



At a Dec. 3rd noon meeting at **Richard's Restaurant**, members of the development group behind purchasing and expanding the **Napanoch Mall** property – including Joe Tso, Kaye Kerr of **Village Properties International**, Hawk Engineering VP Dave Bors, and Hawk architect Ron Hadsell – presented an overview to enthusiastic local officials and business leaders.

actively exploring new sites in the area and recently announced a new super-sized supermarket for the former Ames site in New Paltz. Mayor Jeffrey Kaplan of Ellenville, a partner in the law office of *Kalter, Kaplan & Zeiger*, said, "There is definitely a need for another supermarket and, speaking from experience, I feel it would do exceptionally well."

Norman Kerr commented that the demographics here are unique. "It's all in the numbers," he said. "Within a 15-mile radius, which is a common and expected drive around here, there are 85,000 residents. Go a few miles more and there are 150,000 residents. Add in the tens of thousands of seasonal visitors and tourists and you have a very strong, viable market."

"This market is also underestimated," Kerr stated. When the Mall of America was planned, people said it would never work; it was too far away from a major population base. Today, it draws 40 million visitors a year, more than Disneyland and Las Vegas. Yet, drive 90 minutes away from the MoA, and you will not see anything but a few gophers and chipmunks. Drive 90 minutes away from the Napanoch mall and you have about 20+ million people, in NYC, NJ, and Long Island.

"That's probably why one of the world's largest themepark operators is looking in this area for large tracts of land. Two of America's largest homebuilders are also actively seeking large parcels of land in this area for new home developments. And then there is the casino wildcard that may turn up at any time," Kerr said.

"The design plans call for the *Napanoch Mall* to be completely renovated to fit the needs of today's high-tech retail operations along with a new look that is attractive and modern," said Ron Hadsell, Architectural Department Manager of Hawk Engineering.

"Most of the planned new addition will be built-to-suit for a national retailer. A section of it will include an indoor kid's fun center where parents can take their children. Plans also call for a new hotel/motel to be built adjacent to the mall along with a new senior housing project in the rear. Although the time frame is flexible, we are hoping it will be fully-leased and operating within 36 months or sooner," Hadsell said. "We have received calls from both national retailers and a large national restaurant chain that have heard about the sale and our redesign of

the mall, but up to now we were not free to comment." Mayor Kaplan said, "I look forward to working with the *Napanoch Mall* Development Team... having witnessed their success in other areas."

The *Napanoch Valley Mall* investment and development group includes Joe Tso, a local highly-respected businessman and attorney with strong community involvements. Tso has lived in the community for over 53 years. The *Village Properties Organization*, a real estate investment and development company with over 25 years experience, is another partner. Together, they have lined up an impressive team of very successful planners and designers with national retail development experience.

Mr. Tso stated, "We want the focus to be on the new mall and not the developers. We are very happy and excited for the people in the Napanoch area. It's the beginning of a whole new era."



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