

# www.TransitNorth.com



Transit North is a multi-community, architecturally-themed, historic shopping district. Our marketing research shows us that we have extensive growth capacity for additional retail businesses within our trade area.

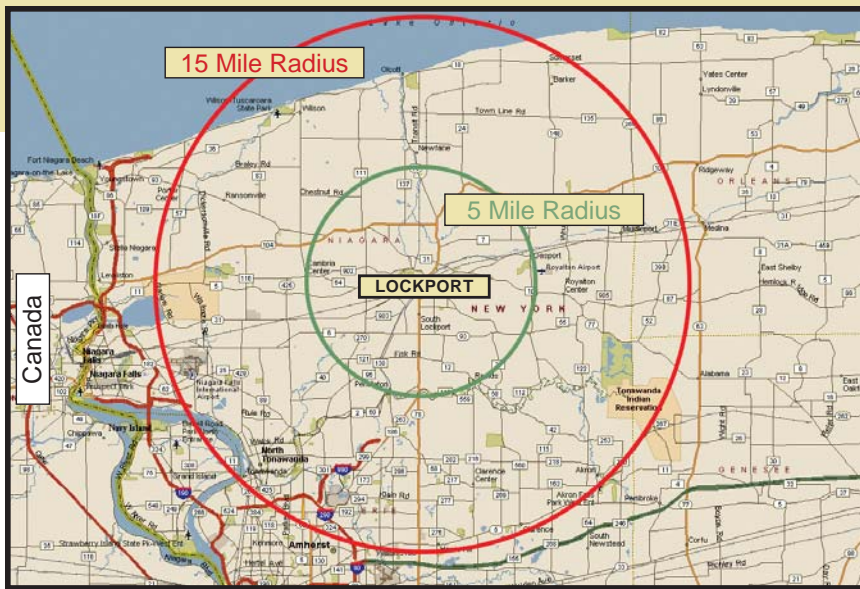
*Source Claritas 2007 Market Gap Analysis, Demographic Snapshot data set*

## 1 BILLION DOLLAR OPPORTUNITY

Find Out How You Can Claim Your Part of this Great Economic Opportunity



CITY & TOWN OF LOCKPORT, NY • TOWN OF PENDLETON, NY



Market Area	5 Miles	7 Miles	10 Miles
<b>Population:</b>			
2011 Estimate	44,932	58,424	128,028
2007 Estimate	45,392	58,579	125,774
<b>Income:</b>			
2011 Average	63,840	68,154	85,772
2007 Average	58,475	62,078	77,688
<b>Households:</b>			
2011 Estimate	18,294	23,589	48,754
2007 Estimate	18,404	23,287	47,612
<b>Ages:</b>			
2011 Median	39.8	40.3	40.5
2007 Median	38.5	39.0	39.3

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
Clothing & Accessories	\$85,653,668
Men's	\$5,005,574
Women's	\$16,158,587
Children's	\$4,241,097
Family	\$33,329,946
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
GAFO Department Stores	\$371,601,900



**Total Retail Sales Including Eating and Drinking Places has a potential to grow by 1 BILLION DOLLARS within our 10-mile retail marketing trade area.**

*Source: Claritas 2007 Market Gap Analysis*

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.



# 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 ten 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.

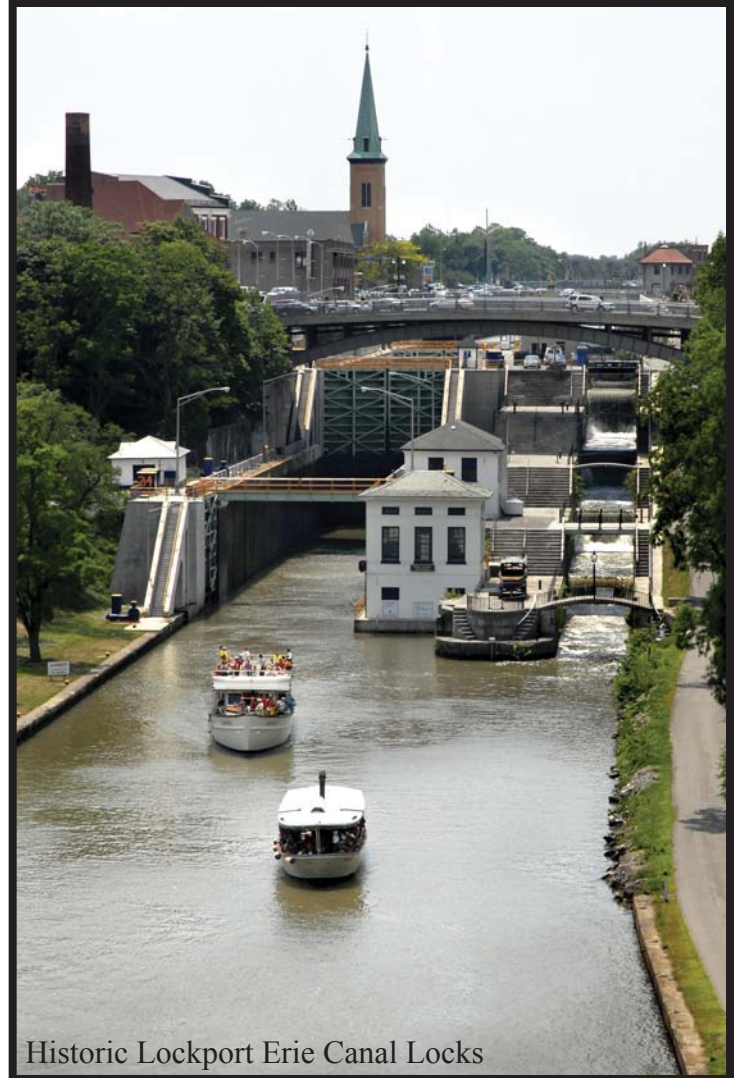
We offer a retail opportunity to capture over 1,000,000,000 (1 Billion Dollars) in new sales, \$713,890,832 retail and up to \$371,601,900 in department store sales.

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



Historic Lockport Erie Canal Locks



**TRANSIT NORTH**  
HISTORIC CANALWAY CORRIDOR



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

Lockport Locks and Banner photos by Dennis Stierer. Brochure design by WebEssentials (WebEssentials.com)

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