

# RIVERTOWNS SQUARE

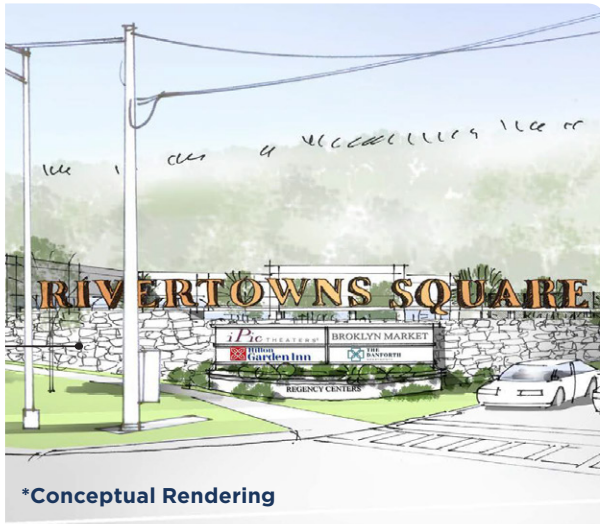
*Live, Dine, Shop*

**ANCHOR OPPORTUNITY**

## TENANT

SAW MILL RIVER PKWY & LAWRENCE ST  
DOBBS FERRY, NY 10522

\*Conceptual Rendering



\*Conceptual Rendering



\*Conceptual Rendering



Regency<sup>®</sup>  
Centers.

# This is how we mix it up.

An inspired selection of quality and value for a deserving market.

Our Fresh Look® philosophy combines unique placemaking designs with the right merchandising mix. Curated to the community, our Rivertowns Square merchandisers include iPic Theaters, ULTA Beauty, Buddha Asian Bistro, Chipotle, Chopt, The Lash Lounge, AT&T, The Learning Experience and My Gym — with many more retail, dining and service selections coming soon.



**Fresh Look® Philosophy**

47-55 Hamilton Street, Dobbs Ferry, NY 10522

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THIS IS

# RIVERTOWNS SQUARE

Rivertowns Square open-air shopping village positioning and tenant mix are perfectly in tune with the surrounding upper middle class area. The center takes advantage of exceptional highway access, visibility and strong, existing retail activity.

- Westchester County's new open air village of retail, restaurants, cinema and lodging
- Located on Saw River Parkway and Lawrence Street (exit 16)
- Most active north-south highway to and from Manhattan
- 1,800 feet of highway frontage
- 60,000 VPD on Saw Mill Road, with 6,600 VPD through the center
- Strong residential demographics combined with a 245,330 daytime population in a 10-minute drive time
- 116,422 SF shopping space, 220 multi-family units and 138 hotel rooms

## Overview

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# The Location

## Embedded in Westchester County

Rivertowns Square is located in the town of Dobbs Ferry, Westchester County on the Saw Mill River Parkway at exit 16 (Lawrence St.), one of only four traffic lights on the parkway.

- Access:  
The most accessible shopping destination in the region.
- Population:  
63% of all Westchester residents live within 15 minutes of the site.
- Income:

**7<sup>TH</sup>**  
**WEALTHIEST**  
**COUNTY IN THE U.S.**

**2<sup>ND</sup>**  
**WEALTHIEST**  
**COUNTY IN**  
**NEW YORK**

## The Location

47-55 Hamilton Street, Dobbs Ferry, NY 10522

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## The Market

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# Center Size: 116,422 SF

UNIT	AVAILABLE	SIZE
D10	STAND ALONE BUILDING	3,102 SF.
E10	END CAP SPACE	1,500 SF.
E20	INLINE SPACE	2,347 SF.
E40	INLINE SPACE	1,696 SF.

UNIT	LEASE NEGOTIATION	SIZE
B10	LEASE NEGOTIATION	18,000 SF.

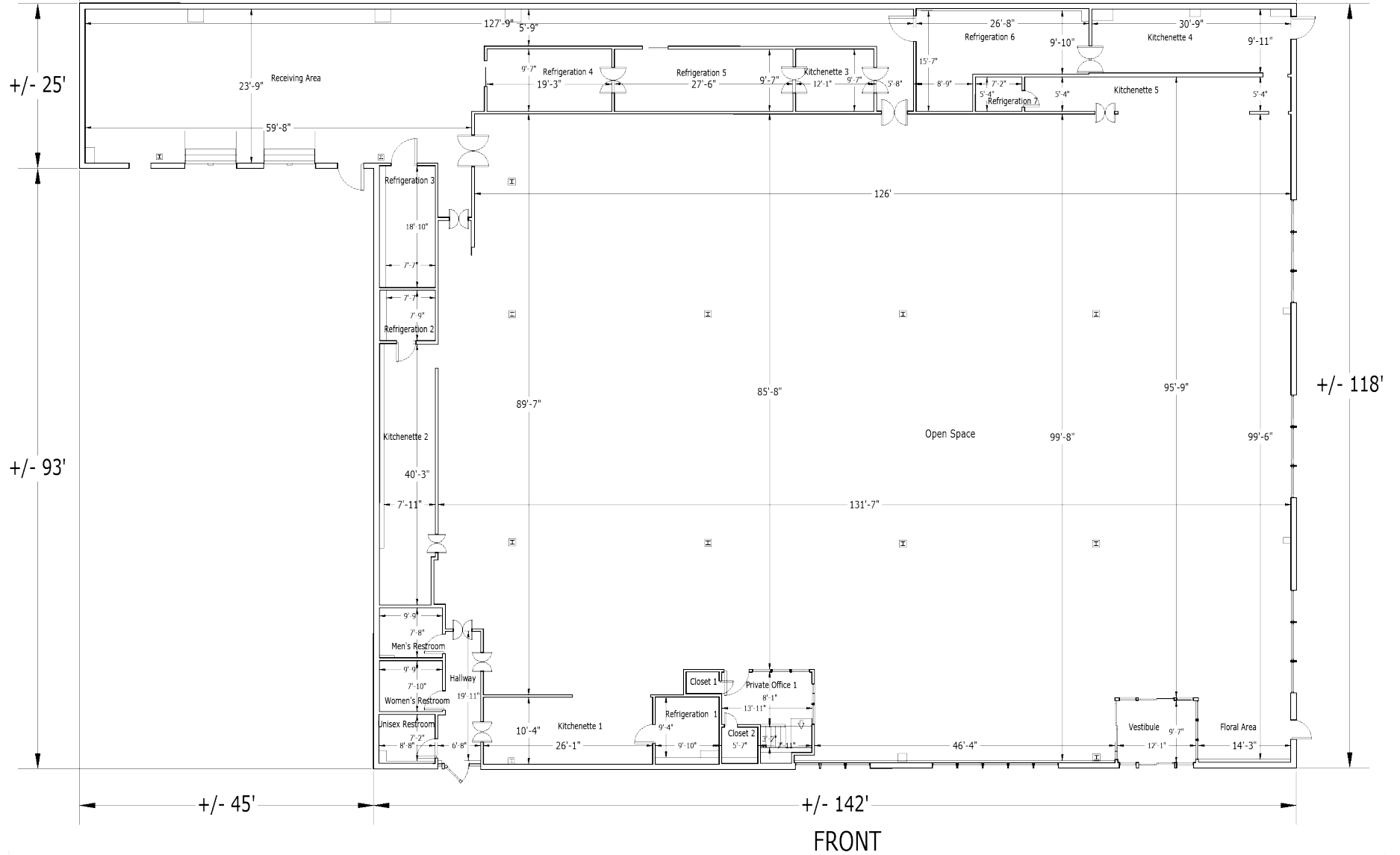
UNIT	LEASED	SIZE
C10	IPIC THEATERS	39,763 SF.
E30	MY GYM	3,340 SF.
E50	DRYLUXE	820 SF.
E60	LASH LOUNGE	843 SF.
E70	LUXE NAILS BOUTIQUE	1,198 SF.
G10	THE LEARNING EXPERIENCE	10,000 SF.
H10	BUDDHA ASIAN GRILLE	6,000 SF.
I10	CHIPOTLE MEXICAN GRILL	2,233 SF.
I20	CHOP'T	2,700 SF.
I30	ULTA	10,026 SF.
I40	AT&T	1,951 SF.
J10	LOMBARDO'S ITALIAN RESTAURANT	4,882 SF.
J20	SIDELI TILE & STONE	1,998 SF.
J30	BURGERIM	2,000 SF.
K10	GOHEALTH URGENT CARE	2,000 SF.

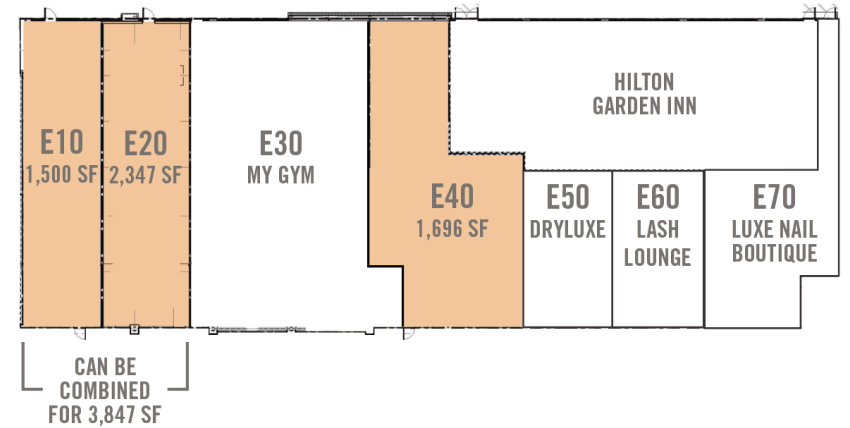
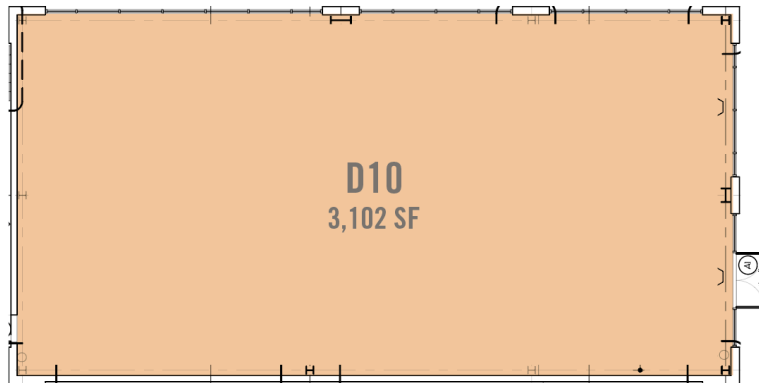
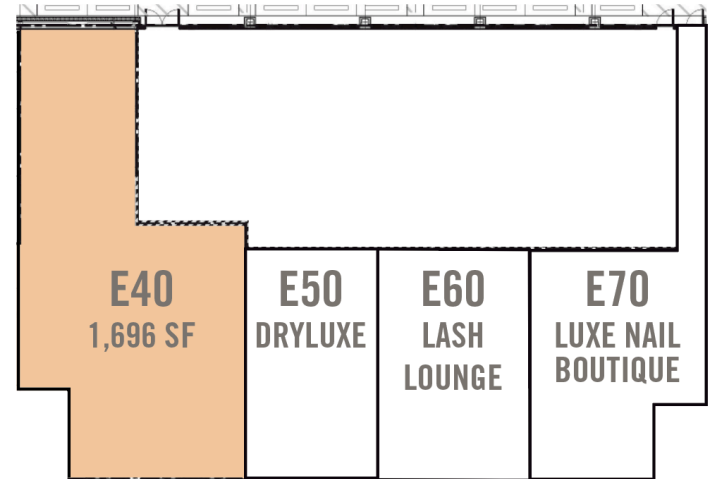


## Leasing Plan

REAR

+/- 187'

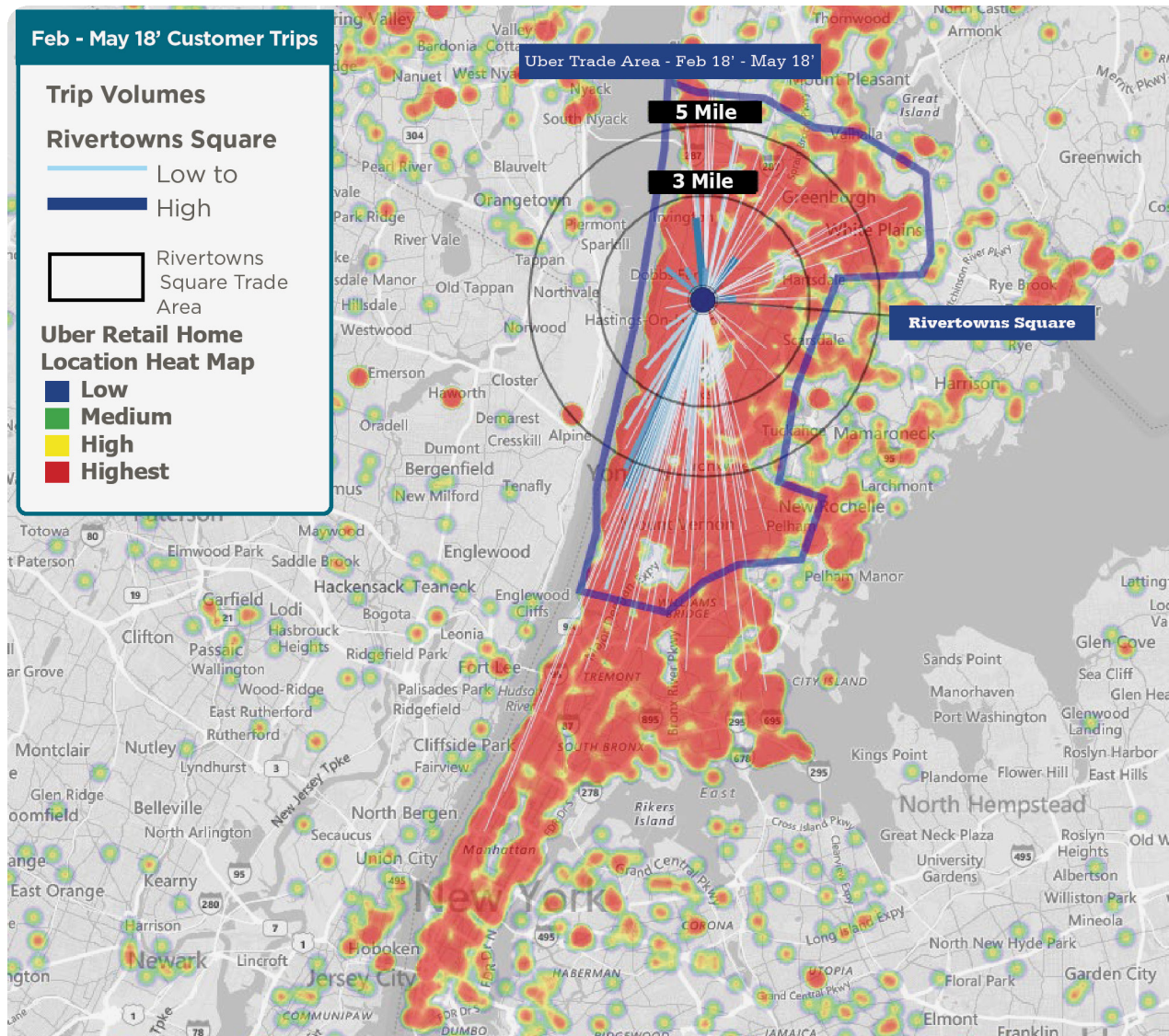




## Buildings D and E

# Where Our Customers Live

UberMedia Geofence Data



## Geofence

A "virtual" boundary set up around a geographical location (such as a shopping center or retail space). For this study, we geofenced the property line around Rivertowns Square.

## Geofencing

Using GPS, WiFi, RFID and cell phone data to understand where people from the geofenced boundary live and work.

Defining a primary trade area (where customers live) via geofencing defines the Rivertowns Square visitor demographics more accurately than using a radius.

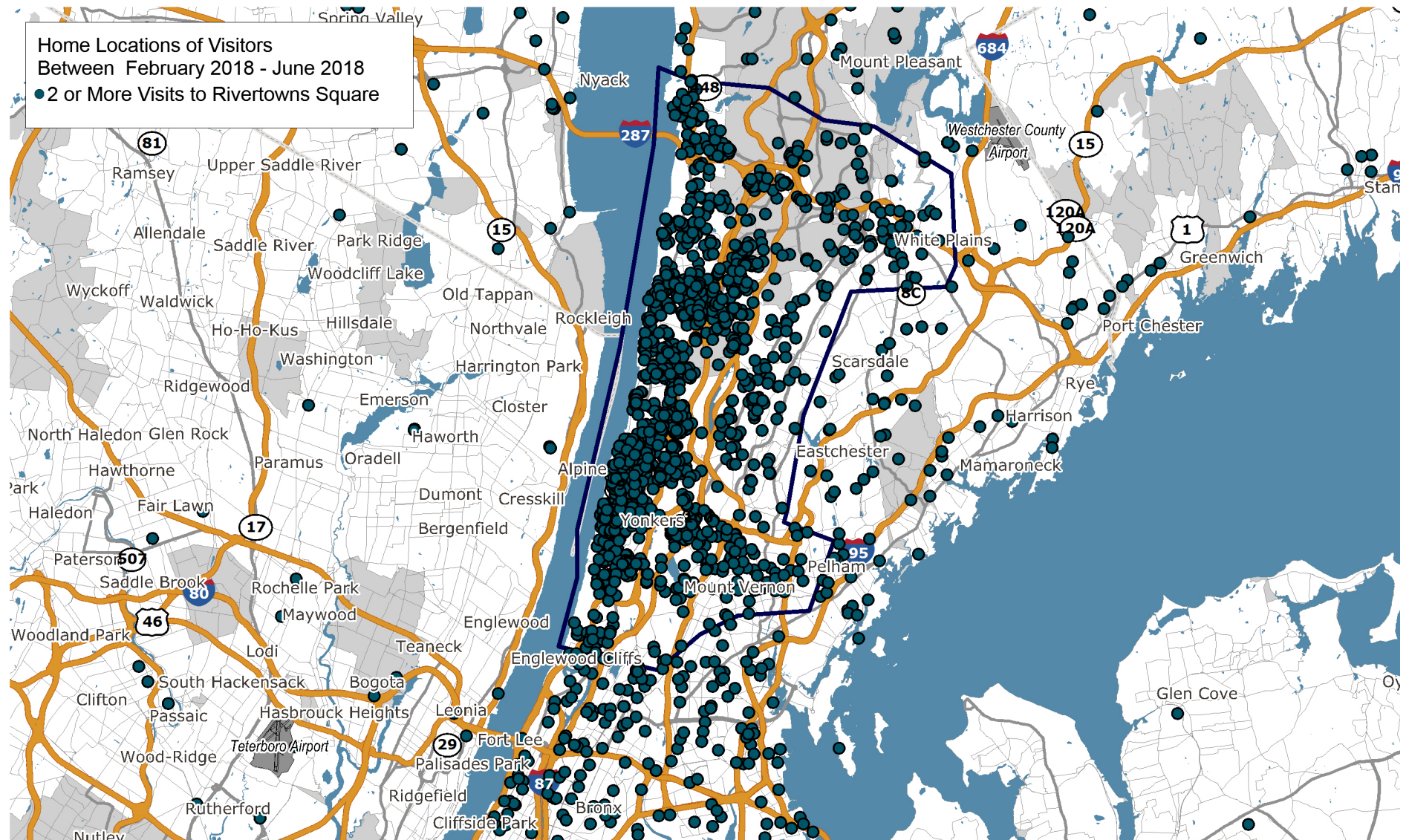
## Results

We saw our customers' home locations pull from a unique trade area that extends further out than a traditional 1-3-5 mile radius.

## Primary Trade Area

# Where Our Customers Live

## Customer Home Locations









## Primary Trade Area

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	Uber Trade Area	3-Mile Radius	5-Mile Radius	10-Minute Drive
 Population	613,559	74,683	275,032	93,462
 Bachelor's Degree & Above	36.6%	61.6%	51.9%	52.5%
 Average Household Income	\$104,419	\$168,178	\$147,312	\$142,471
 Median Home Value	\$474,848	\$695,705	\$648,604	\$639,055
 Total Daytime Population	645,083	87,159	321,102	114,841
 Employee Population	293,643	32,162	137,548	51,634

# Lifestage Top Segment Detail

The trade area surrounding Rivertowns Square, as defined by actual customer visits, is predominantly mature, educated, and upper-middle class with a strong presence of younger years.



**Affluent Empty Nests**  
13.3% of Trade Area Population



**Conservative Classics**  
11.9% of Trade Area Population



**Young Achievers**  
20.7% of Trade Area Population

## Demographics Traits

- suburban
- age 55+
- homeowners
- households without kids
- above average to average use of latest tech

## Lifestyle & Media Traits

- shop at The Container Store
- shop at Chico's and Land's End
- eat at Bonefish Grill
- listen to news radio
- spend their free time vacationing

## Demographics Traits

- college educated
- over 55 years old
- upper-middle class

## Lifestyle & Media Traits

- enjoy gardening
- reading books
- entertains neighbors over barbecues
- frequents museums, the theater, or a casual-dining restaurant

## Demographics Traits

- urban
- upper middle income
- age 25-44
- family mix
- renters
- management and professionals
- college graduates
- ethnic diversity: white, black, asian, hispanic

## Lifestyle & Media Traits

- watch foreign movies
- read GQ
- watch Boxeo Telemundo
- drive Audi S4

# How Our Customers Shop

## Understanding the Customer's Spending

### Retailer Translation

Now that we've defined the trade area and the customer profile, we use that data to find how our customers are shopping. We've identified customer top spending categories and highlighted the categories where **spending is above the national average**. Overall we saw that the trade area annual spending is 26% above the national average.

Grocery spending specifically is 24% above national spending which is 1% above the New York market average spending index with high volume in beverage spending at grocery stores.

**+24%**

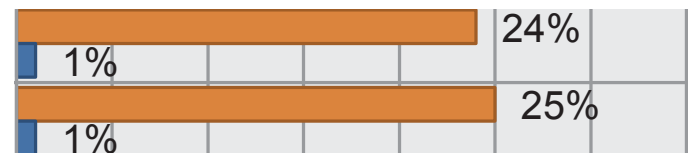
ABOVE MARKET SPENDING  
**Food/Goods/Beverages  
at Grocery Stores**

**+25%**

ABOVE MARKET SPENDING  
**Nonalcoholic Beverages  
at Grocery Stores**

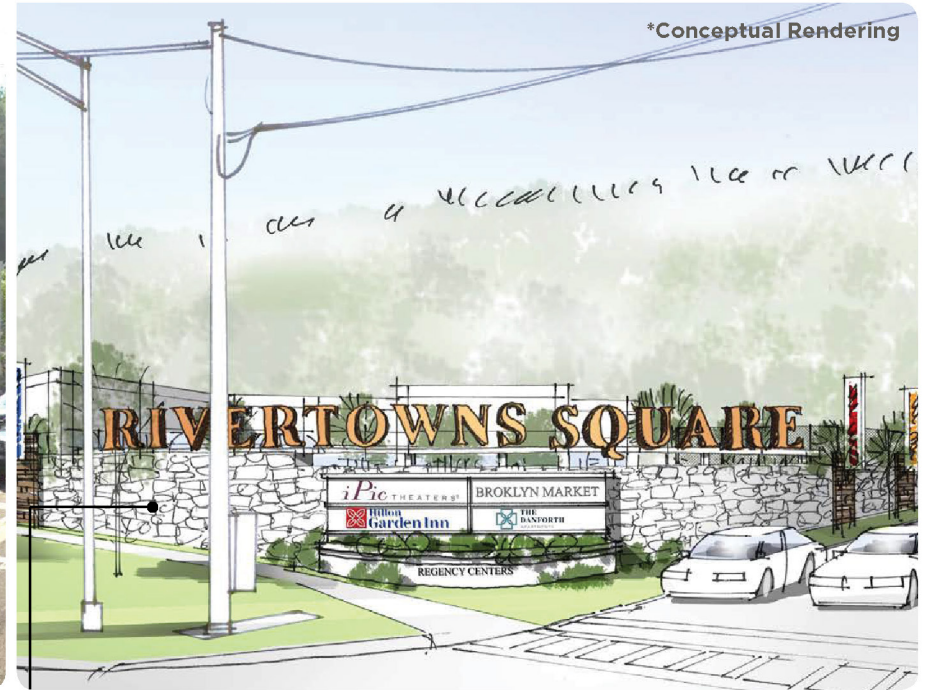
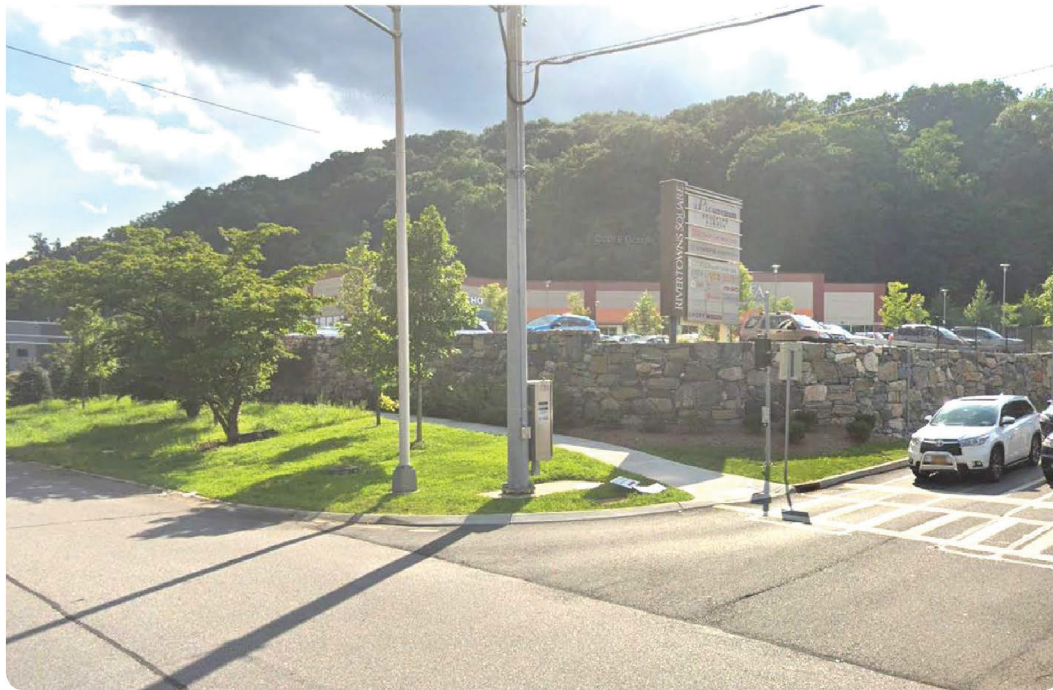
**Food/Goods/Beverages at Grocery Stores**

**Food/Nonalcoholic Beverages at Grocery Stores**





**Garage & Supermarket Elevation Before & After**



## Center Improvements Before & After

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# About Regency

For more than 55 years, Regency Centers® has owned, operated and developed dominant retail centers that are exceptionally merchandised and maintained. Our legacy of success is evidenced by 422 thriving centers, 22 regional offices and properties in most major U.S. markets.

We focus on **Merchandising** in order to find the right mix of the best operators and unique retailers to increase consumer interest.

We considerably incorporate **Placemaking** to create a more inviting environment to increase dwell time, shopper experience, and attract new shoppers to the location.

Finally, we make sure we are **Connecting** the centers with our communities by utilizing technology, sustainability, and targeted consumer engagement.

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**Regency  
Centers.**

**Sean Mirkov**

203 635 5561

SeanMirkov@RegencyCenters.com

47-55 Hamilton Street, Dobbs Ferry, NY 10522

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