

\$7.5M Webster project eyes year-end finish

The first of 43 units at Carriages at Cedar Rock set to open next month

By **ANDREA DECKERT**

The first residences at the Carriages at Cedar Rock, a \$7.5 million development in Webster, are scheduled to be finished in early October. The entire project is targeted for completion by year-end.

Located on Hatch Road, the 43-unit upscale townhome community is being developed by Landers Management LLC.

Peter Landers, the firm's managing member, said his focus is on creating high-quality local housing options at competitive prices.

The complex consists of 10 townhouse buildings on nearly nine acres. The units have first floor master bedrooms.

Units are available with either one or two bedrooms. Monthly rents at the Carriages range from \$1,325 to \$1,625. Rents include amenities such as refuse, snow removal and landscaping. Utilities are not included.

Landers said he already has received interest for the site.

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He has owned and operated a residential real estate portfolio in the greater Rochester area since 1979. A former Eastman Kodak Co. engineer and a graduate of the University of Rochester, Landers is originally from northern New Jersey.

He started his real estate dealings in the Monroe Avenue area, owning two- and three-unit houses. The business has since grown. Landers developed Webster's North Ponds Village and has townhome and apartment communities throughout Monroe County, including in Rochester, Gates, Henrietta and Webster.

The business also has commercial holdings, including Lac DeVille Medical Office in Brighton and Ridgewood Office Park in Webster.

Landers employs eight people at his firm. His wife, Kathy, helps run the business, focusing on leasing and management matters.

Working with Landers on the Carriages project is R-J Taylor General Contractors Inc., which does business as Taylor, the Builders. The two have partnered on several projects over the years, including the \$15 million Legends at North Ponds development.

The Legends at North Ponds is a 114-unit independent senior apartment complex that opened last summer. The three-building complex has been well-received, and Landers said he believes it fills a niche in market-rate senior housing.

Landers said he is able to offer competitive prices while keeping a focus on quality finishes. The apartments at the Legends, for example, have nine-foot ceilings. Residents also have the option of adding garages.

Landers said the Legends location—which backs up to North Ponds Park—was a draw for him.

"It's a great site to take a risk as a developer," he said. "You can't replace this location."

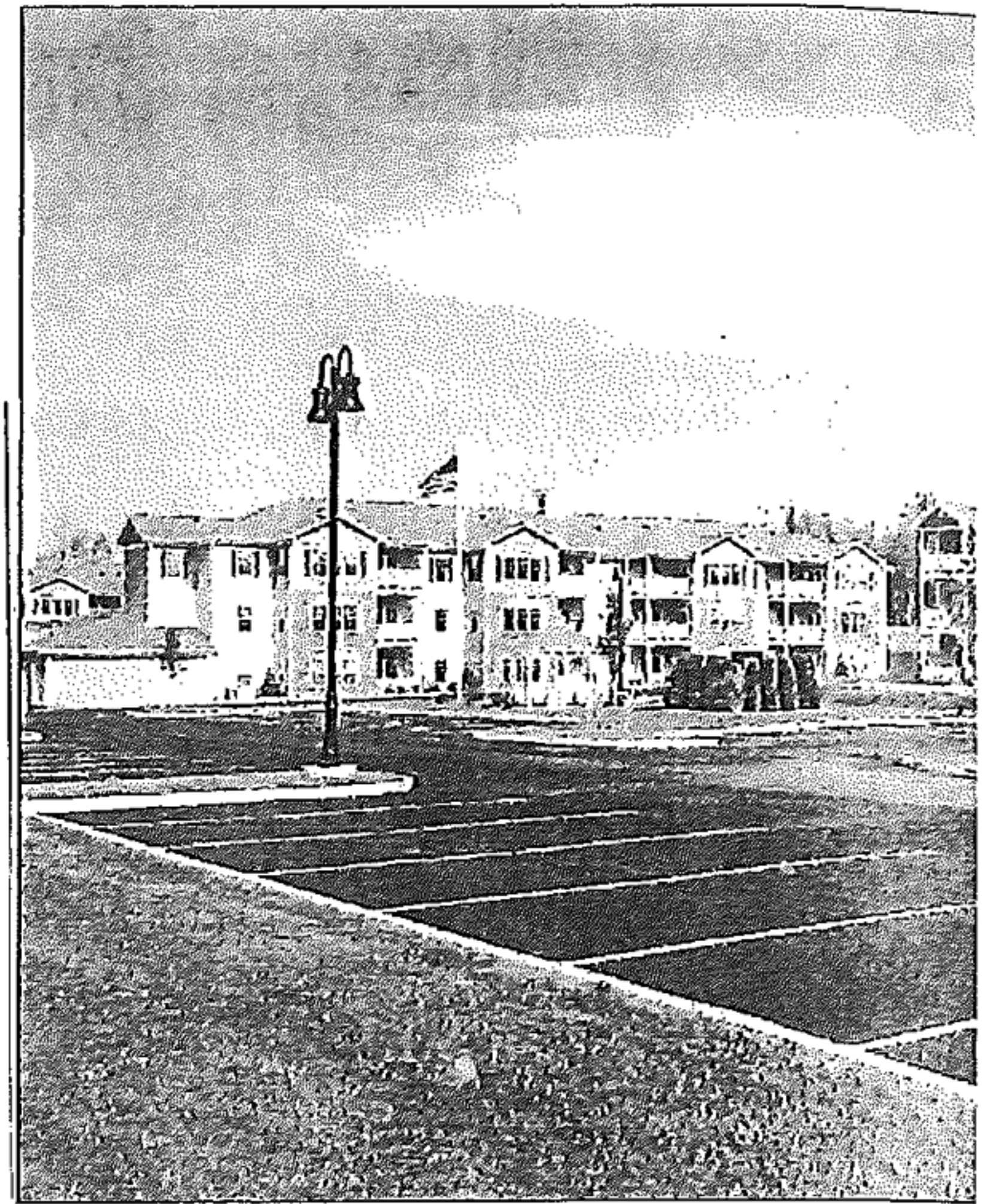
Landers plans to use the Legends as a model for other senior communities he would like to develop in the area.

Taylor president Karl Schuler said Landers excels at finding prime locations and building high-quality projects.

The two companies are also partnering on a 151-unit senior citizen apartment complex, with retail, slated to be built on Whitney Road in Perinton. The companies are going through the approvals process and hope to break ground in the spring.

"We are committed to build in an area we care about," Landers said. "We are in it for the long run."

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The Carriages at Cedar Rock has 10 townhouse