



Suburban charm. Urban chic.



There are 1,089,112,054 reasons to open a store or restaurant in Orange. Here are just a few...

Last year, within a 3-mile radius of downtown Orange, retail demand exceeded retail supply by \$1,089,112,054.

For more than a century, the City of Orange has been the place where industry and innovation intersected with the original suburban lifestyle. Thomas Edison made the region synonymous with his great advances, and Stetson made it the hat-making capital of the country. Today, Orange combines the best of suburban and urban living.

Too many shoppers, not enough stores.

Main Street, the heart of the community, is lined shoulder-to-shoulder with local and national retail shops and restaurants spread along a mile-long commercial corridor. To the southwest is the Valley Arts District and Little Italy, home to restaurants and arts-related venues, while nearby Scotland Road and Central Avenue offer a variety of retail stores.



Weekday shoppers stroll Main Street in downtown Orange.



NJ Transit provides train service including 17 direct trains to NY Penn Station each weekday.

Despite three commercial corridors, Orange simply doesn't have enough retail stores and restaurants to satisfy the needs of area residents and workers. Within a 3-mile radius of downtown, there are 316,000 residents and nearly 74,000 employees. At a 10-mile radius, those numbers increase to more than 1.8 million residents and 838,000 employees.

Within that 3-mile radius, consumers spend \$2.8 billion annually on retail goods and services. In fact, the current retail supply captures only 60% of total retail spending. As a result, more than \$1 billion in retail spending leaks out of the area each year.

Consumer demand exceeds supply in 28 categories of retail. For example, demand for full-service restaurants is twice as much as available

supply, resulting in leakage of \$111 million annually. Untapped demand also exists for limited-service restaurants, casual dining, clothing and apparel, furniture, electronics, home furnishings and more.

Easy access to a growing economy.

Located just over 10 miles west of New York City, Orange is in the heart of northern New Jersey. The commercial districts are directly and easily accessed from interstate I-280, a network of local roadways, and a commuter train that provides direct service to and from mid-town Manhattan.

Orange is densely populated with more than 11,000 people per square mile, a number that will grow due to new developments. As of the start of 2011, nearly a dozen residential and mixed-use development projects are underway. When completed, these projects will add another 322 residential units to the community's housing stock and grow retail demand by more than \$8.1 million annually.

High traffic counts and strong foot traffic.

Busy interstate I-280 parallels Main Street and several exits connect with the commercial corridors. A mile to the east, the Garden State Parkway, with an average of 149,000 daily vehicles, intersects with I-280 and a few miles beyond that lies the New Jersey Turnpike. Main Street itself carries nearly 15,000 vehicles a day, with even higher numbers on Scotland Road and Central Avenue.

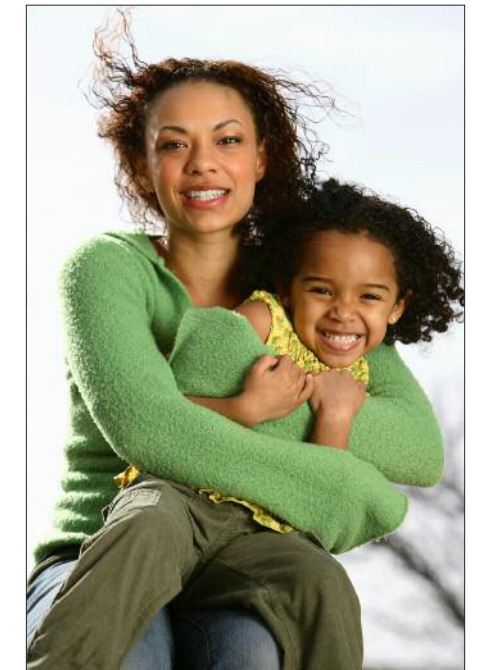
NJ Transit provides frequent and regular bus service throughout the community and along the length of Main Street and Central Avenue. The Morris-Essex train line provides 35 trains, including 17 direct rides, to New York's Penn Station. The shopping district boasts wide sidewalks that comfortably accommodate crowds of

shoppers on foot, and the Main Street sidewalks are busy at all hours of the day.

We'll help put you in your place.

The City of Orange has the Office of Planning and Economic Development, with a full-time staff dedicated to helping your business get underway in Orange. As a designated NJ Urban Enterprise Zone, we offer sales tax incentives to both shoppers and participating merchants. In addition, Orange qualifies for other federal, state, and county incentive programs such as New Market Tax Credits, Transit Village, Neighborhood Revitalization Tax Credits, and the Essex County Community Economic Revitalization Program, among others.

We've already done a lot of your homework for you. A complete market analysis has been performed to help you better understand



who shops here and what they're looking for when they visit. We'll be happy to provide you with a free copy of the data.

That knocking noise you hear is opportunity.

If you're thinking about opening a new store or restaurant, think about opening it here. Orange offers high population density, significant untapped retail demand, and an appealing mix of retail co-tenants on busy, accessible streets. Call us at 973.266.4061 to arrange for a tour and to receive your free copy of our market data.



29 North Day Street
Orange, NJ 07050

For more information,
call us at 973.266.4061

DiscoverOrangeNJ.com



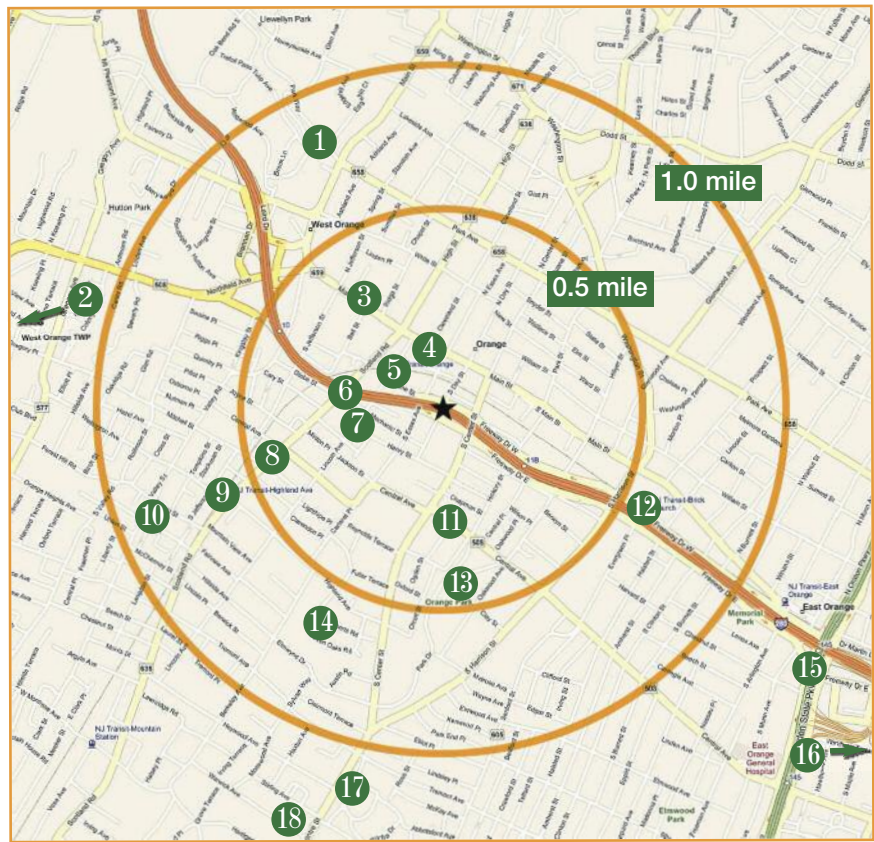
Berg Hat Factory: one of 11 redevelopment projects that will add 322 new housing units to the area.

Transportation & Access

- 3. Main Street avg 12,300 vehicles/day
- 5. Orange Train Station transit village
- 6. I-280 avg 117,000 vehicles/day
- 8. Scotland Rd avg 17,000 vehicles/day
- 9. Highland Train Station
- 11. Central Ave avg 16,000 vehicles/day
- 12. Brick Church Train Station
- 15. Garden State Parkway
average 149,000 vehicles/day

Nearby destinations

- 1. Edison National Historic Park
- 2. Turtle Back Zoo (1.4 mi) public zoo
- 4. Orange Post Office 07050 zip code
- 7. Little Italy neighborhood
- 10. Valley Arts District neighborhood
- 13. Orange Park 50 acre public park
- 14. Seven Oaks historic district
- 16. New York City midtown 10 miles
- 17. Veteran's Affairs NJ Health Care
600,000 annual visitors, 2,800 employees
- 18. Seton Hall University (0.5 mi)
9,700 students, 880 faculty



DEMOGRAPHIC & CONSUMER SPENDING DATA (SOURCE: ESRI, 2010)

RADIUS FROM DOWNTOWN ORANGE, NJ	3 miles	5 miles	10 miles
Population (2010)	316,800	738,300	1,885,400
Population per square mile (2010)	11,200	9,400	6,000
Households (2010)	112,300	264,800	674,600
Average household income	\$67,900	\$72,200	\$79,900
Median household income	\$50,500	\$53,100	\$59,400
Average disposable income	\$53,500	\$56,600	\$62,100
Median disposable income	\$39,700	\$42,000	\$47,000
Total businesses	9,100	25,900	78,400
Total employees	73,900	257,400	838,600

SPENDING & UNCAPTURED DEMAND (MILLIONS OF DOLLARS)

Total consumer demand (retail potential)	\$2,846.1	\$7,178.9	\$19,871.8
Total supply (retail sales)	\$1,757.0	\$4,729.6	\$19,391.8
Total retail gap (uncaptured demand)	\$1,089.1	\$2,449.2	\$480.0
Consumer demand for clothing & accessories stores	\$158.2	\$397.0	\$1,071.8
Uncaptured demand	\$87.2	\$147.2	- \$210.8
Consumer demand for furniture & home furnishings stores	\$92.7	\$238.1	\$690.0
Uncaptured demand	\$68.0	\$133.5	\$54.1
Consumer demand for electronics & appliance stores	\$85.4	\$215.1	\$602.1
Uncaptured demand	\$54.7	\$135.3	\$126.2
Consumer demand for health & personal care stores	\$109.0	\$270.3	\$719.4
Uncaptured demand	\$8.0	\$51.8	\$93.9
Consumer demand for general merchandise stores	\$423.4	\$1,015.0	\$2,084.6
Uncaptured demand	\$309.3	\$641.6	- \$46.2
Consumer demand for full-service restaurants	\$226.0	\$580.4	\$1,789.6
Uncaptured demand	\$111.9	\$244.1	\$624.0
Consumer demand for limited-service restaurants	\$114.3	\$285.7	\$731.8
Uncaptured demand	\$35.7	\$70.1	- \$48.1

To get all the facts, give us a call at 973.266.4061

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