

# RDDC ACTION AGENDA

August 2006

## ➤ ***ADVOCACY AND LEADERSHIP***

- **Reevaluate the current priorities for downtown** – Work with the City, County and private stakeholders to re-order the list of top priorities for private and public sector support, given new issues emerging out of the Urban Land Institute process
- **Activate Urban Land Institute process recommendations** – Drive public and private sector action to jumpstart redevelopment of downtown's center core (e.g., evaluate new, emerging downtown retail opportunities, activate recommendations regarding the arts and higher education sectors)

## ➤ ***EXPLORE VIABILITY OF A BUSINESS IMPROVEMENT DISTRICT***

- **Benchmark other cities** – Select two or three that represent good models for downtown Rochester
- **Evaluate current viability of the two existing downtown assessment districts** – Reevaluate their current functions, and explore folding both districts and RDDC into a Business Improvement District (BID) structure under NYS law
- **Develop a viable model** – Would include proposed district functions, services, structure, and budget
- **Activate the stakeholder evaluation process** – Present proposed model(s), resulting property service charges, and other related information for reaction and feedback by downtown property owners

## ➤ ***ACTIVATE URBAN LAND INSTITUTE RECOMMENDATIONS***

- **Hone and activate local strategies** – Continue to meet with local experts, reevaluate current recommendations, and move higher priority elements forward
- **Primary strategy components** – (1) Expand the presence of college students and colleges downtown; (2) Improve downtown as a living environment; (3) Change the downtown street-level experience, particularly along Main Street; (4) Enhance, increase and market downtown's prominence as the region's center of arts and culture; and, (5) Continue to aggressively explore market-viable redevelopment alternatives for the Midtown block and the Sibley Complex.

## ➤ ***PARKING ISSUES HAVE BECOME PARAMOUNT***

- Major recent changes to the parking infrastructure necessitate a collaborative and creative approach to finding solutions to a growing shortage of adequate parking (e.g., benchmarking other cities, evaluating special needs of new uses downtown, significantly increasing on-street parking)

*(RDDC ACTION AGENDA, August 2006, page two)*

- Work aggressively to represent the needs of downtown's many constituencies (office, residential, retail, entertainment, conventions and visitors) as the City embarks on a downtown parking study

➤ ***DOWNTOWN HOUSING REMAINS A TOP PRIORITY***

- Focus on assessing and activating all types of market-rate housing development
- Create new focus on the "street-level experience" downtown
- Create new structure to engage housing project owners and residents
- Continue to track and disseminate downtown residential market data

➤ ***ASSURING A SAFE DOWNTOWN***

- Continue the close working relationship with the Rochester Police Department to reevaluate use patterns downtown and implications for increased police presence
- Reevaluate the Downtown Guides Program relative to its structure, service delivery, and value to downtown as a crucial economic development resource