



*News From*

# **Maggie Brooks**

*Monroe County Executive*

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## **VILLAGE SQUARE IN HONEOYE FALLS NAMED FIRST SHOVEL-READY SITE IN MONROE COUNTY**

State designation offers fast track for development

Companies looking to expand quickly in the Greater Rochester Region now have a new site to consider. Empire State Development Corp., the Governor's Office of Regulatory Reform, Monroe County and JADD Management are pleased to announce that Village Square has been named the first official "shovel-ready" site in Monroe County.

"This site adds to our economic development toolbox, enhancing our ability to help local companies expand and attract new businesses and jobs," said Monroe County Executive Maggie Brooks. "It reflects our collaborative commitment to make it easier for companies to locate and grow in Monroe County and create more good jobs in our region."

Under the state designation, the 92-acre, mile-long site in Honeoye Falls is pre-permitted and ready for construction, offering businesses a fast track for development. All major permitting issues have been addressed and resolved, allowing companies to move quickly and begin operations in a timely manner. This "speed to market" opportunity translates into time and money saved for companies.

"Achieving 'shovel-ready' status is an important step in preparing a site for development," said Upstate Chairman, Daniel C. Gundersen, Empire State Development. "I am very pleased to be able to add Village Square to our list of shovel-ready sites and am looking forward to helping this location attract new businesses that will have a tremendous impact on economic development in this community."

JADD Management is the developer of the Village Square project. Custom Brewcrafters, which began construction this month, is among the first companies to locate in Village Square and take advantage of the site's new "shovel-ready" designation.

"JADD Management has worked with Empire State Development, the Governor's Office of Regulatory Reform and local municipalities to make Village Square the first 'shovel-ready' site in Monroe County," said David Dworkin, JADD principal. "We are proud of this designation and are actively meeting with companies looking to grow their business."

"The Village of Honeoye Falls has been diligent in working with developers that can help bring positive economic growth to our community," said Village of Honeoye Falls Mayor Richard Milne. "We are proud to work with JADD Management and are excited that Village Square has been awarded the first official 'shovel ready' site status in Monroe County. The development of Village Square is key to the future economic vitality of the Village of Honeoye Falls and 'shovel ready' status will be a positive facet of this site."

Dennis M. Mullen, President and CEO of Greater Rochester Enterprise, said "shovel-ready" designations give the Rochester area a competitive advantage in business attraction.

"We hope that other developers recognize the advantages that 'shovel-ready' sites provide to our region and encourage them to follow JADD Management's lead in pursuing the same or similar designation for their sites," Mullen said.

In addition to being named the first official "shovel-ready" site in Monroe County, Village Square is only the second "shovel-ready" site in the entire nine-county Greater Rochester Region. The other site is located in Avon, Livingston County.

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