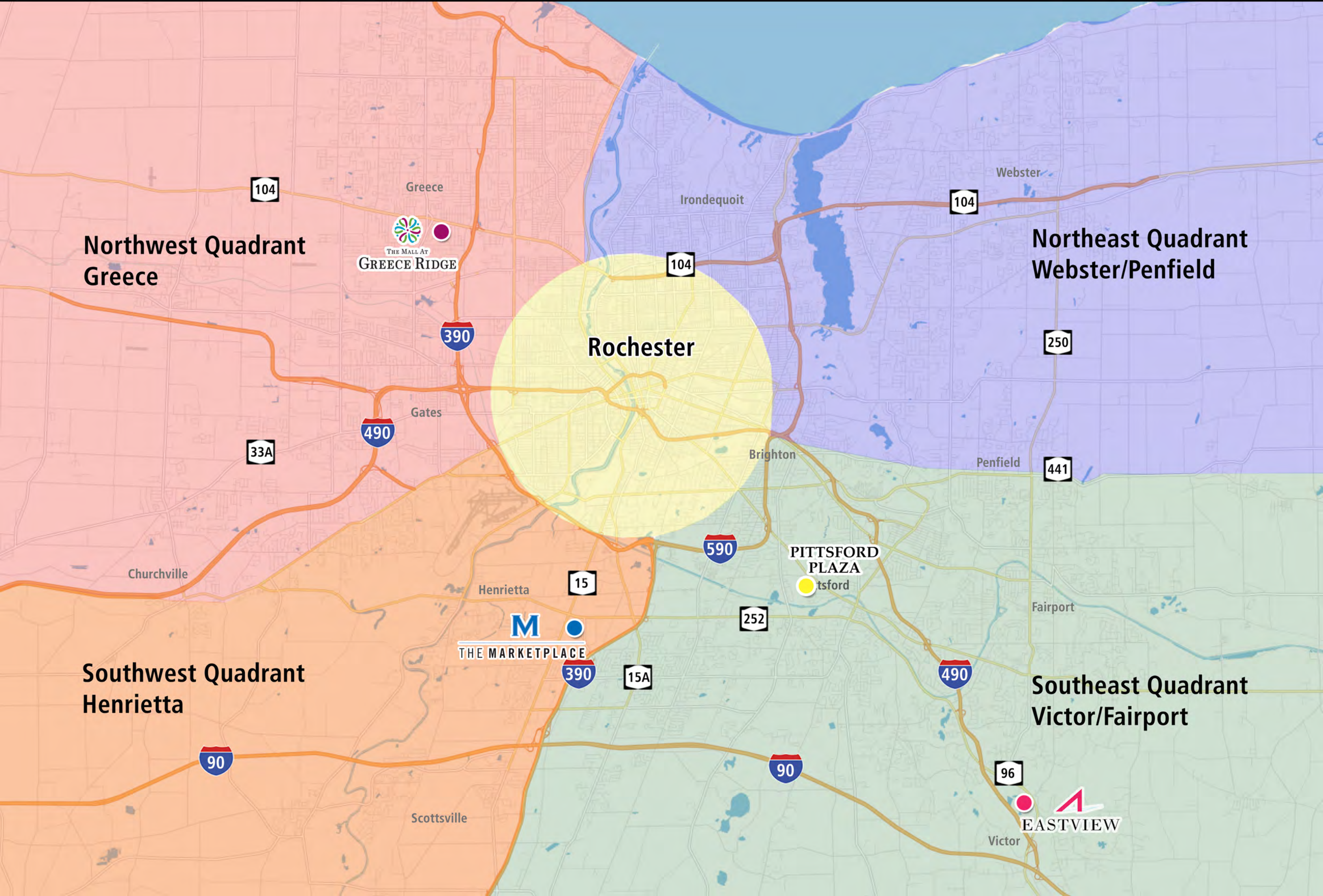




University of Rochester Orthopaedic Center at The Marketplace

# M

## THE MARKETPLACE



**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

### 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"**



# 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)



### 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 MILLENNIAL

**"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 Henrietta & The Marketplace

## Henrietta, NY

- Known for its low tax base, which attracts new businesses and residents
- Home to Rochester Institute of Technology (24,759 students and staff)
- Golf Courses: Locust Hill Country Club, Riverton Golf Club, and South Meadows Golf Club
- 10 public parks
- The Rochester Sports Garden, Tim Horton's Iceplex, and the Rochester Dome Arena Event Venues

## A Mixed-Use Makeover

- University of Rochester Orthopaedics and Physical Performance Center opened on the former Sears site in 2023.
- Construction of the 4-story Marketplace Senior Apartments started in Spring 2023 and completed June 2024.
- Construction on the Former Macy's site to accomodate new big box tenant Floor & Decor was completed in 2023.

### Orthopaedics and Physical Performance Center:

- New interior entrance from medical facility
- Existing project is an established, viable destination that attracts locals and visitors for food, shopping, entertainment, and services
- Remaining retail, restaurants, and entertainment = 804,806 sq. ft.



## The Marketplace

The Markeplace is the most accessible destination in the market for shopping, food and entertainment. Situated at the hub of four main thoroughfares, it is arguably one of Rochester's most recognizable landmarks.

### EASE OF ACCESS:

- Corner of Route 15 (W. Henrietta Rd) and Route 252 (Jefferson Road)
- ¼ mile from Interstate 390
- 3 miles from NY State Thruway I-90 (Exit 46)
- Six entrances/exits on/off the property
- RTS Public Bus stops on average every 12 minutes

Located at the heart of the highest retail concentration in the market.

Over 173,000 people work within a 5 mile radius, generating high lunch hour and happy hour traffic to the property.

### • Noteworthy Tenants

Dave & Busters  
Sportsman's Warehouse  
Target  
IndyKart Raceway  
Snipes  
Floor & Decor  
DTLR Villa  
JC Penney  
Lands' End  
Lenscrafters

# Medical Redevelopment

## Timeline:

- **Official Announcement:** November 18, 2019
- **Construction Start:** February 2021
- **Opened:** February 2023 with 200+ employees in 40,000 sq.ft. offices facing the mall common area.
- **Phase II:** Ambulatory Surgery Center opened Spring 2023.
- **Phase III:** Multi-story patient care tower with diagnostic imaging, clinic space, and other patient services opens January 1, 2024.

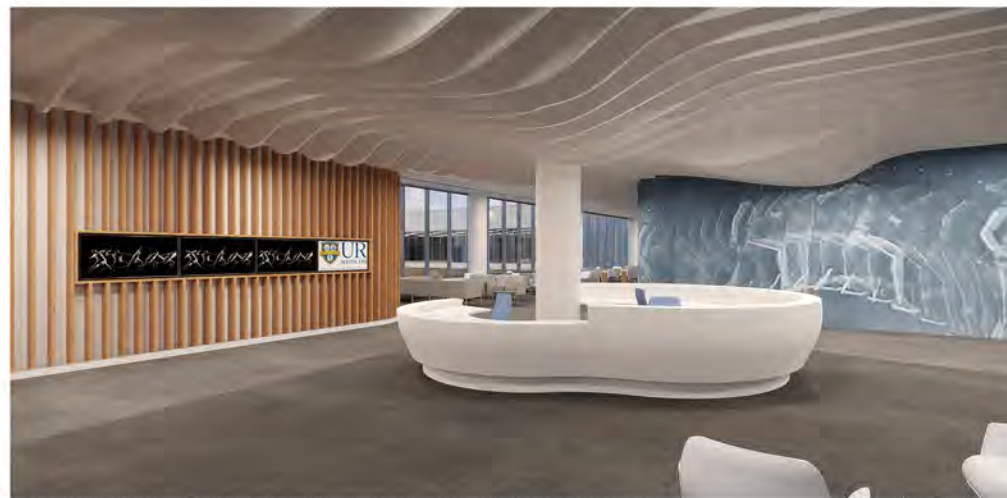
## Project Overview:

The University of Rochester Orthopaedics and Physical Performance Center

- **\$240M** orthopaedics, outpatient clinics, ambulatory surgery, rehabilitation, therapy, and diagnostic imaging facility.
- **FITNESS SCIENCE AT CHAMPP** - Research based training, nutrition, and movement analysis to improve physical fitness and athletic performance serving high school and college athletes
- **SPORTS-SPECIFIC HEALTH CLINICS** - A combination of physical therapy, nutrition counseling and athletic training to prevent injury
- **WORKPLACE WELLNESS** - Using movement-capture technology and data analysis to identify workers risk of injury and employs individual wellness consultation to improve their health and safety.

## Specifications:

- Completely new custom-built facility
- 340,000+ sq. ft. built on a 20.16 acre parcel/state-of-the-art medical facility
- 1,200 daily visits (patients & families)
- 1,000+ employees (medical, admin and support staff)
- All existing orthopaedics (six locations) will move to The Marketplace
- Town and County support project plans



## THE IMPACT

Unique care facility will increase the draw of super regional/mixed-use project

Broad and diverse demographic with increased frequency of visits

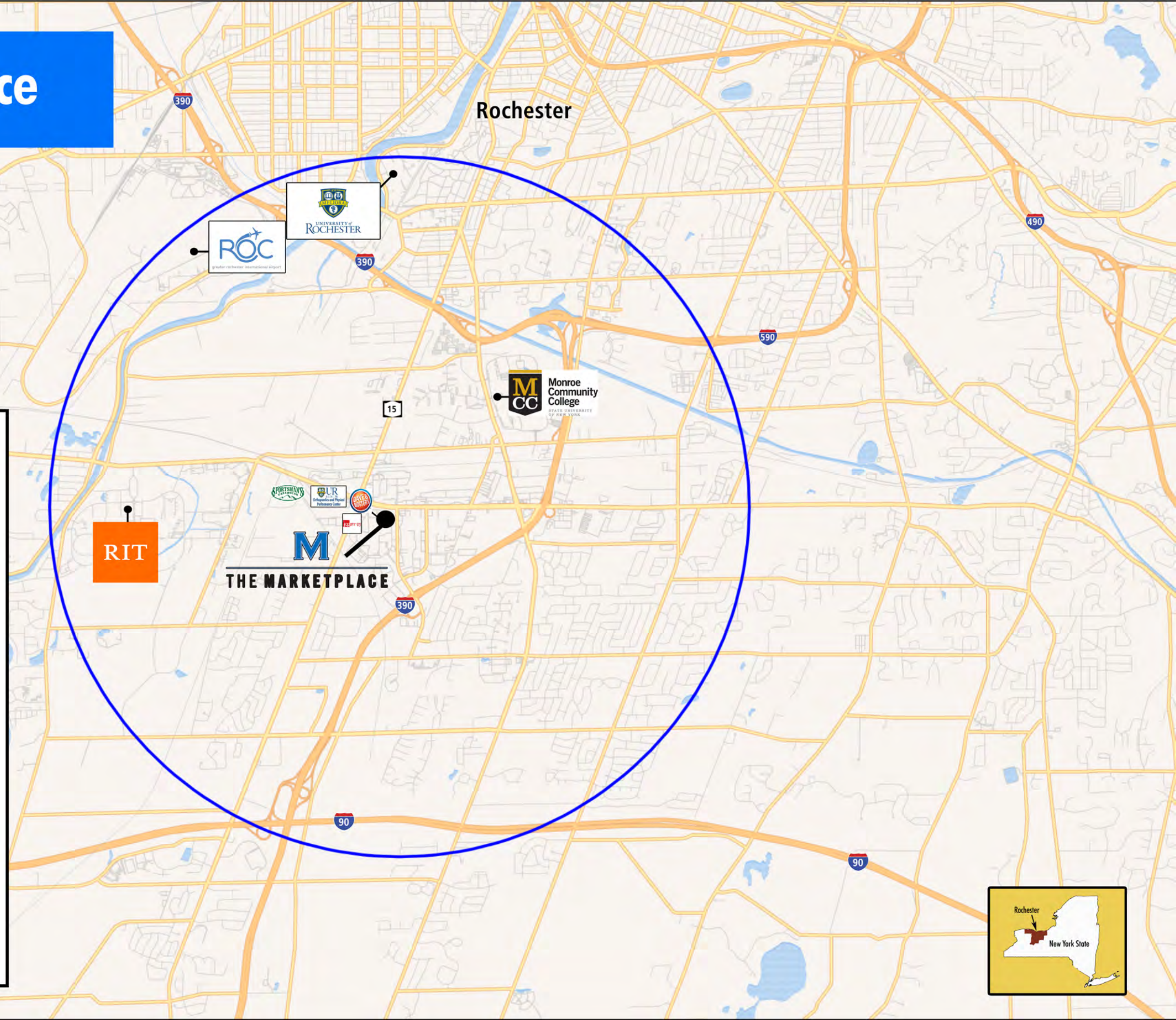
A highly desirable audience of potential consumers with ample idle time

# The Marketplace

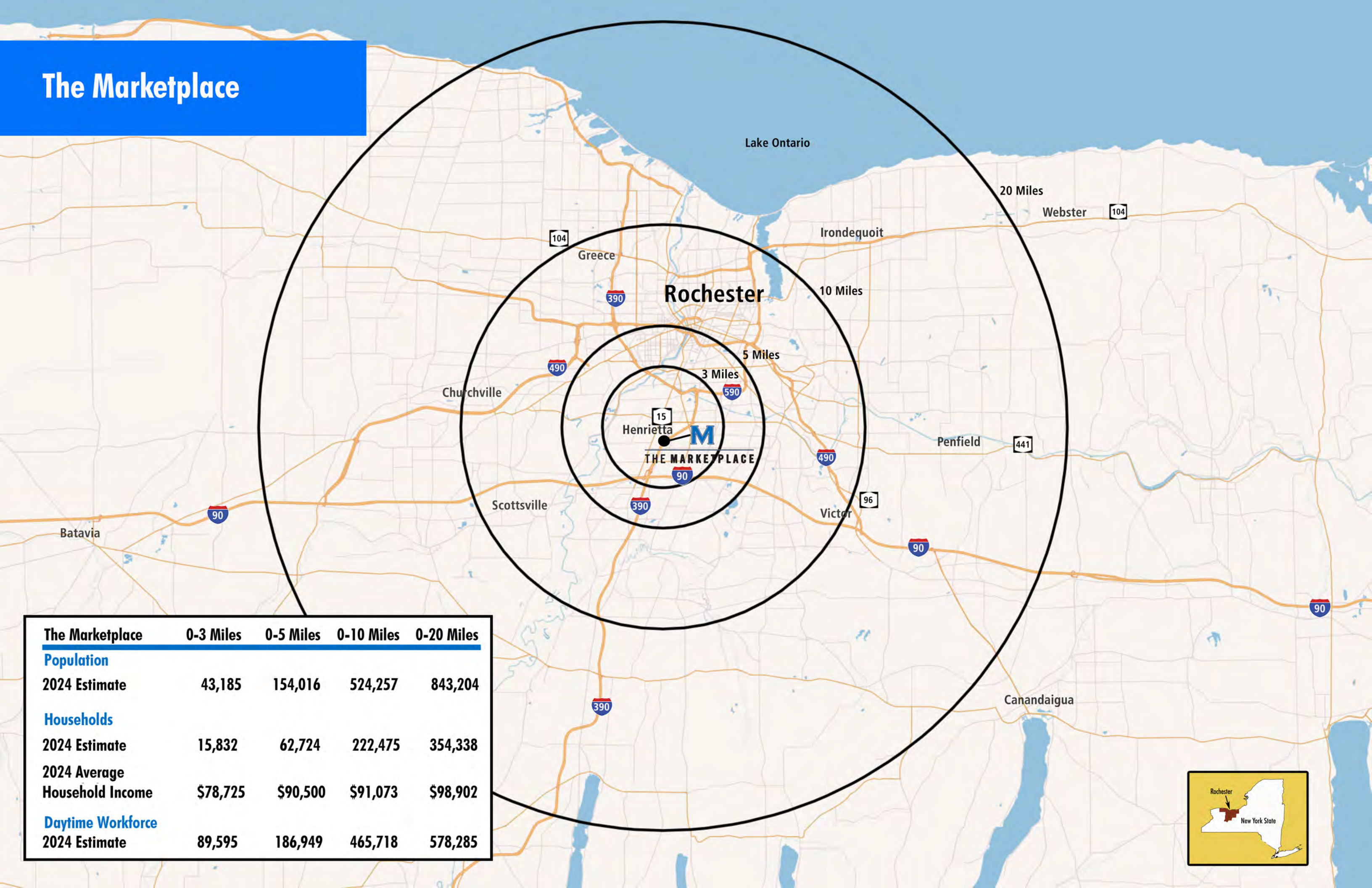
Rochester

## Major Points of Interest within a 3 Mile Radius

- **University of Rochester**  
29,820 hospital employees  
14,407 students/staff
- **Rochester Institute Technology**  
24,759 students/staff
- **Monroe Community College**  
11,502 students/staff
- **Rochester International Airport**  
2.3M<sup>+</sup> passengers annually
- **20 Car Dealerships**
- **22 Hotel/Motels**



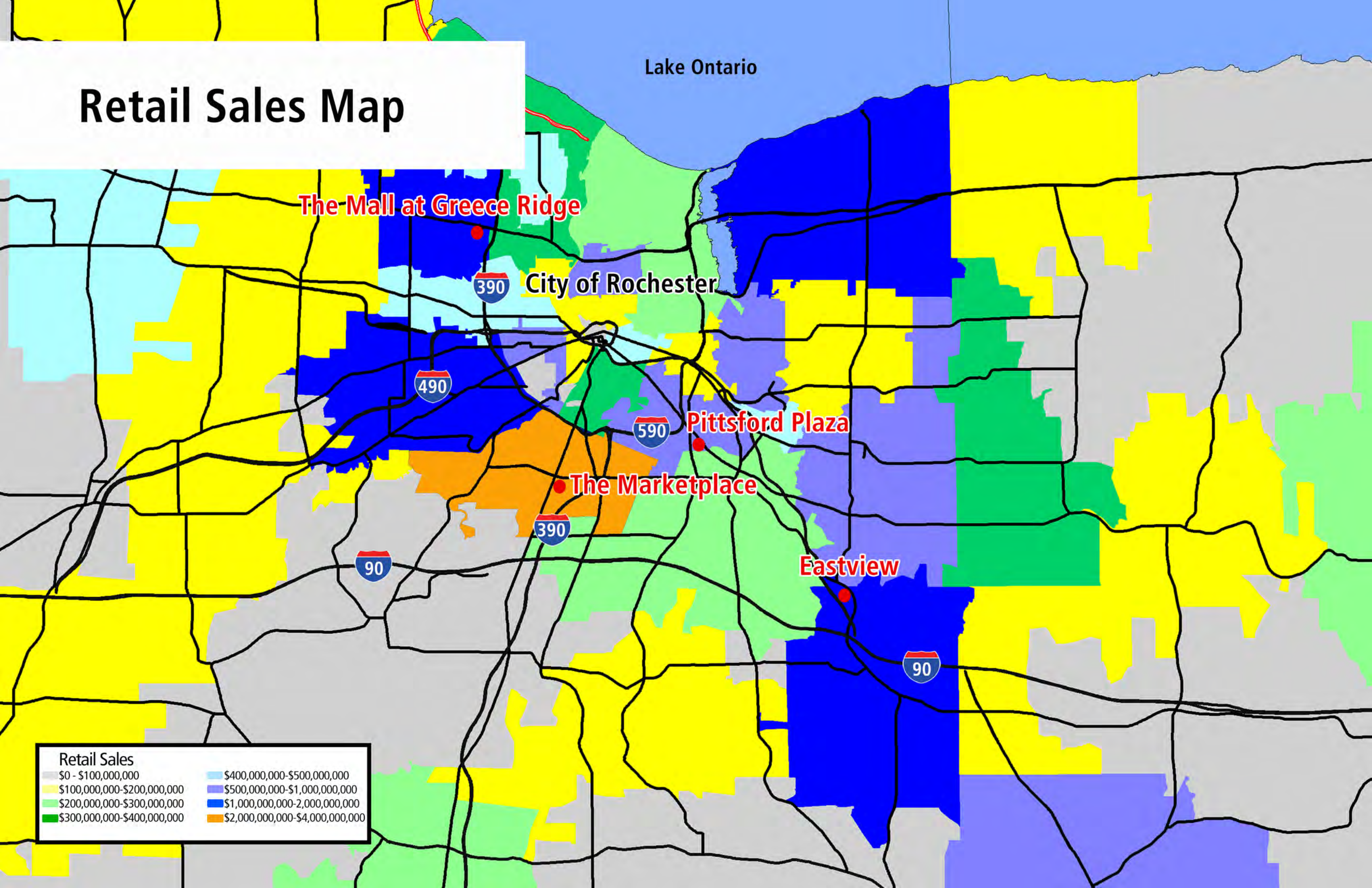
## The Marketplace



| The Marketplace               | 0-3 Miles | 0-5 Miles | 0-10 Miles | 0-20 Miles |
|-------------------------------|-----------|-----------|------------|------------|
| <b>Population</b>             |           |           |            |            |
| 2024 Estimate                 | 43,185    | 154,016   | 524,257    | 843,204    |
| <b>Households</b>             |           |           |            |            |
| 2024 Estimate                 | 15,832    | 62,724    | 222,475    | 354,338    |
| 2024 Average Household Income | \$78,725  | \$90,500  | \$91,073   | \$98,902   |
| <b>Daytime Workforce</b>      |           |           |            |            |
| 2024 Estimate                 | 89,595    | 186,949   | 465,718    | 578,285    |



# Retail Sales Map



Rochester International Airport

# The Marketplace

Jefferson Road 22,322 ADT

**RIT**

Rochester Institute of Technology

Enrollment

Undergraduate: 17,528

Graduate: 3,024

Total: 20,532

Jefferson Road 21,655 ADT

Jefferson Road 32,972 ADT

Jefferson Road 21,457 ADT

Hyman Drive 14,108 ADT

I-390 68,558 ADT

E. Henrietta Road 21,707 ADT

S. Winton Rd. 17,690 ADT

Town of Brighton

Town of Henrietta

## The Marketplace

Retail shops, restaurants & entertainment



Path to Mall  
via I-390:  
3-5 mins

Exit 46



I-90 to Syracuse

1.25 Hours

I-90 to Buffalo

1 hour

I-90 29,618 ADT

I-90 32,746 ADT

# The Marketplace

Office Parks located within 2 miles

**Southview Commons**  
56,000 sq. ft. medical, dental,  
general office space

**Monroe Community College**  
● 34,593 students  
● 1,830 employees

**Design Center**  
290,285 sq. ft. office, technology  
& distribution space

**Sutherland Global Services**  
● 3,364 employees

**Eagles Landing Business Park**  
190,587 sq. ft office space  
Paychex, Calero, Fuji, KB America,  
Butler Till, & USA Payroll

**Dorschel**  
456 employees

● **M**  
**THE MARKETPLACE**



● **Rochester Institute  
of Technology**  
17,611 students  
1,729 employees

● **FTT Manufacturing**  
57,000 sq. ft.  
60 employees

● **Diamond Packaging**  
228 employees

Total: 1,144,872 sq. ft.  
within 2 miles of  
The Marketplace

● **Calkins Road Business Park**  
608,000 sq. ft. office space  
● Paychex, Verizon Wireless,  
EFPR Group, LLC, &  
Benefit Resources Inc.

● **Town of Henrietta  
Administrative Offices**

● **ROC Dome Arena**

## Workforce Population

|           |         |
|-----------|---------|
| 3 Miles:  | 89,595  |
| 5 Miles:  | 186,949 |
| 10 Miles: | 465,718 |
| 20 Miles: | 578,285 |

Jefferson Road 21,655 ADT

Logos for: SUBWAY, TANDOOR, D.P. Dough, goodwill, The File Shop, Bill's Carpet & Furniture Center, home OUTLET, golden corral, just chik'n.

W. Henrietta Road 21,607 ADT

Logos for: ALDI, BRUEGGER'S BAGELS, DOLLAR TREE, Once upon a child, Sterling Optical, Firestone, G&F Fitness Equipment, HARBOR FREIGHT TOOLS, DAVID'S BRIDAL, planet fitness, PLAY IT AGAIN SPORTS, Price Rite, PLATO'S CLOSET.

Jefferson Road 32,972 ADT

Logos for: Starbucks, Arby's, DiBella's Subs, GameStop, edible arrangements, Chipotle, B.J.'s, KOHL'S, LUMBER LIQUIDATORS, McDonald's, Wendy's, Tim Hortons, ALDI.

Hylan Drive 14,108 ADT

Logos for: Kirkland's, Famous Footwear, Party City, ULTA Beauty, Old Navy, Michaels, Red Robin, Longhorn Steakhouse, Marshalls, PetSmart, The Home Depot, Dick's Sporting Goods.

REGAL

Logos for: Chick-fil-A, Tanera, crumbl, CORE LIFE, LA FITNESS, HOBBY LOBBY, Shake Shack.

Walmart

E. Henrietta Road 18,131 ADT

Logos for: at home, verizon, Guitar Center, Staples, Starbucks, Blaze Pizza, DQ, Burger King, Moe's, Five Guys, Pita Pit.

Jefferson Road 27,349 ADT

Logos for: TACO BELL, SUPER CUTS, SONIC, DXL.

I-390 68,558



Town of Henrietta

# The Marketplace

The Marketplace

Logos for: Dave & Buster's, Target, FLOOR DECOR, BESTFIT, Lowe's, JCPenney, snipes, SPORTSMAN'S WAREHOUSE, LANDS' END, KICK, INDYKART RACEWAY.

Logos for: Target, BEST BUY, Lowe's

I-390 62,418 ADT

Logos for: Wegmans, petco, carter's, JARED, SKECHERS, Whitehouse, ZOM, TANN, BOOT BARN, OSHKOSH, LA BOY, Ashley, SUPER CUTS, Burlington, City Mattress.



# The Marketplace

FLOOR  
DECOR

Exterior Storefronts  
and Courtyard

Proposed  
Entertainment &  
Restaurants

UR  
MEDICINE  
Orthopaedics and Physical  
Performance Center

LOWE'S

TARGET

BEST  
BUY

390

90

3 miles

Wegmans

Hylan Drive

jcpenny

Marketplace Senior  
Apartments

Applebee's

CARRABBA'S  
ITALIAN GRILL

LANDS' END

Jefferson Road

W Henrietta Road

Nearly 70K  
Cars Per Day

Southtown  
Plaza

# The Marketplace



UR  
MEDICINE

AMBULATORY  
ORTHOPAEDICS  
CAMPUS



# The Marketplace



UR  
MEDICINE

AMBULATORY  
ORTHOPAEDICS  
CAMPUS



AMBULATORY ORTHOPAEDICS

Site Lines From Highland Dr & Jefferson Road

