



## **Modells re-opens at expanded 268,000 s/f Post Road Plaza**

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Modell's, the nation's oldest family-owned and operated sporting goods retailer, has re-opened at Post Road Plaza in Pelham Manor, in its new, two-story space, announced retail real estate services firm Levin Management Corp., the property's exclusive leasing and managing agent. The 268,000 s/f shopping center is in the midst of a major repositioning, retenanting and renovation that is introducing a 75,000 s/f Fairway Market as its new anchor, developing a value-oriented retail mix, and incorporating a modern look and feel.

The expanded Modell's store anchors Post Road Plaza at its Pelham Parkway entrance. It features 22,000 s/f of space, a large portion of which is on the property's second floor.

Founded in 1889, Modell's carries sporting goods, sporting apparel, menswear and brand-name athletic footwear. The company operates more than 140 stores throughout the northeast and mid-Atlantic states.

"As a long-time tenant at Post Road Plaza, Modell's is an important part of this neighborhood's past and future," said Matthew Harding, Levin's president and COO. "One of our foremost goals for the repositioning of Post Road Plaza involved strengthening the property's tenant mix to hold its position as the dominant center within what is becoming a vital retail area. Keeping Modell's was a major part of our strategy."

"All of Post Road Plaza's existing tenants chose to stay, and many are renovating or expanding," he said. "Additionally, we have added and will continue to add new retailers, to enhance the center's diversity and appeal."

Other Post Road Plaza tenants include A.J. Wright, Dress Barn, Mandee, a Citibank branch, Hallmark, GNC and OTB. In addition to the introduction of Fairway Market-which will be the largest grocery store for miles-Marshalls Shoe Megashop recently opened a new location at the property. Levin also is negotiating with several additional potential tenants.

"We still are marketing a prime first-floor unit adjacent to Fairway Market," said Levin's Barry Greenberg, who heads the leasing team for Post Road Plaza. "We also have other space available on the second floor. Interest remains strong - the retailers we are working with recognize the appeal of the center's location and demographics."

Located at the intersection of Pelham Parkway and Boston Post Rd. (US-1), Post Road Plaza sits just a few yards from the Hutchinson River Parkway. Some 115,000 vehicles per day pass the property. Average household income within a mile is \$86,508, projected to rise 13.5%, to \$98,209, by 2013.

The renovation at Post Road Plaza is nearing completion. It features new facades to create a post-industrial feel. New lighting, paving, and landscaping round out the new look, and the second floor of the structure is being reconfigured for new tenants as well. Post Road Plaza includes an innovative, highly visible signage program as part of the renovation.

