



For Immediate Release: April 16, 2020

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TOWN OF IRONDEQUOIT & PATHSTONE ANNOUNCE THAT IRONDEQUOIT COMMUNITY WILL BE TASKED WITH NAMING NEW SENIOR APARTMENT DEVELOPMENT AT SKYVIEW ON THE RIDGE

The largest community development project in Irondequoit in over a generation will be named by the people of Irondequoit, under a process announced today by the Town of Irondequoit and PathStone.

The redevelopment of the former Sears store at Skyview on the Ridge into a 157-unit senior living community is the most comprehensive redevelopment project, to date, at the former Irondequoit Mall. It will not only build upon the already existing momentum at the property, but also work to provide much needed senior housing to allow Irondequoit residents to age in place, a strategic goal of the Town.

PathStone, recognizing the significance of the project, engaged with the Town about allowing the Irondequoit community to play a role in providing it a permanent identity. Residents of Irondequoit will be able to submit recommendations to name the development, along with an explanation and argument in support. A committee will then narrow down all submissions into a list of finalists, which will be voted on via an online poll. The winning name will be revealed at a ceremonial groundbreaking to be held at a future date.

PathStone will be providing the winner with \$500 in gift cards for various Irondequoit businesses.

“PathStone’s ability to envision an empty department store (former Sears) in a blighted mall as a thriving affordable housing community for seniors is at the core of what we do,” said Alex Castro, PathStone’s President and CEO. “I could not be more proud of our team and partners as we embark on revitalizing Irondequoit, NY and creating an invaluable resource for our seniors.”

“The transformation of the former Sears building into a senior living community is one of the most significant community development projects in Irondequoit’s history,” said Supervisor Dave Seeley. “It is only fitting that the people of Irondequoit should take some ownership

for something so important to our community. I thank PathStone for recognizing this and can't wait to see what I-Town recommends.”

Irondequoit residents interested in submitting a name recommendation should do so no later than 4:00PM on Friday, May 15th either via email to AHipolito@irondequoit.org or in writing to Supervisors' Office, 1280 Titus Ave, Rochester, NY 14617. **Both the Town and PathStone strongly encourage Irondequoit students to participate!**

Submissions should include:

- Recommended Project Name
- Explanation no longer than 200 words
- Name of Entrant
- Address
- Age
- Email address

As the finalists will be not be linked to their author, contestants are strongly encouraged to not disclose publicly their submission.

The initial screening committee will narrow down submissions to no more than five (5) finalists. That screening committee will include: A Town Board member, an Irondequoit resident under the age of 18, an Irondequoit resident over the age of 18, and two (2) Representatives from PathStone.

Project Background

PathStone has commenced redevelopment of the former Sears Building at the former Irondequoit Mall, now known as Skyview on the Ridge. The \$44 million project would create 157-units of senior housing and encompass over 157,000 square feet. In addition to renovating the former department store, PathStone will also erect a new adjacent four-story structure. The project is expected to be completed in November 2021.

About PathStone:

PathStone is a Rochester, NY based non-profit community development and human services organization, that provides services to low-income families and economically distressed communities throughout New York, Pennsylvania, New Jersey, Ohio, Indiana, Virginia, Vermont, and Puerto Rico. It is a NeighborWorks America Chartered Organization and a certified Community Development Financial Institution (CDFI).

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PROJECT RENDERINGS

