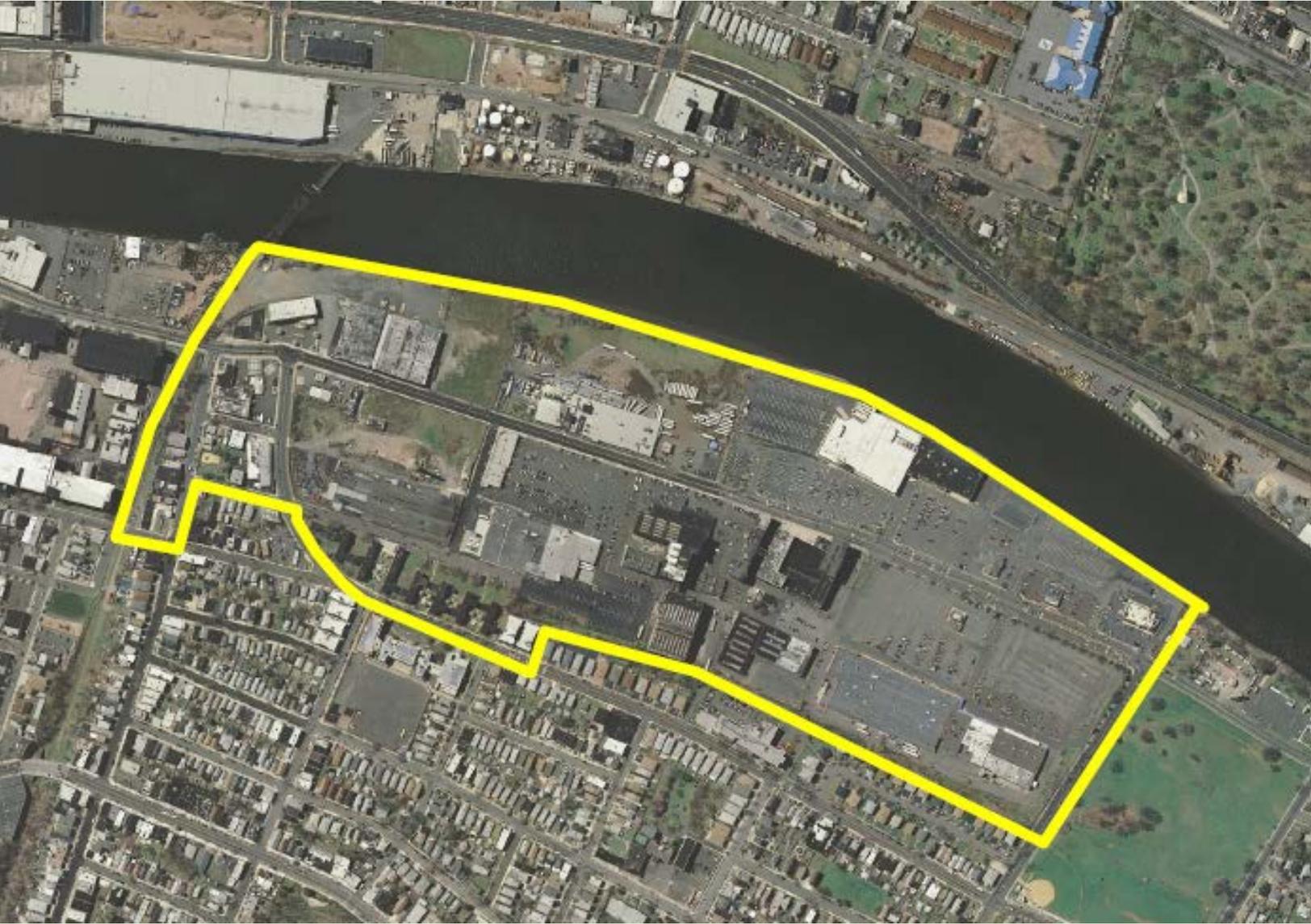


***Kearny Passaic Avenue
Redevelopment Area Assessment Report
June 2013***



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***Prepared for
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The original document is on file with the Town of Kearny and has been appropriately signed and sealed in accordance with the provisions of NJSA 45:14A-12 by Robert J. Tessier PP, AICP, the Local Planning Services team leader for the preparation of this report.

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EXECUTIVE SUMMARY

The Passaic Avenue Redevelopment Area is a 77-acre tract which runs along both sides of Passaic Avenue. In 2001, the Town of Kearny designated this former industrial center as an Area in Need of Redevelopment pursuant to the Local Housing and Redevelopment Law (40A:12A-1 et seq.). Various parcels in this redevelopment area are vacant or underutilized. A few of the larger former manufacturing sites are brownfield sites whose owners are required to clean up their properties in accordance with the New Jersey Department of Environmental Protection's regulations. A ShopRite Shopping Center, a Burger King and an Applebee's are all successful examples of vibrant uses in the district. They are well supported by the traffic on Passaic Avenue and the surrounding community.

The Town of Kearny approved a Passaic Avenue Redevelopment Plan in October of 2001 and, subsequently in 2007, adopted a revised Redevelopment Plan. The vision created for redevelopment in these plans is one of mixed-use residential, residential, artist lofts and commercial in a portion of the site already in commercial use. This vision has not incentivized the property owners or prospective developers to redevelop the area or to address the cleanup of the brownfield properties. The existing Redevelopment Plans have not encouraged the reestablishment of the former vibrancy of the district. In 2011, Kearny issued a Request for Proposals for developers for a portion of the district but received no responses.



After review with local and state officials and assessment of local market conditions, the LPS project team recommends that the Town of Kearny shift its vision for the district to better align with market conditions and attract capital both to clean up the brownfields and redevelop the district. In light of the demand for commercial retail uses fed by traffic from Passaic Avenue and the surrounding urban area, a new Redevelopment Plan and Zone Plan should be created for the district that encourages medium to large box retail and pad sites that will accommodate both walk-in and drive-through uses. This change in vision will attract new investment along the corridor and allow both the cleanup of the environmental concerns and improvement to the Passaic Avenue streetscape, as well as allow for the development of a riverwalk along the Passaic River.

The new Redevelopment Plan and zoning regulations should follow the retail vision detailed in this report. Conceptually, this could yield up to 541,000 square feet of new commercial retail uses for Kearny and fund the construction of pedestrian linkages to the surrounding community, streetscape improvements to Passaic Avenue and a new riverwalk along the Passaic River.

AREA IN NEED OF REDEVELOPMENT STATUS



The Town of Kearny designated the Passaic Avenue Redevelopment Area (or “the Redevelopment Area”) as an Area in Need of Redevelopment (ANR) in 2001, when the governing body adopted resolution 2001-0-54. After the area was designated as an ANR, Kearny adopted the Passaic Avenue Redevelopment Plan (also in 2001), which proposed a mixed-use district, a loft district and a street-oriented district around two existing retail shopping centers. Since that time over ten years ago, none of the underlying underutilized industrial uses have been redeveloped and one of the two major tenants in the existing shopping center is now vacant.

In order to update the 2001 Redevelopment Plan, Kearny had a revised Passaic Avenue Redevelopment Plan prepared in November of 2007. This plan established a residential district, a mixed-use district, a shopping center district and

an adaptive reuse loft overlay district for the area. Again, the implementation of redevelopment efforts languished.

In 2012, the Town issued a Request for Proposals for 17 acres of the redevelopment district along the Passaic River that was planned for mixed-use development with a residential component. The solicitation called for a mixed-use developer with extensive experience in mixed-use development. Although there was some initial interest in the solicitation, ultimately no developers responded.

In the fall of 2012, the Town engaged Local Planning Services (LPS) at the N.J. Department of Community Affairs (DCA) to reassess their redevelopment plans and make recommendations in order to spur redevelopment activities. This report presents those recommendations.

SITE CHARACTERISTICS

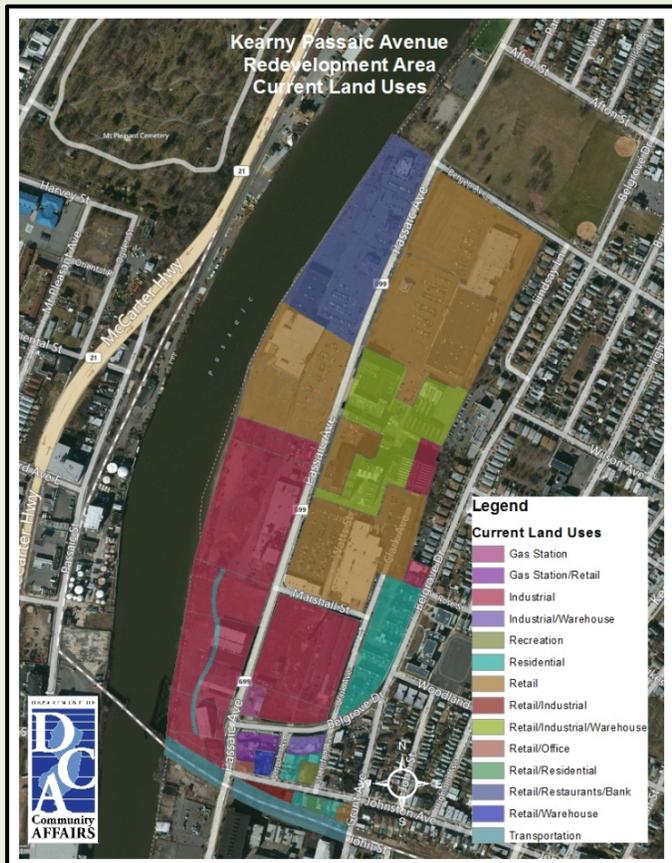
Regional Context

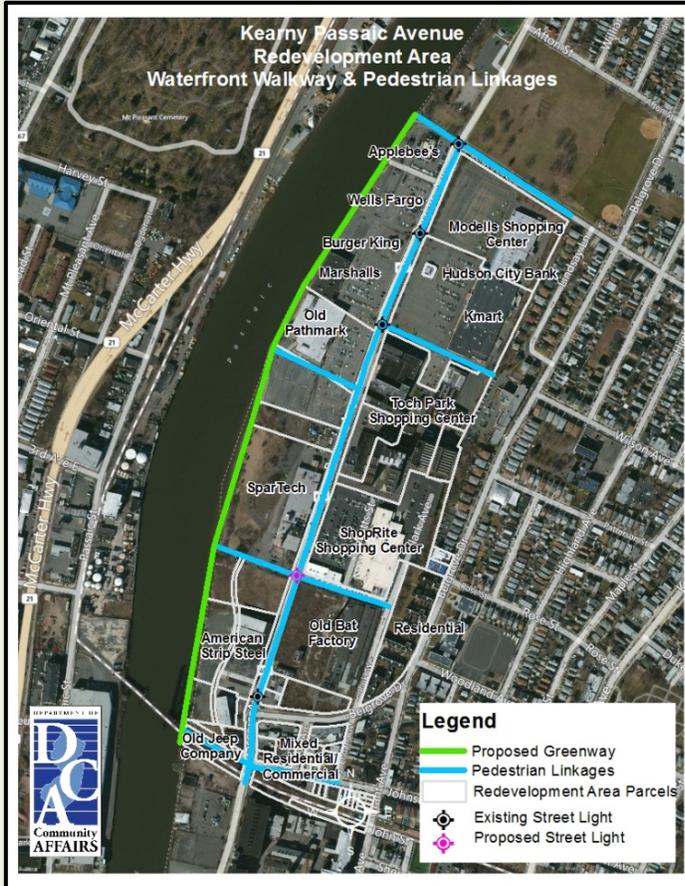
The Town of Kearny is a 9.3 square mile municipality located in the northwestern corner of Hudson County. East Newark, Harrison and North Arlington border the Town and the Passaic River separates the Town from Newark and Belleville. The Hackensack River separates Kearny from Jersey City. The Town is divided into three geographic parts: the Kearny Uplands, the Kearny Meadows and South Kearny. Kearny is located in northeastern New Jersey approximately 10 miles from New York City. In addition, New Jersey Transit provides bus service to midtown Manhattan. Kearny has a well-developed infrastructure system surrounding the Town. Newark Airport and Port Newark are both approximately 6.5 miles away. The Town is located near major roadways, including the New Jersey Turnpike, US Route 1/9, NJ Routes 7, 21 and 17 and Interstate 280. Kearny's prime location in this metropolitan area provides the Town with many opportunities for economic growth and development.

Site Description

The Passaic Avenue Redevelopment Area is a 77-acre tract on both sides of Passaic Avenue between Bergen Avenue and Johnston Avenue. The area is also bordered by the Passaic River and an abandoned and partially vacated railroad line that previously spanned the river and served this industrial area with a railroad spur.

The Redevelopment Area consists of a mix of commercial, residential, and industrial uses built around the turn of the 20th Century. The area is mainly developed in a dense strip mall fashion with large open parking lots abutting Passaic Avenue. Gas stations and other transportation uses are also present in the Redevelopment Area. Many of the properties on Passaic Avenue are vacant, underutilized or over-utilized. Included in the Redevelopment Area are multi-story apartment buildings located along Belgrove Drive in the southeastern section. The insert to the right demonstrates the fragmented nature of land uses in the area.





The figure to the left displays the main buildings in the Redevelopment Area. Spar-Tech Plastics, Jeep Company, Pathmark, Bat Factory and one of the two American Strip Steel buildings are currently vacant. The other American Strip Steel Building has some business activity. The Toch Park Shopping Center was previously a large industrial park that contained four industrial buildings. The industrial buildings now house a mix of retail/storage uses such as a farmers' market, furniture store, florist, and bakery, while some of the buildings sit vacant. The other uses in the Redevelopment Area are successful businesses such as Applebee's and Burger King Restaurants; long-standing shopping centers such as the Modell's, Kmart and ShopRite Centers; and Wells Fargo and Hudson City Banks. Despite the closing of the Pathmark store, the adjacent Marshalls discount store is still open for business.



Existing Road Network

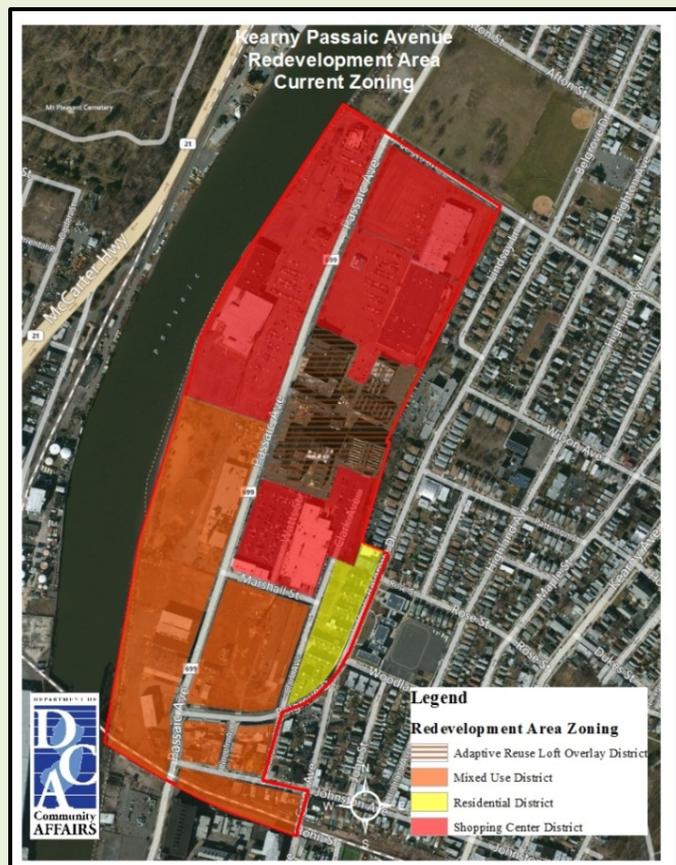
Passaic Avenue is a primary north/south major arterial street with high traffic volume that runs parallel to the Passaic River on the west side of the Redevelopment Area. Passaic Avenue ends at Bridge Street south of the Redevelopment Area in Harrison and turns into River Road once it reaches Bergen County north of the Redevelopment Area. Bergen Avenue is a collector street on the north side of the Redevelopment Area that ends at Passaic Avenue on one side and in Harrison on the other. Johnston Avenue is a local street located on the south side of the Redevelopment Area. Other minor local roads include Belgrove Drive, Marshall Street, Clark Avenue, Lincoln Avenue, and Sheridan Avenue (turns into Clark Avenue).

Existing Zoning

The 2001 Redevelopment Plan rezoned the Passaic Avenue Redevelopment Area into six zoning districts: the Existing Shopping Center District consisting of 21.83 acres, the Mixed-Use District consisting of 18.74 acres, the Adaptive Reuse Loft District consisting of 10.07 acres, the Street-Oriented Commercial District consisting of 6.34 acres and the Residential District consisting of 5.52 acres. Due to the slow pace of redevelopment activity, the Town of Kearny amended the Redevelopment Plan in 2007 and rezoned the area. The 2007 Passaic Avenue Redevelopment Plan divides the Redevelopment Area into four distinct zoning districts: Residential District, Mixed-Use District, Shopping Center District and an Adaptive Reuse Loft Overlay District (see insert below).

Shopping Center District: Consists of 46 acres and permits retail, health clubs, cinemas, civic/public, restaurants, offices, financial institutions, and family entertainment as principal uses. Permitted accessory uses include structured parking and uses that are incidental and accessory to principal uses.

Adaptive Reuse Loft Overlay District: Is an 11-acre overlay district within the Shopping Center District. Permitted uses within the overlay district include mixed-use entertainment, artist live/work space on above-ground floors, nightclubs, galleries, health clubs, restaurants and bars, offices, structured parking, retail, financial institutions, and public/civic uses. Uses incidental to the principal uses are permitted as accessory uses, while drive-through uses are prohibited. The goal of



this overlay district is the renovation and preservation of the loft buildings while creating a 24/7 district with access to the waterfront.

Mixed-Use District: Consists of 28 acres where above-ground-floor residential, night clubs and other entertainment oriented uses, galleries, health clubs, restaurants and bars, offices, structured parking, neighborhood and service-oriented retail, public/civic uses, cinemas, and financial institutions are permitted as principal uses. Uses incidental to the principal uses are permitted as accessory uses, while drive-through uses are prohibited.

Residential District: Is a three- (3) acre district located off of Belgrove Drive, where age-restricted housing and/or assisted living facilities are permitted as principal uses. Structured parking, laundry facilities, gyms, spas and wellness centers, and other uses incidental to the principal residential uses are permitted as accessory uses.

Urban Enterprise Zone

The Passaic Avenue Redevelopment Area is located in one of 32 designated Urban Enterprise Zones (UEZ) in New Jersey. Kearny has participated in the program since its inception in 1985. The UEZ Program exists to foster an economic climate that revitalizes designated urban communities and stimulates their growth by encouraging businesses to develop and create private sector jobs through public and private investment. In order for a business to participate in the UEZ Program in one of the designated zones, the business must be registered with the State of New Jersey, be in tax compliance with the State and be certified by the New Jersey UEZ program. The benefits provided to businesses that participate in the UEZ Program are:

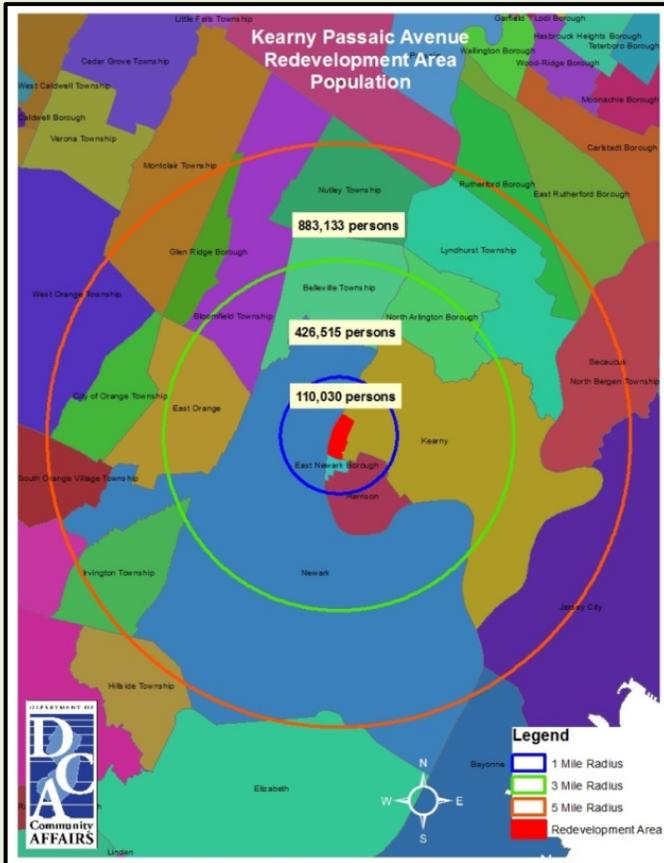
1. **Reduced sales tax** – currently 3.5%
2. **Tax free purchases** on certain items such as capital equipment, facility expansions, and upgrades
3. **Financial assistance** from agencies such as NJ Economic Development Authority (EDA)
4. **Subsidized unemployment insurance** costs for employees who earn less than \$4,500 per quarter
5. **Energy sales tax exemption** for qualified manufacturing firms with at least 250 employees, 50% of whom are working in manufacturing
6. **Tax credit options** (owners may elect one of the following):
 - Up to \$1,500 for new permanent full-time employees hired
 - Up to 8% corporate business tax credit on qualified investments.

Kearny has a UEZ department that assists businesses with the paperwork involved in becoming and being a participating UEZ business. The Kearny UEZ district (KUEZ) covers 20 percent of the Town's 9.3 square miles and includes approximately 97% of its major business districts. The KUEZ has invested over 27 million dollars of sales and use taxes collected by participating businesses. The KUEZ has assisted the Town with creating full time jobs, funding capital improvements projects such as infrastructure and streetscape improvements, funding public safety programs, and providing loan programs and public relations/marketing initiatives.

MARKET CONDITIONS

Market Area

Market conditions play a major role in a site locator's decision to locate and/or expand a business. The following criteria are the major drivers of business location or relocation:



population, income characteristics, age distribution, race and/or ethnic distribution, educational attainment, occupational concentrations, housing, and traffic counts. The map insert to the left shows the current population within a one-mile radius, three-mile radius, and five-mile radius of the Passaic Avenue Redevelopment Area. Due to the high densities and intensities of uses in Hudson County and its adjacent counties, the market for Passaic Avenue businesses, also known as the trade area, is more likely to be in Kearny proper and its adjacent communities of East Newark, Harrison, Lyndhurst, North Arlington, Belleville, and Newark City, particularly in the municipalities closest geographically to the Passaic Avenue Redevelopment Area (East Newark and Newark). Additional customers may be drawn from additional parts of Hudson County as a result of commuting patterns.

Demographic Trends

Population data help quantify both current market size and future market growth, both of which are used to measure consumer demand. Kearny's population remained stable from 2000 (40,513) to 2010 (40,684), while Hudson County experienced a 4.2 percent growth in population (634,266 in 2010). The adjacent municipalities closest to the Passaic Avenue Redevelopment Area where it is assumed that most out-of-town customers would originate are East Newark (2,406 in 2010) and Newark (277,140 in 2010).

Household income can be an indicator of the spending power of residents. Household income positively correlates with retail expenditures in many product categories. Some retailers may also target specific income ranges based on their target market segment. Kearny's median income \$58,698 is higher than the County median \$55,275. The median income for East Newark

is \$54,722 and for Newark is \$35,659. The median income and per capita income for Kearny and the surrounding communities are trending upward.

There are over 110,000 persons within one mile of the redevelopment area with a medium family income of approximately \$59,000. There are over 425,000 people in a three mile radius. These numbers are sufficient to attract a wide range of commercial retail uses to the redevelopment properties. Additional detail and descriptions regarding the population, income characteristics, age distribution, race and/or ethnic distribution, educational attainment, occupational concentrations, and housing characteristics are available in Appendix I.



Traffic Counts on Passaic Avenue

Traffic volume is another indicator that retailers use in deciding where to locate. According to the New Jersey Department of Transportation, total average daily traffic volume on Passaic Avenue is 14,515 vehicular trips. Retailers of neighborhood goods and services require a total average daily trip of at least 5,000 vehicles per day, while retailers of food and beverages require at least 7,500 vehicles per day. Retailers of general merchandise, apparel, furnishings and other goods require an average daily trip of at least 15,000 vehicles per day. With Passaic Avenue's traffic count of almost 15,000 vehicles per day and the potential for more destination-driven traffic, the market conditions necessary to attract retailers of neighborhood goods and services, food and beverages and retailers of general merchandise, apparel, furnishings and other

goods will be met.

Market Summary

There are over 150,000 people within 1.5 miles of the Redevelopment Area and there is a major arterial (Passaic Avenue) running through the site with almost 15,000 average vehicles per day. The gross expendable income of those living exclusively the 1.5 mile zone around the site is approximately \$2,212,500,000 (\$2.21B). While most of that income is leaking out of that zone, the right mix of goods, services, destination or convenience retail and amenities has the potential to redirect these resources within Kearny, as well as attract transactions from neighboring communities. These conditions make for a strong retail market that will attract middle- to moderate-size retailers, restaurants and other retail operations.

IMPEDIMENTS TO REDEVELOPMENT

The current redevelopment plan and land use regulations for this district will not attract adequate private capital investment to redevelopment of residential or loft uses due to the roadblocks enumerated below. These roadblocks cannot be overcome without significant public financial investment, which is unavailable.

Due to these impediments, developers and property owners have not come forward with proposals for site cleanup and redevelopment. Residential and loft development, though permitted, is hurt by the lack of fixed rail passenger service, the views from the parcels, cost of contamination cleanup, the quality of the riverfront and the surrounding uses. None of these impediments will restrict the development of retail shopping, consumer services or restaurants in the Redevelopment Area. The three major retail operations in the redevelopment district - a ShopRite Supermarket, a Burger King and an Applebee's - are testaments to the strength of the district for retail.

Impediment 1: Redevelopment Plan and Zone Plan

The 2001 Redevelopment Plan and the 2007 Redevelopment Plan prepared by Heyer, Gruel and Associates recommended four zoning districts for the Redevelopment Area. Each of these districts contains features which cause impediments to private capital investment in the Redevelopment Area. The issues with the districts are as follows:

Shopping Center District: This district covers 46 acres of the northern portion of the Redevelopment Area. The allowed uses provide no impediments to redevelopment but the following restrictions should be reviewed and updated and new, less restrictive district regulations should be established as recommended in the next section of this report. The major impediments to redevelopment in this district are:

1. Prohibition of drive-through uses. The high traffic counts along Passaic Avenue make this a perfect market fit for drive-through uses. These tenants are usually strong profit centers and can motivate redevelopment of the larger parcels. This report recommends that drive-throughs be allowed for some permitted uses, such as banks and drug stores.
2. Maximum square footage per new single retail user. The 40,000 square foot maximum for a single story tenant is an artificial limit and is not reflective of current market trends. The New Market-Driven Redevelopment plan outlined in the next section shows a possible site yield of up to 130,000 square feet on one of the sites in the district.
3. Surface parking requirements for a combination of decorative walls and/or landscaping sufficient to screen vehicles from the public right-of-way (ROW) limits the vehicle and pedestrian interaction with the site, which is fundamental to attracting clients to newly established uses in the district.

4. Minimum parking requirements are overly restrictive and limit the square footage of new uses. The scale of the anticipated parcel development does not appear to be adequate to support structured parking.
5. The requirement for a minimum of 10% of parking areas to be landscaped and one shade tree for 20 parking stalls restrict the investment in streetscape improvements, riverwalk improvements and pedestrian path improvements, which are more appropriate and important locations for landscaping and shade trees.
6. There are multiple sections in the design standards that create impediments to redevelopment. These design standards are very costly to developers and more appropriate for higher density main street developments. Applying these standards to renovations also reduces incentives to renovate existing buildings.

Adaptive Reuse Loft Overlay District: This is the 11-acre overlay district for the Toch Park section of the shopping center zone. The overlay district is based on a vision of adaptive reuse of the existing buildings to create a distinctive mixed-use entertainment area with a combination of artist live/work spaces, nightclubs, offices and retail spaces. This overlay zone has not resulted in the neighborhood as envisioned because market conditions do not and are not anticipated to exist to effectuate the renovations of these existing structures. The vision for this overlay district is an impediment to the development of the site for commercial retail purposes.

Mixed-Use District: This 28-acre district covers the southern portion of the site. The allowed uses in the district and the bulk regulations are an impediment to redevelopment due to the nature of the properties, the nature of the immediate region, the cost for environmental cleanup and the lack of a fixed rail connection. View sheds of the properties and local market demand make the nature of the mixed-use district one that impedes rather than promotes repurposing of this former industrial area.

Residential District: This three-acre district covers an existing residential area and is structured to encourage the redevelopment and modernization of existing residential complexes. The limitation of permitted uses to senior housing and/or assisted living facilities is an impediment to the redevelopment and modernization of these existing complexes, which should be allowed to tap a broader non-age-restricted market.

Impediment 2: Lack of a Fixed Rail Station

The lack of a fixed rail transit stop within $\frac{1}{4}$ or $\frac{1}{2}$ mile of the Redevelopment Area limits the intensification of pedestrian activities and undermines the vision of the redevelopment plan to create a mixed-use district on the former industrial or commercial retail properties. Although there is bus service on Passaic Avenue, it is not adequate to eliminate this impediment. The recommendation in the Redevelopment Report to provide a shuttle bus to the Harrison Station is impractical and unfunded so would not overcome this impediment.

Impediment 3: Passaic River

The segment of the lower Passaic River that traverses Hudson County is a highly contaminated portion of the river. The view from the Redevelopment Area looks across the river to the City of Newark but, unfortunately, instead of the City skyline, the view is of industrial and fuel storage areas. In addition, the tidal black mud banks and the quality of the water do not offer the type of amenities that can attract large-scale residential development.



Impediment 4: Brownfield Issues



Since 2009, five sites in the southern portion of the redevelopment area have been designated in a Brownfield Development Area (BDA). A Preliminary Assessment and Site Investigation is required to be done by January 1, 2014. In addition to the Preliminary Assessment and Site Investigation, the properties owners, all of whom are responsible for cleanup, must complete a Hazardous Discharge Delineation by the end of 2014. There has been no significant progress in cleaning up the sites or defining what the scope of such cleanup would be required. The lack of a preliminary assessment and scope of cleanup for the properties designated is a significant impediment to redevelopment.

Impediment 5: Conrail Abandonment Issue



The lots shown in the insert on the left previously provided rail access to the industrial properties on the southwestern portion of the Redevelopment Area. Block 1/Lot 17 and Block 1/Lot 10 hinder reutilization of these properties and are a significant impediment to redevelopment of this area. The rail spur must be purchased or abandoned by Conrail for redevelopment to proceed. This is a serious impediment to redevelopment of these properties.

Impediment 6: Floodplain

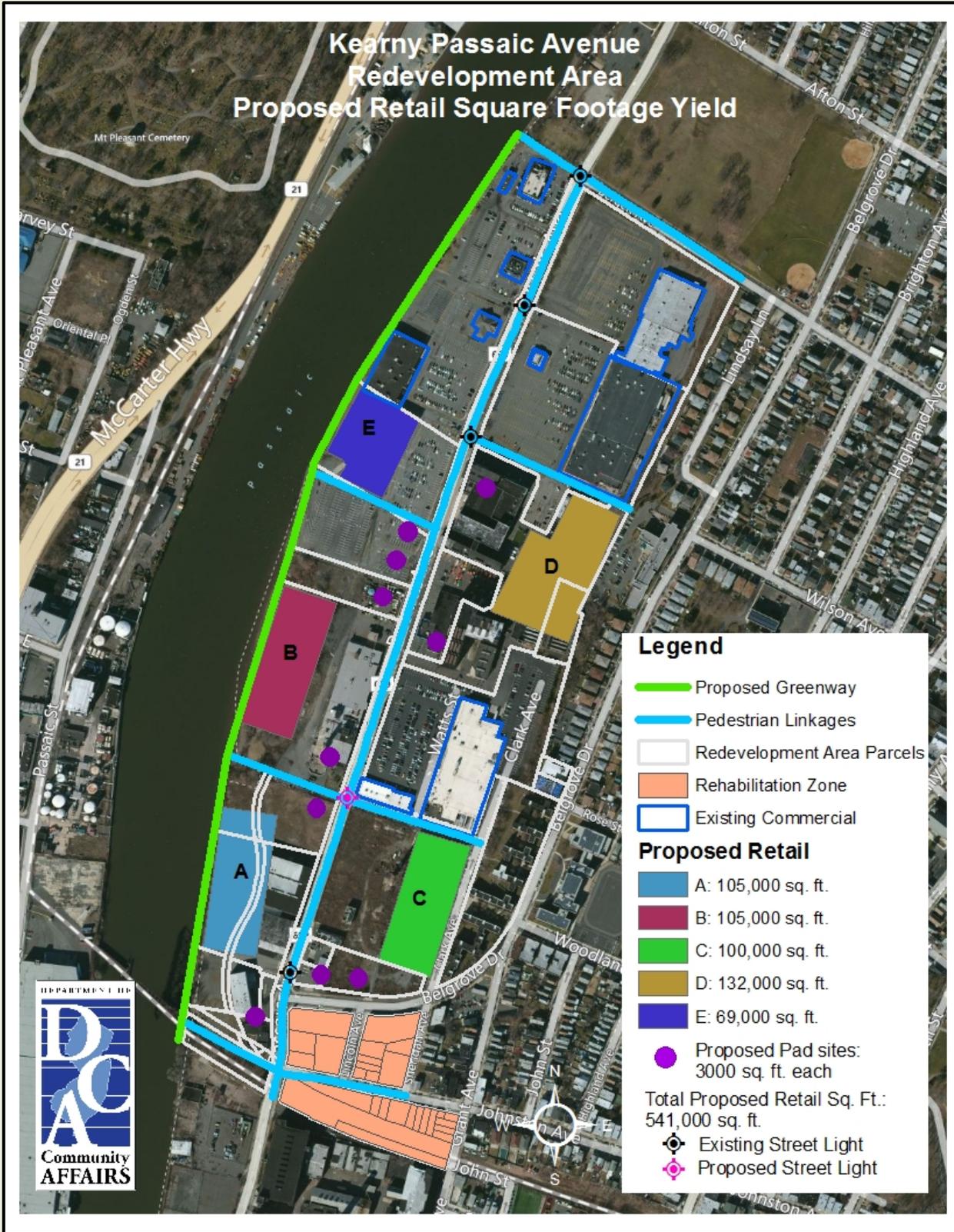
There is a delineated floodplain that runs along the Passaic River on the western edge of the Redevelopment Area. This can be an impediment to redevelopment. New and rehabilitated buildings will have to meet floodplain requirements. Parking location, building location and building elevation will have to be carefully approached by redevelopers of the lots impacted by the floodplain to ensure compliance with regulations and provide resiliency during future storm events.

NEW MARKET-DRIVEN REDEVELOPMENT PLAN

The high traffic volumes on Passaic Avenue as well as the dense residential neighborhoods on both sides of the river make these properties attractive to retail store outlets of 50,000 to 130,000 square feet. The underutilized sites in this Redevelopment Area can accommodate over 500,000 square feet of small to moderate big-box commercial facilities. The amount of street frontage allows for the development of up to ten pad sites in the Redevelopment Area, which can accommodate traditional stand-alone and some drive-through uses, such as banks and drug stores. The development of these commercial uses can be tied to public improvements to the waterfront, Passaic Avenue and new pedestrian linkages. The result is significant public improvements that can be made to the Redevelopment Area, making it an asset to the Town as well as the immediate neighborhood.

Redevelopment Concept Plan: Potential Retail Square Footage Yield

This report recommends that rather than trying to redevelop the Passaic Avenue Redevelopment Area as a mixed-use urban waterfront entertainment destination similar to Hoboken and Harrison, the Town of Kearny should concentrate on attracting retail and commercial establishments to the Redevelopment Area. As depicted in the map on the next page, there is a potential for 541,000 square feet or more of new/reused retail/commercial space in the Redevelopment Area, including numerous pad sites. Some existing retail/commercial pad sites already exist in the redevelopment area near Marshalls: Wells Fargo, Burger King and Applebee's and a Hudson City Bank across Passaic Avenue near Kmart. Reuse of existing buildings is encouraged, such as the reuse and expansion of the abandoned Pathmark building. However, new construction is a more viable option on some of the older building locations, such as the Bat Factory lot or American Strip Steel lots.



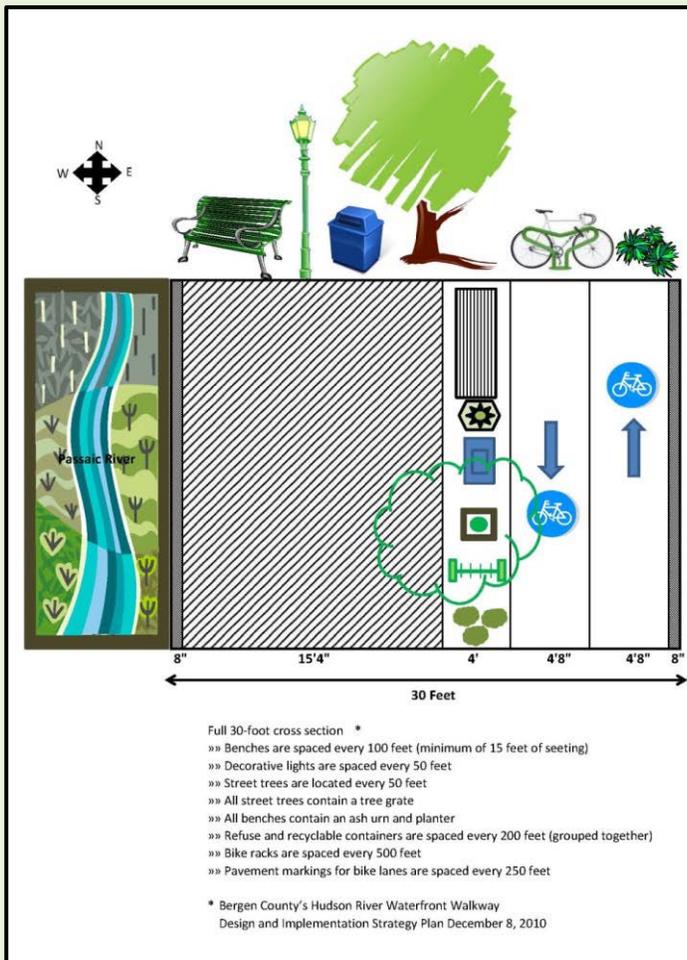
It should be noted that the proposed retail square footage yields are conceptual and that the new redevelopment plan as well as redeveloper applications will define a balance with parking areas and actual building sizes and locations.

At an estimated \$300 per square foot of retail building value, there is a potential to generate \$162 million of new retail/commercial space. This could result in an estimated \$3.7 million in new property taxes for the Town.

In addition, the Rehabilitation Zone currently contains some retail uses on the bottom floors with residential above. It is recommended that UEZ funds or other rehabilitation funds be used to assist the property owners with rehabilitating the storefronts as was previously done on Kearny Avenue. The Rehabilitation Zone is also a prime location where Community Development Block Grants (CDBG) and other rehabilitation funds can be used for rehabilitation of housing units where income-qualified homeowners reside. Five-year tax abatements may also be explored for this district to encourage expansion or rehabilitation of the existing buildings.

Public Improvements

This report recommends that new developers be required to dedicate land and make improvements on their respective frontages to the following public improvement projects:



Riverfront Walkway: One of the main goals in the 2001 and 2007 Passaic Avenue Redevelopment Plans was to reclaim the Passaic Riverfront for active and passive use by all residents of Kearny. The Redevelopment Plans also set a goal to establish the Riverfront as a destination for public recreation and enjoyment. Currently, the only access to the waterfront is through the old Pathmark shopping center parking lot.

While this report recommends that the uses in the Passaic River Redevelopment Area be modified to allow more retail and commercial space, the goals for the Riverfront area remain unchanged. This report recommends that a 30 foot wide riverfront walkway (Riverwalk) be established along the Passaic River in the Redevelopment Area. It is also recommended that any new development along the Riverfront be

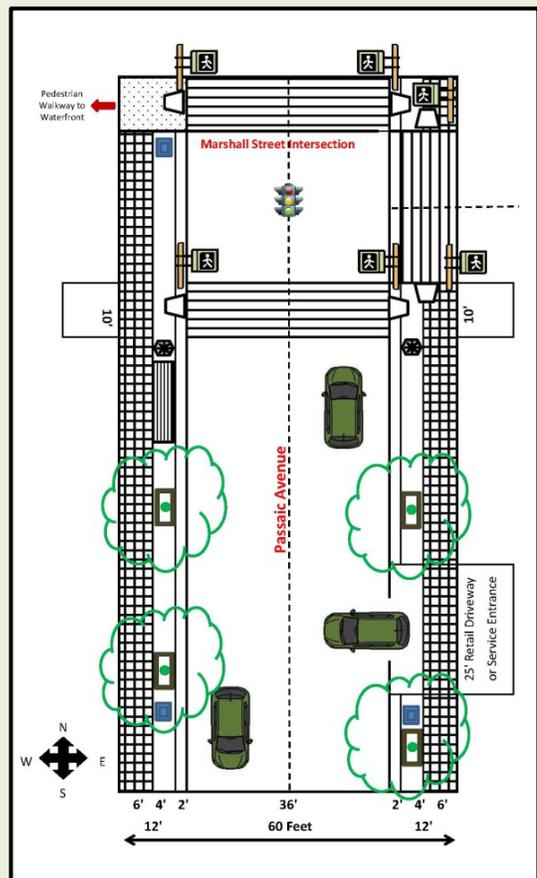
required to contribute to the Riverwalk. This recommendation is consistent with the 1999 Hudson County Urban Complex Strategic Plan, which encourages all new development to provide access to waterfront areas. The figure above depicts the proposed layout of the future Riverwalk.

Waterfront walkways vary in width, but the ideal width of a waterfront walkway is 30 feet, with 20 feet dedicated to passive recreation and ten feet for active recreation. The active recreation section should be bi-directional and can be used for bicycles, roller blading and other forms of active recreation. The active recreation section should be paved with different pavers to distinguish it from the passive section. The 20-foot passive recreation section can accommodate pedestrians and wheelchairs. Four feet of the passive recreation section are for amenities and street furniture such as trees, shrubs, benches, trash and recycling receptacles, lighting and bicycle racks.

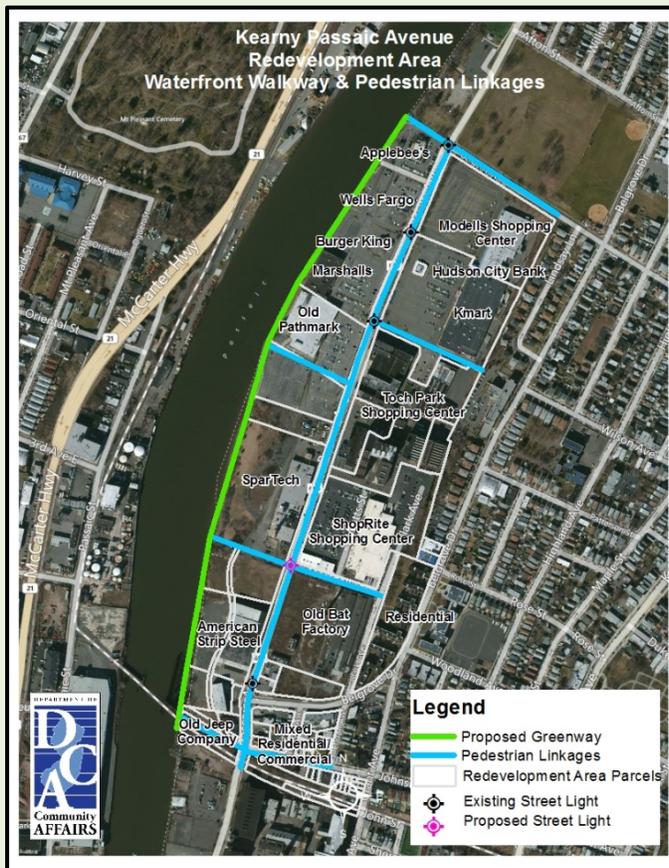
Benches should be placed at a minimum rate of 15 feet for every 100 feet of walkway. Benches can be wood or metal but a majority should have seat backs to encourage people to stay, relax and have conversations. In areas where congregation is encouraged, additional benches should be placed at different angles. Lighting can be up to 20 feet high, but should be placed every 50 feet, or five times the mounting height with a 4:1 uniformity. Street trees should also be placed every 50 feet. Bicycle racks are encouraged and should be spaced every 500 feet. Placing numerous trashes and recycling containers along the walkway will discourage littering. The containers should be placed together every 200 feet, especially near benches and at main entrances/exits to the walkway. Signs that identify access to the walkway are useful. Consistency in the design along the walkway encourages a sense of place. The walkway should be open, inviting and easily accessible, and should not make the user feel he/she has entered private property.

Streetscape: Passaic Avenue is a major north/south County-owned road. The road is approximately 60 feet between the curbs in the widest section (by the old Pathmark site) and 36 feet where it is striped for two lanes (by the old Bat factory). There are four traffic signals and on-street parking is prohibited. As indicated in a previous section, the Passaic Avenue corridor has a total average daily traffic volume of 14,515 vehicular trips.

To attract people to the Riverwalk and to the new proposed retail/commercial shopping centers, accessibility and walkability are essential. It is estimated some of the shoppers to the proposed



retail/commercial centers will be pedestrians from surrounding neighborhoods. Unfortunately, the Passaic Avenue Redevelopment Area currently lacks inviting pedestrian linkages. The residential neighborhoods are within walking distance of the existing retail/commercial use, but the connection to these locations is unappealing to pedestrians. Improvements to Passaic Avenue corridor were recommended in the 2001 and 2007 Passaic Avenue Redevelopment Plans and this Report recommends that these improvements remain in the revised redevelopment plan, including burying of utility lines underground and the addition of a new traffic signal and crosswalk at Marshall Drive. See insert on previous page (page 18) for a conceptual layout of the streetscape.



Pedestrian Circulation Improvements:

There are four traffic signals along Passaic Avenue in the redevelopment area: Belgrove Drive, Pathmark/Kmart driveways, in between Kmart and Bergen Avenue by the Modell's Shopping Center, and Bergen Avenue. This report recommends that an additional crosswalk/traffic signal at Marshall Drive be added to allow the residents from the neighborhood behind the old Bat Factory and the existing Shop Rite Center a pedestrian linkage to the other side of Passaic Ave. The crosswalk should also connect to a pedestrian walkway to allow pedestrians easy access to walk to the Riverwalk. Pedestrian linkages in other areas of the Redevelopment Area are also encouraged, either as continuous sidewalks along the street or walkways through parking lots or other areas where no streets are located. The Bergen and Johnston Avenue sidewalks should

continue through to the Riverwalk and there should be a pedestrian walkway through the Pathmark parking lot to the Riverwalk. There should also be pedestrian walkways to the south of the ShopRite Shopping Center and south of the Kmart Shopping Center from the residential neighborhoods to the east of the Redevelopment Area through to Passaic Ave (see insert).

The pedestrian walkways, sidewalks, and underground utilities can be accommodated through easements. The right-of-way does not need to be expanded as it is already wide. However, 12 foot sidewalks are encouraged so that there is adequate space for trees and street furniture such as benches, trash and recycling containers, bus shelters, streetlights and benches. As with the Riverwalk, the streetscape should have a good balance among these elements to provide uniformity. The previous Redevelopment Plans recommended a median for Passaic Avenue.

While this is ideal from a design point of view, it is unnecessary if funds cannot be acquired for this purpose. Any funding should be allocated toward the new traffic signal/crosswalk at Marshall Drive.

RECOMMENDED REDEVELOPMENT AREA USE, BULK AND DESIGN STANDARDS

Recommendation: Rezone the entire Passaic Avenue Redevelopment Area to “Commercial Center District” except for a small portion which should be a “Rehabilitation Zone” (See Redevelopment Concept Plan).

In the Commercial Center District, the Town should encourage the retail and service uses to capitalize on the locations, goods, access and proximity to the Town’s residents. This area is appropriate for and can accommodate a number of commercial uses in new and renovated buildings. The Town should consider limiting the permitted uses to retail stores and shops, shopping centers, banks and financial institutions, offices, health clubs, restaurants including fast-food, day-care facilities and neighborhood personal and business services.

In the Rehabilitation Zone, the Town should encourage the continuation of exiting uses and the establishment of complementary uses in vacant parcels or buildings. First floor commercial and office uses should be encouraged and second, and possibly third, floor residential permitted.

Recommendations for Commercial Center District: (Final regulations should be done later as part of a new redevelopment plan)

Principal Permitted Uses (more than one principal use permitted per lot)

- Retail sales (including drive-through)
- Retail services (including drive-through)
- Restaurants (drive-through prohibited)
- Financial institutions (including drive-through)
- Office (professional, service, dental, administrative)
- Health clubs
- Cinemas
- Public uses (buildings of an institutional nature and serving a public need such as houses of worship, schools, libraries, post offices, police stations, and other similar uses)
- Family entertainment

Conditional Uses

- Multi-family residential structures (density, height and bulk details to be completed as part of new Redevelopment Plan)

Accessory Uses

- Incidental and accessory to principal use
- Structured parking

Drive-through Uses

Drive-through uses are permitted if they do not access directly onto a public thoroughfare (restaurants excluded).

Riverwalk

Parcels which have frontage along the Passaic River must include a 30-foot wide access easement for the Passaic River walkway as shown in the new Redevelopment Plan.

Bulk Standards

- Maximum lot coverage: 90%
- Maximum building height: 50 feet for single story 65 feet for two story
- No maximum square footage for building or use
- Minimum building setback
 - Passaic Avenue: 15 feet
 - Bergen Avenue: 15 feet
 - Passaic Riverwalk: 5 feet
- Minimum building setback from internal driveway: 10 feet
- Planting and sidewalk improvement and property dedication for Riverwalk as shown on redevelopment plan
- Minimum parking requirements (Shared parking permitted as approved by Planning Board. Shared parking is encouraged throughout the entire project, such that daytime office use spaces will convert to retail, dining and entertainment spaces during evenings and weekends. Parking decks that integrate into the project itself are encouraged. Parking decks will ideally be wrapped by in-line offices or retail minimally at ground level. This will increase the economic feasibility for building the decks.

Retail sales and service: four (4) spaces per 1,000 square feet of merchandise display and public access space

Retail Sales and service: one (1) space per 1,000 square foot of employee only parking, merchandise storage or preparation space

Restaurants: one (1) space per every four (4) seats

Financial services: one (1) space per 1,000 square feet plus one (1) space per maximum employees on the largest shift

Office and health clubs: three (3) spaces per every 1,000 square feet

Cinemas: one (1) space per every three (3) seats

Family entertainment: three (3) spaces for every 1,000 square feet

Design Standards

Design standards should require colors and textures that will make a pleasing and unifying effect in the district. Sign standards should encourage corporate identity but avoid clutter and provide adequate indexing for pedestrian and drivers. Current design standards in the district are too restrictive and do not encourage mid- and large-box retail or drive-through uses (restaurants excluded).

Recommendations for Rehabilitation Zone:

Principal Permitted First Floor Uses

- Residential
- Retail sales (drive-through prohibited)
- Retail services
- Restaurants (drive-through prohibited)
- Office (professional, service, dental, administrative)
- Health clubs
- Public uses (buildings of an institutional nature and serving a public need such as houses of worship, schools, libraries, post offices, police stations, and other similar uses)

Principal Permitted Second and Third Floor Uses

- Residential (Apartments or Condominiums)

Accessory Uses

- Incidental and accessory to principal use
- Structured parking

Bulk Standards

- Maximum height: 50 feet
- Maximum height: three (3) stories
- Setbacks as per existing structures
- Minimum parking requirements

As already established for each building, except in cases of expansion in which case the following shall be required:

Retail sales: four (4) spaces per 1,000 square feet of merchandise display and public access space

Restaurants: one (1) space per every four (4) seats

Financial services: one (1) space per every 1,000 square feet plus one (1) space per maximum employees on the largest shift

Office and health clubs: three (3) spaces per every 1,000 square feet

Apartments: one (1) per unit, one (1) additional per every unit with more than two bedrooms

Design Standards

Design standards should encourage rehabilitation of the existing buildings. Sign standards should encourage corporate identity but avoid clutter and provide adequate indexing for pedestrian and drivers.

NEXT STEPS

Mission

The Town of Kearny should take a proactive approach to actively seek opportunities that will encourage developers to redevelop the Passaic Avenue Redevelopment Area. The goal is to transform the Redevelopment Area into a vibrant area that is economically profitable and physically accessible to all residents of the Town and neighboring communities. A list of shopping center developers, managers of retail real estate and retail companies is provided in the Appendix to assist the Town in its efforts to realize the opportunities presented in this Redevelopment Area Assessment Report.

Recommended Actions

1. Town should hold one on one meetings with property owners in the Commercial Retail District and distribute the proposed zone plan described in this report. Town should also share Appendixes II, III and IV with owners.
2. Town should present this Report and recommendations to Council and/or Planning Board.
3. Town should hire consultant to prepare new Redevelopment Plan to follow recommendations of this Report.
4. Town should adopt new Redevelopment Plan, development regulations and design guidelines for this Redevelopment Area.
5. Town should create and adopt a Revenue Allocation District (RAD), the bond financing from which will provide capital to invest in public improvements.
6. Town should contact Conrail through NJDOT for sale of lots or to pursue condemnation of railroad property to make way for redevelopment.
7. Town should apply for Green Acres funding to design and construct Passaic Riverwalk. (See Appendix V)
8. Town should design streetscape and pedestrian improvements in new Redevelopment Plan and provide to owners, developers and redevelopers.
9. Town should work with Brownfield Task Force to assist property owners in quantifying cleanup required for commercial retail reuse. (See Appendix V)
10. Town should issue revised RFPs on a parcel by parcel basis for Commercial Retail District.

Appendix I

KEARNY DEMOGRAPHIC PROFILE

KEARNY DEMOGRAPHIC PROFILE

Population

Population data help quantify both current market size and future market growth, both are used to measure consumer demand. Kearny's population remained stable from 2000 (40,513 people) to 2010 (40,684 people), while Hudson County experienced a 4.2 percent growth in population. The County experienced an even higher growth rate, 6.8%, in the number of households between 2000 and 2010, while Kearny's remained steady. Table 1, below, illustrates the change in population for Kearny and its surrounding communities between 2000 and 2010.

Table 1. Population and Household Trends

Population and Households	Hudson County		Kearny		East Newark		Harrison		Lyndhurst		North Arlington		Belleville		Newark	
2000 Population	608,975		40,513		2,377		14,424		19,383		15,181		35,928		273,546	
2010 Population	634,266		40,684		2,406		13,620		20,554		15,392		35,926		277,140	
2000 - 2010 Change	25,291	4.2%	171	0.4%	29	1.2%	-804	-5.6%	1,171	6.0%	211	1.4%	-2	0.0%	3,594	1.3%
2000 Households	230,698		13,539		772		5,136		7,906		6,405		13,716		91,366	
2010 Households	246,437		13,518		759		4,869		8,337		6,295		13,155		94,542	
2000 - 2010 Change	15,739	6.8%	-21	-0.2%	-13	-1.7%	-267	-5.2%	431	5.5%	-110	-1.7%	-561	-4.1%	3,176	3.5%

Source: US Census Bureau, 2010 Census

Income Characteristics

Household income can be an indicator of the spending power of residents. Household income positively correlates with retail expenditures in many product categories. Some retailers may also target specific income ranges based on their target market segment. Kearny's median income (\$58,698) is higher than the County median (\$55,275). Only Lyndhurst (\$68,177) North Arlington (\$71,232) and Belleville (\$60,127) have higher median incomes than Kearny's. Furthermore, the median income and per capita income for Kearny and the surrounding communities are trending upward. Household median income trends for Kearny and the surrounding communities are presented in Table 2 and Table 3, respectively.

Table 2. Household Income

2010 Households by Income	Hudson County		Kearny		East Newark		Harrison		Lyndhurst		North Arlington		Belleville		Newark	
	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct
Household Income Base	237,726	100%	13,518	100%	746	100%	4,582	100%	8,189	100%	6,051	100%	13,155	100%	92,618	100%
Less than \$10,000	19,773	8.3%	604	4.5%	38	5.1%	335	7.3%	284	3.5%	302	5.0%	717	5.5%	14,538	15.7%
\$10,000 to \$14,999	13,575	5.7%	526	3.9%	18	2.4%	272	5.9%	159	1.9%	305	5.0%	304	2.3%	7,385	8.0%
\$15,000 to \$24,999	24,438	10.3%	1,247	9.2%	91	12.2%	385	8.4%	638	7.8%	441	7.3%	1,213	9.2%	12,166	13.1%
\$25,000 to \$34,999	22,094	9.3%	1,261	9.3%	82	11.0%	305	6.7%	572	7.0%	543	9.0%	1,196	9.1%	11,503	12.4%
\$35,000 to \$49,999	28,943	12.2%	2,178	16.1%	95	12.7%	921	20.1%	1,208	14.8%	581	9.6%	1,800	13.7%	13,464	14.5%
\$50,000 to \$74,999	40,457	17.0%	2,642	19.5%	194	26.0%	1,099	24.0%	1,627	19.9%	1,014	16.8%	2,975	22.6%	15,053	16.3%
\$75,000 to \$99,999	27,443	11.5%	1,812	13.4%	75	10.1%	533	11.6%	1,233	15.1%	909	15.0%	2,040	15.5%	8,628	9.3%
\$100,000 to \$149,999	32,169	13.5%	2,239	16.6%	102	13.7%	505	11.0%	1,512	18.5%	1,201	19.8%	2,019	15.3%	7,259	7.8%
\$150,000 to \$199,999	14,238	6.0%	718	5.3%	28	3.8%	175	3.8%	673	8.2%	461	7.6%	531	4.0%	1,608	1.7%
\$200,000 or more	14,596	6.1%	291	2.2%	23	3.1%	52	1.1%	283	3.5%	294	4.9%	360	2.7%	1,014	1.1%

Source: US Census 2010 American Community Survey 5-Year Data: DP-3. Profile of Selected Economic Characteristics

Table 3. Income Characteristics

Household Income	Hudson County	Kearny	East Newark	Harrison	Lyndhurst	North Arlington	Belleville	Newark
2000 Median	\$ 40,293	\$ 47,757	\$ 44,352	\$ 41,350	\$ 53,375	\$ 51,787	\$ 48,576	\$ 26,913
2010 Median	\$ 55,275	\$ 58,698	\$ 54,722	\$ 51,190	\$ 68,177	\$ 71,232	\$ 60,127	\$ 35,659
2000 Per Capita	\$ 21,154	\$ 20,886	\$ 16,424	\$ 18,490	\$ 25,678	\$ 24,420	\$ 21,886	\$ 12,586
2010 Per Capita	\$ 31,024	\$ 24,977	\$ 22,242	\$ 21,857	\$ 34,233	\$ 34,265	\$ 27,668	\$ 17,367

Source: US Census 2010 American Community Survey 5-Year Data: DP-3. Profile of Selected Economic Characteristics

Age Profile – 2010 Data

Age often affects a person’s tastes and preferences. Understanding the population age distribution helps businesses effectively address the needs of the market. Accordingly, retail, service, and restaurants often target certain age groups. The age distribution data for Kearny and its adjacent communities are presented below in Table 4.

Table 4. Age Distribution

Age Group	Population by Age Distribution															
	Hudson County		Kearny		East Newark		Harrison		Lyndhurst		North Arlington		Belleville		Newark	
	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct
Under 18	131,162	20.7%	8,431	20.7%	529	22.0%	2,831	20.8%	3,883	18.9%	2,708	17.6%	7,780	21.7%	70,887	25.6%
18 and over	503,104	79.3%	32,253	79.3%	1,877	78.0%	10,789	79.2%	16,671	81.1%	12,684	82.4%	28,146	78.3%	206,253	74.4%
0-9	76,192	12.0%	4,438	10.9%	298	12.4%	1,624	11.9%	2,137	10.4%	1,506	9.8%	4,246	11.8%	40,173	14.5%
10-14	32,978	5.2%	2,399	5.9%	141	5.9%	740	5.4%	1,048	5.1%	691	4.5%	2,138	6.0%	18,751	6.8%
15-19	37,526	5.9%	2,680	6.6%	152	6.3%	764	5.6%	1,123	5.5%	823	5.3%	2,291	6.4%	21,253	7.7%
20-24	48,115	7.6%	3,389	8.3%	289	12.0%	1,190	8.7%	1,172	5.7%	893	5.8%	2,397	6.7%	23,693	8.5%
25-34	131,508	20.7%	6,575	16.2%	432	18.0%	2,729	20.0%	3,151	15.3%	2,435	15.8%	5,641	15.7%	46,642	16.8%
35-49	139,800	22.0%	9,268	22.8%	511	21.2%	2,955	21.7%	4,591	22.3%	3,306	21.5%	8,165	22.7%	60,919	22.0%
50-64	102,081	16.1%	7,573	18.6%	408	17.0%	2,356	17.3%	4,113	20.0%	3,230	21.0%	6,785	18.9%	42,010	15.2%
65 & over	66,066	10.4%	4,362	10.7%	175	7.3%	1,262	9.3%	3,219	15.7%	2,508	16.3%	4,263	11.9%	23,699	8.6%
Total	634,266		40,684		2,406		13,620		20,554		15,392		35,926		277,140	
Median Age	34.2		36.4		31.9		34.0		40.3		41.5		37.2		32.3	

Source: US Census Bureau, 2010 Census

Race/Ethnicity - 2010

Spending patterns often differ with ethnicity. Effective market segmentation based on ethnic groups must be authentic and accurate. Understanding the ethnic distribution of a population is the first step in meeting the needs of different ethnic groups. Hudson County is the most diverse county in New Jersey. Kearny’s racial and ethnic diversity is consistent with County trend, although its diversity index of 60 ranks 24 points below the County’s. Table 5 below illustrates the racial and ethnic make-up of Kearny and its adjacent communities in comparison to Hudson County.

Table 5. Distribution by Race/Ethnicity

Race/Ethnicity	Hudson County		Kearny		East Newark		Harrison		Lyndhurst		North Arlington		Belleville		Newark	
	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct
Total	634,266		40,684		2,406		13,620		20,554		15,392		35,926		277,140	
White Alone	342,792	54.0%	29,933	73.6%	1,516	63.0%	7,941	58.3%	17,053	83.0%	12,719	82.6%	21,753	60.5%	72,914	26.3%
Black Alone	83,925	13.2%	2,186	5.4%	46	1.9%	297	2.2%	406	2.0%	220	1.4%	3,277	9.1%	145,085	52.4%
American Indian Alone	4,081	0.6%	163	0.4%	10	0.4%	76	0.6%	34	0.2%	36	0.2%	126	0.4%	1,697	0.6%
Asian/Pacific Islander Alone	84,924	13.4%	1,825	4.5%	189	7.9%	2,219	16.3%	1,361	6.6%	1,213	7.9%	4,330	12.1%	4,603	1.7%
Some Other Race Alone	90,373	14.2%	5,099	12.5%	551	22.9%	2,517	18.5%	1,144	5.6%	928	6.0%	5,018	14.0%	42,181	15.2%
Two or More Races	27,827	4.4%	1,478	3.6%	94	3.9%	570	4.2%	556	2.7%	283	1.8%	1,422	4.0%	10,660	3.8%
Hispanic Origin	267,853	42.2%	16,253	39.9%	1,477	61.4%	6,017	44.2%	3,769	18.3%	3,211	20.9%	14,133	39.3%	93,746	33.8%
Diversity Index	84		60		77		78		45		50		76		72	

Source: US Census Bureau, 2010 Census

Education – 2010 (Population 25+ years old by educational attainment)

Education can be an indicator of the socio-economic status of an area. Not only do education levels affect income, they also impact consumer tastes and preferences. Compared to the County (38.7), Kearny has a lower percentage of its population (22.7%) with an Associate’s degree or above. With the exception of East Newark and Newark, all of the surrounding communities have a higher proportion of its population with an Associate’s degree or higher than Kearny’s. Table 6 below illustrates this fact.

Table 6. Educational Attainment

Educational Attainment	Hudson County		Kearny		East Newark		Harrison		Lyndhurst		North Arlington		Belleville		Newark	
	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct
Population 25 years and over	428,810		27,304		1,590		9,205		14,963		11,146		24,745		172,028	
Less than 9th Grade	44,624	10.4%	2,966	10.9%	276	17.4%	1,064	11.6%	579	3.9%	749	6.7%	1,520	6.1%	27,508	16.0%
9th - 12th Grade, No Diploma	39,816	9.3%	2,955	10.8%	135	8.5%	992	10.8%	1,055	7.1%	742	6.7%	2,268	9.2%	27,348	15.9%
High School Graduate	115,961	27.0%	10,367	38.0%	623	39.2%	3,346	36.3%	5,418	36.2%	3,745	33.6%	8,633	34.9%	60,541	35.2%
Some College, No Degree	62,284	14.5%	4,819	17.6%	274	17.2%	1,224	13.3%	2,946	19.7%	1,885	16.9%	4,293	17.3%	28,174	16.4%
Associate Degree	17,565	4%	1,194	4.4%	44	2.8%	368	4.0%	680	4.5%	514	4.6%	1,312	5.3%	7,271	4.2%
Bachelor's Degree	96,269	22.5%	3,364	12.3%	204	12.8%	1,335	14.5%	2,884	19.3%	2,274	20.4%	5,143	20.8%	15,487	9.0%
Master's/Prof/Doctorate	52,291	12.2%	1,639	6.0%	34	2.1%	876	9.5%	1,401	9.4%	1,237	11.1%	1,576	6.4%	5,699	3.3%

Source: US Census Bureau, 2010 American Community Survey 5-Year Data: DP-2. Profile of Selected Social Characteristics

Occupations

Occupation concentrations of white-collar, blue-collar or service workers are used as another gauge of a market's spending patterns. Kearny and its surrounding municipalities have a higher concentration of white-collar and service workers than blue-collar workers as evidenced in the higher number and proportion of employees who work in white-collar and service industries. As illustrated in Table 7 below, 64.2 percent of workers in Kearny are employed in service related and/or white-collar industry. This pattern is repeated county-wide and in the surrounding communities.

Table 7. Employment by Industry

Employment Occupations	Hudson County		Kearny		East Newark		Harrison		Lyndhurst		North Arlington		Belleville		Newark	
	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct
Civilian employed population 16 years and over	319,965	100%	19,543	100%	1,233	100%	6,828	100%	10,144	100%	7,177	100%	18,221	100%	111,834	100%
Agriculture/Forestry/Fishing & Hunting/Mining	174	0.1%	15	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	167	0.1%
Construction	16,537	5.2%	1,710	8.7%	148	12.0%	827	12.1%	469	4.6%	427	5.9%	666	3.7%	11,014	9.8%
Manufacturing	24,851	7.8%	1,923	9.8%	197	16.0%	741	10.9%	1,308	12.9%	875	12.2%	1,769	9.7%	9,327	8.3%
Wholesale Trade	14,623	4.6%	1,025	5.2%	44	3.6%	360	5.3%	339	3.3%	201	2.8%	707	3.9%	3,120	2.8%
Retail Trade	31,875	10.0%	1,538	7.9%	149	12.1%	797	11.7%	1,329	13.1%	671	9.3%	1,733	9.5%	10,525	9.4%
Transportation/Utilities	25,620	8.0%	2,327	11.9%	136	11.0%	655	9.6%	774	7.6%	636	8.9%	1,505	8.3%	10,652	9.5%
Information	11,499	3.6%	438	2.2%	0	0.0%	163	2.4%	297	2.9%	376	5.2%	700	3.8%	2,036	1.8%
Finance/Insurance/Real Estate	39,086	12.2%	1,330	6.8%	48	3.9%	411	6.0%	776	7.6%	672	9.4%	1,381	7.6%	6,618	5.9%
Professional, scientific & mgmt, and admin and waste mgmt svc	43,892	13.7%	2,098	10.7%	153	12.4%	851	12.5%	1,100	10.8%	975	13.6%	1,888	10.4%	10,835	9.7%
Educational svc, health care & social assistance	59,836	18.7%	3,855	19.7%	128	10.4%	1,068	15.6%	2,279	22.5%	1,486	20.7%	4,771	26.2%	25,771	23.0%
Arts, entertainment/rec, & hospitality/food svc	24,639	7.7%	1,337	6.8%	84	6.8%	345	5.1%	511	5.0%	309	4.3%	1,391	7.6%	8,874	7.9%
Other services, except public administration	15,614	4.9%	1,342	6.9%	111	9.0%	473	6.9%	523	5.2%	269	3.7%	928	5.1%	7,107	6.4%
Public Administration	11,719	3.7%	605	3.1%	35	2.8%	137	2.0%	439	4.3%	280	3.9%	782	4.3%	5,788	5.2%

Source: US Census 2010 American Community Survey 5-Year Data: DP-3. Profile of Selected Economic Characteristics

Housing

Housing tenure and value are other indicators used by retailers in their location decisions. Ownership and the rate of housing turnover are important factors for any retailer looking to relocate to a particular location. Kearny and most of its neighbors to the east and south, specifically East Newark, Harrison and Newark, have more renters than homeowners living within their borders. These same areas also happen to have lower housing values than the county median. On the other hand, its neighbors to the north, i.e. Lyndhurst and North Arlington, have higher ownership rates and also higher housing values than the county median. Table 8 below illustrates housing tenure and median housing values in Kearny and its adjacent municipalities in comparison to the County.

Table 8. Housing Tenure & Value

Housing Tenure	Hudson County		Kearny		East Newark		Harrison		Lyndhurst		North Arlington		Belleville		Newark	
	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct	Total	Pct
2010 Housing Units	264,844	100%	14,296	100%	802	100%	4,962	100%	8,595	100%	6,482	100%	14,379	100%	109,716	100%
Owner-occupied	81,643	30.8%	6,270	43.9%	232	28.9%	1,410	28.4%	4,573	53.2%	3,490	53.8%	7,248	50.4%	23,397	21.3%
Renter-occupied	156,083	58.9%	7,248	50.7%	514	64.1%	3,172	63.9%	3,616	42.1%	2,561	39.5%	5,907	41.1%	69,221	63.1%
Vacant	27,118	10.2%	778	5.4%	56	7.0%	380	7.7%	406	4.7%	431	6.6%	1,224	8.5%	17,098	15.6%
2010 Median Home Value	\$383,900		\$369,700		\$364,200		\$341,000		\$413,800		\$387,000		\$325,400		\$287,800	

Source: US Census 2010 American Community Survey 5-Year Data: DP-4. Profile of Selected Housing Characteristics

Appendix II

LARGEST SHOPPING CENTER OWNERS

LARGEST SHOPPING CENTER OWNERS¹

1. Simon Property Group

115 W. Washington St.
Indianapolis, IN 46204
Phone: (317) 636-1600

Web site: www.simon.com

David Simon, CEO; Richard S. Sokolov, President/COO; Gary Lewis, EVP of Leasing; Carl Dieterle, President of Construction Group

Total GLA Owned: 190 million sq. ft.

2. General Growth Properties, Inc.

110 N. Wacker Dr.
Chicago, IL 60606
Phone: (312) 960-5000

Web site: www.generalgrowth.com

John Bucksbaum, CEO; Bob Michaels, President; Jean Schlemmer, EVP of Asset Management; John Bergstrom, SVP of Development

Total GLA Owned: 121 million sq. ft.

3. Developers Diversified Realty

3300 Enterprise Parkway
Beachwood, OH 44122
Phone: (216) 755-5500

Web site: www.ddy.com

Scott A. Wolstein, Chairman/CEO; David M. Jacobstein, President/COO; Daniel B. Hurwitz, EVP; Tim Bruce, SVP of Development

Total GLA Owned: 100 million sq. ft., including Benderson portfolio acquisition completed in May

4. Kimco Realty Corp.

3333 New Hyde Park Rd.
New Hyde Park, NY 11042
Phone: (516) 869-9000

Web site: www.kimcorealty.com

Milton Cooper, CEO; Michael J. Flynn, Vice Chairman; Patrick Callan, VP/CFO; Joe Dennis, VP

Total GLA Owned: 79 million sq. ft.

¹ <http://nreionline.com/mag/top-25-shopping-center-owners>

5. **Westfield America Inc.**

11601 Wilshire Blvd., 12th floor
Los Angeles, CA 90025-1748

Phone: (310) 478-4456

Web site: www.westfield.com

Peter Lowy, CEO; Richard Green, Vice Chairman; John Schroder, Co-CEO; Dimitri Vazelakis, COO, Global Design & Construction

Total GLA Owned: 62.6 million sq. ft.

6. **The Inland Real Estate Group of Companies**

2901 Butterfield Rd.
Oak Brook, IL 60523

Phone: (630) 218-8000

Web site: www.inlandrealestate.com

Daniel L. Goodwin, Chairman/CEO; Robert D. Parks, Chairman; Tom McGuinness, President, Property Management

Total GLA Owned: 62.5 million sq. ft.

7. **CBL & Associates Properties Inc.**

CBL Center, Ste. 500, 2030 Hamilton Place Blvd.
Chattanooga, TN 37421-6000

Phone: (423) 855-0001

Web site: www.cblproperties.com

Charles B. Lebovitz, Chairman/CEO; Stephen D. Lebovitz, President; Eric Snyder, SVP

Total GLA Owned: 61 million sq. ft.

8. **New Plan Excel Realty Trust**

1120 Ave. of the Americas
New York, NY 10036

Phone: (212) 869-3000

Web site: www.newplan.com

William Newman, Chairman; Glenn Rufrano, CEO; Steven Kaufman, Sr. VP, Dir. Of Leasing; Scott MacDonald, President & COO; John Roche, CFO; Charles Burkert, Sr. VP, Director of Construction

Total GLA Owned: 55.7 million sq. ft.

9. The Macerich Company

401 Wilshire Blvd., Ste. 700

Santa Monica, CA 90401

Phone: (310) 394-6000

Web site: www.macerich.com

Mace Siegel, Chairman; Arthur Coppola, President/CEO; Tom Unis, SVP of Real Estate Services; John Genovese, SVP of Real Estate Services

Total GLA Owned: 42 million sq. ft.

10. The Rouse Company

10275 Little Patuxent Pky.

Columbia, MD 21044

Phone: (410) 992-6000

Web site: www.therousecompany.com

Anthony W. Deering, Chairman/CEO; Thomas J. DeRosa, Vice Chairman & CFO; F. Scott Ball, William V. Hecht, SVP of Rental Leasing; John A. Pattillo, VP/Dir., Design & Construction

Total GLA Owned: 39.8 million sq. ft.

11. Weingarten Realty Investors

2600 Citadel Plaza Drive, Suite 300

Houston, TX 77008

Phone: (713) 866-6000

Web site: www.weingarten.com

Stanford Alexander, Chairman; Andrew Alexander, President/CEO; Martin Debrovner, Vice Chairman; Johnny Hendrix, SVP-Director of Leasing; Candace DuFour, SVP-Director of Acquisitions; Alan Kofoed, VP-Construction

Total GLA Owned: 38 million sq. ft.

12. The Mills Corporation

1300 Wilson Blvd., Ste. 400

Arlington, VA 22209

Phone: (703) 526-5000

Web site: www.millscorp.com

Laurence C. Siegel, Chairman and CEO; Jay Buckey, SVP-Leasing; Raymond K. Gruendel, SVP-Management; Kenneth R. Parent, COO; Greg Neeb, Exec. VP, CIO; James F. Dausch, President of Development

Total GLA Owned: 34 million sq. ft.

13. Pennsylvania Real Estate Investment Trust

200 S. Broad St.

Philadelphia PA 19102

Phone: (215) 875-0700

Web site: www.preit.com

Ronald Rubin, Chairman and CEO; Joseph Coradino, Exec VP Retail; Nicolina Colombo, VP Leasing; Scott Petrie, VP Retail Management; Edward Glickman, Exec. VP, CFO; Sue Nicgorski, Dir. Of Tenant Coordination

Total GLA Owned: 33.4 million sq. ft.

14. Cafaro Company

2445 Belmont Ave.

Youngstown, OH 44504

Phone: (303) 747-2661

Web site: www.cafarocompany.com

Anthony M. Cafaro, Sr., President; Anthony M. Cafaro, Jr., VP; Fred Battisti, Site Planner

Total GLA Owned: 31.6 million sq. ft.

15. Regency Centers

121 W. Forsyth St., Ste. 200

Jacksonville, FL 32202

Phone: (800) 950-6333

Web site: www.regencycenters.com

Martin E. Stein, Jr., Chairman/CEO; Mary Lou Fiala, President/COO; Bruce M. Johnston, Managing Dir./CFO

Total GLA Owned: 30.3 million sq. ft.

16. Glimcher Realty Trust

150 East Gay Street

Columbus, OH 43215

Phone: (614) 621-9000

Web site: www.glimcher.com

Herbert Glimcher, Chairman/CEO; Michael P. Glimcher, President; Thomas J. Drought, SVP of Leasing; Douglas Campbell, VP of Construction

Total GLA Owned: 27 million sq. ft.

17. Heritage Property Investment Trust, Inc.

535 Boylston Street

Boston, MA 2116

Phone: (617) 247-2200

Web site: www.heritagerealty.com

Thomas C. Prendergast, Chairman and CEO; Barry Rodenstein, VP, Leasing; Gary Widett, COO; David Gaw, CFO; Robert Prendergast, VP/ Property Management/Construction

Total GLA Owned: 26 million sq. ft.

18. Taubman Centers Inc.

200 East Long Lake Rd.

Bloomfield Hills, MI 48304

Phone: (248) 258-6800

Web site: www.taubman.com

Robert S. Taubman, Chairman/President/CEO; Lisa A. Payne, EVP/CFO/Admin. Officer; Courtney Lord, SVP; Ron Loch, VP of Conceptual Design & Planning

Total GLA Owned: 23.5 million sq. ft.

19. Edens & Avant

1901 Main St., Bank of America Plaza, Ste. 900

Columbia, SC 29201

Phone: (803) 779-4420

Web site: www.edensandavant.com

Terry S. Brown, CEO; Jodie W. McLean, President/CIO; Elizabeth Furnelli, Numa Jerome, Earl Kurtz, VP of Leasing, Northeast, Mid-Atlantic, Southeast; Ray Weston, VP of Construction

Total GLA Owned: 23 million sq. ft.

20. Garden Commercial Properties

820 Morris Turnpike

Short Hills, NJ 7078

Phone: (973) 467-5000

Web site: www.gardencommercial.com

Leonard Wiff, CEO; Mario Dudzinski, VP Real Estate; Zyggi Wilf, COO; Mark Wilf, CFO

Total GLA Owned: 20.8 million sq. ft.

21. Equity One Inc.

1696 NE Miami Gardens Dr.

Miami Beach, FL 33179

Phone: (305) 947-1664

Web site: www.equityone.net

Chaim Katzman, Chairman/CEO; Doran Valero, President/COO; Tom Meredith, SVP of Leasing; Randy Flick, Dan Lovett, Development & Construction

Total GLA Owned: 20 million sq. ft.

22. The Pyramid Companies

The Clinton Exchange, 4 Clinton Square

Syracuse, NY 13202

Phone: (315) 422-7000

Robert J. Congel, Founding Partner; James A. Tuozzolo, Partner; Carmen D. Spinoso, SVP of Leasing

Total GLA Owned: 19.5 million sq. ft.

23. Casto

191 W. Nationwide Bld., Ste. 200

Columbus, OH 43215-2568

Phone: (614) 228-5331

Web site: www.castoinfo.com

Total GLA Owned: 18.9 million sq. ft.

24. Pan Pacific Retail Properties

1631-B South Melrose Drive

Vista, CA 92083

Phone: (760) 727-1002

Web site: www.pprp.com

Stuart Tanz, Chairman, CEO and President; Jeffrey Stauffer, Chairman and COO; Joseph Tyson, Executive VP, CFO, Treasurer and Secretary

Total GLA Owned: 18.5 million sq. ft.

25. RD Management LLC

810 Seventh Ave.

New York, NY 10019

Phone: (212) 265-6600

Web site: www.rdmanagement.com

Richard Birdoff, EVP; Mary Ann Savarese, VP of Real Estate

Total GLA Owned: 18 million sq. ft.

Appendix III

LARGEST MANAGERS OF RETAIL REAL ESTATE

LARGEST MANAGERS OF RETAIL REAL ESTATE²

1. Simon Property Group

Total U.S. GLA Managed: 247.14 million sq. ft.

Phone: (317) 636-1600

Web site: www.simon.com

2. CBRE Group Inc.

Total U.S. GLA Managed: 213.00 million sq. ft.

Phone: (310) 405-8900

Web site: www.cbre.com

3. General Growth Properties

Total U.S. GLA Managed: 136.00 million sq. ft.

Phone: (312) 960-5000

Web site: www.ggp.com

4. DDR Corp.

Total U.S. GLA Managed: 119.00 million sq. ft.

Phone: (216) 755-5500

Web site: www.ldr.com

5. Kimco Realty Corp.

Total U.S. GLA Managed: 114.01 million sq. ft.

Phone: (516) 869-9000

Web site: www.kimcorealty.com

6. Jones Lang LaSalle Americas Inc.

Total U.S. GLA Managed: 96.62 million sq. ft.

Phone: (404) 995-2100

Web site: www.jllretail.com

² http://nreionline.com/research/top_25_managers_of_commercial_real_estate

7. Brixmor Property Group

Total U.S. GLA Managed: 95.80 million sq. ft.

Phone: (212) 869-3000

Web site: www.brixmor.com

8. The Inland Real Estate Group of Cos.

Total U.S. GLA Managed: 92.46 million sq. ft.

Phone: (630) 218-8000

Web site: www.inlandgroup.com

9. CBL & Associates Properties

Total U.S. GLA Managed: 80.19 million sq. ft.

Phone: (423) 855-0001

Web site: www.cblproperties.com

10. Macerich

Total U.S. GLA Managed: 66.34 million sq. ft.

Phone: (310) 394-6000

Web site: www.macerich.com

11. Westfield LLC

Total U.S. GLA Managed: 63.87 million sq. ft.

Phone: (310) 445-2400

Web site: www.westfield.com

12. Weingarten Realty

Total U.S. GLA Managed: 58.49 million sq. ft.

Phone: (713) 866-6000

Web site: www.weingarten.com

13. Regency Centers

Total U.S. GLA Managed: 49.50 million sq. ft.

Phone: (904) 598-7000

Web site: www.regencycenters.com

14. Mid-America Asset Management

Total U.S. GLA Managed: 45.00 million sq. ft.

Phone: (630) 954-7300

Web site: www.midamericagr.com

15. The Cordish Cos.

Total U.S. GLA Managed: 41.00 million sq. ft.

Phone: (410) 752-5444

Web site: www.cordish.com

16. Colliers International

Total U.S. GLA Managed: 40.30 million sq. ft.

Phone: (415) 788-3100

Web site: www.colliers.com

17. Pennsylvania REIT

Total U.S. GLA Managed: 36.92 million sq. ft.

Phone: (215) 875-0700

Web site: www.preit.com

18. Benderson Development

Total U.S. GLA Managed: 30.00 million sq. ft.

Phone: (841) 359-8303

Web site: www.benderson.com

19. The Cafaro Company

Total U.S. GLA Managed: 28.20 million sq. ft.

Phone: (330) 747-2661

Web site: www.cafarocompany.com

20. Realty Income

Total U.S. GLA Managed: 27.37 million sq. ft.

Phone: (760) 741-2111

Web site: www.realtyincome.com

21. Garden Commercial Properties

Total U.S. GLA Managed: 26.60 million sq. ft.

Phone: (973) 467-5000

Web site: www.gardencommercial.com

22. Phillips Edison & Company

Total U.S. GLA Managed: 26.45 million sq. ft.

Phone: (513) 554-1110

Web site: www.phillipsedison.com

23. Vornado Realty Trust

Total U.S. GLA Managed: 25.60 million sq. ft.

Phone: (212) 894-7000

Web site: www.vno.com

24. Urban Retail Properties, LLC

Total U.S. GLA Managed: 24.91 million sq. ft.

Phone: (312) 915-2000

Web site: www.urbanretail.com

25. Taubman

Total U.S. GLA Managed: 24.23 million sq. ft.

Phone: (248) 258-6800

Web site: www.taubman.com

Appendix IV

LARGEST VOLUME RETAIL STORES

LARGEST VOLUME RETAIL STORES³

Rank	Company	Headquarters	2010 USA Retail Sales (\$000)	Change ('10 v '09)	Worldwide Retail Sales (\$000)	USA % of Worldwide Sales	2010 Stores	Change ('10 v '09)
1	Wal-Mart	Bentonville, AR	\$307,736,000	0.6%	\$421,886,000	72.9%	4,358	1.3%
2	Kroger	Cincinnati, OH	\$78,326,000	6.4%	\$78,326,000	100.0%	3,609	-0.4%
3	Target	Minneapolis, MN	\$65,815,000	3.8%	\$65,815,000	100.0%	1,750	0.6%
4	Walgreen	Deerfield, IL	\$61,240,000	6.3%	\$63,038,000	97.1%	7,456	8.1%
5	The Home Depot	Atlanta, GA	\$60,194,000	2.2%	\$68,000,000	88.5%	1,966	0.0%
6	Costco	Issaquah, WA	\$58,983,000	5.5%	\$78,394,000	75.2%	412	2.5%
7	CVS Caremark	Woonsocket, RI	\$57,464,000	3.5%	\$57,511,000	99.9%	7,217	2.0%
8	Lowe's	Mooresville, NC	\$48,175,000	2.8%	\$48,815,000	98.7%	1,723	1.7%
9	Best Buy	Richfield, MN	\$37,110,000	-0.4%	\$49,887,000	74.4%	1,312	11.3%
10	Sears Holdings	Hoffman Estates, IL	\$35,362,000	-2.2%	\$41,267,000	85.7%	3,484	0.1%
11	Safeway	Pleasanton, CA	\$33,262,000	-2.1%	\$38,445,000	86.5%	1,475	-2.0%
12	SUPERVALU	Eden Prairie, MN	\$30,975,000	-5.4%	\$30,975,000	100.0%	2,436	1.7%
13	Rite Aid	Camp Hill, PA	\$25,196,000	-1.0%	\$25,196,000	100.0%	4,750	-0.9%
14	Publix	Lakeland, FL	\$25,072,000	3.4%	\$25,072,000	100.0%	1,173	4.6%
15	Macy's	Cincinnati, OH	\$24,864,000	6.1%	\$24,938,000	99.7%	852	0.6%
16	Ahold USA / Royal Ahold	Washington, D.C.	\$23,518,000	3.0%	\$56,245,000	41.8%	751	5.3%
17	McDonald's	Oak Brook, IL	\$23,130,000	4.0%	\$69,440,000	33.3%	14,027	0.3%
18	Delhaize America	Salisbury, NC	\$18,799,000	-1.1%	\$27,445,000	68.5%	1,627	1.2%
19	Amazon.com	Seattle, WA	\$18,526,000	46.2%	\$32,923,000	56.3%	- na	
20	Kohl's	Menomonee Falls, WI	\$18,391,000	7.1%	\$18,391,000	100.0%	1,083	2.4%
21	Apple Stores / iTunes	Cupertino, CA	\$18,064,000	32.3%	\$20,134,000	89.7%	233	7.4%
22	J.C. Penney	Plano, TX	\$17,659,000	1.1%	\$17,753,000	99.5%	1,099	-0.2%
23	YUM! Brands	Louisville, KY	\$17,306,000	2.0%	\$30,362,000	57.0%	17,619	0.9%
24	TJX	Framingham, MA	\$16,751,000	6.8%	\$21,970,000	76.2%	2,206	2.3%
25	Meijer	Grand Rapids, MI	\$15,319,000	4.2%	\$15,319,000	100.0%	198	0.5%
26	True Value	Chicago, IL	\$16,738,000	-4.2%	\$16,738,000	100.0%	4,701	-4.2%
27	H-E-B	San Antonio, TX	\$14,947,000	5.8%	\$16,091,000	92.9%	299	5.3%
28	Dollar General	Goodlettsville, TN	\$13,035,000	10.5%	\$13,035,000	100.0%	9,372	6.2%
29	ShopRite	Elizabeth, NJ	\$11,800,000	0.9%	\$11,800,000	100.0%	273	5.8%
30	Gap	San Francisco, CA	\$11,718,000	1.5%	\$14,503,000	80.8%	2,502	-2.3%
31	BJ'S Wholesale Club	Natick, MA	\$10,876,000	6.9%	\$10,876,000	100.0%	189	1.1%
32	Subway	Milford, CT	\$10,373,000	7.8%	\$16,389,000	63.3%	24,200	7.4%
33	Wendy's / Arby's Restaurants	Atlanta, GA	\$10,026,000	-2.0%	\$10,624,000	94.4%	9,406	-1.4%
34	Nordstrom	Seattle, WA	\$9,624,000	11.9%	\$9,624,000	100.0%	204	10.9%
35	Staples	Framingham, MA	\$9,204,000	2.6%	\$16,320,000	56.4%	1,575	1.3%

³ <http://www.stores.org/2011/Top-100-Retailers>

36 Ace Hardware, Oak Brook, IL - \$9,101,000 -1.1% \$10,200,000 89.2% 4,047 -1.1%
 37 Toys "R" Us, Wayne, NJ - \$9,066,000 3.8% \$17,559,000 51.6% 1,486 58.6%
 38 Whole Foods Markets, Austin, TX - \$8,736,000 11.9% \$8,970,000 97.4% 288 4.7%
 39 Bed Bath & Beyond, Union, NJ - \$8,700,000 11.9% \$8,785,000 99.0% 1,114 3.1%
 40 7-Eleven, Dallas, TX - \$8,513,000 3.1% \$69,617,000 12.2% 6,586 5.5%
 41 Burger King Holdings, Miami, FL - \$8,437,000 -3.0% \$15,240,000 55.4% 7,258 0.3%
 42 Aldi, Batavia, IL - \$8,362,000 12.1% \$36,620,000 22.8% 1,135 7.0%
 43 Army Air Force Exchange, Dallas, TX - \$8,309,000 1.9% \$8,309,000 100.0% 183 3.4%
 44 Limited Brands, Columbus, OH - \$8,247,000 11.1% \$8,778,000 94.0% 2,645 -1.2%
 45 A&P, Montvale, NJ - \$8,123,000 -7.8% \$23,064,000 35.2% 382 -11.0%
 46 Menard, Eau Claire, WI - \$8,032,000 1.7% \$8,032,000 100.0% 260 3.2%
 47 Verizon Wireless, Basking Ridge, NJ - \$8,021,000 -7.1% \$61,510,000 13.0% 2,330 0.0%
 48 Family Dollar, Matthews, NC - \$7,867,000 6.3% \$7,867,000 100.0% 6,785 2.0%
 49 Ross Stores, Pleasanton, CA - \$7,860,000 6.0% \$7,868,000 99.9% 1,054 5.0%
 50 Darden Restaurants, Orlando, FL - \$7,603,000 5.3% \$7,603,000 100.0% 1,824 5.3%
 51 Starbucks, Seattle, WA - \$7,560,000 6.4% \$10,707,000 70.6% 11,131 0.0%
 52 Office Depot, Boca Raton, FL - \$7,557,000 -3.2% \$11,866,000 63.7% 1,125 0.0%
 53 Winn-Dixie Stores, Jacksonville, FL - \$7,207,000 -0.6% \$7,207,000 100.0% 485 -5.6%
 54 Hy-Vee, W. Des Moines, IA - \$6,838,000 6.6% \$6,838,000 100.0% 236 3.5%
 55 Trader Joe's, Monrovia, CA - \$6,817,000 8.6% \$29,359,000 23.2% 359 5.6%
 56 GameStop, Grapevine, TX - \$6,610,000 6.5% \$9,474,000 69.8% 4,488 2.5%
 57 Giant Eagle, O'Hara Township, PA - \$6,398,000 5.4% \$6,398,000 100.0% 384 2.4%
 58 AutoZone, Memphis, TN - \$6,098,000 7.9% \$6,433,000 94.8% 4,364 3.7%
 59 Dillard's, Little Rock, AR - \$6,020,000 2.2% \$6,020,000 100.0% 308 -0.3%
 60 DineEquity, Glendale, CA - \$5,884,000 0.8% \$6,104,000 96.4% 3,295 -0.2%
 61 Advance Auto Parts, Roanoke, VA - \$5,876,000 9.5% \$5,920,000 99.3% 3,537 4.2%
 62 Dollar Tree, Chesapeake, VA - \$5,801,000 9.0% \$5,801,000 100.0% 4,055 5.4%
 63 Barnes & Noble, New York, NY - \$5,715,000 -0.3% \$5,715,000 100.0% 1,343 -1.0%
 64 OfficeMax, Naperville, IL - \$5,655,000 -1.1% \$7,077,000 79.9% 904 -1.7%
 65 Wegman's Food Markets, Rochester, NY - \$5,599,000 8.7% \$5,599,000 100.0% 76 1.3%
 66 O'Reilly Automotive, Springfield, MO - \$5,398,000 11.4% \$5,398,000 100.0% 3,570 4.4%
 67 QVC, West Chester, PA - \$5,236,000 5.0% \$7,646,000 68.5% - na
 68 Defense Commissary Agency, Fort Lee, VA - \$5,046,000 0.0% \$5,046,000 100.0% 184 -0.5%
 69 AT&T Wireless, Dallas, TX - \$4,990,000 1.0% \$124,280,000 4.0% 2,315 0.0%
 70 Save Mart, Modesto, CA - \$4,968,000 -0.5% \$4,968,000 100.0% 238 -2.9%
 71 Dell, Round Rock, TX - \$4,946,000 -9.0% \$4,946,000 100.0% - na
 72 Big Lots, Columbus, OH - \$4,903,000 4.8% \$4,903,000 100.0% 1,398 2.7%
 73 PetSmart, Phoenix, AZ - \$4,839,000 5.9% \$5,042,000 96.0% 1,118 3.0%
 74 RadioShack, Fort Worth, TX - \$4,615,000 16.3% \$4,820,000 95.8% 5,602 -1.7%
 75 Alimentation Couche-Tard, Tempe, AZ - \$4,528,000 10.7% \$6,462,000 70.1% 3,862 7.2%
 76 Dick's Sporting Goods, Coraopolis, PA - \$4,414,000 4.2% \$4,414,000 100.0% 525 2.9%
 77 Albertsons, Boise, ID - \$4,316,000 -3.6% \$4,316,000 100.0% 221 -3.1%
 78 WinCo Foods, Boise, ID - \$4,300,000 9.9% \$4,300,000 100.0% 78 11.4%
 79 Sherwin-Williams, Cleveland, OH - \$4,226,000 4.2% \$4,396,000 96.1% 3,279 0.8%

80 Ruddick Corp., Charlotte, NC - \$4,099,000 7.1% \$4,099,000 100.0% 199 5.3%
 81 Neiman Marcus, Dallas, TX - \$3,723,000 2.2% \$3,723,000 100.0% 77 6.9%
 82 Michaels Stores, Irving, TX - \$3,673,000 2.8% \$4,057,000 90.5% 1,103 0.7%
 83 Burlington Coat Factory, Burlington, NJ - \$3,660,000 4.1% \$3,670,000 99.8% 458 4.1%
 84 Tractor Supply Co., Brentwood, TN - \$3,639,000 13.5% \$3,639,000 100.0% 1,001 7.6%
 85 Stater Bros. Holdings, San Bernardino, CA - \$3,607,000 -4.2% \$3,607,000 100.0% 167
 0.0%
 86 Foot Locker, New York, NY - \$3,577,000 0.9% \$4,955,000 72.2% 2,592 -3.2%
 87 Belk, Charlotte, NC - \$3,513,000 4.9% \$3,513,000 100.0% 305 -0.7%
 88 Price Chopper Supermkts., Rotterdam, NY - \$3,500,000 3.0% \$3,500,000 100.0% 128
 7.6%
 89 IKEA, North America Conshohocken, PA - \$3,459,000 5.0% \$33,547,000 10.3% 37 0.0%
 90 Williams-Sonoma, San Francisco, CA - \$3,447,000 13.0% \$3,502,000 98.4% 577 -2.9%
 91 Sports Authority, Englewood, CO - \$3,409,000 2.1% \$3,409,000 100.0% 464 0.0%
 92 SonyStyle, New York, NY - \$3,401,000 4.9% \$3,401,000 100.0% 55 -8.3%
 93 Raley's, West Sacramento, CA - \$3,364,000 0.9% \$3,364,000 100.0% 143 -0.7%
 94 OSI Restaurant Partners, Tampa, FL - \$3,314,000 0.0% \$3,595,000 92.2% 1,249 -3.6%
 95 Ingles Markets, Asheville, NC - \$3,274,000 4.2% \$3,274,000 100.0% 202 1.0%
 96 Brinker International, Dallas, TX - \$3,090,000 -5.7% \$3,090,000 100.0% 1,337 -22.0%
 97 HSN, St. Petersburg, FL - \$2,998,000 9.0% \$2,998,000 100.0% 20 -13.0%
 98 Bon-Ton Stores, York, PA - \$2,980,000 0.7% \$2,980,000 100.0% 275 -1.1%
 99 Abercrombie & Fitch, New Albany, OH - \$2,846,000 10.5% \$2,950,000 96.5% 1,017 -
 4.8%
 100 ShopKo Stores, Green Bay, WI - \$2,832,000 0.6% \$2,832,000 100.0% 341 -1.5%

Appendix V

SOURCES OF STATE AGENCY SUPPORT

SOURCES OF STATE AGENCY SUPPORT

ERG - The New Jersey Economic Development Authority (EDA) Economic Redevelopment Growth Program provides incentive grants of up to 75% of the annual incremental tax rate and/or local tax revenue. A financing gap must exist and the municipality must consult with the EDA Business Development Representative. The application fee is \$5,000. EDA accepts on-line applications only at www.NJEDA.com/OnlineApplication.

Contact: Maureen Hassett (609) 858-6700.

Green Acres - The NJDEP Green Acres program provides loans at 2% or grants to municipalities. Through their Planning Incentive Program, grant and loan financing is provided to local governments that have 1) enacted an open space tax and 2) have adopted an open space recreation plan. There are no minimum width requirements for walkways funded under this program. However, walkways must comply with ADA guidelines. These and other Federal Highway trails program guidelines can be accessed at the following link:

http://www.fhwa.dot.gov/environment/bicycle_pedestrian/guidance/design_guidance/

Contacts: Fawn McGee, Cecile Murphy or Phillip Collins (609) 984-0570

The Brownfield Development Program - The Brownfield Development Program is designed to help communities affected by multiple brownfields to plan for and implement remediation and reuse of those brownfields in a comprehensive and coordinated manner. Brownfield Development Area (BDA) designation initiates a long-term partnership among the applicant steering committee, the host municipality, DEP and other involved agencies to focus available resources to develop and implement a strategic plan for remediation and reuse of the brownfield sites within the BDA. Although a dedicated local planner is not required, the Department's experience indicates that BDA steering committees can benefit from having an environmental/planning point person assist with BDA project development, coordination and implementation. This point person can be a resource to the steering committee and help realize the full benefit of the BDA designation by keeping the projects on track. This person may be a municipal employee or a consultant.

Brownfield Reimbursement Program - The Brownfield Reimbursement Program is administered by the NJ EDA and the NJ Department of Treasury. The Brownfield Reimbursement Program allows developers to enter into an agreement that allows for the reimbursement of up to 75% of the remediation costs incurred at a brownfield site. The reimbursement comes from certain new state taxes generated by the project. Created under the Brownfields and Contaminated Site Remediation Act of 1998 (N.J.S.A. 58:10B-1 et seq.), the Brownfields Reimbursement Program is designed to provide financial incentives for developers to remediate and redevelop New Jersey's many brownfield sites. The reimbursement process starts with the developer submitting a request to NJDEP to approve its remediation costs.

Contacts: NJDEP Tim Bartle, Chief- Office of Brownfields Reuse (609) 984- 2001
NJEIT Frank Scangarella (609) 219-8600

Brownfields Redevelopment Interagency Team - The Brownfields Redevelopment Interagency Team (BRIT), is made up of representatives of numerous state agencies and introduces brownfield projects to all relevant state agencies and departments.

The BRIT enables and facilitates dialogue between the state, the municipality and the developer. This dialogue assists in identifying opportunities and obstacles, as well as applicable financial and technical assistance, early in the project planning process so they may be addressed quickly and effectively.

Contact: Alan Miller, Brownfields Program Manager- Business Action Center (609) 777 3474

Appendix VI

BACKGROUND ON BROWNFIELDS

Background on Brownfields

Since 2009, five sites in the southern portion of the redevelopment area have been designated in a Brownfield Development Area (BDA). These sites include formerly active industrial sites, such as the Bat Factory and the Spartech-Franklin Plastics. The Town of Kearny, NJDEP, and a local Steering Committee entered into a Memorandum of Understanding (MOU) on April 25, 2011 for purposes of carrying out cleanup of the identified sites. The five planning steps involved in the BDA process include: (1) obtaining baseline environmental and ownership information on the brownfields identified in the BDA; (2) a preliminary planning meeting among the parties to the MOU; (3) a baseline resource identification meeting to identify resources potentially available for site remediation and reuse of brownfields identified in the BDA; (4) creation of a BDA remediation and reuse plan; (5) and a strategic plan and follow-up meetings through plan implementation.

In the first step, a preliminary assessment and site investigation must be conducted for each brownfield site. This step may be accomplished by the property owner, the Town of Kearny and/or through a consultant hired by one of those parties. A Preliminary Assessment and Site Investigation were scheduled to have been completed for all six sites by October 2011. However, an extension of the deadline was granted by NJDEP to January 1, 2014. In addition to the Preliminary Assessment and Site Investigation, the properties owners, all of whom are responsible for cleanup, must complete a Hazardous Discharge Delineation by the end of 2014. In the second step, NJDEP staff and planning experts meet to generate ideas for remediation and reuse of the identified brownfields. Following that, the parties in the MOU will meet for purposes of identifying resources available to complete the investigation, remediation and reuse of the identified brownfields. In the fourth step, the Steering Committee develops a BDA Remediation and Reuse Plan. Since Kearny already adopted the Passaic Avenue Redevelopment Plan, it will be used as its BDA Remediation and Reuse Plan. At the strategic plan meeting (the last step), the steering committee, its technical/planning advisors, and relevant State departments and agencies will establish a “critical path” to plan implementation. The purpose of the critical path is the establishment of site-specific timelines for remediation and the marshaling of resources to implement the Remediation and Reuse Plan. The progress of the BDA is evaluated each year to determine whether or not to renew the MOU.

A copy of the MOU follows for further details.