

Market Analysis for Site Location in the
First Ward of Paterson, NJ for a
Supermarket, Grocery Store or Farmers Market
under the
NJEDA Food Security Grant





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GRANT OVERVIEW

- Passaic County received a Food Security Planning Grant from the New Jersey Economic Development Authority to carry out a **market analysis and development plan** for a supermarket, grocery store, or farmers market in Paterson's First Ward
- **Objective:** *To improve food access and food security in the First Ward*



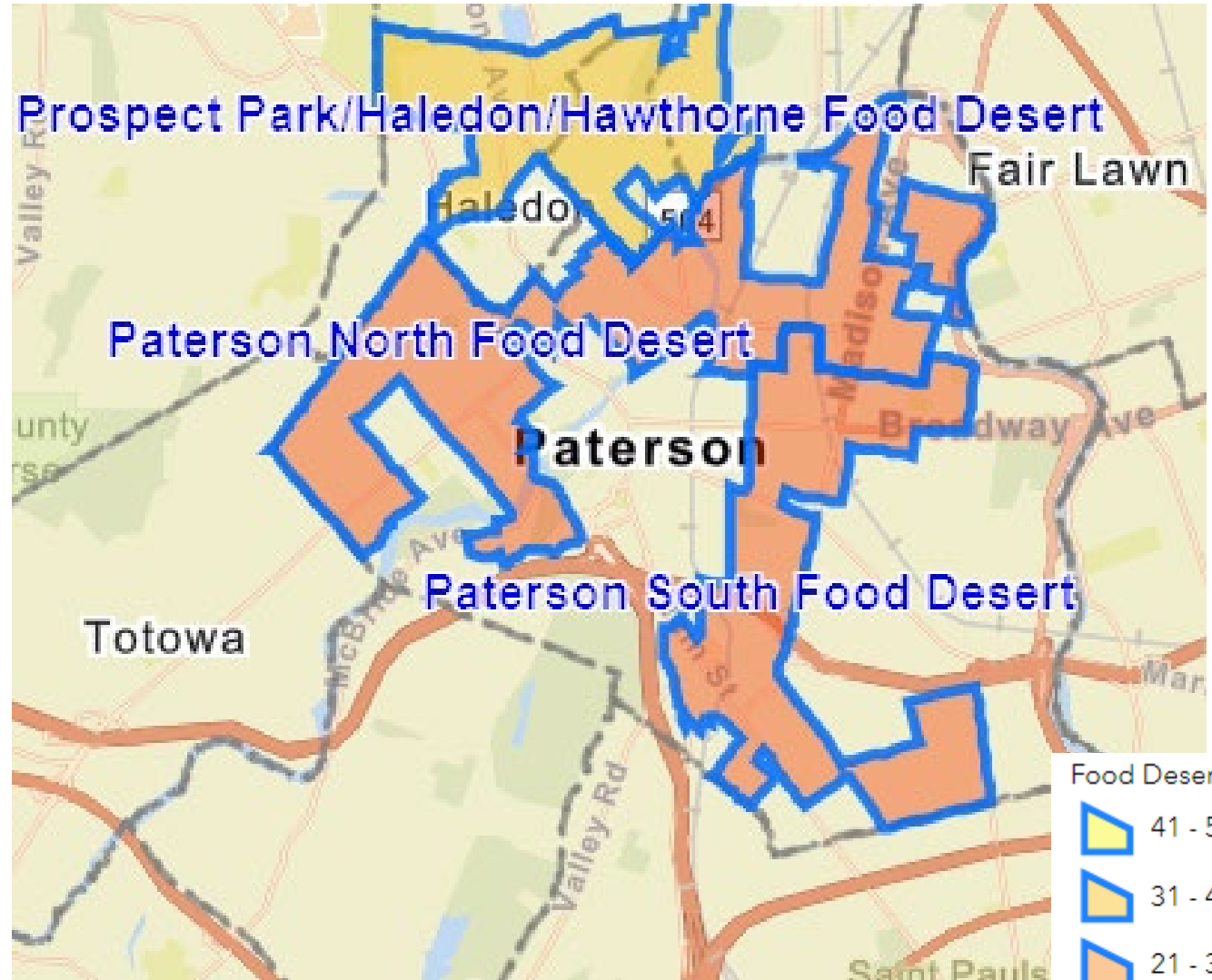
The Food Security Planning Grant Program competitively awarded grants to improve food access and food security by leveraging underutilized assets in New Jersey's Food Desert Communities

“FOOD DESERT”



- Inequitable food environments
- disparities in availability of fresh, nutritious foods.
- “Food deserts” are geographic areas with limited access to nutritious foods.

NJEDA-
DESIGNATED
“FOOD
DESERTS”



NJEDA-designated food deserts in Paterson area, 2022

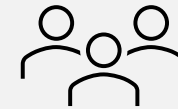
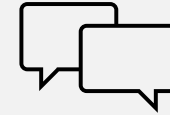
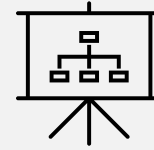
The study will help to:

- Transform underutilized land
- Address First Ward community food security needs
- Develop a community-driven approach to improve food access in the neighborhood
- Promote site development for local benefits



PROJECT SCOPE

- Task 1: Market analysis
- Task 2: Physical site evaluation
- Task 3: Community engagement
- Task 4: Site development plan
- Task 5: Planning partner communication



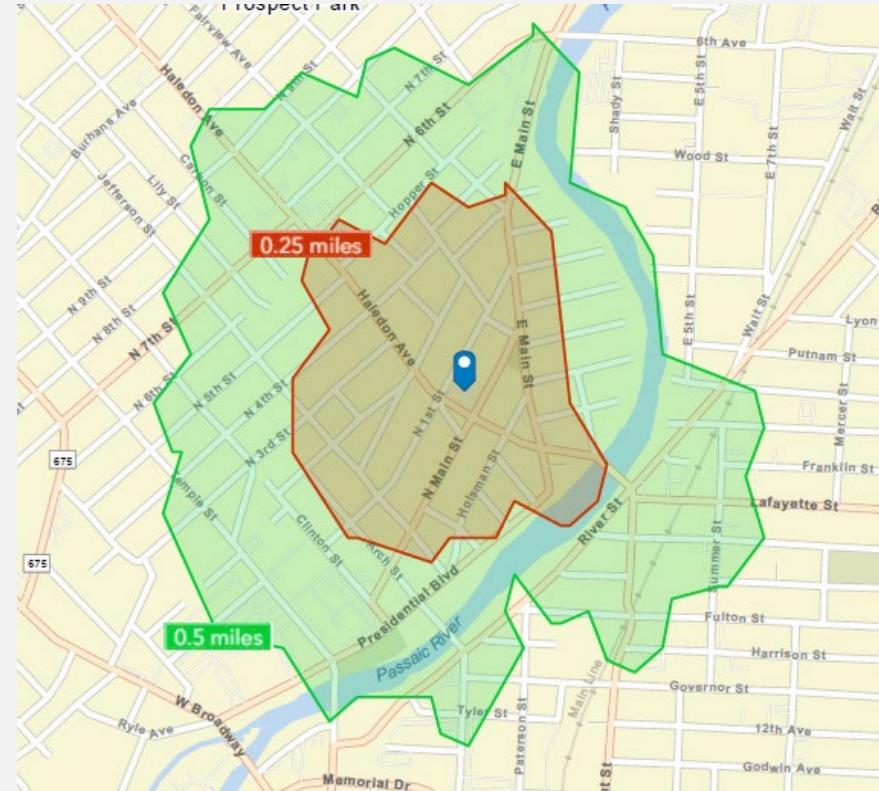
- 40,000 Square Feet on Haledon Ave between N. Main Street and N. 1st Street
- Results of the analysis will be generally applicable to any site in the area



TASK I: MARKET ANALYSIS

Objective: to determine market demand and guide the development strategy

- **Market research**
- **Competitive analysis**
- **Financial projections**
- **Community input**



TASK 2: PHYSICAL SITE EVALUATION



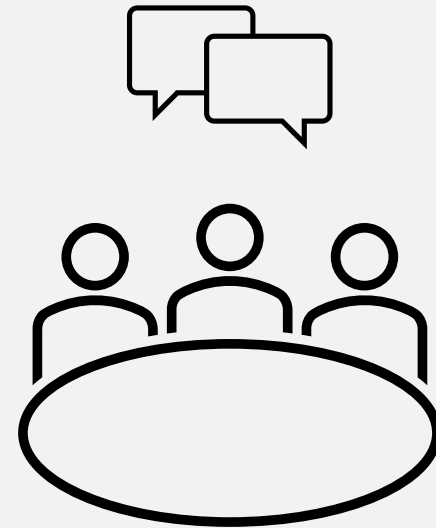
Objective: *Identify constraints and impediments to development of a grocery store or market, and provide recommendations for addressing them*

- General physical evaluation of the sites
- Location and accessibility study
- Risk analysis
- Analysis of sustainability and environmental impact
- Legal and regulatory considerations
- Transportation analysis

TASK 3: COMMUNITY ENGAGEMENT

Objective: *Seek feedback, local knowledge, and expertise to inform the study*

- Two public meetings
 - January 2024
 - June 2024
- Interviews with community stakeholders
- Interviews with Focus Group members
- Project website
- Community Survey



COMMUNITY SURVEY



Link to survey in English



Link to survey in Spanish

TASK 4: SITE DEVELOPMENT PLAN & RECOMMENDATIONS

Objective: Provide recommendations on how sites may be optimized for investment, and how to address issues that could make incorporating these new uses challenging

- Additional amenities or structures
- Permitting
- Transportation
- Potential operators/managers
- Funding sources

TASK 5: PLANNING PARTNER COMMUNICATION

- County of Passaic
- Grace Chapel Baptist Church
- United Way of Passaic County
- Passaic County Habitat for Humanity
- St. Joseph's Health
- Rutgers Cooperative Extension of Passaic County
- City of Paterson, NJ

PROJECT SCHEDULE

THANK YOU FOR YOUR
PARTICIPATION!

Visit the project website at: <https://brsinc.com/first-ward-food-study/>

