

Halsey Street Storefront Retailer Survey



Survey Summary

The NDD surveyed storefront businesses along Halsey Street and the surrounding blocks to assess how business owners are faring given post-pandemic employer adoption of the hybrid work from home (WFH) business model, which has limited foot traffic in downtown Newark. This survey includes a cross-section of 42 businesses in the northern part of downtown along Halsey Street, Harriet Tubman Square to the north, Broad Street to the east, and University Avenue to the west.

The survey primarily reflects the Halsey street retail corridor to the north of Market Street (see appendix for survey participants). We previously conducted a survey to assess storefront retailers along Newark’s Four Corners commercial corridor, as well as one to assess those south of Market Street.

Given the immediate proximity to the Rutgers’ Newark and the New Jersey Institute of Technology campuses—as well as its concentration of office buildings—food and beverage dominated the survey respondents along Halsey Street and the immediate area with businesses that serve Newark’s office workers and its student population. On the other hand, the retail corridor also includes a cross section of businesses that cater to the consumer needs of Newark residents.

Business Type	Number	Percent
Apparel	4	10%
Bank	1	2%
Beauty	4	10%
Book Store	1	2%
Convenience Store	2	5%
Copy Center	1	2%
Dry Cleaners	1	2%
Fabric Store	1	2%
Fitness	1	2%
Food & Beverage	16	38%
Footwear/Apparel	1	2%
Jewelry	1	2%
Pet Supplies	1	2%
Realtor	1	2%
Shoe Repair	1	2%
Specialty Merchandise	1	2%
Specialty Store	2	5%
Tailor	1	2%
Wine Store	1	2%
	42	

Key Takeaways

Foot Traffic Has Improved Over the Last 12 Months

Companies have continued to call workers back to the office, which has driven an increase in foot traffic for 23 of the 42 businesses surveyed. Ten (10) businesses reported no change in foot traffic, and nine (9) reported that traffic has declined. While the results are mixed, the majority of businesses reported improvement over the same period last year.

10 Businesses Reported Uncertainty About Lasting the Next 12-Months

The survey includes a question whether retailers think that they are profitable enough to survive the next 12 months. Of the businesses responding, 32 (76% of respondents) reported yes, but 10 (24%) reported uncertainty about surviving the next year.

Inflation Has Affected Sales

While not a surprise given the overall increase in the price of goods, all of the businesses reported an increase in their costs. Separately, we asked if retailers have needed to pass along the costs, and 13 (31% of respondents) reported that they have; the balance have absorbed a portion or all of the increase to maintain a higher level of sales.

Halsey Street Businesses Substantially Support Artisan Street Vendors

We included a separate question in the survey to assess if businesses would support artisan street vendors on Halsey Street. Of the businesses, 25 surveyed have storefronts on Halsey Street with 21 (84% of respondents) supporting artisan street vendors on Halsey Street. The takeaway is that artisan street vendors would increase foot traffic on Halsey Street, which in turn would be helpful for business.



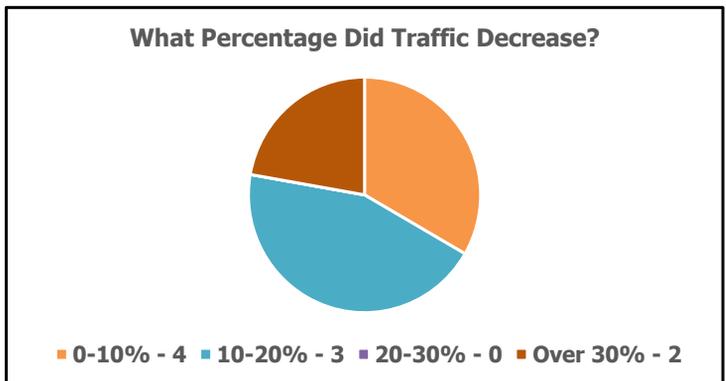
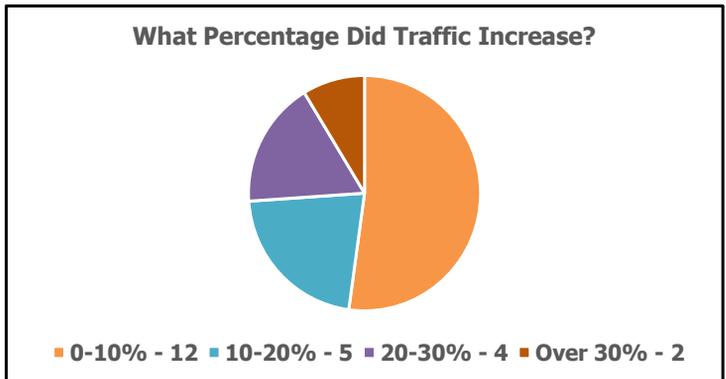
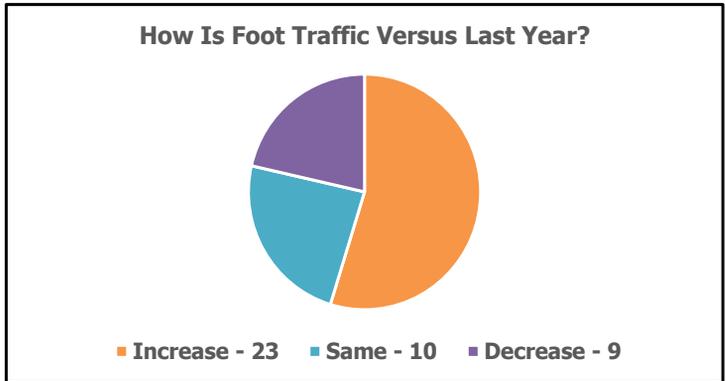
Survey Results

The first set of results focuses on the change in foot traffic over the last 12 months, which has improved for more than half of the businesses since companies have continued to call workers back to the office. However, the model is distinctly hybrid, with office workers generally in the building three days a week. Mondays and Fridays are quiet days in the downtown. We do note that inflation has taken a bite out of the consumer's wallet and the results are mixed and traffic for certain businesses is down.

Of the businesses, 23 (55% of respondents) reported business has improved, 10 (24%) reported no change, and nine (9) (21%) reported it has declined.

Of the businesses that reported improvement, 12 (52%) reported an improvement of between 0-10%, five (5) (22%) between 10-20%, four (4) (17%) between 20-30%, and two (2) (9%) over 30%.

Of the businesses that reported a decline in traffic, four (4) (44%) reported a decline of between 0-10%, three (3) (33%) reported a decline of between 10-20%, and two (2) (22%) reported a decline of 30% or greater.

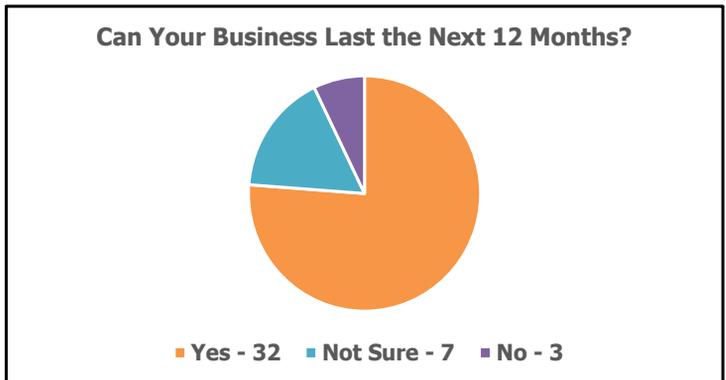
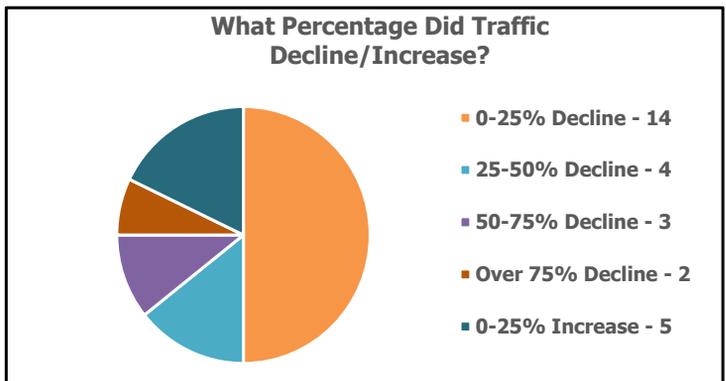
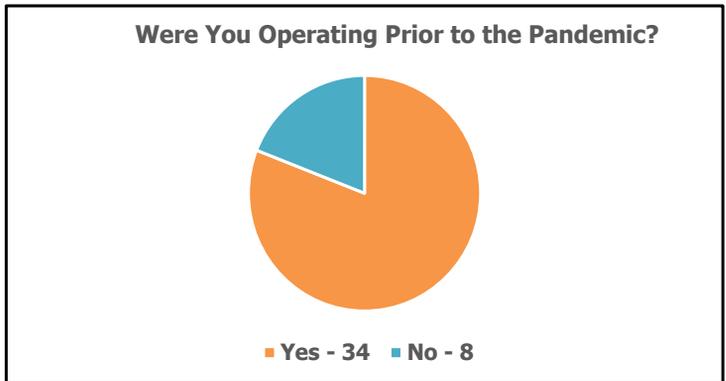


Survey Results

The second set of results focuses on how businesses have fared since the onset of the pandemic, comparing conditions prior to the pandemic versus current conditions. We note that 34 businesses were operational prior to the pandemic but survey responses were limited to 28 businesses. The difference represents managers that were not in the current location prior to the pandemic.

Of the businesses, 14 (50% of respondents) reported that foot traffic remains between 0-25% below pre-pandemic levels, four (4) (14%) between 25-50%, three (3) (11%) between 50-75%, and two (2) (7%) over 75%. On the other hand, five (5) (18%) businesses reported that foot traffic has increased between 0-25%.

Our next survey question asked if businesses had the profitability to survive the next 12 months? Of the businesses 32 (76%) reported yes, seven (7) (17%) were not sure, and three (3) (7%) did not think so unless conditions improve dramatically.

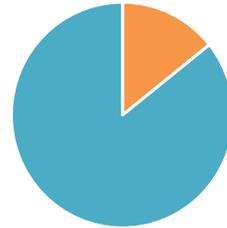


Survey Results

As we found in our prior surveys, select retailers are either seeking to lease new space or to vacate their current space. The decision appears to reflect how business needs may have changed as well as available space on the market. For the most part, businesses are not particularly interested in changing their location.

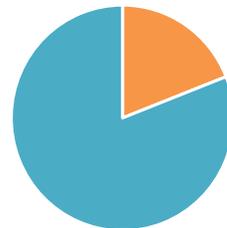
Of the businesses surveyed, 29 (69% of respondents) viewed new developments as supportive of their businesses, 12 (29%) reported no impact, and one (1) (2%) business reported a potential negative impact since developments could generate higher rents.

Are You in the Market to Lease Space?



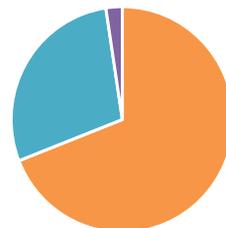
Yes - 6 No - 36

Are You in the Market to Vacate Space?



Yes - 8 No - 34

What is Your View on New Developments?



Helpful - 29 Neutral - 12 Negative - 1

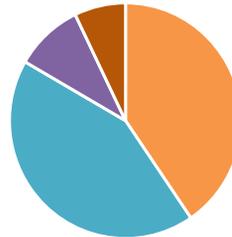
Survey Results

Retailers (and the consumer) have been impacted by inflation where costs have increased. Of the businesses, 17 (40% of respondents) reported an increase in costs of between 0-10%, 18 (43%) between 10-20%, four (4) (10%) between 20-30%, and three (3) (7%) over 30%.

Given the increased costs, we are interested in assessing if retailers have been able to pass the costs along. Of the businesses, three (3) (7%) reported passing on none of the costs, 26 (62%) some of the costs, and 13 (31%) all of the costs. For the most part, businesses have been absorbing costs to maintain a higher level of sales.

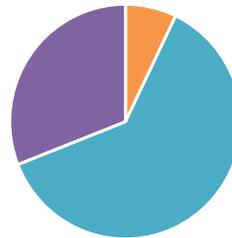
The last question in our survey, is specific to Halsey Street merchants—which totaled 25 businesses—where we asked if businesses would support artisan street vendors on Halsey Street. Of the respondents, 21 (84%) are in favor of it, three (3) (12%) are not sure, and one (1) (4%) opposed it. The overall favorable response reflects the view that artisan vendors could drive more foot traffic onto Halsey Street, thereby supporting their businesses.

How Much Have Your Costs Increased?



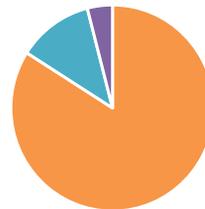
■ 0-10% - 17 ■ 10-20% - 18 ■ 20-30% - 4 ■ Over 30% - 3

Have You Been Able to Pass on the Costs?



■ None - 3 ■ Some - 26 ■ All - 13

What is Your View to Allow Artisan Street Vendors on Halsey Street?



■ In Favor - 21 ■ Not Sure - 3 ■ Not in Favor - 1

Survey Participants

	Address	Business Name	Business Type
1	10 Bleeker Street	Glass Roots	Specialty Store
2	55 Bleeker Street	TOKi TOKi	Food & Beverage
3	550 Broad Street	Wells Fargo Bank	Bank
4	561 Broad Street	The Deluxe Diner	Food & Beverage
5	562 Broad Street	Bulgogi Zip	Food & Beverage
6	562 Broad Street	LivFit Fitness	Fitness
7	583 Broad Street	Crown Fried Chicken	Food & Beverage
8	625 Broad Street	CoolVines Newark	Wine Store
9	635 Broad Street	Zaro's Family Bakery	Food & Beverage
10	697 Broad Street	Nike Factory Store	Footwear/Apparel
11	27 Halsey Street	Just Fish Bar & Grill	Food & Beverage
12	29 Halsey Street	MH302 Marco Hall	Apparel
13	33 Halsey Street	Porta Print	Copy Center
14	41 Halsey Street	Downtown Realty Group	Realtor
15	42 Halsey Street	Barnes & Noble	Book Store
16	45 Halsey Street	Plantiva Wellness	Specialty Merchandise
17	49 Halsey Street	BrownMill Company	Apparel
18	55 Halsey Street	Afia International Tailor	Tailor
19	56 Halsey Street	Marcus B&P	Food & Beverage
20	59 Halsey Street	The Green Chickpea	Food & Beverage
21	64 Halsey Street	Qdoba Mexican Eats	Food & Beverage
22	70 Halsey Street	Halsey Cleaners	Drycleaners
23	89 Halsey Street	Dominican Martha Unisex	Beauty
24	91 Halsey Street	Halsey Fabrics	Fabric Store
25	97 Halsey Street	White Star Nails	Beauty
26	116 Halsey Street	House of Styles	Apparel
27	117 Halsey Street	Joe's Shoe Shop	Shoe Repair
28	127 Halsey Street	LaVogue House of Beauty	Beauty
29	127 Halsey Street	Krauzner's	Food & Beverage
30	150 Halsey Street	Joy Joy	Apparel
31	150 Halsey Street	K&B Jewelry	Jewelry
32	150 Halsey Street	Gyro Pita Place	Food & Beverage
33	150 Halsey Street	Brick City Delicatessen	Food & Beverage
34	150 Halsey Street	A&J Caribbean Taste	Food & Beverage
35	52 New Street	Jersey Mike's Subs	Food & Beverage
36	58-60 New Street	McGovern's Tavern	Food & Beverage
37	63 New Street	Robert's Pizzeria	Food & Beverage
38	2 Prudential Drive	Halsey News	Convenience Store
39	1212 Raymond Boulevard	Engraver's Bench & Greek Unique	Specialty Store
40	1212 Raymond Boulevard	Tush cutz Barbershop	Beauty
41	162 University Avenue	7 Heaven Mart	Convenience Store
42	9 Warren Street	Brick City Pets	Pet Supplies

Newark Downtown District

About the NDD:

The Newark Downtown District (NDD), Newark's special improvement district (SID) of the central business area, is a privately funded 501(c)(3) non-profit organization, dedicated to enhancing cleanliness, safety, and beautification in Downtown Newark, while preserving and enriching culture, commerce, and community.

NDD works hard to enrich the quality of life for those who live, labor, and leisure in Newark by providing supplemental cleaning and quality of life services, as well as physical improvements, horticulture, marketing, and event programs. These efforts make downtown Newark attractive to residents, businesses, students, and visitors.

The NDD is funded through a special assessment on district commercial and residential properties and is overseen by a Board of Trustees consisting of business and property owners within the District, representatives of non-profit organizations, as well as municipal officials and staff.

The NDD defines downtown Newark as the area generally bounded by I280 to the north, the Passaic River and the New Jersey Transit and AMTRAK rail to the east, Poinier Street to the south, and University Avenue, Washington Street, and Pennsylvania Avenue to the west. The adjacent map shows the specific boundaries as defined by the NDD. Property statistics in this report represent properties in the NDD special improvement district.

Cover Photos:

- Western side of Halsey Street off the corner of Bleeker Street
- 150 Halsey Street (Prudential Plaza building)

Page 3 Photo:

- Western side of Halsey Street south of the corner of Central Avenue

