

THE AQUEDUCT DISTRICT

IMAGINATION | INSPIRATION | INNOVATION

FOR LEASE

50 EAST BROAD STREET | ROCHESTER, NY 14614

CREATIVE SPACES FOR THE CREATIVE CLASS
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RIVERFRONT MIXED-USE CAMPUS

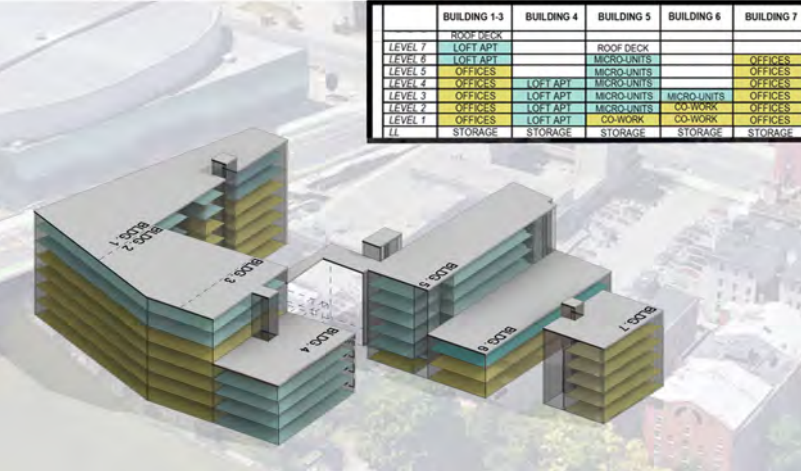
Since the 1830s when the Genesee Aqueduct first brought the Erie Canal over the Genesee River, to the 1920s when the Rochester Subway System utilized the vacated canal bed, to today's Broad Street Bridge, and tomorrow's centerpiece for the \$500 Million "ROC The Riverway" project - The Aqueduct has always been a hub of commerce in the heart of Downtown Rochester.

Today, seven of the historic buildings neighboring The Aqueduct are transforming into Rochester's newest mixed-use community. With 168,000 square feet on 1.43 acres, The Aqueduct District will be a magnet for entrepreneurs and artisans offering unique office spaces for startups, tech companies and other members of the creative class. With business services, amenities, a riverfront park, and a variety of housing options, The Aqueduct District is once again Rochester's cultural center for inventive ideas, inspired businesses and the imaginative people building our future.









THE AQUEDUCT BUILDING

PHASE I

Accepting office tenants for Q3 2020, the first phase of the project will occupy the buildings which border the intersection of Broad Street and The Genesee River. An icon of the Rochester skyline topped with a statue of Mercury, these buildings will offer unique office space, apartments and micro-units with historic architectural character and unparalleled views of the Genesee River and Downtown Rochester. Amenities and highlights will include

- Rooftop Terrace
- Fitness Center & Yoga Studio
- Lounges
- Restaurant & Bar
- On-Site Parking
- Bike Racks & Storage
- Concierge Service
- Aqueduct Park
- Riverfront Promenade
- Opportunity Zone Benefits For Qualifying Businesses
- Entertainment Events In Aqueduct Park
- Opportunities For Companies To Create A Unique Culture







ROC THE RIVERWAY

BACKGROUND & DESCRIPTION

The ROC the Riverway initiative is a bold and progressive plan to revitalize the severely underutilized Genesee Riverfront in the core of Rochester, New York. A \$500 million effort with an estimated \$2.8 billion in leveraged investment, ROC the Riverway represents years of planning and community engagement around 28 riverfront projects, culminating in a captivating and cohesive vision for revitalizing the city's most significant natural asset.

Of the 13 Phase I project identified by New York State, two projects will have a transformational impact on the Aqueduct Campus.

AQUEDUCT RE-IMAGINED | RIVERFRONT PROMENADE

The re-imagined aqueduct will be the centerpiece of downtown transformation – a place for public gatherings and community events, an opportunity for informal and formal programming, and the vital component in achieving the overall goal of the ROC the Riverway campaign – bringing people to the water.

Removing the Broad Street vehicular deck sets the stage for the creation of the most dynamic and unique public space in the city and well beyond. The new Aqueduct Terrace will consist of either a fully re-watered replica of the Erie Canal or will be turned into a multi-faceted, flexible green space, creating year-round activities for residents and visitors. The green space option could include a partial segment of the canal, smaller water features,

designs reflecting the subway history, or various other creative solutions.

The Aqueduct Terrace will connect seamlessly to a new riverfront promenade on both sides of the bridge. It will be fully integrated with other ROC the Riverway projects at the Rundel Memorial Library (North Terrace and promenade), Floreano Riverside Convention Center, riverway from Broad to Main, and the Blue Cross Arena. With this initial funding, the community will commit to discovering the optimal public space design solution that will ignite downtown along the river. It would be possible to hold an international design competition to maximize the potential of the space while engaging the community in an exciting forum. An analysis of downtown traffic circulation would be conducted, along with potential mitigation measures for all modes of transportation.

BLUE CROSS ARENA

For many years, the Blue Cross Arena – a key Downtown asset and driver of jobs, tourism, and vibrancy – has not fully engaged with the river. ROC the Riverway funds will create river-facing spaces to activate the building on days without events and enhance connectivity along the Genesee Riverway Trail. This project will build off of past City and State investment to enhance the riverfront promenade, improve facility access, and set the stage for the establishment of a riverside restaurant or bar to provide a unique waterfront dining experience for residents and visitors alike. The river terrace will be redefined and enhanced to create an open and dynamic riverfront interface with activities in and around the arena and the adjacent Broad and Court Street connections.

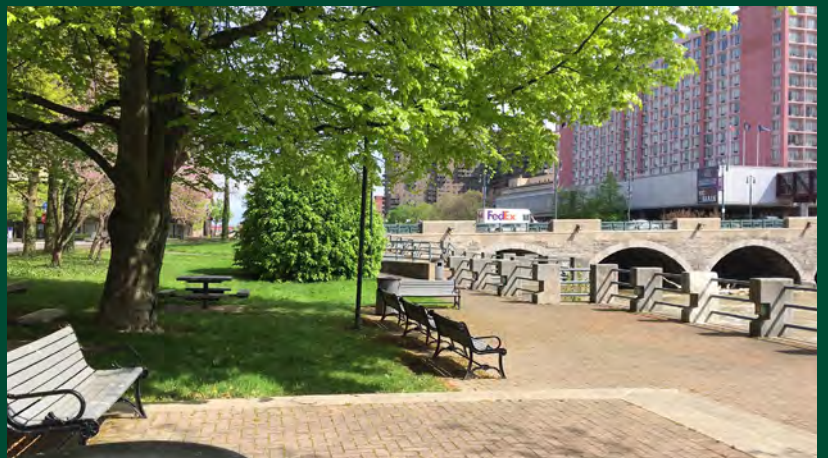
OPPORTUNITY ZONE

POTENTIAL BENEFITS

The Aqueduct District is located within a Qualified Opportunity Zone (QOZ). Created as part of the 2017 Tax Cuts and Jobs Act (a.k.a. tax reform), these zones were created to attract investment capital. In return for these investments, investors receive several tax benefits, which vary depending upon the time capital remains invested in a Qualified Opportunity Zone.

As a QOZ, The Aqueduct District offers potential benefits for startup businesses and investors in qualifying businesses that locate in an Opportunity Zone.





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