

BAYONNE

BAYONNE TOWN CENTER



Broadway and 25th Street — the heart of the Town Center.

Bayonne Town Center is a hot spot for kids this summer!

Like most parents with school-aged kids, Nuala is always looking for ways to amuse her children on these dog days of summer. On many afternoons you'll find her and Meghan, 6, and Brian, 8, strolling along Broadway — also known as Kids' Row in Bayonne Town Center — enjoying the atmosphere.

"We're so fortunate to have Bayonne Town Center nearby," she says. "It's like Main Street in a small town. We bump into lots of friends they know from school and we know all of the people working in the stores. That's important when you're a kid."

If you ask Meghan about her favorite place to visit on a hot summer afternoon, she'll immediately point to Carvel, a Broadway mainstay for more than 32 years.

"I like getting an ice cream cone with rainbow sprinkles," she giggles one recent day outside Carvel. "Ice cream is my all-time favorite food. I wish I could eat it every day."

For her brother, Brian, a lunchtime trip to McDonald's is always a treat. After wolfing down his favorite kids' meal — chicken McNuggets, fries and a soda — he takes off to the indoor Playland, where he climbs and plays with friends both old and new.

"The McDonald's Playland is a God-send, especially on rainy days when you don't know what to do with the kids," says Nuala. "Besides getting a meal they like, they can burn off a lot of energy running and climbing. And it's always a plus when they get to play with other kids."

Bayonne Town Center's commitment to families is evident in the many activities the center's management corporation sponsors for kids year-round.

During the holiday season children delight in the tree lighting ceremony, when Santa Claus makes his dramatic entrance atop a hook and ladder truck and distributes candy canes to all of the kids. A few days later Santa is back at McDonald's to share breakfast with Bayonne children. And of course, the whole family can enjoy the horse and buggy rides over the holidays.

"We're dedicated to providing something for everyone at Bayonne Town Center," said David Milder, the center's economic development consultant. "Even the smallest shopper will find something to amuse and delight."

In addition to McDonald's and Carvel, chain stores such as Joyce Leslie, Marty's, Foot Locker,

Athlete's Foot, Subway, Mandee and The Avenue abound in the center to please people of all ages.

Flexing Muscles and Creative Skills

At Bayonne Town Center, there are plenty of outlets for kids to exercise both their bodies and their minds.

Through classes at Bayonne Professional School, kids benefit from a wide variety of classes including tap, ballet and a full repertoire of other programs.

For the more sports-minded, check out Bayonne Karate for Kids, a family-owned business offering martial arts for all ages, from newcomers to black belts. There is also Son's Taekwondo, Inc., another martial arts school offering classes for both children and adults.

A mainstay on Broadway for years, Eddy's Cycle City has provided many Bayonne youngsters with their first set of wheels. The shop features a full line of children's bikes, as well as bikes and mountain bikes for adults, accessories and services.

"I get a kick out of dealing with kids," says store owner Stephen Beckman. "Picking out a first bike is always a very special day. Kids are very particular about what they want. They have a lot of pride in that first bike. It always gives me a real charge when they drive by the shop on their new bike later and wave."



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Mr. Beckman says former customers, now all grown up, are bringing their kids to his shop for their first bikes.

"I can still remember the moms and dads as kids coming here to buy bikes or pick out a license plate or horn," he smiles. "Now we're into the next generation. It's really special."

In addition to more physical activities, Kids' Row offers opportunities for children to find a new hobby or polish a skill they've been developing.

Score Learning Center is an interactive educational hot-spot where children take part in "learning workouts" directed by full-time academic teachers. Through individual instruction, kids build both academic skills and self-confidence.

For the artistic set, check out The Studio Window, a new shop providing a full schedule of art classes for youngsters of all ages.

Shopping for the Small Set

Kids' Row has been carefully designed to offer a wide range of stores with everything from kids' apparel to video games.

Top-notch children's clothing can be found at Different Strokes for Little Folks, which features one-of-a-kind casual and formal wear for kids. Nearby, Sasson's Youthworld has also been a Bayonne mainstay for generations, with stylish clothing at affordable prices.

When back-to-school time rolls around, Bayonne parents turn to Irwin's Discount Department Store. The self-proclaimed "Back to



Small-pipe Cyberdistrict Springing up in Bayonne

Most people know Bayonne Town Center for its wide variety of shops, restaurants and family activities.

But the center is also developing a following as a small-pipe cyberdistrict, with small businesses flocking to Bayonne for reasonably-priced office space and access to broadband telecommunications.

In Bayonne, these companies have been quietly filling office space on Broadway between 27th and 30th streets, as well as north to 33rd Street.

These value office spaces cost roughly \$16 per square foot and provide comfortable, if not luxurious, physical conditions.

The firms, which usually have between one and five employees, hunt for good value, as well as amenities

for employees such as great restaurants and drinking establishments, low crime, reasonably-priced housing and a strong transportation network.

"Many of these businesses are locating along Broadway in second story spaces above storefronts," notes David Milder, the center's economic development consultant. "With ample access to parking and Bayonne's three light rail stations, Bayonne is an attractive destination for these companies."

Parking is available in 10 nearby municipal lots, with permits costing a minimal amount per employee per year.

The new Light Rail stations at 22nd, 34th and 45th streets connect Bayonne with major office centers in Jersey City, Hoboken and Manhattan,

Verizon · Cablevision · Wi-Fi Technology · DSL · Networking Café

School King" has a full line of school supplies, as well as toys.

Pasters Stationery also has a great selection of school and office supplies, as well as collectibles to delight children and adults such as Beanie Babies, Precious Moments merchandise, unique Christmas ornaments and Bayonne memorabilia.

For Brian, favorite stops on summer shopping excursions are always Colonial House of Pets and Gamer's Heaven, featuring all varieties of games and systems.

His sister loves to find treasures at the many dollar stores that line Broadway, including Family Dollar, S&J 99 Cents, Dee & Dee Stores, \$.99 Depot and Dean's \$.99 Store.

Model railroads, dollhouses, miniatures — you name it, you can find it at Pastime Hobbies at 615 Broadway. Shop owners Aida Figueroa and Vincent Margiotta are happy to share their passion with kids and adults alike. Pastime Hobbies is committed to providing Bayonne with reasonably priced quality hobby products and they also welcome special orders.



Bayonne Municipal Parking Lots

Eleven municipal parking lots are located off Broadway near the Bayonne Town Center. Using these lots will make your shopping experience easier.

Lots are located between Broadway and Avenue E and between Broadway and Avenue C.

- W. 18th Street – 40 spaces
- E. 20th Street – 27 spaces
- W. 21st Street – 75 spaces
- E. 22nd Street – 31 spaces
- E. 23rd Street – 38 spaces
- W. 24th Street – 23 spaces
- W. 24th Street – 32 spaces
- E. 24th Street – 38 spaces
- W. 26th Street – 33 spaces
- W. 26th Street – 40 spaces
- W. 33rd Street – 34 spaces

which is just 20 to 40 minutes away.

Bayonne Town Center boasts a number of telecom assets. Verizon has a central office at Broadway and 28th Street, which means that all business offices north of 18th Street on Broadway can receive DSL.

Cablevision's office is on 34th Street and Broadway, providing easy cable modem access to business operations in the Town Center.

Nationally, Wi-Fi technology is increasingly being used to provide hotspots where people away from their offices can use their laptops to access the internet. It is also a flexible and inexpensive way to network small office computers.

At Bayonne's Networking Café, patrons can find one

of the few publicly accessible Wi-Fi hotspots in Hudson County. The Town Center Management Corporation is also working to help bring into the district a Wi-Fi service provider for office users.

Mr. Milder notes, however, that Bayonne's ambiance is an equal draw for these companies and their employees.

"Bayonne's comparatively affordable housing and the Town Center's low crime rate and great restaurants are just as important as the district's telecommunications assets to office tenant prospects," he says.

To find a value office space in Bayonne Town Center for your small business, call (201) 339-9409.