

Hamden PLAZA



For Leasing Information Contact
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Hamden PLAZA

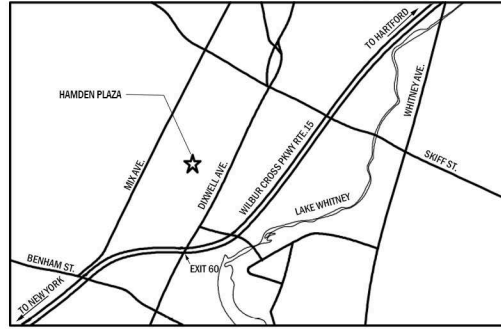


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HAMDEN PLAZA - HAMDEN, CT

2100 DIXWELL AVENUE, HAMDEN, CT 06514



Hamden PLAZA

2100 Dixwell Avenue, Hamden, CT

EXISTING AVAILABLE SPACE

FUTURE AVAILABLE SPACE

0' 25' 50' 100'

studio ARCHITECTURE

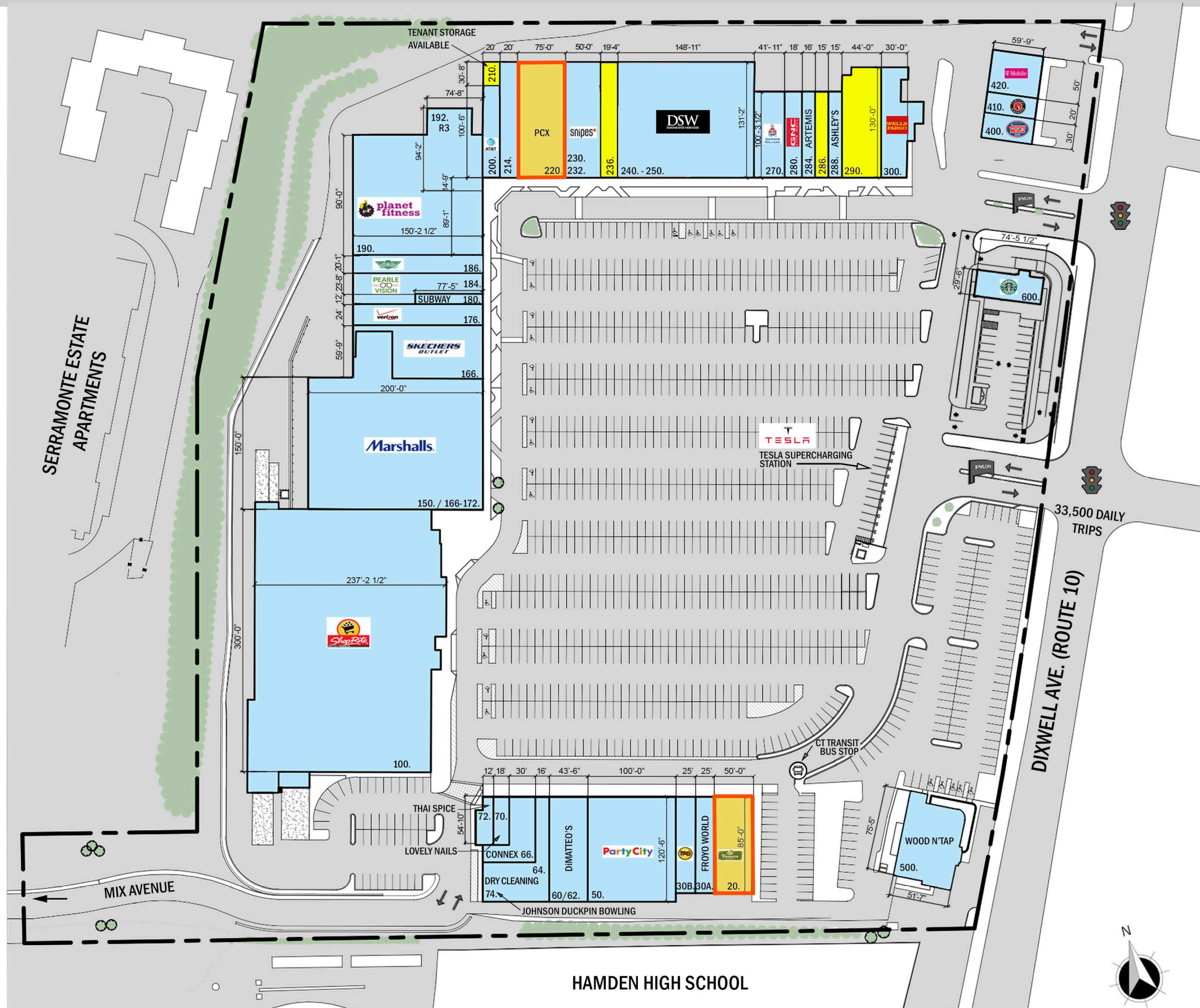


LEGEND TOTAL LEASE AREA: 255,574 SF. PARKING SPACES: 1,256

20.	Panera	5,015 SF.	210.	Tenant Storage Available	625 SF.
30A.	Froyo World	1,472 SF.	214.	UBreakfix	3,200 SF.
30B.	Moe's	2,762 SF.	220.	PCX	7,183 SF.
50.	Party City	12,000 SF.	230.-232.	Snipes	5,268 SF.
60./62.	DiMatteo's	5,005 SF.	236.	Available	2,532 SF.
64.	Dry Cleaning Station	2,140 SF.	240.-250.	DSW	19,429 SF.
66.	Connex	3,810 SF.	270.	Sherwin Williams	4,200 SF.
70.	Lovely Nails	1,080 SF.	280.	GNC	1,800 SF.
72.	Thai Spice	720 SF.	284.	Artemis	1,600 SF.
74.	Johnson Bowling	14,400 SF.	286.	Available	1,500 SF.
100.	ShopRite	63,072 SF.	288.	Ashley's	1,500 SF.
150/ 166-172.	Marshall's	32,266 SF.	290.	Available	5,552 SF.
166.	Skechers	6,719 SF.	300.	Well's Fargo	3,900 SF.
176.	Verizon	3,600 SF.	400.	Jersey Mike's	1,500 SF.
180.	Subway	1,080 SF.	410.	Teriyaki Madness	1,000 SF.
184.	Pearle Vision	3,900 SF.	420.	T-Mobile	2,500 SF.
186.	WingStop	3,000 SF.	500.	Wood N' Tap	6,051 SF.
190.	Planet Fitness	19,100 SF.	600.	Starbucks	2,261 SF.
192.	R3 Fitness	3,700 SF.			
200.	AT&T	2,000 SF.			

FOR LEASING INFORMATION CONTACT:

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ACTUAL VISITORS KEY METRICS

HAMDEN PLAZA VISITOR DATA:

79%

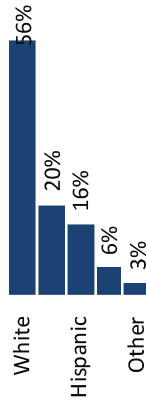
OF VISITORS LIVE WITHIN 10 MILES OF HAMDEN PLAZA



TOP 5 ZIPS BASED ON PERCENT OF VISITS

- 06514: Hamden, CT (19.2%)
- 06511: New Haven, CT (10.8%)
- 06518: Hamden, CT (10.1%)
- 06517: Hamden, CT (6.0%)
- 06515: New Haven, CT (5.1%)

ETHNIC MAKEUP



COMPARED TO THE MARKET



DRAWS FROM A VISITOR ORIGIN POPULATION OF 348,515



21%

OF VISITORS COME FROM BEYOND A 10-MILE TRAVEL DISTANCE



41% OF THE VISITOR HOUSEHOLDS EARN \$100K+ A YEAR VS. 32% IN THE MSA



40%

OF VISITORS HAVE A COLLEGE OR POST-GRADUATE DEGREE VS. 35% IN THE MSA

\$92,359



vs. \$92,435

[-0.1%] versus MSA



30%

OF VISITORS HAVE CHILDREN UNDER 18 LIVING AT HOME VS. 32% IN THE MSA

AVERAGE VISITOR ANNUAL HOUSEHOLD INCOME VS. THE MSA

MORE KEY FACTS

- Hamden Plaza serves more than the immediate community: 43% of its shoppers come from beyond a five-mile drivetime, and 21% travel more than 10 miles.
- Shopping frequencies of Hamden Plaza are slightly above the competitive average.
- Hamden Plaza draws most effectively from Millennials in relation to the New Haven-Milford MSA.

Hamden PLAZA

KEY FINDINGS

- Hamden Plaza serves more than the immediate community:
 - Access to a densely populated shopper market with good demographics and above average sales potential both per household and cumulatively (\$94,505 average household income within three miles including 34% earning \$100K-plus).
 - Hamden Plaza draws from a shopper origin population of 348,515 area residents
 - 23% of Hamden Plaza's visitors are from the city of New Haven, and 83% from the New Haven MSA
 - 51% of Hamden Plaza's visitors reside in five local ZIP codes: Hamden 06514, 06518 and 06517 and New Haven ZIP codes 06511 and 06515 with a combined population of 134,200
 - 43% of its shoppers come from beyond a five-mile drivetime
 - 21% travel more than 10 miles to visit Hamden Plaza
- The center is located in proximity to above-average and higher income neighborhoods/communities.
- Visitors to Hamden Plaza are younger (Millennials), better educated, have higher incomes, and more diverse when compared to the market within a 10-mile radius.
- Hamden Plaza has better access to the 18-34 (or Millennial) population than several of its competitors.
- Hamden Plaza's local and regional draw is stronger than any of the other Hamden area shopping centers.



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ALEXANDER BABBAGE

Hamden PLAZA

Visitors to Hamden Plaza are younger, tend to have higher incomes, and are more diverse when compared to the potential local (10-mile market)

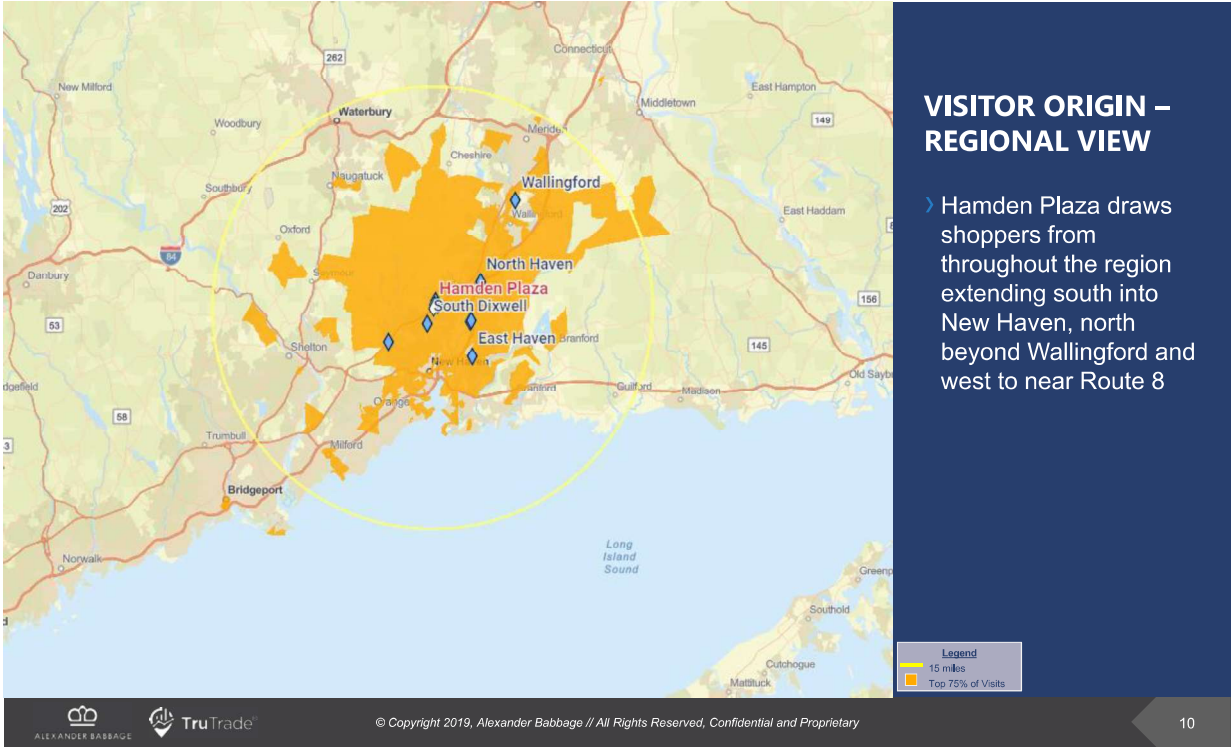
2018 Estimated Demographics	Potential Visitors			Actual Visitors	Actual vs. 10 mi Potential
	3 miles	5 miles	10 miles	TruTrade	Index
Population	66,916	201,570	506,510	348,515	69
Households	27,063	77,342	195,555	134,044	69
Age					
18-24	12%	19%	14%	18%	129
25-34	18%	21%	17%	18%	100
35-44	15%	15%	15%	14%	97
45-54	16%	14%	16%	15%	94
55-64	16%	14%	17%	15%	93
65+	23%	18%	21%	20%	94
Average Age	47.0	43.7	46.6	45.4	94
HH Income					
Less than \$50,000	37%	46%	40%	24%	97
\$50,000 - \$74,999	17%	15%	16%	20%	61
\$75,000 - \$99,000	13%	11%	12%	15%	122
\$100,000 - \$149,999	18%	15%	17%	21%	122
\$150,000 or more	16%	13%	15%	19%	125
Average Household Income	\$94,505	\$81,873	\$90,077	\$92,359	131
Children in Household	29%	30%	31%	30%	103
Education					
Less than College	31%	38%	40%	35%	97
Some College	24%	21%	24%	25%	88
College Degree	22%	20%	20%	21%	107
Post-Graduate Degree	23%	21%	17%	19%	108
Ethnicity					
Caucasian/White	50%	44%	58%	56%	97
African-American/Black	26%	24%	14%	20%	140
Hispanic/Latino	10%	16%	15%	16%	105
Asian	6%	5%	4%	6%	138
Other	7%	11%	9%	3%	30



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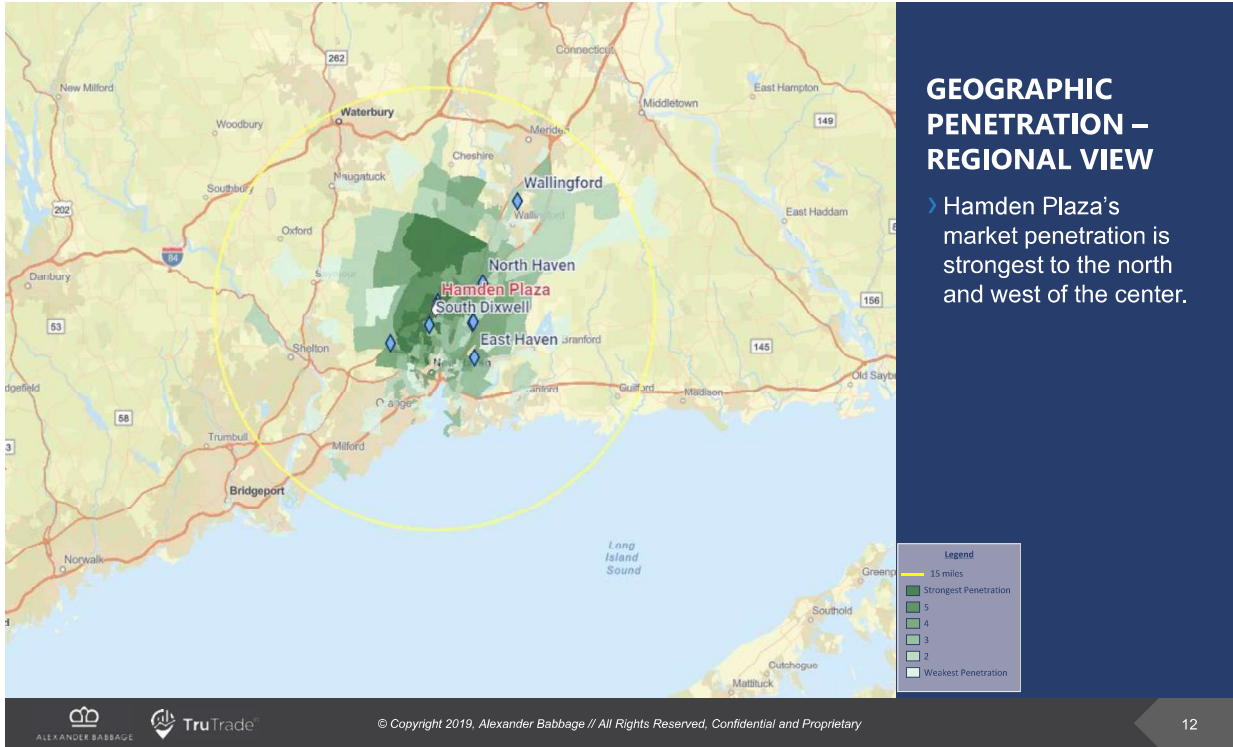
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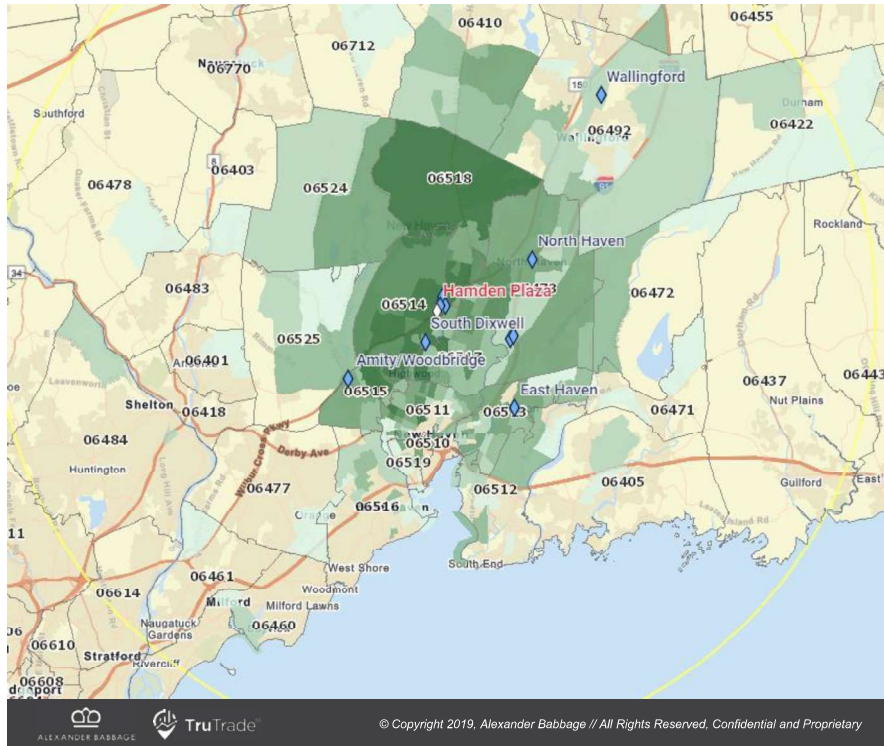
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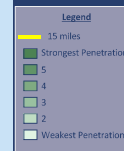


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GEOGRAPHIC PENETRATION – LOCAL VIEW

› Based on both penetration and market share, Hamden Plaza's core strength (46% of shoppers) is in Hamden (ZIP codes 06514, 06518, and 06517) and New Haven ZIP code 06511 with a combined population of approximately 116,000.



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