

KONAR PROPERTIES

CONNECTION

FALL 2020

WHAT'S NEXT AT VIDA IN THE NEIGHBORHOOD OF PLAY

VIDA – Konar Properties’ newest development – capitalizes on one of the hottest cultural and economic trends in cities across America: mixed-use neighborhoods. As part of the Neighborhood of Play, VIDA features a mix of apartments, townhomes, and retail space within walking distance of The Strong, a new hotel, and neighborhoods like Park Avenue and the East End.

Mixed-use developments in urban settings help provide everything residents need in a vibrant and walkable space. From Millennials just starting their careers to Baby Boomers entering the “empty nest” phase of their lives, diverse groups of people can come together to live, work, and play in lively urban communities.

Among the many mixed-use neighborhoods being developed across U.S. cities, Rochester’s Neighborhood of Play is unique. At the center is The Strong National Museum of Play, a popular destination for both local and out-of-town guests, which is rated the #1 attraction in the U.S. by Family Fun magazine and the only museum in the world devoted to the study of play. Upon completion of its new World Video Game Hall of Fame, the museum expects to welcome nearly one million visitors annually – all of whom will have easy access to a variety of dining, retail, and entertainment establishments at VIDA. The Neighborhood of Play will also feature a 125-room Hampton Inn & Suites by Hilton, which will



Rendering of a freestanding 5,800-square-foot retail building at VIDA.

serve out-of-town visitors and provide a daily stream of commercial traffic for the neighborhood’s retailers.

Built on parcels that included a surface parking lot for the museum and parts of the Inner Loop, the neighborhood is designed to create a pedestrian-friendly community that has the potential to meet all of its residents’ needs. Shane Kramer, the commercial real estate broker representing VIDA, describes it as “a place that lets you park your car on Friday after work and not get back into

CONTINUED INSIDE >

< CONTINUED FROM COVER

it until Monday morning, because everything you need is a short walk away.”

As the exclusive residential and retail complex within the Neighborhood of Play, VIDA features 239 apartments and townhomes with a variety of layouts, finishes, and rental rates. Amenities like two fitness centers, two outdoor decks, concierge service, Greenlight fiber-optic internet, and both

garage and off-street parking make it attractive to people who want the lifestyle that only a diverse urban neighborhood can provide.

VIDA's 17,000 square feet of retail space presents an opportunity to serve both local residents and visitors who travel from all over the globe to visit The Strong Museum of Play. This variety of customer pipelines, combined with a playful and world-class neighborhood, make it an exciting

and unique opportunity for an array of business ventures. Availability starts at just 800 square feet, and tops out at 7,000 contiguous square feet. Every new space will be built to suit, with ample off-street parking options for customers and expansive frontage for strong branding.

For more information on retail opportunities at VIDA, contact Shane Kramer at (585) 697-0901 x2206 or shane.kramer@svn.com.

GROWING WITH US

NEWEST FLEX BUILDING COMPLETED: 6,000-40,000 sq. ft. available

When Konar Properties built its first commercial flex space in West Henrietta in 2014, it was clear that the new trend towards flex space in Rochester was here to stay: the 38,000-square-foot building was at full occupancy shortly after opening. It's easy to see why.

For most small- to mid-sized organizations, it's not feasible to lease multiple spaces that serve distinct functions. For example, a niche biotech company needing clean rooms, testing space, a small warehouse, and office space, might not be able to afford that many different facilities. And business leaders know that co-locating teams serving different functions can improve communication, innovation, and business performance. This and more has led to the explosive growth of flex space.

Following its initial success, Konar Properties added another 38,000-square-foot building adjacent to the first, then a third 60,000-square-foot building on a secluded, wooded lot with a new, dedicated access road. Their fourth building, adjacent to the third, was completed this fall and covers 40,000 square feet.

All four buildings are situated in Erie Station Business Park, which features amenities like ponds and walking trails, proximity to dining and retail, and easy access to I-390, I-90, and the Greater Rochester International Airport. Fully-customizable flex space is available starting at 6,000 square feet. “We work closely with each business to configure their space to meet any variety of needs and requirements, and move-in can be scheduled as little as 90 days after signing a lease,” shared Michael Trojjan, director of commercial properties.

Businesses currently occupying flex space at Erie Station Business Park include Vuzix, Orolia, Progressive Insurance, Pharmerica, and Rolon Technologies. Each uses their space in a unique and customized way, from high-tech manufacturing and call centers to executive offices and warehouse space.

From a design and configuration perspective, the possibilities for customization are virtually limitless. Imagine soaring ceilings and natural light from expansive windows in perimeter offices and conference rooms. Or versatile open warehouse space with your choice of dock types and locations. Add a break room, lounge, or even a fitness center to enhance your employees' experience. From an impressive customer-facing lobby to clean rooms, this is space that can accommodate your needs now...and as your business grows.



CASE STUDY: Creating a Space That Attracts Top Talent and Allows for Growth

OROLIA FINDS A NEW HOME



Welcome foyer at Orolia's new space in West Henrietta, NY.

PREVIOUS SPACE
26,000 sq. ft.

NEW SPACE
40,000 sq. ft.

SPECIAL FEATURES
Employee fitness center, meditation room, product experience center, mezzanine recreation area, and outdoor patio.

Orolia is a global leader in resilient positioning, navigation, and timing solutions, operating in 100 countries across five continents. From space-based atomic clocks to emergency location beacons, their products protect and save lives...every day.

THE CHALLENGE

When Rohit Braggs, chief operating officer of Orolia, first arrived at the company's North American headquarters in Rochester a few years ago, he found a team of over 100 people squeezed into a space originally designed to accommodate 50. Given that the company's growth trajectory would soon require expansion, he began a search for new space. Rohit wanted more than room to expand. He wanted a new home for the company that would attract the next generation of elite engineering, manufacturing, finance, and sales talent to Rochester; an environment that would inspire employees to do innovative, purpose-driven work; a showcase for Orolia's products; and a headquarters with built-in flexibility to accommodate his ambitious plans for growth.

THE PROCESS

After his first meeting with the team at Konar Properties, what resonated most with Rohit was the opportunity for a completely customized build-out with a timeline that met his needs. He

especially liked that owner Howard Konar was involved in the process and that the focus was on designing a space that would contribute to his vision for the company.

The ultimate design was complex, with high ceilings, natural light, an employee gym, open mezzanine, and meditation room. At the center of the plan was Orolia's experience center, which would allow visitors and new employees to learn about the company's purpose and its broad array of life-saving products.

THE RESULT

After the design phase, the build-out of the 40,000-square-foot space began in late summer of 2019 and was completed a few months later in January 2020. The Orolia team loves their new space and its amenities, and they came to have an extra, unexpected appreciation for it when the coronavirus pandemic forced the company to quickly pivot their operations. Although their administration and sales teams could work remotely, it was essential for the engineering, manufacturing, assembly, and quality teams to be on-site. Having a larger space gave them the flexibility to spread out employees to maintain safe distances from one another, while the high ceilings, natural light, and outdoor space helped tremendously with morale.



The beauty of flex space is its versatility. Whether your company needs space for offices, a warehouse, research and development, light manufacturing, or industrial processing, flex space can meet your needs. To learn more about the space availabilities at Erie Station Business Park, our flexible lease arrangements, and unique design process, contact Michael Trojjan, director of commercial properties at (585) 334-4110 or MTrojjan@KonarProperties.com.

RETAIL TENANT HIGHLIGHTS

For businesses offering retail services, location is everything. Konar Properties is excited to be able to offer business owners access to properties in highly desirable urban and suburban locations.

FINGER LAKES DENTAL CARE

Finger Lakes Dental Care offers comprehensive dental services combining the latest technology with a patient-centric approach. When they decided to expand their business to include a fourth office, they spent several months researching options. Ultimately, they identified Henrietta as an area of opportunity and Erie Station West Henrietta as the perfect location. Konar Properties was able to provide a space that was easily customizable to meet the rigorous plumbing, electric, and technological needs of a modern dental office, along with an inviting exterior, abundant natural light inside, and ample parking. Their team moved into the 2,940-square-foot space featuring six dental suites in March 2019.



75 Thruway Park Drive
West Henrietta, NY 14586

BRADLEY JAMES DESIGNS

A South Wedge tenant since 2018, Bradley James Designs significantly expanded their space in June of this year. The successful floral design and home décor business now offers a larger showroom featuring vintage décor items and unique gifts. The expansion also had an immediate impact on their operations. According to owner Bradley Copeland, they tripled the size of their work and storage area, allowing them to keep more inventory on-site and more easily prepare for large weddings and corporate events.

To explore retail options for your business at Erie Station West Henrietta, South and Hickory Place, and our newest addition at **VIDA in the Neighborhood of Play**, contact Michael Trojian at MTrojian@KonarProperties.com or (585) 334-4110.



Exterior of Bradley James Designs in the South Wedge.



WEST HENRIETTA
585.334.4110

ERIESTATION.COM



WEST HENRIETTA
585.334.4110

ERIESTATIONRETAIL.COM



WEST HENRIETTA
585.334.6870

ERIESTATION.NET



BRIGHTON
585.271.8740

ELMWOODMANOR.NET



THE SOUTH WEDGE
585.271.8028

SOUTHICKORY.COM



DOWNTOWN
585.400.8423

VIDAROCHESTER.COM