



Developing Rochester: Park Square II: Transforming Downtown Living

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Rochester, NY Conifer Realty, LLC has begun construction on Park Square II downtown. This second Phase of the Park Square Redevelopment will preserve 200 existing apartments and create 40 new apartments.

Park Square II follows the redevelopment of Park Square I and will complete Conifer’s vision for the Park Square campus, which will total 576 new or renovated apartment homes upon completion. The property — which includes the Tower at Park Square, formerly known as Midtown Manor — features 94 studio and 106 one-bedroom apartments spread across 21 floors. A new four-story building will house 40 two-bedroom apartments.

“We are thrilled to bring vibrant, new living spaces to downtown Rochester,” said Lisa Kaseman, executive vice president, development + acquisitions for Conifer Realty. “At Conifer, we are committed to fostering inclusive and thriving neighborhoods where families of all income levels can flourish. Our collaborative approach to working with existing building owners has been key to revitalizing community residential assets like Park Square II. We are proud to be part of Rochester’s revitalization and look forward to the positive impact this project will have on the

downtown area.”

Mayor Malik Evans echoed these sentiments, emphasizing the importance of quality, affordable housing in building a healthy community: “Stable, safe, affordable housing plays a critical role in the health and wellness of individuals and families across the city. Conifer has been a trusted partner on more than a dozen projects here and has helped change the face of what affordable housing looks and feels like in Rochester — together we have created homes, not just housing.”

The renovations and enhancements at Park Square II will include upgrades to the interior and exterior of the building, along with new resident amenities. The first floor of the Tower will be reconfigured to include onsite management offices, an improved community area with a kitchenette, accessible laundry facilities, updated mail and package rooms, and outdoor seating areas. Additionally, the new building will include a community room, laundry facilities, and a landscaped outdoor courtyard.

Park Square II is surrounded by new development, including the expanded Strong Museum of Play, retail spaces, and new residential buildings. Michael Birkby, director of development operations at Conifer Realty, sees Park Square II as part of a larger initiative to support housing equity: “The Inner Loop transformation enabled the city to break down racial and socioeconomic barriers by reconnecting downtown Rochester to the East End and nearby neighborhoods. Park Square II will further contribute to Rochester’s renewal, ensuring inclusivity and opportunity for all families, regardless of income.”

The \$119 million redevelopment is supported by financing from the New York State Housing Finance Agency, Red Stone Equity Partners, the City of Rochester, and M&T Bank. The apartments will serve families earning below 60% of the Area Median Income (AMI). Additionally, the Tower has been awarded project-based rental assistance from New York State Homes and Community Renewal and the Rochester Housing Authority.

Park Square II represents Conifer Realty’s commitment to creating quality, affordable housing and fostering vibrant, sustainable communities. This development is a major addition to Rochester’s ongoing revitalization, providing affordable, safe homes for residents and contributing to the city’s inclusive growth.

Project Team:

Developer Conifer Realty, LLC

General Contractor Conifer-LeChase Construction, LLC

Architect The Architectural Team

Civil Engineer Marathon Engineering

MEP Engineer M/E Engineering

Financing New York State Housing Finance Agency, Red Stone Equity Partners, City of Rochester,
and M&T Bank

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