

BP
The Mall at Bay Plaza



Bronx, New York



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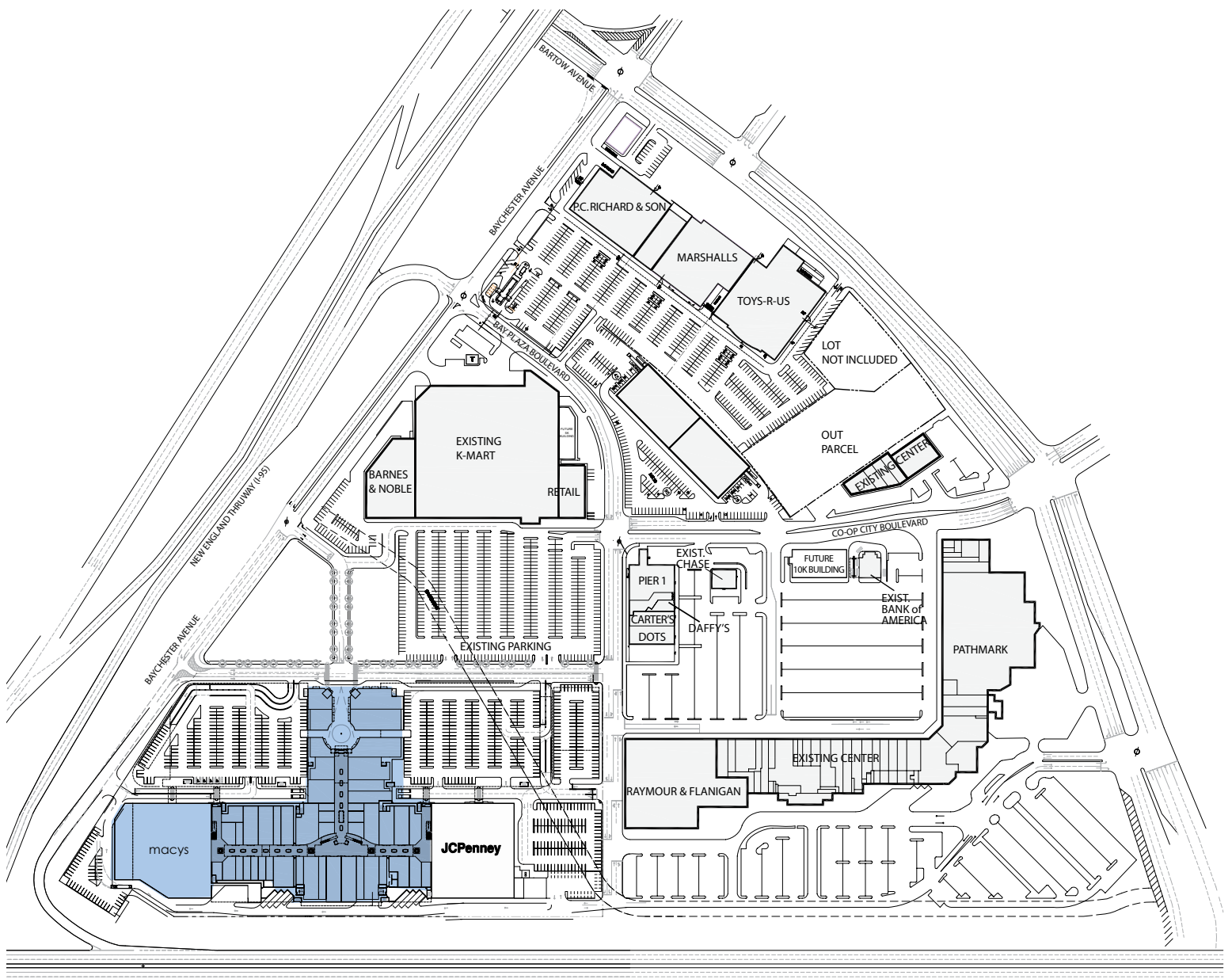
The Mall at Bay Plaza will be the first enclosed fashion mall in the NYC area in almost forty years. It is a perfect location for an exciting power-house shopping platform offering excellent highway access, ample parking and public transportation for shoppers. Anchored by JCPenney and Macy's the Mall at Bay Plaza will be a grand New York City shopping destination for a diverse and discerning consumer base from the Bronx, Westchester and Manhattan.

The existing Bay Plaza Shopping Center has been a prosperous mecca of retail activity for over two decades. At 1.3 million square feet, it is the largest shopping center in New York City with some of the highest performing stores on a per square foot basis for many national, best-in-class retailers. Once the addition of The Mall at Bay Plaza is complete, it will bring the center's total size to 2 million square feet.



PREMIER TENANTS

The Mall at Bay Plaza features one of JCPenney's highest volume stores in the country and with the addition of the newest full-line Macy's it is bound to be the premier enclosed mall experience not only to the Bronx, but to the whole of New York City. The existing Bay Plaza Shopping Center boasts an impressive roster of leading tenants such as: Barnes & Noble; Toys/Babies "R" US; Pier 1 Imports; Party City; Old Navy; Marshalls; Staples; Raymour & Flanigan; Children's Place; Carter's; Bally Total Fitness; AMC Theatres; P.C. Richard & Sons and Modell's Sporting Goods to name a few. The largest shopping center in New York City is getting even larger and better!



A MULTI-LEVEL SHOPPING MECCA

The Mall at Bay Plaza will be conveniently located on the intersection of two major highways, the Hutchinson River Parkway and the New England Thruway (I-95). With a traffic count of 250,000 cars in a 24-hour period and exits from both highways, the Mall will compliment what has been a prime retail location for well over 25 years. The trade area population is more than 1.2 million, with the primary trade area over 680,000. The Mall is adjacent to the largest owner-occupied housing complex in New York City with more than 60,000 residents, or a population of 127,000 lives within a 10-minute walking distance. There will be a new garage providing ample parking for more than 2,400 cars. In addition, Bay Plaza is a major bus destination with more than 228 busses per weekday, this includes the 3rd ranked bus in all of New York City in terms of total ridership.



THE FIRST ENCLOSED FASHION MALL IN NEW YORK CITY IN ALMOST 40 YEARS

Many of the stores at the existing Bay Plaza Shopping Center enjoy some of their highest sales volume in the country on a per-square-foot basis, including JCPenney. They draw upon a strong customer base from the moderate to upper moderate income population in the area.



A UNIQUE SHOPPING EXPERIENCE

In addition to providing a unique shopping experience, The Mall at Bay Plaza is sure to be an exciting entertainment destination. The Mall will feature many sit-down restaurants and a new food court tempting shoppers with an array of tasty delights. These entertainment options will be complemented by a successful 13 screen AMC Theatre at the existing Bay Plaza Shopping Center. Nearby cultural attractions and amenities include the New York Botanical Garden, the Bronx Zoo and City Island, along with outstanding institutions of higher education including Fordham University, Lehman College, College of New Rochelle, Iona College and Manhattan College. Several major hospitals are located within a 10 minute drive of The Mall at Bay Plaza as well.



BAY PLAZA TENANTS



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BRONX & WESTCHESTER RETAIL MAP

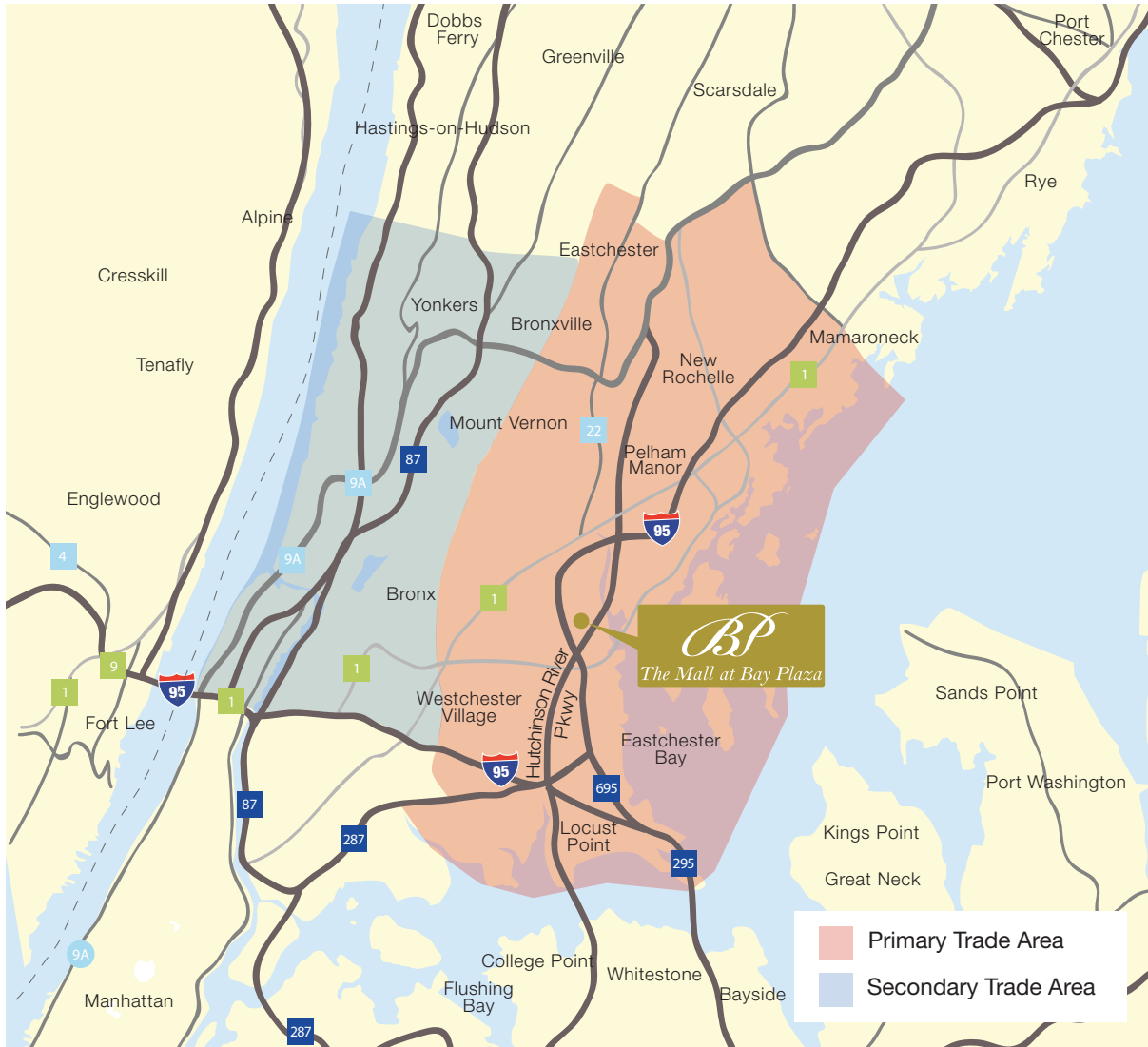


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BAY PLAZA TRADE AREA MAP



	Primary	Secondary
Population	707,702	723,227
Average Household Income:	\$74,874	
Median Household Income	\$58,290	



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