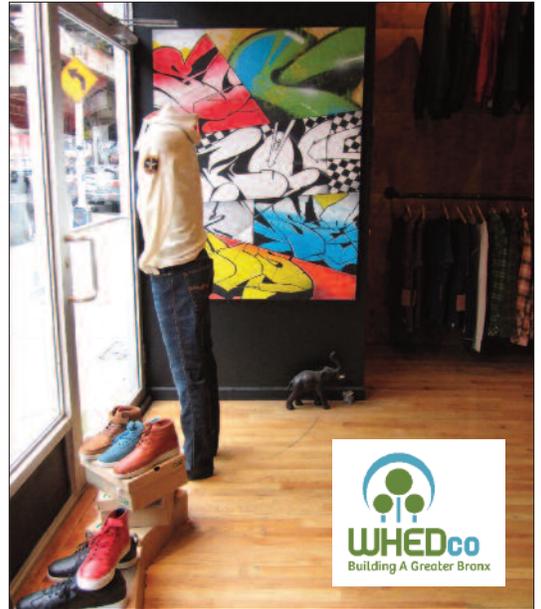


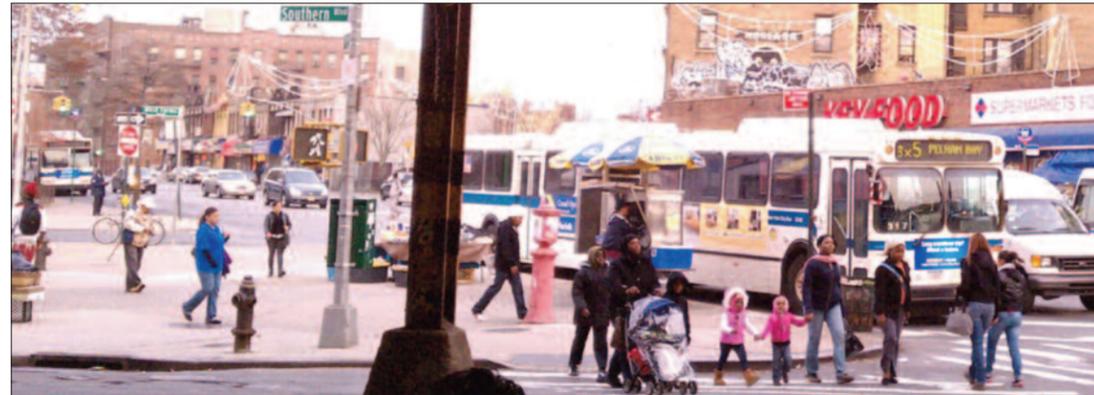


We're looking for another nice place to shop.



There are 146 million reasons to open a store on Southern Boulevard. Here are just a few...

Southern Boulevard is a long-established and well-known retail shopping corridor located in The Bronx. The north end of the corridor is anchored by the Bronx Zoo, which hosts more than 2 million visitors annually. Fordham University, which has nearly 16,000 students and staff, sits adjacent to the zoo. The Hunts Point Terminal Market anchors the southern end of the corridor. Occupying 113 acres, Hunts Point Terminal Market is the largest wholesale produce market in the world.



TOO MANY SHOPPERS, NOT ENOUGH STORES.

Throughout the trade area¹ there are clusters of local, regional and national retailers including TJ Maxx, IHOP, Western Beef, Duane Reade and others. Yet, despite the presence of these stores, there just aren't enough stores to satisfy the consumer demand of area shoppers. The trade area is home to more than 158,000 people spending \$667 million a year on retail goods and services. In addition, another 20,000 people work in the area. There is unmet consumer demand across a variety of retail categories including clothing, electronics, furniture, grocery, shoes, and restaurants, just to name a few. As a result, \$146 million in retail spending is leaking out of the area each year.



A GROWING, LOYAL CUSTOMER BASE.

The Southern Boulevard trade area has a density of 50,000 people per square mile and a recent study² found that over the past decade the area has grown at a faster rate than New York City as a whole. In addition, the local audience is young and loyal to local retailers. Among all residents, 45% are 24 years of age or younger. Moreover, the study found that 73% of respondents prefer Southern Boulevard to other nearby shopping areas.

EASY ACCESS AND STRONG TRAFFIC COUNTS.

The area is easy to access and get around. The nearby Cross-Bronx Expressway and Bruckner Boulevard each average 100,000 vehicles daily, and thousands of people travel through the trade area on foot, in vehicles, or via buses and subways. Foot traffic in certain locations along Southern Boulevard has been measured at 840 people in a 30-minute period.² Every weekday, nearly 17,000 people board the 2 and 5 trains at the three stations along Southern Boulevard. And the Bx19 bus, which is just one of several buses in the area, carries 29,000 riders up and down the length of Southern Boulevard every day.



WE'LL HELP PUT YOU IN YOUR PLACE.

The Women's Housing and Economic Development Corporation (WHEDco) has worked for nearly 20 years to build a more beautiful, equitable and economically vibrant Bronx. In cooperation with New York City Small Business Services, we've undertaken a focused business recruitment effort to continue our efforts to attract a better mix of retailers and restaurants.

We've already done a lot of your homework for you. Our analysis identified nine specific types of stores that are missing from the trade area. From clothing stores to electronics and places to eat, we know what we need, and we know what our local economy can support. We've even compiled all our market data so you can review and decide for yourself if this is the right location for your next store.

THAT KNOCKING NOISE YOU HEAR IS OPPORTUNITY.

If you're thinking about opening a new store or restaurant location, think about opening it here. Southern Boulevard offers high



population density with a growing number of new residential developments, significant unmet retail demand, and an appealing mix of retail co-tenants. The map on the next page will give you an idea of the assets we have to offer, but to get the full picture, come see for yourself. To arrange a tour, and receive your free copy of our market data, call Kerry A. McLean at 718.839.1189.



50 East 168 Street
Bronx, NY 10452

For more information call
Kerry A. McLean at 718.839.1189

www.WHEDco.org

1. The Southern Boulevard trade area is defined as a 1-mile radius from the intersection of Southern Boulevard and Freeman Street.
2. Southern Boulevard Business Improvement District Market Analysis of June, 2010.

AVAILABLE PROPERTIES

- A. 1211 Southern Blvd 9,500 SF community use
- B. 1211 Southern Blvd 10,000 SF retail/professional
- C. 1212 Southern Blvd 1,750 SF retail/restaurant

TRANSPORTATION & ACCESS

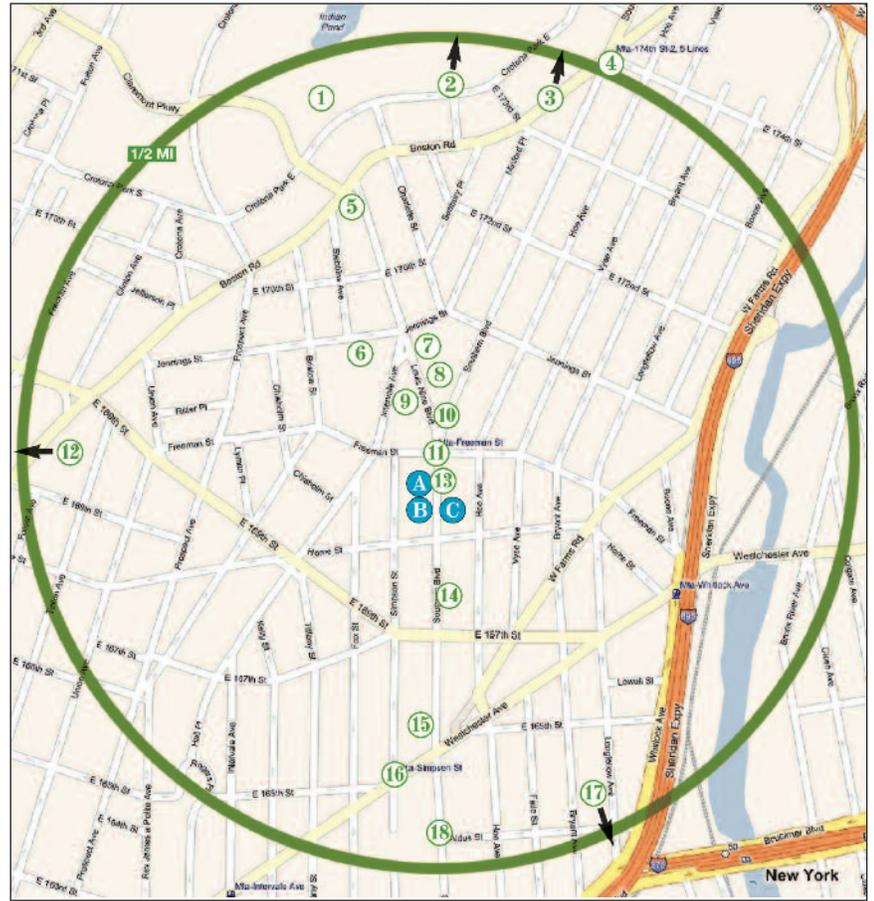
- 4. 174th St Subway (2/5 train) 6,800 weekday boardings
- 10. Southern Blvd & Louis Nine Blvd 6,600 vehicles/day
- 11. Freeman St Subway (2/5 train) 3,800 weekday boardings
- 13. Bx19 bus along Southern Blvd 29,000 riders/day
- 16. Simpson St Subway (2/5 train) 9,000 weekday boardings
- 18. Southern Blvd & Aldus Street 11,200 vehicles/day

NEW DEVELOPMENTS

- 5. 95 new residences Boston Rd & Louis Nine Blvd
- 6. 103 new residences 850 Jennings Street
- 7. 84 new residences 870 Jennings Street
- 8. 123 new residences Jennings St & Louis Nine Blvd
- 9. 174 new residences Intervale Ave & Louis Nine Blvd
- A. 123 new residences 1211 Southern Blvd

ADDITIONAL DESTINATIONS

- 1. Crotona Park 127 acre public park and playground
- 2. Fordham University (1.6 miles) 15,600 students & staff
- 3. Bronx Zoo (0.7 miles) 2.0 million annual visitors
- 12. Yankee Stadium (1.3 miles) 3.6 million annual visitors
- 14. U.S. Post Office serving 10459 zip code
- 15. Urban Health Plan 100,000 annual visitors
- 17. Hunts Point Terminal Produce (0.7 miles) 1 million SF



ESSENTIAL FACTS & FIGURES

(SOURCE: ESRI, 2010)

SOUTHERN BLVD & FREEMAN ST	0.50 mi	1.00 mi
Population (2010)	39,100	158,500
Households (2010)	12,400	51,700
Population growth 2000 to 2010	9.9%	7.3%
Population growth 2010 to 2015 (est)	3.8%	3.1%
Population density (per square mile)	49,800	50,400
Average household size (persons)	3.21	3.22
Average household income	\$37,206	\$35,422
Average disposable income	\$25,355	\$23,525

CONSUMER SPENDING (IN MILLION OF DOLLARS)

Total consumer demand	\$171.0	\$667.8
Total retail leakage (unmet demand)	\$73.5	\$146.3

UNMET DEMAND (IN MILLION OF DOLLARS)

Unmet demand for electronics	\$0.7	\$10.8
Unmet demand for clothing	\$6.1	\$14.9
Unmet demand for shoes	\$0.8	\$2.2
Unmet demand for grocery	\$9.3	\$5.3
Unmet demand for specialty food	\$1.7	N/A
Unmet demand for furniture	\$1.7	\$1.7
Unmet demand for health & personal care	\$3.4	\$5.4
Unmet demand for deli/sandwich shop	\$4.5	\$13.1
Unmet demand for full-service restaurant	\$14.4	\$13.4



**For more information call
Kerry A. McLean at 718.839.1189**

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