



# We're Looking for Another Nice Place to Shop



**SOUTHERN  
BOULEVARD**  
MERCHANT ASSOCIATION





# There are 168 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 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 area (1), 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 169,000 people spending \$937 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 restaurants, clothing, electronics, furniture, grocery, and shoes just to name a few. As a result, \$168 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 54,135 people per square mile. And according to a recent study, 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, 43% are 24 years of age or younger. Moreover, a WHEDco Consumer Preference Survey found that 73% of respondents prefer Southern Boulevard to other nearby shopping areas. Within a block of the Freeman St. subway stop, two new schools –Crotona Academy High School, which opened this fall, and Bronx Community School, which is slated to open in fall 2017– will further grow the amount of foot traffic and potential shoppers in this area.

## 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 1,981 people in a one-hour period (2). Every weekday, nearly 23,000 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 31,531 riders up and down the length of Southern Boulevard every day.



(1) Defined as a 1-mile radius from the intersection of Southern Boulevard & Freeman Street

(2) Southern Boulevard pedestrian counts, March 2012, WHEDco





## We'll Help Find the Right Place for You

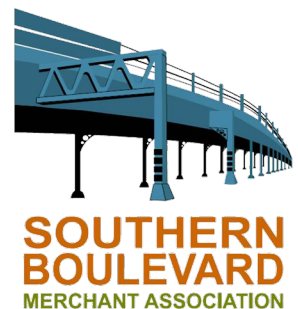
The Women's Housing and Economic Development Corporation (WHEDco) has worked for almost 25 years to build a more beautiful, equitable and economically vibrant Bronx. In cooperation with New York City's Department of Small Business Services, we've undertaken a focused business recruitment effort to continue attracting a better mix of retailers and restaurants.

We've already done a lot of your homework for you. Our analysis identified over 35 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 You Hear Is Opportunity

If you're thinking about opening a new store or restaurant, 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.

**For more information, to arrange a tour, or to receive your free copy of our market data, call Luz Lopez at 718.839.1134.**



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