

TOD in Your Downtown

Forum Series

Retail and Redevelopment:

Attract and Retain Local Businesses in Your Downtown

Thursday, May 18, 2023 • 9:30am-12:00pm • Bloustein School



NJTOD.org

New Jersey's Transit Friendly Planning Newsletter



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TRANSIT FRIENDLY PLANNING

CALENDAR



Welcome to NJTOD.org!



Transit Friendly Planning



RUTGERS

Edward J. Bloustein School of Planning and Public Policy
ALAN M. VOORHEES TRANSPORTATION CENTER



DOWNTOWN

NEW JERSEY

Education

Technical Assistance

Quarterly Newsletters

Quarterly Round Tables

Webinars & ZOOM Exchanges

Annual Conference

Advocacy

Policy Watch

Real Time Policy Advisories

Legislative Testimony

Recognition

Annual Awards

Quarterly Member Spotlights

Social Media Shares

www.DowntownNJ.com

Downtown New Jersey is a member-supported non-profit organization.

TOD in Your Downtown *Forum Series*

Attract & Retain Local Businesses in Your Downtown



Chris Colley
Principal
Topology



Jim Donio
Town Advocate
Town of
Hammonton



Jef Buehler
Municipal & District
Revitalization Manager
NBAC



Melissa Hodge
Executive Director
Downtown
South Orange



Marta Villa
Senior Vice President
CBRE



with support from



Retail and Redevelopment:

Attract and Retain Local Businesses in Your Downtown

TOD in Your Downtown Forum Series

Edward J. Bloustein School, Rutgers Univ.

New Brunswick, NJ

May 18, 2023



NJBAC

**New Jersey
Business
Action Center**

Greetings & Thanks!

Greetings!



Jef Buehler

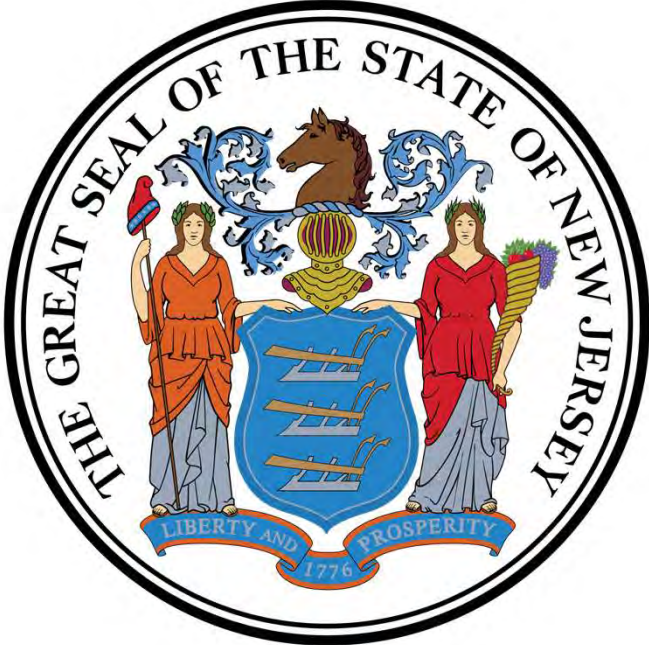
Manager, Municipal & District
Revitalization Office, NJBAC



Greetings!



Tahesha Way, Esq.
Secretary of State, NJDOS



Greetings!



Melanie Willoughby

Ex. Director, NJ Business Action Center



NJBAC

New Jersey Business Action Center

About the NJ Business Action Center

Whether your business or town is



Urban



Rural



Suburban

Whether your local economy is



Thrivin'



Divin'

BAC in Business

We are a free and accessible business support ecosystem that serves as a toolkit to help you reach the goals of today's forum – attracting and retaining local businesses in your downtowns, both with and without transit.

NJBAC's offices:

- Support and Guide Businesses
 - Technical Assistance/Advocacy/Real-time Problem Solving
 - Financial Help (Export Promotion)
- Provide Planning Assistance to Municipalities
- Connect the Motion Picture Industry with Municipalities
 - Film Ready NJ, Incentives
- Cannabis Training Academy (+/- Fall 2023)

Have A District? We Can Help.

The Municipal & District Revitalization Office (M&DR) at NJBAC focuses on, well, helping Municipal and District Revitalization succeed in NJ.

We were created to:

- Provide support for place-based revitalization to local governments and district management entities; and
- Share technical assistance and guidance for creating and sustaining effective and resilient local economies having successful businesses.

So if you are a local government or district management entity looking for strategic assistance or having tactical project-specific questions call - better yet - text me: 609/954-3209.

Setting the Table



Retail That Fosters Prosperity

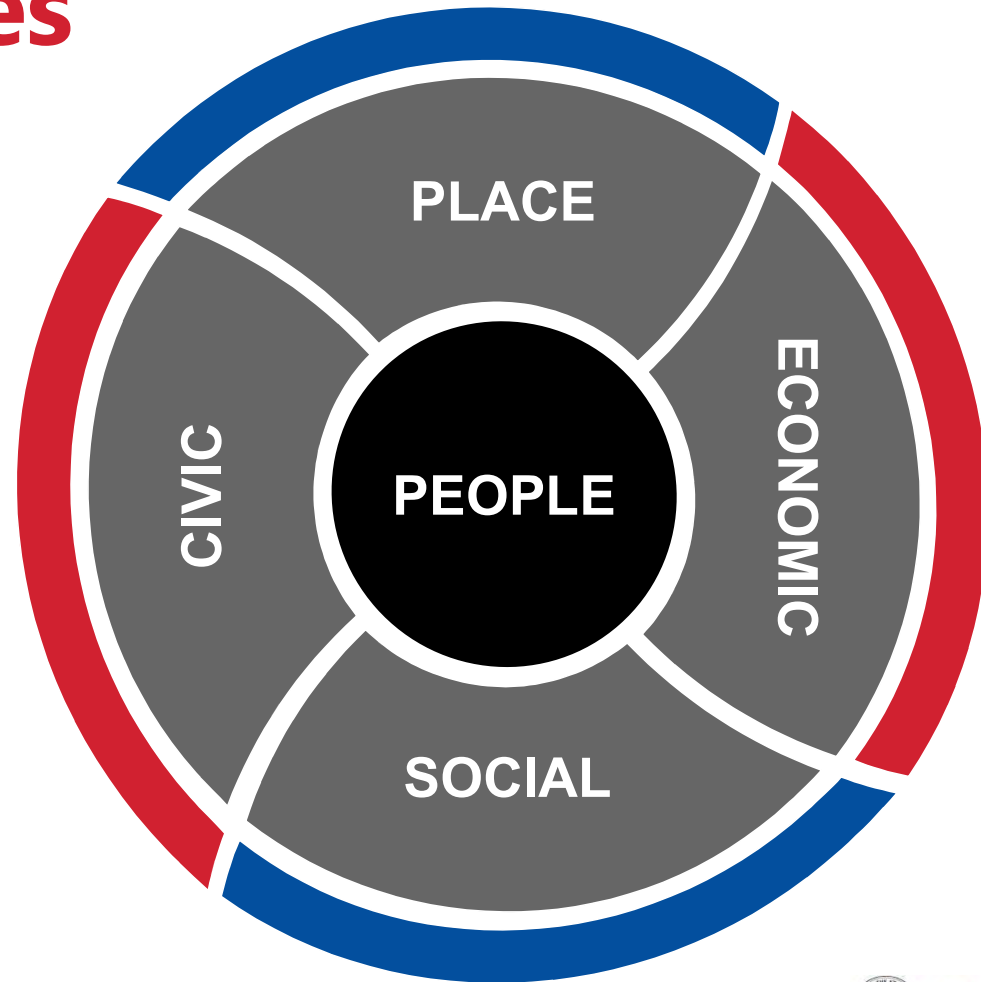
NJ's districts, and the businesses that are their backbone (including those with transit as an anchor – train stations, light rail, bus hubs) – succeed as they maintain and enhance their value.

It's not just about growth. It's about *productivity* and *fit* which = prosperity.

Prosperity – for a business, its district, and community – is created with four sources of value.

Prosperity Values

- Economic Value
- Place Value
- Social Value
- Civic Value



All Funeral *Products*
The Casket Store
• Caskets • Urns
• Stationery • Pet Caskets



Tan Down Under
908-689-7071

**OPEN
TO THE
PUBLIC**

(908)
835-9993

Economic Value



Place Value



Social Value



More Improvements!

The Library has gone through a dramatic transformation this past year. Here are few things that are different:

- New steel shelves throughout the Library
- New computers
- New computer tables and chairs
- New Library wide computer and Internet infrastructure
- New arm chairs
- New children's furniture
- Self checkout stations



Before



After



Civic Value

How?

- Be Stakeholder-Driven
- Create Visible & Tangible Change
- Get On Base
- Be Authentic, But R&D to Save Time & \$
- If Nothing Says You Can't, You CAN
- Fail Fast & Learn From It



Retail in Downtown

Downtown New Jersey Discussion on
Transit Oriented Developments and Retail Corridors
May 18, 2023

“Success is almost totally dependent upon drive and persistence. The extra energy required to make another effort or try another approach is the secret of winning.” Denis Waitley

Agenda



- 1 Anatomy of trade area
- 2 Concepts in Leasing
- 3 Site analytics
- 4 Amount of Retail
- 5 Merchandising
- 6 Attracting tenants

Anatomy of a trade area



- Natural boundaries (river, train trestle, highway, residential neighborhoods, incline, circle)
- Street Grid
- Circulation
- 2 sides of the street
- Civic spaces, public plazas, event spots
- Parking areas
- Anchor stores
- Distance to competing retail destination

Concepts in Leasing

2

Street location (2 sides)

Circulation

Block lengths

Position in the trade area, shopping district

Micro trade area

Fixed building size

Building attributes: basement, columns, ceiling height, condition

Is it in a key run or transition block

In line or end cap? Free standing

Anchor placement

CONCEPT PLAN



** FOR INFORMATIONAL PURPOSES ONLY. VARIATIONS MAY OCCUR IN SOME LEASING PLANS. DIMENSIONS AND SQUARE FOOTAGE ARE APPROXIMATE.
 UPDATED: 01/24/2023

GARDEN STATE PARK - OVERALL SITE PLAN
 TOWNSHIP OF CHERRY HILL, CAMDEN COUNTY, NEW JERSEY



Analyzing a site

Location

Access

Visibility

Parking

Traffic counts



**FREESTANDING BANK BUILDING
WITH DRIVE-THRU FOR LEASE**

434 MAIN STREET

CHATHAM • NEW JERSEY

MARTA VILLA
Senior Vice President
+1 973 715 8385
marta.villa@cbre.com



Analyzing a site

Pedestrian Counts

Ceiling heights

Building size

Demographics

Zoning

Co-tenancy

Expenses (NNN)



Urban site

Shoppes on Broad Market View



Urban location

Shoppes on Broad



Broad Street & Market Street

Study Period: March 2021 to March 2022

Broad & Market Sts
Newark, NJ

Trade Area and Customer Home Location Density



Avg Dwell Time

100 minutes
weekday

84 minutes
weekend

Massive Mobile Data

Data sourced from a wide range of varied mobile apps (50Ks) providing a location analysis solution for location decisions that is dramatically changing the way retailers consider their market strategy. By analyzing sophisticated mobile data, we are creating an accurate picture of customers. Whether used for retail site selection, trade area analysis, marketing, or visitor profiling, mobile data is the most trusted solution for strategic marketplace analysis.

Return Visitors

87% of customers
at Broad and Market
visit multiple times
a year

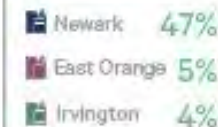
Trade Area Demographics



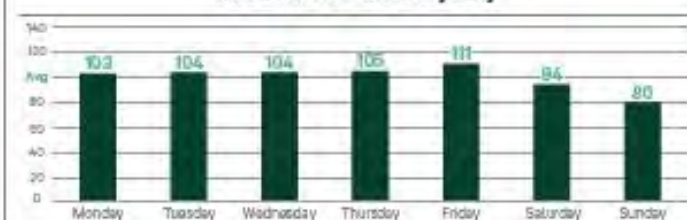
Busiest Period

Thursday
at
4-5 pm

Top Home Towns



Foot Traffic Index By Day



Top Tapestry Segments

T1A CITY STRIVERS

14.2%

Relatively young, foreign born families who have embraced the American lifestyle. Hard-earners in tight-knit communities.

13A DIVERSE CONVERGENCE

13.4%

Young families renting apartments in dense neighborhoods, blending cultures, and working in service occupations.

2B PLEASANTVILLE

9.0%

Slightly older couples settled in older suburban areas with high incomes. Spend their spare time playing sports, watching movies, shopping.

8A CITY LIGHTS

8.2%

Thirty-something, educated, middle class Millennials, living in urban neighborhoods and budgeting for their future.

13D FRESH AMBITIONS

4.4%

Recent immigrant families focused on their children, working hard to overcome language and education barriers.

1A TOP TIER

3.9%

Highly educated, executive class, with income to support and indulgent lifestyle. Own lavish homes, and patron the arts.

1D SAVVY SUBURBANITES

3.6%

Empty nesters that are well read and well capitalized, living in established suburbs, enjoy cultural events and hobbies.

“

How much retail
is too much retail?

”

- a. Speaking of **Bed Bath & Beyond**, SP Capital IQ gathered some great data on overall retail REIT exposure to their filing, for REITs that listed them as a top tenant.
- b. Kimco has the highest amount of sq. ft. at 823,000 but representing just 0.7% of their total portfolio rent.
- c. SITE Centers is next at 643,000, representing 1.8% of their total portfolio rents,
- d. Kite Realty third with 613,000 and 1.4%. See the list below:

US REITs that report Bed Bath & Beyond Inc. as a top tenant

REIT (ticker)	Number of leases	Area leased		Annual base rent	
		(sq. ft.)	Percentage of total portfolio (%)	(\$M)	Percentage of total portfolio (%)
RPT Realty (RPT)	13	361,140	3.0	4.1	2.3
Acadia Realty Trust (AKR)	2	124,432	2.4	3.3	2.2
SITE Centers Corp. (SITC) ¹	17	643,000	2.5	8.5	1.8
Urstadt Biddle Properties Inc. (UBA) ²	2	NA	NA	NA	1.6
Kite Realty Group Trust (KRG)	23	613,000	NA	8.3	1.4
InvenTrust Properties Corp. (IVT)	5	150,000	1.5	1.9	1.1
Urban Edge Properties (UE)	7	205,673	1.2	3.0	1.1
Federal Realty Investment Trust (FRT)	11	417,000	1.5	6.8	0.8
Kimco Realty Corp. (KIM)	31	823,000	1.1	9.8	0.7
Armada Hoffer Properties Inc. (AHH)	2	NA	NA	1.1	0.6
Brixmor Property Group Inc. (BRX)	19	479,461	0.7	5.3	0.6
Regency Centers Corp. (REG)	11	325,000	0.8	5.5	0.6

Data compiled April 25, 2023.

NA = not available.

Includes US equity REITs that trade on the Nasdaq, NYSE or NYSE American and reported Bed Bath & Beyond Inc. as a top tenant in their most-recent earnings.

Tenant data as of Dec. 31, 2022, unless noted otherwise.

¹ Tenant data as of March 31, 2023.

² Tenant data as of Oct. 31, 2022.

Source: S&P Global Market Intelligence.

© 2023 S&P Global.



ONE KINGS LANE





Education Station Day Care Center

PSE&C Tenney Brook Substation

3rd Point of Bloomfield Station

Point of Interest Bloomfield - Axis...

First Class Learning

Bloomfield

AANCO Transmissions & Total Car Care

Amazing Escape Room - Bloomfield

Casa De Flora Bar

State Street Grill

Backyard Cinemas

Apna Punjab Indian

Super Foodtown of Bloomfield

Bloomfield Wax & Skin Care Center

BGR Bloomfield

Claywood Ave

Avaton Bloomfield Station

Level Up MD Bloomfield Urgent Care

The UPS Store

Devi's Jamaican Cuisine

Gloria's Bar And Grill

Blue Steel Pizza Company

Crown Fried Chicken

SO JUICY

Good Guy Vapes, Glass, CBD & Hookah...

Franklin Street Residence

Broad St

AT&T Store

99¢ Dream

Seibe

Knox Ha

Hood Car Wash

Six Points Pub

Dollar Junction

Provident Bank

Value Zone Department Store

Family Service League

Franklin St

AMG Medical Institute

Sub City

LRC Building

IHOP

Bloomfield Ave

Conger St

Merchandising

Placement of uses and the result or interaction of uses when placed together or in proximity.



Attracting tenants

1. Information gathering
2. Marketing collateral
3. Outreach campaign
4. Site tours
5. Handholding
6. Getting landlords, brokers and existing tenants on board

Thank you

***Don't (only) blame the market:
Policy and design lessons when
planning for active ground floors***



Chris Colley

“First” floor.



We want this...



And not this!

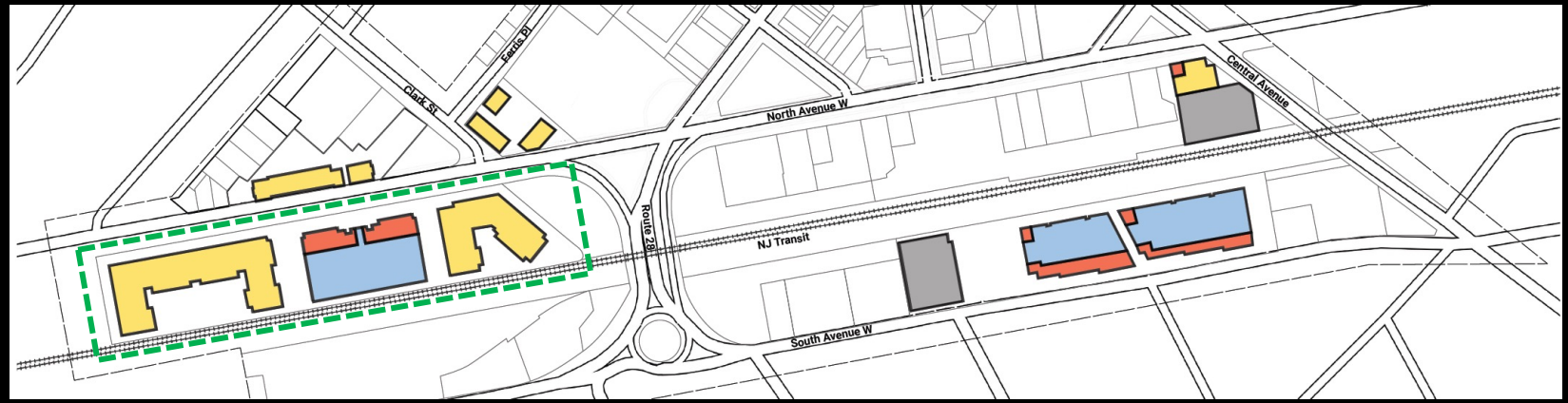


More isn't always better. No retail "leftovers."



More isn't always better.

No retail "leftovers."



Not everything “downtown” is a retail location.



Don't let parking get in the way.

d.	Commercial Use	
1.	Retail stores, commercial recreation except bowling alleys	1 space for each 200 square feet of gross floor area, or 1 space for each employee on the largest working shift, whichever is greater
2.	Medical-dental offices	1 space for each 150 square feet of gross floor area, or 4 spaces for each doctor or dentist plus 1 space for each employee, whichever is greatest
3.	Office buildings, banks, business and professional services	1 space for each 200 square feet of gross floor area
4.	Restaurant and other eating and drinking establishments	1 space for each 2 seats devoted to service plus 1 space for each employee on the largest working shift
5.	Gasoline station, public garage and repair shops	1 space for each 200 square feet of floor area devoted to repair and service facilities. Free-standing and/or located under canopy island shelter buildings are to be considered service facilities for the purpose of the off-street parking
6.	Bowling alley, gymnasium, health spas, racquetball and tennis clubs	1 space for each employee plus 4 spaces for each bowling alley, 2 spaces for each racquet court, 1 space for every 100 square feet of swimming pool surface, 1 space for every 100 feet of running track, 10 spaces for each full basketball court and 1 1/2 spaces for every personal exercise station
7.	Theater, auditorium, stadium, assembly hall, other places of public or private assembly	1 space for each 4 seats provided or, for assembly areas without fixed seats, 1 space for each 50 square feet of floor area devoted to assembly use
8.	Funeral home	1 space for each 30 square feet of floor area devoted to funeral service or viewing rooms and parlors plus 1 space for each employee
9.	Personal service establishments, barber shops, beauty parlors, nail salons, etc. (excluding medical, legal, accounting and real estate personal service establishments)	1 space for each employee to be determined by reference to that working shift with the greatest number of employees working, plus 1 1/2 spaces for every personal service station in a case of a barber shop, beauty parlor or nail salon



Don't let parking get in the way.



§ 300-100.1 Waiver of off-street parking requirements.

[Added 5-7-2001 by Ord. No. 5-01; amended 10-18-2004 by Ord. No. 22-2004]

The provisions of §§ 300-60K and 300-84 of the Code of the Town of Boonton are hereby waived as to any building with frontage on Main Street within the B-1 Zone which cannot provide off-street parking because the lot has been built out or the buildings located thereon encompass the entire lot, provided that if the owner shall expand said building, he shall pay \$1,000 for each parking space required by way of § 300-60K as a result of the addition to the Town for parking purposes upon the issuance of a certificate of occupancy.

Definitions matter.

§ 300-105 **B-1 Business District.**

A. Permitted principal uses.

- (1) Retail stores and shops for retail business conducted entirely within the confines of a building, provided that any process of manufacture, assembly, treatment or conversion involves a product or service intended to be sold or provided directly to the ultimate consumer; and further provided that not more than five mechanics or production workers are involved in any such process. This section shall be deemed to exclude motels, tourist and trailer camps, junk yards, warehouse storage buildings, coal or fuel storage yards, motor vehicle service stations, public garages or industrial uses, and new residential dwellings.
- (2) Banks and financial institutions.
- (3) Central telephone exchanges.
- (4) Offices for professional, business and executive purposes.
- (5) Restaurants and taverns, but not including drive-in restaurants or refreshment stands where food, drink and confections are served outside the buildings, or where food is intended to be consumed in cars parked on the premises.
- (6) Theaters.
- (7) Hotels.
- (8) Funeral homes.
- (9) Vocational schools, or studios for the instruction of the arts, dancing, music, languages, photography.
- (10) Public buildings and uses.
- (11) Nonprofit clubs, lodges and fraternal, civic, service or charitable organizations.
- (12) Parking garages.
- (13) Institutional uses.

Closing Thoughts

- **Dual goals:**
 - Placemaking
 - Economic development
- **Own your vacancies. Engage with the market.**
- **Don't let developers off the hook.**

D **O** **R** **A** **N** **G**
T **O** **R** **A** **N** **G**
S **O** **U** **T** **H**
S **O** **U** **T** **H**

ATTRACTING AND RETAINING LOCAL BUSINESSES DOWNTOWN

PHOTO CREDIT: STUART TYSON PHOTOGRAPHY

3 AREAS OF FOCUS

- 🌀 Activation (Events, Promotions, Marketing)
- 🌀 Advocacy & Business Support
- 🌀 Beautification



COMMUNITY EVENTS

Activate your downtown with events that attract people and compliment the businesses



FARMERS MARKET



HOLIDAY MARKET



DOWNTOWN AFTER SUNDOWN



UNDER COVER MUSIC FEST



JUNETEENTH CELEBRATION



PRIDE CELEBRATION



HALLOWEEN FESTIVAL



HOMETOWN HOLIDAY

MARKETING & PROMOTIONS

Utilize all of your platforms to promote the local businesses

SPOTLIGHTING SOUTH ORANGE DOWNTOWN BLACK OWNED BUSINESSES

THE DANCING BLENDER
MANNY ADELEYE

Manny, owner of The Dancing Blender has been serving premium, functional smoothies and other healthy offerings in South Orange since 1996. The Dancing Blender provides the community with access to healthy food options and health education. Many people do not understand the importance of what they put in their bodies and Manny is always willing to educate people.

121 S ORANGE AVE
973-821-5707

CELEBRATE BLACK HISTORY MONTH

CELEBRATING Women's History Month
MARCH 2022
A CELEBRATION OF WOMEN PROVIDING HEALING & PROMOTING HOPE THROUGHOUT SOUTH ORANGE DOWNTOWN

EDITH VILLAVICENCIO
OWNER | GARDEN OF EDITH

Celebrate VALENTINE'S DAY
South Orange Downtown

BRUNCH OPTIONS

GRID IRON WAFFLE SHOP
12 S ORANGE AVE
973-821-5264

THE ORDER
50 W S ORANGE AVE
973-313-1333

2022 VALENTINE'S DAY GUIDE

SHOP. DINE. EXPERIENCE.

SOUTH ORANGE DOWNTOWN LOCAL GIFT GUIDE

Someone Special

Last minute local gifts for everyone on your list

Ambiance Jewelers
53 S ORANGE AVE

Martin's Pretzels
108 S ORANGE AVE

Victor's Florist
128 S ORANGE AVE

SUPER BOWL SUNDAY
FEB 13 6:30PM

WHERE TO WATCH THE GAME IN SOUTH ORANGE DOWNTOWN

WHO'S OFFERING SPECIALS FOR GAME DAY

TAKE OUT OPTIONS IF YOU'RE WATCHING FROM HOME

SOUTH ORANGE DOWNTOWN SETON HALL WELCOME BACK WEEKEND
FRIDAY AUG 26 - SUNDAY AUG 28
SOUTHORANGEDOWNTOWN.ORG

DISCOUNTS

SHOP DINE EXPERIENCE

SAT AUG 27 | SPIOTTA PARK **LIVE MUSIC**

SHU JAZZ ENSEMBLE 3:30PM - 4:30PM
FORGET THE WHALE 5:00PM - 8:30PM

10:01 Search SETONHALL Posts Follow

setonhall

setonhall South Orange Downtown welcomes the Seton Hall community back to campus with exclusive offers from participating businesses from Aug 25 - Aug 28. Also join us for free live music in Spiotta Park on Saturday, August 27 with performances from the "Seton Hall Jazz"

THE ELF CHASE GIVEAWAY

ENTER FOR YOUR CHANCE TO WIN A \$250 SOUTH ORANGE DOWNTOWN GIFT CARD (VALID AT OVER 20+ BUSINESSES)

FIND AS MANY ELVES AS YOU CAN - UNLIMITED ENTRIES

STEP 1 CATCH THE HIDDEN ELF

STEP 2 COLLECT YOUR ELF TICKET FROM THE REGISTER

STEP 3 SUBMIT ELF TICKET ENTRY TO A DROP OFF LOCATION

DROP OFF LOCATIONS

KITCHEN A LA MODE 19 S Orange Ave
Hours: Mon - Sat 10AM-6PM Sun 10AM-5PM

HOLIDAY MARKET SOUTH ORANGE DOWNTOWN TENT
Dates, Locations & Hours: Wed Dec 21 & Thurs Dec 22 3PM-7PM Village Plaza

SPARKHOUSE TOYS 9 Village Plaza
Hours: Mon - Thurs & Sat 10AM-5:30PM Fri 10AM-6PM Sun 10AM-4PM

WINNER WILL BE ANNOUNCED DEC 22

DOWNTOWN DOLLARS

\$10 OFF AT PARTICIPATING BUSINESSES

WHEN YOU SPEND \$50 OR MORE

DOWNTOWN DOLLARS

SOUTH ORANGE DOWNTOWN GIFT CARD

\$25

DOWNTOWN ON DISPLAY

Partner with local businesses to curate special events



YOGA AND SHOTS



FASHION SHOW



BREAKFAST & BINGO



BHM NETWORKING



BLOOMIN BRUNCH



WREATH MAKING








FALL FESTIVAL



SIP AND PAINT

BUSINESS SUPPORT & ADVOCACY

WHAT CAN WE DO TO HELP OUR DOWNTOWN BUSINESSES THRIVE?

-  One on One Business Assistance
-  Regular Stakeholder Communications
-  Networking Events
-  Incentive Programs
-  Streamline the process

OPEN A BUSINESS CHECKLIST

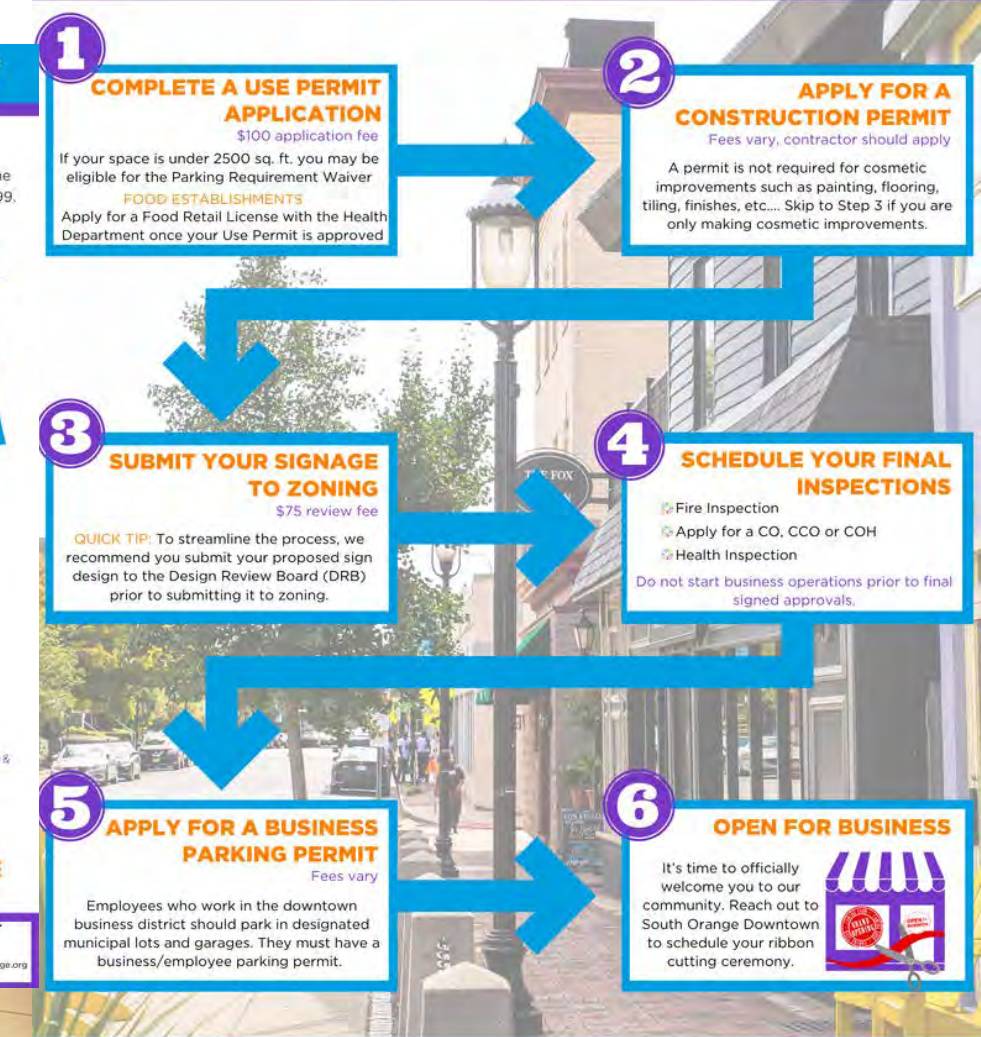
- ONE-ON-ONE SUPPORT**
- South Orange Downtown is here to help guide you through the process, please contact the Executive Director, Melissa Hodge at melissa@southorangedowntown.org or 973-763-6899.
- ZONING**
- Submit a Use Permit Application
 - Submit a Parking Waiver Application (if applicable)
- BUILDING**
- Apply for a Construction Permit (should be done by your contractor)
 - building
 - electrical
 - fire prevention
 - plumbing
 - Apply for a dumpster permit
 - Apply for a Town Contractor License (if contractor is not licensed in NJ)
- HEALTH DEPARTMENT**
- Apply for a Food Retail License with the Health Department (required for food establishments & businesses selling pre-packaged food)
- ZONING**
- Submit 3 colored copies of your sign design along with the dimensions
 - Apply for a Temporary Banner Permit (if applicable)
- FINAL INSPECTIONS**
- Schedule fire inspection with the Fire Inspector
 - Apply for a CO with Building or apply for a CCO or COH with Code Enforcement
 - Schedule health inspection with the Health Department (required for daycare centers, food establishments & businesses selling pre-packaged food)
- OUTDOOR DINING**
- Apply for an Al Fresco Dining permit (if applicable)
- PARKING AUTHORITY**
- Apply for business/employee parking permits

REMEMBER
Wait for your Use Permit to be approved before moving on to the next step.
Permits are not required for cosmetic improvements such as painting, flooring, tiling, finishes, etc...

IMPORTANT CONTACTS

ZONING Diane Travers Zoning Assistant dtravers@southorange.org 973-378-7715 ext. 3990	BUILDING Anthony Giardi Building Official agiardi@southorange.org 973-378-7715 ext. 7100	FIRE PREVENTION BUREAU Anthony Giardi, Fire Official Ken Mar Jr., Fire Inspector codeinspector@fire@southorange.org 973-378-7715 ext. 7109	PARKING AUTHORITY Nevea Rodriguez Office Manager nrodriguez@southorange.org 973-378-7715 ext. 2017	HEALTH DEPARTMENT Candice DiVincenzi Health Official healthofficial@southorange.org 973-378-7715 ext. 7100
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OPENING A BUSINESS IN SOUTH ORANGE quick guide



VISIT SOUTHORANGEDOWNTOWN.ORG FOR MORE DETAILS



DOWNTOWN BEAUTIFICATION

Create a quality space, somewhere people want to be.





CONTACT ME:

Melissa Hodge, Executive Director

South Orange Downtown

Email: melissa@southorangedowntown.org

Phone: 973-763-6899





Small Town Feel
Hammonton
BIG CITY APPEAL



Small Town Feel
Hammonton
BIG CITY APPEAL



Small Town Feel
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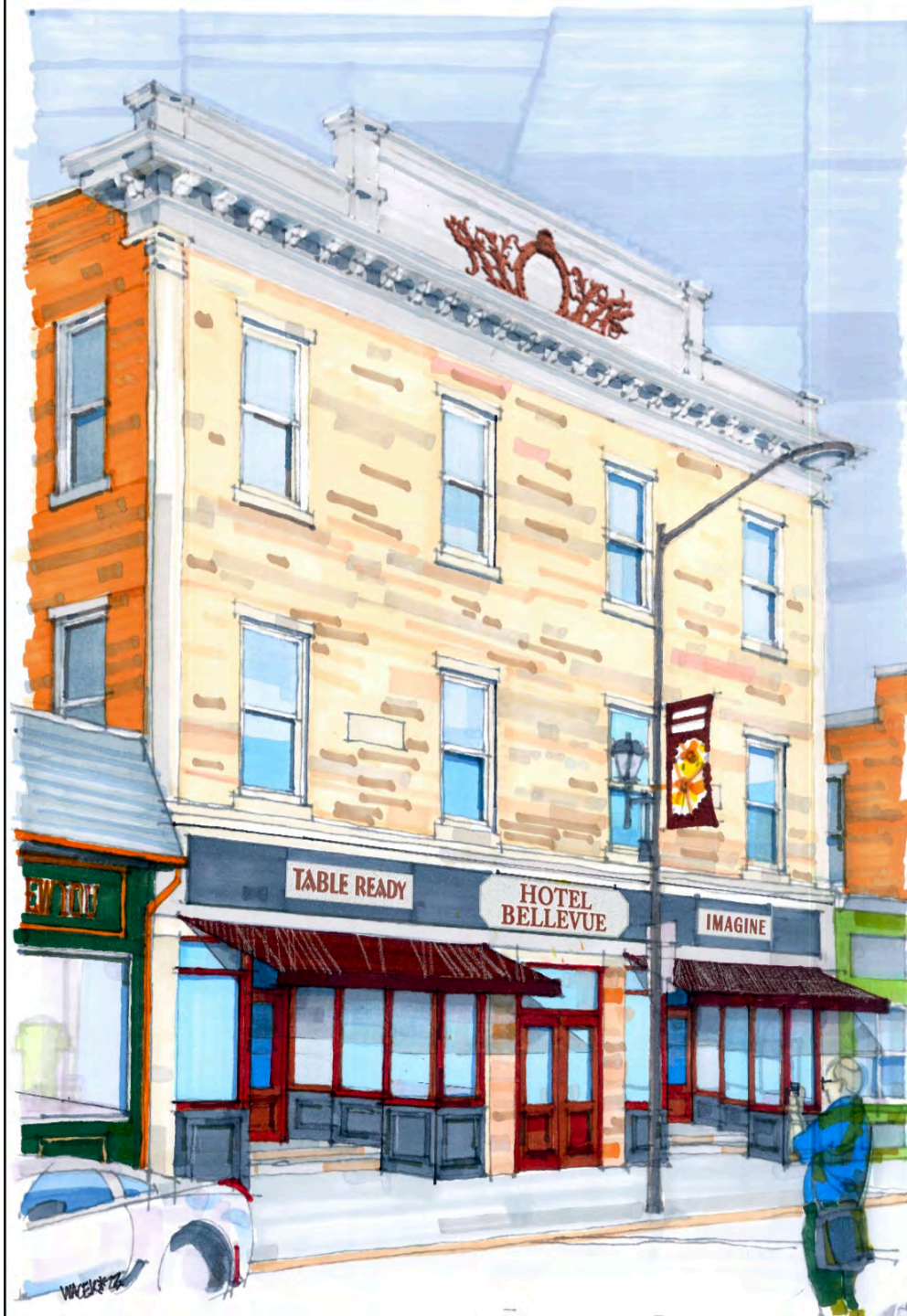
Small Town Feel
Hammonton
BIG CITY APPEAL



Small Town Feel
Hammonton
BIG CITY APPEAL



Small Town Feel
Hammonton
BIG CITY APPEAL



Small Town Feel
Hammonton
BIG CITY APPEAL





Small Town Feel
Hammonton
BIG CITY APPEAL



LaCarreta TAQUERIA



LaCarreta taco cart, a Hammonton Best, parks it's wheels on South 12 Street, next to Vinyl Brewing/across from famed Bagliani's Market. Roll in or walk over and pick up or eat in—take a seat on the patio and get ready to taste the sizzle at Saldana family's newest eatery serving the area's most amazing tacos, tortas, burritos, and mexican bites you won't want to miss out on.

Where Hammonton sizzles Tuesday nights



This place sizzles!

LaCarreta Taqueria 306 S 12th Street, Hammonton NJ—lacarretataqueria.com

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Chris Colley
Principal
Topology



Jim Donio
Town Advocate
Town of
Hammonton



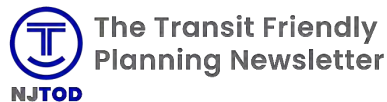
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with support from

