

QUANTUM LEAPS AI

Landscaping & Outdoor-Living Opportunity Intelligence Report

Greater Rochester & Finger Lakes, New York

RESEARCH	VERIFY	ANALYZE	PRIORITIZE	STRATEGIZE
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ILLUSTRATIVE PUBLIC SAMPLE

Hypothetical Client: Regional Commercial Landscaping & Outdoor-Living Contractor

PUBLIC-SAMPLE DISCLOSURE

This report was prepared for a hypothetical client. Market intelligence, organizations, projects, events and opportunity signals are derived from publicly available information. Organizations mentioned have not necessarily expressed interest in the services or partnerships discussed. No client relationship, affiliation, sponsorship or endorsement is implied. Opportunity scores are prioritization tools, not probabilities of winning.

Research current through August 12, 2026. | Research -> Verify -> Analyze -> Prioritize -> Strategize

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Executive Summary

The strongest finding: the Rochester/Finger Lakes market contains a dense cluster of project-specific landscaping signals that become visible in planning-board records, subdivision approvals, public works, construction milestones and redevelopment notices long before they appear in a conventional “landscaping lead list.”

This sample retains 25 opportunities. The five highest-priority uses of immediate selling time are Seneca Park Zoo’s active Tropical Exhibit/Main Entry Plaza bid, Lehigh Place Apartments, Woods at Valentown Sections 2-4, Nova Rise Subdivision and the Gullace condominium project. The common thread is timing: each has a current 2026 trigger and a plausible exterior/site-work buying path.

A major territory pattern is Victor. The Town’s July 2026 major-project list shows simultaneous townhome, apartment, hotel and subdivision activity, including projects still in public review and others under construction. [S1]

Webster is a selective market. Its temporary development moratorium runs through the end of 2026 for several categories, making already-approved or exempt projects more valuable than raw undeveloped parcels. [S8]

Public work requires discipline. The Seneca Park Zoo opportunity is a live County bid, while City public-work opportunities require attention to New York contractor registration and prevailing-wage requirements. [S11][S19]

Top 10 Opportunity Snapshot

Rank	Opportunity	Location	Trigger	Timing	Score	Confidence
1	Seneca Park Zoo Tropical Exhibit & Main Entry Plaza Phase 2	Rochester	Live County bid; opening Sept. 3, 2026	Now	98	High
2	Lehigh Place Apartments	Victor	Three 4-story buildings, 52 units each; public hearing June 24, 2026	0-12 mo	96	High
3	Woods at Valentown Sections 2-4	Victor	71 townhomes + 100-unit apartment building; preliminary subdivision approved Apr. 28, 2026	0-12 mo	95	High
4	Nova Rise Subdivision	Victor	74 single-family lots; preliminary application May 6 and hearing June 9, 2026	0-18 mo	94	High
5	Gullace 62-Condo Development	Victor	62 for-sale condos; 2026 site-plan activity; utility plan approved Feb. 24	0-18 mo	92	High
6	Highline Park	Victor	26 townhouses + 120 apartments;	Now-12 mo	91	High

Rank	Opportunity	Location	Trigger	Timing	Score	Confidence
			under construction			
7	Bull's Head Street Improvements	Rochester	Construction began Mar. 2026 on \$17.9M public-realm project with sidewalks, lighting and streetscape features	Now / future phases	91	High
8	Waterview Apartments Phase 3	Webster	Planning approval Apr. 7, 2026; variances active Aug. 2026; 56 units + community center in prior plan	0-12 mo	90	High
9	Element by Westin at Eastview Mall	Victor	123-room hotel; conditioned negative declaration Jan. 2026	3-18 mo	90	High
10	Stone Brook Subdivision	Victor	85 single-family lots; section under construction; Woodstone Custom Homes identified	Now-18 mo	89	High

How to Read the Intelligence

VERIFIED FACT: Directly supported by a cited public record or authoritative source.

STRONG INDICATION: Multiple verified facts point to a commercially meaningful condition.

STRATEGIC INFERENCE: A sales hypothesis based on the evidence; not a statement of buyer intent.

UNKNOWN: A commercially important point that must be verified before outreach or pricing.

Scoring: Strength of Trigger 25 + Service Fit 20 + Timing 15 + Potential Value 15 + Decision-Maker Visibility 10 + Competitive Accessibility 5 + Evidence Quality 10 = 100. The score ranks selling priority; it is not a win probability.

Territory Opportunity Landscape

Victor development corridor: Victor's official project list contains multiple active/under-construction subdivisions plus 2026 multifamily and hotel review activity. This creates both direct project opportunities and repeatable builder/developer channels. [S1]

Webster: approved-project advantage: Because a moratorium affects several new-development categories through the end of 2026, projects already approved, extended or otherwise moving through boards deserve disproportionate attention. [S8]

Rochester public realm + redevelopment: Bull's Head, ROC the Riverway, Lightfoot R-Center, High Falls and riverfront redevelopment create a pipeline of public-site, streetscape and follow-on private development work. [S12][S15][S16][S17]

Builder/GC leverage: An 85-lot subdivision or 171-unit mixed residential project is strategically more valuable than dozens of isolated homeowner leads because one builder/GC relationship can repeat across phases and future developments.

Master Opportunity Pipeline - 25 Qualified Opportunities

#	Opportunity	Location / Type	Verified Trigger	Plausible Service Fit	Timing	Score	Confidence	Next Action
1	Seneca Park Zoo Tropical Exhibit & Main Entry Plaza Phase 2	Rochester / Public / zoo	Live County bid; opening Sept. 3, 2026 [S11]	Plaza/exhibit site work; verify landscape/hardscape divisions in bid package	Now	98	High	Download package immediately; verify landscape divisions, bid path and subcontracting rules.
2	Lehigh Place Apartments	Victor / Multifamily	Three 4-story buildings, 52 units each; public hearing June 24, 2026 [S1,S4]	Landscape installation, amenities, drainage/site finish, future maintenance	0-12 mo	96	High	Identify project/GC team and ask when landscape package moves from design to bid.
3	Woods at Valentown Sections 2-4	Victor / Townhome + multifamily	71 townhomes + 100-unit apartment building; preliminary subdivision approved Apr. 28, 2026 [S1,S3]	Large common-area landscape, clubhouse/amenity areas, screening, long-term maintenance	0-12 mo	95	High	Obtain current plan set; map landscape scope and procurement path.
4	Nova Rise Subdivision	Victor / Residential subdivision	74 single-family lots; preliminary application May 6 and hearing June 9, 2026 [S1]	Builder-level lawn/planting/hardscape packages; common/open-space work	0-18 mo	94	High	Identify applicant/builder and position for model-home, lot and common-area packages.
5	Gullace 62-Condo Development	Victor / Condominium	62 for-sale condos; 2026 site-plan activity; utility plan approved Feb. 24 [S1]	Common-area landscaping, entries, buffers, drainage, HOA maintenance	0-18 mo	92	High	Track full site-plan approval; engage before vertical construction locks subcontractors.

#	Opportunity	Location / Type	Verified Trigger	Plausible Service Fit	Timing	Score	Confidence	Next Action
6	Highline Park	Victor / Rental residential	26 townhouses + 120 apartments; under construction [S1,S5]	Site finish, common amenities, punch-list landscape and recurring maintenance	Now-12 mo	91	High	Determine current construction phase and whether landscape package is awarded; pursue maintenance handoff if install is closed.
7	Bull's Head Street Improvements	Rochester / Public streetscape	Construction began Mar. 2026 on \$17.9M public-realm project with sidewalks, lighting and streetscape features [S12]	Streetscape/ planting subcontract, restoration, future adjacent redevelopment	Now / future phases	91	High	Verify prime contractor and remaining landscape scope; also monitor follow-on redevelopment parcels.
8	Waterview Apartments Phase 3	Webster / Multifamily	Planning approval Apr. 7, 2026; variances active Aug. 2026; 56 units + community center in prior plan [S8,S9]	Common-area landscape, community-center exterior, drainage, maintenance	0-12 mo	90	High	Use August variance activity as trigger; verify start date and landscape award status.
9	Element by Westin at Eastview Mall	Victor / Hotel	123-room hotel; conditioned negative declaration Jan. 2026 [S1,S7]	Hotel entry landscape, screening, outdoor amenity/pool surroundings, ongoing grounds	3-18 mo	90	High	Track final approvals and construction start; ask when exterior/site package will bid.
10	Stone Brook Subdivision	Victor / Residential subdivision	85 single-family lots; section under construction; Woodstone Custom Homes identified [S1,S6]	Repeat lot landscaping, patios/hardscape, model homes, drainage/site finish	Now-18 mo	89	High	Pitch repeatable per-home package and homeowner upgrade handoff, not one-off residential leads.
11	Timberview Subdivision	Victor / Residential subdivision	10 homes on 81.5 acres; sketch plan accepted June 24, 2026 [S1]	Early-stage landscape planning, high-value residential, drainage and hardscape potential	6-24 mo	88	Med-High	Get plan set and identify developer before preliminary design is finalized.

#	Opportunity	Location / Type	Verified Trigger	Plausible Service Fit	Timing	Score	Confidence	Next Action
12	Aberdeen Estates Phase 3	Webster / Residential subdivision	36 single-family lots; approved Mar. 3, 2026; extension approved Aug. 4 [S8,S9]	Repeat new-home landscaping and common/site work	0-18 mo	88	High	Confirm construction sequencing and whether landscaping is builder-selected or homeowner-selected.
13	High Falls State Park	Rochester / Public park	40-acre state park in progress; phased construction expected to begin late 2026 [S15]	Large-scale landscape/site restoration, planting, trail/public realm packages	6-24 mo	86	High	Monitor bid packages and prequalification; position for landscape/site restoration subcontracting.
14	Bluestone Trail Subdivision	Victor / Townhome subdivision	59 for-sale townhome lots; 74% open space; under construction [S1]	Common open-space landscape, unit landscaping, HOA maintenance	Now-12 mo	86	High	Verify package status; if install awarded, pursue HOA maintenance and unit upgrade work.
15	Webster Union Cemetery Expansion	Webster / Institutional / cemetery	1,740 graves plus associated road approved June 2, 2026 [S8]	Grading, turf establishment, trees/plantings, long-term grounds support	Now-18 mo	84	High	Request site-development plans and determine whether landscape/restoration is separate or within civil package.
16	Lightfoot R-Center Site Improvements	Rochester / Public recreation	Design RFP issued Jan. 2026; construction anticipated summer 2027 [S16]	Landscape/site improvements, accessibility, recreation-site upgrades	9-24 mo	84	High	Monitor design completion and bid issuance; build relationship before construction procurement.
17	120 East Main Mixed-Use	Rochester / Hotel + apartments	133 hotel rooms + 161 apartments; ~\$61M project expected complete 2027 [S14]	Entry/site landscape, urban planters, amenity areas, ongoing maintenance	0-18 mo	84	High	Identify current construction phase and exterior package; pursue hotel/apartment maintenance handoff.
18	Dinks and	Webster /	~39,100-SF	Outdoor	3-18 mo	83	Med-High	Monitor

#	Opportunity	Location / Type	Verified Trigger	Plausible Service Fit	Timing	Score	Confidence	Next Action
	Links	Commercial recreation	indoor/outdoor or recreation proposal; application tabled June 2, 2026 after SEQR lead-agency step [S8,S9]	recreation landscape, screening, patios/guest areas				reactivation; early outreach is appropriate but do not treat as approved.
19	125 Charlotte Street Townhomes	Rochester / Urban residential	Hinge Neighbors selected for 11 townhomes; sale contingent on Council approval [S13]	Townhome landscape, accessible entries, small-site hardscape, maintenance	6-18 mo	83	High	Track Council approval; approach development team before construction documents close.
20	151 Mt. Hope Avenue Redevelopment	Rochester / Future mixed-use / waterfront	City sought developer for 1.88-acre waterfront site; proposals due Apr. 13, 2026 [S17]	Future riverfront landscape, streetscape, mixed-use outdoor amenity work	12-24+ mo	81	High	Monitor developer selection; treat as strategic early-warning opportunity, not current bid.
21	Cobblestone Place Phase 2	Webster / Residential	Final site plan/subdivision on extension approved Aug. 4, 2026 through Aug. 4, 2027 [S8]	Common landscape and unit packages	3-18 mo	80	High	Extension is a fresh timing signal; obtain plan set and identify construction start.
22	Southgate Hills Phase 2	Victor / Residential subdivision	15 clustered lots with 50% open space; under construction [S1]	Lot landscaping, common/open-space establishment, drainage/site finish	Now-12 mo	76	High	Qualify remaining unsold/unbuilt lots and common-area maintenance handoff.
23	7-Brew Webster	Webster / Commercial	Final site plan approved July 7, 2026; board specifically required relocating birch trees on landscape plan [S10]	Small commercial landscape installation / correction / maintenance	Now	76	High	Verify whether landscape package is already assigned; useful proof of how plan review exposes exact landscape details.
24	Sienna Reserve	Webster / Residential subdivision	10 single-family lots; one-year site-plan extension	Lot packages and small common-area work	3-18 mo	75	Med-High	Treat extension as timing trigger; verify construction

#	Opportunity	Location / Type	Verified Trigger	Plausible Service Fit	Timing	Score	Confidence	Next Action
			approved July 7, 2026 [S8]					start before committing sales time.
25	True North / DePaul Properties	Rochester / Supportive housing	70-unit development scheduled to open summer 2026 [S18]	Landscape punch-list and recurring grounds maintenance more likely than core install	Now / maintenance	73	High	Do not chase install scope unless still open; focus on turnover, warranty, enhancement or maintenance.

Top 10 Detailed Opportunity Analyses

1. Seneca Park Zoo Tropical Exhibit & Main Entry Plaza Phase 2 - Score 98 / High Confidence

Why it ranks highly: This is the clearest time-sensitive public opportunity in the sample because Monroe County has an active bid with a fixed September 3, 2026 opening date. The project title itself includes a main entry plaza, but the exact landscape/hardscape divisions must be verified in the bid documents before assuming scope.

VERIFIED FACT: Monroe County lists BP#0601-26, “Seneca Park Zoo Tropical Exhibit and Main Entry Plaza Phase 2,” with an opening date of Sept. 3, 2026, a sole purchasing contact, and a July 16 pre-bid meeting at the LeChase field office at the zoo. [S11]

STRATEGIC INFERENCE: A zoo exhibit and entry-plaza project is highly compatible with landscape, planting, hardscape, restoration and public-realm scope, but those divisions are not proven by the title alone.

UNKNOWN: Exact landscape specification, bid package structure, whether work is bid directly or through primes, bonding requirements, and whether a landscape subcontractor can still enter through a GC.

Likely buying path: Monroe County Purchasing is the formal contact path. Prime contractors/CM and specialty subcontract paths must be identified from the bid package; procurement rules control communications.

Recommended first action: Download package immediately; verify landscape divisions, bid path and subcontracting rules.

Research-informed opening: “We are reviewing BP#0601-26 and want to confirm the landscape/hardscape scope, bid division and subcontracting path before committing estimating time.”

2. Lehigh Place Apartments - Score 96 / High Confidence

Why it ranks highly: A 156-unit apartment program with associated amenities is in active 2026 review, which is early enough that exterior packages may still be influenceable.

VERIFIED FACT: Victor’s project list shows three four-story apartment buildings with 52 units each and public hearings on Oct. 30, 2025 and June 24, 2026. A prior Town notice identifies Auburn Trail Properties LLC as the rezoning applicant for the 14.2-acre apartment parcel. [S1][S4]

STRATEGIC INFERENCE: The scale and “associated amenities” make landscaping, drainage, screening, hardscape and later recurring maintenance commercially plausible.

UNKNOWN: Final approval status after June 24, GC, landscape architect, bid date, package status and maintenance operator.

Likely buying path: Developer first; then GC/design team.

Recommended first action: Identify project/GC team and ask when landscape package moves from design to bid.

Research-informed opening: “The June hearing shows the 156-unit Lehigh Place program is still moving through active review. We’d like to understand when the site/landscape package moves from design into pricing and whether that scope will sit with the GC or owner.”

3. Woods at Valentown Sections 2-4 - Score 95 / High Confidence

Why it ranks highly: The project combines 71 for-sale townhomes and a 100-unit apartment building, and Victor’s zoning framework explicitly references landscaping requirements for the Woods at Valentown PDD.

VERIFIED FACT: Preliminary subdivision approval for Sections 2-4 was granted Apr. 28, 2026. The project includes 71 townhomes and one 100-unit apartment building. Victor zoning materials for Woods at Valentown reference landscaping requirements and common elements such as a clubhouse. [S1][S3]

STRATEGIC INFERENCE: This creates potential installation work plus a recurring-maintenance account after turnover.

UNKNOWN: Landscape contractor, GC, construction start, phase sequencing and whether Section 1/2-4 use the same contractors.

Likely buying path: Owner/developer, GC and eventually property/HOA management.

Recommended first action: Obtain current plan set; map landscape scope and procurement path.

Research-informed opening: “With Sections 2-4 now through preliminary subdivision approval, we’re trying to identify the point at which common-area landscape, townhouse packages and the apartment-site work will be bought. Has that scope been assigned yet?”

4. Nova Rise Subdivision - Score 94 / High Confidence

Why it ranks highly: Nova Rise is a large 74-lot subdivision with a 2026 preliminary filing and June hearing—an upstream signal, before most homes are built.

VERIFIED FACT: Victor lists 158.2 acres, 74 single-family lots, a preliminary application dated May 6, 2026 and public hearing June 9, 2026. [S1]

STRATEGIC INFERENCE: A contractor could pursue developer common-area work and/or a repeatable builder package rather than 74 separate homeowner leads.

UNKNOWN: Applicant identity, builders, phase schedule, HOA/open-space responsibilities and landscape standards.

Likely buying path: Developer/civil team first, then builders.

Recommended first action: Identify applicant/builder and position for model-home, lot and common-area packages.

Research-informed opening: “The Nova Rise filing is early enough that the repeatable site and lot landscaping model may not be locked. Who is setting the landscape standards and builder package for the subdivision?”

5. Gullace 62-Condo Development - Score 92 / High Confidence

Why it ranks highly: The condo project re-entered active review in 2026, and only the utility plan has been approved—meaning the full development path is not yet closed.

VERIFIED FACT: Victor lists 62 for-sale condominiums, a Jan. 20, 2026 site-plan application, Feb. 24 hearing and approval limited to the utility plan. [S1]

STRATEGIC INFERENCE: Common entries, buffers, drainage, planting and HOA maintenance could be significant if the development proceeds.

UNKNOWN: Full site-plan status, developer/GC timeline and landscape package award.

Likely buying path: Owner/developer and future GC.

Recommended first action: Track full site-plan approval; engage before vertical construction locks subcontractors.

Research-informed opening: “The 2026 application appears to have utility-plan approval but not a completed full-site approval. We’d like to understand the remaining exterior/site design and when landscape pricing becomes relevant.”

6. Highline Park - Score 91 / High Confidence

Why it ranks highly: Highline is already under construction, so the sales question is not whether the project exists but whether landscape/site-finish scope remains open—or whether the better opportunity is maintenance turnover.

VERIFIED FACT: Victor lists 26 townhouses and 120 apartments, a pre-construction meeting in Oct. 2024, permits being issued and the project under construction. The original PDD application was made by Morrell Builders. [S1][S5]

STRATEGIC INFERENCE: Late-stage landscape installation, punch-list, unit upgrades and recurring grounds maintenance are plausible.

UNKNOWN: Current phase, incumbent landscaper, property manager and turnover timing.

Likely buying path: Morrell/project superintendent now; property manager later.

Recommended first action: Determine current construction phase and whether landscape package is awarded; pursue maintenance handoff if install is closed.

Research-informed opening: “We’re not assuming the install package is still open. We’re trying to determine whether Highline is in landscape/site-finish, punch-list or maintenance-transition mode and where an outside contractor could still add value.”

7. Bull’s Head Street Improvements - Score 91 / High Confidence

Why it ranks highly: The City has already broken ground on a \$17.9M public-realm project whose scope explicitly includes streetscape features, while the 12-acre district is intended to catalyze later redevelopment.

VERIFIED FACT: Rochester announced construction start Mar. 24, 2026. The project upgrades streets, sidewalks, lighting and streetscape features and is part of a 12-acre redevelopment area. [S12]

STRATEGIC INFERENCE: Direct landscape subcontract scope may be limited or already awarded, but restoration/planting and future adjacent development create both current and follow-on intelligence.

UNKNOWN: Prime contractor, remaining landscape division, subcontract status and future parcel schedules.

Likely buying path: City/prime contractor for current work; future developers for adjacent parcels.

Recommended first action: Verify prime contractor and remaining landscape scope; also monitor follow-on redevelopment parcels.

Research-informed opening: “We’re tracking Bull’s Head as both an active streetscape job and a feeder for the next redevelopment packages. Who holds the remaining landscape/restoration scope, and which follow-on parcels are moving first?”

8. Waterview Apartments Phase 3 - Score 90 / High Confidence

Why it ranks highly: Waterview has fresh 2026 approval/variance activity, which is a better timing signal than an old approval sitting dormant.

VERIFIED FACT: Webster’s current project page shows Planning Board approval Apr. 7, 2026 and variance consideration continuing into Aug. 2026. The prior agenda describes Phase 3 as six two-story townhouse-style buildings totaling 56 units plus a community center and names Legacy Development Co. [S8][S9]

STRATEGIC INFERENCE: Common-area landscaping, community-center exterior work and later recurring maintenance are natural fit areas.

UNKNOWN: Construction start, GC, package status and moratorium implications.

Likely buying path: Legacy Development / GC / property manager.

Recommended first action: Use August variance activity as trigger; verify start date and landscape award status.

Research-informed opening: “The project is still generating 2026 board activity. Has Phase 3 moved into a construction schedule, and is the landscape/common-area package already committed?”

9. Element by Westin at Eastview Mall - Score 90 / High Confidence

Why it ranks highly: A 123-room hotel can produce both installation and recurring maintenance value, and the project received a formal environmental determination in January 2026.

VERIFIED FACT: NYSDEC reports a conditioned negative declaration for a four-story, 123-room Element by Westin on about 3.3 acres of Eastview Mall parking area. Victor’s project list shows the same project. [S1][S7]

STRATEGIC INFERENCE: Entry landscape, screening, pool/outdoor amenity areas and hotel grounds are plausible scopes; exact plans must be reviewed.

UNKNOWN: Final site-plan approval, construction start, GC, landscape architect and any easement/litigation effect on schedule.

Likely buying path: Eastview Hospitality Group / Eastview Mall / GC.

Recommended first action: Track final approvals and construction start; ask when exterior/site package will bid.

Research-informed opening: “The January environmental milestone suggests the hotel is still advancing. We’d like to understand whether the exterior landscape/site package has reached pricing and who controls that scope.”

10. Stone Brook Subdivision - Score 89 / High Confidence

Why it ranks highly: Stone Brook is not a one-home lead; it is an 85-lot builder channel with verified construction activity and an identified homebuilder.

VERIFIED FACT: Victor lists an 85-lot subdivision with Section 1 approved and construction underway. Town records identify Woodstone Custom Homes in connection with Stone Brook. [S1][S6]

STRATEGIC INFERENCE: The highest-value sales model is repeatable per-home landscaping/hardscape, model-home presentation and homeowner upgrade referrals.

UNKNOWN: Existing landscaper relationships, lots remaining, standard allowances and homeowner upgrade process.

Likely buying path: Woodstone Custom Homes / construction management / individual buyers for upgrades.

Recommended first action: Pitch repeatable per-home package and homeowner upgrade handoff, not one-off residential leads.

Research-informed opening: “Rather than quote isolated homeowners, we’d like to understand Stone Brook’s standard exterior package and whether there is room for a repeatable landscape/hardscape program across remaining builds.”

Top 5 - Why Spend Scarce Selling Time Here?

Seneca Park Zoo: There is a dated live bid and a formal procurement path. This is not “prospecting”; it is immediate qualification of actual project scope.

Lehigh Place: 156 apartments plus amenities are still in active 2026 review, creating a potential window before exterior packages are locked.

Woods at Valentown: 171 additional units plus explicit PDD landscaping requirements create scale, common-area work and future recurring maintenance potential.

Nova Rise: The 74-lot subdivision is still upstream. Winning a developer/builder relationship could convert into dozens of repeat packages rather than individual homeowner pursuits.

Gullace: The project has re-entered site-plan review and only utility-plan approval is documented, suggesting a useful early qualification window before full build-out.

Three Deep Opportunity Intelligence Briefs

A. Seneca Park Zoo Tropical Exhibit & Main Entry Plaza Phase 2

Snapshot: Monroe County is actively bidding BP#0601-26. The listing identifies a Sept. 3, 2026 opening date and a July 16 pre-bid meeting at the LeChase field office at the zoo. [S11]

What is happening: A real public construction package is in market now. The project title includes a tropical exhibit and main entry plaza. The exact landscape, planting, irrigation, hardscape, site-furnishing or restoration divisions must be confirmed in the documents.

Buying structure: Formal County procurement controls direct bid communication. Depending on package structure, a landscaping contractor may bid a prime division or work beneath a prime/CM. LeChase has a documented history of prior Seneca Park Zoo projects, but current contractual role should be verified rather than assumed. [S20]

Critical unknowns: Division numbers, bonding, certified payroll/prevaling wage obligations, MWBE/SDVOB goals if applicable, alternates, schedule, approved manufacturers and current bidder list.

Sales strategy: This is an estimating/qualification motion, not a cold-sales pitch: download documents, isolate exact exterior divisions, confirm eligibility, identify primes, and only then decide whether to bid direct or pursue a subcontract.

Do not say: Do not claim “the Zoo needs landscaping” without verifying the specs; do not bypass the sole-contact rules in the bid package.

B. Lehigh Place Apartments - Victor

Snapshot: Three four-story apartment buildings with 52 units each are proposed at 200 Victor Heights Parkway. Victor lists hearings as recently as June 24, 2026. Auburn Trail Properties LLC was identified in a prior rezoning notice. [S1][S4]

What is happening: The project remains within an active municipal review cycle rather than being an old dormant concept.

Plausible service opportunity: At this scale, potential categories include mass planting, screening, entry treatments, lawns, drainage finish, retaining/hardscape, amenity-area landscape and a maintenance turnover account. These are hypotheses until the plan set is reviewed.

Buyer map: Developer -> architect/civil/landscape design team -> GC -> landscape subcontractor. After completion, property management becomes a recurring-maintenance buyer.

Critical unknowns: Post-June approval status, final landscape plan, GC, construction start, bid sequence, maintenance operator and budget.

Sales strategy: Lead with schedule intelligence: “When does exterior/site scope move from design to bid, and who controls it?” Then offer estimating help around alternates/value engineering without pretending a need has been confirmed.

C. Woods at Valentown Sections 2-4 - Victor

Snapshot: The project adds 71 for-sale townhomes plus a 100-unit apartment building. Preliminary subdivision approval was granted Apr. 28, 2026. Victor zoning material for the Woods at Valentown PDD references landscaping requirements and common elements. [S1][S3]

Why this is strategically valuable: One relationship can touch common-area installation, townhouse phases, apartment grounds, clubhouse/amenity areas and later recurring maintenance.

Buying map: Owner/developer and GC are immediate targets; BME Associates appears in the PDD plan history and should be verified for current design role before outreach. Property/HOA management becomes relevant later. [S3]

Critical unknowns: Current GC, current plan issue date, landscape architect, phase start, incumbent landscape contractor and whether Section 1 purchasing relationships carry into Sections 2-4.

Sales strategy: First obtain the current plan set and identify package ownership. The correct message is not “we landscape apartments,” but “we saw the April approval and want to understand the procurement point for common-area and phase landscaping before it is committed.”

Long-term angle: If installation is already assigned, pursue enhancement/punch-list work and position for HOA/apartment grounds maintenance at turnover.

Repeat-Referral & Channel Opportunities

Channel	Why it matters	Who to approach
Woodstone Custom Homes	Verified connection to Stone Brook, an 85-lot Victor subdivision. A standardized landscape/hardscape package can repeat across homes and generate homeowner upgrades. [S6]	Builder/business-development or construction management
Morrell Builders	Verified applicant for Highline Park. The current project combines townhouses and apartments, creating installation and post-turnover grounds possibilities. [S5]	Project executive / superintendent / procurement

Channel	Why it matters	Who to approach
LeChase Construction	The County's zoo pre-bid location is a LeChase field office, and LeChase documents prior zoo partnership work. This makes LeChase a high-value GC/CM relationship to understand, even beyond one project. [S11][S20]	Estimating / project executive / subcontractor relations
Hinge Neighbors + PathStone team	Selected for 125 Charlotte with CJS Architects. Relationship value may extend beyond the 11-townhome site if the team pursues additional urban housing. [S13]	Developer / development consultant / architect
DePaul / Conifer / Community Preservation Partners	Rochester's 2026 State of the City identifies active housing projects involving these developers, demonstrating an ongoing regional multifamily pipeline. [S18]	Development / construction / property management

False Signals and Downgraded Opportunities

Signal	Why it looked good	What deeper research found	Correct status
Willow Rise Townhomes	A Victor development search surfaces it quickly.	Town records say all units are sold and completed. [S1]	Reject as active install opportunity; only homeowner/association aftermarket work remains.
True North	A 70-unit Rochester project is attractive at first glance.	The City said it would open in summer 2026. [S18]	Downgrade to punch-list/maintenance; core landscape install may already be complete.
Andrews Terrace	The \$330M renovation is very large.	Rochester says completion is expected later in 2026. [S18]	Large account, but timing is late for original landscape procurement; monitor maintenance/enhancement instead.
Webster 671 Willow Lane accessory building	An active planning page can look like a current project.	The application was withdrawn. [S8]	Reject.
Generic undeveloped Webster parcels	Webster is an active suburban market.	A temporary moratorium through end-2026 affects subdivisions over four parcels and multiple commercial districts. [S8]	Do not treat undeveloped sites as near-term leads without checking exemption/status.
7-Brew Webster	The plan contains a specific landscaping condition.	Final site-plan approval was already granted July 7, 2026. [S10]	Useful immediate verification target, but package may already be assigned; do not rank like an early-stage project.

30 / 60 / 90-Day Sales Strategy

Days 1-30 - Act on live and early-stage signals

Seneca Park Zoo bid package; Lehigh Place; Woods at Valentown; Nova Rise; Gullace; Element by Westin; Waterview. Objective: verify package status, GC/developer contacts, construction timing and incumbent landscape relationships. Do not send generic capability emails.

Days 31-60 - Convert construction activity into repeat relationships

Highline Park, Stone Brook, Aberdeen, Bluestone Trail, Timberview, 125 Charlotte and Dinks and Links. Objective: determine whether install is still accessible; if not, pivot to builder repeat packages, punch-list, homeowner upgrades or maintenance turnover.

Days 61-90 - Build the next-wave pipeline

High Falls State Park, Lightfoot R-Center, 151 Mt. Hope and other ROC the Riverway / redevelopment packages. Objective: create a monitoring calendar for design completion, RFP/bid issuance, developer selections and preconstruction milestones.

Monitoring Intelligence Model

Source	What to monitor	Cadence	Score-increasing event	Score-reducing event
Town of Victor major-project page	New hearings, approvals, permits, under-construction status	Biweekly	Final approval / preconstruction meeting / permits	Project dormant, completed or package awarded
Town of Webster Property Under Review	Approvals, extensions, moratorium effects, withdrawals	Biweekly	Extension or final approval with construction start	Withdrawal / moratorium blockage
Monroe County bid page	Zoo, parks, campus, facilities and civil packages	Weekly	New bid with landscape/site divisions	Bid closes / award already made
City of Rochester bids & project pages	Parks, streetscape, riverfront, redevelopment	Weekly	Construction bid or developer selection	Design-only period with no near-term procurement
Developer/GC project pages	Construction starts, project teams, subcontractor outreach	Monthly	GC named / subcontractor bid event	Incumbent landscape contractor confirmed with locked scope

Final Sales Action Sheet

Account	Why now	Who	First action	Opening angle	Timing
Seneca Park Zoo Tropical Exhibit & Main Entry Plaza Phase 2	Live County bid; opening Sept. 3, 2026	Monroe County Purchasing is the formal contact path. Prime contractors/CM and specialty subcontract paths must be identified from the bid package; procurement rules control communications.	Download package immediately; verify landscape divisions, bid path and subcontracting rules.	"We are reviewing BP#0601-26 and want to confirm the landscape/hardscape scope, bid division and subcontracting path before committing estimating time."	Now

Account	Why now	Who	First action	Opening angle	Timing
Lehigh Place Apartments	Three 4-story buildings, 52 units each; public hearing June 24, 2026	Developer first; then GC/design team.	Identify project/GC team and ask when landscape package moves from design to bid.	“The June hearing shows the 156-unit Lehigh Place program is still moving through active review. We’d like to understand when the site/landscape package moves from design into pricing and whether that scope will sit with the GC or owner.”	0-12 mo
Woods at Valentown Sections 2-4	71 townhomes + 100-unit apartment building; preliminary subdivision approved Apr. 28, 2026	Owner/developer, GC and eventually property/HOA management.	Obtain current plan set; map landscape scope and procurement path.	“With Sections 2-4 now through preliminary subdivision approval, we’re trying to identify the point at which common-area landscape, townhouse packages and the apartment-site work will be bought. Has that scope been assigned yet?”	0-12 mo
Nova Rise Subdivision	74 single-family lots; preliminary application May 6 and hearing June 9, 2026	Developer/civil team first, then builders.	Identify applicant/builder and position for model-home, lot and common-area packages.	“The Nova Rise filing is early enough that the repeatable site and lot landscaping model may not be locked. Who is setting the landscape standards and builder package for the subdivision?”	0-18 mo
Gullace 62-Condo Development	62 for-sale condos; 2026 site-plan activity; utility plan approved Feb. 24	Owner/developer and future GC.	Track full site-plan approval; engage before vertical construction locks subcontractors.	“The 2026 application appears to have utility-plan approval but not a completed full-site approval. We’d like to understand the remaining exterior/site design and when landscape pricing becomes relevant.”	0-18 mo
Highline Park	26 townhouses + 120 apartments; under construction	Morrell/project superintendent now; property manager later.	Determine current construction phase and whether landscape package is awarded; pursue maintenance handoff if install is closed.	“We’re not assuming the install package is still open. We’re trying to determine whether Highline is in landscape/site-finish, punch-list or maintenance-transition mode and where an outside contractor could still add value.”	Now-12 mo
Bull’s Head Street Improvements	Construction began Mar. 2026 on \$17.9M	City/prime contractor for current work;	Verify prime contractor and	“We’re tracking Bull’s Head as both an	Now / future phases

Account	Why now	Who	First action	Opening angle	Timing
	public-realm project with sidewalks, lighting and streetscape features	future developers for adjacent parcels.	remaining landscape scope; also monitor follow-on redevelopment parcels.	active streetscape job and a feeder for the next redevelopment packages. Who holds the remaining landscape/restoration scope, and which follow-on parcels are moving first?"	
Waterview Apartments Phase 3	Planning approval Apr. 7, 2026; variances active Aug. 2026; 56 units + community center in prior plan	Legacy Development / GC / property manager.	Use August variance activity as trigger; verify start date and landscape award status.	"The project is still generating 2026 board activity. Has Phase 3 moved into a construction schedule, and is the landscape/common-area package already committed?"	0-12 mo
Element by Westin at Eastview Mall	123-room hotel; conditioned negative declaration Jan. 2026	Eastview Hospitality Group / Eastview Mall / GC.	Track final approvals and construction start; ask when exterior/site package will bid.	"The January environmental milestone suggests the hotel is still advancing. We'd like to understand whether the exterior landscape/site package has reached pricing and who controls that scope."	3-18 mo
Stone Brook Subdivision	85 single-family lots; section under construction; Woodstone Custom Homes identified	Woodstone Custom Homes / construction management / individual buyers for upgrades.	Pitch repeatable per-home package and homeowner upgrade handoff, not one-off residential leads.	"Rather than quote isolated homeowners, we'd like to understand Stone Brook's standard exterior package and whether there is room for a repeatable landscape/hardscape program across remaining builds."	Now-18 mo

Methodology & Limitations

This report uses a signal-first method: project or event -> verification -> plausible landscaping need -> buying path -> timing -> evidence strength -> recommended sales action. It intentionally does not treat "business exists," "property sold," or "large employer" as sufficient opportunity evidence. Landscaping relevance is explicitly labeled as inference when the public record verifies a project but not the final landscape subcontract scope.

Public planning records change. A project can be tabled, modified, delayed, awarded or completed after the research cutoff. Before outreach, the salesperson should re-check the latest board record, bid status and plan issue. Public procurement communications must follow the solicitation rules, and contractors should independently confirm registration, prevailing-wage, bonding and insurance requirements.

Source Register

Primary and authoritative sources used in the report. Links are included for verification and future monitoring.

- [S1] Town of Victor - Town Planning Board Major Project Updates (updated July 6, 2026) - [Open source](#)
- [S2] Town of Victor - Woods at Valentown Section 1 public hearing notice, Jan. 2026 - [Open source](#)
- [S3] Town of Victor zoning - Woods at Valentown PDD / landscaping requirements - [Open source](#)
- [S4] Town of Victor - Lehigh Place Apartments public hearing / Auburn Trail Properties - [Open source](#)
- [S5] Town of Victor - Highline Park PDD / Morrell Builders - [Open source](#)
- [S6] Town of Victor - Stone Brook / Woodstone Custom Homes - [Open source](#)
- [S7] NYSDEC Environmental Notice Bulletin - Element by Westin at Eastview Mall, Jan. 21, 2026 - [Open source](#)
- [S8] Town of Webster - Property Under Review (current through Aug. 2026) - [Open source](#)
- [S9] Town of Webster - March 3, 2026 Planning Board agenda - [Open source](#)
- [S10] Town of Webster - July 7, 2026 Planning Board results (7-Brew landscape-plan condition) - [Open source](#)
- [S11] Monroe County - Public Bids with Specifications and Plans - [Open source](#)
- [S12] City of Rochester - Bull's Head Street Improvements groundbreaking, Mar. 24, 2026 - [Open source](#)
- [S13] City of Rochester - 125 Charlotte Street developer selection, Mar. 16, 2026 - [Open source](#)
- [S14] City of Rochester - 120 East Main / former Riverside Hotel redevelopment - [Open source](#)
- [S15] City of Rochester - ROC the Riverway project status - [Open source](#)
- [S16] City of Rochester - Lightfoot R-Center Site Improvements RFP - [Open source](#)
- [S17] City of Rochester - 151 Mt. Hope Avenue redevelopment RFP - [Open source](#)
- [S18] City of Rochester - 2026 State of the City (True North, Andrews Terrace, housing pipeline) - [Open source](#)
- [S19] City of Rochester - Contracts, Bids and RFPs / public-work registry notice - [Open source](#)
- [S20] LeChase - prior Seneca Park Zoo project partnership - [Open source](#)

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