



Buckingham Properties celebrates groundbreaking of 260 East Broad St. in Rochester with Butler/Till

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Shown (from left) are: Ken Glazer, Kimberly Jones, Melissa Palmer, and Richard Finley

Rochester, NY Buckingham Properties and Butler/Till held a ceremonial groundbreaking for a new mixed-use development on June 11th, 2020. Located at 260 East Broad St., the ceremony celebrated the development of a new five-story, 106,000 s/f mixed-use building adjacent to Tower280. Leaders at Buckingham Properties and Butler/Till were joined by design and construction representatives, along with the city's deputy mayor James Smith and Empire State Development's regional director, Vinnie Esposito.

Butler/Till will co-own the building, relocating their headquarters and serve as the building's anchor tenant. Employees will have access to a private rooftop deck and underground parking in the Midtown Garage. The ground floor is targeted for retail, with opportunities to enhance the pedestrian experience, particularly along the eastern façade where there is potential for outdoor seating. Upper floors will include 28 apartments, consisting of studios, one-, and two-bedroom units. There will be a second rooftop deck for residential use.

Butler/Till, a results-driven marketing agency, has been located at Eagle's Landing Business Park in the Town of Henrietta since 2011. Their move to downtown puts them in the Downtown Innovation Zone, joining hundreds of innovative and creative-class companies who call Center City their home. Butler/Till will bring their 160+ employees to the new headquarters, and with anticipated future growth, estimates an additional 75+ full-time employees over the next five years.

"We are thrilled to be partnering with Butler/Till on this project, having grown our relationship over the last decade," said Richard Finley, president and COO of Buckingham Properties. "This development will be one of the first Opportunity Zone projects to break ground in downtown Rochester, and we are proud to be continuing our investment in the downtown revitalization."

"We've been working on plans for this new building for a few years now and look forward to filling in what has been an empty lot downtown for some time," said Ken Glazer, chairman of Buckingham Properties. "Construction of this new building continues our vision for the Midtown Block and will also bring opportunities for additional retail and restaurants to serve downtown's growing population of employees, visitors, and residents."

"We are extremely excited for the construction of our new headquarters in partnership with Buckingham Properties. It is our intent that the new building will be a source of pride and inspiration to our employees and our neighbors in downtown Rochester. There is a great deal of activity in downtown Rochester and we are pleased to be an integral part of the city's resurgence," said Melissa Palmer, CFO of Butler/Till.

"On behalf of mayor Lovely Warren and the city of Rochester, I want to thank Buckingham Properties and Butler/Till for partnering together to make this project happen, and for investing in the future of our city," said Smith. "The businesses, retailers, and residents that will occupy this wonderful, new mixed-use building will definitely add to the vitality and vibrancy of downtown. We look forward to officially welcoming Butler/Till to their new headquarters in the heart of our community."

“As we begin the process of moving forward smartly and safely, it is wonderful to celebrate the continued growth of downtown Rochester’s Innovation Zone with the launch of this exciting mixed-use development project,” said Eric Gertler, Empire State Development’s acting commissioner and president & CEO-designate.

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