



**EASTVIEW**  
ROCHESTER, NY

 A WILMORITE PROPERTY



# A HIGHER FORM of Shopping

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This unexpected fashion experience in the heart of the finger lakes region is host to some of the most renowned shopping and dining in the northeast.

**Eastview is an experience** unto itself, with its cozy stone fireplace seating area, wide-open hallways, and bright skylights. **The atmosphere is light, breezy, and memorable.** Guests repeatedly visit; not only for the exclusive shopping, but for the positive vibes, leisure, and dining.

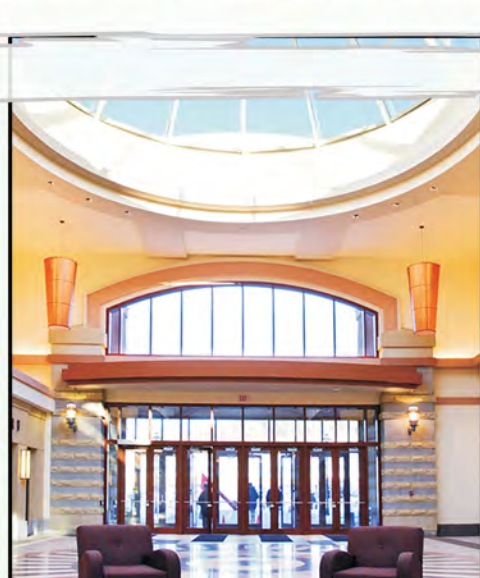
At its core is the infamous **Von Maur; the jewel of the center**, with posh furnishings, high-end brands, and the baby grand piano playing for guests.







Eastview welcomes visitors with an **outdoor courtyard** featuring seasonal landscaping, benches, and outdoor dining. Inside, tall ceilings with **vast skylights** bring in ample natural light. **The traditional stone hearth and fireplace** paired with the multiple **soft seating areas** add to the aesthetics and enhance the experience.





*First & Only*  
location in New York State



*A Unique  
Shopping Experience*

**VON MAUR AT EASTVIEW IS THE ONLY  
HIGH-END DEPARTMENT STORE IN ALL OF  
UPSTATE AND WESTERN NEW YORK.**

Von Maur has created an upscale and 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 decor 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, and high-end brands.

Some of their brands:







### *Sit-Down Restaurants*

Eastview features four sit-down restaurants with varying cuisine options from traditional American, Asian, Mexican, and local favorites. National and local operators have experienced long-term success from the built-in mall traffic.

The Eastview demographic has the discretionary income to enjoy dining out frequently.





Eastview has grown into the “Premier Shopping Destination” in upstate New York with a wide range of **well-known nationals**, many of which are unique to the region. Individually many of these brands draw their own clientele, but collectively they bring a comprehensive mix that is **tailored to appeal to not only the affluent customer base but also a wide-range of shoppers**

Eastview ranked **#1 shopping center in Upstate New York** by Yelp.com. The ranking is based on customer feedback, number of positive reviews, and their star rating.



**BARNES & NOBLE**

LOLLI & POPS

**REGAL**

**H&M**

SEPHORA



**POTTERY BARN**

**Rowan**

WARBY PARKER



Vera Bradley

WILLIAMS-SONOMA

WHITE HOUSE BLACK MARKET

Capital One OPENING SOON café

ANTHROPOLOGIE

L'OCCITANE EN PROVENCE

PACSUN



BANANA REPUBLIC



OFFLINE by Aerie



FABLETICS

L.L.Bean®

J.Jill



VON MAUR®

DRY GOODS EST. 1822



Madewell

Brooks Brothers

AUR SOCIETY





## *FIRST PROTOTYPE IN THE U.S.*

The strength of this retailer goes beyond just sales - their **commitment to the community** and to **hosting top notch events and activities** is unparalleled. Utilizing the field year-round for tournaments, training sessions, home school PE, ice skating, and lessons has kept the traffic flowing to this store since its opening in April 2021.



# HOUSE OF SPORT





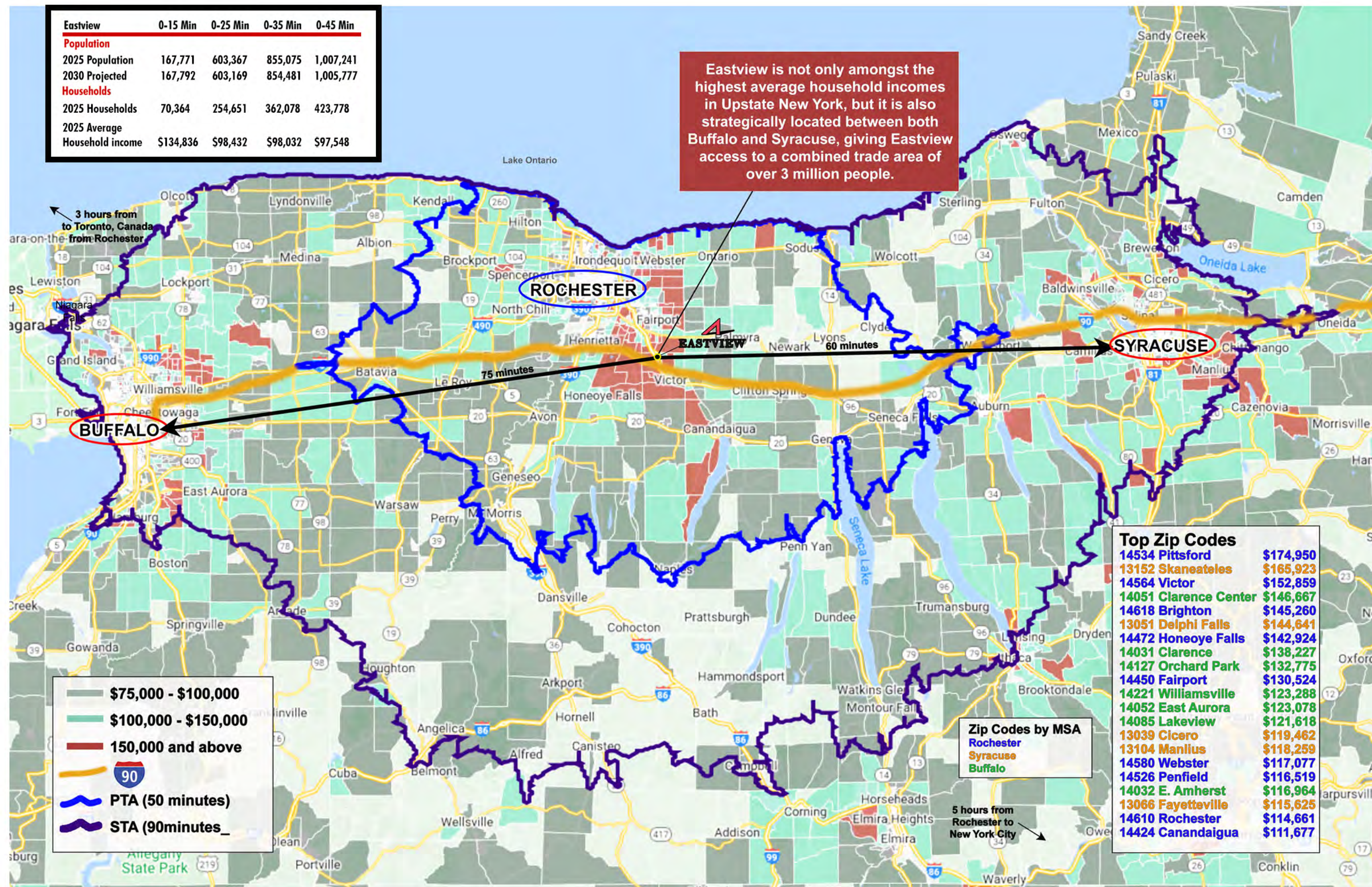
## OPENING FALL 2026

- A super regional tourist destination for the Finger Lakes and Lake Ontario
- Will host scores of community events each year centered on outdoor education, conservation and family fun
- Will have a substantial impact on the surrounding market, creating a domino effect of increased sales for both Eastview and the surrounding areas.



| Eastview                      | 0-15 Min  | 0-25 Min | 0-35 Min | 0-45 Min  |
|-------------------------------|-----------|----------|----------|-----------|
| <b>Population</b>             |           |          |          |           |
| 2025 Population               | 167,771   | 603,367  | 855,075  | 1,007,241 |
| 2030 Projected                | 167,792   | 603,169  | 854,481  | 1,005,777 |
| <b>Households</b>             |           |          |          |           |
| 2025 Households               | 70,364    | 254,651  | 362,078  | 423,778   |
| 2025 Average Household income | \$134,836 | \$98,432 | \$98,032 | \$97,548  |

Eastview is not only amongst the highest average household incomes in Upstate New York, but it is also strategically located between both Buffalo and Syracuse, giving Eastview access to a combined trade area of over 3 million people.







# What the tenants are saying...

## Warby Parker

"We absolutely see shoppers from out-of-town; **Buffalo and Syracuse of course**, but we even see folks traveling from Lake Placid. **During the week-days, shoppers are within one hour traveling distance** but on the weekends we see people driving five hours. Approximately 35% of Warby Parker traffic is from outside the Rochester Market."

## Madewell

"Noticeable traffic from both Buffalo and Syracuse, close to **25% of Madewell shoppers travel from other markets to shop**. Besides the brands at Eastview, shoppers mention how nice our mall is and how safe they feel. Traffic has been consistent since re-opening doors in the summer/fall of 2020, and slightly trending upwards which is expected to continue."

*Nancy, Store Manager*

## Banana Republic

"The GAP pulled Banana Republic from both Buffalo and Syracuse markets...**Over 15% of Banana shoppers are traveling from out of town**, and peak during weekends, breaks, and holidays. We expect this number to grow as time goes on."

*Hillary, Asst. Store Manager*

## Janie & Jack

"Janie & Jack has seen a **considerable uptick in Syracuse shopper traffic since we left the market in 2019**. Shopper traffic is high on weekends and climbs for Easter and Christmas. During tourist seasons (Summer in FL, Jazz Fest, etc) it is not unusual for Janie & Jack to have European shoppers."

*Tricia, Store Manager*



# What the tenants are saying...

## Pottery Barn

“We see a ton of out-of-town shoppers! Buffalo at about 25%, Syracuse accounts for about 10% and then we also see Snowbirds who are in town. In the last three years, Pottery Barn has seen a significant increase in shoppers traveling from other markets; they also mention the quality of Eastview – the quality of service, cleanliness, landscaping, stores, and people.”

*Assistant Store Manager, name withheld*

## L’Occitane en Provence

“Clients come from Buffalo, Syracuse, and as far away as the Southern Tier and Pennsylvania; younger clients are coming on board while still retaining older clients. There was a significant increase in store traffic when Buffalo and Syracuse closed their locations; our out-of-town shoppers peak on weekends, holidays, and school break and are upwards of 25% of our sales. While L’Occitane is a destination, shoppers also mention that they make the trip to Eastview because it is nicer and safe.

*Lori, Store Manager:*

## Williams Sonoma

“Both Buffalo and Syracuse shoppers increased in the last 3 years since Buffalo, Syracuse, and Albany locations closed. About 20% of their shoppers come from surrounding markets, 10% Buffalo and 10% Syracuse but they expect that number to increase, especially from the east (Syracuse, Albany, Finger Lakes). Shoppers rave about Eastview, mentioning great parking, location, food, tenant mix, and safety.”

*Donna, Assistant Store Manager & Mitch, Stock Manager*

## Von Maur

“We definitely see a good amount of customers from both Syracuse and Buffalo on a consistent basis. They always tend to comment that there is just nowhere to shop in their cities, which is why they make the trip to Von Maur.”

*Store Manager, Leah*







## Millennials and Young Professionals

1.4 million sq. ft. of  
office parks within  
1 mile of Eastview.  
**67% of the trade  
area have white  
collar jobs.**

### Top Housing Markets

Ratnu of Realtor.com says. "You see a lot of spillover from New York City. A lot of people move to New York to start careers in their mid-20s, 10 years later they're struggling to find affordable housing, so they move to places like Rochester, NY." *Source: Forbes Magazine*

### #1 Place to Live in the Northeast

Population density, housing affordability, cost of living, commute times, and percentage of residents over 25 with a bachelor's degree were factored into this ranking. *Source: Business Insid-*

### #8 in Nation on Best Cities for Nightlife List

Rent.com attributed the high ranking to numerous museums, elite music institutions, bars, cocktail lounges, clubs, and events such as the International Jazz Festival.



# Families



Eastview shoppers are

# 30%

more likely to be “Fast Track Families” than the national average. They lead active lifestyles which are often centered around their children’s schedules/interests. They drive large SUV’s and dine out frequently.

**Rochester was ranked one of the best places to live in the U.S.**

because of its **low cost of living and high-ranking schools**. Rochester is described as a great fit for families with approximately a quarter of the population under 20 years old.

**10 schools in the greater Rochester region, rank in the top 10% of public schools nationally.** All 24,980 public high schools in the United

States were evaluated. Schools are ranked on their performance on state required tests, graduation rate, and how well they prepare students for college. -*U.S. News and World Report Best High Schools Report*





# The Perfect Pairing

## *The Finger Lakes are One of the Best Places to Visit*

The Finger Lakes are one of the Top 16 Truly Interesting Places in the U.S.

*Source: BuzzFeed*

The greater Rochester area is home to some of the most coveted zip codes in the state. **Eastview is surrounded by all-inclusive golf communities, vacation lake homes, office parks, and affluent suburban cul-de-sacs** with some of the highest ranked high schools in the country.

The abundance of freshwater lakes combined with multiple noteworthy golf courses is the perfect hybrid for attracting vacationers and retaining wealthy locals.

**High-end shopping and dining are a perfect pairing with wineries, breweries, beaches, sailing, skiing, and golfing.**

When dining, local fare, wines, and brews are a common sought-after commodity among visitors.

**1.24 M**  
daily arrivals to greater  
Rochester, NY area

### *Tourism in the Finger Lakes Region*

- Total sales impact: \$2.9 billion
- Leisure overnight visitors spend approximately \$234.32 on shopping
- \$580 million of total sales is spent on retail
- Leisure daytrip visitors spend on approximately \$111.22 on shopping



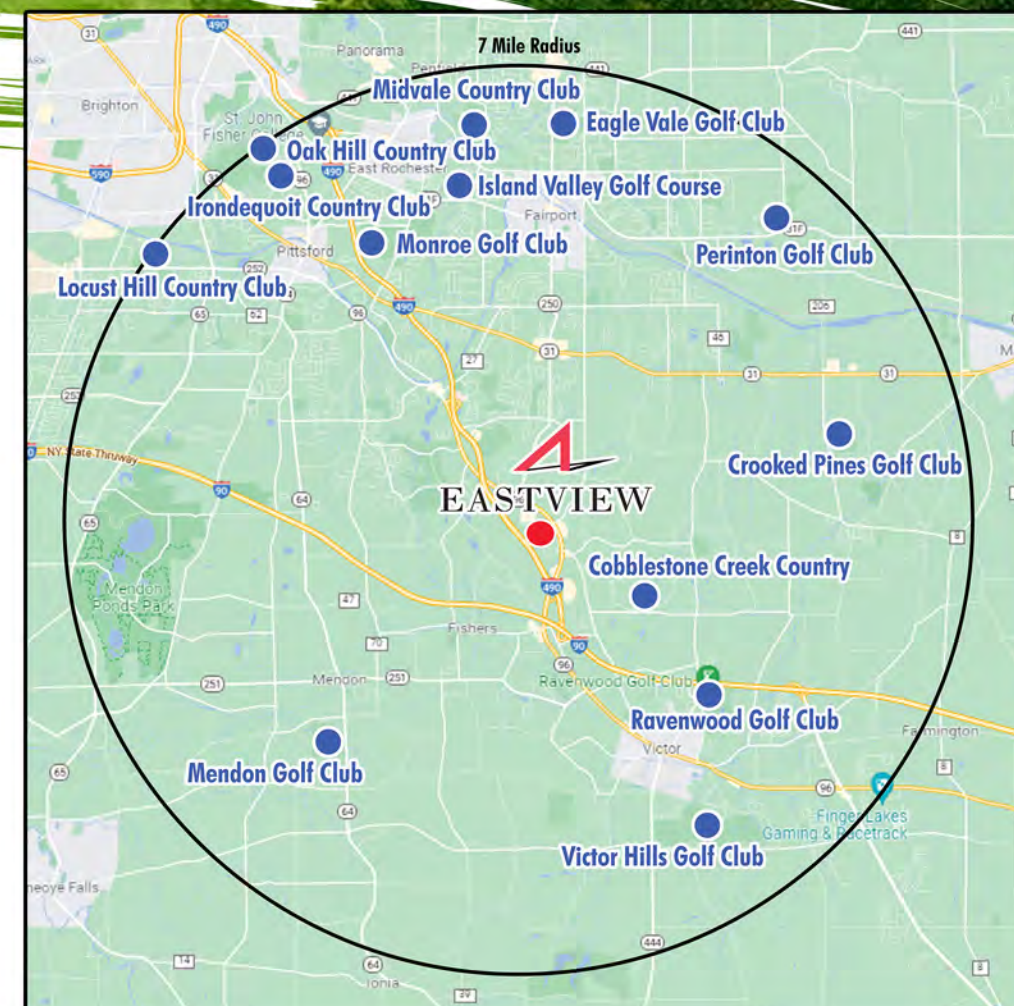


## A Golfing and Country Club Town

There are 13 premier golf courses within a 7 mile radius of Eastview, four rank among the highest in the country. **Oak Hill Country Club** is a world renowned private golf course with historic significance that frequently attracts golf enthusiasts. It is known for being the only club ever to host:

4 - PGA Championships  
(Next Hosting PGA Championship - 2035)  
1 - Ryder Cup  
1 - US Senior Open

3 - US Opens  
2 - US Amateurs  
(Next Hosting US Amateur - 2027)  
2- Senior PGA Championships  
The Club's First US Womens Open - 2037





# Rochester

## Business



### Top 10 Best Business Climate

The Rochester, NY region was named to Business Facilities' list of **Top 10 Best Business Climates** among mid-sized metros. This ranking is based on growth potential, talent pipeline, quality of life, and affordability.

*Source: Business Facilities*

### Innovation

Rochester is #1 in the US for patents issued per 1,000 workers. Recognized as one of the **25 most innovative cities** in America based on patent registration and advanced degrees.

*Source: 24/7 Wall Street and US Patent and Trademark Office*

### #1 Market for Hiring Cybersecurity Talent

Rochester, NY leads the nation for hiring opportunities for cybersecurity talent. This ranking is based on talent availability and hiring competition. Rochester's leadership role is due in part to the well-trained talent coming out of Rochester Institute of Technology.

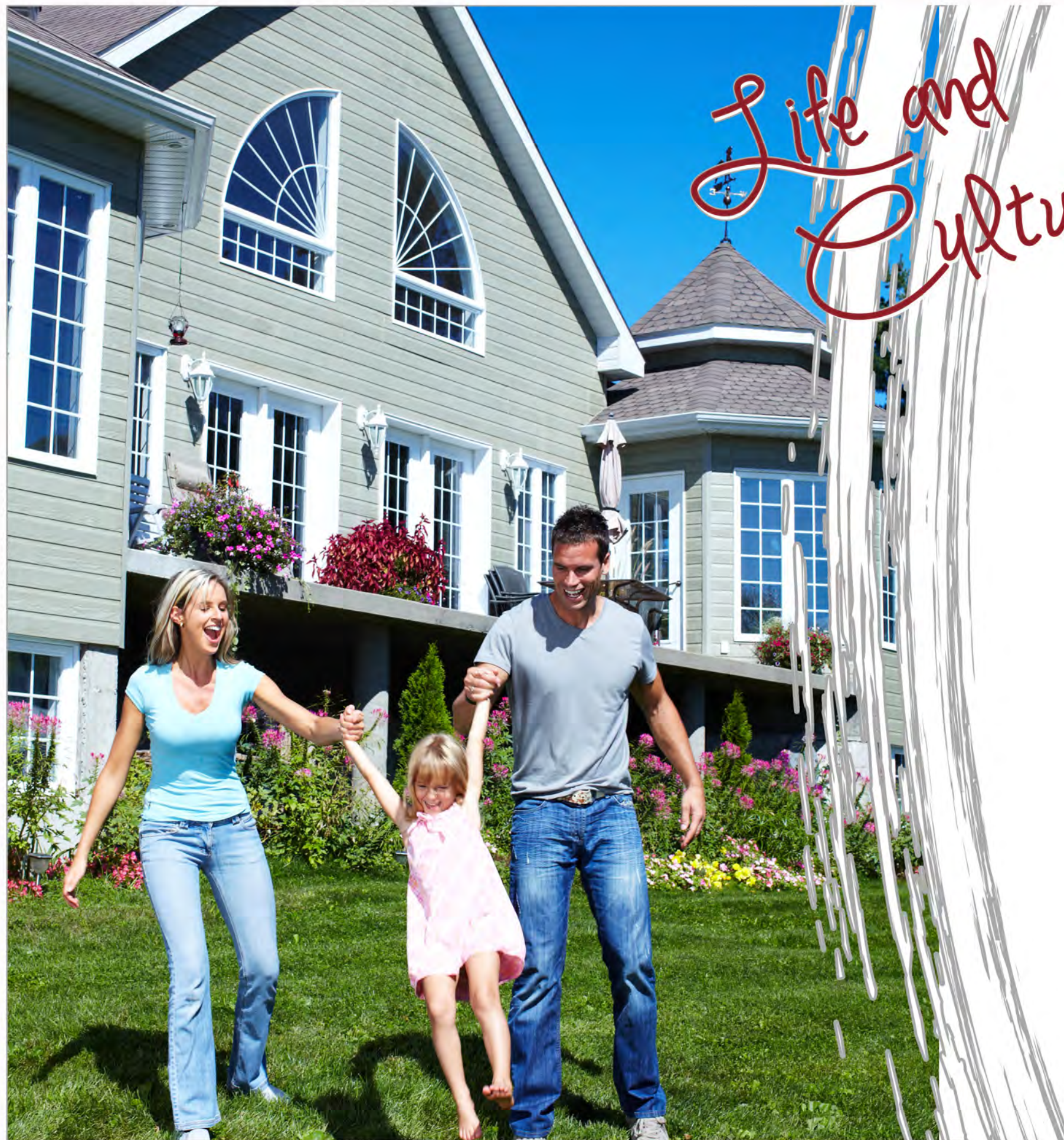
*Source: CBRE Labor Analytics Report*

Rochester is the top metro in the US for future growth and strategic investment in tech innovation.

*MIT Economics*

| Top Employers                     | # Employees |
|-----------------------------------|-------------|
| University of Rochester           | 32,211      |
| Rochester Regional Health         | 17,592      |
| Wegmans Food Markets, Inc.        | 12,946      |
| Paychex, Inc.                     | 4,579       |
| Rochester Institute of Technology | 4,155       |
| L3Harris Technologies, Inc.       | 3,724       |
| Heritage Christian Services, Inc. | 2,456       |
| Finger Lakes Health               | 2,308       |
| Lifetime Healthcare Co., Inc.     | 2,298       |
| Tops Market                       | 2,038       |





## Homes are 50% More Affordable than the National Average

At \$195,000, the median home sales price is 50% more affordable than the national average. Approximately 77% of area homes are affordable for our region's median income.

*Source: NAHB Housing Opportunity Index*

## 3<sup>rd</sup> Most Affordable City for Housing

Rochester, NY was named the third most affordable city for housing, according to Demographia International Housing Affordability report. Using the "median multiple" to rate middle-income housing affordability; the median multiple is a price-to-income ratio, which is the median house price divided by the gross median household income.

*Source: Demographia International Housing Affordability report*

## #2 Most Neighborly City in the Country

*Neighbor.com* named Rochester, NY the #2 Most Neighborly City in the Country. Charitable giving, volunteering, and overall community well-being were analyzed to determine where you would find the friendliest and happiest neighbors. *Source: Neighbor.com*

## 13th Best Place to Live in the U.S. for Quality of Life

According to *U.S. News & World Report*, Rochester is the 13th Best Place to Live in the U.S. for Quality of Life. Short commutes and high-quality education were key factors. *Source: U.S. News & World Report*



# Eastview

## EASTVIEW COMMONS



## EASTVIEW

140+ retail shops, restaurants & entertainment



I-490: 42,553 ADT

Route 96: 31,745 ADT

I-490: 36,361 ADT

Route 96: 24,294 ADT

I-490: 36,427 ADT

I-90: 61,463 ADT

I-90: 32,746 ADT



490 I-490 36,361 ADT



Coming Soon

VON MAUR



L.L.Bean

Rowan

WHBM

BARNES & NOBLE

ANTHROPOLOGIE

BANANA REPUBLIC

P.F. CHANG'S

WARBY PARKER

WILLIAMS SONOMA

AUR SOCIETY

PAC SUN

ADELITAS

Apple

free people

LEGO

Coming Soon

Capital One café

FABLETICS

Pittsford-Victor Road 31,745 ADT



EASTVIEW

90 1/8 mile  
61,463 ADT