



You'll find it all at the Plaza!

VALUE, CONVENIENCE, COMMUNITY.

LOOK INSIDE

The Plaza Stands Apart



The Kingston Plaza attracts 80,000 customers per week to its 40 stores of national chains, professional offices, and local businesses.

Sites are available for lease with competitive rates, flexible terms, a very attractive per square foot value, and marketing assistance. The shopping center is within walking distance of the newly revitalized historic Stockade District and major business district, resulting in the increased consumer foot traffic.

The Kingston Plaza is desirable to new tenants because of its location close to all major area roadways and the New York State Thruway. It also offers the advantages of a mixed-use plaza, ample parking, and a major supermarket anchor. In addition to these key ingredients for a successful shopping plaza, the center is in the unique position of being its own tenant, offering additional benefits to its neighbors.

results in lower maintenance costs for plaza tenants. "Since we own and operate Herzog's Home Center, we also are responsible for reimbursement of our own pro-rata share of parking lot maintenance expenses. So again, we stay on top of all charges and try to save both ourselves and our tenant's money whenever possible. An off-site management company couldn't possibly monitor and maintain a property as closely as we can, and they certainly couldn't do so at a cost as low as we can."

"We are on-site owners and operators, which is very unusual in the shopping center industry," said Herzog Supply Company Inc. and Kingston Plaza President Brad Jordan. "Being on-site, we monitor, address, and correct all property-management issues immediately. There is no calling the landlord miles away or a follow-up call to a property-management firm with no real knowledge of the shopping center."

Tenants benefit from the central location adjacent to Ulster County's largest employment and residential base. It is the only shopping center within the City of Kingston and has bus service from Ulster County Area Transport and Citibus.

The Kingston Plaza is set in the beautiful Hudson River Valley on 45 acres, less than a two-hour drive north of Manhattan and 50 miles south of Albany. Kingston is the primary shopping area for more than 95,000 residents located within a 20-minute drive.

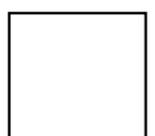
The shopping center is a part of the community and hosts family-orientated events on its grounds every year, such as the Coleman Brothers Carnival, attracting foot traffic from local residents. The major area roadways connect the plaza within 15 miles to the towns of Rhinebeck, Red Hook, Woodstock, Rosendale, Hurley, Saugerties, New Paltz, and Stone Ridge.

Jordan said that having owners and operators on-site

The Plaza maintenance and security staff is managed by on-site owners.



For additional information, visit www.kingstonplaza.com or call 845-338-6300 for leasing information.





Kingston Plaza identified as key location to serve large veteran population

When one of the nation's largest health and wellness companies went to task to find a location for a new Department of Veterans Affairs' (VA) Community-Based Outpatient Clinics (CBOCs) in the Mid-Hudson Valley,

"The placement of a CBOC is determined, in part, by the size of the local veteran population, services to be provided, costs of available alternatives, and consideration for other VA medical centers in the area," said Valor Healthcare Chief Operating Officer Dr. Scott Wise. "Once a location is determined, we work carefully

to open our clinics in parts of a county or town either well-known or convenient to veterans, including locations accessible by public transportation."

The Kingston Plaza was carefully chosen by Humana Inc. as an essential location to serve the many veterans living in the area.

The VA clinic is administered by Humana Inc. and is operated by its subsidiary, Valor Healthcare, the leading provider for VA Clinics with more than 30 operating locations nationwide, including Kingston.

The Plaza was also chosen because of the traffic the shopping center attracts, which increases the CBOC's visibility and value to the community.

"Easily navigable access to health care is a priority for our veterans. The Kingston Plaza is within close proximity to major roads and highways and sits on a bus route right on the outskirts to the city center," Valor Healthcare's CEO said.

The clinic also collaborates regularly with other local businesses to raise awareness among the local veteran population to highlight its primary, outpatient, and specialty care services. Call 845-331-8322 for more information.

Marshall & Sterling establish Kingston location as a gateway to Ulster and Northern Dutchess

With a team of 400 specialists working throughout 25 branch offices in New York, Michigan, Florida, California, and the U.S. Virgin Islands, Marshall & Sterling Insurance's Kingston Plaza office marks a commitment to provide services to the wider Kingston area.



Pictured are Chris Lehan, Senior Customer Service Representative and Donna Winnie, Client Service Representative of Marshall & Sterling Insurance.

"We have concentrated our efforts in specific geographic territories which allow us to focus on the needs of our clients within these territories and the insurance market best suited to meet those needs," said Marshall & Sterling Insurance Director of Communications Vice President Detrick "Deke" Rothacker.

"Because of its visibility and accessibility, Uptown Kingston and 'The Plaza' was chosen as the best location for our newest branch office."

"This location allows Marshall & Sterling to bring a wide array of insurance and risk and wealth management services to the individuals, families, and businesses located throughout northern Dutchess and Ulster Counties. It also serves to complement our other eight branch offices throughout the Hudson Valley," Rothacker added.

The Plaza's location is an obvious choice for the agency to provide services to Kingston and its nearby towns. Kingston is also sought after by residents across the Hudson in the towns including Red Hook and Rhinebeck and as a convenient location to obtain financial services.

Marshall & Sterling provides a full line of affordable commercial and personal insurance products, group

life and health benefit plans and administration, fiduciary and fidelity bond, self-insurance administration, risk management and loss control services, wealth management and financial planning.

Rothacker said that Marshall & Sterling's is committed to serving Main Street, but its expertise in the industry has attracted a wider clientele as well.

"Our history can be traced back to 1864 and since that time we have achieved national status while remaining closely tied to the real communities we serve. Representing well over 200 carriers and maintaining a block of business at Lloyds of London, we offer a unique blend of local expertise and global insight."

Visit www.marshallsterling.com or call 845-790-8037 for additional information.



Kingston Plaza delivers on convenience for MAC Fitness' Clients



Pictured are Holly Snow, General Manager and Lyle Schuler, Owner of Mac Fitness in the Kingston Plaza.

When Kingston's MAC Fitness health club owner Lyle Schuler received hundreds of suggestions from his members to open a new club on the other side of town, he knew there was only one location that would meet an essential need of his members – The Kingston Plaza.

“Convenience is one of the top reasons a member will join a health club,” Schuler said. “The Kingston Plaza is an obvious location. It has great access from the New York State Thruway, Route 28, Route 209, Route 32, Washington Avenue, and Lucus Avenue. The Kingston Plaza was the only spot I was interested in.”

Schuler added that his members love the Plaza's layout, parking, and ability to walk from surrounding streets.

He said what makes his club and Plaza desirable to the hundreds of members - who also shop in the Plaza daily - is servicing the needs of the community.

“We offer certified personal trainers, classes, orientation for new members, the highest quality equipment and superior facilities, solutions to fitness and wellness goals, and a friendly and supportive staff. We want to be the best part of a member's day,” Schuler said.

He said it is beneficial that the Plaza is locally owned and managed by the operators of Herzog's Home Center in the Plaza.

“They really care about the businesses in the Plaza,” he said. “Issues of any kind are taken care of right away. They have a great reputation in the community. Upkeep is an important part of keeping customers coming back and enjoying the experience.”

Visit www.macfitness.net or call 845-853-7377 for additional information.

The Kingston Plaza is the only shopping center within city limits and attracts approximately 80,000 customers per week.

Our stores include:

Aaron's
Advanced Auto Supplies
Avon Products, Inc.
Ben Franklin
Blimpie
BnB Bagels
Catskill Off-Track Betting
Chase Bank
Chic's Restaurant and Sports Bar
Columbia Green Beauty School
Cornell Cooperative Extension (Ulster Co.)
Cosmo Prof
Cutting Crew
Dr. Goldfarb, Dentist
Flower Nest
H&R Block
Hannaford
Herzog's Home Center
JKs Wine & Liquor
Judy's 1/2 Off Cards
Just-a-Buck
Kingston Cigar Shoppe
Kingston Physical Therapy
Lucky Star
Marshall & Sterling
Martial Arts
Mac Fitness
Nail Tek
Payless Shoes
Plaza Barber
Plaza Laundromat
Radio Shack
Rainbow
Savona's Plaza Pizza
VA Outpatient Clinic
Walgreen's
Wells Fargo Advisors
Wings Travel

The Kingston Plaza has space available! From 3,000 - 31,000 +/-



For information, contact Brad Jordan at brad@herzogs.com
PO Box 3328, Kingston, New York 12402 • Tel. 845-338-6300



**More than
20 YEARS
of SUCCESS
at the
Kingston
Plaza!**

Julie Hirsch, owner of Flower Nest florist located in the Kingston Plaza.

Flower Nest provides lasting arrangements at central Kingston location for more than 20 years

The Flower Nest Florist is a business that has relied on key features of The Kingston Plaza to keep its customers satisfied for 22 years. The florist has built its reputation in the Plaza by creating stylish floral designs for customers looking for unique arrangements, using fresh flowers from around the world delivered five days a week, and most importantly by exceeding the expectations of its customers on all levels. The florist has continued to call the Plaza home because of its central city location, parking that is always available, and the large customer base.

**"It's a good location,"
Flower Nest Owner Julie Hirsch said.
"Parking is easy. There is ease of
access to and from the store.
If you're on your lunch hour and
only have 10 minutes, you can
always find a place to park."**

The ease of use brings customers into the Plaza and keeps them coming back for The Flower Nest's arrangements.

"Hirsch mentioned that unfortunately, consumers are often deceived by online floral service companies. The online order takers simply process orders based on a

catalog number. Frequently, the floral arrangements shipped from these companies do not match the online cataloged floral arrangement. "We go out of our way on every order to assure our customers get what they are looking for and we educate them through the process", explained Hirsch."

Hirsch sees new additions to the Plaza as a positive for all businesses and services operating in the shopping center and looks forward to the trend continuing.

"We have a large customer base that shops here, and we always want to grow and expand," the florist said.

Visit The Flower Nest in the center of the Kingston Plaza, visit flownest.net or flownest.us, or call 1-800-487-0114.



Visit our website
KingstonPlaza.com
for our store directory

- Financial Services
- Wine, Spirits & Cigars
- Hardware & Lumber
- Beauty & Fashion
- Fitness & Physical Therapy
- Auto Supplies
- Dining
- Travel
- Grocery
- Pharmacy & Gifts
- Framing & Florist

For everything you need! Plaza Road, Kingston, NY 12401 • KingstonPlaza.com