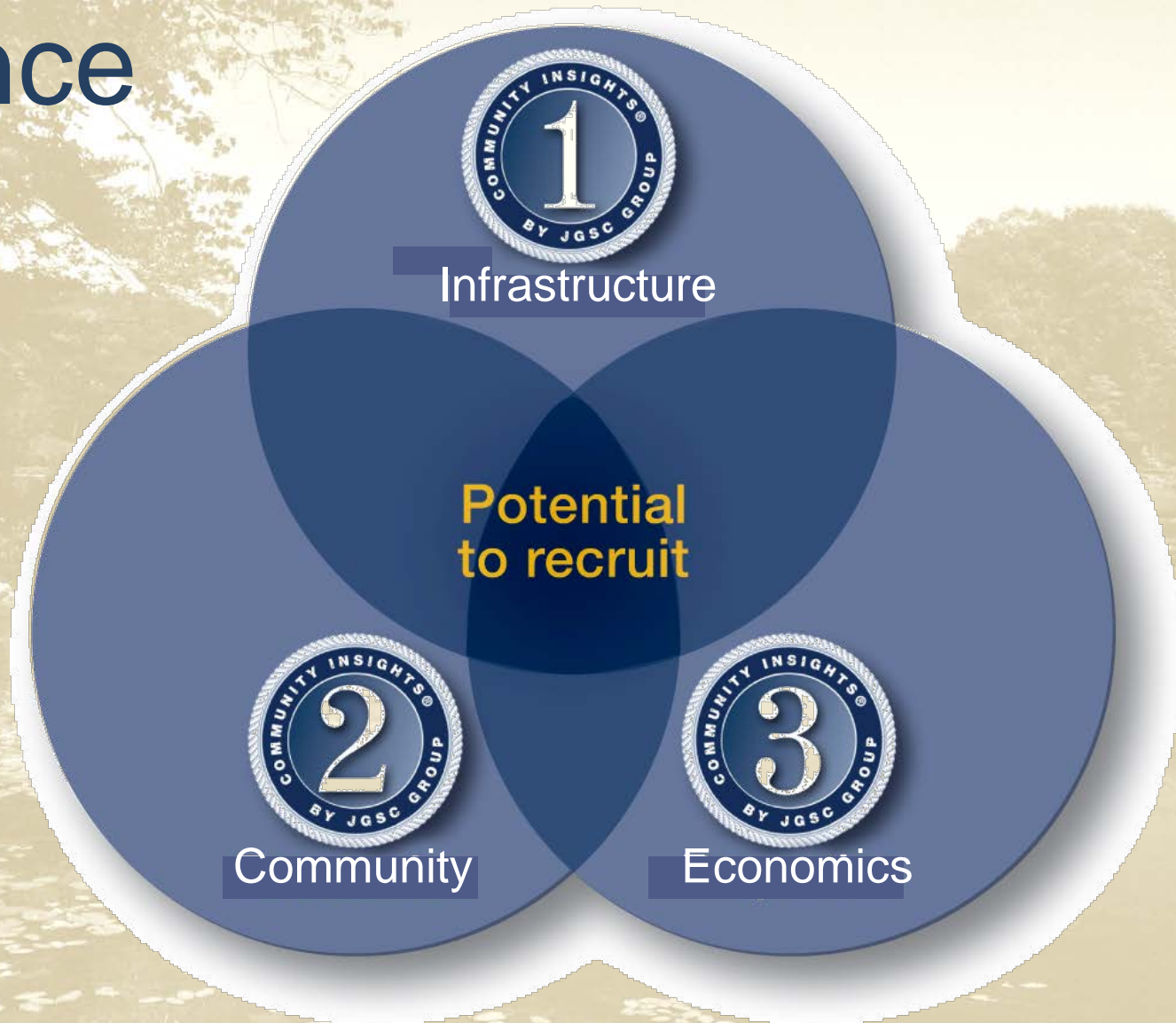


Byram, NJ

Market Analysis



Growth by choice, not chance



Market analysis

Infrastructure

- Business inventory
- Vacancies
- Access
- Parking
- Competitors
- Redevelopment sites

Community

- Merchants
- Property owners
- Stakeholders
- Community Survey

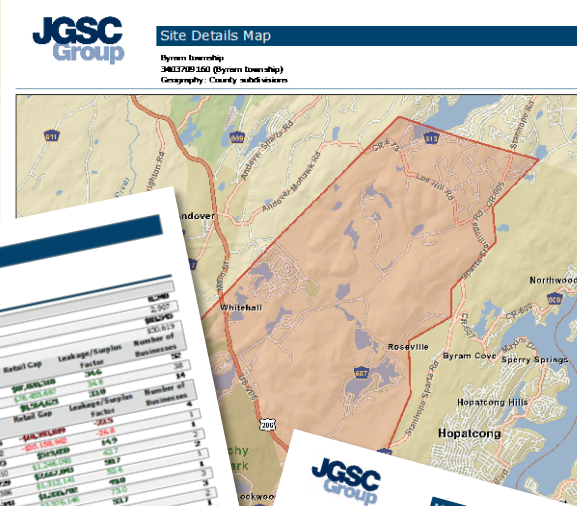
Economics

- Demographics
- Psychographics
- Consumer expenditures
- Supply and demand

Retail Marketplace Profile

Byram Township
Byram Township, NJ (08007160)
Geography: County Subdivision

NAICS	Demand	Supply	Retail Cap	Leakage/Factor	Number of Businesses
44	\$4,472,222	\$6,071,263	\$6,071,263	136%	14
44-43	\$100,027,604	\$97,537,138	\$125,442,375	125%	58
44-42	\$17,263,737	\$19,119,118	\$16,544,225	119%	14
44-41	\$3,480,266	\$3,480,266	\$3,480,266	100%	1
44-40	\$2,061,103	\$2,061,103	\$2,061,103	100%	1
44-39	\$999,948	\$999,948	\$999,948	100%	1
44-38	\$2,000,425	\$1,402,493	\$1,402,493	70%	1
44-37	\$1,594,527	\$1,594,527	\$1,594,527	100%	1
44-36	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-35	\$4,407,711	\$4,407,711	\$4,407,711	100%	1
44-34	\$3,480,266	\$3,480,266	\$3,480,266	100%	1
44-33	\$4,407,711	\$4,407,711	\$4,407,711	100%	1
44-32	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-31	\$2,000,425	\$2,000,425	\$2,000,425	100%	1
44-30	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-29	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-28	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-27	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-26	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-25	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-24	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-23	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-22	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-21	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-20	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-19	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-18	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-17	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-16	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-15	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-14	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-13	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-12	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-11	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-10	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-09	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-08	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-07	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-06	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-05	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-04	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-03	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-02	\$1,463,987	\$1,463,987	\$1,463,987	100%	1
44-01	\$1,463,987	\$1,463,987	\$1,463,987	100%	1



Market Profile

Byram Township
Byram Township, NJ (08007160)
Geography: County Subdivision

Category	2010	2011	2012	2013	2014	2015
Population Summary	20,900	21,000	21,100	21,200	21,300	21,400
2010 Total Population	20,900					
2011 Total Population		21,000				
2012 Total Population			21,100			
2013 Total Population				21,200		
2014 Total Population					21,300	
2015 Total Population						21,400
Household Summary	7,800	7,800	7,800	7,800	7,800	7,800
2010 Average Household Size	2.68					
2011 Average Household Size		2.68				
2012 Average Household Size			2.68			
2013 Average Household Size				2.68		
2014 Average Household Size					2.68	
2015 Average Household Size						2.68
Per Capita Income	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
2010 Per Capita Income	\$25,000					
2011 Per Capita Income		\$25,000				
2012 Per Capita Income			\$25,000			
2013 Per Capita Income				\$25,000		
2014 Per Capita Income					\$25,000	
2015 Per Capita Income						\$25,000

Inventory (retail mix)

Top categories:

8-FS Restaurants

7-Medical professional

4-LS Restaurants

4-Nail salons

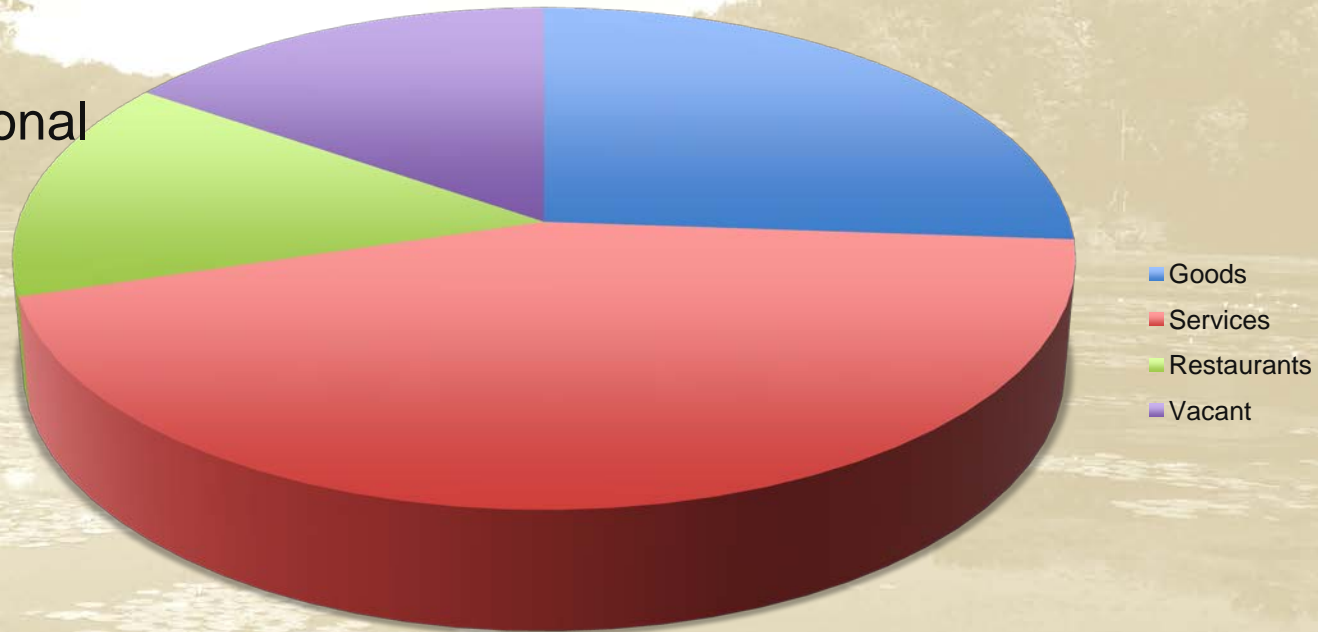
4-Financial professional

4-Private clubs

3-Auto parts

3-Auto repair

3-Convenience/deli



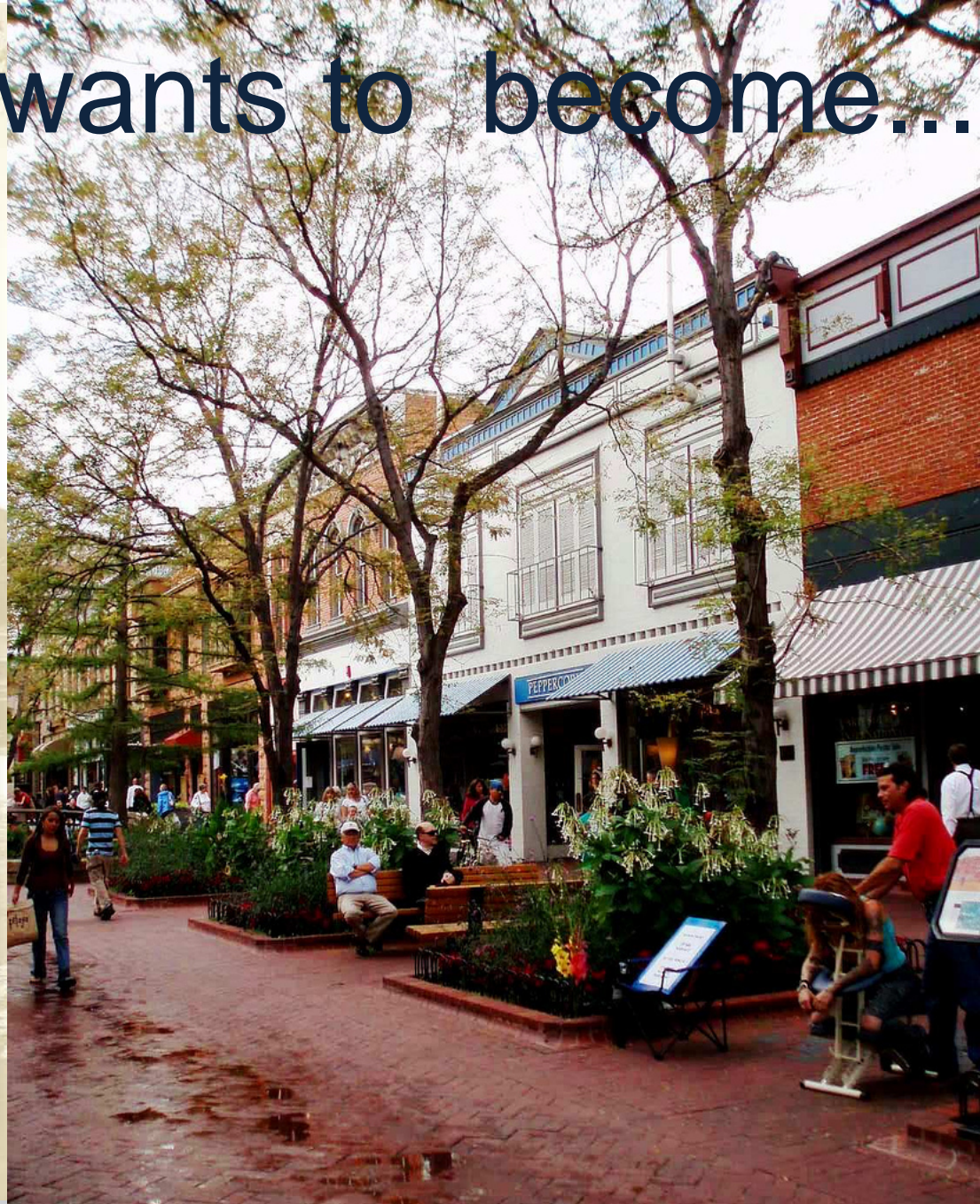
Vacancies



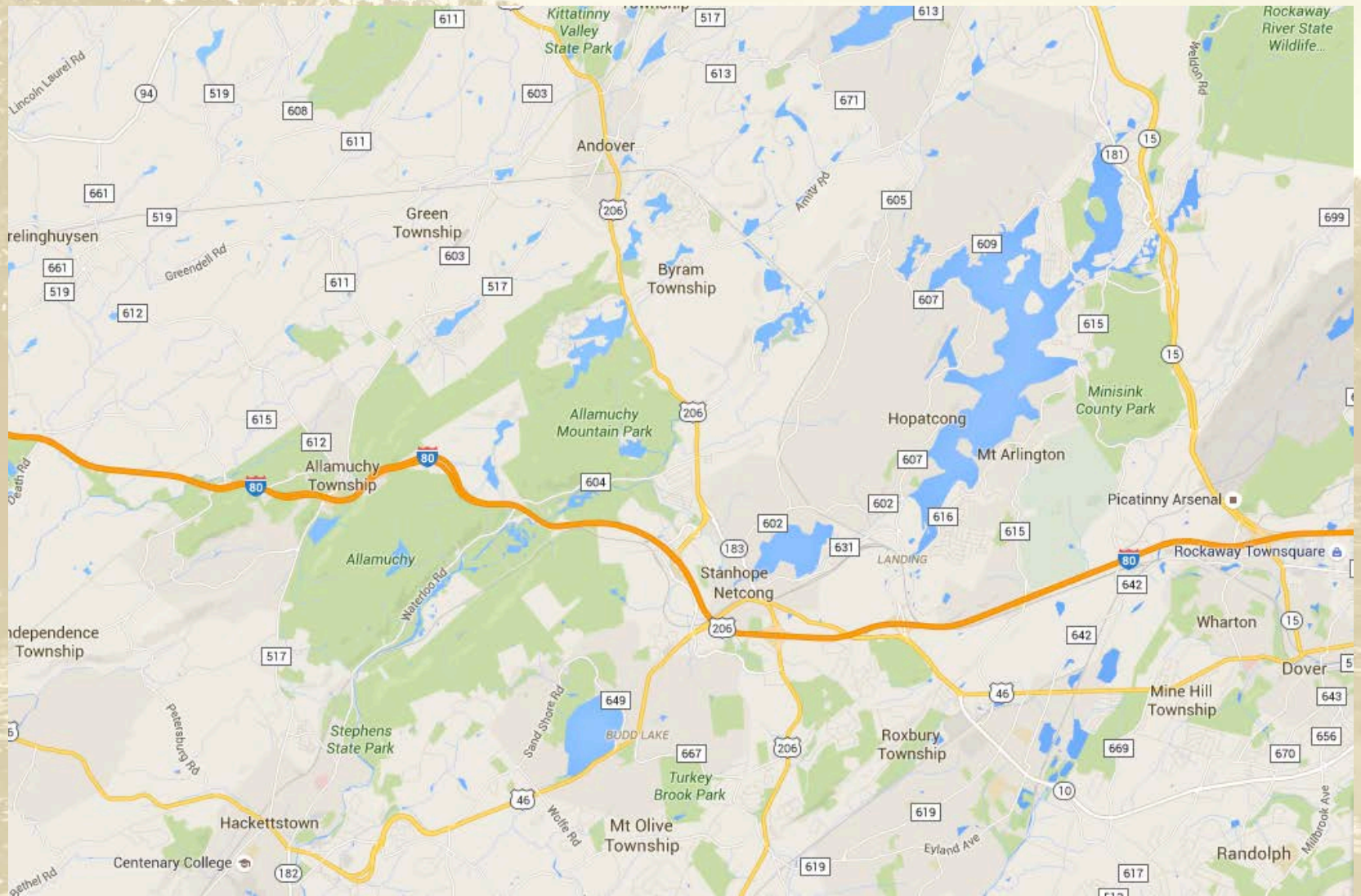
Retail infrastructure



What Byram wants to become...



Access

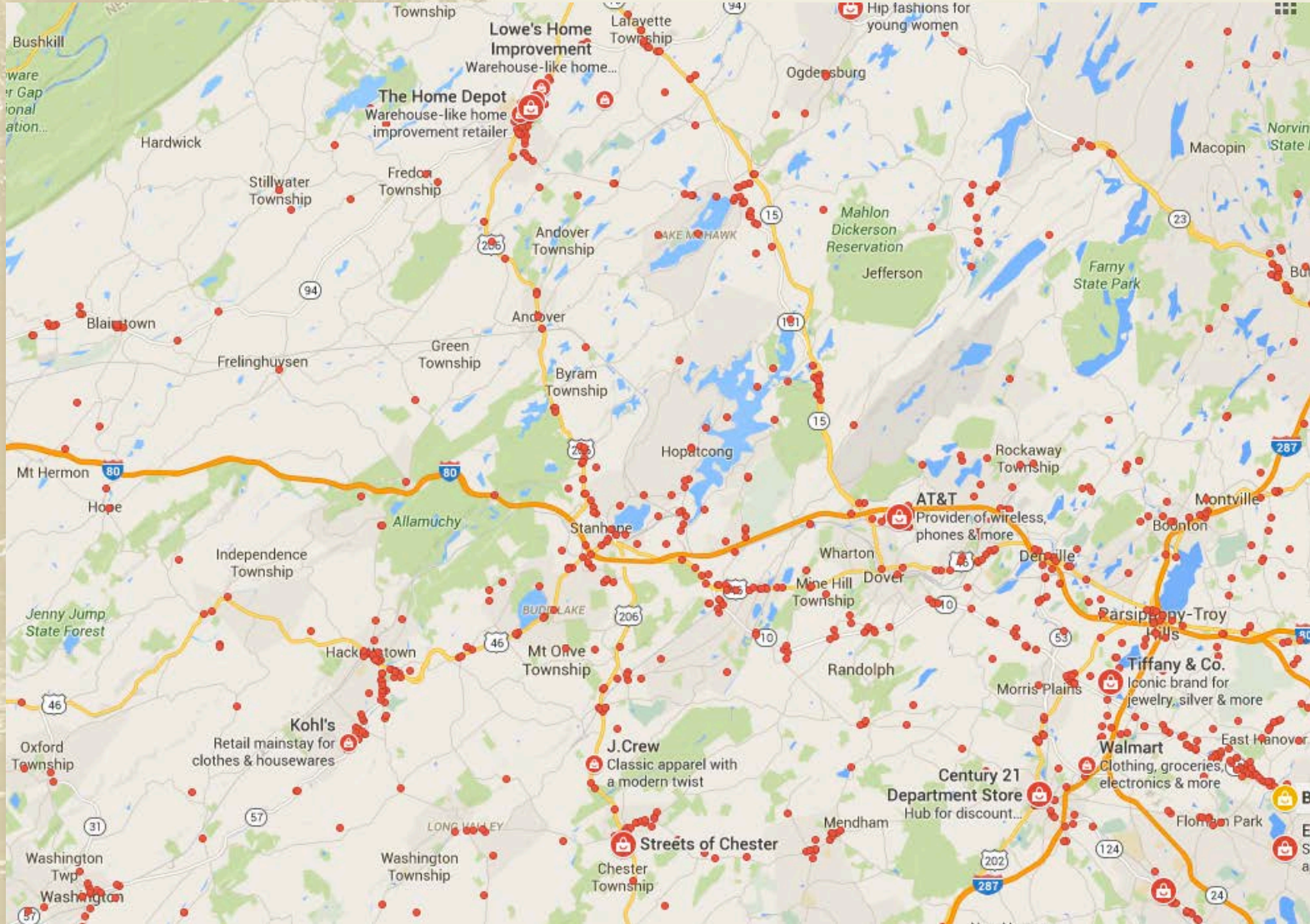


Parking



Competitor

S



Redevelopment opportunities



Infrastructure issues

Infrastructure

- Business inventory
- Vacancies
- Access
- Parking
- Competitors
- Redevelopment sites

Community

- Merchants
- Property owners
- Stakeholders
- Community Survey



Merchants



Stakeholders



Byram's survey by the numbers

1,415 responses

Confidence level: 95%

Margin of error: 2.6%

Avg HH inc: \$129,800

Residents: 86%

Non-resid: 14%

Resid >10 yr: 71%

HH 2.4 ad., 1.2 ch.

Average age: 47.3

Age 45 or older: 57%

HH inc over \$100K: 63%



Trade Area today

Where the large majority (>70%) of your shoppers originate:

86% Byram

1% Andover

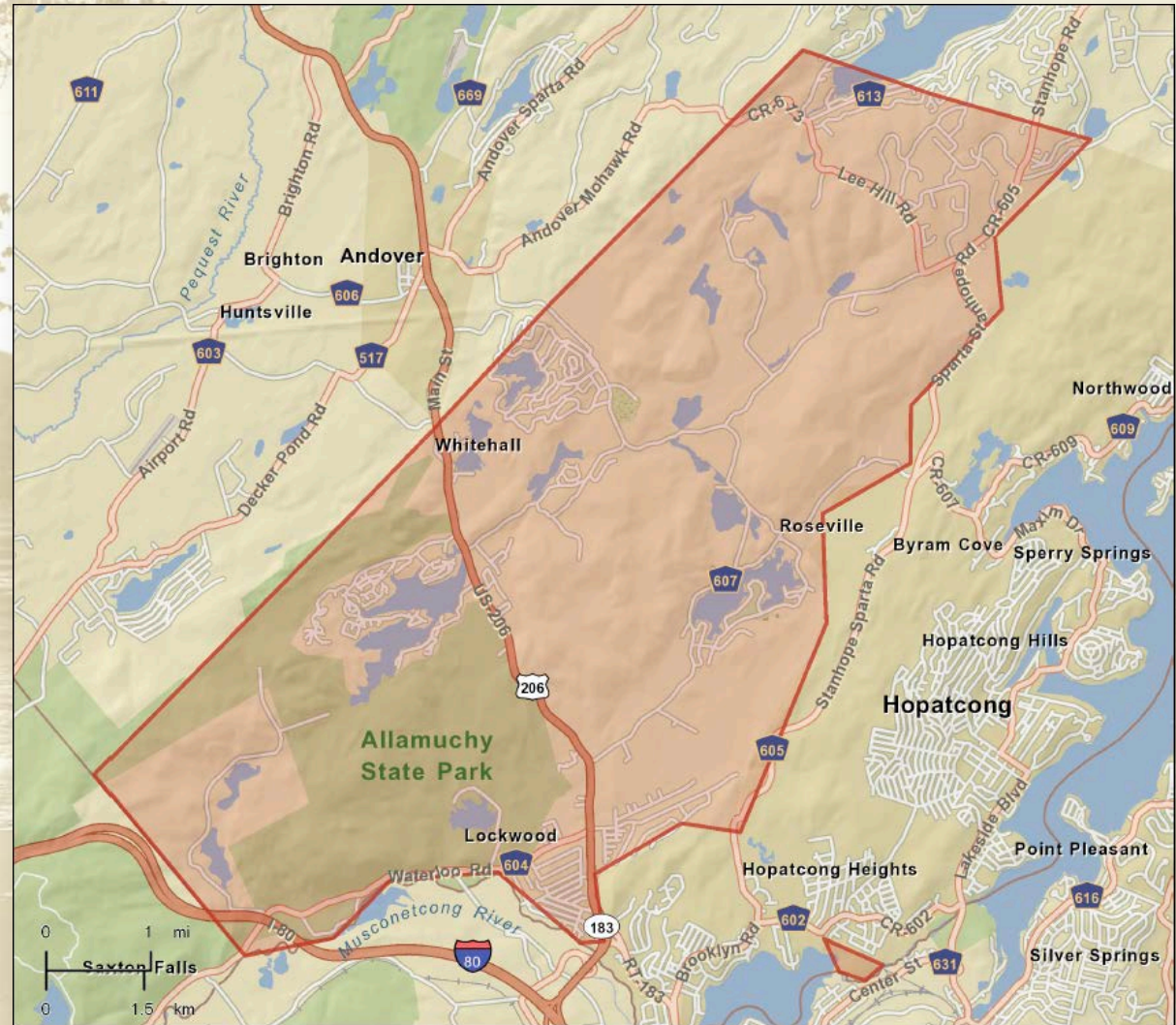
1% Sparta

2% Stanhope

10% Other

Population: 8,240

Annual retail demand: \$169.3mm



Byram's spending power



\$129,800



\$58,235

Trade Area preferred

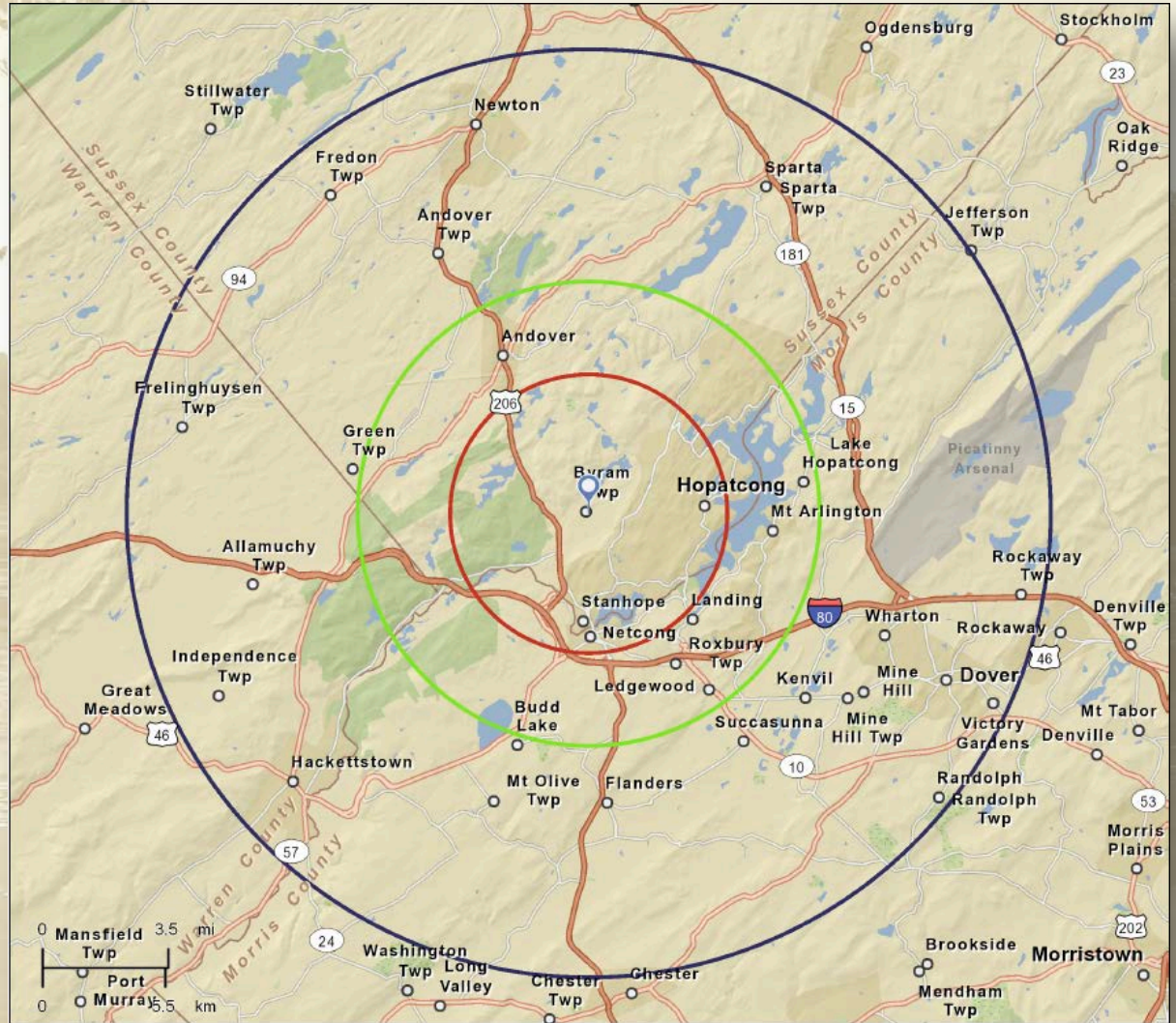
10-mile radius

Population:

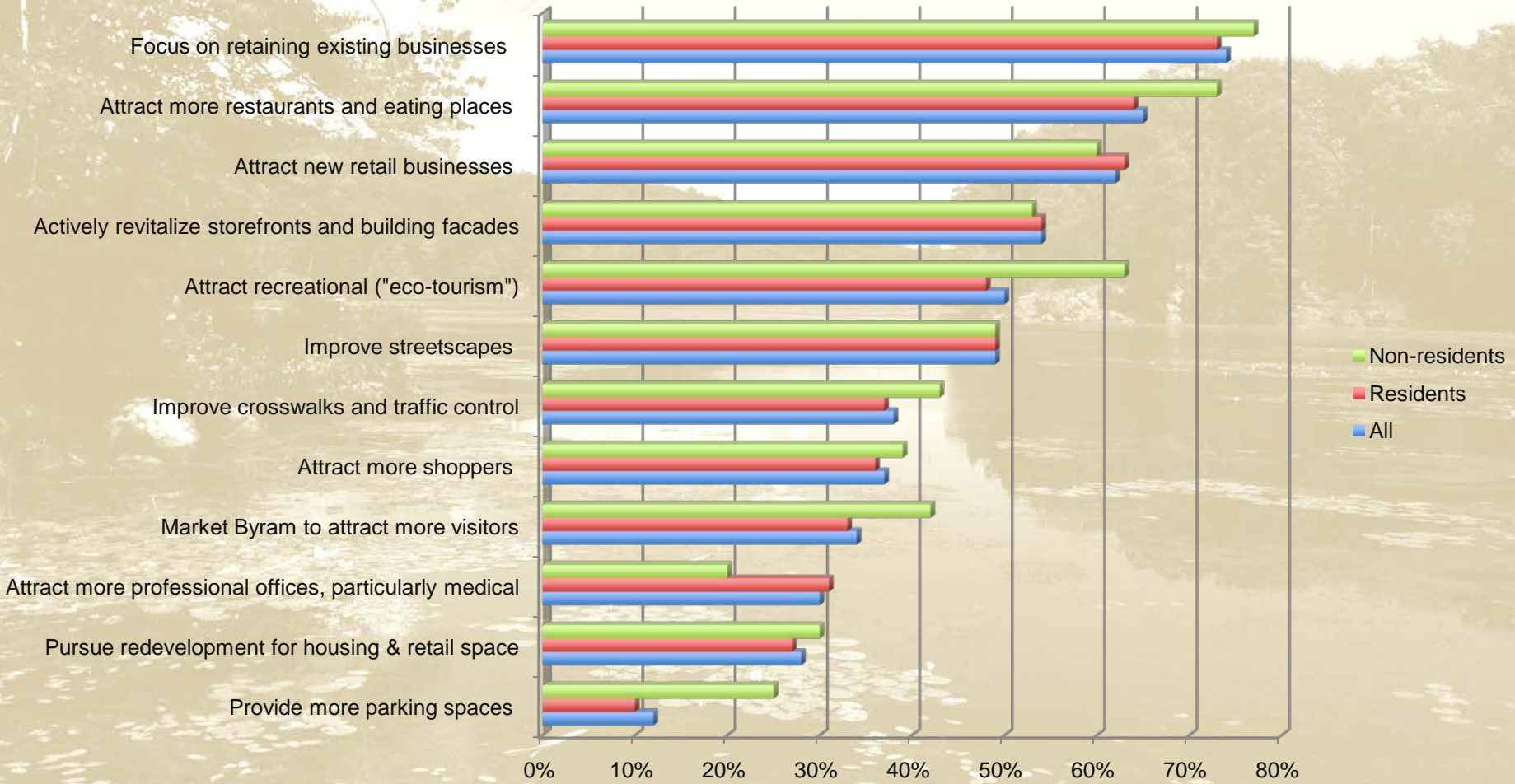
231,864

Annual retail

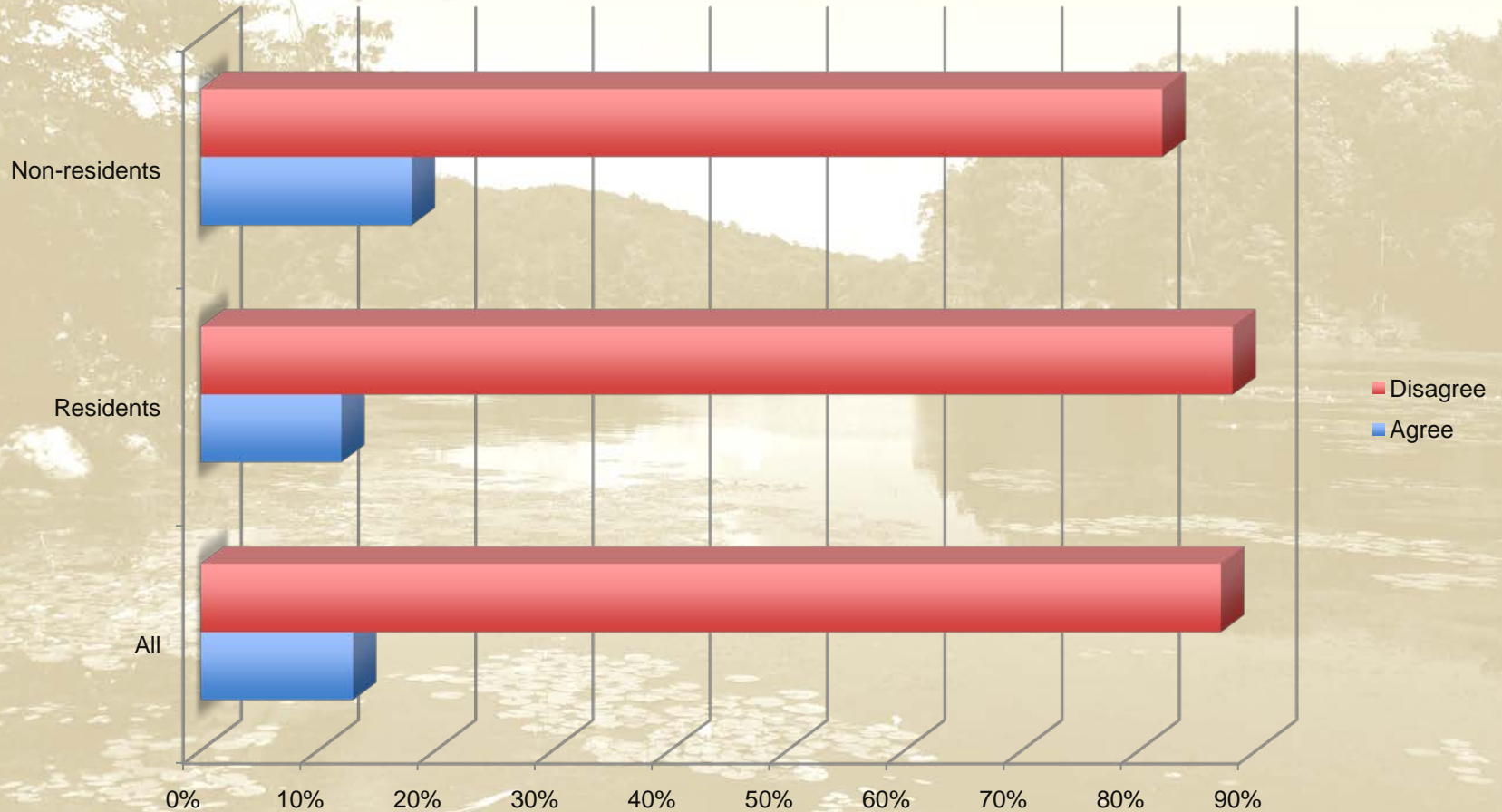
demand: \$3.79 B



Rate the importance of accomplishing the following:



Do you agree that we should do nothing; Byram is fine as it is?



Shopping

Visits: 9x/mo

2.3 here

6.7 elsewhere

Spending

\$52 here

\$75 elsewhere

Takeaways

- *Low capture rate*
- *Low capture area*



You



Dining

Monthly Visits: 7.9

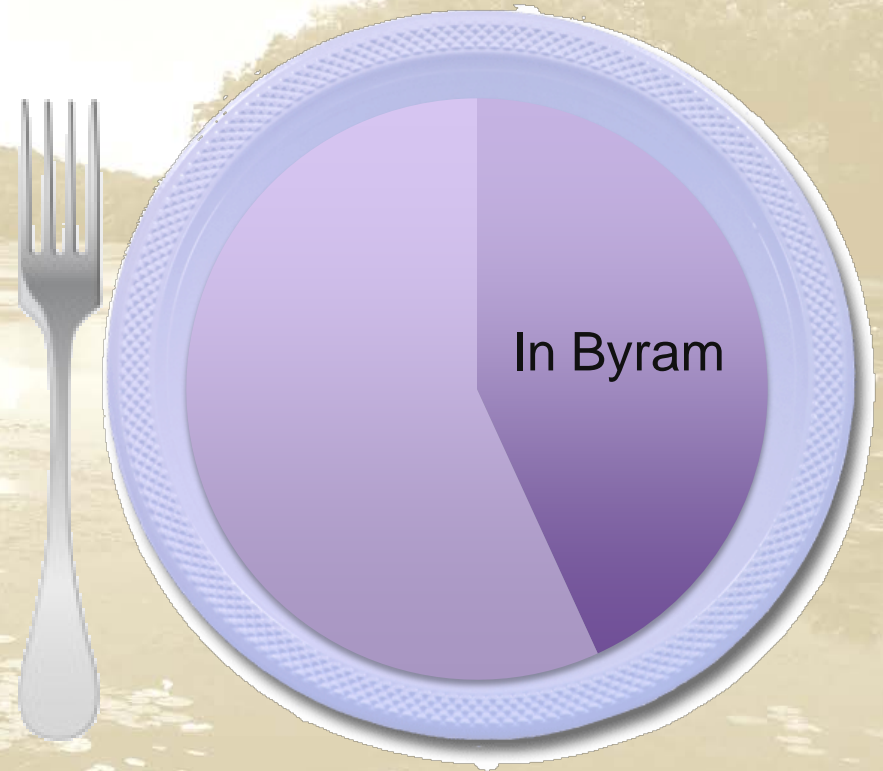
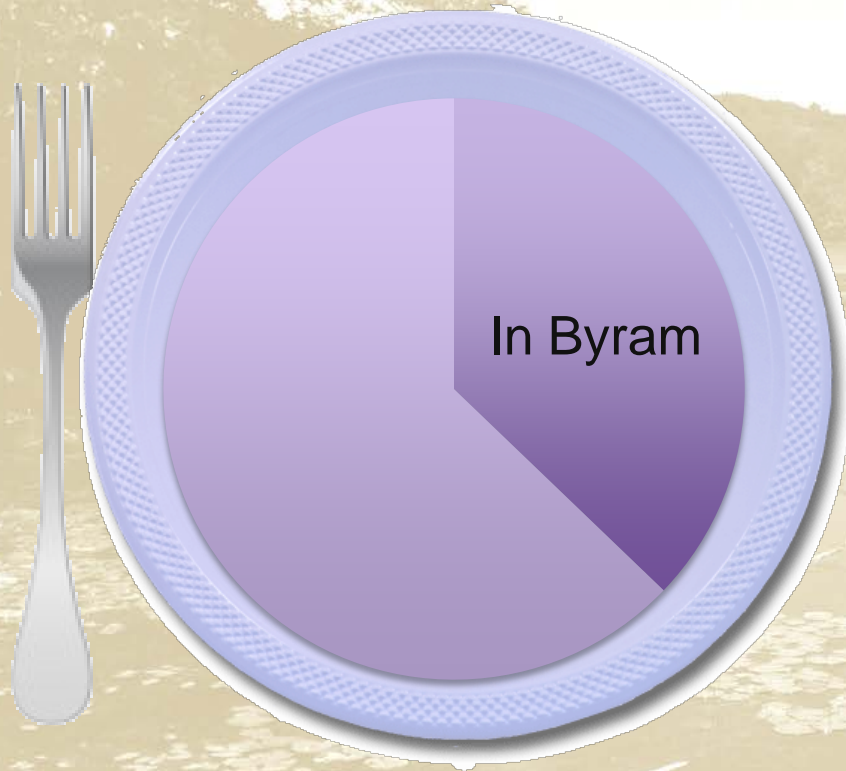
2.9 here

5.0 elsewhere

Spending/visit

\$19 here

\$25 elsewhere



Competition

Most visited:

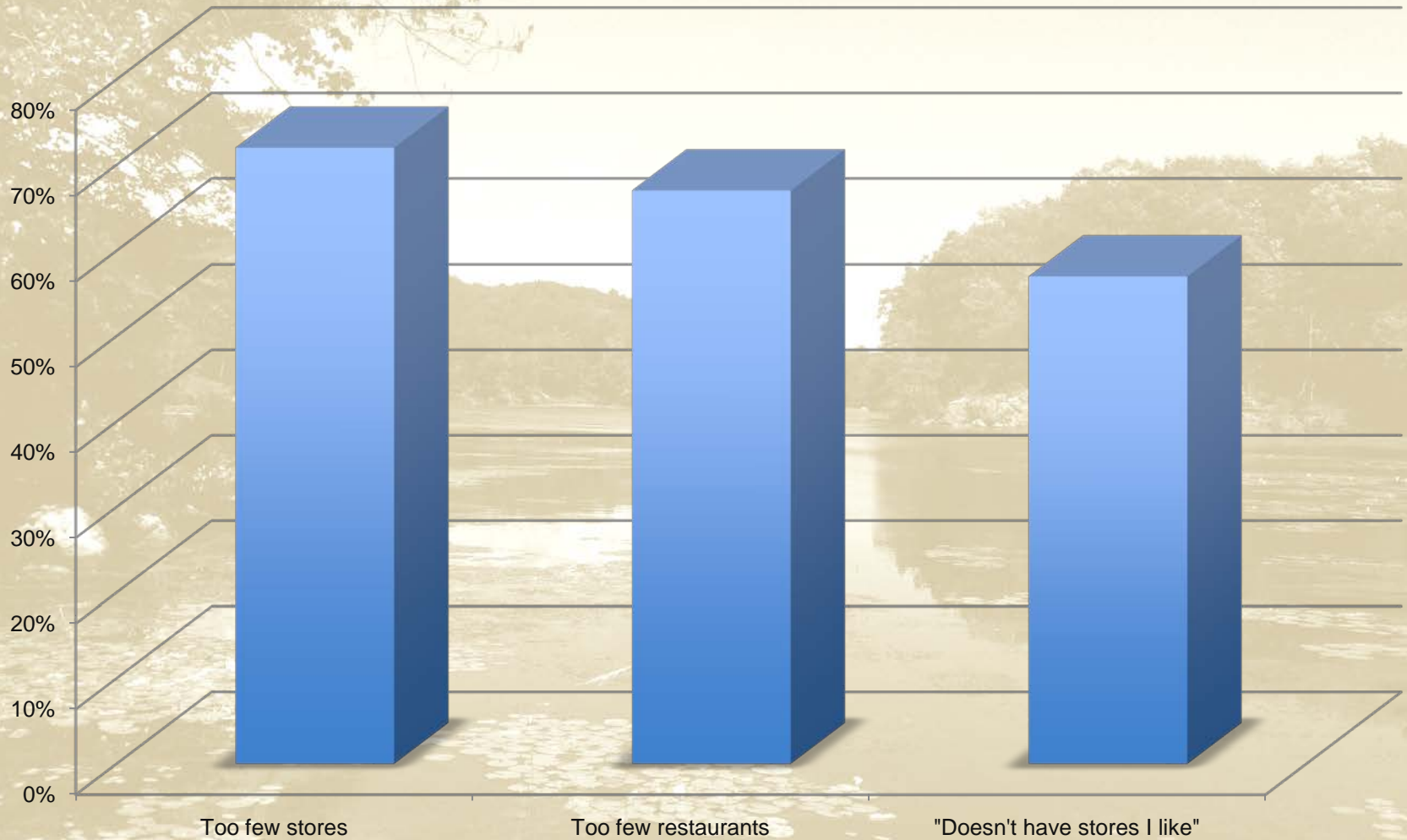
- ITC Crossing (72%)
- Rockaway Mall (33%)
- Roxbury Mall (25%)
- Ledgewood Mall (20%)

Least visited:

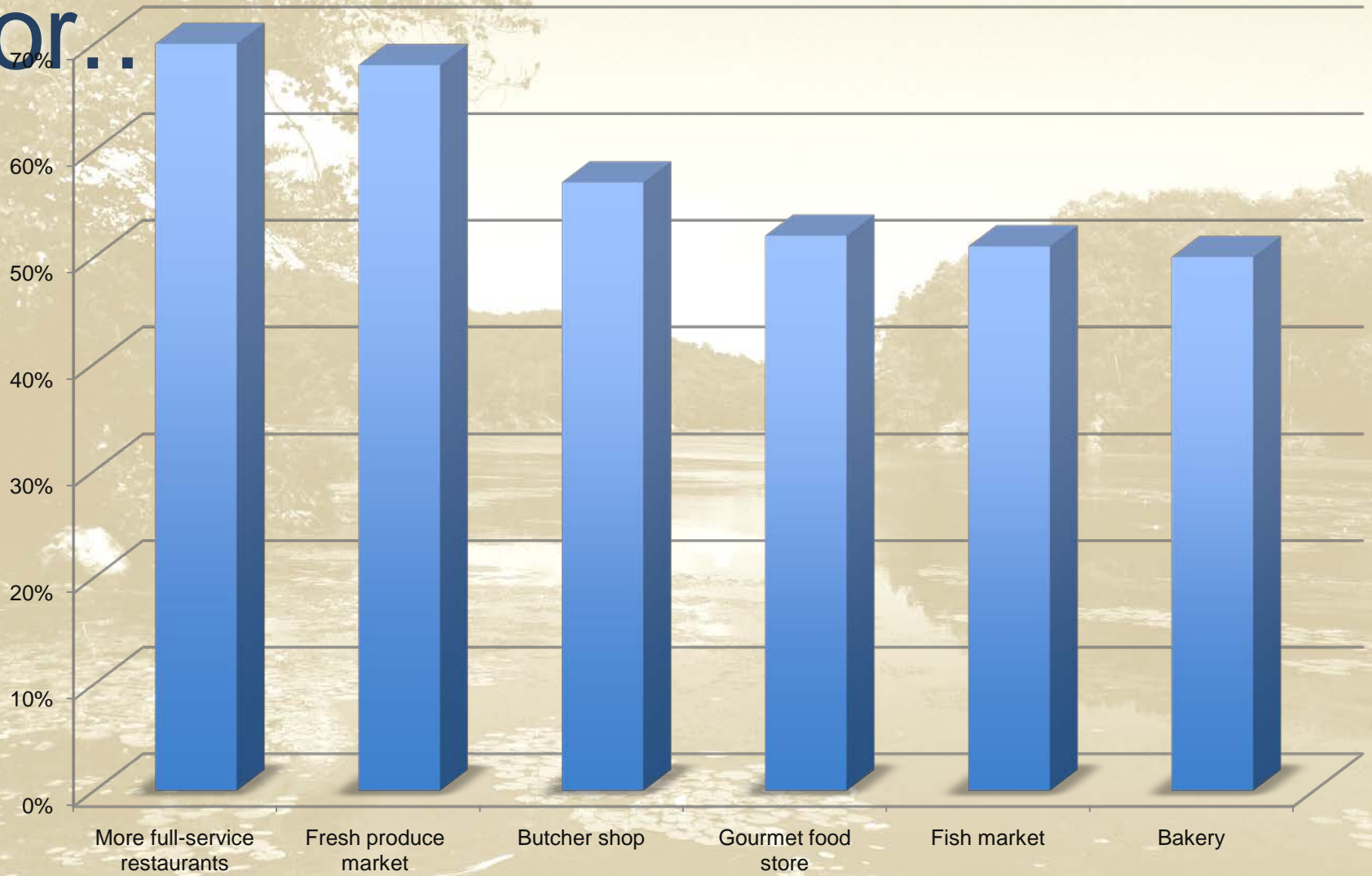
- Sutton Plaza shopping Center (1%)
- Hackettstown Mall (3%)
- Village Green Shopping Center (6%)



Reasons not to visit

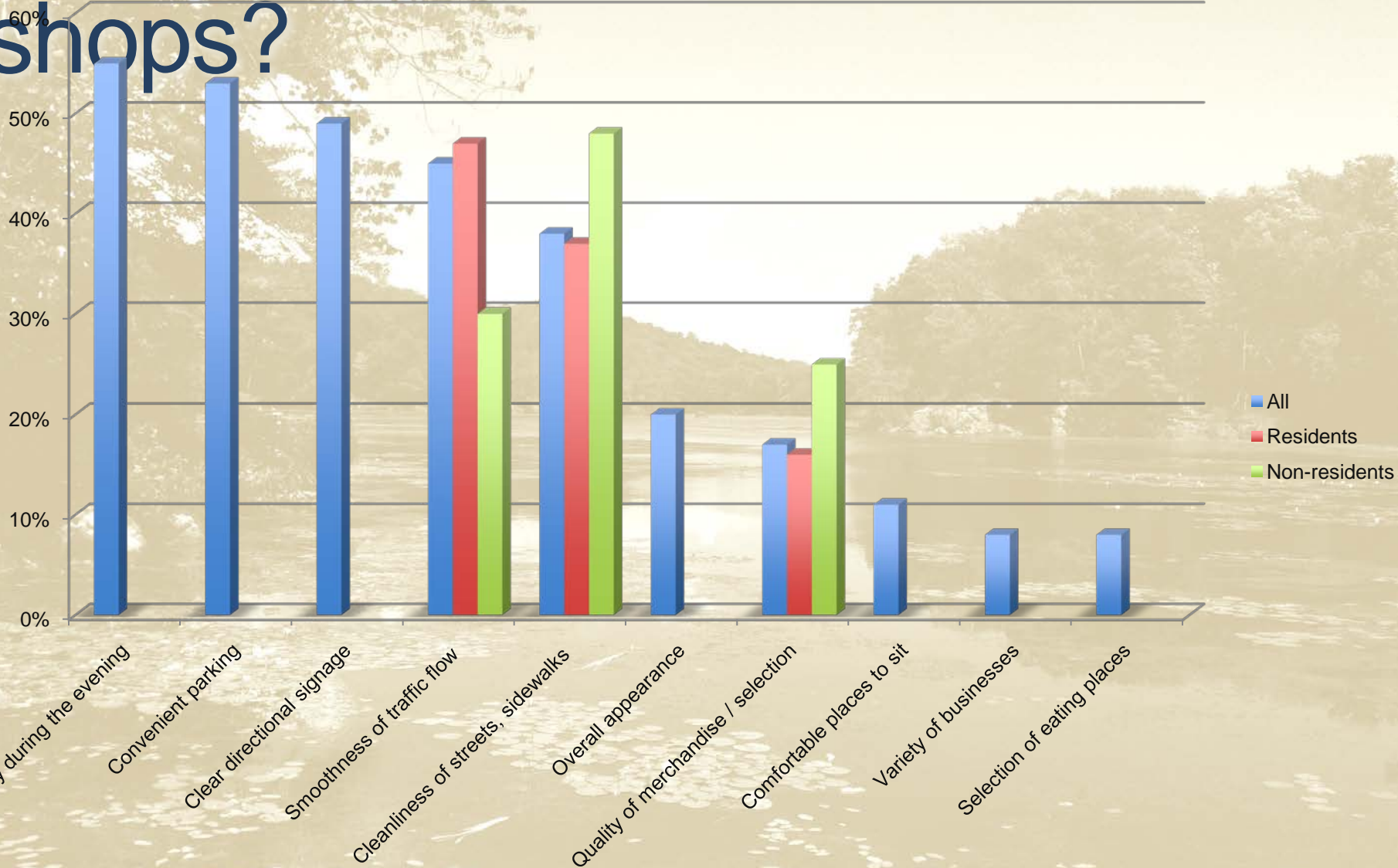


Would visit more for..

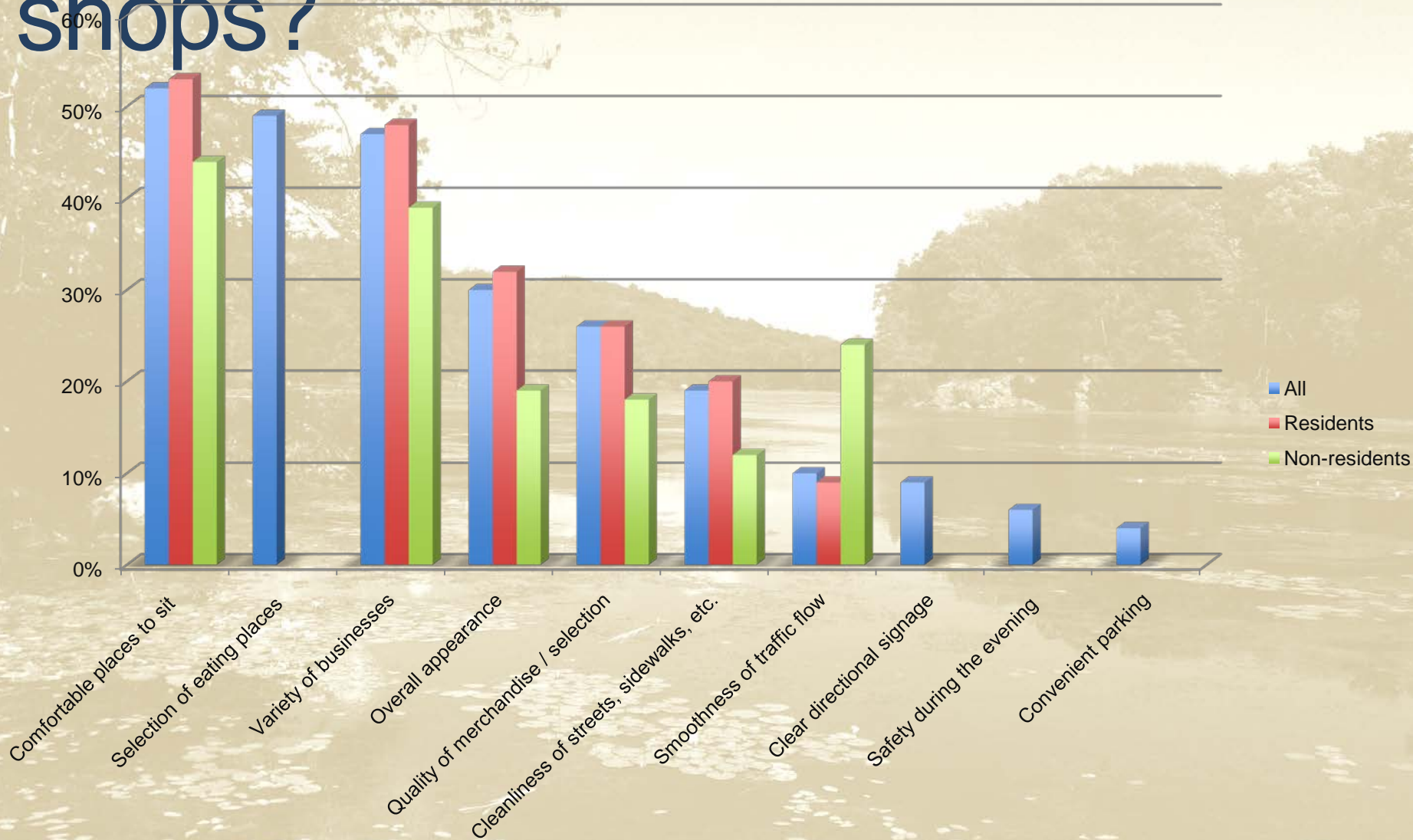


What is good about Rte. 206 shops?

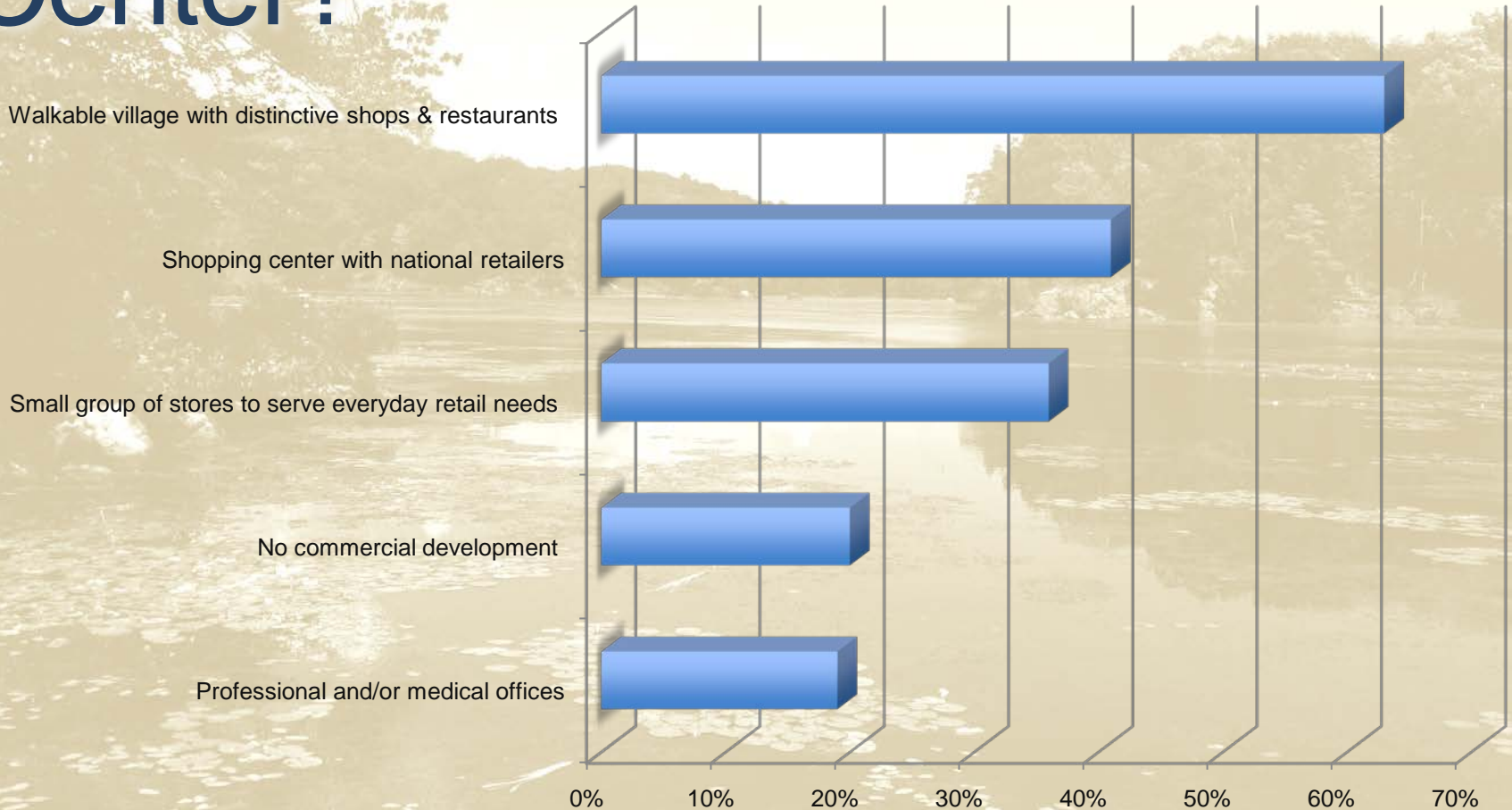
shops?



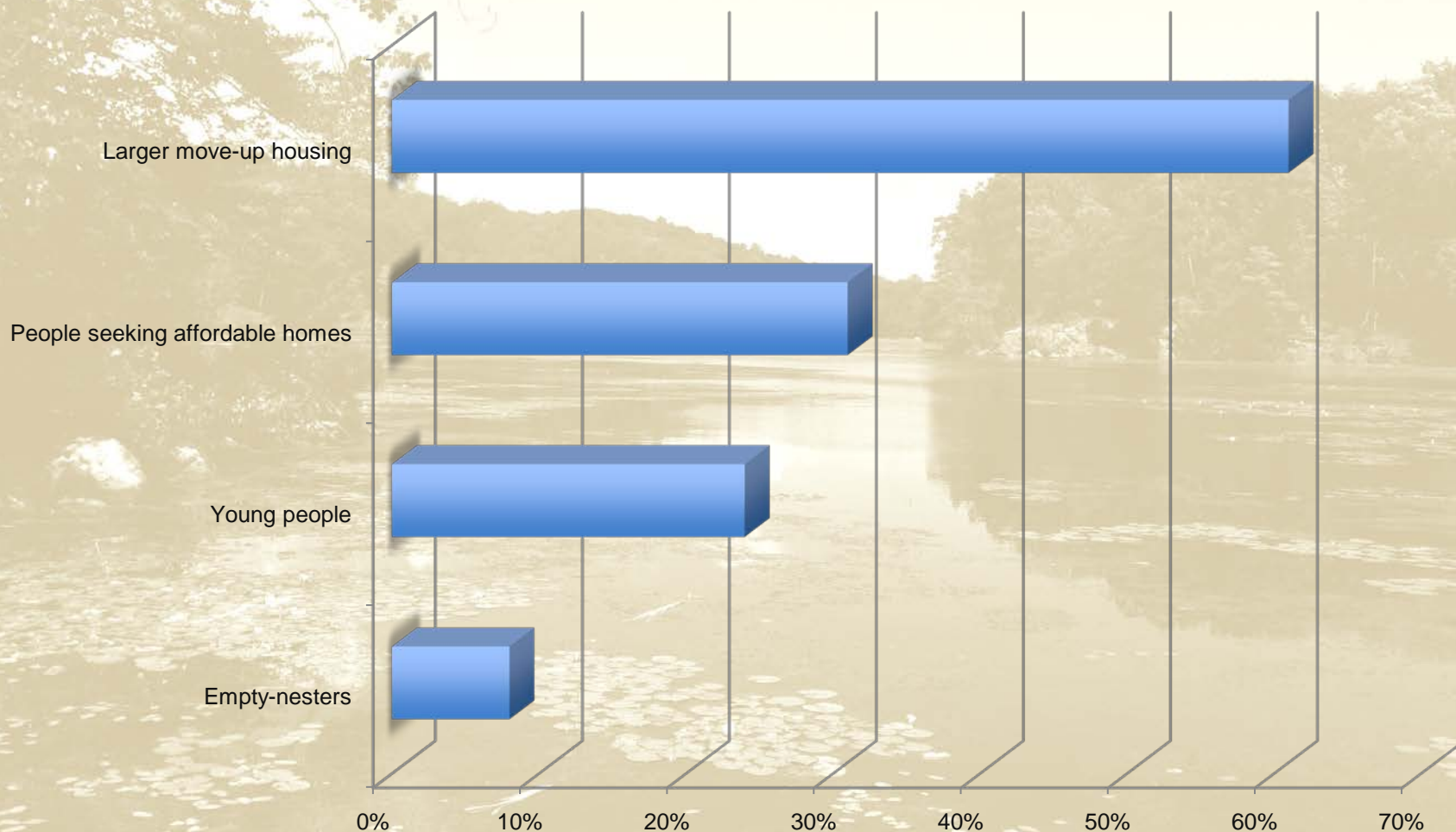
What is poor about Rte 206 shops?



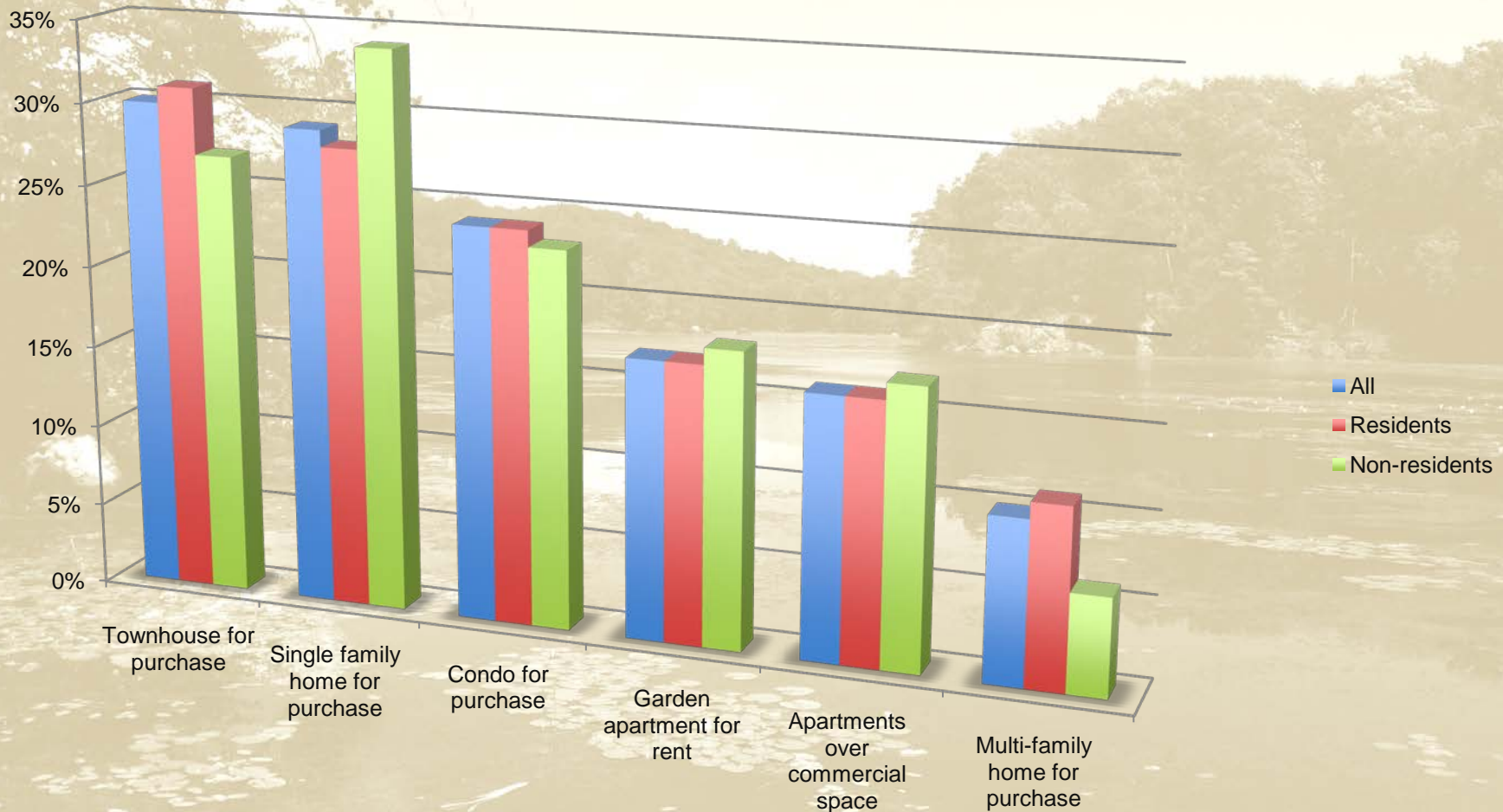
What commercial development appeals to you for Village Center?



Do you agree that Byram has enough of these housing types?



What type of new housing would interest you in Byram?



Stay tuned for Part

3:

