



REQUEST FOR ACTION

Urban3 Presentation (3:30 p.m. - 4:30 p.m.)

MEETING DATE:

June 22, 2026

ORIGINATING DEPT:

Community Development

AGENDA SECTION:

Presentation Items

PRESENTER:

Irene Woodward and Heather
Worthington from Urban3

Report Narrative:

Urban3 will provide an overview of the revenue and fiscal analysis completed for the City of Rochester. Urban3 is a consulting firm specializing in land value economics, property tax analysis, and community design. Their analytic method focuses on normalizing tax values on a per-acre basis, using parcel and tax data to develop a 3D model that visualizes the results.

A second phase of work included a Fiscal Audit analysis to better understand how development patterns influence road and utility costs. This involved comparing the Revenue Model with a cost model encompassing relevant infrastructure, including streets and pipes, to assess the community's net position.

Priorities & Foundational Principles:

Economic Resilience

Prepared By:

Irene Woodward

Attachments:

[Presentation - Urban3](#)