

An aerial photograph of a large, modern estate with a tennis court, swimming pool, and ocean view. The property is surrounded by lush greenery and trees. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text "THE Water Mill POST" is overlaid in the center.

THE *Water Mill* POST

RUNYON

A Runyon Property

*The Post Water Mill is a new gathering spot for
The Hamptons opening in the Summer of 2027*



The Post is a renewal of the historic town center of Water Mill. A reimaging of 12 existing buildings into a collection of over 40 specialty merchants, fashion designers and restaurants.



At a Glance

The Post will be a reflection of its coastal community – charming and classic, sophisticated yet relaxed, and with one foot in the sand. A coffee shop, daily workout and a lawn for kids to roam will stand alongside best-in-class restaurants and retailers.

A stone's throw from the beach and set back from Montauk Highway, The Post will be open year round and will host an array of events - from oyster roasts to kid's craft afternoons.

The Post Water Mill is envisioned by Runyon, a boutique real estate company with a passion for bringing people together to experience the best in food, design, fashion and culture. The project is a follow up to The Post Montecito – a boutique property on the California Riviera with a similar ethos.



With six classic, white-shingled buildings surrounding a generous grass lawn, The Post's East buildings feel like the most charming town square

Runyon will transform the four acre property into a walkable garden inspired by the best of the Hamptons – old growth trees, verdant hedges and sparkling flowers invite a slow stroll and long length of stay.



760 Montauk Highway, Water Mill
Conceptual drawings for marketing use only

*The property connects to
The Post West via a short path*

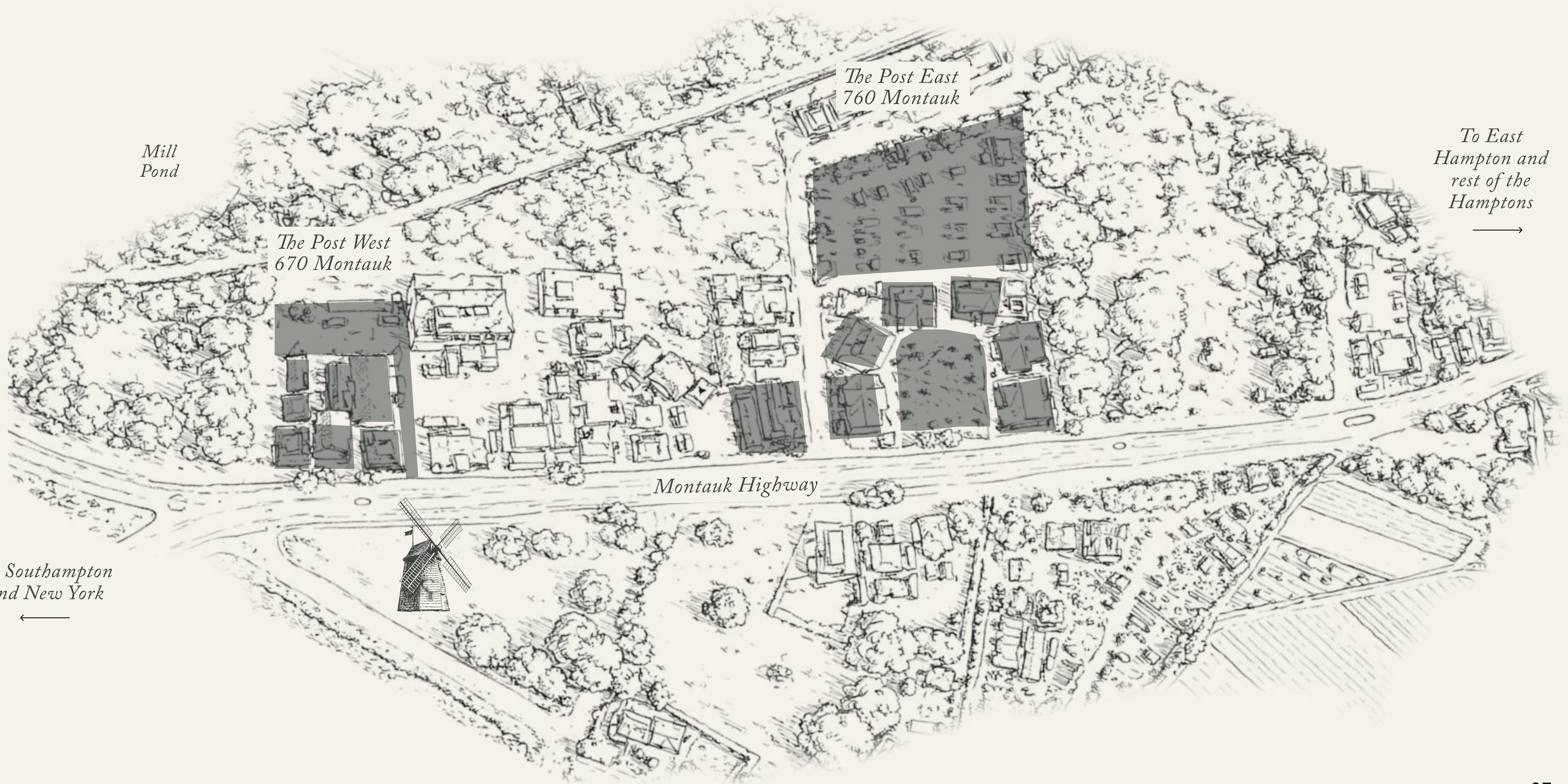




670 Montauk Highway, Water Mill

Conceptual drawings for marketing use only

The Post West is an intimate collection of six historical buildings with Hamptons charm. Pitched farmhouse roofs and brick details transport visitors to a village with a sense of place



*Mill
Pond*

*The Post West
670 Montauk*

*The Post East
760 Montauk*

Montauk Highway

*To Southampton
and New York*

*To East
Hampton and
rest of the
Hamptons*

Out East

Generous cedar-shingled houses, grass-dotted dunes, boxwood-lined lanes and verdant farmstands. The Hamptons are a storied getaway for affluent New Yorkers, and those who orbit around the city

On the South Fork of Long Island centered around the towns of Southampton, Water Mill, Bridgehampton, Sag Harbor, East Hampton, Amagansett and Montauk – each hamlet has its own charm.

In addition to natural beauty, the Hamptons share a relaxed attitude, fishing village heritage and lasting cultural legacy.





Known for its summer lifestyle, the Hamptons has recently seen a new influx of year-round residents – many of whom settled full time during the pandemic.

In addition to families with properties, the Hamptons is home to hundreds of hotels and inns catering to global demand to experience the coastal community.

This wealthy and in-the-know group is hungry for more restaurants, shopping options and places to meet.

Water Mill

Water Mill is two and a half hours from Manhattan and two hours from JFK – via train, car and Jitney. 8.5 million annual visitors pass through Water Mill on their journey to and from the city



Downtown Southampton
Ralph Lauren, Jenni Kayne, Gorjana, Zimmerman, Eleventy, Brochu Walker, Alice & Alicia, Aerin, J.Crew, Sant Ambroeus, Golden Pear

Sag Harbor
Dôen, Henry Lehr, Bonbon, Tutto il Giorno, TWP, Road to Nowhere, Grindstone Coffee & Donuts, Le Bilboquet, Stella & Ruby, AYR, LoveShackFancy, Goop

Downtown East Hampton
RH, Loewe, Gucci, Loro Piana, Zegna, Prada, Audemar Piguet, Ralph Lauren, Golden Goose, Orlebar Brown, Warby Parker, Diptyque, James Perse, Zimmerman, Sant Ambroeus, Golden Pear, Citarella Gourmet Market

Amagansett Square
La Garconne, Henry Lehr, French Presse, Pink Chicken, Jenni Kayne, Bonde’s, Ulla Johnson, Cavaniola’s Gourmet, Meeting House, Vivienne & Nick’s Barbershop, The Salon & Day Spa



Water Mill conjures visions of its iconic windmill and beautiful bay. Hamptons enthusiasts know it as one of the most desirable addresses, marked by its quiet luxury and relaxed approach.

The town served as a fishing village in the 19th century, as well as a nexus for farming. In the 1950's many well known artists - Lee Krasner, Jackson Pollack - moved there, enjoying a break from the city. One of the most desirable places to own, Water Mill is now home to a new group of notables, from Jerry Seinfeld to Barry Sternlicht. Quiet and relaxed luxury.

What Water Mill notably lacks is a charming downtown like you would find in Southampton or Sag Harbor. Residents will uniformly talk to you about the lack of a decent place to find a coffee or an en vogue beach sweater.

Located in the center of Water Mill, Runyon is transforming 12 existing buildings into a new town center and destination.

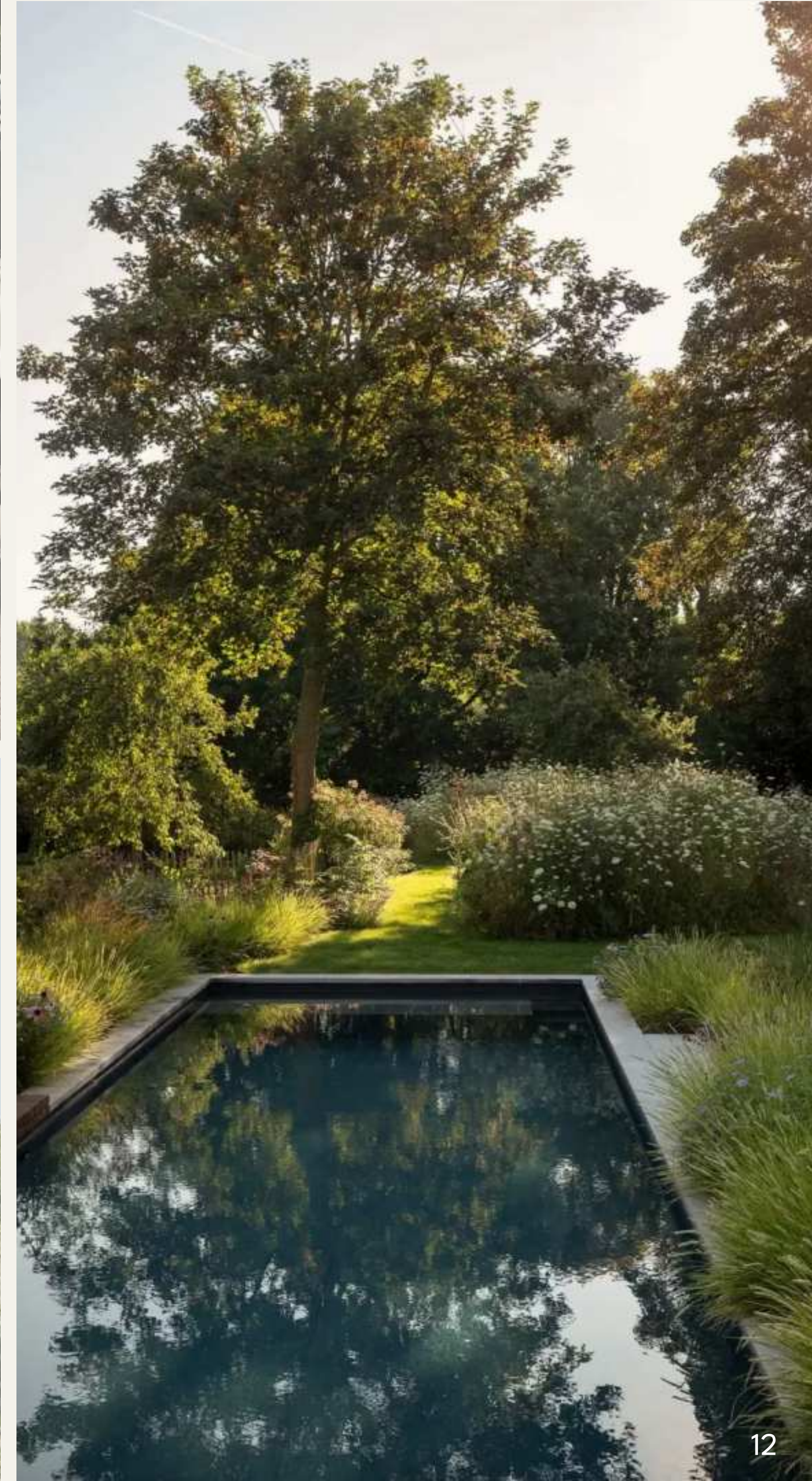
The Hamptons – A beautiful place for a home

Median home sale price in Water Mill is \$5.3M to \$5.9M

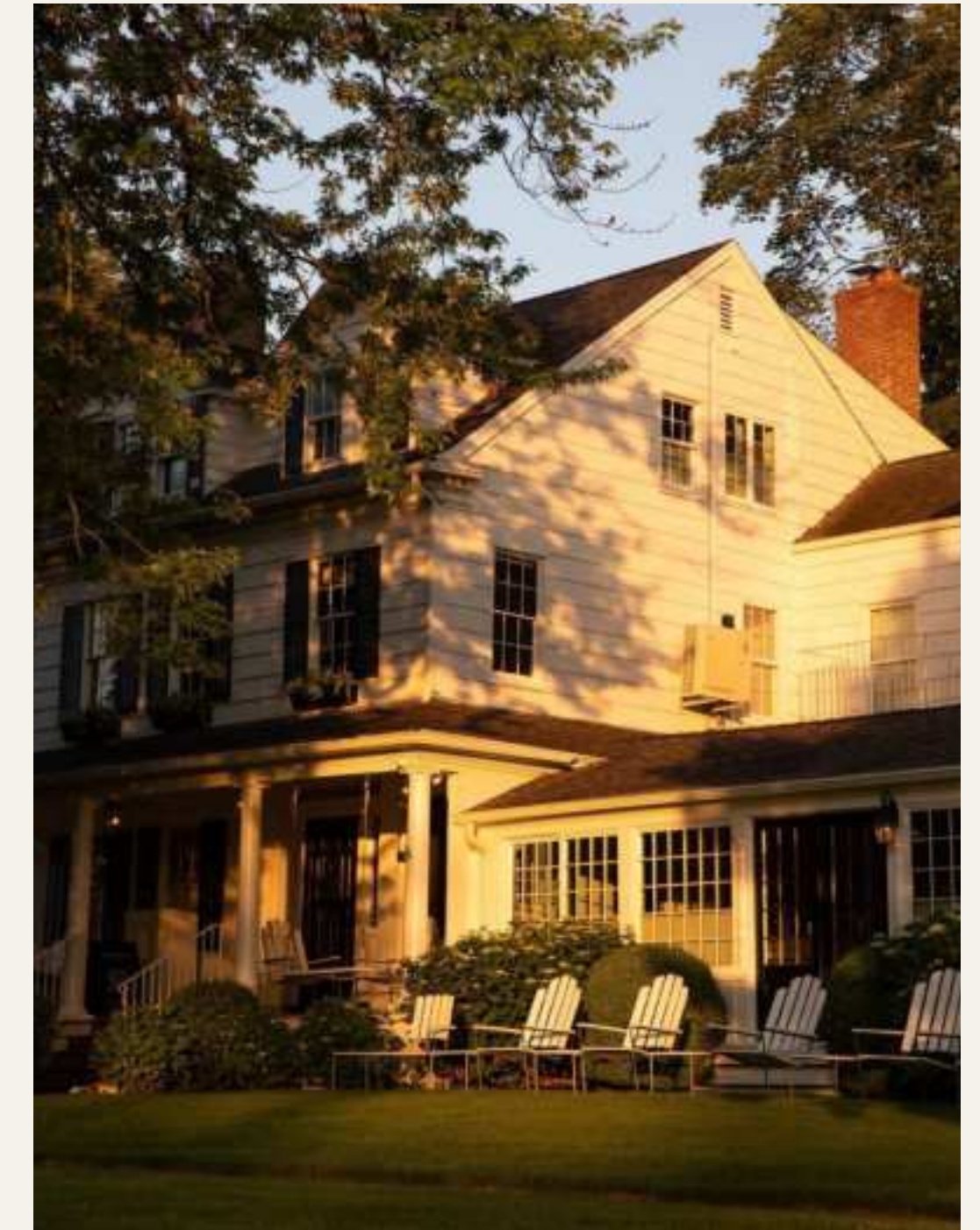
Water Mill is consistently among the most expensive ZIP codes in the country, currently ranking No.5

The Hampton's year-round population has grown 35% over the last ten years

The area has seen significant inflows of wealthy buyers, including from California, Texas and Florida, reshaping the social and economic profile



The Hamptons – An excellent place to visit



24M visitors per year

Tourists spent \$4.7B in 2024, an increase of 21% in the past five years

In 2024 visitors to Suffolk County spent \$682M on retail and \$1.4B at restaurants



The Post will be a daily center of gravity for the Hamptons as well as a signature stop for visitors

The hand selected collection of merchants, designers and eateries will reflect the East End lifestyle – from casual everyday uses to destination shopping.



Catering to Hamptons homeowners and the summer crowd, the mix will focus on:

- Known brands and chefs not yet accessible in the area
- Independent specialty merchants with a discovery element
- Outposts of beloved concepts from the Hamptons and New York City as well as other upscale seasonal markets like Aspen and Palm Beach

Sample Merchandising Mix



Men's apparel



Women's accessories and jewelry



Home furnishings



Women's apparel



Destination dining



Fitness and wellness



Ice cream and coffee



Accessible quick service



Baby and kid's



Beauty and skincare

A consistent calendar of happenings will establish The Post Water Mill as a center of Hamptons life and keep guests coming back

The property will design and host its own events, as well as welcome brands for activations

Family-forward seasonal events

Apparel brand residencies

Fitness and wellness pop-ups

Activations with beauty brands

Food festivals and farmer's markets

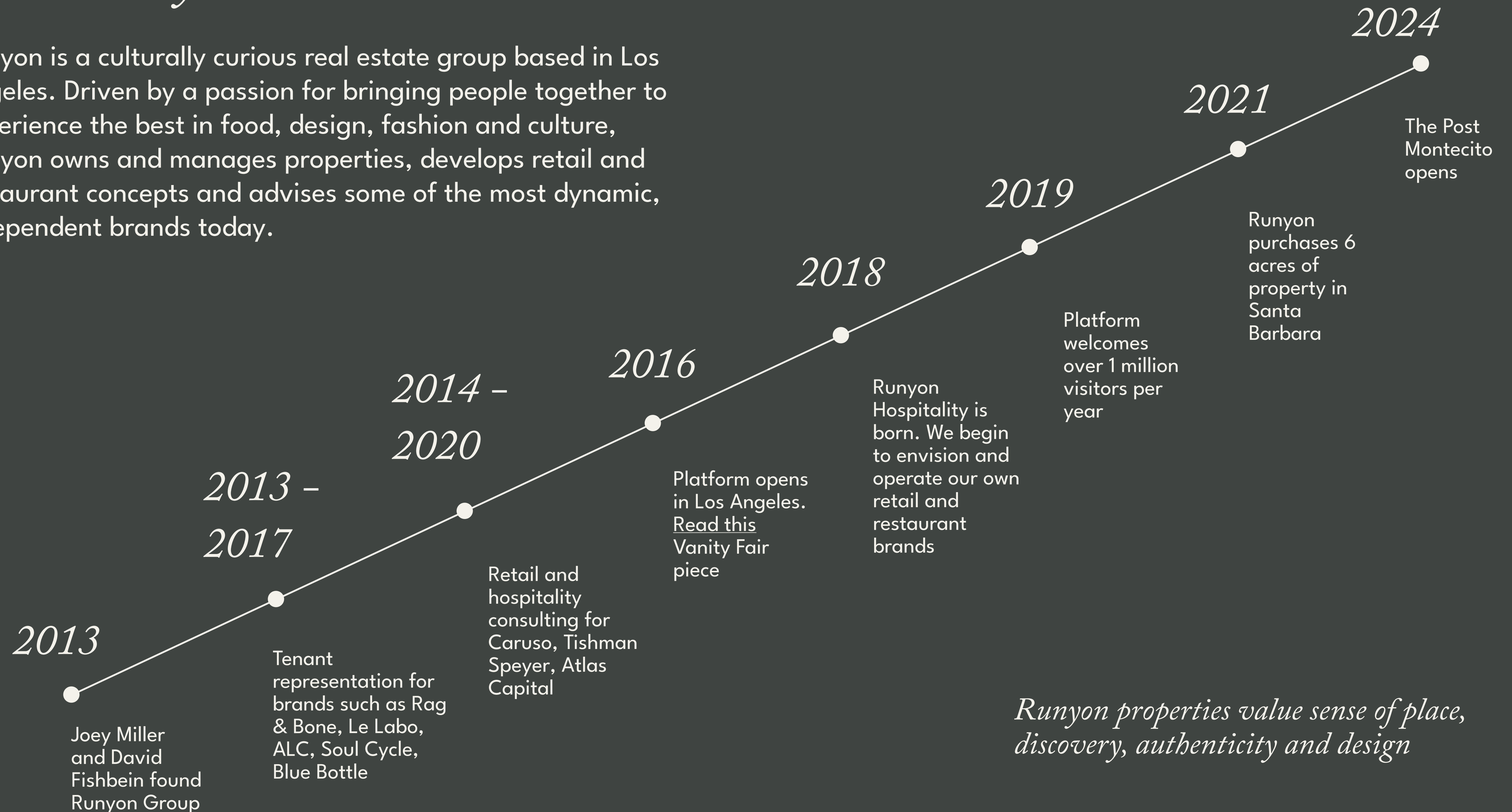
Art installations

Galas and benefits



About Runyon

Runyon is a culturally curious real estate group based in Los Angeles. Driven by a passion for bringing people together to experience the best in food, design, fashion and culture, Runyon owns and manages properties, develops retail and restaurant concepts and advises some of the most dynamic, independent brands today.





The Post Water Mill is a follow-up project to The Post Montecito, a boutique Runyon property on the California Riviera

Both in resort markets with a recent influx of sophisticated residents, the properties share a similar audience and relaxed luxury ethos.

Through thoughtful merchandising and strategic community engagement, The Post has become a beloved mainstay of Montecito.

Read about The Post Montecito in Vogue, WWD and C Magazine.

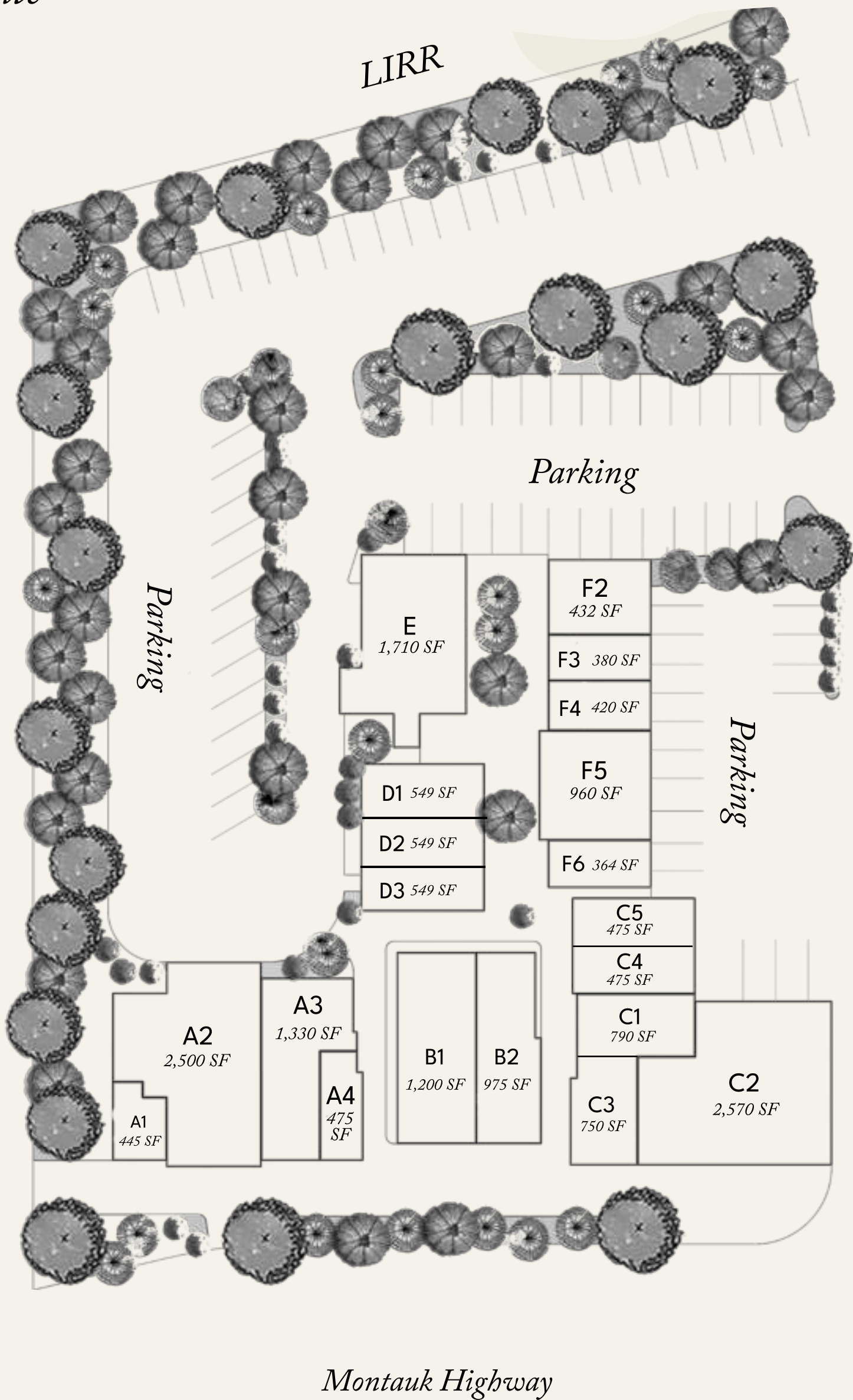


The Post tenancy has included: *Brochu Walker, Eleventy, Homebody Studios, Jamie Haller, Janessa Leoné, Little King Coffee, Malia Mills, Marisa Mason, Maygel Coronel, Merlette, Organic Oren, Ospi, RLT, Salon Providence, Save Khaki United, Scenery Florals, Shoppe Amber Interiors, Spilled Milk, Teller, THE GREAT., The Optimist, Velvet, Wilson*

Site Plans

250 parking spaces onsite
exclusive for guests

670 Montauk Highway,
Water Mill, NY 11976



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Thank You!

For more information, please be in touch

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