



WHALLEY AVENUE

ONE STREET: MANY POSSIBILITIES

RETAIL/DINING DESTINATION ♦ NEIGHBORHOOD
COMMUTER ROUTE ♦ BUSINESS LOCATION



District Profile:

- 1.2 miles long, encompassing Dwight, Dixwell, Beaver Hills, Edgewood, and Yale communities.
- **No other local corridor in New Haven comes close to Whalley's peak traffic counts.** Daily traffic averages around 20,000 vehicles.
- **Local + Regional Market Pull**
Major artery to downtown from New Haven's northwest neighborhoods and adjacent suburbs. Woodbridge commuters alone number 2,000.
- **Strong Private Investment**
Over \$4.9 million has been invested in the Whalley Avenue Special Services District over the past five years, such as construction and renovation by CVS Pharmacy, Dunkin' Donuts, Shaw's Supermarket and Marrakech.

Diverse Demographics Create Demand...

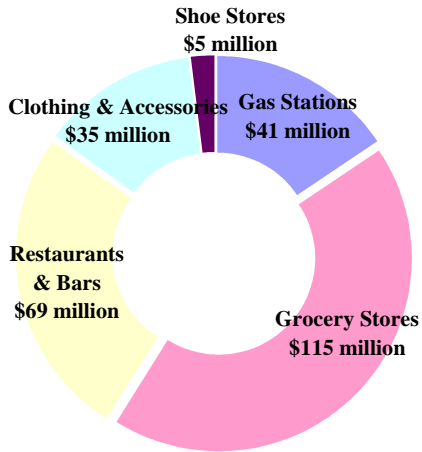
- Population of 61,000 in primary/secondary market area is larger than 93% of the towns in Connecticut. (Only 11 towns have more people.)
- Market population is 51% Black, 34% White and 13% Latino.
- Significant numbers of non-senior single people among area's 21,000 households.
- 23% of homes are owner-occupied; 77% are rented (mainly multi-family units).
- Moderate incomes predominate, with two-thirds of the immediate market area earning between \$20,000 and \$75,000 annually.

...for a Wide Variety of Goods/Services

Market Data/Opportunities:

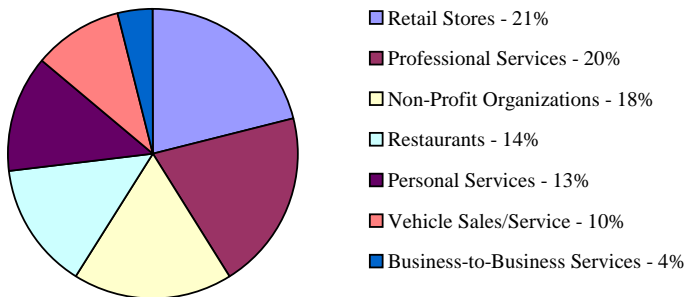
- **Substantial Daily Traffic Volume**
Whalley Avenue has the highest volume of any local arterial road in New Haven.
- **High Aggregate Spending Power in source market area -**

Gross Expenditures by Area Residents (by store type)



The strongest consumption patterns in the market area are for personal care products/services, food and beverages. There is strong demand for upscale take-out dining, family-style dining, clothing/accessories retail, shoe stores, and personal goods and services.

Characteristics of Existing Businesses



Many businesses on Whalley Avenue are proprietor-owned and operated. About one-quarter are minority-owned and operated. While many of these primarily serve an ethnic market, several attract a wider customer base.

Whalley Avenue is currently home to approximately 180 businesses. This diverse mix includes chains, independents, commercial, wholesale, and professional operations. The relatively small number of business-to-business operations are some of the largest land users.

Anchor Tenants Also Boost Business For Their Neighbors...

Whalley Avenue's highest-profile anchor tenants include:

- Edge of the Woods – specialty vegetarian supermarket/deli
- Minore's – regional meat wholesaler/distributor
- Shaw's – full-service national chain supermarket
- Staples – national chain office supplier
- Whalley Medical and Professional Center - medical/dental professional building
- Banks – Wachovia Bank, Bank of America, Citizens Bank
- Marriott Hotel

City of New Haven Resources:

◆ Façade Improvement Grant Program

Through this program, the City provides grant funds to businesses in specifically targeted areas for use in renovating and improving their storefronts. The goals are to actively eliminate blight and to create environments that will stimulate economic growth, promote the welfare of New Haven's citizens, and strengthen local communities. Each grant consists of a combination of the following:

- up to \$1,500 to assist with design services;
- up to \$10,000 of outright funds for the costs of improvements to the façade; and
- up to \$10,000 of dollar-for-dollar matching funds for additional façade improvements.

The applicant must be a property or business owner for the property in question, and business owners who apply must provide proof of space commitment (i.e. lease agreement) for at least five years beyond the time of renovations. Applicants must adhere to the design guideline standards and review set forth by the Program. The Façade Improvement Grant Program application is always welcome (no deadline).

Contact: Baron Poitier, Neighborhood Specialist

Office of Economic Development, City of New Haven, 165 Church St., 6th Floor
New Haven, CT 06510 ◆ Ph: 203-946-7859 ◆ Email: bpoitier@newhavenct.net



New Haven Suzuki, Inc.
139-151 Whalley Avenue
Renovated: November 2005; City Investment: \$61,500

◆ Small Business Initiative Loan Program

The City offers direct loans of up to \$50,000 to credit-worthy start-up companies and any retail/service businesses located in or moving to the City of New Haven, provided that the business is creating jobs. Funding can be used to purchase inventory, machinery, and equipment, and also for the acquisition of real estate, business expansion and/or facade improvements. These loans are designed to fill funding gaps and leverage relationships with private industry sector organizations.

Terms and conditions of the loan are established on an individual basis. The program has low fixed interest rates and a term of up to seven years (maximum 20 years for real estate mortgages). Collateral is determined on a case-by-case basis. Other services provided also include **Free Technical Assistance, Business Planning, Entrepreneurial Training, a Construction Loan Program** and **Non-traditional Financing**.

Contact: Brenda Burton-Seldon, Deputy Director, Senior Loan Officer

Small Business Initiative, City of New Haven, 165 Church St., 6th Floor
New Haven, CT 06510 ◆ Ph: 203-946-7093 ◆ Email: bseldon@newhavenct.net



Jerry Green Gospel Music Shop & Doreen Fashions
372 Whalley Avenue
\$25,000 Loan Received 2004; Repaid 2005

Key Available Properties:

Address: **352 Whalley Avenue**
MBP: 335 0279 00500
Owner: Mast Equities LLC
Land Area: 19,675 SF (0.45 acres)
Land Use: Vacant land/corner property

Address: **560 Whalley Avenue**
MBP: 352 1128 00100
Owner: Whalley Terrace
Land Area: 0.56 acres
Land Use: Vacant 29,000 SF building

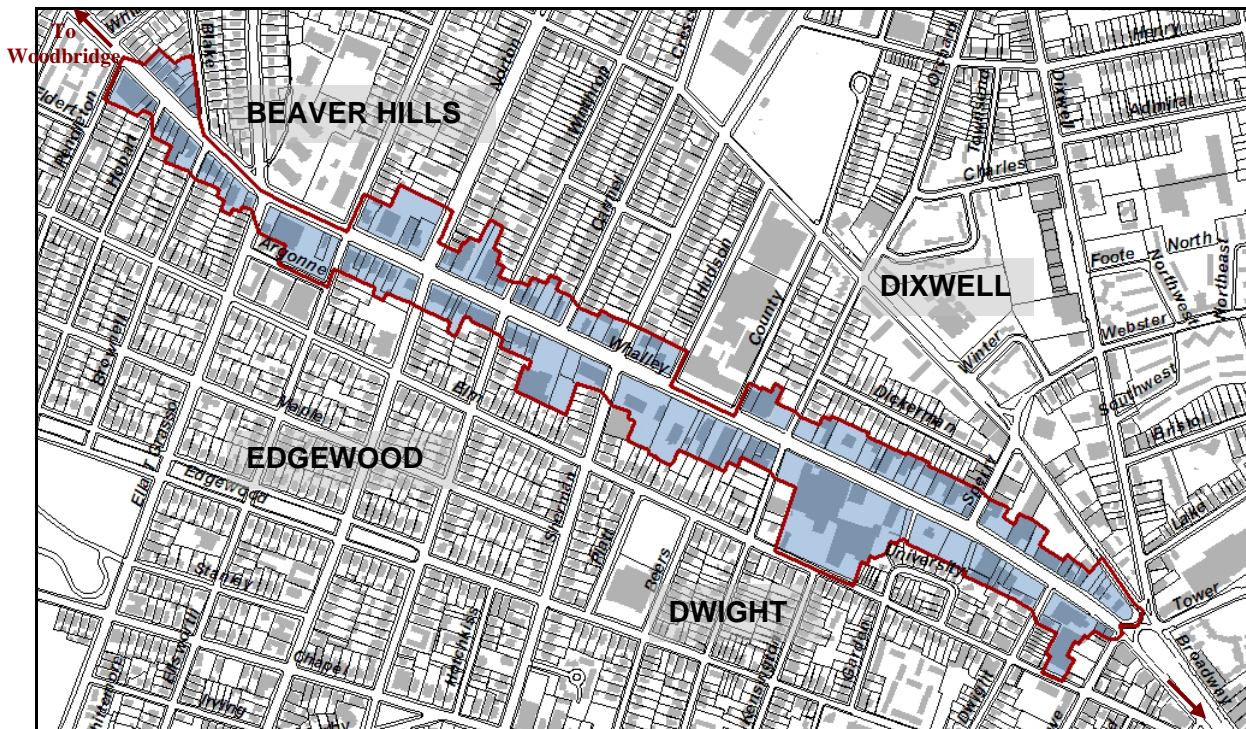
Address: **561 Elm Street**
MBP: 295 0282 00100
Owner: City of New Haven
Land Area: 0.27 acres
Land Use: Vacant land/corner property

Contacts For More Information:

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Map of Whalley Avenue Special Services District:



To Yale &
downtown