

Grow With Us

Dena Marie Plaza
Kingston, NY



Kaplan Realty Group

Dena Marie Plaza

Dena Marie Plaza represents an exciting leasing opportunity in the very heart of Ulster County's main retail thoroughfare, Route 9W. With excellent visibility and signage, over 35,000 vehicles per day, multiple entrance points and a parking ratio well in excess of 5 spaces per 1,000 sq. ft., **Dena Marie Plaza** is the preeminent location for any retailer looking to do business in the Hudson Valley of New York. A 40,000 square foot expansion has just been completed and is ready for immediate occupancy.

KOHL'S

planet fitness

TEXAS roadhouse

joyceleslie

Famous Footwear

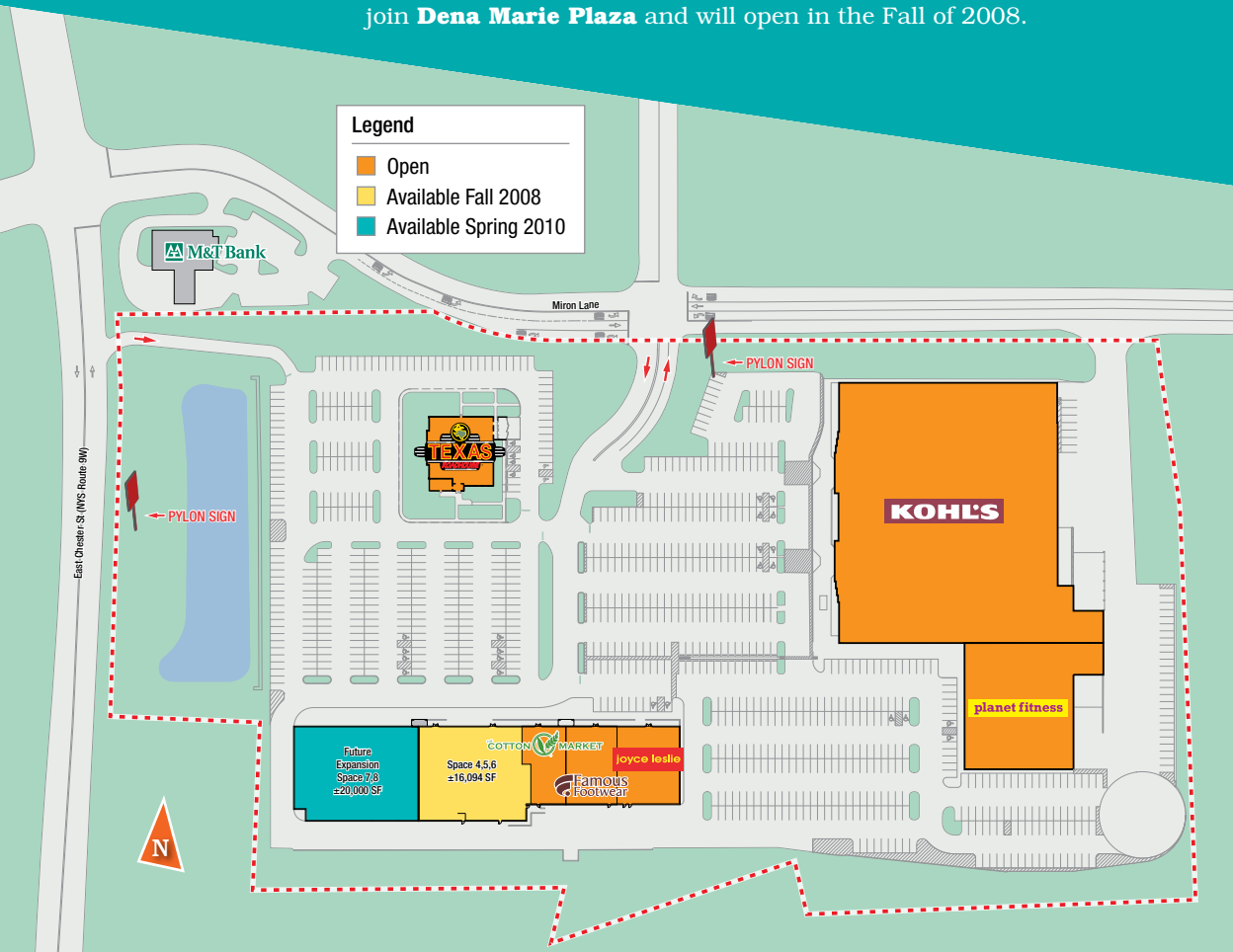
THE COTTON  MARKET

Unique Opportunity

Proven Success

All of our retailers have been greatly rewarded by their presence at **Dena Marie Plaza**. **Kohl's**, the department store deemed one of the "Top 10 Most Competitive Retailers" by the National Retail Federation, acts as the plaza's anchor. In 2007, Kingston's Kohl's enjoyed revenue well above their national store average and was recognized as one of the top stores in the region. **Planet Fitness Health Club** has also benefited from business at the plaza. "Since opening in June 2008," says owner Robert Viani, "the enormous enrollment in our Kingston location has greatly surpassed our wildest expectations." Similarly, full-service restaurant **Texas Roadhouse**, which opened at the plaza in May of 2008, has also prospered from their presence in Kingston. According to Jerry DiCroce, a Texas Roadhouse Market Partner, "Our Kingston Restaurant has been extremely successful and is one of our best in the region".

Dena Marie Plaza has developed a family-oriented focus, which has attracted a broad array of retailers providing value, service and style for local shoppers. **Joyce Leslie, Famous Footwear** and **Cotton Market** are the newest retailers to join **Dena Marie Plaza** and will open in the Fall of 2008.



Trade Market

Dena Marie Plaza is situated in the beautiful Hudson Valley, located to the north of New York City and to the south of Albany. The region lays claim to over 100 Fortune 500 companies, as well as over one million highly skilled, affordable workers. **Dena Marie Plaza** is located in the only major shopping district between Newburgh/ Poughkeepsie and Albany. Kingston has a strong presence of popular national “big box” and “fashion-oriented” retailers. Its retail property owners boast vacancy levels of under 5%. The center’s primary trade area extends 5 miles with a secondary trade area that extends 20 miles.

Multiple business incentives exist for potential tenants, including a wage tax credit; an investment tax credit and employment incentive credit; a real property tax abatement program and tax credit; zone capital credits for community development projects and direct equity investments; local benefits such as town and city fee waivers, as well as reduced rates and discounts on specified utilities.



Area Overview

Demographics

With a resident population of just under 250,000, Kingston has experienced a 2.8% growth in population since the year 2000. As the seat of Ulster County, the city's median home costs \$329,000, and the average household income is almost \$70,000. Nearly 90% of residents are Caucasian, while the rest of the population is comprised of a mix of Hispanic, African American, Asian, and Native American occupants.

Over half of Kingston's residents are female, and the median age is 39.6 years. Additionally, more than half of the city's population is married, and the average household size is 2.44 people. Nearly a third of the residents are parents, with over 21% reporting that they're married with children.

The city has a 3.7% unemployment rate—.9% less than the national average. Kingston has recently experienced .15% job growth. That figure is expected to balloon to 16.7% over the next ten years in light of state plans to develop a \$400 million resort situated in the Catskill Mountains, as well as the advent of the Solar Energy Consortium, a Kingston-based research and solar energy group that will bring hundreds of skilled jobs to the area. Additionally, Bank of America's presence has established a need for 1,500 workers, and AVR Realty is slated to begin work on a new project known as Hudson Landing, a picturesque development along the Hudson River slated to contain 1,800 residential units.

DEMOGRAPHIC SUMMARY

	5 Mile Radius	10 Mile Radius	20 Mile Radius	Ulster County	Kingston CBSA	State of New York
Population Statistics						
2000	48,239	100,269	272,781	177,749	177,749	18,976,457
2008	48,167	102,456	281,670	183,510	183,510	19,330,667
2013	48,120	103,617	286,505	186,493	186,493	19,473,845
Household Statistics						
2000	19,643	39,461	103,378	67,499	67,499	7,056,860
2008	20,018	41,235	108,641	71,298	71,298	7,204,492
2013	20,265	42,281	111,761	73,552	73,552	7,267,926
Average Household Income						
2000	\$50,407	\$54,857	\$54,663	\$52,983	\$52,983	\$61,856
2008	\$61,539	\$67,604	\$67,130	\$67,345	\$67,345	\$74,593
2013	\$69,650	\$76,746	\$76,174	\$77,248	\$77,248	\$83,864
Occupancy						
2008 Occupied Housing Units	20,018	41,235	108,641	71,298	71,298	7,204,492
2008 Est. Owner Occupied	56.4%	61.7%	57.6%	59.5%	59.5%	48.7%
2008 Est. Renter Occupied	36.5%	29.7%	31.2%	27.5%	27.5%	42.5%

SOURCE: Fast Reports, Inc.

COMPETITIVE SHOPPING CENTERS

No.	Property	Description	Anchor Tenants	Occ.
★	Dena Marie Plaza 800 Miron Lane Ulster, NY	Center Type: Community Ctr. Year Built: 1995, 2008	Kohl's Department Store, Planet Fitness Gymnasium, Texas Roadhouse, Joyce Leslie, Famous Footwear, Cotton Market	90%

Primary Competition

1	Hudson Valley Plaza 501-799 Frank Sottittle Blvd. Ulster, New York	Sub-Type: Power Center Year Built: 1999 Renovation: 2004	Walmart Super Center, Lowe's, Sam's Club, Gander Mountain, Toys R Us, Michael's, PETSmart	100%
2	Ulster Crossing Boices Lane Ulster, New York	Sub-Type: Power Center Year Built: 2003	Bed Bath & Beyond, Sports Authority, Barnes & Noble, Panera Bread, Applebee's (outparcel), Talbots (outparcel)	95%
3	Burlington Plaza 1351 Ulster Avenue Kingston, New York	Sub-Type: Power Center	Burlington Coat Factory, Dollar Tree, Staples, Jo-Ann Fabrics	95%
4	Office Depot Plaza 25 Boices Lane Ulster, New York	Sub-Type: Neighborhood Ctr.	Office Depot, H&R Block	100%
5	Kings Mall Route 9W Ulster, New York	Sub-Type: Power Center Year Built: 1972 Renovation: 2006	Marshalls, Homegoods, Modell's	90%

Unique Opportunity



(Houston) →

Uster Avenue

East Chester Street

Miron Lane

Boices Lane



9W

9W



Office DEPOT

4



Ninety 99

9W

2

SPORTS AUTHORITY
Coldwater Creek

CHICO'S

Paper 1
It's your thing

BED BATH & BEYOND
BARNES & NOBLE BOOKSELLERS

Applebee's
Happily Unconquered™

Salts

Panera
BREADS & COFFEE

Tech City Business Park
Bank of America
(2.5 Million Square Feet)

199

3

STAPLES
that was easy!

Burlington Coat Factory

JO-ANN
Fabric Store

Hudson Valley Mall

Sears
Good things. Great prices.

macy's
JCPenney

BEST BUY

TARGET

DICK'S SPORTING GOODS

H&M

OLD NAVY

COURTYARD
Marriott

5



HomeGoods

Marshalls

MODELL'S
CLOTHING FOR LADIES



ShopRite

Dena Marie Plaza

KOHL'S

planet fitness

TEXAS madame

Famous Footwear

joyce leslie

COTTON MARKET

Michaels
ARTS & CRAFTS

PET SMART

SPRINGS
The Seed To Living With™

LOWIE'S
Home Improvement

GANDER WINE

TOYS R US

WAL-MART

1



Planet Fitness



Texas Roadhouse

Dena Marie Advantage

Located in Ulster County, **Dena Marie Plaza** offers a wide variety of family-oriented goods and services, and holds a prime position in an incredibly strong retail corridor—one that constitutes the only shopping district within a 20-mile vicinity. Tenants benefit from the location of the plaza along Route 9W due to its proximity to key traffic generators such as the county seat and the regions only major grocery chains. New construction, modern architecture and key amenities including prominent signage and easy ingress/egress have attracted national chains, such as Kohl's, who is already enjoying tremendous success at the plaza. A limited amount of space is now available for immediate occupancy, with an additional 20,000 sq.ft that will be ready for delivery in the spring of 2010.



The Market

Site Information

Address:	Miron Lane 500 Miron Lane – Texas Roadhouse 800 Miron Lane – Kohl’s 810 Miron Lane – Planet Fitness 900-990 Miron Lane – New Retail Plaza
Square Footage:	161,531 (an additional 20,000 sq.ft. of space under development)
Availability:	Immediate
Owner:	Dena Marie II, LLC
Developer:	Kaplan Realty Group
Leasing Contact:	Frankel Development Group Bruce Frankel – (713) 661-0440
Exterior:	Masonry, EIFS, Metal Panel
Ceiling Height:	12' to 14'
Electric/Utilities:	Individually metered – Central Hudson
Parking Spaces:	872 (Parking ratio greater than 5 spaces per 1000 sq. ft.)
Distance from Downtown Kingston:	3 Miles
Distance from Albany:	55 Miles
Distance from NYC:	90 Miles
Zoning:	RC (Regional Commercial Zoning District)
Acreage:	21.6
Pylon Signage:	2
Occupancy:	90%



Contact Information

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