



Developing Rochester: Victor Crossing

November 12, 2024 - Spotlights



Victor, NY The Benderson-owned Victor Crossing is a thriving retail hub, ideally located on SR 96 and adjacent to the Eastview Mall. Anchored by Walmart and HomeGoods, the center is a popular shopping and dining destination for both local residents and visitors. To continue to enhance the retail experience, Victor Crossing is undergoing a complete transformation, including modern façade updates to the existing storefronts, new pavers, enhanced landscaping and new construction.

The improvements started last year with renovations to the 60,000 s/f outparcel building located at the entrance to the property. A Sleep Number store was the first to open and is now joined by Bassett, Men's Wearhouse and Harbor Freight, which was most recently added to anchor the outparcel with a new 15,000 s/f store.

The new renovations are now welcoming a vibrant lineup of new tenants. In addition to Sleep

Number and Harbor Freight, national brands recently added include Crumbl Cookies, Jersey Mike's and GNC. Some beloved local favorites have also joined the property, including The Original Steve's Diner, a popular spot for breakfast and lunch staples, and Hokkaido Ramen House, known for its authentic ramen dishes.

Victor Crossing is one of three Benderson-owned properties in Victor, all within a minute's drive from one another on SR 96, easily accessible from the New York State Thruway Exit 45 and Rte. 490. The collective sites offer a tremendous retail draw and serve an exceptionally affluent market, where incomes average over \$150,000 within a three-mile radius. The properties are close to Eastview Mall, drawing thousands of customers from Ontario County and the greater Rochester area.

With its blend of established anchors and exciting new tenants, Victor Crossing is bringing a fresh, dynamic approach to the shopping and dining experience to Rochester. Whether looking for home décor inspiration from HomeGoods or a sweet treat from Crumbl, Victor Crossing has something for everyone in one convenient location.

Other major existing tenants include Kohl's, Ulta Beauty, Pet Smart, Five Below, Buff City Soap and Orangetheory. Coming soon are European Wax and Umai Revolving Sushi.

To complement the shopping scene, the property features a diverse collection of eateries, including Chipotle, Pi Craft Pizza, Naantasic, Five Guys and more.

Founded in 1949, Benderson is one of the largest privately held real estate companies in the nation. The company's portfolio currently includes more than 1,000 properties totaling over 55 million s/f in 40 states.

Project Info:

Project Title Victor Crossing

Project Location 2 Commerce Dr.

Property Type Retail

Project Type Renovation

Total Square Footage 60,000 s/f

Year Started 10/1/24

Completion Date Q4 2025

Project Team:

Architect Benderson Development

Developer Benderson Development

Engineer Benderson Development

General Contractor Benderson Development

Legal Counsel Benderson Development

Electrical Contractor Funke Electric

Plumbing Iamele Mechanical

Site Work Pooler Enterprises

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