



## DMC Vision

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W#surygh#**kjk#xddd#**sdwhq#Frp sdq#r#y#lv#ru#lqg#Frp p xql#p hp eh#  
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## GP F #Ghyorsp hqw\$olq J rdov

- Create a comprehensive strategic plan
- Leverage the public investment of \$585 million
- Create approximately 30,000 new jobs
- Generate approximately \$7.5 - \$8.0 billion in new net tax revenue
- Achieve the highest quality patient, companion, visitor, employee, and resident experience



## GP F #Suruvhv

Heart of the City

Discovery Square

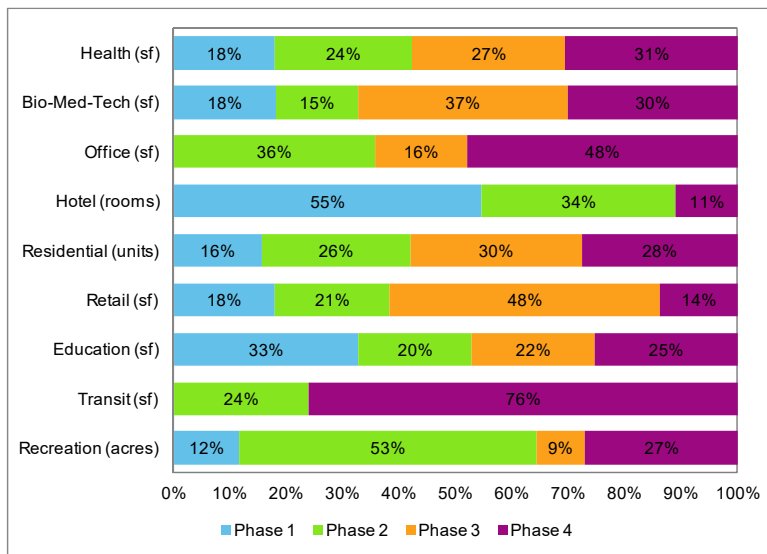
Transportation

## 20 Year Absorption Estimates

- **Health**
  - 6.8 million sq ft
- **Bio-Med-Tech**
  - 800,000 to 1 million sq ft
- **General Office**
  - 225,000 to 600,000 sq ft
- **Hotel**
  - 7 hotels with approximately 1,300 to 1,400 rooms
- **Residential**
  - 2,200 to 3,100 units
- **Retail/F&B/Entertainment**
  - 160,000 sf to 280,000 sq ft

*Note that the Master Plan can accommodate additional development capacity should market conditions over the 20 years exceed the absorption estimates*

## DMC Growth by Use Over 20 Years









Titan Hilton Hotel



Chateau Theatre



Heart of the City Public Realm





The Bloom Project



Lofts at Mayo Park

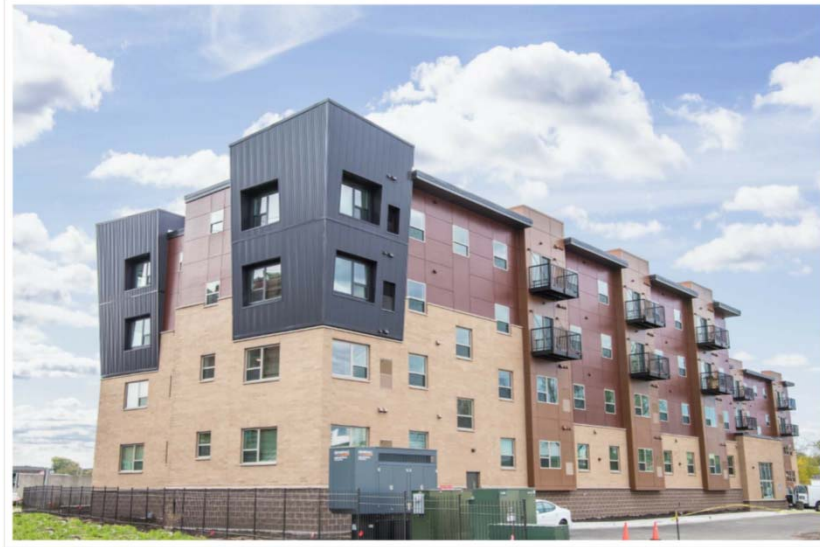


Flats at 4<sup>th</sup>



## Central Station





First Avenue Flats



## St. Marys Place



Alatus



Saint Marys Place Public Realm



## Education & Recreation



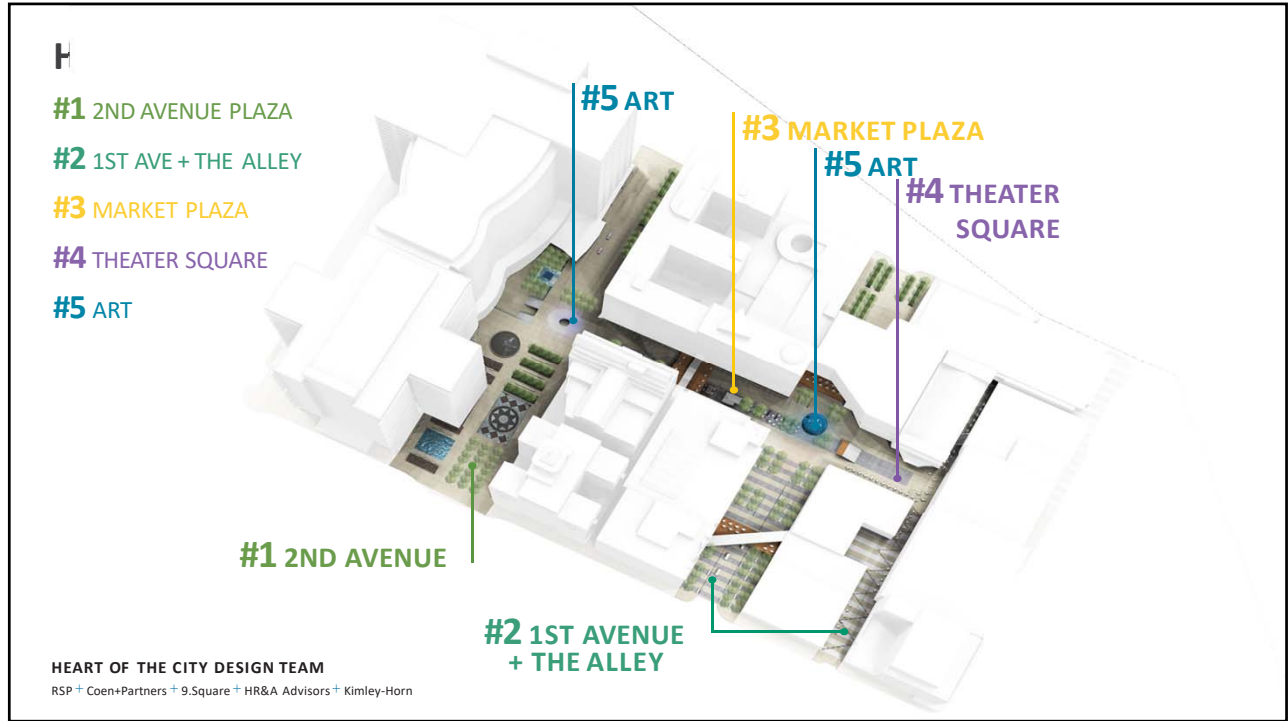
# Discovery Square



 Mortenson Phase 1 Discovery Square Development







## HEART OF THE CITY – DESIGN PRINCIPLES

BOARD OF GOVERNORS' PRESENTATION AUGUST 8TH, 2017

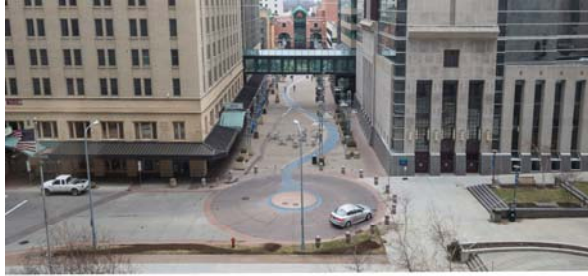
<p><b>MAKE IT ROCHESTER</b> AUTHENTIC + CONTEXTUAL</p>	<p><b>MAKE IT A DESTINATION</b> HOME GROWN + WORLD RENOWNED</p>	<p><b>MAKE IT BIG + KEEP IT SMALL</b> BLEND BIG CITY + SMALL CITY, OLD + NEW</p>	<p><b>REVEAL THE UNSEEN</b> REVEAL THE MAGIC OF MAYO + SHARE</p>
<p><b>MAKE IT ABOUT LIFE</b> DIVERSITY OF EVENTS + ACTIVITIES</p>	<p><b>MAKE IT ABOUT ART</b> INNOVATIVE + TRANSFORMATIVE + INTERACTIVE</p>	<p><b>MAKE IT ABOUT HEALING</b> MOMENTS OF REPOSE IN AN URBAN SETTING</p>	<p><b>MAKE IT INVITING</b> FLEXIBLE + DIVERSE PLACES TO GATHER</p>
<p><b>EMBRACE THE NORTH</b> PROVIDE YEAR-ROUND ATTRACTIONS + EVENTS</p>	<p><b>MAKE IT BRIGHT</b> INTEGRATED + EXPERIENTIAL</p>	<p><b>MAKE IT CONNECTED</b> ADA ACCESSIBILITY + SKYWAY, STREET + SUBWAY</p>	<p><b>MAKE IT GREEN</b> URBAN + NATURAL</p>

**HEART OF THE CITY DESIGN TEAM**  
 RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn



## 2ND AVENUE + PEACE PLAZA

## EARTH/SKY/WATER



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## 1ST AVENUE

## 1ST AVENUE PLAZA



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# PEACE PLAZA

# THEATER SQUARE



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**LOZANO-HEMMER**



**ERIC ANDERSON**



**JANET ELCHEMAN**



**JAMES TURRELL**