

The Azarian Advisor

Summer 2022 Newsletter

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Azarian Realty concludes Q1 2022 with 6 new leases

NEW JERSEY — In January 2022, Azarian Realty Co. executed a lease with Guerriero Gelato in Pine Brook Plaza, Pine Brook. The space... **continued on page 3**

Crumbl Cookies Bringing Mouth-watering Treats to Middlesex County

NORTH BRUNSWICK — A popular cookie shop is coming to the township. Crumbl Cookies is opening at The Shoppes at North Brunswick... **continued on page 3**

Azarian, Primo Hoagies sign lease for 2,000 SF end cap space in Allendale

ALLENDALE - Azarian Realty Co. has leased the 2,008 SF end cap at Allendale Town Center, a 90,000 SF shopping center in Bergen County, to Primo Hoagies... **continued on page 4**

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Despite Headwinds, Retail Space Demand Undeterred

By Kevin Pelio and James Azarian

November 2021 started our tenure as the executive leasing and property management team for The Azarian Group, L.L.C., and its affiliates. In such a short time, we have experienced both a tepid and robust retail market in our post-pandemic environment. Upon joining the Company, we were tasked with the continued stabilization efforts of the assets under management, which saw a 24% vacancy rate, mostly attributed to the apparel, soft good, and non-essential retailers that once occupied the portfolio. Throughout the 2021 holiday season and into early 2022, leasing interest was very high, however, getting skittish retailers to commit was a challenge, which saw us lose many deals at the goal line. Consumer sentiment took a hit due to the Omicron variant. Since then, within our shopping center assignments, we have executed twelve new leases, as well as the expansion of existing tenant businesses in our centers. Net absorption has been 24,071 square feet through the first half of 2022!...**continued on page 5**

Azarian Realty Signs Two New Office Leases in Northern New Jersey

MIDLAND PARK AND FAIR LAWN — Azarian Realty Co. has signed two new office leases in Northern New Jersey. Two therapy groups have respectively leased 1,196 and 2,331 square feet in Midland Park and Fair Lawn... **continued on page 4**

Azarian Realty Closes Multiple Deals in North & Central NJ

Azarian Realty Co. said it recently closed multiple leases within the northern and central parts of the state, totaling more than 14,000 square feet in all.... **continued on page 4**

CEO CORNER

By John M. Azarian, Jr.



It's been about 6 months since our last newsletter and things have continued to strengthen in commercial real estate. We ended the first 6 months of 2022 with 15 newly signed leases with many new and exciting concepts and things

continue to look strong for the second half of the year. As leases expire, most tenants are extending and renewing for additional term. ...Triple F (Food, Fitness and Fun) continue to be recurring themes...**continued on page 8**

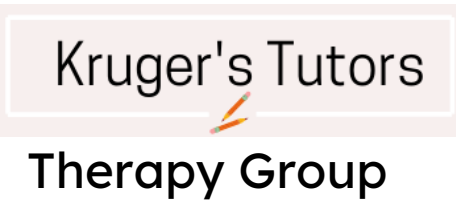
SIGNED LEASES



Smoke Ridge Supplies



Chai Pani



GRAND OPENINGS

Tenant: Poke Time
Property: Allendale Town Center
 Poke Time is fast-casual Asian fusion and bubble tea shop that uses fresh and high-quality ingredients while providing convenient dining.



Tenant: Guerriero Gelato
Property: Pine Brook Plaza
 Guerriero Gelato is an award-winning gelato, ice cream, and Italian ice shop. This is the shop's third location.



Tenant: Sigrī Indian BBQ
Property: The Shoppes at North Brunswick
 Sigrī Indian BBQ specializes in Kathi Rolls and "Make Your Own" bowls that include a choice of base, protein, sauce, salad, and chutney.



Tenant: Nick's Hope
Property: Milton Shopping Center
 Nick's Hope is a charitable organization that provides free clothing to those in need and operates as a thrift store.



RETAIL DEVELOPMENT REIMAGINED

James Azarian & Kevin Pelio rep. Allendale Town Center's landlord of in 2,008 s/f lease

Azarian Realty Co. concludes Q1 2022 with six new leases

NEW JERSEY — In January 2022, Azarian Realty Co. executed a lease with Guerriero Gelato in Pine Brook Plaza, Pine Brook. The leased space is a 900 s/f prime 2nd gen. restaurant end cap with high visibility on Rte. 46. The store has opened for business. **James Azarian** of Azarian Realty Co. represented the landlord and **Garibaldi Masi of Progressive Realty Group** represented the tenant in this transaction.



James Azarian



Additionally in Pine Brook Plaza, Indian restaurant Chai Pani has also leased a 900 s/f 2nd gen. restaurant for its 2nd location. **Kevin Pelio** of Azarian Realty Co. represented both the landlord and the tenant. Pine Brook Plaza is officially fully leased.



Kevin Pelio

Also in January 2022,

Azarian Realty Co. leased 1,140 s/f in Milton Shopping Plaza, Jefferson Twp., to Nick's Hope, a charitable organization that provides free clothing to those in need and operates as a thrift store. The store is now open. James Azarian of Azarian Realty Co. represented both the landlord and the tenant in this transaction. "We are excited to partner with Nick's Hope and give back to the community. This storefront will allow the philanthropic organization to expand its efforts," said Azarian.

In March, another lease was executed at Milton Shopping Plaza. Smoke Ridge Supplies has leased 1,660 s/f for its first brick-and-mortar location. Kevin Pelio of Azarian Realty Co. represented both

the landlord and the tenant in this transaction. There are only two more leasing opportunities at Milton Shopping Center, one of which is a 2,500 s/f 2nd gen. restaurant.

In late March, the 2,008 s/f end cap at Allendale Town Center, Allendale was leased to Primo Hoagies. Primo Hoagies is a fast-casual franchise serving Italian specialty sandwiches. Primo Hoagies has 85 franchise locations across seven US states and over 50 locations currently under development. This sought-after space has only been available twice in the past twenty years. Kevin Pelio and James Azarian represented the landlord and **Jason Brooke of MSC Retail, Inc.** represented the tenant. There are only two more leasing opportunities at Allendale

Town Center.

Crumbl Cookies has leased 1,794 s/f at The Shoppes at North Brunswick, a 147,055 s/f Premium Lifestyle Center in North Brunswick. Crumbl Cookies is a rapidly-growing franchise serving freshly baked cookies and is well-known for its rotating cookie menu, which features 4 new flavors each week. Kevin Pelio and James Azarian represented the landlord and Jerry Johnson of Bennett Williams Commercial represented the tenant in this transaction. **MAREJ**



Crumbl Cookies bringing mouth-watering treats to Middlesex County

Susan Loyer MyCentralJersey.com
Published 5:01 a.m. ET April 12, 2022

mycentraljersey



NORTH BRUNSWICK — A popular cookie shop is coming to the township.

Crumbl Cookies is expected to open this summer at The Shoppes in North Brunswick, located along Route 1 and Route 130.

"We will be starting construction within the next couple of weeks," said Eileen Voyles, who owns the North Brunswick franchise with her family. "We'll be demolishing the existing space. We're expecting to open in early to mid-summer."

Crumbl is known for its rotating menu of cookies. Its two staples, a warm chocolate chip cookie and a chilled sugar cookie, are always for sale. But every week, Crumbl rolls out four specialty flavors with names such as Muddy Buddy, chilled Lemon Bar and Funfetti.

Azarian, Primo Hoagies sign lease for 2,000 sq. ft. end cap space in Allendale

MARCH 30, 2022



By Tina Traster

Azarian Realty Co. has leased the 2,008-square-foot end cap at Allendale Town Center, a 90,000-square-foot shopping center in Bergen County, to Primo Hoagies. Anchored by Acme, the property at 49 West Allendale Ave. in Allendale is comprised of 17 national and regional tenants. Its newest user is a fast-casual chain serving Italian specialty sandwiches, one that operates 85 franchise locations across seven states and has more than 50 locations under development.

According to Azarian, the end cap space has only been available twice in the past 20 years, thanks in part to its high visibility and ample parking in front and on the side.

Azarian's Kevin Pelio and James Azarian represented ownership, while Jason Brooke of MSC Retail Inc. represented the tenant.

Infrared fitness studio coming to Livingston Town Center after leasing 2,000 sq. ft.

JULY 1, 2022

By Joshua Burd



A fast-growing fitness franchise has leased more than 2,000 square feet at the mixed-use Livingston Town Center property, according to a team with Azarian Realty Co.

The real estate firm, which serves as the property's leasing and managing agent, said HOTWORX will use the space for an infrared fitness studio with virtually instructed exercise programs.

Kevin Pelio of Azarian Realty Co. and Gramm Kauffman of Morrow Hill represented the landlord and tenant, respectively. In announcing the deal, Azarian said the commitment follows other recent activity at Livingston Town Center, including leases that will bring Bleu Mirage Aesthetics and Mango Mango Dessert to the property in the coming months.

All told, Livingston Town Center includes 65,000 square feet of retail space across two stories, providing restaurants, services and shops for residents of 114 adjacent townhomes and of the surrounding community.

Azarian Realty closes multiple leases in North and Central Jersey

By Linda Lindner (New Jersey) - July 29, 2022



Azarian Realty Co. announces multiple leases within the northern and central parts of the state, totaling more than 14,000 square feet in all.

In North Brunswick, the Girl Scouts of Central and Southern New Jersey committed to lease 3,534 square feet at the Shoppes at North Brunswick for the relocation of its existing headquarters and the development of its new experience center. James Azarian of Azarian Realty Co. represented the landlord and Brian Walsh of Davis Commercial represented the tenant in this transaction.

In Livingston, at the Livingston Town Center, which comprises of a variety of restaurants, services, and retail stores, as well as 114 luxury townhomes, Kruger's Tutors, a local children's learning development center, has taken 3,871 square feet on the second floor. Kevin Pelio of Azarian Realty Co. represented both the landlord and the tenant in this transaction.

In Bergen County, the Therapy Stop, an occupational therapy office at the Azarian Building in Midland Park, will be occupying 1,243 square feet of third-floor office space. This will be an expansion of the Therapy Stop's services in Midland Park from their existing clinical services. Kevin Pelio of Azarian Realty Co. represented the landlord and Maureen Mole of Re/Max represented the tenant in this transaction.

Azarian Realty also announced two new leases at Raritan International Center, located in Sayreville. Limitless Fitness, a Central Jersey-based fitness concept founded in 2020, has leased 2,925 square feet. Additionally, Prompt Catering II has leased 2,500 square feet for the expansion of its existing space in the property. The catering business now occupies 5,000 square feet of the shopping center. In both deals, Kevin Pelio of Azarian Realty Co. represented both the landlord and the tenant in the transaction.



Azarian Realty Signs Two New Office Leases in Northern New Jersey

MIDLAND PARK AND FAIR LAWN, N.J. — Azarian Realty Co. has signed two new office leases in Northern New Jersey. Two therapy groups have respectively leased 1,196 and 2,331 square feet in Midland Park and Fair Lawn. Kevin Pelio and James Azarian of Azarian Realty represented both parties in the first set of lease negotiations. The duo also represented the landlord in the second deal, while Nupur Darji of Sure Sell Real Estate represented the tenant.

Despite Headwinds, Retail Space Demand Undeterred (continued)

By Kevin Pelio and James Azarian

...The leasing pipeline of deals we project to close by year-end is equally as strong and we are more optimistic about the market momentum than in previous quarters, which shows the resilience of the property types we represent.

Initially, with excess 2nd generation spaces available, any opportunity for users to utilize existing infrastructure was an advantage, and we were seeing many restaurant concepts expanding their presence with us. The utilization of 2nd generation space was a new hot trend post-COVID. While slowed, the balance of these 2nd generation spaces has been quickly absorbed, restaurants are still expanding, and the entrepreneurial mindset is strong. Our more attractive spaces have been quickly leased, as tenants are more averse to undertaking larger projects. In this inflationary period, where the CPI is within a few basis points of 9.00%, and the supply chain is unstable, the capital investment for a franchisee or mom and pop to convert a former soft goods space into a restaurant can be daunting for a new operator. Trade fixtures, HVAC, commercial grade hoods, and ovens have tripled, and in some instances, quadrupled in price from twelve months ago. In addition to the increase in prices, the lead times for tenants to fit up, with municipalities taking six to nine months to issue permits, have put undo strain on the market and dealmaking. This has led us to concede to more than typical free rent time to accommodate for these delays and get a deal closed.

More recently, with most of these 2nd generation spaces reactivated, we are seeing fitness, health, and wellness brands as top competitors for prime space. We are now working primarily with multi-unit operators and franchisees that are eagerly expanding in their search for a flight to quality.

Demand for tenants looking to relocate as their business has increased and they outgrow their existing space has grown tremendously. Our most recent deals include numerous child development or mental health brands whose business increased substantially during COVID, and they now need additional locations or larger footprints. Similarly, we are noticing the same trends with fitness brands that have weathered the pandemic rebound. We have worked with numerous fitness franchises recently that absorbed the clientele of failed operators and have now expanded their market presence as a result.

The great Charles Darwin once stated, "It is not the biggest, the brightest or the best that will survive, but those who adapt the quickest." Our company's philosophy to adapt and evolve has led to a more holistic leasing approach.

This may include CBD, medical, medtail, and other unique uses. For example, we just signed a deal with The Girl Scouts of Central New Jersey, who will open one of only three national experience centers at The Shoppes at North Brunswick.

We continue to be a full-service property management and leasing firm; utilizing our nimble leasing and hands-on property management, with a goal of working in lock step with our retailers to get them open as quickly as possible from lease execution.

After our flurry of deal-making, we have hired an intern, Sean Devir, from St. Thomas Aquinas College, to help assist in these efforts. Sean has hit the ground running and is an integral part of our team and is primarily focused on assisting the leasing team with its existing pipeline as well as new deal origination and property management oversight.

As a company, we have continued to grow our assets under management as well as our tenant representation efforts. To date, we have represented a Hummus Republic franchisee group and are currently under LOI negotiation with another for the brand's expansion into New Jersey. Similarly, we are under LOI negotiation with a franchisee group for CBD ReLeaf Center. We have also expanded our already formidable Landlord brokerage and property management assignments by obtaining new exclusive listings with a grocery-anchored center in Califon, NJ, temporary project management in Springfield, NJ, and a soon-to-be-announced mixed-use portfolio assignment in Hudson County. We are optimistic about the outlook of the continuing evolution of retail and believe the market has shown that quality assets in prime locations will always prevail. ■



Kevin Pelio
Senior Director of
Leasing



James Azarian
Assistant Director of
Leasing

LEASING OPPORTUNITIES

Allendale Town Center

49 W Allendale Ave, Allendale, NJ 07401

Leasing Opportunities: 3,100-3,524 SF

Allendale Town Center is a 90,000 SF Acme-anchored shopping center with numerous national and franchise stores. This Bergen County grocery anchored center is in the heart of downtown Allendale, New Jersey. It offers an array of restaurants, services, and retail stores to an affluent demographic.



Califon Shopping Center

431 County Road 513, Califon, NJ 07830

Leasing Opportunities: 4,000 SF

Califon Shopping Center is a 25,000 SF, one story neighborhood strip center. This grocery anchored shopping center has one vacancy remaining: a 4,000 SF end cap with a 2 lane drive-thru.



Fieldstone Park Shopping Center

130 Skyline Drive, Ringwood, NJ 07456

Leasing Opportunities: 840 - 5,328 SF

Fieldstone Park Shopping center is a 90,000 SF Stop & Shop anchored strip mall. This property is the largest and most prominent shopping centers on Skyline Drive, the main road throughout Ringwood, NJ. Join national brands such as Stop & Shop, Dollar General, Dairy Queen, Wells Fargo Bank, and 12 additional food and service retailers.



Hyde Park Mall

Rt. 9 - 3999 Albany Post Road, Hyde Park, NY 12538

Leasing Opportunities: 900-16,190 SF

Hyde Park Mall is a 130,000 SF community shopping center located near 4 colleges with large dorm populations. Anchored by a Stop & Shop with a gas station, this center offers high visibility, a large pylon sign at the entrance, and easy access with a signalized dedicated turn lane. In between the Dollar Tree and Advanced Auto Parts is a 16,000 SF junior anchor space with a rear loading dock.



Livingston Town Center

110-8100 Town Center Way, Livingston, NJ 07039

Leasing Opportunities: 2,587-4,434 SF

Livingston Town Center is a 2-story, 65,000 SF open-air center providing an array of restaurants, services, and retail stores to one of the wealthiest townships in New Jersey. There are with 114 integrated luxury townhomes. This property includes a 3-level enclosed parking garage with an elevator.



Milton Shopping Center

5716 Berkshire Valley Road Oak Ridge, NJ 07438

Leasing Opportunities: 2,500 SF

Milton Shopping Center, located at the intersection of Berkshire Valley Road and Chamberlain Road in Jefferson Township, NJ, is a 55,000 SF 10-tenant strip center that is anchored by Lakeland Bank Corporate Training and Development Center with daily onsite employees. The property features a large pylon sign at the signalized, full turn entrance and 186 parking spaces.



Neptune Plaza Shopping Center
2200 State Highway 66, Neptune, NJ 07753

Leasing Opportunities: 1,621 – 60,646 SF
 Neptune Plaza Shopping Center is a 215,000 SF shopping center anchored by a 113,000 SF World-Class Shop Rite. This shopping center offers a multitude of national and franchise stores for the surrounding community. Subdivision is available for the 65,000 SF space.



The Shoppes at North Brunswick
650 Shoppes Boulevard, North Brunswick, NJ 08902

Leasing Opportunities: 1,192 – 15,000 SF
 The Shoppes at North Brunswick is a 150,000 SF Lifestyle Center located on Route 1 & 130 in North Brunswick, New Jersey. The Shoppes at North Brunswick is home to over 35 national brands including fast casual and sit-down restaurants, retailers, fitness centers, and 2nd floor offices.



Plaza K Shopping Center
171 Route 1 South (Ford Ave.), Woodbridge, NJ 07095

Leasing Opportunities: 2,580 – 2,615 SF
 Plaza K Shopping Center, located at a busy signalized intersection, currently has two retail spaces available at 2,100 & 2,600 SF. This shopping center has highway frontage, easy ingress/egress, and pylon signage. Join tenants such as The Vitamin Shoppe and Sleep Number.



Raritan International Center
426 Raritan Street, Sayreville, NJ 08872

Leasing Opportunities: 1,600 – 13,650 SF
 Raritan International Center is a renovated retail strip center anchored by Walgreens, Family Dollar, and a 10,000 SF pad site occupied by The Learning Experience. This community shopping destination is surrounded by high-density housing, single-family homes, and a 300-vehicle commuter lot across the street. At the property's entrance is a huge pylon sign that has also been recently renovated.



Town Plaza II
500 Route 303, Orangeburg, NY 10962

Leasing Opportunities: 900 – 5,213 SF
 Town Plaza II is a 25,000 SF 13-tenant strip mall located at a busy signalized intersection. The property is near two major colleges with large dorm populations, as well as single-family homes, assisted living, and office buildings. Inquire about the prime end cap opportunity at this property!



Walgreens Shopping Center
397 Route 46 West, Fairfield, NJ 07004

Leasing Opportunities: 1,500 SF
 Walgreens Shopping Center is a 40,000 SF retail strip center with prime highway frontage visibility and prominent pylon signage on Route 46 West. Easy accessibility from Route 46 plus jughandle access in rear. Public transportation is easily accessible from the center with a bus stop directly in front of Route 46. Over 140,00 vehicles pass this shopping center daily.



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CEO CORNER(continued)

By John M. Azarian, Jr.



...Our Leasing Team, led by Kevin Pelio our Senior Director of Leasing, is strong, creative, innovative and most importantly making deals and signing leases! We continue to strengthen our leasing as well as our management teams. Kimberly Hanna and James Azarian are both now licensed in New York as well as New Jersey. We have hired one of my former students at STAC, Sean Devir, as a summer intern to assist our Leasing Team. My son, John, has also joined our staff specializing in Property Management and Construction Supervision.

We continue to expand into providing third-party services for management, leasing and exclusive tenant representation. We have recently been appointed exclusive leasing agent for a grocery anchored shopping center, exclusive tenant rep for several aggressively expanding franchises, and more.

It has been a tough two years on so many levels but thankfully, we are emerging strong and the future looks bright. I do believe the worst is over and things will slowly improve from here.

Seen in *Invest: North Jersey*
2022 issue



PERSPECTIVES:
Changing real estate dynamics

John Azarian
Co-Founder & CEO - The Azarian Group

I think the properties that have a high concentration of retail are going to be repurposed, so there is a shift. We've been doing more retail and dining services because they are internet-proof; those are experiences that cannot be had online. There will be a shift in that direction. ■



COMPANY NEWS

Please Welcome our Intern!

Sean Devir has joined the Azarian Realty Co. leasing team for the summer as Leasing and Property Management Intern. Sean is a Business Management Major at St. Thomas Aquinas College and a former top student in Professor Azarian's Entrepreneurship class. Sean has been assisting with leasing, prospecting, marketing, and property management tasks.

New Employee:

Ruby Lopez has joined the Accounting Department as Data Entry & Billing Specialist.

Azarian Realty Co.'s Newest Licensees:

James Azarian and Kimberly Hanna both recently obtained their New York Real Estate Salesperson Licenses. Both are now licensed in New Jersey and New York.

Stay in Touch:



Azarian Realty Co.



The Azarian Group, LLC



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AZARIAN REALTY CO. LEASING TEAM

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