

**Northwest Quadrant**  
**Greece**

**Northeast Quadrant**  
**Webster/Penfield**

**Southwest Quadrant**  
**Henrietta**

**Southeast Quadrant**  
**Victor/Fairport**

**Rochester**

  
**THE MALL AT**  
**GREECE RIDGE**

  
**THE MARKETPLACE**

**PITTSFORD**  
**PLAZA**  
  
**Pittsford**

  
**EASTVIEW**





# ROCHESTER, NEW YORK



## TOURISM

- 3.3 million visitors to Monroe & Ontario Counties
- \$800 million+ in direct spending\*
- 20% of expenditures is on shopping
- Overall impact: \$1.3 billion+

- 60 public golf courses
- 5 professional sports teams
- 12,000+ acres of parkland
- 140 festivals & major events
- Over 90 family friendly attractions
- Dozens of museums and historic sites
- Over 100 wineries, breweries & distilleries

\* Includes lodging, food and beverage, ground transportation, retail, entertainment and misc. expenditures by overnight and day visitors to Monroe County.  
\*\* Figures are estimates aggregated from all inbound travel market segments including corporate/commercial, meetings and conventions, hosted sporting events, visiting friends and relatives, leisure group and leisure travelers.  
SOURCES: Finger Lakes Visitors Connection, Finger Lakes Tourism Alliance, and Visit Rochester with data supplied by Smith Travel Research, Destination Marketing Association International, Oxford Economics, and I Love NY Tourism Economics.

## INNOVATION HUB Research, Science and Optics

Rochester is home to over 150 leading businesses focused on optics, photonics, and imaging. Approximately 17,000 people are employed in Rochester in the optics industry. 60% of all optics degrees conferred in the U.S. are from right here in Rochester.

Ranked 13<sup>th</sup> among metropolitan regions for the number of patents issued per million residents. Comparable to San Francisco, Boston, Austin, Seattle, San Diego, Portland, and Minneapolis. (source: Brookings 2013 report "Patenting Prosperity")

Rochester ranked 18<sup>th</sup> among "The World's Leading Science Cities." (Scientific Reports)



## LOW COST OF LIVING

The low cost of living paired with affordable housing and strong employers makes **"Rochester one of the most affordable places to buy a home"** - *Forbes*

**Rochester Ranks #9 - Hottest Zip Codes In America**  
This recent list reflects how **high-income millennials** drive home sales in more suburban locals. (Realtor.com September 2018)

Homes in Rochester are **45% more affordable** than the national average resulting in more discretionary income.



### 2021 Estimate

**Population: 1,084,573**  
2019-2024 Growth: 0.4%

**Households: 454,044**  
2019-2024 HH Growth: 1.1%

**Average HH Income: \$79,145**

**Education:**  
Bachelor's degree+: 33.43%  
Master's degree+: 14.66%

## HIGH RANKING SCHOOLS

Four Rochester schools earn gold rating in **"Best High School Rankings"** (US News and World Report 2018 awarded to top 500 schools in the country)

*Kiplinger* names Rochester as one of the **"5 Best Cities to Raise a Family"**



## ECONOMY & THE FUTURE

**Rochester, N.Y.'s economy is one of the "Top 20 Strongest Performing Metro Areas in the country."** (Brookings Institution)

**The Rochester region is among the top 25 major metro exporting regions in the U.S.**  
(Based on per capita basis. Source: Rochester Democrat and Chronicle)

**Rochester is home to 16 of the fastest growing private companies in Upstate New York**  
(Source: Inc.'s 2017 list of 5,000 fastest growing private companies in America)

## NEARLY 1 IN 4 RESIDENTS IS A MILLENIAL

**"A new wave of people in their 20's and 30's are re-choosing Rochester... They're bringing with them a generation's signature brand of teamwork, tech savviness and impatience to revitalize the city they now want to call home.**

(The Rochester Magazine 2016)



# Town of Victor

## Impressive Quick Facts...

### 5 Minute Drive Time

Average Household Income: \$173,195  
Households with income over \$100K: 63.54%  
Median House Value: \$342,591  
Education - Bachelor's Degree+: 71.04%  
Employment: 84% white collar

### 10 Minute Drive Time:

Average Household Income: \$141,625  
Households with income over \$100K: 52.90%  
Median House Value: \$274,941  
Education - Bachelor's Degree+: 64.42%  
Employment: 79% white collar

## Affluence and Family Households

Victor, NY is one of the most affluent suburbs of Rochester with average household incomes exceeding **\$145,000**. Home values ranging from **\$175,000 to \$1M**.



Over **70%** of the households within a 10 minute drive time of Eastview are **family households**.

The Victor School District ranks fifth in the Rochester Region and among the **best in New York State**.



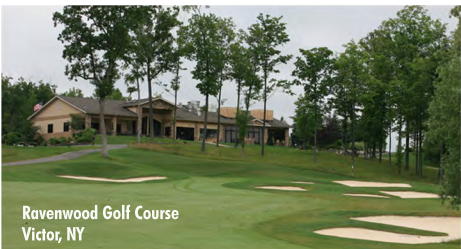
## The Finger Lakes Wine Region...

Eastview is located in the Finger Lakes Wine Region, home to more than **100 wineries, breweries and distilleries**, attracting **2.3 million+** visitors annually and generating nearly **\$3 billion** in total sales impact.



## Truly Four Seasons...

The **2 ski resorts** and **5 golf courses** complement the summer activities at nearby **Canandaigua Lake**. The lake not only draws visitors but affluent residence live on the lakefront year-round.



# Eastview

Eastview is located within the 1.5 mile stretch between Exit 28 and Exit 29 off Interstate 490, **making it easily accessible and visible from I-490**.

It is positioned right at the juncture of I-490 and the NY State Thruway I-90 at Exit 45, halfway between Buffalo and Syracuse, New York

There are four entrance/exits connecting to Route 96.

## Quick Facts

**1.3 million sq. ft. plus two strip centers on property**

### 160+ tenants

#### Noteworthy:

- |                            |             |
|----------------------------|-------------|
| Von Maur                   | Apple       |
| Dick's House of Sport      | H&M         |
| Anthropologie              | Dry Goods   |
| Offline by Aerie           | Ann Taylor  |
| Pottery Barn               | PF Changs   |
| Warby Parker               | J. Jill     |
| Sephora                    | Athleta     |
| Free People                | Ethan Allen |
| Guess                      | Pandora     |
| LL Bean                    | JD Sports   |
| Lego                       | L'Occitane  |
| Madewell                   | Brighton    |
| Oakley                     | Lush        |
| Lululemon                  | Vans        |
| Williams Sonoma            | Target      |
| Stickley Audi & Co.        | Home Depot  |
| White House   Black Market | Hollister   |
| Barnes & Noble             | nocino      |





# Von Maur

An Upscale Department Store



Von Maur  
has 36 stores  
spanning 15 states



## Upscale Department Store - Notable Brands

- |                       |                      |                       |
|-----------------------|----------------------|-----------------------|
| Armani Exchange A/X   | Ed Hardy             | Kenneth Cole          |
| B Makowsky            | <b>Eileen Fisher</b> | Lacoste               |
| BCBG/BCBGeneration    | Escada               | <b>LAGOS</b>          |
| Bébé au lait          | <b>Fat Face</b>      | Lauren                |
| Betsey Johnson        | Fekkai               | <b>Lilly Pulitzer</b> |
| Brooks Brothers       | Free People          | <b>Liverpool</b>      |
| Bulova                | French Connection    | <b>Longchamp</b>      |
| Burberry              | Giorgio Armani       | Lucky Brand           |
| Calvin Klein          | Gucci                | LuLu                  |
| <b>Cath Kidston</b>   | Guess                | Marc Jacobs           |
| Chinese Laundry       | Hilary Radley        | <b>MASAI</b>          |
| Cole Haan             | Ike Behar            | Michael Kors          |
| Cutter & Buck         | Isolá                | Michele               |
| D & Y                 | J Kara               | Nine West             |
| Diane Von Furstenburg | Jessica Simpson      | Polo Ralph Lauren     |
| Diesel                | Jimmy Choo           | Prada                 |
| Dior                  | <b>John Hardy</b>    | Ralph Lauren          |
| DKNY                  | Jones New York       | <b>Southern Tide</b>  |
| Dolce & Gabbana       | <b>Joules</b>        | Steve Madden          |
| Donna Karen           | Juicy Couture        | Swarovski             |
| Dooney & Bourke       | Kate Spade           | The North Face        |
| <b>Draper James</b>   | Katy Perry           | Tommy Bahama          |

## Eastview Store Specifications

- 140,000 square foot new build
- Opened 2013
- 2 floors with escalators
- Piano player during peak times
- Approximately 200 employees

- True Religion
- Tylie Malibu
- UGG
- Urban Behavior
- Vera Wang
- Versace
- Via Spiga
- Vineyard Vines**
- Yves St. Lauren
- Zac Posen



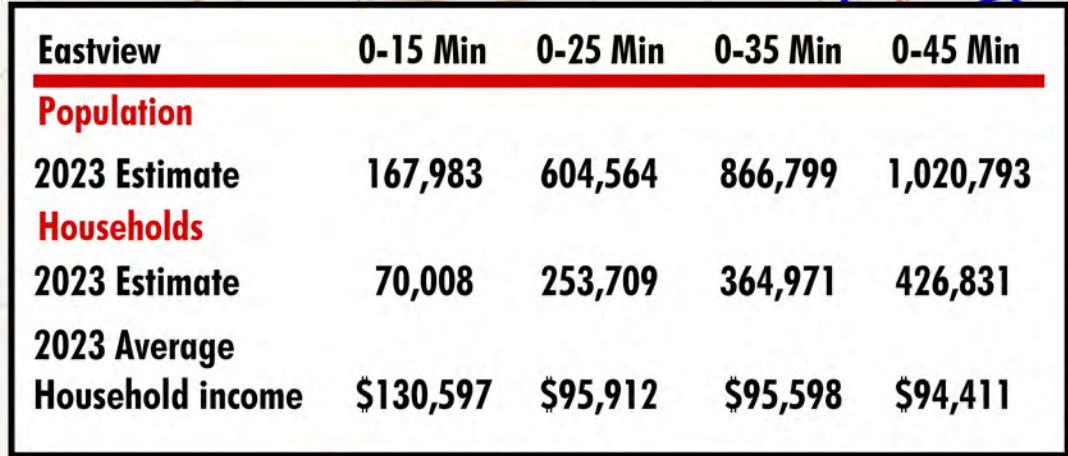
## ABOUT VON MAUR

*A unique shopping experience*

Headquartered in Davenport, Iowa, the Von Maur tradition began its growth and popularity in the midwest. Family-owned for more than 130 years, Von Maur is currently run by the fourth generation and has consistently impressed its customers with their ability to run the stores "the old-fashioned way." Von Maur creates a comfortable shopping environment with the use of seating areas, working fireplaces and antiques. During peak operating hours, a pianist plays background music on a grand piano located in the center of the store. The store features gold trim railings, extravagant floral arrangements, replica antique signage and spacious restrooms with separate lounge areas. Von Maur does not disappoint - they are known for their exceptional customer service, amenities, interest-free credit card, complimentary gift wrap, no-questions-asked return policy, shipping services and high employee wages/benefits.









# Eastview

## EASTVIEW COMMONS



## EASTVIEW

100+ retail shops, restaurants & entertainment





# EASTVIEW

Office Parks located within 1 mile



Total: 1,462,368 sq. ft  
within 1 mile of Eastview

## Workforce Population

3 Miles: 55,501

5 Miles: 70,292

10 Miles: 174,611

20 Miles: 568,315



# Eastview



I-490 36,361 ADT



VON MAUR



L.L.Bean	OFFLINE	ANTHROPOLOGIE	WILLIAMS SONOMA	Apple	ETHAN ALLEN
H&M	POTTERY BARN	BANANA REPUBLIC	ATHLETA	STICKLEY AUDI & CO.	Abercrombie & Fitch
WHBM	Raymour & Flanigan	BARNES & NOBLE	WARBY PARKER	P.F. CHANG'S	

Pittsford-Victor Road 31,745 ADT



1/8 mile



61,463 ADT



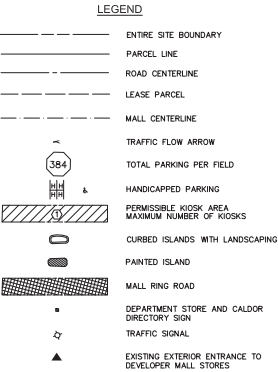


<b>Department Stores</b>		
Macy's	168,900	SF
VonMaur	140,000	SF
Dick's House of Sports	123,000	SF
JCPenney	144,930	SF
Vacant (Former L&T)	88,787	SF
<b>Total</b>	<b>665,617</b>	<b>SF</b>

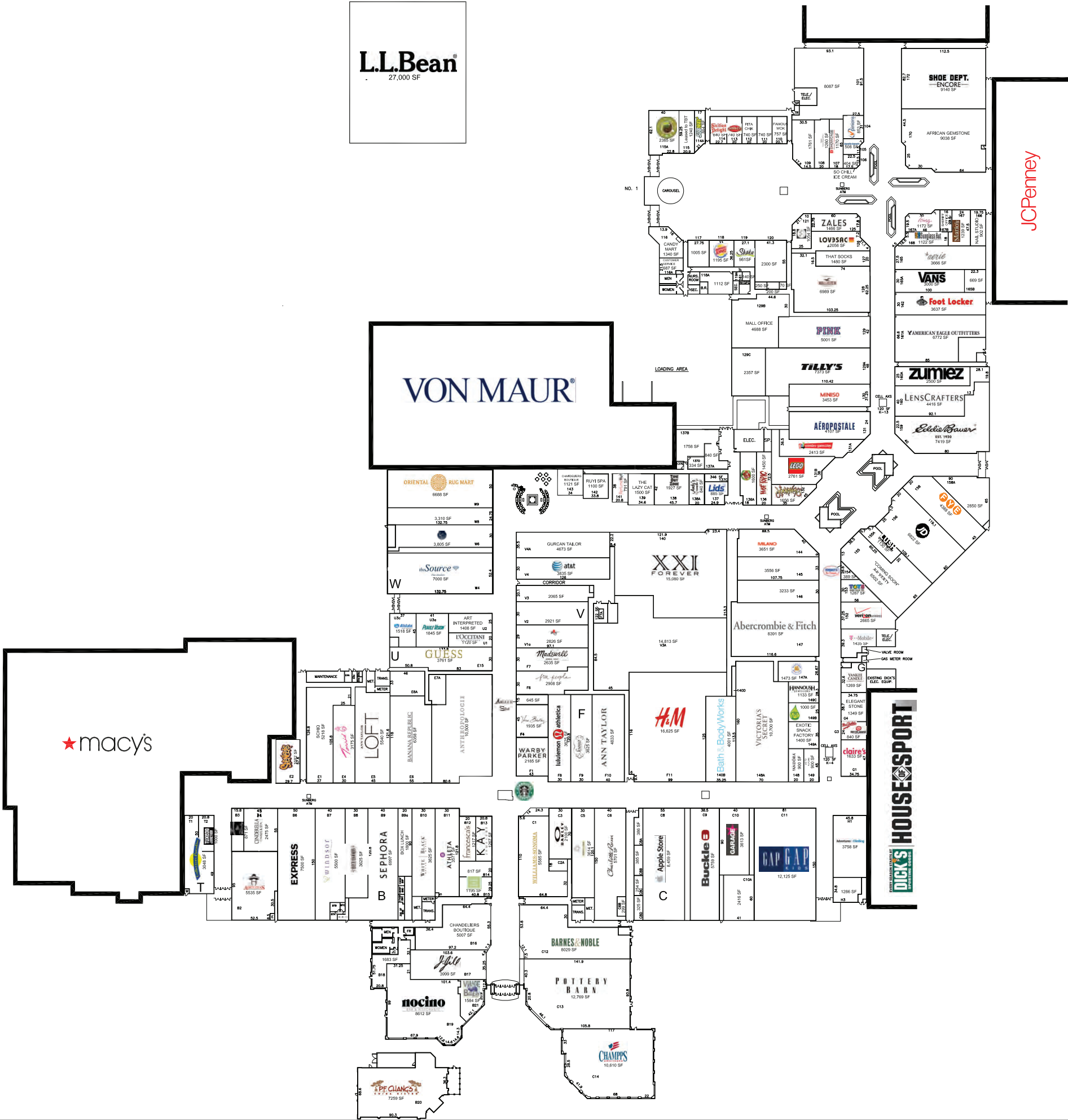
Goodwill	25,007	SF
Raymour & Flanigan	49,998	SF
L.L. Bean	27,000	SF
Regal Cinemas	76,230	SF
<b>Total</b>	<b>178,235</b>	<b>SF</b>

TOTAL G.L.A.	1,375,097	SF
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<b>Total Project Building Area</b>	<b>1,603,905</b>	<b>SF</b>
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LANDLORD NEITHER REPRESENTS NOR WARRANTS THAT THE TENANTS NAMED ON THIS PLAN WILL OCCUPY SPACE IN THE SHOPPING CENTER EXCEPT AS SHOWN. THE TENANTS WILL BE RESPONSIBLE FOR VERIFYING THE SPACE SHOWN ON THIS PLAN WILL BE VERIFIED PURSUANT TO A DEFINITIVE LEASE DOCUMENT.

# EASTVIEW MALL - ROCHESTER, NEW YORK

## LEASE PLAN