



Pioneer Companies develops former Brownfield site into \$30 million Midler Crossing in Syracuse

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Pioneer Midler Avenue, LLC, an affiliate of the Pioneer Companies, is responsible for the development of Midler Crossing, a 22-acre site within the city limits. This project included the demolition of the former Prosperity Co. factory on Midler Ave., a 200,000 s/f manufacturing facility that had been vacant since the 1960s. The \$30 million project was over two years in the planning and right-to-build process and represents one of the largest private clean ups of a contaminated site in upstate New York.

The 28-acre parcel has a rich history that followed the rise and fall of manufacturing in the city. Records indicate that the site was used as early as 1866 by Pierce, Butler & Pierce in the manufacturing of boilers and radiators. In the late 1920s the Prosperity Co. manufactured industrial laundry and dry cleaning equipment on the site. During the 30 years operating in this location, Prosperity became a world leader in that industry, a major exporter in the city, and employed 600 people. After it merged with Ward International, the company sold its city operations and the property was purchased by Sutton Investing Corp., who has operated the property as a warehouse since 1961.

For many years the property was a reminder of the city's once strong past as a manufacturing hub. According to Pioneer CEO, Michael Falcone, "Midler Crossings will reinvigorate an environmentally challenged industrial eyesore into a revenue producing retail complex. This is a terrific opportunity to create new jobs and bring new services into an area that is currently underserved and in need of an economic boost."

Completed under the auspices of the NYS Brownfield Clean-up Program, this project required the demolition of the former Prosperity facilities and environmental investigation and clean up of the soil and ground water. 90,000 gallons of TCE/PCE were removed from the site through the use of In-Situ Thermal Desorption (ISTD), a method which involves heating the ground to 200 degrees, collecting and destroying the vapors.

Located adjacent to Erie Blvd., Midler Crossing is within three miles of a population of 190,000 and a 20 minute drive for any of the 450,000 residents of Onondaga County. This high traffic location averages 17,000 cars a day from Midler Ave. and 96,800 cars a day from Interstate 690.

Anchor tenants of the project include a 165,000 s/f Lowe's Home Improvement store and the Central New York flagship branch of the State Employees Federal Credit Union.

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