



Developing Rochester: 260 East Broad Street

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Rochester, NY The redevelopment of 260 East Broad St., by Buckingham Properties marks a major transformation in the city's Midtown District. Part of Buckingham's larger vision to revitalize downtown Rochester, this project breathes new life into a historically significant site—the former Midtown Mall — now reimagined to meet the modern needs of businesses and the community.

This mixed-use, five-story redevelopment includes ground-floor retail, class A offices, and 28 luxury apartments, all designed to accommodate the evolving demands of urban living. The building's contemporary design, location, and direct access from the building's lobby to the Buckingham Properties managed underground parking garage, Midtown Garage, make it an attractive option for both businesses and residents seeking a dynamic downtown environment.

A key component of the project's success is Butler/Till, a major anchor tenant and joint venture

partner, which relocated 200 employees to its new headquarters within 260 East Broad St. This move not only reinforces the building's position as a premier commercial space but also serves as a catalyst for economic growth in the area.

The Midtown District surrounding 260 East Broad serves a diverse community of residents, shoppers, and businesses with a wide range of amenities and entertainment options. By blending modern commercial spaces with residential and retail offerings, Buckingham Properties is creating a vibrant downtown hub that supports local business activity and urban lifestyle needs.

In addition to 260 East Broad St., another key element of Buckingham's downtown revitalization efforts is The Grove. Located between 260 East Broad and Tower 280, another Buckingham redevelopment, The Grove is a charming pedestrian walkway that connects the two properties. This downtown oasis offers a mix of shopping, dining, and entertainment, providing a welcome escape from the hustle and bustle of city life. Events like The Lucky Flea Market draw hundreds of visitors to the space weekly during the warmer months, adding vibrancy to the district and fostering a sense of community.

Buckingham Properties' commitment to transforming Rochester's urban core extends beyond architecture — it drives economic growth by attracting new jobs, businesses, and residents to the area. With its strategic investments, Buckingham is helping to shape a new era for downtown Rochester, turning underutilized spaces into valuable assets that contribute to the city's overall economic health and appeal.

The redevelopment of 260 East Broad St. is a key part of this mission, showcasing how innovative design, community-focused development, and strong partnerships can work together to revitalize a city. As Buckingham continues to invest in Rochester's future, projects like this not only enhance the city's physical landscape but also strengthen its position as a destination for business, living, and leisure.

Project Team:

Architect Bergmann/Colliers

MEP Engineering Bergmann/Colliers

Developer Buckingham Properties

General Contractor Lefrois Builders & Developers

Financing Community Bank

Community Partners City of Rochester, NYS ESD, COMIDA, RG&E, Rochester District Heating

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