

# KONAR PROPERTIES CONNECTION

FALL 2016



## WHAT'S NEXT AT ERIE STATION BUSINESS PARK

### Progressive Insurance Build-to-Suit

"We are Progressive, and we are progressive."

The slogan of one of the largest and most nationally recognizable auto insurers describes just how on-brand their process would be for relocating their local claims office in Rochester. Progressive's new location in Erie Station Business Park houses a call center and offices for claims adjusters together with a walk-in bill-pay space for area customers. By locating at new flex space in Erie Station Business Park, Progressive was able to address its unique needs for new space and anticipate future growth as well.

Progressive attributes its success to striking the perfect balance between innovation and the large-scale efficiencies achieved by standardization. To maintain consistency across locations throughout the country, many aspects of any Progressive building project – materials, paint colors, layout, signage, and vendors – must meet exacting corporate specifications. From contract negotiation to completion, Progressive therefore requires weekly project meetings, often

with photos of construction progress, to ensure compliance with their exacting standards. Based on his many years of engineering and construction experience, Michael Trojian was able to ensure strict adherence to corporate guidelines for uniformity and quality of construction.

Standardized branding features and construction quality still leaves room for innovation. Progressive strives to make each of its workplaces "as inspiring and diverse as they are functional and efficient." With six major locations and hundreds of satellites nationwide, each large facility has earned a "top workplace" designation, and each Progressive site is specifically designed to be a "great place to work." The Henrietta space, for example, includes a dedicated entrance and ample free parking. An array of amenities includes a lactation room where mothers may pump or nurse in privacy. And this will literally be a state-of-the- 'art' location, built to house selections from The Progressive Art Collection specially chosen to engender a culture of innovation and change.

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# GROWING WITH US

## SPOTLIGHT: eHealth Technologies

Founded in 2006, eHealth Technologies is an industry-leading electronic medical records technology provider serving more than half of the nation's top 100 hospitals. Its solutions help both patients and healthcare providers by streamlining referrals and intelligently aggregating medical records. Between 2010 and 2013, the company quadrupled its employee base from 32 to nearly 120 employees. This rapid change brought to light the need for a unique new location capable of protecting sensitive medical information while meeting its growing needs.

Since eHealth Technologies is responsible for managing highly confidential medical records, meeting HIPAA requirements was a crucial component of the new Erie Station Business Park building design. Special security features were incorporated to strictly limit access, ensuring that only employees are admitted to the facility and then stringently managing their local access via security clearance designations.

It bears mentioning that while eHealth employees may be subject to strict security restrictions, it is, after all, a tech company, and as such its employees are encouraged to enjoy a host of amenities – including a fitness room, beautiful views from an outdoor patio, and a catered cafeteria. Which, eHealth is proud to share, serves as part of a career training collaboration with the Arc of Monroe County.

The building's design addresses growth projections in three ways. First, extra space was built into the finished interior so that it could quickly be activated to handle immediate needs. An additional 5,000-square-foot unfinished area



On-campus catered cafeteria.

was initially constructed within the building footprint to allow for longer-term expansion inside the original structure. Further, the 9.75 acre site plan allows for the entire building to be enlarged by an additional 10,500 square feet which would grow the current structure to an ultimate size of 47,000 square feet. Even if eHealth exceeds these boundaries, there's plenty of space left on the adjacent lot to build additional state-of-the-art facilities.

It's fortunate eHealth had the foresight to build the initial 5,000 square-foot expansion space, because just recently, eHealth asked Konar Properties to "tear down that wall!" They hit their first expansion need less than three years after groundbreaking on the facility.



## WHAT'S NEXT

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From concept to occupancy, Konar Properties facilitated a quick turnaround. Following site selection, construction began in June 2015. Progressive signed a 5-year lease in September 2015, and the building was delivered ahead of schedule on January 29, 2016. Progressive currently occupies 7,800 square feet

of the facility, while another 30,000 square feet remain available for another tenant – or for a Progressive expansion. The flex building which Progressive chose for its new location contains many built-in features allowing Konar Properties to customize each tenant space for combinations of many different uses.

Michael Trojian, Director of Commercial Properties at Konar Properties, isn't shy about his enthusiasm for this new, well-known tenant. "We're excited to have another national brand in the park, particularly one of this caliber," he says.

CASE STUDY: Building a State-of-the-Art Distribution Facility

# BUILD-TO-SUIT FACILITY FOR FEDEX GROUND



FedEx Ground's automated distribution hub in Erie Station Business Park.

WEST HENRIETTA, NY

YEAR BUILT

2005

SIZE

101,310 sq. ft.

Upon its construction in 2005, the FedEx Ground Corporation regional sort facility at 225 Thruway Park Drive was just one of 369 automated distribution hubs across North America.

## The Location

The land-based shipping company found the perfect fit for its Rochester nerve center in Erie Station Business Park for many reasons, including its proximity to the New York State Thruway. Since this particular facility was designed to house FedEx Ground operations specifically – not Overnight or Mission Critical – access to land-based shipping lanes is key. Convenient access to essential utilities reinforced this choice.

## The Process

Once it became clear that a build-to-suit property at Erie Station Business Park would best meet the needs of this corporate-standardized facility, the property development team began looking for

ways to build optimal efficiency into the completion schedule. According to John Nichols of the Nichols Construction Team, one such solution involved utilizing site-cast concrete panels to construct the building exterior. Pouring concrete slabs on-site, which are then gently tilted up and set in place minimizes construction time, yields a highly stable structure, and can help increase property value as well.

## The Result

It's a testament to all the teams involved that just ten months passed from lease signing to building occupancy. The 101,310-square-foot build-to-suit facility integrated seamlessly into FedEx Ground Corporation's well-oiled operations. With 17 truck-level docks and a 20' high interior clearance, the facility can house 96 delivery trucks indoors – crucial in any location, but necessary in Western New York for allowing round-the-clock logistics, protecting assets' useful lives from the elements, and of course security in general. The warehouse features a dry fire suppression system (i.e. no sprinklers to damage packages), and its floor combines 8" fiber-



Concrete panels were site-cast, gently tilted up, and set in place to minimize construction time and maximize stability.

reinforced and 12" steel-reinforced concrete to support a 35,500-square-foot mezzanine. A fully automated conveyor system sorts packages for maximum efficiency.

Today, FedEx Ground Corporation remains the premier global provider of transportation, logistics, e-commerce, and supply chain management services. The company's local home in West Henrietta helps it keep its promise of delivery to every address in the 48 contiguous U.S. states within one to five business days – with a money-back guarantee, no less.

# EMPIRE UNITED SOCCER ACADEMY POINT OF PRIDE

This non-profit soccer club is securing the future of world-class sporting in Rochester.

Empire United Soccer Academy – the only accredited US Soccer Development Academy between Ohio and New York City – has been developing athletic talent and instilling lifelong values in Rochester youth since the 1960s. One of New York’s longest-running soccer clubs, Empire boasts perhaps the highest collegiate placement rates amongst the 230 Upstate organizations, and its coaches have received multiple National Coach of the Year honors. Yet what sets Empire United apart is its dedication to its players, as exemplified by the Academy’s non-profit status. Empire enables area students from diverse backgrounds to access elite training, while receiving excellent mentorship and direct feedback from US National Team staff.

Howard Konar and Empire United’s Jim Mort first met in 2014 while surveying another development site. Jim mentioned that Empire had acquired a 65-acre site in Henrietta for a field house and playing fields, but that due to his club responsibilities he was having difficulty focusing on engaging contractors or securing financing. Howard suggested the soccer organization would benefit from Konar Properties’ development expertise, and the results speak for themselves.

With Konar Properties’ guidance, the Empire United project took off. Empire will celebrate the new field house’s grand opening this November – just in time for winter! New year-round programming, state-of-the-art turf fields, and high-tech lighting will both entice local community members, and enable Empire United to draw regional and international sporting competitions to Rochester.

As a non-profit organization, the club depends upon public support to make its vision a reality. If your business seeks unique ways to increase visibility among local and out-of-town audiences, Empire United’s current array of tax-deductible sponsorship opportunities is a guaranteed win. This year’s facilities campaign is a rare opportunity to have a massive impact on Rochester youth while gaining long-lasting exposure. For more information, please visit [empireunited.soccer/sponsorships](http://empireunited.soccer/sponsorships).



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