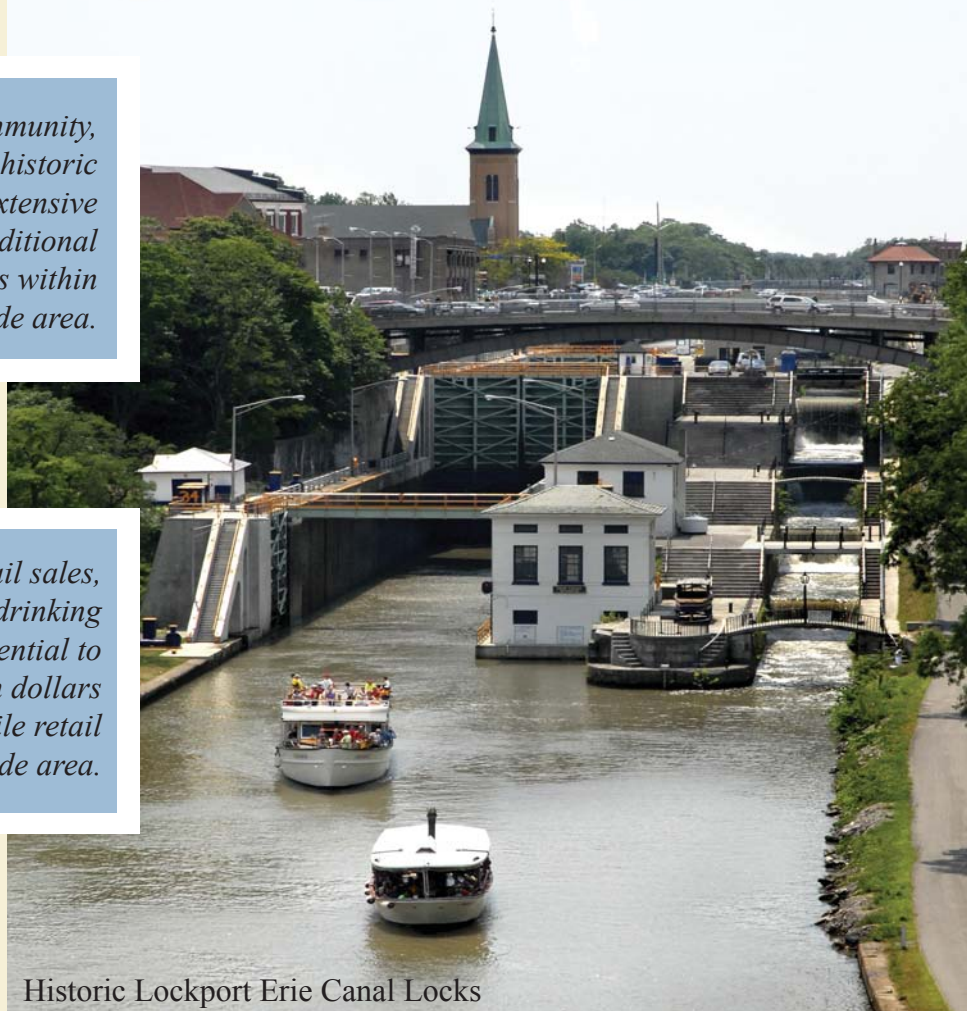




*A multi-community, architecturally-themed, historic shopping district with extensive growth capacity for additional retail businesses within our trade area.*



*Total retail sales, including eating and drinking places, has a positive potential to grow by 1 billion dollars within our 10-mile retail marketing trade area.*



Historic Lockport Erie Canal Locks

# 1 BILLION DOLLARS

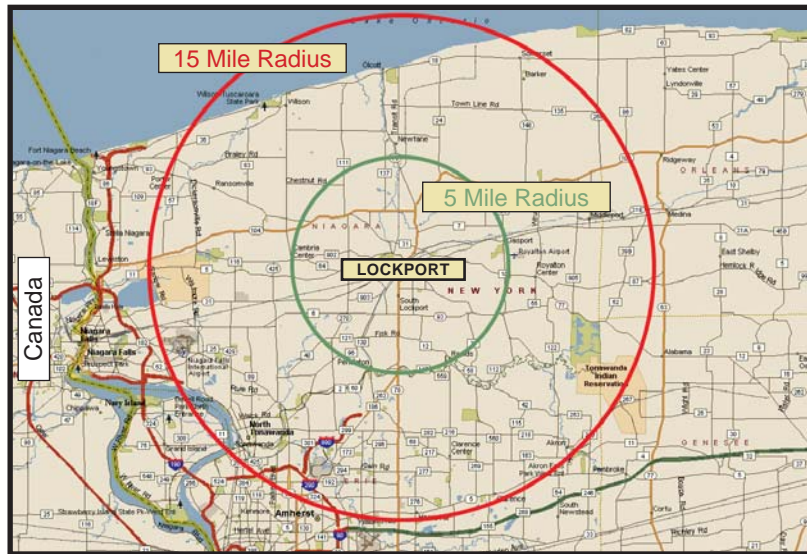
Claim Your Part of this Great Economic Opportunity

[www.TransitNorth.com](http://www.TransitNorth.com)



# Table of Contents

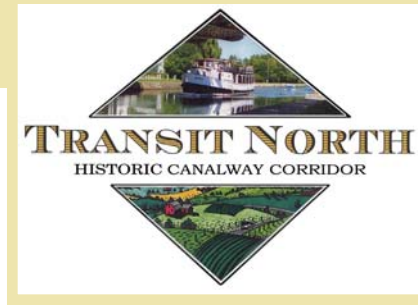
Title	Page
Regional Marketing Area Map	2
Overview	3
Vision Statement	4
Financial Incentives	4
Retail Market	5-6
Demographic Information	7
Demographic Information (continued)	8
Climate	9
Quality of Life	10
Educational Institutions	11



The Transit North regional marketing area comprises all of Eastern Niagara County, Western Orleans County and consists of a 10-mile population of 125,774 with an average household income of \$77,688. Canadian shoppers are abundant in our area due to the favorable exchange rate and the close proximity to the U.S. border. Niagara Falls, an international tourist destination with three million visitors per year, is located only 19 miles away.

Lockport is the county seat for Niagara County. The Transit North Corridor is the area’s major transportation route with an average daily traffic count of 32,000 (Source: NYSDOT 2006 between Tonawanda Creek and Dysinger Road) as well as the area’s major retail business district. Transit North is host to many national and regional retail businesses including; Wal-Mart, Home Depot, Office Max, Panera Bread, Starbucks Coffee, Sears Hardware, Payless Shoes, Tops Grocery Market, Aldi’s Market, and many more.

# Overview



Transit North is an architecturally-themed, historic shopping district. The Town of Lockport, City of Lockport and Town of Pendleton, NY have embarked upon a bold new vision for the future of our major retail and travel corridor, Transit North.

The Transit North Community has plenty of open land for retail, residential and industrial development. Our growth is steady, crime is low and housing costs are affordable.

## 32,000 Average Daily Traffic Count

Our retail marketing research shows us that we have extensive growth capacity for additional retail businesses within our market trade area. (Source: Claritas 2007 Market Gap Analysis, Demographic Snapshot data sets.) In addition, our residents have expressed direct interest and support to bring in new retail business. (Source: Town of Lockport Resident Survey 2007, Resident Public Meetings for Transit North Corridor Project 9/07 & 10/07.)

### Location: (within 500 miles)

- 55% of U.S. Population
- 62% of Canadian Population
- Nationwide Rail Service
- Three International Bridges to Canada
- Three Million Annual Tourists Niagara Falls

## LOCATION • LOCATION • LOCATION



# Vision Statement

## Our Vision:

*The Transit North corridor will be revitalized through the use of common themes, clearly marked elements, aesthetic standards, economic development and cohesive land use patterns to develop a gateway that creates a sense of arrival and a place worth remembering.*

*The Transit North Committee has created an historic-themed retail shopping district along an eight-mile section of Transit Road. The*

*corridor commences at Tonawanda Creek Road and terminates at Main Street Lockport.*



## MONEY • SUPPORT • ASSISTANCE

The Niagara County Center for Economic Development can provide incentives in several different forms.  
[www.nccedev.com](http://www.nccedev.com)

### **485-b Real Property Tax Exemption**

Section 485-b of the Real Property Tax Law authorizes a partial exemption from real property taxation for commercial, business and industrial real property constructed, altered, installed or improved after July 1, 1976. Exemption is on a graduated scale over 10 years starting at 50% abatement.



### **Lease/leaseback and Industrial Revenue Bond Program**

Provides partial real property tax abatements, abatement of sales tax on construction materials and abatement of mortgage recording tax for sizeable capital investments and construction projects.

### **Micro Enterprise Assistance Program**

Working capital, inventory and equipment loan program.

### **SBA 504 Loan Program**

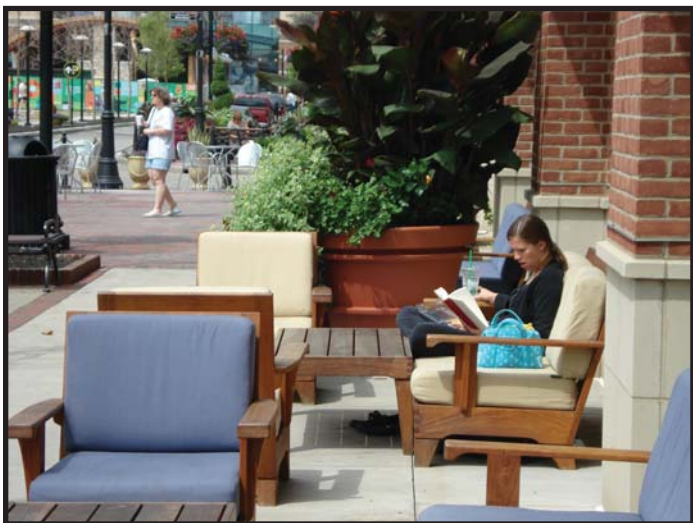
Provides low fixed-rate loans usually below the prime rate for machinery and equipment up to ten years in length and real property up to 20 years in length.

# Retail Market

Source: Claritas (RMP Opportunity Gap Analysis for Retail Stores 2007) shows the following retail opportunities:

## \$713,890,832 Opportunity

Total Retail Sales Including Eating and Drinking Places has a positive potential to grow by \$713,890,832 within the 10-mile retail marketing trade area. Other opportunity sub-classifications are listed below.



Classification	Opportunity
Furniture Stores	\$27,420,000
Home Furnishings	\$22,499,000
Electronic & Appliance Stores	\$21,032,220
Computer & Software Stores	\$8,674,957
Building Material, Garden Equipment	\$95,685,088
<hr/>	
Clothing & Accessories	\$85,653,668
Men's	\$5,005,574
Women's	\$16,158,587
Children's	\$4,241,097
Family	\$33,329,946
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Sporting Goods	\$11,600,478
Book Stores	\$1,645,450
Department Stores	\$88,519,344
Warehouse Clubs & Super Stores	\$83,888,447
Office Supplies	\$9,728,286
Foodservice	\$106,656,276
Full Service Restaurants	\$53,944,259
Limited Service Restaurants	\$47,745,100

# Retail Market (Continued)

Source: Claritas GAP Opportunity 2007

## \$371,601,900 Opportunity Department Stores

GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Overall, our retail marketing area is ripe for development and expansion. The area has large, open-market segments ready for development. This opportunity, coupled with the historically-themed architectural district, represents a bold, new opportunity for the future. The Transit North Committee, along with affected community building and planning departments, will work hand in hand with future developers to achieve a unique shopping district. Builders and developers, who embrace the historically-themed district, will be walked through the development process and enjoy a long and prosperous future within our community.

Claritas RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CET), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



Classification	Opportunity
GAFO Gen. Merchandise, Apparel	\$371,601,900
Clothing	\$85,653,668
Furniture	\$49,920,044
Electronics & Appliances	\$21,032,220
Sporting Goods	\$13,776,170
Office Supplies	\$9,728,286



# Demographic Information

Source: Claritas Demographics Snapshot Report 2007

Population	0 - 5 Miles	0 - 7 Miles	0 - 10 Miles
2011 Projection	44,932	58,424	128,028
2007 Estimate	45,392	58,579	125,774
2000 Census	45,834	58,479	121,038
1990 Census	44,318	55,473	110,189
<hr/>			
Growth 2007-2011	-1.01%	-0.025%	1.79%
Growth 2000-2007	-.096%	0.16%	3.91%
Growth 1990-2000	3.42%	5.42%	9.85%

We believe that the above growth estimates are below our internal projections given the residential growth pressures being exerted by several of our neighboring communities.



Average / Median	0 - 5 Miles	0 - 7 Miles	0 - 10 Miles
2007 Est. Average Household Income	\$58,475	\$62,078	\$77,688
2007 Est. Median Household Income	\$45,850	\$49,166	\$60,807
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2007 Est. Median Age - Male	37.09	37.61	37.89
2007 Est. Median Age - Female	39.93	40.26	40.63
2007 Est. Average Age - Male	36.98	37.27	37.34
2007 Est. Average Age - Female	40.06	40.04	39.86

# Demographic Information (Continued)

Source: Claritas Demographics Snapshot Report 2007

Households	0 - 5 Miles	0 - 7 Miles	0 - 10 Miles
2011 Projection	18,293	23,335	48,773
2007 Estimate	18,404	23,287	47,612
2000 Census	16,391	22,992	45,117
1990 Census	16,940	20,832	39,244
Growth 2007-2011	-0.60%	0.21%	2.44%
Growth 2000-2007	0.07%	1.28%	5.53%
Growth 1990-2000	8.57%	10.37%	14.97%



We believe that the above growth estimates are below our internal projections given that residential growth pressures being exerted by several of our neighboring communities.

2007 Est. Population	0 - 5 Miles	%	0 - 7 Miles	%	0 - 10 Miles	%
Age 0-4	2,741	6.04	3,459	5.91	7,287	5.79
Age 5-9	2,903	6.40	3,682	6.29	7,798	6.20
Age 10-14	3,149	6.94	4,098	7.00	9,127	7.26
Age 15-17	1,950	4.30	2,613	4.46	6,231	4.95
Age 18-20	1,827	4.02	2,363	4.03	5,033	4.00
Age 21-24	2,221	4.89	2,885	4.93	6,564	5.22
Age 25-34	5,567	12.26	6,815	11.64	13,369	10.63
Age 35-44	6,606	14.55	8,496	14.51	17,295	13.75
Age 45-49	3,804	8.38	5,036	8.60	11,186	8.89
Age 50-54	3,471	7.65	4,603	7.86	10,560	8.40
Age 55-59	2,912	6.42	3,861	6.59	8,798	7.00
Age 60-64	2,167	4.77	2,904	4.96	6,550	5.21
Age 65-74	2,859	6.30	3,757	6.41	7,937	6.31
Age 75-84	2,216	4.88	2,796	4.77	5,587	4.44
Age 85 and over	999	2.20	1,202	2.05	2,453	1.95

# Climate



Niagara Falls, NY

Ten Year Average	
Temperature	48.5°
Snowfall	68.0"

Month	Average Temperature (°F)	Average Snowfall (in)
Jan	24.4	31.9
Feb	28.0	12.1
Mar	33.5	18.3
Apr	45.0	2.9
May	56.3	3.0
June	66.6	0
Jul	70.5	0
Aug	70.0	0
Sept	63.6	0
Oct	51.5	Trace
Nov	41.3	10.4
Dec	30.9	33.6

Niagara County enjoys a moderation of temperature which is created by its unique position between Lake Erie, Lake Ontario and the Niagara Escarpment.

Because of our moderate temperatures we have become one of the fastest growing wine regions in America.

Our average ten year temperature is 48.5 degrees with an average annual snowfall of 68 inches. (National Weather Service, 1/2006)

# Quality of Life

While everyone agrees that Niagara Falls, is one of the world's seven natural wonders, there are a plethora of other regional attractions that make Niagara USA a special place to visit, work and live.

## **New York State Park Visitors' Center**

Prospect Park, Niagara Falls, NY

An introduction to the Falls and surrounding parks, exhibits, Great Lakes, gardens and tourist information center. Giant screen History Channel film, "Niagara, a History of the Falls."

## **Goat Island, Niagara Reservation State Park**

Access to the Three Sisters Islands, Falls and Upper Rapids viewing area. Wonderful area for a quiet walk, close up view of the rapids and The Top of the Falls Restaurant.

## **Cave of the Winds**

Goat Island, Niagara Falls, NY

Offers a spectacular, guided trip along special walkways at the base of the Bridal Veil Falls, located in Niagara Falls State Park.

[www.niagarafallslive.com/cave\\_of\\_the\\_winds.htm](http://www.niagarafallslive.com/cave_of_the_winds.htm)

## **Aquarium of Niagara**

701 Whirlpool Street, Niagara Falls, NY

Dive into a world of discovery with over 1500 aquatic animals including sharks, piranhas, California sea lions, Moray eels and a colony of endangered Peruvian penguins.

[www.aquariumofniagara.org](http://www.aquariumofniagara.org)

## **Buffalo Zoo**

300 Parkside Avenue, Buffalo, NY

More than 1000 wild and exotic animals from all over the world. Multi-million dollar renovations and new exhibits make the Buffalo Zoo the pride of Western New York.

[www.buffalozoo.org](http://www.buffalozoo.org)

## **Albright Knox Art Gallery**

1285 Elmwood Avenue, Buffalo, NY

Its permanent collection includes works by Picasso, Van Gough, Matisse, Monet, Renoir and Warhol. The gallery has been sited as one of the world's top gallery of contemporary paintings and sculptures.

[www.albrightknox.org](http://www.albrightknox.org)

## **Lockport Locks and Erie Canal Cruises**

210 Market Street, Lockport, NY

Experience a narrated cruise on the Erie Canal and feel the excitement of being raised and lowered 50 feet in the only double locks along the Historic Erie Canal.

[www.lockportlocks.com](http://www.lockportlocks.com)

## **Lockport Cave & Underground Boat Ride**

2 Pine Street, Lockport, NY

(716) 438-0174

[www.lockportcave.com](http://www.lockportcave.com)



# Educational Institutions

Niagara County provides a wide range of educational possibilities that are offered through a unique variety of educational facilities and institutions. Bachelor, Associate and advanced university degrees can be earned days, nights, full or part time. Niagara County also offers programs for young workers and re-trains individuals to sharpen their skills for entry into today's challenging marketplace.

Niagara County has ten public school districts. Vocational and technical training schools also support the needs of local business and industry.

Western New York is home to 15 four-year collegiate schools, graduating more than 20,000 from a base of more than 100,000 annually. The largest public university in the State with 35,000 students, the University of Buffalo, offers more than 300 graduate and undergraduate programs and the campus is only 12 miles south of the Transit North corridor.



University of Buffalo North Campus

*Our institutes of higher education offer several specific initiatives to help facilitate economic development in Niagara County.*

## **Small Business Development Center**

(small business startup assistance, business counseling and support)

(716) 614-6480 | Fax (716) 614-6825

## **International Trade Resource Center**

(import and export assistance, seminars and resources)

(716) 285-4793 | Fax (716) 285-4797

## **Cooperative Education and Placement Services**

(recruits co-op students, graduates and alumni)

(716) 614-6290 | Fax (716) 614-6700

## **Community Education Program**

(short term vocational training, computer training, professional development)

(716) 614-6470 | Fax (716) 614-6822



THE SMART PLACE TO START

# 1 BILLION DOLLARS

Transit North is a fantastic opportunity for any business interested in locating within our themed historic district. With daily vehicle traffic counts of 32,000 cars per day, a 10-mile population of 125,774, and an average 10-mile household income of \$77,688, we have a market to make your next retail location an instant success.

We offer a retail opportunity to capture over \$1,000,000,000 (1 Billion Dollars) in new sales, \$713,890,832 retail and up to \$371,601,900 in department store sales. Source: Claritas RMP Opportunity Gap Analysis.

We pledge to make your experience within our Historic Canalway Corridor a pleasure. We will work with you every step of the way to insure you have the support you need. Our sincere hope is to make your stay a lasting and profitable venture.

We look forward to meeting with you and your associates to explain the unique opportunity that exists in this exciting development corridor we call "Transit North."

Sincerely,  
Marc R. Smith - Supervisor  
Town of Lockport

6560 Dysinger Road  
Lockport, NY 14094  
Tel (716) 439-9520  
Fax (716) 439-0528  
[supervisor@elockport.com](mailto:supervisor@elockport.com)



**TRANSIT NORTH**  
HISTORIC CANALWAY CORRIDOR

