

The Whitestone Shopping Center

153-17 Cross Island Parkway, Whitestone, NY 11357



SCHUCKMAN[®] 516-496-8888
REALTY INC. www.SchuckmanRealty.com

120 NORTH VILLAGE AVENUE, ROCKVILLE CENTRE, NY 11570

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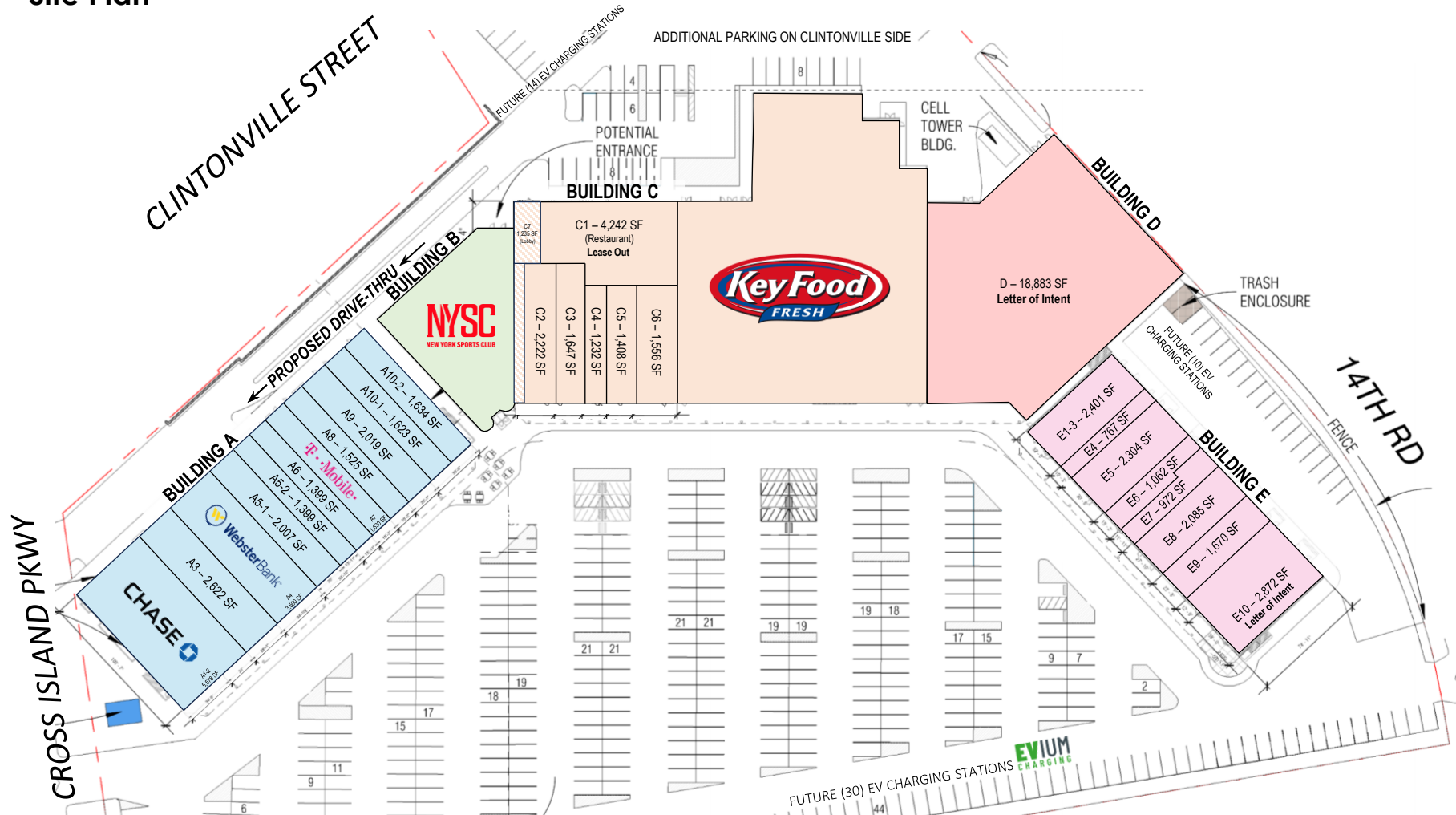
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Site Plan



*Tenants that are presented in this material represent companies that are currently negotiating LOIs or Leases.

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Renderings of Proposed Renovation



*RENDERINGS OF PROPOSED ALTERATIONS, ALL LOGOS AND IMAGERY FOR VISUALIZATION PURPOSES ONLY, ALL SIGNAGE SUBJECT TO APPROVAL.

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Defining the Primary Trade Area Through the Road Patterns That Serve the Shopping Center

15_{MIN}

MOST SURROUNDING AREA
WITHIN A 15-MINUTE DRIVE

40,000+

CARS PER DAY FLOW INTO AND
OUT OF THE SOUTHERN SECTION

≈80,000

ESTIMATED PRIMARY TRADE AREA
POPULATION
WITH ABOVE-AVERAGE HOUSEHOLD INCOME

WHY THE SOUTHERN TRADE AREA HOLDS

The southern part of The Whitestone Shopping Center's primary trade area is defined by the main roads that converge near the center, placing most of the surrounding area **within a 15-minute drive**.

At least 40,000 cars per day flow into and out of the southern section of the trade area alone.

This road pattern creates a **captive customer base** for most retailers to draw from south of the Cross Island Parkway.

WHY THE NORTHERN BOUNDARY IS ABSOLUTE

The northern part of the center's primary and "absolute" trade area is clearly determined by **four physical and transportation boundaries**:



WHITESTONE
BRIDGE



THROGS NECK
BRIDGE



EAST RIVER



CROSS ISLAND
PARKWAY

These boundaries assure a **strong customer base from all four directions** within an approximate 1½-mile radius.

Together, the road patterns support an estimated primary trade area population of **approximately 80,000 people**, with **above-average household income**.



TRADE-AREA STRENGTH SUPPORTED
BTF CAPITAL'S ACQUISITION AND REMODEL PLANNING

SEE TRADE AREA GRAPHIC →

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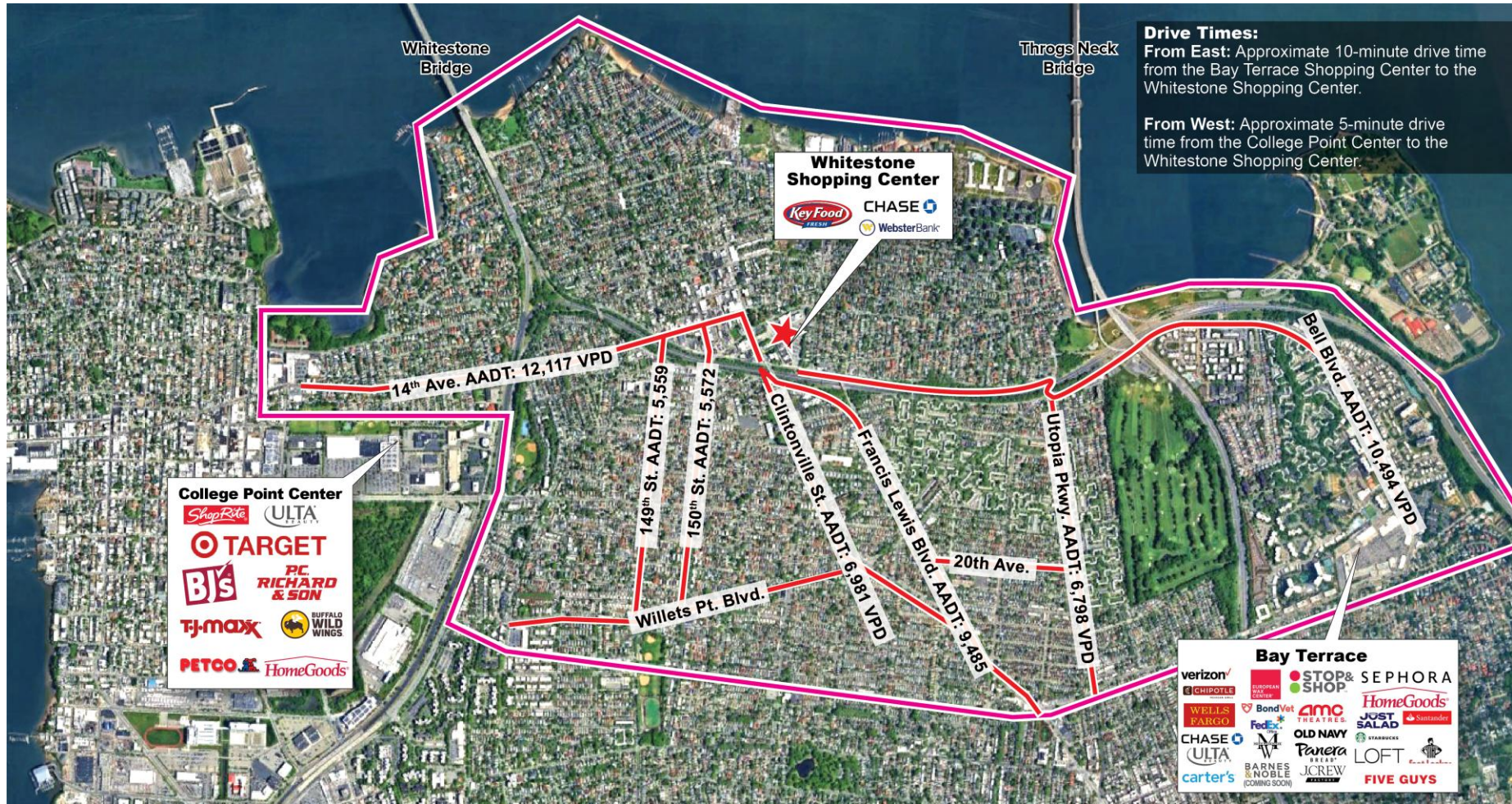
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Defining the Primary Trade Area Through the Road Patterns That Serve the Shopping Center



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