



## **Fishers Ridge: Thruway traffic to drive Rochester's newest retail environment to success**

November 19, 2007 - Shopping Centers

One of the Rochester area's newest retail environments is being proposed as Fishers Ridge. The DiMarco Group is attracting a blend of national and local retailers to this very unique mixed-use development for the Rochester area. Along with its large retail anchors, Fishers Ridge will combine restaurants, specialty retail shops, offices, flats & lofts and a hotel. When fully completed, the project will comprise upwards of 1 million s/f of retail inclusive of over 400,000 s/f in anchor space. This 120-acre plus development will appeal to a diverse group of consumers, businesses and dwellers alike.

Fishers Ridge is bordered by the New York State Thruway to the North and Pittsford-Victor Rd. (Rte. 96) to the south, and is located between thruway exit 45 to the west and High St. to the east. The combination of these traffic corridors creates daily traffic in excess of 69,000 per day, inclusive of over 20,000 traffic counts on NYS Rte. 96 alone. Within close proximity to Eastview Mall, an upscale shopping center consisting of 1.3 million s/f, The DiMarco Group continues to receive high-level interest from national and regional retailers. This eastern retail corridor of greater Rochester is a favorite shopping destination.

Victor is a very progressive upstate community with many upscale residences already within a one, three, and five-mile radius. The median family income exceeds \$120,058 and the average family income exceeds \$150,367 within the three-mile radius. The population is fairly dense in close proximity to the Fishers Ridge development with over 31,000 in the five-mile radius and the area continues to see a steady growth in population. Many affluent residential neighborhoods are situated between Victor and downtown Rochester including the very prosperous Pittsford and Perinton suburbs.

The DiMarco Group plans on creating logical construction phases on this premiere development over short period of time, starting with a first phase of proposed retail.

Fishers Landing, an existing strip plaza across the street from Fishers Ridge on Rte. 96, is a fine complement to the new development. Also owned and developed by The DiMarco Group, Fishers Landing is a fully approved Victor development consisting of medical and business offices as well as more retail shops totaling almost 70,000 s/f. Fishers Landing is tenanted with national retailers like Sherwin-Williams, State Farm Insurance, Enterprise Rent-A-Car and Rochester based Mono Muffler.

A forward-looking company built on generations of service.

Established in 1910 as a general contractor, The DiMarco Group has evolved over the years into a full service development company that applies cutting edge design and building concepts to meet 21st century real estate needs. The DiMarco Group, a full-service real estate company, owns and manages in excess of 1 million s/f of commercial property and over 4,000 residential units. As a

large family of companies, The DiMarco Group can provide unmatched resources for anyone looking to make their vision into reality. Our clients benefit from the strength and experience of DiMarco Constructors (general contractor), Baldwin Real-Estate (asset management), DiMarco Builders (facility maintenance) and Admar Supply Company (construction equipment sales and leasing).

"After four generations, our commitment to excellence is stronger than ever. Our visionary approach to development includes deployment of the best people, practices and technologies. In addition, we use a partnership approach to project management, which results in work that consistently meets and exceeds the expectations of those we serve," said John DiMarco II, president and COO, The DiMarco Group.

Hampton Ridge  
development project boasts  
91-acre power center.

The DiMarco Group is in the process of developing Hampton Ridge, a 91-acre power center, made up of Hampton Ridge Center and The Shops at Hampton Ridge. The Shops at Hampton Ridge is a 29-acre retail project located on West Ridge Rd., just west of Elmgrove Rd. in Greece, situated on the western most part of Rochester's retail corridor. Opened recently, a new 88,000 s/f Kohl's department store led the first phase of the retail development. Phase II of the development consists of 65,000 s/f of in-line space to the west of Kohl's and is currently being marketed to national retail tenants. Under construction now is a 22,000 s/f two-story professional office building with the 2nd floor already pre-leased for occupancy in early 2008. Also underway is development of an out parcel pad for a national bank branch to open later in the year.

The town of Greece is one of the largest and most mature retail markets in greater Rochester with an average household income of \$60,671 and a five-mile population of 126,779 people. West Ridge Rd. has an average daily traffic of 25,000 vehicles. All local and state permitting approvals for the overall development master plan have been secured making the phase II space readily available.

To the west of and adjacent to the Shops at Hampton Ridge, The DiMarco Group is developing Hampton Ridge Center. Hampton Ridge Center is located on a 62-acre parcel and will be developed as a 390,000 s/f lifestyle/power center project. The development will offer opportunities for big box Anchor tenants, junior anchors, specialty retail, restaurants, banks and other associated users. The development will be accessed via a new signalized main entrance drive with an internal connection to The Shops at Hampton Ridge Retail project.

The DiMarco Group is in the process of obtaining local and state approvals for the overall master plan and is actively marketing the project to prospective tenants.