

# PITTSFORD PLAZA





# PITTSFORD, NEW YORK



## Affluence and Family Households

Victor, NY is one of the most affluent suburbs of Rochester with average household incomes exceeding **\$145,000**.



Home values range from **\$175,000** to **\$1,000,000** and up.



Over **70%** of the households within a 10 minute drive time of Eastview are **family households**.

The Victor School District ranks among the **best in New York State**.

## Rochester MSA

Population: **1, 076,544**  
2019-2024 Growth: 0.4%

Households: **437,677**  
2019-2024 HH Growth: 1.1%

Average HH Income: **\$79,145**

### Education:

Bachelor's degree +: **33.43%**

Master's degree +: **14.66%**

## ROCHESTER, NY

### 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.



## 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: *Democrat & 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)

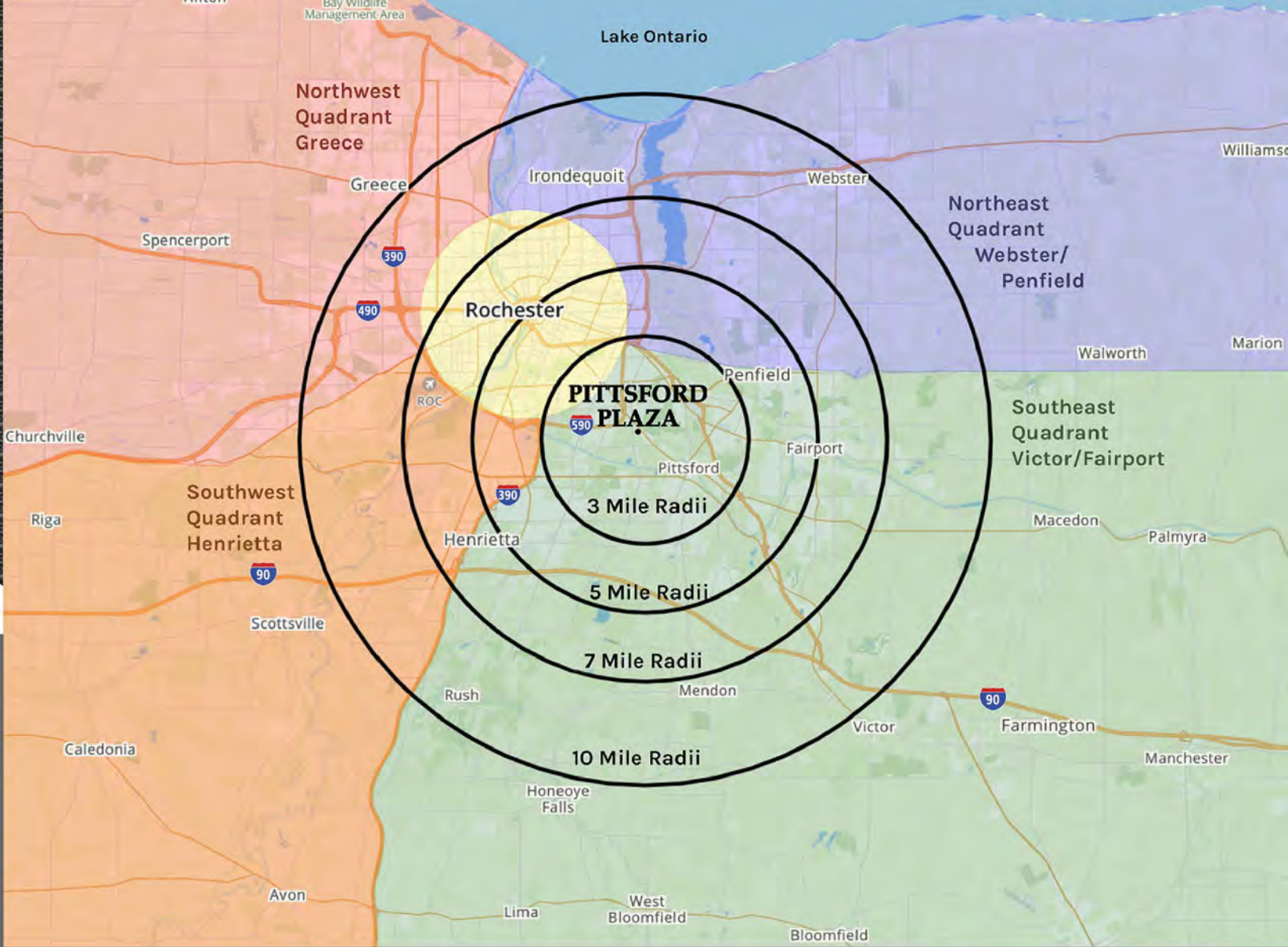
## A Golfing Community...

Pittsford is home to four golf courses that rank among the highest in the country. Located directly across the street is the world renowned private golf course Oak Hill Country Club. Its historic significance frequently attracts golf enthusiasts from all over the world and it is known for being the only club ever to host:

3 PGA Championships, 3 U.S. Opens, 1 Ryder Cup, 2 U.S. Amateurs, 1 U.S. Senior Open, and 1 Senior PGA Championship







<b>Pittsford Plaza</b>	<b>0-3 Miles</b>	<b>0-5 Miles</b>	<b>0-7 Miles</b>	<b>0-10 Miles</b>
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**Population**

<b>2019 Estimate</b>	<b>57,538</b>	<b>192,461</b>	<b>362,420</b>	<b>539,361</b>
<b>2024 Projected</b>	<b>57,717</b>	<b>192,713</b>	<b>363,306</b>	<b>241,774</b>
<b>Growth 2019-2024</b>	<b>0.31%</b>	<b>0.13%</b>	<b>0.24%</b>	<b>0.45%</b>

**Households**

<b>2019 Estimate</b>	<b>23,953</b>	<b>85,030</b>	<b>150,528</b>	<b>224,287</b>
<b>2024 Projected</b>	<b>24,196</b>	<b>85,840</b>	<b>152,041</b>	<b>226,973</b>
<b>Growth 2019-2024</b>	<b>1.01%</b>	<b>0.95%</b>	<b>1.01%</b>	<b>1.20%</b>

<b>2019 Average Household Income</b>	<b>\$124,463</b>	<b>\$91,047</b>	<b>\$80,493</b>	<b>\$80,197</b>
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Pittsford Plaza is located on Monroe Avenue (Route 31) - one of the busiest streets in the market. It is just ¼ mile from Interstate 590, which exceeds 100,000 vehicles/day.

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



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