

Park Point

ROCHESTER, NEW YORK
www.parkpointrochester.com



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Park Point is strategically positioned on 64 acres along Jefferson Road and just one mile from Henrietta, New York's primary retail corridor. It is adjacent to the Rochester Institute of Technology campus, where there are 17,000 undergraduate and graduate students. Two other major campuses; the University of Rochester and Monroe Community College, are within 2.5 miles of Park Point and have a combined student population of 26,000.

Planning for Park Point started more than ten years ago between Rochester Institute of Technology and Wilmorite. They focused on building a transitional development that opened the campus up to the community, while addressing the increasing demand for high-quality local housing. Park Point is a perfect example of a new trend in university real estate called "gateway projects," which provide both residential living and commercial retail to students, faculty and the community.

Park Point opened in August 2008, with 100 percent of the residential and 95 percent of the commercial space leased. It includes 936 bedrooms in 300 apartments, and 66,000 square feet of retail and restaurants, including the 40,000 square foot Barnes & Noble academic superstore.



Park Point Quick Facts

RIT Student Population	17,000	Traffic: John Street	Vehicles Per Day 10,000
RIT Faculty/Staff	3,633	Traffic: Brighton-Henrietta Town Line Road	15,000
MSA Population	1,033,458	Traffic: Jefferson Road	22,000
15 Mile Population	712,231		
15 Mile Population Age 18+	78%	30 Minute Drive Time Population	718,688
15 Mile Population Age 21+	72%	20 Minute Drive Time Population	507,234
15 Mile Number HH's Exceeding \$100,000	54,680	10 Minute Drive Time Population	107,668
15 Mile Number HH's Exceeding \$150,000	18,578		
15 Mile Average HH Income	\$68,128		



Simone Square

- 1 Barnes & Noble @ R.I.T.
- 2 Building 200 (Retail & Residential)
- 3 Building 300 (Retail & Residential)

Other

- 4 Residential Apartment Buildings
- 5 Residential Apartment Buildings
- 6 R.I.T. Campus

Statistics

Total Retail GLA	66,000 sq. ft.
Parking Spaces	986



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