



**BUILDING & MANAGING**  
*the* **FUTURE**

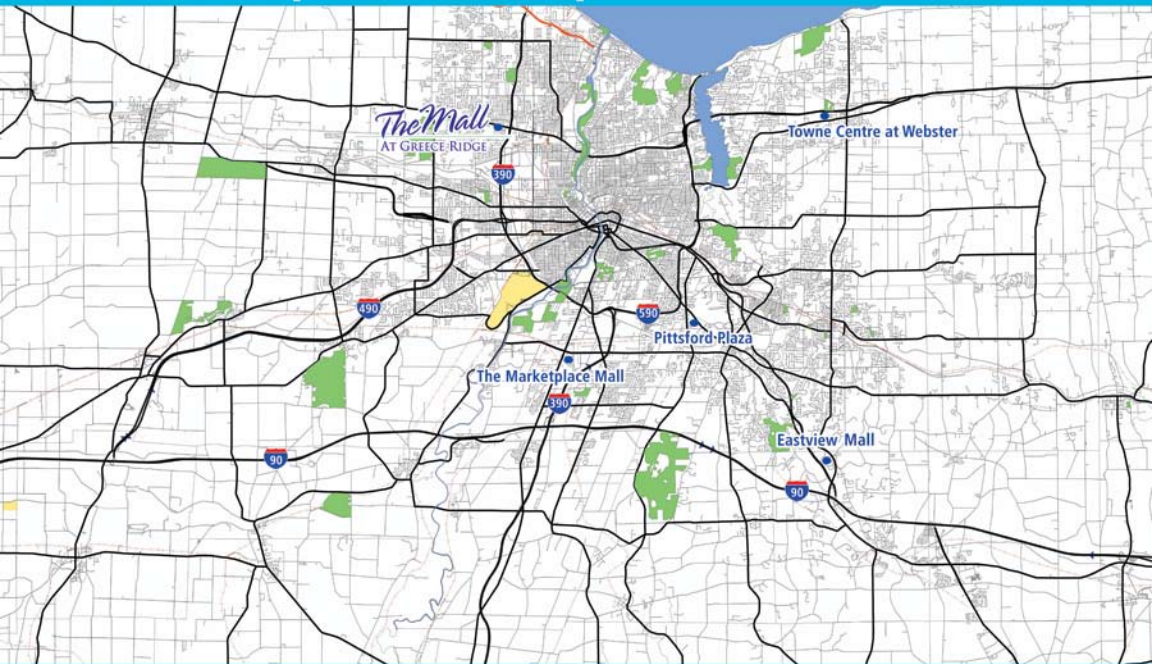
*The Mall*  
AT GREECE RIDGE

Wilmorite Management Group, LLC  
1265 Scottsville Road  
Rochester, NY 14624  
585 . 464 . 9400  
[www.wilmorite.com](http://www.wilmorite.com)

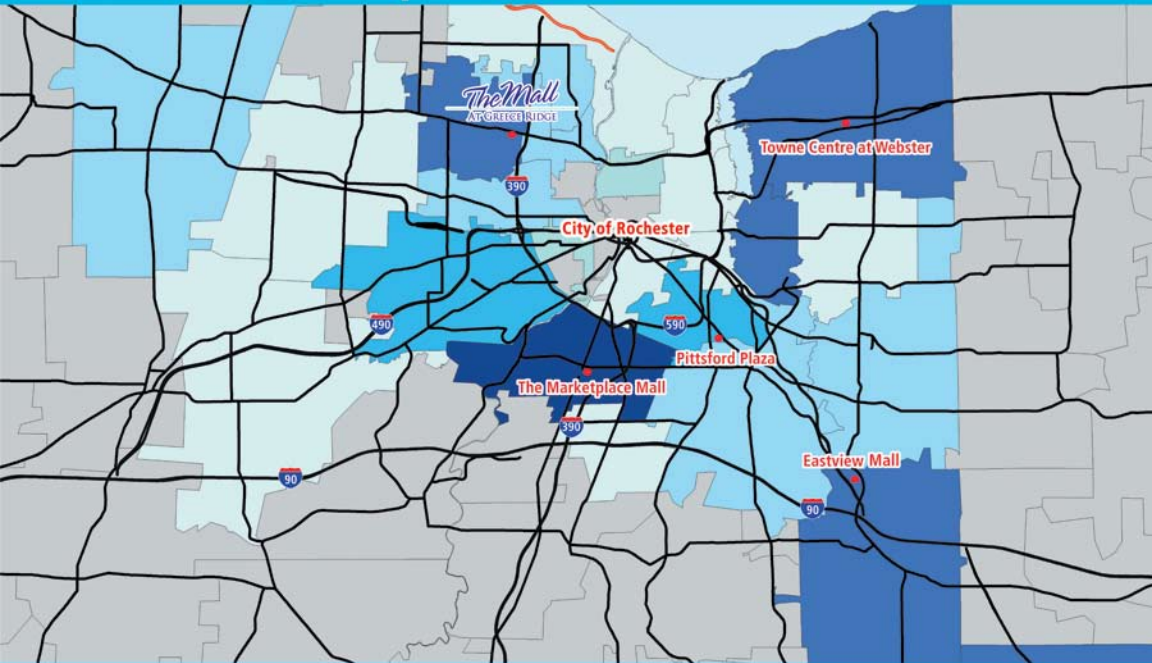


WILMORITE

# Retail Competition Map



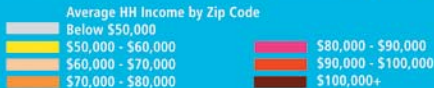
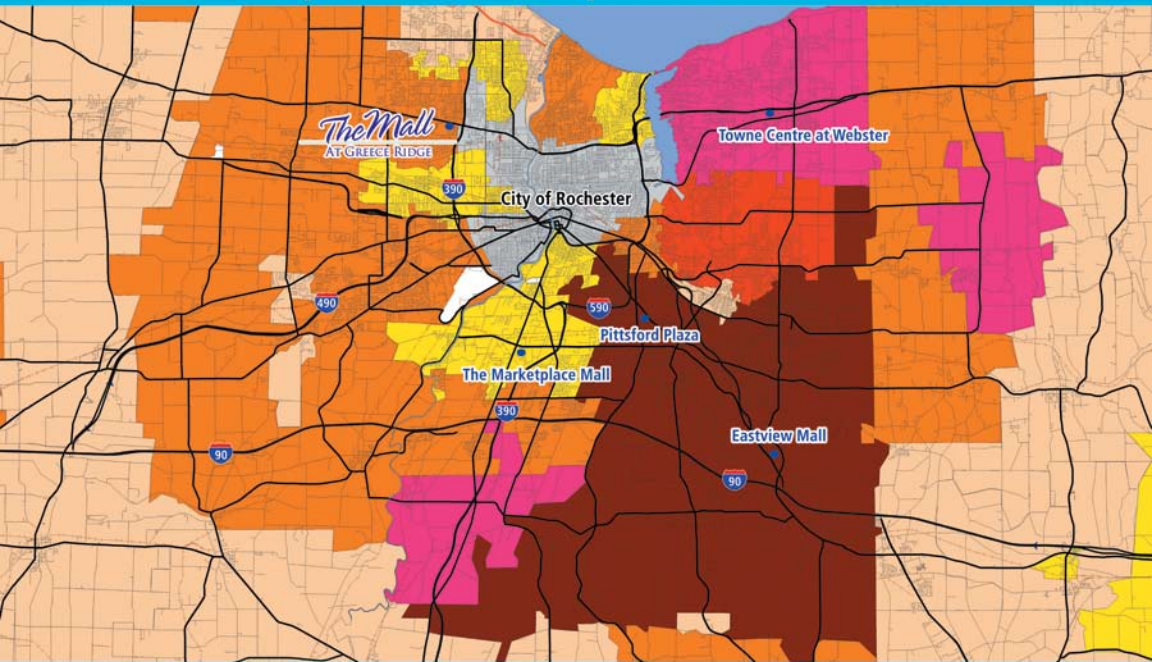
# Retail Sales Map



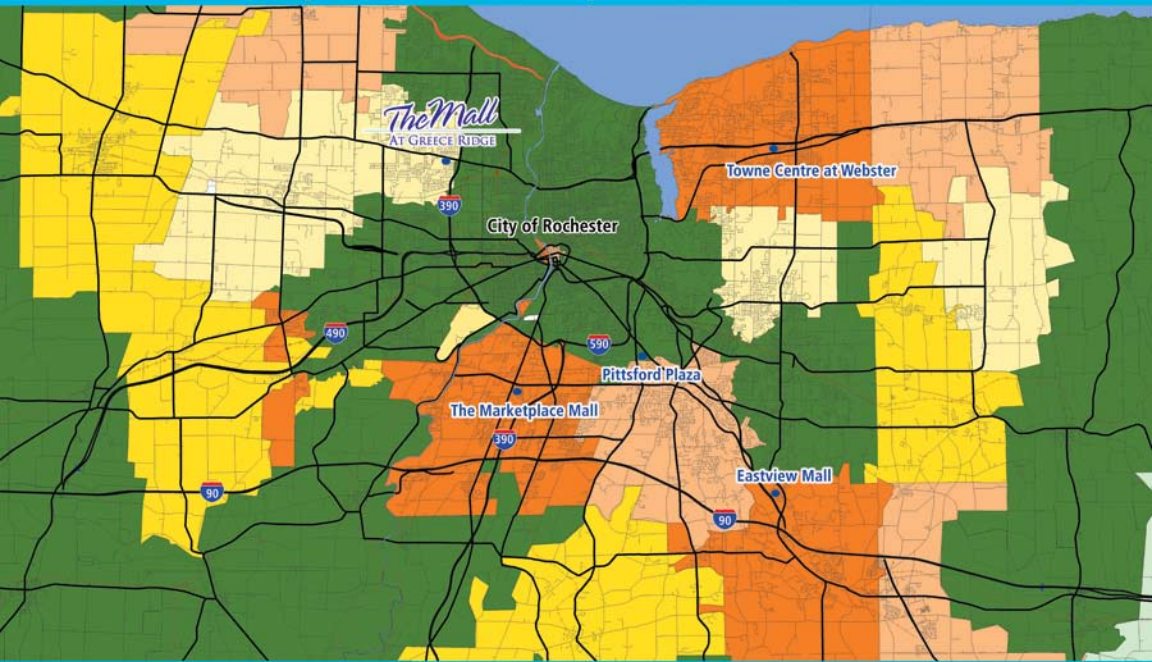
Retail Sales in Millions



# Retail Competition Map



# Retail Competition Map

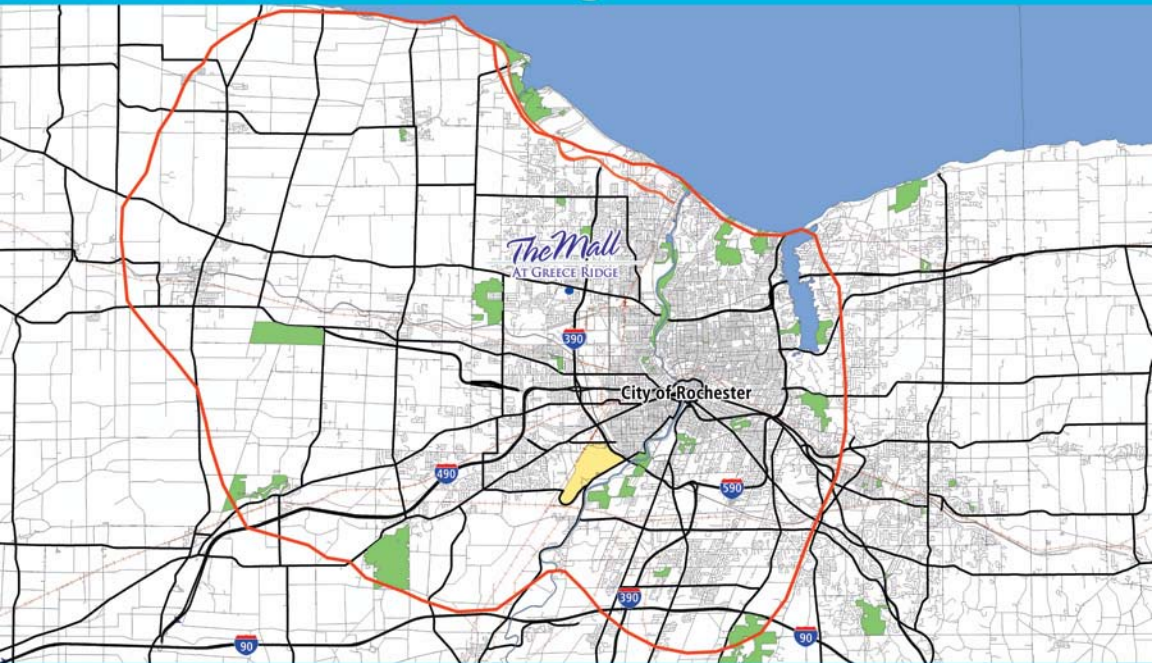


Population Growth by Zip Code 2000-2010



# The Mall at Greece Ridge

Primary Trade Area



**The Mall at Greece Ridge  
Primary Trade Area Data Report  
2010 Market Research**

	Primary Trade Area	Rochester MSA
2010 Population	554,424	1,033,458
2015 Estimated Population	545,518	1,024,577
Growth 2010-2015	-1.61%	-0.86%
2010 Households	218,661	399,870
Percentage of Population With Bachelor's Degree or Higher	29.64%	31.37%
Population Race: White	72.67%	81.87%
Population Race: Non-White	27.33%	18.13%
Average HH Income	\$59,313	\$67,128
Median HH Income	\$46,379	\$52,765
Per Capita Income	\$23,829	\$26,405
HH over \$75,000	26.72%	31.97%
HH over \$100,000	14.75%	18.73%
Percentage Owner Occupied Housing	64.01%	70.09%

# The Mall at Greece Ridge



- 3 Mile Radii
- 5 Mile Radii
- 7 Mile Radii
- 10 Mile Radii
- 15 Mile Radii

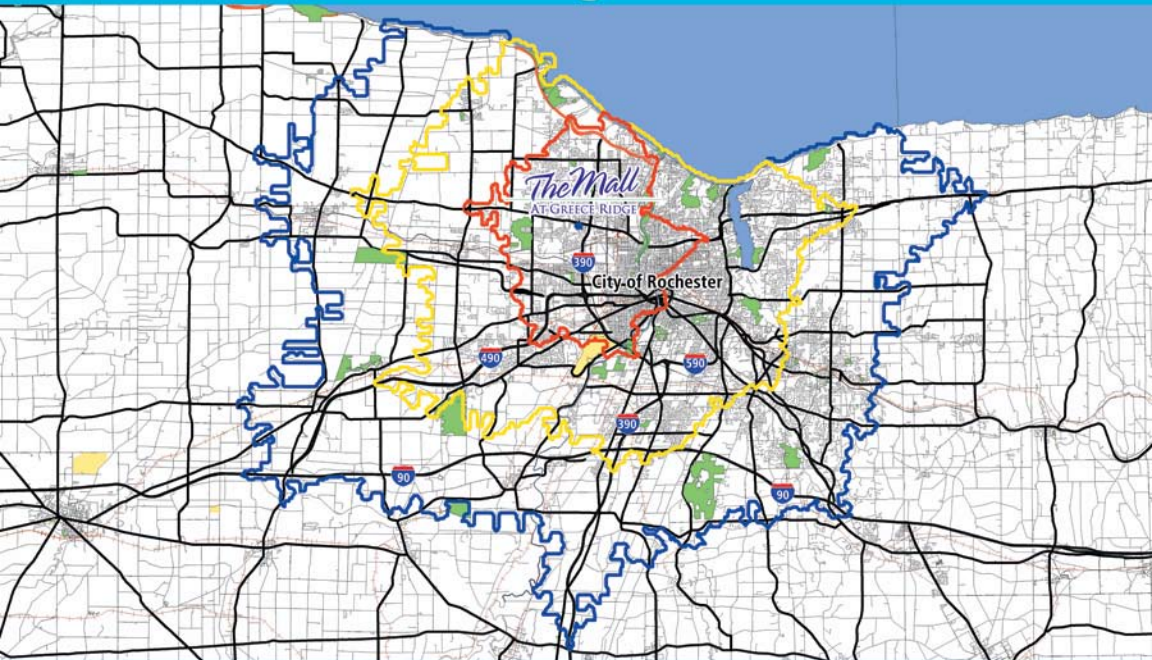


**The Mall at Greece Ridge  
Radii Data Report  
2010 Market Research**

	3 Miles	5 Miles	7 Miles	10 Miles	15 Miles
2010 Population	81,345	217,364	371,869	510,536	691,770
2015 Population	79,683	211,464	362,255	501,779	685,235
Growth 2010-2015	-2.04%	-2.71%	-2.59%	-1.72%	-0.94%
2010 Households	33,240	85,747	148,857	203,160	271,403
Percentage of Population With Bachelor's Degree or Higher	22.67%	21.03%	24.51%	29.35%	33.50%
Population Race: White	81.64%	68.71%	65.01%	70.99%	76.44%
Population Race: Non-White	18.36%	31.29%	34.99%	29.01%	23.56%
Average HH Income	\$59,028	\$54,495	\$52,866	\$58,415	\$65,804
Median HH Income	\$47,453	\$43,102	\$41,210	\$45,465	\$50,710
Per Capita Income	\$24,317	\$21,756	\$21,492	\$23,658	\$26,244
HH over \$75,000	26.03%	23.67%	22.35%	26.02%	31.05%
HH over \$100,000	13.39%	12.24%	11.76%	14.37%	18.33%
Percentage Owner Occupied Housing	70.46%	64.83%	60.28%	62.89%	67.21%

# The Mall at Greece Ridge

10-20-30 Minute Drive Time Map



- 10 Minute Drive Time Radius
- 20 Minute Drive Time Radius
- 30 Minute Drive Time Radius



**The Mall at Greece Ridge  
Drive Time Report  
2010 Market Research**

	10 Minutes	20 Minutes	30 Minutes
2010 Population	232,557	558,215	718,853
2015 Population	226,177	550,635	712,381
Growth 2010-2015	-2.74%	-1.36%	-0.90%
2010 Households	91,830	222,074	281,696
Percentage of Population With Bachelor's Degree or Higher	19.86%	30.67%	34.42%
Population Race: White	63.18%	72.65%	77.07%
Population Race: Non-White	36.82%	27.35%	22.93%
Average HH Income	\$51,472	\$60,684	\$67,422
Median HH Income	\$40,417	\$46,879	\$51,894
Per Capita Income	\$20,650	\$24,557	\$26,842
HH over \$75,000	21.07%	27.37%	32.01%
HH over \$100,000	10.65%	15.46%	19.18%
Percentage Owner Occupied Housing	61.80%	64.12%	67.77%









LITTMAN  
JEWELERS

FOOTACTION

ZUP