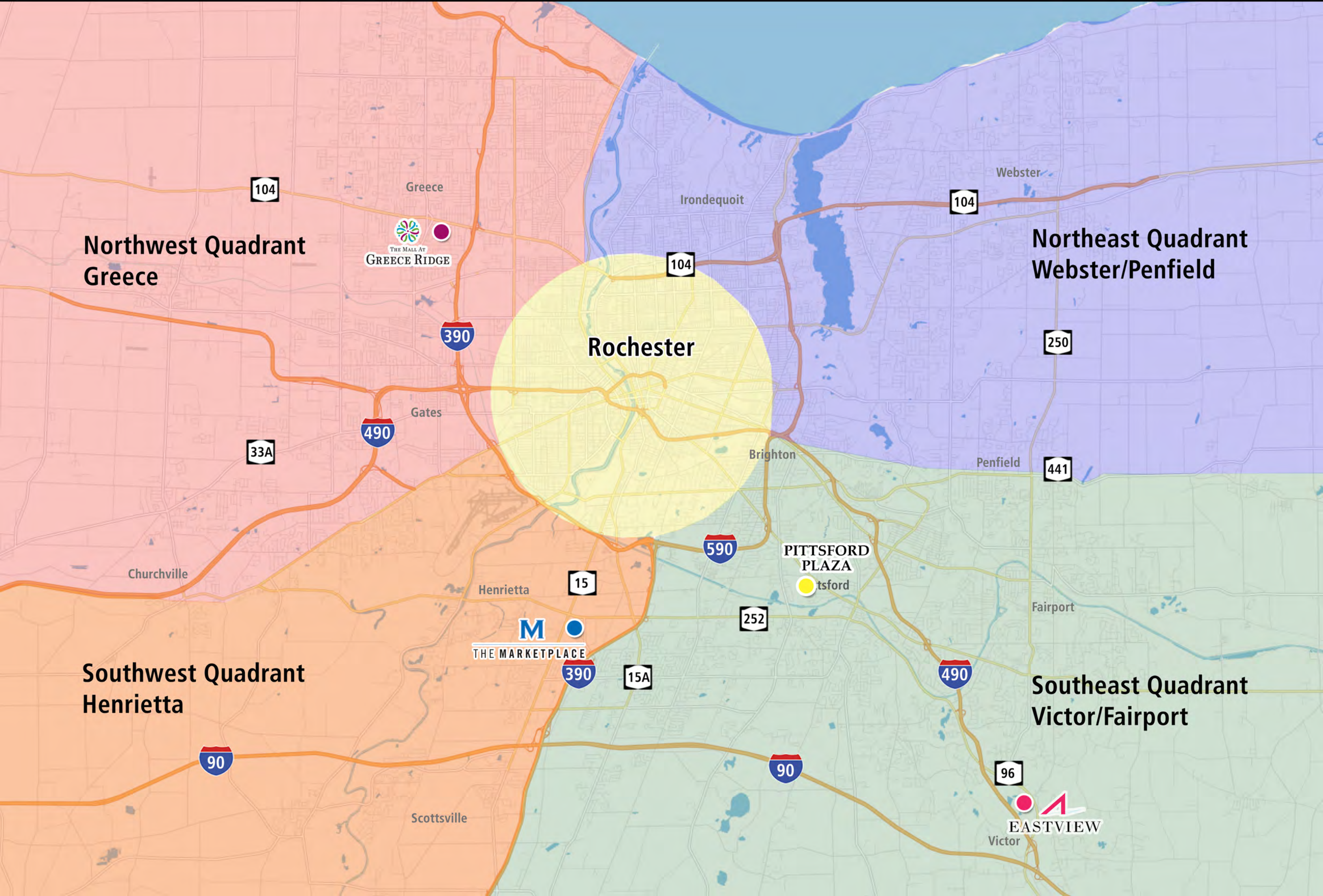




# PITTSFORD PLAZA



**Northwest Quadrant**  
Greece

**Northeast Quadrant**  
Webster/Penfield

**Southwest Quadrant**  
Henrietta

**Southeast Quadrant**  
Victor/Fairport

**Rochester**

  
THE MALL AT  
GREECE RIDGE

**PITTSFORD PLAZA**  
 Pittsford

  
**THE MARKETPLACE**

  
**EASTVIEW**  
Victor



## 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.



### 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"**



#### 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%

# 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 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 Pittsford

## AFFLUENCE

The Town of Pittsford is ranked first in affluence in Upstate New York (NYup.com - May 2018). 50% of the population earns an average household income over \$100,000.



## HIGH RANKING SCHOOLS

Pittsford-Mendon High School is repeatedly ranked among the highest rated schools in the country. US News ranked it 18<sup>th</sup> in New York State and 108<sup>th</sup> nationally in 2018.



## HISTORIC SIGHTS

Drawing thousands of tourists and locals annually, the Erie Canal runs through the historic Village of Pittsford and provides a scenic escape with walking/biking paths, architecture and boat cruises.



## A Golfing Community...

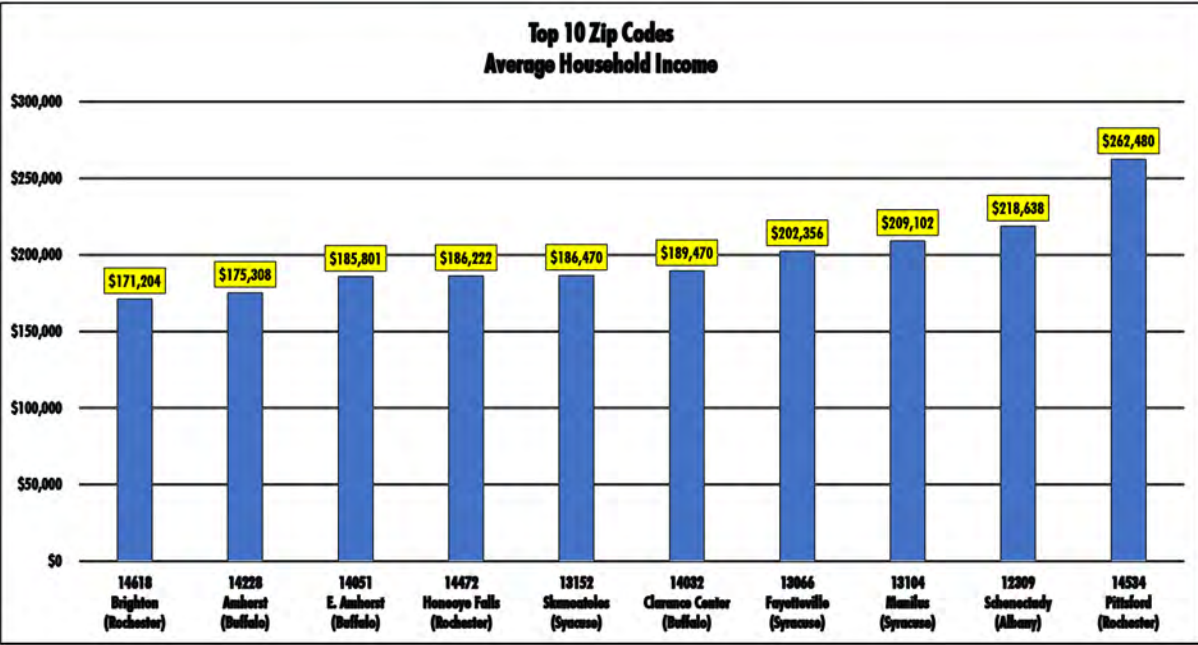
Pittsford is home to four golf courses that rank among the highest in the country.

Located across the street from Pittsford Plaza, **Oak Hill Country Club** is a world renowned private golf club with historic significance that frequently attracts golf enthusiasts. It is known for being the only club ever to host:

- 4 - PGA Championships
- 1 - Ryder Cup
- 1 - US Senior Open
- 3 - US Opens
- 2 - US Amateurs
- 2 - Senior PGA Championships



**Pittsford has the highest average household income in Upstate New York**



# Pittsford Plaza

1/4 mile from Interstate 590 and 3 miles from Interstate 490 - each exceeding 100,000 vehicles/day.

Traffic Monroe Avenue (Rte 31) is nearly 40,000 vehicles/day.

There are four entrance/exits accessing Monroe Avenue.

850 cars/hour utilize the western entrance to the Plaza shared with Wegmans flagship grocery store (2006 survey). Today this is likely over 1,000 cars/hour.

Nearly 140,000 people work within a 5 mile radius of Pittsford Plaza.

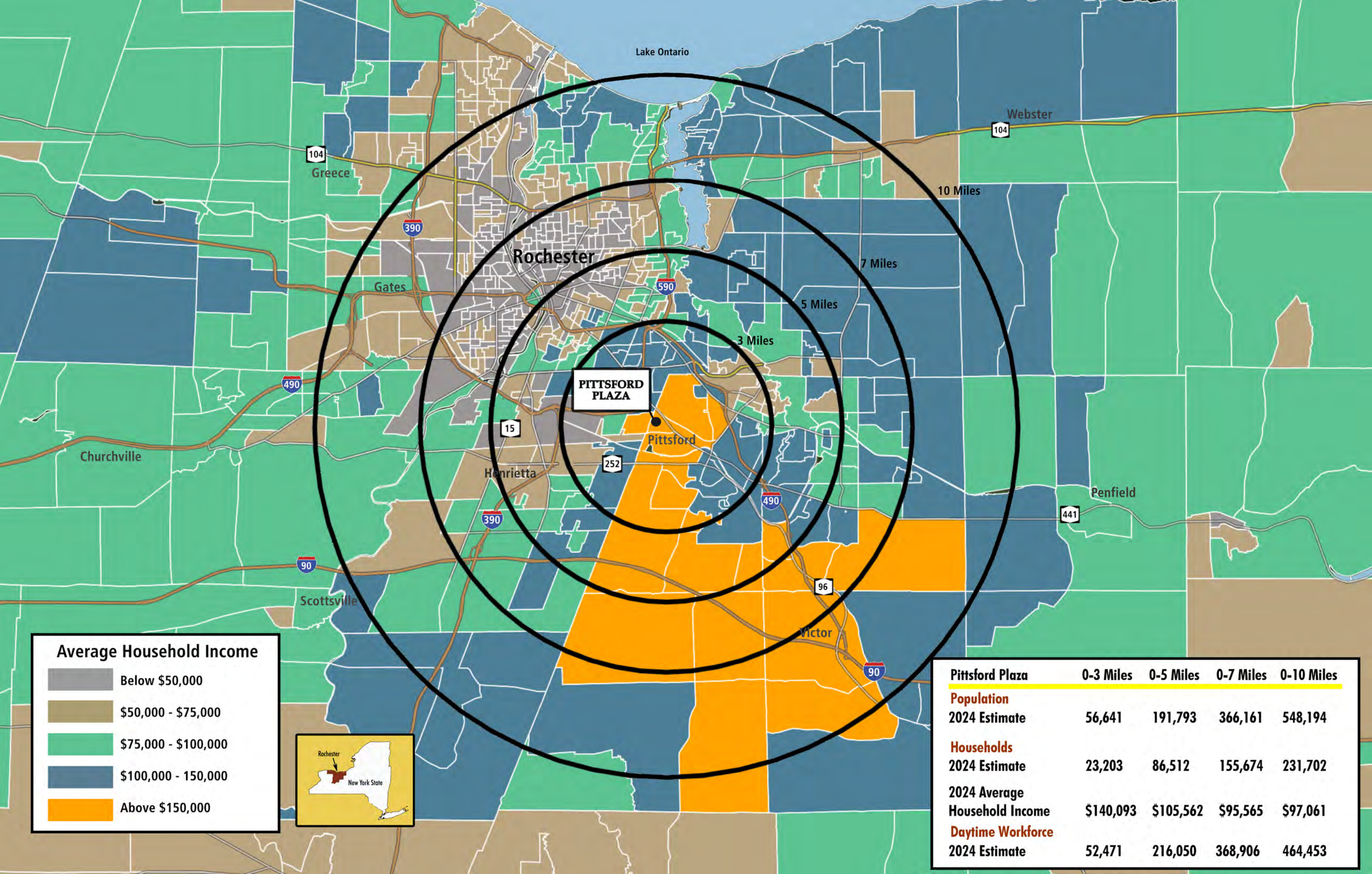
## Quick Facts

493,694 square feet

50+ tenants

Noteworthy:

- Wegmans Flagship Grocery Store
- Trader Joe's
- Cheesecake Factory
- Century Liquor & Wine by Wegmans
- Apple Cinemas
- Barnes & Noble
- Under Armour
- Five Below
- J Crew Factory
- Michaels Arts & Crafts
- Black & Blue
- The Paper Store



**Average Household Income**

|  |                       |
|--|-----------------------|
|  | Below \$50,000        |
|  | \$50,000 - \$75,000   |
|  | \$75,000 - \$100,000  |
|  | \$100,000 - \$150,000 |
|  | Above \$150,000       |



| Pittsford Plaza               | 0-3 Miles | 0-5 Miles | 0-7 Miles | 0-10 Miles |
|-------------------------------|-----------|-----------|-----------|------------|
| Population                    |           |           |           |            |
| 2024 Estimate                 | 56,641    | 191,793   | 366,161   | 548,194    |
| Households                    |           |           |           |            |
| 2024 Estimate                 | 23,203    | 86,512    | 155,674   | 231,702    |
| 2024 Average Household Income | \$140,093 | \$105,562 | \$95,565  | \$97,061   |
| Daytime Workforce             |           |           |           |            |
| 2024 Estimate                 | 52,471    | 216,050   | 368,906   | 464,453    |

# Pittsford Plaza



## PITTSFORD PLAZA

50+ retail shops and restaurants

BARNES & NOBLE

apple cinemas

CHIPOTLE

carter's

SportClips

Century Liquor & Wines

TJ-maxx

Michael's

black & blue

chico's

the paper store

Under Armour

root 31

cheesecake factory

ADELITAS

five BEER

Coming Soon Mamma &'

pure barre

café & eatery

TRADER JOE'S

BATH & BODY WORKS

goldfish swim school

Coming Soon CINNAHOLIC

PEARLE VISION

restore

ROCHESTER REGIONAL HEALTH Women's Clinic

J.CREW MERCANTILE

Coming Soon ULTA BEAUTY

Columbia

X GOLF

GOING GOING GONE!



Town of Brighton

# Pittsford Plaza

Town of Pittsford

### PITTSFORD PLAZA

50+ retail shops and restaurants

|                        |               |                        |                   |                   |              |                                          |
|------------------------|---------------|------------------------|-------------------|-------------------|--------------|------------------------------------------|
| BARNES & NOBLE         | TJ-MAXX       | The Cheesecake Factory | TRADER JOE'S      | FIVE BELOW        | BIF          | ROCHESTER REGIONAL HEALTH Women's Clinic |
| apple cinemas          | Michaels      | ADELITAS               | Bath & Body Works | J-CREW MERCANTILE | Coming Soon! | ULTA BEAUTY                              |
| chipotle               | black & blue  | Coming Soon!           | Mamma G's         | the paper store   | goldfish     | Columbia                                 |
| carter's               | chico's       | GOING GOING GONE!      | swimschool        | PEARLE VISION     | X GOLF       |                                          |
| SportClips             | Under Armour  | pure barre             | root 31           | Shear Ego         | restore      |                                          |
| Century Liquor & Wines | café & eatery |                        |                   |                   |              |                                          |



Marshall's

Orangetheory FITNESS

scott miller Salon & Spa

Panavino

MEDVED

ME MEUR

ACE Hardware

HOMESENSE

WHOLE FOODS

Starbucks

T-Mobile

SEPHORA

crumbl COOKIES

J. McLaughlin

CORNELLS JEWELERS

Wendys

MAMI

edible arrangements

Wegmans Flagship Store

Wegmans

McDonald's

PETCO

OAK HILL COUNTRY CLUB

IRONDEQUOIT COUNTRY CLUB

Town of Brighton

# Pittsford Plaza

Town of Pittsford

### PITTSFORD PLAZA

50+ retail shops and restaurants

|                        |               |                        |                   |                       |                          |                                          |
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PET SUPPLIES PLUS

ADRIAN TULES

CUSTOM CLOTHING

MANN'S

OAK HILL

COUNTRY CLUB

IRONDEQUOIT

COUNTRY CLUB



**Monroe Avenue 34,219 ADT**

**Over 850 vehicles/hour**

**3/4 mile 590**

