

PITTSFORD PLAZA

WILMORITE

Northwest Quadrant
Greece

Northeast Quadrant
Webster/Penfield

Southwest Quadrant
Henrietta

Southeast Quadrant
Victor/Fairport

Rochester

Greece

Irondequoit

Webster

Gates

Brighton

Penfield

Churchville

Henrietta

Scottsville

Fairport

Victor

THE MALL AT GREECE RIDGE

THE MARKETPLACE

PITTSFORD PLAZA

EASTVIEW

104

390

490

590

15

15A

252

90

96

250

441

33A



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 13th 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 18th 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 millenials** 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.



2025 Estimate

Population: 1, 057,218

Households: 449,215

Average HH Income: $79,145

Education:
Bachelor's degree+: 38.9%

Post Grad +: 17%



HIGH RANKING SCHOOLS

Four Rochester schools earn gold rating in **"Best High School Rankings"**
(US News and World Report 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)

WILMORITE

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 18th in New York State and 108th 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...

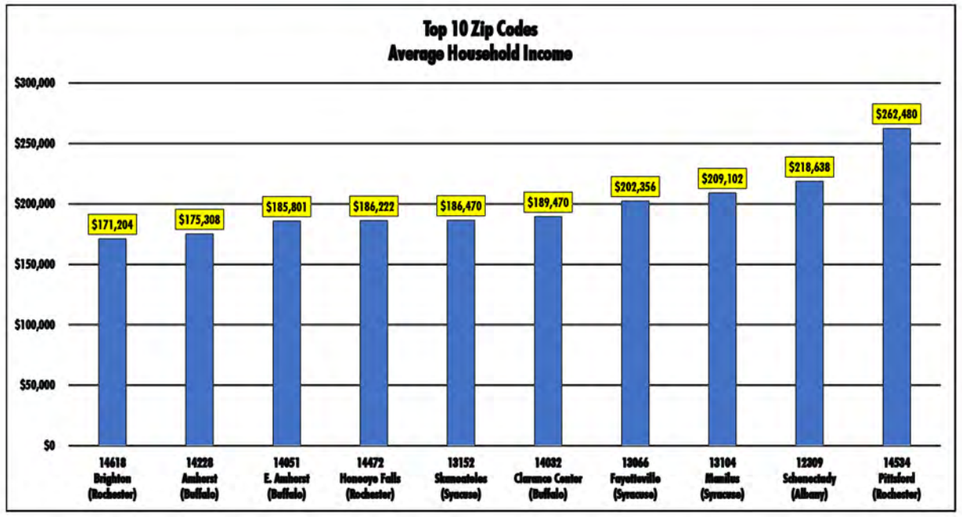
Pittsford is home to four golf courses that rank among the highest in the country.



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	3 - US Opens
1 - Ryder Cup	2 - US Amateurs
1 - US Senior Open	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
- Burlington (Coming Soon)

A Golfing and Country Club Town

There are 11 private golf courses within a 7 mile radius of Pittsford Plaza, 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



PITTSFORD PLAZA

10 MILES

7 MILES

5 MILES

3 MILES

Average Household Income

- Below $75,000
- $75,000 - $100,000
- $100,000 - $125,000
- $125,000 - 150,000
- Above $150,000

Pittsford Plaza	3 Miles	5Miles	7 Miles	10 Miles
Population				
2026 Population	56,927	185,031	356,778	537,043
Households				
2026 Households	23,256	84,108	151,732	227,217
2026 Average HH Income	$143,039	$109,651	$97,520	$97,516
Workforce				
2026 Workforce	32,471	101,900	176715	267,145

Pittsford Plaza

Town of Brighton

590

91,192 ADT

31

42,121 ADT

17,690 ADT

Clover St.

Wegmans Flagship Store

Town of Pittsford

65

Monroe Avenue

33,110 ADT

31

French Road

18,885 ADT

OAK HILL COUNTRY CLUB

IRONDEQUOIT

PITTSFORD PLAZA

50+ retail shops and restaurants

BARNES & NOBLE · T.J.maxx · The Cheesecake Factory · TRADER JOE'S · five BELOW · BODY FUEL · ROCHESTER REGIONAL HEALTH Women's Clinic · Michaels · ADELITAS · Bath & Body Works · Coming Soon WARBY PARKER · J.CREW FACTORY · ULTA BEAUTY · apple cinemas · the paper store · CINNAHOLIC · black & blue · Coming Soon · Mamma Ristorante Italiano · goldfish swim school · Columbia · chico's · HARAZ COFFEE HOUSE · Coming Soon Burlington · carter's · GOING GOING GONE! · pure barre · PEARLE VISION · SportClips HAIRCUTS · LACROSSE UNLIMITED · Shear Ego Salon & Spa · X GOLF · Century Liquor & Wines · root 31 café & eatery · restore HYPER WELLNESS + CRYOTHERAPY

Rochester

New York State


X GOLF
chico's
GOING GOING GONE!
CHIPOTLE MEXICAN GRILL
LACROSSE UNLIMITED
Century Liquor & Wines
verizon wireless
carter's
H&R BLOCK
five BELOW
the paper store
PLUM GARDEN
PEARLE VISION
BODY FUEL
HOBBY HOUSE TOYS
black & blue
Mamma Ristorante Italiano
apple cinemas
J.CREW FACTORY
Shear Ego
Michael's
Georgio's Pizza
pure barre
Blueground
ELITE TAILOR
STRETCH LAB
root 31 café & eatery
restore HYPER WELLNESS + CRYOTHERAPY
Coming Soon
HARAZ COFFEE HOUSE
FedEx
The Cheesecake Factory
Citizens Bank
T.J.maxx
ULTA BEAUTY
Coming Soon
Burlington
Coming Soon
WARBY PARKER
TRADER JOE'S
Bath & Body Works
Columbia
Rosie
Nepalese & Indian Cuisine
goldfish swim school
ONE WORLD GOODS
UNDER ARMOUR
ADELITAS
CINNAHOLIC
Monroe Avenue 32,714 ADT
31
BARNES & NOBLE
KeyBank
Over 850 vehicles/hour
Wegmans
Flagship Store
ideal image
the Vitamin Shoppe
ETHAN ALLEN
next door
PETCO
Wendy's
¾ mile
590
OAK HILL C.C.
OAK HILL
COUNTRY CLUB

PROPOSED 6,077 SF
HOBBY HOUSE 1,806 SF
PLUM GARDEN 6,722 SF
6036 SF
black & blue 6,001 SF
The Paper Store 14,390 SF
five BELOW ±9486 SF
±7,036 SF
1,790 SF
1,811 SF
1,857 SF
FRENCH ROAD
2456 SF
MECH
850 SF
5,084 SF
2,186 SF
1,820 SF
1,196 SF
5,105 SF
MANT
BLUEGROUND JEWELRY 1,700 SF
restore 4,642 SF
1,500 SF
2,707 SF
ELITE TAILOR 788 SF
GEORGIO'S PIZZA 1,869 SF
3,000 SF
2,327 SF
7,017 SF
8,955 SF
11,847 SF
2,105 SF
2,207 SF
ADELITAS 5269 SF
T.J.MAXX UPPER LEVEL 36,343 SF
11A
SHEARER'S 13,607 SF
Michaels 30,000 SF
13,600 SF
Burlington COMING SOON 22,436 SF
ULTA 12,435 SF
10
10A
11
16
15
21
Wegmans
SEPARATELY OWNED PARCEL
BARNES&NOBLE 51,954 SF
OUT01
2,918 SF
OUT03
The Cheesecake Factory 10,700 SF
OUT02
MONROE AVENUE (ADT = 38,000 cars)
103.2
CHIPOTLE 3,003 SF
verizon wireless 4,005 SF
chico's 3,670 SF
UBREAKIFIX 1,922 SF
carter's 4,062 SF
H&R BLOCK 1,417 SF
DOING GONE!
UPPER LEVEL 42,824 SF
Century Liquor & Wines LOWER LEVEL 45,395 SF
Slab on Grade
ROCHESTER REGIONAL HEALTH
6,000 SF
OUT04
POINT OF BEGINNING
S 01°27'35" W 176.53'
N 87°17'20" W 444.99'
N 08°38'20" W 259.77'
N 08°38'20" W 221.03'
N 87°17'20" W 99.89'
N 02°42'40" E 99.89'
N 87°17'20" W 21.00'
N 02°42'40" E 99.89'
N 87°17'20" W 264.47'
N 17°12'30" W 197.67'
N 18°52'55" W
N 67°43'20" E 20.42'
N 17°16'45" W 106.90'
S 85°39'20" E 139.68'
N 85°34'20" E 165.05'
N 87°17'20" W
STATE OF NEW YORK
STATE OF NEW YORK (OLD LINE CHANGE)
LINE OF PINE CRV
LINE OF PINE CRV
N/F MCDONALD'S CORP. L.A. No. 15-0-1
N/F WEGMANS FOOD MARKETS INC. T.A. No. 15-0-1-1-1
N/F 40 PROPERTIES
N/F STATE OF NEW YORK
1448.65'

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WILMORITE

PITTSFORD PLAZA
PITTSFORD, NEW YORK

LEASE PLAN

S-1

DATE: 9-3-26
SCALE: 1"=80'
DRAWN BY: CAJ