

Bull's Head Revitalization Project

Rochester, NY

Project Overview

As part of our commitment to provide safe, reliable service to all our customers, Rochester Gas and Electric Corporation (RG&E), in conjunction with our parent company – Avangrid, is updating the delivery system in our service areas. These upgrades comply with new electric distribution reliability requirements and support the City of Rochester's DevelopROC program, which promotes coordinated infrastructure improvements across the Bull's Head community.

While making investments to meet the community's growing energy demands, we are working closely with our neighbors to ensure that all improvements are performed with minimal disruption to the environment and the communities we serve.

Project Information Line: 1.888.553.5411

Refer to: Bull's Head Revitalization

Email: outreach@rge.com

Website: [RG&E > Reliable Service](#)

Project Purpose and Need

To comply with the City of Rochester's initiative to redevelop the Bull's Head neighborhood, we are planning an upgrade to certain components of the electric delivery system at the three-way intersection of West Avenue, Chili Avenue, and West Main Street.

The project will occur in two phases. The first phase will begin in March 2026 and continue through June, with work occurring south of West Main Street. The second phase will begin in September and continue into 2027, with work occurring along West Main Street. All work is expected to be completed by April 2027.

This electrical modernization and replacement effort is necessary to advance the related infrastructure project and to prevent potential service interruptions for customers. The upgrades will enhance grid resiliency by replacing outdated infrastructure and modernizing system components. In addition, the improved reliability and increased capacity of the system will support economic development in the Bull's Head neighborhood by enabling future commercial and residential growth and attracting new investment to the area.

Upgrade Project Scope Includes

- Removing 3,324 feet of underground cable and 2,435 feet of overhead lines from existing circuits.
- Installing 2,122 feet of underground cable and 913 feet of overhead lines to comply with new street layout.
- Installing 6 new manholes.
- Replacing 6 service transformers.



The Bull's Head Revitalization Project will impact the three-way intersection of West Avenue, Chili Avenue, and West Main Street.

Regional Benefits

- This City of Rochester–sponsored project advances the redevelopment of the Bull’s Head neighborhood and will help support future growth and investment.
- These upgrades will improve the reliability and resiliency of the entire transmission system, ensuring that the safe and reliable distribution of power is maintained.
- The modern digital equipment will make it easier to restore power and reduce restoration time in the event there is a service interruption.

What to Expect During Construction

- Increased construction vehicles in the work areas, including daily traffic as crews travel between material staging area and work areas.
- Single lane closures and slowed traffic along West Avenue, Chili Avenue, West Main Street, and some adjacent streets throughout the entire project. We encourage impacted customers to plan accordingly, taking alternate routes when possible. Please assist us in maintaining public safety by staying clear of project work zones and adhering to posted signage during construction.
- Once RG&E’s preliminary work is completed, the City of Rochester will then commence their portion of the project work.

Project Location

Municipalities: City of Rochester

County Impacted: Monroe

Permitting Required: Local

Estimated Timetable *(subject to change and determined by the City of Rochester)*

Project Start: Q1 2026

Project Completion: Q2 2027

In Service Date: Q2 2027



The City of Rochester’s plan for the redevelopment of the Bull’s Head area.