



City of Orange Township

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News Release

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Orange seeks Consumer Participation in Revitalization Study

Survey To Guide Strategy For Main Street, Scotland Road and Central Avenue Business Districts

The City of Orange is seeking input from people who live in, work in or visit the city's three primary business districts—Main Street, Scotland Road and Central Avenue—as part of an ongoing market analysis and retail assessment of the area which is being conducted to produce a comprehensive strategy for the city's future growth and development.

The public is invited to complete a survey which will gather information about their preferences for stores, restaurants, activities and other amenities that would make the districts more attractive and enjoyable. The anonymous survey, which will be available beginning October 16, can be obtained online at www.AskOrangeNJ.com and at local retailers in the three districts displaying a bright yellow window sign saying "Orange Survey Available Here." Printed surveys are postage-paid self-mailers, so that there is no cost to participate.

Mayor Eldridge Hawkins, Jr stated: "This survey will help us determine the best strategies for transforming Orange's business districts. To hold down property taxes and make our city's economy healthier, we need to attract and expand tax-paying businesses and promote smart growth. This study will tell us where to focus our economic development efforts."

"We want to bring new vitality to our business districts, and the survey is essential for residents, workers and visitors to have their voices heard and to play a key role in formulating plans for the future," said Valerie Jackson, Orange City Acting Director of Planning and Economic Development. "Orange belongs to the people who live, work and visit here. To be successful, we need to know the opinions, needs and desires of those people – what's good and what's bad, what works and what doesn't, and their wish lists. The survey enables us to do that."

The survey is part of an extensive study now underway named "Community Insights™," which completes a comprehensive process of gathering information that is specific to the municipality, not simply applying cookie-cutter recommendations to downtown business districts like Orange's. Information gleaned from the survey will be combined with

other economic data to identify stores and restaurants to recruit to the area, and to specify changes, events and activities people utilizing the district would like to see. It also will help to understand who does and does not visit the area, what stores and activities they patronize, and why.

The complete study, which is being conducted by the JGSC Group, of Merchantville, NJ, gathers information from municipal officials, local planning and zoning documents, business organizations, merchants, property owners, residents, shoppers, visitors and other stakeholders to determine the most important factors that will revitalize economic growth and build consensus for action. JGSC Group has conducted similar Community Insights™ studies for more than 50 municipalities in seven states, providing the means to not only renew older or underutilized downtown shopping sectors, but a specific plan to stimulate economic growth.

Utilizing such a thorough process, the study reveals the essential elements necessary for success in downtown business districts such as Orange's, including measuring support for the revitalization initiatives and strategies; finding untapped consumer demand for retail goods and services; strengthening existing businesses; determining the most sustainable retail categories for businesses within the study area; developing building-by-building, block-by-block strategies to launch the revitalization; recruiting new businesses and attracting more shoppers and visitors to patronize the area. The result is a comprehensive revitalization plan employing strategies such as business recruitment, business retention and a cooperative destination marketing approach which will energize growth for Orange.

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