



Erie Station News

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Survey Results To Date

We want your suggestions for making Erie Station West Henrietta exactly the place you want it to be, so we've provided the chance in our survey for you and your neighbors to select the kinds of shops and services you would like. The survey is accessible from our web site, www.eriestationretail.com.

With over 450 responses to date, here are the types of stores and services in highest demand.

Business Type	Preference
Bakery Shop	62%
Coffee Shop	61%
Family Restaurant	52%
Drug Store	51%
Food Specialty Store	35%
Bank Branch	35%
Upscale Restaurant	33%
Video Store	30%
Liquor Store	28%
Salon/Spa	27%
Dry Cleaners	24%
Business Restaurant	23%
Clothing Store	17%
Day Care Center	14%

What's New at Erie Station?

As you can see from the huge pile of topsoil on West Henrietta Road, construction started in October. In addition to the grading, we have started construction of the basic network of roads and utilities for the site. Work will start soon on the foundation for the new Pride and Joy Day Care Center.

Welcome to Pride and Joy Day Care

On Labor Day Weekend 2008, Pride and Joy Day Care will be relocating their facility on East Henrietta Road to Erie Station. Founded in 1998 as a residential child care center, Pride and Joy has grown into a full-service Day Care Center offering infant, preschool, and afterschool care. Pride and Joy will occupy their own custom-designed 7,200 sf building in Erie Station (Building F on our architect's rendering on page 2) and will have the capacity to care for 106 children.

Erie Station is very pleased to welcome Pride and Joy Day Care as the first tenant in our new neighborhood convenience center!



Leasing Information

If you are interested in leasing information, please contact Michael Trojian at (585) 334-4110, or mtrojian@konarproperties.com.

Other Survey Results

In addition to the survey, our web site asks for other ideas you might have for making Erie Station a valuable neighborhood convenience center. Some of your representative comments are quoted below.

- I can't wait to have a village of retail business close by. The ideal plaza would contain a bakery/coffee shop and a grocery store (something classier than a convenience mart, but smaller than Wegman's).
- Don't settle for anyone; be particular!
- I would very much like to see preference/incentives given to locally-owned businesses. We DO NOT need another cookie cutter strip mall. For this project to succeed, it must be attuned to the neighborhood – hence local businesses are most appropriate.
- A family friendly atmosphere where people, especially those with children, can sit outside and enjoy spending some relaxing time together.
- Henrietta doesn't need another gross strip mall!

- Please make every effort to shun the franchise market business and encourage local retailers to populate the area. There's something to be said for being able to support good local businesses and not having to stop at a Tim Horton's, Starbucks, etc.

We hear you, and we couldn't agree more!

All of our initial mailings to coffee shops, bakeries, clothing stores, and restaurants went to local and family-owned businesses. Our first tenant will be Pride and Joy Day Care, owned and operated by Gina Harrington and Denise Johnson, both from Henrietta.

To date, however, we have not had the same success with other types of businesses. In fact most of the inquiries we are receiving are coming from the national companies rather than local ones. Also, we approached CVS (a national chain, yes, but there are few if any independent drug stores left) about locating a store here, but were told with a drugstore nearby on East Henrietta Road they thought they might cut into their existing market.

How You Can Help

If there is a local store or business you would like to see locate in Erie Station, let them know it! Feel free to direct them to our website and survey, and to tell them you will patronize their business in this new location. If you have any leads you would like to share with us or ask us to pursue, you can post the comment on our web site, www.eriestationretail.com or call us at 334-4110.

Also, encourage anyone who has not already filled out the survey to do so. We use the survey results in our marketing to new tenants, so the more the merrier.



Erie Station West Henrietta Architect's Rendering

Thank you for your support! Please accept our best wishes for the holiday season.

