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By: Joshua Burd

Developers, local officials welcome new Lidl supermarket to Bayonne



Lidl at 20 Goldsborough Drive in Bayonne – Courtesy: Lidl

A new Lidl supermarket has opened its doors in Bayonne, marking the latest piece of a large mixed-use redevelopment by JMF Properties and RD Management.

The developers and the operator recently announced the debut of the grocery store at Harbor View Marketplace, which sits at Goldsborough Drive and Route 440 on the city's former Military Ocean Terminal. The supermarket, which measures more than 35,000 square feet, joins several other national tenants at the roughly 241,000-square-foot retail center.

"Lidl is the type of business we love to partner with, one that provides a tangible benefit to local residents and consumers," said Joseph M. Forgione, founder and principal of JMF Properties. "We are proud to welcome them to the retail mix we are curating here at Harbor View Marketplace along with RD Management and thankful that we were able to work closely with the city of Bayonne and Mayor Jimmy Davis to make this milestone grand opening a reality."

The store is among several new locations in the state for the Arlington, Virginia-based chain. Known for its lower prices, Lidl offers a vast selection of healthy and organic options, European specialty items and private label products in addition to traditional groceries.

For his part, Davis noted that Lidl was the latest national retailer to come to Bayonne.

“Lidl’s decision to set up shop in here is yet another sign that Bayonne is a great location for business,” he said. “We are happy to provide a new American location for this important European retail company.”

In a news release, Lidl said the newly built store will have easy-to-shop layouts that will mean a faster and more convenient experience for customers. The store also has health and safety measures protocols in response to the ongoing pandemic.

It joins other recently announced retailers such as LA Fitness, CVS Pharmacy and Starbucks, along with a Costco Wholesale store that anchors the first phase of Harbor View Marketplace.

“The grand opening of Lidl is an exciting day for Harbor View Marketplace and the Bayonne community,” said Richard Birdoff, principal and president of RD Management. “We believe this dynamic lifestyle center will fulfill the needs of residents and visitors of Bayonne looking to take a break from the city.”