RDDC

July 2006

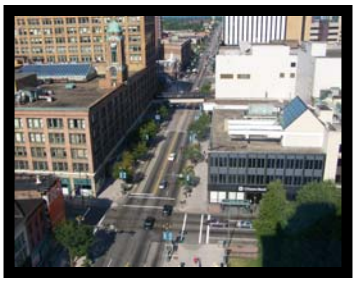
DOWNTOWN BUZZ

www.rochesterdowntown.com

PROGRESS ON MAIN & CLINTON

URBAN LAND INSTITUTE

In June 2005, the Urban Land Institute (ULI) of Washington, D.C. was engaged to bring a national panel of experts to downtown Rochester to provide market-realistic recommendations on revitalizing the core of downtown. Their recommendations focused primarily on the Main & Clinton area, with special attention to Midtown, Sibley's and the areas north of Renaissance Square and Sibley's.



Issued in early 2006, their report also drew on interviews with more than 130 local real estate, business, government and institutional experts. Since receiving ULI's draft recommendations, RDDC assembled five teams with specialists in housing, higher education, retail, arts & culture, real estate development, law, and finance.

ULI's full report can be downloaded on RDDC's website at **www.rochester**downtown.com.

ULI RECOMMENDATIONS

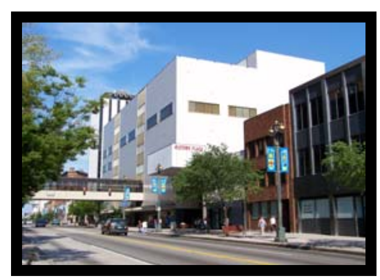
Regarding the Main & Clinton area, the Urban Land Institute's national panel made three key recommendations :

- **Sibley's** — Should be redeveloped as several hundred units of market-rate housing in two phases — the Tower first, former department store as a later phase. Retail uses should be oriented toward the street and expanded.
- **Midtown Block** — Should be redeveloped as a mixed-use urban village, retaining only the Midtown and Euclid buildings. Uses should include a public space at Main & Clinton, a mid-sized concert hall, retail on the edges, and residential uses above retail.
- **Main Street** — Must reintroduce itself as the primary civic street for the city, with street upgrades and the introduction of on-street parking.

ACTIONS UNDERWAY

Five groups of local experts reacted to the ULI recommendations and crafted priorities and action steps. A number of areas are currently in motion:

1. Key players are reviewing options to spark forward movement on the **privately-owned Sibley's and Midtown properties**. Both are unusually complex situations; potential solutions differ for each one, are challenging to activate, and would require multiple years;
2. Discussions are underway with a number of **colleges and universities** to explore innovative ways to increase their presence downtown. Ideas include sharing facilities (e.g., health and fitness, conference space, classrooms); privately financed student housing for additional options and to handle overflow on-campus housing needs; and collaborative academic programming. College students create a natural market for cafes, restaurants, retail and nightlife.
3. **New opportunities exist for urban retail** which offer new possibilities to recast Main Street as a more active and pedestrian-attractive place. Local retail experts are evaluating a more aggressive strategy to change the retail picture downtown. A formal retail recruitment package is being created to assist developers, government officials, and local leasing efforts.



4. Connected with #3 above, is the opportunity to **change the way the public space operates**, including converting Clinton and St. Paul to two-way streets north of Main Street. Increasing pressure to replace the current sidewalks on Main Street may open opportunities to narrow the current sidewalks, widen Main Street, and permit on-street parking on Main Street (and connecting arterials) from the river to the Eastman Theatre. **Every on-street parking space is worth $200,000 a year in retail sales.**

2006 SURVEY OF DOWNTOWN HOUSING

RDDC's annual Survey of Downtown Rental Housing tracked 2,091 rental units in the first quarter of 2006. Downtown Rochester's vacancy rate of 4.7% remains considerably below the national rate of 9.6%. The summary tables below are excerpted from that study. To download the full report, go to **www.rochester**downtown.com, click "*Doing Business*", and then "*Marketplace Information*".

2006 DOWNTOWN RENTAL HOUSING SURVEY

All Units Proposed, Under Construction and Existing, 1984 - 2006

	2006	*2005*	*2004*	*2003*	*2002*	*2001*	*2000*	*1995*	*1984*
Proposed	19	78	68	125	125	307	202	0	0
Under Construction	170	147	188	93	93	35	67	0	0
Existing	2,401	2,251	2,134	2,042	2,042	2,042	2,042	1,770	1,078
TOTAL	**2,590**	**2,545**	**2,446**	**2,292**	**2,269**	**2,414**	**2,341**	**1,770**	**1,078**

RDDC - 7/28/06

2006 DOWNTOWN RENTAL HOUSING STUDY

Vacancy and Rent Data by Unit Type

UNIT TYPE	*TOTAL UNITS SURVEYED*	*NUMBER VACANT*	*PERCENT VACANT*	*AVERAGE RENT*
MARKET RATE UNITS				
Studios	292	26	8.9%	$442
1-bedroom	442	13	2.9%	$684
2-bedroom	320	3	0.9%	$1,047
3-bedroom	n.a.	n.a.	n.a.	n.a.
Lofts	156	8	5.1%	$1,261
Penthouse	7	0	0.0%	$1,060
Units not identified by "type"	52	23	44.2%	n.a.
TOTAL, Market Rate Units	1,269	73	5.8%	$802
TOTAL, Subsidized Units	822	25	3.0%	$423
TOTAL, ALL UNITS	2,094	98	4.7%	$664

(RDDC - First Quarter 2006)

NEW RDDC MEMBERS

- *Broadstone Real Estate (formerly Home Leasing, Inc.)*
- *Canandaigua National Bank*
- *Clough Harbor & Associates*
- *Dataflow*
- *DiMarco & Riley, LLP*
- *Brenda Mickol*
- *Norry Management*
- *Woods, Oviatt, et. al.*

The information herein is presented to the best of our knowledge at the time of publication. Please contact the Rochester Downtown Development Corporation at rddc@rddc.org with any information or corrections, or to be added or removed from our e-mail list.