Webinar

Rochester, NY: A Virtual Advisory Services Panel

Date: June 10, 2021

00:00:04 --> 00:00:08: Thank you everyone for being here with us once more.
00:00:08 --> 00:00:11: I understand that over the past.
00:00:11 --> 00:00:15: Three days, you've done a tremendous amount of work on
00:00:15 --> 00:00:17: behalf of the City of Rochester,
00:00:17 --> 00:00:20: and I just want to thank you all now for
00:00:20 --> 00:00:23: the great work that you've done for the time that
00:00:23 --> 00:00:27: you spent for the expertise and knowledge that you've brought
00:00:27 --> 00:00:31: to this project, and. To the you know,
00:00:31 --> 00:00:34: to the area that we that we now and have
00:00:34 --> 00:00:38: for a long time known as Bull said it's as
00:00:38 --> 00:00:42: we've discussed a very special place in Rochester,
00:00:42 --> 00:00:46: both in its history and its present,
00:00:46 --> 00:00:48: and so, with your help,
00:00:48 --> 00:00:51: we expect it to then be a very special place
00:00:52 --> 00:00:53: into the future.
00:00:53 --> 00:00:56: So thank you all for being here.
00:00:56 --> 00:00:59: We look forward to hearing.
00:00:59 --> 00:01:03: You are comments. We look forward to your.
00:01:03 --> 00:01:08: Expertise to help us as we go forward with this
00:01:08 --> 00:01:08: area.
00:01:08 --> 00:01:13: And we look forward to taking your information back to
00:01:13 --> 00:01:15: the rest of our department,
00:01:15 --> 00:01:20: business and housing development to the rest of our division,
00:01:20 --> 00:01:25: neighborhood and business development, and to the to the overall
00:01:25 --> 00:01:28: city of Rochester and all of our other partners.
00:01:28 --> 00:01:31: So thank you very much and you can,
00:01:31 --> 00:01:34: I believe, at this point begin.
00:01:36 --> 00:01:38: Well, thank you very much.

00:01:38 --> 00:01:42: Dayna, thank you for those generous words of introduction now
00:01:42 --> 00:01:44: on behalf of my colleagues.
00:01:44 --> 00:01:49: We appreciate really the opportunity to share the richness of
00:01:49 --> 00:01:53: Rochester and specifically to share in the richness of the
00:01:53 --> 00:01:57: Bulls Head neighborhood and so thank you for inviting us.
00:01:57 --> 00:02:00: We just want to let you know that we don't
00:02:00 --> 00:02:02: take these invitations lightly.
00:02:02 --> 00:02:05: What I like to do at the onset here is
00:02:05 --> 00:02:07: take about 5 minutes.
00:02:07 --> 00:02:09: Briefly introducing what you who you are.
00:02:09 --> 00:02:12: I is why we're here and how we approach our
00:02:12 --> 00:02:13: work.
00:02:13 --> 00:02:16: And then after that I'm going to turn it over
00:02:16 --> 00:02:19: to my colleagues who are going to speak.
00:02:19 --> 00:02:25: Specifically on their observations, as well as their recommendations.
00:02:25 --> 00:02:26: Next slide, please.
00:02:30 --> 00:02:33: So starting with the Urban Land Institute,
00:02:33 --> 00:02:37: the Urban Land Institute is a multidisciplinary real estate and
00:02:38 --> 00:02:42: land use membership organization that's been around for awhile.
00:02:42 --> 00:02:44: It's been around since 1936,
00:02:44 --> 00:02:49: has about 45 thousand members globally.
00:02:49 --> 00:02:51: Its mission really is to shape.
00:02:51 --> 00:02:56: The future of the built environment for transformative impact in
00:02:56 --> 00:02:58: communities worldwide.
00:02:58 --> 00:03:00: Why does a lot of things like research,
00:03:00 --> 00:03:03: sharing best practices through forums,
00:03:03 --> 00:03:07: publishing books, organizing and conducting meetings,
00:03:07 --> 00:03:10: an they direct outreach programs like this panel program,
00:03:10 --> 00:03:14: the Advisory Services panel program like the one that we're
00:03:14 --> 00:03:17: going to report out on today next slide?
00:03:19 --> 00:03:24: Now, as to the advisory services panels.
00:03:24 --> 00:03:27: The Value Services program has been one of the oldest
00:03:27 --> 00:03:32: mission based outreach programs at Eli having been around since
00:03:32 --> 00:03:33: 1947,
00:03:33 --> 00:03:34: and it served since 1947.
00:03:34 --> 00:03:40: / 700 communities and helping them find independent strategic and
00:03:40 --> 00:03:45: practical solutions for some of their most challenging an intractable

00:03:45 --> 00:03:47: problems and issues.
00:03:47 --> 00:03:47: Next
00:03:49 --> 00:03:53: in what we're doing today for for some of you
00:03:53 --> 00:03:54: who don't know,
00:03:54 --> 00:03:57: it's fairly special. It's it's a key moment in the
00:03:57 --> 00:04:01: history of the panel program that you lie as we're
00:04:01 --> 00:04:04: rolling out our first economic opportunity panel.
00:04:04 --> 00:04:08: Ulaya sponsoring a series of economic opportunity panels,
00:04:08 --> 00:04:13: really focusing in on African American communities and communities of
00:04:13 --> 00:04:13: color.
00:04:13 --> 00:04:17: The ultimate goal is to attract real estate investment and
00:04:18 --> 00:04:20: capital and hopefully to drive more.
00:04:20 --> 00:04:25: Equitable development, economics and social and environmental resilience outcomes.
00:04:25 --> 00:04:29: So we've been cooperating with the City of Rochester and
00:04:29 --> 00:04:34: Rochester Economic Development Corporation to put on this inaugural panel,
00:04:34 --> 00:04:37: which really is going to focus in on the Bulls
00:04:37 --> 00:04:38: Head neighborhood.
00:04:38 --> 00:04:42: You should know that the work is sponsored and supported
00:04:42 --> 00:04:45: in large part by EU Life Foundation and its members.
00:04:49 --> 00:04:51: So as you know, you don't do things like this.
00:04:51 --> 00:04:54: It's impossible to do things like this alone,
00:04:54 --> 00:04:57: so we want to definitely thank the City of Rochester.
00:04:57 --> 00:05:00: You know, our sponsors. We want to,
00:05:00 --> 00:05:03: as I mentioned earlier, thank you for the invitation.
00:05:03 --> 00:05:06: And then secondly, thank you for your long hours of
00:05:06 --> 00:05:07: research and prep work,
00:05:07 --> 00:05:11: and more importantly, your patience.
00:05:11 --> 00:05:13: Next
00:05:13 --> 00:05:17: we also need to give thanks to those individuals who
00:05:17 --> 00:05:20: who met with us and shared with us their insights,
00:05:20 --> 00:05:24: their hopes, their dreams and their perspectives.
00:05:24 --> 00:05:27: A list of those individuals is on the screen right
00:05:27 --> 00:05:27: now.
00:05:27 --> 00:05:31: We hosted over 14 virtual interview sessions,
00:05:31 --> 00:05:34: meeting with two to three folks you at a time,
00:05:34 --> 00:05:38: so we really appreciate your time and we really appreciate
00:05:38 --> 00:05:41: the attention that you gave to up those sessions.
00:05:41 --> 00:05:42: Next slide.
00:05:45 --> 00:05:47: Man now to our braintrust,

00:05:47 --> 00:05:51: an our esteemed panelists. I personally am honored to be
00:05:51 --> 00:05:55: joined by 5 special colleagues on this panel,
00:05:55 --> 00:06:00: whose expertise range from finance to market research to planning
00:06:00 --> 00:06:03: to architecture to community development.
00:06:03 --> 00:06:07: Each one of them will introduce themselves as they share.
00:06:07 --> 00:06:09: But we have Larry Kraner,
00:06:09 --> 00:06:13: Kimberly Robertson, Antoine, Brian, Ashley Jones,
00:06:13 --> 00:06:16: and Bill Lashbrook. And I'd also like to give a
00:06:16 --> 00:06:19: shout out to Lauren Callahan and David Zehr.
00:06:19 --> 00:06:23: They've supported us as staff as you lie staff through
00:06:23 --> 00:06:26: this whole process and we really appreciate an we are
00:06:26 --> 00:06:29: indebted to them to make sure that we keep this
00:06:29 --> 00:06:32: ship keep this train on the track so we appreciate
00:06:32 --> 00:06:33: you.
00:06:33 --> 00:06:36: Thank you. Next slide.
00:06:36 --> 00:06:40: And before we start. It's going to be important that
00:06:40 --> 00:06:43: we recognize and acknowledge a few things.
00:06:45 --> 00:06:48: 1st. You know, as we all know,
00:06:48 --> 00:06:52: COVID and all these acute social issues have been a
00:06:52 --> 00:06:54: disruptor disrupting our lives,
00:06:54 --> 00:06:55: and for some of us,
00:06:55 --> 00:06:59: just, you know, causing sort of permanent issues and damage.
00:06:59 --> 00:07:02: We also recognize both globally and locally.
00:07:02 --> 00:07:08: The negative impact of urban renewal policy and racial injustice.
00:07:08 --> 00:07:10: In terms of projects like this,
00:07:10 --> 00:07:12: we know and we want you to know that we
00:07:12 --> 00:07:14: recognize that change is difficult,
00:07:14 --> 00:07:17: but in many instances, in order to move forward,
00:07:17 --> 00:07:19: that change will necessarily be necessary.
00:07:19 --> 00:07:22: And we recognize that there's been a lot of past
00:07:22 --> 00:07:25: efforts and some would even submit that those efforts have
00:07:26 --> 00:07:28: been protracted over a long period of time.
00:07:28 --> 00:07:32: But we've noticed that there's been some progress that we've
00:07:32 --> 00:07:33: moved the needle,
00:07:33 --> 00:07:36: and yet there is still a long way to go.
00:07:36 --> 00:07:39: Most important to us is this notion of being able
00:07:39 --> 00:07:43: to be in a position to challenge old thinking.
00:07:43 --> 00:07:47: Old systems in old symbols that act as impediments and
00:07:47 --> 00:07:48: keep us behind.
00:07:48 --> 00:07:50: And the flip side of that,

00:07:50 --> 00:07:54: however, is being able to understand and recognize and give
00:07:54 --> 00:07:59: value to those historic legacies similar to the Underground Railroad
00:07:59 --> 00:08:04: that we believe would serve as powerful and potential transformation
00:08:04 --> 00:08:06: o'll symbols.
00:08:06 --> 00:08:10: Now, while our assignment is focused.
00:08:10 --> 00:08:13: We we recognize that there might be some other larger
00:08:13 --> 00:08:18: questions that need to be considered and that we've considered
00:08:18 --> 00:08:20: in some of our deliberations,
00:08:20 --> 00:08:23: so the last thing I'll say in terms of key
00:08:23 --> 00:08:27: acknowledgements and recognitions is that we share the spirit with
00:08:27 --> 00:08:29: the Mayor Ann with the,
00:08:29 --> 00:08:33: with the staff that this really represents a unique opportunity,
00:08:33 --> 00:08:36: a unique opportunity to turn the corner,
00:08:36 --> 00:08:40: hopefully to reinforced and build up the identity of Bulls
00:08:40 --> 00:08:41: head.
00:08:41 --> 00:08:45: An help bulls head sort of realized and redefine its
00:08:45 --> 00:08:46: own future.
00:08:46 --> 00:08:49: Next slide.
00:08:49 --> 00:08:50: So let's get to the panel.
00:08:50 --> 00:08:53: Let's get to the work itself.
00:08:53 --> 00:08:56: Panel assignment was fairly straightforward.
00:08:56 --> 00:09:00: Essentially, the question was can you assist us in this
00:09:00 --> 00:09:01: process of Bulls head?
00:09:01 --> 00:09:06: Realizing its full potential for the residents for the businesses
00:09:06 --> 00:09:07: and for the institutions,
00:09:07 --> 00:09:12: etc. That assignment was directed and organized by three questions
00:09:12 --> 00:09:13: you had.
00:09:13 --> 00:09:16: The questions on the screen in front of you.
00:09:16 --> 00:09:20: We we were queried about the types of commercial goods
00:09:20 --> 00:09:21: and services.
00:09:21 --> 00:09:25: That would be beneficial to the area we were queried
00:09:25 --> 00:09:30: about transformation and catalytic initiatives that might help propel in
00:09:30 --> 00:09:34: and the area take on a new identity or reinforce
00:09:34 --> 00:09:39: stronger the identity. That's that's that's there.
00:09:39 --> 00:09:45: And then lastly question round the the ecosystem and infrastructure
00:09:45 --> 00:09:51: necessary to support specifically small businesses in the area

00:09:54 --> 00:09:56: So to give you a preview,
00:09:56 --> 00:10:01: we found that the recommendations kind of landed in about
00:10:01 --> 00:10:03: 5 different broad areas.
00:10:03 --> 00:10:09: First around relevant and relevant and strong goods and services.
00:10:09 --> 00:10:15: Second, around Coran critical and strategic partnership development.
00:10:15 --> 00:10:18: Third around strong and penetrating identity.
00:10:18 --> 00:10:20: An image for the area,
00:10:20 --> 00:10:24: the 4th one. Which is which is a really important
00:10:24 --> 00:10:24: one,
00:10:24 --> 00:10:29: is effective communication and effective engagement that leads to results.
00:10:29 --> 00:10:32: And then lastly I used the term effective.
00:10:32 --> 00:10:37: I'll use it again. Effective programming and efficient programming an
00:10:37 --> 00:10:40: processing so that so that time isn't wasted.
00:10:40 --> 00:10:43: An energy is not wasted as well as resources.
00:10:43 --> 00:10:45: So with that I'd like to allow the panel to
00:10:45 --> 00:10:48: come on and let's get it started.
00:10:48 --> 00:10:50: I like to turn it over to to Bill Lashbrook,
00:10:50 --> 00:10:52: who will kick us off.
00:10:52 --> 00:10:54: And who will set the stage?
00:10:54 --> 00:10:54: Thanks, bill.
00:10:56 --> 00:10:59: Great, thank you, Paul. Good morning everybody,
00:10:59 --> 00:11:03: I'm Bill Lashbrook. I recently retired after 47 year career
00:11:03 --> 00:11:07: in commercial banking the last 27 years in commercial real
00:11:07 --> 00:11:08: estate lending.
00:11:08 --> 00:11:11: I've been a ULI member since 1996 and this is
00:11:11 --> 00:11:13: my 13th advisory panel,
00:11:13 --> 00:11:16: but my first remote one.
00:11:16 --> 00:11:20: I'm sorry we can't be there in person exploring cities
00:11:20 --> 00:11:23: and meeting in person with the sponsors and the stakeholders
00:11:23 --> 00:11:26: is one of the things I enjoy most about UI
00:11:26 --> 00:11:28: panel work.
00:11:28 --> 00:11:31: For panelists, our work begins by reviewing a briefing book
00:11:31 --> 00:11:33: prepared by the sponsors,
00:11:33 --> 00:11:35: the City of Rochester did a fantastic job and I
00:11:35 --> 00:11:38: want to thank you for the brevity of 53 pages.
00:11:38 --> 00:11:42: But then there were all those embedded links.
00:11:42 --> 00:11:45: You will I reports are often used by other cities
00:11:45 --> 00:11:48: and others in the real estate industry to forward the

00:11:48 --> 00:11:51: knowledge and be able to aid in dealing with issues
00:11:51 --> 00:11:54: in various different cities around the world.
00:11:54 --> 00:11:56: So just as in a written report,
00:11:56 --> 00:12:00: let's see you some of that information given to us
00:12:00 --> 00:12:03: to set the stage first slide please.
00:12:03 --> 00:12:05: OK, we're going to be talking about Rochester,
00:12:05 --> 00:12:07: NY. It's in Western New York.
00:12:07 --> 00:12:11: On Lake Ontario, bisected by the Genesee River,
00:12:11 --> 00:12:14: it's connected by roads and Erie Canal to Buffalo on.
00:12:14 --> 00:12:17: On the West Syracusan the east that location,
00:12:17 --> 00:12:20: the fertile soils, and the early connection of the Erie
00:12:20 --> 00:12:23: Canal built a strong economic foundation,
00:12:23 --> 00:12:27: and that foundation is sustained today in the cities logo,
00:12:27 --> 00:12:30: the dual reference carried in the cities logo of the
00:12:30 --> 00:12:31: Flower City,
00:12:31 --> 00:12:35: First mill grain flour mill flour from grain and then
00:12:35 --> 00:12:39: for the flowers and seed businesses that followed.
00:12:39 --> 00:12:42: Innovation and ideas spawned in Rochester built some very famous
00:12:42 --> 00:12:44: and important companies.
00:12:44 --> 00:12:46: For the growth of the country,
00:12:46 --> 00:12:49: the city and ends, as well as the state,
00:12:49 --> 00:12:53: then beginning in the 1960s declines began.
00:12:53 --> 00:12:56: Rochester was not alone in moves to the suburbs,
00:12:56 --> 00:13:00: changes to industry and demographic patterns and altered environments.
00:13:00 --> 00:13:05: You can see it in the population decline.
00:13:05 --> 00:13:07: The numbers that I show here on the chart of
00:13:07 --> 00:13:10: the greater Rochester still has a million almost a million
00:13:10 --> 00:13:11: people.
00:13:11 --> 00:13:14: The Bulls that area talking on the bottom are focused
00:13:14 --> 00:13:14: today.
00:13:14 --> 00:13:17: Match the experience of the city,
00:13:17 --> 00:13:21: but in many ways suffered an even greater contraction.
00:13:21 --> 00:13:23: So why look at Bulls head
00:13:26 --> 00:13:29: One of the first things that leaps out is that
00:13:29 --> 00:13:31: daily traffic counts at the planning area.
00:13:31 --> 00:13:34: If you look at the highway intersection,
00:13:34 --> 00:13:36: you can see that there is.
00:13:36 --> 00:13:38: It is bisected by major arteries.
00:13:38 --> 00:13:42: So it leaps out. Is that the daily traffic counts
00:13:42 --> 00:13:45: or should I say the traffic counts of passing through
00:13:45 --> 00:13:46: the planning area?

00:13:46 --> 00:13:50: Is he straight sneeze established long ago to facilitate city
00:13:50 --> 00:13:51: growth and commerce,
00:13:51 --> 00:13:54: their intersection and bolts had made it a vibrant,
00:13:54 --> 00:13:59: bustling economic hub. Its streets were lined with retail stores,
00:13:59 --> 00:14:04: houses, houses of worship and the first hospital in Rochester.
00:14:04 --> 00:14:08: Over the years, the expanding city offered other housing jobs.
00:14:08 --> 00:14:10: Other housing options near new jobs,
00:14:10 --> 00:14:14: retail centers in schools. Today most all of the traffic
00:14:14 --> 00:14:14: passes.
00:14:14 --> 00:14:17: Traffic here passes through on the way to work,
00:14:17 --> 00:14:20: school, errands or the daily trips of life.
00:14:20 --> 00:14:24: But look at those numbers are resource to be tapped
00:14:24 --> 00:14:28: in the rebuilding of bulls head Please.
00:14:28 --> 00:14:30: So who's in the neighborhood today and how does it
00:14:30 --> 00:14:32: compare to Greater Rochester and Monroe County?
00:14:32 --> 00:14:34: This is a very difficult slide to read.
00:14:34 --> 00:14:37: I appreciate that.
00:14:37 --> 00:14:39: Everybody could see the changes.
00:14:39 --> 00:14:42: Local people, everybody can see the changes in the neighborhood.
00:14:42 --> 00:14:44: The closing of employment sites,
00:14:44 --> 00:14:47: the transfer of services following ownership changes,
00:14:47 --> 00:14:49: the reduced foot traffic is pattern.
00:14:49 --> 00:14:52: This pattern favorite cars over people and the decline of
00:14:52 --> 00:14:52: retail.
00:14:52 --> 00:14:55: But what did this mean for the folks that live
00:14:55 --> 00:14:56: there?
00:14:56 --> 00:14:59: Well, you know much of this without looking at the
00:14:59 --> 00:14:59: statistics,
00:14:59 --> 00:15:02: but because it's in the briefing book,
00:15:02 --> 00:15:04: here are the charts. Look at the orange.
00:15:04 --> 00:15:08: That's actually the people that live in the planning area.
00:15:08 --> 00:15:10: You can see relative to their education levels.
00:15:10 --> 00:15:14: You can see into their education their their employment.
00:15:14 --> 00:15:16: You can see the number of households.
00:15:16 --> 00:15:20: Interestingly, the number of households is not declined as much,
00:15:20 --> 00:15:22: and partly that's because of the cost of rental in
00:15:23 --> 00:15:23: the area.
00:15:23 --> 00:15:26: Look at the bottom right and you can see that.

00:15:26 --> 00:15:29: Look at the act. The average asking rent.
00:15:29 --> 00:15:32: This is this is not beneficial to have rents at
00:15:32 --> 00:15:35: this level and also look at the housing.
00:15:35 --> 00:15:38: The median housing value in the planning area versus the
00:15:39 --> 00:15:41: rest of the city and the county.
00:15:41 --> 00:15:45: These are not economically sustainable values.
00:15:45 --> 00:15:48: The housing in this area is threatened.
00:15:48 --> 00:15:50: At this rental cost and this valuation,
00:15:50 --> 00:15:55: the existing housing stock is not sustainable as it stands.
00:15:55 --> 00:15:58: So next slide please.
00:15:58 --> 00:16:03: To its credit, the city recognized the need to intervene.
00:16:03 --> 00:16:07: Both to prevent growing blighted conditions and to trigger the
00:16:07 --> 00:16:08: shift back to a safe,
00:16:08 --> 00:16:13: active and vital community with a stable economic base.
00:16:13 --> 00:16:18: Overtime, three areas emerged. The first blue larger area was
00:16:18 --> 00:16:20: the Bulls head area.
00:16:20 --> 00:16:24: Identified as an area needing government intervention for the reset
00:16:24 --> 00:16:27: of the foundations for a stable and safe neighborhood.
00:16:27 --> 00:16:30: And rebuild into an economic contributor.
00:16:30 --> 00:16:34: Look for a second at the at the blue boundaries
00:16:34 --> 00:16:35: in total.
00:16:35 --> 00:16:37: See how much they encompass,
00:16:37 --> 00:16:41: see what they contain. Look down towards the other multi
00:16:41 --> 00:16:44: color errors and see what's in there.
00:16:44 --> 00:16:49: Saint Mary's Hospital and the West End Methodist Church were
00:16:49 --> 00:16:51: included as well as Walgreens.
00:16:51 --> 00:16:54: As the city looked and learned more about the property
00:16:54 --> 00:16:56: uses in the larger blue area,
00:16:56 --> 00:17:01: additional concerns arose. There were environmental issues on much on
00:17:01 --> 00:17:04: some of the land that needed special attention.
00:17:04 --> 00:17:07: This is in the magenta area to reduce risk by
00:17:07 --> 00:17:09: creating more certainty,
00:17:09 --> 00:17:11: if not remediation.
00:17:11 --> 00:17:15: Finally, realizing that a clean slate for a new Nexus
00:17:15 --> 00:17:19: would reduce barriers to attracting private investment,
00:17:19 --> 00:17:21: to carry that redevelopment forward,
00:17:21 --> 00:17:24: the city focused on 12 acres.
00:17:24 --> 00:17:29: Find clearing, preparing and planning and you can see them
00:17:29 --> 00:17:30: in yellow.

00:17:30 --> 00:17:33: 12 acres on which to build a new urban community
00:17:33 --> 00:17:37: anchor almost from scratch with all of that traffic flow
00:17:37 --> 00:17:39: as one of the foundations,
00:17:39 --> 00:17:42: wow. Next slide, please.
00:17:42 --> 00:17:44: When we looked at the site.
00:17:44 --> 00:17:47: We saw that some existing entities,
00:17:47 --> 00:17:51: we saw some existing entities that should be viewed as
00:17:51 --> 00:17:52: anchors.
00:17:52 --> 00:17:55: Some of the existing space that could quickly be used
00:17:55 --> 00:17:59: to start the community activity and connection with joint focus,
00:17:59 --> 00:18:03: vision and coordination. In Saint Mary's Hospital,
00:18:03 --> 00:18:06: the site of healing for many soldiers wounded in the
00:18:06 --> 00:18:07: Civil War.
00:18:07 --> 00:18:09: We heard in our interviews.
00:18:09 --> 00:18:13: That Rochester Regional Health is bringing back many medical services
00:18:13 --> 00:18:14: to the community,
00:18:14 --> 00:18:17: but we also heard there is existing space that could
00:18:17 --> 00:18:20: be used to reconnect with the community with services such
00:18:20 --> 00:18:22: as day care and early education.
00:18:22 --> 00:18:26: Saint Mary's is helping to heal once more,
00:18:26 --> 00:18:29: this time a city, not soldiers.
00:18:29 --> 00:18:33: We encourage new discussions. Just as it had been back
00:18:33 --> 00:18:36: in the old blue planning dates back with the city
00:18:36 --> 00:18:40: and with West End Methodist Church to create a higher
00:18:40 --> 00:18:42: mutual level of cooperation. Oh,
00:18:42 --> 00:18:45: and talking about a really higher level of cooperation and
00:18:45 --> 00:18:46: innovation,
00:18:46 --> 00:18:48: getting back to that with Rochester,
00:18:48 --> 00:18:52: we saw the possibility of using an emerging technology to
00:18:52 --> 00:18:53: create something creative,
00:18:53 --> 00:18:57: even a new solution. Hospitals have a large thermal footprint
00:18:57 --> 00:18:59: while not going into real details here.
00:18:59 --> 00:19:02: It may be possible to design what is called a.
00:19:02 --> 00:19:06: Distributed energy system or a mini grid to supply the
00:19:06 --> 00:19:07: entire bowl.
00:19:07 --> 00:19:09: Said area with energy with hospital.
00:19:09 --> 00:19:13: With the hospital playing a central role.
00:19:13 --> 00:19:18: Perhaps Rochester Interleukin runs Rochester Institute of Technology that has
00:19:18 --> 00:19:22: these specialty in energy can help explore this option.
00:19:22 --> 00:19:25: It would stabilize energy costs for tenant users and be

00:19:25 --> 00:19:27: a climate sensitive.
00:19:27 --> 00:19:32: Be climate sensitive and be a demonstration of building resistance
00:19:32 --> 00:19:33: for climate change.
00:19:33 --> 00:19:39: Imagine reading about Rochester, setting a standard for climate sensitive
00:19:40 --> 00:19:41: energy use.
00:19:41 --> 00:19:44: It is already seen as a future beneficiary of climate
00:19:44 --> 00:19:45: migration during climate change.
00:19:45 --> 00:19:48: Already part of the climate solution.
00:19:48 --> 00:19:52: Can you imagine Bulls head of focus of climate technology
00:19:52 --> 00:19:53: tourism?
00:19:53 --> 00:19:55: I certainly want to come in the near future to
00:19:56 --> 00:19:57: witness what you've done.
00:19:57 --> 00:20:00: So the need is clear the streets and the traffic
00:20:00 --> 00:20:02: counts are still here.
00:20:02 --> 00:20:06: The city has worked very hard to acquire and create
00:20:06 --> 00:20:08: declared 12 acre bulls head site.
00:20:08 --> 00:20:11: Now to present our focus thoughts on Bulls head and
00:20:11 --> 00:20:13: the city's questions.
00:20:13 --> 00:20:16: I'd like to introduce another member of our team,
00:20:16 --> 00:20:17: Kimberly Robinson.
00:20:20 --> 00:20:22: Thank you very much Bill.
00:20:22 --> 00:20:25: I certainly appreciate that. Good morning to everyone.
00:20:25 --> 00:20:28: I'm so excited to be here and participating.
00:20:28 --> 00:20:32: Being working with all of you in discussions around the
00:20:32 --> 00:20:33: Bulls Head neighborhood,
00:20:33 --> 00:20:36: I'm Kim Robinson an I am the executive director of
00:20:36 --> 00:20:40: the Pioneer Valley Planning Commission here in Western Massachusetts.
00:20:40 --> 00:20:44: We are the regional planning agency for 43 cities and
00:20:44 --> 00:20:46: towns in the Western Massachusetts area.
00:20:46 --> 00:20:49: I have spent my entire planning karere at working in
00:20:50 --> 00:20:51: local government.
00:20:51 --> 00:20:53: Either at this at the county level,
00:20:53 --> 00:20:56: the regional level, or the local level,
00:20:56 --> 00:20:58: and I've worked all over the country.
00:20:58 --> 00:21:00: I've worked in Detroit, Los Angeles,
00:21:00 --> 00:21:04: Northern Nevada, and as I said now here in Western
00:21:04 --> 00:21:05: Massachusetts,
00:21:05 --> 00:21:07: so let's go ahead and get started.
00:21:07 --> 00:21:10: Next slide.
00:21:10 --> 00:21:12: I thought it might be useful to focus on the

00:21:12 --> 00:21:14: questions we were asked.
00:21:14 --> 00:21:17: As you can see, all of these questions relate in
00:21:17 --> 00:21:20: some fashion on how to activate the 12 acre site
00:21:20 --> 00:21:22: in the redevelopment area itself.
00:21:22 --> 00:21:26: These questions are very thoughtful and reasonable and show that
00:21:26 --> 00:21:29: time and effort has been invested in thinking about options
00:21:29 --> 00:21:30: for the neighborhood.
00:21:30 --> 00:21:34: It can be very difficult to look at a neighborhood
00:21:34 --> 00:21:35: in isolation though,
00:21:35 --> 00:21:38: because it's it's within the context of a city,
00:21:38 --> 00:21:41: a region, a state, and this is where it becomes.
00:21:41 --> 00:21:43: Helpful to think more holistically.
00:21:43 --> 00:21:47: In order to understand the context within which a neighborhood
00:21:47 --> 00:21:50: historically developed and has changed overtime.
00:21:50 --> 00:21:51: And as we did that,
00:21:51 --> 00:21:54: we started to talk a bit about what needs to
00:21:54 --> 00:21:55: be in place.
00:21:55 --> 00:21:59: What environment will allow for ideas like the ones listed
00:21:59 --> 00:22:01: on the screen to flourish?
00:22:01 --> 00:22:04: So we thought the answer might look a little something
00:22:04 --> 00:22:05: like this.
00:22:05 --> 00:22:06: Next slide, please.
00:22:08 --> 00:22:11: So foundation for success.
00:22:11 --> 00:22:15: This is because we think that connection that illusive fabric
00:22:15 --> 00:22:17: that weaves us all together.
00:22:17 --> 00:22:20: We believe that is key to building the foundation for
00:22:20 --> 00:22:23: the success of the work that you're trying to do.
00:22:23 --> 00:22:27: Here in Bulls head, and because projects like these which
00:22:27 --> 00:22:31: are attempting to connect the neighborhood must start with supportive
00:22:31 --> 00:22:33: and connected participants Please.
00:22:36 --> 00:22:39: One of the things we've heard a lot in the
00:22:39 --> 00:22:42: past few days is that there are different levels of
00:22:42 --> 00:22:45: trust in the process surrounding this site.
00:22:45 --> 00:22:46: And you know what? That's OK.
00:22:46 --> 00:22:49: In fact, I think we all think it's pretty normal,
00:22:49 --> 00:22:53: so we see this as an opportunity to think transformative
00:22:53 --> 00:22:54: Lee about communication,
00:22:54 --> 00:22:57: an engagement.
00:22:57 --> 00:23:00: First, there's an opportunity to hear from many voices.

00:23:00 --> 00:23:04: We would encourage using some new tools and approaches to
00:23:04 --> 00:23:07: ensure that that's happening and really engaging with youth,
00:23:07 --> 00:23:11: African Americans, and people of color and people of color
00:23:11 --> 00:23:15: on partnerships we really took note of the phrase transformative
00:23:15 --> 00:23:18: and catalytic listed in the questions to us.
00:23:18 --> 00:23:21: We think that there are a couple of options here.
00:23:21 --> 00:23:24: One is engaging with existing partners in a new way.
00:23:24 --> 00:23:27: We spoke to some of the local foundation.
00:23:27 --> 00:23:30: Folks, while we were doing our interviews and we would
00:23:30 --> 00:23:34: encourage potentially exploring the chances to work together to connect
00:23:34 --> 00:23:37: grantmaking to this area and the goals of this work.
00:23:37 --> 00:23:40: Also, we think that there's the opportunity to build new
00:23:40 --> 00:23:44: relationships and that would be incredibly important here as well.
00:23:44 --> 00:23:45: Next slide.
00:23:49 --> 00:23:52: So a thriving economic ecosystem we heard from a lot
00:23:52 --> 00:23:56: of folks that there's a lack of businesses and employment
00:23:56 --> 00:23:58: opportunities in the region.
00:23:58 --> 00:24:01: We also heard that there isn't a real desire for
00:24:01 --> 00:24:03: a bunch of big chains in the area,
00:24:03 --> 00:24:07: but rather the desire to grow businesses locally.
00:24:07 --> 00:24:12: This needs. Excuse me, this needs both workplace development investment
00:24:12 --> 00:24:17: as well as entrepreneurship program to grow invest in the
00:24:17 --> 00:24:18: neighborhood.
00:24:18 --> 00:24:21: After years of disinvestment in this community this is going
00:24:21 --> 00:24:24: to be this is going to be some some hard
00:24:24 --> 00:24:27: work but some really good work and that's really really
00:24:27 --> 00:24:29: important next slide.
00:24:31 --> 00:24:34: Space and safety. So one of the other things we
00:24:34 --> 00:24:37: realized is that space is needed and desired for many
00:24:37 --> 00:24:40: different activities in this community,
00:24:40 --> 00:24:42: not just for businesses and jobs,
00:24:42 --> 00:24:45: but also for recreation and for meeting space.
00:24:45 --> 00:24:48: We think that there are many spaces in the neighborhood
00:24:48 --> 00:24:50: that can accommodate this,
00:24:50 --> 00:24:53: and one of the most interesting opportunities we saw is
00:24:53 --> 00:24:55: using existing buildings in a new way.
00:24:55 --> 00:24:59: There is a lovely historic church that could become a
00:24:59 --> 00:25:01: place of meeting in community discussion.

00:25:01 --> 00:25:03: Could host arts theater yoga.
00:25:03 --> 00:25:06: We also think there's the real need for green space
00:25:06 --> 00:25:09: for recreational opportunities and we wanted to think bigger about
00:25:10 --> 00:25:12: bringing in music performances and art.
00:25:12 --> 00:25:15: Also, some food trucks and some festival space that could
00:25:15 --> 00:25:17: engage in that green space as well.
00:25:17 --> 00:25:20: One of the challenges to this is the physical logistics
00:25:20 --> 00:25:23: of the street layout and pedestrian safety.
00:25:23 --> 00:25:26: The opportunity here is to look at those physical logistics,
00:25:26 --> 00:25:29: an it create it gives us the opportunity to create
00:25:29 --> 00:25:33: spaces that will safely allow for a variety of movement,
00:25:33 --> 00:25:36: not just cars, but also walking and biking through the
00:25:36 --> 00:25:37: community.
00:25:37 --> 00:25:37: Next slide.
00:25:40 --> 00:25:48: Finally, we noted. We noted items around image and perception.
00:25:48 --> 00:25:52: So the opportunity here we think starts with public safety.
00:25:52 --> 00:25:56: We certainly heard that there are needs in that arena,
00:25:56 --> 00:25:59: and we also heard that there is really the opportunity
00:25:59 --> 00:26:04: to host that conversation with the Community and really determine
00:26:04 --> 00:26:08: what those needs are to also help tackle this conversation
00:26:08 --> 00:26:12: around perception. But we think there's a larger opportunity and
00:26:12 --> 00:26:15: that is to solidify bulls heads identity.
00:26:15 --> 00:26:17: And we think that should be both rooted in the
00:26:17 --> 00:26:20: past and it should really be forward facing.
00:26:20 --> 00:26:23: As Bill mentioned, you know this neighborhood is historically been
00:26:23 --> 00:26:26: a place of healing that goes back to the history
00:26:26 --> 00:26:27: of Saint Mary's.
00:26:27 --> 00:26:30: This is a community that has suffered from disinvestment for
00:26:30 --> 00:26:33: many decades and we think it is important to host
00:26:33 --> 00:26:38: conversations around that disappoint around that disinvestment and also race
00:26:38 --> 00:26:41: and reconciliation to be able to move forward.
00:26:41 --> 00:26:44: Now I'd like to introduce my colleague Ashley Jones,
00:26:44 --> 00:26:50: who will discuss more regarding commercial opportunities Ashley.
00:26:50 --> 00:26:51: Thank you Kim so much,
00:26:51 --> 00:26:55: ladies and gentlemen, I have the honor to discuss goods
00:26:55 --> 00:26:55: and services,
00:26:55 --> 00:26:57: but a little bit about me.

00:26:57 --> 00:27:00: Before we get started, I Ashley Jones sit here in
00:27:00 --> 00:27:01: a missed Atlanta.
00:27:01 --> 00:27:04: The city of Atlantis Economic Development Authority,
00:27:04 --> 00:27:07: specifically focusing on commercial development,
00:27:07 --> 00:27:11: but also the focusing on acquisition and disposition of our
00:27:11 --> 00:27:12: real estate.
00:27:12 --> 00:27:14: But to sit in your seat I know kind of
00:27:14 --> 00:27:18: the challenges that you're sitting with an the ultimate decisions
00:27:18 --> 00:27:20: that you'll have to make next slide,
00:27:20 --> 00:27:20: please.
00:27:22 --> 00:27:26: I can't to looking at retail in creating these exponential
00:27:26 --> 00:27:28: destinations as taking a scenic ride.
00:27:28 --> 00:27:31: As we all know in kovit like all we wanted
00:27:31 --> 00:27:33: to do was get out of the house and jump
00:27:33 --> 00:27:36: on a plane and get to a destination,
00:27:36 --> 00:27:39: but oftentimes will may have taken an hour and a
00:27:39 --> 00:27:39: half,
00:27:39 --> 00:27:40: two hours on the flight.
00:27:40 --> 00:27:42: Took four to six hours in a car,
00:27:42 --> 00:27:44: but it wasn't a bad thing,
00:27:44 --> 00:27:47: right? Like we are, we have the opportunity to take
00:27:47 --> 00:27:48: a scenic ride.
00:27:48 --> 00:27:51: We had an opportunity to take some stops.
00:27:51 --> 00:27:54: We had an opportunity. To have those impromptu little pull
00:27:54 --> 00:27:56: off moments that are life,
00:27:56 --> 00:27:59: life changing memories that we will cherish for the rest
00:27:59 --> 00:28:00: of the life.
00:28:00 --> 00:28:03: For our lives, I encourage us to do the same
00:28:03 --> 00:28:03: thing here.
00:28:03 --> 00:28:07: We're building up that ecosystem for retail in regards to
00:28:07 --> 00:28:11: really creating that system for residents and businesses to thrive.
00:28:11 --> 00:28:13: So let's take this thing and run.
00:28:13 --> 00:28:14: And what does that look like?
00:28:14 --> 00:28:17: For starters, we have to start work.
00:28:17 --> 00:28:20: Start with workforce development. If I was a resident,
00:28:20 --> 00:28:23: the first thing I'm going to say when you're telling
00:28:23 --> 00:28:25: me you're going to bring the shiny new gift.
00:28:25 --> 00:28:28: Is what's in it for me and for me that
00:28:28 --> 00:28:32: start with workforce development is trust and transparency,
00:28:32 --> 00:28:34: I will? How will I ride with the tides,

00:28:34 --> 00:28:38: right? Business development? I am a small business.
00:28:38 --> 00:28:39: I've been here for 15 years.
00:28:39 --> 00:28:43: Day in and day out waiting for that new development
00:28:43 --> 00:28:43: to come.
00:28:43 --> 00:28:46: That's wealth creation to me.
00:28:46 --> 00:28:49: Next, how can we create partnerships right to really forge
00:28:49 --> 00:28:52: a collective vision for this area?
00:28:52 --> 00:28:53: And last but not least,
00:28:53 --> 00:28:56: we have our workforce, so we have the rising incomes
00:28:56 --> 00:28:59: we have our business development,
00:28:59 --> 00:29:00: so we have driving income.
00:29:00 --> 00:29:05: I mean, thriving businesses. We're having that holistic vision through
00:29:05 --> 00:29:06: our partnerships.
00:29:06 --> 00:29:08: Now we're ready for The Big Bang,
00:29:08 --> 00:29:12: the exponential destination, right? So I've stopped and got gas.
00:29:12 --> 00:29:15: I've gotten lunch. I have stopped over here and seen
00:29:15 --> 00:29:19: some mountains and stopped over here and seeing some valleys.
00:29:19 --> 00:29:22: Let's go on an look at the actual retail next
00:29:23 --> 00:29:23: slide,
00:29:23 --> 00:29:25: please.
00:29:25 --> 00:29:28: With this workforce development.
00:29:28 --> 00:29:33: Not only is it income creating increasingly encompassing tool for
00:29:33 --> 00:29:34: your residents,
00:29:34 --> 00:29:37: but it's an opportunity for them to be seen and
00:29:37 --> 00:29:38: heard.
00:29:38 --> 00:29:41: I like to think of it as laying the foundation
00:29:41 --> 00:29:45: for skilled workforce by creating attractiveness for new employers.
00:29:45 --> 00:29:47: So if I am, you know,
00:29:47 --> 00:29:50: Google right. I want to go to the community that
00:29:50 --> 00:29:52: have or Amazon which is big here.
00:29:52 --> 00:29:56: Now I want to go to the community that already
00:29:56 --> 00:29:58: has the employees that I'm looking for.
00:29:58 --> 00:30:00: And so with workforce development,
00:30:00 --> 00:30:02: we see this kind of a few ways and we
00:30:02 --> 00:30:05: have the opportunity to kind of see some work that
00:30:05 --> 00:30:08: the Urban League had done here in Atlanta and and
00:30:08 --> 00:30:10: they looked at it and give us some,
00:30:10 --> 00:30:14: gave us and recommendations from assessing residents

current basic needs.

00:30:14 --> 00:30:16: So let's let's let's create a baseline right?

00:30:16 --> 00:30:20: And then let's secure some occupational skills training to increase

00:30:20 --> 00:30:21: that baseline right?

00:30:21 --> 00:30:23: And so we'll get on partnerships.

00:30:23 --> 00:30:26: But that's what we're talking about is in the sense

00:30:26 --> 00:30:29: of we're all in this together to see that as

00:30:29 --> 00:30:29: rock.

00:30:29 --> 00:30:32: Securing higher paying jobs. Yes,

00:30:32 --> 00:30:35: I am a nurse tech or an assistant now,

00:30:35 --> 00:30:38: but how can I Russia the rank to become an

00:30:38 --> 00:30:38: RN?

00:30:38 --> 00:30:42: I am in high school and I have aspirations of

00:30:42 --> 00:30:43: staying in my community.

00:30:43 --> 00:30:47: What type of programming is in place to help me

00:30:47 --> 00:30:48: on a,

00:30:48 --> 00:30:51: you know a 12 months or 24 month journey to

00:30:51 --> 00:30:55: actually become an RN in my current situation today and

00:30:55 --> 00:30:59: last but not least postsecondary education opportunities.

00:30:59 --> 00:31:04: And securing livable wages and higher demand career employment,

00:31:04 --> 00:31:08: everything that I gave in regards to the example of

00:31:08 --> 00:31:12: getting that young woman that young man from high school

00:31:12 --> 00:31:16: to secure employment through higher education while the other side

00:31:16 --> 00:31:19: of the spectrum is our small businesses,

00:31:19 --> 00:31:23: right? How can we create or really build out those

00:31:23 --> 00:31:28: those accelerators in incubators to really help small businesses network

00:31:28 --> 00:31:30: when like minded individuals?

00:31:30 --> 00:31:33: How can we scale them up to the next level?

00:31:33 --> 00:31:36: How can we get them access to capital,

00:31:36 --> 00:31:40: especially those risk tolerant lenders and equity sources who are

00:31:40 --> 00:31:42: favorable for small businesses?

00:31:42 --> 00:31:45: If I'm looking for a place to work within this

00:31:45 --> 00:31:48: space or just a place to plop down and commune

00:31:48 --> 00:31:52: with like minded individuals where those coffee and community workspaces

00:31:52 --> 00:31:56: in mentor ships and job boards that we can exchange

00:31:56 --> 00:31:58: ideas and continue to collaborate,

00:31:58 --> 00:32:01: and then what are the where are those community LED

00:32:01 --> 00:32:03: solution based conversations?
00:32:03 --> 00:32:07: Where we talking about new technology within our community and
00:32:07 --> 00:32:09: how residents can be a part of it.
00:32:09 --> 00:32:10: Next slide please.
00:32:13 --> 00:32:16: So partnerships, right? So we've talked about the work,
00:32:16 --> 00:32:19: sports, development and the business development.
00:32:19 --> 00:32:22: Now let's talk about the partnerships.
00:32:22 --> 00:32:25: How can we build the table prior to the meal,
00:32:25 --> 00:32:28: right? And again, we're trying to get to that final
00:32:28 --> 00:32:28: destination.
00:32:28 --> 00:32:30: But we gotta stop and eat.
00:32:30 --> 00:32:33: And we gotta have them that able to do so.
00:32:33 --> 00:32:37: For starters, our corporate partnerships right away based on the
00:32:37 --> 00:32:39: anchors that Bill and Kim spoke too.
00:32:39 --> 00:32:42: We have university or Rochester and Saint Mary's Hospital.
00:32:42 --> 00:32:45: You know, how do they view themselves?
00:32:45 --> 00:32:48: In regards to connection to the Community and are they
00:32:48 --> 00:32:52: willing to show up and make the financial commitments to
00:32:52 --> 00:32:56: really be a part of this Community philanthropic community?
00:32:56 --> 00:32:57: How do they view this bit?
00:32:57 --> 00:33:01: The business needs of this particular neighborhood educational.
00:33:01 --> 00:33:03: Just as I spoke to a moment ago,
00:33:03 --> 00:33:07: what programs exist and need to be formed to upskill
00:33:07 --> 00:33:07: current?
00:33:07 --> 00:33:10: The current resident resident base?
00:33:10 --> 00:33:13: And then what are the cultural and art activities that
00:33:13 --> 00:33:15: are really not necessary here?
00:33:15 --> 00:33:19: Are that you know we talked about the Underground Railroad
00:33:19 --> 00:33:22: and will make a reference to that a little while
00:33:22 --> 00:33:22: longer,
00:33:22 --> 00:33:25: but we've had. We've heard about some some drops along
00:33:25 --> 00:33:26: the way,
00:33:26 --> 00:33:28: or some particular stations along the way.
00:33:28 --> 00:33:31: Is there a way to carve that into the civil
00:33:31 --> 00:33:34: war healing that took place at the hospital there as
00:33:34 --> 00:33:37: well as the spiritual healing that took place at the
00:33:37 --> 00:33:38: church? Next slide, please.
00:33:41 --> 00:33:43: Now this is my favorite slide and I have to
00:33:43 --> 00:33:47: admit it probably is maybe the only millennial on the
00:33:47 --> 00:33:48: panel here.

00:33:48 --> 00:33:50: I am a sneaker head and when I heard that
00:33:50 --> 00:33:54: kicks in caps was that I knew nothing about Gibson
00:33:54 --> 00:33:55: kicks and caps,
00:33:55 --> 00:33:58: but I googled them and my Google is Instagram.
00:33:58 --> 00:34:01: When I saw that they had 26,000 Instagram followers,
00:34:01 --> 00:34:03: I said Oh my God,
00:34:03 --> 00:34:07: how can a program entrepreneurship program help them scale up
00:34:07 --> 00:34:08: to the next level?
00:34:08 --> 00:34:12: Now? Uh, interesting stat that you Yahoo Finance had.
00:34:12 --> 00:34:15: A couple of weeks ago was the the the global
00:34:15 --> 00:34:19: sneaker resale market is slated to be a $30 billion
00:34:19 --> 00:34:22: industry by 2030 that that just blew my mind away.
00:34:22 --> 00:34:26: Not to mention I have some sneakers that maybe,
00:34:26 --> 00:34:30: you know, you know, may be worth something down the
00:34:30 --> 00:34:30: road,
00:34:30 --> 00:34:33: but is that a way for us to create an
00:34:33 --> 00:34:34: identity one?
00:34:34 --> 00:34:38: It's an opportunity to latch onto a current business and
00:34:38 --> 00:34:40: not displace a business,
00:34:40 --> 00:34:43: but build a brand around that.
00:34:43 --> 00:34:47: So when we talk about meeting the current community lifestyles
00:34:47 --> 00:34:47: again,
00:34:47 --> 00:34:49: we're getting to the destination.
00:34:49 --> 00:34:52: But we gotta take that slow ride there.
00:34:52 --> 00:34:56: How can we build buckets to meet the current lifestyle
00:34:56 --> 00:34:56: needs,
00:34:56 --> 00:34:59: right? So where are your healthy food options?
00:34:59 --> 00:35:01: You know? Yes, I would love to,
00:35:01 --> 00:35:04: you know, make Wayan and say that yes,
00:35:04 --> 00:35:06: there is a potential regional grocer.
00:35:06 --> 00:35:10: But are there other small small community markets?
00:35:10 --> 00:35:13: One example is good food markets out of the metro
00:35:13 --> 00:35:14: DC area.
00:35:14 --> 00:35:18: We have community grounds and Carver market here in Atlanta
00:35:18 --> 00:35:19: and across the country.
00:35:19 --> 00:35:23: There are these little small markets that have a really
00:35:23 --> 00:35:27: good footprint that fits the fabric of the Community where
00:35:27 --> 00:35:29: your coffee and grabbing go places everybody.
00:35:29 --> 00:35:32: We spoke to spoke about live livis.
00:35:32 --> 00:35:35: I'm dying to go there and then where you sit

00:35:35 --> 00:35:35: down options.
00:35:35 --> 00:35:38: You know I've heard about Chile.
00:35:38 --> 00:35:41: Hope I'm saying that correctly in regards to the diner,
00:35:41 --> 00:35:44: but if I'm celebrating a big accomplishment at work.
00:35:44 --> 00:35:47: Is there a? Is there a space within the boots
00:35:47 --> 00:35:50: Bolseth community and can we cultivate a food truck or
00:35:50 --> 00:35:53: some sort of small businesses to be that sit down
00:35:53 --> 00:35:56: option in regards to health and Wellness?
00:35:56 --> 00:35:59: We understand that there are some medical services currently being
00:35:59 --> 00:36:01: provided in the hospital,
00:36:01 --> 00:36:04: but are there some opportunities to bring those guys and
00:36:04 --> 00:36:07: girls so the street level so I can see my
00:36:07 --> 00:36:07: doctor?
00:36:07 --> 00:36:08: I can see my dentist.
00:36:08 --> 00:36:11: I can walk in and have that interaction.
00:36:11 --> 00:36:12: And then how do I get in shape?
00:36:12 --> 00:36:16: How can I really build out and a healthy lifestyle?
00:36:16 --> 00:36:19: If I don't have a small or close proximity fitness
00:36:19 --> 00:36:20: center,
00:36:20 --> 00:36:23: I'm young. I keep saying that y'all I like to
00:36:23 --> 00:36:23: have fun.
00:36:23 --> 00:36:28: Where's the entertainment and arts for this particular area?
00:36:28 --> 00:36:31: Where is the amphitheater? Where do I catch live music
00:36:31 --> 00:36:34: where the art studios and then education?
00:36:34 --> 00:36:38: I mean upskilling, not only the current residents,
00:36:38 --> 00:36:42: but also those businesses and building their capacity is is
00:36:42 --> 00:36:44: one of the the key success here.
00:36:44 --> 00:36:47: One thing that keep in mind even going back to
00:36:47 --> 00:36:49: kicks and caps I notice that.
00:36:49 --> 00:36:51: On their Instagram page? Yeah,
00:36:51 --> 00:36:55: I got 26,000 followers but their website said under construction
00:36:55 --> 00:36:58: and I'm in Atlanta and I'm looking through the Instagram
00:36:58 --> 00:36:59: and I said yeah,
00:36:59 --> 00:37:02: they have sneakers that may be interested in,
00:37:02 --> 00:37:05: but I have no e-commerce way to acquire those sneakers.
00:37:05 --> 00:37:06: So is there an opportunity?
00:37:06 --> 00:37:10: Again, a part of those accelerator to help the technical
00:37:10 --> 00:37:12: aspect and elevate these businesses.
00:37:12 --> 00:37:15: Also, is there a connection in regards of brand identity,
00:37:15 --> 00:37:18: which my colleague will talk to you in a second

00:37:18 --> 00:37:20: that you know you have new Arrowhead?
00:37:20 --> 00:37:22: Water just 90 miles the other way in Buffalo.
00:37:22 --> 00:37:26: Is there a collaboration there that the business community can
00:37:26 --> 00:37:29: make with the local business owner to create those type
00:37:29 --> 00:37:31: of success stories?
00:37:31 --> 00:37:32: Next slide, please.
00:37:34 --> 00:37:36: So the Pearl in San Antonio,
00:37:36 --> 00:37:39: TX. I want to preface this by saying this is
00:37:40 --> 00:37:44: not apples to apples in regards of historic renovation or
00:37:44 --> 00:37:46: the size of the project.
00:37:46 --> 00:37:50: What this is showing a perfect example of how you
00:37:50 --> 00:37:54: take a vacant site could put that in connection with
00:37:54 --> 00:37:58: education and create opportunities for residents.
00:37:58 --> 00:38:01: So the Pearl here was built in the 1800s,
00:38:01 --> 00:38:04: was vacant in 2000, set vacant for.
00:38:04 --> 00:38:07: So I think about 15 years developer came in and
00:38:07 --> 00:38:07: says OK,
00:38:07 --> 00:38:10: we want we know we want community space.
00:38:10 --> 00:38:13: We know we need gathering space but there has to
00:38:13 --> 00:38:16: be an educational component to them so they run out
00:38:17 --> 00:38:18: with their broker,
00:38:18 --> 00:38:22: were able to secure Coloring Institute of America to occupy
00:38:22 --> 00:38:24: a great portion of the office space.
00:38:24 --> 00:38:27: But not only just hey we got an office tenant.
00:38:27 --> 00:38:31: We have students who have educational space but they're going
00:38:31 --> 00:38:34: to man the restaurants in the farmers market.
00:38:34 --> 00:38:36: In the event space at the lower level,
00:38:36 --> 00:38:39: creating wealth opportunities for them again,
00:38:39 --> 00:38:42: the amphitheater of the sculpture Garden,
00:38:42 --> 00:38:44: the public Plaza, the multi use Grass Park,
00:38:44 --> 00:38:47: Arts and crafts passageway, the list goes on and on
00:38:47 --> 00:38:50: of how they were able to take education,
00:38:50 --> 00:38:54: public space and really create a catalytic project for this
00:38:54 --> 00:38:55: particular area.
00:38:55 --> 00:38:57: Guys, I thank you for your time I trans.
00:38:57 --> 00:39:00: I transitioned over to my colleague Antoine.
00:39:00 --> 00:39:03: Brian will give you a little bit more on the
00:39:03 --> 00:39:04: Bulls head identity.
00:39:08 --> 00:39:11: Glad to be here. Thank you Ashley for everything that
00:39:11 --> 00:39:12: you've done.
00:39:12 --> 00:39:14: Very excited to have this time with you.

00:39:14 --> 00:39:16: My name is Antwan Bryant.
00:39:16 --> 00:39:17: I am calling in from Houston,
00:39:17 --> 00:39:19: TX. I am a designer,
00:39:19 --> 00:39:21: an urban planner with Moody Nolan Architects.
00:39:21 --> 00:39:25: We had a largest African American owned architecture firm in
00:39:25 --> 00:39:26: the country.
00:39:26 --> 00:39:29: Very excited about that. Also a Native New Yorker.
00:39:29 --> 00:39:31: Born and raised in Brooklyn,
00:39:31 --> 00:39:34: NY. Went to school in upstate and my younger brother
00:39:34 --> 00:39:35: went to RIT so I am.
00:39:35 --> 00:39:39: Familiar with the tunnels underneath at some parts of the
00:39:39 --> 00:39:42: city as well as the lovely winters that we always
00:39:42 --> 00:39:43: enjoy in Rochester,
00:39:43 --> 00:39:47: I also serve here in Houston on The Simpsons Planning
00:39:47 --> 00:39:48: Commission,
00:39:48 --> 00:39:51: so it's never dull moment looking at the planning and
00:39:51 --> 00:39:53: development of a municipality.
00:39:53 --> 00:39:57: Really excited. I'm looking at things from a design and
00:39:57 --> 00:40:00: planning lens because that is my background,
00:40:00 --> 00:40:03: but look at and see a phenomenal amount of things
00:40:03 --> 00:40:05: to leverage right here in Bulls head.
00:40:05 --> 00:40:07: Sold out right in today,
00:40:07 --> 00:40:10: identity of Bulls head next slide.
00:40:10 --> 00:40:13: There are a number of things to we can jump
00:40:13 --> 00:40:13: on in.
00:40:13 --> 00:40:15: You know, one of the things we heard from my
00:40:16 --> 00:40:16: colleague Bill.
00:40:16 --> 00:40:19: Was there a number of cars and traffic going through
00:40:19 --> 00:40:22: so we got to get them going to right?
00:40:22 --> 00:40:24: Let's get to how can we get more people going
00:40:24 --> 00:40:27: to bulls head and seeing this as a destination?
00:40:27 --> 00:40:30: One of the things we're looking at definition of the
00:40:30 --> 00:40:32: amenities as decidedly bulls head.
00:40:32 --> 00:40:35: We already have anchors there that we all have heard
00:40:35 --> 00:40:35: from,
00:40:35 --> 00:40:39: but can we really fully established partnerships into something that
00:40:39 --> 00:40:40: symbiotic that strong?
00:40:40 --> 00:40:43: That is an opportunity for success for each of those
00:40:43 --> 00:40:45: entities and for the Community.
00:40:45 --> 00:40:49: There are distinct advantages of working with Saint Mary's Hospital

00:40:49 --> 00:40:52: as well as with the University of Rochester.
00:40:52 --> 00:40:56: So let's work together to uplift bulshit and show how
00:40:56 --> 00:40:59: that partnership could work for all sides involved
00:40:59 --> 00:41:02: We want a definition of the physical characteristics.
00:41:02 --> 00:41:04: Those are some of the things that,
00:41:04 --> 00:41:08: as a designer, I automatically think of where we're trying
00:41:08 --> 00:41:10: to definitively define a near behind.
00:41:10 --> 00:41:12: There's a number of things that you can do that
00:41:13 --> 00:41:15: can reflect the culture of bulls head as well as
00:41:15 --> 00:41:17: the vitality that's already there.
00:41:17 --> 00:41:19: You see some images there,
00:41:19 --> 00:41:21: we use these all the time in design,
00:41:21 --> 00:41:23: but light fixtures, gateway elements,
00:41:23 --> 00:41:26: pavers along the crosswalks, natural vegetation,
00:41:26 --> 00:41:28: St furniture that's specific to bulls head.
00:41:28 --> 00:41:30: A number of those kinds of things.
00:41:30 --> 00:41:33: Are low hanging fruit to act as defining the identity
00:41:34 --> 00:41:37: and really letting you know that you're going to a
00:41:37 --> 00:41:40: place and not just going through a place to your
00:41:40 --> 00:41:43: next destination. This also allows you to opportunity to ensure
00:41:43 --> 00:41:45: that the culture is recognized.
00:41:45 --> 00:41:49: This is a distinctly African American culture that's mostly been
00:41:49 --> 00:41:51: here for quite some time.
00:41:51 --> 00:41:53: I think there's a real opportunity,
00:41:53 --> 00:41:58: especially as we're being honest about reconciliation and about addressing
00:41:58 --> 00:42:01: social justice that we can really embrace the identity.
00:42:01 --> 00:42:04: Of the residents in other people that actually live there
00:42:07 --> 00:42:09: You know we talked about it a lot.
00:42:09 --> 00:42:11: You heard it from my friend Ashley.
00:42:11 --> 00:42:14: Some of the best ways to grow the identity of
00:42:14 --> 00:42:14: areas.
00:42:14 --> 00:42:17: Your local entrepreneurship livistona guest spot.
00:42:17 --> 00:42:18: That's where we need to go.
00:42:18 --> 00:42:20: And I know if we were on site I would
00:42:21 --> 00:42:21: be getting some.
00:42:21 --> 00:42:25: You know jerk chicken or some beef patties asylum because
00:42:25 --> 00:42:27: I've heard that not only is it good that place
00:42:27 --> 00:42:31: is growing and some of the most consistent recognition of
00:42:31 --> 00:42:34: local entrepreneurs allows that place to have an identity of
00:42:34 --> 00:42:35: vitality.

00:42:35 --> 00:42:38: They know I'm going to bulls head 'cause I'm going.
00:42:38 --> 00:42:41: So there and that it's even more enhanced when the
00:42:41 --> 00:42:43: people live right in the neighborhood,
00:42:43 --> 00:42:46: so there's an opportunity to not only support them through
00:42:46 --> 00:42:48: resources that are physical,
00:42:48 --> 00:42:51: but also the provision of kind of white box opportunities
00:42:51 --> 00:42:52: for business incubation.
00:42:52 --> 00:42:55: We have some buildings that we want to stay if
00:42:55 --> 00:42:56: we can just do a white vaccine,
00:42:56 --> 00:42:59: that means more small businesses can develop,
00:42:59 --> 00:43:01: maybe grow out of their living room,
00:43:01 --> 00:43:02: grow out of their garage,
00:43:02 --> 00:43:06: and actually have a space right there in the community
00:43:06 --> 00:43:07: that additionally,
00:43:07 --> 00:43:10: let's continue to. A stab lish those workforce programs as
00:43:11 --> 00:43:11: well.
00:43:11 --> 00:43:13: Ashley did a great job talking about it,
00:43:13 --> 00:43:17: but we want to be able to invigorate the populace.
00:43:17 --> 00:43:21: That lives there, increase the opportunities of developing work skills,
00:43:21 --> 00:43:25: but also have an opportunity to give people jobs that
00:43:25 --> 00:43:26: they need in this.
00:43:26 --> 00:43:29: In this capacity
00:43:29 --> 00:43:32: So get community engagement, the team and the staff have
00:43:32 --> 00:43:35: done a phenomenal job of meeting at Saint Mary's Hospital
00:43:35 --> 00:43:36: on a very regular basis.
00:43:36 --> 00:43:38: And that's where all the meetings have gone.
00:43:38 --> 00:43:42: And that's been garnering a significant amount of people averaging
00:43:42 --> 00:43:43: at least 90 people,
00:43:43 --> 00:43:45: which is great number for creating engagement efforts.
00:43:45 --> 00:43:48: However, one of the things we found is that you
00:43:48 --> 00:43:51: can have additional value by engaging people where they already
00:43:51 --> 00:43:51: are.
00:43:51 --> 00:43:53: You know, go when you're at Libya.
00:43:53 --> 00:43:56: Stop in Libya. Incentives for two hours and ask people
00:43:56 --> 00:43:59: about some things when you're going to other places that
00:43:59 --> 00:44:01: people are already congregating.
00:44:01 --> 00:44:04: That's an opportunity to not only get additional data points,
00:44:04 --> 00:44:08: but oftentimes the residents that don't go to community meetings
00:44:08 --> 00:44:11: but still live in the in the community are incredibly

00:44:11 --> 00:44:15: important to getting as much information as you possibly can.
00:44:15 --> 00:44:17: Another thing to think about is that when you have
00:44:17 --> 00:44:20: kind of the open tent affect of community engagement,
00:44:20 --> 00:44:22: anybody can come in normally a good thing,
00:44:22 --> 00:44:25: but you also want to ensure that you're getting into
00:44:25 --> 00:44:28: Intel and getting information and getting the sentiments from the
00:44:28 --> 00:44:30: people from the specific area.
00:44:30 --> 00:44:32: So we want to make sure that if we're going
00:44:32 --> 00:44:33: to target bulls head,
00:44:33 --> 00:44:36: let's make sure we're targeting inherent people directly from Bulls
00:44:36 --> 00:44:37: head,
00:44:37 --> 00:44:39: so that's something that I want us to always be
00:44:39 --> 00:44:42: cognizant of and then additionally we want to make sure
00:44:42 --> 00:44:45: that all the parties within the city are speaking from
00:44:45 --> 00:44:48: 1 voice. That the message that the vision that's coming
00:44:48 --> 00:44:51: out is all collective is all unified and is all
00:44:51 --> 00:44:52: clear
00:44:55 --> 00:44:58: I won't sing that wonderful classic from Whitney Houston and
00:44:58 --> 00:45:01: George Benson as I've reminded by Paul,
00:45:01 --> 00:45:04: but we believe that children really are the future.
00:45:04 --> 00:45:07: We got to aggressively target the younger audiences.
00:45:07 --> 00:45:09: And when you're doing that,
00:45:09 --> 00:45:13: you have to diversify your engagement methods you heard from
00:45:13 --> 00:45:13: Ashley,
00:45:13 --> 00:45:15: and we talked about this often.
00:45:15 --> 00:45:18: You know they engage much more through social media and
00:45:18 --> 00:45:20: other forms than the website.
00:45:20 --> 00:45:24: For example, you know kicks in caps got 26,000 followers,
00:45:24 --> 00:45:25: but maybe or maybe not.
00:45:25 --> 00:45:28: People are those same people going to a website.
00:45:28 --> 00:45:30: My son is 13. I mentor a lot of high
00:45:30 --> 00:45:33: school students after don't ever check their email but you
00:45:33 --> 00:45:36: will get them directly and get a real real time
00:45:36 --> 00:45:38: communication through social media avenues.
00:45:38 --> 00:45:42: That's a real opportunity for us to leverage and making
00:45:42 --> 00:45:46: sure that we're diversifying the relationships and engagement that we're
00:45:46 --> 00:45:46: getting.
00:45:46 --> 00:45:49: This will allow us to work together for a shared
00:45:49 --> 00:45:49: vision,

00:45:49 --> 00:45:53: 'cause we understand that engagement is 2 way that communication
00:45:53 --> 00:45:55: is 2 way and if we are really true and
00:45:55 --> 00:45:56: very clear on that.
00:45:56 --> 00:46:00: In the vision for Bulls head will be community driven
00:46:00 --> 00:46:02: and consensus directed next slide.
00:46:04 --> 00:46:07: That one of the last things I really want to
00:46:07 --> 00:46:10: focus on is that when you've been engaging with the
00:46:10 --> 00:46:13: community for a number of years and the staff have
00:46:13 --> 00:46:17: been intentional and quite frankly directed an excellent with doing
00:46:17 --> 00:46:18: this for over a decade,
00:46:18 --> 00:46:21: one of the things that we always want to caution
00:46:21 --> 00:46:24: is to ensure that the Community stays invigorated,
00:46:24 --> 00:46:26: stays excited about what's going on,
00:46:26 --> 00:46:29: and So what we always can be successful is when
00:46:29 --> 00:46:32: you wed their engagement too low hanging fruit wind,
00:46:32 --> 00:46:35: right? So every time there's a win,
00:46:35 --> 00:46:38: our success. In some initiative that the community came up
00:46:38 --> 00:46:38: with you,
00:46:38 --> 00:46:41: you celebrate that right. And when you're able to celebrate
00:46:42 --> 00:46:42: those wins,
00:46:42 --> 00:46:45: then the community can instantaneously see the fruits of their
00:46:46 --> 00:46:46: labor.
00:46:46 --> 00:46:48: This will combat directly planning fatigue.
00:46:48 --> 00:46:52: You know. Oftentimes, communities can be really excited about something,
00:46:52 --> 00:46:55: but after they've been kind of discussing it,
00:46:55 --> 00:46:57: inventing it for two or three or four years,
00:46:57 --> 00:47:00: and can get a challenge and can be challenging.
00:47:00 --> 00:47:02: We talked about the high tech and high touch model,
00:47:02 --> 00:47:05: and the team here. It's both the local staff,
00:47:05 --> 00:47:07: is in a phenomenal job with that.
00:47:07 --> 00:47:10: But really, trying to ensure that that model is employed,
00:47:10 --> 00:47:14: that you're able to address people an all facets that
00:47:14 --> 00:47:15: you're able to.
00:47:15 --> 00:47:18: You've done a great job with people coming to Saint
00:47:18 --> 00:47:20: Mary's for a number of visits,
00:47:20 --> 00:47:22: and the outreach has been great.
00:47:22 --> 00:47:25: We have to ensure that we have that high tech
00:47:25 --> 00:47:26: side of it.
00:47:26 --> 00:47:29: We heard from our millennial panel presenter.
00:47:29 --> 00:47:32: We also talked about. How much that can work when

00:47:32 --> 00:47:35: the two together and you're able to ensure that you're
00:47:35 --> 00:47:37: addressing as many people as possible?
00:47:37 --> 00:47:39: I included a Pittsburgh Yards,
00:47:39 --> 00:47:42: which is a project that Ashley is very familiar with
00:47:42 --> 00:47:45: and some others that they did a great job in
00:47:45 --> 00:47:47: incorporating the high tech and high touch model.
00:47:47 --> 00:47:50: One of the ideas they had for community engagement,
00:47:50 --> 00:47:52: where they actually used a payphone.
00:47:52 --> 00:47:55: Hopefully some of you remember the good old fashioned pay
00:47:56 --> 00:47:56: phones,
00:47:56 --> 00:47:59: but they programmed the pay phone so that people can
00:47:59 --> 00:48:01: get on the phone on the site.
00:48:01 --> 00:48:04: And leave their own impressions what they wanted to see
00:48:04 --> 00:48:05: on that particular site.
00:48:05 --> 00:48:08: And that's just a phenomenal model of using both models
00:48:08 --> 00:48:11: of high tech and high touch to ensure you're getting
00:48:11 --> 00:48:13: as much engagement with the community as possible.
00:48:13 --> 00:48:16: That's the last thing I wanna talk about from community
00:48:16 --> 00:48:18: engagement as well as with branding,
00:48:18 --> 00:48:20: and I'm going to pass it on.
00:48:20 --> 00:48:22: Thank you. I'm Larry greiner.
00:48:22 --> 00:48:26: I'm with RKG associates and I've been with him for
00:48:26 --> 00:48:28: about the past 30 years.
00:48:28 --> 00:48:30: I want to thank everyone on the panel that I
00:48:30 --> 00:48:33: served with and I want to thank everyone in the
00:48:33 --> 00:48:35: audience for inviting us into a community.
00:48:35 --> 00:48:37: In that last 30 years with RKG,
00:48:37 --> 00:48:39: where I've done economic planning,
00:48:39 --> 00:48:42: real estate development and other sorts of consulting work,
00:48:42 --> 00:48:45: I've had the good fortune to work in many communities
00:48:45 --> 00:48:47: throughout upstate New York.
00:48:47 --> 00:48:51: Including perhaps about a dozen assignments in Rochester,
00:48:51 --> 00:48:54: one of which back in 2010 was an initial look
00:48:55 --> 00:48:59: at that point in time at the Bulls Head neighborhood.
00:48:59 --> 00:49:00: Next slide, please.
00:49:02 --> 00:49:06: So what we've heard to date might be considered a.
00:49:06 --> 00:49:11: SWOT analysis strengths, weaknesses, opportunities and threats.
00:49:11 --> 00:49:16: Talking about the social and economic climate within the Community
00:49:16 --> 00:49:20: and throughout the greater area and how that may not
00:49:20 --> 00:49:24: be working towards the best investment in social and economic

00:49:24 --> 00:49:29: capital. What are some of the partnerships that can happen?
00:49:29 --> 00:49:31: And I believe as actually spoke.
00:49:31 --> 00:49:34: What this does is it lays a good foundation for
00:49:35 --> 00:49:39: sustainability and for bringing everyone together into the table.
00:49:39 --> 00:49:41: And that's well and good.
00:49:41 --> 00:49:44: But coming from my perspective.
00:49:44 --> 00:49:46: I look at it at the back end of.
00:49:46 --> 00:49:49: It is still at the end of the day.
00:49:49 --> 00:49:52: We've got this 12 acre parcel of land with great
00:49:52 --> 00:49:53: potential,
00:49:53 --> 00:49:57: good location, excellent traffic, counts to go buy it.
00:49:57 --> 00:50:01: And how can we program that for a development that
00:50:01 --> 00:50:05: is sustainable and serves the neighborhood?
00:50:05 --> 00:50:08: Consider if you will that this is its own little
00:50:08 --> 00:50:09: master plan.
00:50:09 --> 00:50:13: This 12 acre site. And in doing a development plan
00:50:13 --> 00:50:13: for that,
00:50:13 --> 00:50:17: we would look at maybe what we call an implementation
00:50:17 --> 00:50:20: matrix or a strategy where we identify broad goals and
00:50:21 --> 00:50:21: initiatives.
00:50:21 --> 00:50:25: Specific objectives within those and action items in order to
00:50:26 --> 00:50:26: get there,
00:50:26 --> 00:50:30: we assign accountability or ownership to see that stuff gets
00:50:30 --> 00:50:31: done.
00:50:31 --> 00:50:35: We offer timelines, levels of urgency and also some sort
00:50:35 --> 00:50:37: of metric for measuring success.
00:50:37 --> 00:50:38: Next slide, please.
00:50:40 --> 00:50:43: So within that one of the major goals is community
00:50:43 --> 00:50:44: outreach.
00:50:44 --> 00:50:47: In general communications process. But I'm not going to read
00:50:47 --> 00:50:49: each of these to you.
00:50:49 --> 00:50:51: Well, let's consider objective one,
00:50:51 --> 00:50:53: effectively establishing a process you know.
00:50:53 --> 00:50:56: This is where we want to make sure that we've
00:50:56 --> 00:51:00: spoken with and have opportunity to continue to speak with.
00:51:00 --> 00:51:01: All entities be the public,
00:51:01 --> 00:51:05: private, nonprofit, institutional, community based.
00:51:05 --> 00:51:08: That can add to our base of knowledge,
00:51:08 --> 00:51:11: or that they may be contributory to sort of any
00:51:11 --> 00:51:14: ongoing development projects and efforts thereafter,
00:51:14 --> 00:51:17: and we think this is something that should happen now,

00:51:17 --> 00:51:21: probably within the latter half of 2020 21.
00:51:21 --> 00:51:23: We also road or we will hear.
00:51:23 --> 00:51:26: I apologize Antoine speak a little bit more about the
00:51:26 --> 00:51:28: need for increasing the web based presence,
00:51:28 --> 00:51:31: but not so much the web based presence is the
00:51:31 --> 00:51:34: social media presence to make sure that we're getting to
00:51:34 --> 00:51:36: everybody that we can,
00:51:36 --> 00:51:39: and this is something we also think should happen in
00:51:39 --> 00:51:41: the latter half of 2021.
00:51:41 --> 00:51:44: Second objective is the integration of parties.
00:51:44 --> 00:51:47: We heard Bill talk about the local churches and institutions
00:51:47 --> 00:51:49: and other nonprofits.
00:51:49 --> 00:51:52: And then the neighborhood better filling a role,
00:51:52 --> 00:51:55: but may have the opportunity to fill a greater role,
00:51:55 --> 00:51:58: particularly if they have XX excess space that can be
00:51:58 --> 00:52:01: used for part of the planning process and or for
00:52:01 --> 00:52:02: community space.
00:52:02 --> 00:52:05: So we would suggest that action items there might be,
00:52:05 --> 00:52:08: you know, specifically identifying these locations,
00:52:08 --> 00:52:10: understanding the services they provide,
00:52:10 --> 00:52:14: that they could provide, or they wish they could provide.
00:52:14 --> 00:52:19: Explore any opportunities for expanding those services and consider the
00:52:19 --> 00:52:22: physical use of some of that space.
00:52:22 --> 00:52:27: Also, they would need to be staffing if required.
00:52:27 --> 00:52:30: Objective three and I think this is part of the
00:52:30 --> 00:52:34: residents seeing something getting done is consider a physical presence
00:52:35 --> 00:52:36: in the location.
00:52:36 --> 00:52:38: Some place for people to actually meet,
00:52:38 --> 00:52:42: actually to share information and exchange information.
00:52:42 --> 00:52:45: We do offer up as a as a consideration space
00:52:45 --> 00:52:48: at the Bulls Head Plaza and its associated parking where
00:52:48 --> 00:52:51: we could repurpose part of that building to form what
00:52:51 --> 00:52:54: we call a Bulls head Community Resource Center.
00:52:54 --> 00:52:56: Steps to take. There's, you know,
00:52:56 --> 00:53:00: identify that location, estimating the costs that may be associated
00:53:00 --> 00:53:03: with re purposing the facility and then to actually re
00:53:03 --> 00:53:05: purpose the facility.
00:53:05 --> 00:53:05: Next slide, please.
00:53:08 --> 00:53:11: Another broad goal an as was touched on earlier by
00:53:11 --> 00:53:13: actually among others,

00:53:13 --> 00:53:16: is community goods services and downtown venues.
00:53:16 --> 00:53:19: And what we've heard here is that we need to
00:53:19 --> 00:53:23: provide and want to provide basic goods and services to
00:53:23 --> 00:53:26: the local population services that they can use,
00:53:26 --> 00:53:29: that they want that they need,
00:53:29 --> 00:53:31: that they can own and operate.
00:53:31 --> 00:53:33: And.
00:53:33 --> 00:53:36: We consider that part of this process would be enhancing
00:53:36 --> 00:53:38: the outreach to the targeted community.
00:53:38 --> 00:53:42: This may include mailout, mailback surveys and questionnaires,
00:53:42 --> 00:53:45: drop off surveys and questionnaires at the Resource Center door
00:53:46 --> 00:53:47: to door canvassing,
00:53:47 --> 00:53:50: but I think is Antoine mentioned there's nothing like getting
00:53:50 --> 00:53:53: to know the neighborhood by talking to the people in
00:53:53 --> 00:53:54: the neighborhood.
00:53:54 --> 00:53:57: I can tell you when I was back in Bulls
00:53:57 --> 00:53:57: head in 2010,
00:53:57 --> 00:54:00: I probably spent about 40 minutes in a local barbershop
00:54:01 --> 00:54:02: getting a shave and a haircut,
00:54:02 --> 00:54:05: and I learned so much about Bulls head.
00:54:05 --> 00:54:07: Sitting in that barbershop chair.
00:54:07 --> 00:54:12: What we've heard today tend to just summarize some of
00:54:12 --> 00:54:12: what?
00:54:12 --> 00:54:15: Actually had presented neighborhood services convenience,
00:54:15 --> 00:54:17: fresh food, health care, entertainment,
00:54:17 --> 00:54:21: arts, banking, etc. The other big objective under this is
00:54:21 --> 00:54:25: to increase the economic vitality of the Bulls head neighborhood
00:54:25 --> 00:54:29: by improving the after five o'clock economy and to foster
00:54:29 --> 00:54:34: multi destination consumer activities. Something where we can capture those
00:54:34 --> 00:54:38: traffic counts that Bill spoke of what we've heard from
00:54:38 --> 00:54:41: the community at large so far is a desire for
00:54:41 --> 00:54:43: and supportable.
00:54:43 --> 00:54:46: Need for dining and drinking venues with the focus on
00:54:46 --> 00:54:48: multicultural quotes cuisines.
00:54:48 --> 00:54:51: These can be locally owned and operated and they can
00:54:51 --> 00:54:53: also offer up gathering spaces for arts,
00:54:53 --> 00:54:57: entertainment and related venues. We understand that there's a couple
00:54:57 --> 00:55:01: of models of this that are successful elsewhere throughout

the
00:55:01 --> 00:55:04: Rochester area and we encourage that those be incorporated here
00:55:04 --> 00:55:08: as best they can, and that perhaps we explore the
00:55:08 --> 00:55:11: opportunities of working with the culinary institutes.
00:55:11 --> 00:55:14: Next slide, please.
00:55:14 --> 00:55:16: So now we come down to the planning that the
00:55:17 --> 00:55:17: 12 acre site,
00:55:17 --> 00:55:20: if you will, and what's the program and the process
00:55:20 --> 00:55:21: for doing that,
00:55:21 --> 00:55:23: and what we would suggest with these many.
00:55:23 --> 00:55:25: These are some of the considerations.
00:55:25 --> 00:55:28: Site ownership, who's going to continue to own the site
00:55:28 --> 00:55:29: will be the city.
00:55:29 --> 00:55:32: Will it be the private sector?
00:55:32 --> 00:55:35: We encourage you to explore the merits of each,
00:55:35 --> 00:55:39: you know. City ownership allows for continued site control now
00:55:39 --> 00:55:40: and in the future,
00:55:40 --> 00:55:43: and it may also offer the opportunity for a variety
00:55:44 --> 00:55:44: of incentives,
00:55:44 --> 00:55:47: be they favorable ground lease rates,
00:55:47 --> 00:55:53: a streamlined planning process, design standards and development expectations set
00:55:53 --> 00:55:54: up front.
00:55:54 --> 00:55:56: The next thing is actually determined.
00:55:56 --> 00:55:58: What is the capacity of the site?
00:55:58 --> 00:56:01: You know we had an approximate 12 acre site,
00:56:01 --> 00:56:04: so that's going to be taken up by roadways interior
00:56:04 --> 00:56:04: and access.
00:56:04 --> 00:56:07: Some of that's going to be taken up or in
00:56:07 --> 00:56:08: our opinion,
00:56:08 --> 00:56:11: should be taken up by green space and public space.
00:56:11 --> 00:56:13: And then zoning. Even if the area has its own
00:56:13 --> 00:56:16: distinct zoning there going to be some restrictions.
00:56:16 --> 00:56:19: For example, an acre of land perhaps may only be
00:56:19 --> 00:56:20: built to 40%.
00:56:20 --> 00:56:23: So determine what 12 acres actually gets you down to
00:56:23 --> 00:56:24: in terms of.
00:56:24 --> 00:56:26: Buildable footprint maybe 8 acres,
00:56:26 --> 00:56:30: maybe 9 acres of entirely speculation on our part.
00:56:30 --> 00:56:34: We also encourage the continued conceptualization of the site and

00:56:34 --> 00:56:37: that this be communicated throughout the Community,
00:56:37 --> 00:56:40: and I realize the dynamics of developing a Big 12
00:56:40 --> 00:56:41: acre site.
00:56:41 --> 00:56:43: St front facings are very important.
00:56:43 --> 00:56:46: Wide sidewalks, landscaping things. That is you.
00:56:46 --> 00:56:49: We also want to talk about parking and we think
00:56:49 --> 00:56:52: you should consider parking and how that's going to be
00:56:52 --> 00:56:52: handled.
00:56:52 --> 00:56:56: You know, maybe centralized parking is something that the city
00:56:56 --> 00:56:58: could offer is as a carrot to a developer and
00:56:58 --> 00:57:00: either event you know we don't want a sea of
00:57:00 --> 00:57:03: surface parking throughout the neighborhood.
00:57:03 --> 00:57:05: We want it compact as possible,
00:57:05 --> 00:57:07: maybe shared behind the existing buildings,
00:57:07 --> 00:57:09: and it's all about scale.
00:57:09 --> 00:57:10: Next slide, please.
00:57:12 --> 00:57:15: Some of the other issues that need to be considered
00:57:15 --> 00:57:16: are the key parcels,
00:57:16 --> 00:57:19: the phasing of the redevelopment of the Bulls head neighborhood
00:57:19 --> 00:57:21: in this 12 acre site.
00:57:21 --> 00:57:24: Realizing the desirability from a retailer's point of view,
00:57:24 --> 00:57:28: a street facing parcels that get that traffic count access.
00:57:28 --> 00:57:31: And you know what? Some of those footprints may be
00:57:31 --> 00:57:35: relative to the information garnered from this community.
00:57:35 --> 00:57:39: Outreach on desired goods and services and what gift developed
00:57:39 --> 00:57:42: 1st May also influence what gets developed 2nd.
00:57:42 --> 00:57:46: Another aspect of this also which I didn't mention earlier,
00:57:46 --> 00:57:49: is this community outreach to improve input from the residents
00:57:50 --> 00:57:52: may offer up a priority list if you will by
00:57:52 --> 00:57:53: tally count.
00:57:53 --> 00:57:57: Now, if we interview and get responses from 400 residents,
00:57:57 --> 00:57:59: 500 residents or whatever, the number may be,
00:57:59 --> 00:58:03: you know a tally count will tell us that which
00:58:03 --> 00:58:06: is most desired and wouldn't be supported by them.
00:58:06 --> 00:58:09: We also think it's important to plan for the future's
00:58:09 --> 00:58:14: additional acreage or sites may become available throughout the Greater
00:58:14 --> 00:58:15: bulls head area.
00:58:15 --> 00:58:19: As Bill discussed, the city may consider acquiring these sites

00:58:19 --> 00:58:20: to maintain control and bacon,
00:58:20 --> 00:58:26: and then maybe opportunities for future assemblages for residential and
00:58:26 --> 00:58:27: public space develop.
00:58:27 --> 00:58:32: Also clearly defined the relationship between the city and the
00:58:32 --> 00:58:33: developer.
00:58:33 --> 00:58:36: Ambiguity is not liked by anybody and it only slows
00:58:36 --> 00:58:38: down the development process.
00:58:38 --> 00:58:43: Make everything as vanilla as it can possibly be.
00:58:43 --> 00:58:47: We also suggested an ongoing steering committee be initiated.
00:58:47 --> 00:58:49: This would probably be representative of the city,
00:58:49 --> 00:58:52: the community, other stakeholders, the developer,
00:58:52 --> 00:58:55: perhaps other area brokers and Realtors to see that the
00:58:55 --> 00:58:57: process is continued to move forward,
00:58:57 --> 00:59:02: and that the process gets communicated throughout the Community.
00:59:02 --> 00:59:06: It's also important to realize that not everything new or
00:59:06 --> 00:59:09: economic development needs to be new bricks and mortar.
00:59:09 --> 00:59:12: There's the allowance for open space,
00:59:12 --> 00:59:15: seasonal markets, pop-ups incubator, and the like,
00:59:15 --> 00:59:17: which was touched on by others.
00:59:17 --> 00:59:21: And lastly, we consider rebranding the Bulls head identity.
00:59:21 --> 00:59:24: Accentuated sameness of of of look and feel in a
00:59:24 --> 00:59:27: sense of place include as much as possible with a
00:59:27 --> 00:59:31: storwick wayfinding bulls head is bulls head and everyone knows
00:59:31 --> 00:59:34: it when they're in Bulls head.
00:59:34 --> 00:59:37: Flashlight please.
00:59:37 --> 00:59:39: And we talked about an implementation matrix.
00:59:39 --> 00:59:42: I just wanted to give those of you who may
00:59:42 --> 00:59:45: not be familiar with the concept of many are I
00:59:45 --> 00:59:47: know of the elements of it.
00:59:47 --> 00:59:48: So as we discussed, you know,
00:59:48 --> 00:59:50: we've identified a broad goal.
00:59:50 --> 00:59:53: In this case it says example of format,
00:59:53 --> 00:59:55: but within that their objectives,
00:59:55 --> 01:00:00: action items with each. We assign implementation leads and partners.
01:00:00 --> 01:00:04: We establish timeframes, estimate costs and give some sort of
01:00:04 --> 01:00:06: metric for measuring success.
01:00:06 --> 01:00:08: I thank you for your time and I turn it

01:00:08 --> 01:00:10: back to my colleague please.
01:00:10 --> 01:00:12: So, so we're going to land this plane,
01:00:12 --> 01:00:15: and there are a couple of things that that Ashley
01:00:15 --> 01:00:19: mentioned in terms of the scenic ride and and that
01:00:19 --> 01:00:22: that Larry mentioned in terms of implementation.
01:00:22 --> 01:00:25: And so we're going to try to see if we
01:00:25 --> 01:00:28: can smooth that ride out a little bit for you
01:00:28 --> 01:00:31: and really focus in and force and make implementation a
01:00:31 --> 01:00:34: little clearer. A little smoother for you.
01:00:34 --> 01:00:38: Fortunately for you, in Rochester that you have at least
01:00:38 --> 01:00:39: two tools,
01:00:39 --> 01:00:41: there are two tools that exist.
01:00:41 --> 01:00:44: That we think you can borrow on and enhance to
01:00:44 --> 01:00:46: to to help support progress.
01:00:46 --> 01:00:49: The first one is collective impact and the second one
01:00:50 --> 01:00:52: is the power of GIS mapping and so one of
01:00:52 --> 01:00:56: the questions we asked ourselves as we're going through this
01:00:56 --> 01:01:00: engagement was, you know, are there any sort of methods?
01:01:00 --> 01:01:04: Are there any ways that we can enhance our communication,
01:01:04 --> 01:01:08: enhance our our our partnerships and and you know enhance
01:01:08 --> 01:01:09: the scalable results?
01:01:09 --> 01:01:12: Well, you know collective impact.
01:01:12 --> 01:01:15: Is a way really of helping people work better and
01:01:15 --> 01:01:17: more collaborative tea together?
01:01:17 --> 01:01:20: And it's also a way to help solve what we
01:01:20 --> 01:01:23: view in urban planning as both very difficult,
01:01:23 --> 01:01:27: complex and adaptive problems. Often we we find that you
01:01:27 --> 01:01:30: know what I should do me just back up.
01:01:30 --> 01:01:33: I didn't introduce myself. I am Paul Bernard.
01:01:33 --> 01:01:37: You know I am the chair of the panel.
01:01:37 --> 01:01:40: And I I I have a background in an urban
01:01:40 --> 01:01:44: economic development and in and in planning and finance.
01:01:44 --> 01:01:48: I currently serve as an adjunct professor over at Georgetown
01:01:48 --> 01:01:52: University and in my previous lives I've worked in the
01:01:52 --> 01:01:54: City of Philadelphia,
01:01:54 --> 01:01:56: where I'm from as well as in Detroit.
01:01:56 --> 01:02:01: So getting back to this whole notion of collective impact.
01:02:01 --> 01:02:05: Collective impact is a great tool to bring parties,
01:02:05 --> 01:02:09: anchors, folks together and help force a certain sense of
01:02:09 --> 01:02:11: urgency to get things done.
01:02:11 --> 01:02:13: And for those for those who are,

01:02:13 --> 01:02:17: you are who are familiar with collective impact.
01:02:17 --> 01:02:21: Successful initiatives have five things you know in common.
01:02:21 --> 01:02:25: You know that there's a common agenda that everybody is
01:02:25 --> 01:02:29: on the same page that there's shared measurement systems.
01:02:29 --> 01:02:32: You know, if you don't measure something.
01:02:32 --> 01:02:33: If you don't have metrics,
01:02:33 --> 01:02:36: the probability of success get diminished.
01:02:36 --> 01:02:39: There are mutually reinforcing activities.
01:02:39 --> 01:02:42: What that means is you don't ask someone to do
01:02:42 --> 01:02:44: something that they can't do,
01:02:44 --> 01:02:47: but what you do is align those things and those
01:02:47 --> 01:02:51: powers and those resources and those activities that folks are
01:02:51 --> 01:02:52: currently doing.
01:02:52 --> 01:02:56: There's continuous communication so that the left hand knows what
01:02:56 --> 01:02:58: the right hand is doing,
01:02:58 --> 01:03:01: and then lastly, and probably most importantly,
01:03:01 --> 01:03:05: there's a backbone support. Organization that keeps everybody on point
01:03:05 --> 01:03:09: that keeps the urgency at a high level and that
01:03:09 --> 01:03:12: helps organize and coordinates and gets things done.
01:03:12 --> 01:03:16: Fortunately for you, in Rochester there are at least two
01:03:16 --> 01:03:19: examples that we were able to uncover.
01:03:19 --> 01:03:24: There's connected communities working in the Emma and Beachwood neighborhoods,
01:03:24 --> 01:03:27: and then there's around community development.
01:03:27 --> 01:03:31: And then there's rock, the future and their focused in
01:03:31 --> 01:03:33: on educational outcomes.
01:03:33 --> 01:03:33: So the next slide.
01:03:36 --> 01:03:40: In and lastly, we want to talk about the GIS
01:03:40 --> 01:03:42: tool that the city already has.
01:03:42 --> 01:03:44: You've done a great job.
01:03:44 --> 01:03:47: We find in terms of being able to map and
01:03:47 --> 01:03:51: display information you've done an even better job.
01:03:51 --> 01:03:54: We believe in terms of of other areas of the
01:03:54 --> 01:03:57: city where you've dug a lot deeper in terms of
01:03:57 --> 01:04:00: layering in three dimensional applications,
01:04:00 --> 01:04:04: what we would. Encourage you to do is expand the
01:04:04 --> 01:04:09: use of your your your GIS mapping functionality to include
01:04:09 --> 01:04:14: things like interactive evaluation of capabilities reporting and tracking.
01:04:14 --> 01:04:19: Being able to disseminate those reports and tracking on

pieces
01:04:19 --> 01:04:22: to anchors as well as to the community at large
01:04:23 --> 01:04:26: and that goes into the outreach and communication.
01:04:26 --> 01:04:30: And then lastly being able to use this tool as
01:04:30 --> 01:04:33: a way to field issues and to communicate.
01:04:33 --> 01:04:37: Interactively with with whether it's the community or whether it's
01:04:37 --> 01:04:40: your anchor institutions or stakeholders.
01:04:40 --> 01:04:43: We think there is an ability to have that conversation
01:04:43 --> 01:04:47: with either your current service provider or you know with
01:04:47 --> 01:04:51: the new service provider if your current service provider that
01:04:51 --> 01:04:54: they don't have those capabilities in.
01:04:54 --> 01:04:57: With that, we're going to bring this to to a
01:04:57 --> 01:04:57: close,
01:04:57 --> 01:04:58: but I want to have.
01:04:58 --> 01:05:02: I want to say a couple of things.
01:05:02 --> 01:05:05: 1st that that I'm reminded of a week in a
01:05:05 --> 01:05:11: special weekend gathering that was sponsored by Oprah maybe about
01:05:11 --> 01:05:14: 15 years ago where she invited 100 or so of
01:05:14 --> 01:05:18: her very closest friends. And I think the point of
01:05:18 --> 01:05:22: it was really encourage them to think differently.
01:05:22 --> 01:05:25: Now, what really, I was taken by was the an
01:05:25 --> 01:05:30: interview that was done shortly after with Tyler Perry.
01:05:30 --> 01:05:33: And for those of you all who know Tyler Perry.
01:05:33 --> 01:05:37: So he's a he was an up and coming director
01:05:37 --> 01:05:38: at that time,
01:05:38 --> 01:05:41: aspiring to to do to do great things.
01:05:41 --> 01:05:44: But he at that point he was just really wanting
01:05:44 --> 01:05:46: to be a good director,
01:05:46 --> 01:05:50: producing films and as he left I'm going to quote
01:05:50 --> 01:05:54: something that he said he as he left that gathering.
01:05:54 --> 01:05:55: He said, you know, what?
01:05:55 --> 01:05:59: I'm really motivated to think differently.
01:05:59 --> 01:06:01: I'm motivated to be better,
01:06:01 --> 01:06:04: I moded motivated to think bigger and so as we
01:06:04 --> 01:06:05: leave you.
01:06:05 --> 01:06:08: And you return to your daily office.
01:06:08 --> 01:06:11: Is your daily grinds? Well,
01:06:11 --> 01:06:15: we hope that that there we leave you with two
01:06:15 --> 01:06:16: things.
01:06:16 --> 01:06:18: We hope that above all,

01:06:18 --> 01:06:21: we want you to think differently,
01:06:21 --> 01:06:25: but we want you to both think bigger an engage
01:06:25 --> 01:06:27: more deeply so.
01:06:27 --> 01:06:30: The last thing I'll say before I open up for
01:06:30 --> 01:06:33: questions is that a lot of this reminds me of
01:06:33 --> 01:06:36: I grew up in the Baptist Church.
01:06:36 --> 01:06:39: It reminds me of a song that we used to
01:06:39 --> 01:06:40: sing where talks about,
01:06:40 --> 01:06:44: you know, having come this far by faith and so
01:06:44 --> 01:06:46: you've come this far by faith.
01:06:46 --> 01:06:48: We hope that you keep it going.
01:06:48 --> 01:06:52: Anan. We're looking forward to all the great progress that
01:06:52 --> 01:06:56: you're going to make within the next few months.
01:06:56 --> 01:06:58: Few years and decades to come.
01:06:58 --> 01:07:00: So thank you for your attention.
01:07:00 --> 01:07:03: I want to thank the panelists for sharing your thoughts.
01:07:03 --> 01:07:06: And so now what we'd like to do is first
01:07:06 --> 01:07:09: open it up for questions for from our sponsors.
01:07:09 --> 01:07:11: We're going to bring them back on.
01:07:11 --> 01:07:13: And then if you have questions,
01:07:13 --> 01:07:16: please feel free to just drop them in the chat
01:07:16 --> 01:07:18: and we'll handle as many as we possibly can.
01:07:18 --> 01:07:21: Thank you. OK, thank you that.
01:07:21 --> 01:07:24: I mean boil boy, there's so much there.
01:07:24 --> 01:07:27: I was. I realized that you're gonna send us the
01:07:27 --> 01:07:28: presentation,
01:07:28 --> 01:07:32: but I was writing furiously as you were going because
01:07:32 --> 01:07:35: there was so much information.
01:07:35 --> 01:07:36: That was so good and.
01:07:40 --> 01:07:45: So so interesting. I just have a couple of questions
01:07:45 --> 01:07:47: and I you know.
01:07:47 --> 01:07:52: So I thought everything that that came out was was
01:07:53 --> 01:07:54: really great.
01:07:54 --> 01:07:57: A lot of really valuable information there.
01:07:59 --> 01:08:03: So let me just ask a couple of questions and
01:08:03 --> 01:08:06: then I'll let you guys think about it.
01:08:06 --> 01:08:10: One thing is you've talked a lot about.
01:08:10 --> 01:08:14: You know connecting people and I will 100%
01:08:14 --> 01:08:18: agree that over the course of time that we've been
01:08:19 --> 01:08:19: working.
01:08:19 --> 01:08:23: On this project and anyone as I've told you all
01:08:23 --> 01:08:26: my my time goes back a lot longer than Ricks,

01:08:26 --> 01:08:30: but it's been primarily Rick and Rick has done a
01:08:30 --> 01:08:31: fantastic job.
01:08:31 --> 01:08:35: We would be nowhere near where we are now without
01:08:35 --> 01:08:36: without Rick.
01:08:36 --> 01:08:39: But it's been mostly Rick and.
01:08:39 --> 01:08:44: As we've gone through different administrations and different levels of
01:08:44 --> 01:08:44: funding,
01:08:44 --> 01:08:47: the amount of time that we've been able to spend
01:08:48 --> 01:08:48: on this,
01:08:48 --> 01:08:50: as has both, you know,
01:08:50 --> 01:08:53: reduced an increased. So you know,
01:08:53 --> 01:08:56: creating some kind of community based.
01:08:56 --> 01:09:00: Opportunity where it's not just Rick where it's not just
01:09:00 --> 01:09:01: me and Rick,
01:09:01 --> 01:09:04: or it's not just me and Rick and a couple
01:09:04 --> 01:09:06: of people in the neighborhood.
01:09:06 --> 01:09:07: It really has to be a much,
01:09:07 --> 01:09:11: much larger group so I think you know your points
01:09:11 --> 01:09:14: about establishing a strong relationship.
01:09:14 --> 01:09:18: I'm with the universities bringing in local entrepreneurs.
01:09:18 --> 01:09:21: You know, this whole collective impact model is all very,
01:09:21 --> 01:09:24: very important.
01:09:24 --> 01:09:29: So I think what we really need to do is.
01:09:29 --> 01:09:32: Think a little bit more about how how we can
01:09:32 --> 01:09:33: actually do that,
01:09:33 --> 01:09:36: what the process is for creating that.
01:09:36 --> 01:09:39: So so thanks for mentioning a couple of models like
01:09:39 --> 01:09:41: collect connected communities.
01:09:41 --> 01:09:43: You know, we certainly know those.
01:09:43 --> 01:09:46: The thing that often comes up though as we start
01:09:46 --> 01:09:48: talking about projects like this.
01:09:48 --> 01:09:51: Is you know the we call it the G word
01:09:51 --> 01:09:51: here.
01:09:51 --> 01:09:54: Gentrification, and there's always that concern that.
01:09:54 --> 01:09:57: Well, yeah, you know we're all here right now,
01:09:57 --> 01:10:00: but you're going to come in and you're going to
01:10:00 --> 01:10:02: build all this stuff.
01:10:02 --> 01:10:04: And when you build all this stuff,
01:10:04 --> 01:10:05: it's going to not be for us.
01:10:05 --> 01:10:08: It's going to be for all these new people that
01:10:08 --> 01:10:10: you want to bring in.

01:10:10 --> 01:10:15: And so we're constantly struggling here with this whole idea
01:10:15 --> 01:10:16: that we call.
01:10:16 --> 01:10:21: Investment without displacement? How do we do development without displacement?
01:10:21 --> 01:10:24: How do we build things but not displace the people
01:10:25 --> 01:10:26: who were already there?
01:10:26 --> 01:10:30: How do we continue to include those people even though
01:10:30 --> 01:10:34: as you unfortunately incorrectly pointed out at the beginning,
01:10:34 --> 01:10:35: tend to be lower income,
01:10:35 --> 01:10:39: lower family incomes? The housing values are lower,
01:10:39 --> 01:10:42: the educational values and lower so it it becomes a
01:10:42 --> 01:10:44: little bit of a challenge.
01:10:44 --> 01:10:48: And I know that certainly in other cities like Atlanta.
01:10:48 --> 01:10:50: And in DC that that obviously is a problem.
01:10:50 --> 01:10:53: We've seen that even in places like Harlem,
01:10:53 --> 01:10:57: where you know we did the development or we encourage
01:10:57 --> 01:10:58: the development,
01:10:58 --> 01:11:02: but ended up displacing. Folks who had an authentic and
01:11:02 --> 01:11:06: in kind of original relationship with the place.
01:11:06 --> 01:11:09: Do you have any any suggestions?
01:11:09 --> 01:11:13: Or any references that you can give us to places
01:11:13 --> 01:11:18: that have been successful in this development without displacement.
01:11:18 --> 01:11:21: So I'm going to start off and then I'm going
01:11:21 --> 01:11:23: to pass it on to Antwan and Kim and to
01:11:23 --> 01:11:26: Ashley to to react and respond.
01:11:26 --> 01:11:29: The first thing I want to mention is this notion
01:11:29 --> 01:11:32: of collective impact and where you go.
01:11:32 --> 01:11:34: You have connected communities there,
01:11:34 --> 01:11:36: but clearly folks like FSG.
01:11:36 --> 01:11:39: They do a lot of training on this an I
01:11:39 --> 01:11:42: would submit to you that you bring some of those
01:11:42 --> 01:11:46: anchor partners along some of the foundations along in part
01:11:46 --> 01:11:49: because what we found in our experiences.
01:11:49 --> 01:11:54: Those anchors can actually help fund the backbone organization,
01:11:54 --> 01:11:57: so that's the first thing so and so I'm just
01:11:57 --> 01:12:00: going to quickly say I think that your question is
01:12:00 --> 01:12:03: a great question that you are considering.
01:12:03 --> 01:12:05: How do you do?
01:12:05 --> 01:12:10: General if gentrification happens, how does it happen without displacement?
01:12:10 --> 01:12:14: A lot of communities don't consider it and it happens.

01:12:14 --> 01:12:16: And so the first thing I would say is that
01:12:16 --> 01:12:19: you almost you have to plan for it.
01:12:19 --> 01:12:22: So planning for it in planning for what you're going
01:12:22 --> 01:12:24: to do is extremely important.
01:12:24 --> 01:12:27: One of the powers that you already have,
01:12:27 --> 01:12:28: and this was alluded to,
01:12:28 --> 01:12:31: I believe by by Bill as well as by Larry,
01:12:31 --> 01:12:34: is this notion of you already own and control the
01:12:34 --> 01:12:35: land,
01:12:35 --> 01:12:37: and so one should think about.
01:12:37 --> 01:12:39: Well, what does that mean in terms of how we
01:12:39 --> 01:12:40: then want to shape the future?
01:12:40 --> 01:12:43: So with that I'm going to turn it over to
01:12:43 --> 01:12:45: to Antwan and Kim and Ashley to give some input.
01:12:45 --> 01:12:47: I'll jump in very quickly,
01:12:47 --> 01:12:48: you know. Actually in can we,
01:12:48 --> 01:12:50: you know, have done these kinds of things.
01:12:50 --> 01:12:54: We've had these kind of conversations probably professionally offline in
01:12:54 --> 01:12:55: our in our locales.
01:12:55 --> 01:12:58: You know, I think of the old SportsCenter quote about,
01:12:58 --> 01:12:59: you know you cannot stop it.
01:12:59 --> 01:13:02: You can only hope to contain it kind of deal.
01:13:02 --> 01:13:04: I think Stuart Scott used to come up with that.
01:13:04 --> 01:13:06: One justification is a real issue.
01:13:06 --> 01:13:07: I agree with Paul entirely.
01:13:07 --> 01:13:09: The fact that you recognize it.
01:13:09 --> 01:13:11: You have to battle right?
01:13:11 --> 01:13:15: What I found to be successful 'cause we're talking about
01:13:15 --> 01:13:18: it here in Houston is to have the community be
01:13:18 --> 01:13:20: actively involved in developing process.
01:13:20 --> 01:13:24: The reason why gentrification often happens is because it's a
01:13:24 --> 01:13:27: market driven for us and forces happen,
01:13:27 --> 01:13:31: quite frankly, outside of the the populist that you're addressing.
01:13:31 --> 01:13:33: And so when you have,
01:13:33 --> 01:13:36: when you're able to actively employed things like CBS and
01:13:36 --> 01:13:38: other kind of carrots,
01:13:38 --> 01:13:41: too slow and direct. The development apps from dictation.
01:13:41 --> 01:13:44: You can address it some of the goods quote unquote,
01:13:44 --> 01:13:47: that comfort ification is usually leads to directed in improvements
01:13:47 --> 01:13:50: in infrastructure you see usually directed efforts on street for

01:13:51 --> 01:13:51: mediation.
01:13:51 --> 01:13:54: But to ensure that the actual residents are the beneficiaries
01:13:54 --> 01:13:55: of that,
01:13:55 --> 01:13:57: you have to have them be a part of the
01:13:57 --> 01:13:59: process from the very beginning.
01:13:59 --> 01:14:02: Ashley or Kimberly come on the damn.
01:14:02 --> 01:14:05: Yeah, I'd really like to follow up with what Antoine
01:14:05 --> 01:14:06: said.
01:14:06 --> 01:14:08: That's exactly right. I agree with everything.
01:14:08 --> 01:14:12: I think there's some opportunities in terms of the development
01:14:12 --> 01:14:12: itself.
01:14:12 --> 01:14:16: CBA that Antoine mentioned is a community benefits agreement,
01:14:16 --> 01:14:18: and I'd like to also point you to a project
01:14:18 --> 01:14:22: in Oklahoma City where it exactly did what Antoine's talking
01:14:22 --> 01:14:26: about the community is deeply involved in the development itself.
01:14:26 --> 01:14:29: The anchors are actually businesses that had already existed there.
01:14:29 --> 01:14:32: That's something that I will share with you online,
01:14:32 --> 01:14:34: but it's the development of.
01:14:34 --> 01:14:37: NE 23 It's a neighborhood and it's using all of
01:14:37 --> 01:14:39: these different pieces equity into the community,
01:14:39 --> 01:14:41: a community, a community? Excuse me.
01:14:41 --> 01:14:45: Community benefits agreement. Things like that that really help to
01:14:45 --> 01:14:48: ensure that that engagements happening and we'll go ahead and
01:14:48 --> 01:14:50: get that to that information out to you.
01:14:53 --> 01:14:56: And now come in and hopefully close this out in
01:14:56 --> 01:14:57: some regard.
01:14:57 --> 01:15:01: The the housing portion has to be a collaborated effort
01:15:01 --> 01:15:03: with your Housing Authority.
01:15:03 --> 01:15:06: There has to be a strategic plan in regards to
01:15:06 --> 01:15:11: redevelopment or development of housing units that fit that price
01:15:11 --> 01:15:11: point,
01:15:11 --> 01:15:15: and then there has to be vouchers associated with such.
01:15:15 --> 01:15:19: That is the only way you're going to be able
01:15:19 --> 01:15:20: to retain those tenants.
01:15:20 --> 01:15:23: Those current residents use me.
01:15:23 --> 01:15:26: In my in my opinion and there also has to
01:15:26 --> 01:15:31: be a mechanism currently where the city is either controlling

01:15:31 --> 01:15:34: the land that some of these homes sit on or
01:15:34 --> 01:15:41: acquiring these homes so that homeownership and permanent affordability can
01:15:41 --> 01:15:42: be in place.
01:15:42 --> 01:15:46: The lattice communities are talking about community Land Trust and
01:15:46 --> 01:15:48: the viability of those models.
01:15:48 --> 01:15:51: But yeah, if you're looking at it from like the
01:15:51 --> 01:15:52: onset of five to 10 years,
01:15:52 --> 01:15:54: the question is what does it look like in 20
01:15:55 --> 01:15:55: to 30 years?
01:15:55 --> 01:15:58: And how do you keep those units affordable?
01:15:58 --> 01:16:00: So I think those are some options to consider.
01:16:00 --> 01:16:03: There was a question here and I'm jump ahead a
01:16:03 --> 01:16:05: little bit in regards to business displacement,
01:16:05 --> 01:16:08: you know. Again, there has to be an orchestrated kind
01:16:09 --> 01:16:09: of process.
01:16:09 --> 01:16:12: I think of Larry spoke to the phased approach of
01:16:12 --> 01:16:14: development in regards to keeping them.
01:16:14 --> 01:16:17: At one aspect, and allowing them to phase over to
01:16:17 --> 01:16:18: the new,
01:16:18 --> 01:16:21: the newer portion as that comes online and the last
01:16:21 --> 01:16:21: result,
01:16:21 --> 01:16:24: of course is the city master leasing some space to
01:16:24 --> 01:16:28: house them temporarily and then allowing him to come back
01:16:28 --> 01:16:30: when the development is finished.
01:16:30 --> 01:16:33: But again, those are kind of 3/5 year 10 year
01:16:33 --> 01:16:37: plans versus kind of the immediate scrape everything go away.
01:16:37 --> 01:16:39: And please do come back at some time.
01:16:39 --> 01:16:40: I think that is, you know,
01:16:40 --> 01:16:43: the very slim to happening as you all know.
01:16:46 --> 01:16:48: Great Recore orbera
01:16:52 --> 01:16:55: No, I don't have anything right now other than to
01:16:55 --> 01:16:55: say thank you,
01:16:55 --> 01:16:58: but there are some questions.
01:16:58 --> 01:17:01: That are in the chat and I would rather those
01:17:01 --> 01:17:03: be answered and I'll be quick.
01:17:03 --> 01:17:05: I'll be quiet for minute he got it.
01:17:05 --> 01:17:08: Will get to them about you wreck it.
01:17:08 --> 01:17:11: No, it's just that really echo would be is that
01:17:11 --> 01:17:14: I notice that the questions are coming up here.

01:17:14 --> 01:17:16: So happy to be helpful where I can with those
01:17:17 --> 01:17:18: questions as well.
01:17:18 --> 01:17:20: So Lauren, if you could read us off the questions
01:17:21 --> 01:17:22: that have come in and the Q&A,
01:17:22 --> 01:17:24: then we can we can start.
01:17:27 --> 01:17:32: Happy to. OK, so do the remediation required on Bulls
01:17:32 --> 01:17:33: Head Plaza.
01:17:33 --> 01:17:37: The reality is many existing tenants including kicks and caps
01:17:37 --> 01:17:39: will be relocated.
01:17:39 --> 01:17:44: How can we maintain these important businesses in this neighborhood?
01:17:47 --> 01:17:50: Still Ashley, I thought you you started to answer that
01:17:50 --> 01:17:51: question.
01:17:51 --> 01:17:54: You want to continue on or just reiterate what you
01:17:54 --> 01:17:58: what you already said because I do believe there there
01:17:58 --> 01:18:02: is an important understanding of staging and you could stage
01:18:02 --> 01:18:04: temporarily and then you can bring back.
01:18:04 --> 01:18:08: It doesn't have you don't have to stage people outside
01:18:08 --> 01:18:09: of the catchment area,
01:18:09 --> 01:18:12: so you want to reiterate that.
01:18:12 --> 01:18:14: Yeah, people you were right on and I think it
01:18:14 --> 01:18:18: was Larry that brought up the phasing of the development.
01:18:18 --> 01:18:21: I think that's very very important in regards with the
01:18:21 --> 01:18:22: relocation.
01:18:22 --> 01:18:23: There also has to be,
01:18:23 --> 01:18:27: you know, relocation dollars associated to it that the development
01:18:27 --> 01:18:31: authority and RADKO should be looking at taking on right?
01:18:31 --> 01:18:35: Especially again making the investment to reclaim and retain these
01:18:35 --> 01:18:37: businesses and then last but not least,
01:18:37 --> 01:18:41: you know the adjacent real estate that's available.
01:18:41 --> 01:18:44: Again, there may be an opportunity to master lease.
01:18:44 --> 01:18:47: And even if it brings the store to a smaller
01:18:47 --> 01:18:48: footprint,
01:18:48 --> 01:18:51: it keeps them in the community and keeps that traffic
01:18:51 --> 01:18:53: coming into the community.
01:18:53 --> 01:18:56: So those are just some ways we also spoke to
01:18:56 --> 01:18:57: the the church there,
01:18:57 --> 01:19:00: and we understand that they are not using the church
01:19:01 --> 01:19:01: currently.
01:19:01 --> 01:19:05: So is there an opportunity for re Purposing effort?
01:19:05 --> 01:19:07: And I mean that's not a retail play,

01:19:07 --> 01:19:10: but for other users that are in this space that
01:19:10 --> 01:19:13: we could use again as a phase or temporary staging
01:19:13 --> 01:19:16: space as we bring new retail online.
01:19:16 --> 01:19:17: Just some thoughts to consider.
01:19:20 --> 01:19:22: Anyone else want to jump in on that?
01:19:22 --> 01:19:26: The only thing that I would add is anytime there
01:19:26 --> 01:19:30: is action or an activity I would always attempt to
01:19:30 --> 01:19:33: try to figure out how can I gone or more
01:19:33 --> 01:19:37: benefit so it's not just staging to just relocate someone.
01:19:37 --> 01:19:41: I would say, how do you think about staging for
01:19:41 --> 01:19:42: growth?
01:19:42 --> 01:19:45: So if you were to or relocate for growth if
01:19:45 --> 01:19:48: you were to relocate someone there?
01:19:48 --> 01:19:51: Also I would think you also want to program.
01:19:51 --> 01:19:54: Some other type of benefit associated you with the staging,
01:19:54 --> 01:19:57: so it's not just I'm switching this thing over here
01:19:57 --> 01:19:58: and then,
01:19:58 --> 01:20:00: I'll switch it back to this other thing.
01:20:00 --> 01:20:03: How do we improve that business as we then move
01:20:03 --> 01:20:07: that business temporarily and then move it to its ultimate
01:20:07 --> 01:20:08: permanent location?
01:20:08 --> 01:20:10: Yeah I would like to just point out one of
01:20:10 --> 01:20:13: the things that was emphasized to us is on the
01:20:13 --> 01:20:14: planning site.
01:20:14 --> 01:20:16: There is a building the city controls that is going
01:20:16 --> 01:20:17: to be retained.
01:20:17 --> 01:20:20: When we were discussing amongst ourselves we were looking at
01:20:20 --> 01:20:22: that is actually being a focus for a number of
01:20:22 --> 01:20:23: different things.
01:20:23 --> 01:20:26: Both the physical location that Larry pointed out about being
01:20:26 --> 01:20:29: able to demonstrate what was going on as well and
01:20:29 --> 01:20:32: then presuming that they will not presuming there bathroom facilities
01:20:32 --> 01:20:36: there. So if you were having community events bringing together
01:20:36 --> 01:20:39: restaurants and things where you had picnic tables and shelter
01:20:39 --> 01:20:40: set out in the yard.
01:20:40 --> 01:20:42: You could do that to be able to bring things
01:20:42 --> 01:20:43: there,
01:20:43 --> 01:20:45: and perhaps that could be used for kicks and caps.
01:20:45 --> 01:20:48: Again, I like that idea of the staging idea and

01:20:48 --> 01:20:51: consider that building that you've already decided to retain with
01:20:51 --> 01:20:51: parking.
01:20:51 --> 01:20:53: Don't consider an end use for that yet.
01:20:53 --> 01:20:55: Consider that just as an interim asset.
01:20:58 --> 01:21:00: Alright, we have another question.
01:21:02 --> 01:21:04: I'm curious from an individual.
01:21:04 --> 01:21:08: I'm curious about the contributions of EU of R and
01:21:08 --> 01:21:11: how that works with Rochester Regional.
01:21:11 --> 01:21:15: Is it a situation of the university contributing more than
01:21:15 --> 01:21:19: Rochester regional to both the neighborhood and the project itself?
01:21:22 --> 01:21:26: So in all fairness, we did not have an opportunity
01:21:26 --> 01:21:28: really to dig into that relationship,
01:21:28 --> 01:21:32: and maybe that's something where you know data you might
01:21:32 --> 01:21:36: be able to shed some some light on the relationship
01:21:36 --> 01:21:40: between the university and perhaps what it does with respect
01:21:40 --> 01:21:43: to health care and an Rochester and regional.
01:21:43 --> 01:21:45: The Regional Health Care center.
01:21:49 --> 01:21:52: Yeah I can. I can just talk a little bit
01:21:52 --> 01:21:53: about that.
01:21:53 --> 01:21:59: I mean unfortunately I would have to say that actually
01:21:59 --> 01:22:02: neither of the two contribute.
01:22:02 --> 01:22:07: Dramatically to the neighborhood or the project Rochester Regional.
01:22:07 --> 01:22:11: Because of the large presence that it has right in
01:22:11 --> 01:22:13: the neighborhood with the.
01:22:13 --> 01:22:18: Saint Mary's Facility, contributes both in terms of occupying that
01:22:18 --> 01:22:19: space,
01:22:19 --> 01:22:23: providing services and in the employment that they provide to
01:22:23 --> 01:22:25: the neighborhood.
01:22:25 --> 01:22:28: But it tends to be very inwardly focused as opposed
01:22:29 --> 01:22:30: to outwardly focused.
01:22:30 --> 01:22:35: They are there, but. They are there just because they're
01:22:35 --> 01:22:36: not there because,
01:22:36 --> 01:22:39: you know, it was an exciting place to go and
01:22:40 --> 01:22:43: they came there or that they are really focused on
01:22:43 --> 01:22:44: the community.
01:22:44 --> 01:22:46: Having said that, more recently,
01:22:46 --> 01:22:48: in the last several weeks,
01:22:48 --> 01:22:51: we've.
01:22:51 --> 01:22:53: Partly because of this activity,

01:22:53 --> 01:22:56: I think created a new set of contacts with Rochester
01:22:56 --> 01:22:57: regional who are very,
01:22:57 --> 01:23:01: very excited about the Community about the building about the
01:23:01 --> 01:23:04: changes that are taking place in the building and about
01:23:04 --> 01:23:06: their place in the community.
01:23:06 --> 01:23:09: So that's that's extremely encouraging.
01:23:09 --> 01:23:11: Ann Ann. I feel very good about,
01:23:11 --> 01:23:14: you know, reaching out and finding a new person who
01:23:14 --> 01:23:18: is the vice president for governmental relations at Rochester Regional,
01:23:18 --> 01:23:21: who really, really wants to work on this with us.
01:23:21 --> 01:23:25: And two folks who actually work right in the building
01:23:25 --> 01:23:30: who are very excited about about having something happen here.
01:23:30 --> 01:23:33: So I think that's that's very good in terms of
01:23:33 --> 01:23:34: EU of are they?
01:23:34 --> 01:23:37: They do operate part of a clinic in the Plaza
01:23:37 --> 01:23:38: right now,
01:23:38 --> 01:23:41: but their their focus really is not so much on
01:23:41 --> 01:23:42: the community.
01:23:42 --> 01:23:46: And and we would hope that you know through a
01:23:46 --> 01:23:47: process like this one,
01:23:47 --> 01:23:51: we could. We could connect a little bit more with
01:23:51 --> 01:23:52: with the university.
01:23:52 --> 01:23:56: And in the neighborhood. So what I would add to
01:23:56 --> 01:23:57: that,
01:23:57 --> 01:24:00: Dana is we you've given us a snapshot of what's
01:24:01 --> 01:24:05: today in terms of people being very insularly focused in
01:24:05 --> 01:24:08: terms of their own business models.
01:24:08 --> 01:24:12: An what Ashley presented in an in her part portion
01:24:12 --> 01:24:17: of the panel presentation were some ideas in terms of
01:24:17 --> 01:24:22: how else might institutions like that participate that are connected
01:24:22 --> 01:24:26: to. You know healthcare and then there are national models
01:24:26 --> 01:24:31: unfamiliar with the Sisters of Mercy Mercy Hospital that they
01:24:31 --> 01:24:36: understand the importance of the intersection between health and housing
01:24:36 --> 01:24:40: and so they have directly become involved in terms of
01:24:40 --> 01:24:46: supporting and actually funding affordable housing because they understand how
01:24:46 --> 01:24:49: it it supports in veterans health outcomes.
01:24:49 --> 01:24:51: So there are alot there.

01:24:51 --> 01:24:56: There are both the. Direct examples where people can participate,
01:24:56 --> 01:24:59: and then there's sort of the national examples where folks
01:24:59 --> 01:25:02: understand how other things connect.
01:25:02 --> 01:25:04: Actually, did you want to jump in?
01:25:04 --> 01:25:07: Yeah, I think we have to make a clear demarcation
01:25:07 --> 01:25:09: between kind of people placing capital,
01:25:09 --> 01:25:12: so there's going to be a role for everybody an
01:25:12 --> 01:25:14: each of those buckets,
01:25:14 --> 01:25:17: and some organizations make bit in multiple buckets,
01:25:17 --> 01:25:20: but if you know University of Rochester says hey,
01:25:20 --> 01:25:24: you know placing capital isn't our strong suit today.
01:25:24 --> 01:25:26: But we are really big and people that's still a
01:25:27 --> 01:25:30: win because it's at the intersection of people placing capital
01:25:30 --> 01:25:32: where we see the change.
01:25:32 --> 01:25:33: So I would also keep that.
01:25:33 --> 01:25:36: I would keep that in mind and lastly with Saint
01:25:36 --> 01:25:37: Mary's for example,
01:25:37 --> 01:25:39: is not necessarily on the outset.
01:25:39 --> 01:25:42: We love for them the invest in the project.
01:25:42 --> 01:25:45: But no, it's not a capital infusion to the project.
01:25:45 --> 01:25:48: We need their campus to be a part of the
01:25:48 --> 01:25:51: master plan of beautifying and up building up this community,
01:25:51 --> 01:25:53: which we did as a panel,
01:25:53 --> 01:25:56: talked to extensively. Paul, you can speak to.
01:25:56 --> 01:25:58: I think there was some kind of fencing or it
01:25:58 --> 01:26:01: was kind of kind of off from the main corridor
01:26:01 --> 01:26:05: where easily some you know just some overall capital improvements
01:26:05 --> 01:26:09: to that campus could help build up the momentum and
01:26:09 --> 01:26:12: overall beautification of the neighborhood itself.
01:26:12 --> 01:26:16: Yeah I think what Ashley is referring to is and
01:26:16 --> 01:26:19: for all of us who are are sort of planners
01:26:19 --> 01:26:20: or wannabe planners.
01:26:20 --> 01:26:25: This notion of what are the impediments of development an?
01:26:25 --> 01:26:28: We've had this conversation. Rick Dana anvaya.
01:26:28 --> 01:26:32: You don't. It's it's you want to encourage certain things,
01:26:32 --> 01:26:36: and today we know that the automobile traffic is encouraged.
01:26:36 --> 01:26:40: So how do you encourage and invite folks in?
01:26:40 --> 01:26:42: You know, one of the things,
01:26:42 --> 01:26:45: whether it's retail. Or it's where does the retail face
01:26:45 --> 01:26:48: to face inward or does it face outward?
01:26:48 --> 01:26:50: Do you have barriers in place,

01:26:50 --> 01:26:54: like fences or big parking lots that block you from
01:26:54 --> 01:26:57: having the ability to come in and so part of
01:26:57 --> 01:26:58: what we would like to?
01:26:58 --> 01:27:02: We would like to encourage you to think about as
01:27:02 --> 01:27:02: your master,
01:27:02 --> 01:27:06: planning the whole area is as again who are we
01:27:06 --> 01:27:09: planning this for an I'm not saying get rid of
01:27:09 --> 01:27:10: the automobiles,
01:27:10 --> 01:27:14: but certainly figure out ways to invite the types of.
01:27:14 --> 01:27:17: Pedestrian circulation and I think we can do that in
01:27:17 --> 01:27:19: a number of different ways.
01:27:22 --> 01:27:25: OK, we have time for one more question.
01:27:27 --> 01:27:31: When discussing potential businesses, what is the greatest demand for
01:27:32 --> 01:27:33: services within the area,
01:27:33 --> 01:27:35: IE grocery stores, Barber shops,
01:27:35 --> 01:27:40: salons, etc. Do you feel there is a strong demand
01:27:40 --> 01:27:42: to support these developments?
01:27:42 --> 01:27:45: I think we can. Probably there probably two or three
01:27:45 --> 01:27:47: folks who can respond.
01:27:47 --> 01:27:50: I'll let Ashley start because you laid out a number
01:27:50 --> 01:27:52: of things and then maybe Larry.
01:27:52 --> 01:27:54: You can jump in and and bring some reality in
01:27:55 --> 01:27:55: terms of market.
01:27:55 --> 01:27:58: And how do you move from one level to the
01:27:58 --> 01:27:58: next.
01:27:58 --> 01:28:01: And then what? I really would love is to hear
01:28:01 --> 01:28:04: from from Bill in terms of what is a banker.
01:28:04 --> 01:28:05: Think about all of this.
01:28:05 --> 01:28:08: So actually if you can start and then maybe we
01:28:08 --> 01:28:11: hit Larry and then Bill you can jump in.
01:28:11 --> 01:28:14: I'd appreciate it. I think right away in the information
01:28:15 --> 01:28:17: that was provided was a brochure.
01:28:17 --> 01:28:19: We understand that less than a mile,
01:28:19 --> 01:28:21: maybe 3/4 of amount. There's a tops,
01:28:21 --> 01:28:25: but it seems there's a huge emphasis on fresh food
01:28:25 --> 01:28:27: and then talking to a lot of the panelists,
01:28:27 --> 01:28:31: specially those that are in the community day in and
01:28:31 --> 01:28:31: day out.
01:28:31 --> 01:28:33: They felt the lunch options.
01:28:33 --> 01:28:35: The dinner options were very light,
01:28:35 --> 01:28:38: so so I would say grocery and then the grabbing

01:28:38 --> 01:28:42: go healthy food options were really not there from the
01:28:42 --> 01:28:43: amenity side of thing.
01:28:43 --> 01:28:46: We also heard from groups that said,
01:28:46 --> 01:28:47: you know, believe it or not,
01:28:47 --> 01:28:51: the bare necessities or essentials that you in the suburbs
01:28:51 --> 01:28:53: may take for granted,
01:28:53 --> 01:28:56: such as a fitness center or special BS,
01:28:56 --> 01:28:59: or being able to walk to your dentist or drive
01:28:59 --> 01:29:00: up to your dentist.
01:29:00 --> 01:29:02: Those things are not here.
01:29:02 --> 01:29:04: As of today, they were at some point,
01:29:04 --> 01:29:07: so it's more of those kind of I mean essential
01:29:07 --> 01:29:10: services sound kind of strong for me,
01:29:10 --> 01:29:13: but you know, it's just a simple things.
01:29:13 --> 01:29:16: Food, healthy food. And then kind of the daily services
01:29:16 --> 01:29:17: that we're accustomed to.
01:29:20 --> 01:29:22: Thank you, Ashley. Larry here and I would.
01:29:22 --> 01:29:25: I would just add to that you know what we
01:29:25 --> 01:29:28: heard from the panel and the people we interviewed is
01:29:29 --> 01:29:31: all well and good but I I would encourage us
01:29:31 --> 01:29:36: to learn more from the individual residents throughout the neighborhood
01:29:36 --> 01:29:39: and this goes back to the thought of perhaps help
01:29:39 --> 01:29:42: targeting a survey instrument for them.
01:29:42 --> 01:29:45: Door to door canvassing however we can best do this.
01:29:45 --> 01:29:49: This, on one hand, will ensure that we've at least
01:29:49 --> 01:29:52: made the effort that speak with and get input from
01:29:52 --> 01:29:54: as many residents as we can.
01:29:54 --> 01:29:56: And as we briefly mentioned,
01:29:56 --> 01:29:58: you know whatever responses we get.
01:29:58 --> 01:30:01: Hopefully we get a lot by tally count that will
01:30:02 --> 01:30:05: begin to inform us of what the residents have is
01:30:05 --> 01:30:07: a priority for their desired.
01:30:07 --> 01:30:10: Unmet goods and services need.
01:30:10 --> 01:30:13: It would also help to inform the developer of you
01:30:13 --> 01:30:17: know what is most desired and what sort of footprints
01:30:17 --> 01:30:20: may be required to accommodate that.
01:30:20 --> 01:30:23: Now back to the issue that was brought on earlier
01:30:23 --> 01:30:25: about gentrification.
01:30:25 --> 01:30:28: You know part of what we're looking at for the
01:30:28 --> 01:30:29: Bulls head,
01:30:29 --> 01:30:32: as was mentioned by Bill and Paul is,

01:30:32 --> 01:30:35: you know, City controlled ownership of the site,
01:30:35 --> 01:30:37: which is good at present.
01:30:37 --> 01:30:41: But we're also looking at targeting businesses.
01:30:41 --> 01:30:44: To provide local services that can be owned and or
01:30:44 --> 01:30:48: operated by local entrepreneurs who are talking about scale,
01:30:48 --> 01:30:52: you know we're not talking about the 15,000 square foot
01:30:52 --> 01:30:52: store.
01:30:52 --> 01:30:56: The 20,000 square foot store you know we're talking about
01:30:56 --> 01:30:59: 1800 square feet here 1000 square feet here,
01:30:59 --> 01:31:02: as well as the potential for open air markets and
01:31:02 --> 01:31:06: other fresh food to meet some of those desires for
01:31:06 --> 01:31:09: food that we're not going to get everything at once,
01:31:09 --> 01:31:12: we might. But you know,
01:31:12 --> 01:31:15: we can begin to get what's needed in the community
01:31:15 --> 01:31:19: and reinvigorate the community and spend more of its money
01:31:19 --> 01:31:20: in the community.
01:31:20 --> 01:31:22: With that, I'll turn it back.
01:31:22 --> 01:31:22: Thank you.
01:31:25 --> 01:31:28: Go ahead Bill, and then Antoine wants to jump in.
01:31:28 --> 01:31:31: OK, thank you. That's how things get financed.
01:31:31 --> 01:31:32: You know it is a.
01:31:32 --> 01:31:34: It is a myriad of education.
01:31:34 --> 01:31:37: But I think one of the first things we want
01:31:37 --> 01:31:40: to do is entrepreneurs invest in their business.
01:31:40 --> 01:31:43: They don't want to invest in real estate.
01:31:43 --> 01:31:46: So you know have somebody owned the physical building and
01:31:46 --> 01:31:48: an entrepreneur can rent space now?
01:31:48 --> 01:31:49: What is the you know?
01:31:49 --> 01:31:51: What's the one that's the most sustainable?
01:31:51 --> 01:31:53: You know, at least initially,
01:31:53 --> 01:31:56: when you're when you're looking from a finance standpoint,
01:31:56 --> 01:31:58: one of the first places you can go to look
01:31:58 --> 01:32:01: for kind of third party financing would be go to
01:32:01 --> 01:32:01: a CDF.
01:32:01 --> 01:32:03: I I know we heard foundations,
01:32:03 --> 01:32:05: but actually, you know, go to the next step up
01:32:05 --> 01:32:08: and get a little bit more disciplined with somebody who
01:32:08 --> 01:32:09: is,
01:32:09 --> 01:32:10: you know, cobbling together money,
01:32:10 --> 01:32:12: but then putting it into a community.
01:32:12 --> 01:32:15: What you really want to do is graduate.

01:32:15 --> 01:32:18: Up so that you're dealing with with commercial banks,
01:32:18 --> 01:32:20: I think if we look at the amount of recent
01:32:20 --> 01:32:24: finance commercial financing that's taking place in here,
01:32:24 --> 01:32:27: even the commercial banks that are based in Western New
01:32:27 --> 01:32:29: York are not active in this area today.
01:32:29 --> 01:32:31: And in order for that to occur,
01:32:31 --> 01:32:35: some of that could happen out of their community development
01:32:35 --> 01:32:35: group.
01:32:35 --> 01:32:38: But that is not totally based on pure economics which
01:32:38 --> 01:32:41: are really striving for because the city has spent so
01:32:41 --> 01:32:43: much money to take control.
01:32:43 --> 01:32:45: This is returning to market economics.
01:32:45 --> 01:32:48: And that's what you're really striving for.
01:32:48 --> 01:32:50: So to answer your real question about which one,
01:32:50 --> 01:32:52: which business can survive there,
01:32:52 --> 01:32:55: it's more of which ownership structure can create the space
01:32:55 --> 01:32:58: to be able to to get the businesses in place,
01:32:58 --> 01:33:01: and then do everything you possibly can to have the
01:33:01 --> 01:33:03: Community support those businesses.
01:33:03 --> 01:33:06: The community will determine what is successful and then helping
01:33:06 --> 01:33:09: coach those owners to take advantage of all the different
01:33:09 --> 01:33:12: things that were in not only in this report,
01:33:12 --> 01:33:15: but I was incredibly surprised to listen to all those
01:33:15 --> 01:33:16: support that's available.
01:33:16 --> 01:33:19: By the city and also to the county for entrepreneurs
01:33:19 --> 01:33:20: and starting their business.
01:33:20 --> 01:33:22: I hope this answer helps.
01:33:22 --> 01:33:24: Thank you.
01:33:24 --> 01:33:26: I'll just jump in quickly bill he you set up
01:33:26 --> 01:33:28: some of the points I was thinking about.
01:33:28 --> 01:33:30: As far as ownership structure,
01:33:30 --> 01:33:31: I think that part is key,
01:33:31 --> 01:33:34: and so if the city or some other entity actually
01:33:34 --> 01:33:36: builds the real estate bills infrastructure,
01:33:36 --> 01:33:39: then the business just has to literally drop in.
01:33:39 --> 01:33:41: One thing that I always address,
01:33:41 --> 01:33:44: 'cause I've had his question numerous times with them across
01:33:44 --> 01:33:47: Mycareer so people bust up like at every level,
01:33:47 --> 01:33:49: right? Every social economic level.
01:33:49 --> 01:33:52: And you know, unfortunately our working class there,

01:33:52 --> 01:33:55: often even more consumers than other entities they buy.
01:33:55 --> 01:33:57: As much food they gotta get haircuts.
01:33:57 --> 01:34:00: They take their clothes or dry cleaners they you know
01:34:00 --> 01:34:02: they like sit down restaurants right?
01:34:02 --> 01:34:04: And so one of the things I've seen those work
01:34:04 --> 01:34:06: across the gamut all across the country.
01:34:06 --> 01:34:09: And so CDF eyes are great opportunity from a physical
01:34:09 --> 01:34:10: element.
01:34:10 --> 01:34:13: We also lead a lot of small businesses to work
01:34:13 --> 01:34:14: with credit unions.
01:34:14 --> 01:34:15: Some of those local lenders,
01:34:15 --> 01:34:18: rather than you, know the huge mega banks because they
01:34:18 --> 01:34:21: often are much more vested in tide into those communities.
01:34:21 --> 01:34:24: And then additionally, one of the things I've learned,
01:34:24 --> 01:34:27: and Ashley probably knows much more than I do.
01:34:27 --> 01:34:30: Most small businesses are really good at that business,
01:34:30 --> 01:34:32: but not at the business side of it,
01:34:32 --> 01:34:34: right? So you know, the cook is an excellent cook.
01:34:34 --> 01:34:36: He don't. He sucks at business,
01:34:36 --> 01:34:39: right? And so we always try to look at entities
01:34:39 --> 01:34:42: and we direct them to programs like the Goldman Sachs
01:34:42 --> 01:34:42: 10,000 program.
01:34:42 --> 01:34:45: These other kinds of things that give them the.
01:34:45 --> 01:34:48: Infrastructure to run their business that way when they do
01:34:48 --> 01:34:50: open and they transition from,
01:34:50 --> 01:34:53: you know their living room from the garage into an
01:34:53 --> 01:34:55: actual storefront someplace.
01:34:55 --> 01:34:58: They're able succeed, but the viability of the entity is
01:34:58 --> 01:34:59: really never concern.
01:34:59 --> 01:35:01: I've been to ICSE more time like account.
01:35:01 --> 01:35:04: I know all the data they look for yadda yadda
01:35:04 --> 01:35:04: yadda.
01:35:04 --> 01:35:08: I've usually had these conversations with social impact data that
01:35:08 --> 01:35:12: shows the concentration of people and the concentration of resources
01:35:12 --> 01:35:12: that go out.
01:35:12 --> 01:35:15: And when you're able to then leverage that data.
01:35:15 --> 01:35:17: You're able to say OK if you put a dentist
01:35:17 --> 01:35:18: on this corner,
01:35:18 --> 01:35:19: everybody go to the dentist.
01:35:19 --> 01:35:21: You know, if you put a small business,
01:35:21 --> 01:35:22: they're all going to go there.

01:35:22 --> 01:35:25: So I just want to kind of get those thoughts
01:35:25 --> 01:35:26: out really quickly.
01:35:26 --> 01:35:28: Impala I'm so sorry to jump out of line.
01:35:28 --> 01:35:31: I want to give credit to Bay and the team.
01:35:31 --> 01:35:34: They mentioned the commissary on during our panel that has
01:35:34 --> 01:35:35: amazing,
01:35:35 --> 01:35:39: absolutely amazing potential in nurturing your small business,
01:35:39 --> 01:35:43: especially your restaurant. Your food and beverage providers and bringing
01:35:43 --> 01:35:45: them to the Community so I don't know a lot
01:35:45 --> 01:35:46: about it.
01:35:46 --> 01:35:48: We did some little research on it,
01:35:48 --> 01:35:51: but what you guys have cooking it seems like it's
01:35:51 --> 01:35:53: really going to work.
01:35:53 --> 01:35:55: No thank you. Thank you Ashley.
01:35:55 --> 01:35:59: I guess Lauren I'm going to turn it back over
01:35:59 --> 01:36:00: to you.
01:36:00 --> 01:36:03: OK, thank you. I'm actually going to.
01:36:03 --> 01:36:07: Hand it over to either Rick I believe to close
01:36:07 --> 01:36:08: us out.
01:36:08 --> 01:36:10: Ordena
01:36:10 --> 01:36:16: OK, thank you Lauren. I appreciate that.
01:36:16 --> 01:36:18: I think we.
01:36:18 --> 01:36:21: I think we may have gotten to all of the
01:36:21 --> 01:36:21: questions,
01:36:21 --> 01:36:24: and if not they will be captured so that they
01:36:24 --> 01:36:26: can be responded to later,
01:36:26 --> 01:36:28: so appreciate that.
01:36:28 --> 01:36:32: And appreciate again all of the help that you have
01:36:32 --> 01:36:33: all provided us here.
01:36:33 --> 01:36:36: We, I think all of us in the city.
01:36:36 --> 01:36:38: You know Rick Krinsky from.
01:36:38 --> 01:36:43: Our housing department. Who has been the lead on this
01:36:43 --> 01:36:44: for many,
01:36:44 --> 01:36:47: many years, Bam Mohammed, who is the CEO of the
01:36:47 --> 01:36:52: Rochester Economic Development Corporation that we generally call redco and
01:36:52 --> 01:36:57: myself as Deputy Commissioner of Neighborhood and Business Development,
01:36:57 --> 01:37:00: really, really appreciate. The knowledge,
01:37:00 --> 01:37:04: the wisdom, the time, the talent that you've brought.
01:37:04 --> 01:37:08: To this project, this project is is very very important

01:37:08 --> 01:37:09: to us as a city.
01:37:09 --> 01:37:13: It's very important you know personally to me as a
01:37:13 --> 01:37:15: resident of the 19th Ward,
01:37:15 --> 01:37:18: which is, you know, right at the Bulls.
01:37:18 --> 01:37:22: That area it's very important to me as a person
01:37:22 --> 01:37:25: who grew up in that area and you know,
01:37:25 --> 01:37:29: as I mentioned, worked for for eight years in Bulls
01:37:29 --> 01:37:33: Head Plaza and watched a lot of the transformation that
01:37:33 --> 01:37:36: took place from it being this.
01:37:36 --> 01:37:40: Huge and bustling thing. When I started working there and
01:37:40 --> 01:37:43: in 1973 to how it you know is today.
01:37:43 --> 01:37:47: So it is very, very disheartening to see what has
01:37:47 --> 01:37:47: happened.
01:37:47 --> 01:37:52: But it's very encouraging to know that there is potential,
01:37:52 --> 01:37:55: and that if we work really hard and if we
01:37:55 --> 01:37:59: take a lot of the lessons that you've suggested and
01:37:59 --> 01:38:02: some of the steps that have been suggested,
01:38:02 --> 01:38:06: and you know the fact that we now have a.
01:38:06 --> 01:38:10: Lead developer on board will be able to help us
01:38:10 --> 01:38:14: with this and some thoughts about how we can better
01:38:14 --> 01:38:19: connect with the Community with Rochester Regional Health an with
01:38:19 --> 01:38:22: other major stakeholders in the area.
01:38:22 --> 01:38:25: I I feel very confident that we will.
01:38:25 --> 01:38:29: We will make very very great things happen at Bull
01:38:29 --> 01:38:33: said and I look forward to having all of you
01:38:33 --> 01:38:37: come here at any point in time between now and.
01:38:37 --> 01:38:41: The the hopefully not too distant future when Bulls head
01:38:41 --> 01:38:45: is revitalized and revisioned and is a really exciting place
01:38:45 --> 01:38:49: where people in those you know 20,000 cars will actually
01:38:49 --> 01:38:52: stop as opposed to driving through.
01:38:52 --> 01:38:55: So thank you so much for your help.
01:38:55 --> 01:38:59: We certainly appreciate it. If anybody else from our team
01:38:59 --> 01:39:02: has any comments or or thanks,
01:39:02 --> 01:39:05: certainly do so at this time.
01:39:05 --> 01:39:05: I.
01:39:08 --> 01:39:10: This is a bad thank you for this is bayot
01:39:11 --> 01:39:11: Mohammed.
01:39:11 --> 01:39:14: I just would like to say thank you to all
01:39:14 --> 01:39:16: the panelists and support staff.
01:39:16 --> 01:39:19: There's been a great experience.
01:39:19 --> 01:39:23: I know Tom ether. I think he's on but.

01:39:23 --> 01:39:26: Having conversations through COVID to get here,
01:39:26 --> 01:39:29: I really wasn't sure that we were going to get
01:39:29 --> 01:39:32: here because of all the challenges.
01:39:32 --> 01:39:35: But for ULI and the panelists to pivot and say,
01:39:35 --> 01:39:37: look, let's do this virtually.
01:39:37 --> 01:39:41: I don't really understand how I was going to work,
01:39:41 --> 01:39:44: but there's. There's been a lot of planning and great
01:39:44 --> 01:39:46: work that has been done.
01:39:46 --> 01:39:48: And I I have a old report and I won't.
01:39:48 --> 01:39:50: I'm not going to read it,
01:39:50 --> 01:39:53: but this is from 2017 from.
01:39:53 --> 01:39:58: You are lying. the Rose Center and recommendations and the.
01:39:58 --> 01:40:02: Our environmental service team. This on in sitting they know
01:40:02 --> 01:40:06: that a lot of recommendations were actually doing now along
01:40:06 --> 01:40:07: the river in downtown.
01:40:07 --> 01:40:11: So this is this is valuable where thank you for
01:40:11 --> 01:40:13: taking the time to help us and we want to
01:40:13 --> 01:40:17: make this a destination not only for the residents but
01:40:17 --> 01:40:19: also to the region and the country.
01:40:23 --> 01:40:26: Thanks babe, so I just I want to thank you
01:40:26 --> 01:40:27: all by Warren David.
01:40:27 --> 01:40:30: You've been great. Definitely keeping dananay on task and you
01:40:30 --> 01:40:33: know which is resulted in this great event.
01:40:33 --> 01:40:36: I'm really struck by the energy presented by the panelists
01:40:36 --> 01:40:38: and I want to sort of just pack it up
01:40:38 --> 01:40:40: and take it with me.
01:40:40 --> 01:40:42: But now I know I don't have to because when
01:40:42 --> 01:40:45: Dana through the invite out there for you all to
01:40:45 --> 01:40:46: come over to Rochester,
01:40:46 --> 01:40:50: I saw some thumbs up there so I'm very encouraged
01:40:50 --> 01:40:52: with that as well.
01:40:52 --> 01:40:55: Yeah, just just really struck with the energy brought to
01:40:55 --> 01:40:57: this and to continue that momentum.
01:40:57 --> 01:41:00: Very happy to say that we have a major announcement
01:41:00 --> 01:41:03: today at 2:00 o'clock with our selected developers,
01:41:03 --> 01:41:05: so I know a lot of folks on the call
01:41:05 --> 01:41:08: here right now will probably be joining us at the
01:41:08 --> 01:41:11: Bulls head site for that announcement.
01:41:13 --> 01:41:15: Thank you Rick, very good.

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