



PHILIP D. MURPHY
Governor

SHEILA Y. OLIVER
Lt. Governor

State of New Jersey

Highlands Water Protection and Planning Council
100 North Road (Route 513)
Chester, New Jersey 07930-2322
(908) 879-6737
(908) 879-4205 (fax)
www.nj.gov/njhighlands



CARL J. RICHKO
Chair

LISA J. PLEVIN
Executive Director

Contact:

Carole Ann Dicton, Manager of Communications
(908) 879-6737 ext. 105 or caroleann.dicton@highlands.nj.gov

FOR IMMEDIATE RELEASE
December 5, 2019

Highlands Council Awards Grant to Bloomingdale Borough for Sustainable Economic Redevelopment Plan

CHESTER, N.J. — The Highlands Council has approved a grant award of \$70,000 to the Borough of Bloomingdale in Passaic County, to complete a Sustainable Economic Redevelopment Plan. The plan will focus on identifying strategies and tactics to stimulate economic activity and growth along the Borough's Main Street.

“The Highlands Regional Master Plan (RMP) has clear goals related to sustainable economic development and redevelopment,” explains Highlands Council Executive Director Lisa J. Plevin. “We applaud Bloomingdale’s vision for sustainable growth and are pleased to support its efforts to enhance the community.”

The comprehensive project outlined by the Borough includes a three-step approach: (1) engage and assess the community, (2) analyze place-based economic challenges and opportunities, and (3) create a fact-based strategic plan for sustainable economic redevelopment. The project goal is to revitalize the community’s core and ensure a thriving downtown center, thus enhancing the unique character of the Borough while discouraging development of its environmentally-sensitive outer areas.

Already designated as a Center in the State Plan, Bloomingdale Borough has long been the focus of local efforts to improve the Borough's Main Street area and stimulate business activity. State Plan Centers are intended to be a focal point for growth in New Jersey, making it critical that they be thoughtfully designed and provided with the capacity needed to accommodate expansion. Redevelopment is a key strategy for promoting and accommodating growth; one that is particularly appropriate in the Highlands Region. The planning grant from the Highlands Council will help implement these objectives.

“Bloomingdale’s goals for growth and downtown revitalization are very closely aligned with the goals of the Highlands RMP,” says Highlands Council Chairman Carl Richko. “The RMP seeks to direct growth to areas where development already exists and away from less developed areas. Sustainable economic development and redevelopment plans like the one we are funding for Bloomingdale directly address the prevention of continued sprawl across our remaining farmlands and open spaces.”

The Borough has engaged the services of New Jersey Future to complete the project and anticipates that project work will begin early in 2020 with community engagement activities including meetings with local officials, business leaders/owners, community groups and residents.

The Highlands Council is a regional planning agency established in 2004 with the passage of the Highlands Water Protection and Planning Act and charged with implementation of the Act. More information is available at www.nj.gov/njhighlands.

#