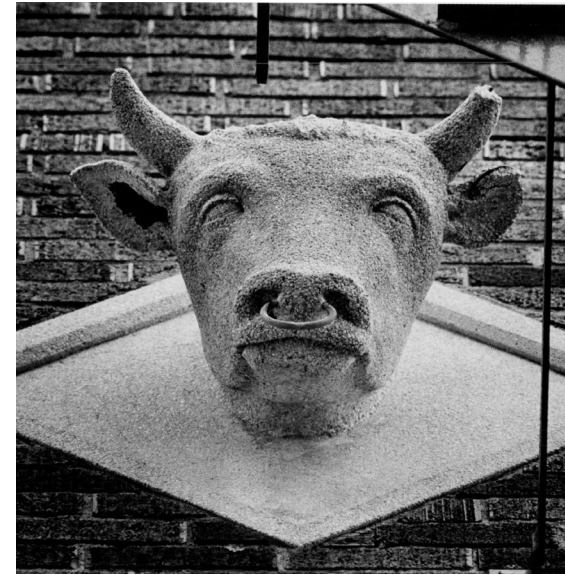




DevelopROC

Creating communities with H.E.A.R.T.™



**City of
Rochester
Bull's Head
Revitalization
Project**

DevelopROC



BRINSHORE



Introductions



TAMARA BOWENS
PRESIDENT & COO
THE DAWSON COMPANY



DENNIS PEMBERTON
EXEC. MANAGING DIRECTOR
THE DAWSON COMPANY



BAILEY POPE
SVP, DESIGN & CONSTRUCTION
THE DAWSON COMPANY



MELISSA GESKA
PRESIDENT
USC



SHERRY JACKSON
VP, MARKETING & COMM.
USC



JOHN MAJORS
PRINCIPAL
THE OUGHTNESS GROUP



DAVID BRINT
PRINCIPAL, CO-FOUNDER
BRINSHORE DEVELOPMENT



BRIAN MURRAY
PRINCIPAL, CEO
SHIFT CAPITAL



SANDY PABEN
CEO
RENAISSANCE GROUPS



REV. JEFFREY BROWN
PRESIDENT, CO-FOUNDER
RECAP/MY CITY AT PEACE

A diverse, experienced & passionate team

Introductions

TORTI GALLAS + PARTNERS

Torti Gallas + Partners is a leading proponent of **New Urbanism** and a powerful force in the creation of **environmentally, economically and socially sustainable communities**, featuring walkable blocks and streets, housing and shopping in proximity, and accessible public spaces.



Is HOD the next TOD?

Hospital-oriented development, with parallels to transit-oriented development, should be the next big thing.

[ERIK AULESTIA](#) | OCT. 19, 2020

Why Our Team?



Commitment to City of Rochester

Rebuilding a community vs. Doing a development

Diversity is in our DNA

Ability to execute large, complex community revitalization projects

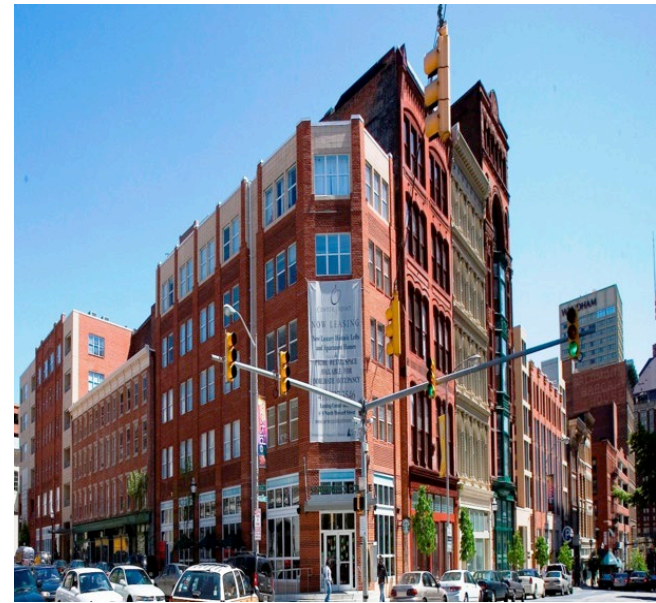
Building capacity and economic self-reliance

Qualifications, vision, resources and passion to advance progressive redevelopment of this important, historic gateway community hub

Why Our Team?



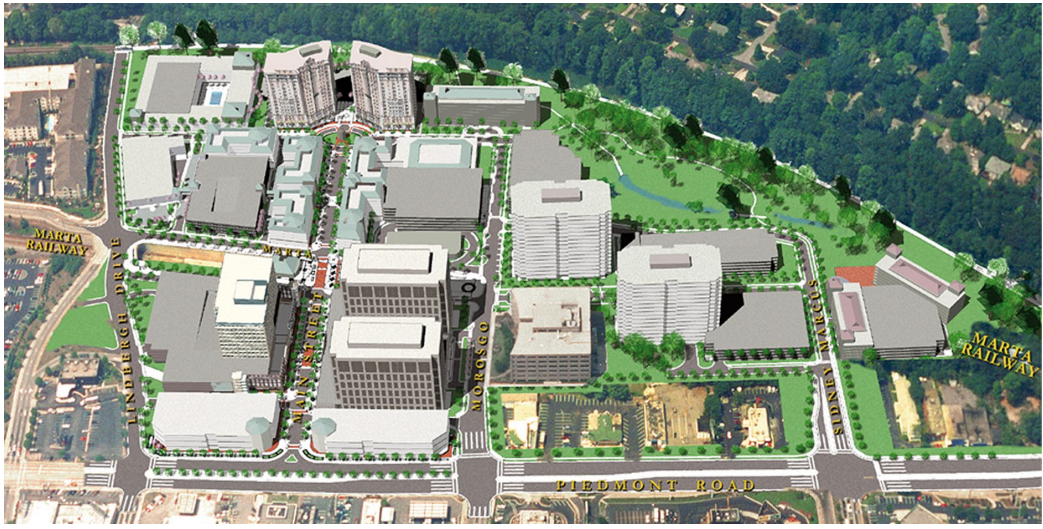
Centerpoint Apartments Baltimore, MD



Why Our Team?



Lindbergh City Center Atlanta, GA



Why Our Team?



The Banks Cincinnati, OH

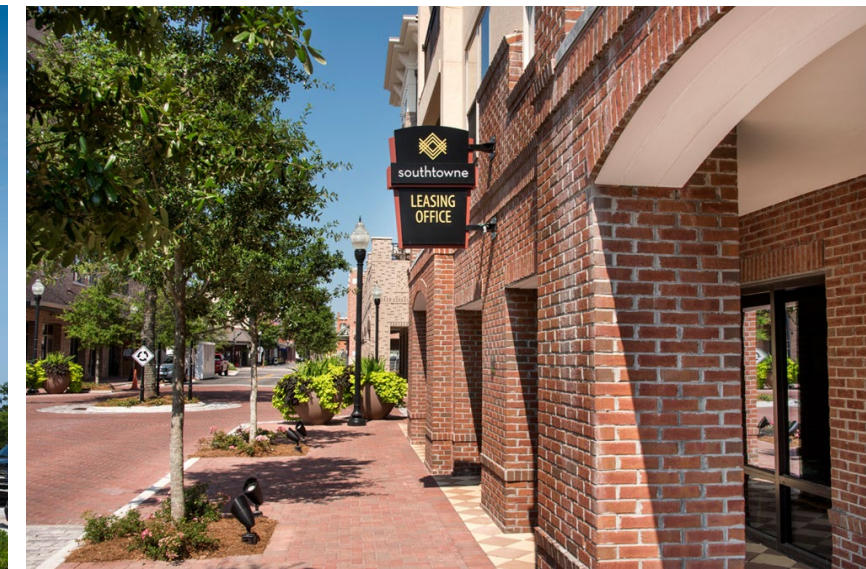
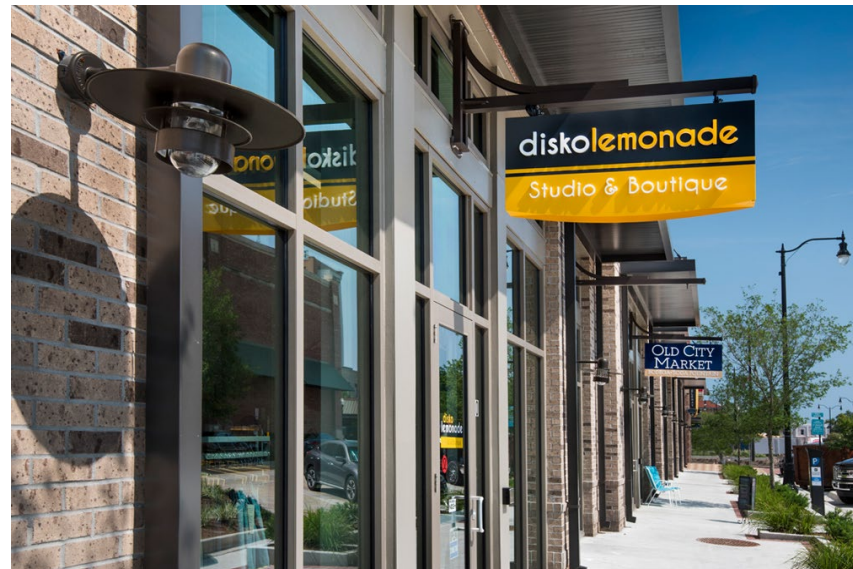


Why Our Team?



Pensacola News Journal Redevelopment Pensacola, FL

Southtowne Apartments + Street-level retail



Why Our Team?



**Pensacola
News Journal
Redevelopment** [cont.]
Pensacola, FL

Downtown YMCA

**Urban Core
Office Building**



Why Our Team?



MaKen Studios North & South Philadelphia, PA



MAKEN STUDIOS NORTH



MAKEN STUDIOS SOUTH

Why Our Team?



Sharswood Ridge
Philadelphia, PA



Why Our Team?

BRINSHORE

Highlander Neighborhood Omaha, NE



Why Our Team?

BRINSHORE

Tidewater Gardens Redevelopment Norfolk, VA



Why Our Team?



- Charlotte Square on the Loop
- Charlotte Square Townhomes
- Chili Avenue Apartments
- Heritage Gardens
- Home Leasing 7th Floor
- Keuka Gardens
- Konar Neighborhood of Play
- Pinebrooke Apartments
- Sibley Square
- The Nathaniel
- Thurston Road Apartments
- Tower 280 at Midtown





Discussion Topics

- + Development overview
- + Development concepts
- + Implementation strategy
- + Community engagement





Development Overview

- + Bull's Head background
- + Project status
- + Community impact

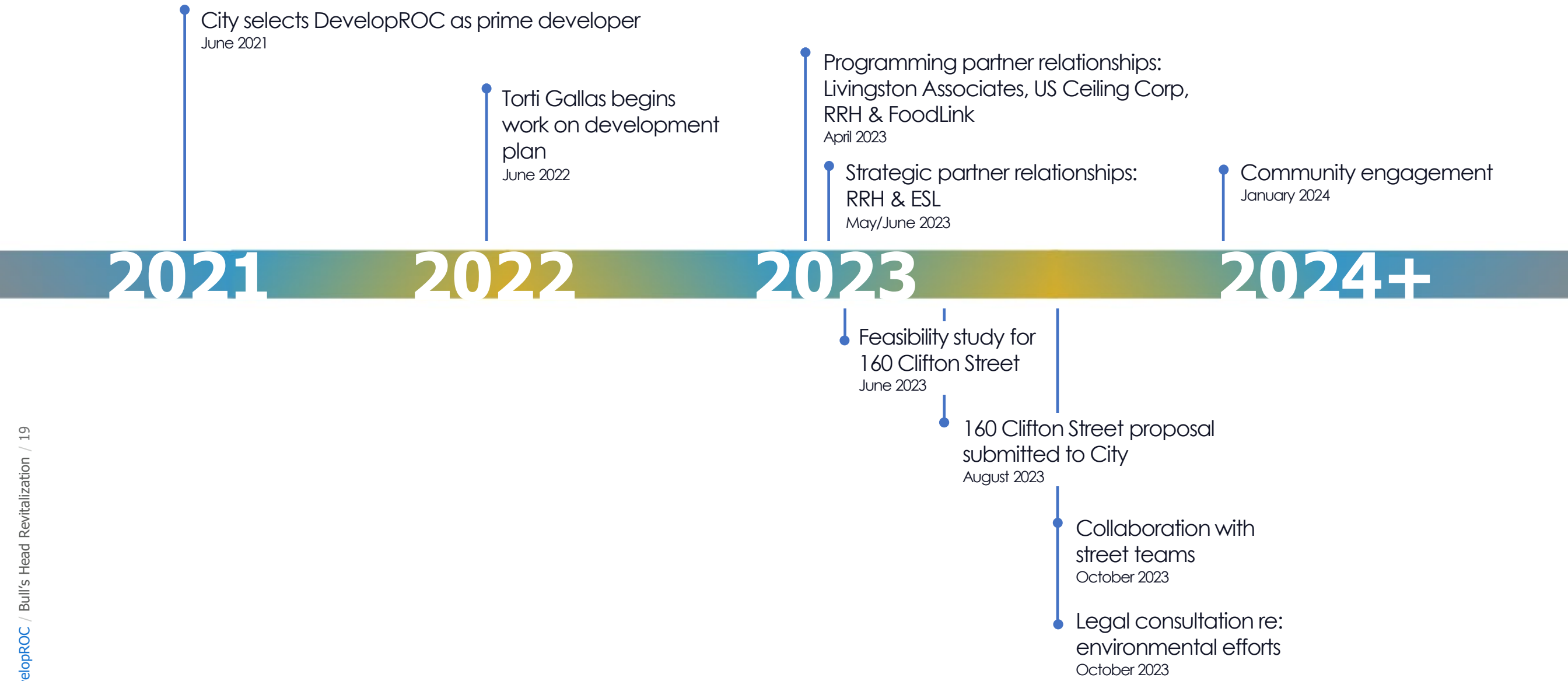


Bull's Head Background

- + 12-acres in the heart of the Bull's Head community
- + Centered on the convergence of five major arterials: West Main Street; Genesee Street; Chili Avenue; West Avenue; and Brown Street
- + Adaptive reuse: 15,000 SF of an existing building
- + City of Rochester, Monroe County
- + Brownfield Opportunity Area & Opportunity Zone



Project Status



Community Impact

Economic Impact

Local and state economy – construction and development, and ongoing operations

Jobs

Tax revenue

Social Impact

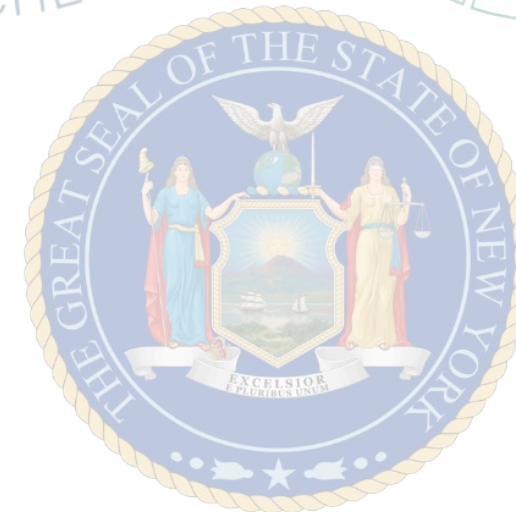
Workforce development

Mixed-income housing

Community connectivity & micromobility

Community wellbeing

Sustainability



Community Impact

Social Impact

Workforce development

Mixed-income housing

Community connectivity & micromobility

Community well-being

Sustainability





Development Concepts





Total Program		Alt. 2
Retail	34,600 SF	-
Office / Workforce	±30,000 SF	-
ESL	5,600 SF	-
Urban Agriculture	±61,000 SF	-
Multifamily	766 DU	810 DU
Townhomes & Detached	23 DU	-
Total Res.	789 DU	833 DU

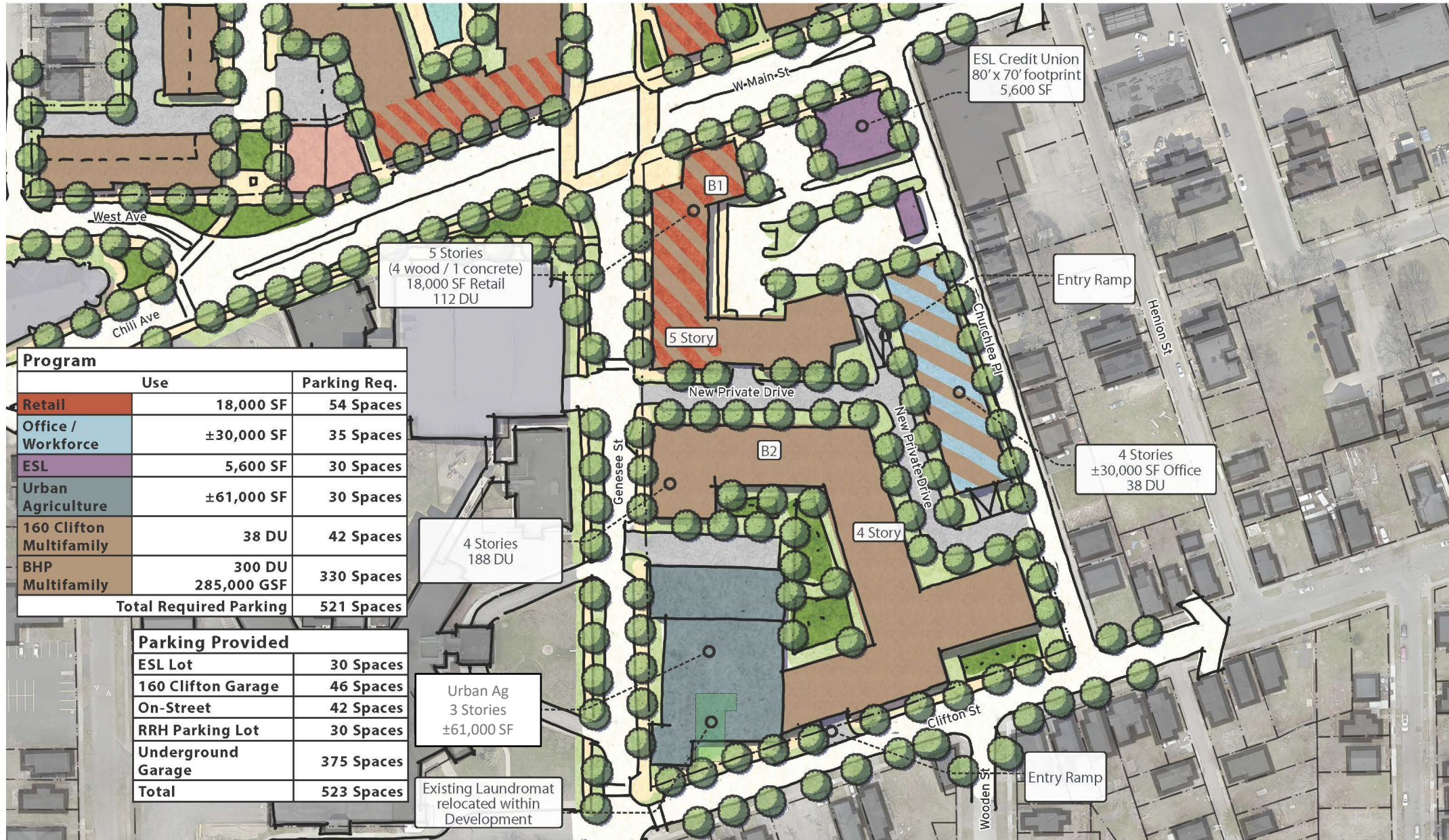
February 9, 2024 ©2024 Torti Gallas + Partners 1923 Vermont Avenue, NW, Grimke School, 2nd Floor Washington, DC 20001 301.588.4800



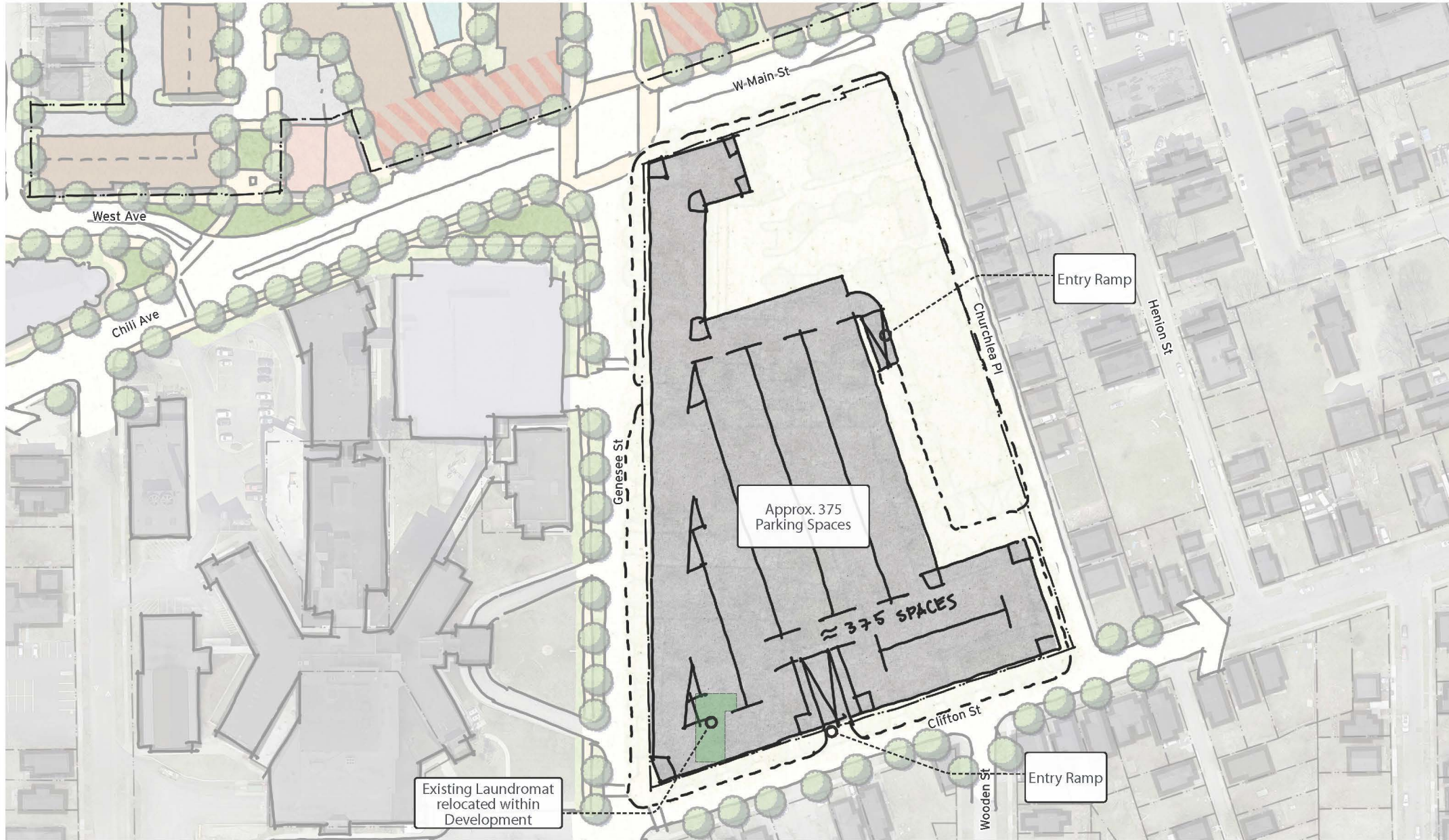
DevelopRoc, LLC
City of Rochester, Department of Neighborhood and Business Development

Revised Concept Site Plan 7 - Overall Plan & Program

BULL'S HEAD DEVELOPMENT PLAN



Program		
Use		Parking Req.
Retail	18,000 SF	54 Spaces
Office / Workforce	±30,000 SF	35 Spaces
ESL	5,600 SF	30 Spaces
Urban Agriculture	±61,000 SF	30 Spaces
160 Clifton Multifamily	38 DU	42 Spaces
BHP Multifamily	300 DU 285,000 GSF	330 Spaces
Total Required Parking		521 Spaces
Parking Provided		
ESL Lot		30 Spaces
160 Clifton Garage		46 Spaces
On-Street		42 Spaces
RRH Parking Lot		30 Spaces
Underground Garage		375 Spaces
Total		523 Spaces



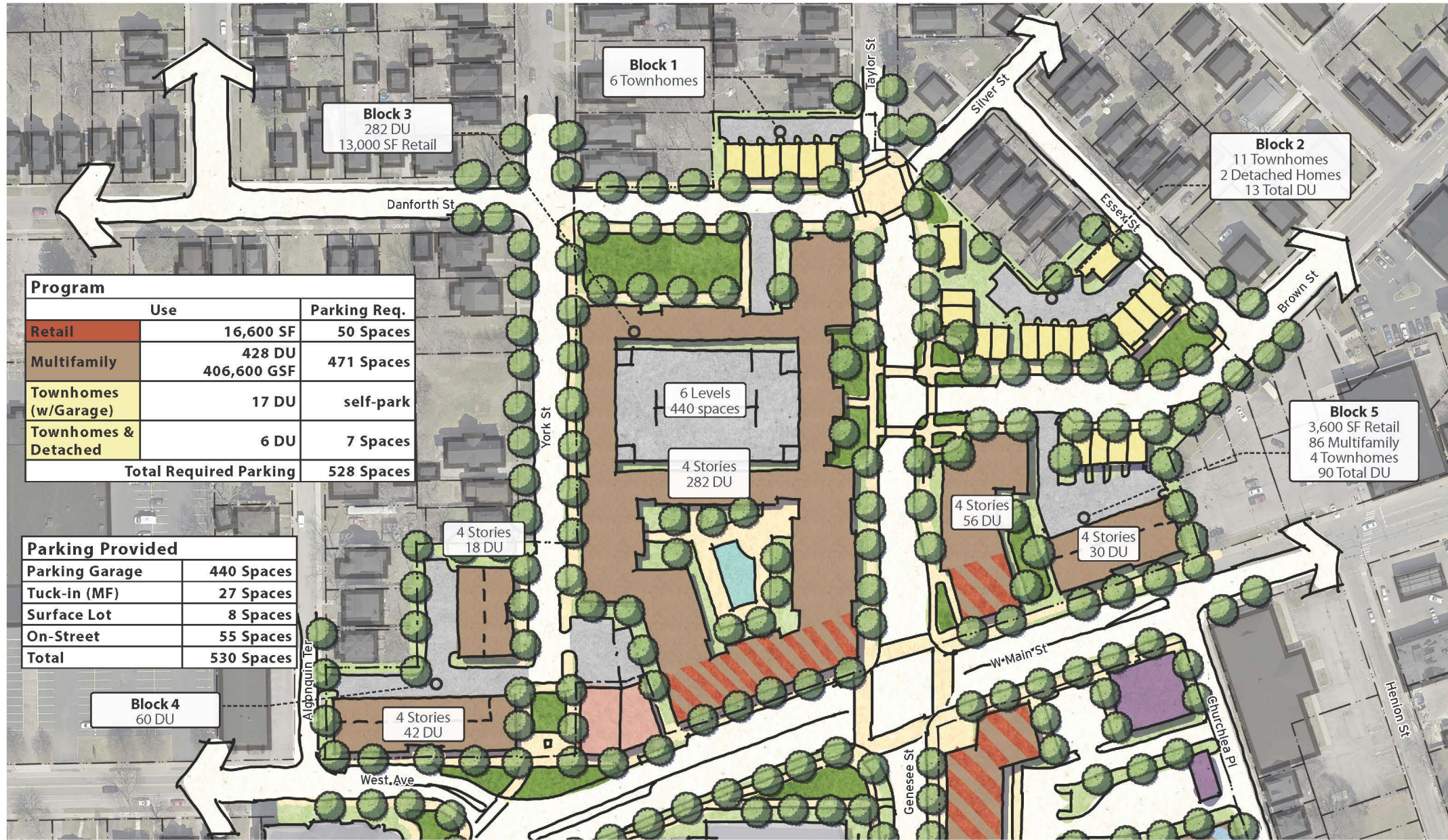
February 9, 2024 ©2024 Torti Gallas + Partners 1923 Vermont Avenue, NW, Grinike School, 2nd Floor Washington, DC 20001 301.588.4800



DevelopRoc, LLC
City of Rochester, Department of Neighborhood and Business Development

Revised Concept Site Plan 7: South Block Below-Grade Parking Study

BULL'S HEAD DEVELOPMENT PLAN



February 9, 2024 ©2024 Torri Gallas + Partners 1923 Vermont Avenue, NW, Grinke School, 2nd Floor Washington, DC 20001 301.588.4800



DevelopRoc, LLC
City of Rochester, Department of Neighborhood and Business Development

Revised Concept Site Plan 7 - North Side
BULL'S HEAD DEVELOPMENT PLAN

789-806 DU

TOTAL DWELLING UNITS AT PROJECT COMPLETION

34,000 SF RETAIL	34,000 SF OFFICE/WORKFORCE
5,600 SF ESL	± \$350,000,000 DEVELOPMENT COSTS



January 5, 2024 | ©2024 Torti Gallas + Partners | 1923 Vermont Avenue, NW, Grimsby School, 2nd Floor | Washington, DC 20001 | 301-588-4800



DevelopRoc, LLC
City of Rochester, Department of Neighborhood and Business Development

Aerial View looking East
BULL'S HEAD DEVELOPMENT PLAN

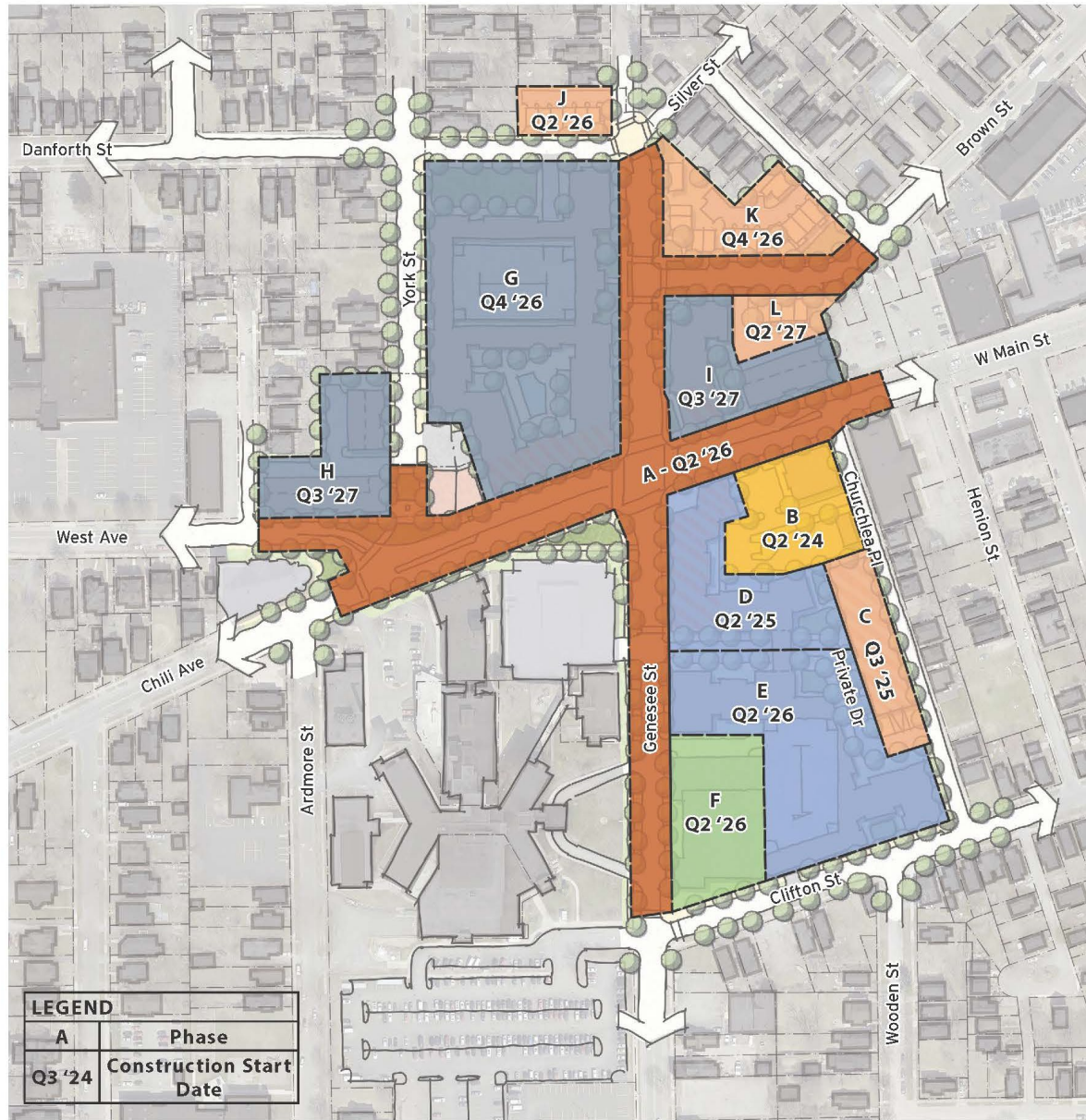






Implementation Strategy





Phase		Construction Timeline																			
Year	2024				2025				2026				2027				2028				
Quarter	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
A																					
B																					
C																					
D																					
E																					
F																					
G																					
H																					
I																					
J																					
K																					
L																					

February 9, 2024 ©2024 Torti Gallas + Partners 1923 Vermont Avenue, NW, Grimke School, 2nd Floor Washington, DC 20001 301.588.4800



DevelopRoc, LLC
City of Rochester, Department of Neighborhood and Business Development



Preliminary Generalized Construction Phasing
BULL'S HEAD DEVELOPMENT PLAN

BULLS HEAD REVITALIZATION APARTMENT PROGRAM

Consolidated Apartment Count

160 Clifton Street	38	Genesee Block B3	282
Bulls Head Plaza B1	140	York Block B4	60
Bulls Head Plaza B2	200	Brown Block B5	86
Apartment total		806 Units	

Unit Mix		Unit Size	Quantity	Unit Mix	Total Unit Area (HSF)
1-ST	Studio	500	154	19.1%	77,000
1-BR	1 Bed/1 bath	700	332	41.2%	232,400
2-BR	2 Bed/2 bath	950	260	32.3%	247,000
3-BR	3 Bed/2 bath	1,150	60	7.4%	69,000
Total or Average		776	806	100%	625,400

No less than 20% of the apartments will be affordable at no more than 60% AMI

Total Affordable Apartments = 162 units across all types

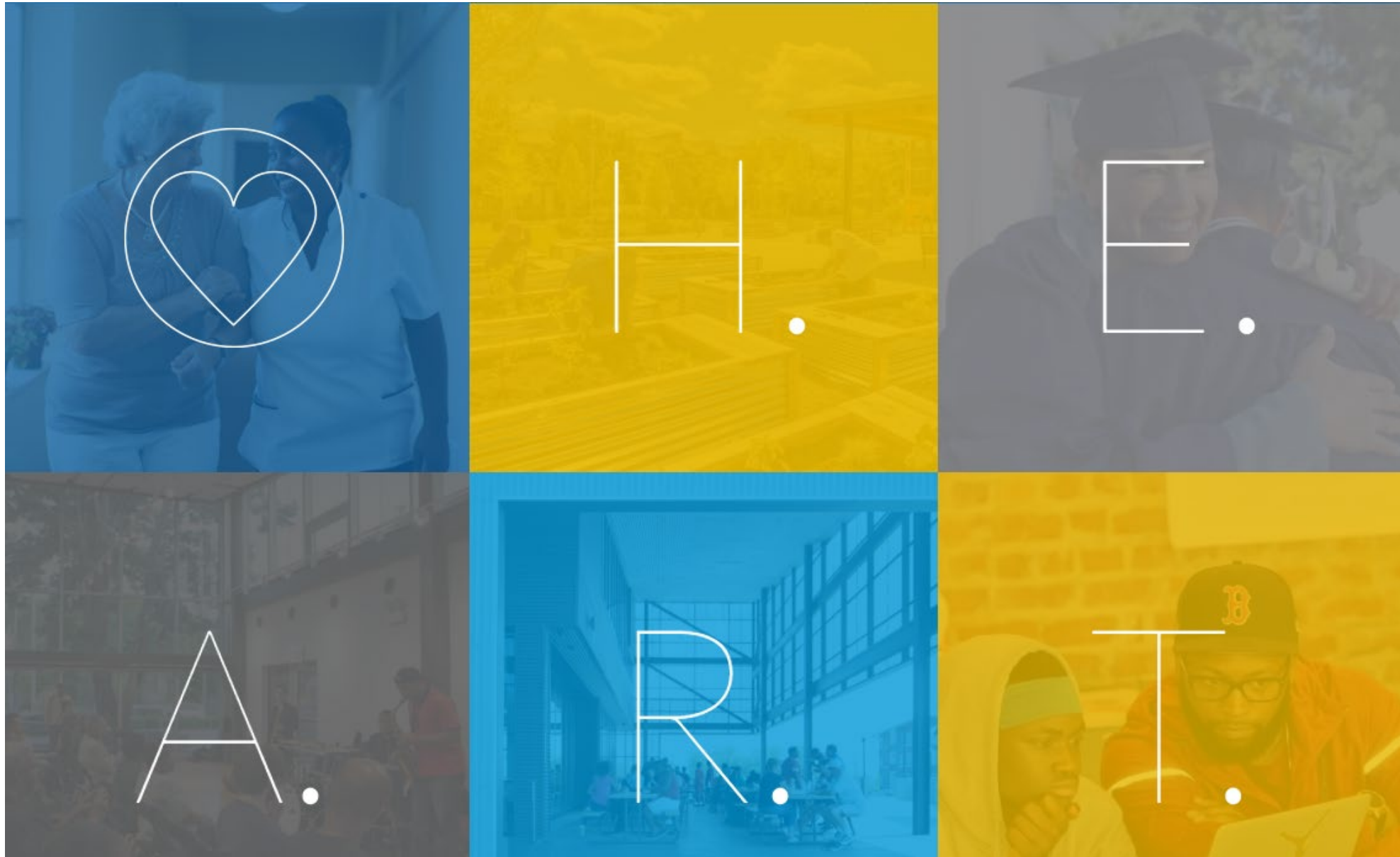
Danforth and Brown Townhomes

3-BR	3 Bed / 2.5 bath	1,250	13	57%	16,250
4-BR	4 Bed / 3.5 bath	1,400	10	43%	14,000
Total or Average		1,315	23	100%	30,250

No less than 20% of the townhomes will be affordable at no more than 60% AMI

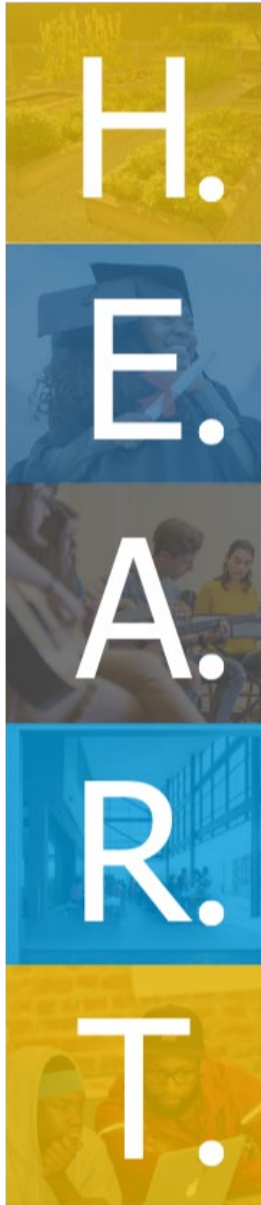
Total Affordable Townhomes = 5 homes across all types

H.E.A.R.T.TM Health | Education | Arts | Recreation | Technology



Community Partners

Health | Education | Arts | Recreation | Technology



ROCHESTER REGIONAL HEALTH

HEALTHY MOMS
Behavioral Health
Care Management
Pregnancy Education

Foodlink
NOURISHING LIVES

kids thrive 585
Helping Kids Thrive with Access to Greater Rochester Resources

UNIVERSITY of ROCHESTER

MCC



Urban League of Rochester, N.Y., Inc.

CUE

Center for URBAN ENTREPRENEURSHIP



— THE CENTER FOR — TEEN EMPOWERMENT

DUN WOODĒ
VISUAL CONSULTANT

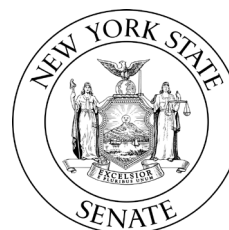
Garth Fagan DANCE

HOCHSTEIN
The Hochstein School

r-centers
Health
RECIPE ON THE MOVE
www.cityofrochester.gov/recipeonthe-move

nexus i90
Entrepreneurial Ecosystem Solutions

Community Partners



19th Ward
Community Association



Workforce Development Goals

- 1** Create pipeline
- 2** Provide career pathways

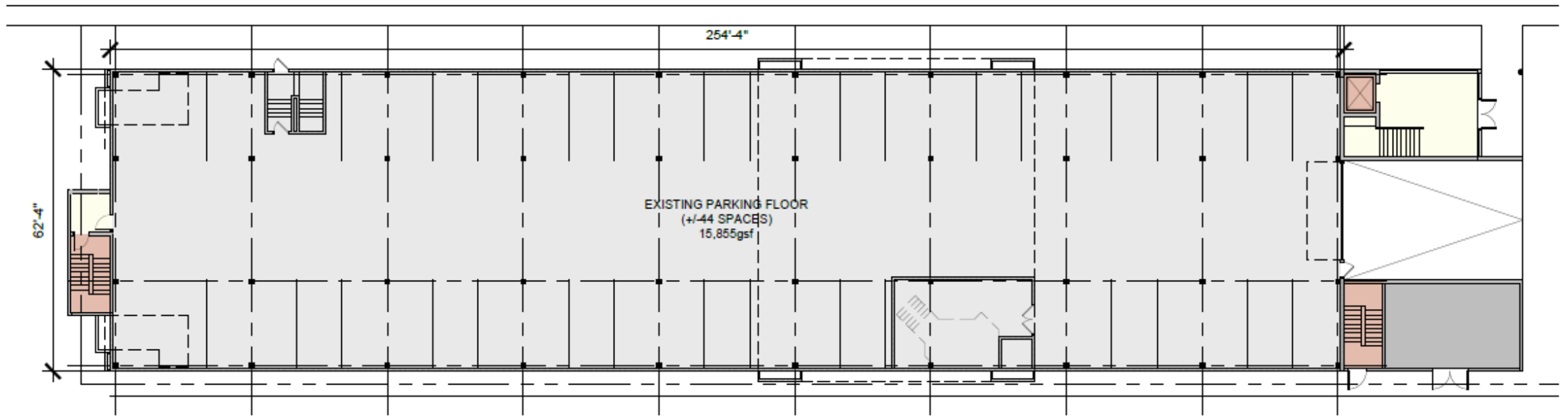
160 Clifton Street
Workforce Development &
Skilled Trades Training Center



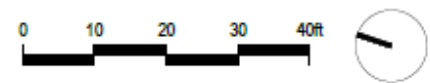
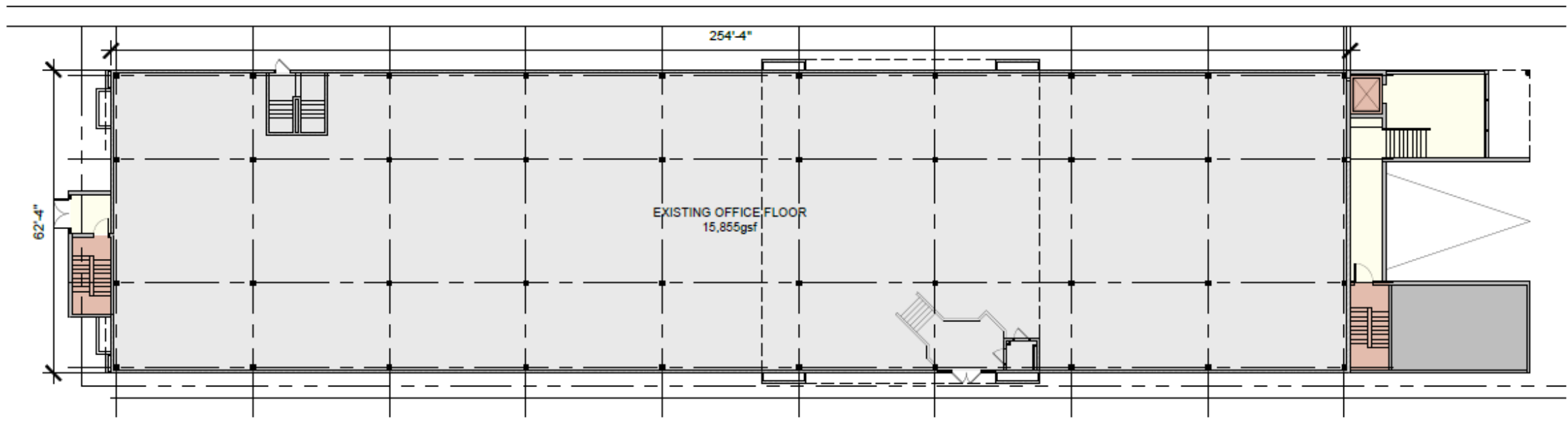
160 Clifton Street | Concept Rendering



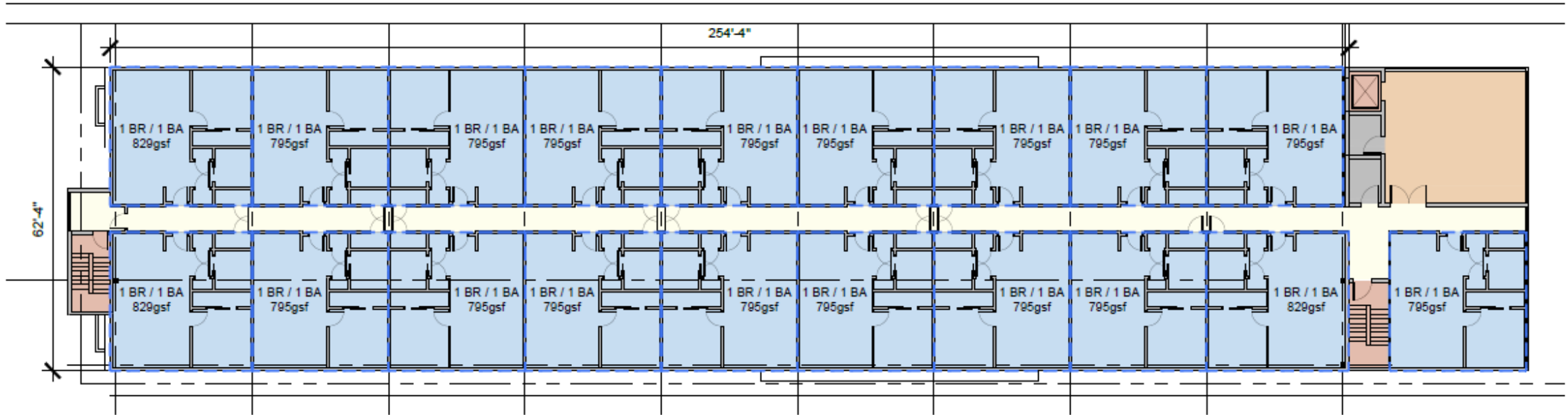
160 Clifton Street | Concept Rendering



160 Clifton Street | Concept Rendering



160 Clifton Street | Concept Rendering



Total Floor Area = 15,855gsf
 18 - 1BR / 1 BA Units Per Floor

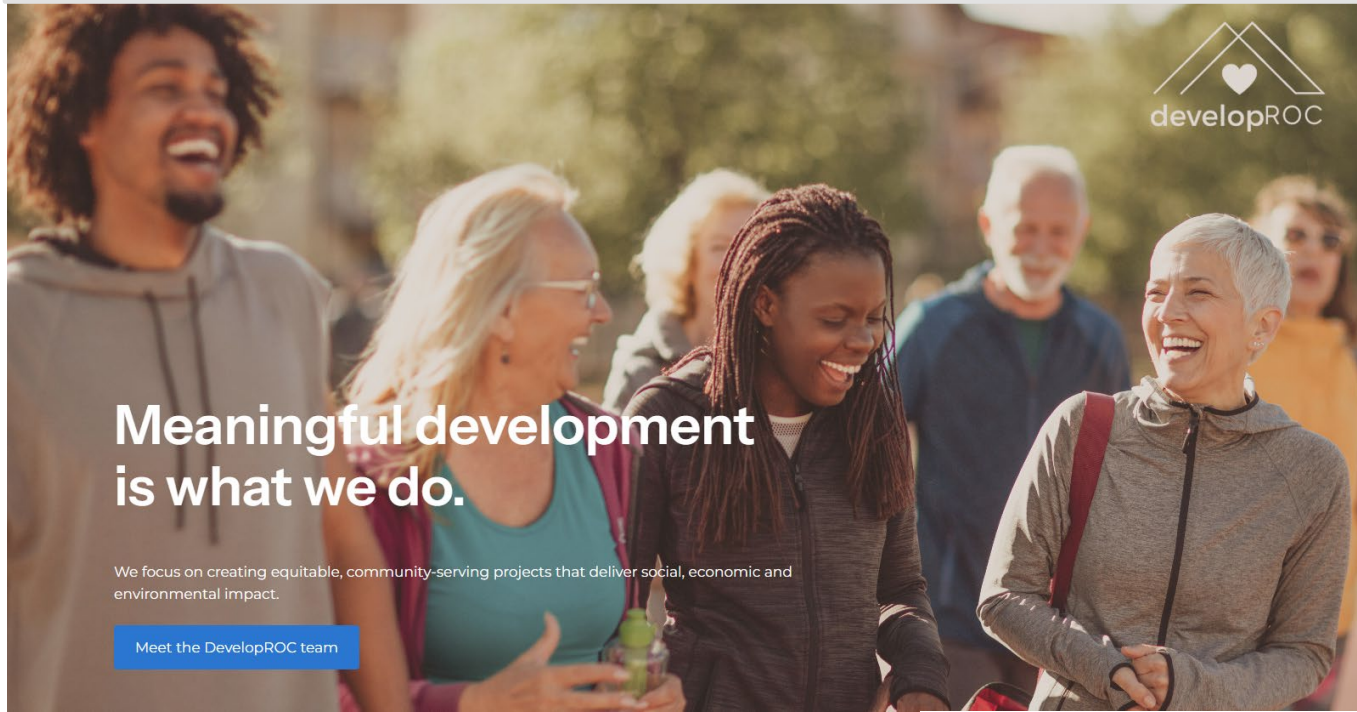




Community Engagement

- + Website & online feedback form
- + Q&A





Meaningful development is what we do.

We focus on creating equitable, community-serving projects that deliver social, economic and environmental impact.

[Meet the DevelopROC team](#)



developroc.com

Projects



Photo Credits: Bull's Head 1950 (left), 1982: A building in the Bull's Head neighborhood at 898 West Main Street, Anne Lennox Bergmanis (upper right), Bull's Head Area, Watson Staff (bottom right).

Bull's Head Revitalization

The Bull's Head project represents years of neighborhood-based planning driven by a strong commitment from residents and other stakeholders, and the City of Rochester to catalyze redevelopment in a community that has experienced significant disinvestment over several decades. DevelopROC is actively working toward restoring the livability and vibrancy of the Bull's Head area.

[Public presentation \(available late Feb.\)](#) [Provide your feedback](#)

DevelopROC Role Prime Developer	Project Award Date June 2021
Location Historic Western Gateway to Downtown Rochester, New York; Convergence of West Main Street, Brown Street, West Avenue, Chili Avenue and Genesee Street	Acres 12

Connect

Get in touch with our team

We'd love to hear from you. Fill out the form to provide your insights and feedback, or ask questions. Thank you in advance for your support!

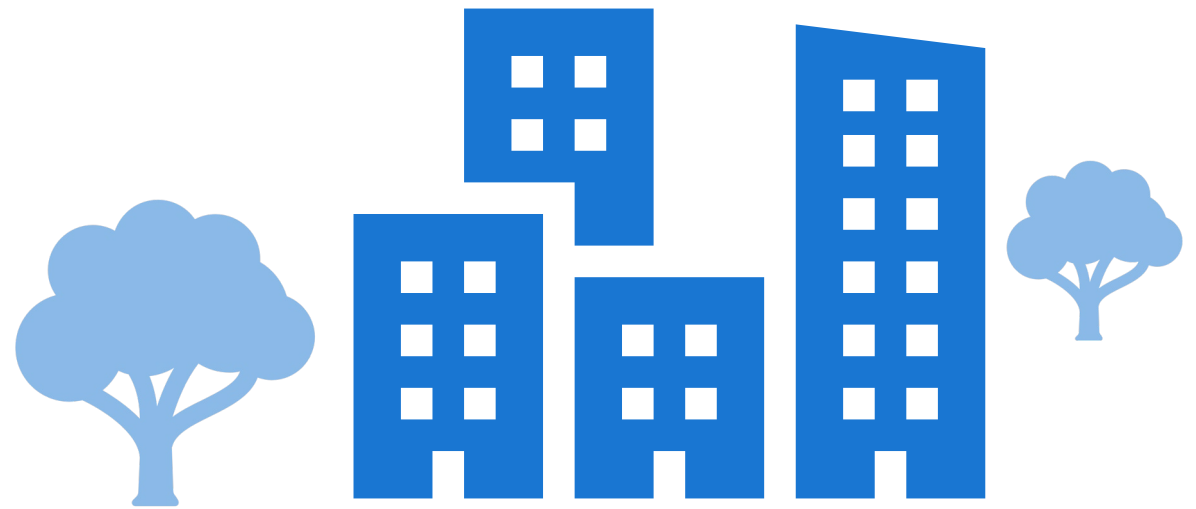


[Send](#)



Closing Remarks

- + Recap
- + Next steps





Thank you.

For more information, please visit:
developroc.com



Questions?

