



Developing Rochester: Market Square

November 12, 2024 - Spotlights



Henrietta, NY Totaling over 500,000 s/f, Market Square and its adjacent sister property, Market Commons, collectively form one of the largest retail hubs in the Rochester area. Strategically located just off I-390, these properties span nearly a half-mile along Jefferson Rd., perfectly positioned to serve the growing town of Henrietta and beyond.

Market Square has been a staple in the community for years, providing a diverse shopping experience for local residents and visitors alike. Owner Benderson Development is dedicated to ongoing reinvestment in its properties to ensure they meet the highest standards of quality and appeal. With a focus on building long-term value, the company is committed to bringing together the right mix of categories and brands that cater to the distinctive needs and desires of the surrounding neighborhoods and communities they serve.

In response to the evolving retail landscape and market demands, Market Square is being reimaged with an exciting wave of new national brands. These additions not only enhance the shopping experience, but also solidify Market Square as the premier one-stop destination for must-haves from trusted names.

Among the new offerings is a 25,000 s/f HomeGoods, bringing stylish and affordable home

furnishings to the area. Additionally, a brand-new 29,000 s/f Bob's Discount Furniture now offers an extensive range of quality and stylish furniture at competitive prices, ensuring that residents can furnish their homes without breaking the bank. Sports enthusiasts will soon be able to shop for gear in a 45,000 s/f Dick's Sporting Goods that is currently under construction.

The new businesses complement an already impressive roster of national retailers, including Marshalls, Old Navy, Ulta Beauty, The Home Depot, Starbucks and Chick-fil-A.

Founded in 1949, Benderson is one of the largest privately held real estate companies in the nation. The company's portfolio currently includes more than 1,000 properties totaling over 55 million s/f in 40 states.

Project Info

Project Title Market Square

Project Location 720 Jefferson Rd.

Property Type Retail

Project Type Renovation

Total Square Footage 99,763 s/f

Year Started 1/29/24

Completion Date Q4 2025

Project Team

Architect Benderson Development

Developer Benderson Development

Electrical Contractor Callea Electric; Frasch Properties

Engineers Costich Engineering; Studio T3

General Contractor FSI Construction; FSI Acoustical

Legal Counsel Benderson Development

Mechanical Contractor Leo J Roth Corp.

Plumbing Iamele Mechanical; Frasc Properties; Biotech Drain Line

Others Dan Henion; Dwyer Fire Protection

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