September 11, 2014

Bernadette Anderson
Site Control Section
New York State Department of Environmental Conservation
Bureau of Technical Support
625 Broadway, 11th Floor
Albany, NY 12233-7020

Re: Combined Cover Letter and
Response to NYSDEC's July 24, 2014 Comment Letter, August 26, 2014 and September 10, 2014 E-Mail Correspondence
Brownfield Cleanup Program
Portion of Former Vacuum Oil Refinery
Rochester, New York
FILE: 11862 / 49740

Dear Ms. Anderson,

On behalf of the City of Rochester (City), please find enclosed the revised completed Brownfield Cleanup Program (BCP) Application (presented as Exhibit 1) for the City-owned parcels that comprise a portion of the former Vacuum Oil Site (Site) located in Rochester, New York. This revision was prepared to address your comments in a July 24, 2014 letter, an August 26, 2014 e-mail correspondence to the City, our telephone conversation on September 5, 2014, and a September 10, 2014 e-mail correspondence to the City. Per your request to Tony DiNardo of O'Brien & Gere via telephone on August 27, 2014, we have combined our responses with the original BCP Application cover letter dated June 25, 2014. As requested, one hardcopy and one electronic copy in Portable Document Format (PDF) on a compact disc are included herein.

For organization purposes, the original cover letter information supporting the BCP Application is presented in Section 1; the July 24, 2014 letter responses are presented in a format wherein the New York State Department of Environmental Conservation's (NYSDEC) comments are summarized in italics with the City's responses underlined in Section 2; the August 26, 2014 e-mail correspondence responses are presented in Section 3; and the September 10, 2014 e-mail correspondence responses are presented in Section 4.

SECTION 1.0 BCP APPLICATION COVER LETTER DATED JUNE 25, 2014

The following is included as part of this BCP Application:

- Completed Application
- Supplemental Information (presented below)
- Figures
- Tables.

Organized by Section number, the following supplements the completed BCP Application as required.

1.1 SECTION II. PROPERTY INFORMATION – EASEMENTS

The following easement information was obtained from the Monroe County offices:

Easement Holder	Description
City of Rochester to Gates-Chili-Ogden Sewer District	Permanent easement (and temporary easement which shall be terminated upon construction) for sanitary sewer and fiber optic cable purposes granted October 27, 1997
Vacuum Oil Company to City of Rochester	Perpetual easement for a 36 inch diameter water distribution main granted September 29, 1894
People of the State of New York to James L. Hotchkiss	Permanent easement of strip of land along the western side of the Genesee River granted January 25, 1919 with the exception that the State may use the river wall as a temporary mooring point as necessary

1.2 SECTION V. PART 6 – PROPERTY ELIGIBILITY INFORMATION

A Stipulation Pursuant to Section 17-303 of the Environmental Conservation Law and Section 176 of the Navigation Law for the Site (Spill #0370583) was executed between ExxonMobil Corporation and the Department on January 3, 2008 and February 5, 2008, respectively ("STIP"). The Corrective Action Schedule attached to the STIP called for submission of a Remedial Action Plan ("RAP") after the Department received an Investigation Summary Report. Upon information and belief, ExxonMobil caused to be prepared and submitted to the Department a "Subsurface Investigation Summary Report, Former Vacuum Oil Company Refinery Area Flint and Exchange Street Area", dated January 12, 2009 by Roux Associates, Inc.

However, more than 5 years later, ExxonMobil has yet to submit a plan for additional investigation of the Site or a RAP as called for by the STIP. The City has been in contact with ExxonMobil and ExxonMobil is aware that the City is submitting this application for the purpose of investigating and remediating the Site. In addition, the Brownfield Program statute states that a property will not be ineligible if it is subject to a stipulation agreement. See ECL Section 27-1405.2(d).

1.3 SECTION VI. PROJECT DESCRIPTION

The Site (depicted on Figure 1) was historically operated as a petroleum refinery from approximately 1866 to 1930. Kerosene, naphtha, finished lubricants, and containers for these products (*e.g.*, wooden barrels, tin cans, and drums) were stored and manufactured on Site. Operations and facilities that formerly occupied the Site include bulk storage tanks, former canal beds, rail yard, barrel manufacturing plant, numerous storage areas, and underground facilities that previously serviced Site operations (*e.g.*, utilities, sewers, and piping).

Subsurface environmental investigations were conducted at the Site in 2008 to observe soil and groundwater conditions. These investigations were conducted on approximately 27 acres of the Vacuum Oil Site of which approximately 15.406 acres are the City properties that are included in this BCP application. The investigations identified the presence of volatile organic compounds (VOCs), semi-volatile organic compounds (SVOCs), metals, and polychlorinated biphenyls (PCBs) in both soil and groundwater.

The levels and extent of contamination found qualify the Site for the NYSDEC BCP. The City would participate in the BCP as a "Volunteer". The City wishes to enter the BCP in anticipation of future remediation (if necessary) and redevelopment of the Site for the benefit of the local community.

The Site is comprised of tax parcels (depicted on Figure 1 and the Boundary Survey Map of Vacuum Oil Site presented as Exhibit 2) consisting of approximately 15.4 acres which include:

- Parcel 136.21-1-1 (1 Cottage Street)
- Parcel 136.21-1-3 (13 Cottage Street)
- Parcel 136.21-1-4 (31 Cottage Street)
- Parcel 135.28-2-45 (69 Cottage Street)
- Parcel 135.28-2-44 (75 Cottage Street)
- Parcel 136.21-1-2 (100 Riverview Place)
- Parcel 121.70-1-39.001 (102 Violetta Street)
- Parcel 121.77-1-86 (1320 S. Plymouth Avenue) (Formerly known as 1315 S. Plymouth Avenue and Tax Parcel 135.35-1-18.004).

Once in the BCP, field investigation activities would be conducted by the City on the Site parcels to further evaluate the nature and extent of contamination at the Site and appropriate remediation, if necessary, to prepare the Site for future residential and commercial redevelopment which is anticipated to occur over the next several years.

1.4 SECTION VII. PART 1 ENVIRONMENTAL REPORTS

A Phase I Environmental Site Assessment (ESA) was conducted at the Site by O'Brien & Gere on behalf of the City in accordance with the American Society for Testing and Materials (ASTM) *Standard Practice for Environmental Site Assessments: Phase I Environmental Site Assessment Process, designation E-1527-05* (ASTM E-1527-05). The Phase I ESA report titled *Environmental Site Assessment, 1, 13, 31, 69, and 75 Cottage Street, 100 Riverview Place, 102 Violetta Street, and 1315 S. Plymouth Avenue, Rochester, New York*, dated December 2012 is presented as Attachment 1 (on the enclosed Compact Disc).

Other environmental reports (prepared by O'Brien & Gere and others) describing work performed at the Site are included as attachments to O'Brien & Gere's December 2012 Phase I ESA report.

1.5 SECTION IX. PART 1 SUMMARY OF BUSINESS OPERATIONS

All eight Site parcels are currently vacant, vegetated land. 13 Cottage Street, 100 Riverview Place, 102 Violetta Street, and 1320 S. Plymouth Avenue include a formally constructed recreational trail. There are no structures present or business operations taking place on the eight Site parcels, with historic industrial activities having ceased sometime in the 1930's.

1.6 SECTION IX. PART 2 SPECIFIC INTENDED RE-USE

The Site is included within the Vacuum Oil South Genesee Brownfield Opportunity Area (BOA). A revitalization BOA Master Plan was developed based on community input and included an analysis of the Study Area's economic, natural resource, social, and cultural conditions. The BOA Master Plan is presented as Exhibit 3.

The proposed future uses for portions of 100 Riverview Place, 102 Violetta Street, and 1320 S. Plymouth Avenue are envisioned in the BOA Master Plan to include mixed use commercial development with the potential for upper-story, high density residential units. A portion of the total acreage is intended to remain undeveloped or formalized open space, including all or portions of 1 Cottage Street, 13 Cottage Street, 31 Cottage Street, 69 Cottage Street, and 75 Cottage Street. The potential for above-grade or below-grade parking structures to support on Site development will be evaluated as part of future analyses, and is intended to limit the area of disturbance on potential development sites. In addition to mixed use development, 100 Riverview Place, 102 Violetta Street, and 1320 S. Plymouth Avenue are anticipated to be redeveloped with water-enhanced uses, including recreational access opportunities to the Genesee River.

1.7 SECTION IX. PART 3 HISTORICAL/CURRENT DEVELOPMENT

Historical uses of most Site parcels included industrial activities associated with the importation of crude oil and the refinement, storage, packaging, and exportation of finished products.

Other historical uses included transportation infrastructure such as railroads and canals for the shipment of raw materials and refined products. Some of the Site parcels have never been formally developed with infrastructure or buildings. None of the Site parcels were formerly utilized for residential purposes similar to the adjacent land use pattern. The proposed mixed use commercial/residential development on portions of the Site parcels are more intensive than the current vacant use, yet are of equal or lesser development intensity compared to the historical uses associated with the petroleum refinery in operation from approximately 1867 to 1930.

1.8 SECTION IX. PART 14 LAND USES IN PROXIMITY OF SITE AND MAP

The majority of adjacent uses are single- and multi-family residential, in addition to a limited number of commercial/industrial uses along Exchange Street and Flint Street. The Genesee River occupies the eastern boundary of the Site. The river corridor includes the Genesee Riverway Trail, and portions of an informal greenway which include all eight Site parcels as part of this BCP application. See Exhibit 4 for the map identified as “Map 4” for a depiction of current land use.

1.9 SECTION IX. PART 15 POTENTIAL VULNERABILITY OF GROUNDWATER

Groundwater is known to be contaminated on one or more Site parcels and several adjacent parcels as documented within the historical groundwater sampling analytical results presented both in attachments and reviewed as part of O’Brien & Gere’s December 2012 Phase I ESA report. Groundwater flow in the vicinity of the Site is in a southeast direction toward the Genesee River. A concrete retaining wall is located along the Genesee River; however, vulnerability of the Genesee River to groundwater migration from the Site has not been evaluated.

Documentation reviewed as part of O’Brien & Gere’s December 2012 Phase I ESA Report indicated that one industrial well was located approximately 3,000 feet to 4,000 feet southwest of the Site within the University of Rochester campus Cyclotron Building. The depth and use of this groundwater well is unknown, but it is assumed to be hydraulically cross-gradient from the Site and is also located across the Genesee River.

1.10 SECTION IX. PART 16 GEOGRAPHY AND GEOLOGY OF SITE

A detailed description of the Site geologic conditions was presented within O’Brien & Gere’s December 2012 Phase I ESA Report. According to documentation reviewed during the Phase I ESA, both native soil and fill materials are present at the Site. Native soils are described as consisting of sands, silts, and clays. Fill is described as consisting of bricks, slag, cinders, gravels, wood, and miscellaneous debris and ranges in depth from approximately 0 ft. (ground surface) to 16.5 ft. below ground surface (bgs). Groundwater is described as being present at approximately 3 ft. to 8 ft. bgs within the fill. The report also stated that bedrock (while not encountered) most likely consists of the approximate 180 ft. thick Silurian Lockport Formation.

SECTION 2.0 JULY 24, 2014 NYSDEC COMMENT LETTER ITEMS

2.1 NYSDEC Comment #1

"Please submit the application using the new form made available on the DEC public website in August, 2013…"

City of Rochester Response:

The revised application presented in Exhibit 1 now uses the August 2013 BCP Application Form obtained from the NYSDEC public website.

2.2 NYSDEC Comment #2

Section I. Requestor Information

"Please provide an email address for the Requestor."

City of Rochester Response:

The Requestor's email address has been added to the revised completed BCP Application.

2.3 NYSDEC Comment #3 (bullet 1)

Section II. Property Information

"Please provide one set of location coordinates for a centroid location of the proposed site in the spaces provided on the application form."

City of Rochester Response:

Centrally-located coordinates are now provided on the revised completed BCP Application.

2.4 NYSDEC Comment #3 (bullet 2)

Section II. Property Information

"In Table 1, Section # is placed under Parcel No. and the sub-section # is placed under Section No. Please correct."

City of Rochester Response:

The headings for Section No. and Sub-Section No. have been revised on the attached Table 1 per the NYSDEC's comment.

2.5 NYSDEC Comment #3 (bullet 3)

Section II. Property Information

"Please include the "formally constructed recreational trail" described in answer to Section IX, Question #1 in the Property Description Narrative (#5) in Section II."

City of Rochester Response:

The narrative in Section II of the revised completed BCP Application has been revised to include a statement on the formally constructed recreational trail.

2.6 NYSDEC Comment #3 (bullet 4)

Section II. Property Information

"The SBL given for the 102 Violetta St parcel differs between the information provided in Table 1 (121-70-01-39.001) and the Boundary Map (127.70-01-039.1). Please reconcile the parcel information."

City of Rochester Response:

The SBL for 102 Violetta Street has been revised on the attached Figure 1 and attached Table 1 to match the SBL identified on the "Boundary Survey Map of Vacuum Oil Site" presented as Exhibit 2. Per a telephone conversation between O'Brien & Gere and the NYSDEC on July 30, 2014, the NYSDEC Comment Letter presented an incorrect SBL for the Boundary Map; however, the correct SBL was used when updating Figure 1 and Table 1.

2.7 NYSDEC Comment #4 (bullet 1)

Section VI. Project Description

"Please provide more complete and detailed information about the project, including the purpose of the project and proposed use after remediation."

City of Rochester Response:

The City's purpose for the proposed BCP project is to perform a remedial investigation and appropriate remedial actions under the BCP in order to allow redevelopment of the Project area consistent with the Vacuum Oil - South Genesee River Corridor Brownfield Opportunity Area (BOA) Nomination Study and master plan.

Completion of cleanup of the identified approximately 15.4 acres of City-owned land under the BCP will set the stage for the City of Rochester to:

(1) Implement capital improvements to enhance public access to the Genesee River and develop recreational park areas and open spaces; and

(2) Make available portions of the City owned-parcels near Flint Street for future private residential and commercial mixed use development consistent with the BOA master plan.

Concurrent with the remedial investigation under the BCP the City will be using NYSDOS BOA grant funds awarded in 2013 to perform several engineering studies and predevelopment assessments to support future private and public development on and near the former Vacuum Oil facility. These studies will include evaluations of flood plain, wetlands, geotechnical, transportation, traffic, and utility infrastructure conditions and requirements for redevelopment.

It is also an objective of the City's to perform the remedial investigation of the City-owned parcels in a manner and schedule that would allow the NYSDEC to consider the remedial investigation results for the adjoining BCP site C828162 at 5 & 15 Flint Street Site during remedy selection.

A detailed description of the proposed use after remediation is presented in both the June 25, 2014 BCP Application Cover Letter ("SECTION IX. PART 2 SPECIFIC INTENDED RE-USE") and in the City's "Draft Nomination Study Vacuum Oil – South Genesee River Corridor Brownfield Opportunity Area" document prepared by Bergmann Associates, P.C. and Camoin Associates, dated April 2013, presented herein as Exhibit 3.

2.8 NYSDEC Comment #4 (bullet 2)

Section VI. Project Description

"Please provide an estimated project schedule (month/year format) that includes important project milestones and the estimated date upon which the Requestor expects the Certificate of Completion to be issued."

City of Rochester Response:

An estimated project schedule with project milestones and an estimated completion date is presented as Attachment 2.

2.9 NYSDEC Comment #4 (bullet 3)

Section VI. Project Description

"A final investigation report is not included with the application; therefore please do not check either box associated with the final investigation report."

City of Rochester Response:

The box that was checked "No" in the June 25, 2014 BCP Application has now been unchecked.

2.10 NYSDEC Comment #4 (bullet 4)

Section VI. Project Description

"Please provide last known addresses for previous operators and last know phone numbers for both owners and operators."

City of Rochester Response:

The last known addresses for previous operators and last known phone numbers for owners/operators are presented on Table 3.

2.11 NYSDEC Comment #5 (bullet 1)

Section VIII – Contact List Information

"Please add the Dr. Charles T. Lunsford, School No. 19 and Headstart, located at 465 Seward St. and 640 Jefferson Ave, respectively to the contact list."

City of Rochester Response:

Both of these entities have been added to the contact list presented on Table 4.

2.12 NYSDEC Comment #5 (bullet 2)

Section VIII – Contact List Information

"Please add at least one newspaper to the list of local news media."

City of Rochester Response:

The Democrat & Chronicle, a local newspaper, has been added to the contact list presented on Table 4.

2.13 NYSDEC Comment #5 (bullet 3)

Section VIII – Contact List Information

"The Phillis Wheatley Community Library is part of the Monroe County Library System. Please provide a letter from the library acknowledging agreement to act as the document repository for the proposed project."

City of Rochester Response:

A letter signed by a representative from the Phillis Wheatley Community Library agreeing to be the document repository for this project is presented as Attachment 3.

2.14 NYSDEC Comment #6 (bullet 1)

Section IX – Land Use Factors

"In answer to Question #5, "Yes" is checked indicating that the proposed use is consistent with applicable comprehensive community master plans, local waterfront revitalization plans, designated Brownfield Opportunity Area plans, or other adopted land use plans. Please provide relevant documentation supporting the consistency."

City of Rochester Response:

The City's "Draft Nomination Study Vacuum Oil – South Genesee River Corridor Brownfield Opportunity Area" document prepared by Bergmann Associates, P.C. and Camoin Associates, dated April 2013, presented herein as Exhibit 3 provides a detailed description of the BOA Master Plan.

2.15 NYSDEC Comment #6 (bullet 2)

Section IX – Land Use Factors

"In answer to Question #6 "Yes" is checked indicating that there are Environmental Justice Concerns. Please explain."

City of Rochester Response:

The economic status of the neighborhood has been negatively influenced by the presence of the former Vacuum Oil Refinery complex and the industrial activities taking place in the area dating back to the 1860's. There has been limited market demand in the neighborhood for new construction, and the adverse impacts of the former Vacuum Oil Refinery site have also inhibited investment in adjoining properties. When combined with the potential for hazardous contamination, there has been little to influence the private sector to remediate and redevelop the properties. The City recognizes the adverse environmental concerns posed by the former Vacuum Oil Refinery, as well as the negative influences these properties are having on the neighborhood. As a result, the City has highlighted these properties for immediate action. Significant efforts were undertaken to ensure the BOA Master Plan met the needs of neighborhood residents.

Through the involvement of the Plymouth-Exchange (PLEX) neighborhood association, the neighborhood provided significant guidance and direction towards the development of the BOA Master Plan recommendations, including the intended uses located on the proposed BCP sites. A primary concern identified by PLEX regarding residents has been the potential gentrification (*i.e.,* wealthier residents displacing poorer residents) of the neighborhood. A copy of a map (based on the 2000 United States Census) obtained from the NYSDEC website titled "Potential Environmental Justice Areas in the City of Rochester (south detail), Monroe County, New York" is presented as Exhibit 5 and depicts the proposed BCP sites as being in the Potential Environmental Justice Area.

2.16 NYSDEC Comment #6 (bullet 3)

Section IX – Land Use Factors

"In answer to Question #11, "Yes" is checked indicating that there are important federal, state or local natural resources, wildlife refuges, wetlands, or critical habitats of endangered or threatened species within ½ mile of the proposed site. Please explain."

City of Rochester Response:

National Wetlands Inventory Maps produced by the United States Fish and Wildlife Service (obtained in March 2010) and New York State Freshwater Wetlands data (obtained in November 2010) indicate that the Genesee River, located immediately adjacent to the east of the Site, is designated as "R2UBHx – Riverline" and "R2UBH – Riverline." The State and Federal wetlands are depicted on Figure 2.

2.17 NYSDEC Comment #6 (bullet 4)

Section IX – Land Use Factors

"In answer to Question #12, "Yes" is checked indicating that there are floodplains within ½ mile of the site. Please explain."

City of Rochester Response:

The Federal Emergency Management Agency (FEMA) floodplain data is depicted on the attached Figure 3. This information depicted was obtained from Monroe County, New York FEMA Q3 digital data via the NYSGIS Clearinghouse website. This data is derived from Flood Insurance Rate Maps published by the FEMA. This data indicates that the Genesee River, located immediately to the east of the proposed BCP sites, is designated as "Zone AE" which is indentified as a 100 year floodplain. This data indicates that the Site and surrounding land is designated as "Zone X" which is identified as a 500 year floodplain.

2.18 NYSDEC Comment #7

Additional Comment

"Please remove the Environmental Assessment Report from the electronic version of the application."

City of Rochester Response:

Per a telephone conversation between O'Brien & Gere and the NYSDEC on July 30, 2014, the Environmental Assessment Report (presented as Attachment 1) is now a separate PDF file from the BCP Application and is included on the enclosed DVD.

SECTION 3.0 AUGUST 26, 2014 NYSDEC E-MAIL CORRESPONDENCE ITEMS

3.1 NYSDEC Comment #1

Section II. Property Information

"Please provide an answer to Question #4."

City of Rochester Response:

The box is checked "No" in the attached BCP Application.

3.2 NYSDEC Comment #2

Section II. Property Information

"Because changes were made to Section II prior to application approval, original requestor initials must be provided on the line at the bottom of Page 2."

City of Rochester Response:

Per our telephone conversation on September 5, 2014, the City is not required to initial the bottom of Page 2.

3.3 NYSDEC Comment #2

Additional Comment

"The supplemental information that included answers to several questions and was included in the initial application submission was not included in the revised application. Please provide the supplemental information."

City of Rochester Response:

The supplemental information is included with the revised application.

SECTION 4.0 SEPTEMBER 10, 2014 NYSDEC E-MAIL CORRESPONDENCE ITEMS

4.1 NYSDEC Comment #1

Additional Comment

"There are a couple of figures missing from this revision….both the Survey Map exhibit and Map 4 will also need to be included in the list of exhibits/figures…."

City of Rochester Response:

The "Boundary Survey Map of the Vacuum Oil Site" is presented as Exhibit 2 and the "Map-4 Land Use Map" is presented as Exhibit 4. Revised exhibit cover pages have also been included. A hardcopy of each of these items, the revised exhibit cover pages, and a revised electronic copy on dvd are attached.

We trust that the enclosed revised completed BCP application and associated figure, tables, and attachments are sufficient and complete to address your comment letter dated July 24, 2014 and e-mail correspondence dated August 26, 2014 and September 10, 2014. Should you have any questions or require additional information, please do not hesitate to contact me at your earliest convenience at (585) 295-7709, or via email at Kevin.Ignaszak@obg.com.

Very truly yours,

O'BRIEN & GERE ENGINEERS, INC.

Kevin Ignaszak, P.E.
Senior Project Manager

cc: Bart Putzig, NYSDEC Region 8, Regional Remediation Engineer
Kelly Lewandowski, P.E., NYSDEC Albany, Site Control Section, Chief
Joseph Biondolillo, City of Rochester
Doug Crawford, P.E., O'Brien & Gere
Deborah Wright, CPG, O'Brien & Gere
Anthony DiNardo, P.E., O'Brien & Gere

Attachment:

Exhibits:
Exhibit 1 – Revised Completed BCP Application
Exhibit 2 – Boundary Survey Map of Vacuum Oil Site
Exhibit 3 – Draft Nomination Study Vacuum Oil – South Genesee River Corridor Brownfield Opportunity Area, April 2013 (provided on enclosed DVD)
Exhibit 4 – Map 4 – Land Use Map
Exhibit 5 – Potential Environmental Justice Area Map

Figures:
Figure 1 – Site Location
Figure 2 – State and Federal Wetlands
Figure 3 – Floodplains

Tables:
Table 1 – Section II Property Information
Table 2A – Section VII, Part 2 Sampling Data, Part 3 Know Contaminants
Table 2B – Section VII, Part 2 Sampling Data, Part 3 Suspected Contaminants
Table 3 – Section VII, Part 6 List of Previous Property Owners
Table 4 – Section VIII Contact list Information

Attachments:
Attachment 1 – Section VII Part 1 Environmental Reports (provided on DVD within O'Brien & Gere's December 2012 Phase I Environmental Site Assessment Report) and includes the following reports:

- *Site Investigation Report Former Vacuum Oil Company Site #828089P, Rochester, Monroe County*, dated March 2001, prepared by NYSDEC
- *Project Oversight Management Plan Services Report, Former Vacuum oil Refinery Site Rochester, New York NYSDEC Spill No. 0370583, DEQ PSA Agreement No. 031534*, dated October 10, 2008, prepared by O'Brien & Gere.
- *Subsurface Investigation Summary Report, Former Vacuum Oil Company Refinery Area*, dated January 12, 2009, prepared by Roux Associates, Inc.
- *Phase I Environmental Site Assessment Report, 1, 13, 31, 69, and 75 Cottage Street, 100 Riverview Place, 102 Violetta Street, and 1315 S. Plymouth Avenue, Rochester, New York*, dated December 2012, prepared by O'Brien & Gere.

Attachment 2 – Estimated Project Schedule

Attachment 3 – Library Acknowledgement Letter

Exhibit 1 – Revised Completed BCP Application

NEW YORK STATE
DEPARTMENT OF ENVIRONMENTAL CONSERVATION
BROWNFIELD CLEANUP PROGRAM (BCP)
ECL ARTICLE 27 / TITLE 14

DEPARTMENT USE ONLY
BCP SITE #:

08/2013

Section I. Requestor Information

NAME City of Rochester

ADDRESS City Hall, 30 Church Street

CITY/TOWN Rochester ZIP CODE 14614

PHONE (585) 428-6649 FAX (585) 428-6010 E-MAIL BiondJ@CityOfRochester.Gov

Is the requestor authorized to conduct business in New York State (NYS)? ☐ Yes ☑ No

-If the requestor is a Corporation, LLC, LLP or other entity requiring authorization from the NYS Department of State to conduct business in NYS, the requestor's name must appear, exactly as given above, in the NYS Department of State's Corporation & Business Entity Database. A print-out of entity information from the database must be submitted to DEC with the application, to document that the applicant is authorized to do business in NYS.

-Individuals that will be certifying BCP documents, as well as their employers, meet the requirements of Section 1.5 of DER-10: Technical Guidance for Site Investigation and Remediation and New York State Education Law. **Documents that are not properly certified will not be approved under the BCP**. ☑ Yes ☐ No

NAME OF REQUESTOR'S REPRESENTATIVE Mr. Joseph J. Biondolillo

ADDRESS City Hall, 30 Church Street, Room 300B

CITY/TOWN Rochester ZIP CODE 14614

PHONE (585) 428-6649 FAX (585) 428-6010 E-MAIL BiondJ@CityofRochester.Gov

NAME OF REQUESTOR'S CONSULTANT O'Brien & Gere Engineers, Inc.

ADDRESS 400 Andrews Street, Harro East Building, Suite 710

CITY/TOWN Rochester ZIP CODE 14604

PHONE (585) 295-7709 FAX (585) 263-2869 E-MAIL Kevin.Ignaszak@OBG.com

NAME OF REQUESTOR'S ATTORNEY Harter, Secrest & Emery, LLP

ADDRESS 1600 Bausch & Lomb Place

CITY/TOWN Rochester ZIP CODE 14604-2711

PHONE (585) 231-1194 FAX (585) 232-2152 E-MAIL PSylvestri@HSELaw.com

THE REQUESTOR MUST CERTIFY THAT HE/SHE IS EITHER A PARTICIPANT OR VOLUNTEER IN ACCORDANCE WITH ECL 27-1405 (1) BY CHECKING ONE OF THE BOXES BELOW:

☐ PARTICIPANT
A requestor who either 1) was the owner of the site at the time of the disposal of hazardous waste or discharge of petroleum or 2) is otherwise a person responsible for the contamination, unless the liability arises solely as a result of ownership, operation of, or involvement with the site subsequent to the disposal of hazardous waste or discharge of petroleum.

☑ VOLUNTEER
A requestor other than a participant, including a requestor whose liability arises solely as a result of ownership, operation of or involvement with the site subsequent to the disposal of hazardous waste or discharge of petroleum.

NOTE: By checking this box, the requestor certifies that he/she has exercised appropriate care with respect to the hazardous waste found at the facility by taking reasonable steps to: i) stop any continuing discharge; ii) prevent any threatened future release; and iii) prevent or limit human, environmental, or natural resource exposure to any previously released hazardous waste.

Requestor Relationship to Property (check one):

☐ Previous Owner ☑ Current Owner ☐ Potential /Future Purchaser ☐ Other_____

If requestor is not the site owner, requestor will have access to the property throughout the BCP project. ☐ Yes ☐ No
-Proof of site access must be submitted for non-owners

Section II. Property Information

Check here if this application is to request significant changes to property set forth in an existing BCA: ☐
Existing BCP site number:_____

PROPERTY NAME Portion of Former Vacuum Oil Refinery

ADDRESS/LOCATION See Table 1 CITY/TOWN Rochester ZIP CODE 14608

MUNICIPALITY(IF MORE THAN ONE, LIST ALL):
Rochester

COUNTY Monroe SITE SIZE (ACRES) 15.406 (Approximate Total). See Table 1

LATITUDE (degrees/minutes/seconds) 43 ° 8 ‘ 6 “ LONGITUDE (degrees/minutes/seconds) 77 ° 37 ‘ 21 “

HORIZONTAL COLLECTION METHOD: ☐ SURVEY ☐ GPS ☑ MAP HORIZONTAL REFERENCE DATUM: WGS 1984

COMPLETE TAX MAP INFORMATION FOR ALL TAX PARCELS INCLUDED WITHIN THE PROPERTY BOUNDARIES. ATTACH REQUIRED MAPS PER THE APPLICATION INSTRUCTIONS.

Parcel Address	Parcel No.	Section No.	Block No.	Lot No.	Acreage
See Attached Table 1					

1. Do the property boundaries correspond to tax map metes and bounds? ☑ Yes ☐ No
   If no, please attach a metes and bounds description of the property.
2. Is the required property map attached to the application? (application will not be processed without map) ☑ Yes ☐ No
3. Is the property part of a designated En-zone pursuant to Tax Law § 21(b)(6)? ☑ Yes ☐ No
   For more information please see Empire State Development’s website.
   If yes, identify area (name) En-Zone A, #006900
   Percentage of property in En-zone (check one): ☐ 0-49% ☑ 50-99% ☐ 100%
4. Is this application one of multiple applications for a large development project, where the development project spans more than 25 acres (see additional criteria in BCP application instructions)? If yes, identify name of properties in related BCP applications:_____ ☐ Yes ☑ No

5. Property Description Narrative:

Most of the tax parcels making up the Site historically operated as part of the Vacuum Oil refinery operation from approximately 1866 to 1930. Kerosene, naptha, finished lubricants, and containers for these products (e.g., wooden barrels, tin cans, and drums) were stored and manufactured on Site. Operations and facilities that formerly occupied the Site include bulk storage tanks, former canal beds, rail yard, barrel manufacturing plant, numerous storage areas, and underground facilities that previously serviced Site operations(e.g., utilities, sewers, and piping). While most of the above grade structures have been demolished and removed, some remnants of former structures remain. It is unknown as to what subsurface structures remain. A formally constructed recreation trail runs through the site parallel to the Genesee River.

6. List of Existing Easements (type here or attach information)

Easement Holder	Description
See text - Section II.	See 1.1 Section II of Cover Letter for information.

7. List of Permits issued by the NYSDEC or USEPA Relating to the Proposed Site (type here or attach information)

Type	Issuing Agency	Description
No Permits issued		

If any changes to Section II are required prior to application approval, a new page, initialed by each requestor, must be submitted.

Initials of each Requestor: _____ _____ _____ _____ _____ _____

Section III. Current Property Owner/Operator Information

OWNER'S NAME City of Rochester		
ADDRESS City Hall, 30 Church Street, Room 300B		
CITY/TOWN Rochester	ZIP CODE 14614	
PHONE (585) 428-6649	FAX (585) 428-6010	E-MAIL BiondJ@CityofRochester.Gov
OPERATOR'S NAME City of Rochester		
ADDRESS City Hall, 30 Church Street, Room 300B		
CITY/TOWN Rochester	ZIP CODE 14614	
PHONE (585) 428-6649	FAX (585) 428-6010	E-MAIL BiondJ@CityofRochester.Gov

Section IV. Requestor Eligibility Information (Please refer to ECL § 27-1407)

If answering "yes" to any of the following questions, please provide an explanation as an attachment.

1. Are any enforcement actions pending against the requestor regarding this site?	☐ Yes	☑ No
2. Is the requestor subject to an existing order relating to contamination at the site?	☐ Yes	☑ No
3. Is the requestor subject to an outstanding claim by the Spill Fund for this site?	☐ Yes	☑ No
4. Has the requestor been determined to have violated any provision of ECL Article 27?	☐ Yes	☑ No
5. Has the requestor previously been denied entry to the BCP?	☐ Yes	☑ No
6. Has the requestor been found in a civil proceeding to have committed a negligent or intentionally tortious act involving contaminants?	☐ Yes	☑ No
7. Has the requestor been convicted of a criminal offense that involves a violent felony, fraud, bribery, perjury, theft, or offense against public administration?	☐ Yes	☑ No
8. Has the requestor knowingly falsified or concealed material facts or knowingly submitted or made use of a false statement in a matter before the Department?	☐ Yes	☑ No
9. Is the requestor an individual or entity of the type set forth in ECL 27-1407.9(f) that committed an act or failed to act, and such act or failure to act could be the basis for denial of a BCP application?	☐ Yes	☑ No

Section V. Property Eligibility Information (Please refer to ECL § 27-1405)

1. Is the property, or was any portion of the property, listed on the National Priorities List? If yes, please provide relevant information as an attachment.	☐ Yes	☑ No
2. Is the property, or was any portion of the property, listed on the NYS Registry of Inactive Hazardous Waste Disposal Sites? If yes, please provide: Site #_____ Class # _____	☐ Yes	☑ No
3. Is the property subject to a permit under ECL Article 27, Title 9, other than an Interim Status facility? If yes, please provide: Permit type:_____ EPA ID Number:_____ Date permit issued:_____ Permit expiration date:_____	☐ Yes	☑ No
4. Is the property subject to a cleanup order under navigation law Article 12 or ECL Article 17 Title 10? If yes, please provide: Order # Stip #/Spill # 0370583. See 1.2 Section V of Cover Letter for information.	☑ Yes	☐ No
5. Is the property subject to a state or federal enforcement action related to hazardous waste or petroleum? If yes, please provide explanation as an attachment.	☐ Yes	☑ No

Section VI. Project Description

What stage is the project starting at? ☑ Investigation ☐ Remediation

Please attach a description of the project which includes the following components:

- Purpose and scope of the project
- Estimated project schedule

See 1.3 Section VI of Cover Letter for Information.

Section VII. Property's Environmental History

To the extent that existing information/studies/reports are available to the requestor, please attach the following:

1. Environmental Reports

A Phase I environmental site assessment report prepared in accordance with ASTM E 1527 (American Society for Testing and Materials: Standard Practice for Environmental Site Assessments: Phase I Environmental Site Assessment Process), and all environmental reports related to contaminants on or emanating from the site. See 1.4 Section VII of Cover Letter for information.

If a final investigation report is included, indicate whether it meets the requirements of ECL Article 27-1415(2): ☐Yes ☐No

2. SAMPLING DATA: INDICATE KNOWN CONTAMINANTS AND THE MEDIA WHICH ARE KNOWN TO HAVE BEEN AFFECTED. LABORATORY REPORTS SHOULD BE REFERENCED AND COPIES INCLUDED.

Contaminant Category	Soil	Groundwater	Surface Water	Sediment	Soil Gas
Petroleum	X	X			X
Chlorinated Solvents	X	X			X
Other VOCs	X	X			X
SVOCs	X	X			
Metals	X	X			
Pesticides	X	X			
PCBs	X	X			
Other*					

*Please describe: See attached Table 2A.

3. SUSPECTED CONTAMINANTS: INDICATE SUSPECTED CONTAMINANTS AND THE MEDIA WHICH MAY HAVE BEEN AFFECTED. PROVIDE BASIS FOR ANSWER AS AN ATTACHMENT.

Contaminant Category	Soil	Groundwater	Surface Water	Sediment	Soil Gas
Petroleum	X	X			
Chlorinated Solvents	X	X			
Other VOCs	X	X			
SVOCs	X	X			
Metals	X	X			
Pesticides	X	X			
PCBs	X	X			
Other*					

*Please describe: See attached Table 2B. Contaminants are suspected based on the presence of known contamination on Site and Off Site.

4. INDICATE KNOWN OR SUSPECTED SOURCES OF CONTAMINANTS (CHECK ALL THAT APPLY). PROVIDE BASIS FOR ANSWER AS AN ATTACHMENT.

☑Above Ground Pipeline or Tank ☐Lagoons or Ponds ☑Underground Pipeline or Tank ☑Surface Spill or Discharge
☑Routine Industrial Operations ☑Dumping or Burial of Wastes ☐Septic tank/lateral field ☑Adjacent Property
☑Drums or Storage Containers ☐Seepage Pit or Dry Well ☐Foundry Sand ☐Electroplating
☐Coal Gas Manufacture ☑Industrial Accident ☐Unknown

Other: Basis for answer: Investigation into SIte history/operations from previous report and historical aerial photographs.

5. INDICATE PAST LAND USES (CHECK ALL THAT APPLY):

☐Coal Gas Manufacturing ☐Manufacturing ☐Agricultural Co-op ☐Dry Cleaner ☐Salvage Yard ☐Bulk Plant
☐Pipeline ☐Service Station ☐Landfill ☐Tannery ☐Electroplating ☐Unknown

Other: Refining of petroleum - related products

6. PROVIDE A LIST OF PREVIOUS PROPERTY OWNERS AND OPERATORS WITH NAMES, LAST KNOWN ADDRESSES AND TELEPHONE NUMBERS AS AN ATTACHMENT. DESCRIBE REQUESTOR'S RELATIONSHIP, IF ANY, TO EACH PREVIOUS OWNER AND OPERATOR. IF NO RELATIONSHIP, PUT "NONE". See Table 3

Section VIII. Contact List Information

Please attach, at a minimum, the names and addresses of the following:

1. The chief executive officer and planning board chairperson of each county, city, town and village in which the property is located.
2. Residents, owners, and occupants of the property and properties adjacent to the property.
3. Local news media from which the community typically obtains information.
4. The public water supplier which services the area in which the property is located.
5. Any person who has requested to be placed on the contact list.
6. The administrator of any school or day care facility located on or near the property.
7. In cities with a population of one million or more, the local community board if the proposed site is located within such community board's boundaries (*note: per the 2010 census, New York City is the only city in NY with a population over one million).
8. The location of a document repository for the project (e.g., local library). In addition, attach a copy of a letter sent to the repository acknowledging that it agrees to act as the document repository for the property.

Section IX. Land Use Factors (Please refer to ECL § 27-1415(3))

1. Current Use: ☐Residential ☐Commercial ☐Industrial ☑Vacant ☑Recreational (check all that apply)
Provide summary of business operations as an attachment. See 1.5 Section IX of Cover Letter for information.

2. Intended Use Post Remediation: ☐Unrestricted ☑Residential ☑Commercial ☐Industrial (check all that apply)
Provide specifics as an attachment. See 1.6 Section IX of Cover Letter for information.

3. Do current historical and/or recent development patterns support the proposed use? (See #14 below re: discussion of area land uses) See 1.7 Section IX of Cover Letter for information. See Cover Letter	☑Yes ☐No
4. Is the proposed use consistent with applicable zoning laws/maps?	☐Yes ☑No
5. Is the proposed use consistent with applicable comprehensive community master plans, local waterfront revitalization plans, designated Brownfield Opportunity Area plans, other adopted land use plans? See Exhibit 2	☑Yes ☐No
6. Are there any Environmental Justice Concerns? (See §27-1415(3)(p)). See Exhibit 3	☑Yes ☐No
7. Are there any federal or state land use designations relating to this site?	☐Yes ☑No
8. Do the population growth patterns and projections support the proposed use?	☑Yes ☐No
9. Is the property accessible to existing infrastructure?	☑Yes ☐No
10. Are there important cultural resources, including federal or state historic or heritage sites or Native American religious sites within ½ mile?	☐Yes ☑No
11. Are there important federal, state or local natural resources, including waterways, wildlife refuges, wetlands, or critical habitats of endangered or threatened species within ½ mile? See Figure 2	☑Yes ☐No
12. Are there floodplains within ½ mile? See Figure 3	☑Yes ☐No
13. Are there any institutional controls currently applicable to the property?	☐Yes ☑No

14. Describe the proximity to real property currently used for residential use, and to urban, commercial, industrial, agricultural, and recreational areas in an attachment. See 1.8 Section IX of Cover Letter for information.

15. Describe the potential vulnerability of groundwater to contamination that might migrate from the property, including proximity to wellhead protection and groundwater recharge areas in an attachment. See 1.9 Section IX of Cover Letter for Information.

16. Describe the geography and geology of the site in an attachment. See 1.10 Section IX of Cover Letter for Information.

Section X. Statement of Certification and Signatures

(By requestor who is an individual)

If this application is approved, I acknowledge and agree to the general terms and conditions set forth in DER-32 *Brownfield Cleanup Program Applications and Agreements* and to execute a Brownfield Cleanup Agreement (BCA) within 60 days of the date of DEC's approval letter. I also agree that in the event of a conflict between the general terms and conditions of participation set forth in DER-32 and the terms contained in a site-specific BCA, the terms in the BCA shall control. I hereby affirm that information provided on this form and its attachments is true and complete to the best of my knowledge and belief. I am aware that any false statement made herein is punishable as a Class A misdemeanor pursuant to section 210.45 of the Penal Law.

Date: _____ Signature: _____ Print Name: _____

(By an requestor other than an individual)

I hereby affirm that I am Mayor (title) of City of Rochester (entity); that I am authorized by that entity to make this application; that this application was prepared by me or under my supervision and direction. If this application is approved, I acknowledge and agree to the general terms and conditions set forth in DER-32 *Brownfield Cleanup Program Applications and Agreements* and to execute a Brownfield Cleanup Agreement (BCA) within 60 days of the date of DEC's approval letter. I also agree that in the event of a conflict between the general terms and conditions of participation set forth in DER-32 and the terms contained in a site-specific BCA, the terms in the BCA shall control. I hereby affirm that information provided on this form and its attachments is true and complete to the best of my knowledge and belief. I am aware that any false statement made herein is punishable as a Class A misdemeanor pursuant to Section 210.45 of the Penal Law.

Date: 8/14/14 Signature: _____ Print Name: Lovely A. Warren

SUBMITTAL INFORMATION:

Three (3) complete copies are required.

- **Two (2)** copies, one paper copy with original signatures and one electronic copy in Portable Document Format (PDF) on a CD, must be sent to:

  Chief, Site Control Section
  New York State Department of Environmental Conservation
  Division of Environmental Remediation
  625 Broadway
  Albany, NY 12233-7020

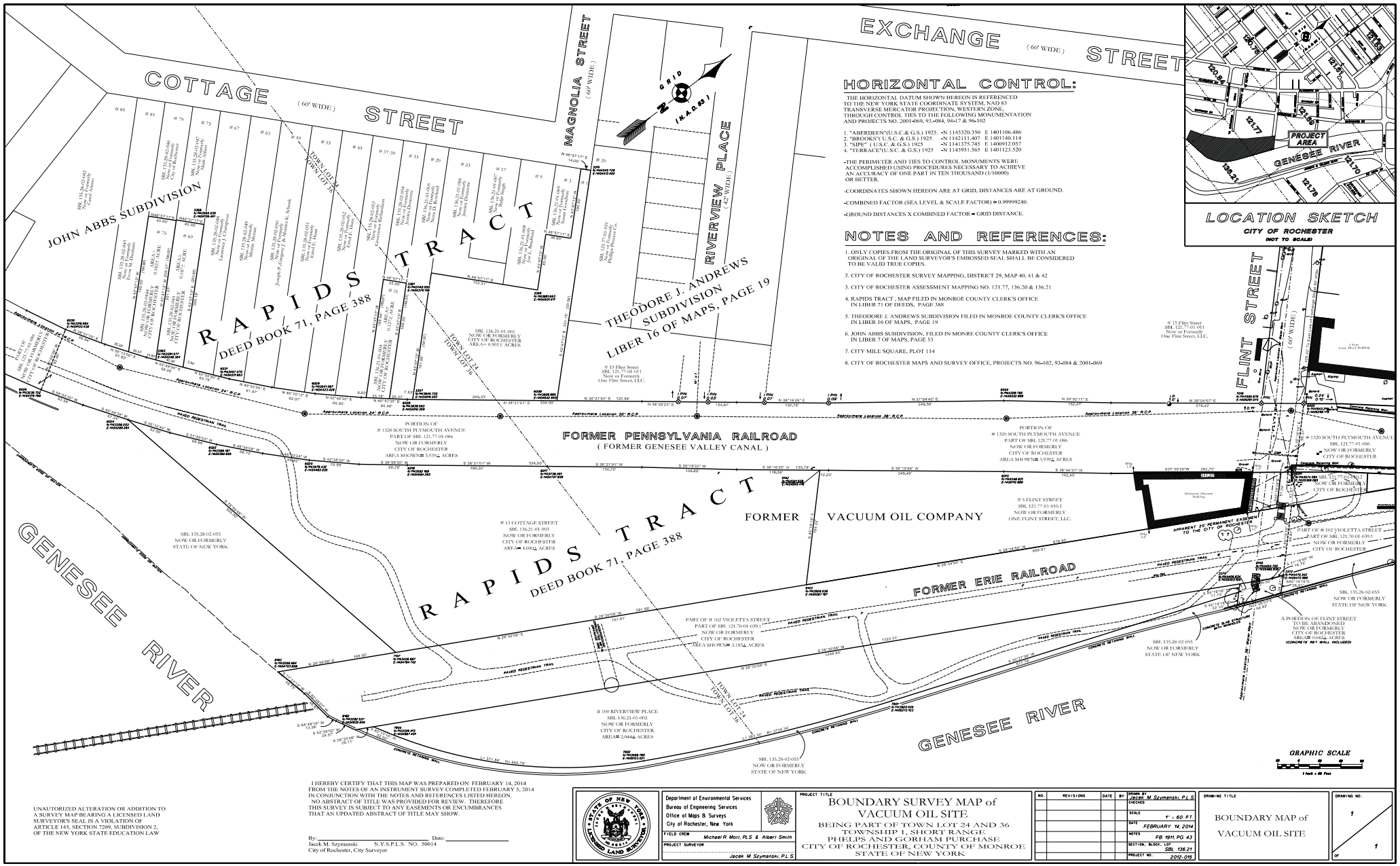
- **One (1)** paper copy must be sent to the DEC regional contact in the regional office covering the county in which the site is located. Please check our website for the address of our regional offices.

FOR DEPARTMENT USE ONLY

BCP SITE T&A CODE: _____ **LEAD OFFICE:** _____

Exhibit 2 –

Boundary Survey Map of Vacuum Oil Site



UNAUTORIZED ALTERATION OR ADDITION TO A SURVEY MAP BEARING A LICENSED LAND SURVEYOR'S SEAL IS A VIOLATION OF ARTICLE 145, SECTION 7209, SUBDIVISION 2, OF THE NEW YORK STATE EDUCATION LAW

I HEREBY CERTIFY THAT THIS MAP WAS PREPARED ON FEBRUARY 14, 2014 FROM THE NOTES OF AN INSTRUMENT SURVEY COMPLETED FEBRUARY 5, 2014 IN CONJUNCTION WITH THE NOTES AND REFERENCES LISTED HEREON. NO ABSTRACT OF TITLE WAS PROVIDED FOR REVIEW. THEREFORE THIS SURVEY IS SUBJECT TO ANY EASEMENTS OR ENCUMBRANCES THAT AN UPDATED ABSTRACT OF TITLE MAY SHOW.

By: _____ Date: _____
Jacek M. Szymanski N.Y.S.P.L.S. NO. 50014
City of Rochester, City Surveyor

STATE OF NEW YORK LICENSED LAND SURVEYOR

Department of Environmental Services
Bureau of Engineering Services
Office of Maps & Surveys
City of Rochester, New York

FIELD CREW Michael R Mott, PLS & Albert Smith
PROJECT SURVEYOR Jacek M Szymanski, P.L.S.

PROJECT TITLE
BOUNDARY SURVEY MAP of VACUUM OIL SITE
BEING PART OF TOWN LOT 24 AND 36 TOWNSHIP 1, SHORT RANGE PHELPS AND GORHAM PURCHASE CITY OF ROCHESTER, COUNTY OF MONROE STATE OF NEW YORK

NO.	REVISIONS	DATE	BY

DRAWN BY: JACEK M Szymanski, P.L.S.
CHECKED
SCALE 1" = 60 FT.
DATE FEBRUARY 14, 2014
NOTES FB 191, PG. 43
SECTION, BLOCK, LOT SBL 136.21
PROJECT NO. 2013-055

DRAWING TITLE
BOUNDARY MAP of VACUUM OIL SITE

DRAWING NO. 1 OF 1

VACUUM OIL_MAP_2D.dgn 2/13/2014 9:27:59 AM

Exhibit 3 –

Draft Nomination Study

Vacuum Oil – South Genesee River Corridor

Brownfield Opportunity Area

April 2013

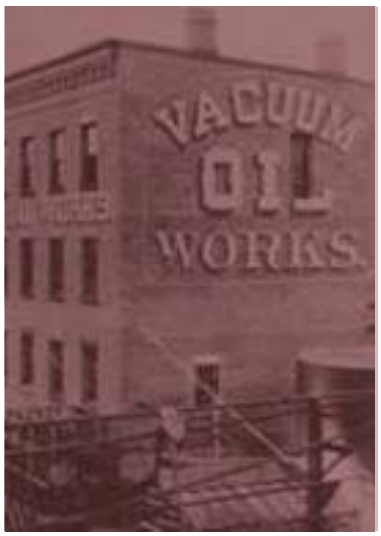
(provided on enclosed DVD)

Draft Nomination Study

Vacuum Oil - South Genesee River Corridor Brownfield Opportunity Area

A Revitalization Strategy for the South Plymouth Neighborhood

April 2013



City of Rochester
Thomas S. Richards, Mayor

30 Church Street
Rochester, NY 14614

This document was prepared for the City of Rochester and New York State Department of State with state funds provided by the Brownfield Opportunity Area Program.

Bergmann associates
architects // engineers // planners

camoin associates
ECONOMIC DEVELOPMENT

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APPENDICES

MAPS

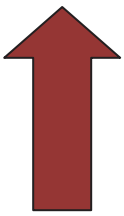
SECTION 1: PROJECT DESCRIPTION & BOUNDARY

1.1 LEAD PROJECT SPONSORS

The City of Rochester is the sponsoring municipality of the Vacuum Oil - South Genesee River Corridor Brownfield Opportunity Area (BOA) Nomination Study, a program funded, administered, and overseen by the New York State Department of State (DOS), with technical support provided by the Department of Environmental Conservation (DEC). The Division of Environmental Quality (DEQ) is responsible for management of the project on behalf of the City. DEQ has been proactive and involved in a wide range of brownfield remediation initiatives within the City and specifically within the BOA study area.

In an effort to ensure the continued involvement of the community throughout the planning process, the DEQ established an Advisory Committee representing a broad range of local stakeholders, each providing valuable insight from their respective fields of expertise. Advisory Committee members provide a diverse background of interests, including economic development, housing and community development, brownfield redevelopment, community character, and business interests.

THREE STEPS OF THE BROWNFIELD OPPORTUNITY AREA PROGRAM		
Phase 1: Pre-Nomination	***Phase 2: Nomination***	***Phase 3: Implementation***
• Preliminary analysis of the community and potential brownfield sites • Identification of a study area • Establishment of partnerships with key stakeholders and initiation of public participation process • Initial identification and summarization of opportunities for renewal	• Comprehensive analysis of the study area and individual brownfield sites • Analysis of economic and market trends to assist in strategy development • Development of specific recommendations for the revitalization of strategic sites	• Detailed individual site assessments, as required, to determine remediation strategies and needs • Creation of a detailed reuse and redevelopment strategy for strategic sites • Development of a marketing strategy for individual redevelopment sites



Current Project

1.2 INTRODUCTION TO THE BOA PROGRAM

The BOA Program was developed in 2003 as the planning component of the NYS Superfund/Brownfield Law (GML Article 18-C, Section 970-r), providing municipalities and community-based organizations with financial and technical assistance to complete area-wide revitalization strategies for neighborhoods impacted by the presence of brownfields and environmental hazards. At the completion of the program, communities will be designated a Brownfield Opportunity Area, increasing their competitive position for access to funding and incentives under the DEC Brownfield Cleanup Program, the Empire State Development Corporation's economic development programs, and many other State and Federal assistance opportunities.

Brownfield sites are typically former industrial or commercial properties where operations may have resulted in environmental impairment. The DOS and DEC recognize the expansive detrimental impacts these sites have on their surrounding neighborhoods, and that brownfield impacts are not limited to individual sites or immediately adjoining property.

A "brownfield" is real property whose expansion, redevelopment or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant."

The marketability and viability of entire neighborhoods can be negatively impacted by the presence, or potential presence, of contaminated sites through a decline in property values, perceived safety, and a lack of reinvestment. The BOA Program assists communities in identifying and analyzing sources of neighborhood distress, and provides the resources and capacity to develop and implement revitalization strategies for primary sites, brownfield sites, and neighborhoods. However, the BOA Program does not provide monies for direct cleanup efforts.

State and federal programs also exist for the direct remediation of sites, such as the DEC Environmental Restoration Program, the DEC Brownfield Cleanup Program, and the US Environmental Protection Agency's Brownfield Program. These programs focus on physical investigations and activities, further assisting local municipalities in dealing with brownfield properties and their impacts on communities.

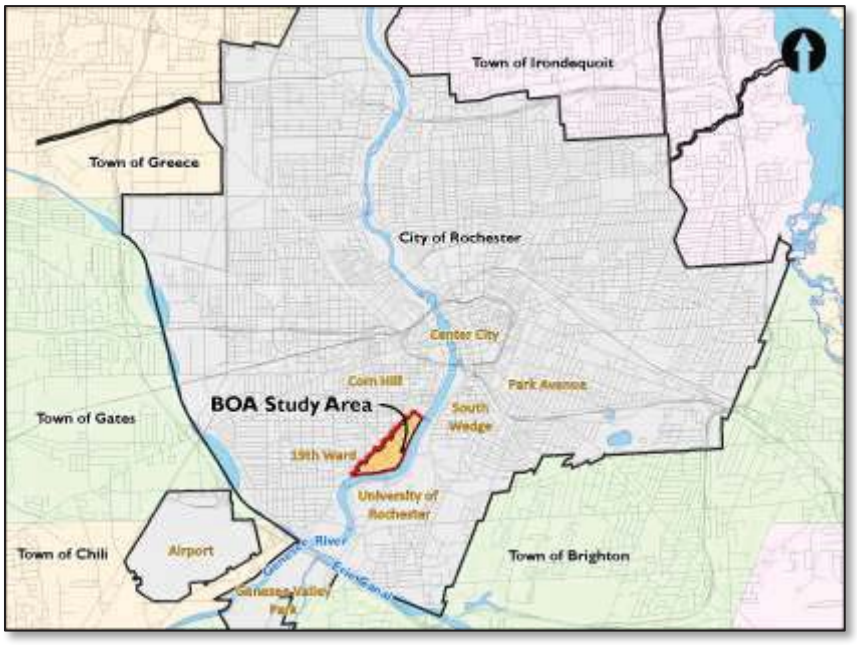
1.3 PROJECT DESCRIPTION

1.3.1 General Overview

In 2006, the City of Rochester completed a Pre-Nomination Study for the Vacuum Oil - South Genesee River Corridor. The approximately 58-acre Study Area included numerous known and potential brownfields centered on the former Vacuum Oil Rochester Works site along Flint and Exchanges Streets. In 2010, the City received a State assistance contract to complete the Step 2 Nomination Study report, which has expanded the scope of the Study Area to include portions of the adjacent neighborhoods.

As a result of an initial review of the BOA Study Area, the Vacuum Oil BOA has been expanded to an approximately 148 acre area located along the Genesee River and Plymouth Avenue south of Center City Rochester. The BOA is bounded by the Plymouth Avenue commercial corridor on the west, and includes components of the Plymouth-Exchange (PLEX) and South West Area Neighborhoods between Barton Street and Ford Street. As seen in Maps 1 and 2, the BOA is also located adjacent to the University of Rochester (across the Genesee River), the region's largest employer. The Study Area is connected to the University via a former railroad bridge spanning the Genesee River, which will undergo conversion to a pedestrian bridge in 2011-2012.

The Study Area includes a variety of industrial, commercial, retail and residential land uses. The largest and most prominent area within the BOA is the industrial zone east of Exchange Street, which extends from Violetta Street south to Magnolia and east to the Genesee River. During the late 19th and early 20th centuries, this area was dominated by the former Vacuum Oil Rochester Works facility, which refined, finished, canned, and distributed petroleum-based products throughout the United States and Europe. The Vacuum Oil Rochester Works site was in operation from 1867 to 1936, during which time Vacuum Oil was purchased by the Standard Oil Company of New York (Socony). The Rochester Works site is the primary focus of the BOA, and has been confirmed or is suspected of being contaminated by numerous spills, accidents and other industrial activities taking place since 1867.



Map 1: *Study Area Regional Context*

Multiple environmental studies have been completed by private and public entities for individual parcels or sets of parcels within the Vacuum Oil Rochester Works footprint. In addition to the 2006 Pre-Nomination Study, the City has commissioned a series of land use and revitalization studies since 1984, with the most recent completed in 2001, to facilitate the revitalization of the BOA Study Area and the surrounding Genesee River South Corridor.

However, none of these previous studies have encompassed and included the surrounding PLEX and South West neighborhoods. Plymouth Avenue represents a major north-south organizational feature of the neighborhood, with areas east of the corridor to the Genesee River negatively impacted by the current and historic industrial activity talking place at the former Vacuum Oil Rochester Works site. As a result, these portions of the neighborhood, including the BOA Study Area, have suffered from continued disinvestment. The Vacuum Oil BOA Nomination Study will outline a revitalization strategy for the Study Area which will reduce the negative economic, social, aesthetic and quality of life impacts associated with current and former industrial activity in the neighborhood.

Map 2: *Study Area Neighborhood Context*

The BOA revitalization strategy will accomplish the following primary goals:

1. Provide recommendations for the redevelopment and reuse of vacant, abandoned and underutilized properties;

2. Develop strategies to strengthen and diversify residential neighborhoods; and

3. Reconnect the community with the Genesee Riverfront.

Of the 517 properties within the BOA, 28 were identified as part of this study as candidates for curbside assessments, covering 34.6 percent of parcel area within the Study Area (See Appendix D). In addition to these brownfields, an additional 129 vacant and underutilized parcels were identified as significant to the revitalization of the Study Area. Together, these 148 parcels represent 51 percent of the BOA. Of the remaining non-vacant, non-brownfield sites, 50 percent are classified as residential. More information on Vacant, Underutilized, and Potentially Contaminated Sites within the BOA can be found in the corresponding discussion in Section 3 of the BOA Nomination Study and on Map 7.

1.3.2 Redevelopment Potential

The primary driver of redevelopment potential within the BOA is the presence of vacant and underutilized land along the City's Genesee River waterfront. Vacant and underutilized property within the Study Area accounts for 41 percent of the acreage, 27 acres of which are City-owned. Within the Study Area, three locations hold significant promise for large scale redevelopment activities due to the presence of contiguous underutilized and vacant former industrial parcels. As seen in Figure 1, these sites include the former Vacuum Oil Main Plant site north of Flint Street (A), the former Vacuum Oil Site south of Flint Street (B), and vacant land east of Magnolia Street and Riverview Place (C). In total, these three sites account for approximately 25 acres, or slightly less than 17 percent of the Study Area, yet represent 49 percent of total vacant and underutilized property within the BOA. The redevelopment of these sites will have the potential to create the greatest catalytic impact to the surrounding neighborhoods, spurring reinvestment in existing property and the redevelopment of adjacent vacant and underutilized sites as infill projects.

Figure 1: *Primary Redevelopment Sites*

The BOA is within the proposed Historic Southwest Riverfront District and the Rochester Heritage Corridor, and contains approximately 6,300 feet of shoreline along the Genesee River which offer significant opportunities for water-enhanced development. The BOA is also located on a significant bend in the river, providing dramatic views of the River, downtown, the University of Rochester and Mt. Hope Cemetery. An existing pedestrian trail follows the river from the South Plymouth north to the Ford Street Bridge underpass, yet fails to fully leverage the recreational and aesthetic potential of the riverfront in most areas of the BOA Study Area. The Genesee River also presents significant opportunities for water-dependent and water-enhanced development, such as boat docks, public spaces, mixed-use development and housing. Each of the aforementioned primary redevelopment sites are located adjacent to the riverfront, further leveraging their potential as high impact, catalytic projects.

The City must focus on rebranding the BOA Study Area as a waterfront neighborhood by reconnecting the PLEX and South West neighborhoods to the Genesee River. This effort will serve to bolster recent investments along the Genesee River at Brooks Landing, Corn Hill Landing, the Riverview Apartments and other pending projects. The continued revitalization of the City's waterfront will attract further attention from investors, supporting economic development and ultimately improving the quality of life for area residents.

1.3.3 Related Planning Studies and Efforts

SOUTHWEST ROCHESTER RIVERFRONT CHARRETTE, 2012

The Southwest Neighborhood Planning Group was obtained funding through the Rochester Area Community Foundation and the NYS Council on the Arts to conduct civic engagement project that established a community-inspired vision for the Plymouth Exchange and adjacent portions of the 19th Ward neighborhoods. The project area is inclusive of the BOA Study Area, and was conducted in parallel with the public participatory process of the Vacuum Oil BOA Nomination Study. The culminating Charrette was held in June 2012, which explored resident and design community ideas in six focus areas. Where applicable, the findings from the Charrette were incorporated into the BOA Master Plan.

SOUTHWEST QUADRANT STRATEGIC PLAN, 2010

The City Department of Neighborhood and Business Development (NBD) established teams of City Staff for each of the City's four quadrants. Each quadrant is charged with creating a strategic plan that develops an annual work program to engage residents, businesses, neighborhood groups and community stakeholders as partners in community, economic and business development efforts. The Strategic Plan outlines 11 Key Result Areas (KRAs) which focus on developing strategies that improve public safety, living standards, public engagement, and housing development, among other topic areas. The Southwest Quadrant Strategic Plan includes the BOA Study Area, and cites the Vacuum Oil Brownfield Opportunity Area as a KRA for business and economic development. The BOA Nomination Study will also support KRAs for quality of life, access to recreation, quality housing choices, and public safety.

HOUSING SUBDIVISION CONCEPT PLAN, 2006

This report was completed in tandem with the 2006 Pre-Nomination Study, and presents alternative development schemes for residential development, waterfront greenspace and recreation areas within the original BOA boundary. Known environmental data was utilized to site housing away from areas of high risk and contamination. These concepts will provide a foundation for understanding redevelopment potential within the BOA Study Area.

SOUTH GENESEE RIVER CORRIDOR STUDY, 2001

In 2001, the Department of City and Regional Planning at Cornell University prepared land use and development plans for the South Genesee River Corridor, in an update to the previously completed efforts by Lane, Frenchman in 1986. The Corridor Study focused on four key areas, including the Plymouth Avenue Corridor and the Exchange Street Riverfront on the west side of the river. The study identified target sites for revitalization, renovation, and new investment; and also developed recommendations for improving public access to the River, enhanced streetscapes, and the rehabilitation and redevelopment of existing industrial uses. A key recommendation for improving the riverfront communities was the rehabilitation of the Erie-Lackawanna Railroad Bridge for pedestrian use. This project has progressed through the design stage, and will begin construction in 2011-2012.

CITY OF ROCHESTER LOCAL WATERFRONT REVITALIZATION PROGRAM, 1999-PRESENT

The 1999 LWRP included substantial recommendations for several focus areas, including the Plymouth-Flint Redevelopment Project. Recommendations and policies within the 1999 LWRP advance the 1986 Genesee River South Corridor Land Use and Development Plan, many of which were carried forward to the development of the BOA Nomination Study. The City is currently updating the LWRP document to maintain consistency and coordination across the Genesee River waterfront and the numerous revitalization projects and programs taking place along the corridor.

ROCHESTER 2010: THE RENAISSANCE PLAN, 1999

The 2010 Renaissance Plan is the City of Rochester's most recent comprehensive plan, and incorporated the goals and visions of the ten sector plans prepared under the Neighbors Building Neighborhoods program. The plan articulates three themes upon which to base urban revitalization efforts: Responsibility, Opportunity, and Community. The Renaissance Plan includes seven focus areas which are consistent with the goals and vision of the BOA Program:

- Campaign One: Involved Citizens
- Campaign Three: Health, Safety, and Responsibility
- Campaign Four: Environmental Stewardship
- Campaign Six: Economic Vitality
- Campaign Seven: Quality Service
- Campaign Eight: Tourism Destination
- Campaign Nine: Healthy Urban Neighborhoods.

GENESEE RIVER SOUTH CORRIDOR LAND USE AND DEVELOPMENT PLAN, 1986

This land use and development plan for the South River Corridor recommends a coordinated series of improvements to reconnect the neighborhood with the River and redevelop vacant or underutilized properties to redensify the residential neighborhood. Major recommendations of the plan relevant to the BOA Study Area include:

- Closure of Exchange Street north of Doran Street to reduce truck traffic through neighborhood;
- Development of a dual loop roadway system to funnel traffic from Plymouth Avenue;
- Creation of new housing development sites along the River on vacant land;
- Rehabilitation and reuse of industrial buildings along Flint and Exchange Streets for mixed use;
- Development of a linear park along the Genesee River with numerous connections to intersecting neighborhood streets;
- Development of new housing adjacent to Utica Place and Doran Street (completed).

GENESEE RIVER SOUTH CORRIDOR PLAN GEIS, 1986

The Generic Environmental Impact Statement was completed in tandem with the Land Use and Development Plan, and identifies west bank residential development along the Genesee River South Corridor as having potentially significant environmental impacts. However, it goes on to conclude that positive economic and social impacts of the plan far outweigh any potential negative environmental impacts. The plan provides a comprehensive framework to guide land use and development along the river corridor. The plan promotes residential revitalization, expands the tax base, and leverages recreational advantages provided by the river for public enjoyment. The findings and mitigation measures from the 1986 GEIS document will be used to inform and support those from the Nomination Study and subsequent GEIS created as part of this BOA planning effort.

1.4 COMMUNITY VISION, GOALS AND OBJECTIVES

The City of Rochester has invested a significant amount of effort and money in preparation for revitalization. The Vacuum Oil BOA Nomination Study combines the energies put forth over the previous two-plus decades by both the City of Rochester and area residents towards the realization of a sustainable future for the Vacuum Oil site and the surrounding neighborhood. The following vision and goals will form the basis for future investments and activities at public and private levels, and presents a unifying approach to the revitalization of the Study Area.

1.4.1 A Vision for the BOA in 2020 and Beyond

A long term resident of the neighborhood describes the Vacuum Oil BOA neighborhood in 2031:

Just yesterday I was sitting on my front porch on Exchange Street with my good friend and neighbor talking about how things have changed over the past twenty years. It all started back in 2011 with an understanding between the City and our neighborhood that revitalization efforts would empower the people of this community and celebrate our unique culture and values. Standing shoulder to shoulder, we the residents and the leadership of Rochester held true to this simple tenant, built upon respect and trust.

Today, I watch children playing in the parks, people walking and riding their bicycles to the waterfront and not be concerned for their safety. I know that when my grandchildren come to visit, we can walk up to South Plymouth for lunch, go to church or get an ice cream and not pass derelict houses. I feel a sense of pride when I see the number of new families and owners who have moved into my neighborhood, renovating the old homes or building new ones on vacant lots. Many of these new homeowners were kids I watched grow up and reinvest in our neighborhood. Even more impressive, many of my neighbors work in the community and even own businesses that I shop in every day!

One of the greatest impacts to our neighborhood was the redevelopment of the former Vacuum Oil refinery property. For too many years that property dragged our neighborhood down. We were nervous at first when we heard someone was interested in redeveloping the property. However, the City kept us involved through the whole process, listening to our concerns and advocating

In 2031, the Vacuum Oil BOA will be:

- **An environmentally clean and sustainable neighborhood**
- **A safe place for residents of all ages and incomes**
- **A waterfront destination within the City**
- **A desirable place to establish a business**
- **A neighborhood that celebrates and shares its unique heritage**

for our recommendations. They even maintained the forested area and created enhanced open space areas so our residents and visitors can enjoy access to the river and wildlife that lives here year-round. Today, the redeveloped Vacuum Oil area has infused new investment in our community, providing needed jobs, housing opportunities and improved access to the Genesee River. What I like the most is how they tell the story of our history and culture in the design of the buildings, streets and landscaping.

I smile every time I think of the changes my neighborhood has experienced over the past twenty years. I am proud of the role I played in creating one of Rochester's most stable and sought after neighborhoods.

1.4.2 Goals and Objectives to Support the 2031 Vision

GOAL 1: FACILITATING NEIGHBORHOOD STABILIZATION AND EMPOWERMENT

Strong neighborhoods all have one thing in common, invested and engaged residents. When a sense of ownership in both the problem and solution are present, a community can transform itself while holding true to a set of common values. The Vacuum Oil BOA program will serve as a catalyst for neighborhood stabilization, defining the common values of the community and providing focused assistance for implementation. The community will be responsible for empowering the residents and business owners within the study area, rallying around the common cause of stabilizing and transforming the neighborhood.

- Empower residents to remain invested and engaged in the neighborhood.
- Maintain the continuity of neighborhood character.
- Strive to ensure housing options for all incomes and ages.

GOAL 2: ADVANCING ECONOMIC DEVELOPMENT AND JOB CREATION

Economic development in the Vacuum Oil BOA will require a mix of large and small scale redevelopment and reinvestment. It is essential to recognize that investment from outside the neighborhood will be required to advance the clean up and re-use of the former Vacuum Oil properties. However, this should not be the only focus for this study area; small scale and potentially resident driven revitalization is critical to this community. Importantly, a range of jobs and employment opportunities, including professions that result in a skilled labor force, are important to creating a sustainable workforce.

- Establish a realistic and achievable vision for the Vacuum Oil properties and collaboratively work to revitalize this area of the neighborhood.
- Encourage small scale business development to provide jobs and support the needs of residents and visitors
- Leverage the economic development potential afforded by our waterfront location.
- Maintain existing employers and encourage expansion where appropriate.

GOAL 3: IMPROVING OUR WATERFRONT EXPERIENCE AND RECREATIONAL RESOURCES

The Vacuum Oil BOA study area includes over 6,000 linear feet of waterfront, an ADA compliant trail system, current and future cross river linkages and a range of urban and natural experiences. The waterfront should be the recreational spine of the neighborhood. However, improvements to safety, interpretation, accessibility and connectivity along the waterfront are still needed. This includes consideration for how to extend the waterfront into the surrounding neighborhoods through thoughtful streetscape enhancements and neighborhood park design.

- Ensure clear and safe access to, and along, the waterfront.
- Conserve and improve open spaces along our waterfront.
- Maintain and improve recreational resources including parks, trails and bicycle facilities.
- Improve the condition and connectivity of our sidewalk systems.

GOAL 4: CELEBRATING OUR HERITAGE AND CULTURE

The Vacuum Oil BOA study area has a rich history, with links to the Civil War and Frederick Douglass and the abolitionist movement. Redevelopment of the former Vacuum Oil properties and waterfront should include opportunities to celebrate the unique story of this place. Just as importantly, it should serve to strengthen and ingrain the culture of our neighborhood, ensuring a cohesive sense of community.

- Educate the community on the unique heritage of the study area.
- Integrate historic interpretation through signage, architecture, landscape architecture and urban design throughout the study area.
- Define the culture of the community and ensure it is understood and celebrated.
- Improve local and regional awareness of the unique heritage and culture of the study area.

GOAL 5: ENCOURAGING STEWARDSHIP OF OUR ENVIRONMENT

The Vacuum Oil BOA study area is impacted by decisions and practices that had an adverse impact on the environment. The BOA affords a means to recognize and learn from these decisions in order to leave this community a better place for future generations. This area is unique in its urban setting, with extensive access to the waterfront, undeveloped lands and wildlife habitats. The natural features are part of the unique expression of place and quality of life for residents and should be protected.

- Encourage residents to get involved and stay informed regarding environmental conditions within the neighborhood.
- Remediate the Vacuum Oil site to allow for re-use and redevelopment where appropriate.
- Encourage remediation and redevelopment of all brownfield properties to return them to a viable use that has a positive impact on the neighborhood.
- Incorporate green infrastructure elements, both at a neighborhood and site specific level.

1.5 BOA BOUNDARY DESCRIPTION AND JUSTIFICATION

1.5.1 Summary Description

The original Vacuum Oil - South Genesee River Corridor BOA boundary from the Pre-Nomination Study followed the Genesee River from Ford Street to South Plymouth, yet only included the major vacant and industrial parcels along the River and Flint Street and excluded the surrounding residential neighborhoods. The Nomination Study recommends the extension of the western boundary line to include the South Plymouth mixed use corridor.

The proposed Vacuum Oil - South Genesee River Corridor BOA is bounded on the east by the Genesee River, on the west by South Plymouth Avenue, on the north by Ford Street, and on the south by the intersection of the Genesee River and South Plymouth Avenue. As shown in Map 3, the BOA is centered on the former Vacuum Oil Rochester Works site along Flint Street. This industrial area separates the neighborhood from the riverfront and negatively influences the PLEX community. The Erie-Lackawanna Pedestrian Bridge (to be completed in 2012) will provide access across the Genesee River to significant regional resources and destinations in the Southeast Quadrant, the U of R, and Strong Memorial Hospital.

1.5.2 Boundary Justification

NORTHERN BOUNDARY

Ford Street is a logical northern boundary for the BOA as the corridor represents a major thoroughfare and crossing point of the Genesee River south of Downtown Rochester. Ford Street is also a major boundary line within the Southwest Quadrant, separating Neighborhood Service Sectors 4 and 5, while also providing the limits for the PLEX and Corn Hill Neighborhoods. The character of the South Genesee River Corridor also makes a significant change at the Ford Street Bridge. North of the bridge the waterfront area is relatively open and accessible, with a generous swath of open space running parallel to Exchange Street and the river. South of the bridge, the waterfront becomes less open and more underdeveloped, with limited physical and visual access.

SOUTHERN BOUNDARY

Plymouth Avenue begins to traverse along the River's edge just south of Barton Street at the southern tip of the BOA Study Area. This 'pinch-point' is also a logical boundary that is consistent with the western boundary of Plymouth Avenue. Although not exactly coterminous with the limits of the PLEX neighborhood, areas south and west of Barton, Plymouth and Genesee Streets have no nexus with the core of the BOA and therefore are not included within the Study Area boundary.

WESTERN BOUNDARY

South Plymouth Avenue presents a strong physical, land use and community boundary within the Study Area. By extending the BOA boundary to include both sides of South Plymouth Avenue, the Study Area includes a complete and functioning neighborhood, with a strong residential core, a primary transportation corridor, an industrial and commercial center, and valuable waterfront land. Commercial revitalization of portions of Plymouth Avenue is directly tied to activities taking place within the residential neighborhood and along the waterfront.

EASTERN BOUNDARY

The Genesee River is the strongest physical presence within the City, and is a physical barrier that separates the Study Area from other portions of the City.


Legend
BOA Boundary
Parcels
0 125 250 500 750 1,000
Feet
N
Ford St
Ford Street Bridge
Gregory St
Olean St
Edith St
Doran St
Ethel St
Bartlett St
Columbia Ave
Seward St
Dey Pl
Lee Pl
Reynolds St
Hawley St
Flint St
Sanford St
Cypress St
Linden St
Mt Hope Ave
Mt Lean St
Joseph C Wilson Blvd
Jefferson Ave
Reilly Park
Magnolia St
Earl St
Cottage St
Elton St
Barton St
Genesee River
Hill Court Road
Mt Hope Cemetery
University of Rochester
City of Rochester, Monroe County, NY
Vacuum Oil Brownfield Opportunity Area
BOA BOUNDARY
This map was made for the City of Rochester and the New York State Department of State with state funds provided by the Brownfield Opportunity Area Program
MAP 3
Map 3 of 20
Bergmann associates
architects // engineers // planners
Map designed by Bergmann Associates, Inc

SECTION 2: COMMUNITY PARTICIPATION PLAN

2.1 COMMUNITY PARTICIPATION PLAN

Community engagement and buy-in is imperative to the long-term successful implementation of the BOA Nomination Study. Community members, landowners, stakeholders, officials, and regional organizations must have a vested interest in the success of the plan, and, most importantly, must become partners in its implementation.

At the onset of the planning process, a Community Participation Plan (CPP) was created that outlined the methods and techniques used to engage the community throughout the course of the development of the BOA Nomination Study. Similar to previous planning and design efforts undertaken by the City, opportunities for public involvement were identified that range from general informational public meetings to small group working sessions. In addition, a project website offered continuous access to information and afforded all interested persons the opportunity to offer their perspectives.

The CPP included the following methods for engaging the community. The CPP can be found in Appendix A:

- Project Advisory Committee Meetings (Quarterly)
- Project Team Meetings (Monthly)
- Public Visioning Workshop
- Public Design Workshop
- Public Open House
- Stakeholder Meetings
- Neighborhood Outreach
- Project Website

2.2 ENLISTING PARTNERS

2.2.1 Project Oversight

The City of Rochester is being represented throughout the BOA process by the Division of Environmental Quality (DEQ). The DEQ is charged with facilitating the City's brownfield remediation and redevelopment projects, and has completed or in the process of completing over two dozen cleanup, investigation, monitoring and redevelopment brownfield projects. The DEQ has assigned a project manager for the City to provide direct guidance and supervision of the Nomination Study's development.

2.2.2 Consultation Methods and Techniques

The Nomination Study was preceded by the 2001 South Genesee Corridor Land Use Study conducted by Cornell University which began a dialogue with the community and project stakeholders on the future of the Vacuum Oil site. Community participation throughout the Nomination Study process was solicited through multiple meetings both open to the public and by invitation. The Advisory Committee provided

guidance for the development of recommendations that would take into consideration the needs of residents and property owners while being viable within and supportive of the surrounding neighborhood.

In addition to regularly scheduled Advisory Committee meetings, a series of public meetings and workshops provided opportunities for broad community input, while several stakeholder and neighborhood outreach meetings allowed for focused discussion on important issues facing the community.

PROJECT ADVISORY COMMITTEE

The Project Advisory Committee (PAC) was charged with providing feedback and guidance as the Nomination Study was developed. Quarterly PAC meetings were held to present information and gather feedback and input regarding project direction and visioning. The PAC meetings were also used as a forum to discuss and resolve comments resulting from public meetings, the review of project documents, advisory agency review, and coordination with other agencies. A complete listing of PAC membership can be found in Appendix A.

PUBLIC MEETINGS AND WORKSHOPS

Joint Public Forum Neighborhood Visioning Meeting

A Joint Public Visioning Forum for the BOA and Southwest Rochester Riverfront Charrette was held on October 5, 2011. The meeting included a summary overview of the BOA project and key findings to date, and a series of small group discussions on the following topics:

- Economic and Brownfield Development;
- Public Safety;
- Housing and Residential Neighborhoods;
- Open Space and Recreation;
- Youth and Senior Populations; and
- History and Waterfront.

A series of round-table discussions took place for each topic, with meeting attendees having the opportunity to rotate among three topic areas during the course of the one hour session. The comments received and findings from the meeting will be incorporated into the vision, goals and recommendations for the Study Area's revitalization. A meeting summary has been included in Appendix A for more information.

PLEX Neighborhood Revitalization Workshop

The City of Rochester and consultant team conducted a Design Workshop on March 21, 2012. The meeting included a summary overview of the project and the purpose of the design workshop, as well as an overview of the existing environmental and physical conditions present within the Study Area. Meeting attendees were asked to participate in a Community Character Survey, which asks the audience to rank a series of images on their level of appropriateness for the Study Area. The results from the survey are included in Appendix A. The audience was also broken into small working three groups to discuss future development and investment within the Study Area. A series of maps and designs were generated on paper, and a member of each small group was selected to provide a brief overview of their table's ideas at the end of the workshop. The results from the breakout groups are further detailed in Section 4.2 are included in Appendix A.

Preliminary Master Plan Presentation and Open House

On November 28, 2012, the City of Rochester and consultant team presented the preliminary Master Plan based upon the extensive analysis and public visioning process. The meeting provided a presentation of the master planning process, including a summary of the public's vision and pertinent findings from the inventory and analysis portions of the Study. The preliminary preferred master plan for 2035 was discussed as series of three phases which outlined key projects and assumptions necessary to facilitate redevelopment and revitalization within the Study Area. At the end of the presentation the audience was invited to ask questions and provide their thoughts and feedback on the conceptual master plan during a 1 hour open house session. The open house was divided into three separate stations, one for each phase, facilitated by a member of Bergmann staff.

Additional Public Meetings

Several additional public meetings have been held by the PLEX Neighborhood Association and other community groups outside of the BOA project. Monthly meetings were held with the PLEX neighborhood association during the planning process, and the feedback obtained from these meetings and the Southwest Rochester Riverfront Charrette contributed to the public participatory process.

NEIGHBORHOOD OUTREACH SESSIONS

In an effort to reach neighborhood residents directly, the project team participated in two regularly scheduled neighborhood meetings to introduce the BOA Planning process. On Tuesday, June 14th, 2011 the project team presented to the PLEX Neighborhood Group. The presentation included an overview of the project goals and objectives, preliminary findings and included a question and answer period. A second neighborhood-based meeting was held on Thursday, June 16th in conjunction with the monthly Southwest Common Council meeting. This presentation also focused on a brief overview of the project and identified opportunities for future community involvement in the planning process.

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SECTION 3: ANALYSIS OF THE PROPOSED BROWNFIELD OPPORTUNITY AREA

3.1 COMMUNITY SETTING

3.1.1 Historical Perspective

The Vacuum Oil BOA is located south of Center City Rochester along the Genesee River, and is most significantly associated with the former Vacuum Oil Rochester Works site (Site). The former Main Plant area was bounded by Exchange, Flint and Violetta Streets. The Vacuum Oil Company (VO) patented a process to refine crude petroleum under a vacuum, thereby improving the efficiency and effectiveness of generating refined products from crude oil. The Site history dates back to 1867, when the original vacuum still was constructed on Exchange Street. In 1869, the VOC Main Plant Site began importing crude oil from Pennsylvania along the Genesee Valley Canal until the waterway's abandonment in 1878, and later along the Western New York Pennsylvania Railroad until 1890. In 1890, VO ceased the refining of crude oil at the Main Plant Site, and began utilizing raw lubricants that received initial refinement at a site also owned by VO in Olean, NY. Raw materials were sent to Rochester by rail car for finishing, barreling, canning and shipping[1].

The VO Rochester Works Site grew and expanded at a considerable rate between 1870 and 1900, adding several buildings and refining facilities. During this period, a controlling interest in the Vacuum Oil Company was purchased by Standard Oil Company of New York in 1879, which led to significant investment. Additional facilities were constructed south of Flint Street, including a barrel manufacturing building and numerous tanks for the storage of finished products. In 1911, Standard Oil was broken into several companies and Vacuum Oil was again a separate company until 1931, at which time Vacuum Oil merged with Standard Oil Company of New York (Socony). However, by 1935 Socony-Vacuum had discontinued operations at the Rochester Works Site, and by 1938 the site was closed and several tanks and buildings were removed. Between the late 1930's and 1970, many of the properties had been sold off or subdivided, with the City retaining ownership of nearly all property from the bed of the former Genesee Valley Canal east to the Genesee River.

3.1.2 Population, Households and Families

Table 1 summarizes typical demographic and socioeconomic indicators for the Vacuum Oil BOA and makes comparisons to the Local Trade Area, the City of Rochester, and the Rochester Metropolitan Statistical Area where relevant. Total population in the Vacuum Oil BOA block groups has decreased by 9.43 percent from 2000 to 2010 and is expected to continue to decrease by another 2.57 percent through 2015. An overall population decrease of 11.76 percent from 2000 to 2015 indicates that the Vacuum Oil BOA is expected to decrease at a faster rate than in the Local Trade Area and City.

[1] Rochester Democrat and Chronicle, 1916

Similarly, the number of households in the BOA has decreased by 8.28 percent from 2000 to 2010 and is expected to continue to decrease by 2.37 percent from 2010 to 2015. The number of families has also decreased from 2000 to 2010, and this trend is expected to continue through 2015. With a decrease of 13.33 percent from the period between 2000 and 2015, the decrease in the number of families for the BOA is much more substantial than that of the MSA, which is projected to decrease by only 0.55 percent.

Average household size in the BOA has experienced a slight decrease from 2000 to 2010 and will likely remain constant at 2.24 from 2010 to 2015. Similarly, the City's and MSA's average household size has decreased by a small percentage from 2000 to 2010 and is expected to remain unchanged through 2015.

Table 1: *Basic Demographic Information for BOA Study Area Census Blocks, 2000 to 2015*

	2000	2010	2015	# Change 2000-2010	% Change 2000-2010	# Change 2010-2015	% Change 2010-2015
Population	2,194	1,987	1,936	-207	-9.43%	-51	-2.57%
Households	966	886	865	-80	-8.28%	-21	-2.37%
Families	465	416	403	-49	-10.54%	-13	-3.13%
Average Household Size	2.27	2.24	2.24	-0.03	-1.32%	0.00	0.00%
Owner Occupied Housing Units	254	251	244	-3	-1.18%	-7	-2.79%
Renter Occupied Housing Units	712	635	621	-77	-10.81%	-14	-2.20%
Median Age	32.4	34.6	35.5	2.2	6.79%	0.9	2.60%

Source: ESRI

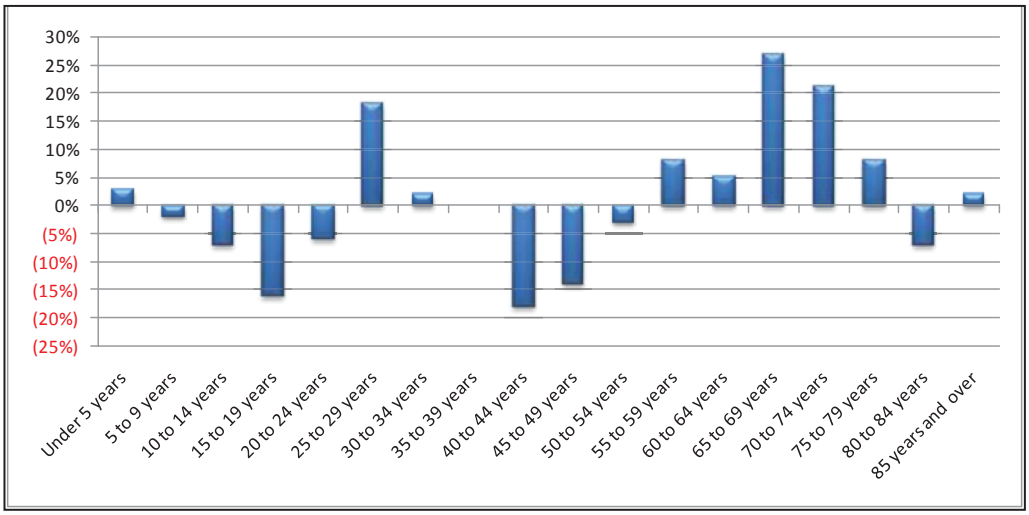
3.1.3 Housing

Given the decrease in total population, the number of households, and the number of families, it is no surprise that the BOA has also seen a decrease in occupied housing units from 2000 to 2010 and is projected to continue to experience this trend up to 2015. However, the decrease in occupied housing units appears to be primarily in renter-occupied housing units as opposed to owner-occupied units. In the BOA, only 3 (1.18%) owner occupied housing units were 'lost' from 2000 to 2010. During this same period, the BOA lost 77 (10.81%) renter-occupied housing units. Based upon generalized demographic trends the number of housing units in the BOA is projected to continue to decrease from 2010 to 2015, yet at a much more gradual rate of decline. There are several area-specific factors that call into question the validity of these generalized demographic projections. These include the effects of the University of Rochester's continuing expansion, and the increasing trend for riverfront redevelopment south of the downtown core. These two factors may have a dramatic impact on the demand for housing within the BOA across several demographic age groups and will need to be considered during the development of recommendations for neighborhood revitalization.

3.1.4 Age

In addition to overall population growth of a region, a population's age distribution is a strong baseline indicator of current and future demands for goods and services. Figure 2 indicates the projected change in age distribution in the City of Rochester from 2010 to 2015. A large shift is projected as the median age in the City continues to climb. The large decrease in ages 10-24 years is likely due to a continuing decline in the number of middle aged families within the City. A dramatic decline in the number of 40-49 year olds and an unequal increase in 50-59 year olds indicates that these families are leaving the City. The largest population shift in age groups within the City is projected to be an increase in the number of 'Baby Boomers' trend, which is typically defined as individuals born between 1946 and 1964. The high loss of youth and middle aged families is compounded by the increasing number of seniors, which is supported by a projected median age of 35.5 in the Vacuum Oil BOA in 2015, representing an increase of 2.60 percent from 2010. At 31 years, the Local Trade Area and City of Rochester will both have a younger population than the BOA and MSA by 2015.

Figure 2: *Projected Population Change in the City of Rochester, 2010 to 2015*



Source: EMSI

Key Findings: Age

1. The 65-74 year old group will grow by the largest percentage, indicating an increased need for services and housing alternatives aimed at seniors.
2. All age groups between 5-24 and 40-54 will decrease, indicating a decline in school age population and household incomes.
3. All age groups from 55-79 will increase, which also indicates a significant turnover in existing housing and a need for housing tailored to empty nesters, baby-boomers and seniors.

3.1.5 Income

Table 2 shows the median household income for 2010 and 2015 projections for the Vacuum Oil BOA, the Local Trade Area, the City of Rochester, the Rochester MSA, New York State, and the U.S. At $19,565 the Vacuum Oil BOA currently has a very modest median household income that is expected to remain much lower than the other regions through 2015. In 2015, the median household income within the Vacuum Oil BOA will be $23,683, slightly more than half that of the Local Trade Area.

Table 2: *Median Household Income, 2010 to 2015 (Projected)*

	2010	2015	# Change 2010-2015	% Change 2010-2015
Vacuum Oil BOA	$19,565	$23,683	$4,118	21.1
Local Trade Area	$32,539	$41,643	$9,104	28.0
City of Rochester	$36,343	$45,637	$9,294	25.6
MSA	$57,650	$66,684	$9,034	15.7
NYS	$58,128	$67,526	$9,398	16.2

Source: ESRI

Table 2 also depicts the projected change in household income distribution in the Local Trade Area and the City of Rochester between 2010 and 2015. The percentage of households in the upper income brackets will increase significantly, while a decrease can be seen in the middle and lower income brackets. The largest increase in both the Local Trade Area and the City will occur in the $50-75,000 income bracket, while the largest decrease for both areas will occur in the lowest income bracket of less than $15,000. By 2015, the percentage of households with annual incomes of $75,000 or more will increase by approximately 7 percentage points in both the Local Trade Area and the City, equating to approximately 24 percent of households. Some of this is due exclusively to inflation, and these changes likely reflect the rate of inflation and not actual growth in household income levels relative to other regions.

Key Findings: Overall Demographics

1. Within each of the geographies evaluated, the population is projected to decrease through 2015. Population loss is particularly acute in the BOA.
2. Over the past 10 years, there has been a significant decrease in the number of renter occupied units (over 10%, whereas the number of owner occupied units only dropped a few percentage points).
3. Though lower than New York State and the United States, median household income levels in the City of Rochester, Local Trade Area, and BOA are expected to increase at a faster rate than the larger comparative geographies.
4. The coexistence of college-aged residents and 'baby boomers' as ideal target populations for future development projects within the BOA should focus on the provision of flexible housing alternatives.

3.2 INVENTORY AND ANALYSIS

The inventory and analysis component of the Nomination Study is intended to provide a greater understanding of the existing conditions, opportunities, and reuse potentials specific to the Vacuum Oil BOA study area. The inventory and analysis is intended to lay the framework for specific recommendations for future land use and other implementation projects.

3.2.1 Existing Land Use

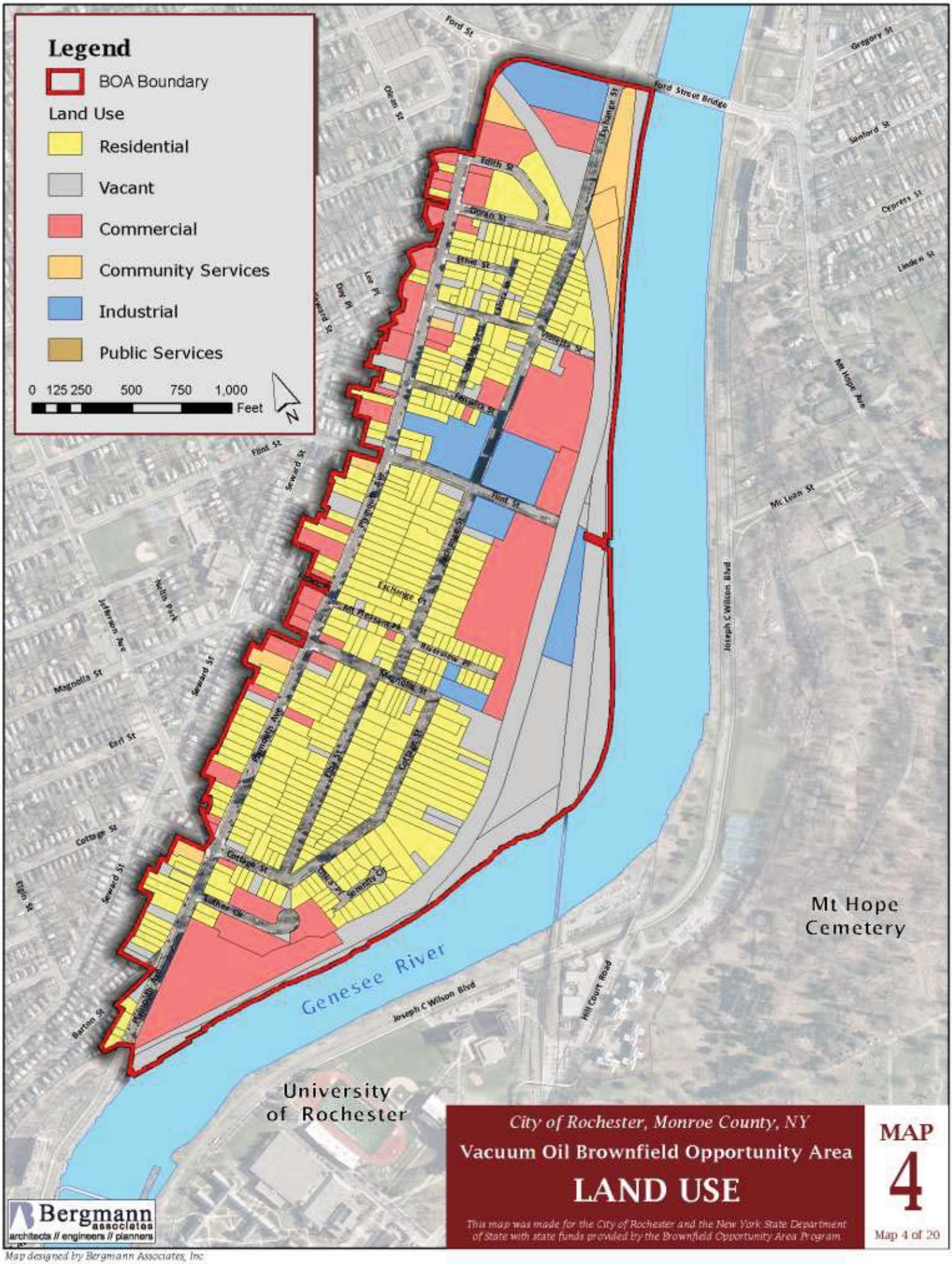
Understanding existing land use patterns is important when considering potential redevelopment scenarios for the Vacuum Oil BOA. Evaluating this information will assist in the identification of how proposed development can best fit into the existing urban fabric, and will indicate where regulatory changes might be required to realize the vision for the BOA Study Area.

There are a total of 517 parcels within the Study Area, occupying 125.2 acres of land. An additional 23 acres of land within the boundary is considered public street rights-of-way and are not provided a classification under the New York State Property Type Classification Code system (see Table 3). Land use within the Study Area is predominantly residential in use, with single- and multi-family homes and apartments occupying 49 percent of the land area.

The majority of Study Area residential streets have few vacant lots. The Study Area and its environs have recently received significant public and private investment, including multi-family and student housing within the northern and southern portions of the BOA.

More than a quarter of the study area acreage is considered vacant, while 21 percent is classified as commercial use. The majority of vacant land is located east of the former Pennsylvania Railroad right-of-way, with smaller vacant parcels interspersed within the neighborhood. Small-scale commercial uses are concentrated primarily along the west side of South Plymouth Avenue, while larger commercial and industrial activity is centered on the Flint/Exchange Street intersection. South Plymouth Avenue has a variety of commercial and retail uses, though numerous vacant storefronts currently exist. The commercial and industrial uses along Flint/Exchange Streets have had a blighting impact on the surrounding neighborhood, as much of the land sits underutilized or is generally vacant with minor improvements.

Land use along the Genesee River is largely undeveloped or vacant, with significant area available for additional housing, public open space and recreational lands.. An existing multiuse trail stretches the length of the Study Area's shoreline and connects the neighborhood to Center City Rochester and Genesee Valley Park.



City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

LAND USE

This map was made for the City of Rochester and the New York State Department of State with state funds provided by the Brownfield Opportunity Area Program.

MAP 4

Map 4 of 20

Bergmann associates
architects // engineers // planners

Map designed by Bergmann Associates, Inc

Table 3: *Existing Land Use*

Land Use	Parcels		Assessed Value		Acreage	
	Total	*Percent*	*Total*	*Percent*	*Total*	*Percent*
Residential*	406	79	$15,553,500	40	51.5	41
Vacant	54	10	$834,550	2	33.1	26
Commercial	41	8	$17,977,200	47	26.8	21
Community Services**	8	2	$1,731,200	4	4.4	4
Industrial	7	1	$2,405,800	6	9.3	7
Public Services***	1	0	$1,000	0	0.1	0
	517	**100**	**$38,503,250**	**100**	**125.2**	**100**

Source: City of Rochester Assessment Bureau

** Apartments are classified as commercial properties and are not included as residential uses.*
*** Community Services include uses such as schools, churches, government buildings and cultural facilities.*
**** Public Services include uses such as public and private utilities, landfills and infrastructure.*

The Genesee Riverway Trail south of Flint Street.

Recently constructed homes on Edith Street.

The former Vacuum Oil Works as seen from Exchange Street.

The intersection of Magnolia Street and S. Plymouth Avenue.

HOUSING UNIT DENSITY

The housing unit density for the Study Area is 7.8 units per acre, which is quite dense considering that 43 percent of dwelling units are classified as apartments.

Subtracting currently vacant land from the Study Area would increase the housing unit density to 9.5 units per acre.

At approximately 12 units per acre a neighborhood is approaching a residential density that can support a more self-sustaining commercial base of services and retail offerings.

The Study Area also includes several vacant, underutilized or abandoned properties, largely concentrated along the Flint Street/Exchange Street corridor and many of which are associated with the former Vacuum Oil refinery.

Key Findings: Land Use

1. Nearly half of Study Area is devoted to housing, indicting a high population density.
2. The South Plymouth corridor is largely residential with limited pockets of mixed use development.
3. Housing unit density is modest, with significant vacant land available for additional housing.
4. Genesee River waterfront area is currently underutilized with limited access for residents.
5. Industrial/commercial presence at Flint/Exchange Streets negatively impacts neighborhood and presents an opportunity for new development.
6. The nearest supermarket is greater than 1.5 miles away, classifying the BOA as a Food Desert according to criteria established by the USDA.

3.2.2 Existing Zoning

The BOA Study Area includes five of the City's 16 zoning and overlay districts, with R-1 Low Density Residential being the most prevalent. As seen in Table 4 and Map 5, the Low Density Residential zoning district dominates the Study Area in overall geographic area. This district includes the majority of the vacant parcels along the Genesee River waterfront, and nearly all of the South Plymouth Avenue Corridor. Permitted uses within R-1 districts are limited to single-family attached and detached dwellings and other residential uses, with limited neighborhood services such as day care centers, parks and residential care facilities permitted as a special use. A small portion of the BOA is zoned R-3 High Density Residential, which permits single, two- and multi-family residences and other specified residential uses. The R-3 district currently occupies land recently redeveloped into new single-family attached and townhouse units as part of the Carlson Commons and Olean Heights development projects.

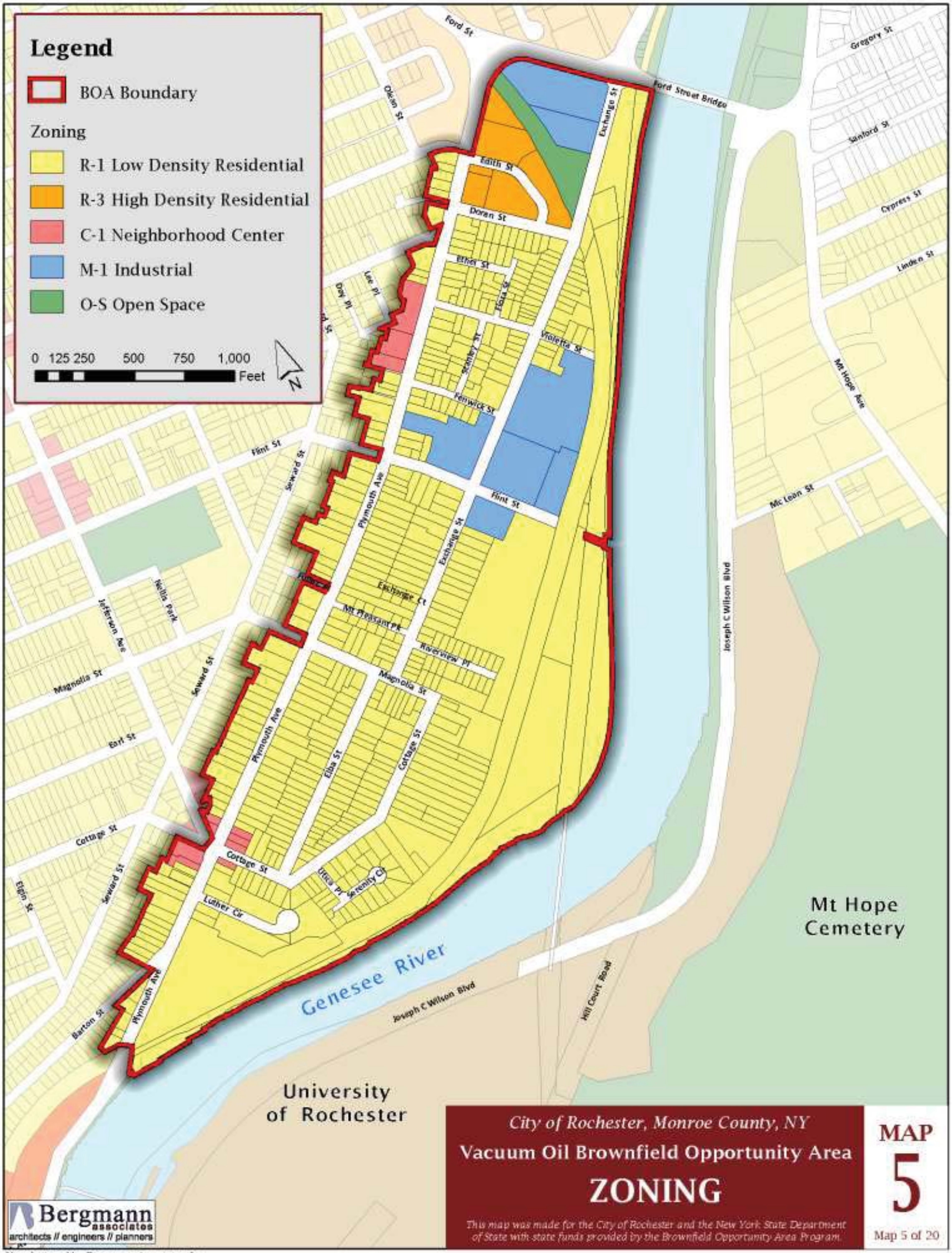
Table 4: *Zoning Districts*

Zone	Parcels	Acres	Buildings (SF)
Low Density Residential	492	104.4	1,042,179
Industrial	7	12.5	374,210
High Density Residential	6	4.1	82,108
Neighborhood Center	11	2.3	29,246
Open Space	1	2.0	0
	517	**125.2**	**1,527,743**

Two small pockets of C-1 Neighborhood Center commercial zoning occur along the South Plymouth Avenue corridor at Cottage Street and adjacent to Violetta Street. Neighborhood Center zoning permits low to medium density mixed use development which includes single family attached residential, retail and offices, with additional uses such as bars and restaurants permitted as a special use. The majority of intense commercial and industrial uses along the Flint/Exchange area are located in the M-1 Industrial district. The M-1 district is the second largest within the BOA and permits a wide range of commercial and industrial uses, with some flexibility allowed via the Limited Use and Special Use process to include other uses such as dwelling units, bars, restaurants and offices under controlled circumstances. The Open Space district occupies a small parcel within the BOA, but does not include land along the Genesee River. Current zoning districts within the BOA do not represent a significant constraint, as the Nomination Study will recommend zoning modifications that support preferred redevelopment alternatives.

Key Findings: Zoning

1. Low Density Residential zoning is pervasive and currently limits potential for mixed use development.
2. The area zoned Neighborhood Center is not sufficient to supply a critical mass of mixed use services.
3. Industrial zoning permits a broad range of activity that conflict with surrounding R-1 zone.
4. Current R-1 zoning classification along Genesee River does not fully leverage its potential for higher density housing and mixed use, water-enhanced development.


Legend
BOA Boundary
Zoning
R-1 Low Density Residential
R-3 High Density Residential
C-1 Neighborhood Center
M-1 Industrial
O-S Open Space
0 125 250 500 750 1,000
Feet
Ford St
Ford Street Bridge
Gregory St
Sanford St
Cypress St
Linden St
Exchange St
Edith St
Doran St
Ethel St
Violetta St
Stanley St
Fenwick St
Flint St
Seward St
Plymouth Ave
Exchange Ct
Mt Pleasant Pk
Riverview Pl
Magnolia St
Elba St
Cottage St
Earl St
Jefferson Ave
Nellis Park
Luther Cir
Serenity Cir
Barton St
Elgin St
Mt Hope Ave
Mc Lean St
Joseph C Wilson Blvd
Hill Court Road
Genesee River
Mt Hope Cemetery
University of Rochester
Bergmann associates
architects // engineers // planners

City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

ZONING

MAP 5

This map was made for the City of Rochester and the New York State Department of State with state funds provided by the Brownfield Opportunity Area Program.

Map designed by Bergmann Associates, Inc.

3.2.3 Brownfields

A primary objective of the NYS Brownfield Opportunity Area Program is to address communities that have been negatively impacted by the presence, or perceived presence, of environmentally sensitive sites. The presence of these sites often has notable impacts on a community, including depreciation of property values and the discouragement of investment in surrounding properties.

Although redevelopment of brownfield properties may be complicated, community-led revitalization plans can facilitate preparation of such sites for "shovel-ready" redevelopment by identifying steps towards remediation, marketing and recommending future uses that align with the community's vision for the neighborhood. Active reuse of brownfields recognizes the intrinsic relationship between environmental sustainability and economic prosperity. Brownfield redevelopment benefits both individual property owners and the surrounding community. Brownfield property developers are eligible for tax credits and other financial and technical assistance that help make these redevelopment projects financially feasible. The surrounding community benefits from brownfield site investigation and cleanup, which encourages re-investment.

Community benefits become extremely tangible as projects move forward – properties are cleaned up and returned to beneficial and productive reuse. They are redeveloped to support the local tax base, and new uses serve as a catalyst for redevelopment on surrounding lands.

The benefits of brownfield redevelopment are tangible. They are realized by the community at-large and individual property owners who benefit from tax credits or other incentive programs.

In Rochester's South Plymouth neighborhood the perception of contamination is very real. Within the BOA, a number of sites have undergone investigation and some level of remediation, and other sites remain with active industrial uses or remnants of active industrial uses and potential contaminants.

In order to better understand the environmental conditions within the study area and their implications on redevelopment, a preliminary Environmental Site Assessment (ESA) was conducted on each of the commercial, industrial and vacant properties located within the study area. Facility and site information maintained at the local, state and federal level was reviewed to identify preliminary site conditions. A total of 107 properties were identified as potential candidates for curbside assessments within the BOA boundary based on historic uses. Of those, 38 were identified as potential brownfields based on preliminary database research, as identified on Map 6. Collectively, these sites comprise 36 percent of total BOA parcel area. The research methods used to identify key sites and a description of all sites eligible for curbside assessments is included in Appendix D. Key brownfield sites and an overview of their history and current site conditions are highlighted in the following sections.

VACUUM OIL SITE

The Vacuum Oil Site is the largest and most significant brownfield within the BOA study area. The site, as addressed by this report, incorporates all or portions of 14 parcels (see Vacuum Oil Boundary inset). The Vacuum Oil Site was in operation from 1866 to 1936, after which several other industrial uses operated throughout the site. These uses have had significant environmental impact on the properties associated with Vacuum Oil as well as adjacent areas. The site contributes greatly to outside impressions of the neighborhood. Noted for historic heavy industrial use, various parcels associated with this site have undergone extensive environmental assessment since 1989 with two sites, 5 & 15 Flint Street, currently enrolled in the NYS DECs Brownfield Cleanup Program (BCP; see inset map and sidebar). Previous investigations, reviewed as part of this effort, include:

- Hazardous Material Site Evaluation Flint & Exchange Street (1989)
- Site Investigation Report Former Vacuum Oil Site (2001)
- 950 & 984 South Exchange Street (2005)
- Historic and Current Site Conditions Report (2005)
- NYSDEC STIP Agreement (2008)
- Phase I ESA 5 Flint Street (2008)
- Phase I ESA 15 Flint (2008)
- Data Summary Package Phase II ESA 15 Flint Street (2008)
- Investigation Summary Report Flint and Exchange (2009)
- Investigation Summary Report (2009)

The following documents were prepared in association with these sites but were not available for review:

- Hazardous Material Site Evaluation Flint & Exchange Street (1989)
- Phase I ESA 5 Flint Street
- Roux RI Investigation Report for Flint and Exchange Streets

Brownfield Cleanup Program

*The **Brownfield Cleanup Program (BCP)** was established by the NYS DEC to assist property owners with overcoming the environmental, legal and financial obstacles that may hinder site reuse. The program aims to define the nature and extent of contamination, source areas, and assess impacts on public health and environmental resources. Data gathering and analysis facilitated by the program are intended to identify next steps to bring the site closer to reuse based on the current and anticipated future use of the site (i.e. development of a Remedial Work Plan). The program provides for a multi-track approach to remediation based on achievable cleanup levels. Taxpayers may be eligible for tax credits through the program, and additional funds are available if proposed redevelopment is consistent with the goals and priorities of the designated Brownfield Opportunity Area in which the site is located.*

Site Description

The primary Vacuum Oil Site was located at 5 and 15 Flint Street (Figure 3). The original footprint of the site, however, incorporated all or portions of 14 sites, including 22 Flint Street, 920 Exchange Street (later the Sears Warehouse), 925 Exchange Street, 950 Exchange Street as well as properties located along the Genesee River and former railway. At its largest, the refinery operated from Violetta Street, south and east to the Genesee River, and east of Exchange Street and Cottage Street to the river, approximately 40 acres (see inset). Since the time of its operation, this site has experienced other uses on portions of the overall site including a Sears Warehouse, a paper company, a printing company, a university, a scrap bailing company, government agencies, Foodlink, and a scrap yard, which ceased operations in 2007. The present site conditions of these sites are further discussed in the following sections.

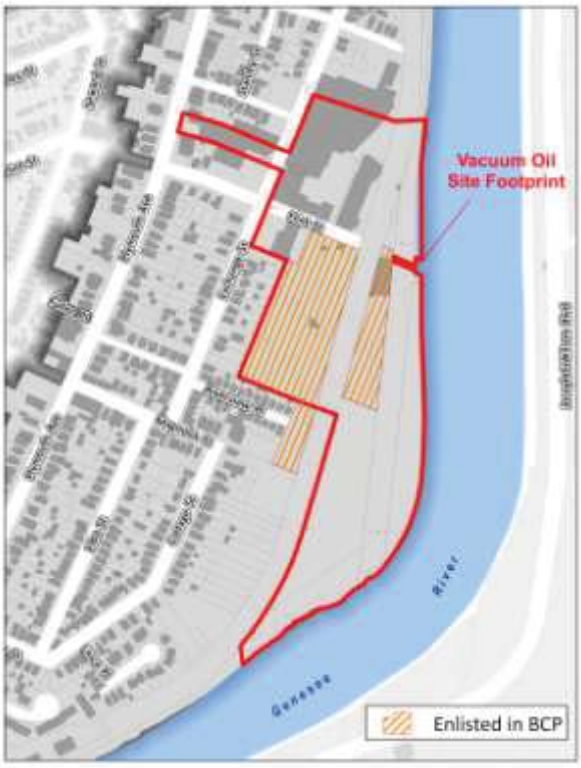


Figure 3: *Vacuum Oil Site Boundary*

History of Operation

In 1866, Matthew Ewing and Hiram Everest patented a vacuum distillation process to distill crude oil and produce kerosene. The process additionally produced a residual lubricant which was also patented, and through experimentation discovered an improved method for distilling petroleum. The Vacuum Oil Company was founded later that same year. During its early operations, the refinery primarily made kerosene, with the original oil used in finishing leather. The company was purchased by the Standard Oil Company of New York (SOCONY) in 1879, and by the late 1800s the refinery's primary products were lubricating oil for machinery and naphtha gas for street lighting.[2]

The site has an extensive history of documented industrial accidents, including:

- One tank car recovered from Genesee River (date unknown)
- Fire destroys wood still house (1874)
- Naphtha explosion, destroying shed (1878)
- Explosion inside still house (1882)
- 6,000 and 14,000 gallons of naphtha enter City sewer system causing four explosions (1887)
- Fire destroys warehouse (1889)
- Two buildings destroyed in fire (1900)
- Fire destroys large portion of works including a number of tanks (1901)

[2] "Historic and Current Site Conditions Report", AMEC Earth and Environmental (2005).

By 1916, the site's footprint was approximately 15 acres, which ultimately grew to 40 acres, and included a large facility, a barrel factory and a can factory. By the late 1920's, however, it was no longer profitable to keep the Rochester Works site open and it closed in approximately 1936, then owned by SOCONY-Vacuum Oil (successor to Vacuum Oil). An overview of the use and reuse of key parcels that comprise the Vacuum Oil Site, as well as the current site conditions, is discussed in the following subsections.

Figure 4: *Former areas associated with the Vacuum Oil Site and its operation. Site numbers are associated with the Vacuum Oil property descriptions beginning on the following page.*

Vacuum Oil Property Descriptions (Figure 4)

(1) 15 Flint Street

The property located at 15 Flint Street was the former storage and operation area for the Vacuum Oil operations. Historically, aboveground storage tanks containing petroleum based product. The site also had a tank building, and several settling and condensing tanks were stored on-site. The main tank staging area was located at the northeastern edge of the property. A Phase I Site Assessment (2008) indicated the site was used as a scrap metal yard and for auto wrecking from 1940 to 2007, after which time it became vacant. Several structures containing lead-based paint were identified on-site. Subsequent sampling shows evidence of widespread VOC, SVOC, and PCB contamination in both the soil and groundwater, primarily concentrated at the northeast corner of the site where the tanks were staged during its operations.

(2) 5 Flint Street

The site at 5 Flint Street was the former barrel preparation and storage area, located east of the former canal/rail line and west of the Genesee River. The site is vacant, and is characterized by a three story building that was reportedly last used as a food warehouse. The building is constructed of fireproof brick and block, which would have been used in structures that housed furnaces or conducted incineration, thought there is no evidence of this activity at the site. Debris (tires, metal cables, railroad ties and scrap materials) are known to be present on site. Initial subsurface investigations indicate industrial operations have contaminated both the soil and groundwater.

15 and 5 Flint Street are currently enlisted in the NYS DEC's BCP. Participation in the BCP makes the property owner eligible for tax credits following successful remediation and provides incentive for timely cleanup which poises the property for more immediate redevelopment. These tax credits are outlined in the New York State Department of Taxation's publication Tax Credits Available for Remediated Brownfields. Additional financial incentives are available if redevelopment is consistent with the goals and priorities outlined as part of the Brownfield Opportunity Area plan.

(3) 936 Exchange Street & 22 Flint Street

These properties were part of the Vacuum Oil footprint, after which Sears Roebuck and Company operated a warehouse and distribution facility (date unknown). Foodlink, a regional food bank, currently operates at the location. Foodlink is anticipated to discontinue its operation at the site in Fall 2011. Subsurface investigations did not include evaluation of this property. A Phase 1 ESA should be conducted if the nature of site use is to change.

(4) 920 Exchange Street

This site is currently home to Foodlink, and was also formerly a Sears Warehouse. The property was a major part of the Vacuum Oil Site with several tank buildings, a filling department, aboveground storage tanks, and a filter house. There is record of multiple spill events and abandoned drums at the site. Spill events have subsequently been closed. The site is currently vacant, however a large industrial building with loading docks and possible hydraulic tanks is visible from the right-of-way. Based on observations, it is likely that industrial operations at the site may have impacted site soil or groundwater. A Phase I and Phase II ESA would be necessary to identify any significant impacts if the site is identified for redevelopment.

(5) 950 Exchange Street

Site visits indicate this property is currently being used by Turn Key Operations. Several historic spill events, some of which have not been closed, have occurred on-site, impacting both soil and groundwater. A thick layer of petroleum contamination was encountered in the soils on the east end of the site, spanning approximately 25 feet by 180 feet at five feet below ground surface. In 2005, the site was evaluated to determine the costs associated with cleanup of existing contamination. Cost estimates were approximately $250,000 covering further investigation, removal of underground storage tanks, insitu bioremediation, site restoration, confirmatory sampling, and final reporting. There is evidence of groundwater monitoring wells still present on the site, as well as drums located behind the building by the area of the loading dock.

(6) Former Genesee Valley Canal Right of Way and Rail Area

This area was used to facilitate Vacuum Oil's product distribution while in operation prior to 1936. Between 1998 and 2000, a black petroleum material was discovered at the Northeast side of the Flint Street right-of-way opposite the entrance to the site. In addition, historic records indicate buried underground piping for naphtha and crude oil from the canal extending to Flint Street. Contamination is known to be present on-site. Today, the site is overgrown with large amounts of debris present in the canal bed, likely stemming from the former scrap yard located in the adjacent properties.

(7) Cottage Street

In 1992, sludge was encountered on the southeast portion of the former Vacuum Oil Site, located adjacent to the Genesee River. During NYS DEC's preliminary evaluation of the site, between 400-500 tons of petroleum sludge were removed from this area. The property is currently vacant, however there was visual evidence of slag (fill) and yellow and red brick at the east end of the site, likely associated with Vacuum Oil operation and filling of the canal bed.

(8) 100 Riverview Place

The property located at 100 Riverview Place is located directly adjacent to the Genesee River. This site was the location of the Camp Fitz-John Porter Recruit Camp during the Civil War era. Historic operation of the Vacuum Oil Refinery impacted soil in the area, which was tested as part of the Phase II Environmental Site Assessment for 15 Flint Street. Subsequent site investigations at the site may include sampling of river sediment to identify whether the Genesee River was also impacted. Today, the site has been redeveloped as a park and has a commemorative marker noting the historic importance of the area.

History of Subsurface Investigations and Agreements

In 1989, the City of Rochester School District conducted a limited evaluation on an 11 acre portion of the site owned by the City. This investigation was intended to assess the suitability of the site for a new elementary school, but environmental conditions were unfavorable for development.

In 2001, the NYS DEC began investigation of 24 acres of the former Vacuum Oil Site. Between 400-500 tons of petroleum sludge were removed from the former rail yard which, today, is part of the Genesee Bike Trail (see inset map). Sampling indicated widespread semi-volatile organic (SVOC) contamination as well as contamination by Benzene, Toluene, Ethylene, and Xylene (BTEX) in all media tested (i.e. soil and groundwater). Testing also revealed the materials to be non-hazardous and, as such, the site was not recommended for inclusion in the NYS DEC's Inactive Hazardous Waste Disposal Program. In 2005, Day Environmental investigated the properties located at 950 and 984 South Exchange Streets. Four above ground storage tanks were buried at these contiguous sites between 1888 and 1940. Subsurface testing indicated petroleum contaminated soils, and a bioremediation agent was used in the cavity of the excavations as the recommended cleanup method.

Also in 2005, AMEC, on behalf of Exxon Mobil, prepared a site conditions report of the overall former Vacuum Oil site. The report provided a historical review of site operations and various environmental impacts that resulted from operation. In 2008, the NYS DEC issued a Stipulation Agreement to Exxon Mobil, the corporate successor to Socony. This agreement required submittal of a Work Plan detailing the nature and extent of contamination south of Flint Street, and at properties accessible to the City, namely 5 and 15 Flint Street. Also in 2008, Phase I Environmental Site Assessments were completed at 5 and 15 Flint Street by Stantec for the City. The 15 Flint Street report referenced prior reports citing the history of industrial accidents, subsurface investigations that revealed widespread contamination in both soil and groundwater, and noted several recognized environmental concerns (REC) on-site and off-site.

Overview of Select Contaminants Present On-site

Volatile Organic Compounds (VOC's) *are emitted as gases and can be composed of a variety of chemicals. VOC's were typically used in household chemicals (i.e. varnishes, disinfectants and paints), and are found in fuel products. Chronic exposure to VOC's may have numerous health effects and some are known carcinogens.*

BTEX *is an acronym for benzene, toluene, ethyl benzene and Xylene which are compounds of VOC's. These compounds are found in petroleum derivatives, such as petrol, and exposure causes adverse impacts on the nervous system.*

Semi-Volatile Organic Compounds (SVOC's) *are chemicals that evaporate at higher temperatures than VOC's. As a result, contaminant flow may occur through volatization, dissolution in water, and insoluble chemicals may adhere to soil particulates. SVOC's have been associated with carcinogenic and non-carcinogenic health impacts.*

Polychlorinated Biphenyls (PCB's) *are a type of SVOC common in mixtures known as aroclors found in oils used in electrical transformers. PCB's were banned from manufacture in the late 1970's but are still present in the environment due to their long life cycle.*

A Phase II Environmental Site Assessment Data Summary package was also completed for 15 Flint Street in 2008 to address the RECs identified in the Phase I study and to better delineate the extent of contamination on the site. A total of 28 borings were advanced and 17 temporary wells installed. Soil samples were taken at 27 locations and each of the groundwater wells were sampled. The presence of Non-Aqueous Phase Liquid (NAPL), or hazardous organic material, was confirmed at the site. Various off-site concerns were referenced.

NYS DEC Cleanup Objectives

The BCP Legislation sets forth the requirements for soil and groundwater cleanup objectives. These standards were developed to be contaminant-specific and based on a site's current, intended or anticipated future use.

***Figure 5**: Areas requiring further investigation.*

Sampling indicated the NYS DEC Cleanup Objectives were exceeded for metals, volatile organic compounds (VOCs), SVOCs in both soil and groundwater. PCBs were encountered in areas where asbestos containing material was present. "Hot spots", or areas of contamination, were found in areas known as the Former Storage/Operations Area, Former Canal/Rail Area and the Former Barrel Preparation/Storage Area. These areas will require further investigation to determine remedial actions (Figure 5).

In 2009 Roux Associates, on behalf of Exxon Mobil, completed an investigation associated with Flint and Exchange Street properties suspected of being contaminated by past Vacuum Oil operations. The results of this investigation have not been reviewed.

In 2009, O'Brien & Gere provided a 3rd Party Review for the City of the 2009 Roux Report. The following is a summary of their general findings:

- A recommendation to perform soil vapor intrusion studies at occupied buildings on or adjacent to 5 Flint Street.
- Confirmation of removal activities of large amount of soil contamination associated with the northwest section of 15 Flint street.
- Confirmation of a buried pipe associated with 15 Flint Street.
- Priority pollutant metals at levels exceeding TAGM in deeper soils were not linked to any documented condition.
- A recommendation to install bedrock wells to characterize groundwater.

Recommendations from the 2009 O'Brien & Gere 3rd Party Review included:

- Identification of wetlands and utilities.
- Incorporation of all historical findings.
- Permanent well installation and overburden and bedrock elevations.
- Low flow sampling techniques for groundwater monitoring should be utilized.
- Subsequent investigation associated with the Former Storage/Operations, Canal and Rail, and Barrel Prep and Storage Areas.
- Further define nature and extent of Undeveloped, Bicycle Path, and former Canal and Rail areas.
- Sediment sampling associated with Genesee River.
- Test pitting associated with the former canal walls.
- Continued investigation on City-owned properties where constituents have been confirmed in excess of NYSDEC Cleanup Objectives.

Key Findings from Previous Studies

Previous studies recommend the following actions as next steps:

- Supplemental sampling of "hot spot" areas;
- Installation of permanent wells for long-term monitoring;
- Delineation of area of wetlands and utilities; and
- Collection and sampling of sediment from the Genesee River.

Based on contamination discovered in proximity to the Genesee, sampling sediment from the Genesee River would indicate the extent of impact to the river in those areas. Additionally, several hot spot areas include properties not currently incorporated in the BCP. Supplemental sampling and installation of permanent wells would enable long-term monitoring to better understand contaminant plumes present throughout the footprint and address any data gaps that exist.

Finally, several properties not included as part of prior subsurface investigations are likely to have been impacted by the Vacuum Oil property and other subsequent uses. High levels of VOC and SVOCs along Flint Street indicate the likely presence of contaminants on properties north of Flint Street. Specifically, the Foodlink site and adjacent properties should be evaluated to determine the extent of petroleum impact to the north and to better delineate the contaminant plume.

Groundwater Contamination

Groundwater samples collected as part of the Phase II ESA exceeded the NYS DEC Cleanup Objectives for both VOCs and SVOCs, which were detected in the majority of the samples. Several groundwater wells also exceeded applicable standards for metals and polychlorinated biphenyls (PCBs). Groundwater contamination is primarily concentrated on the main portion of the site at 15 Flint Street. VOCs were also detected in high concentrations in the southern portion of the site near the Genesee River. The extent of

groundwater contamination that exceeds NYS DEC standards is depicted on inset maps #1 and #2 on the following page.

Soil Contamination

High concentrations of VOCs and SVOCs were evident in soil samples collected throughout 15 Flint Street. VOCs were detected throughout the site, and 15 samples exceeded NYS DEC Cleanup Objectives. These samples were primarily located on the 15 Flint Street site. SVOCs were detected and exceeded cleanup objectives throughout the site footprint, and at locations off-site. Portions of the Vacuum Oil site where VOCs or SVOCs were detected and exceeded NYS DEC standards are illustrated on inset maps #3 and #4 on the following page.

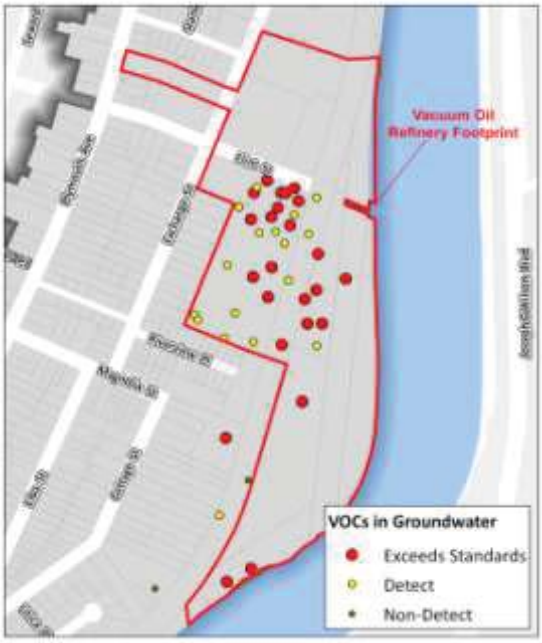
Several additional properties, owned by the City, have been identified by the City of Rochester to possibly be incorporated into the BCP in the future. These properties, depicted in Figure 6, include:

- 1 Cottage Street
- 13 Cottage Street
- 31 Cottage Street
- 69 Cottage Street
- 75 Cottage Street
- 100 Riverview Place
- 1315 South Plymouth Avenue
- 102 Violetta Street
- 7 Flint Street
- 846 Exchange Street
- 940 Exchange Street

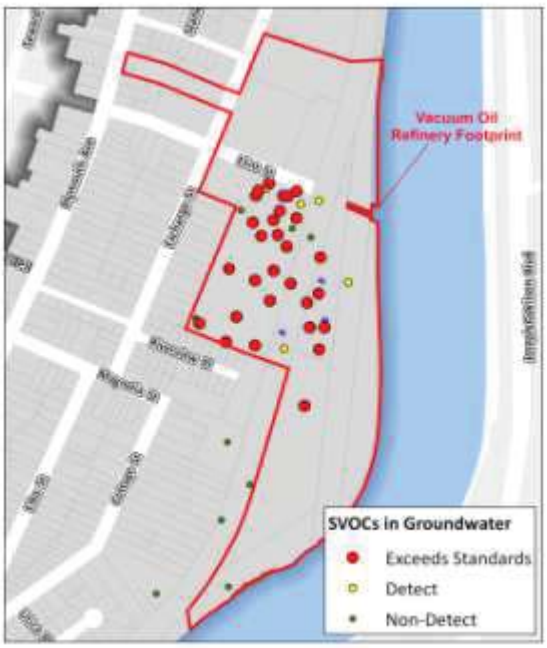
Figure 6: *Asterisks indicate properties that may be subject to future participation in the BCP based on preliminary findings.*

Note: All properties are currently owned by the City of Rochester

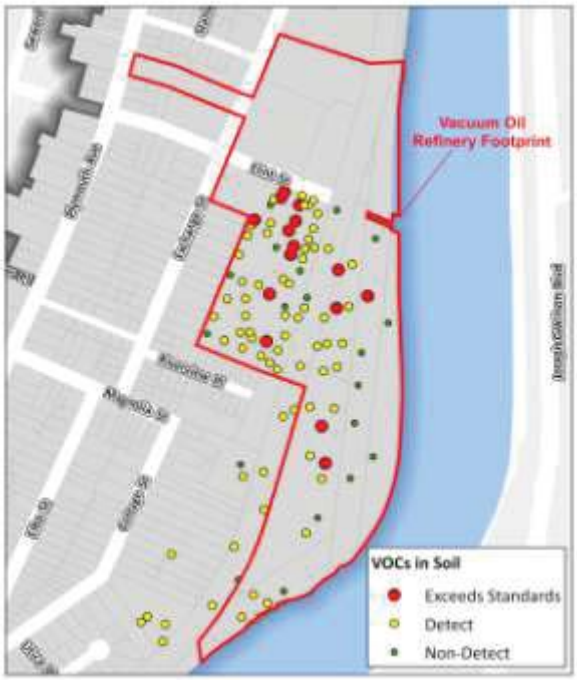
Inset Maps 1 through 4 illustrate sampling points for both groundwater and soil contamination. The presence of contamination (see sidebar on page 36) indicates remediation strategies will need to be identified before site reuse is viable (e.g. soil removal or instituting engineering controls).



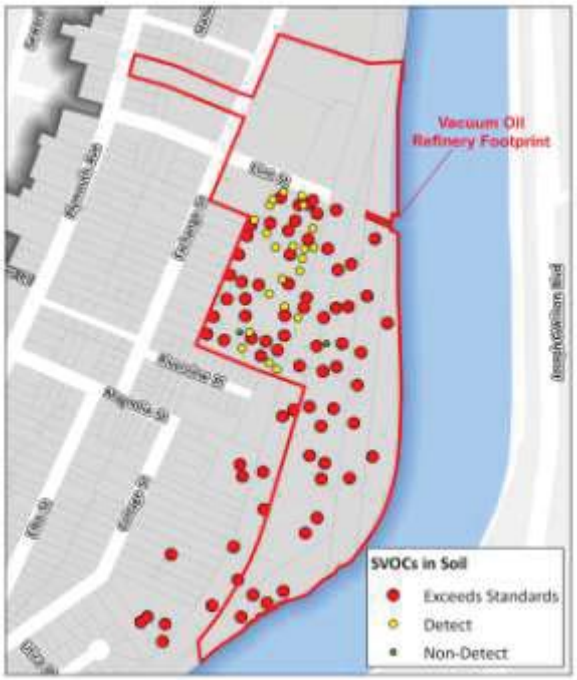
***Inset Map #1**: Volatile Organics detected in Groundwater*



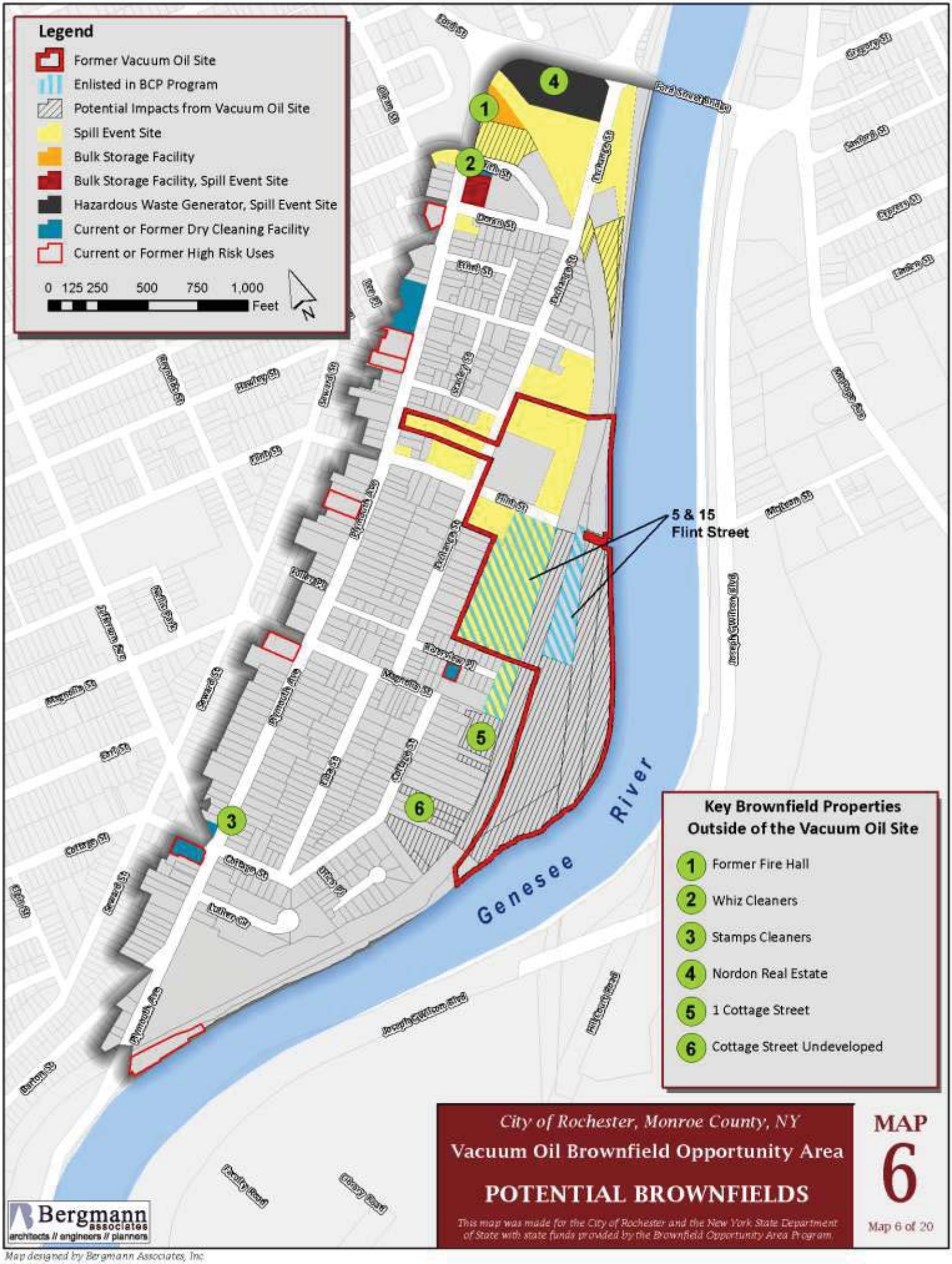
***Inset Map #2**: Semi-Volatile Organics detected in Groundwater*



***Inset Map #3**: Volatile Organics detected in Soil*



***Inset Map #4**: Semi-Volatile Organics detected in Soil*


Legend
Former Vacuum Oil Site
Enlisted in BCP Program
Potential Impacts from Vacuum Oil Site
Spill Event Site
Bulk Storage Facility
Bulk Storage Facility, Spill Event Site
Hazardous Waste Generator, Spill Event Site
Current or Former Dry Cleaning Facility
Current or Former High Risk Uses
0 125 250 500 750 1,000
Feet
N
5 & 15
Flint Street
Genesee
River
Key Brownfield Properties
Outside of the Vacuum Oil Site
1 Former Fire Hall
2 Whiz Cleaners
3 Stamps Cleaners
4 Nordon Real Estate
5 1 Cottage Street
6 Cottage Street Undeveloped
City of Rochester, Monroe County, NY
Vacuum Oil Brownfield Opportunity Area
POTENTIAL BROWNFIELDS
This map was made for the City of Rochester and the New York State Department of State with state funds provided by the Brownfield Opportunity Area Program.
MAP
6
Map 6 of 20
Bergmann associates
architects // engineers // planners
Map designed by Bergmann Associates, Inc.

ADDITIONAL KEY BROWNFIELD AND VACANT SITES

Although Vacuum Oil is the most notable brownfield located within the study area, several other properties with rigorous commercial and industrial uses were identified through desktop research and site visits. These sites represent those likely to have contamination based on past and present land uses and that may pose as favorable redevelopment opportunities after additional investigations and/or cleanup. Sites identified as suspect brownfield properties include active and former gasoline stations, properties with storage tanks and chemical storage and those located on suspected waste sites. Key brownfield properties are discussed further below.

(1) Former Fire Hall - 632 South Plymouth Avenue

The Former Fire Hall is a vacant site owned by the Rochester Housing Authority. The parking area shows signs of subsurface borings, indicating prior environmental investigations at the site. There was additional visual evidence of a former dispenser, and a pad-mounted transformer was evident on the north side of the building. The site is currently listed in the NYS DEC's database as an unregulated Petroleum Bulk Storage facility. Additional site investigations would likely be necessary prior to redevelopment.

(2) Whiz Cleaners - 676-680 South Plymouth Avenue

The 0.11-acre Whiz Cleaners Site was the location of a former dry cleaning facility and is currently owned by the Rochester Housing Authority. The site is currently used as a small parking lot with no structures present on-site. Prior use as a dry cleaning facility and current use as a parking lot indicate the potential of environmental contamination on-site.

(3) Stamps Cleaners - 1155-1159 South Plymouth Avenue

The Stamps Cleaners site contains an existing structure formerly used as a dry cleaning facility with small retail and upper floor apartments. The structure was recently renovated in 2012. Based on its status as a former dry-cleaning facility, further environmental investigation would be warranted prior to site redevelopment.

(4) Nordon Real Estate - 691 and 711 Exchange Street

Nordon Real Estate currently owns and operates large industrial buildings on these sites with visible steel tanks and loading docks in the rear. Tank vents were also observed from the roadway. The sites have a history of spill events during which oil impacted the soil; both spill events have been closed. Based on observations, site activities suggest that future spills may occur. An Environmental Site Assessment would be necessary to better identify any historic environmental impacts prior to redevelopment of the site.

(5) 1 Cottage Street

This property is located adjacent to 15 Flint Street and is currently undeveloped. It has been noted that drums have been found on-site, which likely stored petroleum based products. A property owner located to the northwest has been maintaining a portion of the property and is utilizing that portion for backyard space. Sampling conducted on-site as part of the 15 Flint Street Phase II investigations indicate petroleum soil and groundwater contamination. The City of Rochester has identified this site as a candidate for inclusion in the BCP.

(6) Undeveloped property along Cottage Street - 69 and 75 Cottage Street

These properties are contiguous undeveloped parcels located immediately west of the Vacuum Oil footprint. Both properties are owned by the City of Rochester and are being considered for inclusion in the BCP. Sampling indicates soil contamination on surrounding properties. Inclusion of these parcels in the BCP could help address data gaps and better delineate the extent of petroleum related contamination.

Key Findings: Sites of Environmental Concern

1. The Vacuum Oil Site, consisting of 14 properties, is the most significant brownfield within the study area.
2. Properties located at 5 and 15 Flint Street have known contamination in both the soil and groundwater. Although these sites are actively involved in the BCP, many of the other properties located within the Vacuum Oil Site also have known contamination.
3. Additional investigations will be necessary to identify a remedy, address data gaps, and assess the extent of impact on the river.
4. Operation of the Vacuum Oil Site is likely to have impacted properties located to the northeast of Flint Street. Subsurface investigations will be necessary to determine the extent of impact on properties not evaluated as part of the 5 & 15 Flint Street subsurface investigations (i.e. the Foodlink and adjacent properties).
5. Successful redevelopment of the Vacuum Oil site in particular has the potential to serve as catalyst for redevelopment throughout the BOA.
6. The study area is characterized by many commercial and industrial properties that are classified as potential brownfields. However, several of these have active uses that support the tax base within the area.
7. Viable businesses, whether on a brownfield or not, should be supported throughout the planning process while encouraging sustainable practices and solutions.

3.2.4 Vacant and Underutilized Sites

There are a total of 148 vacant and underutilized properties on 51.3 acres within the BOA, accounting for 29 percent of Study Area parcels and 41 percent of the land area, not including public rights of way (See Table 5 and Map 7). Of the total vacant and underutilized properties, 54 are vacant parcels with limited to no improvements on 33.1 acres of land. The City of Rochester is the largest landholder of vacant property within the BOA, controlling 27 parcels on 26.5 acres of land. The remaining 93 parcels are mostly small or undervalued single-family properties and comprise 18.2 acres of land. Of these properties, 29 contain vacant and/or abandoned structures according to data from the City of Rochester and site visits performed in summer 2011. Underutilized properties also include parking lots and other commercial properties with a low floor-to-area ratio, which indicates a small structure on a large lot that could likely be developed more efficiently.

Table 5: *Vacant and Underutilized Sites*

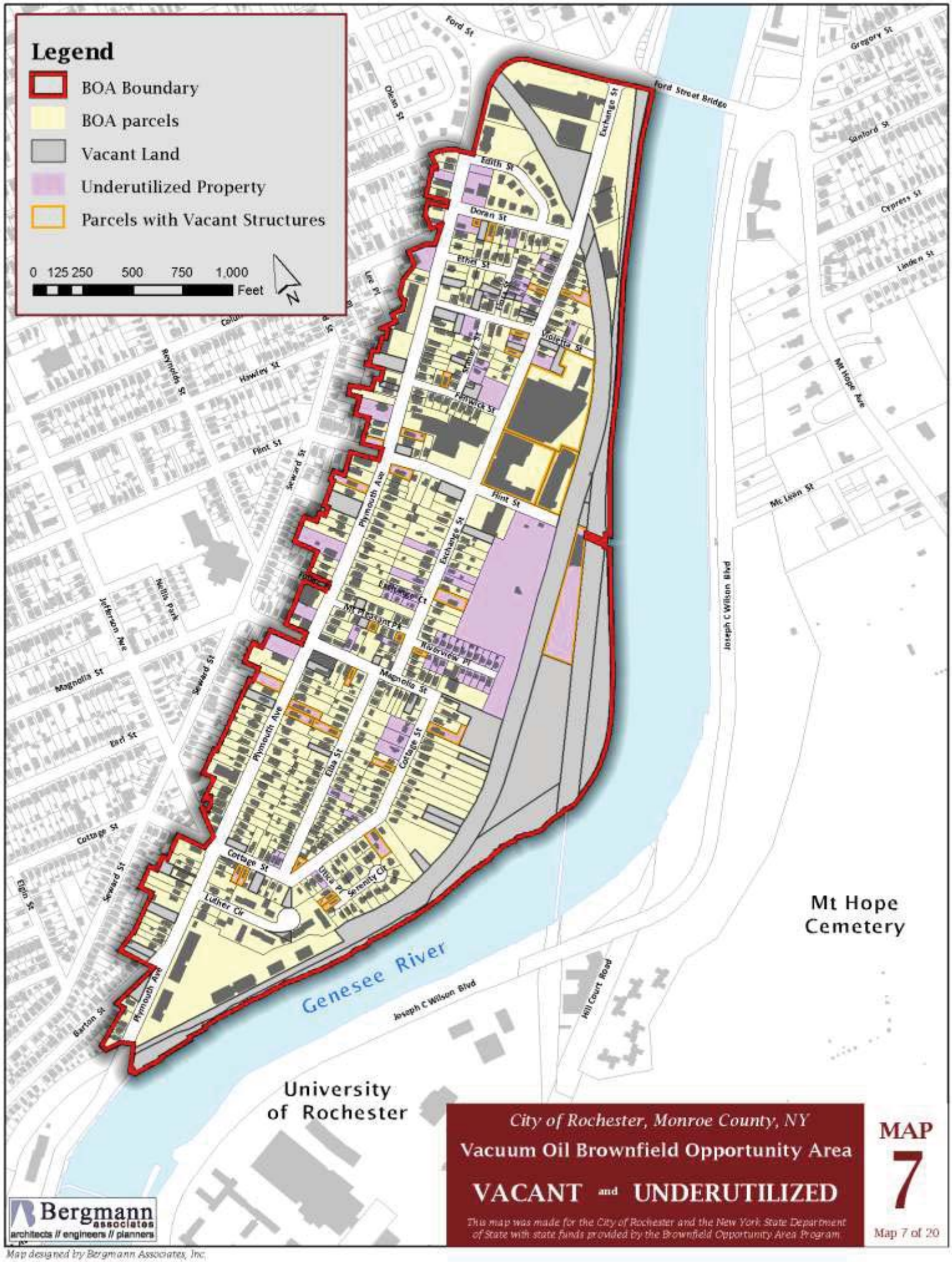
	Parcels	Public Ownership		Total Acres
		Parcels	*Acres*	
Vacant Land	54	27	26.5	33.1
Underutilized Only	65	3	0.35	13.3
Underutilized with Vacant Structure	29	3	0.25	4.9
Totals	**148**	**33**	**27.1**	**51.3**

DETERMINING UNDERUTILIZED PROPERTIES

Underutilized properties were determined based upon three key factors: building square footage; value of improvements; and present status.

Residential properties are classified as underutilized if the structure is less than 960 square feet in size, or the per-square-foot assessed value of the property is less than $12.50. These figures represent one standard deviation below the median for the Study Area.

Commercial properties with a Floor to Area Ratio (FAR) of less than 0.20 are considered underutilized, which includes properties used as commercial surface parking lots and commercial properties one standard deviation below the median for the Study Area.


Legend
BOA Boundary
BOA parcels
Vacant Land
Underutilized Property
Parcels with Vacant Structures
0 125 250 500 750 1,000
Feet
N
Ford St
Ford Street Bridge
Gregory St
Ocean St
Exchange St
Edith St
Doran St
Ethel St
Sanford St
Cypress St
Linden St
Violetta St
Fenwick St
Lee Pl
Reynolds St
Hawley St
Flint St
Seward St
Plymouth Ave
Exchange Pl
Exchange Ct
Mt Pleasant Pl
Fairview Pl
Magnolia St
Mt Hope Ave
Mt Lion St
Joseph C Wilson Blvd
Jefferson Ave
Bellis Park
Earl St
Elsa St
Cottage St
Elgin St
Luther Cir
Office Pl
Serenity Cir
Barton St
Genesee River
Mt Hope Cemetery
Hill Court Road
University of Rochester
City of Rochester, Monroe County, NY
Vacuum Oil Brownfield Opportunity Area
VACANT and UNDERUTILIZED
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MAP 7
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Figure 7: *Primary Underutilized and Vacant Sites*

As seen in Figure 7 above, the largest area of vacant or underutilized properties are the three primary redevelopment sites east of Exchange Street (1) and along the Genesee River between Magnolia Street and Flint Street (2 and 3). This area includes large parcels and abandoned transportation corridors under both public and private ownership. A significant collection of vacant or underutilized properties are also located in the area bounded by South Plymouth Avenue, Exchange, Fenwick and Doran Streets, which is an area that has struggled with substandard housing conditions dating back to the 1980s (4).


Parking lots, such as the lot at the corner of Exchange and Fenwick Streets, are considered underutilized land (left). Parcels with no improvements, such as the lot at the corner of Exchange and Flint Streets, are considered vacant (right).


Parcels with improvements but no active use, such as the former Sears warehouse, are considered underutilized (left). Mt Pleasant Park Park (right) has transformed an otherwise vacant property into a beautiful oasis in the neighborhood.

Key Findings: Vacant & Underutilized Sites

1. The City of Rochester controls over 50% of vacant and underutilized properties.
2. The largest underutilized parcel is the privately-held 5.5-acre site at 15 Flint Street.
3. 80% of vacant and underutilized properties are residential uses on 23% of the land.
4. If developed to the current neighborhood density (9.5 du/ac), existing vacant land could provide over 300 additional housing units pending sufficient market demand.

3.2.5 Strategic Sites

The Vacuum Oil-South Genesee Brownfield Opportunity Area has several sites of strategic importance to the future revitalization of the PLEX neighborhood and the South Genesee River waterfront. The 17 strategic sites as depicted on Map 8 include 95 properties covering 46 acres that, either separately or in tandem with other sites, have the highest potential to act as catalysts for renewal and investment within the Study Area. The environmental background of these sites has been discussed in greater detail within section 3.2.4 Sites of Environmental Concern. Therefore, only a brief summary of the strategic importance and ownership of these sites will be described below.

1. **632 South Plymouth Avenue (public):** The former City fire station sits at the gateway to the Study Area, and is among the larger parcels along South Plymouth which improves its redevelopment potential.

2. **715-719 and780 Exchange Street (public):** The two properties include Exchange Street Playground and lands across Exchange Street, offering the potential to extend the park south to a terminus at Violetta Street and connect to the Genesee River waterfront.

3. **Doran Street, Flora Street, Violetta Street and Ethel Street residences (private):** The block between Doran Street and Violetta Street includes the BOA's most significant pocket of decline, covering 59 parcels on 5 acres. This site represents a significant opportunity to expand high quality, affordable owner-occupied housing within the BOA, similar to the recent successful redevelopment activities along Edith Street and Olean Street.

4. **761-793 (private), 801-811 (private), and 815-819 (public) South Plymouth Avenue:** This site includes public and private properties associated or adjacent to the existing strip plaza south of Columbia Avenue. The three parcels on 1.4 acres offer a notable redevelopment opportunity for retail uses with excellent visibility along well-traveled South Plymouth Avenue.

5. **12 Fenwick Street and 887 Exchange Street (private):** The half-acre site includes two vacant and underutilized properties that represent an opportunity for complementary mixed-use development adjacent to the former Vacuum Oil site.

6. **925 Exchange Street (private):** Canfield and Tack is a stable, thriving business within the Study Area. However, were the company to relocate in the future, this 2-acre site would have the potential to support a substantial mixed use development complementary to the character proposed for similar areas adjacent to the former Vacuum Oil site.

7. **950 and 965 Exchange Street (private):** These two properties anchor the southern portion of the Flint/Exchange intersection. Their future redevelopment will play a significant role in the character and urban form of the Study Area's central vehicular and wayfinding node.

8. **846-920 Exchange Street (private) and 91 Violetta Street (public):** These properties include the former Sears Warehouse site, the adjacent 4-story masonry structure and several small lots at the corner of Violetta Street. The 4-acre site represents a significant opportunity for redevelopment with excellent physical and visual access to the Genesee River waterfront.

9. **936 Exchange Street (private):** The former Foodlink building is currently vacant and offers the potential for adaptive reuse from warehouse space to a mixed-use development at the gateway to the Genesee River waterfront.

10. **22 Flint Street (private):** Similar to the property at 920 Exchange Street, this site has the potential for a strong connection to the waterfront.

11. **15 Flint Street (private):** This property is the single largest contiguous parcel with redevelopment value within the BOA Study Area.

12. **1315 South Plymouth Avenue (public):** As a portion of the former Genesee Valley Canal owned by the City of Rochester, this parcel represents a linear corridor bisecting the former Vacuum Oil refinery and should be included as part of larger redevelopment efforts to improve connectivity to the River.

13. **1315 S. Plymouth Ave., 100 Riverview Place, 102 Violetta St., 7 Flint St. & 940 Exchange St. (public):** The five (5) vacant parcels cover over 10 acres of prime waterfront lands and are owned by the City of Rochester, which could expedite their utilization as part of a broader revitalization plan for the Study Area.

14. **5 Flint Street (private):** The structure on this site is the closest to the waterfront within the BOA, and also has excellent views downstream towards downtown Rochester; these factors make this property highly valuable for adaptive reuse or redevelopment.

15. **13 Cottage Street (public):** This 4-acre wooded site owned by the City of Rochester has been undeveloped for a significant period of time. Its size, ownership status and location adjacent to the former Vacuum Oil site make it highly valuable for redevelopment as public open space that links future mixed use development with the Genesee Riverway Trail.

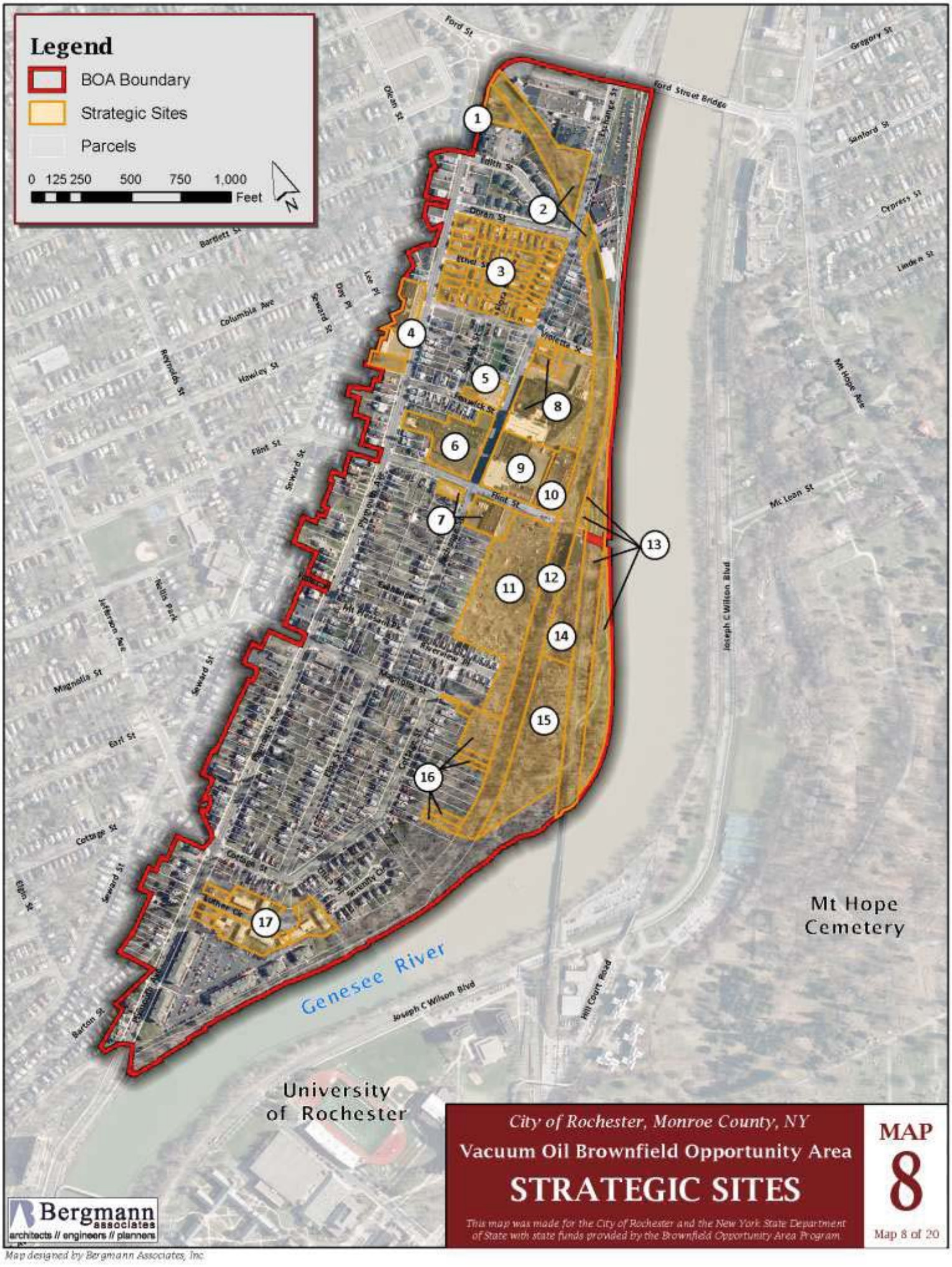
16. **1, 31, 69 & 75 Cottage Street (public):** These parcels are suspected of being contaminated by activities associated with former Vacuum Oil operations and the City is considering these sites for inclusion in future site assessment funding requests.

17. **Luther Circle (public):** The existing public housing on Luther Circle is dated and has been considered for redevelopment in the future, creating a significant opportunity to expand high-quality housing options for seniors within the Study Area.

A further description of how these properties fit into potential redevelopment master plans is discussed in greater detail in Section 5.0 BOA Master Plan.

Key Findings: Strategic Sites

1. The private ownership of the majority of strategic sites will require close coordination and a detailed land assembly strategy to facilitate redevelopment.
2. Strategic sites include approximately one-third of the BOA's waterfront, representing significant opportunities to increase public access to the Genesee River.
3. The environmental status of vacant lands within the footprint of the former Vacuum Oil refinery represents an important unknown, yet these sites are also a significant opportunity for new investment within the neighborhood.


Legend
BOA Boundary
Strategic Sites
Parcels
0 125 250 500 750 1,000
Feet
N
Ford St
Ford Street Bridge
Gregory St
Sanford St
Cypress St
Linden St
Mt Hope Ave
Mt Lean St
Joseph C Wilson Blvd
Olean St
Exchange St
Edith St
Doran St
Ethel St
Bartlett St
Lee St
Day Pl
Seward St
Columbia Ave
Reynolds St
Hawley St
Violetta St
Fenwick St
Flint St
Jefferson Ave
Nellis Park
Magnolia St
Earl St
Cottage St
Luther Ct
Barton St
Mt Hope Cemetery
Genesee River
Hill Court Road
University of Rochester
1
2
3
4
5
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8
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17
City of Rochester, Monroe County, NY
Vacuum Oil Brownfield Opportunity Area
STRATEGIC SITES
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MAP
8
Map 8 of 20
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3.2.6 Land Ownership Patterns

Understanding how property ownership relates to future development opportunities along the Genesee Riverfront will be necessary when considering and identifying future projects and land uses. Specific projects may be more easily implemented and directed on lands owned by public entities. However, engaging private property owners throughout the planning process is critical to developing an agreed upon vision that will spur continued land owner cooperation in the revitalization process.

Engaging property owners and public agencies throughout the planning and visioning process is critical to the revitalization of the BOA Study Area.

Map 9 and Table 6 indicate there are four public entities with a controlling interest in 56 properties within the BOA, representing 29 percent of the total property area within the BOA. The majority of City of Rochester lands are classified as vacant; the public control over vacant lands will improve the speed with which redevelopment can take place. The majority of City holdings are former transportation corridors along the Genesee River, a portion of which have been dedicated as Park land for use by the Genesee Riverway Trail. A total of 151 housing units are controlled by public entities within the BOA, the majority of which are owned by the Rochester Housing Authority on Luther Circle.

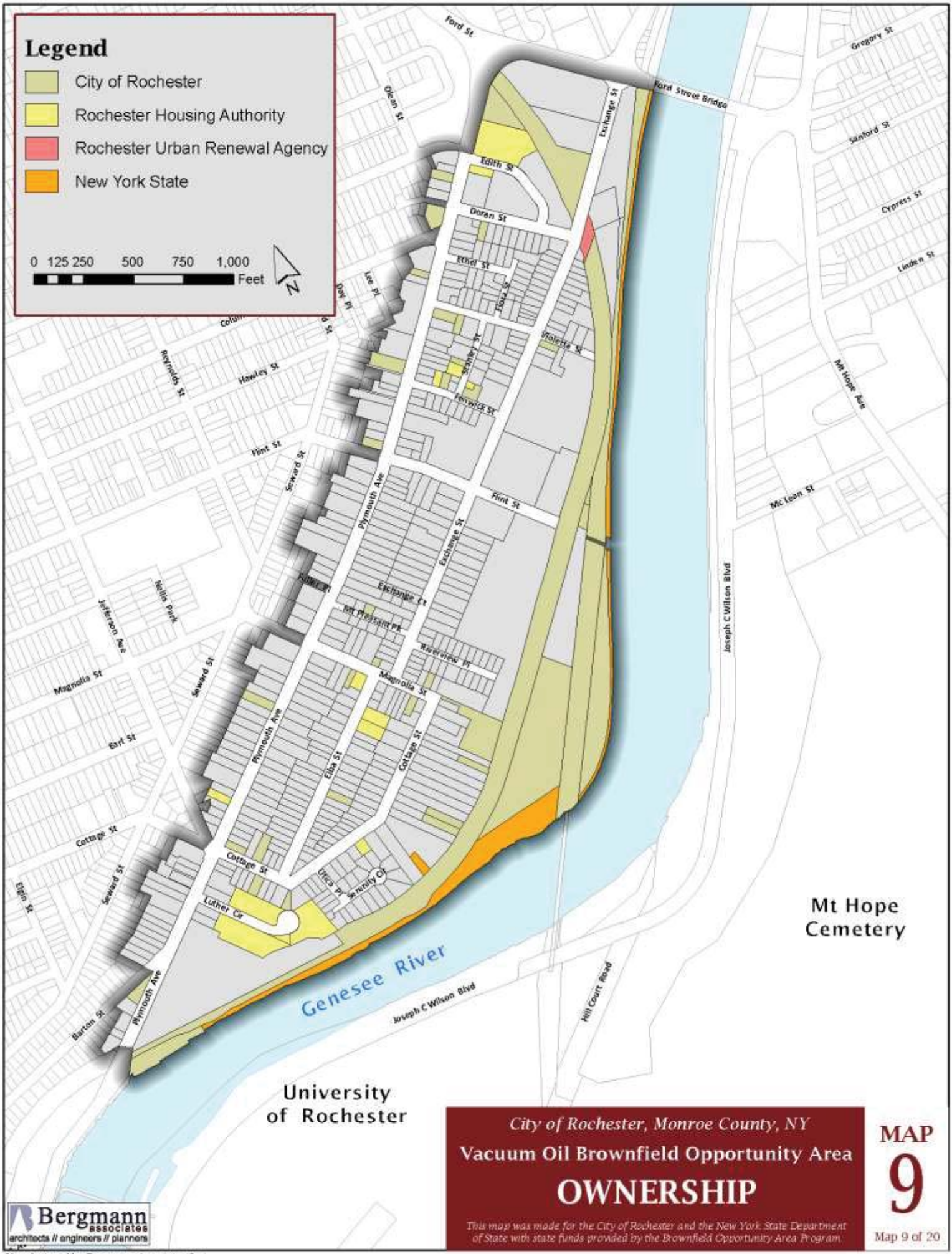
Table 6: *Public Land Ownership*

Owner	Parcels	Acres
City of Rochester	37	28.0
Rochester Housing Authority	15	4.3
Rochester Urban Renewal Agency	2	0.4
State of New York	2	4.0
Totals	**56**	**36.8**

New York State controls only four acres of land within the BOA. However, this narrow strip follows the entire length of the Genesee River within the Study Area, requiring enhanced coordination with the State Office of General Services Real Estate Planning and Development (REPD) office for access and development along the river's edge. The REPD provides all real estate services within the State, including negotiating public or private space for agency use, managing the sale of state surplus lands and properties, and issuing easements, licenses and permits for public or private use of uplands and lands under water. The development of any waterside infrastructure, such as docks or promenades will require coordination and approval by this State office.

Key Findings: Ownership

1. Public control of 90 percent of all vacant land within the BOA should speed redevelopment activities.
2. 41 percent of public properties are considered potential brownfields.
3. The entire Genesee River corridor is bounded by lands in public control which should allow significant opportunities for public access to the waterfront.
4. Close coordination with NYS will be required to redevelop riverfront lands.



City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

OWNERSHIP

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MAP 9

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3.2.7 Parks and Open Space

There are several parcels of land within the BOA representing public and private open space, much of which functions as informal, passive recreation space. As depicted on Map 10, the only formal recreational spaces within the Study Area are walking trails, a small playground, and the Genesee Riverway Trail. There are no additional programmed activities, open fields or sport courts within the BOA. The Genesee Riverway Trail roughly parallels the Genesee River along the entire length of the BOA. The trail is accessible from the sidewalk network along Violetta Street and also from a switchback trail at the end of Flint Street. However, the Flint Street access point has no formal connection to the street sidewalk system, and residents are forced to traverse a severely deteriorated segment of the roadway between the trail and Exchange Street.

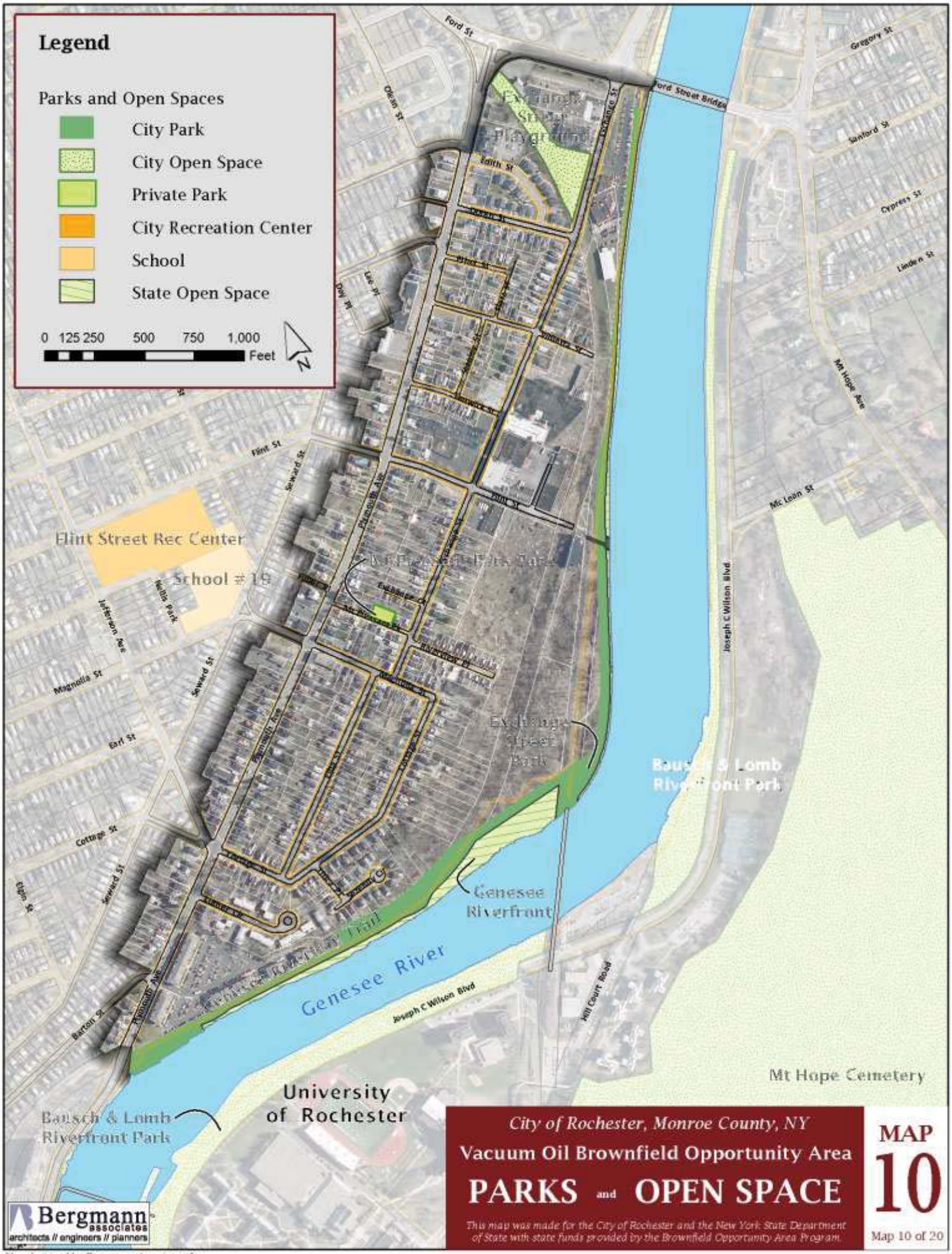
The rehabilitation of the former Erie-Lackawanna Railroad Bridge created a pedestrian linkage across the Genesee River to the University of Rochester.

The character of the Genesee Riverway Trail between Flint Street and the Riverview Commons student housing is heavily enclosed by vegetation and is a significant distance from adjacent development or structures. There are numerous open views of the Genesee River and expansive views north to Center City that are notable and worthy of preservation within the park-like setting. In some instances, the visual and physical isolation of this trail segment impacts the user's sense of safety. The trail is now connected across the Genesee River to the University of Rochester campus by the Erie-Lackawanna railroad bridge, which increases connectivity, usage and ultimately safety of the corridor south of Flint Street.

The nearest programmed recreational destination adjacent to the Study Area is the Flint Street Community Center (FSCC) which is two blocks west of South Plymouth Avenue. The FSCC provides a full range of year-round recreation activities for area residents, including an outdoor pool, recreation fields, sport courts, playground, and organized game, education, and skill development activities for children, families and adults. The FSCC facility is a significant recreational and social resource for the BOA Study Area, and can be accessed from Flint Street and Magnolia Street. In addition to public recreational facilities, a small private garden/park on Mt Pleasant Park has been developed and maintained on private land for use by area residents. The passive recreation space functions as a large community flower garden, with seating and stone pathways that encircle the lot.

Key Findings: Parks and Open Space

1. The BOA lacks formal, dedicated park space to meet the needs of the neighborhood.
2. Access to the Genesee Riverway Trail is insufficient from area street and sidewalk networks.
3. Safety along the Genesee Riverway Trail continues to be an issue.


Legend
Parks and Open Spaces
City Park
City Open Space
Private Park
City Recreation Center
School
State Open Space
0 125 250 500 750 1,000
Feet
N
Ford St
Ford Street Bridge
Gregory St
Sanford St
Cypress St
Linden St
Mt Hope Ave
Mc Lean St
Joseph C Wilson Blvd
Jell Court Road
Flint Street Rec Center
School # 19
Flint St
Seward St
Plymouth Ave
Jefferson Ave
Wells Park
Magnolia St
Earl St
Cottage St
Elton St
Barton St
Exchange Street Park
Bausch & Lomb Riverfront Park
Genesee Riverfront
Genesee River
Mt Hope Cemetery
University of Rochester
Bausch & Lomb Riverfront Park
City of Rochester, Monroe County, NY
Vacuum Oil Brownfield Opportunity Area
PARKS and OPEN SPACE
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MAP 10
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3.2.8 Building Inventory

Building information was compiled for potential brownfield sites to identify significant structures that may be incorporated into the master plan and revitalization strategy for the neighborhood. Site Profiles were generated for each site, describing existing physical and environmental conditions and are included as Appendix D. Map 11 illustrates the siting of the key structures, which are discussed below.

A. Former Vacuum Oil Site - The former Vacuum Oil Site includes all or portions of six properties with existing structures. These properties include 5 Flint Street, 15 Flint Street, 22 Flint Street, 920 Exchange Street, 925 Exchange Street and 950 Exchange Street. Some of these properties have been redeveloped to support active commercial or industrial uses.

A-1 *5 Flint Street* - This property is privately owned and has a three-story concrete building, which was constructed in 1930. The building is approximately 11,000 square feet in size on a 1.6 acre lot and is currently identified as vacant. This site is currently part of the NYS DECs Brownfield Cleanup Program, and is discussed further in Section 3.2.3.

A-2 *15 Flint Street* - The property located at 15 Flint Street has one small, one-story brick building (approximately 1,000 square feet) located along Flint Street and is privately owned. According to data maintained by the City, the building was constructed in 1950 and is located on a 5.6 acre site and is currently being maintained by a caretaker. The site is currently vacant, and is part of the Vacuum Oil BCP program. The environmental concerns associated with this site are discussed further in Section 3.2.3.

A-3 *22 Flint Street* - This property is currently owned and operated by the Foodlink Foundation. The site includes a light industrial building approximately 25,500 square feet in size that was constructed in 1930. The building is located on 0.93 acres. Foodlink currently uses the site for storage, but will be vacating the site in Fall 2011.

A-4 *920 Exchange Street* – This property is part of the Vacuum Oil and Sears Warehouse site. The building is approximately 144,160 square feet and extends over two parcels. The building is a vacant industrial building with loading docks at the rear.

A-5 *925 Exchange Street* – This property is currently owned by Canfield & Tack, Inc. There is one building on site, constructed in 1970, which is approximately 42,190 square feet in size.

A-6 *950 Exchange Street* – Based on field observations, this property appears to be in use by Turn Key Operations. One steel industrial building (11,550 square feet) constructed in 1965 is located on this 0.78 acre lot. There is evidence of prior environmental testing throughout the site.

B. Midtown Printing and Graphic (700 Exchange Street) - One 16,270 square foot building constructed in 1940 is present on-site and is currently in use by the Church of Love. Previously, the site was used as a laboratory by Columbia Analytical to process environmental samples, and also was a former auto repair shop. Aboveground storage tanks are known to have been historically present onsite.

C. **Easy Food Market (684-700 South Plymouth Avenue) -** The Easy Food Market is currently an active Sunoco fuel station with one 3,250 square foot building used as a convenience store. The building is privately owned and was constructed in 1986 on the 0.44 acre site.

D. **Stamps Cleaners (1155-1159 South Plymouth Avenue) -** This is the site of a former mixed-use building that housed a dry-cleaner, store, and apartments. The 1,600 square foot building, constructed in 1900, is currently vacant and the site is privately owned.

E. **718-720 South Plymouth -** This site has a single story residential structure, approximately 1,160 square feet, which is currently being used as a hair salon. The building was constructed in 1965 and is located on a 0.18 acre parcel.

F. **Nordon Real Estate (691/711 Exchange Street) -** This site consists of two parcels with two buildings: one 30,200 square foot industrial building located on a 2.4 acre site and one 17,000 building located on a one acre site. Both buildings were constructed in the 1960's. The building located at 611 Exchange Street has a loading dock in the rear of the building. The site is currently being used by Nordon Real Estate, LLC.

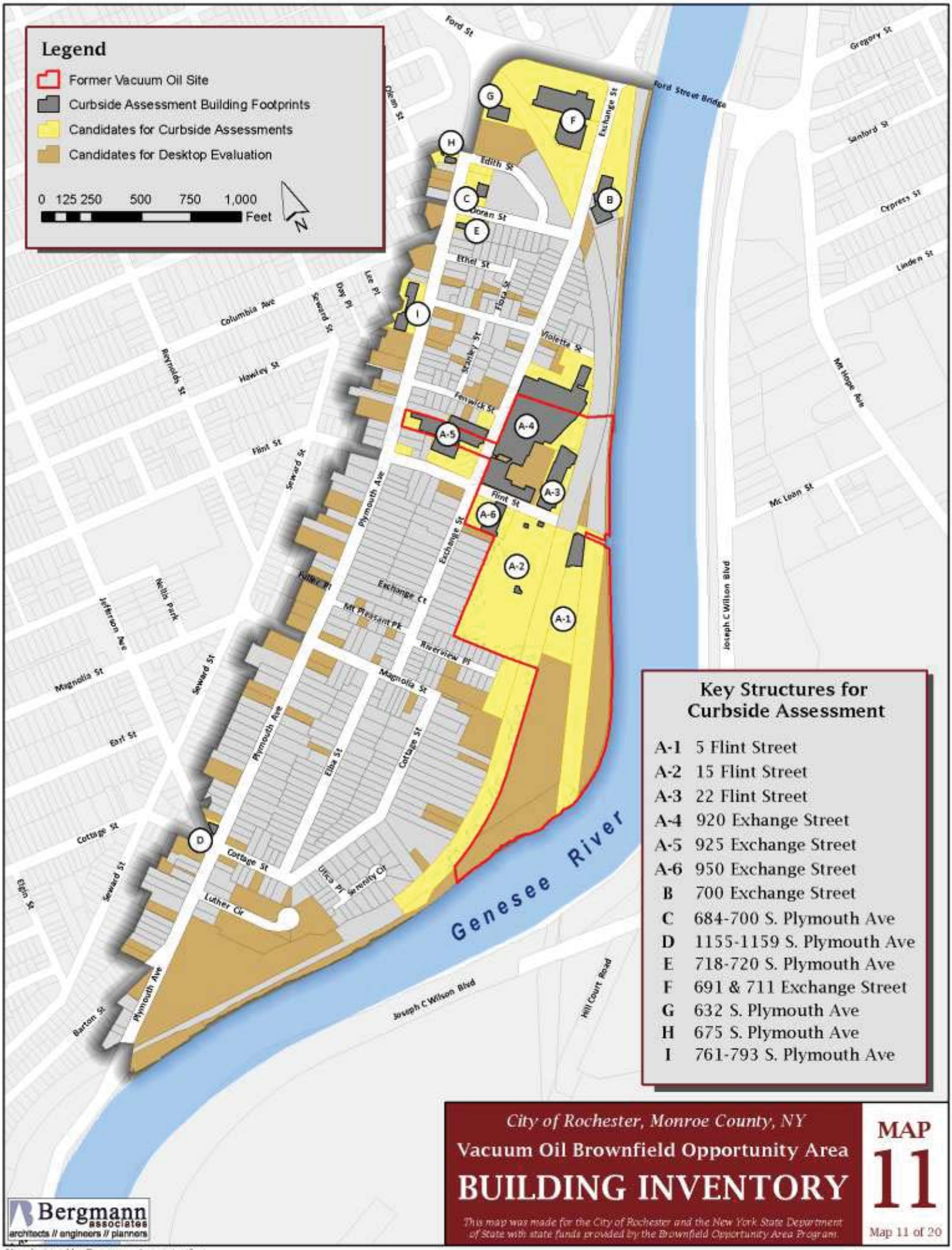
G. **Former Fire Hall (632 South Plymouth Avenue) -** The former Fire Hall, located at 632 South Plymouth Avenue, is the location of an old firehouse constructed in approximately 1935. The building is approximately 7,160 square feet in size and is located on a half acre lot currently owned by the City of Rochester. There is evidence of prior environmental investigations at the site. There are known structural and geotechnical issues with the building, which is currently vacant.

H. **Zweigles Incorporated (675 South Plymouth Avenue) -** The structure on this site was built in 1910 and is currently used as a neighborhood minimarket. The 2.5 story building is approximately 1,600 square feet and is located on a 0.19 acre lot.

I. **Martin Luther King Plaza (761-793 South Plymouth Avenue) -** The structure at this site is a one-story active strip mall occupying approximately 11,600 square feet. According to data maintained by the City, the structure was built in 1930. Active uses on the site include the Amazing Meat Market, King Fish Market, Nicholson High Fashions, Alie's Family Somali Community and development Association, and the AFLAH grocery store.

Key Findings: Building Inventory

1. Opportunity exists for the City to pursue redevelopment at several sites, many which are currently vacant (i.e. the Former Fire Hall and Stamps Cleaners).
2. Several sites may benefit from aesthetic enhancements to improve the business environment within the neighborhood. These sites include Martin Luther King Plaza and Zweigles.
3. The industrial buildings inventoried within the study area were primarily constructed prior to the 1960's and most are single-story, flat-roofed structures with little aesthetic appeal. The City has the opportunity to develop design guidelines or standards appropriate for new infill development.



Key Structures for Curbside Assessment

A-1	5 Flint Street
A-2	15 Flint Street
A-3	22 Flint Street
A-4	920 Exhange Street
A-5	925 Exchange Street
A-6	950 Exchange Street
B	700 Exchange Street
C	684-700 S. Plymouth Ave
D	1155-1159 S. Plymouth Ave
E	718-720 S. Plymouth Ave
F	691 & 711 Exchange Street
G	632 S. Plymouth Ave
H	675 S. Plymouth Ave
I	761-793 S. Plymouth Ave

City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

BUILDING INVENTORY

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MAP 11

Map 11 of 20

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3.2.9 Historic and Cultural Resources

The history and development of the City of Rochester is largely tied to the Genesee River, which provided the foundation for its industrial heritage. The Genesee River bisects the City and forms the study area's eastern boundary. This natural resource is unique in that it flows north to its terminus in Lake Ontario.

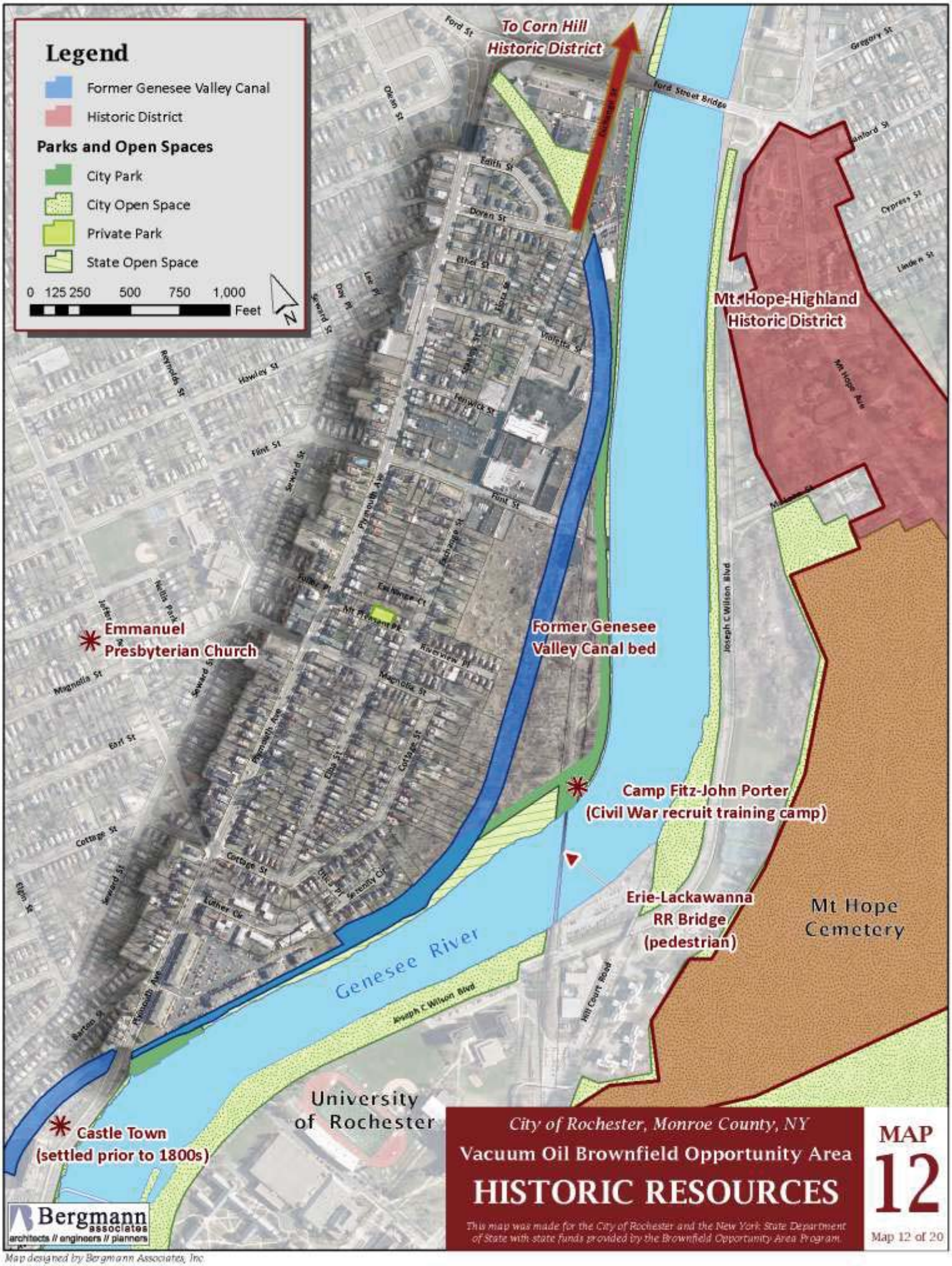
The Genesee River serves as the study area's most prominent historic, cultural, and natural feature. The City has the opportunity to capitalize on the presence and changing role of this resource.

Historically, much of the river north of Brooks Landing and south of the study area was not navigable. These conditions forced river cargo to be off-loaded onto flat bottomed boats and this activity encouraged early settlement of the area. Navigational needs associated with area industry prompted the development of man-made waterways including the Feeder Canal, Genesee Valley Canal, and the Erie Canal Extension. Portions of the Genesee Valley Canal were located within the study area, paralleling the Genesee River (See Figure 8). As rail transport became more cost-efficient, it became less viable to maintain the full-length of the canal, which was forced to close in 1878. The Genesee Valley Canal was drained and converted into a track bed for the Western New York and Pennsylvania Railroad until its cessation in the 1970s. Today, portions of the rail right-of-way have been incorporated into the Genesee Riverway bicycle trail.

Vacant buildings at former Vacuum Oil Site

The City's industrial legacy is especially evident within the study area, where numerous industrial sites are located. In particular, the Vacuum Oil Site developed on Flint Street to capitalize on the City's canal and railroad assets. Established by Charles Everest in 1866, the refinery became known for its patented kerosene distillation process, the profitability of which caused the company's purchase by Standard Oil in 1879, and later by Socony in 1931. The site became equally well-known for one of the largest man-made disasters of the 19th Century, during which 14,000 gallons of naphtha seeped into the City's sewer system resulting in four explosions that killed several people in 1887

The site later became home to Sears, Roebuck and Company following the refinery's closing around 1930.



City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

HISTORIC RESOURCES

MAP 12

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The City's transportation networks also played a prominent role in shaping its social history. Several Underground Railroad stations were located near the southwest river corridor. Fugitive slaves traveled along Plymouth Avenue to Kelsey's Landing in the north, crossing Lake Ontario to Canada. Some used the Erie Canal to escape west to Cincinnati. The Genesee River additionally served as a location for Camp Fitz-John Porter, a center for training recruits at the onset of the Civil War. The site is bordered by Cottage, Magnolia, and Utica Streets in the southern portion of the study area and exists today as a park denoted by a commemorative marker.[3]

The study area is linked to the historic Corn Hill district by Exchange Boulevard, which extends north of the study area. The Corn Hill district was home to many of the City's early founders and Erie Canal entrepreneurs. In addition, the Ford Street Bridge connects the study area to the Mt. Hope- Highland Historic District to the east. Located within the district were the Ellwanger and Barry Botanic Gardens as well as the Mt. Hope Cemetery. The district boasts several notable buildings including the Warner Castle, which today is home to the Rochester Garden Center.

Map 12 illustrates the historic and cultural resources in and around the study area, with the most prominent being the Genesee River.

Figure 8: *Path of former Genesee Valley Canal*

Camp Fitz-John Porter is memorialized with a historic marker (right) describing the conditions at the camp and the involvement of local soldiers during the Civil War.

[3] "A Brief History of the Southwest Rochester Riverfront" by John E. Curran.

The City of Rochester is designated as a Certified Local Government (CLG), which is evidence of the City's dedication to historic preservation. The program strengthens efforts at the local level by assisting communities with preservation goals and the development of an action plan. Each State Historic Preservation Office (SHPO) administers the CLG program through a variety of services designed to help communities protect, preserve, and celebrate their historic resources. At minimum, a community must take the following steps to become a CLG:

- Establish a qualified historic preservation commission;
- Enforce state and local legislation for the designation and protection of historic properties;
- Maintain an inventory of local historic resources; and
- Provide for public participation in the program.

Rochester's participation in the CLG program makes it eligible for State funding. This funding could be used towards properties located within the BOA if designated as historic.

Key Findings: Historic and Cultural Resources

1. The City of Rochester should celebrate its industrial past by identifying opportunities for interpretive sites along the Genesee River.
2. The City is poised to re-identify the study area by capitalizing on the changing role of the Genesee River.
3. Opportunities may exist to designate historic sites, such as the Camp Fitz-John Porter site, at the local level.
4. The City of Rochester has history of redefining itself as economic and social conditions have changed. The developable land available within the study area and the presence of the Genesee River once again present the City with the opportunity to redefine itself and capitalize on this natural resource.

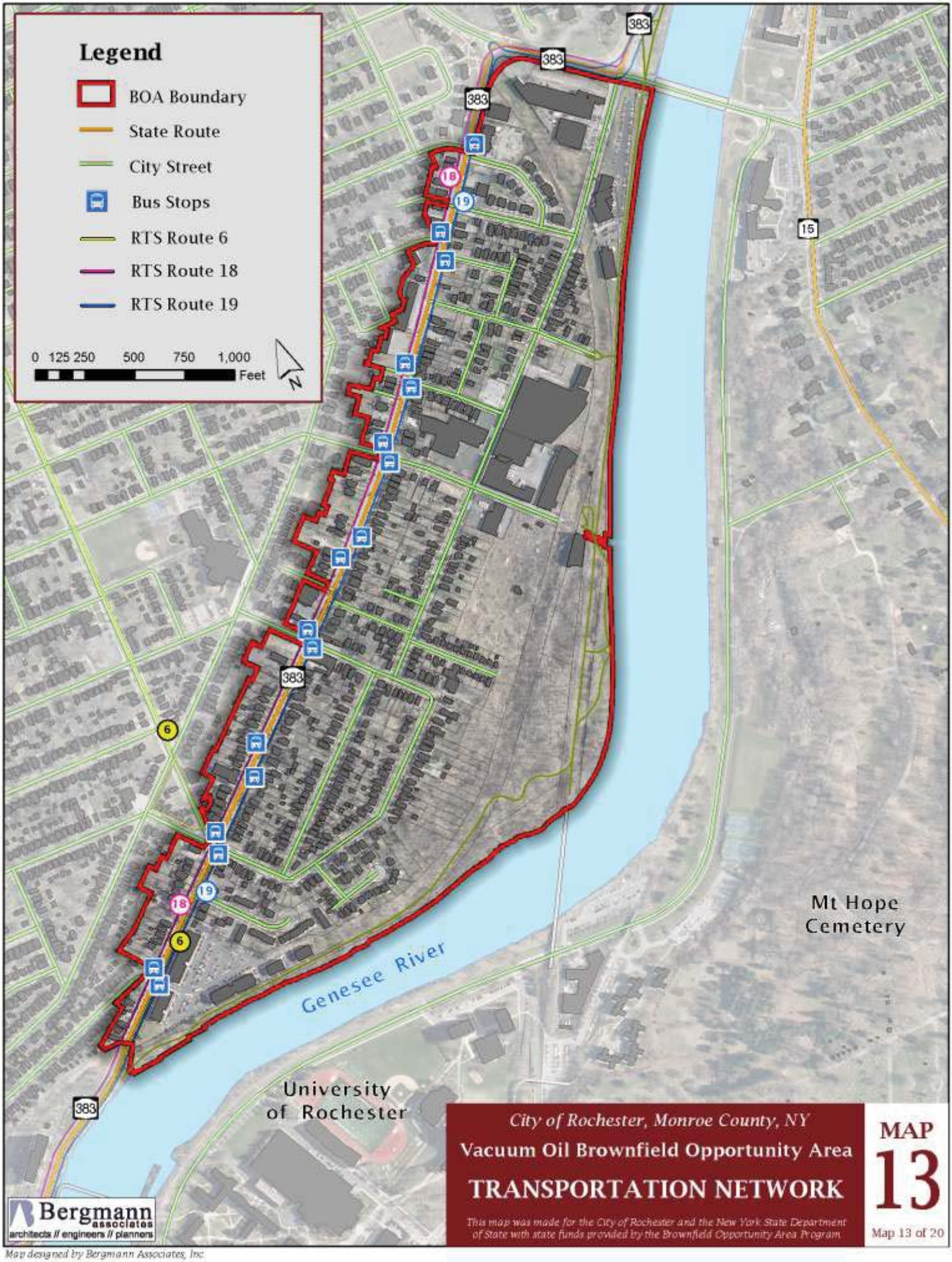
3.2.10 Transportation Systems

As seen on Map 13, the Study Area's transportation system includes approximately 3.5 miles of roadway, with South Plymouth Avenue (State Route 383) functioning as the backbone of the Study Area and the central connective corridor between PLEX and adjacent neighborhoods. South Plymouth is a two-way, two lane arterial street that was recently reconstructed within the past decade. Parallel parked cars are protected at the intersections with curb bump outs, which also improve pedestrian safety at street crossings. Sidewalks are in good condition and are located on both sides of the street for the entire length of South Plymouth Avenue. The most recent data available from NYSDOT regarding traffic patterns indicated that volumes range from 7,000 cars per day south of Flint Street, to nearly 12,000 cars per day north at Ford Street, with approximately 19 percent of traffic coming from trucks and buses. Traffic volumes above 7,000 cars per day are generally required to support retail development. The level of truck and bus traffic indicates this corridor is heavily used for delivery and through traffic. Additionally, vehicles speeds average below the 30 mile per hour signed limit, indicating that crossing times for pedestrians should be above average.

Within the neighborhood, Exchange Street runs parallel to South Plymouth and functions as an internal north-south collector street. Exchange Street terminates to the north at Ford Street, and continues as Exchange Boulevard into Center City Rochester. Several streets within the Study Area terminate in awkward dead-end streets, including Violetta Street, Flint Street, and Riverview Place, with only Violetta Street having an improved pedestrian connection from the sidewalk system to the Genesee Riverway Trail. Streets internal to the Study Area average 60-foot right-of-ways with 25-foot pavement sections.

Map 13 also indicates that the neighborhood is well serviced with two primary Rochester Transit Service bus lines and 17 stops along South Plymouth Avenue. These routes provide access to numerous destinations within the City, including the U of R, the Memorial Art Gallery and School of the Arts, as well as shopping and services such the Village Gate and a local Tops Food Market. All residences are within 1,200 feet of a bus stop, which represents a travel time of 5 minutes or less at average walking speeds. In addition, most residents are less than a 10 minute walk from the Flint Street Recreation Center, a major neighborhood destination.

The Study Area's transportation system is made up of the South Plymouth Avenue high-volume arterial (left) and several residential streets, including Riverview Place (right).



City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

TRANSPORTATION NETWORK

This map was made for the City of Rochester and the New York State Department of State with state funds provided by the Brownfield Opportunity Area Program.

MAP 13

Map 13 of 20

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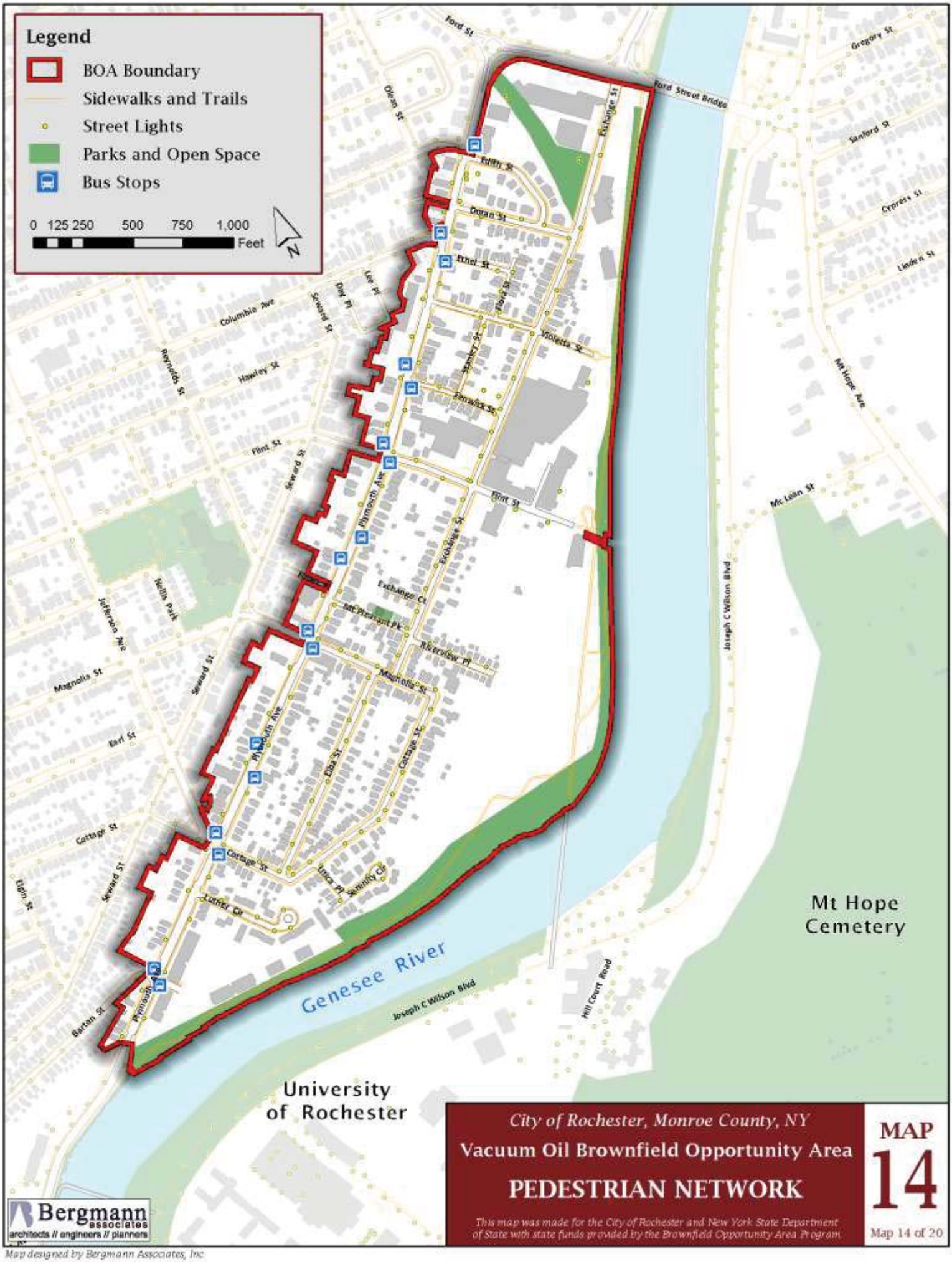

City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

PEDESTRIAN NETWORK

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MAP 14

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Map 14 depicts the pedestrian network and available sidewalks and trails within the Study Area. All streets have sidewalks on both sides, and have adequately spaced street lights for improved pedestrian safety. The largest gap in sidewalk service is located along Flint Street, with lacks formal sidewalk from Exchange Street east to the River. The Genesee Riverway Trail is nearly 2 miles in length and traverses the riverfront from South Plymouth Avenue north to Ford Street. However, this trail lacks adequate connections to the adjacent neighborhood or roadway network.

Key Findings: Transportation

1. Traffic flows are reasonable and speeds are low.
2. On-street parking along South Plymouth provides significant supply of spaces.
3. Short walking distances enhance walkability and connectivity to transit and services.
4. Dead-end streets at Flint and Violetta limit connectivity for both motorists and pedestrians, and bus stops are a significant distance from the Genesee River waterfront.
5. Although transit service is well-connected, destinations for key services such as a supermarket are distant, requiring extensive travel times which severely impact user efficiency and convenience.

3.2.11 Infrastructure and Utilities

The Study Area contains significant utility infrastructure, including major water, sanitary and fiber optic corridors that support large portions of the surrounding city (See Map 15). The largest and most critical of these is a 36 inch diameter water main that crosses underneath the Genesee River from McLean Street to Flint Street, and continues along Exchange Street and Magnolia Street. This water main includes a 36 inch loop system along Flint Street between Exchange Street and the Genesee River, and represents a significant lifeline for the southwest quadrant of the City.

A major combined sewer flows along the corridor of the former Pennsylvania Railroad and Genesee Valley Canal. Owned and operated by the City's Rochester Pure Waters District, this sewer ranges in size from 26 to 42 inches in diameter and crosses the 36 inch water main at Flint Street. An additional combined sewer 18 inches by 30 inches in diameter flows along South Plymouth Avenue. All sanitary and storm sewers in this portion of the City are combined, and flow northward to the West Side Tunnel system developed as part of the City's Combine Sewer Overflow Abatement Program.

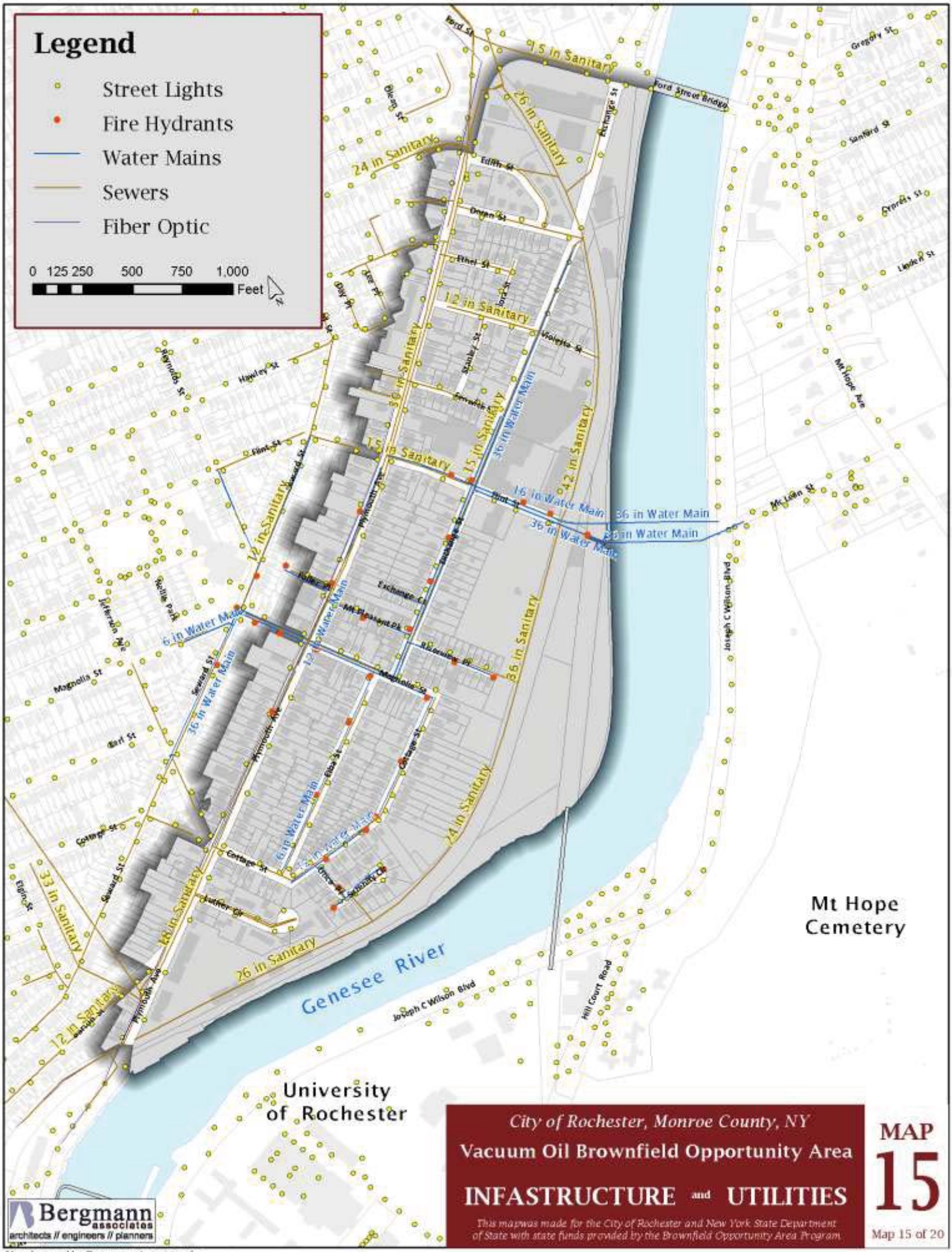
A fiber optic duct bank runs along South Plymouth Avenue and parallel to the combined sewer system. The communications corridor is utilized for data collection and transmission and remote operation of gates, valves, and other appurtenances within the larger Monroe County Pure Waters collection system.

The City operates an extensive street lighting system within the Study Area consisting of approximately 160 pole-mounted fixtures. These fixtures are utilized exclusively along street rights-of-way to enhance the safety and security of the roadway and sidewalk network. Areas not receiving street/pole-mounted lights are limited to the Genesee Riverway Trail which parallels the riverbank.

Major underground infrastructure along public lands close to the River may present added challenges to development

Key Findings: Infrastructure and Utilities

1. Water and sewer capacity appear to be adequate to support additional growth and development.
2. Major water and sewer infrastructure located near Flint Street and along the former Genesee Valley Canal may present development obstacles and increased costs to development if these utilities require relocation.
3. Riverfront area requires improved lighting to ensure safety of users.



City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

INFASTRUCTURE and UTILITIES

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MAP 15

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3.2.12 Natural Resources and Environmental Features

The quality and quantity of natural resources are directly related to quality of life, providing communities with clean and abundant groundwater and surface water, safe air to breathe, and natural landscapes that accommodate a diverse range of habitats. Natural resources can also contribute to economic vitality, encouraging recreation, tourism and increasing property values. Planning for future land use in concert with existing environmental conditions promotes protection of these key assets. Map 16 illustrates the prominent environmental features within the study area, which are discussed further in the following sections.

TOPOGRAPHY

The topography of the study area is relatively flat, exhibiting gentle sloping downward from the river to the west before slightly increasing near the study area's residential neighborhoods. The bike path, located along the river, is elevated and appears to have been built on the fill used to support the former rail. A concrete retaining wall is present at some locations along the Genesee River, and is anticipated to be associated with former operations at the Vacuum Oil Site. It is unlikely that steep slopes will present obstacles to redevelopment.

GENESEE RIVER WATERSHED

The study area is located in what is known as the *Genesee River Watershed.* A watershed is a single hydrologic system, or an area of land where all the water drains to the same location. The Genesee River Watershed encompasses 2,373 square miles, covering much of Livingston, Allegany, Monroe, Genesee, and Wyoming counties, and small portions of Ontario, Steuben and Cattaraugus counties. Approximately 5,048 miles of freshwater rivers and streams feed into the Genesee River. In addition, 31 freshwater lakes, ponds and reservoirs are located within the watershed.

WATER QUALITY

The quality of all waterbodies within the Genesee River Watershed is an important consideration to determine how to mitigate impacts to these valuable waterways to protect quality of life and advance sustainable practices. The most recent water quality assessment report for the Genesee River Watershed was completed in 2003, and cited urban stormwater and industrial runoff from the City of Rochester into the Genesee River as a major threat to water quality. Identifying ways to mitigate impacts from development on the water quality will be an important consideration to maintain the ecological, aesthetic and cultural value of this resource.

GROUNDWATER RESOURCES

Aquifers are permeable rock formations that facilitate groundwater flow. These formations are generally broken into two types: confined aquifers and unconfined aquifers. Unconfined aquifers are characterized by an impermeable layer underneath and lack a confining upper layer, making them more susceptible to

contamination from surface activity. According to data obtained by the NYS DEC and USGS, the study area is not located over a primary aquifer.

Because the BOA contained a number of industrial operations, a portion of the study area has been impacted by groundwater contamination. These areas generally include areas associated with the Vacuum Oil Site, which exhibit levels of VOC and SVOC contamination that exceed NYS DEC Cleanup Objectives for brownfield sites. Metals and polychlorinated biphenyls (PCBs) are also present in high concentrations throughout this area. All of the study area is serviced by public water so contaminated drinking water from past industrial uses is not a concern.

FLOOD HAZARD AREAS

According to mapping prepared by the Federal Emergency Management Agency (FEMA), the majority of the study area is located in a flood area classified as X, which are areas between the limits of the 100-year and 500-year floods. Portions of the study area's eastern boundary are located in an AE classified flood hazard area, which are within the 100-year floodplain. These areas are primarily located along the Genesee River and former Genesee Valley Canal footprint. Any development within the flood area will be subject to the regulations set forth in Chapter 56 of the City Code, "Flood Damage Protection." Areas impacted by the 100-year floodplain are illustrated on Map 16.

WETLANDS

The NYSDEC regulates wetlands that are 12.4 acres or greater in size. Currently no NYS DEC regulated wetland resources are located within the BOA study area based upon known mapping resources. However, the topography of the site is such that isolated wetlands may exist in the field. The federal government claims jurisdiction over any wetland resource connected to a navigable water. As such, areas in and along the Genesee River are included in the National Wetlands Inventory (NWI). All federally regulated wetlands within the study area are also located within the 100-year floodplain. The location of potential wetland areas primarily along the Genesee River corridor make it unlikely that these resources will impede future construction or redevelopment activities within the study area.

SOIL CHARACTERISTICS

All of the soil located within the study area is classified as Urban Land, reflecting its industrial history. Urban Lands are generally characterized by impervious surfaces made up of structures or paved services, with limited open space. Prior site investigations conducted at the Vacuum Oil Site identified a mixture of native soils and fill, generally consisting of bricks, slag, cinders, gravels, wood and debris. Native soils at the site consisted of sand, silt, and clay. Although bedrock was not positively identified in past subsurface studies, it is likely the site is underlain by the Silurian Lockport Formation, which is widespread throughout the Finger Lakes region. Although the site conditions are well known at the Vacuum Oil Site, redevelopment elsewhere in the study area may be subject to further geotechnical evaluation to better identify constraints associated with development. It is not anticipated that significant obstacles exist, as the study area is largely built out.

THREATENED AND ENDANGERED SPECIES

According to the United States Fish and Wildlife Service (USFWS), no federally listed or proposed endangered species are known to exist in Monroe County. The NYS DEC additionally maintains a database of rare plants and animals present throughout the state. The Enviro Mapper lists the American Burying Beetle as endangered within the vicinity of the BOA. Future projects within the study area will need to be sensitive to the potential presence of this protected species, and any impacts of redevelopment.

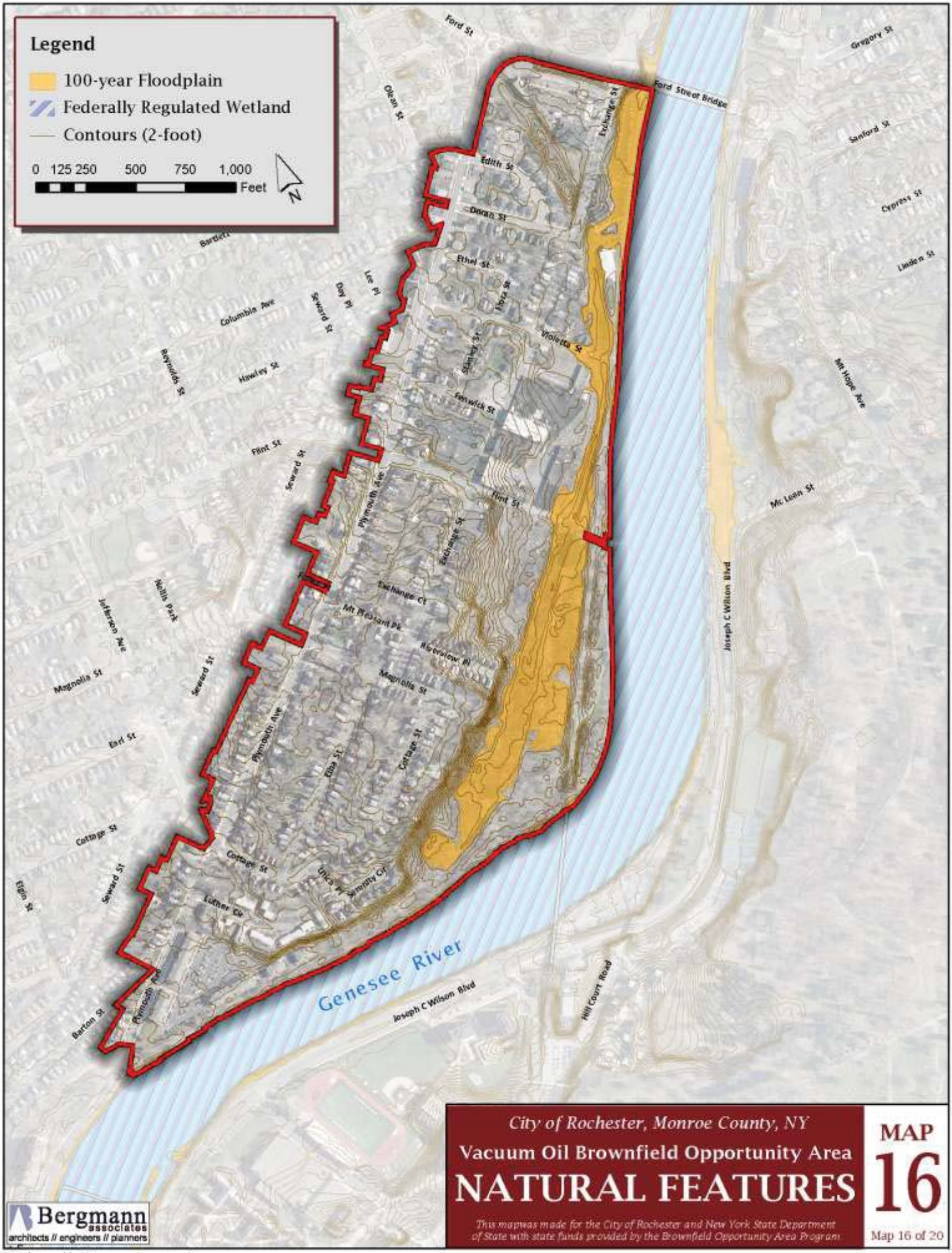
FISH AND WILDLIFE HABITATS

Limited areas within the study area are suitable wildlife habitats. The Genesee River, adjacent to the BOA, serves as a habitat for fish and aquatic life. However, industrial uses along the waterfront have led to water pollution and alteration of the lower channel which has reduced the environmental quality in these areas. According to the Coastal Fish and Wildlife Habitat report (DOS), the Genesee River serves as a warm water fisheries habitat supporting species that include smallmouth bass, brown bullhead, northern pike, catfish, walleye, and carp. The Genesee River serves as an important recreational fishery, attracting anglers within the Rochester area and from outside. Future redevelopment efforts should utilize sustainable techniques to mitigate further impacts to the Genesee River to protect these habitats.

Wildlife supported by the Genesee River are generally restricted to species tolerant of adjacent human activities. Possible bird species include mallard, wood duck, great horned owl, red-tailed hawk, red-winged blackbird, and various woodpeckers. Although wildlife activity is not well-documented within the area, the Genesee River and adjacent open space areas along the river corridor serve as important local habitats.

Key Findings: Natural Resources and Environmental Features

1. The Genesee River is a key natural resource. Future redevelopment should focus on adopting sustainable solutions to protect its environmental quality.
2. The study area is composed of urban land that has been largely built out. As a result, not many obstacles to site redevelopment are anticipated within the study area.
3. Groundwater resources within the study area have been impacted by heavy industrial uses both along the waterfront and further inland. As a result, redevelopment opportunities may be limited based on achievable remediation levels at certain sites.
4. The 100-year floodplain extends inland from the Genesee River, impacting lands north of the Genesee Riverway Trail. Any development proposed in these areas will be subject to the regulations set forth in Chapter 56 of the City Code.



City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

NATURAL FEATURES

MAP 16

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Map 16 of 20

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3.4 ECONOMIC AND MARKET TRENDS ANALYSIS

3.4.1 Executive Summary

A comprehensive market analysis of the Vacuum Oil Brownfield Opportunity Area was completed by Camoin Associates in July 2011. The full Economic and Market Trends Analysis can be found in Appendix B. The following represents a summary of key findings within the Key findings of the market analysis are as follows:

- The industry sectors with the largest employment in the Rochester MSA are health care and social assistance and government. These two industries are projected to account for more than 170,000 jobs by the year 2020.
- Manufacturing will see a large workforce decrease, losing 13,772 jobs by 2020.
- An overall employment increase is expected to occur in the Rochester MSA, though the rate of increase is projected to be much slower than the Nation or State.
- At around 16%, vacancy rates within the City of Rochester are very high; however, other Upstate New York cities are facing similar trends.
- The housing stock in the City of Rochester is quite old and may not provide the ideal set of housing opportunities to potential residents.
- The University of Rochester's student housing needs for off-campus housing are modest and may not fit well in the BOA.
- There may be an opportunity for some private-sourced housing for upper-level university students and university staff.
- There is demand for additional housing options within the $150,000 to $200,000 price range, for existing and future City residents.
- The current office market is one of oversupply; however, over the next 10 years the real estate market for office space within the Rochester MSA is projected to tighten, particularly for Class A office space.
- Like so many cities throughout the northeast, the overabundance of industrial properties within the region has flooded the industrial real estate market.
- Several retail sectors are experiencing significant sales leakage. There is demand for a variety of goods and services locally.
- While there is demand for grocery stores in the area, accessibility issues would limit the success of a typical grocery store. A smaller-sized co-op grocery store could be supported.

Individual sections of the following market analysis evaluate various land use categories independently - residential, office, industrial, and retail. However, due to the layout of the site, its location within the City, and potential accessibility issues, a mixed-use type of development that has some self-sustaining qualities may be the most suitable use. For example, new residential housing units would likely attract additional residents to the area who would serve a local customer base for some small retail uses.

The market analysis identified a number of potential redevelopment opportunities that will be examined in greater detail in the following phases of this project. However, depending on the extend of environmental contamination within the Vacuum Oil BOA, some redevelopment options may not be feasible due to the costs of remediation and/or level of contamination. Costs associated with cleaning up the BOA properties will be identified during a future site assessment. After completing the market analysis, it has become clear that redevelopment of the site will require sustained involvement on the City's part. Successful redevelopment of the site will likely necessitate the City to take a lead in environmental site investigations, land assembly, environmental cleanup, subsidizing development and/or marketing the site to potential developers.

The BOA offers a number of natural amenities unique to an urban environment that may be very attractive for developers. The physical geography of the site forms an arrangement of open space, wood cover, and waterfront that is uncommon in an urban setting. This area presents a one of a kind opportunity for the City of Rochester. The findings of the following market analysis will guide the next phase of this project, the development of site-specific scenarios and alternatives.

3.4.2 General Economic Outlook

The General Economic Outlook provides context for discussion of redevelopment scenarios within the BOA by illustrating regional trends that shape the commercial real estate market for the City of Rochester and, more specifically, the BOA. In order to identify important issues and opportunities impacting the BOA, employment and industry trends in the five-county Rochester MSA were examined. As discussed in the previous section, the Rochester MSA includes the following counties: Livingston, Monroe, Ontario, Orleans, and Wayne. The EMSI data includes all employment covered by unemployment insurance – only the self-employed, student workers, unpaid family workers, and some agricultural workers are excluded. Unlike the decennial Census, QCEW measures jobs by place of *work*, not place of *residence*, so it is a strong measure of economic activity taking place in a particular region. As indicated on Table 7, overall economic growth for the Rochester MSA is predicted to lag behind the state in nation for both jobs and wages.

Table 7: *Employment Growth Summary, 2010 to 2010*

Region	2010 Jobs	2020 Jobs	Change	% Change	Average Hourly Wage
Rochester MSA	608,091	633,195	25,104	4.13%	$19.93
Upstate NY	3,257,585	3,407,290	149,705	4.60%	$19.24
NYS	10,799,685	11,488,585	688,900	6.38%	$24.05
US	170,866,026	189,113,448	18,247,422	10.68%	$20.22

Source: EMSI Complete Employment 2011-2012

Key Findings: General Economic Outlook

1. The industry sectors with the largest employment in the Rochester MSA are health care and social assistance and government. These two industries are projected to account for more than 170,000 jobs by the year 2020.
2. Manufacturing will see a large workforce decrease, losing 13,772 jobs by 2020.
3. An overall employment increase is expected to occur in the Rochester MSA, though the rate of increase is projected to be much slower than the Nation or State.

3.4.3 Residential Market Analysis

The residential market analysis compares existing conditions and projected trends in residential development in the Rochester MSA to trends of the City of Syracuse and the City of Buffalo. This market analysis also takes into account findings and recommendations of the 2007 City-Wide Rochester Housing Market Study completed by Zimmerman/Volk Associates, Inc., which contains a thorough analysis of Rochester's housing stock and demand for housing.

This analysis will help to identify potential development types that will serve currently unmet needs in the Rochester area as well as be feasible and marketable in the current real estate atmosphere. Local real estate agents were also interviewed to gather information on trends and pricing. Additionally, officials from the University of Rochester were contacted to gain information about future development needs of the college. As seen in Figure 9, the most significant trends in housing are the increase in vacant structures and the decrease in renter occupied housing units.

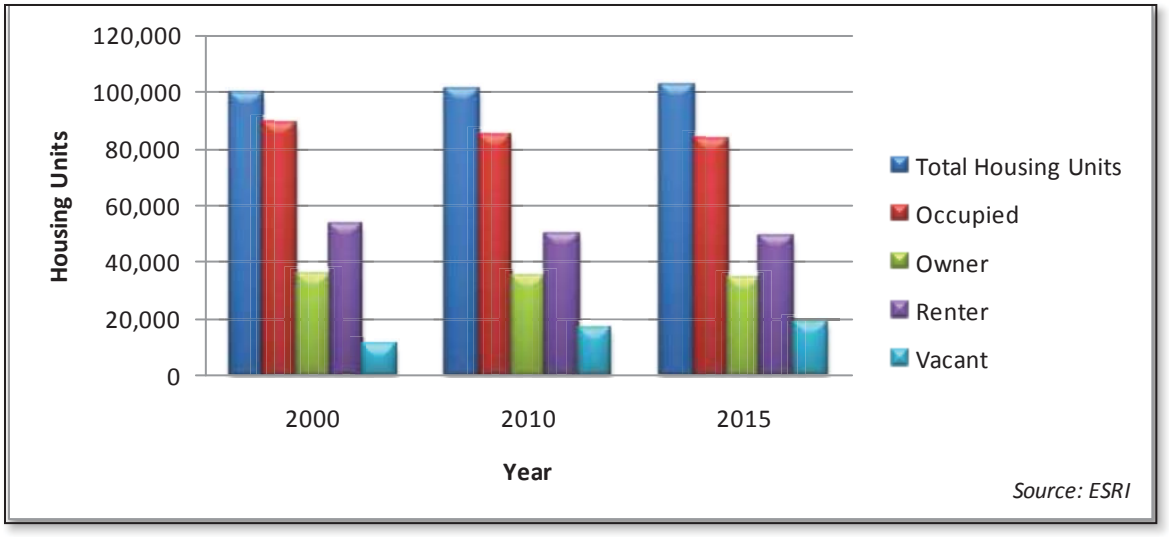

Figure 9: *Housing Occupancy Trends, City of Rochester, 2000 to 2015*

Key Findings: Residential Market Analysis

1. At around 16%, vacancy rates within the City of Rochester are very high; however, other Upstate New York Cities are facing similar trends.
2. The housing stock in the City of Rochester is quite old and may not provide the ideal set of housing opportunities to potential residents.
3. The University of Rochester's student housing needs for off campus housing are modest and may not fit well in the BOA at this time.
4. There is demand for additional housing options within the $150,000 to $200,000 price range, for existing and future City residents.

3.4.4 Office & Industrial Market Analysis

The Office and Industrial Market Analysis evaluates recent trends and projections within the regional office and industrial space-utilizing industries to identify potential opportunities for development. This market analysis also provides a review of the market report produced by the leading national real estate firm CB Richard Ellis. This report takes a regional perspective which includes all of the counties of the Rochester MSA as well as adjacent Genesee County (hereafter referred to as 'Greater Rochester'). Additionally this region is divided into two sub-markets: Downtown Rochester (i.e. the City of Rochester) and Suburban Markets (areas outside of the City). As depicted in Table 8, the areas of the greatest potential growth in the region are health care, social assistance, scientific, and finance. Following past trends, manufacturing and retail trade are declining rapidly.

Table 8: *Rochester MSA Fastest Growing Industries, 2011 to 2020*

NAICS Code	Description	2010 Jobs	2020 Jobs	Change	% Change	2011 Total EPW
62	Health Care and Social Assistance	84,809	95,311	10,502	12%	$43,538
54	Professional, Scientific, and Technical Services	40,115	49,108	8,993	22%	$57,021
52	Finance and Insurance	29,385	35,192	5,807	20%	$63,056
61	Educational Services	32,734	36,759	4,025	12%	$54,256
72	Accommodation and Food Services	35,900	38,816	2,916	8%	$17,253
56	Administrative and Support and Waste Management and Remediation Services	30,516	33,061	2,545	8%	$33,205
53	Real Estate and Rental and Leasing	21,130	23,659	2,529	12%	$22,012
81	Other Services (except Public Administration)	25,273	27,795	2,522	10%	$30,906
71	Arts, Entertainment, and Recreation	13,882	16,017	2,135	15%	$15,895
42	Wholesale Trade	18,972	20,249	1,277	7%	$75,043
55	Management of Companies and Enterprises	12,946	13,388	442	3%	$97,929
21	Mining, Quarrying, and Oil and Gas Extraction	1,446	1,864	418	29%	$82,622
48-49	Transportation and Warehousing	13,761	13,916	155	1%	$46,109
23	Construction	25,720	24,147	(1,573)	(6%)	$55,944
44-45	Retail Trade	64,080	61,758	(2,322)	(4%)	$27,702
31-33	Manufacturing	62,009	48,237	(13,772)	(22%)	$75,048
	Total	608,091	633,195	25,104	4%	$48,885

Source: EMSI Complete Employment - 4th Quarter 2010

Key Findings: Office and Industrial Market Analysis

1. The current office market is one of oversupply; however, over the next 10 years the real estate market for office space within the Rochester MSA is projected to tighten, particularly for Class A office space.
2. Like so many cities throughout the northeast, the overabundance of industrial properties within the region has flooded the industrial real estate market.

3.4.5 Retail Market Analysis

A retail market analysis was conducted which compares the supply and demand for goods and services within the two trade areas identified for the BOA Study Area. The process also identified unique characteristics of the Study Area upon which expanded retail trade can be built. The market analysis outlines consumer spending habits within the region, estimates retail demand, identifies household characteristics of potential consumers, and identifies business opportunities or niche markets not currently being met within the marketplace. Two trade areas are defined and analyzed for the retail market analysis:

Figure 10: *Vacuum Oil BOA Local Trade Area: 5-Minute Drive Time*

- Local Trade Area - A 5-minute drive time from the center of the BOA;
- City of Rochester Trade Area.

RETAIL LEAKAGE/SURPLUS - LOCAL TRADE AREA

The demand for goods and services that is not being met locally is referred to as sales leakage. Leakage occurs when consumers make purchases at establishments located *outside* the defined trade area. Sales leakage is normally viewed as an opportunity to capture unmet demand in a trade area by opening new or expanding existing businesses. However, not all retail categories that exhibit leakage within a particular trade area are a good fit for that region. The industry groups experiencing the greatest leakage from the Local Trade Area include:

- Automobile Dealers;
- Grocery Stores;
- Gasoline Stations; and
- Department Store.

Conversely, if the supply of goods sold exceeds trade area demand, it is assumed that non-residents are coming into the trade area to spend money, creating a sales surplus. There are two likely reasons a sales surplus condition would exist. First, a cluster of competing businesses offering a similar good or product may be located within the trade area, creating a specialty cluster that draws in spending by households from outside the trade area. Secondly, a sales surplus may indicate a saturated retail market, where supply exceeds demand.

Industries that have a large sales surplus compared to their total sales include:

- Health and Personal Care Stores;
- Full Service Restaurants;
- Direct Selling Establishments;
- Drinking Places – Alcoholic Beverages;
- Book, Periodical and Music Stores; and
- Office Supplies, Stationary and Gift Stores.

RETAIL USE FEASIBILITY - LOCAL TRADE AREA

While the previous section identifies a number of industry sectors that are experiencing leakage, it does not necessarily mean that new businesses locating in the area would be successful. The following summarizes which of the industries with leakage may have enough sales to warrant opening a new store or expanding existing stores. The analysis assumes that 25 percent of the existing leakage in each category can potentially be recaptured by new businesses. The actual recapture rate for each category will vary based on existing amenities, commuting patterns, and consumer affinity towards certain stores or brands. Table 9 identifies industries experiencing sales leakage from the Local Trade Area and the number of new businesses that could be theoretically supported in each category.

Table 9: *Local Trade Area Retail Opportunities*

Industry Group	Retail Gap	25% Recapture Rate	Average Sales in Upstate NY	Number of Potential Businesses
Automobile Dealers	**$47,140,433**	$11,785,108	$3,930,036	3.00
Grocery Stores	**$46,847,248**	$11,711,812	$3,867,700	3.03
Gasoline Stations	**$37,699,794**	$9,424,949	$3,956,399	2.38
Limited-Service Eating Places	**$11,803,225**	$2,950,806	$732,580	4.03
Clothing Stores	**$8,068,888**	$2,017,222	$364,833	5.53
Furniture Stores	**$4,508,348**	$1,127,087	$886,319	1.27
Building Material and Supplies Dealers	**$4,368,784**	$1,092,196	$793,556	1.38
Electronics & Appliance	**$3,195,237**	$798,809	$435,449	1.83
Home Furnishings Stores	**$1,999,110**	$499,778	$412,221	1.21
Sporting Goods/Hobby/Musical Instrument	**$1,992,634**	$498,159	$144,367	3.45
Jewelry, Luggage, and Leather Goods	**$708,434**	$177,109	$127,552	1.39

Source: ESRI

Key Findings: Retail Market Analysis

1. The current office market is one of oversupply; however, over the next 10 years the real estate market for office space within the Rochester MSA is projected to tighten, particularly for Class A office space.
2. Several retail sectors are experiencing significant sales leakage and there is demand for a variety of goods and services locally.
3. While there is demand for a large-scale standard grocery store, the area's accessibility issues would limit the success of this type of development. A smaller-sized co-op grocery store could be supported.
4. Like so many cities throughout the northeast, the overabundance of industrial properties within the region has flooded the industrial real estate market.

3.5 SUMMARY ANALYSIS OF THE BOA

A host of conditions were identified during the analysis of the BOA that may likely impact revitalization efforts. The Summary Analysis identifies opportunities and challenges across broad categories, including physical, regulatory, ownership, cultural and demographic/market conditions. In addition, the following section introduces preliminary recommendations for inclusion in the Section 5.0 Master Plan that seek to leverage the opportunities and overcome the challenges identified towards the development of a sustainable, market-driven and resident-supported revitalization program.

3.5.1 Physical Conditions Impacting Revitalization

Physical conditions impacting revitalization include; the type, scale and location of existing development; the environmental status of study area properties; and the capacity of existing infrastructure to support new development. The following provides a summary of conditions pertinent to the development of the master plan.

LAND USE, VACANT AND UNDERUTILIZED SITES

Residential

The Study Area is largely devoted to residential land uses which have created a relatively high population density in a neighborhood that also retains a high level of vacant and underutilized properties. Efforts should be made to strengthen connections between the BOA's population centers and locations of services and amenities such as the Genesee Riverfront and South Plymouth Avenue. Existing residential areas within the BOA Study Area should be supported and revitalized through targeted programs undertaken on a block by block basis that seek to strengthen the PLEX neighborhood as a unique housing market within the City. Single-family owner-occupancy should also be supported and promoted in the interior neighborhoods through existing City programs. Where appropriate, new housing constructed within the former Vacuum Oil site should be higher density and market rate to generate a critical mass capable of supporting the site as a primary mixed-use destination within the City's southwest quadrant. The South Plymouth corridor is largely residential in character and use, and should be strengthened through the addition of diverse, higher density housing options to provide additional activity and foot traffic to area businesses. Housing options for seniors should be focused along this corridor in close proximity to services and public transportation. Though recommendations are for an increased density along the corridor, the character of South Plymouth Avenue should be maintained at the single-family scale currently found along the corridor through the development of design standards.

Mixed Use and Commercial-Retail

The limited pockets of mixed-use development currently existing along South Plymouth Avenue offer opportunities for additional housing to add vibrancy and activity at the street level. Coupled with existing residential uses and the promotion of higher density housing along the corridor, mixed use development can generate additional foot traffic to support sustainable commercial/retail nodes at key intersections along South Plymouth Avenue. In addition, future commercial and retail development should continue to

be focused along South Plymouth Avenue at Cottage, Magnolia, Flint and Columbia Streets to leverage the corridor's high visibility while protecting residential areas from increased traffic volumes.

There is an abundant amount of vacant and underutilized property within the BOA, yet the majority of these properties located outside of the former Vacuum Oil site are scattered. In addition, properties along South Plymouth Avenue are very shallow, with lot depths averaging less than 150 feet, and less than 100 feet in some locations. The lack of concentrated areas of vacant and underutilized properties along with shallow lot depths will require added creativity and regulatory flexibility to foster meaningful and impactful redevelopment opportunities. For example, throughout the public involvement process many residents explained their struggles with a lack of convenient access to a supermarket or other retailers. However, the BOA does not contain the required two to three acres of vacant and/or underutilized property along South Plymouth Avenue to support the development of a contemporary retailer, such as a 14,000 square foot Aldi's grocery. Assembling land sufficient for this scale of redevelopment would be costly, time consuming and would require the procurement of numerous adjacent properties. The development of a multi-story structure with a smaller building footprint and a shared parking arrangement with adjacent businesses may provide a viable alternative to meet the needs of the neighborhood.

A growing development trend nationwide is the resurgence of retailers entering urban environments through the construction of small footprint stores. These stores cater to the needs of urban shoppers by concentrating on quick, in-out service and packaging that is capable of being carried on foot or transit. The City should investigate opportunities to attract this type of development along South Plymouth Avenue as retailers seek to advance into the urban marketplace.

An existing commercial-retail node along the west side of South Plymouth south of Columbia Street may offer an opportunity to assemble a group of parcels, including City-owned property, vacant and underutilized land for redevelopment. The City could conduct the property assembly process in advance in an effort to attract a viable developer.

Industrial Adaptive Reuse

Former industrial properties within the Vacuum Oil site offer an adaptive reuse and redevelopment potential in proximity to the Genesee River waterfront. These sites provide an opportunity to increase the housing diversity within the BOA in tandem with water-enhanced uses such as restaurants, office uses and cultural/historical uses. However, the development of housing in these locations will likely be complicated by potential environmental contamination. Retail/restaurant uses will require the establishment of a critical mass of residents and significant waterfront infrastructure, amenity and public safety improvements. In addition, roadway improvements along Flint Street and Exchange Street will be required to enhance visibility, wayfinding, and accessibility to make the former Vacuum Oil a viable and marketable redevelopment site. As part of the PLEX Neighborhood Waterfront Connector initiative, the City of Rochester is actively pursuing funding for the investigation and preliminary design of improvements along Flint Street east of Exchange Street for the creation of a gateway into the former Vacuum Oil site that also reconnects the neighborhood to the Genesee River waterfront.

Open Space and Recreation

Utilizing open space and programming standards developed by the National Recreation and Park Association (NRPA), the BOA's population of approximately 2,000 residents should be sufficient to support two miniparks one-quarter to one-half acre in size, and one four acre neighborhood park. In addition, NRPA standards suggest that a neighborhood the size of the BOA should have access to one baseball/softball diamond, one set of tennis courts and four basketball courts. The Trust for Public Land (TPL) recently completed an analysis of park systems within 40 cities across the United States and the findings suggest that a community the size of PLEX should have at least one dedicated playground.

Based upon NRPA and TPL standards, sufficient park and programmed recreation space to service the neighborhood's needs is lacking within the BOA Study Area. However, some of these needs can be met in park and recreation areas directly adjacent to the BOA, including the Flint Street Community Center (FSCC) and Genesee Valley Park West (GVP-W), which service the BOA and larger portions of the City and Monroe County. Accessibility is a major consideration in determining sufficient open space and programmed recreation space. The FSCC is located across South Plymouth Avenue, a busy roadway that is trafficked by approximately 7,000 to 12,000 cars per day which potentially presents a psychological barrier to children and young families. GVP-W is accessible from the South Plymouth Street sidewalk system via an approximate 15 to 20 minute walk, a distance and time commitment that also may present a barrier to users. Based upon these accessibility constraints, the BOA Study Area should likely include a minimum of two to four acres of park space with a playground and basketball courts east of South Plymouth Avenue to support the needs of neighborhood residents. Recreational needs such as sports fields can continue to be met via adjacent resources.

To meet recreational space needs, the City should investigate the redevelopment of the existing Exchange Street playground to serve the northern portions of the BOA. This park is currently underutilized, with a small play structure and limited usable open space due to topography and vegetation. This park should be redeveloped to enhance safety, accessibility and programmatic offerings. In addition, the expansion of the Exchange Street playground along the former railroad right-of-way to the Genesee River waterfront should be considered. The City is actively seeking funding for the investigation and design of these improvements as part of its PLEX Neighborhood Waterfront Connector initiative, which seeks to provide safe, efficient and enjoyable connections between the PLEX Neighborhood and the Genesee River waterfront.

Additional neighborhood park and recreation needs could be met through the development of a larger park along the Genesee River waterfront on lands former utilized by the Vacuum Oil. A 15 to 20 acre park is this location would be sufficient to support a large portion of the City's Southwest quadrant and 19th Ward neighborhoods, while also servicing the PLEX neighborhood. As part of this park, the Genesee Riverway Trail should be improved for safety and wayfinding.

EXISTING BUILDINGS

Existing buildings within the BOA Study Area vary widely in condition and adaptive reuse potential. Commercial properties along South Plymouth Avenue are primarily located at corridor intersections. While many of these sites are actively utilized, redevelopment opportunities exist in currently vacant

properties, such as the former Fire Hall near the Ford Street intersection and Stamps Cleaners at the intersection of Jefferson Avenue. The most significant potential adaptive reuse project within the BOA is the redevelopment of the former Foodlink building located at the intersection of Flint and Exchange Streets. This massive concrete and masonry structure offers the potential for mixed use redevelopment including ground level commercial and upper story residential. The views from the roof of the structure towards downtown Rochester are impressive, and may offer the potential for a roof-top amenity or use as part of a larger redevelopment project. Several buildings to the north and one to the east of the Foodlink building may also offer redevelopment potential. A complete structural and building systems analysis will be required on all former Vacuum Oil buildings prior to any redevelopment activity.

Several sites outside of the former Vacuum Oil site may also benefit from aesthetic enhancements to improve the business environment within the neighborhood. These sites include Mac's Cleaning Center, Zweigles Incorporated, and the hair salon located at 718-720 South Plymouth Avenue. Commercial and industrial buildings inventoried within the study area were primarily constructed prior to the 1960's and are typically single-story, flat-roofed structures with little aesthetic appeal. The establishment of design guidelines or standards should be considered to encourage the appropriate character and level of refinement for redevelopment and new infill activity within the BOA.

TRANSPORTATION AND INFRASTRUCTURE SYSTEMS

Existing traffic volumes within the BOA Study Area are reasonable, and speeds are generally acceptable along South Plymouth Avenue. However, residents have consistently voiced concerns regarding the need for traffic calming along Exchange Street and other internal residential streets where speeding is common place and a significant safety concern. The City should investigate the potential to deploy raised table intersections, crosswalks or similar traffic calming measures at critical points within the neighborhood to slow traffic and improve pedestrian safety.

Existing one-way traffic patterns and dead-end streets within the residential neighborhoods have an adverse impact upon connectivity, wayfinding and mobility. The terminus of Flint and Violetta Streets limits connectivity for both motorists and pedestrians to the Genesee River waterfront. In addition, the distance and visual separation of the Genesee River and South Plymouth Avenue is a significant deterrent to funneling residents to the River. In an effort to overcome these limitations, the City has created the PLEX Neighborhood Waterfront Connector initiative, which seeks to link the BOA neighborhood and adjacent areas to the Genesee River waterfront via highly visible and dedicated pathways along Flint Street and the former Genesee Valley Canal right-of-way. Flint Street and Exchange Street should become the two primary gateways into the neighborhood, the Vacuum Oil redevelopment and the Genesee River waterfront. Improvements along these corridors should include streetscape enhancements, traffic calming measures and wayfinding improvements to improve the pedestrian and motorist experience. Targeted improvements along South Plymouth Avenue should include the installation of highly visible crosswalks and traffic calming measures at key intersections, such as Flint Street and between Edith and Doran Streets, to improve safety for children and seniors seeking services west of the corridor.

Water and sewer infrastructure appear to be sufficient to support the redevelopment of the Vacuum Oil site, with access to ample water and sewer capacity currently in place. However, the location of significant underground infrastructure may pose challenges and obstacles to the redevelopment of areas adjacent to Flint Street. Where possible, impacts to existing infrastructure should be avoided to limit the cost and timing impacts associated with utility relocation. An infrastructure concern voiced by residents throughout the public engagement process has been the friendliness and safety of the Genesee Riverway Trail, particularly at night due to a lack of lighting. The City should investigate the provision of vandal-proof lighting and the integration of emergency call boxes similar to those located in the Riverview Apartments complex operated by the University of Rochester. The condition of the river wall within the BOA has been a major concern voiced by area residents; the wall is crumbling in many locations, and its height prohibits views to the water from the Genesee Riverway Trail. The structural integrity of this wall should be investigated similar to studies taking place north of the Ford Street Bridge. All future waterfront improvements in these areas should increase visual access to the Genesee River.

BROWNFIELDS

The BOA Study Area is characterized by 38 commercial and industrial properties classified as potential brownfields on approximately 45 acres. The Vacuum Oil site includes 14 (37 percent) potential brownfields on 40 acres of land, which is the equivalent of 89 percent of the total brownfield land area and 32 percent of the entire BOA.

Previous investigations completed within the former Vacuum Oil site footprint, primarily south of Flint Street, have identified significant soil and groundwater contamination. Remedial investigations and remedy selection have yet to be completed on any parcels within the Vacuum Oil site, therefore it is unclear how contaminant conditions and cleanup will impact redevelopment alternatives for these properties. Environmental cleanup and the final reuse of these properties will be dependent upon the level of cooperation from and willingness of the potentially responsible parties (PRPs) and current property owners to cooperate on remediation and redevelopment efforts.

The properties that have been the subject of the most environmental investigation activity to date are 5 Flint Street and 15 Flint Street. It is expected that some form of site cleanup will be required for these sites to allow any reuse, including lower intensity uses such as public recreation space. For remedial planning as well as long-term land use planning purposes, a combination of open space, cultural, mixed-use, and commercial uses has been identified for 5 and/or 15 Flint Street. Should site conditions result in environmental or public health based land-use restrictions, the BOA Master Plan will need to be flexible enough to preclude some of these uses on some or all of the parcels. The same principle would apply to any of the parcels on the former Vacuum Oil refinery. Until such time as environmental investigations, remedy selection, and cost estimating are completed the uses proposed in the Master Plan for any one parcel must remain flexible.

Based on historical research the areas located north of Flint Street within the former Vacuum Oil site footprint also carry significant potential for contamination. These properties include the Foodlink and former Sears Warehouse parcels. Additional investigations are needed to determine contamination conditions within the Vacuum Oil site between Flint Street and Violetta Street. Land use planning for

these areas should focus on higher density residential and mixed-uses pending the results of investigations and the determination of cleanup approaches and cost estimates.

The City is actively exploring entry into the State's brownfield cleanup program for properties under City ownership especially south of Flint Street. The City is also exploring potential grant funding opportunities for environmental investigations through the State's Consolidated Funding Application Process and Environmental Restoration Program. .

There are several potential brownfields outside of the Vacuum Oil site primarily located along South Plymouth Avenue, including the former Fire Hall, the Whiz Cleaners site and the Nordon Real Estate sites. Some of these properties are occupied by active and productive businesses. Suspected brownfield properties that are or become abandoned, vacant or underutilized inactive should be targeted for Phase I and Phase II environmental assessments as well as those for which a change of use is proposed. Proposed new uses of such properties should be consistent with both the environmental conditions present and the BOA Master Plan recommendations.

ENVIRONMENTAL FEATURES

The Genesee River is a key natural and recreational resource within the Study Area, City and region. Future redevelopment should focus on adopting sustainable solutions to protect its environmental quality. Future development within the BOA Study Area should employ sustainable practices such as the reduction of impervious surfaces and the use of green infrastructure to minimize adverse water quality impacts associated with storm water runoff.

The contamination of soils, fills, and ground water from previous industrial activities is a potential concern that may be encountered during excavation for the installation of utilities, mass grading, and construction of buildings and other proposed features within the BOA Study Area. Institutional controls including the development of Environmental Management Plans (EMP) will likely be required to guide future development activities. If sites are addressed under the State's Brownfield Cleanup Program, institutional controls such as Site Management Plans, EMP's, environmental easements, and engineering controls including long term groundwater monitoring may be required.

The 100-year floodplain extends inland from the Genesee River, impacting lands west of the Genesee Riverway Trail. Future development proposed in these areas will be subject to the regulations set forth in Chapter 56 of the City Code and should be coordinated with the NYSDEC Regional Floodplain Coordinator for the Genesee River basin. Although no NYS DEC jurisdictional wetlands were identified within the Study Area based upon known mapping resources, the topography of the site is such that isolated wetlands may exist in the field. Therefore, a further investigation into the existence of wetlands should be conducted as part of the Step 3 Implementation Strategy.

3.5.2 Regulatory, Ownership and Cultural Conditions Impacting Revitalization

Regulatory, ownership and cultural conditions impacting revitalization may have varying degrees of positive or adverse impacts upon the revitalization of the neighborhood. The following provides a summary of pertinent factors and corresponding considerations relevant to the development of the master plan.

ZONING

There are several instances where existing zoning district arrangements within the BOA Study Area have an adverse impact upon potential revitalization scenarios. Low Density Residential (R-1) zoning is pervasive and currently limits potential for mixed use development. Current R-1 zoning along both South Plymouth Avenue and the Genesee River waterfront does not fully leverage its potential for higher density housing, mixed use commercial/retail, and water-enhanced or water-dependent development. To effectively increase the population, service offerings and foot traffic present along South Plymouth, current R-1 zoning in targeted nodes and intersections will require a change to a zone which permits a greater mix of uses, as well as higher density residential uses. This change in zoning should be accompanied by a set of design standards to ensure future development maintains an appropriate scale and does not negatively impact residential uses along South Plymouth and in adjacent neighborhoods.

The existing areas zoned C-1 at the intersection of Cottage Street and South Plymouth Avenue and south of Columbia Avenue are not sufficient to supply a critical mass of mixed use services. It is proposed that this zoning district be expanded to include properties adjacent to the intersections of South Plymouth Avenue with Flint Street and Magnolia Street, and a slight expansion north to the intersection of Columbia Street. Design standards should be established to ensure the character of development conforms to the surrounding residential character. The Industrial zoning currently in place within the Vacuum Oil site permits a broad range of activity that conflict with the surrounding residential uses and proposed uses along the Genesee River waterfront. The Industrial zoning should be changed to reflect the desires for a mixed-use, water-enhanced destination along the Genesee River.

FEDERAL AND STATE AGENCIES JURISDICTIONS

Due to its status as a Navigable Water of the United States, the activities taking place within the Genesee River downstream to Corn Hill Landing are under the jurisdiction of the Army Corps of Engineers (ACOE), the NYS Department of Environmental Conservation (NYSDEC) and the NYS Canal Corporation. The US Coast Guard also has jurisdiction over navigable waters, yet would only have involvement for any bridges or structures spanning the watercourse. In addition, the NYS Office of General Services Real Estate Planning and Development office (NYSOGS) is the agency in control of the narrow strip of land along the Genesee River waterfront. Waterside improvements and activities anticipated to take place within the BOA would likely be limited to pile supported and/or floating structures along the shoreline for pedestrian usage and boat dockage. The permitting and approval process for waterside improvements can be very extensive. It is recommended that the NYSDEC, NYSOGS and ACOE be contacted early in future design processes to ensure timely results and efficient coordination.

PROPERTY OWNERSHIP

The City of Rochester and State of New York have control of 90 percent of all vacant land within the BOA, which should speed land assembly, design and redevelopment activities for these properties. In addition, 41 percent of public properties are considered potential brownfields, which increases the likelihood of environmental remediation due to increased access to State and federal funding. However, remediation concerns will likely also extend project timelines, and reduce the ability of the City to react quickly to any increases in market demand within the BOA. The entire Genesee River corridor is bounded by lands controlled by NYSOGS which should allow significant opportunities for public access to the waterfront. However, State involvement increases coordination requirements and also lengthens project timelines; each of these factors should be considered for shoreline and nearshore improvements.

HISTORY AND CULTURE

The BOA Study Area has a rich industrial and cultural history which should be celebrated by identifying opportunities for interpretive sites and potentially a modest cultural center along the Genesee River waterfront. A significant theme for historic interpretation could be the changing role of the Study Area over time. Interpretive nodes established along the Genesee Riverway Trail could function as a timeline, indicating important people, places and events and their connection to the City. Opportunities may also exist to locally designate historic sites, such as the Camp Fitz-John Porter Civil War site, and remaining portions of the former Vacuum Oil Works which had a notable impact on the automobile industry throughout the world. One of the most dramatic opportunities within the Study Area is the potential to physically interpret the former Genesee Valley Canal, which could potentially include the construction and re-watering of a portion of the historic canal bed. Such a contemporary water feature could become the focal point for public space improvements and the centerpiece of historic and cultural interpretation within the BOA.

3.5.3 Demographic and Market Trends Impacting Revitalization

Demographic and market trends will have a significant impact upon revitalization efforts within the PLEX neighborhood. The following summary highlights noteworthy characteristics that offer potential opportunities, as well as those factors that may need to be mitigated through creative marketing, financing or other pre-development activities.

POPULATION AND INCOME

The population within the BOA decreased over nine percent from 2000 to 2010, and is projected to further decrease through 2015. The loss of households and families in similar proportion likely indicate that population decline is more connected to the outmigration of entire families, rather than attrition through the passing of seniors or older children moving out of the home. The slight decline in average household size, a significant reduction in the number of families, and the increase in the median age indicate that the BOA is losing young families at a significant rate. The specific causes of outmigration within the BOA are unknown; however, there a several opportunities to create an environment which is attractive to young and growing families. These include the provision of accessible recreation space, high quality and affordable single-family housing, and a safe environment free of crime. Recommendations

made within the BOA Master Plan should focus on the provision of these and other enhancements to improve the attractiveness of the PLEX neighborhood to new families. Additionally, the rising senior population within the BOA is indicative of wider trends found throughout the United States where individuals and couples are living longer and choosing to age in place. Options and alternatives for seniors to stay in their homes and/or transition to alternative housing while staying within the neighborhood should be investigated to maintain the highly-valued mixed generational aspects of the BOA. Future housing specialized for seniors should be located in close proximity to transportation options, retail and personal services, and amenities.

The loss of families and an increase in the percentage of limited-income seniors is the most likely cause for the growth in median household income levels within the BOA to lag behind the trade area and City. Low median household income levels present a challenge to attracting market rate housing and retail offerings without substantial public incentives. An increase in median household income values within the BOA can be attained both by attracting new, higher income residents to the neighborhood, and also through the addition of higher paying jobs available locally.

HOUSING

The expanding University of Rochester student population and 'baby boomer' generation should become target populations future development projects within the BOA to provide flexible housing alternatives. Housing alternatives for college-students should focus on affordable graduate housing in both the communal and townhouse setting. Housing for baby-boomers should likely focus on low-maintenance townhomes with views of the Genesee River. Concurrently, additional new or revitalized single-family housing for young families should also be targeted to generate the critical mass necessary to support quality, affordable retail and commercial offerings.

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SECTION 4: MASTER PLAN FRAMEWORK

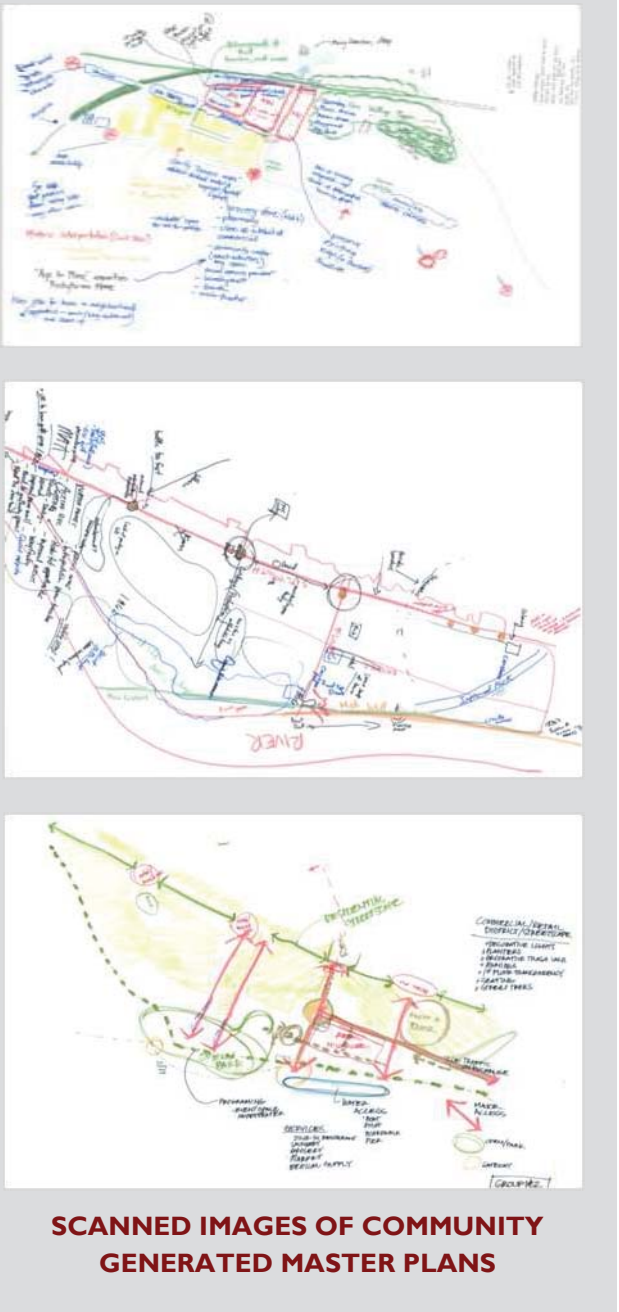
Throughout the course of the planning process, the City of Rochester and the design team were engaged with members of the community and local organizations such as the PLEX Neighborhood Association and the Sector 4 Community Development Corporation. The public engagement process included several meetings with community stakeholders and public workshops to gather input and ideas for revitalization of the Study Area. This input was collected, organized and synthesized to provide the basis for the development of the Master Plan. The following section provides an overview of the Master Plan Framework which was driven by the local community.

4.1 PUBLIC INPUT

Community engagement and involvement in the planning process was integral to the development of the Vacuum Oil BOA master plan. The design phase of the project kicked-off with a Design Workshop which was open to all members of the public. The Design Workshop included three primary components: a community character survey; an educational component regarding best-practices for design; and a hands-on, small group exercise whereby residents and meeting participants put their ideas and thoughts directly on paper.

The small-group, hands-on workshops proved to be a unique opportunity for residents to share their ideas and concerns about the future of the study area. The identification of local needs and hearing residents long-term vision helped to guide and shape later master planning exercises.

See Figure 11 for a consolidated set of ideas which compiled the results from each design breakout group. This graphic formed the basis of the public sentiment and detailed the relevant concerns of residents and stakeholders to be considered during the Master Plan phase.



SCANNED IMAGES OF COMMUNITY GENERATED MASTER PLANS

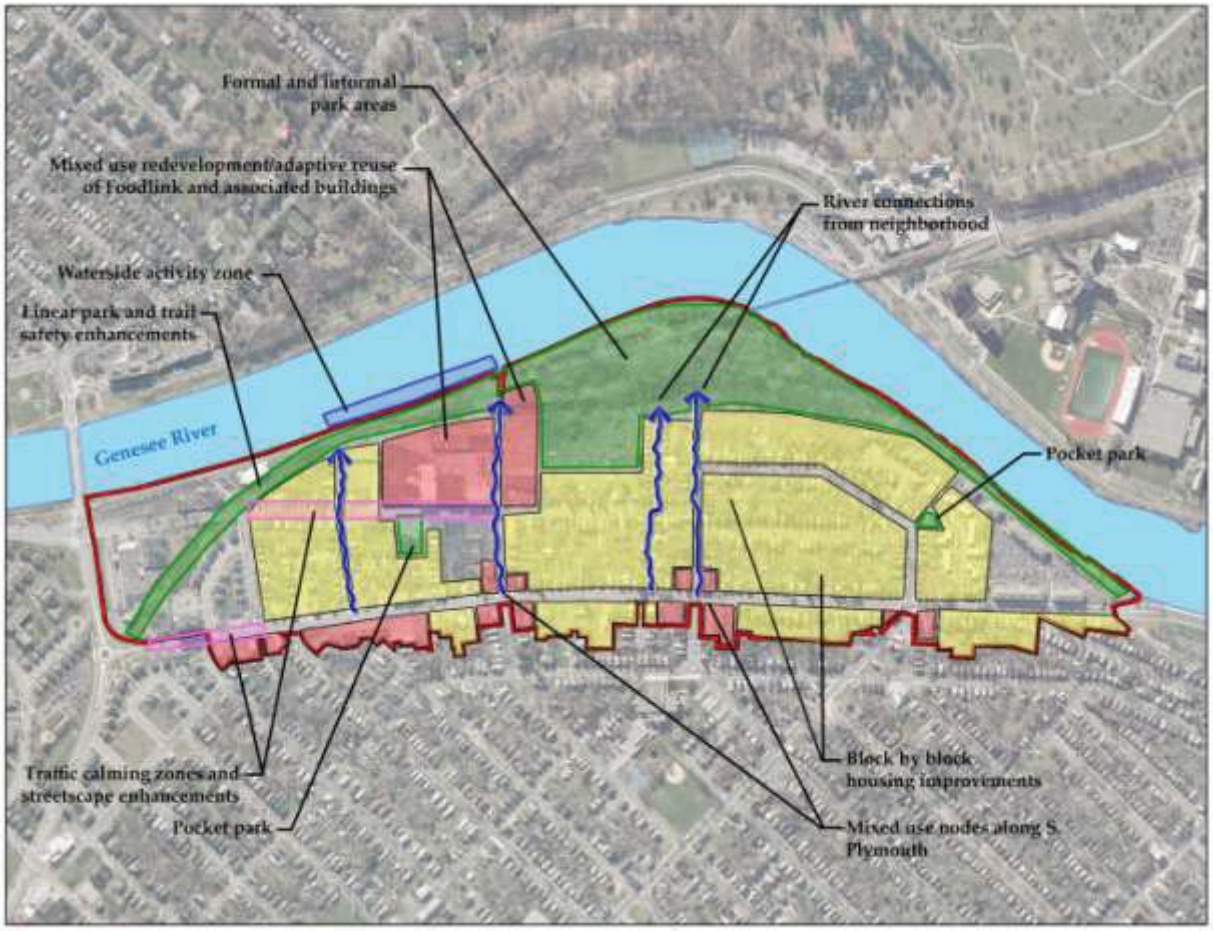


Figure 11: *Summary of Community Ideas Generated at Design Workshop*

The following is a summary of the ideas generated by community members during the Design Workshop, which contributed to the identification of the project Design Principles in Section 4.2.

4.1.1 Celebrate the Neighborhood

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

4.1.2 Promote High Quality Urban Form and Placemaking

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

4.1.3 Enhance Connectivity and the Public Realm

- Public access along the Genesee River, with active water uses concentrated between Flint Street and Violetta Street.
- Maintain and develop large park and open space area along the waterfront between Flint Street and the landing of the Erie-Lackawanna Rail Trail Pedestrian Bridge. This area should be improved for safety with selective understory clearing, and include pockets of programming for event space, yet should be maintained with a strong transportation component.
- Improve the linear park space between Exchange Street and the Ford Street roundabout.
- Identify areas for potential pocket parks and playgrounds within the neighborhood to service residents and prevent them from the need to cross South Plymouth to access these amenities.
- Slow traffic on Exchange Street and make the corridor more pedestrian friendly with streetscape and safety enhancements.
- Flint Street and Exchange Street as primary access routes to former Vacuum Oil site redevelopment and waterfront. Magnolia and Riverview Place as primary access to large open space/park along waterfront.
- Streetscape for areas in between mixed-use nodes should be deferential to residential character.

4.2 DESIGN PRINCIPLES

The Master Plan for the Vacuum Oil BOA seeks to establish a unique recreational, social and economic destination centered on the Genesee River waterfront within the PLEX neighborhood. During the analysis portions of the Nomination Study and throughout the public involvement process several key principles formed a common thread on which to base the future Master Plan.

Each of the principles is described in further detail below:

Vacuum Oil BOA Key Design Principles

1. **Celebrate the Neighborhood**
2. **Promote High Quality Urban Form and Placemaking**
3. **Enhance Connectivity and the Public Realm**

4.1.1 Celebrate the Neighborhood

The PLEX neighborhood includes a diverse set of housing alternatives in close proximity to the Genesee River, downtown Rochester and the University of Rochester campus. The neighborhood should be maintained as an affordable location to raise a family, achieve gainful employment and live in modest comfort. The continued stabilization and revitalization of the neighborhood should establish a unique brand identity at celebrates its location and heritage through high quality public spaces.

Public spaces should concentrate on meeting the recreational needs of the existing neighborhood by providing park space, amenities and access to the Genesee River. Private development along the waterfront and adjacent areas should include thoughtfully designed public and quasi-public spaces that attract people and activity, both organized and impromptu. These public spaces should become the focal points along the waterfront, each uniquely recognizable, yet programmed utilizing a comprehensive theme and design aesthetic that coincides with the neighborhood brand identity.

The cultural and industrial past of the neighborhood are exceptional assets from which to create compelling public spaces that celebrate and interpret area's historical significance within the City. The former Genesee Valley Canal is one of these assets, and opportunities to interpret its importance and impact upon the development of the PLEX and Southwest neighborhoods should be explored. Additionally, any remaining structures or ruins associated with the Vacuum Oil refinery can be utilized as part of a larger discussion of Rochester's place within the American Industrial Revolution. Interpretive features and iconic elements in these spaces can be further bolstered within the BOA's wayfinding system to create known destinations and landmarks for enjoyment by residents and visitors.

4.1.2 Promote High Quality Urban Form and Placemaking

New development within the neighborhood should maintain and promote a high quality urban form to create walkable, pedestrian-scaled environments that foster vibrant streets and active public and quasi-spaces. Residential uses generate foot traffic necessary to support adjacent retail and personal services uses. Public and quasi-public spaces such as parks, plazas, promenades and outdoor dining areas provide

a respite for residents, opportunities for people to interact with one another, and an enhanced public realm associated with private development. Within the Vacuum Oil BOA, it is envisioned that residential development will be sufficient to support high quality public spaces and moderate intensity commercial development. In conjunction with appropriately scaled and designed public spaces, mixed use developments also provide added activity throughout the day and may also enhance public safety. A high quality mixed use destination along the Genesee River waterfront is envisioned to become a catalyst for continued investment and revitalization throughout the PLEX neighborhood.

In addition to a mix of land uses along pedestrian-scaled streets, the design and development of waterfront spaces will have a significant impact upon the success and sustainability of revitalization. Public spaces along waterfronts are often the most popular destinations within communities for residents and visitors, and should be the cornerstone of placemaking efforts within the Master Plan. Places to sit, relax, congregate, take in views, or people-watch are most successful in locations with a dramatic backdrop, such as water, vistas, or a node of activity. The Master Plan should provide abundant public access opportunities along the waterfront that include memorable destinations and iconic spaces for public enjoyment that support private investment and economic activity.

4.1.3 Enhance Connectivity and the Public Realm

The PLEX neighborhood is well-connected to surrounding City and regional resources, with convenient transportation access to Interstate Routes 390 and 490 and proximity to downtown Rochester and the University of Rochester campus. This proximity provides neighborhood residents with the potential for reduced commute times to employment centers. In addition, the neighborhood offers an affordable, yet high-value waterfront location with a direct connection to the Genesee Riverway Trail system and the University of Rochester campus via the recently completed Erie-Lackawanna Rail to Trail pedestrian bridge. The BOA also benefits from proximity to extensive amounts of publicly controlled waterfront and impressive views towards the downtown skyline. Circulation and connectivity improvements should provide a series of loops linking South Plymouth Avenue to a new transportation corridor along the waterfront that draws the community to and along the waterfront.

The PLEX neighborhood has several waterfront access opportunities within easy walking distance, most notably in the Genesee Riverway Trial. Connectivity to these access points can be bolstered through improved pedestrian and vehicular circulation patterns that avoid dead-end streets and pathways to support expanded economic development and investment within the BOA. Future development and investments in public and private infrastructure within the BOA must increase waterfront accessibility, enhance neighborhood connectivity, and create circulation patterns that are safe, efficient and enjoyable. The City and private landowners should leverage these connectivity benefits through promotion and marketing of the BOA for future development and investment opportunities.

The public realm includes the network of streets, sidewalks, trails and public spaces available for use by the public. Connectivity and accessibility within the public realm is enhanced through the utilization of a consistent, coherent and intuitive wayfinding system. Wayfinding is the process of utilizing multiple pieces of information to understand and navigate through space. A successful wayfinding system is a key

component of the BOA Master Plan, and will provide an easily understood information system to improve circulation, connectivity and enjoyment of the public realm.

The gateway is one of the most frequently utilized wayfinding techniques that also provides public realm enhancements by denoting the passing into or out of a distinct place or space. The BOA's waterfront is accessible from numerous potential gateways along South Plymouth Avenue and Ford Streets. A coordinated system of unique design elements should be integrated throughout gateways that will draw people to the Genesee River.

While gateway elements largely denote the entrance into or exit from places and spaces, wayfinding signage systems provide location-based information, including orientation, interpretation and destination markers. Alternative wayfinding elements such as public and site-integrated art seamlessly weave orientation elements into the landscape without the use of overt text-laden signage. The BOA's cultural and industrial history can also be leveraged through a comprehensive wayfinding and interpretive signage system. The use of these wayfinding techniques along the waterfront and along major transportation corridors will improve the BOA's ability to attract visitors and should act to solidify the neighborhood's waterfront identity.

4.3 LAND USE AND MASTER PLAN OPTIONS

4.3.1 Introduction

The findings from the Inventory and Analysis, the Market Analysis, and the Public Design Workshop were synthesized into three conceptual alternative master plans (see Appendix E for full size maps) depicting varying levels of development throughout the Study Area. Within the three distinct maaster plan options were consistent themes and design components which largely stemmed from community feedback.

Consistent design themes among the three alternatives include:

- Enhanced waterfront trail system;
- Programmed waterfront spaces;
- Direct waterfront access;
- Residential neighborhood stabilization;
- Reuse of vacant properties in residential areas;
- Streetscape enhancements and traffic calming; and
- Visual and physical connectivity within neighborhood.

Each of these alternatives was presented to the Project Advisory Committee at their September 17th, 2012 meeting. Following a lengthy discussion period where many varying ideas and options were expressed, the Project Advisory Committee concluded that Conceptual Alternative 3 most closely met the goals and objectives of the community, but would require additional refinement.

The three alternatives are summarized to provide context for the origins of the Preferred Redevelopment Plan which is described in Section 5. Larger versions of these concepts can be found in Appendix E.

Figure 12: *Conceptual Alternative 1 - Moderate Development Concept*

Alternative 1: Master Plan Highlights

- **Moderate density**
- **Retains Foodlink building**
- **Exchange Street focus of commercial development**
- **Violetta Street housing improvements**
- **Luther Circle senior housing**
- **Surface parking**

Conceptual Alternative 1 provides for a medium density development encompassing a significant portion of the former Vacuum Oil refinery site. The concept provides for extensive programmed open space along the waterfront, and the construction of a new access roadway parallel to the Genesee River from Violetta Street to Riverview Place. A variety of housing options were proposed, including senior housing along an extension of Luther Circle, individual townhomes along Violetta Street, and condominiums and apartments on second and third stories in mixed use structures at the core of the neighborhood. This proposal retains the former Foodlink building, yet removes the structure on 5 Flint Street to free waterfront views and create a gathering space at the terminus of Flint Street. Waterfront improvements include kayak launches, small boat docks and significant public gathering spaces to provide waterfront access for residents and visitors.

Figure 13: *Conceptual Alternative 2 - Open Space Concept*

Alternative 2: Master Plan Highlights

- **Low density**
- **Extensive open space on waterfront and 15 Flint Street**
- **Retains Foodlink building and 5 Flint Street**
- **Development north of Flint Street**
- **Luther Circle student housing**

Conceptual Alternative 2 proposes the least dense development density, with structures proposed north of Flint Street within the footprint of the former Vacuum Oil refinery. The proposal retains both the former Foodlink building and 5 Flint Street for adaptive reuse. An extension of Luther Circle proposes new housing alternatives for college students, and infill commercial development is proposed along South Plymouth Avenue. A large community park is proposed for the area south of Flint Street, including active and passive recreation space intertwined with a system of trails that are part of the larger Genesee Riverway Trail system. Development densities are modest in scale, including mixed use structures two to three stories in height. Surface parking is located in centralized lots fronting on a new roadway parallel to the Genesee River between Flint Street and Violetta Street.

Figure 14: *Conceptual Alternative 3 – Waterfront Development Concept*

Alternative 3: Master Plan Highlights

- **Extensive mixed use development**
- **Retains Foodlink building and 5 Flint St.**
- **Structured parking to reduce pavements**
- **Doran/Violetta neighborhood revitalization**

Conceptual Alternative 3 proposes the greatest development density and the most expansive redevelopment footprint. A new roadway is proposed parallel to the Genesee River from Violetta Street to an extension of Magnolia Street, with development envisioned to the east and west of this roadway. The proposal retains 5 Flint Street and proposes additional residential development along the Genesee Riverway Trail to capitalize upon the viewshed to downtown Rochester. The extension of Luther Circle proposes new housing alternatives for seniors and includes a connection down-slope to the trail system. Large community open spaces are proposed between Flint Street and Riverview Place, as well as south of Magnolia Street. Development densities within the former Vacuum Oil site are three to four stories in height, sufficient to support the development of structured parking integrated into the site to limit the amount of site area consumed by surface lots.

SECTION 5: THE VACUUM OIL BOA MASTER PLAN

5.1 OVERVIEW

The Preferred Master Plan was developed as a result of significant interaction and engagement with local community members, City representatives and the Project Advisory Committee. The Master Plan reflects the vision and goals of the local community, while also recognizing the realities of the site and economic conditions. The Master Plan balances the communities' goals of neighborhood stabilization, waterfront access, safety and quality-of-life improvements with redevelopment projects that can help to enhance the overall character and aesthetic of PLEX. The proposed development seeks to support neighborhood objectives of expanded job opportunities and improved access to goods and services that are needed in this neighborhood. At the same time, a critical mass of density has been established to create a special waterfront destination in the City and larger region. Building on the Design Principles and community feedback, the preferred master plan was prepared around a foundation of key land uses, programs and neighborhood enhancement projects. These foundational elements of the master plan are described in broad terms below.

5.2 FUTURE LAND USE AND KEY DESIGN FEATURES

The Master Plan recommends noteworthy changes to land use patterns within the Study Area, including a transition away from industrial uses and the inclusion of a greater range of water-dependent and water-enhanced uses along the Genesee River waterfront. The following section describes the proposed land use character within the Study Area, including key elements which support the Design Principles established in Section 4.2.

5.2.1 Residential

The Master Plan first and foremost stresses the importance of maintaining and strengthening existing residential neighborhoods south of Violetta Street. Various programs can be utilized to achieve the objectives of increased home ownership and improved property maintenance within these PLEX neighborhoods. Community gardens, pocket parks and infill development will address maintenance and vandalism issues on vacant lots interspersed throughout the neighborhoods.

Example of infill housing of an appropriate scale and style in Portsmouth, VT.

The proposed Master Plan also includes primary residential-focused revitalization areas at both the northern and southern ends of the Study Area. The northern area is focused on

addressing disinvestment and distress between Doran and Violetta Streets. The plan recommends this area remain a single-family and two-family residential neighborhood, yet undergo necessary redevelopment to foster a similar character and development pattern found along other neighborhood streets, such as Elba or Cottage. The plan proposes the redevelopment of Luther Circle to meet the needs of the neighborhoods aging population and a roadway extension to connect with Serenity Circle. These improvements are intended to connect these currently isolated streets into the roadway and expanded pedestrian network of the Study Area.

5.2.2 Commercial Corridor

The vision for South Plymouth Avenue is envisioned to be maintained as a predominantly residential corridor, with modest pockets of commercial uses located at key nodes. The largest contiguous commercial segment of South Plymouth is located between Ethel and Fenwick Streets. The existing Martin Luther King Plaza is recommended to be redeveloped with a larger structure to contain multiple storefronts with direct access to the sidewalk and associated parking to the south of the new building. As noted in several community meetings and in research associated with this project, the Vacuum Oil BOA neighborhood is underserviced with regards to access to grocery stores and fresh food. The location of the building to the streetline will also enhance the commercial presence of this short segment of South Plymouth, in similar character to existing commercial nodes at Cottage and Magnolia Streets. Other opportunities for mixed use infill development exist at key corridor intersections, including Flint Street, Cottage Street, and Barton Street. These areas should be a focus for convenience retail, personal services, and small office uses.

Commercial development of an appropriate scale for South Plymouth Avenue.

5.2.3 Mixed Use

The Master Plan provides a significant amount of mixed-use development located on the former Vacuum Oil refinery site east of Exchange Street adjacent to the Genesee River waterfront. In most instances, street level space would be reserved for public and quasi-public uses such as retail, restaurants and cultural facilities to encourage transparency, foot traffic and pedestrian/dining activity within the public realm. Professional office space and other private uses including owner-occupied and renter-occupied housing units would be reserved for upper stories. Architectural character is envisioned to be complementary in scale, proportion and massing to the surrounding neighborhood. However, design

Mixed use development at an appropriate scale within the BOA Study Area.

details, materials and the overall 'look and feel' of mixed-use development will create a unique sense of place that is pedestrian in scale and architecturally appropriate within the historical context of the BOA. The adaptive reuse of signature buildings and structures, such as the former Foodlink building and the water tower, would maintain the historic and iconic presence of the neighborhood's former industrial identity.

5.2.4 Waterfront

The waterfront area includes all land east of the proposed north-south roadway linking Violetta Street and Magnolia Street. Waterfront uses within the Vacuum Oil BOA consist of residential and recreational offerings, including public gathering spaces and opportunities for water access via canoes and kayak docks and moorings for boats. Building development along the waterfront is limited to an area roughly equivalent to the boundaries of 5 Flint Street, with a slight expansion south towards Riverview Place. Upon the determination of feasibility, it is proposed that the existing structure located on 5 Flint Street remain for adaptive reuse as a mixed use structure containing ground floor cultural space and restaurant with residential or other private uses on the upper stories. This structure would be the focal point for cultural interpretation and public realm improvements along the waterfront. Programming and design of activity/gathering spaces along the waterfront will be anchored by a centralized plaza at the foot of Flint Street and a canal interpretive feature. The construction and re-watering of a portion of the historic Genesee Valley Canal bed is one of the most dramatic interpretive opportunities within the Study Area.

Existing access to the Genesee River waterfront is limited within the BOA Study Area; therefore, the provision of enhanced waterfront access is a primary focus of the Master Plan. Several new points of access are proposed from each street adjacent to the waterfront, including: Fenwick Street; Doran Street, Violetta Street; Flint Street; Riverview Place; Magnolia Street; and Luther Circle. A broad swath of land along the Genesee River waterfront has been reserved for public access, park and open space creating a greenway that extends along the entire shoreline within the BOA. This greenway follows the general alignment of the existing Genesee Riverway Trail system, and includes a spur trail that follows the former Genesee Valley Canal from Violetta Street north to the enhanced Exchange Street Park and playground area. In addition to providing access to the waterfront, the Master Plan proposes two points of direct access to the waterway via docks or kayak launches at the terminus of Violetta Street and Flint Street.

The fountain in the Lurie Garden at Millennium Park in Chicago is an appropriate example for waterfront public spaces in the BOA Study Area.

5.2.5 Open Space and Recreation

The Master Plan will transform the former Vacuum Oil refinery site into a place for people and a destination within the City. The Master Plan envisions significant public activity/gathering spaces along the waterfront, including play areas, a signature gathering space, and a canal interpretive feature. The master plan proposes the (re)construction of a portion of the Genesee Valley Canal as an interpretive water feature running along the new roadway and adjacent to a cultural facility housed in the ground floor of a rehabilitated structure on 5 Flint Street. Also adjacent to the cultural facility is a large waterfront plaza at the terminus of Flint Street. On the west side of the new roadway are large outdoor spaces abutting the mixed use development, intended for outdoor dining spaces. The combination of outdoor gathering, interpretive and dining spaces within a defined area at the terminus of Flint Street would create a prominent nexus of pedestrian activity.

A linear swath of greenspace along the waterfront similar to the above should be maintained along the Genesee Riverfront to increase public access to the water.

The Master Plan includes a centralized passive park between Riverview Place and Flint Street on a portion of 15 Flint Street. This three acre park will include picnic areas, a playground, passive recreation space and potentially community gardens. The park will be conveniently accessed from the neighborhood through trail extensions from Riverview Place and the Genesee Riverway Trail. A large area south of Magnolia Street is envisioned to remain undeveloped, yet improved as a public park and waterfront recreation destination for Southwest neighborhood residents. It is proposed that significant portions of this area would be cleared of understory brush and invasive scrub growth and replaced with a mown lawn sufficient for active or passive uses. The existing Exchange Street Playground is proposed to be rehabilitated and expanded to include a section of the former Genesee Valley Canal and a connection to the Genesee River waterfront. Addition opportunities for pocket parks on vacant lots within the neighborhood are proposed throughout the Study Area.

A centralized and easily accessible community park similar to the above would be an appropriate recreation space for use and enjoyment by PLEX neighborhood residents.

5.2.6 Transportation and Infrastructure

The most significant expenditure of public funding will occur on the construction of roadways and necessary infrastructure to support future development. The street network as proposed in the Master Plan is a modified grid based largely off of existing roadway patterns. The most notable change is the proposed construction of a new road linking Violetta Street south, parallel to the River to a connection with an extension of Magnolia Street. Pending the outcome an engineer feasibility study, the new road would serve as the primary access spine to the Genesee River waterfront. Traffic would be funneled from South Plymouth Avenue and Exchange Street via the extension of Flint, Fenwick and Magnolia Streets, significantly improving accessibility to the waterfront for Southwest neighborhoods. Existing streets would be maintained at a pedestrian-scale, and the new roadway would provide extensive on-street parking to service adjacent development and promote traffic calming. The new roadway corridor would include the existing route of the existing large sanitary sewer, and would largely follow the City-owned corridor of the former Genesee Valley Canal. This alignment would facilitate the rapid construction of the roadway pending any necessary environmental remediation activities. Alternative alignments may be required pending the outcomes of traffic, parking and slope analyses during Step 3 activities.

High visibility crosswalks reduce traffic speeds and clearly identify the pedestrian realm within the street.

5.2.7 Gateways and Wayfinding

The establishment of a unique brand identity will advance positive perceptions of the PLEX neighborhood for both residents and property owners. In addition, extensive wayfinding improvements will assist in funneling pedestrians and motorist from the surrounding neighborhoods and downtown Rochester to the new mixed-use neighborhood center on the waterfront. Primary wayfinding nodes will coexist with primary gateways at the periphery and within the BOA. Several key gateways are identified at primary transportation intersections along South Plymouth Avenue, including: Magnolia Street; Cottage Street; Flint Street and Edith Street. These areas are proposed to include enhanced pavement treatments and crosswalks to improve visibility of pedestrians and calm traffic. In addition, the Exchange Street/Flint Street intersection is envisioned to become the primary '4-Corners' of the revitalized neighborhood, and will function as the primary wayfinding node within the redevelopment area.

Wayfinding signage will be important in the development of a neighborhood identity for PLEX.

5.3 MASTER PLAN CAPITAL IMPROVEMENTS

Flexibility and adaptation in the phasing and implementation of the Master Plan should be anticipated and expected. During the course of the next 15 to 20 years available funding streams, property ownership, the marketplace and local economy will all likely change. In addition, the availability of information regarding known environmental contamination and site conditions will increase, potentially altering the proposed land use patterns and the development potential of parcels crucial to the implementation of the Master Plan in its current form. Therefore, the actual implementation of projects and the redevelopment of properties may differ significantly than as presented in the Master Plan. Success will continue to be achieved when the larger vision of community revitalization is realized.

5.3.1 Phasing

Map 17 identifies the 2035 BOA Vision Plan, which is divided into three development phases:

- Phase 1 projects represent catalytic investments needed to lay the groundwork for future projects while also establishing a benchmark for quality to be achieved in subsequent phases (see Map 18 and Table 10).

- Phase 2 projects are anticipated to build upon the momentum and groundwork provided in Phase I. These projects are expected to occur in years eight through 15, and should promote early signature projects enhancing the identity of the BOA Study Area (see Map 19 and Table 11).

- Phase 3 projects represent the culmination of 15 years of continued public and private investment. These projects are intended to maximize available density and development potential, while capitalizing upon the renewed identity of the PLEX neighborhood as a viable riverfront destination within the City of Rochester. (see Map 20 and Table 12).

The implementation of Master Plan capital improvements will necessitate significant levels of investment and commitment. A phased approach is recommended to leverage previous investments and gather momentum for the on-going revitalization of the PLEX neighborhood. A 15 to 20-year implementation horizon is envisioned that balances neighborhood stabilization with market and economic realities. Not all projects may transpire exactly as proposed, yet the Master Plan provides the framework for thoughtful and careful execution of future public and private investment with the Study Area.

A significant number of variables and factors, both known and yet-to-be discovered, will impact the redevelopment of the Study Area over a 20-year span. Therefore, a series of assumptions were made to create a static starting point from which to build-upon. These assumptions include:

- *The assembly of public and private land to accommodate phased development is possible.*
- *Key property owners will be active, voluntary participants in redevelopment.*
- *Environmental and geotechnical investigations do not identify obstacles to development.*
- *Sufficient public and private sources of funding are identified, available, and secured.*
- *Structures identified for adaptive reuse are determined suitable.*


KEY
1. Commercial Redevelopment
2. Infill Development
3. Commercial Redevelopment
4. Flint Street Green Infrastructure Improvements
5. Multi-Family Housing and Roadway Connection
6. Trail Enhancements
- Interpretation
- Safety
- Vegetation Clearing
7. Car Top Launch / Water Access
8. *Interim Parking Removed in 8-15 Year Plan*
9. Parkland and Trail Development
10. *Site Preparation Completed in 0-7 Year Plan*
11. New Road Construction
12. Exchange Street Gateway and Streetscape
13. Enhanced Trail Connection and Playground
14. Housing Redevelopment
15. Mixed Use Development
16. Foodlink Redevelopment
17. Mixed Use Development
18. Waterfront Mixed Use
- Adaptive Reuse of 5 Flint Street
19. Waterfront Mixed Use with Structured Parking
20. Waterfront Amphitheater
21. Public Gathering / Event Space
22. Canal Interpretation / Water Feature
23. Wetland Interpretation and Nature Trail
24. Mixed Use Development with Structured Parking
25. Mixed Use Development
Genesee River
Plymouth Avenue
Exchange Street
Flint Street
Ford Street
200 100 0 200 400
Bergmann associates
architects // engineers // planners
City of Rochester, Monroe County, NY
Vacuum Oil Brownfield Opportunity Area
2035 VISION PLAN
This effort was made possible with the guidance and financial assistance provided by the New York State Department of State Brownfield Opportunity Area Program.
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5.3.2 Phase 1: 0-7 Years

As indicated on Map 18, the first seven years of Master Plan implementation involve a significant level of public expenditure on environmental investigations, the acquisition of property, the demolition of substandard structures, and the installation of necessary infrastructure to support continued investments by private interests. There remains a high level of uncertainty regarding the extent and intensity of any environmental contamination present on sites within the former Vacuum Oil refinery footprint. As property becomes available for redevelopment, Phase 1 and/or Phase 2 Environmental Site Assessments will need to be conducted to ascertain the extent, if any, to which impairments will impact redevelopment.

The following is a detailed discussion of Phase I improvements, including required implementation activities associated with identified strategic sites. Table 10 provides a detailed description of anticipated costs, potential funding sources and time frames associated with the implementation of each project, and can be found at the end of each phase.

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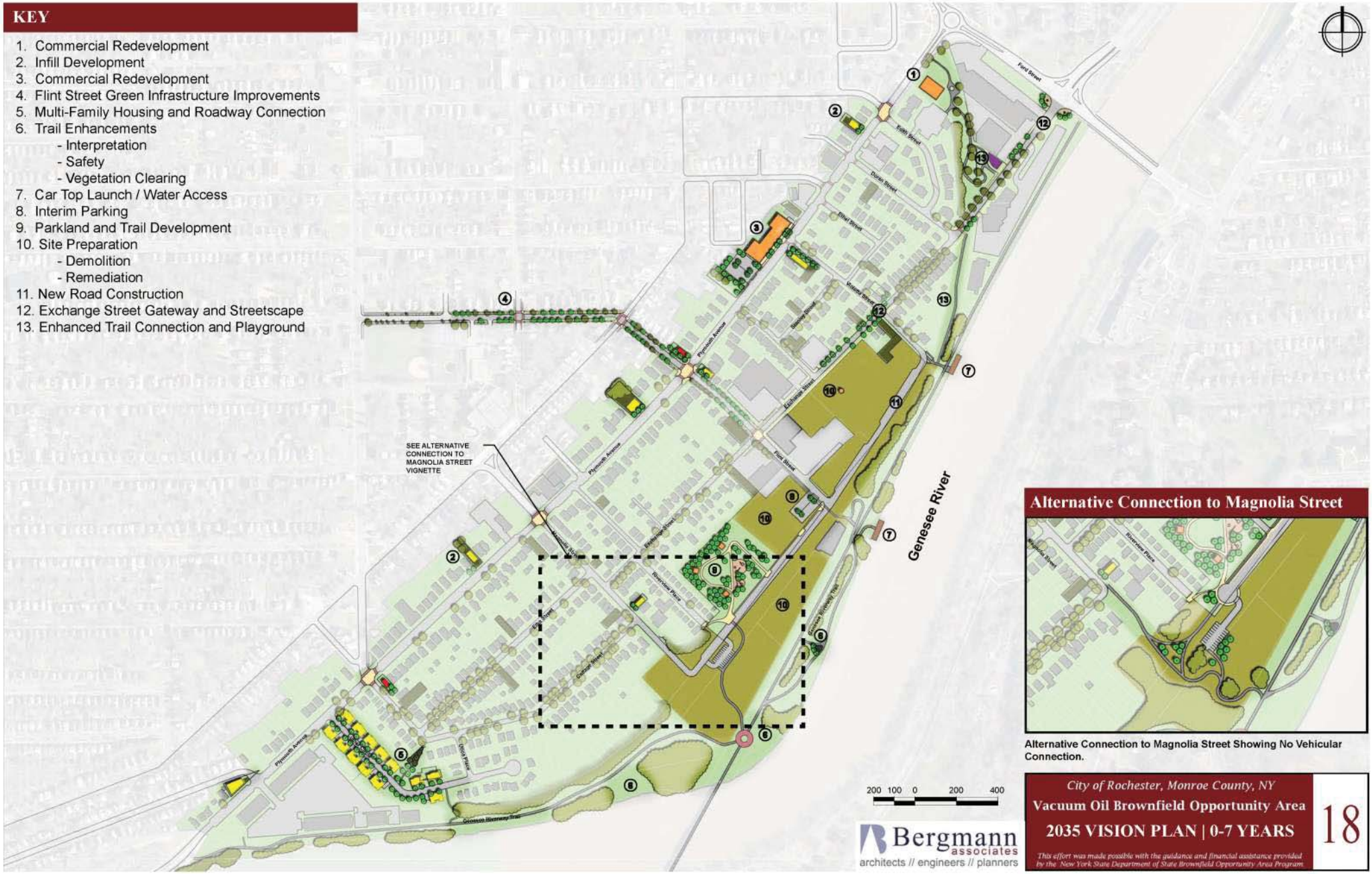
KEY

1. Commercial Redevelopment
2. Infill Development
3. Commercial Redevelopment
4. Flint Street Green Infrastructure Improvements
5. Multi-Family Housing and Roadway Connection
6. Trail Enhancements
   - Interpretation
   - Safety
   - Vegetation Clearing
7. Car Top Launch / Water Access
8. Interim Parking
9. Parkland and Trail Development
10. Site Preparation
    - Demolition
    - Remediation
11. New Road Construction
12. Exchange Street Gateway and Streetscape
13. Enhanced Trail Connection and Playground



Alternative Connection to Magnolia Street

Alternative Connection to Magnolia Street Showing No Vehicular Connection.

Bergmann associates
architects // engineers // planners

City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

2035 VISION PLAN | 0-7 YEARS

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

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1: REDEVELOPMENT OF FORMER FIRE STATION

The former fire station at 632 South Plymouth Avenue is located at a significant gateway to the Study Area, and the currently vacant structure negatively impacts the perception of the neighborhood. This site is currently owned by the Rochester Housing Authority and redevelopment options are currently being considered. Given the site's prime location and proximity to the Kennedy Towers senior assisted living facility and residential neighborhoods, a professional service or commercial use is recommended.

Identified as a potential brownfield, this site could be eligible for Phase 1 or Phase 2 Environmental Site Assessment funding through Step 3 of the BOA Program.

The fire station has been identified as a key redevelopment site by the local community whom would like to see it replaced with medical offices or small retail.

2: SOUTH PLYMOUTH AVENUE & NEIGHBORHOOD INFILL

The redevelopment of vacant lots along South Plymouth Avenue should maintain and preserve the existing scale and residential-detached character found throughout the corridor. Building form, massing and setbacks should be complementary to adjacent uses, and avoid deep setbacks and parking between the structure and the roadway. Appropriate uses include housing and personal service businesses to support PLEX neighborhood residents.

Within residential neighborhoods, appropriate uses on vacant residential lots would include similarly scaled single family residential development, neighborhood parks or community gardens.

As part of BOA Step 3 Implementation activities, design standards should be developed for the South Plymouth Avenue corridor to ensure consistency and appropriate design of future construction.

Multi-story detached structures with shallow setbacks, similar to those above, are complementary to the existing urban form along South Plymouth Avenue.

3: SOUTH PLYMOUTH AVENUE COMMERCIAL REDEVELOPMENT

The existing Martin Luther King Plaza located south of Columbia Street is recommended to be redeveloped with a larger, more prominent structure containing multiple storefronts and direct sidewalk access. This site has been identified as a preferred location for a local market or small-scale grocery. In order to accommodate this type of use, the existing site to the south would also need to be acquired to accommodate off-street surface parking. Additional consideration should also be given to acquisition of residential properties to the rear of this site for additional parking and truck/delivery access.

The PLEX neighborhood has been identified as a food desert with residents noting the need for greater access to fresh food and produce.

A new building should be reconstructed up to the streetline to enhance the commercial presence of South Plymouth. The first floor of the structure is proposed to be utilized for retail and the upper stories are proposed as residential units.

Conceptual plans indicate sufficient off-street parking for 25 to 30 in addition to available on-street parking, when considering the acquisition of the adjacent parcel to the south. Based on the available land area, the proposed building could be 10,000 square feet or more of first floor commercial, with 4 to 6 dwelling units or an additional 10,000 square feet of office space on upper floors.

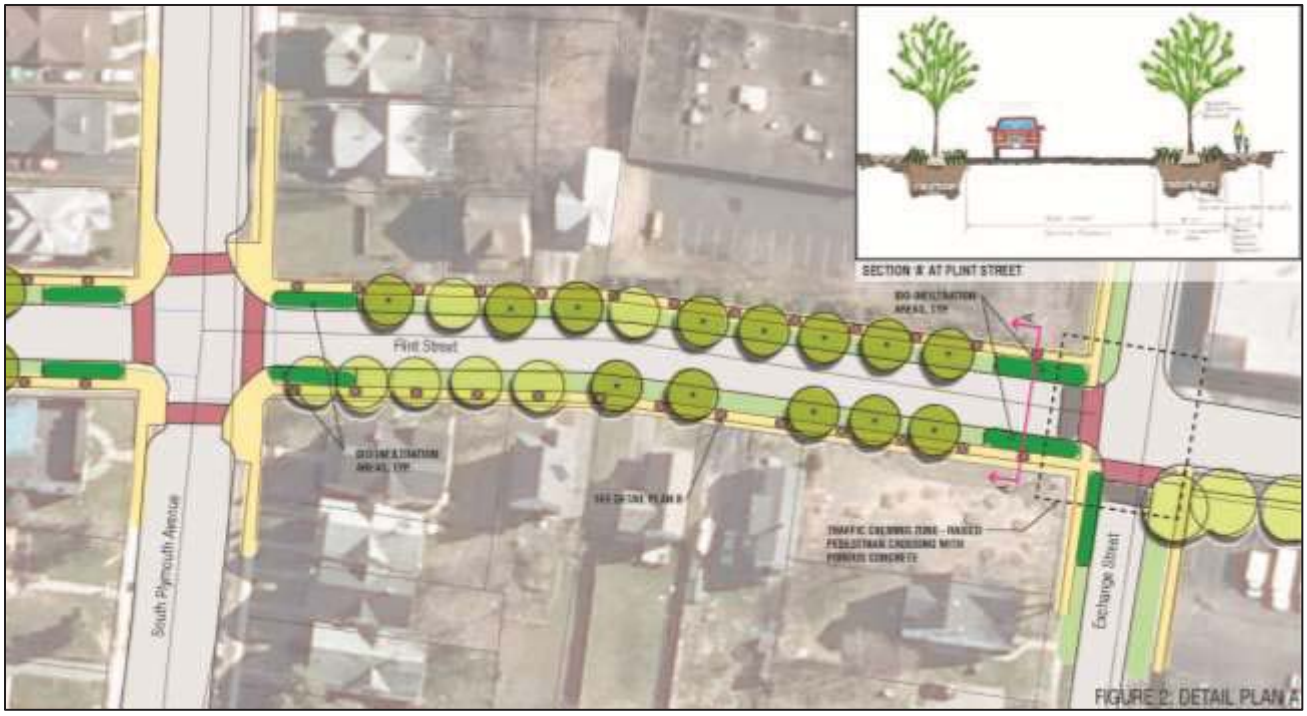
A number of key steps would be required to move this project forward. In order to facilitate redevelopment, the City should consider property acquisition and assembly and then request proposals from developers and investors to construct the desired project. Additionally, the development of an incentive zoning law may provide additional regulatory flexibility for challenging infill development sites such as the Martin Luther King Plaza.

The commercial redevelopment of the Martin Luther King Plaza should include high quality façade treatments and enhanced transparency, similar to the above.

4: FLINT STREET GREEN INFRASTRUCTURE IMPROVEMENTS

The Flint Street Waterfront Connector will provide Green Street and pedestrian connectivity improvements between the Plymouth-Exchange / Southwest Area neighborhoods and the Genesee River waterfront. The project seeks to improve neighborhood accessibility with local, City and regional recreational destinations. The Connector begins at the Flint Street Community Center - the neighborhood hub for safe recreation and afterschool programming - and continues along Flint Street through the Vacuum Oil BOA to the Genesee Riverway Trail. The Waterfront Connector will enhance the ability of area residents and regional trail users to better access the Genesee River waterfront, the Genesee Riverway Trial, and the Flint Street Community Center.

The implementation of this project will be an additional revitalization initiative seeking to sustain and improve the quality of the residential experience within the PLEX neighborhood, as well as improve access to a regionally significant trail and open space network. The City should pursue funding for this regionally significant project through the 2013 Consolidated Funding Application process.



The City has developed conceptual designs for the installation of green infrastructure along Flint Street.

Access to recreational amenities is a major contributor to resident quality of life, and has the potential to positively impact neighborhood appeal and therefore indirectly increase property values.

5: MULTI-FAMILY HOUSING AND ROADWAY CONNECTION

The redevelopment of Luther Circle would likely be a public-private partnership towards the construction of new affordable housing options to support seniors who wish to age-in-place within the PLEX neighborhood yet are unable to do so in their current residence. As part of any housing redevelopment, the City of Rochester should assist with the extension of Luther Circle to Serenity Circle.

Housing character, density and massing are intended to be similar to the surrounding neighborhood, with a mixture of approximately 25 to 30 structures to meet the needs of the intended population. The design, redevelopment and extension of Luther Circle should meet requirements for ADA accessibility, while improving connectivity between the housing units and the adjacent pocket parks and the Genesee Riverway Trail system.

This will require additional investigation regarding alternatives to navigating the steep slope to the south, as well as potential City acquisition of property to facilitate redevelopment.

Residents have identified the need for more senior housing options in the neighborhood to allow aging residents a location in PLEX where they can "age-in-place".

Single story housing, as depicted in images, would be attractive to older population group who desire one story living arrangements. This type of housing is not readily available in the neighborhood today.

6: WATERFRONT PUBLIC REALM ENHANCEMENTS

Significant public realm improvements are proposed for Phase 1, including the development of a new park (Project #9) and several waterside access improvements via the construction of docks at the termini of Flint Street and Violetta Street and associated trail head parking.

As part of the overall waterfront public realm enhancements specific projects associated with the Riverway Trail and adjacent lands are also recommended in order to enhance safety, usability and access to the riverfront. Recommended improvements include the clearing and grubbing of several acres of overgrowth and invasive species removal along the Genesee Riverway Trail, the replanting of this area to a park-like character, and the establishment of enhanced historic and cultural interpretive stations. The clearing of the trail corridor should include a narrow, level shoulder of mown grass to one side of the trail to support its use during winter for cross-country skiing. In addition, the refurbishment of the riverwall will improve the aesthetic environment along the riverfront and visual access to the Genesee River. The provision of enhanced lighting and emergency call boxes should be included to increase safety and the utilization of the waterfront during the early evenings and throughout the year.

Today, the Riverway Trail functions as a City park and is considered to be open for public use from dusk-to-dawn, eliminating the need for lighting in these areas. The Riverway Trail would be a safer, more utilized destination if lighting were installed to provide enhanced security to trail users.

In order to support increased activity and access to the waterfront, a small surface parking lot, constructed on pervious pavers or grass materials, should be installed at the extended foot of Magnolia Street.

The City has requested funding through Step 3 of the BOA program to better position the City and private developers to begin investing in public realm enhancements, including wetland and invasive species assessments; topographic surveys; riverwall improvement studies; and a waterfront park and recreation master plan.

The image represents desirable waterfront design features, as identified by local neighborhood residents during the planning process, including lighting, high volumes of people, benches and other trail amenities and physical and visual accessibility.

7: CAR TOP LAUNCH / WATER ACCESS

The development of water access locations for kayaks and canoes will provide the existing neighborhood with expanded opportunities to experience and enjoy the Genesee River waterfront. The installation of two sets of removable docks would allow for their preservation and protection from river ice flows, and would facilitate future expansions as demand arises. These docks would also provide opportunities for fishing, and the general enjoyment of being at the water's edge. Access to the Genesee River at the proposed locations would require the breach of the riverwall while maintaining flood protection. The accessible ramp system installed at the Cornhill Landing development may be a viable example to provide access and portage routes over the riverwall system. The feasibility of creating enhanced water access will be further explored and studied in Step 3 of the BOA process.

Example of car top boat launch that would provide access to the Genesee River and create kayak opportunities between PLEX and Genesee Valley Park.

Local community members have expressed the desire to improve visual and physical access to the Genesee River. A car top boat launch would provide local residents with access, while also providing an amenity for all City residents to enjoy.

8: INTERIM PARKING

A small interim parking lot is proposed at the terminus of Flint Street to service the expanded use of the Genesee River waterfront trail and park areas. Consisting of approximately 20 spaces, this lot will function as a temporary trailhead during the redevelopment process. In addition, this lot will also provide a short portage route to the nearby kayak launch. Depending upon the timing of the lot's construction and the anticipated redevelopment schedule of 15 Flint Street, this facility may be constructed of gravel or asphalt, and should provide sufficient lighting to ensure safety. Prior to redevelopment of any sites within the Vacuum Oil footprint, further investigation and remediation may be warranted.

9: PARKLAND AND TRAIL DEVELOPMENT

Following required environmental investigations and potential remediation on parcels south of Flint Street, the development of a neighborhood park is a short-term priority project for the study area. The PLEX neighborhood is currently underserved with regards to formal, dedicated parkland and residents of all ages would immediately benefit from a designated park that offers a range of amenities. As depicted on the Master Plan, the southern end of 15 Flint Street has been identified as one possible location for a park, though this site is currently privately owned. Therefore, other sites should be considered and evaluated in Step 3 of the BOA Program with a focus on publically owned or controlled parcels.

Regardless of location, the neighborhood park is envisioned to include approximately 2 acres of passive recreation space, with picnic, playground and open lawn areas. The park should include expansive areas of shade, covered shelters, and be easily accessible from the surrounding neighborhood via sidewalk and trail connections. Parking is proposed along the new waterfront road, with a temporary lot also located at the terminus of Flint Street. The new park location should have parking accessibility and should afford a direct linkage to the Riverway Trail system.

In an effort to facilitate public park investment, the City has requested Step 3 BOA funding to undertake environmental investigations of the site; a waterfront park and recreation master plan; property acquisition strategy; and conceptual and preliminary park design.

US National Park and Recreation standards indicate the need for a minimum of two additional acres of parkland within a 5 minute walk (1/4 mile) of PLEX neighborhood residences.

Neighborhood parkland should provide for a range of uses that would be desirable for nearby residents of various age groups.

10: SITE CLEARING AND REDEVELOPMENT PREPARATIONS

Structures at 920 and 936 Exchange Street and 22 Flint Street are proposed to be demolished to create a clean site for future redevelopment. The redevelopment of these sites will be the focal point for investment in future phases. This effort will likely require extensive environmental investigations for each site to determine requirements for abatement prior to demolition activities.

The former Foodlink Building and the existing water tower are to be the only structures maintained on site. The water tower is proposed to be maintained, painted and up-lit for integration into future development as an iconic historical element. The Foodlink building is proposed to undergo adaptive reuse for a mixed use development pending feasibility and structural integrity assessments. Upon the identification of a master developer, a detailed development master plan should be formulated and the subdivision of the site completed to facilitate private investment.

As an interim measure, the sites at 920 and 936 Exchange Street and 22 Flint Street should be graded with topsoil and seeded to establish lawn areas that maintain a clean, neat and enjoyable environment. Shade and street trees should be planted within the site and along the road frontages to break up expansive views and prevent the vacant site from negatively impacting the appeal of the neighborhood.

Properties within the former Vacuum Oil footprint have been highlighted as strategic sites for environmental investigation, clean up and redevelopment to reduce the blighting and negative impacts of these sites on the surrounding residential neighborhoods.

Similar remediation, clearing and grubbing are also proposed for 5 and 15 Flint Streets and areas to the south in preparation for future redevelopment. Upon completion of these activities, these sites should be graded with topsoil and seeded with low-mow grasses, successional old field, or meadow-type planting mixes to increase the attractiveness of these sites in the interim while reducing on-going maintenance needs.

The City has requested funding through Step 3 of the BOA program to complete Phase 1 and Phase 2 Environmental Assessments; building condition and structural analyses for 920 Exchange Street and 5 Flint Street; and developer site evaluation reports with economic pro-formas.

11: NEW ROAD CONSTRUCTION

The most extensive public infrastructure component proposed for Phase 1 is the construction of a new roadway connecting Violetta Street and Magnolia Street. The proposed new road begins at the present terminus of Violetta Street and parallels the City-owned former Genesee Valley Canal corridor south to a connection with a proposed extension of Magnolia Street. This roadway will serve as the primary north-south linkage for all future development adjacent to the Genesee River.

Gateways and streetscape amenities encourage residents to walk by improving the pedestrian experience. The additional foot traffic on the street will further enhance traffic calming, and the resulting activity and 'eyes on the street' can increase neighborhood safety.

The roadway will be relatively narrow to limit visual and physical impacts to the River shoreline; yet will be generous enough to support two-way traffic, sidewalks and tree lawns on both sides of the street, and on-street parking spaces on the southbound side. The roadway, on-street parking and sidewalks will be designed to permit the construction of additional intersecting roadway connections for Fenwick Street and private access drives during future development phases. In tandem with the construction of the new road, necessary utility infrastructure for public water and storm sewers will be included. An alternative for consideration may be the termination of the roadway at a cul-de-sac just west of proposed structures on 5 Flint Street. The roadway terminus would allow for access to structured parking, while also providing significant trail connectivity to surrounding parkland.

The construction of the new road as depicted in the Master Plan may require additional lands west of the former Genesee Valley Canal corridor. Depending upon the timing of construction and ownership of adjacent lands, takings or permanent easements may be required, and these conditions should be factored into funding and approval timelines. The City proposes several predevelopment activities for its BOA Step 3 Implementation Strategy to facilitate the development of this roadway, including: environmental, geotechnical and topographic feasibility studies; and the study of transportation and traffic impacts upon the adjacent neighborhood

12: EXCHANGE STREET GATEWAY AND STREETSCAPE IMPROVEMENTS

Throughout the public involvement process, residents have consistently noted that traffic speeds on Exchange Street and South Plymouth Avenue are excessive and that traffic calming is needed to improve pedestrian safety. Improvements to Exchange Street are proposed that would significantly deter speeding, such as speed humps, raised table intersections or raised crosswalks, and curb bump outs to narrow the roadway. Improvements to the Ford Street gateway are necessary to provide a welcoming entrance into the neighborhood which mitigates the negative visual impacts of the adjacent industrial activity. Improvements to South Plymouth include aesthetic enhancements to paving surfaces at primary intersections that seek to slow traffic and highlight pedestrian crossings for added safety. The City intends to complete a Traffic Calming and Streetscape Plan as part of Step 3 of the BOA process.

Small-scale gateway signage, landscaping and decorative fencing and art are appropriate gateway treatments in the PLEX neighborhood. They could incorporate specific themes identified in the branding strategy proposed to be completed in Step 3 of the BOA.

13: ENHANCED TRAIL CONNECTION AND PLAYGROUND

This project includes the redevelopment of the Exchange Street playground and its expansion along the former railroad corridor east of Exchange Street to the Genesee River. The Exchange Street Playground is currently underutilized, lacks a sense of safety due to topography and vegetation, and is under programmed for use by the surrounding neighborhood. The playground and adjacent former railroad corridor present a straight forward linear connection to the waterfront along City-owned open space that is underutilized, yet full of opportunity. Similar to the terminus of Flint Street, the convergence of Violetta and the new linear park is envisioned to create a waterfront destination programmed for use by the neighborhood. The City should begin this effort through the identification of alternative design concepts for both the redevelopment of the playground and the expansion of the park as a linear element, including a multiuse trail, to the terminus of Violetta Streets. This design effort has been included in the City's project request for Step 3 of the BOA program.

The construction of a new playground along the railroad corridor could provide opportunities to engage local youth in the design and construction process.

This location would also be an ideal place to consider naturalized play areas, possibly incorporating locally significant history into the design.

The improved park should include an expanded and highly durable playground with equipment and activities appropriate for a broad range of youth.

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Table 10: *Phase I Capital Projects*

Project No.	Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)		Potential Funding Resources	Time Frame	Notes
1	Redevelopment of former Fire Station	Environmental Investigation	$20,000	City, BOA	2014	Phase I or II ESA could be conducted as part of BOA Step 3 activities.
		Remedy Selection and Remediation	Unknown	City, BOA	2014/2015	As required, based on findings from site investigation.
		Design	Unknown	Private, City, BOA, ERP	2015	Dependent on final end use.
		Demolition/ Construction	Unknown	Private, NYS HOME, CDBG, SLIHTC/LIHTC, HFA Bonds, HWF	2015	Assumes existing structure will be demolished for new construction.
2	South Plymouth Avenue Infill Development	Planning	$35,000	City, Private	2014	Preparation of design guidelines for South Plymouth Avenue corridor.
		Construction	Varies	Private, PILOT, SLIHTC/LIHTC	2015	Varies on project by project basis.
3	South Plymouth Avenue Commercial Redevelopment	Site Acquisition (estimate)	$200,000+/-	City	2014-2019	City assembly of land to facilitate redevelopment by private entity. Site acquisition costs would be based on property appraisal to be undertaken in Step 3 of BOA.
		Demolition/ Construction	$3,000,000 to $5,000,000	Private, City, NMTC, PILOT, SLIHTC/LIHTC	2019	Costs based on new 20,000 to 30,000 square foot building.
4	Flint Street Green Infrastructure Improvements	Streetscape Design	$100,000	City, EFC	2013-2014	City to apply for funding through Consolidated Funding Application in 2013. Based on design, site acquisition may be required and is not included in this cost estimate.
		Construction	$800,000	City, EFC, TA, LWRP	2016	Contingent and dependent on success of future grant applications.
5	Multifamily Housing and Roadway Connection	Site Acquisition (estimate)	Unknown	City, Private	2014-2017	Anticipated that City would bear costs to acquire property for roadway extension. Site acquisition costs would be based on property appraisal.
		Construction	$3,000,000 to $4,000,000	City, Private, NYS HOME, CDBG, LIHTC, HFA Bonds, HWF	2016-2019	Costs based on +/- 26 new housing units; includes approximately $500,000 for construction of new roadway to be contributed by the City.
6	Waterfront Public Realm Enhancements	Environmental Investigation	$60,000	City, BOA	2014	Assumes necessary investigations for all waterfront properties completed in BOA Step 3.
		Remedy Selection and Remediation	Unknown	City, ERP	2015	Dependent on findings from site investigations
		Planning / Design	$325,000	City, BOA	2014-2015	Waterfront Master Plan in Step 3 BOA. Detailed design with community engagement.
		Construction	$2,000,000 - 4,000,000	City, CC, LWRP, RT	2015-2020	Significant costs include the rehabilitation of the riverwall.

Project No.	Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)		Potential Funding Resources	Time Frame	Notes
7	Car Top Launch / Water Access	Planning / Design / Permitting	$75,000	City, BOA, LWRP	2014-2015	Planning and conceptual design conducted as part of BOA Step 3 Implementation activities. Final design and permitting completed with City or LWRP funds.
		Construction	$300,000	City, CC, EPF, LWRP	2015-2016	Construction completed in conjunction with Project 8, Interim Parking Lot.
8	Interim Parking	Site Acquisition (estimate)	$75,000+/-	City	2014	Project will require acquisition of 15 Flint Street or relocation of interim parking lot onto alternative City owned property.
		Environmental Investigation	Unknown	City, BOA	2014	Required prior to construction of interim use. Assumes City ownership or willing private property owner.
		Remedy Selection and Remediation	Unknown	City, ERP	2015	Dependent on findings of additional site investigation.
		Final Design	$15,000	City	2016	
		Construction	$100,000	City	2016	Design and construction completed in conjunction with Project 7, Car Top Boat Launch.
9	Parkland and Trail Development	Site Acquisition (estimate)	$75,000+/-	City	2014	Project would require City acquisition of 15 Flint Street. Actual cost would be based on property appraisal which could be completed as part of the Step 3 BOA.
		Environmental Investigation	$35,000	City, BOA	2014	Required prior to redevelopment activity.
		Remedy Selection and Remediation	Unknown	City, ERP, Private	2015	Dependent on findings of further environmental investigations.
		Schematic Design	$30,000	City, BOA, Private	2015	Preliminary design conducted as part of BOA Step 3 Implementation activities.
		Final Design	$50,000	City, Private, TIF/PIF, EPF, LWRP	2016	
		Construction	$1,200,000	City, Private, TIF/PIF, EPF, LWRP	2016-2020	Project will require acquisition of 15 Flint Street and potential remediation activities.
10	Site Clearing and Redevelopment Preparations	Site Acquisition (estimate)	$400,000+/-	City	2014-2017	Project will require acquisition of 920 Exchange Street, 936 Exchange Street, 22 Flint Street and potential remediation activities.
		Environmental Investigation / Structural Analyses	$200,000+/-	City, BOA, Private	2014-2018	Environmental investigations and structural analyses completed as part of BOA Step 3 Implementation activities.
		Remedy Selection and Remediation	Unknown	City, BOA, ERP	2015-2019	Dependent on findings from environmental investigations and structural analyses of existing buildings.
		Demolition	Unknown	City, Private, REDC, TIF, BCP, EDF	2016-2019	Dependent on findings from environmental investigations and structural analyses of existing buildings.

Project No.	Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)		Potential Funding Resources	Time Frame	Notes
11	New Road Construction	Schematic Design	$150,000	City, BOA	2014-2015	Preliminary planning conducted as part of BOA Step 3 Implementation activities.
		Final Design and Engineering	$300,000	City, STEP	2015-2016	Final design and engineering required based on concept studies.
		Construction	$3,800,000	City, STEP, REDC, TIF, LWRP, PWEAA, EDF	2017-2020	
12	Exchange Street Gateway and Streetscape Improvements	Schematic Design	$30,000	City, BOA	2014-2015	Preliminary design conducted as part of BOA Step 3 Implementation activities.
		Final Design and Engineering	$70,000	City, TA, HSIP	2016	Final design and engineering based on conceptual design study.
		Construction	$700,000	City, TA, HSIP	2017-2019	
13	Enhanced Trail Connection and Playground	Conceptual Design	$10,000	City, BOA, LWRP	2014	Preliminary design conducted as part of BOA Step 3 Implementation activities.
		Final Design	$25,000	City, LWRP, EPF, Private	2014	Final design based on conceptual design studies.
		Construction	$130,000	City, LWRP, EPF, KaBoom, Private	2014-2016	City should seek private funding sources to offset playground costs. Trail and safety enhancements completed by City.

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5.3.3 Phase 2: 8-15 Years

After approximately seven years, initial investments in the BOA should be well underway and the City will be poised to leverage the infrastructure and pre-development activities taking place in Phase I. Map 19 and Table 11 depict Phase 2 development projects which kick-off the building program and are anticipated to attract a critical mass of new residents to the neighborhood. Proposed development should include high-quality public realm improvements that will enhance the quality of life for existing residents, while also attracting on-going investment in complementary services to meet the needs of the expanded population such as retail, office, personal services and cultural facilities.

The initial redevelopment focus will take place on 5 Flint Street and 15 Flint Street, as these properties are underutilized and represent a significant investment opportunity within Study Area. The proposed redevelopment of these sites should drastically alter the character of Flint Street east of Exchange Street to improve perceived and actual connections with the Genesee River waterfront. Initial investment activity should also emphasize a high-quality public realm environment through the development of signature gathering, cultural and historic interpretation features.

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KEY

1. Commercial Redevelopment
2. Infill Development
3. Commercial Redevelopment
4. Flint Street Green Infrastructure Improvements
5. Multi-Family Housing and Roadway Connection
6. Trail Enhancements
   - Interpretation
   - Safety
   - Vegetation Clearing
7. Car Top Launch / Water Access
8. *Interim Parking Removed in 8-15 Year Plan*
9. Parkland and Trail Development
10. *Site Preparation Completed in 0-7 Year Plan*
11. New Road Construction
12. Exchange Street Gateway and Streetscape
13. Enhanced Trail Connection and Playground
14. Housing Redevelopment
15. Mixed Use Development
16. Foodlink Redevelopment
17. Mixed Use Development
18. Waterfront Mixed Use
    - Adaptive Reuse of 5 Flint Street
19. Waterfront Mixed Use with Structured Parking
20. Waterfront Amphitheater
21. Public Gathering / Event Space
22. Canal Interpretation / Water Feature
23. Wetland Interpretation and Nature Trail

Bergmann associates
architects // engineers // planners

City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

2035 VISION PLAN | 8-15 YEARS

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

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14: HOUSING REDEVELOPMENT

The area bounded by Doran Street, Violetta Street and Exchange Street is negatively impacted by declining property maintenance, high crime levels and poor connectivity, resulting in a continued lack of reinvestment that must be addressed as part of a larger neighborhood revitalization strategy. It is proposed that the future redevelopment of this area follow the successful precedent set in the Olean Street and Edith Street revitalization projects to the north and west. Housing of a similar style and scale would include single-family and two-family units with garages. The proposed redevelopment should seek to extend Stanley Street through the block to Doran Street, and realign Ethel Street with Columbia Avenue. These improvements will reconnect the block to the larger neighborhood and will rationalize the circulation pattern. In addition, redevelopment should seek to create a residential density of approximately 7 units per acre within the 5-acre site.

Neighborhood residents have voiced their support for residential redevelopment projects that increase owner occupancy, maintain existing densities and character, and have a positive impact on property maintenance.

The complete redevelopment of the neighborhood may be unnecessary, and the City should seek to identify properties that can positively contribute to revitalization efforts through focused rehabilitation and reinvestment. As part of the BOA Step 3 process, the City will conduct a Housing Reinvestment Strategy that will also recommend a series of land assembly tools for use by the City, such as tax liens, outright purchases, land swaps, and takings. Step 3 activities will also include feasibility studies for the extension of Stanley Street and the realignment of Ethel Street.

The above images, ranked as desirable by local community members, represent the desired character of residential neighborhoods in the study area – pedestrian friendly, safe, open porches, green lawns and lush landscaping and tree canopies.

15: NEIGHBORHOOD INFILL DEVELOPMENT

The northwest corner of Fenwick Street and Exchange Street is currently a vacant, unused parking lot that is proposed for future redevelopment with a mixed use structure. The new two to three story building will be located along the street line with parking to the rear, and will function to define the urban form of the intersection in conjunction with future adjacent development. The future extension of Fenwick Street through to Ewing Place will make this intersection a focal point and node of activity. Potential first floor uses include health care, with additional offices or residential units in upper stories. Ground floor space should have extensive transparency, with large windows and glass storefronts. This location will be highly valuable for personal services, convenience retail or professional offices such as a physician's satellite/branch office. The next step towards development includes the City entering into discussions with the property owner regarding their intentions for the land, potentially fostering a public-private partnership to spur desired investment.

The desire of seniors within PLEX to 'age in place' supports the development of professional service, health care, and medical offices in the neighborhood.

Development of an appropriate scale for neighborhood infill to include first floor professional services such as a satellite physician's office.

16: FOODLINK REDEVELOPMENT

The former Foodlink Building is a large concrete and masonry structure located at the Flint Street/Exchange Street intersection. The original portions of the massive building are proposed to be adaptively reused as a mixed use structure. An addition off the southeast corner of the structure is proposed to be demolished to improve the development potential of adjacent 22 Flint Street.

The adaptive reuse and revitalization of this structure has been consistently supported in neighborhood outreach sessions, with proposals for future uses including a food co-operative, artist live-work spaces, loft apartments and a 'green jobs' business incubator. Upon the determination of structural integrity through BOA Step 3 activities, a market analysis of proposed uses and a preliminary building development program should be evaluated to determine required levels of investment and potential highest and best uses. A requirement of any future reuse will be the addition of windows, and this is anticipated to be one of the largest renovation expenses. A more detailed understanding of costs for renovations and potential remediation will be available upon completion of Step 3 activities, which includes Phase 1 and/or Phase 2 ESAs, developer site evaluation reports, and investment pro-formas.

Community members identified the desire to adaptively reuse the former Foodlink building to house businesses and activities that support local employment and vocational training options for residents.

The Russell Industrial Center in Detroit, MI is an adaptive reuse of a former automobile manufacturing facility repurposed for creative studios and live-work environments tailored to assisting small businesses, craftsman and artists.

17: MIXED USE DEVELOPMENT WITH STRUCTURED PARKING

Flint Street is proposed to become a central node of activity as future development is brought to the street line to improve the definition of vertical space adjacent to the prominent former Foodlink building. The southwest corner of Flint Street and Exchange Street is currently a vacant lot that is proposed for future redevelopment with a modest mixed use structure. A larger building is proposed for 950 Exchange Street, potentially consisting of an L-shaped, three-story mixed use structure with first floor flex-space to spur job creation and attract workforce training activities or a business/industrial incubator with shop and office space. Upper story development may include additional office space or residential uses and associated parking in the rear.

The Master Plan envisions a three-story, 90,000 square foot U-shaped structure on 15 Flint Street similar in character to the redevelopment of the adjacent 950 Exchange Street. The proposed structure could include approximately 25 to 30 upper story, market-rate residential units and 25,000 square feet of ground floor mixed commercial, retail and office space. Support parking for approximately 150 to 175 vehicles is contained in a multi-level structure obscured from the adjacent neighborhood within the core of the site. The structure's northeast corner at the intersection of Flint Street and the new roadway should include a prominent vertical element, such as a tower, to anchor the adjacent public gathering space. The proposed development would set the standard for quality and architectural character within the neighborhood, and should include the use of high quality materials and provision of refined public realm enhancements.

The City is proposing to conduct several activities as part of the BOA Step 3 Implementation Strategy to advance the redevelopment of these sites, including: environmental, geotechnical and floodplain investigations; an analysis of traffic and parking; and the creation of developer site evaluation reports and investment pro-formas to begin marketing potential real estate developers.

Development in Glenwood Park, Atlanta is of a similar size and scale to that proposed for the Vacuum Oil BOA along Flint and Exchange Streets.

18: ADAPTIVE REUSE OF 5 FLINT STREET

The redevelopment of 5 Flint Street includes the adaptive reuse of an existing structure, new construction, and significant public realm improvements that will make the Vacuum Oil BOA a riverfront destination within the City of Rochester. Initial redevelopment activity will focus on the three-story, 33,000 square foot historic structure that was originally part of the Vacuum Oil barrel factory. The adaptive reuse of this structure is proposed to include 11,000 square feet of ground floor civic use such as a museum or visitor center that will serve as the focal point for historic interpretation opportunities in the adjacent public realm improvements. With a floor plate of approximately 11,000 square feet, the upper stories of 5 Flint Street could be redeveloped for a moderately sized restaurant and/or 12 to 15 residential units. A particularly unique opportunity is the utilization of the structure's roof for public or quasi-public space to leverage the outstanding views downstream to the downtown Rochester skyline.

The adaptive reuse of the 5 Flint Street should enhance the public realm through the inclusion of a ground floor civic space that generates foot traffic and functions as a catalyst for adjacent development.

19: MIXED USE DEVELOPMENT WITH STRUCTURED PARKING

The Master Plan proposes additional development with structured parking on 5 Flint Street south of the current building. These structures are to include market-rate townhouses, condominiums and apartments on the upper floors and restaurant/eatery space at the ground level. Parking for these structures would be included in a multi-story garage beneath to limit the development footprint on site and to maximize open space for the enjoyment of the public along the Genesee River. Several breaks between structures are planned to retain visual and physical connectivity between the neighborhood and the waterfront.

Structured parking reduces impervious surfaces, increases development density, enhances the sense of security, and is a logical complement for mixed use destinations along high value waterfronts.

20: WATERFRONT AMPHITHEATER

A large outdoor amphitheater is proposed along the Genesee River waterfront that would become a significant public gathering space in the PLEX neighborhood to complement the larger urban plaza at the terminus of Flint Street. The amphitheater would support programmed events, concerts and festivals along the Genesee River in a more natural setting when compared to the urbanized space envisioned to the north.

The community consistently identified the Genesee River waterfront as an underutilized neighborhood resource, and voiced their desires for additional opportunities for access and public enjoyment to this unique regional destination.

The amphitheater is envisioned to be an alternative gathering space for organized and impromptu neighborhood events.

21: SIGNATURE WATERFRONT PUBLIC GATHERING SPACE

Public realm improvements surrounding the redevelopment of 5 Flint Street include abundant space for plazas, lawn and park areas, and an expansion or widening of the Genesee Riverway Trail along the river frontage of these structures. The centerpiece of the outdoor experience is a large urban plaza at the terminus of Flint Street. It is envisioned that the design and materials would make this the premiere public gathering space in the PLEX neighborhood with sufficient space, utilities and amenities for programmed events, concerts and festivals among the dramatic backdrop of the Genesee River and downtown Rochester skyline. The redevelopment of 5 Flint Street and the surrounding public lands will create a distinctive sense of place and a hub of activity along the Genesee River.

The City of Rochester is proposing to conduct several activities as part of its BOA Step 3 Implementation Strategy that will progress the development of the signature waterfront plaza, including: floodplain, environmental and geotechnical investigations; traffic and parking analysis; and a waterfront recreation and public realm master plan. These studies and refined master plans should provide guidance and recommendations sufficient to ascertain any development challenges and associated costs for mitigation.

The waterfront plaza in Lonsdale Quay, North Vancouver, BC is very similar in size, scale and arrangement to that proposed for the terminus of Flint Street.

22: CANAL INTERPRETATION AND WATER FEATURE

The potential re-construction of the former Genesee Valley Canal as a signature water feature will further increase the PLEX neighborhood waterfront as a destination for residents and visitors. It is envisioned that the water feature could also allow residents to interact with the water through wading or dangling their feet in the feature to provide a cooling respite during hot summer months. Water features are significant 'people attraction devices' and become the focal point for pedestrian activity. Additional kiosks, public art installations and interpretive elements will surround and become integrated into the water feature to portray and explain the historic significance of the site. Canal interpretive improvements could also be combined with green infrastructure techniques to enhance educational interest and access to additional sources of funding for implementation. Next steps conducted as part of the BOA Step 3 Implementation Strategy will be similar to those conducted to advance Project # 21.

The Erie Harbor redevelopment in Buffalo, NY also includes a reconstruction of the former Erie Canal, which is the focal point for revitalization efforts on the Buffalo waterfront.

23: WETLAND INTERPRETATION AND NATURE TRAIL

Historic development patterns along the riverfront have created pockets of wetlands in low-lying areas between the former elevated railroad and upland areas at Cottage Street. The most significant of these areas should be restored and preserved through the removal of invasive species and the establishment and management of native vegetation. A trail connecting the residential neighborhood to the west across the wetland area via a boardwalk would increase connectivity to the Genesee Riverway Trail and riverfront while also providing recreational and educational opportunities seldom found within a dense urban setting and unique to the PLEX neighborhood. The boardwalk could be enhanced with educational and interpretive signage highlighting the active ecological processes taking place in the adjacent wetland and woodland areas. These improvements could be coordinated with the City of Rochester School District's environmental science programming, affording opportunities for City students to obtain field experience within their own neighborhoods, while potentially fostering a greater appreciation for the natural environment.

Throughout the planning process, the community noted the natural environment along the waterfront as unique to PLEX within the City, and identified the need to maintain these areas as a natural buffer and as an educational opportunity to interact with the natural world.

A small boardwalk similar to the above is proposed for wetland areas along the shoreline.

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Table 11: *Phase 2 Capital Projects*

Project No.	Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)		Potential Funding Resources	Time Frame	Notes
14	Housing Redevelopment	Strategic Planning	$20,000	City, BOA	2014	Included in BOA Step 3 activities.
		Site Acquisition (estimate)	$700,000+	City, Private	2015-2019	Requires innovative and aggressive approach to land acquisition with some participation by City likely required.
		Design	$100,000+	Private	2019-2020	Site design and architecture.
		Construction	$4,000,000+	City, Private, HOME, CDBG, LIHTC/SLIHTC, HFA Bonds, HFW	2020-2025	Includes reconfiguration of street network.
15	Neighborhood Infill Development	Design	Unknown	Private	2018	Market analysis identified the potential need for expanded access to health care services for area seniors which would be appropriate on vacant site,
		Construction	$1,200,000+	City, Private, NMTC, PILOT	2021	Cost based on 6,000 square feet of new construction.
16	Foodlink Redevelopment	Site Acquisition (estimate)	$50,000+	City, Private	2014-2016	Site acquisition would not be required if existing property owner were interested in teaming with City to complete subsequent redevelopment.
		Structural Building Analyses	$10,000	City, BOA	2014	Included in BOA Step 3 activities.
		Environmental Investigations	Unknown	City, BOA	2014-2015	Included in BOA Step 3 activities.
		Remedy Selection and Remediation	Unknown	City, ERP, Private	2015-2018	To be determined based on outcomes of structural building analysis and environmental site investigations.
		Design	Unknown	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	2018-2019	Design costs TBD based on outcomes of previous efforts.
		Construction	$6,000,000+	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	2019-2021	BOA Step 3 Implementation activities will further enhance understanding of anticipated costs for remediation and rehabilitation of the structure, if reuse is feasible. Costs based on 40,000 square feet of remediation and renovation.
17	Mixed Use Development	Design / Engineering	Unknown	City, Private, Institutional Partner	2020	Project anticipates that acquisition and remediation of 15 Flint Street will be completed as part of Project #9.
		Construction	$24,000,000+	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	2022-2028	BOA Step 3 Implementation activities will further enhance understanding of anticipated costs for remediation and structural needs of future development. Costs based on 100,000 square feet of mixed use space plus structured parking for 175 vehicles.

Project No.	Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)		Potential Funding Resources	Time Frame	Notes
18	Adaptive Reuse of 5 Flint Street	Site Acquisition (estimate)	$50,000+	City, BOA, Private	2014-2015	Site acquisition would not be required if existing property owner were interested in teaming with City to complete subsequent redevelopment.
		Structural Building Analyses	$10,000	City, BOA	2014	Included in BOA Step 3 activities.
		Environmental Investigations	Unknown	City, BOA	2014-2015	Included in BOA Step 3 activities.
		Remedy Selection and Remediation	Unknown	City, ERP, Private	2015-2018	To be determined based on outcomes of structural building analysis and environmental site investigations.
		Design	Unknown	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	2019	Design costs TBD based on outcomes of previous efforts.
		Construction	$5,000,000+	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	2020-2024	Costs based on 33,000 square feet of renovation, assuming existing structure is determined to be structurally adequate for an adaptive reuse project.
19	Waterfront Mixed Use with Structured Parking	Pre-Development Planning Studies	$50,000+	City, BOA, LWRP	2014-2016	Pre-development planning includes the completion of studies to determine if site is developable as proposed. Pre-development studies include geotechnical analyses, floodplain studies, etc. Some studies will be completed through Step 3 of the BOA program.
		Environmental Investigations	$50,000	City, ERP, Private	2014-2016	A Phase 2 Environmental Assessment may be completed in Step 3 of the BOA program.
		Design	Unknown	City, Private	2025	Project anticipates that acquisition and remediation of 5 Flint Street will be completed as part of Project #18. These sites are project to build out after completion of redevelopment on 5 Flint Street property.
		Construction	$21,000,000+	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	2028	Project 18 will further enhance understanding of anticipated structural needs of future development. Costs based on 90,000 square feet of mixed use space plus structured parking for 150 vehicles.

Project No.	Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)		Potential Funding Resources	Time Frame	Notes
20	Waterfront Amphitheater	Schematic Design	$20,000	City, BOA	2014-2015	Conceptual design may be included in BOA Step 3 activities.
		Final Design	$30,000	City, EPF, LWRP, Private	2016-2018	Final design to be based upon outcomes of conceptual design from BOA Step 3 project.
		Construction	$150,000 to $200,000	City, EPF, LWRP, TIF, Private	2023	
21	Signature Waterfront Public Gathering Space	Schematic Design	$20,000	City, BOA	2014-2015	Conceptual design may be included in BOA Step 3 activities.
		Final Design	$100,000	City, EPF, LWRP, Private	2016-2018	Final design to be based upon outcomes of conceptual design from BOA Step 3 project.
		Construction	$1,000,000+	City, EPF, LWRP, TIF, Private	2023	Cost based on one acre of high quality urban plaza.
22	Canal Interpretation / Water Feature	Schematic Design	$25,000	City, BOA	2014-2015	Conceptual planning may be included in BOA Step 3 activities. Feasibility analysis required.
		Final Design	$50,000+	City, EPF, LWRP, Private	2018-2020	Final design to be based upon outcomes of conceptual design from BOA Step 3 project.
		Construction	$700,000	City, EPF, LWRP, TIF, Private	2025	Assumes all environmental investigations and associated studies are completed.
23	Wetland Interpretation and Nature Trail	Schematic Design	$20,000	City, BOA	2014-2015	Conceptual design may be to be included in BOA Step 3 activities.
		Final Design	$30,000	City, EPF, LWRP, Private	2016-2017	Final design to be based upon outcomes of conceptual design from BOA Step 3 project.
		Construction	$90,000 to $150,000	City, EPF, LWRP, TIF, Private	2020	Cost based on 300 feet of linear boardwalk at $300-$500 per linear foot.

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5.3.4 Phase 3: 15 Years and Beyond

After fifteen years of development, revitalization and investment the BOA should have established a critical mass of new residents and businesses capable of supporting a sustainable neighborhood economy. Map 20 and Table 13 depict Phase 3 development projects which bring the BOA to full build out and concentrate development within the former Vacuum Oil refinery footprint. By the beginning of Phase 3, the neighborhood will be a desirable location for 'Living by the River' in Rochester, and a neighborhood of choice with a diversity of housing alternatives and convenient access to employment opportunities, recreation options, and retail and personal services establishments.

Development within Phase 3 is concentrated on 22 Flint Street and 920 Exchange Street, with adjacent parcels included to complete the redevelopment of the block and rationalize the form, scale and massing of new development in relation to the surrounding neighborhood. Development character should be similar and complementary to Phase 2, with buildings ranging from two to four stories, a minimal amount of surface parking, a significant emphasis placed upon the quality and definition of public realm improvements, and the provision of ample open space for the use and enjoyment of the neighborhood.

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KEY

1. Commercial Redevelopment
2. Infill Development
3. Commercial Redevelopment
4. Flint Street Green Infrastructure Improvements
5. Multi-Family Housing and Roadway Connection
6. Trail Enhancements
   - Interpretation
   - Safety
   - Vegetation Clearing
7. Car Top Launch / Water Access
8. *Interim Parking Removed in 8-15 Year Plan*
9. Parkland and Trail Development
10. *Site Preparation Completed in 0-7 Year Plan*
11. New Road Construction
12. Exchange Street Gateway and Streetscape
13. Enhanced Trail Connection and Playground
14. Housing Redevelopment
15. Mixed Use Development
16. Foodlink Redevelopment
17. Mixed Use Development
18. Waterfront Mixed Use
    - Adaptive Reuse of 5 Flint Street
19. Waterfront Mixed Use with Structured Parking
20. Waterfront Amphitheater
21. Public Gathering / Event Space
22. Canal Interpretation / Water Feature
23. Wetland Interpretation and Nature Trail
24. Mixed Use Development with Structured Parking
25. Mixed Use Development

SEE ALTERNATIVE EXCHANGE STREET REDEVELOPMENT VIGNETTE

Genesee River

Genesee Riverway Trail

200 100 0 200 400

Alternative Exchange Street Redevelopment

Alternative Shows Example Redevelopment of Existing Canfield and Tack Site if Company Were to Relocate From Site.

Bergmann associates
architects // engineers // planners

City of Rochester, Monroe County, NY

Vacuum Oil Brownfield Opportunity Area

2035 VISION PLAN | 15 + YEARS

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

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24: MIXED USE DEVELOPMENT WITH STRUCTURED PARKING

Cleared and remediated as necessary during Phase 2 activities to prepare for redevelopment, the four-acre site is anticipated to be the culminating investment opportunity within the BOA. This site occupies a key location along the new roadway and Genesee River waterfront adjacent to 15 Flint Street and 5 Flint Street. The linear site is proposed to include three to four, four story structures totaling 200,000 to 250,000 square feet of mixed use development with structured parking similar to the U-shaped development proposed for 15 Flint Street. The buildings are proposed to be oriented parallel to Exchange Street, with enlarged public spaces along the staggered road frontage. This expanded public realm affords the opportunity for individual, intimate spaces that can be tailored to the needs of ground floor tenants; yet also offer a continuous ribbon of pedestrian and dining activity facing the Genesee River canal interpretive feature and waterfront greenway. The development of this block will include the extension of Fenwick Street to Ewing Place, expanding the neighborhood street grid and improving the circulation of pedestrians and vehicular traffic from South Plymouth Avenue to the Genesee River.

Mixed use development in the final stages of the Master Plan should focus on increased density while providing high quality public spaces along the City's waterfront.

25: EXCHANGE STREET MIXED USE

The redevelopment of the Exchange Street corridor north of the former Foodlink building is proposed to include limited mixed use commercial development of a similar character, scale and massing to development in the adjacent neighborhood. Surface parking is proposed for the interior portions of the site. The streetscape along Exchange Street is also proposed to be modified along this development block through the expansion of the roadway cross section. The new cross section is proposed to include an 8 to 10 foot wide center median with trees and street lights and on-street parallel parking. The street frontage along Exchange Street and Fenwick Street may include a mixture of ground floor commercial/office space with upper story office, light industrial and flex space, or potentially residential units.

A development concept including space for boutique or artisanal manufacturing, or incubator space for small, early-stage businesses was consistently supported by the community throughout the planning process. These types of uses would provide high-value, skilled jobs within the neighborhood, while potentially encouraging employees to live within the surrounding area.

The final makeup of development along Exchange Street will be predicated on the extent and type of development in surrounding areas. Similar to Project #24, the site will be cleared for redevelopment during Phase 2 activities, and the City should play a significant role to coordinate owner participation in future redevelopment.

As the population of the neighborhood increases, employment opportunities within the neighborhood will become more attractive in the marketplace, potentially spurring the development of general office and/or flex space as employers desire to be located in an active, waterfront destination.

The proposed development would be a uniquely designed series of mixed use structures to include residential, office, lab and/or studio spaces which integrate education, vocational training and small business incubation.

Table 12: *Phase 3 Capital Projects*

Project No.	Name	Phasing and Anticipated Costs (all costs are shown in 2012 dollars)		Potential Funding Resources	Time Frame	Notes
24	Mixed Use Development with Structured Parking	Schematic Design	Unknown	City, Private	Beyond 2028	Project anticipates that acquisition, remediation and demolition will be completed as part of Project # 10.
		Final Design / Engineering	Unknown	City, Private, REDC	Beyond 2028	
		Construction	$50,000,000+	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	Beyond 2028	Costs based on 200,000 square feet of high quality mixed use space plus structured parking for 500 vehicles.
25	Mixed Use Development	Schematic Design	Unknown	City, Private	Beyond 2028	Project anticipates that acquisition, remediation and demolition will be completed as part of Project # 10.
		Final Design / Engineering	Unknown	City, Private, REDC	Beyond 2028	
		Construction	$15,000,000+	City, Private, REDC, TIF, BCP, EDF, NMTC, PILOT	Beyond 2028	Costs based on 100,000 square feet of mixed use commercial/flex industrial space.

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5.4 NON-CAPITAL RECOMMENDATIONS

In addition to significant levels of capital investment within the BOA Study Area, there are a host of non-capital actions required to facilitate neighborhood stabilization and the revitalization of the former Vacuum Oil refinery site. Non-capital actions include recommendations and activities organized into three broad categories:

- Policy and regulatory recommendations;
- Economic development initiatives; and
- Public-private partnerships.

These recommendations include predevelopment actions, public-private coordination efforts, and policy changes recommended to advance revitalization. Also included are administrative actions such as the utilization of site-selection databases and websites and the establishment of marketing/branding initiatives necessary to implement the BOA vision. These recommendations set the stage for BOA Step 3 Implementation activities, and represent near-term recommendations for the City to undertake in tandem with implementation of Phase 1 of the Master Plan.

5.4.1 Policy and Regulatory Recommendations

UPDATE ZONING FRAMEWORK

Current zoning district arrangements will require modification in many instances to encourage and permit development and investment to occur as recommended within the Master Plan. Current R-1 and M-1 zoning along the Genesee River waterfront and Flint Street should be replaced with regulations that will fully leverage the potential for mixed use commercial/retail/residential and water-enhanced or water-dependent development. The application of existing zoning districts found elsewhere within the City's Code should be evaluated. If currently enacted language and regulations lack appropriateness for the Vacuum Oil BOA, new and/or modified language should be created as part of Step 3 Implementation Activities. It is recommended that current R-1 zoning in targeted nodes along South Plymouth at the intersections of Flint Street and Magnolia Street be modified to C-1, Neighborhood Commercial, to attract development that will increase the population, service offerings and foot traffic. These small pockets of activity should permit a greater mix of uses, as well as higher density residential uses.

Prior to the adoption of zoning amendments the City will be required to amend the 2020 Vision Plan for concurrence with the proposed changes, and to complete a Generic Environmental Impact Statement to study potential impacts pursuant to the State Environmental Quality Review Act. Upon completion of these steps, the City and public should have sufficient information to approve potential zoning updates. As part of this process, the City should explore the formation of a Planned Development District for the BOA that will provide the necessary flexibility to advance redevelopment in comprehensive, yet phased approach. Finally, any proposed changes in zoning should be accompanied by a set of design standards to ensure future development is at an appropriate scale within the context of existing residential neighborhoods.

ENFORCE PROPERTY AND BUILDING CODE

Several industrial and residential properties within the BOA sit vacant or abandoned, while others suffer from extreme disinvestment. Property owners have an obligation to maintain their properties in a safe and reasonable manner pursuant to City code. The enforcement of the Code and the ability to hold property owners accountable will prevent blight conditions from worsening. Further, small changes in the appearance of properties, coupled with a visible show of commitment by the City, may improve the attitudes of local residents and potential end users evaluating redevelopment opportunities.

INCREASE POLICE PATROLS

The former Vacuum Oil site north of Flint Street sits almost entirely vacant and/or abandoned. As a result, dumping and trespass have increased, further decreasing the visual appeal of the area and eroding public safety for neighborhood residents. An increased police presence may deter these activities. In addition, the City should seek to include this area within any future Clean Sweep or similar activities to bring attention to the neighborhood and promote an improved quality of life for residents.

5.4.2 Economic Development Initiatives

IDENTIFY AN ECONOMIC CATALYST

The City will need to identify a public, quasi-public or institutional end user to serve as an economic catalyst to attract residents and visitors to the neighborhood, generate demand for neighborhood support services, and gather momentum to facilitate private investor interest. The potential for a major civic use to occupy the ground floor of a rehabilitated 5 Flint Street should be explored to ensure that development leads the remediation process and accelerates the revitalization effort.

CREATE A NEIGHBORHOOD STABILIZATION STRATEGY

The stabilization and rehabilitation of the residential neighborhoods within the BOA Study Area will be a critical element of a sustainable, long-term revitalization strategy. A more detailed understanding of the neighborhood's role and place within the larger residential market should be obtained through the analysis of the existing housing stock and a comparison to currently successful market-driven housing alternatives. The neighborhood stabilization strategy should identify model programs to encourage reinvestment, incentivize single-family home ownership, and promote the recycling and renewal of available housing stock.

NEIGHBORHOOD BRANDING

An important factor in the successful revitalization of the Study Area will be the differentiation of the neighborhood within the larger community. The idea of 'Living by the River' is just one of many possible neighborhood brand identities to attract investment and new residents by promoting the neighborhood as a lifestyle choice. Key themes to be considered for the neighborhood's brand identity include waterfront accessibility, history and culture, and residential diversity.

PLACE NEIGHBORHOOD ON REGIONAL RADAR

The City should coordinate with the Monroe County Industrial Development Agency, the Finger Lake Regional Economic Development Council (FLREDC), and the Empire State Development Corporation to enhance the visibility and familiarity with future development-ready sites within the BOA. The City of Rochester has been actively engaging the FLREDC regarding the redevelopment of the Vacuum Oil BOA, and has made progress in having the project recognized as a priority community development investment within the region. In addition, the City is also seeking to have the Vacuum Oil BOA included as a sustainable economic development project in the Finger Lakes Regional Sustainability Plan. These efforts to expand the reach of the Master Plan beyond the neighborhood to leverage the potential regional benefits of investments in the Study Area should continue. In addition, the City should reach out to organizations such as the New York State Economic Development Council and the Greater Rochester and New York State Association of Realtors to educate local economic developers and real estate agents about investment opportunities within the BOA.

5.4.3 Public-Private Partnerships

LEVERAGE EXISTING HUMAN CAPITAL

The BOA Study Area significantly benefits from the active presence of the Plymouth-Exchange Neighborhood Association (PLEX) and the Sector 4 Community Development Corporation. The City should continue to partner with these community-based-organizations and seek opportunities to support and supplement their neighborhood building and public empowerment efforts. The City should explore a formalized, mutually-beneficial agreement with PLEX and Sector 4 CDC which transfers a significant portion of public outreach activities away from the City and into the hands of these successful organizations. In addition, the arrangement should identify expanded opportunities to promote volunteerism and educational outreach for neighborhood residents.

CONTINUE ENGAGEMENT WITH UNIVERSITY OF ROCHESTER

The University of Rochester (UR), Rochester Institute of Technology (RIT) and Monroe Community College (MCC) represent significant potential partners in the continued revitalization of the PLEX neighborhood. The City should continue to engage these and other institutional partners in dialogue to coordinate and attract investments in support services, housing and quasi-institutional activities to the BOA Study Area. Opportunities include expanded housing options for students, professors, and affordable workforce housing to meet the needs of future employees. In addition, the future development of affordable flex/incubator space within close proximity to both institutional campuses and downtown Rochester could be mutually beneficial for seed-stage and pre-seed-stage technology commercialization derived on-campus, yet realized and implemented in the PLEX neighborhood. The institutional community should also be engaged to enhance the perceptions of the PLEX neighborhood through community building activities. Such activities could include encouraging a graduating class to ‘adopt’ PLEX and partner with local schools and non-profits, such as Sector 4 CDC, to build neighborhood capacity and support volunteerism and educational outreach.

5.5 URBAN RENEWAL DISTRICTS AND MUNICIPAL REDEVELOPMENT PLANS

As part of the BOA Step 3 Implementation Strategy, the City should investigate the establishment of Urban Renewal Districts and/or Municipal Redevelopment Project Areas within the BOA pursuant to General Municipal Law Articles 15 and 18-C, respectively. These enabling laws provide tools for the acquisition, assembly, and redevelopment of blighted or deteriorating areas, including access to varying forms of local, state and federal funding. The City may also seek to establish a concurrent Tax (TIF) or PILOT (PIF) Increment Financing District for surrounding properties to provide revenues for public improvements such as parks, public realm improvements, waterfront infrastructure and roadway extensions. A further discussion of TIF and PIF opportunities is included in Section 6.5.

5.5.1 Urban Renewal Districts

The designation of one or more urban renewal districts in accordance with GMU Article 15 may be required to facilitate property assembly, construct necessary infrastructure improvements, and clear blighted or deteriorating areas for redevelopment in accordance with the BOA Master Plan. The Nomination Study meets several of the required metrics for the establishment of an Urban Renewal Plan pursuant to Article 15 §501-505. In particular, the BOA Master Plan identifies and documents the existing conditions present within the Study Area and provides a recommendation for the reuse, renewal and redevelopment of lands to prevent, arrest and eliminate blighting conditions.

Of particular significance are the statute's conferred powers to acquire lands by eminent domain. However, eminent domain proceedings can be quite costly in terms of time and resources, delaying the implementation of recommendations and hindering investment. Therefore, the use of eminent domain should be considered judiciously and in most instances whereby no other plausible means to implement the Master Plan will prove effective. The formation of an Urban Renewal District also permits the City to establish a concentrated code enforcement program which could be utilized in residential or commercial areas. In addition, monies bonded via the City's urban renewal powers can be utilized for environmental remediation in preparation for development by private interests.

5.5.2 Municipal Redevelopment Project Area

New York State Municipal Redevelopment Law Article 18-C provides the City of Rochester with an additional, flexible tool to organize, facilitate, finance and undertake the rehabilitation and redevelopment of the BOA Study Area. Unlike GMU Article 15, GMU Article 18-C precludes a municipality from acquiring real property on which an existing building is to remain on its present site and in its present form and use unless it requires alteration, improvement or rehabilitation. This may impose a practical limitation on the scope and scale of redevelopment efforts under this statute.

The Nomination Study meets several of the required metrics for the establishment of a Municipal Redevelopment Plan pursuant to Article 18-C §970-B through §970-G. A brief overview of those elements included within the Nomination Study and the identification of elements that will need to be completed as part of the Step 3 Implementation Strategy is included below.

STUDY AREA

The Survey Area has been designated as coterminous with the Brownfield Opportunity Area Boundary as depicted in Map 3 of the Nomination Study.

Figure 15: *Preliminary Municipal Redevelopment Project Area within the existing BOA Study Area Boundary.*

PROJECT AREA

A draft Project Area has been developed for consideration by the City of Rochester as depicted in Figure 15. Sections 4.1 and 5.2 of the Nomination Study provide a relevant discussion of land uses, population densities and design standards to guide the proposed redevelopment plan. The redevelopment and reinvestment in the Project Area would remove and/or rehabilitate blighting structures, provide for the sustainable reinvestment in the neighborhood's housing stock, advance the redevelopment of valuable and underutilized waterfront lands, and increase access to the Genesee River waterfront and other recreational amenities for existing residents. Sections 3.2.2 and 3.5.2 discuss the general conformity of the redevelopment plan with the City's existing zoning code and the 2020 Vision Plan.

The Step 3 BOA Implementation Strategy will need to provide a broader understanding of the impact of the project on the residents of the Project Area and surrounding neighborhood. In addition, a further justification will need to be provided regarding why the redevelopment of the Project Area would not take place organically via the private marketplace without the City's intervention. Finally, a Generic Environmental Impact Statement to satisfy the requirements of the State Environmental Quality Review Act will need to be prepared as part of Step 3.

REDEVELOPMENT PLAN

Section 5.3 of this Nomination Study provides the overall scope and details of the redevelopment plan, including proposed street layouts, building densities, public open spaces and other property devoted to public uses. Section 3 of the Nomination Study provides the existing conditions components of the required neighborhood impact statement, while additional studies as proposed in Step 3 would provide further relevant information regarding potential impacts in terms of relocation, traffic, environmental quality and other matters. Section 4.3 discusses potential Master Plan alternatives and provisions for redevelopment if owners of key properties fail to participate in the redevelopment plan. The Step 3 Implementation Strategy will also need to further identify relevant safeguards to ensure the proper implementation and execution of the plan, in addition to adequate regulatory conditions such as design standards and zoning restrictions. Although Sections 5.3 and 6 provide an overview of potential funding sources and financing mechanisms currently available, the City will be required to prepare a formalized strategy for the expenditure of public monies to undertake and complete actions necessary to carry out redevelopment plan capital projects as proposed in Section 5.3. The potential utilization of tax increment financing as described in Article 18-C §970-O and §970-P should also be further investigated as part of the Step3 Implementation Strategy.

PLAN REVIEW

The Step 3 Implementation Strategy will need to provide for the review of the preliminary Redevelopment Plan by the City's Planning and Zoning departments and the Rochester City School District prior to consideration for adoption by City Council. In addition, the City will be required to conduct at least one public hearing prior to plan adoption to provide opportunities for written and oral comments by the general public on the redevelopment plan.

5.6 MOVING THE MASTER PLAN FORWARD

5.6.1 Advancement to BOA Step 3 Implementation

The City of Rochester has outlined a series of initial tasks associated with the Implementation Strategy (Step 3) of the NYS Brownfield Opportunity Areas Program. Tasks identified by the City are based on findings and recommendations included in the Nomination Study and have been divided into three distinct, yet flexible series' of complementary tasks that advance the implementation of the BOA vision and Master Plan. The proposed tasks encompass a wide range of activities, including environmental investigations, predevelopment due diligence, infrastructure analysis, and refined site-level master planning necessary to limit risk and liability while preparing for and attracting private investment. The City's Step 3 application was submitted in September 2012, totaling $1,450,000 in activities as described below.

PHASE 1: Detailed Analysis and Pre-Development Activities - $580,000

Phase 1 tasks are site specific activities necessary to clearly identify engineering and investment requirements for redevelopment, and provide expanded due diligence prior to the involvement of private sector investors. In addition, these tasks seek to maintain community involvement and public momentum through expanded civic engagement opportunities.

PHASE 2: Infrastructure and Housing Planning and Analysis - $520,000

Phase 2 tasks investigate and prioritize Study Area-wide infrastructure and neighborhood revitalization recommendations and investments.

PHASE 3: Recreation Master Plan and Regulatory Updates - $350,000

Phase 3 tasks add detail to long-term community recreation needs, and provide necessary regulatory updates to facilitate private investment and redevelopment within the Study Area.

5.6.2 PHASE 1: Detailed Analysis and Pre-Development Activities

Task 1.1: Geotechnical Investigations - $80,000

The former Vacuum Oil refinery south of Flint Street was the site of several large structures and holding tanks as part of operations. These structures and tanks were razed in the early 1930s, with foundation remnants evident throughout the Study Area. Several areas of significant filling have been identified, and a thorough evaluation of geotechnical conditions is necessary to understand suitability for redevelopment. In addition, depth to bedrock, the make-up of the soil and the underlying geomorphology along the banks of the Genesee River may be a limiting factor regarding the foundation requirements for future buildings and structures along the waterfront. As part of these geotechnical investigations, the City should also include a feasibility analysis for the utilization of geothermal energy transfer technologies for space heating and cooling. The development of a heating and cooling district within the BOA is a potential economic development incentive which can subsidize costs and lower hydrocarbon energy usage.

Task 1.2: Phase I and Phase II Environmental Site Assessments - $100,000

The City of Rochester currently controls 12 properties on 17.8 acres within the former Vacuum Oil site footprint where environmental contamination related to refinery operations is expected. Initial investigations funded through an EPA assessment grant, City capital funds and private investigations have indicated soil and groundwater impacts to eight properties south of Flint Street. The City is currently utilizing local funds programmed for the Vacuum Oil site to amend previous investigations and complete ASTM Phase I Environmental Site Assessments (ESA) for these eight City-owned parcels south of Flint Street within the footprint of the former refinery. The City requested Step 3 Site Assessment funding to supplement current on-going efforts to complete additional investigation of these City-owned properties, including four Phase I ESA's for properties north of Flint Street and Phase II ESA's for properties north and south of Flint Street pursuant to Phase I findings. Completed assessments per ASTM standards will be a required due diligence effort prior to remediation, redevelopment or reuse of these sites.

Task 1.3: Land Appraisals - $90,000

The BOA Master Plan proposes a significant portion of the property within the footprint of the former Vacuum Oil refinery be redeveloped as mixed-use residential and commercial land uses. In addition, the BOA Master Plan recommends new roadways to improve waterfront accessibility and traffic circulation. The completion of land appraisals for both potential development parcels and portions of properties that may be required for right-of-way locations will be required for budgeting, cost estimating, financing and legal due diligence aspects to implement all future activities within the BOA.

Task 1.4: Floodplain Engineering Assessment and Mitigation Planning - $35,000

Portions of the BOA are within the 100-year floodplain of the Genesee River and lie below its mean water elevation. The BOA Master Plan proposes development within areas impacted by the 100-year flood elevation, requiring an assessment of feasible alternatives for development, potential impacts to the floodplain and the identification of potential mitigation efforts. Information from the geotechnical investigations may also be utilized to inform the flood plain assessment.

Task 1.5: Wetlands and Invasive Species Assessment and Mitigation Planning - $15,000

Portions of the Vacuum Oil BOA Study Area lie below the mean elevation of the Genesee River and were historically crisscrossed by the Genesee Valley Canal and several railroads. The construction of these transportation corridors left depressions and low spots within the BOA, many of which have been vegetated with wetland species. This task will review existing NYSDEC and National Wetlands Inventory mapping and perform a site inspection to identify presence and extent of wetlands on site. In addition, this effort will include the identification of invasive species along the Genesee Riverway Trail and waterfront and develop a scope of work to eradicate noxious species to prepare for landscape enhancements as part of BOA Master Plan implementation efforts.

Task 1.6: Building Condition and Structural Assessments - $35,000

The remaining structures at 5 Flint Street and 920 Exchange Street formerly utilized as parts of the Vacuum Oil refinery are proposed as properties for potential adaptive reuse. The condition of these structures and their suitability for reuse requires further analysis to determine the extent of necessary structural repairs, code compliance improvements and associated costs. This task will include an architectural and structural inspection of the properties, the development of floor plans and elevations, and the completion of costs estimates for proposed improvements to prepare these structures for redevelopment.

Task 1.7: Building Asbestos Surveys - $35,000

Based on their date of construction and high susceptibility to fire, former refinery structures at 5 Flint Street and 920 Exchange Street are expected to contain significant amounts of asbestos-containing materials within utility insulation and the concrete superstructure. A complete building asbestos survey will need to be completed prior to any disturbance or demolition of these structures, including the development of mitigation and air quality monitoring plans to protect the health and safety of the general public.

Task 1.8: Neighborhood Park Site Selection and Conceptual Design - $25,000

A recurring theme throughout the visioning and public participation process was the lack of adequate recreation and community space within the PLEX neighborhood. An existing park located in the northern extent of the BOA is under-programmed, underutilized, and suffers from neglect and misuse. There are no parks or playgrounds located in the central or southern portions of the BOA, requiring residents to walk 15-20 minutes south to Genesee Valley Park West or cross South Plymouth Avenue and down a steep hill to the Flint Street Community Center. National Recreation and Park Association standards for parks and playgrounds suggest that a neighborhood the size of the BOA should have at least one fully functioning playground and two pocket parks. This task will seek to identify an appropriate conceptual design services for an additional park between Flint Street and the extension of Magnolia Street as indicated on the Master Plan.

Task 1.9: Civic Engagement & Neighborhood Branding Initiative - $75,000

The PLEX Neighborhood Association and the Southwest Riverfront Planning Group are local community-based-organizations directly involved in the development of the BOA Master Plan and revitalization of the Study Area. These two organizations are also strong local champions for revitalization and investment within the BOA and the larger PLEX and Southwest neighborhoods. The City intends to coordinate all future civic engagement activities and public participatory efforts through the PLEX Neighborhood Association to continue the successful inclusion of community residents within revitalization efforts. In addition, the City will subcontract with a professional marketing and public relations firm to re-establish a strong brand and community identity for the BOA Study Area that will highlight the positive qualities of living and investing within the neighborhood. The branding initiative is envisioned to generate written, graphic, and multimedia materials for use by the City and neighborhood in promoting the future revitalization of the Study Area.

Task 1.10: Developer Site Evaluation Reports and Pro-formas - $90,000

A primary outcome of the Step 3 BOA Implementation Strategy is the encouragement of private redevelopment of several strategic City-controlled sites within the BOA, particularly within the Vacuum Oil footprint. In an effort to spur developer interest and speed the redevelopment process, the City will complete Site Evaluation Reports for select strategic sites that aggregate extensive data and information pertaining to the condition of the site and its viability as an investment. These reports will be modeled from those currently utilized within the private real estate development industry during the due diligence and investment decision making process. As part of these reports, a model pro-forma will be developed to determine required cash flow, income and anticipated tax implications. Together, the Site Evaluation Reports and pro-formas will be utilized by the City to market the viable redevelopment or reuse of sites within the BOA.

5.6.3 PHASE 2: Infrastructure Analysis and Neighborhood Revitalization Strategies

Phase 2 tasks total $520,000 to investigate and prioritize Study Area-wide infrastructure and neighborhood revitalization recommendations and investments.

Task 2.1: Transportation and Infrastructure Feasibility Studies - $175,000

Several new, rehabilitated or extended roadways are proposed as part of the BOA Master Plan, the planning and design of which will be critical to improve access to the Genesee River waterfront and enhance the development viability for strategic sites. The City will study the feasible alignment, conceptual design and anticipated function of these roadways within the Study Area, including potential impacts to the existing neighborhood. In addition, an analysis of the existing utility infrastructure will be conducted to determine if the current capacity is sufficient to support proposed development density.

Task 2.2: Traffic and Parking Analysis - $40,000

In coordination with feasibility and preliminary design services for new and expanded transportation infrastructure, the City will also conduct an analysis of anticipated traffic and parking impacts within the neighborhood as a result of the complete build-out of the BOA. The analysis will assist in the appropriate sizing, configuration and location of streets and parking areas, and will identify alternatives to meet anticipated parking demands.

Task 2.3: Riverwall Engineering Analysis and Preliminary Design - $135,000

The existing riverwall along the Genesee River shoreline is in poor condition in several locations within the BOA. The City recently completed an analysis and design for riverwall improvement downstream of the Ford Street Bridge, and seeks to extend the planning and design of improvements upstream to assist in the revitalization of the BOA Study Area. This task will include the assessment and analysis of the existing hydraulic, hydrologic and geologic conditions impacting the design and reconstruction of this critical segment of flood protection within the neighborhood.

Task 2.4: Exchange Street Streetscape and Traffic Calming - $90,000

Exchange Street is a primary entry corridor into the BOA Study Area from Downtown and the Ford Street Bridge. As a result, this corridor receives moderate truck traffic for existing industrial businesses and relatively high speed traffic to and from the residential neighborhood. A need for traffic calming along this corridor was a consistent theme during public participation meetings. The City will complete an analysis of existing streetscape and traffic conditions and determine appropriate alternatives to enhance accessibility, safety and aesthetics along the corridor and at primary intersections. The City envisions Exchange Street functioning as a high quality, pedestrian-friendly corridor that links the PLEX Neighborhood and the Vacuum Oil redevelopment to the adjacent Corn Hill and Center City neighborhoods.

Task 2.5: Housing Reinvestment Strategy - $80,000

The City will complete a Housing Reinvestment Strategy to identify a series of recommendations based on several findings from the Nomination Study, including the demographic and market analysis, the findings from priority strategic site selection, and additional recommendations made as part of the infrastructure, land use, zoning and strategic sites analysis. Recommendations for the focused revitalization of neighborhood and housing conditions shall address the following:

- The identification of strategies to spur private reinvestment within the neighborhoods.
- Strategies for managing and overcoming vacant and abandoned housing;
- Strategies for decision making regarding investing limited resources in public infrastructure;
- The identification of how the PLEX neighborhood fits into the surrounding residential marketplace; and
- The development of strategies to promote a mix of housing types for a range of incomes and needs.

5.6.4 PHASE 3: Recreation Master Plan and Regulatory Updates

Phase 3 tasks total $350,000 and add detail to long-term community recreation needs, and provide necessary regulatory updates to facilitate private investment and redevelopment within the Study Area.

Task 3.1: Waterfront Recreation and Public Realm Master Plan - $150,000

The Waterfront Recreation and Public Realm Master Plan will identify, program and conceptually design public space improvements and historic/cultural interpretation opportunities within the BOA. In addition, the Master Plan will be used by the City of Rochester for capital improvement project planning purposes. The BOA Master Plan envisions a transformation of the former Vacuum Oil refinery site into a place for people and a destination within the City. The proposed Waterfront Recreation and Public Realm Master Plan will add significant detail to the programming and design of activity/gathering spaces along the waterfront, including a children's play area, a primary waterfront access point and a canal interpretive feature. The BOA Study Area has a rich industrial and cultural history to be celebrated through the interpretation of sites of local and regional significance. One of the most dramatic opportunities within the Study Area is the potential to physically interpret the former Genesee Valley Canal, including the construction and re-watering of a portion of the historic canal bed. Another potentially significant theme for historic interpretation could be the changing role of the Study Area over time. The Master Plan will explore the establishment of interpretive nodes along the Genesee Riverway Trail indicating important people, places and events and their connection to the City, such as the Camp Fitz-John Porter Civil War site, and remaining portions of the former Vacuum Oil Works which had a notable impact on the automobile industry throughout the world.

Task 3.2: Generic Environmental Impact Statement - $135,000

The City will complete a Generic Environmental Impact Statement (GEIS) to identify potential adverse environmental impacts and mitigation alternatives to expedite future private redevelopment activities. Based upon the results of previous studies conducted throughout the Step 3 program, the GEIS will establish a set of development thresholds for development density, open space, traffic generation and parking as well as examine proposed zoning changes. Future development proposals that meet these criteria will be afforded the opportunity for an expedited review pursuant to the State Environmental Quality Review process.

Task 3.3: Urban Renewal District - $10,000

Utilizing the alternatives and sub area plans developed as part of the Nomination Study pursuant to GMU Article 18-C of the NYS Municipal Redevelopment Law, the City will seek to form an Urban Renewal District pursuant to GMU Article 15 to better position the BOA Study Area for tax, private financing and public funding incentives.

Task 3.4: Zoning Updates and Design Standard for Development - $55,000

As a culminating activity during the Step 3 Implementation Program, the City will codify a set of changes to the existing zoning code and map to reflect the vision for redevelopment within the BOA Study Area, including the creation of a set of graphic-rich design standards that visually depict appropriate design alternatives that meet the spirit and intent of the BOA vision. There are several instances where existing

zoning district arrangements within the BOA Study Area have an adverse impact upon potential revitalization scenarios. Existing Low Density Residential zoning does not fully leverage the neighborhood's potential for higher density housing, mixed use commercial/retail, and water-enhanced or water-dependent development. In addition, the Industrial zoning currently in place within the Vacuum Oil site permits a broad range of activity that conflict with the surrounding residential uses and proposed uses along the Genesee River waterfront. Changes in zoning should be accompanied by a set of design standards to ensure future development maintains an appropriate scale and does not negatively impact adjacent residential neighborhoods.

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SECTION 6: FUNDING

Funding for BOA Master Plan initiatives will come from a host of public and private resources. Timing and levels of public investment will be predicated on numerous issues including the disposition of State and Federal budgets and the regional, State and national economic outlook. However, the overwhelming majority of investment within the BOA will be provided by the private sector. The availability and costs of financing are major factors that dictate the extent and timing of private sector involvement. In addition, the perception of the Study Area and potential costs associated with environmental contamination are also deterring private sector interest. Although near-term public involvement will be required to facilitate investment, the long-term sustainability and financial viability of development within the Study Area will require the ability of projects to persist absent of public subsidies.

It is recognized that a consistent level of public dollars will be required in the beginning stages of implementation to reduce private sector risk and lure investment. As a result, the City should further investigate the establishment of an Urban Renewal District or Municipal Redevelopment Project Area within the BOA and opportunities to leverage funding strategies such as tax increment financing (TIF) pursuant to General Municipal Law Article 18-C §970. The City has commissioned a separate study regarding the potential for tax increment financing (see Appendix F). A brief summary regarding the utilization of the TIF mechanism is included below.

Maintaining momentum developed during the Nomination process is critical to ensuring that revitalization efforts take hold. The PLEX Neighborhood Association has been a key player and partner towards the development of the Master Plan. The ability of the City to bring about meaningful and visible investments and action within the neighborhood will send a strong signal to the community regarding the City's intent to revitalize PLEX. Therefore, the City should identify 'low-hanging fruit' - short-term projects and initiatives that can be accomplished with limited funding to provide maximum impact. The implementation of a few highly visible quick-wins, such as the clearing and grubbing of overgrowth along the Genesee Riverway Trail or the revitalization of the Exchange Street Playground, will signal commitment, activity, and momentum that should translate into continued public and private investment.

Funding for lower cost, high impact projects can come from more traditional sources, such as the New York State Environmental Protection Fund, New York Main Street Program, and the City's portion of Community Development Block Grants. The following provides an overview of available New York State funding resources and the recently enacted regional economic development policy approach promoted by the NYS Governor's Office.

6.1 ECONOMIC DEVELOPMENT FUNDING IN NEW YORK STATE

6.1.1 NYS Regional Economic Development Councils

In 2011, New York State created ten regional economic development councils (REDC) and mandated that each develop a five-year strategy which identifies an overall economic development approach for the region. Each regional strategy is updated annually to promote priority public sector investments and compete for access to a pool of State funding and development support. The use of State economic development funding for public or private sector projects is now directly tied to the advancement and implementation of regional economic development strategies. Funding priority will be given to projects which meet or advance the strategies and goals identified by the corresponding regional economic development council.

The Finger Lakes Regional Economic Development Council (FLREDC) identified four 'umbrella' strategies to promote a unified approach to public and private investment in the nine-county region. Each of the four strategic areas further outlines a series of specific projects that will enhance economic development and competitiveness within the Finger Lakes Region. In particular, the FLREDC identified the investment in communities, industrial development and infrastructure as a priority regional strategy. The revitalization of the PLEX Neighborhood and the Vacuum Oil BOA directly aligns with the goals of this strategy to reinforce the sense of place of existing neighborhoods, promote the adaptive reuse of existing buildings, increase access to affordable housing, and invest in projects that enhance access to water resources.

Each Regional Economic Development Council has a Capital Fund for catalytic projects within the region. The alignment of the BOA Master Plan with the regional economic development strategy will be critical to accessing these and other funds for implementation projects. Further, the ability of the City of Rochester to obtain priority project status for the Vacuum Oil BOA will greatly increase the likelihood of receiving large, potentially 'game-changing' infusions of seed funding for critical activities, such as obtaining comprehensive site control and preparation of lands for development.

***Regional Strategy 4** of the Finger Lakes Regional Economic Development Council Strategic Plan seeks to invest in community, industrial development and infrastructure.*

The revitalization of the PLEX neighborhood and Vacuum Oil BOA directly support the strategy by reinforcing the identity, sense of place and character within PLEX through a focus on adaptive reuse of existing structures, leveraging existing infrastructure, and promoting historic preservation.

6.1.2 Consolidated Funding Application Process

A significant amount of State funding is now procured through the Consolidated Funding Application (CFA) process, an initiative begun in 2011 in concert with the establishment of the regional economic development councils. The CFA process functions as a funding clearinghouse, whereby applicants can apply for multiple sources of traditional funding via a single application. Applications for CFA resources must be reviewed by both the funding agency and the REDC to be scored for compliance with agency and regional goals. The Vacuum Oil BOA Master Plan will require a broad range of capital projects, including waterfront and roadway infrastructure, environmental remediation, building demolition, housing rehabilitation, park and recreational amenities, and the construction of multi-story mixed use structures. These projects have several components which may be eligible for funding via the CFA process.

For 2011 and 2012, the Governor's Office announced a pool of funding from several sources, such as the Environmental Protection Fund (EPF), the Environmental Facilities Corporation (EFC), and the New York State Energy Research and Development Authority (NYSERDA), among others. Funding availability is typically announced once per year in late spring, with application deadlines in July or August.

6.2 STATE FUNDING AND INCENTIVE PROGRAMS

The following is a brief overview of key funding and incentive programs in existence as of 2013 organized by agency and important factors for consideration during the application process.

6.2.1 New York State Department of State

ENVIRONMENTAL PROTECTION FUND

The NYS Environmental Protection Fund (EPF) was created in 1996 as part of a statewide bonding initiative. This fund is utilized by two primary grant programs: the Local Waterfront Revitalization Program (LWRP); and the Parks, Recreation and Historic Preservation Program (OPRHP). Each of these programs will fund improvements up to $400,000, requiring at least a 1:1 match, and state funds cannot equate to greater than 50 percent of the total project cost. Therefore, a project requesting the maximum of $400,000 will be required to have additional resources committed equivalent to $400,000 or more. Funding priority is given to projects within an approved BOA.

Local Waterfront Revitalization Program

The NYSDOS administers LWRP funding, which can be utilized for waterfront improvement projects in conjunction with an approved LWRP document. The ongoing update to the City of Rochester's LWRP should place the City in a strong position to compete for these funds upon and approved document. Funds can be utilized to finalize the design and construction of infrastructure and shoreline improvements and other capital projects such as trails and parks.

Vacuum Oil BOA capital projects, as depicted on Map 17, that should be competitive for this funding program include: riverwall improvements (Project 6); water access improvements (Projects 6 and 7); construction of the large public gathering space at the terminus of Flint Street (Project 21); and development of enhanced trail gateways and interpretive nodes (Projects 12 and 13).

Parks, Recreation and Historic Preservation Program

The Office of Parks, Recreation and Historic Preservation (OPRHP) administers a separate EPF grant program focusing on the acquisition, preservation and construction of park and historic preservation projects. This funding program supports the purchase of property and easements, the construction of public parks, and the preservation of historic resources and structures.

Several projects within the BOA should be a good fit for this funding program, including: development of the new park on portions of 15 Flint Street (Project 9); the revitalization of the Exchange Street Playground (Project 13); and the development of other pocket parks throughout the neighborhood.

Funding programs associated with the EPF are extremely flexible. Applicants can utilize other local, state, and in-kind funds towards their dollar for dollar match, and must be capable of funding the entire project prior to requesting reimbursement.

6.2.2 NYS Office of Community Renewal

NEW YORK MAIN STREET PROGRAM

The New York Main Street (Main Street) Program is funded by the NYS Housing Trust Fund and administered by the Office of Community Renewal. The Main Street Program mainly supports investment in private property. The PLEX Neighborhood Association and the Sector 4 Community Development Corporation would be logical applicants for Main Street funding for façade renovations, tenant space improvements, signage, and wayfinding improvements. The revitalization and reinvestment in existing commercial spaces along South Plymouth Avenue (Project 3) would be an appropriate target area for this funding source. This corridor would also be able to leverage the streetscape component of the funding program, and potentially provide assistance for renovations of 5 Flint Street. Main Street funding is also flexible, yet requires proof of committed investment by other state, federal or private sources. Similar to EPF programs, Main Street is also a reimbursement program, with varying levels of match dependent upon project type.

LOW INCOME HOUSING TAX CREDITS AND NYS HOME

The New York State Department of Housing and Community Renewal provides State Low Income Housing Tax Credits similar to federal HUD tax credits for qualified low to moderate income housing projects. In addition, the NYS HOME program further leverages private investments for the rehabilitation and construction of modern, affordable housing.

6.2.3 NYS Environmental Facilities Corporation

GREEN INNOVATIONS GRANT PROGRAM

The Green Innovation Grant Program (GIGP) is funded and administered by the New York State Environmental Facilities Corporation and funded through the NYS Clean Water Revolving Loan Fund which is capitalized largely through federal support. The GIGP supports projects that incorporate unique ideas for stormwater management, innovative green infrastructure design, and cutting-edge green technologies. GIGP-funded projects range from simple rain gardens to large-scale wastewater treatment sites. Uncontrolled stormwater runoff can overwhelm separate or combined-sewer systems in aging neighborhoods such as PLEX, leading to overflows into streets and homes and pollutants in the Genesee River.

Green infrastructure is used to manage rain where it falls, reducing runoff volume and the need to treat it through conventional piped drainage and water treatment infrastructure, much of which is already at or near capacity. Green infrastructure is a cost-effective and efficient tool that can be utilized along public streets, in parking lots and in small undeveloped portions of lots. There are several opportunities for green infrastructure in the Vacuum Oil BOA, including the proposed Flint Street Waterfront Connector (Project 4), in public parks, and in streetscape and public realm improvements such as the interpretive re-construction of a segment of the former Genesee Valley Canal.

The GIGP program funds up to 90 percent of project costs with no defined maximum yet will only fund the green infrastructure portions of the project. Non-sustainable components will require coverage via other project funding.

6.2.4 NYS Department of Environmental Conservation

BROWNFIELD CLEANUP PROGRAM

In 2004, the establishment of the Brownfield Cleanup Program (BCP) provided tax credits for the remediation and redevelopment of brownfield sites in New York State. These tax credits are further enhanced within Brownfield Opportunity Areas and areas the Empire State Development Corporation has designated as Environmental Zones (EN Zone). The BCP establishes four separate levels of remediation based on final permissible uses and the need for continued engineering controls to protect the public health, safety and welfare; projects that pursue more extensive levels of remediation are eligible for greater tax benefits. Credits cannot be issued prior to the issuance of a Certificate of Completion which certifies remediation activities have been completed per agreement with the NYSDEC. As of January 2013, funding for the BCP will expire in December of 2015. The extensive timeline anticipated for projects entering the BCP to achieve a COC will require the City of Rochester and project partners to move quickly to take advantage of this important source of project financing.

There are three separate tax credits available in the BCP Program:

Brownfield Redevelopment Tax Credit

The brownfield redevelopment tax credit consists of the sum of three separate credit components: (1) site cleanup, (2) groundwater cleanup, and (3) development on a brownfield site. The brownfield redevelopment tax credit is available to taxpayers who incur costs for the remediation or redevelopment of a brownfield site in New York State that is, or will become, a qualified site. Upon completion of the required remediation, the DEC will issue a written Certificate of Completion (COC) to the remedial party. The COC will include the applicable percentages used to determine the amount of the credit. The amount of the brownfield redevelopment tax credit is a percentage of the eligible costs paid or incurred to clean up and redevelop a qualified site. A greater percentage is allowed for sites that are cleaned up to a level that requires no restrictions on use, sites located in a designated EN Zone, and sites located in a BOA. Within the Vacuum Oil BOA, this equates to an additional 10 percent credit.

Remediated Brownfield Credit for Real Property Taxes

A developer who has been issued a COC for a brownfield site, or who has purchased or acquired all or part of a qualified site is allowed a remediated brownfield credit for real property taxes paid. The amount of the credit is 25 percent of the product of the taxpayer's employment factor (a percentage based on the number of persons employed on a qualified site) and the taxpayer's "eligible real property taxes." If the Site is located in an EN Zone the credit is 100 percent of the product of the employment factor and the real property taxes paid.

Environmental Remediation Insurance Credit

This credit is available for premiums paid for Environmental Remediation Insurance up to the lesser of $30,000 or 50 percent of the cost of the premiums.

ENVIRONMENTAL RESTORATION PROGRAM

Under the Environmental Restoration Program (ERP), the State provides grants to municipalities to reimburse up to 90 percent of on-site eligible costs and 100 percent of off-site eligible costs for site investigation and remediation activities. Once remediated, the property may then be reused for commercial, industrial, residential or public use. Applications for this program have not been accepted since 2008 due to a lack of funding, but the 2013-2014 NYS Budget includes approximately $40 million in unencumbered funding from previous years. The ERP is a significant potential source of funding for the City of Rochester to remediate City-owned property within the Vacuum Oil site. The State has indicated that funding priority will be given to projects within an approved BOA.

6.2.5 NYS Empire State Development Corporation

New York State has established several brownfield and economic development programs that incentivize private investment, including the remediation and redevelopment of contaminated properties. The NYS Department of Environmental Conservation's (NYSDEC) Brownfield Cleanup Program (BCP) and Environmental Restoration Program (ERP) provide tax incentives for private development and funding assistance to municipalities for the remediation of contaminated property as long as the entity was not a responsible party to the contamination.

In addition, the NY Empire State Development Corporation has developed the Environmental Zone program, which enhances tax credits available to private development in designated census tracts based on poverty and unemployment levels. The Excelsior Jobs Program (EJP) contains three relevant components which package tax credits for job creation, capital investments, and research and development activities.

ENVIRONMENTAL ZONE PROGRAM

The Empire State Development Corporation established Environmental Zones (EN Zone) as designated areas in which tax credits acquired through the BCP program could be further enhanced as an incentive for developers to remediate property in areas challenged by high poverty and unemployment. All land within the Vacuum Oil BOA is designated as an EN Zone and is available for up to an additional eight percent in credits under the Brownfield Redevelopment Tax Credit.

EXCELSIOR JOBS PROGRAM

Business investment within the Vacuum Oil BOA may qualify for fully refundable tax credits via the Excelsior Jobs Program (EJP). Businesses within the BOA may be eligible for three of the four EJP credits, which can be claimed over a 10 year period. To earn any of the following credits, firms must first meet and maintain the established job and investment thresholds as outlined by the New York Empire State Development Corporation, which include minimum eligibility criteria for jobs, overall investment and benefit-cost ratios.

The Excelsior Jobs Tax Credit

A credit of 6.85 percent of wages per net new job to cover a portion of the associated payroll cost.

The Excelsior Investment Tax Credit

The Investment Tax Credit is valued at two percent of qualified investments in tangible property, such as buildings or structural components of buildings located within New York State that have a useful life in excess of four years. This credit may be taken in tandem with the Investment Tax Credit for investments in research and development property or with brownfield tangible property credit, but not both.

The Excelsior Research and Development Tax Credit

The Research and Development Tax Credit is valued at 50 percent of the Federal Research and Development Credit, up to three percent of total qualified research and development activities conducted in New York State.

To be eligible for inclusion in the EJP, firms must operate in one of seven key industries:

- financial services data center or back office operation;
- manufacturing;
- software development and new media;
- scientific research and development;
- agriculture;
- creation or expansion of back office operations;
- distribution center, or
- an industry with significant potential for private sector growth and development.

OTHER EMPIRE STATE DEVELOPMENT CORPORATION PROGRAMS

Empire State Development Corporation maintains discretionary capital funds in support of statewide economic development initiatives and business investments. This includes development bonds to support significant private sector investments, the Urban and Community Development Program for feasibility and pre-development activities, and the Build Now-NY/Shovel Ready Program, among others.

6.2.6 New York State Energy Research and Development Authority

CLEANER, GREENER COMMUNITIES PROGRAM

The New York Cleaner, Greener Communities Program empowers regions to create more sustainable communities by funding smart growth practices. The Finger Lakes Regional Sustainability Plan (FLRSP) is undergoing draft development as of April 2013, and is being developed through a partnership among public and private experts across a wide range of fields. The FLRSP will recommend implementation projects that will significantly improve the economic and environmental health of the region. These projects will be funded in three rounds of $30 million beginning in 2013. The City should encourage the inclusion of the Vacuum Oil BOA revitalization program within the implementation recommendations as a model for sustainable neighborhood and brownfield redevelopment.

6.3 TRANSPORTATION FUNDING

The most likely means of implementing transportation improvement recommendations identified in the BOA Master Plan will be to seek multiple funding sources, including a combination of public funding from various governmental levels.

6.3.1 Federal Sources

Federal transportation funding for projects associated with road reconstruction or trail development are typically available via the formalized Transportation Improvement Program process coordinated by the Genesee Transportation Council (GTC). This would include Projects:

- 4 - Flint Street Green Infrastructure Improvements;
- 5 - Extension of Luther Circle to Serenity Circle;
- 6 - Trail enhancements along the Genesee Riverway Trail;
- 11 - New road reconstruction;
- 12 - Exchange Street gateway and streetscape improvements;
- 13 - Enhanced Trail Connection and Playground; and
- 14 - Roadway improvements associated with neighborhood redevelopment.

The Federal Government provides funds for transportation projects through various funding programs contained within multi-year federal transportation legislation, with the current appropriations bill referred to as MAP-21, or Moving Ahead for Progress in the 21st Century. MAP-21 is a new two-year federal transportation act that was signed in July 2012 after the expiration of SAFETEA-LU in March 2012. The new act created the Transportation Alternatives Program (TAP) which combines several SAFETEA-LU programs under a single heading, continuing funding support for programs and projects defined as transportation alternatives, including:

- on- and off-road pedestrian and bicycle facilities;
- community improvement projects;
- recreational trail program projects; and
- safe routes to school projects.

MAP-21 also continues the Surface Transportation Program (STP) and the Highway Safety Improvement Program (HSIP) which supply potential federal funding sources for roadway and trail improvements.

SURFACE TRANSPORTATION PROGRAM (STP)

The Surface Transportation Program is a primary core Federal-aid program within MAP-21 utilized for local highway and trail improvement projects. The STP provides flexible funding that may be used for a variety of projects through numerous sub-programs, including all project types eligible for funding under

the Transportation Alternatives Program. STP funds can also be 'Flexed' or transferred to fund multi-modal and transit projects, as approved by GTC. STP funds could support the following activities associated with the Vacuum Oil BOA Master Plan:

- 5 - Extension of Luther Circle to Serenity Circle;
- 11 - New road reconstruction;
- 12 - Exchange Street gateway and streetscape improvements; and
- 14 - Roadway improvements associated with neighborhood redevelopment.

HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

The Highway Safety Improvement Program (HSIP) is a core Federal-aid program with an overall purpose to achieve a significant reduction in traffic fatalities and serious injuries on all public roads through the implementation of infrastructure-related highway safety improvements. HSIP funds must be consistent with the State Strategic Highway Safety Plan. The Exchange Street gateway and streetscape improvements project (Project 12) may be eligible for HSIP funds.:

TRANSPORTATION ALTERNATIVES PROGRAM (TAP)

The Transportation Alternatives Program functions as an umbrella for three separate programs formerly functioning separately under SAFETEA-LU. With some minor exceptions within the Recreational Trails program, all TAP funding requires a 20 percent local match that may be cash or in-kind services.

Transportation Enhancements (TE)

Transportation Enhancements (TE) funds are now included under the Transportation Alternatives Program, and administered by the New York State Department of Transportation (NYSDOT) with assistance in project solicitation and selection being provided by GTC. In order to maximize the use of the available TE funding, this program provides innovative financing alternatives for local matching requirements of 20 percent. TE funds would support the following Projects associated with the Vacuum Oil BOA:

- 4 - Flint Street Green Infrastructure Improvements;
- 6 - Trail enhancements along the Genesee Riverway Trail;
- 11 - New road reconstruction;
- 12 - Exchange Street gateway and streetscape improvements; and

Safe Routes to School (SRTS)

Similar to TE funds, SRTS funds are now included under the TAP umbrella. The SRTS Program provides funding to enable and encourage children, including those with disabilities, to walk and bicycle to school; to make walking and bicycling to school safe and more appealing; and to facilitate the planning, development and implementation of projects that will improve safety, and reduce traffic, fuel

consumption, and air pollution in the vicinity of schools. SRTS funding within the Vacuum Oil BOA would likely be limited to the Flint Street Green Infrastructure Project (Project 4) corridor to a connection with the nearby School 19 west of South Plymouth Avenue.

Recreational Trails (RT)

The Recreational Trails Program provides funding to construct and maintain recreational trails. Each state must establish a State Recreational Trails Advisory Committee that represents both motorized and non-motorized recreational trail users to distribute funds. Of funds distributed to a state, 30 percent must be used for motorized trails, 30 percent must be used for non-motorized trails, and the remaining 40 percent can be used for either type of trail. A typical RT award is $50,000 to $100,000. Recreational Trails funds would support the continued development of the Genesee Riverway Trail and Exchange Street Playground Trail Extension (Projects 6 and 13).

6.4 OTHER FUNDING SOURCES

Several other local and federal funding and financing programs will likely be required to facilitate additional implementation projects. The following is a brief overview of other relevant funding sources to be considered for the revitalization of the BOA Study Area.

- The Monroe County Industrial Development Agency (COMIDA) has a suite of tools to assist private development, including tax exempt bond financing, sales/mortgage tax exemptions, and payment-in-lieu-of-tax (PILOT) exemptions for property taxes. In addition, COMIDA can assist projects through the purchase and sale/leaseback of land, existing facilities and new equipment. Private development projects within the BOA may potentially be eligible for assistance from COMIDA.
- The US EPA's Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training. In addition to direct brownfields funding, EPA also provides technical information on brownfields financing matters. The remediation of 5 Flint Street and 15 Flint Street may be eligible for EPA assistance.
- The City's HUD Community Development Block Grant funding could also be leveraged through the use of the Section 108 Loan Guarantee Program, which ides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects. Section 108 loan commitments are often paired with Economic Development Initiative (EDI) or Brownfield Economic Development Initiative (BEDI) grants, which can be used to pay predevelopment costs of a Section 108-funded project. They can also be used as a loan loss reserve (in lieu of CDBG funds), to write-down interest rates, or to establish a debt service reserve.
- The New Markets Tax Credit Program (NMTC) was established by Congress in 2000 to spur new or increased investments into operating businesses and real estate projects located in low-income communities. The NMTC Program attracts investment capital to low-income communities by permitting individual and corporate investors to receive a tax credit against their Federal income tax return in exchange for making equity investments in specialized financial institutions called Community Development Entities (CDEs). The credit totals 39 percent of the original investment amount and is claimed over a period of seven years. There are several qualified CDEs located in the Rochester region, including the Sector 4 Community Development Corporation which is a significant partner in revitalization for the PLEX neighborhood. Projects 1, 2, 3, 15, 16, 17 and 18 may be capable of obtaining credits through this program.

6.5 TAX AND PILOT INCREMENT FINANCING

6.5.1 Tax Increment Financing

As part of Municipal Redevelopment Law (MRL) GMU-Article 18-C, the State of New York has approved the use of Tax Increment Financing (TIF), which enables municipalities and private entities to borrow capital for significant investments and allocate the proceeds from resultant increases in property tax revenues to cover debt service. Tax increment financing has two primary variations: Project TIFs and Area TIFs. Project TIFs are organized around financing for a single project, utilizing a small TIF district that may coincide with a few properties or even just a few buildings. Area TIFs designate a larger district within the City, and divert the resultant increased tax revenues into district-wide improvements such as infrastructure, parks, museums, and other public or quasi-public amenities.

New York State, through the MRL, permits the establishment of large TIF districts which contain an area suffering from blight or a preponderance of abandoned structures; the Vacuum Oil BOA and in particular the former Vacuum Oil refinery site has a significant amount of structures that have a blighting influence on the community. To take advantage of the potential for TIF to fund a portion of public improvements within the Vacuum Oil BOA, a subarea within the BOA that includes the former Vacuum Oil refinery site should be established as a Redevelopment Project Area. This activity is proposed for Step 3 Implementation, and was included in the City's recent application for project advancement.

6.5.2 PILOT Increment Financing

TIF utilization within New York State remains low due to legal concerns regarding the constitutionality of revenue diversion to repay TIF debt. These concerns have led municipalities and their bond counsels to shy away from the use of TIF as a redevelopment financing mechanism. In many instances, this uncertainty has led municipalities to utilize PILOT (Payment in Lieu of Taxes) Increment Financing, or PIFs, to finance property acquisition, demolition, infrastructure and construction.

The most significant difference between TIF and PIF financing is that PIFs establish a fixed dollar payment to taxing jurisdictions, which eliminates uncertainty for bond underwriting. In addition, a fixed tax payment schedule also provides a greater level of comfort for taxing jurisdictions and developers to project future revenues and expenditures. PIFs also allow for taxing jurisdictions to receive full base year taxes plus an annual increment to partially offset inflationary costs. After the diversion of the fixed 'increment' portion of the taxes to cover debt service, the remaining tax revenue, if any, continues to flow to the taxing jurisdiction. Similar to TIF, PIF can utilize the BOA study area to formulate the PIF District, therefore accelerating the process.

Finally, a significant benefit of PIF over TIF financing within BOA redevelopment projects is the inclusion of a private party to the transaction. Private entities may be eligible for tax credits, which can be utilized as a partial or full reimbursement for PILOT payments. In the Vacuum Oil BOA, the ability

for a private party to access Brownfield Cleanup Program tax credits would be very beneficial to redevelopment.

As part of the BOA Step 3 Implementation Strategy, a refined understanding of available funding mechanisms to implement key catalytic projects will be developed to spur further private investment and revitalization within the City of Rochester. Continued success will require a consistent and up to date understanding of potential funding resources currently available today and those developed in the future.

APPENDIX A: COMMUNITY PARTICIPATION MATERIALS

A-1: Community Participation Plan

A-2: Advisory Committee Meeting Summaries

A-3: Plymouth-Exchange Neighborhood Association Feedback

APPENDIX A-1: COMMUNITY PARTICIPATION PLAN

APPENDIX A-2: ADVISORY COMMITTEE MEETING SUMMARIES

APPENDIX A-3: PLYMOUTH-EXCHANGE NEIGHBORHOOD ASSOCIATION FEEDBACK

APPENDIX B: DEMOGRAPHIC AND MARKET TRENDS ANALYSIS

APPENDIX C: SITE DEVELOPMENT ADVISORS REPORT

In a separate yet related project, the City of Rochester contracted with Hemisphere Advisors LLC on the redevelopment potential of the Vacuum Oil brownfield site and the revitalization of the BOA Study Area. Hemisphere Advisors LLC is a nationally recognized redeveloper and catalyst in bringing new life to vacant, abandoned and environmentally contaminated real estate. The following Appendix represents their findings regarding the redevelopment potential of the Vacuum Oil site and the long-term revitalization of the PLEX neighborhood.

APPENDIX D: BROWNFIELD SITE PROFILE FORMS

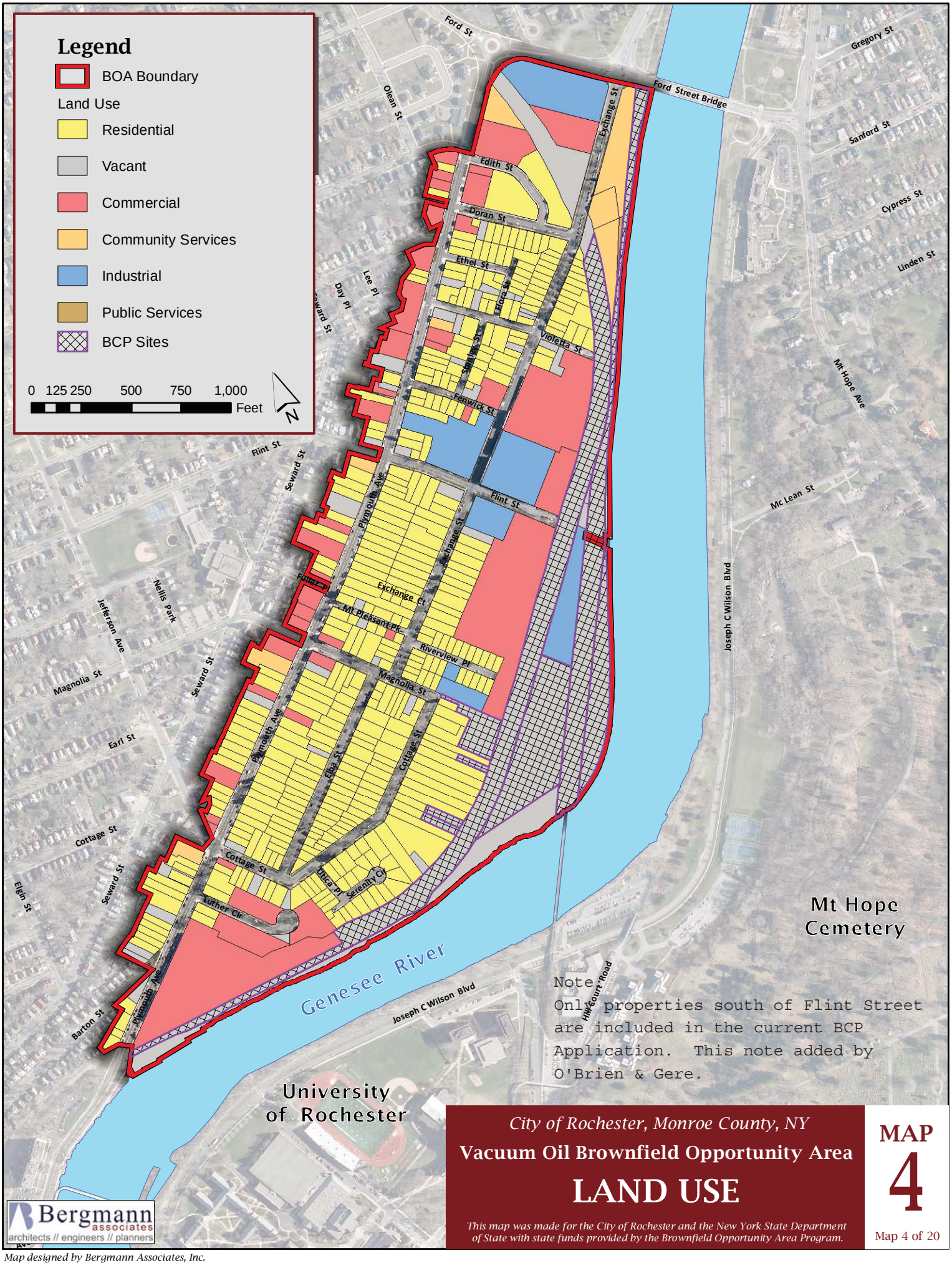
APPENDIX E: MASTER PLAN CONCEPTUAL ALTERNATIVES

APPENDIX F: TAX INCREMENT FINANCING SCOPING ANALYSIS

(Interim Working Draft Report)

Exhibit 4 –

Map 4 – Land Use Map



Map designed by Bergmann Associates, Inc.

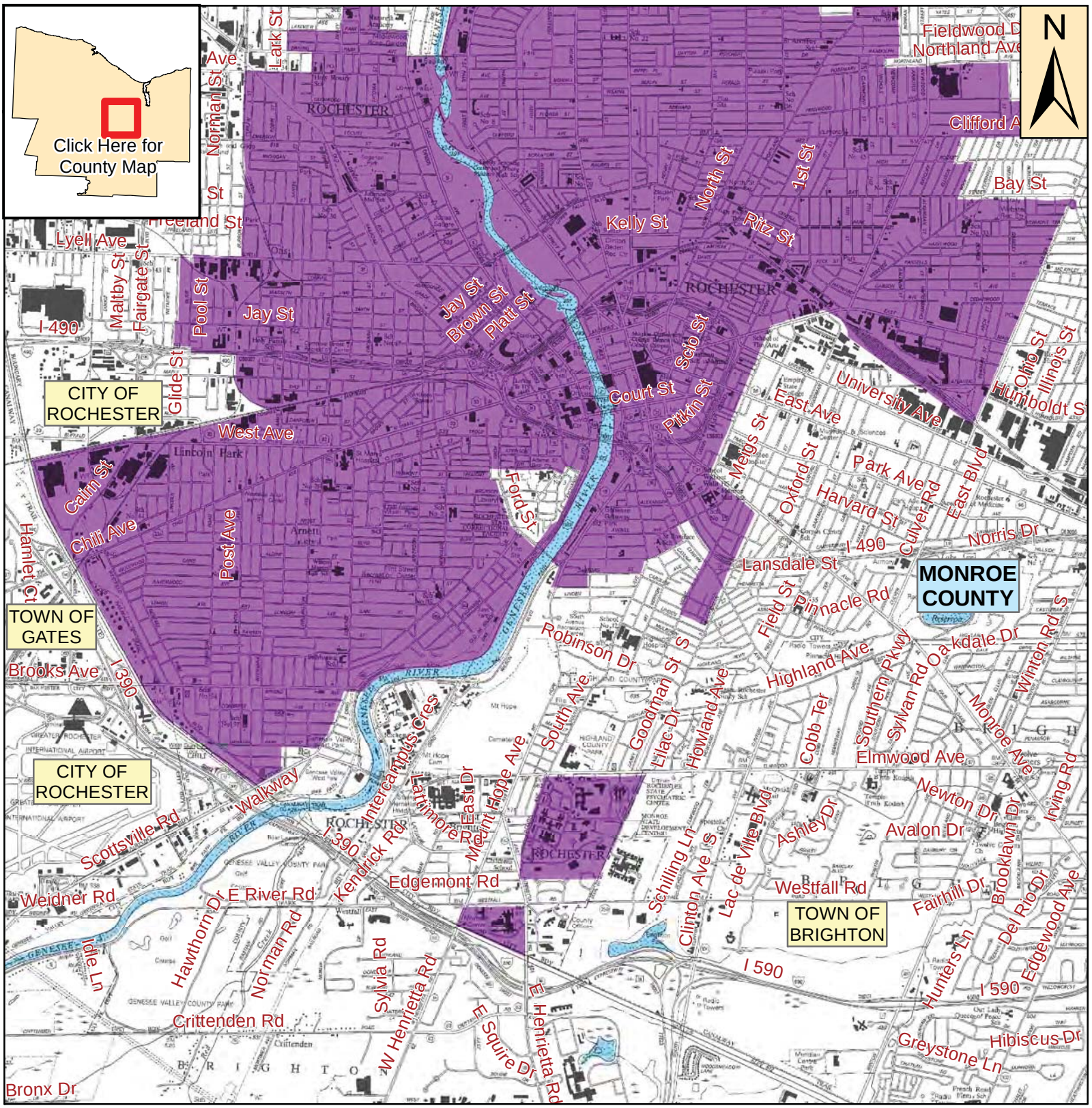
Exhibit 5 –

NYSDEC

Potential Environmental Justice Areas Map

2000 United States Census

Potential Environmental Justice Areas in the City of Rochester (south detail), Monroe County, New York



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NYSDEC does not guarantee the accuracy, completeness, or timeliness of the information shown and shall not be liable for any loss or injury resulting from reliance.

Data Source for Potential Environmental Justice Areas:
U.S. Census Bureau, 2000 U.S. Census

Legend

- Potential EJ Area
- County Boundary
- Waterbodies

For questions about this map contact:
New York State Department of Environmental Conservation
Office of Environmental Justice
625 Broadway, 14th Floor
Albany, New York 12233-1500
(518) 402-8556
ej@gw.dec.state.ny.us

Figures

CITY-OWNED PARCELS	
PARCEL ID	**ADDRESS**
136.21-01-001	1 COTTAGE STREET
136.21-01-003	13 COTTAGE STREET
136.21-01-002	100 RIVERVIEW PLACE
121.70-01-039.1	102 VIOLETTA STREET
121.77-01-086	1320 S.PLYMOUTH AVENUE
136.21-01-004	31 COTTAGE STREET
135.28-02-045	69 COTTAGE STREET
135.28-02-044	75 COTTAGE STREET

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FIGURE 1

N

LEGEND

FORMER VACUUM OIL REFINERY SITE AREA (27 acres)

CITY-OWNED PARCEL (15 acres)

NOTES:
1. TAX PARCELS PROVIDED BY MONROE COUNTY DES, MARCH 2010.
2. PARCEL OWNERSHIP VERIFIED THROUGH THE CITY OF ROCHESTER PROPERTY INFORMATION WEBSITE ON MAY 11, 2010. (http://www.cityofrochester.gov/GIS/)
3. AERIAL IMAGERY PROVIDED BY NYS GIS CLEARINGHOUSE, DATED SPRING 2012.
4. 1320 S.PLYMOUTH AVENUE WAS FORMERLY IDENTIFIED AS 1315 S.PLYMOUTH AVENUE AND TAX PARCEL 135.35-1-18.004.

BROWNFIELD CLEANUP PROGRAM APPLICATION CITY OF ROCHESTER PORTION OF FORMER VACUUM OIL REFINERY 1 AND 13 COTTAGE STREET, 100 RIVERVIEW PLACE, 102 VIOLETTA STREET, AND PORTION OF 1320 S.PLYMOUTH AVENUE ROCHESTER, NEW YORK

SITE LOCATION

0 125 250 500

Feet

AUGUST 2014
11862.49740

O'BRIEN & GERE

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FIGURE 2

N

LEGEND

- SITE AREA (27 acres)
- CITY-OWNED PARCEL (15 acres)
- NYS FRESHWATER WETLAND
- NATIONAL WETLANDS INVENTORY

NOTES:

1. NATIONAL WETLANDS INVENTORY MAPS PRODUCED BY THE U.S. FISH AND WILDLIFE SERVICE (DATA OBTAINED IN MARCH 2010).
2. NYS FRESHWATER WETLANDS PROVIDED BY NYSDEC (DATA OBTAINED IN NOVEMBER 2010) AND IS BASED ON THE NEW YORK STATE FRESHWATER WETLANDS MAPS.
3. TAX PARCELS PROVIDED BY THE MONROE COUNTY DES, MARCH 2010.
4. PARCEL OWNERSHIP VERIFIED THROUGH THE CITY OF ROCHESTER PROPERTY INFORMATION WEBSITE ON MAY 11, 2010. (http://www.cityofrochester.gov/GIS/)
5. AERIAL IMAGERY PROVIDED BY THE NYS GIS CLEARINGHOUSE, APRIL 2009.

BROWNFIELD CLEANUP PROGRAM APPLICATION
CITY OF ROCHESTER
PORTION OF FORMER VACUUM OIL REFINERY
1 AND 13 COTTAGE STREET, 100 RIVERVIEW PLACE, 102 VIOLETTA STREET, AND PORTION OF 1320 S. PLYMOUTH AVENUE
ROCHESTER, NEW YORK

STATE AND FEDERAL WETLANDS

0 100 200 400
Feet

AUGUST 2014
11862.49740

O'BRIEN & GERE

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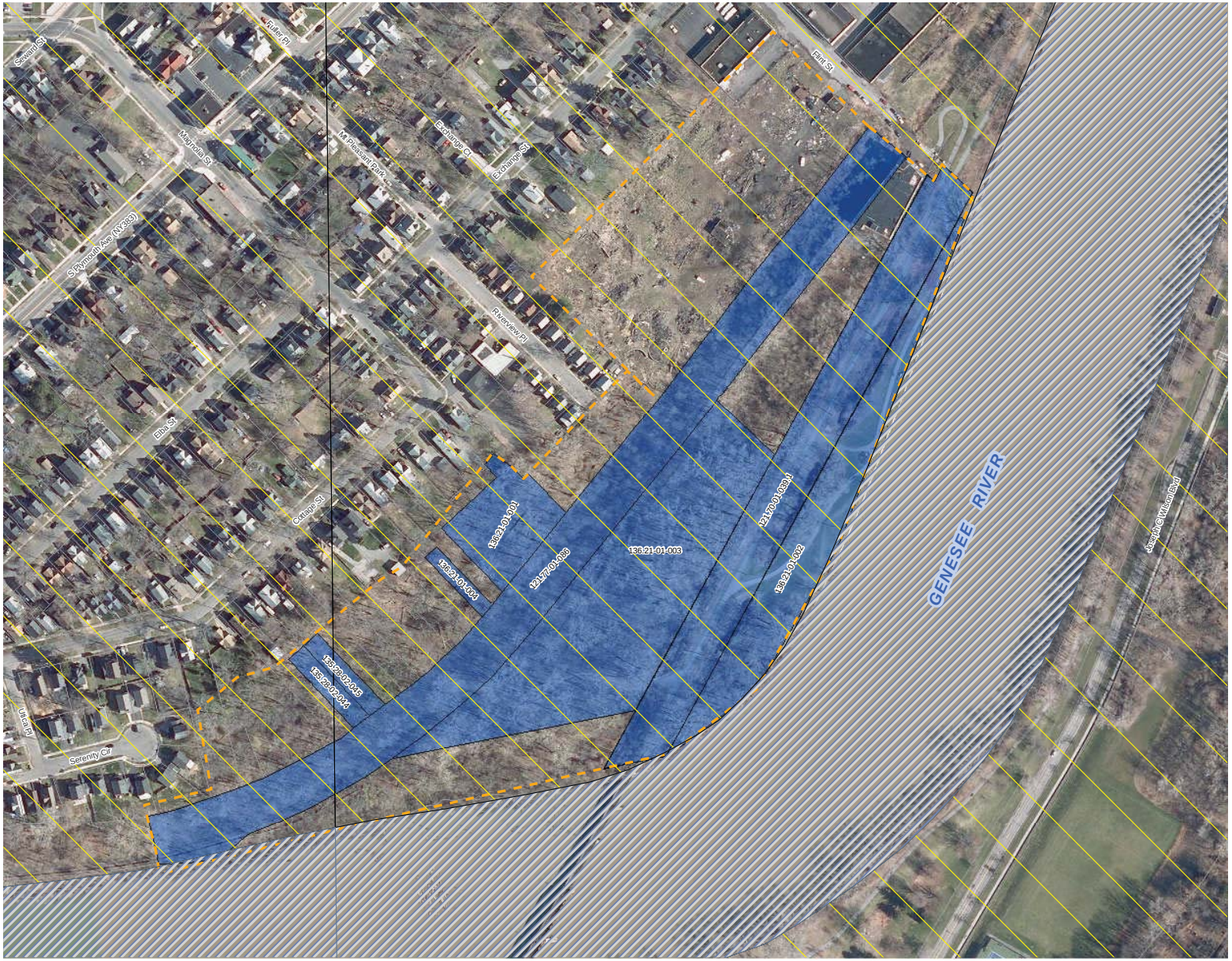


This document was developed in color. Reproduction in B/W may not represent the data as intended.

FIGURE 3

N

LEGEND

- SITE AREA (27 acres)
- CITY-OWNED PARCEL (15 acres)
- FEMA 500-YR FLOOD ZONE
- FEMA 100-YR FLOOD ZONE

NOTES:
1. DATA OBTAINED FROM MONROE COUNTY, NEW YORK FEMA Q3 DIGITAL DATA VIA THE NYSGIS CLEARINGHOUSE WEBSITE. THIS DATA IS DERIVED FROM FLOOD INSURANCE RATE MAPS PUBLISHED BY THE FEMA.
2. TAX PARCELS PROVIDED BY THE MONROE COUNTY DES, MARCH 2010.
3. PARCEL OWNERSHIP VERIFIED THROUGH THE CITY OF ROCHESTER PROPERTY INFORMATION WEBSITE ON MAY 11, 2010. (http://www.cityofrochester.gov/GIS/)
4. AERIAL IMAGERY PROVIDED BY THE NYS GIS CLEARINGHOUSE, APRIL 2009.

BROWNFIELD CLEANUP PROGRAM APPLICATION
CITY OF ROCHESTER
PORTION OF FORMER VACUUM OIL REFINERY
1 AND 13 COTTAGE STREET, 100 RIVERVIEW PLACE, 102 VIOLETTA STREET, AND PORTION OF 1320 S. PLYMOUTH AVENUE
ROCHESTER, NEW YORK

FEMA FLOOD ZONES

0 100 200 400
Feet

AUGUST 2014
11862.49740

O'BRIEN & GERE

Tables

Table 1

Brownfield Cleanup Program Application

SECTION II - Property Information

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Parcel Address	Section No.	Sub-Section No.	Block No.	Lot No.	Approximate Acreage	Latitude	Longitude
1 Cottage Street	136	21	01	001	0.901	43°8' 6.141" N	77° 37' 25.215" W
13 Cottage Street	136	21	01	003	4.000	43°8' 4.823" N	77°37' 21.718" W
31 Cottage Street	136	21	01	004	0.127	43°8' 4.962" N	77°37' 26.477" W
69 Cottage Street	135	28	02	045	0.187	43°8' 3.15" N	77°37' 29.738" W
75 Cottage Street	135	28	02	044	0.182	43°8' 2.888" N	77°37' 30.076" W
100 Riverview Place	136	21	01	002	2.044	43°8' 6.219" N	77°37' 16.471" W
102 Violetta Street	121	70	01	039.1	3.185	43°8' 6.82" N	77°37' 17.37" W
1320 South Plymouth Avenue	121	77	01	086	4.78	43°8' 5.726" N	77°37' 23.204" W

Notes:

1. Total acreage is approximately 15.406 acres.
2. Tax parcel information obtained from Monroe County, New York.
3. 1320 South Plymouth Avenue (Parcel 121.77-01-086) formerly known as 1315 South Plymouth Avenue (Parcel 135.35-01-018.004).

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
1,1-Dichloroethane	VOC	8	µg/kg	TP-3	12/6/1999
1,2,3-Trichlorobenzene	VOC	0.122	mg/kg	SB-060	6/27/2008
1,2,4-Trimethylbenzene	VOC	18,000	µg/kg	B-23	7/28/2008
1,2-Dichlorobenzene	VOC	11	µg/kg	B-19	7/23/2008
1,3,5-Trimethylbenzene	VOC	77	µg/kg	B-22	7/29/2008
2-Butanone (MEK)	VOC	240	µg/kg	TP-1	12/6/1999
2-Methyl-2-pentanone	VOC	620	µg/kg	B-7	7/24/2008
Acetone	VOC	410	µg/kg	B-27	7/21/2008
Benzene	VOC	97	µg/kg	TP-1	12/6/1999
Carbon Disulfide	VOC	3	µg/kg	SB-036	6/23/2008
Chlorobenzene	VOC	0.215	mg/kg	SB-009	6/23/2008
Chloroform	VOC	0.251	mg/kg	SB-071	6/27/2008
cis-1,2-Dichloroethene	VOC	0.0397	mg/kg	SB-041	6/23/2008
Cyclohexane	VOC	76,000	µg/kg	B-27	7/21/2008
Ethylbenzene	VOC	1,500	µg/kg	B-19	7/23/2008
Hexachlorobutadiene	VOC	0.486	mg/kg	SB-060	6/27/2008
Isopropylbenzene	VOC	5,700	µg/kg	B-27	7/21/2008
Methyl Acetate	VOC	200	µg/kg	SB-052	6/26/2008
Methylcylcohexane	VOC	510,000	µg/kg	B-27	7/21/2008
Methylene Chloride	VOC	1,400	µg/kg	TP-1	12/6/1999
Naphthalene	VOC	320,000	µg/kg	TP-2	12/6/1999
n-Butylbenzene	VOC	1,500	µg/kg	B-25B	7/29/2008
n-Propylbenzene	VOC	3,400	µg/kg	B-27	7/21/2008
p-Cymene	VOC	380	µg/kg	B-27	7/21/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
p-Isopropyltoluene	VOC	2.88	mg/kg	SB-046B	6/25/2008
sec-Butylbenzene	VOC	4,800	µg/kg	B-25B	7/29/2008
tert-Butylbenzene	VOC	2,300	µg/kg	B-25B	7/29/2008
Tetrachloroethene	VOC	12	µg/kg	TP-1	7/28/2008
Toluene	VOC	1,400	µg/kg	B-7	7/24/2008
Total 1,2-dichloroethene	VOC	6	µg/kg	TP-3	12/6/1999
Total Petroleum Hydrocarbons	VOC	1,140	mg/kg	MW-1	2/8/2000
Total VOC TICs	VOC	1,018,000	µg/kg	B-27	7/21/2008
Total VOCs	VOC	627,900	µg/kg	B-27	7/21/2008
Total VOCs & VOC TICs	VOC	1,379,550	µg/kg	B-27	7/21/2008
Trichloroethene	VOC	53	µg/kg	TP-1	7/28/2008
Vinyl chloride	VOC	3	µg/kg	B-16	7/22/2008
Xylenes, Total	VOC	6,300	µg/kg	TP-1	12/6/1999
1,1'-Biphenyl	SVOC	67	µg/kg	SB-034	6/30/2008
2,4-Dimethylphenol	SVOC	1.04	mg/kg	SB-039	6/23/2008
2,6-Dinitrotoluene	SVOC	1.05	mg/kg	SB-013	6/16/2008
2-methylnaphthalene	SVOC	110,000	µg/kg	TP-2	12/6/1999
4-Chloroaniline	SVOC	0.209	mg/kg	SB-043	6/24/2008
Acenaphthene	SVOC	3,700	µg/kg	SS-2	12/7/1999
Acenaphthylene	SVOC	170,000	µg/kg	TP-2	12/6/1999
Acetophenone	SVOC	390	µg/kg	SB-052	6/26/2008
Anthracene	SVOC	510,000	µg/kg	TP-2	12/6/1999
Benzidine	SVOC	0.169	mg/kg	SB-062	7/1/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
Benzo(a)anthracene	SVOC	760,000	µg/kg	TP-2	12/6/1999
Benzo(a)pyrene	SVOC	530,000	µg/kg	TP-2	12/6/1999
Benzo(b)fluoranthene	SVOC	480,000	µg/kg	TP-2	12/6/1999
Benzo(g,h,i)perylene	SVOC	280,000	µg/kg	TP-2	12/6/1999
Benzo(k)fluoranthene	SVOC	470,000	µg/kg	TP-2	12/6/1999
Bis(2-Chloroisopropyl)ether	SVOC	0.915	mg/kg	SB-015B	6/26/2008
Bis(2-Ethylhexyl)phthalate	SVOC	1,100	µg/kg	SB-053	6/26/2008
Butyl Benzyl Phthalate	SVOC	230	µg/kg	SB-053	6/26/2008
Butyl Benzyl Phthalate	SVOC	1.48	mg/kg	SB-015B	6/25/2008
Caprolactam	SVOC	2,900	µg/kg	SB-052	6/26/2008
Carbazole	SVOC	170,000	µg/kg	TP-2	12/6/1999
Chrysene (1,2-Benzphenanthrene)	SVOC	710,000	µg/kg	TP-2	12/6/1999
Dibenzo(a,h)anthracene	SVOC	100,000	µg/kg	TP-2	12/6/1999
Dibenzofuran	SVOC	220,000	µg/kg	TP-2	12/6/1999
Diethyl Phthalate	SVOC	110	µg/kg	SB-051	7/1/2008
Dimethyl Phthalate	SVOC	0.709	mg/kg	SB-033	6/23/2008
di-n-Butyl Phthalate	SVOC	69	µg/kg	SB-018	6/26/2008
di-n-Octyl Phthalate	SVOC	130	µg/kg	TP-5	12/6/1999
Fluoranthene	SVOC	1,500,000	µg/kg	TP-2	12/6/1999
Fluorene	SVOC	360,000	µg/kg	TP-2	12/6/1999
Indeno[1,2,3-cd]pyrene	SVOC	280,000	µg/kg	TP-2	12/6/1999
Isophorone	SVOC	0.377	mg/kg	SB-044C	6/30/2008
n-Nitrosodiphenylamine	SVOC	120	µg/kg	SB-052	6/26/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
Pentachlorophenol	SVOC	0.235	mg/kg	SB-021	6/24/2008
Phenanthrene	SVOC	1,600,000	µg/kg	TP-2	12/6/1999
Phenol	SVOC	1.18	mg/kg	SB-076	6/16/2008
Pyrene	SVOC	960,000	µg/kg	TP-2	12/6/1999
Total SVOC TICs	SVOC	2,240,000	µg/kg	TP-2	12/6/1999
Total SVOCs	SVOC	11,540	µg/kg	B-18	7/22/2008
Total SVOCs & SVOC TICs	SVOC	11,548	µg/kg	B-18	7/22/2008
Aluminum	Metals	22,200	mg/kg	TP-5	12/6/1999
Antimony	Metals	33.4	mg/kg	SB-033	6/23/2008
Arsenic	Metals	113	mg/kg	TP-8	12/6/1999
Barium	Metals	828	mg/kg	TP-2	12/6/1999
Beryllium	Metals	2.2	mg/kg	TP-2	12/6/1999
Cadmium	Metals	26.5	mg/kg	SB-034	6/23/2008
Calcium	Metals	167,000	mg/kg	SS-2	12/7/1999
Chromium	Metals	1,810	mg/kg	SB-034	6/27/2008
Cobalt	Metals	11.5	mg/kg	TP-4	12/6/1999
Copper	Metals	37,300	mg/kg	SB-041	6/23/2008
Cyanide	Metals	1.1	mg/kg	TP-3	12/6/1999
Iron	Metals	65,500	mg/kg	TP-8	12/6/1999
Lead	Metals	3,210	mg/kg	SB-033	6/23/2008
Magnesium	Metals	35,800	mg/kg	TP-2	12/6/1999
Manganese	Metals	3,480	mg/kg	TP-2	12/6/1999

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
Mercury	Metals	17.7	mg/kg	SB-043	6/24/2008
Nickel	Metals	1,200	mg/kg	SB-032	6/23/2008
Potassium	Metals	3,400	mg/kg	TP-5	12/6/1999
Selenium	Metals	7.4	mg/kg	SS-2	12/7/1999
Silver	Metals	4.5	mg/kg	SB-033	6/23/2008
Sodium	Metals	824	mg/kg	TP-5	12/6/1999
Vanadium	Metals	60.3	mg/kg	TP-8	12/6/1999
Zinc	Metals	18,900	mg/kg	SB-041	6/23/2008
Aldrin	Pesticides	2.6	µg/kg	TP-1	12/6/1999
gamma Chlordane	Pesticides	170	µg/kg	SS-1	12/7/1999
Heptachlor Epoxide	Pesticides	30	µg/kg	SS-1	12/7/1999
Dieldrin	Pesticides	74	µg/kg	SS-1	12/7/1999
alpha-chlordane	Pesticides	210	µg/kg	SS-1	12/7/1999
beta-BHC	Pesticides	0.113	mg/kg	SB-014	6/19/2008
4,4'-DDE	Pesticides	26	µg/kg	SB-036	6/23/2008
Chlordane	Pesticides	0.263	mg/kg	SB-021	6/24/2008
4,4'-DDD	Pesticides	1.2	µg/kg	SB-050	6/25/2008
alpha-BHC	Pesticides	0.93	µg/kg	SB-070	6/27/2008
Endrin Aldehyde	Pesticides	3.5	µg/kg	SB-070	6/27/2008
gamma-BHC (Lindane)	Pesticides	1.4	µg/kg	SB-070	6/27/2008
delta-BHC	Pesticides	7	µg/kg	SB-041	6/30/2008
4,4'-DDT	Pesticides	35	µg/kg	SB-051	7/1/2008
Endosulfan I	Pesticides	4.3	µg/kg	SB-051	7/1/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
Endosulfan II	Pesticides	8.6	µg/kg	SB-051	7/1/2008
Endrin	Pesticides	10	µg/kg	SB-051	7/1/2008
Methoxychlor	Pesticides	13	µg/kg	SB-051	7/1/2008
Aroclor 1242	PCB	6.8	µg/kg	SB-018	6/26/2008
Aroclor 1248	PCB	0.169	mg/kg	SB-034	6/27/2008
Aroclor 1254	PCB	720	µg/kg	TP-1	7/28/2008
Aroclor 1260	PCB	57	µg/kg	SB-034	6/30/2008
1,1,1-Trichloroethane	VOC	2.4	µg/L	SB-015A	7/9/2008
1,1,2-Trichloroethane	VOC	2	µg/L	MW-1	2/23/2000
1,1-Dichloroethane	VOC	13	µg/L	MW-2	2/23/2000
1,1-Dichloroethene	VOC	2	µg/L	MW-042B	7/9/2008
1,2,4-Trichlorobenzene	VOC	2.2	µg/L	MW-014	7/10/2008
1,2,4-Trimethylbenzene	VOC	916	µg/L	SB-046B	7/9/2008
1,2-Dichloroethane	VOC	2.7	µg/L	MW-034	7/9/2008
1,3,5-Trimethylbenzene	VOC	378	µg/L	SB-046B	7/9/2008
2-Butanone (MEK)	VOC	1,180	µg/L	SB-014	7/9/2008
2-Hexanone	VOC	769	µg/L	SB-014	7/9/2008
2-Methylnaphthalene	VOC	7	µg/L	MW-023	7/10/2008
4-Methyl-2-Pentanone (MIBK)	VOC	176	µg/L	SB-014	7/9/2008
Acetone	VOC	785	µg/L	SB-014	7/9/2008
Benzene	VOC	397	µg/L	SB-046B	7/9/2008
Groundwater					
Carbon Disulfide	VOC	9.7	µg/L	SB-014	7/9/2008
Chlorobenzene	VOC	1.5	µg/L	SB-020	7/9/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Groundwater					
Chloroethane	VOC	18.6	µg/L	SB-046B	7/9/2008
Chloroform	VOC	5.7	µg/L	B-23/MW-15	7/30/2008
Chloromethane	VOC	0.93	µg/L	SB-046B	7/9/2008
cis-1,2-Dichloroethene	VOC	80.4	µg/L	MW-042B	7/9/2008
Cyclohexane	VOC	500	µg/L	MW-2	7/28/2008
Dibromochloromethane	VOC	3.5	µg/L	B-23/MW-15	7/30/2008
Ethylbenzene	VOC	2,350	µg/L	SB-046B	7/9/2008
Isopropylbenzene	VOC	48.1	µg/L	SB-046B	7/9/2008
Methyl tert-Butyl ether	VOC	13.5	µg/L	MW-060B	7/9/2008
Methylcylohexane	VOC	1,400	µg/L	MW-2	7/28/2008
Methylene Chloride	VOC	8	µg/L	MW-1	2/23/2000
Naphthalene	VOC	158	µg/L	SB-014	7/9/2008
n-Butylbenzene	VOC	22.2	µg/L	SB-046B	7/9/2008
n-Propylbenzene	VOC	51.4	µg/L	SB-046B	7/9/2008
p-Isopropyltoluene	VOC	14.2	µg/L	SB-046B	7/9/2008
sec-Butylbenzene	VOC	11	µg/L	SB-046B	7/9/2008
Styrene	VOC	11.6	µg/L	SB-014	7/9/2008
tert-Butylbenzene	VOC	5.6	µg/L	B-23/MW-15	7/30/2008
Toluene	VOC	203	µg/L	SB-068	7/8/2008
Total Petroleum Hydrocarbons	VOC	3.7	mg/L	MW-1	2/23/2000
Total VOC TICs	VOC	1,850	µg/L	MW-2	7/28/2008
Total VOCs	VOC	1,982	µg/L	MW-2	7/28/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Groundwater					
Total VOCs & VOC TICs	VOC	3,832	µg/L	MW-2	7/28/2008
trans-1,2-Dichloroethene	VOC	14	µg/L	MW-12	7/28/2008
Trichloroethene	VOC	60.7	µg/L	MW-042B	7/9/2008
Vinyl chloride	VOC	8.5	µg/L	MW-042B	7/9/2008
Xylenes, Total	VOC	3,830	µg/L	SB-046B	7/9/2008
1,1'-Biphenyl	SVOC	2	µg/L	MW-014	7/10/2008
2,4-Dimethylphenol	SVOC	14.2	µg/L	SB-046B	7/9/2008
2-Methylphenol	SVOC	0.2	µg/L	MW-041	7/8/2008
2-Nitroaniline	SVOC	0.7	µg/L	MW-041	7/8/2008
2-Nitrophenol	SVOC	2	µg/L	MW-041	7/8/2008
4-Chloroaniline	SVOC	18	µg/L	MW-014	7/10/2008
4-Methylphenol	SVOC	2	µg/L	MW-023	7/10/2008
Acenaphthene	SVOC	8.7	µg/L	SB-016C	7/9/2008
Acenaphthylene	SVOC	13	µg/L	MW-5	7/29/2008
Acetophenone	SVOC	6	µg/L	MW-014	7/10/2008
Anthracene	SVOC	28	µg/L	B-22/MW-17	7/30/2008
Benzo(a)anthracene	SVOC	45.7	µg/L	SB-016C	7/9/2008
Benzo(a)pyrene	SVOC	36.8	µg/L	SB-016C	7/9/2008
Benzo(b)fluoranthene	SVOC	33.1	µg/L	SB-016C	7/9/2008
Benzo(g,h,i)perylene	SVOC	22.7	µg/L	SB-016C	7/9/2008
Benzo(k)fluoranthene	SVOC	29	µg/L	SB-016C	7/9/2008
Bis(2-Ethylhexyl)phthalate	SVOC	111	µg/L	SB-009	7/9/2008
Butyl Benzyl Phthalate	SVOC	4	µg/L	MW-069	7/8/2008
Caprolactam	SVOC	34	µg/L	MW-041	7/8/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Groundwater					
Carbazole	SVOC	2	µg/L	MW-034	7/8/2008
Chrysene (1,2-Benzphenanthrene)	SVOC	43.1	µg/L	SB-016C	7/9/2008
Dibenzo(a,h)anthracene	SVOC	8.4	µg/L	SB-0156C	7/9/2008
Dibenzofuran	SVOC	0.6	µg/L	MW-034	7/8/2008
Diethyl Phthalate	SVOC	2.2	µg/L	SB-046B	7/9/2008
di-n-Butyl Phthalate	SVOC	5	µg/L	MW-069	7/8/2008
di-n-Octyl Phthalate	SVOC	8	µg/L	MW-014	7/9/2008
Fluoranthene	SVOC	92	µg/L	SB-016C	7/9/2008
Fluorene	SVOC	22	µg/L	MW-5	7/29/2008
Indeno[1,2,3-cd]pyrene	SVOC	25.9	µg/L	SB-016C	7/9/2008
Nitrobenzene	SVOC	1	µg/L	MW-041	7/8/2008
n-Nitroso-di-n-Propylamine	SVOC	4	µg/L	MW-041	7/8/2008
n-Nitrosodiphenylamine	SVOC	2	µg/L	MW-041	7/8/2008
Pentachlorophenol	SVOC	5	µg/L	MW-041	7/8/2008
Phenanthrene	SVOC	80.9	µg/L	SB-016C	7/9/2008
Phenol	SVOC	7	µg/L	MW-1	2/23/2000
Pyrene	SVOC	79.1	µg/L	SB-016C	7/9/2008
Total SVOC TICs	SVOC	1,250	µg/L	MW-1	2/23/2000
Total SVOCs	SVOC	181	µg/L	MW-5	7/29/2008
Total SVOCs & SVOC TICs	SVOC	203	µg/L	MW-5	7/29/2008
Aluminum	Metals	7,380	µg/L	MW-1	2/23/2000

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Groundwater					
Antimony	Metals	2.2	µg/L	SB-020	7/9/2008
Arsenic	Metals	53.8	µg/L	SB-020	7/9/2008
Barium	Metals	246	µg/L	MW-2	2/23/2008
Beryllium	Metals	0.9	µg/L	SB-017A	7/9/2008
Cadmium	Metals	1.2	µg/L	SB-017A	7/9/2008
Calcium	Metals	212,000	µg/L	MW-1	2/23/2000
Chromium	Metals	25.6	µg/L	SB-017A	7/9/2008
Cobalt	Metals	6.3	µg/L	MW-1	2/23/2000
Copper	Metals	34.1	µg/L	SB-017A	7/9/2008
Iron	Metals	21,700	µg/L	MW-1	2/23/2000
Lead	Metals	123	µg/L	SB-017A	7/9/2008
Magnesium	Metals	76,200	µg/L	MW-1	2/23/2000
Manganese	Metals	1,730	µg/L	MW-2	2/23/2000
Mercury	Metals	0.23	µg/L	MW-3	2/23/2000
Nickel	Metals	46.1	µg/L	SB-017A	7/9/2008
Potassium	Metals	10,700	µg/L	MW-3	2/23/2000
Selenium	Metals	38.3	µg/L	MW-027	7/9/2008
Silver	Metals	0.99	µg/L	SB-069	7/8/2008
Sodium	Metals	152,000	µg/L	MW-3	2/23/2000
Thallium	Metals	4.5	µg/L	SB-014	7/9/2008
Vanadium	Metals	12	µg/L	MW-1	2/23/2000
Zinc	Metals	274	µg/L	MW-3	2/23/2000
4,4'-DDD	Pesticides	0.046	µg/L	MW-041C	7/9/2008
4,4'-DDE	Pesticides	0.02	µg/L	MW-023	7/10/2008

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Groundwater					
4,4'-DDT	Pesticides	0.066	µg/L	MW-034	7/8/2008
Aldrin	Pesticides	0.14	µg/L	MW-014	7/9/2008
alpha-BHC	Pesticides	0.4	µg/L	MW-014	7/9/2008
beta-BHC	Pesticides	0.27	µg/L	MW-014	7/9/2008
delta-BHC	Pesticides	0.19	µg/L	MW-014	7/9/2008
Dieldrin	Pesticides	0.2	µg/L	MW-014	7/9/2008
Endosulfan II	Pesticides	0.039	µg/L	MW-014C	7/9/2008
Endrin	Pesticides	0.14	µg/L	MW-041C	7/9/2008
gamma-BHC (Lindane)	Pesticides	0.014	µg/L	MW-023	7/10/2008
Heptachlor	Pesticides	0.19	µg/L	MW-014	7/10/2008
Heptachlor Epoxide	Pesticides	0.19	µg/L	MW-041C	7/9/2008
Methoxychlor	Pesticides	0.084	µg/L	MW-034	7/8/2008
y-Chlordane	Pesticides	0.14	µg/L	MW-014	7/9/2008
Aroclor 1248	PCB	1.6	µg/L	MW-014	7/9/2008
Aroclor 1261	PCB	0.13	µg/L	MW-034	7/9/2008
Soil Gas					
Naphthalene	VOC	86	ng	G6	11/4/1999
1,1,1-Trichloroethane	VOC	980	ng	C3	11/4/1999
1,1-Dichloroethane	VOC	62	ng	C3	11/4/1999
1,2,4-Trimethylbenzene	VOC	2,100	ng	F5	11/4/1999
1,3,5-Trimethylbenzene	VOC	860	ng	F5	11/4/1999
Ethylbenzene	VOC	240	ng	B3	11/4/1999
Tetrachloroethene	VOC	54	ng	D3	11/4/1999
Toluene	VOC	66	ng	K7	11/4/1999

Table 2A

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Known Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil Gas					
TPH Volatiles	VOC	53,000	ng	F5	11/4/1999
Trichloroethene	VOC	27	ng	C3	11/4/1999
Xylene (total)	VOC	3,100	ng	F5	11/4/1999

Notes:

1. Historical analytical data obtained from the following reports provided by the City of Rochester and New York State Department of Environmental Conservation (NYSDEC):
   a. Site Investigation Report Former Vacuum Oil Company Site #828089P, Rochester, Monroe County, prepared by Frank Sowers, P.E., NYSDEC, dated March 2001.
   b. Historic and Current Site Conditions Report, Former Vacuum Oil Refinery Site, prepared by AMEC Earth & Environmental, Inc. (AMEC) dated June 13, 2005.
   c. Data Summary Package, Phase II ESA Subsurface Investigation, Former Vacuum Oil Refinery Site, 15 Flint Street, Rochester, New York, prepared by LaBella Associates, P.C., dated October 2008.
   d. Project Oversight Management Plan Services Report Former Vacuum Oil Refinery Site Rochester, New York NYSDEC Spill No. 0370583, DEQ PSA Agreement No. 031534, prepared by O'Brien & Gere, dated October 10, 2008.
   e. Subsurface Investigation Summary Report, Former Vacuum Oil Company Refinery Area, prepared by Roux, dated January 12, 2009.
2. VOC = volatile organic compounds.
3. SVOC = semi-volatile organic compounds.
4. PCB = polychlorinated biphenyl.
5. µg/kg = micrograms per kilogram.
6. µg/L = microgram per liter.
7. ng = nanogram.
8. mg/kg = milligrams per kilogram.
9. mg/L = milligrams per liter.

Table 2B

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Suspected Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
1,1-Dichloroethene	VOC	<6,600	µg/kg	B-27	7/21/2008
1,2,4-Trichlorobenzene	VOC	<6,600	µg/kg	B-27	7/21/2008
1,3-Dichlorobenzene	VOC	<6,600	µg/kg	B-27	7/21/2008
1,4-Dichlorobenzene	VOC	<6,600	µg/kg	B-27	7/21/2008
2-Hexanone	VOC	<33,000	µg/kg	B-27	7/21/2008
4-Methyl-2-Pentanone	VOC	<710	µg/kg	SB-052	6/26/2008
Chloroethane	VOC	<6,600	µg/kg	B-27	7/21/2008
trans-1,2-Dichloroethene	VOC	<6,600	µg/kg	B-27	7/21/2008
2,2'-oxybis(1-Chloropropane)	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2,4,5-Trichlorophenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2,4,6-Trichlorophenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2,4-Dichlorophenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2,4-Dinitrophenol	SVOC	<21,000	µg/kg	SB-036	6/23/2008
2,4-Dinitrotoluene	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2-Chloronaphthalene	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2-Chlorophenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2-Methylphenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008
2-Nitroaniline	SVOC	<21,000	µg/kg	SB-036	6/23/2008
2-Nitrophenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008
3,3'-Dichlorobenzidine	SVOC	<11,000	µg/kg	SB-036	6/23/2008
3-Nitroaniline	SVOC	<21,000	µg/kg	SB-036	6/23/2008
4,6-Dinitro-2-Methylphenol	SVOC	<21,000	µg/kg	SB-036	6/23/2008
4-Bromophenyl Phenyl Ether	SVOC	<11,000	µg/kg	SB-036	6/23/2008
4-chloro-3-Methylphenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008

Table 2B

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Suspected Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Soil					
4-Chlorophenyl Phenyl Ether	SVOC	<11,000	µg/kg	SB-036	6/23/2008
4-Methylphenol	SVOC	<11,000	µg/kg	SB-036	6/23/2008
4-Nitroaniline	SVOC	<21,000	µg/kg	SB-036	6/23/2008
4-Nitrophenol	SVOC	<21,000	µg/kg	SB-036	6/23/2008
Atrazine	SVOC	<11,000	µg/kg	SB-036	6/23/2008
Benzaldehyde	SVOC	<11,000	µg/kg	SB-036	6/23/2008
bis(2-Chloroethoxy)Methane	SVOC	<11,000	µg/kg	SB-036	6/23/2008
bis(2-chloroethyl)ether	SVOC	<11,000	µg/kg	SB-036	6/23/2008
Hexachlorobenzene	SVOC	<11,000	µg/kg	SB-036	6/23/2008
Hexachlorocyclopentadiene	SVOC	<11,000	µg/kg	SB-036	6/23/2008
Hexachloroethane	SVOC	<11,000	µg/kg	SB-036	6/23/2008
Nitrobenzene	SVOC	<11,000	µg/kg	SB-036	6/23/2008
n-Nitroso-di-n-Propylamine	SVOC	<11,000	µg/kg	SB-036	6/23/2008
Toxaphene	SVOC	<11,000	µg/kg	SB-036	6/23/2008
Groundwater					
1,1,2,2-Tetrachloroethane	VOC	<20	µg/L	MW-023	7/10/2008
1,2-Dibromo-3-Chloropropane	VOC	<20	µg/L	MW-023	7/10/2008
1,2-Dibromoethane	VOC	<20	µg/L	MW-023	7/10/2008
1,2-Dichlorobenzene	VOC	<20	µg/L	MW-023	7/10/2008
1,2-Dichloropropane	VOC	<20	µg/L	MW-023	7/10/2008
1,3-Dichlorobenzene	VOC	<20	µg/L	MW-023	7/10/2008
1,4-Dichlorobenzene	VOC	<20	µg/L	MW-023	7/10/2008
Bromodichloromethane	VOC	<20	µg/L	MW-023	7/10/2008
Bromoform	VOC	<20	µg/L	MW-023	7/10/2008

Table 2B

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Suspected Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Groundwater					
Bromomethane	VOC	<20	µg/L	MW-023	7/10/2008
Carbon Tetrachloride	VOC	<20	µg/L	MW-023	7/10/2008
Chlorinated Fluorocarbon (freon 113)	VOC	<20	µg/L	MW-023	7/10/2008
cis-1,3-Dichloropropylene	VOC	<20	µg/L	MW-023	7/10/2008
Dichlorodifluoromethane	VOC	<20	µg/L	MW-023	7/10/2008
Hexachlorobutadiene	VOC	<5	µg/L	MW-014	7/9/2008
Methyl Acetate	VOC	<20	µg/L	MW-023	7/10/2008
p-Cymene	VOC	<200	µg/L	B-23/MW-15	7/30/2008
Tetrachloroethene	VOC	<20	µg/L	MW-023	7/10/2008
trans-1,3-Dichloropropylene	VOC	<20	µg/L	MW-023	7/10/2008
Trichlorofluoromethane	VOC	<20	µg/L	MW-023	7/10/2008
2,2'-oxybis(1-Chloropropane)	SVOC	<5	µg/L	MW-014	7/10/2008
2,4,5-Trichlorophenol	SVOC	<5	µg/L	MW-014	7/10/2008
2,4,6-Trichlorophenol	SVOC	<5	µg/L	MW-014	7/10/2008
2,4-Dichlorophenol	SVOC	<5	µg/L	MW-014	7/10/2008
2,4-Dinitrophenol	SVOC	<10	µg/L	MW-014	7/9/2008
2,4-Dinitrotoluene	SVOC	<5	µg/L	MW-014	7/10/2008
2,6-Dinitrotoluene	SVOC	<5	µg/L	MW-014	7/10/2008
2-Chloronaphthalene	SVOC	<5	µg/L	MW-014	7/10/2008
2-Chlorophenol	SVOC	<5	µg/L	MW-014	7/10/2008
3,3'-Dichlorobenzidine	SVOC	<5	µg/L	MW-014	7/10/2008
3-Nitroaniline	SVOC	<10	µg/L	MW-014	7/9/2008
4,6-Dinitro-2-Methylphenol	SVOC	<10	µg/L	MW-014	7/9/2008
4-Bromophenyl Phenyl Ether	SVOC	<5	µg/L	MW-014	7/9/2008

Table 2B

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Suspected Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date
Groundwater					
4-chloro-3-Methylphenol	SVOC	<5	µg/L	MW-014	7/10/2008
4-Chlorophenyl Phenyl Ether	SVOC	<5	µg/L	MW-014	7/10/2008
4-Nitroaniline	SVOC	<10	µg/L	MW-014	7/9/2008
4-Nitrophenol	SVOC	<10	µg/L	MW-014	7/9/2008
Atrazine	SVOC	<5	µg/L	MW-014	7/10/2008
Benzaldehyde	SVOC	<5	µg/L	MW-014	7/10/2008
bis(2-Chloroethoxy)Methane	SVOC	<5	µg/L	MW-014	7/10/2008
bis(2-chloroethyl)ether	SVOC	<5	µg/L	MW-014	7/10/2008
Dimethyl Phthalate	SVOC	<5	µg/L	MW-014	7/9/2008
Hexachlorobenzene	SVOC	<5	µg/L	MW-014	7/10/2008
Hexachlorocyclopentadiene	SVOC	<5	µg/L	MW-014	7/10/2008
Hexachloroethane	SVOC	<5	µg/L	MW-014	7/10/2008
Isophorone	SVOC	<5	µg/L	MW-014	7/10/2008
Toxaphene	SVOC	<4.7	µg/L	MW-014	7/9/2008

Table 2B

Brownfield Cleanup Program Application

SECTION VII, Part 2 - Sampling Data, Part 3 - Suspected Contaminants

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Contaminant Name	Contaminant Category	Maximum Concentration	Units	Sample Location ID	Sample Date

Notes:

1. Historical analytical data obtained from the following reports provided by the City of Rochester and New York State Department of Environmental Conservation (NYSDEC):
   a. Site Investigation Report Former Vacuum Oil Company Site #828089P, Rochester, Monroe County, prepared by Frank Sowers, P.E., NYSDEC, dated March 2001.
   b. Historic and Current Site Conditions Report, Former Vacuum Oil Refinery Site, prepared by AMEC Earth & Environmental, Inc. (AMEC) dated June 13, 2005.
   c. Data Summary Package, Phase II ESA Subsurface Investigation, Former Vacuum Oil Refinery Site, 15 Flint Street, Rochester, New York, prepared by LaBella Associates, P.C., dated October 2008.
   d. Project Oversight Management Plan Services Report Former Vacuum Oil Refinery Site Rochester, New York NYSDEC Spill No. 0370583, DEQ PSA Agreement No. 031534, prepared by O'Brien & Gere, dated October 10, 2008.
   e. Subsurface Investigation Summary Report, Former Vacuum Oil Company Refinery Area, prepared by Roux, dated January 12, 2009.
2. VOC = volatile organic compounds.
3. SVOC = semi-volatile organic compounds.
4. PCB = polychlorinated biphenyl.
5. µg/kg = micrograms per kilogram.
6. µg/L = microgram per liter.
7. ng = nanogram.
8. mg/kg = milligrams per kilogram.
9. mg/L = milligrams per liter.
10. < = Value is less than laboratory reporting limits and is considered Not-Detected.
11. Several suspected contaminants with low laboratory detection limits, and considered not-detected, are not listed herein.

Table 3

Brownfield Cleanup Program Application
SECTION VII, Part 6 - List of Previous Property Owners
Portion of Former Vacuum Oil Refinery
City of Rochester, New York

Parcel Address	Previous Owner Name	Previous Operator Name	Last Known Address of Owner	Last Known Telephone Number for Owner	Lask Known Telephone Number for Operator	Relationship to City of Rochester
1 Cottage Street						
	Charles F. Wadsworth	--	1 Cottage Street	--	--	None
	Martin Brimmer	--	1 Cottage Street	--	--	None
	George W. Fisher	--	1 Cottage Street	--	--	None
	Mary Rice	--	1 Cottage Street	--	--	None
	Ellen Mardon A/K/A Ellen Marden	--	1 Cottage Street	--	--	None
	Mary Mardon	--	1 Cottage Street	--	--	None
	Helen Mardon Reid	--	1 Cottage Street	--	--	None
	James H. Reid	--	1 Cottage Street	--	--	None
	William Henry Mardon	--	1 Cottage Street	--	--	None
	Adelaide Reed	--	1 Cottage Street	--	--	None
	The Western NY Nursery Company	The Western NY Nursery Company	1 Cottage Street	--	--	None
	Johannah Rogers	--	1 Cottage Street	--	--	None
	John Franklin Dale	--	1 Cottage Street	--	--	None
	City of Rochester	--	City Hall, 30 Church Street, Rochester, New York 14614	(585) 428-6649	--	Self
13 Cottage Street						
	ASA Sprague	--	13 Cottage Street	--	--	None
	George R. Clark, as Executor	--	13 Cottage Street	--	--	None
	Henry S. Redfield	--	13 Cottage Street	--	--	None
	George B. Smith	--	13 Cottage Street	--	--	None
	Henry B. Smith	--	13 Cottage Street	--	--	None
	Henry C. Roberts	--	13 Cottage Street	--	--	None
	Harvey P. Langworthy	--	13 Cottage Street	--	--	None
	Sarah S. Langworthy	--	13 Cottage Street	--	--	None
	Hiram B. Everest	Vacuum Oil Company	13 Cottage Street	--	--	None
	ExxonMobil Oil Corporation as Successor in interest to Vacuum Oil Company	Vacuum Oil Company	5959 Las Colinas Boulevard, Irving, Texas 75039	(972) 444-1000	(972) 444-1000	None
	ExxonMobil Oil Corporation as Successor in interest to Vacuum Oil Company, Inc.	Vacuum Oil Company, Inc.	5959 Las Colinas Boulevard, Irving, Texas 75039	(972) 444-1000	(972) 444-1000	None
	ExxonMobil Oil Corporation as Successor in interest to Socony-Vacuum Oil Company	Vacuum Oil Company	5959 Las Colinas Boulevard, Irving, Texas 75039	(972) 444-1000	(972) 444-1000	None
	Genesee Valley Canal Railroad Co. (Leasee)	--	Rochester, New York	--	--	None
	Rochester Scrap Bailing Corp.	--	13 Cottage Street	--	--	None
	Herman H. Schwartz	--	13 Cottage Street	--	--	None
	Philip M. Liebschutz	--	13 Cottage Street	--	--	None
13 Cottage Street						
	George Clancy Carting Co., Inc.*	--	8 Circle Street, Rochester, New York 14607	(716) 473-3120	--	None
	George M. Clancy	--	13 Cottage Street	--	--	None
	Jacob Ark as Executor and Trustee	--	13 Cottage Street	--	--	None
	Frank J. Goodwin	--	13 Cottage Street	--	--	None
	University of Rochester	--	University of Rochester, Rochester, New York 14627	--	--	None
31 Cottage Street						
	John Abbs	--	31 Cottage Street	--	--	None
	Mary Sailer	--	31 Cottage Street	--	--	None
	Mary Sailer Krenzer	--	31 Cottage Street	--	--	None
	Margaret Sailer	--	31 Cottage Street	--	--	None
	Geo. L. Sailer, as Executor	--	31 Cottage Street	--	--	None
	Peter W. Sailer	--	31 Cottage Street	--	--	None
	City of Rochester	--	City Hall, 30 Church Street, Rochester, New York 14614	(585) 428-6649	--	Self

Table 3

Brownfield Cleanup Program Application
SECTION VII, Part 6 - List of Previous Property Owners
Portion of Former Vacuum Oil Refinery
City of Rochester, New York

Parcel Address	Previous Owner Name	Previous Operator Name	Last Known Address of Owner	Last Known Telephone Number for Owner	Lask Known Telephone Number for Operator	Relationship to City of Rochester
69 Cottage Street						
	John Abbs	--	69 Cottage Street	--	--	None
	Thomas J. Aldridge	--	69 Cottage Street	--	--	None
	Cornelia A. Jardine	--	69 Cottage Street	--	--	None
	John Jardine	--	69 Cottage Street	--	--	None
	Joseph W. Fox	--	69 Cottage Street	--	--	None
	Frances Fox	--	69 Cottage Street	--	--	None
	City of Rochester	--	City Hall, 30 Church Street, Rochester, New York 14614	(585) 428-6649	--	Self
75 Cottage Street						
	John Abbs	--	75 Cottage Street	--	--	None
	William Fuller	--	75 Cottage Street	--	--	None
	John Smith	--	75 Cottage Street	--	--	None
	James Goodman	--	75 Cottage Street	--	--	None
	Frances Goodman	--	75 Cottage Street	--	--	None
	Frederick B. Durand	--	75 Cottage Street	--	--	None
	Albert Goodman	--	75 Cottage Street	--	--	None
	Joseph Goodman	--	75 Cottage Street	--	--	None
75 Cottage Street						
	Charles Goodman	--	75 Cottage Street	--	--	None
	Frances Fox	--	75 Cottage Street	--	--	None
	City of Rochester	--	City Hall, 30 Church Street, Rochester, New York 14614	(585) 428-6649	--	Self
100 Riverview Place						
	James Kidd	--	100 Riverview Place	--	--	None
	Samuel H. Ransom	--	100 Riverview Place	--	--	None
	Henry H. Bevier A/K/A H.H. Bevier	--	100 Riverview Place	--	--	None
	George L. Cornwell	--	100 Riverview Place	--	--	None
	Francis G. Worcester	--	100 Riverview Place	--	--	None
	Board of Supervisors Monroe Co.	Vacuum Oil Company	100 Riverview Place	--	(972) 444-1000	None
	James L. Hotchkiss	--	100 Riverview Place	--	--	None
	Rodman W. Sanborn	--	100 Riverview Place	--	--	None
	Leah L. Hotchkiss	--	100 Riverview Place	--	--	None
	Leah L. Drury	--	100 Riverview Place	--	--	None

Table 3

Brownfield Cleanup Program Application
SECTION VII, Part 6 - List of Previous Property Owners
Portion of Former Vacuum Oil Refinery
City of Rochester, New York

Parcel Address	Previous Owner Name	Previous Operator Name	Last Known Address of Owner	Last Known Telephone Number for Owner	Lask Known Telephone Number for Operator	Relationship to City of Rochester
100 Riverview Place						
	Howard M. Woods	--	100 Riverview Place	--	--	None
	Leon H. Sturman	--	100 Riverview Place	--	--	None
	Frank J. Goodwin	--	100 Riverview Place	--	--	None
	University of Rochester	--	University of Rochester, Rochester, New York 14627	(585) 275-2121	--	None
	City of Rochester	--	City Hall, 30 Church Street, Rochester, New York 14614	(585) 428-6649	--	Self
102 Violetta Street						
	Rochester and Genesee Valley Railroad Company	Rochester and Genesee Valley Railroad Company; Buffalo, New York and Erie Railroad; Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Erie-Lackawanna Railroad Company Attica Branch	Erie-Lackawanna Railroad Company Attica Branch, Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Erie Railroad Company (Leasee)	Erie Railroad Company, Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Consolidated Rail Corporation	Consolidated Rail Corporation	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000	None
	Rochester Urban Renewal Agency		Rochester, New York	--	--	None
	Freeman Clarke & wife	--	102 Violetta Street	--	--	None
	William Hunt	--	102 Violetta Street	--	--	None
	Fred Ealls	--	102 Violetta Street	--	--	None
	John Ripson & wife	--	102 Violetta Street	--	--	None
	Samuel & Sophia Marson	--	102 Violetta Street	--	--	None
	* Livingston	--	102 Violetta Street	--	--	None
	Daniel Powers	--	102 Violetta Street	--	--	None
	Sidney O. Dan*	--	102 Violetta Street	--	--	None
	J.D. McClaskey	--	102 Violetta Street	--	--	None
	David Catheart et al*	--	102 Violetta Street	--	--	None
	* Williams	--	102 Violetta Street	--	--	None
	Stephen Charles	--	102 Violetta Street	--	--	None
	Cathy Strong*	--	102 Violetta Street	--	--	None
	Theodore Dewitt*	--	102 Violetta Street	--	--	None
	Jacob Anderson	--	102 Violetta Street	--	--	None
	Richard Peart	--	102 Violetta Street	--	--	None
	City of Rochester	--	City Hall, 30 Church Street, Rochester, New York 14614	(585) 428-6649	--	Self

Table 3

Brownfield Cleanup Program Application
SECTION VII, Part 6 - List of Previous Property Owners
Portion of Former Vacuum Oil Refinery
City of Rochester, New York

Parcel Address	Previous Owner Name	Previous Operator Name	Last Known Address of Owner	Last Known Telephone Number for Owner	Lask Known Telephone Number for Operator	Relationship to City of Rochester
1320 South Plymouth Avenue (Formerly 1315 South Plymouth Avenue)						
	Rochester Athletic Assn.	--	1320 South Plymouth Avenue	--	--	None
	Genesee Valley Canal Railroad Company	Genesee Valley Canal Railroad Company, Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Buffalo New York and Philadephia Railway Company	Buffalo New York and Philadephia Railway Company, Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Pennsylvania and Rochester Railroad	Pennsylvania and Rochester Railroad, Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Western New York Pennsylvania Railway Company	Western New York Pennsylvania Railway Company, Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Pennsylvania Railroad Company (Leasee)	Pennsylvania Railroad Company, Vacuum Oil Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000, (972) 444-1000	None
	Penndel Company	Penndel Company	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000	None
	Consolidated Rail Corporation	Consolidated Rail Corporation	1717 Arch Street, Philadelphia, PA 19103	(215) 209-2000	(215) 209-2000	None
	State of New York	--	NYS State Capitol Building, Albany, New York	(518) 474-8390	--	None
	The People of the State of NY	--	1320 South Plymouth Avenue	--	--	None
	City of Rochester	--	City Hall, 30 Church Street, Rochester, New York 14614	(585) 428-6649	--	Self

Notes:
1. * = Historical Deed text is not fully legible.
2. Several other Deed documents reviewed are not fully legible to read grantee/grantor name(s) and/or the Site parcel they are associated with, and as such, the list presented herein may not be necessarily complete.
3. Deeds researched from 1866 to present.
4. As noted in the December 2012 Phase I ESA Report, 102 Violetta Street has incorrectly listed residential uses in the past. As such, some of the individuals listed at 102 Violetta Street may not be associated with the Site Parcel.
5. Owners listed above are not necessarily in sequential order.
6. Last known addresses and telephone numbers were obtained using Google Search Engine for those entities that were able to be located.

Table 4

Brownfield Cleanup Program Application

SECTION VIII - Contact List Information

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Site Contact List (SCL)

	Name	Address
(i) Monroe County Chief Executive Officer	Maggie Brooks	110 County Office Building, 39 W. Main Street, Rochester, NY 14614
Monroe County Planning Manager	Thomas Goodwin	8100 City Place, 50 W. Main Street, Rochester, NY 14614
City of Rochester Planning & Zoning Director	C. Mitchell Rowe	Division of Zoning, City Hall - Room 125B, Rochester, NY 14614
(ii) Residents, Owners, and Occupants		
10 Utica Place	Renee C Runyan	259 Benton Street, Rochester, NY 14620
24-26 Magnolia Street	Donita A Mayes	100 Clifton Street, Rochester, NY 14611
11 Serenity Circle	Cooper Jadine	11 Serenity Circle, Rochester, NY 14608
14 Utica Place	Maria Miller	PO Box 60201, Rochester, NY 14606
12 Utica Place	Jean M Wall-Anderson	12 Utica Place, Rochester, NY 14608
97 Cottage Street	Portia Westfall	97 Cottage Street, Rochester, NY 14608
18 Riverview Place	Katherine Shields	18 Riverview Place, Rochester, NY 14608
17 Cottage Street	Baljit Singh	17 Cottage Street, Rochester, NY 14608
17 Serenity Circle	Margaret Moyd	17 Serenity Circle, Rochester, NY 14608
20 Magnolia Street	Phillips Process Co.	20 Magnolia Street, Rochester, NY 14608
48 Riverview Place	Agnes Sample & Lisa Post	48 Riverview Place, Rochester, NY 14608
24 Riverview Place	Darrin Alker	24 Riverview Place, Rochester, NY 14608
25 Serenity Circle	Celeste Giles	25 Serenity Circle, Rochester, NY 14608
29 Cottage Street	Nora D Rowland	29 Cottage Street, Rochester, NY 14608
940 Exchange Street	City of Rochester	30 Church Street, Rochester, NY 14614
7 Flint Street	City of Rochester	30 Church Street, Rochester, NY 14614
31 Cottage Street	City of Rochester	30 Church Street, Rochester, NY 14614
69 Cottage Street	City of Rochester	30 Church Street, Rochester, NY 14614
75 Cottage Street	City of Rochester	30 Church Street, Rochester, NY 14614
1 Cottage Street	City of Rochester	30 Church Street, Rochester, NY 14614
100 Riverview Place	City of Rochester	30 Church Street, Rochester, NY 14614
13 Cottage Street	City of Rochester	30 Church Street, Rochester, NY 14614
28-30 Magnolia Street	Alex Massachi	PO Box 18341, Rochester, NY 14618
102 Violetta Street	City of Rochester	30 Church Street, Rochester, NY 14614
32 Riverview Place	Roderick Jones	32 Riverview Place, Rochester, NY 14608

Table 4

Brownfield Cleanup Program Application

SECTION VIII - Contact List Information

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Site Contact List (SCL)

	Name	Address
33 Serenity Circle	Jose & Larracuente M Navarro	33 Serenity Circle, Rochester, NY 14608
37-39 Cottage Street	Grosvenor Richardson	37 Cottage Street, Rochester, NY 14608
38 Riverview Place	Michael Valente	38 Riverview Place, Rochester, NY 14608
3 Cottage Street	Susan Goodwin	104 Atkinson Street, Rochester, NY 14608
41 Serenity Circle	Terrence Ricks	41 Serenity Circle, Rochester, NY 14608
45 Cottage Street	Errol E Hunt	45 Cottage Street, Rochester, NY 14608
55 Cottage Street	Errol E Hunt	45 Cottage Street, Rochester, NY 14608
23 Cottage Street	Jessica Doucette	45 Northrup Place, Buffalo, NY 14214
33 Cottage Street	Jessica Doucette	45 Northrup Place, Buffalo, NY 14214
45 Riverview Place	Mangold LLC	106 Stratford Lane, Rochester, NY 14612
73 Cottage Street	Mark Alfieri	1303 Westage at the HBR, Rochester, NY 14617
28 Riverview Place	Harbor Town Properties	PO Box 67097, Rochester, NY 14617
21 Riverview Place	Harbor Town Properties	PO Box 67097, Rochester, NY 14617
5 Serenity Circle	Barbara L Thomas	5 Serenity Circle, Rochester, NY 14608
37 Riverview Place	Kenneth Kelbough	50 Marlborough Road, Rochester, NY 14619
51 Riverview Place	Linda M Viale	51 Riverview Place, Rochester, NY 14608
55 Riverview Place	Mary Etta Nix	55 Riverview Place, Rochester, NY 14608
63 Cottage Street	Minnie McNair	550 Clarissa Street, Rochester, NY 14608
56 Riverview Place	Alan B Williams	56 Riverview Place, Rochester, NY 14608
59 Cottage Street	Joseph P Schenk	4463 Naples Street, Atlanta, NY 14808
1300 South Plymouth Avenue	Riverview Equity 1 LLC	6105 Transit Road STE 140, East Amherst, NY 14051
5 Flint Street	One Flint Street LLC	620 Park Ave, Suite 185, Rochester, NY 14607
67 Cottage Street	Laurence J Champoux	67 Cottage Street, Rochester, NY 14608
68 Luther Circle	Rochester HSG Authority	675 W Main Street, Rochester, NY 14611
79 Cottage Street	Martin & Rosetta Coker	79 Cottage Street, Rochester, NY 14608
15 Flint Street	One Flint Street LLC	620 Park Ave, Suite 185, Rochester, NY 14607
89 Cottage Street	Carol Arieno	89 Cottage Street, Rochester, NY 14608
9 Cottage Street	Joe L Bradford	9 Cottage Street, Rochester, NY 14608
22 Flint Street	Foodlink Foundation Inc.	936 Exchange Street, Rochester, NY 14608

Table 4

Brownfield Cleanup Program Application

SECTION VIII - Contact List Information

Portion of Former Vacuum Oil Refinery

City of Rochester, New York

Site Contact List (SCL)

	Name	Address
85 Cottage Street	Evon M Dunham	590 Lake Shore Drive, Hilton, NY 14468
27-31 Riverview Place	David & Knoll David Skinner	969 South Plymouth Avenue, Rochester, NY 14608
52 Riverview Place	David C Knoll	969 South Plymouth Avenue, Rochester, NY 14608
Cottage Street	State of New York	A E Smith Office Building, Albany, NY 12236
Cottage Street	State of New York	A E Smith Office Building, Albany, NY 12236
Cottage Street	State of New York	A E Smith Office Building, Albany, NY 12236
42 Riverview Place	Peter J Mangold	PO Box 16393, Rochester, NY 14616
41 Riverview Place	Joseph L Lovejoy Jr	PO Box 25572, Rochester, NY 14625
17 Riverview Place	Daniel Litwak	PO Box 67097, Rochester, NY 14617
(iii) Local News Media	13WHAM-TV	4225 West Henrietta Road, Rochester, NY 14623
	NEWS 10NBC	191 East Avenue, Rochester, New York 14604
	WROC-TV Channel 8	201 Humboldt Street, Rochester, NY 14610-1093
	WHAM 1180	1700 HSBC Plaza, 100 Chestnut Street, Rochester, NY 14604
	WYSL 1040	5620 South Lima Road, Avon, NY 14414-0236
	The Democrat and Chronicle Media Group	55 Exchange Boulevard, Rochester, NY 14614
(iv) Public Water Supplier	Monroe County Water Authority	475 Norris Drive, P.O. Box 10999, Rochester, NY 14610-0999
(v) Person(s) requested to be placed on SCL	Not Applicable	Not Applicable
(vi) Administrator School/Daycare	Dr. Charles T. Lunsford, School No. 19	465 Seward Street, Rochester, NY 14608
	ABC Headstart	640 Jefferson Avenue, Rochester, NY 14611
Document Repository	Phillis Wheatley Community Library	33 Dr Samuel McCree Way, Rochester, NY 14608

Notes:

1. The Phillis Wheatley Community Library is owned and operated by the City of Rochester and will be used as the document repository.

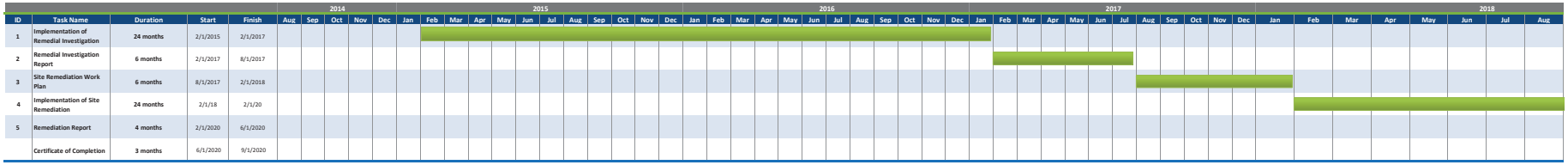
Attachment 1 – Section VII Part 1 Environmental Reports (provided on DVD within O'Brien & Gere's December 2012 Phase I Environmental Site Assessment Report) and includes the following reports:

- *Site Investigation Report Former Vacuum Oil Company Site #828089P, Rochester, Monroe County*, dated March 2001, prepared by NYSDEC
- *Project Oversight Management Plan Services Report, Former Vacuum oil Refinery Site Rochester, New York NYSDEC Spill No. 0370583, DEQ PSA Agreement No. 031534*, dated October 10, 2008, prepared by O'Brien & Gere.
- *Subsurface Investigation Summary Report, Former Vacuum Oil Company Refinery Area*, dated January 12, 2009, prepared by Roux Associates, Inc.
- *Phase I Environmental Site Assessment Report, 1, 13, 31, 69, and 75 Cottage Street, 100 Riverview Place, 102 Violetta Street, and 1315 S. Plymouth Avenue, Rochester, New York*, dated December 2012, prepared by O'Brien & Gere.

Attachment 2 –

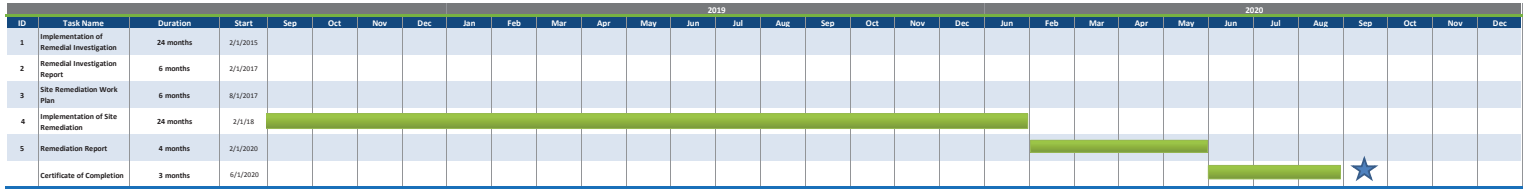
Estimated Project Schedule

City of Rochester
Brownfield Cleanup Program - Former Vacuum Oil Refinery
Rochester, New York



ID	Task Name	Duration	Start	Finish
1	Implementation of Remedial Investigation	24 months	2/1/2015	2/1/2017
2	Remedial Investigation Report	6 months	2/1/2017	8/1/2017
3	Site Remediation Work Plan	6 months	8/1/2017	2/1/2018
4	Implementation of Site Remediation	24 months	2/1/18	2/1/20
5	Remediation Report	4 months	2/1/2020	6/1/2020
	Certificate of Completion	3 months	6/1/2020	9/1/2020

City of Rochester
Brownfield Cleanup Program - Former
Rochester, New York



ID	Task Name	Duration	Start
1	Implementation of Remedial Investigation	24 months	2/1/2015
2	Remedial Investigation Report	6 months	2/1/2017
3	Site Remediation Work Plan	6 months	8/1/2017
4	Implementation of Site Remediation	24 months	2/1/18
5	Remediation Report	4 months	2/1/2020
	Certificate of Completion	3 months	6/1/2020

Attachment 3 –

Library Acknowledgement Letter

O'BRIEN & GERE

August 1, 2014

Re: Document Repository
FILE: 11862 / 49740

The Phillis Wheatley Community Library agrees to be the document repository for the City of Rochester Brownfield Cleanup Program project for the Former Vacuum Oil Refinery Site.

Acknowledged by: Lori Frankunas
(signature)

Print Name: Lori Frankunas

Date: 8/01/14