

THE AVENUE AT WHITE MARSH

short-term leasing opportunities



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THE AVENUE
AT • WHITE • MARSHSM



ABOUT THE AVENUE AT WHITE MARSH



PICTURE YOURSELF HERE!

ABOUT THE AVENUE AT WHITE MARSH

THE AVENUE at White Marsh is a lifestyle center located within the 2,000 acre mixed-use, planned community known as White Marsh. With 298,000 square feet of GLA, the center features a 16 screen, state-of-the-art IMAX theatre, restaurants, and entertainment venues in a “main street” environment. The surrounding community includes over 2 million square feet of office and research space, 600 hotel rooms, and over 5,000 residential units.

Short term leasing at THE AVENUE offers both the novice and veteran retailer:

- An attractive environment in which to do business.
- High traffic and exposure.
- Flexible leasing terms, from a single day for a special event to a weekend, week, month, season, or even a year.
- Use of the shopping center’s common areas for a cart or in-line space for larger store concepts when available.

Leasing short-term space in a shopping center provides you with a way to test or launch a new product, take advantage of peak shopping seasons, gain exposure, or expand an existing business. It also provides the prestige and marketability your business deserves.

As a new business just starting out or an existing business ready to expand, you will have something in common with successful national retail chains as well as our local businesses: each one started with a single store, a viable concept, the right merchandise - and a good location. The next success story could be yours.

ABOUT THE AVENUE AT WHITE MARSH

THE AVENUE at White Marsh 8125 Honeygo Boulevard Baltimore, MD 21236 410.931.0411

SHORT TERM LEASING AT THE AVENUE AT WHITE MARSH

Never owned a business before? Not to worry.

At Federal Realty, our goal is your business' success. That is why we have a dedicated on-site management team to ensure that the center and your business are well maintained and highly visible within the community. In addition, to help you get started, you will receive the Federal Realty Short-term Tenant Guideline outlining each step necessary for opening your business. You will find helpful information that includes an opening checklist; a guideline and resources; available marketing tools; and much more.

Choose from two short-term leasing options:

Cart: A freestanding unit provided by the shopping center in the common area with electric provided.

In-Line: A store space with walls and a storefront. Phone line provided; utility costs to be determined.

Ready to get started?

Included in the end of this brochure is the Short-term Leasing Preliminary Application. If you are interested in leasing a temporary space in a Federal Realty Shopping Center, simply fill out the enclosed application and fax or e-mail it back to 617.623.3601 or mkelleher@federalrealty.com. A Federal Realty Short-term Leasing Representative will contact you to discuss the opportunities.



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FREQUENTLY ASKED QUESTIONS

What are carts and in-lines?

Cart: A freestanding unit provided by the shopping center in the common area with electric provided. Wireless capability must be provided by tenant for phone/credit lines.

In-Line: A store space with walls and a storefront. Phone line provided; utility costs to be determined.

Will there be visual requirements?

Yes. The Short-term Leasing Representative will work with you on your store presentation, fixtures, props, ect. Final approval will be given by the Short-term Leasing Representative and Property Management.

Is fixturing provided?

Not typically. Fixtures and props are the tenant's expense.

Can I take up more than my designated common-area space?

No. All products must remain within the boundaries of your leased space and solicitation of passers-by is not permitted.

Can I attach things to the cart?

No. Absolutely no drilling, taping, hammering, ect. can be done to the unit.

Are cash registers and credit card machines provided?

No.

What do I need to have to become a tenant?

- A unique concept appropriate for the venue.
- Valid business license/tax I.D. number
- Certificate of Insurance naming the shopping center as additional insured with the designated limits (see attachment)

FREQUENTLY ASKED QUESTIONS

- A meeting with the Short-term Leasing Representative, or Shopping Center Manager to discuss your concept for consideration.

What kind of term is offered on the lease?

It is negotiable - typically a minimum of 3-6 months but no longer than a calendar year.

Do I have to be open all shopping hours?

Yes. THE AVENUE at White Marsh normal operating hours are:

Monday through Saturday 10:00am - 9:00pm (holiday hours may vary)

Sunday 11:00am - 6:00pm (holiday hours may vary)

Closed: Easter Sunday, Thanksgiving Day, and Christmas Day

Why are rates typically not given over the telephone?

To give an accurate rate, the application must be reviewed to evaluate what type of space is needed and what product/service is being proposed.

Can I pick which location I want in the shopping center?

Our staff will make every effort to accommodate location requests. However please understand that empty spaces may be unavailable due to legal issues or pending deals. Location selection also includes factors such as merchandise mix, market rates for space, and pending permanent and temporary leasing activity.

Whom shall I contact to discuss any additional questions I may have?

Mike Kelleher

mkelleher@federalrealty.com

617.684.1502

fax:617.623.3601



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FREQUENTLY ASKED QUESTIONS



FEDERAL REALTY - THE AVENUE AT WHITE MARSH TENANTS BASIC INSURANCE REQUIREMENTS

Worker's Compensation

In compliance with all statutes requiring such coverage in the state where the center is located, covering employees, volunteers, temporary workers and leased workers. Employer's Liability in a minimum amount of \$1,000,000 each accident, include all employees, volunteers, temporary and leased.

Comprehensive General Liability

- \$1,000,000 Products and Completed Operations
- \$2,000,000 General Aggregate
- \$1,000,000 Per occurrence for bodily injury and property damage

Additionally Insured

All insurance policies (except workers compensation) shall include the Landlord, its managing agent, and any other parties designated by Landlord as additionally insured. Demolition or construction may not commence until this statement is properly indicated on the insurance certificate.

Certificate Holder should read:

FRIT, THE AVENUE at White Marsh
8125 Honeygo Blvd.
Baltimore, MD 21236

NVI - Avenue, LLC, a Maryland Limited Liability Company, and
THE AVENUE at White Marsh Business Trust, a Maryland Business Trust,
and Federal Realty White Marsh Inc., a MD Corp., as tenants in common.

FREQUENTLY ASKED QUESTIONS

FEDERAL REALTY SHORT-TERM LEASING PRELIMINARY APPLICATION

Thank you for inquiring about the Short-term Leasing Program at THE AVENUE at White Marsh.
We require that you complete the following application for consideration.

PERSONAL/BUSINESS INFORMATION

Contact Name: _____

Corporate Name: _____

Store Name: _____

Home Address: _____ City: _____ State: _____ Zip: _____

Business Address: _____ City: _____ State: _____ Zip: _____

Driver's License #: _____ Federal Tax ID #: _____

Home Phone #: _____ Business Phone #: _____

Fax #: _____ Cell Phone #: _____

Email Address: _____ Website: _____

APPLICANT TYPE (Please check one)

- Sole Proprietorship Partnership Corporation

SPACE REQUESTED (Please check one)

- Cart In-line Store Event Participation/Sponsorship

DESIRED LEASE TERM (Please check one)

- 1-3 months 3-6 Months 6 Months- 1 Year Holiday Other

MERCHANDISE CONCEPT OR THEME/SERVICE

Please describe in detail. Pictures or a sample of the merchandise you will be selling should be sent with this application.

Please list any other existing business locations: _____

Merchandise Price Range: _____ Projected Monthly Sales: _____



FEDERAL REALTY SHORT-TERM LEASING PRELIMINARY APPLICATION

CREDIT REFERENCES/BANK INFORMATION

Bank: _____

Account #: _____

Phone #: _____

Applicant Signature: _____ Date: _____

Please allow at least five (5) business days for a response. We will contact you after we have reviewed your application. No rental rates will be given prior to receiving this application. Please return your application to:

Mike Kelleher
5 Middlesex Avenue
Floor 4
Somerville, MA 02145
617.684.1502
fax: 617.623.3601
mkelleher@federalrealty.com

In the meantime, please understand that this application is part of our ongoing preliminary review and does not create rights or obligations for or against either party. Rather, this application is nonbinding and constitutes neither a lease nor a promise or commitment to make a lease. To be enforceable by or against a party, a lease agreement between parties must be written and signed by both parties. Landlord reserves the right to withdraw and reject any offer to enter into lease agreement.

Thank you.

