

# SOUTH TOWN PLAZA

3333 W Henrietta Road  
Rochester, NY 14623



## LOCATION DESCRIPTION

Located at the signalized intersection of West Henrietta Road and Jefferson Road, just 3 minutes from the off-ramps on I-390, consumers can easily reach the plaza. This busy intersection sees 21,917 daily cars who can access the South Town Plaza from multiple signalized entrances. As Rochester's oldest modern shopping center, this grocery-anchored power center enjoys name recognition and is surrounded by a diverse mix of big-box retailers and national chain restaurants as part of the Rochester, NY MSA's biggest and best trade area. Tenants in South Town enjoy high visibility and exposure along some of the area's major thoroughfares. More than 95% of suburban Rochester can reach South Town with a 15-minute drive, and the downtown Rochester area is located just 7 minutes away.

## PROPERTY DESCRIPTION

A variety of space sizes are available to meet a business's needs, including anchor space and outparcels with existing drive-thrus. Major tenants in the plaza include Jo-Ann Fabric, Price Rite, Harbor Freight Tools, American Freight, David's Bridal, Dollar Tree, and the Altitude Trampoline Park, among others. The robust surrounding population uses this area for dining, shopping, and everyday conveniences, with the surrounding Market Square, Henrietta Plaza, and Marketplace Mall offering an eclectic mix of big-box retailers and national chain restaurants. Within a 5-mile radius of the South Town Plaza, 154,665 citizens and 177,509 employees account for \$1.3 billion in consumer expenditure, with average household earnings above \$72,000.

## PROPERTY HIGHLIGHTS

- Three colleges (41,00+ students) within three miles
- Signalized Intersection with Dedicated Turn Lane
- Pad Sites available
- Bus Line
- Freeway Visibility
- Massive Pylon Sign



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## LEASE INFORMATION

Lease Type:	Gross	Lease Term:	Negotiable
Total Space:	774 - 71,197 SF	Lease Rate:	Negotiable

## AVAILABLE SPACES

SUITE	TENANT	SIZE (SF)	LEASE TYPE	LEASE RATE	DESCRIPTION
2-3	Available	71,197 SF	Gross	Negotiable	16' Clear Height with 20' x 50' column spacing. One loading dock in the rear of the building.
4-5	Available	8,637 SF	Gross	Negotiable	-
6	Available	3,500 SF	Gross	Negotiable	-
11	Available	27,948 SF	Gross	Negotiable	-
12	Available	774 SF	Gross	Negotiable	-
15	Available	17,015 SF	Gross	Negotiable	-
16	Available	6,800 SF	Gross	Negotiable	-
18	Available	3,850 SF	Gross	Negotiable	-
19-20	Available	5,000 SF	Gross	Negotiable	-
29	Available	3,500 SF	Gross	Negotiable	-
32	Available	3,100 SF	Gross	Negotiable	-
39	Available	1,400 SF	Gross	Negotiable	-
43	Available	2,899 SF	Gross	Negotiable	Pad Site
B1	Available	10,000 SF	Gross	Negotiable	-
D	Available	3,150 SF	Gross	Negotiable	-
E	Available	3,795 SF	Gross	Negotiable	-
F	Available	1,487 SF	Gross	Negotiable	-
G-H	Available	12,003 SF	Gross	Negotiable	-
37	Available	5,950 SF	Gross	Negotiable	-
21 - Turnkey Salon	Available	1,700 SF	Gross	Negotiable	-

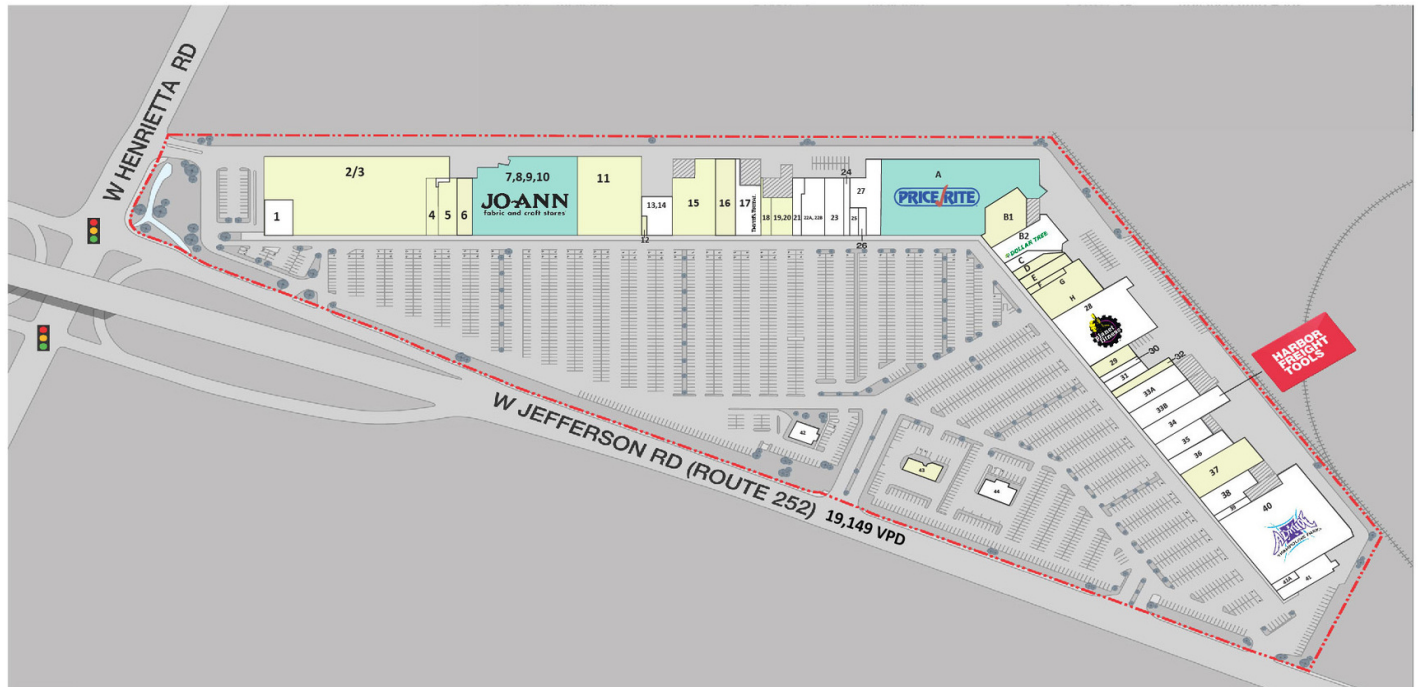


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Suite	Tenant	Square Feet	Suite	Tenant	Square Feet	Suite	Tenant	Square Feet
1	Bank of America	5,194	23	Plato's Closet	7,302	39	Available	1,400
2,3	Available	71,197	24	Red Wing Shoes	1,800	40	Altitude Trampoline	48,613
4,5	Available	8,637	25,26	Southtown Nail Salon	1,440	41	Bridgestone/Firestone Tire	6,045
6	Available	3,500	27	American Freight	23,440	41A	Fire Flower Tattoo Studio	988
7,8,9,10	Jo-Ann Etc.	45,460	28	Planet Fitness	28,056	42	Bruegger's Bagel Bakery	2,453
11	Available	27,948	29	Available	3,500	43	Available	2,899
12	Available	774	30	Sunny Foot Spa	1,500	44	Consulate Cannabis	4,309
13-14	K Pot Hot Pot & BBQ	8,000	31	Sterling Optical	3,000	A	Price Rite Grocery	36,431
15	Available	17,015	32	Available	3,100	B1	Available	10,000
16	Available	6,800	33A	Kitchen & Displays	8,000	B2	Dollar Tree	10,000
17	David's Bridal	10,000	33B	Play it Again Sports	3,000	C	Jugnoo	2,210
18	Available	3,850	34	Harbor Freight Tools	13,000	D	Available	3,150
19,20	Available	5,000	35	G&G Fitness	6,000	E	Available	3,795
21	Encore Salon	1,700	36	Sun's China Buffet	10,800	F	Available	1,487
22A	Once Upon a Child	6,540	37	Available	5,950	G,H	Available	12,003
22B	Once Upon a Child	6,523	38	Advance Auto Parts	8,000			



Leased



Available

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Signalized entrance with available pad sites



Big box space can accommodate a variety of concepts



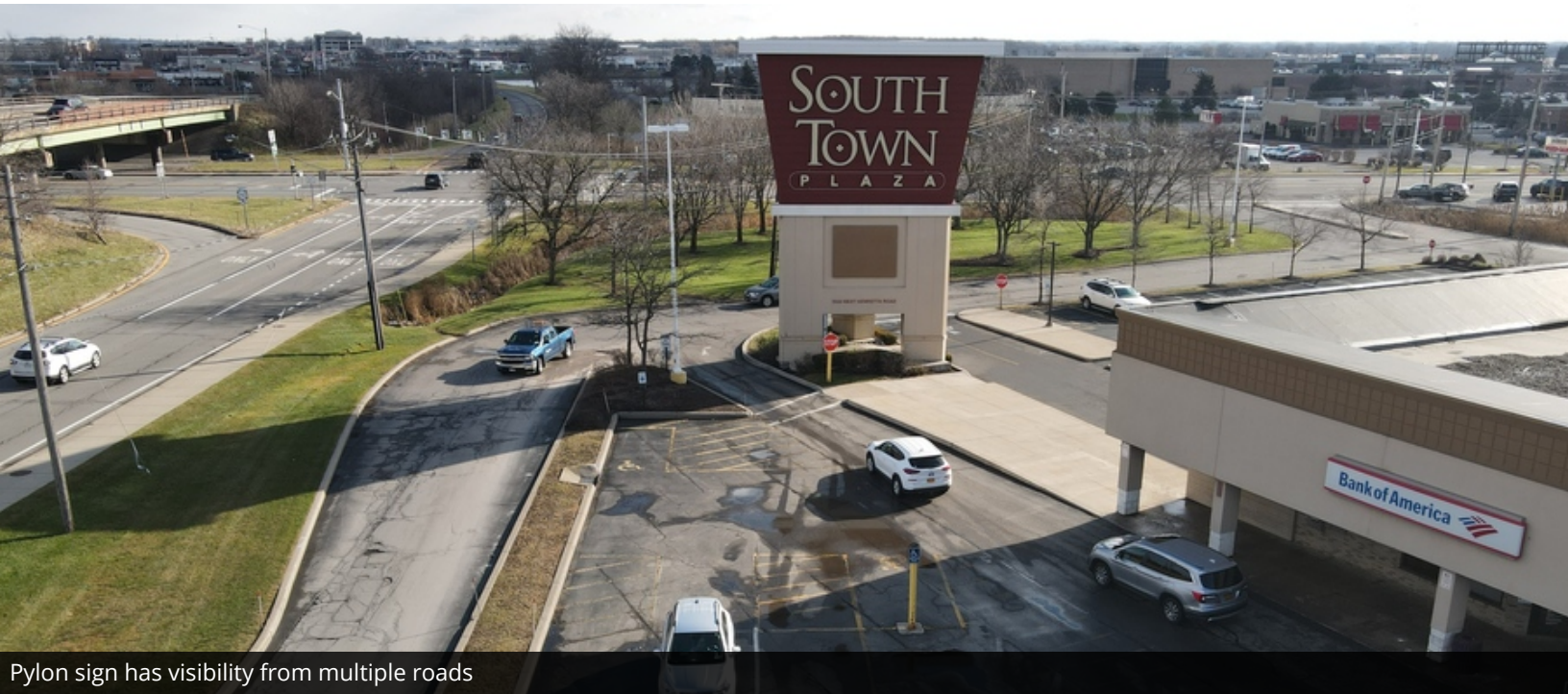
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Pylon sign has visibility from multiple roads



Pad site with drive-thru is available



Former bank branch with drive-thru



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Grocery anchor tenant brings in regular visitors



Gym/fitness tenant supplies steady traffic to center



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DEMOGRAPHICS	1 Mi.	2 Mi.	3 Mi.	10 Min.
<b>Population</b>				
<b>2023 Estimated Population</b>	<b>2,486</b>	<b>18,182</b>	<b>46,308</b>	<b>49,875</b>
2028 Projected Population	2,438	17,932	45,633	49,139
2020 Census Population	2,500	18,129	46,423	50,302
2010 Census Population	2,716	17,504	43,898	47,236
<b>2023 Median Age</b>	<b>24.9</b>	<b>28.7</b>	<b>32.0</b>	<b>33.5</b>
<b>Households</b>				
<b>2023 Estimated Households</b>	<b>1,104</b>	<b>5,970</b>	<b>15,837</b>	<b>17,404</b>
2028 Projected Households	1,076	5,831	15,469	17,008
2020 Census Households	1,098	5,903	15,694	17,396
2010 Census Households	899	6,151	14,781	16,193
<b>Race and Ethnicity</b>				
2023 Estimated White	64.9%	45.7%	47.9%	52.7%
2023 Estimated Black or African American	11.2%	9.8%	15.4%	11.5%
2023 Estimated Asian or Pacific Islander	17.3%	38.7%	31.1%	30.3%
2023 Estimated American Indian or Native Alaskan	0.2%	0.2%	0.2%	0.2%
2023 Estimated Other Races	6.4%	5.6%	5.4%	5.3%
2023 Estimated Hispanic	7.0%	5.6%	5.1%	4.9%
<b>Income</b>				
2023 Estimated Average Household Income	\$39,841	\$68,882	\$75,031	\$84,598
<b>2023 Estimated Median Household Income</b>	<b>\$51,601</b>	<b>\$58,952</b>	<b>\$62,276</b>	<b>\$69,051</b>
2023 Estimated Per Capita Income	\$17,756	\$24,316	\$27,132	\$30,861
<b>Education (Age 25+)</b>				
2023 Estimated High School Graduate	21.5%	20.4%	20.9%	20.1%
2023 Estimated Some College	23.6%	14.5%	15.3%	14.9%
2023 Estimated Associates Degree Only	9.9%	12.9%	11.7%	11.4%
2023 Estimated Bachelors Degree Only	28.6%	26.7%	25.2%	25.4%
2023 Estimated Graduate Degree	12.6%	16.7%	18.5%	19.9%
<b>2023 Estimated College Educated</b>	<b>74.7%</b>	<b>70.8%</b>	<b>70.7%</b>	<b>71.6%</b>
<b>Business</b>				
2023 Estimated Total Businesses	333	1,463	2,428	2,778
<b>2023 Estimated Total Employees</b>	<b>5,282</b>	<b>28,266</b>	<b>50,960</b>	<b>58,885</b>
2023 Estimated Employee Population per Business	15.9	19.3	21.0	21.2
2023 Estimated Residential Population per Business	7.5	12.4	19.1	18.0



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