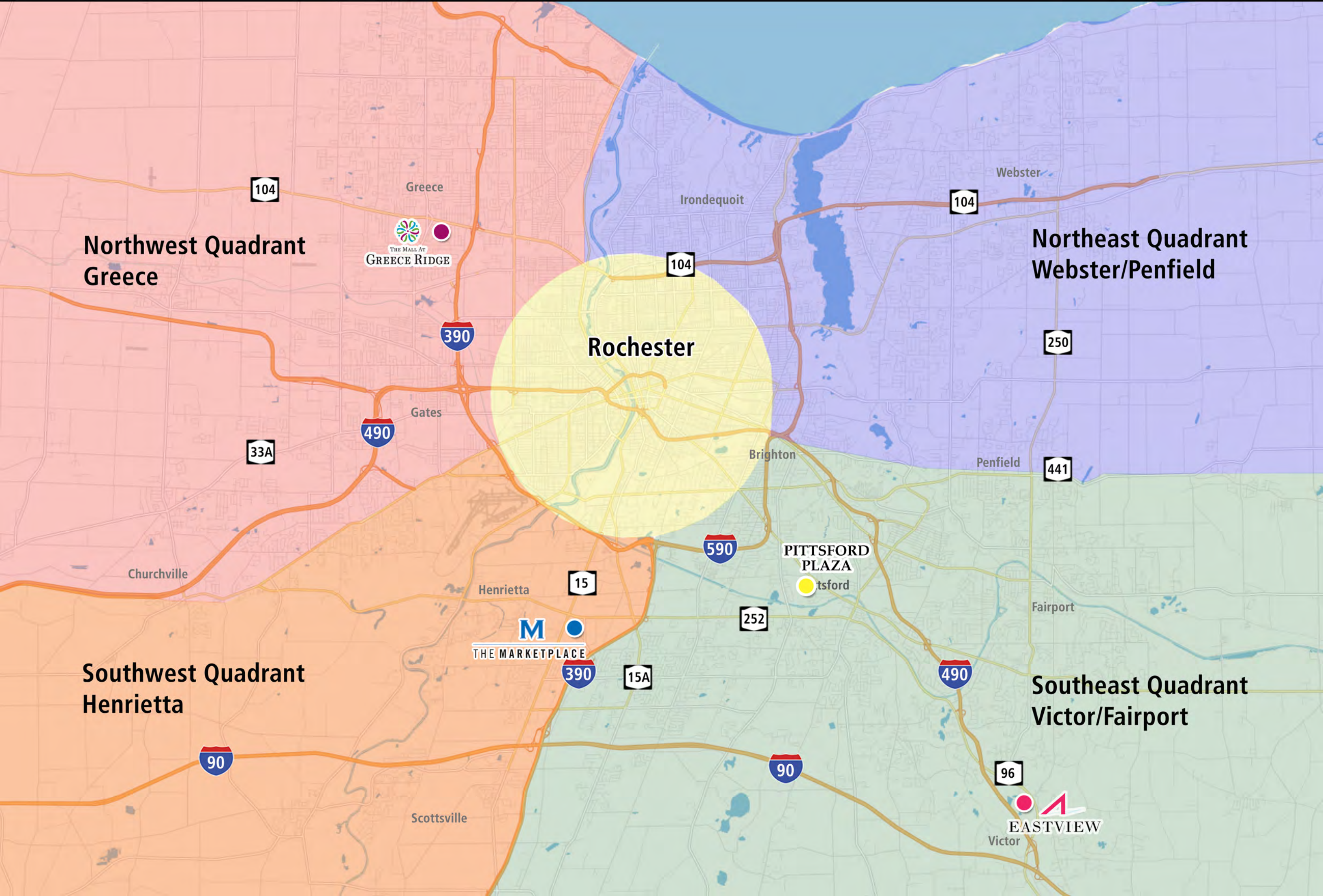




PITTSFORD PLAZA



**Northwest Quadrant
Greece**

**Northeast Quadrant
Webster/Penfield**

**Southwest Quadrant
Henrietta**

**Southeast Quadrant
Victor/Fairport**

Rochester

**THE MALL AT
GREECE RIDGE**

**M
THE MARKETPLACE**

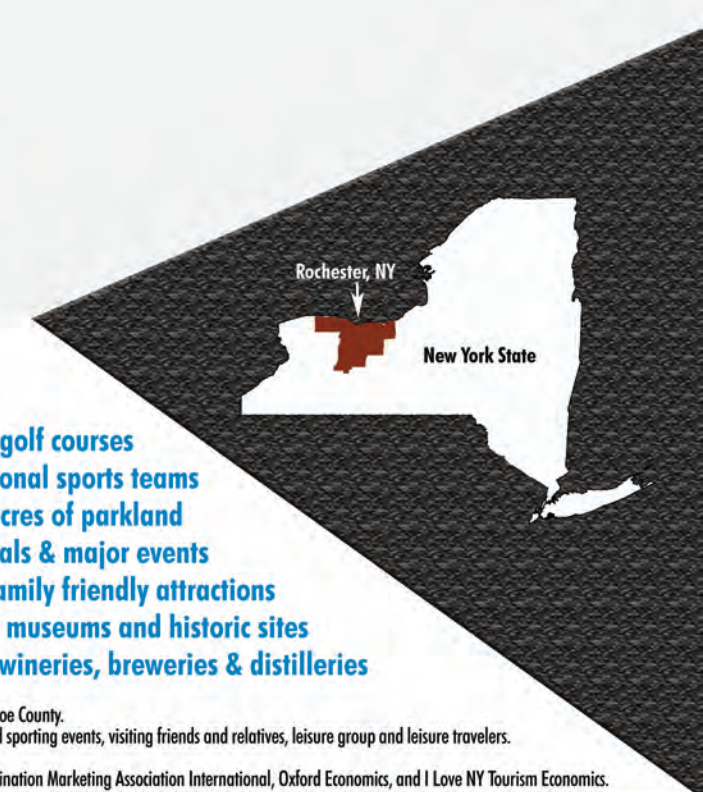
**PITTSFORD
PLAZA**

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 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 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 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...

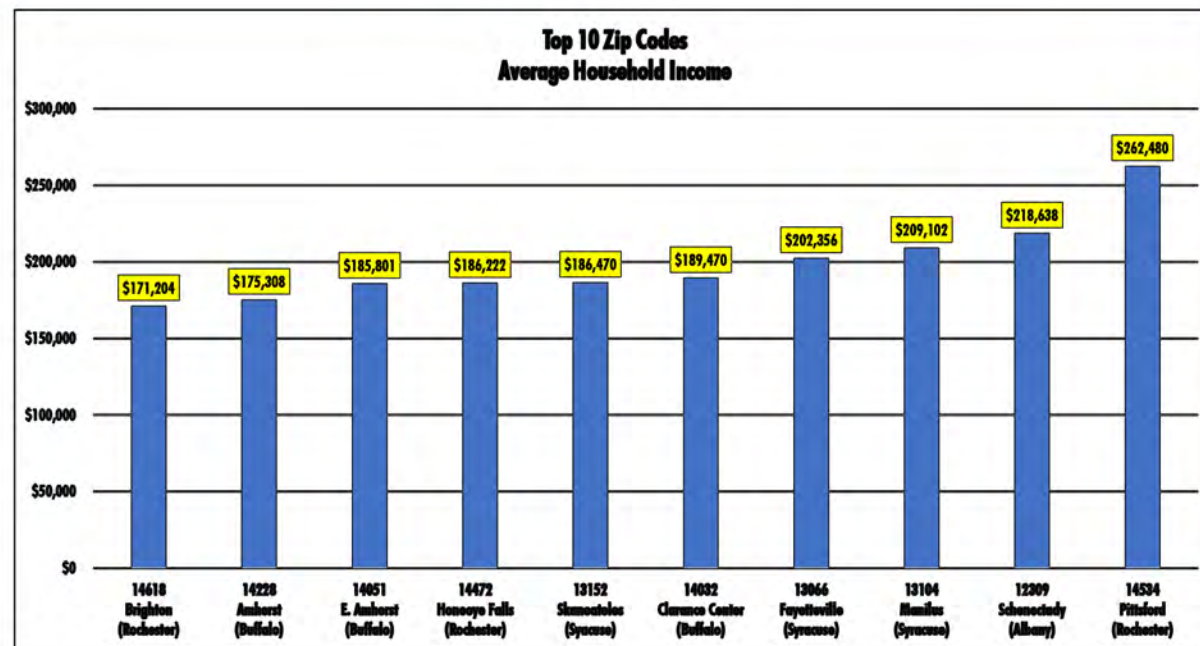
Pittsford is home to four golf courses that rank among the highest in the country.

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
- 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.

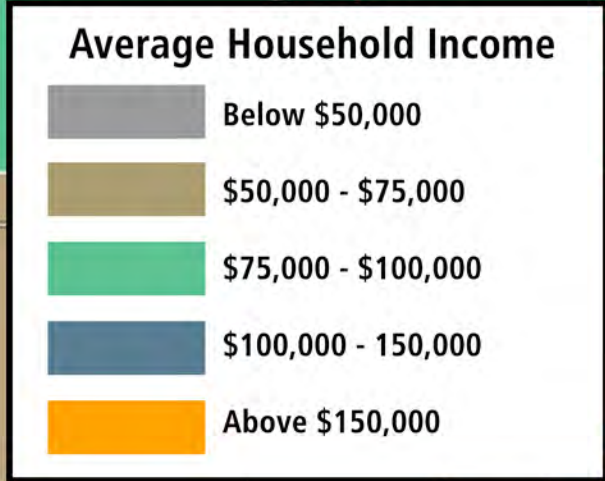
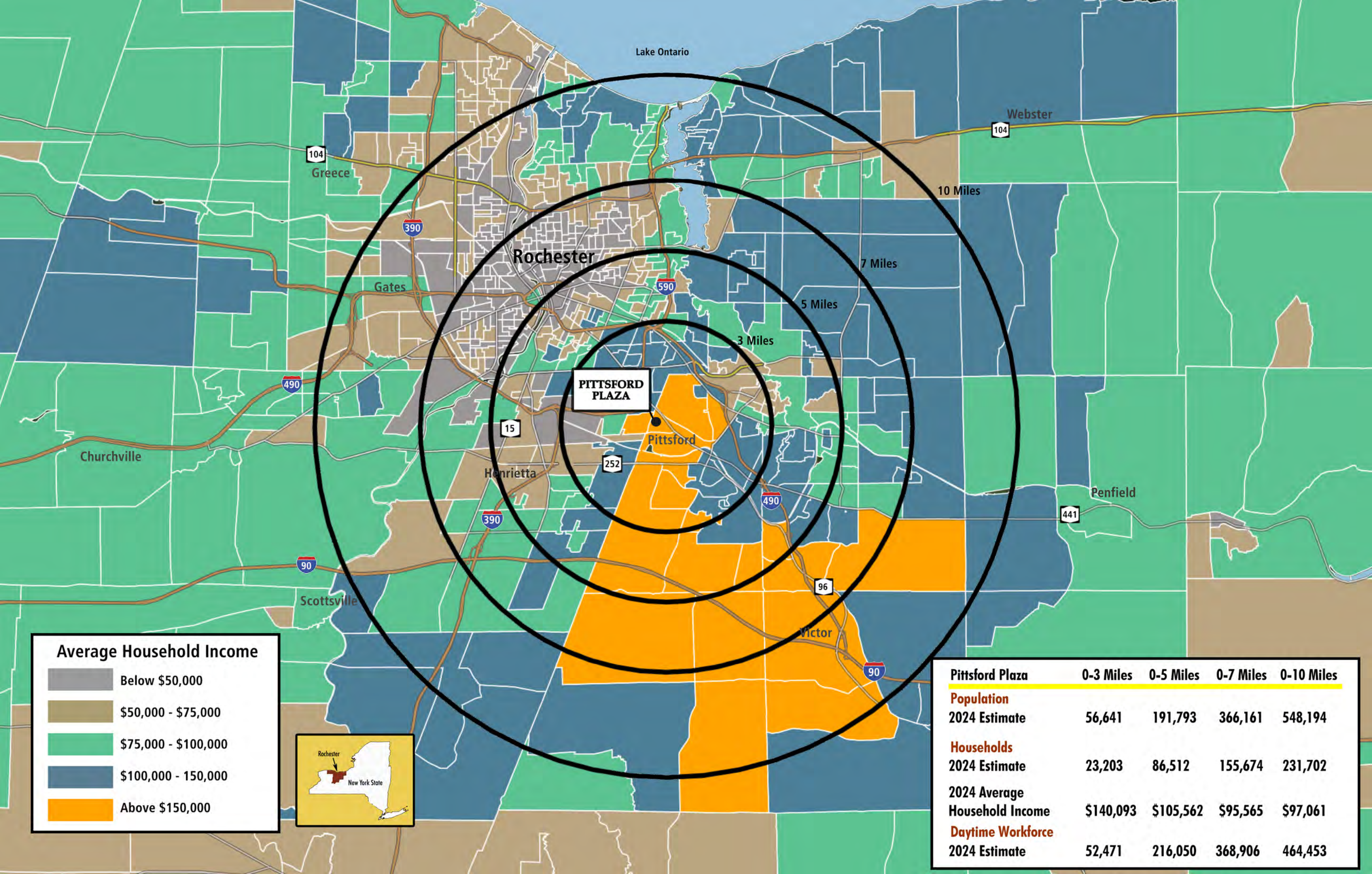
Quick Facts

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



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



Town of Brighton

- edible
- CALIFORNIA CLOSETS
- Salem Social
- PET SUPPLIES PLUS
- DUNKIN' DONUTS
- GO
- Country
- City Mattress

WHOLE FOODS

- F Mobile
- crumbl
- SEPHORA
- Starbucks
- Fidelity
- 1895 COUNTRY CLUB OF ROCHESTER

Wendy's

- ADRIAN JULES CUSTOM CLOTHING
- CORNELIUS JEWELERS
- MANN'S
- PETCO

Marshalls

- Orangetheory FITNESS
- scott miller Salon & Spa
- Panavino
- MEUR URGENT CARE
- ACE Hardware
- HOMESENSE

Walmart

- Tops
- STAPLES
- Walgreens
- HARBOR FREIGHT
- Auto Zone
- POPEYES
- BURGER KING
- RITE AID

Town of Penfield

- Wegmans
- JOANN
- ALDI
- Target
- Panera

Wegmans Flagship Store

Wegmans

- BIG LOTS!
- Domino's
- BURGER KING

PITTSFORD PLAZA
50+ retail shops and restaurants

- BARNES & NOBLE
- TJ-maxx
- cheesecake Factory
- TRADER JOE'S
- BIF BODY FUEL
- ROCHESTER REGIONAL HEALTH Women's Clinic
- apple CINEMAS
- Michaels
- ADELITAS
- Bath & Body Works
- J.CREW MERCANTILE
- Coming Soon! ULTA BEAUTY
- CHIPOTLE MEXICAN GRILL
- black & blue
- ORVIS
- Columbia
- chico's
- five BELOW
- goldfish
- X GOLF
- carter's
- the paper store
- swimschool
- PEARLE VISION
- GOING GOING GONE!
- SportClips HAIRCUTS
- Under Armour
- pure barre
- Century Liquor & Wines
- root 31 café & eatery
- restore

Tully's

- Tops
- DOLLAR TREE
- Jenita's BAKERY
- Ski Company
- UR MEDICINE URGENT CARE
- BILL GRAY'S
- Millennium Games

Bryant & Stratton College



Wegmans

- wellnow URGENT CARE
- Applebee's
- CHIPOTLE MEXICAN GRILL
- Wendy's
- TACO BELL
- Wegmans
- McDonald's
- Walgreens
- PET SUPPLIES PLUS
- Panera
- STARBUCKS COFFEE
- ALDI

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



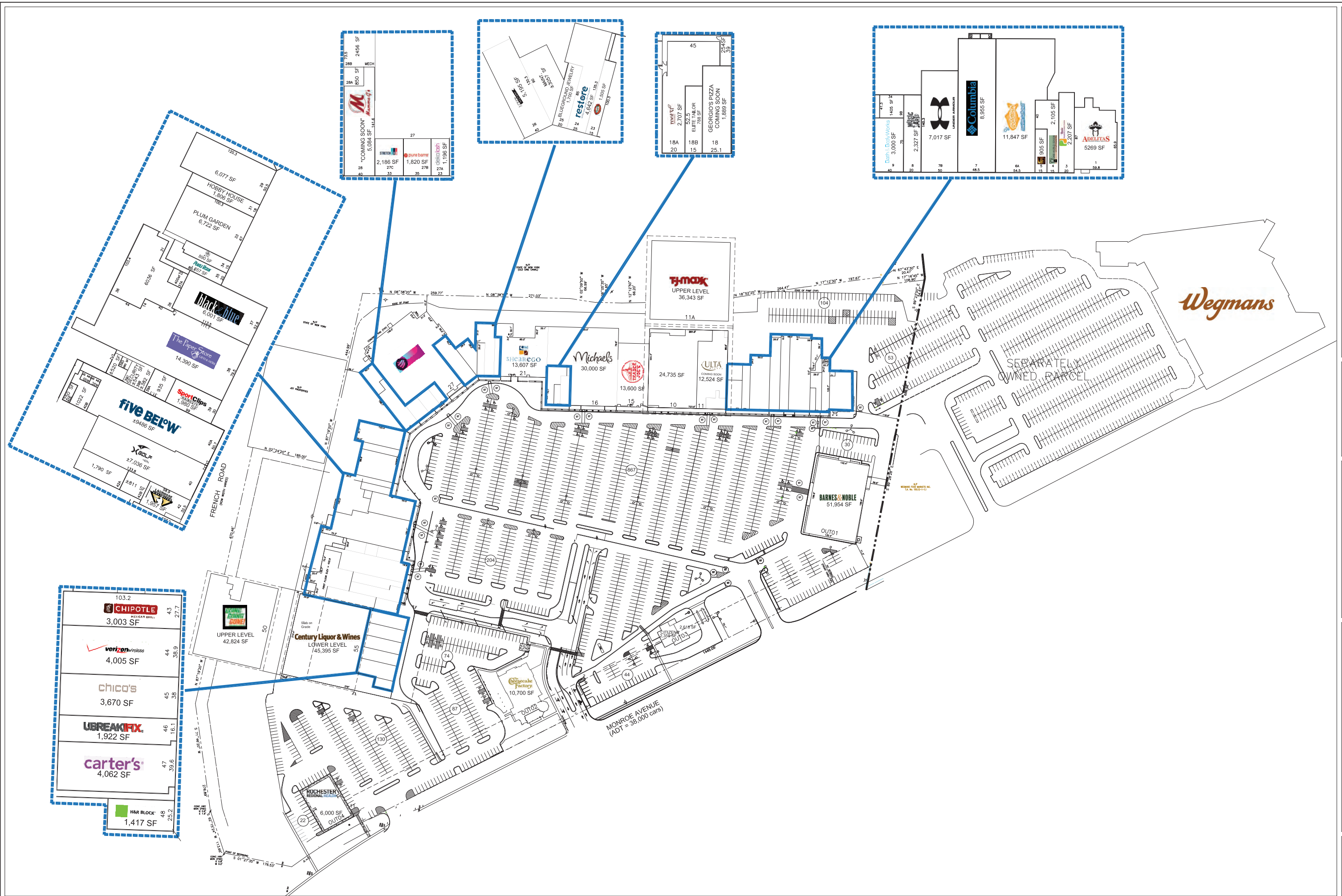
Monroe Avenue 34,219 ADT

Over 850 vehicles/hour

Wegmans
Flagship Store

3/4 mile





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Wilmarite Management Group, LLC
 1265 Scottsville Road
 Rochester, New York 14624
 Telephone: (585) 464-9400
 Commercial Real Estate
 Development & Management



PITTSFORD PLAZA
 PITTSFORD, NEW YORK
 LEASE PLAN

S-1
 DATE: 3-7-23
 SCALE: 1"=80'
 DRAWN BY: CAJ