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Businesses commit to Glassboro

Rowan Blvd. corridor to have mix of stores

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GLASSBORO

Merchants are committing to space along the \$300 million Rowan Boulevard retail corridor, attracted by the community's base of college students, office workers and residents within walking distance.

So far, Barnes & Noble has signed for a 56,000-square-foot big box store that will in-

clude a Starbucks Cafe. Sora Holdings, the developer of the 26-acre mixed-use project, said a number of other retailers are finalizing deals.

"We've had letters of intent from restaurants, various service providers and apparel stores," said Greg Filipek, a principal at Sora, which has headquarters in Washington Township and Towson, Md.

He declined to reveal specific merchants until con-

tracts have been finalized.

Stores and restaurants are expected to generate at least \$48 million in annual sales when the project is completed in 2012.

The developer is shopping for tenants based, in part, on the result of a study analyzing the Glassboro market by JGSC Group of Merchantville.

"Students and faculty told

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Rendering provided

The Rowan Boulevard project is expected to bring a wide range of new businesses to Glassboro.

Glassboro/Retail plans made

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us what retailers they want," Filipek said.

Favored restaurants included Applebee's, Cheesecake Factory and Red Lobster.

According to the study, Rowan students have a collective discretionary spending power of \$18.3 million per year, only 18 percent of which is spent in downtown Glassboro.

In addition, the study said there are 350,000 shoppers in a 10-mile radius who spend \$450 million

more than the sales generated by merchants in the town.

The redevelopment is expected to include 125 new retailers, apartment-style housing for 884 students, 40,000 square feet of office space and a 107-room Holiday Inn Express & Suites hotel and conference center.

Groundbreaking for Barnes & Noble is slated for August.

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