



# Byram, NJ

## Market Analysis



# Growth by choice, not chance



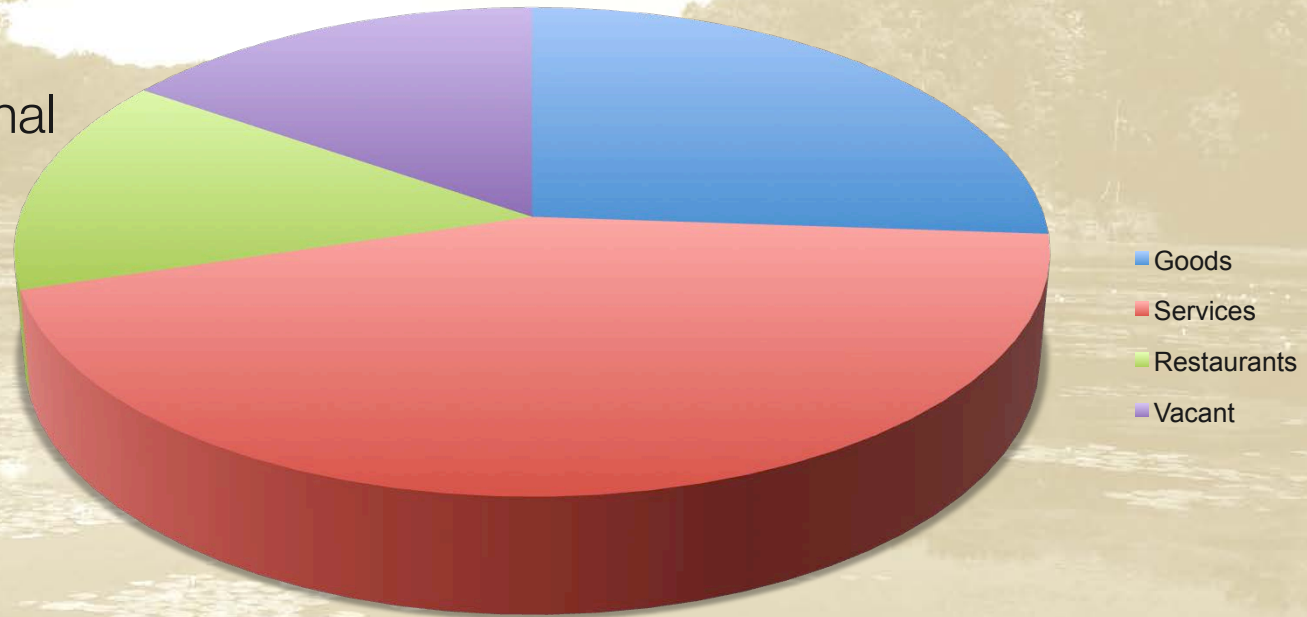




# Inventory (retail mix)

## 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

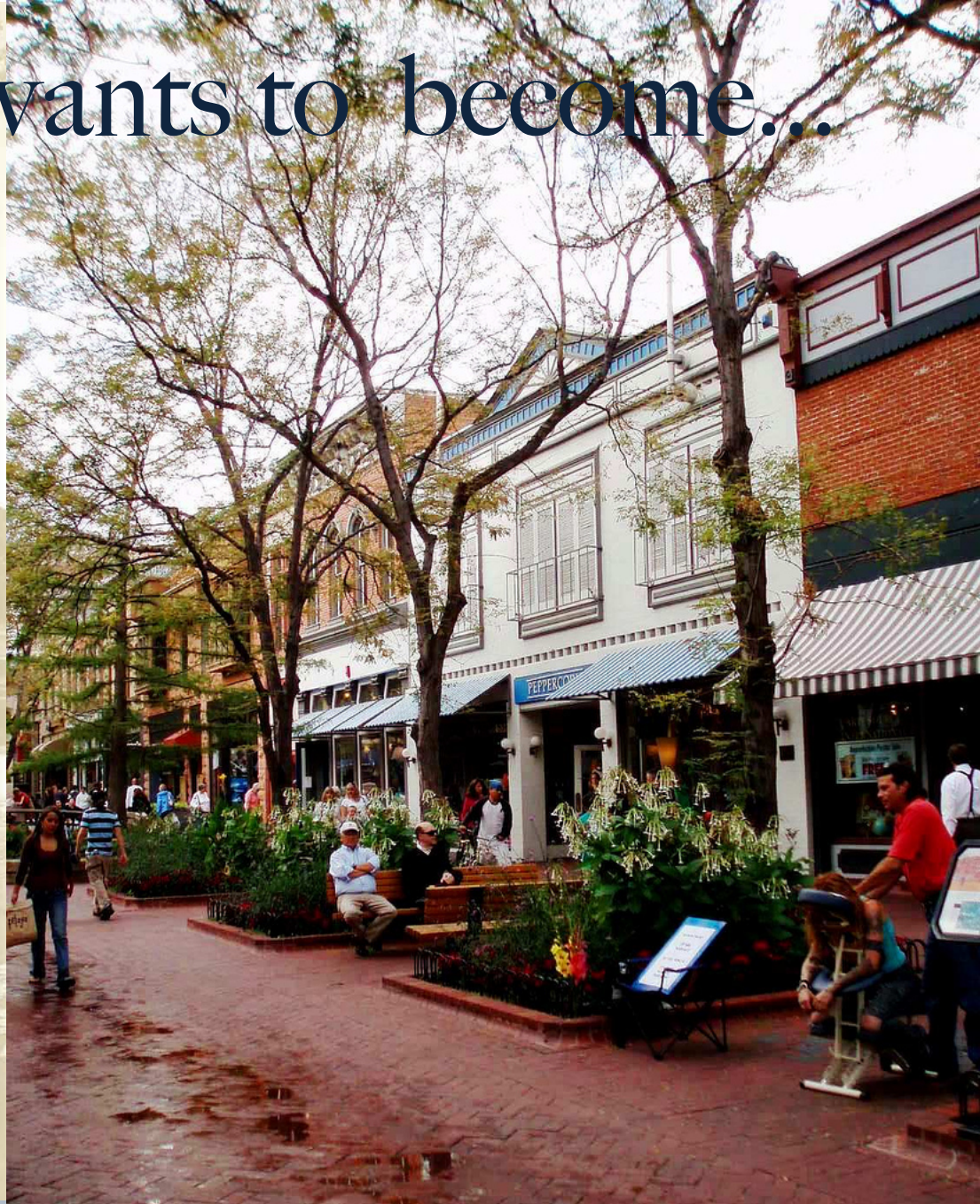


# Retail infrastructure



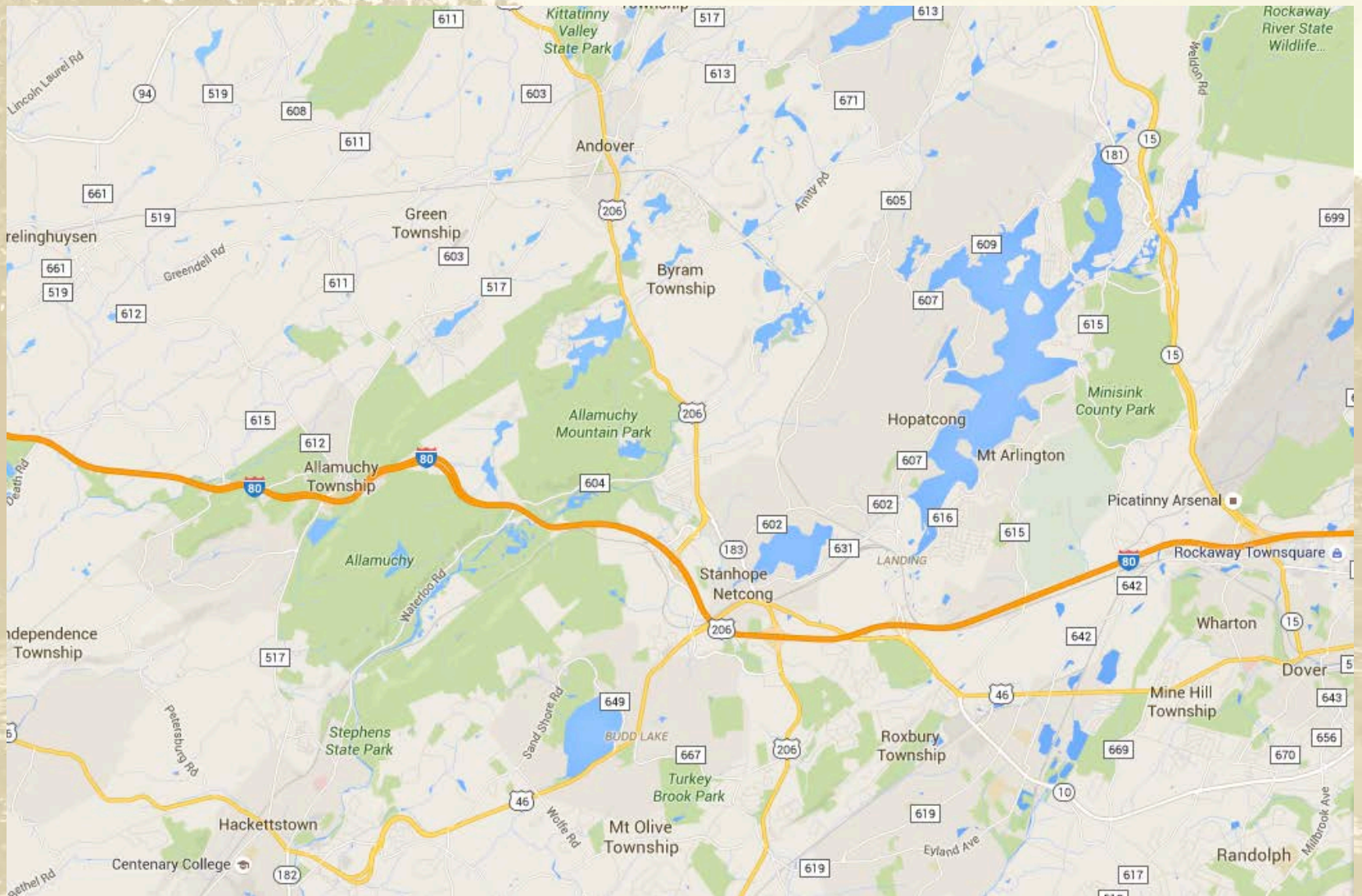


# What Byram wants to become...





# Access



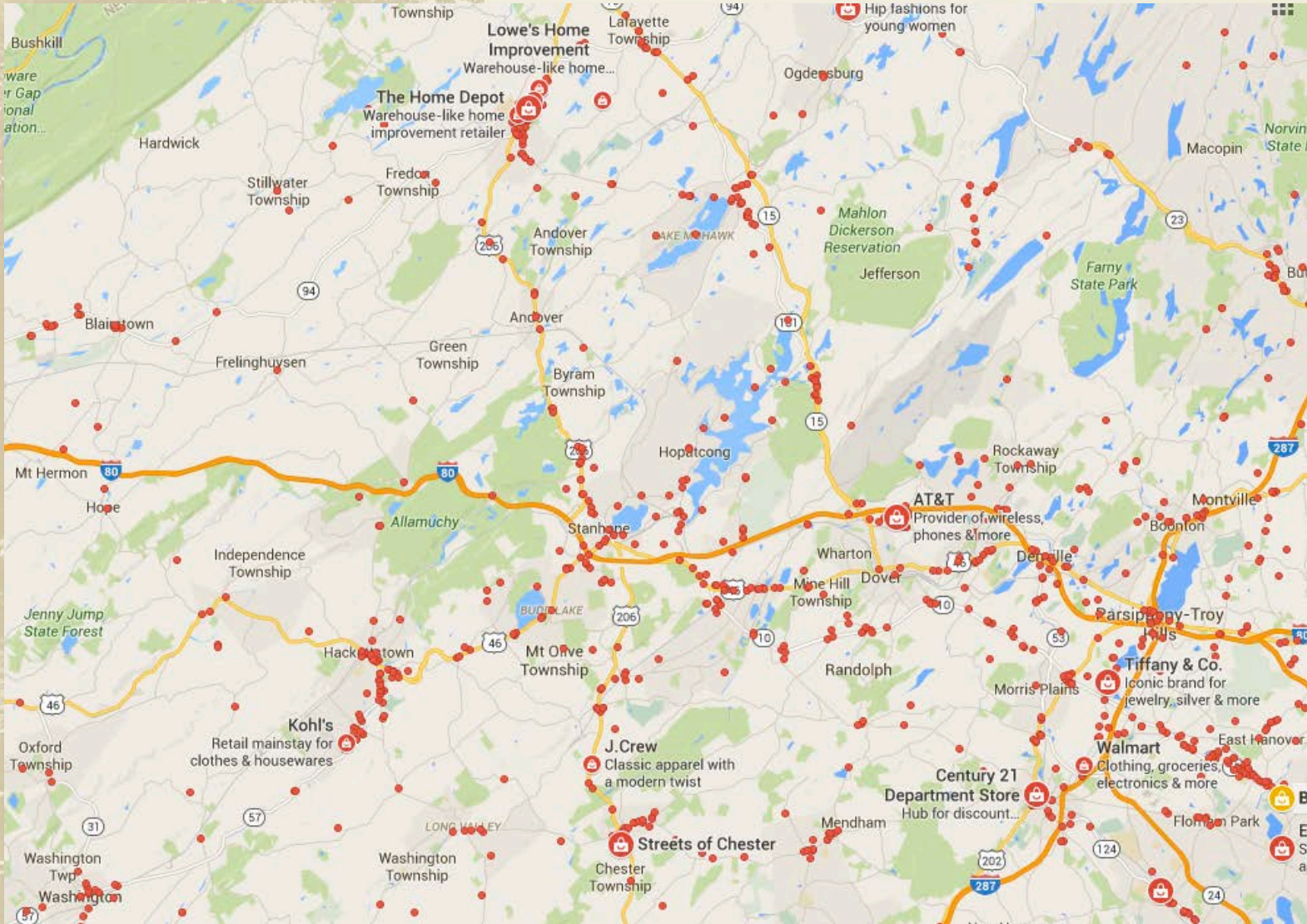


# Parking



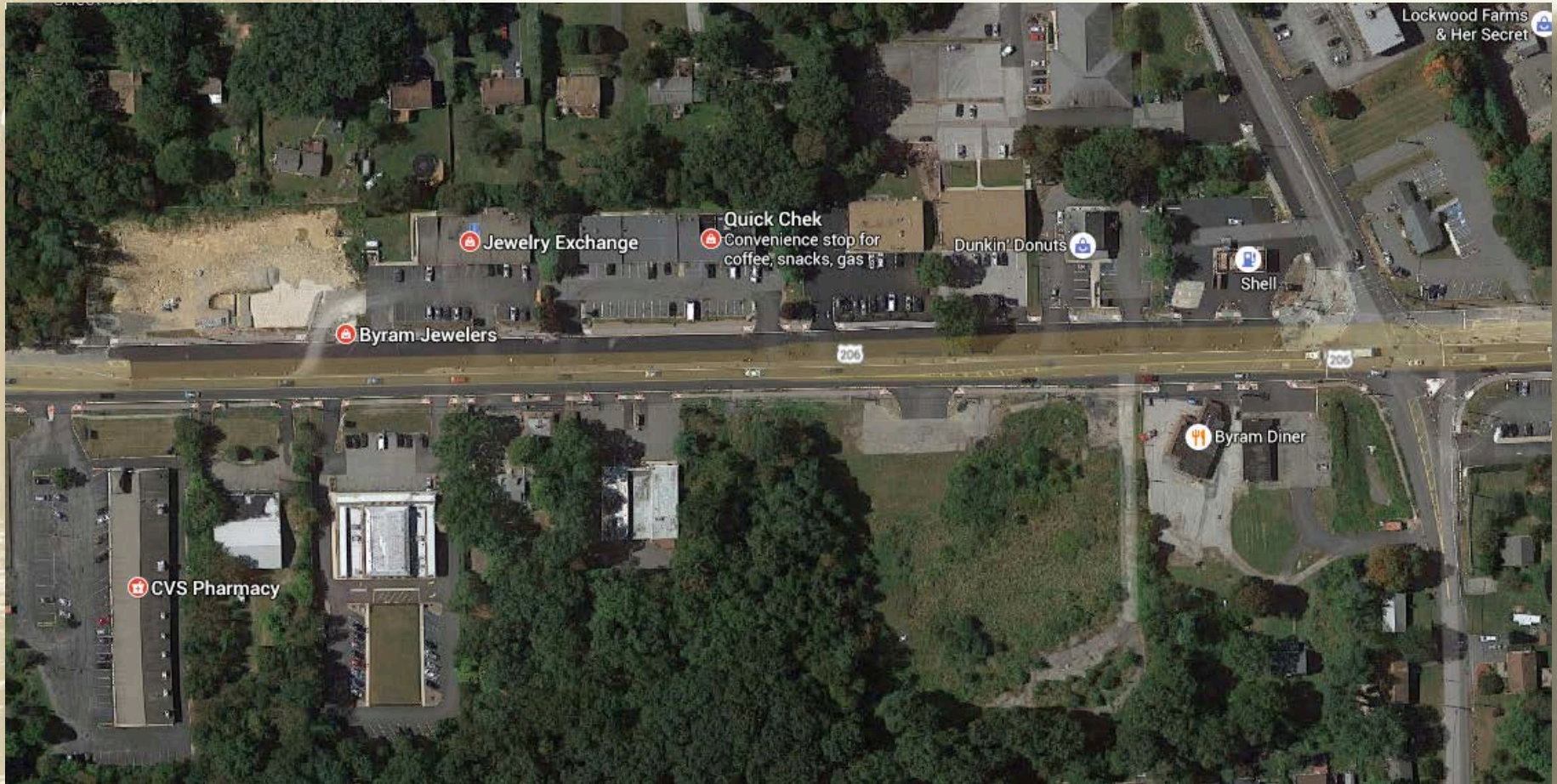


# Competitors





# 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

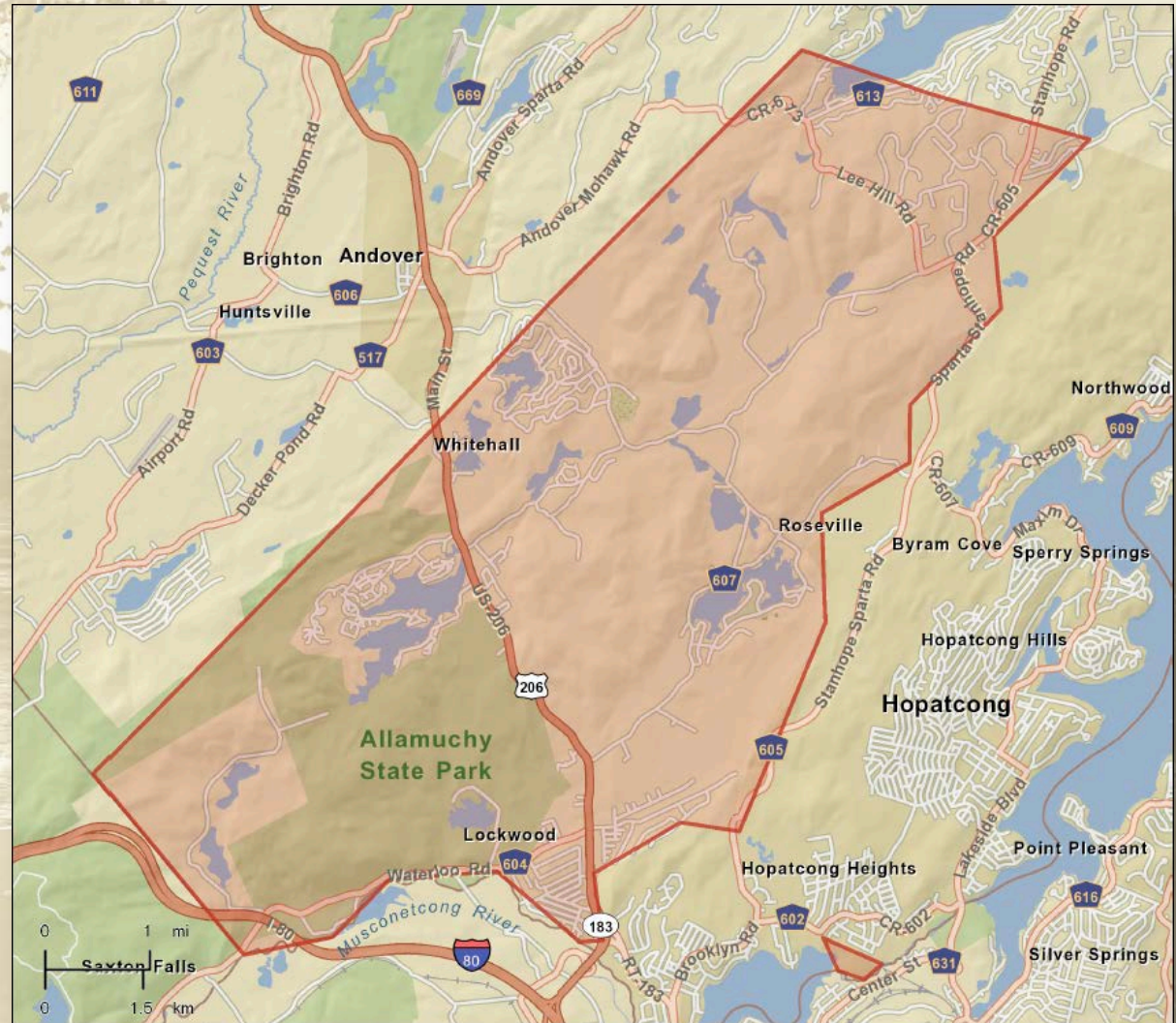
1% Sparta

2% Stanhope

10% Other

Population: 8,240

Annual retail demand: \$169.3mm





# Byram's spending power



**\$129,800**



**\$58,235**

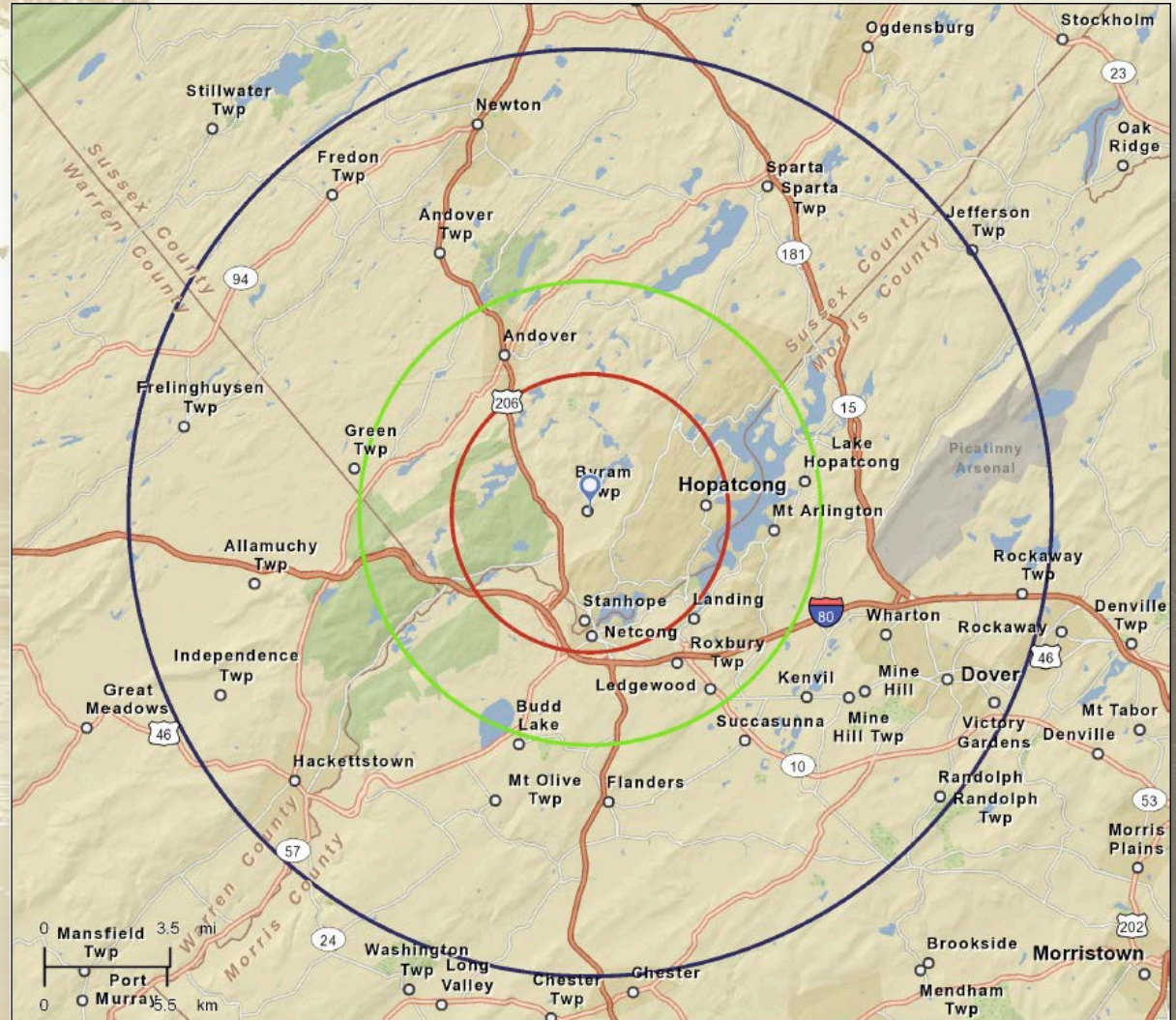


# Trade Area preferred

10-mile radius

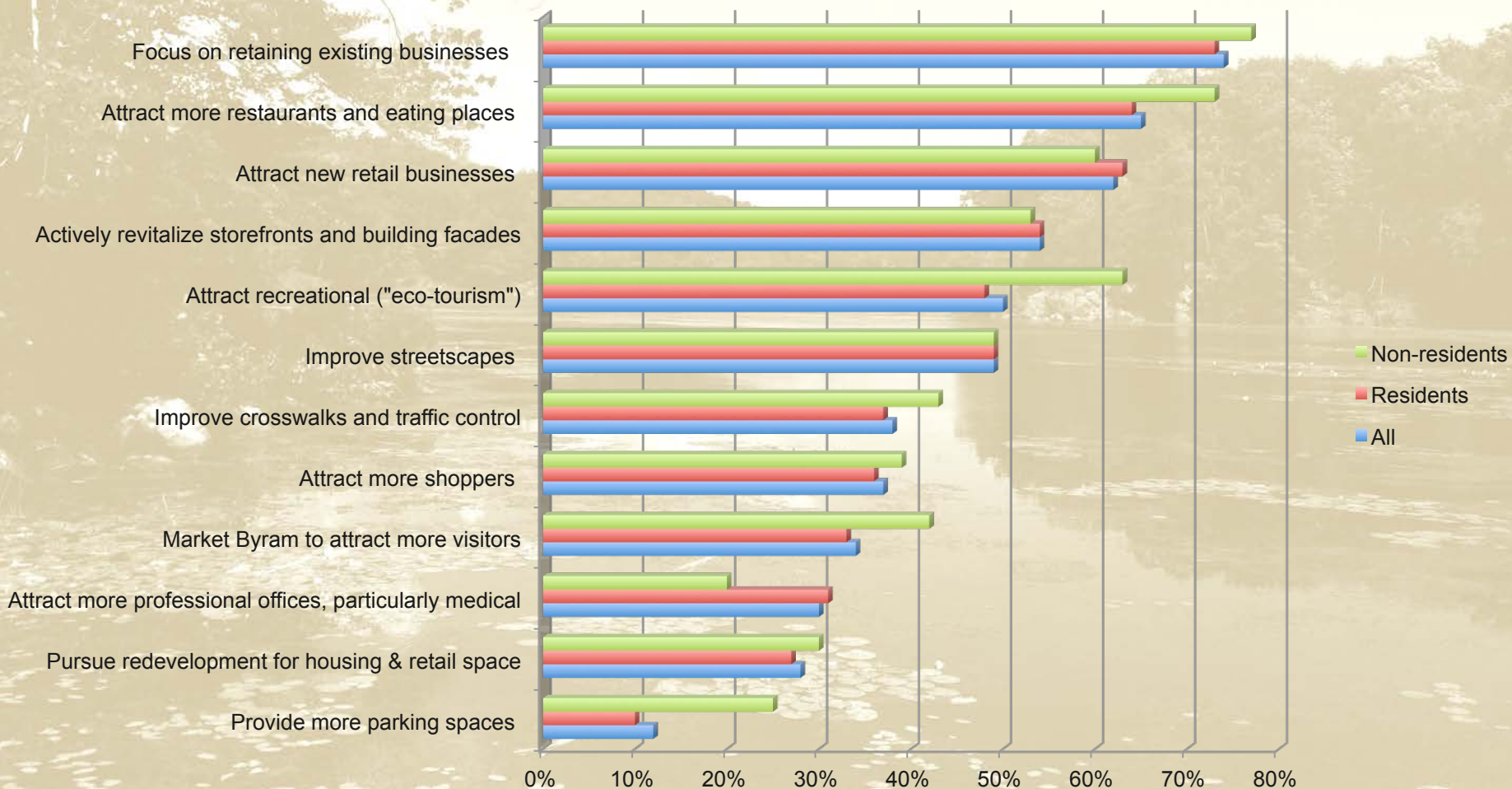
Population:  
231,864

Annual retail  
demand: \$3.79 B



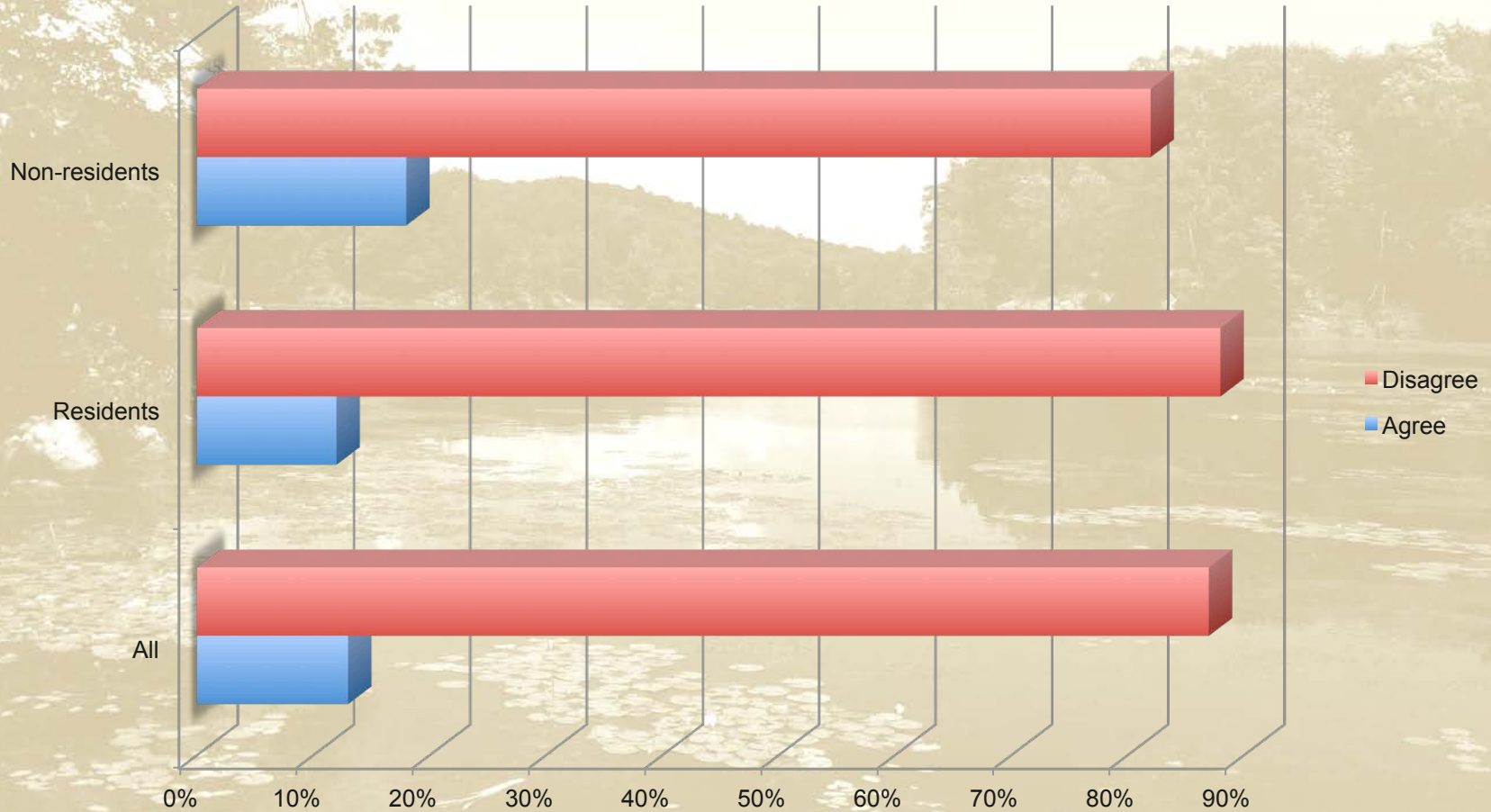


# Rate the importance of accomplishing the following:





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





# Shopping

**Visits: 9x/mo**

2.3 here

6.6 elsewhere

**Spending**

\$53 here

\$75 elsewhere

**Takeaways**

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



You





# Dining

**Monthly Visits: 7.8**

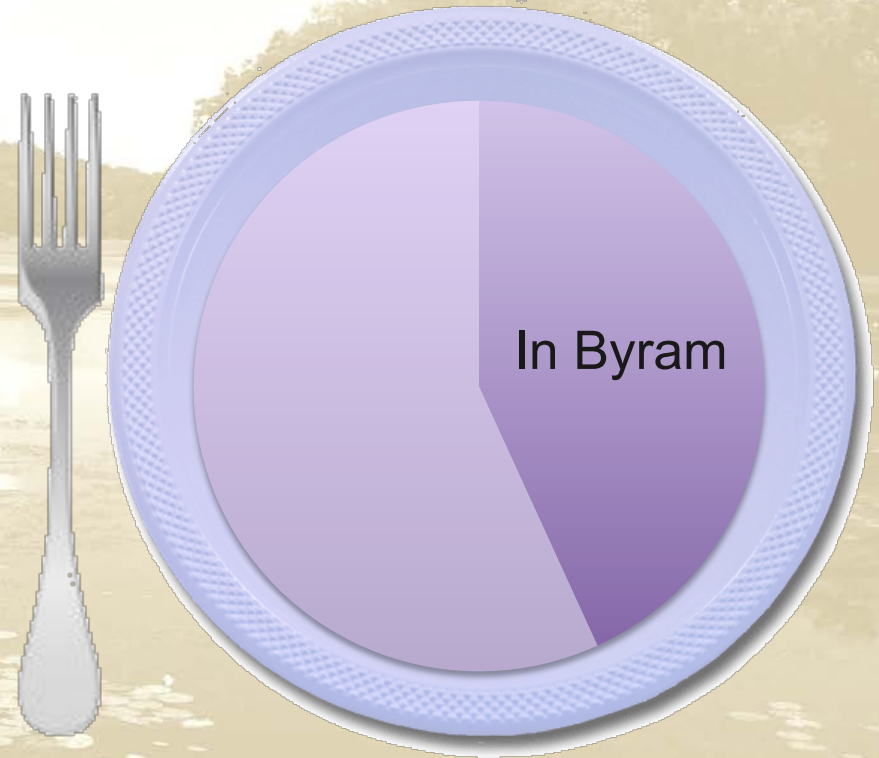
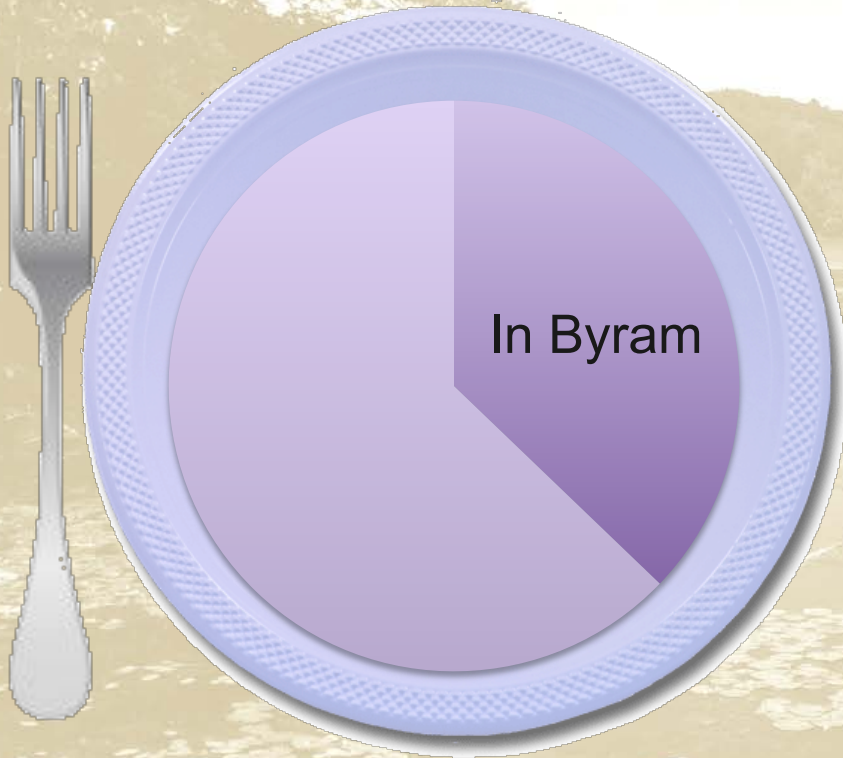
2.9 here

4.9 elsewhere

**Spending/visit**

\$19 here

\$25 elsewhere





# Competition

## Most visited:

ITC Crossing  
Rockaway Mall  
Roxbury Mall  
Ledgwood Mall

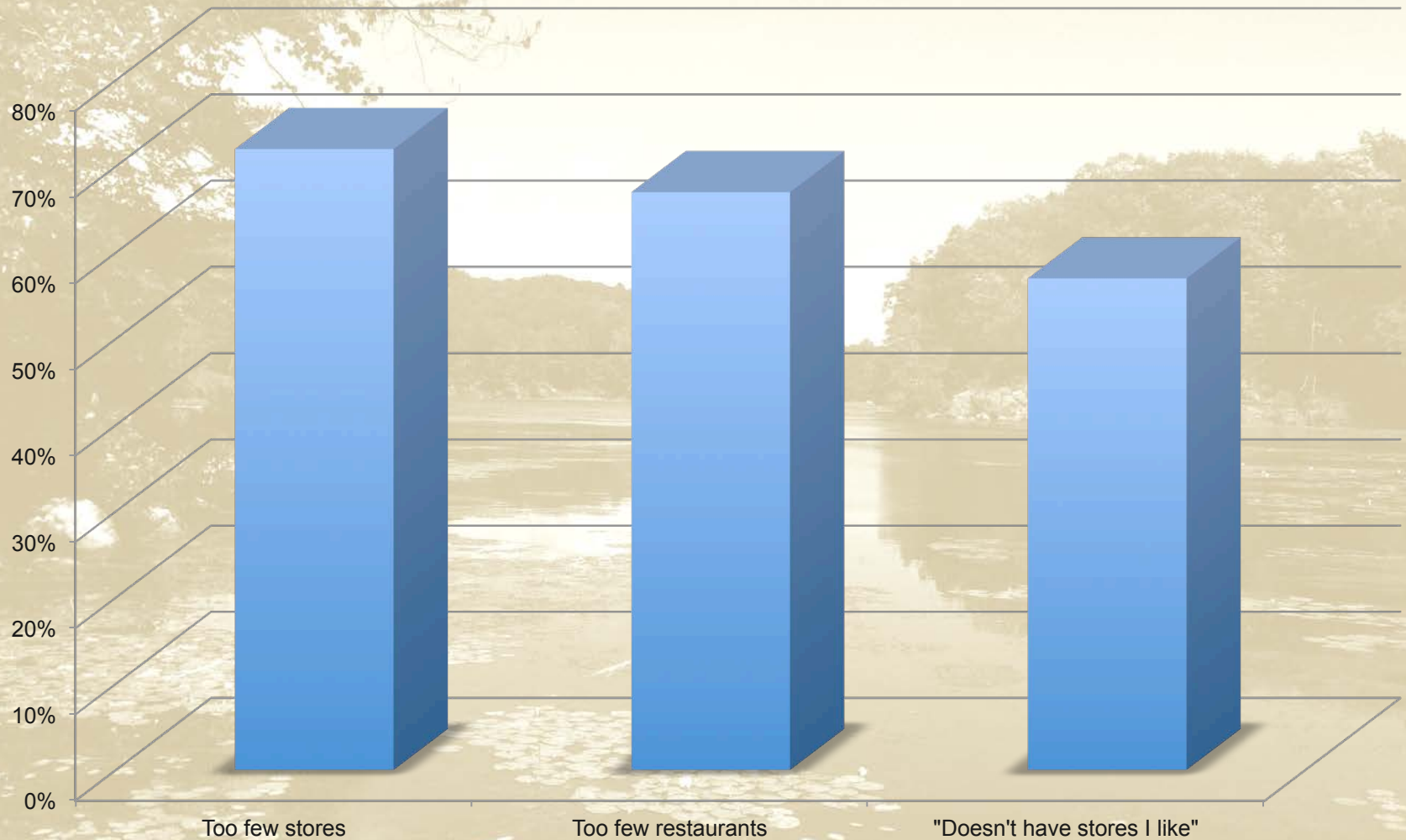
## Least visited:

Sutton Plaza shopping Center  
Hackettstown Mall  
Village Green Shopping Center



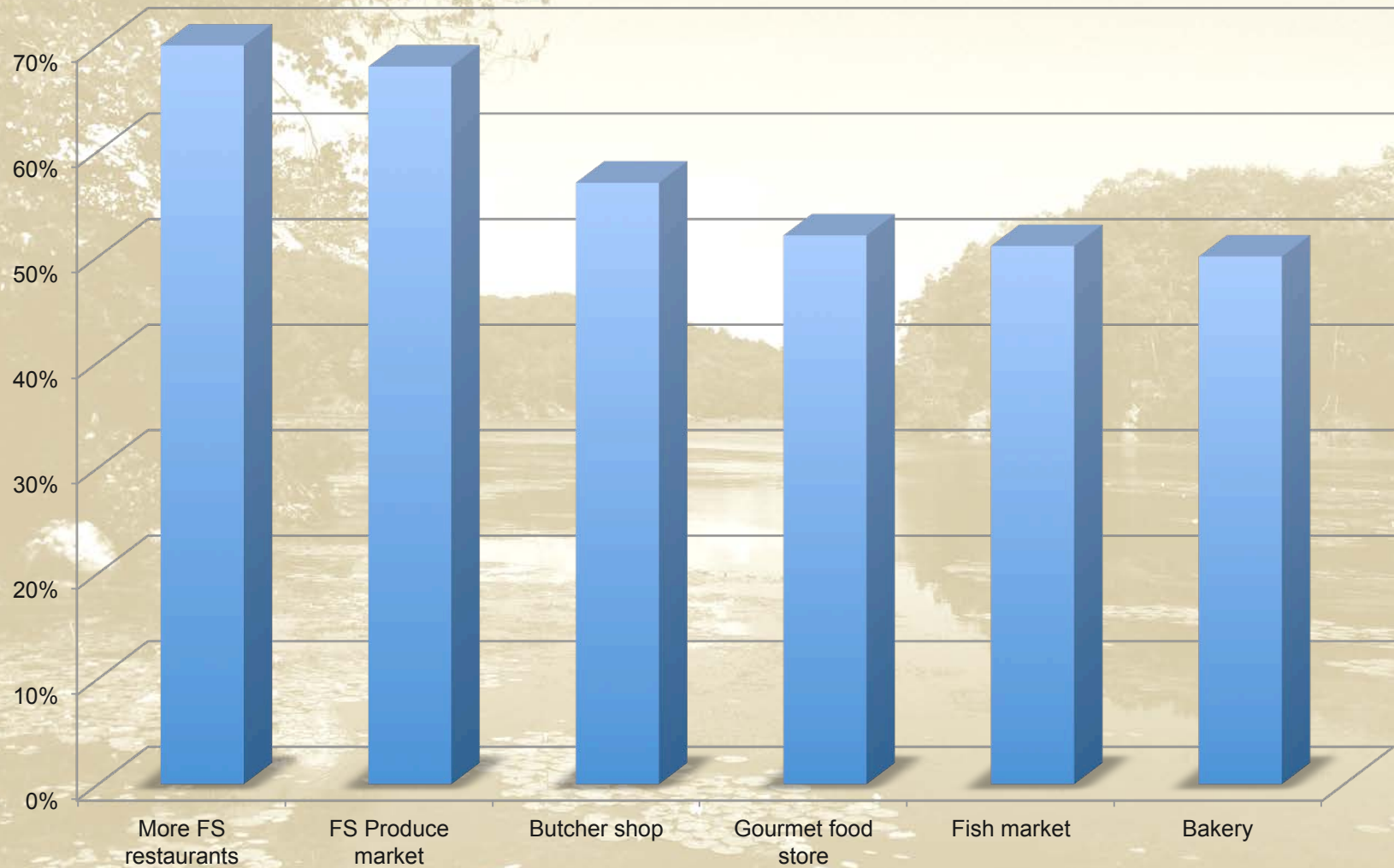


# Reasons to not visit



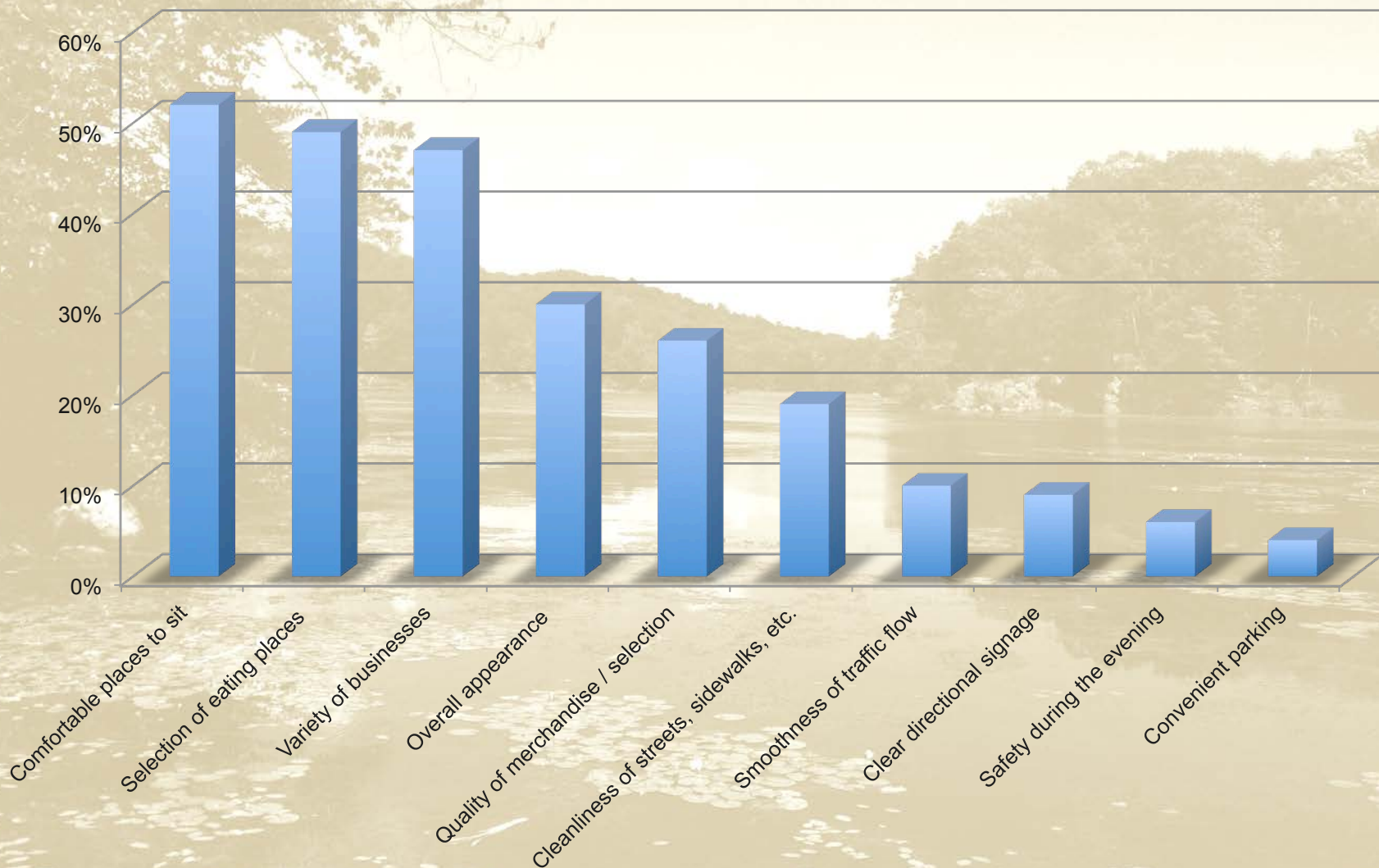


# Would visit more for...

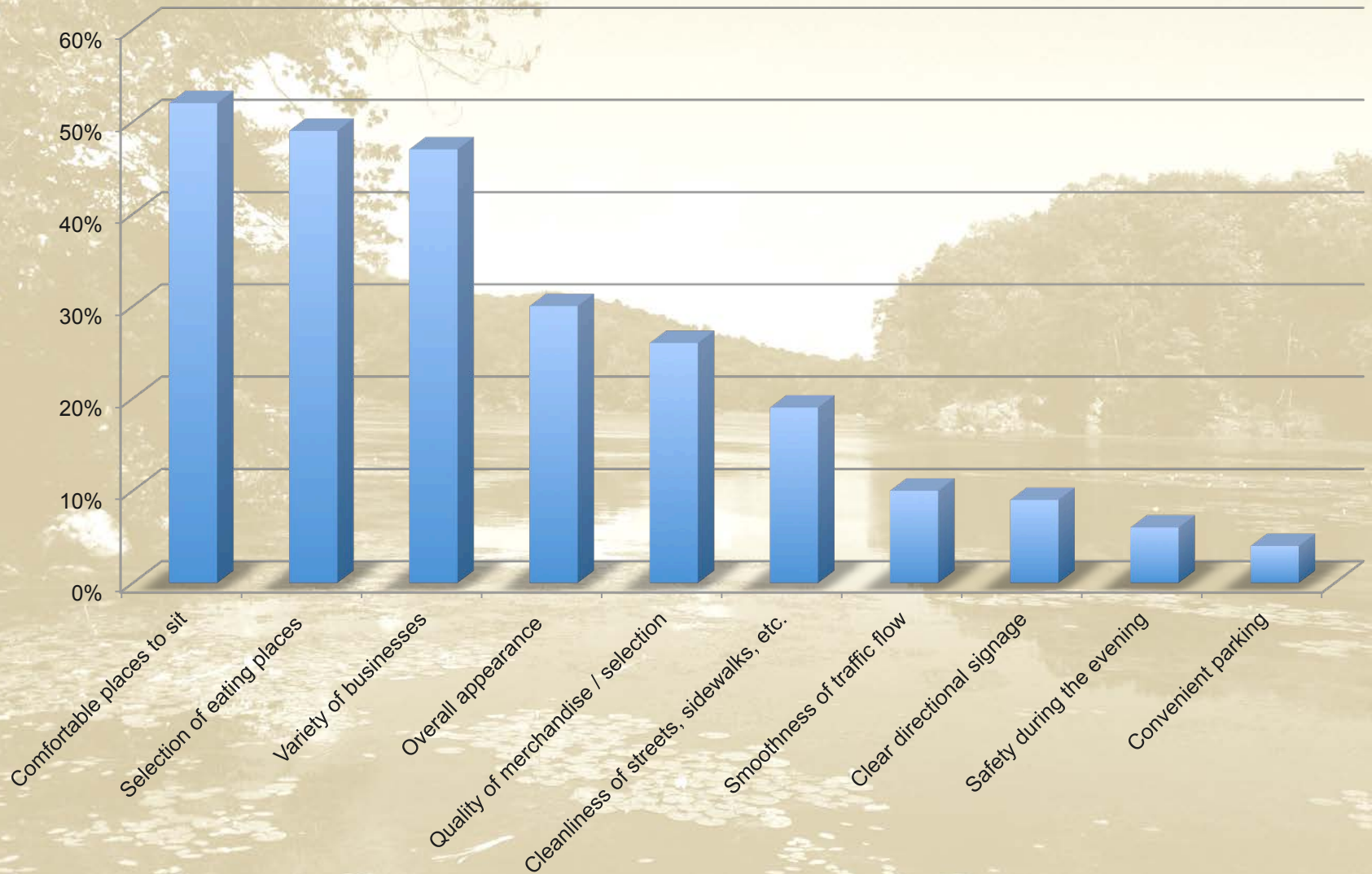




# What is good about Rte. 206 shops?

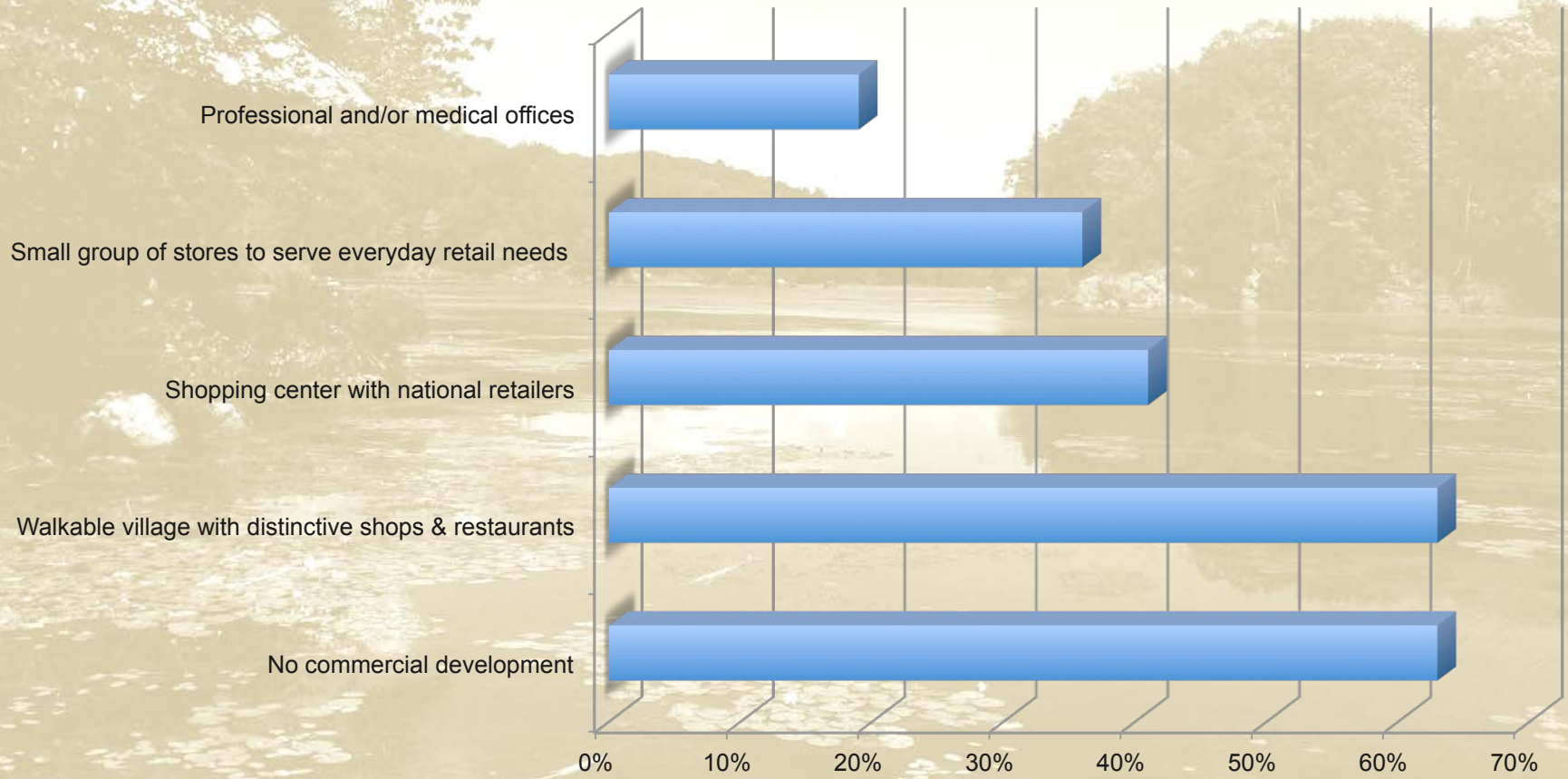


# What is poor about Rte 206 shops?

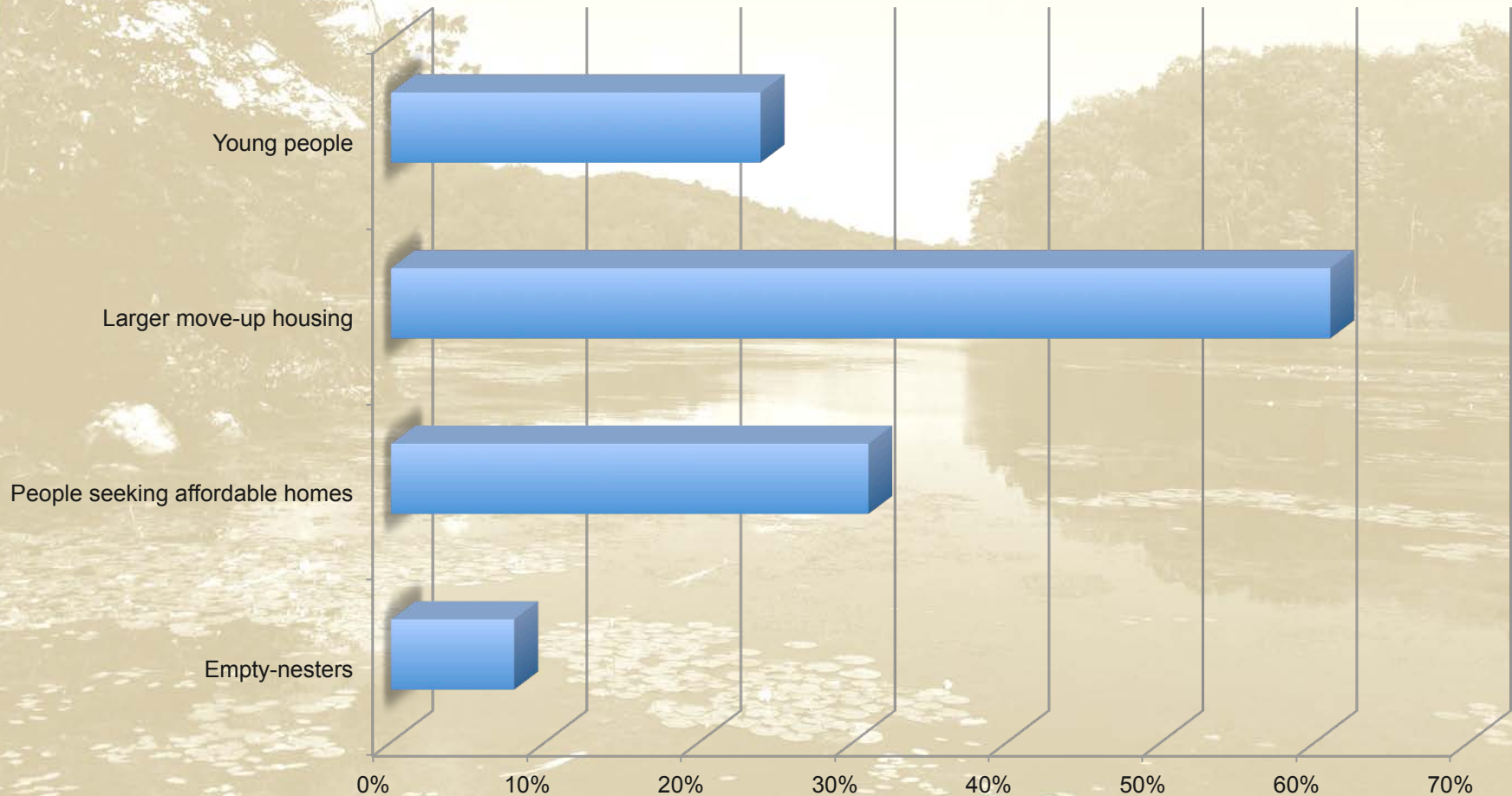




# What commercial development appeals to you for Village Center?

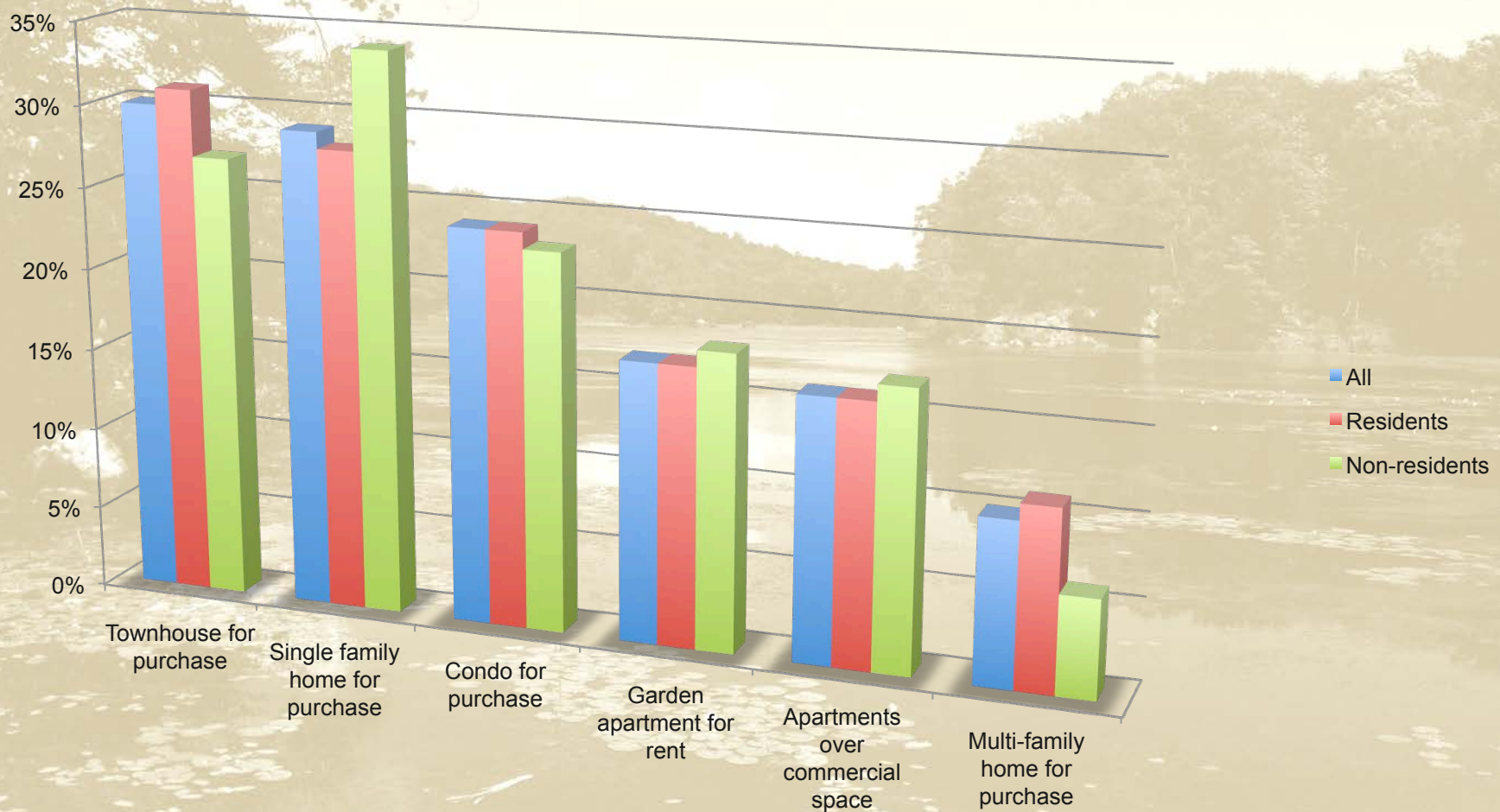


# Do you agree that Byram has enough of these housing types?





# What type of new housing would interest you in Byram?



# Stay tuned for Part 3:

