



# EASTVIEW

VICTOR, NEW YORK



WILMORITE

1265 SCOTTSVILLE ROAD • ROCHESTER, NY 14624 • 585.464.9400 • [www.wilmorite.com](http://www.wilmorite.com)

# ABOUT EASTVIEW

Eastview is Western New York's upscale shopping destination. Conveniently located ½ mile off the New York State Thruway and within a 90-minute drive of more than 3 million people, its trade area extends from Syracuse to the affluent eastern suburbs of Buffalo. Eastview is in the fastest growing sector of the metropolitan Rochester area with the highest concentration of affluent households in all of Upstate New York, truly catering to its upscale fashion clientele.

Eastview's core trade area offers nationally-renowned golf courses, vast cultural performances, primary and secondary schools that have been ranked in the top ten in the country, multiple highly-accredited colleges and universities paired with significant growth in the medical and technology industries.

Situated in the Finger Lakes region, the third largest wine producing region in the United States, Eastview is the primary shopping destination for more than 2,000,000 tourists that visit the Greater Rochester and Finger Lakes regions; spending in excess of \$300,000,000 annually.

In 2013, Von Maur opened its first location in the Northeast at Eastview. Other new additions to the mall include: Michael Kors, Brooks Brothers, Vera Bradley, L'Occitane, Athleta, and Brighton Collectables.



Center Information:

Location: **7979 Pittsford-Victor Road, Victor, NY**

Description: **Enclosed Super-Regional Shopping Center**

Anchors: **Von Maur, Macy's, Sears, JC Penney, Lord & Taylor, L.L. Bean**

Restaurants: **Champp's Americana, P.F. Chang's, Biaggi's Ristorante Italiano, Bonefish Grill, Colie's Cafe, and food court.**

Total Retail GLA: **1,300,000 sq. ft.**

Opened: **1971**

Latest Renovations: **1995, 1999, 2003, 2010, 2013**

Primary Trade Area:

2013 Population: **536,725**

2018 Projected Population: **542,834**

Projected Growth 2013-2018: **1.14%**

2013 Households: **218,553**

2013 Average Household Income: **\$76,045**

% Households Over \$75k: **36.42%**

% Households over \$100k: **23.06%**

5-Mile Radius:

2013 Population: **60,908**

2018 Population: **61,885**

2013 Households: **23,965**

2013 Average Household Income: **\$109,595**





*Vordie Taylor*

VON MAUR®



*free people*



ATHLETA

ANTHROPOLOGIE

MICHAEL KORS



*Brooks Brothers*

P.F. CHANG'S®

*Vera Bradley*