



CASE STUDY

FIRST BRISTOL CORPORATION



CLIENT

First Bristol Corporation

Fall River, MA

PROJECT

The regional developer of retail shopping centers was simultaneously launching three disparate projects.

CHALLENGE

The creation of an identity for the developer while giving the company's individual projects – Swansea Crossing, Fairhaven Commons and Great Woods Marketplace – distinct brand footprints.

SOLUTION

Litos developed distinctive identities and brand components for the discrete shopping centers that could "hang together or hang separately." Packaged together, they projected a dynamic corporate parent capable of successfully managing many projects at once. Presented one at a time, they offered a focused overview of a single vision and the personality of a local project.

RESULTS

First Bristol attracted the tenants – and the attention – it was seeking. The projects launched by the collateral are successful to this day.





CASE STUDY

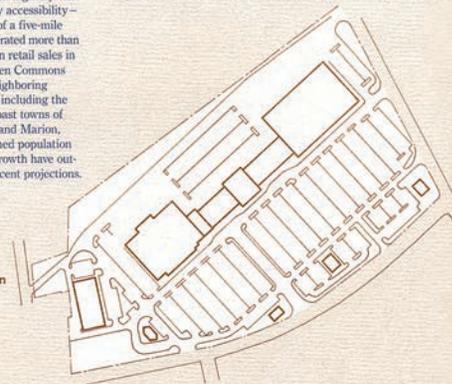
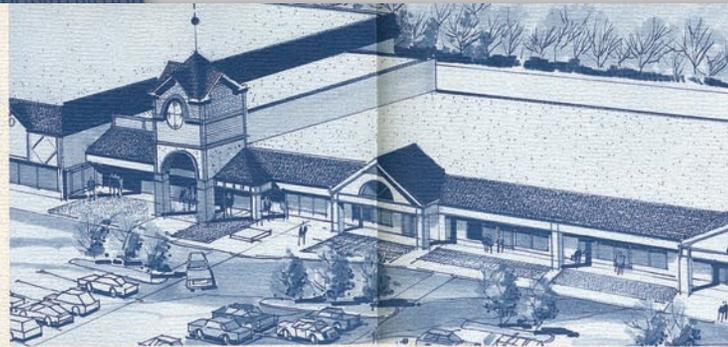
FAIRHAVEN COMMONS PROMOTIONAL BROCHURE



FAIRHAVEN COMMONS

Fairhaven Commons offers unparalleled income opportunities for discerning retailers considering expansion and relocation in southeastern Massachusetts. Its anchors will include a 55,000 square foot national grocery chain super store.

Strategically located across from Shaw's Plaza, it boasts a strong daily traffic count, excellent highway visibility and easy accessibility - at the center of a five-mile area that generated more than \$556 million in retail sales in 1988. Fairhaven Commons serves five neighboring communities, including the upscale, seacoast towns of Mattapoisett and Marion, whose combined population and income growth have outstripped all recent projections.



Location:
Route 6 and Alden Rd.,
At Route 195, Fairhaven, MA
Average Daily Traffic: 30,000
Accessibility:
Direct from Rte. 6 and Rte. 195
Parking: 1,300 Vehicles
Lease Space Available:
1,500 to 55,000 square feet
Total Lease Space:
190,000 square feet
Stake your claim at Fairhaven Commons. But do it soon. Remaining space is limited. For more information, call John Whalen or Jim Karam at (508)679-1180 today.

Demographic Data (1987)

3-Mile Radius	
Population	72,455
Households	28,590
Average Family Income	\$29,333
5-Mile Radius	
Population	131,157
Households	50,545
Average Family Income	\$31,813





CASE STUDY

GREAT WOODS MARKETPLACE PROMOTIONAL BROCHURE

GREAT WOODS MARKETPLACE

If you want to be part of the first regional destination center in the fastest growing area of Massachusetts, the Great Woods Marketplace is the place to be.

You'll join a 40,000 square foot grocery super store and other well-known national retailers who have already recognized the lucrative opportunities that await at the only major shopping center in the area. Located just off Route 495, on Route 140, a mile and a half from the centers of affluent Mansfield and Norton, the project lies at the heart of booming residential and industrial development - where population is expected to increase by more than 20 percent by 1995.

Location:
Route 140, Norton, MA, at Route 495

Accessibility:
Direct from Route 140; Route 495 ramp nearby

Parking:
700 Vehicles

Lease Space Available:
1,500 to 45,000 square feet

Total Lease Space:
130,000 square feet

Become one of the smart retailers who will serve this rapidly growing corridor between Attleboro and Middleboro. But act soon, while choice retail spaces are still available. Call John Whalen or Jim Karam at (508)679-1180 today.

Demographic Data (1987)

5-Mile Radius	
Population	44,325
Households	14,669
Average Household Income	\$39,773

FIRST BRISTOL CORPORATION

Site Plan

Norton Center 1.5 miles

Mansfield Center 1.4 miles



CASE STUDY

SWANSEA CROSSING PROMOTIONAL BROCHURE

Swansea Crossing

For traditional retailers who want to capitalize on the success of a 600,000 square foot regional destination center, reserve your space today at Swansea Crossing. Located directly across from Jordan Marsh, Sears, Apex, Caldor and other merchants at The Swansea Mall, Swansea Crossing offers a proven, upscale retail location.

Two anchors are already committed: nationally known Marshall's and Silverstein's—a regional, 90-years strong, top shelf family clothier with three other locations in Massachusetts and Rhode Island. Coupled with a strong traffic count and a growing population, Swansea Crossing is the place to be in southeastern Massachusetts.

Location:
Route 118, Swansea, MA

Average Daily Traffic:
35,000 (Route 118);
45,300 (Route 195)

Accessibility: Direct from Rte. 118; Route 195 ramp nearby

Parking: 1,000+ Vehicles

Lease Space Available: 1,500 to 45,000 square feet

Total Lease Space: 180,000 square feet

Remaining space is limited. And with the recently announced 180,000 square foot expansion at The Swansea Mall, Swansea Crossing is sure to fill up very soon. Don't be left out. Call John Whalen or Jim Karam at (508)679-1180 today.

A joint venture of First Bristol Corp. and The Carney Co., Inc.

Demographic Data (1987)

5-Mile Radius	
Population	96,854
Households	35,228
Average Household Income	\$34,796
10-Mile Radius	
Population	344,173
Households	134,591
Average Household Income	\$33,675

Site Plan Swansea Mall/Jordan Marsh

to Providence

FIRST BRISTOL CORPORATION

THE CARNEY COMPANY, INC.