



**SIMILAR STREET SIGN AND TRASH RECEPTACLE
APPLIED
Windsor Ave. in Windsor**

MAIN STREET CORRIDOR PROPERTY CONDITIONS SURVEY

ADDRESS	PARCEL NO.	USE	OCCUPIED	CAPACITY UTILIZATION	CONDITION								NOTES
					Road	Curb	Buffer	Side walk	Yard	Façade	OH Wires	Trash Accu	
Even Side Terry Sq. North													
2750 Main	635-001-007	Restaurant	occupied	under	good	good	asphalt	poor	poor	poor	yes	yes	using ROW parking access
2760 Main	635-001-008	Auto Body Repair	occupied	under	good	good	asphalt	poor	poor	poor	yes	no	using ROW parking access
2790 Main	635-001-009	Restaurant	occupied	under	good	good	asphalt	poor	poor	poor	yes	no	using ROW parking access
2814 Main	635-001-010	Auto Sales	occupied	over	good	good	asphalt	poor	poor	poor	yes	yes	using ROW parking access
874 Windsor	635-002-005	Furniture Sales	occupied	under	good	good	asphalt	fair	poor	poor	no	yes	furniture out front
2920 Main	635-002-006	Paint Contractor	occupied	under	good	good	asphalt	fair	gravel	poor	no	yes	office trailer operation
2940 Main	635-002-007	Auto Accessories	occupied	under	good	good	grass	poor	grass	poor	no	no	clear ROW
2944 Main	635-002-008	Parking	vacant	under	good	good	asphalt	poor	fair	none	yes	yes	OH wires in rear
2964 Main	635-002-009	Tech, Food Distrib	occupied	full	good	good	asphalt	poor	fair	poor	no	no	traffic barrier in ROW
2976 Main	635-002-010	Social Club	occupied	full	good	good	asphalt	poor	fair	good	no	no	using ROW parking access
2994 Main	as above	Mixed Commerce	occupied	full	good	good	asphalt	poor	fair	good	no	no	using ROW parking access
3030 Main	635-002-011	Manufacturing	occupied	full	good	good	grass	poor	grass	poor	yes	yes	clear of ROW
3054 Main	634-002-001	Auto Repair	vacant	under	good	poor	grass	poor	fair	poor	yes	yes	public auction 9/10/05
3080 Main	634-002-002	Kit Cab Fab	occupied	full	good	poor	asphalt	poor	good	fair	yes	yes	using ROW parking access
3110 Main	634-002-003	Park Lot for above	occupied	under	good	poor	asphalt	poor	good	none	yes	no	using ROW parking access
3120 Main	634-002-004	Park Lot for above	occupied	under	good	poor	asphalt	poor	good	none	yes	no	using ROW parking access
3130 Main	634-002-005	3 Family Res.	occupied	full	good	poor	grass	poor	grass	poor	yes	yes	not maintained
3140 Main	634-002-006	Park Lot for below	occupied	under	good	poor	dirt	poor	gravel	none	yes	yes	not maintained
3150 Main	634-002-007	Propane Gas Dist	occupied	full	good	poor	asphalt	poor	poor	poor	no	no	not maintained
3190 Main	634-002-009	Church	occupied	full	good	poor	mixed	poor	good	fair	no	no	well maintained
3250 Main	634-001-001	Gas Station	occupied	full	mill	good	concrete	fair	good	good	no	no	well maintained
3280 Main	634-001-003	Church	occupied	full	mill	poor	asphalt	fair	grass	good	no	no	trash on rear fence
3296 Main	634-001-004	Car sales, Res.	occupied	over	mill	poor	asphalt	fair	grass	poor	no	yes	used cars all over
3324 Main	634-001-005	interior decorator	occupied	full	good	fair	asphalt	fair	good	poor	no	no	clear of ROW
3340 Main	634-001-006	Social Club	occupied	full	good	fair	grass	fair	grass	good	no	no	well maintained
3420 Main	633-001-001	Industrial	vacant	under	good								large rear flag lot
3364 Main	633-001-002	2 Family Res.	occupied	full	good	poor	grass	fair	grass	poor	no	yes	3 ft grade up to ROW, 2 trees
3372 Main	633-001-003	2 Family Res.	occupied	full	good	good	grass	fair	grass	good	phone	no	2 ft grade up to ROW, shrubs
3384 Main	633-001-004	3 Family Res.	occupied	full	good	poor	grass	fair	grass	good	yes	yes	not maintained
3390 Main	633-001-005	1 Family Res.	occupied	full	good	poor	grass	fair	grass	fair	yes	yes	2 ft grade up to ROW, shrubs
3400 Main	633-001-006	Gas Station Garage	vacant	under	good	poor	asphalt	fair	poor	poor	yes	yes	not maintained
3430 Main	633-001-007	Auto Accessories	occupied	full	good	good	asphalt	fair	fair	poor	no	yes	using ROW parking access
3440 Main	633-001-008	Appraiser	occupied	under	good	poor	asphalt	fair	fair	fair	no	no	well maintained
3458 Main	633-001-009	Auto, Church	occupied	full	good	poor	asphalt	fair	fair	fair	no	no	using ROW parking access
3468H Main	633-001-014	R											not fronting Main St.
3476 Main	633-001-015	E											not fronting Main St.
3466H Main	633-001-016	A											not fronting Main St.
3480H Main	633-001-017	R											not fronting Main St.

MAIN STREET CORRIDOR PROPERTY CONDITIONS SURVEY

ADDRESS	PARCEL NO.	USE	OCCUPIED	CAPACITY	CONDITION								NOTES
					Road	Curb	Buffer	Side walk	Yard	Façade	OH Wires	Trash Accu	
3478H Main	633-001-018												not fronting Main St.
3490 Main	633-001-011	Auto Repair	occupied	under	good	poor	asphalt	fair	grass	good	no	no	well maintained
3510 Main	633-001-012	Electrical Contractor	occupied	full	good	poor	asphalt	fair	poor	poor	no	yes	well contained
3580 Main	633-001-013	Office Building	occupied	full	good	fair	grass	fair	fair	good	no	no	using ROW parking access
Odd Side Windsor Line South													
3575 Main	631-001-001	Open Treed Lot	vacant	under	good	fair	grass	fair	poor	none	no	yes	St. Monica's UN-kept
3545 Main	631-003-024	Elderly Housing	occupied	full	good	fair	grass	good	grass	good	no	no	St. Monica's well maintained
3525 Main	631-005-031	Elderly Housing	occupied	full	good	fair	grass	good	grass	good	no	yes	trash in front yard drain
3521 Main	631-001-002	1 Family Res.	occupied	full	good	fair	grass	good	grass	good	yes	no	OH wires for traffic light
3503 Main	631-001-003	2 Family Res.	occupied	full	good	poor	grass	good	grass	fair	no	no	well maintained
3459 Main	631-002-021	Vacant Lot	vacant	under	good	poor	grass	good	grass	none	no	yes	potential development, treed
3455 Main	631-002-022	Vacant Lot	vacant	under	good	poor	grass	good	grass	none	no	yes	potential development, treed
3445 Main	631-002-023	Vacant Lot	vacant	under	good	poor	grass	good	grass	none	no	yes	potential development
3405 Main	630-004-010	Parking for Below	occupied	under	good	poor	asphalt	good	poor	none	no	yes	lot mixed gravel/asphalt
3395 Main	630-004-011	Retail Sales	occupied	full	good	poor	asphalt	good	poor	poor	no	yes	using ROW parking access
3381 Main	630-004-012	Food Sales/Bakery	occupied	full	good	good	asphalt	good	grass	good	no	no	well maintained, limited park'g
3371 Main	630-004-013	Office	occupied	full	good	good	asphalt	good	grass	fair	no	yes	using ROW, trash in yard
3363 Main	630-004-014	Social Club	occupied	full	good	good	asphalt	good	good	good	no	no	well maintained
3343 Main	630-004-015	Personal Care	occupied	under	good	fair	asphalt	good	fair	poor	no	yes	using ROW parking access
3333 Main	630-004-016	2 Family Res.	occupied	full	good	fair	asphalt	good	grass	good	no	no	well maintained, using ROW
3311 Main	630-004-017	Used Car Sales	occupied	over	good	good	asphalt	good	fair	poor	yes	no	unpleasant corner
3309 Main	630-004-018	Used Car Sales	occupied	over	good	good	asphalt	good	fair	poor	yes	no	unpleasant corner
3281 Main	630-001-005	Retail, Food, Office	occupied	full	mill	poor	asphalt	poor	poor	poor	no	yes	unpleasant corner using ROW
3233 Main	630-001-006	Night Club	occupied	full	good	good	asphalt	fair	grass	good	no	no	well maintained
3197 Main	630-001-007	U-Haul Storage	occupied	under	good	fair	grass	good	good	good	no	no	well maintained
3171 Main	630-001-008	Parking for Below	occupied	full	good	good	grass	poor	poor	none	yes	no	well maintained, using ROW
3155 Main	630-001-009	Food Store, Retail	occupied	full	good	good	grass	poor	fair	fair	no	no	well maintained, using ROW
3091 Main	630-001-012	Church	occupied	under	good	fair	concrete	fair	grass	poor	yes	yes	well maintained
3053 Main	630-001-013	Church	occupied	under	good	fair	concrete	fair	grass	fair	yes	yes	well maintained
3013 Main	628-001-028	Retail, Club, Res.	occupied	over	good	good	asphalt	good	fair	fair	no	no	paved yard used as park'g
3005 Main	628-001-029	2 Family Res.	occupied	under	good	good	asphalt	good	poor	fair	no	no	graveled yard, using ROW
2995 Main	628-001-030	Retail Sales	occupied	full	good	good	asphalt	poor	fair	good	yes	yes	using ROW parking access
2895 Main	628-001-034	Bus Parking	occupied	full	good	fair	grass	fair	grass	poor	yes	yes	highest and best use question
2775 Main	627-003-001	Branch Bank	occupied	full	good	good	grass	good	grass	good	no	no	well maintained
2761 Main	627-002-004	Retail Sales	occupied	full	good	poor	asphalt	poor	poor	poor	no	yes	need facade, using ROW
2739 Main	627-002-004	Food Sales	occupied	under	good	poor	asphalt	poor	poor	poor	no	yes	need facade, using ROW

MAIN STREET CORRIDOR STREETScape IMPROVEMENT ANALYSIS

Photo Number	Description	Road Surface	Pavement Markings	Curb	Curb Cut	Curb Buffer	Catch Basin	Sidewalk	Light & Utility Poles	Overhead Wires	Street Signs	Recommendation
1	Boce Barlow/Windsor	fair	good	poor	poor	none	poor	good	not plumb	none	out plumb	landscape, set curbs, clean catch basins, new light poles, new traffic signs, connect to Kensington/Main Sts.
2	Windsor/Main	good	good	good		none	poor	good	good	none	fair	screen, new surface markings, restrict curb cuts, clean CB's, new light poles, new traffic signs new "Gateway" sign
3, 4, 5, and 6	Terry Square	fair	poor	poor	poor	poor	poor	poor	not plumb	poor	poor	define property line, restrict curb cuts, new buffer, new sidewalk, remove OH wires, new light poles, new street signs, new business facade
7, 8	Laidlaw and Moe's	fair	poor	poor	poor	poor	poor	poor	poor	none	poor	screen bus parking, restrict curb cuts, new buffer, new sidewalk, new light poles, new street signs, new façade, define property lines
9, 10	Main/Windsor Main at Bus Property	fair	fair	good poor	good poor	poor fair	poor poor	fair fair	poor poor	none none		screen bus parking, restrict curb cuts, new buffer, new sidewalk, new light poles, new street signs, new façade, define property lines
11, 12, 13, 14	Main St. from Cleveland St. to Fish Fry St.	fair	fair	poor	poor	poor	poor	poor	poor	poor		define property line, restrict curb cuts, new buffer, new sidewalk, remove OH wires, new light poles, new street signs, new business facade
15, 16, 17, 18	Typical Sidewalks, Curbs and Catchbasins											reset/replace curbs as needed, Reset/replace catchbasins as needed,
19, 20, 21, 22	Bus shelters, bus stops, Trash Receptacles											replace all buss shelters, replace all bus stop signs place new trash receptacles
23, 24	Business Facades											enroll businesses in the Façade Improvement Program
25, 26	Main St. north of Tower Ave. to Rosemont St.	good	good	poor	poor	poor	poor	fair	fair	none	poor	define property line, restrict curb cuts, new buffer, new sidewalk, new light poles, new street signs, new business facade
27, 28	Rosemont St. to City Line	good	good	fair	fair	fair	poor	fair	fair	poor	poor	define property line, restrict curb cuts, new buffer, new sidewalk, new light poles, new street signs
29	City Line	good	good	fair	fair	poor	poor	fair	fair	poor	poor	place new "Gateway" sign, place city seal on surface

A summary of the recommended Streetscape Improvement Plan components from just south of Terry Square up to the City Line follows:

- | | | | | | |
|---|---|----|--|----|---|
| 1 | Milling roadway surfaces where determined necessary and pave. | 7 | Place all utility lines underground. | 13 | Install new Gateway Signs at two locations. |
| 2 | Replacing or resetting curbing. | 8 | Clean out and reset all catchbasins. | 14 | Install City seal at both Gateways. |
| 3 | Installing grass full length of curb buffer (Greenway Zone). | 9 | Determine new curb cut locations and install. | 15 | Promote the Façade Improvement Program. |
| 4 | Repair or replace existing concrete Amenity Zone surface. | 10 | Install new traffic lights. | 16 | Install trash receptacles. |
| 5 | Install new street lighting and trees in Amenity Zone. | 11 | Install raised traffic channeling devices and landscape. | 17 | Install new street signs. |
| 6 | Install new 6 ft. Pedestrian Zone ea. side. | 12 | Install colored texture node ea. Intersection. | 18 | Install new bus shelters and other furniture. |

STREETSCAPE CONSTRUCTION BUDGET SUMMARY

The costs to construct the Streetscape Plan as recommended follows:

Gateway at Terry Square (Main and Windsor Streets)

Acquire properties - San Juan Nightclub, Rajun Cajun, Green's Auto
Demolish properties – All but the diner portion of Rajun Cajun
Construct road connecting Boce Barlow Overpass and Kensington Street
Renovate the historic diner and construct site access and parking
Construct Gateway sign and main feature
Install City seal at Windsor and Main Streets intersection
Landscape

\$1,900,000

Gateway at Windsor Line

Construct Gateway sign and main feature
Landscape
Install City seal

\$ 100,000

Main Street Improvements (1 mile in length)

Resurface existing concrete sidewalk and convert to Pedestrian Zone
Replace catch basins, clean out drain system
Reset or replace curbs as needed
Add and/or eliminate curb cuts as determined by design
Construct new raised 4 foot Amenity Zone with CMU pavers and planting beds
Construct new 2 foot colored and textured Pedestrian Zone
Install colored and textured bituminous for Buffer Zone surface
Replace all streetlights
Install new street trees
Install new bus shelters
Install new street signs
Install trash receptacles
Install new traffic signals
Place all overhead utility lines underground
Install raised traffic channeling devices as needed
Install colored textured node at each intersection

\$3,900,000

Design Fees

Civil Engineering
Landscape Architecture
Traffic

\$ 500,000

TOTAL DEVELOPMENT BUDGET*	\$ 6,400,000
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STREETSCAPE CONSTRUCTION BUDGET BREAKDOWN

ITEM DESCRIPTION	UNIT COST	QUANTITY	TOTAL
Reset and clean catch basins	\$1000.00 each	40	40,000.00
Reset or replace curbs as needed	\$20.00 per lineal foot	500 lineal feet	10,000.00
Add and/or eliminate curb cuts	\$500.00 each addition/elimination	20	10,000.00
Construct new 3 foot colored and textured Buffer Zone	\$6.00 per square foot	22,800 square feet	136,000.00
New streetlights with banner assembly in Buffer Zone	80 Lights	\$8,500 per light	680,000.00
Resurface existing sidewalk as needed	\$8.00 per square foot	5,000 square feet	40,000.00
Construct new 2 foot colored and textured sidewalk extension	\$6.00 per square foot	25,800 square feet	154,800.00
Install new extruded concrete curb at back of Pedestrian Zone	\$6.50 per lineal foot	6,800 lineal feet	44,200.00
Install unit pavers within Amenity Zone	\$15.00 per square foot	25,800 square feet	387,000.00
Install street trees	\$600.00 each	53 Trees	31,800.00
Install groundcover plant material	\$10.00 each	920 Plants	9,200.00
Install mulch beds	\$10.00 per square yard	150 square yards	1,500.00
Install new bituminous curb at back of Amenity Zone	\$2.50 per lineal feet	7,200 lineal feet	18,000.00
Install new bus shelters	\$5000.00 each	6 Shelters	30,000.00
Install new street signs	\$100.00 per sign	50 signs	5,000.00
Install trash receptacles	\$500.00 each	16 Receptacles	8,000.00
Install new traffic signals	\$175,000.00 per intersection	6	1,050,000.00
Place all utility lines underground	\$100.00 per lineal foot	4,800 lineal feet	480,000.00
Install colored textured node at intersections	\$20.00 per square foot	30,000 square feet	600,000.00
Install city logo	\$5,000.00 each	2	10,000.00
TOTAL			\$3,745,500.00

RETAIL PLAN

Current Conditions Summary

The Northeast neighborhood and in particular Main Street, historically, was an employment center, its close proximity to the main rail line between Hartford, CT and Springfield, Mass, provided access for light industrial businesses. The names of many of these businesses in the neighborhood still reflect this railroad history. Today many of these structures are vacant or underutilized and for sale.

Although the neighborhood is going through transition it maintains a strong commercial area from Kensington Street to Tower Avenue. This area is the primary business district composed of a mix of retail, light industrial and general businesses.

From a retail perspective the present establishments function primarily to serve residents of the north end neighborhoods. There are a few businesses that serve a broader clientele such as ACA Foods which specializes in Caribbean products, Kitchen Express Cabinets, Aero-All Gas, Bartholomew Contract Interiors and other establishments.

Based upon an analysis of retail goods and services expenditures, provided by ESRI-Business Solutions –On Demand Reports, individuals within a one mile radius of Kensington Street at Main spend a significant amount of money for goods and services, primarily outside of the immediate area.

The following is a few examples of the spending level for specific goods and services:

- Apparel and services ----\$6,410,334
- Computers ---- \$519,981
- Entertainment and Recreation ----\$6,315,582
- TV/Video/Sound Equipment ----\$2,374,311
- Food ---- \$18,139,949 * Total expenditure
- Food at home \$10,903,919
- Food away from home\$7,236,030
- Home ---- \$ 12,223,507 * Includes mortgage and repairs
- Transportation ---- \$11,380,896 * includes cars, public transportation, trains, etc.

Based upon the above spending levels and the fact that individuals purchase goods and services outside their immediate neighborhood, it would be prudent for the existing merchants or other entrepreneurs to investigate the possibility of meeting resident retail needs within the Main St. corridor area.

Analysis of Previous Documents/ Studies

Based upon review of existing/previous documents and reports the neighborhood has a number of strengths and assets. From a physical nature there is vacant land and underutilized properties for development, convenient to businesses and schools with excellent access to the interstate highway system. In regards to social assets, there are a number of social clubs that generate a critical mass of consumers during the evening hours and special events such as cultural celebrations.

The Northeast Neighborhood Strategic Plan 2001, indicate that major opportunities for economic development within the neighborhood must focus on the following:

- Job creation for local residents
- Fulfilling retail/service needs in the community
- Re-investment in the community
- Small business development
- Neighborhood stabilization and upgrade
- Neighborhood empowerment

In addition, the Retail Market Issues North Main Street Hartford May 2002 Report prepared by Buckhurst, Fish and Jacquemart, Inc. has identified significant retail leakage out of the neighborhood which could be redirected into the community. However, purchase capacity and demographic requirements must be considered from a market support perspective regarding any proposed project.

The Windsor Street area presents an excellent opportunity to expand the job base within the neighborhood through industrial development, however many of the available properties found there are being purchased or occupied by Churches and other uses not conducive to job creation.

The owners of vacant properties often rent to the first available tenant resulting in individuals occupying space that doesn't meet the needs of the business. In example, Moe's furniture is located in a structure that doesn't have display opportunities and as a result goods are displayed outside in the elements as a means of attracting customers.

Toraal's analysis found there are five sites with potential for new construction and rehabilitation for retail development along Main Street. These sites are privately owned and in some cases occupied by existing businesses. Therefore acquisition, relocation and demolition are factors to be considered in the implementation of any proposed /planned development or project.

The following is a brief identification of the sites, a more detailed description will be found in the Implementation Plan of this report.

Site A. 2880 Main Street - a 4.75 acre site housing a collection of underutilized warehouses/buildings and parking.

Site B. 2895-2935 Main Street - a 7 acre parcel presently used for maintaining and parking school buses.

Site C. 3197 Main Street - a 2 acre underutilized lot presently home to U-Haul Self Storage.

Site D. 3296, 3309, 3281 Main Street – a compilation of lots influencing the intersection of Main St. and Tower Ave. consisting of use car sales/residential, use car sales, and office/retail/food sales respectively.

Site E. 3445-3499 Main Street - three adjoining lots, totaling 1 acre, consisting of vacant land.

In summary the previous reports and documents outlined the fact that economic development opportunities in the Northeast neighborhood do exist, however, there is a need to market the advantages for business development in the area due to location/proximity to interstate highway and goods and services found here.

Based upon our review of documents and interaction with residents and business owners Toraal suggests that the City of Hartford and other economic development entities consider the development of a plan to assist in the retail development of Main Street from the area known as the Tunnel (Main Street and Albany Avenue) to the Windsor Town Line. Such a plan may also require the assemblage of land or buildings in an effort to provide the required space for new development of goods and services.

Pertinent Materials

The documents and reports reviewed include but are not limited to the following:

Initiative for a Competitive Inner City, Hartford Inner City Business Strategy Initiative, April 2000 State of Connecticut Department of Economic and Community Development

Retail Market Issues North Main Street Hartford, Northeast Neighborhood Revitalization Association May 2002, prepared by Buckhurst, Fish and Jacquemart, Inc.

Northeast Neighborhood Asset Survey Report, prepared by Citizens Research Education Network, 2002.

Northeast Neighborhood Strategic Plan, February 2001

Implementation Plan

The effort to revitalize the Main Street Corridor is going to be an exciting endeavor. It will impact all stakeholders and residents in general. In some instances this endeavor will require a new way of doing business, including but not limited to an increase of trash removal, catering to a new clientele and other activities required to increase sales and provide employment opportunities.

The development issues that have been identified focus primarily on the re-use of vacant and or underutilized structures and land. We are attempting to respect the built up nature of the street and current land uses.

Development opportunities and sites are limited due to the existing development pattern found along Main Street. However those sites that are available should be acquired and developed in an effort to take advantage of highway access, and the recent housing boom in the neighborhood and downtown

Action Steps:

1. Identify and develop a pool of entrepreneurs prepared to take on new business opportunities, or expand their existing enterprises.
2. Identify the appropriate tenant mix to be included in new business developments.
3. CEDF, HEDC and HEZBA, are in position to take the lead in support of community and economic development. These organizations and the City can identify best practices in community and economic development to ensure that the economic development process taking place in North Hartford is effective and efficient.
4. Market the advantages for business development, the proximity to interstate highway system, the availability of real estate, and other amenities such as the Enterprise Zone Designation.
5. Implement the Streetscape Plan with upgrades and improved appearances along Main Street.
6. Develop strategies to reduce the disadvantages for business development such as perception of crime, inadequate access to capital, skills of workforce not matched to job requirements.

We have identified five (5) sites that have potential to impact the retail development on Main Street. They are:

Site A. 2880 Main Street - Presently this site contains existing buildings that are underutilized; this represents both a challenge and an opportunity. The challenge is to retrofit retail goods and services in the existing structures. The opportunity is based upon the fact that this site is visible from the Boce Barlow Overpass, demolishing the present buildings would create a sizeable site for a major

development project. This would complement the proposed development planned for Site B, the Laidlaw school bus property.

Site B. 2895-2935 Main Street - This is the most visible site on Main Street, it contains 7 acres of land and a building zoned C-1 for commercial use and is presently serving as a maintenance operation and surface parking lot for school buses. Based upon research, it is Toraal's understanding that a proposal for development of this site is being prepared by local merchants and owner of the property. The specifics of the project are not available to the public at this point in time.

Site C. 3197 Main Street – This is an under utilized lot presently home to U-Haul storage facility. This site provides the opportunity to expand the existing adjacent retail plaza. The acquisition and relocation of the existing business should be looked at via interested parties including the City, HEDC and existing merchants.

Site D. 3296, 3309, 3281 Main Street – The redevelopment of these properties will optimize the intersection of Main Street and Tower Avenue to its highest and best uses. The used car lots should be acquired, and the businesses relocated. New multi story buildings should be constructed on these properties. The corner commercial structure should be acquired, and renovated into or replaced by a new commercial retail/office building with adequate parking.

Site E. 3445-3499 Main Street - These three separate lots should be combined to provide a neighborhood retail project. One of the three property owners is presently working with the city toward assembling all three lots for developing a retail/commercial use, which is recommended.

Based upon the analysis of a retail market profile by ESRI, and using the market profile index which measures the relative likelihood of the adults/HH in the target trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average, the following was identified as retail market potential enterprises. (A 1 and 3 mile radius from the intersection of Kensington and Main Streets was used as the study parameters):

- Specialty Food Store
- Full Service Restaurant (with bar /sit down dining)
- Electronics Store
- Women's Apparel (shoes)
- Children's Apparel
- Books, Periodicals, Music Stores
- Fast Food
- Pharmacy
- Other Miscellaneous Retailers

There are other opportunities available these are just an example.

Earlier discussed, in the Historical Overview section, was the study corridor's proximity to Interstate 91 and the Jennings Road and Windsor Ave. exits (exits 33 and 34 respectively). The importance of this access can not be over emphasized.

This physical location feature is most valuable and attractive to the large retail user for ease of access by the consumer and product deliveries.

Because of this and the make up of the old industrial properties bounded by Main Street on the west and the railway on the east, potential for the assembly of these properties and redevelopment for “Large Box” retail users is great and very likely.

In conclusion, it is suggested that the Northeast NRZ, HEZBA, and other interested parties support and promote small business/entrepreneur development as a means of addressing neighborhood retail needs. The NRZ, HEZBA and other interested parties must create standards to guide the physical configuration, internal traffic circulation and visual appearance of new development. They must also work diligently to build capacity within their own organizations in an effort to maintain the momentum underway.

A decision-making matrix to assist the NRZ with evaluation of development proposals should be utilized as a checklist for each project. Elements to consider include but are not limited to:

- Submission of a business plan/ or an objective market analysis

- Financing Plan

- Potential number of jobs, wages, and skill levels

- Job training program

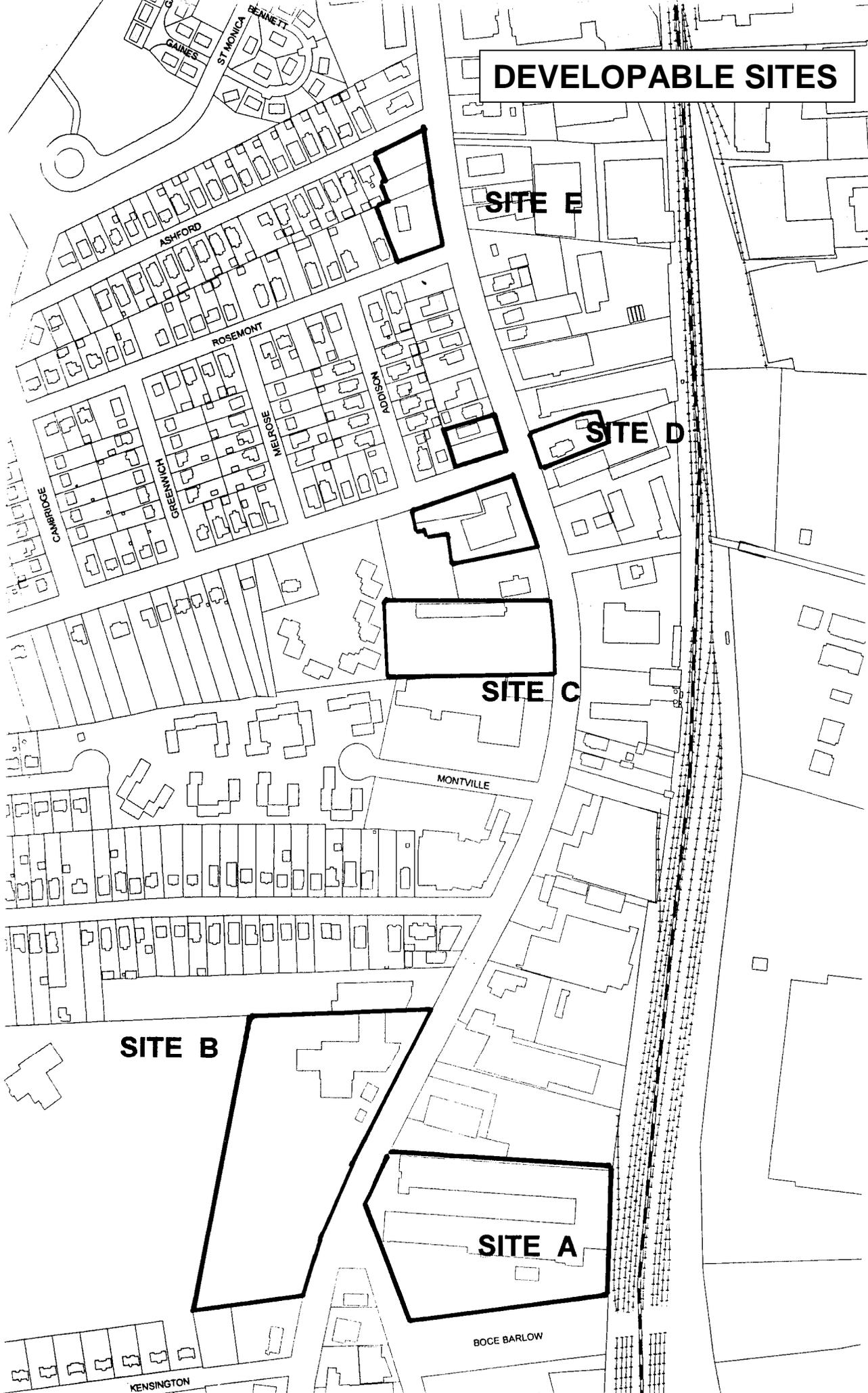
- Anticipated tax revenues to be generated

- Zone changes – Industrial Zone Overlay District

- Business Improvement District

Toraal Development, LLC is prepared to assist in the implementation and planning of real estate development associated with this document or neighborhood.

DEVELOPABLE SITES



Present Neighborhood Development Activity

The Northeast Neighborhood is presently undergoing a boom of development activity. The various forms of real estate uses, residential, commercial, institutional and recreation, are represented, however, the majority of development is residential.

St. Monica is planning the second phase of their very successful single family home ownership program. This will be a continuation and expansion of the first phase in the same vicinity.

Plans for the development of the Connecticut Horse Park are well underway. A world class horse facility is planned for Keney Park (Barbour St.). Hartford's horse relationship has a very long history being rekindled.

The Hartford Housing Authority (HHA) is beginning the second phase of their Stowe Village housing development program. This will be the continuation of a mixed single family detached owner and renter housing program as Phase 1 on Kensington St. This housing is replacing the razed Stowe Village apartments which was considered high density rental public housing.

HHA is also turning its sights on Nelton Court to reduce the density there while improving the quality of life for the tenants. They are planning to raze selected structures, and make renovation improvements to others to increase unit size and composition. HHA is also acquiring surrounding distressed properties, adding replacement housing to their stock as they improve the neighborhood.

Toraal Development, LLC has proposed Ownership Housing Initiative on the old Northeast Brackett School site. This plan is accompanied with the development of a recreation facility adjoining the Kelvin D. Anderson Center.

Phillips Metropolitan Church is in construction of a new church facility, and a mixed-use structure comprised of retail and residential uses.

Gee-Thang, a personal grooming business, has acquired the commercial property near the corner of Sanford and Main Streets. The plan is to renovate the structures for a mixed use to contain retail on the first level and residential on the upper floors.

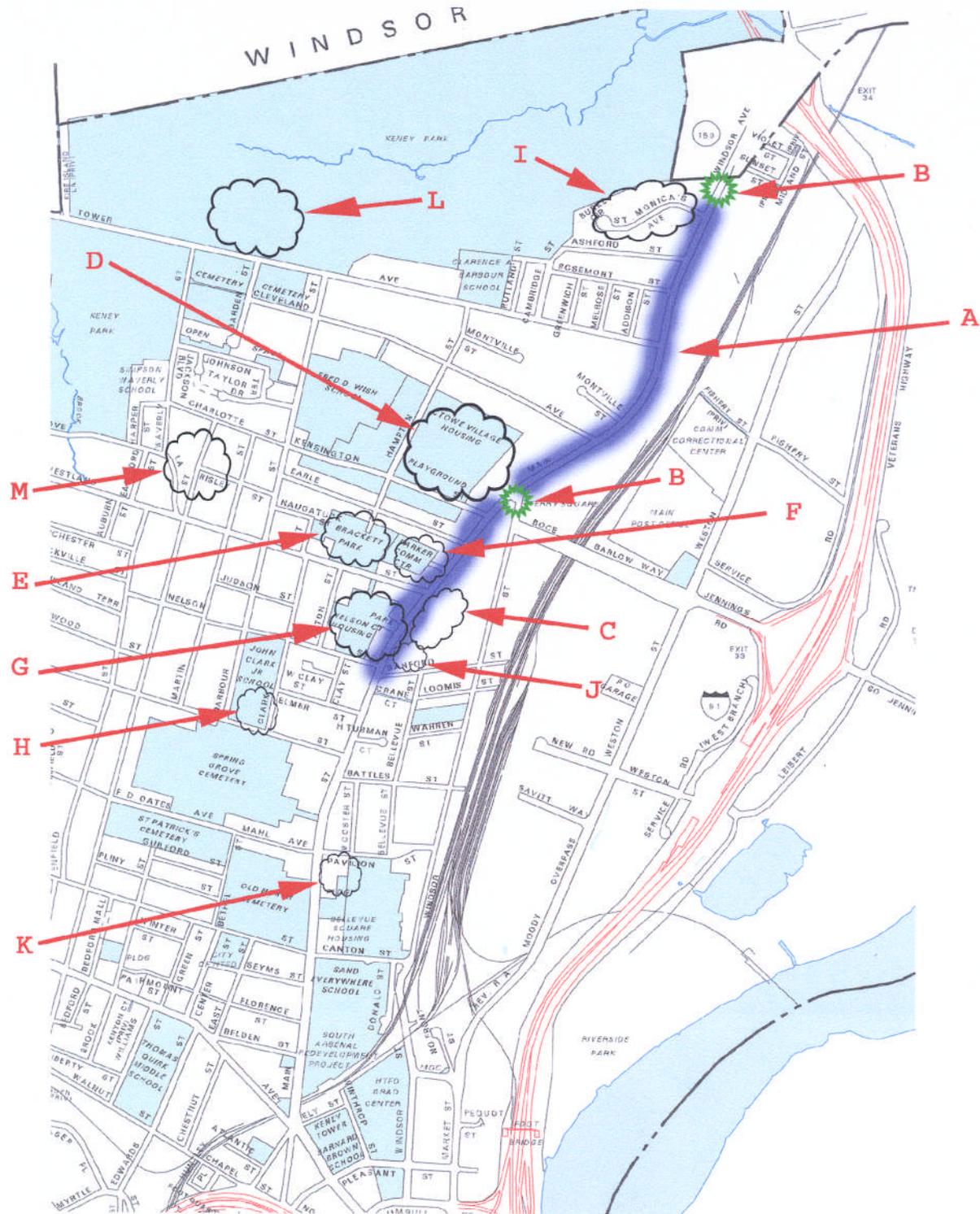
The recently completed Pavilion Plaza is up and leasing space. This is a modest neighborhood shopping center with a market as anchor.

Grandparents Housing program is being planned to provide homes for the grandparent head of households. This is a special needs housing type that has been identified.

Habitat for Humanity is acquiring vacant properties throughout the neighborhood on which they are constructing single detached homes.

The seven acre Laidlaw school bus property is in the early stages of project development. The details or extent of project development is not known at this time.

Development Projects In the Northeast Neighborhood



- | | |
|---|---|
| A Main St. - Proposed Streetscape, Banners, etc. | G Nelton Court |
| B Gateways - Proposed New Signage | H Grand Families - Supportive Housing |
| C Phillips Metropolitan CME - New Church & Development | I St. Monica's - Housing |
| D Stowe Village / Napper Dr. - New Housing Development | J Gee Thang - Building Rehabilitation |
| E Bracket Park - Proposed New Housing Development | K Main & Pavilion - Commercial Development |
| F Kelvin Anderson Community Center | L Proposed Connecticut Horse Park |
| | M Habitat for Humanity |

BUSINESS IMPROVEMEMNT DISTRICT (BID)

An Overview

A BID can loosely be defined as an instrument by which an area's business and property owners join efforts to provide an added degree of services paid for by self imposed taxes.

The impetus for a BID may vary from application to application but there are a few basic fundamentals that cause consideration:

1. A method to get business and property owners to join together
2. To identify needed changes to an area for common goals

Now once it is agreed that the mission is "we all must get together to get this done" the group then decides what the "this" is in the mission statement and how to do it.

A BID, by its definition, may take on many sizes but one function and that is to accomplish an agreed upon set of area improvements and maintenance.

Functions

There are nine basic functions of a BID that fit most applications:

1. **Capital Improvements:** construction of an area Streetscape, procuring façade improvement funds, installing lighting, street furnishings, and landscaping.
2. **Area Marketing:** producing parades, special holiday celebrations and other area events, sales and newsletters.
3. **Economic Development:** coordination efforts to assist establishing incentives for new and expanding businesses.
4. **Maintenance:** trash collection, graffiti control, cleaning sidewalks, snow removal, landscaping.
5. **Transportation:** maintaining bus shelters and public parking areas.
6. **Policy Advocacy:** promoting community public policy, lobbying municipal and state government on behalf of area interests.
7. **Public Space Regulation:** managing street and sidewalk vending addressing panhandling managing deliveries.
8. **Security:** coordinating with the city police, contracting additional security forces, providing electronic devices.
9. **Social Services:** working with community groups to improve the neighborhood quality of life through job training and youth services.

FAQ

Many questions must come to mind but the two here are key:

Do all BIDs have to be self-taxed? No, but the added services must be paid for by someone.

Who manages a BID? Often, a committee of the group that forms it manages BID's. More often, an existing group such as a Chamber of Commerce, downtown business organizations, etc manages the BID. The Hartford Enterprise Zone Business Association (HEZBA) would be an excellent management candidate.

A SIMPLE BID STRUCTURE

HEZBA would establish a physical district, say it is the Main Street Corridor. HEZBA would contact and organize all participating businesses and property owners within the corridor. They would discuss the issues and decide on goals. A value of the goals and a method of funding would be determined. The funding sources would be identified and the funds would be secured and the services purchased to achieve the goals. HEZBA would contract, monitor and manage the efforts of the service providers and report to the organization.

Accomplishments To Date

In April this year the NERA, with the assistance of CEDF, established The Uptown Hartford Economic Development Collaborative (UHEDC) to revitalize the North Main Street Commercial Corridor. The UHEDC consisting of the NERA, CEDF, City of Hartford department of Development Services, HEBZA, ONE/CHANE, HHA, TORAAL, and many other community groups and individuals, have been meeting weekly to develop strategies for managing the development programming process. The UHEDC, amongst other things, established an “task list” addressing those items considered important and could be implemented within a short time period.

As a result of this process, the Main Street Streetscape Plan became a priority. In order to complete the plan’s preparation a number of other accomplishments were realized through the efforts of the Collaborative. The capacity of the members was identified. Roles and responsibilities of members, property owners, residents, and municipal services were assigned. A decision making process was established, resulting in commitments from all members to continue working on economic and community development long range planning issues.

Some of the immediate action items are:

- A zoning analysis has been initiated.
- Traffic and parking issues have been identified and addressed.
- Property owners have been approached to clean up there yards.
- Awareness letters have been sent to businesses and residents.
- Street sweeping has been more prominent and frequent.
- Enterprise Zone Regulations have been reviewed.
- The location and installation of trash receptacles is being investigated.
- The establishing of a Business Improvement District operation is being evaluated.
- Trash collection issues are being addressed.
- The Façade Improvement Program is being re-examined.
- Outside funding sources are being identified.
- Public safety issues are being addressed.
- Public transportation routes and frequencies are being reviewed.

The final accomplishment is t he establishment of a Vision for the Corridor and neighborhood in general. It is now well understood that this area can become vibrant, productive, community supportive, customer inviting, and revenue generating.

In addition, as a result of the UHEDC’s efforts, new and renewed interests in area projects have evolved. To name a few:

Windsor Street Revitalization
Laidaw School Bus Gengras Site Development
Other Main Street Development Projects

APPENDIX

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Phase II – Northeast Main Street

I. Market Study Update

Market Differentiation Analysis

Objective: To generate, analyze and interpret a Market Study for utilization in the development of a set of market strategies, which will hold the greatest promise for the successful revitalization of the Northeast Commercial Corridor. This study should include, but not be limited to the following dimensions relative to the most potentially successful business clusters and mix for the area at issue.

1. Product that nobody can get elsewhere
2. Desired Products and Services
3. Closer or more convenient access to a desired products
4. Better service
5. Better price
6. Better quality
7. Access to variety
8. Customized and personal solutions

II. Implementation of Market Strategies

Real Estate and Commercial Development

Objective: The effort in this component will be designed to provide a viable framework for state, local and community planning and resource allocation. This work will be guided by the validated Market Study outcomes, and will focus on the strategic planning, development and implementation of activities and tasks required to achieve the most promising business mix for the Northeast Main Street corridor.

1. Assessment, planning and implementation of strategies for achieving the most desirable land assemblage.
2. Implementation of strategies for commercial expansion.
3. Collaborative planning, resource acquisition and implementation of strategies and plans to support small business development
4. Market area promotion and recruitment activities designed to achieve the desired market differentiation and business mix.

III. Integrating Economic Development/Community and Human Development

Objective: To conduct a community needs analysis, and develop collaborative strategies with the economic development agents, residents, the business community, state and local officials, service providers, organizations, agencies and institutions and other stakeholders in the North Hartford Community. The focus of this work will be to assure that economic development activities are developed with significant community input in the decision-making process. The goal will be to maximum the benefits and value, resulting from economic development efforts, that will be designated to achieve specific and focused positive outcomes to enhance the quality of community/resident life.

Aims of this effort include:

Economic Opportunity/Poverty Reduction
Egalitarian Distribution of Goods and Resources
Social and Cultural Amenities
Self-sufficiency and Self-determination
Community Betterment, Vitality, and Resident Well-being

Community Organizational Development
Structure and Function

Technical/Legal Assistance
Organizational Development/Training
Organizational Sustainability

Sustaining and Developing Organizational Efforts

Oversight and Staff Support
Professional Consultation
Administrative and Indirect Cost

Potential Sources of Project Support

The following sources will be explored to assess potential grants, technical assistance, and/or in-kind support to accommodate the completion of phase II marketing and capacity-building tasks:

Market Study Update

Community Economic Development Fund

Implementation of Market Strategies

Real Estate/Commercial Development

City of Hartford-Development Services

Integrating Economic, Community and Human Development

Community Collaborative

Casey Foundation

Hartford Collaborative for Community Organizing

Community Organizational Development: Structure and Function

Community Economic Development Fund

City of Hartford

Connecticut Urban Law Initiative

Sustaining Organizational Efforts

(Over a three-year period)

City of Hartford

Hartford Collaborative for Community Organizing

State of Connecticut

Hartford Foundation for Public Giving

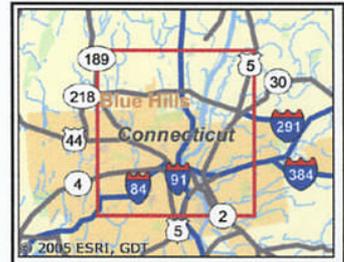
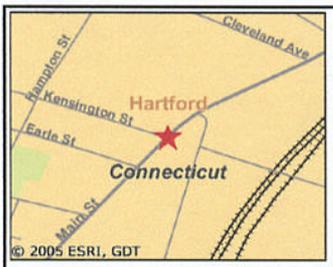
Travelers

Site Map

Kensington St AT Main St
Hartford, CT 06120

July 6, 2005

Latitude: 41.7914
Longitude: -72.6696





Retail Goods and Services Expenditures

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.8696
Radius: 1.0 miles

Top Tapestry Segments:		Demographic Summary		2005	2010
City Commons	67.4%	Population		12,396	12,643
Simple Living	16.6%	Households		4,169	4,293
City Strivers	16.0%	Families		2,852	2,889
		Median Age		27.8	28.1
		Median Household Income		\$22,914	\$26,840

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	56	\$1,537.62	\$6,410,334
Men's	53	\$277.03	\$1,154,920
Women's	56	\$505.14	\$2,105,917
Children's	57	\$245.53	\$1,023,594
Footwear	58	\$292.85	\$1,220,900
Watches & Jewelry	52	\$131.66	\$548,898
Apparel Products and Services ¹	59	\$85.42	\$356,105
Computer			
Computers and Hardware for Home Use	51	\$124.73	\$519,981
Software and Accessories for Home Use	48	\$14.13	\$58,888
Entertainment & Recreation	49	\$1,514.89	\$6,315,582
Fees and Admissions	48	\$286.99	\$1,196,476
Membership Fees for Clubs ²	45	\$74.53	\$310,733
Fees for Participant Sports, excl. Trips	45	\$51.68	\$215,440
Admission to Movie/Theatre/Opera/Ballet	54	\$78.76	\$328,330
Admission to Sporting Events, excl. Trips	47	\$26.57	\$110,760
Fees for Recreational Lessons	45	\$55.46	\$231,213
TV/Video/Sound Equipment	55	\$569.52	\$2,374,311
Community Antenna or Cable Television	57	\$315.11	\$1,313,693
Color Televisions	52	\$59.69	\$248,853
VCRs, Video Cameras, and DVD Players	51	\$19.22	\$80,113
Video Cassettes and DVDs	53	\$21.83	\$91,015
Video Game Hardware and Software	57	\$19.30	\$80,448
Satellite Dishes	40	\$1.18	\$4,906
Rental of Video Cassettes and DVDs	57	\$35.77	\$149,139
Sound Equipment ³	53	\$93.67	\$390,520
Rental and Repair of TV/Sound Equipment	61	\$3.75	\$15,624
Pets	45	\$158.84	\$662,197
Toys and Games	52	\$106.65	\$444,605
Recreational Vehicles and Fees ⁴	35	\$116.08	\$483,947
Sports/Recreation/Exercise Equipment ⁵	43	\$95.71	\$399,010
Photo Equipment and Supplies ⁶	49	\$70.61	\$294,387
Reading ⁷	50	\$110.49	\$460,649
Food	55	\$4,351.15	\$18,139,949
Food at Home	55	\$2,615.48	\$10,903,919
Bakery and Cereal Products	55	\$391.72	\$1,633,071
Meat, Poultry, Fish, and Eggs	57	\$720.03	\$3,001,812
Dairy Products	53	\$275.09	\$1,146,864
Fruits and Vegetables	55	\$457.13	\$1,905,787
Snacks and Other Food at Home ⁸	54	\$771.50	\$3,216,385
Food Away from Home	55	\$1,735.68	\$7,236,030
Alcoholic Beverages	57	\$292.05	\$1,217,549
Nonalcoholic Beverages at Home	54	\$215.21	\$897,220



Retail Goods and Services Expenditures

Kensington St AT Main St
Hartford, CT 06120

Latitude: 41.7914
Longitude: -72.6696
Radius: 1.0 miles

Site Type: Radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	57	\$4,771.64	\$19,892,977
Vehicle Loans	48	\$2,610.59	\$10,883,544
Health			
Nonprescription Drugs	52	\$51.92	\$216,443
Prescription Drugs	48	\$257.97	\$1,075,492
Eyeglasses and Contact Lenses	46	\$39.20	\$163,444
Home			
Mortgage Payment and Basics ⁹	37	\$2,932.00	\$12,223,507
Maintenance and Remodeling Services	34	\$541.54	\$2,257,684
Maintenance and Remodeling Materials ¹⁰	32	\$103.80	\$432,762
Utilities, Fuel, and Public Services	54	\$2,266.30	\$9,448,197
Household Furnishings and Equipment			
Household Textiles ¹¹	48	\$60.28	\$251,309
Furniture	49	\$296.77	\$1,237,242
Floor Coverings	40	\$31.29	\$130,449
Major Appliances ¹²	45	\$121.64	\$507,112
Housewares ¹³	49	\$46.70	\$194,673
Small Appliances	48	\$16.93	\$70,576
Luggage	47	\$4.98	\$20,749
Telephones and Accessories	54	\$27.79	\$115,870
Household Operations			
Child Care	54	\$225.44	\$939,845
Lawn and Garden ¹⁴	39	\$163.70	\$682,450
Moving/Storage/Freight Express	56	\$28.69	\$119,588
Housekeeping Supplies ¹⁵	51	\$341.89	\$1,425,320
Insurance			
Owners and Renters Insurance	39	\$162.54	\$677,610
Vehicle Insurance	51	\$666.00	\$2,776,557
Life/Other Insurance	45	\$286.44	\$1,194,185
Health Insurance	48	\$804.96	\$3,355,880
Personal Care Products ¹⁶	54	\$218.75	\$911,968
School Books and Supplies ¹⁷	65	\$73.53	\$306,528
Smoking Products	63	\$312.36	\$1,302,245
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	49	\$2,729.89	\$11,380,896
Gasoline and Motor Oil	51	\$935.40	\$3,899,703
Vehicle Maintenance and Repairs	50	\$513.64	\$2,141,371
Travel			
Airline Fares	48	\$192.59	\$802,889
Lodging on Trips	45	\$180.05	\$750,629
Auto/Truck/Van Rental on Trips	45	\$22.46	\$93,626
Food and Drink on Trips	47	\$211.33	\$881,054

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.



Retail Goods and Services Expenditures

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 1.0 miles

- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.
- ⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.
- ¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.
- ¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.
- ¹⁸**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Market Potential

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 1.0 miles

Demographic Summary	2005	2010
Population	12,396	12,643
Total Number of Adults	8,333	8,705
Households	4,169	4,293
Median Household Income	\$22,914	\$26,840

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel	2,671	32.1%	63
Bought any women's apparel	3,622	43.5%	96
Bought apparel for child <13 in last 6 months	2,644	31.7%	112
Bought any shoes	3,437	41.2%	81
Bought any costume jewelry	1,666	20.0%	105
Bought any fine jewelry	1,962	23.5%	102
Bought a watch	1,822	21.9%	90
Automobiles (Households)			
HH owns/leases any vehicle	2,248	53.9%	62
HH bought new vehicle	438	10.5%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,482	53.8%	62
Bought/changed motor oil	2,650	31.8%	61
Had tune-up	1,845	22.1%	67
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,309	51.7%	99
Drank regular cola in last 6 months	4,877	58.5%	102
Drank beer/ale in last 6 months	3,092	37.1%	87
Cameras & Film (Adults)			
Bought any camera	1,121	13.5%	79
Bought film	1,766	21.2%	51
Computers (Households)			
HH owns a personal computer	1,488	35.7%	55
HH spent <\$500 on home PC	272	6.5%	105
HH spent \$500-\$999 on home PC	360	8.6%	62
HH spent \$1000-\$1499 on home PC	409	9.8%	58
HH spent \$1500-\$1999 on home PC	424	10.2%	100
HH spent \$2000-\$2999 on home PC	292	7.0%	87
HH spent \$3000+ on home PC	116	2.8%	91
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,561	42.7%	76
Bought cigarettes at convenience store in last 30 days	1,164	14.0%	96
Bought gas at convenience store in last 30 days	984	11.8%	41
Spent at convenience store in last 30 days: <\$20	637	7.6%	73
Spent at convenience store in last 30 days: \$20-39	754	9.0%	75
Spent at convenience store in last 30 days: \$40+	1,537	18.4%	63

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmk Research Inc. in a nationally representative survey of U.S. households.



Retail Market Potential

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 1.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	4,009	48.1%	79
Went to live theater	723	8.7%	61
Attended a music performance	1,111	13.3%	57
Went to a bar/night club	1,290	15.5%	77
Gambled at a casino	1,353	16.2%	88
Rented 1 pre-recorded video tapes in last 30 days	258	3.1%	91
Rented 1 DVD in last 30 days	254	3.0%	99
Purchased 1 DVD in last 30 days	402	4.8%	98
Spent <\$50 on toys/games	441	5.3%	82
Spent \$50-\$99 on toys/games	203	2.4%	85
Spent \$100-\$199 on toys/games	374	4.5%	63
Spent \$200-\$499 on toys/games	875	10.5%	95
Spent \$500+ on toys/games	397	4.8%	86
Financial (Adults)			
Have home mortgage (1st)	1,268	15.2%	89
Used ATM/cash machine	2,140	25.7%	55
Own any stock	607	7.3%	70
Own shares in mutual fund (stock)	596	7.2%	73
Own shares in mutual fund (bond)	304	3.6%	70
Own any credit/debit card (in own name)	2,793	33.5%	51
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,577	54.9%	81
Used bread in last 6 months	7,315	87.8%	91
Used chicken/turkey (fresh or frozen) in last 6 months	5,405	64.9%	90
Used fish/seafood (fresh or frozen) in last 6 months	3,920	47.0%	98
Used fresh fruit/vegetables in last 6 months	5,959	71.5%	84
Used fresh milk in last 6 months	6,380	76.6%	84
Health (Adults)			
Exercise at home 2+ times per week	1,564	18.8%	67
Exercise at club 2+ times per week	811	9.7%	92
Visited a doctor	5,556	66.7%	84
Home (Households)			
HH had any home improvement	587	14.1%	45
HH used housekeeper/maid/professional cleaning service	502	12.0%	80
HH purchased any HH furnishing	634	15.2%	69
HH purchased bedding/bath goods	1,908	45.8%	88
HH purchased cooking/serving product	915	21.9%	86
HH bought any kitchen appliance	599	14.4%	79
Insurance (Adults)			
Currently carry any life insurance	2,564	30.8%	61
Have medical/hospital/accident insurance	3,862	46.3%	67
Carry homeowner insurance	1,263	15.2%	29
Carry renter insurance	542	6.5%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmark Research Inc. in a nationally representative survey of U.S. households.



Retail Market Potential

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 1.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	626	15.0%	38
HH owns any cat	778	18.7%	89
HH owns any dog	429	10.3%	36
Reading Materials (Adults)			
Bought book	2,757	33.1%	65
Read any daily newspaper	3,076	36.9%	78
Heavy magazine reader	3,172	38.1%	131
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	561	6.7%	50
Went to family restaurant/steak house last mo: 2-3 times	1,065	12.8%	64
Went to family restaurant/steak house last mo: 4+ times	1,550	18.6%	75
Went to fast food/drive-in restaurant in last 6 mo	6,143	73.7%	84
Fast food/drive-in last 6 mo: eat in	2,288	27.5%	74
Fast food/drive-in last 6 mo: home delivery	754	9.0%	74
Fast food/drive-in last 6 mo: take-out/drive-thru	2,767	33.2%	65
Fast food/drive-in last 6 mo: take-out/walk-in	1,658	19.9%	91
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,078	49.8%	74
HH owns cellular phone	1,900	45.6%	69
HH average monthly long distance phone bill: <\$16	778	18.7%	62
HH average monthly long distance phone bill: \$16-25	362	8.7%	52
HH average monthly long distance phone bill: \$26-59	365	8.8%	63
HH average monthly long distance phone bill: \$60-99	199	4.8%	98
HH average monthly long distance phone bill: \$100+	141	3.4%	137
Television & Sound Equipment (Households)			
HH owns 1 TV	1,291	31.0%	141
HH owns 2 TVs	1,018	24.4%	87
HH owns 3 TVs	983	23.6%	109
HH owns 4+ TVs	368	8.8%	46
HH subscribes to cable TV	2,133	51.2%	83
HH purchased audio equipment	308	7.4%	87
HH purchased camcorder	123	3.0%	121
HH purchased CD player	478	11.5%	127
Travel (Adults)			
Domestic travel	2,553	30.6%	57
Took 3+ domestic trips by plane	504	6.0%	83
Spent on domestic vacations: \$3000+	213	2.6%	64
Foreign travel in last 3 years	1,139	13.7%	58
Took 3+ foreign trips by plane in last 3 years	277	3.3%	79
Spent on foreign vacations: \$3000+	214	2.6%	70

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediemark Research Inc. in a nationally representative survey of U.S. households.



Retail Market Potential

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 3.0 miles

Demographic Summary	2005	2010
Population	113,997	116,749
Total Number of Adults	82,022	85,784
Households	42,775	44,035
Median Household Income	\$31,244	\$35,224

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel	34,345	41.9%	82
Bought any women's apparel	36,728	44.8%	98
Bought apparel for child <13 in last 6 months	23,834	29.1%	103
Bought any shoes	37,136	45.3%	89
Bought any costume jewelry	16,421	20.0%	105
Bought any fine jewelry	19,722	24.0%	104
Bought a watch	20,272	24.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	27,699	64.8%	75
HH bought new vehicle	3,729	8.7%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	55,242	67.4%	78
Bought/changed motor oil	32,780	40.0%	76
Had tune-up	22,438	27.4%	83
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	44,602	54.4%	104
Drank regular cola in last 6 months	49,686	60.6%	105
Drank beer/ale in last 6 months	32,868	40.1%	94
Cameras & Film (Adults)			
Bought any camera	13,065	15.9%	93
Bought film	25,145	30.7%	74
Computers (Households)			
HH owns a personal computer	20,496	47.9%	74
HH spent <\$500 on home PC	2,525	5.9%	95
HH spent \$500-\$999 on home PC	4,411	10.3%	74
HH spent \$1000-\$1499 on home PC	4,717	11.0%	66
HH spent \$1500-\$1999 on home PC	3,514	8.2%	81
HH spent \$2000-\$2999 on home PC	2,574	6.0%	75
HH spent \$3000+ on home PC	1,116	2.6%	85
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	40,820	49.8%	88
Bought cigarettes at convenience store in last 30 days	11,486	14.0%	96
Bought gas at convenience store in last 30 days	16,594	20.2%	71
Spent at convenience store in last 30 days: <\$20	8,299	10.1%	96
Spent at convenience store in last 30 days: \$20-39	9,146	11.2%	93
Spent at convenience store in last 30 days: \$40+	20,152	24.6%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmark Research Inc. in a nationally representative survey of U.S. households.



Retail Market Potential

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 3.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	46,295	56.4%	93
Went to live theater	10,122	12.3%	86
Attended a music performance	14,751	18.0%	77
Went to a bar/night club	14,452	17.6%	88
Gambled at a casino	14,451	17.6%	95
Rented 1 pre-recorded video tapes in last 30 days	2,758	3.4%	99
Rented 1 DVD in last 30 days	2,363	2.9%	94
Purchased 1 DVD in last 30 days	4,025	4.9%	100
Spent <\$50 on toys/games	4,360	5.3%	83
Spent \$50-\$99 on toys/games	2,315	2.8%	98
Spent \$100-\$199 on toys/games	5,255	6.4%	90
Spent \$200-\$499 on toys/games	8,284	10.1%	92
Spent \$500+ on toys/games	3,983	4.9%	87
Financial (Adults)			
Have home mortgage (1st)	9,509	11.6%	68
Used ATM/cash machine	30,555	37.3%	80
Own any stock	5,923	7.2%	69
Own shares in mutual fund (stock)	5,710	7.0%	71
Own shares in mutual fund (bond)	3,157	3.8%	73
Own any credit/debit card (in own name)	42,087	51.3%	79
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	49,660	60.5%	89
Used bread in last 6 months	78,064	95.2%	98
Used chicken/turkey (fresh or frozen) in last 6 months	57,212	69.8%	96
Used fish/seafood (fresh or frozen) in last 6 months	40,123	48.9%	102
Used fresh fruit/vegetables in last 6 months	66,187	80.7%	95
Used fresh milk in last 6 months	70,873	86.4%	95
Health (Adults)			
Exercise at home 2+ times per week	19,387	23.6%	84
Exercise at club 2+ times per week	7,905	9.6%	91
Visited a doctor	61,266	74.7%	95
Home (Households)			
HH had any home improvement	8,240	19.3%	61
HH used housekeeper/maid/professional cleaning service	5,226	12.2%	81
HH purchased any HH furnishing	7,223	16.9%	76
HH purchased bedding/bath goods	21,302	49.8%	96
HH purchased cooking/serving product	10,331	24.2%	95
HH bought any kitchen appliance	6,562	15.3%	84
Insurance (Adults)			
Currently carry any life insurance	33,005	40.2%	80
Have medical/hospital/accident insurance	48,494	59.1%	85
Carry homeowner insurance	26,007	31.7%	60
Carry renter insurance	5,409	6.6%	122

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediarmark Research Inc. in a nationally representative survey of U.S. households.



Retail Market Potential

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 3.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	10,584	24.7%	62
HH owns any cat	6,908	16.1%	77
HH owns any dog	6,617	15.5%	54
Reading Materials (Adults)			
Bought book	35,129	42.8%	84
Read any daily newspaper	35,973	43.9%	92
Heavy magazine reader	27,353	33.3%	115
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	9,548	11.6%	87
Went to family restaurant/steak house last mo: 2-3 times	13,245	16.1%	81
Went to family restaurant/steak house last mo: 4+ times	16,355	19.9%	80
Went to fast food/drive-in restaurant in last 6 mo	67,859	82.7%	94
Fast food/drive-in last 6 mo: eat in	25,904	31.6%	85
Fast food/drive-in last 6 mo: home delivery	9,438	11.5%	95
Fast food/drive-in last 6 mo: take-out/drive-thru	34,905	42.6%	83
Fast food/drive-in last 6 mo: take-out/walk-in	19,044	23.2%	106
Telephones & Service (Households)			
HH owns in-home cordless telephone	23,049	53.9%	80
HH owns cellular phone	22,728	53.1%	80
HH average monthly long distance phone bill: <\$16	11,026	25.8%	85
HH average monthly long distance phone bill: \$16-25	5,421	12.7%	76
HH average monthly long distance phone bill: \$26-59	4,973	11.6%	84
HH average monthly long distance phone bill: \$60-99	2,088	4.9%	100
HH average monthly long distance phone bill: \$100+	1,269	3.0%	120
Television & Sound Equipment (Households)			
HH owns 1 TV	12,317	28.8%	131
HH owns 2 TVs	11,180	26.1%	93
HH owns 3 TVs	8,327	19.5%	90
HH owns 4+ TVs	5,466	12.8%	67
HH subscribes to cable TV	25,249	59.0%	96
HH purchased audio equipment	3,223	7.5%	88
HH purchased camcorder	1,209	2.8%	116
HH purchased CD player	3,795	8.9%	99
Travel (Adults)			
Domestic travel	34,550	42.1%	78
Took 3+ domestic trips by plane	5,207	6.3%	87
Spent on domestic vacations: \$3000+	2,539	3.1%	78
Foreign travel in last 3 years	16,712	20.4%	86
Took 3+ foreign trips by plane in last 3 years	3,119	3.8%	91
Spent on foreign vacations: \$3000+	2,427	3.0%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



Retail MarketPlace Profile

**Kensington St AT Main St
Hartford, CT 06120**

Site Type: Radius

**Latitude: 41.7914
Longitude: -72.6696
Radius: 1.0 miles**

Summary Demographics

2005 Population	12,396
2005 Households	4,169
2005 Median Disposable Income	\$19,016
2005 Per Capita Income	\$12,635

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$298,965,719	\$54,258,514	-69.3	101
Total Retail Trade (NAICS 44-45)	\$293,340,933	\$46,272,284	-72.8	77
Total Food & Drink (NAICS 722)	\$5,624,786	\$7,986,230	17.3	24

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$238,855,189	\$12,006,942	-90.4	21
NAICS 4411: Automobile Dealers	\$225,041,752	\$10,442,201	-91.1	18
NAICS 4412: Other Motor Vehicle Dealers	\$2,321,610	\$599,804	-58.9	1
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$11,491,827	\$964,937	-84.5	2
NAICS 442: Furniture & Home Furnishings Stores	\$2,847,377	\$1,240,971	-39.3	3
NAICS 4421: Furniture Stores	\$1,146,183	\$886,190	-12.8	2
NAICS 4422: Home Furnishings Stores	\$1,701,194	\$354,781	-65.5	1
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$1,688,457	\$1,472,835	-6.8	5
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$10,787,062	\$1,759,055	-72.0	7
NAICS 4441: Building Material and Supplies Dealers	\$10,599,553	\$1,438,905	-76.1	6
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$187,509	\$320,150	26.1	1
NAICS 445: Food & Beverage Stores	\$14,106,917	\$9,557,352	-19.2	23
NAICS 4451: Grocery Stores	\$10,103,612	\$8,481,326	-8.7	16
NAICS 4452: Specialty Food Stores	\$0	\$173,530	100.0	0
NAICS 4453: Beer, Wine, and Liquor Stores	\$4,003,305	\$902,496	-63.2	7
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$5,006,160	\$2,637,051	-31.0	2
NAICS 447/NAICS 4471: Gasoline Stations	\$4,305,790	\$4,579,971	3.1	1
NAICS 448: Clothing and Clothing Accessories Stores	\$2,521,341	\$3,033,652	9.2	6
NAICS 4481: Clothing Stores	\$1,871,746	\$2,378,098	11.9	5
NAICS 4482: Shoe Stores	\$0	\$320,249	100.0	0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$649,595	\$335,305	-31.9	1
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$502,739	\$1,048,967	35.2	2
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$379,632	\$607,984	23.1	1
NAICS 4512: Books, Periodical, and Music Stores	\$123,107	\$440,983	56.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: Business data provided by InfoUSA, Omaha NE Copyright 2004, all rights reserved. ESRI forecasts for 2005.



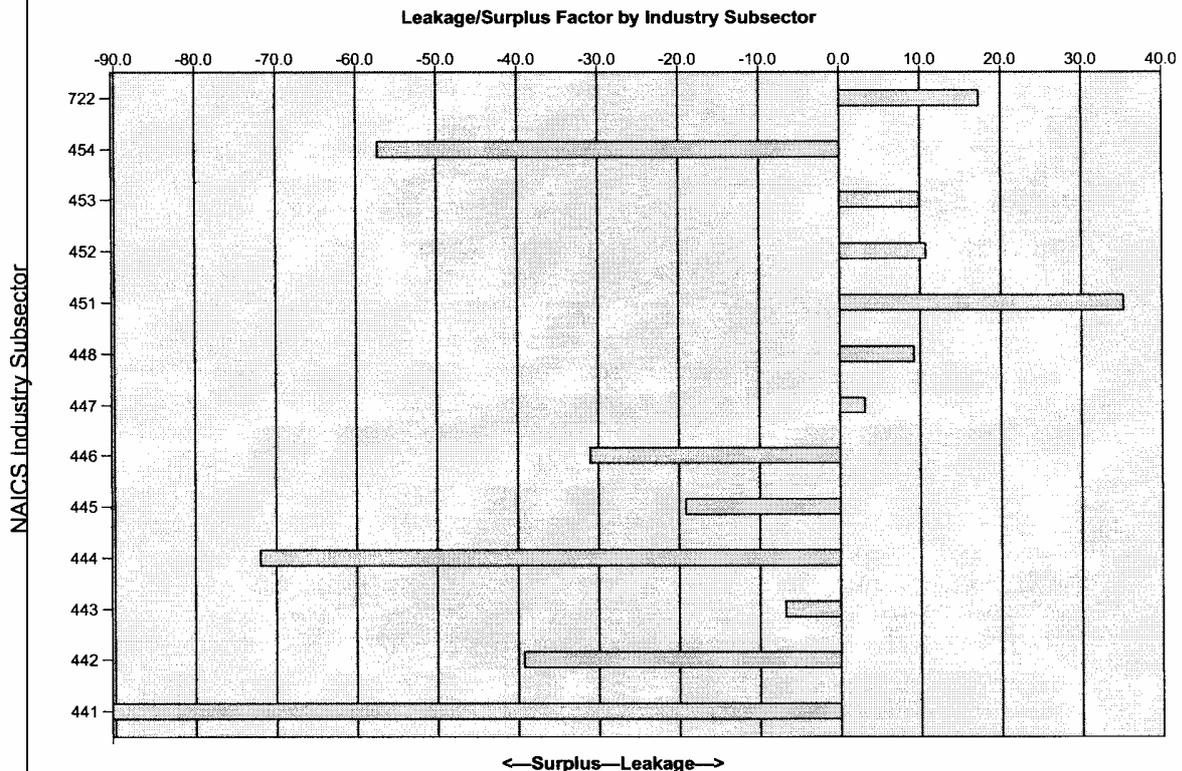
Retail MarketPlace Profile

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 1.0 miles

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$4,537,594	\$5,628,426	10.7	1
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$313,514	\$3,510,371	83.6	0
NAICS 4529: Other General Merchandise Stores	\$4,224,080	\$2,118,055	-33.2	1
NAICS 453: Miscellaneous Store Retailers	\$1,144,666	\$1,397,274	9.9	4
NAICS 4531: Florists	\$174,230	\$89,366	-32.2	1
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$312,920	\$555,778	28.0	1
NAICS 4533: Used Merchandise Stores	\$423,152	\$163,752	-44.2	1
NAICS 4539: Other Miscellaneous Store Retailers	\$234,364	\$588,378	43.0	1
NAICS 454: Nonstore Retailers	\$7,037,641	\$1,909,788	-57.3	2
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$0	\$419,227	100.0	0
NAICS 4542: Vending Machine Operators	\$1,358,405	\$1,143,920	-8.6	1
NAICS 4543: Direct Selling Establishments	\$5,679,236	\$346,641	-88.5	1
NAICS 722: Food Services & Drinking Places	\$5,624,786	\$7,986,230	17.3	24
NAICS 7221: Full-Service Restaurants	\$0	\$4,166,203	100.0	0
NAICS 7222: Limited-Service Eating Places	\$5,502,160	\$2,846,923	-31.8	23
NAICS 7223: Special Food Services	\$0	\$876,418	100.0	0
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$122,626	\$96,686	-11.8	1



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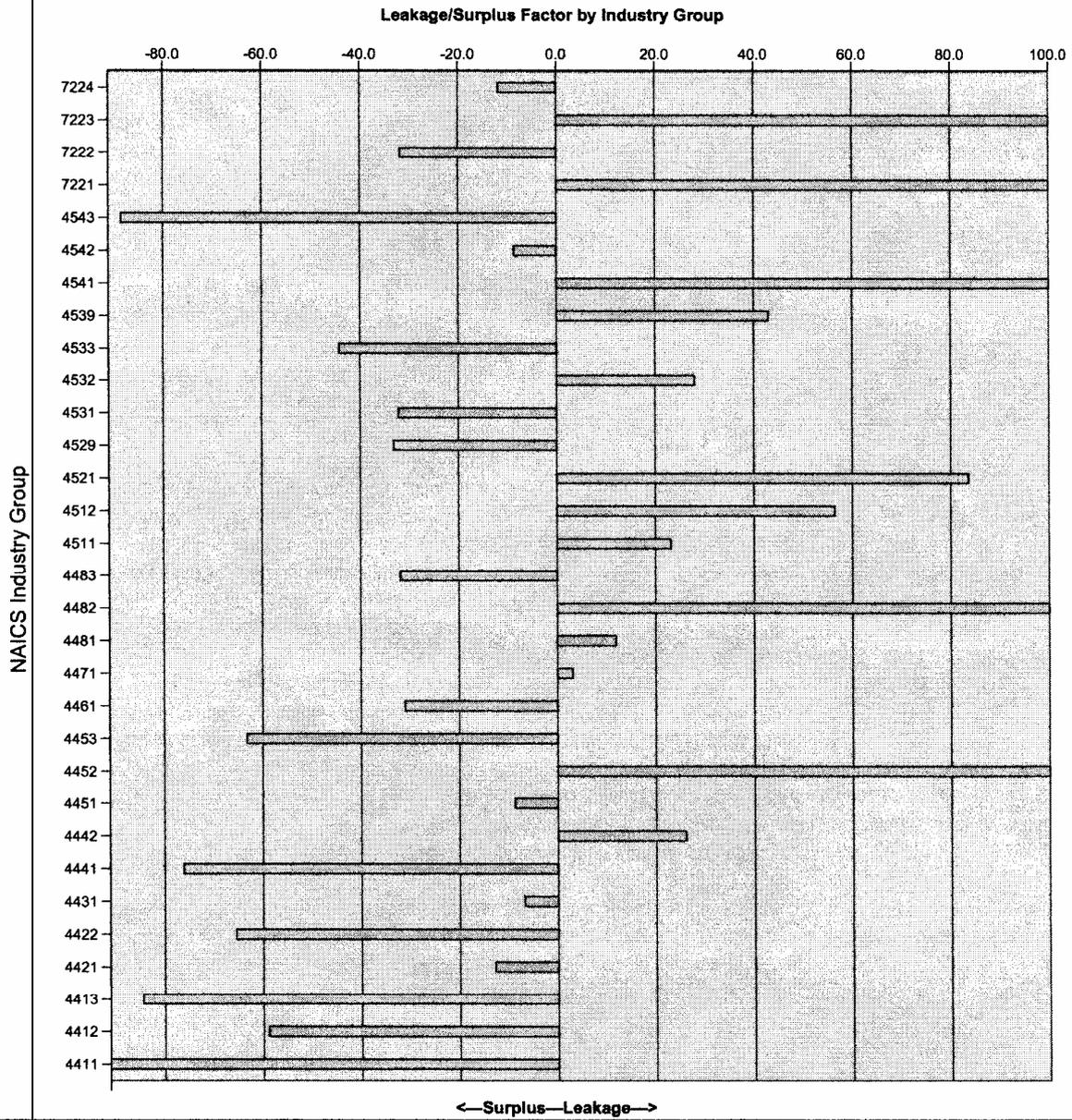


Retail MarketPlace Profile

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

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Retail MarketPlace Profile

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 3.0 miles

Summary Demographics

2005 Population	113,997
2005 Households	42,775
2005 Median Disposable Income	\$25,447
2005 Per Capita Income	\$18,770

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,345,015,788	\$818,562,410	-24.3	978
Total Retail Trade (NAICS 44-45)	\$1,246,318,657	\$698,514,872	-28.2	668
Total Food & Drink (NAICS 722)	\$98,697,131	\$120,047,538	9.8	310
	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$473,838,347	\$181,314,187	-44.6	67
NAICS 4411: Automobile Dealers	\$439,008,765	\$156,204,918	-47.5	38
NAICS 4412: Other Motor Vehicle Dealers	\$9,197,378	\$10,252,481	5.4	5
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$25,632,204	\$14,856,788	-26.6	24
NAICS 442: Furniture & Home Furnishings Stores	\$13,560,881	\$19,866,418	18.9	29
NAICS 4421: Furniture Stores	\$7,399,872	\$13,884,449	30.5	15
NAICS 4422: Home Furnishings Stores	\$6,161,009	\$5,981,969	-1.5	14
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$75,626,970	\$22,823,033	-53.6	82
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$39,732,966	\$31,127,257	-12.1	33
NAICS 4441: Building Material and Supplies Dealers	\$39,353,729	\$25,736,019	-20.9	31
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$379,237	\$5,391,238	86.9	2
NAICS 445: Food & Beverage Stores	\$162,881,807	\$140,026,810	-7.5	150
NAICS 4451: Grocery Stores	\$135,298,095	\$124,291,347	-4.2	100
NAICS 4452: Specialty Food Stores	\$1,645,470	\$2,547,535	21.5	9
NAICS 4453: Beer, Wine, and Liquor Stores	\$25,938,242	\$13,187,928	-32.6	41
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$112,958,294	\$39,739,760	-47.9	47
NAICS 447/NAICS 4471: Gasoline Stations	\$79,226,535	\$66,708,502	-8.6	18
NAICS 448: Clothing and Clothing Accessories Stores	\$82,194,582	\$45,096,796	-29.1	101
NAICS 4481: Clothing Stores	\$65,318,871	\$35,196,267	-30.0	61
NAICS 4482: Shoe Stores	\$5,026,018	\$4,653,075	-3.9	10
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$11,849,693	\$5,247,454	-38.6	30
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$13,288,371	\$15,964,236	9.1	32
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$9,906,767	\$9,593,307	-1.6	13
NAICS 4512: Books, Periodical, and Music Stores	\$3,381,604	\$6,370,929	30.7	19

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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Retail MarketPlace Profile

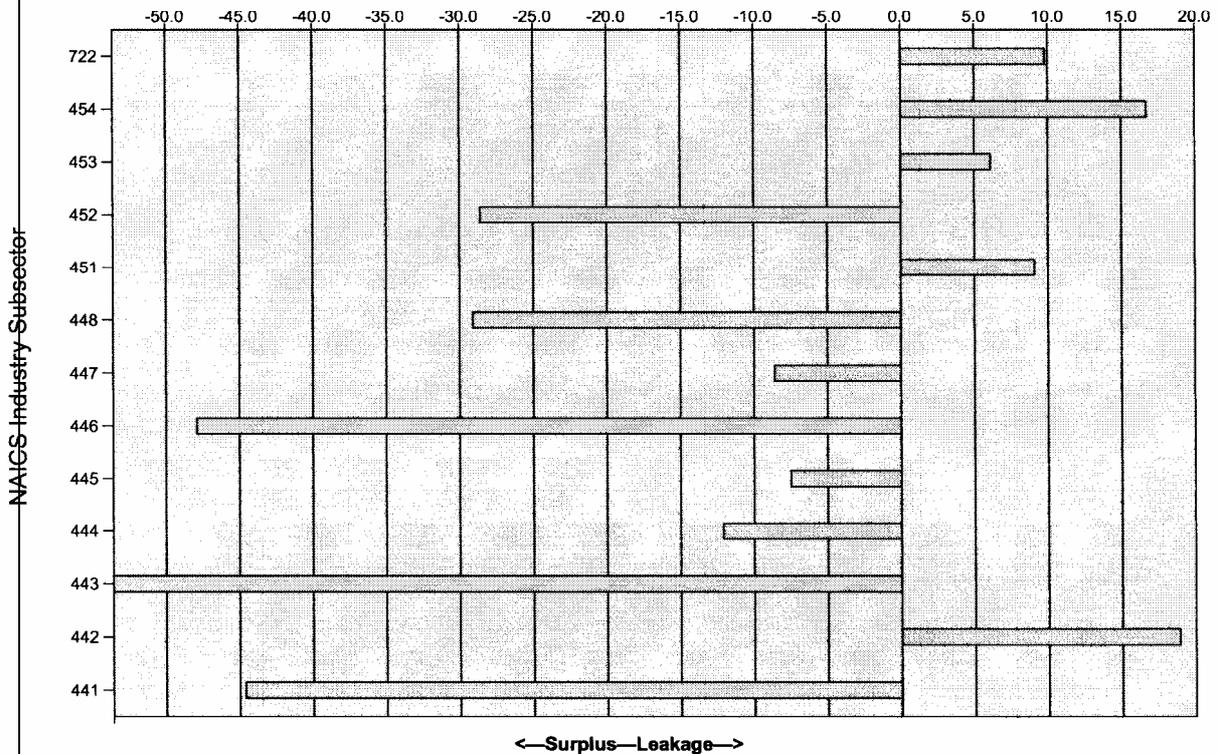
Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
Longitude: -72.6696
Radius: 3.0 miles

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$152,825,819	\$84,838,609	-28.6	25
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$31,623,905	\$53,045,658	25.3	11
NAICS 4529: Other General Merchandise Stores	\$121,201,914	\$31,792,951	-58.4	14
NAICS 453: Miscellaneous Store Retailers	\$19,409,682	\$21,930,599	6.1	75
NAICS 4531: Florists	\$1,354,116	\$1,522,793	5.9	12
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$9,485,475	\$8,906,056	-3.2	20
NAICS 4533: Used Merchandise Stores	\$2,035,939	\$2,475,568	9.7	17
NAICS 4539: Other Miscellaneous Store Retailers	\$6,534,152	\$9,026,182	16.0	26
NAICS 454: Nonstore Retailers	\$20,774,403	\$29,078,665	16.7	9
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$0	\$6,816,415	100.0	0
NAICS 4542: Vending Machine Operators	\$5,156,504	\$16,742,869	52.9	3
NAICS 4543: Direct Selling Establishments	\$15,617,899	\$5,519,381	-47.8	6
NAICS 722: Food Services & Drinking Places	\$98,697,131	\$120,047,538	9.8	310
NAICS 7221: Full-Service Restaurants	\$19,081,004	\$63,449,292	53.8	5
NAICS 7222: Limited-Service Eating Places	\$60,813,438	\$42,160,450	-18.1	280
NAICS 7223: Special Food Services	\$7,730,195	\$12,982,468	25.4	14
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$11,072,494	\$1,455,328	-76.8	11

Leakage/Surplus Factor by Industry Subsector



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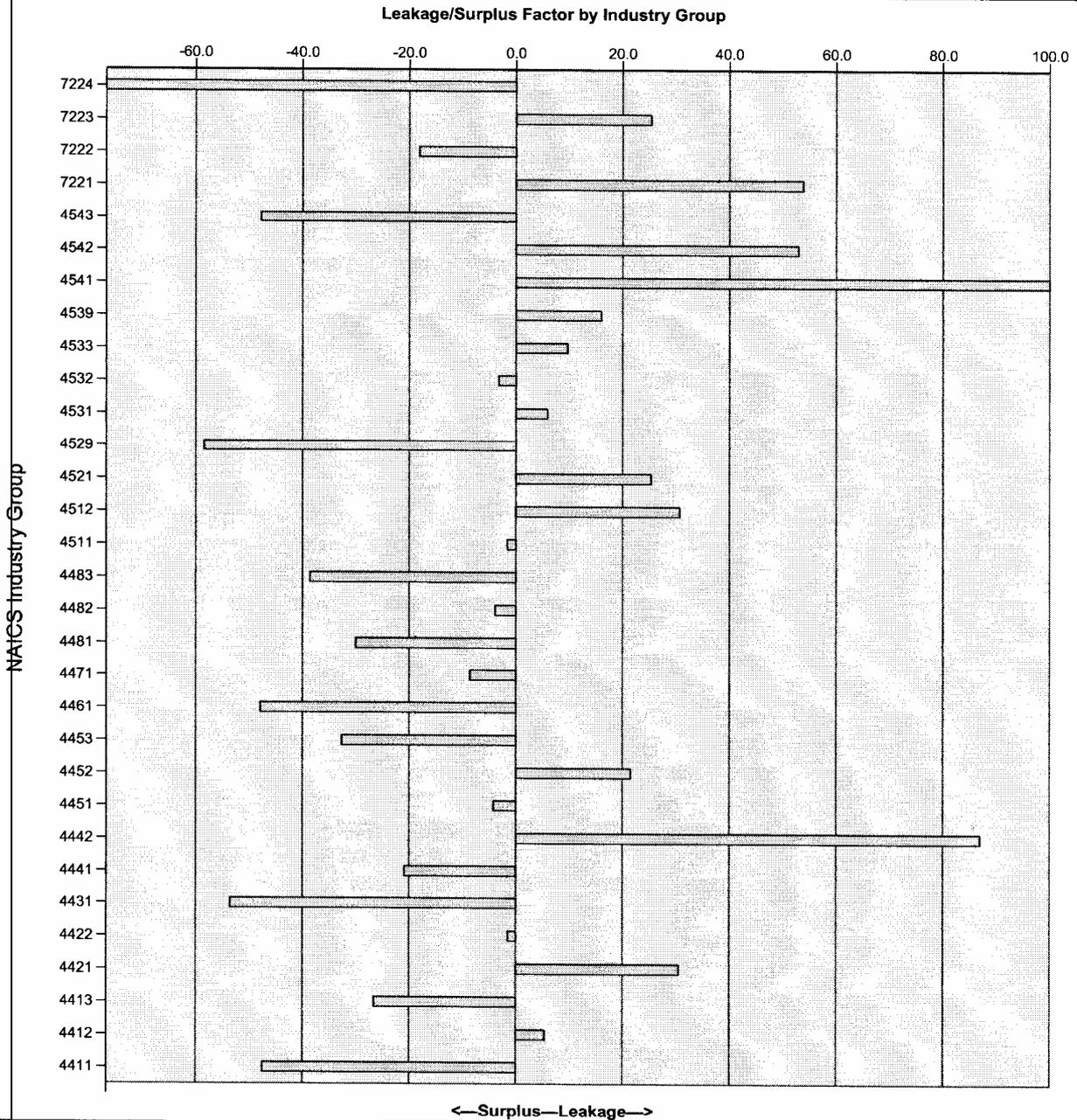


Retail MarketPlace Profile

Kensington St AT Main St
Hartford, CT 06120

Site Type: Radius

Latitude: 41.7914
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