



HONEST WEIGHT FOOD CO-OP
484 CENTRAL AVE • ALBANY NY

Considerations for New Space 2007



Why do we need a new space?

- Receiving area sub quality
- Sales per square foot maxxed out
- Inadequate parking
 - 47 spaces, oddly configured
 - 50 borrowed from Clearview on nights and weekends

Access extremely limited



How do the customers get in?



Where should the new space be?

- Membership wishes to remain in Albany
- Market analysis indicates that the area surrounding 484 Central is the heart of our market.
- Shoppers represent 14 zip codes (2004)
 - Engaging in another survey to see if that is still the case
 - We are in the center of very large employers: NYS (downtown and Harriman) SUNY (uptown, midtown and downtown), Albany Med (midtown)

100 Watervliet Avenue



Corner of Watervliet Ave Extension



- Corner site – easy access in and out
- Concrete block construction lends to easy remodel/renovation
- Some amenities: water, sewer, electrical, sprinkler system, air conditioning

In a neighborhood

- More residences closer than our current location
- Many compatible businesses, schools, and nonprofits within comfortable walking distance



Channel 9 – across street

- Off the “miracle mile” yet close
- Neighborhood Association supportive

Meets all site requirements

- Space for loading and unloading
 - Site currently has several interior and exterior loading areas
 - space for truck access on left side of building



Parking

Space for over 200
vehicles possible



Easy access

- Easy to reach from Central Avenue and Everett Road
- Very close to I90 Everett Road exit



On CDTA bus line



- Two busses stop out front
- Two blocks from Central Avenue, the route with the highest ridership

Shape is ideal for supermarket

- Square is most desirable.
- Largest area of this building is 30,000 square feet. Part of it is partitioned for a rental, so around 27,000 sq ft remain.
- Our plan for a 20-28,000 sq. foot store would easily fit in this space.
- Large enough for extras: flexible community room, demonstration kitchen, café, etc.

Green space



There is a large tree currently on the lot.

Information meetings

- Sept 28 5-7 pm
- October 7 3-5 pm
- October 13 2-4 pm
- October 18 6-8 pm

Membership meeting vote

- If all contingencies are met, we'll be asking you to vote yes to this purchase at our next membership meeting, October 21.
- Packets of the rationale and financial materials will be mailed to members at the beginning of October.
- The rationale and other collateral materials will be posted on www.honestweight.coop.