

# DOWNTOWN BLOOMINGDALE

## SUSTAINABLE ECONOMIC REDEVELOPMENT ACTION PLAN



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**JGSCGroup**

# ACKNOWLEDGMENT

The New Jersey Future/JGSC Group team would like to express our gratitude for the support of the following individuals and organizations that made this work possible:

- This project was initiated with an economic revitalization grant from the NJ Highlands Council, whose interest in promoting positive economic growth while preserving and protecting the natural features of Highlands communities inspired key recommendations in this document.
- Work on the project began with the guidance and support of former Mayor Jonathan Dunleavy, who had a strong vision and desire to connect downtown Main Street with the Pequannock River, and to achieve a look and feel to Main

Street that would express the unique character of Bloomingdale.

- Access to Bloomingdale data, reports, and analyses was graciously provided by Chief Financial Officer Donna Mollineaux.
- Critical input was provided by Councilman John Graziano, Chairman of the Bloomingdale Economic Development Commission, and each of the members of the commission.
- After the untimely passing of Mayor Dunleavy last fall, renewed guidance was provided by Acting Mayor John D'Amato and Borough Administrator Michael Sondermeyer.
- Council member Ray Yazdi and Lisa Bendel of Tri-Boro Area Chamber of

Commerce also contributed their time and expertise to the project.

- Finally, we would like to acknowledge the dozens of Bloomingdale merchants that took the time to share their opinions with us and the hundreds of residents and visitors who completed a survey to express their preferences.

This Action Plan was shaped by the information and opinions shared with us by all of these people and would not have been possible without their participation and support. We thank them all.



Together with...



# EXECUTIVE SUMMARY

Place-based economic development planning incorporates local and regional land use character of a place into revitalization efforts. It provides a model to promote economic sustainability in conjunction with enhancement of environmental and cultural benefits because it is based on a community having a vibrant mixed-use, pedestrian-oriented center that elevates nature-based systems and features. Environmental and community assets are viewed as economic assets. The Borough of Bloomingdale sought the services of the New Jersey Future/JGSC Group team to develop a sustainable economic revitalization strategy with a place-based approach through the NJ Highlands Council grant program.

The goal of the project was to stimulate economic activity and growth along Bloomingdale's Main Street by attracting new development, businesses, retail stores, and restaurants in a form that increases the mix of uses, walkability, and overall sustainability of the community. The project was conducted through a three-step process of community engagement, analysis of place, and development of a strategic action plan. The community engagement involved in-person stakeholder and merchant interviews and an online consumer survey targeting residents and visitors from neighboring communities. The analysis of place component included a land use analysis that reviewed existing downtown

features, plans, and policies pertaining to redevelopment, parking, open space, pedestrian mobility, transportation, design and zoning ordinances, the master plan, utility service capacity, environmental land features, and the context of the Highlands Regional Master Plan. The analysis of place also included an economic analysis characterizing the trade area, demographics, existing downtown physical conditions, and an assessment of businesses, employment, and retail leakage. From the engagement and analysis findings, specific recommendations were developed and then formulated into a strategic action plan. Development concepts for potential catalyst projects are also described in the action plan.



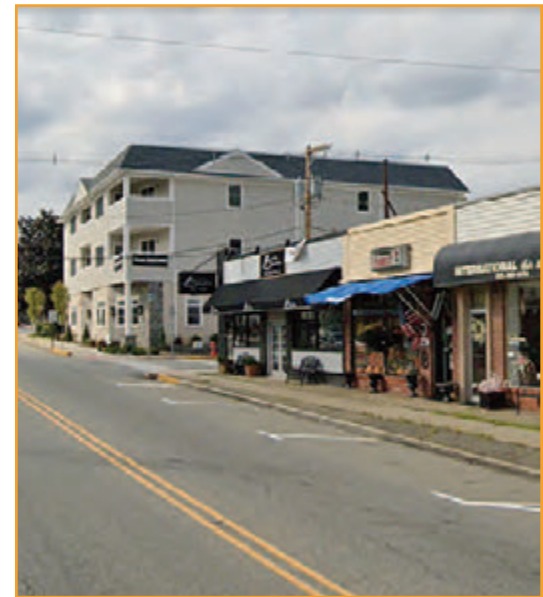
Key recommendations include the following revitalization actions for Bloomingdale:

- Add residential development to the downtown
- Make pedestrian and wayfinding improvements
- Develop a municipal parking strategy and program
- Adopt design standards
- Strategize redevelopment areas
- Change zoning and land use ordinances and update the master plan

- Capitalize on environmental features and improve floodplain management

The recommended procedural steps are for Bloomingdale to:

- Create a centralized management entity
- Designate a master developer
- Recruit new stores and restaurants
- Invest in marketing & retention
- Prioritize projects and assemble real estate for development



*Looking west along Main Street.*



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The recommendations of this report are organized into three sections. The action steps of the plan are found in two sections: **Revitalization Steps** and **Procedural Steps**. The actions described in the Revitalization Steps generally include place-making, infrastructure, housing, and streetscape improvements that the Borough can implement in the relative short-term. The Procedural

Steps section outlines a longer-term and more intentional redevelopment process, undertaken by the Borough, that can achieve milestones along the way. Both aspects are important for creating the vibrant downtown envisioned by Bloomingdale leaders, residents, and visitors. To offer suggestions that are compatible with the analyses undertaken for this project, the **Development Concepts** section includes specific ideas for projects that can serve as catalysts for economic redevelopment in Bloomingdale.



*View from Sloan Park, looking across Main Street to Reeve Avenue.*

# A PLACE-BASED APPROACH

Place-based economic development and sustainability relies on having a vibrant, walkable town center with welcoming public spaces. Creating this kind of place requires a town to take proactive steps to understand the market conditions and strategically plan how and where to guide efforts. While economic development plans typically focus primarily on economic growth indicators and attracting projects with a high dollar value, a place-based economic plan also incorporates natural and cultural resources and is guided by an economic sustainability model that recognizes the importance of having a mix of uses and getting people out of their cars. A sustainable local economy is one that supports existing community businesses, entrepreneurs, and workers through



*Shoppers stroll along Farnsworth Avenue in downtown Bordentown, New Jersey*



planning and investments and enhances the community for residents through design and amenity improvements. It keeps money circulating in the community and promotes a local “sense of place” that makes a community unique.

Economic sustainability is in part dependent on environmental sustainability, and a place-based approach does not sacrifice environmental health for economic growth. It considers environmental features to be integral and necessary components of a sustainable economy and economic success in a community. This approach is not only suitable for the Highlands because of the environmental resources and scenic aesthetic that can be leveraged in the

region. It is also the best way to balance economic and environmental interests—by supporting economic redevelopment while protecting natural ecosystems. A place-based approach is therefore in direct alignment with the goals and policies of the Highlands Regional Master Plan, which specifically promotes local economic initiatives that involve the sustainable use of natural resources, at the same time that it protects steep slopes, riparian zones, and wildlife habitats.

Downtown economic development involves understanding, building, and serving market demand for goods and services. In today’s marketplace, meeting this demand includes creating identifiable places where

people want to actively engage as residents, employees, or visitors. The approach of this plan assesses both the economic opportunities and the place-making possibilities of Bloomingdale to reflect smart growth principles of promoting a compact, walkable, and mixed-use built environment that highlights environmental assets and is a place where people will be attracted to live, work, and play. A place-based approach blended with traditional market analysis can guide economic development that retains the sense and form of a people-oriented community and is compatible with the environmental value of a treasured region such as the Highlands.

# PROJECT OVERVIEW

In the spring of 2019, the Borough of Bloomingdale retained the team of New Jersey Future/JGSC Group to solicit a planning grant from the NJ Highlands Council. The grant is designed to help Highlands Region communities preserve their natural environments while strengthening and sustaining their local economies. The Borough, NJ Highlands Council, and the consulting team agreed that the work should emphasize the following goals for Main Street.

- Stimulate economic growth along the Main Street corridor in a way that creates a “sense of place.”
- Provide Main Street with a “facelift” to improve the appearance of properties along the corridor.

- Increase walkability and pedestrian-oriented redevelopment on Main Street.
- Increase pedestrian access to the Pequannock River waterway.
- Increase public parking in the downtown while reducing impervious surfaces in the floodplain of the Pequannock River.

Work began on this project in January 2020 with research of local regulations, interviews of select stakeholders and merchants, and analysis of environmental and land use features in the downtown project area.

Because of the COVID-19 pandemic, community engagement work on this project was suspended in March of 2020 by mutual agreement of the Borough and the consulting team. Engagement work

## SURVEY RESPONSES

995 responses

1 in 4 Bloomingdale households

## DOWNTOWN CHALLENGES

**60%** Go downtown mainly to visit the bank or post office

Visit less often because of limited shopping options **70%**

**64%** Visit less often because of limited dining options

Visit less often because it's difficult to find parking **34%**

**56%** Never shop at stores in downtown Bloomingdale

Never dine at eating places in downtown Bloomingdale **18%**

## DOWNTOWN INITIATIVES

Consumers say it's very important to accomplish the following

Attract stores, restaurants and businesses downtown **72%**

**45%** Provide more public parking in the downtown area

Improve pedestrian safety and walkability in downtown **61%**

**68%** Revitalize storefronts and building facades

Create outdoor dining along the Pequannock River **77%**

**74%** Create a neighborhood shopping district for locals

Create a river walk with a public boardwalk **68%**

resumed in February 2021 with the launch of a community-wide consumer survey. The survey closed on March 26, 2021, with 995 people completing it.

The action steps recommended in this report apply all of the positive resources that are available to Bloomingdale in terms of the natural environment, community character, and current economic setting. To utilize those advantages, we have recommended a number of important redevelopment projects that can be undertaken in phases over a period of time to transform Main Street from the assortment of homes and unrelated businesses it currently exists as to a specific mix of commercial and residential development that will stimulate economic

growth, encourage pedestrian traffic, create opportunities to congregate and socialize along Main Street, and link the downtown to the Pequannock River waterfront.

Overall, the action plan will:

- Facilitate a smoother flow of both vehicular and pedestrian traffic.
- Create more public parking with clearer, easier access to it.
- Establish visible and welcoming gateways to residents and visitors into the downtown on both the eastern and western entrances to Main Street.
- Increase foot traffic to Main Street businesses.



- Support more outdoor public events that will bring people into the downtown.
- Reduce surface water runoff in the area, thereby reducing the risk of flood damage and improving water quality.
- Create a distinct town center at the heart of Main Street that will directly link Bloomingdale’s commercial center with Sloan Island Park.
- Provide a more sustainable business environment to better support the merchants there.

**RETAIL LEAKAGE (UNMET DEMAND)**

**\$10.4 million** Unmet demand, among Bloomingdale residents, for dining spending

Unmet demand, among Bloomingdale residents, for other retail spending **\$77.7 million**

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**WHAT CONSUMERS WANT**

**70%** Would visit more often for a fresh produce market

Would visit more often for dining along the river **77%**

**70%** Would visit more often for outdoor / sidewalk dining

Would visit more often for full service restaurants **70%**

**70%** Would visit more often for coffee shops, cafes, bistro

Say it’s very important for more housing downtown **32%**

# REVITALIZATION STEPS

We recommend that the following steps be undertaken in this general sequence to achieve revitalization of the Main Street in concert with an enhancement of and integration with natural assets.

# CALM TRAFFIC

Calming traffic along Main Street will help create an environment that is more conducive to commerce and economic activity. Creating friction will help slow traffic and make it easier for motorists to see stores, restaurants, and other businesses along the corridor. Similarly, calming vehicle traffic, along with other enhancements, will encourage pedestrians to travel farther and spend more time on Main Street.

The following steps should be explored to help calm traffic along Main Street.

- Add a roundabout, lighting, crosswalks, and other traffic calming measures to the intersection of Main Street and Hamburg Turnpike at the western gateway.



*Traffic calming will make it easier for pedestrians to visit stores, restaurants and other businesses.*

- Where possible, consider creating wider sidewalks to allow more space for pedestrians. This may be achieved by removing some on-street parking along the south side of Main Street from the

intersection with Hamburg Turnpike east to Sloan Park. Consider adding plantings and traffic bump-outs to further calm traffic.



- Using the recommendations described in this report for a parking management program, work to reduce the number of driveways along Main Street.
- When redesigning the intersection of Main Street and Reeve Avenue, consider crosswalks and signalization to help enhance pedestrian safety. Also consider extending Reeves Avenue further into the intersection to create a more traditional T-intersection.

- In cases where decorative streetlights have been installed, the lighting fixture sometimes sits in the middle of an already narrow sidewalk, making it difficult to navigate, especially for people with wheelchairs, strollers, or bicycles. In these situations, consider widening the sidewalk to create a new pathway or relocating the streetlights closer to the outer edge of the sidewalk to widen the existing pathway.



*Existing light poles interrupt pedestrian flow along sidewalks on Main Street.*

# ENHANCE THE VISUAL APPEAL

Consumers are more likely to visit and support multiple business when they find the commercial district to be welcoming, appealing, and interesting.

Enhancing visual appeal could include a proactive approach to facade improvements. Our analysis found a number of properties that looked tired and neglected. Improvements to consider include power-washing, debris removal, painting, replacing burned out lighting, adding decorative lighting, adding plantings, and taking similar steps.

Working with property owners, Bloomingdale could develop tax deferral or abatement programs to encourage and stimulate facade improvements. Enhanced code enforcement efforts would also



*Facade improvements could make Main Street more visually appealing for residents and visitors.*

encourage property owners to better maintain their properties.



*Vehicles parked and stored across sidewalks discourage pedestrian flow along Main Street.*

### OBSERVED VISUAL DETRIMENTS

- Rundown and outdated facades
- Bare concrete retaining wall along the north side
- Absence of appealing window displays
- Vehicle parking in front yards and on sidewalks
- Debris and storage of vehicles on properties

# CREATE BETTER PARKING

There is a misperception that the Main Street corridor lacks parking. The reality is, however, that Main Street has over 934 parking spaces between Van Dam Avenue and Hamburg Turnpike. Unfortunately, most of those spaces are private and restricted to use by the property owners or the customers or tenants of the properties. This causes vehicles to use a separate parking lot for each property visited, resulting in increased vehicle traffic along Main Street, more driveways interrupting the pedestrian flow, and general confusion about where to find parking.

With a parking management program, it would be possible to make more parking

publicly available without building additional parking spaces. With the conversion of private parking to public, the addition of signage directing traffic to that parking, and the creation of safer, more inviting walkways, the Borough could eliminate some of the public curbside parking on Main Street in order to create more space for wider walkways, outdoor dining platforms, and even parklets in the former parking spaces.

The Borough should work with property owners to develop a parking management program that would permit the Borough to manage parking on private property. The process is as described here:

- The Borough seeks agreement to manage property owners' parking spaces. Property owners retain ownership and continue to pay property taxes on the land.
- In exchange, the Borough connects existing parking spaces with those on adjacent properties to create more parking area and fewer driveways.
- The Borough provides maintenance on parking areas including surfacing, striping, snow removal, and similar items. The Borough also provides supplemental insurances. As needed, some spaces may be reserved for employee parking.



- If needed, the Borough could charge a small parking fee to offset its management costs.
- Identify appropriate locations to install parklets or expand sidewalks by conducting test demonstrations of conversions of targeted on-street parking spaces. Then install improvements where demonstrations were successful.

Additional parking should be required as new housing development occurs.



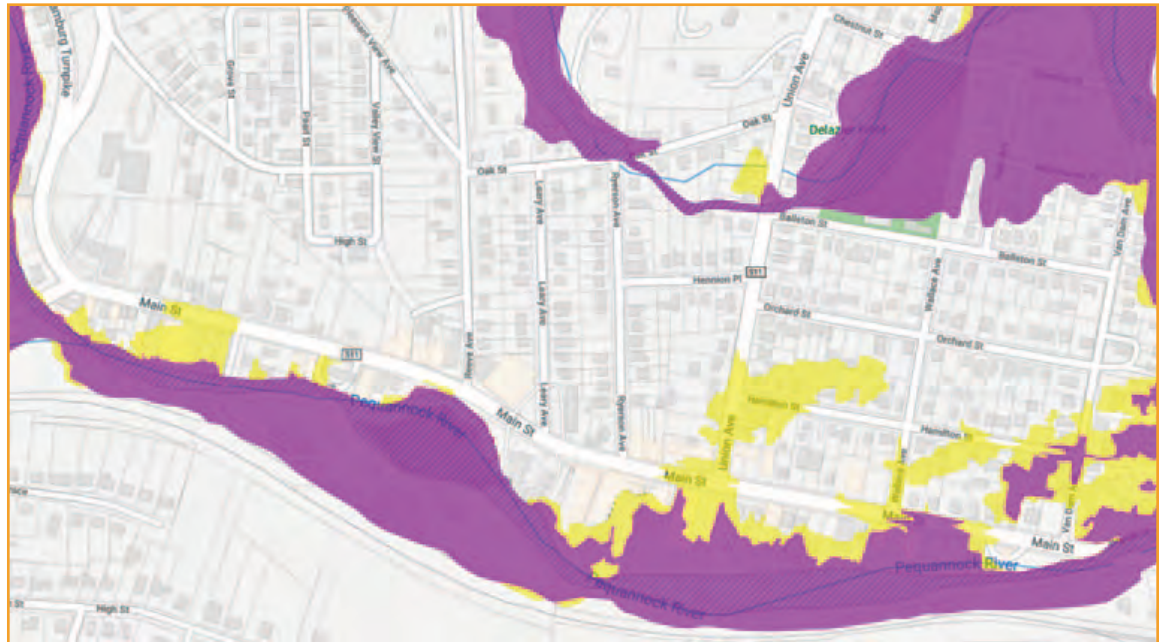
*Currently, these ten properties have separate private parking lots and seven driveways interrupting pedestrian flow along Main Street. This example shows how separate existing parking areas could be shared to reduce the number of driveways from seven down to two, while providing 45,500 square feet of space to accommodate about 165 vehicles. Employee parking could be designated as needed, and some of that space should be dedicated to a greenway along the river.*



# IMPROVE FLOODPLAIN MANAGEMENT

Much of Main Street is located in either the 100- or 500-year flood zone. While this alone will not prevent development, it will make it more difficult to attract desirable development or redevelopment to the corridor. The recent challenge to redevelop Lina's Restaurant is an example of what developers and the community can expect when considering redevelopment along Main Street. In addition, the New Jersey Department of Environmental Protection will be issuing new rules involving development in flood prone areas that will make it more difficult and expensive to develop in these areas.

To overcome these challenges, we recommend using a proactive approach that acknowledges the environmental constraints associated with development in the floodplain. All of the redevelopment



Map shows the Main Street corridor with 100-year (magenta) and 500-year (yellow) flood zones

suggestions contained within this plan avoid building in the 100- or 500-year flood zones. Moreover, the action plan includes recommendations for reducing existing impacts in the floodplain.

# CONVERT IMPERVIOUS PARKING TO PERVIOUS SURFACES

Wherever possible, impervious parking surfaces, particularly those located in the floodplain should be converted to pervious surfaces. Doing so will reduce stormwater runoff, helping to reduce flood risk and improve water quality.

There are various types of pervious parking surface materials, including gravel, interlocking pavers spaced to allow water infiltration between pavers, or a resin-bonded aggregate material that forms a porous surface. Pervious parking can be marked or striped for spaces, and a visually appealing approach is to use different colored pavers to delineate parking spaces or other designated areas.

Compared to concrete surfaces, pervious parking surfaces are typically less expensive to install, can support higher



*Upper left: Pervious pavers with spacers for water runoff.*



*Upper right: Pre-formed grids filled with aggregate and painted with parking lines.*



*Lower left: Pervious pavers with painted parking lines.*



*Lower right: Colored pavers used to denote parking lanes.*

weight loads, and provide better water infiltration. Pervious parking surfaces may be more expensive than asphalt, but they require less deicing, are more resistant to frost and heave cycles, and have a longer useful life.

We recommend that, as part of the parking management program, impervious surfaces be replaced with pervious parking surfaces over time wherever practical. We also recommend that all future downtown development and redevelopment be required to use pervious parking surfaces.

### **PERVIOUS PARKING SURFACES**

- Common types of pervious parking surfaces include pavers and pre-formed grids filled with aggregate.
- Pervious parking surfaces have four times the infiltration capacity of concrete, which can help reduce issues with water runoff.
- Pervious parking typically costs 30% less than concrete paving and has a useful lifespan of about 20 years.
- Pervious parking helps to minimize stormwater runoff and improve water quality.
- Some pervious parking surfaces can support up to 6,500 psi, compared to 2,500 for concrete.

# REDEVELOP INAPPROPRIATE PROPERTIES

There are a number of properties that should be redeveloped to provide more appropriate uses for the downtown corridor. Among other things, some properties have non-retail uses, are an impediment to a walkable retail corridor, are vacant or underutilized, have excess impervious surface cover, and/or are located in the flood zone.

Sufficient housing and walkable design are two precursors to creating a vibrant downtown. In order to create this type of place in Bloomingdale, certain uses will need to be replaced with housing or mixed-use development, and pedestrian

improvements will be needed. Many properties have already been designated as being in need of redevelopment, however other properties that we would recommend for redevelopment have not been designated as being in need.

A 2019 redevelopment study by CME Associates recommended designating a number of Main Street properties as areas in need of redevelopment. However, several of those properties were excluded from the final borough resolution. Some of the properties that should be reviewed include those shown to the right.

## REVIEW FOR REDEVELOPMENT

Block	Lot	Address
5057	1	1 Reeve Street
5057	2	2 Reeve Street
5060	10	37 Main Street
5060	11	39 Main Street
5060	25	103/105 Main St
5060	26	109 Main Street
5060	27	111 Main Street
5060	29	115 Main Street
5060	37	139 Main Street
5062	1	78 Main Street







# CREATE A TOWN CENTER & PUBLIC MARKET

A primary goal of the action plan is to create a town center in the downtown. Creating a town center requires an understanding of how and where to begin the process.

The first step to creating a town center is to create a central management entity to direct and manage the effort (as described later in the “Procedural Steps” section of this document), and to modify existing regulations to guide the revitalization effort (see the results of the ordinance review in the appendix). These two steps will create a foundation upon which the revitalization effort can proceed. A suggested scope of services, participants list, and set of functions for the central management entity is also provided with this report.

Experience has shown that downtown revitalization is most effective when there



*Aerial view of Main Street at Reeve Avenue with Sloan Park at the bottom of image.*

is a central management entity to manage the process, coordinate the efforts of different stakeholders, and continually

explore options for additional growth, funding, and activities in the downtown.

Appropriate land use policies and regulations are also essential for developing and maintaining downtown design, character, and viability. During the community analysis, it was discovered that there are regulations and planning documents that need to be updated to reflect the goals of the revitalization efforts. For example, there is a need to update the master plan, revisit the redevelopment strategies, modify downtown zoning regulations, and adopt a design standard, among other things.

To serve as the catalyst for additional development and investment, development of a public market is recommended in the core of the downtown. A public market could capture some of the more than \$11.7 million in annual unmet demand for specialty food



*Reading Terminal Market in Philadelphia, PA.*

and grocery in Bloomingdale, while satisfying strong consumer preferences expressed in our consumer survey for baked goods, fresh produce, butchers, seafood, and similar items.

A public market is a logical choice because it could not only act as an anchor to

establish a town center; it is an ideal setting to provide a place for local residents to meet and socialize, which would increase overall foot traffic to the downtown. Moreover, many public markets are managed by local government agencies or quasi-government agencies, so Bloomingdale could have control over the funding and management of the market.

Another benefit of public markets is that they provide flexible lease options for tenants and can be a reasonably priced option for unique or young businesses. Though there are many public markets, the one in Easton, PA, is preferred because of how it was created and is managed. Similar public markets can be studied in Philadelphia, New York City, and Baltimore.

# DEVELOP DOWNTOWN HOUSING

As a rule-of-thumb, a downtown must have about 15 housing units per acre to thrive economically. Current housing density along the Main Street corridor is about 3.1 units per acre.

To increase housing density, Bloomingdale should plan to develop high-quality apartments, condominiums, and townhouses in the downtown area. The survey of consumers found demand for one- or two-bedroom apartments or condominiums, single family townhouses, as well as apartments or condominiums above retail stores.

Downtown housing should provide less living space than nearby single-family homes in the community because there is limited downtown space to accommodate larger home sizes, and the home buyers interested in downtown housing tend to be young singles, couples without children, and “empty-nest” seniors with lower space requirements. The recommended size is about 1,200 to 1,500 square feet for apartments and 1,900 to 2,400 square feet for condominiums and townhouses. Still, it is important that the housing units offer amenities that will appeal to buyers and renters such as upscale finishes, dedicated parking, and proximity to shopping and entertainment.

## HAVE INTEREST IN HOUSING IF BUILT ON MAIN STREET

Condominium or apartment with 1 or 2 bedrooms **18%**

**14%** Single family townhouse with 3 or more bedrooms

Condominium or apartment above stores / restaurants **14%**

**11%** Condominium or apartment with 3 or more bedrooms

If moving to new housing downtown, “I would buy” **17%**

**9%** If moving to new housing downtown, “I would rent”





*Above: Urban townhouses*

*Below: Condominiums above retail*



*Above: Art deco condominiums / apartments*

*Below: Condominiums / apartment s above retail*



# CREATE A SHOPPING & DINING DISTRICT WITH SIDEWALK & RIVERSIDE DINING

Currently, Main Street is a group of unrelated businesses and single-family homes randomly scattered along a county roadway. It does not announce your entry with signage. It does not guide you to public parking and encourage you to walk the downtown. The narrow sidewalks and fast-paced traffic moving in close proximity to the storefronts actually discourage browse-shopping.

A merchant complaint during the engagement process was that there is not enough foot traffic in the downtown to support their businesses. However, consumers have expressed a desire for a district of walkable stores and restaurants. Further, our economic analysis found there is sufficient unmet consumer demand to support a successful downtown shopping district.



*Dining along the Rancocas Creek at Carlucci's Waterfront in Mount Laurel, New Jersey.*

To create such a district, Bloomingdale will need to develop new retail space, ideally in a mixed-use setting. Each new retail space should be able to host multiple stores/restaurants and provide wide sidewalks and other areas where consumers can browse, congregate, and socialize.

The consumer survey and economic analysis revealed there is opportunity for restaurants and food-related businesses, so the initial recruitment efforts should focus on those businesses. Once those businesses are in place, the focus can shift to more specialty and unique retail offerings.



Consumers have expressed strong interest in outdoor dining, including dining along the Pequannock River and on sidewalks near restaurants. In addition, we recommend that all future restaurant locations consider offering outdoor dining on their properties or along the sidewalk if available.

To avoid confusion about the types of outdoor dining, it is defined in four ways. First, outdoor dining that occurs on the restaurant's off-street property is called "patio dining." Outdoor dining that occurs along the sidewalk, either on the restaurant's property or permitted in a right-of-way, is called "sidewalk dining." Dining that occurs in an open-air setting on the top of a building is called "rooftop dining." Finally, dining that occurs along the Pequannock River on the restaurant's



*Downtown shopping district along South Main Street in Geneva, New York.*

property or permitted in a right-of-way is called "sidewalk dining."

When identifying potential locations, consider if outdoor dining would be viable

and ensure that sidewalks or riverside locations are adequate and safe for use. Also revise the municipal ordinance to make sure that outdoor dining is permitted in those areas where it is desired.

# CREATE A RIVER WALK

For nearly two decades, Bloomingdale has discussed the idea of creating a river walk along the Pequannock River. We, too, recommend that a river walk be created to connect the Main Street corridor to the river, both because it would be good for business, and because the walkway would give people the opportunity to be connected with a beautiful, natural feature of their community. We believe it is feasible to create a river walk that stretches from the intersection of Union Avenue and Main Street to Hamburg Turnpike where it intersects with Glenwilde Avenue.

The river walk study completed in 2013 would have to be updated to determine necessary permitting requirements and design details. The walk could potentially intersect with Main Street at Union Avenue, across the front of Sloan Park, at



*Signage for the Riverwalk Downtown Trail in Waco, Texas.*



113 Main Street (the driveway to VMC Group), and at the intersection of Main Street and Hamburg Turnpike. At each entrance, signage should be installed to note the presence of the river walk, as

well as providing wayfinding signage for other nearby locations.

Creating the river walk will require Bloomingdale to secure easements

through a number of properties. However, only a few are residential properties. More than not, the riverfront borders commercial parking lots and vacant or underutilized properties.



*Proposed River Walk of about 4,300 linear feet.*

# CREATE DOWNTOWN EVENTS & ACTIVITIES

Consumers also expressed strong interest for outdoor activities in the downtown area, such as movies and concerts in the park, outdoor theater, and other public gatherings. Bringing consumers to the downtown area for events and activities will help stimulate other economic activity, including dining or visiting stores before and after the events.

We recommend a mix of seasonal events that will appeal to different demographic segments. Compared to large mega-events, smaller, more frequent events will do more to activate the Main Street corridor and help stimulate economic activity for local businesses. Make sure the businesses are well-informed about upcoming events, and work with them to



*Movie night in the park at Prospect Park in Brooklyn, New York.*

do things that encourage consumers to stroll the corridor and visit the businesses.

Consider regular programming at Sloan Park with events varied by time of day. An example program could include: yoga in

the early morning, senior citizen activities during the late morning, tables and chairs for employees on lunch break, club or other activities for kids after school, and gathering events for families to attend in the evening. Developing a recreation program through the parks department will keep Sloan Park highly activated on a consistent and regular basis.

Keep in mind that events that close Main Street will hinder, rather than help local businesses. To avoid those situations, advance planning should address issues of parking, pedestrian flows, and traffic flows. Slowing traffic, while a temporary inconvenience for the motorist, will allow them time to see the stores and businesses in the downtown.

### EVENT & ACTIVITY IDEAS

- Concerts in the park, Bloomingdale Comet Band and other local musicians, movies in the park, story-telling
- Restaurant week, culinary festivals (curbside sampling), outdoor lunch events
- Outdoor fitness classes such as yoga, Zumba classes, and Jazzercise
- Street fairs, art fairs, craft shows, art installations
- Game night, trivia night, after dark events
- Outdoor painting classes, balloon art classes, photography classes, art/crafts classes
- Spring or autumn festivals
- Halloween events, pumpkin carving contests, costume parties
- Winter holiday events and festivals
- New Year's Eve candlelight events
- Seasonal farmer's market (assuming there is no public market)





*Yoga in the park in the Town Square at Glassboro, New Jersey.*

At 1.26 acres, Sloan Park is large enough to host small groups of  $\pm$  100 people. Given its proximity to the geographic

center of Main Street, it is an ideal location for events and activities. Assuming a public market could be developed on the

opposite side of Main Street, the combined locations would establish an anchor for the downtown and serve as a town center.

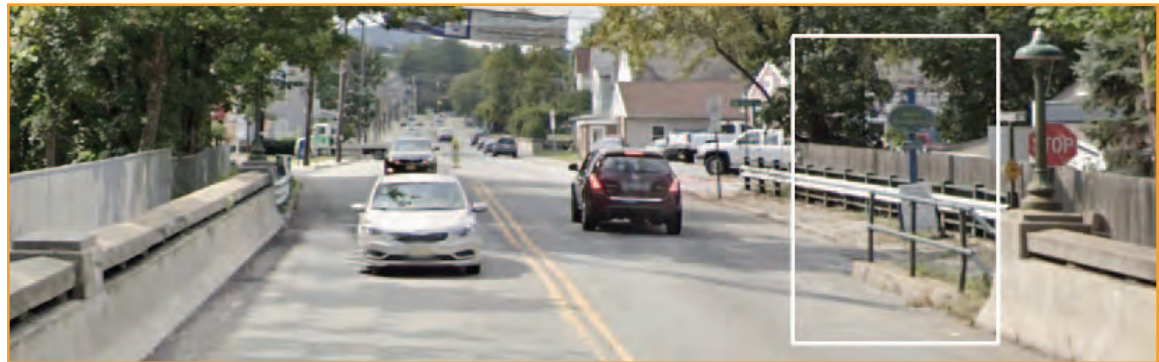
It is recommended that there be consideration for the need of an edge barricade that will minimize obstruction of the viewscape around the park while allowing events to be held there without concerns for people falling into the river.

A recommendation for the creation of additional greenspace, which would be sufficient to host larger events and activities, is included in the Development Concepts section of this plan.

# ADD GATEWAY & WAYFINDING SIGNS

Because Main Street winds through a number of communities, it may be difficult for people to know when they have entered Bloomingdale. Adding gateway signage will help reinforce the downtown's identity and alert motorists to look for stores, restaurants, parks, and more.

Given that nearly everyone entering the downtown area will arrive by vehicle, it is essential to erect parking signage. Virtually no economic activity can occur downtown unless and until people get out of their vehicles. Once people have left their vehicles, smaller signs along the sidewalk can provide walking directions to stores, restaurants, and other attractions. As a rule of thumb, the parking signage must be



*Existing gateway signage at the eastern edge of Main Street, near Van Dam Avenue. Larger, more prominent signage is needed to let motorists know they are entering the downtown shopping district.*

visible to the driver of a vehicle travelling at approximately 25 miles per hour.

Although engaging community artists in the branding design process is good practice, a common mistake in communities is to redirect a signage project into a major art project. Not only will this fail to achieve the

primary goals of the signage, but it will also accelerate costs, which will take funds from other important needs. We caution against overbearing artistic signs with dark blue or maroon backgrounds and gold stylized lettering. For readability, it's better to stay with primary colors, simple (sans serif) fonts, large arrows, and easily recognized symbols.



*Upper left: Use of plain text, simple graphics, and primary colors will enhance the ability of motorists to easily see and comprehend the directional signs.*

*Upper right: Once people park and leave their vehicles it will be easier to read signs. This sign encourages pedestrians to explore the community by walking to nearby destinations.*

*Left: Back-lit parking signs help motorists to find parking in the evening and inclement weather.*

*Right: Gateway signs can be vertical to minimize land area needs, such as on Main Street near Van Dam Avenue. Use plain text and primary colors. Avoid complex graphics which could distract motorists from driving safely.*





# ENCOURAGE LONGER DOWNTOWN VISITS

Currently, the primary role of Main Street is to move traffic through the corridor. Most commercial properties have separate driveways and parking areas, which encourages single-purpose visits and discourages browse shopping and extended pedestrian visits.

Wider sidewalks not only provide a buffer from vehicle traffic, but they provide physical



*Above: Street furniture along West Campus in Seattle, Washington. Left: Street furniture and chess boards in Washington Square Park near Greenwich Village in Manhattan.*



space for the installation of street furniture such as benches. Giving people places to rest along Main Street will encourage them to stop, sit, and stay in the downtown.

To become a comfortable place to browse and linger, the downtown will need more than just wide sidewalks and seating.

Small urban parks along Main Street will help cool and soften the corridor, create visual appeal, and provide places for people to congregate and socialize. To attract people to linger, add chess boards, a splash pad, trash cans, doggy parks, and similar amenities.



# REVITALIZATION ACTIONS

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## **CALM TRAFFIC**

1. Conduct a downtown walkability study.
2. Stage pop-up demonstrations at specific locations.

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## **ENHANCE VISUAL APPEAL**

1. Update the municipal code to incorporate design standards that include architectural guidelines; streetscaping, landscaping, and signage requirements; and civic and open space set asides as a component of redevelopment projects.
2. Implement and monitor a code enforcement program to prevent eyesores such as debris or materials/vehicle storage from persisting along Main Street.
3. Develop a municipal program to promote façade improvements and assist property owners with exterior renovations that will improve the visual appeal of Main Street.

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## **CREATE BETTER PARKING**

1. Develop and implement a parking management program.

2. Evaluate parking spaces for conversion to wider sidewalks or parklets.

---

## **IMPROVE FLOODPLAIN MANAGEMENT**

1. Protect a greenway along the river through open space acquisition.
2. Enhance the stormwater ordinance to require more green infrastructure in development and redevelopment projects.
3. Revise the steep slope ordinance to prohibit development in environmentally sensitive areas.
4. Create a stormwater utility.

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## **CONVERT IMPREVIOUS PARKING TO PERVIOUS SURFACES**

1. Adopt an ordinance to require future development and redevelopment in the downtown use pervious parking surfaces.

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## **REDEVELOP INAPPROPRIATE PROPERTIES**

1. Add appropriate properties to the redevelopment area designation resolution.

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## **CREATE A TOWN CENTER**

1. Acquire Block 5059, Lots 1 and 2; Block 5057, Lot 1 and 2; and, Block 5062, Lot 1.

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## **DEVELOP DOWNTOWN HOUSING**

1. Revise the zoning code to permit higher residential density along Main Street and the immediate downtown area.
2. Update the master plan to recognize environmental constraints within the area designated as the economic development area (Planning Area V) and redirect residential development toward redevelopment and revitalization of the downtown.

---

## **CREATE A SHOPPING & DINING DISTRICT**

1. Revise zoning to permit a mix of commercial and residential uses and outdoor dining in the downtown.
2. Revise ordinances incompatible with downtown revitalization, such as those relating to parking, permitted uses, bulk requirements, pedestrian mobility, and design (Appendix C).
3. Update the master plan to promote mixed-use, compact, pedestrian-oriented development in the downtown (Appendix C).

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## **CREATE A RIVER WALK**

1. Update the open space plan to target easement acquisition along the downtown riverfront.

2. Allocate funds from the Recreation and Open Space Establishment Trust Fund for open space preservation along the downtown riverfront.

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## **CREATE DOWNTOWN EVENTS & ACTIVITIES**

1. Work with the recreation department to establish regular daily and seasonal programming at Sloan Park.
2. Conduct a community survey to determine which events to offer at which times.

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## **ADD GATEWAY & WAYFINDING SIGNS**

1. Develop a Special Improvement District (see page 61).
2. Develop design standards for downtown.
3. Work with the SID and parking management authority to site, design, and install signage.

---

## **ENCOURAGE LONGER DOWNTOWN VISITS**

1. Implement Bloomingdale's Complete Streets Priority Action Plan.
2. Update the open space plan to include downtown parklets and civic spaces.
3. Work with the SID (see page 61) to fund test demonstrations and mobile street furniture and plantings.

# DEVELOPMENT CONCEPTS

In 2019, Bloomingdale designated certain properties in need of redevelopment and some, but not all, of those properties are included in our redevelopment recommendations.

Redevelopment does not need to occur in a single, massive undertaking. In fact, it will probably work better if implemented as an ongoing effort conducted in phases over multiple years. Assuming the Borough will be responsible for acquiring and assembling properties for the projects, a steady ongoing approach would allow funds to be invested, recovered, and re-invested as projects move forward.

It is important to understand that the following recommendations are offered only as examples of the types of

development that could assist the community in meeting its goals of creating a vibrant Main Street and town center. In preparing our recommendations, we considered several factors including environmental constraints or enhancements, space requirements, regulations, consumer preferences, and unmet economic demand in specific categories shown in syndicated retail market data.

All of the recommended concepts avoid development in steep slope areas or in the 100- and 500- year flood zones, although some properties may be within the Riparian Area and the Open Water Protection Area, which are designated by the Highlands Regional Master Plan (RMP) and used for implementation of the RMP. Because Bloomingdale's

downtown area is within the Economic Compatibility Zone of the Highlands Planning Area, and the area is previously disturbed in most locations, land disturbances that follow low impact development best management practices are permitted. Because Bloomingdale's Main Street properties are within the buffer area of the Category 1 Pequannock River, and to result in no net loss of functional value as specified in the RMP, redevelopment should maximize green infrastructure, promote groundwater recharge, and support good water quality. Habitat restoration should be incorporated wherever feasible.

# CONCEPT: TOWN CENTER

We recommend creating a town center on Main Street opposite Sloan Park. We conceptualized two projects on the north side of Main Street, across from the park. (See rendering on next page.) Both projects would be designed to function as an extension of Sloan Park to create more public gathering spaces.

These projects would visually define the town center by extending the Reeves Avenue curb line about 45 feet south to intersect with Main Street and create larger sidewalk/plaza areas. Adding crosswalks, signage, traffic signals, and lighting would enhance pedestrian safety and make it easier for pedestrians to connect with Sloan Park.

**Public Market** Build a public market on the northwest corner of Main Street and Reeve

Avenue. The site would include four properties (Block 5059, Lots 1 and 2, and Block 5057, Lots 1 and 2) with about 35,000 square feet of land area. The properties in Block 5059 have already been designated as in need of redevelopment. The properties in Block 5057 are outside of the area investigated in the 2019 redevelopment study.

This concept includes the following:

- A two-story building with a 10,000-square-foot footprint designed in an inverted “U” shape, with the open end of the shape facing Main Street, and off-street parking for 76 vehicles and a delivery lane at rear of property.
- A courtyard inside of the “U” shaped building that, when combined with the

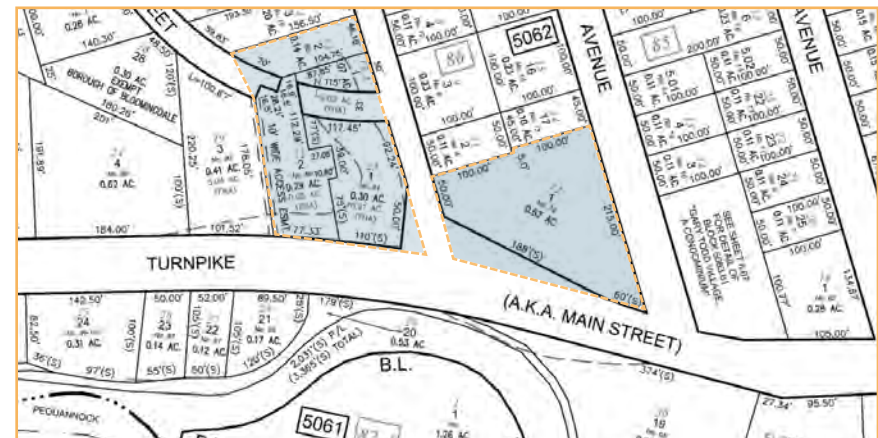
expanded sidewalks on Main Street, would create about 11,000 square feet of public space or plaza which could be used for outdoor dining and/or public events and activities.

- Create a 10,000-square-foot ground floor public market with stores lining the outside walls and common area along inside walls. Install floor to ceiling sliding or folding doors that can open up to the plaza for seasonal events and activities.
- Create an additional 8,000 to 10,000 square feet of office space on the second floor. The office space will allow for a shared use of the parking spaces with the public market: the spaces would serve office workers during weekday work hours, then serve patrons of the market at night and on weekends.





Above, conceptual site plan for a 20,000 sf public market with offices and a 46,500 sf of retail space with upscale condominiums on 2nd and 3rd floors. Below left, Chelsea public market on 9th Avenue in New York City. Below right, map showing lots needed for this project.



**Condominiums over retail** On the northeast corner of Main Street and Reeve Avenue, build retail space at grade with two floors of high-quality condominiums above. The site would include the current IGA property at Block 5062, Lot 1.

The 2019 redevelopment study found this property suffers from an outdated and obsolete structure and an obsolete layout. This property is also currently for sale.

This concept includes the following:

- A three-story building with a 15,500-square-foot footprint with retail at grade, condominiums above, off-street parking for 38 vehicles, and a delivery lane at rear of the property.
- Expanded sidewalks to allow for extension of public space and visual



*Upscale condominiums above retail shops at Kings Court in downtown Haddonfield, New Jersey.*

connection to Sloan Park and the public market. A gazebo, splash pad, or other amenity could be located at the southeast corner of the property.

- The at-grade retail space could house a ±10,000- to 12,000-square-foot grocery or pharmacy with two or three smaller

(±1,500 square feet) restaurants or other complementary retail stores.

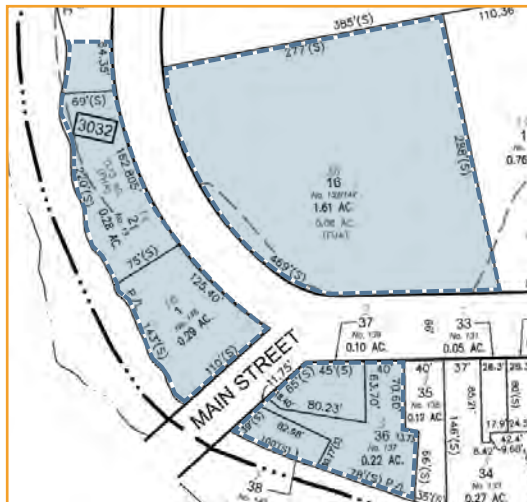
- Each of the two upper floors could have seven high-quality condominiums of 1,500 to 2,200 square feet per unit. The condominiums should include elevator service and other high-end amenities.



# CONCEPT: WESTERN GATEWAY

We recommend creating a visual gateway to Main Street by redeveloping the properties that are located at the intersection of Main Street and Hamburg Turnpike. The redevelopment would help create a streetwall and establish the downtown corridor.

We further recommend adding a roundabout or traffic signals to the intersection to calm



Above, map showing lots needed for this project.

traffic and make it easier for pedestrians to cross the street. In addition, signage and marked crosswalks should be added to enhance pedestrian safety.

**Western parcel** The western parcel includes two properties at Block 3032, Lots 1 and 2, which occupy about 24,800 square feet of land. The two buildings on these lots appear to be vacant at this time, and in 2019, both properties were designated as being in need of redevelopment.

Our concept includes the following:

- A two-story building with 5,000 square feet of restaurant space at grade and additional dining or catering/event space above. Some rooftop dining may be feasible. The concept calls for a single restaurant, but the design could also accommodate multiple tenants.



Above: Outdoor dining on Randolph Street in Chicago, Illinois. Below: Sidewalk dining along Broadway in Saratoga Springs, New York.



- The balance of the property would be used for outdoor dining in the back along the river and off-street parking for 46 vehicles on a pervious surface.



Above, conceptual site plan for two restaurants on the western and southern properties and a 36,000 sf mixed use development on the northern property.



**Northern parcel** The northern parcel, known as Ward's Plaza, is situated on Block 5059, Lot 16, and occupies 1.48 acres of land. While the property is outside of the flood hazard area, it is located within the Highlands steep slope protection area. A majority of the lot (56%) is covered by severely constrained slopes meaning the actual developable land area is about 28,300 square feet.

Our concept includes the following:

- A four-story building with 9,000 square feet of retail and restaurant space at grade and 15 residential condominiums and/or apartments above. The building would be brought forward to help create a streetwall, with off-street parking for up to 80 vehicles at the rear of the property.
- On the ground level, two 1,750-square-foot restaurants could be located at the



*Apartments and condominiums above retail shops at Birksdale Village, Huntersville, North Carolina.*

corners of the building with room for outdoor dining. Up to 5,500 square feet of additional retail space could support three or four complementary retail stores, although some of that space should be

dedicated to a breezeway to connect the storefronts to the parking in the rear.

- Each of the three upper floors would have five condominiums or apartments with up to 1,500 square feet per unit.

**Southern parcel** The southern parcel is situated on Block 5060, Lots 36, 37, and 38. Two of these properties (Lots 36 and 38) have already been designated as being in need of redevelopment. Lot 37 (Kings Corner) was recommended but excluded from the redevelopment designation, even though the 2019 redevelopment study determined the property is vacant, the structure and layout are obsolete and outdated for modern retail purposes, and the property has parking in the front of the building. The three combined properties occupy 0.37 acre, but about one-third of that property is within the 100- or 500-year flood zone, so the recommended developable land area is only about 10,500 square feet.



*Sidewalk dining in Easton, MD.*

Our concept includes the following:

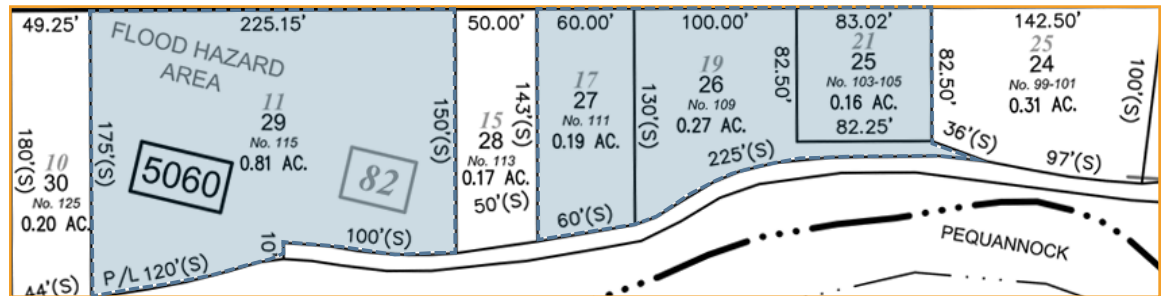
- A two-story building with 2,000 square feet of restaurant space at grade and additional dining or catering/event space above. Some rooftop dining may be feasible. By combining the properties, the building could be designed so as to avoid any building within a flood zone.

- The project would need at least 20 parking spaces and there is sufficient land area to support that number using a pervious parking surface. If this property were included in a parking management program, as previously discussed, both existing driveways could be removed from service and this lot would be accessed as part of a larger public parking lot.
- Removing the existing driveways would be helpful in providing additional area for outdoor dining at the front of the property along Main Street and on the back side along the river.

# CONCEPT: WEST MAIN STREET

We recommend redeveloping four properties located at 103/105, 109, 111, and 115 Main Street. These are located on the south side of Main Street between the western gateway and Sloan Park. Redeveloping these properties would provide an opportunity to create uses that are more in line with a traditional town center and could help to increase housing density in the area.

All four properties intersect with the 100- and 500-year flood zones. The 2019 redevelopment study found all four properties to be in need of redevelopment, but none of the properties were designated by the Borough. All of the properties are used for non-traditional businesses: most are used for auto-related businesses, while 115 Main Street is a large parking lot and a bank building that faces the parking lot, not the street. Redeveloping these



Tax map showing Block 5060, Lots 25, 26, 27, and 29 along the south side of Main Street.

properties would provide an opportunity to create uses that are more in line with a traditional town center and could help to increase housing density in the area.

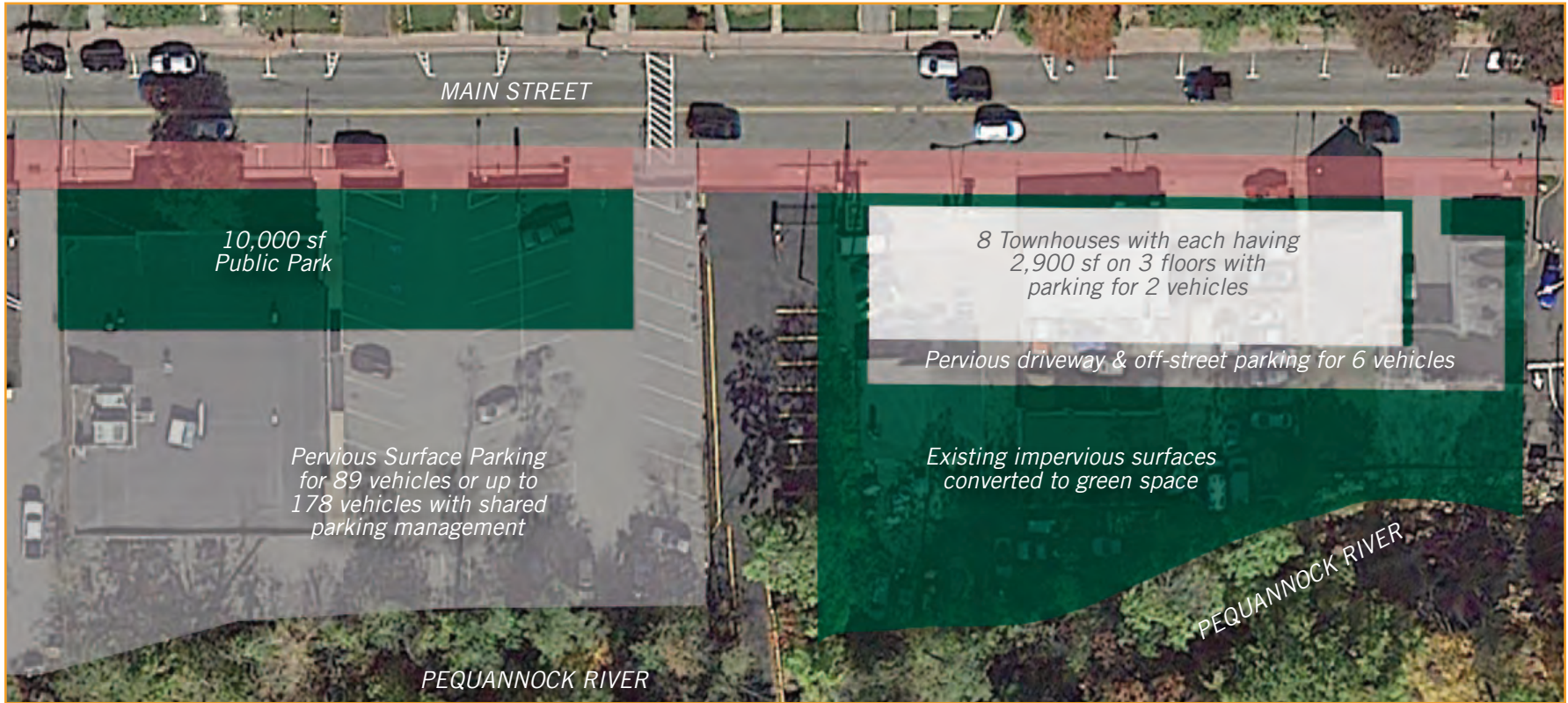
**115 Main Street** The Wells Fargo property (Block 5060, Lot 29) covers 0.81 acres, or about 35,000 square feet of land with a one-story building that faces the large impervious parking lot to the side, rather than facing Main Street. The property stretches 225 feet along Main Street, interrupting pedestrian flow along the

corridor. Nearly all of the property (96%) is within the 500-year flood zone, rendering the property inappropriate and unmarketable for redevelopment.

Our concept includes the following:

- We recommend the property be acquired by the Borough, and that the building and the impervious parking surfaces be removed. A 10,000-square-foot park (50 x 200 feet) could be built across the front of the property to create a place for people to gather and socialize. In addition to plantings, the park





Above, conceptual site plan for a 10,000 sf urban park (0.23 acres) and a cluster of townhouses. Below, examples of an urban park and elevated townhouses..





would include seating and other amenities such as a splash pad or chess tables.

- The balance of the property could be used as public parking for up to 89 vehicles, but it should include a pervious surface to reduce stormwater runoff. However, if the parking area were continuous with the parking areas to the west—as part of the parking management program—it could result in the elimination of five driveways and provide as many as 178 public parking spaces.

**103/105, 109, and 111 Main Street** The three properties at 103-111 Main Street (Block 5060, Lots 25, 26 and 27) all contain incompatible uses for a town center. Given their current uses as auto repair shops and gas stations, it is likely there have been spills and contamination over the years, requiring the environmental clean-up of the properties before any

redevelopment could occur. There appear to be old, possibly abandoned, vehicles stored in the rear of some of the properties.

The properties cover about 30,700 square feet of land area, but about one-third of that area is within a flood zone, so only about 21,700 square feet can be redeveloped while avoiding the flood zone. Currently, much of the surface area is paved with impervious materials.

Our concept includes the following:

- We recommend creating eight high-quality townhouses on this site. Wide sidewalks would be constructed across the 183 feet of frontage, with the homes located closest to the sidewalk to create a strong visual presence on the street.
- Each townhouse would have a 1,200-square-foot footprint (24 x 50 feet), about

2,900 square feet of livable space, and be elevated above grade to allow access to the two-car parking garages at the rear of each townhouse. Each townhouse would have about 500 square feet of livable space on the lower level, and two additional levels of living space above, with an attic.

- The driveway entrance would be on the east side of the property with off-street parking for six additional vehicles. The driveway would then wrap around and behind the building to provide access to the garages in the back of the townhouses.
- The footprint for the eight townhouses would be about 9,600 square feet. The pervious parking and driveway surfaces would cover another 8,900 square feet, and the remaining 12,200 square feet would be retained for grass and plantings.

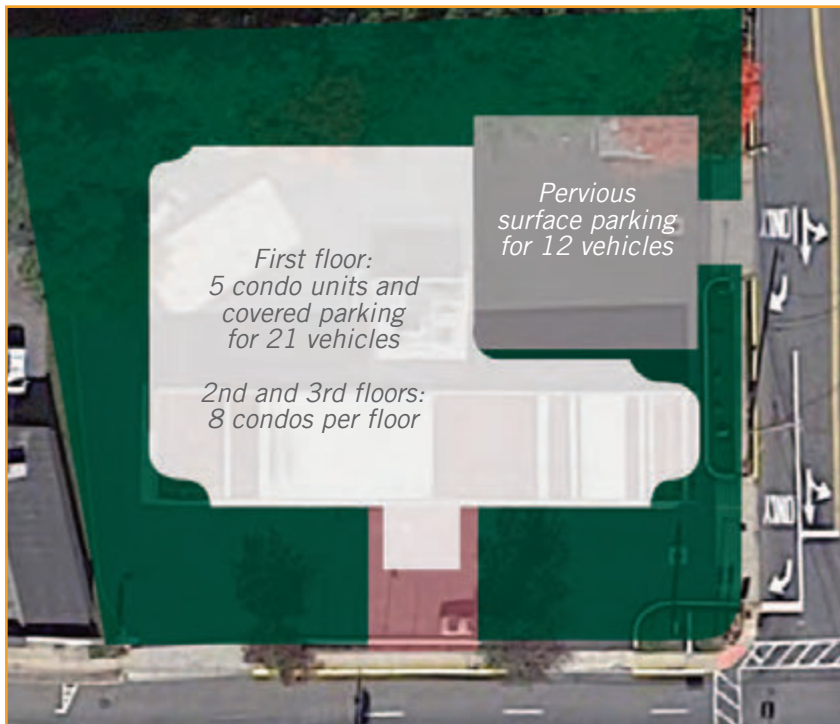
## CONCEPT: MAIN STREET AT UNION AVENUE

We recommend redeveloping 50 Main Street (Block 5064, Lot 1) into a three-story condominium building. The current use is a non-conforming gas station that is inconsistent with the types of walkable retail/dining businesses that should be in a town center. Portions of the property sit in the 500-year flood zone, including the area that appears to contain the gasoline storage tanks and fill pipes. The property has four driveway entrances that contribute to traffic and pedestrian conflicts on the corner. Given its current use, it is likely there are contamination issues as well.

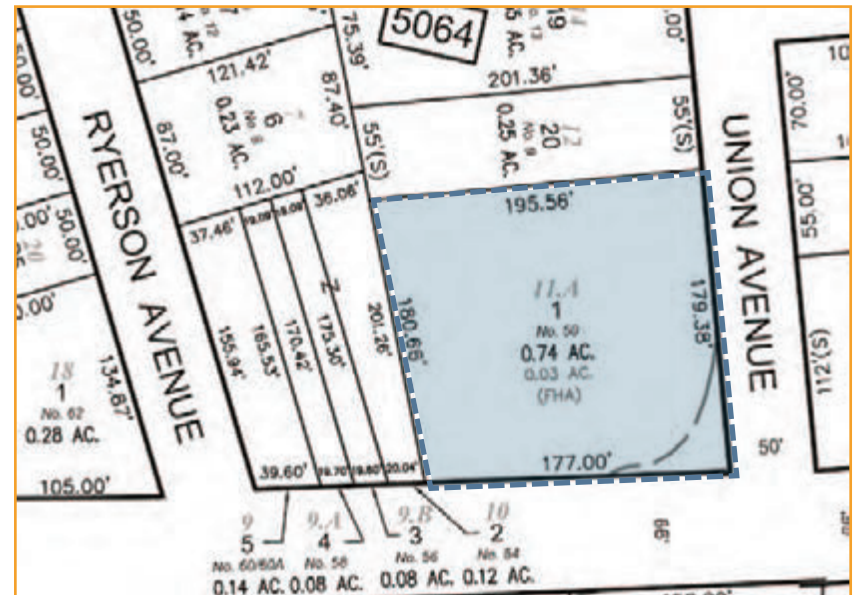
Our recommendation is to create housing at this location, which will help bring people to the downtown while reducing the number of driveways and minimizing the amount of impervious surface area that exists currently.

Our concept includes the following:

- We recommend development of three floors of 21 condominium units, covered parking for 21 vehicles, and surface parking for 12 additional vehicles. The four existing driveways should be replaced with a single driveway on Union Avenue. Our design specifically avoids any building in the flood zone, instead preserving those areas as greenspace. The sidewalks, driveways, and exterior parking pad should use pervious materials.
- The first level should include five condominiums and each unit should be 1,200 square feet. In the back of the building, there would be a covered parking garage for up to 21 vehicles. On each of the second and third levels there should be five more 1,200-square-foot condominiums across the front and three condominiums of 1,500 square feet in the rear above the garage area.
- Nearly all the nearby properties are only one- or two-stories tall. In order to make this project financially viable, it needs to be three-stories tall. To justify the taller scale, it is recommended that the building be designed to appear to be a restored, distinctive building style that pre-dates other nearby buildings.
- Using an art-deco design, for example, should support the visual effect of being an older, restored building. The art deco design would include distinctive features such as balconies and large windows. On the interior, the use of marble, brass and similar period materials would not only support the theme but be sufficiently unique to demand higher pricing. In addition, that style would be harmonious with the older buildings on Main Street.



Above left, conceptual site plan for a 3-story art deco condominium with 21-units. Above right, flood map with aerial view of site. Lower left is an example of a 3-story condominium in the art deco style. Lower right shows the tax map for Block 5064, Lot 1.





# CONCEPT: MAIN ST. PARK & BOARDWALK

This concept recommends redeveloping a section of Main Street—from 21 through 29 Main Street (Block 5060, Lots 5 through 11)—to create an outdoor recreation and entertainment center with a boardwalk, open space, and small shops. The goal is to activate the eastern end of Main Street to enhance the quality of life for local residents by creating places to gather, dine, and socialize.

The current use of these properties includes a mix of rental properties and one-story commercial uses. The combined properties include 133,990 square feet of land area, but about 83% of that is in the 100- or 500-year flood zone, leaving just 23,500 square feet, or about 17%, of land area that could be redeveloped without encroaching upon the flood zone.



*Festival retail with rooftop dining. (Ice House Restaurant, Wildwood, New Jersey)*

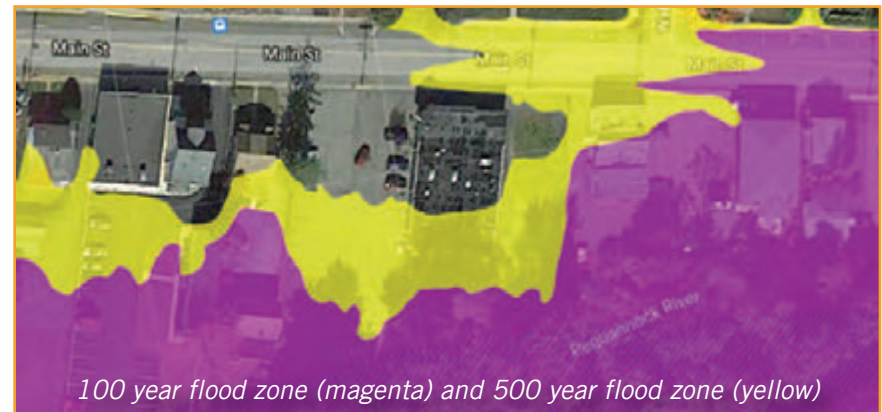
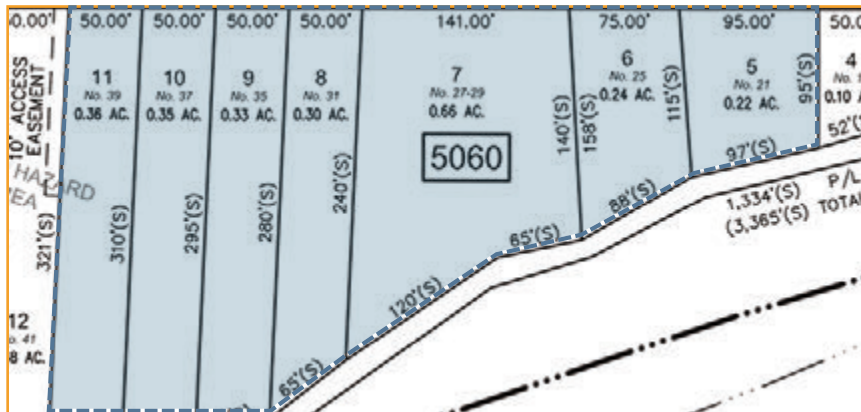
Lots 5 through 9 have already been designated as properties in need of redevelopment. Lot 10, though not designated as in need of redevelopment, was recommended because it was found

to have excessive impervious coverage. Lot 11, though recommended and not designated as in need of redevelopment, was found to have excessive impervious lot coverage, obsolete and outdated





Above left, conceptual site plan for a multi-use project including 2.17 acres of open space, parking for 68 vehicles, and festival retail shopping and dining. Below left shows the tax map for Block 5060, Lots 5-11, which will need to be acquired, as well as flood map for the same area.



100 year flood zone (magenta) and 500 year flood zone (yellow)

structures, an outdated facade, and a parking lot that can only be accessed from an adjacent property.

Our concept includes the following:

- Widen the existing sidewalks to 24 feet to allow outdoor dining, displays, and other activities.
- Develop a one-story, 9,200-square-foot (40 x 230 feet) commercial building with an 800-square-foot center arcade and stairs to the rooftop. The building would be able to support six retail spaces at grade (two spaces at 45 x 40 feet and four spaces at 35 x 40 feet). Tenants could include rooftop seating and dining representing casual dining, snacks, or fast food.
- Across the rear of the building, create a boardwalk that is 20 feet wide and runs



*Festival retail with outdoor dining and boardwalk at Granite Park in Plano, Texas*

- the length of the building. The boardwalk could be used to host equipment and act as a stage for movies, music, etc. Provide decorative lighting, seating, and seasonal plantings.
- To the east of the building, create a pervious parking area with 18,400 square feet of surface for up to 68 vehicles.

- Replace existing structures and parking surfaces at the back of the property to the river, creating 2.17 acres of open space for recreation and entertainment. Where needed, walkways and paths should feature pervious surfaces. The area should be able to accommodate up to 465 people for concerts, movies, and similar events.



# CONCEPT: EASTERN GATEWAY

Main Street at Van Dam Avenue is the eastern gateway to the community for motorists entering Bloomington from I-287 or other points to the east. Currently, the view welcoming motorists is a gas station and an auto repair business.

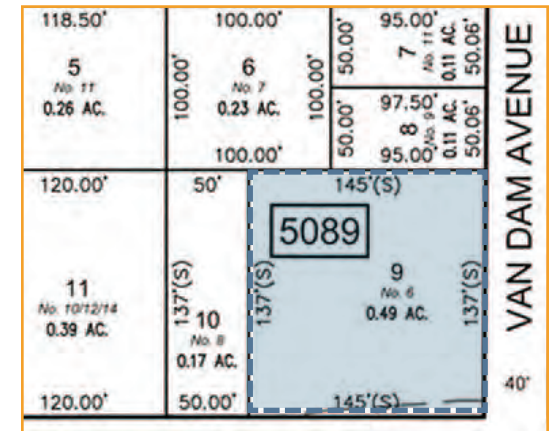
We recommend redeveloping the property 6 Main Street (Block 5089, Lot 9) on the northwest corner to provide a more appealing and inviting gateway to the community. We also considered a recommendation for 5 Main Street (block 5060, Lot 1) on the south side of Main Street, but believe that lot, given its position in the floodplain, would be very difficult to redevelop.

The property at 6 Main Street presents a good sightline to vehicles entering the community from the east and—with an iconic development—could serve to anchor

the east end of the corridor. The property includes 13,400 square feet of land area, but 30% of the property (along the west and north boundaries) are in the 100- or 500-year flood zone, leaving about 9,400 square feet of developable land.

Our concept includes the following:

- Widen the existing sidewalks to a width of 16 feet and create a plaza at the southeast corner of the property with 800 square feet of space to allow outdoor dining and/or seasonal decorations and displays.
- Develop a building that possibly resembles an iconic rail-car diner with chrome siding and neon signage and has 3,500 square feet of space. Position the building at the southeast edge of the property adjacent to the sidewalk and plaza area.



Tax map for Block 5089, Lot 9.

- Provide parking for 35 vehicles at the back of the building, using a pervious parking surface.
- The remaining land area to the north and west is in the flood zone and should remain as open space.



*Hi-Lo Diner, Minneapolis, MN*

*Above and below left showing examples of classic diners. Below right shows the conceptual site plan for Block 5089, Lot 9.*



*Tilt'n Diner in Tilton, New Hampshire*





# PROCEDURAL STEPS

Implementing the recommended actions will require undertaking specific steps and sequence. In order to minimize the time and effort required and avoid unintended consequences, the following process is recommended.

For example, it will take time to recruit new businesses to fill the new commercial spaces that are proposed in this plan—typically 18 to 24 months of recruiting effort are involved. In that interim, it would be unproductive to market the “new, improved business

district” to consumers, as it would risk drawing them into the district before you have completed the transition of the district and created the appealing features that consumers told us they want to experience. So, marketing to consumers must only follow successful revitalization activity. Note, however, that while still working on that revitalization, outdoor public events may be used as a way to get consumers to make trial visits to the district without disappointing them over incomplete revitalization activities.

# REVISE ZONING & OTHER REGULATIONS

Before anything else, there is a need to revise certain regulations to guide the revitalization effort along Main Street, and these need to happen as both initial steps and as later steps along the way, as more regulatory obstacles may be discovered. Among other things, there is a need to revisit the redevelopment strategy, as the currently adopted redevelopment resolution does not provide for taking of property and does not include all applicable properties. It may be possible to resolve all of the recommended real estate acquisitions with traditional real estate purchase offers in arms-length transactions, however, even the implementation of such transactions should be facilitated by the parties' awareness that the Borough would retain the ultimate power to take the properties through eminent domain process if necessary.



NJ Highlands Council website for Development Credits (<https://www.nj.gov/njhighlands/hdcbank/>)

Depending on the character and environmental impact of a particular project, Highlands Development Credits (HDC) could potentially be used in

Bloomington to promote development and redevelopment that would add housing and commercial density to catalyze economic growth in the downtown. Transactions of the

Highlands Transfer of Development Rights (TDR) Program of the RMP occur through HDCs. Bloomingdale's Highlands Preservation Area contains ten HDC sending area allocations that were calculated as part of the RMP. The Highlands Council may recommend TDR receiving zone areas, but TDR receiving zones are entirely voluntary. Municipal agreement to a receiving zone is incentivized and encouraged through the Highlands Act, and the Receiving Zone Feasibility Grant Program is administered by the Highlands Council to provide funding to municipalities looking to establish a receiving zone. Technical assistance is also provided by the Highlands Council, and other benefits are also acquired by

establishing a receiving zone. According to the Highlands Council website, "municipalities that establish voluntary Receiving Zones are eligible to receive enhanced planning grants up to \$250,000 and will have the ability to charge impact fees up to \$15,000 per unit. In addition, the New Jersey Economic Opportunity Act of 2013 includes special incentives and priority funding for developers that choose to locate projects in designated Highlands TDR Receiving Zones." Bloomingdale may wish to explore using the TDR program to encourage downtown projects.

The redevelopment concepts we are proposing will also require revision of certain zoning regulations and municipal

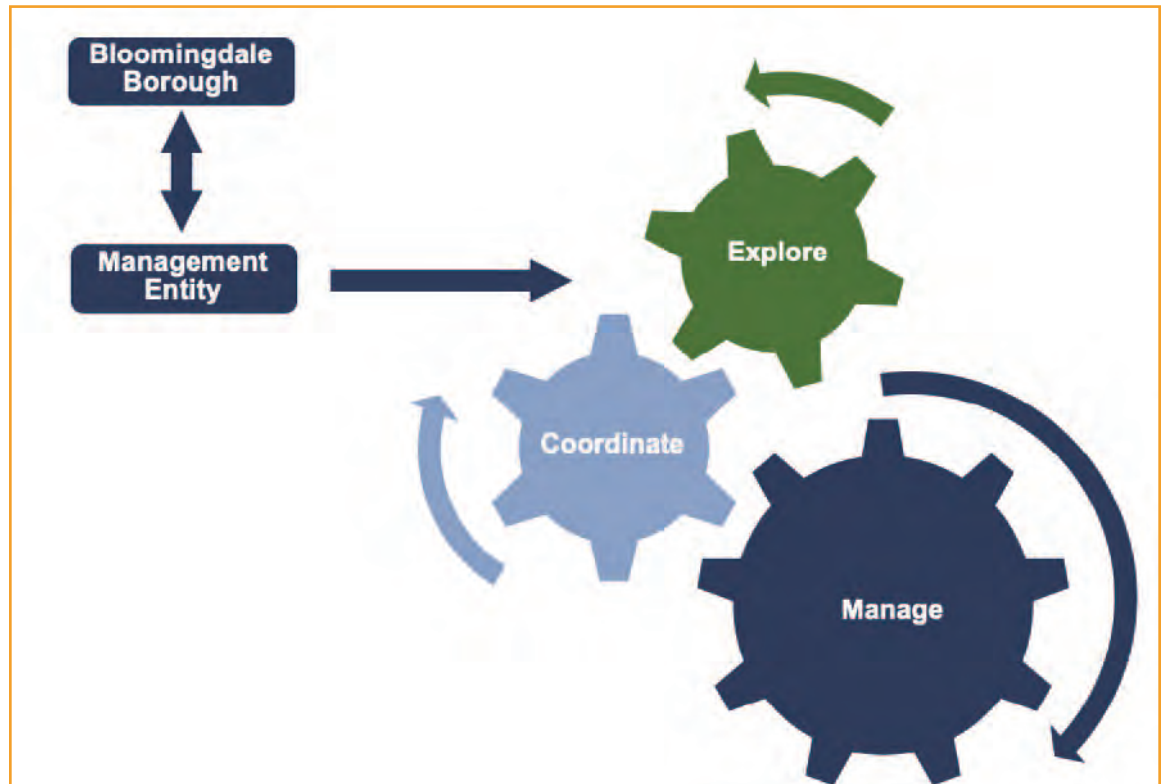
ordinances, or at least the creation of overlay zoning regulations for the redevelopment areas, to allow for the mixed-use and parking projects we are recommending. We also strongly recommend the development and adoption of a set of design standards for the corridor that will define what building styles, materials, colors, sign types, and more may be used on Main Street to give the district a harmonious appearance. Of course, it will be necessary to update the borough master plan to be consistent with the concepts that are adopted by the Borough from this action plan. Greater detail is provided for each of these in the ordinance review detailed in the land use appendix.



# CREATE A CENTRAL MANAGEMENT ENTITY

It is recommended that the Borough organize an entity to take direct charge of the revitalization effort on behalf of the Bloomingdale Borough Council. The entity may be guided by the Council, or even act subject to Council approval—however, we believe that a more independent, autonomous body that has the Council’s trust will be able to act with focus and deliberate speed. It could also take actions that might be politically more difficult for the Council to undertake.

Revitalization and redevelopment projects can take years to complete, and the entity created to implement them should be supported by an annual budget and a board structure to give it longevity so that its mission will have the ability to survive any future changes in the borough administration.



*An independent, autonomous body should be created to take direct charge of the revitalization effort.*

**The following are types of board structures to consider for a central management entity:**

**Redevelopment Agency** This type of entity is authorized by state law (NJ Local Redevelopment and Housing Act, at N.J.S.A. 40A:12A-11). It is an autonomous municipal agency that is created by municipal ordinance. The entity must meet these requirements:

- It must have seven commissioners appointed by the governing body to five-year staggered terms.
- Any vacancies shall be filled in the same way new commissioners are appointed, but only for the duration of the unexpired term.
- The municipality may require that not more than two commissioners be members of the governing body; but they must be appointed annually.

- Commissioners cannot be compensated for their service but shall be reimbursed for expenses.
- A quorum of four commissioners is required for the agency to conduct business, and all actions require the affirmative vote of a quorum present.
- Dissolution may only occur by Council ordinance.

The redevelopment agency entity has the same extensive powers that the municipality has (to contract, to sue and be sued, to issue bonds, to acquire property, and more as provided under N.J.S.A. 40A:12A-22), and is an instrumentality of the municipality, but it operates with a certain independence from the municipal government.

**Special Improvement District** Creation of a Special Improvement District (“SID”, also

known as “Business Improvement District” or “BID”) is also authorized by NJ law (N.J.S.A. 40:56-65 to 89), and allows the municipality to designate by ordinance an area (usually where commercial businesses are located) within a municipality as an area in which a special assessment on property within the district shall be imposed for the purposes of promoting the economic and general welfare of the district and the municipality. Typically, the assessment is applied only to commercial properties in the designated area, not to residential properties.

The law also allows for the creation of a “district management corporation” for the SID whose members are appointed by the governing body. The majority of the members of the corporate board are commercial property owners and/or business operators within the district,

although the municipality may also require that at least one board member be a member of the governing body and may also provide that a resident of the district be appointed to the board. District Management Corporations that meet these requirements are eligible to apply for the NJ Department of Community Affairs (NJDCA) Downtown Business Improvement Zone Loan Fund program—a non-lapsing, interest-free loan fund. SIDs are also eligible for other assistance from the NJDCA, and often are given priority for economic development grants and support from the State of New Jersey. As they are usually funded with an annual assessment, they have a reliable source of annual funding for programs to benefit the SID. A SID may be an appropriate entity to manage the

borough’s action plan, or at a minimum could provide other support to new and existing businesses that would be helpful during the business interruptions that will be caused by the redevelopment activity.

**Economic Development Agency** The municipality has the authority to create a board, agency, or commission charged with the responsibility to advise the governing body on policies and practices that would support the growth of business. Bloomingdale has created such an entity—the Bloomingdale Economic Development Commission—and it has worked effectively to pursue activities and recommend policies that have improved the borough’s business district. However, as an advisory body, the commission does not have the specific

powers needed to carry out redevelopment projects for the Borough on its own. Nor does it have funding sources to support an annual budget that would guarantee its longevity through a multi-year redevelopment program; nor is it currently vested with the authority from the Borough Council to implement an approved action plan.

#### **Powers of the management entity**

The implementation of this action plan will require the exercise of broad redevelopment powers across a period of years. Those powers should include the power to issue requests for qualifications and proposals, award contracts, acquire and aggregate land parcels, manage site improvements, and more.



### **Activities of the management entity**

The primary role of the central management entity is to focus on the revitalization of the Main Street corridor. The scope of work and responsibility for the entity should include the following tasks:

- Coordinate and facilitate decision-making among all relevant parties such as the Borough and its zoning and planning boards, Passaic County, the Highlands Council, state agencies, developers, merchants, and other similar parties.
- Coordinate communications between all relevant parties on a specific topic or for the overall revitalization effort.
- Maintain and coordinate the schedule of tasks and timelines for projects and other events.
- Manage and oversee individual real estate projects and development.
- Manage all consumer marketing and business retention campaigns, as well as the targeted business recruitment efforts.
- Manage all public events and activities that occur within the Main Street corridor.
- Proactively explore development project opportunities within the Main Street corridor.
- Continually explore sources of public and/or private funding that can assist in

advancing the goals of the Main Street revitalization effort.

- Explore ideas for new events and activities to stimulate economic activity along Main Street.

### **Recommended board members**

All members should be appointed by Borough Council for multi-year, staggered terms. The Borough should be represented on the board of the entity in several capacities: Mayor; a member of Council; the Business Administrator; the Planning/Zoning Officer; the economic development director. Other government agencies may also be invited to be represented on the board—i.e., the director

of economic development for Passaic County, a representative from the NJ Highlands Council, and possibly a representative from the NJ Economic Development Authority.

### **Frequency of meetings**

The board should plan to meet monthly at the outset, and possibly arrange shorter, bi-weekly meetings as work intensifies on some projects. Meetings should take no longer than two hours, and they should be

focused on approving actions as necessary to advance the various projects of the action plan. Review and adoption of the action plan should be the entity's first order of business, followed in subsequent meetings with the following meeting agenda format that includes discussion of: old business, new business, progress (or amendment) of the action plan, and new information and/or opportunities. The secretary should keep not only a set of minutes for each meeting, but a running list of open topics discussed

at the meeting, noting the board member with responsibility for the advance of that topic. As more activities are undertaken, the meeting should evolve into the "management by exception" format, meaning that the status of each activity topic will be reviewed at each meeting, and so long as that topic is progressing on-time and on-budget, that status will be noted and there will be no further discussion of it. Only exceptional projects presenting issues for decision would be discussed at meetings.

# DESIGNATE A MASTER DEVELOPER

Given the scope of the revitalization effort, it is critical that Bloomingdale chart and maintain its course for revitalization. To stay focused on the course, we recommend the

Borough appoint a “Master Developer” to manage the overall effort. The Master Developer can be a private entity or, more preferably, it should be the Borough itself.

By naming the Borough as the Master Developer, the Borough would retain greater control over the type of development that is to occur in the downtown. As



*Aerial view of Main Street corridor with proposed River Walk and development concepts.*



needed, the Borough could retain outside advisors for planning, legal, finance, or other relevant matters.

The Master Developer would be the responsible party to acquire and assemble parcels for redevelopment, arrange for infrastructure improvements, and propose specifics for each development project. After approvals have been received, then the Master Developer would solicit appropriate developers to actually develop the project. Naturally, the Master

Developer could be compensated for its investment of time and resources, including reimbursement for its acquisition and related expenses.

It is recommended that Bloomingdale designate itself as the Master Developer, so it will be well positioned to acquire and assemble and conceptualize the parcels needed for redevelopment. As the owner of the assembled properties, the Master Developer could agree to transfer land ownership only after receiving adequate

assurance that the project will meet the community's wishes and needs, or even upon actual completion of construction of the project to specifications.

If Bloomingdale chooses to create a redevelopment agency as its central management agency, the redevelopment agency can also serve as the master developer with the powers to acquire, aggregate, and dispose of properties.

# RECRUIT NEW STORES & RESTAURANTS

As new development projects become more likely, efforts to recruit new stores and restaurants to occupy those spaces should begin. It could take 18 to 24 months to recruit new businesses, so the Borough should begin the process early and maintain a consistent recruitment effort.

The recruitment effort should focus on the types of businesses that were found to be preferred by consumers and have unmet demand (retail leakage) within the community and the trade area as shown by the syndicated market data in our analysis. Those retail categories include baked goods, fresh produce market, meat and poultry, seafood and fish markets, and specialty and gourmet foods. In addition,

focus on full- and limited-service restaurants, coffee shops and bistros, taverns and pubs, delicatessens/sandwich shops, and wine and spirit stores.

Despite the existence of liquor stores on Main Street, the consumer survey responses calling for “wine shops” may indicate a need for a more upscale wine and spirit shop with an expanded product offering. This may indicate an opportunity for the existing stores to expand their businesses to attract additional customers.

Here are some points for a successful recruitment effort.

1. Know what categories of retail the Borough should look for and what to expect from its targeted prospects. Do not

just create generic, “Hey, we’re great!” materials and expect prospects to flock to town. Before you begin marketing to prospects, understand what you want from them in terms of their size, the type of consumer they seek, and the retail categories with which they are compatible. For developers, know what you want developed and where. For stores and restaurants, know the square footages, commercial features, and adjacencies of the properties that are available and be prepared to show why Bloomingdale is a good location for their business. Also important for restaurant recruiting is an awareness of liquor license opportunities.

2. Recruitment is a lot like a wedding: The event only lasts an hour, but the

preparation takes months. There is a very specific, sequenced process to follow. Before you begin recruiting, enroll the property owners; engage local business owners, bankers, and real estate brokers; make sure the property or building is “retail-ready” to be leased, sold, or developed; prepare a contact (mail, phone, email) list of your prospects; create compelling marketing materials including a flyer, postcards, and webpages where interested prospects can learn more about your community, and direct those prospects to a single contact person on your team. With those steps completed, then the marketing outreach may launch.

3. Be proactive and persistent. Conduct outreach campaigns two or three times a



Example of a marketing flyer that could be used to recruit new stores and restaurants.

year—in spring and fall, minimally. Mail a postcard to your prospects, then two

**Bloomingdale Revitalization Plan**

**MAP LEGEND**

1. Proposed 5,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 80 vehicles.
2. Proposed 10,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 100 vehicles.
3. Proposed 10,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 100 vehicles.
4. Proposed 10,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 100 vehicles.
5. Proposed 10,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 100 vehicles.
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8. Proposed 10,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 100 vehicles.
9. Proposed 10,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 100 vehicles.
10. Proposed 10,000 sq ft restaurant with 2nd floor catering space, monthly dining and parking for 100 vehicles.

**Demographics & Spending Data**

Bloomingdale & Trade Area	Bloomingdale	40 miles
Population (2010)	5,800	140,270
Average household size (persons)	2.79	2.77
Median age (years)	44.7	41.1
Average household income	\$110,148	\$70,148
Median household income	\$50,128	\$38,477
<b>Retail Activity &amp; Demand (in million of dollars)</b>		
Total consumer retail spending	\$127.7	\$479.2
Total retail sales	\$48.9	\$275.8
Estimated consumer retail spending	\$77.7	\$203.4
<b>Working Supply &amp; Demand (in million of dollars)</b>		
Total consumer retail spending	\$127.7	\$479.2
Total consumer sales	\$48.9	\$275.8
Estimated consumer retail spending	\$77.7	\$203.4
<b>Consumer Demand (in million of dollars)</b>		
Spending on goods and services	\$110.1	\$380.0
Spending on goods and services	\$110.1	\$380.0
Spending on goods and services	\$110.1	\$380.0

**Bloomingdale Borough**  
Economic Development Commission  
101 Main Street, Bloomingdale, NJ  
908-466-2222  
www.bloomingdale-nj.com

weeks later send a letter and a flyer to the same group. Repeat this process once or

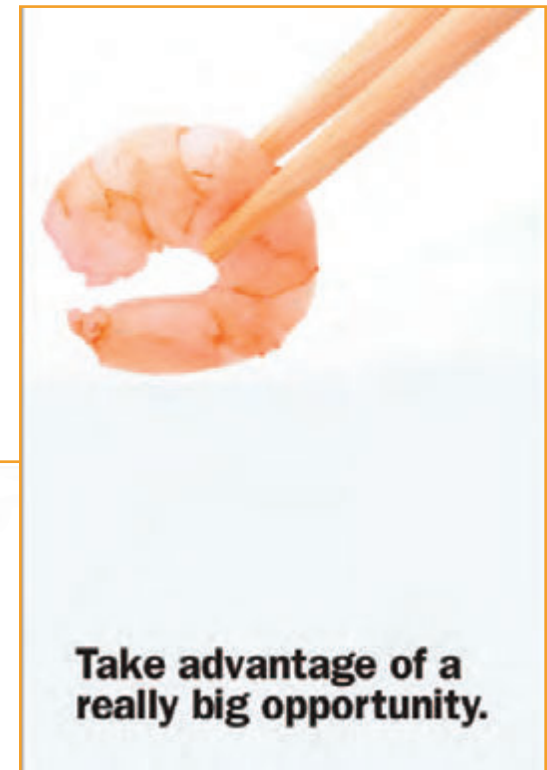


twice more, to make sure your message is seen. The marketing materials should always drive the reader to your webpages for additional information.

4. Create local awareness through signage, window displays, and notices to community groups and local papers. Make sure the community knows what

the Borough is trying to do and why. Encourage them to contact you if they think they can help you.

The design samples shown here can be used for your recruitment materials. Once you have assembled parcels and developed concepts, it will be time to reach out to developers and brokers.



*Example of a marketing postcard that could be used to recruit new stores and restaurants.*

**If you're looking for a great location for your next restaurant, look here.**

There's plenty of demand for good dining in Bloomingdale. Our \$145,000 average household income makes for a good check average no matter what your concept's menu.

With 385,176 consumers living in a 10-mile radius, there are plenty of potential guests waiting for you to open your doors to them. Local consumers spend over \$90 million on dining, but local restaurants captured just \$66 million, meaning there's \$23 million in unmet dining demand.

A recent survey of consumers found that 70% want more full-service restaurants, coffee shops and outdoor dining. That's why we've launched efforts to build more housing and create a dining and entertainment district along Main Street.

To learn more about retail and development opportunities along Main Street in Bloomingdale, visit [DiscoverBloomingdale.com](http://DiscoverBloomingdale.com) or call Contact Name at 973-838-5115. Don't miss the chance to find a great location for your restaurant.

**Borough of Bloomingdale**  
101 Hamburg Turnpike  
Bloomingdale, NJ 07403

**Bloomingdale Borough**  
Economic Development Commission  
101 Hamburg Turnpike, Bloomingdale, NJ  
973-838-5115

To learn more visit [DiscoverBloomingdale.com](http://DiscoverBloomingdale.com)

# INVEST IN MARKETING & RETENTION

Bloomington should consider investing in marketing to consumers as a way to retain existing businesses. Marketing helps to support the downtown economy, and Bloomington can do that more effectively than any one business alone.

The goal of the marketing effort should be to create (or increase) awareness among consumers in the trade area about the stores, restaurants, and other businesses in downtown Bloomington. To create a sustainable marketing effort, Bloomington should fund and manage the initial campaigns, then invite retailers to participate in cooperative marketing efforts.

Placing videos and advertisements online will help reach the target audience in an

efficient manner. Social media outlets, such as Facebook and Instagram, are inexpensive and can be tightly controlled as to the distribution of your materials, which will help you reach your target audience more effectively.

Included are some marketing examples to get your thought process started. As these examples show, you can use the marketing to promote events, stimulate trial visits



(restaurant week, for example), or drive foot traffic to the downtown businesses.



*Above and left: Retention advertising designed to bring consumers to local restaurants.*

# PRIORITIZE PROJECTS & ASSEMBLE REAL ESTATE FOR DEVELOPMENT

The Mayor, Borough Council, and Bloomingdale's management entity for this program will need to determine which of the development concepts the community should move forward with, and of those, which ones should come first, and which should be reserved for later phases. Once a plan of prioritization is created, then the management entity can move forward with a plan to aggregate parcels that will be needed in order to redevelop the approved projects. Real estate acquisition should be done through the Master Developer, with the support of the borough's redevelopment attorney.



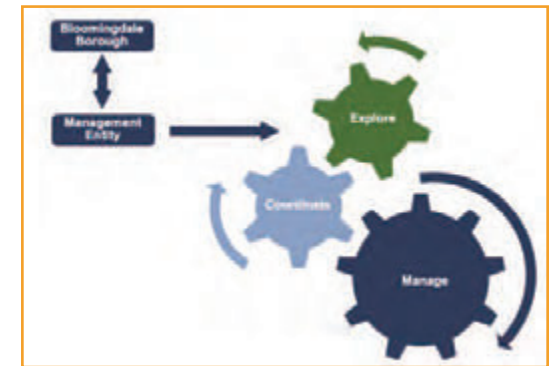
*As Master Developer, the Borough, or its central management entity, would be ideally positioned to acquire and assemble properties for redevelopment.*



# RINSE & REPEAT

Once the revitalization process has begun, it never ends. The business district is always in a state of flux. Some businesses are moving or even failing, while others are new arrivals in town, and developers will often have a project in mind that they would like to do. It should be the Borough's goal to remain proactive in the management of the district—to never let a store go dark, to keep scheduling new and more varied events that appeal to wider audiences and bring new people to downtown Bloomingdale, to try and anticipate problems in the district before they become

insurmountable obstacles, and to always be prepared to recruit a desirable, appropriate business for the next vacancy that may occur. As described previously, the best way to ensure that this level of management continues is to create a management entity that is funded with an annual budget sufficient to carry out all these tasks.



*The presence of a Central Management Entity can help maintain a healthy local economic.*

# ABOUT US



New Jersey Future is a nonprofit, nonpartisan organization that promotes sensible and equitable growth, redevelopment, and infrastructure investments to foster healthy, strong, resilient communities; protect natural lands and waterways; increase transportation choices beyond cars; provide access to safe, affordable, and aging-friendly neighborhoods; and fuel a strong economy for everyone. New Jersey Future does this through original research, innovative policy development, coalition-building, advocacy, and hands-on strategic assistance. Embracing differences and advancing fairness is central to New Jersey Future's mission and operations. New Jersey Future is firmly committed to pursuing greater justice, equity, diversity, and inclusion through its programs, internal operations, and external communications.



JGSC Group is nationally recognized for its expertise in helping communities and retail centers grow by attracting new stores, restaurants, hotels, and development. Our experience includes the \$350 million Rowan Boulevard redevelopment project in Glassboro, the creation of retail recruiting programs for the City of New York, and work with more than 165 communities in 19 states.

New Jersey Future and JGSC Group formed a partnership to combine place-making strategies and goals with tools to assess and meet consumer, market, and redevelopment realities. The following team members produced this action plan and conducted its supporting research and analyses.

Peter Kasabach, executive director, New Jersey Future

Mark Lohbauer, principal, JGSC Group

Joseph Getz, principal, JGSC Group

Tanya Rohrbach, community planning manager, New Jersey Future



Together with...  
**JGSCGroup**

*New Jersey Future, together with JGSC Group (2021).*

*Downtown Bloomingdale sustainable economic redevelopment action plan*

# APPENDICES



# **Appendix A: Consumer Survey Grant Deliverable**



# CONSUMER SURVEY HIGHLANDS COUNCIL GRANT DELIVERABLE 1c

## TABLE OF CONTENTS

ANALYSIS OF BLOOMINGDALE ONLINE CONSUMER SURVEY

SURVEY RESPONSE DATA

## ANALYSIS OF BLOOMINGDALE ONLINE CONSUMER SURVEY

JGSC Group conducted an online survey of consumers in and around Bloomingtondale Borough. The purpose was to measure consumer preferences, perceptions, and behaviors about the downtown Bloomingtondale economic market.

The consumer market survey was created in an online platform with a secure URL address and open to the public from February 15, 2021 to March 19, 2021. The survey was advertised with a consistent custom design intended to maximize the number of participants. The survey was advertised by placing 30 custom-designed lawn signs throughout Bloomingtondale Borough in public spaces. A 4-foot by 20-foot banner sign with the same custom design was printed and hung across Main Street. Window signs were placed at local businesses, and handout cards with the same custom design were distributed to patrons. We contracted with a local Bloomingtondale

business to produce the signs and banner. Online advertising included circulation of a notice advertisement with the same custom-design on the municipal website and Facebook page and through online media outlets of local partners such as the Bloomingtondale Economic Development Committee.



The survey contained 36 questions that measured the preferences, perceptions, behaviors and demographics of the respondents. Some of the key survey findings include the following.

- **What people like and dislike about the downtown area** – The primary reasons why people visit the downtown is to visit the post office or bank (66%), visit local eating and drinking places (65%), or get gas or auto repairs and service (59%). When asked what stores they visit most often, 24% named River of Beer and 12% named the Food World/IDA. Generally, people dislike the selection of restaurants, stores and merchandise currently offered. Specifically, people say they don't shop in downtown because of the limited selection of stores / shopping options (70%), limited selection of restaurants (64%), doesn't have the stores they like (43%), and offers limited merchandise quality / selection (42%).
- **Who is not visiting and how to entice them to visit** – Because of the reasons listed above, 18% of residents and non-residents say they never shop in the downtown, while 56% of residents and 63% of non-residents never dine in the downtown area.

Among all responses, 94% disagreed with the statement, downtown is fine as it is," and 74% said they want downtown to be a neighborhood shopping district. This compares to 47% that said they want a destination shopping district, 19% that want to see a professional office center and 7% that say create housing along Main Street.



- **Consumer's preferences for Main Street living, dining and more** – Through-out the entire survey responses, consumers made it clear that they are looking for a downtown where they can shop for everyday needs (74%), dine outdoors (69%) and along the river (77%). In addition, the responses indicate a desire for small-scale condos and apartments (32%), as well as a Riverwalk (68%) outdoor concerts and movies in the park, and connectors to local trails and bikeways (47%).
- **Stores that would make people want to visit downtown** - 70% want a fresh produce market, 66% want baked goods, 54% want specialty / gourmet foods, 53% want meat and poultry butchers, 47% want a seafood fish market, 33% want prepared and semi-prepared foods, and 43% want a wine and spirits shop.
- Restaurants that would make people visit downtown – 69% named full-service restaurants, coffee shops and cafes, and outdoor / sidewalk dining, while 58% said taverns and pubs, and 55% said limited-service restaurants.
- **Entertainment that would make people visit downtown** – This question was asked as an open- ended question. As a result, the percentages of any single response will be lower than when a limited number of prompted answers are offered. Among all responses, the most popular are live music, more restaurants / outdoor dining, outdoor concerts, outdoor movies, live entertainment, and bike and walking trails.
- **Support for revitalization and redevelopment initiatives** – We proposed a list of 8 revitalization initiatives and asked the respondents to rank the importance of each. Among all respondents, two- thirds or more say it is very important to attract new stores, restaurants and businesses to the downtown; revitalize storefronts and building facades along Main Street; and improve pedestrian safety and walkability. More than one-half of all respondents say actively promote downtown Bloomingtondale to attract more shoppers, attract more independent stores and boutiques, and attract a greater diversity of restaurants. One in ten respondents want to see more small-scale townhomes, condos and apartments along Main Street.

A summary of responses to other questions are shown on the following pages

**Survey responses** – The survey received 983 responses, which is more than double our goal of 405 responses. Based upon the 983 responses, the survey has a 3.1% margin of error.

- Among all responses, 81% of responses are from residents of Bloomingtondale. This represents a response from 1 in every 4 households in the borough.
- Our analyses indicated that economic growth opportunities may exist to the north west, west and south-west of Bloomingtondale. Because of that, we targeted responses from people in those areas. We received 179 responses from non-residents, 82% of which were from the target areas.

We were able to segment the respondents into groups and compare responses among these groups.

- Those living in Bloomingtondale are called, "Residents." Those living outside of Bloomingtondale are called, "Non-residents."
- Respondents 41 and over are called, "≥ 41 yrs." People ages 40 and younger are called, "≤ 40 yrs."

- People who have moved with the past 3 years are called, “Moved 3 yrs.” Of those who have moved in the past 3 years, 84% now live in Bloomingtondale.

**Demographics** – We analyzed the responses to compile the demographic data of the respondents.

- Among all respondents, 65% identified as female and 32% identified as male.
- We asked respondents to tell us to which generation they belong and provided date ranges to assist with the answer. Baby boomers (1964 or earlier) account for 24% of all responses, Generation X (1965-1980) accounts for 38%, Millennials (1981-1996) account for 33% and 24% of responses are from Generation Z (1997-2010).
- Two-thirds of all respondents have average annual household income of more than \$100,000 and 30% have income above \$200,000. The average household income of all respondents is \$136,576 per year.
- Among all respondents, 50% say they have no children in the household. Among respondents with children, the average household size is 4.4 persons, which includes 1.7 children and 2.7 adults. Among respondents who have moved within the past 3 years, 63% reported no children present in the household.

**Downtown visits** – Here’s why people do or don’t visit downtown, how they behaved while in downtown, and what would make them want to visit more often.

- Residents and older respondents visited downtown most often to visit the bank or post office, get gas, shop and dine or go to the grocery store. Pre-pandemic, they didn’t visit more often because of the limited selection of stores, restaurants and the limited merchandise selection. Post-pandemic, they would visit more often for beer gardens and brewpubs, coffee shops and bistro, full-service restaurants, outdoor/sidewalk dining and dining along the river.
- Younger and recently moved respondents and non-residents visited because they live/lived on or near Main Street, to visit the local eating and drinking places, and for outdoor recreation. They didn’t visit more often because downtown doesn’t have the stores they like, limited selection of stores, restaurants and the limited merchandise selection. Post-pandemic, they would visit for beer gardens, brewpubs, clubs with entertainment, coffee shops and bistros, delicatessens and sandwich shops, full-service restaurants, outdoor/sidewalk dining and dining along the river.
- Among all groups, there is significant demand for a bakery, fresh produce market, butchers, fish market, specialty/gourmet food stores and wine and spirit shop.
- As to entertainment, the most-mentioned preferences include music, more restaurants / outdoor dining, outdoor concerts, outdoor movies, live entertainment, and bike and walking trails. Non- residents, younger and recently moved respondents offered a higher level of support for these same responses.
- Currently, 18% of residents never dine downtown and 56% never shop there. Among non-residents, 18% never dine downtown and 63% never shop. This results in a significant loss of sales revenues for Bloomingtondale businesses.

- When residents of Bloomingtondale spend their dollars outside of the community, that spending is referred to as leakage or unmet demand and represents lost sales revenues for local businesses. Currently, there is \$10.4 million a year in unmet demand for eating and drinking places in Bloomingtondale. Retail leakage for other goods and services exceeds \$77.7 million annually.

**Revitalizing downtown** – There is widespread support for revitalizing the downtown commercial district. And, there is consensus for action: 94% disagree with the statement, “Make no changes. Downtown Bloomingtondale is fine as is.

The majority of respondents say it is “very important” to accomplish these downtown initiatives.

- Attract more stores, restaurants, businesses (72%), including more diversity of restaurants (54%) and more independent retailers and boutiques (55%).
- Make physical changes to revitalize storefronts and facades along Main Street (68%), and improve pedestrian safety and walkability (61%).
- Actively promote Bloomingtondale to attract more shoppers to the downtown (54%)
- Less than the majority say it’s very important to provide more public parking in the downtown area (45%), and develop more small-scale townhouses, apartments and condos on Main Street (10%).

When asked to rate the appeal of different revitalization initiatives...

- Respondents overwhelmingly prefer a neighborhood shopping district that meets their everyday needs (74%) rather than attracting outsiders.
- A smaller group say it’s very important to create a destination district that would attract both residents and outside visitors (48%).

**Riverfront improvements** – Respondents expressed strong support for activating the riverfront area.

- 80% of younger respondents and 78% of recently moved respondents say a Riverwalk with a public walkway is “very appealing.” Among all respondents, 68% find this very appealing.
- 87% of younger respondents and 85% of recently moved respondents say they would “definitely” visit more often for dining along the river. Among all respondents, 77% say they would “definitely” visit more often for this.
- 47% of all respondents say they would “definitely” visit more often if downtown offered connectors to local trails and bikeways. 41% of non-residents say the same, as do 53% of younger respondents.

**Downtown development** – There is limited support for downtown housing.

- One-in-ten respondents say it’s “very important” to develop more small-scale townhomes, condos and apartments on Main Street. Another 22% say it’s “somewhat important.”

- 7% of all respondents say creating low-rise (2-3 stories) condos and townhouses along Main Street is “very appealing” and 14% say it’s somewhat appealing.

If housing were built along Main Street (high or moderate interest)

- Condo or apartment with 1 or 2 bedrooms: 18%
- Single family townhouse with 3+ bedrooms: 14%
- Condo or apartment above stores or restaurants: 14%
- Condo or apartment with 3+ bedrooms: 11%
- Most people are not planning to move, but among those that may, 17% would want to buy and 9% would want to rent.

**Post-Pandemic life** – Our goal was to measure perceptions about post-pandemic life and the impact that could have on the local economy.

- 43% of residents and older respondents think the pandemic is subsiding and are comfortable visiting stores and restaurants, compared to +50% of non-residents and younger respondents.
- Among all respondents, 30% will not feel comfortable until the vaccines are widely administered, while 25% still remain skeptical and want to wait until they’re personally convinced.

As opinions about shopping and dining change in a post-pandemic world, expect some economic impact on the downtown. Local delivery may become more important, as will experiential offerings.

- 58% of older and 65% of younger respondents will dine out as before.
- 52% of older and 65% of younger respondents will attend local events/activities as before.
- 52% of older and 56% of younger respondents will shop in stores as before.
- 15% of older and 20% of younger respondents are more likely to use delivery for local things.
- 16% of older and 17% of younger respondents will shop online more often.
- 7% of older and 11% of younger respondents will buy everything they can online

More people now work from home, but most expect to return to work after the pandemic.

- Among all respondents, 47% don’t have the option to work from home (nurses, police, mechanics, waiters, etc.)
- 14% already worked from home and another 30% now work from home.
- Post pandemic, 28% expect to return to work, but 18% expect to work from home.



## SURVEY RESPONSE DATA

The following pages provide the tabulated results for all survey questions, as well as cross-tabulated data for various segments. Each of the segments is describe below.

- **All** – This includes all 983 responses received during the survey.
- **Residents** – Includes only those 804 responses from residents of Bloomingtondale zip code 07043.
- **Non-residents** – Includes 179 responses received from people living in zip codes outside of Bloomingtondale.
- **≤ 40 years** – All 248 responses from respondents that identified themselves as being from the Millennial or Generation Z generations (Question 30).
- **≥ 41 years** – All 479 responses from respondents that identified themselves as being from the Baby Boomer or Generation X generations (Question 30).
- **Moved 3 years** – All 179 responses from people who say they have moved in the past 3 years or less (Question 23). Among the responses for this group, 82% say they now live in Bloomingtondale.

Completed surveys	Count	Error %
All responses	983	3.1%
Residents	804	3.5%
Non Residents	179	7.5%
Age 40 or younger	248	6.3%
Age 41 or older	479	4.5%
Moved in last 3 years	147	8.2%

<b>Q1. Home Zip Code</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
07403 – Bloomingtondale	81.9%	100%		82%	86%	84%
07404 – Kinnelon	0.3%		2%			
07405 – Butler, Kinnelon	8.5%		58%	11%	6%	7%
07420 – Haskell, Wanaque	0.4%		5%			
07442 – Pompton Lakes	0.4%		3%			
07444 – Pompton Plains	0.3%		2%			
07457 – Riverdale	0.4%		3%			
07465 – Wanaque, Ringwood	0.4%		3%			
07480 – West Milford	3.6%		24%	3%	3%	5%

**Q2. How important is it to accomplish the following? (Very Important)**

	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
Attract stores, restaurants and businesses to the downtown district	72%	73%	69%	74%	73%	72%
Revitalize storefronts and building facades along Main Street	68%	69%	58%	71%	69%	71%
Improve pedestrian safety and walkability in the downtown	61%	61%	60%	64%	60%	64%
Attract more independent stores and boutiques to the downtown	55%	55%	64%	53%	56%	58%
Actively promote downtown Bloomingtondale to attract more shoppers	56%	56%	58%	57%	57%	52%
Attract more diversity of restaurant cuisines to downtown	54%	54%	60%	67%	48%	65%
Provide more public parking in the downtown area	45%	43%	56%	37%	48%	45%
Develop more small-scale townhomes, condominiums & apartments on Main Street	10%	10%	11%	11%	8%	10%

**Q3. "Make no changes. Downtown Bloomingtondale is fine as it is."**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Agree	6%	6%	7%	4%	7%	4%
Disagree	94%	94%	93%	96%	93%	96%

**Q4. Appeal of these revitalization initiatives in B'dale (Very Appealing)**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Neighborhood shopping district to provide for everyday needs for local residents	74%	74%	76%	79%	73%	78%
Create a riverwalk along Pequannock with a boardwalk / public walkway	68%	67%	76%	80%	63%	78%
Destination district designed to attract residents and outside visitors	48%	46%	59%	49%	48%	52%
Create wi-fi hot spots throughout Bloomingtondale	33%	32%	40%	33%	31%	36%
Create prof. office center for tech, medica and similar services	19%	21%	11%	16%	21%	13%
Create low-rise condos and townhomes (2-3 stories) along Main St	7%	7%	8%	9%	7%	8%

**Q5. Pre-pandemic primary reasons to visit downtown Bloomingtondale**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Family or friends live in the area	13%	11%	26%	19%	10%	15%
Get gas, auto repairs or service	59%	62%	44%	53%	63%	50%
I live or lived on Main Street	40%	43%	27%	52%	34%	52%
I work or worked on Main Street	5%	4%	10%	5%	5%	7%
Outdoor recreation	13%	13%	19%	16%	13%	14%
Shop at the grocery store	35%	36%	28%	19%	44%	19%
Shop at the stores in downtown	37%	36%	42%	27%	43%	27%
Visit local eating and drinking places	65%	65%	68%	62%	66%	61%
Visit the bank or post office	66%	70%	50%	52%	76%	50%
Other reasons	8%	7%	12%	8%	8%	6%

**Q6. Pre-pandemic, which store or business did you visit most often?**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
River Beer	24%	23%	27%	36%	17%	33%
Walgreens	6%	7%		7%	7%	9%
Food World	6%	6%	5%	2%	7%	2%
Post Office	6%	6%	3%	2%	7%	4%
IGA	6%	6%		3%	7%	
7-11	3%	3%	4%	2%	3%	4%

**Q7. Pre-pandemic, how often did you shop at these locations? (AVG 0-5)**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Retail businesses along Route 23	4.25	4.24	4.30	4.31	4.22	4.18
Downtown Bloomingtondale	3.74	3.78	3.55	3.51	3.91	0.34
Kinnelon Mall	3.14	3.09	3.63	3.12	3.16	2.88
Downtown Butler	3.04	2.99	3.43	3.06	3.01	2.99
Downtown Pompton Lakes	2.66	2.64	2.74	2.73	2.51	2.66



**Q8. Pre-pandemic, why didn't you shop in downtown B'dale more often?**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Difficult to find parking	34%	33%	37%	33%	34%	35%
Doesn't have the stores I like	43%	43%	42%	49%	40%	45%
Inconvenient/uncertain store hours	5%	5%	5%	9%	2%	9%
Limited merchandise selection/quality	42%	43%	33%	44%	44%	38%
Limited selection of eating places	64%	66%	54%	70%	63%	64%
Limited stores/shopping options	70%	72%	62%	72%	72%	66%
My time/schedule	10%	9%	10%	9%	10%	4%
Traffic congestion	17%	16%	20%	17%	16%	19%
All other reasons	11%	12%	5%	11%	12%	16%

**Q9. Post-pandemic, dine downtown more often for...? (Yes, definitely)**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Beer Garden	54%	53%	56%	69%	45%	71%
Brew pubs	54%	54%	52%	70%	44%	70%
Child-friendly restaurants	41%	42%	30%	55%	33%	49%
Clubs with live entertainment	34%	35%	30%	41%	30%	36%
Coffee shops, cafés, bistors	70%	71%	66%	73%	68%	79%
Delicatessens / sandwich shops	51%	52%	44%	56%	49%	54%
Dining along the river	77%	76%	75%	87%	70%	85%
Full-service restaurants	70%	71%	65%	74%	69%	73%
Outdoor / sidewalk dining	70%	69%	74%	78%	65%	80%
Take-out of counter-service eating places	55%	57%	52%	59%	53%	55%
Taverns, pubs	58%	57%	58%	71%	50%	71%
Other: bakery	20%	19%	33%	8%	27%	8%

**Q10. Name a type of entertainment that you'd like to see in downtown**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Music / live music	14%	14%	16%	11%	16%	23%
More / better selection of restaurants	5%	5%	10%	5%	9%	7%
Outdoor concerts, theater, and dining	7%	7%	26%	18%	9%	15%

**Q11. Post-pandemic, visit downtown more often for...? (Yes, definitely)**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Antiques / vintage boutiques	24%	23%	29%	26%	21%	34%
Arts & cultural studios / lessons	22%	21%	23%	25%	20%	27%
Arts, crafts and hobbies	28%	28%	32%	34%	25%	35%
Axe-throwing center	22%	21%	25%	33%	15%	24%
Baked goods	67%	68%	67%	60%	71%	65%
Children's activities	26%	27%	23%	42%	16%	33%
Clothing boutiques	26%	26%	30%	32%	24%	36%
Connectors to local trails and bikeways	47%	49%	41%	53%	43%	49%
Dance or other instructional studios	11%	11%	14%	16%	8%	12%
Dentists, dental care	14%	15%	8%	17%	13%	16%
Doctor offices	15%	16%	8%	17%	14%	17%
Escape rooms	11%	11%	15%	17%	7%	12%
Fresh produce market	70%	72%	63%	70%	71%	73%
Home furnishings / décor	27%	27%	29%	32%	25%	38%
Meat, poultry butchers	54%	56%	43%	48%	57%	52%
Other medical care services	12%	13%	8%	14%	12%	11%
Prepared / semi-prepared foods	33%	34%	31%	34%	34%	40%
Seafood, fish markets	48%	48%	43%	40%	52%	46%
Specialty / gourmet food stores	55%	56%	50%	53%	57%	56%
Upscale consignment shops	21%	21%	23%	26%	18%	31%
Wine and spirits shop	43%	45%	32%	47%	41%	59%

**Q12-15. Pre-pandemic dining visits and spending per month**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Dine in downtown B'dale per month	1.0	1.0	1.0	0.9	1.0	0.9
Spending per dining visit	\$25.20	\$25.27	\$23.87	\$25.17	\$25.05	\$24.69
Percent that never dine here	18%	18%	18%	17%	20%	21%
Dine elsewhere per month	1.6	1.6	1.7	1.6	1.6	1.5
Spending per dining visit	\$28.04	\$28.31	\$25.63	\$28.20	\$28.06	\$29.00
Percent that never dine elsewhere	5%	6%	2%	4%	5%	7%

**Q16-19. Pre-pandemic shopping visits and spending per month**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Shop in downtown B'dale per month	1.5	1.6	1.4	1.6	1.5	1.3
Spending per shopping visit	\$28.90	\$29.47	\$21.49	\$27.59	\$29.37	\$26.42
Percent that never shop here	56%	56%	63%	64%	53%	65%
Shop elsewhere per month	2.3	2.4	2.2	2.4	2.3	2.4
Spending per shopping visit	\$53.47	\$54.23	\$49.46	\$37.74	\$55.60	\$50.46

**Q20. Post-pandemic how likely are you to change habits? (Very likely)**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
I'll dine out just as I did before	61%	60%	63%	65%	58%	63%
Attend local events/activities as before	57%	56%	65%	65%	52%	60%
I'll shop in stores just as I did before	54%	52%	59%	56%	52%	55%
More likely to use delivery for local things	17%	17%	20%	20%	15%	16%
I'll shop online more often	16%	17%	11%	17%	16%	18%
I'll buy everything I can online	9%	9%	4%	11%	7%	11%

<b>Q21. Which ONE statement describes your feelings about post-pandemic</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
The pandemic is subsiding and I'm now comfortable visiting stores and restaurants as I did before	45%	43%	56%	51%	42%	53%
I will not be comfortable shopping and dining until a vaccine is proven effective and widely administered	30%	31%	23%	28%	31%	28%
Even after an effective vaccine, I'll wear mask, social distance and limit activities until I'm personally convinced of low risk	25%	26%	21%	21%	27%	19%

<b>Q22. Do you rent or own your home?</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
Own	88%	89%	80%	86%	89%	80%
Rent	12%	11%	20%	14%	11%	20%

<b>Q23. Tenure in current home</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
Less than 3 years	19%	19%	21%	36%	8%	100%
More than 3 years, but less than 10 years	28%	27%	29%	40%	21%	0%
10 years or more%	53%	54%	50%	24%	70%	0%

<b>Q24. Previous zip (moved in &lt; 3 years)</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
07403 – Bloomingtondale	11%	11%	11%	10%	17%	11%
07470 – Wayne	7%	7%	11%	8%	6%	7%
07506 – Hawthorne	4%	4%	6%	6%		4%
07480 – West Milford	4%	2%	11%	5%		4%
07405 – Butler, Kinnelon	4%	4%		4%		4%
07436 – Oakland	4%	4%		3%	6%	4%



**Q25. Have interest in housing, if built near Main Street? (High or Moderate)**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Condo or apartment with 1 or 2 bdrms	18%	17%	6%	11%	4%	9%
Single family townhouse with 3+ bdrms	14%	14%	5%	8%	5%	7%
Condo or apartment above stores/dining	14%	14%	4%	10%	3%	6%
Condo or apartment with 3+ bdrms	11%	11%	3%	8%	2%	0%

**Q26. If moving to new housing indowntown, would you buy or rent**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
Buy	17%	16%	22%	22%	14%	21%
Rent	9%	9%	9%	10%	8%	13%
I'm not planning to move	74%	75%	68%	67%	78%	66%

**Q27. Do you work from home? (Checkall that apply)**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
I worked from home before the pandemic	14%	14%	8%	9%	16%	13%
I work from home now	30%	30%	30%	30%	29%	31%
I'll return to work after the pandemic	28%	29%	28%	32%	26%	31%
I'll still work from home after pandemic	18%	17%	21%	17%	18%	19%
I don't have an option to work from home	47%	47%	48%	48%	47%	46%

**Q28. If you work outside the home, inwhat town do you work?**

	All	Resident	NonRes	≤ 40 yrs	≥ 41 yrs	Moved 3yrs
New Jersey (No town specified)	11%	11%	9%	10%	12%	11%
Wayne	6%	6%	7%	6%	7%	5%
Bloomingtondale	5%	4%	11%	2%	7%	4%
Parsippany	5%	5%		3%	5%	
New York (State or City)	7%	7%	9%	9%	12%	5%
Butler	4%	3%	14%	2%	6%	
Mahwah	3%	4%		4%	3%	6%

<b>Q29. Gender</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
Female	66%	66%	69%	68%	65%	68%
Male	32%	32%	27%	31%	33%	31%

<b>Q30. In what year were you born?</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
1964 or earlier – Baby Boomer	24%	25%	18%	0%	39%	10%
1965 to 1980 – Generation X	38%	39%	37%	0%	61%	18%
1981 to 1996 – Millennials	33%	32%	38%	88%	0%	71%
1997 to 2010 – Generation Z	4%	4%	8%	12%	0%	1%

<b>Q31. Adults and children in household</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
Number of adults	2.7	2.8	2.5	2.8	2.7	2.5
Number of children, 18 years or younger	1.7	1.8	1.5	1.7	1.7	1.8
Average household size	4.4	4.6	4.0	4.5	4.4	4.3
Percent of HHs with no children	50%	50%	54%	50%	50%	63%

<b>Q34. Annual household income</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
Under \$25,000 a year	2%	1%	4%	2%	1%	2%
\$25,000 to \$49,999	5%	5%	7%	4%	6%	7%
\$50,000 to \$74,999	8%	8%	12%	9%	8%	8%
\$75,000 to \$99,999	18%	19%	8%	15%	19%	18%
\$100,000 to \$149,999	31%	30%	36%	36%	28%	41%
\$150,000 to \$199,999	21%	21%	20%	22%	21%	16%
\$200,000 to \$249,999	9%	9%	8%	8%	9%	6%
\$250,000 or over	6%	6%	5%	4%	7%	2%
Over \$100,000 a year	67%	66%	69%	70%	65%	65%
Over \$150,000 a year	36%	36%	33%	33%	37%	24%
Over \$200,000 a year	30%	30%	29%	30%	30%	22%
Average HH Income of Respondents	\$136,576	\$137,009	\$131,149	\$132,992	\$138,791	\$123,007

<b>Q37. How did you hear about the survey</b>	<b>All</b>	<b>Resident</b>	<b>NonRes</b>	<b>≤ 40 yrs</b>	<b>≥ 41 yrs</b>	<b>Moved 3yrs</b>
Email from employer or organization	2%	3%	1%	2%	3%	1%
Lawn sign	24%	22%	37%	23%	25%	24%
Banner across Main Street	34%	34%	35%	36%	32%	30%
Facebook or other social media	45%	48%	21%	46%	44%	49%
Flyer in a store, restaurant or other place	3%	7%	5%	5%	2%	4%
Word of mouth	9%	6%	13%	9%	9%	6%
Other	4%	8%	3%	2%	4%	2%

# **Appendix B: Community Inventory and Engagement Grant Deliverable**





# COMMUNITY INVENTORY AND ENGAGEMENT HIGHLANDS COUNCIL GRANT DELIVERABLES 1a,b & 2a

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TRACKING LIST OF KEY STAKEHOLDERS AND MERCHANTS TO INTERVIEW

INTERVIEWS ANALYSIS

INVENTORY OF ASSET AND PROBLEM AREAS ALONG MAIN STREET



## STAKEHOLDER INTERVIEW SUMMARY AND ANALYSIS

The first outreach made to the business community of Bloomingtondale was to the members of the Economic Development Committee (EDC), a group empaneled by the Borough of Bloomingtondale to support the Borough's small business community and to advise the Borough on matters of local economic development. We met with Chairman John Graziano and the members of the EDC on two occasions: on January 23, 2020 and on February 27, 2020. On each occasion, the Chairman dedicated the majority of the Committee's meeting time to our discussion.

At the January meeting, the Consultant team performed a group stakeholder interview with the members of the EDC. In addition to Chairman Graziano, the members present that participated in the interview included Michael Rudge, Steve Tonascovic, Nadia Hussain, Elisa Kolenut, Lisa Bendell, Suzanne Osborne, Ann Sundstrom, Michelle Reynolds, and Jennifer Allen. The following is a summary of that interview discussion:

*Background Question: please tell us about yourself and your involvement with commerce in Bloomingtondale.*

The members of the Committee have diverse backgrounds: some moved to the community only a few years ago, while others have been here much longer; some are lifelong residents. A few owned their own businesses, while others work for major employers. The Committee included a teacher, two real estate sellers, the owner of auto towing and auto businesses, a jeweler, a member of the board of the ACLU, and a retired person. Those that chose to move to Bloomingtondale did so because they like the small-town atmosphere and Mayberry-like feel of the Borough and appreciate the closeness to nature (particular those living on or near the Glen Wild, Iosco, and Morse lakes). Some of them are connected to commerce here through the businesses that they operate or that they work for; others have an interest because they live and shop here. All of them agreed on a few issues:

- the town has a nice feel to it, but it could be more attractive;
- townspeople are very friendly and supportive; and
- the property taxes are too high.

*Question 1—How do local residents, the business community, and local government relate to one another here? Is the business community a positive social force? Is local government considered to be "business-friendly"?*

The majority believe that the current local government has become business-friendly after many years of indifference to business. The Mayor empaneled the EDC in order to communicate with and support the business community, and he even had public parking spaces painted on Main Street to facilitate parking there. The EDC has been doing outreach to small businesses in town for more than 5 years including a survey of residents that they offered in September 2016.

The group noted that some businesses are very involved with social issues in town. There is a combined Chamber of Commerce which represents merchants here and in three other adjacent communities, but they do little to promote local businesses and only half of Bloomingtondale's merchants belong to the group. The Bloomingtondale EDC, however, maintains a Facebook page that posts regular events happening downtown, and publishes profiles on individual businesses.

*Question 2: How well does commerce work in Bloomingtondale today? How would it differ from your ideal vision of downtown Bloomingtondale?*

The comments received to this question indicate that commerce works less than ideally here. Respondents believed that residents should be encouraged to shop first in Bloomingtondale for the things they need, before going outside of town to shop, that would really boost revenues for local businesses.

Local parks were identified by the group as a strong positive feature of the town that allow residents to have recreation with their children here in town; however, many residents still take their children to Verona Park, and those people may shop or dine in Verona while visiting that park.

There are nearby towns that might enjoy shopping or dining here, but don't do it. There are 10,000 residents in neighboring Kinnelon that have no walkable downtown and ought to come to Main Street Bloomingtondale to shop and dine.

EDC helps commerce in Bloomingtondale by maintaining a "What's Happening in Bloomingtondale?" column on Facebook which features only Bloomingtondale businesses.

The EDC recognizes that commerce is held back by the fact that there is not enough public parking to support Bloomingtondale's businesses. We need to provide more of it convenient to downtown shopping and dining.

Another problem for commerce is that businesses don't work together; there is little cohesion in the business community. As a result, there are few public gatherings and no coordinated sales events that benefit businesses here.

In their ideal future vision, downtown Bloomingtondale would have much wider sidewalks with room for sidewalk activities, sales and dining—activities known as "sidewalk activation." More activity on the sidewalks would encourage visitors to stop for trial visits to our stores and restaurants. There would also be safer pedestrian crossings to make it easier to walk from one side of Main Street to the other. The



group would like downtown Bloomington to emulate downtown Pompton Lakes, with more public parking and more stores where people could shop for a wider variety of things. They would like to see residential homes and apartment units above the retail stores; this would bring more people directly into the downtown. Their ideal vision of Bloomington would also successfully integrate the Pequannock River into the shopping district, too.

*Question 3: What are the strengths, weaknesses, and opportunities of doing business in Bloomington? What threats are posed to commerce here?*

*Strengths:*

- Vehicle traffic density due to the town's proximity to Routes 287 and 23 is a strength for commerce.
- There are several major destinations nearby which bring outside visitors into the area, and that is also a strength for local commerce.
- The Borough has a small-town feel, yet it is close to Target and other big-box stores. [Consultant's note: this may add to the town's ability to attract new residents, but the close proximity of big-box stores would not necessarily count as a strength for local commerce.]
- Local outdoor recreation from skiing, to boating/fishing, to hiking, to horseback riding all attract outside visitors, which is a positive strength for commerce.
- The town is attractive, with some noteworthy facades (like that of Bob's Barbershop), and other buildings that impart a timeless, semi-rustic, distinctive appeal.

*Weaknesses:*

- There is no commuter train or station in Bloomington.
- Public parking is limited and insufficient to support our businesses.
- Poor planning of the past resulted in a downtown with narrow sidewalks, poor pedestrian crossings, and no pedestrian connection to the Pequannock River.
- Newer sidewalk pavers that were installed were not done well and are a mix of half-concrete, half-pavers.
- New sidewalk lamp posts that were installed don't cover the full-length of the business district.
- Because of poor planning, commercial buildings on Main Street do not all front on the street; some are perpendicular to it.

*Opportunities:*

- We have positive business assets that would attract more visitors if we could publicize them better: we

need to get the word out to residents and potential visitors that they should try shopping and dining in Bloomingtondale first.

- It was noted that the vacant commercial property at 84 Main Street (formerly “Lorenge’s Transmission”) is under contract, and a new business will be opening there.

*Threats:*

- People outside of Bloomingtondale perceive that we have nothing in this town to offer them, which isn’t true.
- Failure to enforce our zoning code—although the town now has one new part-time code enforcement officer, which may resolve this problem.

*Question 4: What has been done to attract regional visitors to shop and dine or just visit Bloomingtondale? Of these efforts, what worked, and what did not?*

- EDC’s Facebook page has been an effective device to help us publicize what is happening in downtown Bloomingtondale.
- The Bloomingtondale Town Pride Day is a public event held in September that attracts mostly residents, but also some outsiders.
- Sloan Park used to be a popular venue for concerts and other events. It has been closed while flood control renovations were underway, but it is now reopened and available.
- Fireworks are set off in June (in connection with but 2 weeks before the July 4<sup>th</sup> holiday), and these attract visitors.
- In 2018, Bloomingtondale celebrated its centennial, and hosted major full-day events in winter (February) and summer (June) that attracted outside visitors.
- We hold an outdoor movie night in warm weather months.
- We have held a “Duck Derby” event on the Pequannock River with toy rubber ducks and it was successful.

*Question 5: What unique resources does Bloomingtondale have that might be tapped to bolster local commerce? What resources will it need to achieve the EDC’s vision?*

- The town boasts a Broadway playwright who lives in one of our lake communities.
- Debbie Duhaime, the famous NY traffic reporter, is a lake community resident of Bloomingtondale.

*Question 6: What other individuals in town would you consider to be stakeholders in Bloomingtondale’s commerce that we should speak with?*

- Jodie Bross, third generation owner of the Glenwild Garden Center, 104 Glenwild Avenue, Bloomington.
- The owner of Bob's Barbershop, 90 Hamburg Turnpike, Bloomington.
- Thomas Marinaro, owner of Residential Home Funding Corp., 38 Main Street, Bloomington.
- "Mike", the owner of GL Group Inc.

That concluded the stakeholder interview. Following this, the Consultant also solicited recommendations from the EDC regarding the community-wide survey to be launched in the spring and invited them to consider whether there are questions that the EDC might want to ask the community on the survey in addition to the questions planned by the Consultant. The members of the Committee had no questions for the survey at that time.

The Consultant team attended the next meeting of the EDC on February 27<sup>th</sup> and provided updated information on the status of the planned community-wide survey. We solicited further information from the EDC on that survey (i.e., should we have residents identify themselves by neighborhood name, or simply by zip code; did the Committee have any questions to insert into the survey; actual survey questions would be shared with the Committee through their Chairman next week for review and approval) and it was noted that the goal was to launch the survey in mid-March.

Following the survey discussion, the Consultant team provided a verbal summary of the results of their interviews with Bloomington merchants to that point. The summary noted these highlights:

- There had been 19 completed merchant interviews, with about 1/3 of the merchants approached declining to be interviewed. The Committee responded that in the past, they attempted two projects for local merchants: 1) to have a social media expert provide marketing education sessions, and 2) to create a map to advertise our local businesses and show their locations. However, only a few people attended the media expert session, and only one business agreed to be on the map.
- The Consultant team asked whether our recommendations be directed to EDC rather than the Borough, and they responded in the affirmative. EDC is struggling to get people to come to sessions they set up to help them and they need more recommendations for engagement strategies – how to get merchants more receptive and active and take advantage of things town does to help them.
- The Consultant team noted that the interviewed businesses feel that storefronts don't look good in the district; that there isn't a good enough mix of retail; that there is not enough foot traffic to support business; and believe that there are enough restaurants or enough different types of restaurants to attract dining visits. The Committee members voiced general agreement with these conclusions.

- The Consultant team noted that many merchants expressed concern that the Borough might invoke eminent domain in order to take control of commercial properties for redevelopment. The team also noted that Mayor Dunleavy had expressed an unwillingness to utilize eminent domain for downtown redevelopment; however, EDC members responded that they are not sure that eminent domain is off the table.
- The Consultant team noted that a set of design standards could be adopted by the Borough into the zoning code could address appearance concerns and provide a mechanism—a “carrot-and-stick” approach to zoning enforcement—that would employ cordial letters and offers of matching funds to effect property improvements to facades and signage and later escalate to violation notices and fines for recalcitrant owners. The Committee responded that in the past, they had sent a “small-town” mock-up to the planning board for them to codify design standards, but nothing came of it. A discussion ensued of measures that could be employed to renew this effort with a specific set of code amendments that would have the support of the Mayor and Borough Council.
- The Consultant team noted that the final report on the merchant interviews would maintain the merchants’ confidence and not reveal their specific identities. Each one that was interviewed was promised anonymity in order to gain their trust to speak with us. Other than noting each participant in the process, no single merchant would be linked to any of their responses to questions. The EDC understood and accepted the need for such confidentiality but expressed their desire to know the type or category of business for each type of response. For example, restaurants seem to be doing well, so maybe they don’t experience the same challenges that other business categories do. The Consultant team committed to indicating significant response differences by retail category where that would not run the risk of revealing the identity of any respondent to this merchant interview process.

That concluded the discussion of February 27, 2020.

After all responses were compiled and reviewed, a further analysis was performed by retail category, pursuant to the request of the Bloomington EDC. We sorted each of the responding merchants into one of three possible categories: restaurant/food; retail goods; and retail services. We then re-examined the responses to see whether there was any significant difference in response from one category to another for every question. For example, in the response to question 12 (“Do you sell your goods or services online?”) we found that only 4 of 21 businesses responded in the affirmative, but there was at least one business for each of the three retail categories: two restaurants, one retail goods retailer, and one retail service business said “yes” to this question. Seventeen businesses said “no,” and they also represented all three retail



categories. No single question elicited a response that highlighted a particular advantage or disadvantage for any single retail category.

Subsequent to the meetings of January 23<sup>rd</sup> and February 27<sup>th</sup>, the Consultant also sought feedback from the Committee via email to their Chairman on lawn sign and public notice designs, as well as on the draft questions for the community-wide online survey. With the outbreak of the COVID pandemic and Governor Murphy's Emergency Order #103 requiring a closure of restaurants and public businesses and lockdown of residents, we communicated directly with Mayor Dunleavy and Chairman Graziano regarding the suspension of this project during the pendency of the health emergency. Any resumption of the program will occur following a lifting of the emergency order imposed by the Governor of NJ, upon the recommendation of the consultant and concurrence of the Borough.

During the month of February 2020, representatives of the New Jersey Future/JGSC Group team met randomly with active merchants and commercial property owners to seek their input on downtown Bloomingtondale and the operation of their business there. We asked a standard set of 20 questions; eight of these offered multiple choice responses; the remainder were open-ended questions that allowed for free expression of opinion.

We invited feedback from more than three dozen individuals; the following representatives did speak with us: John at Bagel Metro; Pete (property owner) at Wayne Bedding; Nick (property owner) at Lakeland Kitchen Cabinetry; Bharan at Bloomingtondale Discount Liquors; Sabrina at Ice Cream Plus; Paul at IGA Food World; Ed at Bloomingtondale Flower & Gift Shop; the manager at Union Avenue Deli; Jennifer at Monarch Tattoo; Ken at Computers, Inc.; Pamela at Treasure Hunt Consignment; Dan at Happy's Garage II; Ron at Hurricane Signs; Kathleen at East-Com Solutions, LLC; Rich at Underground PC; Fred at River of Beer; Lina (property owner) at Lina's Ristorante; Joe at Advance Auto Glass; Casey at Sparkway Smoke and Vapor; the owner of Kabob House Mediterranean Grill, and the owner of Reptile Roadhouse. The other 15 that we approached did not complete an interview.

In response to a request of the Bloomingtondale EDC, we divided the respondents into three categories of business: restaurant/food; sellers of retail goods; and sellers of retail services, in order to determine whether any one circumstance affected one type of business more than others. There were 7 businesses in the restaurant/food category; 6 in the sellers of goods category; and 8 in the sellers of services category. We found no significant differentiation in response among these categories; therefore, it was not apparent that any of the issues asked about in the survey affected any one category of business more than any other.

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Here is a summary of their responses:

1. A. How long has your business been here?

Most of the merchants we spoke to have been doing business in Bloomingtondale for many years: the shortest term in business there was 6 months, while the longest was over 60 years. The average time that this group has been in business here was 20.7 years.

1. B. Why did you locate your business here?

While several merchants were unable to give a reason, a plurality of seven of them chose to locate in Bloomingtondale because they purchased existing businesses. Three of them opened businesses here because they live locally, and the location was convenient for their commute. One of the merchants wanted to have their business in town to be close to the immigrant customer base there. There was no significant relationship of this response to any particular business category.

2. A. Is this location meeting your needs?

All but two of the interview subjects felt that their current location was meeting the needs of their business. Those who did not needed more space for inventory storage, and in one case needed a commercial garage space. No one complained that their problem with the space had to do with market conditions in Bloomingtondale.

2. B. Are your future plans to stay here?

There was a surprisingly high number of businesses that answered “no” to this question: 11 of them. Five of those intend to retire soon, even though they have no succession plan in place. Each of these businesses should be consulted confidentially by the Bloomingtondale Economic Development Committee to see whether solutions could be reached that would keep the business in town.

Certainly, the Committee could advocate for succession planning with the owners that are planning to retire, and possibly help to identify new operators to buy-in to those businesses.

3. How would you describe the local business environment over last year?

a. Strong market, trending upward, or

- b. Stable with slow growth, or
- c. Stable but not growing, or
- d. Trending downward.

This multiple-choice question elicited a slightly negative reaction on the local economy. While only 2 merchants indicated that they enjoyed a “strong market, trending upward” in the past year, the largest number, ten of them, indicated that it is “stable but not growing.” Several said that this condition had been true for more than one year; one said that it had been true for the past five years.

On the bright side, nine other merchants indicated that the local economy had been “stable with slow growth” over the past year, and none of them indicated that conditions were “trending downward.”

4. What is the biggest advantage to doing business in Bloomington?

Merchants were invited to provide their own response to this open-ended question, and their answers show that they consider these features of Bloomington to be advantages in doing business here:

- Strong local, loyal customer base that are repeat customers
- Good service from the fire and police departments
- Proactive help for businesses from the town
- Community feels safe
- Good access to Routes 287 and 23
- Main Street is an alternate route for 23, attracting outsiders
- My location is highly visible to high traffic on Main Street
- Easy for customers to access the stores on Main Street
- Convenient to my home/easy commute
- The town is affordable

It was commonly felt that Main Street businesses benefit from the vehicle traffic there, which raises their exposure. However, they see that traffic as a mixed blessing: in response to subsequent questions, they indicated that the traffic moves too quickly and poses an obstacle to pedestrians trying to cross Main.

It's unusual for municipal services to be selected as an advantage to business, so those comments are noteworthy. Also noteworthy is that one merchant commented that the community is "affordable" in a reference to commercial rental rates. Contrast that opinion with that of commercial property owners, who comment in subsequent questions about high local property taxes.

Finally, we note that four merchants said that there were no advantages to doing business in Bloomington.

5. What is the biggest drawback to doing business in Bloomington?

Merchants find these issues to pose the greatest drawbacks to their success in Bloomington:

- Narrow sidewalks perforated with driveways make it difficult to walk.
- Inadequate parking
- Overall appearance of the downtown/need for improvement
- Nearby competition from big box stores on Route 23
- Property taxes are too high
- It's not New York City (that is, not a lot of foot traffic)
- Traffic enforcement tickets on Main Street alienate customers
- Traffic is too heavy/too fast here; people don't walk
- Lower income of customer base depresses prices
- Location of the downtown by the river impacts access and parking
- There are not enough businesses here to attract visitors
- There is not enough mutual patronizing among businesses; local government doesn't patronize local businesses
- Utilities & sewer services are expensive



- Not enough promotion of businesses by the town

6. Who is your typical customer by age/gender/income level?

We ask merchants who their customers are in an effort to determine who is being attracted to shop or dine here now; whether specific marketing schemes should be recommended to reach Bloomingtondale's current audience; whether attempts to grow certain new audience segments might be justified; whether dining visitors might align with retail business audiences; whether there are unusual customer bases of one merchant that could be shared with other merchants in a targeted marketing program, and more.

Our interviews disclosed that there are a few businesses in Bloomingtondale that target narrow, specialized audiences—for example, one business targets the institutional equipment procurement officers for area hospitals; another targets the owners of businesses operating 50 or fewer computers. In both of those cases, the targeted clients rarely come to Bloomingtondale, but are instead serviced remotely by the merchant. As a result, there is little or no opportunity to share these clients with other Bloomingtondale businesses.

We learned that several Bloomingtondale businesses serve the community of immigrants from the Dominican Republic, which form a significant portion of their consumer base.

The majority of Bloomingtondale businesses serve customers of all ages. They provide goods and services that attract consumers of average income.

7. From what distance do you draw customers?

For the most part, the businesses of Bloomingtondale do not draw customers from a wide region. Only one attracts customers into town from 50 miles away. While three of the merchants interviewed spoke about serving clients that extend beyond 100 miles distant, those customers tend to be served at their remote locations. Three other merchants draw locally based customers only from about a 5-mile radius; another nine merchants draw customers from towns up to 10-miles away, and five other merchants draw clients from up to 20-miles away.

Those businesses that draw consumers that live more than 20 miles away are Bloomingtondale's

“destination businesses<sup>1</sup>,” meaning that they attract outsiders into the business district. These outsiders present an opportunity to the non-destination businesses, who normally draw only the limited audience of local consumers. It would be helpful to the local economy to take advantage of this opportunity, by marketing appropriate non-destination businesses to the outside consumers. This can be done in a variety of ways; for example, destination merchants could give their customers coupons for discounts or special sales at non-destination businesses. Another method would be to collect email addresses of outside consumers when they visit the destination businesses, and with their authorization, send them marketing emails for Bloomingtondale businesses, events, and sales.

8. Do your customers typically visit multiple businesses while here?

Most merchants were unaware of whether their customers visited other businesses while downtown, but a few—particularly those in the automotive repair businesses—acknowledged that their customers will patronize Bloomingtondale eateries while waiting for their cars to be serviced. Some eateries indicated that their proximity to the car wash raised their visibility to car wash customers and that they attracted business from those car wash customers.

9. Does your business benefit from proximity to Pequannock River?

Most businesses responded “no” to this question, but a few indicated that the proximity of the Pequannock attracted customers to their location; one acknowledged that he had built outdoor infrastructure at the rear of his business to allow customers to take advantage of the views of the river. A few merchants indicated that the concept of creating a park or public walkway along the Pequannock behind Main Street businesses would have a positive effect on business by attracting more visitors into downtown.

(Note, however, that several more merchants expressed alarm at the possibility that the town might employ the power of eminent domain in order to condemn commercial properties along the river so that the planned “River Walk” project could be built. They oppose the relocation of their businesses for this project; there are clearly heated reactions, fears, and divergent opinions on the River Walk proposal that would suggest that much more outreach must be done with and feedback received from

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<sup>1</sup> The destination businesses that we identified in Bloomingtondale are: Monarch Tattoo, Reptile Roadhouse, Lakeland Kitchen Cabinetry, Bloomingtondale Florist and Gift, River of Beer, and Lina’s Ristorante. We believe that Café Chameleon is also a destination business; however, the owner declined to be interviewed and we were unable to confirm their customer range. Also note: some other businesses, like East-Com Solutions and Advance Auto Glass also serve outside customers; however, they serve them at the customers’ locations and therefore do not draw outsiders into Bloomingtondale’s business district.

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merchants and commercial property owners before that project may advance.)

10. Which season (spring/summer/fall/winter) is best for your business?

There is a seasonality to the level of business in Bloomingtondale. The largest number of merchants see their business increase the most during the fall, from the back-to-school period through the holiday season. Summer was busiest for only a few of the businesses, while representing the slowest time for the majority. Less than one-quarter of all businesses polled found that their business level was stable throughout all four seasons.

11. A. Does your business have a website?

A strong majority (15 of 21) of the businesses that participated in this survey indicated that they have websites to promote their business. This means that they recognize the importance of connecting with their customers and sharing key business information (business hours; product or service listings; address; contact information; other descriptives). This also means that most businesses in town could link to a town-wide website, if there were one, to promote Bloomingtondale businesses. All businesses in the district should have a website that could link to a central Bloomingtondale shopping website and participate in marketing programs created by the Economic Development Committee through such a website.

11. B. Does your business have a social media site?

Nearly all the businesses with a website also have one or more social media sites (17 of 21) on Facebook, Instagram, Twitter, and others). In a few cases, businesses reported that they have social media sites but no website because that is all they feel that they needed to connect with their customers. One business emphasized the importance of registering his business with search engines like Google, Yahoo and Yelp in order to develop a customer rating, which he considered necessary in order to compete effectively with other businesses in his service field.

This demonstrates that the businesses of Bloomingtondale have high awareness of the potential for growth that exists on social media; however, these businesses are largely using it passively. Their presence on these platforms is largely inactive. The Economic Development Committee could benefit Bloomingtondale businesses by teaching proactive social media marketing techniques, or leading (through the Committee's Facebook page) a marketing effort that links to all Bloomingtondale merchants, and urges their active participation with feature stories, seasonal marketing campaigns, periodic

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discounts, event promotions, and more.

12. Do you sell goods or services online?

Only four of the businesses we interviewed make sales online; one of those four was a restaurant that takes advantage of a food delivery app. This reveals an area that the Bloomingtondale Economic Development Committee could provide more support to local merchants to seek ways in which they could expand their sales on the Internet. While not all businesses can take advantage of it, online sales have become a key revenue source for the majority of brick-and-mortar food and retail businesses. Even grocery/supermarket stores see a benefit to online sales. Failing to pursue this opportunity leaves potential revenue on the table, and only advantages their competitors.

13. How do you market your business?

We specifically asked about a variety of common marketing approaches for small business and found that the large majority of Bloomingtondale businesses do not rely on traditional marketing. Eight of the merchants indicated that they market their businesses solely on the Internet through their website, online ads, or social media pages. Four use couponing in their stores; three rely on print ads; three others utilize broadcast ads on radio or television; two rely on Clipper magazine; two use direct mail; and two businesses are active in local charities like United Way to promote their businesses. No merchants employed more than one method of marketing to reach customers, and several do nothing at all to reach customers; they rely on repeat business and word of mouth to attract the business that they get.

In one respect, this low level of marketing by Bloomingtondale businesses is a reflection of their long tenure in business in town—on average, 20.7 years. Established small businesses often do rely on their reputation and existing clientbase to attract business and do little to proactively market for new customers. However, most businesses need to market themselves in order to grow their business. Here again is another opportunity for the Bloomingtondale Economic Development Committee to take a proactive role to educate local merchants on this issue and ideally to provide some form of marketing support to attract outside visitors into town to patronize all Bloomingtondale businesses.

14. We asked merchants whether they agree or disagree with these statements:

a. Our storefronts look good; they need no improvement:

A strong majority (18 of 21) disagreed with this statement, showing a nearly unified opinion that downtown appearance is a problem for business.



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- b. We have a good mix of retail stores:  
The majority (13 merchants) feel that there is not a good retail mix in Bloomingtondale. Only six agreed with the statement, and one offered no opinion. This suggests a need to proactively recruit additional retail for a better overall mix of stores.
- c. We attract enough foot traffic to support our businesses:  
Foot traffic is an important stimulant to new business. Four merchants offered no opinion to this statement, but the overwhelming majority (14-3) of the remainder disagreed with it. This reflects a common sentiment that there is insufficient foot traffic in town—not enough people walking by storefronts, familiarizing themselves at that level with the businesses in town, browse-shopping and stimulating new business. They need more people on foot.
- d. We have a good mix of restaurants to choose from:  
The majority of merchants (15) agreed that there is a good restaurant mix in Bloomingtondale, while six of them disagreed, and one offered no opinion.
- e. We have a clean and attractive shopping environment:  
Opinion was fairly divided on this statement: eleven merchants agreed with it; seven others disagreed with it, and 3 offered no opinion. In essence, 11 did not agree that it is clean and attractive. This split suggests that there is a genuine concern among merchants that downtown Bloomingtondale may not be sufficiently clean or attractive to support good commerce.
- f. We have a safe shopping environment:  
There was near unanimous opinion on this statement: twenty merchants agreed that downtown Bloomingtondale is a safe shopping environment, and one merchant offered no opinion. No one disagreed with it. This was the

strongest sentiment reached among all of the statements in this survey. We can conclude that merchants do not see customer safety as an issue affecting their business in Bloomington.

g. Our downtown events improve business:

Here opinion was really divided: six merchants agreed with the statement, while ten disagreed with it. Five of them voiced no opinion. Many of them asked “what events?”. In sum, while about one-third of merchants surveyed are familiar with some downtown events and feel that they do promote more business for downtown merchants, the other two-thirds disagreed that events are helpful or couldn’t say. Several merchants pointed out that downtown events never reach their end of Main Street.

Clearly there is an indication that events that are designed to bring residents and visitors into the downtown business district are not communicated well enough to all of the downtown merchants, nor is it clear that they are designed or executed in a way that benefits (rather than hurts) business for downtown merchants.

Certainly, downtown events should be thought of as vehicles to bring residents and visitors into contact with downtown businesses in an effort to stimulate more business, or at least to raise attendee awareness of downtown businesses. With better coordination, the town could ensure that events do not hinder their business, by making sure that access is not blocked by the event, or that outside competitors are not participating in the event in a way that hurts local merchants—this can often be the case with reliance on outside food vendors coupled with a failure to invite downtown eateries to participate in food vending at the event. Another common error is to orient event attendees to enter vendor booths in the middle of the street, while distracting them from accessing storefronts via the sidewalk.

Events can be an important method to attract outsiders to make trial visits to Bloomington. If organized appropriately, they can stimulate new business for Bloomington merchants rather than pose an obstruction to their customers. Planning and coordination of events with merchants would ensure that they would be productive for local business. Here, again, is an opportunity for the Bloomington Economic Development Committee to initiate a proactive approach with downtown businesses in the planning of events regarding where and how they are held; what types of audiences are attracted by each event; how merchants can help to promote the events; how merchants can self-promote during the event (with tools like local currency, or bounce-back couponing); how events

might be expanded and improved; and whether more events should be added to the annual schedule.

h. Our town promotes shopping and dining here well enough:

A strong majority (14) of merchants disagreed with this statement, while five agreed with it, and two expressed no opinion. This signifies that there is a dominant sense among local businesses that the town of Bloomingtondale does not do enough to promote the town to outside visitors to encourage them to come and try the shopping and dining in town. This is a function that the town can better perform than any individual merchant. Some of those that agreed with the statement pointed out that the town does maintain a Facebook page that performs this sort of promotion; however, some that disagreed with the statement were aware of that effort, but felt that it is not enough to adequately promote the town as a shopping or dining destination. One merchant expressed concern that the town demonstrates bias or favoritism in the businesses that it promotes and those that it disregards on the Facebook page, urging that promotion should be extended to all businesses in Bloomingtondale.

This finding suggests that the merchant community would support an effort by the town to better promote shopping and dining in Bloomingtondale to potential outside visitors.

i. It is easy for customers to access our businesses by car:

The majority of merchants (13 of them) agreed with this statement, although a significant portion (7) disagreed, and one other expressed no opinion. Merchants on both sides of the issue raised the point that public parking is a problem in town which does affect business accessibility. This, in fact, was the primary drawback for those that disagreed with the statement, rather than any concern that the district is hard to find or access by driving. It's clear from this and responses to other questions on this poll that merchants appreciate the easy access that downtown Bloomingtondale enjoys from routes 287 and 23, and that Main Street is used as an alternate route instead of 23 for some commuters—this brings high car counts through downtown Bloomingtondale. However, visitors coming by car need a place to park; public parking opportunities are limited; and outside visitors may not be as aware of those opportunities as residents may be. Public parking is inadequate in the view of these merchants and should be examined by the town as a serious concern.

j. It is easy and safe for pedestrians to access downtown businesses:

A majority (14) agreed with this statement, while one-third (7) disagreed. This division of opinion

suggests that there is some merchant unease with pedestrian access. From their comments, it was apparent that some merchants feel that downtown sidewalks are not wide enough and do not provide enough separation from the fast-moving traffic on Main Street to give pedestrians a sense of comfort and safety while walking there.

Several merchants complained that there are not enough crosswalks to support pedestrians that want to cross Main Street, and those that are in place are not adequately designed to be highly visible to drivers. Still other merchants complained that the sidewalks are often obstructed by snow in the winter, as county crews that plow Main Street plow the snow from the street onto the narrow adjacent sidewalks. They recommend that the town become involved in some way to help businesses deal with the massive snow piles on commercial sidewalks that result from this practice. Still others speak to the way that zoning and permitting have allowed the Main Street sidewalk to be intersected with numerous commercial driveways and drive-throughs, discouraging pedestrians from using the Main Street walkway and instead in favor of encouraging automobile access.

The concerns expressed here, although only by one third of the merchants, are consistent with the comments received in response to item 14 c. on foot traffic. Merchants are disappointed with foot traffic in Bloomington, and walkway conditions—in addition to other things, like appearance, and retail/restaurant mix—has something to do with it.

15. Do you have any recommendations to:

a. Improve retail commerce in Bloomington?

Here is a summary of the recommendations received from merchants:

- Enforce the speed limit; calm traffic; or slow traffic on Main Street to 25 mph;
- Provide more public parking;
- Improve pedestrian lighting;
- Fix potholes;
- Provide more downtown recreational and arts opportunities;
- Promote our town to attract more shoppers;
- Lower property taxes;
- Town should not condemn commercial property; keep businesses where they are;
- Create a streetscape that promotes pedestrian flow, like Montclair or New Hope. Visitors should be



- able to park and walk around. The street design should be unified;
- Merchants should support each other more here;
- Town should host more events on Main Street.

b. ... to improve dining in Bloomingtondale?

- More pedestrian lighting to encourage nighttime visits;
- Recruit more sit-down restaurants as people leave town for fine dining;
- We need more dining variety; more BYOB;
- Town should recruit new destination restaurants to attract outsiders;
- Parking is inadequate for restaurants, better parking is needed;
- Town needs to offer tax incentives, like deferred assessment after improvements. Taxes have increased each of last 4 years;
- Town's Facebook promotions need to be balanced and open to all businesses, not just favorites.

16. Do you have any recommendations to improve the design and appeal of the business district?

- Allow residential use above retail;
- Create more public parking;
- Provide better walkways, lighting, parking, & holiday decorating;
- Provide support for fresh new signing and lighting;
- Create a marketing program to promote downtown Bloomingtondale;
- Create a design scheme to unify our facades;
- There should be design unity, not uniformity;

- Town needs a facelift, but not a theme; rather preserve our aged look;
- Storefront need updating/facelift and a uniform theme would be good;
- A facelift would help our businesses, but do not re-locate or condemn businesses to create park by the river;
- The proposed River Walk would help stimulate more dining;
- Recruit more restaurants; and
- Town should extend streetscaping to entire Main Street corridor, not just in front of some businesses.

Note: these commenters were opposed to local government intervention in downtown appearance:

- Keep unique buildings that we have, don't make them all the same;
- Don't spend money on appearance; as taxes are already too high; and
- It's fine as it is.

17. Should there be local assistance; i.e., a low or no-interest business loan program?

Eight merchants agreed that a loan program, grant program, or other form of local assistance should be provided by the town to local businesses. Some of those felt that such programs should be limited to new start-up businesses only.

However, the majority of merchants disagreed that the town should provide any form of assistance. Some of those argued that taxes are already too high in town and would not want them to increase in order to fund an effort like this.

18. Should Bloomingtondale have a marketing program to promote shopping and dining here?

A majority of merchants (13) agreed with this concept and felt that the town should create a marketing program to promote shopping and dining in Bloomingtondale. They believe that the town is best positioned to promote shopping and dining in the overall downtown district, and that their individual efforts to promote themselves would be bolstered by such a campaign.

This expression of interest provides the Bloomingtondale Economic Development Committee with a basis of support for exploration of marketing opportunities. The Committee might begin with an invitation to interested merchants to participate and share in the costs of a campaign that would promote shopping and dining in Bloomingtondale generally, while also highlighting the participating businesses. Campaigns could be devised in a way to measure their results, in order to justify further support for continuing and expanding the program.

19. Is there anything that you would like to see government (State, County, or local) or business agencies (like the local Tri-Boro Chamber) do to help your business?

- Remove snow from Main Street sidewalks after street is plowed;
- Promote shopping in Bloomingtondale;
- We need more development--more residents--but Highlands Act may not allow it;
- Facilitate business permitting by local government--they should be more business-friendly;
- Town has a plan for more apartment buildings, and businesses should not be condemned by eminent domain for this;
- Help businesses to lower their utility bills;
- County plows snow of Main Street into piles on sidewalk, so the town should help businesses to clear the sidewalks;
- Create more public parking;
- The Tri-Boro Chamber should arrange joint events involving all member towns; and
- Do not knock old unique buildings down for some corporate-styled redevelopment, as it's better to maintain small town character.

We note that while most of these themes are familiar from earlier responses, merchants are repeating them in a way that suggests their importance. Clearly more public parking, better downtown events and promotion of downtown shopping and dining by the town are significant themes to be explored further. Equally noteworthy is a concern shared by many merchants that the town intend to condemn many downtown

commercial properties, whether for new residential development, or for the creation of the River Walk.

Some new ideas are expressed in this response, too, such as the request for assistance with commercial utility bills. We note that some towns in New Jersey are now exploring ways to provide reduced energy costs through approaches like community-owned solar or wind power generation, in which the community itself contracts for a central renewable energy power facility that either all or interested segments of the community (such as the commercial sector only) contribute to, and then benefit from reduced energy costs. Such an approach might be worth exploration by the Economic Development Committee.

20. Is there anything we didn't ask that you would like to discuss?

There were two points that were raised by merchants that had not been covered by earlier questions:

One merchant noted that there has been a steady decline of older customers to downtown businesses. In his opinion, these customers are declining because after raising a family in a single-family home in town, they are seeking to downsize their home but forced to leave town to do so. This merchant recommended that there be an effort to develop new apartment or condo housing in town that could accommodate the needs of these empty-nesters, to keep them in Bloomingtondale.

Our pending analysis of the demographics of Bloomingtondale's market may confirm whether this observation is correct, and our community-wide survey could include a housing question to determine whether there is significant demand from this market sector for specialized housing here.

Another merchant commented that the town has opportunities to create more public parking by purchasing available downtown properties, performing any necessary demolition, and building new parking on those properties.

While this may be a useful approach to create new public parking, we'd recommend an analysis first of actual parking availability, both public and private vs. demand. We don't doubt that such an analysis would likely disclose an availability problem; however, we're not certain that the immediate response should be to reduce the existing stock of commercial properties. Other possibilities to explore could include the town's acquisition of private parking lots in order to convert them to public lots, and the creation of remote parking for downtown merchants/employees that is serviced by a shuttle at the beginning and end of the business day, so that more downtown spaces could become available to patrons.



### Post-script note:

In the course of our interviews with merchants, we learned that eight of them have plans to retire or otherwise leave Bloomington. None of these merchants have a succession plan that would ensure that their business would survive them and continue to operate in Bloomington.

Four other merchants disclosed that their spatial needs are not being met where they are, and that they would like to re-locate, given the opportunity. Obviously, it would be best for the local economy if they were all to re-locate to another commercial site within Bloomington that better accommodated their businesses.

The fact that two-thirds of the merchants we spoke to at random have these issues suggests that this may be an even larger problem facing more merchants in the community. JGSC has brought these individual cases confidentially to the attention of the Bloomington Economic Development Committee, in an effort to allow the Committee to attempt to address the succession planning and re-location issues presented by these businesses. We'd also recommend that the Committee seek to survey all merchants in Bloomington to determine whether other businesses are at risk of closing or re-locating out of town.

## INVENTORY OF ASSET AND PROBLEM AREAS ALONG MAIN STREET

ID	MAP	TYPE	DESCRIPTION	PLANNING OBJECTIVE	NAME	LABEL	# PARKING SPACES	TRADE AREA (MILES)	NOTES
A-16	Polygon	Asset	Property	Destination or point of interest	Borough Hall	Municipal Facility			Municipal Facilities; Borough Hall; Fire Station
A-17	Polygon	Asset	Property	Destination or point of interest	Senior Center	Municipal Facility			
A-18	Polygon	Asset	Property	Destination or point of interest	Borough Hall	Municipal Facility			Municipal Facilities; Borough Hall; Fire Station
A-22	Polygon	Asset	Infrastructure	Destination or point of interest	Community Garden	Municipal Facility			Part of Senior Center
A-15	Polyline	Asset	Infrastructure	Mixed use redevelopment	Main Street Parking	Parking	18		Counts toward site plan parking requirements; Paint fading
A-15	Polyline	Asset	Infrastructure	Mixed use redevelopment	Main Street Parking	Parking	3		Counts toward site plan parking requirements; Paint fading
A-15	Polyline	Asset	Infrastructure	Mixed use redevelopment	Main Street Parking	Parking	14		Counts toward site plan parking requirements; Paint fading
A-15	Polyline	Asset	Infrastructure	Mixed use redevelopment	Main Street Parking	Parking	54		Counts toward site plan parking requirements; Paint fading
A-19	Polygon	Asset	Property	Destination or point of interest	Anderson Field	Recreation			Tri Boro Little League Property
A-20	Polygon	Asset	Property	Destination or point of interest	Delazier Field	Recreation			Renovated Historic Stadium; Borough property
A-21	Polygon	Asset	Property	Destination or point of interest	Sloan Park	Recreation			Borough Park
A-22	Point	Asset	Property	Destination or point of interest	Destination Business	Destination Business		100	Monarch Tattoo, 127 Main St., >100 mile trade range, winter best season.
A-23	Point	Asset	Property	Destination or point of interest	Destination Business	Destination Business		50	Reptile Roadhouse, 63 Main St., 50 miles trade range, winter best season
A-24	Point	Asset	Property	Destination or point of interest	Destination Business	Destination Business		20	Lakeland Kitchen Cabinet Co., 86 Main St., 20 mile trade area, all season
A-25	Point	Asset	Property	Destination or point of interest	Destination Business	Destination Business		20	Bloomingtondale Florist, 58 Main St., 20 mile trade rangem, winter best season
A-26	Point	Asset	Property	Destination or point of interest	Destination Business	Destination Business		20	River of Beer, 133 Main St., 20 mile trade range, spring and fall best season
A-27	Point	Asset	Property	Destination or point of interest	Destination Business	Destination Business		20	Lina's Ristorante, 49 Main St., 20 mile trade range, fall best season
A-28	Point	Asset	Property	Destination or point of interest	Destination Business	Destination Business		20	Advance Auto Glass, 43 Main St., 20 miles trade range, spring best season
A-29	<Null>	Asset	Property	Destination or point of interest	Destination Business	Destination Business			Cafe Chameleon, 60 Main St., estimated 50 mile trade range
A-1	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-10	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-11	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-12	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Field Observation
A-13	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Field Observation
A-14	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Field Observation
A-2	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-3	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-4	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-5	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-6	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-7	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-8	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
A-9	Point	Asset	Infrastructure	Destination or point of interest	Scenic View Point	Scenic View Point			Source: River Walk Study
O-2	Polygon	Opportunity	Property	Mixed use redevelopment	Thai Jasmine Cuisine	For Sale			Potential Municipal Parking (as per Mayor)
O-3	Polygon	Opportunity	Property	Mixed use redevelopment		For Sale			D4 interested in redevelopment
O-4	Polygon	Opportunity	Property	Mixed use redevelopment		For Sale			D4 interested in redevelopment
O-66	Point	Opportunity	Infrastructure	Community design or appearance	Gateway - Butler East	Gateway			Entrance from Butler Main St. across river
O-67	Point	Opportunity	Infrastructure	Community design or appearance	Gateway - Butler West	Gateway			Entrance from Butler Main St. across river
O-68	Point	Opportunity	Infrastructure	Community design or appearance	Main St. from 287	Gateway			Main St. and Van Dam Ave.
O-10	Polygon	Opportunity	Property	Mixed use redevelopment		Parking	16		13 Hamburg Tpke
O-11	Polygon	Opportunity	Property	Mixed use redevelopment	One Hour Escapes	Parking	22		
O-12	Polygon	Opportunity	Property	Mixed use redevelopment	Samuel R. Donald School	Parking	73		School on Captolene Ave. Stairs down slope to Main St.
O-13	Polygon	Opportunity	Property	Mixed use redevelopment	Thai Jasmine	Parking	7		Entry on Main St. between Seppuku Tattoo and King's Corner
O-14	Polygon	Opportunity	Property	Mixed use redevelopment	Antiques and Collectibles	Parking	4		
O-15	Polygon	Opportunity	Property	Mixed use redevelopment	River of Beer	Parking	15		Exit between Jasmine Thai and Antique store
O-16	Polygon	Opportunity	Property	Mixed use redevelopment	Residential	Parking	5		Exit between Jasmine Thai and Antique store
O-17	Polygon	Opportunity	Property	Mixed use redevelopment	Monarch Tattoo	Parking	6		
O-18	Polygon	Opportunity	Property	Mixed use redevelopment	Van Ripper Electric	Parking	12		Residential / Commercial
O-19	Polygon	Opportunity	Property	Mixed use redevelopment	Wells Fargo Bank	Parking	46		Shared parking agreement with River of Beer
O-20	Polygon	Opportunity	Property	Mixed use redevelopment	The VMC Group	Parking	9		Facility is across the River in Butler
O-21	Polygon	Opportunity	Property	Mixed use redevelopment	Paytons Auto Body	Parking	5		
O-22	Polygon	Opportunity	Property	Mixed use redevelopment	Rudge Automotive Services	Parking	5		
O-23	Polygon	Opportunity	Property	Mixed use redevelopment	Hurricane Signs	Parking	3		Residential / Commercial
O-24	Polygon	Opportunity	Property	Mixed use redevelopment	Self-Serve Car Wash	Parking	4		
O-25	Polygon	Opportunity	Property	Mixed use redevelopment	Youndy's Hispanic Sweets and Kitchen	Parking	5		
O-26	Polygon	Opportunity	Property	Mixed use redevelopment		Parking	3		Residential?
O-27	Polygon	Opportunity	Property	Mixed use redevelopment	Gisler & Mahler CPA	Parking	8		
O-28	Polygon	Opportunity	Property	Mixed use redevelopment	Mark's Auto Services	Parking	8		Across from Sloan Park
O-29	Polygon	Opportunity	Property	Mixed use redevelopment	Lakeland Kitchens and Bath	Parking	2		
O-30	Polygon	Opportunity	Property	Mixed use redevelopment	IGA Strip Mall	Parking	13		Across from Sloan Park. 11 Pull-In spots; 2 Parallel spots

Continued: Inventory of Asset and Problem Areas Along Main Street

O-31	Polygon	Opportunity	Property	Mixed use redevelopment	IGA Food World	Parking	20	Across from Sloan Park. Corner of Main St and Leary Ave.
O-32	Polygon	Opportunity	Property	Mixed use redevelopment	United Methodist Church and Daycare	Parking	19	
O-33	Polygon	Opportunity	Property	Mixed use redevelopment	Riverside Square Strip Mall	Parking	77	
O-34	Polygon	Opportunity	Property	Mixed use redevelopment	Residential	Parking	13	Corner of Main St. and Leary Ave.
O-35	Polygon	Opportunity	Property	Mixed use redevelopment	Cafe Chameleon	Parking	4	
O-36	Polygon	Opportunity	Property	Mixed use redevelopment	Bloomington Florist	Parking	5	
O-37	Polygon	Opportunity	Property	Mixed use redevelopment	International Hair and Nail Styles	Parking	5	
O-38	Polygon	Opportunity	Property	Mixed use redevelopment	Minuteman Press	Parking	3	
O-39	Polygon	Opportunity	Property	Mixed use redevelopment	Liberty Gas Station	Parking	8	
O-40	Polygon	Opportunity	Property	Mixed use redevelopment	Rec. Center / Aquariums / Salon / Etc. strip mall	Parking	37	Back lot businesses - plumbing/heating/carpentry; champion electric; cabinets & countertops. Underutilized black top.
O-41	Polygon	Opportunity	Property	Mixed use redevelopment	Lina's Ristorante	Parking	67	
O-42	Polygon	Opportunity	Property	Mixed use redevelopment	Bloomington Plaza	Parking	62	
O-43	Polygon	Opportunity	Property	Mixed use redevelopment	Computers Inc.	Parking	24	
O-44	Polygon	Opportunity	Property	Mixed use redevelopment	Residential Mortgages	Parking	9	
O-45	Polygon	Opportunity	Property	Mixed use redevelopment	USA Wine Traders Club	Parking	20	Separate parcel and owner
O-46	Polygon	Opportunity	Property	Mixed use redevelopment	USA Wine Traders Club	Parking	31	Ancillary structure on aerial may be removed (not on Google)
O-47	Polygon	Opportunity	Property	Mixed use redevelopment	Kwik Shop Deli	Parking	9	

Figure 1. Bloomingtondale Asset, Problem, and Opportunity Areas

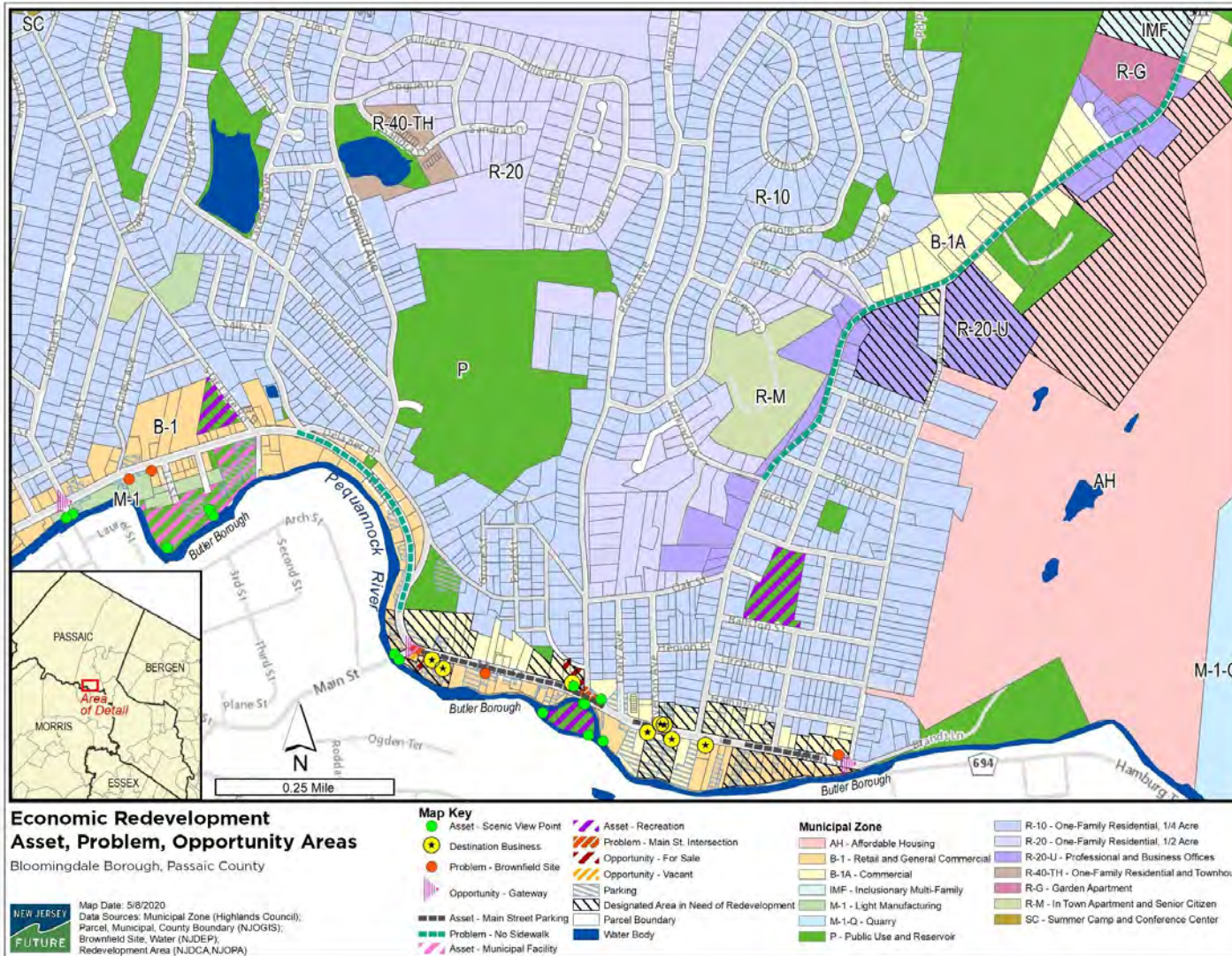




Figure 2. Bloomington Asset and Opportunity Areas

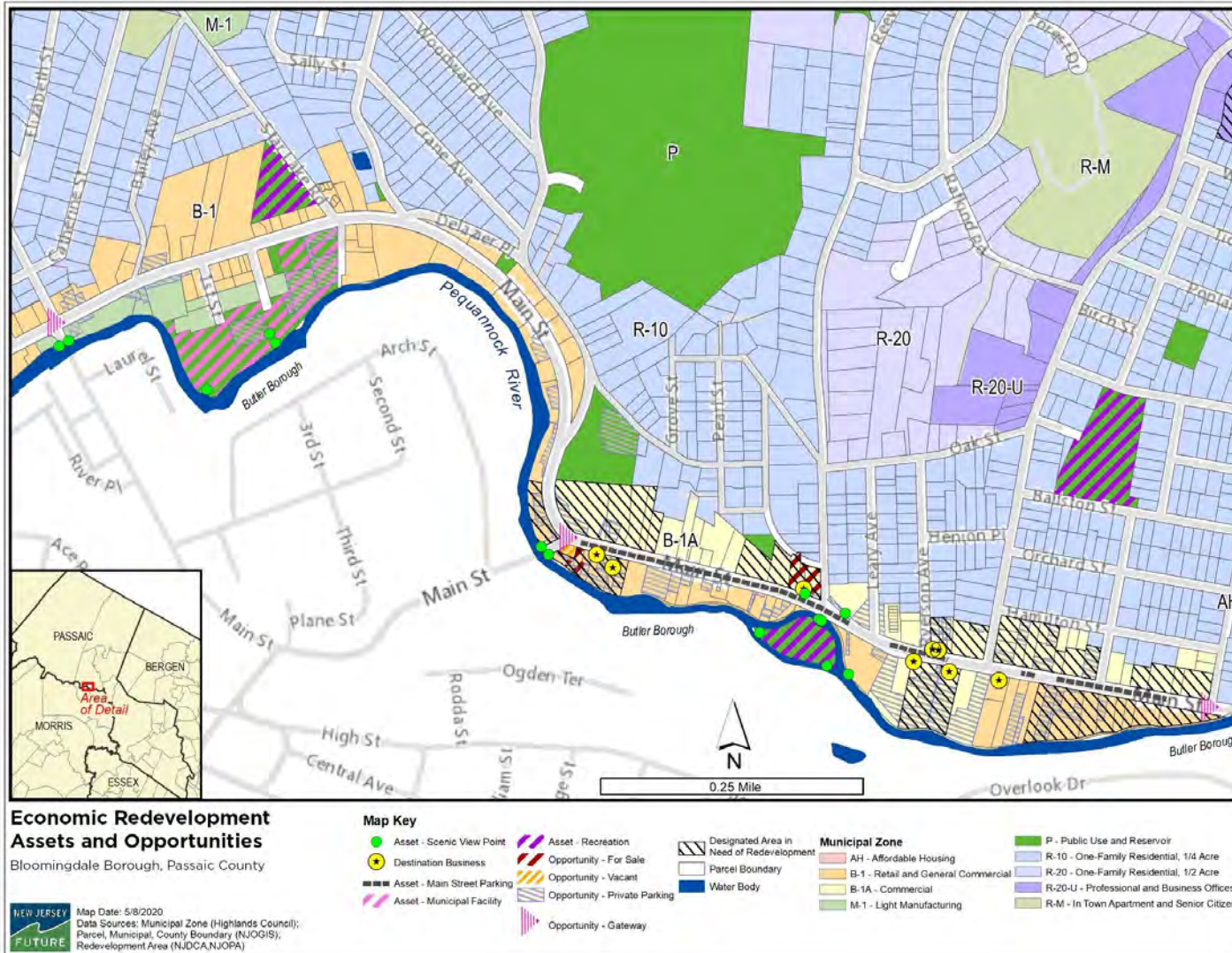
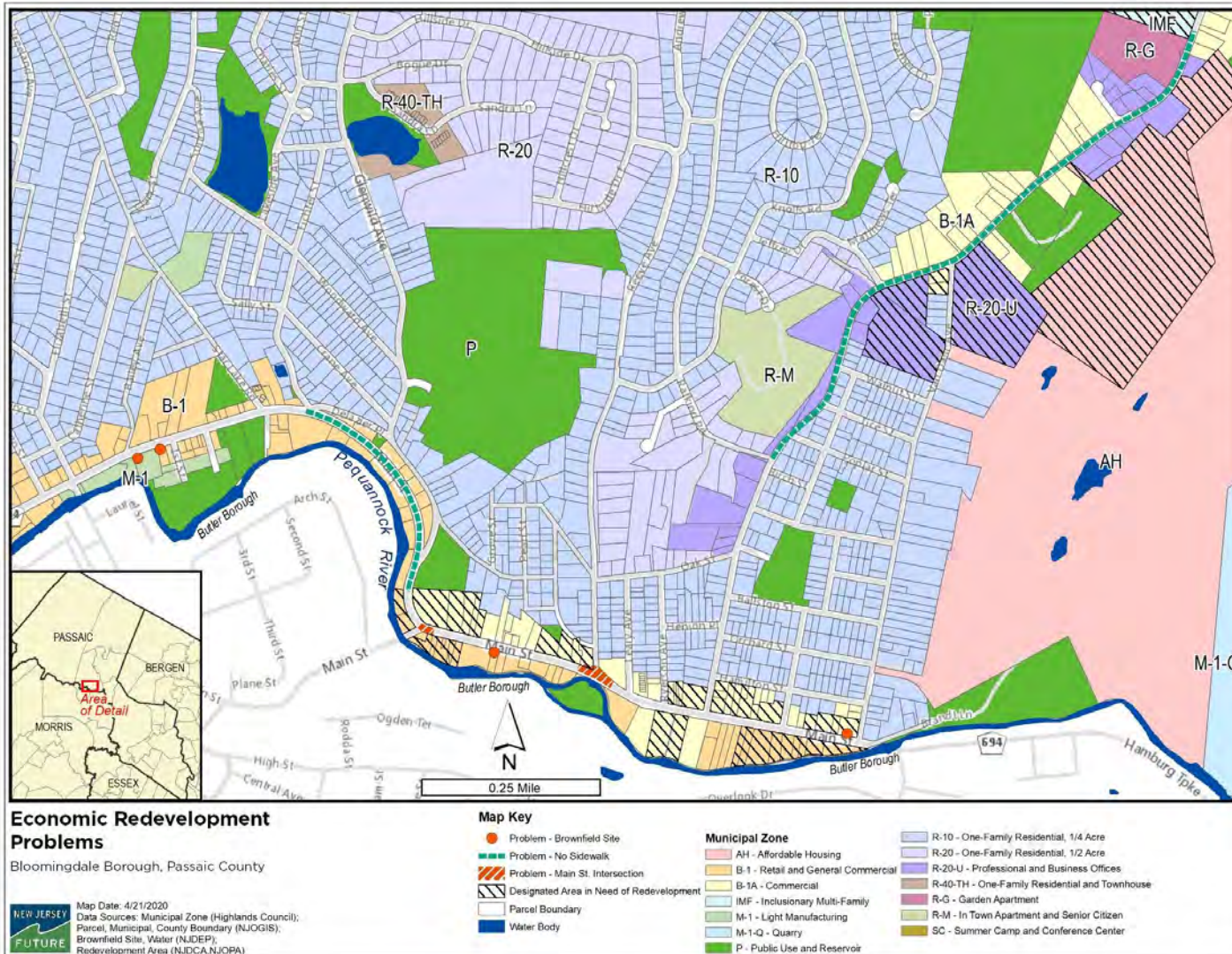




Figure 3. Bloomingtondale Problem Areas



# **Appendix C: Land Use and Economic Analyses Grant Deliverable**



# EXECUTIVE SUMMARY: BOROUGH OF BLOOMINGDALE SUSTAINABLE ECONOMIC REDEVELOPMENT HIGHLANDS COUNCIL GRANT DELIVERABLES 2b,c,d & 3a,b

New Jersey Future partnered with JGSC Group to conduct a land use and economic analysis to provide the Borough of Bloomingdale with strategies for sustainable economic redevelopment and revitalization of its downtown. This report is the deliverable for that work based on a plan conformance grant awarded to the borough by the NJ Highlands Council. It was preceded by an inventory of assets, problems and opportunities along Main Street, a stakeholder and merchant interview process, and a consumer survey. The information and recommendations in this report are based on all work to date and will inform the next and final phase of work, development of a place-based economic redevelopment action plan for Bloomingdale.

The following observations are highlighted and detailed in this report:

- A significant number of properties and land acreage along Main Street are within either the 100- or 500-year flood zone, a consideration which should substantially inform development patterns and redevelopment efforts. Given the extent of environmental features in relation to the downtown, consideration should also be given to utilizing the Pequannock River and characteristic sloping terrain of the Highlands as assets for downtown revitalization.
- The appeal and character of Main Street is highly affected by the excessive amounts of impervious surface and obsolete structures and/or layouts that dominate the downtown area. Moreover, Main Street lacks the shoulder-to-shoulder buildings that are essential to creating a walkable downtown economic setting. The existing designation of redevelopment areas needs to be reconsidered as part of a sustainable and place-based economic redevelopment strategy.
- The riverfront in downtown Bloomingdale presents an opportunity to create a green, civic space in the core downtown that can reduce flood risk, be a draw for consumers, and serve as a pedestrian connector. Ecological restoration and green infrastructure should be maximally incorporated into this concept, particularly in the riparian zone and throughout the downtown area design.
- There is a perception in Bloomingdale that parking is needed, but there are over one-thousand parking spaces in the downtown area, and it seems rather that a parking management strategy, including wayfinding, is needed.
- Main Street is a little more than half a mile in length, making it a very walkable distance. However, sidewalks and street crossings need safety and design improvements, and the streetscape and aesthetic of the downtown need improvements to heighten customer appeal and ease of being downtown.
- Facade improvements are needed to improve the tired and dilapidated look of the downtown. Design standards are a mechanism Bloomingdale should implement and enforce to create a cohesive sense of place and promote the downtown as a welcoming place.

- There is currently not sufficient residential development in or near Bloomingtondale's business districts to activate the downtown and create more foot traffic for businesses. As a general rule of thumb, a downtown economy needs about 15 housing units per acre in order to thrive, but Bloomingtondale's current housing density is approximately 3.1 housing units per acre. The need for additional downtown housing was also indicated by the consumer survey results and noted by a majority of participants during our key stakeholder interviews and merchant interviews.
- There are uses permitted in the business district that are not compatible with pedestrian environments, such as automobile repair shops, and they should be relocated.
- Changes to ordinances concerning permitted uses, parking, design, density, pedestrian improvements, and green infrastructure should be made to ensure improvements and development occur in a desirable fashion.
- The municipal master plan and consistency with the Highlands Regional Master Plan in local zoning and regulations need to be updated so that redevelopment efforts are coordinated and targeted.
- The consumer survey found that the majority of shoppers in downtown originate from within the borough, with a smaller percentage originating from Butler, Kinnelon and West Milford.
- There are not enough of the right types of stores to make downtown Bloomingtondale a destination for consumers.
- The existing Trade Area for downtown Bloomingtondale is less than a 5-mile radius from Main Street, and the recommended Trade Area is bordered by a 10-mile radius to the north and west and by I-287 to the east and south.
- The average number of vehicles traveling along Main Street per day should be more than sufficient vehicle traffic to support the stores, restaurants and other businesses along Main Street.
- Bloomingtondale businesses are not able to capitalize on the available consumer demand in the immediate area. This may be because the current mix of stores and restaurants fails to create any retail synergy for consumers.
- Both merchants and consumers expressed dissatisfaction with the number and type of restaurants available in the downtown area.
- Downtown Bloomingtondale captures less than 20% of shopping and dining spending among area consumers, and local businesses lose more than an estimated \$6.4 million a year in shopping and dining spending from Bloomingtondale residents alone. Total retail leakage for Bloomingtondale is about \$88.1 million a year for all goods and services combined, which indicates that local businesses are only capturing 36% of the purchases by Bloomingtondale residents. Focusing on the target Trade Area, there is more than \$1.3 billion in retail leakage, or enough to support dozens and dozens of additional stores, restaurants and other businesses. Based on the economic analysis, there is significant economic growth potential for downtown Bloomingtondale based on unmet demand. In fact, the leakage would support far more stores than the downtown area could reasonably accommodate.



The recommended economic and land use strategies outlined in this report are as follows:

- Improve access and signage to bring consumers to the downtown businesses district.
- Establish a management entity that is dedicated full-time to the management of the business district, with a budget and self-funding mechanism that would enable it to undertake key programs necessary to the well-functioning of a downtown business district.
- Develop a targeted recruitment program to ensure that commercial vacancies are minimized or eliminated and that a deliberate mix of stores and restaurants matching consumer preferences is maintained.
- Establish redevelopment goals to address the substantial number of commercial properties on Main Street in need of rehabilitation or redevelopment.
- Invest in retention and marketing to retain the businesses that it has through consumer marketing programs.
- Establish operational standards for business retention to maintain and support existing businesses in ways that they cannot do for themselves.
- Create a distinctive neighborhood shopping destination to attract local shoppers who might otherwise shop at a mall, a shopping center, or online.
- Add residential to the downtown to activate Main Street and increase foot traffic to businesses.
- Make pedestrian improvements to improve safety and make the downtown more inviting and welcoming for consumers.
- Develop a parking strategy to manage existing parking spaces for public use and encourage consumers to get out of their cars and browse-shop.
- Adopt design standards to foster a sense of place and improve the visual appeal of the downtown.
- Capitalize on environmental features to protect the quality and function of these natural features, while also designing the community form so that it is complemented and enhanced by their scenic beauty and recreational opportunities.
- Strategize redevelopment area designation to create gateway features and a town center location.
- Change zoning and ordinances and update the master plan to ensure redevelopment of the downtown is coordinated and targeted based on a sustainable and feasible vision.



# BOROUGH OF BLOOMINGDALE SUSTAINABLE ECONOMIC REDEVELOPMENT HIGHLANDS COUNCIL GRANT DELIVERABLES

Together with...



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# LAND USE ANALYSIS REPORT

## PROFILE OF LAND USE OPPORTUNITIES AND CHALLENGES & SUMMARY OF CAPACITY CONSTRAINTS

(Deliverables 2b and 2c)

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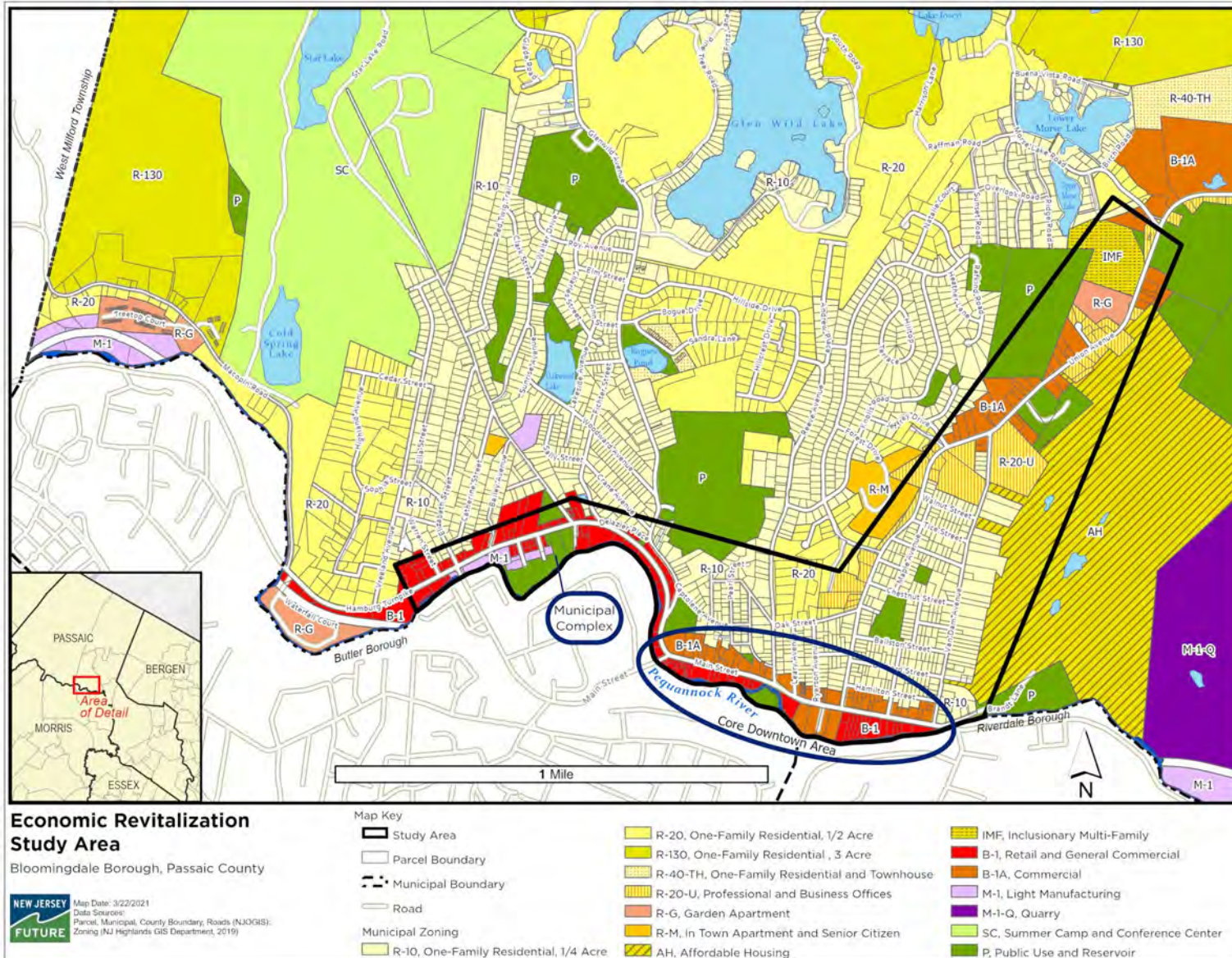


## STUDY AREA

This land use analysis evaluates the Borough of Bloomingtondale’s downtown and surrounding areas in the borough. The business district in Bloomingtondale runs an east-west corridor beginning at the borough’s western border and along Hamburg Turnpike—which becomes Main Street in what this report will refer to as Bloomingtondale’s core downtown—through to Van Dam Avenue in the east. This downtown corridor is zoned retail / general commercial along the majority of the south side of Main Street and along Hamburg Turnpike with the exception of a small area zoned for light industrial on Hamburg Turnpike and four parcels on the south side of Main Street that are zoned commercial. The north side of Main Street is entirely zoned commercial. The business corridor is surrounded by single-family residential zoning to the north and east and the Pequannock River, which also serves as the municipal boundary, to the south and west. Just beyond the business district, the southeastern quadrant of the borough includes the Tilcon Quarry property zoned for industrial use, an overlay affordable housing zone, and an Interstate 287 exchange with Hamburg Turnpike.

The core downtown area in this analysis includes properties along Bloomingtondale’s Main Street extending between the intersection with Butler’s Main Street to the west and Van Dam Avenue to the east. The municipal complex is on Hamburg Turnpike approximately one mile west of the core downtown. General reference to the downtown area in this analysis includes properties along the downtown corridor from about a third mile west of the municipal complex to Van Dam Avenue and areas immediately to the north that currently do or potentially could naturally flow into the downtown via connectors, features, or land orientation. The entire study area also includes Union and Van Dam Avenues, as the Borough had previously included certain parcels to the north in a redevelopment needs study, and a business zone covers an area generally to the north of that study area along Union Avenue starting less than a mile north of Main Street.

Figure 1. Map delineating the project study area.



## PROFILE OF LAND USE OPPORTUNITIES AND CHALLENGES

Recognizing the need for downtown revitalization, Bloomingtondale Borough conducted a redevelopment study and designated properties as areas in need of redevelopment (redevelopment areas). As indicated in the redevelopment study, the appeal and character of Main Street is highly affected by the excessive amounts of impervious surface and obsolete structures and/or layouts that dominate the downtown area. Not all of the properties exhibiting eligibility were designated as redevelopment areas, and thirty-one out of the forty-eight designated properties intersect with the flood area. There are development limitations on many of the designated properties and opportunities for redevelopment on several properties that were not designated as areas in need of redevelopment.

The riverfront in downtown Bloomingtondale presents an opportunity to create a green, civic space in the core downtown and serve as a connector between Main Street and the municipal complex. Various plans, studies, and visions for the area adjacent to the Pequannock River demonstrate the conflicting needs and desires for this portion of the downtown. Based on an evaluation of the land use characteristics and how this area interacts with the business district, previous visions about expanding the downtown street network or building footprints extensively into this area are not recommended and should not be pursued in areas of flood risk or riparian function. The concept of a greenway pedestrian trail associated with seating, perhaps for outdoor dining, and potentially incorporating parking with green infrastructure and porous pavement, are compatible with downtown revitalization. Ecological restoration and green infrastructure should be maximally incorporated into this concept, particularly in the riparian zone and throughout the downtown area design.

Impervious surface and parking is abundant in the downtown area. There are over one-thousand parking spaces in the downtown area, with eight-hundred forty-five of those being in the core downtown located on properties along Main Street and eighty-nine consisting of on-street spaces along Main Street. There is a perception in Bloomingtondale that parking is needed, but it seems rather that a parking management strategy, including wayfinding, is needed. The current parking layout, including parking and loading in front yards, and pedestrian environment do not encourage people to get out of their cars and walk around Main Street to visit different businesses. Main Street is a little more than half a mile in length, making it a very walkable distance. However, sidewalks and street crossings need safety and design improvements, and the streetscape and aesthetic of the downtown need improvements to heighten pedestrian appeal and ease of being downtown. Design standards are a mechanism Bloomingtondale should implement to create a cohesive sense of place and promote the downtown as a welcoming place.

There is currently not sufficient residential development in or near Bloomingtondale's business districts to activate the downtown and create more foot traffic for businesses. There are also uses permitted in the business district that are not compatible with pedestrian environments, such as automobile repair shops. A number of ordinances concerning permitted uses, parking, design, density, pedestrian improvements, and green infrastructure that should be revised are described later in this report. The municipal master plan and consistency with the



Highlands Regional Master Plan in local zoning and regulations need to be updated and are described in more detail later in this report, as is the potential for Bloomingtondale to be a hub for access to natural areas in the surrounding areas.

Land use analysis details are described in the following sections of the land use report.

## AREAS IN NEED OF REDEVELOPMENT

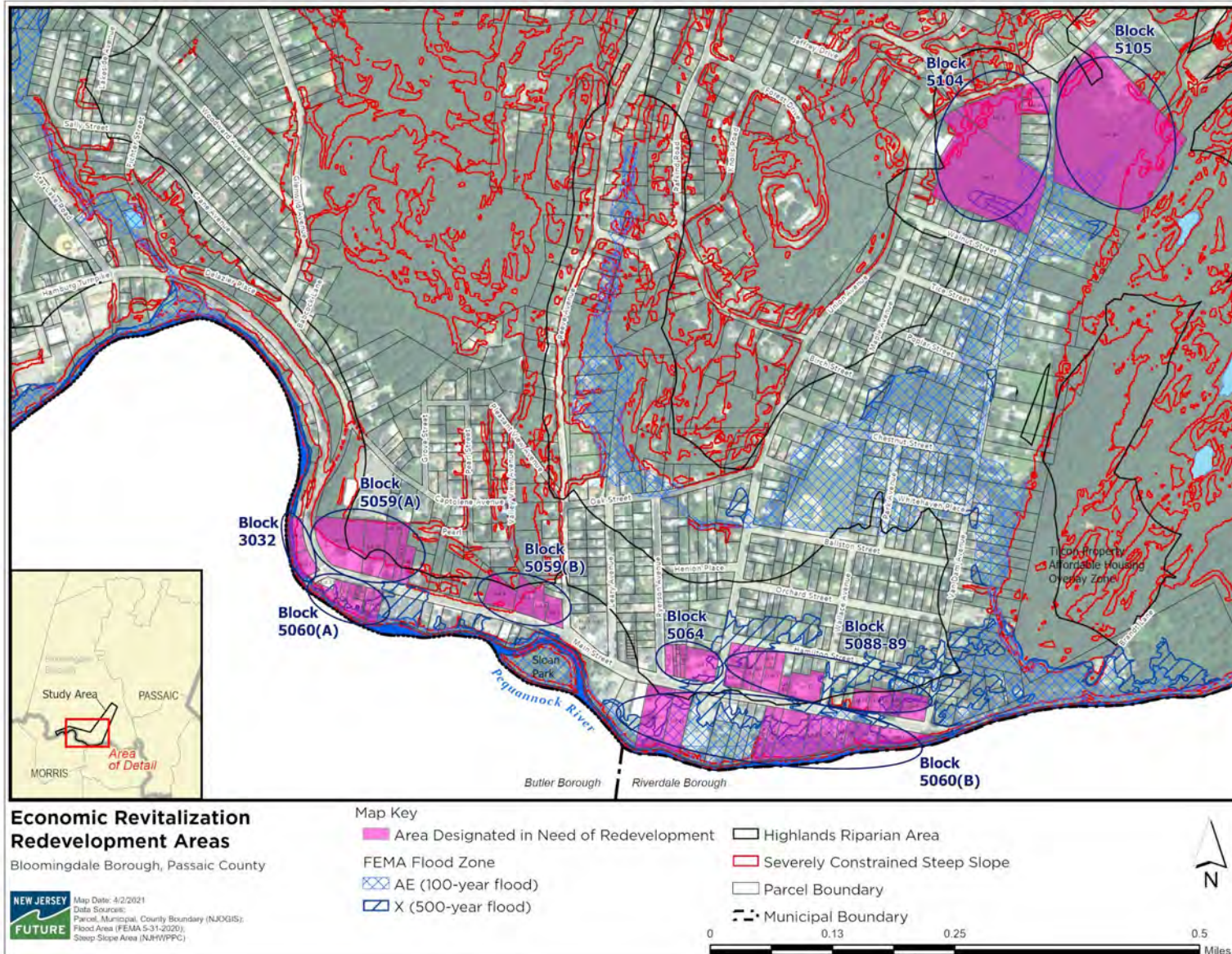
As per Bloomingtondale Resolution No. 2019-10.21, there are forty-eight properties in the downtown area that were designated as non-condemnation areas in need of redevelopment (redevelopment areas) pursuant to N.J.S.A. 40:12A-1. Thirty-one of those properties intersect with the flood area at least to some extent. Five properties near the intersection of Union and Van Dam Avenues to the north of Main Street are also designated as redevelopment areas.

At the west end of Main Street and near the intersection of Butler's Main Street, the redevelopment area properties on the north side of the street (Block 5059 Lots 12-16; labeled "Block 5059(A)" on the map) are unaffected by the flood hazard area with the exception of Lot 12, which is a residential, non-conforming use with only the front yard property line barely intersecting with the 500-year flood zone. However, these properties are constrained by steep slopes beyond the existing development footprints. The Bloomingtondale Area In Need Study For Main Street Study Area And Van Dam Avenue Study Area report by CME Associates identified these properties as having an obsolete structure and/or site layout. Two of the properties are homes occupied by businesses, one is the post office building, and the remaining is the Rite-Aid shopping center, which sits at the gateway to Bloomingtondale from Butler or from the west. These properties are in the B-1A commercial zone.

The two redevelopment area properties on the south side of Main Street and west of Butler's Main Street (Block 3032, Lots 1 & 2; labeled "Block 3032" on the map) are also gateway properties to Bloomingtondale's downtown and have up to approximately forty feet of the back portion of the lots intersected by the flood area. Current development here consists of various commercial uses with expansive paved areas for parking. The CME Associates study identified these properties as having excessive impervious coverage and obsolete sites and/or structures. The property to the north (Lot 3) appears to be congruent with the development on the adjacent redevelopment area property, although it has not been designated as an area in need of redevelopment, nor was it part of the CME Associates study. These properties are in the B-1 business zone.

The property at the southeast intersection of Butler and Bloomingtondale's Main Streets is vacant with an outdated and dilapidated structure (Lot 37 and formerly King's Corner Deli). It was included in the redevelopment area study, although it was not ultimately designated as an area in need of redevelopment (as per Resolution No. 2019-10.21).

Figure 2. Map showing existing areas designated in need of redevelopment in Bloomington.





Redevelopment properties on the south side of Main Street to the east of the former King's Corner Deli property have from 8% to 55% of their properties within the flood area (Block 5060 Lots 30-36 & 38). These properties are in the B-1 business zone.

Four redevelopment area properties, which are in the B-1 commercial zone, on the north side of Main Street and west of Reeve Avenue are not affected by the flood area, however two of the properties are constrained by steep slopes (labeled "Block 5059B" on the map). The broader area around Sloan Park, and including these redevelopment properties, may represent an opportunity to cultivate an activated pedestrian area due to the park resource and relatively less environmentally constrained properties due to a recently completed flood mitigation project. The Block between Reeve and Leary Avenues and across from Sloan Park (Block 5062 Lot 1) is occupied by a commercial strip mall deemed by the CME Associates redevelopment study to have an obsolete structure and site layout, however this property was not included in the redevelopment area designation by municipal resolution.

The east end of Main Street is highly affected by the flood area, with all of the redevelopment area properties on the south side of Main Street substantially or entirely within the flood area (labeled "Block 5060(B)" on the map).

The CME Associates report identified the businesses on the north side of Main Street between Ryerson and Union Avenues to have outdated structures and the non-conforming use property with a gas station on the corner of Union Avenue to be an outdated site layout with excessive impervious coverage (labeled "Block 5064" on the map). These properties are in the B-1A commercial zone.

On the north side of Main Street east of Union Avenue is a mix of commercial and non-conforming residential properties in the B-1A commercial zone (labeled "Block 5088-89" on the map). As per the CME Associates redevelopment study, site layouts and/or structures are outdated for the commercial properties, and several of them have excessive impervious coverage.

Redevelopment to activate the downtown in Bloomington would aim to bring more foot traffic and businesses into the area. The CME Associates redevelopment study evaluated one-hundred and three properties, approximately fifty acres of land, including all properties along Main Street and six properties in a Van Dam Avenue study area. The study indicates that all but nine of the properties in the study area qualify as a condemnation area in need of redevelopment. Only those nine properties in the study area were not recommended as redevelopment area properties. Although the report recommended including condemnation in the redevelopment designation, Bloomington ultimately did not make that determination and designated the properties as non-condemnation areas in need of redevelopment. The properties the report recommended not to be designated as an area in need of redevelopment are Block 5060 Lot 19 & 20, Block 5061 Lot 1, Block 5059 Lot 11, Block 5062 Lots 2, 3 & 17, Block 5063 Lot 3 And Block 5105 Lot 6.

The current low-intensity, sprawling development pattern exhibited on Main Street, coupled with the low residential density in the area, do not represent the kind of compact, mixed-use downtown associated with sustained economic and community vibrancy. With the intensity of redevelopment limited along Main Street by the flood area and steep slopes, the opportunity to add density, particularly with additional residential development, lies in the area adjacent to Main Street on the north side from the Reeve Avenue intersection to Union Avenue. This area is not constrained by flood risk or steep slopes and could serve as a moderate-density residential district as a transition from the commercial district to the quarter-acre single-family residential zone.

The Van Dam Avenue properties were not the focus of this study, although the lack of a connection with the downtown area and the open space land quality of these properties suggest that they are not optimal for redevelopment efforts.

## PARKING

In the vicinity of Bloomington's Main Street between Elizabeth Street to the west, which is west of the municipal complex, and Van Dam Avenue to the east, there are approximately 1,108 off-street parking spaces<sup>2</sup> existing on private Lots. Of those spaces, 845 are in the core downtown area between the intersection with Butler's Main Street and Van Dam Avenue, where there are also 89 on-street parking spaces.

During site visits occurring typically during weekdays between mid-morning and mid-afternoon, it was easy to find on-street parking along the length of Main Street, and the private lots did not appear to suggest a shortage of parking. Businesses such as restaurants have noted the availability of parking in close proximity to their establishments as an issue affecting their success, and considering the number of available parking spaces along the commercial corridor that are not likely to be in use during evening hours, there may be an opportunity to pursue shared parking agreements with property owners in targeted locations.

Another strategy to address parking needs may involve municipal acquisition of select properties along Main Street or portions of properties, for example adjacent to the Pequannock River and in the rear of businesses. Situating parking in the rear of business would improve pedestrian design and could potentially be aligned with implementation of an open space improvement along the waterfront, such as was outlined in the 2013 River Walk Study by Burgis Associates, Inc.

Most of the existing parking in the downtown area is on the south side of Main Street and within or adjacent to the flood zone. For improved stormwater management and riparian function, any improvements in the floodplain should minimize impervious or non-porous surfaces, but

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<sup>2</sup> The number of off-street parking spaces is primarily based on a review of aerial imagery dated 2015.

that does not necessarily exclude the potential for parking to be located strategically in the area with employment of green infrastructure techniques.

Figure 3. Map showing identified off-street parking areas and on-street parking in Bloomington’s downtown area. The numbers labels show the number of parking spaces in each area or street section.

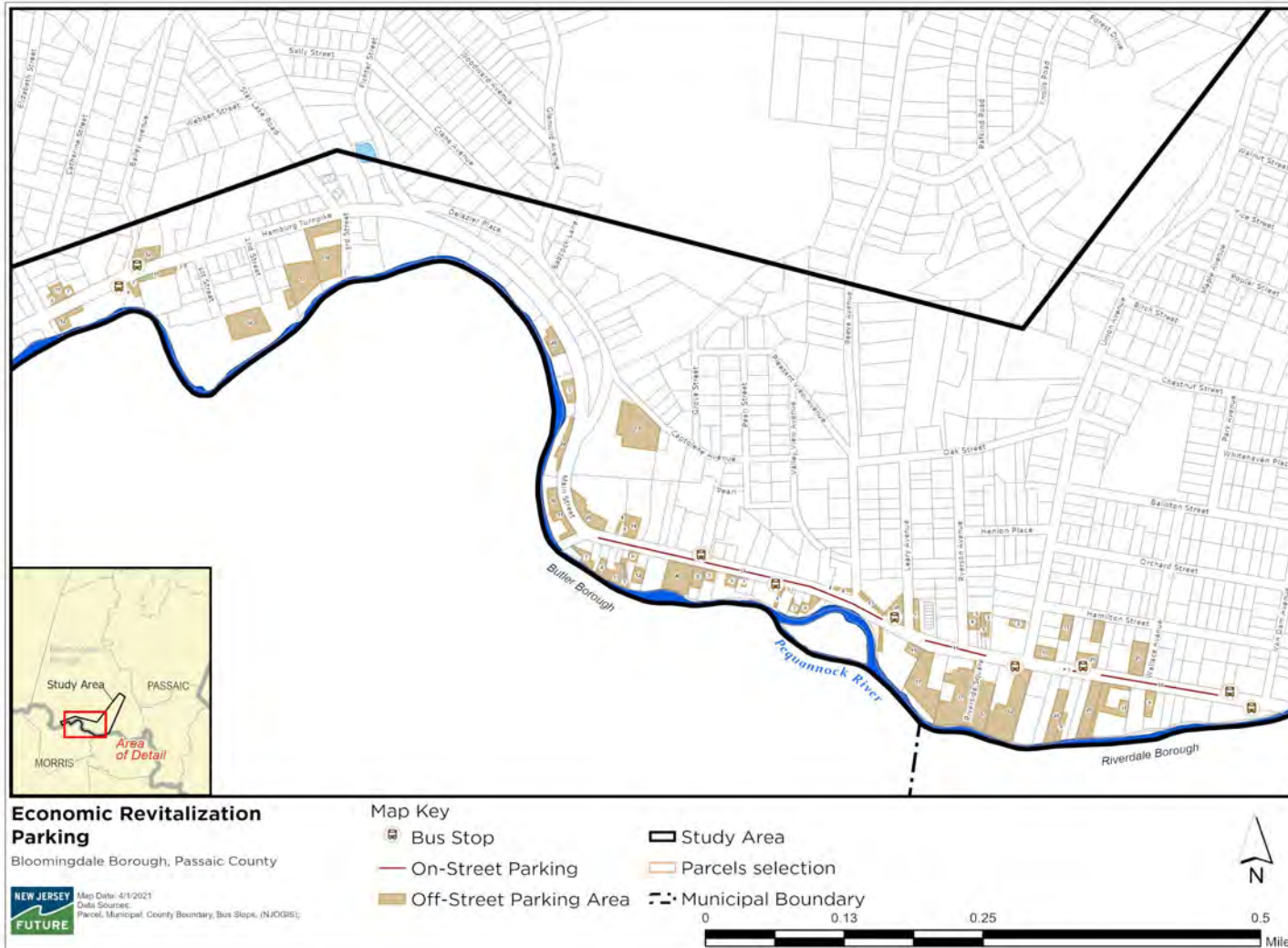


Table 4. Inventory of parking spaces identified in the downtown area.

ID	Type	Number of Parking Spaces	Label	Notes
A-15	Asset	18	On-Street Main Street Parking	Counts toward site plan parking requirements; Paint fading
A-15	Asset	3	On-Street Main Street Parking	Counts toward site plan parking requirements; Paint fading
A-15	Asset	14	On-Street Main Street Parking	Counts toward site plan parking requirements; Paint fading
A-15	Asset	54	On-Street Main Street Parking	Counts toward site plan parking requirements; Paint fading
O-5	Opportunity	28	Ward's Plaza	Corner of Hamburg Tpke and Main St
O-6	Opportunity	8	Walgreen's	Post Office Parcel
O-7	Opportunity	4	Walgreen's	
O-8	Opportunity	14	Post Office	
O-9	Opportunity	11	146 Main St.	Corner of Hamburg Tpke and Main St
O-10	Opportunity	16		13 Hamburg Tpke
O-11	Opportunity	22	One Hour Escapes	
O-12	Opportunity	73	Samuel R. Donald School	School on Captolene Ave. Stairs down slope to Main St.
O-13	Opportunity	7	Thai Jasmine	Entry on Main St. between Seppuku Tattoo and King's Corner
O-14	Opportunity	4	Antiques and Collectibles	
O-15	Opportunity	15	River of Beer	Exit between Jasmine Thai and Antique store
O-16	Opportunity	5	Residential	Exit between Jasmine Thai and Antique store



Table 4 continued.

ID	Type	Number of Parking Spaces	Label	Notes
O-17	Opportunity	6	Monarch Tattoo	
O-18	Opportunity	12	Van Riper Electric	Residential / Commercial
O-19	Opportunity	46	Wells Fargo Bank	Shared parking agreement with River of Beer
O-20	Opportunity	9	The VMC Group	Facility is across the River in Butler
O-21	Opportunity	5	Paytons Auto Body	
O-22	Opportunity	5	Rudge Automotive Services	
O-23	Opportunity	3	Hurricane Signs	Residential / Commercial
O-24	Opportunity	4	Self-Serve Car Wash	
O-25	Opportunity	5	Youndy's Hispanic Sweets and Kitchen	
O-26	Opportunity	3		Residential?
O-27	Opportunity	8	Gisler & Mahler CPA	
O-28	Opportunity	8	Mark's Auto Services	Across from Sloan Park
O-29	Opportunity	2	Lakeland Kitchens and Bath	
O-30	Opportunity	13	IGA Strip Mall	Across from Sloan Park. 11 Pull-In spots; 2 Parallel spots
O-31	Opportunity	20	IGA Food World	Across from Sloan Park. Corner of Main St and Leary Ave.
O-32	Opportunity	19	United Methodist Church and Daycare	

Table 4 continued.

ID	Type	Number of Parking Spaces	Label	Notes
O-33	Opportunity	77	Riverside Square Strip Mall	
O-34	Opportunity	13	Residential	Corner of Main St. and Leary Ave.
O-35	Opportunity	4	Cafe Chameleon	
O-36	Opportunity	5	Bloomingtondale Florist	
O-37	Opportunity	5	International Hair and Nail Styles	
O-38	Opportunity	3	Minuteman Press	
O-39	Opportunity	8	Liberty Gas Station	
O-40	Opportunity	37	Rec. Center / Aquariums / Salon / Etc. strip mall	Back lot businesses - plumbing/heating/carpentry; champion electric; cabinets & countertops. Underutilized black top.
O-41	Opportunity	67	Lina's Ristorante	
O-42	Opportunity	62	Bloomingtondale Plaza	
O-43	Opportunity	24	Computers Inc.	
O-44	Opportunity	9	Residential Mortgages	
O-45	Opportunity	20	USA Wine Traders Club	Separate parcel and owner
O-46	Opportunity	31	USA Wine Traders Club	Ancillary structure on aerial may be removed (not on Google)
O-47	Opportunity	9	Kwik Shop Deli	
O-48	Opportunity	10	Kabob House Restaurant	

Table 4 continued.

ID	Type	Number of Parking Spaces	Label	Notes
O-49	Opportunity	11	Sluka Family Dental	Access on Main St. and Hamilton St.
O-50	Opportunity	29	Hometown Pharmacy	Residential in back? 14 spots in back; 15 spots in front. Access on Main St. and Hamilton St.
O-51	Opportunity	21	Lakeland Bank	
O-52	Opportunity	5	35 Hamburg Turnpike	Gravel lot - estimated count of spots
O-53	Opportunity	20	45 Hamburg Turnpike	Separate parcel and owner - TNT Transmission and Auto using 11 of the spots; Count is estimated - cars parked randomly.
O-54	Opportunity	58	Fireman's Hall	
O-55	Opportunity	53	Borough Hall	
O-56	Opportunity	54	Senior Center and Garden	Includes 6 spots in municipal lot to the east of the building and remaining spots in lot to the west of the building
O-57	Opportunity	32	Quick Check	
O-58	Opportunity	15	127-129 Hamburg Turnpike	
O-59	Opportunity	3	Cinco De Mayo Bar and Restaurant	
O-60	Opportunity	6	Turnpike Discount Liquors	
O-61	Opportunity	7	139 Hamburg Turnpike	Part of adjacent parcel, Turnpike Discount Liquors, but used by 127-129 Hamburg Tpke business

Table 4 continued.

Type		Number of Parking Spaces	Label	Notes
O-62	Opportunity	12	High Mountain Auto Repair	
O-63	Opportunity	7	148 Hamburg Turnpike	
O-64	Opportunity	11	150 Hamburg Turnpike	
O-65	Opportunity	5	152 Hamburg Turnpike	



The accompanying Land Use Strategies Recommendations Report outlines specific recommendations for existing municipal ordinances dealing with parking stipulations in Bloomington’s code, and the below table summarizes parking and loading rate requirements in the B-1-A and B-1 districts.

Table 5. Existing parking and loading rate specifications for the B-1-A and B-1 zoning districts.

Zone	Use	Parking Rate
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Retail and service business	One space per each 300 ft <sup>2</sup> of gross floor area
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Residential	In accordance with the New Jersey Residential Site Improvement Standards; At least one dedicated parking space per dwelling unit
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Eating and drinking establishments and houses of worship	One space for each three seats for a minimum of five seats
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Nursery schools or child-care centers	One space per employee plus one space per each ten children of licensed capacity, except that a child-care center located wholly within a building containing other business uses shall not be required to provide any parking
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Kennels or animal day-care centers	One space per employee plus one space for each ten animals of capacity
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Veterinary offices and animal hospitals	Four spaces per veterinarian in addition to required kennel spaces
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Hotels and motels	One space per guest room plus 0.5 spaces per employee
B-1-A Commercial (except between Van Dam Avenue and Glenwild Avenue)	Banks	One space for each 300 ft <sup>2</sup> of floor area plus sufficient room for at least five cars to be queued at each drive-up window or ATM machine
B-1-A Commercial (between Van Dam Avenue and Glenwild Avenue)	Residential	In accordance with the New Jersey Residential Site Improvement Standards; at least one dedicated parking space per dwelling unit
B-1-A Commercial (between Van Dam Avenue and Glenwild Avenue)	Hotels and motels	One space per guest room plus 0.5 spaces per employee

Table 5 continued.

Zone	Use	Parking Rate
B-1-A Commercial (between Van Dam Avenue and Glenwild Avenue)	Banks	Sufficient room for at least five cars to be queued at each drive-up window or drive-up ATM machine
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Funeral homes and mortuaries	Ten per parlor
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Retail stores, store groups, shops, consumer services, take out food only, etc.	One for each 300 ft <sup>2</sup> of floor area; Minimum 3 spaces
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Eating/drinking establishments	One for each three seats; Minimum five spaces
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Medical or dental offices, and other professional offices	Four for each professional occupant
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	General business office	One for each 300 ft <sup>2</sup> of floor area
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Hotels and motels	One per bedroom, plus 0.5 per employee on the highest shift
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Residential	In accordance with the New Jersey Residential Site Improvement Standards; At least one dedicated parking space per dwelling unit
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Offices	Minimum Loading Spaces: One per 10,000 ft <sup>2</sup> of floor area
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Retail, commercial, wholesale, manufacturing, storage and miscellaneous uses	Minimum Loading Spaces: One per 10,000 to 25,000 ft <sup>2</sup> of floor area; Two for each 25,000 to 40,000 ft <sup>2</sup> of floor area; Three for 40,000 to 60,000 ft <sup>2</sup> of floor area; One for each additional 50,000 ft <sup>2</sup> of floor area or fraction thereof
B-1 General Business (except between Van Dam Avenue and Glenwild Avenue)	Undertakers and funeral parlors	Minimum Required Parking Use and Loading Spaces: One for each 5,000ft <sup>2</sup> of floor area; One for each additional 5,000 ft <sup>2</sup> of floor area or major fraction thereof

Table 5 continued.

Zone	Use	Parking Rate
B-1 General Business (between Van Dam Avenue and Glenwild Avenue)	Hotels and motels	One per bedroom, plus 0.5 per employee on the highest shift
B-1 General Business (between Van Dam Avenue and Glenwild Avenue)	Residential	In accordance with the New Jersey Residential Site Improvement Standards; At least one dedicated parking space per dwelling unit

## REGIONAL DESTINATION

The Highlands Regional Master Plan (RMP) recognizes the need to balance economic sustainability of communities with environmental and natural resource protection by promoting compatible economic growth in the Highlands Region. Policy 8C1 of the RMP promotes economic initiatives that involve the sustainable use of natural resources for recreation and tourism, and Goal 5A recognizes the importance of mobility between the Highlands Region and destinations outside of the region, with Policy 5C4 aiming to support transportation and mobility improvements that support tourism opportunities.

With an extensive public trail system throughout Norvin Green State Forest in the northern half of the borough and the Apschawa Preserve directly to the west, Bloomingtondale’s downtown is also potentially situated as a hub to outdoor recreation opportunities. In addition, Ramapo Mountain State Forest is less than ten miles to the east, Silas Condict County Park is approximately three miles to the southwest, and Pyramid Mountain Natural Historic Area is approximately six miles to the south. Open space and trail planning could establish transportation corridors among these areas and Bloomingtondale’s downtown, where visitors to the region may be drawn to local restaurants and shops. Main Street largely sits on a small ridge above the river, but there are some access points to the river in Bloomingtondale for fishing and other recreation opportunities that may also draw visitors. Development of a greenway along the river in the downtown core, accompanied by a parking management strategy, would help to promote the town as a destination hub for outdoor recreation.

Bloomingtondale’s 2013 Open Space Master Plan recommends an expansion of the Wyanokie Highlands Greenway Extension Project—which includes over 6,000 acres of protected land along a ridgeline between Norvin Green State Forest and Tranquility Ridge in Stirling State Forest at the New York state border—to link with Federal Hill, which the borough’s open space plan describes as a “significant historical resource for Bloomingtondale, Passaic County, New Jersey and the United States.” Four tracts make up the Federal Hill area. Two have been preserved through joint effort by the state, county, municipality, and non-profit organizations, and two are slated for inclusionary housing development based on municipal zoning and the 2016 Master Plan Amendment. This area is directly to the east of Van Dam Avenue and is

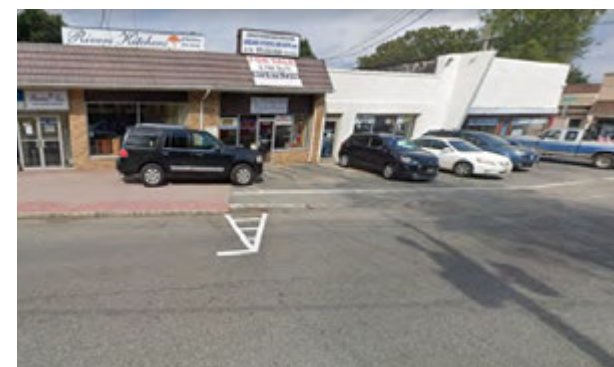
largely covered by severely constrained slopes. Based on the Highlands Council interactive data map, the Federal Hill area consists of Highlands critical wildlife habitat in the Highlands Core Conservation Focal Area, is a forest resource area containing forest area of high ecological value, and is in a watershed with a high forest integrity score. Trail connectors established in this area would link Bloomingtondale's downtown with trail systems to the north and east.

Within Bloomingtondale, open space and recreation points of interest include the forty-three acre Friendship Park, owned by Passaic County and including one mile of loop trails; Dragonfly Meadows, an eight-acre non-profit preservation property that contains forest and wetland areas and is adjacent to Federal Hill preserved land; an approximately three acre portion of the Skyline Preserve, which is in total over one hundred acres of preserved land situated between Norvin Green State Forest and the Apshawa Preserve and containing critical habitat; and DeLazier Field, which is a restored historic stadium that first opened in 1946 as a professional minor league baseball stadium and is currently a multi-purpose municipal lighted field complex with active recreation. Public access to water areas exist at Oakwood Lake, Bogue Pond, Sloan Park, and behind the municipal complex. The Open Space Master Plan notes that there are several state parks within a forty minute drive of Bloomingtondale that provide opportunities for boating, swimming, and fishing.

## PEDESTRIAN MOBILITY

### SIDEWALKS

Bloomingtondale's core downtown Main Street is lined with sidewalks from Van Dam Avenue to just before Glenwilde Avenue, with the exception of the area across the street from Sloan Park around Reeve Avenue. To the west of Reeve Avenue, the sidewalk abruptly ends and converges onto perpendicular parking. There is a partially worn street marking to ostensibly indicate a pedestrian walkway, although there is no clear distinction between this and the abutting roadway with vehicular traffic. Perpendicular parking is continued on the east side of Reeve Avenue, with a pedestrian corridor built into the shopping center along Main Street.



Sidewalks along the western segment of Main Street up to Sloan Park are of a decorative brick pattern that exhibits some instances of disrepair but appears to be in overall good condition. The typical width of this sidewalk is approximately 3 feet, with some locations having additional pedestrian or mixed pedestrian/vehicle space. There are repeated obstructions



or interruptions from features such as lamp posts, fire hydrants, telephone poles, planters, road signage, and driveway cuts. East of Sloan Park, the existing sidewalk is concrete, of varying widths, and similarly obstructed or interrupted for pedestrian activity.

## STREET CROSSINGS

For the approximately 0.6 mile stretch—or about fourteen-minute walk—along the length of Main Street from Van Dam Avenue to the intersection of Butler’s Main Street, there are seven pedestrian crosswalks. The crosswalk design is of a ladder pattern. There are occasional roadway signs notifying drivers of pedestrians and also multiple in-street signs along Main Street. A crosswalk exists at every intersection, with the exception of the Reeve Avenue intersection. Each crosswalk is only two-sided versus three-sided, meaning that a person may need to cross a side street in order to cross Main Street in a crosswalk. The south side of Main Street backs to the river and therefore, does not have side streets. There are, however, multiple alleys and curb cuts along the south side of Main Street that do not have pedestrian crossing improvements.

It is notable that there is no crosswalk at Reeve Avenue because this is the location of Sloan Park, the IGA grocery store, and other retail businesses that are situated on either side of Reeve Avenue. In addition, the location is centrally located along the core downtown of Main Street and has a relatively expansive road width due to the orientation of the intersection.

The lack of a crosswalk at Reeve Avenue also means that there is no crosswalk for the approximately 0.4 mile—or about four-minute walk—between Leary Avenue and the mid-block crossing at the Wells Fargo bank. After the Wells Fargo bank crosswalk, the next crosswalk occurs at the intersection of Butler’s Main Street and Hamburg Turnpike—approximately 0.1 miles or about a 2 minute walk in distance. This intersection is near the Walgreens pharmacy, post office, and several businesses and restaurants. It could also be considered a gateway to Bloomington’s downtown.

The speed limit for Main Street between Glenwilde and Union Avenues is twenty-five miles per hour. It is thirty miles per hour both easterly and westerly beyond this stretch. On-street parking creates a pedestrian buffer between the sidewalk and traffic along most of this stretch,



although the intersections at Butler’s Main Street and at Reeve Avenue near Sloan Park exhibit conditions that could be dangerous for pedestrians due to the design of the intersections and the lack of pedestrian improvements or traffic calming mechanisms at them.

At the Butler Main Street intersection, westerly vehicular traffic is approaching around a bend and from a thirty mile per hour speed zone, potentially traveling at higher speeds than the speed limit permits, and easterly traffic may be accelerating as drivers leave the main downtown area for a more “open road.” Two ladder-design crosswalks exist at this three-way intersection, although the only stop sign at the intersection is for vehicles approaching from Butler. Both the Reeve Avenue and Butler Main Street intersections would benefit from traffic calming measures, which are promoted in Policy 5A3 of the RMP.



## CONNECTIVITY

Policy 5A4 of the RMP aims to create safe and efficient pedestrian connections throughout the Highlands Region and between the region and surrounding destinations. Main Street businesses in the downtown area are situated linearly along Main Street for a distance of approximately 0.6 miles. Pedestrian access exists primarily via the Main Street sidewalk, and there are a number of alleys extending into an expansive series of parking areas behind businesses along the river. There is no designated pedestrian path along the river, although it is possible to walk among adjacent groupings of businesses through these backyard parking areas.

Although there are some residential streets in the vicinity of the downtown that do not have sidewalks—notably Oak Street, which is a block north of and parallel to Main Street, and Ballston Street, which has access to Delazier Field—all streets that intersect Main Street have sidewalks connecting them to the downtown area. The 2013 Open Space Master Plan recommends creating pedestrian connectors among open space facilities and integrated with the central business district.

Pedestrian connectivity between the downtown Main Street business corridor and the municipal complex and its surrounding business corridor to the west, or the business district to the north along Union Avenue, is poor due to a lack of sidewalks along these routes. There is no sidewalk along Hamburg Turnpike, which is the extension of Bloomingtondale’s Main Street, toward the municipal complex for the approximately half a mile distance between Glenwilde Avenue and Fichter Street. There is also no sidewalk along Union Avenue north of Rafkind Rd. for the approximately one mile distance to The Health Center at Bloomingtondale (a nursing and rehabilitation facility), including

along the length of the B-1A commercial district along that route. Pedestrians could, however, travel via sidewalk along Van Dam Avenue from Main Street to reach the commercial district along Union Avenue.

There are no designated bicycle lanes in the Borough of Bloomington, and no bicycle infrastructure was identified during this analysis.

## DESIGN

The western end of downtown Main Street up to Sloan Park is equipped with low-height lamp posts that are in keeping with the small-town character of this portion of Main Street. They provide a welcoming pedestrian atmosphere, although the light fixtures may interfere with sidewalk navigation in many locations where the sidewalk is narrow, and they are not necessarily coordinated with street furniture such as seating or garbage receptacles. There are no public installations of these street furniture features along Main Street, and there is no location directly on Main Street for people to rest or gather. Access to Sloan Park, which is a 1.08 acre island park surrounded by the Pequannock River, is located centrally along Main Street and does provide the community with a civic green space in the downtown area. Community events are held there, which can be a draw for visitors outside of Bloomington.

Other community destinations, such as the municipal complex, senior center, community garden, and library, are located approximately one-half mile—or about a ten-minute walk—down Main Street (which becomes Hamburg Turnpike) from the core downtown area. The municipal complex area does have seating and a plaza near the river for social gathering. As noted, there is no sidewalk connecting these two areas. There is no public river access from Main Street other than at Sloan Park. The Burgis Associates, Inc. 2013 River Walk Study identified an optimal path alignment for a pedestrian trail that would connect the municipal complex with the Main Street core downtown area along the river, which is an alternative that may be more suitable than considering a sidewalk installation along Hamburg Turnpike. The 2013 Open Space Master Plan reinforces the prioritization of a greenway corridor and implementation of a river walk along the Pequannock River and integrated with Main Street and the central business district.

The two gateways to downtown Main Street do not have any features that signal entry to the commercial area and do not have a positive appearance. There is minimal wayfinding or branding signage in the downtown. The gateway at the west end of Main Street includes a vacant, dilapidated, and outdated structure that was formerly a luncheonette and grocery store and Ward's Plaza, which also exhibits an outdated facade and contains vacant units. The area is dominated by excessive impervious surfaces, with parking in the front of buildings that are set back from Main Street. Approaching Main Street from the east, the downtown gateway is flanked by a gas station on the south and an automotive service station on the north, which is a non-conforming use in the zone. This area is also dominated by excessive impervious surfaces and exhibits an outdated design. A number of non-conforming use residential properties follow and then give way to small, retail structures with residential above. Several commercial properties tend to have a wider setback distance suitable for pedestrian use but are contiguous with adjacent parking areas and in many cases contain parking spaces.

Overall, much of the core downtown area has excessive impervious surfaces, with parking in the front and buildings that are set far back from the street. Several properties have buildings oriented perpendicular to Main Street and do not display a downtown character or welcoming environment for pedestrians. The abundance of businesses that include automotive service or light industrial uses also does little to draw and maintain a pedestrian presence to the downtown. The frequency and extent of driveways along Main Street, as well as the number of front parking areas, creates a dangerous pedestrian environment as they increase interactions between people and cars. Businesses along Main Street in the area of Ryerson Avenue benefit from wider sidewalks and rear-only parking, but this stretch is only for about a half block, or less than 150 feet.

The architectural style of the downtown is varied, and many structures portray the overall appearance of being outdated. There is not a cohesive style or sense of place, although there are residential properties with consistent design features of historic character. The 2013 Open Space Master Plan suggests that “improvements to the Central Business District and the development of a greenway along the Pequannock River should include an understanding and focus on the industrial history and the role of the Bloomingtondale Forge.” It also recommends that the restoration of the central business district include consideration of the Union Square site as the original town center, historically containing the Bloomingtondale House, Union Hotel, post office and dry goods store. Design standards that include architectural guidelines, streetscaping, landscaping, signage, and other features are not present in Bloomingtondale. Policy 5A4 of the RMP identifies sidewalks, proper lighting, signage, shelters, and green street initiatives as features contributing to safe and efficient pedestrian connections.

## RESIDENTIAL

The B-1 General Business Zone, which encompasses nearly all of the south side of the core downtown along Main Street and both sides of Hamburg Turnpike in the downtown area, permits dwelling units with up to two bedrooms and eight hundred square feet as a conditional use above businesses. The B-1-A Commercial Zone includes all of the properties along the north side of Main Street in the core downtown and four properties on the south side between Ryerson and Union Avenues. It permits residential uses above the first floor of a building containing one or more permitted business uses if the residential use is deed restricted for





affordable housing occupancy in compliance with any affordable housing ordinance enacted by the Borough.

Several commercial properties along Main Street have second story residential units, there are multiple non-conforming properties with single- or multi-family homes, and some businesses occupy home structures. Residential units also exist in accessory structures located behind businesses along the south side of Main Street. A recent redevelopment project at the corner of Ryerson Avenue replaced a 2.5-story residential structure and a single-story commercial building with a three-story residential building, resulting in the entire block between Ryerson and Leary Avenues consisting of residential units and full lot coverage.

## MASTER PLAN, OTHER PLANNING DOCUMENTS, AND LOCAL ORDINANCES

Since the Borough's initial 1990 master plan, the most current comprehensive master plan update was completed in 1996. The most recent master plan documents for Bloomingtondale are the 2007 Master Plan Reexamination Report—a brief, nine-page report; the 2014 Periodic Reexamination of Master Plan—with a limited focus on the Meer Tract and Tilcon Quarry and meant to be “read as an integrated whole” with the 2007 report; and the 2016 Master Plan Amendment, which is also limited to the Meer Tract and Tilcon Quarry properties.



The 1996 master plan divides the borough into five planning areas:

1. Planning Area I: Special Study Area covers 550.80 acres of the southwestern corner of the borough, comprising 9.35% of the borough's land area. It consists primarily of public and semi-public lands, with some residential properties and a small amount of commercial properties. Zoning districts in this area include residential garden apartment, single-family half-acre or single-family three-acre minimum lot size, summer camp and conference center, and light manufacturing. This area is along Macopin Road, which intersects Hamburg Turnpike to the west of the business district less than a mile from the municipal complex.
2. Planning Area II: Conservation/Limited Development is the largest designated planning area in the borough, covering 3,305.76 acres and making up 56.08% of the borough's total land area. This area covers the northern portion of the borough, which is largely occupied by Norvin Green State Forest and is within the Highlands Preservation Area. Residential development in this area consists of the lake communities surrounding Kampfe Lake, Glenwild Lake, and Lake losco. It is zoned for public or residential uses.
3. Planning Area III: Neighborhood Preservation is the next largest area, covering 1,211.05 acres, or 20.55%, of the borough's land area. It is situated in the south-central part of the borough and is directly north of the downtown area from Macopin Road to Van Dam



Avenue. It is largely zoned for single-family residential, with some small areas dedicated to townhouses or apartment and senior citizen housing. Public use zones are dispersed throughout the area, and an affordable housing overlay zone straddles planning areas III and IV. A portion of the summer camp and conference center zoning district falls within Planning Area III, and a small area of the commercial zone along Union Avenue is also within this area. The objectives for Planning Area III are to encourage and assist in the maintenance of and rehabilitation of the borough's deteriorated housing stock, protect and preserve existing residential areas, and acquire and retain passive open space as development occurs in the area.

4. Planning Area IV: Corridor Protection and Redevelopment contains the downtown areas along Main Street and Hamburg Turnpike. As per the 1996 master plan, this area is identified in the 1990 Master Plan as the Central Business District, "with the intent of encouraging retail and service commercial uses which complement both the established character and scale of this modest central business district, [and] large scale facilities are not recommended nor encouraged as principal permitted uses." It consists of 129.36 acres and is the smallest of the borough's planning areas, covering 2.19% of the borough's land area. It is primarily zoned for retail and general commercial or commercial uses, with mixed residential commercial uses permitted with conditions. There is a small area zoned for light manufacturing to the west and south of the municipal complex, and the area along the Pequannock River and to the south of the municipal complex and Sloan Park are zoned for public use. Some non-conforming residential properties occur along Main Street. An area along the Pequannock River at the west end of this planning area and near Macopin Road is zoned for residential garden apartments, although it is not clear from the map in the 1996 master plan if this area is included in Planning Area IV. The 1996 plan indicates that a number of detailed recommendations for improvements to this area—such as the incorporation of landscape elements, facade improvements, signage, parking, and circulation features—were included in the 1990 master plan. The objectives for this planning area are to enhance the appearance of commercial areas, evaluate and reaffirm the central business district plan of the 1990 master plan,<sup>3</sup> and to identify methods for implementing the business district plan. The 1996 master plan found the visual improvement recommendations outlined in the 1990 central business district plan to still be relevant at that time, and implementation strategies consisting of municipal bonding, green acres funding, low-interest loans for storefront revitalization, and residential rehabilitation were assessed and presented in the 1996 plan.
5. Planning Area V: Economic Development covers 697.43 acres of the southeastern portion of the borough, which is 11.83% of the borough's land area. A large portion of this area contains the Tilcon Quarry. Zoning in the area includes quarry, light manufacturing, public, affordable housing overlay, various residential, and commercial districts. There are topographic constraints to development in much of this area. As per the zoning code, "Block 5105, Lot 14, commonly known as the "Meer Tract," consists of 180 acres of vacant land of which 35 acres have been Court Ordered and approved for a multifamily inclusionary development containing 360

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<sup>3</sup> The 1990 master plan for Bloomingtondale was not reviewed for this analysis.

residential units.”<sup>4</sup> Seventy-two of the units are slated to be low and moderate income units. This planning area lies to the east and north of the core downtown, and although it is not directly adjacent to planning area IV, the potential for high density residential development in this area suggests that it should be considered in the economic development planning of the downtown area. It is also in the Highlands Planning Area and therefore contains the largest non-developed area in the borough where development is not constrained by the Highlands Preservation Area. Because of this significance, the 2014 master plan reexamination report, and the 2016 Master Plan Amendment deal entirely with housing and economic development planning for the quarry and Meer tracts. The objectives for planning area V are to increase tax revenue for the Borough, to utilize and redevelop vacant or blighted sites, and to provide appropriate housing options for senior citizens. To meet the challenges of developing the steeply sloped property of the Meer tract, the Borough entered into a partnership with the Tilcon Quarry company to prepare the Meer tract—if and when it conducts quarry operations on the property—for development with affordable housing as set forth with an overlay zone in the 2016 Master Plan Amendment.

The 2007 Master Plan Reexamination Report indicates the need for updating the land use and housing elements of the borough’s master plan, as well as creation of a capital improvement plan and a Main Street parking and circulation plan. It points out that the most pressing need at the time of the report was for the creation of a viable downtown parking and circulation plan. It does not appear that these recommendations have been implemented by the Borough. A land use and economic study for areas along Union Avenue was recommended in the 2001 master plan reexamination report and was ongoing during the 2007 reexamination report.<sup>5</sup>

The Central Business District Plan (CBD Plan) described in the 1996 master plan generally identifies locations for implementing rear parking areas, buildings in close proximity to street lines, landscaping features, and open space amenities. It stresses that the Pequannock River and Sloan Park are assets that merit specific attention and “should become an integral part of any [central business district] revitalization effort.” It also describes the river as a physical feature that is part of Bloomington’s unique sense of place, complementing development in the downtown area. The plan recommends a pedestrian greenway running along the river and connected to the business district via pedestrian linkages, and it includes a conceptual design for Sloan Park as a feature that draws people to the core downtown area. The CBD Plan includes five major design elements that appear to still be relevant:<sup>6</sup>

1. Entry points

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<sup>4</sup> § 92-61.1 C. (1) AH-1 Affordable Housing Overlay Zone. <https://www.ecode360.com/36010026#36010026>

<sup>5</sup> It is not known if the land use and economic study for areas along Union Avenue was completed, and it was not located for this report.

<sup>6</sup> The CBD Plan is only described generally in the 1996 Comprehensive Master Plan: Borough of Bloomington, and the plan nor the details of the plan were located for this report.

2. Establishment of reduced corridor widths to emphasize the utilization of pedestrian access.
3. Intersection feature development, including special paving material, landscaping, and additional streetscape elements.
4. Supplementation of enhanced streetscape elements, inclusive of street trees and building facade improvements.
5. Establishment of a major focal point toward the center of the CBD identified as mid-block plaza improvements.

These elements set forth design concepts that include attention to pedestrian access, streetscape elements, and the establishment of a central focal point in the form of plaza improvements. The 2006 vision plan for the borough similarly aimed to address the pedestrian realm, a parking strategy, open spaces, a river path, and a mixed-use core for the downtown—however the plan did not account for environmental conditions of the floodplain in its specific land use recommendations. Recommendations of the 2006 vision plan that are still relevant include:

- Pedestrian and traffic calming improvements, particularly at the Reeve Avenue and Main Street intersection, that could include wide sidewalks, medians, textured intersections and crosswalks, curb bump-outs, and alley access to parking areas only located in rear yards.
- Establishment of a walkable, mixed-use core to revitalize the downtown, with residential units located above ground floor retail.
- Addressing vacant or under-utilized parking lots in the downtown area.
- Opportunities for shared parking or development of parking structures and the need for well-landscaped and screened surface parking areas.
- Streetscape elements, such as trees, benches, lighting, plantings, and garbage receptacles to enhance the pedestrian environment.
- The need to extend streetscape elements to neighboring side streets as pedestrian connectors to adjacent residential areas.
- Diversification of housing types to include apartments, condominiums, townhouses, and live-work units.
- Development of plazas to allow for outdoor cafes, markets, and meeting places.
- Green infrastructure installations and the creation of a gateway greenway park at the eastern end of Main Street.

The 2013 River Walk Study evaluated the feasibility of implementing a pedestrian path along the river in Bloomingtondale's downtown area and the river's potential asset to the downtown if it were integrated with the business district. In addition, the plan provides an implementation program for creating the river walk. The plan recognizes obstacles to creating the river walk that include terrain or land cover conditions, costs, and varied property ownership along the river. It outlines multiple benefits of a river walk relating to recreation needs, ecological services, mobility options, community building, economic growth, and compatibility with county and state planning goals. Although details of the design and implementation would need to be revisited, the construction of a riparian greenway with pedestrian access is still applicable to Bloomingtondale's downtown revitalization and would serve as an asset to draw visitors to the downtown and enhance the unique character of the borough. The properties on the south side of Main Street have river access, but the current use is underutilized parking and pavement along with a mix of various small structures, rental units, or storage. A river walk concept could be implemented in conjunction with a parking plan that creates rear parking behind buildings with limited alley access to reduce curb cuts along Main Street and incorporates green infrastructure design. The municipal recreation center, senior center, and community garden are also located along the river corridor and would have access to the river walk if implemented. This would create a pedestrian linkage that currently does not exist between the two downtown locations.

Bloomingtondale adopted a complete streets policy by ordinance in 2018. It includes a Complete Streets Priority Action Plan that prioritizes, among other things, the promotion of outdoor dining where permitted by code, encouragement of pedestrian activity, and promotion of bicycle and pedestrian improvements during Borough Land Use Board reviews of commercial, retail, office, and multifamily residential land uses. The goals of the policy include creation of an interconnected multimodal transportation network to connect employment, education, residential, recreational, retail, transit, and public facilities via bicycling and walking; provision of bicycle and pedestrian safety and accessibility designs and accommodations; and development of complete streets evaluation procedures for Borough official to include principles into the planning, design, construction, and maintenance of projects. Bloomingtondale is, however, lacking design standards to guide complete streets implementation in development projects.

In 2001, Bloomingtondale established the Recreation and Open Space Establishment Trust Fund (ROSE fund) as a reserve in the general capital fund of the municipal budget. The ROSE fund is an interest-accruing account funded through a municipal tax and additional funds in the form of donations or other types of private or public funding. The ROSE Fund Advisory Board, appointed by the mayor and subject to confirmation by the Borough Council, is "empowered to make recommendations to the governing body with respect to the identification and prioritization of projects for financing through appropriations from the ROSE Fund" based on review of the borough's open space master plan. The ordinance for appropriations from the ROSE fund was amended in 2012 to recognize Blue Acres projects as per N.J.S.A. 40:12-15.7(g) as "any [eligible] project to acquire, for recreation and conservation purposes, lands that have been damaged by, or may be prone to incurring damage caused by, storms or storm-related flooding, or that may buffer or protect other lands from such damage, and includes the

demolition of structures on, the removal of debris from, and the restoration of those lands to a nature state or to a state useful for recreation, and conservation purposes.”

An open space master plan prepared for Bloomingtondale in 2013 by The Passaic River Coalition describes Bloomingtondale’s regional context as the gateway to the open space resources of the Highlands region relative to the New York City metropolitan area that extends into northeastern New Jersey. It points out the effect of the 2004 Highlands Water Protection and Planning Act on the town’s development potential and the dramatic reduction of taxable land as a result. It cites this in combination with declining economic growth as reasons for “skyrocketed” municipal property tax rates. The open space plan, therefore, aims to balance the objective of open space preservation with the need to maintain property tax affordability in the borough. With approximately one third of Bloomingtondale’s land area being within Norvin Green State Forest, owned by The State of New Jersey, or comprising the watershed lands of the North Jersey District Water Supply Commission’s Wanaque Reservoir, and another one third being owned by summer camps and residential lake associations—the borough’s developable land is limited to redevelopment of existing areas or the development of certain tracts of land that remain as municipal or private unpreserved open space, many of which are environmentally sensitive or targeted for municipal recreation uses. The most current environmental resources inventory appears to have been completed as part of the 1996 master plan report.

Among the goals and policies for open space in Bloomingtondale listed in the open space plan, the following are applicable to downtown redevelopment and revitalization:

- Promote the creation of an open space greenway corridor along the Pequannock River.
- Promote the creation of an open space greenway corridor between Norvin Green State Forest and Federal Hill, known as the Wyanokie Highlands Greenway extension.
- Promote greenways and pathways for pedestrian and bike recreation.
- Protect and preserve water resources and watershed lands for purposes of drinking water supply, flood control, and recreation.
- Serve as a facilitator for the Blue Acres Buyout Program in Bloomingtondale and promote floodplain restoration.

The plan notes that, despite its value as an aesthetic and environmental resource, the Pequannock River “has been overlooked and neglected as Bloomingtondale grew and has not been incorporated into the fabric of the community.” It recommends that the “greenway corridor should be linked into downtown revitalization plans so that improvements within the downtown corridor connect the river to the center of Bloomingtondale” and the greater region. It goes on to recommend a pedestrian pathway integrating access to scenic river views with



business properties. In describing the Blue Acres program in Bloomingtondale, the plan states that the Borough “will...investigate opportunities to improve and restore the Pequannock River floodplain in order to enhance its ability to store water during floods.”

The plan applied a National Recreation and Parks Association methodology to conduct a needs analysis for different types of open space. Bloomingtondale was found to have a deficit of playground space and a lack of public swimming and boating opportunities. In terms of the spatial distribution of public open spaces and recreation areas, there should be connectors to the downtown area, particularly for areas that serve as regional destinations and would bring visitors from outside the borough. The open space plan recommends that Bloomingtondale form joint-use agreements with the two camp facilities in the borough.

Municipal zoning regulations and ordinances need to be reviewed and modified to dictate appropriate permitted uses, development intensity, and parking, design, green infrastructure and pedestrian environment improvement requirements. A table listing recommended actions regarding existing Bloomingtondale ordinances is included in the accompanying Land Use Strategy Recommendations Summary Report.

## HIGHLANDS REGIONAL MASTER PLAN

Land Use Capability Zones within both the Highlands Planning and Preservation Areas are designated to contextualize places in relation to the Highlands Water Protection and Planning Act and guide the implementation of the RMP throughout the region. Bloomingtondale’s Main Street is largely within an Existing Community Zone (ECZ) in the Highlands Planning Area of the RMP land use framework, with some parcels being in the Environmentally Constrained Subzone due to the presence of steep slopes. The ECZ reflects areas with existing development patterns where additional development may be appropriate, depending on physical, environmental, or capacity constraints. Subzones designate areas where regionally identified constraints are present and development should, therefore, be limited. Other constraints may exist that were not addressed in the designation of the subzones.

Goal 1E of the RMP relates to the protection of steep slopes to safeguard and enhance the natural, scenic, or other values present in the Highlands Region. The presence of severely constrained slopes along Bloomingtondale’s Main Street was described in the Steep Slopes section of this report. The municipal steep slope ordinance, which restricts any building or structure from being located on a slope of 15% or greater, aligns with the specifications of Policies 1E2 and 1E3 in the RMP that define severely constrained slopes as lands with slopes of 20% or greater and moderately constrained slopes as non-riparian forested lands having a slope of 15% to less than 20%. It also aligns with Policies 1E4 and 1E5 that deal with constrained and limited slopes. It does not, however, reflect the portion of Policy 1E2 that considers lands within riparian areas with slopes of 10% and greater to be severely constrained. Bloomingtondale’s ordinance also permits less than 10% of a structure to be located on a slope of 25% if it contains affordable housing units, which may conflict with RMP goals in certain locations. Implementation of the RMP prohibits disturbance of severely constrained slopes.

Among other benefits, steep slope protection contributes to higher surface water quality, and all of Bloomingtondale consists of subwatershed areas identified in the RMP as having high resource value. The water quality assessment for the Pequannock River along Main Street based on the 2014 New Jersey Integrated Water Quality Monitoring and Assessment Report indicates that the trout and fish consumption uses of the waterbody are impaired or threatened by pollution, therefore requiring a total maximum daily load regulatory plan for the river.

All of the parcels on the south side of Bloomingtondale's Main Street in the core downtown, and most of the parcels on the north side, are within the Riparian Area and the Open Water Protection Area, which are designated by the RMP and used for implementation of the RMP. Because the downtown area is within the ECZ of the Highlands Planning Area, as per RMP Policy 1D4 land disturbances are permitted in previously disturbed areas, which Bloomingtondale exhibits. These disturbances are limited to performance standards of low impact development best management practices, as specified in the RMP, to result in no net loss of the functional value of the Open Water Protection Area. The Riparian Integrity Corridor Score identified in the RMP based on a riparian functional assessment for this area is moderate, requiring that disturbances outside the Open Water Protection Area affecting natural vegetation or increasing impervious area also adhere to the low impact development standards and the "minimum alteration feasible" to natural vegetation or increases to impervious area, as per Policy 1D5. The Regional Stream Integrity Model that determines the Riparian Integrity Corridor Score is intended in the RMP to guide management and enhancement of impaired surface waters and riparian areas in the Highlands. Given the excessive impervious coverage throughout the Highlands Open Water Protection Area that is within Bloomingtondale, restoration and green infrastructure would be applicable management strategies along the Main Street river corridor. Policy 1D5 of the RMP identifies restoration of habitat value in the Highlands Riparian Area as an objective.

Certain vegetated areas of Main Street, including the steep slope area and the riverfront portion of the municipal complex, are Prime Groundwater Recharge Areas based on the RMP and are subject to Policy 2D3 to protect, enhance, and restore these areas. Goals 2A and 2B of the RMP aim to ensure not only the water quality of the region, but also the availability of the water resource and that there be adequate water supply to meet needs through identification of net water availability and water deficits for each subwatershed in the region. Bloomingtondale's downtown area is in a subwatershed with a negative net water availability and therefore an availability deficit, which requires development of a water use and conservation management plan for the subwatershed.

Depending on the character and environmental impact of a particular project, Highlands Development Credit (HDC) could potentially be used in the ECZ in Bloomingtondale to promote development and redevelopment that would add housing and commercial density to catalyze economic growth in the downtown. Transactions of the Highlands Transfer of Development Rights (TDR) Program of the RMP occur through HDCs. Bloomingtondale's Highlands Preservation Area contains ten HDC sending area allocations that were calculated as part of the RMP. The Highlands Council may recommend TDR receiving zone areas, but TDR receiving zones are entirely voluntary. Municipal agreement to

a receiving zone is incentivized and encouraged through the Highlands Act, and the Receiving Zone Feasibility Grant Program is administered by the Highlands Council to provide funding to municipalities looking to establish a receiving zone. Technical assistance is also provided by the Highlands Council, and other benefits are also acquired by establishing a receiving zone. According to the Highlands Council Interactive Map, ten properties in the preservation zone in Bloomingtondale were allocated Highlands development credits, and based on the Highlands Development Credit Allocation Tracking Sheet, three applications were submitted to the Highlands Council for credit allocation in Bloomingtondale. Development credits can be purchased by property owners in receiving zones from property owners in sending zones that have Highlands allocation credits, and credits can be transferred either from within or outside the municipality.

Objective 6H8a of Policy 6H8 of the RMP stipulates that the use of HDC be encouraged “to enhance the existing or adjacent community while protecting local and regional natural resources.” The policies and objectives under Goal 6 of the RMP, which deals with future land use, support development and redevelopment that promote place-based economic growth strategies and relieve development pressure in environmentally sensitive areas. Land use patterns reflecting the policies of Goal 6 of the RMP will have compact and walkable places with a mix of residential and commercial uses, have an attractive and regionally compatible community character, incorporate green infrastructure and open spaces, and include connectivity and multi-modality. Redevelopment and infill are favored over new development, and the restoration and redevelopment of brownfields is promoted. To encourage center-based development, the RMP encourages densities of five dwelling units or greater and imposes that as a minimum density requirement in areas designated as TDR receiving zones, as per Policies 6F2 and 6F6.

In addition to promoting sustainable and compatible development and redevelopment, the RMP supports efforts to create recreation and tourism economies and pedestrian and transportation connectivity within the Highlands Region and between the region and surrounding areas, as per Policies 8C1, 5A3, 5A4, and 5C4—which were discussed previously in this analysis.

## SUMMARY OF CAPACITY AND CONSTRAINTS

To assess infrastructure and environmental capacity and constraints for growth in Bloomingtondale Borough, this report reviewed water and wastewater systems, transportation infrastructure, and riparian and flood hazard areas as they relate to Bloomingtondale's downtown area. Growth and development in downtown Bloomingtondale and along Main Street is not limited by water or wastewater capacity. Without a train station in or near Bloomingtondale, the intensity associated with transit-oriented development is not a feasible growth option for Bloomingtondale. However, Bloomingtondale's downtown is relatively connected and may represent a regional multimodal opportunity. There are nine NJ Transit bus stops along Main Street that connect Bloomingtondale directly to New York City, and Interstate 287 is approximately one mile east of Main Street.

Although waterways, vegetated slopes, and other natural features ultimately contribute positively to the character and aesthetic of Bloomingtondale's downtown, these are environmental features that impact development options in downtown Bloomingtondale. Much of the downtown area is within the riparian zone of the Pequannock River, a category one waterway. There are NJ Department of Environmental Protection regulations, including those of the Highlands Act, that are applicable to development in riparian buffers. Many properties in Bloomingtondale's downtown, and particularly certain areas of Main Street, are also within the FEMA 1-percent annual chance flood (100-year flood) or the 0.2-percent-annual-chance flood (500-year flood), limiting the ability for existing businesses to expand or redevelopment at higher intensity in these areas. Severely constrained steep slopes are also present along Main Street, further dictating where growth should be directed.

Given the relationship between environmental features and Bloomingtondale's Main Street, most properties along the south side of Main Street are not suitable for growth in intensity, and many of these areas are more appropriately designed for pedestrian and natural or built green infrastructure features. On the north side of Main Street, the steep slopes to the west and the flood areas to the east, suggest that the optimal location for intensification exists in the area from around Reeve Avenue to Union Avenue, which is centrally located and proximate to the only park space downtown, Sloan Park.

The following sections describe the evaluated infrastructure and environmental capacity and constraints for growth in greater detail.

### WATER SERVICE

Bloomingtondale Water Department purchases water from the Passaic Valley Water Commission, which acquires treated water from the North Jersey District Water Supply Commission (NJDWSC). The NJDWSC operates a surface water treatment plant in Wanaque, drawing from the Monksville and Wanaque Reservoirs, and is the largest regional water purveyor in the state. The Borough reports that water service is

good and costs are reasonable. Public water is supplied to or available to all properties throughout the study area. Bloomingtondale sets a fixed service charge for water services and directly bills customers on a quarterly rate schedule.

## WASTEWATER SERVICE AND CAPACITY

The study area is within the Two Bridges Wastewater Service Area. All of Bloomingtondale's Highlands Planning Area is within the wastewater service area. Wastewater sewer service is provided to Bloomingtondale and the surrounding towns of Butler, Kinnelon, and Riverdale and parts of West Milford by the Pequannock River Basin Regional Sewerage Authority (PRBRSA), which is also the Water Quality Management Agency for the region. The PRBRSA conveyance system transports sewage by gravity flow from local collection sewer systems to the Two Bridges Sewerage Authority (TBSA) facility in Lincoln Park for treatment and disposal. Effluent is discharged from the treatment facility into the Pompton River just upstream from its confluence with the Passaic River. The PRBRSA is contracted 2.6 million gallons per day (mgd) of treatment capacity at the TBSA, which operates at 7.5 mgd with a potential capacity of 10 mgd.

Bloomingtondale capacity is...

Bloomingtondale sets local sewer charges and directly bills customers quarterly based on a fixed service charge rate schedule. Wastewater utility costs are high due to a low customer to capacity ratio. Approximately less than half of Bloomingtondale's properties are hooked up to the sewer system. The 2007 Master Plan Reexamination Report for the Borough of Bloomingtondale states that the "2001 Bloomingtondale Sewer capacity limits, still valid in 2007, limit and restrict future development." The reexamination report does not make clear to what capacity limits this point is referring, and there have not been updates to this plan in recent years.

## TRANSPORTATION INFRASTRUCTURE

There are nine bus stops in Bloomingtondale along NJ Transit route 194, which extends from Stockholm Park & Ride in Hardyston to New York City Port Authority. There are no park and ride lots in town, and there is no train station in Bloomingtondale Borough or adjacent municipalities.

Bloomingtondale's downtown area has been delineated as an area of the Highlands Region with a high transportation score. This designation is likely due to the number of bus stops and its location relative to well-traveled state and county routes and an interchange with Interstate 287 at Hamburg Turnpike. The analysis to derive transportation scores in the Highlands reflected places with multimodal connections representative of smart growth characteristics and is intended to inform future development intensity. Within the Highlands Region, Bloomingtondale's downtown is relatively connected and may represent a regional multimodal opportunity.



## RIPARIAN AREA

The Pequannock River that runs along Bloomingtondale's Main Street is a Category I (C1) waterway, recognized by the New Jersey Department of Environmental Protection (NJDEP) for exceptional ecological, fisheries, recreational, and water supply benefits, and therefore subject to higher quality protection standards. Pursuant to the Flood Hazard Area Control Act Rules at N.J.A.C. 7:13-4.1(c)1, Bloomingtondale's stormwater ordinance establishes a 300-foot riparian zone along C1 streams, stating that, "a person shall not undertake a major development that is located within or discharges into a 300-foot riparian zone without prior authorization from the [NJDEP] under N.J.A.C. 7:13." The "Highlands Regional Master Plan" section of this report also describes the riparian area in Bloomingtondale in the context of the Highlands region.

## STEEP SLOPES

Bloomingtondale's municipal code contains a steep slope ordinance that restricts any building or structure from being located on a slope of 15% or greater, but it does allow less than 10% of a structure to be located on a slope of 25% if it contains affordable housing units.

There are areas identified as severely constrained slopes that are within the Highlands Steep Slope Protection Area and affect development in Bloomingtondale's downtown. Severely constrained slopes are defined in the Highlands Regional Master Plan as being 20% and greater or 10% and greater within riparian areas.

More than 15 acres of land from Elizabeth Street along Main Street to Van Dam Avenue is covered by severely constrained slopes. This represents 23% of the acreage along this section of Main Street. On the south side of Main Street in the core downtown, the steep slopes are associated with the bank of the Pequannock River, show considerable overlap with the flood hazard areas, and do not cover large portions of most properties. The properties along the north side of Main Street from Delazier Place west to Glenwild Avenue are ostensibly undeveloped due to them being entirely or nearly covered by severely constrained slopes. Continuing west along the north side of Main Street, severely constrained slopes cover 30-95% of every property nearly through to Reeve Avenue. Thirteen of the 16 properties are more than 50% severely constrained slopes, and 30% of them are more than 75% severely constrained slopes. The land use on the north side of Main Street where steep slopes cover the majority of the land on properties is predominantly single-family residences.

Figure 4. Map showing Highlands steep slope protection areas in the study area.

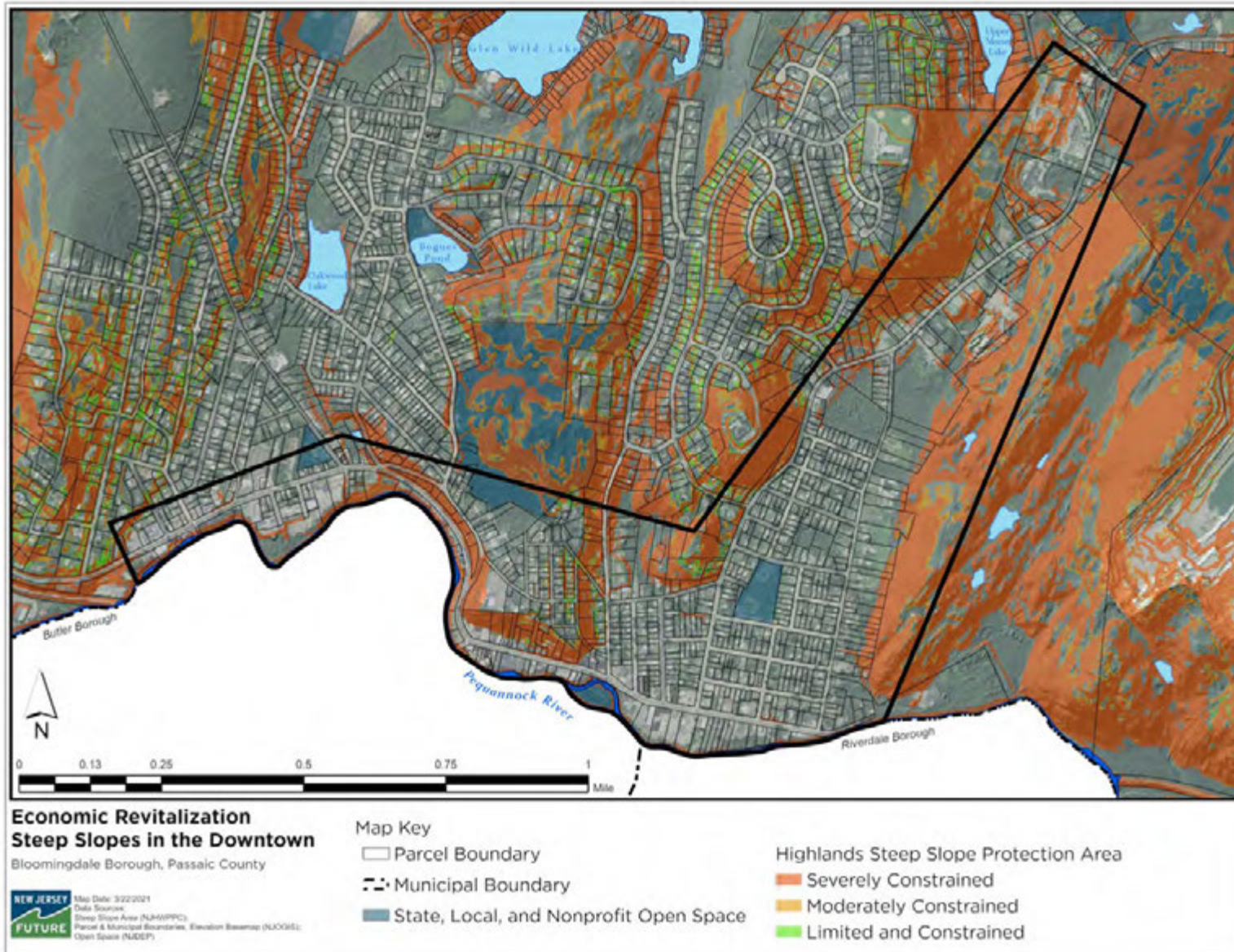


Table 1. Properties along the north side of Main Street from Glenwilde Avenue to Reeve Avenue within the Highlands steep slope protection area. (Thirteen of the 16 properties are more than 50% severely constrained slopes, and 30% of them are more than 75% severely constrained slopes.)

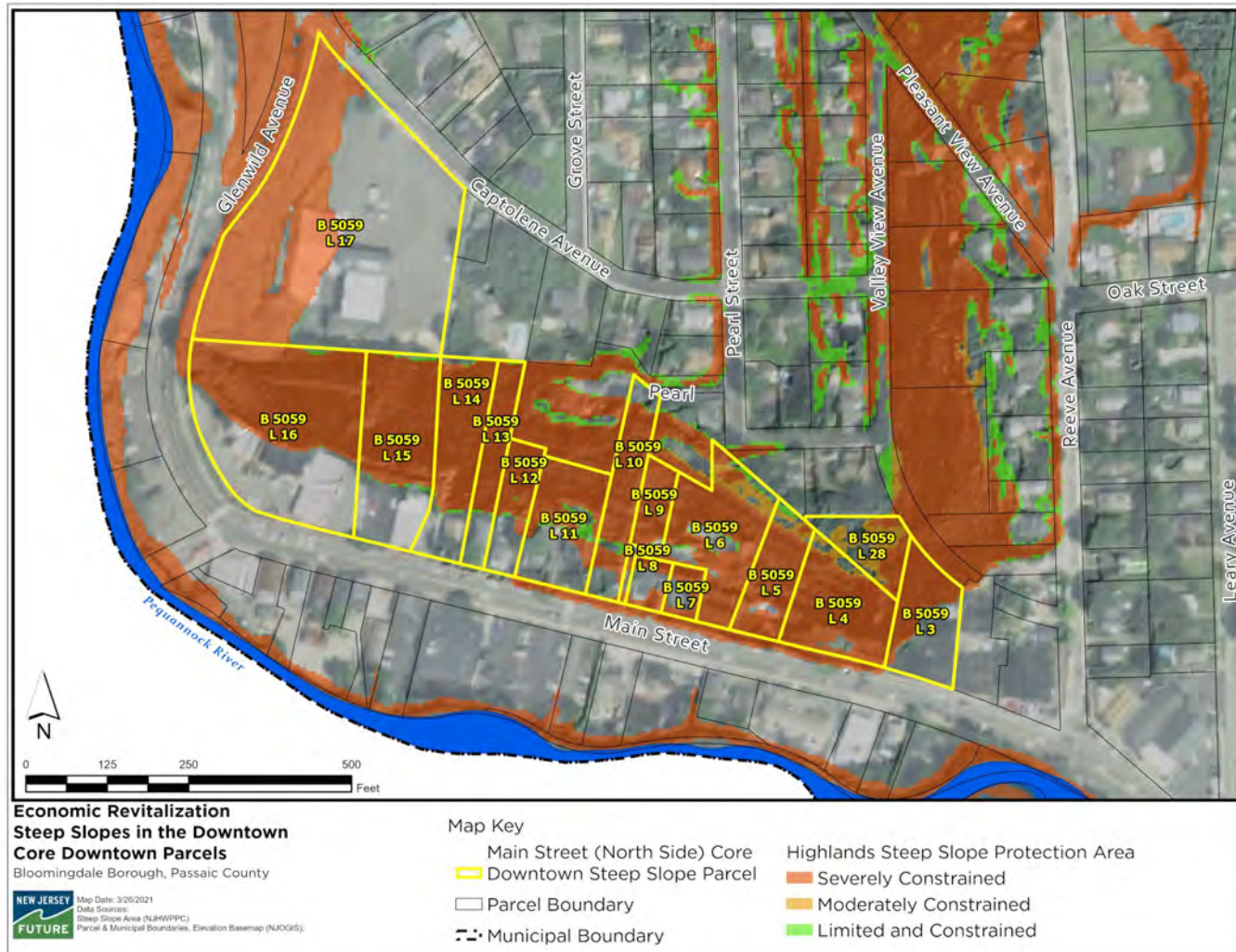
Block	Lot	Property Location	Property Owner	Parcel Acres	% Lot Covered by Severely Constrained Slopes
5059	3	90 Main Street	Pjm Property Management, Llc	0.41	48.64
5059	4	98 Main Street	Kavanagh , Thomas W & Monica	0.52	88.52
5059	5	104 Main Street	Ilic, Dragan Z	0.33	83.3
5059	6	108 Main Street	Seeger, Craig S & Dawn	0.68	75.63
5059	7	110 Main Street	Praml, Raymond & Maureen	0.1	65.61
5059	8	112 Main Street	Ambrosio Michelle	0.1	52.88
5059	9	112 Main Street Rear	Hooker, John & Sharon	0.16	94.75
5059	10	114 Main Street	Limani, D & M & Sheji, D	0.38	75.11
5059	11	118 Main Street	Centro Internacional	0.48	54.91
5059	12	120 Main Street	Mihalis, George & Fassilis, Gikas	0.25	61.4
5059	13	122 Main Street	Mihalis, George & Fassilis, Gikas	0.29	73.32
5059	14	124 Main Street	Crammond John H	0.52	72.57
5059	15	126 Main Street	Galesi, M Michael	0.77	66.57
5059	16	132/142 Main Street	Ward's Real Estate Co	1.48	56.35
5059	17	Captolene Ave	Samuel R Donald School	2.87	43.02
5059	28	Valley View Street	Borough Of Bloomingtondale	0.26	31.11

Steep slopes are a fundamental characteristic of the Highland Region and provide ecological, recreational, and scenic benefits. In Bloomingtondale’s downtown area, steep slopes may constrain development, but they can also serve as an asset by providing species habitat,



cooling effects and other functional roles, and by contributing to Bloomingtondale's unique scenic character, sense of place, and position as a gateway to the Highlands Region. Disturbance to steep slopes can eliminate those benefits while also contributing to problems such as greater stormwater runoff and management needs, stream degradation, or higher risk of landslides.

Figure 5. Map showing the Highlands steep slope protection areas on properties along the north side of Main Street from Glenwilde Avenue to Reeve Avenue.



## FLOOD AREAS

This analysis is based on the current effective national flood data layer created when the Federal Emergency Management Agency (FEMA) updated and revised the flood hazard area shown on the Bloomingtondale flood insurance rate map in April of 2020.

All but one of the 38 properties along the south side of Main Street in the core downtown are within the 500-year FEMA flood zone (totaling 10.5 acres of flood area), and all but two are within the 100-year flood zone (totaling 7.3 acres of flood area). On the south side of Main Street in the core downtown, 49% of the land area (7.3 acres out of 15 acres) divided among 36 lots is within the 100-year flood zone. Fifteen of those properties have at least 50% of their area covered by the 100-year flood area. The 500-year flood zone extends to cover yet more area on all but two of those lots, with nine of the properties being 95% or greater within the combined 100-year and 500-year flood zones.

Table 2. Summary of overlap of commercial properties on the south and north sides of Main Street with the FEMA flood zones.

Location	# Properties in 100-yr Flood Zone	# ≥ 50% covered by 100-yr Flood Zone	# ≥ 50% covered by 100-yr combined with 500-yr Flood Zone	Lot size range (acres)
South Main Street	36	15	22	0.06 - 1.2
North Main Street	5	3	7	0.11 - 0.68

On the north side of Main Street in the core downtown business district, five properties in the commercial district are within the 100-year flood hazard area. These occupy the east side of the block between Main and Hamilton Streets adjacent to Van Dam Avenue. Seventeen commercial properties on the north side of Main Street in the core downtown business district are within the 500-year flood zone, although two of those minimally intersect it. Seven properties are at least 50% within the combined 100-year and 500-year flood zones, with five of them having 90% or greater of their area within the combined 100-year and 500-year flood zones.

Several existing building structures are within the flood hazard area along the core downtown business district of Main Street, particularly on the south side, but also to some extent on the north side. Properties on the south side are highly limited by the flood area, while a number of properties on the north side are limited by either steep slope or the 500-year flood area and a few by the 100-year flood area. The 500-year flood area does not currently pose a regulatory limitation on development, but it is expected to in the near future and may deter funding for projects or represent a future flood risk area as climate change continues to result in greater precipitation levels. Bloomingtondale’s 2013 Open Space Master Plan recognizes that preserving land in the flood zone can mitigate flood damage by restricting structures that can incur damage from being built in the floodplain.



Figure 6. Map showing the percent of land area in the FEMA 100-year flood zone for parcels on the south side of Main Street.

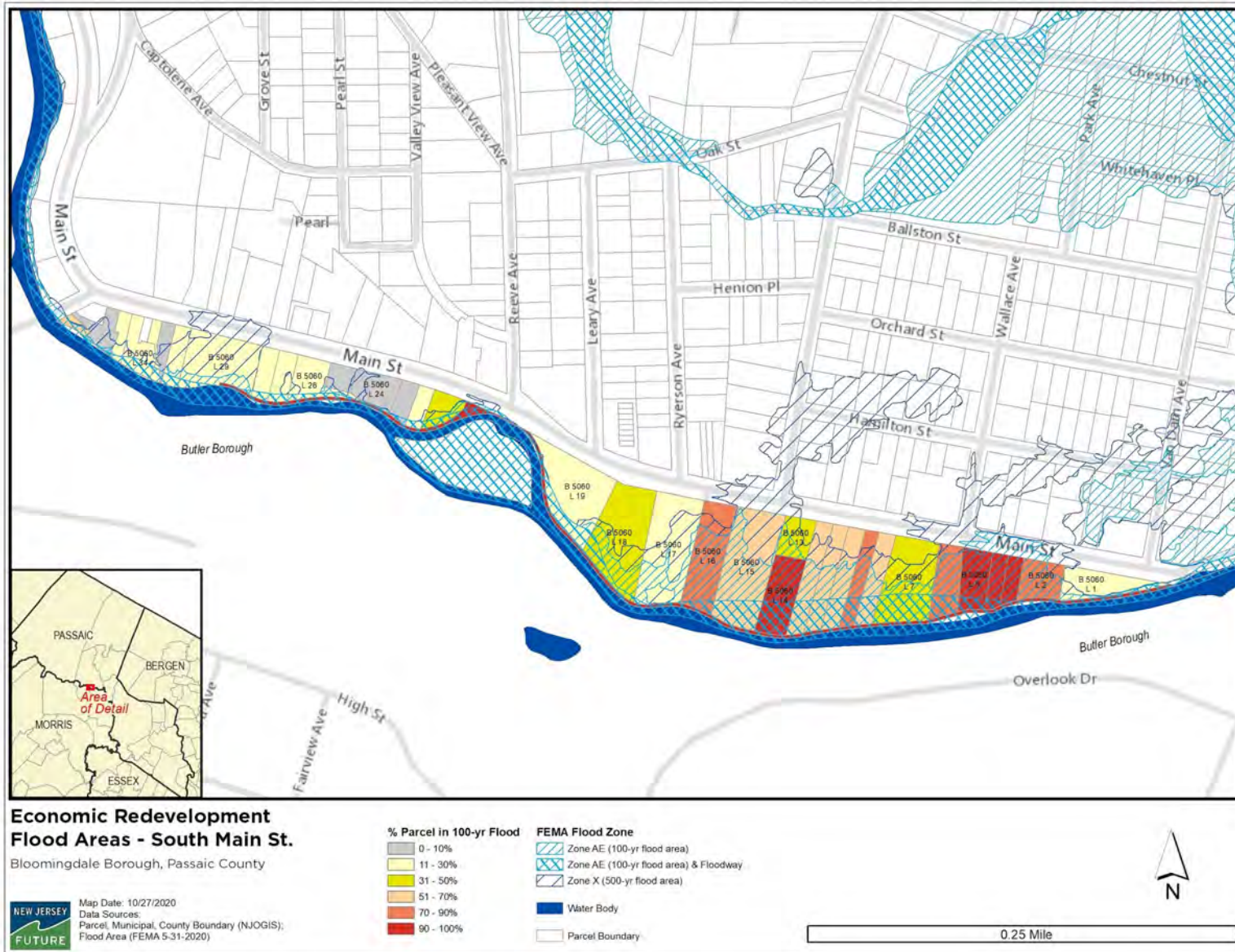


Figure 7. Map showing the percent of land area in the combined FEMA 100-year and 500-year flood zones for parcels on the south side of Main Street.

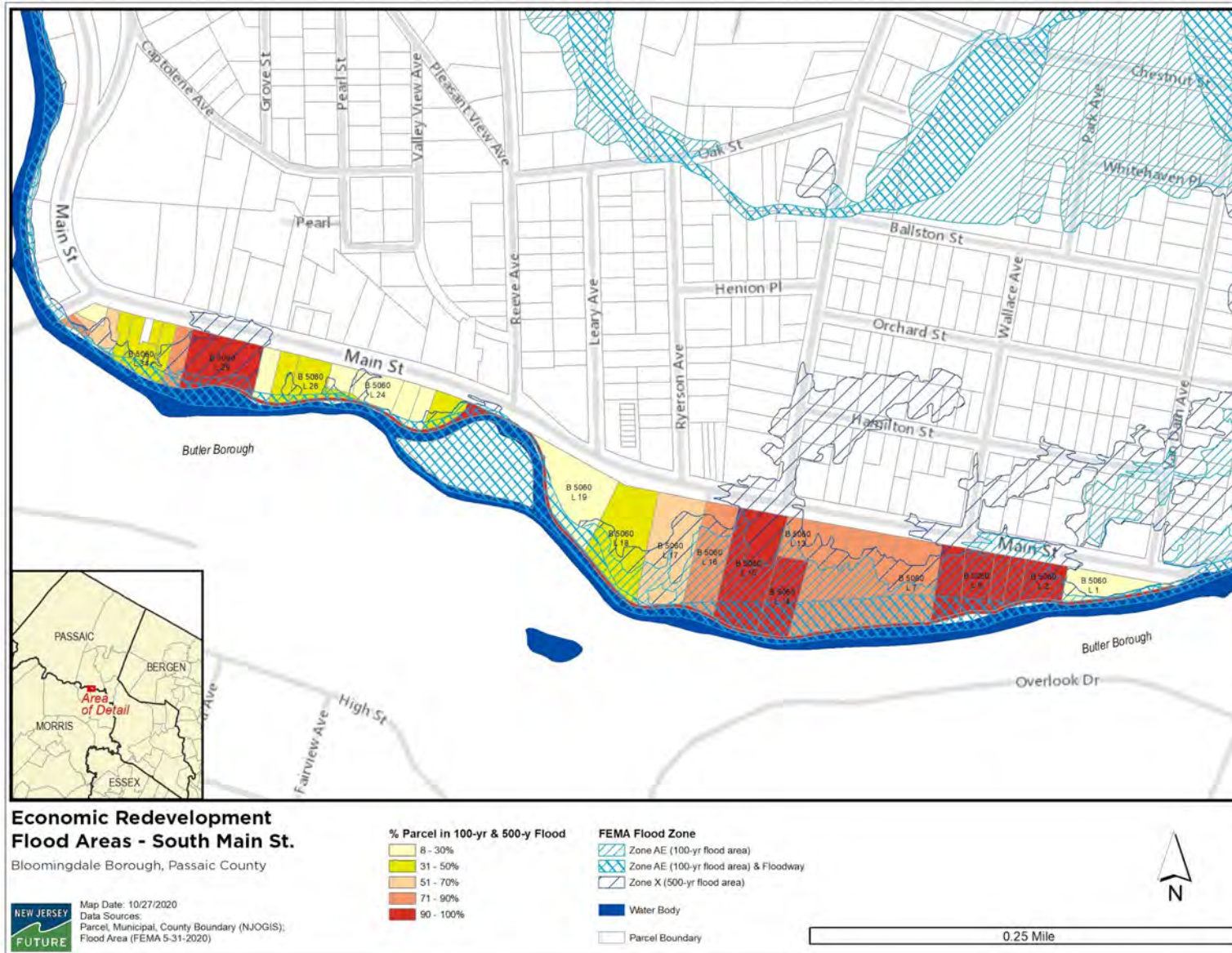




Figure 8. Map showing the percent of land area in the FEMA 100-year flood zone for parcels on the north side of Main Street.

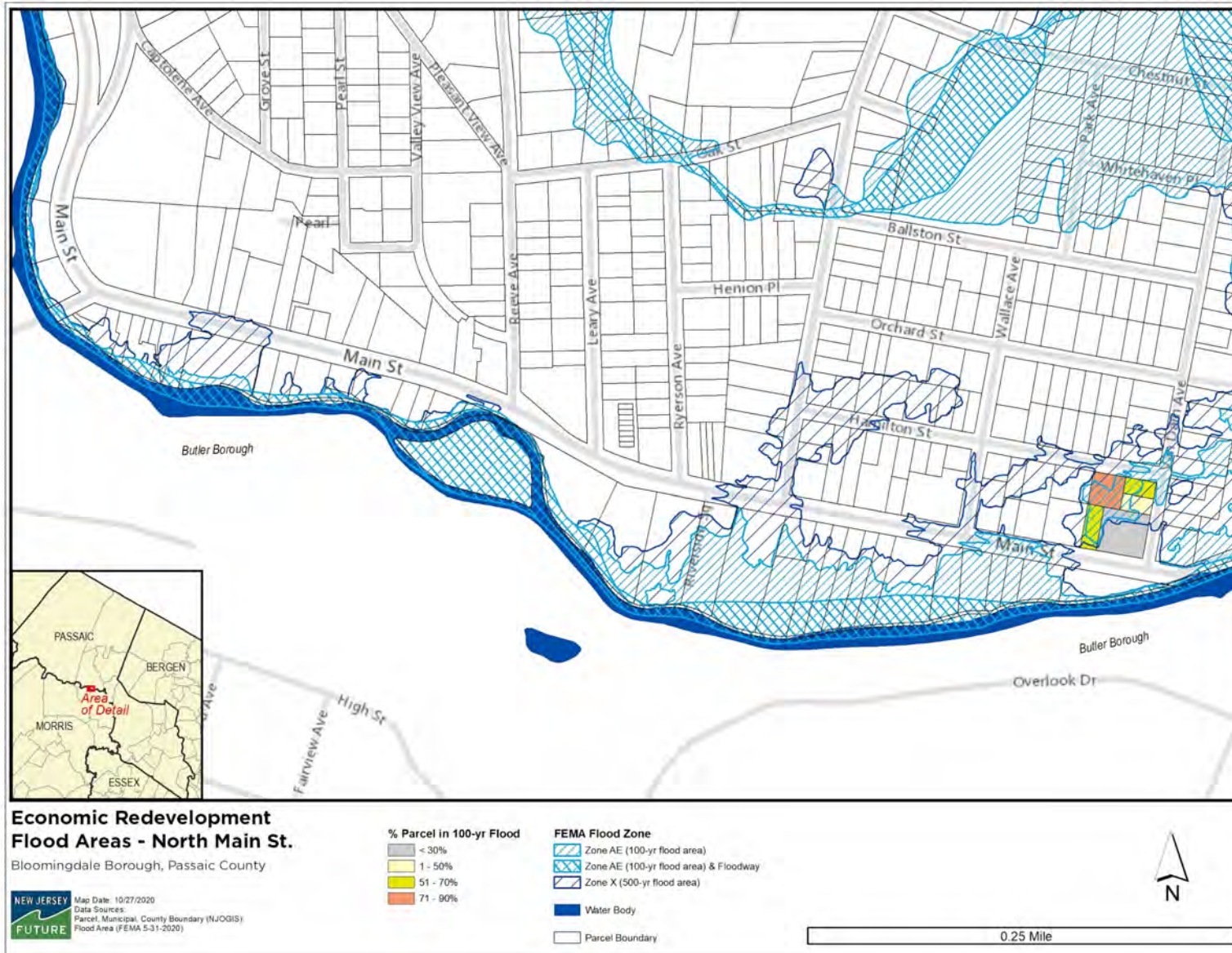


Figure 9. Map showing the percent of land area in the combined FEMA 100-year and 500-year flood zones for parcels on the north side of Main Street.

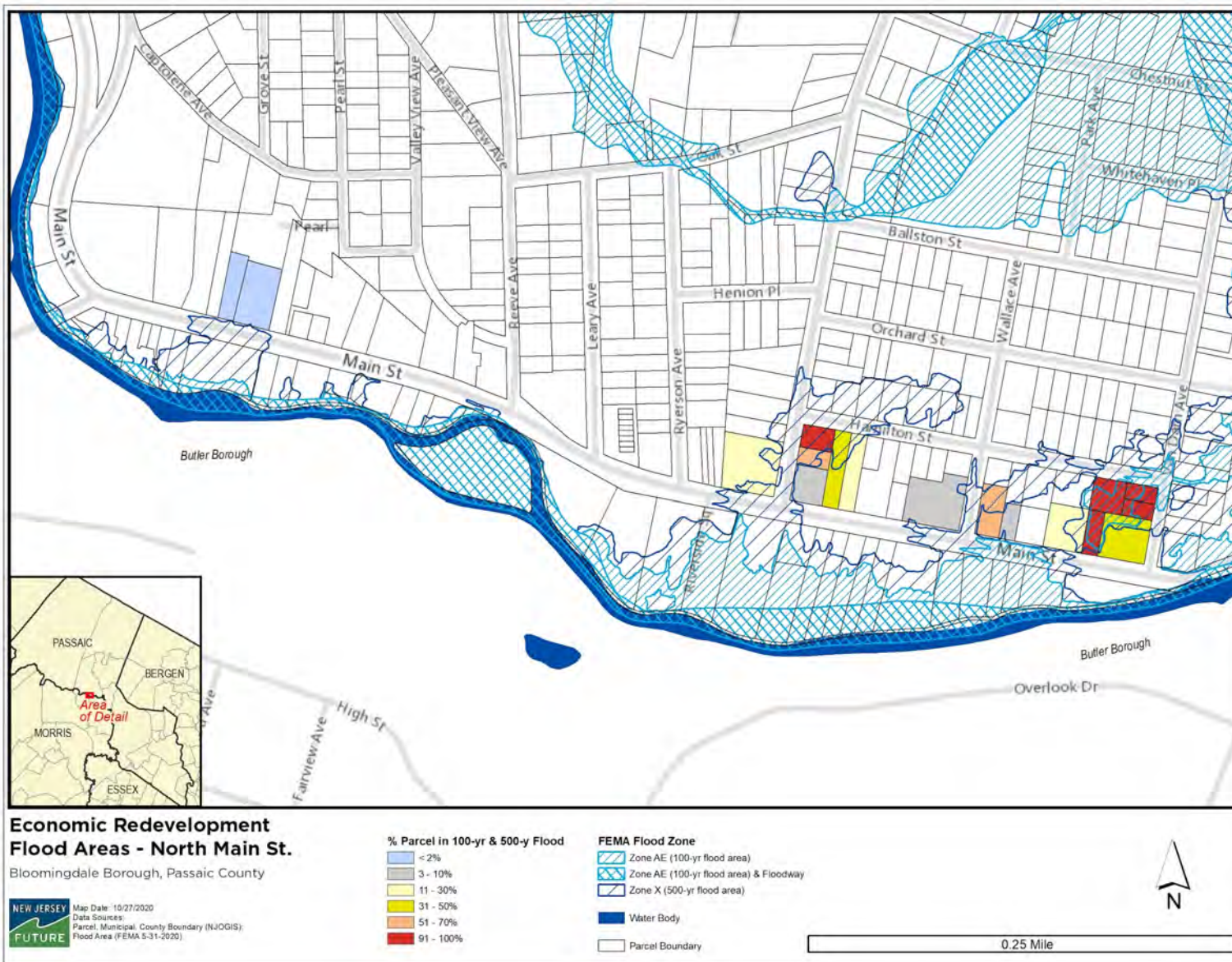




Figure 10. Map showing the extent of FEMA flood zones and the Highlands riparian area and steep slope protection area in relation to the existing impervious surface coverage and buildings along Main Street.

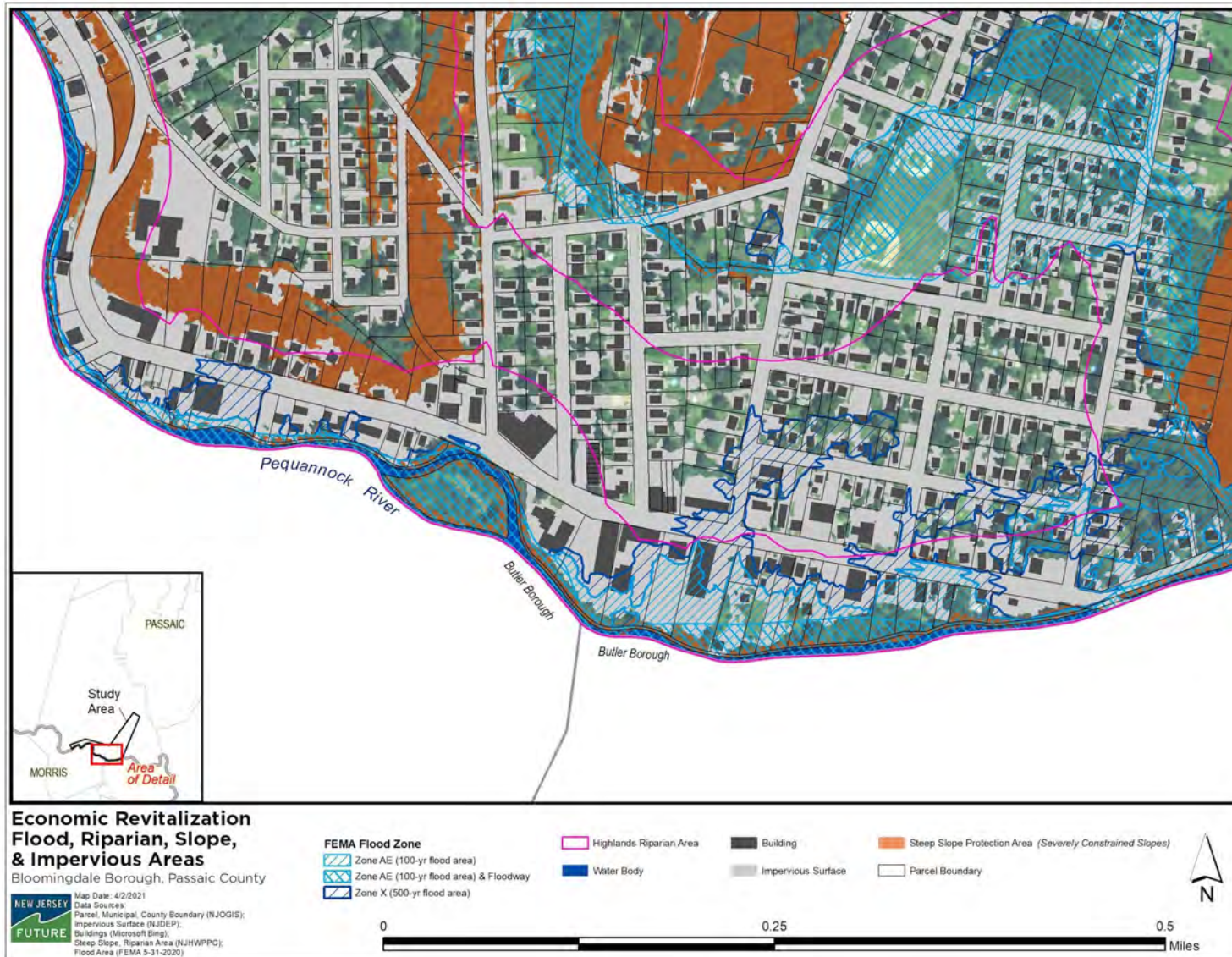




Table 3. Tabulation of parcels that intersect with the FEMA 100-year or 500-year flood zone.

Core Downtown Location	Block	Lot	Property Location	Property Owner	Property Acreage	Acres in 100- and 500-year Flood Zones	Percent of Parcel in 100- and 500-year Flood Zones	Acres in 100-year Flood Zone	Percent of Parcel in 100-year Flood Zone	Acres in 500-year Flood Zone	Percent of Parcel in 500-year Flood Zone
North Main Street	5059	11	118 Main Street	Centro Internacional	0.483	0.001	0.125	<Null>	<Null>	0.001	0.125
North Main Street	5059	12	120 Main Street	Mihalis, George & Fassilis, Gikas	0.251	0.000	0.012	<Null>	<Null>	0.000	0.012
North Main Street	5064	1	50 Main Street	Blackwell Bloomingtondale Llc	0.675	0.142	21.043	<Null>	<Null>	0.142	21.043
North Main Street	5088	1	42 Main Street	Apkarian Zeiron & Vartkes	0.254	0.015	6.011	<Null>	<Null>	0.015	6.011
North Main Street	5088	2	8 Union Avenue	Sutton, Angela & Carrozza, Irene	0.126	0.080	63.433	<Null>	<Null>	0.080	63.433
North Main Street	5088	3	10 Union Avenue	10 Union Avenue Corporation	0.161	0.157	97.901	<Null>	<Null>	0.157	97.901
North Main Street	5088	4	40 Main Street	Tri Boro Dental Assoc	0.271	0.117	43.337	<Null>	<Null>	0.117	43.337
North Main Street	5088	5	38 Main Street	Huang Koli	0.271	0.035	12.971	<Null>	<Null>	0.035	12.971
North Main Street	5088	12	28 Main Street	Lakeland State Bank	0.595	0.019	3.226	<Null>	<Null>	0.019	3.226
North Main Street	5089	1	22 Main Street	O'connor, Donald	0.268	0.136	50.651	<Null>	<Null>	0.136	50.651
North Main Street	5089	6	7 Hamilton Street	Long John A & Jill	0.230	0.229	99.559	0.169	73.438	0.060	26.122
North Main Street	5089	7	11 Van Dam Avenue	Us Bank Trust C/O Resicap	0.110	0.110	100.000	0.057	51.718	0.053	48.282

Table 3 continued.

Core Downtown Location	Block	Lot	Property Location	Property Owner	Property Acreage	Acres in 100- and 500-year Flood Zones	Percent of Parcel in 100- and 500-year Flood Zones	Acres in 100-year Flood Zone	Percent of Parcel in 100-year Flood Zone	Acres in 500-year Flood Zone	Percent of Parcel in 500-year Flood Zone
North Main Street	5089	8	9 Van Dam Avenue	Stefanakys Luis	0.109	0.109	100.000	0.036	33.077	0.073	66.923
North Main Street	5089	9	6 Main Street	6 Main Bloomingdale L.P.	0.451	0.139	30.748	0.084	18.527	0.055	12.221
North Main Street	5089	10	8 Main Street	Ryan, Gregory & Helen	0.156	0.142	90.844	0.105	67.467	0.036	23.377
North Main Street	5089	11	10/12/14 Main Street	R & Jp Realty Llc	0.373	0.109	29.334	<Null>	<Null>	0.109	29.334
North Main Street	5089	13	18 Main Street	Xhani, Qirjako & Aida	0.127	0.009	7.155	<Null>	<Null>	0.009	7.155
South Main Street	5060	1	5 Main Street	5 Main Street Llc	0.460	0.132	28.667	0.076	16.592	0.056	12.075
South Main Street	5060	2	11 Main Street	Vizuite, David & Valverde, B	0.340	0.340	99.994	0.294	86.443	0.046	13.551
South Main Street	5060	3	15 Main Street	Longaker Jason & Arleen	0.161	0.161	100.001	0.161	100.001	<Null>	<Null>
South Main Street	5060	4	17 Main Street	Esposito, Joseph & Adel	0.185	0.185	100.000	0.185	100.000	<Null>	<Null>
South Main Street	5060	5	21 Main Street	Shehadeh, Ibrahim & Patricia	0.368	0.368	100.000	0.358	97.234	0.010	2.766
South Main Street	5060	6	25 Main Street	Warfield, David & Kathleen	0.400	0.396	99.024	0.340	84.908	0.057	14.116
South Main Street	5060	7	27-29 Main Street	Bloomington Realty Llc	0.910	0.696	76.526	0.436	47.898	0.260	28.628

Table 3 continued.

Core Downtown Location	Block	Lot	Property Location	Property Owner	Property Acreage	Acres in 100- and 500-year Flood Zones	Percent of Parcel in 100- and 500-year Flood Zones	Acres in 100-year Flood Zone	Percent of Parcel in 100-year Flood Zone	Acres in 500-year Flood Zone	Percent of Parcel in 500-year Flood Zone
South Main Street	5060	8	31 Main Street	Krishna Realty Llc	0.348	0.269	77.335	0.189	54.294	0.080	23.040
South Main Street	5060	9	35 Main Street	Nguyen Van Tan	0.299	0.244	81.711	0.214	71.648	0.030	10.063
South Main Street	5060	10	37 Main Street	Riverback Realty, Llc	0.381	0.278	72.938	0.240	63.042	0.038	9.895
South Main Street	5060	11	39 Main Street	Riverback Realty, Llc	0.374	0.298	79.619	0.228	60.902	0.070	18.717
South Main Street	5060	12	41 Main Street	Porter, Doris	0.415	0.351	84.596	0.262	63.138	0.089	21.458
South Main Street	5060	13	43 Main Street	Tcl Investments Llc	0.276	0.211	76.170	0.101	36.459	0.110	39.711
South Main Street	5060	14	43/43a Main Street	Can Sara & Sam	0.539	0.539	100.000	0.539	99.958	0.000	0.042
South Main Street	5060	15	45-47 Main Street	Bloomingtondale Plaza Asso.Llc	1.220	1.217	99.754	0.820	67.168	0.398	32.586
South Main Street	5060	16	49 Main Street	Pagliarulo, Salvatore & Carmela	0.763	0.638	83.577	0.558	73.166	0.079	10.411
South Main Street	5060	17	57 Main Street	Pitzalis Realty Management, Inc	1.129	0.792	70.173	0.308	27.318	0.484	42.855
South Main Street	5060	18	2-42 Riverside Square	Fbk Properties Llc	1.102	0.535	48.578	0.367	33.325	0.168	15.252

Table 3 continued.

Core Downtown Location	Block	Lot	Property Location	Property Owner	Property Acreage	Acres in 100- and 500-year Flood Zones	Percent of Parcel in 100- and 500-year Flood Zones	Acres in 100-year Flood Zone	Percent of Parcel in 100-year Flood Zone	Acres in 500-year Flood Zone	Percent of Parcel in 500-year Flood Zone
South Main Street	5060	19	65 Main Street	Bloomingtondale Methodist Church/Hall	0.980	0.222	22.668	0.199	20.265	0.024	2.403
South Main Street	5060	20	Near Sloan Park	Passaic Valley Water Comm	0.795	0.781	98.213	0.774	97.296	0.007	0.917
South Main Street	5060	21	89 Main Street	Mahler, Daniel G	0.215	0.108	50.396	0.072	33.632	0.036	16.764
South Main Street	5060	22	91 Main Street	Lvdr Realty C/O Linette Volaro	0.147	0.030	20.585	0.024	16.137	0.007	4.447
South Main Street	5060	23	93 Main Street	Marzano Associates Llc	0.160	0.016	9.794	0.015	9.463	0.001	0.332
South Main Street	5060	24	99-101 Main Street	T & W Investments, Inc	0.304	0.090	29.416	0.004	1.395	0.085	28.020
South Main Street	5060	25	103/105 Main Street	Ray & Paula Realty Llc	0.143	0.027	18.887	0.000	0.208	0.027	18.679
South Main Street	5060	26	109 Main Street	Lombard, Raymond	0.353	0.111	31.543	0.069	19.411	0.043	12.133
South Main Street	5060	27	111 Main Street	Ray & Paula Realty Llc	0.210	0.068	32.341	0.033	15.600	0.035	16.742
South Main Street	5060	28	113 Main Street	Vmc Realty Holdings Llc	0.198	0.029	14.386	0.026	13.175	0.002	1.211
South Main Street	5060	29	115 Main Street	Wachovia/World Svgs Bank-tx Propert	0.814	0.781	95.989	0.171	20.985	0.610	75.004

Table 3 continued.



Core Downtown Location	Block	Lot	Property Location	Property Owner	Property Acreage	Acres in 100- and 500-year Flood Zones	Percent of Parcel in 100- and 500-year Flood Zones	Acres in 100-year Flood Zone	Percent of Parcel in 100-year Flood Zone	Acres in 500-year Flood Zone	Percent of Parcel in 500-year Flood Zone
South Main Street	5060	30	125 Main Street	Van Riper, Harry	0.221	0.174	78.823	0.052	23.432	0.122	55.390
South Main Street	5060	31	127 Main Street	127 Bloomingtondale Llc	0.130	0.058	44.258	0.008	5.875	0.050	38.383
South Main Street	5060	32	129 Main Street	129 Main Street Llc	0.088	0.029	33.469	0.022	25.342	0.007	8.127
South Main Street	5060	34	133 Main Street	133 Main Street Building Llc	0.280	0.117	41.904	0.083	29.767	0.034	12.136
South Main Street	5060	35	135 Main Street	135 Main Street Building Llc	0.124	0.041	32.938	0.013	10.589	0.028	22.349
South Main Street	5060	36	137 Main Street	Main Bloomingtondale C/O Giakoumidis	0.218	0.123	56.715	0.017	7.944	0.106	48.771
South Main Street	5060	37	139 Main Street	Shree Ganesh Real Estate Llc	0.089	0.007	8.298	<Null>	<Null>	0.007	8.298
South Main Street	5060	38	145 Main Street	145 Main Street Associates Llc	0.064	0.045	70.428	0.035	55.776	0.009	14.651

## LAND USE ANALYSIS DATA SOURCES

### STUDY AREA

- Zoning Map, Borough of Bloomingdale, Passaic, New Jersey. 11/19/2012, revised 3/27/2017.
- NJ Highlands Council Interactive Map. Accessed March 2021. <https://www.nj.gov/njhighlands/gis/>.

### WATER SERVICE

- North Jersey District Water Supply Commission website. Accessed on October 8, 2020. <https://www.njdwsc.com/>
- Borough of Bloomingdale website. Accessed on October 8, 2020. <http://www.bloomingdalenj.net/index.cfm>

### WASTEWATER SERVICE AND CAPACITY

- Pequannock River Basin Regional Sewerage Authority. Accessed on October 8, 2020. <https://www.prbrsa.org/>
- Borough of Bloomingdale website. Accessed on October 8, 2020. <http://www.bloomingdalenj.net/index.cfm>

### TRANSPORTATION INFRASTRUCTURE

- NJTransit Bus 194 Timetable. Accessed on February 2, 2021. [https://d2g63oyneaimm8.cloudfront.net/sites/default/files/bus\\_schedules/T0194\\_0.pdf](https://d2g63oyneaimm8.cloudfront.net/sites/default/files/bus_schedules/T0194_0.pdf).
- NJ Highlands Transportation Score Greater than or Equal to 3. Highlands Council GIS data layer. 6/20/2019. <https://www.arcgis.com/sharing/rest/content/items/2582fd499f574cbfb72b812b84186992/info/metadata/metadata.xml?format=default&output=html>

### RIPARIAN AREA

- Ordinance No. 3-2021 of The Governing Body of The Borough of Bloomingdale, adopted February 2, 2021.
- NJ Highlands Council Interactive Map. Accessed March 2021. <https://www.nj.gov/njhighlands/gis/>.

### STEEP SLOPES

- Steep\_Slope\_Protection\_Area\_Highlands GIS layer. NJ Highlands Water Protection and Planning Council (NJHWPPC). 2012-01-30
- Parcels and MOD-IV Composite of New Jersey. NJ Office of Information Technology, Office of GIS (NJOGIS). 2019-07-15
- Borough of Bloomingdale Municipal Code, Chapter 32 section 1.3, Regulations for Restricted Slope Area.

### FLOOD AREAS

- FEMA national flood hazard layer for New Jersey, effective date 4/17/2020, downloaded 5/31/20.
- Steep\_Slope\_Protection\_Area\_Highlands GIS layer. NJ Highlands Water Protection and Planning Council (NJHWPPC). 2012-01-30
- Parcels and MOD-IV Composite of New Jersey. NJ Office of Information Technology, Office of GIS (NJOGIS). 2019-07-15
- Open Space Master Plan, prepared in 2013 by The Passaic River Coalition.

### AREAS IN NEED OF REDEVELOPMENT

- Bloomingdale Area In Need Study For Main Street Study Area And Van Dam Avenue Study Area. Prepared by CME Associates. March 26, 2019.
- FEMA national flood hazard layer for New Jersey, effective date 4/17/2020, downloaded 5/31/20.
- Steep\_Slope\_Protection\_Area\_Highlands GIS layer. NJ Highlands Water Protection and Planning Council (NJHWPPC). 2012-01-30
- Parcels and MOD-IV Composite of New Jersey. NJ Office of Information Technology, Office of GIS (NJOGIS). 2019-07-15

- Resolution No. 2019-10.21 of the Governing Body of the Borough of Bloomingdale, County of Passaic and State Of New Jersey Accepting the Planning Board's Resolution Determining That the Property Identified as the Main Street Study Area and the Van Dam Avenue Study Area be Designated as a Non-condemnation Redevelopment Area In Accordance with the Local Redevelopment and Housing Law, N.J.S.A. 40a:12a-1 Et Seq.
- Zoning Map, Borough of Bloomingdale, Passaic, New Jersey. 11/19/2012, revised 3/27/2017.
- Borough of Bloomingdale Municipal Code

#### PARKING

- River Walk Study: A Feasibility Study of a River Walk Along the Pequannock River in the Bloomingdale Central Business District. 2013. Burgis Associates, Inc.
- Borough of Bloomingdale Municipal Code.
- Parcels and MOD-IV Composite of New Jersey. NJ Office of Information Technology, Office of GIS (NJOGIS). 2019-07-15

#### REGIONAL DESTINATION

- Open Space Master Plan, prepared in 2013 by The Passaic River Coalition.
- Highlands Council Interactive Map. Accessed March 2021. <https://www.nj.gov/njhighlands/gis/>.
- Highlands Regional Master Plan. 2008. [https://www.nj.gov/njhighlands/master/rmp/final/highlands\\_rmp\\_112008.pdf](https://www.nj.gov/njhighlands/master/rmp/final/highlands_rmp_112008.pdf).
- Zoning Map, Borough of Bloomingdale, Passaic, New Jersey. 11/19/2012, revised 3/27/2017.

#### SIDEWALKS

- Google Maps.
- Borough of Bloomingdale Municipal Code (speed limits).
- Highlands Regional Master Plan. 2008. [https://www.nj.gov/njhighlands/master/rmp/final/highlands\\_rmp\\_112008.pdf](https://www.nj.gov/njhighlands/master/rmp/final/highlands_rmp_112008.pdf).

#### CONNECTIVITY

- Google Maps
- Open Space Master Plan, prepared in 2013 by The Passaic River Coalition.
- Highlands Regional Master Plan. 2008. [https://www.nj.gov/njhighlands/master/rmp/final/highlands\\_rmp\\_112008.pdf](https://www.nj.gov/njhighlands/master/rmp/final/highlands_rmp_112008.pdf).
- Zoning Map, Borough of Bloomingdale, Passaic, New Jersey. 11/19/2012, revised 3/27/2017.

#### DESIGN

- Google Maps.
- Open Space Master Plan, prepared in 2013 by The Passaic River Coalition.
- River Walk Study: A Feasibility Study of a River Walk Along the Pequannock River in the Bloomingdale Central Business District. 2013. Burgis Associates, Inc.
- Highlands Regional Master Plan. 2008. [https://www.nj.gov/njhighlands/master/rmp/final/highlands\\_rmp\\_112008.pdf](https://www.nj.gov/njhighlands/master/rmp/final/highlands_rmp_112008.pdf).
- Borough of Bloomingdale Municipal Code

#### RESIDENTIAL

- Google Maps
- Zoning Map, Borough of Bloomingdale, Passaic, New Jersey. 11/19/2012, revised 3/27/2017.
- Borough of Bloomingdale Municipal Code

#### MASTER PLAN, OTHER PLANNING DOCUMENTS, AND LOCAL ORDINANCES

- [Comprehensive Master Plan: Borough of Bloomingdale](#), prepared for the Borough of Bloomingdale Planning Board, May 14, 1996 by Michael F. Kauker Associates Community & Environmental Planners.
- Master Plan Reexamination Report for the Borough of Bloomingdale, prepared November 7, 2007 by the Bloomingdale Planning Board.
- Periodic Reexamination of Master Plan Meer Tract and Tilcon Quarry Block 105 Lots 14 & 84, prepared for Bloomingdale Planning Board April 29, 2014 and revised June 4, 2014 by Burgis Associates, Inc.
- 2016 Master Plan Amendment Meer Tract and Tilcon Quarry Block 105 Lots 14 & 84, prepared for Bloomingdale Planning Board April 29, 2014 and revised May 6, 2016 by Burgis Associates, Inc.
- A Vision Plan for Bloomingdale, prepared for Borough of Bloomingdale on March 23, 2006 by A. Nelessen Associates, Inc.
- River Walk Study: A Feasibility Study of a River Walk along the Pequannock River in the Bloomingdale Central Business District, prepared for the Borough of Bloomingdale - Mayor and Council on July 31, 2013 by Burgis Associates, Inc.
- Open Space Master Plan, prepared in 2013 by The Passaic River Coalition.
- Borough of Bloomingdale Municipal Code.

#### HIGHLANDS REGIONAL MASTER PLAN

- Highlands Regional Master Plan. 2008. [https://www.nj.gov/njhighlands/master/rmp/final/highlands\\_rmp\\_112008.pdf](https://www.nj.gov/njhighlands/master/rmp/final/highlands_rmp_112008.pdf).
- NJ Highlands Council Interactive Map. <https://www.nj.gov/njhighlands/gis/>.
- New Jersey Highlands Council Highlands Development Credit Allocation Tracking Sheet. <https://www.nj.gov/njhighlands/hdcbank/tracking/>.



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# **ECONOMIC ANALYSIS REPORT**

## **COMMUNITY INSIGHTS® ECONOMIC ANALYSIS**

(Deliverable 2d)

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- ANALYSIS OF ACCESS AND SIGNAGE**
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- SUPPLY AND DEMAND ANALYSIS**
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## ECONOMIC PROFILE

The purpose of the economic analysis is to document the Trade Area and measure the potential for economic growth within it.

### DEFINING THE TRADE AREA

The Trade Area is defined as the geographic area from which  $\pm$  70 percent of consumers originate. To define the Trade Area, we took the following steps:

1. Conducted interviews with key stakeholders to gain insights into experience with local economic issues and learn about their goals for downtown Bloomington.
2. Reviewed previously conducted planning documents, including the 2019 Area in Need study and the 2013 River Walk study, among other things.
3. Conducted walking and windshield tours of the community in general and Main Street in particular to assess visual and physical conditions of retail properties and businesses.
4. Interviewed business owners to better understand from where their customers originate.
5. Reviewed area road maps and AADT (Average Annual Daily Traffic) reports to identify traffic patterns and access to the downtown area.
6. Analyzed property tax records to understand the mix of properties (commercial v. residential) in the downtown area, density, property values and similar information.
7. Examined retail sales data for Bloomington and the surrounding region to identify commercial areas that may pose a competitive challenge to attracting consumers to Main Street businesses.
8. Surveyed nearly 1,000 consumers to determine the draw of consumers, their demographics, spending habits, and preferences.
9. Analyzed syndicated demographic and economic data for the community and various surrounding areas to determine economic potential.

Findings about the Trade Area – Through the above analysis, we found the following:

- Local businesses mostly serve local consumers. Both business owners and key stakeholders indicated that the downtown fails to attract consumers from outside of the area, in part because of the current retail mix and the lack of marketing.
- There are a few businesses that are destination businesses, meaning they attract consumers from outside of the local market. The Reptile Roadhouse is an example of a destination business. This business is sufficiently unique that consumers will travel 10 miles or more for their offering.

- Most businesses serve everyday retail needs. Many of the businesses, such as the grocery, pharmacy, bank, post office and gas stations, aren't the types of businesses that would attract consumers because those same goods and services exist in nearly all other towns.
- There are not enough of the right types of stores to make downtown Bloomingtondale a destination for consumers. Other nearby commercial corridors offer a greater concentration and a broader mix of the types of stores that attract consumers from greater distances. Examples would include the Route 23 corridor, Pompton Lakes and Oakland.
- The consumer survey found that the majority of shoppers in downtown originate from within the borough, with a smaller percentage originating from Butler, Kinnelon and West Milford.
- The Retail Sales Map (Figure 1) shows the concentration of retail sales within a 10-mile radius of downtown Bloomingtondale. As can be seen on the map, the heaviest concentration of retail competition exists to the east, south and south east of downtown Bloomingtondale.

Figure 1: Retail sales by block group, within a 10-mile radius of downtown Bloomingtondale.

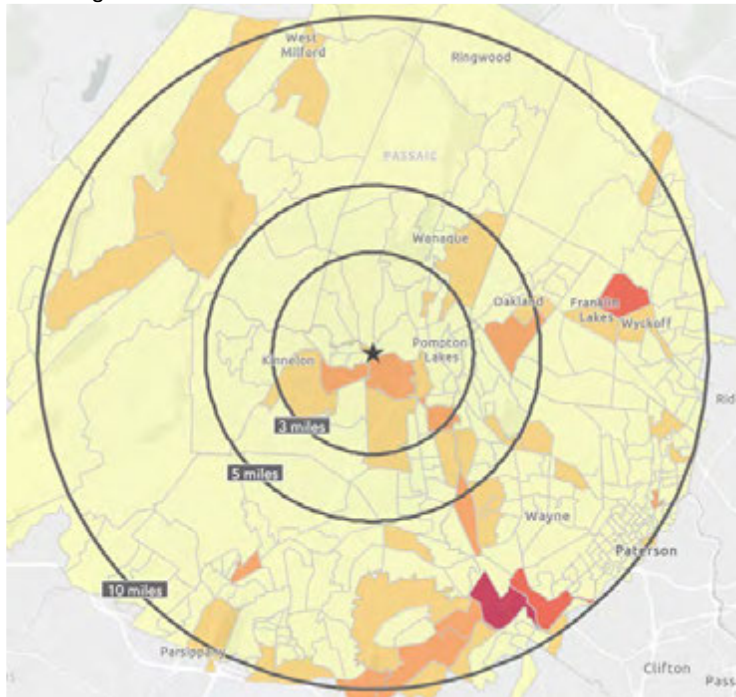


Figure 2: The target Trade Area is the area that is west of I-287 within 10-miles of downtown Bloomingtondale.





**Conclusion** – Our analysis concluded that the existing Trade Area for downtown Bloomingtondale is less than a 5-mile radius from Main Street. Through additional analyses, we identified a geographic area that we recommend be targeted as a Trade Area for future economic growth in downtown Bloomingtondale.

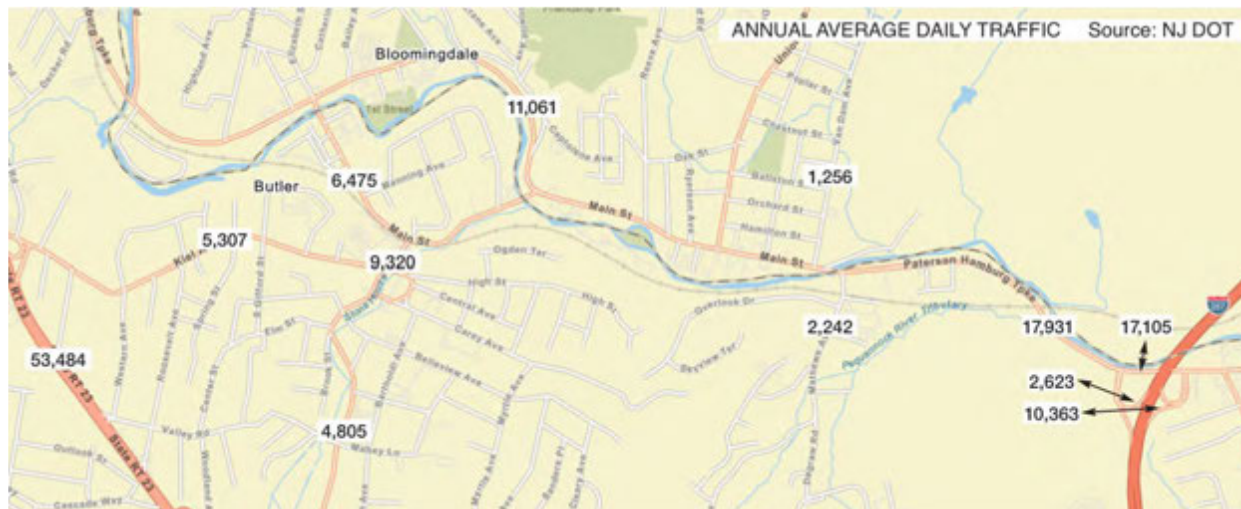
The Trade Area Map (figure 2, preceding page) shows the geographic area that we are recommending as the target Trade Area. The area extends to the north, west and southwest of downtown Bloomingtondale. The Trade Area is bordered by a 10-mile radius to the north and west and by I-287 to the east and south.

### ANALYSIS OF ACCESS AND SIGNAGE

In order for consumers to visit the stores, restaurants and other businesses along Main Street, they need to have roadway access and signage that lets them know they’ve arrived and directs them toward the stores and parking. The purpose of this analysis is to determine if there is sufficient vehicle traffic to support the businesses in downtown Bloomingtondale. In addition, we assessed the gateway, wayfinding and parking signage in the area.

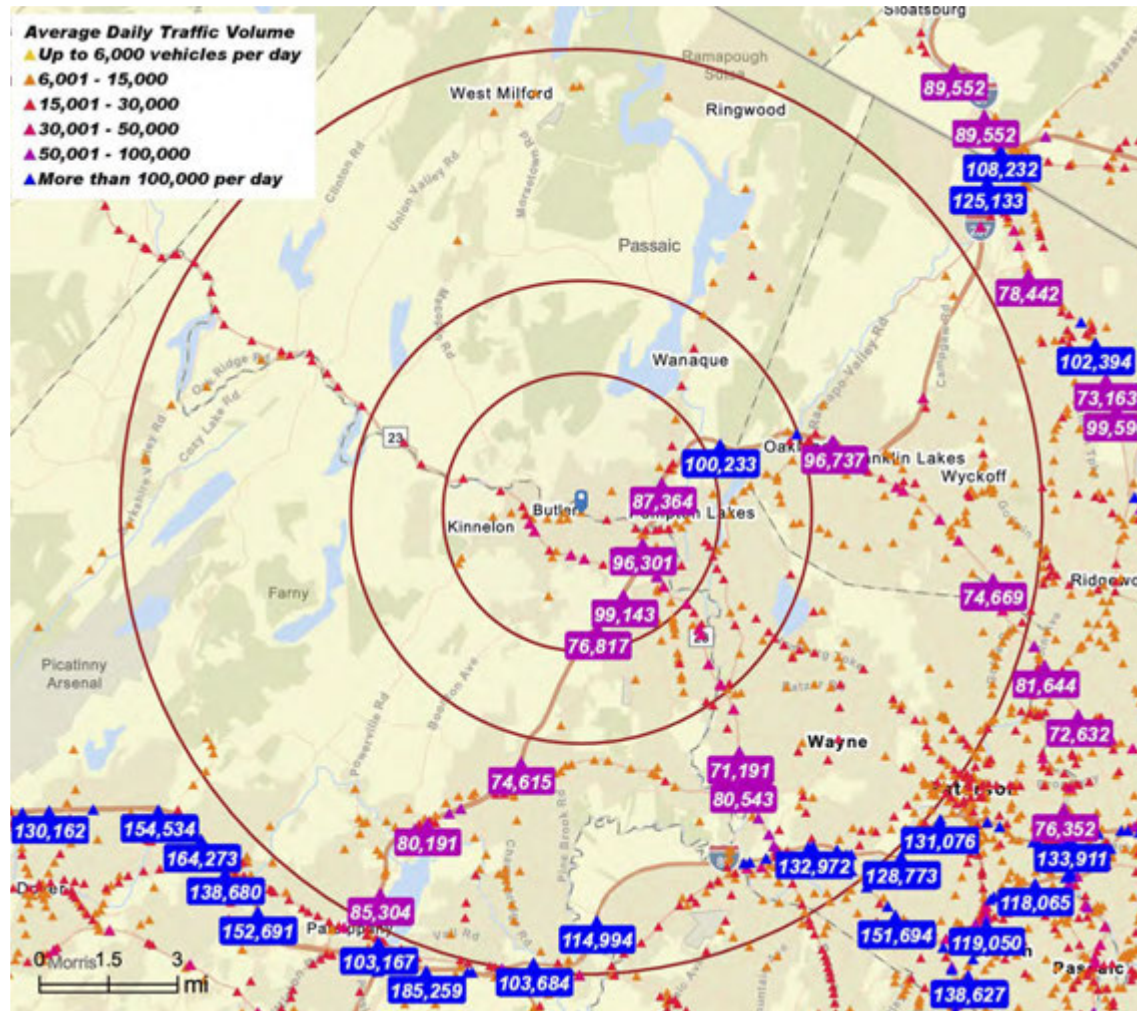
**Vehicle counts and access** – We compiled and examined AADT (Annual Average Traffic Data) traffic data from NJ DOT. From the data we analyzed, we believe that Main Street averages about 10,000 vehicles a day between I-287 to the east and the intersection with Hamburg Turnpike to the west. This should be more than sufficient vehicle traffic to support the stores, restaurants and other businesses along Main Street. (figure 3)

Figure 3: AADT (Annual Average Daily Traffic) counts in proximity of downtown Bloomingtondale.



We also use syndicated data to compile a traffic map showing a 10-mile radius around downtown Bloomingtondale. This map shows the heaviest vehicle traffic is to the northeast, east, south and southwest of Bloomingtondale. Much of this traffic moves along I-80 and I287 carrying 100,000 vehicles or more each day. The map illustrates that the vast majority of vehicle traffic flows at least 5-miles away from Bloomingtondale. While I-287 provides convenient access to Main Street, it provides far greater access to retail centers, such as Riverdale Crossing and Willowbrook Mall, that are located to the east and south of Bloomingtondale. (figure 4)

Figure 4: AADT (Annual Average Daily Traffic) counts in the region around downtown Bloomingtondale.



Gateway, wayfinding and parking signage – Among other things, the purpose of gateway signage is to create a sense of place for the commercial district and let consumers know that they've arrived at the destination. By creating the sense that this is a retail destination, rather than just a cluster of stores, it encourages consumers to stop, explore and stimulate economic activity. Our review of existing signage revealed the following:

- No gateway or identification signage on Hamburg Turnpike at Main Street. (figure 5)

Figure 5: Hamburg Turnpike looking east to Main Street in downtown Bloomington.



Figure 6: Main Street from Butler looking towards downtown Bloomington.

- No gateway or identity signs on Main Street from Butler approaching Main Street. (figure 6)
- One small identification signage on Main Street east of Van Dam Avenue. (figure 7)



Figure 7: Small sign (inset) on Hamburg Turnpike east of Van Dam Avenue approaching downtown.



- The Borough's southeast border extends along the north side of Hamburg Turnpike past the intersection with I-287. At the foot of the off-ramp from south-bound I-287, which has AADT of about 2,600 vehicles a day, there is a directional sign that highlights the direction toward the Riverdale Business District. The sign, which indicates a direction toward Bloomingdale doesn't indicate there is a business district in downtown Bloomingdale. (figure 8)

There is no directional signage on the north-bound off-ramp of I-287. (figure 9) However, this ramp carries over 10,000 vehicles a day. The only signage present at this location is a "Welcome to Riverdale" sign on the right side of the intersection.

Figure 8: South-bound off-ramp of I-287 looking toward Hamburg Turnpike.





Figure 9: Off-ramp of I-287 north-bound facing Hamburg Turnpike.



- Elsewhere in the downtown, we did not observe any wayfinding signage that could direct vehicles or pedestrians to the stores, restaurants, Sloan Park, Delazier Field, or other destinations. There are no parking signs, probably because of the absence of public parking lots in the downtown area.

## PHYSICAL CONDITIONS ANALYSIS

We conducted walking and windshield tours of the downtown commercial district. We also asked key stakeholders and business operators about their perceptions of the physical conditions in the downtown area. We considered what we saw and heard and compared it to our experience in downtown revitalization, to form the following conclusions.

Downtown retail setting – Main Street lacks the shoulder-to-shoulder buildings that are essential to creating a walkable downtown economic setting. In addition, some of the newer buildings are built sideways so the storefront faces an off-street parking lot instead of Main Street. The existing buildings act as individual islands requiring the use of vehicles instead of creating a cohesive Main Street shopping experience that encourages and extends pedestrian visits.

Hometown Pharmacy is an example of how the retail setting discourages consumers from browse shopping by walking from one store to the next. In this example, the pharmacy is set back from the roadway, located in the middle of a large parking lot and bordered by residential uses, which truncate the flow of retail stores. (figure 10)

Figure 10: The Hometown Pharmacy retail store sits in the middle of paving and residential homes.



Storefronts and facades – The overall appearance of commercial storefronts, with a few notable exceptions, appears tired and suffering from disinvestment. The unappealing look of many storefronts does nothing to attract consumers to Main Street. Because many of the storefronts are interrupted by non-retail businesses, it discourages consumers from strolling Main Street or browse shopping. This reduces the number of stores shopped per visit and decreases economic activity in the area.

In the example shown here, the building needs maintenance and upkeep including power-washing and painting at the apartment entrance. Meanwhile the storefront on the left is being used for non-retail purposes and the windows are blocked-out instead of offering visual appeal to encourage consumers to browse and shop. (figure 11)

Figure 11: Building facade and storefront showing the need for maintenance.



During our interviews, merchants frequently mentioned the need to update and refresh storefronts and facades. Similarly, more than 6-in-10 consumers say it is “very important” to revitalize storefronts and building facades along Main Street.

Retail mix – The current mix of stores and restaurants fails to create any retail synergy for consumers. In an ideal setting, the stores should work together to attract consumers and extend their visit to the area. Instead, consumers often visit a single store before leaving. This stifles economic opportunities for business owners in close proximity to each other. The presence of construction-related and auto-related businesses along Main Street further diminishes opportunities for multiple store visits. This concern was also heard in merchant interviews and observed in the survey results. This image shows an auto repair, auto body and gas station clustered in the middle of the retail corridor. (figure 12)

The challenges of the retail mix, extends beyond traditional retail stores to restaurants and other eating places. Both merchants and consumers expressed dissatisfaction with the number and type of restaurants available in the downtown area.

Figure 12: The downtown retail corridor is interrupted by non-retail uses, as shown here.



Pedestrian safety – Consumers don’t shop where they don’t feel safe, but safety can be measured both in terms of crime as well as pedestrian safety. During our interviews with merchants, we were told that Bloomington enjoys a low crime rate and high perception of public safety, meaning there are few concerns about crime.

However, there are concerns about pedestrian safety along Main Street. The existing system of sidewalks and pedestrian crossings needs to be improved. By making the sidewalks wider and the crosswalks more visible, consumers would be encouraged to visit more businesses and extend their walks along the corridor. This, combined with an enhanced retail offering, could help attract more consumers and cause them to visit more businesses. (figure 13)



Limited convenient parking, narrow sidewalks, proximity to vehicle traffic and faded or missing pedestrian crosswalks can make the area feel uninviting for consumers. This can result in diminished foot traffic in the area. The absence of foot traffic is a common complaint of the existing businesses.

Figure 13: Consumers may feel unsafe by narrow sidewalks and close proximity to vehicle traffic.



Parking – Among businesses without off-street parking there is a concern that additional parking is needed. Unless the retail mix of stores and restaurants is unique, most consumers won't waste time trying to find convenient and safe parking. Instead, they'll simply go to the next closest place that offers the desired business with convenient parking. The absence of readily available parking may also limit the use of Sloan Park for events and other activities. One-third of consumers surveyed say they don't visit downtown more often because it's difficult to find parking.

## HOUSING ANALYSIS

Local economies are dependent on consumer traffic. Some of that traffic arrives by vehicles, but it is also necessary to have ample local foot traffic in the area. As a general rule of thumb, a downtown economy needs about 15 housing units per acre in order to thrive. We measured the residential and commercial structures in direct proximity to Main Street and determined the current housing density to be about 3.1 housing units per acre.

There is a need for additional housing and greater housing density in the downtown area. That need has been previously concluded in the Borough's master plan, the Borough's redevelopment area study, as well as the 2006 vision plan funded by Passaic County.

The need for additional downtown housing was also noted by a majority of participants during our key stakeholder interviews and merchant interviews. In addition, the results of our survey found that one-in-ten residents say it is "very important" to develop more housing in the downtown area, and one-in-four residents say they would have interest in buying or renting a new home in the downtown area.



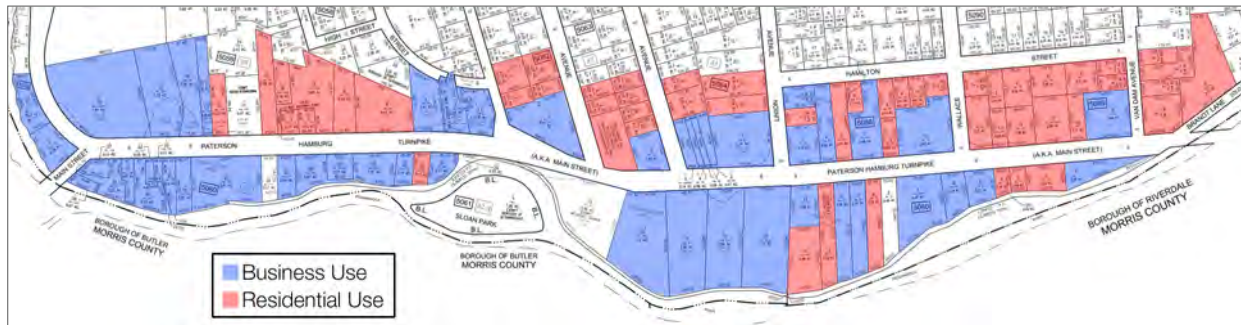
The survey measured preferences for different types of new downtown housing and found that 18% of respondents prefer a one- or two-bedroom apartment or condominium, while 11% want a larger unit with three or more bedrooms. Among all respondents, 14% prefer either a condominium or apartment located above stores or a single-family townhouse with three or more bedrooms.

Creating greater housing density will require development of multi-family condominiums and apartments as well as apartments or condominiums above retail stores and businesses. Some single-family townhouses could also be included to satisfy demand for that product.

In order to maintain a reasonable scale of buildings, siting of multi-family housing would require a land area of at least one-quarter of an acre or more if possible. In addition, there would need to be space for parking for both residents and visitors. New Jersey Residential Site Improvement Standards require at least one parking space per dwelling unit. Identifying parcels that can meet all of these criteria will most likely require assembly of multiple lots into a single parcel.

To identify where opportunities for developing multi-family housing may exist, we examined 116 properties that extend along Main Street from Van Dam Avenue to the intersection with Butler's Main Street along Hamburg Turnpike. In conducting our analysis, we considered several factors including access to Main Street, overall lot size, possible presence of brownfield issues, location within the 100- or 500-year flood zone, and the findings of the site visits conducted for the 2019 redevelopment study area report.

Figure 14: Map shows commercial (Class 4a in blue) and residential (Class 2, in red) uses along Main Street.



**Block by block analysis** – We looked at blocks of properties to determine if they might be repurposed to create a more walkable downtown setting or to increase housing density in the downtown area. Our goal was to suggest a starting point for conversations about how and where to increase housing density along Main Street. (In the following tables, “Class 4A” refers to commercial use, “Class 2” to residential use, and “Class 1” to vacant land.)

- Block 5059, Lot 16 is a 1.8 acre parcel that contains a one-story, suburban-style shopping center known as Ward's Plaza. The center houses an unrelated mix of stores and businesses including a pharmacy, dentist, family intervention services, hearing center, and a marketing company, among others. The property is designated for redevelopment. Given the property's location at a gateway entrance into the community, it should be redeveloped into a multi-story mixed-use building with housing above stores and restaurants.

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5059	16	4A	84 Main Street	0.30	\$49,666	\$2,614,800

- Block 5059, Lots 1, 2 and 3 contain single-story buildings that are currently used for a bedding store, a military recruiting office, a kitchen cabinet store, an auto repair business and a few vacant storefronts. Lot 3, which contains the bedding store, has a tired looking facade which could be improved to present a more appealing retail offering for consumers.

The buildings on Lots 1 and 2 are single-story structures with parking along the front, which hinders pedestrian activity. The intersection of Reeve Avenue and Main Street should be redesigned to remove the awkward traffic flow and parking configuration. Lot 1 has commercial garage bays along Reeve Avenue. To the rear of the buildings, on Block 5057, Lots 1 and 2 include an unpaved area with a number of vehicles, which may be abandoned.

Combining Block 5059, Lots 1 and 2 with Block 5057, Lots 1 and 2, would create a 0.80 acre parcel suitable for redevelopment. Although this could be developed for housing, given its location directly opposite Sloan Park, the parcel is an ideal location to create a landmark project that establishes this as the “center of town.”

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5057	1	1	1 Reeve Ave	0.07	\$2,012	\$46,600
5057	2	4A	2 Reeve Ave	0.14	\$1,865	\$43,200
5059	1	4A	84 Main Street	0.30	\$22,500	\$522,500
5059	2	4A	86 Main Street	0.29	\$14,850	\$344,000
5059	3	4A	90 Main Street	0.41	\$25,900	\$600,000

- Block 5062, Lot 1 is a suburban-style retail strip center that houses a grocery store, ice cream store, liquor store, nail salon and a Chinese restaurant. The one-story structure appears to be a combination of three or four other structures that were built at various dates. The irregular configuration of the intersection of Reeve Avenue and Main Street creates an undesirable parking layout and discourages pedestrian activity in the area. The 2019 redevelopment study determined the property suffers from an obsolete site layout and structure. Moreover, the site layout encourages delivery trucks to park in front of Reeve Avenue residences.

Assuming the intersection were to be reconfigured, this lot could become a 0.87 acre redevelopment lot. The lot is situated directly opposite Sloan Park and could become a town center, mixed-use development of stores and restaurants with housing above. The redevelopment of this lot could create more housing density, establish the location as the center of town, improve parking and pedestrian safety, and significantly grow the town’s tax ratables.

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5062	1	4A	78 Main Street	1.14	\$87,800	\$2,034,900

- Block 5060, Lot 29 is a single-story bank building that sits on a 0.81 acre site. Over 95% of the lot sits within the 100- or 500-year flood zone, and 63% of the surface is an impervious parking lot. The bank building faces the parking lot instead of the street, resulting in a 225 foot gap in any retail facings along Main Street.

Given the property’s location in the floodplain, it is not economically or environmentally feasible or realistic to develop housing on this site. As an alternative, the site could be developed into an urban park that fronts along the street with permeable parking in the rear.

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5060	29	4A	115 Main Street	0.81	\$69,066	\$1,599,500

- Block 5060, Lots 25, 26, and 27 are occupied by non-conforming, auto-related, and housing uses that cover 0.70 acres. The uses are inconsistent with a walkable town center and interrupt pedestrian flow because of numerous driveways and frequent vehicle traffic. The rear portions (29%) of the parcel sits within the 100- or 500-year flood zone, which would limit the building depth and make the property unsuitable for retail use. The past and present uses have probably created brownfield issues, although it’s possible any brownfield issues could be remediated and the parcel could be redeveloped into housing, such as townhouses. The housing would need to minimize lot coverage and provide parking within each townhouse lot.

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5060	25	4A	103/105 Main St	0.15	\$12,086	\$279,900
5060	26	4A	109 Main Street	0.35	\$14,919	\$345,500
5060	27	4A	111 Main Street	0.21	\$9,716	\$225,000

- Block 5064, Lots 1 through 5 function as two uses. Lot 1 is a 0.74 acre lot with a freestanding gas station, while Lots 2 through 5 comprise 0.39 acres for four single-story retail stores that are connected shoulder-to-shoulder.

Lot 1, the gas station, is an inconsistent use for a Main Street retail corridor. Not only does the use present possible brownfield issues, but the parcel sits within the 500-year flood zone. In addition, the property has four driveways on Main Street and Union Avenue, which contributes to traffic issues and impedes pedestrian activity. Ideally, this property could be redeveloped into multi-family housing of apartments or condominiums. To make the project feasible, it would require a 3-story building.

Lots 2 through 5 are single-story retail stores that function much as traditional downtown retail should function. The buildings front to wide sidewalks and create a walkable retail setting that, unfortunately, extends for only 95 feet in distance. The 9,600 square foot parking area to the rear could potentially provide parking for at least 35 vehicles. However, the layout and absence of lane markings results in only 22 usable parking spaces. Ideally, housing could be overbuilt on the retail stores, however the four buildings are owned by three different owners, which makes that unlikely to occur without lot consolidation. As an alternative, facade improvements could help make these buildings and stores more appealing to consumers.

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5064	1	4A	50 Main Street	0.74	\$25,900	\$600,000
5064	2	4A	54 Main Street	0.11	\$6,400	\$150,000
5064	3	4A	56 Main Street	0.07	\$6,400	\$150,000
5064	4	4A	58 Main Street	0.07	\$9,100	\$211,600
5064	5	4A	60 Main Street	0.14	\$16,600	\$385,100

- Block 5088, Lots 1, 2, 3, 4, 5, 7, 12 and 13 contain a combined 2.35 acres with five commercial and three residential properties. The commercial structures are 1- and 2-story and contain a transmission shop, bank, restaurant, pharmacy, medical offices, and a dental office. None of the commercial properties contribute to a walkable downtown setting. The three residential properties are situated between commercial uses and are nonconforming to the zoning. A few of the properties extend from Main Street north to Hamilton Street and are used for extended parking lots, which further disrupts pedestrian flow in the area. Portions of Lots 2, 3, 4, 5, and 12 are within the 500-year flood zone.

There are a number of obstacles to redeveloping these lots. Not only would it involve displacing private residences, but there are probable brownfield issues, and the floodplain would reduce the developable area by nearly 30% to 1.67 acres, and assembling the parcels would require agreements with eight different property owners. With recognition of the difficulty of assembling the parcels or displacing existing residents, this area could ultimately be rezoned for higher-density housing such as duplexes, townhouses and multi-family units, along Harrison Street and mixed-use along Main Street.

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5088	1	4A	50 Main Street	0.26	\$15,100	\$350,000
5088	2	2	8 Union Avenue	0.13	\$9,500	\$220,400
5088	3	4A	10 Union Avenue	0.16	\$17,900	\$414,600
5088	4	4A	40 Main Street	0.29	\$16,400	\$380,400
5088	5	2	38 Main Street	0.27	\$13,900	\$322,300
5088	7	4A	34 Main Street	0.46	\$30,800	\$715,000
5088	12	4A	28 Main Street	0.65	\$17,700	\$410,000
5088	13	2	32 Main Street	0.13	\$7,400	\$171,000

- Block 5089 Lot 9 is a 0.49 acre property on the corner of Main Street and Van Dam Avenue. The freestanding auto repair business (Happy's Garage) sits at the eastern entrance to the downtown and presents an unappealing visual at the town entrance. Based upon its extended use for auto repair and storage, the lot probably has brownfield issues and the edges of the property sit in the floodplain. Further, the redevelopment study found that the property suffers from an obsolete site layout and excessive impervious coverage. The site is probably not desirable for multi-family residential development, but might serve as a good location for an attractive retail store with outdoor displays or a small restaurant.

<u>Block</u>	<u>Lot</u>	<u>Class</u>	<u>Address</u>	<u>Acres</u>	<u>Taxes</u>	<u>Assessed</u>
5089	9	4A	78 Main Street	0.49	\$23,214	\$537,800

## CONSUMER PREFERENCES ANALYSIS

We conducted an online survey of consumers in and around Bloomingtondale Borough. The purpose was to measure consumer preferences, perceptions and behaviors about the downtown Bloomingtondale economic market. The survey received 983 responses.



We used responses about consumer preferences and perceptions to confirm some of our observations and conclusions about how physical conditions can encourage or discourage economic activity in the downtown. We used questions about consumer behaviors to measure missed economic opportunity and potential for economic growth among the respondents.

Impacts on economic activity – The survey responses revealed why some consumers don’t shop in the Main Street commercial corridor and how this impacts the local economy. Among other things, we learned the following:

- Just 65% of respondents visit the downtown area to dine and only 35% come here to shop;
- When asked why they don’t shop on Main Street more often, 70% say it has limited stores and shopping options, while 64% say it’s because of the limited selection of eating places.
- More than one-half of all consumers surveyed say they would visit downtown Bloomingtondale more often if there was a better retail store offering, and 7-in10 say they visit more often if there was a better dining offering.

The survey asked consumers how often they dine and shop, both in downtown Bloomingtondale and elsewhere, and how much they spend each time. We used this information to measure overall consumer spending and capture rates for downtown Bloomingtondale. As detailed below, downtown Bloomingtondale is not the preferred destination for shopping or dining among consumers.

- Most consumers don’t visit downtown Bloomingtondale to shop. Among all survey respondents, 56% say they never shop in downtown Bloomingtondale. Of those that do visit, downtown Bloomingtondale captures just 39% of the visits, while the remaining 61% of visits occur elsewhere.
- In addition to fewer visits, consumers also spend less per visit in Bloomingtondale than they spend elsewhere. Among the respondents that do shop in Bloomingtondale, the typical shoppers spend about \$520 per year downtown, but \$1,476 a year shopping elsewhere.

Shopping visits & spending	All	Resident	Non-Resident
Never shop in downtown Bloomingtondale	56%	56%	63%
Shopping visits per month to downtown	1.5	1.6	1.4
Shopping visit per month elsewhere	2.3	2.4	2.2
Spend per visit in Bloomingtondale	\$28.90	\$29.47	\$21.49
Spend per visit elsewhere	\$53.47	\$54.23	\$49.46

- Nearly one-in-five respondents say they never dine in Bloomingtondale, and among those that do dine here, Bloomingtondale captures just 38% of their total dining visits.
- When consumers do dine in downtown Bloomingtondale, they spend an average of \$302 annually, compared to annual spending of \$538 elsewhere.

Dining visits & spending	All	Resident	Non-Resident
Never dine in downtown Bloomingtondale	18%	18%	18%
Dining visits per month to downtown	1.0	1.0	1.0
Dining visit per month elsewhere	1.6	1.6	1.7
Spend per visit in Bloomingtondale	\$25.20	\$25.27	\$25.17
Spend per visit elsewhere	\$28.04	\$28.31	\$25.63

Based on this information, it appears that downtown Bloomingtondale captures less than 20% of shopping and dining spending among area consumers. In fact, we estimate that local businesses lose more than \$6.4 million a year in shopping and dining spending from Bloomingtondale residents alone.

## DEMOGRAPHIC ANALYSIS

We compiled and analyzed demographic and economic data for the Borough of Bloomingtondale, the Target Trade Area, and a 10-mile radius around downtown Bloomingtondale. The purpose of this analysis is to identify and measure opportunities for economic growth in and around downtown Bloomingtondale. We began by compiling basic demographic information to determine if there are sufficient consumers in the area to support the downtown merchants.

Our previous examination of the Trade Area, determined that the downtown attracts consumers from a distance of less than 5 miles away. Further, the consumer survey found that 8-in-10 respondents live within Bloomingtondale. To be successful, the downtown needs to attract consumers from outside of the community. Both key stakeholders and merchants shared this opinion with us during our interviews.

Demographics	Bloomingtondale Boro	Target Trade Area	5-mile Radius	10-mile Radius
Population	8,108	116,989	91,212	385,176
Population Growth (2016-2021)	0.39%	0.21%	0.20%	0.12%
Households	3,100	42,361	34,171	36,252
Average Household Income	\$101,257	\$154,413	\$145,071	\$152,638
HHs with income below \$25,000	7%	7%	8%	9%
HH's with Income above \$100,000	51%	59%	56%	55%

*Demographic analysis table, continued.*

Demographics	Bloomingtondale Boro	Target Trade Area	5-mile Radius	10-mile Radius
Median Disposable Income	\$75,029	\$87,223	\$83,462	\$81,046
Median Age (years)	44.3	44.3	45.6	43.1
Ages 21 or younger	27%	30%	27%	29%
Ages 25 to 44 (Millennials)	24%	21%	22%	22%
Ages 45 to 55 (Generation X)	15%	15%	14%	14%
Ages 55 or older (Baby Boomers)	34%	35%	37%	34%
Population by Race: White	89%	87%	88%	79%
Total Hispanic Population	14%	10%	11%	17%
Education: High School or less	35%	29%	31%	32%
Education: Some College:	15%	15%	14%	15%
Education: College Degree (any)	52%	58%	55%	54%

**Demographics** – In conducting the demographic analysis, we were surprised to find such similarity of data between the various areas. From income levels to age, race and education, the data varied little from one geography to the next. While this is unusual, it does indicate that the region surrounding Bloomingtondale is a large common marketplace, separated only by geographic location and differences in the presence of the availability of retail goods and services.

- Overall, the region offers a large consumer population, with high education attainment and good income levels. Throughout the region, over 50% households have income in excess of \$100,000 a year, which compares very favorably to the statewide average of 42% of households.
- Median disposable income per household exceeds \$81,000 in all areas of the region, except for Bloomingtondale Borough which has median disposable income of \$75,000. Again, this compares very favorably to the statewide median of \$62,800 in disposable income per household.
- More than one-third of the population is in the Millennial and Generation X cohorts, which is a good indicator for purchases of retail goods and services. The next largest generation is Baby Boomers. However, spending for retail goods and services (except medical) typically decreases by as much as 10% each year after consumers reach 55 years of age.

## BUSINESS AND EMPLOYMENT ANALYSIS

Business Analysis – Much like what we saw in the demographic analysis, the business analysis found more similarities than differences between the geographies. These few findings, however, warrant further mention.

- Compared to the rest of the region, Bloomingtondale has a higher percentage of construction businesses, automotive services, and government agencies. It also has a lower percentage of health services.
- The target Trade Area has a lower percentage of non-food retail businesses. This is an indicator that the area may be able to support additional growth within this category.

Business Data	Bloomingtondale Boro	Target Trade Area	5-mile Radius	10-mile Radius
Total Businesses	250	3,808	3,680	17,096
Businesses as % of total (SIC codes)				
Construction	13%	11%	10%	9%
Manufacturing	5%	4%	4%	5%
Transportation	2%	2%	2%	3%
Wholesale Trade	4%	4%	4%	5%
Retail Trade (non-food)	16%	13%	16%	15%
Eating & Drinking Places	6%	6%	6%	6%
Finance, Insurance & Real Estate	5%	6%	6%	8%
Automotive services	8%	3%	3%	3%
Health services	2%	5%	7%	6%
Education & Libraries	5%	3%	3%	3%
Government	5%	3%	3%	3%

Employment Analysis – We analyzed employment data for Bloomingtondale Borough and compared that to data within the target Trade Area and the 5- and 10-mile radii. As we saw in other previous analyses, the data distribution is similar for each of the different geographies. For example, about three-quarters of all employment is within the white-collar fields, with significantly small percentages in the blue-collar and service fields. Following is a summary of employment by occupation.

Compared to the rest of the region, Bloomingtondale has a higher percentage of employment in legal, sales/sales related, office/administrative support, and the personal care/service occupations. Inversely, Bloomingtondale has a lower percentage of occupation in management, business/financial, and education/training/library fields.



Employment Data	Bloomingtondale Boro	Target Trade Area	5-mile Radius	10-mile Radius
Total Employees	3,807	58,260	48,010	197,825
White Collar	72%	75%	75%	73%
Blue Collar	16%	13%	14%	15%
Services	12%	11%	12%	12%
Employees by Occupation				
Management	7%	15%	14%	14%
Business Financial	6%	7%	7%	7%
Computer / Mathematical	5%	4%	4%	4%
Architecture / Engineering	1%	2%	2%	2%
Community / Social Service	2%	1%	2%	2%
Legal	3%	2%	1%	2%
Education / Training / Library	6%	9%	9%	9%
Arts / Design / Entertainment	3%	2%	2%	2%
Healthcare Practitioner	6%	5%	7%	6%
Sales and Sales Related	14%	12%	11%	11%
Office / Administrative Support	18%	14%	14%	14%
Construction / Extraction	5%	4%	4%	4%
Installation / Maintenance / Repair	3%	3%	2%	3%
Production	4%	3%	3%	4%
Transportation / Material Moving	5%	4%	4%	5%
Healthcare Support	2%	2%	2%	2%
Food Preparation / Serving	1%	2%	2%	2%
Building Maintenance	1%	2%	3%	3%
Personal Care / Service	6%	3%	3%	3%

## SUPPLY AND DEMAND ANALYSIS

We examined economic data for each of the geographies to measure consumer demand, retail supply and retail leakage. Retail leakage refers to unmet consumer demand and is a leading indicator for economic growth potential.

Retail leakage measures consumer demand that occurs outside of where they live. Sometimes leakage is completely logical, as in demand for tickets to a Broadway Theater or professional sports events. In other cases, however, retail leakage shows that consumers can't find the goods and services they want within the place where they live. In that case, retail leakage presents an opportunity to recruit new businesses to the area.

The chart below shows consumer demand, retail supply and leakage for each of the geographies we examined. For Bloomingtondale Borough, in particular, we found leakage of \$88.1 million a year for all goods and services combined. This is significant because it means local businesses are only capturing 36% of the purchases by Bloomingtondale residents.

We found retail leakage in each of the geographic areas we examined, though not nearly as much as is occurring in Bloomingtondale. For example, retail leakage in the target Trade Area is 52% of total demand, but decreases to 14% within the 10-mile radius. These are strong indicators of economic growth potential both in Bloomingtondale and the target Trade Area.

We also looked at the number and sales of retail businesses within each geographic area. Among other things, we found there are significantly fewer retail businesses per household in both Bloomingtondale and the target Trade Area. The absence of more businesses in the area should translate to higher average sales for those present, but that's not the case. Among retail businesses in Bloomingtondale, the average business has sales that are 43% lower than business in the target Trade Area and 53% lower than retail businesses within a 10-mile radius of downtown.

Retail Supply & Demand	Bloomingtondale Boro	Target Trade Area	5-mile Radius	10-mile Radius
Consumer Demand (in millions)	\$137.2	\$2,504.4	\$2,035.3	\$8,304.1
Retail Supply (in millions)	49.0	1,197.6	1,660.0	7,122.4
Leakage/Unmet Demand (in millions)	88.1	1,306.8	375.3	1,181.7
Consumer Demand per HH	\$44,265	\$59,122	\$59,565	\$60,947
Leakage / Unmet Demand per HH	\$28,450	\$30,849	\$10,984	\$8,673
Leakage per Sq Mi (in millions)	\$9.5	\$6.6	\$4.7	\$3.7
Leakage as a percent of demand	64%	52%	18%	14%
Total Retail Businesses	54	760	799	3,714
Retailers per 1,000 households	17	17	23	27
Average Annual Sales per Retailer	\$907,883	\$1,575,845	\$2,077,664	\$1,917,739

Based on the above analysis, we determined there is significant economic growth potential for downtown Bloomingtondale. Focusing on the target Trade Area, there is more than \$1.3 billion in retail leakage or enough to support dozens and dozens of additional stores, restaurants and other businesses. In fact, the leakage would support far more stores than the downtown area could reasonably accommodate.

Retail Leakage by Category – We looked at retail leakage for 24 separate retail categories. While consumers have clearly stated their preferences for stores and restaurants they’d like to see in downtown Bloomingtondale, the purpose of this analysis is to determine what types of stores might be economically sustainable.

Retail Leakage (in millions)	Bloomingtondale Boro	Target Trade Area	5-mile Radius	10-mile Radius
Auto Dealers (new & used)	\$7.0	\$124.4	-\$81.4	\$96.7
Boat, RV & Motorcycle Dealers	2.0	13.8	16.6	66.7
Auto Parts	2.2	26.6	10.3	-88.0
Furniture Stores	1.3	34.5	22.8	30.2
Home Furnishings	1.8	16.4	8.8	-29.3
Electronics / Appliances	0.8	32.3	0.3	-24.7
Building Materials	4.9	95.7	-1.8	39.6
Lawn and Garden Stores	0.7	6.1	3.7	1.2
Grocery Store	10.7	190.4	1.8	326.4
Specialty Foods	0.9	13.6	10.7	4.4
Liquor Stores	-0.4	23.7	5.6	57.4
Health & Personal Care	3.9	87.3	64.1	102.0
Gas Stations	6.8	83.2	56.3	190.3
Clothing Stores	6.1	107.4	82.6	10.9
Shoe Stores	0.6	20.9	14.4	10.8
Jewelry & Leather Goods	1.7	20.9	18.2	17.5
Sporting Goods & Hobbies	2.8	47.6	-84.0	-103.3
Books and music stores	0.4	6.8	6.9	21.6
General merchandise	6.1	77.7	39.1	135.9
Florists	0.2	4.7	-1.7	-1.2
Office Supply & Gifts	1.0	8.6	-4.4	-35.4
Used merchandise	0.3	4.2	1.7	5.4

*Retail leakage table, continued.*

Drinking places	0.0	3.0	3.7	11.0
Restaurants and Eating Places	10.1	132.6	68.0	185.0

Overall, there is tremendous unmet demand within Bloomingtondale, the target Trade Area and the surrounding areas. The chart above shows the dollar amount of unmet consumer spending for each of the geographic areas. We believe the chart displays substantial economic growth opportunities for downtown Bloomingtondale, and the following categories warrant further consideration.

- Furniture and Home Furnishing Stores – Within the Trade Area, there is enough unmet demand, to support one large furniture retailer, or a couple of smaller ones. In addition to the existing bedding store, there is also enough retail leakage to support several small-to-medium sized retailers in this category, or even one or two larger retailers. Among respondents to the survey, 27% of residents and 29% of non-residents say they would visit more often if these types of businesses were available in the downtown.
- Grocery Stores – Despite the presence of a large grocery store in the downtown area, there is a sizable amount of retail leakage within the grocery store category, both in Bloomingtondale and within the target Trade Area. This may represent an opportunity for the existing grocery store to increase its sales revenues.
- Specialty Food Stores – Within the target Trade Area, there is more than \$13 million in unmet demand for specialty food stores. For the purpose of comparison, specialty food stores are often independently owned/operated and have sales of less than \$1 million per year. Based on that estimate, the downtown could support several additional specialty food stores. In addition to the unmet demand, the consumer survey found strong support for specialty stores including baked goods, fresh produce, butchers, prepared foods, seafood and gourmet foods.
- Liquor Stores – The downtown commercial corridor is home to two liquor stores, yet unmet demand within the target Trade Area exceeds \$23 million. In addition, four-in-ten survey respondents said they would visit downtown more often if it offered a wine and spirits shop. This leads us to believe that either there is growth opportunity within the existing liquor stores, or consumers may be asking for a more upscale presentation of wines and spirits.
- Health & Personal Care Stores – Unmet demand in this category is nearly \$4 million within Bloomingtondale and more than \$87 million in the target Trade Area. This category includes pharmacies, cosmetic stores, beauty supplies, optical goods, health food, supplements and similar stores. For comparison’s sake, the average store within this category has sales of about \$4 million but pharmacies, such as Walgreens, have sales of \$15 million or more.
- Clothing & Clothing Accessory Stores – There is significant retail leakage in the clothing, shoes, and jewelry & luggage categories. Total unmet. Demand in these categories exceeds \$8 million in Bloomingtondale and nearly \$150 million within the targeted Trade Area. Despite the amount of retail leakage, sales within these categories is moving more towards online and less in-person.



- Eating & Drinking Places – Within Bloomingtondale alone there is more than \$10 million in unmet demand for eating and drinking places. Within the target Trade Area, retail leakage soars to more than \$135 million, meaning the target Trade Area may be able to sustain dozens of additional eating and drinking places. Again, for the purpose of comparison, many independent restaurants have annual sales of \$1 million or less, large national-brand restaurants have sales that are much larger. Annual sales at Outback Steakhouse average \$3.4 million per location, while Olive Garden averages sales of \$4.4 million per location.

As part of the consumer survey, respondents showed strong support for additional eating and drinking places including brew pubs, taverns, coffee shops and cafes, delicatessens and sandwich shops, take-out and full-service restaurants, and outdoor and sidewalk dining.

## ECONOMIC PROFILE CONCLUSIONS

Based upon the preceding analyses, along with our site visits, stakeholder and merchant interviews, and results of the consumer survey, we have reached the following conclusions.

1. The downtown commercial corridor is in need of revitalization to create a vibrant, economically sustainable place where people can live, work, shop, dine, visit and relax.
2. There is a need for redevelopment/development to create a street wall to connect the stores and restaurants to create a walkable downtown setting.
3. Efforts to attract shoppers and visitors should focus on the target Trade Area which includes Bloomingtondale as well as communities to the north, west and southwest. The target Trade Area includes a large population with disposable income.
4. The downtown area needs gateway and wayfinding signage to make it easier for consumers to find the commercial corridor and the businesses within it.
5. Many of the buildings in the downtown need facade improvements, enhanced visual appeal, better storefront merchandising and signage.
6. The retail mix includes many incompatible uses and should be improved with stores and restaurants that will attract consumers and spending into the downtown. Nearly two-thirds of consumers don't shop here and one-third don't dine here because of the limited offering.
7. Improving walkability and pedestrian safety will encourage consumers to visit the area more often and stay for longer periods of time.
8. There appears to be a limited amount of convenient public parking. Merchants and some consumers say this discourages shopping visits to the downtown. Additional parking would be needed in order to attract new stores, dining and recreational uses in the area.

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9. There is support and a need for additional downtown housing and downtown housing density including apartments and condominiums above retail stores, single-family townhouses, and both small (1-2 bedrooms) and large (3+ bedrooms) condominiums.
  10. Bloomingtondale and the target Trade Area have an abundance of retail leakage and could support dozens of additional retail stores and restaurants. Unmet demand is especially widespread for furniture and home furnishings, grocery and specialty foods, health and personal care, clothing and accessories, and eating places.

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# STRATEGY RECOMMENDATIONS

(Deliverables 3a and 3b)

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## ECONOMIC GROWTH STRATEGY RECOMMENDATIONS

### IMPROVE ACCESS AND SIGNAGE

An effective shopping district must be easy to reach and use by both residents and outside visitors. There are several limitations to access of the Bloomingtondale business district that could be improved with the following recommended changes.

- Install effective signage to delineate the business district. While there are some attractive carved-wood signs noting entry into the town of Bloomingtondale, there are no access signs directing traffic toward the business district, no gateway signs announcing entry or departure from the district, and no directional or way-finding signage to guide drivers or pedestrians within the district to key features (like parking, the dining district, or public buildings).
- Designate public off-street parking lots. Small businesses in downtown settings perform best when people walk through the district as opposed to driving through the district or driving directly to a destination. On foot, consumers walk past some businesses to get to the one they have in mind, browsing along the way and sometimes discovering something they had not expected, leading to additional purchases. To stimulate browse-shopping the district must have centralized off-street public parking from which the majority of visitors arriving in vehicles would walk to the store or restaurant they seek. Bloomingtondale has no public off-street parking. The borough should consider acquiring or long-term leasing private off-street parking lots for use as public parking spaces, potentially the deep lots behind the downtown buildings and other appropriate locations with existing on-site parking. With leasing, the owner still pays taxes on the parking lot area, but in exchange the borough provides improvements, maintenance, management, and insurance. The borough should maintain the right to rip up paved surfaces and replace them with permeable surfaces—particularly in the floodplain—at no cost to the owner. If long-term leasing is not possible, the town could sub-divide the parking area from the rest of the property and acquire it through eminent domain if necessary.
- Implement an on-street parking program. Existing on-street parking should be marked to create clearly defined spaces. Merchants and their employees should be issued parking stickers for reserved parking spaces in public lots. Stickered cars found parked on Main Street would be ticketed, as merchant parking there reduces space turnover and makes it difficult for consumers to find convenient parking.

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## ESTABLISH A MANAGEMENT ENTITY

Bloomingtondale needs an organization that is dedicated full-time to the management of the business district, with a budget and self-funding mechanism that would enable it to undertake key programs necessary to the well-functioning of a downtown business district.

- Create a downtown management organization. There is a need for an organization whose primary role is to manage the downtown. Perhaps it should be the Economic Development Committee, although it has no budget or funding capacity for any of the recruiting, retention, or marketing initiatives anticipated by our strategy. The borough could seek designation as a Main Street New Jersey community, but this also has the shortcoming of funding incapacity. The best downtown management form that would also allow for self-funding capacity under NJ law would be a Special Improvement District. The downtown management organization would be responsible for the following types of recommended activities.
  - Operate an ongoing recruitment program to attract event operators into town, recruit new businesses to fill vacancies and developers to create new spaces, and market events and the opening of new businesses to the public. Specific recruitment recommendations are listed in the following section.
  - Manage all business retention programs, which are described in the “Retention” “Invest in Retention and Marketing” section below.
  - Lobby the local government on behalf of its member businesses for creation of new zoning and other regulations, or easing of regulations, that would support businesses on Main Street.
  - Maintain the public space. Maintenance of pedestrian infrastructure—sidewalks, benches, lighting, and public amenities (like planters, or sculpture)—is a function that could be managed by the downtown management organization. It would keep the sidewalks free of litter, clear snow and ice, and make sure that businesses only put trash out for collection at appropriate times. Its staff could also act as goodwill ambassadors, guiding visitors to local destinations.

## DEVELOP A TARGETED RECRUITMENT PROGRAM

There is a need in Bloomingtondale for a consistent proactive retail recruitment program. This would ensure that commercial vacancies are minimized or eliminated and that a deliberate mix of stores and restaurants matching consumer preferences is maintained.

- Create an economic catalyst. Downtown merchants need an economic catalyst that will draw both residents and outside visitors into the business district. In particular, it's necessary to create a destination that matches well with the expressed preferences of consumers who took the community survey described in the economic analysis section of this report. A public market that offers a wide variety of locally-grown or produced food products would be ideal. Consumers made it clear they want more dining, outdoor dining, sidewalk dining, coffee shops and cafes, taverns and pubs, fresh produce, baked goods, specialty and gourmet foods, butchers, seafood markets, wine and spirits shops (apparently in addition to Bloomingtondale Discount Liquors and USA Wine Traders), and prepared/semi-prepared foods. A single location could be used to create a large public market with all of these individual merchants under one roof. The borough could own the property and create a property management entity to operate and maintain it. Redevelopment is an effective tool to help create an economic catalyst. For an example of how this could work, see the Easton Public Market. <https://eastonpublicmarket.com/>
- Attract dining and entertainment businesses. Consumers want a place where there is always something to eat and something to see or do. Experiences have become the most valuable commodity for a downtown commercial district to offer. Currently the Bloomingtondale business district has too few restaurants that are spaced too far apart for the downtown to be considered a dining destination. Our research disclosed that there is also substantial unmet demand for dining in Bloomingtondale's Trade Area. We recommend that Bloomingtondale, or their downtown management organization, embark on a long-term recruitment program with a focus on the attraction of full-service, sit-down restaurants to add variety and depth to those already in town. Entertainment venues that would complement the dining experience should also be recruited.
  - Target small business recruitment. Consumers want small independent businesses. The business recruitment program should avoid recruiting chain stores and restaurants. Offering an eclectic mix of stores, restaurants, and entertainment venues will help attract consumers to the area.
  - Permissible uses in the redevelopment area should not include businesses that pose obstacles to walkability on Main Street; particularly those that offer on-site parking or drive-through service with driveways that invite vehicular traffic across the sidewalk. A program should be developed to provide incentives for the relocation of such businesses from Main Street to other commercial areas of Bloomingtondale, particularly auto-centric businesses (auto engine repair, auto transmission repair, auto-body repair, auto glass repair, gasoline service stations, etc.) as they impede foot traffic and preclude the development of a walkable business district.

## ESTABLISH REDEVELOPMENT GOALS

There are a substantial number of commercial properties on Main Street in need of rehabilitation or redevelopment.

- The overall goals of redevelopment should be to concentrate walkable, browse-shoppable retail businesses on Main Street, connect the business district with Bloomingtondale’s unique features to support its sense of place, resolve existing floodplain issues, create appropriate housing where possible in the district, and foster compatible downtown uses.
- Re-locate non-walkable, non-browse-shoppable businesses off of Main Street to another location in Bloomingtondale where they can group together into a new district where auto-services could cluster.
- There is also a need for new development to support a public market and small-scale housing in the downtown.
- As demonstrated by the community consumer survey we conducted, there is some demand for small-scale housing along Main Street targeting empty-nesters, seniors, and singles/married couples without children. Substantial demand appears to exist for small condominiums and apartments above stores. There are opportunities for mixed-used development, such as the public market project that we have recommended, which would be a suitable project for housing to be located above commercial space. In particular, we have identified priority redevelopment opportunities in a group of four blocks on the north side of Main Street, opposite Sloan Park (specifically Blocks 5059 in part, 5062, 5064, and 5088).

Figure 15. Areas of priority redevelopment opportunity.



- Implement tax deferral PILOT programs. Bloomingtondale could stimulate redevelopment of commercial properties in the district for properties not affected by environmental restrictions through tax deferral PILOT programs and 0% interest loans for facade improvements. The borough could offer 5-year tax deferrals and/or use 0% loans to stimulate investment in building facade improvements. These programs have no cash commitment to the borough for the short term but pay dividends in later years. The 0% interest programs are secured by a loan, can be paid back over 3 or 5 years, and help keep owners from simply moving away. The improvements would be obliged to follow the town’s design standard for facades and signage, helping to address the appearance complaint raised by stakeholders, merchants, and survey respondents through our research. More importantly, an improved appearance will help to stimulate more business for the district.

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## INVEST IN RETENTION AND MARKETING

There are things that the town of Bloomingtondale can do more effectively than any single business to support the downtown economy. The town should invest on a regular basis to retain the businesses that it has through consumer marketing programs, and we recommend that the following measures be undertaken by the borough or its downtown management organization in order to support and retain its Main Street businesses:

- **Market to the Trade Area.** Retention is all about maximizing the opportunity for potential customers of the Bloomingtondale business district to find, try, and return to shop and dine there. Our research discloses that the greatest concentration of potential customers—people who live within a reasonable distance of the district in relation to the retail offered and the level of unmet demand for that retail—live within a ten-mile radius of Main Street, particularly to the northwest and southwest. This zone is known as Bloomingtondale’s Trade Area (see Figure 2 of the Economic Profile section). Until circumstances change, including the type of retail offered on Main Street, and the nature of retail competition in the region, consumers in the Trade Area should be the object of marketing efforts for Main Street.
- **Practice co-operative marketing.** Marketing the district as a shopping and/or dining destination is something that the borough or its district management organization can do best, while individual businesses cannot do it for themselves. Co-operative marketing efforts that persuade individual merchants to participate with others and with the management organization to advertise to consumers in the Trade Area will help to retain downtown businesses.
- **Stage frequent events.** There should be an ongoing series of downtown events designed to bring people to the area. This could be managed by the downtown management organization, and the events could tie Main Street to Sloan Park and the river walk.
- **Plan seasonal and special, off-season promotions.** The downtown management organization should organize and manage both seasonal (tied to recurring annual sales seasons, such as Valentine’s Day, Graduation, and Back-To-School) and special promotional campaigns for its member businesses in-between sales seasons.
- **Use social media to promote events and activities.** Consider boosting posts on Facebook. Social media could also be used to promote downtown redevelopment opportunities to reach developers.

## ESTABLISH OPERATIONAL STANDARDS FOR BUSINESS RETENTION

It is equally important for the community to craft operational standards to maintain and support existing businesses in ways that they cannot do for themselves. The following are our recommended business retention measures.



- It's clear that there should be a succession-planning program in the district to preserve the businesses at risk of closing. In the course of interviewing merchants in the district, we learned that eight of them had plans to retire or to leave Bloomingtondale in a way that would require them to close their businesses. None of them had plans in place to preserve the good will that they had developed over years of doing business in town by selling to someone who could carry on their businesses. Most small businesses do very well at building good will among their consumers but do little to plan for a future when the business owner will retire or be compelled to leave the business for health, life events, or other reasons. Without succession planning, the value of that business and its good will simply disappears. The downtown management organization should offer guidance to every merchant in the district on how to select, hire, and train a manager with interest in becoming the future owner, as well as information on how to structure the sale of the business and its accumulated good will.
- Implement a commercial lease management program administered by a downtown management organization through which the organization would urge compliance through lease terms of district goals—such as uniform hours of business, interior display window lighting on until 11:00 p.m., no sign clutter in display windows, etc.—as well as maintaining information on the terms and expiration dates of commercial leases to avoid the occurrence of vacancies. This will enable the district to function more as a well-managed shopping mall.
- Bloomingtondale could stimulate property improvement in commercial properties in the district for properties not affected by environmental restrictions through tax deferral (PILOT programs) and 0% interest loans for facade improvements. The borough could offer 5-year tax deferrals and/or use 0% loans to stimulate investment in building facade improvements. These programs have no cash commitment to the borough for the short term but pay dividends in later years. The 0% interest programs are secured by a loan, can be paid back over 3 or 5 years, and help keep owners from simply moving away. The improvements would be obliged to follow the town's design standard for facades and signage, helping to address the appearance complaint raised by stakeholders, merchants, and survey respondents in our research. More importantly, an improved appearance will help to stimulate more business for the district.
- Another low-cost way to dramatically improve the appearance of the downtown and attract more visitors would be with decorative lighting. Consider the use of low-cost lighting to wash building fronts with color, highlight the park and trails, outline buildings (like Boathouse Row in Philadelphia, PA), or simply to better illuminate the facades and walkways. The equipment is relatively inexpensive, and uses low-cost, low-energy LED lighting with bulbs that use  $\leq 1$  watt of energy. The lighting system can be wirelessly connected throughout the downtown so that all buildings could be treated with the same light color or sequence of colors simultaneously.
- Every business in the downtown should have an online presence. The downtown management organization should create and manage this with a main website for the district to which all businesses would be linked. The management organization

should provide training to member businesses on how to sell their goods and services online and provide support for that capacity.

## CREATE A DISTINCTIVE DOWNTOWN

Small business districts in small communities like Bloomingtondale need to be distinctive to attract shoppers who might otherwise shop at a mall, a shopping center, or online. We recommend that Bloomingtondale reveal and emphasize some of its own distinctive characteristics to achieve a distinctive destination with a “sense of place.”

- Create design standards for the downtown to address a downtown that looks tired and unappealing. A downtown management organization could then create a facade improvement program that offers merchants/owners incentives to make improvements consistent with the design standard. This should be followed with a “carrot & stick” enforcement program that begins with friendly, informative notices to property owners of their potential violations of the building code and design standard. The notice would encourage the owner to seek improvements and advise of any support the borough or the downtown management organization could provide. Following a six-month period of such notices, the borough would then begin to issue and enforce violation notices to non-conforming commercial properties.
- If a public market could be developed along the north side of Main Street, it could be designed as an inverted “U” orientation, with the public market at the back and the top of the “U” closest to Main Street. This would allow for stores to be stocked from the rear of the property and the front could be used as a public space for outdoor dining, small events, and more. Our analysis showed that Blocks 5069 or 5064 would be good locations to develop a public market.
- By creating connecting trails and walkways, Bloomingtondale could attract more visitors to the downtown. There are already visitors coming to town to use hiking trails in the town and nearby. By linking the trails to the downtown, we could attract those visitors into the district.
- Create a river walk that would connect at both ends to the Main Street business district and might offer areas where there could be riverside dining, a beer garden, kayak/canoe rentals, and attractive outdoor wooden carts vending food and drink. This would be a compelling feature that would attract new visitors. The community survey found that seventy-seven per cent (77%) of consumers would visit more often if there were places to dine on the water. Sixty-nine per cent (69%) said that the river walk is a very appealing concept. The river walk would bring people to the downtown and help support local commerce. We also note that the Passaic Valley Water Commission owns an approximate 10-foot wide strip of land that runs along the Pequannock River in this area (Block 5060 Lot 20), which may require cooperation with the commission to implement improvements that coincide with that parcel.

- The current layout of the sidewalks in the district impedes rather than stimulates the growth of foot traffic—something that is essential to small, browse-shoppable businesses. There is a need to create wider sidewalks with fewer driveway interruptions, as well as bike paths through the district. Sidewalks should include benches and gathering spaces and bicycle parking. This promotes pedestrian activity and puts people in front of stores. To achieve wider sidewalks in locations where a parklet or bicycle lane is desirable, it may be necessary to remove some existing curbside parking. This is only a potential option if appropriate off-street public parking is available. One way to test implementation is to conduct a temporary “pop-up” demonstration that can be moved to different test locations.
- Traffic is heavy along Main Street, and it moves too fast for pedestrians to feel safe walking beside it. As a result, foot traffic is impeded rather than stimulated. There is a need to calm traffic along Main Street in a way that would slow it down and separate it from the pedestrian walkways and bicycle paths. There are two lanes of traffic and curbside parking is available on both sides of the street. We recommend using temporary pop-up demonstrations to create test sites for dining decks, parklets, or bikeways in existing on-street parking spaces. These temporary features could be moved to study best possible locations for any potential permanent improvements that would allow for a safer and more attractive pedestrian experience.
- Streetscaping is intended not only to enhance the appearance of the public walkway in the district, but also to encourage use of sidewalks and bicycle paths by providing amenities to those pedestrians such as comfortable benches, places to park and lock bicycles, a town clock to note the time, a meeting place, drinking water fountains, attractive flowers, pedestrian guideposts that direct shoppers to Main Street destinations and to the river walk, and others. Getting and keeping people on Main Street will contribute to local spending.
- Create a street wall. The term “street wall” is architectural and refers to the combination of the height of the commercial building facades, the absence or minimization of gaps in the line of the commercial facades, the uniform setback of those facades, and the width of the street. Attention to these details can create a pleasing sense of enclosure and lend scale and definition to the commercial district. Street wall enhances the walkability—and thus the browse-shopping potential—of the downtown business district. Main Street in Bloomingtondale has no uniformity among its commercial structures. Some structures have greater setback than others to accommodate on-site parking, are only one-story buildings—which are insufficiently tall to offer the “wall” effect, are perpendicular to Main Street and discourage walking along Main Street, and/or create substantial gaps between commercial frontages on Main Street.
- Amend zoning. People who took the community survey told us that they prefer a neighborhood shopping district instead of offices, all housing, or a major destination district. Bloomingtondale’s zoning regulations are the tool to shape the district along those lines. We recommend the following zoning amendments to achieve this.

- Permit residential use above businesses along Main Street and one block north along the intersecting side streets to increase foot traffic in the downtown.
- Permit building heights of three- to four-stories on or near Main Street to increase residential density and increase foot traffic. These allowances must be carefully planned in order to preserve view sheds of rocky, wooded promontories behind Main Street.
- Permit outdoor dining and sidewalk dining to stimulate more dining business for the district. People dining outside act as a billboard for the restaurant they are patronizing and prompt others passing by (in cars or on foot) to consider joining them.
- Permit Bloomingtondale’s full-service restaurants to offer “bring your own beverage” (BYOB) services to their dining patrons.
- Revise permitted uses to support browse-shoppable businesses, and plan to relocate existing non-browse-shoppable businesses to another part of the town that is off Main Street. For example, auto-related businesses that provide service to motor vehicles pose an impediment to walking and browse-shopping on Main Street because their operations require multiple driveway entrances for cars to cross the pedestrian walkway and they do not offer a shopping experience. They are usually set back from the sidewalk and offer no reason to browse-shop their locations—the only consumer interested in visiting the location is one with a need to have a vehicle serviced. The borough could plan a strategy that would relocate these businesses into a commercial area located off Main Street, leaving room on Main Street for redevelopment that is more suited to a walkable downtown environment.

## LAND USE STRATEGY RECOMMENDATIONS

### ADD RESIDENTIAL TO THE DOWNTOWN

There are insufficient residential units in or near the downtown and particularly insufficient multifamily and mixed-income housing. Residential use is not permitted by the zoning code for properties in the B1-A Commercial Zone, which includes all of the properties on the north side of Main Street, unless the units are deed restricted for affordable housing. The B1 General Business Zone does permit residential units as a conditional use above businesses, however this zone is adjacent to the river and subject to greater development constraints. The downtown is an approximately half mile corridor that is largely surrounded by single family residential zoning. The lack of residential density does not allow for enough activity and foot traffic in the downtown from the community. The following should be done to increase residential use in Bloomingtondale's downtown.

- Change zoning to permit moderate density residential development in the downtown, with expansions to residential density occurring in surrounding transitional zones and with pedestrian access to the downtown. Areas recommended for consideration include the area between Reeve and Union Avenues south of Oak Street and north of the municipal complex between Catherine Street and Star Lake Road.
- Consider the Highlands TDR program to transfer development from developable open space in town to downtown and also for the downtown to be a receiving area from outside the municipality.

### MAKE IMPROVEMENTS TO PEDESTRIAN ENVIRONMENT

Bloomingtondale's core downtown contains no connectors or paths designated for pedestrians and has only one civic space at Sloan Park—a grass covered island of about one acre—to serve as a pedestrian destination. There is also a small garden and seating area along the river and near the senior center and municipal complex, however it is disconnected from the downtown and is in an area dominated by parking and light manufacturing uses. Pedestrian safety issues are also present in regards to certain street crossings and sidewalk conditions. Without a conducive pedestrian environment, less people are inclined to visit multiple destinations or walk around and browse at different businesses when they are visiting the downtown. Furthermore, visits by local residents are more likely to be made by car instead of on foot when there is a poor pedestrian environment, which increases the need for parking and exacerbates the issue of excessive impervious surfaces in the downtown area.

- Develop and implement a pedestrian environment improvement plan, starting with design improvements at the intersections of Reeve Avenue and Butler's Main Street.



- Install a pedestrian trail along the river to connect the municipal complex with the core downtown as well as destinations with the core downtown. This should be a priority, along with green space improvements along the river to reduce impervious surfaces and restore floodplain function to the area.
- Adopt a capital improvement budget to install seating, lighting, and sidewalk widening at appropriate locations.

## DEVELOP A PARKING STRATEGY

There is no parking strategy for or wayfinding features in Bloomingtondale's downtown. There are approximately 1,200 parking spaces existing in the downtown area, with about 845 of those being in the core downtown and 89 on-street parking spaces. Although there is a perception of insufficient parking, there do not appear to be complaints of filled parking lots. Having properly located and marked parking facilities will enable outside visitors to easily access businesses and create a safer and more appealing pedestrian environment to encourage people to park their cars and walk around the downtown.

- Change ordinances to prohibit parking and loading in the front of businesses or in a way that interferes with pedestrian mobility.
- Develop a parking strategy that utilizes joint use agreements. Potential properties on which to implement shared parking include the Wells Fargo bank, Walgreens pharmacy, Food World IGA, or Lakeland bank. These properties have relatively large lots with businesses that operate with hours that are not entirely overlapping with the hours of operation for businesses that see evening activity, such as restaurants and bars.
- Evaluate fee and metered parking as a means to fund a parking strategy and wayfinding improvements.
- Acquire property to create a municipal parking lot. There is a vast amount of impervious surface behind businesses on the south side of Main Street and in other locations, such as the southwest corner across from Ward's Plaza (Block 3032), that may be suitable for development of a municipal parking lot. Lot 3 of Block 3032 appears to be congruent with the development on the adjacent redevelopment area property at that intersection, although it has not been designated as an area in need of redevelopment, nor was it part of the CME Associates study. This lot should be included in the evaluation of this recommendation.

## ADOPT DESIGN STANDARDS

Bloomingtondale's downtown does not have a welcoming design. There is too much impervious surface, and facades are outdated or obsolete. Community design should foster a sense of place. Although strict consistency is not a necessary component of good design, consistent styles, materials, and character can be a mechanism to promote a desired branding. Bloomingtondale is a "gateway to the Highlands" and would benefit from drawing on the assets of the regional cultural character and natural aesthetic of the region. Modern or innovative designs

and styles can be incorporated into communities at the same time that there is adherence to an aesthetically pleasing and consistent design appropriate for the community.

- Design standards that include architectural guidelines, streetscaping, landscaping, signage, civic and open spaces as a component of development projects, and other features are not present in Bloomingtondale and should be adopted so that investments and improvements incorporate appropriate design standards as they occur.
- Require set asides and improvements for public-use open and civic spaces in redevelopment projects.
- Key locations to focus on include the eastern and western gateways to Main Street and the area around Sloan Park as three main design nodes.

## CAPITALIZE ON ENVIRONMENTAL FEATURES

Natural assets abound in Bloomingtondale. Much of the borough's land area consists of forested land; lakes are numerous; and the Pequannock River is a scenic gem and fishing stream running alongside the downtown corridor. In the downtown, forested hillsides signify that Bloomingtondale is part of the Highlands region. Development of the downtown should seek to protect the quality and function of these natural features, while also designing the community form so that it is complemented and enhanced by their scenic beauty and recreational opportunities. The numerous park and outdoor destinations in the immediate surrounding area can also draw potential patrons to Bloomingtondale's downtown.

- Implement a stormwater utility to incentivize restoration of impervious surfaces.
- Update the municipal stormwater ordinance to require more green infrastructure in the downtown, including for redevelopment projects.
- Revise the flood and steep slope ordinances to prohibit development in environmentally sensitive areas.
- Acquire land or easement rights to create a pedestrian path and green space along the river and in appropriate locations behind businesses.
- Revise the open space plan to integrate it with downtown revitalization and acquire appropriate downtown green spaces and civic spaces for pedestrian use, such as along the river or at the eastern gateway to Main Street. Identify funding and a strategy to acquire key lands, such as for the river walk concept or Federal Hill properties.
- Change ordinances to permit outdoor dining along the Pequannock River and within the downtown.

- Evaluate how the Pequannock River (a C1 trout stream), hiking trails and trailheads, water recreation on lakes, and bicycle corridors throughout the borough contribute to the potential for eco-tourism in Bloomingtondale and/or for downtown Bloomingtondale to be a destination for visitors recreating in the surrounding areas.
- Ensure the building height and other zoning ordinances, particularly on the north side of Main Street, do not degrade the viewshed of hillsides in the downtown area.

## STRATEGIZE REDEVELOPMENT AREA DESIGNATION

The current redevelopment area properties in Bloomingtondale do not reflect the needs or development capacity for successful downtown revitalization. Several properties that would be optimal for redevelopment, including the area without environmental constraints near Sloan Park, are not designated as redevelopment areas, while many flood-prone or steep slope properties are prioritized for redevelopment. Bloomingtondale has also designated as redevelopment areas five properties in the “Van Dam Avenue study area”—representing considerable undeveloped open space—near the intersection of Union and Van Dam Avenues to the north of Main Street. Located approximately a half mile from the downtown, this area is disconnected from the business district and is not necessarily suitable for intensified or new development.

- Revise the redevelopment plan to make it consistent with the recommendations of the forthcoming action plan that will be developed based on this study. Areas for Bloomingtondale to focus redevelopment efforts include:
  - Gateway properties at the eastern and western ends of Main Street. The gateways should exhibit branding, wayfinding, and a welcoming and safe design for pedestrians.
    - At the western gateway, pedestrian improvements are highly needed, and there is potential opportunity for implementing parking strategies as well as exhibiting the small town character of Bloomingtondale with designs that enhance and complement the existing structures.
    - At the eastern gateway, on the south side of Main Street, the area labeled “Block 5060(B)” on the map in the Areas in Need of Redevelopment section of this report is largely in the flood zone. Much of the area behind existing structures and yards is undeveloped open space with no pedestrian access. This area should demonstrate the natural assets in the town and include public spaces and access to the river that would serve as a destination attraction for this node of the downtown corridor, helping to attract foot traffic to businesses on the north side of Main Street. Most of the structures between Van Dam and Wallace Avenues on the south side are in the flood hazard area, and any redevelopment on the six properties in this area should be consistent with floodplain management best practices. Natural features and function should be prioritized. Being

the entry to Bloomingtondale from Interstate 287, this gateway should show Bloomingtondale as a destination that offers both green spaces and downtown amenities.

- At the eastern gateway, on the north side, the topography is such that properties are elevated above the flood zone. Aside from Happy's Garage at Van Dam Avenue, current development here is residential homes. The garage is recognized by Bloomingtondale as an inappropriate gateway feature, and this report recommends finding alternative locations in the borough for the abundant automobile and manufacturing uses that currently exist along Main Street. From Wallace Avenue through to the intersection of Reeve Avenue across from Sloan Park, mixed-use redevelopment is a potential consideration to add residential units to the downtown and create a more compact development pattern to activate this eastern portion of the business district, although other factors such as the preservation of existing residential properties or flood constraints also need to be considered.
- Sloan Park as a town center. The properties without environmental constraints on the north side of Main Street should be designated as redevelopment properties to pursue mixed-use redevelopment that includes housing and the rezoning of appropriate properties in the residential district to permit increased residential density at appropriate scales. The smaller properties along the river near Sloan Park need to be redeveloped with facade improvements and other design features and pedestrian improvements to create a compact town center node.
- Affordable housing. Changes to zoning are needed to add residential development to the downtown. A minimum of 25% inclusionary zoning should be incorporated into redevelopment projects, with a focus on permitting more diverse housing in a northern buffer around the downtown area and in sufficient quantity to meet the borough's affordable housing mandate. Although the Meer tract is in the Highlands Planning area, it is a forested property with steep slopes and can provide environmental and recreational benefits to downtown revitalization efforts. Before utilizing this open space resource to develop affordable housing, Bloomingtondale should consider other options, such as rezoning in the single-family residential district surrounding the business district, that would also help to benefit redevelopment in the downtown.

## CHANGE ZONING AND ORDINANCES / UPDATE THE MASTER PLAN

The core downtown is dominated by too many auto-oriented or industrial businesses. The types of businesses that will foster a vibrant town center are those that people can walk to and among as they shop or dine. Aside from inappropriate uses, there is also insufficient density to support the quantity and diversity in types of businesses that encourage foot traffic. Increased commercial development would also help to offset the high wastewater fees residents in Bloomingtondale pay for excess capacity.

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- Rezone the central business district to consolidate the two business zones, with consideration to restricting certain uses and development adjacent to residential properties (for example dry cleaning or other chemical facilities or loading areas), and to incorporate residential uses into and adjacent to the downtown area via transitional zones.
  - Update the Master Plan in general and particularly to:
    - Revise the objectives for Planning Area III (i.e. residential districts). Parts of this area should be planned for expansion of the downtown area and the need for a transition area between Planning Areas III and IV, with higher density mixed-income residential. The Borough may want to consider adopting a form-based code that would also consider layout and design.
    - Redirect the goals for Planning Area V (i.e. downtown corridor) to apply to only the downtown area as opposed to the Meer tract. The Meer tract should be connected to the commercial district via pedestrian corridors, and affordable housing should be planned in the area between Reeve and Union Avenues south of Oak Street and north of the municipal complex between Catherine Street and Star Lake Road.
    - Add the development of pedestrian connectors as a goal in Planning Area V.
    - Implement changes recommended in the following ordinance review section of this report.



## ORDINANCE REVIEW

Table 1. List of existing Bloomington ordinances with recommended changes to promote downtown redevelopment and revitalization.

Topic	Ordinance	Description	Action
Uses in the Business Zone	<a href="#">§ 92-26.5 Drive-ins.</a>	"All drive-ins regardless of zone shall require an amended site plan to be approved by the Planning Board." Drive-in facilities are not prohibited or regulated for compatibility with community design. Drive-in facilities in the core business district create more pedestrian-vehicle conflicts and do not encourage people to extend their time visiting businesses in the downtown.	Prohibit drive-ins in the business districts, except in locations where the pedestrian environment is not substantially impacted.
Uses in the Business Zone	<a href="#">§ 92-55 A. (12) B-1 General Business Zone. Permitted principal uses.</a>	"Electric substations, including transformers, switches and auxiliary apparatus, serving a distribution area" are permitted as principal uses in the B-1 business zone. These uses can consume prime downtown business locations and create a negative design effect.	Remove as a principal use in the ordinance and add stipulations for pumping stations as a conditional use.
Uses in the Business Zone	<a href="#">§ 92-55 A. (30) B-1 General Business Zone. Permitted principal uses.</a>	"Commercial and public parking lots and garages for automobiles and trucks" are permitted principal uses in the B-1 business zone. These uses are not consistent with a pedestrian environment.	Remove as a principal use in the ordinance and add stipulations for parking as a conditional use.
Uses in the Business Zone	<a href="#">§ 92-55 A. (40) B-1 General Business Zone. Permitted principal uses.</a>	"Undertakers and funeral parlors" are permitted as a principal use in the B-1 business zone. This use may generate parking and traffic to the downtown area in a way that negatively affects other businesses or the pedestrian environment.	Remove as a principal use in the ordinance and add stipulations for these uses as a conditional use or in an overlay zone where appropriate.
Uses in the Business Zone	<a href="#">§ 92-55 A. (43) B-1 General Business Zone. Permitted principal uses.</a>	"Water- and sewer-pumping stations serving a local area" are permitted as a principal use in the B-1 business zone. These uses can consume prime downtown business locations and create a negative design effect.	Remove as a principal use in the ordinance and add stipulations for pumping stations as a conditional use.

Topic	Ordinance	Description	Action
Uses in the Business Zone	<a href="#">§ 92-55 C. B-1 General Business Zone. Conditional uses to be acted upon by the Planning Board.</a>	"Automobile service stations, including major repairs" (1), "Automobile sales" (2), and "Motor vehicle repairs, including paint and body shops" (2), are permitted as conditional uses in the B-1 zone. These types of uses are typically not compatible with pedestrian activity and downtown activation when located in core business areas.	Identify more suitable locations in relation to environmental (flood areas) and downtown revitalization considerations where these types of businesses can be zoned for. Remove these uses from the B-1 zoning ordinance.
Uses in the Business Zone	<a href="#">§ 92-55 J. B-1 General Business Zone. Enclosure.</a>	"All uses shall be conducted wholly within a completely enclosed building, except for off-street parking and loading facilities, new and used car lots and service stations." Outdoor dining or other established uses in the downtown can help to attract patrons and, in the current context, adapt to social distancing requirements or customer preferences.	Revise the ordinance to allow for outdoor dining and other such uses.
Intensity of Development in the Business Zone	<a href="#">§ 92-55 H. B-1 General Business Zone. Maximum building height for principal structures.</a>	The maximum height permissible for primary buildings in the B-1 business zone is thirty feet or two stories. Compact, higher density development patterns will help create more vibrant downtown spaces and spur pedestrian activity with inclusion of residential units. The existing ordinance does not promote a development pattern or density that would be expected to create a core downtown area.	Where no environmental constraint exists, revise the ordinance to permit a height of four stories or forty feet in the downtown area.
Uses in the Commercial Zone	<a href="#">§ 92-55.1 A. B-1-A Commercial Zone. Principal permitted uses.</a>	Certain uses permitted in the B-1 business zone are not permitted in the B-1-A commercial zone, including business schools, clothing and accessory shops, pharmacies, convenience stores, dry cleaning or laundry, appliance stores, business or professional offices, electricians (but electronic stores are), pet shops, sporting and athletic goods stores, music and dancing studios, and variety shops. Principal uses for the B-1-A zone that are not listed for the B-1 zone include martial arts studios, garden centers, nurseries, farm markets, houses of worship (on lots of three acres or more), and nursery schools and childcare centers.	Rezone the downtown area to create a "Town Center District" by consolidating the B-1 and B-1-A zones and restricting certain uses and development such as dry cleaning or laundry uses or loading areas being adjacent to residential properties.

Topic	Ordinance	Description	Action
Uses in the Commercial Zone	<a href="#">§ 92-55.1 C. B-1-A Commercial Zone. Conditional uses.</a>	"Animal hospitals, veterinary offices, kennels and animal day-care centers" are conditional uses in the B-1-A zone. It is not clear why these uses are conditional in this zone and not listed as a permitted principal or a conditional uses in the B-1 zone at the same time that pet shops are a permitted principal use in the B-1 zone. Pet shops deal in the buying and selling of live animals, however, animal hospitals, veterinary offices, and kennels can provide community services that attract residents to the downtown area.	Rezone the downtown area to create a "Town Center District" by consolidating the B-1 and B-1-A zones and restricting certain uses and development such as dry cleaning or laundry uses or loading areas being adjacent to residential properties.
Intensity of Development in the Commercial Zone	<a href="#">§ 92-55.1 D (2). B-1-A Commercial Zone. Development standards. [Other bulk requirements. Maximum lot coverage.]</a>	The maximum lot coverage for the B-1-A zone is 70%. Core downtown areas should set a minimum lot coverage in conjunction with a strong green infrastructure requirement and a viable parking management plan to create a compact and pedestrian-oriented downtown.	Revise the ordinance to set a minimum lot coverage of at least 70% in the B-1-A zone.
Intensity of Development in the Commercial Zone	<a href="#">§ 92-55.1 D (3)(d). B-1-A Commercial Zone. Development standards. [Other bulk requirements. Maximum height.]</a>	The maximum height permissible for buildings in the B-1-A zone is forty feet or three stories, except for motels and hotels as conditional uses. Compact, higher density development patterns will help create more vibrant downtown spaces and spur pedestrian activity with inclusion of residential units. The existing ordinance does not promote a development pattern or density that would be expected to create a core downtown area.	Where no environmental (flood area or slope) or community asset (viewshed) constraints exist, revise the ordinance to permit a height of four stories or forty feet in the downtown area.
Intensity of Development in the Commercial Zone	<a href="#">§ 92-55.1 D (3)(e). B-1-A Commercial Zone. Development standards. [Other bulk requirements. Minimum yards.]</a>	The minimum yard requirements for the B-1-A zone are as follows: "35 feet front from Union Avenue; 0 feet front from Main Street; 15 feet each side (except where buildings are attached across lot lines, in which case there shall be no side yard requirement); 50 feet rear." The stipulated yard requirements are high for an area designed to accommodate compact, moderately high density development.	Revise the ordinance to set lower minimum yard requirements, while restricting certain incompatible uses adjacent to residential zones.

Topic	Ordinance	Description	Action
Intensity of Development in the Commercial Zone	<a href="#">§ 92-55.1 D. B-1-A Commercial Zone. Development standards. Floor Area Ratio.</a>	The maximum floor area ratio for the B-1-A commercial zone is 0.25. This FAR allows for only low-density development in the district. Higher densities are required to attract commercial development and allow for sufficient residential to foster a vibrant downtown.	Where no environmental (flood area or slope) or community asset (viewshed) constraints exist, revise the ordinance to increase the permissible FAR in the B-1-A zone.
Parking	<a href="#">§ 7-21 Loading Zones.</a>	"No person shall park a vehicle in these locations during the times indicated other than for the loading or unloading of goods and materials." The Main Street locations in the ordinance are in front of 125 and 126 Main Street, with times listed as "15 minutes." The ordinance designates these areas as loading zones, but they appear in reality to be on-street parking spaces. Loading zones in front of businesses or that interfere with pedestrian mobility should be avoided. The two Main Street locations in the ordinance have side parking or alley space available for loading.	Remove this section from the ordinance or relocate the loading zones if they are necessary.
Parking	<a href="#">§ 92-22 B. (1) Parking, loading and automotive services.</a>	"Off-street loading may occupy all or any part of any required yard." This allows for dangerous conditions where parking spaces are located contiguous with the sidewalk in front of several Main Street businesses.	Change ordinance to designate off-street loading stipulations that are compatible with a pedestrian environment.
Parking	<a href="#">§ 92-55 I. B-1 General Business Zone. Required parking and loading spaces.</a>	This section refers to parking in the Town Center District between Van Dam Avenue and Glenwild Avenue versus parking outside that district. This district is not identified on the zoning map and does not appear to be defined in the zoning schedule or code.	Parking ratios should be determined for the downtown based on total parking in the downtown area, while pursuing a parking program that implements joint-use parking arrangements and acquiring property to develop municipal parking facilities.

Topic	Ordinance	Description	Action
Parking	<a href="#">§ 92-55.1 D (4)(a). B-1-A Commercial Zone. Development standards. Parking, except in the Town Center District between Van Dam Avenue and Glenwild Avenue.</a>	This stipulation exists in the zoning ordinance, although the entire B-1-A zone appears to be within the "Town Center District." This should be clarified in the code.	Remove this section if it is not applicable. If it is applicable, parking ratios should be adjusted based on total parking in the downtown, while pursuing a parking program that implements joint-use parking arrangements and acquiring property to develop municipal parking facilities.
Parking	<a href="#">§ 92-55.1 D (6). B-1-A Commercial Zone. Development standards. [Location of parking areas.]</a>	"All parking areas shall be located in the side or rear yards, where they shall be set back a distance of at least 15 feet from any residential lot line, and shall be screened from view from adjacent properties by a six foot high fence or plantings or both, as approved by the Planning Board. Parking shall be prohibited within a front yard." Parking in front yards of the commercial district creates a car-centric environment.	Enforce parking requirements of the B-1-A zone.
Pedestrian	<a href="#">§ 8-9.1 [Sloan Park] Hours of Operation.</a>	Sloan Park is " closed to residents from sunset to 8:00 a.m." Typical public park hours are sunrise to sunset. Having a downtown location to visit in the early morning, perhaps before work, may also encourage residents to visit a cafe or breakfast eatery in the early morning when they otherwise would not do so later in the day. Not limiting opportunities for community members to visit and engage with the downtown will help to encourage pedestrian activity.	Revise the ordinance to expand the hours Sloan Park is open to the public to be from sunrise to sunset, which automatically adjusts with the seasons.
Pedestrian	<a href="#">Article III Complete Streets Policy</a>	Bloomingtondale adopted a complete streets policy through ordinance in 2018 that sets forth a priority action plan.	Identify and implement priority complete streets projects through the municipal capital budget or other funding program. Incorporate complete streets design standards into land development (site plan review and subdivision of land; zoning) regulations. Update the complete streets policy to incorporate green infrastructure in a complete and green streets policy.



Topic	Ordinance	Description	Action
Signs	<a href="#">§ 92-26 D. Miscellaneous uses. Signs</a>	This section provides regulations for signs, stipulating that signs be "constructed of durable materials (1); and that no signs projecting from a building more than one foot shall be permitted (2)." Signs serve to attract customers and can help establish a cohesive design in the downtown area. Design standards for signs can ensure that the character and style of the downtown are supported, while providing the business community consistent guidelines for making commercial improvements that aim to ultimately enhance economic activity.	Develop and adopt appropriate design standards for projecting, wall, window, and freestanding signs and revise the ordinance regulation to refer to those standards. Design standards for signs should include guidance relating to size; height clearance; location; orientation; illumination; mounting brackets and posts; materials, styles, and colors; relationship to scale and architectural features on buildings; maintenance of pedestrian visibility; and overall streetscape design.
Signs	<a href="#">§ 92-26 E. Miscellaneous uses. Canopies in business district.</a>	"Canopies may be installed permanently to run the length of the front of a business in a B-1 Zone." Canopies can contain signs and designs, which should be consistent with the downtown character.	Develop and adopt appropriate design standards for canopies and awnings. Design standards should include guidance relating to location, mounting, material, and style, shape and coloring.
Signs	<a href="#">§ 92-26.3 H. (10). [Signs on awnings.]</a>	"Signs are permitted on awnings not to exceed the applicable size regulations allowed in that zone. A sign on an awning which is not installed on the flap or vertical plane shall be considered a principal sign." Signs placed on non-vertical planes of an awning present visual obstructions and inconsistent lines in the design of the downtown.	Develop and adopt appropriate design standards for awnings, canopies and windows and how signs, lettering, and logos should be displayed on them.
Signs	<a href="#">§ 92-26.3 H. (5). Signs within General Business Zone, Light Industrial Zone and Office Zone.</a>	"No signs are permitted above the first floor." This stipulation could be clarified and guidance provided in the creation and adoption of design standards for signs.	Develop and adopt appropriate design standards for projecting, wall, window, and freestanding signs and revise the ordinance regulation to refer to those standards. For example, revise this stipulation to convey that wall signs should be placed above the street-level windows and doors, and for multi-story buildings, below the sills of second-story windows.

Topic	Ordinance	Description	Action
Signs	<a href="#">§ 92-26.3 H. (9). [Signs, customary and necessary to the operation of filling and service stations.]</a>	Specified "signs, customary and necessary to the operation of filling and service stations, are permitted." To maintain a welcoming and desirable downtown style, all signs for all uses should be subject to sign design standards.	Develop and adopt appropriate design standards for signs that include stipulations for automotive filling and service stations to match the character of the downtown.
Signs	<a href="#">§ 92-26.3 K. Signs. Multi-tenant buildings and shopping centers.</a>	"The Planning Board may waive requirements of this section where the applicant presents an overall sign plan to the Board indicating a detailed design vocabulary and placement and signage plan which would, in the opinion of the Board be consistent with the purpose and intent of this chapter and promote the objections of this chapter." A detailed set of sign design standards would enable the Board to make consistent allowances that are aligned with the overall vision for the downtown.	Develop and adopt appropriate design standards for projecting, wall, window, and freestanding signs, and for awnings and canopies, and revise the ordinance regulation to refer to those standards. Make the standards applicable to all signs in the downtown business district.
Signs	<a href="#">§ 92-26.3 P. Business Signs.</a>	Stipulations regarding the size, number of, location, and illumination of signs that differ from the ordinary sign ordinance apply to "business" signs, without a definition of "business".	Remove this section while incorporating relevant requirements that are in it into appropriate design standards that apply to all signs in the business districts.
Signs	<a href="#">§ 92-55.1 D (6). B-1-A Commercial Zone. Development standards. [Signs.]</a>	This section specified sign requirements for the B-1-A zone.	Remove this section while incorporating relevant requirements that are in it into appropriate design standards that apply to all signs in the business districts.

Topic	Ordinance	Description	Action
Landscaping / Screening / Fencing	<a href="#">§ 92-22 D. (1) Parking, loading and automotive services - Screening and landscaping.</a>	"Off-street parking areas for more than five vehicles and off-street loading areas shall be effectively screened by a fence or hedge on each side which adjoins or faces another premises. Such fence or hedge shall not be less than four feet nor more than six feet in height..." Fencing or opaque hedging in the downtown environment creates visual obstructions and inhibits pedestrian movement.	Remove from ordinance and create and adopt design standards that deal with screening and landscaping in the downtown.
Landscaping / Screening / Fencing	<a href="#">§ 92-26.4 B. Fences.</a>	Fences are permitted in the front side and rear yards in the business districts. Front yard fences "shall not exceed a maximum height of four feet anywhere in the front yard or side yard which abuts a street." Side and rear yard fences "shall not exceed a maximum height of six feet." Although there are height stipulations in the regulation, which are identical to those in the residential zone, fencing in the downtown can create obstructions to views and mobility, and they can present an unwelcoming appearance that does not encourage pedestrian activity.	Remove regulation from the zoning ordinance permitting fences in the business districts. Incorporate screening and fencing standards into an ordinance regulating screening of waste receptacles and other relevant features in the downtown.
Green Infrastructure	<a href="#">Chapter 31A Stormwater control requirements.</a>	Municipalities are required to update their stormwater ordinances to comply with new BMPs that rely on green infrastructure. <a href="#">NJDEP model ordinance.</a>	Update the stormwater ordinance based on model ordinances that go above and beyond the DEP ordinance. Model ordinances were developed by <a href="#">New Jersey Future</a> and <a href="#">The Watershed Institute</a> . <a href="#">Sustainable Jersey</a> also has guidance for municipalities to do this.