

4.4 Land Ownership

Summary Analysis

The inventory of land ownership was summarized in Section 3.5 on page 60.

Overall, of the 185.6 acre study area, 61.5 acres (33.2%) are owned by the City of Rochester, 5.6 acres (3.0%) are owned by the Rochester Housing Authority, and the remaining 118.5 acres (63.8%) are privately owned.

The City of Rochester owns 21.3 acres of parcels (100 individual properties) and 40.2 acres of public right-of-way. Properties owned by the City include Lynchford Park located adjacent to Danforth St, Danforth Community Center located at the intersection of Ames St and West Ave, the Bull's Head Plaza located at 835-855 W Main St, and numerous vacant properties. In total, the City owns 96 (12.1 acres) vacant properties located throughout the study area with a concentration in the center of Bull's Head. Additional summary analysis of vacant land is described in Section "4.7 Vacant, Unoccupied, + Underutilized" on page 154.

Most of the parcels acquired by the City were due to private owner abandonment, foreclosure, tax delinquency, direct sale, or in relation to the Bull's Head Urban Renewal Area. The City's acquisition of land associated with the Bull's Head Urban Renewal Area is based on findings of concentrated disinvestment, decreased property values, high poverty and crime rates,

and an increasing number of tax foreclosures. While these are typical characteristics of BOA study areas, the level and concentration of these issues within the center of Bull's Head presented unique challenges which required additional planning and City intervention to ensure the health, safety, and welfare of the community.

Outlined in the Bull's Head Urban Renewal Plan, this acquired land will undergo environmental due diligence and targeted demolitions to remove blighted buildings and provide suitable sites for redevelopment. Also within the Urban Renewal Plan is an urban design and transportation framework which exemplifies the community's vision for an attractive and thriving neighborhood. The recommendations detailed within the Urban Renewal Plan, including the urban design and transportation frameworks, have been incorporated into this Plan.

The designation of an Urban Renewal District offers increased opportunity to stimulate economic development, community revitalization, and siting of public amenities such as new transportation and utility infrastructure, public open space, a neighborhood service center, and a Rochester Police Department Station. Overall, the large percentage of City-owned land within the entire study area represents a significant opportunity for redevelopment for public or private uses.

The Rochester Housing Authority owns 12 properties (5.6 acres) within the study area which includes three properties associated with their primary office at 675 W Main St, the Danforth Towers located at 140 & 160 West Ave, and several other smaller properties. All of the properties owned by the Authority are actively used and not otherwise available for development.

Privately owned land accounts for approximately 63.8% or 118.5 acres of parcels within the study area totaling nearly 500 individual properties. Parcel size ranges from less than 0.1 acre to 14.4 acres with most less than 0.5 acres. Of the privately owned properties within the study area, 32 (18.9 acres) are vacant land, 35 have been abandoned, and 115 were identified as underutilized. The largest private property is 14.4 acres of vacant land located at 95 Ames St.

Of all of the private property within the study area there are no known plans for development or redevelopment. The most recent private development project occurred in 2018 at 715 W Main St. The former gas station and parking lot located at this property was redeveloped as a Family Dollar retail store. Other recent development includes the Brown St Apartments and Halstead Square property both developed by DePaul Properties in 2010.

The traditional development of Bull's Head with small urban properties, a mix of uses, and small interconnected blocks can be traced back to the founding of the area in the late 19th century through early 20th century. These characteristics can be leveraged with City-owned property as the increased demand for traditional neighborhoods has resulted in new development opportunities. Clusters of City-owned property in the center of Bull's Head and other clusters within the residential areas can be redeveloped as supported in the findings of the Economic & Market Trends Analysis. In addition, the City has expressed interest in locating a Rochester Police Department station within the center of Bull's Head. Other public uses should align with the findings from this plan including the need for public recreation space, park and open space, and the need for transit stop facilities along W Main St.

#KEY FINDINGS

- 1. City owns 12.1 acres of vacant land within the BOA**
- 2. City owns majority of land within the center of Bull's Head**
- 3. Land assembly is taking place throughout portions of the study area**
- 4. City is interested in locating a Rochester Police Department Station in the center of Bull's Head**
- 5. Other City-owned land can be redeveloped for public purposes**

Figure 4.3: Land Ownership

4.5 Transportation + Infrastructure

Summary Analysis

The transportation inventory was summarized in Section 3.9 on page 76 and included vehicle, transit, bicycle, pedestrian, and freight networks. The infrastructure and utility inventory was summarized in Section 3.10 on page 94.

Overall, the Bull's Head study area includes a road network that is a traditional urban grid layout typical of other northeast cities developed during the late 19th and early 20th Centuries. This layout of roads facilitates fast and convenient connection to surrounding neighborhoods and includes an extensive network of sidewalks and crosswalks.

A more complete picture of the transportation system was obtained through a traffic study completed in early 2019 for portions of the BOA study area. The traffic study documented the existing roadway network and analyzed five intersections to assess existing conditions operations and identify any safety deficiencies.

The traffic study focused on four primary corridors: W Main St, West Ave, Genesee St, and Brown St. These corridors connect Bull's Head to major commercial, civic, transportation, and residential areas throughout the west side. However, these corridors converge within Bull's Head which results in heavy traffic and an

unfriendly pedestrian and bicycle environment that has, in part, lead to the decline in adjacent traditional small-scale commercial activity.

The traffic study found vehicular volumes are highest on W Main St between Genesee St and Chili Ave and intersection volumes highest at W Main St/Genesee St/Brown St. The analysis of intersections identified most vehicular movements have the highest Level of Service (LOS) A for both the AM and PM periods. However, three AM and nine PM movements had a LOS D, and three PM movements had a LOS E. In addition, the analysis found delays and queues caused by bus stops at each intersection.

The traffic study analyzed all 90 reported accidents at the study intersections for the most recent three-year period. During this period there were no fatalities, however, 20 out of the 90 (22%) total accidents involved an injury. The analysis also revealed that 4 out of the 90 (4%) accidents involved a pedestrian and no accidents involved a bicycle. Accident rates were compared to the statewide average and found that three intersections had accident rates over the statewide average rates: W Main St/Jefferson Ave; W Main St/Genesee St/Brown St; and, West Ave/Ames St. These accidents were further examined to identify potential patterns and if the patterns were correctable.

Corrective measures identified include signal timing adjustments, striping, on-street parking restrictions, and lane reductions/road diets.

The traffic study also collected pedestrian crossing data which identified high pedestrian volumes at the W Main St/Henion St intersection, W Main St/Jefferson Ave intersection, and the W Main St/Chili Ave/West Ave/York St intersection. The pedestrian network within the study area mirrors the traditional urban grid layout of roads which facilitates pedestrian access and connectivity. Most block faces and block perimeters are short and can be traveled within minutes. However, the study found some blocks are relatively large, there are numerous unmarked crosswalks across and adjacent to major roads, and numerous crosswalks lack vehicular control or signage.

Separate from the traffic study, the transit network, routes, and stops were reviewed within the entire BOA study area. Overall, Bull's Head is serviced by RTS Routes 4, 8, 25, and 28 with numerous bus stops along these routes, only two of which include a shelter and seating. Current planning efforts by the RTS will change transit service within the study area by consolidating routes and reducing headways. Other recent transit planning efforts have identified opportunities for transit supportive development along W Main St, Chili Ave,

and Genesee St. Planning recommendations encourage greater density development to increase boarding and daily ridership.

The bicycle network within the study area includes dedicated bicycle lanes, shared-use markings, and a small portion of a bicycle boulevard. Of the 2.0 miles of roads in the study area that are classified as either a minor arterial or major collector, 55% have on-road bicycle infrastructure. In addition, there is a noticeable gap of bicycle infrastructure in the center of the Bull's Head area adjacent to St. Mary's Campus and Bull's Head Plaza and most intersections within the study area lack bicycle markings or accommodations. Generally, there is a lack of inter-connected bicycle facilities.

Public input and feedback addressed several aspects of the transportation system including the need for safer infrastructure for pedestrians and bicyclists, concern for high traffic volumes and speeding, dangerous intersections, and the desire for expanded transit options.

The Bull's Head study area is located adjacent to a CSX-owned rail line which provides the primary east-west rail service for New York State with connections to markets across the region, country, and Canada. A rail spur located adjacent to the main line runs between the main line and properties at the northern end of the

#KEY FINDINGS

- 1. Several intersections have high volumes and safety concerns/issues**
- 2. Some roads and intersections have excess capacity**
- 3. Some sidewalks and crosswalks feel unsafe due to high traffic volumes, proximity to moving traffic, and lack of traffic controls**
- 4. Some crosswalk distances are excessive and limit mobility**
- 5. Area lacks inter-connected bicycle facilities and intersection facilities**
- 6. Area lacks bus stop shelters at key transfer stops**
- 7. Rail siding opportunities may be limited due to parcel sizes**
- 8. Some water/sewer infrastructure was constructed before 1900**

Figure 4.4: Transportation and Infrastructure

study area. The spur has one rail siding which services 26-64 Chester St. There is potential for other properties along the rail spur to develop a rail siding, however, market potential is limited due to the relatively small size of these properties. Parcel consolidation and targeting specialized manufacturers will be critical for re-use of these properties for manufacturing.

Infrastructure and utilities within the study area have serviced properties for over 100 years. Although every property is serviced and there has been a general decline in commercial

and residential activity, new development and redevelopment projects would need to be coordinated with city, county, and local utility companies to determine project needs, individual site capacities, and any needed upgrades to meet site demand.

4.6 Parks, Historic, + Natural Resources

Summary Analysis

The Parks and Open Space inventory was summarized in Section 3.6 on page 64, Historic Resources inventory in Section 3.8 on page 72, and Natural Resources inventory in Section 3.11 on page 98. Overall, the study area contains only one City park, several local, State and National-designated historic resources, and no natural resources.

Within the Bull's Head study area is the Danforth Community Center and Auditorium which is located at the intersection of West Ave and Ames St. Located adjacent to the community center is Lynchford Park. Both the community center and Lynchford Park contain open lawn and total approximately 2.8 acres. There are no park or recreation amenities at either facility and no other parks or designated open space are located within the study area.

In close proximity to the study area is the Wilson Foundation Academy Sports Complex, Jefferson Terrace Park, Susan B. Anthony Square, and Grape Wilder Park. The Wilson Foundation Academy Sports Complex is over 8 acres, owned by Rochester Public Schools, and less than a one minute walk from the southern edge of study area near St. Mary's Campus and Bull's Head Plaza. Facilities at the sports complex include a playground, basketball court, baseball field, softball field, track, and football

field. However, as a recreational facility owned by Rochester Public Schools, the ability for local residents to use these facilities is limited. Other nearby facilities are located at Jefferson Terrace Park and Grape Wilder Park.

Based on information from the US National Recreation and Park Association, there is on average 8.5 acres of parkland per 1,000 residents for municipalities around the same size as the city of Rochester. While the city of Rochester as a whole contains approximately 16.8 acres of parkland per 1,000 residents, within the boundary of the study area there are 1.6 acres of parkland per 1,000 residents.

The lack of parks within and around the study area has been consistently mentioned during public meetings with specific comments regarding the desire for outdoor and indoor recreational facilities, playgrounds, fields, parks, and open space. Other public input and feedback regarding parks and open space included dedicated space for events/gatherings, playgrounds for neighborhood youth, space for neighborhood/farmers markets, and the desire to use small vacant lots for pocket parks or community gardens.

With respect to Historic Resources, the study area contains the Church of Saints Peter and Paul Complex and a portion of the Chili-

West Historic District. Both are listed on the State and National Registers of Historic Places. Also located within the study area are several properties identified by the NY State Historic Preservation Office as eligible for listing on the State and National Registers of Historic Places. Adjacent to the study area is the Madison Square - West Main Street Historic District which is listed on the State and National Registers and within the same geographic boundary as the locally designated Susan B. Anthony Preservation District. Based on windshield surveys and knowledge of neighborhood history, the study area may contain additional historic resources eligible for local designation or State/National Registers due to notable exterior architectural features and historic roles of some properties and buildings within the neighborhood.

Public input and feedback regarding historic resources has included a desire to maintain remaining historic buildings through adaptive re-use and a desire for new development to respect the historic character and scale of the neighborhood. Unfortunately many older buildings within the study area are no longer present due to decades of neglect and disinvestment. However, once environmental due-diligence is completed, new development can be designed to respect the history of the neighborhood and the traditional neighborhood

design discussed at numerous public meetings.

The inventory of Natural Resources within the study area included a review of topography, soils, surface waters, groundwater, fish and wildlife habitats, visual quality, agricultural lands, air quality, and any designated local, State, or Federal natural resources. Based on this review, there are no documented, visually significant, or significant natural resources within the study area. As a developed urban area for over 100 years, the study area is void of any surface water features, known wildlife habitats, or agricultural lands.

Although the study area contains numerous brownfields, groundwater contamination is isolated from affecting the population because potable drinking water is provided by the Rochester Bureau of Water. Soil and fill contamination on brownfield sites is a potential concern during excavation for development, infrastructure, and utility work. Additional description of brownfields is provided in Section “4.8 Brownfields” on page 156.

#KEY FINDINGS

- 1. Lynchford Park is located adjacent to the Danforth Community Center and is the only park in the study area**
- 2. Lynchford Park has no park or recreational amenities**
- 3. Some park and recreation facilities are located near the study area**
- 4. Study area includes portions of Chili-West Historic District, all of the Saints Peter and Paul Complex Historic District, and is adjacent to the Susan B. Anthony Preservation District**
- 5. Some properties/buildings have been determined to be eligible for designation by the State Historic Preservation Office**
- 6. Most properties within the study area have not been evaluated for local, state, or national historic designation**
- 7. The study area has no significant natural features**

Figure 4.5: Parks, Historic, and Natural Resources

4.7 Vacant, Unoccupied, + Underutilized

Summary Analysis

The vacant land and unoccupied building inventory was summarized in Section 3.12 on page 100. The purpose, methodology, and results of the underutilized site identification is summarized in Section 3.14 on page 124. Overall, the study area includes a significant amount of vacant land, numerous unoccupied buildings, and a significant amount of underutilized land.

Vacant Land within the study area includes 128 individual properties. This vacant land represents 31.0 acres of land or 21.3% of the study area. Of this 31.0 acres, 10.8 acres (103 properties) of vacant land were formerly residential, 4.8 acres (18 properties) were formerly commercial, and 15.4 acres (7 properties) were formerly industrial. The City owns 12.1 acres (96 individual properties) of this vacant land. However, the largest single parcel of vacant land privately owned and located at 95 Ames St. This property is commonly referred to as the former Taylor Instruments site and has a long history of environmental contamination as described in Section “3.13 Brownfield Sites” on page 102.

Vacant land is found throughout the Bull’s Head study area with a concentration just north of the Bull’s Head Plaza. The lack of buildings and activity within the center of

the Bull’s Head and along W Main St greatly detracts from the pedestrian realm, detracts from a sense of neighborhood identity, and limits business interest in the surrounding area. The redevelopment of large vacant properties would spur redevelopment of smaller vacant properties in the study area.

Several relatively small, formerly residential vacant parcels are found throughout the study area and lack the width, depth, and acreage to support larger redevelopment. Due to the size of these properties and the minimum lot area requirements per the zoning code, many vacant residential properties will not be easily redeveloped. For example, of the 62 vacant lots zoned R-2, 17 of them do not meet minimum lot area requirements for development as multi-family. Of the 33 vacant lots zoned R-1, 21 of them do not meet the minimum lot area requirements for development as single-family detached. Redevelopment of small lots will require evaluation under local and State zoning variance requirements. This further complicates redevelopment which requires education and assistance to overcome.

Public input and feedback regarding vacant land included re-use of the properties for infill development, mixed-use buildings, neighborhood gardens, public parks, recreation facilities, educational facilities, new police

station, residential uses, manufacturing uses, and commercial uses. Overall, public input stressed the importance of maintaining an urban feel which is embodied in traditional neighborhood design. Redevelopment potential of vacant land which considers the inventory, analysis, and public input is further described in Section 4.9 on page 158.

The inventory and analysis included a summary of the 36 properties identified by the City as containing an unoccupied or abandoned building. Unoccupied/abandoned buildings can be found throughout the study area and represent a large risk to the community. As neglected properties, they pose a fire, collapse, and demolition risk. The exact reason for abandonment or the proliferation of unoccupied structures is unknown. However, the City actively monitors these properties for foreclosure, tax delinquency, and neglect. In total, 25.9% of the study area contains a combination of vacant land and properties with unoccupied buildings.

Through the quantitative and qualitative methodology used by the BOA Team, a total of 212 properties were identified in the study area as underutilized. 97 properties (16.3 acres) identified as underutilized are owned by the City. These properties include primarily vacant land and the Bull’s Head Plaza at 835-855 W

Main St. Vacant land owned by the City is found throughout the study area with a concentration within the center of Bull's Head. The remaining 115 properties (43.7 acres) identified as underutilized are privately owned and are also found throughout the study area.

Of the five criteria used to identify underutilized sites, the criteria which resulted in the most sites was Criteria 2 - Vacant Properties with 128 properties, followed by Criteria 4 - Unoccupied Buildings with 36 properties, and Criteria 3 - Parking Lots with 26 properties.

The identification of underutilized properties provides a better understanding of those properties within the study area that are underperforming, idle, vacant, or not operating at their highest and best potential. The list of underutilized properties was used for identification of strategic sites and can also be used for future planning and prioritization of revitalization funds. Notable underutilized sites include the former Taylor Instruments site due to its large size and vacant condition, the Salvation Army site (parking area) at 56 West Ave and the Bull's Head Plaza at 835-855 W Main St due to the large proportion of surface parking, several properties along Chester St due to their principal use for parking, and numerous properties along the railroad right-of-way due to low assessed property values.

#KEY FINDINGS

- 1. 103 vacant residential parcels (10.8 acres)**
- 2. 18 vacant commercial parcels (4.8 acres)**
- 3. 7 vacant industrial parcels (15.4 acres)**
- 4. Amount of vacant land has been increasing steadily**
- 5. 36 properties with unoccupied buildings within the BOA**
- 6. 212 underutilized properties within the BOA (60.0 acres)**
- 7. Over 1/3 of the BOA study area is underutilized urban land**

Figure 4.6: Vacant, Unoccupied, and Underutilized Properties

Public input and feedback regarding vacant land, unoccupied buildings, and underutilized sites included a resounding desire for redevelopment and re-use but with many different ideas and approaches. Land uses mentioned during the meetings included educational, commercial, residential, manufacturing, and park/recreation. Input for redevelopment of vacant land and ideas for better use of abandoned and underutilized properties is further described in Section "4.9 Redevelopment Opportunities" on page 158.

4.8 Brownfields

Summary Analysis

The inventory and analysis of brownfields was summarized in Section 3.13 on page 102 which included the historical background of environmental concerns within the study area, the methods used for identification of environmental concerns, analysis of environmental concerns, and an overview of identified potential brownfields.

In total, the BOA Team utilized numerous existing environmental databases, historical maps, and aerial photography to identify 119 properties within the study area that have potential environmental concerns. This represents 75.9 acres and 52% of the study area. In total, the City of Rochester owns 31 of these properties (13.6 acres) with the remaining 88 properties (62.3 acres) privately owned.

Based on an analysis of these environmental concerns, each of the 119 properties was categorized with a High, Moderate, or Low Level of Concern (LOC). 36 properties were categorized as having a high LOC, 14 properties with a moderate LOC, and 69 with a low LOC. Of these 119 properties, 59 (40.6 acres) met the definition for consideration as a brownfield and were further described in “Figure 3.35: Brownfield Sites Table” on page 112. No residential property with a Low LOC were identified as a brownfield. In addition, no

residential properties were identified with an LOC of Moderate or High. All non-residential properties with a Moderate or High LOC were identified as brownfields. A few non-residential properties with a Low LOC were designated as a brownfield based on the known or suspected environmental concerns identified during the review process.

Properties with a high LOC include 95 Ames St, 68-92 Genesee St, 51 Chili Ave, several small properties along W Main St, and numerous properties adjacent to the railroad ROW. 95 Ames St is privately-owned and was formerly occupied by Taylor Instruments. Despite clean-up efforts, the property continues to have known and suspected hazardous environmental concerns from the manufacturing of mercury thermometers. 68-92 Genesee St has known environmental concerns from historic uses as a dry cleaner, automotive repair businesses, and gasoline filling station which has resulted in both soil and groundwater contamination. 51 Chili Ave is owned by the City and was formerly used as a gas station and has known soil and groundwater contamination.

Of the 59 brownfield properties (40.6 acres), 21 properties (17.9 acres) are classified as vacant land, 25 properties (15.7 acres) are classified as commercial land, 8 properties (2.7 acres) are parking lots, and 5 properties (4.3 acres)

are classified as manufacturing. The City of Rochester owns 16 brownfield properties (2.8 acres) which area classified as vacant land and one brownfield property (4.2 acres) classified as commercial land (Bull’s Head Plaza). The remaining 42 brownfield properties (33.3 acres) are privately-owned and consist of a mix of vacant land, commercial, parking lots, and manufacturing land.

Within the study area, 19 properties have recently completed a Phase I Environmental Site Assessment (ESA). Three of these properties have completed a Phase II ESA (68-92 Genesee St, 5 Kensington St, and 50 York St). All three of these properties have documented and un-remediated environmental concerns. Of the three properties described earlier as having a High LOC (95 Ames St, 68-92 Genesee St, and 51 Chili Ave), only one property, 68-92 Genesee St, has a completed Phase II ESA. Although 95 Ames St has completed the Voluntary Cleanup Program, the Phase I ESA was conducted after voluntary clean-up activities completed. This Phase I ESA recommended a Phase II ESA due to potential presence of additional environmental containments. According to the NYSDEC, portions of the property have been remediated to commercial/industrial standards. Of the 19 properties with a completed Phase I ESA, the environmental review completed for this Revitalization Plan identified 14 of them as

brownfields due to the presence or potential presence of environmental concerns. A list of these properties is included in “Figure 3.35: Brownfield Sites Table” on page 112. As previously indicated, three of these properties have completed Phase II ESA’s. The other 11 properties with a Phase I ESA merit a Phase II ESA in order to investigate the level and extend of environmental contamination, and determine possible future supportable land uses. The 45 identified brownfields without a Phase I ESA warrant such an environmental review as the first step in the process of environmental due diligence.

Of the total 59 brownfield properties, 25 are identified as strategic brownfield sites. 10 of these sites are city-owned and may qualify for site assessment funding under the NYS Brownfield Opportunity Areas Program. 14 of the strategic brownfield sites are privately owned and would be eligible for site assessment funding if the owners express willingness to participate. A list of all strategic brownfield sites eligible for site assessment funding is provided in “Figure 3.35: Brownfield Sites Table” on page 112. Ultimately, Phase I and II ESA’s are necessary for all brownfield properties to identify presence and extent of environmental contaminants, determine interim land use(s), and determine redevelopment opportunities based on level of clean-up. While Chapter 05 of

#KEY FINDINGS

- 1. 52% of the land within the study area have environmental concerns**
- 2. 36 properties within the study area have a high level-of-concern**
- 3. 59 properties are potential brownfields (40.6 acres)**
- 4. Brownfields are primarily vacant and commercial land**
- 5. Several properties have soil and groundwater contamination**
- 6. Largest brownfield is former Taylor Instruments site (Ames St)**
- 7. Only 19 Phase I and 3 Phase II ESA’s have recently been completed in the study area**
- 8. Lack of information regarding nature and extent of contamination limits land use planning and redevelopment potential**

Figure 4.7: Brownfield Properties

this Revitalization Plan includes recommended land uses for strategic brownfield sites (properties that are designated as both brownfield sites and strategic sites), these land use recommendations are contingent on the results of environmental investigations and level of clean-up completed by the property owners. However, if environmental investigations determine the need for land use controls, these recommendations must be adjusted but remain within the described vision, goals, and objectives of this Revitalization Plan.

4.9 Redevelopment Opportunities

Summary Analysis

Throughout the process for the development of this Revitalization Plan the BOA Team has continually recognized that the Bull's Head area has incredible potential founded in its unique history, location within the city, perseverance of its business owners, and diverse character of its people. Every meeting held during the development of this Plan has been well-attended by the community and has included dozens of comments and feedback which can be summarized around one unified theme: revitalize our neighborhood.

Day-by-day, the City and the residents of the Bull's Head study area have sought to overcome decades of environmental and socioeconomic challenges. These challenges have not deterred their spirit and drive for revitalization, and the findings from this Plan show numerous redevelopment opportunities that have the potential to be transformative of the Bull's Head area and its people.

Economic/Employment Opportunities

The inventory and analysis identified an increase in those 25-34 and 65+ years old and employment growth in several sectors. Employment growth has primarily been within the professional, scientific, and technical services sector, as well as utilities and healthcare. The rate of growth within the Bull's

Head zip code in professional, scientific, and technical services is far greater than the share added to either the city or state. In addition, there is a positive impact from the location of major employers in the area including the St. Mary's Campus and the agglomeration of health-care services.

Despite this growth and concentration of health-care services, education attainment of residents in the study area limits their ability to seek many of these job opportunities. As such, development within the Bull's Head study area that leverages the increase in population and growth in employment must consider training and education programs. These programs could be accommodated by existing businesses, in education space in nearby schools, or in a new facility utilizing vacant or underutilized land within the study area.

Commercial, Residential, and Manufacturing

The analysis of market trends identified current unmet demand for neighborhood-focused retail and multi-family housing. This demand, in part, is due to the increased population in certain age groups, employment growth, desire for walkable urban neighborhoods, and the relatively low supply of new retail space and residential units. Neighborhood focused-retail would best be accommodated through infill mixed-use development with ground floor commercial and

upper floor multi-family housing that focuses on the 25-34 and 65+ age groups. Both of these age groups prefer locations that are within diverse neighborhoods that are walkable, support multiple transportation modes, and are in close proximity to employment, amenities and services.

Despite the industrial and manufacturing heritage, industrial-zoned land, and the proximity of the rail corridor, there is limited near-term potential market-demand for industrial development. This development potential is limited due to the size of the industrial-zoned properties and the cost of redeveloping brownfields sites. Despite these factors, opportunities should continue to be explored for light industrial development and utilization of the rail corridor through specialty manufacturing that utilizes rail-sidings. Development and adaptive reuse of these properties must focus on unique and innovative approaches including spaces for studios and small business incubators.

Sense of Place and Neighborhood Identity

In combination with the findings from the 2009 Community Design Workshop and the feedback from public meetings, commercial and residential demand must be developed with consideration given to the principles of traditional neighborhood

design and utilize brownfield, abandoned, vacant and underutilized land found in the center of Bull's Head and along the study area's primary transportation corridors. Urban infill development in these areas that prioritizes public space, pedestrian activation, transportation alternatives, and environmental sustainability would support the current identified potential for agglomeration of economic activity, pedestrian activity, and a sense of place/neighborhood identity. This sense of place and neighborhood identity has been a common theme throughout public engagement and the planning within the Bull's Head Urban Renewal Plan which seeks to re-establish this identity through transformative re-development of the center of Bull's Head.

In addition, the numerous small vacant properties throughout the residential portion

of the study area have current demand to be developed by residents as community gardens/parks. Larger vacant properties in this portion of the study area may support multi-family subsidized housing developed by the Rochester Housing Authority, non-for-profit housing developers, or private developers.

Strategic Sites and Brownfields

Future land uses of strategic and brownfield sites identified during public meetings and through the inventory and analysis for this plan include mixed-use commercial and residential buildings, infill development, park/open space and recreational facilities, farmers/public markets, grocery stores, and public safety. Several brownfield, vacant, underutilized, and vacant properties present strategic opportunities for development of these land uses which would stimulate further economic

development and community revitalization

The largest strategic site is 95 Ames St and the community expressed desires for new development that included commercial, light industrial and park/open space and recreational amenities. Despite such a large developable property and local interest for redevelopment, further environmental investigation is warranted to determine which land uses can be supported. The planning for the redevelopment of the property will require a master plan that brings together more definition of environmental constraints, market opportunities, and community desires/goals.

As previously mentioned, land uses for all strategic brownfield properties will be dependent on the result of environmental investigations and level of clean-up by property



Single story building and large parking lot on W Main St



Bull's Head Plaza along W Main and Genesee Streets

owners. If environmental investigations determine the need for land use controls, recommendations must be adjusted but remain within the described vision, goals, and objectives of this Revitalization Plan.

Parks and Recreation

Redevelopment opportunities for brownfield, abandoned, vacant, and underutilized land must consider park and recreational facilities. The lack of parks within and around the study area has been consistently mentioned during public meetings with specific comments regarding the desire for outdoor and indoor recreational facilities, playgrounds, fields, parks, and open space. Other public input and feedback regarding parks and open space included dedicated space for events/gatherings, playgrounds for neighborhood youth, space for neighborhood/farmers markets, and the desire to use small vacant lots for pocket parks or community gardens. Larger redevelopment projects should include integration of public

spaces and recreation for a portion of the project. In addition, a master plan for the Danforth Community Center and adjacent Lynchford Park should be developed in order to determine ability to introduce more facilities and programming for this neighborhood asset.

Transportation + Mobility

The transportation network within Bull's Head, particularly along major road corridors, accommodates vehicular traffic but lacks multi-modal amenities for pedestrians, bicyclists and transit users. Moreover, as identified in the traffic study, many of the study area's intersections are unsafe for all travel modes with high accident rates. The lack of multi-modal amenities combined with safety concerns were consistently mentioned during public meetings and improved mobility for all users was a common theme. Transportation network improvements should include traffic calming approaches such as road realignments, roundabouts, sidewalk widening/upgrades,

protected and dedicated bicycle lanes, and streetscaping measures. The focus of these improvements should be along West Main St., West Avenue, Chili Avenue, Genesee St., and Brown Street.



Vacant lot and single story building on W Main Street



Unused lawn at corner of W Main and Brown Streets



Vacant lot on Kensington Street



95 Ames Street (former Taylor Instruments)





05

Recommendations

5.1 Overview

What are BOA Recommendations?

The planning process for the Bull's Head Revitalization Plan utilized significant outreach and engagement with numerous Project Advisory Committee meetings and public meetings. These meetings had a total of over 250 participants who provided over 300 written comments which were analyzed, weighed, and incorporated into the Plan and the BOA Recommendations. The planning process also included significant collaboration with several City departments, Monroe County, and local and state agencies. The community's self-described vision statement, value statements, and goals and objectives guided the planning process and are reflected throughout the Revitalization Plan and the recommendations in this chapter.

In total, 66 BOA Recommendations are detailed on the following pages which seek to overcome the pattern of contamination, disinvestment, and decline that has plagued the area for decades. These recommendations include physical projects, planning projects, policy recommendations, and specific actions recommended to be taken by the City and other local agencies and authorities. These recommendations seek to create a climate of revitalization that realizes the community's vision of becoming a neighborhood that provides a safe, affordable, prosperous, and attractive place for all.

How are the recommendations organized?

To ensure the community's self-described vision, values, goals and objectives are reflected in the BOA Recommendations, the recommendations on the following pages were developed to align with each value statement from Chapter "02". Each value statement includes the corresponding goals and objectives detailed in Figure 2.3 and include two recommendation categories: (1) Actions & Policies and (2) Projects. A narrative description for each recommendation is provided adjoining each value statement.

How were the recommendations created?

The Revitalization Plan includes a detailed inventory and analysis, summary analysis, and key findings which document the unique opportunities and constraints within the Bull's Head study area. The results of these findings were carefully evaluated by the BOA Team and compared with the community's self-described vision statement, value statements, and goals and objectives detailed in Chapter "03". From this comparison, recommendations were developed which seek to leverage opportunities to overcome local challenges and realize the communities vision. As a result, the recommendations in this chapter directly align with the community's vision and value statements, and also considers the opportunities and constraints of the Bull's

#VISION

The Bull's Head area is an attractive and prosperous neighborhood which includes opportunities for all current and future residents of all ages and income levels.

Once contaminated, vacant, and blighted lands are now healthy and sustainable places where our local businesses and residents thrive.

We embrace our historic and strategic location as a center of commerce and health, and leverage our role as a transportation hub that connects all people and modes safely and comfortably.

Our parks and open spaces play an active role in connecting our community to nature and provide recreation options for our youth.

Our broad inclusiveness and continuous drive to improve our neighborhood provides a safe, affordable, prosperous, and attractive place for all.

Head study area including environmental, site, historic, and socioeconomic conditions. In addition, recommendations include anticipated land uses and interim land uses including residential, commercial, light industrial/manufacturing, recreational, and cultural.

#VALUE STATEMENTS

We Value...

A sense of community connecting neighbors

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

Employment opportunities from new and expanded businesses supported by training and education

New development that utilizes brownfield, vacant, and underutilized land

Historic character maintained through new development and reuse of existing buildings

Improved housing opportunities for current and future residents that also assist first time and current homeowners

Green space, parks, and recreation facilities with space for community events, gatherings, and markets

Public safety and the efforts of RPD to address crime and violence

How will these recommendations be used?

Described earlier in Chapter “01”, this Plan is companion to other planning efforts initiated by the City and represents another step forward in eliminating the constraints to revitalization and the realization of the community’s vision

of a strong and prosperous neighborhood. The Revitalization Plan and recommendations will be used in a systematic fashion by the City, local authorities, and agencies to align resources for further analysis of recommendations and planning resources for implementation.

Next steps for planning and implementation include a review of implementation techniques and strategies, compliance with the New York State Environmental Quality Review Act (SEQRA) regulations, site assessments, remedial investigations, remediations (site clean-ups), and pre-development activities. Additional public meetings will be held to review key components and milestones during implementation.

Which recommendations are specific to brownfield and strategic sites?

The presence of numerous brownfields in the Bull’s Head study area has been a burden on the community which has constrained revitalization and redevelopment for decades. Numerous recommendations directly and indirectly address the issues of brownfield sites including the recommendations associated with the value statement “New development that utilizes brownfield, vacant, and underutilized land.” Strategic sites play a critical role in the revitalization of the Bull’s Head study area. Numerous recommendations are included on

the following pages for strategic sites with specific land use recommendations for each strategic site described in Section 5.10 on page 196.

What if I own one of these properties?

The recommendations included in this Plan focus on the Bull’s study area with the goal of realizing the community’s vision of becoming a neighborhood that provides a safe, affordable, prosperous, and attractive place for all. For properties and rights-of-way owned by the City, recommendations will progress through additional planning, public engagement, and alignment of resources for implementation. Properties privately owned that are identified as strategic brownfield sites may be eligible for funding if additional environmental information is required to assist in determining future land use. In addition, the location of a brownfield within a strategic site results in prioritization during the application process to receive the “BOA Bump-up” tax credit. Property owners are encouraged to consider recommendations during construction or renovation activities.

How do I learn more?

Visit www.cityofrochester.gov/BullsHeadRevitalization/ or contact the City of Rochester Department of Neighborhood and Business Development located in City Hall at 30 Church St., Rochester, NY 14614.

We Value . . .

A sense of community connecting neighbors

Goals + Objectives

- Coordinate/consolidate efforts of neighborhood and business associations with direct involvement and impact in the Bull's Head area
- Facilitate neighborhood events and farmers markets
- Evaluate expansion of programming and facilities at the Danforth Community Center

Recommended Actions + Policies

1. Work with local residents to create a Bull's Head Neighborhood Association
2. Work with local businesses to create a business association and explore opportunities for creation of a business improvement district
3. Facilitate neighborhood events and farmers markets
4. Work with existing businesses, organizations, and health/human service providers to maintain their presence in the community
5. Continue to support and work with health/human service providers in the community to ensure those services continue supporting Bull's Head residents

Recommended Projects

1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center
2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity
3. Include community meeting space(s), possibly in conjunction with a Bull's Head RPD station
4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming

Detailed Recommended Actions + Policies

1. **Work with local residents to create a Bull's Head Neighborhood Association**

The Bull's Head study area currently has no dedicated neighborhood association representing residents or other stakeholders. Although a locally known center of commercial and civic activity, five different neighborhood associations partially include the Bull's Head study area. Although the 19th Ward has taken an active and productive role in the area, a dedicated Bull's Head Neighborhood Association would provide a forum for Bull's Head residents to collaborate, discuss issues and opportunities, share ideas, and work together as a unified voice to improve the area. With support from the City, active and dedicated Bull's Head residents should work towards the formation of an association and promote the benefits of an association to increase membership and activity.

2. **Work with local businesses to create a business association and explore opportunities for creation of a business improvement district**

Although numerous businesses, service providers, and institutions call Bull's Head home, the area does not currently have a dedicated business association. While larger business associations are active throughout the city and region, Bull's Head would benefit from an association dedicated to promoting the economic activity of the area. Business associations often not only include businesses, but also not-for-profits, non-governmental organizations, educational institutions, and individual local professionals. Similar to the goals of a neighborhood association, a business association would provide a forum for sharing ideas, networking, and be a dedicated association with the economic interest of Bull's Head.

3. **Facilitate neighborhood events and farmers markets**

The presence of farmers markets and local neighborhood events has been on a steady rise in communities across New York State. The presence of a farmer's market increases local identity / sense of place and social interactions, provides a place of environmental education,

improves livability, and increases visits and tourism to a neighborhood. According to the Farmers Market Federation of New York, there are nearly 700 farmers markets in New York State providing direct economic impact to their respective communities. In addition, according to the Farmers Market Coalition, locally-owned retailers, such as farmers markets, return more than three times as much of their sales to the local economy compared to chain competitors. Growers selling locally also create more full-time jobs. Neighborhood associations, existing businesses, representatives from the Danforth Community Center, and the Farmers Market Federation of NY should convene to establish a space for neighborhood events and markets.

4. **Work with existing businesses, organizations, and health/human service providers to maintain their presence in the community**

An important asset in the Bull's Head area is the presence of numerous health service providers, non-profit organizations, and local businesses. While only 2% of BOA residents work in the BOA, these local businesses must maintain a presence in the community as they provide vital goods and services. As revitalization of the area progresses, any local businesses, organizations, and health/human service providers that may need to relocate should be assisted to find accommodations in the general area.

5. **Continue to support and work with health/human service providers in the community to ensure those services continue supporting Bull's Head residents**

The Bull's Head study area includes numerous health/human service providers including St. Mary's Campus which is part of Rochester Regional Health, the Center for Community Practice, formerly known as the Center for Health and Behavioral Training, St. Peter's Kitchen which has been serving the community for over 30 years, a Walgreens located at the intersection of W Main St and Henion St, and numerous places of faith that serve the community. These providers should be encouraged to remain in the community as revitalization progresses.

Detailed Recommended Projects

1. Add outdoor amenities such as power and water connections to support farmers markets and other outdoor events at the Danforth Community Center

Although a definitive site for a farmer's market needs to be carefully considered and chosen, the Danforth Community Center offers numerous advantages for outdoor community events. The Community Center is locally well known, easy to access, highly visible, has on-site parking, and is adjacent public transit access. If chosen as a location for a farmers market, the Community Center should be evaluated for its ability to support the needs of event organizers, supporters, participants, and the local visiting public. To support numerous types of outdoor events, the Community Center needs to be evaluated and capacity added for outdoor electrical and water connections, and restroom facilities. Outdoor lighting should also be evaluated for access, safety, and event support.

2. Create gateway features, signs, and other street elements that promote a sense of place and neighborhood identity

A strong and authentic "sense of place" in an urban neighborhood is critical for long term success because residents and visitors are drawn to communities that attract, excite, and engage us. These neighborhoods are not homogeneous. They are warm, welcoming, safe, and most of all, created by local residents to match their unique values and traditions.

Numerous recommendations within this chapter promote a positive sense of place that encourages local businesses to thrive, pedestrian activity, and increased safety. Additional measures include branding the neighborhood through entrance signage, banners, and other elements that identify the area as the Bull's Head Neighborhood. Additional measures include encouraging a consistent pattern of development, creating quality and active public spaces, addressing transportation issues, reducing the number and visibility of surface parking lots, encouraging a diversity of land uses to promote activity, and promoting development that is considerate of the areas history.

3. Include community meeting space(s), possibly in conjunction with a Bull's Head RPD station

As the revitalization of the Bull's Head area progresses it will be increasingly important for the community to have a community meeting space. Such a space would offer Bull's Head residents the ability to gather, discuss, and collaborate. The space could be used by neighborhood associations, business associations, other community and environmental groups, and for job fairs and short-term education and training events. Such a community meeting space should be considered in conjunction with the planning process for the location of a possible new Rochester Police Department station in Bull's Head.

4. Complete a facility master plan for the Danforth Community Center that explores expanded facilities, amenities, services, and programming

Community centers are a vital resource to a community, offering group activities, event spaces, social support, public information, health, recreation, and fitness. Fundamentally, they are anchor institutions that support healthy communities. As the Bull's Head area continues to change and attract diverse residents, the center must meet their evolving needs. Numerous comments during the public meetings expressed desires for updating and expanding the Center.

To fully understand Bull's Head residents' needs for the Danforth Community Center, a facility master plan should be commissioned that explores the possibility of expanded facilities, amenities, services, and programming. Such a plan should address short-term and long-term needs of the facility and establish metrics for evaluating effectiveness and impact of limited resources. One short-term need is the evaluation of the State Historic Preservation Office (SHPO) designation of the Danforth Community Center as eligible for listing on the State and National Registers of Historic Places. Any modifications to the facility would need to be reviewed by the SHPO to determine possible impacts and ensure any rehabilitation and/or expansion is compatible with National Parks Service standards.

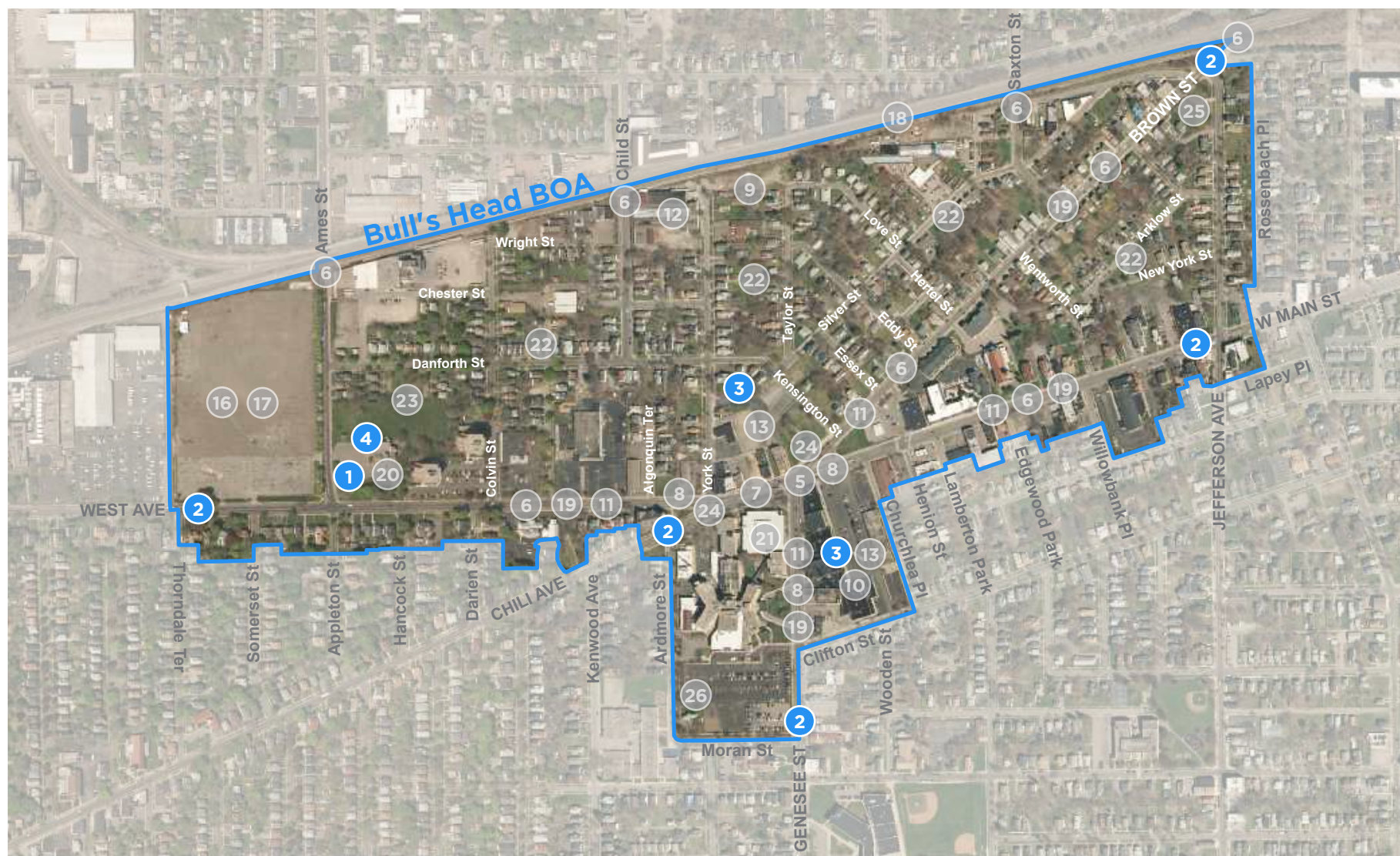
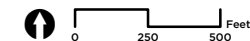


Figure 5.1: Sense of Community Projects



We Value . . .

Transportation that is safe and accessible for everyone including pedestrians and bicyclists

Goals + Objectives

- Utilize “complete street” tools for pedestrians, bicyclists, and transit users
- Evaluate traffic calming and intersection safety measures
- Encourage new development to incorporate bicycle, pedestrian, and transit facilities

Recommended Actions + Policies

6. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience
7. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development
8. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development
9. Continue exploring options and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull’s Head URP
10. Continue exploring design options, engineering, and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull’s Head URP

Recommended Projects

5. Reconfigure W Main St, Genesee St, and Brown St utilizing a “complete streets” approach, accessibility improvements, and green infrastructure technologies
6. Improve pedestrian connectivity, accessibility, and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses
7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through the Bull’s Head
8. Add accessible transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles
9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land

Detailed Recommended Actions + Policies

6. Promote and provide incentives for streetscaping and pedestrian amenities in front of businesses that enhance the pedestrian experience

Well-designed pedestrian spaces create a positive sense of place that is shown to correlate to higher levels of economic activity and a desire for residential. These designs utilize streetscaping and pedestrian amenities to create vibrant centers of activity that utilize aesthetically attractive roadways and pedestrian areas/plazas. Many portions of the Bull's Head study area, however, lack a positive sense of place. To correct this, the benefits of streetscaping and pedestrian amenities should continually be promoted, and the creation of a grant to award funds to local businesses for streetscaping and pedestrian amenities, or the creation of a business improvement district (BID) that could finance such improvements, should be explored.

7. Promote and provide incentives for the incorporation of bicycle, pedestrian, and transit facilities in new development

As the demand grows for bicycle infrastructure, pedestrian-friendly places, and transit accessibility, the city has made considerable advancement in the promotion and construction of these networks and facilities. Few places in Bull's Head have facilities and amenities to accommodate these users. Promoting the benefits of pedestrian-friendly places, bicycle accommodations, and walkable neighborhoods should continue as a high priority for the City. The City could explore incentives for these facilities through a grant awarding fund or the creation of a BID. These incentives would work in combination with the City's complete streets policy, minimum bicycle parking requirements, and the City-wide Design Guidelines Ordinance.

8. Examine feasibility of zoning code modification to reduce minimum parking requirements and require alternative transportation modes for new development

The negative impact of minimum parking requirements on the built form/function of a city and the transportation network has been

well studied and documented. In the absence of other development requirements, auto-oriented land uses reduce transportation choice by limiting non-vehicular accommodations and by creating low-density development which reduces the willingness to use other modes. In addition, Rochester has a high percentage of residents who do not have access to a personal vehicle and rely upon alternatives modes such as transit and bicycle networks/facilities. Consistent with Rochester 2034, the City should remove and/or reduce minimum parking requirements for future commercial, mixed-use, and large-scale housing development in all mixed-use character areas. In addition, the City should examine requiring transportation demand management strategies that provide alternative modes.

9. Continue exploring options and funding to support the re-alignment of Brown St and extension of Genesee St as proposed in the Bull's Head URP

The intersection of Brown St, Genesee St, and W Main St has been a point of discussion for decades due to acute approach angles, line-of-sight issues, large traffic volume, safety issues, lack of bicycle facilities, and long pedestrian crosswalks. This intersection, along with others in the BOA, are part of the Bull's Head URP. The re-alignment of Brown St to a northerly extension of Genesee St was studied and presented as a priority mitigating component of the Bull's Head URP. Funding options to support improvements should be explored.

10. Continue exploring design options and funding to support the re-alignment of Chili Ave and the termination of York St as proposed in the Bull's Head URP

Also included in the Bull's Head URP, the intersection of Chili Ave and York St has been a point of discussion for decades because of acute approach angles, line-of-sight issues, large traffic volumes, safety issues, lack of bicycle facilities, and long pedestrian crosswalks. Both the re-alignment of Chili Ave at W Main St and the termination of vehicular access to/connection at W Main St were studied and presented as priority mitigating components of the Bull's Head URP.

Detailed Recommended Projects

5. Reconfigure W Main St, Genesee St, and Brown St utilizing a “complete streets” approach, accessibility improvements, and green infrastructure technologies

Consistent with the City of Rochester’s complete streets policy, the Bull’s Head URP recommends reconfiguration of the W Main St, Genesee St, and Brown St intersection to correct numerous operational and safety issues. Recommended improvements in the Bull’s Head URP include reducing the number of travel lanes, reducing the length of crosswalks, adding curb extensions (a.k.a. bump-outs, bump-outs, or neckdowns), adding bicycle lanes and cycle-tracks, increasing sidewalk widths, increasing size of buffer zones (a.k.a. tree lawns) between pedestrians and moving vehicles, and re-alignment of Brown St to create a simplified intersection. These improvements will increase safety and provide improvements to facilities and accommodations for bicyclists and pedestrians.

6. Improve pedestrian connectivity, accessibility, and safety through enhanced crosswalks at intersections, mid-block crosswalks with signage and beacons where appropriate, and enhanced pedestrian lighting at railroad overpasses

The Bull’s Head area was designed and constructed as a dense urban environment with a well-developed network of sidewalks and crosswalks. As vehicle traffic volumes have increased over time, pedestrian infrastructure has been modified and marginalized. The W Main St, Genesee St, and Brown St Intersection and the Chili Ave, West Ave, and W Main St intersection would benefit from enhanced pedestrian infrastructure to accommodate high pedestrian volumes from adjacent employers, businesses, and bus stops.

Due to the excessive distance between dedicated crosswalks with traffic control devices, mid-block crossings near the intersection of West Ave and Colvin St, Brown St and Eddy St, and W Main St and Edgewood Park should be evaluated to accommodate pedestrian movement between residential areas and commercial corridors. Pedestrians rarely consider walking to a crosswalk that is out of their

way, often choosing a more direct route even if that means jaywalking across high traffic roads. Adding mid-block crossings with traffic control devices will increase safety, accessibility, and connectivity.

The Bull’s Head study area is adjacent to a mainline railroad with under-grade crossings for Ames St, Child St, Saxton St, and Brown St. These under-grade crossings are poorly lit and some have narrow sidewalks. This decreases the sense of safety and limits mobility between residential neighborhoods. improved lighting and sidewalks are needed to promote safety, accessibility, and connectivity.

7. Create additional dedicated bicycle facilities to complete a continuous bicycle network through Bull’s Head

The study area includes dedicated bicycle lanes on West Ave and shared-use markings on Genesee St and Brown St. These facilities, however, are not present in the center of the Bull’s Head resulting in a disconnected system in a high vehicle traffic area. The City should continue exploring options for connecting these facilities through or around the center of Bull’s Head.

8. Add accessible transit amenities including shelters, seating, information kiosks, lighting, and garbage/recycling receptacles

As identified in the 2018 Transit Supportive Corridors Study, the W Main St, Chili Ave, and Genesee St corridors are transit supportive and would benefit from transit supportive development enhanced by transit amenities such as shelters, seating, information kiosks, lighting, and garbage/recycling receptacles.

9. Improve vehicle and pedestrian circulation by extending Love St to York St utilizing vacant land

The northern properties on Taylor St and York St, although having abutting backyards, are disconnected from each-other. Extending Love St connecting to Taylor St and York St would provide pedestrian connectivity and eliminate the York St dead-end.

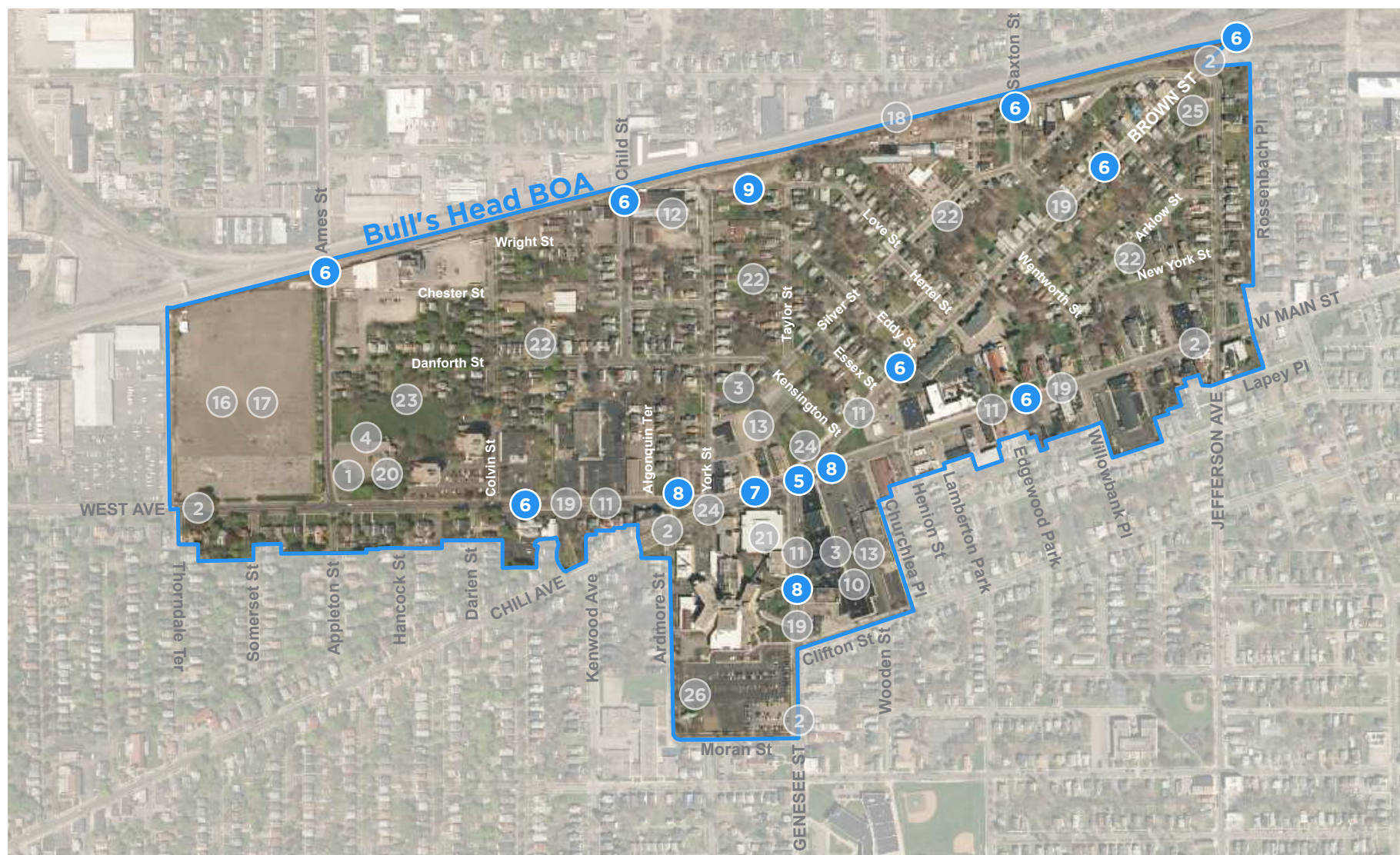
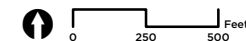


Figure 5.2: Transportation Projects



We Value . . .

Employment opportunities from new and expanded businesses supported by training and education

Goals + Objectives

- Encourage the hiring and training of local residents in local businesses
- Develop a business recruitment program to bring businesses to the Bull's Head area
- Host business association events tied to job fairs

Recommended Actions + Policies

11. Promote existing workforce development programs through marketing and information campaigns
12. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses
13. Promote and encourage the hiring and training of local residents for local businesses
14. Develop a business recruitment program to encourage businesses to establish a presence or expand in Bull's Head
15. Host business association events tied to job fairs
16. Continue working with Rochester Regional Health to support new employment opportunities, health services, and utilization of existing spaces at the St. Mary's Campus

Recommended Projects

10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA
11. Increase business opportunities on commercial corridors to attract new job growth in the Bull's Head Neighborhood
12. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor

Detailed Recommended Actions + Policies

11. Promote existing workforce development programs through marketing and information campaigns

Workforce development programs are essential to providing disadvantaged populations with the skills needed to acquire and link them to long-term employment opportunities. Fortunately, a number of organizations including OACES and RochesterWorks! already provide these types of services and programs to Rochester area residents including the Bull's Head community. To maximize use of these available workforce development programs, the City should collaborate with these organizations to promote their benefits, establishing targeted marketing and information campaigns that recruit residents for skills development and re-employment opportunities.

12. Promote re-use of existing vacant commercial space for new and relocated neighborhood businesses

A number of vacant commercial spaces were identified within the Bull's Head study area that could provide ample space for both start-up businesses and new businesses interested in locating within the Bull's Head community. With collaboration between property owners and other stakeholders, property profiles that promote the reuse or adaptive reuse of commercial spaces throughout the Bull's Head study area targeting home grown businesses, should be developed. The property profiles should include the availability of various tax incentives to encourage adaptive reuse of existing buildings to house existing and new businesses.

13. Promote and encourage the hiring and training of local residents for local businesses

With proper workforce training, residents of Bull's Head and surrounding city neighborhoods can fully participate in the economic revitalization of their communities. With unemployment three times the national average, partnerships should be created between organizations such as OACES and RochesterWorks! and the local

business community to create training programs that lead to job placement in existing and new businesses establishing a presence in the community.

14. Develop a business recruitment program to encourage businesses to establish a presence or expand in Bull's Head

As indicated in the market trends analysis, a demand for commercial neighborhood businesses was identified to serve the immediate and daily needs of residents and create a self-sustaining community. In conjunction with the City's ongoing business recruitment and incentivized programs, the City should develop a business recruitment program that targets the Bull's Head community, focusing on the business gaps identified in the market trends analysis.

15. Host business association events tied to job fairs

In partnership with community-based organizations and other local stakeholders, the use of job fairs as a recruitment tool for local employers within and outside the Bull's Head community, should be encouraged. The effort should focus on Bull's Head residents who are unemployed or underemployed and should include collaboration with local employers such as Rochester Regional Health, potentially the Rochester Police Department, and others.

16. Continue working with Rochester Regional Health to support new employment opportunities, health services, and utilization of existing spaces at the St. Mary's Campus

Rochester Regional Health's St. Mary's Campus is an important asset and anchor in the Bull's Head community, providing much needed jobs and services within the immediate neighborhood, city and region. Rochester Regional Health should continue to strengthen its ties to the neighborhood and area residents while exploring new opportunities for expansion of health-related services within the St. Mary's Campus and off-campus in the Bull's Head community.

Detailed Recommended Projects

10. Examine the feasibility of creating a health-focused business incubator space within the development envisioned for the Bull's Head URA

The presence of Rochester Regional Health's St. Mary's Campus within the Bull's Head study area creates an opportunity for creation of health-focused business incubator space. Startup, health-focused businesses in such a facility could create synergies, resulting in numerous benefits for local employers and residents. With collaboration between Rochester Regional Health and other stakeholders, opportunities for locating an incubator space in the Bull's Head URA proximate to the St. Mary's campus, should be explored.

11. Increase business opportunities on commercial corridors to attract new job growth in the Bull's Head Neighborhood

Key commercial corridors in Bull's Head traditionally provided neighborhood service retail and employment opportunities for local residents. Reintroduction of mixed-use development along these corridors will provide those same opportunities for residents and entrepreneurs while creating vibrancy. New mixed-use development along Bull's Head's commercial corridors including West Main and Genesee Streets and West Avenue, should be encouraged.

12. Examine the feasibility of creating manufacturing business incubator space and education center utilizing land and existing buildings along the railroad corridor

The active rail corridor, existing manufacturing businesses, and vacant and underutilized buildings on the northern edge of the study area, provide an opportunity to create manufacturing incubator space and education center. Opportunities for locating a manufacturing business incubator and education center along the rail corridor to create new opportunities for residents and entrepreneurs, should be explored.

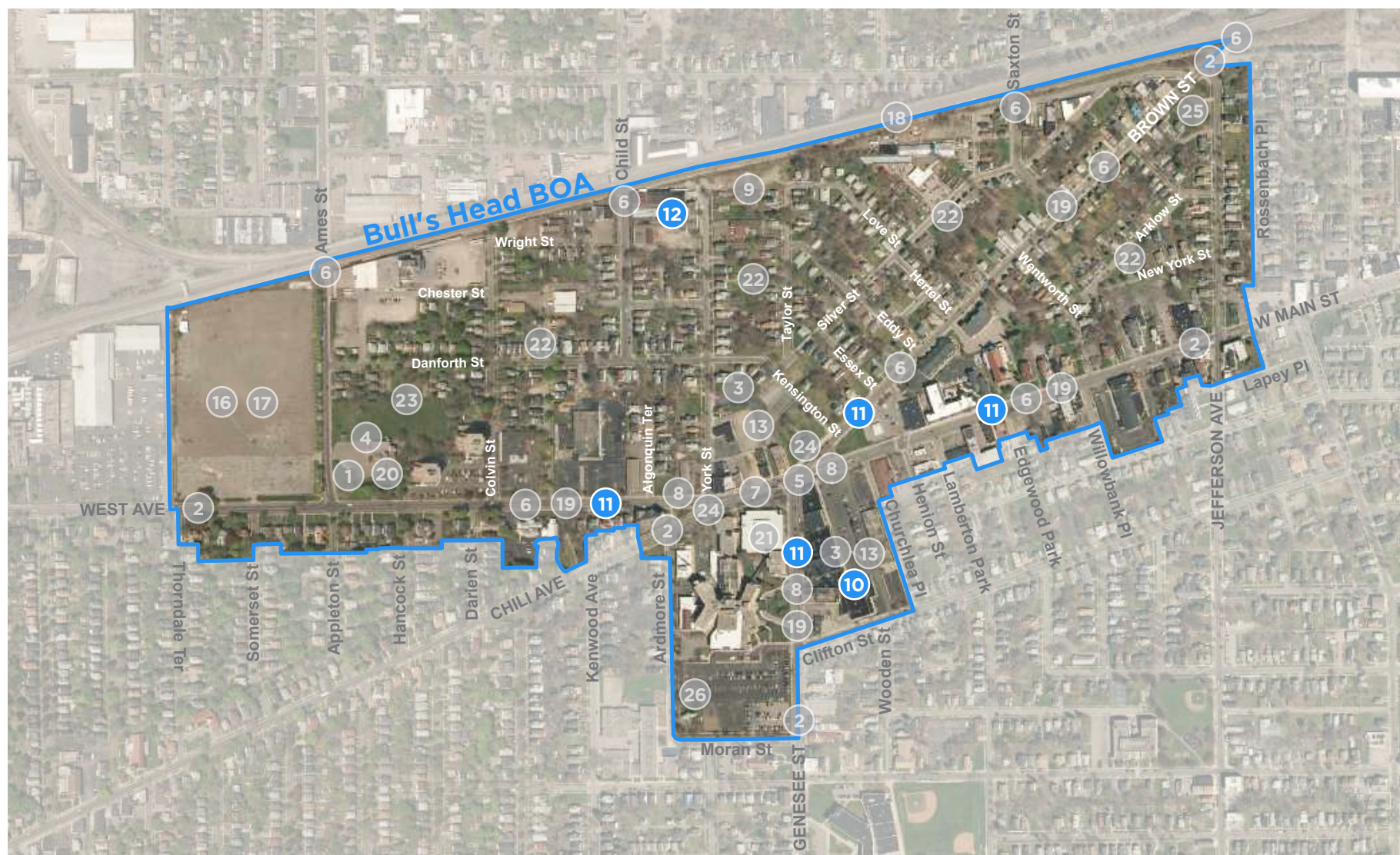
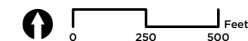


Figure 5.3: Economic/Business Projects



We Value . . .

New development that utilizes brownfield, vacant, and underutilized land

Goals + Objectives

- Facilitate testing, remediation, and redevelopment of brownfield properties
- Complete a viable re-use plan for 95 Ames St (former Taylor Instruments)
- Attract diverse businesses that can accommodate daily needs of local residents
- Redevelop the Bull's Head Plaza with mixed-use buildings that front the Street

Recommended Actions + Policies

17. Promote/assist in the facilitation of remediation and redevelopment of properties
18. Examine the feasibility of modifying some zoning districts to Village Center District
19. Encourage new development to include commercial spaces that can accommodate daily needs of local residents
20. Encourage new development to include spaces for existing businesses, organizations, and health/human service providers
21. Examine feasibility modifications to R-1 and R-2 zones to allow development of smaller residential properties
22. Continue exploring options to support the redevelopment of properties identified in the Bull's Head URP
23. Work with local non-for-profit groups in evaluating the feasibility of a Susan B. Anthony welcome center

Recommended Projects

13. Reposition sites identified in Strategic Area 5 for redevelopment as described in the Bull's Head URP, as a catalyst for future neighborhood revitalization
14. Complete Phase I/II ESA's for every city-owned brownfield property to determine the nature and extent of environmental concerns
15. Work with private property owners of every brownfield to complete Phase I/II ESA's
16. Work with the owner of 95 Ames St to complete additional environmental testing to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints
17. Work with the owner of 95 Ames St to create a re-use and development master plan that considers infill development and recreation facilities
18. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses

Detailed Recommended Actions + Policies

17. Promote and assist in the facilitation of remediation and redevelopment of properties

A number of properties within the Bull's Head study area were identified as brownfield sites that have a negative economic and environmental impact on the community. The City's aggressive program to fund and seek funding through federal and state grant programs to investigate and remediate these sites should continue in order to create new development opportunities and jobs, and reduce environmental exposure and poverty in the Bull's Head community.

18. Examine the feasibility of modifying some zoning districts to Village Center District

To encourage sustainable, compact and walkable mixed-use development, in conjunction with Rochester 2034, modification of zoning districts within the Bull's Head community should be further explored.

19. Encourage new development to include commercial spaces that can accommodate daily needs of local residents

In conjunction with efforts to fill existing commercial spaces with new home grown and expanding businesses and encourage the adaptive reuse of existing buildings for the same purpose, and in order to provide commercial space that accommodates local businesses, fulfilling the demand and daily needs of residents, new mixed-use development should be included in Bull's Head. The promotion of Opportunity Zones and other available tax incentives should also be part of this effort.

20. Encourage new development to include spaces for existing businesses, organizations, and health/human service providers

In partnership with the local development community, property owners and other stakeholders, the City should encourage and incentivize new development that provides space accommodations

for existing businesses. This effort would help to retain existing businesses in the Bull's Head community and support business recruitment efforts.

21. Examine feasibility of modifications to R-1 and R-2 zones to allow development of smaller residential properties

Explore zoning modifications that provide greater flexibility for new construction on vacant lots in R-1 and R-2 zoning districts.

22. Continue exploring options to support the redevelopment of properties identified in the Bull's Head URP

The Bull's Head Urban Renewal Area is located in the center of the Bull's Head BOA study area and provides a significant opportunity for reinvestment and revitalization. The City should continue its efforts to complete land assembly activities and environmental due diligence efforts in the URA, creating a catalyst for revitalization opportunities throughout the Bull's Head study area.

23. Work with local non-for-profit groups in evaluating the feasibility of a Susan B. Anthony welcome center

The National Susan B. Anthony Museum and House is located adjacent to the Bull's Head study area, providing a significant opportunity to further relate the two neighborhoods and create new revitalization opportunities for nearby residents and businesses. The organization has expressed an interest in constructing a new welcome center, possibly on the eastern edge of the Bull's Head study area. Community stakeholders should collaborate with the organization's Board of Trustees and staff to identify appropriate sites that could accommodate a new welcome center.

Detailed Recommended Projects

13. Reposition sites identified in Strategic Area 5 for redevelopment as described in the Bull's Head URP, as a catalyst for future neighborhood revitalization

Strategic Area 5, centered on West Main Street including Bull's Head Plaza and the area to the north, is the center of the Bull's Head community and provides a significant opportunity for revitalization and reinvestment. The City should continue to focus on this strategic area, completing land assembly and environmental due diligence activities while seeking future federal, state and local funding opportunities for new and upgraded infrastructure to establish new development parcels and catalyze developer interest and investment.

14. Complete Phase I/II ESA's for every City-owned brownfield property to determine the nature and extent of environmental concerns

The City has been actively conducting environmental due diligence activities throughout the study area over the past several years, particularly on sites that are owned by the City or other public entities. This effort should continue by seeking federal and state grant funding for investigation and cleanup activities, particularly in strategic and opportunity areas.

15. Work with private property owners of every brownfield to complete Phase I/II ESA's

The City's ongoing environmental due diligence efforts on publicly-owned sites should be supplemented for privately-owned sites. New shovel ready sites and investment opportunities in the study area should be pursued through collaboration with private property owners, seeking grant opportunities, and gaining access for environmental due diligence activities on these sites.

16. Work with the owner of 95 Ames St to complete additional environmental testing to determine remaining nature and extent of environmental concerns and any remediation measures and land use constraints

The former Taylor Industries site is the largest single parcel in the Bull's Head study area and represents a tremendous opportunity to catalyze revitalization efforts. While previous remediation efforts have been completed with applicable land use restrictions in place, additional testing is necessary to fully understand site conditions and identify opportunities for additional remediation and future land use opportunities. Collaboration with the existing property owner would help in the process to identify federal and state grant opportunities to conduct a more robust investigation and remediation of the site in order to seek higher and better land uses supported by the community.

17. Work with the owner of 95 Ames St to create a re-use and development master plan that considers infill development and recreation facilities

Upon completion of site investigation and remediation activities, community stakeholders should work with the property owner to develop a master plan for site redevelopment that capitalizes on its strategic location at the western edge of the study area. State grant opportunities are available for master planning efforts and should be sought by the City.

18. Complete a rail-siding feasibility analysis and marketing program to encourage new small-scale manufacturing businesses

The active rail corridor along the northern boundary of the study area provides opportunities for smaller scale rail-enabled development. A feasibility analysis funded through federal and/or state grant programs that identifies new rail siding opportunities along the corridor to support future rail-enabled manufacturing businesses, should be pursued.



Figure 5.4: Development Projects



We Value . . .

Historic character maintained through new development and reuse of existing buildings

Goals + Objectives

- Encourage new development to utilize traditional neighborhood design
- Facilitate historic property and building identification
- Promote resources available for historic building reuse and renovation
- Promote awareness of the Bull's Head area and its historic past

Recommended Actions + Policies

24. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey
25. In conjunction with recommendation #15, include design standards within the future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head area
26. Promote the benefits and work with existing property owners for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use of historic resources
27. Promote awareness of the history of the Bull's Head area
28. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment

Recommended Projects

19. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area
20. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places
21. Work with the private property owner to seek funding for the construction of façade improvements to the parking garage on the St. Mary's Campus

Detailed Recommended Actions + Policies

24. Evaluate any impact of future actions on historic buildings and properties identified in the Rochester Historic Resources Survey

The Landmark Society of Western New York has been in the process of completing the first comprehensive historic resources survey of the city in thirty years which is funded by the City and the NYS Office of Parks, Recreation & Historic Preservation. So far, the survey has found numerous eligible properties in the Bull's Head study area and may continue to identify additional eligible properties. Impacts to historic resources in the Bull's Head area should be evaluated.

25. In conjunction with recommendation #18, include design standards within any future Village Center District that require new development to be sensitive to the historic nature of the Bull's Head Area

Noted previously, numerous eligible properties have been identified by a comprehensive historic resources survey. In addition, many comments received during public meetings have expressed a desire to maintain the historic nature/character of the Bull's Head as redevelopment occurs. If zoning changes occur in the Bull's Head study area, building design standards should be considered that require new development to be sensitive to historic buildings and history of the Bull's Head area. These design standards could include architectural details, materials and finishes, windows, door entries, roofs, storefronts, and lighting.

26. Promote the benefits and work with existing property owners for designating a building as historic and the incentives for maintenance, renovation, and adaptive re-use of historic resources

Owners of historic commercial, office, industrial or residential properties listed on the National Register of Historic Places may be eligible for a preservation tax credit if they are planning rehabilitation work. The federal historic rehabilitation tax credit program allows a 20% tax credit for the substantial rehabilitation of historic properties (substantial rehabilitation is determined using an Internal Revenue

Service formula measuring the value of the building against the dollar amount of the proposed work). The final value of the credit is based on the cost of the rehabilitation; in effect, 20% of the rehabilitation costs will be borne by the federal government. The work performed (both interior and exterior) must meet federal preservation standards and be approved by the State Historic Preservation Office. To help preserve and re-use historic buildings, the federal tax credit program should be promoted to local property owners. Additional details about the program is available from the NY State Historic Preservation Office and the National Park Service.

27. Promote awareness of the history of the Bull's Head area

The Bull's Head has a rich history that extends back to the early 1800's including the vital role of St. Mary's Hospital during the Civil War, the prominent Rochesterians that called Bull's Head their home, the numerous businesses that created a center for commerce, and the trolley network that traveled through the neighborhood. This history is visible in the buildings and design of the neighborhood and make the Bull's Head unique. This uniquely Bull's Head character is part of the neighborhoods history and must be taught for future generations.

28. Promote and facilitate the adaptive re-use of existing historic buildings in the event of vacancy or abandonment

Although the Bull's Head has listed and eligible historic resources, these built resources sometimes don't meet contemporary needs, and as such, are at a higher risk of vacancy and abandonment. Numerous local and regional examples of adaptive re-use projects show that older buildings can meet contemporary needs if properly planned, resourced, and renovated. At the core of adaptive re-use is the repurposing of older buildings, in a historically sensitive way, to new uses. In addition, adaptive re-use projects can take advantage of historic rehabilitation tax credits described in recommendation #26.

Detailed Recommended Projects

19. Complete a building typology survey, analysis, and summary focusing on the primary corridors within the study area

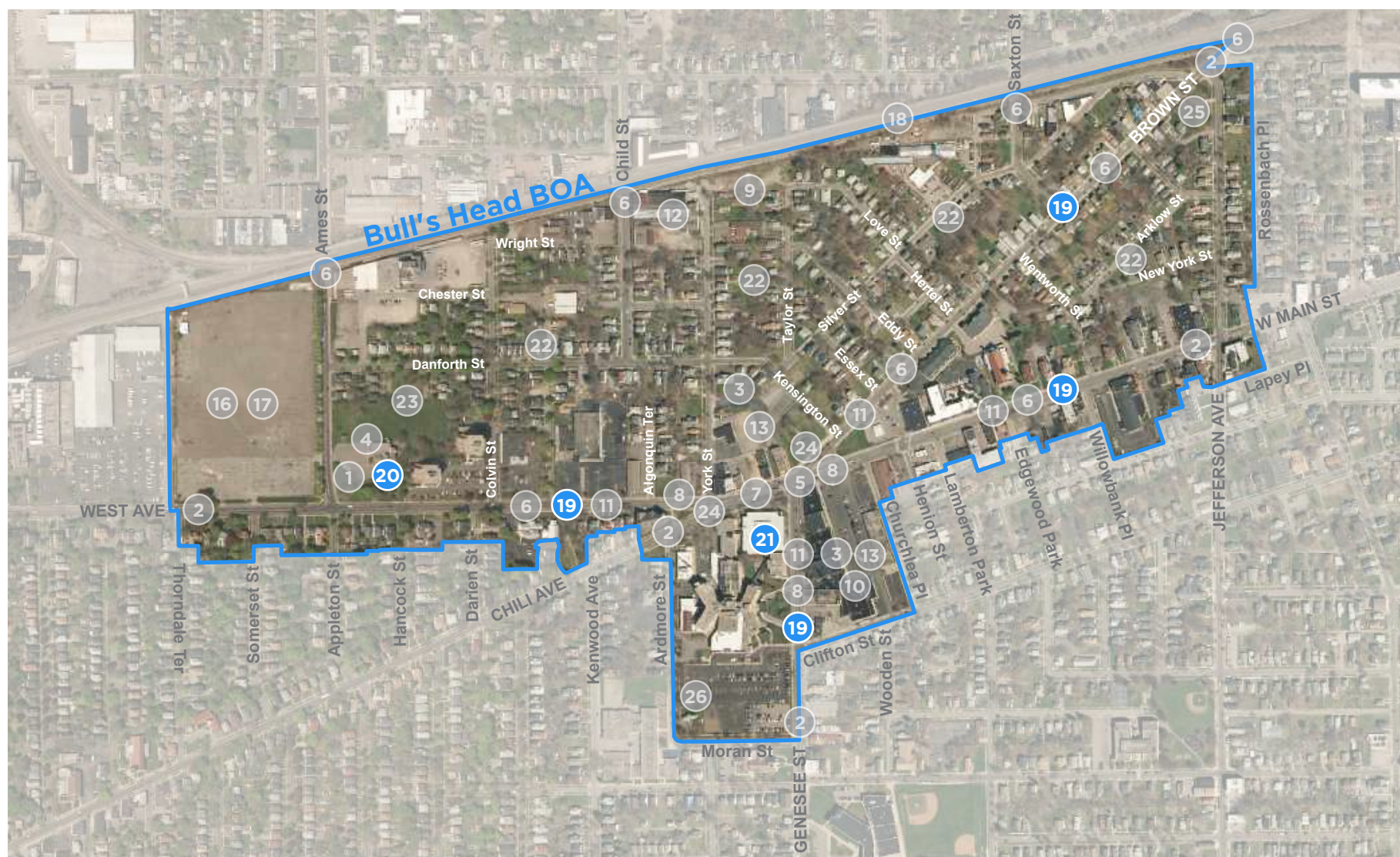
To support recommendation #18 and #25, a building typology survey should be completed to identify the architectural features and design elements that contribute to the historic nature/character of the Bull's Head area and should be included as part of any new zoning district and design standards. Such a survey should focus on buildings within the primary corridors in the study area including W Main St, Brown St, Genesee St, and West Ave. Broadening the survey beyond the borders of the Bull's Head study area is likely warranted to provide sufficient context for analysis.

20. Complete exterior improvements to enhance the Danforth Community Center which has been determined as eligible for listing on the State Register of Historic Places

The Danforth Community Center circa 1848 has been determined to be eligible for listing on the State Register of Historic Places due to its architectural significance as one of the few remaining local examples of the Gothic Cottage style popularized by A.J. Downing in the mid-nineteenth century. As an important local historic resource, any exterior maintenance such as painting and window maintenance should be completed to preserve the building for future generations.

21. Work with the private property owner to seek funding for the construction of facade improvements to the public parking garage on the St. Mary's Campus

Situated in the center of Bull's Head, the concrete and steel design of the St. Mary's Parking Garage could contribute to the historic nature/character of the Bull's Head area with facade and lighting improvements.



We Value . . .

Improve housing opportunities for current and future residents that also assist first time and current homeowners

Goals + Objectives

- Seek development that includes housing choice (e.g. age-in-place)
- Increase awareness of existing housing assistance programs
- Address the issues of investor owners/landlords
- Increase home ownership in the Bull's Head area
- Focus on residential infill development that matches the character of the area

Recommended Actions + Policies

29. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing (age-in-place housing)
30. Promote and encourage residential infill development that is compatible with the character of the area
31. Utilize marketing and information campaigns to increase awareness of existing housing assistance programs
32. Develop incentives and policies that address the issues of investor owners/landlords
33. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes
34. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties, especially properties near the railroad

Recommended Project

22. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study

Detailed Recommended Actions + Policies

29. Promote and encourage new housing that offers choices for new and existing residents with a mix of subsidized housing, market-rate housing, family-friendly housing, and senior-friendly housing (age-in-place housing)

Noted in the 2018 Rochester Housing Market Study, the city has distinct patterns of housing demand and “very low incomes — not high housing costs — are at the root of affordability challenges in Rochester and cannot be solved by housing policy.” As a result, nearly all housing development in the city requires subsidy to either induce or assist development projects. In areas of lower demand such as the Bull’s Head area, stabilization and improving quality of life are important precursors. As housing projects proceed, a mix of housing choices to meet the needs of local residents should be highly prioritized.

30. Promote and encourage residential infill development that is compatible with the character of the area

Development within the Bull’s Head area will include infill projects on vacant land found throughout the study area. In order to preserve the existing/historic character of the Bull’s Head, infill development should be sympathetic with existing development. Key among the existing tools are the city-wide design guidelines which include requirements for sensitive and contextual designs that relates new development to existing styles, building forms, land uses, and designs.

31. Utilize marketing and information campaigns to increase awareness of existing housing assistance programs

The four largest housing assistance programs in the city include HOME Rochester, Neighborhood Buildings, Employer Assisted Housing Initiative, and Home Purchase Assistance Program. However, based on data provided in the 2018 Rochester Housing Market Study, these programs have not been utilized in the Bull’s Head study area. In addition to these programs which assist households to become homeowners, the City has tax exemption and other programs which

are designed to promote reinvestment by aiding residential property owners who make capital improvements. For example, the “Capital Improvements to Residential Property” program temporarily exempts owners of single-family homes and duplexes from paying property taxes on the increased value of eligible capital improvements. Emphasis should be placed on increasing awareness, participation, and geographic limits of all of these programs to benefit residents of the Bull’s Head area.

32. Develop incentives and policies that address the issues of investor owners/landlords

Enforcement of municipal property codes ensures that property meets or exceeds required standards. Rochester has one of the most proactive and comprehensive code enforcement programs in the country including a proactive rental inspection. The City should examine the potential for adding incentives and policies that further address the issues of investor owners/landlords.

33. Develop incentives to increase owner-occupied two family homes and incentives for the conversion of two-family homes back to single-family homes

Previously described in recommendation #31, the four largest housing assistance programs in the city seek to assist households to become homeowners. However, despite the high percentage of renter occupancy, these programs have not been utilized in Bull’s Head. These programs should be targeted to benefit local residents.

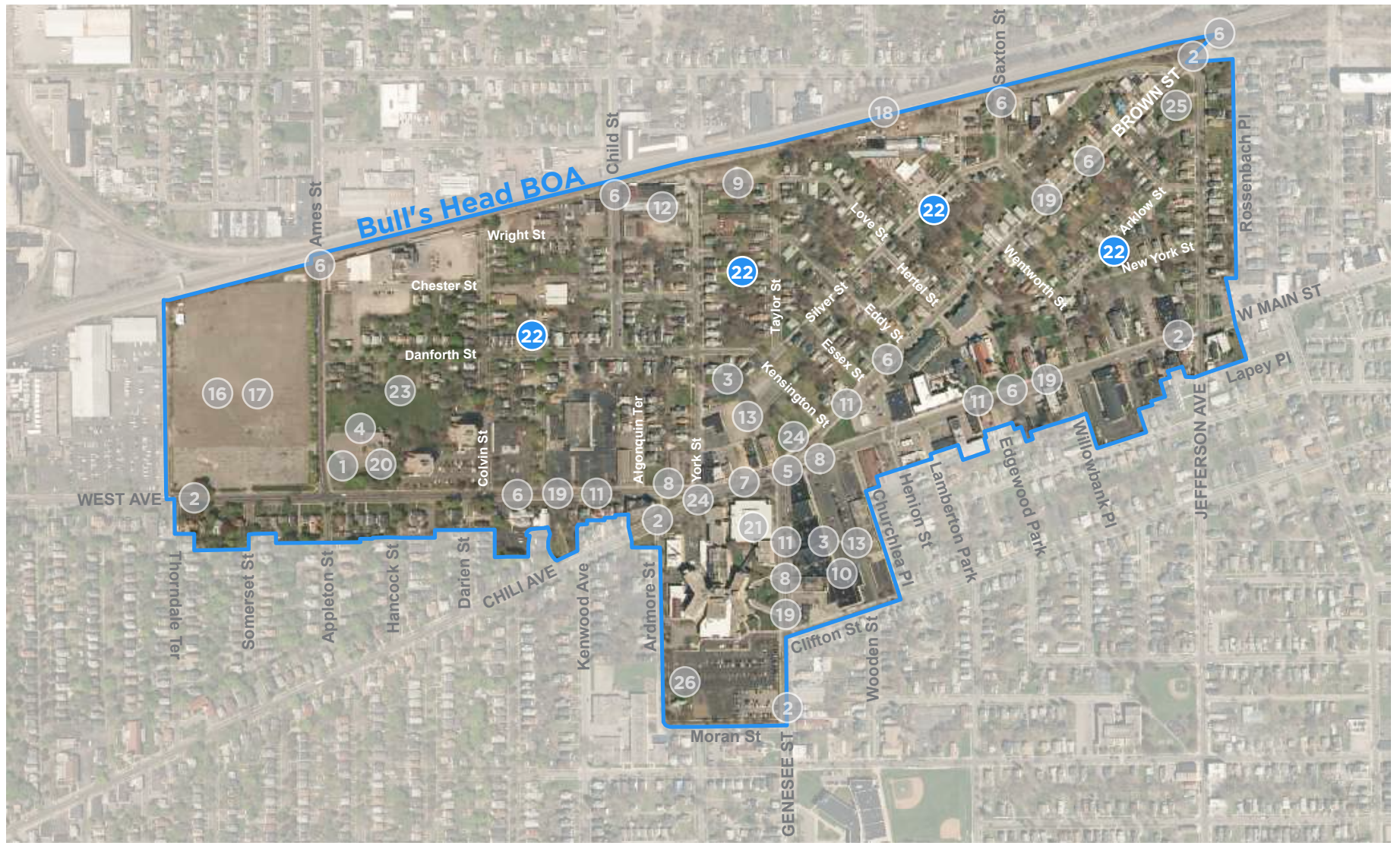
34. Develop incentives and work with private land owners to create enhanced buffering between manufacturing properties and residential properties, especially properties near the railroad

Numerous land use conflicts were identified between residential and non-residential uses. These conflicts affect quality of life and property values. The creation of buffers and other screens to limit the impact of conflicting land uses should be pursued.

Detailed Recommended Project

22. Complete a housing conditions survey to determine an approach to housing improvements which leverage the findings and recommendations of the Rochester 2018 Citywide Housing Market Study

To target incentives and funds to support housing improvements, a housing exterior conditions survey should be completed. Such a survey would evaluate the physical exterior conditions of residential structures and the immediate surroundings from a public right-of-way. Findings would identify housing in need of minor improvements and those in need of complete rehabilitation or replacement.



We Value . . .

Green space, parks, and recreation facilities with space for community events, gatherings, and markets

Goals + Objectives

- Add amenities and recreation facilities to Lynchford Park
- Utilize vacant land for a new park which can support multiple uses/events
- Replace vacant lots within residential areas with pocket parks and gardens

Recommended Actions + Policies

35. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses
36. Encourage local residents to utilize City programs and incentives for the creation of community gardens
37. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents

Recommended Projects

23. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center
24. Develop small public parks or public open space within the center of the Bull's Head along W Main St, Brown St, Genesee St, Chili Ave, and West Ave
25. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave
26. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus

Detailed Recommended Actions + Policies

35. Promote and encourage new development to incorporate public/private areas for events, gatherings, and passive uses

Privately owned public spaces are spaces dedicated to public use and enjoyment and which are owned and maintained by private property owners. These spaces offer opportunities to sit, relax, eat, and hold public/community events. These spaces come in many shapes and sizes, both outdoor and indoor, and offer a variety of amenities. During the public engagement process meeting attendees expressed a desire for more public/community spaces. As new development is proposed in Bull's Head, developers should be encouraged to incorporate privately owned public spaces. Such spaces should be open and inviting, accessible, safe and secure, well lit, comfortable and engaging, and be available for public programming.

36. Encourage local residents to utilize existing programs and incentives for the creation of community gardens

There is a growing national movement of residents creating attractive green spaces and community gardens. It's a healthy activity that also improves the health of communities. In many instances, caring for vacant lots has proven to be the starting point for homeowners to increase the value and security of their neighborhood, to improve the safety of their residents, and to encourage growth and opportunities in their area. With numerous vacant properties in the Bull's Head area, a large percentage of them may be available for community gardens through the City's Garden Permit Program. Garden Permits are issued free-of-charge annually for approved city-owned vacant lots. The applicant may be an individual, a group of volunteers, a neighborhood based agency or community group. In addition, the City of Rochester provides assistance to community gardens through workshops and material giveaways. Local residents should be encouraged to create community gardens on accommodating sites in the Bull's Head area.

37. Explore the feasibility of adding a public or private recreational/fitness facility to serve area residents

Noted during the public engagement process and inventory and analysis, the Bull's Head area lacks a dedicated public or private recreational/fitness facility. With the increasing incidence of overweight and obesity among children and adolescents, the feasibility of such a facility utilizing land in the Bull's Head area should be explored. Even small outdoor spaces in the Bull's Head area could be creatively converted to include exercise/recreational equipment and facilities. Larger spaces would be more appropriate for dedicated indoor and outdoor facilities. Programming should be considered that collaborates with local schools.

Detailed Recommended Projects

23. Complete a park master plan which includes amenities for families, youth, and seniors for Lynchford Park and the adjacent lawn area associated with the Danforth Community Center

Lynchford Park and the adjacent Danforth Community Center are the only park and community center located in the Bull's Head study area. Lynchford Park currently has only an open lawn with no recreational or other park amenities. The 2.5 acre lawn at the Danforth Community Center also does not contain recreational or park amenities. As valuable community assets, a park master plan for the two properties that examines the feasibility of amenities for families, youth, and seniors should be completed. This is consistent with the Rochester 2034 strategy to develop a system-wide parks and recreational master plan, including equitable access, safe routes to parks and recreation, and 10 minute walk to parks pledge analyses and metrics.

24. Develop small public parks or public open space within the center of the Bull's Head along W Main St, Brown St, Genesee St, Chili Ave, and West Ave

The Bull's Head area has limited space for large parks and open spaces. To incorporate parks and open spaces, creative use of small spaces will be needed. These small spaces could occur in high-traffic areas along major corridors, and be designed for passive and/or active use. This is consistent with the Rochester 2034 strategy to develop small parks/parklets and explore options for public/neighborhood use of City-owned vacant land.

25. Install smaller-sized youth-oriented recreational facilities including basketball, tennis, and hand ball on City-owned land at the intersection of Brown St and Jefferson Ave

From the survey of parks within the Bull's Head study area and parks and recreational facilities near the study area, there is a general lack of recreational facilities. To complement the basketball court at Grape Wilder Park, the nearby vacant land at the intersection of Brown St and Jefferson Ave could be utilized for additional recreational facilities

such as basketball, tennis, or handball for neighborhood residents and youth. Possible use of this land and other vacant land in the Bull's Head area for recreational purposes should be explored.

26. Explore the feasibility of an urban farm and education center near Adlai E. Stevenson School No. 29 and St. Mary's Campus

Urban farming has been increasing in popularity as the desire for more locally grown food has increased along with a desire for more natural and organic foods. Urban farms use vacant urban land for cultivated crops with produce marketed to consumers within the same urban area. Urban farms can take a variety of forms including non-profit gardens, for-profit businesses, and small urban farms used for education and tied to a local school. Land near the intersection of Ardmore St and Moran St formerly contained residential homes and a public school. Depending on soil quality and cleanliness, this vacant land could be used for a small education-focused urban farm tied to the Adlai E. Stevenson Public School No. 29 and St. Mary's Campus.

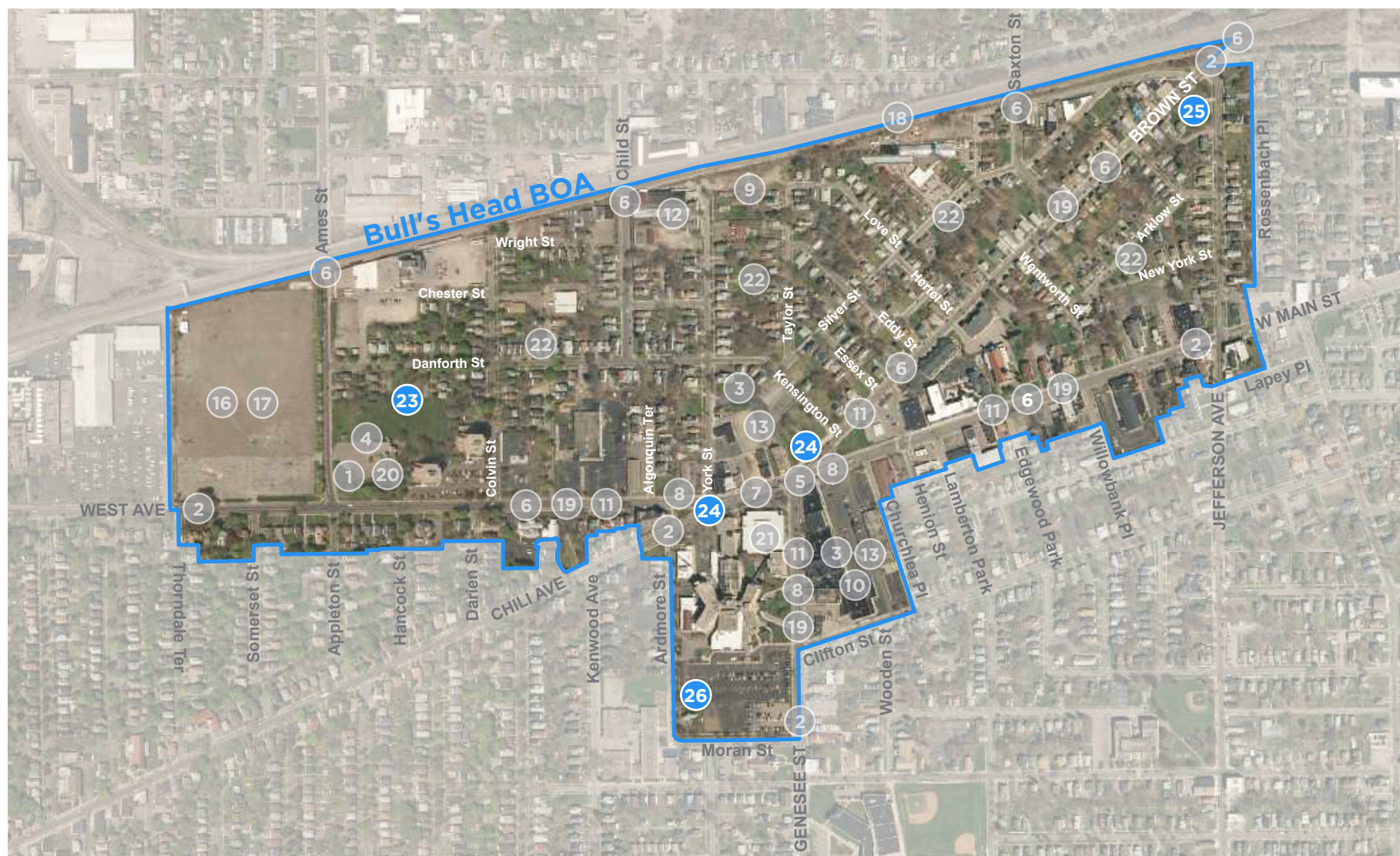
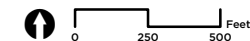


Figure 5.6: Parks and Recreation Projects



We Value . . .

Public safety and the efforts of RPD to address crime and violence

Goals + Objectives

- Examine the feasibility of a new RPD station
- Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Recommended Actions + Policies

- 38. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Plan
- 39. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Recommended Projects

- 27. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades, changes, or installations

Detailed Recommended Actions + Policies

38. Continue exploring location and design options for a new RPD station within the study area as proposed in the Bull's Head Urban Renewal Plan

The Rochester Police Department formerly had a small station as part of the Bull's Head Plaza at the intersection of W Main St and Genesee St. Since the relocation of that small station, the community and the City have been in discussions about a permanent RPD station in the Bull's Head area. These discussions have focused on a location within the Bull's Head Urban Renewal Area. Locating an RPD station in the Bull's Head area should remain a high priority.

39. Ensure new development promotes safety and utilizes urban design principles such as CPTED (Crime Prevention Through Environmental Design)

Design principles of CPTED increase safety through minor and subtle design choices that provide a deterrence to potential criminal acts. CPTED principles include natural surveillance measures, access control, and territorial reinforcement. Specific design features include increased pedestrian traffic/activity, buildings with numerous windows and balcony's, open landscaping plans, short physical barriers, lighting that provide sufficient illumination, single points of entry, and clear delineation between public and private spaces. The City and RPD should promote CPTED design principles, as appropriate, for future development in the Bull's Head area.

Detailed Recommended Projects

27. Examine street lighting conditions and coverage within the study area to determine any necessary lighting upgrades, changes, or installations

Street lighting is important for community safety and is part of CPTED design principles described in recommendation #39. Lighting coverage within the Bull's Head study area should be examined to determine if there are any necessary lighting upgrades, changes, or installations.

5.10 Land Uses Recommendations

The recommendations above were developed to align with each of the community's self-described values and included detailed reuse and redevelopment opportunities for brownfield, abandoned, vacant, and underutilized sites.

Strategic sites pose certain characteristics that make them ideal for redevelopment due to their transformative potential to stimulate further development in the neighborhood (a “catalyst” site). Based on the unique opportunities and constraints of these strategic sites, the BOA Team defined the following land use recommendations to align with recommended actions, policies, and projects previously described for each strategic area identified in Section 3.15. In addition, these land use recommendations follow related themes identified during the planning process including the need for local goods & services, housing for aging in place, workforce housing, healthy neighborhoods, complete streets, open space, and arts & culture.

The following table (Figure 5.7) and map (Figure 5.8) detail/describe recommended redevelopment and future land uses for each strategic area.

Strategic Area	Recommended Redevelopment and Future Land Uses	
1	Mixed-use	Utilize vacant land for infill development with mixed-use commercial, manufacturing, education, and/or recreation/park
2	Community center and park/recreational facilities	Keep existing community center, but expand center and add park/recreational facilities
3	Mixed-use	Keep existing business, but consider expanding/adding mixed-use commercial, office, retail, or healthcare
4	Mixed-use	Keep existing business, but consider expanding/adding mixed-use commercial or gym/fitness/recreation center facing West Ave with multi-family housing facing Danforth Street
5	Mixed-use	Utilize vacant land and the Bull's Head Plaza property for infill development consisting of mixed-use commercial, educational/institutional, government offices, post office, police station, healthcare, gym/fitness/recreation, and/or multi-family housing
6	Mixed-use	Keep existing business, but consider expanding/adding mixed-use commercial and multi-family housing
7	Mixed-use	Mixed-use commercial, multi-family housing, and/or community-use

Figure 5.7: Recommended Redevelopment and Future Land Uses

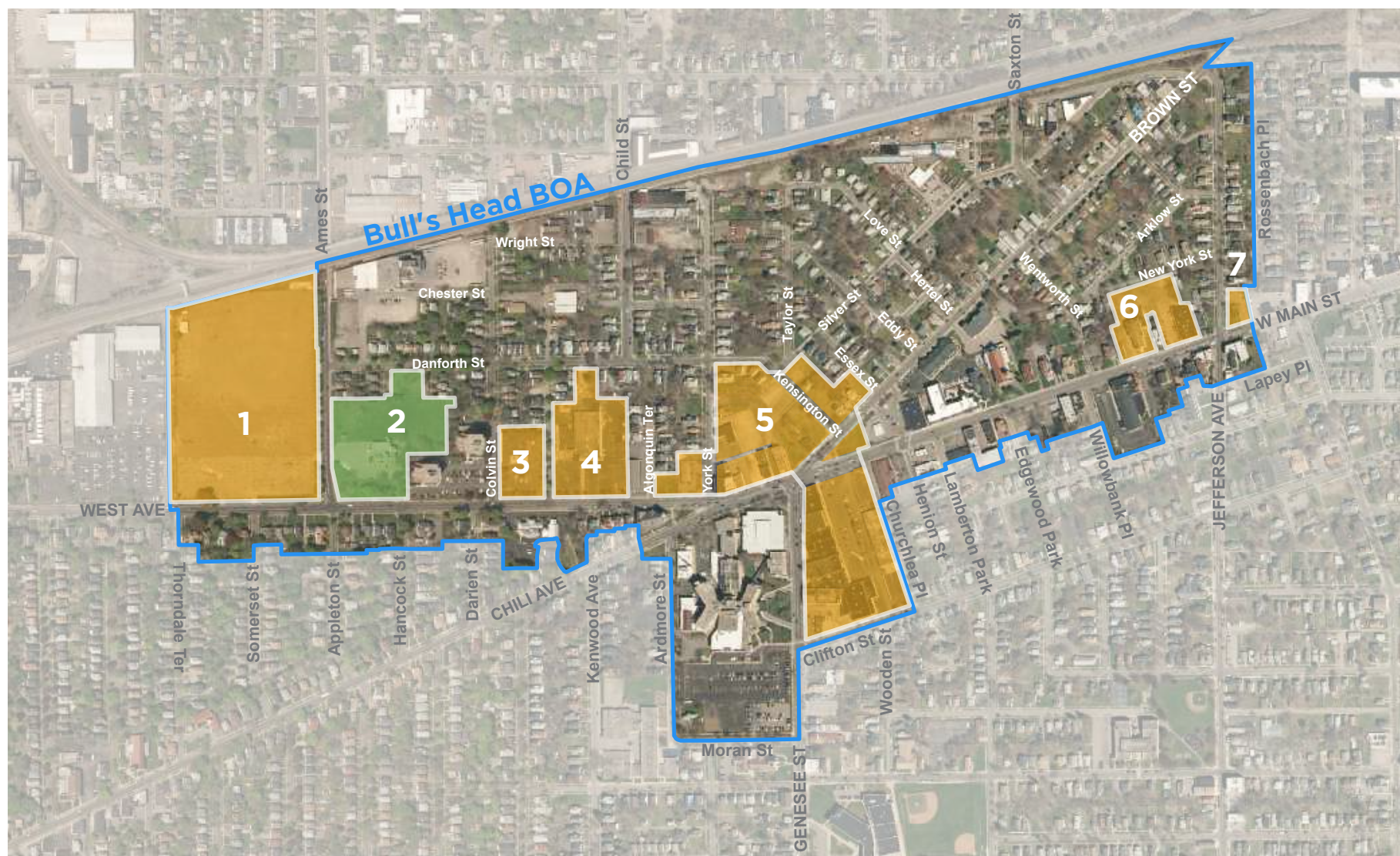


Figure 5.8: Recommended Future Land Uses

- Mixed-use
- Community Center / Park

Bull's Head Revitalization Plan
City of Rochester, New York

