



RIDGE HILL

Ridge Hill Ownership Announces Merchandising Updates

Ongoing redevelopment brings upgrades to existing entertainment concepts, attracts new brands

Yonkers, NY (August 21st, 2024) – As revitalization efforts continue at Westchester County’s largest outdoor shopping center, Ridge Hill, retail leasing activity is ramping up. Today, the development’s ownership announced Dick’s Sporting Goods (Dick’s) and Sky Zone, formerly Rockin’ Jump, are expanding their existing footprints, while LensCrafters and Sunglass Hut plan to open new stores at the lifestyle destination this fall.

“We’re so excited for Dick’s and Sky Zone to double down on their investment at Ridge Hill and continue growing with us,” said Morgan Liesenfelt, director of leasing at North American Properties (NAP). “Our team is equally as thrilled about the additions of LensCrafters and Sunglass Hut. We have been working to add more popular lifestyle brands to the merchandising mix, and both meet that standard.”

Evolving Entertainment

DICK’s- The largest sporting goods retailer in the U.S. is increasing its store size at Ridge Hill from 50,000 to 76,000 square feet and remodeling the space as a Next-Generation Dick’s Store. The new layout, set to be complete by winter 2024, revolutionizes the most typical large-format Dick’s store and will feature:

- Team sports offerings of baseball, softball, soccer, football, lacrosse, and hockey that have evolved to deliver a one-stop shop
- House of Cleats, a 360-degree view of over 400 athlete choices for cleats across multiple sports
- An expanded premium footwear selection
- Multiple golf hitting bays with TrackMan technology and a multi-sport cage for athletes to test new product and better their game

Sky Zone- This premier national leader in indoor active entertainment is expanding its Ridge Hill play experience by 7,200 square feet to accommodate new attractions such as a Warrior Course, Air Court, Slides, and more private party rooms. These additions are set to debut by end of year.

Dick’s and Sky Zone are both located on the property’s north end surrounding Park Plaza. This area is a key component of Ridge Hill’s ongoing redevelopment and is currently being converted into a family-friendly activity zone, replacing a programmatically functionless fountain with seating, green space, a kids’ play area, and hardscaping. It will also feature more space for food and beverage businesses to add patios that spill out into the Plaza.



Coming Soon

LensCrafters – In October, the leading optical retailer in North America, part of EssilorLuxottica, is opening a 3,140-square-foot store across from Banana Republic and Uniqlo. The premium store experience will leverage a wide range of tools to afford customers more opportunities to meet their needs, from comprehensive digital eye exams to shopping for the perfect frames. LensCrafters at Ridge Hill will be equipped with high-resolution digital screens and LED walls displaying eyewear and campaigns to offer an immersive customer experience. Interactive applications installed both on iPads and touch screens showing prescription lenses will simulate prescription lens features and effects for better vision. A wide assortment of designer eyewear brands and styles that include Burberry, Dolce & Gabbana, Persol, Versace, Prada, and many more will also be available. Plus, customers can customize Ray-Ban and Oakley frames, and virtually try-on any frame thanks to the Virtual Mirror technology through LensCrafters' Smart Shopper interactive in store tool.

Sunglass Hut – Founded in 1971 as a small kiosk in a Miami mall, Sunglass Hut has grown into a premier destination offering curated, high-quality fashion and performance sunglasses, including over 750 styles from top designer brands like Burberry, Dolce & Gabbana, Jimmy Choo, Miu Miu, Oakley, Persol, Prada, Ralph Lauren, Ray-Ban, Tiffany & Co., Versace, and more. Known for its fun and engaging guest experience both in-store and online, the brand has become a consumer favorite. Opening mid-October, the 886-square-foot space will be located between Pandora and the forthcoming Shake Shack, just off the expanded Town Square. Supported by knowledgeable associates, this platinum store will deliver a meaningful and personalized shopping experience, enhanced by technology such as LED windows and Smart Shoppers – interactive self-shopping screens built into the walls to allow for discovering and purchasing.

Other new businesses expected to open this year include Cantina (coming soon), Bee Bubble Tea (fall), and D1 Training (fall). Additionally, Bath & Body Works is being relocated next to Loft and will open in its new space later this month.

Future Site of Fun

Joint venture partners NAP, Nuveen Real Estate, and Taconic Partners acquired Ridge Hill in May 2022 with plans to redevelop and reposition the lifestyle center as the preeminent mixed-use destination serving the tri-state region. Construction on Phase I of the value-add project, which focuses on reimagining the property's streetscape and social gathering spaces, is currently underway.



For more event information on the redevelopment, visit ridgehill.com/redevelopment. To stay up to date on the latest property news and happenings, follow Ridge Hill on [Facebook](#), [Instagram](#) and [X](#).

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About Ridge Hill

Set atop a hill overlooking the community of Yonkers in the affluent Westchester County, Ridge Hill is a hospitality-driven destination where guests can escape and recharge. Patterned on a classic downtown and centered around a lush gathering space, this pedestrian-friendly lifestyle center is home to an eclectic mix of retail, restaurants, entertainment venues and offices. Here, celebrated brands such as Apple, Sephora, The Cup and Whole Foods Market line Main Street, blending seamlessly between parkland, playgrounds, and promenades. Located just 18 miles from Manhattan and easily accessible via the New York State Thruway, Ridge Hill is a welcome reprieve from the bustling city center.

