

ROCHESTER URBAN RENEWAL AGENCY

PERFORMANCE MEASURES FOR 2024

1. Marketview Heights Urban Renewal District:

Planned – The City will continue with acquisition/relocation specialist RK Hite for acquisition and relocation services as needed, for properties to be acquired. The City will maintain compliance with the Uniform Relocation Act for all acquisition and relocation activities. Once properties are acquired there will be demolition of structures. The City will continue to engage with the neighborhood stakeholders while working towards developing neighborhood homeownership opportunities and the implementation of the MVH URD Plan.

2. Midtown Urban Renewal District:

Planned – Continue to maintain new landscape features on Parcel 5 and continue to program the site for community events.

3. Dewey Driving Park Urban Renewal District:

Planned - Business Development will install a more focused marketing plan by utilizing the City's Street Manager Program. Under the Street Manager program, consultants are hired by the City to assist Neighborhood & Business Development business marketing efforts by attending business association meetings, community/neighborhood meetings, going door-to-door to meet with business owners and other outreach efforts. Business Development will request that a portion of the scope of services for 2024 include a work plan under which the NW Street Manager would identify and contact each property owner and business owner in the District in order to make them aware of the Façade program as well as other forms of NBD assistance.

Additionally, the City is the owner of the vacant 0.32 acre commercial parcel located at 354 Driving Park Avenue. This parcel will also be marketed by the NW Street Manager. Any interested parties will be advised to submit notice of interest in narrative format to the City Real Estate Division for a potential RFP sale.

4. Bull's Head Urban Renewal Area:

Planned – Continue to advance the developer's proposed preliminary development plan which was presented to the public on January 22, 2024. Complete the Bull's Head Urban Renewal District zoning and preliminary design of public improvements with input from the developer. Begin site work for development of a new ESL Federal Credit Union branch at Bull's Head. Begin final street design in summer 2024. Continue environmental due diligence and clean-up of contaminated sites.

ROCHESTER URBAN RENEWAL AGENCY

PERFORMANCE MEASURES REPORT FOR 2023

1. Marketview Heights Urban Renewal District:

Planned – The City executed an agreement with acquisition/relocation specialist RK Hite to begin the acquisition and relocation process. The City will maintain compliance with the Uniform Relocation Act for all acquisition and relocation activities. Once properties are acquired there will be demolition of structures. A request for proposal for the purchase and redevelopment of the properties to be acquired by the City is planned to be drafted in order to provide several housing choices. The City will continue to engage with the neighborhood stakeholders while working towards developing neighborhood homeownership opportunities and the implementation of the MVH Plan.

Actual - The City is working on action items outlined in the Marketview Heights Urban Renewal District (URD) Plan, which was amended in Spring 2023 to prioritize development of home ownership opportunities. The City hosted an informational meeting in coordination with acquisition/relocation service provider RK Hite in July, for owners of properties identified for potential acquisition.

Additionally the City received a property in donation, part of 251 N. Union Street, which is strategically located and will assist with redevelopment of adjacent City-owned parcels. The City continues to work with the CAP to refine and implement the URD plan action items, and plans to increase efforts towards developing housing options and removing blight.

2. Midtown Urban Renewal District:

Planned – Continue to maintain new landscape features on Parcel 5 and continue to program the site for community events.

Actual – Parcel 5 continues to be programmed for various community events.

3. Dewey Driving Park Urban Renewal District:

Planned - Continue outreach efforts for marketing Dewey-Driving Park Targeted Commercial Exterior Façade Program. In addition, the current exterior façade program will be assessed for potential revisions to make the funding more impactful within the urban renewal district.

Actual - Business Development had extensive discussions with AGAPE Haven of Abundance regarding the potential purchase/redevelopment of the parcel at 343 Driving Park Avenue. AGAPE is a neighborhood non-profit human services agency which was looking to expand its operations. Ultimately, the project fell through due to the high level of re-development costs.

4. Bull's Head Urban Renewal Area:

Planned – Have selected developer team prepare and present a preliminary proposed development plan for public review and comments, in summer 2023. Complete the Bull's Head Urban Renewal District zoning and preliminary design of public improvements with input from a selected developer. Begin preliminary street design in spring 2023. Continue environmental due diligence and clean-up of contaminated sites.

Actual – Preliminary street design began in spring 2023. A lease with ESL Federal Credit Union for the development of a branch location at Bull's Head was authorized by City Council on December 19, 2023. The developer presented its preliminary proposed development plan to the public for review and comment on January 22, 2024. Environmental due diligence/cleanup remains a key component to creating developable ready sites.