



HCR's Clean Energy Initiative

Tailor Square:

Rochester's Historic Hickey Freeman Factory Becomes a Shining Example of Innovative Urban Renewal

HCR is working to put affordable housing projects on the path to meeting the goals of New York State's Climate Leadership and Community Protection Act, which mandates an 85% reduction in greenhouse gas emissions by 2050, compared to New York State's 1990 carbon emission levels.

Rochester's **Tailor Square** is a testament to innovative urban renewal. The project is putting \$2.8 million in Clean Energy Initiative funds, along with an array of local, state, and federal resources to work redeveloping the historic Hickey Freeman factory in Rochester into a vibrant mixed-use senior community featuring 134 affordable apartments, with one-third set aside for seniors in need of supportive services.

IMPACT

Tailor Square's holistic approach to sustainability, which includes critical envelope improvements, whole building electrification, and renewable energy integration, is poised to yield significant long-term cost savings.

SCOPE OF WORK

The project's historical significance as the long-time home of the Hickey Freeman men's apparel company adds a layer of complexity to its redevelopment. While 77,000 square feet will be retained by Hickey Freeman for manufacturing space, the remainder is being transformed into affordable homes, all while adhering to state and federal historic preservation standards.

CEI funding facilitated a bold shift from central gas to electric systems by embracing ground source heat pumps for space conditioning and domestic hot water, freeing up space for solar panels.



| Upgrades Enabled by CEI | | |
|--|---|---|
| Building Detail | Original Plans | CEI-enabled Scope |
| Heating, Cooling, & Domestic Hot Water | Natural Gas Central Boiler | Ground Source Heat Pump* |
| Building Envelope | Foam insulation only to be added under windows; roof insulation of R-30 | Foam insulation on entire exterior wall; roof insulation improved to R-49 |
| Windows | U-value of 0.35 | U-value of 0.30 |
| Ventilation | No ERV planned | ERV added to each unit |
| Renewables | None Planned | Solar to offset on-site energy costs |

*Selected scope item as geothermal frees up roof space to take advantage of solar for additional renewable energy.

LESSONS LEARNED

Taylor Square stands as a pioneering example of adaptive reuse, achieving ambitious decarbonization goals while navigating regulatory hurdles and financing complexities. It sets a benchmark for future urban renewal projects in New York, demonstrating the viability of sustainable, mixed-income housing models that prioritize both environmental stewardship and community affordability.



Scan this QR Code to learn more about the HCR Clean Energy Initiative Program