

KONAR PROPERTIES

# CONNECTION

FALL 2021



## WHAT'S NEXT

## VIDA AND THE NEIGHBORHOOD OF PLAY

When the Inner Loop was built in 1965 it disrupted street connections, displaced homes and businesses, and created a moat separating Rochester's downtown area from its eastern neighborhoods.

In 2014, the Inner Loop East Transformation Project launched with the goal of filling in the expressway to grade level to restore street connections and open new land for development projects. While cities across the country have taken on similar projects that involved elevated and street level expressways, this was the first time a city decided to fill a sunken expressway.

Fast forward to today. Not only is the "big fill" complete, but the hoped-for development work is well underway. The Neighborhood of Play is Rochester's newest and most innovative mixed-use development. Anchored by The Strong National Museum of Play, which is expanding to create a new World Video Games Hall of Fame, the neighborhood offers residents an opportunity to live, work, and play all within a walkable urban community. The Strong's colorful new five-story parking garage is complete, and construction has started on both the museum expansion space and Indus Hospitality's Hampton Inn and Suites at the corner of South Union and Howell Streets.



*Development progress on VIDA Buildings A and B on Adventure Place.*

Konar Properties is developing VIDA Apartments and Townhomes, the exclusive residential and retail community for the neighborhood. VIDA's five buildings include 238 residences along with 17,000 square feet of customizable retail space. With two buildings completed and the other three to come online by

**CONTINUED INSIDE >**





*Building D at VIDA, at Adventure Place and South Union Street.*

## < CONTINUED FROM COVER

Spring 2022, VIDA is the perfect opportunity for retail businesses to connect with local residents and a projected one million visitors to the expanded museum space. Retail spaces are still available starting at just 800 square feet.

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

# FLEXING FOR GROWTH

## ERIE STATION BUSINESS PARK: Flex and Class A Office Space Available

Remaining flexible in the face of change has always been important to the success of any business. From staffing and operations to technology and facilities, your business has probably experienced more change recently than it's seen in any previous two-year period.

At Konar Properties, we are seeing renewed interest in our flex space offerings. Our most recent addition is a 40,000 square-foot building featuring 18-foot clear ceilings, dedicated entrances, 4.5 parking spaces per thousand square feet, and the ability to add loading docks at different locations. If your business requires multiple types of space — office, light manufacturing, warehouse, testing space, clean rooms, shipping/receiving areas, etc. — you can have all of them under one roof. Co-locating departments or functions can improve communication, innovation, and business performance.

Available in sizes beginning at 6,000 square feet, your suite can be fully customized, built out, and ready for move-in just 90 days from lease signing.

In other Erie Station Business Park news, we currently have a one-of-a-kind space available in our Williams Mill Office Center. Our 10,450-square-foot suite spans two levels and features 14 private offices, two conference rooms, a reception area, kitchenette, patio, and two-story atrium with an incredible southern view. It also provides easy access to I-390, the New York State Thruway, and the airport. Combined with the walking trails, pond, and beautiful landscaping of Erie Station Business Park, this is a space any company would be happy to call home. Visit us at [eriestation.com/williamsmill](http://eriestation.com/williamsmill) to take a 3D tour.

To learn more or schedule an in-person tour of either space, contact Michael Trojjan at 585-334-4110 or [mtrojjan@konarproperties.com](mailto:mtrojjan@konarproperties.com).



*Class A office space at Williams Mill Office Center.*



*6,000 to 40,000 square feet available in Building X at Erie Station Business Park.*



# RETAIL BUSINESS: Axom Home, Cheshire Cocktail Bar, and Solera Wine Bar

## LESSONS FROM THE PANDEMIC



*Axom Home at South and Hickory Place in the South Wedge.*

Virtually every Rochester business faced historic challenges during the pandemic, and among them retail businesses were particularly hard hit. Through it all, those that endured learned valuable business lessons and have emerged wiser and more confident. This fall, we talked with two of our retail tenants – Axom Home and Cheshire Cocktail Bar/Solera Wine Bar – about how they successfully navigated the past two years and what they learned.

Flexibility and innovation have always been important to business success, but the pandemic made these top priorities. Frequent changes in state restrictions required businesses to quickly pivot their offerings and operations. Cheshire/Solera co-owners John and Evvy Fanning shared that they began offering food when bars were required to do so in order to serve alcohol, and introduced to-go service as well. Evvy also worked to develop cocktail kits for sale. Cheshire patrons could purchase the fixings for three specialty cocktails and then attend an online class to learn how to prepare them. Even though their new offerings brought in limited revenue, it was enough to help keep them in business.

Axom Home, which offers modern furniture, décor, and interior design services, had to close their store completely for a time. During that period they decided to focus more on their interior design

services, which, according to Axom Home's owner Robin Muto, "quadrupled with people cooped up at home." Robin, like other owners of retail businesses, also used her downtime to focus on projects they normally delayed, such as expanding Axom's Home website, e-commerce, and social media presence.

As small local businesses, both Cheshire/Solera and Axom Home acknowledged the extent to which their many loyal customers helped them weather the pandemic. "I've been so blown away by the support of the community," shared Robin. Customers understood the financial strain that small businesses faced and went out of their way to patronize their favorite establishments. From buying gift cards to getting take-out cocktails, Cheshire/Solera patrons were committed to helping support the business through the pandemic. Looking back now, Evvy Fanning says that caring for her customers for so many years wasn't taken for granted. "When bad things happen, they'll be there for you."

In that same spirit of caring, Konar Properties worked hard to keep the lines of communication open with our commercial tenants – frequently checking in with them, providing information on Covid relief programs for business, and ensuring responsiveness and flexibility to their needs. We can't be successful



*Cheshire Cocktail Bar and Solera Wine Bar.*

unless our tenants are successful, and that means doing more than leasing space. John Fanning shared, "I highly doubt we would have been able to survive the pandemic without Konar Properties as our landlord. Their flexibility, understanding, and basic humanity made it so easy to work through the endless issues we were facing."



# WHAT MAKES A RETAIL LOCATION GREAT?

Having a strong offering does not guarantee the success of a business. And while many business owners recognize the importance of a great location, it can't be defined by a single factor. For example, customer traffic is typically the most sought after aspect of location. And while having an ample supply of potential customers is critical, any business that fails to look beyond that may quickly find themselves hindered by other location-related issues.

Being too close to too many competitors can water down the supply of customers in an otherwise high-traffic area. Poor access to a location, including parking, can make customer visits frustrating and discourage them from returning. A location that isn't convenient to major expressways can limit customer trips and access to larger pools of potential employees.

Finding a location that addresses all of these factors is like discovering an undervalued stock – and that's exactly what you'll find at Erie Station West Henrietta. The property has a prime location on West Henrietta Road adjacent to a 185-acre business park and a 60-acre residential community.

Erie Station West Henrietta also offers easy access via a traffic light and ample surface parking, as well as proximity to I-390, the New York State Thruway, and the airport.

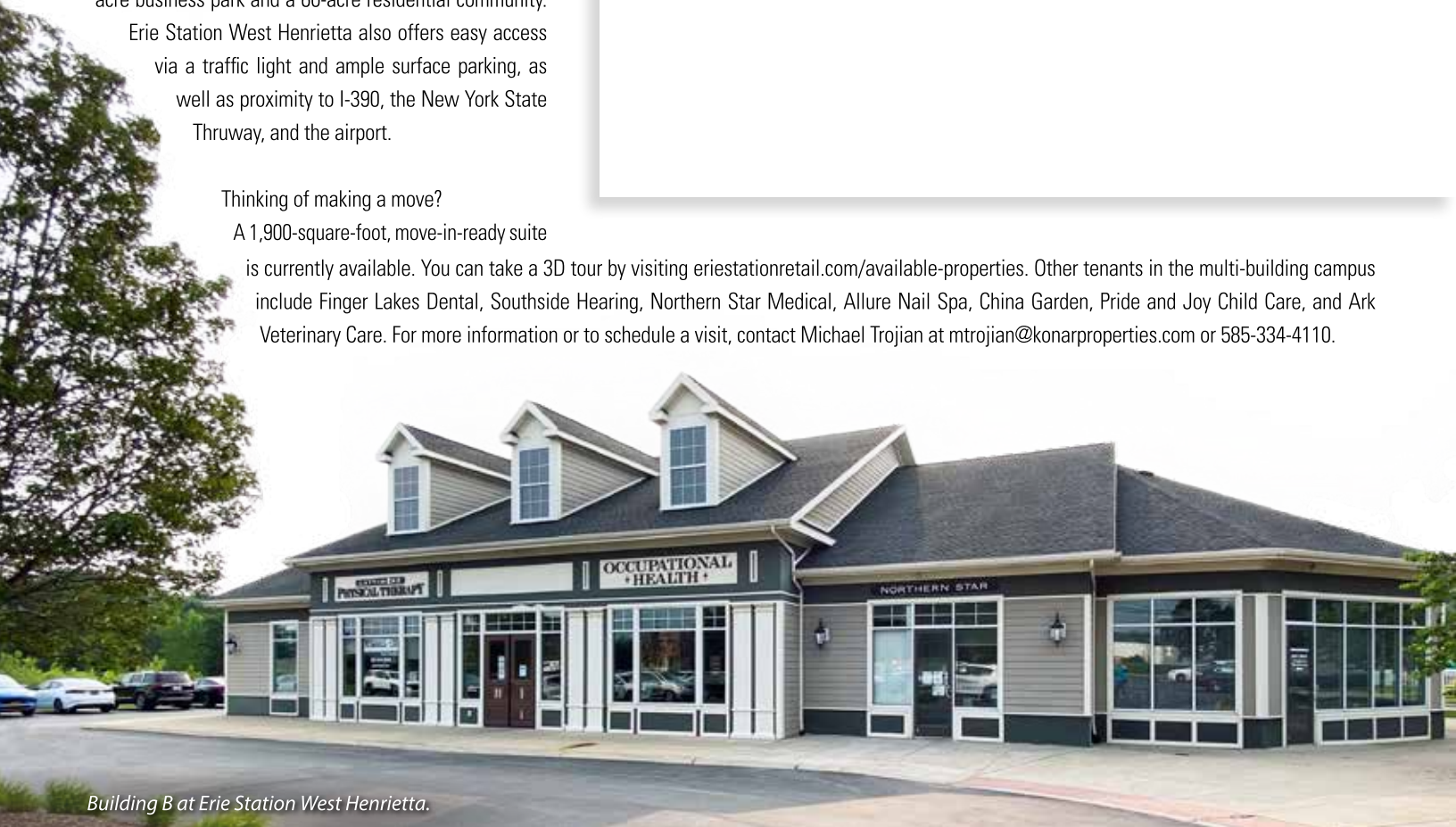
Thinking of making a move?

A 1,900-square-foot, move-in-ready suite

is currently available. You can take a 3D tour by visiting [eriestationretail.com/available-properties](http://eriestationretail.com/available-properties). Other tenants in the multi-building campus include Finger Lakes Dental, Southside Hearing, Northern Star Medical, Allure Nail Spa, China Garden, Pride and Joy Child Care, and Ark Veterinary Care. For more information or to schedule a visit, contact Michael Trojian at [mtrojian@konarproperties.com](mailto:mtrojian@konarproperties.com) or 585-334-4110.



75 Thruway Park Drive  
West Henrietta, NY 14586



Building B at Erie Station West Henrietta.



WEST HENRIETTA  
585.334.4110

[ERIESTATION.COM](http://eriestation.com)



WEST HENRIETTA  
585.334.4110

[ERIESTATIONRETAIL.COM](http://eriestationretail.com)



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585.334.6870

[ERIESTATION.NET](http://eriestation.net)



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