

MARKETS



NO BOUNDARIES: *Taking Retailers Across Philadelphia And Beyond*

One would think that the Greater Philadelphia region, with over 7.5 million people would be big enough to keep us busy. Yet, the fourth largest market in the country is where the expertise of Metro Commercial only begins. Our super-regional reach extends throughout one of the most important and populous sectors of the country, as the dominant retail advisory firm between New York and Maryland.

Our world reaches the most significant metropolitan areas, including New York (#1), and Pittsburgh (#22), and everywhere in between. Retailers like Target look to Metro Commercial for our marketing knowledge that extends from Lake Erie all the way to the beaches of Southern New Jersey. Sports Authority, Cosi, GameStop, The Vitamin

Shoppe, and FedEx Kinkos are just a few examples of growing successful retailers that utilize Metro Commercial's ability to reach from the edge of New York to the edge of Maryland... an area with over 22 million people!

PETSMART and Circuit City have a vibrant national expansion program implemented by Metro Commercial in the Eastern US. This has been accomplished by being the one-stop source for implementing and executing a successful strategy, utilizing the latest in technology, as well as hard-nosed negotiation and advocacy.

Metro Commercial is a part of the team, a trusted confident and resource. . . beyond brokerage, and beyond boundaries!

INSIDE: **FEATURED PROPERTIES**
page 2

UNDER CONSTRUCTION
page 5

NORTH JERSEY TEAM
page 6

NEW FACES
page 7



FEATURED PROPERTIES

Located on Carlisle Pike (US 11) and Lambs Gap Road, Mechanicsburg, PA, **Silver Spring Square** (±500,000 SF), is situated on the Former 55-acre Silver Spring Speedway and has easy accessibility from Route 81. Upon its opening in Spring 2007, it will be anchored by Wegmans Supermarket and Target. Additional retailers include Bed, Bath and Beyond, Ross, Panera Bread, Chili's Tex/Mex Restaurant and OfficeMax. The center is being developed by Regency Centers of Jacksonville, Florida.

Located between Interstate 81 (Exit 17) and Norland Avenue, Chambersburg, PA, **Chambersburg Crossing** (±475,000 SF) is a new power center under development by

Kimco Realty Corporation. Delivery is planned for late 2006/early 2007, and this premier center will be anchored by Target, Giant Foods and Kohl's. National tenants will also include PETSMART, Michael's, TGI Friday's, Red Robin and Staples.

In Carlisle, PA, **Carlisle Crossing** (±350,000 SF) is a power center currently under development. Located at I-81 at York and Trindle Roads, this beautifully designed center has select availabilities, both in-line and pads. Retailers include Target, Kohls, Old Navy, PETSMART, Michael's and Pier One Imports.

With high visibility from Route 309 in Montgomeryville, PA, **Airport Square** (±267,000 SF) is a recently reno-

vated center anchored by Marshalls, Home Goods, Old Navy, Best Buy, and Borders. Pad and junior anchor spaces are immediately available.

In Flemington, NJ, located at 334 Route 331, the expansion of **Prestige Plaza** is an opportunity to lease space in an extremely established and successful 100,000 SF neighborhood center. Located in the heart of Flemington, the area boasts high incomes with an average of \$128,000 within a 5-mile radius. There are currently pad sites and a liquor license available. Anchors include Super Stop & Shop Supermarket and Commerce Bank.

Also in Flemington, NJ, **Hunterdon Shopping Center** is a highly acces-

RETAILERS SPOTLIGHT

Metro Commercial is currently representing three of the great names in retailing: DSW Shoes, Filene's Basement, and Value City Furniture. All three stores are owned by Retail Ventures Inc. of Columbus, OH. Each brand is seeking strategic expansion opportunities throughout the greater Philadelphia region.



±30-40,000 SF



±40-50,000 SF



±20,000 SF



sible 106,000 SF neighborhood center located at Routes 202/31 and Reaville Avenue. There is currently $\pm 4,580$ -12,000 SF available for lease. The prominent center already includes Staples, Pier One Imports, and Bank of America.

In Roseland, NJ, **Eagle Rock Commons** is a magnificent neighborhood center under construction at Eisenhower Parkway and Eagle Rock Avenue. With $\pm 1,200$ -10,000 SF available, this center maintains a strong daytime population and is in close proximity to Route 10 and Interstate 280. Current tenants include Walgreens, Commerce Bank, Bensi Italian and Starbucks Coffee.

Dover Point Shopping Center in Dover, NJ, is a new retail center in the heart of the Rockaway regional shopping area, located at Route 15 and Mount Pleasant Avenue. There is currently up to $\pm 14,000$ SF available in this high profile center which is slated for delivery in Fall 2006. Area co-tenants include Wal-Mart, Home Depot, Target and Costco. The adjacent area boasts strong traffic counts and high incomes.

Located on Route 72 and the Garden State Parkway in Manahawkin, NJ, **Stafford Park** will be a $\pm 650,000$ SF center that will be one of the most prominent new retail developments in Ocean County. The project will have direct access from the Garden State Parkway and can accommodate big-box, in-line, and pad retailers. Planned delivery is in early 2008.

The Plaza at Cherry Hill is prominently located adjacent to the Cherry Hill Mall, which is undergoing a multi-million dollar expansion and upgrade next year. The 437,557 SF center can accommodate big-box retailers that want to take advantage of this high visibility location on Route 38. With up to $\pm 100,000$ SF available, the center is currently occupied by Raymour & Flannigan Furniture, Tower Records, The Guitar Center, LA Fitness, and Ashley Furniture.

Currently under construction, the $\pm 350,000$ SF **Town Square Plaza** is located on Berlin-Cross Keys Road, in Sicklerville, NJ, in the rapidly growing area of Gloucester County. The center will be occupied



by Target, Lowe's, Circuit City, and PETSMART and limited in-line space is still available. Opening is planned for late 2006.

“Even with interest rates creeping upward, there is still a voracious appetite by the investment community to acquire strategically located centers throughout the area. Sellers will continue to benefit from this extraordinarily bullish market for the foreseeable future.”

Paul E. Rumley
Principal



Paul & Kurt Rumley
Investment Sales

In the preceding twelve months, Metro Commercial sold nine shopping centers totaling approximately 1,000,000 square feet and valued at over \$90 million. The emphasis during this period of brisk sales activity has been mid-sized centers, ranging from 28,000 sq. ft. to 182,000 sq. ft.

Coincidentally, two of the most notable centers sold were originally developed by Trammell Crow as part of its national “Festival” concept of shopping center development, although they had been long sold to other owners. Metro Commercial represented Pennsylvania Real Estate Investment Trust on its sale of Festival at Exton (in Exton, PA). At the time of the sale, the center was one-third vacant, however, its location made for a highly competitive marketing campaign in the highly desirable Chester County region. Metro also represented AMC Delancey Group on its sale of Festival at Hamilton, in Mays Landing, New Jersey. This center, anchored by Acme supermarket, was substantially leased and located in the burgeoning Atlantic City regional market.

INVESTMENT SALES



Led by President Nina Kilroy, CPM, and her team, Metro Commercial Property Management Services, Inc. managed over 5 million square feet in 2005 and expects to see a significant increase in 2006. A notable addition to the property management portfolio is Seacourt Pavilion, a 250,000 SF power center located in Toms River, NJ. This significant bi-level property is anchored by L.A. Fitness, Marshalls and Lowes Theaters. Seacourt Pavilion is a perfect example of the synergy between the management and leasing teams. Because the center is both managed and leased by Metro Commercial, the owner realizes value-added services, as well as immediate response in every aspect of their requirements.

As retail real estate continues to prosper, the addition of owner-managed centers will contribute to the property management team’s growth and overall success.



MANAGEMENT UPDATE

“More than ever before, managers and owners are turning to Metro Commercial Property Management Services to provide sophisticated financial reporting. By offering our clients access to a full-service accounting team, we are able to provide Argus/Dyna runs and pro-formas needed to give Metro Commercial an edge over the competition.”

Nina R. Kilroy, CPM
President
Metro Commercial
Management Services, Inc.



“With natural disasters, such as hurricanes Katrina and Rita wreaking havoc throughout the South in 2005, the trickle-down effect will cause a continuation of escalating construction costs for years to come. Yet the Construction Services team is confident that landlords throughout the region will continue to turn to Metro Commercial Construction Services to evaluate and complete projects on time and on budget.”



Philip Yurkow
President
Metro Commercial
Construction Services, LLC

Metro Commercial continues to provide valuable and cost effective construction services as part of our full-service approach to maximizing the worth of a client’s asset.

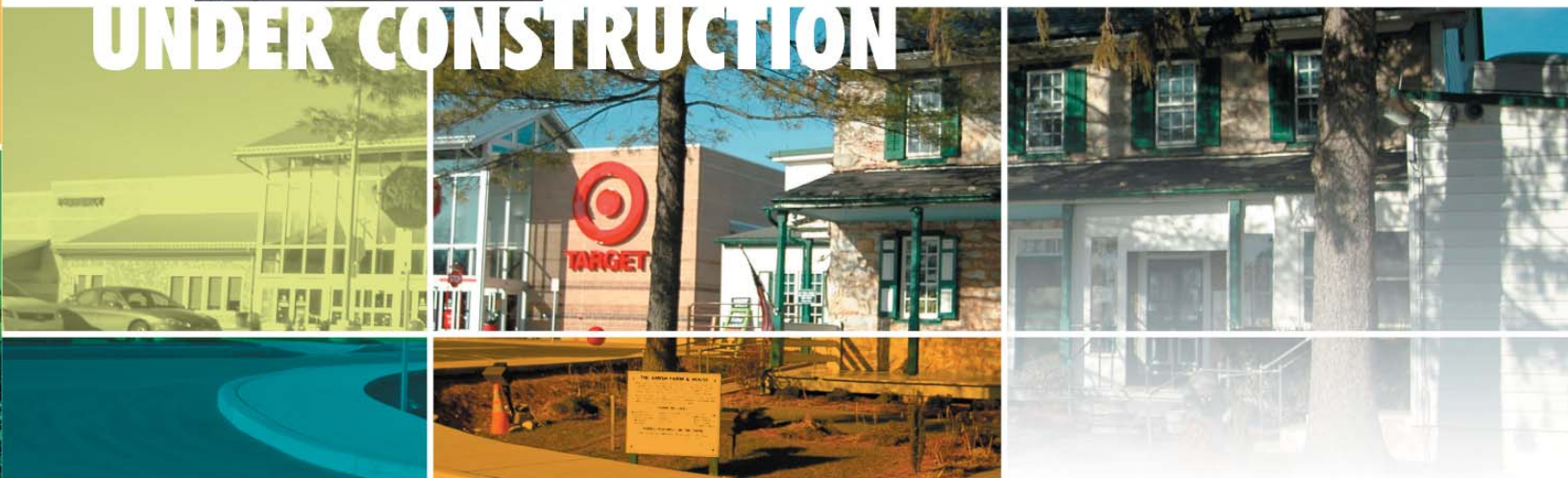
Led by Phil Yurkow and Len Crescenzo, the team has been recently tapped for a variety of projects. They are in the midst of completing Covered Bridge Marketplace, a highly complex center being developed by Tim Harrison in Lancaster, PA. This center involved

major logistical and site work issues as well as unique off site improvements and the relocation of a working farm which remained in operation. The center is opening this spring.

On behalf of Valley Forge Investment Corp., Metro Commercial Construction Services is in the process of completing an extensive façade renovation and upgrading of two community centers. Clover Square, a 180,000 square foot center in Mercerville, NJ included a new addition and several tenant build-outs. Warrington Plaza, an 87,000 square foot center that is now in the midst of a major regional shopping area, has been upgraded so it can now garner a higher quality and broader array of national retailers.

Currently, Phil, Len, and their team are working on several large and exciting proposed construction projects in the region that we will tell you about later this year...on-time and on-budget!

UNDER CONSTRUCTION



RECENT DEALS

A lease for a new 3,489 SF **Cosi Restaurant** at 833 Chestnut Street in Philadelphia, PA was negotiated by **Michael Murray** and **Craig Sherby**.... In Reading, PA at 501 Penn Street, an 8,190 SF lease for discount clothing chain **Rainbow Apparel Company** was negotiated by **Greg Jones**.... In Bear, DE at Route 1 and Route 40, a new lease for a 7,200 SF **Dress Barn** was negotiated by **Rob Cooper**....At Cedarbrook Plaza in Cheltenham, PA, a lease for a 20,000 SF **K&G Men’s Center** was completed by **Mark Gerlach**...**Jeff Lagowitz** and **Michael Murray** negotiated a new lease for a 4,591 SF **Carter’s Children’s Wear** at the Shops at Rockaway in Rockaway, NJ... At Street and York Roads in Warminster, PA three new leases, including a 1,300 SF **Starbucks Coffee**, a 14,353 SF **Rite Aid Pharmacy** and a 2,400 SF **Premier Bank** were negotiated by **Lisa Rosenfeldt**, **Glenn Marvin**, and **Steve Niggeman**...**Brent Barbehenn** brokered the sale of a 10,000 SF former Eckerd Pharmacy in Ocean City, NJ ...**Randy Hope** and **Greg Jones** negotiated the sale of **Bethlehem Plaza** (150,000 SF) located at Route 22 and Route 191 in Bethlehem, PA ... **Kurt Rumley** and **Paul Rumley** brokered the sale of 2 shopping centers: **Colonial Shopping Center** (28,640 SF) located at South George Street in York, PA and **Yeadon Plaza**, (25,096 SF) located at 200 McDade Boulevard in Yeadon, PA.



From Left: Jeff Lagowitz, Glenn Beyer, Ira Kerner, Mike Gorman, Tom Butera, Steve Gartner, Pete Nicholson

NORTH JERSEY TEAM

Happy 1st Birthday! It's hard to believe that our North Jersey office in Fort Lee is already one year old. We are currently representing the expanding needs of over 20 major national retailers, and leasing 15 significant properties totalling 2,000,000 SF. Retailers with aggressive expansion programs include Verizon Wireless, Great Clips, Cosi, Carter's, Corners Picture Framing, and Game Stop.

We are also excited to announce the addition of Glenn Beyer and Ira Kerner to our North Jersey office.

Glenn joins Metro Commercial with over 10 years of real estate experience with a specialty in retail leasing for both tenants and landlords throughout Northern New Jersey. He previously served as Vice President of Sales and Leasing for

Halibej Realty Associates in Parsippany, NJ, where he was responsible for the completion of over 125 retail leasing deals for such notable clients as Commerce Bank, Champion Mortgage, and Goodwill Industries.

Ira Kerner, a seasoned professional in all aspects of commercial real estate, joined Metro Commercial's leasing team in March. Ira comes to Metro Commercial from The Schultz Organization in Woodbridge, New Jersey, where he served as Director of the Retail Division.

With talent like this...the future looks bright! Our North Jersey office will remain focused on our clients' requirements and will continue to provide access to the most prominent retailers and properties throughout central and northern New Jersey.





Len Crescenzo
Senior Project Manager
Metro Commercial Construction Services, LLC

He's a Player: In 1967, Len was awarded a Gold Medal at the Penn Relays for running the third leg of the 440 Relay. He also played on the 1968 Philadelphia High School championship football team – Cardinal Dougherty where he played as a running back.

Philosophy on Life: To be good at what I do and to be as helpful as I can in all aspects of my life. My job is not just a job, it's a passion and a principle of wanting to do the best I can.

UP CLOSE And Personal...

Since joining Metro Commercial Construction Services in 2003, Len Crescenzo has been responsible for managing the construction tasks on 38 shopping centers. Working closely with architects, engineers and general contractors, he is a champion multi-tasker, with a resume that boasts an expansive scope of projects ranging from design and management to new retail store build-outs for both landlords and tenants. Len has been at the forefront of center parking lot repaving projects, existing shopping center site lighting replacements and the installation of new shopping centers and retail building additions.

First Job: Bellhop at Sea Isle Inn in Sea Isle City, NJ.

Home Base: Croydon, PA with wife Nancy.

Little Known Facts: Len was featured in the *Philadelphia Inquirer* in 2004 as someone who embraced the principles of the Mediterranean Diet. By following the regimen, he lost 30 pounds and his blood sugar came under control. Len has four children and six grandchildren. He is also a great cook and loves to prepare great meals whenever time permits.

Goal Yet to be Achieved: I've achieved everything I've ever wanted and just hope to maintain the beautiful life I have with my wonderful wife and family. My goal is to just stay healthy and enjoy every day.

Person Most Interested in Meeting: I've always been interested in Clint Eastwood and Paul Newman. I admire them both as talent, and in their humanitarian way of living.

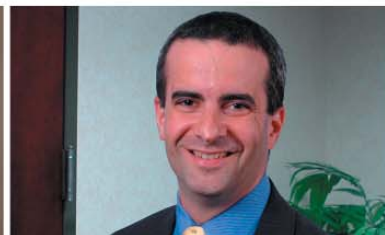
Favorite Way to Spend Free Time: Enjoying nature, wildlife and hunting and fishing, though my wife has told me that I can't hunt anything that she names first!



Mary Hughes
Brokerage
Mt. Laurel, NJ



Melissa Baron
Team Coordinator
Conshohocken, PA



Ira Kerner
Brokerage
Fort Lee, NJ



Jessica Hagmayer
Accounts Payable Manager
Mt. Laurel, NJ

NEW FACES



Amber Sanchez
Administrative Asst.
Mt. Laurel, NJ



David Niven
Property Manager
Mt. Laurel, NJ



Marlene Gill
Office Manager
Fort Lee, NJ



Glenn Beyer
Brokerage
Fort Lee, NJ

A Publication Of

**Metro Commercial Real Estate, Inc.
Metro Commercial Management Services, Inc.
Metro Commercial Construction Services, LLC**

*Specialists in Retail Leasing, Sales, Management and
Construction Services With Offices Located At:*

303 Fellowship Road
Suite 202
Mount Laurel, NJ 08054
Leasing: (856) 866-1900
Management: (856) 866-2500
Fax: (856) 866-1611

Eight Tower Bridge
161 Washington Street
Suite 375
Conshohocken, PA 19428
Phone: (610) 825-5222
Fax: (610) 825-5156

Two Executive Drive
Suite 660
Fort Lee, NJ 07024
Phone: (201)-720-2300
Fax: (201)-592-1677

www.metrocommercial.com

Steven H. Gartner

President: Metro Commercial Real Estate

Nina R. Kilroy, CPM

President: Metro Management Services

Philip J. Yurkow

President: Metro Construction Services

Other Principals of the Firm:

Metro Commercial Real Estate, Inc.

Jeffrey Lagowitz

Thomas E. Londres

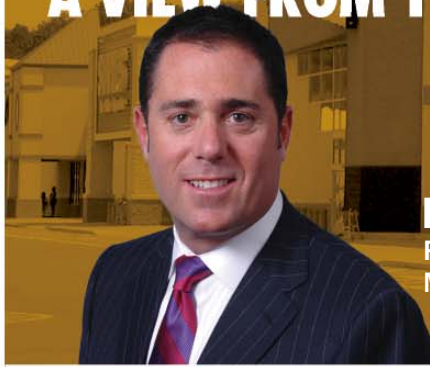
Stephen J. Niggeman

Paul Rumley

Nancy VanIstendal, CPA



A VIEW FROM THE GROUND FLOOR



By Steven H. Gartner

President

Metro Commercial Real Estate, Inc.

WHAT MAKES OUR AREA SO SPECIAL, ANYWAY?

It's dense...it's rich...it's hard to get into. No, it's not a fancy dessert. It's not an oversubscribed country club. It's the retail real estate market in the Northeast and the Mid-Atlantic.

When expanding, thriving retailers look at their opportunities for growth in the US, many options abound. The Sunbelt is showing retail growth along with unrestrained population expansion, plus the added infrastructure of new roads, schools, hospitals, and other infrastructure. (When was the last time a hospital was built in Philadelphia from scratch?) The proliferation of lifestyle centers is bringing upscale national retailers to tertiary markets that never had premium shopping before. And yet, it is only in our region that we find the demographic perfect storm that sets retailers hearts a flutter.

Lots of bodies? We got them. Latino? Yup. Urban yuppies? Them too. Soccer moms? Plenty of them. Fifty-something spenders? By the bucketful. Affluent African-Americans? For sure. Whatever a retailer's preferred demos are, they can be found here. Even a seemingly rural site in Delaware has more favorable demographics than most of the United States!

The success stories of retailers bear this out. Many chains' best stores in the country are in the Northeast and Mid-Atlantic. There is hardly a dog of a mall here, as per square foot sales easily exceed the national average. Of course, we have impediments to unbridled retail expansion. The dense population that is the benefit of our area also means a paucity of open and available development sites. Older boxes do not become readily available because successful retailers just don't shutter stores as often. The real estate often just looks ugly and dated, sitting astride industrial areas. Multi-level. Left turns from the jug handle. Loading, parking, visibility, and access imperfections. Construction and employee labor woes. And so on....

Yes, it's all worth it to take advantage of the most desirable population base in the country. Metro Commercial's commitment to be the preeminent full-service retail real estate company is evident as we've expanded geographically. Our unsurpassed market knowledge of the area between New York, Maryland, and Ohio can guide and counsel the needs of growing retailers and owners in this area. True, the rest of the country may one day catch up, but until then, let's take advantage of what this area has to offer!

VISIT US AT THE ICSC SPRING CONVENTION BOOTH # 1035 TENTH AVENUE

