



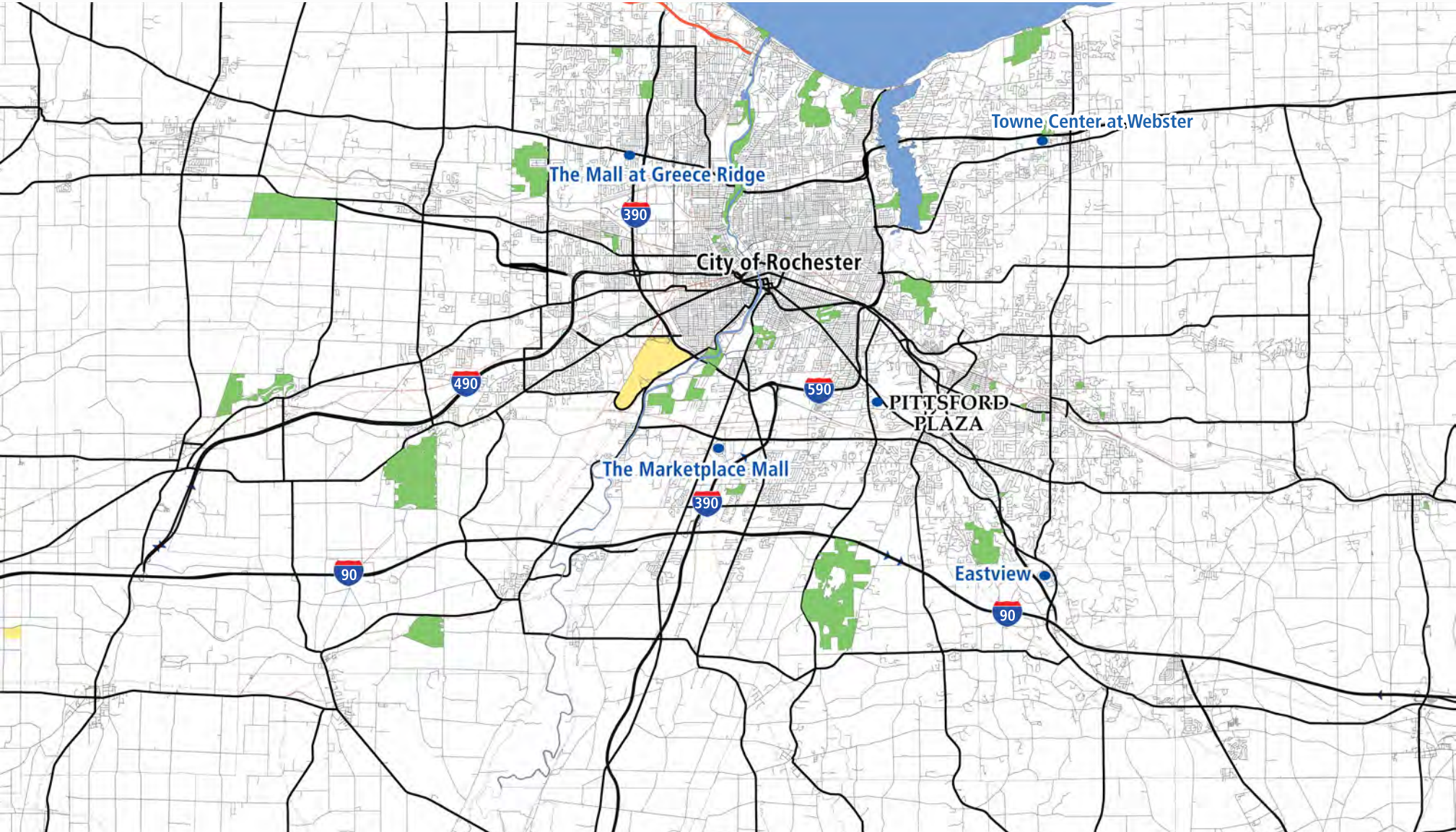
PITTSFORD PLAZA

2014 Market Research

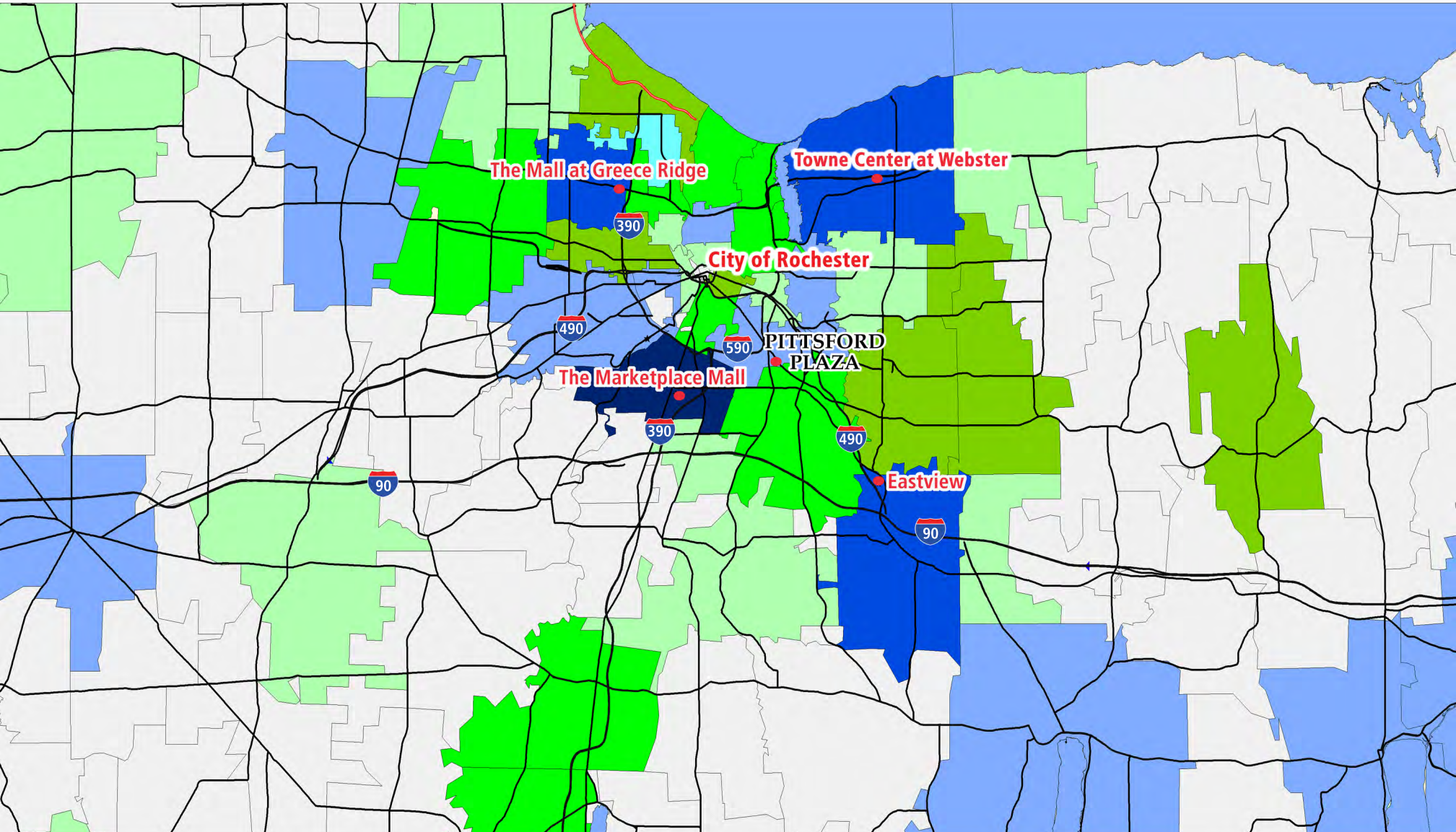


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Retail Competition Map



Retail Sales Map

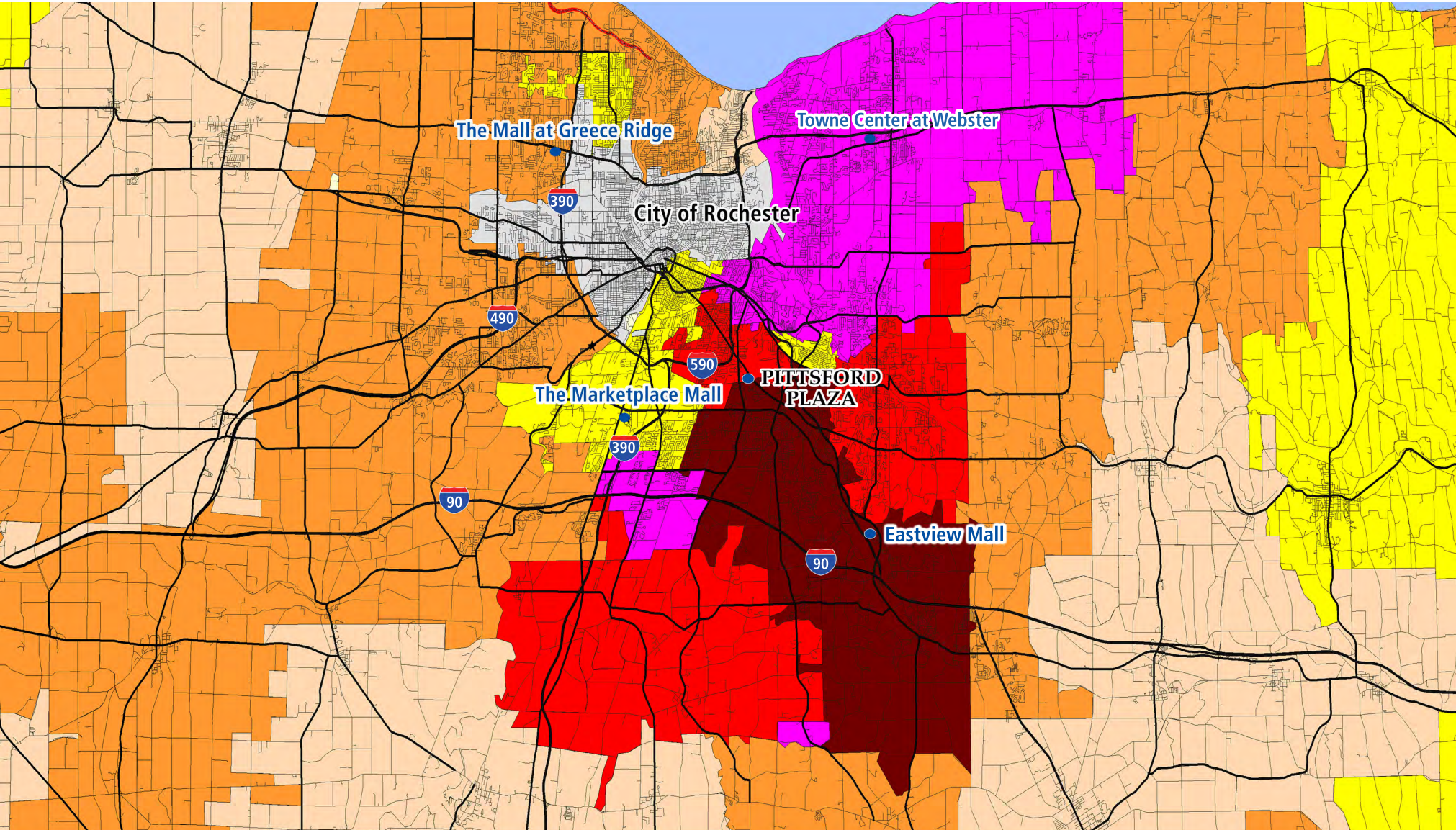


Retail Sales

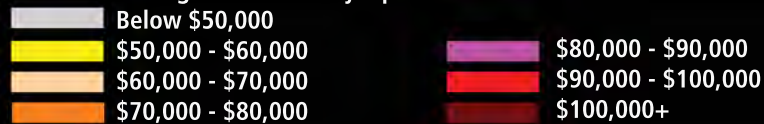
	\$0 - \$100,000,000		\$400,000,000 - \$500,000,000
	\$100,000,000 - \$200,000,000		\$500,000,000 - \$1,000,000,000
	\$200,000,000 - \$300,000,000		\$1,000,000,000 - \$2,000,000,000
	\$300,000,000 - \$400,000,000		\$2,000,000,000 - \$3,000,000,000



Retail Competition Map

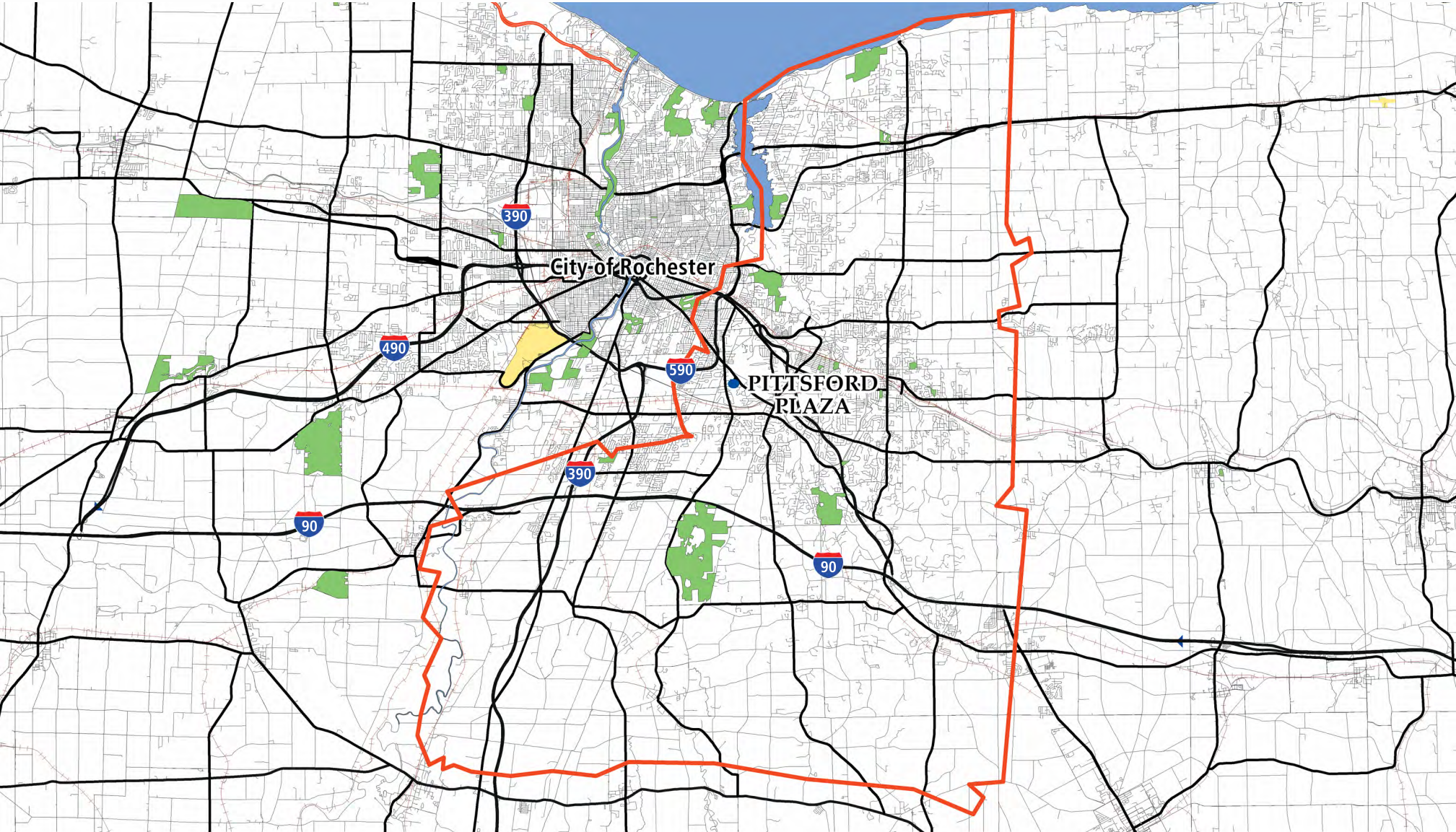


Average HH Income by Zip Code



Pittsford Plaza

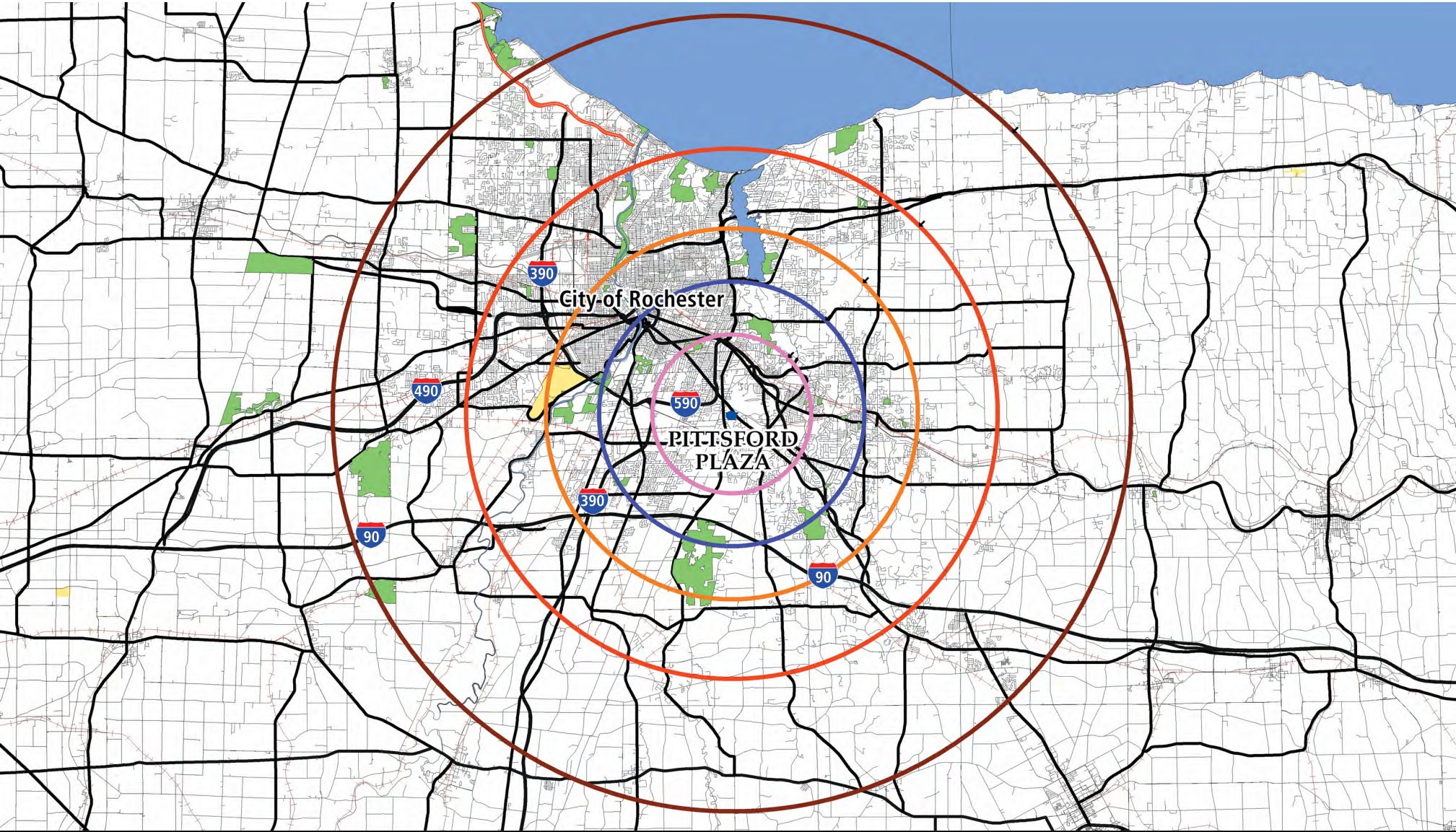
Primary Trade Area



**Pittsford Plaza
Primary Trade Area Data Report
2014 Market Research**

	Primary Trade Area	Rochester MSA
2014 Population	248,882	1,082,667
2019 Estimated Population	254,337	1,090,435
Growth 2014-2019	2.19%	0.72%
2014 Households	99,677	435,202
Percentage of Population With Bachelor's Degree or Higher	49.88%	31.83%
Population Race: White	90.55%	80.53%
Population Race: Non-White	9.45%	19.47%
Average HH Income	\$94,201	\$67,661
Median HH Income	\$72,754	\$52,357
Average Commute (minutes)	21.65	22.93
HH over \$75,000	48.45%	33.26%
HH over \$100,000	32.82%	19.43%
Percentage Owner Occupied Housing	78.32%	67.32%

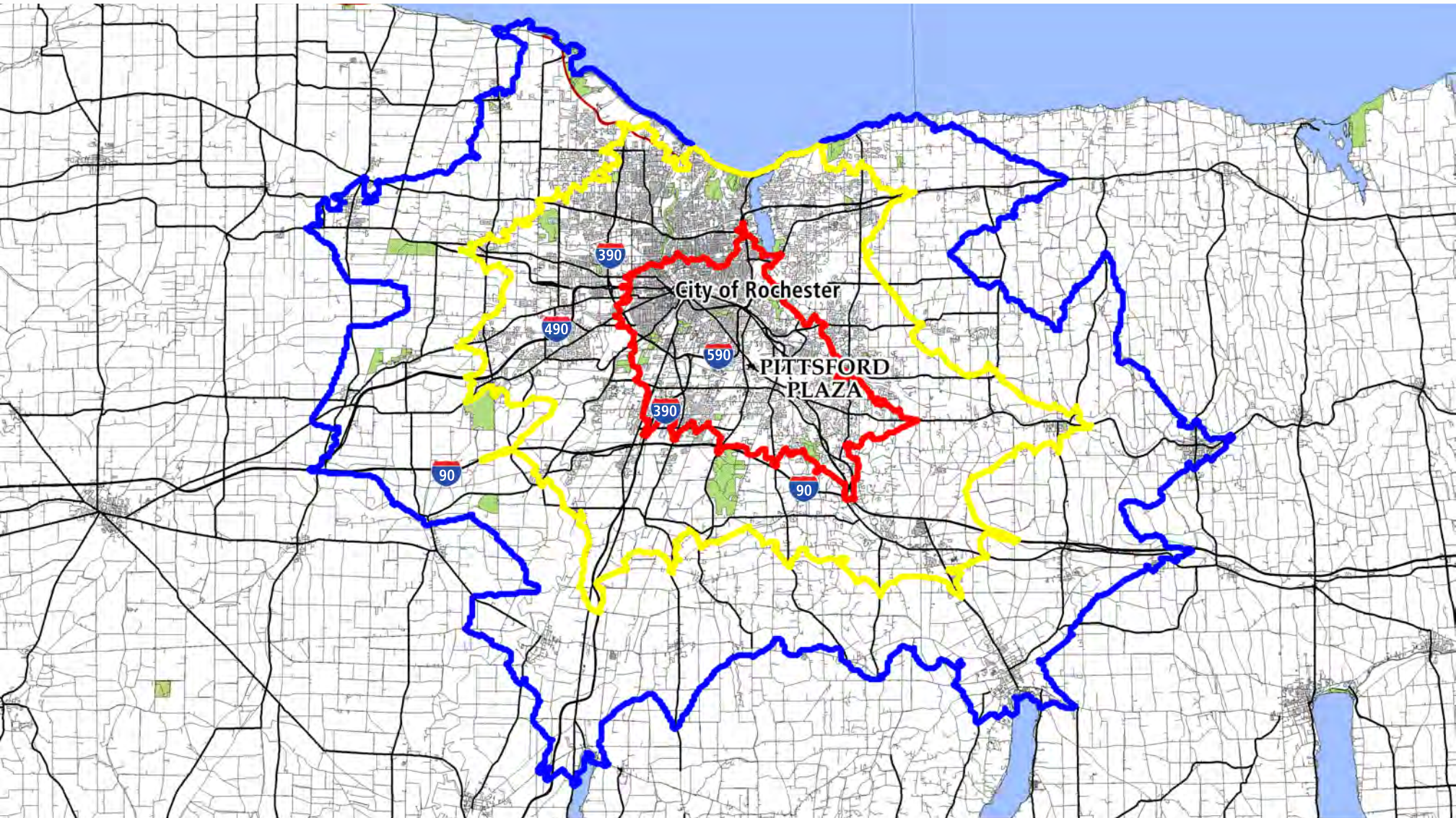
Pittsford Plaza



**Pittsford Plaza
Radii Data Report
2014 Market Research**

	3 Miles	5 Miles	7 Miles	10 Miles	15 Miles
2014 Population	57,545	195,746	368,867	545,038	745,228
2019 Population	58,356	197,310	371,581	549,914	753,619
Growth 2014-2019	1.41%	0.80%	0.74%	0.89%	1.13%
2014 Households	23,709	85,398	151,576	223,999	304,367
Percentage of Population With Bachelor's Degree or Higher	60.17%	50.56%	39.80%	37.32%	35.93%
Population Race: White	86.90%	77.51%	65.46%	69.73%	75.26%
Population Race: Non-White	13.10%	22.49%	34.54%	30.27%	24.74%
Average HH Income	\$104,652	\$75,219	\$66,808	\$67,224	\$68,934
Median HH Income	\$74,912	\$52,777	\$46,073	\$48,027	\$51,629
Average Commute (minutes)	18.56	19.25	20.30	20.93	21.62
HH over \$75,000	49.95%	35.23%	30.55%	31.45%	33.45%
HH over \$100,000	35.03%	22.38%	18.92%	19.10%	20.22%
Percentage Owner Occupied Housing	73.48%	57.37%	55.08%	60.42%	64.43%

Pittsford Plaza



- 10 Minute Drive Time
- 20 Minute Drive Time
- 30 Minute Drive Time

**Pittsford Plaza
Drive Time Report
2014 Market Research**

	10 Minutes	20 Minutes	30 Minutes
2014 Population	260,369	658,382	838,138
2019 Population	261,431	665,690	846,809
Growth 2014-2019	0.41%	1.11%	1.03%
2014 Households	110,364	270,903	341,492
Percentage of Population With Bachelor's Degree or Higher	42.65%	36.16%	34.88%
Population Race: White	64.25%	73.16%	77.34%
Population Race: Non-White	35.75%	26.84%	22.66%
Average HH Income	\$66,796	\$67,555	\$68,663
Median HH Income	\$45,096	\$49,516	\$52,149
Average Commute (minutes)	20.08	21.22	21.92
HH over \$75,000	29.83%	32.08%	33.62%
HH over \$100,000	18.62%	19.23%	20.12%
Percentage Owner Occupied Housing	52.38%	62.71%	64.90%

Pittsford Plaza
10 Minute Drive Time PRIZM Household Segments
2014 Market Research

	% HH 10 Minutes
<p>Multi-Culti Mosaic: An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status. Median household income is \$36,282.</p>	7.81%
<p>Urban Achievers: Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America, and Europe. These young singles, couples, and families are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English. Median household income is \$37,332.</p>	6.80%
<p>Young Influentials: Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppie-dom. Today, the segment is a common address for younger, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants. Median household income is \$49,942</p>	4.80%
<p>City Roots: Downscale Mature Mostly w/o Kids - Found in urban neighborhoods, City Roots is a segment of downscale retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods--nearly 50 percent are African-American or Hispanic--residents are often widows or widowers living on fixed incomes and maintaining low-key lifestyles. Median household income is \$28,766.</p>	4.50%
<p>Urban Elders: For Urban Elders--a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas, and Miami--life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals. Median household income is \$27,656.</p>	4.47%
<p>Gray Power: The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort. Median household income is \$52,936.</p>	4.24%
<p>American Dreams: American Dreams is a living example of how ethnically diverse the nation has become: just under half the residents are Hispanic, Asian, or African-American. In these multilingual neighborhoods--one in three speaks a language other than English--middle-aged immigrants and their children live in upper-middle-class comfort. Median household income is \$57,481.</p>	4.12%
<p>Home Sweet Home: Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes without children. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with exercise equipment, TV sets, and pets. Median household income is \$68,555.</p>	4.02%
<p>Pools & Patios: Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios--a large proportion of homes were built in the 1950s and 1960s--residents work as white-collar managers and professionals, and are now at the top of their careers. Median household income is \$71,939.</p>	3.74%
<p>Upper Crust: The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America--a haven for empty-nesting couples between the ages of 45 and 64. No segment has a higher concentration of residents earning over \$100,000 a year and possessing a postgraduate degree and none has a more opulent standard of living. Median household income is \$110,117.</p>	3.36%

Pittsford Plaza
20 Minute Drive Time PRIZM Household Segments
2014 Market Research

	% HH 20 Minutes
<p>Multi-Culti Mosaic: An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status. Median household income is \$36,282.</p>	5.65%
<p>Home Sweet Home: Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes without children. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with exercise equipment, TV sets, and pets. Median household income is \$68,555.</p>	5.41%
<p>Domestic Duos: Domestic Duos represents a middle-class mix of mainly over-65 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order, or going out to eat. Median household income is \$50,170.</p>	5.02%
<p>Suburban Sprawl: Suburban Sprawl is an unusual American lifestyle: a collection of midscale, older singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games, and renting videos. Median household income is \$51,504.</p>	4.59%
<p>Pools & Patios: Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios--a large proportion of homes were built in the 1950's and 1960's--residents work as white-collar managers and professionals, and are now at the top of their careers. Median household income is \$71,939.</p>	4.37%
<p>Young Influentials: Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for younger, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants. Median household income is \$49,942.</p>	3.47%
<p>City Roots: Downscale Mature Mostly w/o Kids - Found in urban neighborhoods, City Roots is a segment of downscale retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods--nearly 50 percent are African-American or Hispanic--residents are often widows or widowers living on fixed incomes and maintaining low-key lifestyles. Median household income is \$28,766.</p>	3.29%
<p>Old Glories: Downscale Mature w/o Kids - The residents of Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. Households in this racially-diverse segment often contain widows and widowers living on fixed incomes who tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows, and news magazines at high rates. Median household income is \$31,989.</p>	3.16%
<p>Gray Power: The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort. Median household income is \$52,936.</p>	3.02%
<p>Upper Crust: The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America--a haven for empty-nesting couples between the ages of 45 and 64. No segment has a higher concentration of residents earning over \$100,000 a year and possessing a postgraduate degree and none has a more opulent standard of living. Median household income is \$110,117.</p>	2.33%

Pittsford Plaza
30 Minute Drive Time PRIZM Household Segments
2014 Market Research

	% HH 30 Minutes
<p>Home Sweet Home: Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes without children. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with exercise equipment, TV sets, and pets. Median household income is \$68,555.</p>	4.87%
<p>Low-Rise Living: The most economically challenged urban segment, Low-Rise Living is known as a transient world for middle age, ethnically diverse singles and single parents. Home values are low--about half the national average--and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance. Median household income is \$27,536.</p>	4.73%
<p>Multi-Culti Mosaic: An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status. Median household income is \$36,282.</p>	4.48%
<p>Domestic Duos: Domestic Duos represents a middle-class mix of mainly over-65 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order, or going out to eat. Median household income is \$50,170.</p>	4.15%
<p>Pools & Patios: Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for older, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios--a large proportion of homes were built in the 1950's and 1960's--residents work as white-collar managers and professionals, and are now at the top of their careers. Median household income is \$71,939.</p>	4.08%
<p>Suburban Sprawl: Suburban Sprawl is an unusual American lifestyle: a collection of midscale, older singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games, and renting videos. Median household income is \$51,504.</p>	3.77%
<p>Young Influentials: Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for younger, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants. Median household income is \$49,942.</p>	3.03%
<p>Mayberry-ville: Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks. Median household income is \$57,021.</p>	3.03%
<p>Old Glories: Downscale Mature w/o Kids - The residents of Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. Households in this racially-diverse segment often contain widows and widowers living on fixed incomes who tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows, and news magazines at high rates. Median household income is \$31,989.</p>	2.89%
<p>Gray Power: The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort. Median household income is \$52,936.</p>	2.71%





TRADER JOE'S

Starbucks

Dunkin' Donuts



TRADER JOE'S

The Cheesecake Factory
RESTAURANT BAKERY BAR

FIRE LANE



Me Mine

Portrait Innovations

FINGER LIMES

SHEARAGO

FINGER LIMES

COFFEE SANDWICHES

NO PETS ALLOWED

STOP

PARKING



Colie's Cafe

RadioShack

RadioShack

POST