

3 new stores coming to the Jersey Shore



DEVIN LORING
 WHAT'S GOING THERE?

Check out three new businesses that recently opened, or are soon opening, in Monmouth and Ocean Counties — each a store that has something completely different to offer.

Toms River

A Dollar Tree in the Sunken Branch Mall, 1071 Route 37 West, Toms River, is celebrating its grand opening.

The discount store occupies a 9,333-square-foot space previously home to CVS. The CVS moved across the street to a location with a drive-through, according to an [R.J. Brunelli](#) news release.

Dollar Tree has stores in 130 cities in New Jersey, including four locations in Toms River. In addition to the newest store on Route 37, there are Dollar Tree locations on Hooper Avenue, Lakewood Road and Fischer Boulevard.

At the end of the fourth quarter, the company operated 13,851 stores nationwide and in Canada. During the quarter, the company opened 128 stores and closed 28.

Long Branch

Long Branch Beauty Supply opened recently in a 2,000-square-foot space in Suburban Plaza, 492 Joline Ave., Long Branch.

Recently, Little Caesars announced it was opening in a 1,650-square-foot storefront in the same plaza, which also includes a Dunkin' Donuts, Welsh Farms and Dollar Surplus.

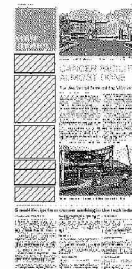
It's difficult for independent beauty retailers to break into the market, according to an IbisWorld report, because startup costs are so high.

The average investment to open an Ulta store is about \$1 million, according to financial statements, although smaller retailers such as Sally Beauty Supply only have about \$70,000 in startup capital costs, according to the report.

Still, the industry is expected to grow in the next five years, along with disposable income.

Aberdeen

A 4,000-square-foot freestanding building that used to be a Citgo gas station at Route 34 and Lloyd Road in Aberdeen will house a Mavis Discount Tire store



come the fall.

Last August, Mavis acquired STS for \$48 million, which more than doubled the size of the company.

Have you seen a construction project in Monmouth or Ocean counties and wanted to know what was going there? Contact staff writer Devin Loring at 732-643-4035 or dloring@gannettnj.com, and she will look into it for a future column. For previous stories, visit www.app.com/whatswhere.



Dollar Tree celebrates its grand opening in Route 37 in Toms River.
DEVIN LORING/STAFF PHOTO