



**CONSIDER
THE**



business association of the
south wedge area
P.O. Box 18576
Rochester, New York 14618
www.baswa.org
www.savorourflavor.com

**SOUTHEAST
WEDGE**

As the next location for your business



Looking for a new location to expand, relocate, or start your business?

Consider the South Wedge neighborhood in Rochester, New York: a vibrant, eclectic, and appealing place to live and work, in convenient proximity to downtown Rochester, both 490E and 490W, and also from points south via 390. The South Wedge is nestled between downtown Rochester directly to the north; the lovely Olmsted-designed Highland Park to the south, the Genesee River and scenic Mt. Hope Cemetery to the west, and other vibrant southeast neighborhoods to the east, such as Monroe Avenue, Park Avenue and the Neighborhood of the Arts.

Home to many long-established specialty businesses such as Cheesy Eddie's, Premier Pastry, Lux Lounge, Beale Street, and Historic Houseparts, the area has attracted a wealth of new specialty businesses over the past 5 years: Hedonist Artisan Chocolates, Eco-Bella Bakery, Boulder Coffee, Thread, Godiva's, Open Face Sandwich Eatery, Mise En Place Market, John's Tex-Mex, Tap & Mallet, Solera Wine Bar, Tango Dance Café, and several others. 42% of the commercial properties on South Avenue are owner-occupied, resulting in a community of business owners that care about their buildings, streetscape, and neighborhood.

The South Wedge area is also home to several major local employers including the University of Rochester and Strong Medical Center, Highland Hospital, Time Warner Cable, and ABVI. The neighborhood has the benefit of established, active neighborhood and business associations; the Business Association of the South Wedge Area (BASWA), and the South Wedge Planning Committee (SWPC).

You'll find that a significant number of customers are drawn to the South Wedge from surrounding neighborhoods and suburbs in addition to the South Wedge itself. The South Wedge is a destination for many thanks in part to the many "Best of Rochester" and "Rochester's Choice" businesses located in our commercial district. The area has a very low commercial vacancy rate, but also has a new mixed-use building currently under construction in the heart of the South Avenue commercial district. This multi-million dollar project will add 33 residential units and 4 new commercial units to South Avenue.

This historic neighborhood features a variety of architectural styles from Greek Revival to Art Deco, and includes two local preservation districts and a national historic district. The neighborhood boasts a well-maintained, compatible mix of residential and commercial properties. The South Wedge is in demand as a place to live yet still has an affordable range of prices and variety of housing options and the commercial district offers amenities that appeal to singles, young adults, college students, empty nesters, and families.

Come visit the South Wedge and consider it as a location for your business.

Neighborhood left special impression

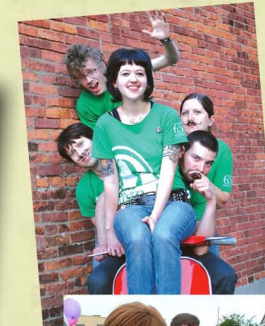
Today I spent a wonderful afternoon discovering the wonders of a real metropolitan city. As I strolled through the city neighborhood streets, I noticed innovative restorations of historic buildings as local workers rehabbed them into up-and-coming apartments and retail space. I stumbled into hip clothing stores, a funky hat shop, and a variety of locally run minimarkets and cafes.

The people passing me on the streets were as diverse as the shops. A young man on the street corner dressed in a Statue of Liberty costume, singing and dancing to his iPod, waved and smiled at me. A young woman storeowner could not wait to tell me about the new businesses entering

the neighborhood. I passed by a scrumptious cheesecake shop, an authentic Mexican eatery, a place for Cajun fare and peeked into an amazing old building that sells refurbished historic house parts from local renovations. What a great few hours and only minutes from where I live. No, it was not Toronto, N.Y.C. or Boston. It was the South Wedge in the city of Rochester!

LISA COVE
PITTSFORD

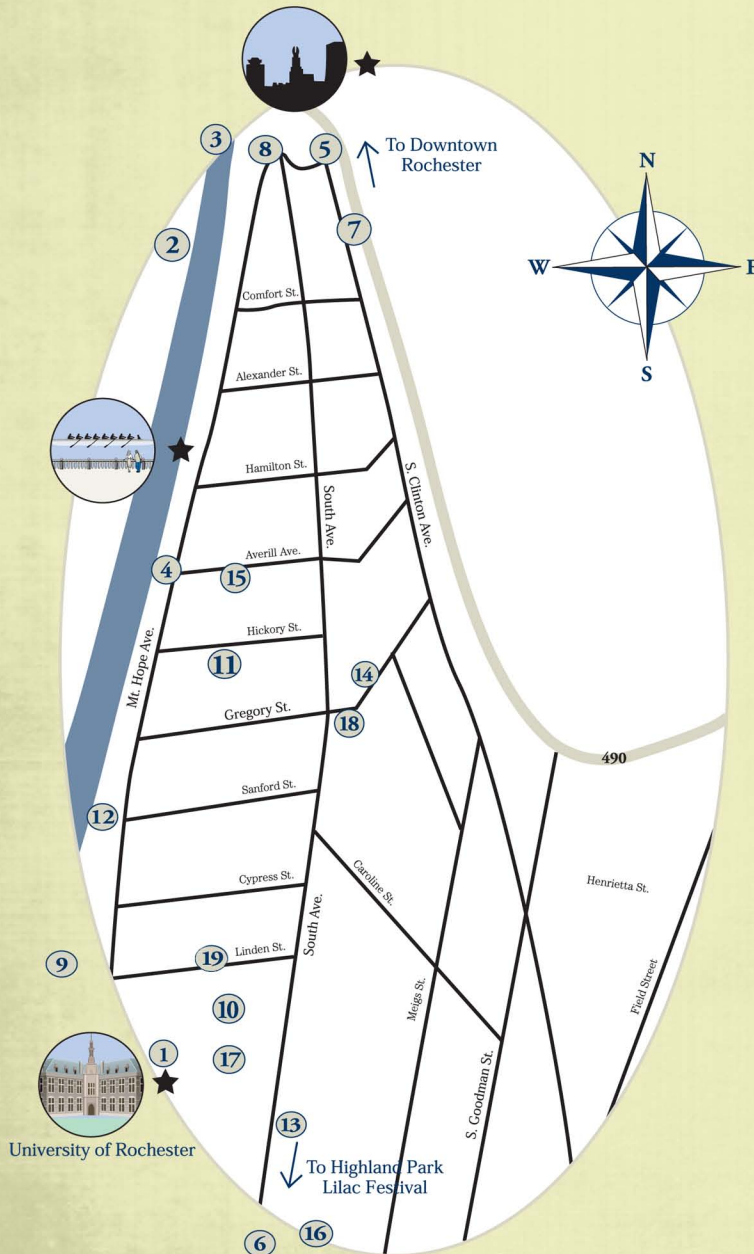
Editorial from the Democrat & Chronicle, April 2010



SOUTHWEDGE

SAVOR OUR FLAVOR

History of the South Wedge Area



1. The Senecas had fishing camps where the University of Rochester now stands, away from swamps & mosquitoes up river. Before them, wandering Algonquians used bone & stone, made crude pottery & lived on wild vegetables, in large encampments. Algonquians had nine acres of tilled fields & bark cabins in an ancient village around Elmwood Avenue.

2. Rochesterville was laid out in 1811 on the west side of the river, at the time, in Genesee County. There was a foot of snow on the ground in May 1812 when Hiram Scrantom built a home downtown.

3. Before the first bridge was built downtown in 1812, there was no safe way to cross the Genesee River without going 11 miles to Avon.

4. When Hiram Scrantom & his family fled their downtown home in 1813 in fear of a possible British invasion, they went to a cabin on farmland across the river, near UR campus.

5. Dr. John Elwood & Rev. Comfort Williams first built homes across from Rochesterville in 1816. Rev. Williams was the first resident clergyman in Rochesterville, when he bought 40 acres of dense woods.

6. Jacob Miller Sr.'s family first moved into a log cabin in March 1810 on the east side of the Genesee River, on River Road in the Northfield District township of Brighton. All around was dense forest. Jacob Miller's daughter Climena was the first burial in July 1817, in West Brighton Rural Cemetery, on River Road around today's Highland Avenue.

7. The South Avenue District started with tent camps of Irish immigrants working along the Erie Canal from 1819-1822.

8. John Gilbert built the Stone Warehouse by the Erie Canal feeder between 1821-22.

9. Cholera victims arrived by canal in July 1832 & caused an epidemic. City leaders looking for a remote site, opened Mount Hope Cemetery in October 1838.



10. Two immigrants started a seven-acre nursery business in 1840 along Mount Hope Avenue. By 1879, Ellwanger & Barry's world-famous nurseries covered 650 acres!

11. The first Munger School on Hickory Street became Horace Mann School #13 in 1842.

12. The Ford Street Bridge was built in 1844, only a year after the Wolcott Inn that may have had an escape tunnel to the river, for runaway slaves.

13. The Frederick Douglass family bought a house & barn in 1855, on a hill on six acres in a remote wooded area off Grand Avenue (now South Avenue.) They lived there until a fire in 1872.

14. A Catholic rectory, school & church were built on Grand Avenue (now Gregory Street) in 1861. St. Boniface Church was dedicated in 1887. It had a 195-foot Gothic spire.

15. St. Andrew's Episcopal Church on Ashland Street was built from 1873-1880. The Parish Hall of what is now Calvary St. Andrew was placed on the National Register of Historic Places in 1985.

16. Ellwanger & Barry donated 20 acres to start Highland Park in 1887. In 1891, the first 100 lilacs were planted.

17. In 1972, City Council designated the area from Mount Hope Avenue at the Ford Street Bridge to Reservoir Avenue, including Mount Hope Cemetery & Highland Park as the Mount Hope- Highland Preservation District. It was listed on the National Register of Historic Places in 1974.

18. In 1993, City Council approved the designation of the South Avenue & Gregory Street intersection as the city's eighth Preservation District.

19. In 2009, the Linden-South Historic District, which includes 81 properties in the South Wedge, was added to the State and National Register of Historic Places.

The South Wedge Today: Public Art



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9

2008 totem artists

- | | |
|-----------------|-------------------|
| 1 Wendy Rust | 2 Lisa Chentfant |
| 3 James Borders | 4 Bruce Fernandez |
| 5 Robert Marvin | 6 Ben Rubin |
| 7 Matt Crane | |

2009 totem artists

- | | |
|-----------------------|-----------------|
| 1 Christine Knoblauch | 2 Robert Marvin |
| 3 Kevin Mentus | 4 Wendy Rust |
| 5 Tyler James Guay | 6 John Archer |
| 7 Patrick Doyle | |

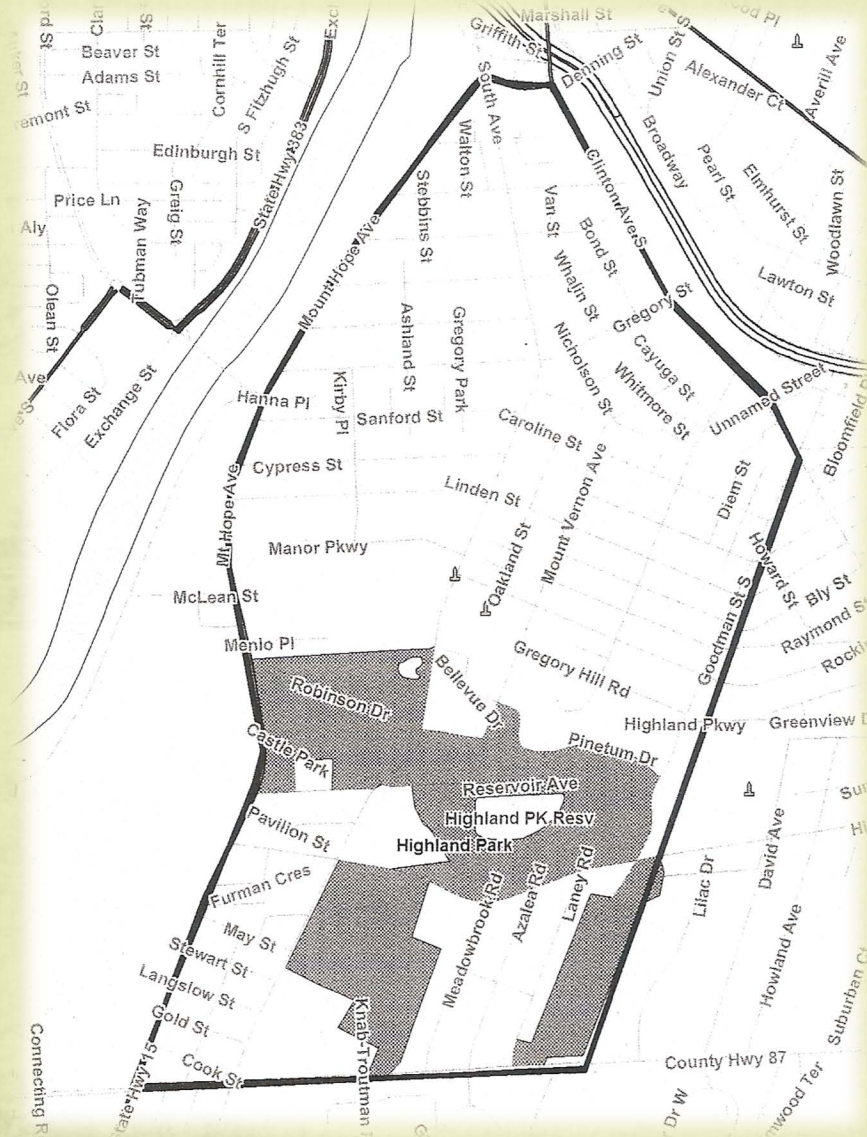
2010 traffic box artists

- | | |
|------------------|---------------------|
| 1 Rachel Fox | 2 Stephen Dorobiala |
| 3 Joe Guy Allard | 4 Allison Roberts |
| 5 Eric Cady | 6 Jill Gussow |
| 7 Yolanda Daliz | 8 Howie Green |
| 9 Krysia Mnick | |

The public art projects shown were produced by the Business Association of the South Wedge Area (BASWA) and funded with grants from the Arts & Cultural Council of Rochester in collaboration with the New York State Council for the Arts, membership funds, and the City of Rochester Economic Development Department

The South Wedge Today: Demographics

The South Wedge area of the city of Rochester, New York is situated just south of downtown Rochester. The neighborhood, established beginning in the 1820's, is bordered to the west by the Genesee River and to the south by Highland Park, a Frederick Law Olmstead-designed historic landmark. To the east are the Highland Park, Swillburg, Upper Monroe, Park Avenue, and Art Walk neighborhoods.



2009 Pop Facts about this area compiled by The Nielsen Company in 2009

Population: 8155

Households: 3814

Owner Occupied: 33%

Renter Occupied: 67%

Average Household Size: 1.92

Median Age: 39.20

Average Household Income: \$38,463

Per Capita Income: \$18,650

Family Households: 37.27%

Non-Family Households: 62.73%

Average Household Size: 1.92

Males: 46.73%

Females: 53.27%

2014 Projected Household Effective Buying Income: \$32,217

Number of Employees of Local Businesses: 7612

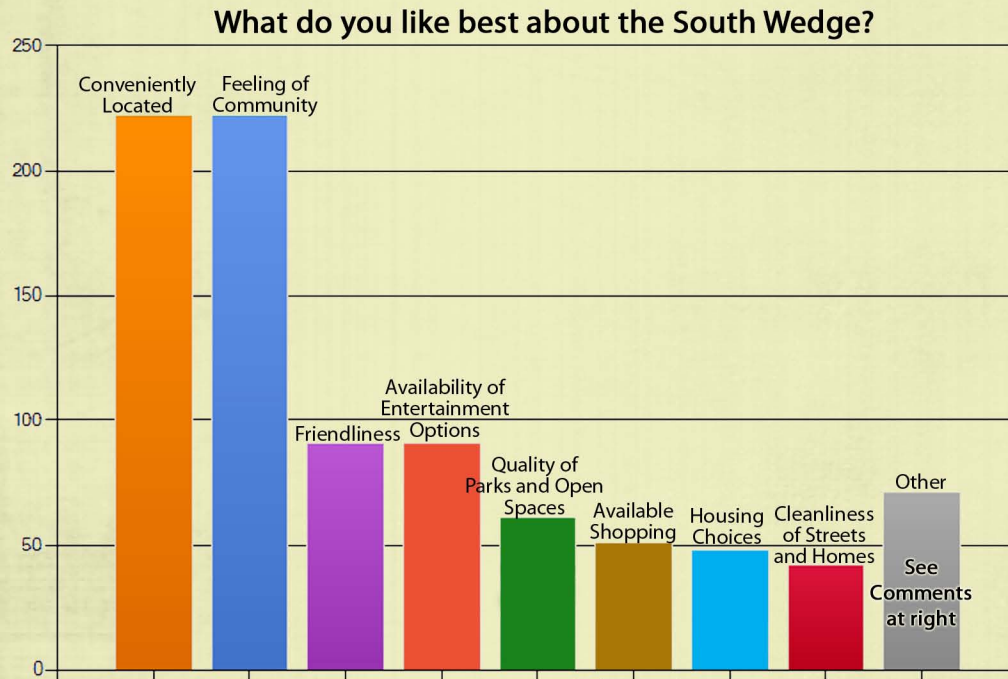
Employees per business: 25.8

Land area, square miles: 1.114



2010 South Wedge Marketing Survey Results

In late 2009 and early 2010 the South Wedge Planning Committee conducted a Marketing Survey to update a similar survey that was conducted in 2005. The results of the survey indicated a marked improvement over the five years since the last survey was done in the areas of safety, perception of the area, condition of buildings and houses, commercial district, and feeling of community. We've included a few of the results here for you to review. The complete survey results are available on www.baswa.org or www.swpc.org.



95% of respondents would recommend the South Wedge as a good place to live.

71% of respondents said that the South Wedge was a good place to open a business.

86% of the respondents shop in the Wedge today.

Safety in the Wedge:

98% feel safe walking in the Wedge during the day

58% feel safe walking in the Wedge at night

38% feel the Wedge is safer than it was 5 years ago

OTHER COMMENTS:

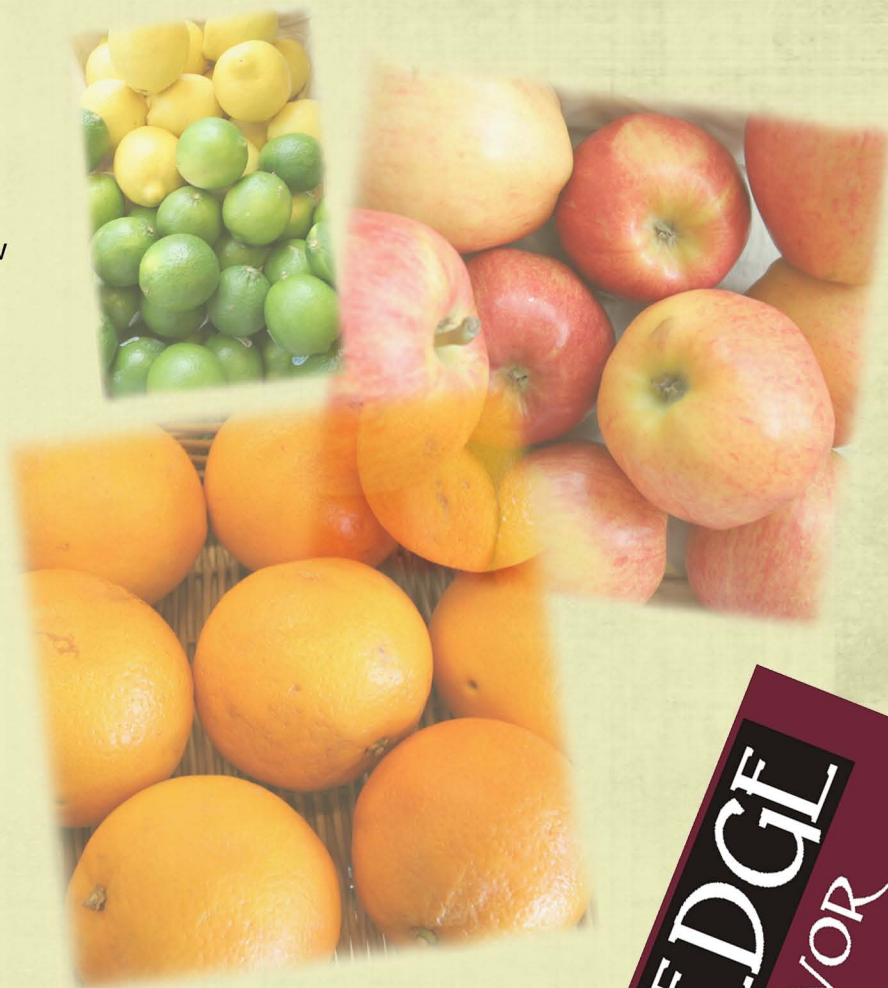
Home and business owners clearly care about the neighborhood
 People are working hard to make it a better place constantly
 Affordable
 specialty shops
 Concerts, events, walking distance.
 the businesses in the area
 All of the above
 restaurants
 neighborhood feel
 Hip and active , Farmers market
 has a good spirit -this is by far my favorite neighborhood.
 The neighborhood is evolving for the best
 People are feeling pride in the neighborhood they live in.
 There is a growing of respect for others and accomodations are being made for the handicapped.
 the people are more caring + REAL !
 Access to Highland Park - it is outstanding all year round!
 Everything is in walking distance and if you don't have a car right on a bus line.
 the neighborhood is composed of an eclectic group of people
 you can be whoever you want to be and not get judged.
 quaint looking streets, buildings, homes
 Calvafy St. Andrew's Church
 progressive attitude, regentrification of neighborhood
 The urban neighborhood look...housing and shops.
 Overall diversity
 balance of housing and commercial, old buildings readapted
 It has the vitality and diversity of a true urban village
 its home
 availibility of friendly bars
 Interesting restaurants and bars
 bus shuttle
 Easy to park, easy to walk around the neighborhood
 Restaurants
 great churches
 Great Mix of Businesses
 UNIQUE STORES/RESTARAUNTS
 neighbors
 The mix of services/shops/restuaruant, auto repair, etc.
 mix of residential and interesting businesses and restaurants
 Availability of dining options
 variety and uniqueness of shops
 I like the diversity
 The people
 Diversity of people who live here...economically, racially, age-wise
 I live and work in the same neighborhood. That's sweet!
 aray of presonality and characteristics
 cheap rent
 Trendiness
 Historic architecture
 affordable

2010 South Wedge Marketing Survey

Respondents Rated Availability of South Wedge Goods and Services

Answer Options	Excellent	Good	Poor	Don't Know
Bakeries/Coffee/Dessert Shops	53%	40%	3%	5%
Bars & Clubs	49%	34%	4%	13%
Restaurants - informal	45%	45%	5%	5%
Salons & Barber shops	29%	34%	3%	34%
Convenience stores	17%	47%	20%	16%
Grocery stores	17%	36%	36%	11%
Auto sales and services	14%	27%	13%	46%
Clothing stores	12%	33%	25%	30%
Restaurants - fine dining	12%	30%	33%	25%
Banking services	12%	24%	30%	34%
Beer/Wine/Liquor stores	9%	25%	30%	36%
Printing shops	5%	24%	13%	58%
Household furnishings	4%	16%	29%	51%
Music stores	4%	16%	28%	50%
Hardware stores	4%	14%	47%	35%
Gift/Card shops	4%	14%	26%	56%
Pet supply	2%	13%	27%	58%
Jewelry stores	1%	5%	32%	62%

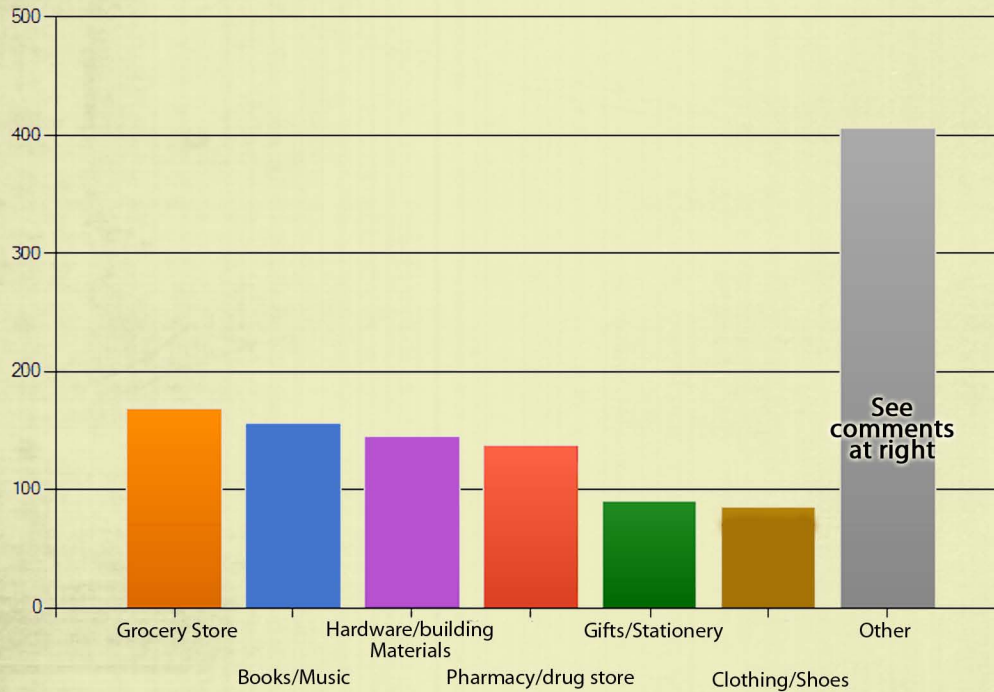
Conclusion: The results of this question indicate that respondents have identified many areas where businesses are lacking in the South Wedge, either by quality of existing services or lack of any options for that particular service, these are marked in **red**. This question identifies the specific areas that may be opportunities for incoming businesses: pet supply, jewelry store, gift/card shops, music stores, household furnishings, printing shops, wine & liquor stores, baking services, fine dining, clothing stores, auto sales and service, and grocery stores in particular.



SOUTHWEDGE
SAVOR OUR FLAVOR

2010 South Wedge Marketing Survey Results

Question: What types of businesses, services, or products would you like to see in the South Wedge that are not there today?



Conclusion: The results of this question indicate that respondents have identified several areas where businesses may have an opportunity in the South Wedge, particularly in the grocery store, books & music, hardware & building materials, and pharmacy industries.

Demographics of Respondents To Survey:

Total respondents to survey 419
 52% were women and 48% were men
 65% respondents own their own home and 35% are renters.

Age:	Income:	Race:
21 to 30 21%	Less than \$20,000-15%	White 87%
31 to 40 20%	\$20,000 to \$40,000-28%	Black or African American 7%
41 to 50 20%	\$40,000 to \$60,000-22%	Other 6%
51 to 60 22%	Over \$60,000-35%	
61 to 70 12%		
Over 71 5%		

OTHER COMMENTS:

Post Office
 Unique gifts... the trick is being affordable
 Bicycle shop
 Bank
 What's here is good! Can't have everything!
 Liquor store in walking distance
 Liquor store
 Bakery - bread
 Dry cleaner, health club - breakfast restaurant
 Please a drug store!
 Fine restaurant
 Ice cream
 Wegman's, Trader Joe's or Whole Foods
 large super market
 more sit down trendy spots - we already have a lot of informal dining
 we need a diner on south ave
 Liquor Store
 Formal restaurant.
 A book store and theater would make this the best neighborhood anywhere.
 I would like Jamican/Caribbean or Falafel place.
 would love to see nice a wine/liquor store
 Ice Cream shop
 vegetarian restaurant. a good one like atomic eggplant.
 Wine store, book store
 more or better book, music stores
 I'm not looking for any big businesses or chains to come to the area.
 wegmans
 LOVE MORE DINING OPTIONS
 Gardening supplies; pet supplies.
 Basics- dry cleaner, hardware store, bookstore, newsstand, liquor store and post office
 Interesting and unusual shops and restaurants that will attract others to visit
 post office
 Quality Liquor and wine store
 Art supplies
 I miss Hunt's Hardware!
 Affordable pet supply
 vinyl record store, bicycle shop
 pet store, vegetarian restaurant
 Pet Food Stores
 liquor store
 wine shop
 Bank
 expand grocery
 really good vegetarian, vegan, or gluten-free restaurant
 liquor store
 Post office branch
 liquor store, bread bakery, fish market;
 bicycle & repair shop, a practical everyday clothing and shoe store
 more African-American/minority owned businesses, ethnic supplies/food
 ice cream shop, Trader Joes!
 A real hardware and paint store;
 a good fresh bagel shop
 Tailor Shop, Post office, a real mens shoe store
 Liquor store
 Wegmans would be AMAZING! C
 Wedge needs a Wegmans or other big chain grocery store.



SOUTHWEDGE
 SAVOR OUR FLAVOR

South Avenue Commercial Property Owners

west

east

Address	Bldg/Business	Owner Name	Mailing Address	City, Zip
431-433 South Ave	Premier Pastry	Philip Duquette	431-433 South Ave	14620
435 South Ave	Tattoo Shop	Damaris Rivera	68 Shady Lane Dr	14621
447-459 South Ave	VOA campus	Veterans' Outreach Center	459 South Ave	14620
489 South Ave	John's Tex Mex	Lyjha Wilton	100 Alexander St	14620
491-495 South Ave	Nathaniel Sq Corner Store	Lyjha Wilton	100 Alexander St	14620
503 South Ave	The Colony	EZ Days Inc	503 South Ave	14620
571-585 South Ave	Echo Tone	Doug Musinger, Singer Realty	1427 Monroe Ave	14620
591 South Ave	Echo Tone	Doug Musinger, Singer Realty	1427 Monroe Ave	14620
615 South Ave	Postler & Jaeckle	Postler & Jaeckle	615 South Ave	14620
647-651 South Ave	Poole Building	Konar Development	75 Thruway Pk Dr	W Henrietta 14586
661-663 South Ave	South at Hickory	Konar Development	75 Thruway Pk Dr	W Henrietta 14586
681-685 South Ave	Abeles Building	Konar Development	75 Thruway Pk Dr	W Henrietta 14586
689 South Ave	Beale St Café	Terry Bauer, Rayburn Realty	1695 Empire Blvd, Ste 140	Webster 14580
697 South Ave	The Lab Skate Shop	Doug Musinger, Singer Realty	1427 Monroe Ave	14620
701-705 South Ave	Laundry	David Steinberg	130 E Main St	14604
709 South Ave	Taillie Heating	William Taillie, David Hynes	709 South Ave	14620
713 South Ave	Municipal Parking Lot	City of Rochester/BASWA	30 Church St	14614
725 South Ave	Xpedx Paper	Bruce & Margaret Baker	248 Bellehurst Dr	14617
741-743 South Ave	Caverly's	Robert Boyd, 741 South Ave LLC	3 Rende Pk	Fairport 14450
751-759 South Ave	Vail Automotive	Dan Vail	95 Allens Creek Rd Ste 301	14618
394 South Ave	Alger Machine	Gerald Camardo	166 Thackery Rd	14610
426 South Ave	Billone Bldg	John Billone Jr	277 Alexander St, Ste 200	14607
522 South Ave	Pet Groomer	Lyjha Wilton	100 Alexander St	14620
528 South Ave	Morse Stamp	528 South Ave LLC	883 Lishakill Rd	Niskayuna 12309
540 South Ave	Historic Houseparts	Chris Jones & Jim Wolff	210 Linden St	14620
560-580 South Ave	NeighborWorks	NeighborWorks Rochester	570 South Ave	14620
590 South Ave	East House services	590 South Avenue Assoc.	136 Thunderidge Dr	Rush 14543
602 South Ave	Cheesy Eddies	Marjory David	45 Howland Ave	14620
606-608 South Ave	J. DiDonato, DDS	Joseph DiDonato	608 South Ave	14620
610 South Ave	Avery hair salon	Thomas Gardener, Trustee	250 Forest Hills Rd	14625
620 South Ave	Pinnacle Printers	Paul Usdane	620 South Ave	14620
626 South Ave	Parking for 634 South	Mark Lazeroff, 626 LLC	634 South Ave	14620
634 South Ave	Wonder Windows	Mark Lazeroff, 626 LLC	634 South Ave	14620
638-642 South Ave	Andreano Bldg	Judith Andreano	1052 Lake Rd	Webster 14580
644-648 South Ave	FX hair salon	Joseph Bailey	648 South Ave	14620
650-658 South Ave	Bailey Bldg	Joseph Bailey	648 South Ave	14620
662 South Ave	Star Alley	City of Rochester/BASWA	30 Church St	14614
666 South Ave	Lux Lounge	Karrie Loughton	666 South Ave	14620
672-674 South Ave	Musinger Bldg	Doug Musinger, Singer Realty	1427 Monroe Ave	14620
676-682 South Ave	Obatala & Shango	676-680 And 684-686 South Ave Inc	PO Box 18491	14618
684-688 South Ave	Liberty Tax	676-680 And 684-686 South Ave Inc	PO Box 18491	14618
285 Gregory St	H&R Block	Maier Familie Realty LLC	6 Second St	Scottsville 14546
700 South Ave	Kenron Bldg	Maier Familie Realty LLC	6 Second St	Scottsville 14546
706 South Ave	Bible Baptist Temple	Bible Baptist Temple	706 South Ave	14620
720 South Ave	South Wedge Barber	Jennifer Belardino	720 South Ave	14620
728 South Ave	Community Accupuncture	Robert Boyd, 741 South Ave LLC	3 Rende Pk	Fairport 14450
732 South Ave	Eco-Bella Bakery	David Halter	159 Caroline St	14620
742-744 South Ave	Little Venice Pizza	Terry Bauer, Rayburn Realty	1695 Empire Blvd, Ste 140	Webster 14580
746-750 South Ave	Equal Grounds	Maier Associates LP	6 Second St	Scottsville 14546

This list contains the names and mailing addresses of South Avenue commercial property owners. If there is a property you see for rent, or would like to know about future availability on, this list is provided for your convenience.

