



Village Square owners hope Tractor Supply feeds growth

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For much of its life, Honeoye Falls Family Eyecare didn't have to worry about disturbing the neighbors.

When Linn Goetz opened her West Main Street eyewear practice in fall 2008, it was one of the only tenants of Village Square — a 271-acre commercial and industrial real estate development.

Two other tenants followed last summer, filling out the rest of the 7,500-square-foot retail building fronting West Main. Behind them is the 10,000-square-foot beer production and retail site that Custom Brewcrafters opened in spring 2008.

Village Square, while still mostly open land, is about to get quite a bit busier as Tennessee-based retail chain Tractor Supply Co. is erecting a store there.

The 19,000-square-foot store is scheduled to open by September, said Tractor Supply corporate spokesman Rob Hoskins.

And LLD Enterprises, the Rochester real estate development and management firm behind Village Square, is hoping that store "will be a real lynchpin to help our project," LLD managing partner David M. Dworkin said.

LLD bought the unused southern Monroe County property in 2001 from Rochester machine tool company Gleason Corp. The decision was driven in large part by the migration of people from Pittsford and Brighton south into Mendon, as well as by the demographics of people in the Honeoye Falls and Mendon area, said LLD partner John August.

Tractor Supply "is always looking for potential new store locations that are a good fit as far as the target market is concerned," Hoskins said. "Concerning the new location in Honeoye Falls, this is especially true in that the area is attractive due to the part-time and hobby farmers and horse owners in the area."

Tractor Supply also has nine other stores in the Rochester region.

The County of Monroe Industrial Development Agency earlier this year approved \$69,000 in sales tax and mortgage tax breaks for the \$1.8 million store. Tractor Supply stores typically employ 12 to 17 people full and part time, Hoskins said.

Village Square overlaps the village and town of Mendon, and most of the development efforts have focused so far on the village's 93 acres, including a partly done access road built for Custom Brewcrafters and any other potential industrial tenants, Dworkin and August said. Once a certain amount of development goes in, that will trigger other improvements such as a gazebo, the two said.

Eventually, Dworkin and August said, the aim is to have a line of small offices and retail along the front of the project, with larger industrial operations to the rear.

"We knew this was a long project, a 20-year project," August said.

And while the two have been marketing the property through such efforts as trade shows, signage, word of mouth and the International Council of Shopping Centers, Dworkin said, "Tractor Supply will help put it on the map nationally for us."

Goetz said she opted for that then-empty Village Square retail building for her business because of the parking and the visibility, as it sits across the street from the Honeoye Falls Market Place grocery and next door to an ESL Federal Credit Union drive-up ATM.

And now that the retail building is full, she said, more traffic seems to be following.

"More people notice us," she said.

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