



# FOUR CORNERS ROCHESTER

**Downtown Revitalization Initiative, Round 8**

Finger Lakes REDC

City of Rochester, Monroe County

Contact: Erik Frisch, Deputy Commissioner of Neighborhood &  
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✓ **Certified Pro-Housing Community**

# A Message from the Mayor

Dear Ms. Fox O'Sullivan and the Finger Lakes Regional Economic Development Council:

It is my honor to submit the City of Rochester's 2024 Downtown Revitalization Initiative application. Our application includes exciting public-private partnerships that will uplift Four Corners, the historic center of downtown Rochester.

Overlooking the western bank of the Genesee River, Four Corners is the historic center of commerce and activity in the city of Rochester. With some of the most beautiful buildings in the city, Four Corners was added to the National Register of Historic Places in April 2024. However, since the pandemic, the area has struggled due to vacant large office spaces and ground-floor storefronts, leading to less active streets. But there is enormous opportunity in Four Corners.

**From its historic buildings to its walkability and connections to the river, Four Corners has the potential to return to its roots as a vibrant center of downtown Rochester.**

Public and private investment in Four Corners has grown in recent years, including more

than two dozen ROC the Riverway projects, Constellation Brands' headquarters relocation to the Aqueduct Building, numerous mixed-use conversions of former commercial buildings, and other on-going and upcoming projects.

**Nevertheless, there is still much work to do and enormous potential, and a DRI award is the spark that the city of Rochester needs to light that fire.**

In this application, we present to you projects representing more than \$173 million in potential investment that can be leveraged with DRI funding. These projects will help us realize the vision to make Four Corners the go-to destination on the west side of downtown Rochester.

**We've seen thrilling progress on the first of the City of Rochester's DRI Round 5 projects on the east side of downtown, and we're excited about the opportunity to extend that momentum westward across the Genesee River.**

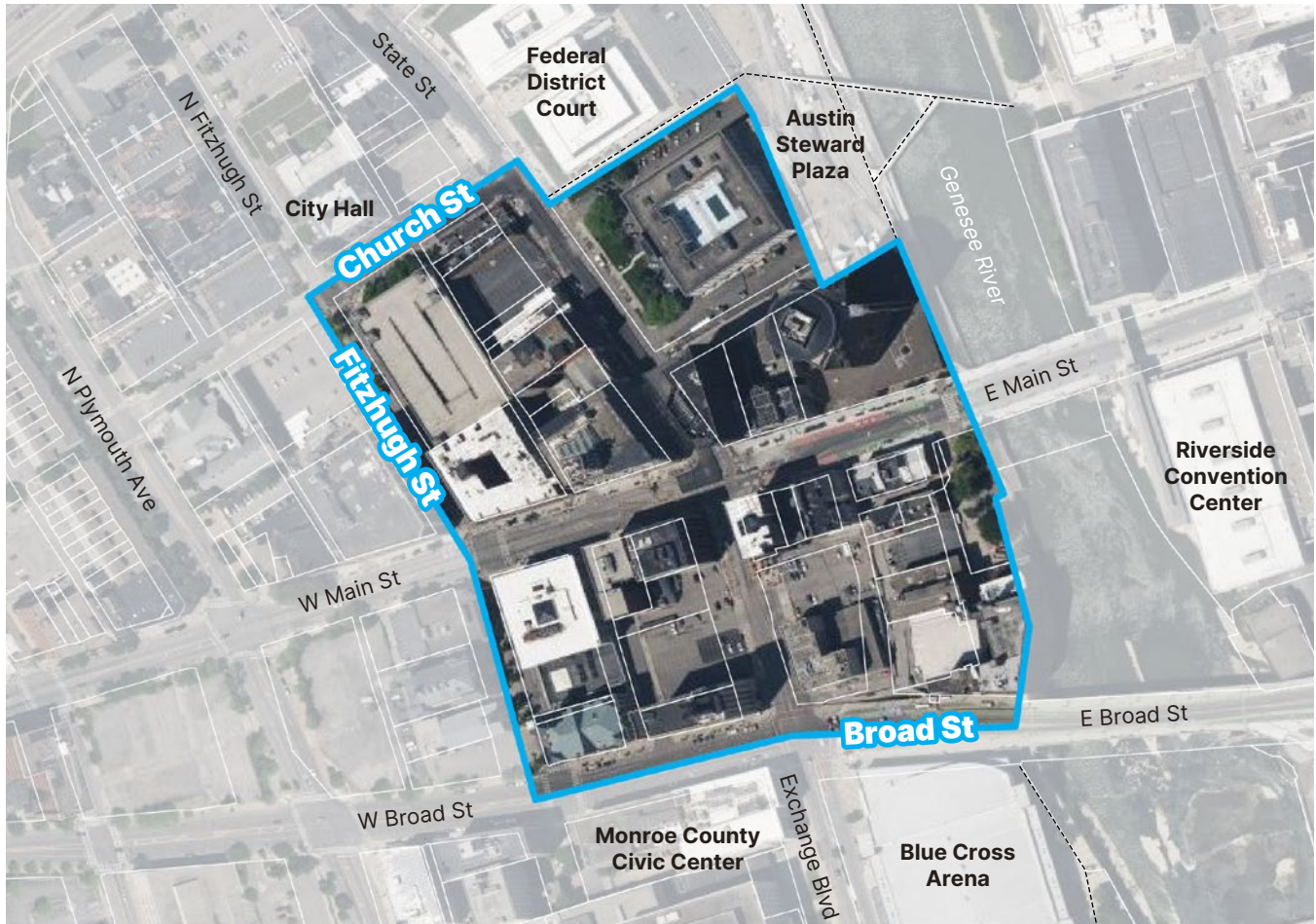
Thank you for considering the City of Rochester and our efforts to revitalize Four Corners.



Sincerely,

 Malik D. Evans, Mayor  
City of Rochester, NY • Rochester City Council

# Geographic Area & Justification



---- Genesee Riverway Trail

## Four Corners

Four Corners is a historic and consequential neighborhood, located at the intersection of State and Main Streets, where the first two streets in the Rochester settlement crossed. From its earliest days, Four Corners was the center of business, government, and activity in downtown Rochester and played host to prominent citizens and change-makers including Frederick Douglass. With many beautiful and historic buildings across various architectural styles, Four Corners reflects the different periods of growth and development in Rochester and earned designation on the National Register of Historic Places in April 2024.

Since the 2020 pandemic, Four Corners has struggled with a considerably reduced day-time population and vacancies in its many large office buildings and storefronts.

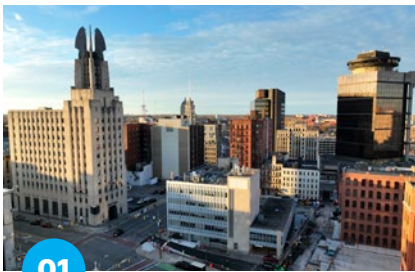
## Why Four Corners?

- 01 Foundation of Public Investment:** The City of Rochester has invested more than \$54.3 million to improve the public realm in Four Corners, which lays the foundation for private investment through the DRI.
- 02 Distinct Downtown Character:** Four Corners is one of the most distinctly urban areas in Rochester, with dense blocks, high rises, and historic architecture that create a unique canvas for downtown living and working.
- 03 Potential for Adaptive Reuse:** Four Corners has thousands of square feet of underutilized office space that is prime for conversion to mixed-use. This has potential to grow the resident base and support renewed business and activity.

# Vision Statement

**Four Corners** will be vibrant, safe, and active day and night, and will be the go-to destination on the west side of downtown Rochester. It will be the new hot-spot for urban living, with modern apartments in revitalized historic buildings set on the scenic backdrop of the Genesee River. Refreshed greenspaces, safe and accessible streetscapes, and easy access to the Genesee Riverway Trail will enhance its walkability and connectivity. New restaurants, shops, and businesses will thrive, and Four Corners will have an active nightlife and wide array of programming, events, and arts and cultural offerings. Four Corners' unique urban experience and downtown character will set it apart as one of Rochester's most loved neighborhoods."

## Goals



01

### Activate Four Corners as a vibrant downtown destination.

1. Grow the day-time and resident population.
2. Promote adaptive reuse and mixed-use redevelopment, including the conversion of office space to housing.
3. Support expanded options for shopping, dining, and visiting Four Corners.
4. Expand evening and weekend programming.



02

### Make Four Corners' public realm safe and attractive.

1. Enhance multi-modal connectivity by supporting walkability, bikeability, ADA access, and by expanding off-street parking capacity.
2. Improve greenspaces, access to the riverfront, and connectivity to the Genesee Riverway Trail.
3. Promote public safety by increasing activity and population density.



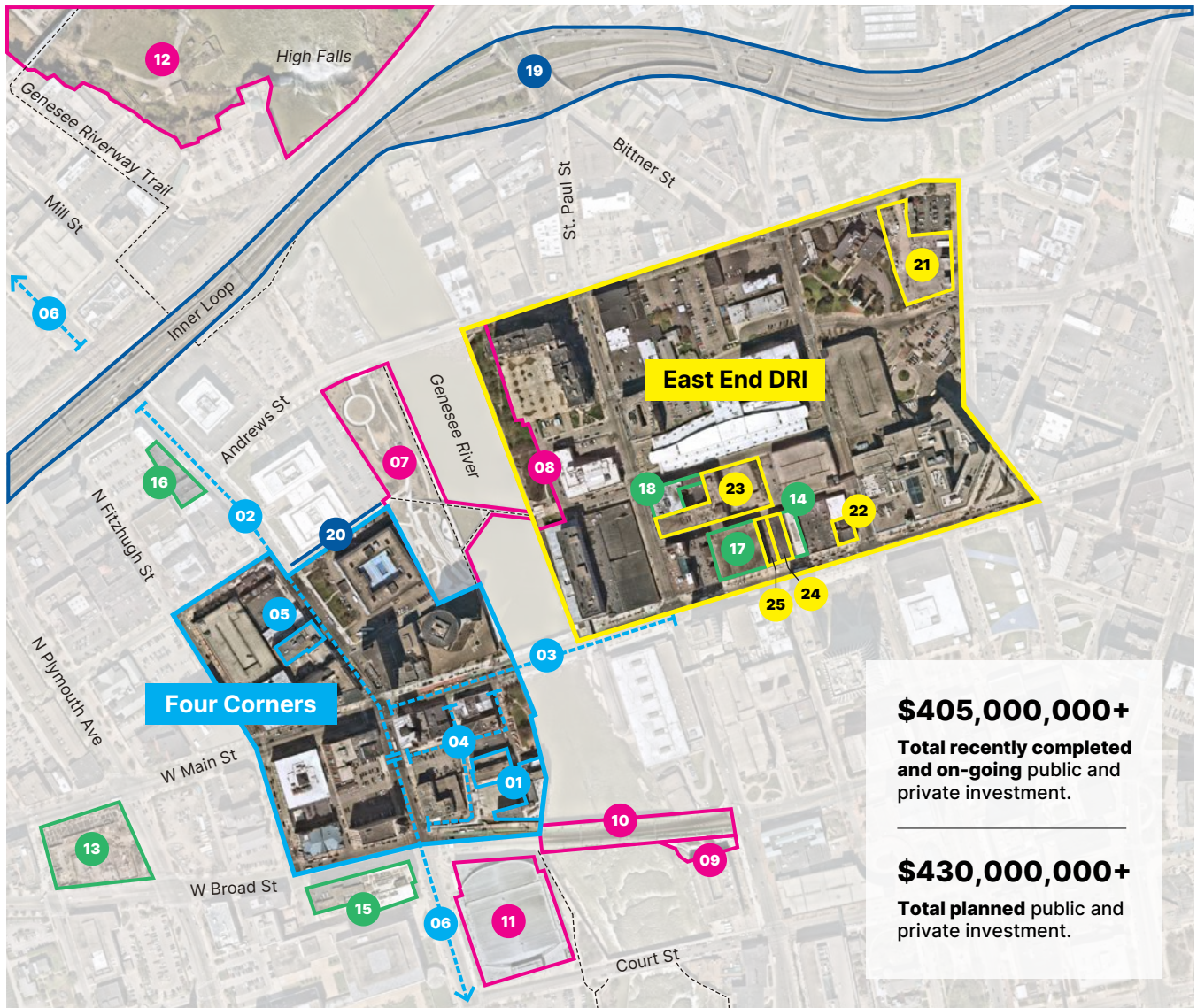
03

### Celebrate the history and culture of Four Corners.

1. Preserve and restore the historic architectural character of buildings.
2. Promote placemaking efforts that honor Four Corners' historic legacy.
3. Support arts and cultural programming, including museums, galleries, and events.

**Key Finding:** The vision and goals were developed directly from community feedback and reflect the needs and wants of Four Corners residents, employees, and visitors (see Section 8).

# Past Investment & Future Potential



**\$405,000,000+**  
**Total recently completed and on-going public and private investment.**

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**\$430,000,000+**  
**Total planned public and private investment.**

- Four Corners Investments  
*Public and Private*
- ROC the Riverway Projects
- East End DRI Projects
- Private Investment  
*Outside DRI Area*
- Other Public Investment  
*Outside DRI Area*

## Four Corners

More than \$125 million has been invested in Four Corners in recent years, including the relocation of Constellation Brands and significant streetscape improvements.

- 01 **50 E. Broad St  
Constellation Brands**  
Total Cost: \$80,000,000  
Recently completed relocation of Constellations' headquarters to the historic Aqueduct Campus.

- 02 **State St, from Basin St to Inner Loop  
State St. Reconstruction**  
Total Cost: \$12,000,000  
Recently completed. New pavement, sidewalks, curb ramps, curb bump-outs, new lighting, and traffic signal improvements.

- 03 **Main St, from South Ave to Exchange  
Main Street Resurgence**  
Total Cost: \$5,700,000  
Recently completed. New sidewalks, site furnishings, recessed on-street parking, street trees, and Main Street bridge improvements.

- 04 **Aqueduct District  
Aqueduct Street Reconstruction**  
Total Cost: \$2,100,000  
Recently completed. Street reconstruction and streetscape amenities to create a pedestrian-friendly Aqueduct District.

- 05 **39 State St  
Ellwanger & Barry Building**  
Total Cost: \$20,000,000  
Recently completed development of 64 apartments in a historic building now available for lease.

- 06** *Basin to Ford, Inner Loop to Lyell Ave*  
**Exchange & State Preventative Maintenance**  
 Total Cost: \$6,000,000

On-going project. Milling, re-surfacing, spot curb and sidewalk replacements, curb ramps, improved bicycle facilities, and pedestrian-safety enhancements.

## ROC the Riverway

A series of more than two dozen planned, on-going, and completed projects to revitalize the Genesee Riverway corridor through downtown Rochester.



- 07** *69 Andrews St*  
**Austin Steward Plaza & Sister Cities Bridge**  
 Total Cost: \$27,000,000

Recently completed project to renovate and extend the Sister Cities Bridge and create an ADA-accessible, bike-friendly link to the Genesee Riverway Trail.

- 08** *65 Water St and 120 E. Main St*  
**Genesee Crossroads Park**  
 Total Cost: \$11,000,000

Planned greenspace re-design and extension of Genesee Riverway Trail, including full ADA accessibility. Begins Summer 2025.



- 09** *Broad St Terrace*  
**Rundel Library Terrace**  
 Total Cost: \$9,800,000

Recently completed re-design and structural repairs of the terrace to create a vibrant, ADA-accessible public space with river views.



- 10** *Broad St Bridge*  
**Aqueduct Reimagined**  
 Total Cost: \$170,000,000

Planned transformation of Broad Street Bridge and historic Erie Canal Aqueduct into a public gathering space. Design underway.

- 11** *1 War Memorial Square*  
**Blue Cross Arena Upgrades**  
 Total Cost: \$20,000,000

Completed first phase focused on better visitor experience. Second phase will construct expansion on river-side. Design underway, construction expected in 2025.



- 12** *High Falls*  
**High Falls State Park**  
 Estimated Total Cost: \$50,000,000 to \$100,000,000

Planned creation of a new 40-acre State Park on the Genesee River at High Falls. Remediation underway, construction expected in 2027.

## Private Investment

More than \$230 million in recent and planned private investment is occurring near Four Corners.

- 13** *99 W. Main St*  
**Center City Courtyard**  
 Total Cost: \$70,000,000

On-going new construction of 164 affordable units. For lease Dec. '25.

- 14** *190 E. Main St*  
**Glenny Building**  
 Total Cost: \$10,000,000

Recently completed conversion into residential units. Used Restore NY.

- 15** *55 Exchange Blvd*  
**Gannett Building**  
 Total Cost: \$45,000,000

Recently completed conversion into 94 market-rate units with ground-floor retail. Used Restore NY funds.

- 16** *131-163 State St*  
**Center City Place**  
 Total Cost: \$7,000,000

Recently completed conversion of some of Rochester's oldest row buildings into 41 luxury apartments.

- 17** *150 E. Main St*  
**Gateway Building**  
 Total Cost: \$68,000,000

Planned conversion of former office building into mixed-income housing and commercial space. Funded by Restore NY.

- 18** *36 St. Paul St*  
**Cox Building**  
 Total Cost: \$31,000,000

Proposed conversion to market-rate residential and commercial.

## Other Public Investment

Significant public investment is occurring around Four Corners.



- 19** *I-490 Interchange to N. Union St*  
**Inner Loop North**  
 Total Cost: \$100,000,000

Planned transformation of Inner Loop expressway into a surface-grade boulevard with acres of reclaimed land for development and greenspace. Design underway.

- 20** *86 & 100 State St*  
**State St. Connection to Genesee Riverway Trail**  
 Total Cost: \$1,500,000

On-going multi-use trail project to improve pedestrian access to Austin Steward Plaza and Genesee Riverway Trail from State Street.

# East End DRI Projects

**Key Finding:** All five of Rochester’s East End DRI (Round 5) projects are in progress. The East End DRI and Four Corners DRI are located immediately across the Genesee River from each other, allowing investment in Four Corners to leverage on-going work in the East End and along the river.



21

## Alta Vista at St. Joseph’s Park

**DRI Funding:** \$1,385,000  
**Total Project Cost:** \$32,317,095

The Alta Vista at St. Joseph’s Park project is 30% complete and on schedule for completion in December 2025. The project will construct a new six-story, mixed-use building with 76 units of affordable housing on a former parking lot. Improvements will also be made to preserve the neighboring historic St. Joseph’s Park.



22

## Harper’s Corner

**DRI Funding:** \$4,000,000  
**Total Project Cost:** \$10,209,675

The Harper’s Corner project is 11% complete, with certificate of occupancy expected in August 2025 and project completion in February 2026. This project will redevelop four blighted historic buildings into 11 middle-income housing units with modernized ground-floor storefronts.

23

## Edwards Building

**DRI Funding:** \$1,750,000  
**Total Cost:** \$33,704,000

A grocery operator has been identified for the ground floor space and build-out is expected in early 2025, with completion by April 2025. The next phase of the project is construction of 114 market-rate apartments on the upper floors and a district geothermal system below the adjacent parking lot. This phase will begin Q3 2025, with completion in Q1 2028.

24

## Kresge Building

**DRI Funding:** \$1,265,000  
**Total Cost:** \$12,295,000

Acquisition of the building occurred in July 2024 and construction is anticipated to begin in Q1 2027. This project will transform the Kresge Building into an upscale 28-room boutique hotel with food and beverage establishments on the ground-floor and a rooftop bar. Project completion is expected in Q4 2029.

25

## Main St. Commons

**DRI Funding:** \$1,300,000  
**Total Cost:** \$1,500,000

The City of Rochester acquired the existing building at the Main St. Commons location in June 2024. A demolition survey is underway and demolition is anticipated to occur in 2025. This project will create a new public space and transform a superblock into two walkable urban blocks. Construction is expected to begin in 2027.

## Job Growth Trends



01

### Constellation Brands

In Spring 2024, Constellation Brands – a Fortune 500 company with 9,000 employees worldwide – relocated its global headquarters to the Aqueduct Campus in Four Corners. A half-dozen buildings were renovated on the 170,000 square-foot campus to create a state-of-the-art facility. As part of the company’s move, it expects to create more than 80 new Rochester-based jobs, in addition to the 340 jobs being relocated to the Aqueduct location.

**Key Finding:** Constellation Brands’ strong presence has the potential to drive activity and business back to Four Corners.

02

### Other Trends

Since the pandemic and the shift to remote work, there has been a notable departure of businesses from Four Corners. This has left many large office buildings vacant or partially vacant, and has limited the viability of ground-floor storefronts.

**Key Finding:** Underutilized office buildings present a major opportunity for conversion to residential mixed-use. More housing in Four Corners will lead to job creation as a larger resident base will create critical mass and demand for services and amenities.

## Quality of Life

01

### Central Location

Four Corners is centrally located in the heart of downtown Rochester, in walkable proximity to major employers, City and County government offices, the Transit Center, the Rochester Riverside Convention Center, and many other destinations and services.



02

### Riverfront and Recreation

Four Corners is located along the Genesee River and the Genesee Riverway Trail, a 24-mile multi-use trail that connects downtown Rochester to the Erie Canal and Lake Ontario. The trail provides access to three waterfalls, eight pedestrian bridges, and eleven parks. Two of these parks are located in Four Corners: Austin Steward Plaza, which was recently transformed through a major redesign, and Aqueduct Park.

03

### Walkability and Bikeability

Significant recent investment has refreshed Four Corners’ public realm with new sidewalks, bike lanes, and ADA improvements on all the major streets: State, Exchange, Main, and Broad.

**Key Finding:** Four Corners has all the elements that make an attractive and liveable downtown neighborhood.



# Supportive Local Policies

01

## Zoning Code

**Center City Zoning District (CCD):** Four Corners is located in the Center City Zoning District. This district is extremely permissive; all uses are permitted as of right, with very few exceptions. In this district, the approval process for new construction and substantial renovations occurs through an administrative Site Plan Review process, with jurisdiction given to the Manager of Zoning. A land use board, which can add time and uncertainty, is not required.

**Key Finding:** The zoning code allows for efficient and flexible development projects in Four Corners.

02

## Downtown Character

**Center City Form-Based Design Criteria:** The CCD (discussed above) is a form-based code that regulates the design of buildings and sites to ensure a high-quality, attractive, and pedestrian-friendly built environment.

**Urban Forest Policy:** The City of Rochester is undertaking an expansive tree planting initiative to ensure an equitable distribution of the urban tree canopy. To date, 3,200 trees have been planted and additional USDA funding has been secured to plant another 4,000 trees by 2025.

03

## Transportation Policies

**ROC Vision Zero:** Vision Zero is a strategy to eliminate traffic fatalities and injuries by promoting safe mobility. This on-going initiative has several priority actions including: enhancing crosswalks, reducing speed limits in pedestrian zones, and creating a 63-mile inclusive bicycle network along the Genesee Riverway Trail.

**Complete Streets:** Rochester's Complete Streets Policy went into effect in 2011 and is used to ensure that street re-design projects support multi-modal transportation and are safe and accessible for all ages and abilities. A Street Design Guidebook was recently developed as part of Rochester 2034 to help implement the Complete Streets Policy.

04

## Housing Policies

**Pro-Housing Community Certification:** Rochester was officially designated as a Pro-Housing Community in May 2024. This certification underscores the City's commitment to equitably expanding housing options.

**Conversion Urban Exemption (CUE) Program:** The CUE Program offers tax incentives to promote housing in the Center City Zoning District through the conversion of underutilized office, retail, manufacturing, and warehouse buildings to mixed-use. A minimum of 25% of the total developed space must be converted to residential.

**Rochester Land Bank (RLBC):** The Rochester Land Bank Corporation is a 501(c)(3) whose mission is to enhance neighborhoods and create quality housing by revitalizing delinquent, abandoned, and vacant properties. Since its inception in 2013, the RLBC has helped return over 80 properties to the City's housing stock.

**Consolidated Plan:** Every year, the City of Rochester stewards funds from HUD for housing and community development. The Consolidated Plan (updated every 5 years) guides funding decisions to achieve various objectives including expanding housing choices and increasing the supply of affordable housing.

**Key Finding:** The City's commitment to housing development and the availability of technical and financial assistance will help advance the identified opportunities for adaptive-reuse housing in Four Corners.

05

## Comprehensive Plan

**Rochester 2034:** Officially adopted in 2019, Rochester 2034 is the City's 15-year comprehensive plan. It has received several commendations, including from the Upstate NY American Planning Association and from the Rochester Community Design Center. Specific recommendations for the Center City district include enhancing street-level pedestrian activity, improving pedestrian and bicycle connectivity, and strengthening the area as a destination for downtown living and working.

### SECTION 8

## Public Support



01

### Property Owners Focus Group

September 4, 2024  
Rundel Library

More than 20 stakeholders, including building and property owners, local developers, and representatives from the Rochester Downtown Development Corporation (RDDC), and the Rochester Community Design Center, participated in a focus group to discuss needs and opportunities in Four Corners.

**Key Finding:** Increased residential density was identified as key to creating the critical mass necessary to improve public safety, support businesses, and reverse the tenant flight experienced post-pandemic.



02

### Public Open House

September 26, 2024  
First Federal Plaza, Four Corners

An open house was held to provide community members the opportunity to learn about the DRI program, ask questions, and develop the vision and goals included in *Section 3*. More than 25 people attended. The open house was advertised on the City's DRI website, social media, and through the RDDC's 200-person mailing list.

03

### Community Survey

September 10 through October 10, 2024

More than 90 respondents, including residents, employees, and visitors, completed an online survey to provide feedback on needs and opportunities in Four Corners. The survey was advertised on the City's DRI website, social media, and through the RDDC's mailing list.

**Key Finding:** Themes from public feedback included the need for more places to eat and shop, evening/weekend programming, and the importance of public safety.

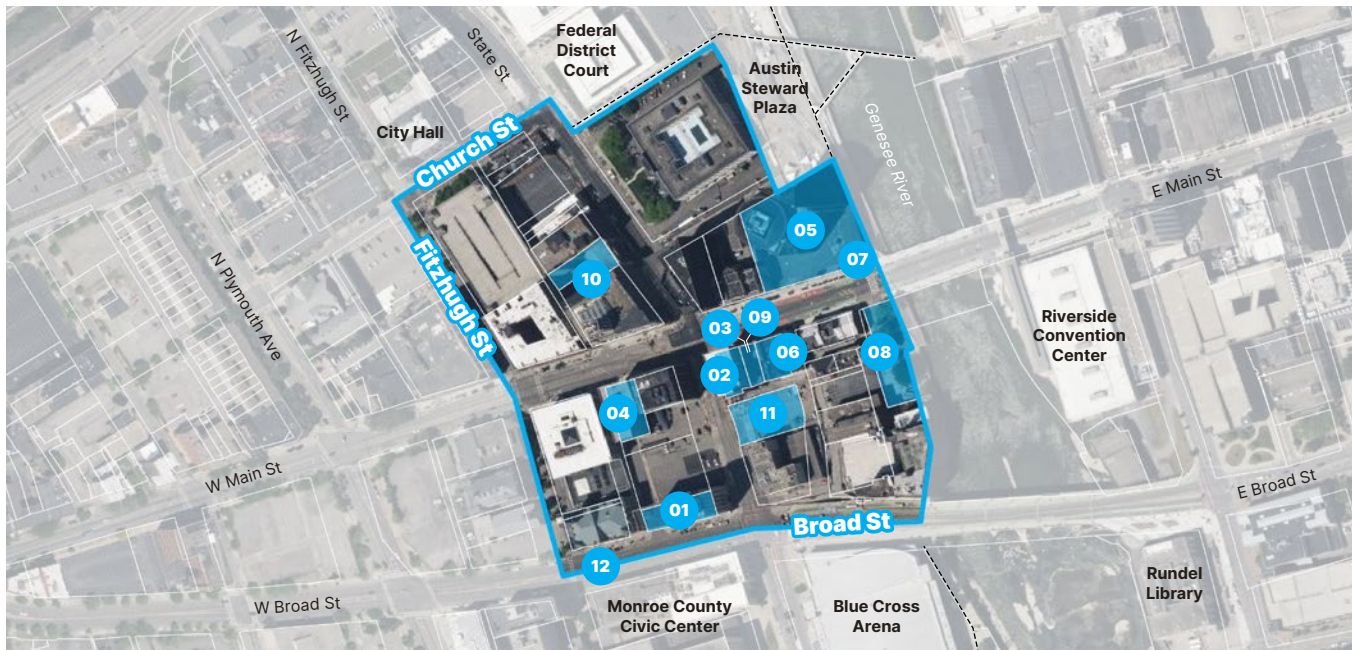
04

### Open Call for Projects

September 4 through October 2, 2024

More than a dozen Project Interest Forms were submitted as part of the public open call for projects. Submitted projects are included in *Section 9*. The open call was advertised at the property owners focus group, the open house, on the City's DRI website, and through local news.

# Transformative Project Opportunities



|           | <i>Description</i>                                 | <i>Project Sponsor</i>                                  | <i>Total Project Cost</i>                       | <i>DRI Request</i>                              |                 |
|-----------|--|---|---|---|-----------------|
| <b>01</b> | <b>Times Square Building</b><br>45 Exchange Street | Conversion of office to market-rate apartments.         | GVT Owner LLC                                   | \$30,300,000                                    | \$3,000,000 10% |
| <b>02</b> | <b>Wilder Building</b><br>1 E. Main Street         | Conversion of office to mixed-income apartments.        | OakGrove Companies of New York LLC              | \$19,600,000                                    | \$2,000,000 10% |
| <b>03</b> | <b>17-21 E. Main Street</b>                        | Conversion of office to mixed-income apartments.        | OakGrove Companies of New York LLC              | \$7,700,000                                     | \$1,000,000 13% |
| <b>04</b> | <b>Union Trust Building</b><br>19 W. Main Street   | Conversion of office to mixed-income apartments.        | 43 North Real Estate LLC                        | \$17,400,000                                    | \$3,480,000 20% |
| <b>05</b> | <b>First Federal Plaza</b><br>28 E. Main Street    | Conversion of office to residential mixed-use.          | I. Gordon Corporation                           | \$77,500,000                                    | \$6,250,000 8%  |
| <b>06</b> | <b>Talman Building</b><br>25 E. Main Street        | Creation of Frederick Douglass museum.                  | Landers Management, Webster Properties          | \$8,500,000                                     | \$4,000,000 47% |
| <b>07</b> | <b>Main St. Connection to Austin Steward Plaza</b> | Enhanced ADA access to Austin Steward Plaza.            | City of Rochester                               | \$1,000,000                                     | \$500,000 50%   |
| <b>08</b> | <b>Aqueduct Park</b><br>47-59 E. Main Street       | Revitalization of park and extension of Riverway Trail. | Landers Management                              | \$3,025,000                                     | \$1,500,000 50% |
| <b>09</b> | <b>Rooftop Event Venue</b><br>17-21 E. Main Street | Creation of high-end rooftop cocktail bar.              | LBLD Living Hospitality Concepts                | \$405,000                                       | \$200,000 49%   |
| <b>10</b> | <b>First National Bank</b><br>35 State Street      | Creation of rooftop event space and art gallery.        | 35 State Street Property LLC                    | \$1,600,000                                     | \$800,000 50%   |
| <b>11</b> | <b>22 Exchange Blvd.</b>                           | Creation of parking garage with district geothermal.    | OakGrove Companies of New York LLC              | \$5,625,000                                     | \$1,000,000 18% |
| <b>12</b> | <b>Small Project Fund</b><br>Four Corners DRI Area | Matching grant fund for small projects.                 | City of Rochester                               | \$800,000                                       | \$600,000 75%   |
|           |  |   | <b>\$173,455,000</b><br><i>Total Investment</i> | <b>\$24,330,000</b><br><i>Total DRI Request</i> |                 |

# Times Square Building

Conversion of office space to market-rate apartments.

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**Total Cost:** \$30,300,000  
**DRI Request:** \$3,000,000 (10%)  
**Location:** 45 Exchange Street  
**Project Sponsor:** GVT Owner LLC  
**Estimated Completion:** 14 months

The Times Square Building is one of Rochester’s most iconic high-rises. Built in 1929 in the Art Deco style and topped with a distinctive 42-foot tall sculpture, the building first housed a bank and then offices. It is designated on the National and State Register of Historic Places and is one of only six buildings in Rochester to have both an interior and exterior local landmark designation. Over the last several years, the building has struggled with vacancy which has been exacerbated by the shift to remote work. The building is currently mostly vacant, with only small month-to-month tenants.



Existing: Times Square Building.

## Project Description

This project proposes a full-scale re-activation of the Times Square Building. The upper ten floors will be converted from office space to approximately 80 market-rate apartments (80,000 square feet in total). In addition, 16,000 square feet on the first and second floors will be refreshed into modern, attractive commercial and retail suites. The entire project will be completed as a certified historic rehabilitation project.



Existing: Lobby with Art Deco-style features.

## Readiness

The project sponsor is an experienced, Syracuse-based development team that has successfully rehabilitated more than a dozen historic buildings in Upstate NY, including most recently a \$20,000,000 redevelopment of the Ellwanger & Barry Building in Four Corners. The project sponsor is currently under contract to acquire the building.



Proposed: Conceptual rendering of apartment unit.

# Wilder Building

Conversion of office space to mixed-income apartments.

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**Total Cost:** \$19,600,000  
**DRI Request:** \$2,000,000 (10%)  
**Location:** 1 E. Main Street  
**Project Sponsor:** OakGrove Companies of NY LLC  
**Estimated Completion:** 18 months

The Wilder Building is considered Rochester’s first modern skyscraper and was built in 1887 in a modified Romanesque style. It is listed on the National Register of Historic Places, and has the oldest surviving mail chute in the country. The building is currently mostly vacant.

## Project Description

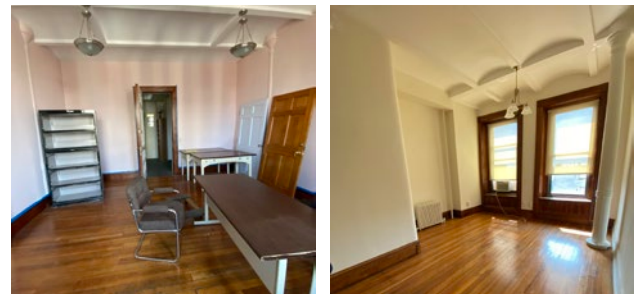
This project proposes to revitalize the Wilder Building by converting 56,000 square feet of former office space on ten floors into 64 new apartments, 51 which will be market-rate and 13 which will be reserved for moderate income individuals making 60% or less of the area median income (AMI). On the ground floor, 5,200 square feet of retail space will be upgraded to create three, modern retail units for food and beverage establishments. The ground floor will also host an e-bike and scooter share. Repair and restoration work will be completed on the exterior facade to protect the historic character of the building. In addition, the building’s HVAC system will be connected to the district geothermal system at 22 Exchange Boulevard (see *Project 11*) to allow for sustainable heating and cooling through renewables.

## Readiness

This project is already in the pre-development phase. The project sponsor owns the building and is working with a team of architecture and real estate consultants to develop design and programming, which will be complete prior to the start of the planning process in Summer 2025. In addition, three retail partners have already been identified for the ground floor tenant spaces.



Existing: Wilder Building.



Existing: Interior conditions.



Proposed: Conceptual rendering of e-scooter share.

# 17-21 E. Main Street

Conversion of office space to mixed-income apartments.

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**Total Cost:** \$7,700,000  
**DRI Request:** \$1,000,000 (13%)  
**Location:** 17-21 E. Main Street  
**Project Sponsor:** OakGrove Companies of NY LLC  
**Estimated Completion:** 18 months

17-21 E. Main Street is a mid-rise, seven story building originally built in the late 1800s. During the Urban Renewal era, the building was adapted with a mid-century modern facade and the upper floors were converted to professional offices, with the first floor as retail and a tavern in the basement. Today, the building is mostly vacant.

## Project Description

This project will convert the vacant office space on floors three through six into 12 high-end apartments with a sleek, modern-industrial feel. Nine of the apartment units will be market-rate and three will be reserved for moderate income residents making 60% or less of AMI. In addition, the seventh floor penthouse, which opens onto the roof, will be fit-out as a shell for conversion into a rooftop bar by an identified operator (see *Project 9*). The exterior facade will be restored with a more historic character, and the building's HVAC system will be connected to the district geothermal system at 22 Exchange Boulevard (see *Project 11*) to allow for sustainable heating and cooling through renewables.

## Readiness

This project is already in the pre-development phase. The project sponsor owns the building and is working with a team of architecture and real estate consultants to develop design and programming, which will be complete prior to the start of the planning process in Summer 2025.



Existing: 17-21 E. Main Street building.



Existing: Interior conditions.



Proposed: Representative imagery of industrial apartment.

# Union Trust Building

Conversion of office space to apartments.

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**Total Cost:** \$17,400,000  
**DRI Request:** \$3,480,000 (20%)  
**Location:** 19 W. Main Street  
**Project Sponsor:** 43 North Real Estate, LLC  
**Estimated Completion:** 36 months

The Union Trust Building is one of Rochester's early skyscrapers, originally built in 1888 in the Richardsonian Romanesque style. It has been home to insurance companies, banks, and legal firms over the years, but is largely vacant today.

## Project Description

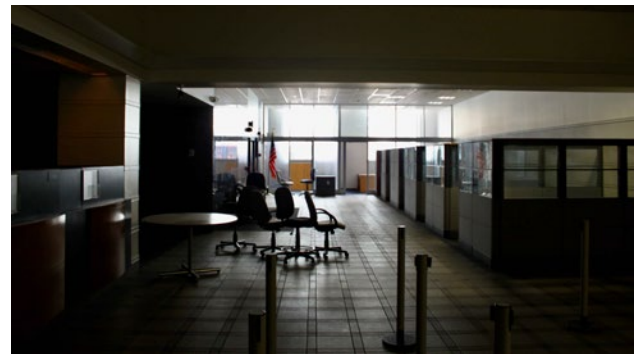
This project proposes a certified historic rehabilitation of the Union Trust Building by converting 56,950 square feet of former office space across nine floors into 63 modern apartment units. An additional four loft-style apartment units will be created on the lower level. The apartment units will be either market-rate or 80% AMI. The building will also feature 4,000 square feet of prime commercial space available for lease. 6,500 square feet of commercial and tenant amenity space will be available in the basement, as well as 7,500 square feet of garage parking.

## Readiness

The project sponsor (contracted by the building owner) has significant experience in adaptive reuse, historic development, and tax credit syndication. An extensive development analysis was prepared for this property and preliminary floor plans have already been developed. Local historic architects were consulted and the building was toured with a SHPO reviewer in preparation to apply for state and federal historic tax credits. Municipal approvals are expected without the need for variances, and the project is anticipated to be shovel-ready in under a year.



Existing: Union Trust Building.



Existing: Interior conditions.



Proposed: Representative imagery of modern apartments.

# First Federal Plaza

Conversion of office space to residential mixed-use.

**Total Cost:** \$72,500,000 to \$77,500,000

**DRI Request:** \$6,250,000 (8%)

**Location:** 28 E. Main Street

**Project Sponsor:** I. Gordon Corporation

**Estimated Completion:** 28 to 36 months

At 21 stories tall, First Federal Plaza is a prominent building in Four Corners and a distinctive piece of the Rochester skyline. Built in 1976, it features a unique circular space on its rooftop that operated as a revolving restaurant until 1990. First Federal has been home to many companies through the years, but is currently struggling with lack of demand, tenant flight, and high vacancy due to shifts in the office market after the 2020 pandemic. A residential mixed-use conversion is necessary to allow First Federal to remain viable.

## Project Description

This project proposes the complete redevelopment and re-activation of First Federal into a mixed-use live-work-play ecosystem. Over 300,000 square feet of space will be renovated into a mix of residential, office/learning, retail, and event spaces, with additional support and tenant amenity spaces. The newly re-activated First Federal Plaza building is expected to see visitation of upwards of 2,000 people daily, including employees, visitors, and residents.

## Readiness

Because of its adaptable floor plates, unique design features, and ample parking supply, First Federal is an excellent candidate for conversion to residential mixed-use. The project sponsor owns the property and is an experienced residential and office real estate investment and management company, with multiple properties in the greater Rochester area, including two downtown office buildings, three retail plazas, and five apartment complexes.



Existing: First Federal Plaza.



Existing: Interior conditions.



Proposed: Conceptual rendering of co-working space.



# Talman Building

## Creation of Frederick Douglass museum and interpretive center.

- Total Cost:** \$8,500,000
- DRI Request:** \$4,000,000 (47%)
- Location:** 25 E. Main Street
- Project Sponsor:** Landers Management and Webster Properties
- Estimated Completion:** 24 months

Constructed in the early 1840s, the Talman Building had a variety of tenants over the years, including Frederick Douglass, who launched *The North Star* abolitionist newspaper from his office on the second floor. The building was a stop on the Underground Railroad and once hosted a group of escaping slaves led by Harriet Tubman.

### Project Description

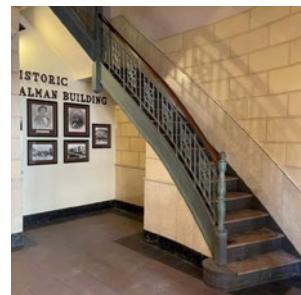
This project proposes to celebrate the history and heritage of the Talman Building by transforming it into the Frederick Douglass North Star Historic Site, an interpretive center devoted to showcasing and exploring the life and legacy of Frederick Douglass, the abolitionist movement, and other important Rochester figures. The interpretive center will house 18,000 square feet on the first, second, and lower levels, and will feature exhibits about Douglass' North Star office, the Underground Railroad, and much more. The three floors above the interpretive center will be converted into 21 apartment units. The interpretive center projects to attract 15,000 to 20,000 annual visitors and will partner with local schools and universities for educational programming and workforce development opportunities.

### Readiness

Floor plans are developed and all exhibit spaces have been identified. The Frederick Douglass Center will enter a long-term lease (15 to 20 years) with the property owner, and is in the process of obtaining non-profit 501(c)(3) status to allow for grant funding. An annual operating budget of approximately \$1.5 million was identified and will be funded through continued grants, philanthropy, and university support.



Existing: Talman Building.



Existing: Interior conditions.



Proposed: Interpretive center signage.



Proposed: Floor plans.

# Main St. Gateway Connection to Austin Steward Plaza

Creation of a welcoming ADA accessible entrance to the plaza and the Genesee Riverway Trail.

**Total Cost:** \$1,000,000  
**DRI Request:** \$500,000 (50%)  
**Location:** 28 E. Main Street  
**Project Sponsor:** City of Rochester  
**Estimated Completion:** 24 months

Austin Steward Plaza is a park along the west bank of the Genesee River between Main Street and Andrews Street. The Genesee Riverway Trail runs through the park. The City recently completed major park improvements, including the redesign and renovation of the Plaza, and extension of the Sister Cities Bridge. A third phase is underway to create an ADA gateway entrance at State Street.

## Project Description

This final phase of Austin Steward Plaza renovations will ensure full ADA access to the space from all entrances, and create a more welcoming public gateway from Main Street. Existing access from Main Street is not accessible and is only available through two stairways. Additionally, the existing connection from Main Street to the Plaza appears to be a private space, rather than an inviting public connection. This project will include: a ramp to provide ADA/bike access; stair reconstruction; Plaza signage; interpretive signage illustrating the importance of the Plaza's new namesake: Austin Steward; and Genesee Riverway Trail upgrades, including an epoxy coating to emphasize the public connection to the Plaza and the Trail.

## Readiness

Preliminary design, renderings, and detailed estimates have been developed. The project sponsor has an existing trail connection and public access easement over the property.



Existing: Unclear connection to plaza, view from Main Street.



Existing: Staired access from Main Street, looking south.



Proposed: Rendering of proposed access improvements.



Proposed: Plan of proposed access improvements.

# Aqueduct Park

## Revitalization of the park and extension of the Genesee Riverway Trail.

**Total Cost:** \$3,025,000  
**DRI Request:** \$1,500,000 (50%)  
**Location:** 47-59 E. Main Street  
**Project Sponsor:** Landers Management  
**Estimated Completion:** 12 months

Aqueduct Park is a riverfront greenspace that is open to the public and located in the Aqueduct Campus, a complex of historic buildings that includes Constellation Brands' new headquarters. The park is the only greenspace in the Four Corners DRI area. Last updated in 1974, the park is in need of a major refresh.

### Project Description

This project proposes to revitalize and activate Aqueduct Park with a new design that features a cantilevered terrace overlooking the Genesee River, a lawn area with amphitheater seating and shade trees, an area for outdoor dining, and a promenade along the river. The riverfront promenade will be an integral link in the Genesee Riverway Trail, connecting the northward extension of the trail (proposed in the Aqueduct Reimagined plans) from the Broad Street bridge through Aqueduct Park and across Main Street to the newly renovated Austin Steward Plaza. This project will connect to and complement the proposed Main Street gateway connection to Austin Steward Plaza (Project 7) and accessibly extend the Genesee Riverway Trail.

### Readiness

Preliminary designs and renderings have been developed in alignment with the recommendations of the Aqueduct Reimagined and ROC the Riverway initiatives. The project sponsor is the owner of the property.



Existing: Aqueduct Park.



Proposed: Rendering of lawn and landscaped area.



Proposed: Rendering of river promenade and outdoor dining.

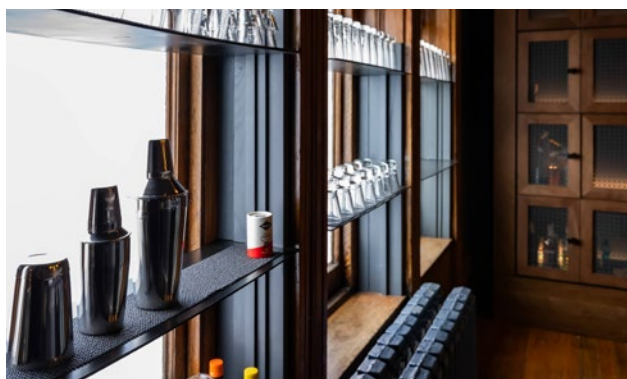


Proposed: Redesigned Aqueduct Park plan.

## PROJECT 9

# Rooftop Event Venue

Creation of high-end rooftop cocktail bar with skyline views.



**Proposed:** Conceptual rendering of cocktail bar.

**Total Cost:** \$405,000

**DRI Request:** \$200,000 (49%)

**Location:** Rooftop & penthouse at 17-21 E. Main

**Project Sponsor:** LBLD Living Hospitality Concepts

**Estimated Completion:** 18 months

The building at 17-21 E. Main Street has a penthouse that opens onto the roof, with stunning views of the Rochester skyline.

## Project Description

This project will transform the seventh floor penthouse and roof-top into a high-end cocktail bar and event venue. A bar in this location would help activate the nightlife scene on the west side of downtown and would provide a unique amenity to the growing number of residents in Four Corners.

## Readiness

The project sponsor would operate the bar space. The sponsor has the approval of the building owner to make the proposed renovations. The building owner intends to fit-out the space as a shell so that the project sponsor can complete the renovations (see *Project 3*). The aesthetic style and decor theme of the bar have already been identified and conceptual renderings have been developed.

## PROJECT 10

# First National Bank

Creation of rooftop event space and art gallery.



**Proposed:** Conceptual rendering of rooftop event space.

**Total Cost:** \$1,600,000

**DRI Request:** \$800,000 (50%)

**Location:** 35 State Street

**Project Sponsor:** 35 State Street Property LLC

**Estimated Completion:** 24 months

The First National Bank building, built in 1924 in the Classical Revival style, is a historic bank building listed on both the National and State Register of Historic Places. It currently houses an insurance business.

## Project Description

This project proposes to activate 35 State Street with new uses including a rooftop event venue with food service and entertainment, as well as an art gallery and event space showcasing the building's collection of historic murals. The historic facade of the building will also be restored and exterior lighting will be added.

## Readiness

The project sponsor owns the property. A secured grant from Restore NY (Round 6) will be leveraged to support the project. The project sponsor will operate the gallery/event space and will either lease the rooftop space or hire staff to operate it.

**PROJECT 11****22 Exchange Blvd**

Creation of parking garage with green roof and geothermal.



**Proposed:** Conceptual rendering of garage and green roof.

**Total Cost:** \$5,625,000  
**DRI Request:** \$1,000,000 (18%)  
**Location:** 22 Exchange Blvd  
**Project Sponsor:** OakGrove Companies of NY LLC  
**Estimated Completion:** 18 months

22 Exchange Boulevard is a surface parking lot surrounded by high-rise commercial buildings.

**Project Description**

This project proposes to infill the site by creating a low-rise multi-floor parking garage with a green roof. The parking garage will double the existing parking capacity to 100 spaces, some of which will be reserved for tenants of the adjacent buildings including the Wilder Building (*Project 2*) and 17-21 E. Main Street (*Project 3*). A fleet of five electric vehicles will be publicly available in the garage for ride share in partnership with Zip Car. A geothermal system will be installed below the garage to allow for district heating and cooling of the adjacent buildings (see *Project 2* and *Project 3*).

**Readiness**

The project sponsor owns the property as well as several of the adjacent buildings that will connect into the district geothermal system. The sponsor intends to operate the garage.

**PROJECT 12****Small Project Fund**

Establishment of matching grant fund for small projects.

**Total Cost:** \$800,000  
**DRI Request:** \$600,000 (75%)  
**Location:** Four Corners DRI Area  
**Project Sponsor:** City of Rochester

**Project Description**

This project proposes the creation of a matching grant fund for small projects that will enhance downtown character, beautify the public realm, and make Four Corners safe and attractive.

**Readiness**

Several potential small project ideas were identified through the Open Call for Projects, including facade improvements, exterior building lighting, site furnishings, and public art.

**SECTION 10****Administrative Capacity**

The City of Rochester has a demonstrated ability to plan, manage, and implement large-scale projects, as evidenced by the success of the City's East End DRI (Round 5). All of the Round 5 DRI projects are on-budget and on-schedule, and the City is helping project sponsors facilitate implementation. The City has also successfully stewarded more than \$315 million in other public and private investment in and around Four Corners in recent years. These projects have required effective collaboration with ESD, DOS, DOT, DEC, other public agencies, private partners, and community stakeholders. City staff across multiple departments are experienced with the DRI program, project management, grant administration, regulatory compliance, and maintenance of public projects.

Joseph D. Morelle  
25<sup>th</sup> District, New York

**Washington Office**  
570 Cannon House Office Building  
Washington, D.C. 20515  
(202) 225-3615

**Rochester Office**  
3120 Federal Building  
100 State Street  
Rochester, NY 14614  
(585) 232-4850



**Committee on House Administration**  
*Ranking Member*

**Committee on Appropriations**  
*Subcommittee on Commerce, Justice,  
Science, and Related Agencies*  
*Subcommittee on Energy and Water  
Development, and Related Agencies*

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

October 10, 2024

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

I am writing to support the City of Rochester's application for a \$10 million Downtown Revitalization Initiative (DRI) grant for the Four Corners area. I am excited about the City's intention to target the section of Downtown Rochester bounded by the Genesee River, Broad Street, Fitzhugh Street, and Church Street. DRI funding has been integral to kick starting the redevelopment of the east side of downtown Rochester. Continuing this investment across the river to the west side of the Genesee River will ensure that all of Center City is a vibrant community for residents, businesses, and visitors.

DRI funding would build upon multiple state and federal investments in the City of Rochester. Specifically, it would help revitalize this historic center of Downtown Rochester, building upon other recent and ongoing investments, including Constellation Brands' new headquarters, the rehabilitations of the Gannett Building and the former City Hall, State Street Reconstruction, and multiple ROC the Riverway projects such as the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

This is a much-needed investment that will amplify several public-private partnerships working together to achieve the shared goal of an inviting, vibrant downtown with amenities, housing, and other opportunities for visitors, residents, and businesses. As such, I am pleased to offer my support for this application.

Sincerely,

A handwritten signature in blue ink that reads "Joseph D. Morelle".

Joseph D. Morelle  
Member of Congress

THE SENATE  
STATE OF NEW YORK



SENATOR  
**JEREMY A. COONEY**  
56<sup>TH</sup> DISTRICT

**Albany Office:**  
Room 802 Legislative Office Building  
Albany, New York 12247  
(518) 455-2909 • Fax (518) 426-6938

**District Office:**  
280 East Broad St., Suite 110  
Rochester, New York 14604  
(585) 225-3650 • Fax (585) 225-3661

**E-mail Address:** cooney@nyenate.gov  
**Webpage:** cooney.nyenate.gov

**Chair**  
Transportation Committee  
Procurement and Contracts Committee  
Cannabis Subcommittee

**Committees**  
Commerce, Economic Development  
and Small Business  
Cultural Affairs, Tourism,  
Parks and Recreation  
Ethics and Internal Governance  
Finance  
Insurance

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Economic Development Council  
255 East Avenue, Suite 201  
Rochester, NY 14604

October 9, 2024

Dear Ms. Fox O'Sullivan:

I am writing this letter in support of the **City of Rochester's** application for a \$10 million **Downtown Revitalization Initiative (DRI)** grant for the Four Corners area. I am excited about the City's intention to target the section of Downtown Rochester bounded by the Genesee River, Broad Street, Fitzhugh Street, and Church Street. DRI funding has been integral to kick starting the redevelopment of the east side of downtown Rochester. Continuing this investment across the river to the west side of the Genesee River will ensure that all of Center City is a vibrant community for residents, businesses, and visitors.

The Four Corners area has experienced disinvestment in recent years. DRI will help to revitalize this historic center of Downtown Rochester, building upon other recent and ongoing investments, including Constellation Brands' new headquarters, the rehabilitations of the Gannett Building and the former City Hall, State Street Reconstruction, and ROC the Riverway projects including the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

This is a much-needed investment that will highlight several public-private partnerships working together to achieve the shared goal of an inviting, vibrant downtown with amenities, housing, and other opportunities for visitors, residents, and businesses. I believe that DRI funding would have a significant impact on the west side of Downtown, and I hope that the State views the City of Rochester's application favorably.

Sincerely,

A handwritten signature in blue ink that reads "Jeremy A. Cooney".

Jeremy A. Cooney  
New York State Senator



DEMOND L. MEEKS  
Assemblyman 137<sup>th</sup> District  
Monroe County

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

COMMITTEES  
Children and Families  
Cities  
Correction  
Health  
Housing  
Insurance

Chair of Subcommittee on  
Insurer Investments and Market Practices  
in Underserved Areas

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

I am writing this letter in support of the City of Rochester's application for a \$10 million Downtown Revitalization Initiative grant for the Four Corners area. I am excited about the City's intention to target the section of Downtown Rochester bounded by the Genesee River, Broad Street, Fitzhugh Street, and Church Street. DRI funding has been integral to kick starting the redevelopment of the east side of downtown Rochester. Continuing this investment across the river to the west side of the Genesee River will ensure that all of Center City is a vibrant community for residents, businesses, and visitors.

The Four Corners area has experienced disinvestment in recent years. DRI will help to revitalize this historic center of Downtown Rochester, building upon other recent and ongoing investments, including Constellation Brands' new headquarters, the rehabilitations of the Gannett Building and the former City Hall, State Street Reconstruction, and ROC the Riverway projects including the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

This is a much-needed investment that will highlight several public-private partnerships working together to achieve the shared goal of an inviting, vibrant downtown with amenities, housing, and other opportunities for visitors, residents, and businesses. I believe that DRI funding would have a significant impact on the west side of Downtown, and I hope that the State views the City of Rochester's application favorably.

Sincerely,

Demond L. Meeks  
NYS Assemblyman – District 137





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Thursday, October 10, 2024

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

RDDC strongly support the City of Rochester's application for a \$10 million Downtown Revitalization Initiative grant for the Four Corners area. This application targets an area bounded by the Genesee River, Broad Street, Fitzhugh Street, and Church Street that has experienced disinvestment in recent years.

This project will continue the transformation on the east side of Downtown that was kick started by earlier DRI funding across the river to the west side of Downtown, ensuring that all of Center City is a vibrant community for residents, businesses, and visitors . The DRI award would help ensure the success of substantial recent and ongoing nearby investments, including Constellation Brands' new headquarters, the mixed-use conversions of the Gannett Building and the former City Hall, State Street Reconstruction, and ROC the Riverway projects including the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza. .

This proposal requires exciting partnerships between state and local government, not-for-profit entities, and key private investments to move forward. We believe that this funding would have an important impact, and for these reasons, we strongly urge the approval of the City of Rochester's 2024 DRI application.

Sincerely,

Johnna McCooey  
Chief Operating Officer

**ROCHESTER DOWNTOWN DEVELOPMENT CORPORATION**

**Landers Management LLC  
P.O. Box 18554  
Rochester N.Y. 14618**

October 7, 2024

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

I am writing this letter in support of the City of Rochester's application for a \$10 million Downtown Revitalization Initiative grant for the Four Corners area. I am excited about the City's intention to target the section of Downtown Rochester bounded by the Genesee River, Broad Street, Fitzhugh Street, and Church Street. The Four Corners area has experienced disinvestment in recent years, and DRI will help to revitalize this historic center of Downtown Rochester, building upon other recent and ongoing investments including Constellation Brands' new headquarters, State Street Reconstruction, the mixed-use conversions of the Gannett building, the former City Hall building, and ROC the Riverway projects. These include the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

As the lead developer on the 90-million-dollar Constellation Brands project I hope to make additional investments in the Four Corners Historic District. I submitted DRI applications for Aqueduct Park improvements to further activate this riverfront park and for the historic Talman building for a mixed-use development comprised of affordable rental housing and a center to unite our community around the legacy of Frederick Douglass. These projects will require significant grant dollars to make them economically feasible.

This is a much-needed investment that will highlight several public-private partnerships working together to achieve the shared goal of an inviting, vibrant downtown with amenities, housing, and other opportunities for visitors, residents, and businesses. I believe that DRI funding would have a significant impact on the west side of Downtown, and I hope that the State views the City of Rochester's application favorably.

Sincerely,



Peter Landers  
Manager  
Landers Management LLC

**35 State Property, LLC**  
35 State Street, P.O. Box 14113  
Rochester, NY 14614

**Laura Fox O'Sullivan**  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

I am writing to express my strong support for the Downtown Revitalization Initiative (DRI) grant application for the City of Rochester, particularly focusing on the Four Corners area. This initiative represents a vital opportunity to transform a historically significant part of our city that has faced disinvestment in recent years.

The targeted area, bordered by the Genesee River, Broad Street, Fitzhugh Street, and Church Street, is ripe for revitalization. With the ongoing momentum from projects like Constellation Brands' new headquarters and the mixed-use conversions of the Gannett Building and former City Hall, the DRI funding will build upon these efforts and significantly enhance our downtown landscape.

The DRI investment is essential for fostering vibrant public-private partnerships that aim to create an inviting environment for residents, visitors, and businesses alike. The planned improvements will not only beautify the area but also provide critical amenities and housing options, ensuring that Downtown Rochester remains a dynamic and attractive place to live, work, and play.

On behalf of 35 State Property, LLC, an iconic historical property located in the heart of the district. Our Neoclassical Greek Revival building is the last of its kind in Monroe County, NY, and we are committed to revitalizing this unique asset to benefit our community.

We currently offer museum space showcasing the stunning murals of world-renowned muralist Ezra Winter, alongside various art exhibits. Our vision is to transform this historic property into a commercial mixed-use building that will host banquets, weddings, corporate meetings, and art exhibitions. By doing so, we aim to attract more visitors downtown, allowing them to experience the beauty and history of our preserved building.

If considered for funding, we plan to enhance our property further by adding rooftop entertainment, creating a vibrant space that appeals to younger residents. This addition would not only invigorate excitement in the area but also promote community engagement.

Moreover, we believe that thorough cleaning and restoration efforts will significantly improve the street presence of our building, contributing to the overall aesthetic and appeal of the Historic District.

We are dedicated to fostering a vibrant downtown atmosphere and are excited about the potential impact our project can have on the community. Thank you for considering our vision as part of the revitalization efforts.

I strongly believe that the DRI funding will have a transformative impact on the west side of Downtown. I urge you to support the City of Rochester's application, as this initiative is crucial for the continued revitalization and growth of our community.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Carmen R. Coleman". The signature is written in a cursive style with a large, prominent initial "C".

**Carmen R. Coleman, MBA**

Managing Member, of 35 State Property, LLC

[35stateproperties@gmail.com](mailto:35stateproperties@gmail.com)

(585-325-2525)



Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

I am writing this letter to express my strong support of the City of Rochester's application for a \$10 million Downtown Revitalization Initiative grant for the Four Corners area. By targeting the section of Downtown Rochester bounded by the Genesee River, Broad Street, Fitzhugh Street, and Church Street; the City of Rochester will spur development and job creation through the use of DRI funds. The Four Corners area has experienced disinvestment in recent years, and DRI will help to revitalize this historic center of Downtown Rochester, building upon other recent and ongoing investments such as Constellation Brands' new headquarters, the mixed-use conversions of the Gannett Building and the former City Hall, State Street Reconstruction, and ROC the Riverway projects including the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

This is a much-needed investment that will highlight several public-private partnerships working together to achieve the shared goal of an inviting, vibrant downtown with amenities, housing, and other opportunities for visitors, residents, and businesses. I believe that DRI funding would have a significant impact on the west side of Downtown, and I hope that the State views the City of Rochester's application favorably.

Sincerely,

A handwritten signature in black ink, appearing to be "JG", written in a cursive style.

Joseph Gehm  
Managing Member  
Lahinch Group



30 WEST BROAD STREET, LLC

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

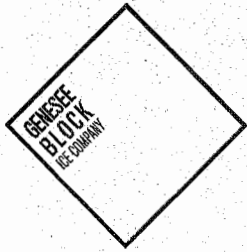
I am writing to express my support for the City of Rochester's application for a \$10 million Downtown Revitalization Initiative (DRI) grant focused on the Four Corners area. I am enthusiastic about the City's plan to revitalize the section of Downtown Rochester bordered by the Genesee River, Broad Street, Fitzhugh Street, and Church Street. Over recent years, the Four Corners area has seen disinvestment, and this DRI funding would provide a much-needed boost to reinvigorate this historic part of downtown. It would build on the momentum of other key projects like Constellation Brands' new headquarters, the State Street Reconstruction, and ROC the Riverway initiatives, such as the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

43 North Real Estate as a brokerage specializing in real estate development and property management. Joel specializes in pre-construction analysis, adaptive reuse development, historic and brownfield remediation tax credits, real estate accounting, owner's representation, municipal and utility incentive programs, and capital and finance structure analytics. As a building owner of 30 W Broad Street we are in full support of DRI and the rejuvenation of the Rochester downtown area.

This investment is crucial in showcasing the power of public-private partnerships working together to create a dynamic, welcoming downtown filled with amenities, housing, and opportunities for both visitors and residents, as well as local businesses. I believe that the DRI funding would have a transformative effect on the west side of Downtown, and I hope the State will give strong consideration to the City of Rochester's application.

Sincerely,

Joel Barrett  
Managing Partner  
43 North Real Estate



399 Ames St.  
Rochester, NY 14611  
585-542-8444

Finger Lakes Regional Economic Development Council  
Via email: NYS-FingerLakes@esd.ny.gov

Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant

Dear Ms. Fox O'Sullivan,

As the owner of a business in the Four Corners area, a supplier to that and other businesses, and a nearby resident, I am writing this letter in support of the City of Rochester's application for a \$10 million Downtown Revitalization Initiative grant there. Even as the rest of downtown has experienced a renaissance, the Four Corners area has continued to moulder. Originally home to a department store so large it needed a hotel attached, this area deserves more. The DRI fits perfectly to leverage other recent, nearby investments including Constellation Brands' new headquarters, the mixed-use conversions of the Gannett Building and the former City Hall, State Street Reconstruction, and ROC the Riverway projects including the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

As someone who believes so strongly in the west side of Downtown I chose to live here, I hope that the State believes too and views the City of Rochester's application favorably.

Sincerely,

Matthew Denker  
Owner

Genesee Block Ice Company & Banking Association of Rochester

## ***Reynolds II, LP***

28 East Main Street, Suite 700  
Rochester, New York 14614

October 7, 2024

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

### **Letter of Support - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

I am writing this letter in support of the City of Rochester's application for a \$10 million Downtown Revitalization Initiative grant for the Four Corners area. I strongly support the City's intention and efforts to target the section of Downtown Rochester bounded by the Genesee River, Broad Street, Fitzhugh Street, and Church Street.

The Four Corners area has experienced disinvestment and tenant flight for years. The support of a DRI will help to revitalize this critically important and historic center of Downtown Rochester, building upon other recent and ongoing investments such as Constellation Brands' new headquarters, the mixed-use conversions of the Gannett Building and the former City Hall, State Street Reconstruction, and ROC the Riverway projects including the Aqueduct District Street Improvement Project, the Main Street Streetscape Project, and the new Austin Steward Plaza.

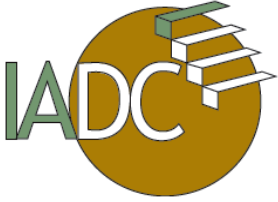
This is a much-needed investment that will highlight several public-private partnerships working together to achieve the shared goal of an inviting, activated, and vibrant downtown with amenities, housing, and other opportunities for visitors, residents, and businesses. I believe that DRI funding would have a significant impact on the west side of Downtown, and I hope that the State views the City of Rochester's application favorably.

Sincerely,



Chris Hill, Principal  
Reynolds II, LP  
585-703-9977





## Ibero-American Development Corporation

954 Clifford Avenue, Rochester, New York 14621

phone: (585) 467-6410

fax: (585) 339-9451

web: [www.iadconline.org](http://www.iadconline.org)

October 11, 2024

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

### **Support Letter - City of Rochester's Application for Downtown Revitalization Initiative Grant**

Dear Ms. Fox O'Sullivan,

On behalf of Ibero American Development Corporation (IADC), I am writing this letter in support of the City of Rochester's application for a \$10 million Downtown Revitalization Initiative grant for the Four Corners area. With DRI Round 5 funding, IADC is currently building Alta Vista at St. Joseph's Park, a 6-story, 76-unit mixed-income building on a former underutilized surface parking lot. Alta Vista includes supportive housing units for survivors of domestic violence and space for the Landmark Society of Western New York. This project will also make improvements to the adjacent St. Joseph's Park. New lighting, pathways, and structural improvements will enhance this public and outdoor event space.

DRI funding has been integral to the success of our project, and I am excited about the City's application to continue this redevelopment to the west side of downtown. The Four Corners area has experienced blight and disinvestment in recent years, and continuing this investment across the river to the west side of the Genesee River will ensure that all of Downtown is a vibrant community for residents, businesses, and visitors.

This is a much-needed investment that will highlight several public-private partnerships working together to achieve the shared goal of an inviting downtown with amenities, housing, and other opportunities. For these reasons and the monumental impact that this funding would have, I hope that New York State will view the City of Rochester's 2024 DRI application favorably.

Sincerely,

Eugenio Marlin  
Executive Vice President

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Ave, Suite 101  
Rochester, NY 14604

**Support for City of Rochester's Application for Downtown Revitalization Initiative**

Dear Ms. Fox O'Sullivan,

On behalf of Home Leasing, I am writing this letter in support of the City of Rochester's 2024 application for a \$10 million Downtown Revitalization Initiative grant for the Four Corners area. With DRI Round 5 funding, Home Leasing is currently redeveloping four long-vacant, mixed-use buildings that have been a blight on the urban landscape for nearly four decades. Our extensive historic renovation is striving for carbon neutrality and creating middle-income housing units and modern storefronts on a prominent corner in Center City.

DRI funding has been integral to the success of our project, and I am excited about the City's application to continue this redevelopment to the west side of downtown. The Four Corners area has experienced blight and disinvestment in recent years, and continuing this investment across the Genesee River to the west side will ensure that all of Downtown is a vibrant community for residents, businesses, and visitors.

This is a much-needed investment that will highlight several public-private partnerships working together to achieve the shared goal of an inviting downtown with amenities, housing, and other opportunities. For these reasons and the monumental impact that this funding would have, I strongly urge the approval of the City of Rochester's 2024 DRI application.

Please feel free to contact me at 585-690-2533 or by email at [bretga@homeleasing.net](mailto:bretga@homeleasing.net) should you have any questions or need additional information.

Sincerely,



Bret Garwood  
CEO