

The NBEDC is working with effortlessdesign principals & owners of 466 Brock Ave, to bring a new, modern setting to New Bedford's South End. The new space features eco-driven, custom design in a mixed-use newly expanded and renovated building.

UNIQUE SENSE OF COMMUNITY AND PLACE
 A NEW RETAIL OPPORTUNITY FOR
 THE SOUTH END



Check out the progress of this project at:
www.econewbedford.blogspot.com

New Bedford's South End Neighborhood has a population over 15,000 within a 1/2 mile and as many as 50 valued businesses and institutions, located on a city bus route, serve the community. Local businesses are provided development support, advocacy, and business networking by the South End Business Association. The South End is home to:

- 20 Restaurants
- 8 Markets and Bakeries
- 13 Service Retail Establishments
- 9 Public Institutions
- Farmers Markets
- Festivals & Concerts

Connected to scenic routes for bikes or cars, Clark's Cove & Point are perfect getaways from home to a diverse vibrant neighborhood with a European atmosphere.



New Bedford Economic Development Council
 Uniting New Bedford's economic strengths

www.nbedc.org
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MAKE A PLACE HAPPEN

The 780 square foot retail space at 466 Brock Avenue is across from Hazelwood Park on a public bus route that connects UMass Dartmouth's SMAST, the Sea Lab, amenities at Fort Tabor and the neighborhoods of the South End with downtown New Bedford. The space has an accessible entrance & lavatory, limited kitchen/dishwashing, 10' high ceilings, and may be combined with the adjacent storefront.

There is a local demand for
WIFI Connection
Fresh Bakery
Deli Sandwiches
Homemade Soups
Space For All Ages To Meet, Work & Relax

The owners of the property are offering a unique opportunity for the development of the grocery:

- Assist with interior build-out to your specifications
- Rent will be based on a percentage of revenue
- Marketing and promotion

The NBEDC will also assist this new establishment with:

- Favorable terms for potential financing
- Assistance with streamlined permitting
- Assistance with façade and signage design and grant funding

AN INTRODUCTION TO THE SOUTH END

New Bedford is a culturally rich and diverse community with a world-renowned history that is evident throughout its landscape. Geographically located 54 miles south of Boston and 33 miles east of Providence, its setting on the shores of Buzzards Bay has always made it a successful port city, and it currently is characterized as a metropolitan center for southeastern Massachusetts. The city itself is long and narrow, approximately 10 miles in length and 3 miles wide. It has a population of approximately 100,000 people.

The southern portion of the city is in the form of a peninsula that juts into Buzzards Bay. This area, commonly referred to as the South End of the city, is spectacular with its sandy beaches and breathtaking views of Buzzards Bay and the Atlantic Ocean. This southerly portion of the city was historically referred to as Clark's Point and prior to the turn of the century was sparsely populated, with only a handful of farms and a large military fort for protection of the harbor and cove.

Currently the South End is a vibrant, culturally rich neighborhood that offers great waterfront amenities to its residents and visitors.

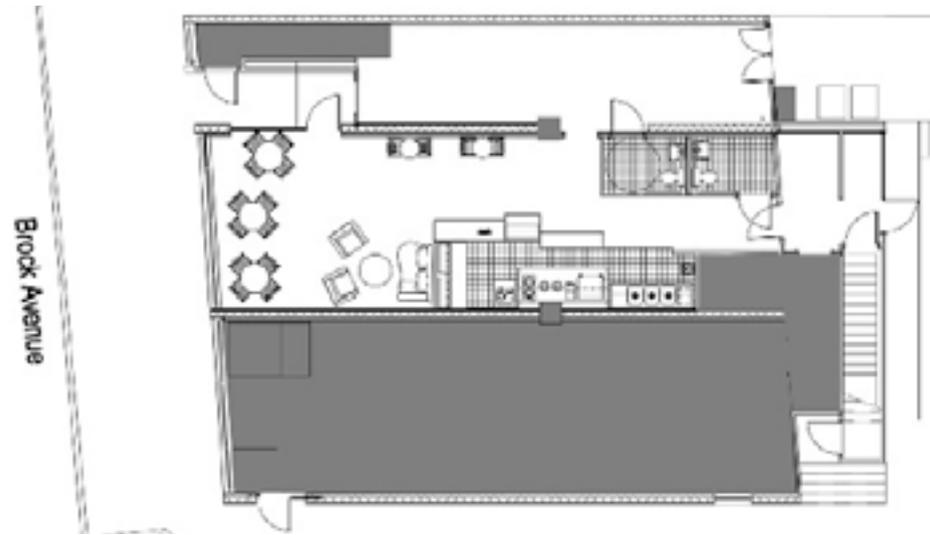
CONTRIBUTING FACTORS TO NEW BEDFORD MARKET

The South End neighborhood has a population of approximately 15,000 people with the land use comprised of 90% residential, and 10% of the land parcels designated as commercial/mixed use and industrial. The northern section of this neighborhood is more densely compacted and contains most of the commercial uses, while the peninsula is mainly residential in nature.

The South End is directly connected via a SRTA bus route and Route 18 to the downtown commercial district which is within a 15-mile drive of Fall River to the west, to Route 495 to the east, and Lakeville to the north. Within this area are roughly 8,500 establishments, 106,000 employees, and business sales exceeding \$10.4 billion.

Within a 15-minute drive:

- Population = 193,000
- Median HH Income = \$39,000
- Retail Spending = \$2,796,000,000
- Store Sales = \$2,587,000,000
- Project Spending by 2011 = \$3,290,000,000
- Increase over 2006 Spending by 2011 = \$494,000,000



PLANNING AND DEVELOPMENT

Current infrastructure planning calls for a reconfiguration of the gateway to South End to open access from the southern end of Route 18 to beaches, parks and small business establishments as well as create a more direct route to major development opportunities.

The goals for the South End Gateway include:

- Improved site access along Cove Road and the peninsula
- Enhanced development potential
- Redevelopment of underutilized properties
- Job creation and increased tax revenue

CURRENT SOUTH END ACTIVITY

Residential:

In 2008, the editors of This Old House named New Bedford as one of the Best Places in the Nation to buy an old house. In the South End there is a variety of housing available, mostly well preserved historic architecture ranging from well maintained triple-deckers to craftsman bungalows and the classic four-square. Post war housing is also abundant on the peninsula in the form of Cape Cod style housing and modest ranches.



Open Space, Parks and Recreation:

The South End is not only a great place to live and work, but is also an urban oasis with almost three miles of accessible shoreline and over a mile of sandy public beaches. There are three public boat ramps and a 3.5 mile scenic bike/jogging path that encircles the peninsula.

Three parks are located within the neighborhood. Fort Taber Park is magnificently located on the most southern tip of the peninsula and offers superb views of Buzzards Bay and the Elizabeth Islands. This 50 acre park is built around the historic granite-faced Fort Taber and is increasingly becoming the location for major public gatherings, concerts and festivals, including Civil War and Revolutionary encampments and reenactments. A popular military museum is located in the park as well a community boating center and is home to the Low Tide Yacht Club.

Hazelwood Park is a passive retreat with large sloping lawns that overlook Clark's Cove and the beach houses of West Beach. A senior center is located here and tennis, basketball courts, a playground, and a bowling green offer recreational opportunities to those visiting Hazelwood Park. Ashley Park is located adjacent to Rivet Street and offers basketball courts, a baseball diamond, playground and a senior center.



Antique & Vintage Retail Cluster:

- The Antiques at the Cove hosts dozens of dealers and continually draws shoppers from New England and beyond.
- Circa specializes in vintage clothing and accessories.
- The popular New England Demolition and Salvage recycles architectural features and fixtures from windows, stained glass, claw foot tubs, sinks and hard-to-find hardware.

AMENITIES:

The South End community is closely linked to the downtown and North End business center, yet contains all the amenities one requires to work and live. There is a wide variety of retail businesses, institutions, and restaurants located on a public bus route. The South End is a diverse community comprised of many cultures that give the neighborhood a vibrant multi-ethnic atmosphere as reflected in many of the neighborhood's specialty shops and restaurants.