



**NEWS RELEASE**

**TUESDAY, JANUARY 15, 2008  
COUNCIL APPROVES SELECTION OF LABELLA ASSOCIATES FOR MAYOR'S  
MIDTOWN PLAZA REDEVELOPMENT PLANS**

(Rochester, New York) —City Council voted tonight to approve an \$800,000 appropriation for the selection of a consultant team lead by LaBella Associates, PC for the preparation of Mayor Robert J. Duffy's relocation and redevelopment plans for Midtown Plaza. The allocation includes \$750,000 in funds from the NYS Empire State Development Corporation and \$50,000 from the City of Rochester. The firm will also assist with the State Environmental Quality Review Act (SEQRA) process.

"This is another great step forward in the progress of this critical development," said Mayor Duffy. "I'd like to thank City Council, Governor Eliot Spitzer and our partners at the Empire State Development Corporation and PAETEC for their ongoing collaboration. I look forward to a productive relationship as we work together to rebuild Midtown."

Since the Governor announced a major partnership to acquire, demolish and redevelop Midtown Plaza in Oct., 2007, the City has worked closely with the Empire State Development Corporation to issue a Request for Proposals (RFP) for a consultant team to prepare a redevelopment plan and assist with the SEQRA process. The site consists of 8.6 acres with 1.4 million square feet of commercial space.

LaBella Associates' president & CEO Sergio Esteban, PE, will lead the consultant team as project manager. Esteban has nearly 30 years of experience in projects and community initiatives in the city. The consultant team also includes the firms of EDAW Inc., Cushman & Wakefield, Walker Parking Consultants, Fisher Associates, Le Chase Construction and John Fayko, AIA.

The Labella team, the City and Empire State Development Corporation will work closely with PAETEC's design and development team as the project moves forward. Despite the complexity of the project, the City anticipates the redevelopment plan and the SEQRA process to be completed by the end of 2008, with demolition beginning in early 2009. PAETEC plans to relocate to their new headquarters in 2011.

