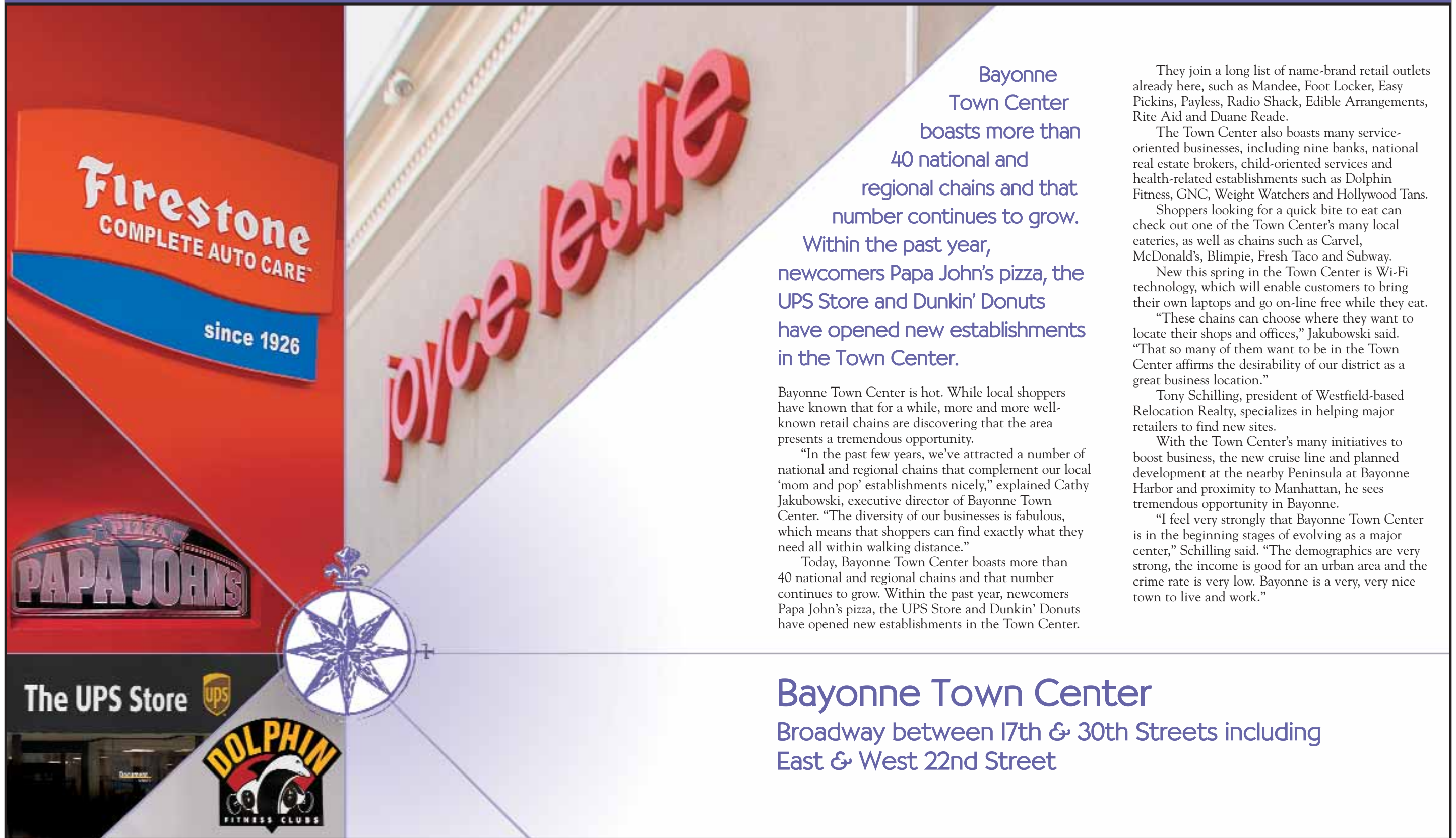


# BAYONNE

TOWN CENTER



Bayonne Town Center boasts more than 40 national and regional chains and that number continues to grow.

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Bayonne Town Center is hot. While local shoppers have known that for a while, more and more well-known retail chains are discovering that the area presents a tremendous opportunity.

"In the past few years, we've attracted a number of national and regional chains that complement our local 'mom and pop' establishments nicely," explained Cathy Jakubowski, executive director of Bayonne Town Center. "The diversity of our businesses is fabulous, which means that shoppers can find exactly what they need all within walking distance."

Today, Bayonne Town Center boasts more than 40 national and regional chains and that number continues to grow. Within the past year, newcomers Papa John's pizza, the UPS Store and Dunkin' Donuts have opened new establishments in the Town Center.

They join a long list of name-brand retail outlets already here, such as Mande, Foot Locker, Easy Pickins, Payless, Radio Shack, Edible Arrangements, Rite Aid and Duane Reade.

The Town Center also boasts many service-oriented businesses, including nine banks, national real estate brokers, child-oriented services and health-related establishments such as Dolphin Fitness, GNC, Weight Watchers and Hollywood Tans.

Shoppers looking for a quick bite to eat can check out one of the Town Center's many local eateries, as well as chains such as Carvel, McDonald's, Blimpie, Fresh Taco and Subway.

New this spring in the Town Center is Wi-Fi technology, which will enable customers to bring their own laptops and go on-line free while they eat.

"These chains can choose where they want to locate their shops and offices," Jakubowski said. "That so many of them want to be in the Town Center affirms the desirability of our district as a great business location."

Tony Schilling, president of Westfield-based Relocation Realty, specializes in helping major retailers to find new sites.

With the Town Center's many initiatives to boost business, the new cruise line and planned development at the nearby Peninsula at Bayonne Harbor and proximity to Manhattan, he sees tremendous opportunity in Bayonne.

"I feel very strongly that Bayonne Town Center is in the beginning stages of evolving as a major center," Schilling said. "The demographics are very strong, the income is good for an urban area and the crime rate is very low. Bayonne is a very, very nice town to live and work."

## Bayonne Town Center

Broadway between 17th & 30th Streets including East & West 22nd Street



## The UPS Store

Tony and Pat Carollo's holiday season was busier than usual last year. The reason — their new UPS Store, which opened on Nov. 28, just in time for the holiday rush.

The holiday mailing frenzy and a prime location at 470 Broadway insured that the Carollos' new enterprise hit the ground running. Since then, they haven't had much time to look back.

"It was the hardest way to learn how to run a business," laughed Pat of the couple's decision to open in time for the holidays. "Things have slowed down a little, but business is still very good."

The store handles shipping and provides mailboxes, copy, faxing and printing services for items such as business cards, flyers and brochures. The business also sells office supplies and two employees are notary publics.

The Carollos' UPS Store has found a ready clientele among local residents and nearby businesses, drawing customers mostly from Bayonne and Jersey City. In fact, shoppers from Jersey City choose the Carollos' store over competitors closer to home because they can always park nearby.

"Almost every customer who comes in here tells me, 'Thank you for coming to Bayonne,'" Pat said.

Besides the store's extensive line of services, customers feel welcome in the family-run business. Besides Pat and Tony, the couple's daughter, JoAnne Phillips, works there. Customers are also greeted enthusiastically almost every day by Phillips' toddler, Mark.

The couple first became acquainted with Bayonne and its attractive Town Center when they would come to the city for dinner from their home on Staten Island.

"I've always like the idea of shopping on a main street rather than a mall, with lots of mom and pop stores," Pat explained. "When we ate in Bayonne I would always say to my husband, 'When we open up our store, this is where it's going to be.'"

Looking back, Pat wouldn't dream of second-guessing their choice.

"It's been a very good decision," she said.

## Joyce Leslie

All it took was a quick tour of Bayonne to convince Peter Left that the Town Center was the perfect place to open a Joyce Leslie clothing store.

"Someone from the Town Center let us know that exciting things were going on in Bayonne with the Light Rail and the streetscape project," said Left, the company's chief financial officer. "We came down and took a look for ourselves and saw that Bayonne is a lovely town."

The store, which caters to trendy juniors, opened in October 2000 and has seen steady growth since then.

The Joyce Leslie chain has been in existence for about 60 years and has earned a reputation for offering the latest fashions at a great value. The store's extensive inventory includes everything juniors need to pull together a fashionable outfit, from dress and active wear to lingerie, shoes and accessories.

The Bayonne store, located at 494-496 Broadway, prides itself on providing personal service to shoppers with an emphasis on helping them to assemble a complete look that's flattering and fashionable.

"We introduce the customers to everything they may need that's new and hot right now," Left explained. "We have an abundance of styles and everything is a good value. Our moderate prices keep our customers coming back."

In addition to a clientele that loves the fashions offered by Joyce Leslie, Left said the business has also benefited through its involvement in the Town Center's Jump Start Facade Improvement Program.

Through the program, qualifying businesses receive free architectural services and cost estimates for new facade designs that complement other facades in the area. The service also includes assistance in locating an architect to complete the construction drawings and a contractor to carry out the plans and applying for funding.

Left estimated that business will continue to grow along with the city, especially when housing is completed at The Peninsula at Bayonne Harbor. He also sees the cruise ship port at The Peninsula as a great draw for business.

"We're adding a lot of population to the town, and these people have to shop," Left said. "Bayonne is a great community of families and it continues to grow."



## Firestone Tire and Service

For almost 30 years Bayonne residents have equated the Firestone brand with reliable auto service and top-notch products.

Located at 372-374 Broadway, Firestone Tire and Service combines all of the benefits of dealing with a national chain with good old hometown service.

"There are a lot of mom and pop shops around, but I think people like to go to the name brands because they know their car will be fixed right," said Kip Hoover, store manager. "Plus we offer warranties that are honored nationwide. So if you're away somewhere or you move, your warranty will be honored by any Firestone dealer."

Firestone, a fixture in the Bayonne auto services market, offers a full line of services including heating and cooling, tune ups, breaks, steering and suspension and air conditioning.

Early in Hoover's career he worked at the center, returning in 1996 — almost 20 years later — to find many of the same Bayonne families still bringing their cars to Firestone. Except now, the children of his original customers are driving and also trust Firestone to service their cars.

"One of my first days back a fellow came in and told me a story about Firestone, and I remembered it from when I first worked here," Hoover recalled. "We're now serving several generations of the same families."

A key to the business's success is its reliability. Hoover ensures that cars are repaired right the first time and that all work is completed on time.

"We really work to satisfy the customer," he explained. "Part of that is having the car ready when it's promised."

The skill of Firestone's technical staff is also important to customers. All technicians have completed technical school and have earned ASE (automotive service excellence) certification. They must also complete additional training provided by Firestone.

"Our staff certification is a value-added service to our customers," Hoover said. "It shows the background and training of our technicians. It's a big reason why our business grows every year."

## Dolphin Fitness

Carlo Lasorsa had a hunch that Bayonne Town Center would be a great place to open a fitness center. Friends had driven him along Broadway and he liked the center's heavy concentration of stores and shoppers.

The hunch turned out to be a smart business move. Dolphin Fitness opened at 400-404 Broadway almost three years ago and business has doubled each year.

"I saw the opportunity," he recalled. "It's a nice location and a busy street. Business has grown tremendously over the past couple of years."

Customers like the family atmosphere at Dolphin Fitness, where certified instructors teach a wide variety of popular classes. Lasorsa describes the aerobics program offered at the facility as "phenomenal," with popular offerings such as yoga, Pilates, spinning and salsa.

Amenities include free weights, exercise machines, bikes, treadmills, elliptical machines and cross training machines.

The equipment is up-to-date and well maintained. In addition, Dolphin Fitness offers a number of extras, including personal trainers who tailor workouts to the goals of individual customers, a juice bar, child care and retail.

Lasorsa also prides himself on his staff, a customer-friendly group who go out of their way to make each client feel welcome.

"While we're a franchise, we're a very family-oriented place," he explained. "We know the majority of our customers on a first-name basis. We always try to make the customer feel like they're the most important thing to us, because they are."

As a part of the national Dolphin Fitness chain, Lasorsa's facility is able to achieve cost savings that he gladly passes on to his customers.

"We're inexpensive because we can pass on those savings to our customers," he said. "That's what makes us different from some of the competition."

Dolphin Fitness is open Monday through Friday from 5 a.m. to 11 p.m., Saturday from 7:30 a.m. to 7:30 p.m. and Sunday from 8 a.m. to 6:30 p.m.



## Papa John's

There's a newcomer to Bayonne's pizza scene that has already made a lasting impression on the palates of local residents.

Since opening in October, Papa John's at 531 Broadway has attracted a loyal following that values the restaurant's great product and exceptional service.

"Business has been steadily growing," reported Colin Melhuish, general manager. "As much competition as there is in Bayonne, there's more than enough business to sustain all of the pizza places."

What distinguishes Papa John's pizza from its competitors is the chain's dedication to freshness. Unlike other chain pizzerias, Papa John's cooks orders on demand and uses only fresh products.

"It's just like other pizzerias in town. Our cooks are throwing the dough in the air and hand-making each pizza," Melhuish explained. "We also have a healthier product. We use premium mozzarella that has only 2 percent fat and our dough contains whole wheat. This is certainly not a frozen pie like some other chains."

In addition to its traditional pizzas, Papa John's introduced three "dessert pizzas" earlier this year that have become popular among Bayonne residents. The dessert pies are available in apple, cinnamon and berry flavors.

Two other perennial favorites of Papa John's customers are the mozzarella cheese sticks and wings appetizers, which Melhuish said are the store's most popular side items.

In addition to its quality menu items, Papa John's also prides itself on delivering exceptional service.

As a member of the larger Papa John's chain, the Bayonne eatery abides by strict service standards guaranteed to please customers.

"Like any other corporate entity, we have service standards," Melhuish said. "For instance, you'll never wait longer than 30 to 45 minutes for a pizza to be delivered. Our customers like that. We'll be here in Bayonne for a long time."



## WiFi Comes to the Big Apple

This spring Bayonne Town Center became the area's coolest place to dine, thanks to the installation of Wi-Fi technology.

Wi-Fi lets diners bring their laptops to restaurants and connect to the Internet as they eat. The wireless connection is fast and free.

"This enables customers to sit down, have some lunch and log onto the Internet for as long as they want free of charge," explained Bernard Golomb, owner of Bayonne Wireless, the firm installing the technology.

The project is a joint venture between Bayonne Town Center, the Bayonne Economic Development Corporation, Bayonne Wireless and the restaurants.

"The addition of Wi-Fi positions the Town Center as an attractive destination for diners, especially busy professionals," said Cathy Jakubowski, executive director of Bayonne Town Center.

Big Apple Sports Palace and Restaurant at 412-414 Broadway was the first of the Town Center's restaurants to receive Wi-Fi.

Installation at the Town Center's other eateries should be completed by early summer, according to Golomb.

The project involves constructing various nodes throughout the Town Center, each of which will provide wireless Internet service for 300 feet.

Golomb envisions a day when diners will enjoy leisurely meals in Bayonne at outdoor cafés, laptops flipped open to stay connected.



## NATIONAL/REGIONAL CHAIN STORES

### Auto

**Firestone Tire & Service**  
372-374 Broadway  
(201) 437-0200

### Apparel

**Avenue**  
511-513 Broadway  
(201) 823-1992

### Dots Inc.

565 Broadway  
(201) 339-0818

### Easy Pickins

529 Broadway  
(201) 437-7130

### Fabco Shoes

487 Broadway  
(201) 437-2440

### Foot Locker

560 Broadway  
(201) 436-5396

### Joyce Leslie

494-496 Broadway  
(201) 243-9411

### Mandee

554-556 Broadway  
(201) 339-0222

### Payless Shoe Store

505 Broadway  
(201) 339-4642

### Electronics

**Radio Shack**  
489 Broadway  
(201) 436-0616

**WPI Verizon Wireless**  
429 Broadway  
(201) 437-8048

### Eateries

**Big Pizza/Cluck-U**  
416 Broadway  
(201) 823-2835

### Blimpie Base

538 Broadway  
(201) 823-1111

### Carvel Ice Cream

478 Broadway  
(201) 858-9034

### Fresh Taco

538 Broadway  
(201) 339-0333

### Kentucky Fried Chicken

516 Broadway  
(201) 858-1573

### McDonald's

537-543 Broadway  
(201) 858-9054

### Papa John's Pizza

531 Broadway  
(201) 339-7272

### Subway

527 Broadway  
(201) 436-9393

### Entertainment

**Blockbuster Video**  
493-495 Broadway  
(201) 436-9711

### Gifts & Collectibles

**Dee & Dee Stores**  
483-485 Broadway  
(201) 436-4044

### Edible Arrangements

14 E. 22nd St.  
(201) 339-5666

### Family Dollar

577 Broadway  
(201) 823-9187

### Health & Beauty



**Dolphin Fitness**  
400-404 Broadway  
(201) 436-3700

### General Nutrition Center

430 Broadway  
(201) 823-9797

### Hollywood Tan

542 Broadway  
(201) 339-6100

### Weight Watchers

497 Broadway, Suite 7  
(800) 651-6000

### Services

**Bayada Nurses**  
473 Broadway  
(201) 339-1330

### Beneficial

463 Broadway  
(201) 339-6922

### Better Homes Realty

592 Broadway  
(201) 823-2800

### Buyer's Agent

598 Broadway  
(201) 823-1990

### Century 21/ Costanza & Providence

473 Broadway  
(201) 436-1000

### Jackson Hewitt

433 Broadway  
(201) 436-7500

### PSE&G

608 Broadway  
(800) 436-7734

### Score!

**Learning Center**  
533 Broadway  
(201) 243-9981



**The UPS Store**  
470 Broadway  
(201) 339-1995

### Hudson City Bank

547 Broadway  
(201) 436-5483

### PRichmond County Savings/First Savings Bank

568 Broadway  
(201) 437-1000

### Pamrapo Savings

544 Broadway  
(201) 339-1560

### Provident Savings Bank

569 Broadway  
(201) 437-9149

### State Farm Insurance

599 Broadway  
(201) 339-8100

### Valley National Bank

524 Broadway  
(800) 522-4100

### Wachovia

500 Broadway  
(201) 339-5727

### Pharmacies

**Duane Reade**  
517 Broadway  
(201) 823-3774

### Rite Aid

467-469 Broadway  
(201) 339-5569  
Pharmacy  
(201) 339-8181

## TOWN CENTER SUMMER SCHEDULE OF EVENTS

### May

Historic Walking Tour  
Mother's Day Promotion

### June

Classic Car Show  
Father's Day Promotion  
Movies Under the Stars

### July

Classic Car Show  
Movies Under the Stars  
Sidewalk Sales

### August

Back to School Promotion  
Classic Car Show  
Movies Under the Stars

### September

Back to School Promotion  
Classic Car Show



The Bayonne Town Center would like to invite all Bayonne residents to our summer events. For more information, please call the Bayonne Town Center at (201) 339-9409 or visit our Web site at [www.bayonnetowncenter.com](http://www.bayonnetowncenter.com).