

RETAIL FOR LEASE

MODERA  
BISCAYNE BAY



412 NE 22nd Street • Miami, FL

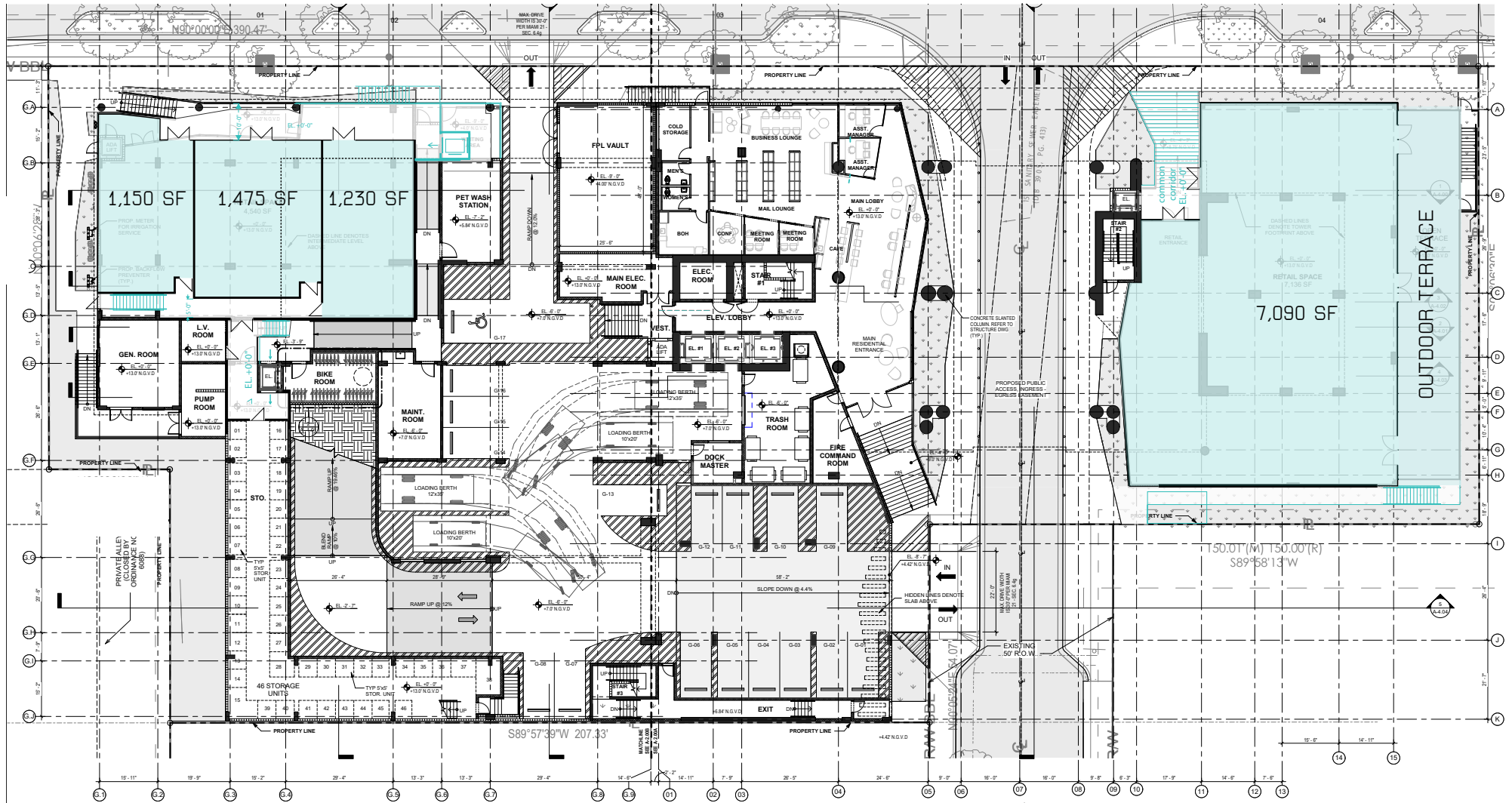


# PROJECT HIGHLIGHTS

- + Northwest Retail Corner:
  - + Multiple division scenarios & signage opportunities
  - + Up to +/-3,855 SF of ground floor retail
  - + Frontage on NE 22nd St
  - + Located in the rapidly growing Edgewater neighborhood
  - + Over 1,600 hotel rooms and 2,200 residential units nearby
- + Northeast Retail Corner:
  - + Multiple division scenarios & signage opportunities
  - + Up to +/-7,090 SF of waterfront space available
  - + Outdoor seating available
  - + Near Biscayne Boulevard with easy access to Miami's CBD
  - + Nearby local restaurants including Michael Schwartz' Amara at Paraiso
  - + On the ground floor of a brand new 296-unit apartment building



# PROPOSED FLOOR PLAN



DIVISIONS FOR DISCUSSION PURPOSES ONLY.

# AREA TAPESTRY SEGMENTATION (1-MI)



## + METRO RENTERS:

- + Status: Single
- + Age: 32.5
- + Occupation: Office, Administrative, Sales, Finance, Management
- + Education: College educated
- + How They Shop: Become well-informed before making purchase, spend large portion of wages on rent, clothes and latest tech, interested in fine arts, environmentally-conscious

## + YOUNG & RESTLESS:

- + Status: Single
- + Age: 29.8
- + Occupation: Professional/Technical, Sales, Office/Administrative Support
- + Education: College educated
- + How They Shop: Careful shoppers, aware of prices, little brand loyalty, research before buying latest electronics

## + TRENDSETTERS:

- + Status: Single
- + Age: 36.3
- + Occupation: Education, Sales, Office/Administrative, Arts/Entertainment/Media, Management

- + Education: College educated

- + How They Shop: Image is important, use Internet to keep up with latest trends, travel often, socially and environmentally-conscious

## + METRO FUSION:

- + Status: Single/Single parents
- + Age: 29.3
- + Occupation: Food prep/service, Building maintenance, Transportation, Sales, Office/Administrative Support

- + Education: HS Diploma/GED

- + How They Shop: Social status important, look to impress with fashion and electronics

## + NeWEST RESIDENTS:

- + Status: Married w/ children, Single parent
- + Age: 27.3
- + Occupation: Food prep/service, Building maintenance, Production, Construction, Office/Administrative Support
- + Education: No HS diploma
- + How They Shop: Foreign-born, adapting, pay with cash due to not having established credit, auto enthusiasts



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