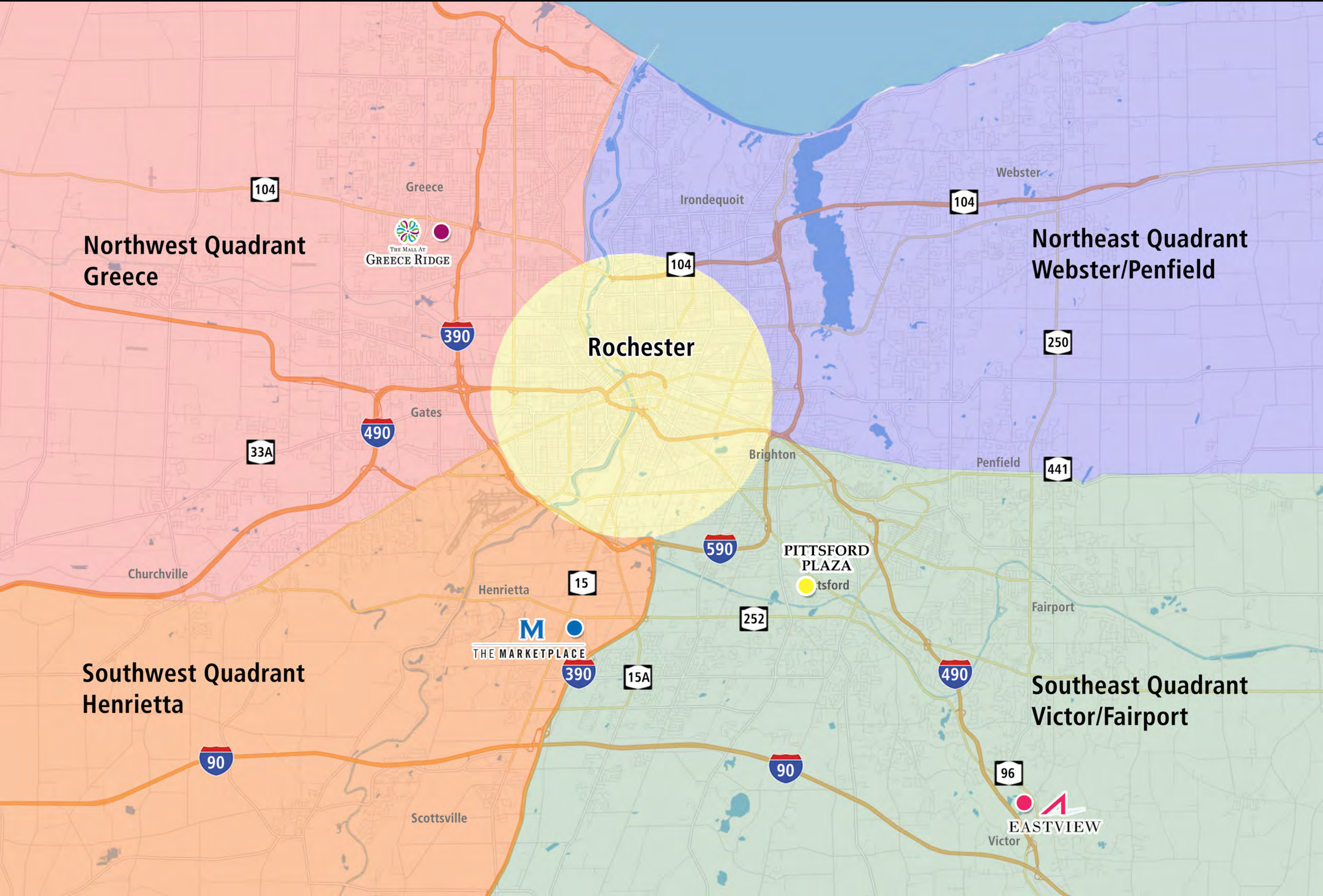




# PITTSFORD PLAZA



**Northwest Quadrant  
Greece**

**Northeast Quadrant  
Webster/Penfield**

**Southwest Quadrant  
Henrietta**

**Southeast Quadrant  
Victor/Fairport**

**Rochester**

**THE MALL AT  
GREECE RIDGE**

**M  
THE MARKETPLACE**

**PITTSFORD  
PLAZA**

**EASTVIEW**



# ROCHESTER NEW YORK

# 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 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...

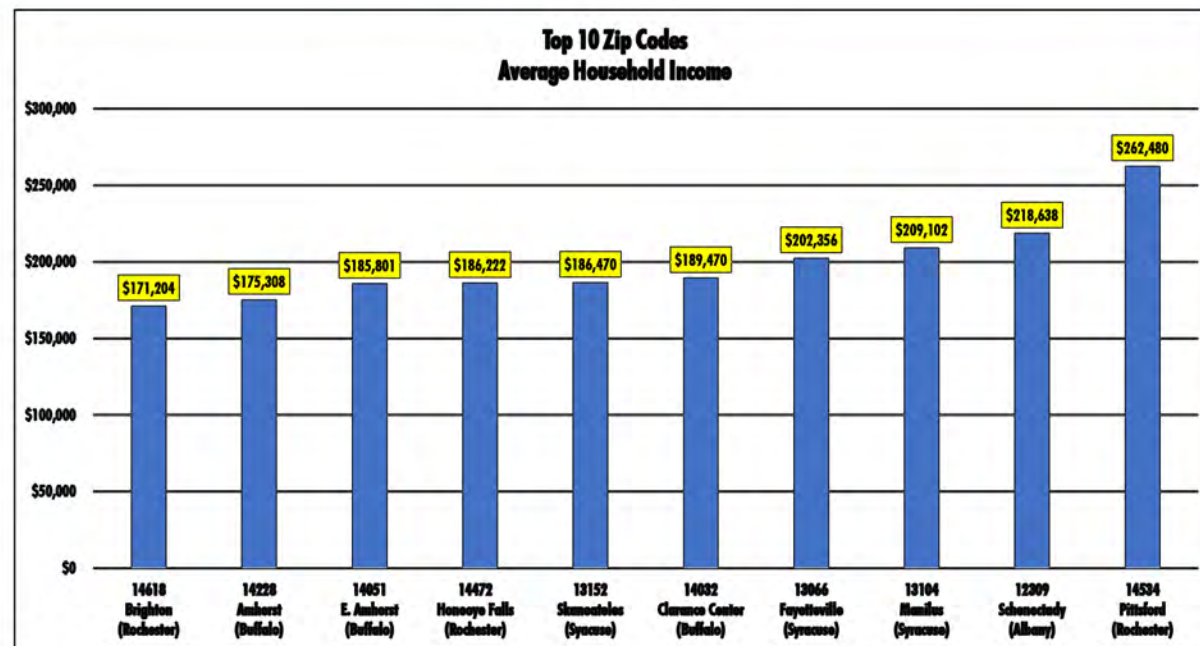
Pittsford is home to four golf courses that rank among the highest in the country.

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

¼ 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. Today this is likely over 1,000 cars/hour.



## Quick Facts

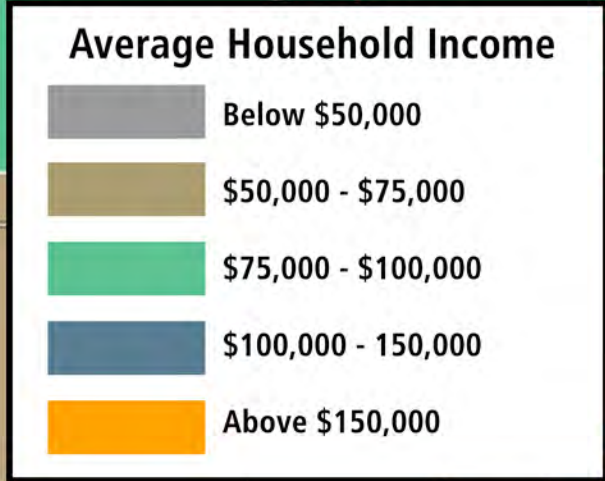
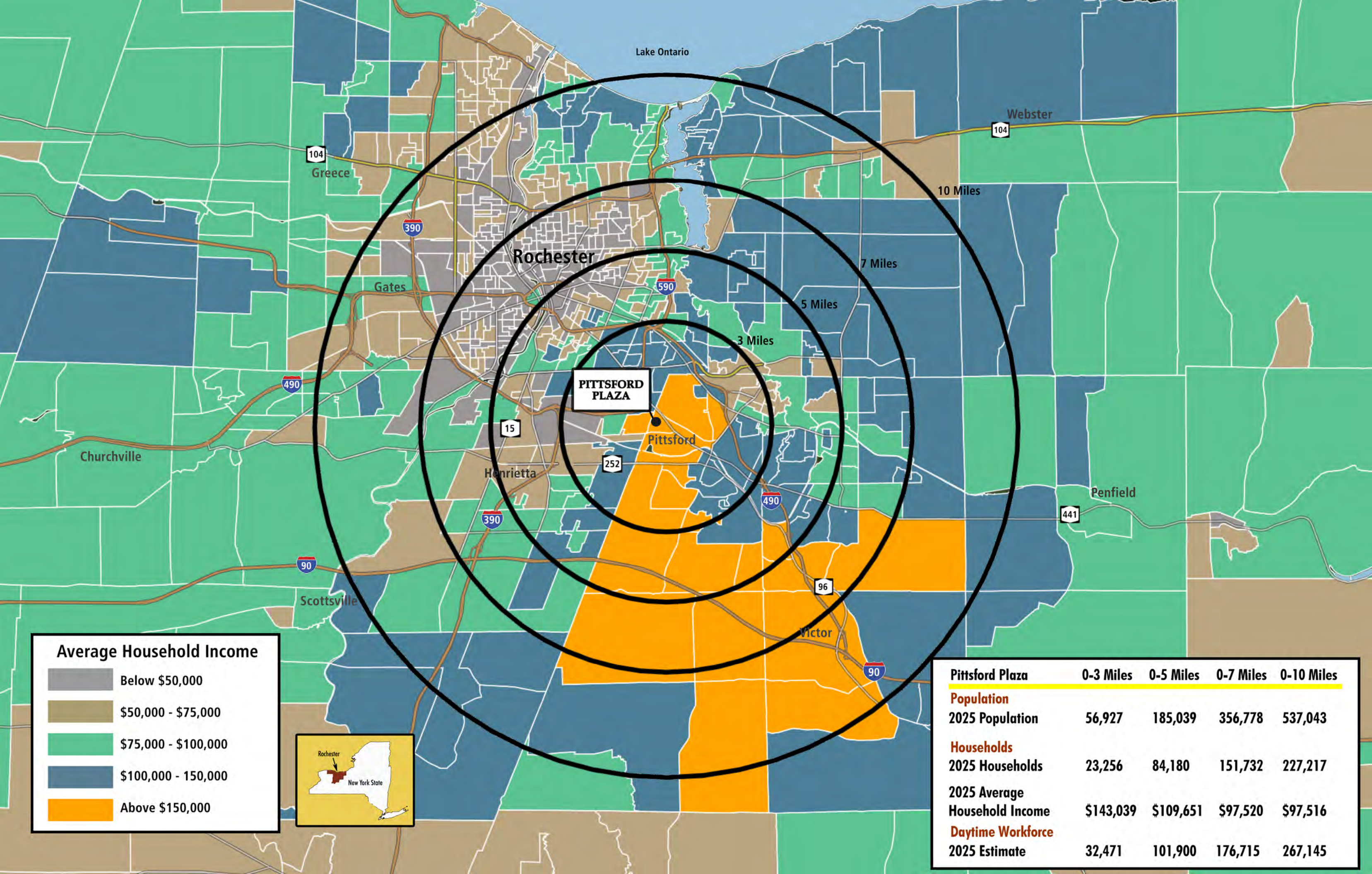
493,694 square feet

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
- Ulta





Pittsford Plaza	0-3 Miles	0-5 Miles	0-7 Miles	0-10 Miles
<b>Population</b>				
2025 Population	56,927	185,039	356,778	537,043
<b>Households</b>				
2025 Households	23,256	84,180	151,732	227,217
<b>2025 Average Household Income</b>				
	\$143,039	\$109,651	\$97,520	\$97,516
<b>Daytime Workforce</b>				
2025 Estimate	32,471	101,900	176,715	267,145

# Pittsford Plaza

## PITTSFORD PLAZA

50+ retail shops and restaurants

**BARNES & NOBLE** | **TJ-maxx** | **cheesecake Factory** | **TRADER JOE'S** | **BIF** | **ROCHESTER REGIONAL HEALTH Women's Clinic**  
**apple cinemas** | **Michaels** | **ADELTAS** | **Bath & Body Works** | **J.CREW MERCANTILE** | **ULTA BEAUTY**  
**CHIPOTLE** | **black & blue** | **five BEER** | **Mamma G's** | **goldfish swim school** | **Columbia**  
**carter's** | **chico's** | **the paper store** | **CINNAHOLIC** | **X GOLF**  
**SportClips** | **Under Armour** | **pure barre** | **PEARLE VISION** | **GOING GOING GONE!**  
**Century Liquor & Wines** | **root 31** | **restore**



Town of Brighton

# Pittsford Plaza

Town of Pittsford



31

65

31

91,192 ADT

42,721 ADT

17,690 ADT  
Clover St.

Monroe Avenue

33,110 ADT

French Road  
18,885 ADT

**PITTSFORD PLAZA**  
50+ retail shops and restaurants





The Cheesecake Factory

Citizens Bank

Monroe Avenue 32,714 ADT

31

BARNES & NOBLE

KeyBank

Over 850 vehicles/hour

TJ-maxx

ULTA BEAUTY

TRADER JOE'S

Columbia

Rosie

goldfish! swim school

UNDER ARMOUR

CINNAHOLIC

Wegmans Flagship Store

OAK HILL COUNTRY CLUB

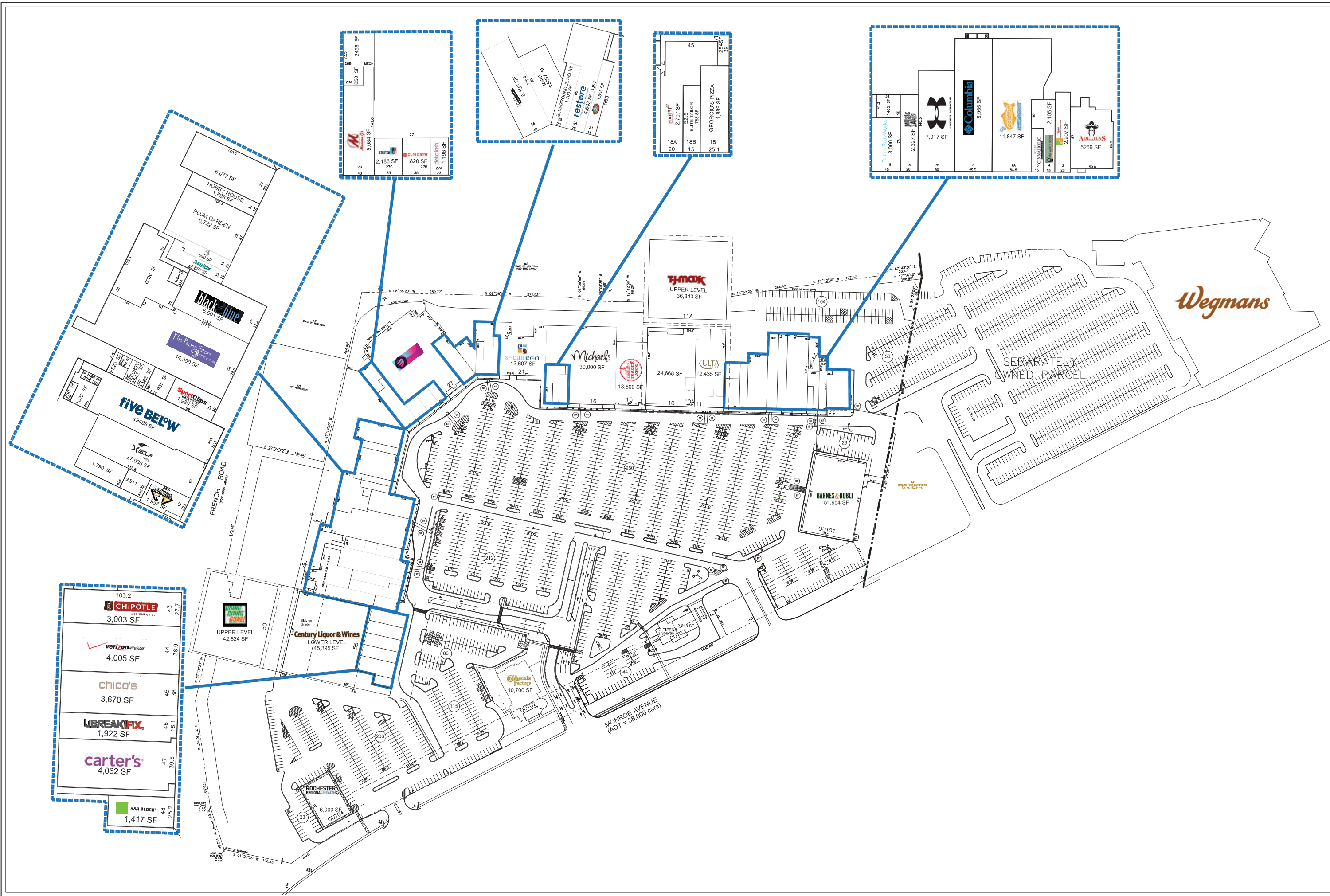
PGA Championship

PETCO

Wendys

3/4 mile





LAND OR OTHER REPRESENTORS OR WARRANTS THAT THE TENANTS NAMED ON THIS PLAN WILL OCCUPY SPACE IN THE BUILDING OR THE SPACE SHOWN ON THE PLAN OR OTHERWISE. SQUARE FOOTAGE SHOWN ON THIS PLAN WILL BE VERIFIED PURSUANT TO A DEFINITIVE LEASE DOCUMENT.

Wilmore Management Group, LLC  
 605 Scoville Road  
 Rochester, NY 14624  
 Telephone: (585) 494-3400  
 Commercial Real Estate  
 Development & Management

**WILMORITE**

**PITTSFORD PLAZA  
 PITTSFORD, NEW YORK  
 LEASE PLAN**

**S-1**  
 DATE: 3-3-26  
 SCALE: 1"=60'  
 DRAWN BY: CAJ