

Conifer Realty Celebrates Ribbon-Cutting for Park Square II in Downtown Rochester

240-home affordable housing community preserves access, adds new family apartments, and completes Conifer's Park Square campus redevelopment in the Neighborhood of Play

ROCHESTER, N.Y., June 16, 2026 — Conifer Realty, LLC, a nationally ranked leader in high-quality, affordable housing, today celebrated the official ribbon-cutting for Park Square II, a transformative affordable housing community in downtown Rochester that preserves 200 existing apartments in the historic Tower at Park Square and creates 40 new two-bedroom homes.

Located at 475, 485, and 495 East Broad Street, Park Square II marks the completion of Conifer Realty's multi-phase revitalization of one of the largest affordable multifamily housing communities in Center City Rochester. The development preserves 200 existing apartments within the Tower at Park Square, comprised of 94 studio and 106 one-bedroom homes, while introducing a newly constructed building with 40 two-bedroom apartments that replace outdated units previously demolished during Park Square I. Together, Park Square II provides a mix of high-quality, all-affordable housing options for individuals and families.

Strategically located adjacent to the Neighborhood of Play and just one block from the Inner Loop East redevelopment, the full Park Square campus now preserves more than 500 affordable apartment homes in one of Rochester's fastest-growing downtown neighborhoods. This preservation complements surrounding market-rate development while ensuring that longtime residents can remain in their community, advancing a more inclusive and equitable approach to urban revitalization.

The event brought together local, county, state, and project partners, including Rochester Mayor Malik Evans; RuthAnne Visnauskas, Commissioner - New York State Homes and Community Renewal; Adam Bello, Monroe County Executive; Shawn Burr, Executive Director - Rochester Housing Authority; Park Square residents; Conifer executives; as well as representatives from Pathstone and LeChase Construction.

“Today is a celebration of what is possible when public and private partners share a commitment to preserving affordability, strengthening neighborhoods, and creating homes where residents can thrive,” said **Michael Birkby, VP operations development + acquisition, Conifer Realty**. “Park Square II protects 200 existing affordable homes, returns 40 new family apartments, and ensures longtime residents remain part of the future of downtown Rochester. This community reflects Conifer’s belief that revitalization must include everyone.”

Rochester Mayor, Malik D. Evans commented, “Park Square II is a perfect example of what can happen when government, private partners, and the community work together. By preserving affordable homes and building new ones for families in our fastest-growing neighborhood, we are making sure downtown Rochester remains a place where longtime residents can stay, grow, and thrive, and where new residents are welcome. This development represents opportunity, stability, and belonging for the people of Rochester.”

New York State Homes and Community Renewal Commissioner RuthAnne Visnauskas said, “Preserving affordable apartments ensures longtime residents can remain in their homes and neighborhoods, while also creating opportunities for new residents to benefit from these types of major investments. Thanks to the efforts of Governor Hochul, Conifer Realty, the city of Rochester, and all of our state and local partners, the 240 affordable homes that Park Square II brings boosts the ongoing revitalization efforts in the city. The Inner Loop will continue to prosper by reconnecting the downtown area as the community grows.”

Park Square II includes the comprehensive rehabilitation of the 21-story Tower at Park Square, formerly known as Midtown Manor, and the construction of a new four-story building. The Tower includes studio and one-bedroom apartments, while the new building provides 40 two-bedroom homes designed to support families and restore apartments previously lost during earlier phases of redevelopment.

The community serves households earning between 50% and 60% of the Area Median Income. The Tower has been awarded 150 project-based vouchers, including 120 from New York State Homes and Community Renewal and 30 from the Rochester Housing Authority, helping deepen affordability for residents with limited or fixed incomes.

Park Square II modernizes a critical affordable housing asset while enhancing comfort, accessibility, and resident experience. Improvements include new plumbing, windows, finishes, Energy Star appliances, and energy-efficient heat pump systems that provide heating and air conditioning. The Tower's first floor has been reconfigured to include onsite management offices, an improved community area with a kitchenette, accessible laundry facilities, updated mail and package rooms, and outdoor seating areas. The new building includes a community room, laundry facilities, and a landscaped outdoor courtyard.

An on-site Resident Services Coordinator connects households with supportive services that may include case management, transportation assistance, meal services, childcare resources, employment and education programs, counseling, and health-related supports. These services are designed to promote housing stability, independence, and long-term resident success.

The development was made possible through a layered public-private financing structure, including support from New York State Housing Finance Agency tax-exempt bonds, New York State Housing Finance Agency Multifamily Preservation and New Construction Program funds, City of Rochester ARPA funding, Red Stone Equity Partners tax credit equity, and Conifer Realty deferred developer fee. Construction

period credit enhancement was provided by M&T Bank. KeyBank provided an acquisition bridge loan prior to the construction loan closing.

The Park Square campus redevelopment demonstrates Conifer's continued commitment to creating affordable homes that support vibrant, sustainable communities. Park Square II strengthens downtown Rochester by preserving affordability in a high-demand neighborhood, improving quality of life for residents, and ensuring that community reinvestment benefits the people who have long called the area home.

For more information about Park Square II or to inquire about availability, please visit www.coniferllc.com.

About Conifer Realty LLC

For more than 50 years, Conifer Realty, LLC has been a trusted leader in creating affordable homes and stronger communities. Founded in 1975, Conifer develops, builds, owns, and manages apartment communities where people can put down roots and look ahead with confidence. Today, Conifer owns and manages more than 15,000 apartment homes across more than 200 communities along the Eastern Seaboard, with plans to grow in the Northeast and Southeast as the need for attainable housing continues to rise. Through every community it serves, Conifer remains focused on getting affordable housing right and creating places where residents can live, grow, and thrive.

Visit www.coniferllc.com or find us on [LinkedIn](#) for more information.

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