



Crossroads Cos. is developer of new 70,000 s/f ShopRite at Crossroads at Stony Point; operated by Inserra Supermarkets

November 22, 2010 - Shopping Centers

Area residents no longer have to travel beyond their municipality's borders to shop for and purchase groceries. They now have a supermarket they can call their own-ShopRite of Stony Point. Located at 22 Holt Dr. within the newly developed Crossroads at Stony Point retail center, the 70,000 s/f ultra-modern supermarket boasts an array of amenities and selections that satisfy customers' canned and non-food, health-related and perishable product needs.

Operated by Inserra Supermarkets, one of the largest supermarket chains in the metropolitan area, the new ShopRite features the latest in energy-efficient operating systems and technology, including an adjustable lighting system designed to reduce traditional supermarket usage and cost by 30%. The supermarket's spacious aisles and customer-friendly layouts ensure a pleasant shopping experience for everyone, from the individual shopper to those with small children.

"This ShopRite reflects the newest planning, design and development trends for supermarkets throughout the region," said Stephen Hittman, president and founder of Crossroads Companies, LLC, the developer of Crossroads at Stony Point. "Recognizing that there was a significant gap for the community's more than 48,800 residents, local officials supported this project since its inception and have been committed to seeing it through to fruition."

Off of Rte. 9W, the 94,000 s/f shopping center offers more than 550 parking and is among the most functional and easy to navigate retail centers in northern Rockland County. The ShopRite features a fresh bake shop and seafood department; full-service floral; fresh and hot prepared foods, including sushi; a salad and Mediterranean olive bar; gourmet coffee bar and caf  ; and natural and organic selections. In addition, there is a self-serve frozen yogurt bar, complete with a toppings station.

The new ShopRite anchors seven other 2,000 s/f retail shops as well as one "junior" store of 8,000 s/f, all of which are receiving their finishing touches. Among the newly signed tenants are Stony Point Liquors and an Asian restaurant.

"The center's Empire Zone designation has prompted a great deal of interest among local, regional and national retailers who provide various convenience and lifestyle services," said Hittman. Crossroads Cos. has been collaborating with the Rockland Economic Development Corp. to attract and retain tenants who will benefit from this highly effective economic development program. Designed to stimulate economic growth, the Empire Zone Program offers tax incentives for new businesses as well as existing businesses seeking to expand or create more jobs. The newly opened ShopRite resulted in the hiring of more than 200 new full- and part-time workers from the surrounding area.

A regional development company with a portfolio valued at approximately \$150 million, Crossroads Cos. is a leading developer of neighborhood and supermarket-anchored shopping centers. The Mahwah, N.J.-based company also is marketing the available space and serves as exclusive

leasing agent of the Crossroads at Stony Point retail center.

ShopRite is the registered trademark of Wakefern Food Corp., a Keasbey, N.J.-based retailer-owned cooperative consisting of 47 members. With more than 200 ShopRite supermarkets throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, the banner serves more than 5 million customers each week.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540