

## ROCHESTER URBAN RENEWAL AGENCY

### PERFORMANCE MEASURES FOR 2020

1. Marketview Heights Urban Renewal District:

Planned - Review viability of two (2) proposed implementation activities – RFP for acquisition/relocation consultant, and affordable housing development – based on available funding, revision of URD Plan assumptions, and changes within neighborhood and market. Continue work with neighborhood stakeholders and targeted implementation activities including land assembly, assessment and acquisition of demolition/rehabilitation properties.

2. Midtown Urban Renewal District:

Planned – Begin conceptual planning for a downtown gathering space at Parcel #5.

Planned – Developer to begin construction of Parcel #2 in spring 2020.

3. Dewey Driving Park Urban Renewal District:

Planned - Continue outreach efforts for marketing Dewey-Driving Park Targeted Commercial Exterior Façade Program.

4. Bull's Head Urban Renewal Area:

Planned - The subsequent stage of the Bull's Head urban renewal plan is anticipated to be completed and approved in 2020.

5. Cascade Urban Renewal District:

Planned - One remaining new townhome to be completed with CofO in 2020.

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PERFORMANCE MEASURES REPORT FOR 2019

1. Marketview Heights Urban Renewal District:

Planned - Refine cost estimates for URD implementation activities. Pursue implementation activities including land assembly, and assessment and acquisition of demolition/rehabilitation properties.

Actual – Continued focused implementation action on identified (by both plan and community) URD sub-area, including N. Union, Lewis, and Scio Streets. Early stage land assembly implementation, including targeted environmental analysis and relocation study. Ongoing community outreach and inclusion efforts regarding plan implementation.

2. Midtown Urban Renewal District:

Planned – Identify a use for Parcel #5.

Actual – A downtown gathering space use was identified for Parcel #5.

Planned - Engage Developer of Parcel #2 to commence construction.

Actual – Parcel #2 Developer completed due diligence necessary to start construction with a target start in spring 2020.

3. Dewey Driving Park Urban Renewal District:

Planned - Completion of conceptual drawings for each commercial property in the target area to provide a visual “before and after” rendering illustrating how the Targeted Commercial Exterior Improvement Grant can improve the store front appearance. Present the conceptual elevations to the targeted business community for input and buy-in for additional façade improvements and continue to market the program.

Actual - Engaged Highland Planning as Street Manager for the NW to assist in marketing Dewey-Driving Park Targeted Commercial Exterior Façade Program to businesses. Met with NW NSC staff to review BHD loans and grant programs. One \$30,000 Exterior Grant application approved for Creative Hands 1011 Dewy Avenue.

4. Bull’s Head Urban Renewal Area:

Planned - The subsequent stage (including visioning) of the Bull’s Head urban renewal plan is anticipated to be completed and approved in 2019.

Actual – Visioning work was completed in 2019 with redevelopment concepts based on input from the community planning process, and a community visual preference survey.

5. Cascade Urban Renewal District:

Planned - Four remaining new townhomes to be fully completed with CofOs in 2019.

Actual – Three of four remaining townhomes were completed with CofOs in 2019.