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## THIS WEEK



**Where the pro**  
Power Train Sports plans to franchise its expansion gyms.

**Nova high-tech**  
Villanova has created a state-of-art tech learning center at the Navy Yard.

**TARP talk**  
The big banks have backed the money, not with the small ones.



**BizBites**  
Get a whiff of the latest food news from the scene.

**THE LIST**  
**South Jersey law**  
South Jersey law firms ranked by number of South Jersey attorneys.

**South Jersey hotels**  
South Jersey hotels according to the number of rooms.

## Endo looks to expand

### Pharma firm wants HQ along Route 202

NATALIE KOSTELNI  
STAFF WRITER

Endo Pharmaceuticals Inc. is seeking to expand along the Route 202 Corridor. The company is in the market for more than 350,000 square feet so it can relocate its corporate headquarters from Chadds Ford.

The company has reportedly zeroed in on Valley Creek Corporate Center in Exton after

SEE ENDO, P26



## Restaurants flourish in Collingswood

Chef Joey Baldino in the doorway of his soon-to-open Zeppoli Restaurant in Collingswood, Camden County. Special Report: South Jersey Business. P10

CURT HUDSON



NATALIE KOSTELNI | BUSINESS JOURNAL

## A new life for New Market site

NATALIE KOSTELNI  
STAFF WRITER

Toll Brothers Inc. is proposing a condominium project at the former New Market Pavilion parcel in Society Hill that, in spite of being a prime site in one of the most desirable neighborhoods in Philadelphia, has failed for nearly 20 years to get a development out of the ground.

The Horsham residential homebuilder is proposing to

Plans to fill a dead zone on  
Head House Square.

SEE NEW MARKET, P27

## Union cries foul at Davis Vision

JOHN GEORGE  
STAFF WRITER

The union representing workers at the Davis Vision eyeglass manufacturing plant in Newtown Square have filed unfair labor practices charges against the company.

The IUE-CWA Local 81408 represents about 110 workers at the Delaware County site, which churns out 3,800 eyeglasses a day

SEE VISION, P26



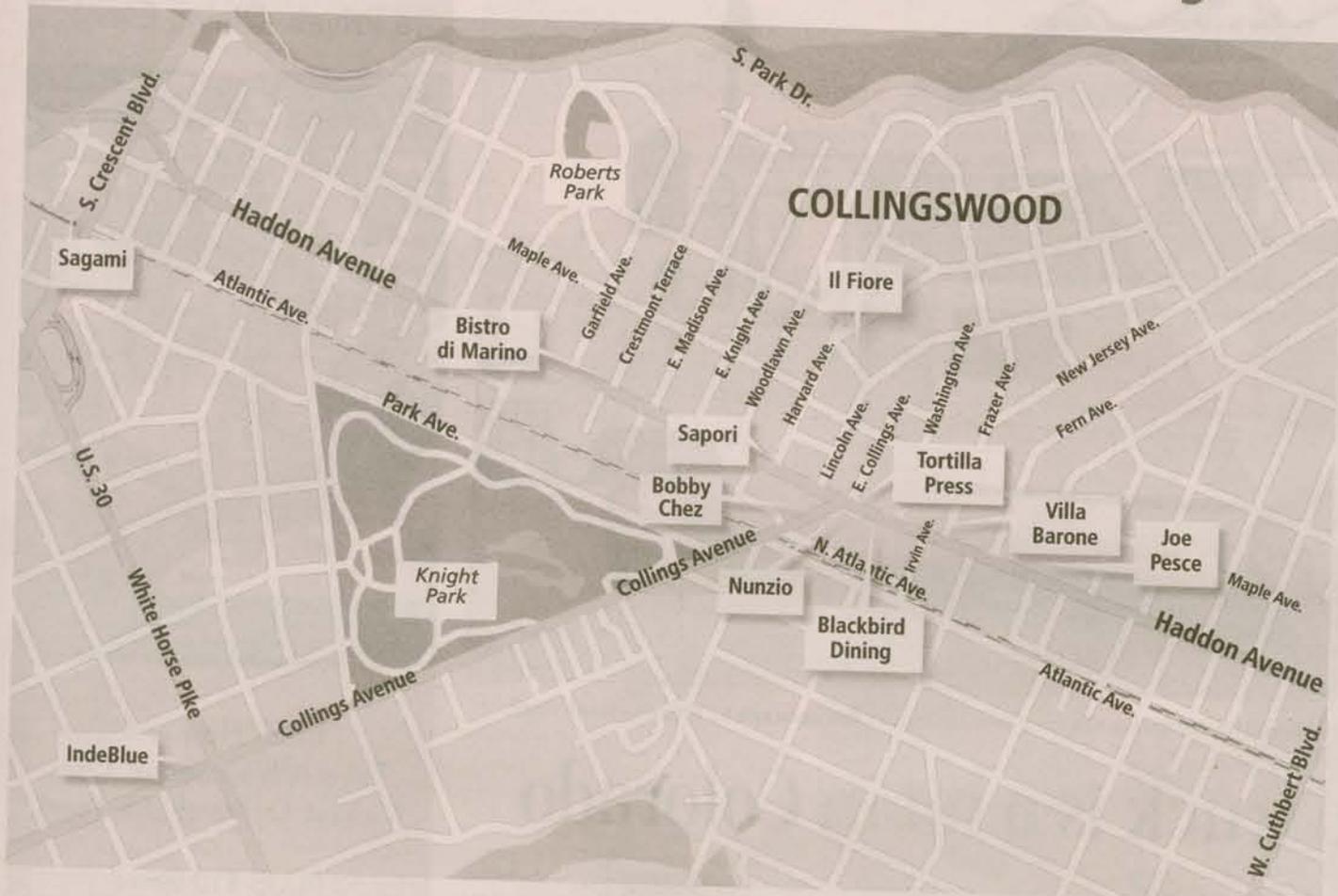
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# Special report: South Jersey Business



## ZAGAT RATED

### Dining on the Avenue

Top-ranked restaurants in Collingswood, according to Zagat Survey. Rankings are on a scale of 0-30. The cost is for a dinner, a drink and a tip.

- 1. Satori**  
Italian  
601 Haddon Ave. (Harvard Ave.)  
Food: 28 Decor: 22 Service: 26 Cost: \$40
- 2. Sagami**  
Japanese  
37 Crescent Blvd. (Atlantic Ave.)  
Food: 27 Decor: 14 Service: 21 Cost: \$38
- 3. Il Fiore**  
Italian  
693-695 Haddon Ave. (Collings Ave.)  
Food: 26 Decor: 17 Service: 22 Cost: \$33
- 4. IndeBlue**  
Indian  
619 Collings Ave. (White Horse Pike)  
Food: 25 Decor: 24 Service: 25 Cost: \$23

- 5 (tie). Bobby Chez**  
Seafood  
33 W. Collings Ave (Haddon Ave.)  
Food: 24 Decor: 11 Service: 18 Cost: \$23

- 5 (tie). Blackbird Dining**  
French/Italian  
714 Haddon Ave. (between Collings and Irvin Aves.)  
Food: 24 Decor: 17 Service: 22 Cost: \$43

- 5 (tie). Joe Pesce**  
Italian/Seafood  
833 Haddon Ave. (between Collings Ave. and Cuthbert Blvd.)  
Food: 24 Decor: 15 Service: 23 Cost: \$43

- 5 (tie). Nunzio**  
Italian  
706 Haddon Ave. (Collings Ave.)  
Food: 24 Decor: 22 Service: 22 Cost: \$41

- 5 (tie). Tortilla Press**  
Mexican  
703 Haddon Ave. (Collings Ave.)  
Food: 24 Decor: 19 Service: 22 Cost: \$28

- 10 (tie). Villa Barone**  
Italian  
753 Haddon Ave. (between Frazer and Washington Aves.)  
Food: 22 Decor: 19 Service: 22 Cost: \$33

- 10 (tie). Bistro di Marino**  
Italian  
492 Haddon Ave. (Crestmont Terrace)  
Food: 22 Decor: 17 Service: 20 Cost: \$36

Source: Zagat Survey.

## Collingswood restaurant row grows

PETER VAN ALLEN  
STAFF WRITER

**C**OLLINGSWOOD — On a given night, the borough's main street, Haddon Avenue, is bustling with lively events and crowds of people. Much of the nighttime growth in the downtown has followed the growth of restaurants here — a byproduct of the borough's effort to bring businesses back after years of decline.

"We've been here six years and it was just kicking off around then. It was one of those things where they were just trying to clean up the town. One restaurant opened — Nunzio's — and others followed, one came in, then another. Being known for restaurants definitely brings people into town," said Gina Horlacher, who owns Cheese Etc. & Gourmet Gifts at 686 Haddon Ave. with her husband Ken Horlacher. "It's definitely good for us because people are always milling about, waiting to get into restaurants."

Nunzio Ristorante Rustico is still a mainstay on Haddon Avenue, but it has been joined by a host of restaurants, with cuisine including Italian, Mexican, Japanese, Indian, Cuban, seafood and American.

In mid-August, the newest addition to Collingswood's dining scene will be Zeppoli at 618 Collings Ave., an Italian restaurant with a focus on the island of Sicily.

Chef Joey Baldino named the 35-seat BYOB for the popular Si-



Chef Joey Baldino is opening Zeppoli at 618 Collings Ave.

cilian treat, fried dough made either sweet or savory.

Baldino worked locally under Chef Marc Vetri, at the namesake Vetri restaurant in Center City. Most recently, Baldino was chef de cuisine at Vetri. He also served as sous chef for the opening of Osteria, working under Vetri's chef-partner Jeff Michaud. He also worked for chefs Georges Perrier, Michael Solomonov and Jose Garces.

In 2009, Baldino took an extended culinary tour of Italy, where he ended up at Anna Tasca Lanza's villa in Sicily, working under Tasca Lanza and her daughter Fabrizia. (Tasca Lanza died in July 2010 at age 74.)

Ingredients will include citrus, legumes, nuts and even couscous, as well as spices such as cinnamon, nutmeg and saffron, seasonings of the time-honored dishes. Many plates will highlight the region's fresh seafood, particularly tuna, sardines and swordfish. Traditional desserts will include cannoli and gelati. Decor will include farmhouse wood tables and historic black-and-white photos of Sicilian scenes.

"I really want to create a place where guests can enjoy a great meal and feel like it's an extension of their own home," said Baldino. "Zeppoli is inspired by my two decades of cooking experiences, from formal to casual, intricate to minimalistic, but mostly I would call it hearty and soulful."

Whether Baldino and his pedigree raise the credibility of Collingswood another notch remains to be seen. Like many suburban downtowns that have been hurt by larger shopping centers and changing shopping habits, the borough worked hard to revitalize its downtown.

Collingswood Partners Inc., a nonprofit management company that oversees three business-improvement districts in Collingswood, was instrumental in aggressively courting busi-

SEE COLLINGSWOOD, P11

**South Jersey by the numbers**

**\$68,444**

Median household income in New Jersey.

**13.2%**

Population growth in Gloucester County between 2000 and 2010.

**-0.9%**

Decline in private nonfarm jobs in Camden County in 2008.

**\$5.4B**

Federal dollars allocated to Burlington County in 2009.

**20%**

Growth in federal dollars allocated to Burlington County between 2008 and 2009.

**10%**

Growth in federal dollars allocated to Camden County between 2008 and 2009.

**-23%**

Difference between the 2009 median household income in Camden and Burlington counties.

**81.1%**

Rate of homeownership in Gloucester County between 2005 and 2009.

Source: Multiple datasets compiled by U.S. Census Bureau: State and County QuickFacts, including newly released 2010 Census data.

**COLLINGSWOOD: Too much Italian?**

FROM PAGE 10

nesses, adding some 50 businesses in a five-year span. Many were restaurants.

To bring in more visitors, Collingswood instituted outdoor events like the May Fair, the Fine Arts and Crafts Festival and the Collingswood Music Festival, as well as "Second Saturday" events.

State "transit village" grants helped Collingswood develop retail sites near the PATCO transit stop.

Like nearby Haddonfield, the borough provides tax abatements for businesses and landlords that invest in façade improvements.

Still, at the restaurant that started it all, Nunzio's, General Manager Pino Algeri worries that there may now be too many restaurants, specifically Italian restaurants.

Of the 13 Collingswood restaurants listed in the 2011-12 Zagat Philadelphia Restaurants guide, six are Italian restaurants and one, Blackbird, is French and Italian.

Nunzio's is in close proximity to Il Fiore, Saporì, Villa Barone and Bistro di Marino.

"They've been coming in left and right, but there are too many," said Algeri. "It's good for Collingswood, but if they keep



CLINT HUDSON

By day: Haddon Avenue.

doing this, people are going to leave." But Algeri said he's not worried about Zeppoli, which will be nearly a mile away. "That's far enough away," he said.

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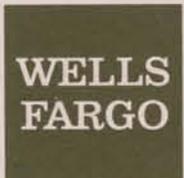
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By night: Tortilla Press packs them.

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