Byram, NJ Market Analysis



Growth by choice, not chance



Potential to recruit





Economics



Market analysis

Infrastructure

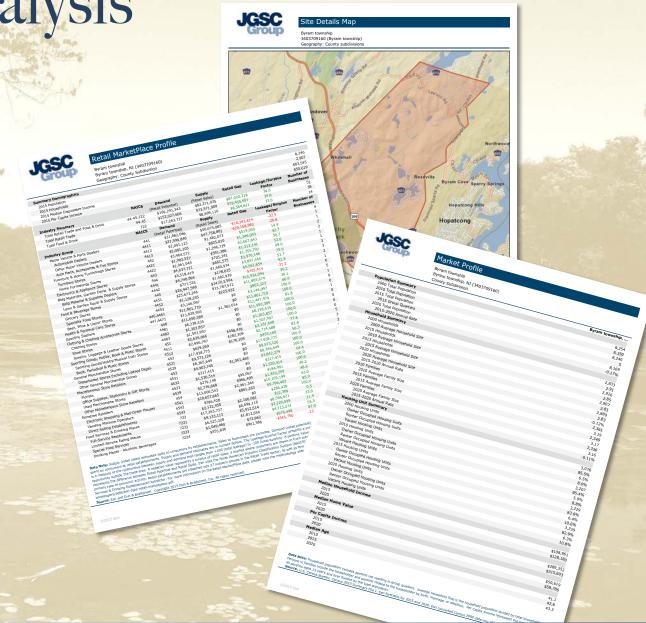
- Business inventory
 Vacancies
- Access
- Parking
- Competitors
- Redevelopment sites

Community

- Merchants
 Property owners
 Stakeholders
 - Community Survey

Economics

- Demographics
- Psychographics
-] Consumer expenditures
- Supply and demand





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

GoodsServicesRestaurantsVacant



Vacancies





Retail infrastructure





What Byram wants to become.

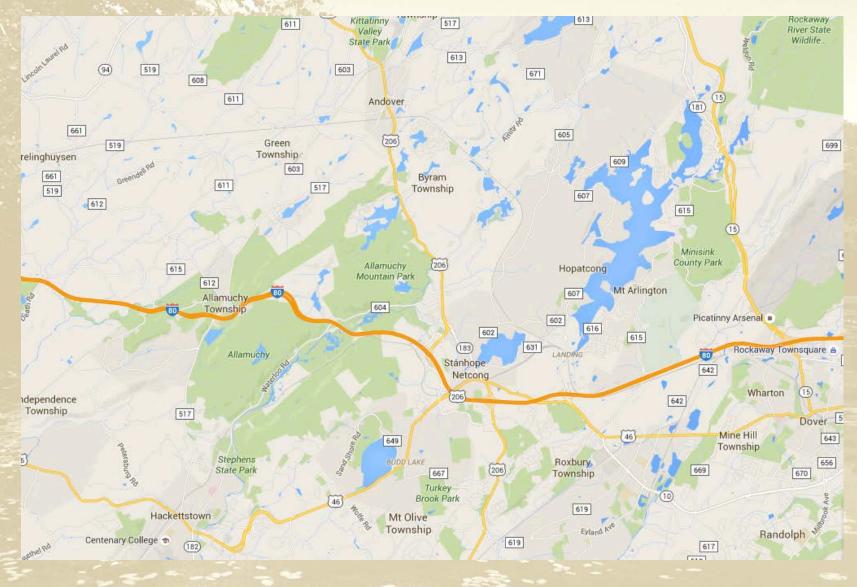








Access



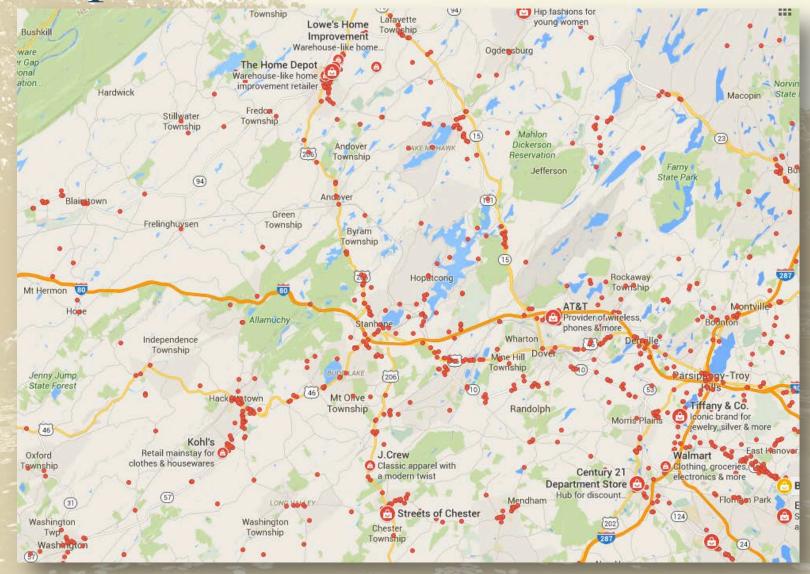


Parking



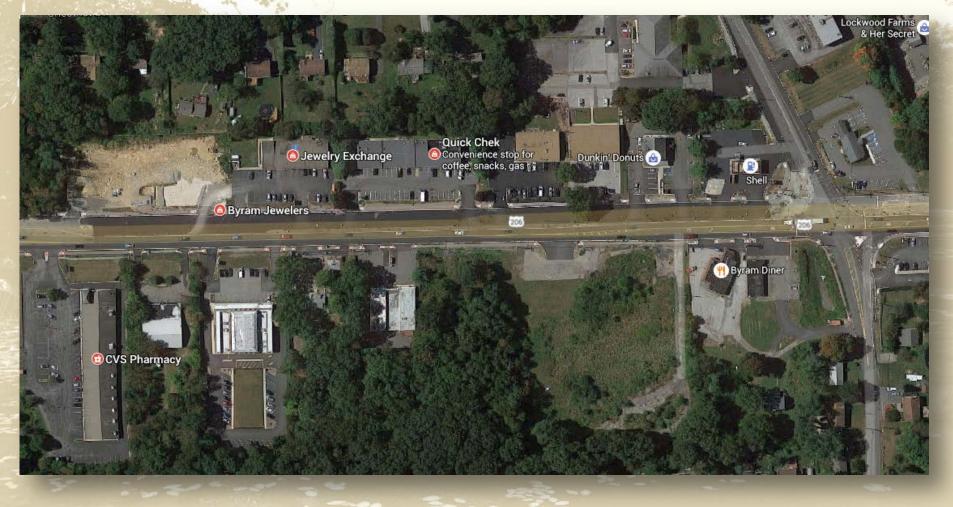


Competitors





Redevelopment opportunities





Infrastructure issues

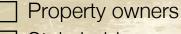
Infrastructure



Community



Merchants



-] Stakeholders
- Community Survey



Potential to recruit







Merchants











Stakeholders





Byram's survey by the numbers

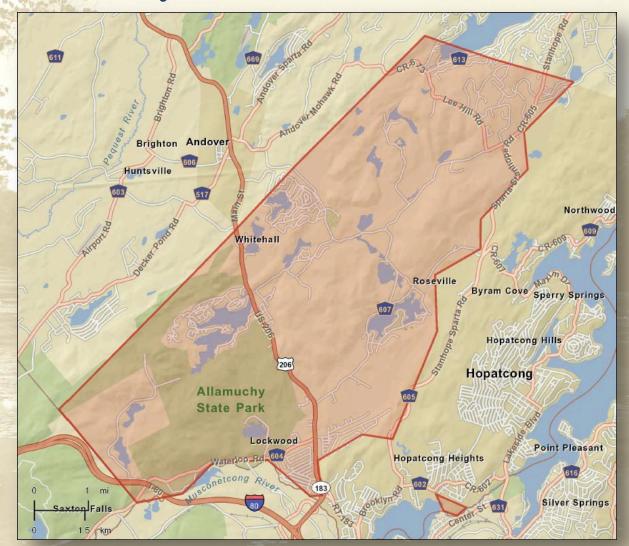
1,415 responses

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

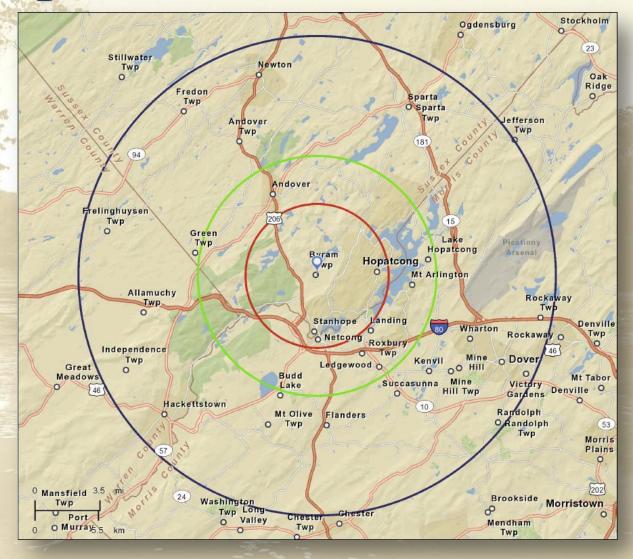
\$58,235



Trade Area preferred

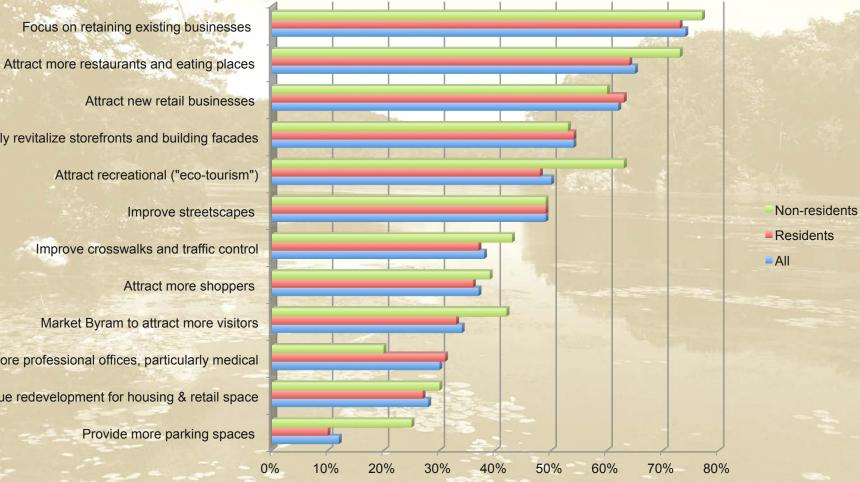
10-mile radius

Population: 231,864 Annual retail demand: \$3.79 B





Rate the importance of accomplishing the following:



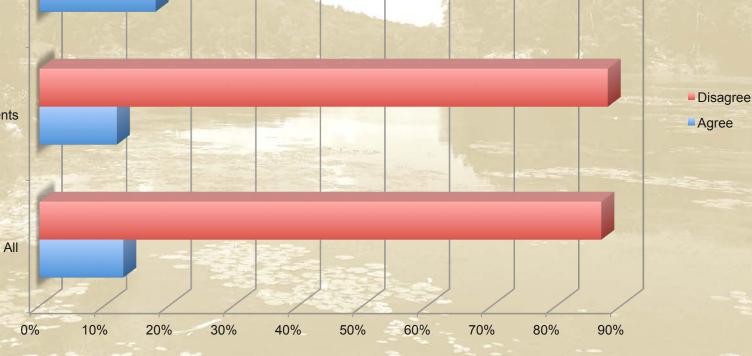




Do you agree that we should do nothing; Byram is fine as it is?

Non-residents

Residents





Shopping

Visits: 9x/mo 2.3 here 6.6 elsewhere

Spending \$53 here \$75 elsewhere

Takeaways

- Low capture rate
- Low capture area





You

Dining

Monthly Visits: 7.8

2.9 here4.9 elsewhere

Spending/visit \$19 here \$25 elsewhere

In Byram

In Byram



Competition

Most visited:

ITC Crossing Rockaway Mall Roxbury Mall Ledgwood Mall

Least visited:

Sutton Plaza shopping Center Hackettstown Mall Village Green Shopping Center

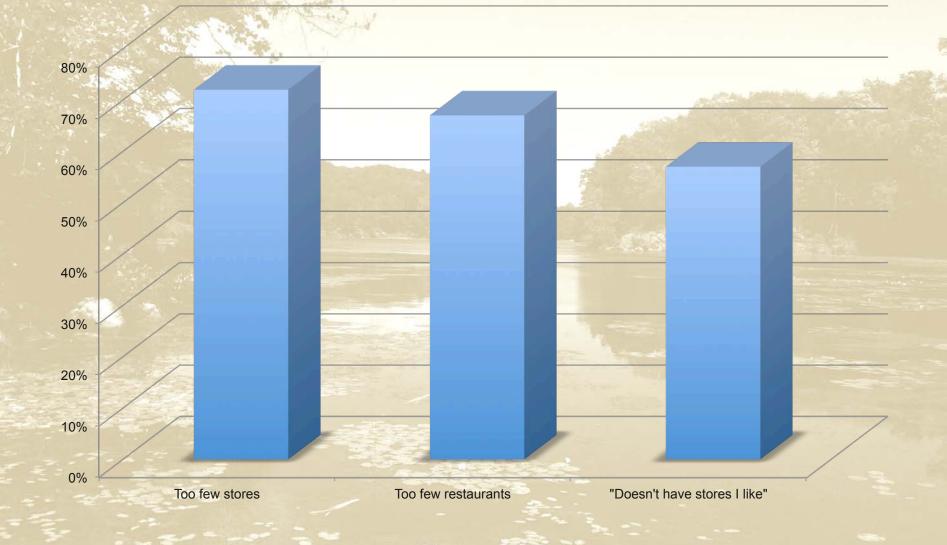






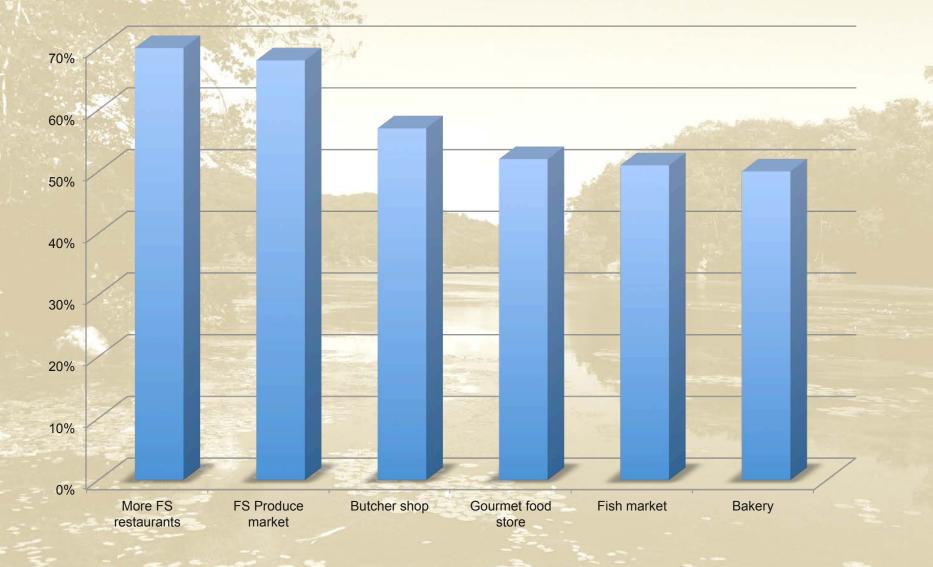


Reasons to not visit



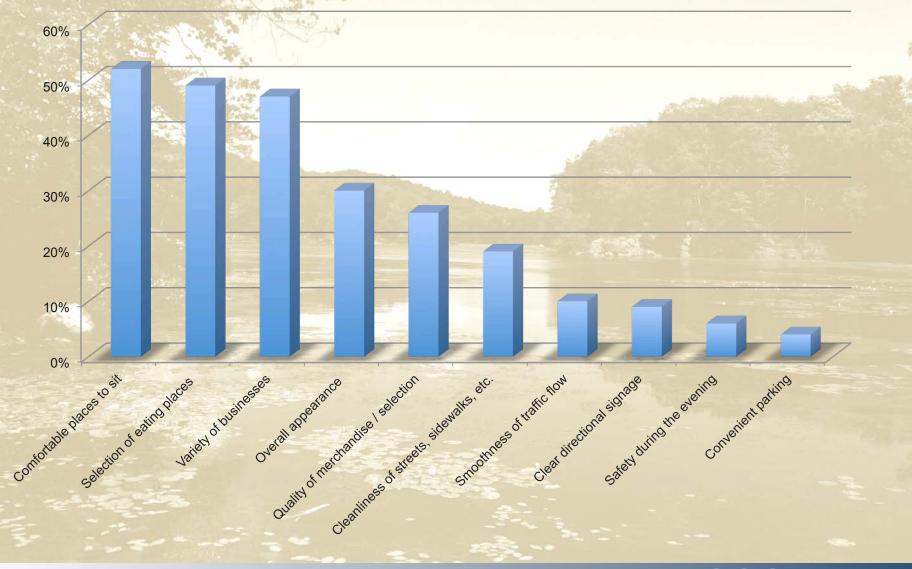


Would visit more for...



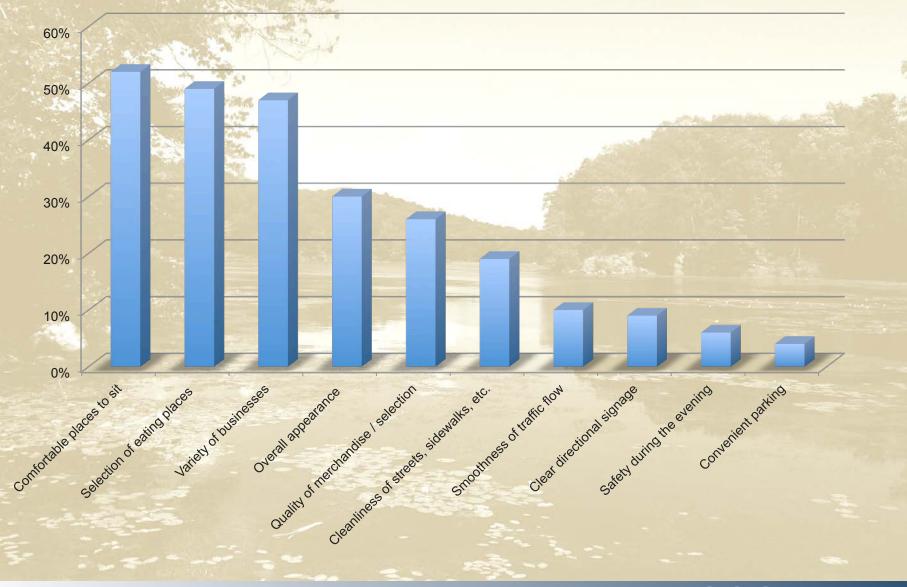


What is good about Rte. 206 shops?





What is poor about Rte 206 shops?





What commercial development appeals to you for Village Center?

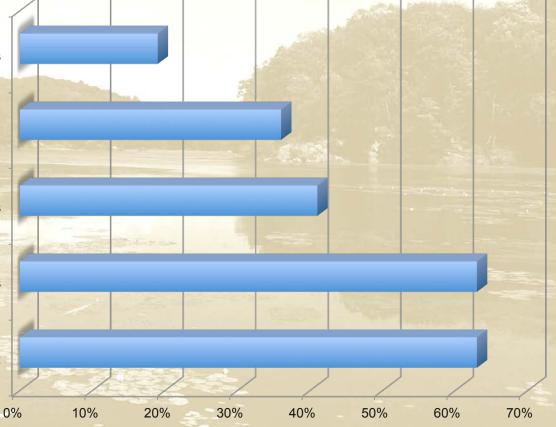
Professional and/or medical offices

Small group of stores to serve everyday retail needs

Shopping center with national retailers

Walkable village with distinctive shops & restaurants

No commercial development





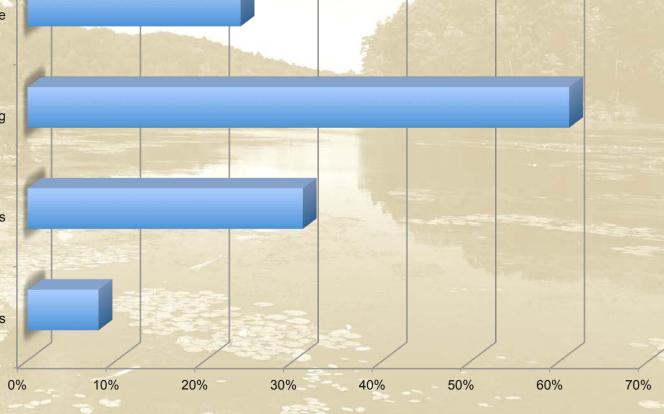
Do you agree that Byram has enough of these housing types?

Young people

Larger move-up housing

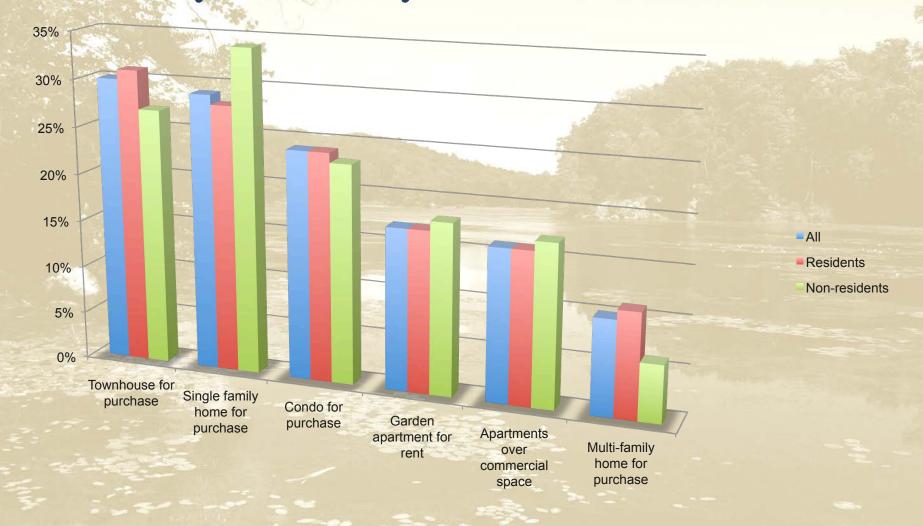
People seeking affordable homes

Empty-nesters





What type of new housing would interest you in Byram?





Stay tuned for Part 3:



Potential to recruit





Economics

