

Fair Lawn Avenue Corridor Vision Plan

Borough of Fair Lawn • Bergen County Economic Development Corporation • Fair Lawn Economic Development Corporation • NJ TRANSIT

MAY 2016

REIMAGINING THE TOWN FOR THE MOTOR AGE



PROJECT SPONSORS



Fair Lawn Economic
Development Corporation

Borough of Fair Lawn



Bergen County Economic
Development Corporation



NJ TRANSIT

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EXECUTIVE SUMMARY

The Fair Lawn Avenue Corridor Vision Plan examines the Radburn Train Station area and corridor as a more vibrant destination for the entire community. The Plan identifies short- and long-term improvements needed to make the Fair Lawn Avenue Corridor a more pleasant and vibrant location, that is safer for both pedestrians, cyclists, and vehicles; with rationalized parking and public gathering spaces to create an identifiable and memorable place.

The Fair Lawn Avenue Corridor Vision Plan is a collaborative strategic planning initiative between the Borough of Fair Lawn, the Bergen County Economic Development Corporation (BCEDC), the Fair Lawn Economic Development Committee (FLEDC), and NJ TRANSIT and coincides with NJ TRANSIT's ongoing process of encouraging economic revitalization where possible along the existing rail and bus system to increase transit ridership and improve connectivity.

PROJECT THEMES

The planning process engaged stakeholders in establishing key priorities and goals. Out of the goals and feedback, the plan was organized around several Vision Themes:

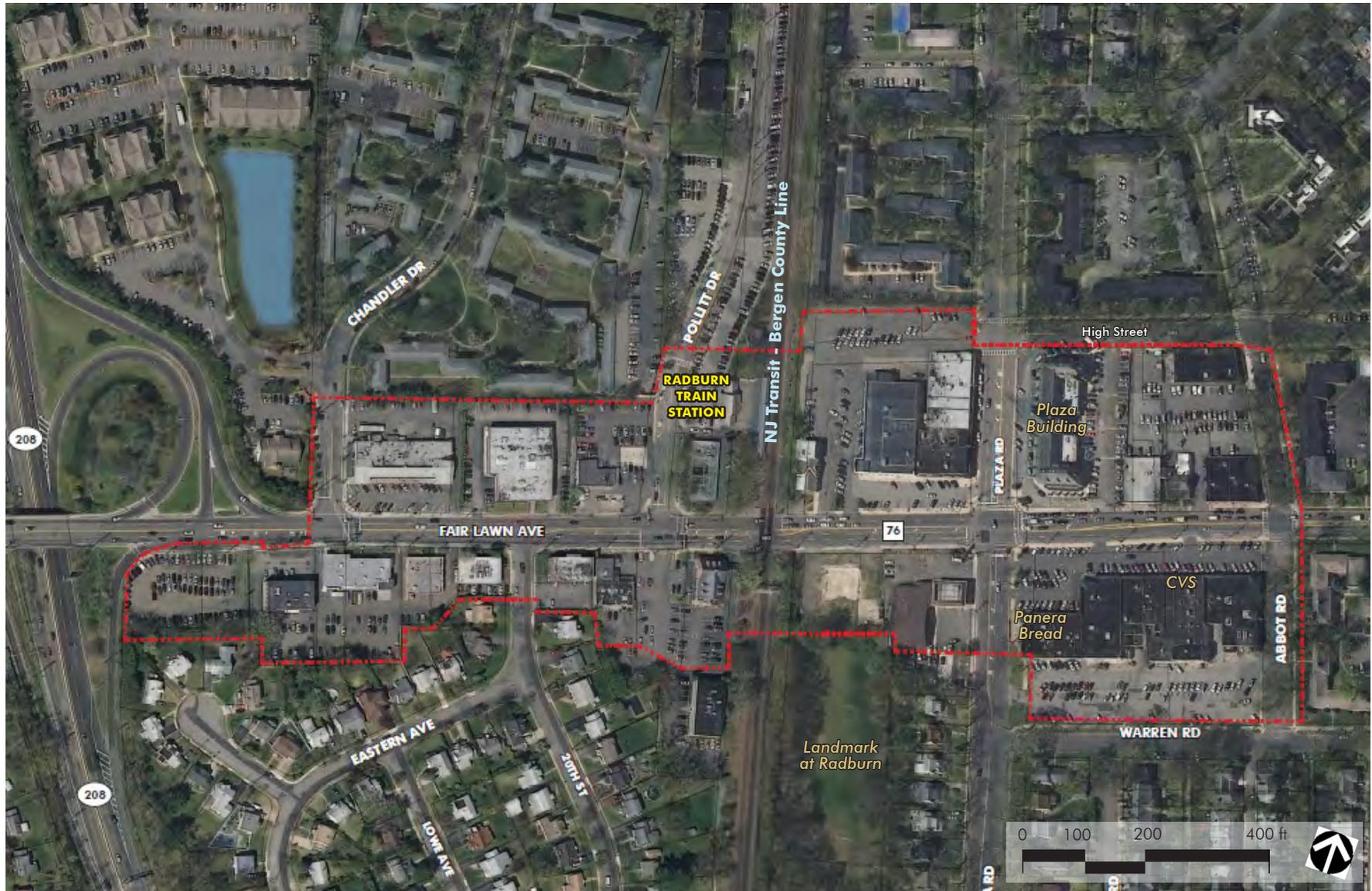
- Corridor Design and Circulation
- Pedestrian and Bicycle Improvements
- Parking Management and Operations
- Economic Development - Retail and Services
- Revitalization - Mixed-Use Development



The Dutch House Tavern is one of the prominent historic buildings along Fair Lawn Avenue.



The Plaza Building is the signature building along Fair Lawn Avenue.



The Fair Lawn Avenue Corridor Vision Plan Study Area encompasses the corridor along Fair Lawn Avenue between Route 208 & Abbott Road, including the Radburn Station Area in the Borough of Fair Lawn.

6 FAIR LAWN AVENUE CORRIDOR PLAN

CORRIDOR DESIGN AND CIRCULATION

The vision for the corridor is for a transformed pedestrian-friendly streetscape, increased pedestrian safety, safer and calmed vehicular movement, increased and rationalized parking, a highly visible public gathering space and a “sense of place” in the heart of the corridor. Implementing the following steps will assist in these improvements: provide greater connectivity to the Radburn Station; and, create destinations along the corridor that allow spaces for public gathering.

A full transportation study is recommended to evaluate if a “road diet” for Fair Lawn Avenue would be feasible to calm traffic and improve pedestrian and cyclist safety within the study area. Crosswalk and intersection enhancements would improve the pedestrian experience on Fair Lawn Avenue and would not require a traffic study. Some of the intersection and crosswalk improvements include: textured or raised intersections and crosswalks, ladder crosswalks, turning guide lines, “Don’t Block the Box” pavement markings, and in the longer-term pedestrian-activated flashing crosswalks. The adoption of a complete streets policy is also recommended for the corridor.

PEDESTRIAN AND BIKE IMPROVEMENTS

As demonstrated by the planned downtown improvements, there is a desire to encourage more pedestrian and bicycle activity and make it safer, particularly along Fair Lawn Avenue to help encourage the patronage of local businesses. Traffic calming improvements to Fair Lawn Avenue can provide better and safer

pedestrian and transit connections throughout the Study Area. Some of the key recommendations include: extended streetscape improvements; sidewalk and maintenance program; bicycle connectivity and parking; driver, pedestrian, and cyclist education and enforcement.

PARKING MANAGEMENT AND OPERATIONS

It is important for the Borough to effectively manage and operate its parking resources to support economic development in the downtown district. Some of the key recommendations include: creating a parking management & administration entity, improving commuter parking

enforcement, adjusting the price of parking permits, adding on-street parking, encouraging collaborative/shared parking agreements and adopting smart growth parking strategies.

ECONOMIC DEVELOPMENT - RETAIL AND SERVICES

Recommendations for local retail and economic development include: improving public and private spaces to enhance the shopping experience; finding the right short- and long-term businesses and tenant mix that reflect the local population; and, developing stewardship for successful business advocacy.



Fair Lawn Avenue has minimal on-street parking when compared to neighboring downtowns.



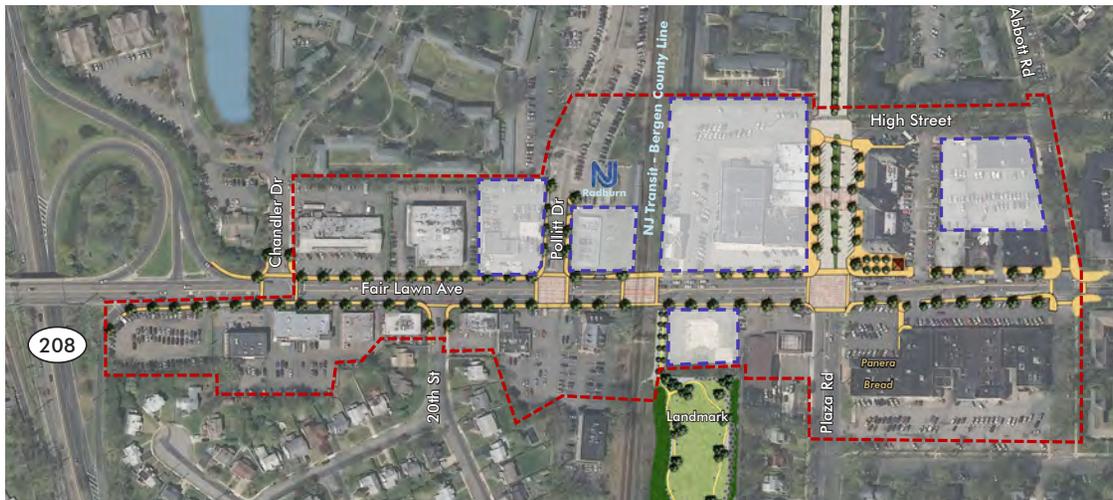
REVITALIZATION - MIXED-USE DEVELOPMENT

The Borough has the potential to revitalize the corridor through zoning and land use code changes that reflect a mix of uses, including residential, which encourages appropriate infill and transit-oriented development at a level that the Borough’s leadership and public support. Therefore, it is recommended that the following additional studies be performed by the Borough of Fair Lawn in collaboration with the county. A fiscal impact analysis to examine the linkage between local government revenue generated by new development and its resultant municipal service costs; and, a financial feasibility analysis to evaluate the financial feasibility of developing new mixed-use residential and commercial real estate along the corridor.

IMPLEMENTATION

In order to make the improvements in the Fair Lawn Avenue Corridor Vision Plan, the municipality and county will need to take a series of short, medium- and -long-term actions. A planning and implementation agenda is included that identifies and recommends actions that were developed over the evolution of this planning initiative. The agenda recognizes that successful implementation requires strong local support and action in conjunction with assistance from Bergen County, the State of New Jersey and the private sector.

Images above illustrate the range of preferred architectural character from the Community Vision Survey that participants viewed as appropriate in potential infill opportunity sites along the corridor, which are highlighted in yellow in the plan below as identified by local participants in the October 2015 study Open House.



Planning Implementation Agenda Summary Table

	Short Term 3-6 Months	Medium Term 6-18 Months	Long Term 18-36 Months
Corridor Design & Circulation			
Adopt Complete Streets Policy	●		
Encourage development of spaces for public gathering opportunities			●
Perform traffic, pedestrian & bike study	●		
Enhance painted pavement markings		●	
Implement intersection improvements		●	
Install "Fair Lawn Style" NJ TRANSIT bus shelters		●	
Promote improved connectivity to Radburn Station		●	
Pedestrian & Bicycle Improvements			
Develop sidewalk & crosswalk upgrade & maintenance program	●		
Extend streetscape improvements		●	
Expand bicycle connectivity & amenities	●		
Conduct sign inventory & adopt wayfinding program		●	
Utilize police in crosswalks/pedestrian decoy program	●		
Parking Management & Operations Improvements			
Create a parking management & administration entity			●
Improve commuter parking enforcement	●		
Adjust price of parking permits	●		
Add on-street parking		●	
Encourage collaborative/shared parking agreements	●		
Adopt smart growth parking strategies	●		
Economic Revitalization			
Establish Radburn Business District (RBD) Committee	●		
Strengthen retail tenant mix		●	
Perform fiscal impact and feasibility studies		●	
Capture portion of demand for mixed-use development near transit			●
Establish zoning that promotes appropriate infill opportunities	●		

The full Planning Implementation

Agenda with detailed steps, potential funding and partners can be found in Appendix

PHASE I:

WHERE ARE WE NOW?
WHERE ARE WE HEADED?



INTRODUCTION

The Fair Lawn Avenue Corridor Vision Plan is a collaborative strategic planning initiative between the Borough of Fair Lawn, the Bergen County Economic Development Corporation (BCEDC), the members of the Fair Lawn Economic Development Corporation (FLEDC), and NJ TRANSIT and coincides with NJ TRANSIT's ongoing process of encouraging transit-oriented development and economic revitalization where possible along the existing rail and bus system to increase transit ridership and improve connectivity.

This plan focuses on the corridor along Fair Lawn Avenue directly served by the Radburn Train Station. Radburn, a planned community, and a notable garden city, was designed in the 1920s. The community "a town for the motor age" separated pedestrians and cyclists from automobiles. Only a quarter of the full plan of Radburn was built, including a small portion of the town center near the railroad station, including the signature Plaza Building and the Abbott Court Apartments (known as "Eldorado Village" today).

"CITY PLANNING IS THE ACT OF PROVIDING A MORE ADEQUATE PHYSICAL EXPRESSION... IT IS A CONSCIOUS EFFORT TO TRANSFORM OUR VAGUE IDEALS OF COMMUNITY LIVING INTO FORMS WHICH WILL ACCURATELY EXPRESS SUCH IDEALS."

FREDERICK L. ACKERMAN, THE ARCHITECTURAL SIDE OF CITY PLANNING (ARCHITECT OF THE PLAZA BUILDING)



Bird's eye view of Radburn during construction. Present day Plaza Road with its central grass median can be seen in the lower right of the photo as it approaches Fair Lawn Avenue.



Radburn is known as "a town for the motor age" that separated pedestrians and cyclists from the automobile.



The Plaza building is one of Radburn's and Fair Lawn's signature landmarks.

INTRODUCTION

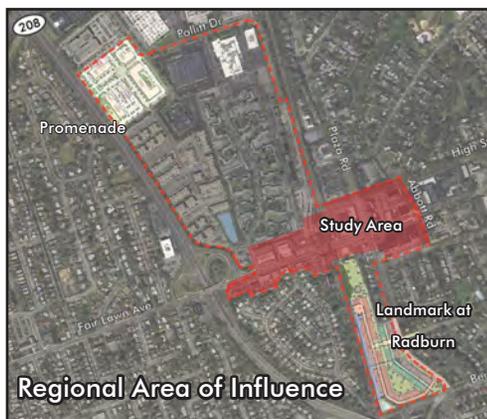
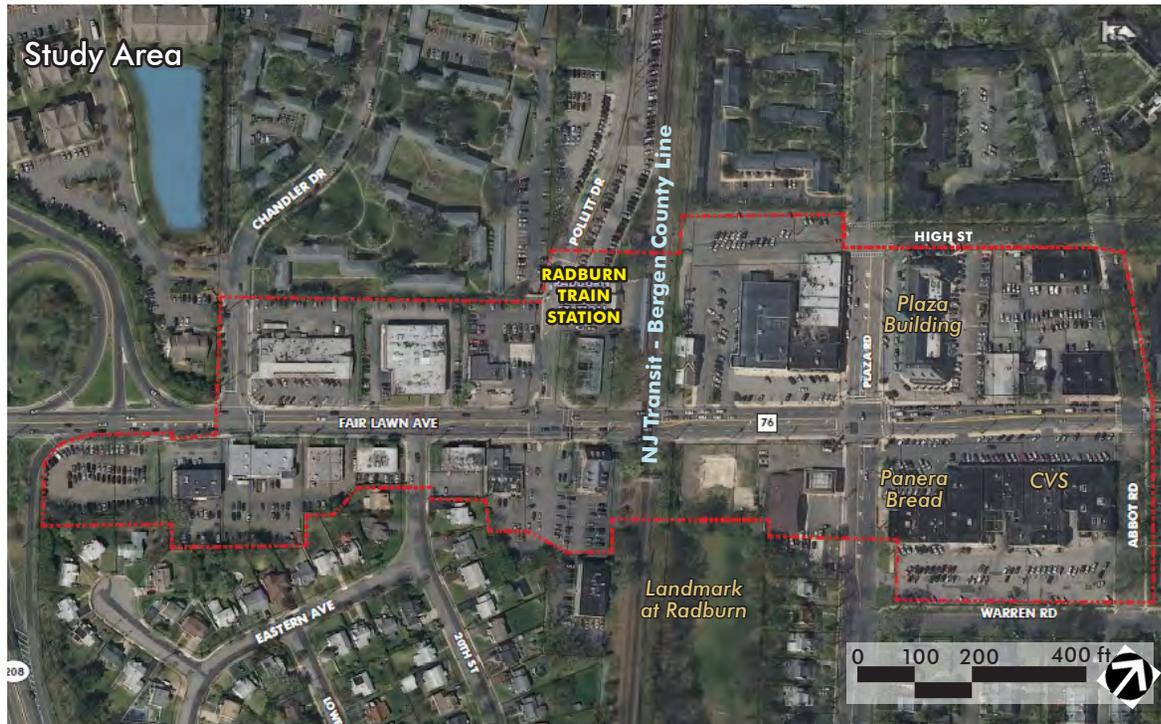
STUDY AREA

The Study Area encompasses the corridor along Fair Lawn Avenue between Route 208 & Abbott Road, including the Radburn Station Area in the Borough of Fair Lawn.

PROJECT GOALS

The project goals are as follows:

- Improve pedestrian safety, vehicular movement and parking along the Fair Lawn Avenue Corridor.
- Revitalize the Fair Lawn Avenue Corridor to act as a catalyst for reinvestment in underutilized properties.
- Reposition the Fair Lawn Avenue Corridor to become a more vibrant destination for retail, restaurants and other businesses.



REGIONAL CONTEXT/AREA OF INFLUENCE

As part of the initial investigation, the project team also examined a larger “Area of Influence” which included businesses and residential developments that have anticipated impacts on the Fair Lawn Avenue corridor. This area of influence was defined by the Promenade to the north, a mixed-use development featuring 65,000 sq. ft. of retail, service and office with 150 residential units; and, the Landmark at Radburn property to the south with ten acres of multi-family, two acres of open space and a total of 165 approved residential units.

BACKGROUND REPORTS

This strategic vision plan is meant to build upon past planning efforts, focus on key priorities established by stakeholders and generate significant momentum so action items can be implemented. The plan engaged a broad spectrum of the community to improve community design, transportation connections and choices, parking, and other issues. The effort will increase access to opportunities for residents, employers and visitors.

The following list of documents was reviewed as part of the background baseline for the Fair Lawn Avenue Corridor Vision Plan:

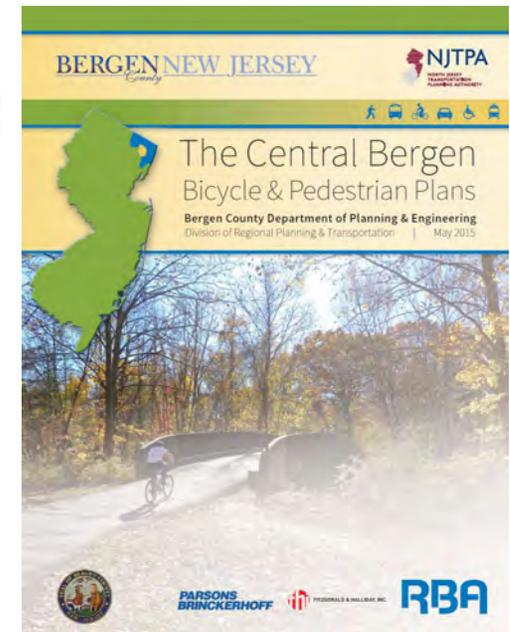
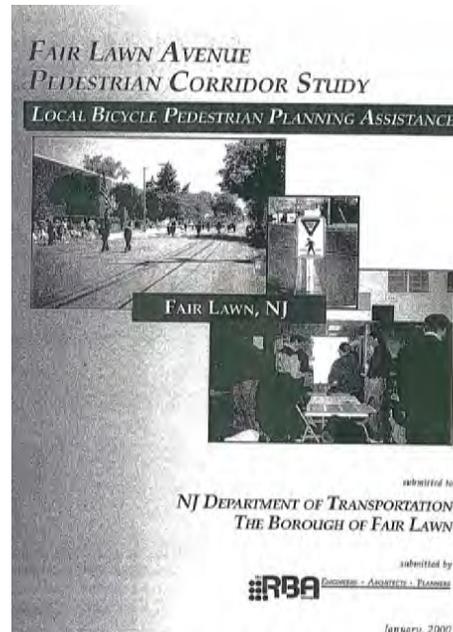
- Landmark at Radburn Site Plan, Proposed Residential Community (2015)
- The Central Bergen Bicycle & Pedestrian Plans, Bergen County Department of Planning & Engineering (2015)
- Borough of Fair Lawn Master Plan (2014)
- NJT Average Weekday Rail Boardings (2014)
- NJT Quarterly Ridership Trends Analysis (2013)
- Fair Lawn Avenue & Abbott Road Improvements (Bump-out) (2012)
- River Road Improvement Corp. Market Analysis & Strategic Planning Recommendations (2010)
- Route 208 Corridor Planning Study (2007)
- Borough of Fair Lawn Zoning Map (2000)
- Fair Lawn Avenue Pedestrian Corridor Study, Local Bicycle Pedestrian Planning Assistance (2000)



Master Plan

Borough of Fair Lawn • Bergen County, New Jersey

Adopted June 23, 2014



WALK & TALK TOUR

Steering committee members from the community led the Project Team on a “Walk and Talk” tour through the Study Area in June 2015. This allowed the Project Team to walk, observe and photograph the Study Area and gain insights into opportunities and constraints through the eyes and experiences of locals.

It should be noted that during the time of the Walk and Talk tour, and subsequent analysis contained in this report, the Deals commercial building became a Dollar Tree.



The steering committee experiences retail conditions along Fair Lawn Avenue



Steering committee gains understanding of the de facto kiss n’ ride for NJ TRANSIT train users



The steering committee tours the Deals/Dollar Tree & Rail Yard building and parking lot

EXISTING CONDITIONS

Fair Lawn Avenue is a major east/west route through Bergen County that connects Route 20 to Route 17 and serves as an alternative to Route 4. It is a County road with an annual average daily traffic (AADT) volume of approximately 19,000 to 24,000 vehicles according to ESRI Market Planning Solutions (2012). Traffic includes cars, buses, and trucks with origins and destinations within and through the Study Area. The entire length of Fair Lawn Avenue is a designated truck route as per municipal code. At Plaza Road, Fair Lawn Avenue is about 60 feet wide while at Pollitt Drive it is about 40 feet wide. The speed limit on Fair Lawn Avenue is 35 miles per hour.

Sidewalks are located along both sides of Fair Lawn Avenue and are generally four-to-six feet wide. There is typically a small grass buffer between the sidewalk and the road although in the shopping area there is no buffer and the sidewalks are a bit wider. Some sidewalks are in need of maintenance as there has been weathering and cracking over time leading to non-ADA compliant conditions. In many areas sidewalks are interrupted by driveways or other obstructions like sign poles which makes pedestrian circulation challenging and unsafe and discourages customers from parking in one location and visiting multiple businesses on foot. Ideal future conditions would relocate utilities below ground to alleviate visual obstruction to drivers. Most major intersections in the Study Area have standard marked crosswalks although in some cases the pavement markings are faded. Crosswalk markings are inconsistent in the Study Area. Two intersections have ladder crosswalks (one at Fair Lawn Avenue and one at Plaza Road and at High Street), while all others have a standard crosswalk.



Minimal tree coverage and challenging conditions for pedestrians along Fair Lawn Avenue.



Narrow obstacle-filled sidewalks are uncomfortable for pedestrians and limit seating and gathering opportunities.

STREETScape CONDITONS

- There are no pedestrian amenities, street furniture and minimal street-level activities.
- There is little shade tree coverage and insufficient pedestrian lighting.
- Sidewalks are constantly interrupted by parking lot entrances and other barriers, making pedestrian circulation unsafe and discouraging customers from parking once and visiting multiple businesses.
- The lack of properly assigned pick up/drop off areas in the Radburn Train Station creates dangerous conditions for transit riders.

EXISTING CONDITIONS

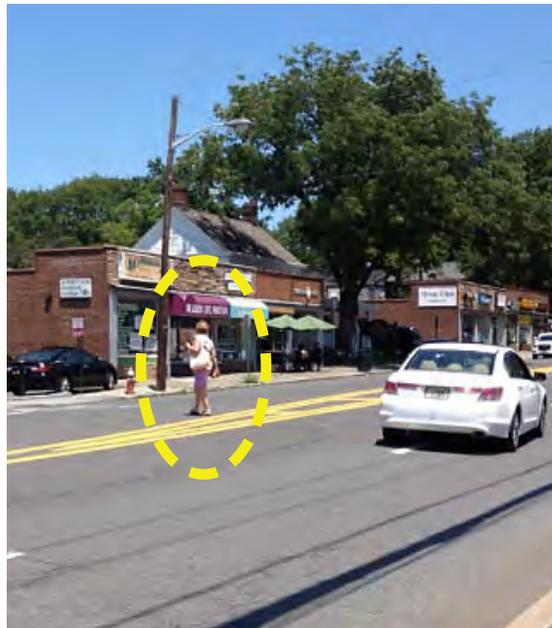
Most of the pedestrian activity in the study area is focused on access to transit trips primarily to or from the train station with a limited number of trips to or from bus stops on Fair Lawn Avenue and on Plaza Road. Only a few pedestrians were observed walking in the shopping area with trip purposes other than access to transit. Pedestrians were observed walking from the surrounding neighborhoods to the train station and also from the satellite park-and-ride lot located on Fair Lawn Avenue near Route 208.

Unsafe pedestrian and vehicular activity was observed particularly as a train approaches the station. Vehicles were observed traveling rapidly and maneuvering to quickly find a parking space or to drop off commuters. Pedestrians were observed running or walking quickly from all directions often crossing against traffic diagonally across Fair Lawn Avenue, Pollitt Drive and Plaza Road. While Pollitt Drive has a mid-block crosswalk near the train station only a limited number of pedestrians were observed using it. It was usually used when trains were not approaching.

Vehicles were observed picking-up and dropping-off commuters on both sides of the tracks in a disorganized fashion because of the lack of a designated drop-off and pick-up area at the train station. At one point, the vehicle queue to drop off commuters extended out of the parking lot onto Pollitt Drive and into the intersection with Fair Lawn Avenue.



Pedestrians unsafely crossing Fair Lawn Avenue near midblock locations instead of walking to designated crosswalks at Abbott or Plaza Road.



“RADBURN WAS A TOWN PLANNED TO CROSS STREETS SAFELY. YOU CAN’T DO THAT ANYMORE.”

-Fair Lawn resident



Crossing from Panera Bread to the Plaza Building is about 150'; the equivalent of crossing a New York City Avenue, or the equivalent of ten (10) driving lanes.

TRANSPORTATION ANALYSIS

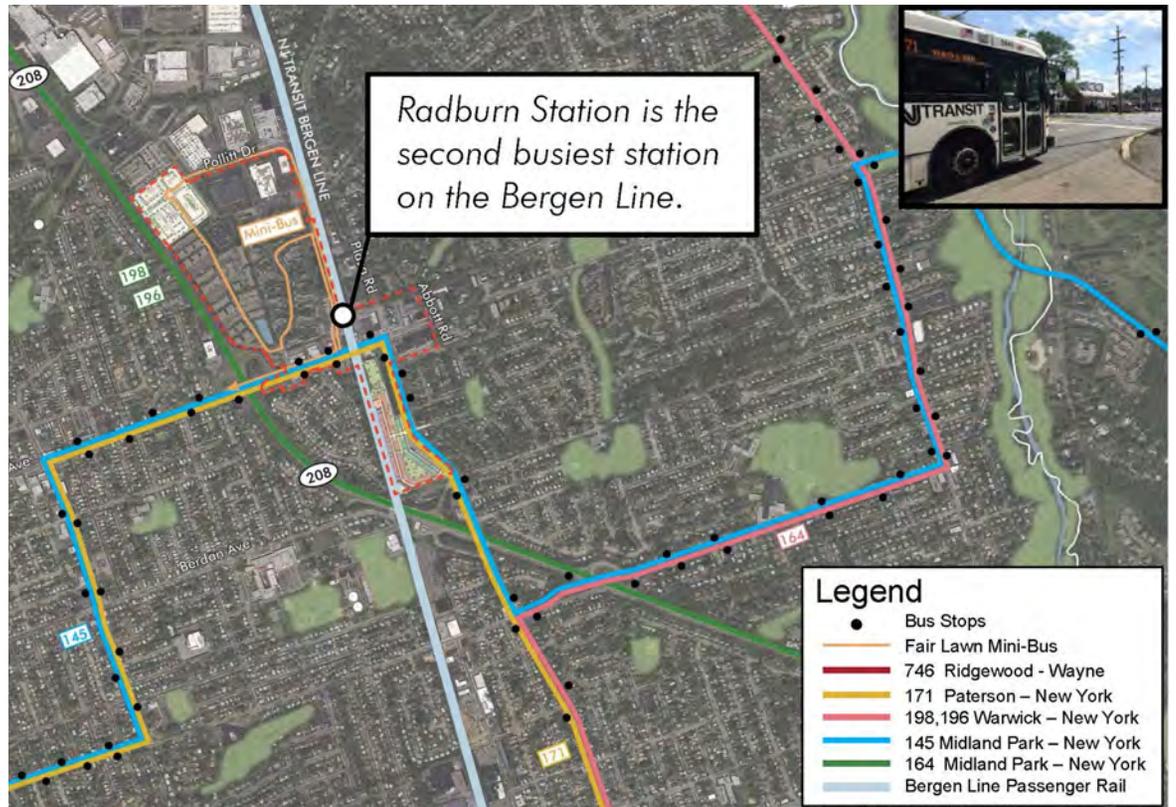
The Radburn Train Station on the Main/Bergen Line had the second highest average weekday passenger boardings (1,552) in FY 2015. The station has seen about a 33 percent increase in ridership over the past ten years. According to the 2013 NJ TRANSIT rail passenger survey, almost 43 percent of the passengers drive alone and park at the station. Nearly 36 percent walk to the station and about 17 percent travel by car and are dropped off.

About 70 percent of the passengers are residents of Fair Lawn. Of those passengers that drive and park, about 64 percent use the station parking lot, 19 percent park in a lot near the station and 17 percent park on-street. About 78 percent of the passengers are traveling to New York and about 22 percent are traveling within New Jersey.

The study area is also served by NJ TRANSIT's 145 and 171 bus routes. The 145 route travels from Fair Lawn, through Paramus to the Port Authority Bus Terminal (PABT) in midtown Manhattan. The 171 route travels from Paterson to Fair Lawn to Paramus, through Teaneck and Fort Lee across the George Washington Bridge (GWB) to the GWB Bus Station. Both routes have stops along Fair Lawn Avenue including a stop near the train station and stops on Plaza Road just south of Fair Lawn Avenue.



NJ TRANSIT bus 171 approaching a stop near the Radburn Train Station.





Children crossing Fair Lawn Avenue with their bicycles.



Existing bicycle racks at the Radburn Train Station.



A designated and improved bicycle route on Berdan Avenue connects to the Saddle Creek River.

TRANSPORTATION ANALYSIS

BIKE INFRASTRUCTURE

The research team observed limited bicycle activity to the train station and through the corridor. This may be due to a combination of the heavy traffic on Fair Lawn Avenue and the lack of bicycle lanes or sharrows (shared-lane markings) and the lack of bicycle racks in the downtown shopping area. Bicycle racks at the train station were only partially filled.

The Borough of Fair Lawn has a designated bicycle route along Berdan Avenue to Saddle River Road to a designated bicycle path within the Saddle River County Park. The route includes a gated pedestrian railroad crossing at grade across the NJ TRANSIT Bergen County Line tracks, but does not connect directly to the Fair Lawn Avenue Corridor.

PARKING ANALYSIS

CURRENT PARKING CONDITIONS

The Project Team conducted a parking assessment of the Fair Lawn Avenue Corridor. The parking assessment analyzed existing parking conditions and provides recommendations to enhance the utilization of the Borough's parking assets to support local businesses, and future economic development. A well-managed and operated municipal parking system promotes the free flow of traffic and pedestrian safety, enhances residential quality of life, provides convenient parking to support local businesses and generates adequate revenue to cover operating costs, facility improvements and future parking and economic development.

In order to undertake this study, the Project Team, attended meetings with Borough representatives, reviewed parking related data, performed field



Existing on-street parking allows businesses to better accommodate customers and alleviate competition with commuters.

observations and parking counts, and obtained feedback and input from residents, business owners and stakeholders at the Fair Lawn Avenue Vision Plan Open House.

The parking facilities are utilized by multiple user groups. Patrons of the retail businesses, owners and employees of the business and commuters using NYC-bound train service all use the parking lots. The following characterizes the current parking supply and demand conditions at the Fair Lawn Avenue area, based on the Borough and New Jersey Transit's supply data and the observations conducted by the Project Team on weekdays between July and October, 2015.

PARKING SUPPLY

The study area contains twenty-six publicly and privately owned surface parking lots totaling 1,302 spaces and 48 on-street parking spaces. Approximately 369 parking spaces are municipally owned or controlled and available to the general public. The Project Team inventoried and documented the utilization of several of the prominent private parking lots in the study area to better understand the parking demand associated with these facilities, as well as to identify opportunities to maximize these parking lots to support economic development in the study area. Surface parking lots reaching 100% occupancy

during peak demand include: the front parking area of Panera Bread/CVS, Exxon and Gulf Gas Station lots, the Post Office lot, and the rear parking area behind Zadies Kosher Bake Shop.

Commuter parking lots within the Study Area, as highlighted on the next page, have reached or are approaching 100% occupancy. The surface lot behind Dollar Tree (formerly Deals) currently serves as an unofficial pick-up and drop-off area for commuters. Given the variety of parkers in the study area (commuters, retail patrons, restaurant clientele, office employees, and visitors) consistent enforcement of posted parking restrictions and permit requirements is key.

Other parking conditions observed by the Project Team during the parking assessment included the following conditions:

- On-street parking is very limited
- The lack of sufficient parking at the train station forces commuters and shoppers to compete for parking
- The segregation of the surface lots behind the Post Office create awkward vehicular access conditions for patrons

A detailed report of peak parking demand by parking lot and existing parking supply for each facility by payment or user type, and handicap vs

PARKING ANALYSIS

PARKING FOR NJ TRANSIT

PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	JULY 2015 COUNT	OCTOBER 2015 COUNT	OCCUPANCY
1	LOT 01 NJT/ MUNICIPALITY	156	9:00 AM - 4:00 PM	156	156	100%
2	LOT 02 MUNICIPALITY	65	9:00 AM - 4:00 PM	65	65	100%
3	LOT 03 MUNICIPALITY	23	1:00 PM - 4:00 PM	23	23	100%
4	LOT 04 NJDOT	77	9:00 AM - 4:00 PM	77	83	103%

EXISTING ON-STREET PARKING

PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	JULY 2015 COUNT	OCTOBER 2015 COUNT	OCCUPANCY
5	PLAZA ROAD	6	3:00 PM - 4:00 PM	6	6	100%
6	HIGH STREET	10	11:00 AM - 2:00 PM	4	4	40%
7	ABBOTT ROAD (N OF FLA)	15	1:00 PM - 2:00 PM	15	10	83%
8	FAIR LAWN AVE	7	1:00 AM - 3:00 PM	5	6	78%
9	ABBOTT ROAD (S OF FLA)	10	1:00 PM - 3:00 PM	4	3	40%

COMMUTER LOTS FOR THE RADBURN STATION REACH 100% OCCUPANCY DURING PEAK DEMAND - FORCING COMMUTERS AND SHOPPERS TO COMPETE FOR PARKING.



LOCAL RETAIL MARKET ANALYSIS

METHODOLOGY

DIRECT ASSESSMENT

A physical analysis of the district was performed with an eye towards the district characteristics that support successful business environments, including physical conditions, cleanliness and safety, visibility, accessibility, and business and residential density. The analysis then considered the business density and mix by analyzing the district’s size and geographic pull within the region.

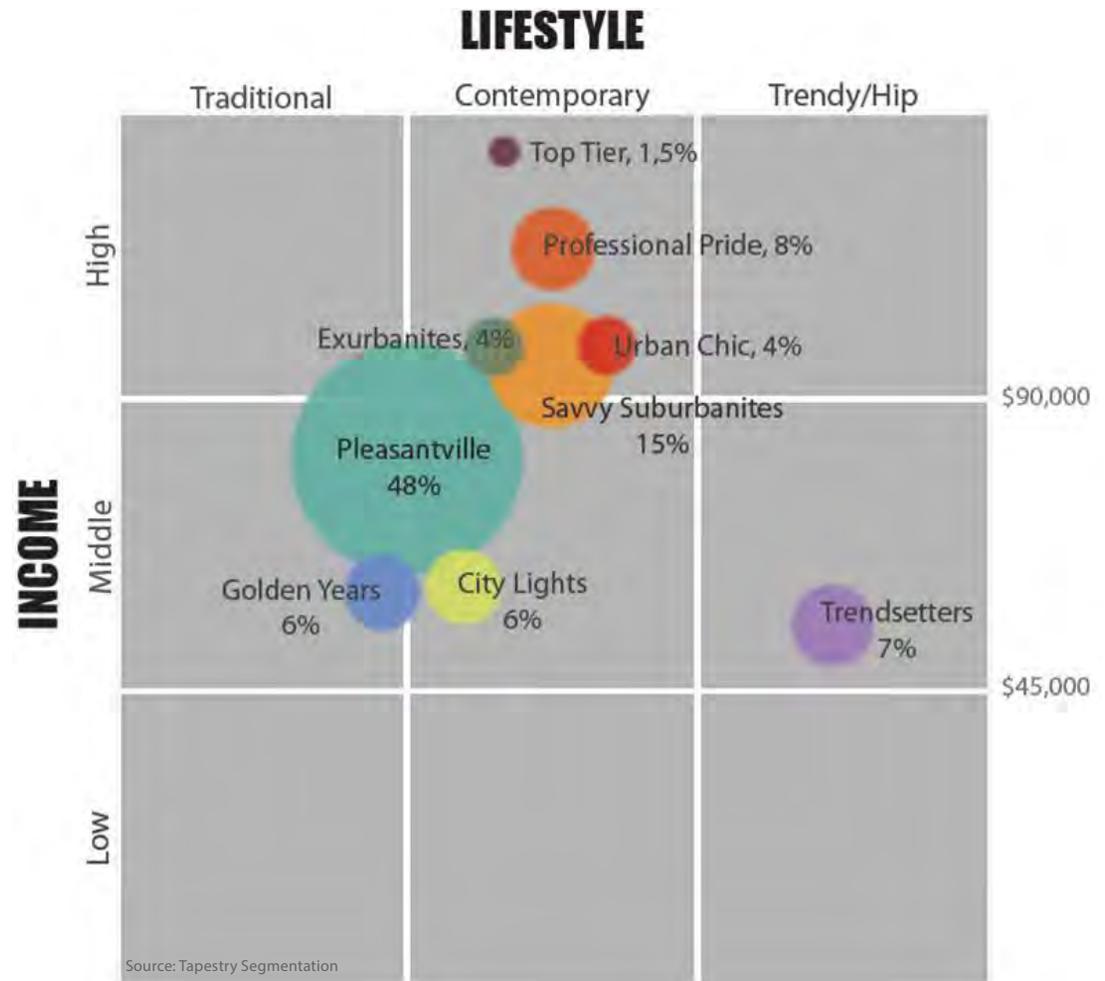
COMMUNITY OUTREACH

Interviews with stakeholders were conducted with business and property owners, which allowed a deeper understanding of the driving vision for the area and shed light on the major strengths, weaknesses and needs of the district.

MARKET ANALYSIS

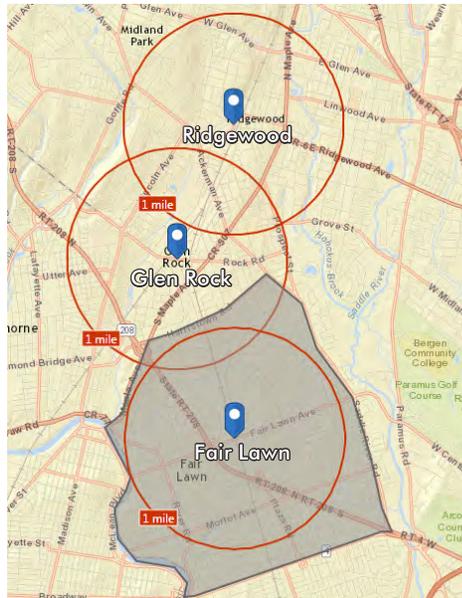
Based on interviews, an analysis of the business mix and physical conditions, and the team’s experience working in similar urban business districts, the team defined and analyzed a primary trade area based approximately on a one-mile radius from the Radburn Train Station. For the trade area the project team analyzed the following:

- Demographics
- Economics
- Psychographics
- Consumer Spending Data
- Competitive offerings and shopping districts



MARKET SEGMENTS WITHIN ONE MILE OF RADBURN STATION

- **47.5% Pleasantville:** Middle-age couples who spend their spare time doing sports and watching movies. Shop at discount and upscale stores. Enjoy gardening and home improvement.
- **15.2% Savvy Suburbanites:** Well-educated and wealthy families. Hobbies include home remodeling and gardening, sports and exercise. Enjoy organic food, wine and cultural events.
- **8% Professional Pride:** Well-educated, career-oriented professionals with typical long commutes and tight schedules. They are frequent travelers, avid readers and tech savvy.



Trade Areas were examined to understand the greater retail market within close proximity to the corridor.



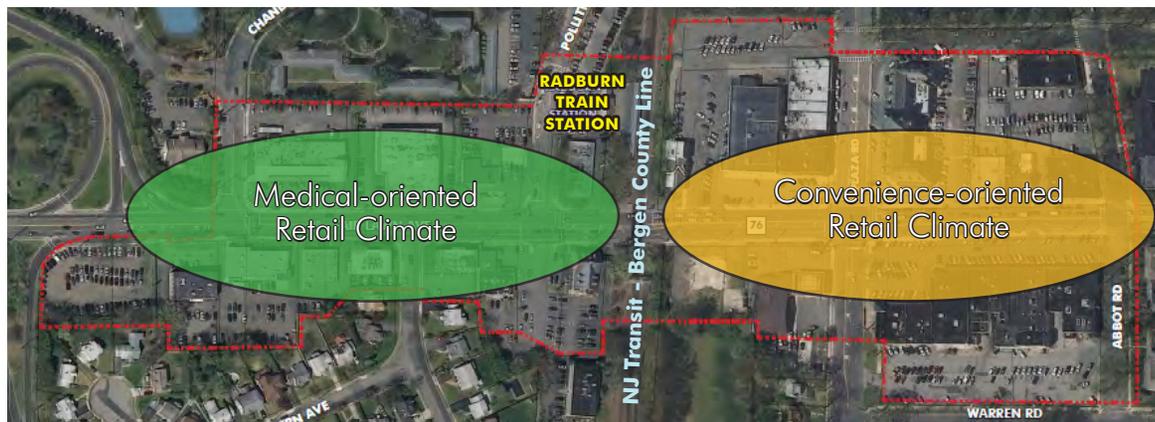
Study Area Retail Tenant Mix

COMMERCIAL CORRIDOR CLASSIFICATION & TRADE AREA DEFINITION

Fair Lawn Avenue has approximately 30 retail stores and 70,000 square feet of commercial space, which characterize the corridor as a convenience - and neighborhood-oriented center. However, these offerings are bifurcated by Fair Lawn Avenue, which effectively reduces the size of the district and therefore selection and offerings that a customer can take advantage of in a single visit where they park once and walk to multiple destinations.

BUSINESS DENSITY AND MIX

There are two main retail microclimates in the Study Area: convenience-oriented to the east of the Radburn Train Station and medical-oriented to the west. The convenience-oriented business includes delis, pharmacies, take-out restaurants, etc. The medical-oriented includes mostly physicians' offices.



The two sides of the convenience-oriented node along Fair Lawn Avenue result in a fragmented district. Fair Lawn Avenue is a physical barrier that makes it difficult to patronize multiple businesses during a single visit due to parking limitations and the dangers of crossing Fair Lawn Ave, particularly at mid-block. Given its convenience and neighborhood oriented character, a primary trade area was defined based on a mile radius from the Radburn Train Station. Additionally, for comparison data was collected from nearby municipalities with similar commercial districts based on a one-mile radius of their train station. These municipalities include Glen Rock and Ridgewood.

There are two main retail microclimates in the district: a convenience-oriented to the East of the Radburn Train Station and a medical-oriented to the West

BUSINESS FEEDBACK

Stakeholders identified the following challenges associated with having a more vibrant and successful commercial district:

- The public realm weakens the customer experience. Sidewalks are narrow and/or in disrepair, lighting is insufficient, and tree coverage and landscaping are minimal. Once people come to the district, they have no reason to linger or to stay.
- The cost of doing business in Fair Lawn has recently increased due to a tax reassessment, which makes it harder for independent business owners to thrive.
- There is a lack of unity among merchants (low administrative capacity) within the Study Area to carry out business improvement efforts.

Additionally, stakeholders identified the following opportunities and assets:

- The historical character of the Study Area and its proximity to Radburn make it a unique place.
- The centrality of the Study Area and the presence of the train station make Fair Lawn Avenue a logical place for a convenience-oriented civic node at the heart of Fair Lawn.
- There is interest and demand for development in the Study Area.

	Variable	Fair Lawn*	Glen Rock*	Ridgewood*
Dense and populous →	Total population	31,704	14,949	14,282
	Households	11,673	5,256	5,116
	Pop. Density (persons per sq. mile)	6,370	4,681	4,445
Composed of families →	Household size (average)	2.71	2.84	2.78
	Family households	75.3%	78.5%	73.5%
Middle - age →	Median Age	43.5	42.6	42.3
	White population	84.0%	86.4%	81.3%

***Demographics Based on a 1-mile radius trade area centered at the train station**

Source: ESRI Business Analyst, 2015

		Fair Lawn*	Glen Rock*	Ridgewood*
Composed of homeowners →	Owner occupied housing units	75.1%	80.8%	63.9%
	Median Household Income	\$96,495	\$126,914	\$128,096
Prosperous →	Households earning \$100,000 and above	48.20%	59.9%	57.6%
Educated →	25+ with Bachelor's Degree	30.3%	34.1%	42.0%
	Residents in White Collar Occupations	77.2%	82.7%	82.5%
Professional →	Residents in professional and managerial occupa	51.3%	56.1%	61.6%
Less car reliant →	Households without a car	721	124	296

***Demographics Based on a 1-mile radius trade area centered at the train station**

Source: ESRI Business Analyst, 2015

REAL ESTATE ANALYSIS

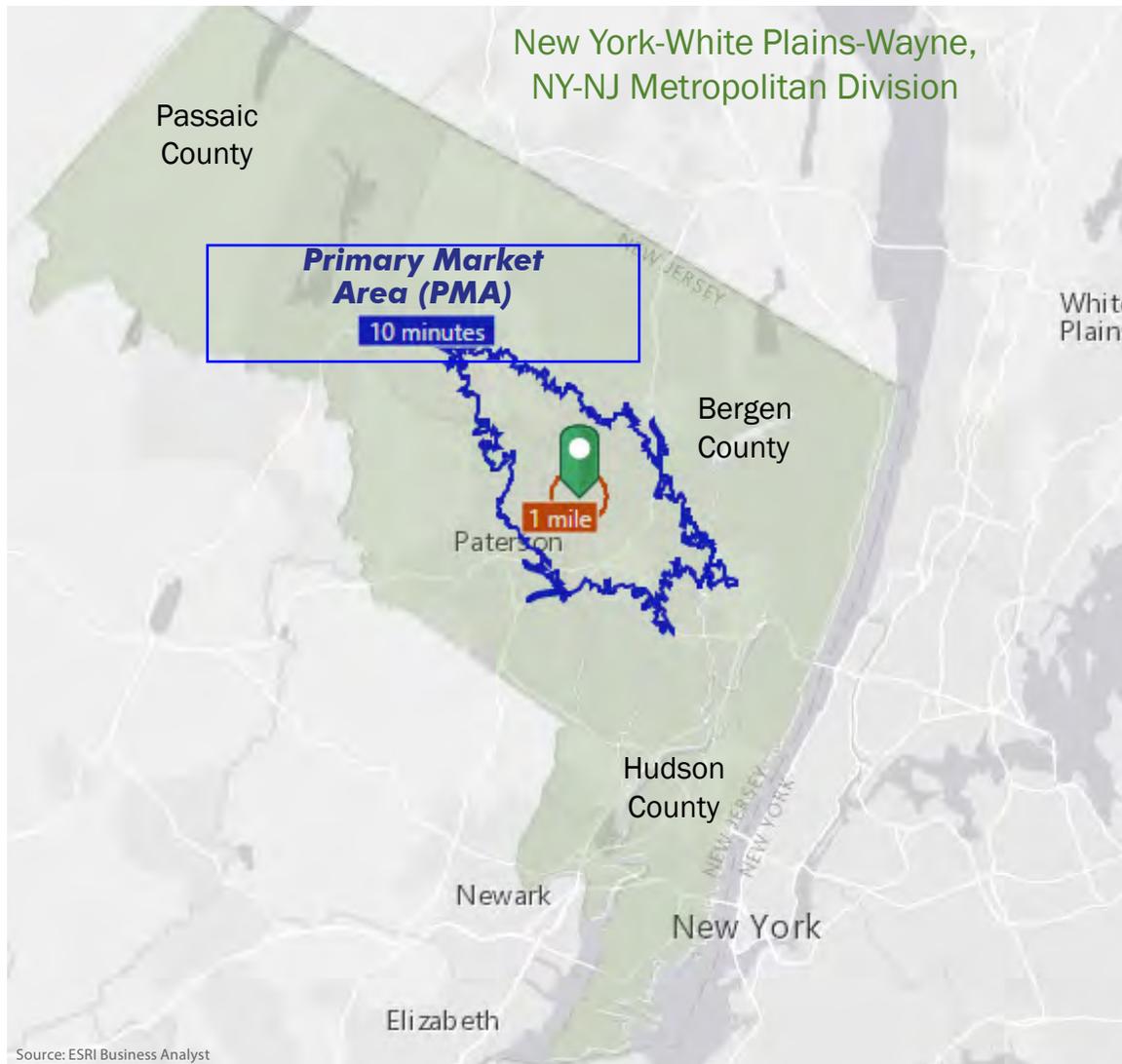
DEMOGRAPHIC TRENDS

In analyzing local and regional demographic trends in Fair Lawn and the vicinity, the project team established a baseline understanding of expected population changes over the next five years, to inform discussion of potential market demand for housing and office amenities.

Using a combination of public and private data sources, the project team then identified and analyzed multi-family residential and office real estate trends, locally and regionally. Metrics identified and analyzed include inventory (e.g., units and square footage), lease/rental rates, vacancy rates, and the projected pipeline of residential units and office square footage to be developed over the next five years.

Subsequent to analyzing local and regional real estate trends, the project team performed traditional supply/demand analyses for multi-family residential and office space in the market area. Recommendations for Fair Lawn were then developed based on this research, as well as qualitative research gathered from site visits and stakeholder input.

To support economic growth and vibrancy around the Radburn Train Station, Fair Lawn has an opportunity to capture a portion of the identified demand for residential and office development in the larger region.



Source: ESRI Business Analyst
Convenience Trade Area: One mile radius circle from Radburn Station
Primary Market Area (PMA): 10-minute drive time contour from Radburn Station
New York-White Plains-Wayne, NY-NJ Metropolitan Division (Metro): Includes Bergen, Hudson, and Passaic counties.

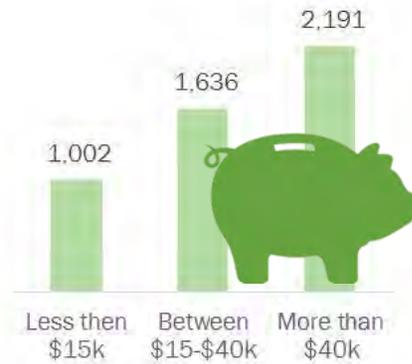
REAL ESTATE ANALYSIS

In Fair Lawn Borough, Bergen County, and the New York MSA, population growth has occurred since 2010, and is expected to continue through 2020. Within this growing population, Fair Lawn’s greatest relative population growth is expected in older empty nesters (ages 65 to 74), followed by younger workforce and graduates (ages 25 to 34). Relative population decline is expected in late-stage families (ages 45 to 54), followed by grade school-age children (ages 5 to 14). These general trends also hold in the County and MSA. By 2020, the young empty nesters cohort (ages 55 to 64) is expected to replace late-stage families as the largest age cohort in Fair Lawn Borough.

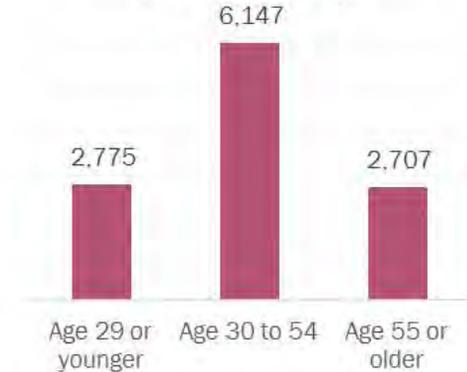
New housing development should appeal to these growing cohorts, including housing suitable for empty nesters (who may be looking to downsize) and young workforce and recent college graduates, looking for more affordable multi-family options. These young professionals, empty nesters, and senior citizens are also becoming less car-dependent, and will increase demand for transit-oriented development in coming years.

Residential owner-occupancy rates are much higher in Fair Lawn (78 percent) and Bergen County (64 percent) than in the surrounding MSA (50 percent). The low housing vacancy rates in Fair Lawn Borough (3.7 percent) and Bergen County (4.8 percent) may indicate a tight housing market in the region. These vacancy rates are lower than the generally accepted healthy vacancy rate of around six to seven percent, potentially indicating high demand for housing.

Pent-up Worker Housing Demand by Job Earnings

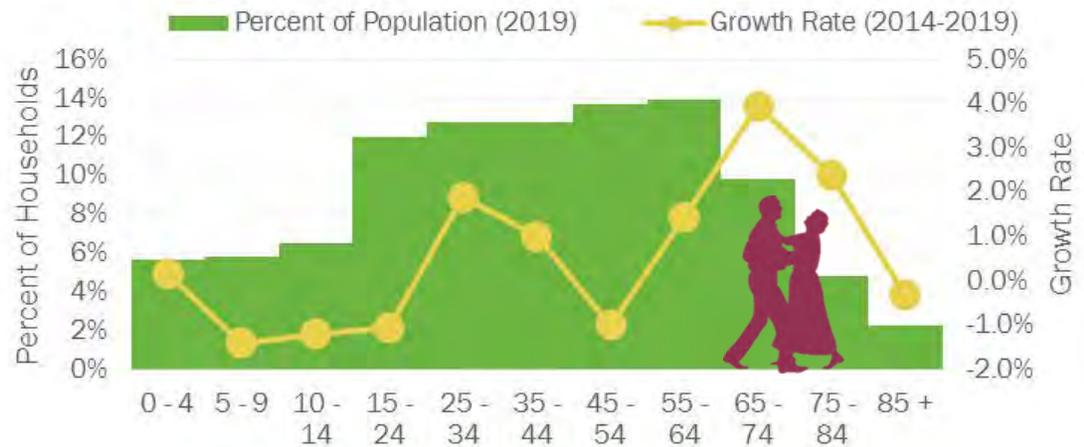


Pent-up Worker Housing Demand by Age



Pent-up housing demand from low-to moderate-income workers commuting into the Primary Market Area.

Household Change by Age: Primary Market Area (PMA)



Young professionals & empty nesters are likely to impact housing demand for the foreseeable future.

REAL ESTATE ANALYSIS

REAL ESTATE TRENDS : MULTIFAMILY

While the low vacancy rate indicates a tight multi-family housing market in Fair Lawn, there have been recently constructed mixed-use residential developments adding to area housing stock, like the Fair Lawn Promenade and more in the pipeline, including the Landmark at Radburn developments. The Promenade consists of 150 rental apartment units, with approximately 65,000 square feet of adjacent office and retail space. According to Garden Homes Management Corporation, rents at Fair Lawn Promenade start at \$2,000 for one-bedrooms, \$2,600 for two-bedrooms, and \$3,900 for 3-bedrooms.

Garden Homes, the developer of the Promenade, anticipates rapid leasing activity due to pent-up

demand for high-grade, well-located housing in the Bergen County region. The Landmark at Radburn is in the process of starting development, and will consist of 165 affordable residential units for families, as defined by the New Jersey State Affordable Housing Guidelines.

In the greater metro area, August 2015 data indicate approximately 40% of the available rental units were characteristic of two-bedroom units. Average asking rents within Bergen County ranged from \$1,350 for a studio, \$1,660 for a one-bedroom, \$2,620 for a two-bedroom, and \$4,770 for a three-bedroom.

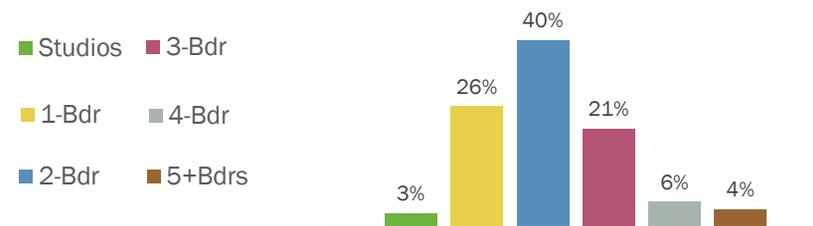
According to 2015 US Department of Housing and Urban Development (HUD) Assistance

Income Limits data, the annual household income threshold in the Bergen-Passaic NJ HUD Metro Fair Market Rent (FMR) Area ranged from \$19,500 to \$46,100, for one-person extremely low- and low-income households, respectively. Assuming that an affordable rent would be no more than 30 percent of a household's monthly income, an affordable rent in the Bergen-Passaic, NJ HUD Metro FMR Area would be up to \$488 per month for an extremely low-income one-person household and up to \$1,153 per month for a low-income one-person household. On average, asking market rents in the Metro area are relatively unaffordable for many low-income households.



The Promenade consists of 150 rental apartment units, with approximately 65,000 square feet of adjacent office and retail space.

Available Rental Inventory by bedroom Type: Metro



Multifamily Properties for Sale

Type	Properties	Average Price	Average Price per SF
Mid/High-Rise	11	\$1,797,990	\$139
Duplex/Triplex/Fourplex	9	\$408,089	\$122
Garden/Low-Rise	15	\$1,979,214	\$89
Total	35	\$1,495,809	\$114

Available multifamily housing inventory breakdown

REAL ESTATE ANALYSIS

SUPPLY - DEMAND: MULTIFAMILY

In 2015, existing net housing demand within the 10-Minute Drive Time Primary Market Area (PMA) is approximately 4,230 units – largely the result of pent-up demand from workers commuting from outside the area. Approximately 81 out of every 100 PMA workers commute from outside the PMA. Assuming no additional housing is built in the PMA beyond what is currently in the development pipeline (1,368 condominium and townhome units), by 2030, there will be net demand for approximately 11,630 units within the PMA, assuming a flat household growth scenario (0.5% per annum). Much of this demand will come from pent-up worker demand, as well as replacement of physically obsolescent residential units and some household growth.

While the recommended amount of residential development has not been determined at this time, indication of demand shows that should Fair Lawn decide to pursue development, it is unlikely to sit vacant. This does not mean to imply Fair Lawn has to or must absorb large amounts of housing in order to sustain a revitalized local economy. Research suggests that young professionals and empty nesters, who prefer to live near jobs, entertainment, and service amenities, are the two segments most likely to impact residential housing demand in the region for the foreseeable future. Residential and mixed-use development could add to a vibrant, transit-oriented node in the area.

“DEMAND SHOWS OPPORTUNITY FOR RESIDENTIAL AND MIXED-USE DEVELOPMENT WITHIN A TEN-MINUTE DRIVE OF THE RADBURN TRAIN STATION.”



The Fair Lawn Promenade is a recent mixed-use multi-family development with office and retail within a ten-minute drive of the Radburn Train Station.

REAL ESTATE TRENDS: OFFICE

EXISTING OFFICE TRENDS

As previously discussed, the Fair Lawn Promenade, a mixed-use development, contains new office development, and is the only identified new office development in the vicinity. According to August 2015 data, within the 10-minute drive time PMA, there were 28 office properties for sale with nearly 275,900 square feet of available space. Medical office properties account for 36% of these office properties and 46% of the available office space on a square-foot basis. There were also 126 office properties for lease with over 1.5 million square feet of available office space.



REAL ESTATE ANALYSIS

General office building properties account for 74 percent of all office properties and 87 percent of the available office space on a square-foot basis. Overall, there is approximately 1.8 million square feet of existing vacant office space in the PMA (both for sale and for lease), in addition to new office space in the development pipeline. Medical office property makes up 46 percent of the available for-sale office space on a square-foot basis (131,998 square feet), and the majority of for-lease space (1.3 million square feet, or 87 percent of available square footage) is characteristic of general office.

OFFICE SECTOR GROWTH & DEMAND

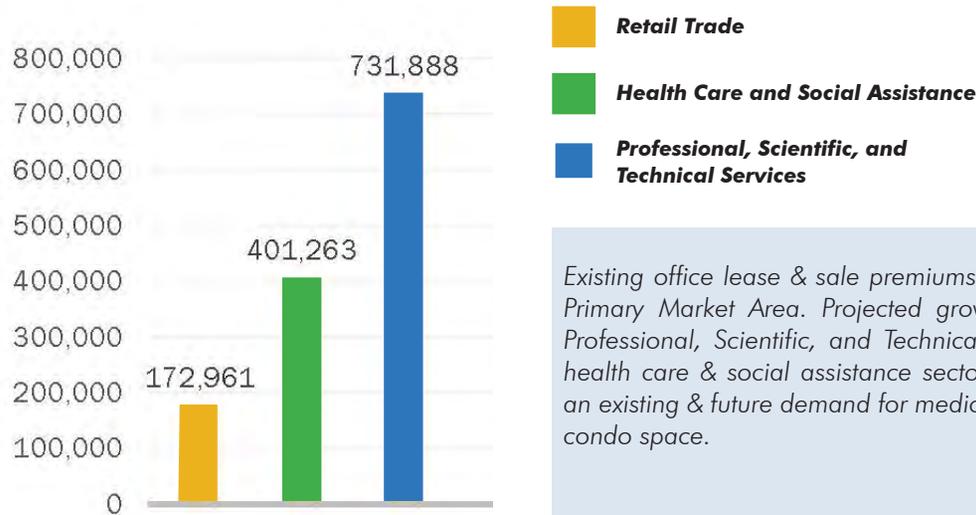
An estimated 20,540 new jobs will be added to the PMA by 2030, and this projected job growth is expected to include 9,300 new employees who will work in an office setting. The Professional, Scientific, and Technical Services (PSTS) sector alone is expected to add nearly 4,180 new office workers, while the health care and social assistance sector is expected to add another 2,300 new office workers over this 15-year period. These projected new office workers will create

demand for over 1.6 million square feet of new office space within the PMA by 2030 - the PSTS sector representing 45% of all new office space demand, and the health care/social assistance and retail trade sectors each representing 25 and 11% of total office space demand, respectively.

Existing office lease and sale premiums within the PMA, and projected growth in the PSTS and health care/social assistance sectors suggest an existing and future demand for medical and office condo space, some of which could potentially be accommodated within mixed-use TOD at the Radburn Station. However, much of the new office space demand within the PMA could be accommodated within the existing 275,900 square feet of office space for sale and the 1.5 million square feet of office space for lease currently available within the PMA, as well as the new office space associated with the development projects proposed within the PMA.

**“NEW OFFICE DEMAND
WILL LARGELY BE MET BY
EXISTING VACANCIES
AVAILABLE WITHIN A TEN-
MINUTE DRIVE OF THE
RADBURN TRAIN STATION.”**

Net New Office Space Demand



PHASE II:

WHERE DO WE WANT TO GO?



COMMUNITY OUTREACH AND EVENTS

ADVISORY COMMITTEE

The Project Team relied on the expertise of the local partners and members of the project's Advisory Committee. The Advisory Committee consists of active members of the Borough of Fair Lawn's government, the Fair Lawn Economic Development Corporation, Bergen County Economic Development Corporation, and NJ TRANSIT. In addition to giving the Project Team direct feedback, they were charged with coordinating a grass-roots community outreach and involvement process. The group met at each phase of the project to review, research, and discuss ideas and make recommendations.

The Project Team conducted several input sessions with stakeholder group representatives and individuals who live, work and traverse the Study Area. These sessions were coordinated with established local organizations to broaden community participation and stakeholder input.

List of Community Stakeholders that participated in the focus groups:

- Key landlords within the study area
- Tenants within the study area
- Local business owners
- Fair Lawn Borough officials
- Radburn Association



Mid-day traffic on Fair Lawn Avenue with NJ TRANSIT Bus 171 (Paterson/New York) about to pick up riders further down the corridor.



Plaza Building and existing single-story retail on the corner of Plaza Road and Fair Lawn Avenue.

COMMUNITY OUTREACH AND EVENTS

On-the-Street Interviews

Members of the Project Team also engaged people on the street and at local businesses along the Fair Lawn Avenue Corridor to have conversations with key constituencies, including civic, managerial, residential, real estate and business interests. These interviews provided insight into the current market and investment climate and occurred from June to July of 2015. The Project Team used these conversations to gain insight to inform the local market analysis. Questions asked to stakeholders included the following:

- What kinds of trends are taking shape and how will these emerging trends inform investment decisions?
- What kinds of challenges exist today that prevent or deter investment in Radburn and Fair Lawn Avenue?
- Where are there opportunities for improvements along Fair Lawn Avenue?



The Project Team engaged local businesses along the Fair Lawn Avenue corridor to provided insight into the trends, challenges, and opportunities that exist along the corridor.

OPEN HOUSE COMMUNITY WORKSHOP

FAIR LAWN AVENUE CORRIDOR VISION PLAN



SAVE THE DATE! OCTOBER 13, 2015

OPEN HOUSE
for
COMMUNITY INPUT

TUESDAY, OCTOBER 13, 2015
(PREVIOUSLY SCHEDULED ON SEPT. 29TH)

DROP IN ANYTIME BETWEEN
4:00 - 8:00 PM

THE FAIR LAWN COMMUNITY CENTER
10-10 20th Street
Fair Lawn, NJ

(Please use the left entrance near the theater)
Free Refreshments Provided

Come Give Us Your Ideas,
We Need Your Feedback!

THE FAIR LAWN AVENUE CORRIDOR VISION PLAN is a collaborative strategic planning initiative involving the Borough of Fair Lawn, the Bergen County Economic Development Corporation (BCEDC), the members of the Fair Lawn Economic Development Committee (FLEDC), and NJ TRANSIT and coincides with NJ TRANSIT's ongoing process of encouraging transit-oriented development and economic revitalization where possible along the existing rail system to increase transit ridership and improve connectivity.

The plan is focused on the Radburn Station Area and along the Fair Lawn Ave Corridor between Route 208 and Abbot Road.

- Tell us about the **corridor today**.
- Take the **Community Vision Survey**.
- Help shape the **vision for the future** of the Fair Lawn Avenue Corridor.

An evening Open House Community Workshop was held at the Fair Lawn Community Center on October 13, 2015. The event was advertised with flyers, e-mail distribution lists, and postings on local websites. The meeting was attended by over 100 residents, with a wide variety of stakeholders from the Study Area and surrounding neighborhoods.

At this meeting, the Project Partners and Project Team provided a general project overview including the project goals, schedule and process to be implemented. Participants were then asked to move around to various stations structured by topic. The Project Team was available at each station to discuss concerns, challenges and priorities for the Study Area.

Workshop attendees were encouraged to provide input on issues and priorities within the study area in the form of submitted forms, as well as input at the stations which included:

STATION 1: MEET AND GREET

Participants signed-in and picked up an index card with a series of colored dots. They were then asked to review some boards to familiarize themselves with the Fair Lawn Avenue Corridor and Project Goals, Process and Study Area map.

STATION 2: DOT-MOCRACY: ORIGINS AND DESTINATIONS

Project Team members discussed with workshop attendees where attendees traveled within the Study Area and the larger region. Participants were asked to place a light blue dot to identify where they lived, a dark blue dot to identify where they worked, green dots to identify places they like most (shopping, entertainment, dining, schools, places of worship, etc.) and red dots to identify places they like least on the aerial photos.



How can the Corridor be revitalized to act as a catalyst for reinvestment?



How can pedestrian safety, vehicular movement, and parking be improved?



How can the Corridor evolve into a more vibrant local destination?

OPEN HOUSE COMMUNITY WORKSHOP

STATION 3: PRESENTATION & COMMUNITY VISION SURVEY

Project Team members facilitated an interactive presentation asking participants to select images to help shape the vision plan for appropriate streetscapes, intersection improvements, open space, and architectural character within the Study Area.

STATION 4: EXISTING CONDITIONS & POTENTIAL CONCEPTS

Participants at this station placed small Post-it notes on a large aerial photo of the Corridor, as well as a large aerial of the Corridor that had potential streetscape improvements overlaid on top. On these Post-it notes participants gave their best ideas and feedback for mobility improvements at specific locations along the Corridor. Participants also had the opportunity to write their “Best Ideas” for the corridor on large note pads that were placed on a wall visible to all in attendance.

STATION 5: CIRCULATION & PARKING

Project Team members discussed with workshop attendees some of the parking, circulation, bicycle and pedestrian mobility concerns within the corridor. Participants were asked to place green dots on potential mobility improvements they liked most within the corridor and conversely red dots on potential improvements they liked least.

STATION 6: DEMOGRAPHIC, MARKET & ECONOMIC ANALYSIS

Participants were given the opportunity to discuss the findings of the local and regional economic analysis to better understand their community.



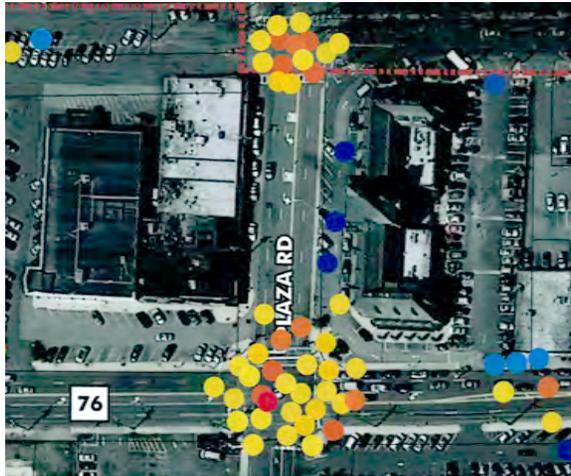
Participants engaging the Project Team and sharing their vision at each station.

Open House Community Outreach

The open house flyer was distributed to various civic organizations, associations, and placed online and in key locations around the Borough, including:

- Radburn Train Station
- River Road Improvement Corporation
- Broadway Improvement Corporation
- Fair Lawn School District
- Fair Lawn Chamber of Commerce
- Fair Lawn Rotary Club
- Dutch House Tavern
- Minutemen Press
- Exxon Gas Station
- Dunkin Donuts (Radburn)
- Community News
- The Radburn Association
- The Radburn Citizens Association
- The Fair Lawn League of Women Voters

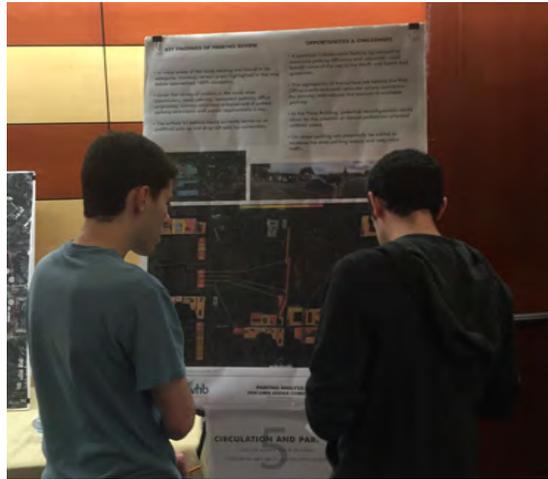
OPEN HOUSE COMMUNITY WORKSHOP



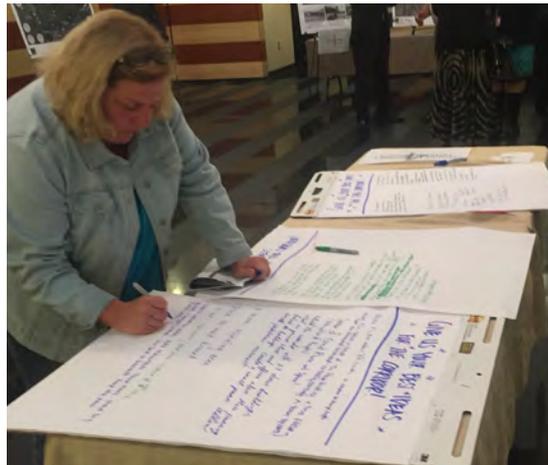
Dot-Mocracy Station 3: Pedestrian “hot spots” (yellow) and traffic “hot spots” (orange) in Study Area



Dot-Mocracy Station 3: Places liked most (green) and disliked (red) in Study Area. Other colors represent pedestrian and traffic hot spots and work/live locations



Parking & Circulation Station 5: Parking concerns were discussed with participants



Participants were encouraged to write down their Best Ideas for the Corridor.

Study Area Feedback

Most Liked Places

- Plaza Building
- Dutch House Tavern
- Strip Commercial between DutchHouse Tavern and Plaza Building
- Panera Bread
- Capital One Bank
- Swiss Pork Store
- The Railyard Tavern

Least Liked Places

- Commercial Block located on corner of Fair Lawn Avenue and Plaza Road
- Medical Arts Center
- Former Topps Dry Cleaners Site between Hertz Rent-A-Car and Valley National Bank

Transportation & Design Comments

- “Don’t Block the Box” pavement markings are needed at 20th street and Fair Lawn Avenue
- Challenging left turns at Abbot Road and Plaza Drive
- Traffic signals that detect when vehicles are on the side street
- Signage clutter
- Walking and bicycle paths
- Bicycle racks and other pedestrian amenities needed

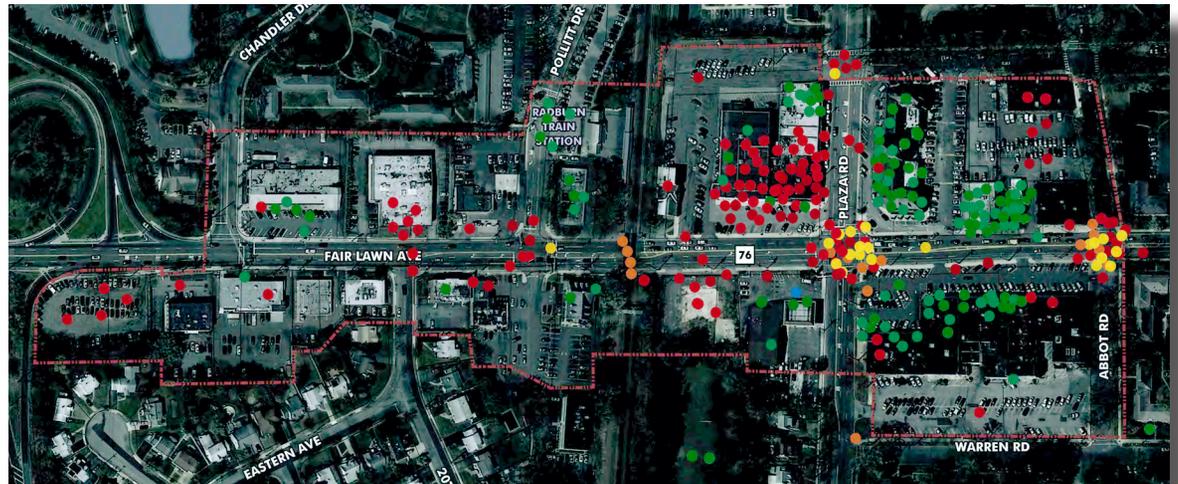
OPEN HOUSE COMMUNITY WORKSHOP

In addition to field observations, participants at the public open house workshop provided feedback about existing traffic and pedestrian hotspots and other travel concerns. The list of traffic and pedestrian hotspots included:

- Fair Lawn Ave & Plaza Road
- Fair Lawn Ave & Abbott Road
- Plaza Road & High Street
- Fair Lawn Ave & Pollitt Drive
- Fair Lawn Ave & 20th Street
- Fair Lawn Ave & Chandler Drive
- Fair Lawn Ave railroad crossing

Most of the transportation-related comments both at the various open house stations and during the interactive presentation were regarding the need for actions related to pedestrian safety. Safety comments included:

- Wider sidewalks
- Police enforcement so that both pedestrians and drivers obey traffic rules
- Lighted crosswalks or flashing pedestrian crossing signs
- Textured intersections
- Mid-block crosswalk between Plaza Drive and Abbott Road
- Better lighting along Fair Lawn Avenue, Plaza Drive, Pollitt Drive and High Street



Places liked the "Most" (green dots) and "Least" (red dots)



Traffic (orange dots) and Pedestrian (yellow dots) Hotspots

OPEN HOUSE COMMUNITY WORKSHOP



Community Vision Survey



Parking Likes and Dislikes



Give Us Your Best Ideas and Feedback

COMMUNITY VISION SURVEY

A visually-based Community Vision Survey was prepared to identify community preferences for streetscapes, intersection improvements, public space, and architectural character for the Fair Lawn Avenue corridor. This image-based effort supplemented the public input gathered through Post-It and index card comments, and the “Dot-mocracy” exercises.

The Community Vision Survey was conducted during the Vision Workshop session held at the Fair Lawn Community Center. Using a series of four images at a time on a large projection screen, survey participants rated and gave feedback on images and questions, with four sets of images per question (32 images in total). Eight questions and thirty-two images, in sets of four, were arranged covering several topics including streetscapes, intersection improvements, public space, and architectural character along the Fair Lawn Avenue corridor.

**FOR DETAILED SURVEY RESULTS, PLEASE SEE APPENDIX.

COMMUNITY VISION SURVEY

COMMUNITY VISION SURVEY

APPROACH & METHODS

Each set of four images was carefully selected to present a variety of choices including images in the Study Area, in the region and precedents from communities in other parts of New Jersey and the around the country. Respondents were then asked to choose the most appropriate image or “none” for what they feel is most appropriate for the Fair Lawn Avenue Corridor.

The images were presented on a large screen without discussion during the first round; then the same sets of images along with the results were presented for discussion. The facilitator sought comments from respondents while these comments were recorded. A summary of these findings follows on the next series of pages.

Which image is most appropriate for Fair Lawn Avenue?

- Sets of images shown by topic
- Each image represents an alternative

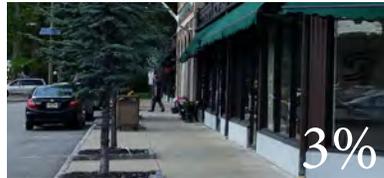


E None of the choices



Workshop participants taking the Community Vision Survey

COMMUNITY VISION SURVEY



APPROPRIATE STREETSAPES

The first series of images in the Community Vision Survey examined the desired streetscape character for the Fair Lawn Avenue Corridor. Participants were asked to choose from a range of images of places in and out of the region. The top results are illustrated on this page along with photos of the existing streetscape. Existing streetscapes of the corridor received lower ratings than the participant-selected streetscapes presented on this page.

Wider sidewalks, interesting storefronts, street trees, greenery, street furniture, and ground floor uses shown in these images were seen as appropriate for the corridor. This particular set of images highlights the different approaches to create appropriate on-street parking; retail edge/cafe conditions; signage; sidewalk widths and paving materials; and, street trees and landscaping placement.

Images above are of existing streetscape conditions typical along the Fair Lawn Avenue Corridor that were not rated as appropriate by survey participants.



Appropriate streetscape images above represent the most preferred images from multiple questions in the Community Vision Survey and therefore do not total 100%.

“THE DISTANCE FROM THE STOREFRONT TO THE PARKED CARS OFFERS A SAFE WALKWAY FOR PEDESTRIANS.”

-WORKSHOP ATTENDEE

COMMUNITY VISION SURVEY

APPROPRIATE INTERSECTIONS

Respondents to the vision survey viewed textured crosswalks and textured intersections as being the most appropriate for the corridor. A stronger sense of safety may have been why vision survey participants preferred textured alternatives. Textured intersections create spaces that can reduce vehicle travel speeds by making drivers more aware of the presence of pedestrians. Both striped and textured improvements can provide short-and-long-term solutions.

**“THE TEXTURED MATERIAL...
MIGHT HELP DECREASE THE
AMOUNT OF HEAVY TRAFFIC.”**

-WORKSHOP ATTENDEE



COMMUNITY VISION SURVEY

APPROPRIATE PUBLIC SPACE

The majority of public space images that were selected as being most appropriate for the Fair Lawn Avenue Corridor were public gathering places framed by mixed-use buildings with active ground-floor store fronts.

A small minority of participants expressed concern about public spaces that may get too crowded or feel too tight when occupied, such as the photo in the lower right. Vision Survey participants favored hardscaped spaces as being more appropriate for the corridor over more landscaped open space.



“IT’S NICE TO HAVE A PUBLIC SPACE NEAR RESTAURANTS.”

Appropriate public space images above represent the most preferred images from multiple questions in the Community Vision Survey and therefore do not total 100%.

-WORKSHOP ATTENDEE

COMMUNITY VISION SURVEY

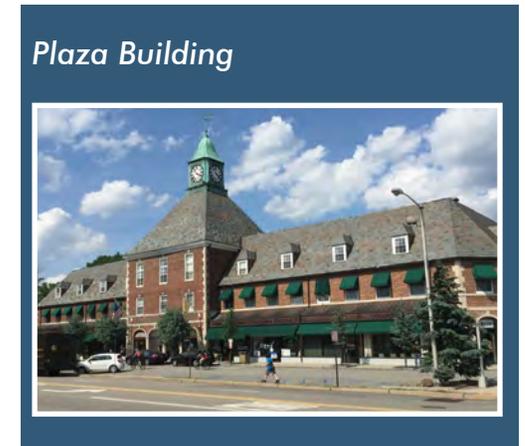
APPROPRIATE ARCHITECTURAL CHARACTER

Participants in the survey selected the images on the right as the architectural character they envision for the corridor. These examples can serve as paradigms for new development. In general, vision survey participants favored mixed-use buildings that have an architectural style and elements that are design compatible with the historic Plaza Building. Some respondents expressed concerns over modern architectural designs for residential buildings, but were more accepting of contemporary designs for commercial uses.

Upper right: The Heights Rockefeller Building designed by architect Andrew J. Thomas, who also designed the four-story Abbot Court Apartments in Radburn.

“ANYTHING NEW SHOULD BE COMPATIBLE WITH THE PLAZA BUILDING. IT SHOULD LOOK LIKE IT BELONGS HERE.”

-WORKSHOP ATTENDEE



Appropriate architectural character images above represent the most preferred images from multiple questions in the Community Vision Survey and therefore do not total 100%.

PHASE III:

HOW DO WE GET THERE?



RECOMMENDATIONS - OVERVIEW

The planning process engaged stakeholders in establishing key priorities and goals. Out of the goals and feedback, the plan was organized around several Vision Themes:

- Corridor Design
- Pedestrian and Bicycle Improvements
- Parking Management and Operations
- Economic Development - Retail and Services
- Revitalization - Mixed-Use Development



Vision Plan for Fair Lawn Avenue and Plaza Road, with potential infill opportunity sites highlighted in blue.

RECOMMENDATIONS - OVERVIEW

The following is a summary of the Planning and Implementation Agenda by topic area as indicated on the prior page.

CORRIDOR DESIGN & CIRCULATION

The vision for the corridor is for a transformed pedestrian-friendly streetscape, increased pedestrian safety, safer and calmed vehicular movement, increased and rationalized parking, a highly visible public gathering space and a “sense of place” in the heart of the corridor. Implementing the following steps will assist in these improvements: provide greater connectivity to the Radburn Station; and, create destinations along the corridor that allow spaces for public gathering.

A full transportation study is recommended to evaluate if a “road diet” for Fair Lawn Avenue would be feasible to calm traffic and improve pedestrian safety within the study area. Crosswalk and intersection improvements would improve the pedestrian experience on Fair Lawn Avenue and would not require a traffic study. Some of the intersection and crosswalk improvements include: textured or raised intersections and crosswalks, ladder crosswalks, turning guide lines, “Don’t Block the Box” pavement markings, and longer-term lighted crosswalks or flashing signs. The adoption of a complete streets policy is also recommended for the corridor.

PEDESTRIAN AND BIKE IMPROVEMENTS

Through planned downtown improvements, there is a desire to encourage more pedestrian and bicycle activity and make it safer, particularly along Fair Lawn Avenue to help encourage the patronage of local businesses. Traffic calming improvements to Fair Lawn Avenue can provide better and safer pedestrian and transit connections throughout the Study Area. Some of the key recommendations include: extended streetscape improvements, sidewalk and maintenance program, bicycle connectivity and parking, education and enforcement.

PARKING MANAGEMENT AND OPERATIONS

It is important for the Borough to effectively manage and operate its parking resources to support economic development in the downtown district. Some of the key recommendations include: creating a parking management and administration entity, improving commuter parking enforcement, adjusting price of parking permits, adding on-street parking, encouraging collaborative/shared parking agreements, and adopting smart growth parking strategies.

ECONOMIC DEVELOPMENT - RETAIL & SERVICES

Recommendations for local retail and economic development include: improving public and private spaces to enhance the shopping experience; finding the right short- and long-term businesses and tenant mix that reflect the local population; and, developing stewardship for successful business advocacy.

REVITALIZATION - MIXED-USE DEVELOPMENT

The Borough has the potential to revitalize the corridor through zoning and land use code changes that reflect a mix of uses, including residential, which encourages appropriate infill and transit-oriented development at a level that the Borough’s leadership and public support. Therefore, it is recommended that the following additional studies be performed by the Borough of Fair Lawn in collaboration with the county. A fiscal impact analysis to examine the linkage between local government revenue generated by new development and its resultant municipal service costs; and, a financial feasibility analysis to evaluate the financial feasibility of developing new mixed-use residential and commercial real estate along the corridor.

PLANNING IMPLEMENTATION AGENDA SUMMARY TABLE

	Short Term 3-6 Months	Medium Term 6-18 Months	Long Term 18-36 Months
Corridor Design & Circulation			
Adopt Complete Streets Policy	●		
Encourage development of spaces for public gathering opportunities			●
Perform traffic, pedestrian & bike study	●		
Enhance painted pavement markings		●	
Implement intersection improvements		●	
Install "Fair Lawn Style" NJ TRANSIT bus shelters		●	
Promote improved connectivity to Radburn Station		●	
Pedestrian & Bicycle Improvements			
Develop sidewalk & crosswalk upgrade & maintenance program	●		
Extend streetscape improvements		●	
Expand bicycle connectivity & amenities	●		
Conduct sign inventory & adopt wayfinding program		●	
Utilize police in crosswalks/pedestrian decoy program	●		
Parking Management & Operations Improvements			
Create a parking management & administration entity			●
Improve commuter parking enforcement	●		
Adjust price of parking permits	●		
Add on-street parking		●	
Encourage collaborative/shared parking agreements	●		
Adopt smart growth parking strategies	●		
Economic Revitalization			
Establish Radburn Business District (RBD) Committee	●		
Strengthen retail tenant mix		●	
Perform fiscal impact and feasibility studies		●	
Capture portion of demand for mixed-use development near transit			●
Establish zoning that promotes appropriate infill opportunities	●		

The full Planning Implementation

Agenda with detailed steps, potential funding and partners can be found in Appendix

CORRIDOR DESIGN & CIRCULATION

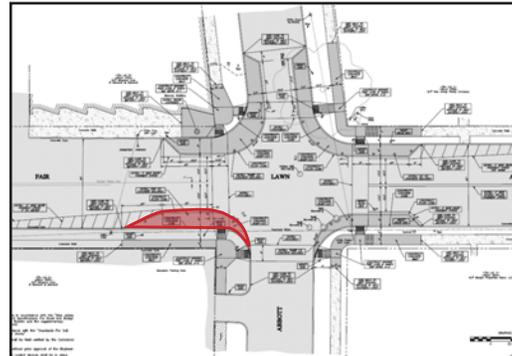
The plan repositions the station area and corridor as a more vibrant destination for the entire community with enhanced safety for pedestrians, public gathering spaces, and physical improvements designed to create an identifiable “sense of place.”

The first phase of corridor improvements is already planned and awaiting implementation and will act as the first steps towards enhancing pedestrian safety and setting the stage for future public space.

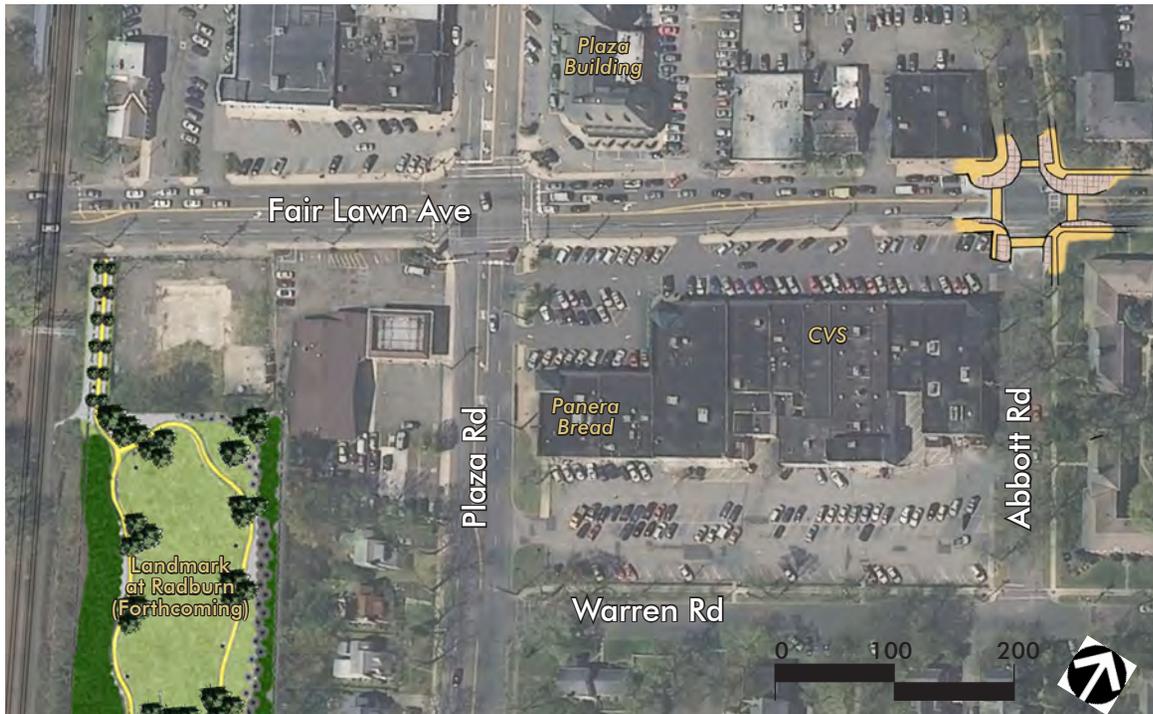
In early 2016, the corners of the Fair Lawn Ave and Abbott Road intersection will be improved with corner bump outs and colored/textured crosswalk treatments. This improvement will address an existing dangerous conditions for pedestrians attempting to cross the street where two lanes of eastbound vehicular traffic funnels to one lane and one lane of westbound vehicular traffic expands to two lanes. The proposed bump outs will extend the sidewalk at each corner resulting in a defined two-lane roadway with a shortened crossing distance for pedestrians.



Crosswalk At Abbott and Fair Lawn Avenue



Technical Drawing of Bump-Out



Bump-Out at Abbott and Fair Lawn Avenue

PUT THE “PLAZA” BACK IN PLAZA ROAD

Since the Abbott Road bump-outs are to be constructed, the plan recommends that streetscape improvements be extended to the west along both sides of Fair Lawn Avenue. These improvements should focus on pedestrian safety by increasing the width of sidewalks, reducing/removing pedestrian impediments and adding pedestrian-friendly elements such as street trees, decorative street lamps and other street furnishings. Expanding on-street parallel parking, which exists on a portion of the north side of the street, should also be explored as a means of promoting traffic calming and adding a further layer of buffering for pedestrians on the sidewalks. The proposed improvements would help transform this corridor in line with the preferred results of the Community Vision Survey.

Safety and aesthetics would be further enhanced with improvements to the parking area of the CVS shopping center. These potential improvements include the closure of the easternmost driveway on the south side of Fair Lawn Avenue, the extension of textured walkways across the parking lot and the addition of shade trees to help separate

parked cars from pedestrians along the sidewalk. Designed properly, the proposed improvements will result in no net loss of on-site parking.

The intersection of Fair Lawn Avenue and Plaza Road is proposed to be treated as a “landmark” designed to create an identifiable “sense of place” at the center of the corridor. Surfaces of the intersection are proposed to be upgraded by adding a colored textured treatment within the intersection as well as the crosswalks. One possibility to further

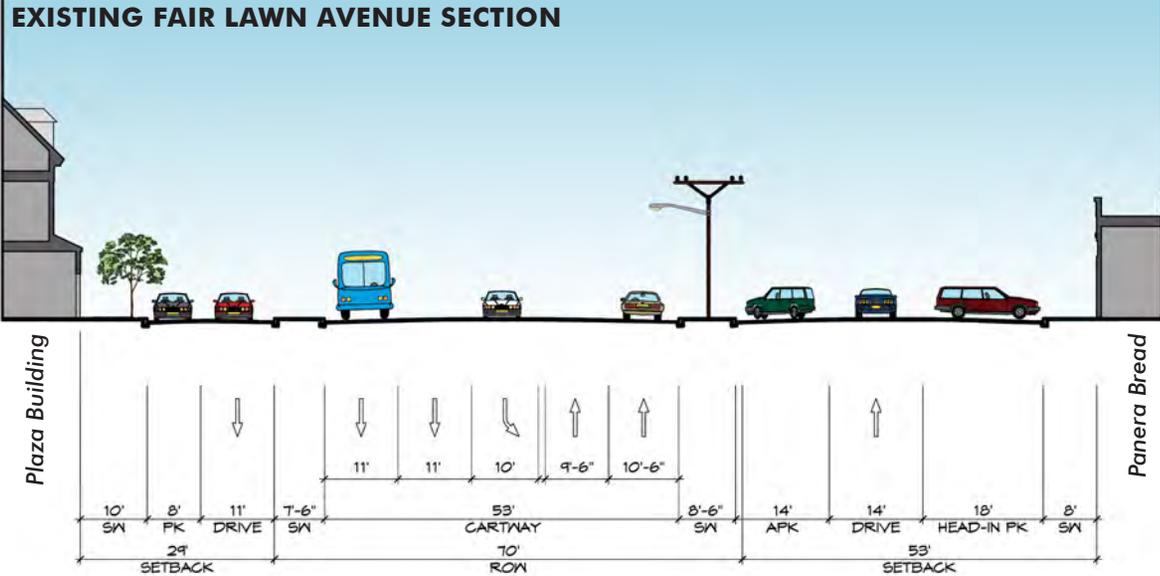
study would be to allow the pedestrian crossing area at this intersection to occur in all directions with traffic stopped on both streets (known as a “Barnes dance”).



Kiosk in Public Plaza

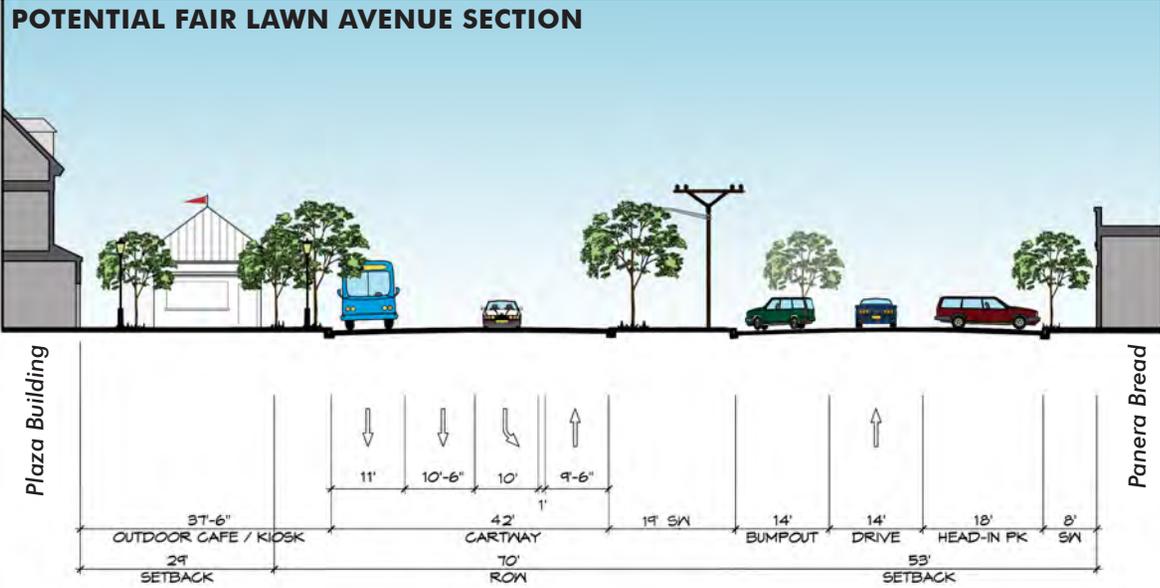


EXISTING FAIR LAWN AVENUE SECTION



Public farmers' market

POTENTIAL FAIR LAWN AVENUE SECTION



Al fresco dining

POTENTIAL SMALL PUBLIC SPACE FOR CORNER OF PLAZA BUILDING

Repurposing a portion of the Plaza Building drive aisle and three parking spaces creates opportunities to allow for a small public plaza, similar to the preferred results of the Community Vision Survey, an expanded café area for restaurants, and perhaps the addition of a small kiosk structure.

SW= Sidewalk, PK=Parking, ROW=Right-of-Way

EXTEND STREETSCAPE IMPROVEMENTS

The plan proposes extending the improvements along Fair Lawn Avenue, outlined on the previous pages, to the north along Plaza Road. The block of Plaza Road from Fair Lawn Avenue to High Street has excessive paved space dedicated to vehicular movement and parking between the Plaza Building and the Dollar Tree (formerly Deals) plaza building. This paved space consists of four thru/right turn lanes, one left turn lane, one parallel parking lane, and in front of the Plaza Building, there is one additional lane, one bay of angled parking and one lane of parallel parking.

To the north, across High Street, Plaza Road dramatically transitions down to two thru lanes and two parallel parking lanes. By reappropriating all of the paved space between the buildings in this first block, the street could be redesigned in a pedestrian-friendly manner to accommodate a landscaped median, textured paved mid-block crossing and wide tree-lined sidewalks. The vehicular design speed would reduce with one thru lane in each direction flaring to accommodate turning lanes at the intersections, a bay of angled parking on the outside of the street along both sides, and additional parallel parking along the median on the northbound side only.





View looking north along Plaza Road at Fair Lawn Avenue.

EXTENDING THE STREETScape IMPROVEMENTS ON PLAZA ROAD

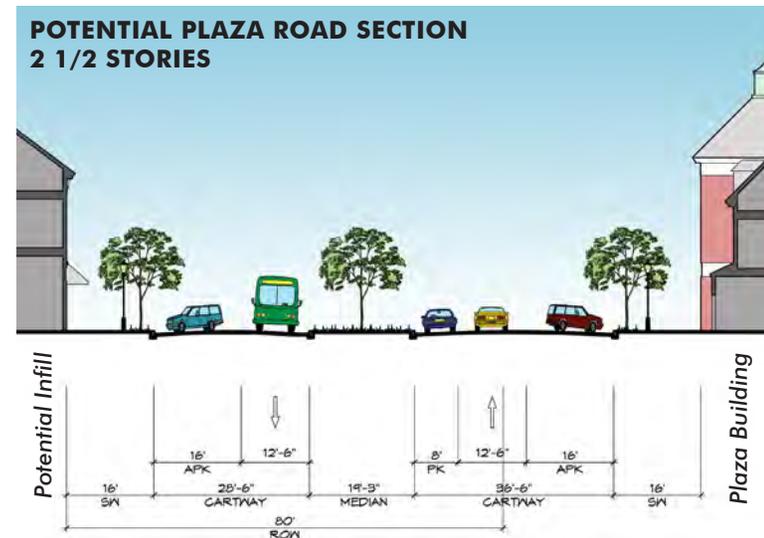
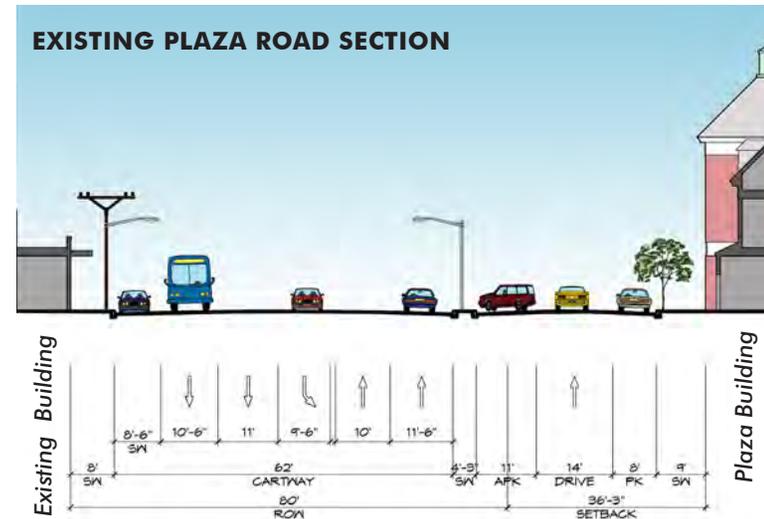
This proposed streetscape improvement would: enhance pedestrian safety; extend the “landmark” treatment from the Fair Lawn Avenue and Plaza Road intersection; calm traffic by reducing vehicular speeds and limiting the extent of turn lanes; and maintain the existing number of parking stalls, while making parking easier for customers since all spaces would be accessible from the thru lanes of the street.

Wider sidewalks along both sides of the street would allow adding pedestrian-friendly elements such as street trees, decorative street lamps and other street furnishings. The wider sidewalks would also provide eating and drinking establishments in the Plaza Building and Dollar Tree (formerly Deals) with opportunities to add comfortable sidewalk cafes that are not possible under existing conditions. The proposed improvements would help transform this block in line with the preferred results of the Community Vision Survey.

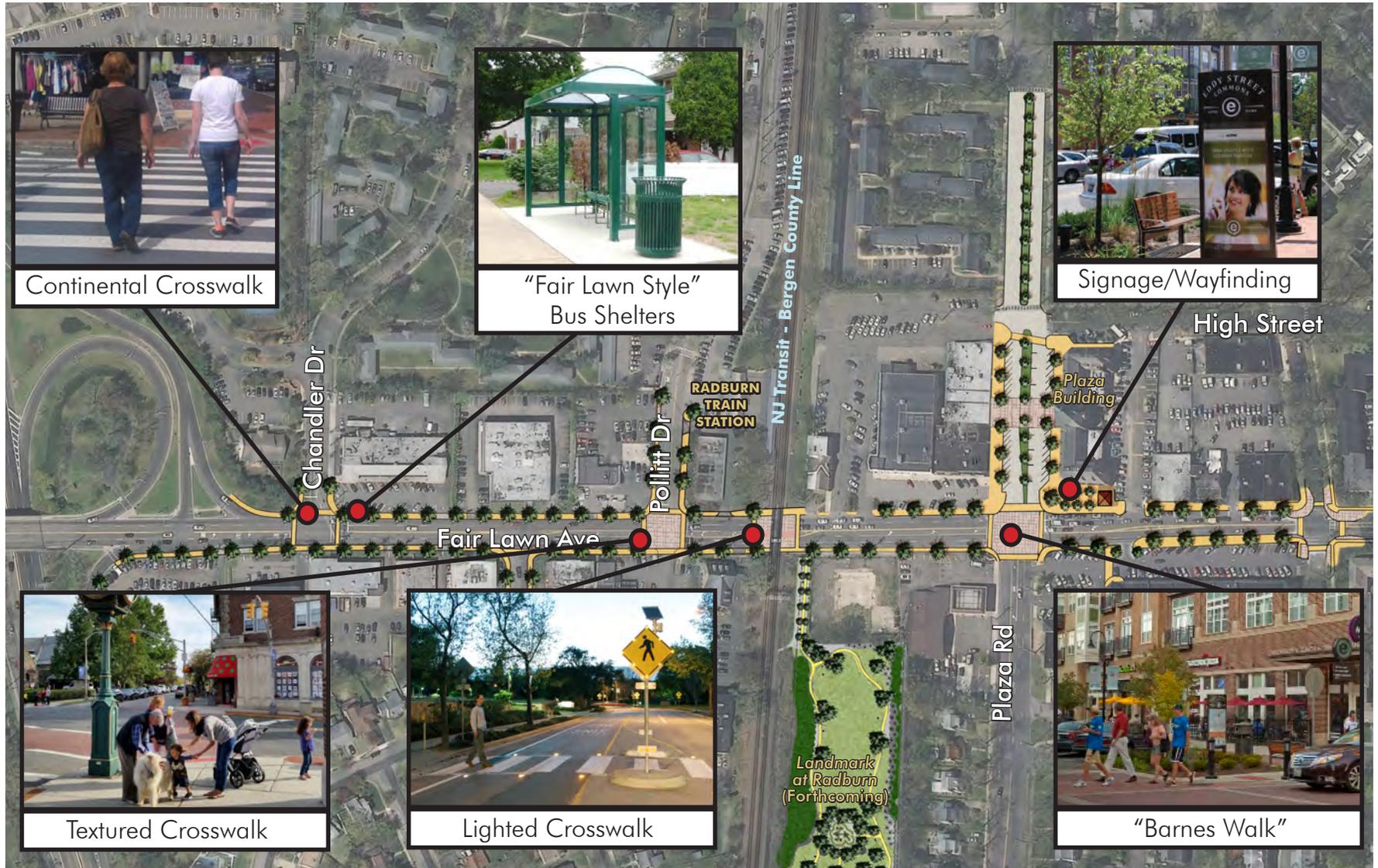
The improvements in the first block of Plaza Road could also be extended one block to the north as a landscaped median which would connect with the existing boulevard medians further north.

POTENTIAL INFILL SITE ACROSS PLAZA BUILDING

The introduction of an appropriately scaled building, of similar style as the Plaza Building, would greatly assist in the forming of a functional and properly scaled gateway and provide much needed balance to the corridor.



PEDESTRIAN-FRIENDLY STREETScape IMPROVEMENTS



PEDESTRIAN-FRIENDLY STREETScape IMPROVEMENTS

TRANSPORTATION STUDY

A full transportation study is recommended to evaluate traffic level of service operations along Fair Lawn Avenue. The study should examine existing and future conditions and should also include a full crash analysis to identify safety recommendations for the corridor. The traffic analysis should also evaluate whether a “road diet” would be feasible to calm traffic and improve safety. A road diet may involve converting an existing four-lane undivided roadway segment to a three-lane segment consisting of two through lanes and a center two-way left-turn lane. The reduction of lanes allows the roadway cross section to be reallocated for other uses such as bike lanes, pedestrian refuge islands, transit stops, or parking.

COMPLETE STREETS POLICY

As of November 2015, the State of NJ, seven counties and 123 municipalities have adopted Complete Streets Policies, but Bergen County and the Borough of Fair Lawn have not. The National Complete Streets Coalition states that:

“Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users. People of all ages and abilities are able to safely move along and across streets in a community, regardless of how they are traveling. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.”

A Bergen County Complete Streets Policy and

Implementation Plan is currently drafted and under review by the County Administration. Fair Lawn should consider amending the Circulation Element of their Municipal Master Plan to adopt recommendations from the Bergen County Complete Streets Policy and Implementation Plan once it is formally adopted and revise the municipal code to include bicycle and pedestrian accommodation requirements.

INTERSECTION IMPROVEMENTS

Some short-term intersection improvements that do not require a traffic study should also be considered. Crosswalks along the Fair Lawn Avenue corridor and within the study area should all be improved to have higher visibility and to have a consistent design so that motorists are aware that they are in a downtown area and that they need to be more conscious of pedestrian activity. Among the options that should be considered including ladder-style crosswalks, textured/raised intersections and crosswalks, turning guide lines and “Don’t Block the Box” pavement markings. A longer term improvement would be to install a lighted crosswalk (embedded LED lights that are motion- or push-button activated) or signage to indicate when someone is crossing.

Ladder crosswalks are currently in place on Fair Lawn Avenue at Abbott Road and on Plaza Road at High Street but not at other locations. A ladder crosswalk has white longitudinal lines perpendicular to the side line edges of the crosswalk so that it looks like a ladder and is more visible than a traditional crosswalk that just has the side lines.

Textured or raised intersections and crosswalks utilize stamped, textured and/or colored pavement or alternate paving materials to create a raised highly-visible surface for vehicles to traverse. They may be used to emphasize either an entire intersection or a pedestrian crossing. Raised or textured intersections create a safe, slow-speed crossing and encourage motorists to yield to pedestrians.

Turning Guide Lines are extensions to the lane marking at an intersection to indicate the path for vehicles to make a left turn. These lane markings help keep vehicles “in their lane” as they travel through an intersection and make it easier for the drivers of other vehicles, pedestrians and bicyclists to be aware of the path a vehicle will be taking.

“Don’t Block the Box” pavement markings are typically used to avoid gridlock by having a marked area in the center of the intersection where vehicles should not stop. “Don’t Block the Box” pavement markings are also helpful at intersections by preventing vehicles blocking crosswalks and interrupting the pedestrian “walk” cycles at traffic signals.

Lighted crosswalks or flashing signs are easier for drivers to see in cases where on-street parking, street trees, or other visual obstructions exist. The lights can be set with a timer to flash only during crossing times, or can be pedestrian-activated by a motion detector or push button.

PEDESTRIAN & BICYCLE IMPROVEMENTS

EXTEND STREETScape IMPROVEMENTS

Streetscape improvements including curb extensions/bump outs and textured crosswalks are planned for the intersection at Fair Lawn Avenue and Abbott Road. Curb extensions are a traffic calming measure used to extend the sidewalk and reduce the crossing distance which allows crossing pedestrians and approaching vehicle drivers to see each other when vehicles parked in a parking lane would otherwise block visibility. These improvements along with shade trees, pedestrian-scale lighting, and street furniture can help make the corridor safer and more inviting and should be considered at other intersections in the corridor. For example, Plaza Road between Fair Lawn Avenue and High Street could be re-designed to be more like a plaza with a midblock crosswalk to connect the two shopping areas, wider sidewalks, and a small landscaped center island.



Curb extension at a mid-block crossing. City of Hoboken

As part of the streetscape improvements, “Fair Lawn Style” bus shelters, provided by NJ TRANSIT should be installed at study area bus stops. A local sponsor, public or private, would be responsible for maintenance and upkeep of shelters.

WAYFINDING STUDY

A sign inventory/wayfinding study should be conducted to inventory existing signage in the study area to identify redundant signage, signage in need of maintenance, and areas with signage clutter. A new wayfinding signage program could be developed that includes a graphic concept/branding for the Historic District retail along the corridor.

SIDEWALK AND CROSSWALK MAINTENANCE PROGRAM

A sidewalk and crosswalk maintenance program should be developed to routinely identify and prioritize maintenance needs and regularly conduct street cleaning. The local residents and/or business owners could be utilized to help identify problem areas through a municipal app like “SeeClickFix” which is a communications platform for citizens to report non-emergency issues like sidewalk maintenance, pothole repair, lighting needs, etc. Local governments can track, manage, and reply-ultimately making communities better through transparency, collaboration, and cooperation.

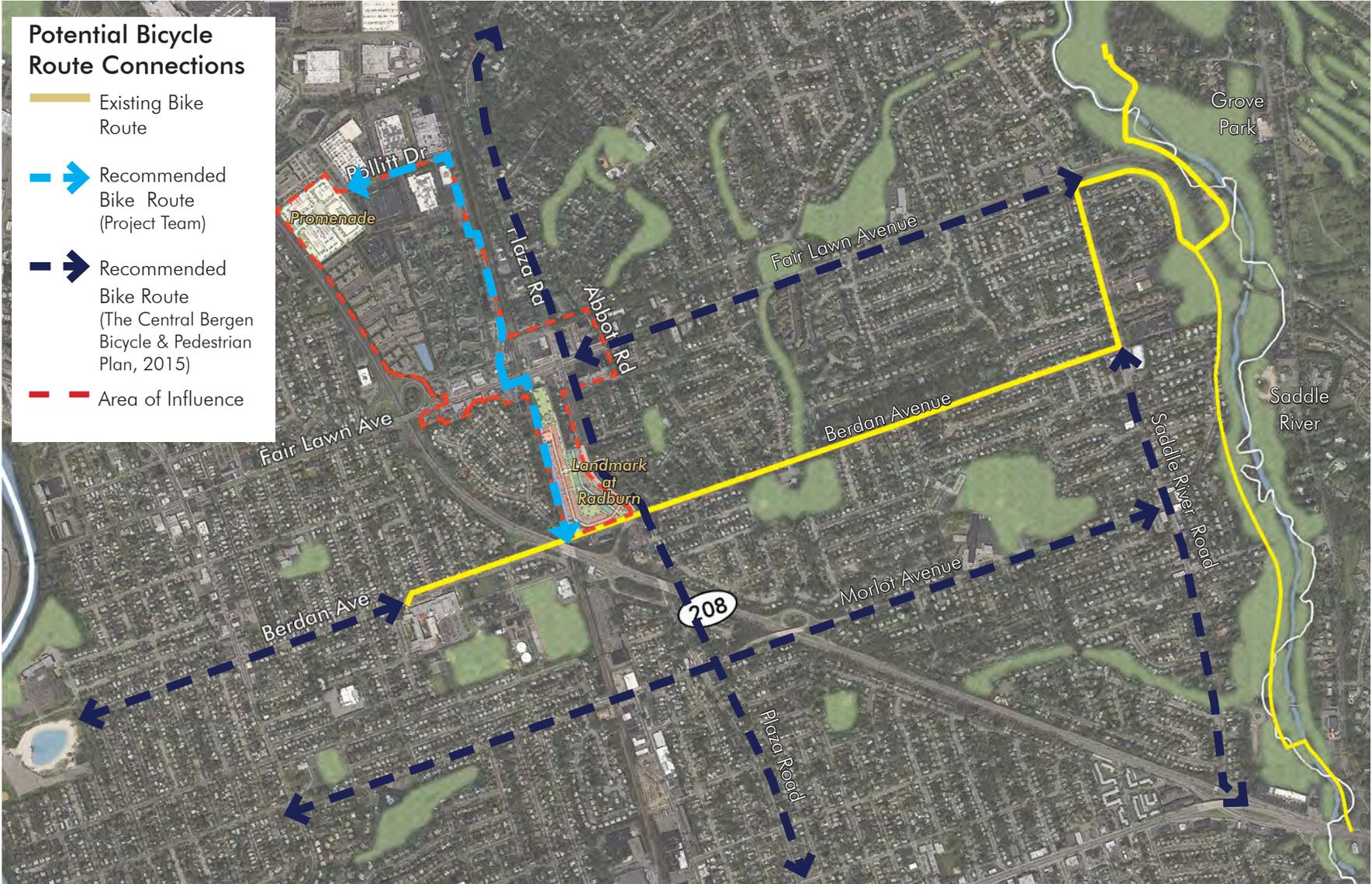
EDUCATION AND ENFORCEMENT

At the open house event, several people mentioned the need for better education and enforcement for motorists, pedestrians and bicyclists. The Cops in Crosswalks/Pedestrian Decoy Program utilizes a “decoy” (undercover officer) as a pedestrian to cross the roadway at a clearly marked crosswalk and an enforcement team to identify and stop violators. Violators are issued a warning or citation then educated on New Jersey’s Pedestrians Laws. According to the law motorists must stop and remain stopped to allow pedestrians to cross the roadway within a marked crosswalk, when the pedestrian is upon, or within one lane of, the half of the roadway that the vehicle is traveling or turning. Violations can incur fines starting at \$200 plus two points.

BICYCLE CONNECTIVITY AND PARKING

The existing bicycle network should be expanded to connect the corridor with the Promenade development (on Route 208) and existing trails. As part of the road diet analysis of the proposed traffic study, bicycle lanes could be explored on Fair Lawn Avenue. In the interim, sharrows or shared lane markings should be installed to alert drivers that bicyclists may be sharing Fair Lawn Avenue.

An inventory of bicycle parking in the study area should be conducted to identify current bicycle parking options and additional locations where safe and secure bicycle parking like bike racks and lockers can be installed.



Potential bicycle route connections expand the existing bicycle network on Berdan Avenue to connect the Fair Lawn Avenue corridor with the Promenade development, Landmark development and existing trails and the park system.

PARKING MANAGEMENT & OPERATIONS

Parking management recommendations to improve downtown parking policies, strategies, and operations with the intent of accomplishing the following:

- Maximizing the utilization of the parking assets for various user groups;
- Modifying parking regulations to better accommodate residents, downtown merchants, and downtown patrons;
- Centralizing parking operations to improve responsiveness and management;
- Generating adequate revenue to support the parking system.

PARKING ADMINISTRATION & MANAGEMENT

The Borough should take the proper steps towards developing a centralized parking operation in which all the assets are controlled and managed by one entity be it a Parking Department, Parking Utility or Parking Authority. The creation of a single responsibility center is necessary for the Borough to improve the operation of its public parking assets.

COMMUTER PARKING ENFORCEMENT

Parking Enforcement should be consistently provided and the ratio of residential to non-residential commuter spaces should be studied.

PARKING RATE REVIEW

Resident Monthly Permit rates of other peer municipalities and downtowns are comparable to Radburn but the non-resident rates are undervalued. Parking fees should be regularly evaluated and increased to generate adequate revenue to support the system and enhance the parking system. To help garner support for potential parking fees and future parking fee increases, a portion of the additional revenue generated by a fee increase should be dedicated to downtown enhancements and improvements such as landscaping, maintenance, and parking wayfinding.

The resident fees in Radburn are in line with most of the nearby stations, but aside from Ridgewood, Radburn is the only station that has express train service. Because of the express train service, Radburn has three (3) more trips (each way) during

the peak hours than the Broadway and Plauderville stations.

In our opinion, the non-resident fees are undervalued as the two stations north of Radburn charge two to three times more for Non-Resident monthly or yearly permits. While Broadway charges less for non-residents, they only have a supply of 80 spaces and a waiting list to purchase a permit.

ON-STREET PARKING

On-street parking is often the most convenient parking in a downtown, and it not only improves access to the downtown businesses but adds vibrancy, convenience, and a buffer to street level activity. As such, the Borough should add on-street parking to the greatest extent possible to support the downtown district on Fair Lawn Ave and Plaza Road.

STATION	LOT	COMMUTER PARKING PASS				YEARLY COMMUTER TRANSIT PASS (NY)	EXPRESS TRAIN
		SPACES	RESIDENT	NON-RESIDENT	EQUIVALENT PER DAY		
RIDGEWOOD	LOT 1	110	\$750/ YEAR PASS	\$1,500/ YEAR PASS	\$2.05 RESIDENT \$4.10 NON RESIDENT	\$3,576	YES
GLEN ROCK-BORO HALL	LOT 1 LOT 2 LOT 3 LOT 4	82 78 38 154	\$145/ YEAR PASS	\$1,200/ YEAR PASS	\$0.39 RESIDENT \$3.28 NON RESIDENT	\$3,240	NO
RADBURN	LOT 1	156	\$120/ YEAR PASS	\$480/ YEAR PASS	\$0.32 RESIDENT \$1.3 NON RESIDENT	\$2,724	YES
	LOT 2	65					
	LOT 3	23					
	LOT 4	77					
BROADWAY	LOT 1	80	\$125/ YEAR PASS	\$125/ YEAR PASS	\$0.34 BOTH	\$2,724	NO
PLAUDERVILLE	LOT 1	22	FREE	FREE	FREE	\$2,520	NO
	LOT 2	231					
	LOT 3	14					

Two stations north of Radburn charge 2 to 3 times more for Non-Resident monthly or yearly permits.

PARKING MANAGEMENT & OPERATIONS

SMART GROWTH PARKING STRATEGIES

To successfully undertake smart growth development in Fair Lawn, the parking challenge will need to be addressed with the application of best practice parking strategies and policies that support new development. Outlined herein are strategies and practices to assist the Borough to effectively plan, develop, and manage the parking system to support development.

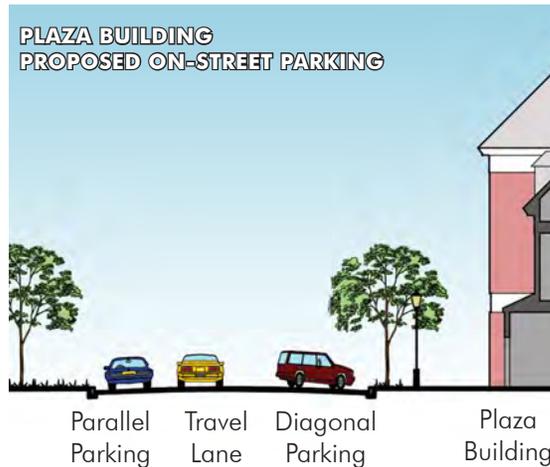
- Construct the appropriate amount of parking spaces and eliminate a parking overbuild by sharing parking to the greatest extent feasible, considering the presence of transit services in the area.
- Monitor and document parking utilization on a regular and consistent basis to inform and determine parking requirements for later growth.
- Maximize the use of on-street parking to meet parking requirements.
- Design parking with residents and patrons in mind, to create attractive, welcoming destinations and incorporate sustainable parking principles to reduce environmental impacts and long-term operational costs.
- Ensure proper parking management to maintain and maximize the use of parking assets.



Alternative approaches to on-street parking along Plaza Road and Fair Lawn Avenue will improve access to downtown businesses.



Introducing diagonal parking along the front of the Plaza Building will provide traffic calming and create an increased buffer to street level activity.



PARKING MANAGEMENT & OPERATIONS

COOPERATIVE PARKING

Ordinance 125-56.1 entitled “Cooperative Parking Plan for the Borough of Fair Lawn in Districts other than Special Improvement Districts”, considers agreements between owners, lessees (or both), as well as agreements with the Borough to ensure ample parking.

Cooperative parking agreements are a smart growth parking management strategy to help reduce potential parking conflicts and help promote the optimization of parking so shoppers can conveniently park at one location and walk to multiple stores.

We recommend that the Borough continue to approach owners and lessees to evaluate the opportunity for them to enter into an agreement, thereby improving parking conditions. The Post Office parking lot is one of the areas that the steering committee identified as a potential site for cooperative parking. It was later discovered that the Municipality had already identified this area, but an agreement has not been enacted yet.

The Post Office parking facility shown to the right and on the following page has been separated into three separate areas by bollards and a fence.

POTENTIAL COOPERATIVE PARKING OPPORTUNITY



The parking facility has been separated into three separate areas by bollards and a fence. The Post Office stores their vehicles in this half of the lot overnight. At this time, the Dutch House Tavern is still closed. There are short-term customers parking on the street, but the area to the left of the bollards is relatively quiet.



Even though the lot is technically open to the public, employees double park, while the delivery trucks start emptying the lot. If a customer were to park here, they could get boxed in.

PARKING MANAGEMENT & OPERATIONS

POTENTIAL COOPERATIVE PARKING OPPORTUNITY - (CONTINUED)



By noon, all of the delivery trucks are making their rounds, and there is ample room for customers to park here. This is the same time that the Dutch House Tavern parking area has a higher demand.



In the evening, when the post office is closed, they take up half of the parking spots for storing their trucks, but since there are no customers or employees, there would be more than enough room for patrons on the other side of the bollards, who are now at their parking demand peak.

SHARED PARKING

The mix of land uses typical in smart growth provides meaningful opportunities for shared parking, defined as “the use of a parking space to serve multiple land uses without conflict.” The utilization of the same parking space by multiple user groups (i.e., parking for commuters during the day, and residents or retail patrons in the evening and weekends) maximizes the use of the parking facility, reduces the amount of parking to be built, and if parking fees are charged, financially supports the facilities’ operating expenses.

Shared parking is an extremely valuable and effective method to reduce the number of spaces required for a mixed-use project, as well as maximize the use of limited land resources. Through the application of shared parking principles, the amount of parking to be built can be reduced, thereby enhancing the project’s economic viability, and benefits to the Borough. Shared parking reduces the land devoted to parking and provides more developable area, open space, and amenities.

This an extremely valuable and effective method to reduce the number of spaces required for a mixed-use project, as well as maximize the use of limited land resources. Through the application of shared parking principles, the amount of parking to be built can be reduced, thereby enhancing the project’s economic viability, and benefits to the corridor. Shared parking reduces the land devoted to parking and provides more developable area, open space, and amenities.

ECONOMIC DEVELOPMENT - RETAIL & SERVICES

Our retail and services recommendations are based on three main categories: redevelopment (improving public and private spaces), tenant mix (finding the right businesses), and administrative capacity (developing stewardship for successful execution).

IMPROVING PUBLIC AND PRIVATE SPACES

The following recommended strategies are key in improving connectivity and access to public and private within the district.

Strategies:

- Address commuter parking shortage and create appropriate space for pick up and drop off next to the train station.
- Optimize parking so shoppers can conveniently park at one location and visit multiple stores.
- Encourage district visitation through alternative transportation modes (bus, bike, walking).
- Create comfortable (sheltered, with seats), attractive and conveniently located bus stops.
- Create bike infrastructure (bike lanes and bike parking) throughout the entire district.
- Make the district pedestrian friendly and promote a one-stop shopping environment, in which shoppers (if driving) can park at one location and conveniently and safely visit multiple stores.

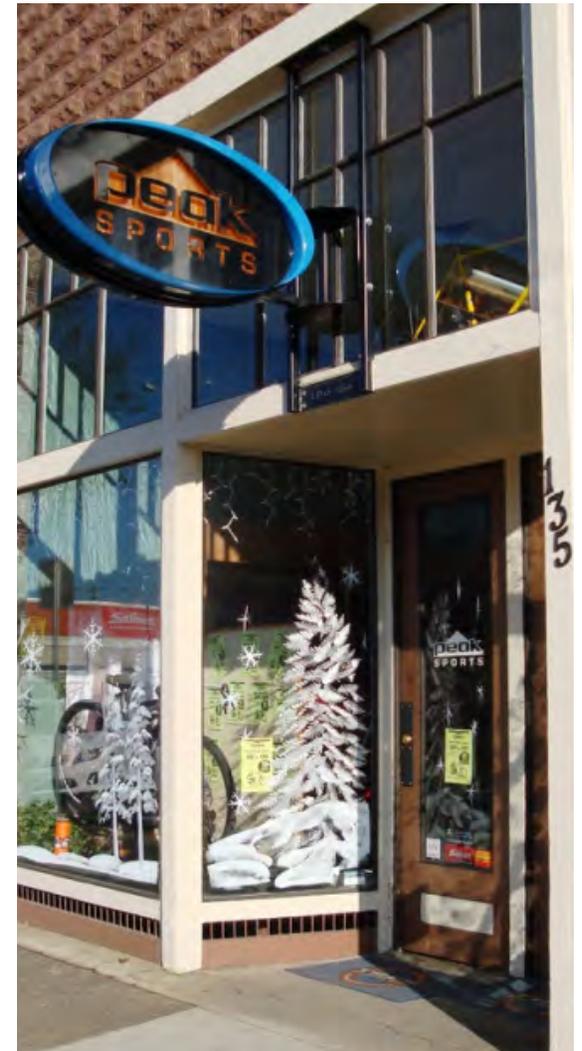
- Promote traffic calming initiatives along Fair Lawn Avenue.
- Create multiple and safe crossing opportunities within the district (i.e. mid-block crossing along Fair Lawn Ave).
- Install pedestrian lighting to increase pedestrian visibility.
- Create safe and comfortable sidewalks throughout Fair Lawn Avenue (appropriate sidewalk widths and reduce sidewalk breaks to foster continuity and reduce barriers between stores).

BOOST VISITATION

The following recommended strategies will boost visitation and increase customers' length of stay.

Strategies:

- Promote human scale and attractiveness of the district through the presence of street furniture, amenities, and more extensive tree coverage.
- Improve visibility of stores through pedestrian-oriented signage (blade signs) and large and engaging store windows.
- Create a public space in proximity to the station to serve as catalyst for public gatherings and civic events at the heart of Fair Lawn. Potential relocation and expansion of farmers market in the public space.
- Promote redevelopment of key parcels along the corridor to increase foot traffic and spaces for public gathering opportunities.



A small sporting goods and hobbies store



Small garden, gifts, outdoor living store



Full-service restaurants with generous outdoor seating areas



Limited-service restaurants with outdoor seating



A medium-size grocery store with lunch options and café next to the station

REVITALIZATION - MIXED-USE DEVELOPMENT

TENANT MIX: FINDING THE RIGHT BUSINESSES

The following recommended strategies will strengthen the set of retail offerings to better appeal to local customer base.

Strategy:

- Promote retail opportunities that reflect the local residential and employee population's price point and lifestyle.
- Mid-range price point.
- Food, gardening, home improvement and active lifestyles.

ADMINISTRATIVE CAPACITY: DEVELOPING STEWARDSHIP

The following recommended strategies will build capacity to advance recommendations outlined in the study.

Strategies:

- Establish a working committee to promote and oversee improvement efforts and enroll property owners and merchants.
- Advocate for amendments in zoning and parking regulations concerning the following:
 - Reduce in restaurant parking requirements.
 - Allow blade signs.
 - Allow farmers market.

SUGGESTED SHORT-TERM RETAIL

- An expanded and more frequent farmers market closer to the station.
- A small sporting goods and hobby store.
- A small garden supply, gifts and/or outdoor living store.
- Limited service restaurants with outdoor seating.
- A small home supplies and gift store.

SUGGESTED LONG-TERM RETAIL

- Full-service restaurants with generous outdoor seating area.
- A medium-size grocery store with lunch options and cafe next to the station.



An expanded and more frequent farmers market closer to the station.

REVITALIZATION - MIXED-USE DEVELOPMENT

ECONOMIC REVITALIZATION

RECOMMENDATIONS

Before advancing with development, it is recommended that the following additional studies be performed, at a time when new build-out square footages and unit counts have been determined.

FINANCIAL FEASIBILITY ANALYSIS

A financial feasibility analysis evaluates the monetary potential of developing residential and commercial real estate. The analysis includes creation of operating pro forma, which incorporate a variety of current and projected real estate development metrics, including hard and soft development costs (such as acquisition costs, demolition costs, and infrastructure and site costs), operating expenses, lease and rental rates, real property tax rates, parking ratios, annual vacancy rates, net operating income, return on equity, dwelling units per acre, internal rate of return, developer fees, and capitalization rate.

The financial feasibility analysis should permit sensitivity testing to determine development and/or operating factors likely to have the greatest influence on financial feasibility (e.g., whether or not property acquisition will need to be performed by the public sector, or the minimum threshold dwelling unit density necessary to achieve a market rate of return, given project risk).

FISCAL IMPACT ANALYSIS

A fiscal impact analysis examines the linkage between local government revenue generated by new development and its resultant municipal service costs (e.g., police, fire, schools, sanitation, etc.). The outcome of such an analysis is to produce a project-related estimate of community service costs to projected revenues, a "cost-revenue ratio," which will be positive (a revenue surplus), negative (a revenue shortfall), or neutral (break-even).

Projects can be assessed based on:

- Municipal service costs/revenues
- School district costs/revenues
- Development-generated residents and public school-age children
- Employment

Residential demographic multipliers specific to New Jersey should be used to estimate the occupants of new housing, including persons per unit and public school-age children. The multipliers are differentiated by housing type, housing size, housing price, and housing tenure - four variables that are associated with statistically significant differences in number of residents, school-age children, and public school-age children.

Costs to be examined in a fiscal impact analysis include additional school district spending on new children, as well as additional municipal service costs on new residents and employees.

Additionally, capital costs should be estimated for development of new infrastructure such as roads, sewers, and water service, if they are required. Generally, when there is infill development, redevelopment, or new development in an existing town center, capital costs will be lower than if a municipality is required to extend capital improvements to areas not previously served.

Revenues come from locally collected taxes and fees (including property taxes) as well as additional New Jersey state aid for education.

ZONING TO ACCOMMODATE INFILL & TRANSIT-ORIENTED DEVELOPMENT

In order to capitalize on market potential for TOD, it is recommended that Fair Lawn take steps now to prepare to accommodate and encourage desired development. This includes enacting the proper zoning to attract TOD, with allowances for mixed-use development and proper land-use intensities.

Transit-oriented development projects are numerous, and the relationship between transit, economic development, and land use has received considerable attention over the past 15 years. Numerous national, regional, and area-specific studies have calculated the impacts of transit investment on development patterns and economic activity. These studies find that transit investment alone does not result in significant changes to land-use patterns. Rather, several additional factors work in concert with transit investments to influence development, including regional, county, and municipal development markets; availability of land and redevelopment opportunities in the area and station areas; existing public policies and actions to support transit-oriented development; new public policies and actions that could support transit-oriented development; regional and area support for projects and policies (i.e., political “will”); and supportive development initiatives.

Over the years, TOD literature has continued to demonstrate the relationship between land use and transit ridership, suggesting minimum densities for encouraging the utilization of public transit. In general, these minimum densities depend on the

type of public transit service (e.g., bus, commuter rail, streetcar, etc.), and are applicable for the area within walking distance to the station (i.e., half-mile walking radius).

Some factors that have led to success of other TOD projects in the region (and should be considered for a TOD project in Fair Lawn) include the following:

- Innovative zoning;
- Effective public-private partnerships;
- Long-term planning and investments;
- Local political support and support of residents;
- Protection of existing neighborhoods; and
- Capture of more land around the stations than was initially needed.

Development should be implemented at a scale appropriate for the area surrounding Radburn Station, with the following suggested standards to guide future development:

- Simplify approvals;
- Incentivize mixed-use buildings;
- Incentivize mixed-income residential development;
- Encourage adaptive reuse;
- Reduced parking ratios; and,
- Promote a pedestrian-friendly public realm.

Basic zoning benchmarks and guidelines are provided by Sustainable Jersey, in their Core Requirements of TOD-Supportive Zoning. These guidelines are not an exact prescription for Fair Lawn, but instead provide an understanding of generally accepted best practices for zoning that encourages TOD:

- Proximity to a transit facility within a half-mile radius;
- Compact, context sensitive, higher-density development, with a minimum net residential density of eight dwelling units/acre (bus) and 15 dwelling units/acre (rail); a minimum FAR* of 2.0 for non-residential development, and minimum building height of at least 3.5 stories in a significant portion of the district;
- A mix of land-use types, including residential and commercial;
- A variety of housing types, including affordable housing units that promote mixed-income, residential opportunities;
- Improved pedestrian and bicycle safety and access, including sidewalks, bike parking, and an integrated street network;
- Structures, buildings, streets and open spaces that are arranged to create an inviting, walkable, human-scale environment, including a prohibition of drive-through establishments and reduction in curb cuts to the street;
- A reduction in the amount of required

*FAR = floor to area ratio

ZONING TO ACCOMMODATE INFILL & TRANSIT-ORIENTED DEVELOPMENT

parking through a variety of parking strategies, including shared parking and competitive parking pricing;

- Parking that is located and designed so that it does not dominate the area surrounding the transit station;
- Build-to requirements (often found in code books as setbacks or street-level window requirements), which can improve the visual appeal of a TOD neighborhood by creating a strong definitive street wall.

Context is a critical part of understanding the appropriate level of transit-oriented development for any municipality. Fair Lawn would be well served to undertake a corridor specific zoning analysis along Fair Lawn Avenue

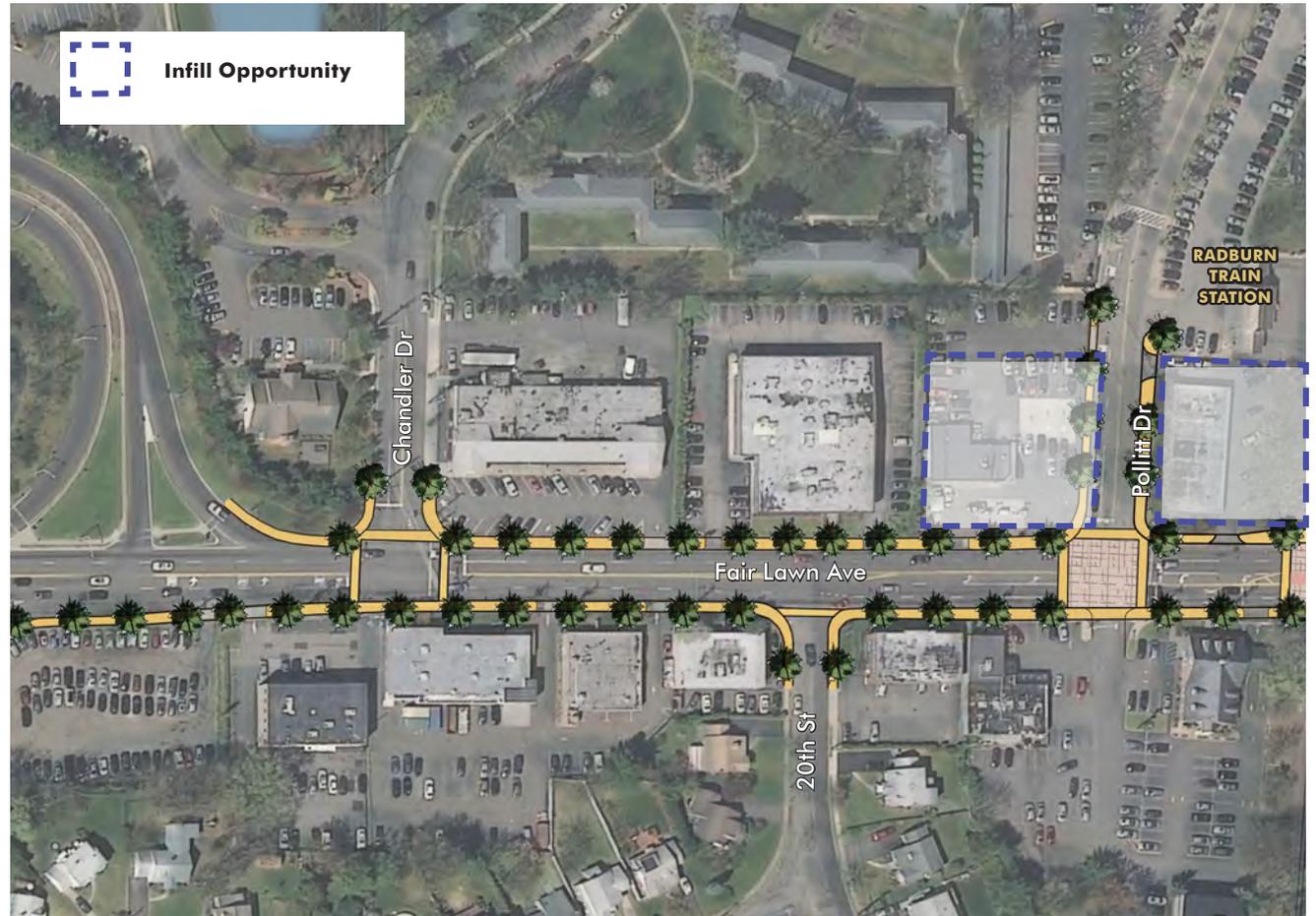
PREFERRED VISION FOR INFILL OPPORTUNITY SITES



These images illustrate the range of preferred architectural character based on the results of the Community Vision Survey. Design characteristics common to the buildings in these images include the following:

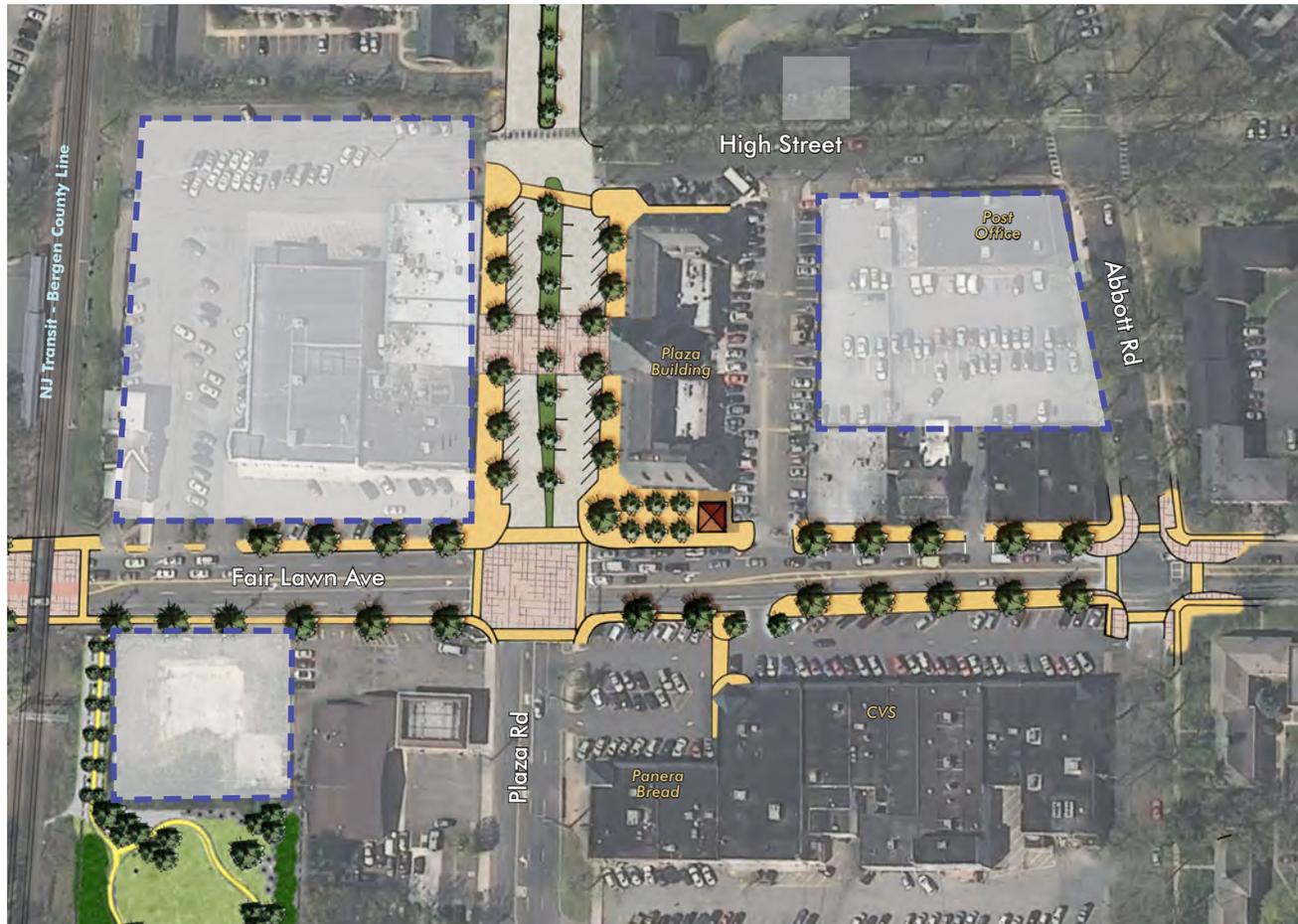
- Traditional forms ranging from 2 ½ to 4 ½ stories in height
- Ground floors with well-defined storefronts
- Masonry facades with detailed materials
- Depth and shadow created by projections and recesses such as awnings, punched openings, protruding bays, terraces and overhanging eaves
- Massing that terminates in a sloped roof articulated with dormers, gables and/or tower elements

OPPORTUNITIES FOR INFILL, IMPROVEMENTS & TRANSIT-ORIENTED DEVELOPMENT



Extend Corridor Improvements to the West: The proposed improvements outlined on the previous pages can be extended to the west along Fair Lawn Avenue to further enhance safety for pedestrians, transit accessibility and physical improvements designed to create an identifiable “sense of place” for the entire corridor. It is recommended that the type of textured paved intersection treatment proposed at Fair Lawn Ave and Plaza Road also be used to flank the railroad crossing and the intersection of Fair Lawn Ave and Pollitt Drive. The type of streetscape improvements recommended for the block of Fair Lawn Ave between Plaza Road and Abbott Road should be continued west of Plaza Road all the way to Route 208.

OPPORTUNITIES FOR INFILL, IMPROVEMENTS & TRANSIT-ORIENTED DEVELOPMENT



Infill Opportunity Sites: Local stakeholders engaged in the planning process helped identify several near-and long-term opportunity sites for infill transit-oriented development along Fair Lawn Avenue. These sites offer a range of varying opportunities to transform vacant, obsolete or underutilized parcels with more appropriate uses that capture market opportunities in mixed-use buildings that can be designed to create an identifiable “sense of place” and assist with the continued walkability of the corridor.

Fair Lawn Avenue Corridor Vision Plan

APPENDICES

In order to make the improvements along Fair Lawn Avenue in the Borough of Fair Lawn, the municipality and partners need to take a series of short and long-term actions. The following agenda indicates these planning and implementation actions developed during the evolution of this and other planning initiatives over the last several years. The agenda recognizes that successful implementation of plans requires strong local support and action, as well as assistance from Bergen County and the State of New Jersey. These actions are illustrated in the Planning and Implementation Agenda.

SHORT: 3-6 months
MEDIUM: 6-18 months
LONG: 18-36 months

5/6/2016

Priority	Program/Improvement/Activity	Detail	Target Date	Lead Organization	Possible Funding Sources	Partners & Collaborators
1. Corridor Design & Circulation	Greater Connectivity to the Radburn Station	Create safer connections for all transportation modes from the Radburn Train Station to Fair Lawn Avenue businesses.	Medium	Borough of Fair Lawn	NJTPA "Street Smart" campaign NJDOT's Safe Streets to Transit Program NJTPA Performance-Based Planning: Walking and Biking or Public Transit and Shared Ride Use	NJ TRANSIT Borough of Fair Lawn Municipal Department of Engineering County Engineer
	Encourage Development of Spaces for Public Gathering Opportunities	Incentivize development of spaces for public gathering opportunities along the corridor. Create a public space in proximity to the station to serve as catalyst for public gatherings and civic events at the heart of Fair Lawn. Potential relocation and expansion of farmers market in the public space. Allow Farmer's Markets in Borough Zoning	Long	Borough Planning and Zoning Boards or future Business Improvement District	NJ Economic Development Authority: Economic DEP Green Acres Grant Farmer's Market Promotion Program Grant	Mayor and Borough Council Borough Planning and Zoning Boards Fair Lawn Chamber of Commerce Fair Lawn Economic Development Corporation Office of Planning Advocacy
	Traffic, Pedestrian and Bike Circulation Study for the Fair Lawn Avenue Corridor	Needed before any informed recommendations can be made regarding possible road diets along the Fair Lawn Avenue Corridor.	Short	Borough of Fair Lawn	NJDOT Transportation Alternatives Program	NJDOT Municipal Public Works & Engineering Municipal Police Departments Bergen County
	Police Officers in Crosswalks/Pedestrian Decoy Program	Utilizes a "decoy" (undercover officer) as a pedestrian to cross the roadway at a clearly marked crosswalk. Then, work with an enforcement team to identify, stop and educate violators of New Jersey's Pedestrians Laws.	Medium	Bergen County Police Department Fair Lawn Police Department	New Jersey Division of Highway Traffic Safety	Borough of Fair Lawn Bergen County

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1. Corridor Design & Circulation	Bus Shelter Consistency	Opportunity for installation of "Fair Lawn Style" shelter, provided by NJ TRANSIT. Local sponsor, public or private, would be responsible for maintenance and liability of shelter.	Medium	Borough of Fair Lawn	NJ TRANSIT to provide bus shelter with Borough of Fair Lawn providing maintenance.	Borough of Fair Lawn NJ TRANSIT Bergen County (Freeholders)
	Turning "guide line" pavement markings on Fair Lawn Avenue at Abbott Road, Plaza Road and Pollitt Drive	Paint pavement markings at the intersection to guide left-turning vehicles through the intersection.	Medium	Bergen County & Borough of Fair Lawn	NJDOT Local Aid Program	Bergen County Engineering & Planning
	"Don't Block the Box" pavement markings on Fair Lawn Avenue at 20th Street	Traffic queuing on Fair Lawn Avenue often extends across 20th Street prohibiting vehicles from turning left on to Fair Lawn Avenue. Pavement markings at the intersection would encourage drivers to keep the intersection clear.	Medium	Bergen County & Borough of Fair Lawn	NJDOT Local Aid Program	Bergen County Engineering & Planning
	Intersection Improvements	Upgraded crosswalk striping / textured intersections. Curb bump-outs. Mid-block crossings.	Medium	Borough of Fair Lawn	NJDOT Transportation Enhancements Program NHTSA Section 402 Safety Funds	Mayor and Borough Council & Planning Board Bergen County Division of Engineering Bergen County Transportation Advisory Board NJTPA Local Business Improvement Districts

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1. Corridor Design & Circulation	Complete Streets Policy	Amend Circulation Element of Municipal Master Plan. Adopt a Complete Streets Policy. Revise municipal code to include bicycle and pedestrian accommodation requirements.	Short	NJDOT's Bike/Ped Office (Division of Statewide Strategies)	NJDOT Transportation Alternatives Program	Municipal Public Works & Engineering Planning/Zoning Board Police Department Borough of Fair Lawn Rutgers University Voorhees Transportation Center Bike/Ped Unit

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2. Pedestrian and Bicycle Improvements	Sidewalk and Crosswalk Upgrades and Maintenance	Repair/replace cracked and missing sidewalks. Institute a regular maintenance program for sidewalks and street cleaning. Repaint/add pavement markings.	Short	Municipal Public Works & Engineering & County Engineering	NJDOT Safe Streets to Transit Program	Local Business Improvement Districts Bergen County Division of Engineering
	Streetscape Improvements	Shade trees, pedestrian-scale lighting, and other street furniture can help make the corridor more inviting.	Medium	Borough of Fair Lawn	NJDOT Transportation Alternatives Program NJDOT's Safe Streets to Transit Program	Mayor and Borough Council & Planning Board Bergen County Division of Engineering Local Business Improvement Districts
	Right-of-way Designation Improvements	Sharrows and designated bike lanes.	Medium	Borough of Fair Lawn	NJDOT Local Aid Bikeways Grant Program NJDOT Transportation Enhancements Program	Mayor and Borough Council & Planning Board Bergen County Planning & Engineering Local Business Improvement Districts
	Improve Bicycle Connectivity	Expand on existing and to-be-implemented bicycle network to connect the corridor with the Promenade development and existing trails.	Short	Borough of Fair Lawn	NJDOT Local Aid Bikeways Grant Program	Bergen County Department of Planning & Engineering Fair Lawn Department of Planning & Engineering
	Bike Racks, Lockers and Storage	Inventory current bicycle parking. Identify locations along and near Fair Lawn Avenue where safe and secure bicycle parking can be installed. Install bike racks, lockers and storage at various study area locations.	Short	Borough of Fair Lawn	NJDOT Local Aid Bikeways Grant Program NJDOT Transportation Enhancements Program	Mayor and Borough Council & Planning Board County Division of Engineering NJTPA Local Business Improvement Districts
	Sign Inventory and Wayfinding Program	Create a partnership among Borough, County and business owners along the Fair Lawn Avenue corridor to collaboratively fund a wayfinding/branding program and implementation plan.	Medium	Borough of Fair Lawn Economic Development Corporation	Main Street New Jersey (Funding & technical Assistance)	Borough of Fair Lawn Economic Development Corporation Bergen County Economic Development Corporation Fair Lawn Avenue CBD Committee (Proposed) Fair Lawn Chamber of Commerce

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3. Parking Management & Operations Improvements	Hold Forum for Collaborative Parking Agreement	Engage property owners to draft a Collaborative Parking Agreement.	Short	Mayor and Borough Council & Planning Board	Borough of Fair Lawn
	Add On-Street Parking within the Study Area to the Greatest Extent Possible	Add parallel parking within the study area to provide short-term retail parking and create a more pedestrian-friendly district.	Medium	Mayor and Borough Council & Planning Board	Bergen County Engineering Borough of Fair Lawn
	Increase Price of Permits.	Create additional revenue, retained by the Town to provide additional resources to fund improvements or lease additional parking space.	Short	Mayor and Borough Council & Planning Board	Borough of Fair Lawn Department of Commuter Parking
	Create a Single Responsibility Center for Parking Management and Enforcement.	A single responsibility center would provide allow the Town to manage parking and enforcement more effectively. This center will enable the Town to understand the parking dynamic and evaluate the resident vs non-resident parking demand.	Long	Mayor and Borough Council & Planning Board	Borough of Fair Lawn Department of Commuter Parking
	Improve Enforcement	Review qualifications for acquiring Resident Parking Permits to ensure that they are stringent and increase enforcement of cars parked at resident-only spaces to confirm they have resident only permits.	Medium	Mayor and Borough Council & Planning Board	Borough of Fair Lawn Department of Commuter Parking
	Improve Commuter Drop-Off and Pick-Up Area (which could encourage commuters to visit the Fair Lawn Avenue Corridor).	Reorganize commuter drop-off and pick up area.	Short	Mayor and Borough Council & Planning Board	Bergen County Engineering NJ TRANSIT

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4. Economic Development - Retail & Services	Establish Radburn Business District	<p>Establish a working committee to promote and oversee improvement efforts and enroll property owners and merchants.</p> <p>Maintain balance of long vs short term retail to minimize vacancies along the corridor.</p> <p>Establish annual/periodic events within the FLAI to attract local and regional customers.</p>	Short to Medium	FLAI Committee, Fair Lawn Economic Development Corporation		<p>FLAI Committee</p> <p>Fair Lawn Economic Development Corporation</p> <p>Bergen County Economic Development Corporation</p> <p>Fair Lawn Chamber of Commerce</p> <p>Local business owners</p>
	Improve Physical Conditions to Cater to Customers for a One-stop Shopping Environment	<p>Combine individual rear parking lots into one publicly managed lot.</p> <p>Improve access between North and South Fair Lawn Avenue.</p>	Short to Medium	Borough Planning and Zoning Boards	The establishment of a parking authority that can use cash flow or parking revenues to underwrite a bond or a loan. NJDOT Transportation Alternatives Program	<p>Corridor Stakeholders</p> <p>Fair Lawn Department of Engineering</p> <p>Fair Lawn Department of Commuter Parking</p>
	Improve General District Appearance and Enhance Pedestrian Experience	<p>Improve visibility of stores through pedestrian-oriented wayfinding, signage, transparency (large and engaging store windows), and branding.</p>	Medium to Long	Mayor and Borough Council & Planning Board	The city could establish a revolving loan fund for Façade Improvements in partnership with a financial institution. State and federal funding may be leveraged. NJ Economic Development Authority: Economic Redevelopment and Growth (ERG) Program	<p>Mayor and Borough Council & Planning Board</p> <p>Fair Lawn Recreation & Parks Department</p> <p>Fair Lawn Chamber of Commerce</p>
	Strengthen Tenant Mix to Better Appeal to Local Customers	<p>Promote retail opportunities that reflect the local residential and employee population's price point and lifestyle:</p> <ul style="list-style-type: none"> -Mid-range price point -Food, gardening, home improvement and active lifestyles 	Short to Medium	Potential future Radburn Business District		Economic Development Corporation

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5. Revitalization - Mixed-use Development	Capture Some Portion of the Demand for Multifamily Housing Near Transit	The one-mile radius area around Radburn Station will have the opportunity to support the development of 2,330 new multi-family units over the next 15 years. There is also pent-up housing demand from low- to moderate-income Primary Market Area (PMA) workers commuting into the PMA, who will likely require access to housing, either market-rate or subsidized. Balance new housing development with existing vacancies to avoid oversaturating demand.	Varies	Mayor & Borough Council and Planning Board	Mayor and Borough Council Borough Planning and Zoning Boards Private Developers Economic Development Corporation
	Capture Some Portion of the Demand for Localized Office Space	Based on anticipated employment growth, the office supply-demand analysis indicates there will be new demand for over 1.6 million square feet of total office space. Existing office lease and sale premiums within the PMA and projected growth in the professional, scientific, and technical services (PSTS) and health care and social assistance sectors suggest an existing and future demand for medical and office condo space. Balance the need for new office space with existing vacancies to avoid oversaturating demand.	Varies	Mayor & Borough Council and Planning Board	Mayor and Borough Council & Planning Board Economic Development Corporation Private Developers
	Land Use & Zoning that promotes appropriate infill	Update zoning to permit appropriate mixed-use, multi-story transit-oriented development along the corridor. Amend zoning and parking regulations to change parking requirements to promote parity between eating establishments and other retail uses. Current parking regulations prevent the addition of restaurants at some locations. Amend zoning to allow blade signs and farmers market within the district.	Short	Borough Planning and Zoning Boards	Borough Planning and Zoning Boards

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5. Revitalization - Mixed-use Development	Fiscal Impact	Cost-benefit analysis. Job creation. Tax Revenue generation.	Varies	Fair Lawn Economic Development Corporation	Borough of Fair Lawn Fair Lawn Economic Development Corporation Bergen County Economic Development Corporation
	Feasibility Analysis	Run pro formas to estimate hard and soft development costs, operating expenses, lease and rental rates, real property tax rates, parking ratios, likely acquisition costs, return rates (IRR and ROE). Conduct sensitivity testing to determine development and/or operating factors likely to have the greatest influence on financial feasibility.	Varies	Fair Lawn Economic Development Corporation	Borough of Fair Lawn Fair Lawn Economic Development Corporation Bergen County Economic Development Corporation