Fair Lawn Avenue Corridor Vision Plan

APPENDICES

Appendix A: Final Implementation Agenda

Fair Lawn Avenue Corridor Vision Plan

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 Maket 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	Borogh 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

Planning and Implementation Agenda: Fair Lawn Avenue Corridor Vision Plan

2. Pedestrian and Bicycle Improvements

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Priority	Program/Improvement/Activity	Detail	Target Date	Lead Organization	Possible Funding Sources	Partners & Collaborators
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

Planning and Implementation Agenda: Fair Lawn Avenue Corridor Vision Plan 3. Parking Management & Operations Improvements

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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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Priority	Program/Improvement/Activity	Detail	Target Date	Lead Organization	Possible Funding Sources	Partners & Collaborators
4. Economic Development - Retail & Services	**Establish Radburn Business District**	Establish a working committee to promote and oversee improvement efforts and enroll property owners and merchants. Maintain balance of long vs short term retail to minimize vacancies along the corridor. Establish annual/periodic events within the FLAI to attract local and regional customers.	Short to Medium	FLAI Committee, Fair Lawn Economic Development Corporation		FLAI Committee Fair Lawn Economic Development Corporation Bergen County Economic Development Corporation Fair Lawn Chamber of Commerce Local business owners
	Improve Physical Conditions to Cater to Customers for a One-stop Shopping Environment	Combine individual rear parking lots into one publicly managed lot. Improve access between North and South Fair Lawn Avenue.	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	Corridor Stakeholders Fair Lawn Department of Engineering Fair Lawn Department of Commuter Parking
	Improve General District Appearance and Enhance Pedestrian Experience	Improve visibility of stores through pedestrian-oriented wayfinding, signage, transparency (large and engaging store windows), and branding.	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	Mayor and Borough Council & Planning Board Fair Lawn Recreation & Parks Department Fair Lawn Chamber of Commerce
	Strengthen Tenant Mix to Better Appeal to Local Customers	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	Short to Medium	Potential future Radburn Business District		Economic Development Corporation

Planning and Implementation Agenda: Fair Lawn Avenue Corridor Vision Plan

5.Revitalization - Mixed-use Development

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Priority	Program/Improvement/Activity	Detail	Target Date	Lead Organization	Partners & Collaborators
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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Priority	Program/Improvement/Activity	Detail	Target Date	Lead Organization	Partners & Collaborators
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

Appendix B: Local and Regional Economic Analysis

Fair Lawn Avenue Corridor Vision Plan

Fair Lawn Economic and Retail Market Analysis,

Written Summary

Fall 2015

Introduction

As part of the Fair Lawn Avenue Corridor Vision Plan, LRK hired Larisa Ortiz Associates to conduct an Economic and Retail Market Trends Analysis for Fair Lawn Avenue. The project had as main objectives:

- Assess the retail environment of Fair Lawn Avenue to help existing and future businesses better understand local market dynamics so they can position themselves more strategically and respond to market conditions more effectively.
- Identify challenges and opportunities for improvements in the Radburn's commercial district along Fair Lawn Avenue.

This summary offers readers an overview of key findings and recommendations from the market study. The next section outlines the study methodology followed by the market analysis (physical and business mix analysis, and demand and competitive supply analyses), and concludes with recommendations for redevelopment (improving public and private spaces), tenant mix (finding the right businesses) and administrative capacity (developing stewardship).

Methodology

District Assessment

The Consultant began with a ***physical analysis*** of the district. This was done with an eye towards the district characteristics that undergird successful business environments, including physical conditions, cleanliness and safety, visibility, access 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

The Consultant conducted interviews with stakeholders, including 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 our experience working in similar urban business districts, we defined and analyzed a primary trade area based

approximately on a one-mile radius from the Radburn Train Station. For the trade area we analyzed the following:

- Demographic, Economic, Psychographic, and Consumer Spending Data.
- Competitive offerings and districts

Key Findings

District Assessment

Transportation and Access

Traffic counts along Fair Lawn Avenue are high, varying from 19,000 to 24,000 average daily traffic (ADT). Furthermore, with almost 1,500 riders daily, Radburn, Fair Lawn, is the second busiest station of Main Line-Bergen County, followed by Rutherford and Glen Rock.

Physical Environment – Public and Private Realms

The overall conditions along Fair Lawn Avenue make the district less attractive to pedestrians and customers.

Sidewalks/Streets

- There are no amenities, street furniture and little street-level activities.
- There is little tree coverage and insufficient pedestrian lighting.
- The lack of public spaces and narrow sidewalks in front of businesses limit seating and gathering opportunities.
- Sidewalks are constantly interrupted by parking lot entrances and other barriers, making pedestrian circulation unsafe and discouraging customers from visiting multiple businesses. A customer visiting Panera Bread must cross the equivalent of 10 car lanes to visit a business in the Plaza Road Building.
- The lack of a properly assigned drop off/pick up area in the Radburn Train Station creates dangerous conditions for transit riders.
- The lack of sufficient and adequate crosswalks creates dangerous conditions for shoppers willing to patronize businesses located at different sides of Fair Lawn Avenue.

Parking/Access

- Despite existing demand, the district lacks adequate bike infrastructure (no proper bike lanes or places for bike parking).
- Parking is fragmented among several properties and poorly designed, which creates wasted space and difficulty accessing spots.

- The lack of sufficient parking at the Radburn Train Station makes parking next to the station difficult and forces commuters and shoppers to compete for parking.

Business Density and Mix

There are two main retail microclimates in the district: a convenience-oriented node to the East of the Radburn Train Station and a medical-oriented node to the West. The convenience-oriented businesses include delis, pharmacies, take-out restaurants, etc. The medical oriented includes mostly physicians' offices. The two sides of the convenience-oriented node along Fairlawn Avenue result in a fragmented district. Fairlawn Avenue is a physical barrier that makes it difficult to patronize multiple businesses during a single visit owing to parking limitations and the dangers of crossing Fair Lawn Avenue, particularly at the mid-block.

Stakeholder 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 district to carry on business improvement efforts.

Additionally, they identified the following opportunities and assets:

- The historical character of the district and its proximity to Radburn make it a unique place.

- The centrality of the district and the presence of the train station make Fair Lawn Avenue a logical place for a local downtown: a convenience-oriented civic node at the heart of Fair Lawn.

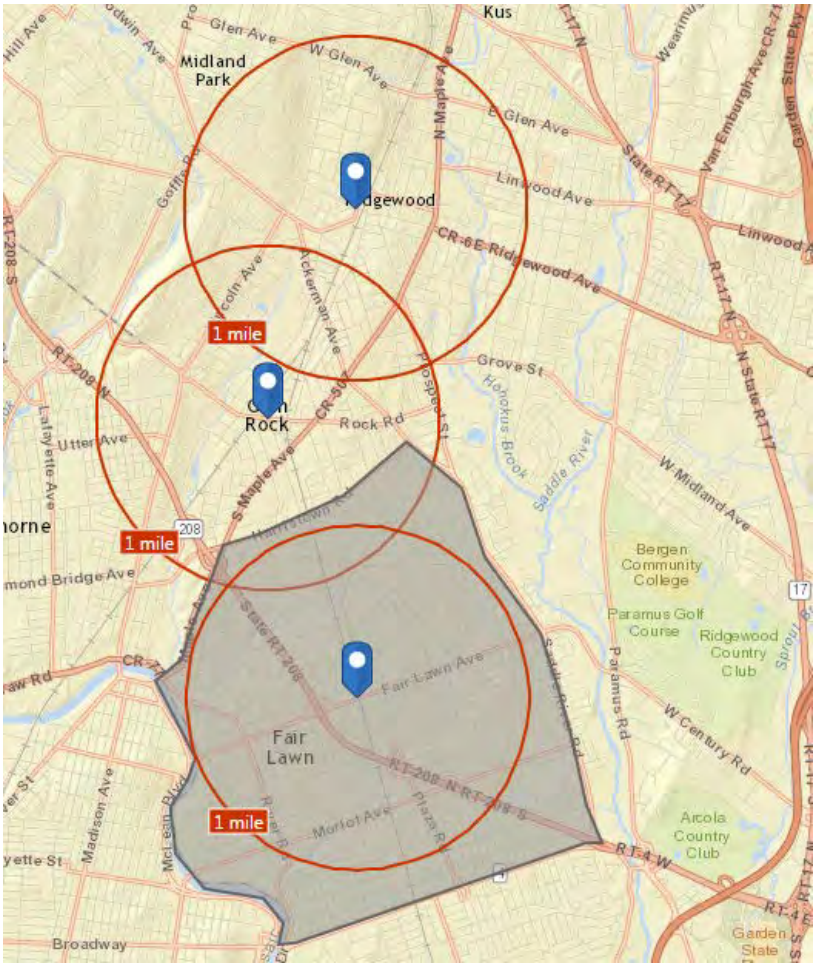
- There is interest and demand for development in the district.

Demographics, Workforce and Psychographic Data

Commercial Corridor Classification and 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.

Given its convenience and neighborhood oriented character, we defined a primary trade area based on a mile radius from the Radburn Train Station. Additionally, for comparison we collected data of nearby municipalities with similar commercial districts based on a mile radius of their train station. These municipalities include Glen Rock and Ridgewood.



Source: ESRI Business Analyst, 2015

Resident Population

As illustrated in the table below, there are 31,704 people in the Fair Lawn Trade Area, 14,949 in Glen Rock and 14,282 in Ridgewood. All trade areas are composed of family households, who are middle age and mostly white.

Variable	Fair Lawn*	Glen Rock*	Ridgewood*
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
Household size (average)	2.71	2.84	2.78
Family households	75.3%	78.5%	73.5%
Median Age	43.5	42.6	42.3
White pop.	84.0%	86.4%	81.3%

** Based on one-mile radius trade area centered at the train station*

Source: ESRI Business Analyst, 2015

As illustrated in the table below, the trade areas are composed of homeowners, with mid-to-high incomes, educated and employed in white-collar occupations.

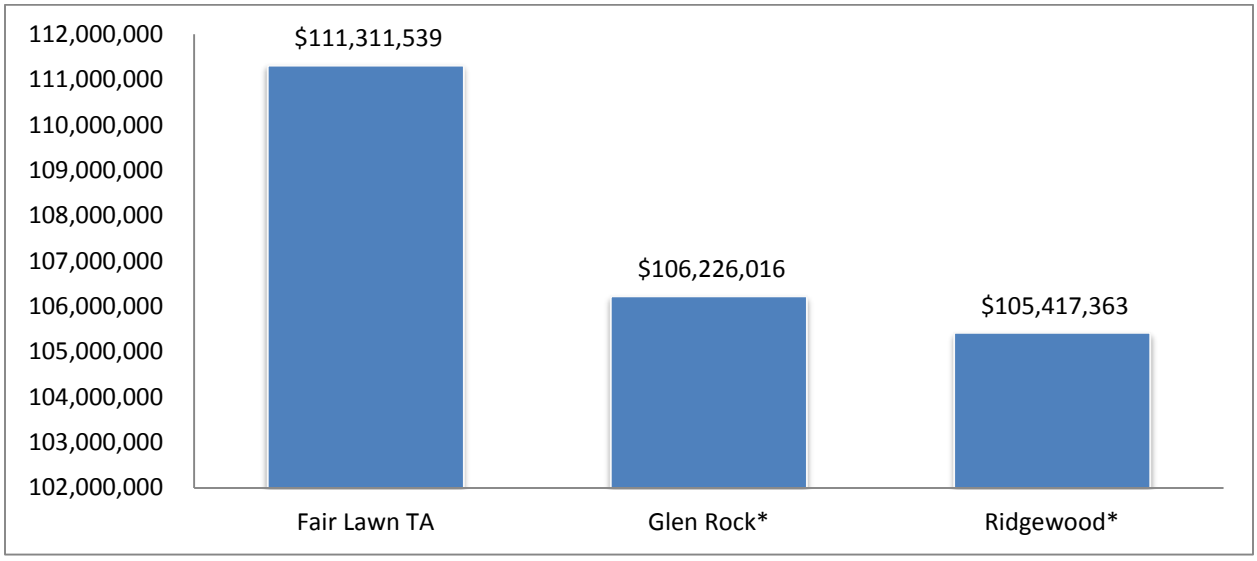
Variable	Fair Lawn*	Glen Rock*	Ridgewood*
Owner occupied housing units	75.1%	80.8%	63.9%
Median Household Income	$96,495	$126,914	$128,096
Households earning $100,000 and above	48.20%	59.9%	57.6%
25+ with Bachelor's Degree	30.3%	34.1%	42.0%
Residents in White Collar Occupations	77.2%	82.7%	82.5%
Residents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

** Based on one-mile radius trade area centered at the train station*

Source: ESRI Business Analyst, 2015

Despite lower incomes, Fair Lawn Avenue benefits from higher density, which boosts its concentrated buying power (see chart below).

Concentrated Buying Power



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

Source: ESRI Business Analyst, 2015

Resident Profiles (Psychographics)

Esri Business Analyst, a leading provider of mapping, retail and market data, has created a psychographic categorization system called *Tapestry Segmentation,* which divides residential areas into segments based on socioeconomic and demographic characteristics. This analysis paints a more vivid picture of who is living in the trade area and what their habits and preferences are, and is a tool frequently used by retailers to quickly understand a community. For more detailed descriptions see: http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf.).

Residents within the Fair Lawn Trade Area trade area fall into the following main segments:

47.5% Pleasantville: Middle-aged couples living on dual incomes. Spend their spare time doing sports and watching movies . Shop at a variety of stores, from discount to upscale. Enjoy gardening and home improvement. Median age: 41.9 and median HH income is $ 85,000

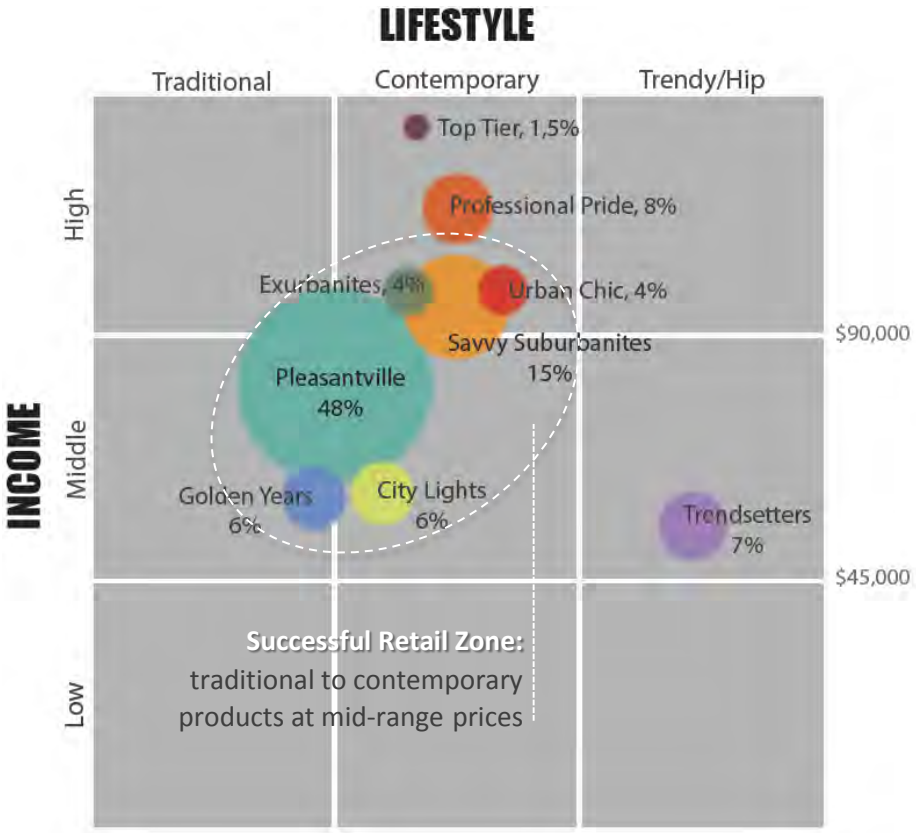
15.2% Savvy Suburbanites: Well educated, well read and well capitalized families. Hobbies include home remodeling and gardening, sports and exercise. Enjoy good and organic food, wine and cultural events. Median age: 44.1and median HH income is $104,000

7.9% Trendsetters: Young, diverse, mobile and singles who rent in upscale multiunit structures, dine out and often shop at Banana Republic, Gap, and Macy's. Median age: 35.5 and median HH income is $51,000

6.3% Golden Years: Independent, active seniors pursuing a variety of interests like travel, sports, dining out, museums. Median age: 51 and median HH income is $61,000

6.2% City Lights: **A blend of households** from single-person to married-couple families. Diverse and price savvy but willing to pay for quality products. Median age: 38.8 and median HH income is $60,000

Based on resident profiles, our firm developed a strategic positioning matrix that establishes what would be a ***successful retail zone*** for the district, that is, what price point and lifestyle characteristics should retailers be focusing on. For Fair Lawn a successful retail zone includes traditional to contemporary products at mid-range prices (see matrix below).



Source: ESRI Business Analyst 2015, Matrix: Copyright Larisa Ortiz Associates

Workforce Population

When assessing market demand it is also important to consider local workforce population. Based on census data from OnTheMap application we estimated 11,838 workers for Fair Lawn, which brings a

resident/employee ratio of 2:1 (2 residents per 1 employee). Thus, employees constitute another important segment of the local customer base (*Source: US Census Bureau, Center for Economic Studies, OnTheMap Application, 2012 Data*).

Retail Leakage based on Residential Demand and Opportunities

Retail leakage occurs when people are spending more for goods, than local businesses actually acquire. A look at the retail leakage for the Fair Lawn Trade Area reveals leakage on these main categories:

Furniture and Home Furnishing Stores

Electronics and Appliance Stores

Building Materials, Garden Equipment & Supply

Food and Beverage Stores

Clothing and Accessories

Jewelry, Luggage and Leather Goods Stores

Sporting Goods, Hobby, Book & Music

General Merchandise Stores

Miscellaneous Store Retailers (includes florists, gifts, and office supplies)

Food Service and Drinking Places

Additionally, it is important to note that only a percentage of leakage (known as the capture rate) can actually be captured and used to support new stores. Based on the district's convenience-oriented character and currently available square footage. We recommend a limited number of retail stores that could be sustained by existing market demand. Next, based on available square footage of potential development sites next to the train station, we suggest additional retail stores that could be sustained by additional demand brought by new development.

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 serving restaurants with outdoor seating
- A small home supplies and gift store

Suggested Long Term Retail

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

Recommendations

Our 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).

Redevelopment: Improving Public and Private Spaces

Objective: Improve connectivity and access **to** and **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).

Objective: Drive 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 transparency (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.

Tenant Mix: Finding the Right Businesses

Objective: 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

Objective: 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:
    - Reduction in restaurant parking requirements
    - Allowance of blade signs
    - Allowance of farmers market in zoning

Introduction

As per the project work plan, a market assessment of a strategic land-use/Transit-Oriented Development analysis - and implementation of recommendations from the assessment - are critical to the continued success of Fair Lawn's local economy in the Radburn Station Area. This coincides with NJ TRANSIT's ongoing process of encouraging Transit-Oriented Development and economic revitalization along the rail system.

Methodology

4ward Planning analyzed local and regional demographic trends in Fair Lawn and its vicinity, establishing 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, 4ward Planning then identified and analyzed local and regional 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 projected pipeline of residential units and office square footage to be developed over the next five years.

4ward Planning then 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 and upon qualitative research gathered from site visits and stakeholder input.

Based on data availability and geographic appropriateness, the areas studied include:

- Convenience Trade Area: One-mile radius circle from Radburn Station
- Fair Lawn Borough
- Primary Market Area (PMA): 10-minute drive-time contour from Radburn Station
- Bergen County
- New York-White Plains-Wayne, NY-NJ Metropolitan Division (Metro): Includes Bergen, Hudson, and Passaic Counties
- New York–Newark–Jersey City, NY–NJ–PA Metropolitan Statistical Area (MSA)

Demographic Trends

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

Regional demographic trends influencing this demand are as follows:

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 young 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 to 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 TOD 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.

Real Estate Trends

Multi-Family

While the low vacancy rate indicates a tight multi-family housing market in Fair Lawn, there have been recent mixed-use residential developments adding to area housing stock and in the pipeline, including the Fair Lawn Promenade and 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 1-bedrooms, $2,600 for 2-bedrooms, and $3,900 for 3-bedrooms. 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 residential units affordable to families as per New Jersey affordable housing laws.

In the greater metro area, August 2015 data indicate approximately 40 percent of the available rental units were characteristic of 2-bedroom units. Average asking rents within Bergen County ranged from $1,350 for a studio, $1,660 for a 1-bedroom, $2,620 for a 2-bedroom, and $4,770 for a 3-bedroom.

According to 2015 HUD Assistance Income Limits data provided by the United State Department of Housing and Urban Development (HUD), 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 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 three-county Metro are relatively unaffordable for many low-income households.

Office

As previously discussed, the Fair Lawn Promenade 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 percent of these office properties and 46 percent 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. 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.

Supply-Demand Analysis

To foster economic development and create a more vibrant Radburn Station Area, Fair Lawn Borough has an opportunity to capture a portion of the regional demand for multi-family residential and office space. Demand projections are calculated over 15 years, so new development should be understood to potentially be accommodated over that time period.

Multi-Family

In 2015, existing net housing demand within the 10-Minute Drive Time PMA is approximately 4,230 units – largely the result of pent-up demand from workers commuting from outside the area. 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 percent 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 (nearly 7,000 new households are projected between 2015 and 2030).

Assuming between 10 and 20 percent of net housing demand within the PMA could potentially be captured within a one-mile radius of Radburn Station, the area has the opportunity to support development of between 1,160 and 2,330 multi-family units (particularly townhouses/condos) by 2030. Research suggests that young professionals and empty nesters, who prefer to live near jobs, entertainment, and service amenities like restaurants and shops (ideal uses within a TOD site), 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. While the recommended amount of residential development has not been determined at this time, indication of demand shows that should Fair Lawn decide to go forward with development, it is unlikely to sit vacant - a positive sign for developers and the Borough.

Office

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 percent of all new office space demand, and the health care/social assistance and retail trade sectors each representing 25 and 11 percent 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 new mixed-use transit-oriented development at the Radburn Station. However, much of the new office space demand within the PMA could be accommodated within the 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. Although the market for medical office space within the PMA appears strong, as confirmed by relatively high average per-square-foot sale prices, further analysis would be required to better understand the clustering needs of regional medical office space and its potential to be accommodated within new transit-oriented development near the Radburn Station.

Recommendations

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

Financial Feasibility Analysis

A financial feasibility analysis evaluates the financial feasibility of developing mixed-use 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 analyses 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.

Comparable Cases

According to Reconnecting America and the CTOD's *TOD 202: Station Area Planning, How to Make Great Transit-Oriented Places*, there are eight TOD typologies, shown in Table 1 below. The area surrounding Radburn Station matches most closely the characteristics of a Transit Neighborhood, which is defined as a predominantly residential district organized around a transit station. The key features of a Transit Neighborhood are described in Table 2.

Table 1: TOD Typologies
Regional Center
Urban Center
Suburban Center
Transit Town Center
Urban Neighborhood
Transit Neighborhood
Special Use/Employment District
Mixed-Use Corridor

Table 2: Transit Neighborhood Typology	
Characteristics	Predominantly residential district organized around transit station
Transit mode	LRT/streetcar, BRT, commuter rail, local bus
Peak transit frequency	15-30 minutes
Density	Low- to moderate-density
Land-use mix	Residential uses with supporting commercial and employment uses
Retail characteristics	Primarily local-serving retail opportunity
Housing mix (new development)	Low-rise, townhomes, small-lot single-family, and some mid-rise
Net density	20-50 dwelling units/acre
Jobs target	NA
Minimum FAR	1.0 FAR

Utilizing the Center for Transit-Oriented Development's (CTOD) TOD Database for existing transit stations, existing conditions metrics were identified for Radburn. These metrics are shown in comparison to TODs at Metuchen station and Bay Street station in Montclair, two TOD models for Fair Lawn to consider. Metrics shown in the table are for the area within a half-mile of the train stations.

Table 3: Comparison of TOD Metrics			
	Metuchen	Montclair – Bay Street	Radburn
Population	4,138	7,676	5,848
Residential Household Density	3.93	5.64	5.63
Jobs per acre	6.17	12.59	5.18
Median household income	$98,170	$63,041	$72,437
Owner-occupied housing	72.9%	34.5%	53.1%

Compared to the Radburn TOD area, Metuchen has lower population and household density, while Bay Street has higher population and approximately the same household density. Both Metuchen and Bay Street have higher concentrations of jobs per acre, Bay Street much more so.

According to NJTOD.org, transit-friendly redevelopment is a long-term goal of Metuchen, which received designation as a New Jersey Transit Village in 2003. The Walk Metuchen program was an early planning effort focused on pedestrian improvements, which established signage to identify walking routes connecting outlying neighborhoods to the community's center. In 2007, Metuchen received a Smart Future grant to support its planning efforts, which helped the municipality hold workshops focused on ways to promote the local business environment, improve circulation, and identify opportunities for public space in the community's center.

The Bay Street station in Montclair has also received Transit Village designation. According to NJTOD.org, the Montclair Residences at Bay Street Station, the first TOD project around the station, was completed in 2009. Additional station-area plans call for redevelopment of nine acres, and will include seven residential projects and a commuter parking deck. As part of its Transit Village designation, Montclair became eligible for $100,000 in state funds to support its TOD efforts.

Land-Use and Zoning Examination

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, area, and station-area 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;
- Permit mixed-use buildings;
- Incentivize mixed-income residential development;
- Encourage adaptive reuse;
- Relax parking standards;
- Ensure quality development and overall environment; and
- Promote a vibrant, 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 units (a minimum of 20 percent of all new units must be affordable) 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 parking through a variety of parking strategies, including shared parking and competitive parking pricing;
- Parking that is located and designed so as to avoid unduly dominating the area surrounding the transit station;
- A minimum building height of 3.5 stories or 45 feet incorporated into a significant portion of the TOD district; and
- Build-to requirements (often found in code books as setbacks), which can affect the visual appeal of a TOD neighborhood by creating a strong definitive street wall.

However, it is important to remember that context is a critical part of understanding the appropriate level of development for the municipality.

Community Profile

Raidburn/Fairlawn
Area: 4.83 square miles

Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

Population Summary	
2000 Total Population	30,294
2010 Total Population	30,776
2015 Total Population	31,704
2015 Group Quarters	25
2020 Total Population	32,759
2015-2020 Annual Rate	0.66%
Household Summary	
2000 Households	11,408
2000 Average Household Size	2.65
2010 Households	11,387
2010 Average Household Size	2.70
2015 Households	11,673
2015 Average Household Size	2.71
2020 Households	12,036
2020 Average Household Size	2.72
2015-2020 Annual Rate	0.61%
2010 Families	8,558
2010 Average Family Size	3.17
2015 Families	8,794
2015 Average Family Size	3.18
2020 Families	9,084
2020 Average Family Size	3.18
2015-2020 Annual Rate	0.65%
Housing Unit Summary	
2000 Housing Units	11,601
Owner Occupied Housing Units	78.7%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	1.7%
2010 Housing Units	11,693
Owner Occupied Housing Units	76.7%
Renter Occupied Housing Units	20.7%
Vacant Housing Units	2.6%
2015 Housing Units	12,097
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	3.5%
2020 Housing Units	12,533
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	4.0%
Median Household Income	
2015	$96,495
2020	$104,964
Median Home Value	
2015	$361,828
2020	$439,867
Per Capita Income	
2015	$41,841
2020	$47,278
Median Age	
2010	42.7
2015	43.5
2020	44.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income	
Household Income Base	11,673
<$15,000	4.8%
$15,000 - $24,999	4.6%
$25,000 - $34,999	7.2%
$35,000 - $49,999	8.3%
$50,000 - $74,999	11.2%
$75,000 - $99,999	15.5%
$100,000 - $149,999	24.1%
$150,000 - $199,999	14.1%
$200,000+	10.0%
Average Household Income	$113,733
2020 Households by Income	
Household Income Base	12,036
<$15,000	4.1%
$15,000 - $24,999	3.2%
$25,000 - $34,999	4.8%
$35,000 - $49,999	7.4%
$50,000 - $74,999	11.0%
$75,000 - $99,999	15.3%
$100,000 - $149,999	25.8%
$150,000 - $199,999	16.5%
$200,000+	11.7%
Average Household Income	$128,796
2015 Owner Occupied Housing Units by Value	
Total	9,081
<$50,000	0.0%
$50,000 - $99,999	0.3%
$100,000 - $149,999	0.8%
$150,000 - $199,999	15.2%
$200,000 - $249,999	11.8%
$250,000 - $299,999	6.8%
$300,000 - $399,999	24.4%
$400,000 - $499,999	20.2%
$500,000 - $749,999	17.9%
$750,000 - $999,999	2.2%
$1,000,000 +	0.4%
Average Home Value	$385,443
2020 Owner Occupied Housing Units by Value	
Total	9,369
<$50,000	0.0%
$50,000 - $99,999	0.2%
$100,000 - $149,999	0.4%
$150,000 - $199,999	8.8%
$200,000 - $249,999	6.9%
$250,000 - $299,999	4.4%
$300,000 - $399,999	18.1%
$400,000 - $499,999	28.0%
$500,000 - $749,999	26.8%
$750,000 - $999,999	5.9%
$1,000,000 +	0.5%
Average Home Value	$457,890

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	30,773
0 - 4	5.3%
5 - 9	6.1%
10 - 14	6.8%
15 - 24	11.2%
25 - 34	10.1%
35 - 44	13.8%
45 - 54	16.5%
55 - 64	14.3%
65 - 74	7.3%
75 - 84	5.7%
85 +	2.9%
18 +	77.4%
2015 Population by Age	
Total	31,706
0 - 4	5.0%
5 - 9	5.8%
10 - 14	6.7%
15 - 24	11.3%
25 - 34	10.8%
35 - 44	12.5%
45 - 54	15.1%
55 - 64	15.2%
65 - 74	9.6%
75 - 84	5.0%
85 +	3.0%
18 +	78.6%
2020 Population by Age	
Total	32,760
0 - 4	5.0%
5 - 9	5.2%
10 - 14	6.1%
15 - 24	10.7%
25 - 34	11.7%
35 - 44	12.5%
45 - 54	14.1%
55 - 64	15.1%
65 - 74	11.5%
75 - 84	5.3%
85 +	2.8%
18 +	79.9%
2010 Population by Sex	
Males	14,812
Females	15,964
2015 Population by Sex	
Males	15,309
Females	16,395
2020 Population by Sex	
Males	15,882
Females	16,877

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	30,776
White Alone	84.0%
Black Alone	1.9%
American Indian Alone	0.1%
Asian Alone	10.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	1.8%
Hispanic Origin	9.8%
Diversity Index	41.2
2015 Population by Race/Ethnicity	
Total	31,704
White Alone	80.8%
Black Alone	2.3%
American Indian Alone	0.1%
Asian Alone	11.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	2.2%
Hispanic Origin	12.5%
Diversity Index	47.8
2020 Population by Race/Ethnicity	
Total	32,759
White Alone	77.4%
Black Alone	2.6%
American Indian Alone	0.1%
Asian Alone	13.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	2.6%
Hispanic Origin	15.7%
Diversity Index	54.4
2010 Population by Relationship and Household Type	
Total	30,776
In Households	99.9%
In Family Households	89.3%
Householder	27.8%
Spouse	23.2%
Child	32.8%
Other relative	4.4%
Nonrelative	1.0%
In Nonfamily Households	10.7%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment	
Total	22,590
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	18.7%
GED/Alternative Credential	1.6%
Some College, No Degree	14.9%
Associate Degree	7.2%
Bachelor's Degree	30.3%
Graduate/Professional Degree	21.5%
2015 Population 15+ by Marital Status	
Total	26,168
Never Married	27.0%
Married	56.8%
Widowed	7.2%
Divorced	9.0%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	95.3%
Civilian Unemployed	4.7%
2015 Employed Population 16+ by Industry	
Total	16,584
Agriculture/Mining	0.0%
Construction	5.0%
Manufacturing	7.0%
Wholesale Trade	5.1%
Retail Trade	10.8%
Transportation/Utilities	5.6%
Information	3.1%
Finance/Insurance/Real Estate	11.2%
Services	49.3%
Public Administration	2.8%
2015 Employed Population 16+ by Occupation	
Total	16,583
White Collar	77.2%
Management/Business/Financial	21.1%
Professional	30.2%
Sales	10.2%
Administrative Support	15.7%
Services	9.7%
Blue Collar	13.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.2%
Installation/Maintenance/Repair	3.3%
Production	2.6%
Transportation/Material Moving	4.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	11,386
Households with 1 Person	21.4%
Households with 2+ People	78.6%
Family Households	75.2%
Husband-wife Families	62.9%
With Related Children	29.6%
Other Family (No Spouse Present)	12.3%
Other Family with Male Householder	3.3%
With Related Children	1.4%
Other Family with Female Householder	9.0%
With Related Children	4.2%
Nonfamily Households	3.4%
All Households with Children	35.3%
Multigenerational Households	4.8%
Unmarried Partner Households	3.5%
Male-female	3.0%
Same-sex	0.6%
2010 Households by Size	
Total	11,386
1 Person Household	21.4%
2 Person Household	30.8%
3 Person Household	18.9%
4 Person Household	18.3%
5 Person Household	7.7%
6 Person Household	2.0%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	11,387
Owner Occupied	78.8%
Owned with a Mortgage/Loan	54.2%
Owned Free and Clear	24.6%
Renter Occupied	21.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

Raidburn/Fairlawn
Area: 4.83 square miles

Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

Summary	Census 2010	2015	2020
Population	30,776	31,704	32,759
Households	11,387	11,673	12,036
Families	8,558	8,794	9,084
Average Household Size	2.70	2.71	2.72
Owner Occupied Housing Units	8,971	9,082	9,370
Renter Occupied Housing Units	2,416	2,590	2,666
Median Age	42.7	43.5	44.1

Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.66%	0.39%	0.75%
Households	0.61%	0.40%	0.77%
Families	0.65%	0.42%	0.69%
Owner HHs	0.63%	0.31%	0.70%
Median Household Income	1.70%	2.44%	2.66%

	2015		2020	
Households by Income	Number	Percent	Number	Percent
<$15,000	564	4.8%	495	4.1%
$15,000 - $24,999	541	4.6%	388	3.2%
$25,000 - $34,999	842	7.2%	582	4.8%
$35,000 - $49,999	974	8.3%	895	7.4%
$50,000 - $74,999	1,308	11.2%	1,327	11.0%
$75,000 - $99,999	1,804	15.5%	1,845	15.3%
$100,000 - $149,999	2,815	24.1%	3,111	25.8%
$150,000 - $199,999	1,650	14.1%	1,981	16.5%
$200,000+	1,173	10.0%	1,413	11.7%
Median Household Income	$96,495		$104,964	
Average Household Income	$113,733		$128,796	
Per Capita Income	$41,841		$47,278	

	Census 2010		2015		2020	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,626	5.3%	1,580	5.0%	1,629	5.0%
5 - 9	1,888	6.1%	1,832	5.8%	1,719	5.2%
10 - 14	2,100	6.8%	2,125	6.7%	2,000	6.1%
15 - 19	1,954	6.3%	1,964	6.2%	1,953	6.0%
20 - 24	1,493	4.9%	1,615	5.1%	1,543	4.7%
25 - 34	3,093	10.1%	3,421	10.8%	3,819	11.7%
35 - 44	4,247	13.8%	3,963	12.5%	4,093	12.5%
45 - 54	5,080	16.5%	4,791	15.1%	4,635	14.1%
55 - 64	4,409	14.3%	4,807	15.2%	4,958	15.1%
65 - 74	2,250	7.3%	3,050	9.6%	3,783	11.5%
75 - 84	1,740	5.7%	1,591	5.0%	1,720	5.3%
85+	896	2.9%	967	3.0%	908	2.8%

	Census 2010		2015		2020	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	25,838	84.0%	25,626	80.8%	25,368	77.4%
Black Alone	582	1.9%	715	2.3%	857	2.6%
American Indian Alone	25	0.1%	28	0.1%	30	0.1%
Asian Alone	3,103	10.1%	3,762	11.9%	4,514	13.8%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	663	2.2%	866	2.7%	1,134	3.5%
Two or More Races	564	1.8%	706	2.2%	855	2.6%
Hispanic Origin (Any Race)	3,028	9.8%	3,964	12.5%	5,129	15.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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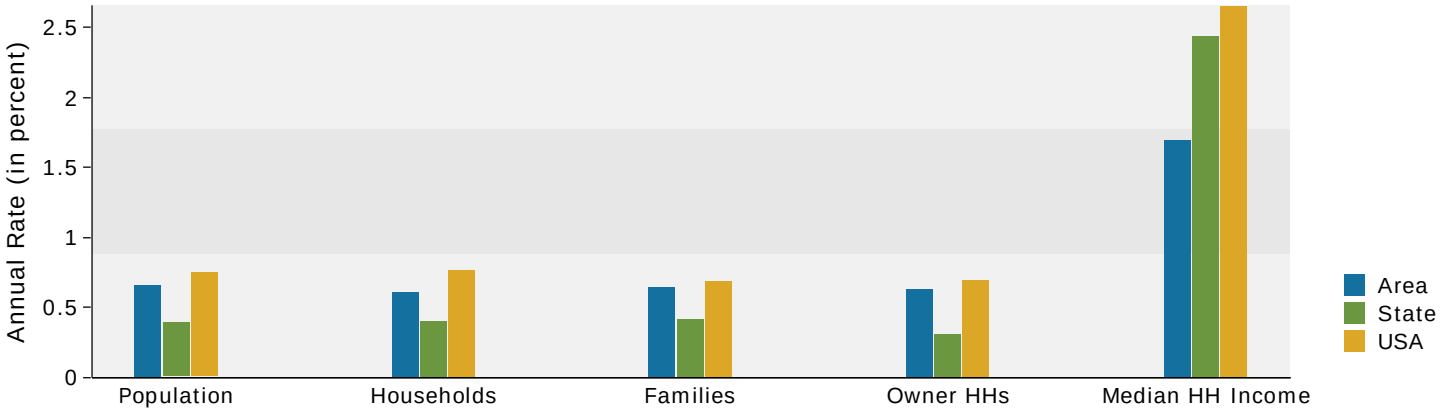
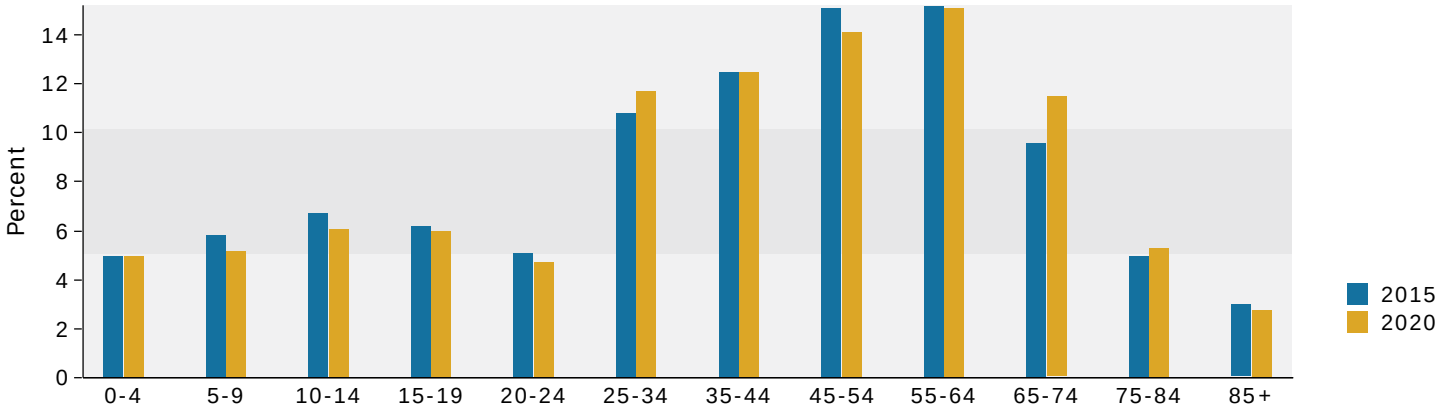
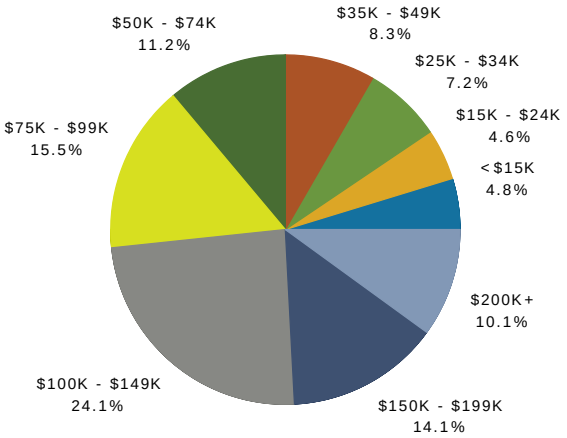
Trends 2015-2020



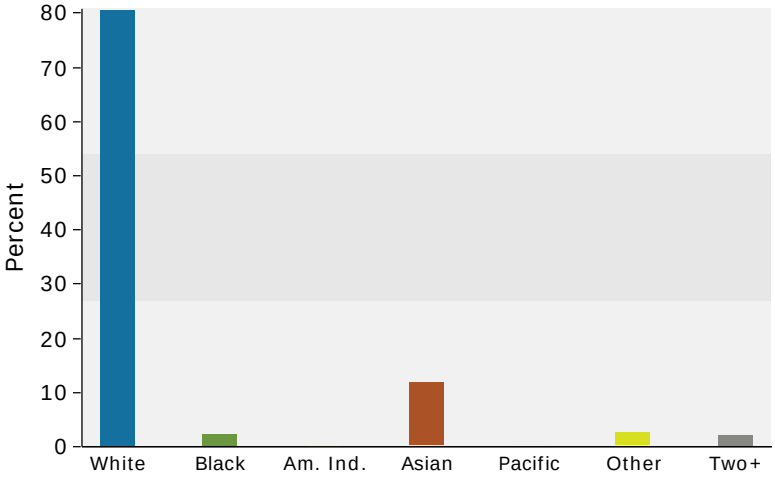
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 12.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Community Profile

216 Rock Rd, Glen Rock, New Jersey, 07452
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.96251
Longitude: -74.13126

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,728	144,280	389,279
2010 Total Population	14,694	145,893	390,807
2015 Total Population	14,949	148,348	398,490
2015 Group Quarters	33	893	6,996
2020 Total Population	15,322	151,874	408,699
2015-2020 Annual Rate	0.49%	0.47%	0.51%
Household Summary			
2000 Households	5,249	50,521	129,202
2000 Average Household Size	2.79	2.83	2.94
2010 Households	5,179	51,149	130,684
2010 Average Household Size	2.83	2.83	2.94
2015 Households	5,256	51,916	132,965
2015 Average Household Size	2.84	2.84	2.94
2020 Households	5,386	53,135	136,334
2020 Average Household Size	2.84	2.84	2.95
2015-2020 Annual Rate	0.49%	0.47%	0.50%
2010 Families	4,060	38,608	98,900
2010 Average Family Size	3.26	3.30	3.39
2015 Families	4,129	39,244	100,739
2015 Average Family Size	3.26	3.30	3.39
2020 Families	4,236	40,209	103,382
2020 Average Family Size	3.25	3.30	3.39
2015-2020 Annual Rate	0.51%	0.49%	0.52%
Housing Unit Summary			
2000 Housing Units	5,320	51,805	133,248
Owner Occupied Housing Units	83.1%	68.8%	61.9%
Renter Occupied Housing Units	15.6%	28.8%	35.1%
Vacant Housing Units	1.3%	2.5%	3.0%
2010 Housing Units	5,334	53,377	137,369
Owner Occupied Housing Units	81.7%	66.5%	59.3%
Renter Occupied Housing Units	15.4%	29.4%	35.8%
Vacant Housing Units	2.9%	4.2%	4.9%
2015 Housing Units	5,389	54,259	139,687
Owner Occupied Housing Units	80.8%	64.9%	57.7%
Renter Occupied Housing Units	16.7%	30.8%	37.5%
Vacant Housing Units	2.5%	4.3%	4.8%
2020 Housing Units	5,525	55,607	143,216
Owner Occupied Housing Units	80.6%	64.6%	57.4%
Renter Occupied Housing Units	16.9%	30.9%	37.8%
Vacant Housing Units	2.5%	4.4%	4.8%
Median Household Income			
2015	$126,914	$85,643	$67,593
2020	$148,371	$96,824	$77,742
Median Home Value			
2015	$610,277	$479,208	$472,949
2020	$677,999	$559,760	$554,857
Per Capita Income			
2015	$63,918	$43,877	$35,651
2020	$73,034	$49,904	$40,418
Median Age			
2010	41.7	40.1	38.5
2015	42.6	40.8	38.9
2020	44.0	41.7	39.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2015 Households by Income			
Household Income Base	5,256	51,916	132,958
<$15,000	2.8%	7.2%	10.8%
$15,000 - $24,999	3.5%	6.2%	7.7%
$25,000 - $34,999	5.3%	7.2%	9.2%
$35,000 - $49,999	7.2%	10.4%	12.5%
$50,000 - $74,999	11.0%	12.8%	12.9%
$75,000 - $99,999	11.3%	12.5%	11.5%
$100,000 - $149,999	14.3%	16.5%	14.2%
$150,000 - $199,999	11.3%	10.2%	8.3%
$200,000+	33.3%	16.9%	13.0%
Average Household Income	$181,448	$125,109	$105,923
2020 Households by Income			
Household Income Base	5,386	53,135	136,327
<$15,000	2.3%	6.5%	10.3%
$15,000 - $24,999	2.3%	4.7%	6.1%
$25,000 - $34,999	3.5%	5.1%	6.9%
$35,000 - $49,999	6.1%	9.5%	11.7%
$50,000 - $74,999	10.6%	12.9%	13.3%
$75,000 - $99,999	10.6%	12.6%	11.8%
$100,000 - $149,999	14.9%	18.2%	15.9%
$150,000 - $199,999	12.6%	11.7%	9.5%
$200,000+	37.1%	18.9%	14.5%
Average Household Income	$207,404	$142,368	$120,240
2015 Owner Occupied Housing Units by Value			
Total	4,357	35,191	80,522
<$50,000	0.0%	0.2%	0.4%
$50,000 - $99,999	0.1%	0.6%	1.0%
$100,000 - $149,999	0.1%	1.0%	1.4%
$150,000 - $199,999	1.2%	5.8%	4.2%
$200,000 - $249,999	3.0%	6.4%	5.3%
$250,000 - $299,999	3.5%	5.7%	6.2%
$300,000 - $399,999	8.2%	16.5%	18.0%
$400,000 - $499,999	12.4%	17.2%	18.6%
$500,000 - $749,999	48.5%	28.4%	28.1%
$750,000 - $999,999	15.4%	10.0%	9.1%
$1,000,000 +	7.5%	8.1%	7.7%
Average Home Value	$635,013	$543,076	$537,466
2020 Owner Occupied Housing Units by Value			
Total	4,455	35,945	82,230
<$50,000	0.1%	0.4%	0.7%
$50,000 - $99,999	0.0%	0.5%	0.7%
$100,000 - $149,999	0.0%	0.5%	0.6%
$150,000 - $199,999	0.7%	3.4%	2.5%
$200,000 - $249,999	1.9%	3.9%	3.2%
$250,000 - $299,999	2.5%	3.9%	4.1%
$300,000 - $399,999	5.9%	11.6%	12.1%
$400,000 - $499,999	9.4%	18.6%	19.0%
$500,000 - $749,999	41.3%	30.5%	32.0%
$750,000 - $999,999	30.3%	19.1%	17.7%
$1,000,000 +	7.8%	7.7%	7.3%
Average Home Value	$696,279	$604,378	$598,543

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Community Profile

216 Rock Rd, Glen Rock, New Jersey, 07452
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.96251
Longitude: -74.13126

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	14,694	145,892	390,805
0 - 4	6.2%	6.1%	6.3%
5 - 9	8.2%	7.2%	7.0%
10 - 14	8.7%	7.7%	7.4%
15 - 24	10.6%	12.0%	13.6%
25 - 34	7.3%	10.4%	11.3%
35 - 44	14.3%	14.1%	13.8%
45 - 54	18.6%	16.2%	15.5%
55 - 64	12.8%	12.5%	11.7%
65 - 74	6.4%	6.7%	6.8%
75 - 84	4.7%	4.7%	4.5%
85 +	2.1%	2.4%	2.1%
18 +	71.8%	74.3%	74.5%
2015 Population by Age			
Total	14,948	148,346	398,488
0 - 4	5.4%	5.7%	6.0%
5 - 9	7.4%	6.6%	6.6%
10 - 14	9.2%	7.7%	7.3%
15 - 24	12.1%	12.7%	13.8%
25 - 34	7.3%	10.5%	11.8%
35 - 44	11.9%	12.3%	12.1%
45 - 54	17.3%	15.4%	14.7%
55 - 64	14.6%	13.7%	12.8%
65 - 74	8.1%	8.4%	8.2%
75 - 84	4.4%	4.4%	4.4%
85 +	2.2%	2.5%	2.3%
18 +	73.0%	75.6%	75.8%
2020 Population by Age			
Total	15,323	151,875	408,699
0 - 4	5.2%	5.6%	5.9%
5 - 9	6.5%	6.1%	6.1%
10 - 14	8.1%	6.9%	6.7%
15 - 24	11.9%	11.7%	12.7%
25 - 34	8.5%	11.4%	12.7%
35 - 44	11.0%	12.4%	12.4%
45 - 54	15.4%	14.2%	13.5%
55 - 64	16.6%	14.4%	13.6%
65 - 74	9.9%	10.0%	9.4%
75 - 84	4.7%	4.8%	4.7%
85 +	2.2%	2.4%	2.3%
18 +	75.1%	77.2%	77.3%
2010 Population by Sex			
Males	7,104	70,080	188,219
Females	7,590	75,813	202,588
2015 Population by Sex			
Males	7,253	71,631	192,719
Females	7,696	76,717	205,770
2020 Population by Sex			
Males	7,452	73,704	198,493
Females	7,870	78,170	210,206

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,693	145,892	390,806
White Alone	88.8%	74.0%	65.0%
Black Alone	1.7%	9.3%	13.5%
American Indian Alone	0.1%	0.3%	0.5%
Asian Alone	6.3%	6.9%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	7.1%	10.6%
Two or More Races	1.7%	2.4%	3.2%
Hispanic Origin	6.4%	19.0%	28.3%
Diversity Index	30.3	61.2	73.5
2015 Population by Race/Ethnicity			
Total	14,950	148,348	398,490
White Alone	86.4%	71.8%	63.0%
Black Alone	2.1%	9.1%	13.3%
American Indian Alone	0.1%	0.3%	0.5%
Asian Alone	7.6%	8.1%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	7.9%	11.7%
Two or More Races	2.1%	2.7%	3.5%
Hispanic Origin	8.2%	21.5%	31.2%
Diversity Index	36.0	64.9	76.0
2020 Population by Race/Ethnicity			
Total	15,322	151,876	408,698
White Alone	84.0%	69.7%	61.3%
Black Alone	2.4%	9.0%	13.0%
American Indian Alone	0.1%	0.4%	0.5%
Asian Alone	9.0%	9.5%	9.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.0%	8.5%	12.4%
Two or More Races	2.5%	3.1%	3.8%
Hispanic Origin	10.3%	24.2%	34.3%
Diversity Index	41.8	68.2	78.0
2010 Population by Relationship and Household Type			
Total	14,694	145,893	390,807
In Households	99.8%	99.4%	98.2%
In Family Households	90.9%	89.2%	88.4%
Householder	27.7%	26.5%	25.3%
Spouse	24.0%	20.4%	18.0%
Child	36.0%	35.5%	35.7%
Other relative	2.3%	5.0%	6.7%
Nonrelative	0.9%	1.9%	2.6%
In Nonfamily Households	8.9%	10.2%	9.8%
In Group Quarters	0.2%	0.6%	1.8%
Institutionalized Population	0.0%	0.5%	0.9%
Noninstitutionalized Population	0.2%	0.1%	0.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2015 Population 25+ by Educational Attainment			
Total	9,850	99,804	264,178
Less than 9th Grade	1.6%	4.6%	7.5%
9th - 12th Grade, No Diploma	1.7%	4.1%	6.3%
High School Graduate	15.1%	22.2%	26.7%
GED/Alternative Credential	2.3%	1.8%	2.1%
Some College, No Degree	13.0%	14.3%	14.9%
Associate Degree	7.3%	6.2%	5.9%
Bachelor's Degree	34.1%	28.0%	22.6%
Graduate/Professional Degree	25.0%	18.7%	14.0%
2015 Population 15+ by Marital Status			
Total	11,661	118,677	319,290
Never Married	25.8%	30.9%	36.5%
Married	62.2%	55.3%	50.0%
Widowed	5.7%	6.3%	6.2%
Divorced	6.3%	7.5%	7.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	94.9%	94.0%
Civilian Unemployed	4.8%	5.1%	6.0%
2015 Employed Population 16+ by Industry			
Total	7,583	72,400	179,605
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.1%	4.7%	5.4%
Manufacturing	8.9%	9.4%	10.7%
Wholesale Trade	3.4%	4.4%	4.0%
Retail Trade	11.4%	11.6%	12.1%
Transportation/Utilities	2.8%	5.0%	5.4%
Information	2.7%	2.5%	2.3%
Finance/Insurance/Real Estate	16.4%	10.6%	8.7%
Services	50.6%	48.8%	48.2%
Public Administration	1.6%	3.1%	3.2%
2015 Employed Population 16+ by Occupation			
Total	7,585	72,401	179,604
White Collar	82.7%	71.6%	65.0%
Management/Business/Financial	24.9%	19.4%	16.1%
Professional	31.2%	25.7%	22.4%
Sales	13.9%	13.0%	12.2%
Administrative Support	12.6%	13.5%	14.3%
Services	8.7%	13.4%	16.0%
Blue Collar	8.6%	14.9%	19.0%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	1.2%	2.7%	3.4%
Installation/Maintenance/Repair	1.3%	2.4%	2.9%
Production	2.6%	4.1%	5.3%
Transportation/Material Moving	3.4%	5.7%	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Rings: 1, 3, 5 mile radii

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Latitude: 40.96251
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,179	51,149	130,684
Households with 1 Person	18.5%	20.8%	20.4%
Households with 2+ People	81.5%	79.2%	79.6%
Family Households	78.4%	75.5%	75.7%
Husband-wife Families	68.0%	58.2%	54.0%
With Related Children	37.4%	29.7%	27.5%
Other Family (No Spouse Present)	10.4%	17.3%	21.7%
Other Family with Male Householder	2.6%	4.2%	5.2%
With Related Children	1.1%	2.0%	2.6%
Other Family with Female Householder	7.9%	13.1%	16.5%
With Related Children	4.2%	7.7%	10.3%
Nonfamily Households	3.1%	3.7%	3.9%
All Households with Children	42.8%	39.7%	40.6%
Multigenerational Households	2.7%	5.5%	7.2%
Unmarried Partner Households	3.2%	4.5%	5.5%
Male-female	2.6%	4.0%	4.9%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	5,177	51,149	130,682
1 Person Household	18.5%	20.8%	20.4%
2 Person Household	29.1%	28.5%	27.3%
3 Person Household	19.2%	18.6%	18.5%
4 Person Household	21.4%	18.6%	18.1%
5 Person Household	9.0%	8.9%	9.3%
6 Person Household	2.2%	3.0%	3.6%
7 + Person Household	0.6%	1.7%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	5,179	51,149	130,684
Owner Occupied	84.2%	69.3%	62.3%
Owned with a Mortgage/Loan	61.4%	49.6%	44.5%
Owned Free and Clear	22.8%	19.7%	17.9%
Renter Occupied	15.8%	30.7%	37.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 05, 2015

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Retail MarketPlace Profile

Raidburn/Fairlawn
Area: 4.83 square miles

Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

Summary Demographics	
2015 Population	31,704
2015 Households	11,673
2015 Median Disposable Income	$73,056
2015 Per Capita Income	$41,841

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$537,634,734	$583,925,300	-$46,290,566	-4.1	174
Total Retail Trade	44-45	$482,371,250	$558,621,982	-$76,250,732	-7.3	134
Total Food & Drink	722	$55,263,484	$25,303,318	$29,960,166	37.2	40

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$98,274,259	$121,233,703	-$22,959,444	-10.5	6
Automobile Dealers	4411	$85,346,815	$120,319,929	-$34,973,114	-17.0	4
Other Motor Vehicle Dealers	4412	$6,257,813	$0	$6,257,813	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$6,669,631	$913,774	$5,755,857	75.9	2
Furniture & Home Furnishings Stores	442	$12,423,383	$9,568,886	$2,854,497	13.0	12
Furniture Stores	4421	$5,882,992	$4,656,131	$1,226,861	11.6	4
Home Furnishings Stores	4422	$6,540,392	$4,912,755	$1,627,637	14.2	8
Electronics & Appliance Stores	443	$14,718,810	$12,297,260	$2,421,550	9.0	10
Bldg Materials, Garden Equip. & Supply Stores	444	$17,469,068	$15,687,520	$1,781,548	5.4	6
Bldg Material & Supplies Dealers	4441	$15,094,216	$14,363,154	$731,062	2.5	5
Lawn & Garden Equip & Supply Stores	4442	$2,374,852	$1,324,366	$1,050,486	28.4	1
Food & Beverage Stores	445	$96,745,789	$18,241,984	$78,503,805	68.3	27
Grocery Stores	4451	$82,934,524	$9,342,284	$73,592,240	79.8	11
Specialty Food Stores	4452	$3,643,468	$2,278,618	$1,364,850	23.0	12
Beer, Wine & Liquor Stores	4453	$10,167,798	$6,621,082	$3,546,716	21.1	4
Health & Personal Care Stores	446,4461	$37,450,291	$160,323,894	-$122,873,603	-62.1	11
Gasoline Stations	447,4471	$43,625,267	$63,257,423	-$19,632,156	-18.4	8
Clothing & Clothing Accessories Stores	448	$35,557,129	$3,203,234	$32,353,895	83.5	11
Clothing Stores	4481	$26,554,165	$903,174	$25,650,991	93.4	5
Shoe Stores	4482	$4,273,932	$793,325	$3,480,607	68.7	2
Jewelry, Luggage & Leather Goods Stores	4483	$4,729,032	$1,506,735	$3,222,297	51.7	4
Sporting Goods, Hobby, Book & Music Stores	451	$11,564,320	$1,342,449	$10,221,871	79.2	10
Sporting Goods/Hobby/Musical Instr Stores	4511	$9,561,091	$659,527	$8,901,564	87.1	5
Book, Periodical & Music Stores	4512	$2,003,229	$682,922	$1,320,307	49.2	5
General Merchandise Stores	452	$57,112,627	$468,253	$56,644,374	98.4	1
Department Stores Excluding Leased Depts.	4521	$30,233,612	$0	$30,233,612	100.0	0
Other General Merchandise Stores	4529	$26,879,015	$468,253	$26,410,762	96.6	1
Miscellaneous Store Retailers	453	$15,418,630	$2,967,551	$12,451,079	67.7	27
Florists	4531	$969,854	$515,935	$453,919	30.6	4
Office Supplies, Stationery & Gift Stores	4532	$4,861,027	$814,870	$4,046,157	71.3	12
Used Merchandise Stores	4533	$886,352	$720,710	$165,642	10.3	2
Other Miscellaneous Store Retailers	4539	$8,701,396	$916,036	$7,785,360	81.0	9
Nonstore Retailers	454	$42,011,677	$150,029,826	-$108,018,149	-56.2	6
Electronic Shopping & Mail-Order Houses	4541	$33,875,659	$148,710,489	-$114,834,830	-62.9	2
Vending Machine Operators	4542	$925,867	$256,499	$669,368	56.6	1
Direct Selling Establishments	4543	$7,210,151	$1,062,838	$6,147,313	74.3	3
Food Services & Drinking Places	722	$55,263,484	$25,303,318	$29,960,166	37.2	40
Full-Service Restaurants	7221	$29,228,401	$11,831,024	$17,397,377	42.4	19
Limited-Service Eating Places	7222	$20,951,726	$10,998,922	$9,952,804	31.2	15
Special Food Services	7223	$3,249,844	$1,721,382	$1,528,462	30.7	3
Drinking Places - Alcoholic Beverages	7224	$1,833,512	$751,990	$1,081,522	41.8	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

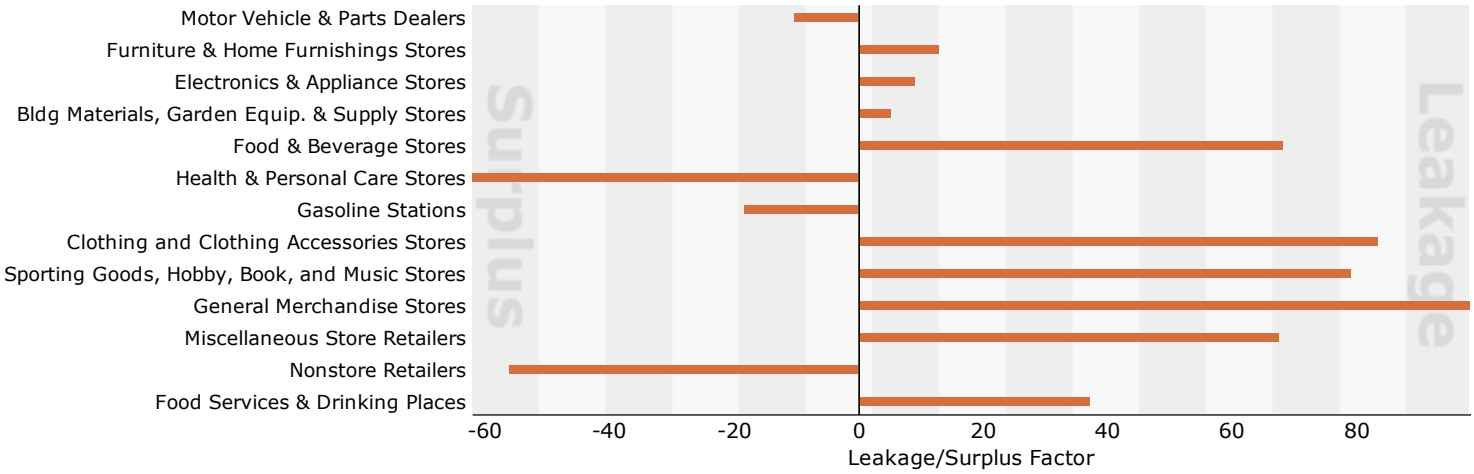
August 05, 2015

Retail MarketPlace Profile

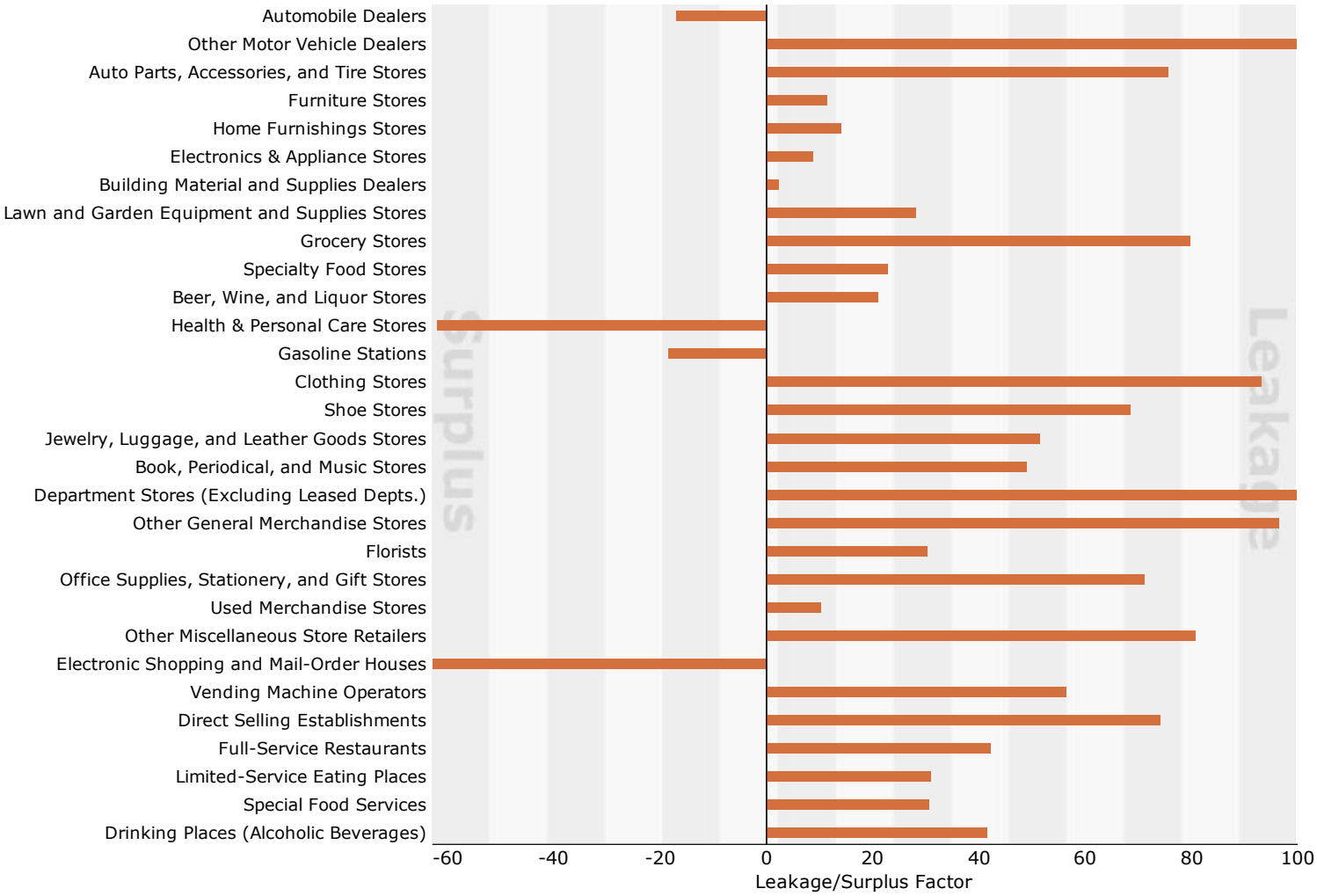
Raidburn/Fairlawn
Area: 4.83 square miles

Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

August 05, 2015

Community Profile

4 Garber Sq, Ridgewood, New Jersey, 07450
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.98017
Longitude: -74.12153

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,136	107,606	315,759
2010 Total Population	13,971	108,844	318,597
2015 Total Population	14,282	110,058	324,467
2015 Group Quarters	76	528	5,091
2020 Total Population	14,678	112,343	332,630
2015-2020 Annual Rate	0.55%	0.41%	0.50%
Household Summary			
2000 Households	5,171	38,732	107,330
2000 Average Household Size	2.71	2.75	2.88
2010 Households	5,029	39,206	109,076
2010 Average Household Size	2.76	2.76	2.87
2015 Households	5,116	39,531	110,899
2015 Average Household Size	2.78	2.77	2.88
2020 Households	5,249	40,319	113,667
2020 Average Household Size	2.78	2.77	2.88
2015-2020 Annual Rate	0.51%	0.40%	0.49%
2010 Families	3,689	29,879	83,271
2010 Average Family Size	3.30	3.23	3.32
2015 Families	3,762	30,174	84,780
2015 Average Family Size	3.31	3.23	3.32
2020 Families	3,868	30,805	86,986
2020 Average Family Size	3.30	3.23	3.32
2015-2020 Annual Rate	0.56%	0.41%	0.52%
Housing Unit Summary			
2000 Housing Units	5,308	39,426	110,325
Owner Occupied Housing Units	66.3%	80.0%	68.8%
Renter Occupied Housing Units	31.1%	18.2%	28.5%
Vacant Housing Units	2.6%	1.8%	2.7%
2010 Housing Units	5,273	40,493	114,384
Owner Occupied Housing Units	65.2%	77.4%	65.9%
Renter Occupied Housing Units	30.1%	19.4%	29.5%
Vacant Housing Units	4.6%	3.2%	4.6%
2015 Housing Units	5,347	40,949	116,295
Owner Occupied Housing Units	63.9%	76.0%	64.4%
Renter Occupied Housing Units	31.7%	20.6%	30.9%
Vacant Housing Units	4.3%	3.5%	4.6%
2020 Housing Units	5,501	41,891	119,237
Owner Occupied Housing Units	63.6%	75.6%	64.3%
Renter Occupied Housing Units	31.8%	20.7%	31.0%
Vacant Housing Units	4.6%	3.8%	4.7%
Median Household Income			
2015	$128,096	$108,017	$82,287
2020	$149,295	$121,376	$92,861
Median Home Value			
2015	$772,349	$575,559	$519,705
2020	$850,852	$652,712	$603,905
Per Capita Income			
2015	$65,902	$55,434	$42,763
2020	$75,065	$63,502	$48,674
Median Age			
2010	41.1	42.3	40.2
2015	42.3	43.5	40.9
2020	43.4	44.7	41.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 05, 2015

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Community Profile

4 Garber Sq, Ridgewood, New Jersey, 07450
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.98017
Longitude: -74.12153

	1 mile	3 miles	5 miles
2015 Households by Income			
Household Income Base	5,116	39,531	110,899
<$15,000	8.2%	4.5%	8.5%
$15,000 - $24,999	4.1%	3.9%	6.6%
$25,000 - $34,999	3.1%	5.6%	7.7%
$35,000 - $49,999	7.7%	8.9%	11.0%
$50,000 - $74,999	9.3%	10.9%	12.1%
$75,000 - $99,999	10.1%	12.4%	11.8%
$100,000 - $149,999	11.9%	16.9%	15.2%
$150,000 - $199,999	9.6%	12.4%	9.5%
$200,000+	36.1%	24.4%	17.6%
Average Household Income	$183,464	$153,970	$124,349
2020 Households by Income			
Household Income Base	5,249	40,319	113,667
<$15,000	7.0%	3.8%	8.0%
$15,000 - $24,999	3.1%	2.7%	5.1%
$25,000 - $34,999	2.0%	3.6%	5.5%
$35,000 - $49,999	6.6%	7.8%	10.1%
$50,000 - $74,999	9.0%	10.6%	12.2%
$75,000 - $99,999	9.5%	12.0%	11.9%
$100,000 - $149,999	12.9%	18.1%	16.8%
$150,000 - $199,999	11.0%	14.0%	10.8%
$200,000+	38.8%	27.4%	19.5%
Average Household Income	$209,337	$176,580	$141,697
2015 Owner Occupied Housing Units by Value			
Total	3,419	31,110	74,946
<$50,000	0.0%	0.0%	0.3%
$50,000 - $99,999	0.1%	0.2%	0.8%
$100,000 - $149,999	0.3%	0.4%	1.0%
$150,000 - $199,999	0.2%	1.7%	3.7%
$200,000 - $249,999	0.5%	3.1%	4.2%
$250,000 - $299,999	0.6%	3.2%	4.3%
$300,000 - $399,999	3.1%	12.3%	14.7%
$400,000 - $499,999	7.8%	18.2%	18.5%
$500,000 - $749,999	35.4%	36.0%	31.7%
$750,000 - $999,999	23.7%	13.5%	11.1%
$1,000,000 +	28.4%	11.4%	9.7%
Average Home Value	$832,968	$629,736	$581,014
2020 Owner Occupied Housing Units by Value			
Total	3,501	31,666	76,643
<$50,000	0.0%	0.1%	0.5%
$50,000 - $99,999	0.0%	0.1%	0.6%
$100,000 - $149,999	0.0%	0.1%	0.4%
$150,000 - $199,999	0.1%	0.9%	2.1%
$200,000 - $249,999	0.2%	1.8%	2.6%
$250,000 - $299,999	0.2%	2.1%	2.9%
$300,000 - $399,999	1.1%	7.4%	9.6%
$400,000 - $499,999	5.0%	15.7%	17.4%
$500,000 - $749,999	27.2%	35.8%	33.3%
$750,000 - $999,999	40.2%	25.2%	21.2%
$1,000,000 +	26.0%	10.8%	9.3%
Average Home Value	$874,457	$688,180	$641,148

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 05, 2015

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Community Profile

4 Garber Sq, Ridgewood, New Jersey, 07450
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.98017
Longitude: -74.12153

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	13,969	108,844	318,597
0 - 4	6.1%	5.7%	6.0%
5 - 9	8.7%	7.4%	7.1%
10 - 14	9.2%	7.9%	7.6%
15 - 24	10.4%	10.6%	13.0%
25 - 34	7.5%	8.4%	9.9%
35 - 44	15.1%	14.1%	13.7%
45 - 54	18.1%	17.5%	16.1%
55 - 64	12.3%	13.0%	12.1%
65 - 74	6.4%	7.2%	7.1%
75 - 84	4.3%	5.5%	4.9%
85 +	2.0%	2.7%	2.5%
18 +	70.9%	74.2%	74.5%
2015 Population by Age			
Total	14,282	110,058	324,467
0 - 4	5.4%	5.2%	5.6%
5 - 9	7.3%	6.6%	6.5%
10 - 14	9.7%	8.2%	7.6%
15 - 24	12.7%	11.8%	13.5%
25 - 34	7.1%	8.5%	10.5%
35 - 44	11.5%	11.7%	11.6%
45 - 54	18.1%	16.6%	15.3%
55 - 64	13.9%	14.5%	13.5%
65 - 74	7.9%	9.0%	8.6%
75 - 84	4.3%	5.0%	4.8%
85 +	2.1%	2.9%	2.6%
18 +	72.4%	75.4%	75.9%
2020 Population by Age			
Total	14,678	112,345	332,630
0 - 4	5.2%	5.0%	5.5%
5 - 9	6.9%	6.1%	6.0%
10 - 14	8.1%	7.3%	6.8%
15 - 24	12.1%	11.2%	12.4%
25 - 34	8.8%	9.3%	11.4%
35 - 44	10.8%	11.6%	11.8%
45 - 54	16.3%	15.1%	14.0%
55 - 64	15.6%	15.7%	14.4%
65 - 74	9.5%	10.6%	9.9%
75 - 84	4.6%	5.3%	5.1%
85 +	2.1%	2.9%	2.6%
18 +	74.7%	77.2%	77.5%
2010 Population by Sex			
Males	6,697	52,576	152,416
Females	7,274	56,268	166,181
2015 Population by Sex			
Males	6,893	53,394	155,971
Females	7,389	56,664	168,496
2020 Population by Sex			
Males	7,130	54,736	160,682
Females	7,548	57,608	171,948

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Community Profile

4 Garber Sq, Ridgewood, New Jersey, 07450
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.98017
Longitude: -74.12153

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	13,972	108,844	318,596
White Alone	84.3%	87.1%	70.9%
Black Alone	2.5%	1.3%	12.2%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	9.5%	8.5%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.4%	7.1%
Two or More Races	1.9%	1.6%	2.5%
Hispanic Origin	6.1%	6.9%	19.3%
Diversity Index	36.2	33.2	64.0
2015 Population by Race/Ethnicity			
Total	14,282	110,058	324,468
White Alone	81.3%	84.6%	68.8%
Black Alone	2.9%	1.5%	12.0%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	11.2%	10.0%	8.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.8%	7.9%
Two or More Races	2.3%	2.0%	2.8%
Hispanic Origin	7.8%	8.8%	21.9%
Diversity Index	42.3	39.1	67.5
2020 Population by Race/Ethnicity			
Total	14,680	112,343	332,629
White Alone	78.2%	81.9%	66.8%
Black Alone	3.3%	1.7%	11.8%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	13.0%	11.7%	9.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.3%	8.6%
Two or More Races	2.7%	2.3%	3.1%
Hispanic Origin	9.9%	11.0%	24.7%
Diversity Index	48.3	45.0	70.6
2010 Population by Relationship and Household Type			
Total	13,971	108,844	318,597
In Households	99.5%	99.5%	98.4%
In Family Households	88.2%	89.6%	88.8%
Householder	26.5%	27.5%	26.1%
Spouse	22.4%	23.4%	19.7%
Child	35.8%	34.6%	35.5%
Other relative	2.5%	3.2%	5.4%
Nonrelative	1.1%	1.0%	2.0%
In Nonfamily Households	11.3%	9.9%	9.6%
In Group Quarters	0.5%	0.5%	1.6%
Institutionalized Population	0.3%	0.4%	0.8%
Noninstitutionalized Population	0.3%	0.1%	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 05, 2015

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Community Profile

4 Garber Sq, Ridgewood, New Jersey, 07450
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.98017
Longitude: -74.12153

	1 mile	3 miles	5 miles
2015 Population 25+ by Educational Attainment			
Total	9,266	75,100	216,928
Less than 9th Grade	0.9%	1.8%	5.2%
9th - 12th Grade, No Diploma	1.0%	2.4%	4.9%
High School Graduate	8.9%	16.1%	23.5%
GED/Alternative Credential	1.0%	1.3%	1.8%
Some College, No Degree	11.2%	13.7%	14.6%
Associate Degree	3.1%	6.0%	6.2%
Bachelor's Degree	42.0%	34.5%	26.8%
Graduate/Professional Degree	31.8%	24.2%	17.0%
2015 Population 15+ by Marital Status			
Total	11,083	88,048	260,651
Never Married	25.4%	24.6%	33.1%
Married	64.4%	61.9%	53.3%
Widowed	4.2%	6.7%	6.6%
Divorced	6.0%	6.8%	7.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	95.7%	94.5%
Civilian Unemployed	3.8%	4.3%	5.5%
2015 Employed Population 16+ by Industry			
Total	6,726	55,150	151,153
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	4.3%	4.0%	5.0%
Manufacturing	7.7%	8.4%	9.6%
Wholesale Trade	3.4%	4.2%	4.1%
Retail Trade	7.3%	11.2%	11.7%
Transportation/Utilities	2.4%	3.4%	4.7%
Information	2.7%	2.8%	2.8%
Finance/Insurance/Real Estate	14.1%	12.8%	10.0%
Services	56.3%	50.1%	48.9%
Public Administration	1.8%	2.9%	2.9%
2015 Employed Population 16+ by Occupation			
Total	6,726	55,149	151,154
White Collar	82.5%	79.7%	71.0%
Management/Business/Financial	27.5%	23.6%	19.4%
Professional	34.1%	29.7%	24.6%
Sales	13.2%	13.6%	13.2%
Administrative Support	7.8%	12.8%	13.7%
Services	11.4%	10.6%	14.0%
Blue Collar	6.1%	9.7%	15.0%
Farming/Forestry/Fishing	0.2%	0.0%	0.1%
Construction/Extraction	2.6%	2.3%	2.9%
Installation/Maintenance/Repair	0.9%	2.0%	2.5%
Production	1.1%	2.5%	3.9%
Transportation/Material Moving	1.4%	2.9%	5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 05, 2015

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Community Profile

4 Garber Sq, Ridgewood, New Jersey, 07450
Rings: 1, 3, 5 mile radii

Prepared by Larisa Ortiz Associates
Latitude: 40.98017
Longitude: -74.12153

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,029	39,206	109,076
Households with 1 Person	23.0%	20.6%	20.1%
Households with 2+ People	77.0%	79.4%	79.9%
Family Households	73.4%	76.2%	76.3%
Husband-wife Families	62.1%	65.0%	57.6%
With Related Children	35.7%	33.1%	29.0%
Other Family (No Spouse Present)	11.2%	11.2%	18.8%
Other Family with Male Householder	2.8%	2.8%	4.3%
With Related Children	1.2%	1.1%	2.1%
Other Family with Female Householder	8.5%	8.4%	14.4%
With Related Children	4.8%	4.2%	8.8%
Nonfamily Households	3.7%	3.2%	3.5%
All Households with Children	41.9%	38.6%	40.1%
Multigenerational Households	2.3%	3.4%	6.0%
Unmarried Partner Households	2.9%	3.1%	4.6%
Male-female	2.4%	2.6%	4.1%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	5,028	39,207	109,075
1 Person Household	23.0%	20.6%	20.1%
2 Person Household	27.6%	30.0%	28.4%
3 Person Household	17.7%	18.4%	18.7%
4 Person Household	18.8%	19.3%	18.7%
5 Person Household	9.5%	8.5%	9.0%
6 Person Household	2.5%	2.4%	3.1%
7 + Person Household	0.9%	0.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	5,029	39,206	109,076
Owner Occupied	68.4%	80.0%	69.1%
Owned with a Mortgage/Loan	51.1%	57.0%	48.9%
Owned Free and Clear	17.3%	23.0%	20.2%
Renter Occupied	31.6%	20.0%	30.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 05, 2015

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Tapestry Segmentation Area Profile

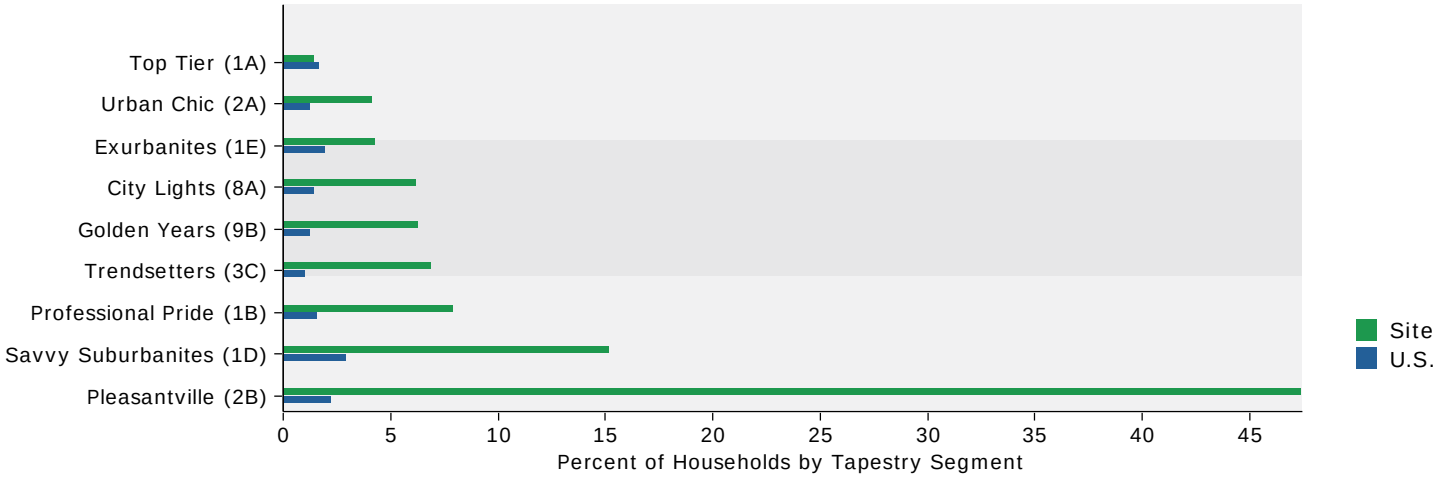
Raidburn/Fairlawn
Area: 4.83 square miles

Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

Top Twenty Tapestry Segments

		2015 Households		2015 U.S. Households		
Rank	**Tapestry Segment**	**Percent**	**Cumulativ Percent**	**Percent**	**Cumulativ Percent**	**Index**
1	Pleasantville (2B)	47.5%	47.5%	2.2%	2.2%	2117
2	Savvy Suburbanites (1D)	15.2%	62.7%	3.0%	5.2%	511
3	Professional Pride (1B)	7.9%	70.6%	1.6%	6.8%	499
4	Trendsetters (3C)	6.9%	77.5%	1.1%	7.9%	646
5	Golden Years (9B)	6.3%	83.8%	1.3%	9.2%	471
	Subtotal	**83.8%**		**9.2%**		
6	City Lights (8A)	6.2%	90.0%	1.5%	10.7%	419
7	Exurbanites (1E)	4.3%	94.3%	2.0%	12.7%	220
8	Urban Chic (2A)	4.2%	98.5%	1.3%	14.0%	318
9	Top Tier (1A)	1.5%	100.0%	1.7%	15.7%	88
	Subtotal	**16.2%**		**6.5%**		
	Total	**100.0%**		**15.7%**		**637**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

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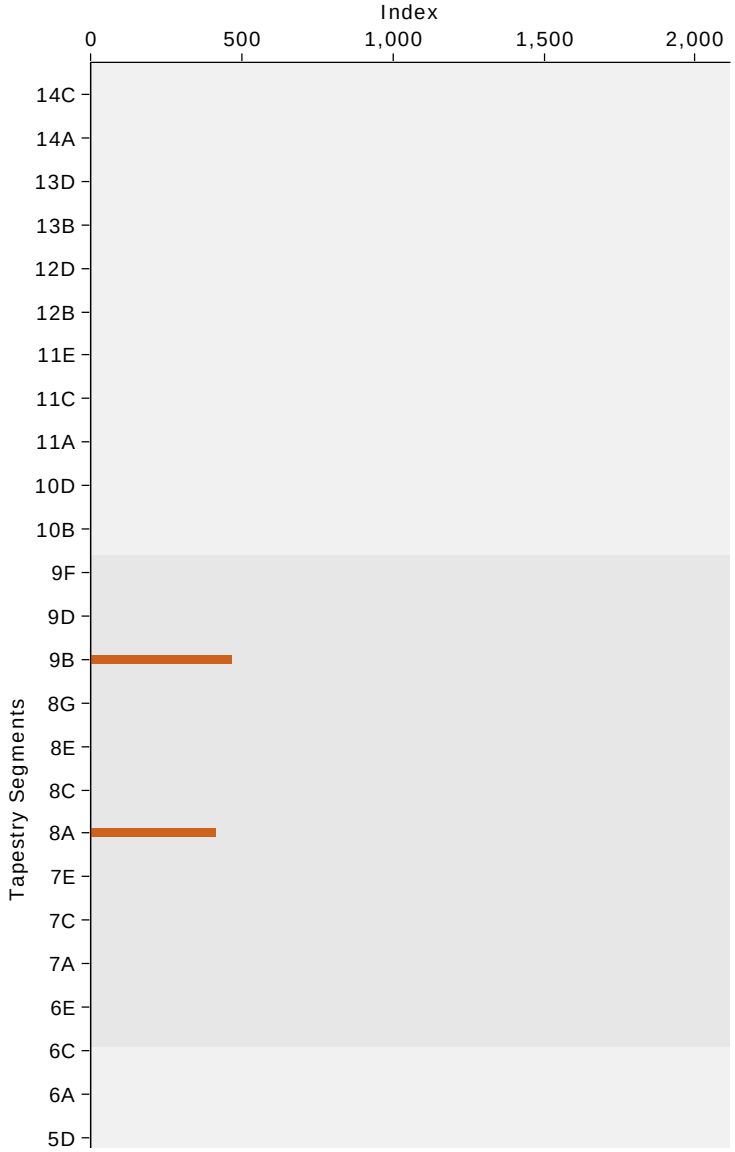
Tapestry Segmentation Area Profile

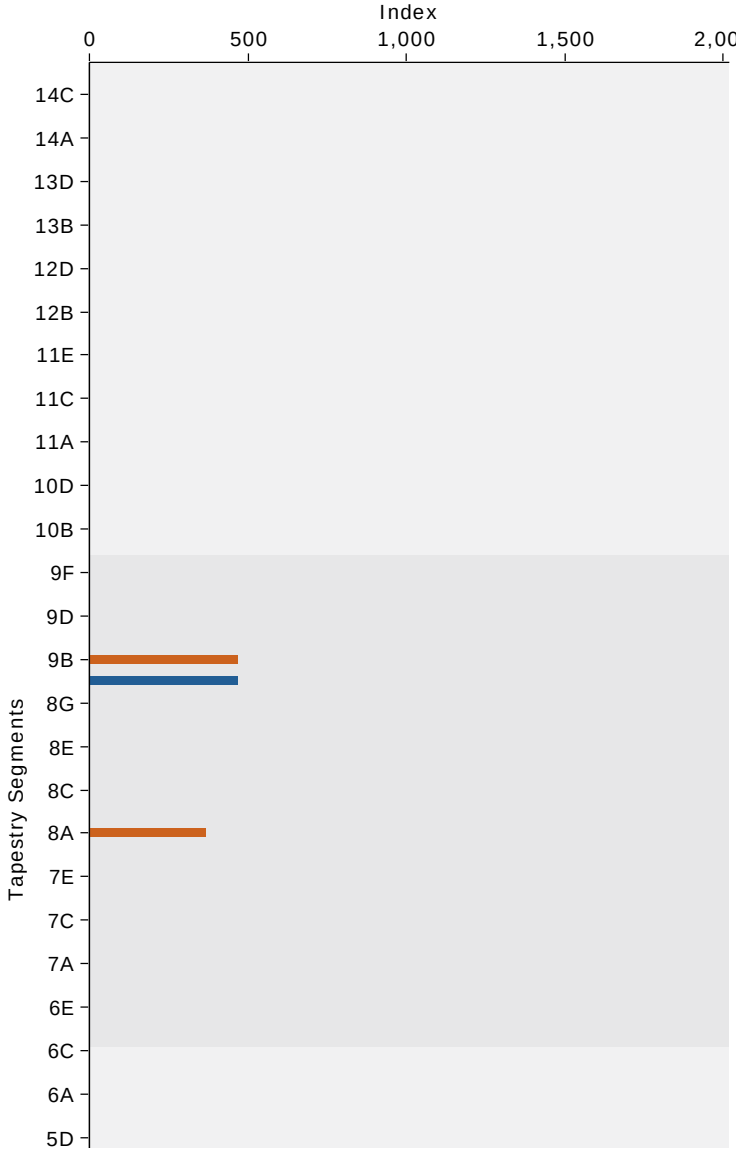
Raidburn/Fairlawn
Area: 4.83 square miles

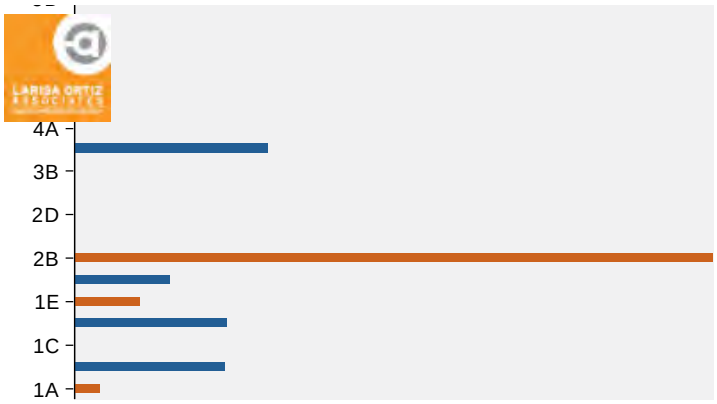
Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

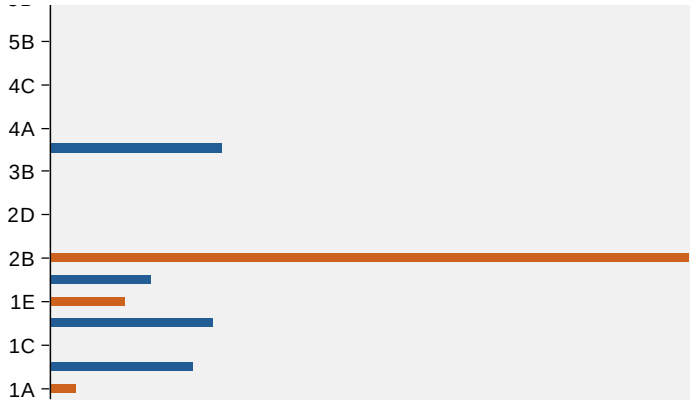
2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population







Savvy Suburbanites (1D)	1,775	15.2%	511	5,273	16.6%	518
Exurbanites (1E)	500	4.3%	220	1,415	4.5%	240
2. Upscale Avenues	**6,031**	**51.7%**	**912**	**16,953**	**53.5%**	**917**
Urban Chic (2A)	491	4.2%	318	1,232	3.9%	320
Pleasantville (2B)	5,540	47.5%	2,117	15,721	49.6%	2,020
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**805**	**6.9%**	**192**	**1,503**	**4.7%**	**181**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	805	6.9%	646	1,503	4.7%	547
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 05, 2015

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Tapestry Segmentation Area Profile

Raidburn/Fairlawn
Area: 4.83 square miles

Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,673	100.0%		31,704	100.0%	
8. Middle Ground	**722**	**6.2%**	**57**	**1,732**	**5.5%**	**54**
City Lights (8A)	722	6.2%	419	1,732	5.5%	374
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**738**	**6.3%**	**110**	**1,622**	**5.1%**	**116**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	738	6.3%	471	1,622	5.1%	473
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 05, 2015

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Tapestry Segmentation Area Profile

Raidburn/Fairlawn
Area: 4.83 square miles

Prepared by Larisa Ortiz Associates
Latitude: 40.93780466
Longitude: -74.1200645

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,673	100.0%		31,704	100.0%	
1. Principal Urban Center	**805**	**6.9%**	**99**	**1,503**	**4.7%**	**73**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	805	6.9%	646	1,503	4.7%	547
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**722**	**6.2%**	**37**	**1,732**	**5.5%**	**29**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	722	6.2%	419	1,732	5.5%	374
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
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Tapestry Urbanization	2015 Households			2015 Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	11,673	100.0%		31,704	100.0%	
4. Suburban Periphery	**10,146**	**86.9%**	**277**	**28,469**	**89.8%**	**279**
Top Tier (1A)	177	1.5%	88	499	1.6%	84
Professional Pride (1B)	925	7.9%	499	2,707	8.5%	455
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,775	15.2%	511	5,273	16.6%	518
Exurbanites (1E)	500	4.3%	220	1,415	4.5%	240
Urban Chic (2A)	491	4.2%	318	1,232	3.9%	320
Pleasantville (2B)	5,540	47.5%	2,117	15,721	49.6%	2,020
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	738	6.3%	471	1,622	5.1%	473
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 05, 2015

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Appendix C: Parking Analysis

Fair Lawn Avenue Corridor Vision Plan

Fair Lawn, New Jersey

Fair Lawn Avenue Corridor Vision Plan
Parking Assessment

January 12, 2016

TimHaahs

www.timhaahs.com

144 Livingston Avenue
New Brunswick, NJ 08901
T. 732.253.0690
F. 732.253.0689

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INTRODUCTION

For the Fair Lawn Avenue Corridor Vision and Mobility Plan, Timothy Haahs & Associates Inc. (TimHaahs) conducted a parking assessment of Fair Lawn Avenue Corridor. The parking assessment analyzes 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 TimHaahs' team, as part of the Steering Committee, attended meetings with Borough representatives, reviewed parking-related data, performed field observations and parking counts, and obtained feedback and input from residents, business owners and stakeholders at the Fair Lawn Avenue Vision Plan Open Houses. Based on this information TimHaahs prepared the assessment of the current parking inventory, and provided 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;
- Providing increased convenience and a higher level of service for the parking patron; and
- Generating adequate revenue to support the parking system.

CURRENT PARKING CONDITIONS

The parking facilities in the study site are utilized by multiple user groups. The user groups consist of patrons to the retail businesses, owners and employees of the business and commuters using NYC bound train service. The following section outlines the current parking supply and demand conditions at the Fair Lawn Avenue area, based on the Borough and NJ TRANSIT's data and the observations conducted by TimHaahs on weekdays between July and October, 2015.

Parking Supply

The study area contains twenty-six public- and private-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. We have documented the inventory and utilization of several of the prominent private parking lots in the study area to better understand the parking demand associated with these facilities and to identify opportunities to better utilize this parking to support economic development in the study area. Table 1 indicates the existing parking supply for each facility by payment or user type, it also shows the handicap vs non-handicap spaces (Marked as Other).

Table 1: Parking supply (Continues on next page)

Facility		Inventory				
		Permit	Pay by Space	Handicap	Other	Lot Total
Public	NJT Lot 1 NJT/MUNICIPALITY	151		5	0	**156**
	NJT Lot 2 MUNICIPALITY	65		0	0	**65**
	NJT Lot 3 (on-Street) MUNICIPALITY	23		0	0	**23**
	NJT Lot 4 (Not Striped) NJT	77		0	0	**77**
	ON-STREET Abbott (South of Fair Lawn Ave)			0	10	**10**
	ON-STREET Front of Dutch House			0	7	**7**
	ON-STREET Abbott btwn Fair Lawn and High St			1	14	**15**
	ON-STREET High Street			0	10	**10**
	ON-STREET Plaza Road			0	6	**6**
	Sub Total	**316**		**6**	**47**	**369**

Source: Timothy Haahs & Associates, Inc. 2015

Table 1: Parking supply

Facility		Inventory				
		Permit	Pay by Space	Handicap	Other	Lot Total
Private	Panera 1 Back			1	117	**118**
	Panera 2 Front			2	77	**79**
	Dutch House Tavern			0	30	**30**
	Post Office			0	30	**30**
	Minuteman			0	16	**16**
	Plaza			4	88	**92**
	Deal$ (Back)			2	113	**115**
	Deal$ (Back) / JP Morgan Chase			1	42	**43**
	Deal$ (Front)			3	27	**30**
	20-19 Fair Lawn Primary Care			1	10	**11**
	Fair Lawn Gulf Gas Station/ Mechanic			0	19	**19**
	19-21 Fair Lawn Medical Arts			3	61	**64**
	19-03 Fair Lawn Strip Mall Front			0	26	**26**
	19-03 Fair Lawn Strip Mall Back			0	20	**20**
	17-10 Fair Lawn Vision and Learning Center			1	36	**37**
	18-00 Fair Lawn DITC			0	46	**46**
	19-04 Fair Lawn MRI			1	14	**15**
	19-20 Fair Lawn Valley Medical Group			2	13	**15**
	20-00 Fair Lawn Bridge Financial / Exclusive Realty			0	18	**18**
	20-12 Fair Lawn Diner			1	46	**47**
	20-20 Fair Lawn Pedriaticare			1	71	**72**
	20-24 Fair Lawn Valley National Bank			1	6	**7**
	22-20 Dunkin Donuts			0	14	**14**
	22-20 Hertz Rent a Car / Car care center/ Gas station			0	17	**17**
	Sub Total	**0**	**0**	**24**	**957**	**981**
Total						**1,350**

Source: Timothy Haahs & Associates, Inc. 2015

PARKING SYSTEM RECOMMENDATIONS

Parking Administration and 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, such as a Parking Department, Parking Utility or Parking Authority. The creation of a single responsibility center is necessary for the Borough to improve the operation. In the interim, a dedicated manager within the city government could serve as the parking manager (likely with other responsibilities due to the small size of the parking operation) this person would be responsible for coordinating the various aspects of the parking system including enforcement, facility maintenance, any shared parking agreements, collection of monies, etc.

The parking manager could coordinate quarterly or bi-monthly parking advisory council meetings with the various stakeholders related to parking in the district (police, residents, commuters, downtown organization etc.). The purpose of these meetings would be to obtain information and recommendations to improve parking operations within the district and to take appropriate actions.

Another resource available to the Borough is to use their website to provide more information to residents and commuters, and provide an improved customer service. Below are two examples of Parking Authority websites in NJ that are very easy to navigate and provide convenient features such as interactive maps and the ability to pay for permit applications or enforcement tickets online.

http://camdenparking.net

http://www.njnbpa.org

Effective and efficient parking administration management includes:

- Single responsibility center;
- Regular assessment of parking strategies;
- Guidelines and policies;
- Consistency of parking enforcement;
- Proper maintenance of facilities and parking equipment;
- Parking industry-specific training and education
- Commitment to customer service; and
- Effective communication of the goals, mission, and policies of the parking system.

Commuter Parking Enforcement

The strongest parking complaints that were voiced at the Open House were from residents who purchased a monthly parking pass and said they have to arrive before 7am in order to find a spot. People also mentioned that non-resident commuters were knowingly parking in areas designated for residents only, presumably with a pass. This is anecdotal, but the fact that people can apply for a resident permit without proof of address supports this claim.

We recommend that the Borough focus on consistent enforcement and that it be more stringent with the qualifications for acquiring a Residential Parking Permit. The Borough should also evaluate the amount of resident vs non-resident parking demand and adjust the rates and allocation of spaces accordingly. Note that “Resident Only” spaces could only be reserved on lots owned by the Municipality and not lots owned by NJ Transit.

Current signage at Lot 1

Resident Parking Permits:
You can apply for a monthly resident permit or pay the daily resident rate without proof of address; however the Borough reserves the right to conduct spot checks of monthly permits and daily passes issued. You may be requested to provide proof of residency and vehicle use. You must provide evidence of residency and proof of vehicle ownership within 5 days of receiving a written request by the Fair Lawn Police Department. Details of acceptable documents will be detailed on the letter sent. Failure to provide the documents requested within the period specified may result in the cancellation of your resident permit."
http://www.fairlawn.org

Other residents mentioned that they cannot take a day trip on the train because the resident commuter spots are always taken from 7:00am until 5:00pm. A possible solution to accommodate residents would be for the Parking Manager to not permit parking in the lot until 10am by use of signage and enforcement or physically restrict access to those spaces until 10am.

Parking Rate Review

Establishing appropriate parking rates is critical to generate adequate revenue to support the parking system management and administration expenses, maintain and improve parking facilities, and support downtown improvement initiatives. It is also beneficial to evaluate the Borough's parking rates compared to other NJ municipalities to see if, and when, rates can be increased.

The additional revenue, if retained by the town, will provide additional resources that can be usee to fund improvements or lease additional parking facilities.

The table below compares the Radburn station to the four adjacent stations.

		COMMUTER PARKING PASS				YEARLY COMMUTER TRANSIT PASS (NY)	EXPRESS TRAIN
STATION	**LOT**	**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					

Sources:
http://www.ridgewoodnj.net/parking.cfm
http://www.glenrocknj.net/about/transportation-and-parking/
http://www.fairlawn.org/content/205/4748/default.aspx
http://www.njtransit.com (Rider tools/ Station & Parking info)

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.

Increase on-street parking within the study area

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

There aren't enough areas to add on-street parking to have an impact on commuter demand; that said, adding parallel parking along Fair Lawn Avenue and side streets, would not only provide short term parking for retail, but it would help create a more pedestrian friendly District. This requires further analysis.

Please refer to the Steering Committee's presentation for recommendations on sidewalk bump outs and traffic calming strategies.

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 necessary 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.

Shared and/or Cooperative parking

Though sometimes used interchangeably, the main difference between shared and cooperative parking is that Shared Parking is the utilization of the **same parking space** by multiple user groups whereas cooperative Parking is utilizing (or combining) **multiple parking facilities** to serve multiple user groups.

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.

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.

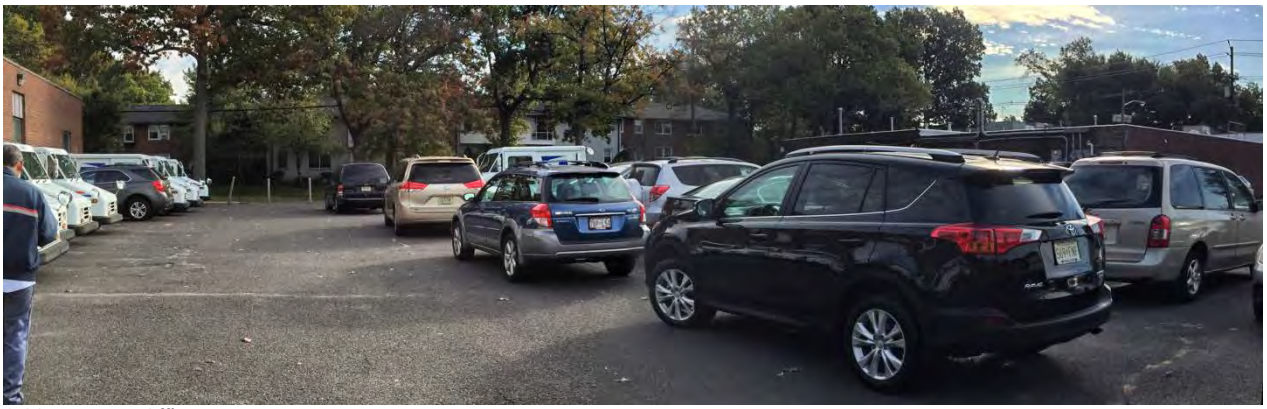
We recommend that the Borough continue to approach owners and lessees to evaluate the opportunity for them to enter into an agreement, thereby improving parking conditions. Below is one of the areas that the steering committee identified as a potential site for cooperative parking. It was later discovered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

Potential Cooperative Parking Opportunity

The parking facility shown below and on the following page 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 under-utilized.

9:30 am

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.



9:30 am Post Office Lot

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.

12:00 pm

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 peak.

8:30 pm, Post office Lot

Recommendations Summary

Outlined below is a summary of the report recommendations.

1. **Parking Administration and 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.

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

3. **Parking Rate Review** – Resident Monthly Permit rates of other peer Boroughs 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.

4. **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

5. **Smart Growth Parking Strategies** - To successfully undertake smart growth development in Radburn, the parking challenge will need be addressed with the application of best practice parking strategies and policies that support new development. The report outlines several smart growth parking strategies.

PARKING FOR NJ TRANSIT

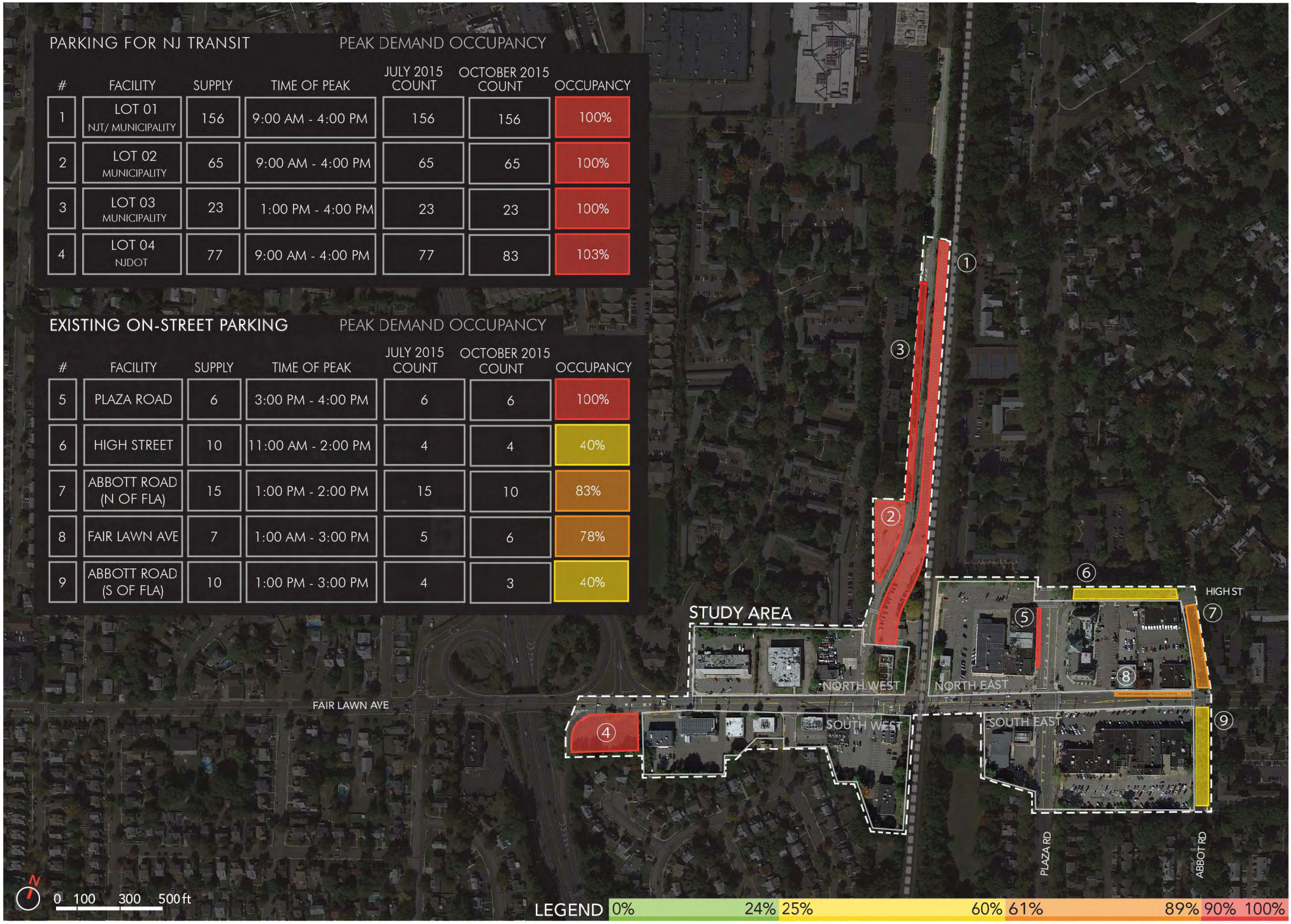
PEAK DEMAND OCCUPANCY

#	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

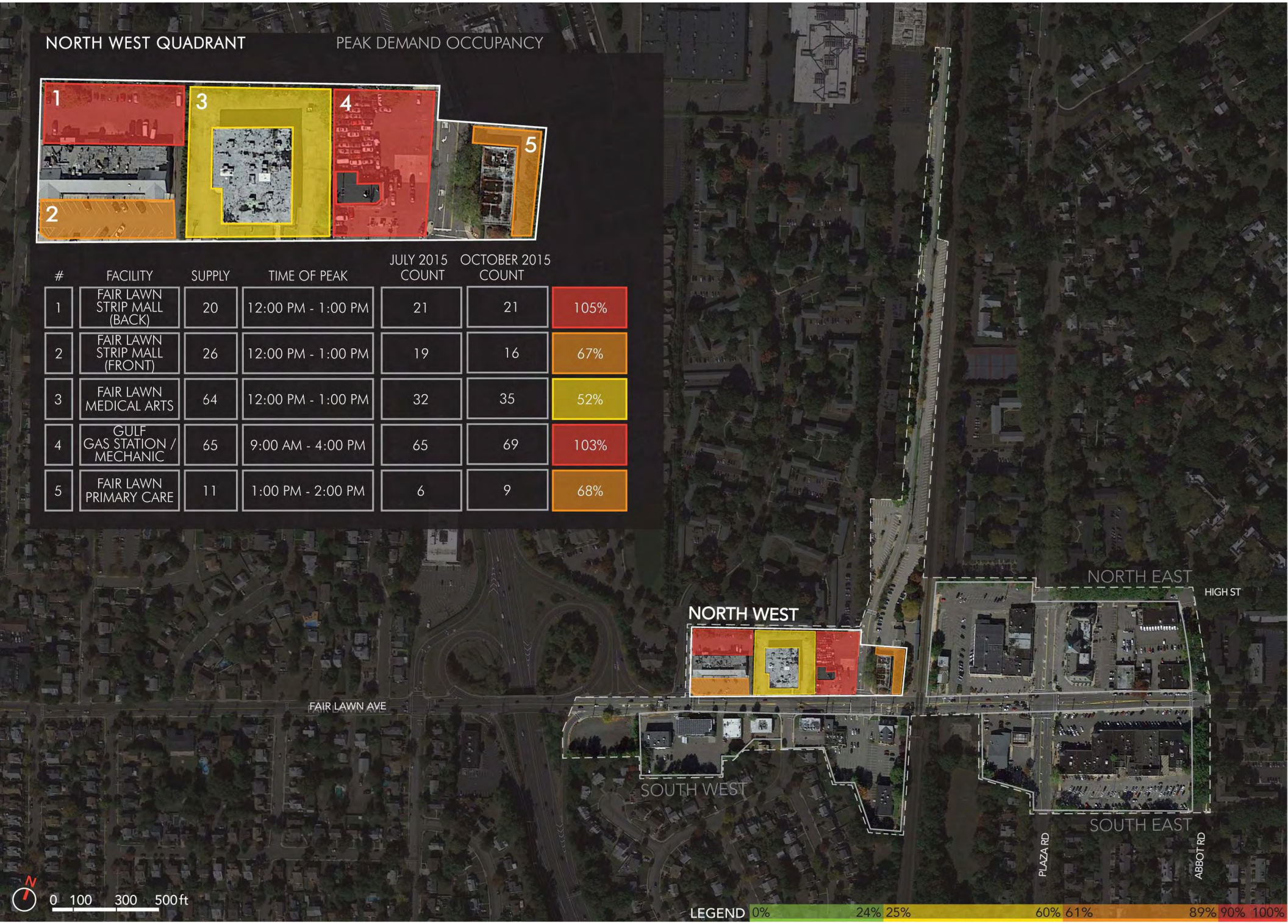
#	FACILITY	SUPPLY	TIME OF PEAK	JULY 2015 COUNT	OCTOBER 2015 COUNT	OCCUPANCY
5	PLAZA ROAD	6	3:00 PM - 4:00 PM	6	6	100%
6	HIGH STREET	10	11:00 AM - 2:00 PM	4	4	40%
7	ABBOTT ROAD (N OF FLA)	15	1:00 PM - 2:00 PM	15	10	83%
8	FAIR LAWN AVE	7	1:00 AM - 3:00 PM	5	6	78%
9	ABBOTT ROAD (S OF FLA)	10	1:00 PM - 3:00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



NORTH WEST QUADRANT

PEAK DEMAND OCCUPANCY

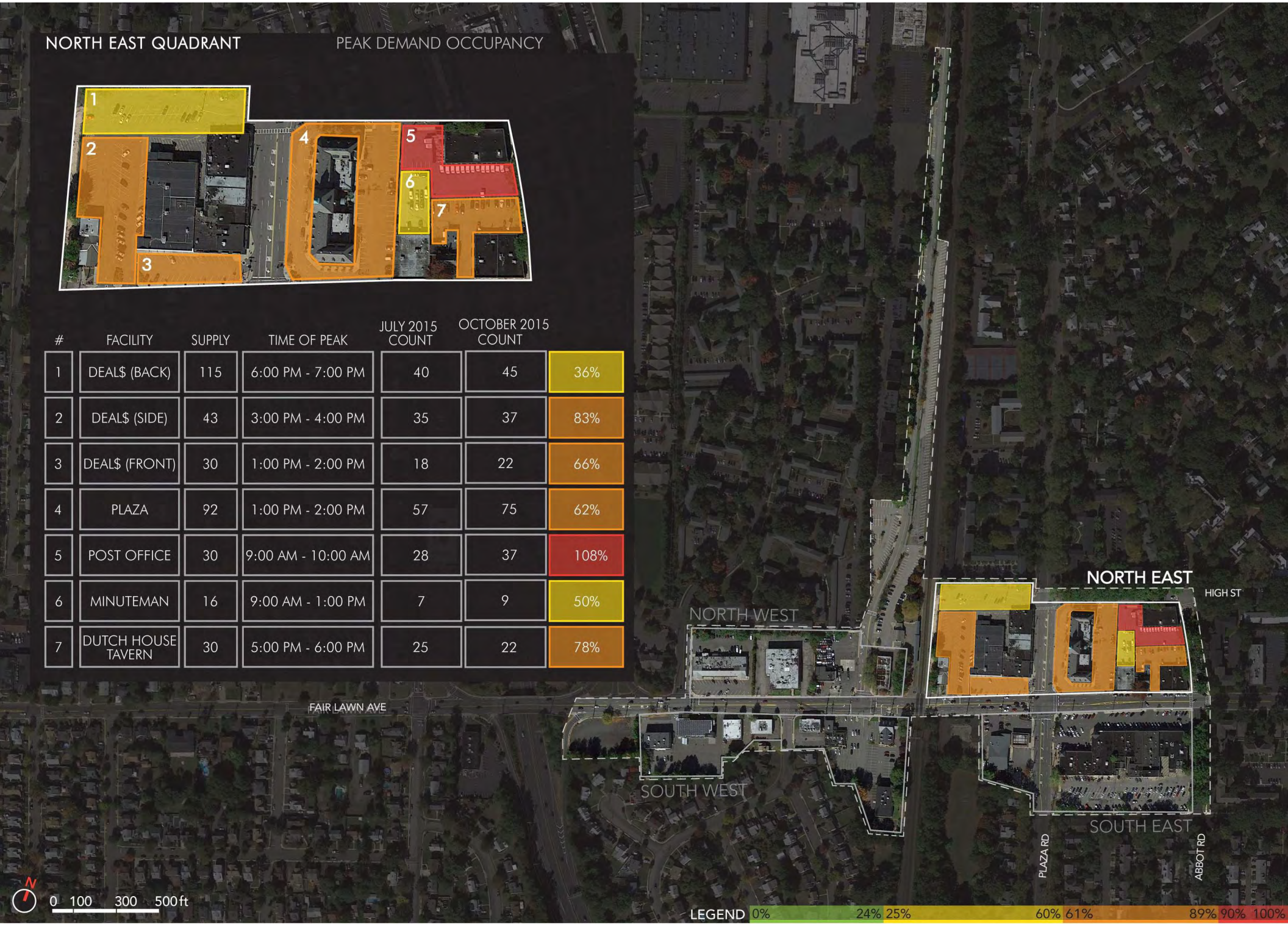
#	FACILITY	SUPPLY	TIME OF PEAK	JULY 2015 COUNT	OCTOBER 2015 COUNT	
1	FAIR LAWN STRIP MALL (BACK)	20	12:00 PM - 1:00 PM	21	21	105%
2	FAIR LAWN STRIP MALL (FRONT)	26	12:00 PM - 1:00 PM	19	16	67%
3	FAIR LAWN MEDICAL ARTS	64	12:00 PM - 1:00 PM	32	35	52%
4	GULF GAS STATION / MECHANIC	65	9:00 AM - 4:00 PM	65	69	103%
5	FAIR LAWN PRIMARY CARE	11	1:00 PM - 2:00 PM	6	9	68%



NORTH EAST QUADRANT

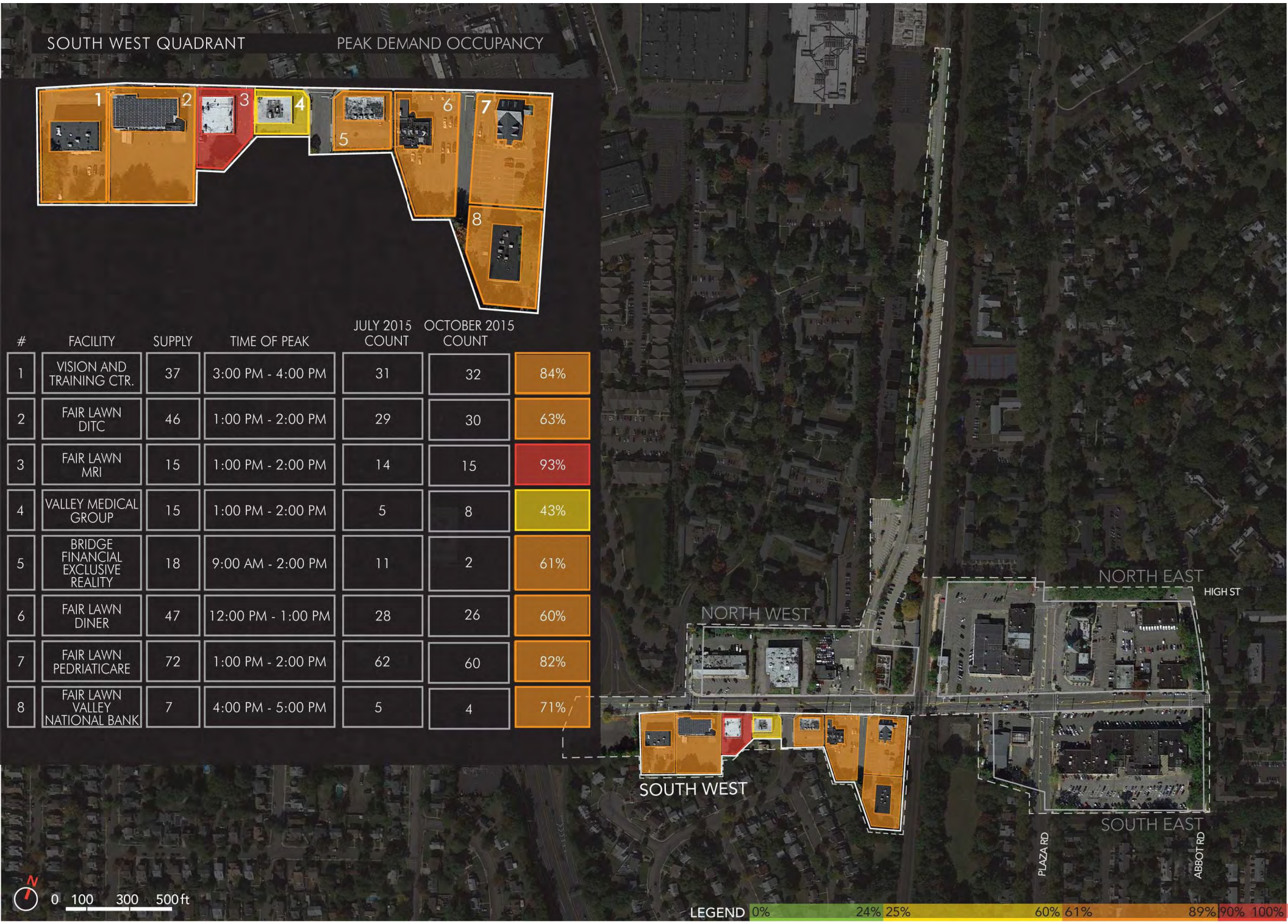
PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	JULY 2015 COUNT	OCTOBER 2015 COUNT	
1	DEAL$ (BACK)	115	6:00 PM - 7:00 PM	40	45	36%
2	DEAL$ (SIDE)	43	3:00 PM - 4:00 PM	35	37	83%
3	DEAL$ (FRONT)	30	1:00 PM - 2:00 PM	18	22	66%
4	PLAZA	92	1:00 PM - 2:00 PM	57	75	62%
5	POST OFFICE	30	9:00 AM - 10:00 AM	28	37	108%
6	MINUTEMAN	16	9:00 AM - 1:00 PM	7	9	50%
7	DUTCH HOUSE TAVERN	30	5:00 PM - 6:00 PM	25	22	78%



SOUTH WEST QUADRANT — PEAK DEMAND OCCUPANCY

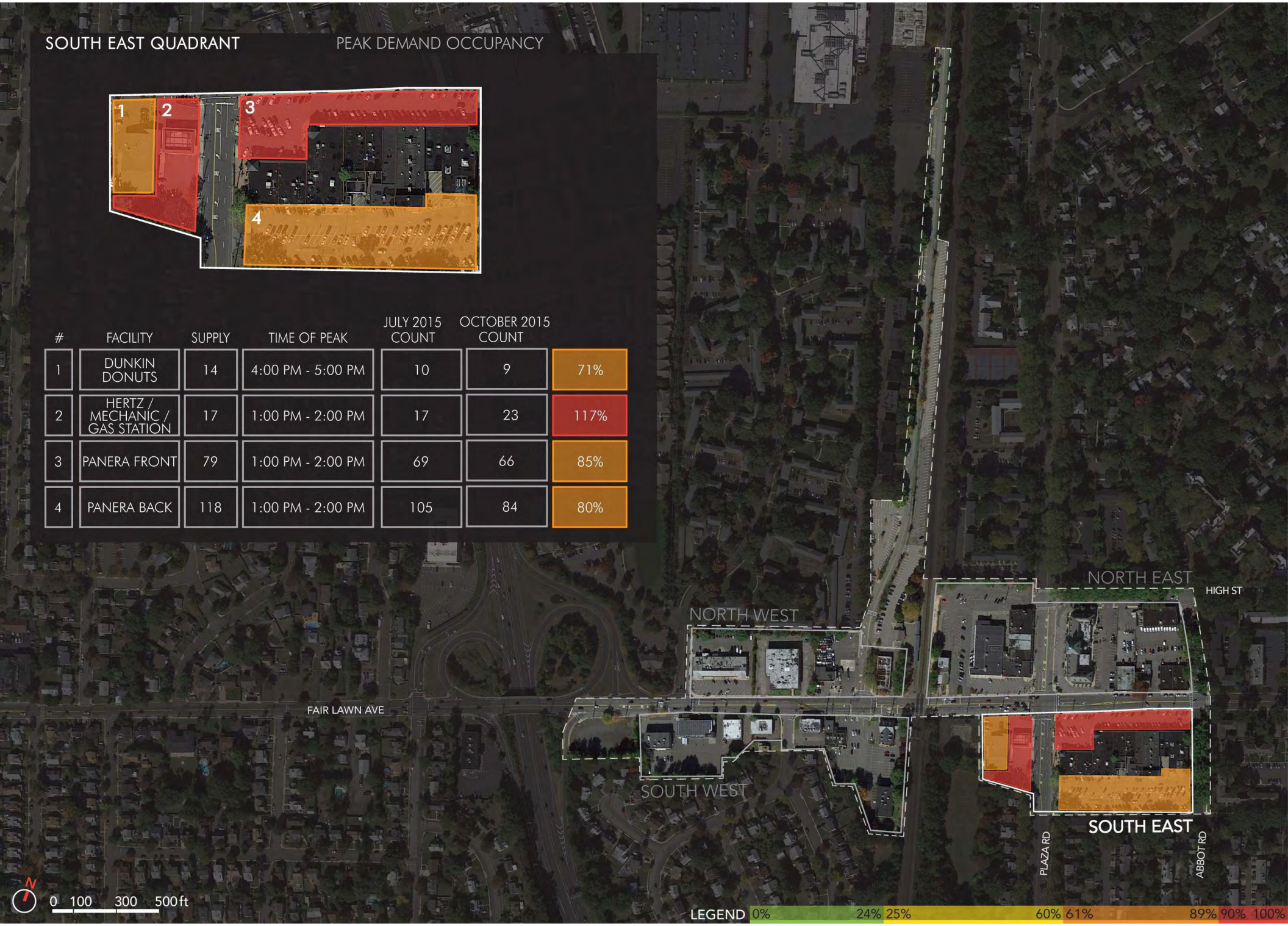
#	FACILITY	SUPPLY	TIME OF PEAK	JULY 2015 COUNT	OCTOBER 2015 COUNT	
1	VISION AND TRAINING CTR.	37	3:00 PM - 4:00 PM	31	32	84%
2	FAIR LAWN DITC	46	1:00 PM - 2:00 PM	29	30	63%
3	FAIR LAWN MRI	15	1:00 PM - 2:00 PM	14	15	93%
4	VALLEY MEDICAL GROUP	15	1:00 PM - 2:00 PM	5	8	43%
5	BRIDGE FINANCIAL EXCLUSIVE REALITY	18	9:00 AM - 2:00 PM	11	2	61%
6	FAIR LAWN DINER	47	12:00 PM - 1:00 PM	28	26	60%
7	FAIR LAWN PEDRIATICARE	72	1:00 PM - 2:00 PM	62	60	82%
8	FAIR LAWN VALLEY NATIONAL BANK	7	4:00 PM - 5:00 PM	5	4	71%



SOUTH EAST QUADRANT

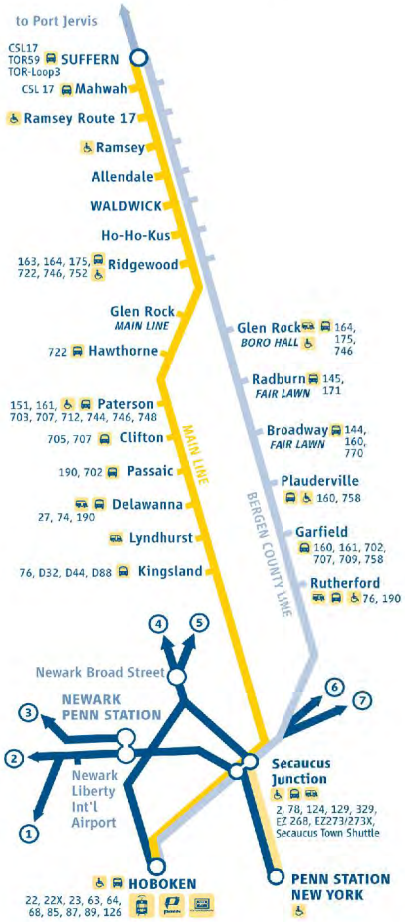
PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	JULY 2015 COUNT	OCTOBER 2015 COUNT	
1	DUNKIN DONUTS	14	4:00 PM - 5:00 PM	10	9	71%
2	HERTZ / MECHANIC / GAS STATION	17	1:00 PM - 2:00 PM	17	23	117%
3	PANERA FRONT	79	1:00 PM - 2:00 PM	69	66	85%
4	PANERA BACK	118	1:00 PM - 2:00 PM	105	84	80%



STATION COMPARISON

		COMMUTER PARKING PASS				YEARLY COMMUTER	
		SPACES	RESIDENT	NON-RESIDENT	EQUIVALENT PER DAY	TRANSIT PASS (NY)	EXPRESS TRAIN
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					



MAIN LINE BERGEN COUNTY	Updated Annually
Average Weekday Passenger Boardings*	FY 2012
New York Penn**	4,909
Secaucus**	446
Hoboken**	7,124
Meadowlands**	2
Newark Penn**	174
Newark Broad Street**	12
Rutherford	1,158
Garfield	209
Plauderville	450
Broadway	307
Radburn	1,436
Glen Rock	992
Kingsland	453
Lyndhurst	841
Delawanna	623
Passaic	600
Clifton	810
Paterson	677
Hawthorne	489
Ridgewood	1,433
Ho-Ho-Kus	440
Waldwick	484
Allendale	412
Ramsey Main Street	655
Ramsey Route 17	768
Mahwah	212
Suffern	830
TOTAL MAIN LINE BERGEN COUNTY FY 2012	26,950

* Does not include NJT Rail passengers transferring between trains.
** Terminal boardings reflect Main Line Bergen County destinations only.

JULY THROUGH SEPTEMBER RIDERSHIP

	PEAK HOURS							PEAK HOURS							PEAK HOURS			
TRAINS	Q 1148	Q 1202	Q 1150	Q 46	Q 1204	Q 1152	Q 48	Q 1252	Q 50	Q 1206	Q 1154	Q 1254	Q 52	Q 1208	Q 1156	Q 1158	Q 54	Q 1210
Departing from:																		
SUFFERN	602		623	629		637	659				711		734		745	803	819	
Mahwah	605		626			640					714		737		748	806		
Ramsey Route 17	608		629	633		643	704				718		741		751		823	
Ramsey	612		632			647					722		745		755	810		
Allendale	615		636			651					725				758	813		
WALDWICK		625	639		647	654		710		720	729	740		751	801	816		833
Ho-Ho-Kus		628	643		650	658		714		723	733	744		754	805	820		836
Ridgewood	622	632	646		654	702		718		727	737	748		758	808	823		839
Glen Rock-Boro Hall	626		650			706		723			741				812	827		
Radburn	630		654			710		727			745	754			816	831		
Broadway	634		658					731				758				834		
Plauderville	639		703					736				802				839		
Garfield	642							740								843		
Rutherford	649		711					746				811				849		
Glen Rock-Main Line		635			657					731				802				843
Hawthorne		639			701					735				806				847
Paterson		644			706					739				810				851
Clifton		650			713					746				817				858
Passaic		654			717					750				821				901
Delawanna		657			720					754				824				904
Lyndhurst		700			724					758				827				907
Kingsland		703			727					801				830				910
arrive **Secaucus Junction**	L657	L712	L719	L702	L735	L728	L733	L755	L746	L810	L803	L819	L815	L838	L833	L857	L852	917

INBOUND PEAK HOUR SCHEDULE, EXPRESS TRAINS HIGHLIGHTED

	PEAK HOURS								PEAK HOURS					
TRAINS	Q 1219	Q 1163	Q 1355	Q 53	Q 1165	Q 1357	Q 1221	Q 55	Q 1167	Q 57	Q 1169	Q 1271	Q 1225	Q 1171
Departing from														
leave **Secaucus Junction**	429	433	438	457	501	508	523	525	530	551	555	614	629	633
Kingsland	435						L531						L636	
Lyndhurst	438						L534						L639	
Delawanna	441						L537						L643	
Passaic	444						L540						L646	
Clifton	447						L544						L650	
Paterson	453						L551						L657	
Hawthorne	457						L556						L702	
Glen Rock-Main Line	501						L600						L706	
Rutherford			L446			L516						L622		
Garfield			L451											
Plauderville			L454			L522						L629		
Broadway			L500			L528						L635		
Radburn			L503		L519	L531			L548		L613	L639		
Glen Rock-Boro Hall			L507		L522	L535			L551		L617	L643		
Ridgewood	L505	L453	511		L526	539	L604		L555		L620	L647	L710	L654

INBOUND PEAK HOUR SCHEDULE, EXPRESS TRAINS HIGHLIGHTED

Appendix D: Steering Committee Material

FAIR LAWN AVENUE CORRIDOR VISION PLAN

PROJECT KICKOFF

Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit.

June 22, 2014

Project Team

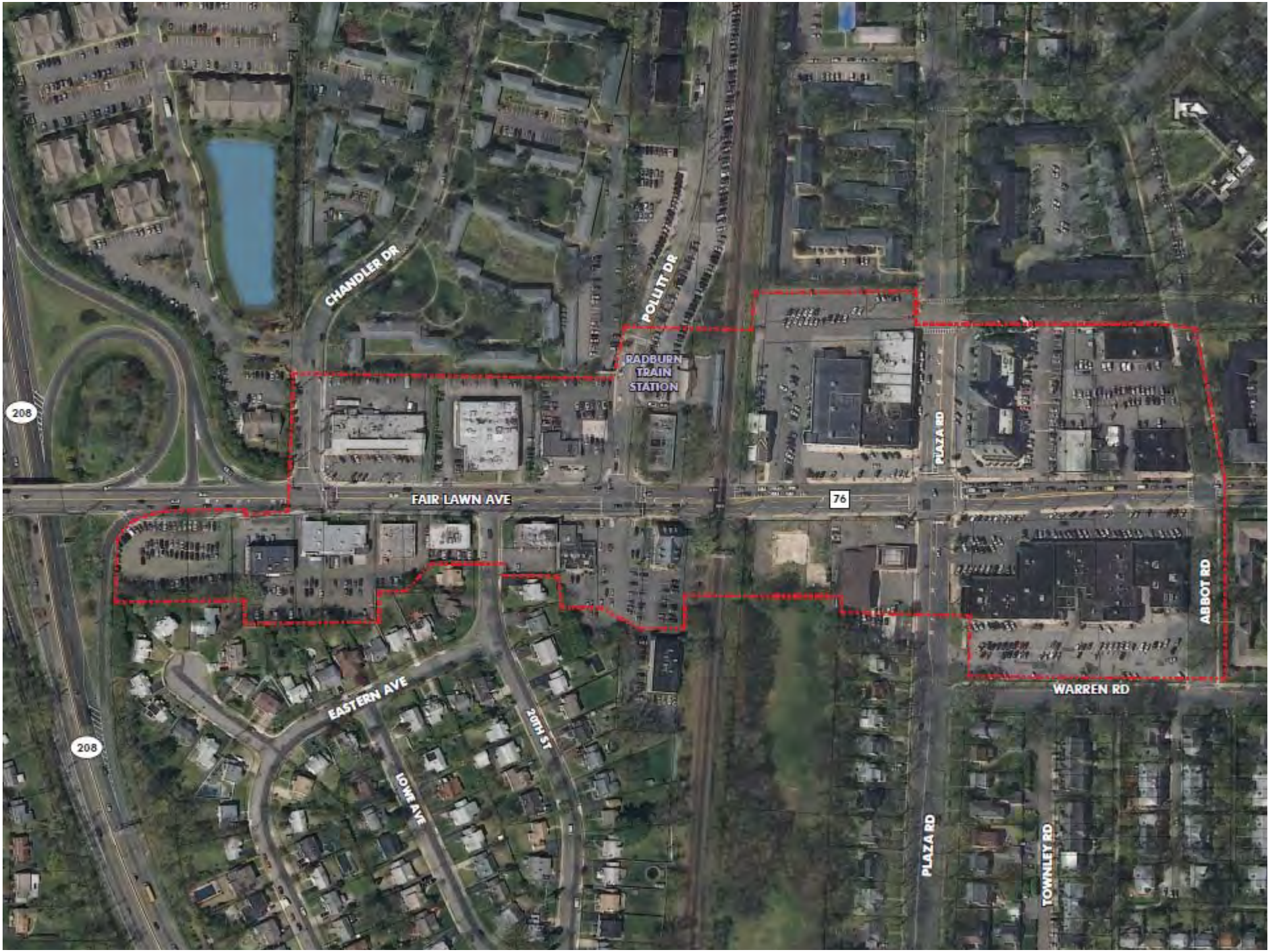
Looney Ricks Kiss (LRK)

4ward Planning

VHB

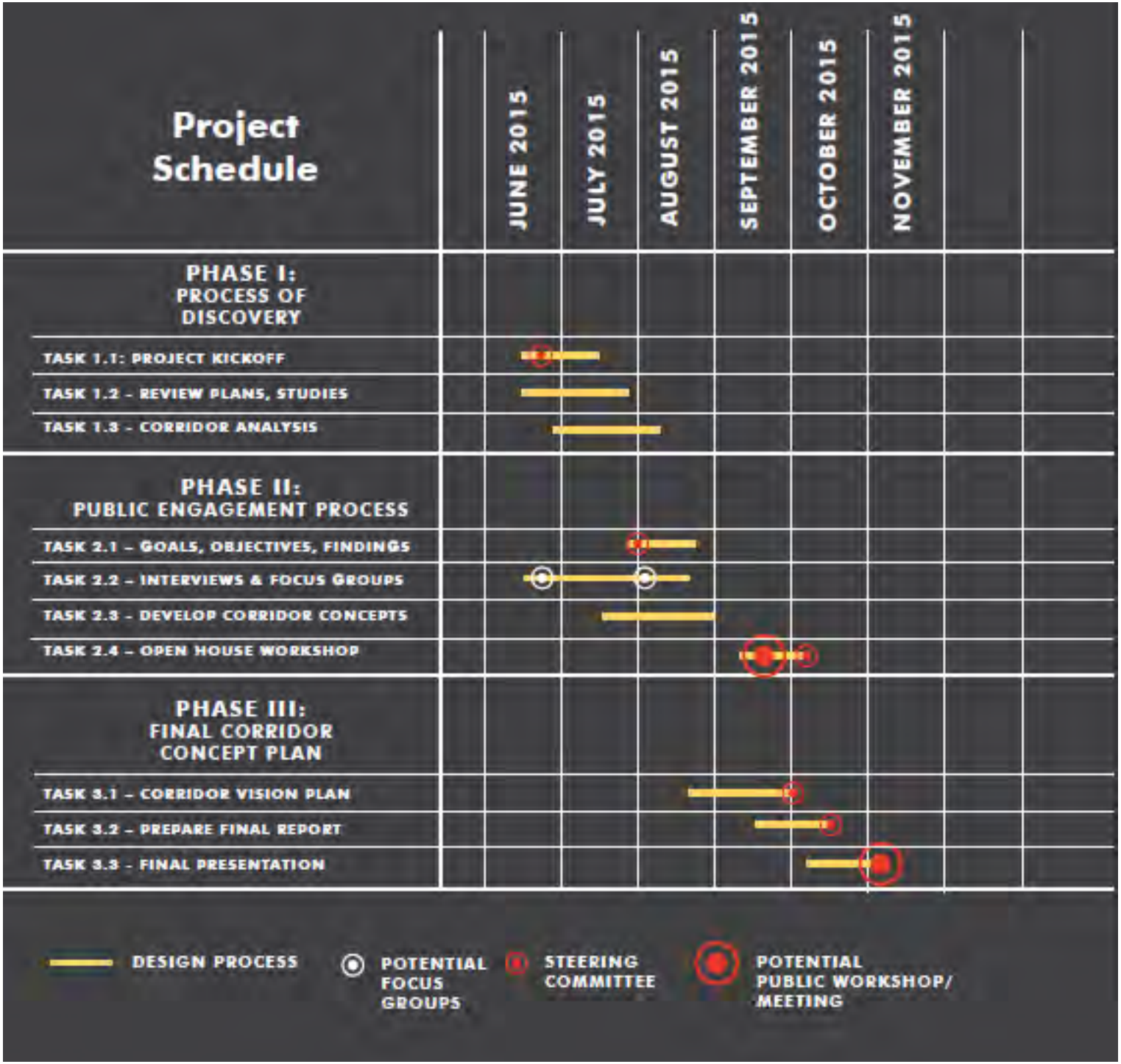
TimHaahs

Larisa Ortiz Associates


CHANDLER DR
POLLITT DR
RADBURN TRAIN STATION
208
FAIR LAWN AVE
76
PLAZA RD
ABBOT RD
WARREN RD
EASTERN AVE
20TH ST
LOWE AVE
208
PLAZA RD
TOWNLEY RD

Fair Lawn Avenue Corridor Vision Plan Goals

- How can the Fair Lawn Avenue Corridor be revitalized to act as a catalyst for reinvestment in underutilized properties?
- Does this area need any improvements, such as, pedestrian safety, vehicular movement and additional parking?
- How can the Fair Lawn Avenue Corridor evolve into a more vibrant destination for retail, restaurants and other businesses?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AUGUST 2015
SEPTEMBER 2015
OCTOBER 2015
NOVEMBER 2015
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TASK 1.1: PROJECT KICKOFF
TASK 1.2 – REVIEW PLANS, STUDIES
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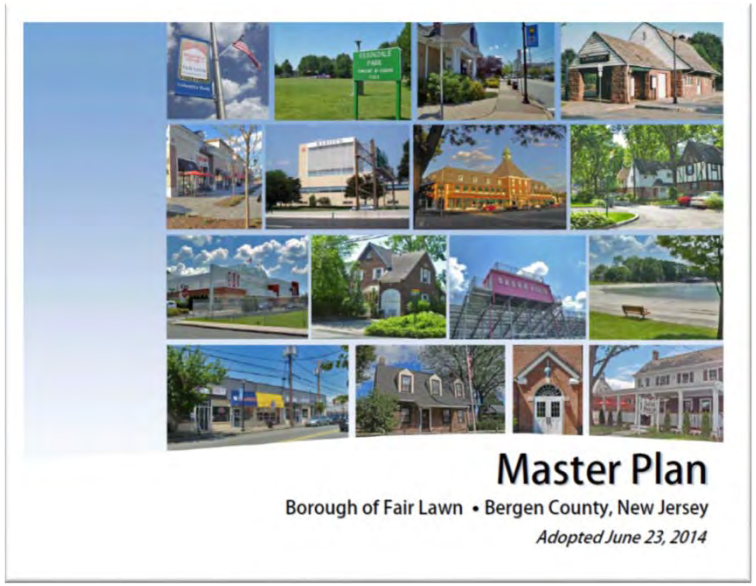
POTENTIAL FOCUS GROUPS
STEERING COMMITTEE
POTENTIAL PUBLIC WORKSHOP/ MEETING

WHERE ARE WE NOW?



- Task 1.1 – Project Kickoff/Tour
- Task 2.1 – Interviews & Focus Groups
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- Task 1.3 – Corridor Analysis

Corridor Site Analysis

- Population & Demographic Trend Analysis
- Transit, Traffic and Pedestrian Infrastructure
- Business Environment Analysis
- Retail Leakage Analysis

WHERE DO WE WANT TO GO?

- Task 2.1 – Goals, Objectives & Findings
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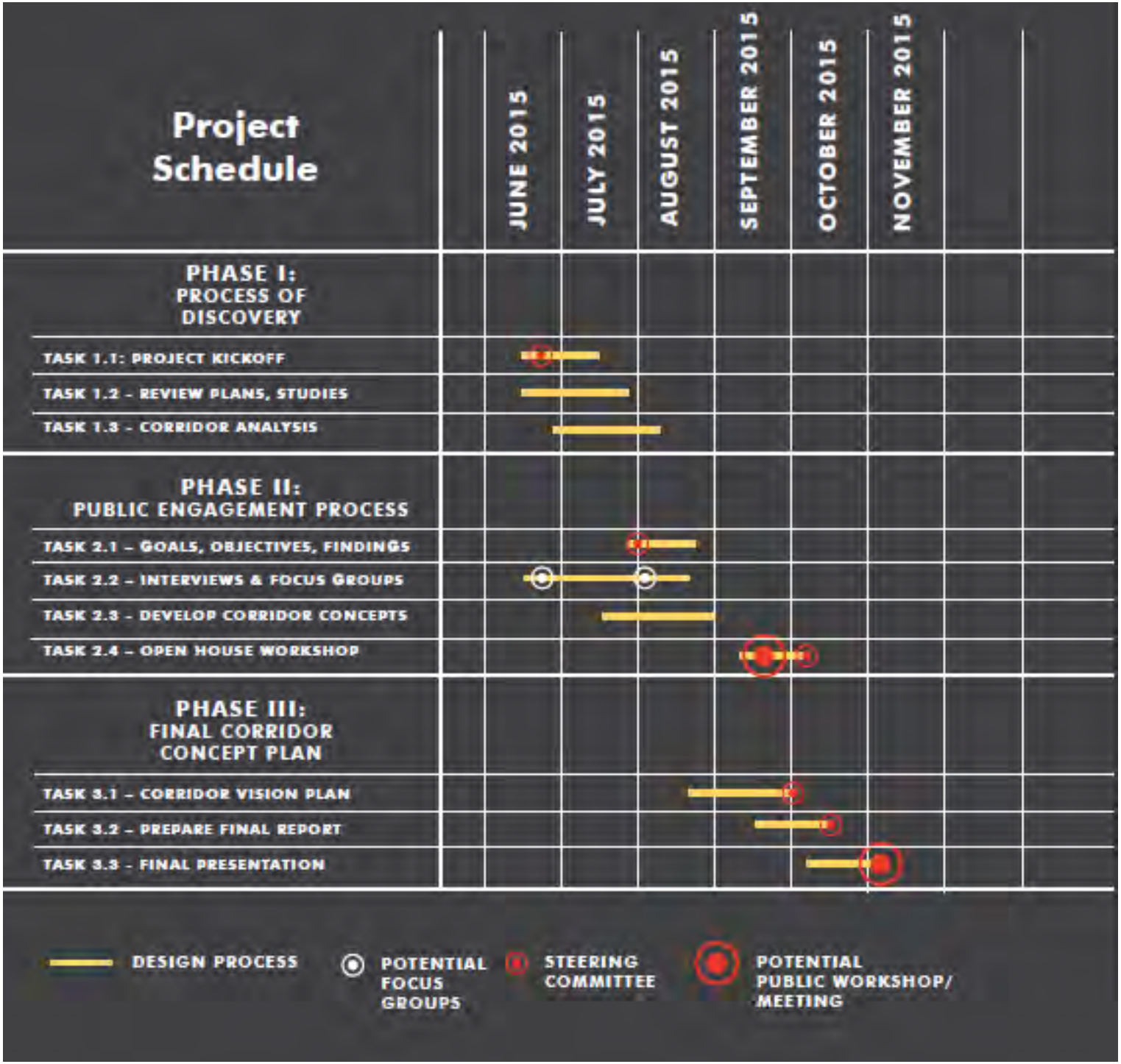
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STAKEHOLDER FOCUS GROUPS FOR FAIR LAWN AVENUE CORRIDOR VISIONING

GIVE US YOUR IDEAS. - WE NEED YOUR INPUT!

STAKEHOLDER FOCUS GROUPS

MONDAY JUNE 22, 2015

YOU MAY ATTEND EITHER SESSION BUT RSVP REQUIRED

SESSION 1
5:00 - 6:30 PM

SESSION 2
7:00 - 8:30 PM

THE FAIR LAWN COMMUNITY CENTER
10-10 20th Street

MEET IN THE TEEN ROOM
(Enter from Gymnasium Entrance, which is located on the side of the building)

How can the Fair Lawn Avenue Corridor be revitalized to act as a catalyst for reinvestment in underutilized properties?

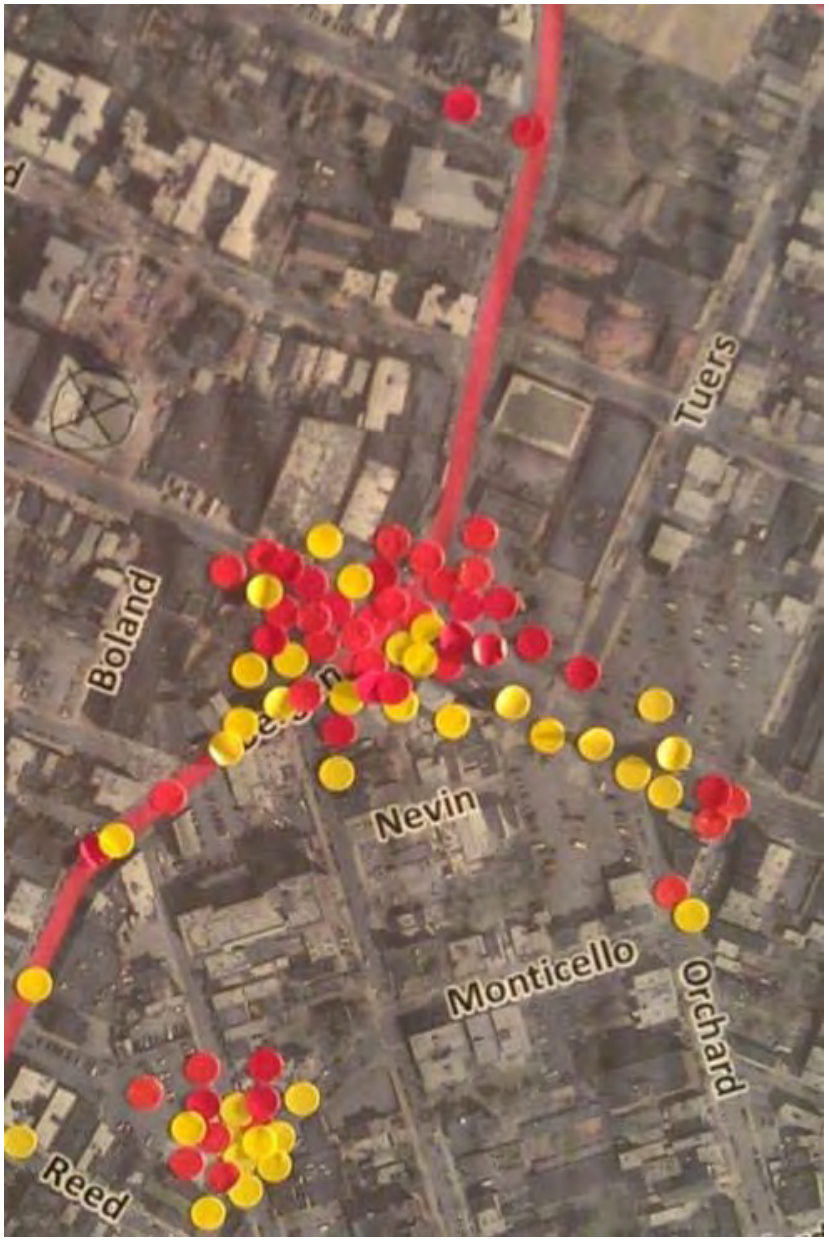
Does this area need any improvements, such as, pedestrian safety, vehicular movement and additional parking?

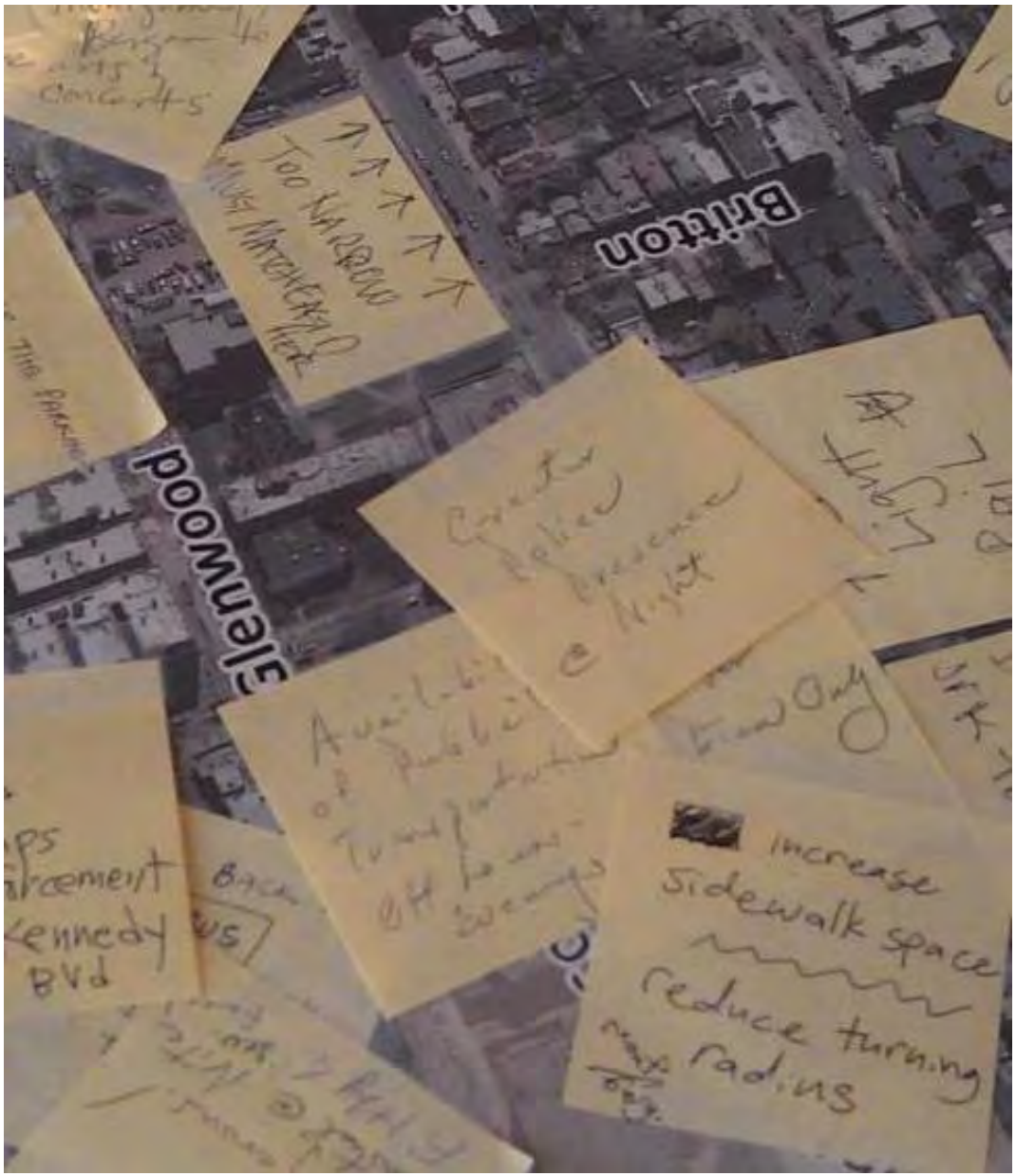
How can the Fair Lawn Avenue Corridor evolve into a more vibrant destination for retail, restaurants and other businesses?

Please RSVP to participate in a session. Contact the Borough of Fair Lawn Mayor's Office, at 201-794-5344 to reserve a session.

Event sponsored by Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit.

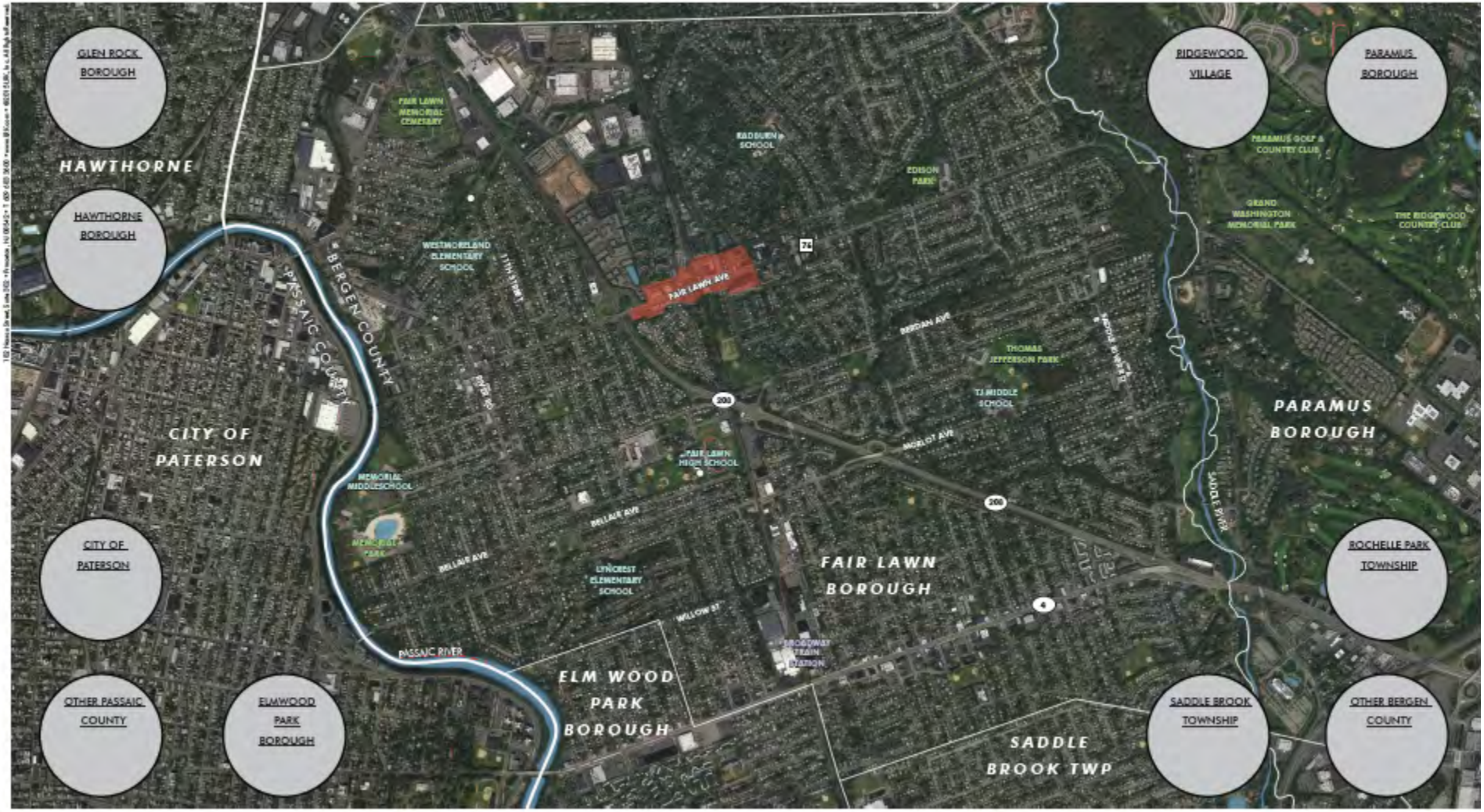
Dot-mocracy and Post-It Exercise





Where do you **Live** in the Region?

Where do you **Work** in the Region?

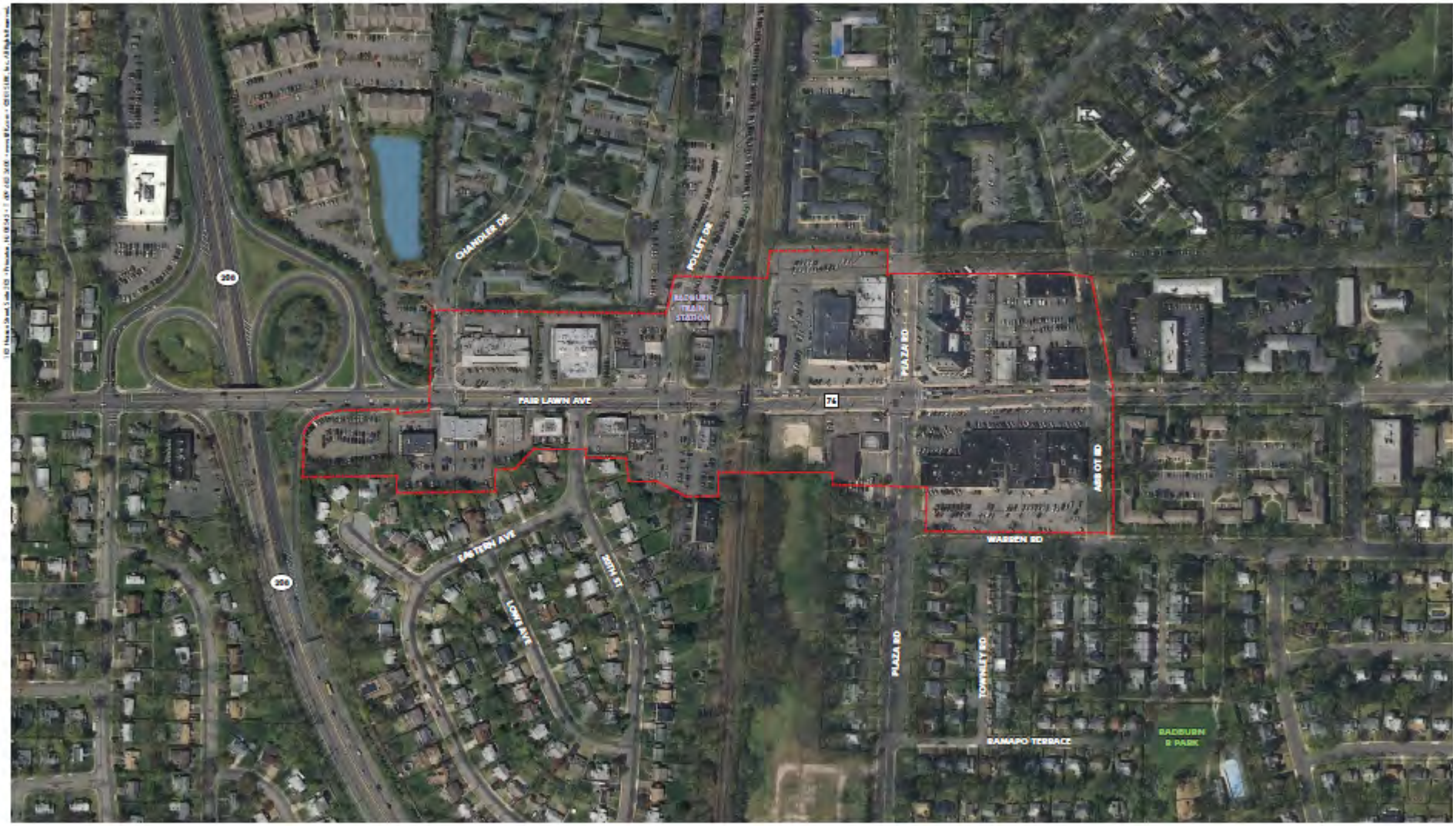


LRK
Looney Ricks Kiss

DOT-MOCRACY
FAIR LAWN AVE CORRIDOR VISION PLAN
Fair Lawn, New Jersey

What places do you like **MOST** in the Corridor?

What places do you like **LEAST** in the Corridor?

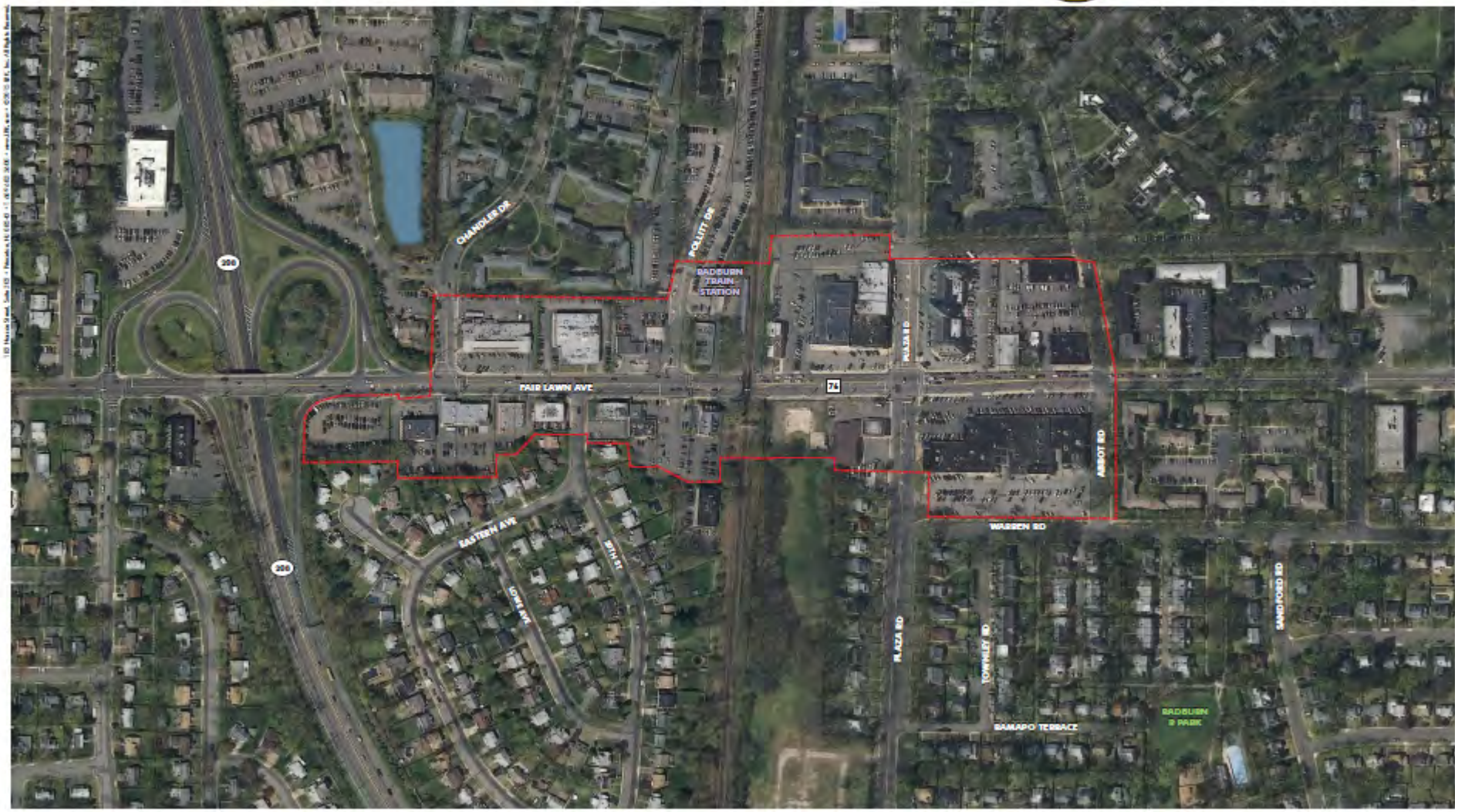


LRK
Looney Ricks Kiss

DOT-MOCRACY
FAIR LAWN AVE CORRIDOR VISION PLAN
Fair Lawn, New Jersey

Where are the Safety Concerns in the Corridor?

Where are the Traffic & Pedestrian Hot Spots in the Corridor?



LRK
Looney Ricks Kiss

DOT-MOCRACY
FAIR LAWN AVE CORRIDOR VISION PLAN
Fair Lawn, New Jersey

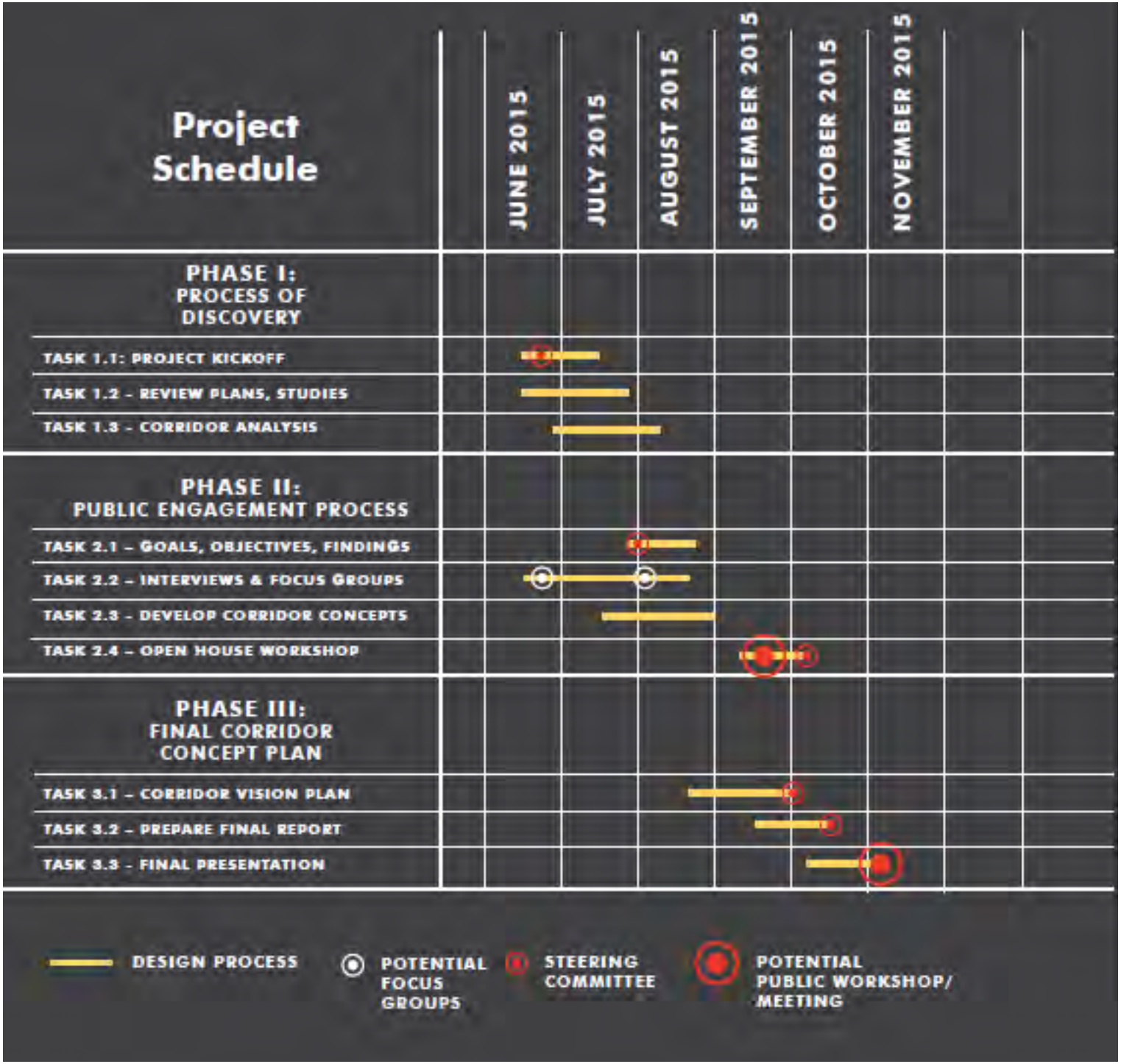
STEERING COMMITTEE DATES

Steering Committee Meeting #2
End of July-Early August

Open House Workshop &
Steering Committee Meeting # 3
September

Steering Committee Meeting #4
Mid October

Steering Committee Meeting #5/Final Presentation
November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PROJECT PARTNER EXPECTATIONS

Steering/Executive Committee Meetings

- Lead and Participate
- Identify potential members
- Secure venues for meetings

Public/Community Engagement Meetings

- Participate in community engagement meetings
- Identify & invite public/stakeholders/community
- Secure venue for meetings
- Provide directions to meetings
- Distribute meeting information to public/stakeholders prior to each meeting

Data Needs

- Furnish the consultant team with digital base mapping and background information
- Provide input and feedback on the project direction and work products
- Complete data requests in a timely manner

DATA NEEDS

- Master Plans & Design Studies
- Economic Data
- Traffic Studies, Counts & Crash Reports
- Bicycle Plans & Trails
- CAD & GIS data
- Outreach Summary from recent efforts

FAIR LAWN AVENUE CORRIDOR VISION PLAN

PROJECT KICKOFF

Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit.

June 22, 2014

FAIR LAWN AVENUE CORRIDOR VISION PLAN

Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit.

July 29, 2015

Project Team

Looney Ricks Kiss (LRK)

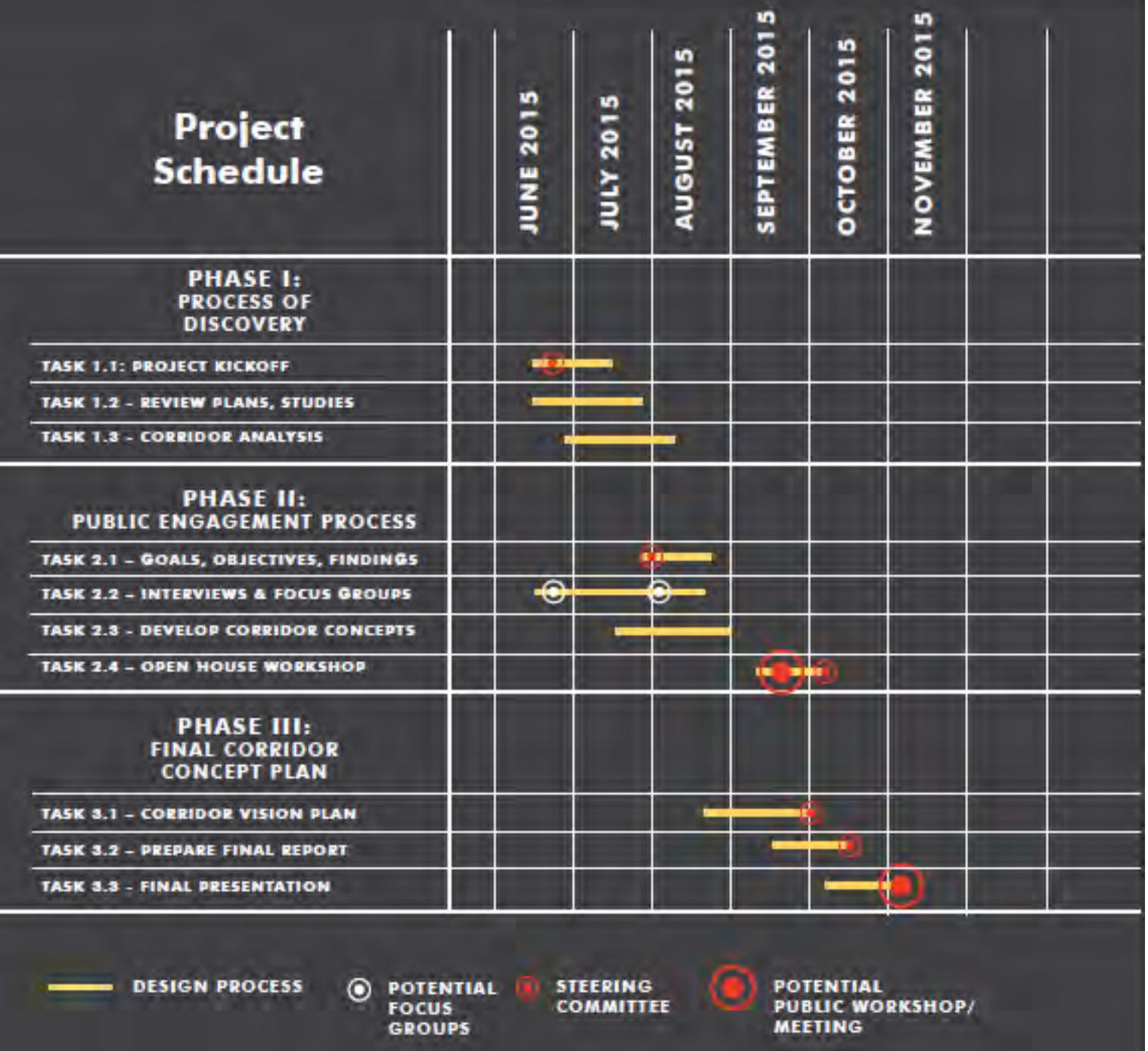
4ward Planning

VHB

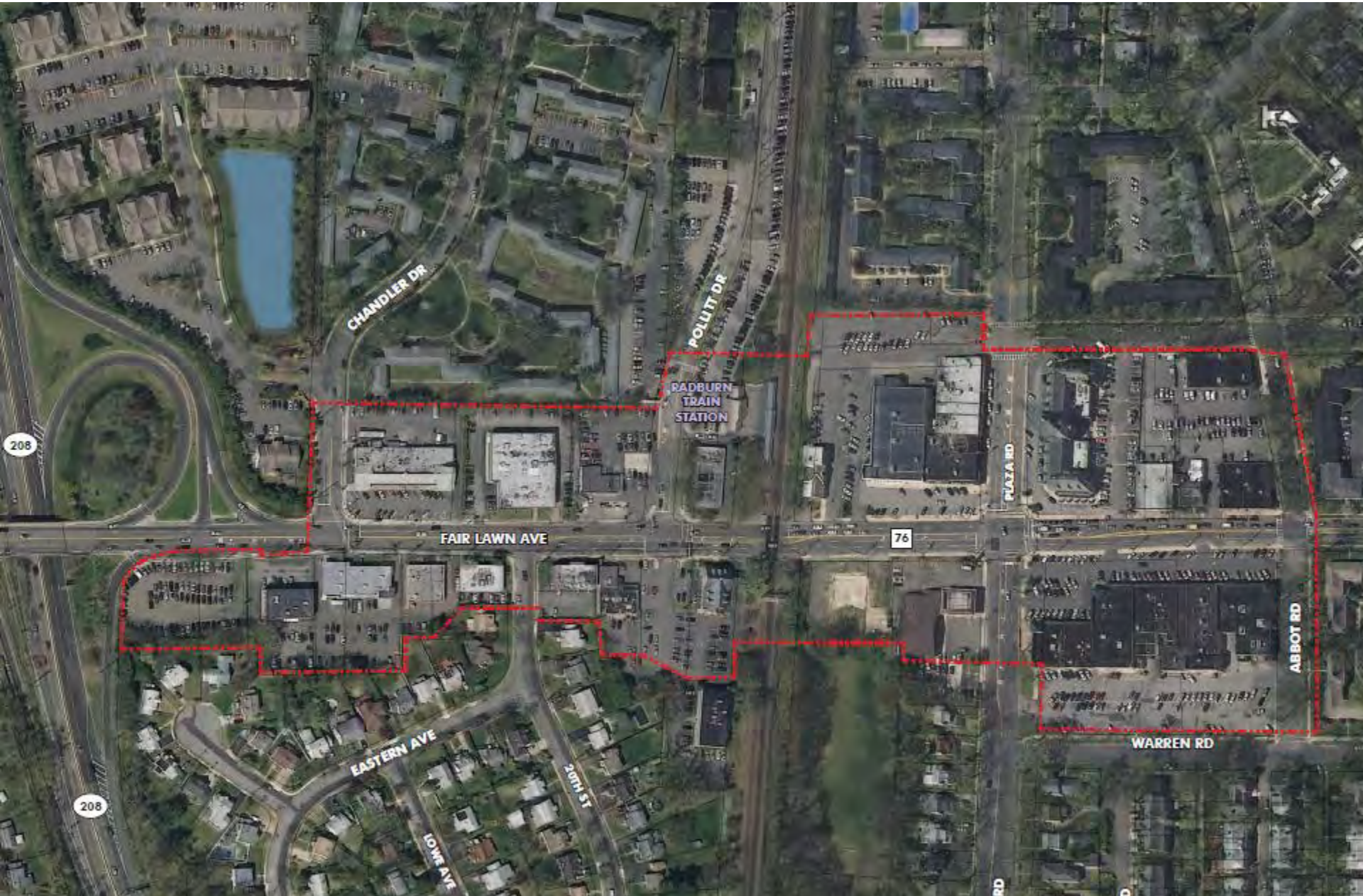
TimHaahs

Larisa Ortiz Associates

Project Schedule



Previous Study Area



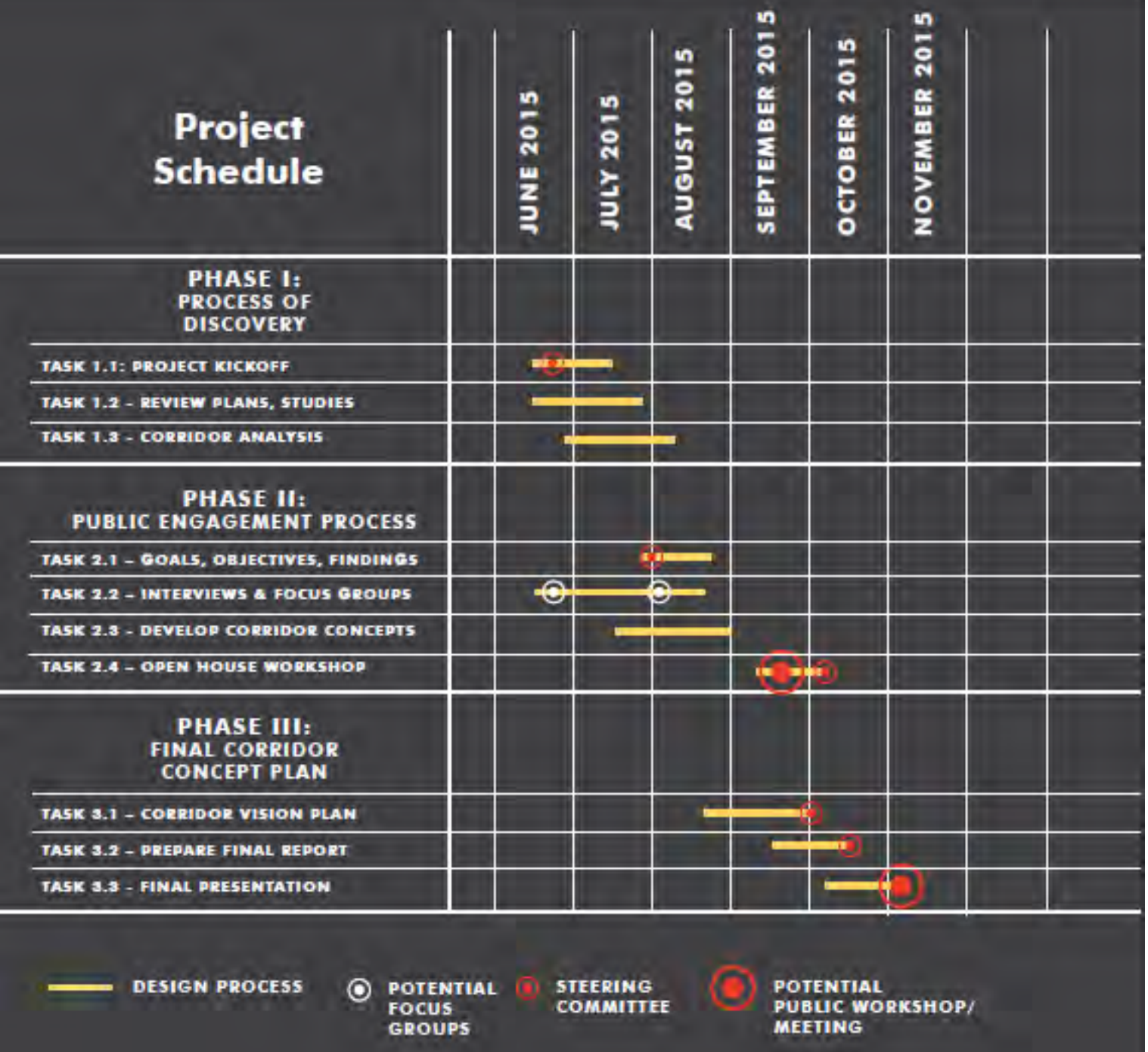
Revised Study Area

Focus Area – Limits of Analysis?

Fair Lawn Avenue Corridor Vision Plan Goals

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

Project Schedule



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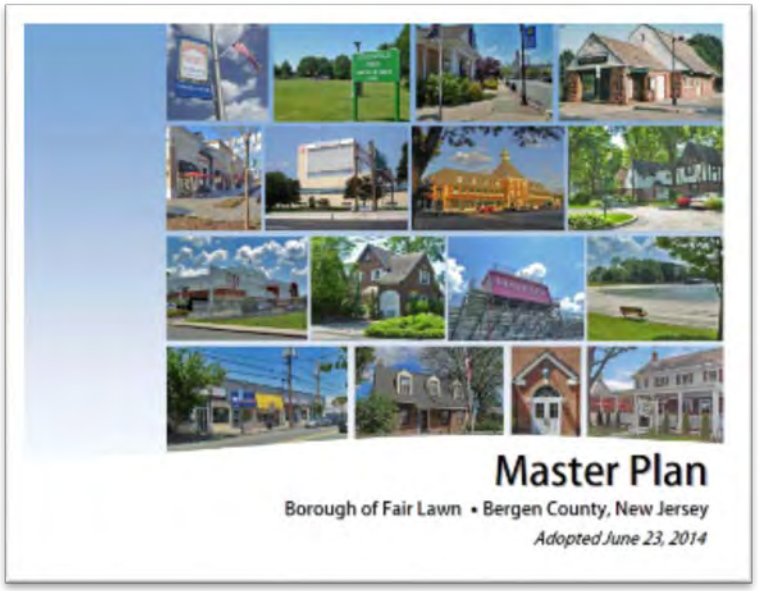

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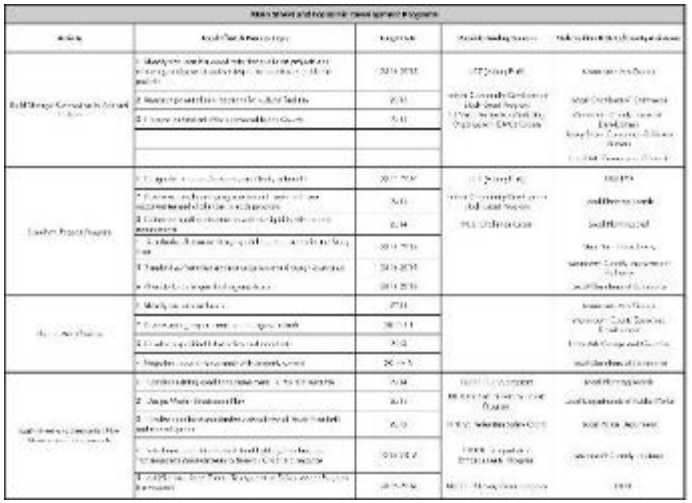
How Do We Get There?



- Task 3.1 –Corridor Vision Plan
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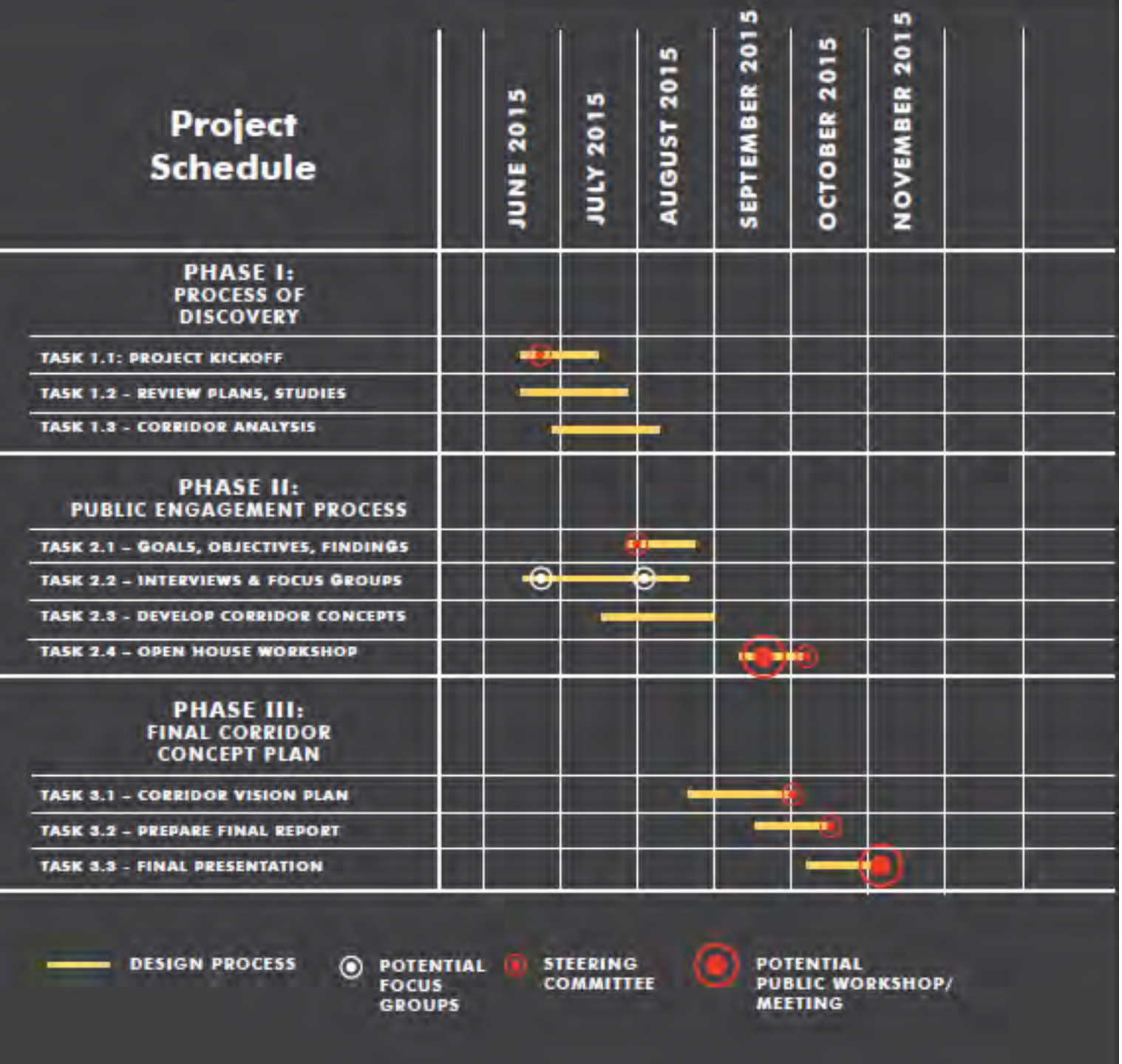
- Task 3.3 – Final Presentation/

  Open House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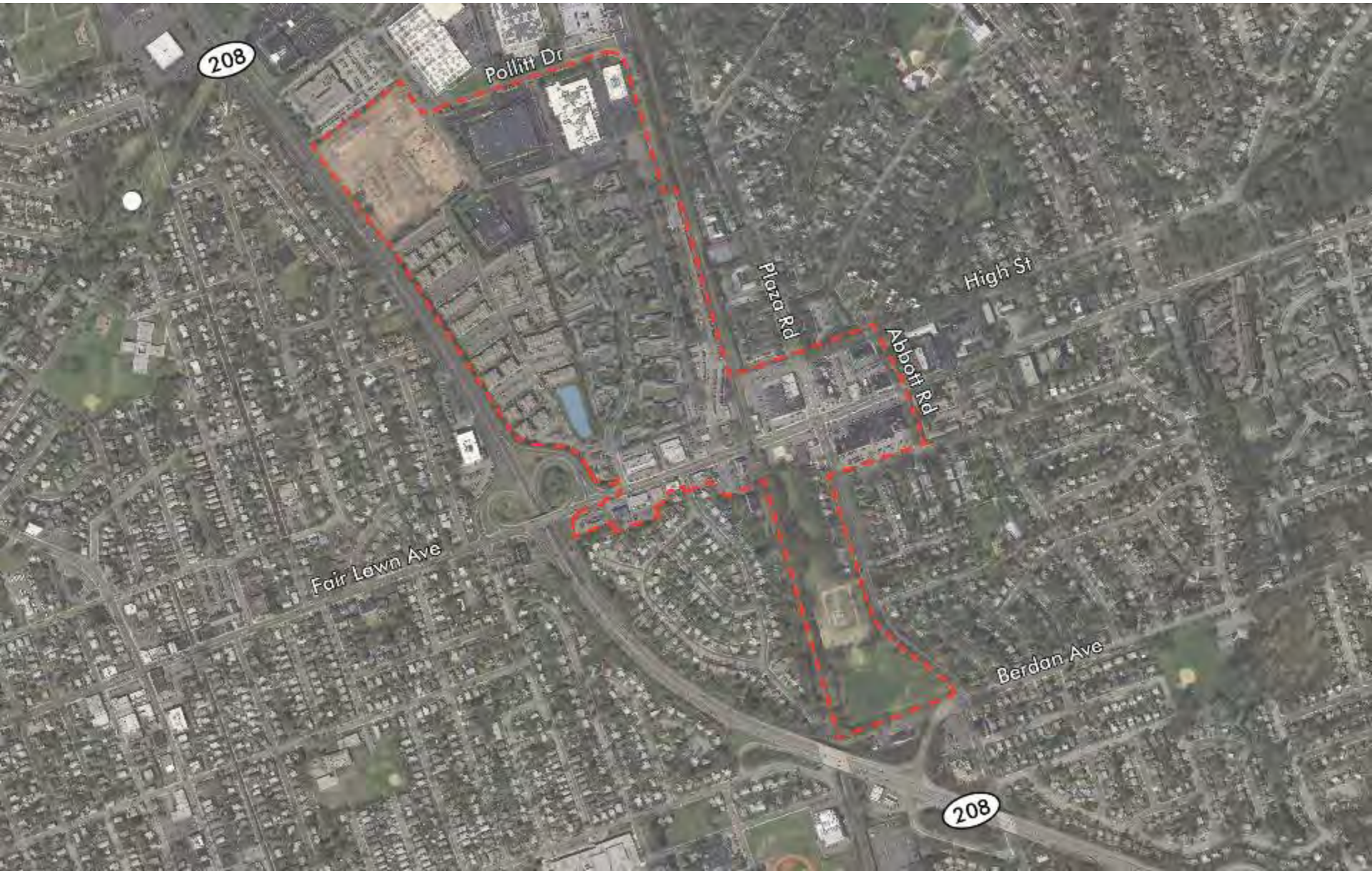
Steering Committee Dates

- Steering Committee Meeting # 3
  Prior to Open House Workshop
  - September 21, 2015

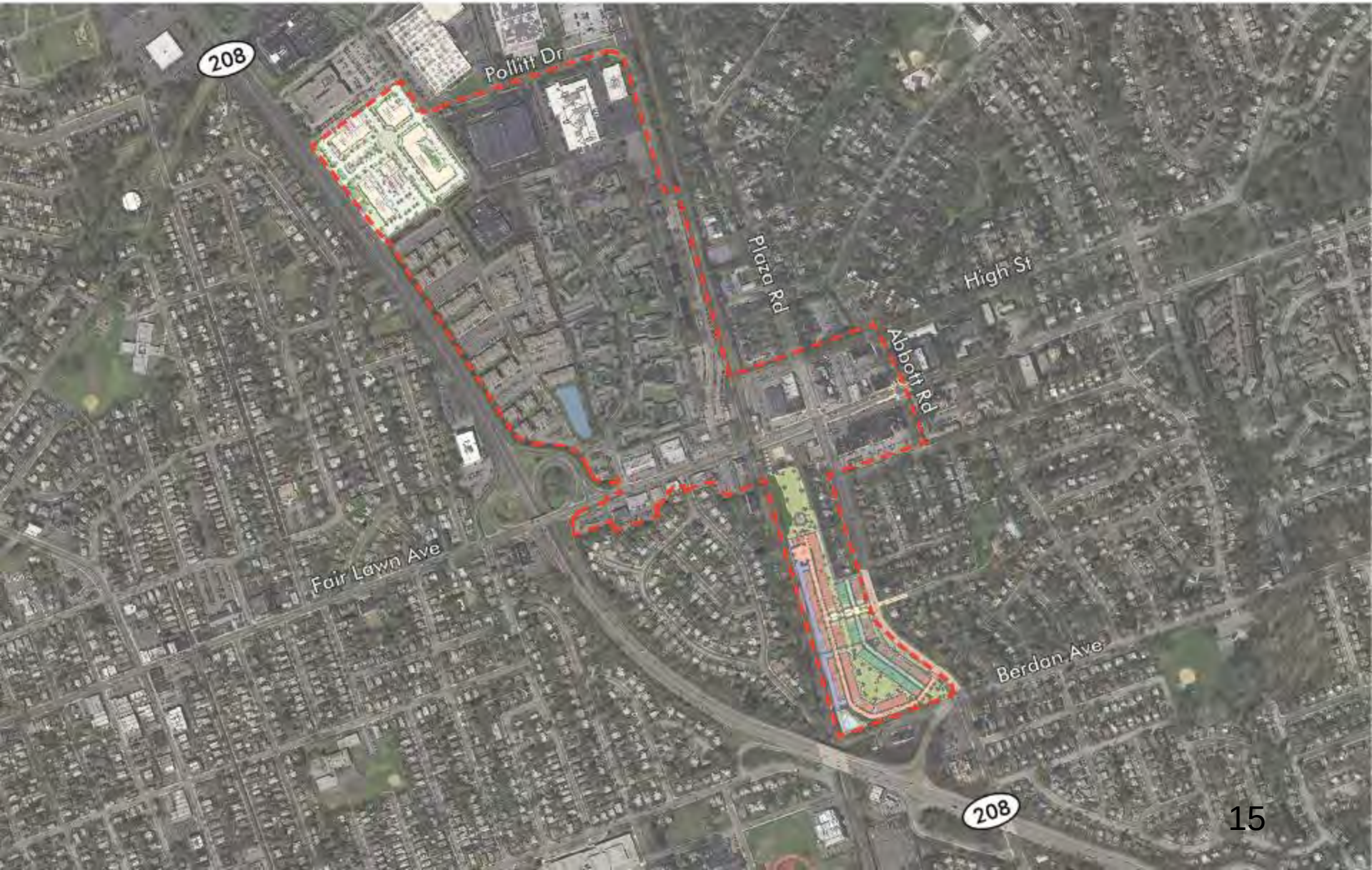
- Steering Committee Meeting #4
  Mid October

- Steering Committee Meeting #5/Final Presentation
  November

Study Area


208
Pollitt Dr
Plaza Rd
Abbott Rd
High St
Fair Lawn Ave
Berdan Ave
208

Study Area with Recent/Future Development

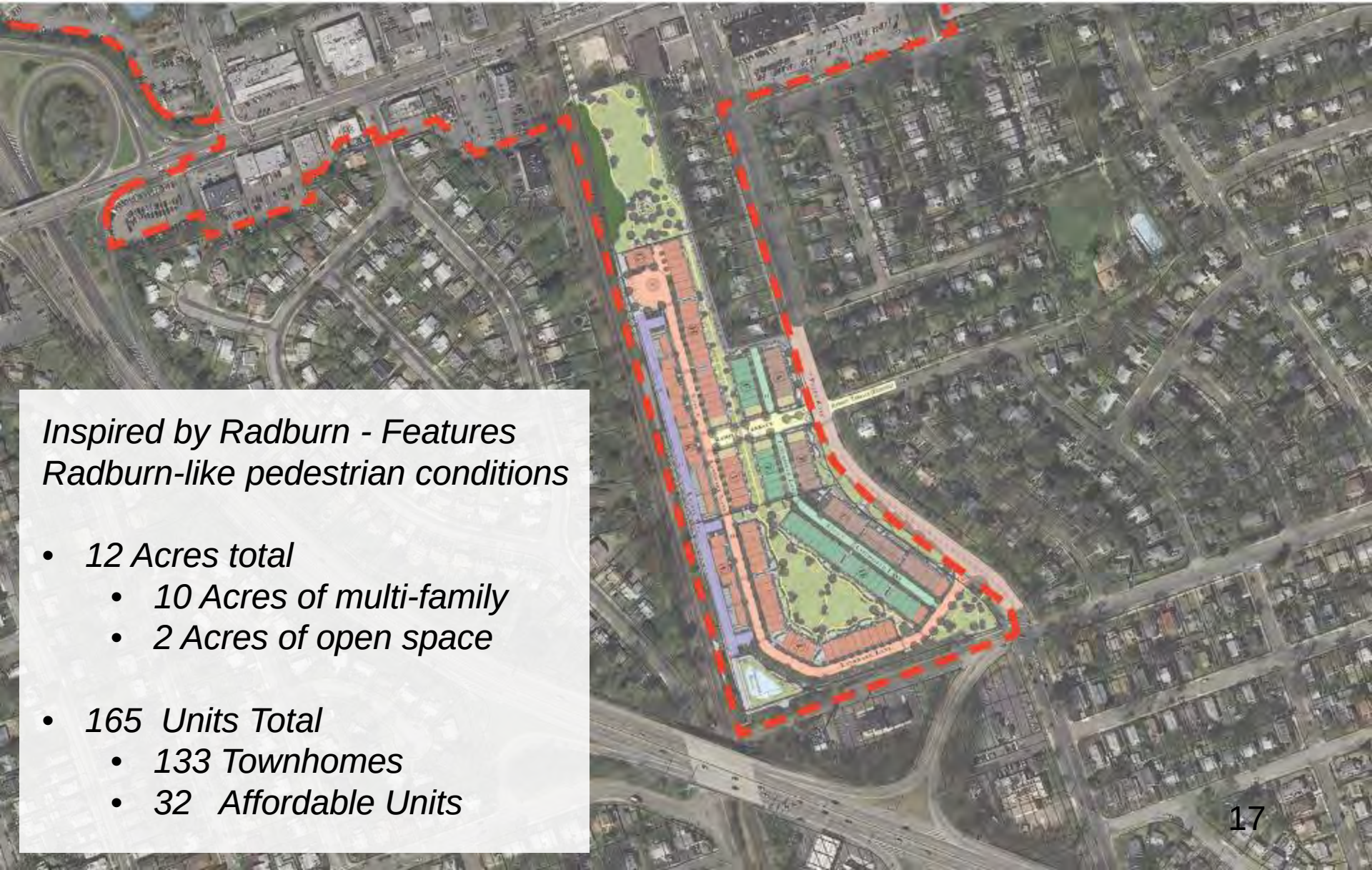


The Promenade

"A mixed-use village style project…

…features approximately 65,000 Square Feet of retail, service and office space, along with 150 residential units…"

The Landmark Property



Inspired by Radburn - Features Radburn-like pedestrian conditions

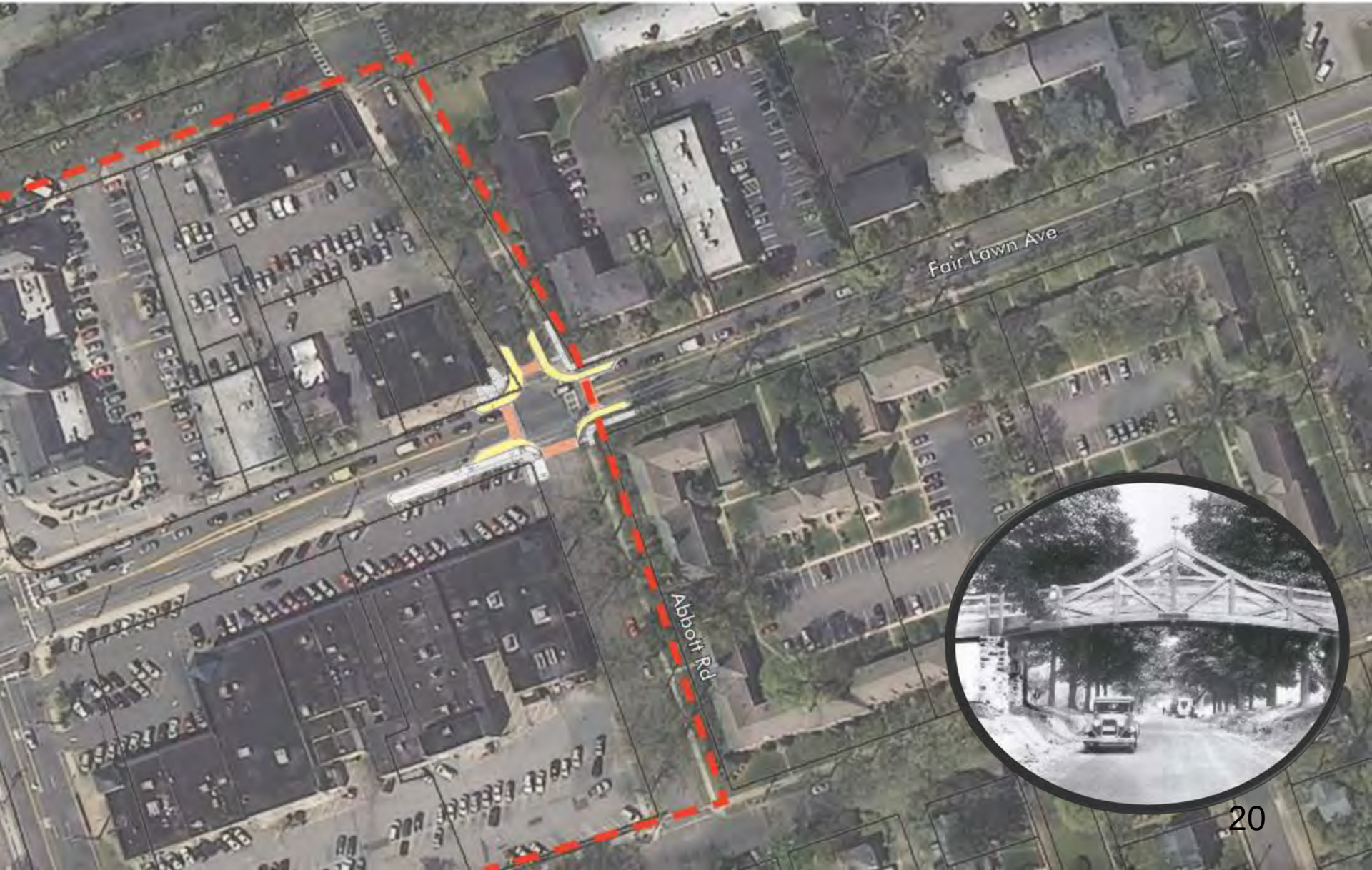
- *12 Acres total*
  - *10 Acres of multi-family*
  - *2 Acres of open space*

- *165 Units Total*
  - *133 Townhomes*
  - *32 Affordable Units*

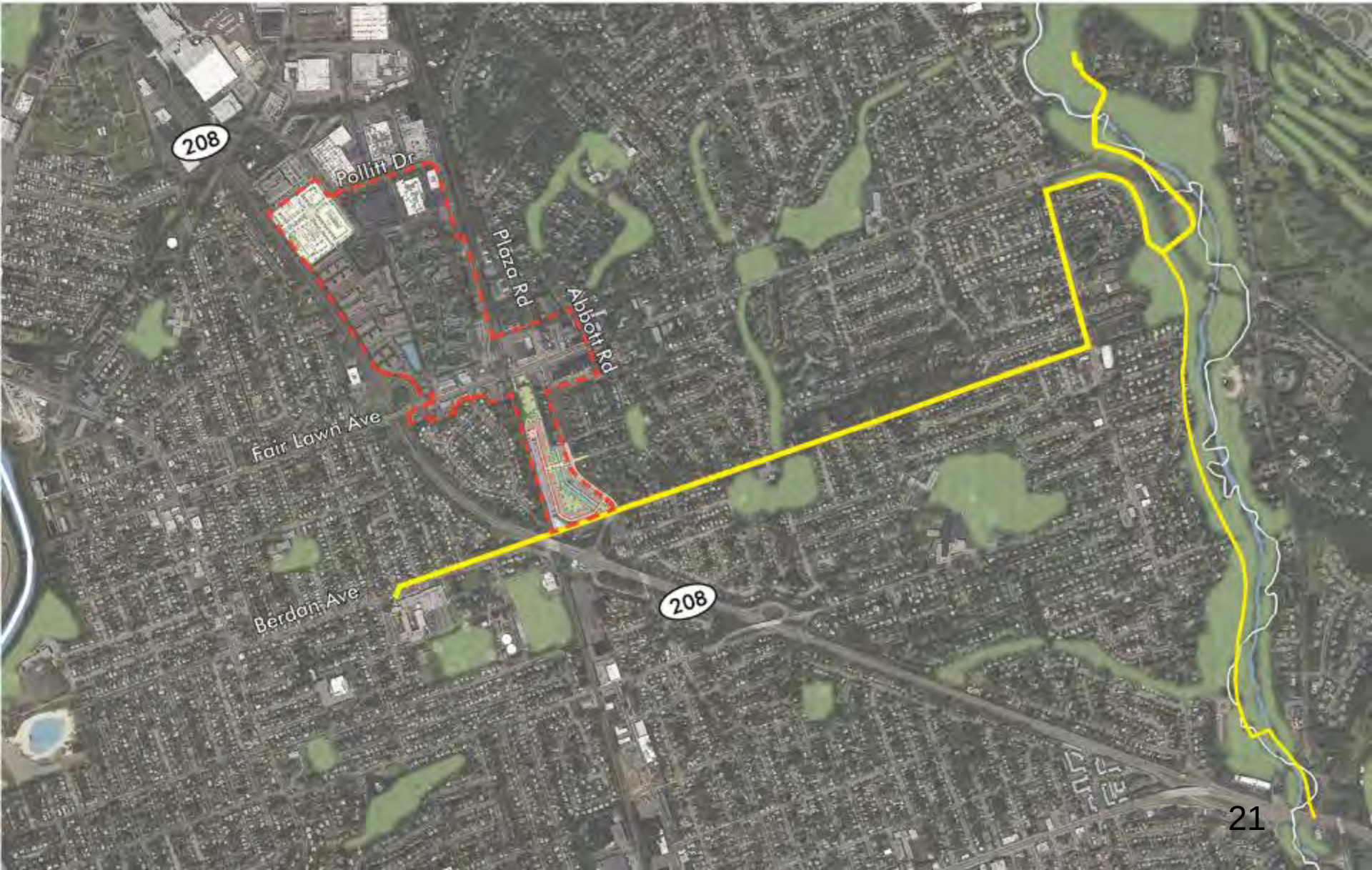
5 Minute Walk

10 Minute Walk

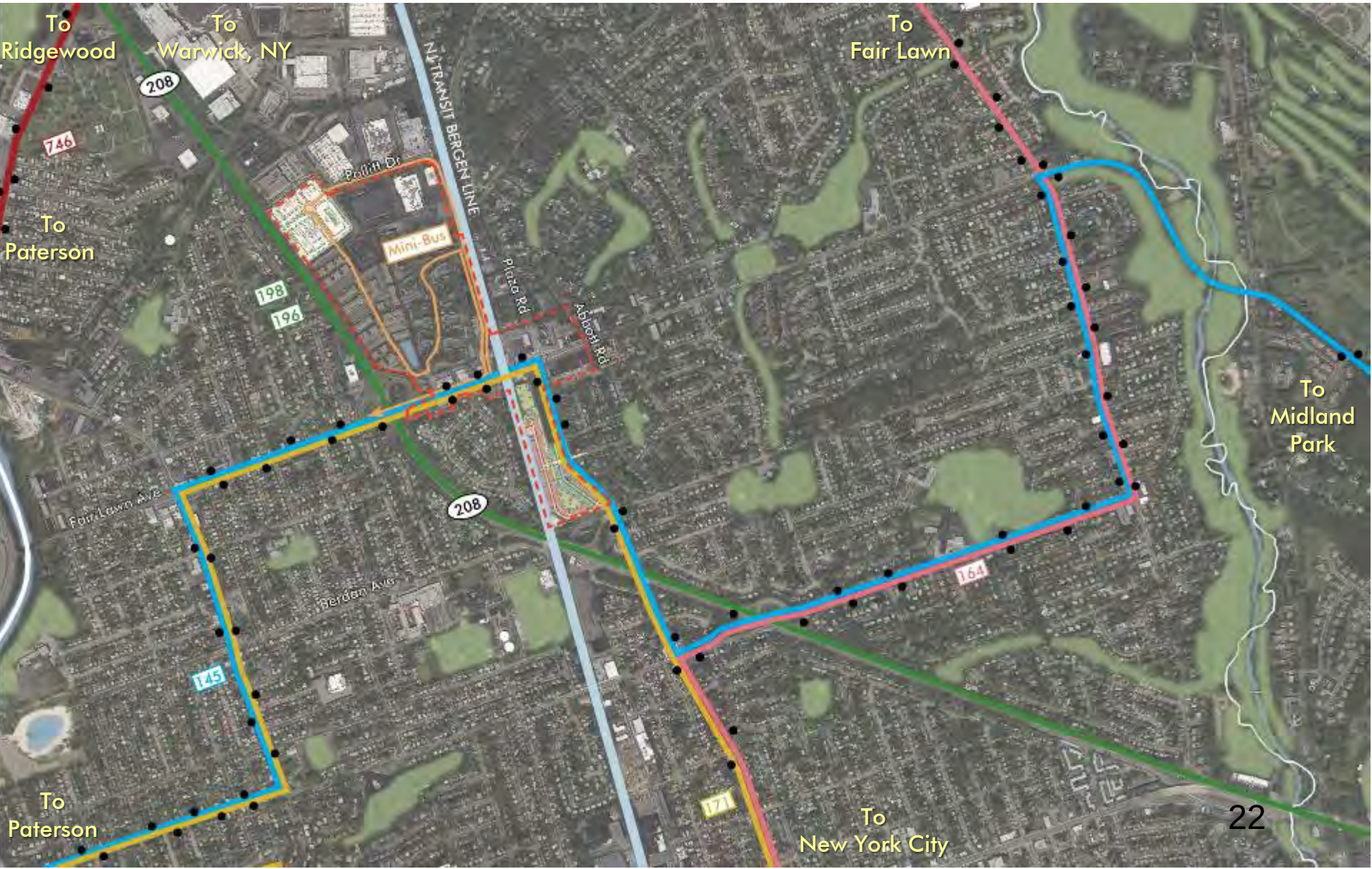
Fair Lawn Ave Planned Bump-out at Abbott Road



Existing Bike Trails



NJ Transit Rain & Bus Routes



Existing Zoning

Historic Districts
Radburn National Historic Landmark District
Radburn National Register Historic District
208
Pollitt Dr
Plaza Rd
High St
Abbott Rd
Fair Lawn Ave
Berdan Ave
208

Fair Lawn, New Jersey

Lake Forest , Illinois (est. 1916)

Forest Hills, New York (est. 1909)

Ridgewood, New Jersey

Maywood, New Jersey

FAIR LAWN AVENUE CORRIDOR STUDY: REGIONAL SOCIO-ECONOMIC TRENDS ANALYSIS

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES ™

4WARD PLANNING

Socio-Economic Trends – 2015 Summary

Fair Lawn Borough

Population:	33,305
Total Households:	12,185
Median Age:	43.9
Median Household Income:	$93,450
Percent of Household Incomes >$75,000:	63%
Percent Owner-Occupied Housing:	75%

Bergen County

Population:	925,241
Total Households:	342,102
Median Age:	42.2
Median Household Income:	$43,648
Percent of Household Incomes >$75,000:	55%
Percent Owner-Occupied Housing:	61%

New York–Newark–Jersey City, NY–NJ–PA Metropolitan Statistical Area

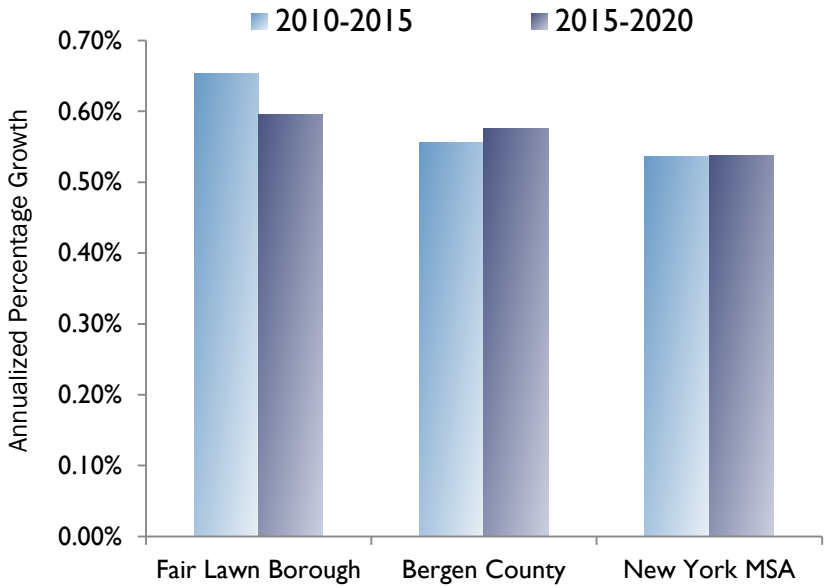
Population:	19,987,071
Total Households:	7,321,465
Median Age:	38.4
Median Household Income:	$65,898
Percent of Household Incomes >$75,000:	46%
Percent Owner-Occupied Housing:	46%

Source: US Census Bureau; Esri; 4ward Planning Inc., 2015

Near-Term Population Growth

- **Population growth** is expected in all study geographies, both estimated (2010-2015) and forecasted (2015-2020)
- The rate of population growth is expected to decline in Fair Lawn Borough, increase slightly in Bergen County, and remain steady in the New York MSA

Annualized Percentage Change, Total Population



Population by Geography

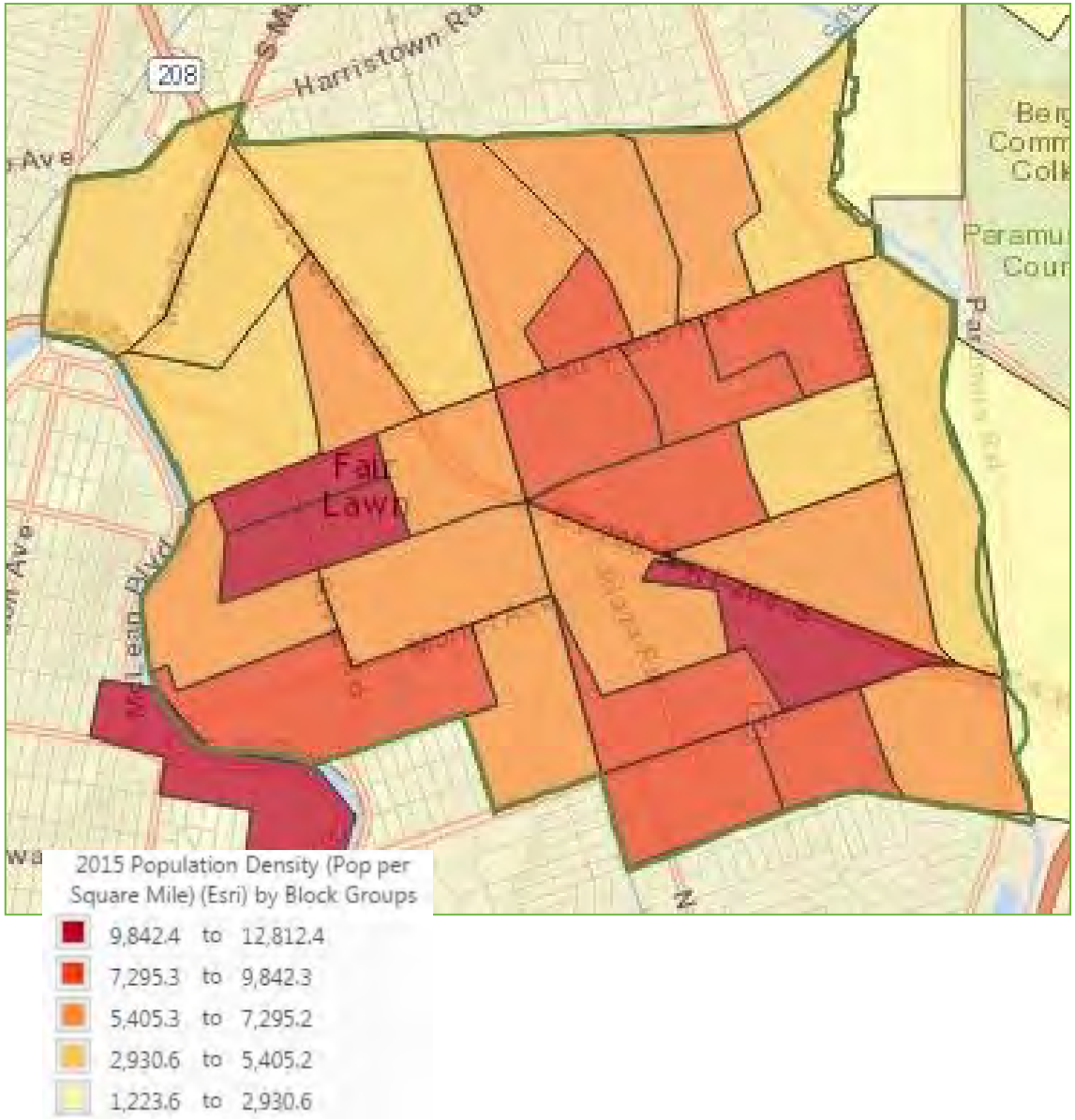
	2010	2015	2020	Net Change (2010-2020)
Fair Lawn Borough	32,457	33,305	34,297	1,840
Bergen County	905,116	925,241	951,863	46,747
New York MSA (000)	19,567.4	19,987.1	20,525.0	957.6

Source: US Census Bureau; Esri; 4ward Planning Inc., 2015

Population Density

Fair Lawn Borough is a relatively densely populated municipality, with **6,480 people per square mile** overall. The larger study area of Bergen County has an overall population density of 3,971 people per square mile.

Population density varies within the Borough, with the densest block groups located to the west of the Fair Lawn Corridor study area below Fair Lawn Avenue and in the southeast section of the Borough bordering Route 208.

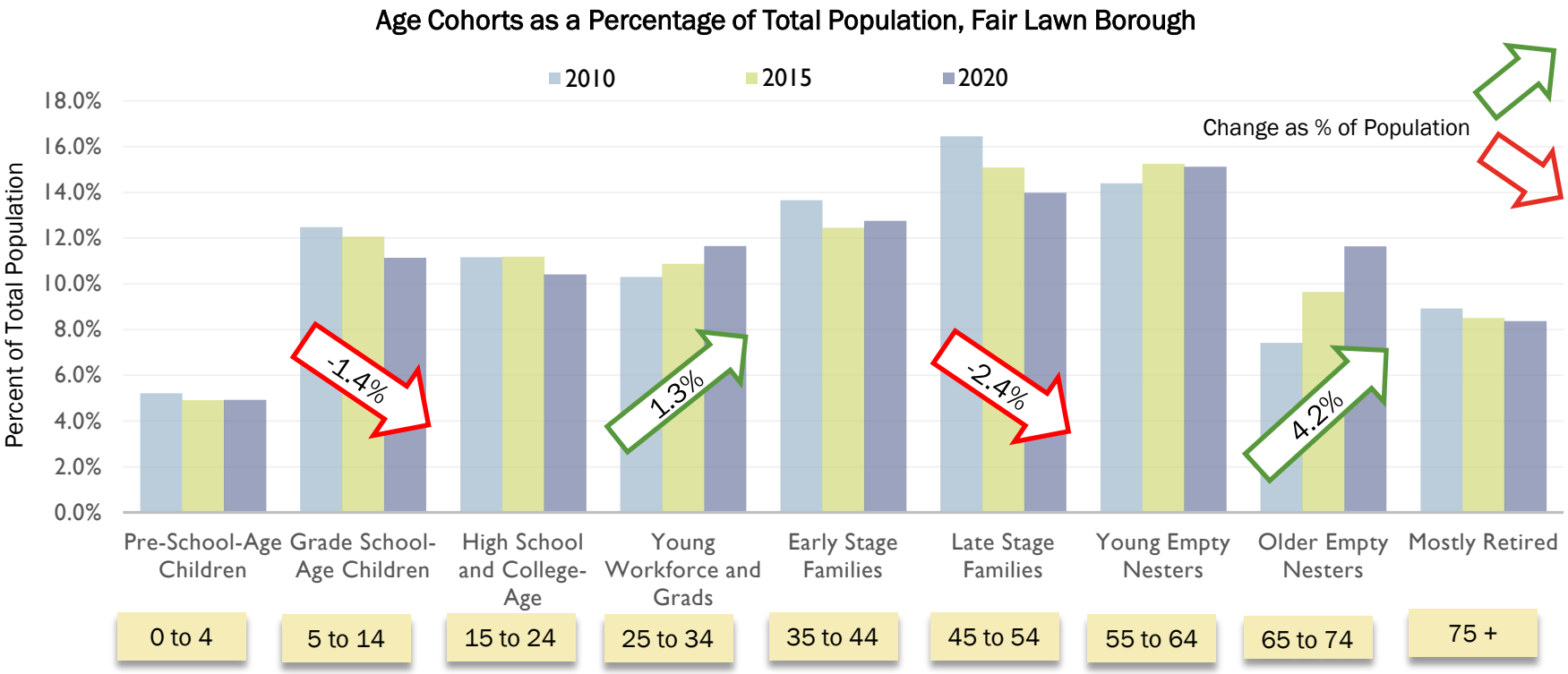


Source: US Census Bureau; Esri; 4ward Planning Inc., 2015

Age Distribution

The greatest relative population **decline** is expected in **late stage families** (ages 45 to 54), followed by **grade school-age children** (ages 5 to 14).

The greatest relative population **growth** is expected in **older empty nesters** (ages 65 to 74), followed by **young workforce and grads** (ages 25 to 34).



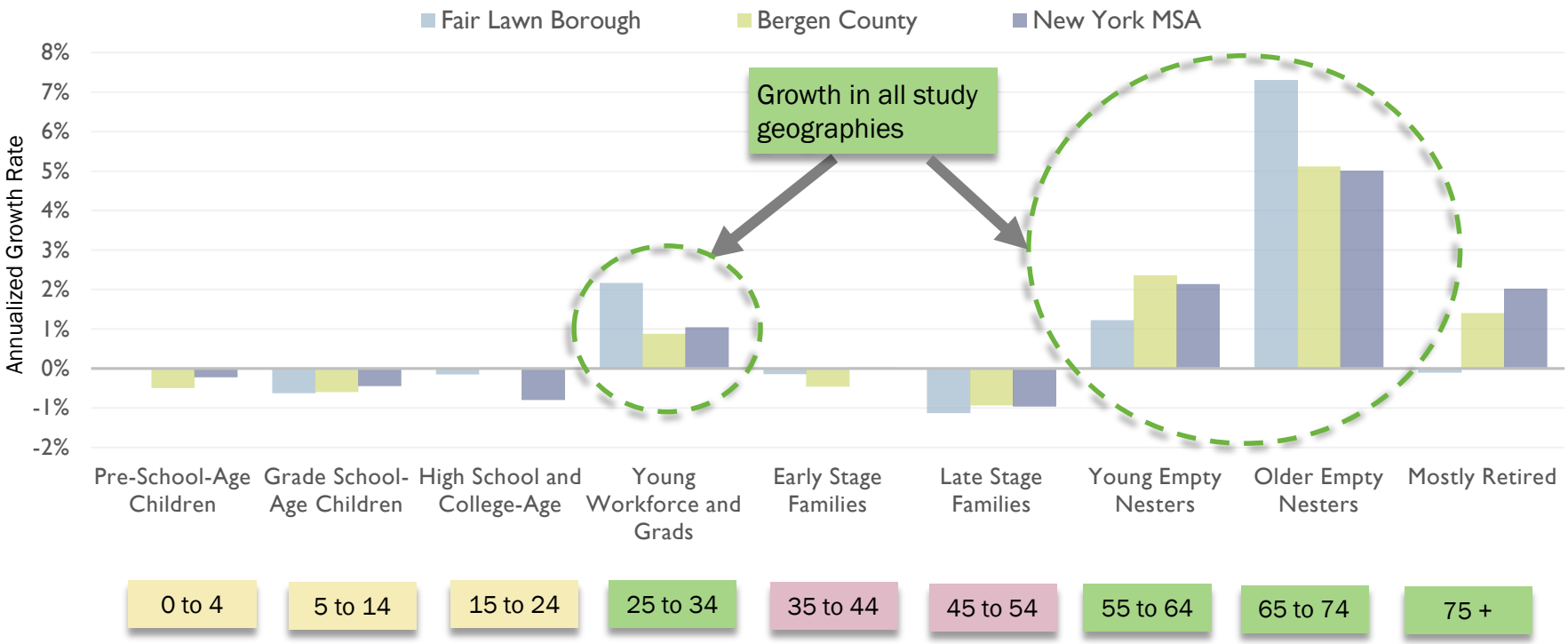
Source: US Census Bureau; Esri; 4ward Planning Inc., 2015

Regional Age Cohort Growth

Between 2010 and 2020, population **growth** is forecasted amongst **young workforce and grads** (25-34), **young empty nesters** (55-64), and **older empty nesters** (65-74) in all study geographies.

Between 2010 and 2020, population **decline** is forecasted amongst **pre-school** and **grade school age children** (0-14), and **late stage families** (45-54) in all study geographies.

Annualized Age Cohort Growth by Geography, 2010-2020



Source: US Census Bureau; Esri; 4ward Planning Inc., 2015

Household Formation

Household Formation Trends

Fair Lawn Borough	2010		2015		2020		Percentage Change 2010-2015	Percentage Change 2015-2020
Total Households	11,930	100.0%	12,185	100.0%	12,529	100.0%	2.1%	2.8%
Family Households	8,966	75.2%	9,188	75.4%	9,469	75.6%	2.5%	3.1%
Non-Family Households	2,964	24.8%	2,997	24.6%	3,060	24.4%	1.1%	2.1%
Average Household Size	2.70		2.72		2.72		0.7%	0.0%

Bergen County	2010		2015		2020		Percentage Change 2010-2015	Percentage Change 2015-2020
Total Households	335,730	100.0%	342,102	100.0%	351,646	100.0%	1.9%	2.8%
Family Households	238,555	71.1%	243,461	71.2%	250,530	71.2%	2.1%	2.9%
Non-Family Households	97,175	28.9%	98,641	28.8%	101,116	28.8%	1.5%	2.5%
Average Household Size	2.66		2.67		2.68		0.4%	0.4%

New York MSA	2010		2015		2020		Percentage Change 2010-2015	Percentage Change 2015-2020
Total Households	7,152,840	100.0%	7,321,465	100.0%	7,529,910	100.0%	2.4%	2.8%
Family Households	4,715,133	65.9%	4,808,744	65.7%	4,933,933	65.5%	2.0%	2.6%
Non-Family Households	2,437,707	34.1%	2,512,721	34.3%	2,595,977	34.5%	3.1%	3.3%
Average Household Size	2.68		2.67		2.67		-0.4%	0.0%

Source: US Census Bureau, Esri Community Analyst; 4ward Planning Inc., 2015

In Fair Lawn and Bergen County, the **rate of family household formation is higher than the rate of non-family household formation**, while the reverse is true in the MSA.

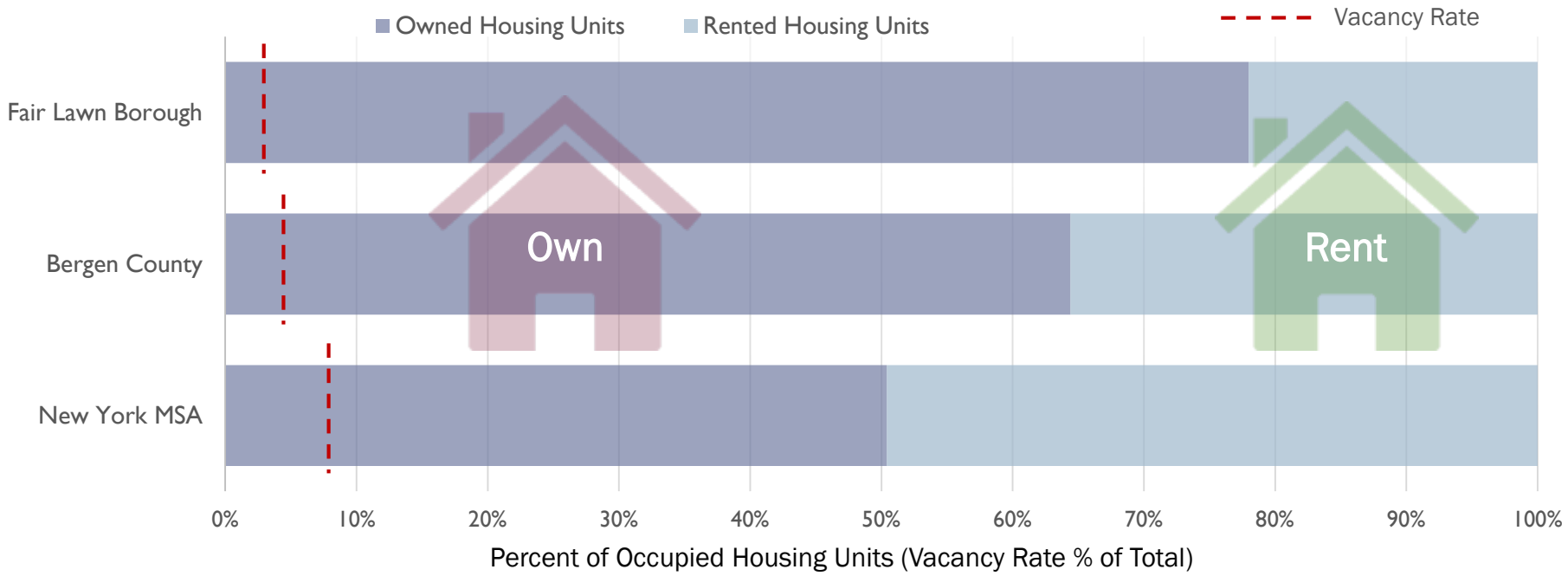
The rate of family household formation is relatively similar in all study areas, but the rate of non-family household formation is much greater in the MSA than in the smaller study areas.

Housing Tenure Trends

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.

Housing Tenure Comparison, 2015

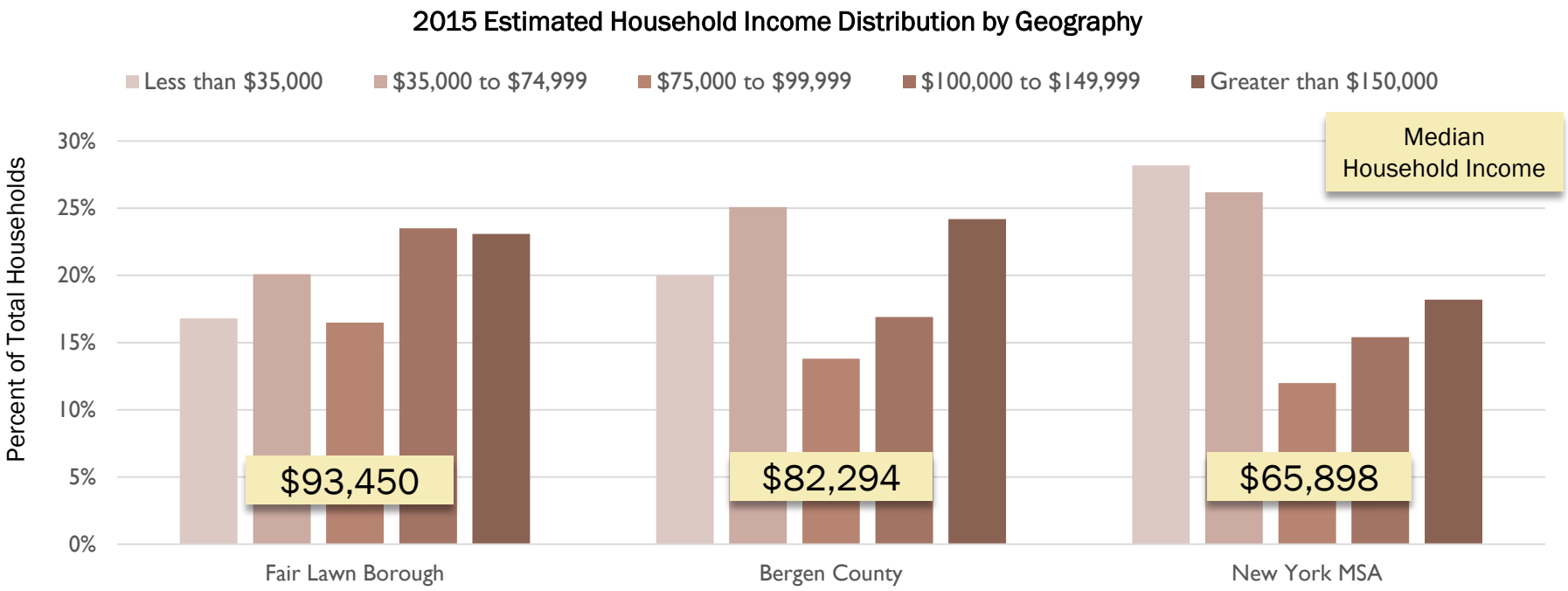


Source: US Census Bureau; Esri; 4ward Planning Inc., 2015

Income Distribution

Fair Lawn is characterized by a **very high median household income**, although about 15 of every 100 households in the borough have annual median income under $35,000.

Population is more evenly distributed across income ranges in Fair Lawn than in the other study areas.



Sources: US Census Bureau; Esri; 4ward Planning Inc., 2015

Fair Lawn Market Analysis

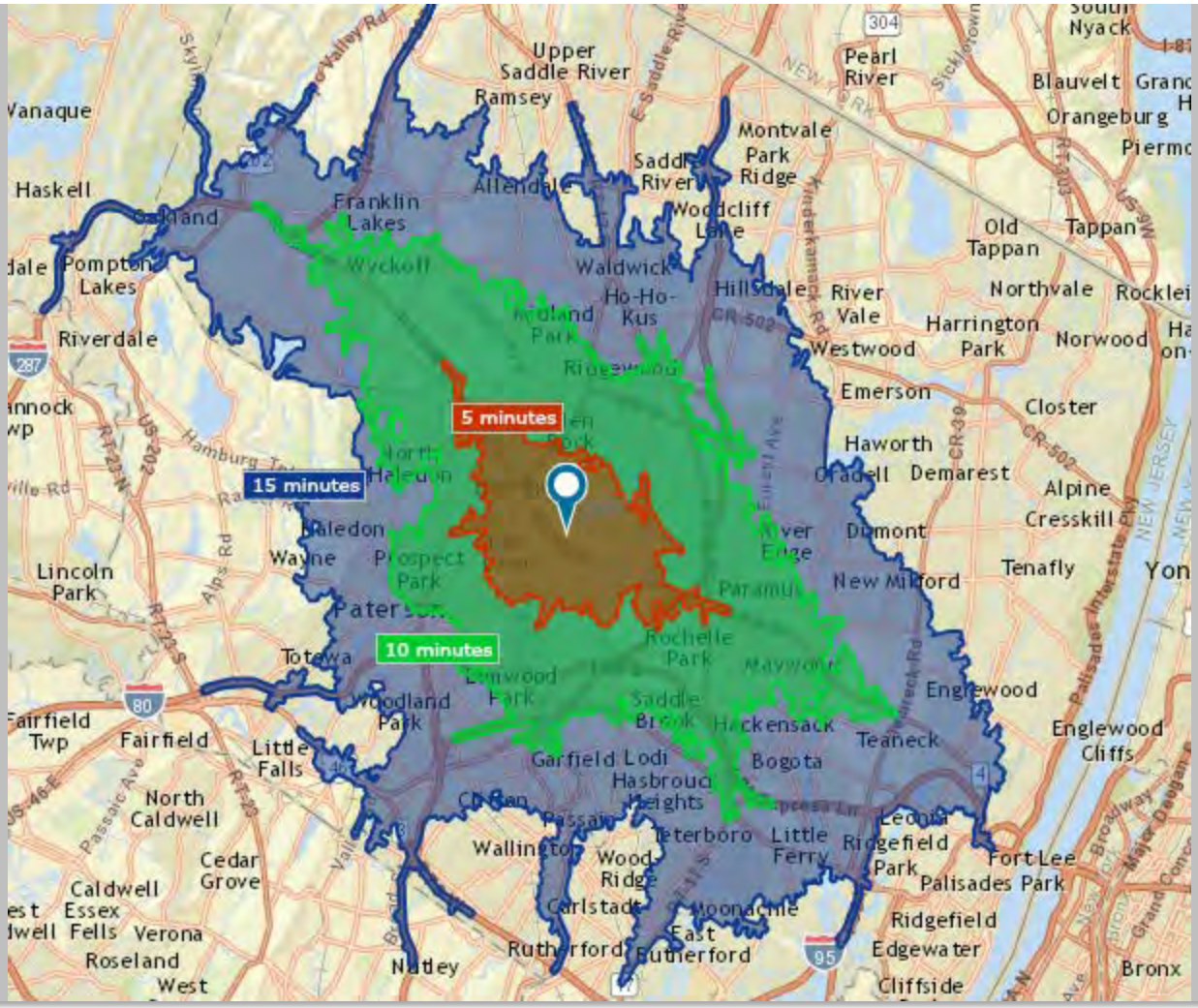
Prepared by Larisa Ortiz Associates
Summer 2015

and sponsored by NJTransit, Bergen County EDC and Fair Lawn EDC

Presentation Outline

- District Context
  - Access and Transportation
  - Destinations
- Physical Environment
  - Public and Private Realms
  - Access
- Business Environment
  - Tenant Mix
  - Retail Microclimates
- Convenience Trade Area
- Next Steps

District Context: Access and Transportation



District Context: Access and Transportation

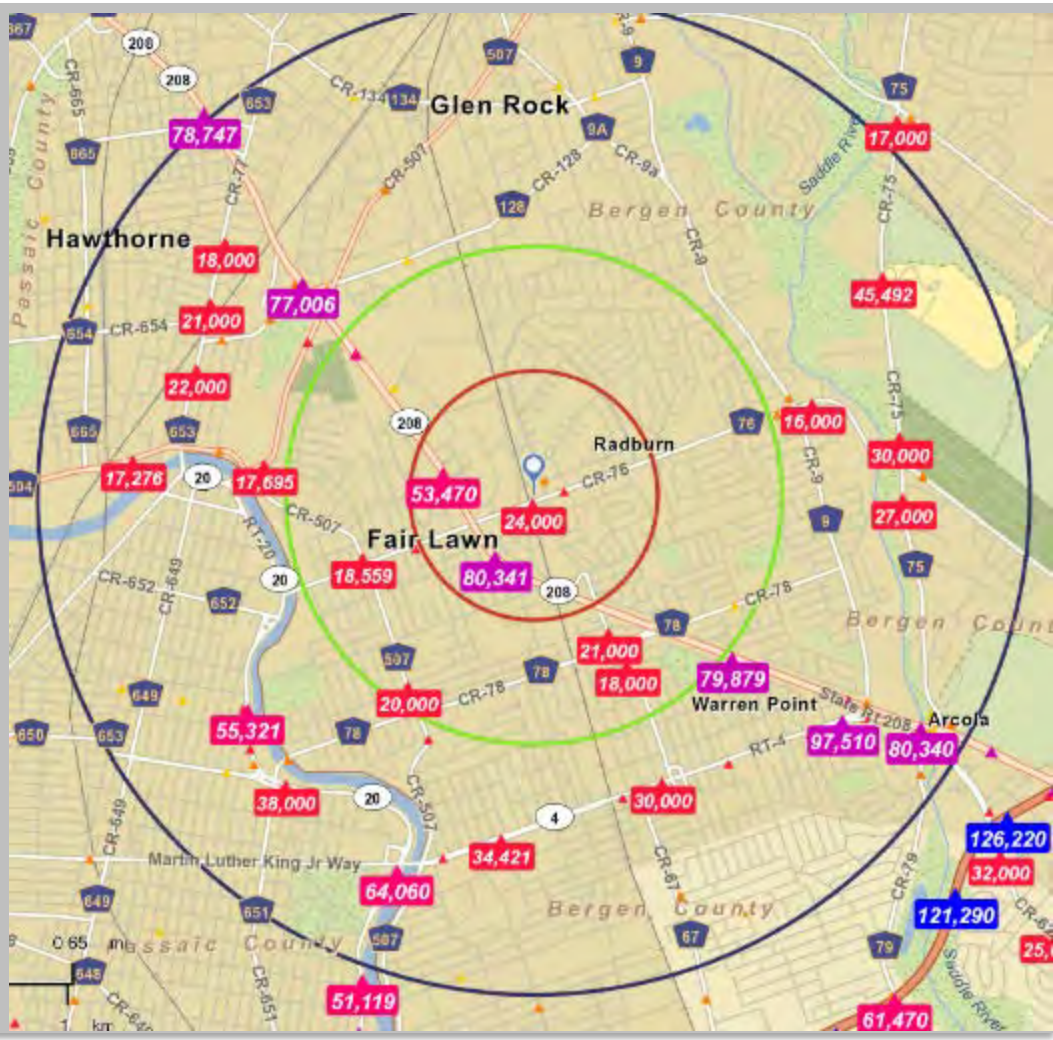
Traffic Counts

Fair Lawn Avenue, Fair Lawn:
19,000 to 24,000 AADT
Source: ESRI, Market Planning Solutions 2012

River Road, Fair Lawn:
18,559 to 20,000 AADT
Source: ESRI, Market Planning Solutions 2012

Broadway, Fair Lawn:
30,000 to 34,000 AADT
Source: ESRI, Market Planning Solutions 2012

Rock Road, Glen Rock:
8,665 AADT
Source: NJ DOT 2013



District Context

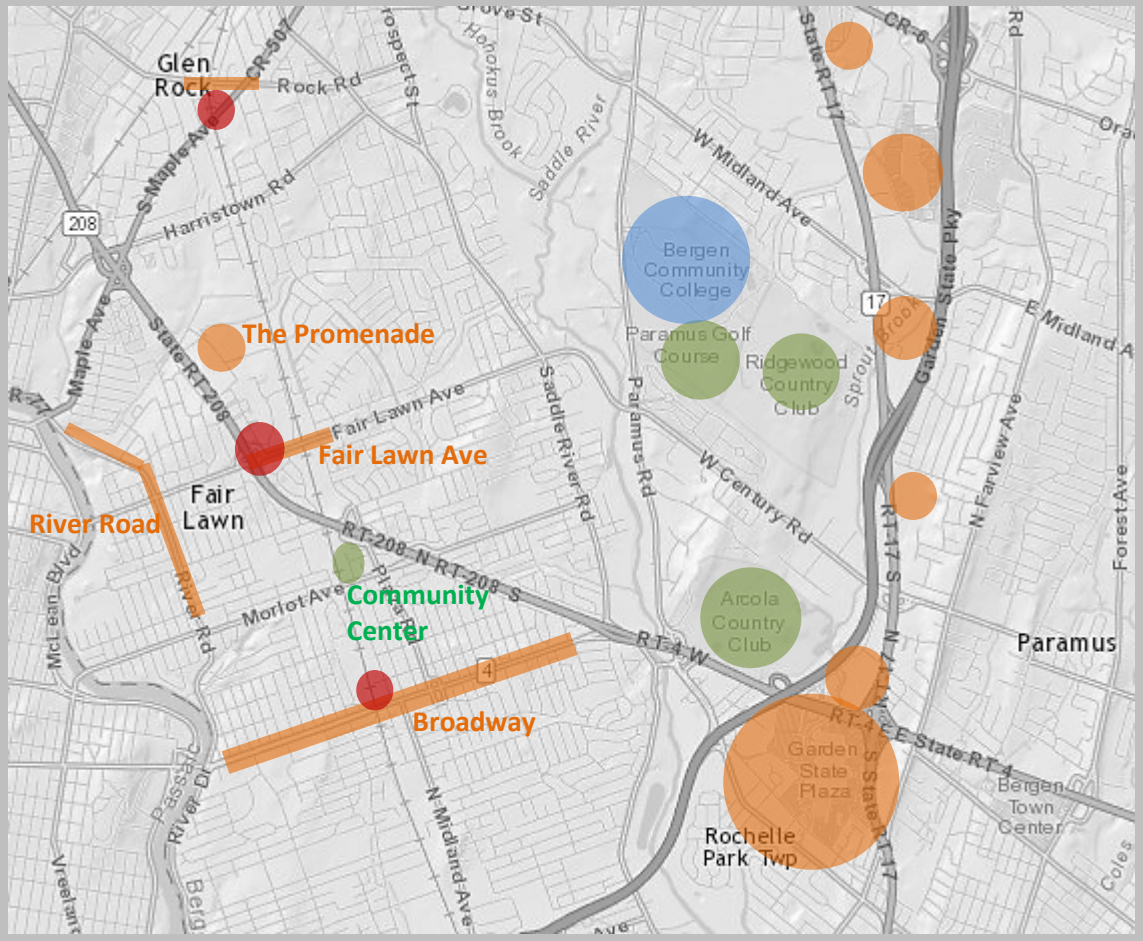
Transit Ridership

With almost 1,500 riders daily, Radburn, Fair Lawn, is the second busiest station of Main Line Bergen County, followed by Rutherford and Glen Rock .

Source: NJ TRANSIT 2015

MAIN LINE BERGEN COUNTY	2014 Average Weekday Passenger Boardings
New York Penn (to MLBC pts only)	*5,978*
Newark Penn (to MLBC points only)	*229**
Hoboken (to MLBC points only)	*6,596*
Secaucus Jct (to MLBC points only)	*522**
Rutherford (3)	**1,291**
Garfield	177
Plauderville	556
Broadway	294
Radburn (2)	**1,428**
Glen Rock	1,024
Kingsland	503
Lyndhurst	885
Delawanna	694
Passaic	620
Clifton	894
Paterson	696
Hawthorne	498
Ridgewood (1)	**1,637**
Ho-Ho-Kus	457
Waldwick	464
Allendale	405
Ramsey Main Street	607
Ramsey Route 17	789
Mahwah	182
Suffern	704
Main Line Bergen County FY14	**28,150**

District Context: Destinations



- Westfield Garden State Plaza (the 15th largest mall in America) is a 6min ride from Radburn Station
- Numerous retailers located along Route 17, including Paramus Park Mall, a 15min ride from Radburn Station
- Broadway and River Road are the two other convenience corridors in Fair Lawn
- Fair Lawn Community Center
- Golf and Country Clubs
- Bergen Community College

Commercial **Educational**
Sport/Civic **Train Station**

Physical Environment

Public Realm

Sidewalks and streets are in poor conditions.

Physical Environment

Public Realm

There are no amenities, street furniture and little street-level activities.

Physical Environment

Public Realm

There is little tree coverage and insufficient pedestrian lighting.

Physical Environment

Public Realm

The lack of public spaces and narrow sidewalks in front of businesses limit seating and gathering opportunities.

Physical Environment

Private Realm

Mixed conditions of building stock.

Physical Environment

Weak Public Realm

The overall conditions and characteristics of the physical environment make the district unattractive to customers.

Physical Environment

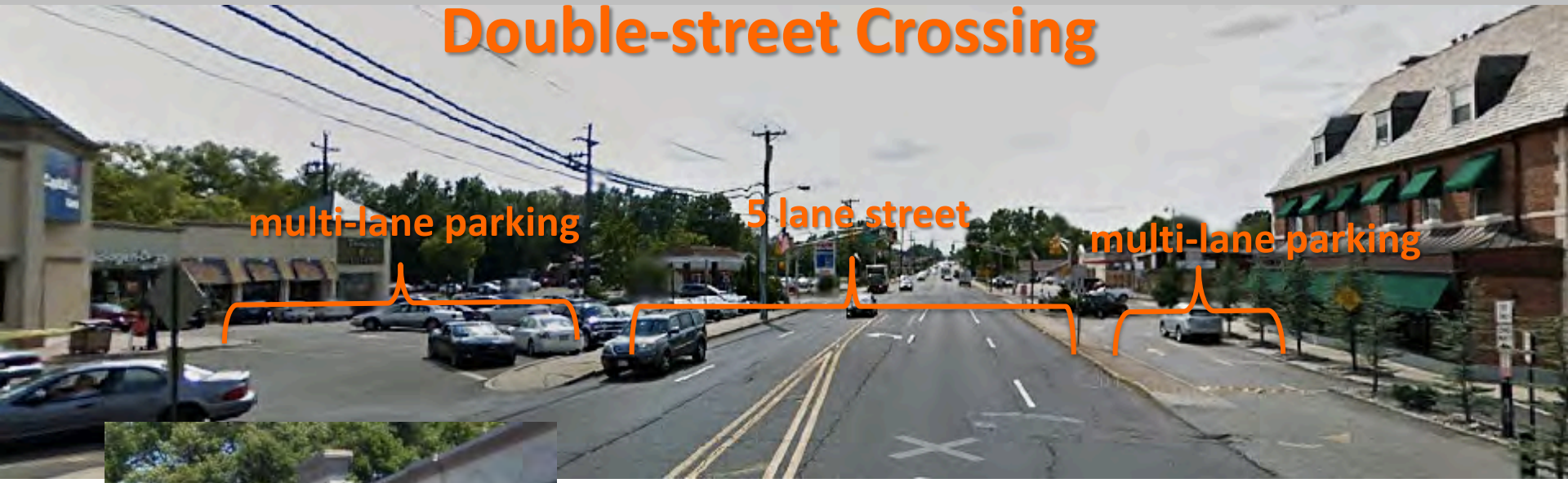
Access: Not Pedestrian-Friendly

Sidewalks are constantly interrupted by parking lot entrances and other barriers, making pedestrian circulation unsafe and discouraging customers from visiting multiple businesses.

Physical Environment

Access: Not Pedestrian-Friendly

Double-street Crossing

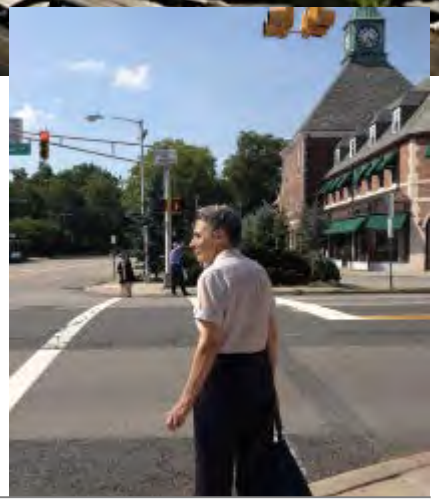


A customer visiting Panera Bread must cross the equivalent of **10** car lanes to visit a business in the Plaza Road Building.

Physical Environment

Access: Not Pedestrian-Friendly

Long and poorly signed intersections make it unsafe for pedestrians to cross the streets.



Physical Environment

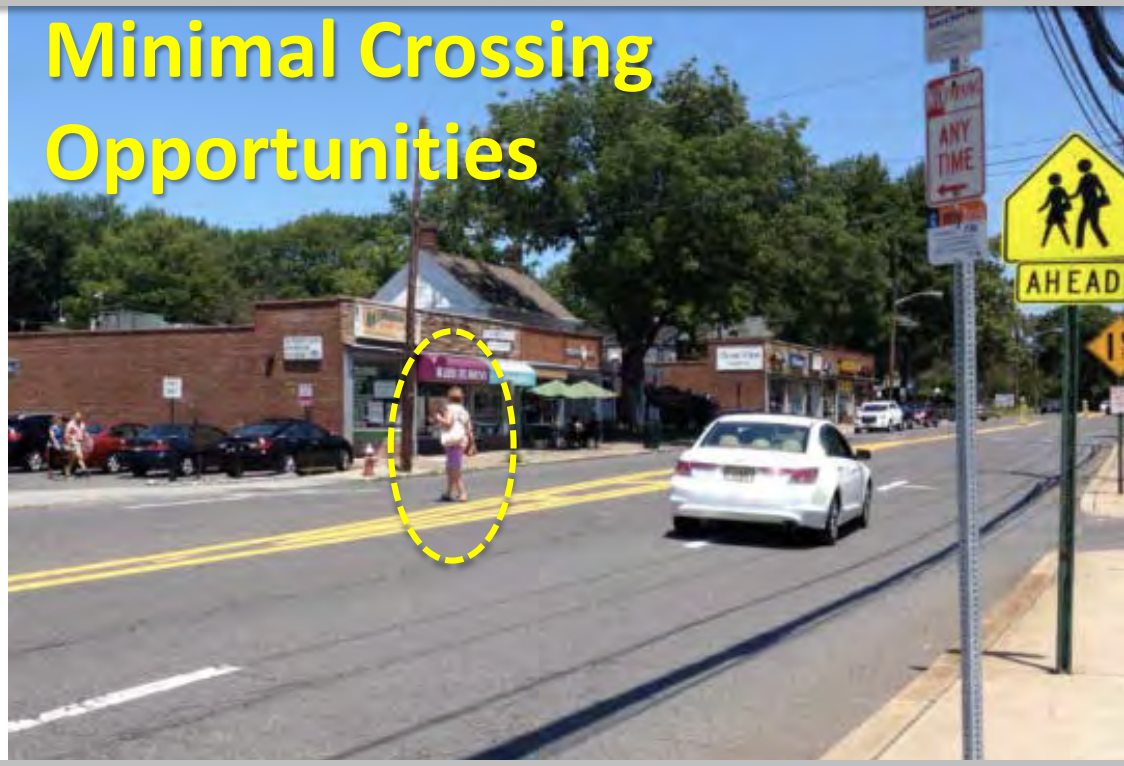
Access: Not Pedestrian-Friendly

Dangerous Drop Off/Pick up Zone

The lack of a properly assigned drop off/pick up area in the Radburn Train Station creates dangerous conditions for transit riders.

Physical Environment

Access: Not Pedestrian-Friendly



The lack of sufficient and adequate crosswalks creates dangerous conditions for shoppers willing to patronize businesses located at different sides of Fair Lawn Avenue.

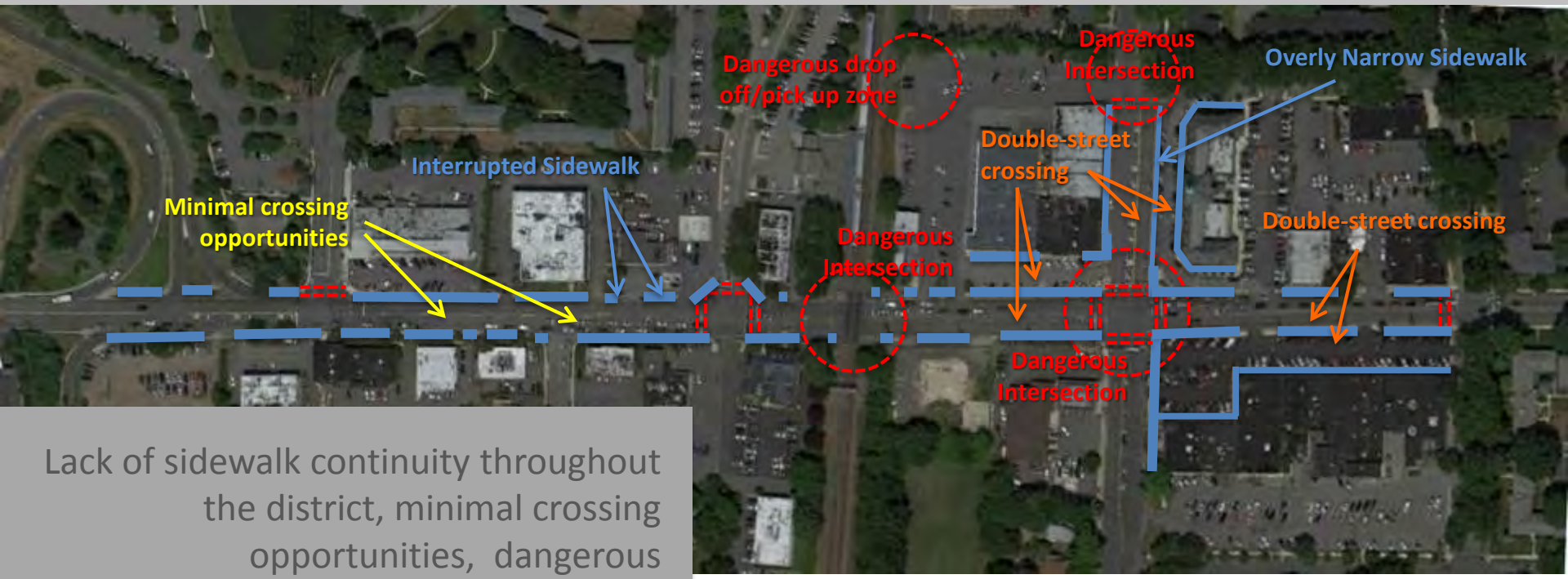
Physical Environment

Access: Not Bike-Friendly

Despite existing demand, the district lacks a bike infrastructure (no proper bike lanes or places for parking).

Physical Environment

Access: Not Shopper-Friendly



Lack of sidewalk continuity throughout the district, minimal crossing opportunities, dangerous intersections and double-street crossing make difficult for pedestrians and cyclists to access businesses.

Physical Environment

Access: Poor Distribution of Parking

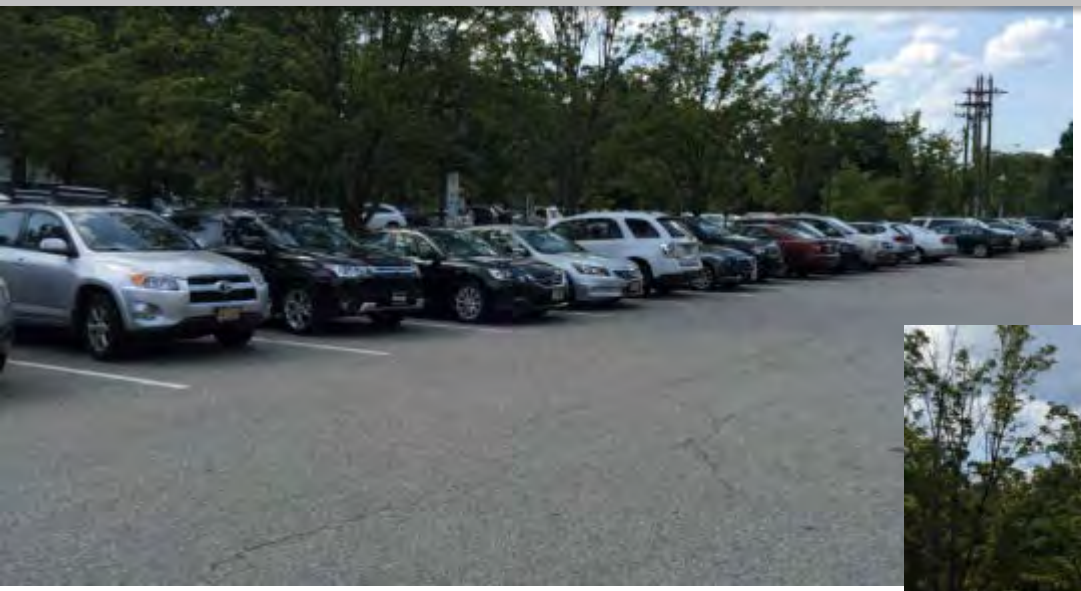
Parking is fragmented and poorly designed, which creates wasted space and difficulty accessing spots

Physical Environment

Access: Fragmented Parking

Physical Environment

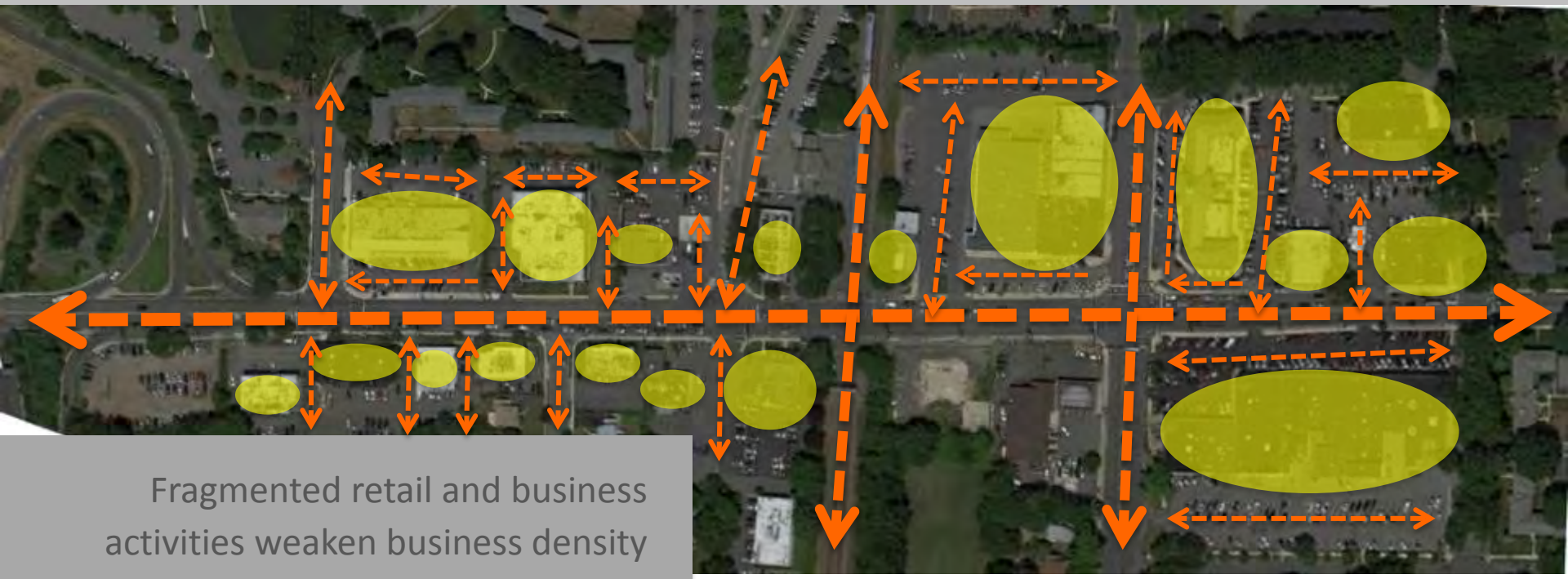
Access: Insufficient Parking for Commuters



The lack of sufficient parking at the Radburn Train Station makes parking next to the station difficult and forces commuters and shoppers to compete for parking.

Business Environment

Business Density



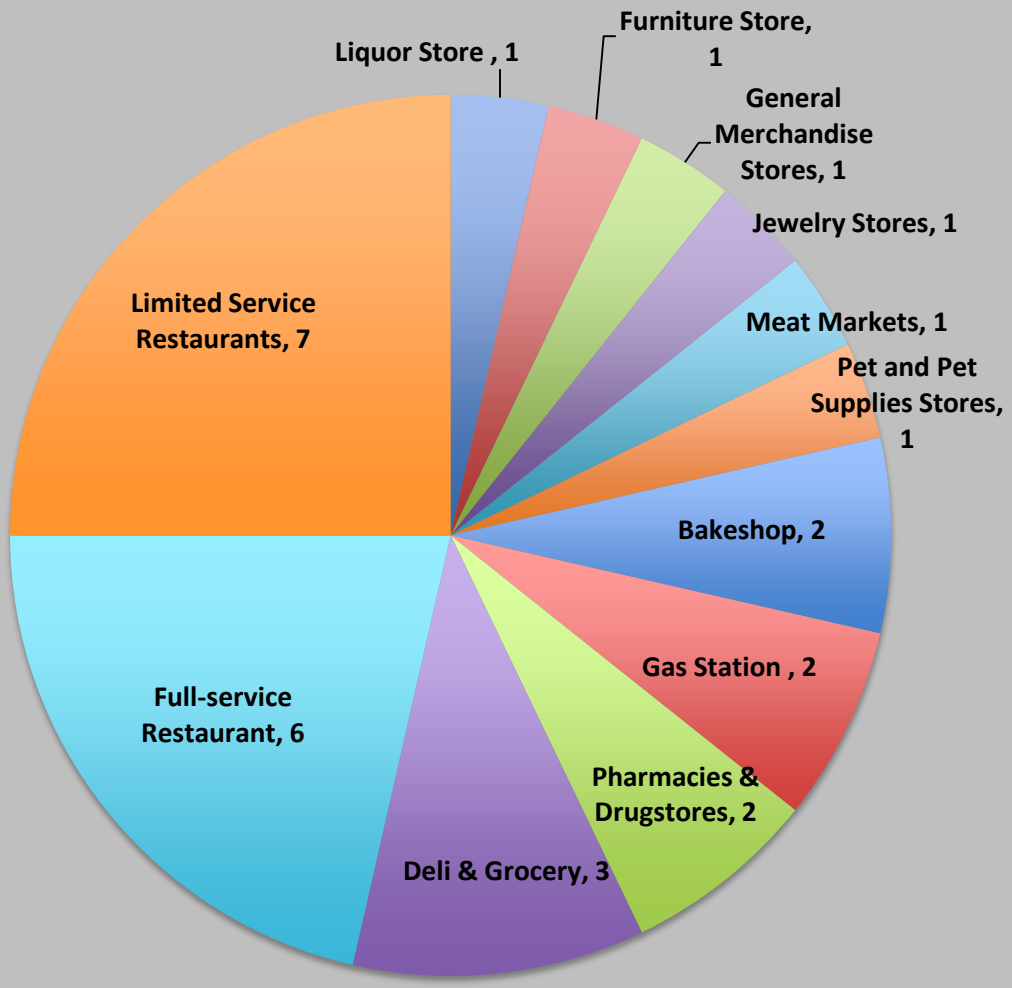
Fragmented retail and business activities weaken business density making cross-business shopping inconvenient and discouraging browsing and lingering along Fair Lawn Avenue.

Business Environment

Tenant Mix

Retail

Almost half of the retail businesses are eating places, followed by delis and grocery stores, bakeshops, pharmacies and gas stations.

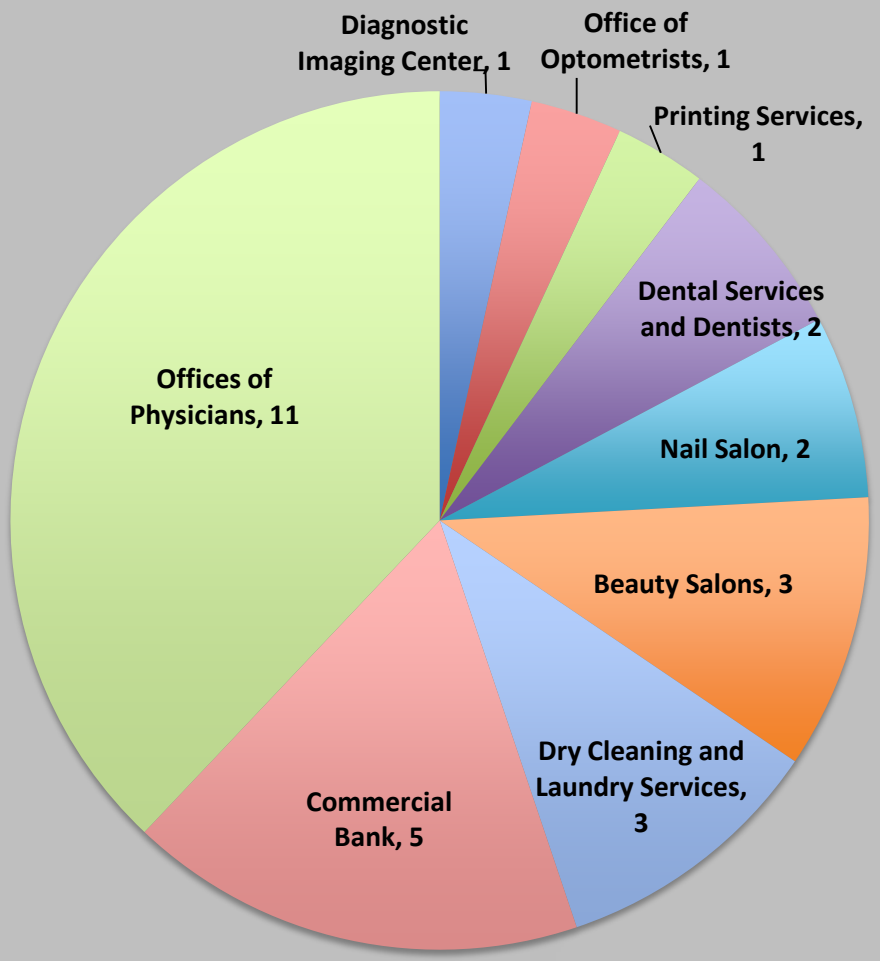


Business Environment

Tenant Mix

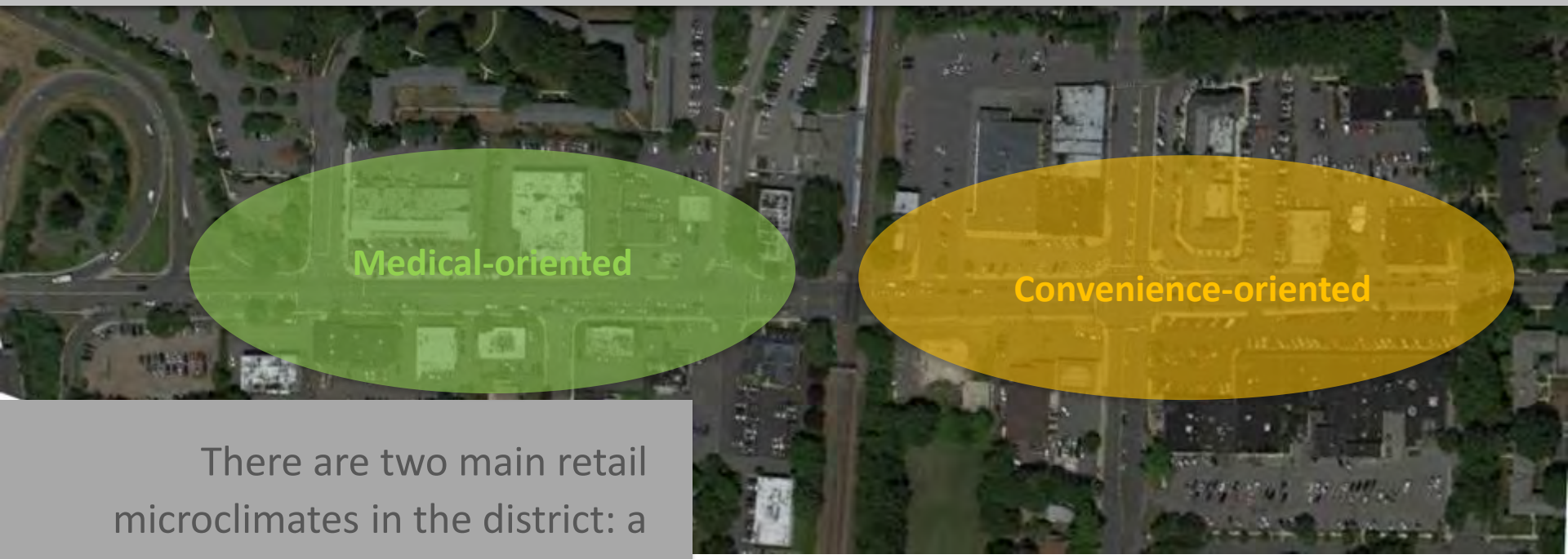
Services

Almost half of the service businesses are physician offices, followed by banks, dry cleaning and laundry services, and beauty and nail salons.



Business Environment

Retail Microclimates



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 Owners and Stakeholders Feedback

Main Issues and Challenges

- **The district is fragmented and not pedestrian/shopper-friendly:** It is hard to access businesses and once you're there it is hard to visit other stores.
- **The district is unsafe for pedestrians:** It is unsafe to cross Fair Lawn Avenue and patronize multiple businesses.
- **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.

Business Owners and Stakeholders Feedback

Main Issues and Challenges

- **The cost of doing business in Fair Lawn increased due to a recent 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 district to carry on business improvement efforts.**

Business Owners and Stakeholders Feedback

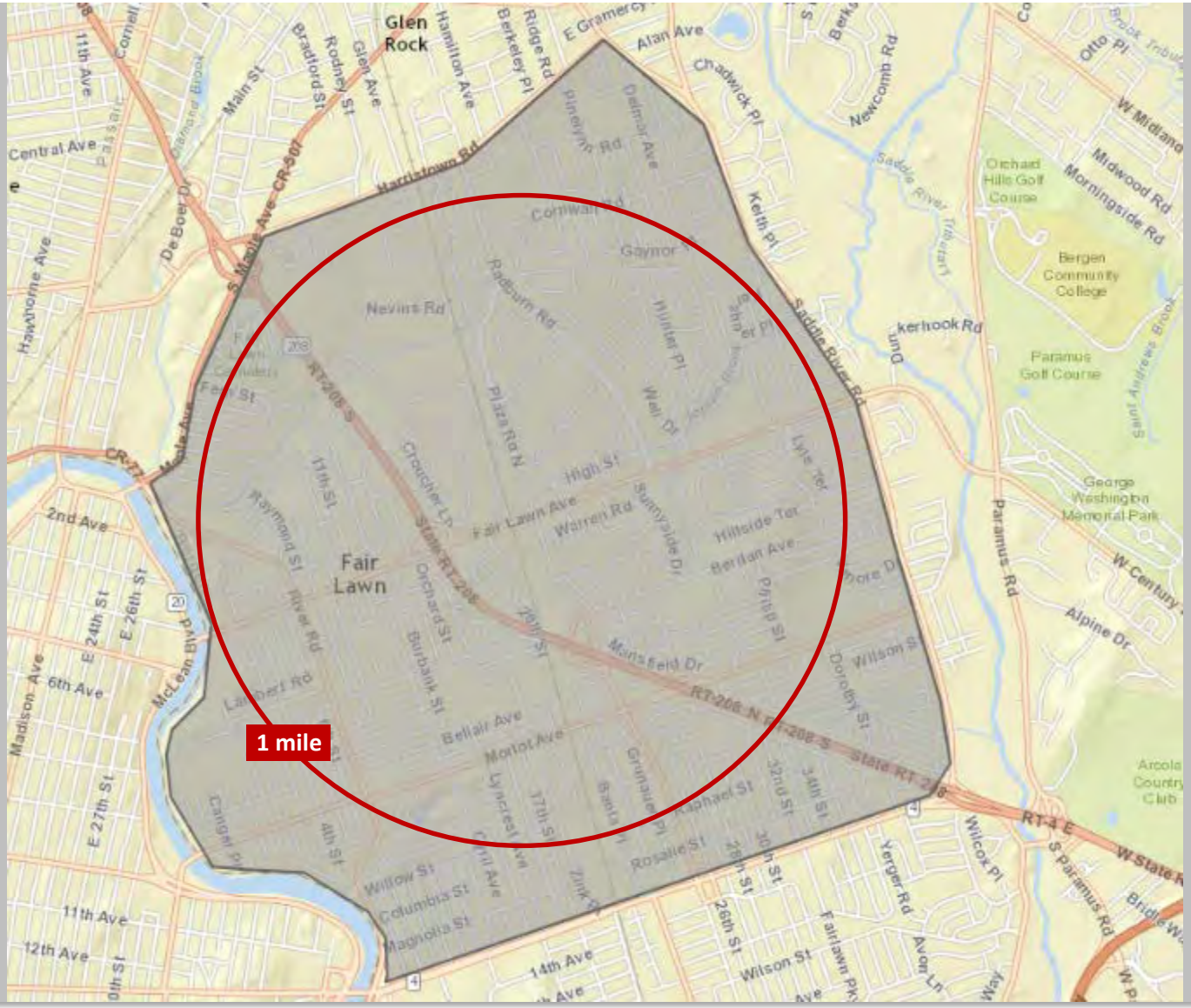
Main Opportunities

- **The historical character of the district and its proximity to Radburn make it a unique place.**

- **The centrality of the district and the presence of the train station make Fair Lawn Avenue a logical place for a local downtown:** a convenience-oriented civic node at the heart of Fair Lawn.

- **There is interest and demand for development in the district.**

Convenience Trade Area

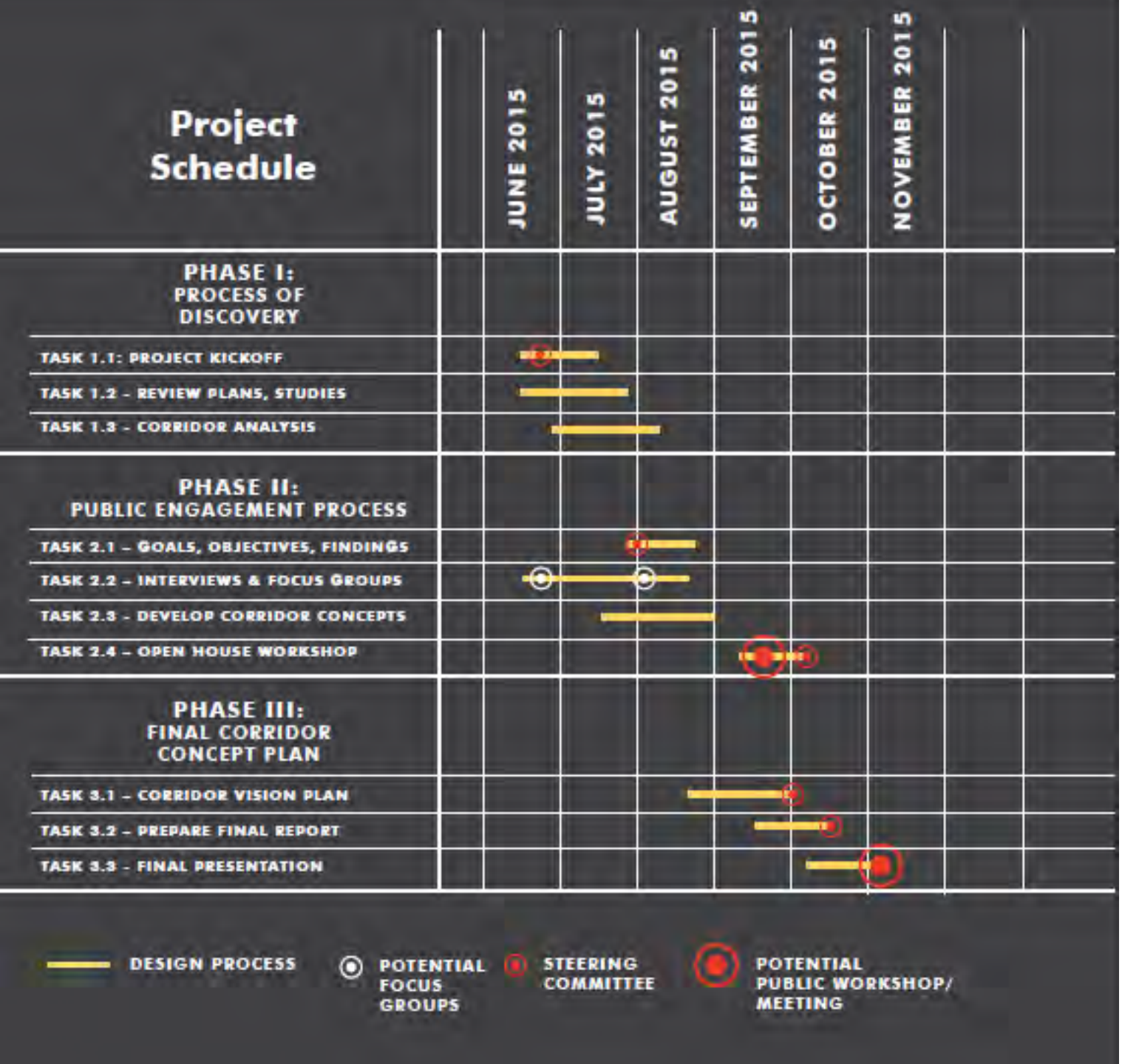


Next Steps

- Demographics and Psychographics for the Convenience Trade Area
- Retail Leakage for the Convenience Trade Area
- Strategic Positioning Analysis for the Convenience Trade Area and Recommendations:
  - Administrative Capacity
  - Physical Environment Recommendations
  - Tenant Mix Recommendations by price point and lifestyle

"RETAIL READY" HIERARCHY

© Larisa Ortiz Associates


Project Schedule
JUNE 2015
JULY 2015
AUGUST 2015
SEPTEMBER 2015
OCTOBER 2015
NOVEMBER 2015
PHASE I: PROCESS OF DISCOVERY
TASK 1.1: PROJECT KICKOFF
TASK 1.2 – REVIEW PLANS, STUDIES
TASK 1.3 – CORRIDOR ANALYSIS
PHASE II: PUBLIC ENGAGEMENT PROCESS
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TASK 3.3 – FINAL PRESENTATION
DESIGN PROCESS
POTENTIAL FOCUS GROUPS
STEERING COMMITTEE
POTENTIAL PUBLIC WORKSHOP/ MEETING

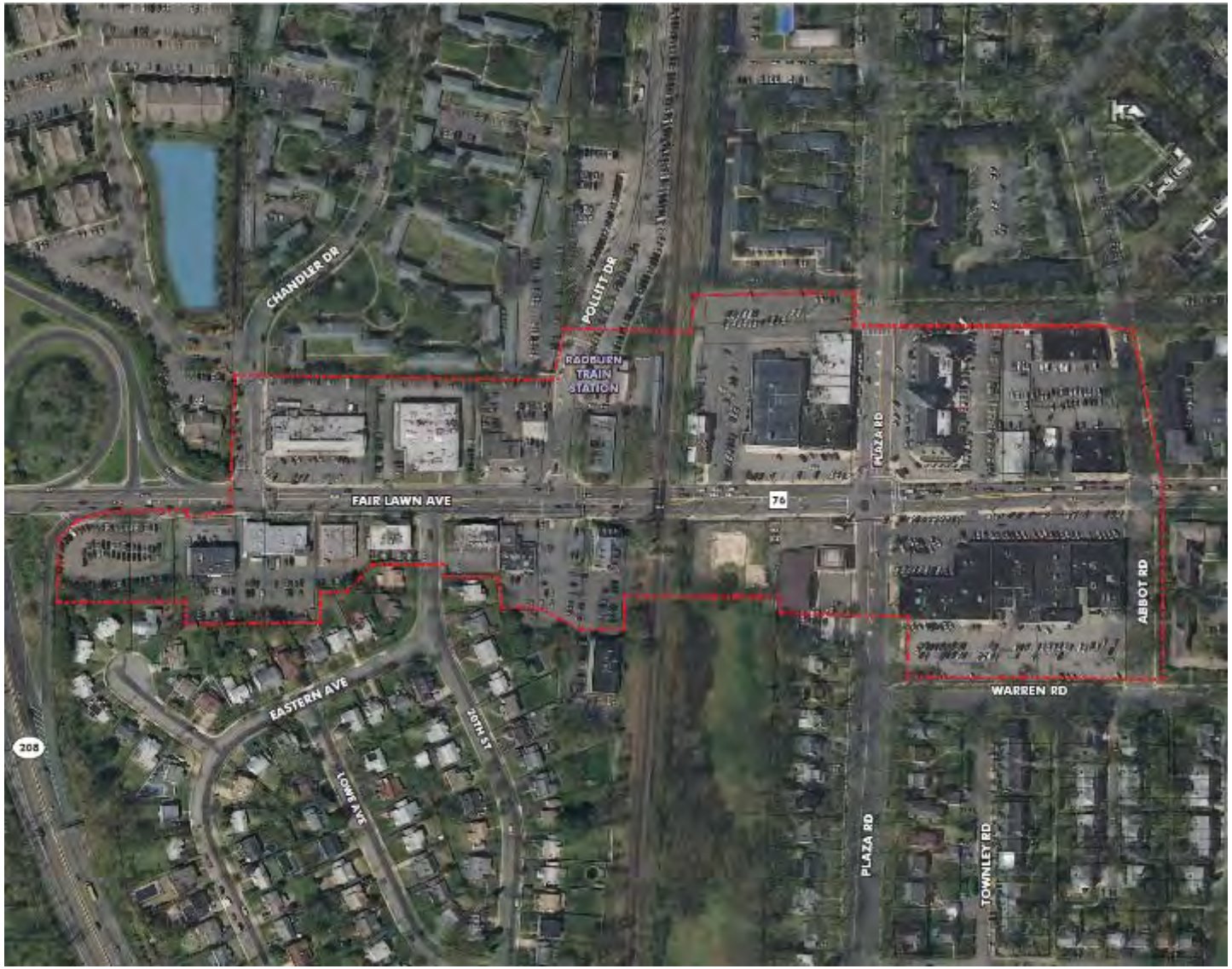
Steering Committee Dates

- Steering Committee Meeting # 3
  Prior to Open House Workshop
  - September 21, 2015

- Steering Committee Meeting #4
  Mid October

- Steering Committee Meeting #5/Final Presentation
  November

Susceptibility to Change



High Susceptibility to Change

Moderate Susceptibility to Change

Low Susceptibility to Change

FAIR LAWN AVENUE CORRIDOR VISION PLAN

Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit.

September 10, 2015

Project Team

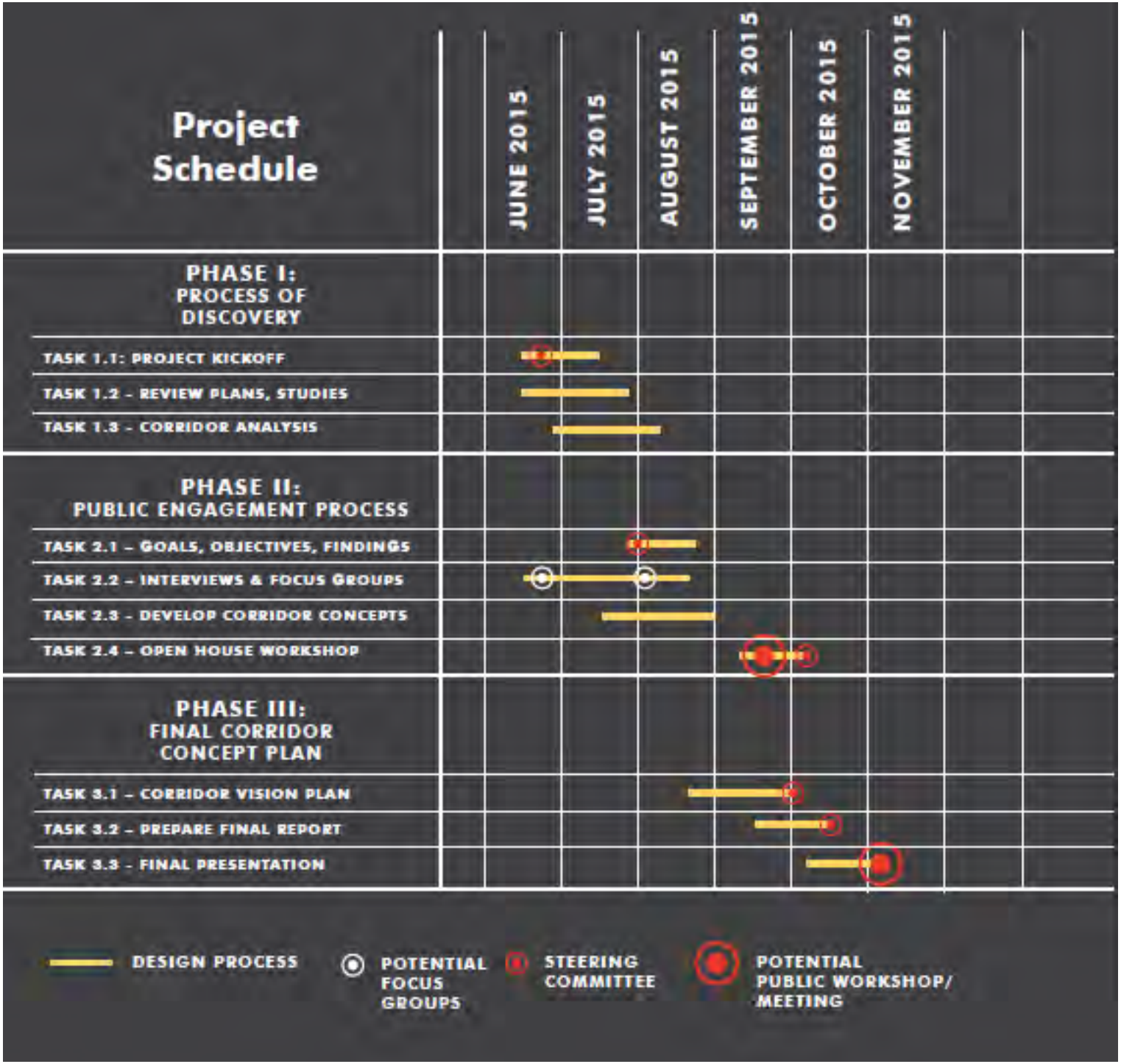
Looney Ricks Kiss (LRK)

4ward Planning

VHB

TimHaahs

Larisa Ortiz Associates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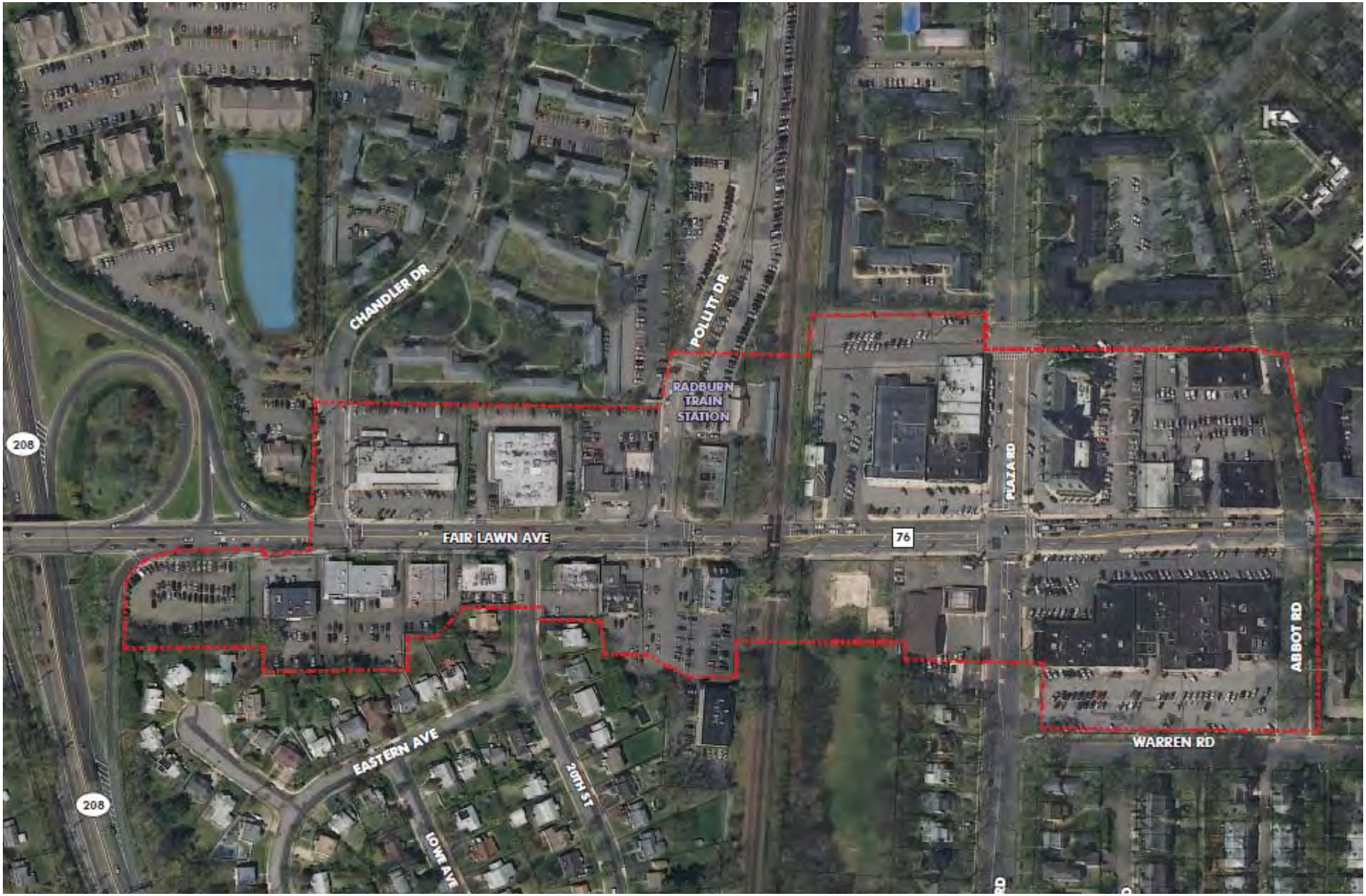
Study Area

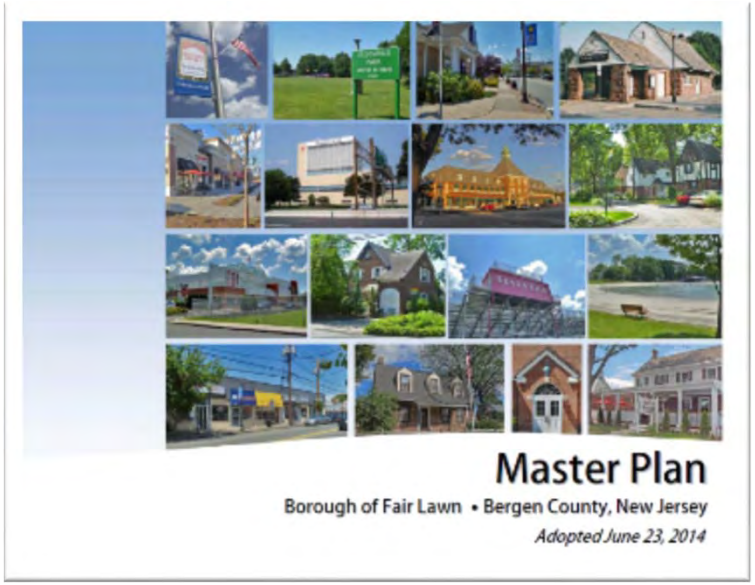

CHANDLER DR
POLLITT DR
RADBURN TRAIN STATION
208
FAIR LAWN AVE
76
PLAZA RD
ABBOT RD
WARREN RD
EASTERN AVE
20TH ST
LOWE AVE
208

Area of Influence with Recent/Future Development

Fair Lawn Avenue Corridor Vision Plan Goals

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

Where Are We Now?

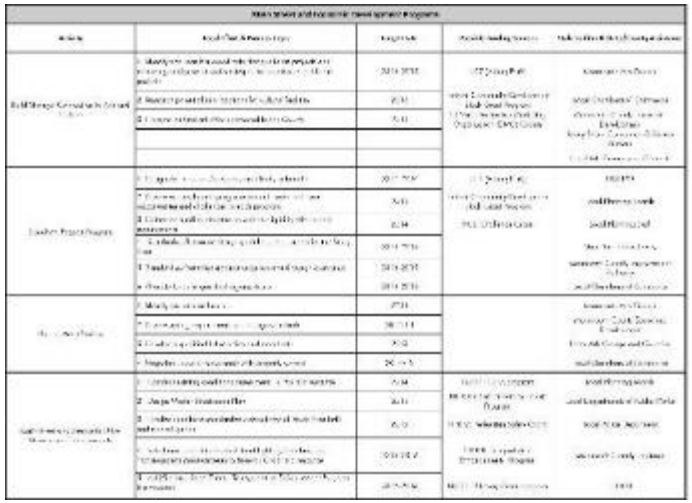


- Task 1.1 – Project Kickoff/Tour
- Task 2.1 – Interviews & Focus Groups
- Task 1.2 - Review of Plans and Studies
- Task 1.3 – Corridor Analysis

Where Do We Want To Go?

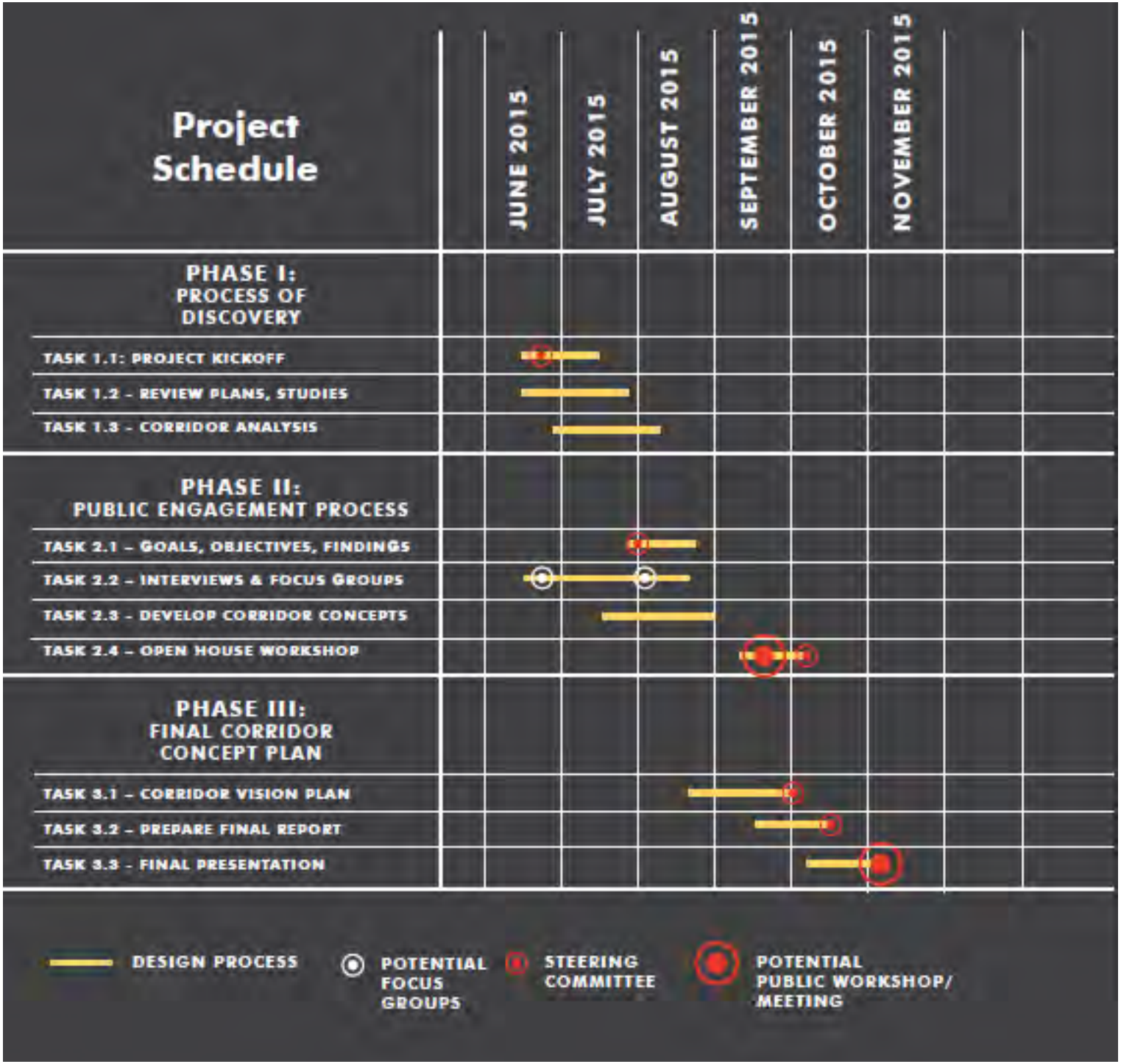
- Task 2.1 – Goals, Objectives & Findings
- Task 2.2 – Interviews & Focus Groups & Community Vision Survey
- Task 2.3 –Develop Corridor Concepts
- Task 2.4 – Open House Workshop

How Do We Get There?



- Task 3.1 –Corridor Vision Plan
- Task 3.2 – Final Report
- Task 3.3 – Final Presentation/

  Open House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- Open House Workshop
  - September 29, 2015

- Steering Committee Meeting #4
  Mid October

- Steering Committee Meeting #5/Final Presentation
  November

Fair Lawn Real Estate Analysis

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES ™

4WARD PLANNING™

Methodology: Real Estate Analysis

Real Estate Trends Analysis: 4ward Planning utilized a combination of public and private (Loopnet, Construction Market Data (CMD) Group LLC) data sources, and third-party data reports to identify and analyze 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 projected pipeline of residential units and office square footage to be developed in the next five years.

Real Estate Supply/Demand Analysis: Subsequent to gathering and analyzing local and regional area real estate trends, 4ward Planning performed traditional supply/demand analyses for multi-family residential, office, and retail space.

Methodology: Geographies

The geographic areas studied include:

- 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 data collected for each geography provides insight into real estate market trends and potential opportunities for transit-oriented development around Radburn Station.

Source: Esri, Reis, 4ward Planning Inc., 2015

Multi-Family Residential Trend & Supply/Demand Analysis

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

4WARD PLANNING™

Key Findings: Multi-Family Residential

Little inventory in the pipeline in the 10-Minute Drive PMA

According to CMD, there are 1,368 apartment and townhome units currently in the development pipeline within the PMA. The Fairlawn Promenade mixed use development, the only pipeline project located within Radburn Station's one-mile convenience trade area, will contain 150 rental apartment units with adjacent office and retail stores.

1,160 to 2,330 new apartments

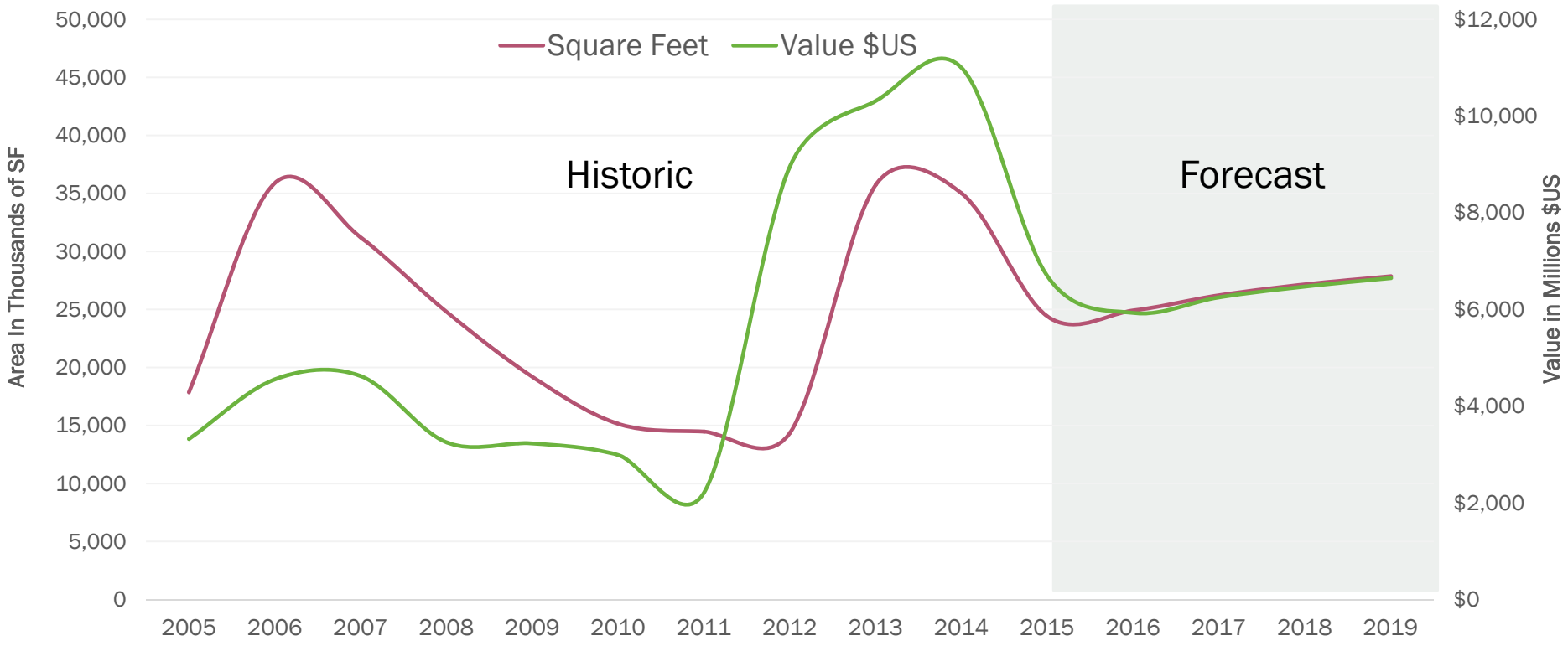
Assuming between ten and twenty percent of net housing demand within the 10-Minute Drive Time PMA (11,630 units) could be potentially captured within a one-mile radius of Radburn Station, the area has the opportunity to support the development of between 1,160 and 2,330 multi-family units by 2030.

Cost burdened households

According to HUD, families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care. Average asking market rents in Bergen County (ranging from $1,350 for a studio to $4,770 for a 3-bedroom) require many low-income households to pay more than 30 percent of their household income on rent. Low- to moderate-income households will continue to require access to affordable housing, either market-rate or subsidized.

Multi-Family Construction: Metro

According to actual/historic and forecast construction data provided by CMD, there is nearly $6.7 billion dollars in multi-family projects (consisting of nearly 24.4 million square feet) currently in the development pipeline within the New York-White Plains-Wayne, NY-NJ Metropolitan Division. CMD forecasts that total square footage of multifamily starts (projects that have started construction) will grow by 3.6 percent per year over the next four years.



Source: Construction Market Data Group LLC, Q3 2015 Forecast. Actual starts through Q2 2015. Last Updated: July 29, 2015; 4ward Planning, Inc., 2015.

Multi-Family Development Pipeline: 10-Minute Drive Time PMA

According to CMD, and summarized in the table below, there are 1,368 apartment and townhome units currently in the development pipeline within the PMA. The Fairlawn Promenade mixed use development, the only pipeline project located within Radburn Station's one-mile convenience trade area, will contain 150 luxury rental apartment units with adjacent office and retail stores. According to Garden Homes Management Corporation, rents at Fairlawn Promenade start at $2,000 for 1-bedrooms, $2,600 for 2-bedrooms, and $3,500 for 3-bedrooms.

"With the pent-up demand for high-grade, well-located housing in the Bergen County region, we anticipate rapid leasing activity for the apartments at Fair Lawn Promenade."
-Scott Loventhal, Director of Development for Garden Homes, Garden Homes Management Corp.

Multifamily Development Pipeline: 10-Minute Drive Time PMA

Project Title	City	Stage	Project Value	Units
Apollo Dye Senior Housing Complex	Paterson	Construction Underway	$17,000,000	70
Chestnut Street Multi Units	Ridgewood	Schematic Design	$1,000,000	52
Christian Vista Health Care Senior Complex	Wyckoff	Design Development	$15,000,000	199
Fairlawn Promenade Mixed Use Development	Fairlawn	Construction Underway	$51,672,500	150
Glen Park Village Senior Apartments	Glen Rock	Pre-Design	$2,300,000	69
Linwood Avenue Subdivision	Washington Township	Post Bid	$1,070,000	NA
Landmark at Radburn Daly Field	Radburn	Schematic Design	$4,661,500	165
Millview Lofts	Hawthorne	Post Bid	$3,000,000	31
Oster Apartments	Paramus	Disqualified Lead	$9,253,000	135
Rivergate of Hawthorne Mixed Use	Hawthorne	Schematic Design	$2,300,000	244
South Broad Street Residential Development	Ridgewood	Pre-Design	$1,000,000	120
The Dayton Apartments	Ridgewood	Schematic Design	$7,891,500	120
Veterans Affordable Housing	Paramus	Duplicate Project	$1,300,000	7
Veterans In Paramus Townhomes	Paramus	Bids Closed	$1,503,000	6
Total			$118,951,500*	1,368

Note: Includes only multifamily projects valued at over one million dollars.
Source: Construction Market Data Group LLC, 4ward Planning, Inc., 2015.

* Project value is for the entire project, not only the multi-family portion. Mixed use projects may be counted multiple times, in each of multi-family, office, and retail.

Multi-Family For Sale: Primary Market Area

According to August 2015 data provided by Loopnet, there were 35 multifamily properties for sale within the PMA, with garden low-rise properties accounting for 43 percent of available properties for sale.

On a square foot basis, average asking sale prices for multifamily properties within the PMA were highest for mid/high rise properties ($139 per square foot) and lowest for garden/low rise properties ($89 per square foot), suggesting there is a real estate premium for higher density multifamily properties.

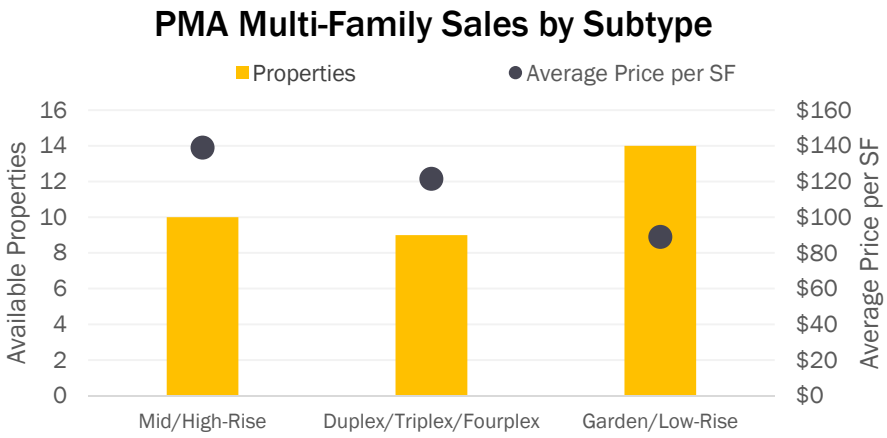
Garden/Low-Rise: Apartment buildings that are either one or two stories tall.

Duplex/Triplex/Fourplex: Apartment buildings with separate entrances for two to four households.

Mid/High-Rise: Apartment buildings that are four floors or more.

Multi-Family 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

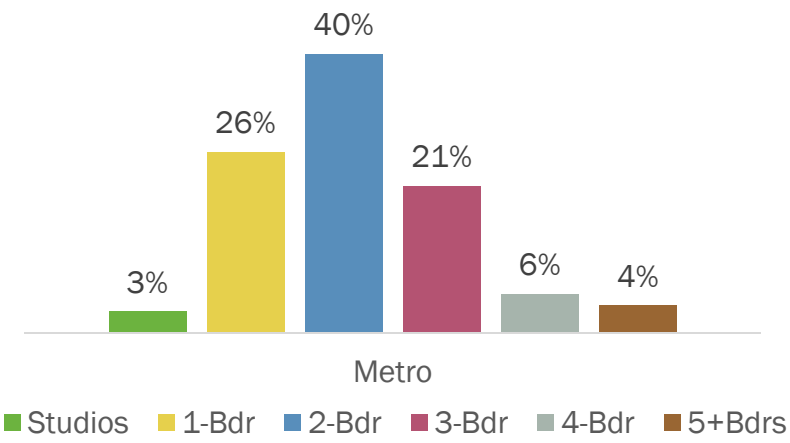


Source: Loopnet, 4ward Planning, August 2015

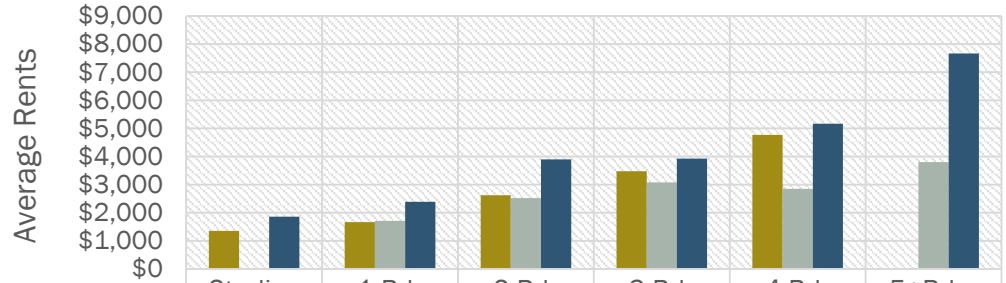
Asking Monthly Rent: Metro

According to data provided by Realtor.com, a leading online source for residential data, as of August 2015, approximately 40 percent of the available rental units with the Metro area were characteristic of 2-bedroom units. Average asking rents within Bergen County ranged from $1,350 for a studio, $1,660 for a 1-bedroom, $2,620 for a 2-bedroom, and $4,770 for a 3-bedroom. In general, average asking rents within the three-county Metro were highest in Hudson County. With the exception of 1-bedrooms, average asking rents for available rental units were lower in Passaic County than Bergen County. The charts below compare the available rental inventory for the Metro and average rent prices by county. It should be noted that as the below rental metrics are taken from a one-month period and from a relatively limited sample, no long-term assumptions on relative affordability can be made.

Available Rental Inventory by Bedroom Type: Metro



Average Asking Rents by Bedroom Type: Metro

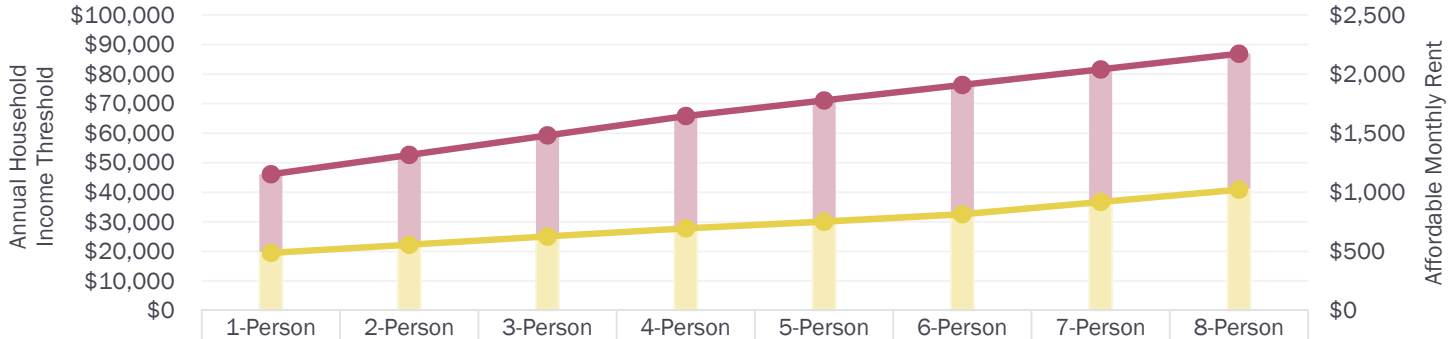


	Studios	1-Bdr	2-Bdr	3-Bdr	4-Bdr	5+Bdrs
Bergen County	$1,350	$1,663	$2,623	$3,478	$4,766	
Passaic County		$1,714	$2,520	$3,075	$2,850	$3,800
Hudson County	$1,858	$2,390	$3,899	$3,927	$5,167	$7,668

Source: Realtor.com, August 2015

Fair Market Rents: Bergen-Passaic, NJ HUD Metro FMR Area

According to 2015 HUD Assistance Income Limits data provided by the United State Department of Housing and Urban Development (HUD), 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 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 three-county Metro (previous page) are relatively unaffordable for many low-income households. For example, a one-person, low-income household would need to pay 35 percent of its annual household income on monthly rent ($1,153) to afford the average asking rent for a studio ($1,350) in Bergen County. Larger households earning less than 80 percent of Area Median Income (AMI) would likely be even less able to afford larger, market-rate housing available for rent.



	1-Person HH	2-Person HH	3-Person HH	4-Person HH	5-Person HH	6-Person HH	7-Person HH	8-Person HH
Annual HH Income (Low-Income, 80% of AMI)	$46,100	$52,650	$59,250	$65,800	$71,100	$76,350	$81,600	$86,900
Annual HH Income (Extremely Low-Income, 30% of AMI)	$19,500	$22,250	$25,050	$27,800	$30,050	$32,570	$36,730	$40,890
Affordable Monthly Rent (Extremely Low-Income)	$488	$556	$626	$695	$751	$814	$918	$1,022
Affordable Monthly Rent (Low-Income)	$1,153	$1,316	$1,481	$1,645	$1,778	$1,909	$2,040	$2,173

Source: 2015 HUD Assistance Income Limits, Esri, 4ward Planning Inc. 2015

Multi-Family Supply/Demand Analysis: Flat Growth Scenario

Key Assumptions Underpinning the Flat Growth Scenario

Net Household Formation Remains Flat (0.5 percent per Annum) from 2015 to 2030

This assumption is based on Esri's 2015-2020 household projections for the 10-Minute Drive Time primary market area (PMA).

Number Employed within the PMA Increases by approximately 20,430 from 2015 to 2030

This estimate is based on a modest average annual growth rate of 0.7 percent over 2015 base employment.

81% of Those Working in the PMA but Living Elsewhere Represent Pent-Up Demand

Approximately 81 out of every 100 PMA workers commute from outside the PMA. It is assumed five out of every 81 of these workers would trade their commutes if adequate housing choice was available within one mile of Radburn Station.

2% of PMA's Current Housing Stock is Physically Obsolescent and Unmarketable

Approximately 22 percent of housing units in the PMA were built before 1940, with one out of ten of these units likely experiencing some physical obsolescence.

60% of New Unit Demand will be for Owner Housing

This is based on current and estimated socio-economic characteristics for the area.

The PMA will Maintain an Annual Housing Vacancy Rate of Approximately 5%

This assumption is based on Esri's housing vacancy projections for the PMA.

Supply/Demand Analysis: 10-Minute Drive PMA

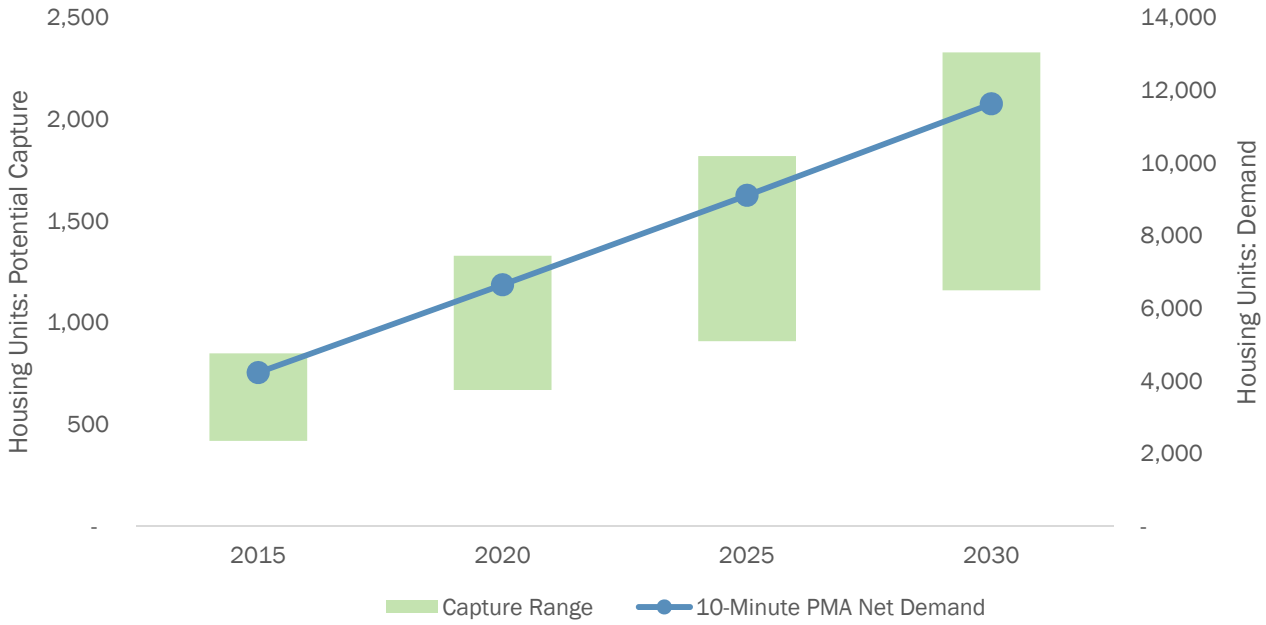
In 2015, existing net housing demand within the 10-Minute Drive Time PMA is approximately 4,230 units – largely the result of pent-up demand from workers commuting from outside the area into the trade area (81 percent of all PMA workers). Assuming no additional housing is built in the PMA beyond what 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, despite a flat household growth scenario (0.5 percent 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 (nearly 7,000 new households are projected between 2015 and 2030).

Under a flat growth scenario, if only existing pipeline development were built in the 10-Minute Drive Time PMA...

	2015	2020	2025	2030
Households:	84,400	86,660	88,990	91,370
Naturally Occurring Vacant Units:	4,410	4,410	4,410	4,410
Net Marketable Housing Units:	88,290	88,260	88,260	88,260
Replacement Demand:	890	880	880	880
Household Growth & Pent-Up Worker Demand:	3,340	5,770	8,220	10,750
Estimated Net Housing Unit Demand:	4,230	6,650	9,110	11,630

Supply/Demand Analysis: One-Mile Convenience Trade Area

Assuming between ten and twenty percent of net housing demand within the PMA could potentially be captured within a one-mile radius of Radburn Station, the area has the opportunity to support development of between 1,160 and 2,330 multi-family units by 2030.

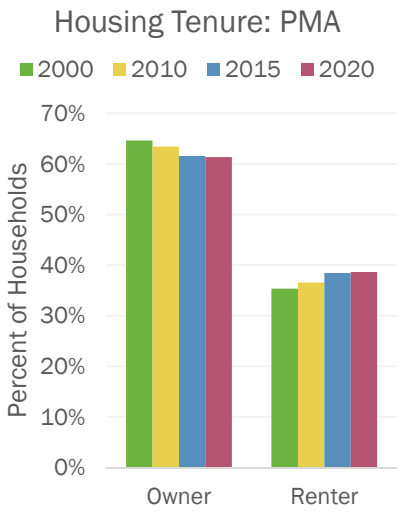


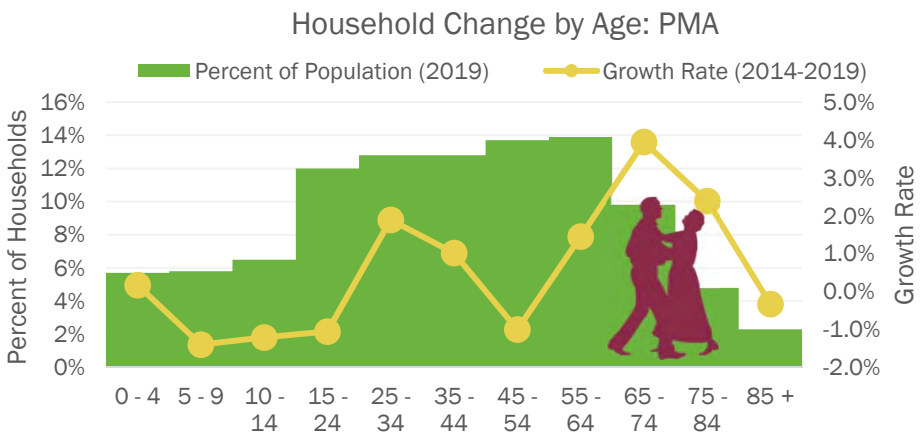
	2015	2020	2025	2030
10-Minute PMA Net Demand	4,230	6,650	9,110	11,630
Low Capture (10% capture)	420	670	910	1,160
Moderate Capture (20% capture)	850	1,330	1,820	2,330

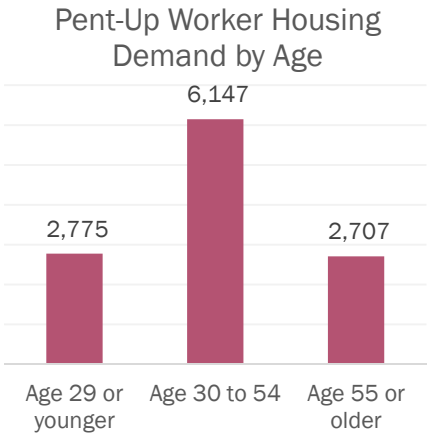
Source: US Census Bureau; On The Map; 4ward Planning Inc. 2015

Housing Demand: Tenure, Income, and Age

Based on data provided by Esri for the 10-Minute Drive Time PMA, while the share of owner-occupied households has been declining in recent years, the share of owned and rented households is expected to remain relatively constant over the short term, at approximately 60 and 40 percent, respectively. Based on census data provided by OnTheMap, a portion of pent-up housing demand from workers commuting into the PMA is from low- to moderate-income households who will likely require access to affordable housing, either market-rate or subsidized (HUD's income threshold for a one-person household in the Metro ranges from $19,500 to $46,100, for extremely- and low-income households, respectively). Furthermore, a large portion of housing demand is also expected to come from young professionals desiring housing closer to work and empty nesters looking to downsize their homes and live close to amenities, two potential markets for TOD multifamily residential product.







Source: HUD, On the Map, Esri, 4ward Planning Inc. 2015

Takeaway: Multi-Family Residential Supply/Demand

Despite relatively flat household growth, the one-mile radius area around Radburn Station will have the opportunity to support the development of 2,330 new multi-family units (particularly townhouses/condos apartments) over the next 15 years. Research suggests that young professionals and empty nesters, who prefer to live near jobs, entertainment, and service amenities like restaurants and shops (ideal uses within a TOD site), are the two segments most likely to impact residential housing demand in the region for the foreseeable future. The one existing multifamily project being developed and leased in the PMA anticipates rapid leasing activity due to the pent-up demand for high-grade, well-located housing in the Bergen County region. Although these new rental apartment units are being marketed at higher price points ($2,000 to $3,500 depending on bedrooms), there is also pent-up housing demand from low- to moderate-income PMA workers commuting into the PMA, who will likely require access to affordable housing, either market-rate or subsidized.

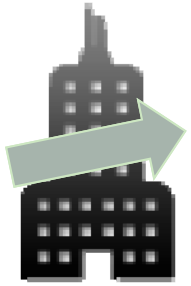
Commercial Office Trend & Supply/Demand Analysis

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES ™

4WARD PLANNING™

Key Findings: Commercial Office

Stabilizing Metro office market



Although office development within the New York-White Plains-Wayne, NY-NJ metro area has fluctuated widely over the past ten years, CMD predicts that new office development within the Metro will grow over the next five years, indicating a stabilizing Metro office market.

1.8 million square feet of vacant office space

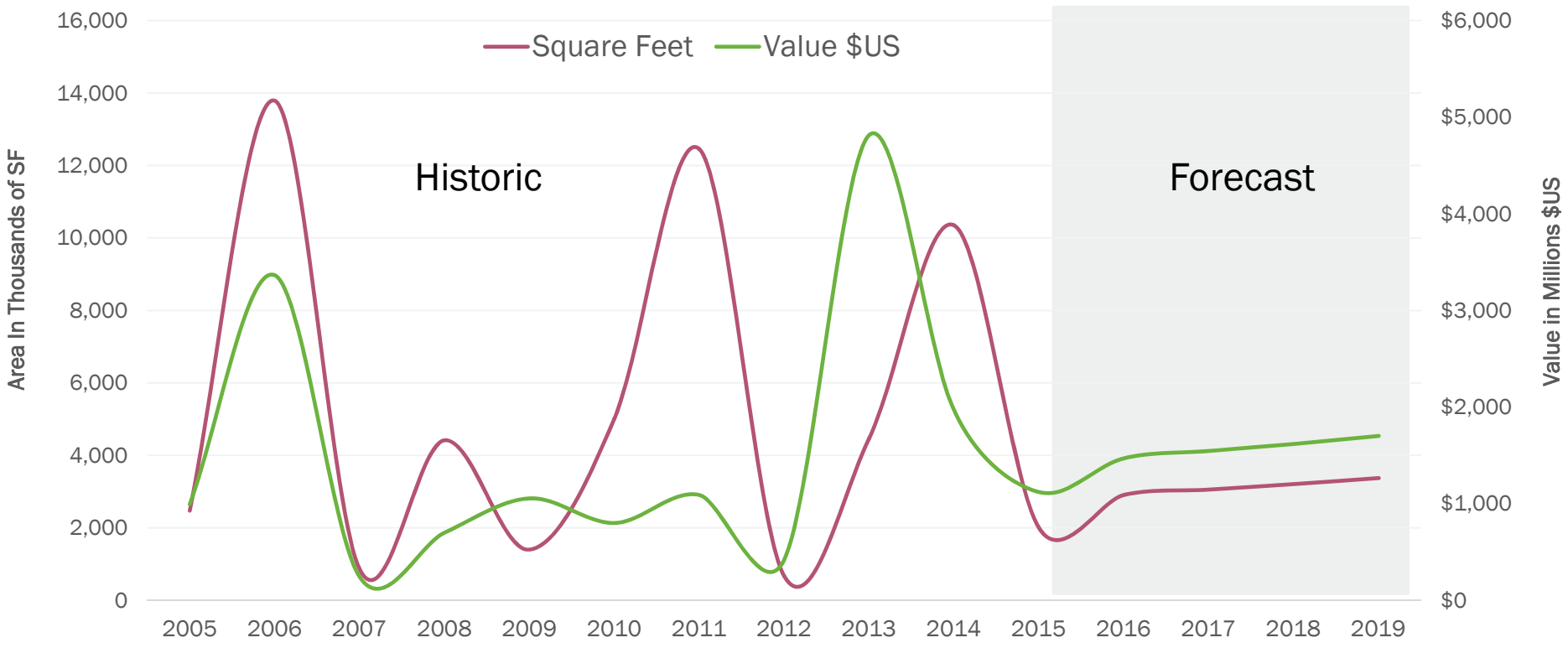
According to data provided by Loopnet, there is approximately 1.8 million square feet of existing vacant office space in the PMA (both for sale and for lease), in addition to new office space in the development pipeline. Medical office property makes up 46 percent of the available for-sale office space 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.

New demand will largely be met by existing vacancies

Our analysis forecasts demand for over 1.6 million square feet of office space within the PMA by 2030, with the professional, scientific, and technical services sector representing 45 percent of this new office space demand. New office development within the Radburn Station area should proceed with caution, as all of the new office demand could potentially be met by the PMA's existing inventory of vacant and pending office space.

Office Construction: Metro

According to actual/historic and forecast construction data provided by CMD, there is more than $1.1 billion dollars in office projects (consisting of nearly two million square feet) currently in the development pipeline within the New York-White Plains-Wayne, NY-NJ Metropolitan Division. CMD forecasts that total square footage of office starts will grow by 17.3 percent per year over the next four years.



Source: Construction Market Data Group LLC, Q3 2015 Forecast. Actual starts through Q2 2015. Last Updated: July 29, 2015; 4ward Planning, Inc., 2015.

Office Development Pipeline: 10-Minute Drive Time PMA

According to CMD, and summarized in the table below, there is currently almost $60 million in office development projects proposed within the 10-minute drive time PMA. As previously discussed, the Fairlawn Promenade mixed use development (the only pipeline project located within Radburn's one mile convenience trade area), will contain office space. In total, Fair Lawn Promenade will consist of 65,000 square feet of retail, service, and office space.

Office Development Pipeline: 10-Minute Drive Time PMA

Project Title	City	Subcategory	Project Value	Area
Veterans In Paramus Townhomes	Paramus	Offices, Townhomes	$1,503,000	6,000 SF
Rivergate of Hawthorne Mixed Use	Hawthorne	Apartments, Offices, Retail Stores	$2,300,000	9 acre site
St Marks Assembly Hall	Paramus	Offices	$2,474,000	14,577 SF
Hanaim Church Commercial Building	Elmwood Park	Offices, Religious Auditoriums	$1,000,000	Unknown
Fairlawn Promenade Mixed Use Development	Fairlawn	Apartments, Offices, Retail Stores	$51,672,500	320,000 SF
Total			$58,949,500*	

Note: Includes only office projects valued at over one million dollars.
Source: by Construction Market Data Group LLC, 4ward Planning, Inc., 2015.

* Project value is for the entire project, not only the office portion. Mixed use projects may be counted multiple times, in each of multi-family, office, and retail.

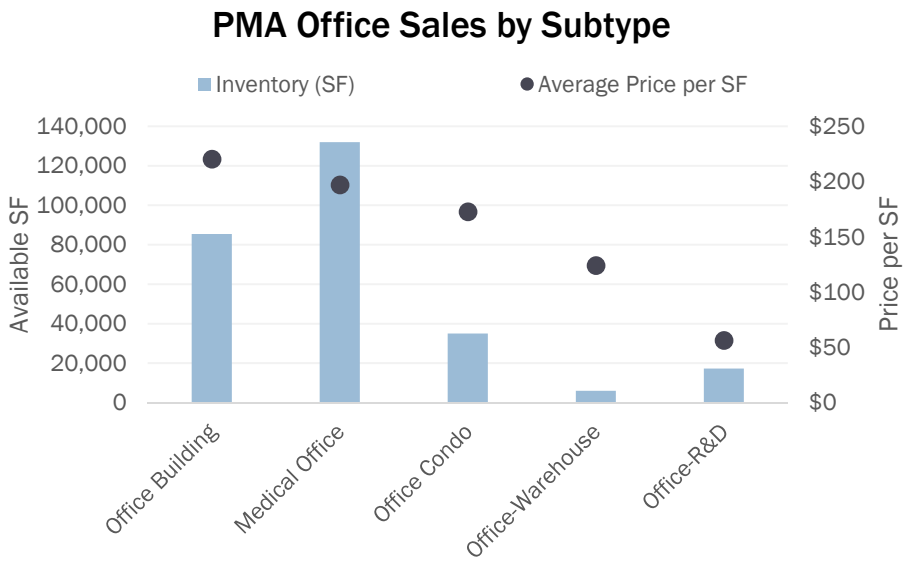
Office For Sale: Primary Market Area

According to August 2015 data provided by Loopnet, 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 percent of all office properties and 46 percent of the available office space on a square foot basis. Average asking sale prices within the PMA were highest for the nine general office buildings ($220 per square foot) and lowest for the one available office research and development (R&D) property ($56 per square foot).

Office Building: At least 75% of the interior space is designed and finished to accommodate office usage.
Medical Office: Buildings containing space designated for medical functions.
Office Condo: Individual units in a multi-tenant building, typically flex structure of two stories.
Office-Warehouse: A smaller warehouse building with 15% or more office.
Office-R&D: Wet or dry lab space, workshop, storage or other research and development activities.

Office Properties for Sale

Type	Properties	Inventory (SF)	Average Price	Average Price per SF
Office Building	9	85,476	$1,680,500	$220
Medical Office	10	131,998	$1,014,600	$197
Office Condo	7	35,049	$843,814	$173
Office-Warehouse	1	6,035	$749,000	$124
Office-R&D	1	17,300	$975,000	$56
Total	28	275,858	$1,167,660	$189



Source: Loopnet, 4ward Planning, August 2015

Office For Lease: Primary Market Area

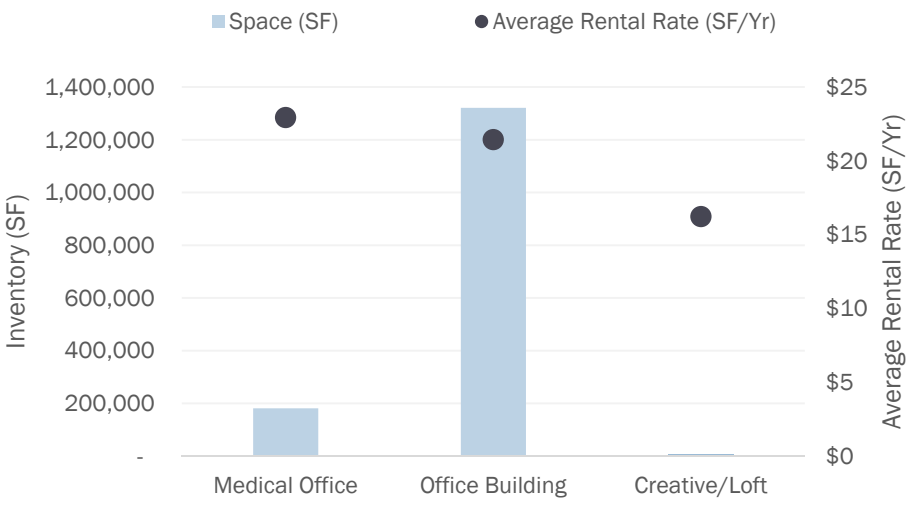
According to August 2015 data provided by Loopnet, within the 10-minute drive time PMA, there were 126 office properties for lease with over 1.5 million square feet of available office space. General office building properties account for 74 percent of all office properties (87 percent of the available office space on a square foot basis). Average asking sale prices within the PMA were highest for the 28 medical office buildings ($22.95 per square foot per year NNN) and lowest for the five available creative/loft buildings ($16.24 per square foot per year NNN).

NNN refers to "triple net lease," which designates the tenant as solely responsible for all costs (net real estate taxes, net building insurance, and net common area maintenance).

Office Properties for Lease

Type	Properties	Inventory (SF)	Average Rental Rate (SF/Yr)
Medical Office	28	181,468	$22.95
Office Building	93	1,321,039	$21.45
Creative/Loft	5	8,051	$16.24
Total	126	1,510,558	$21.55

PMA Office Leases by Subtype



Source: Loopnet; 4ward Planning 2015

Methodology: Key Steps for Deriving Office Demand

Projecting 2030 Primary Jobs

To determine projected office space demand, total 2015 employment in the 10-minute drive time PMA was projected through 2030. Existing 2015 employment data by industry is provided by Esri, and average projection annual growth rates by industry for Bergen and Hudson counties (counties contained within the PMA) is provided by the New Jersey Department of Labor and Workforce Development (based on New Jersey Industry and Occupational Employment Projections 2012-2022).

Estimating the Number of Office Workers

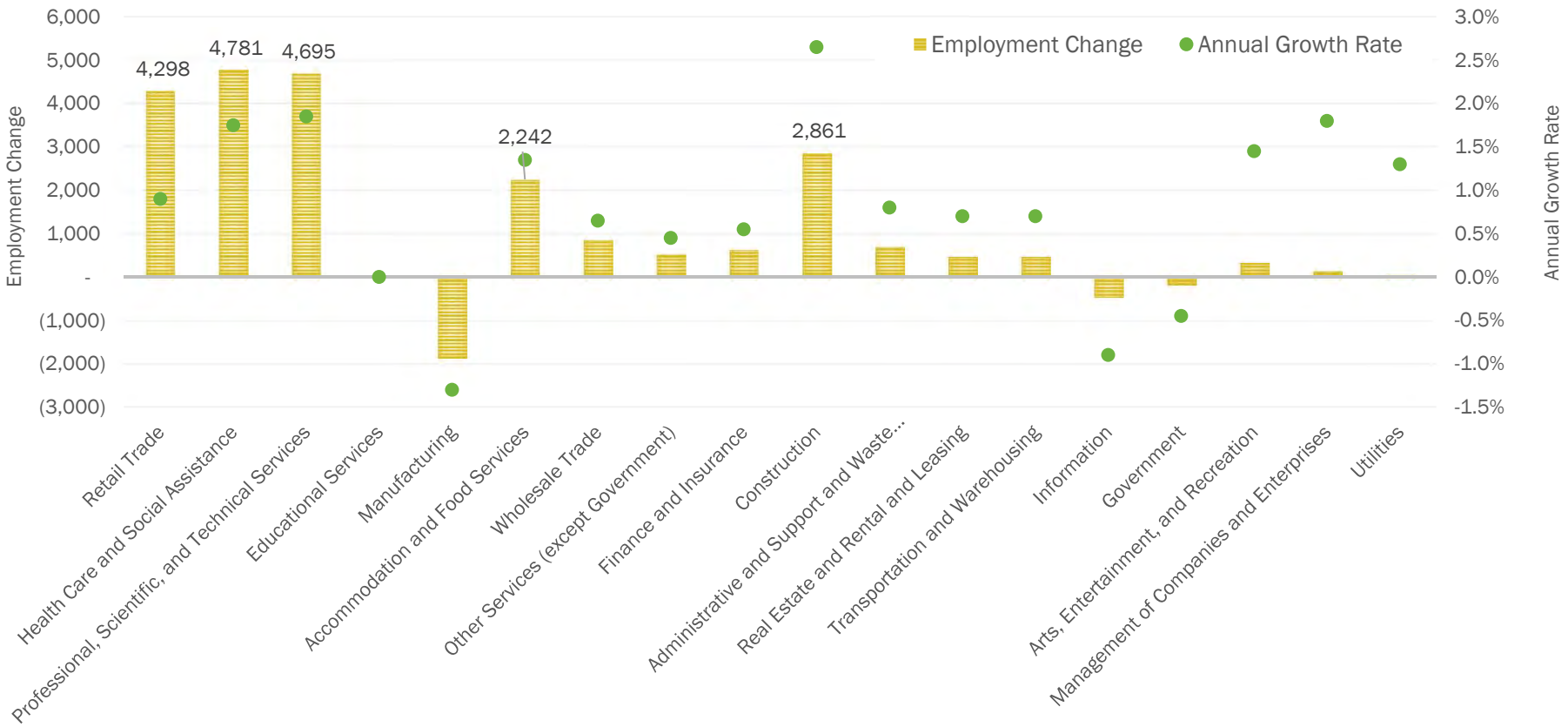
A National Center for Real Estate Research study has estimated the percentage of workers in various industry sectors that typically work in an office environment. Using these percentages, 4ward Planning estimated the number of employees in the capture area that would likely require office space.

Determining Office Space Demand

Assuming a space requirement of 175 square feet per employee (a relatively conservative space requirement), the total demand for office space was estimated based on the projected office workers for each year through 2030.

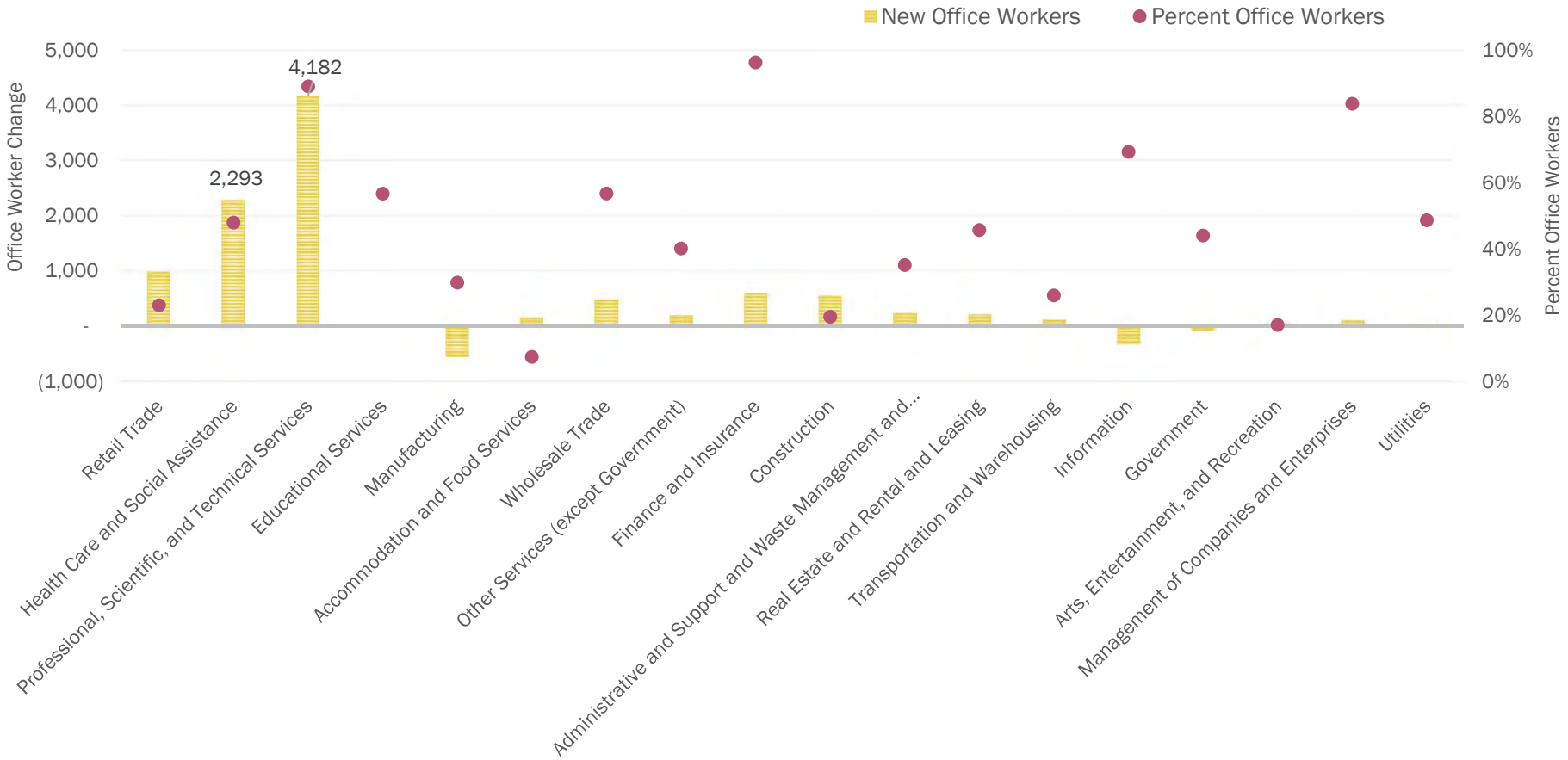
Projected Job Growth (2015-2030)

Based on employment estimates provided by Esri for the 10-Minute Drive Time PMA and industry employment projections provided by the New Jersey Department of Labor and Workforce Development, an estimated 20,540 new jobs will be added to the PMA by 2030. While the construction industry is expected to grow at the fastest rate (2.7 percent per year), the health care and social assistance, professional, scientific, and technical services (PSTS), and retail trade sectors alone are expected to the add 67 percent of all new jobs (13,780) within the PMA over this 15-year period.



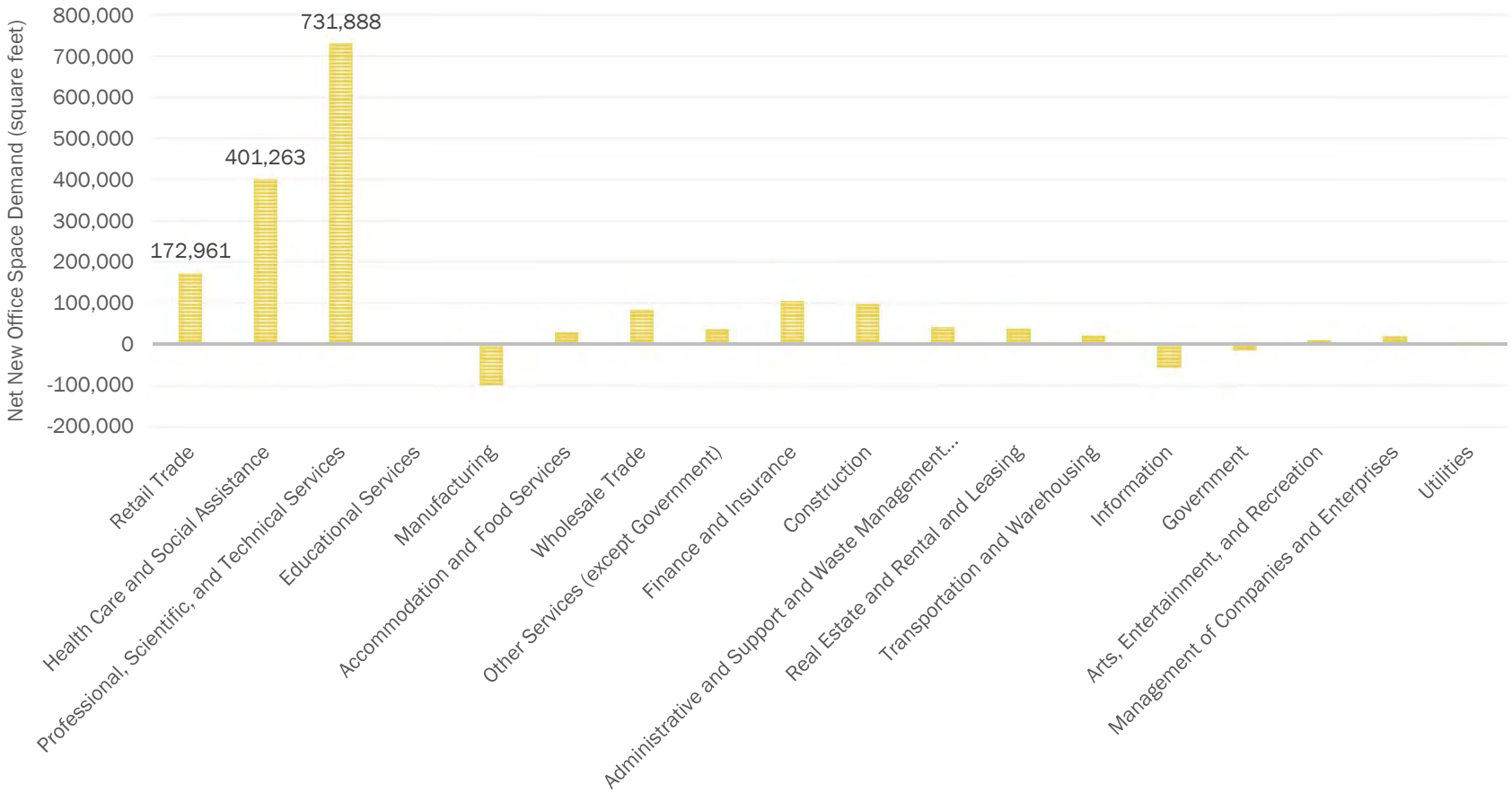
Projected Net New Office Workers

Based on the estimated percent of office workers by industry, provided by the National Association of Realtors, projected job growth is expected to add 9,300 new office workers to the PMA by 2030. Within the PMA, the PSTS sector alone is estimated to add nearly 4,180 new office workers (45 percent of all new office workers), while the health care and social assistance sector is expected to add another 2,300 new office workers (25 percent of all new office workers) over this 15-year period.



Projected Net New Office Demand

Assuming an estimated requirement of 175 square feet per office worker, projected new office workers will result in demand for over 1.6 million square feet of new office space within the PMA by 2030. Over this 15-year period, the PSTS sector alone represents 45 percent of all new office space demand within the PMA, while the health care and social assistance and retail trade sectors each represent 25 and 11 percent of total office space demand, respectively.



Takeaway: Office Supply/Demand

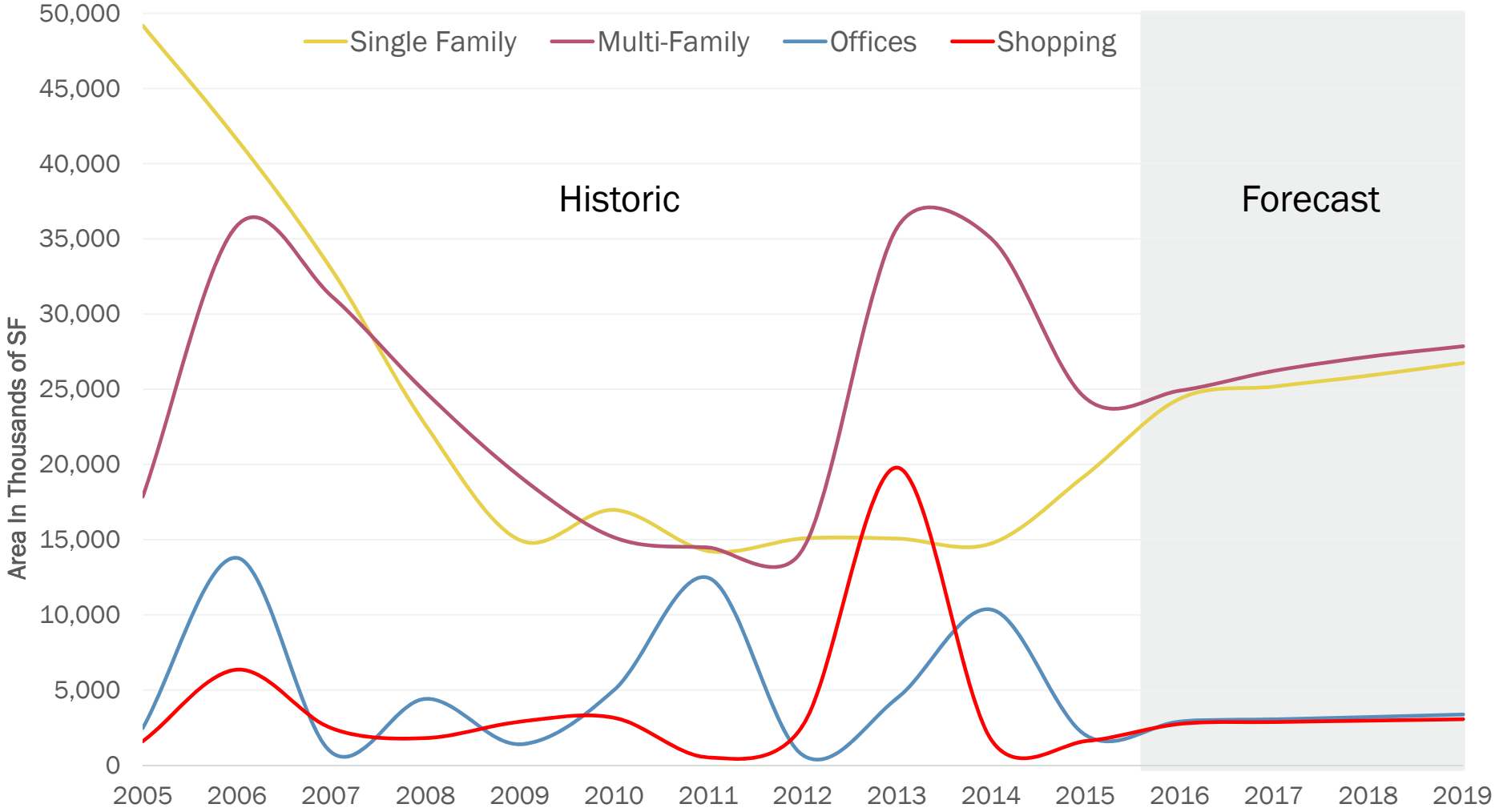
Projected office starts suggest a stabilizing Metro office environment. In particular, existing office lease and sale premiums within the PMA and projected growth in the professional, scientific, and technical services (PSTS) and health care and social assistance sectors suggest an existing and future demand for medical and office condo space. 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 within the PMA, some of which could potentially be accommodated within new mixed-use transit-oriented development at the Radburn Station. However, much of the new office space demand within the PMA could be accommodated within the 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. Although the market for medical office space within the PMA appears strong, as confirmed by relatively high average per-square-foot sale prices, further analysis would be required to better understand the clustering needs of regional medical office space and its potential to be accommodated within new transit-oriented development near the Radburn Station.

Appendix: Development Pipeline

4WARD PLANNING™

Construction Starts and Forecasts: Area in Square Feet

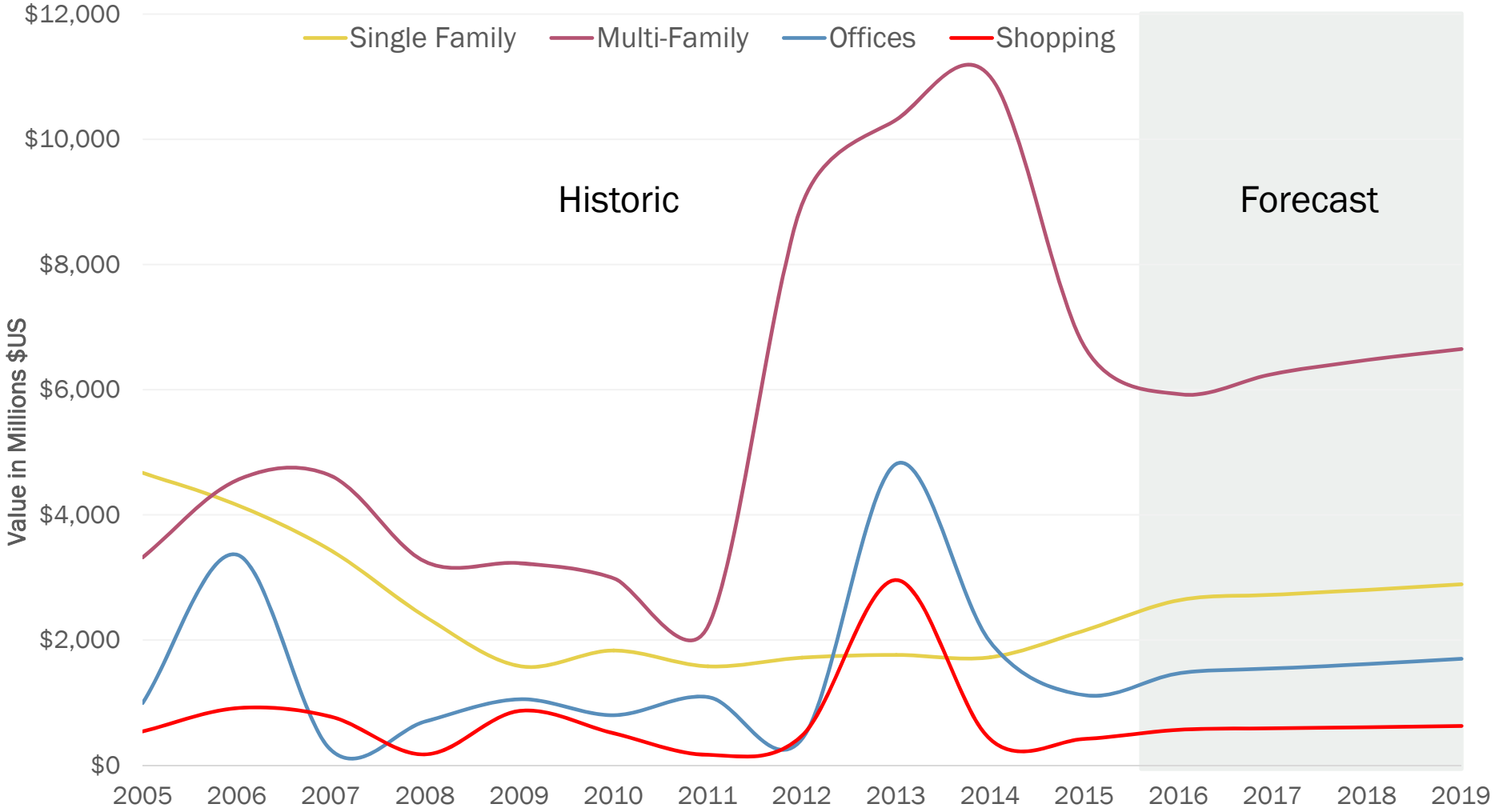
New York-White Plains-Wayne, NY-NJ Metropolitan Division



Source: Construction Market Data Group LLC, Q3 2015 Forecast. Actual starts through Q2 2015. Last Updated: July 29, 2015; 4ward Planning, Inc., 2015.

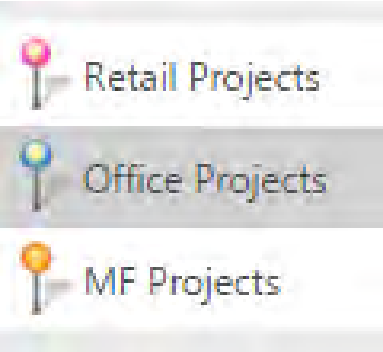
Construction Starts and Forecasts: Value in Millions $US

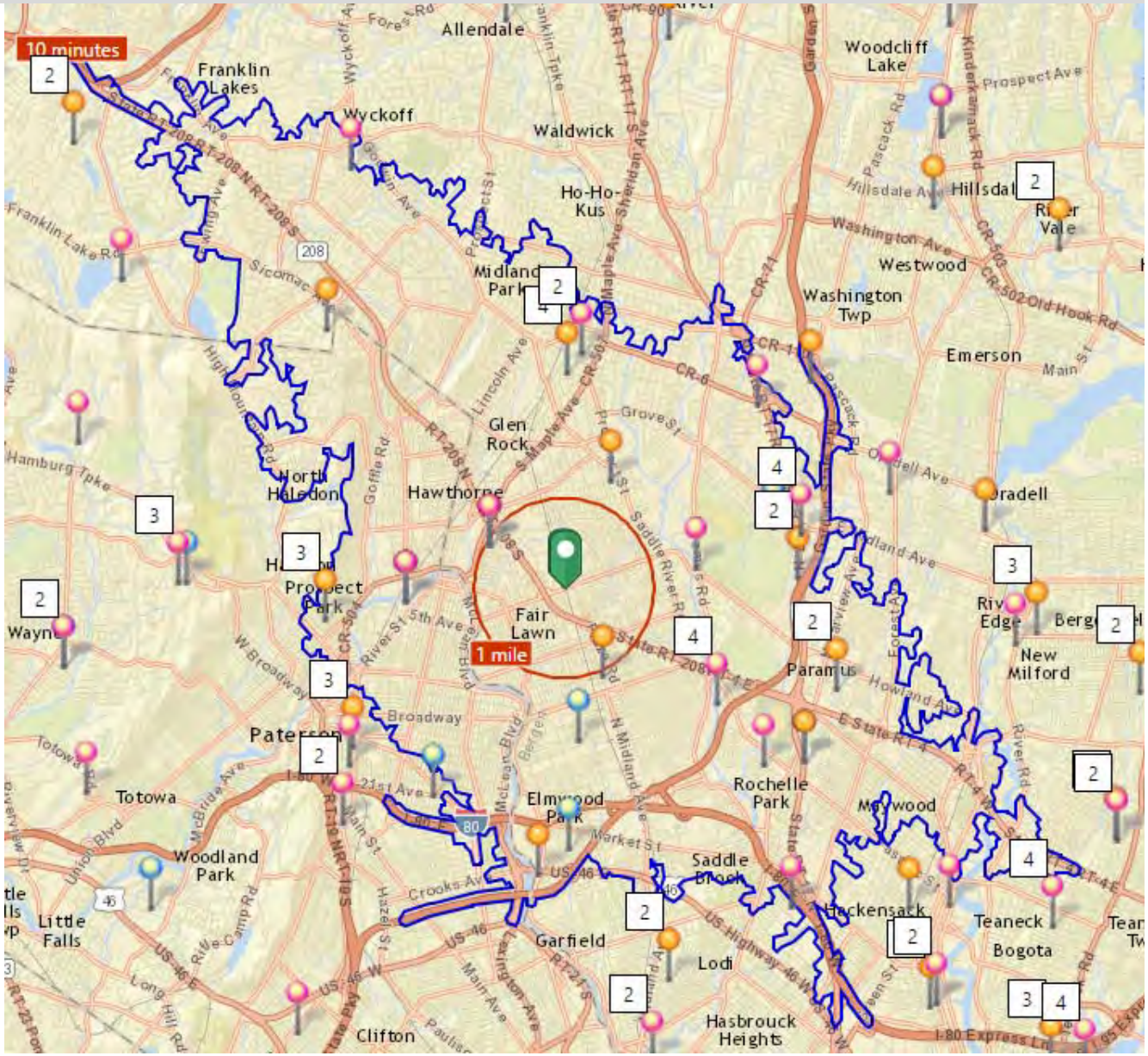
New York-White Plains-Wayne, NY-NJ Metropolitan Division



Source: Construction Market Data Group LLC, Q3 2015 Forecast. Actual starts through Q2 2015. Last Updated: July 29, 2015; 4ward Planning, Inc., 2015.

Construction Starts: 10-Minute Drive Time





Source: Construction Market Data Group LLC, as of August 25, 2015., Reis; 4ward Planning Inc., 2015

Fair Lawn Market Analysis

Prepared by Larisa Ortiz Associates
Summer 2015

and sponsored by NJTransit, Bergen County EDC and Fair Lawn EDC

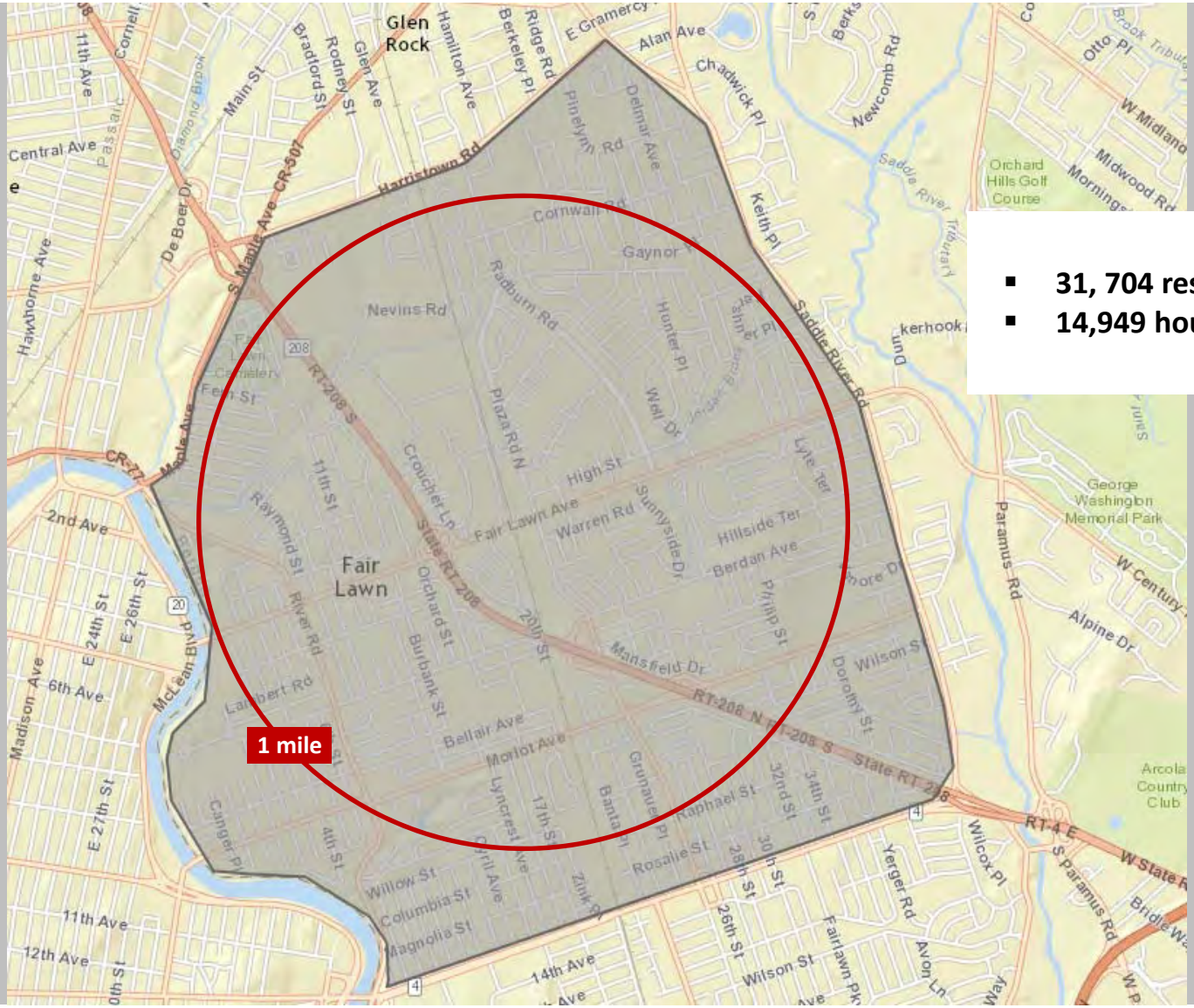
Demographics, Workforce & Psychographic Data

Shopping Center Classification

	Description	# Stores	Typical Gross Leasable Area	Type of Anchors	Trade Area
Strip/Convenience	A convenience center provides a narrow mix of goods and personal services to a very limited trade area.	n/a	< 30,000 SF	Anchor-less or a small convenience store anchor.	< 10 minute travel time
Neighborhood Center	Convenience- oriented.	5-20	30,000 – 125,000 SF	Supermarket	10-15 mins travel time
Community Center	General merchandise or convenience-oriented offerings. Range of apparel and other soft goods.	15-40	125,000 – 400,000 SF	Discount store, supermarket, drug, specialty discount stores (toys, books, home, sporting goods, etc.)	15-30mins travel time
Fair Lawn Avenue (a mixed strip/convenience/ neighborhood center)	Convenience-oriented	30	40,000 SF South 30,000+ SF North	Drug/general store and restaurants	5-8 mins travel time

Source: ICSC, U.S. Shopping-Center Classification and Characteristics

Convenience Trade Area



- **31, 704 residents**
- **14,949 households**

Trade Area and Comparative Districts

Fair Lawn :

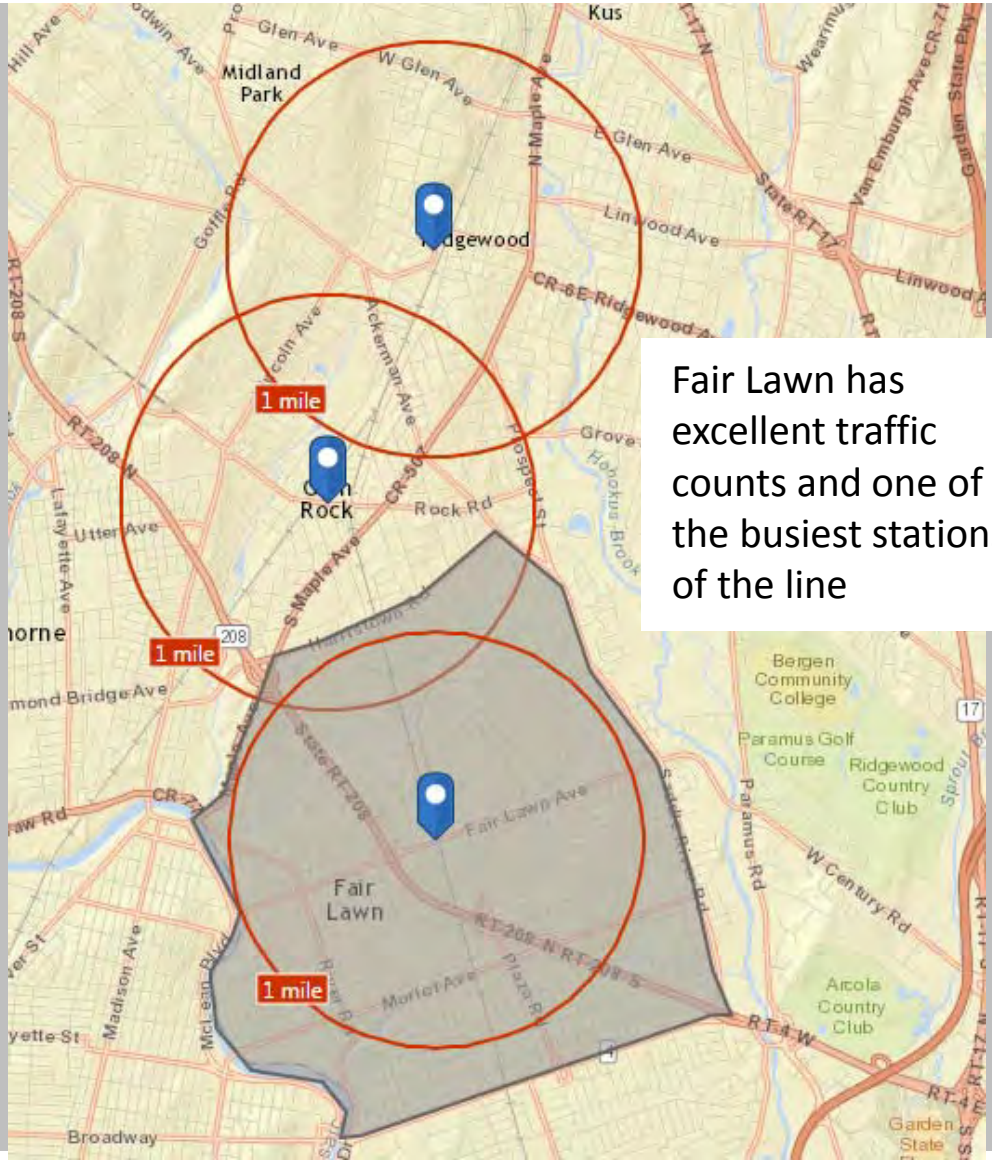
- 19,000 to 24,000 AADT along Fair Lawn Ave
  Source: ESRI, Market Planning Solutions 2012
- 1,424 Average Weekday Passengers 2014
  Source: NJ DOT 2015

Glen Rock:

- 8,665 AADT along Rock Road
  Source: NJ DOT 2013
- 1,024 Average Weekday Passengers 2014 at Glen Rock Main Line and Boro Hall
  Source: NJ DOT 2015

Ridgewood:

- 10,000 AADT at Goodwin Ave and 13,000 AADT at Franklin Avenue
  Source: ESRI, Market Planning Solutions 2012
- 1,634 Average Weekday Passengers 2014
  Source: NJ DOT 2015



Fair Lawn has excellent traffic counts and one of the busiest stations of the line

Fair Lawn Ave Trade Area is…

Dense and populous

Composed of **families**

Middle age and homogeneous

Variable	Fair Lawn*	Glen Rock*	Ridgewood*
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
Household size (average)	2.71	2.84	2.78
Family households	75.3%	78.5%	73.5%
Median Age	43.5	42.6	42.3
White pop.	84.0%	86.4%	81.3%

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

Source: Esri Business Analyst, 2015

Fair Lawn Ave Trade Area is…

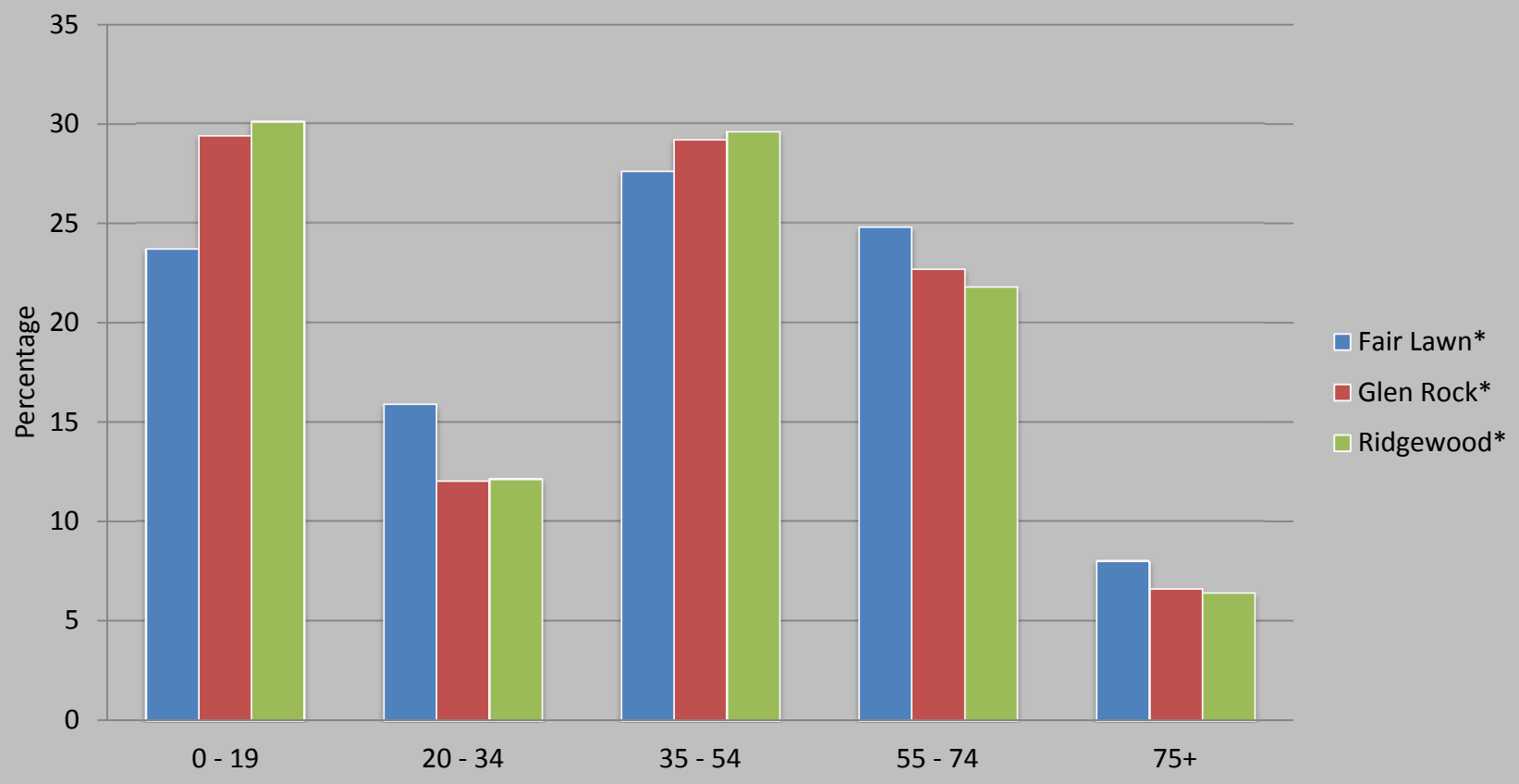
		Fair Lawn*	Glen Rock*	Ridgewood*
Composed of **homeowners**	Owner occupied housing units	75.1%	80.8%	63.9%
Prosperous	Median Household Income	$96,495	$126,914	$128,096
	Households earning $100,000 and above	48.20%	59.9%	57.6%
Educated	25+ with Bachelor's Degree	30.3%	34.1%	42.0%
White collar	Residents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

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

Source: Esri Business Analyst, 2015

Population Characteristics

Age Distribution

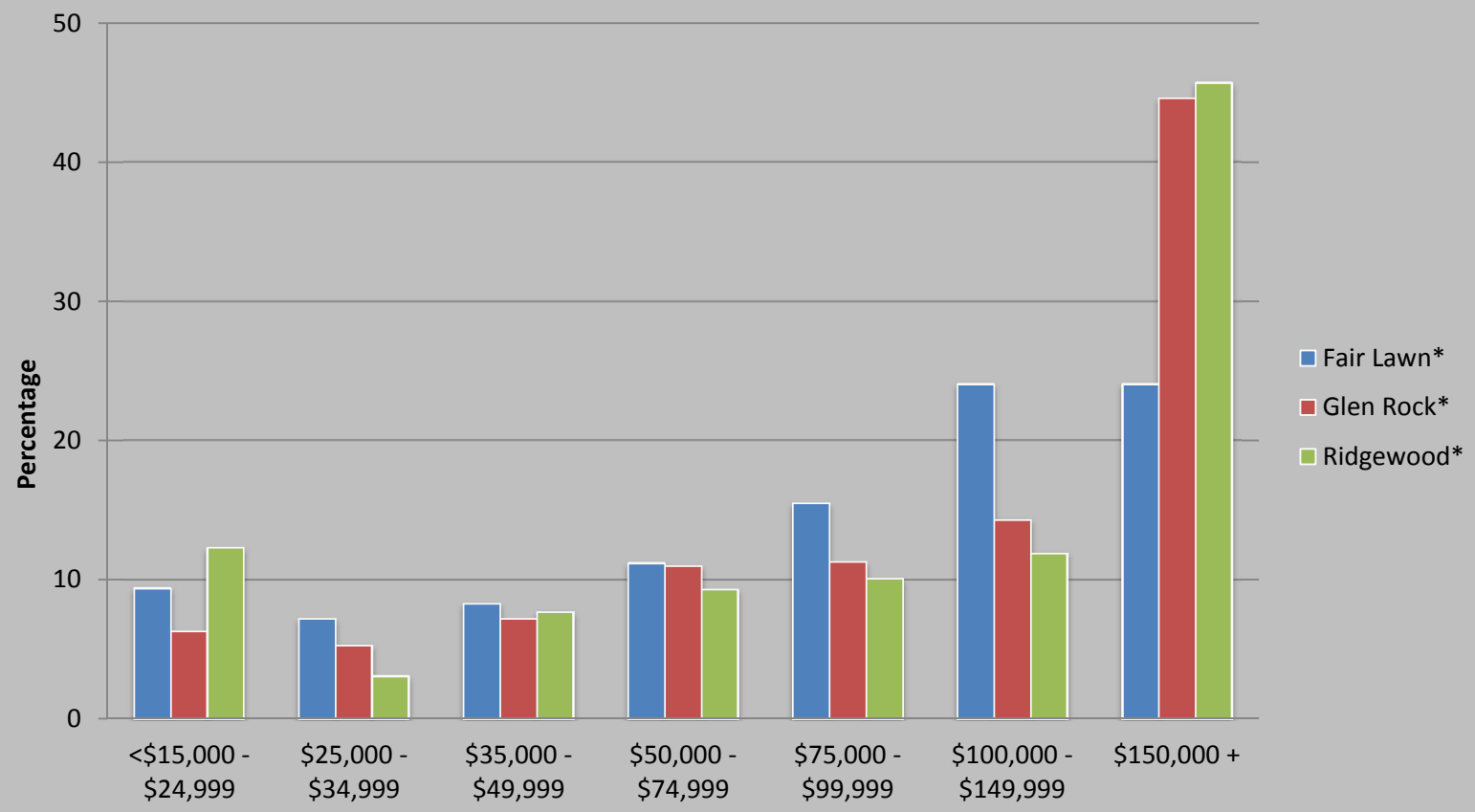


** Based on 1 mile radius trade area centered at the train station*

Source: Esri Business Analyst, 2015

Population Characteristics

Household Income Diversity

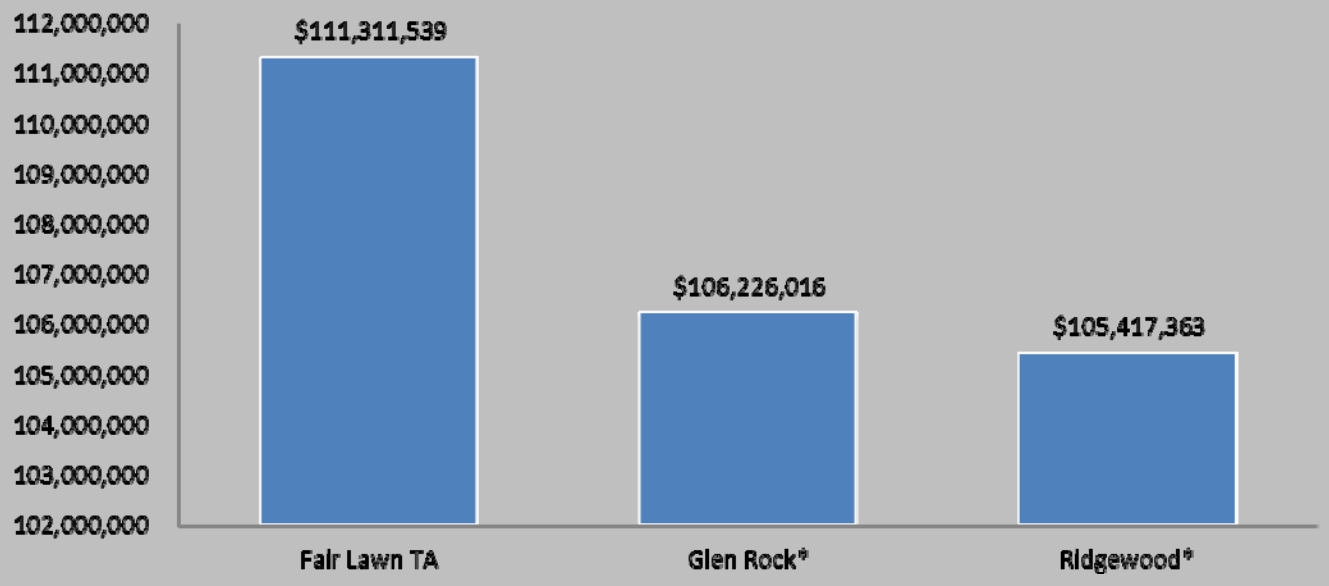


** Based on 1 mile radius trade area centered at the train station*

Source: Esri Business Analyst, 2015

Population Characteristics

Concentrated Buying Power



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

Source: Esri Business Analyst, 2015

Psychographics

1.5 % Top Tier

Wealthy married couples who shop at high end retailers.

4.2% Urban Chic

Sophisticated couples who embrace city life and shop at **upscale** stores.

4.3% Exurbanites

Active aging couples with an **affluent and urbane** lifestyle.

6.2% City Lights:

A **blend of households** from single-person to married-couple families. Diverse and price savvy but willing to pay for quality products.

6.3% Golden Years:

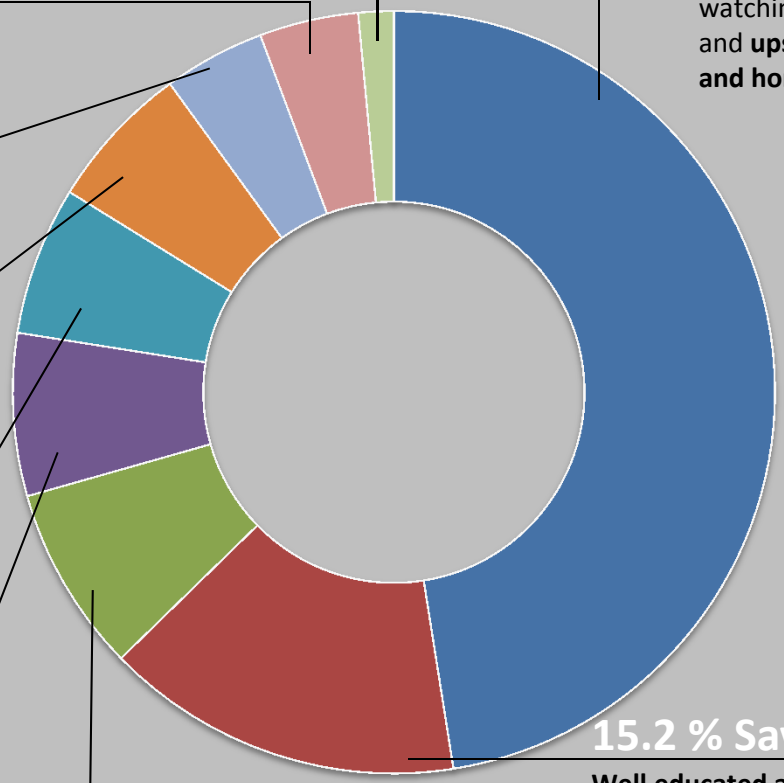
Independent, active seniors pursuing a variety of interests like travel, sports, dining out, museums.

6.9% Trendsetters:

Young, diverse , mobile and **singles** who dine out and shop at **Banana Republic, Gap, and Macy's**.

7.9% Professional Pride

Well educated career oriented professionals with typical long commutes and tight schedules. They are frequent travelers, avid readers and tech savvy.



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 well capitalized families. Hobbies include **home remodeling** and **gardening, sports** and **exercise**. Enjoy organic food, wine and cultural events.

Source: Esri Business Analyst, 2015

Psychographics

47.5 % Pleasantville

Middle age couples living on dual incomes. Spend their spare time doing sports and watching movies . Shop at a variety of stores, from **discount to upscale.** Enjoy **gardening and home improvement.** Median age: 41.9 and median HH income is $ 85,000

15.2 % Savvy Suburbanites

Well educated, well read and well capitalized families. Hobbies include **home remodeling** and **gardening, sports** and **exercise**. Enjoy good and organic food, wine and cultural events. Median age: 44.1and median HH income is $104,000

7.9% Professional Pride

Established families with upscale suburban lifestyle. These consumers are well educated career oriented professionals with typical long commutes and tight schedules. They are frequent travelers, avid readers and tech savvy. Median age: 40.2 and median HH income is $127,000

6.9% Trendsetters:

Young, diverse , mobile and **singles** who rent in upscale multiunit structures, dine out and often shop at **Banana Republic, Gap, and Macy's**. Median age: 35.5 and median HH income is $51,000

6.3% Golden Years:

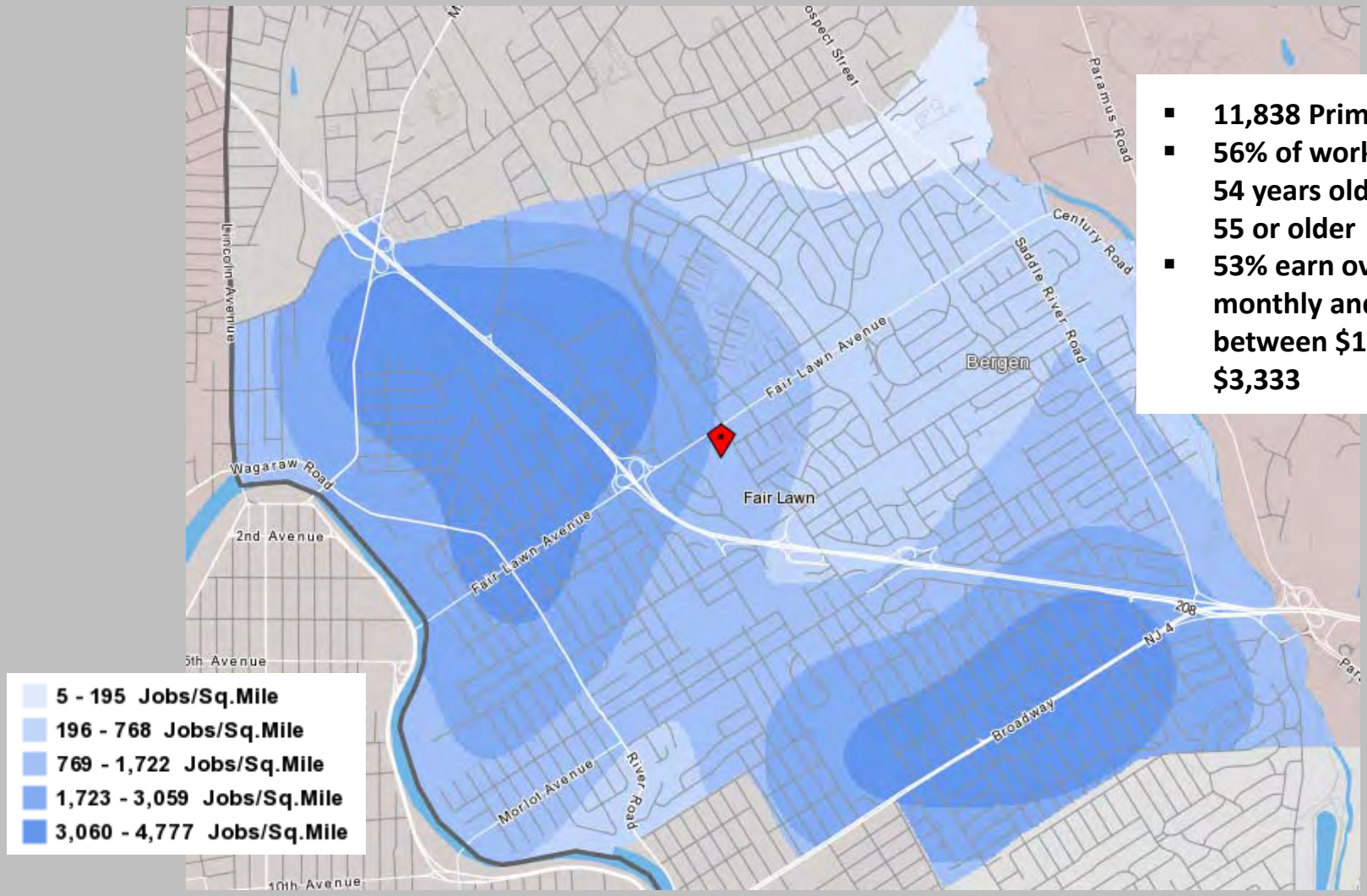
Independent, active seniors pursuing a variety of interests like travel, sports, dining out, museums. Median age: 51 and median HH income is $61,000

6.2% City Lights:

A **blend of households** from single-person to married-couple families. Diverse and price savvy but willing to pay for quality products. Median age: 38.8 and median HH income is $60,000

Source: Esri Business Analyst, 2015

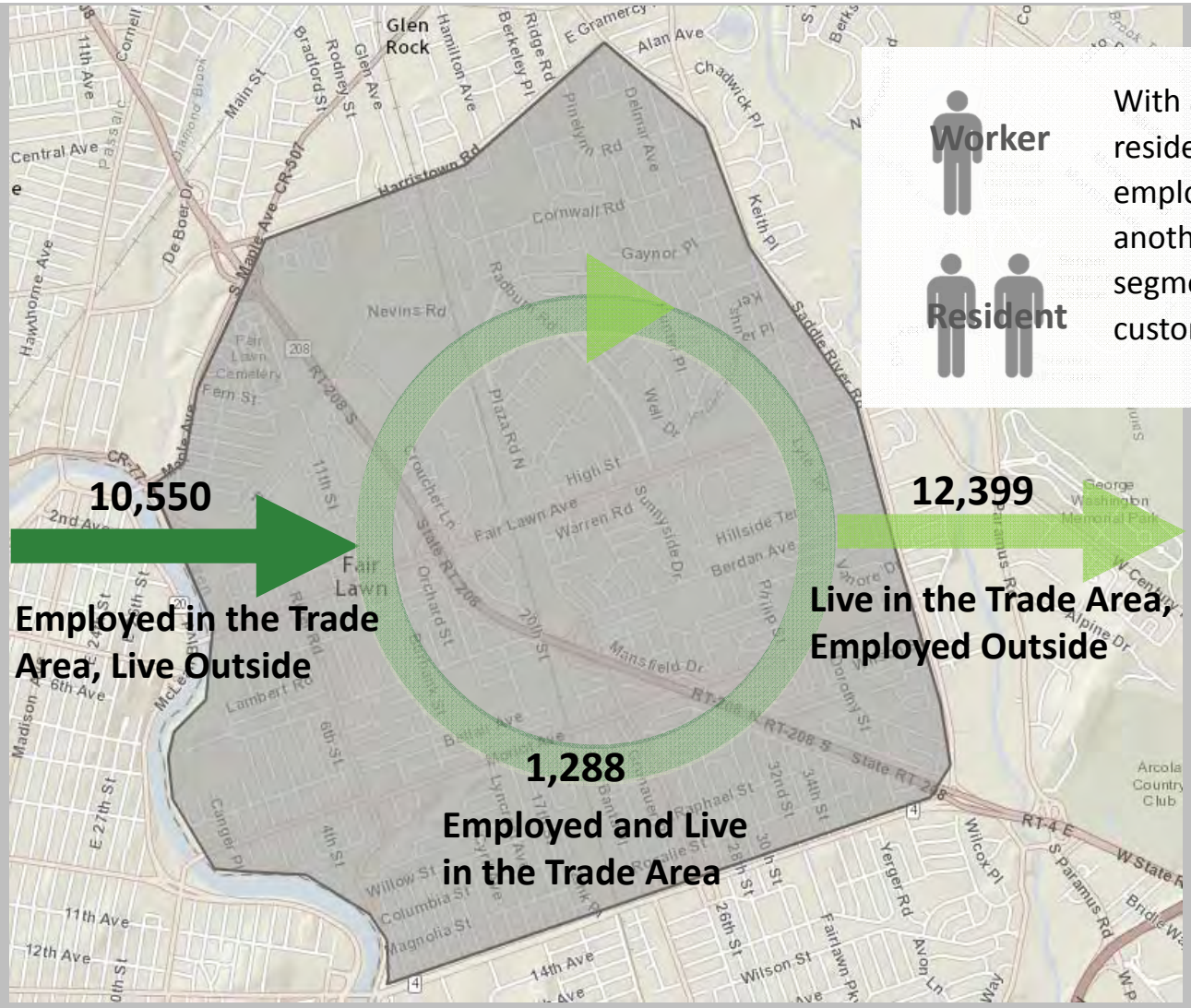
Workforce Population



- **11,838 Primary Jobs**
- **56% of workers are 30 to 54 years old and 26% are 55 or older**
- **53% earn over $3,333 monthly and 30% earn between $1,251 and $3,333**

Source: US Census Bureau, Center for Economic Studies, 2012 Data

Workforce Population



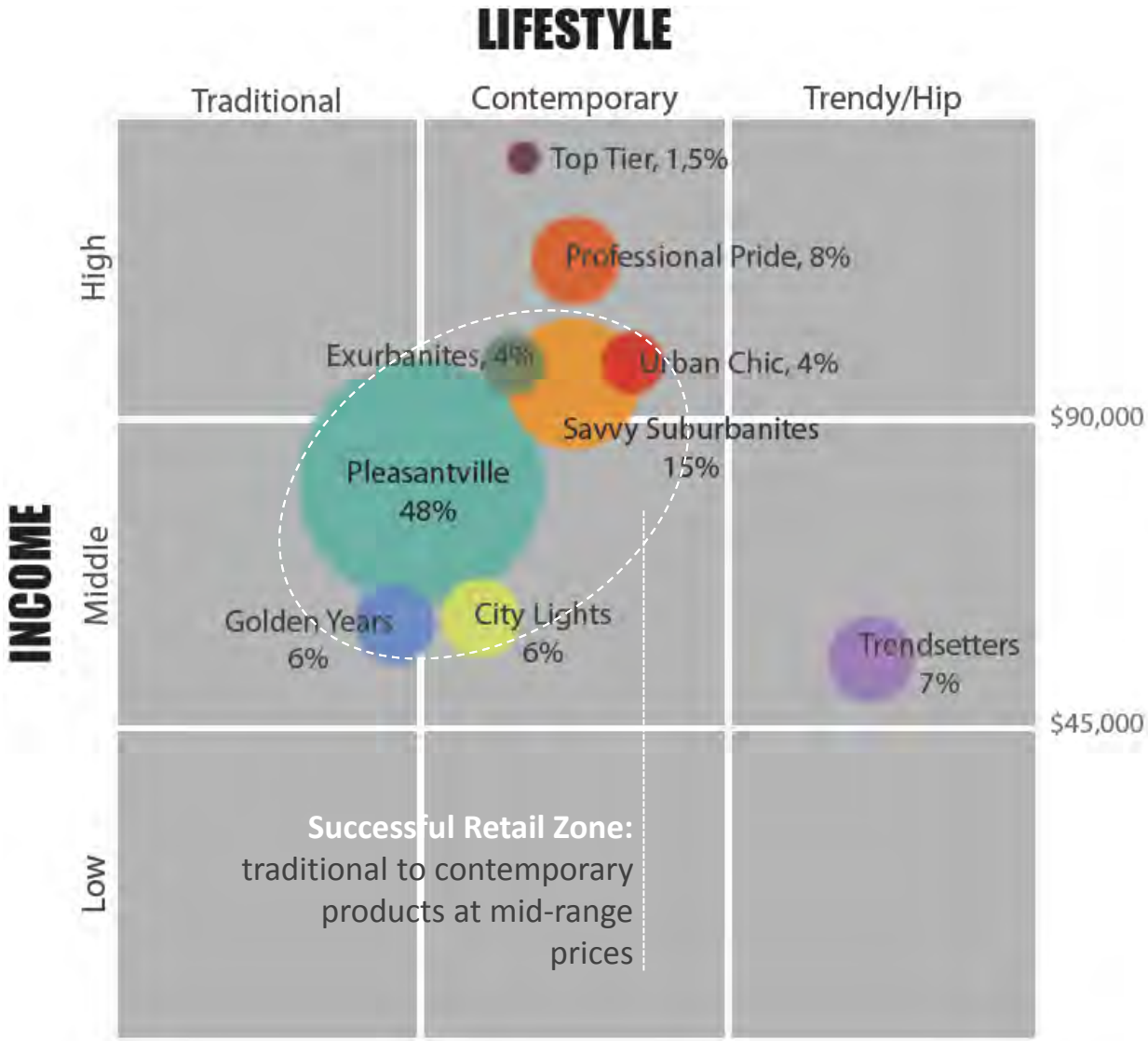
Worker

Resident

With a 2:1 resident/employee ratio employees constitute another important segment of the local customer base.

Source: US Census Bureau, Center for Economic Studies, 2012 Data

Strategic Positioning Matrix



Source: ESRI Business Analyst 2015, Matrix: Copyright Larisa Ortiz Associates

Retail Opportunity

Retail Leakage

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Motor Vehicle & Parts Dealers	$98,274,259	$121,233,703	-$22,959,444
Furniture & Home Furnishings Stores	$12,423,383	$9,568,886	$2,854,497
Furniture Stores	$5,882,992	$4,656,131	$1,226,861
Home Furnishings Stores	$6,540,392	$4,912,755	$1,627,637
Electronics & Appliance Stores	$14,718,810	$12,297,260	$2,421,550
Bldg Materials, Garden Equip. & Supply	$17,469,068	$15,687,520	$1,781,548
Food & Beverage Stores	$96,745,789	$18,241,984	$78,503,805
Grocery Stores	$82,934,524	$9,342,284	$73,592,240
Specialty Food Stores	$3,643,468	$2,278,618	$1,364,850
Beer, Wine & Liquor Stores	$10,167,798	$6,621,082	$3,546,716
Health & Personal Care Stores	$37,450,291	$160,323,894	-$122,873,603
Gasoline Stations	$43,625,267	$63,257,423	-$19,632,156
Clothing & Clothing Accessories Stores	$35,557,129	$3,203,234	$32,353,895
Jewelry, Luggage & Leather Goods Stores	$4,729,032	$1,506,735	$3,222,297
Sporting Goods, Hobby, Book & Music	$11,564,320	$1,342,449	$10,221,871
Sporting Goods/Hobby/Musical Instr	$9,561,091	$659,527	$8,901,564
Book, Periodical & Music Stores	$2,003,229	$682,922	$1,320,307
General Merchandise Stores	$57,112,627	$468,253	$56,644,374
Miscellaneous Store Retailers	$15,418,630	$2,967,551	$12,451,079
Florists	$969,854	$515,935	$453,919
Office Supplies, Stationery & Gift Stores	$4,861,027	$814,870	$4,046,157
Food Services & Drinking Places	$55,263,484	$25,303,318	$29,960,166
Full-Service Restaurants	$29,228,401	$11,831,024	$17,397,377
Limited-Service Eating Places	$20,951,726	$10,998,922	$9,952,804
Drinking Places - Alcoholic Beverages	$1,833,512	$751,990	$1,081,522

"Leakage" - People are buying these goods elsewhere.

"Surplus" - People ae coming to Fair Lawn for these goods.

Source: Esri Business Analyst, 2015

Major Categories of Retail Leakage

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Estimated SF*
Furniture & Home Furnishings Stores	$12,423,383	$9,568,886	$2,854,497	6,386
Electronics & Appliance Stores	$14,718,810	$12,297,260	$2,421,550	92
Bldg Materials, Garden Equip. & Supply	$17,469,068	$15,687,520	$1,781,548	5,585
Food & Beverage Stores	$96,745,789	$18,241,984	$78,503,805	138,265
Clothing & Clothing Accessories Stores	$35,557,129	$3,203,234	$32,353,895	66,572
Jewelry, Luggage & Leather Goods Stores	$4,729,032	$1,506,735	$3,222,297	2,343
Sporting Goods, Hobby, Book & Music	$11,564,320	$1,342,449	$10,221,871	44,977
General Merchandise Stores	$57,112,627	$468,253	$56,644,374	96,498
Miscellaneous Store Retailers (includes florists, gifts, office supplies)	$15,418,630	$2,967,551	$12,451,079	17,864
Food Services & Drinking Places	$55,263,484	$25,303,318	$29,960,166	40,378

***** Presented SF assumes that all leakage can be captured by new retail. In practice, only a percentage of the leakage (known as **capture rate**) can actually be captured and used to support new stores.

Source: Esri Business Analyst, 2015 and ICSC Sales Productivity per SF in New York Metro Area Malls Year-to-date:2015

Suggested Short Term Retail*

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

A small sporting goods and hobbies store

Small garden supply, gifts and/or outdoor living store

Limited-service restaurants with outdoor seating

Small home supplies and gift store

**Based on district's convenience-oriented character and currently available square footage*

Suggested Long Term Retail*

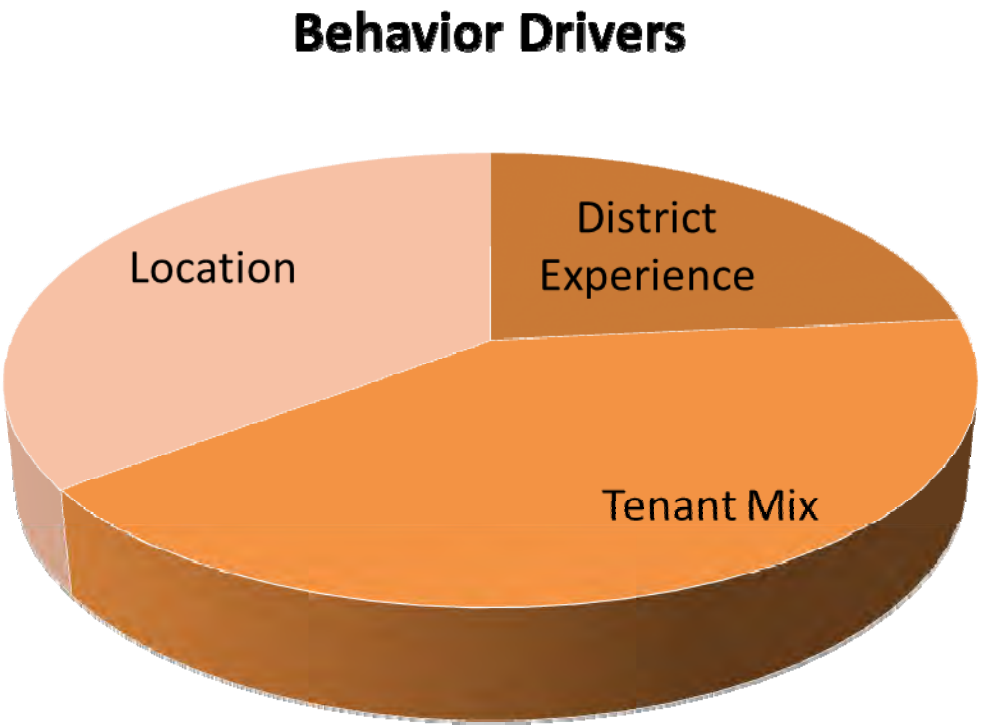
Full-service restaurants with generous outdoor seating areas

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

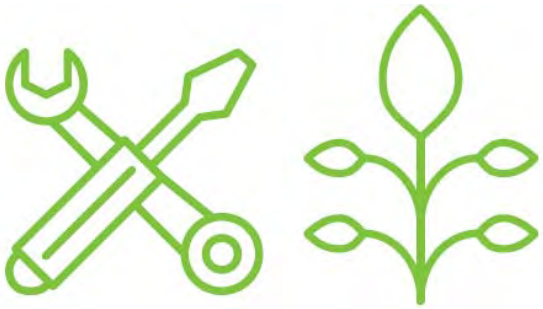
**Based on district's convenience-oriented character and available square footage on potential development sites next to Radburn Train Station*

Recommendations

What drives customer loyalty?



Source: John Skinner, Verde Group/ ICSC Global Research Network

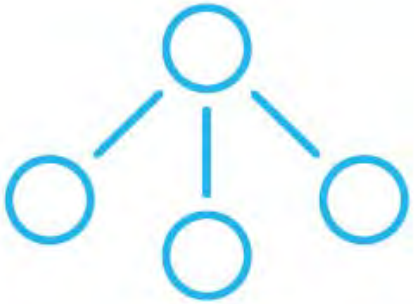


REDEVELOPMENT

improving public and private spaces

TENANT MIX

finding the right businesses



ADMINISTRATIVE MANAGEMENT

developing stewardship

Recommendations

Objective: Improve connectivity and access ***to*** and ***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.

Recommendations

Objective: Improve connectivity and access ***to*** and ***within*** the district

Strategies:

- 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).

Recommendations

Objective: Drive 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 transparency (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.

Recommendations

Objective: 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

Recommendations

Objective: 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:
  - Reduction in restaurant parking requirements
  - Allowance of blade signs
  - Allowance of farmers market in conjunction of an establishment of a public open space

PEAK PARKING OCCUPANCY

FAIR LAWN PARKING

FAIR LAWN AVE

TimHaahs

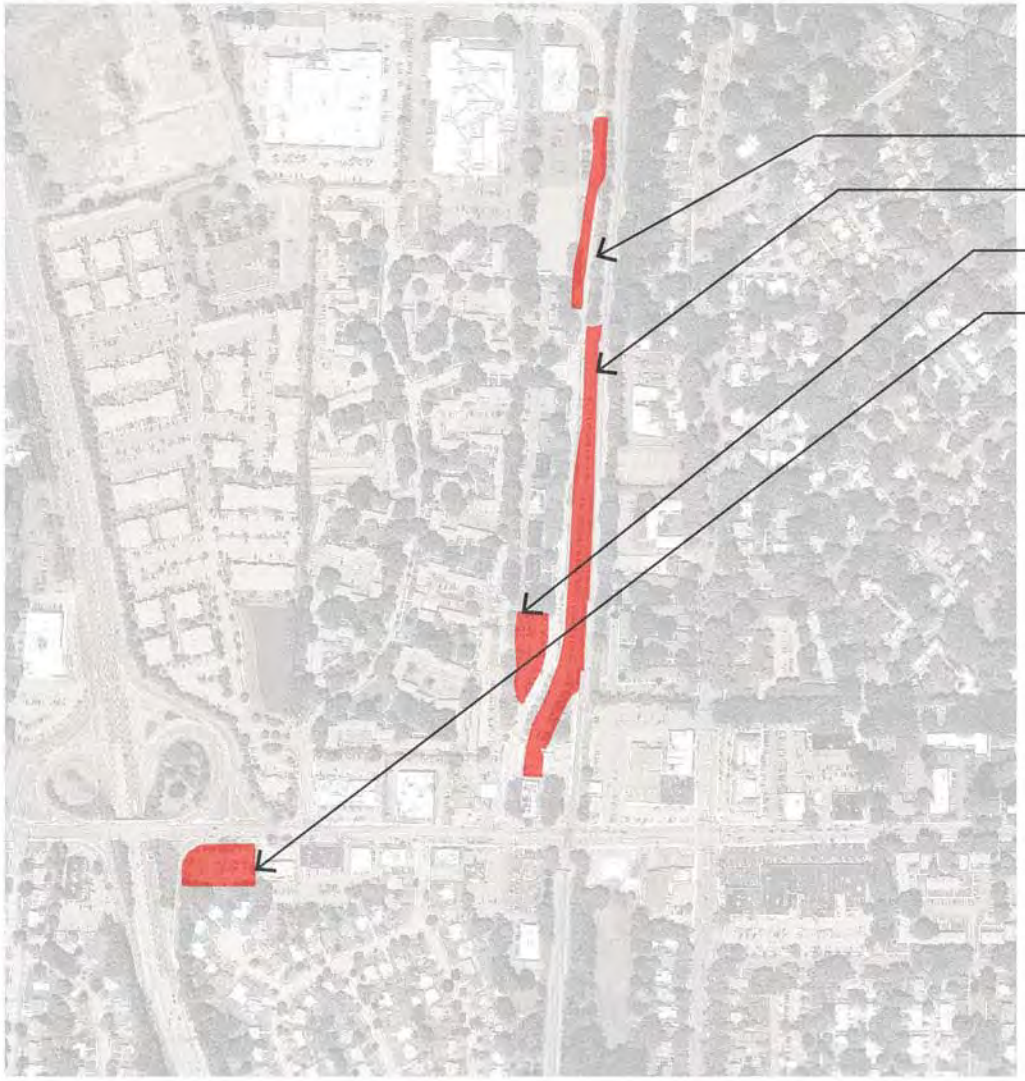
NJ TRANSIT PARKING

LOCATION

FAIR LAWN AVE

TimHaahs

NJ TRANSIT PARKING



PEAK DEMAND OCCUPANCY

FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
NJIT 3 (ON STREET)	48	1:00 PM - 4:00 PM	41	85%
NJIT Lot 1	156	9:00 AM - 4:00 PM	156	100%
NJIT Lot 2	65	9:00 AM - 4:00 PM	65	100%
NJIT Lot 4 (NOT STRIPED)	75	9:00 AM - 4:00 PM	77	103%

FAIR LAWN AVE

76-100%
51-75%
26-50%
0-25%

TimHaahs

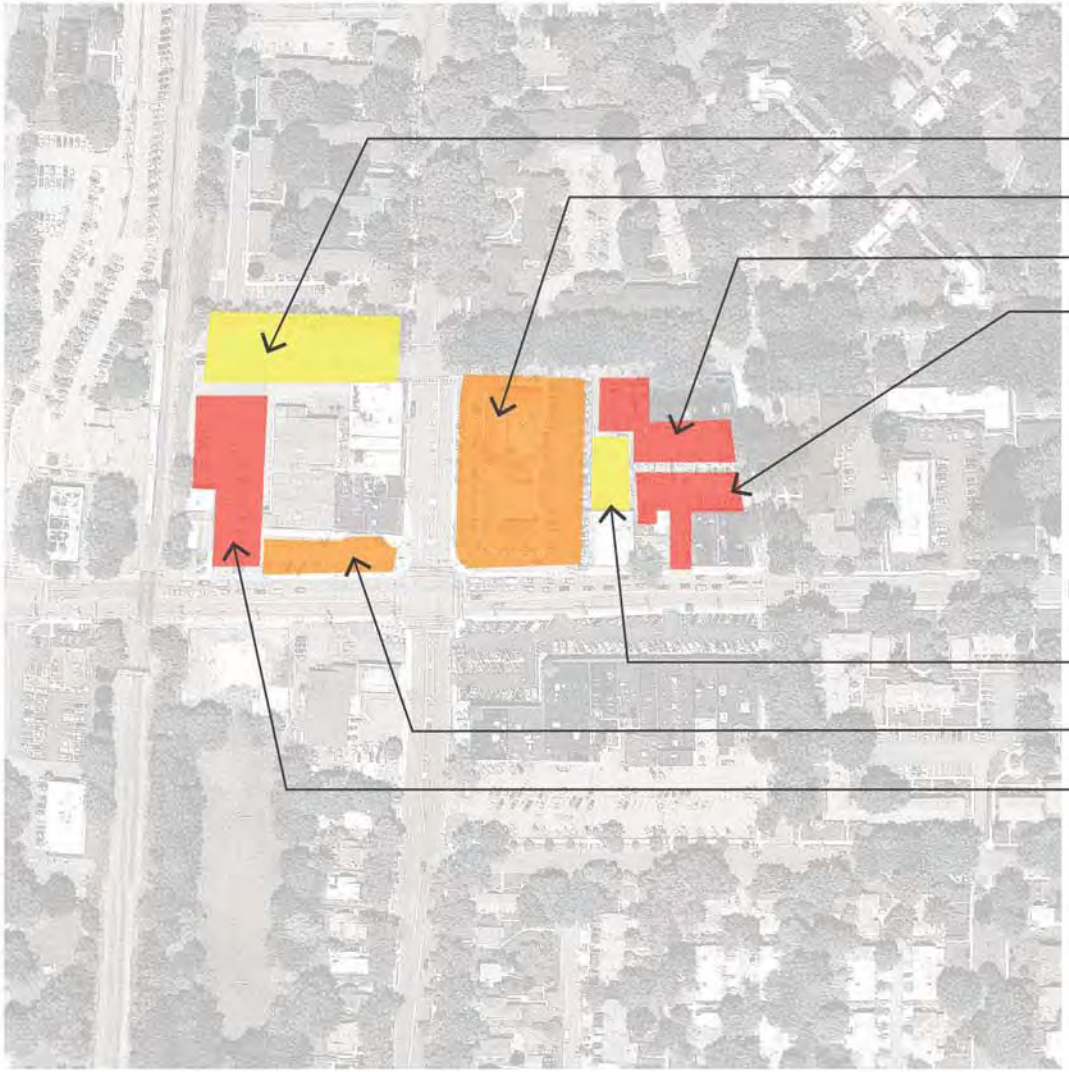
NORTH EAST QUADRANT

LOCATION

FAIR LAWN AVE

TimHaahs

NORTH EAST QUADRANT



FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
DEAL$ (BACK)	115	6:00 PM - 7:00 PM	40	35%
PLAZA	92	1:00 PM - 2:00 PM	57	62%
POST OFFICE	30	9:00 AM - 10:00 AM	28	93%
DUTCH HOUSE TAVERN	30	5:00 PM - 6:00 PM	25	83%

FAIR LAWN AVE

MINUTEMAN	16	9:00 AM - 1:00 PM	7	44%
DEAL$ (FRONT)	30	1:00 PM - 2:00 PM	18	60%
DEAL$ (SIDE)	43	3:00 PM - 4:00 PM	35	81%

76-100%
51-75%
26-50%
0-25%

TimHaahs

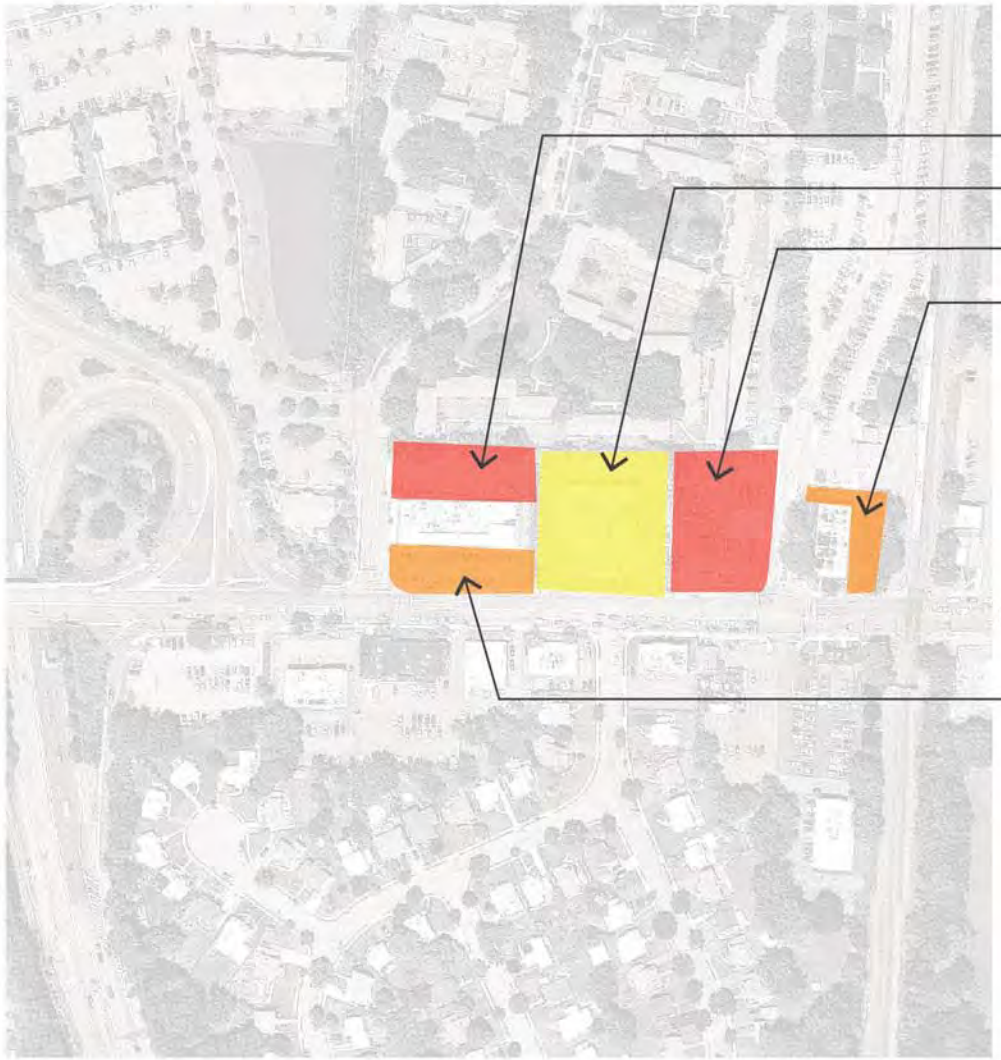
NORTH WEST QUADRANT

LOCATION

FAIR LAWN AVE

TimHaahs

NORTH WEST QUADRANT



FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
FAIR LAWN STRIP MALL (BACK)	20	12:00 PM - 1:00 PM	21	105%
FAIR LAWN MEDICAL ARTS	64	12:00 PM - 1:00 PM	32	50%
GULF GAS STATION/ MECHANIC	65	9:00 AM - 4:00 PM	65	100%
FAIR LAWN PRIMARY CARE	11	1:00 PM - 2:00 PM	6	55%
FAIR LAWN STRIP MALL (FRONT)	26	12:00 PM - 1:00 PM	19	73%

76-100%
51-75%
26-50%
0-25%

TimHaahs

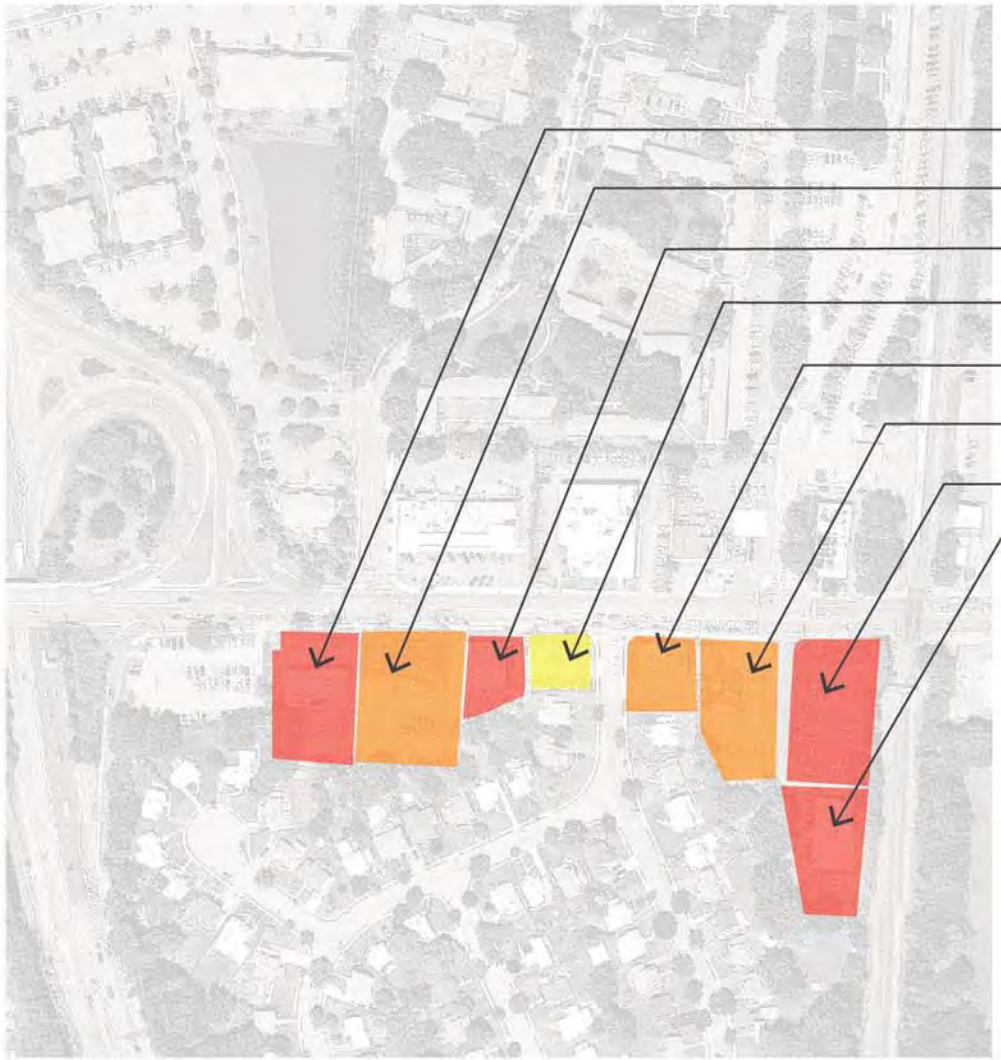
SOUTH WEST QUADRANT

LOCATION

FAIR LAWN AVE

TimHaahs

SOUTH WEST QUADRANT



FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
VISION AND TRAINING CTR.	37	3:00 PM - 4:00 PM	31	84%
FAIR LAWN DITC	46	1:00 PM - 2:00 PM	29	63%
FAIR LAWN MRI	15	1:00 PM - 2:00 PM	14	93%
VALLEY MEDICAL GROUP	15	1:00 PM - 2:00 PM	5	33%
BRIDGE FINANCIAL EXCLUSIVE REALTY	18	9:00 AM - 2:00 PM	11	61%
FAIR LAWN DINER	47	12:00 PM - 1:00 PM	28	60%
FAIR LAWN PEDRIATICARE	33	1:00 PM - 2:00 PM	27	82%
FAIR LAWN VALLEY NATIONAL BANK	46	4:00 PM - 5:00 PM	40	71%

76-100%
51-75%
26-50%
0-25%

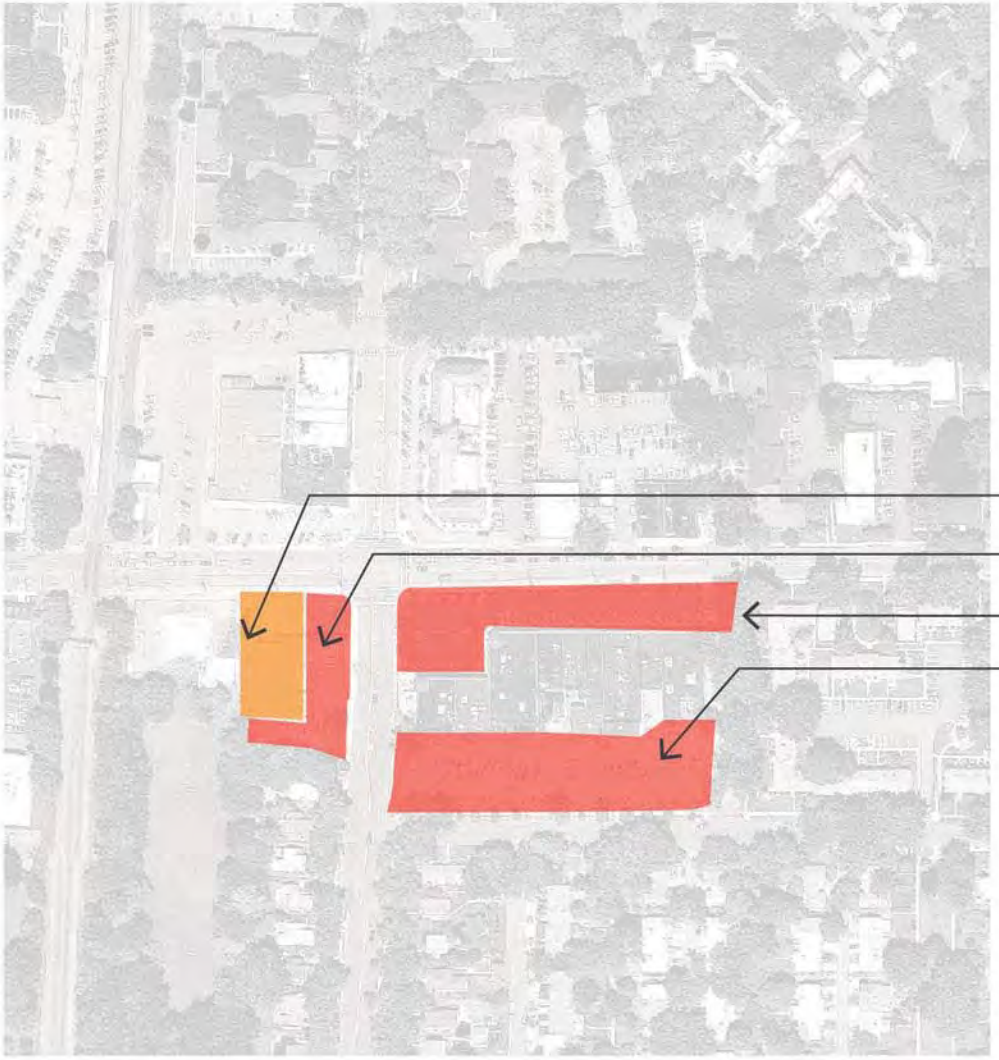
TimHaahs

SOUTH EAST QUADRANT

LOCATION

TimHaahs

SOUTH EAST QUADRANT



FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
DUNKIN DONUTS	14	4:00 PM - 5:00 PM	10	71%
HERTZ / MECHANIC/ GAS STATION	17	1:00 PM - 2:00 PM	17	100%
PANERA FRONT	79	1:00 PM - 2:00 PM	69	87%
PANERA BACK	118	1:00 PM - 2:00 PM	105	89%

AREA IN DETAIL

76-100%
51-75%
26-50%
0-25%

TimHaahs

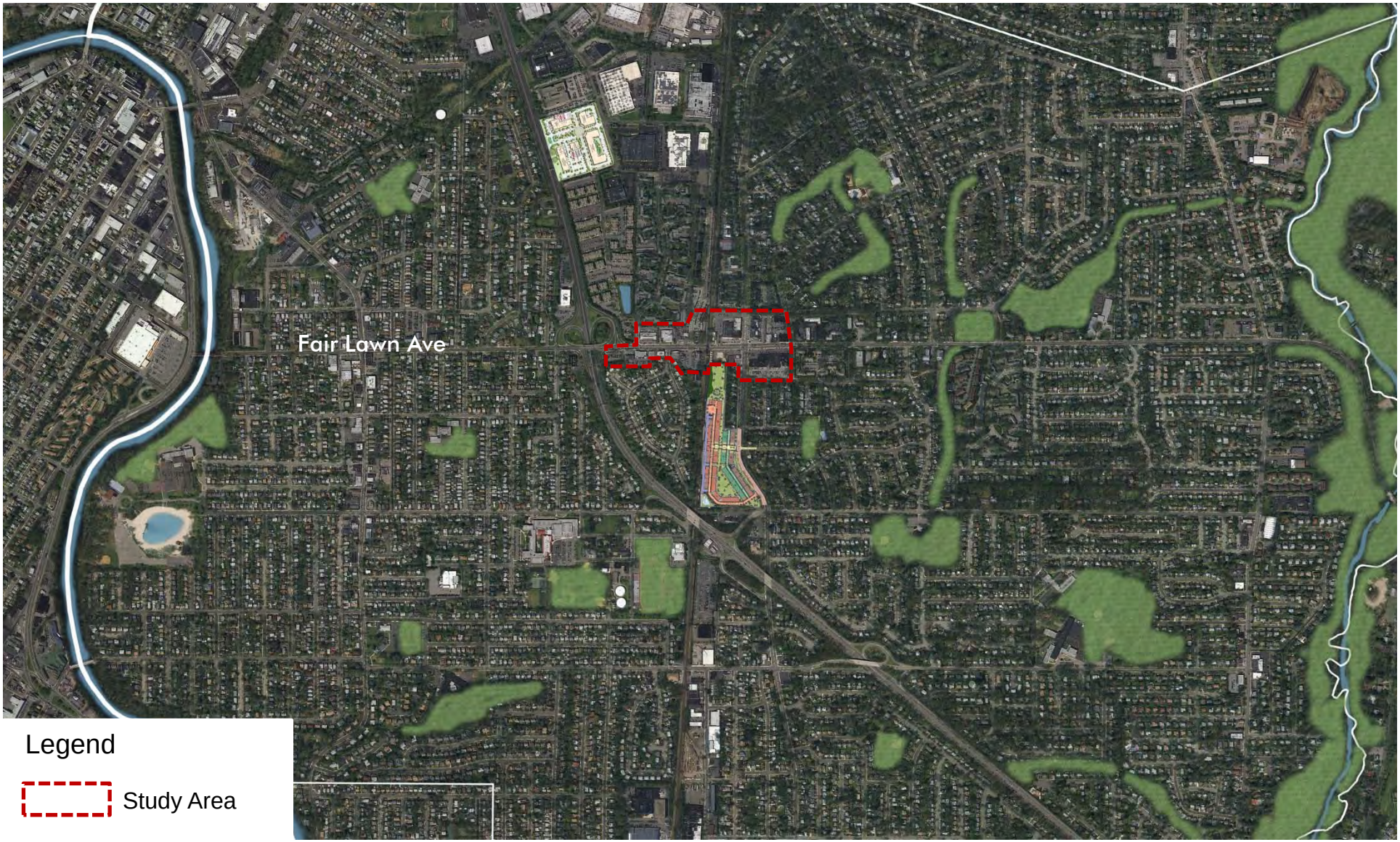
A Town For The Motor Age

"American cities were certainly not places of security in the twenties. The automobile was a disrupting menace to city life in the United States…..with blocked traffic, honking horns, noxious gases, parked cars, hard grey roads….. it was in answer to such conditions that the Radburn plan was evolved."

C.S. Stein, *Towards New Towns for America*

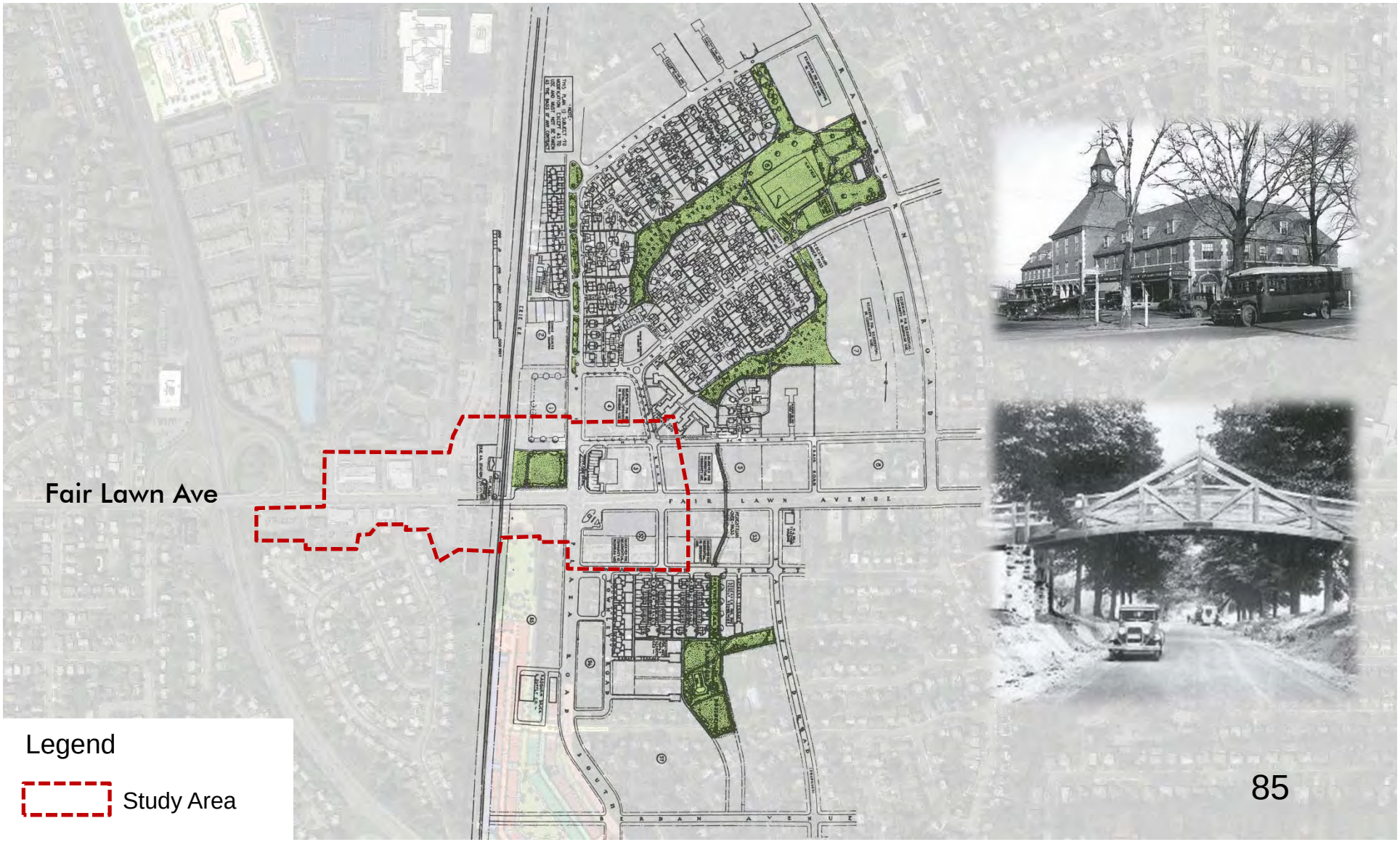
A Town For The Motor Age

Study Area with Recent/Future Development

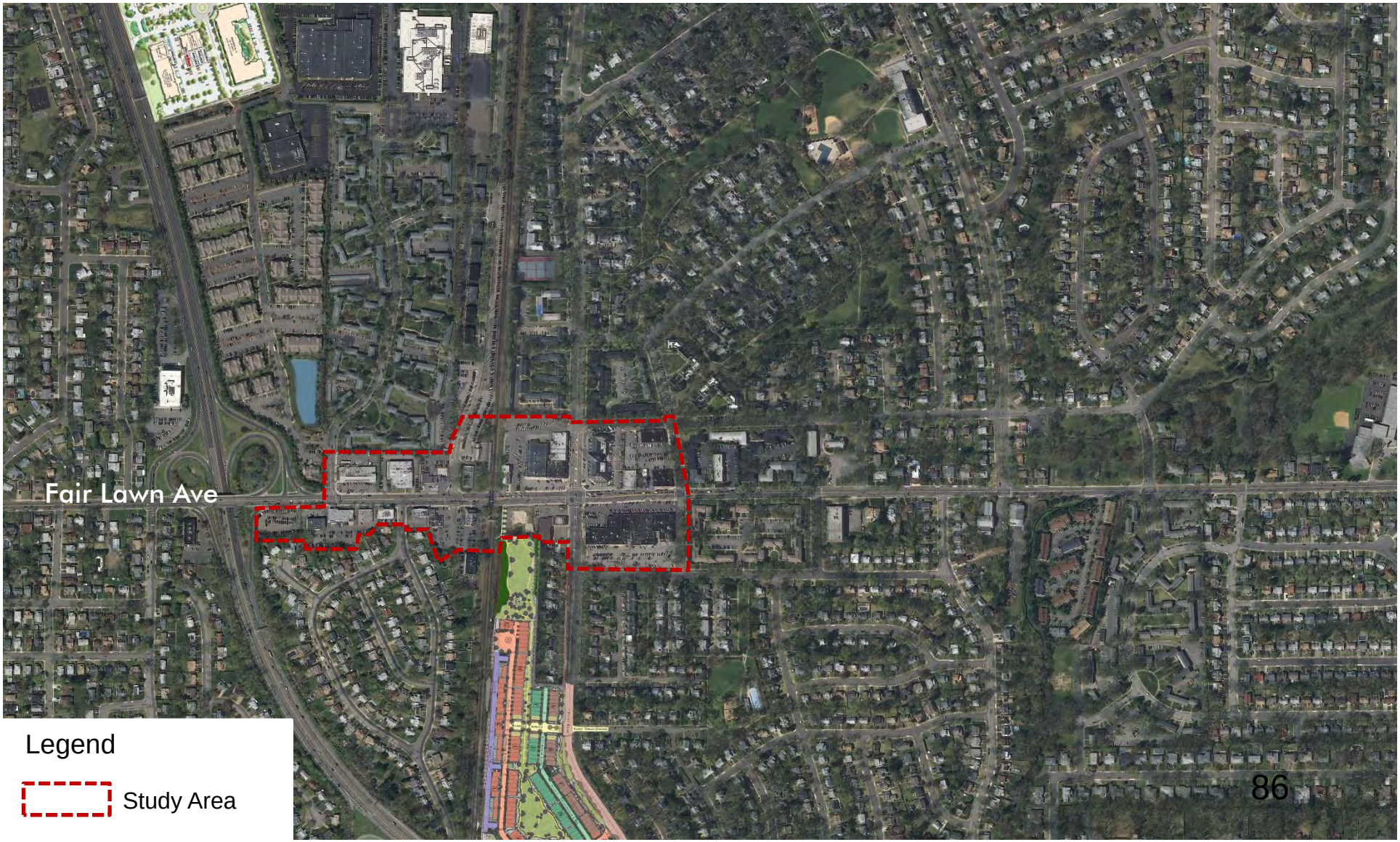


Study Area within Context of Original Radburn Plan

Study Area within Context of Original Radburn Plan



Study Area with Recent/Future Development

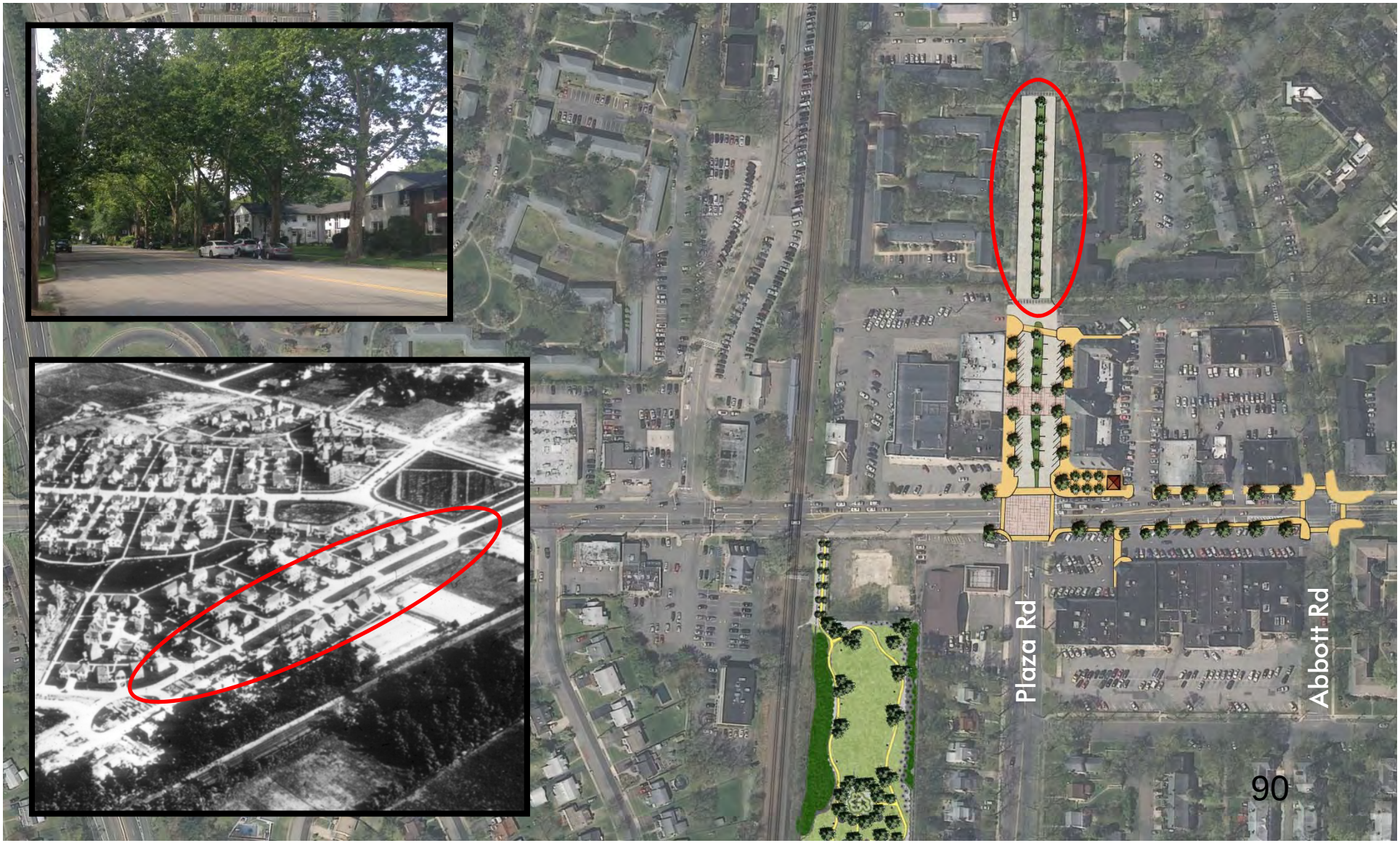


Existing Conditions and Future Development

Planned Streetscape Improvement – Abbott Rd Bump-outs

Preliminary Concepts – Extend Streetscape Improvements

Preliminary Concepts – Reintroduce the Plaza Road boulevard



Preliminary Concepts – Put the "plaza" in Plaza Road

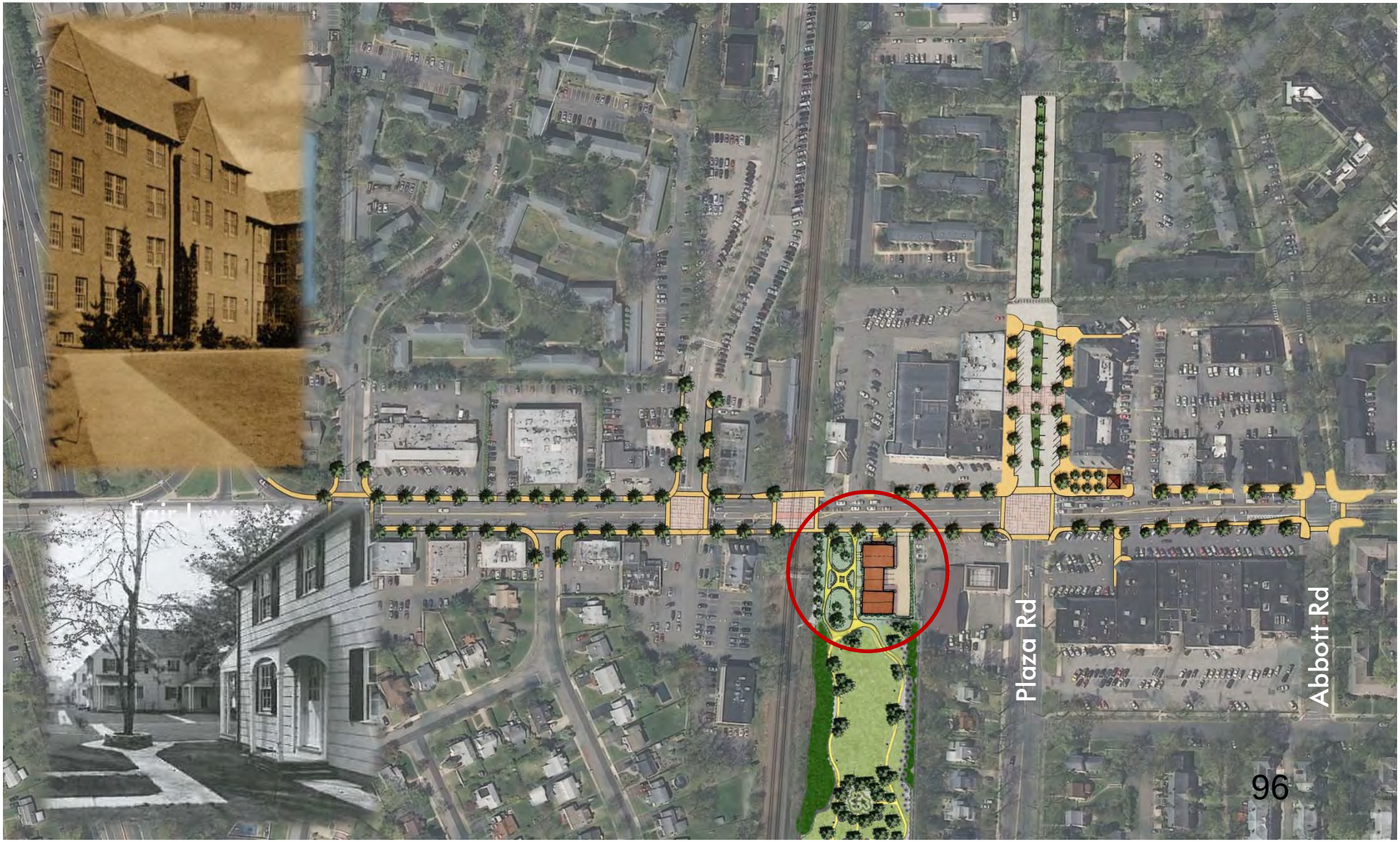
Preliminary Concepts – Extend Streetscape Improvements
Improve Pedestrian Safety

Preliminary Concepts – Bus Shelters

Preliminary Concepts – Fill in the Gaps

Preliminary Concepts – Fill in the Gaps
Alternative 1 – Farmer's Market / Kiss-and-Ride

Preliminary Concepts – Filling in the Gaps
Alternative 2 – Attached Live/Work Units on Public Green



Alternative 1

Alternative 2

Preliminary Concepts – Major Opportunity Site

FAIR LAWN AVENUE CORRIDOR VISION PLAN

SAVE THE DATE! SEPTEMBER 29, 2015

OPEN HOUSE
for
COMMUNITY INPUT

TUESDAY, SEPTEMBER 29, 2015

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 Abbott 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.

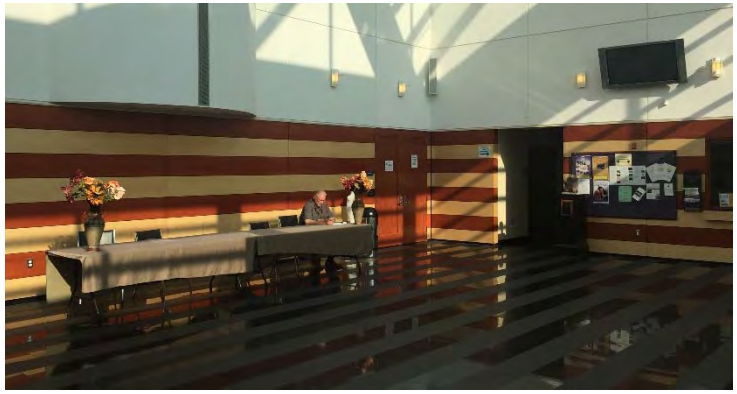
How can the Corridor be revitalized to act as a catalyst for reinvestment?

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

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

Open House
Public Workshop Format & Materials

Fair Lawn Community Center
September 29, 2015



Open House Public Workshop Format

Station 1 – Meet & Greet

(located near the entry in the lobby – staffed by FLEDC, County and NJ TRANSIT)

- Sign-in and station overview
- Receive/Collect Comment Cards

Station 2 – Dot-mocracy

(boards located on wall next to Station 1 – staffed by FLEDC, County and NJ TRANSIT from Station 1)

- Placement of LIVE / WORK dots
- Placement of PLACES THEY LIKE MOST / LEAST dots

Station 3 – Fair Lawn Avenue Corridor Vision Presentation

(located in theater and presented by LRK)

- Outline of project area, goals, findings, research, survey, conditions, improvements
- Groups of 25 – 50 people beginning every 30 – 40 minutes

Radburn Open House Public Workshop Format

Station 4 – Existing Conditions & Potential Concepts

(located on grouped tabletops in lobby and staffed by LRK)

- Identify Opportunities & Challenges
- Identify Potential Improvements, Public Space and Redevelopment concepts
- Post-it / flip-chart comment opportunities

Station 5 – Circulation and Parking

(located in large banquet room – staffed by VHB and Haas along with Borough and County Engineers, Fair Lawn Police Public Safety Officer and NJ TRANSIT)

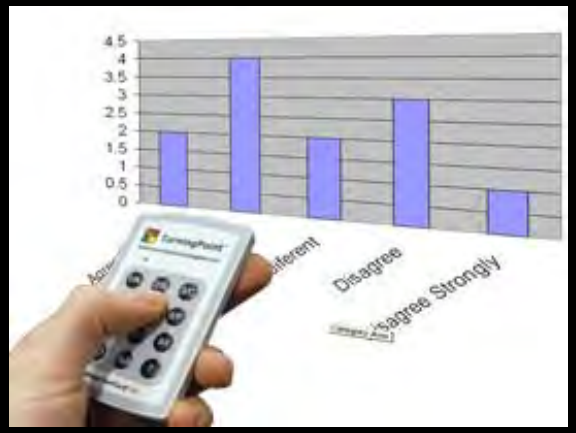
- Circulation & Parking display boards
- Post-it / flip-chart comment opportunities regarding circulation and parking

Station 6 – Demographic, Market & Economic Analysis

(located in card room – staffed by LOA & 4Ward)

- Displays and boards of research and findings
- Post-it / flip-chart comment opportunities regarding proposed uses, funding sources, etc.

Community Vision Survey



Vision Plan For Fair Lawn Avenue Corridor

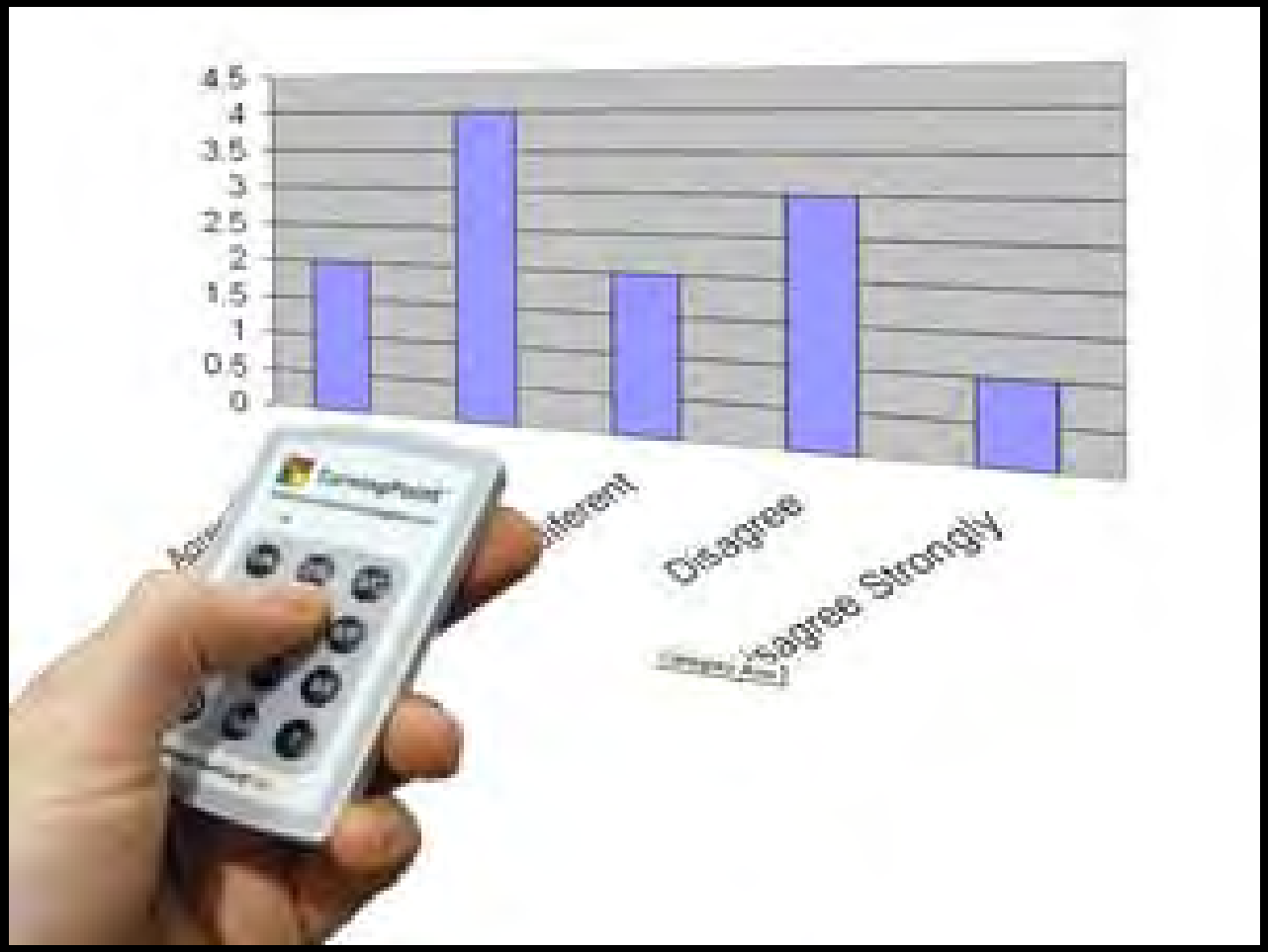
Fair Lawn, New Jersey

Which image is most appropriate for Fair Lawn Avenue?

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

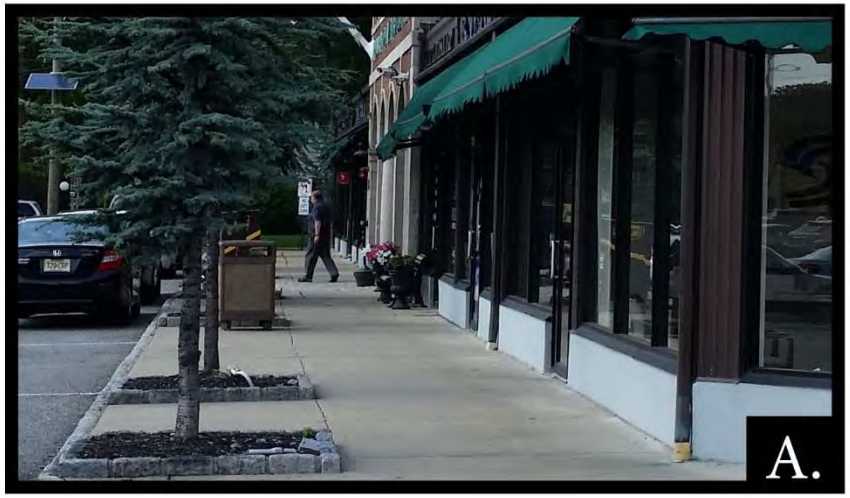
E. None of the choices

- Select the image you feel is most appropriate
- If no image is appropriate, select E for "None"
- There are no right or wrong answers



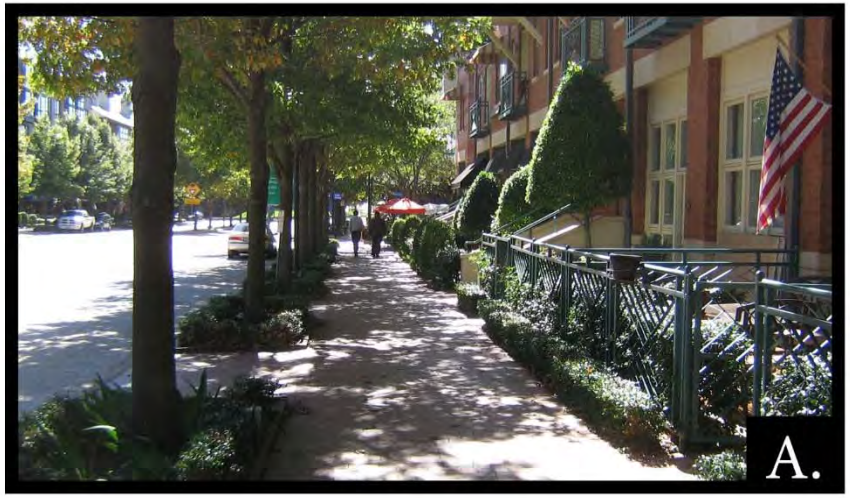
Fair Lawn Avenue Today

Streetscape



E. None of the choices

Streetscape



E. None of the choices

What should new infill / redevelopment look like?

Appropriate Architectural Character

E. None of the choices

Framing a Public Space

Framing a Public Space

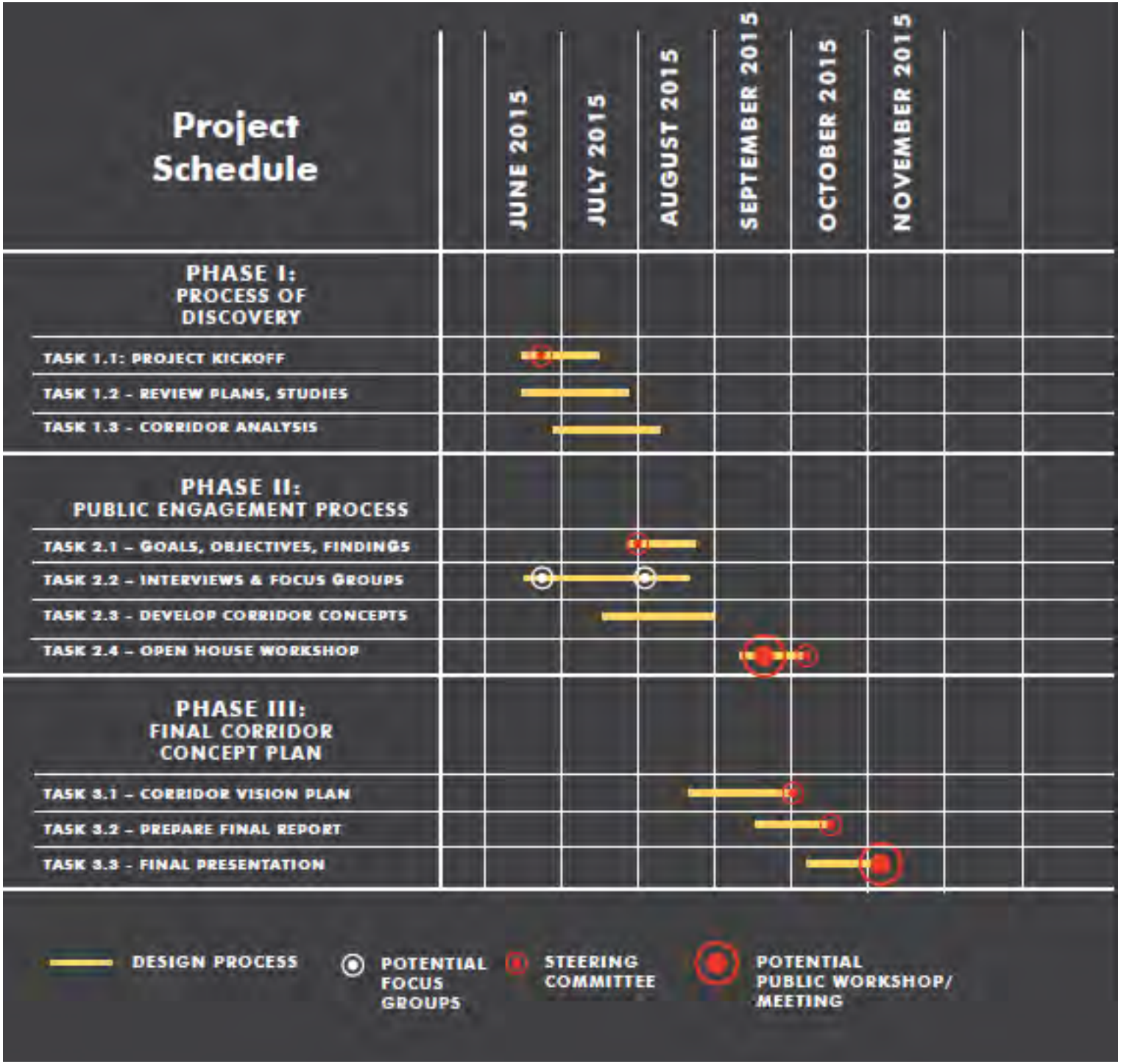
E. None of the choices

Public Space Opportunities

E. None of the choices

"City Planning is the act of providing a more adequate physical expression for the composite ideals of groups of people thrown together by social and economic forces in our communities…..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*


Project Schedule
JUNE 2015
JULY 2015
AUGUST 2015
SEPTEMBER 2015
OCTOBER 2015
NOVEMBER 2015
PHASE I: PROCESS OF DISCOVERY
TASK 1.1: PROJECT KICKOFF
TASK 1.2 – REVIEW PLANS, STUDIES
TASK 1.3 – CORRIDOR ANALYSIS
PHASE II: PUBLIC ENGAGEMENT PROCESS
TASK 2.1 – GOALS, OBJECTIVES, FINDINGS
TASK 2.2 – INTERVIEWS & FOCUS GROUPS
TASK 2.3 – DEVELOP CORRIDOR CONCEPTS
TASK 2.4 – OPEN HOUSE WORKSHOP
PHASE III: FINAL CORRIDOR CONCEPT PLAN
TASK 3.1 – CORRIDOR VISION PLAN
TASK 3.2 – PREPARE FINAL REPORT
TASK 3.3 – FINAL PRESENTATION
DESIGN PROCESS
POTENTIAL FOCUS GROUPS
STEERING COMMITTEE
POTENTIAL PUBLIC WORKSHOP/ MEETING

Steering Committee Dates

- Open House Workshop
  - September 29, 2015

- Steering Committee Meeting #4
  Mid October

- Steering Committee Meeting #5/Final Presentation
  November

FAIR LAWN AVENUE CORRIDOR VISION PLAN

Final Presentation - January 12, 2016

Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT.

Project Partners

Borough of Fair Lawn

Bergen County Economic Development Corporation

Fair Lawn Economic Development Corporation

NJ TRANSIT

Consultant Team & Roles

LRK – Project Lead, Planning/Urban Design, Outreach & Visioning

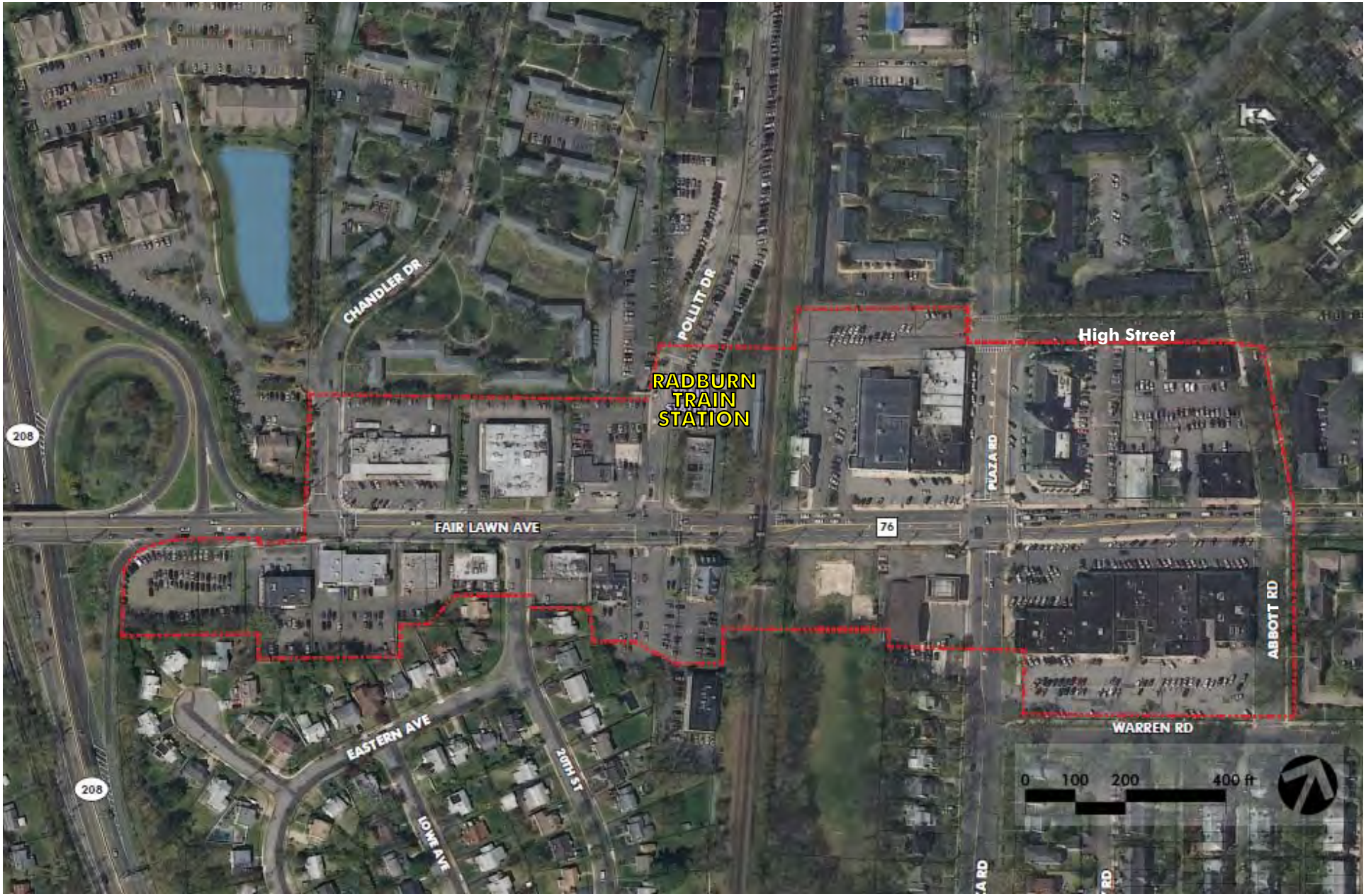
4ward Planning – Real Estate Analysis

Larissa Ortiz Associates – Local Retail Market Analysis

Timothy Haahs & Associates – Parking Analysis

Vanessa Hangen Brustlin (VHB) – Transportation Analysis

Study Area


CHANDLER DR
POLLITT DR
RADBURN
TRAIN
STATION
High Street
208
FAIR LAWN AVE
76
PLAZA RD
ABBOTT RD
WARREN RD
EASTERN AVE
20TH ST
LOWE AVE
208
0 100 200 400 ft

Area of Influence

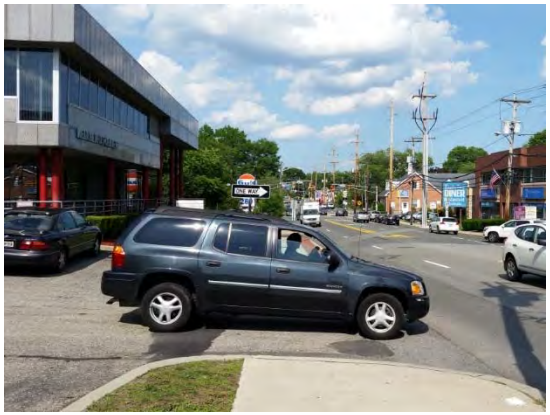
Fair Lawn Avenue Corridor
Vision Plan Goals

- Improve pedestrian safety, vehicular movement and parking along the Fair Lawn Avenue Corridor.

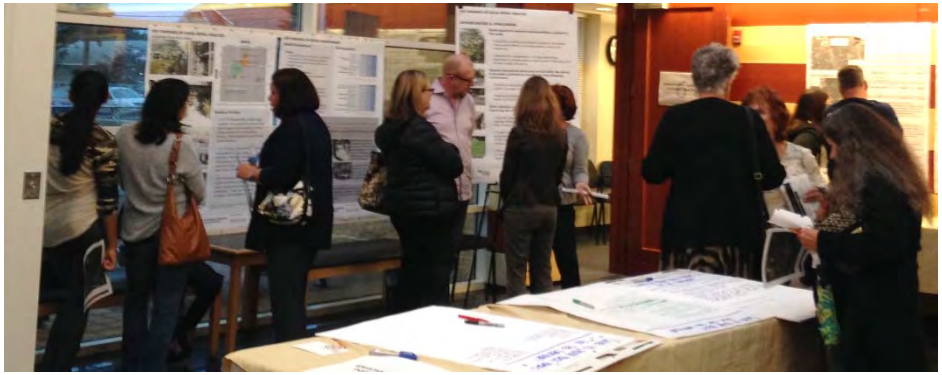
- Revitalize the Fair Lawn Avenue Corridor to act as a catalyst for reinvestment in underutilized properties.

- Reposition the Fair Lawn Avenue Corridor to become a more vibrant destination for retail, restaurants and other businesses.

Existing Conditions



Public Engagement - Open House Workshop



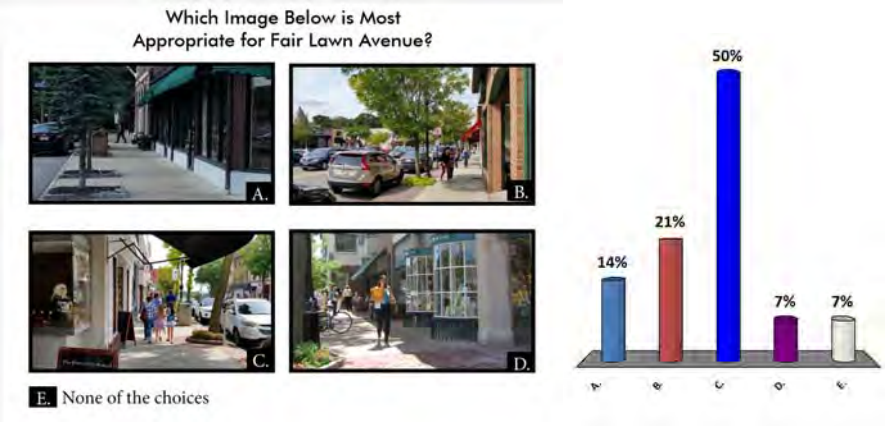
Participants identified:

- *Places they liked "Most" (green dots)*
- *Places they liked "Least" (red dots)*
- *Pedestrian "Hot Spots" (yellow dots)*
- *Traffic "Hot Spots" (orange dots)*

Participants discussed their "best ideas," concerns, and vision for the Corridor.

Community Vision Survey

- Sets of images shown by topic
- Select images participants felt were "most appropriate"
- Option given to select "None of the choices"



Which Public Space Image Below is Most Appropriate for Fair Lawn Avenue?

E. None of the choices

Which Public Space Image Below is Most Appropriate for Fair Lawn Avenue?

E. None of the choices

Most Preferred - Appropriate Public Spaces

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

Which Architectural Character Image Below is Most Appropriate for Fair Lawn Avenue?

E. None of the choices

Which Architectural Character Image Below is Most Appropriate for Fair Lawn Avenue?

E. None of the choices

Most Preferred – Architectural Character

Plaza Building

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

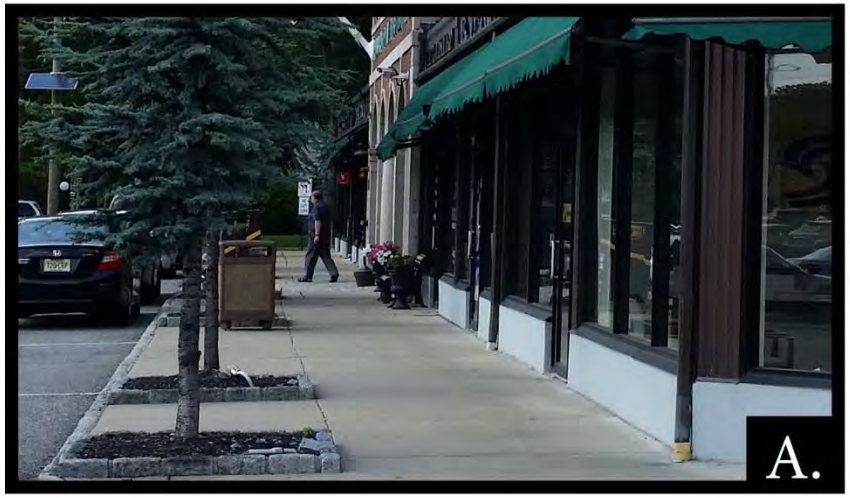
Which Streetscape Image Below is Most Appropriate for Fair Lawn Avenue?

E. None of the choices

Which Streetscape Image Below is Most Appropriate for Fair Lawn Avenue?

E. None of the choices

Which Streetscape Image Below is Most Appropriate for Fair Lawn Avenue?

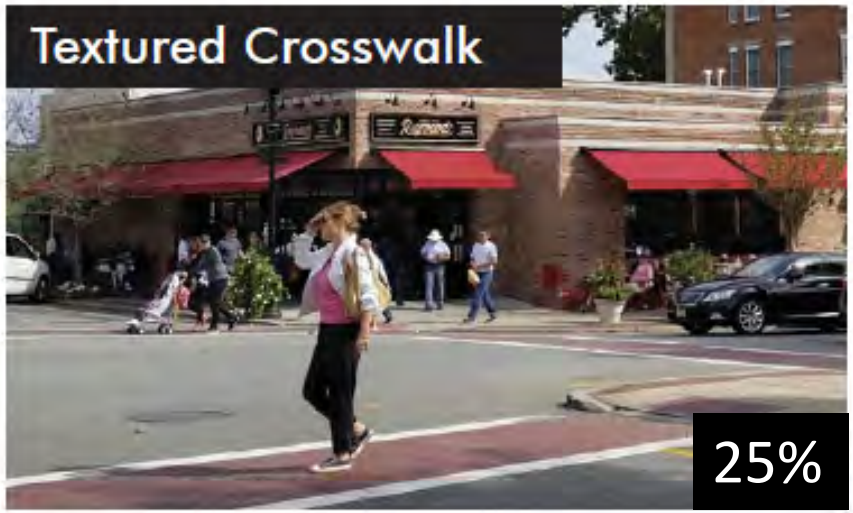


E. None of the choices

Most Preferred - Appropriate Streetscapes

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

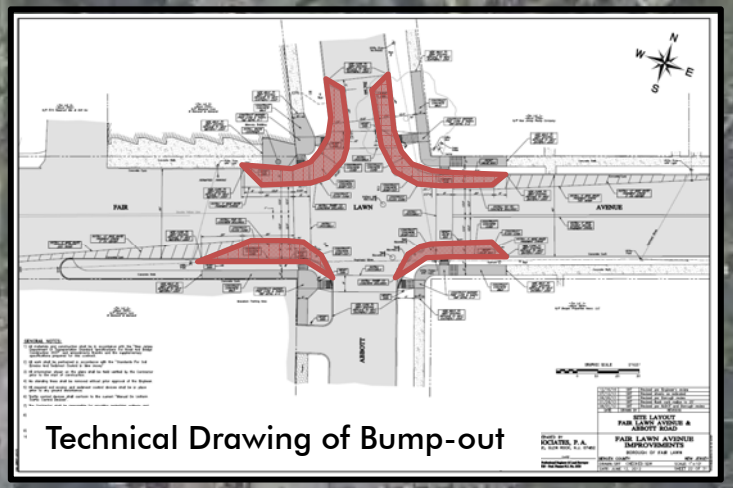
Most Preferred - Appropriate Intersections



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

Planned Streetscape Improvement – Abbott Road Bump-out

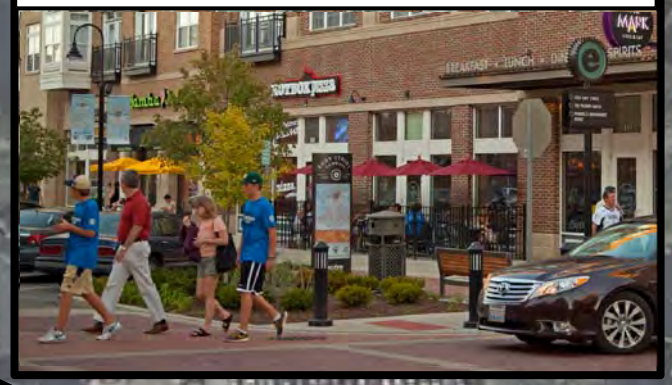
Fair Lawn Avenue & Abbott Road


Technical Drawing of Bump-out

Fair Lawn Avenue & Abbott Road

Extend Streetscape Improvements

Textured Intersection



Plaza Building

Dutch House Tavern

Fair Lawn Avenue

CVS

Panera Bread

Plaza Rd

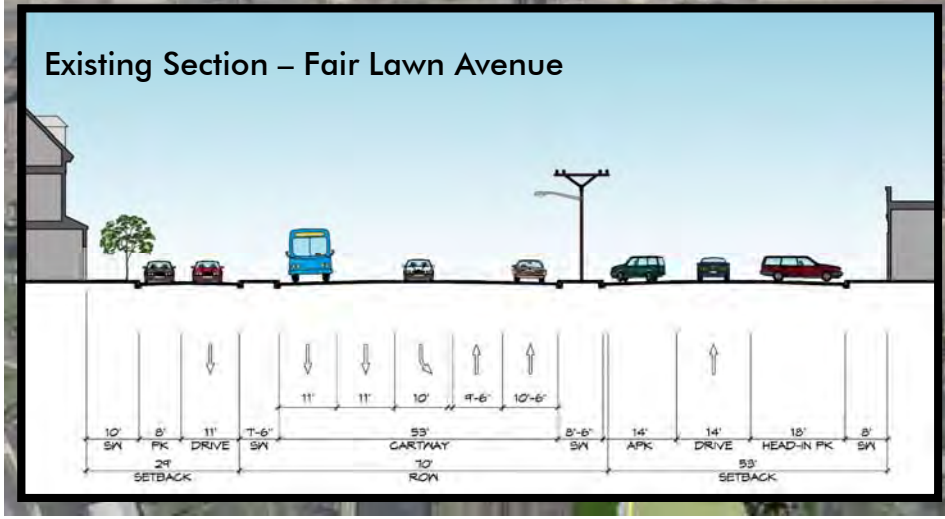
Abbott Rd

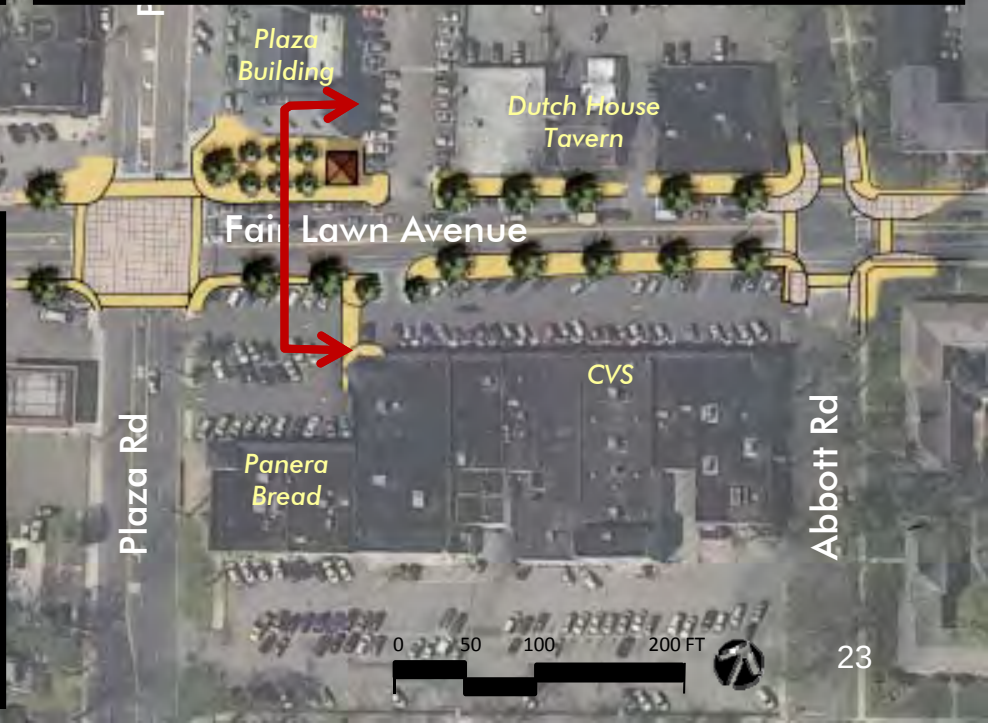
0 50 100 200 FT

Extend Streetscape Improvements

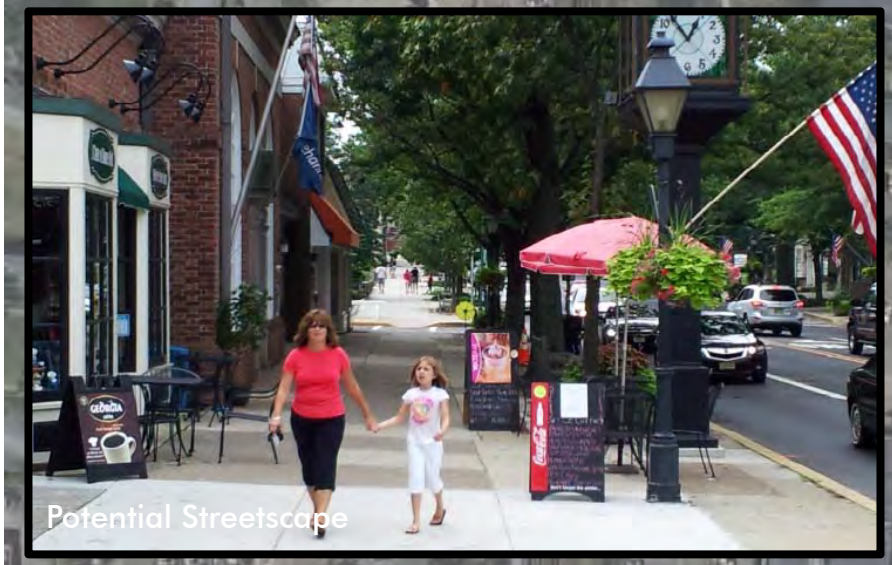
Existing Conditions – Near Plaza Building

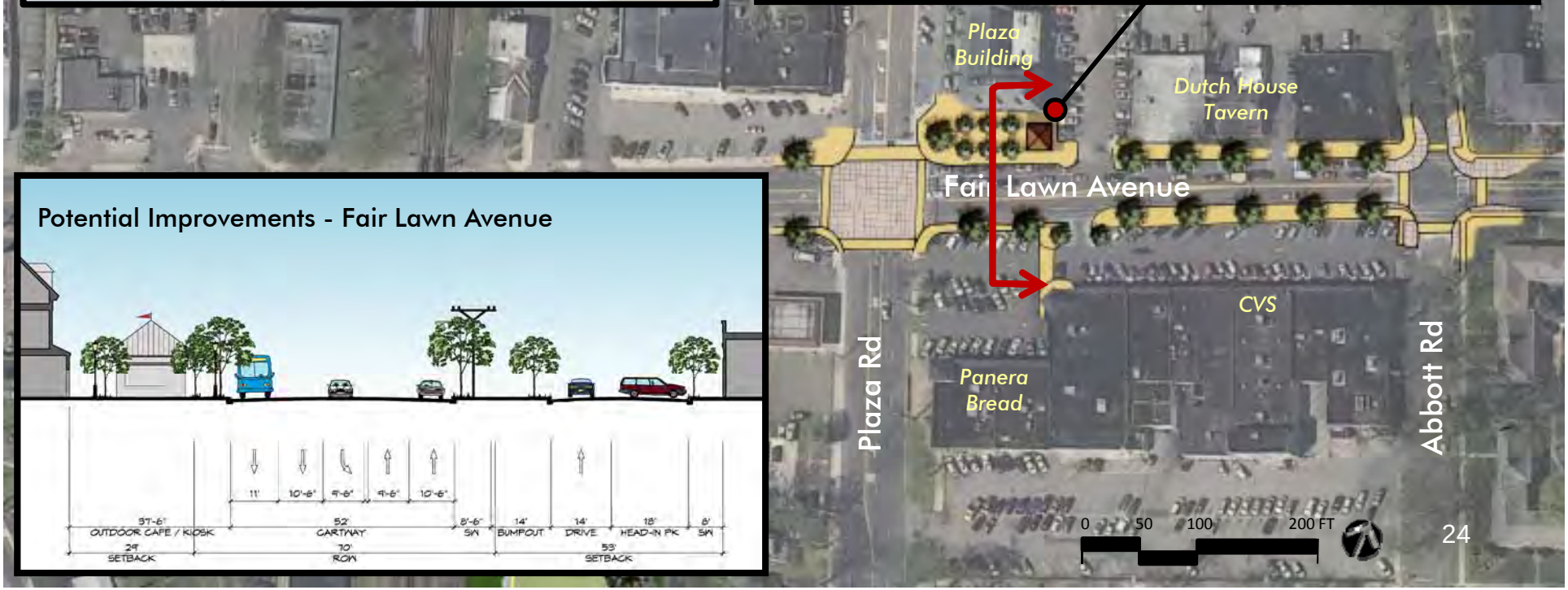
Existing Conditions – Near Panera Bread/CVS



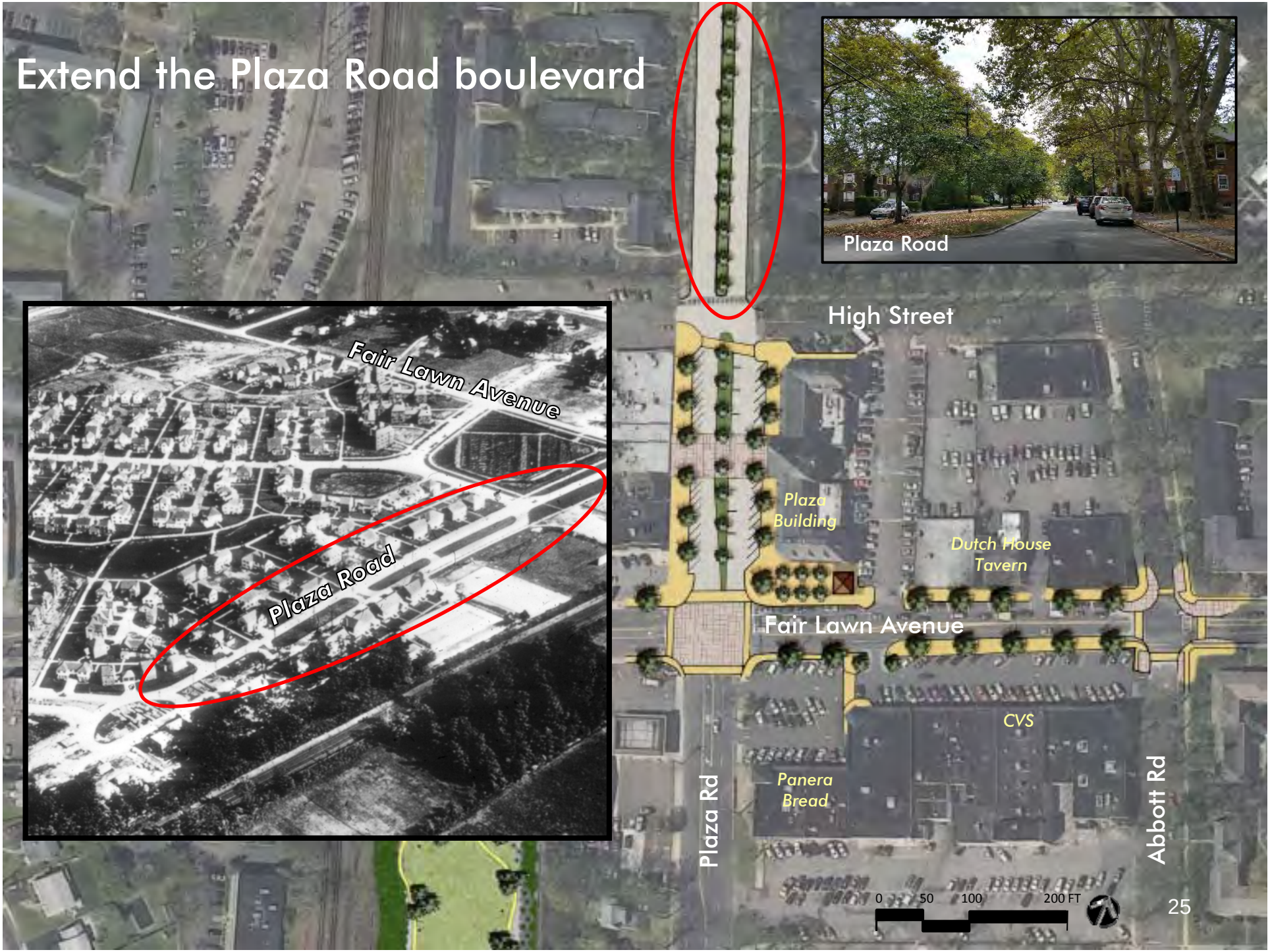


Encourage Public Gathering Spaces



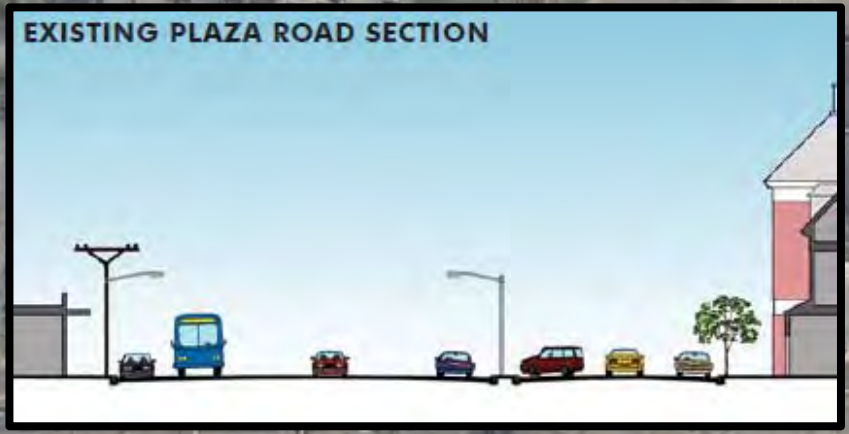


Extend the Plaza Road boulevard



Put the "plaza" in Plaza Road

Looking north along Plaza Road from Fair Lawn Avenue



Put the "plaza" in Plaza Road

Plaza Building

Dutch House Tavern

Fair Lawn Avenue

CVS

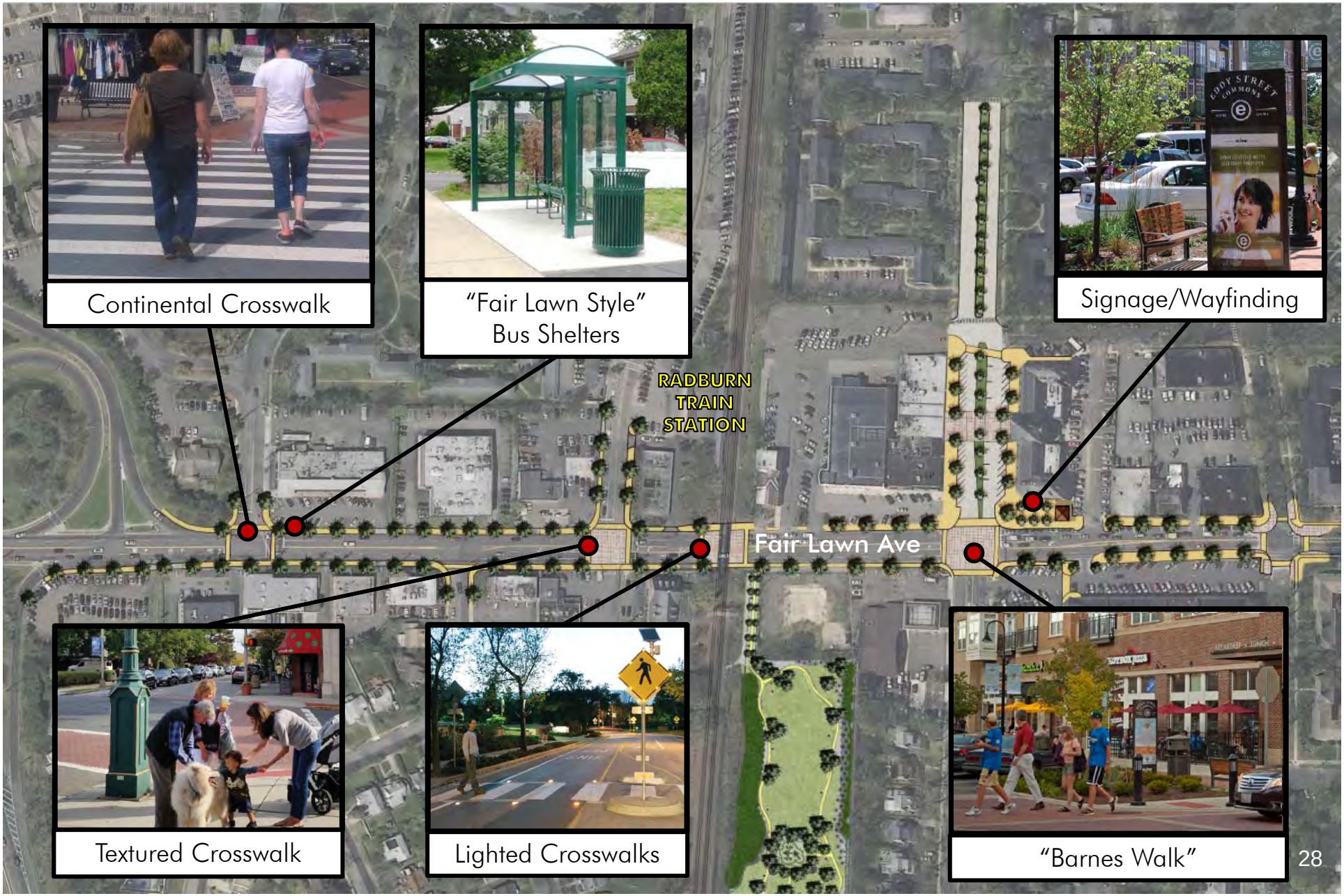
Panera Bread

Plaza Rd

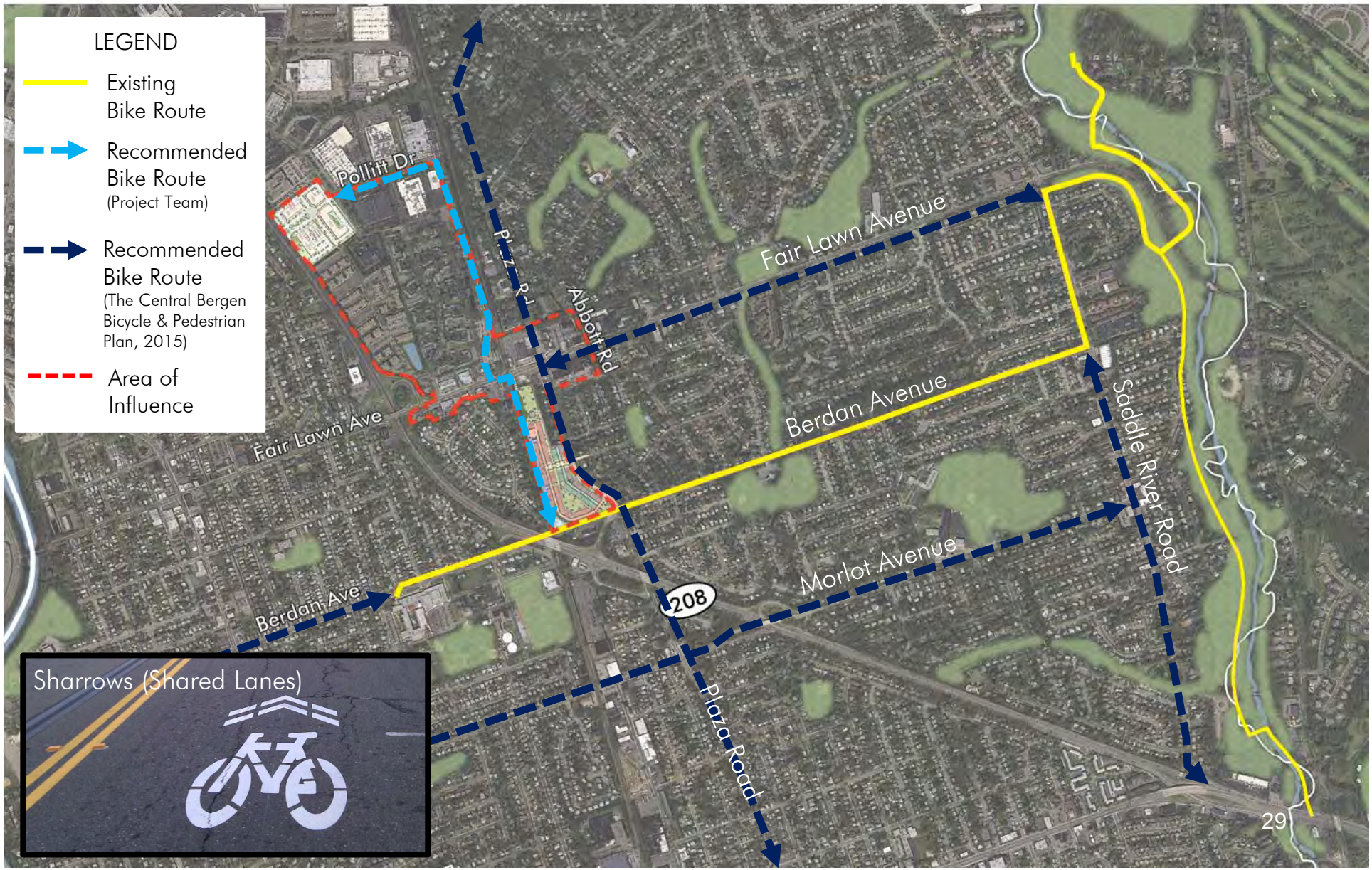
Abbott Rd

0 50 100 200 FT

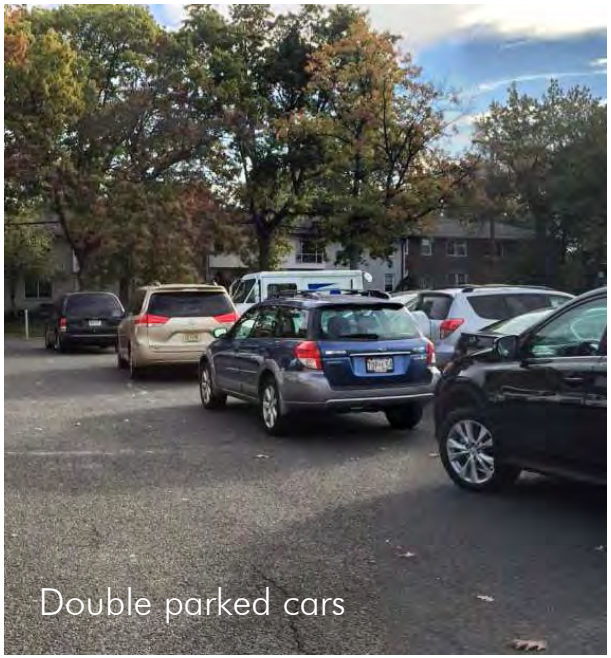
Pedestrian-Friendly Streetscape, Safety, & Wayfinding Improvements



Existing Bicycle Trails & Potential Extensions



Parking Management & Operations


Double parked cars

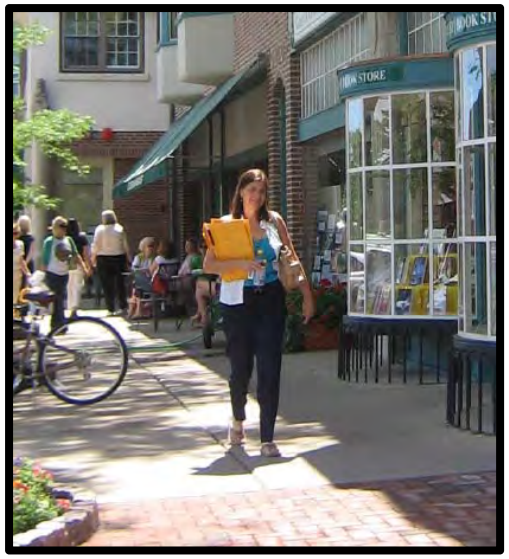
"Add on-street parking to slow traffic down."

-Workshop Participant

- Create an entity for parking administration and management
- Enforce commuter parking regulations
- Adjust price of parking permits
- Establish shared and/or cooperative parking
- Add on-street parking within the study area to the greatest extent possible

Economic Development – Retail & Services

Small garden/gift store



Pedestrian-friendly streets

Restaurant with outdoor seating

Improve connectivity & access:

- Improve pedestrian connectivity to promote "park once" shopping.
- Encourage access through alternative transportation modes.
- Strengthen retail offerings to better appeal to local customer base.

Suggested short-term retail:

- *Small garden supply, outdoor living or gift store*
- *Restaurants with outdoor seating*
- *Expand farmers market*
- *Sporting goods & hobby store*

Economic Revitalization – Mixed-Use Development for the Corridor

- Limited demand for localized office space.
- Capture some portion of the regional demand for multifamily housing near transit.
- Conduct a financial feasibility analysis and a fiscal impact analysis.

Opportunities for Infill & Improvements - Transit-Oriented Development

"…the act of providing a more adequate physical expression… 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 Plaza Building)

Implementation Agenda

	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, pedex & bike study	●		
Enhance painted pavement markings		●	
Implement intersection improvements		●	
Install "Fair Lawn Style" NJ TRANSIT bus shelters		●	
Utilize police in crosswalks/pedestrian decoy program	●		
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		●	
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 Development			
Establish Radburn Business District (RBD) Committee	●		
Strengthen retail tenant mix		●	
Perform fiscal impact and feasability studies		●	
Capture portion of demand for mixed-use development near transit			●
Establish zoning that promotes appropriate infill oportunities	●		

MEETING AGENDA

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	Phone Conference
DATE	June 4, 2015 , 11:00AM

1. Introduce Project Team
2. Project Overview & Goals
3. Study Area
4. Steering Committee and Local Partnering
5. Planning Process
    a. Phase I: Process of Discovery
    b. Phase II: Public Engagement Process
    c. Phase III: Final Vision Plan

INTERNAL TEAM MEETING AGENDA

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	Phone Conference
DATE	June 12, 2015 , 9:00AM

1. Review Revised Draft Schedule with Team

2. Open House & Stakeholder Focus Groups

   Fair Lawn Community Center, June 22, 2015

   - 2-3pm, Steering Committee
   - 3-5pm, Walk & Talk Tour
   - 5-7pm, Stakeholder Focus Groups

3. Questions for Stakeholder Focus Groups

   - NJ Transit and Fair Lawn EDC will review questions before the event

PROJECT KICKOFF MEETING

RE	**Fair Lawn Avenue Corridor Vision Plan** Fair Lawn, New Jersey
LOCATION	The Fair Lawn Community Center - George Frey Center for Arts and Recreation Teen Room
DATE	June 22, 2015 , 2-3PM

1. Welcome and Introductions
2. Project Team Introduction & Background
3. Review of Project Goals & Focus Area Boundary
4. Review Timetable and Schedule of Project
5. Stakeholder Focus Groups & Dot-mocracy Exercise
    - Session 1 (5 -6:30pm)
    - Session 2 (7-8:30pm)
6. Next Steps
    - Information needs
    - Other Stakeholders to engage
7. Optional Walk-n-Talk Tour with Project Team – (3-5PM)

FAIR LAWN AVE CORRIDOR VISION PLAN:
Steering Committee Meeting

SIGN-IN FOR STAKEHOLDER FOCUS GROUPS

MONDAY—JUNE 22, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
Matt Leshetz	Landmark Companies	matt@landmarkcompanies.net	☐	☒	☐	☒	☐
Stu Herrmann	FL EDC		☑	☐	☐	☑	☐
Lou Weiss	FLEDC	lweiss@wfm-project.com	☑	☐	☐	☐	☑
Tod Christianson	FLEDC	TAC@Thehuntergroup.com	☑	☐	☐	☑	☐
Allen Weitzman	FLEDC	aweitzman@studio5p.com	☑	☐	☐	☐	☑
John Cosgrove	MAYOR of FL	MAYOR@FAIRLAWN.ORG	☑	☐	☐	☑	☐
Juan Ramos	Tim Haahs	JRAMOS@TIMHAAHS.COM	☐	☐	☒	☐	☒
JOEL SCHWARTZ	LANDMARK	SCHWARTZ@LANDMARKCOMPANIES.net	☐	☐	☒	☐	☒
Jim Constantine	LRK		☐	☐	☐	☐	☐
Mallory Clark	LRK		☐	☐	☐	☐	☐
Mike Yaffe	LRK		☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
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			☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐

SPONSORED BY : Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit

FAIR LAWN AVE CORRIDOR VISION PLAN:
Steering Committee Meeting

SIGN-IN FOR STEERING COMMITTEE MEETING

MONDAY—JUNE 22, 2015 Sheet_____ of_____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
Maggie Peters	BCEDC	mpeters@co.bergen		X			X
STU HERRMANN	EDC		X			X	
Simone Gore	NJT	sgore@njtransit.com			X		
Vivian Baker	NJT	vebaker@njtransit.com			X		
Steve Kiel	FLEDC	smkiele@silverpoint pg.com	X				X
Lou Weiss	FLEDC	lweiss@wfm-project.com	✓				✓
Todd Helmer	Tim Hallis	thelmer@timhallis.			✓		✓
Larisa Ortiz	LOA	lortiz@larisaortizassociates.com			✓		✓
PATRICIA VOLTOLINI	LOA	PVOLTOLINI@LARISAORTIZASSOCIATES.COM			✓		✓
Jim Constantine	LRK						
Mallory Clark	LRK						
Mike Yaffe	LRK						
TODD Poole	4WARD						

SPONSORED BY : Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit

FAIR LAWN AVE CORRIDOR VISION PLAN:
Steering Committee Meeting

SIGN-IN FOR STAKEHOLDER FOCUS GROUPS

MONDAY—JUNE 22, 2015 Sheet ____ of ____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
Ken Weitzman	SSP	kweitzman@studiossp.com	☒	☐	☐	☐	☒
Bill Barell	BOTA	wb11290@optonline.net	☒	☐	☐	☒	☐
Mitch Palin	FL chamber of Com.	201-796-7050	☐	☒	☐	☒	☐
Rick Kellerman	Columbia Bank	201-796-5550	☐	☒	☐	☒	☐
Joe Tedeschi	NLBDE	JTFAIRLAWN@AOL	☑	☐	☐	☑	☐
Bob Piccola	Rail Yard	Bed@TheRailYard	☐	☐	☐	☐	☐
Bob Landzettel	Landzettel & Sons	JOVSON.CO	☐	☑	☐	☑	☐
FL EDC Board	River Road	landzettel@AOL.com	☐	☐	☐	☐	☐
Stu Herrmann	FLEDC		☑	☐	☐	☑	☐
Juan Ramos	Tim Haahs	JRAMOS@TIMHAAHS.COM	☐	☐	☒	☐	☒
Todd Helmer	Tim Haahs	THELMER@TIMHAAHS.COM	☐	☐	☒	☐	☒
Amy Hummerstone	EDC (FL)	AMY@VERDIGRIS ARCHITECTS.COM	☒	☐	☐	☒	☐
Jim Constantine	LRK		☐	☐	☐	☐	☐
Mallory Clark	LRK		☐	☐	☐	☐	☐
Mike Yaffe	LRK		☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
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STEERING COMMITTEE MINUTES

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	Fair Lawn Recreation Center
DATE	June 22, 2015 , 2:00PM

LRK

<u>Steering Committee:</u>

- Focus Area vs. Study Area
  - Study Area-
    - Entirety of the area the Boro, the County and NJT are looking at collaboratively
      - Includes LRK's Focus Area (properties and blocks fronting Fair Lawn Avenue between Route 206 and Abbott Road) and Promenade & Landmark Properties
    - Study Area Notes:
      - Multi-family between Pollit and Chandler has successful retail.
      - Field to the south of Fl. Avenue – 165 Units to be implemented
  - Focus Area –
    - Focus area within the Study Area may be differentiated depending upon the sub consultant specialty and the goals of analysis.
    - Focus Area for LRK is currently highlighted on the "Dot-mocracy" boards
      - Included properties and blocks fronting Fair Lawn Avenue between Route 206 and Abbott Road.
      - Parking Concerns have been added as a "blue" dot on the "Dot-mocracy" boards
- Lighting is an issue near the Train Station
  - Invite PSE&G as a stakeholder - Lou has a contact

Future Dates of Steering Committees

- Steering Committee # 2 & Focus Group:
  - Tentatively scheduled for either July 27th , July 29th, August 3rd, or August 5th
  - Confirmed for July 29th.

- Steering Committee #3 & Open House:
  - Scheduled for September 21st
  - Might be possible to televise the Open House if held in the Council Chamber

- Steering Committee #4
  - Tentatively scheduled for week of October 12th (3 weeks after open house)

Data Needs:

- Need site plan for landmark development
- Bump out/crosswalk improvement plan
- Previous studies & planning documents

Next Steps

- Background Research
- Further Public Engagement
  - Larisa Ortiz and Associates and TimHaahs will coordinate with Fair Lawn EDC and reach out and interview small businesses.

STEERING COMMITTEE MEETING

RE	Fair Lawn Avenue Corridor Vision Plan Fair Lawn, New Jersey
LOCATION	The Fair Lawn Community Center - George Frey Center for Arts and Recreation Teen Room
DATE	July 29, 2015 3-4:30PM

1. Welcome and Introductions (LRK)
2. Review of Project Goals & Study Area Boundary (LRK)
3. Background Material (LRK)
4. Regional socio-economic trends (4Ward)
5. Business Environment Analysis (LOA)
6. Susceptibility to Change Analysis (Steering Committee Input)
7. Review Timetable and Schedule of Project (LRK)
8. Next Steps
    - Meeting with County Engineer, Municipal Engineer and Traffic Safety Officer on August 3rd (LRK & VHB)
    - Continue Corridor Analysis
        - Traffic, Transit, and Pedestrian Infrastructure Analysis (VHB)
        - Parking Inventory (Tim Haahs)
        - Retail Leakage Analysis (LOA)
    - Preliminary Corridor Concepts (LRK)
    - Open House – September 21, 2015

FAIR LAWN AVE CORRIDOR VISION PLAN:
Steering Committee Meeting

SIGN-IN FOR STEERING COMMITTEE MEETING.

WEDNESDAY—JULY 29, 2015 Sheet_____ of_____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
MALLORY CLARK	LRK	MCLARK@LRK.COM					
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STU HERRMAN	EDC						
John Cosgrove	MAYOR	MAYOR@FAIRLAWN.ORG					
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Vivian Baker	NJ TRANSIT	vebaker@njtransit.com					
Amy Pivak	4ward	apivak@landuseimpacts.com					
JUAN RAMOS	TIM HAAHS & ASSOCIATES	JRAMOS@TIMHAAHS.COM					
Larisa Ortiz	LOA	lortiz@larisaortizassociates.com					
PATRICIA VOLTOLINI	LOA	PVOLTOLINI@LARISAORTIZASSOCIATES.COM					

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STEERING COMMITTE NOTES

RE **Fair Lawn Avenue Corridor Vision Plan**

Fair Lawn, New Jersey

LOCATION Fair Lawn Recreation Center

DATE July 29, 2015

LRK

Overview & Planning

- Going forward the Study Area will be the boundary as we have described previously as the Focus Area, which is the smaller of the two boundaries we have examined.
- The larger boundary will be the "Area of Influence" which includes businesses & residential developments that have anticipated impact factors to what happens on Fair Lawn Avenue. This is the larger of the two boundaries we have examined and includes the Landmark property and the Promenade.
    - Pedestrian, Bicycle and vehicular connectivity within the area of influence and study area will be important to understand.
- Proposed Bicycle Route in Master Plan is implemented with street improvements.
    - Bicycle Study is on FTP
- Historic District Map
    - Show on two separate maps for the different boundaries.
        - Boundary is derived from the original plan of Radburn
        - Plaza, Verizon, Dutch house = historic properties
        - Opportunity for branding of the district as a whole

Regional Economic Trends

- Generally flat population growth projections
- Growth in Baby Boomers & young workforce/Post Grad is surprising

- Low vacancy rates
- High median income

Local Economic Trends & Business Environmental

- Looked at overall retail district, physical conditions, business conditions, environmental conditions, as "convenience trade area"
- Fair Lawn Ave Corridor probably wouldn't pull from 5 minute drive due to Paramus shopping amenities
- Fair Lawn Ave = 2,400 traffic count in a day
- 2nd Busiest station on Bergen Line
- There is a need for mid-block crossings and better pedestrian connectivity along the corridor.
- Additional bike racks/ lockers needed at station
- Competing parking needs (shoppers vs. commuters)
    - Co-op Parking possibilities?
- Corridor can be divided into a medical oriented district and convenience oriented retail district
- Possible draw for wellness-oriented business
- Broadway & River Road districts have done a good job with aesthetics
- Commercial owners concerned with tax increases related to making improvements
- Need tenants & landlords to sit down together

Susceptibility to Change:

- Doctor's office next to train station is proposed to become a convenient store
- Post Office recently signed a 10-year lease
- Former drycleaners site across from train station and adjacent to the Landmark property is a contaminated site that has been remediated.
- Radburn Association will need to be involved with areas with the historic boundaries of Radburn
- Landlords and landowners of key buildings & sites may be open to exploring future reinvestment.

Next Meetings

Meeting with County and Borough Engineer and Borough Traffic Safety Officer Meeting:

- August 3rd at 3pm
- Location: Municipal Building

Steering Committee Meeting:

- Potentially for September 10th or 11th
- Location: Teen Room in Recreation Center
  (same as previous meetings)

Stakeholder Meetings (LRK, Fair Lawn EDC, & Mayor):

- Targeting the meetings between August 31 – September 3rd
- Location: Municipal Building
- Invite:
  - Radburn Association
  - Key Landlords
  - Key Tenants

Open House:

- September 21st
- Recreation Center

COUNTY & BOROUGH ENGINEERING MEETTING NOTES

RE Fair Lawn Avenue Corridor Vision Plan

Fair Lawn, New Jersey

LOCATION Municipal Building

DATE July 29, 2015

- Borough is planning expansions to on-street parking on Plaza Road south of Fair Lawn Avenue. Traffic Safety officer has a sketch (not present during the meeting) of proposed diagonal parking that will be presented to the Council in early September. Sketch concept of proposed parking is not public yet. However, the proposed parking changes will be public before the September 21st Open House.
- Borough is also seeking to expand the surface parking near the train station by removing trees along Pollitt Drive.
- The county is concerned about the idea of mid-block crossings because they would be within 400ft of an intersection.
- On-street diagonal parking on Fair Lawn Avenue is not advisable.
- County believes road diet on Fair Lawn Avenue would not be practical because of the volume of traffic.
    - Research & present case studies on how other communities have handled similar situations on their county roads.
    - Similar parallels when State roads become downtown main streets within communities.
- Borough and County staff are unaware of any proposed changes to the Rt. 208 intersection (State road).
- Borough Staff confirmed that the Bicycle Trail on Berdan Avenue in the Master Plan is existing with signage and improvements already in place.

COUNTY & MUNICIPAL ENGINEERS MEETING

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	Fair Lawn Borough Hall
DATE	August 3, 2015 , 3:00PM

1. Introduction
2. Project Goals and Study Area
3. Planned Improvements along the Fair Lawn Avenue Corridor
4. Mobility Challenges and Traffic & Safety Concerns
5. Preliminary Concept Sketches

FAIR LAWN AVE CORRIDOR VISION PLAN:
County & Municipal Engineers Meeting

SIGN-IN FOR COUNTY & MUNICIPAL ENGINEERS MEETING

MONDAY—AUGUST 3, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
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Nancy Dargis	BC Dept of P&E	ndargis@co.bergen.nj.us	☐	☐	☐	☐	☐
KEN GARRISON	FAIR LAWN ENG.	KGARRISON@FAIRLAWN.ORG	☐	☐	☐	☐	☐
Susan O'Donnell	VHB	sodonnell@vhb.com	☐	☐	☒	☐	☒
Brian Metzler	Fair Lawn PD	bmetzler@fairlawnpd.com	☐	☐	☒	☒	☐
Tim FRANCO	Fair Lawn PD Traffic	tfranco@fairlawnpd.com	☒	☐	☐	☒	☐
SIM VAN KRUININGEN	FAIR LAWN BORO	jvankruiningen@fairlawn.org	☒	☐	☐	☒	☐
NICK MAGARELLI	FAIR LAWN BORO	nmagarelli@fairlawn.org	☒	☐	☐	☒	☐
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STEERING COMMITTEE MEETING

RE	Fair Lawn Avenue Corridor Vision Plan Fair Lawn, New Jersey
LOCATION	The Fair Lawn Community Center - George Frey Center for Arts and Recreation Teen Room
DATE	September 10, 2015 2pm

1. Update on Stakeholder Meetings (FLEDC & LRK)
2. Fair Lawn Avenue Corridor Analysis (LOA, VHB, 4WD, & HAAS)
3. Review of Preliminary Corridor Concepts (LRK)
4. Review of Open House Format & Materials (LRK)
5. Next Steps
    - Open House – September 29, 2015 4-8:00pm

FAIR LAWN AVE CORRIDOR VISION PLAN:
Steering Committee Meeting

SIGN-IN FOR STEERING COMMITTEE MEETING

THURSDAY—SEPTEMBER 10, 2015 Sheet ____ of ____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
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VIVIAN BAKER	NJ TRANSIT	vbaker@njtransit.com			X		X
STEVE KIEL	FLEDC	smkiel@s.livergantpg.com	X				X
JUAN RAMOS	TIM HASHS	JRAMOS@TIMHASHS.COM			X		X
STU HERRMANN	FL EDC	STUHERRMANNCPA@AOL.COM	X			X	
JASIE A. COLEMAN	STUDIO 5	JCOLEMAN@STUDIO5P.COM	X				X
Simone GORE	NJTRANSIT	sgore@njtransit.com			X		X
Susan O'Donnell	VHB	sodonnell@vhb.com			X		X
Maggie Peters	BCEDC	mpeters@co.bergen.nj.us		X			X
Michael Yaffe	LRK						
Jim Constantine	LRK						

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FAIR LAWN AVE CORRIDOR VISION PLAN:

Steering Committee Meeting

SIGN-IN FOR STEERING COMMITTEE MEETING

DECEMBER 16, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County	
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Allen Weitzman	FLEDC	aweitzman@studio5pc.com	☒	☐	☐	☒	☐	
Sto Herrmann	FLEDC		☒	☐	☐	☒	☐	
John Cosgrove	Mayor of Fair Lawn	Mayor@FairLawn.org	☒	☐	☐	☒	☐	
Juan Ramos	Tim Haahs & Associates	jramos@timhaahs.com	☐	☐	☒	☐	☒	
Jim Constantine	LRK		☐	☐	☐	☐	☐	
Mike Yatke	LRK		☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	
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STEERING COMMITTEE MINUTES

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	Fair Lawn Recreation Center
DATE	September 10, 2015 , 2:00PM

LRK

Steering Committee:

Review of Sept. 2 Stakeholder meeting:

- Two stakeholders meeting were conducted on September 2 in a conference room at Fair Lawn Borough Hall. In attendance from the Steering Committee was Fair Lawn Mayor John Cosgrove, Steve Kiel from the Fair Lawn EDC and Stu Herrmann from the Fair Lawn EDC. Jim Constantine from LRK attended for the project team.

- The first stakeholder session was attended by board members of the Radburn Association, a representative of the Radburn Citizens Association and the owner of the Exxon Station located at the southwest corner of Plaza Road and Fair Lawn Avenue. Attendees were given colored dots to place on the Places They Like Most and Least in the Study Area. Stu Herrmann provided an introduction to the session with background history and an overview of what the process has been to date. The group was asked to try and promote the public open house workshop on September 29 in order to allow as many citizens to Attend as possible.

- Jim Constantine presented the Study Area boundaries, the expanded Area of Influence, outlined goals for the project and asked the group for comments and questions. This was followed by sharing a preliminary

streetscape and redevelopment concept which were originally sketched-out at the last Steering Committee meeting. This facilitated dialogue and feedback from the attendees. In general, attendees were very favorable about the potential streetscape concepts including creating some public space at the former Topps Dry Cleaner's site. They liked the preliminary concept for the Deals property, but expressed concern about whether the owners would take any action.

- The second stakeholder session was attended by the attorney representing the owners of the Deals property located at the northwest corner of Plaza Road and Fair Lawn Avenue. The property owners' representative indicated that the owners were very interested in redeveloping the property if the right zoning were put in place. He indicated that they have a well-financed development partner, but could not disclose who they are at this time. Their vision is for a redevelopment scheme involving half retail and half multi-family residential including a multi-story parking garage. The property owners' representative shared information on the existing leases related to commercial tenants and infrastructure issues related to the property. He also clarified that there is no easement on the property allowing pedestrian access through the fence opening to the railroad right-of-way at the station and that about twenty commuters regularly park on the property.

Review of Corridor Analysis:

- *Demand in corridor for multi-family and office based on primary market area analysis*
- *Psychographics for the retail market of the corridor was presented. These included categories in "Pleasantville" and "Savy Suburbanite" who are looking for products in the mid-range.*
- *Parking and Circulation were discussed as part of the review of potential streetscape improvements along the corridor. Some suggestions included extending the*

potential boulevard to the portion of Plaza Road south of the Fair Lawn Avenue.

- *Parking and circulation of the front parking area near CVS and the Pork Store where also discussed. One possibility discussed is closing one of the road cuts along the county road and allowing cars to egress out to the eastern side of the parking lot on Abbott Road instead. Some concerns were raised about possible stacking of cars when trying to turn onto Fair Lawn Avenue.*
- *Planned Bump-outs for the corridor are now expected in the spring.*
- *The importance of sidewalk and streetscape enhancements such as street trees, signage, and pedestrian scale lighting were discussed as being positive attributes that the corridor lacks in meaningful ways. Exiting Utility pole placement and other obstacles were noted as being detrimental to the pedestrian experience of the corridor.*
- *Having buildings that front the sidewalk rather than a surface parking lot was also a suggestion to improve retail and the overall walkability of the corridor*

Review of Open House Stations:

1. Meet & Greet
   Sign-in and station overview
   Receive/collect comment cards
2. Dot-Mocracy
   Where do you live & work?
   What places do you like the most & least?
3. Vision Presentation & Survey
   Outline of project area, goals, research
   Take the survey & learn about our vision
4. Existing Conditions & Potential Concepts
   Identify opportunities, challenges, and potential improvements for the corridor.
   Provide us with comments / feedback
5. Circulation & Parking
   Tell us about your parking and circulation challenges and concerns along the corridor.
6. Demographic, Market & Economic Analysis
   Learn more about Fair Lawn today and where it might be headed.

Future Dates of Steering Committees

- Open House:
  - Tentatively Scheduled for September 29th
  - Might be possible to televise the Open House if held in the Council Chamber

Appendix E: Public Outreach, Focus Groups, and Stakeholder Meetings

Fair Lawn Avenue Corridor Vision Plan

FOCUS GROUP INTERVIEWS

RE	**Fair Lawn Avenue Corridor Vision Plan** Fair Lawn, New Jersey
LOCATION	The Fair Lawn Community Center - George Frey Center for Arts and Recreation Teen Room
DATE	June 22, 2015 , 2-3PM

1. Welcome and Introductions
2. Overview of Project Team
3. Review of Project Goals & Focus Area Boundary
4. Dot-mocracy Exercise
5. Potential Stakeholder questions:
   - What are the defining characteristics, anchors, and perceptions of this corridor?

     -Characteristics (physical, demographic, anything that comes to mind):

     -Anchors (businesses, schools, employment, entertainment, the train station, etc):

     -Perceptions (safety, lifestyle, adequate parking, etc):

- What are the similarities and differences between this corridor and other successful business/retail districts in the area?

- What significant changes are taking place along this corridor? What are the significant development projects?

- What are the key employment centers/employers along this corridor?

- What destinations along this corridor draw people from outside the neighborhood?

- What does the surrounding neighborhood most need from this corridor?

- What are the most critical issues to be addressed?

FOCUS GROUP NOTES

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	Fair Lawn Recreation Center
DATE	June 22, 2015

Focus Group 1: 5:00pm – 6:30 pm

Traffic & Safety Concerns:

- Traffic concerns are a top priority
- Better bus routes
- 4-way stop needed at Plaza Road and High Street
    - Plaza Road – one lane each way – wider sidewalk
- Serious safety issues at the crosswalk at the Train Station
- Need speed humps near Plaza Street. Take parking spaces out from front and give that space to pedestrians
- Abbott Road and Fair Lawn Avenue– Traffic concern (people frequently hit)
    - Every 3-4 months – someone is hit. Get Police reports.

Parking:

- Need a parking deck or parking garage, but shop owners don't want to lose parking spaces in front of their shops.
- Cooperative parking was mentioned. In which owners give some of their spots to be used as parking.
- Parking deck could go further down Fair Lawn Avenue.
- 20 years ago they tried to do a parking deck, but NJ transit said it was too expensive, also tried to raise the tracks but NJ transit said that was too expensive as well.
- The gas station adjacent to the train station is used for commuter parking.

- Commuter parking is draining potential retail parking. If you could extract the commuter parking from the equation, it would benefit retail.
- Need more parking at Train Station

Retail Concerns:

- Supermarket is needed (small market)
- Medical offices taking up valuable retail space
- Fair Lawn Avenue needs to become a shopping destination
    - It is not currently a shopping district. There is no reason to park and walk around.
    - It is a neighborhood of "convenience" shopping right now.
- "People come because they have errands to run, they go to CVS, go to Breakfast, or go to make a copy at his copy center. But people don't walk and spend time to go shopping. "
- Half the stores on the plaza lot are empty, which is probably why there are no green dots there.
- Parking near Tavern is mostly parking for Train Station
    - If 1,000 people get off the train - about 460 walk past tavern owner's doors.
    - Tavern has substantial clientele from Glen Rock & Ridgewood (60-70%)
    - The local tavern is not getting much business from the local apartments/condos.
- Need more engagement from the landlords of commercial buildings.
    - Landlords where invited to the focus groups.

Quality of Downtown:

- Fair Lawn has no defined downtown. It potentially has 4 areas you could consider to be like a downtown with Fair Lawn Avenue being one of them.
- Quote: "Lived here for 30 years – no reason for me to go there [Fair Lawn Avenue] at night. There is no activity."
- District is not walkable
    - Better to "create a place you can stroll"….A place you can relax
    - Sidewalks are too narrow

    - Pedestrian friendly solution must be found (complete streets)
    - Need Places to stop & rest – public space
        - Public space, plaza, square
    - Street space is entirely vehicular
- Temporary street closures
- THA mentioned that we are not in the business of more parking, but smarter parking. We want to take some spaces away from cars and give them back to people
- "We are single car mentality… if you go from one place to another you drive"
- Plaza building is a landmark, the architecture is part of the history of the town.
- Post office is very active but is off to the side. Could use a supermarket in that area.
- Constant references to Ridgewood, Maywood, & Hawthorne as good comps
    - Ridgewood is a place you can stroll, they have metered parking but people like to walk there.
    - In Ridgewood, you don't get run over when you cross the street.

Demographics:

- Considerable elderly population in immediate residential neighborhoods
- most of the people living in the apartments are probably senior citizens - who walk.
- Russian population is growing, Orthodox Jew population growing
- Find a way to get people that live near to walk. Need to feel safe.

Focus Group 2: 7:00pm – 8:30 pm

Landmark Development:

- 12 acres total with 10 acres of multi-family & 2 acres of open space
- 165 units, 133 TH, 32 affordable
  3 Bedroom, 2 car garage
- Inspired by Radburn - Features Radburn-like pedestrian conditions

Traffic:

- Dutch house, Parking … Sharing "Being a good neighbor" Plaza building – office above with numbered parking has killed retail
- Post office –sealed lot has hurt other businesses…
- Structured parking inevitably needed structured parking – do that for the dream site

Parking:

- When the post office blocked their entrance, it made people have to drive around the side
- "Plaza building is gorgeous, numbered parking in front of the building has killed their retail though."
- Post office has the biggest problem
- Metered on-street parking would push more people into the private parking areas.

Safety:

- Dangerous for bikes (leave office at 5:15, can take 30 minutes to cross town)
- Crosswalk to be implemented on Ramsey
- "On Fair Lawn Avenue every day, has seen people get killed on Fair Lawn Avenue. It's very dangerous."

Retail:

- Retailers (more/new roofs) >> have the #'s needed for successful downtown

- "Fairlawn Industry has been successful"
    - "Nabisco is strong…will invest 120 million in their building."
- "The Promenade has been a success"

- Coming up Plaza rd towards Radburn the view is of the back of Panera (feels like service entrance).
- Need Retail with four stories residential above
- Outdoor seating is a huge deal.
- Having roofs, we have the capacity.

Downtown:

- Problem is parking
- Café ordinance – outdoor seating is a huge deal
- Bike racks needed
    - What is missing from the corridor? :
        - Restaurants
        - Specialty food store
    - Redevelopment opportunities?:
        - Wawa has shown an interest
        - 7-11 in doctor's office next to train station

Fair Lawn Site Visit Notes from 07/22

Rick Mainardi, Property owner (CVS/Panera Strip Mall, commercial building on corner of Abbott and Fair lawn Ave and the Post Office building).

Main concerns:

- Taxes: local property tax on commercial buildings was recently reassessed and increased substantially. High taxes are passed to business owners in the form of higher rents, which makes the area affordable mostly to chains (instead of mom and pops). Also, increase in property taxes after renovations deter reinvestment in the properties. Has no intention of investing in his properties because it would increase his taxes substantially.
- Parking: parking variances in Fair Lawn are very high for eating establishments, which discourages him from going after these types of businesses. When asked if there is an actual shortage of parking in the area he couldn't confirm, but said that "there is always a shortage of parking".
  Regarding the possibility of combined parking options (combining and redesigning parking lot in the back of the buildings) he was somewhat receptive, but said it would be impossible to deal with the post office.

  Had issues with commuters parking and leaving the car in the strip mall (not so much anymore).

- Safety: had issues with teenagers hanging out next to Panera and creating disorder (loitering, noise, etc.)
- Environment: polls and power lines are very unpleasant; sidewalks are unattractive. District looks too generic.

Area Assets/Improvements:

- Unique/historic character (next to Radburn Historical District, Plaza Building)
- Proximity of train station is both a "curse and a blessing": it attracts people but creates a lot of parking and traffic problems.
- Sidewalk reconstruction is responsibility of the county; would like to see better sidewalks, better lampposts and better crosswalks.

Marlese and Dave Drahvozal – business owners of the Dutch Tavern (also own the property)

Main concerns/issues:

- Pedestrian safety is a major issue: “people drive like maniacs”; accidents happen all the time.
- Lack of convenience: is not convenient to go to multiple businesses, people don’t want to cross the street and “convenience drives everything”.
- Most customers drive, even if they live within a mile (“it’s too unsafe, nobody wants to bike on Fair Lawn Ave”).
- Litter can be a problem.
- Business is good, but they say the only reason they are still in business is because they own the property. Also, they said Fair Lawn is not Ridgewood and is not Glen Rock, meaning that the customers here are not as wealthy. They said most of their menu items costs less than U$10 and that is why they have kept busy.
- Parking can be a problem, but they have managed to coordinate parking with other owners (their busy hours don’t match the busy hours of the other businesses).

Area Assets/Improvements:

- Unique and historic character.
- Good location: “Fair Lawn is desirable from everyone’s point of view”(train station, close to many places…)
- They added the porch with outside seating a few years ago and that has been a huge success and attracted a lot of people to the restaurant.
- Would like to see better sidewalks, more and better crossing opportunities.
- Would like to see a good food store like a Corrado’s.

Mitch Palin – business owner of Minuteman Press and president of the Fair Lawn Chamber of Commerce

Main concerns/issues:

- Pedestrian safety is the biggest issue: he sees accidents once or twice per month. Sometimes people get hit. “There should be a crosswalk at the center of the block”; people will not walk to the end of the block to cross the street.
- Most of his customers are seniors and most walk to the store. There is a big senior population that needs to be taken into consideration. They have no place to sit, to rest, to gather.

- Doesn't have problem with parking. When asked about the overall parking situation he said he's not sure if everyone is underparked, but recognized that there might not be enough turnover on parking spots (commuter parking).
- Increase in property taxes has been quite steep in the past couple of years (18%) (which was passed to him/tenant).
- "Sidewalks are horrible", narrow and in disrepair.
- People don't stop here after work; there is nothing to do/no reason for them to stop.
- There is an overall perception of downward spin in the district. Lack of investment and traffic getting worse.
- Closed storefronts hurt other businesses.

Area Assets/Improvements:

- Would like to see a more homogeneous look (consistent signs, materials, etc.) and better streetscaping (a more welcoming environment).
- Would like to see more incentives for people not to take their cars (i.e. bike infrastructure).
- A Trader Joe's would be nice, or some sort of destination that would also attract people from outside Fair Lawn.

Dan Seawall, owner of Exxon, Car Repair Shop and Hertz branch (owns the property and rents the convenience building to Gary – Dunkin Donuts).

Main concerns/issues:

- Pedestrian safety is the biggest problem: the intersection of Fair Lawn Ave and Plaza Road is very dangerous for pedestrians; he said he recommends his clients to cross the street elsewhere. Bad visibility.
- Lighting is also a problem: the street is poorly lit.
- Most customers are from Fair Lawn, some are from nearby town who come by train to drop the car for repairs or rent a car.
- Had some issues with loitering, but not this year.
- Property taxes are high in Fair Lawn (higher than Glen Rock), from $43,000 in 2011 he's paying $65,000 this year.

Area Assets/Improvements:

- Would like to see several restaurants at the Deals site.
- Strategic location, next to busy highways and train station.

Gary Haas, Dunkin Donuts owner

Main concerns/issues:

- Drug trade going on at the gas station next to Dunkin Donuts at night. Police did/does nothing. He has paid for security in the past.
- The tenant mix is not great. Not enough reasons to attract people.
- District looks like it did 50 years ago – unattractive.
- Parking is not a problem for him, but says that during busy business hours can be hard to find parking.
- Too much red tape: when he bought the Dunkin Donuts he had to send out letters to all residents within 22 yards and go through public approval.

Area Assets/Improvements:

- Most downtowns or business districts need to do something to compete with other downtown business districts that are spending money. Everyone goes to Ridgewood, no one comes here. There could be more to do here. There could be a nice environment.
- Would like to see a Trader Joes: "a Trader Joe's could change everything".
- If the Deals site was redeveloped he would like to see parking underground, street-level retail and 2-3 levels of residence above.
- What could we do to make the area nicer?
    - Sidewalk improvements (brick pavement)
    - Lampposts
    - Benches

Fair Lawn Site Visit Notes from 07/22

Rick Mainardi, Property owner (CVS/Panera Strip Mall, commercial building on corner of Abbott and Fair lawn Ave and the Post Office building).

Main concerns:

- Taxes: local property tax on commercial buildings was recently reassessed and increased substantially. High taxes are passed to business owners in the form of higher rents, which makes the area affordable mostly to chains (instead of mom and pops). Also, increase in property taxes after renovations deter reinvestment in the properties. Has no intention of investing in his properties because it would increase his taxes substantially.
- Parking: parking variances in Fair Lawn are very high for eating establishments, which discourages him from going after these types of businesses. When asked if there is an actual shortage of parking in the area he couldn't confirm, but said that "there is always a shortage of parking".
  Regarding the possibility of combined parking options (combining and redesigning parking lot in the back of the buildings) he was somewhat receptive, but said it would be impossible to deal with the post office.

  Had issues with commuters parking and leaving the car in the strip mall (not so much anymore).

- Safety: had issues with teenagers hanging out next to Panera and creating disorder (loitering, noise, etc.)
- Environment: polls and power lines are very unpleasant; sidewalks are unattractive. District looks too generic.

Area Assets/Improvements:

- Unique/historic character (next to Radburn Historical District, Plaza Building)
- Proximity of train station is both a "curse and a blessing": it attracts people but creates a lot of parking and traffic problems.
- Sidewalk reconstruction is responsibility of the county; would like to see better sidewalks, better lampposts and better crosswalks.

Marlese and Dave Drahvozal – business owners of the Dutch Tavern (also own the property)

Main concerns/issues:

- Pedestrian safety is a major issue: “people drive like maniacs”; accidents happen all the time.
- Lack of convenience: is not convenient to go to multiple businesses, people don’t want to cross the street and “convenience drives everything”.
- Most customers drive, even if they live within a mile (“it’s too unsafe, nobody wants to bike on Fair Lawn Ave”).
- Litter can be a problem.
- Business is good, but they say the only reason they are still in business is because they own the property. Also, they said Fair Lawn is not Ridgewood and is not Glen Rock, meaning that the customers here are not as wealthy. They said most of their menu items costs less than U$10 and that is why they have kept busy.
- Parking can be a problem, but they have managed to coordinate parking with other owners (their busy hours don’t match the busy hours of the other businesses).

Area Assets/Improvements:

- Unique and historic character.
- Good location: “Fair Lawn is desirable from everyone’s point of view”(train station, close to many places…)
- They added the porch with outside seating a few years ago and that has been a huge success and attracted a lot of people to the restaurant.
- Would like to see better sidewalks, more and better crossing opportunities.
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    - Lampposts
    - Benches

FOCUS GROUP NOTES

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	Fair Lawn Recreation Center
DATE	July 29, 2015

Focus Group

- "Pedestrian crossing is dangerous"
    - Pedestrians have been hit coming from CVS lot
    - Fair Lawn Ave is essentially a highway with lots of traffic
    - Lot at medical building next to train is dangerous
    - Wants to bring pedestrian bridge back
    - Likes idea of pedestrian island/mid-block crossings
    - How to make Fair Lawn Ave safer for pedestrians:
        - More speed limit signs
        - warn of tickets
        - heavier ticketing at Abbott
- Bicycles a lot (daily as a commute) but always avoids Fair Lawn Ave
- Likes the idea of branding portions of Fair Lawn Avenue as "Radburn Historic District"
- Parking – commuters steal a lot of it.
- Intersection at Rail Yard is dangerous and has very bad lighting.
- Bus stop across from Panera is heavily used.
- "It's [Fair Lawn Avenue] a great place for a business"
- Places you go on Fair Lawn Avenue:
    - CVS
    - The Bank
- Places you frequent in the area:
    - Ridgewood
    - Blue Moon Café
    - ABG
    - Hunan Gourmet
    - Promenade
        - "Parking is bad – never enough"
    - Anthony's Coal Fired Pizza

- Biggest need in Fair Lawn:
    - Hardware store (closest = Home Depot Paterson)
    - Good restaurants
    - Food Store
    - Farmers Market
    - Lower rents for business

FOCUS GROUP INTERVIEWS

RE	**Fair Lawn Avenue Corridor Vision Plan**
	Fair Lawn, New Jersey
LOCATION	The Fair Lawn Community Center - George Frey Center for Arts and Recreation Teen Room
DATE	June 29, 2015

1. Welcome and Introductions
2. Overview of Project Team
3. Review of Project Goals & Focus Area Boundary
4. Dot-mocracy Exercise
5. Stakeholder Interviews

FAIR LAWN AVE CORRIDOR VISION PLAN:
Steering Committee Meeting

SIGN-IN FOR STAKEHOLDER FOCUS GROUPS

WEDNESDAY—JULY 29, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
Robi Kahn	Dr Robert Kahn	Kahndoc1@verizon.net	☒	☐	☐	☒	☐
Mike Yaffe	LRK		☐	☐	☐	☐	☐
Jim Constantine	LRK		☐	☐	☐	☐	☐
Mallory Clark	LRK		☐	☐	☐	☐	☐
JUAN RAMOS	THA	JRAMOS@THAHALLS.COM	☐	☐	☒	☐	☒
STJ	FL EDC		☐	☐	☐	☐	☐
Lou	FL EDC		☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
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			☐	☐	☐	☐	☐

SPONSORED BY : Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit

FAIR LAWN AVE CORRIDOR VISION PLAN:
Steering Committee Meeting

SIGN-IN FOR STAKEHOLDER FOCUS GROUPS

WEDNESDAY ~~JULY 29~~ Sept. 2, 2015 Sheet 1 of 1

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	WHERE do you LIVE? Other Bergen County	WHERE do you LIVE? Outside Bergen County	WHERE do you WORK? Fair Lawn	WHERE do you WORK? Other Bergen County
Jill Davis	Radburn Citizens' Assoc.	201.424.3463	✓				
Art Murray	Radburn ~~Citizen~~ Trustees	201-794-1392	✓			✓	
Kathy Sahin	Radburn	201-819-3128	✓				✓
DAVE NORTHROP	Radburn	201-796-3461	✓				✓
Danny Sewall	RADBURN EXXON	danGradburncarcare.com				✓	
Scott Ry	Radburn Association	791-4125	✓				✓
Marvin Pajanello	Radburn Assoc.	201 280 0776	✓				
Steven Kind	FLEDC / Radburn Assn		✓				✓
Denise Boodrale	RADBURN	radburn1@verizon.net	✓			✓	
Stu Herrman	EDC		✓			✓	
LAURA ZAGORIA	Radburn	laura.zagoria@gmail.com	✓			✓	✓
ROBERT INGLIMA	Radburn	rjinglima@verizon.net					
JOHN COSGROVE	MAYOR	MAYOR@FAIRLAWN.ORG	✓			✓	

SPONSORED BY : Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ Transit

STAKEHOLDER MEETINGS NOTES

RE Fair Lawn Avenue Corridor Vision Plan

Fair Lawn, New Jersey

LOCATION Fair Lawn Borough Hall

DATE September 2, 2015

LRK

Stakeholder Meeting : 6pm

Two stakeholders meeting were conducted on September 2 in a conference room at Fair Lawn Borough Hall. In attendance from the Steering Committee was Fair Lawn Mayor John Cosgrove, Steve Kiel from the Fair Lawn EDC and Stu Herrmann from the Fair Lawn EDC. Jim Constantine from LRK attended for the project team.

The first stakeholder session was attended by board members of the Radburn Association, a representative of the Radburn Citizens' Association and the owner of the Exxon Station located at the southwest corner of Plaza Road and Fair Lawn Avenue. Attendees were given colored dots to place on the Places They Like Most and Least in the Study Area. Stu Herrmann provided an introduction to the session with background history and an overview of what the process has been to date. The group was asked to try and promote the public open house workshop on September 29 in order to allow as many citizens to Attend as possible.

Jim Constantine presented the Study Area boundaries, the expanded Area of Influence, outlined goals for the project and asked the group for comments and questions. This was followed by sharing a preliminary streetscape and redevelopment concept which were originally sketched-out at the last Steering Committee meeting. This facilitated dialogue and feedback from the attendees. In general, attendees were very favorable about the preliminary streetscape concepts include ng creating some public space at the former Topps Dry Cleaner's site. They liked the preliminary redevelopment concept for the Deals property, but expressed concern about whether the owners would take any action.

The second stakeholder session was attended by the attorney representing the owners of the Deals property located at the northwest corner of Plaza Road and Fair Lawn Avenue. The property owners' representative indicated that the

owners were very interested in redeveloping the property if the right zoning were put in place. He indicated that they have a well-financed development partner, but could not disclose who they are at this time. Their vision is for a redevelopment scheme involving half retail and half multi-family residential including a multi-story parking garage. The property owners' representative shared information on the existing leases related to commercial tenants and infrastructure issues related to the property. He also clarified that there is no easement on the property allowing pedestrian access through the fence opening to the railroad right-of-way at the station and that about twenty commuters regularly park on the property.

Jim Constantine shared the preliminary streetscape and redevelopment concept which facilitated dialogue between the Fair Lawn officials and the property owners' representative about how a non-condemnation redevelopment process might work leading to new zoning. The property owners' representative requested a copy of the preliminary streetscape and redevelopment concept to review with their development partner. There was discussion about attempting to develop a preliminary redevelopment scheme that both the Fair Lawn officials and the property owner felt was feasible so that this scheme could be shared as a concept during the public open house workshop on September 29. Jim Constantine indicated that LRK would take a pass at revising the preliminary redevelopment concept for the Deals property and have the scheme reviewed by NJ TRANSIT before sending it to the property owners' representative for review with their development partner.

LARISA ORTIZ ASSOCIATES
commercial district advisors

Radburn-Fair Lawn Market Analysis

Main Topics for Stakeholder Interviews/Focus Groups

Our Approach begins with conversations with key local stakeholders who represent key constituencies, including political, civic, managerial, residential, real estate and business interests. These conversations can take the form of interviews or focus groups, and are meant to provide insight into the current market and investment climate. Our team uses these conversations to gain insight into 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?

Our conversation with these groups (through focus groups or interviews) covers three main topics:

1) The business itself, which allows us to assess business health and environment in the district.
2) The customers, to help us determine who's the market base for the area (residents, commuters, employees) and their habits and lifestyle (how long do they drive to get there, how often do they shop there and for what, etc.)
3) The district, to help us understand the main characteristics and perceptions of the district as well as recent trends that are shaping the corridor's fortune (development, disinvestment, etc.)

Conversations vary depending on the stakeholder group, but ideally we like to gather a variety of perspectives to develop a solid analysis of the multiple factors shaping market trends in the district.

LARISA ORTIZ ASSOCIATES
commercial district advisors

CONSUMER/RESIDENT SURVEY

[Include a brief introduction describing the revitalization efforts and the boundaries of the district]

1. How often do you shop at Fair Lawn Avenue?

☐ Daily ☐ 2 – 4 times/wk ☐ Once a week ☐ 2 times/month

☐ Once a month ☐ 3/6 times/year ☐ Not regularly

2. How do you usually access this shopping district?

☐ Car ☐ Public Transportation ☐ Walk ☐ Bike

If you access by car, how far do you drive to get to Fair Lawn Avenue?

If you access by car, do you have difficulty parking?

Frequently ☐ Rarely ☐ Never ☐

3. When do you usually visit this shopping district?

☐ Weekdays ☐ Weekday Evenings ☐ Weekend days

☐ Weekend Evenings ☐ No set times

4. Which specific businesses do you visit the most? Why?

5. How much time do you usually spend in this shopping district?

6. Where else do you shop and for what?

7. What makes Fair Lawn Avenue a good place to shop?

8. What would make it a better area to shop?

LARISA ORTIZ ASSOCIATES
commercial district advisors

9. What additional types of businesses would you like to see along Fair Lawn Avenue?

10. How safe do you feel during the daytime in this district?

☐ Very Safe ☐ Somewhat Safe ☐ Not Very Safe
☐ Not at all Safe

11. How safe do you feel at night in this district?

☐ Very Safe ☐ Somewhat Safe ☐ Not Very Safe
☐ Not at all Safe

12. Do you live in Radburn? Y ☐ N ☐

13. Do you work in Radburn? ☐ Y ☐ N

14. What is your gender? ☐ F ☐ M

15. What is your zip code?

16. Do you have suggestions for changes in this district?

LARISA ORTIZ ASSOCIATES
commercial district advisors

MERCHANT SURVEY

The Basics:

Business Name: Contact Name:
Address:
Email: Website:

The Business:

a. What goods and services do you provide?
b. Years in business here:
c. Is this your only location? ☐ Yes ☐ No (list other locations)
d. Do you own or rent? ☐ Own ☐ Rent
e. What first caused you to locate here?
f. Do you have plans to grow/close/relocate?
g. Over the past two years, has your business: ☐ Improved ☐ Stayed the same ☐ Decreased ☐ N/A

The Customers

a. Describe your typical customer:
b. Where do most of your shoppers come from? How do they get here? (Bus/car/within walking distance)
c. What other stores in the area do your shoppers patronize?
d. If people aren't shopping here, where are people they going instead?
e. How is this area different from the other shopping districts in the area?

The District

a. What other types of businesses would you like to see in this area?
b. What do you like about this business district?
c. What changes need to occur in the district to attract more visitors/shoppers?
d. Anything else you'd like to share

Appendix F: Community Workshop Materials, Survey Results and Public Comments

Fair Lawn Avenue Corridor Vision Plan

FAIR LAWN AVENUE CORRIDOR VISION PLAN

Open House - October 13, 2015

Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT.

Project Partners

Borough of Fair Lawn

Bergen County Economic Development Corporation

Fair Lawn Economic Development Corporation

NJ TRANSIT

Consultant Team & Roles

LRK – Project Lead, Urban Design / Architecture, Outreach & Visioning

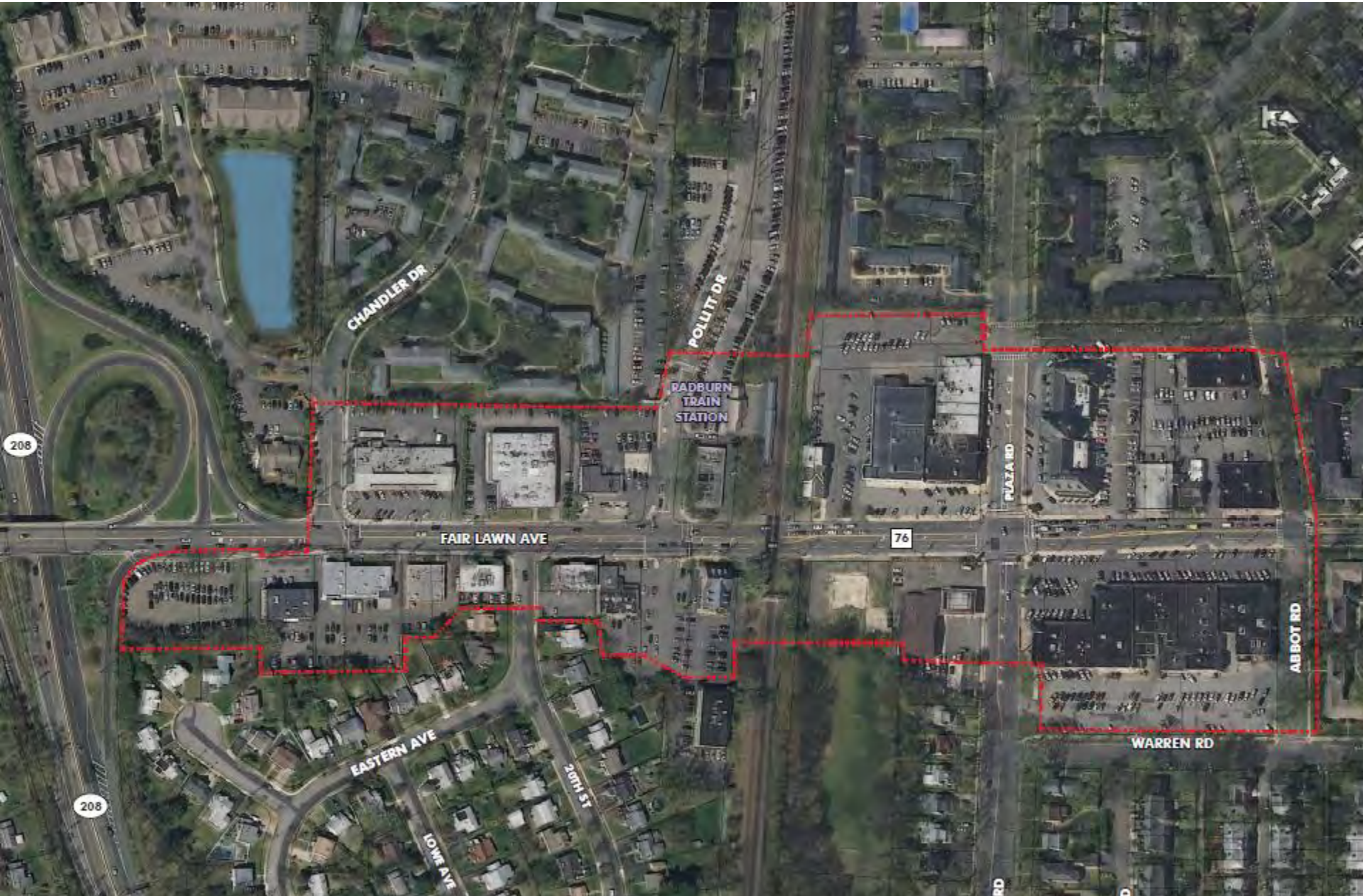
4ward Planning – Real Estate Analysis

Larissa Ortiz Associates – Local Retail Market Analysis

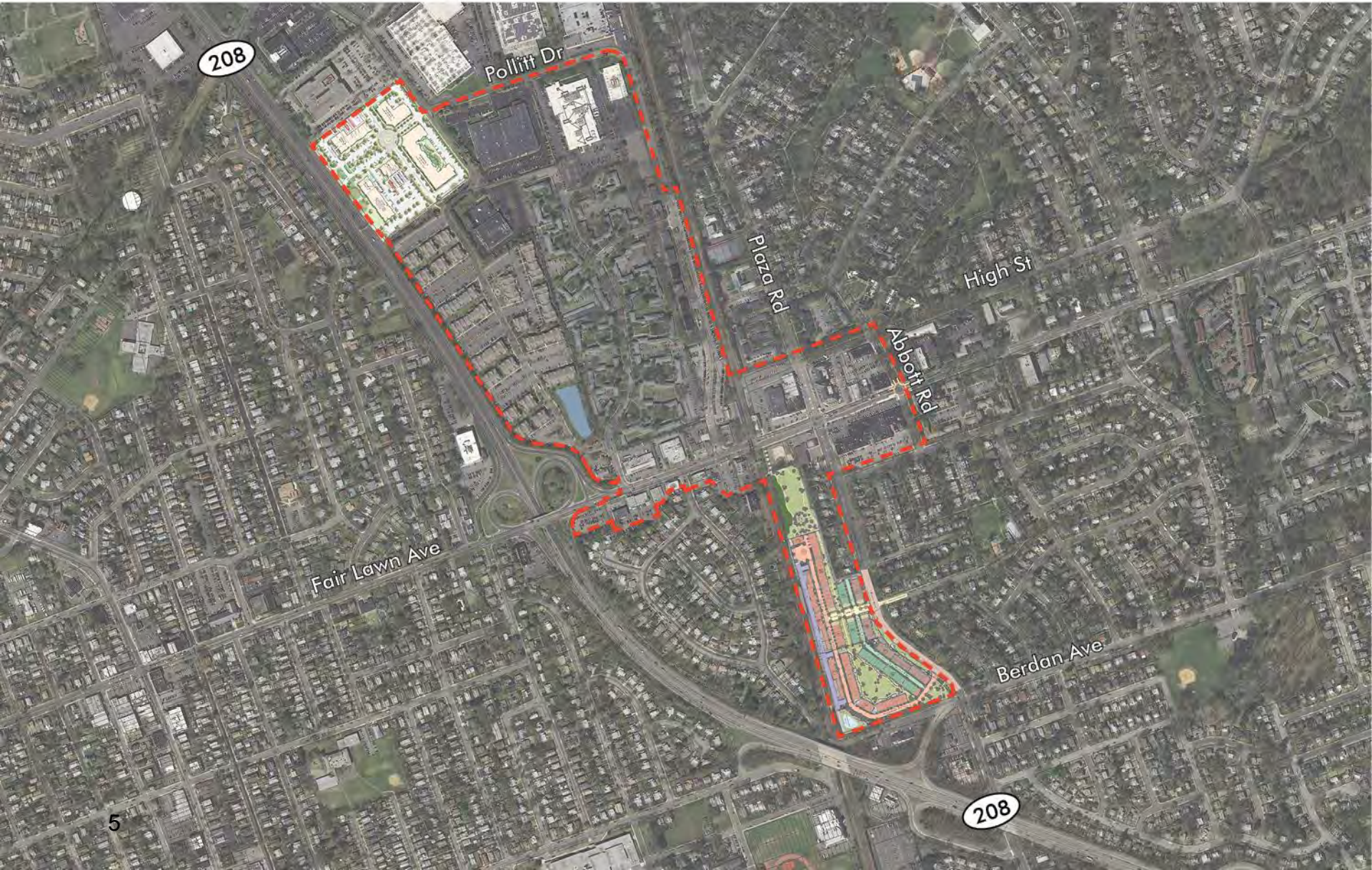
Timothy Haahs & Associates – Parking Analysis

Vanessa Hangen Brustlin (VHB) – Transportation and Transit Analysis

Study Area


CHANDLER DR
POLLITT DR
RADBURN TRAIN STATION
208
FAIR LAWN AVE
76
PLAZA RD
ABBOT RD
WARREN RD
EASTERN AVE
20TH ST
LOWE AVE
208

Area of Influence



Area of Influence

Fair Lawn Avenue Corridor
Vision Plan Goals

- Revitalize the Fair Lawn Avenue Corridor to act as a catalyst for reinvestment in underutilized properties.

- Improve pedestrian safety, vehicular movement and parking along the Fair Lawn Avenue Corridor.

- Reposition the Fair Lawn Avenue Corridor to become a more vibrant destination for retail, restaurants and other businesses.

WHERE ARE WE NOW?

WHERE DO WE WANT TO GO?

HOW DO WE GET THERE?

Key Corridor Analysis Findings

Physical Conditions

*A customer visiting Panera Bread must cross the equivalent of **10** car lanes to visit a business in the Plaza Road Building.*

Trade Area & Comparative Station Area Business Districts

Fair Lawn :

- 19,000 to 24,000 AADT (Annual Average Daily Traffic) along Fair Lawn Ave
  Source: ESRI, Market Planning Solutions 2012

- 1,424 Average Weekday Passengers 2014
  Source: NJ TRANSIT 2014

Glen Rock:

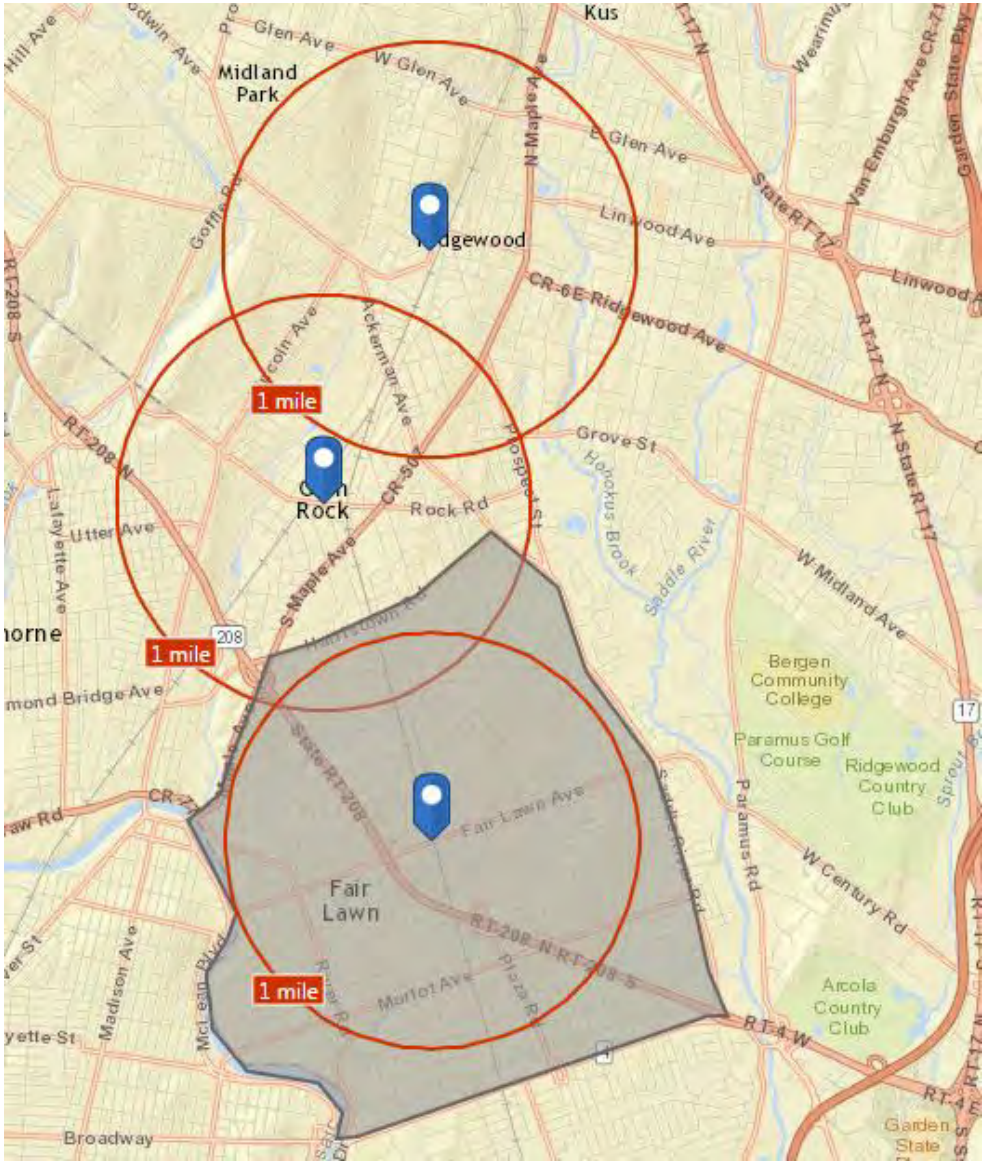
- 8,665 AADT along Rock Road
  Source: NJ DOT 2013

- 1,024 Average Weekday Passengers 2014 at Glen Rock Main Line and Boro Hall
  Source: NJ TRANSIT 2014

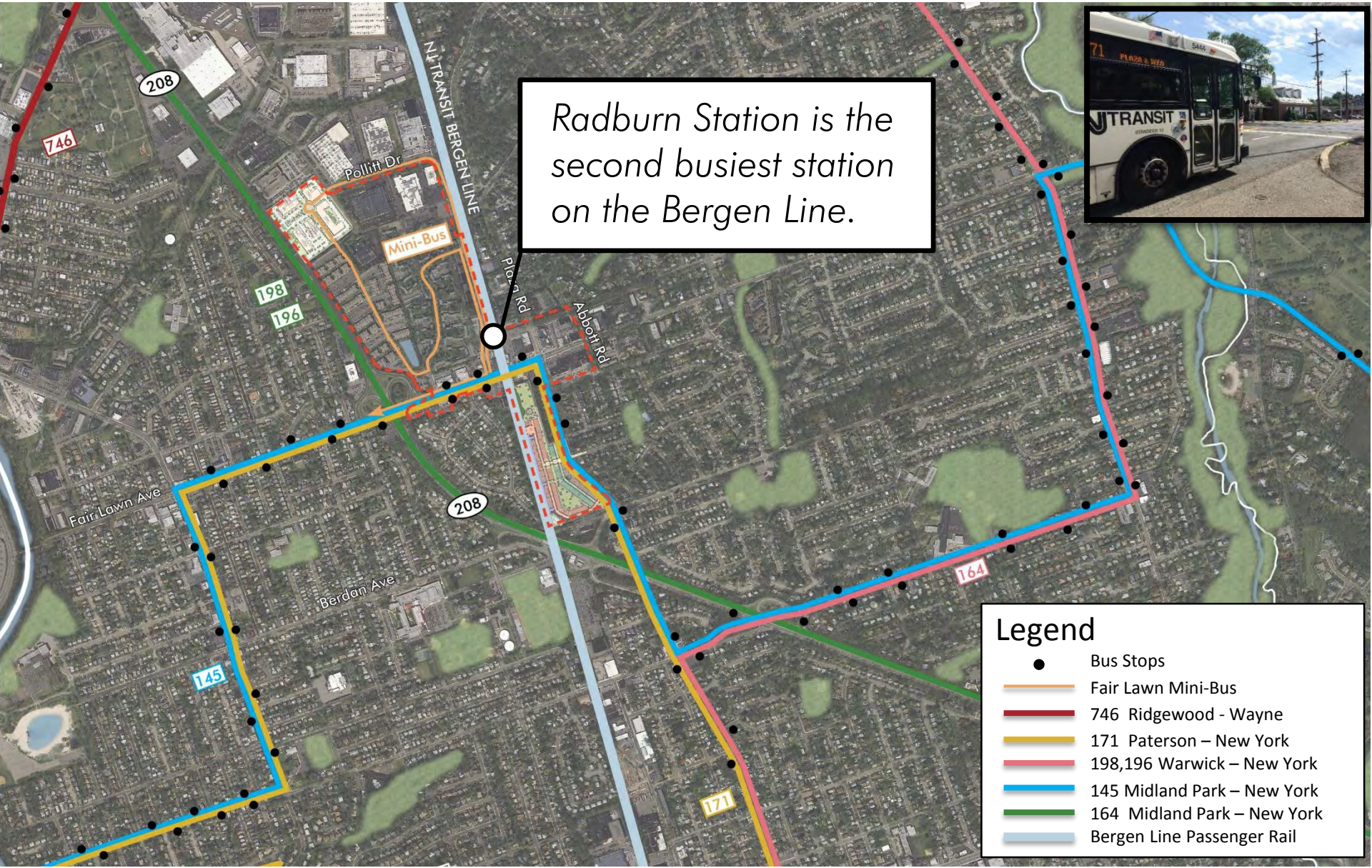
Ridgewood:

- 10,000 AADT at Goodwin Ave and 13,000 AADT at Franklin Avenue
  Source: ESRI, Market Planning Solutions 2012

- 1,634 Average Weekday Passengers 2014
  Source: NJ Transit 2014



NJ TRANSIT Rail & Bus Routes



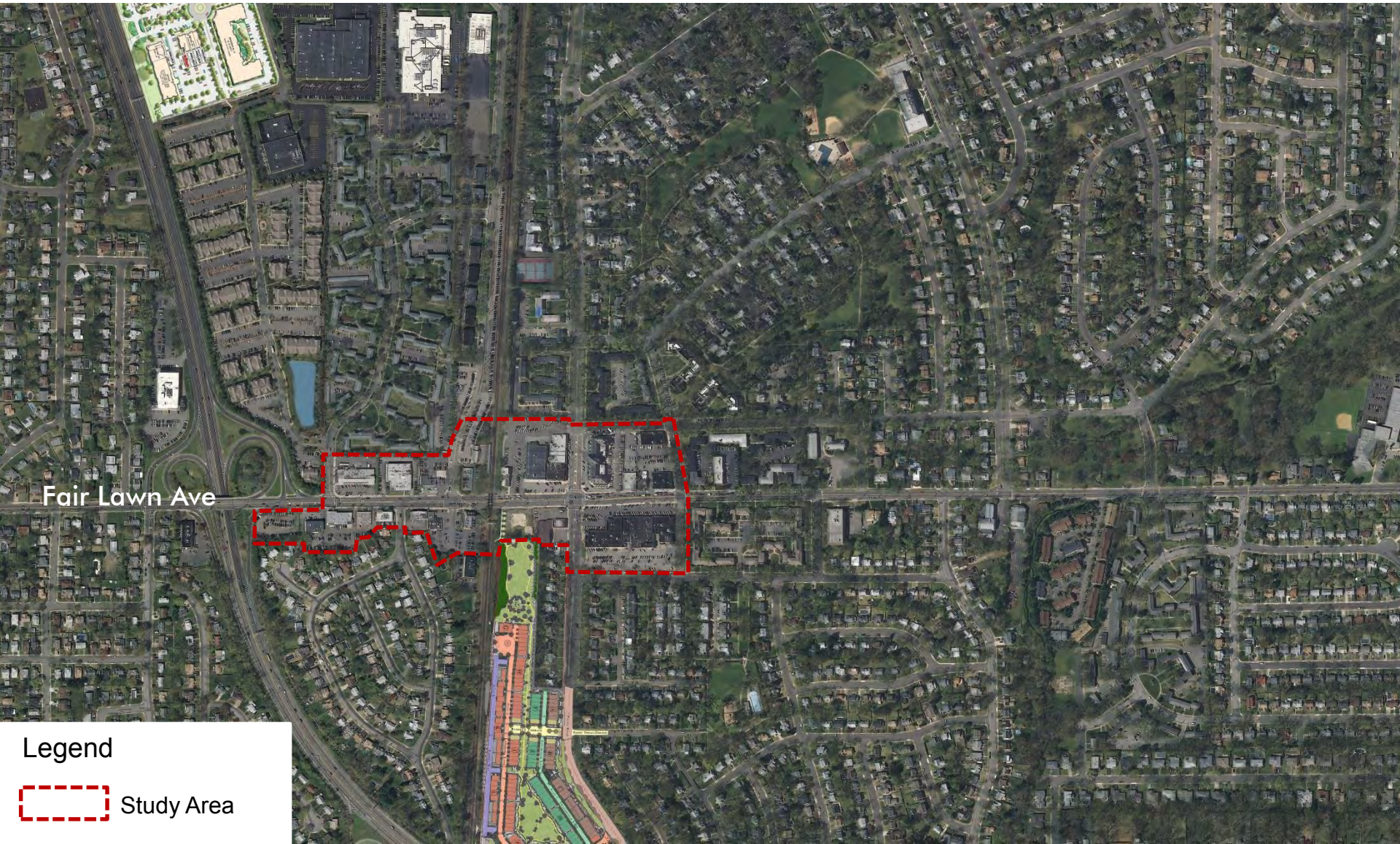
Radburn – A Town for the Motor Age

"The automobile was a disrupting menace to city life in the United States…..with blocked traffic, honking horns, noxious gases, parked cars, hard grey roads…..it was in answer to such conditions that the Radburn plan was evolved."

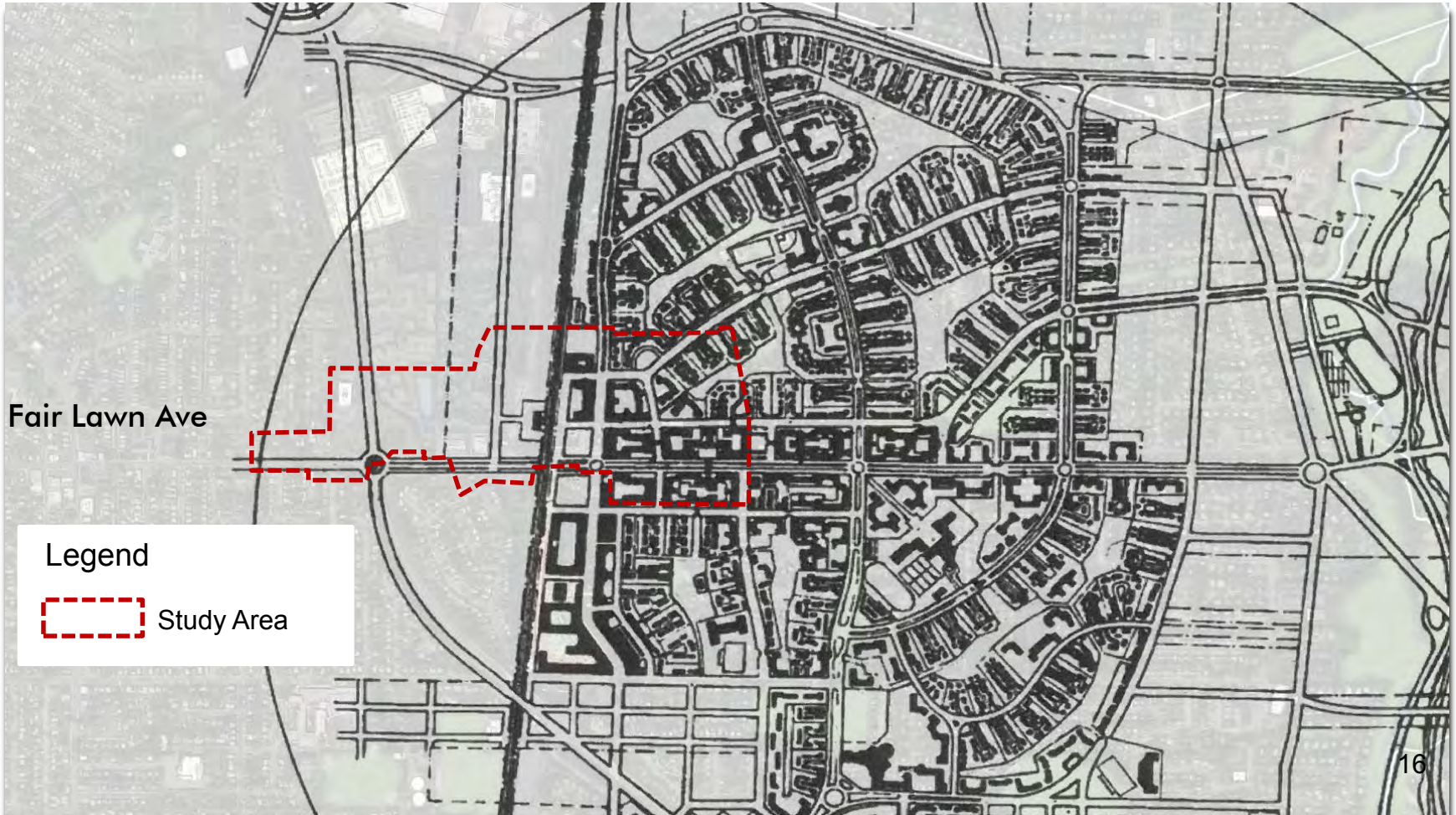
C.S. Stein, *Towards New Towns for America*

Radburn – A Town for the Motor Age

Study Area with Recent/Future Development



Study Area within Context of Original Radburn Plan



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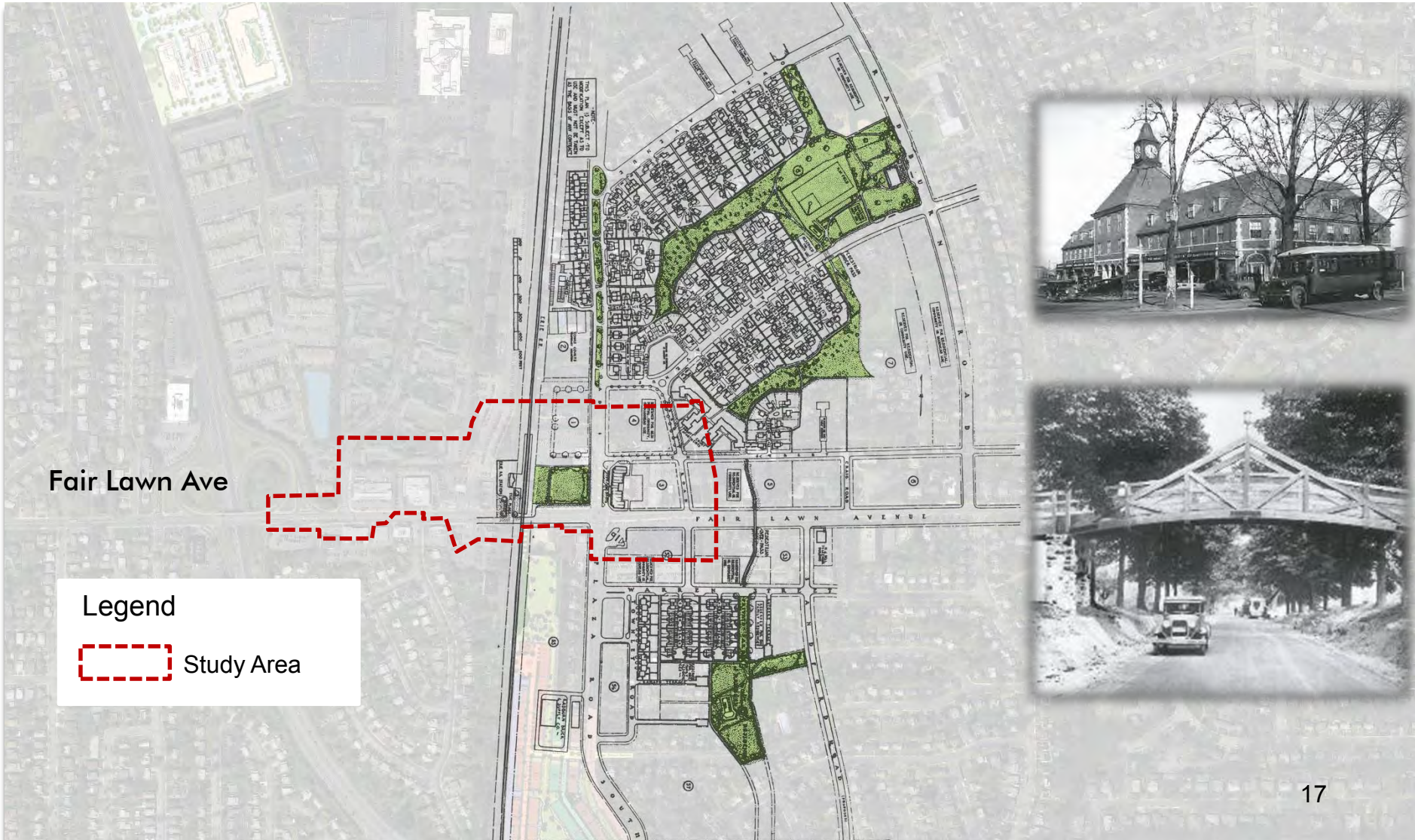
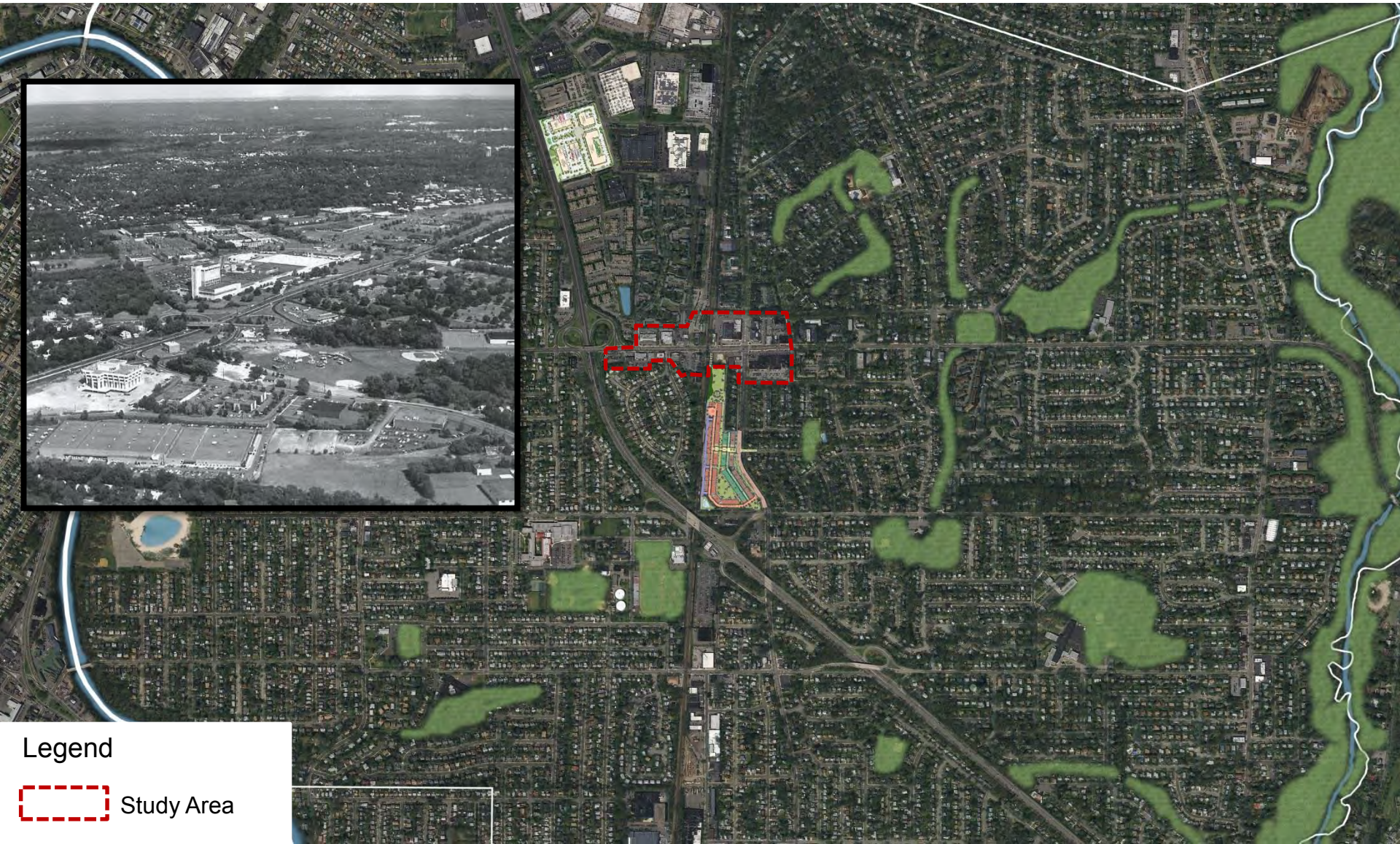


National Historic Landmark District

National Register Historic District

Study Area with Recent/Future Development



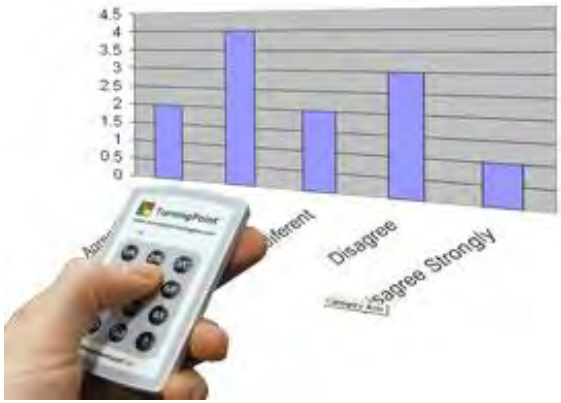
Existing Conditions and Future Opportunities

WHERE ARE WE NOW?

WHERE DO WE WANT TO GO?

HOW DO WE GET THERE?

Community Vision Survey



Vision Plan For Fair Lawn Avenue Corridor

Fair Lawn, New Jersey

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

- Select the image you feel is most appropriate
- If no image is appropriate, select E for "None"
- There are no right or wrong answers

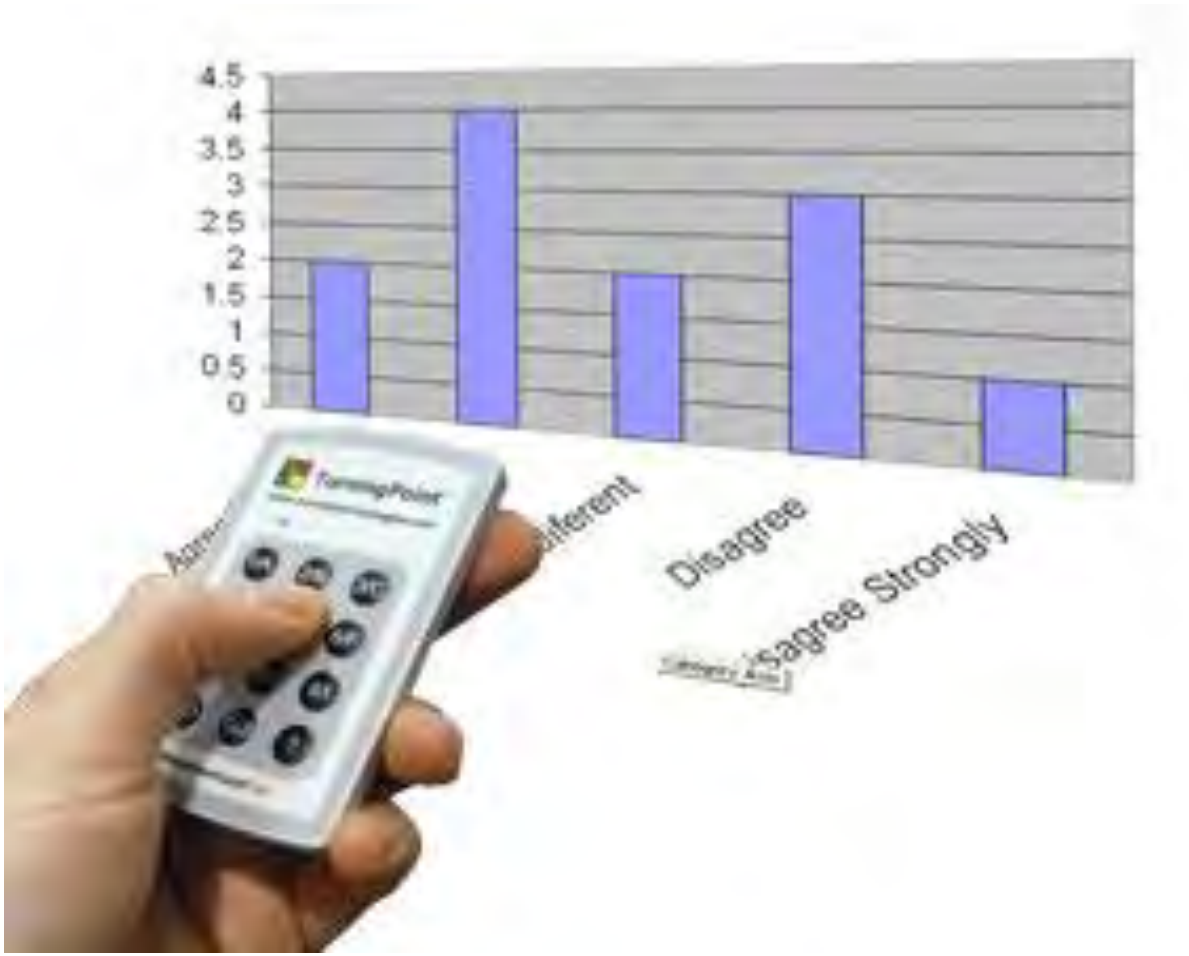
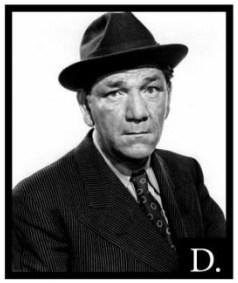
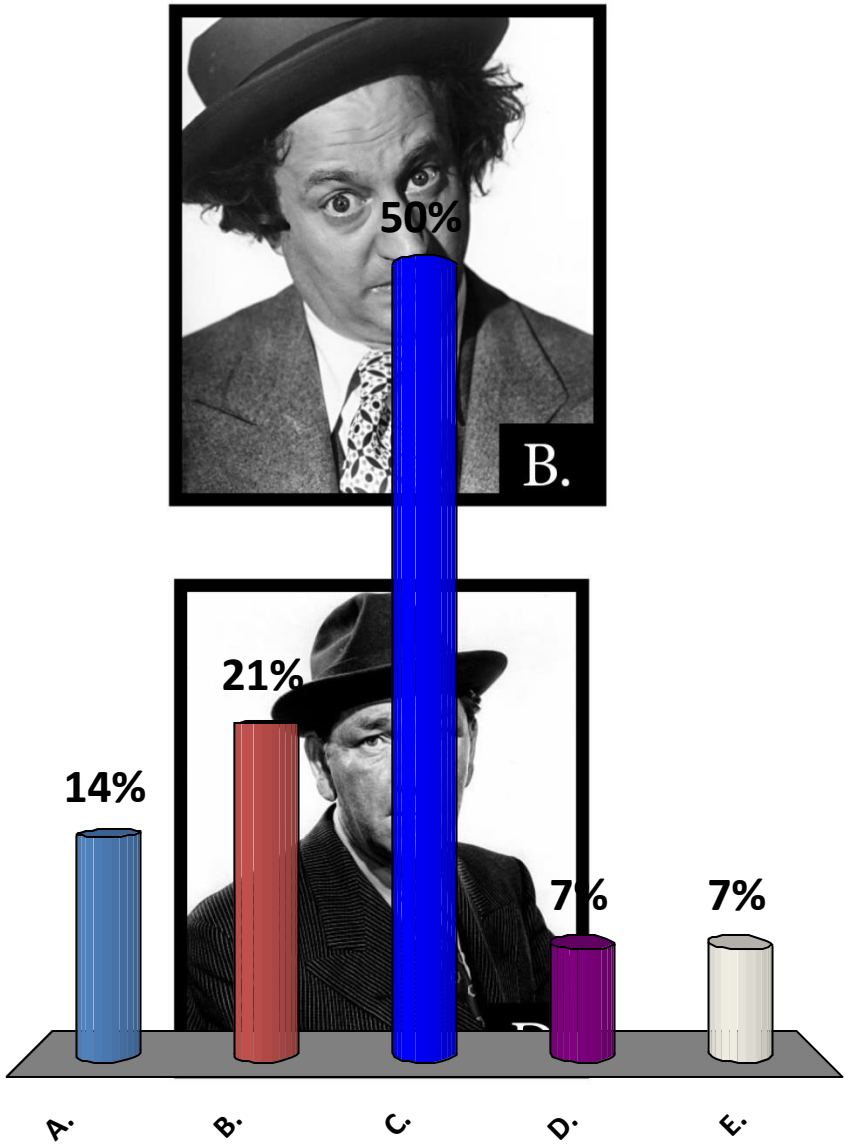


Image Survey Example



E. None of the choices

E. None of the choices



Opportunities for Appropriate Infill

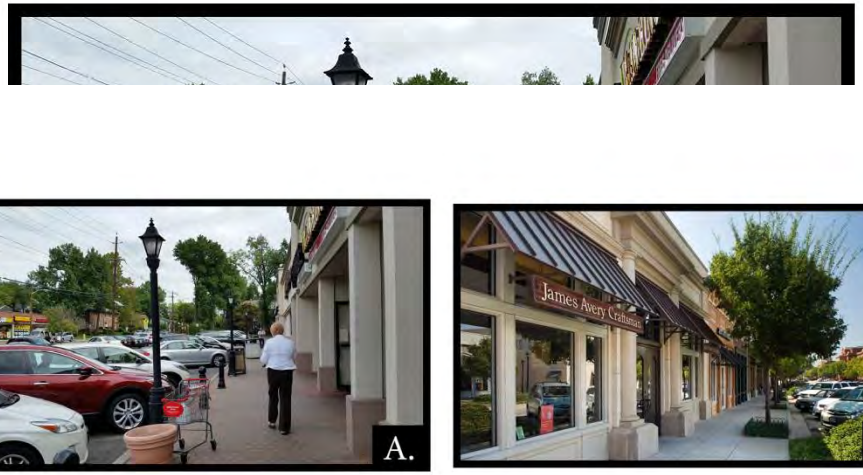
Opportunities for Streetscape Improvements

Appropriate Streetscapes

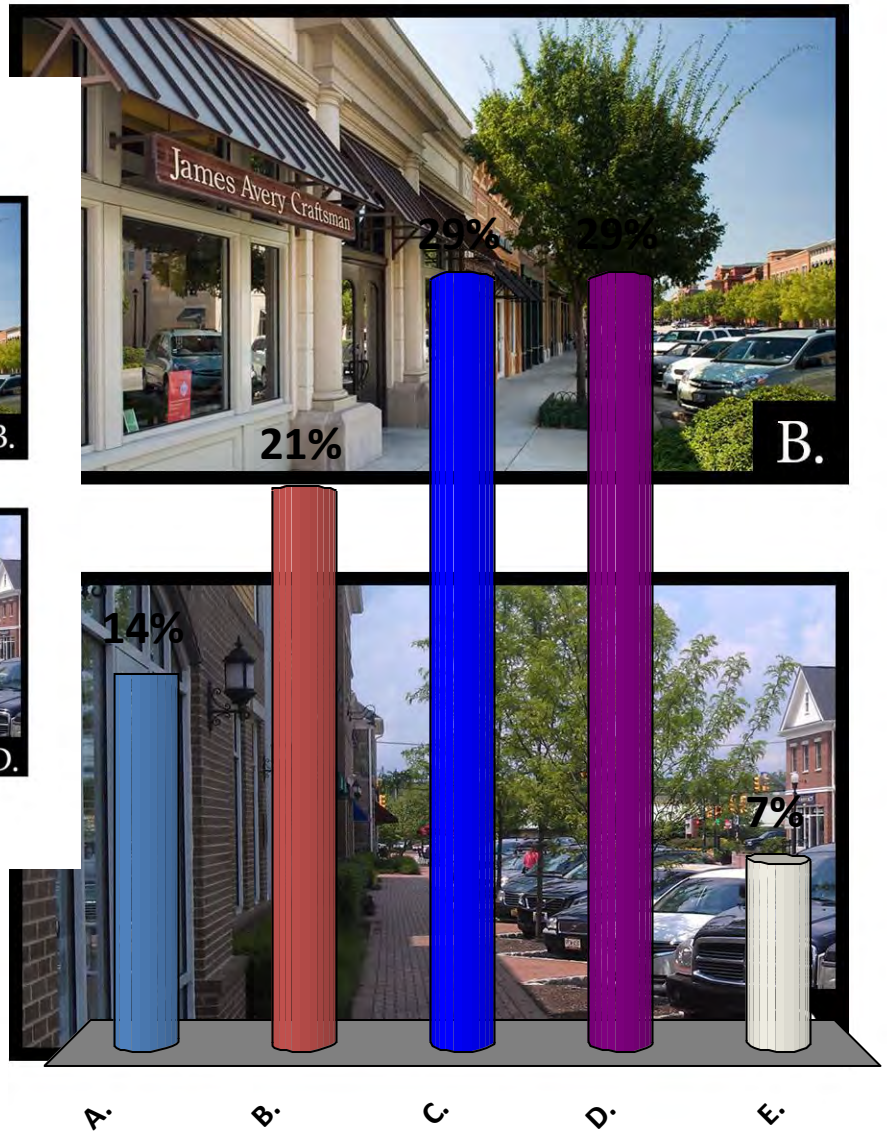
E. None of the choices

E. None of the choices

Appropriate Streetscapes



E. None of the choices



E. None of the choices

Appropriate Streetscapes

E. None of the choices

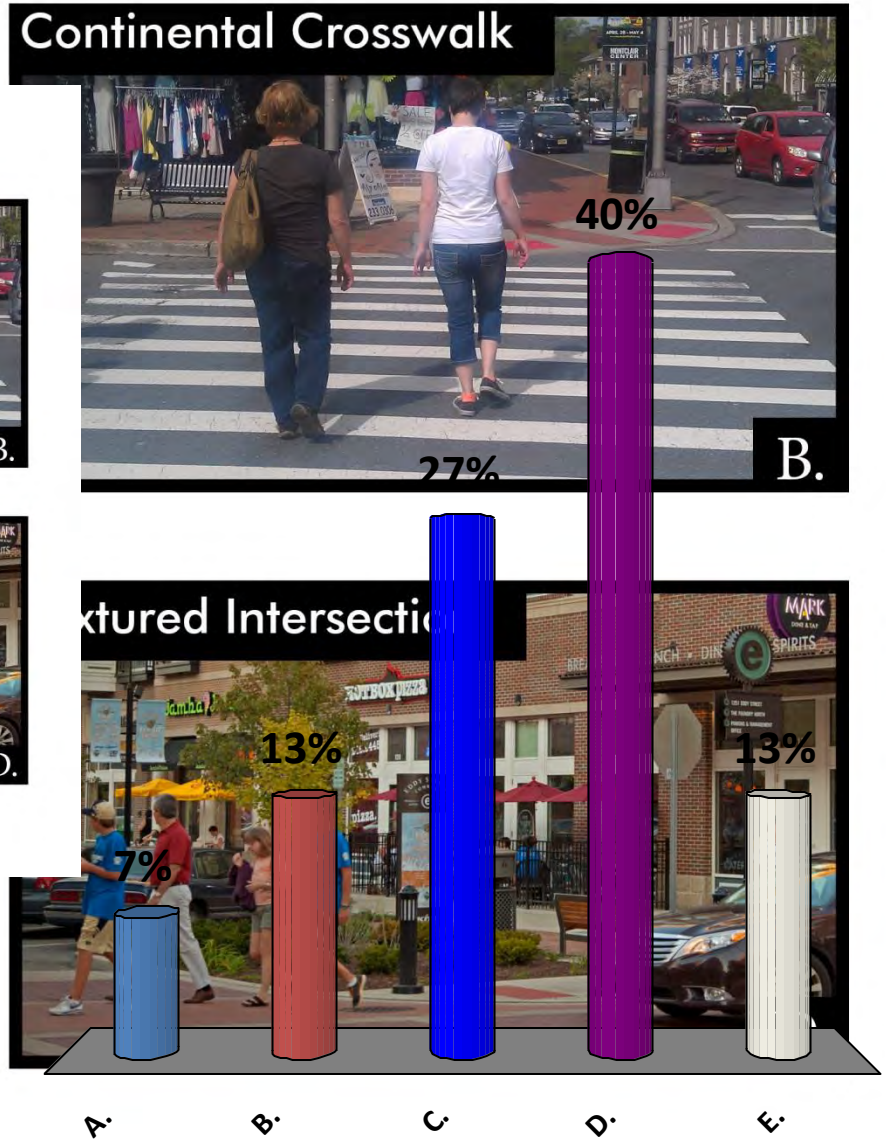
E. None of the choices

Opportunities for Intersection Improvements

Plaza Rd
NO TURN ON RED 7:00 PM 9:00 PM
Plaza Rd
YIELD TO PEDESTRIANS
Capital One Bank

Appropriate Intersection

E. None of the choices

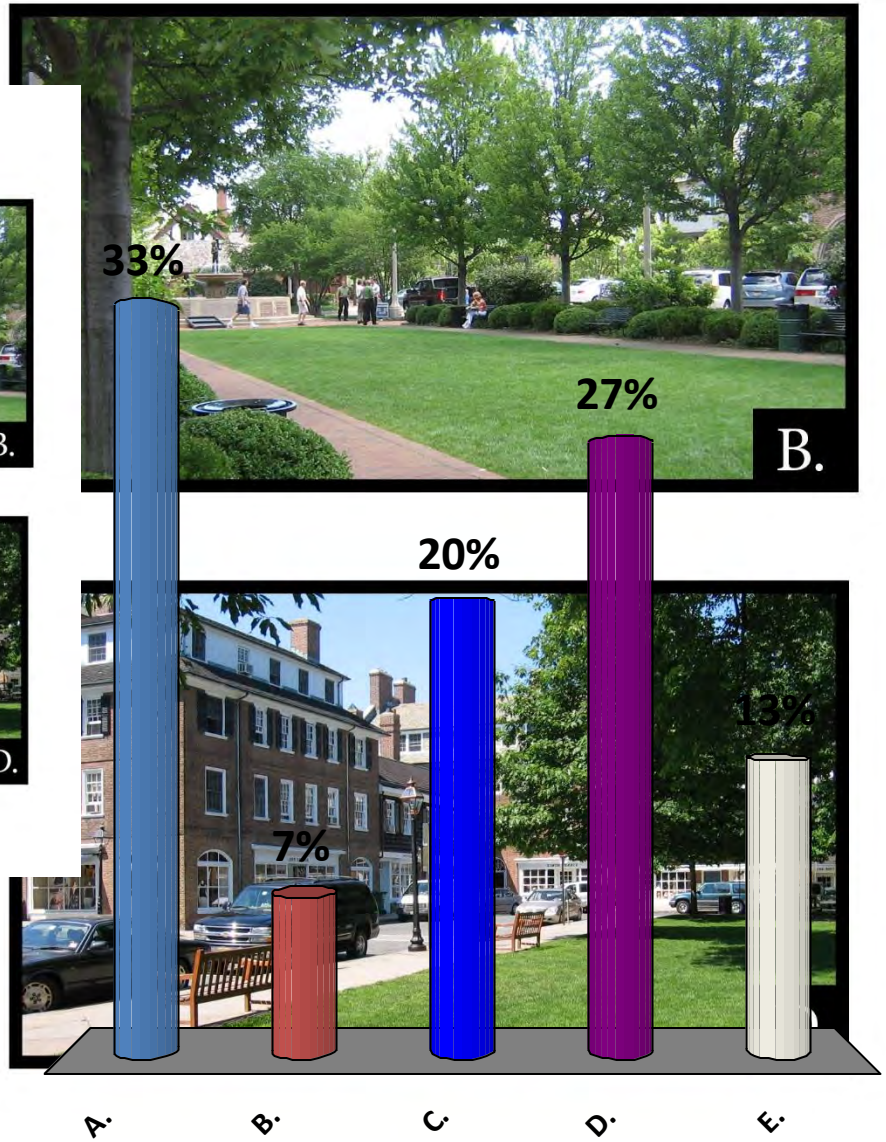


E. None of the choices

Opportunities for Public Space

Appropriate Public Space

E. None of the choices



E. None of the choices

Appropriate Public Space

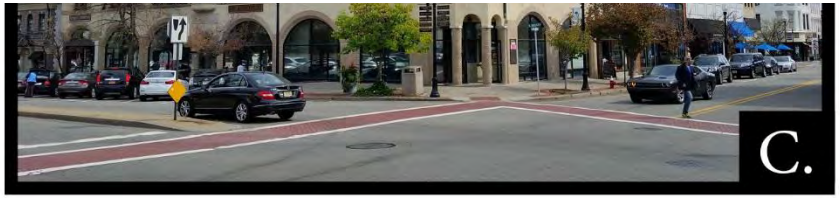
E. None of the choices

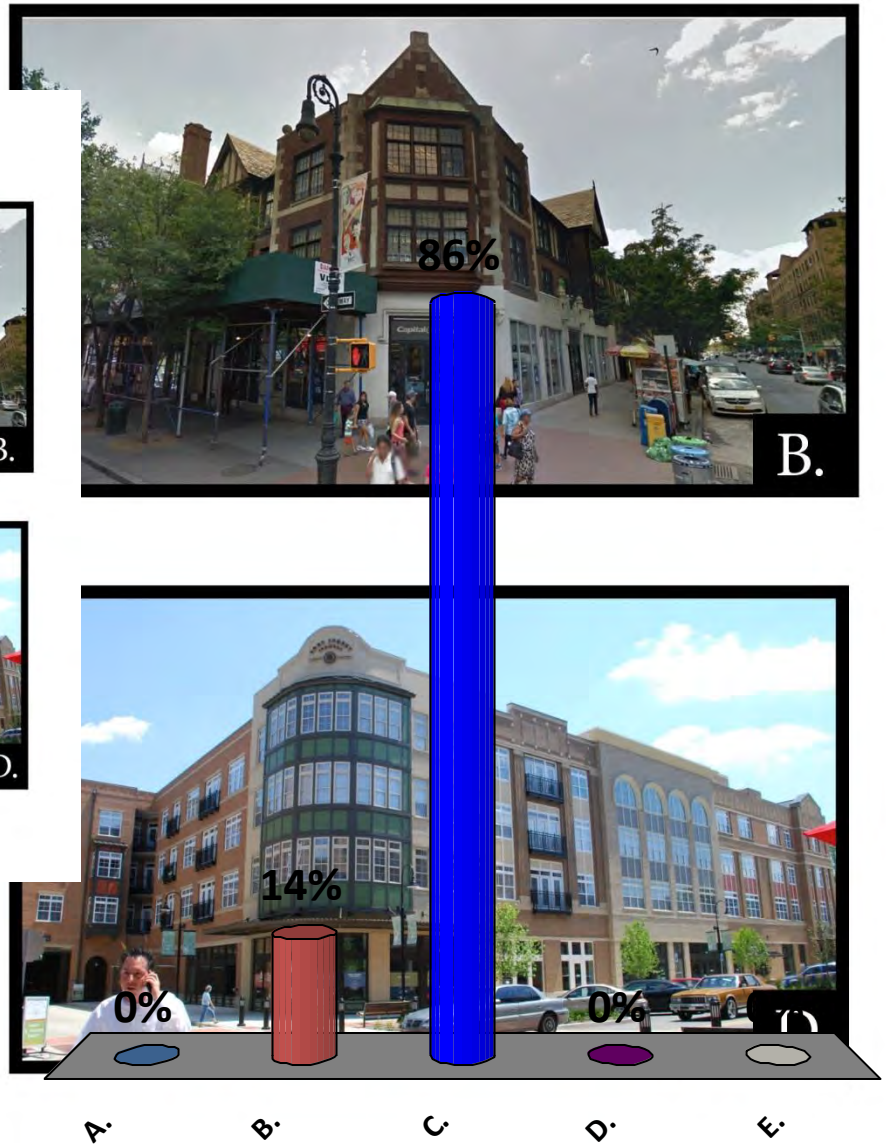
E. None of the choices

Opportunities for Appropriate Infill

Appropriate Architectural Character

E. None of the choices

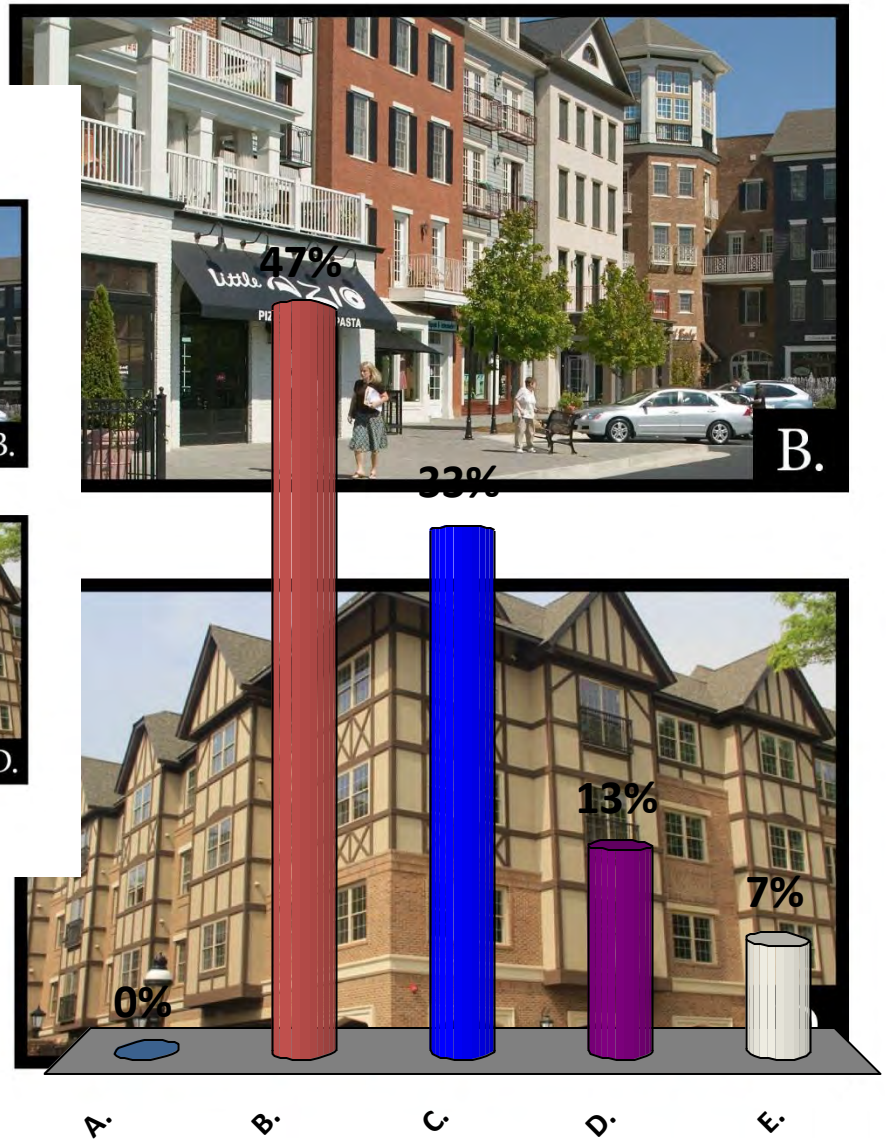




E. None of the choices

Appropriate Architectural Character

E. None of the choices



E. None of the choices

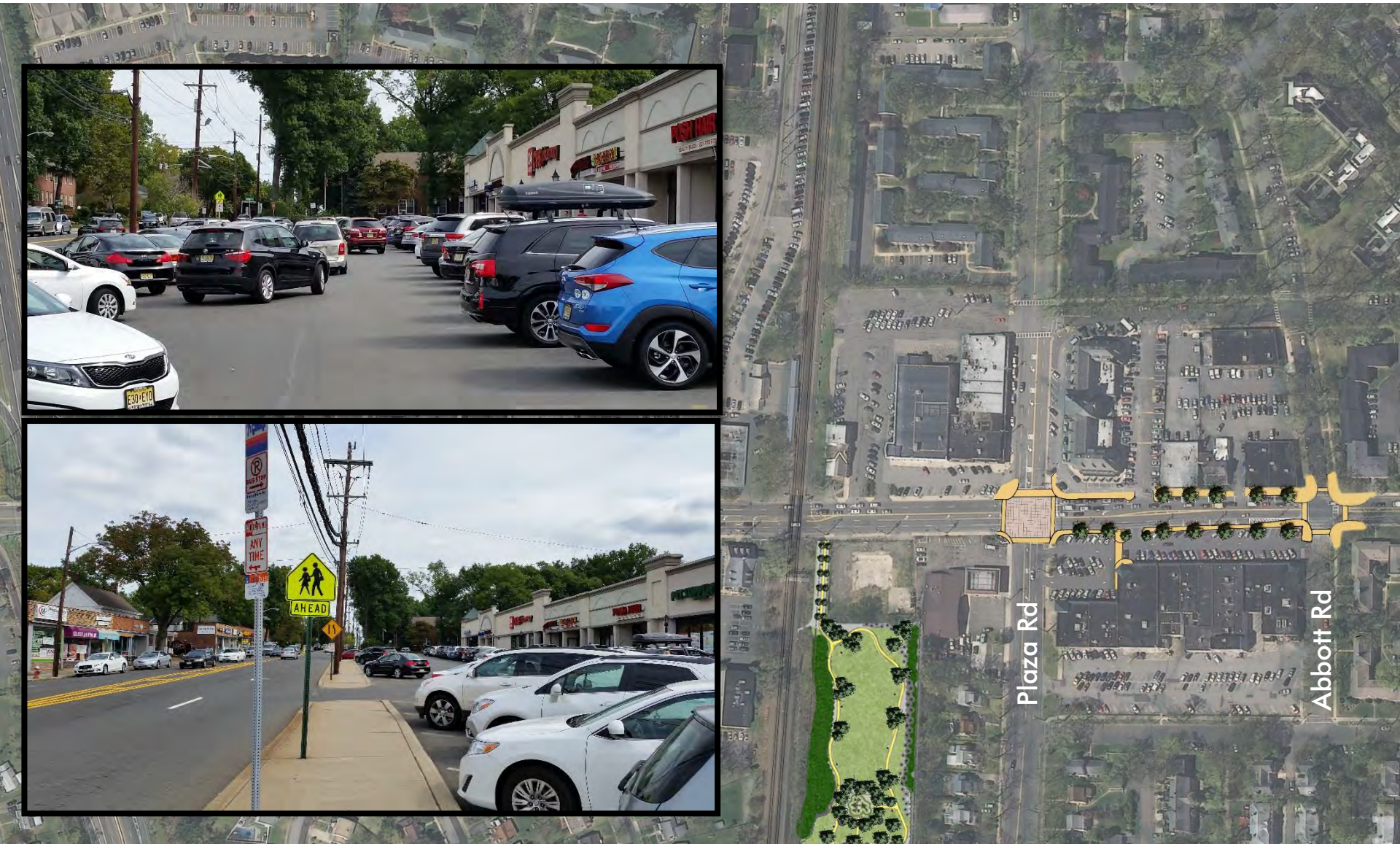
WHERE ARE WE NOW?

WHERE DO WE WANT TO GO?

HOW DO WE GET THERE?

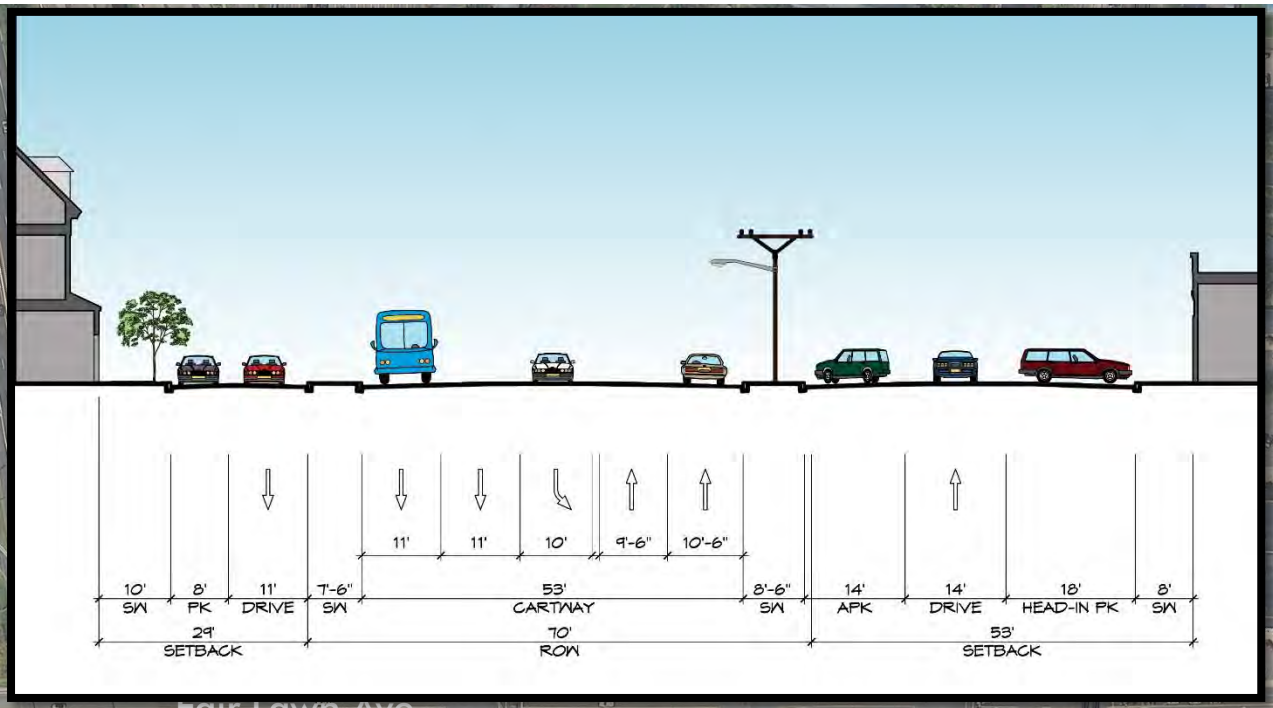
Planned Streetscape Improvement – Abbott Rd Bump-outs

Preliminary Concepts – Extend Streetscape Improvements

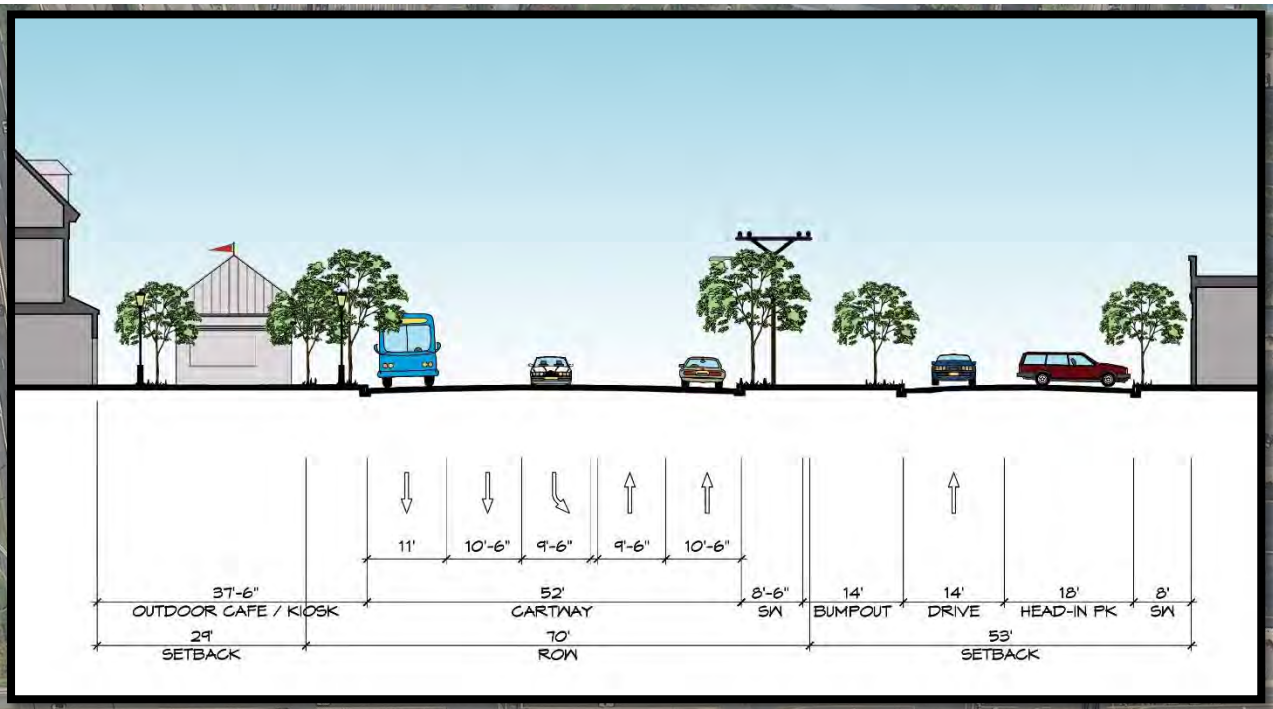


Preliminary Concepts – Extend Streetscape Improvements

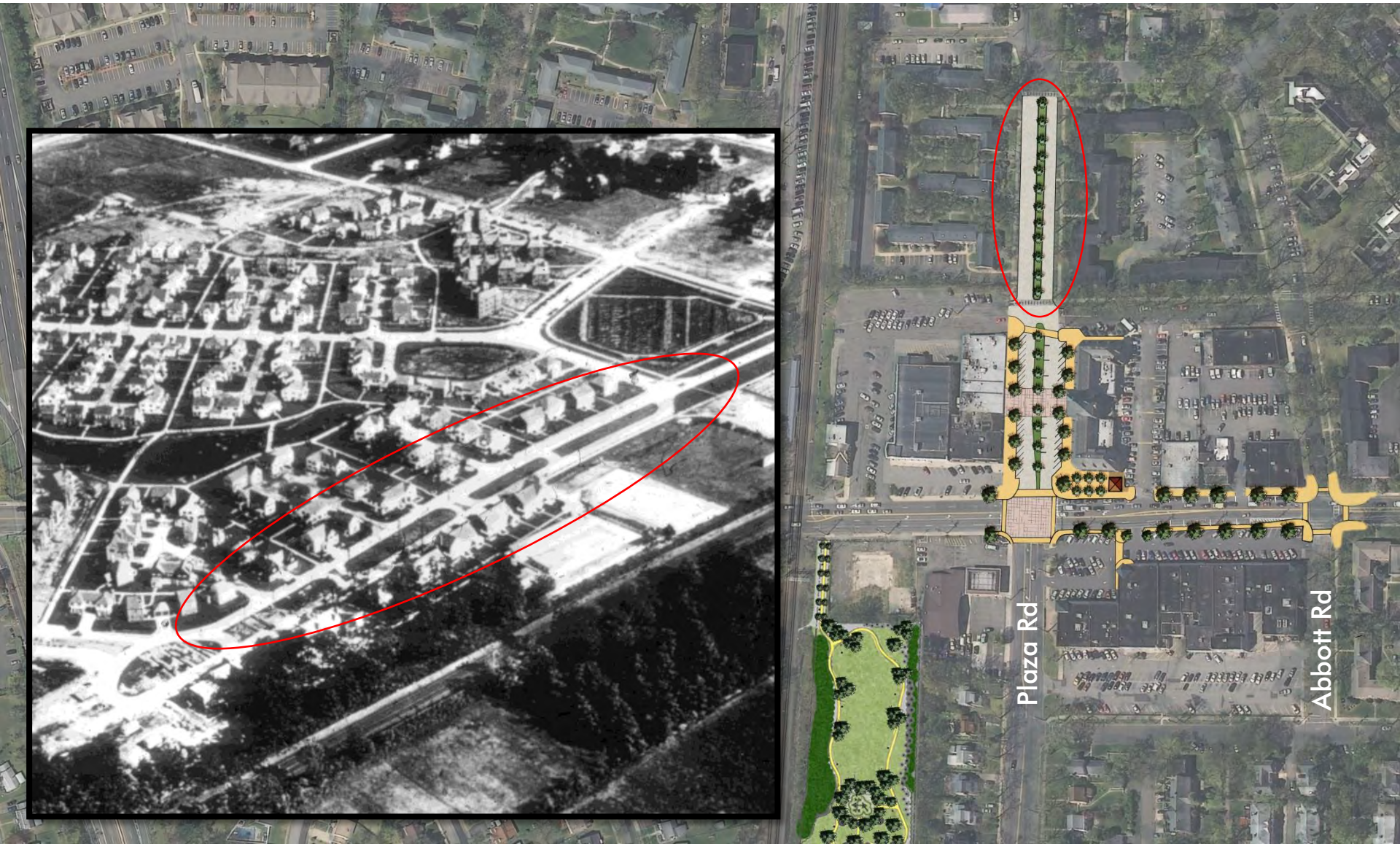
Preliminary Concepts – Extend Streetscape Improvements



Preliminary Concepts – Extend Streetscape Improvements



Preliminary Concepts – Extend the Plaza Road boulevard

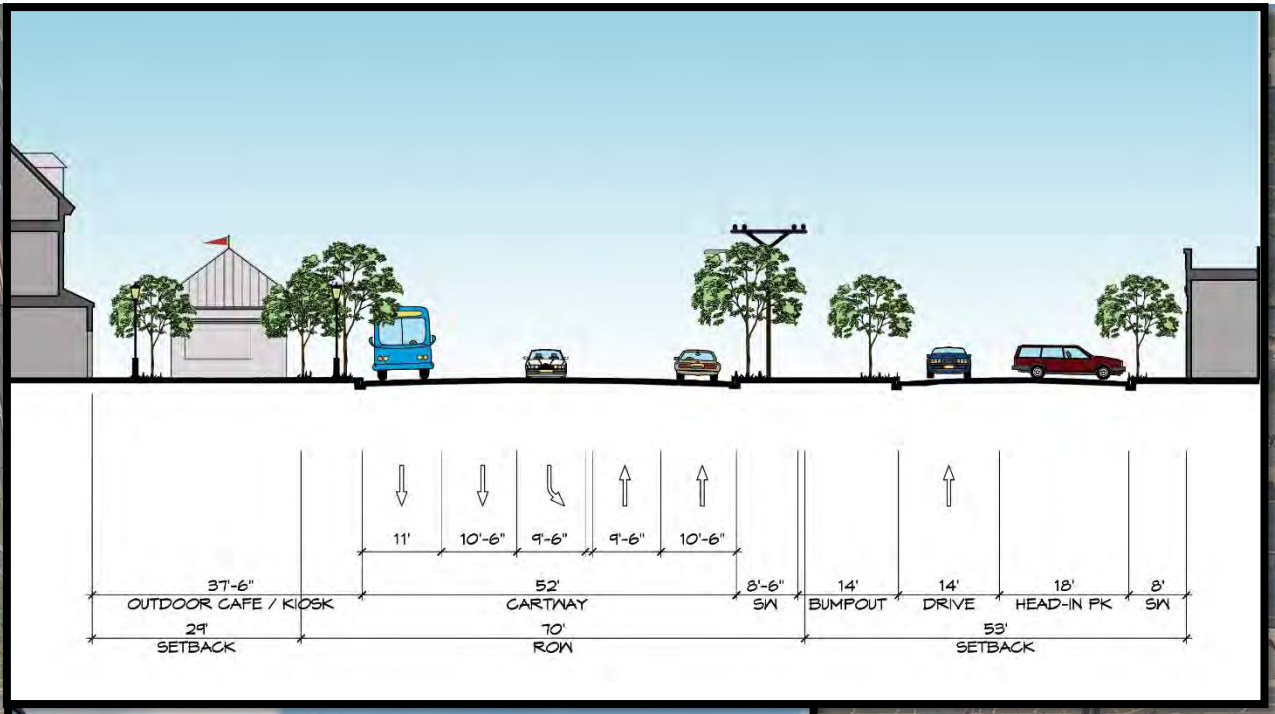


RAILYARD TAVERN
LEFT LANE
MUST
TURN LEFT
RAILYARD
TAVERN

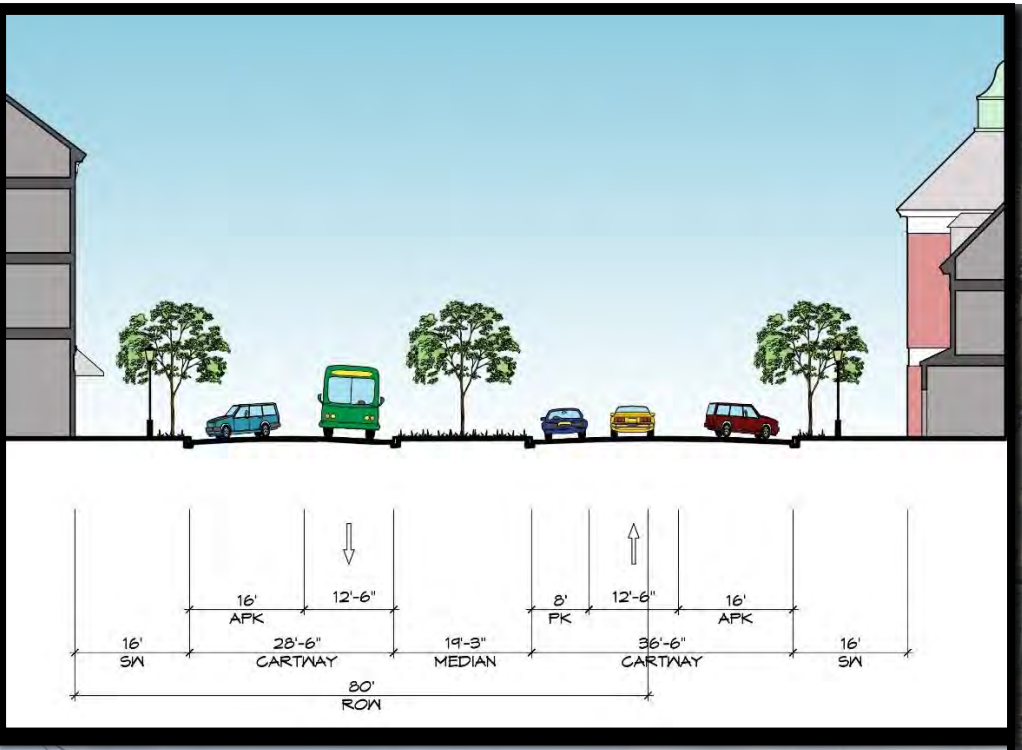
Preliminary Concepts – Put the "plaza" in Plaza Road

Preliminary Concepts – Put the "plaza" in Plaza Road

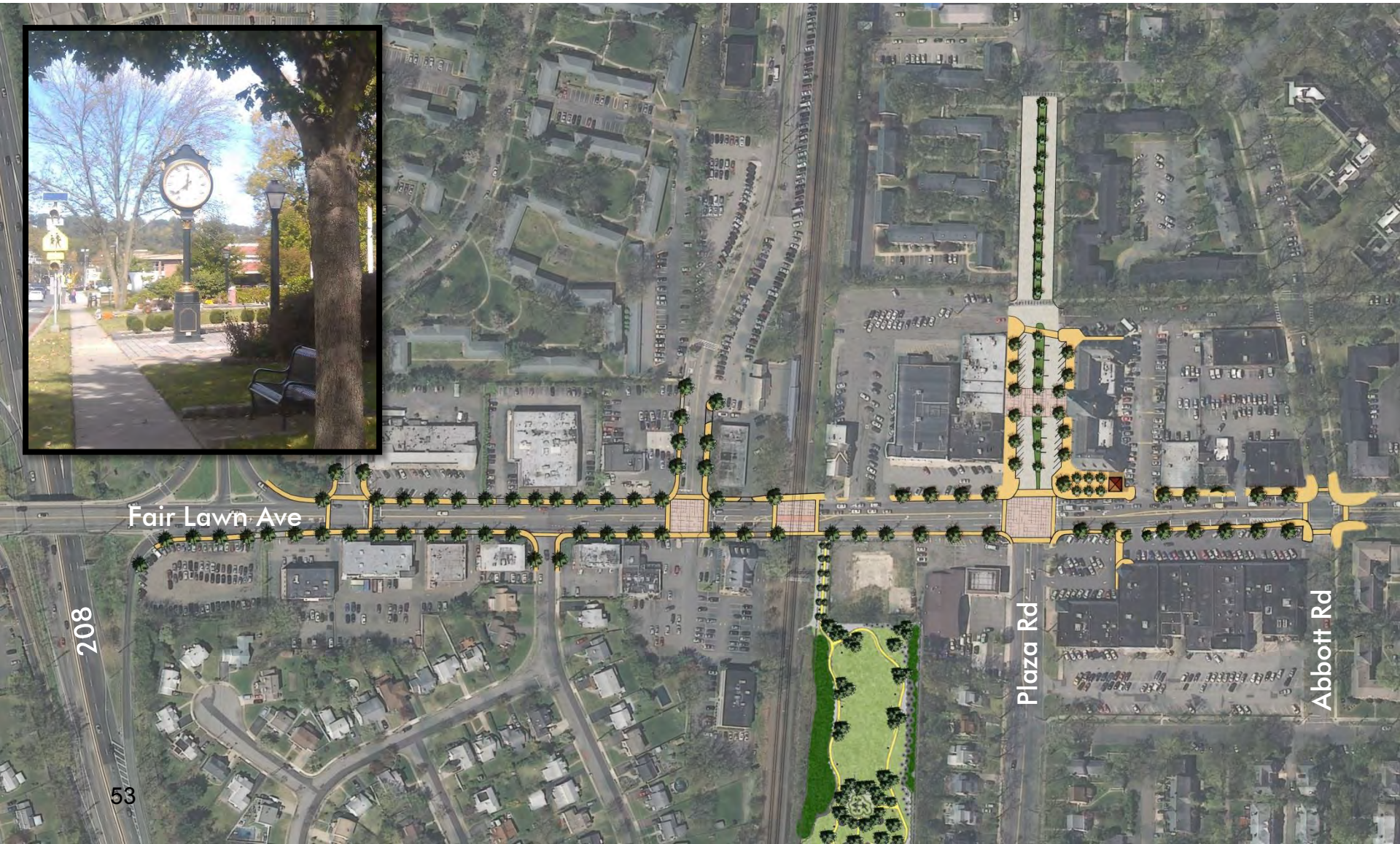
Preliminary Concepts – Streetscape Improvements



Preliminary Concepts – Put the "plaza" in Plaza Road



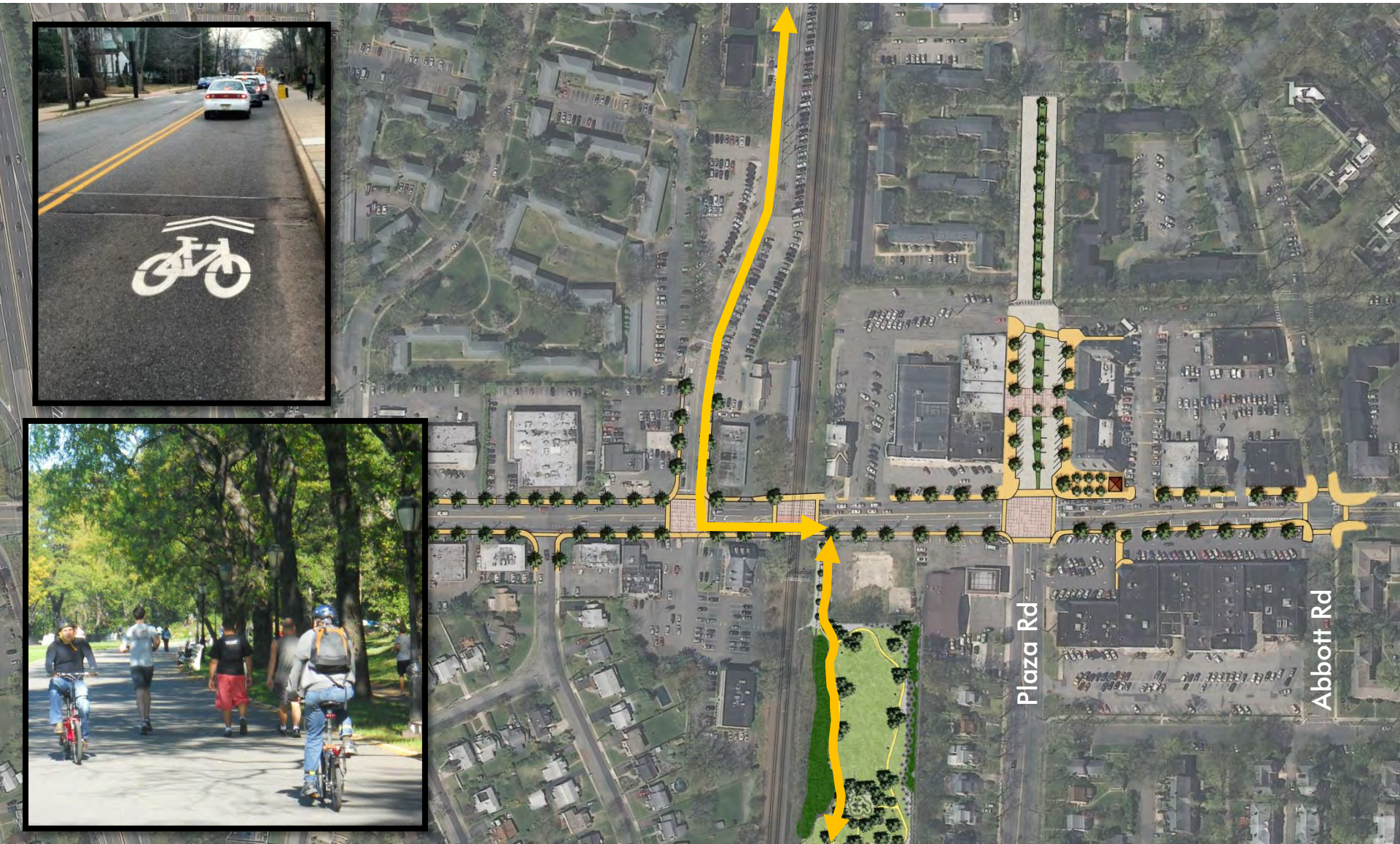
Preliminary Concepts – Extend Streetscape Improvements & Pedestrian Safety



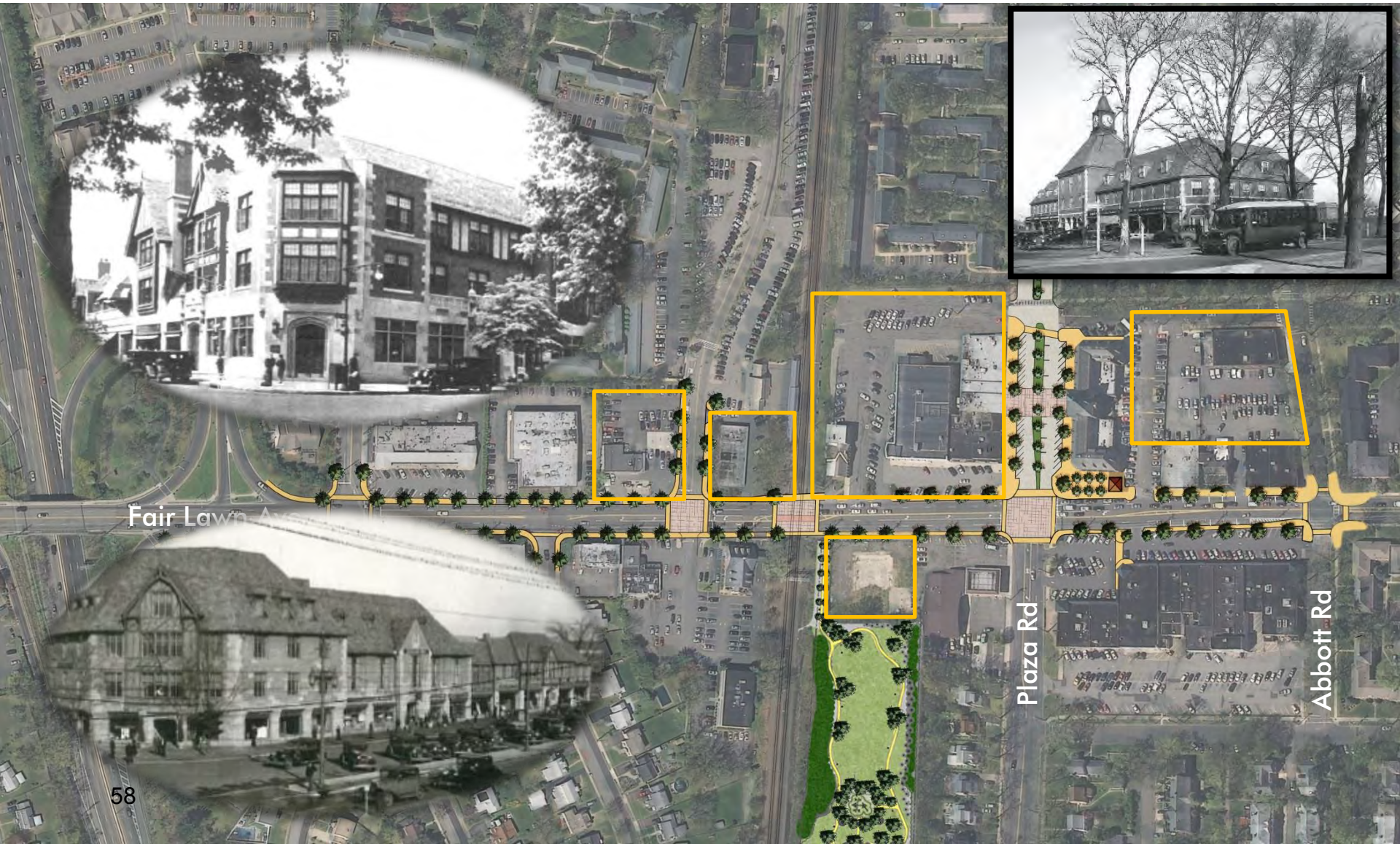
Preliminary Concepts – Bus Shelters

Existing Bicycle Trails & Potential Extensions

Preliminary Concepts – Potential Bicycle Sharrows/Trail



Preliminary Concepts – Adding a New Mixed-Use Landmark that compliments the Radburn Plaza Building



FAIR LAWN AVENUE CORRIDOR VISION PLAN

SAVE THE DATE! OCTOBER 13, 2015

OPEN HOUSE
for
COMMUNITY INPUT

TUESDAY, OCTOBER 13, 2015
(PREVIOUSLY SCHELDULED 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 Abbott Road.

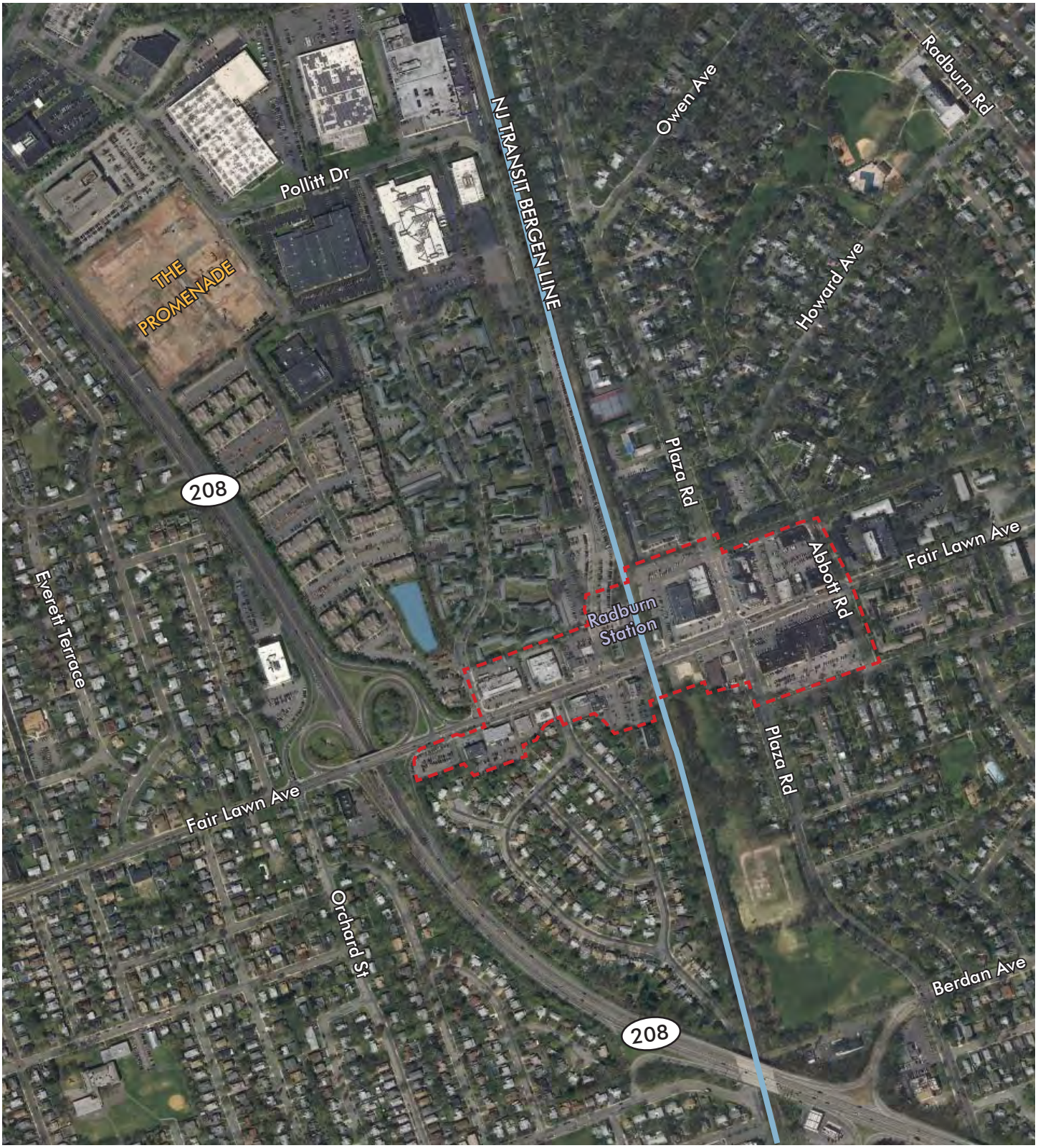
- Tell us about the **corridor today.**
- Take the **Community Vision Survey.**
- Help shape the **vision for the future** of the Fair Lawn Avenue Corridor.

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?

Fair Lawn Ave Corridor Study Map



Study Area - Encompasses the corridor along Fair Lawn Avenue between Route 208 & Abbott Road and neighboring lands related to the corridor, including the Radburn Station Area.

Event sponsored by Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT.

OPEN HOUSE FOR FAIR LAWN AVENUE CORRIDOR

Borough of Fair Lawn, Bergen County

PLEASE GIVE US YOUR FEEDBACK.

Open House can be completed in approximately 1 hour.
You are welcome to stick around & discuss the corridor with our team & your neighbors!

1. Meet & Greet *(near entry in lobby)*
Sign-in and station overview
Receive/collect comment cards

2. Dot-Mocracy *(in lobby)*
Where do you live & work?
What places do you like the most & least?

3. Presentation & Community Vision Survey *(in theater)*
Outline of project area, goals, & research.
Take the Community Vision Survey.

***Free Refreshments Provided**
(see kitchen area to left of theater)

4. Existing Conditions & Potential Concepts *(in lobby)*
Identify opportunities, challenges, and potential improvements for the corridor.
Provide us with comments / feedback.

5. Circulation & Parking *(in lobby)*
Tell us about your parking and circulation challenges and concerns along the corridor.

6. Demographic, Market & Economic Analysis *(in card room)*
Learn more about Fair Lawn today and where it might be headed.

SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): _____

Email (*Optional*): _____

Feel free to give us your thoughts and comments: _____

_____

_____

_____

_____

_____

_____

_____

Event Sponsored by Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT

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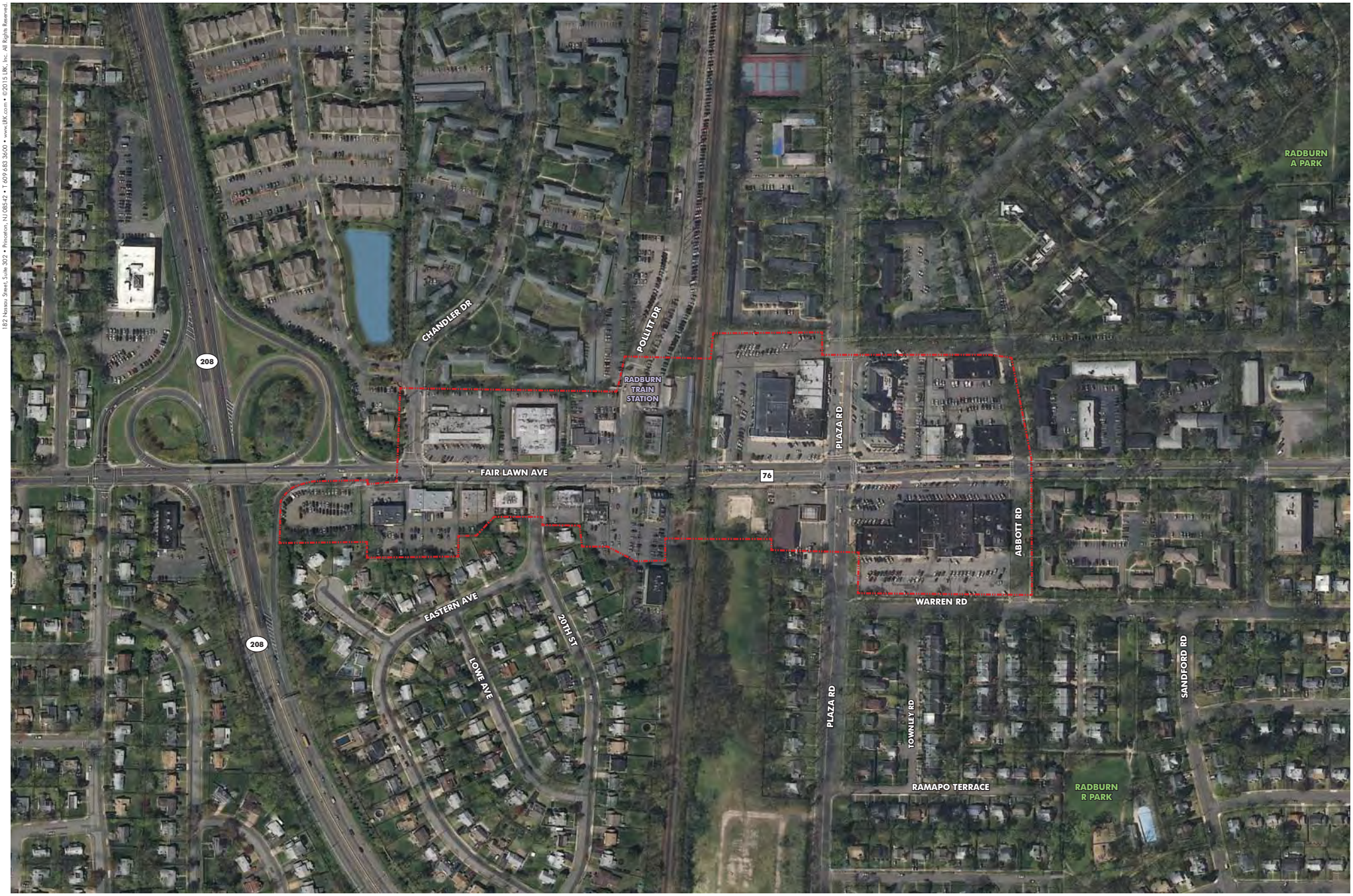

STUDY AREA
FAIR LAWN AVENUE CORRIDOR

Fair Lawn, New Jersey

October, 2015 • Project Number: 03.15008.00

0 40 80 160 ft

Borough of Fair Lawn

Fair Lawn Economic Development Corporation

Bergen County Economic Development Corporation

NJ TRANSIT

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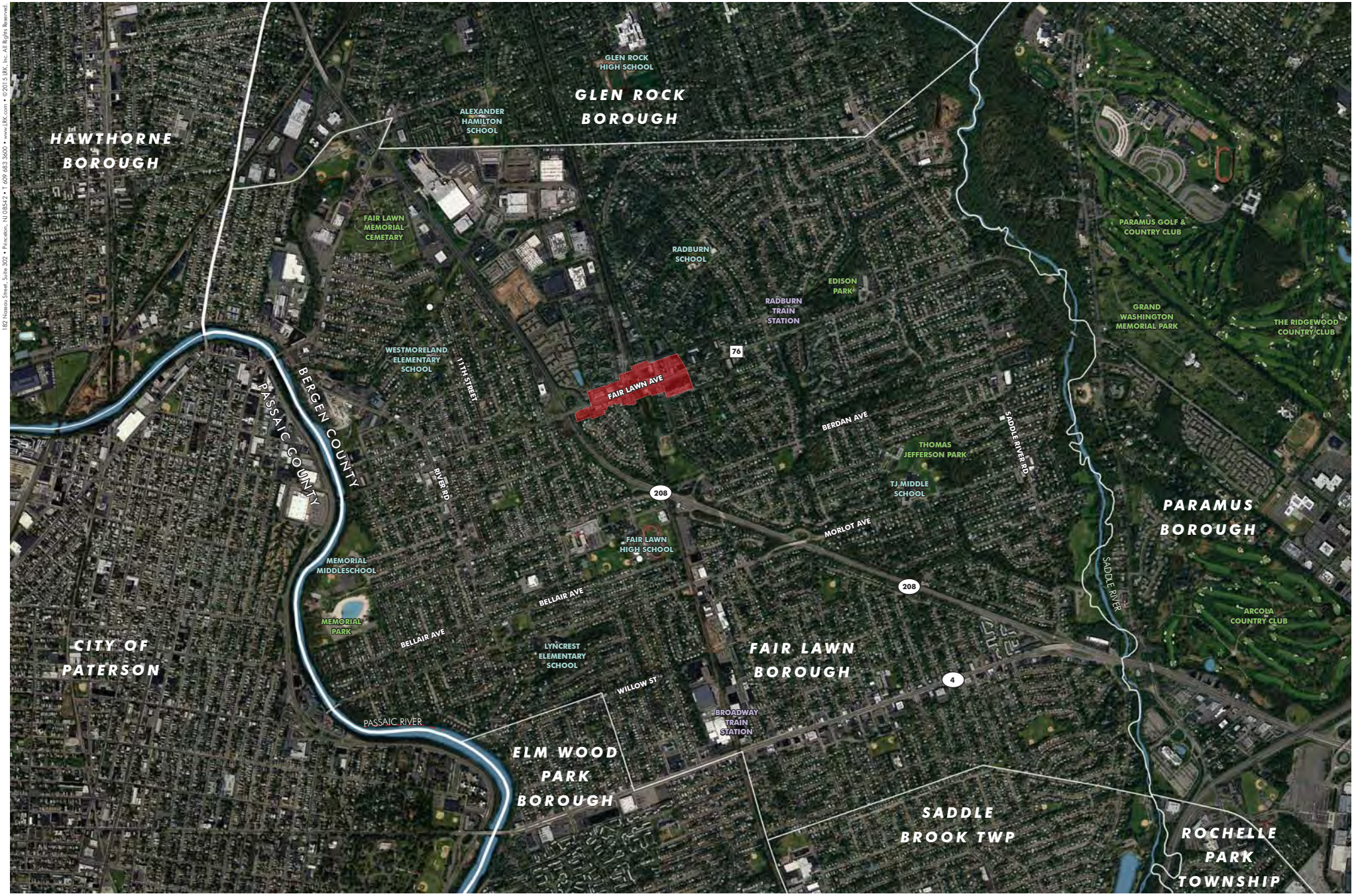


REGIONAL CONTEXT
FAIR LAWN AVENUE CORRIDOR

Fair Lawn, New Jersey

October, 2015 • Project Number: 03.15008.00

0 250 500 1000 ft

Borough of Fair Lawn

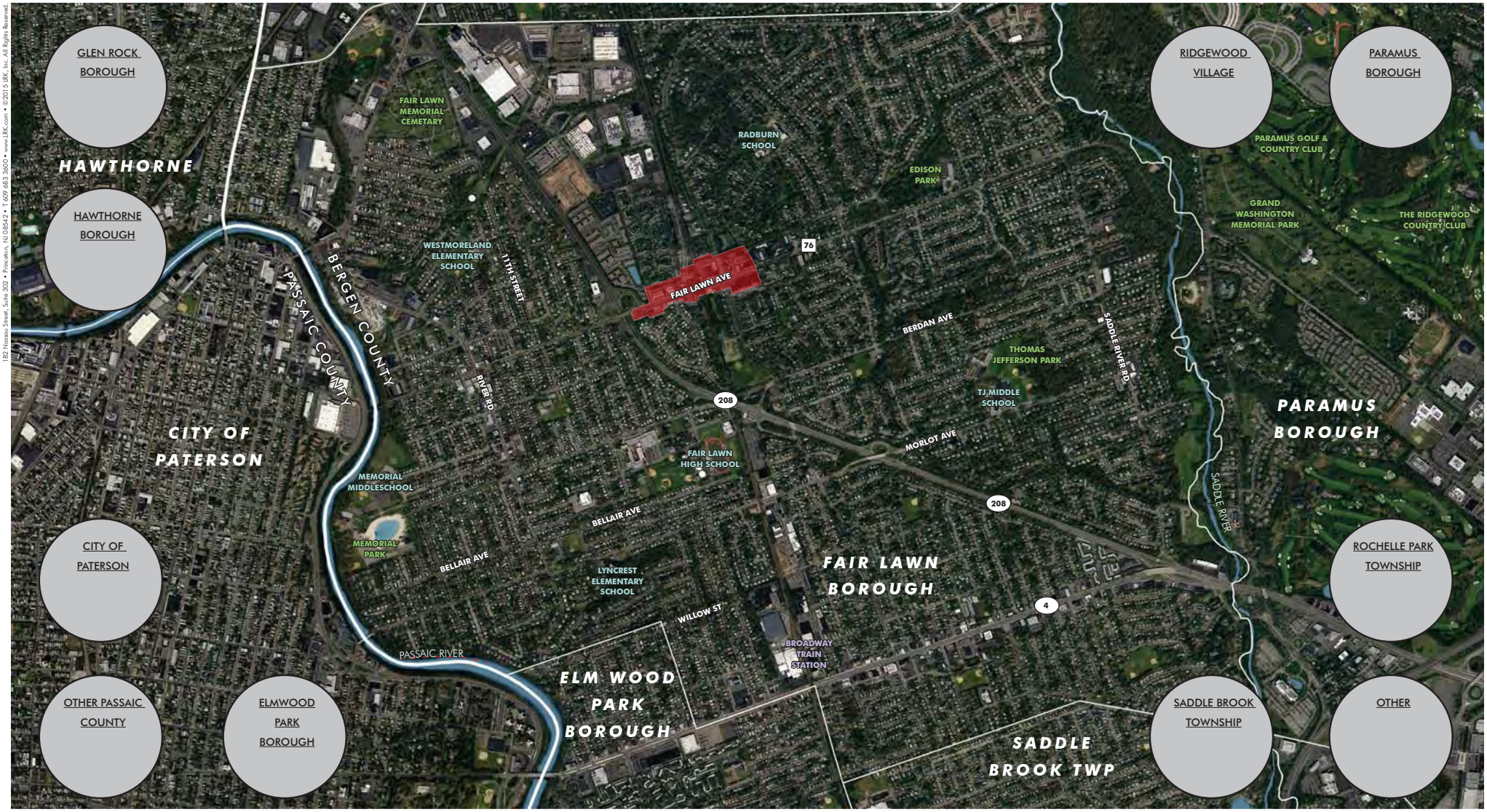
Fair Lawn Economic Development Corporation

Bergen County Economic Development Corporation

NJ TRANSIT

Where do you Live in the Region?

Where do you Work in the Region?



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DOT-MOCRACY
FAIR LAWN AVENUE CORRIDOR
Fair Lawn, New Jersey

October, 2015 • Project Number: 03.15008.00

0 250 500 1000 ft

Borough of Fair Lawn

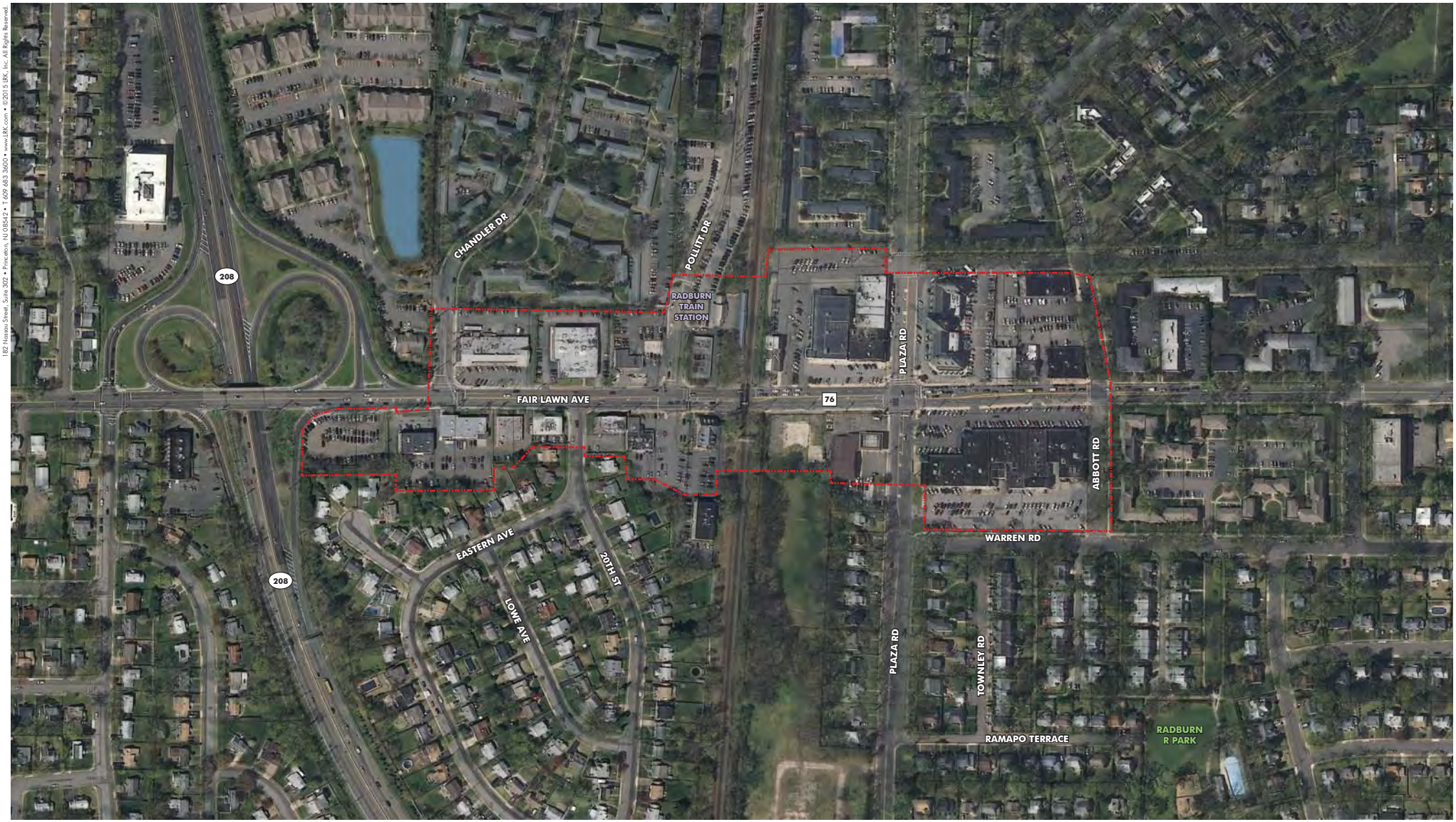
Fair Lawn Economic Development Corporation

Bergen County Economic Development Corporation

NJ TRANSIT

What places do you like MOST in the Corridor?

What places do you like LEAST in the Corridor?



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DOT-MOCRACY
FAIR LAWN AVENUE CORRIDOR

Fair Lawn, New Jersey

October, 2015 • Project Number: 03.15008.00

0 40 80 160 ft

Borough of Fair Lawn

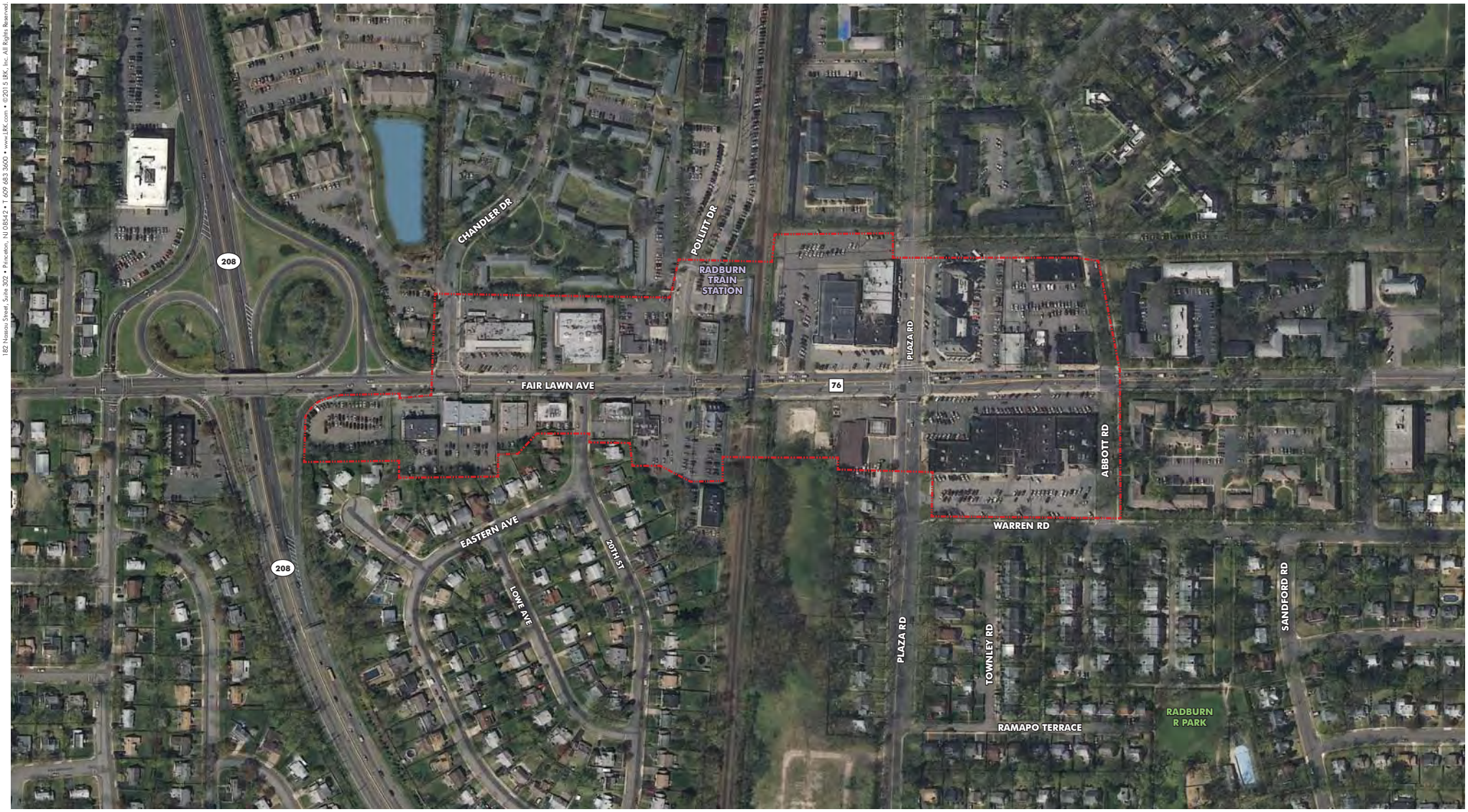
Fair Lawn Economic Development Corporation

Bergen County Economic Development Corporation

NJ TRANSIT

Where are the Parking Concerns in the Corridor?

Where are the Traffic & Pedestrian Hot Spots in the Corridor?



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DOT-MOCRACY
FAIR LAWN AVENUE CORRIDOR

Fair Lawn, New Jersey

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0 40 80 160 ft

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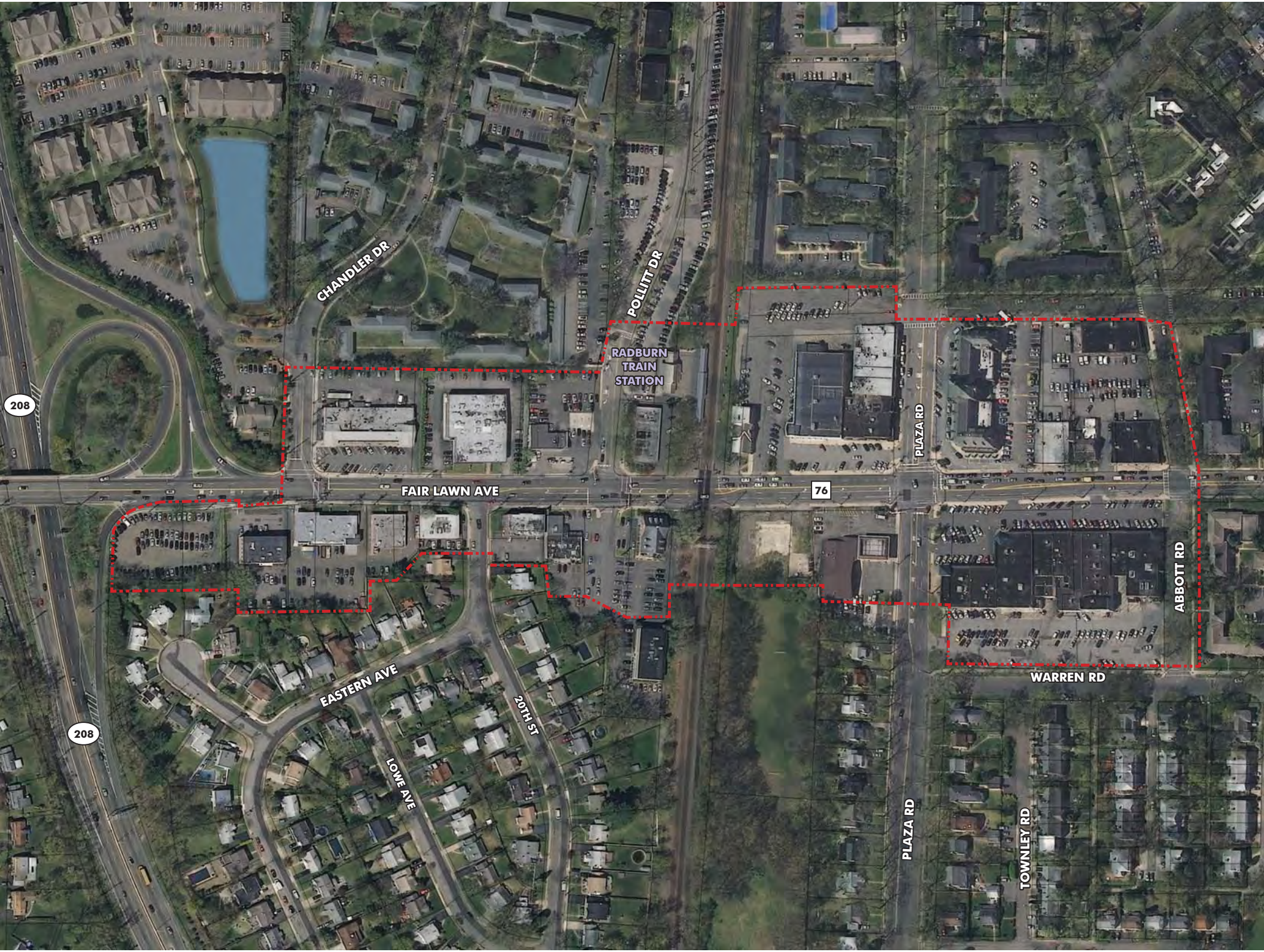
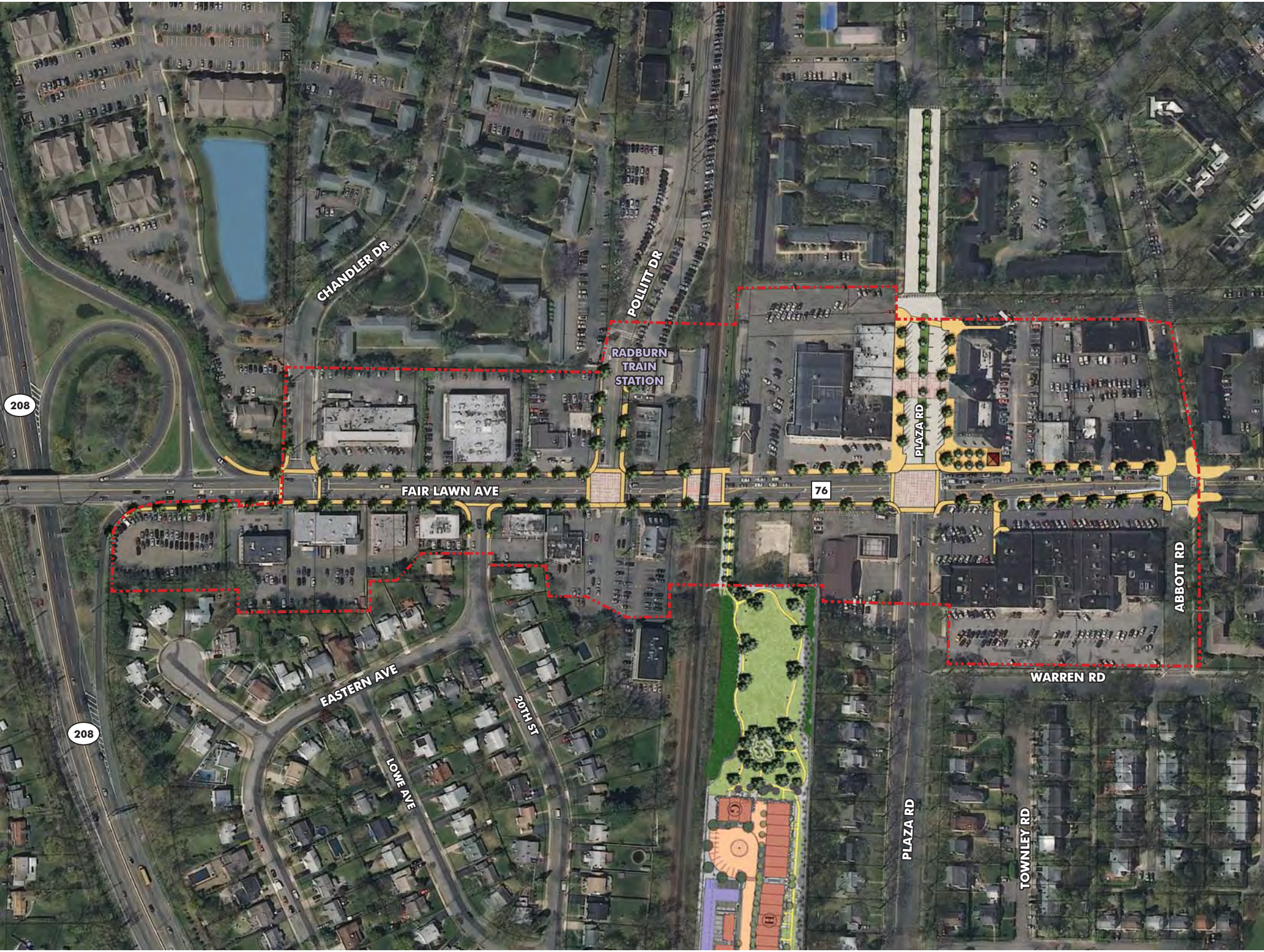
NJ TRANSIT


CHANDLER DR
POLLITT DR
RADBURN
TRAIN
STATION
208
FAIR LAWN AVE
76
PLAZA RD
ABBOTT RD
WARREN RD
EASTERN AVE
20TH ST
LOWE AVE
208
PLAZA RD
TOWNLEY RD


CHANDLER DR
POLLITT DR
RADBURN
TRAIN
STATION
208
FAIR LAWN AVE
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PLAZA RD
ABBOTT RD
WARREN RD
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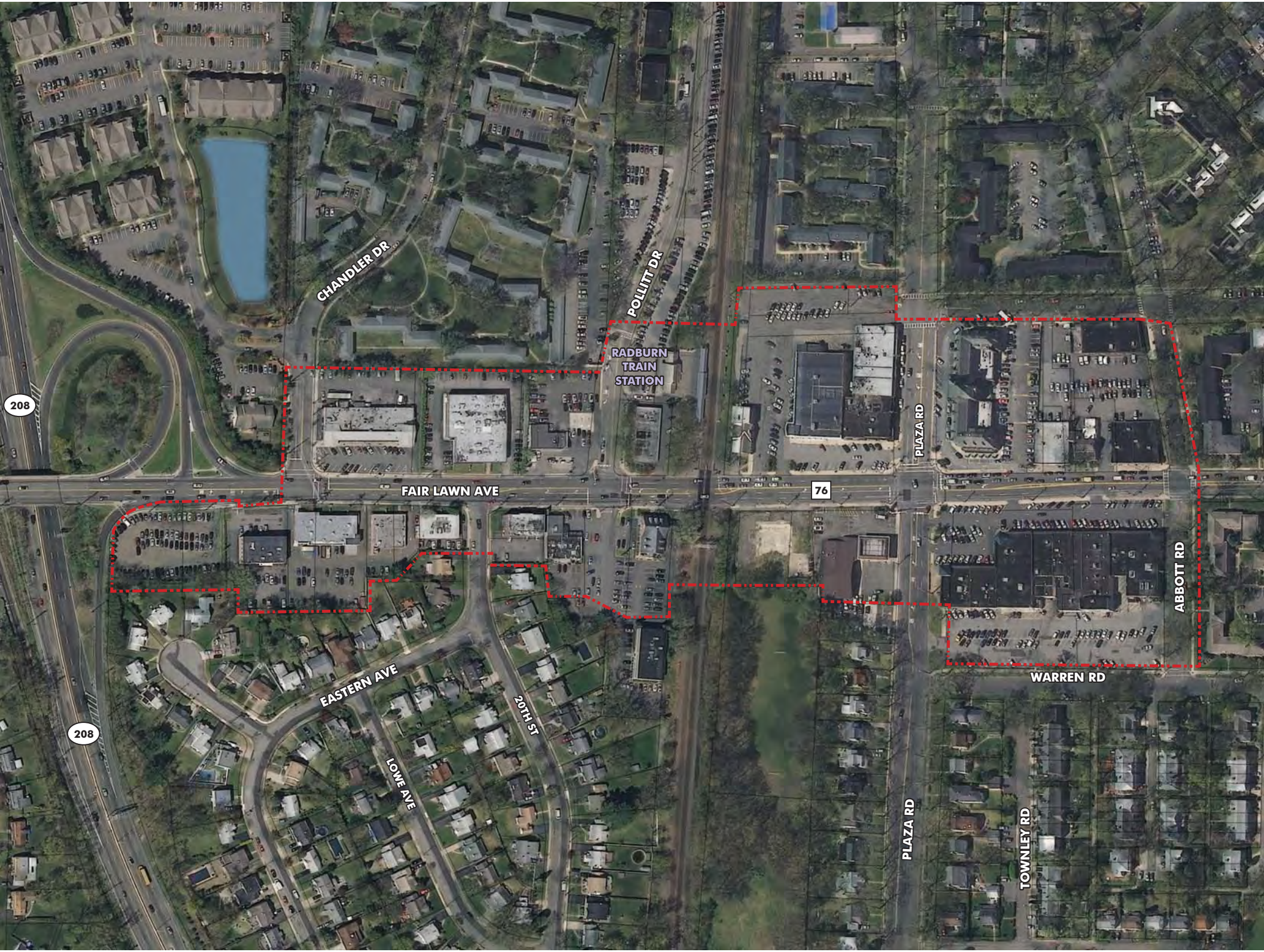
PLAZA RD
TOWNLEY RD


CHANDLER DR
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LOWE AVE
208
PLAZA RD
TOWNLEY RD

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KEY FINDINGS OF PARKING REVIEW

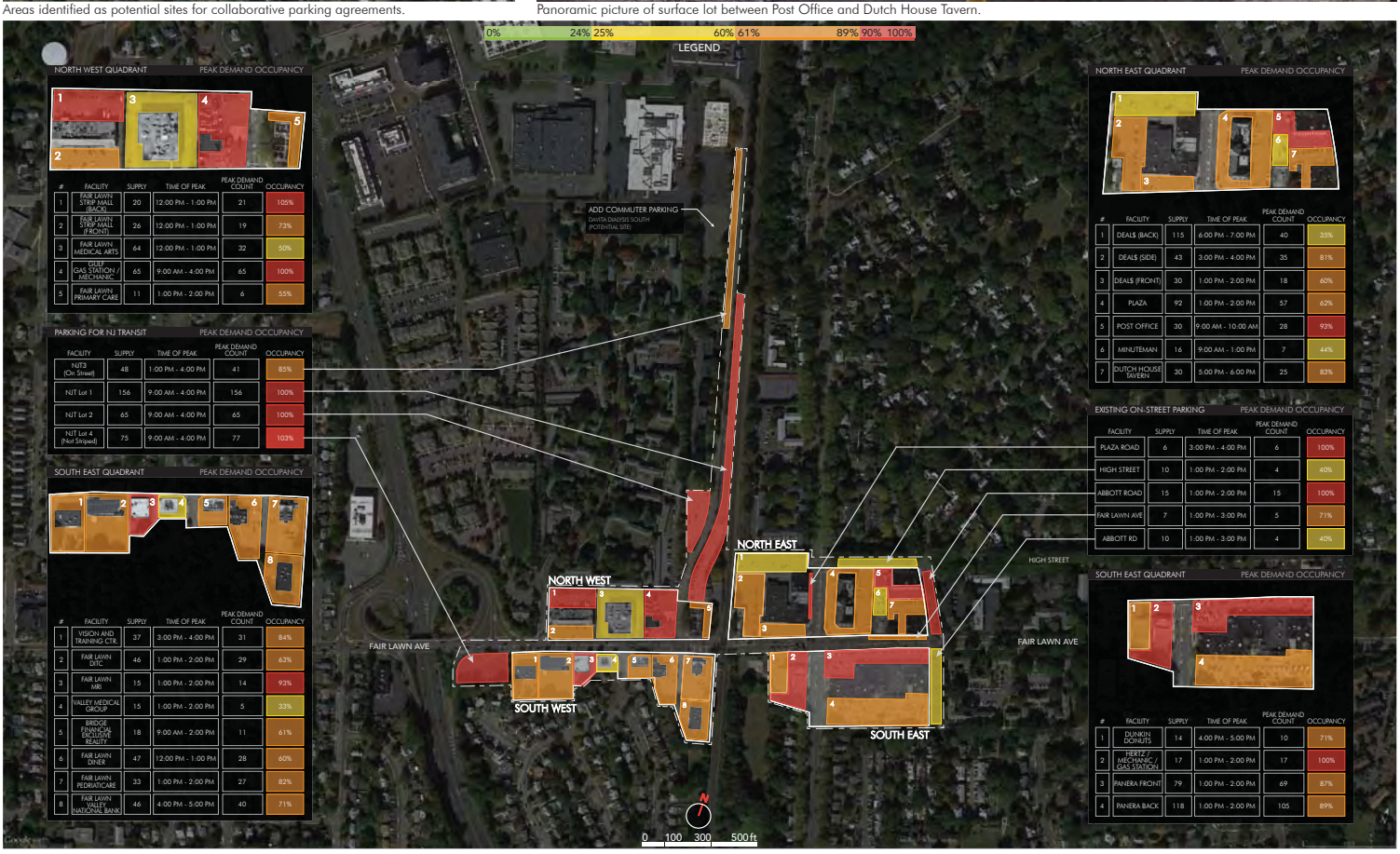
- In many areas of the study parking was found to be adequate, however, certain areas highlighted in the map below approached 100% occupancy.
- Given the variety of parkers in the study area (commuters, retail patrons, restaurant patrons, office employees, visitors) consistent enforcement of posted parking restrictions and permit requirements is key.
- The surface lot behind Deal$ currently serves as an unofficial pick-up and drop-off area for commuters.

OPPORTUNITIES & CHALLENGES

- A potential Collaborative Parking Agreement to maximize parking efficiency and utilization could benefit some of the lots in the North and South East quadrants.
- The segregation of the surface lots behind the Post Office create awkward vehicular access conditions for patrons, and reduces the amount of available parking.
- In the Plaza Building, potential reconfiguration could allow for the creation of vibrant pedestrian-oriented outdoor space.
- On street parking can potentially be added to increase the area parking supply and help calm traffic.

Areas identified as potential sites for collaborative parking agreements.

Panoramic picture of surface lot between Post Office and Dutch House Tavern.



NORTH WEST QUADRANT — PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
1	FAIR LAWN STRIP MALL (BACK)	20	12:00 PM - 1:00 PM	21	105%
2	FAIR LAWN STRIP MALL (FRONT)	26	12:00 PM - 1:00 PM	19	73%
3	FAIR LAWN MEDICAL ARTS	64	12:00 PM - 1:00 PM	32	50%
4	FOLEY GAS STATION / MECHANIC	65	9:00 AM - 4:00 PM	65	100%
5	FAIR LAWN PRIMARY CARE	11	1:00 PM - 2:00 PM	6	55%

PARKING FOR NJ TRANSIT — PEAK DEMAND OCCUPANCY

FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
NJT3 (On Street)	48	1:00 PM - 4:00 PM	41	85%
NJT Lot 1	156	9:00 AM - 4:00 PM	156	100%
NJT Lot 2	65	9:00 AM - 4:00 PM	65	100%
NJT Lot 4 (Not Striped)	75	9:00 AM - 4:00 PM	77	103%

SOUTH EAST QUADRANT — PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
1	VISION AND TRAINING CTR.	37	3:00 PM - 4:00 PM	31	84%
2	FAIR LAWN DTC	46	1:00 PM - 2:00 PM	29	63%
3	FAIR LAWN MRI	15	1:00 PM - 2:00 PM	14	93%
4	VALLEY MEDICAL GROUP	15	1:00 PM - 2:00 PM	5	33%
5	BRIDGE FINANCIAL EXCLUSIVE REALTY	18	9:00 AM - 2:00 PM	11	61%
6	FAIR LAWN DINER	47	12:00 PM - 1:00 PM	28	60%
7	FAIR LAWN PEDIATICARE	33	1:00 PM - 2:00 PM	27	82%
8	FAIR LAWN VALLEY NATIONAL BANK	46	4:00 PM - 5:00 PM	40	71%

NORTH EAST QUADRANT — PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
1	DEAL$ (BACK)	115	6:00 PM - 7:00 PM	40	35%
2	DEAL$ (SIDE)	43	3:00 PM - 4:00 PM	35	81%
3	DEAL$ (FRONT)	30	1:00 PM - 2:00 PM	18	60%
4	PLAZA	92	1:00 PM - 2:00 PM	57	62%
5	POST OFFICE	30	9:00 AM - 10:00 AM	28	93%
6	MINUTEMAN	16	9:00 AM - 1:00 PM	7	44%
7	DUTCH HOUSE TAVERN	30	5:00 PM - 6:00 PM	25	83%

EXISTING ON-STREET PARKING — PEAK DEMAND OCCUPANCY

FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
PLAZA ROAD	6	3:00 PM - 4:00 PM	6	100%
HIGH STREET	10	1:00 PM - 2:00 PM	4	40%
ABBOTT ROAD	15	1:00 PM - 2:00 PM	15	100%
FAIR LAWN AVE	7	1:00 PM - 3:00 PM	5	71%
ABBOTT RD	10	1:00 PM - 3:00 PM	4	40%

SOUTH EAST QUADRANT — PEAK DEMAND OCCUPANCY

#	FACILITY	SUPPLY	TIME OF PEAK	PEAK DEMAND COUNT	OCCUPANCY
1	DUNKIN DONUTS	14	4:00 PM - 5:00 PM	10	71%
2	HERTZ / MECHANIC / GAS STATION	17	1:00 PM - 2:00 PM	17	100%
3	PANERA FRONT	79	1:00 PM - 2:00 PM	69	87%
4	PANERA BACK	118	1:00 PM - 2:00 PM	105	89%

Graph represents parking count data collected on June 30th, 2015

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PARKING ANALYSIS
FAIR LAWN AVENUE CORRIDOR
Fair Lawn, New Jersey
October, 2015 • Project Number: 03.15008.00

Borough of Fair Lawn
Fair Lawn Economic Development Corporation
Bergen County Economic Development Corporation
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IDENTIFY DESIGN IDEAS

APPROPRIATE

FOR THIS CORRIDOR

IDENTIFY DESIGN IDEAS

Inappropriate

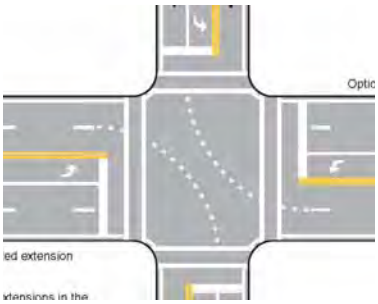
FOR THIS CORRIDOR

TEXTURED INTERSECTION

PLACE DOTS HERE

SIDEWALK CAFES

PLACE DOTS HERE



TURNING LANE GUIDES

PLACE DOTS HERE

IMPROVED SIGNAGE / WAYFINDING

PLACE DOTS HERE

PEDESTRIANS ONLY SIGNAL PHASE

PLACE DOTS HERE

CURB BUMPOUTS

PLACE DOTS HERE

PUBLIC ART

PLACE DOTS HERE

OTHER IDEAS

PLACE DOTS HERE

TRANSPORTATION & CIRCULATION ANALYSIS

FAIR LAWN AVENUE CORRIDOR PLAN

Fair Lawn, New Jersey

October, 2015 • Project Number: 03.15008.00

Borough of Fair Lawn

Fair Lawn Economic Development Corporation

Bergen County Economic Development Corporation

NJ TRANSIT

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Transportation & Circulation Analysis

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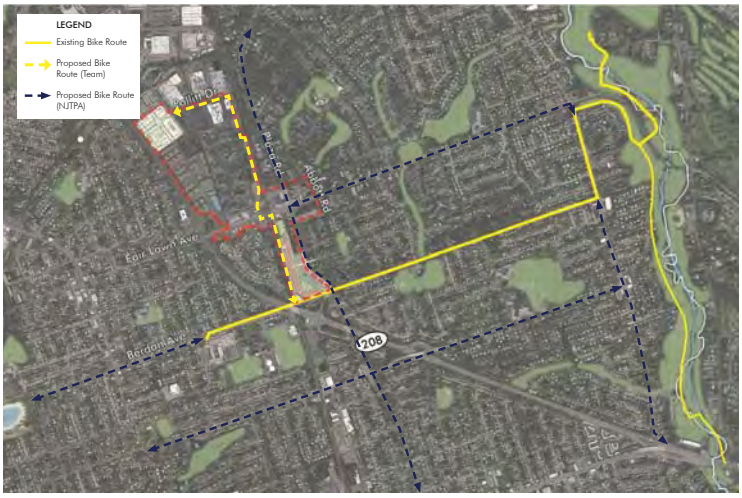
BUS ROUTES

BICYCLE ROUTES



2013 Radburn Rail Passenger Survey

Travel Mode to Radburn Station	Frequency	Percent
Drove alone and parked	551	42.5
Carpooled and parked	33	2.6
Passenger in carpool	14	1.1
Car-Dropped off	214	16.5
Walk Only	464	35.8
Bicycle	9	0.7
Bus	9	0.7
Taxi	3	0.3
Total	**1298**	**100.0**

Resident of Fair Lawn	Frequency	Percent
Yes	915	70.3
Not a Resident/Unknown	386	29.7
Total	**1301**	**100.0**

Type of Parking Used	Frequency	Percent
Station lot parking	339	63.4
Lot parking nearby station	103	19.2
On-Street parking	93	17.3
Total	535	100.0

Final Destionation State	Frequency	Percent
New York	1015	78.0
New Jersey	280	21.5
Other	6	0.5
Total	**1301**	**100.0**

"For bicyclists, the top priority in Fair Lawn is to implement bike lanes and shared lane markings on Fair Lawn Avenue, since it is the main collector street with access to commercial and park amenities and can spur community support for further implementation."

- NJTPA : Central Bergen Bicycle & Pedestrian Plan, May 2015

BUS ROUTES

- The corridor is served by every major mode of transportation, with opportunities for improved pedestrian & bicycle connectivity
- Bus shelters throughout the study area vary in appearance and condition.
- 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.

LRK Looney Ricks Kiss · 4WARD PLANNING · vhb · TimHaahs · LARISA ORTIZ ASSOCIATES

TRANSPORTATION & CIRCULATION ANALYSIS
FAIR LAWN AVENUE CORRIDOR
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Borough of Fair Lawn · **Fair Lawn Economic Development Corporation** · **Bergen County Economic Development Corporation** · **NJ TRANSIT**

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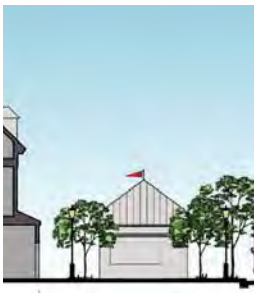
Fair Lawn Avenue

Fair Lawn Avenua Summer 2015

Fair Lawn Avenue Existing Conditions

Fair Lawn Avenue Potential Streetscape Vision

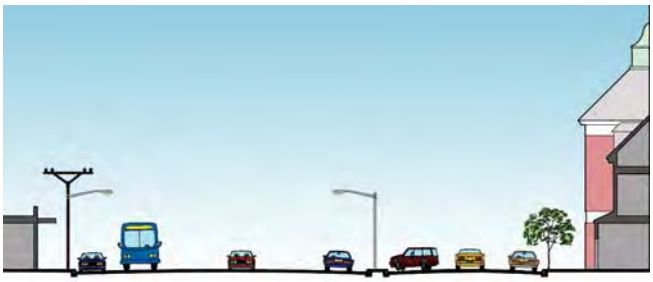
A customer at Panera Bread must cross the equivalent of **10 car lanes** to visit a business in the Plaza Road Buildings.



Kiosk Retail Character

Plaza Road

Plaza Road Summer 2015



Plaza Road Existing Conditions

Plaza Road Potential Streetscape Vision

Plaza Road Potential Streetscape+2 Stories

Plaza Road Potential Streetscape +3 Stories

TRANSPORTATION & CIRCULATION ANALYSIS
FAIR LAWN AVENUE CORRIDOR
Fair Lawn, New Jersey
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Transportation & Circulation Analysis
OPPORTUNITIES & CHALLENGES

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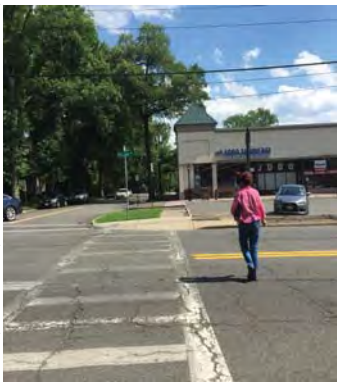
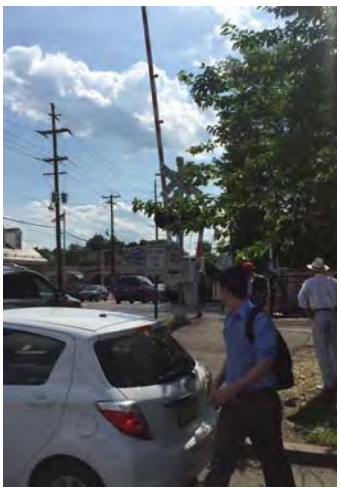


- Fair Lawn Avenue is a county road and acts as a main collector through Fair Lawn, but it is not a "Complete Street" in the study area.

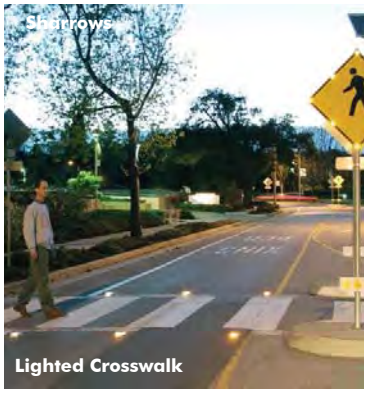
- Wider sidewalks, parallel parked cars, and shorter crosswalk distances can help make the corridor safer for pedestrians

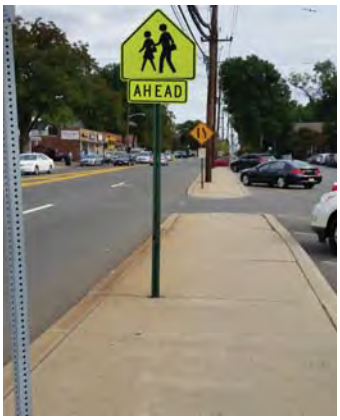
- Shade trees, pedestrian-scale lighting, and other street furniture can help make the corridor more inviting



- Opportunities for safer pedestrian & bicycle circulation may include:
  - Upgraded crosswalk striping / textured intersections
  - Curb bump-outs / mid-block crossings
  - Sharrows and designated bike lanes

Potential Improvements





KEY FINDINGS OF MULTI-FAMILY MARKET ANALYSIS

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- **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.

The area has the opportunity to support the development of between 1,160 and 2,330 multi-family units by 2030.

Multi-Family Residential

- There are 1,368 apartment and townhome units currently in the development pipeline within the 10-Minute Drive Primary Market Area (PMA).
- The Fair Lawn Promenade mixed use development and Landmark at Radburn housing development are the only pipeline projects located within Radburn Station's one-mile convenience trade area. The developments will contain 315 total rental apartment units, with adjacent office and retail stores at the Fair Lawn Promenade.
- The New York-White Plains-Wayne, NY-NJ Metro area new office development within the Metro will grow over the next five years, indicating a stabilizing Metro office market.

KEY FINDINGS OF COMMERCIAL OFFICE MARKET ANALYSIS

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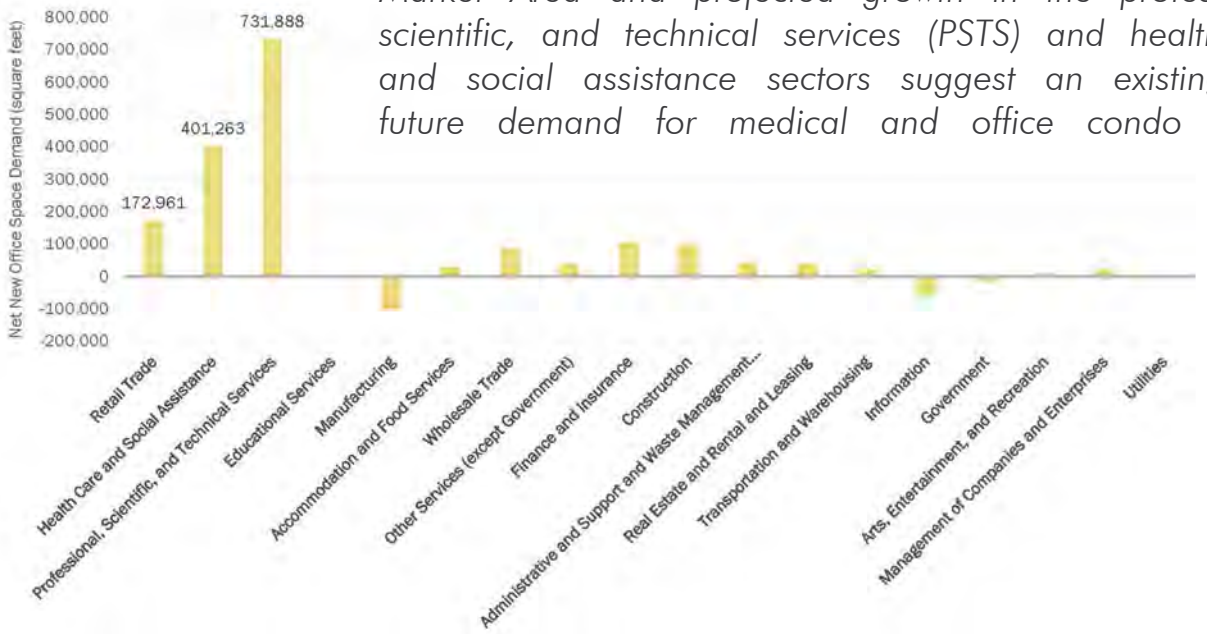
- **Convenience Trade Area:** One mile radius circle from Radburn Station
- **Primary Market Area (PMA):** 10-minute drive time contour from Radburn Station
- **New York-White Plains-Wayne, NY-NJ Metropolitan Division (Metro):** Includes Bergen, Hudson, and Passaic counties.

Commercial Office

- There is approximately 1.8 million square feet of existing vacant office space in the Primary Market Area (both for sale and for lease), in addition to new office space in the development pipeline.
- Medical office property makes up 46% of the available for-sale office space on a square foot basis (131,998 square feet).
- There will be demand for over 1.6 million square feet of office space within the PMA by 2030, with the professional, scientific, and technical services sector representing 45% of this new office space demand.

Existing office lease and sale premiums within the Primary Market Area 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.



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OPPORTUNITIES & CHALLENGES

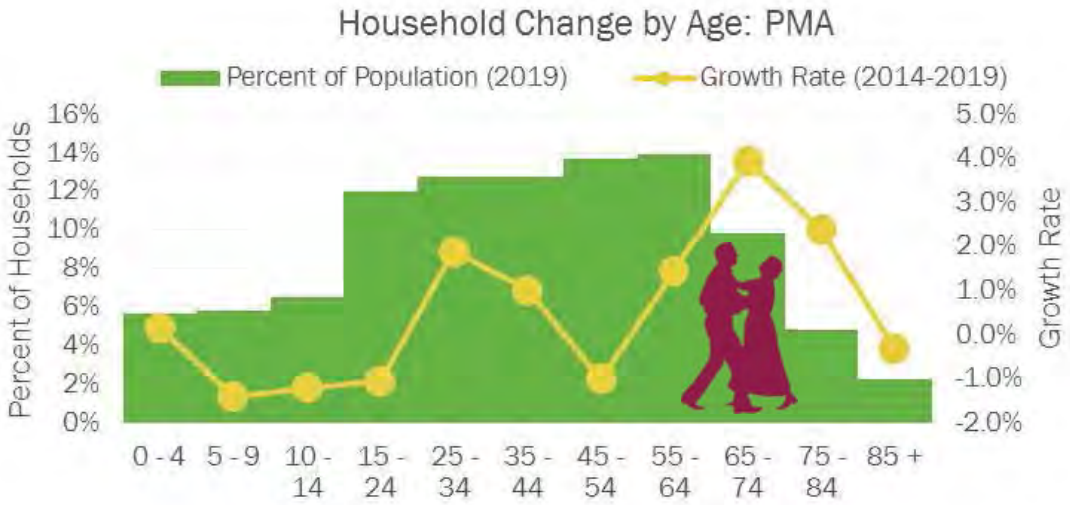
- Research suggests that young professionals and empty nesters, (who prefer ammenities ideal for a TOD site), are the two segments most likely to impact residential housing demand in the region for the foreseeable future.

- There is pent-up housing demand from low- to moderate-income Primary Market Area (PMA) workers commuting into the PMA, who will likely require access to affordable housing, either market-rate or subsidized.

- 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.

- 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.

- 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.



KEY FINDINGS OF LOCAL RETAIL ANALYSIS

Suggested Short-Term Retail

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

A small sporting goods and hobbies store

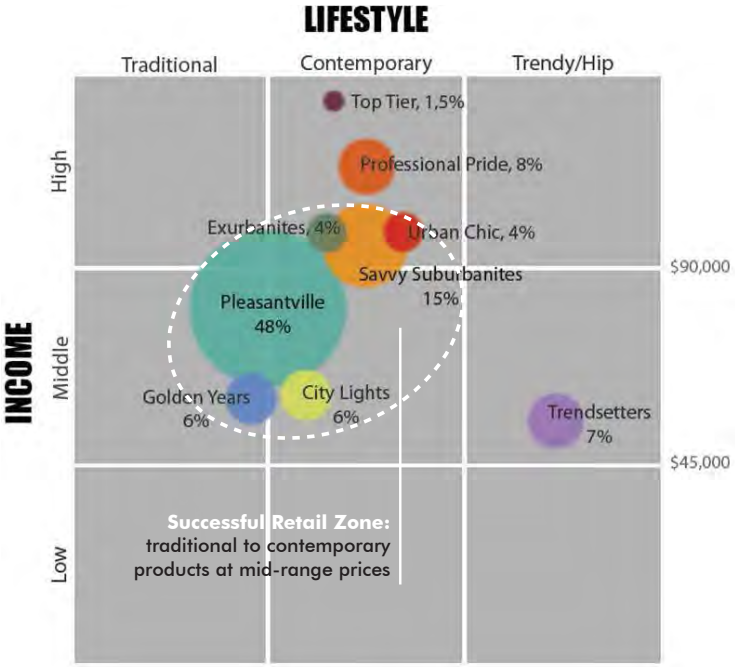
Small garden, gifts, outdoor living store

Limited-service restaurants with outdoor seating

Suggested Long-Term Retail

Full-service restaurants with generous outdoor seating areas

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



Source: ESRI Business Analyst 2015, Matrix: Copyright Larisa Ortiz Associates

Resident Profiles:

- 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 well capitalized 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.

*With a 2:1 resident/employee ratio, employees constitute another important segment of the local customer base.

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KEY FINDINGS OF RETAIL ENVIRONMENT

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Retail Environment

Access

- Good traffic counts (19,000 to 24,00 ADT)
- With almost 1,500 riders daily, Radburn is the second busiest station of Main Line Bergen County.

Public & Private Realms

- Weak public realm and not pedestrian-friendly

Retail Density & Mix

- 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.

- Fair Lawn Avenue makes cross-shopping inconvenient between the North and South sides and undermines business success.

Demographics

	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 pop.	84.0%	86.4%	81.3%

*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 occups	51.3%	56.1%	61.6%
Less car reliant	Households without a car	721	124	296

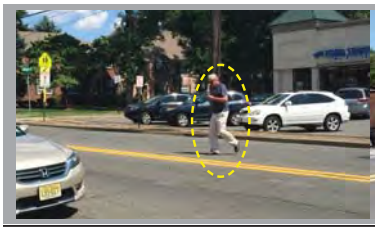
*Based on a 1 mile radius trade area centered at the train station
Source: Esri Business Analyst, 2015

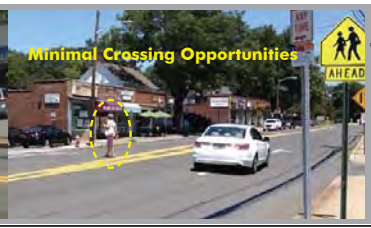
There are no amenities, street furniture and little street-level activities.

There is little tree coverage and insufficient pedestrian lighting.

Sidewalks are constantly interrupted by parking lot entrances and other barriers, making pedestrian circulation unsafe and discouraging customers fom visiting multiple businesses.

A customer visiting Panera Bread must cross the equivalent of 10 car lanes to visit a business in the Plaza Road Building





The lack of sufficient and adequate crosswalks creates dangerous conditions for shoppers willing to patronize businesses located at different sides of Fair Lawn Avenue.

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DEMOGRAPHIC & ECONOMIC ANALYSIS
FAIR LAWN AVENUE CORRIDOR
Fair Lawn, New Jersey
October, 2015 • Project Number: 03.15008.00

Borough of Fair Lawn
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OPPORTUNITIES & CHALLENGES

Build capacity to advance recommendations outlined in the study

- Establish a working committee to promote and oversee improvement efforts and enroll property owners and merchants

- Advocate for amendments in zoning and parking regulations including parking requirements, blade signs and farmers market allowance

Improve connectivity and access to and within the district to promote a pedestrian-friendly one stop shopping environment

- Combine individual rear parking lots into one collective publicly managed lot

- Explore mid-block cross-walks to ease access between North and South Fair Lawn Ave

Drive visitation and increase customers' length of stay by improving the attractiveness of the district

- Improve visibility of stores through pedestrian oriented signage (blade signs) and transparency (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

FAIR LAWN AVE CORRIDOR VISION PLAN:
COMMUNITY OPEN HOUSE

SIGN-IN FOR OPEN HOUSE

TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County	outside Bergen Cty
Elaine Winshell	resident	ewinshel@gmail.com	✓					retired
Nicholas GARIP	Resident	Gariptrade@gmail.com	✓				✓	
Stuart Pace	RESIDENT	SKSS.pace@gmail.com	✓			✓		
Allen Weitzman	FLEDC	aweitzman@studio5p.com	✓				✓	
Claude Bressstock	Real Estate agent living	39-11 B Broadway	✓			✓		
Peter Kortright	Resident	16-24 Ellis Ave	✓					Peter Kortright3@gmail.com
Maggie Peters	BCEDC	mpeters@co.bergen						
Cathy Schofield	Resident	SCH0123@aol.com	✓			✓		
Barbara Botton	"	babsbotton@verizon.net	✓			✓		Retired
Jerry Alatt	Property Mgt.	jerryp2100@optimum.net	✓					
Ray Richter & Marianne	Resident	RJRMR2@Verizon.net	✓					
Simone Gore	NJ TRANSIT	SGORE@NJTRANSIT.COM			✓			✓
Vivian E Baker	"	VEBAKER@NJTRANSIT.COM			✓			✓
Carol Lazeroni	Resident	C Pelicaq@gmail.com	✓					
JAY MORGENSTERN	RESIDENT	201-791-4702	✓					RETIRED
Rich Seibel	Resident	seibel49@gmail.com	✓			✓		
Jane Spindel	resident	j.freluce@gmail.com	✓			✓		
D Howitt	"	howittfa@verizon.net						
Beth Goldberg	Resident	goldberg310@aol.com	✓					Retired

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FAIR LAWN AVE CORRIDOR VISION PLAN:
COMMUNITY OPEN HOUSE

SIGN-IN FOR OPEN HOUSE

TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
Howard Mack	0-23 Berry St resident	201-791-3486	✓			✓	
Barbara A Taylor	5327 Broadway Blvd	201-300-6400					
Irwin Marken	16-14 Alden Terr	201.791.7125					
John Cosgrove	Mayor of Fair Lawn	201-794-5344	✓			✓	
Lou Weiss	8 Allen Pl Fair Lawn	201-791-8125	✓				✓
Claudia Castro	Resident	2017942024	✓				
Kathy Moore	13-16 Plaza Rd	201.475.5088				✓	
Ros Bobodich	13-14 Plaza Rd	201 791 3614	✓				
Lanise Ruff			✓				
Susan Twitty	26-01 Lincoln Rd	201 794-7451					
Sara Sheps	27-05 Hillside Ter	201-796-6226	✓				
Moshe Sheps	" "	" "	✓				
Christie Jim Graff	7 Ruskin Rd.	camarinx@optonline.net	✓			✓	
ILENE KAHN	360 OWEN AV	ilenekahn@gmail.com	✓				✓
John DeLa Colle	NJT - Gov. Affs	jdelacolle@njtransit.com 973 491-8073					
Steven Kiel	FCEDC	smkiel@sbcglobal.net	✓				
Barbara Kiel	2 Bedford Pl FL	kielbr@verizon.net	✓				
Don Morris	1 Addison Pl						
Rust Peluso	30-15 Southern Dr	rpeluso@fairlawn.org	✓				✓

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FAIR LAWN AVE CORRIDOR VISION PLAN:
COMMUNITY OPEN HOUSE

SIGN-IN FOR OPEN HOUSE

TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	WHERE do you LIVE? Other Bergen County	WHERE do you LIVE? Outside Bergen County	WHERE do you WORK? Fair Lawn	WHERE do you WORK? Other Bergen County
Rich Noorigian	River Rd I Corp	RIV149@RFTONLINE.NET	☐	☐	☐	☐	☐
Rita Golding		Reggie919@aol.com	☑	☐	☐	☐	☐
Stewart J Golding		Stego11vs@AOL.Com	☑	☐	☐	☐	☐
Joe Peligal			☐	☐	☐	☐	☐
Regina Klaatsch			☑	☐	☐	☐	☐
Amy Hummerstone		AMY@VERDIGRISARCHITECTS.COM	☒	☐	☐	☐	☐
Sylvia Zaslott	Resident	9 Maltese Dr, F.L.	☐	☐	☐	☐	☐
Wendy Grinberg	Resident	wendygrinberg62@gmail.com	☒	☐	☐	☐	☐
Linda Coll	Resident	RColl12@verizon.net	☐	☐	☐	☐	☐
Bill Ruggles	Resident	william.ruggles@gmail.com	☒	☐	☐	☒	☐
Violeta Ruggles	Resident	viviruggles@gmail.com	☒	☐	☐	☒	☐
Elaine Markow	Resident	emarkow@optonline.net	☒	☐	☐	☒	☐
Ray Boos	Resident	rayboos4n@gmail.com	☒	☐	☐	☒	☐
Janet Boos	Resident	Shoobabe69@gmail.com	☒	☐	☐	☐	☐
R Kellerman	RRIC	REKellermanJ@OPTonline.net	☐	☒	☐	☐	☐
Denise Gadot	Resident	bagad4e@gmail	☒	☐	☐	☐	☐
Baruch Gadot	— " —	— " — same	☒	☐	☐	☒	☐
Pat Lenart	Resident	plenart1@verizon.net	☒	☐	☐	☐	☐
Marilee Garcia	Resident	pm2bg@yahoo.com	☒	☐	☐	☐	☒

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TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
Amanda Duran	Resident		✓				
Len Kaminsky	Resident	Lenkaminsky@Yahoo.Com	✓				
Jerry Greenwood	Resident	JGreenwood@Cal.Com	✓				
Edward Egan	Resident	201-851-1937	✓	✓			
Lisa Coll Nicastro	Resident	lisacoll2@gmail.com	✓				
Bryan Kaminsky	Resident	bcoll@yahoo.com	✓				✓
Eric Kaminsky	Resident	ericnkaminsky@gmail.com	✓				
Susan J. Ryan	Rutgers	sryan@facilities.rutgers.edu			✓		
Amy Plotch	Resident	amy@amyplotch.com	✓			✓	
Leon Trojanowicz	Resident		✓				✓
Tommy Constantine	—	—					
Terry Cohn	RESIDENT	TERRYCOHN@HOTMAIL.COM	✓				
Jonathan Schaer	RESIDENT	JSCHAER@GMAIL.COM	✓				✓
Jim and Amy Willis	residents		✓				✓ New York

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FAIR LAWN AVE CORRIDOR VISION PLAN:
COMMUNITY OPEN HOUSE

SIGN-IN FOR OPEN HOUSE

TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	WHERE do you LIVE? Other Bergen County	WHERE do you LIVE? Outside Bergen County	WHERE do you WORK? Fair Lawn	WHERE do you WORK? Other Bergen County	
Josephine Coleman	Resident	jcoleman@studioJp.com	✓			✓		
Skylar Coleman	Resident	Skcoleman@gmail.com	✓					student
Daniel Sewall	Exxon Gas station	danielSewall@G-Mail.Com		✓		✓		
Louis Guglaro		functionallyFIT@gmail	✓					
Steven Montag	Resident	stevenmz@optonline.net	✓				✓	
Margaret Wilde	Resident	pgwilde@aol.com	✓					
Walt Zegler		WZEGLER-LLC@GMAIL.COM			✓		✓	
Mary-Edna Krutchkoff	Resident	MEKR1219@AOL.com	✓			✓		
MARC COLIGR	RESIDENT	BLACKSMITHMARC@aol.com	✓				✓	
Marina Varchavskaya	Resident	varchavm@yahoo.com	✓					
Martha Tischler	Resident	alentbulb@aol.com	✓			✓		
CHARLES TISCHLER	Resident	charlestischler@hotmail.com	✓					/ East Orange.

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FAIR LAWN AVE CORRIDOR VISION PLAN:
COMMUNITY OPEN HOUSE

SIGN-IN FOR OPEN HOUSE

TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE?			WHERE do you WORK?	
			Fair Lawn	Other Bergen County	Outside Bergen County	Fair Lawn	Other Bergen County
			☐	☐	☐	☐	☐
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SPONSORED BY : Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT

FAIR LAWN AVE CORRIDOR VISION PLAN:
COMMUNITY OPEN HOUSE

SIGN-IN FOR OPEN HOUSE

TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	WHERE do you LIVE? Other Bergen County	WHERE do you LIVE? Outside Bergen County	WHERE do you WORK? Fair Lawn	WHERE do you WORK? Other Bergen County
Bob Landzettel	Landzettel Realty Co	landzettel@AOL.com		✓		✓	
Karen Michelle Curlo	1209 Terrace	Kcurlo@aol.com	✓			✓	
Robert Wilk	10 Radcliffe Pl	rwilk@petergisolutions.com	✓				✓
Sue Ludzki		sueludzki@verizonnet	✓				
Todd Walker	Resident	todd.walker@c[illegible]	✓				✓
Ed Gruber	Lions Club, Fair Lawn	mfeldmeld2003@yahoo.com	✓				
Melanie Manus-Stamer	Resident	Melaniestamer@[illegible]	✓				NE
Lauren Zagoria	Resident	lauren.zagoria@gmail.com	✓			✓	
Michael Atanie	Resident	Malania38@gmail.com					
Dan Mosenkis	Res.	SLM4@TV.NET.COM					
Sharon "	"	SLMOSENKIS@GMAIL.COM	✓				

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FAIR LAWN AVE CORRIDOR VISION PLAN:
COMMUNITY OPEN HOUSE

SIGN-IN FOR OPEN HOUSE

TUESDAY—OCTOBER 13, 2015 Sheet _____ of _____

Name	Resident, Business or Organization	Email Address or Phone	WHERE do you LIVE? Fair Lawn	Other Bergen County	Outside Bergen County	WHERE do you WORK? Fair Lawn	Other Bergen County
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COMMUNITY OPEN HOUSE FEEDBACK

RE	Fair Lawn Avenue Corridor Vision Plan Fair Lawn, New Jersey
LOCATION	The Fair Lawn Community Center - George Frey Center for Arts and Recreation
DATE	October 13, 2015 4-8:00pm

Station 1: Meet & Greet: Comment Cards

- Too many vertical signs (No Parking, Right Turn Only, Bus Route, etc) – Can they be decreased & totem pole type used or signs on roadway surface? Put no turn on red signs high on traffic light overhangs- easily seen

- Not enough parking for train commuters. They park on our street (floral) Pedestrians – can't cross over Fair Lawn Ave anywhere. Would like to see open space, outdoor seating & eating – parking, public art, parks

- Improve pedestrian safety. Add restaurants with outdoor seating. Plant trees. Have planters (tubs) & hanging baskets. Use brick on sidewalk. Add parking, Farmers Market / gourmet grocer. Get rid of LED signs; use wood with lights or nice awnings. New construction needs to be 2-3 stories to match character of the neighborhood & to keep a sense of open suburbia. Not a concrete Jungle.

- Flashing stop signs for pedestrian safety. Sensor based traffic signals. Traffic should not have red light if there is no adjacent

traffic. Town police should start with a warning blitz so drivers (& pedestrians)obey road rules. More stores (such as Panera) have outdoor seating! Public unisex handicapped bathroom.

- Great event, everyone who is helping out is very engaging.

- Fair Lawn Ave. – underpass under Railroad tracks with pedestrian plaza on top

- Wide sidewalks. Pedestrian Friendly. Allow a "circular" path to end up where you started – ex. Health walk with kids. Bicycle friendly. Upscale supermarket with small footprint. Kids' place (indoor playground with café)

- Giving residents an opportunity to express preferences and suggestions is very desirable and key to getting their support. Once plan has been finalized, contrasted to the awful experience of Radburn homeowners outraged by a secret deal to sell their beloved park. There can be no doubt that this is the right procedure.

- Please improve Fair Lawn Avenue. There is too much traffic. I do not have the answers in how to deal with this situation. I am a fulltime real estate salesman, I appreciate all the hard work you are doing. Thank you for a great job!

- Our concern is what is happening in Saddle River Rd allowing Oceano's to expand to become a catering hall. Traffic will be worse for Rt 4E or 208

Station 2: Dot-Mocracy

- Cannot make left turns throughout the corridor
- There is a desire for more stop signs
- Traffic lights at Pollitt & Fair Lawn are blocked by electrical wires
- "Radburn was a town planned to cross streets…you can't do that anymore…"
- "Beautify the town"
- "Keep it clean"
- Desire for more trees, plants along the corridor
- "This is a waste of time"
- "I'd like to see the corridor become more like Ridgewood"
- There is minimal desire for dense residential along the corridor
- If the vacant stores could be occupied by successful stores and look more aesthetically appealing, the corridor would be more cohesive, and more enjoyable to travel through
- Desire for more restaurants/cafes or a food store
- Not a convenient place to drive to/park
- "There is too much concrete…It should be more lively, more green…make it as green as possible"
- Desire to see the park extend all of the way to Fair Lawn Ave

- Move the post office to the industrial area. Use that new location to consolidate the 3 smaller post offices into 1 larger one. The current problem is that there is no vacancy for customer parking due to mail trucks parked on the side of the road. This also seems to make the street narrow and more like a one-way since cars park on the opposite side of the trucks. If the post office were to be relocated to the industrial area, the current location could become a 3 level parking garage, not to exceed 2 stories high, while tucking one level underground.

Where do you Live in the Region?

Where do you Work in the Region?

LRK
Looney Ricks Kiss

DOT-MOCRACY
FAIR LAWN AVE CORRIDOR VISION PLAN
Fair Lawn, New Jersey

Borough of Fair Lawn Economic Development Corporation

Bergen County Economic Development Corporation

NJ Transit

What places do you like MOST in the Corridor?

What places do you like LEAST in the Corridor?

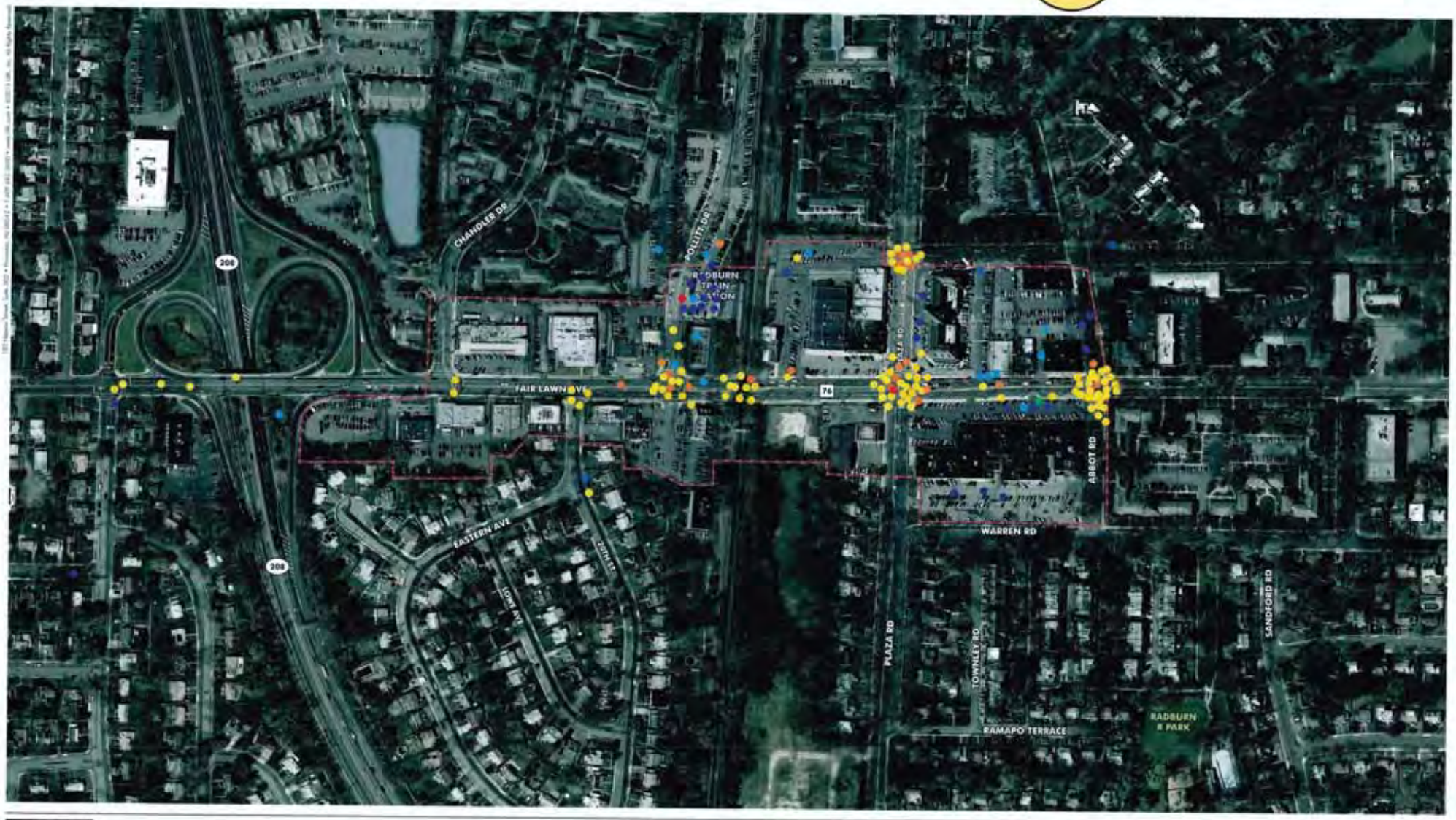
LRK
Looney Ricks Kiss

DOT-MOCRACY
FAIR LAWN AVE CORRIDOR VISION PLAN
Fair Lawn, New Jersey

Borough of Fair Lawn
Fair Lawn Economic Development Corporation
Bergen County Economic Development Corporation
NJ Transit

Where are the Parking Concerns in the Corridor?

Where are the Traffic & Pedestrian Hot Spots in the Corridor?



LRK
Looney Ricks Kiss

DOT-MOCRACY
FAIR LAWN AVE CORRIDOR VISION PLAN
Fair Lawn, New Jersey

Borough of Fair Lawn
Fair Lawn Economic Development Corporation
Bergen County Economic Development Corporation
NJ Transit

Station 3: Presentation & Community Vision Survey

Appropriate Streetscapes

- Tables to sit. (Question 1, Picture D)
- Walk along the street (Question 3, Picture D)
- Streets are wide.
- Sidewalk is green. (Question 1, Picture D)
- Nicer stores…we don't have this. (Question 3, Picture D)
- I like the fact that there are flowers and restaurants and tables. Containers of plants add curb appeal. (Question 1, Picture C)
- More sidewalk space more walkability, room for pedestrians. (Question 1, Picture C)
- I like a theme of other buildings. (Question 3, Picture D)
- I like the brick, lots of trees/plants. If you go to CVS there is nothing. (Question 1, Picture 2)
- Benches are missing. It would be great to have a place to sit. (Question 2, Picture A)
- People like the way Radburn looks. (Question 1, Picture C)
- Wider sidewalk, front stores are nice. (Question 1, Picture C)
- Greenery, office space, tables…good combination. Things happening at the pedestrian level. (Question 1, Picture B)
- I like the idea of including brick. It's visually pleasing. (Question 3, Picture D)

- Distance from store to car offers a safe walkway. (Question 3, Picture B)
- Pleasant.

Intersection improvements

- Will the textured crosswalk be set into the crosswalk? (Question 4, Picture D)
- If we do the textured crosswalk, we will have a well-defined crosswalk? (Question 4, Picture D)
- Is there anything they can do to light up a crosswalk at night? (Question 4, Picture D)
- How will we deal with snow on the ground…you lose it all. (Question 4, Picture D)
- Textured intersection I've seen an exposed pedestrian walkway and eventually it eliminates traffic. (Question 4, Picture D)

Opportunities for Public Space

- I like them all. Radburn corridor is not a small space. Each could work.
- How important is public space?
- I don't think people go through the corridor to think about the way of life.
- Too crowded. (Question 6, Picture D)
- It's an eyesore.
- Too tight. (Question 6, Picture A)
- Diversity of integration. (Question 6, Picture C)
- Too many people. It looks like NYC. (Question 6, Picture D)

- I prefer not to have a public space next to restaurants. It creates a lot of noise. (Question 6, Picture A)
- I come from Europe. It's nice to have a public space near restaurants. (Question 6, Picture A)

Appropriate Architectural Character

- I've seen places like that in North Carolina and they seem great. (Question 7, Picture B)
- I like a contemporary look. (Question 7, Picture D)
- None are compatible with the Radburn building. None look like they belong in Radburn.
- I picked new construction because they don't build like that anymore. So a choice of something we can't have is not a choice. There are only two valid choices. (Question 7, Picture D)
- I think mixing in good modern would be the most exciting and innovative. I don't want to change the flavor of residential though. So only use it as commercial. (Question 8, Picture B)
- Do we want residential above commercial? (Question 7, Picture D)
- Fair Lawn Ave is a parking lot.
- There is no parking other than commuter parking. There is no long term parking to go to the city.

- In my opinion, none are the proper style so I picked the modern one. (Question 8, Picture B)
- I like residential mixed, giving more of a community if people living upstairs. (Question 8, Picture B)
- Do we have to build the same style? Why not have something more interesting. (Question 7, Picture B)
- I like the idea to compliment, rather than having the same. (Question 7, Picture D)
- 2-3 stories is perfect. Otherwise it gets too tall. (Question 8, Picture A)
- We need shared parking.
- Trees are so large and dense on street (mutual thought among the audience). (Question 8, Picture C)

Preliminary Concepts

- The circle will cause people to avoid Fair Lawn corridor
- The lights that tell you to walk are not coordinated
- I don't want apartment houses on Fair Lawn Ave. or even as apartments over stores.
- More restaurants
- I don't want it to look like Rt. 208. I'd like to preserve Radburn
- There was a pedestrian bridge when Radburn was first built. It created a safety way for

pedestrians. They took it down. Consider this. The traffic is horrendous.

- Need more traffic lights
- Traffic lights don't help because people come from all over

Question 1 - Appropriate Streetscapes

A.

B.

C.

D.

E. 6% None of the choices

Question 2 - Appropriate Streetscapes

A.

B.

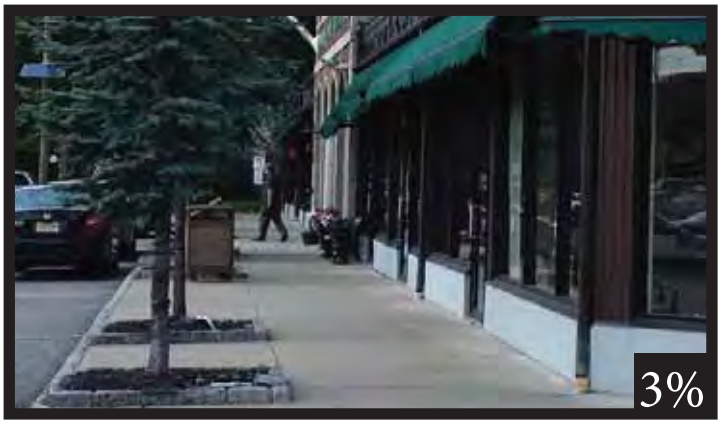
C.

D.

E. 3% None of the choices

Question 3 - Appropriate Streetscapes

A.



B.

C.

D.

E. 11% None of the choices

Question 4 - Appropriate Intersections

A.

B.

C.

D.

E. 4% None of the choices

Question 5 - Appropriate Public Space

A.

B.

C.

D.

E. 5% None of the choices

Question 6 - Appropriate Public Space

A.

B.

C.

D.

E. 14% None of the choices

Question 7 - Appropriate Architectural Character

A.

B.

C.

D.

E. 18% None of the choices

Question 8 - Appropriate Architectural Character

A.

11%

B.

27%

C.

36%

D.

6%

E. 20% None of the choices

Station 4: Existing Conditions & Potential Concepts

- *What places do you like to visit?*
- Ridgewood - +18 : grocery shopping, nice sidewalk design with lights and trees. The city center has entertainment venues & consistent on street parking. Nice shopping & restaurants. It feels relaxing. They have a park you can walk to and relax at.
- Glen Rock
- Westwood- + 4 : movies & shopping
- Princeton- +4
- Maywood- + 1
- Westfield- + 2
- Englewood- + 1
- Montclair
- New Haven
- Teaneck: store selection on Cedar Lane both interesting & pedestrian friendly
- Fair Lawn Commons
- Fair Lawn Promenade
- Fair Lawn: If all facades hatched like the Radburn building it would draw more shoppers & better stores. Need landscaping & trees

- Fair Lawn has no specific downtown
- Can Broadway somehow be made more pedestrian accessible?

- The walkway in Radburn where CVS is UGLY. A certified Landscape Architect would never design where CVS is in Fair Lawn – UGLY.

Give us your best ideas for the corridor!

- Underpass Fair Lawn Ave under railroad tracks or overpass for through traffic
- Make true space in front of the Plaza building a true plaza – not an extended boulevard – no traffic/parking. A town square!
- Sense of great place and space! (attraction of people)
- Rebuild the corridor with 2-3 story buildings. Retail on ground floor and offices above. Move parking behind the buildings. Create a small park. Allow smooth pedestrian movement.
- A more appealing area
- Place to walk around
- We need a supermarket / food store instead of a value store
- Improve pedestrian safety. Add restaurants. Plant trees. Have big planters & hanging baskets. Use brick on sidewalk. Keep the new construction to 2-3 stories to meet character of the neighborhood. Add parking. Farmer's/gourmet market. Get rid of tacky LED signs. Go for painted signs with lights or nice awnings

- One reason the Dutch House is such a desirable hot spot is because of the tree & green space
- The Dutch House, one-story shops and Radburn building all have a sense of scale & place
- The architecture of the Radburn building & Dutch House is an important attraction.
- Hire a certified Landscape Architect and do it right. Not people from who knows where who did some poor design around the railroad tracks.
- Not fast food like the Promenade – Yes!
- I second the above. Keep it in Radburn mode!
- Move the Train Station
- No apartments. Nice architecture. Good restaurants. Textured crossings to traverse Fair Lawn Ave and surrounding adjacent roads. No more cars – better parking.
- Gourmet food market
- Redo Tops site – it's really ugly
- More trees & greenery
- Recycle rain water to reduce water usage
- Pet-friendly shops that offer made in USA products
- Organic foods / natural foods market
- Less banks, more traffic lights with controlled turns.
- Brine on street parking to slow traffic down. Build retail fronts up to the sidewalks. Provide

train station parking for non-commuters. Make it more pedestrian friendly.

- Close part of Plaza Road for pedestrians. Would be nice to improve area near train station; Deals lot in back
- More trees/greenery. Upscale supermarket with smaller footprint. Circular path to start & finish in same spot (eg health walk with kids). Bicycle friendly (bike racks). Indoor playground & café for kids.
- Al Fresco dining for (non)fast food restaurants. More trees & wider sidewalks. Public plaza, benches
- Area for public events (ie. concerts in the park)
- Any way to attract unusual stores – unique businesses?
- Move post office to industrial park. (this would get rid of the congestions from trucks & traffic)
- Attract grocery stores, make the front of the plaza building a real public plaza with trees, benches. Space for outdoor restaurant seating.
- Wider sidewalks, paver crosswalks, lighting & greenery.
- Bike friendly
- Create outdoor eating areas
- Safer crossing at Plaza Rd (N) & High Street

- Parking deck for commuters with safer parking and walking to the train. Create area similar to Fair Lawn Promenade.
- More places to sit. More trees. Prettier lighting.

WHAT DOWNTOWNS DO YOU LIKE TO VISIT?

RIDGEWOOD ✓✓✓✓✓ Grocery Shopping ✓✓✓✓✓

WESTWOOD ✓✓✓ (movies) Shopping ✓

PRINCETON ✓

MAYWOOD ✓

Westfield ✓

Ridgewood ✓ NICE side walk design with lights, and trees.
The walk way in Radburn where CVS is, is UGLY!
A certified Landscape Architect would never design where CVS is, IN FAIR LAWN - & UGLY.

FAIR LAWN: IF ALL FACADES MATCHED LIKE THE RADBURN BLDG. IT WOULD DRAW MORE SHOPPERS, & BETTER STORES.

NEED LANDSCAPING & TREES.

FAIR LAWN HAS NO SPECIFIC DOWNTOWN

* FAIR LAWN PROMENADE
- Can Broadway somehowe be made more pedestrian accessible?

RIDGEWOOD BECAUSE THE CITY CENTER HAS ENTERTAINMENT VENUES & CONSISTENT ON STREET PARKING

Ridgewood

Princeton

Fair Lawn Commons

Englewood

WHAT Downtowns Do you Like to Visit?

Ridgewood
Westwood
Princeton
New Haven

Westfield
Glen Rock
Montclair
RIDGEWOOD

Teaneck - Store selection on Cedar Lane both interesting and pedestrian-friendly

Fair Lawn at one time was a town where you could buy anything in the Radburn section - 2 women's + 1 men's clothing stores - Supermarket - shoe store - Woolworth's plus all the small stores - '60's + '70's

Ridgewood - Nice shopping & resturants. It feels relaxing. They have a park you can walk to and relax at.

Parking also a problem in Ridgewood

GIVE US YOUR BEST IDEAS FOR THE CORRIDOR!

Underpass F.L. Ave under RR tracks or overpass for through traffic

Make the space in front of The Plaza Building a true plaza - not an extended boulevard - no traffic/parking. A town square!

Sense of Great Place and Space!
(Attraction of People)

Rebuild the corridor with 2-3 stories buildings. Retail on ground floor and offices above. Move parking behind the buildings. Create a small park. Allow smooth pedestrian movement.

- a more appealing area
- place to walk around

We need a supermarket / ~~food~~ store instead of ~~$~~ value store

Improve pedestrian safety. Add restaurants. Plant trees. Have big planters + hanging baskets. Use brick on sidewalk. Keep the new construction to 2-3 stories to match the character of neighborhood. Add parking. Farmer's / gourmet market. Get rid of tacky LED signs. Go for painted signs w/ lights or nice awnings.

GIVE US YOUR BEST IDEAS FOR THE CORRIDOR!

KEEP RADBURN MODE

ONE REASON THE DUTCH HOUSE IS SUCH A DESIREABLE HOT SPOT IS BECAUSE OF THE TREE & GREEN SPACE.

THE DUTCH HOUSE, ONE-STORY SHOPS AND RADBURN BUILDING ALL HAVE A SENSE OF SCALE & PLACE.

THE ARCHITECTURE OF THE RADBURN BUILDING & DUTCH HOUSE IS AN IMPORTANT ATTRACTION.

HIRE A CERTIFIED Landscape Architect and do it right. Not PEOPLE FROM ~~the~~ KNOWS where [redacted], who did some POOR design around the RAILROAD tracks →

~~Pre.~~ [redacted]

A decent (or two) local restaurant (not fast food like the Promenade) Yes

I SECOND THE ABOVE

KEEP IT IN RADBURN MODE!!!

Move the TRAIN STATION

GIVE US YOUR BEST IDEAS FOR THE CORRIDOR!

No apartments
Nice architecture
Fix Turn lanes
Good restaurants
Easier to Traverse Parkhurst Ave!
(and surrounding (adjacent) roads
No more cars – better parking

Gourmet Food market
Redo Tops site – its really ugly

More trees Greenery

Recycle Rain water
to Reduce water disease

Pet friendly – Shops
that offer
Made in USA
Products.

Organic
foods.
Natural food
Markets.

Less Banks,

More Traffic Lights
With Controlled Turns.

Bring on-street parking to
slow traffic down.
Build retail fronts up to
the sidewalks.
Provide train station parking
for non-commuters.
Make it more pedestrian
friendly.
Like closing part of plaza road
for pedestrians
Would be nice to Improve area
near train station; Deals lot in back

More trees / greenery
upscale supermarket with
smaller footprint
circular path to start &
finish in same spot
(e.g. health walk with kids)
bicycle friendly
bike racks
indoor playground & cafe
for kids

GIVE US YOUR BEST IDEAS FOR THE CORRIDOR!

AL FRESCO DINING FOR (NON) FAST FOOD RESTAURANTS
MORE TREES & WIDER SIDEWALKS.
PUBLIC PLAZA, BENCHES —
AREA FOR PUBLIC EVENTS (i.e: Concerts in the park)

any way to attract unusual store - unique business?

More post office to industrial park.
(this would get rid of congestion from trucks + traffic)

Attract grocery stores,

Make the front of the plaza building a real public plaza with trees, benches. space for outdoor restaurant seating

Wider sidewalks, paver crosswalks, lighting + greenery

BIKE-FRIENDLY

GIVE US YOUR BEST IDEAS FOR THE CORRIDOR!

create outdoor eating areas

Safer crossing at Plaza Rd (N) + High Street

Parking deck for commuters with safer parking and walking to the train

Create area similar to Fair Lawn Promenade

More places to sit

More trees

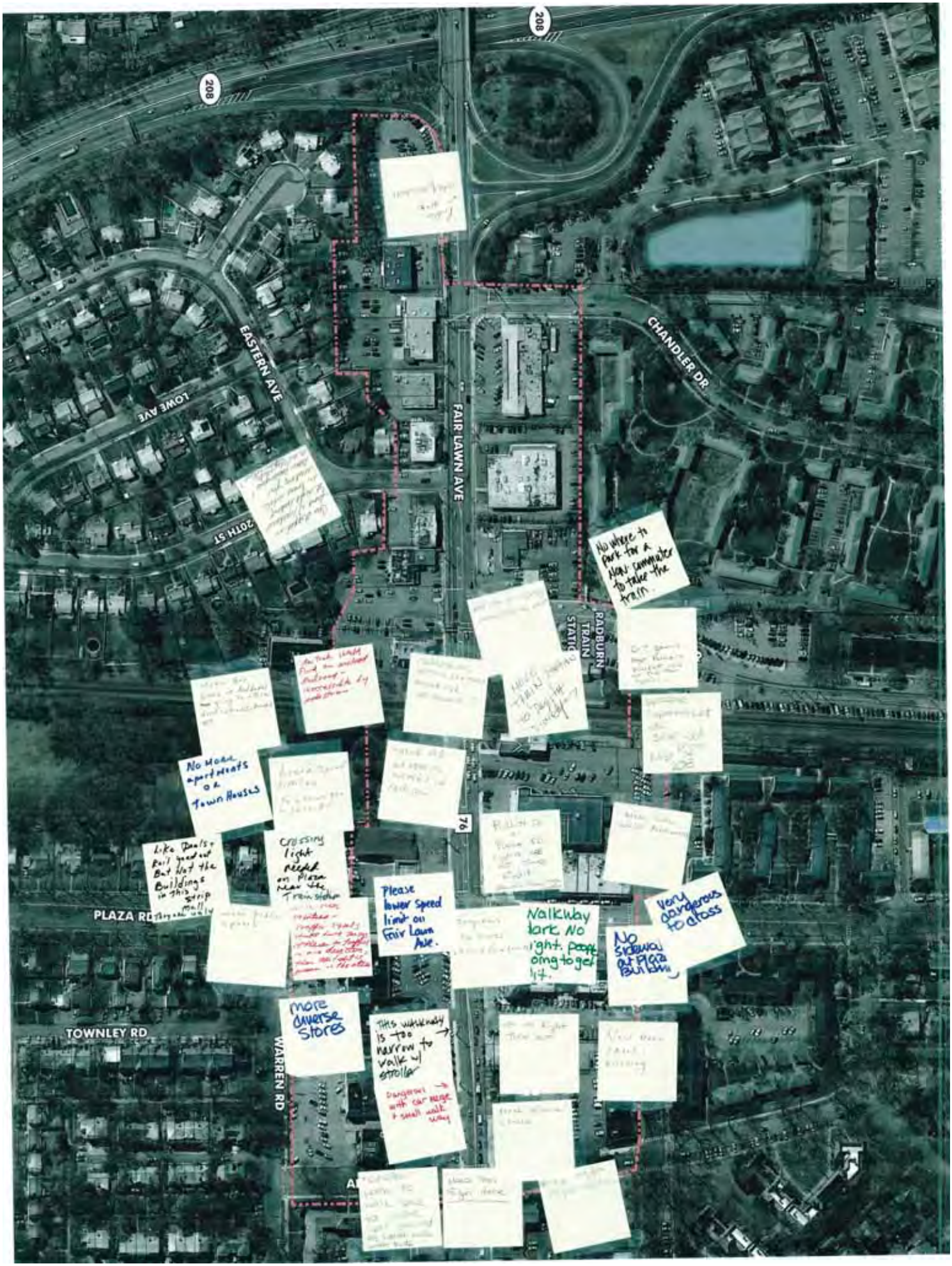
Prettier lighting

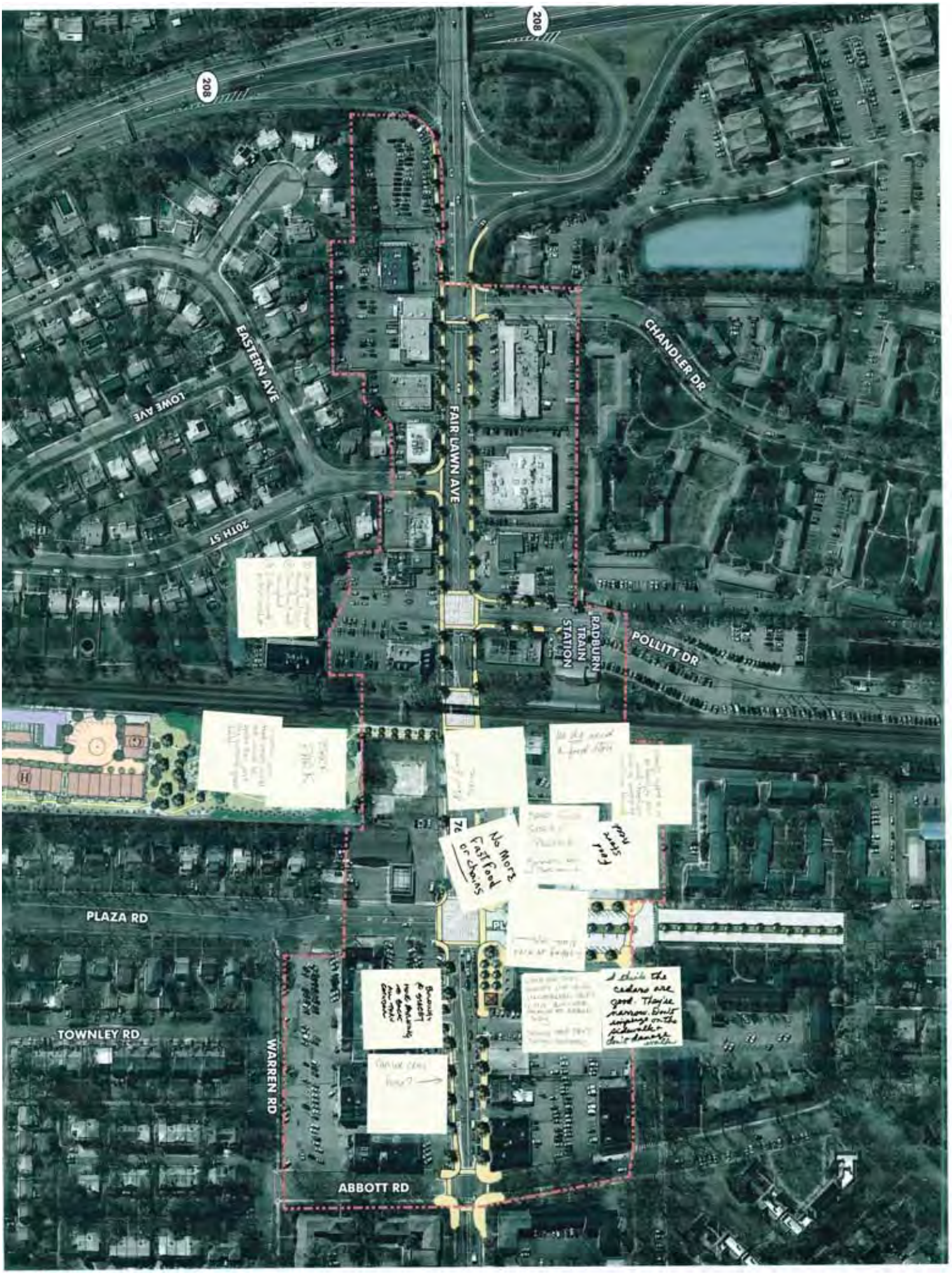
Post it note comments

- Bark Park in Landmark park
- Useful park that people could use would be better than the current empty field (dry cleaner site)
- Need food store
- Nor more fast food or chains
- Buildings at street. Move parking to back all through corridor
- We do need a food store
- Need food store/produce - Farmer's Market with bathroom
- Food store
- Parking area used by dozens for train every day; good are to pretty up as a public space
- Lighting at night needs improvement
- Mid-black crossing from CVS to Modern Bagel
- When new trees planted use small ornamental trees. Not Blue Cedar as at Plaza building. Should have strict design standards
- I think the cedars are good, they are narrow. Don't impede the walkway, don't damage the sidewalk.
- NJ TRANSIT commuter lot across from 208 ramps – Problem area (site of accident)
- Cars stopped in front of residence at night looking house while waiting for train passengers! Or are they waiting watching tenant?

- More bus lines in Radburn going to other destinations besides NY
- No more apartments or townhouses
- Pedestrians getting off train should use crosswalk!
- Move train station
- Nowhere to park for a non-commuter to take the train
- 6-7 years ago - Farmer's Market was at the train station
- Upscale food market with small footprint East of 208
- More sidewalk restaurants
- Pollit Dr & Plaza Rd lights are not timed right
- Please lower speed limit on Fair Lawn Ave
- Walkway in front of Modern Bagel is dark. No light. People are going to get hit.
- Very dangerous to cross from plaza Building to Deal's lot
- Need more trees & greenery
- No right turn out behind Plaza building (people disregard this)
- NO sidewalks at Plaza Building
- More diverse stores
- More parking neaqr the post office
- Circular walking path (can start & end at same spot)
- Need stop sign at Abbott
- Crossing light needed on plaza or near the train station

- I like Deals & the Rail Yard to eat, but not the buildings they are in. Buildings are ugly.
- More public spaces
- CVS/Panera walkway is too narrow to walk with a stroller
- CVS/Panera is dangerous with heavy car merge & small walkway
- As in other countries traffic lights should have sensors. If there's no traffic in one direction then the light is green on the other


208
208
EASTERN AVE
LOWE AVE
20TH ST
FAIR LAWN AVE
CHANDLER DR
RADBURN TRAIN STATION
76
PLAZA RD
TOWNLEY RD
WARREN RD
No where to park for a New commuter to take the train.
No More apartments or Town Houses
Crossing light needed on Plaza near the Train station
Please lower Speed limit on Fair Lawn Ave.
Walkway dark No light. People omg to get by.
very dangerous to cross
No sidewalk at Plaza Building
more diverse stores
This walkway is too narrow to walk w/ stroller
Dangerous with car merge & small walk way


208
208
EASTERN AVE
LOWE AVE
20TH ST
FAIR LAWN AVE
CHANDLER DR
RADBURN TRAIN STATION
POLLITT DR
PLAZA RD
TOWNLEY RD
WARREN RD
ABBOTT RD
No More Fast Food or chains
I think the cedars are good. They're narrow. Don't overgrow on the sidewalk. Don't damage walks

Station 5: Circulation & Parking

Circulation

- Don't Block the Box is needed at 20th Street and Fair Lawn Avenue. Cars queue into the intersection.
- At Fair Lawn Avenue and Orchard Street, the westbound left turn needs a left turn arrow for left turns from Fair Lawn Avenue onto Orchard Street. Also a right turn arrow from Orchard Street to Fair Lawn Avenue eastbound. Pedestrian signals and improved crosswalks are needed too.
- The Plaza Road crossing where people cross when exiting the train is not well lit. Needs pedestrian-scale lighting.
- Berdan Avenue is difficult to bike on because of hills up Morlot to Saddle River Road.
- Abbot Road bump outs – there are two lanes on Fair Lawn Avenue. When the left lane stops for pedestrians sometimes vehicles in the right lane think they are stopped to make a left turn and continue around not knowing there is a pedestrian in the crosswalk. Flashing pedestrian signals or in-road lighting is needed so vehicles know pedestrians are crossing.
- A person liked the bike lane on Fair Lawn Avenue and Morlot.
- The County won't allow head in parking.

- Consider counter-clockwise, one-way circulation from Warren Rd to Abbott Road, to High Street to Plaza Road.
- Fair Lawn Avenue east of Abbot is very dark at night. Better lighting is needed.
- The train station doesn't have short-term parking for people taking day trips to NYC.
- Education and enforcement is needed for drivers, pedestrians and bicyclists.
- The Borough should consider applying for grant funding for the Pedestrian Decoy program out of Rutgers.

Parking

- The most impassioned comment I received (and it came from three different residents) was that they had purchased a monthly pass, and that if they don't arrive by 7 am, they will not find a parking spot in the commuter lots.
- One person told Juan that on average, she can only park in the commuter lots once a week.
- A gentleman that works in the City, said that several of his co-workers drive from somewhere else and park in those commuter lots because it's cheap and they can take the express train. He was one of the people that were very frustrated, since several areas are designated as "Residents only".
- Because there's no official "pick up – drop off" area, people will either idle in residential

areas, or in the lots of the adjacent businesses.

- Related to that… One elderly lady said that there's always a car parked, with someone in it in the evenings, and that it makes her very nervous because she doesn't know if they're picking someone up, or "casing her house".
- Some people mentioned that they were very pessimistic about what would actually be done. That they were nice ideas, but that they would never happen. (Related to the presentations as a whole).
- In general, people would like "nicer" restaurants and "nicer stores". There were some complaints about the Deal$. One person said that there used to be a Grocery Store at that site, and that people would park there, shop and go to the adjacent businesses. There was an ice cream shop, good restaurants and several thriving specialty shops.
- "I thought you did a great job with the study and your follow up. You had a lot of very good ideas and really seemed to have studied, listened to and understood the parking and traffic issues in the Radburn section of town."
- There is an issue with the many competing needs- vehicular traffic, train traffic and pedestrians- especially at rush hour and prior to school opening in the mornings, between

7:30 and 8am and again at the afternoon/evening rush hour.

- Enforcement of the traffic laws for both the vehicles, which hardly ever yield to the pedestrians, and for the pedestrians, particularly the ones catching the train (that do not follow any regulations and will even block Fair Lawn Avenue before the train is even approaching) is key. "I believe this will take more work than just "educating" the population. In the neighboring town of Ridgewood, enforcement has had a significant positive impact on the behavior of both the drivers and pedestrians in that town."
- "Once again, I want to thank you for your work. You really seemed to "get" the traffic and parking issues in our town. Your proposal about shared parking behind the Radburn building, the Dutch House and the Post Office was really insightful. That could improve the whole area, not only in terms of functioning better but also it would be a big improvement on the appearance of our downtown. I hope your visions are implemented."
- "If the train station can be moved slightly so that the south bound trains don't block Fair Lawn Avenue when the loading in the morning it would also be a great help with the traffic issues. It wouldn't take much and

the trains could simply stop before the street or continue past the street and stop at the area that looks like a park on the new layouts."

- "This is mainly a morning problem but there are times during the day where the southbound train blocks the avenue for at least five minutes and other trains heading north keep the barriers close. I've been caught there for three consecutive trains more than a few times."

IDENTIFY DESIGN IDEAS

APPROPRIATE

FOR THIS CORRIDOR

IDENTIFY DESIGN IDEAS

Inappropriate

FOR THIS CORRIDOR

TEXTURED INTERSECTION

PLACE DOTS HERE

SIDEWALK CAFES

PLACE DOTS HERE

TURNING LANE GUIDES

PLACE DOTS HERE

IMPROVED SIGNAGE / WAYFINDING

PLACE DOTS HERE

PEDESTRIANS ONLY SIGNAL PHASE

PLACE DOTS HERE

CURB BUMPOUTS

PLACE DOTS HERE

PUBLIC ART

PLACE DOTS HERE

OTHER IDEAS

PLACE DOTS HERE

TRANSPORTATION & CIRCULATION ANALYSIS

FAIR LAWN AVENUE CORRIDOR PLAN

Fair Lawn, New Jersey

Borough of Fair Lawn

Fair Lawn Economic Development Corporation

Bergen County Economic Development Corporation

NJ TRANSIT

Transportation & Circulation Analysis
OPPORTUNITIES & CHALLENGES

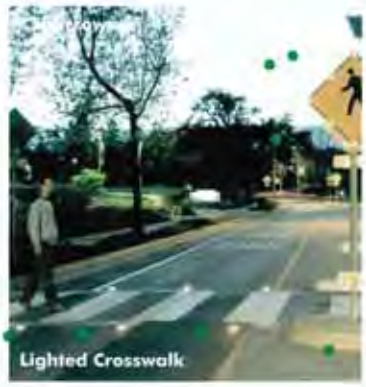
- Fair Lawn Avenue is a county road and acts as a main collector through Fair Lawn, but it is not a "Complete Street" in the study area.

- Wider sidewalks, parallel parked cars, and shorter crosswalk distances can help make the corridor safer for pedestrians

- Shade trees, pedestrian-scale lighting, and other street furniture can help make the corridor more inviting

- Opportunities for safer pedestrian & bicycle circulation may include:
  - Upgraded crosswalk striping / textured intersections
  - Curb bump-outs / mid-block crossings
  - Sharrows and designated bike lanes

Potential Improvements



Station 6: Demographic, Market & Economic Analysis

- Most participants to whom we spoked agreed with the analysis on the physical conditions and accessibility to Fair Lawn Avenue. They said the street's physical environment (the fact that the Avenue is not pedestrian friendly) is a big contributor to why they do not shop more frequently in the district.
- In that regard, a number of participants were in favor of the idea of combining parking lots in the back of post office lot as well for establishing a crosswalk in the mid-block between the CVS mall and Dutch Tavern.
- Most participants expressed desire for a walkable commercial corridor where they could go for a nice stroll. Practically every participant asked for the opening of a grocery store and for the opening of restaurants/eating places with outdoor seating areas. We heard again and again about the lack of grocery shopping options in Fair Lawn and how participants would prefer staying in town to shop for these goods. Also, most liked the idea of a more frequent farmers market close to the station.

OPEN HOUSE FOR FAIR LAWN AVENUE CORRIDOR

Borough of Fair Lawn, Bergen County

PLEASE GIVE US YOUR FEEDBACK.

Open House can be completed in approximately 1 hour.
You are welcome to stick around & discuss the corridor with our team & your neighbors!

1. Meet & Greet *(near entry in lobby)*
Sign-in and station overview
Receive/collect comment cards

2. Dot-Mocracy *(in lobby)*
Where do you live & work?
What places do you like the most & least?

3. Presentation & Community Vision Survey *(in theater)*
Outline of project area, goals, & research.
Take the Community Vision Survey.

***Free Refreshments Provided**
(see kitchen area to left of theater)

4. Existing Conditions & Potential Concepts *(in lobby)*
Identify opportunities, challenges, and potential improvements for the corridor.
Provide us with comments / feedback.

5. Circulation & Parking *(in lobby)*
Tell us about your parking and circulation challenges and concerns along the corridor.

6. Demographic, Market & Economic Analysis *(in card room)*
Learn more about Fair Lawn today and where it might be headed.

SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): MARTHA Tischler

Email (*Optional*): PLANTbulbs@AOL.com

Feel free to give us your thoughts and comments:

TOO MANY Vertical SIGNS (NOTHING OF TOWN only, BUT etc)
CAN They be decreased. TOWN Pole Type used OR
SIGNS ON ROADWAY SURFACE

PUT NOTICE on Road SIGNS HIGH ON TRAFFIC LIGHT standards –
easily seen

Event Sponsored by Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): K & M Curlo

Email (*Optional*): Kcurlo@aol.com

Feel free to give us your thoughts and comments:

1) not enough parking for train commuters
They park on our street - Kenso
2) Pedestrian - can't cross over anywhere F.L. Ave.
Would like to see open space
outdoor seating & eating - parking
public art, parks

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3)

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): _____

Email (*Optional*): _____

Feel free to give us your thoughts and comments: Our concern is what is happening in Saddle River Rd allowing Oceanos to expand to become a catering Hall. Traffic will be worse to Rt 4E or 208.

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): Kathy Moore

Email (*Optional*): KatMOREMAIL@yahoo.com

Feel free to give us your thoughts and comments: Improve pedestrian safety. Add restaurants w/ outdoor seating. Plant trees. Have planters (tubs) + hanging baskets. Use brick on sidewalk. Add parking. Farmers market/gourmet grocer. Get rid of LED signs; use wood w/ lights or nice awnings. New construction needs to be 2-3 stories to match character of neighborhood & to keep a sense of open suburbia. Not a concrete jungle

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): Ros Boradkin

Email (*Optional*): rosboradkin@hotmail.com

Feel free to give us your thoughts and comments:

1) Flashing stop signs for pedestrian safety
2) Sensor based traffic signals. Traffic should not have red light if no oncoming traffic
3) Town police should start with a warning after 50 drivers (& pedestrians) violate road rules
4) More stuff (such as benches) having outdoor seating!
5) Public unisex handicapped bathroom

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): Kurt Peluso

Email (*Optional*): kpeluso@fairlawn.org

Feel free to give us your thoughts and comments:
Great event, everyone who is helping out is very engaging

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): D HOWITT

Email (*Optional*): HOWITT@VERIZON.NET

Feel free to give us your thoughts and comments:
FAIRLAWN AVE - UNDERPASS UNDER RR TRACKS WITH PEDESTRIAN PLAZA ON TOP

Event Sponsored by Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT

Left printouts with Barry

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): Claudia Castro

Email (*Optional*): claudia.castro@verizon.net

Feel free to give us your thoughts and comments:

1. wide sidewalks
2. pedestrian friendly
3. allow a "circular" path to end up where you started - eg health walk with kids
4. ~~Fre~~ bicycle friendly
5. upscale supermarket with small footprint
6. kids place (indoor playground with cafe)

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): RON COLL

Email (*Optional*): RCOLL12@VERIZON.NET

Feel free to give us your thoughts and comments: GIVING RESIDENTS AN OPPORTUNITY TO EXPRESS PREFERENCES AND SUGGESTIONS IS VERY DESIRABLE AND KEY TO GETTING THEIR SUPPORT ONCE A PLAN HAS BEEN FINALIZED. CONTRASTED TO THE AWFUL EXPERIENCE OF RADBURN HOMEOWNERS OUTRAGED BY A SECRET DEAL TO SELL THEIR BELOVED PARK AND THERE CAN BE NO DOUBT THAT THIS IS THE RIGHT PROCEDURE.

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SURVEY IN THEATER TO BEGIN EVERY 30-40 MINUTES.

Name (*Optional*): Claude Bienstock

Email (*Optional*): I do not have e mail

Feel free to give us your thoughts and comments:
Please improve Fair Lawn Avenue. There is too much traffic. I do not have the answers on how to deal with this situation. I am a full-time real estate salesman. I appreciate all the hard work you ~~and~~ are doing. Thank you for a great job!

Event Sponsored by Borough of Fair Lawn, Bergen County Economic Development Corporation, Fair Lawn Economic Development Corporation, and NJ TRANSIT

Appendix G: Project Workplan

Fair Lawn Avenue Corridor Vision Plan

Borough of Fair Lawn, Bergen County, New Jersey
NJ TRANSIT - Transit Friendly Planning, Land Use & Development

Proposed Work Plan
Submitted by:
Looney Ricks Kiss Inc.

in association with
Vanasse Hangen Brustlin, Inc.
4Ward Planning, LLC
Timothy Haahs & Associates, Inc.
Larisa Ortiz Associates, Inc.

November 6, 2014
Revised 3/26/15

LRK Inc.

182 Nassau Street, Suite 302
Princeton, New Jersey 08542
Telephone 609 683 3600
Fax 609 683 0054

November 6, 2014 – *Revised 3-26-15*

Fair Lawn Avenue Corridor Vision Plan

Project Overview

NJ TRANSIT, the Bergen County Economic Development Corporation (BCEDC), the Borough of Fair Lawn (Boro) and members of the Fair Lawn Economic Development Committee (FLEDC) met informally in January 2013 to discuss a collaborative strategic planning initiative focused on the Radburn Station Area and along the Fair Lawn Avenue Corridor. The project was envisioned to provide all parties with an analysis of current mobility challenges and opportunities for future improvement including, but not limited to, parking, vehicular traffic patterns, pedestrian and bicycle access and safety, and transit commuter mobility and station access within the targeted area.

In addition, the desire for a strategic land use/Transit Oriented Development analysis coupled with a market assessment - and the implementation of recommendations from that work - were identified as critical to the continued success of Fair Lawn's local economy in the Radburn Station Area. This potential joint strategic planning initiative coincides with NJ TRANSIT's ongoing process of encouraging Transit Oriented Development and economic revitalization where possible along our existing rail system to increase transit ridership and improve connectivity

This planning project is envisioned to include:

- A multi-faceted, high-level planning analysis of vehicular, pedestrian, bicycle and transit infrastructure, connectivity and mobility along the Fair Lawn Avenue Corridor between Route 208, the Radburn Station and Abbott Road;
- A land use infill and Transit Oriented development/redevelopment screening of the Study Area;

- An assessment of the existing on- and off-street parking capacity, ownership and utilization within the study area, including high level analysis of the real need for additional parking and potential locations for that additional parking within the Study Area;
- A high level market assessment of the Radburn Station Area, including the Fair Lawn Avenue Corridor between Route 208 and Abbott Road and the bus station and surrounds; and
- Direct local stakeholder and public participation.

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. In preparation for the project kickoff, our team will create a Study Area map to confirm the boundaries with the Steering Committee.

Steering Committee and Local Partnering

At the outset, the Project Team will strategize the process with the various stakeholders. The Team will work with a Steering Committee which would include NJ TRANSIT, the Borough of Fair Lawn, Bergen County EDC and the FLEDC "Core Committee". Our team along with the Steering Committee will coordinate a grass-root community outreach and involvement process that will be most effective for all partners. A schedule of meetings will be established with the Steering Committee, as well as coordinating a role for this group at all public participation activities. It is expected that these members would serve as the point of contact for the other stakeholder in their communities.

It is anticipated that as the project progresses and other key stakeholders are identified and engaged, some additions may be made to the Steering Committee. One to two key property owners in the Study Area are to be included. It is also critical for one to two citizens groups representing

particularly sensitive populations, such as seniors, school children, immigrants, etc., to have a voice on the Steering Committee.

The Project Team

Our team brings both national and local expertise to address the challenges and opportunities of transit-friendly planning, design, and development. We have assembled a team of professionals with the specialized skills to assure that the highest level of thought and care is applied to our planning and development efforts, including such areas as community involvement, sustainability, adaptive reuse, integration of public and private users, long-term economic viability, utilization of infrastructure and diversity of components.

Looney Ricks Kiss Inc. (LRK) of Princeton, NJ will be the Project Lead, project manager, urban design/architectural consultant, and will facilitate the public outreach and visioning process.

Vanasse Hangen Brustlin, Inc. (VHB) (Newark, NJ office) will be the team's transportation and transit planning, traffic engineering, and pedestrian/bicycle planning consultant.

Timothy Haahs & Associates, Inc (THA) of New Brunswick, NJ will be the team's parking assessment, parking design, and parking management consultant.

4Ward Planning (4WP) of Hopewell, NJ will be the team's demographics and economic development consultants and will assist in the public outreach and visioning process.

Larisa Ortiz Associates, LLC (LOA) of Jackson Heights, NY will be the team's business improvement and commercial revitalization consultant.

Our Proposed Process for the Fair Lawn Avenue Corridor Vision Plan

With experience working in diverse places, the Project Team knows that this process must be custom-tailored to the flavor, customs and culture of each community. The Project Team, along with the Steering Committee will help the communities define key issues on their terms and translate into "quality of life" benefits to which people can relate.

The process will include the following three phases:

Phase I: Process of Discovery

In this kickoff phase, the Project Team works closely with the Steering Committee to gain a detailed understanding of the opportunities and challenges in the Study Area and the goals of the community and its stakeholders. This would include touring the area and gathering all background information including previous plans and studies to build upon.

Phase II: Public Engagement Process

The Project Team will conduct a series of focus groups and surveys and open-house public workshops as part of this Phase to gather community input and prepare specific design and implementation strategies.

Phase III: Final Vision Plan

In the final phase, the Project Team will prepare a summary report of all research, findings and graphics generated as a result of the outreach and background work. This will include a series of recommendations and a detailed implementation agenda that outlines the priorities and the specific strategies, partners, and potential funding to advance them. These findings and summary will set the stage for the next phase of activities.

Detailed Scope of Services

Phase I: Where are we now? Where are we headed?

Task 1.1 – Project Kickoff *(LRK, VHB, THA, 4WP, LOA)*

In advance of the formal Project Kickoff, the Project Team will review with the Client the goals, process and desired outcomes. We will also use the opportunity to identify other partners and make an invitation list for the Steering Committee. Members of the Project Team will participate in one conference call with NJ TRANSIT, the Borough of Fair Lawn, Bergen County EDC and the FLEDC "Core Committee" for project setup.

During our initial one-day Kick-Off Meeting, the Project Team will introduce the Project Team and identify the Steering Committee Members, who will assist in the process and serve as the point of contact for their organization and the broader group of stakeholders. Members of our team will also lead a discussion to gain further insights into the specific concerns and goals in order to best target our background research and public outreach efforts. This will include presenting some case studies and discussion of the past and current redevelopment planning efforts to help to narrow the focus of the Project.

Following the Kick-Off Meeting, stakeholders will lead the Project Team on a "Walk & Talk" tour of portions of the Study Area. This will allow the Project Team to walk, observe and photograph the Study Area and gain insights to opportunities and constraints, through the eyes and experiences of locals.

Task 1.2 - Review of Previous Studies *(LRK, VHB, THA, 4WP, LOA)*

The Project Team will review all available plans and studies relevant to the Study Area and the immediate surroundings. During this phase, the Project

Team will outline all the framework issues associated with the Study Area. These issues will include the following:

- Location within the community and region
- Position in the marketplace
- Connection to history
- Site assembly/ownership issues
- Environmental constraints and opportunities
- Visibility and accessibility from transit and major transportation routes
- Relationship to surroundings and edge conditions
- Regulatory issues and community customs
- Central places and focal points
- Parks, open space systems and public spaces
- Street and sidewalk systems

Task 1.3 – Corridor Site Analysis

Using all the background information gathered during Task 1.1 and 1.2, our team will summarize the existing conditions of the Study Area. The Project Team will jointly develop Draft Technical Memo #1 incorporating the key outcomes of the Project Kick-Off Meeting and summarizing findings of the background research and analysis of existing conditions. This information will serve as the basis for the visioning efforts and the recommendations and standards that will be included in the Final Vision Plan Report. Draft Technical Memo #1 may be presented in PowerPoint format with accompanying larger scale maps, if needed.

Photography and Documentation *(LRK)*

Photography and field studies/measurements will be completed during the site analysis. The Project Team will assemble the existing conditions imagery and information gathered and supplement it with character imagery and graphics from the team's existing image library to assemble three to five (3-5)

character and analysis sheets. They will be organized into public space, building prototypes, architectural styles/character, storefronts/signage, and streetscape character. These boards will include diagrams and photographs and they will be used throughout the planning process and in the Vision Plan Report.

Transit, Traffic and Pedestrian Infrastructure *(VHB)*
Our team will conduct a qualitative transportation analysis of the study area. We will conduct field observations of traffic, transit, bicycle, and pedestrian activity to identify deficiencies and needs. We will examine the travel patterns both from a regional setting and a local perspective. The Project Team will analyze:

- Traffic speed and congestion
- Current train and bus service including schedule, routes, stop locations and fares
- Available roadway-based data including infrastructure, existing/projected traffic and planned improvements, accident data (including GIS mapping)
- Existing and proposed pedestrian and bicycle infrastructure in and around the study area
- Pedestrian and bicycle gaps, disconnects, and streetscape environment for greater mobility and mode options

Parking Inventory *(THA)*
The Project Team will develop a parking inventory as part of the site analysis. The inventory will describe the current parking supply including type, location, and pricing structures of existing parking within the Study Area. We will study both on-street and off-street parking. A Preliminary Parking Assessment Report related to parking strategies will be included during this phase.

Population and Demographic Analysis *(4WP, LOA)*
Demographic and population data will be obtained using ESRI, a national database that offers demographic and market data. The demographic data

will provide detailed information about the Study Area's population, households and income characteristics, including 5-year projections of each. Our team will compare Study Area demographic data with Bergen County data to provide additional distinctions between markets. We will also look at current development activity in the area.

This analysis will also uncover how local retail and services meets the needs of the local workforce and residential population, and will identify opportunities to strengthen business clusters to meet the needs of these populations.

Business Environment Analysis *(LOA)*
Our team will apply a proprietary diagnostic tool that takes into five key business environment characteristics. These characteristics have a demonstrated and statistically relevant connection to a healthy business environment, and they include the following:

- Business density and business mix (such as the balance between national and local chains)
- Residential mix and density
- The condition of the physical environment (including the prevalence of both real and perceived public safety concerns)
- Access and visibility by both car and public transit (which will include traffic counts)
- Adminstrative capacity (including the degree to which there is a functional and capable government entity or organization poised to advance project execution)

The diagnostic analysis will allow the Project Team to use market data and input from stakeholders to determine the investment needs of Study Area's business districts by understanding where they fall in the development cycle. The diagnostic analysis will also highlight what kinds of improvements are necessary to create an "investor-ready" business environment.

Retail Leakage Analysis *(LOA)*
An analysis of retail market data will demonstrate what local residents and shoppers currently spend their money on, the amount of discretionary income "leaking" out of the Study Area and being spent elsewhere, and where there are opportunities for new retail. Our team will also examine what existing retail clusters can be strengthened. This analysis includes an investigation of spending habits of the residential population as well as the local workforce, and assesses how current businesses are meeting the needs of each of these target populations.

Our analysis of leakage will also include an estimate of retail potential by square footage, which will be calculated using national, regional and local data on square footage sales. This analysis will provide additional insight into which retail categories offer the strongest opportunity for growth, where the Study Area's retail and commercial sectors are headed, and what steps can be taken to guide them in the appropriate direction.

Phase I Meetings and Events

- Steering Committee Meeting #1 - Kickoff and Walk & Talk Tour

Phase I Deliverables

- Draft Technical Memo #1

Phase II: Where do we want to go?

Task 2.1 – Project Goals, Principles & Findings, Outreach Program *(LRK)*

Outreach Process
The Project Team will develop a Public Engagement Process to ensure participation in the planning effort utilizing an agreed upon combination of targeted stakeholder interviews (e.g., commercial property owners along the

corridor, business owners along the corridor, etc.), focus group meetings (e.g., residents, commuters, shoppers, etc.), public "open house" drop-in meetings, and/or online surveys to solicit input. Descriptions of some of these forms of outreach can be found in Tasks 2.2-2.3 below. Other public engagement processes or techniques may be identified and employed as alternatives within the overall project budget, pursuant to approval by the Steering Committee.

As part of this effort, the Project Team will provide Draft Technical Memo #2 which will outline a proposed public engagement program and schedule for ensuring broad-based public engagement, participation and input to the planning process including presentations of concept plan alternatives and the final, preferred vision plan. The consultant team will work closely with the Steering Committee as part of the public participation outreach. Draft Technical Memo #2 may be presented in PowerPoint format and must include a proposed schedule for public engagement.

Goals, Objectives, Principles and Initial Findings

The Consultant will determine project Goals, Objectives, Principles and Initial Findings based upon analysis of existing conditions and an understanding of the Steering Committee's desire to rationalize traffic, improve pedestrian and bicycle mobility, rationalize existing and potential new parking and add targeted, market responsive mixed-use "transit oriented" infill development and/or redevelopment along the Fair Lawn Avenue Corridor, including the Radburn Station Area.

The Consultant will develop Draft Technical Memo #3 which will provide details on project Goals, Objectives, Principles and Findings based upon:

- Existing and Proposed Circulation and Mobility (traffic, pedestrians and bicycles)
- Land Use - Existing
- Land Use – Potential for targeted, "new" Mixed-use, "Transit Oriented" Development Infill and/or Redevelopment, including Massing

- Existing Parking – including analysis of Current Parking Management and Operations - and Proposed Locales and Massing of Potential Expanded Parking
- Existing and Proposed Zoning and Land Use for the Study Area and the Corridor
- Relationship, connections and impacts to Radburn Station (existing and/or proposed)
- Phasing of Public Improvements.

Draft Technical Memo #3 may be presented in PowerPoint format with accompanying larger scale maps, if needed. The information in Technical Memos #1 and #3 will be presented to the public for information and input.

The Project Team will present the initial set of findings and information generated as part of Draft Technical Memos #1 to 3 at the second Steering Committee Meeting along with the proposed outreach process. The process, goals and schedule will be fine-tuned as part of the discussion. The team will also lead the group in a discussion of design alternatives, possibilities, and variables to test in the Corridor Concept Alternatives.

Task 2.2 – Interviews and Focus Groups *(LRK, VHB, THA, 4WP, LOA)*

Stakeholder Interviews (LOA)

The Project Team will conduct interviews of key local stakeholders. Interviewees typically include individuals who represent key constituencies, including governmental, civic, managerial, residential, real estate and business interests. These interviews will provide insight into the current market and investment climate. Our team will use the interviews to gain insight into 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 the Study Area?

- Where are there opportunities for improvements in the Study Area's commercial districts?

Focus Groups (LRK, 4WP)
The Project Team will conduct five to six (5-6) input sessions with stakeholder group representatives and individuals who live, work, and traverse the Study Area. These sessions will be approximately 60 to 90 minutes each and will allow participants to identify safety, health and mobility goals and objectives while sharing their respective experiences in Radburn and along the Fair Lawn Avenue corridor.

Meeting participants will include, but not be limited to:

- Crossing Guards/Police/Emergency Service providers
- Borough Board/Committee members (Planning, Zoning, Environmental, etc.)
- Business community
- School/Youth
- Commuters/Transit Riders

The Steering Committee will identify a list of key stakeholders representing the areas of business, government, education and culture within the Study Area. Materials will be made available for the Steering Committee to gather further input beyond the stipulated focus groups sessions.

The sessions will include a "Dot-mocracy" exercise, identifying where people live and work in the Study Area and larger region, places that are safety concerns in the Study Area and the traffic/pedestrian hot spots on a map. Large-format boards with aerial photos and/or maps will be created and will be used at all informal focus groups and community workshops.

Community Vision Survey *(LRK)*

An interactive visual-based Community Vision Survey will be administered at the various focus groups and community workshops. Our interactive Survey will be administered with hand-held TurningPoint answer devices allowing

results to be instantly shown on the screen. This award-winning process will allow participants to answer key questions and rate images of existing conditions and possible alternatives identified during the Steering Committee meetings and "walk and talk" tour. This process will to identify the community design preferences for:

- Streetscape character & traffic calming
- Redevelopment character (heights, uses, architectural style, colors, materials, signage, etc.)
- Transit amenities/facilities
- Parking types and conditions
- Open space and public space character (including environmental strategies)

Task 2.3 – Develop Corridor Concept Alternatives

Corridor Design Framework Studies (LRK)
Based background research and the input from Steering Committee and the interviews and focus groups, the Project Team will prepare two to three (2-3) Corridor Design Framework Studies for identified sites or assemblages of parcels. These framework plans will focus primarily on alternatives for land uses and program mix, primary buildings, access, parking and public space configurations. These will be prepared sketch level concepts and be used in the public outreach.

Corridor Design Framework Studies will:

- Include mixed-use, residential and commercial elements in varying degrees
- Integrate the station facility and allow the station to be a primary component of the corridor
- Address various opportunities to retain or expand parking

- Integrate a variety of traffic calming measures around the station and along Fair Lawn Avenue
- Assess Neighborhood impacts such as traffic, noise, etc. of each alternative
- Assess basic land use and zoning requirements of each alternative

Fiscal Impact Analysis of Alternatives *(4WP)*
The Project Team will generally evaluate and compare the projected fiscal impacts from the concept alternatives. Each of the alternatives will be assessed based on:

- Cost-benefit analysis (order of magnitude)
- Job creation (order of magnitude estimate of construction and permanent jobs)
- Tax revenue generation (order of magnitude estimate)

Task 2.4 – Open House Workshop *(LRK, VHB, THA, 4WP, LOA)*

The Project Team will conduct the Community Vision Workshop to lead community leaders, citizens and stakeholders through a community design process. The "Big Tent" public input will be structured as an afternoon or evening "open house" where the community-at-large can "drop-in" any time at their convenience. The role of the Steering Committee will be to promote, publicize, review concepts, and act as a liaison to the community. The Project Team will staff the workshops with an inter-disciplinary team of planners, architects, engineers, and transportation specialists to be able to address a wide range of issues and concerns.

The workshop will be set-up with a "meet and greet" orientation after which participants will be given a series of colored dots and Post-it Notes to place on maps and Dot-mocracy Boards. Information boards structured by topic will be developed by the various Project Team specialists and positioned at various stations.

Participants can move around to these stations including:

- General Traffic, Transit, Pedestrian and Bike Safety
- Community Character and Urban Design
- General Business and Economic Development
- Corridor Design Framework Studies

The information in Technical Memos #1 and #3 will be presented to the public for information and input. The Project Team will run the Community Vision Survey several times over the course of the workshop session, which could also include testing the preferences for the Corridor Concept Alternatives. The Project Team will be available at each station to discuss goals and priorities for the Study Area. Comment cards will also be provided in order to solicit written comments.

Following the Workshop, the Project Team will hold Steering Committee #3 to meet with the group to discuss the results of the earlier events and the emerging design concepts and preferred direction.

Phase II Meetings and Events

- Steering Committee Meeting #2
- Interviews and Focus Groups
- Community Workshop
- Steering Committee Meeting #3

Phase II Deliverables

- Draft Technical Memo #2
- Draft Technical Memo #3
- Corridor Plan Framework Alternatives
- Community Vision Survey and outreach materials

Phase III: Final Corridor Vision Plan

Task 3.1: Preferred Corridor Vision Plan (LRK)

The corridor vision concept will be refined and included as the graphics in the Final Vision Plan Report. The Vision Plan will serve as supplement to the Borough's redevelopment planning process and will include prospective and pending individual parcel or assemblage redevelopment concepts. The Vision Plan will be illustrated as a color site plan and will be placed on an aerial photo at an appropriate scale. The plan will illustrate the following information:

- Typical footprints/heights/density/use for infill buildings
- Streets, alleys, parking and right-of-ways
- Improvements for transit stops
- Parking for commuters, new residents, downtown employees, and customers
- New park and public space
- Conceptual streetscape and landscape improvements
- Proposed traffic calming and traffic improvements
- A development program listing commercial square footage, number of residential units, and proposed parking

Simple three dimensional models of the proposed infill and improvements will placed onto a "bird's eye" aerial photograph of the Study Area. The models will indicate the proposed heights, massing, scale, roof forms, and other 3D elements in the proposed redevelopment concept, as well as streetscape and traffic calming improvements.

LRK will also provide one colored, professional perspective rendering. The rendering will communicate the vision for the area and can be used to generate interest in the improvements. It will be prepared by a professional

renderer in an 11" x 17" format, and will show a sidewalk view of the proposed vision plan. The drawings will illustrate the approved streetscape, landscape, and architectural character of the plan. These same renderings can be enlarged and mounted on presentation boards, if necessary.

Task 3.2: Prepare Final Report *(LRK, VHB, THA, 4WP, LOA)*

The Project Team will jointly prepare a Final Report, including a summary of the planning process and findings, the illustrative concepts, and recommendations for implementation. A draft of this report will be given to the Steering Committee for their review so that revisions can be made prior to the final report.

The Final Report will include:

Process and Visioning Summary (LRK)
A detailed summary of the process and the visioning effort will be included in the Final Report. This will include all the public input and workshop results in a graphic format with in-depth analysis.

Code Implications & Development Requirements (LRK)
The Project Team will review the existing development codes, redevelopment plans and master plan as they apply to the Study Area and the Vision Plan. A series of recommended zoning and design standards will be listed for consideration in any of the Borough's Master Plan and/or zoning updates. The items among the design code elements that will be assessed are:

- Permitted uses and special permit uses
- Bulk regulations and coverage limitations
- Building setbacks
- Maximum building heights
- Parking requirements
- Service and loading requirements
- Street classifications and standards

Traffic, Transit, and Pedestrian Requirements *(VHB)*
The Project Team will prepare final recommendations with respect to traffic, transit, pedestrian and bicycle needs. The recommendations will be centered around the goals and objectives developed with the community and the Master Plan objectives including: developing a balanced circulation system incorporating the needs of pedestrians, bicyclist, autos, trucks, and buses and promoting an increased ridership of public transportation. The Project Team will identify detailed short, mid, and long-term strategies and implementation action items for the following:

- Pedestrian access streetscape and sidewalk improvements
- Transit stop locations and amenities
- Traffic calming and Complete Streets concepts
- Traffic flow and circulation

Parking Strategies *(THA)*
Based on building and land use assumptions, the team will outline parking needs and requirements for the contemplated development plan alternatives, and analyze the opportunities for shared parking between all user groups. Emphasis will be placed on identifying optimum site accessibility and locations for parking facilities. We will identify points of ingress and egress to the parking facilities with respect to pedestrian flows which would affect the operation of access points, contribute to street level vibrancy, user convenience and comfort, and facility and public space security.

Environmental Conditions & Infrastructure Demand *(LRK, VHB)*
The Project Team will evaluate the Vision Plan and identify any regulatory issues and/or environmental remediation that may be required in order to implement the plans. Concepts will also explore creative stormwater management, best management practices, and sustainable site design recommendations.

Detailed Implementation Agenda *(LRK, VHB, THA, LOA)*
A series of implementation strategies addressing the proposed mobility recommendations for improvements in the Study Area will be prepared as part of the report. This will include recommendations for short, mid, and

long-term improvements with a phasing strategy that outlines sequencing of public and private actions. This will be prepared to help map out implementation and better position for State grants and other financing options.

Preceding the Final Presentation (Task 3.3), the Project Team will hold Steering Committee #4 to meet with the group to discuss the Preferred Corridor Vision Plan, Final Report, and preferred direction.

Task 3.3 – Final Presentation *(LRK)*

Finding and graphics from the report will be put into a PowerPoint presentation. Our team will present the findings and recommendations from the Final Report at a public meeting including the major plan elements, proposed public investments and detailed implementation strategies. The team recommends the presentation be made to the stakeholders including members of the Borough Council. The presentation meeting should also include other boards, commissions, committees, and local organizations that may be involved in the plan's implementation as a means of generating more comprehensive awareness and support for the plan and its recommendations.

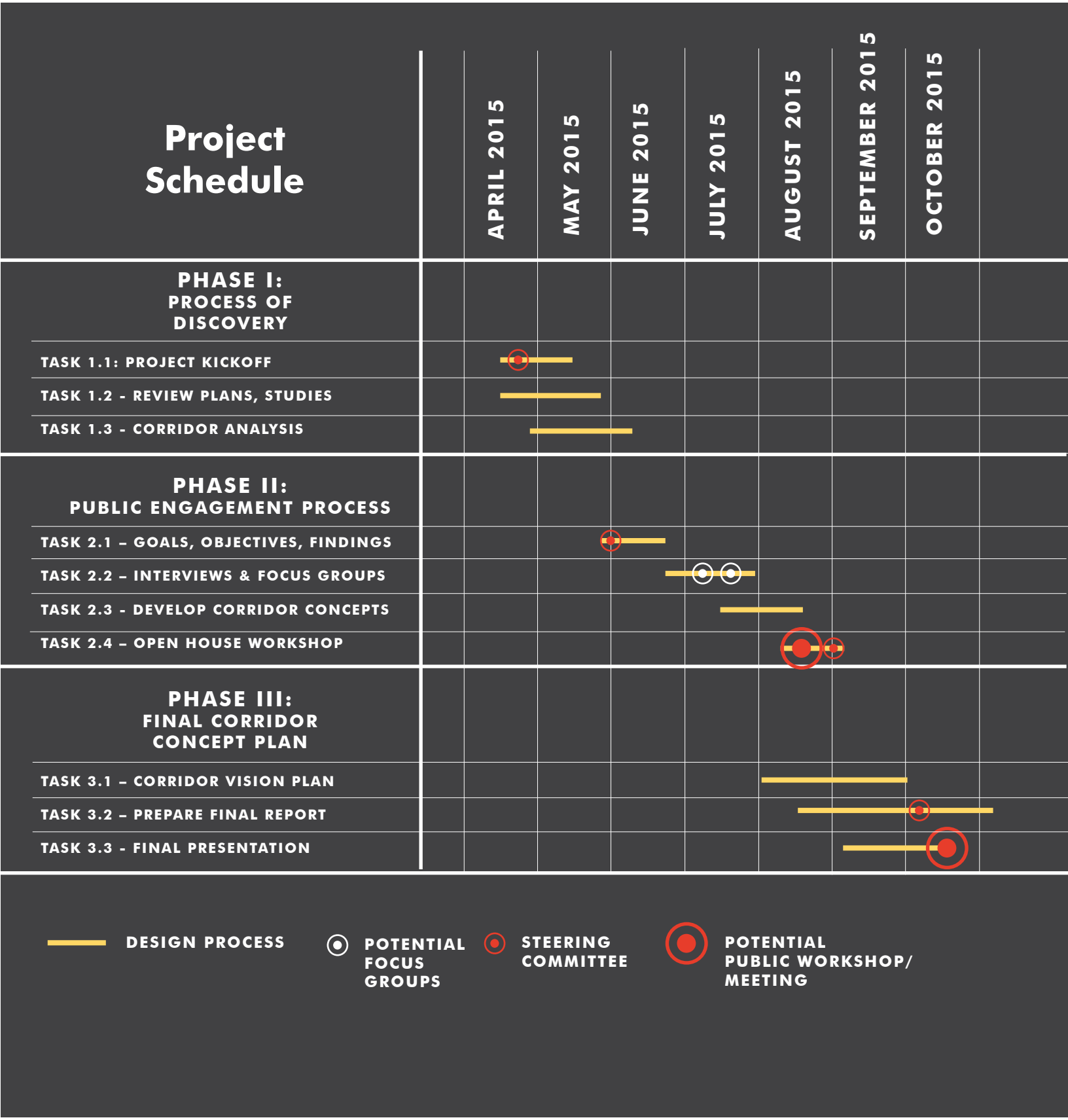
Phase III Meetings and Events

- Steering Committee Meeting #4
- Final Presentation

Phase III Deliverables:

- One Professional Rendering
- Final Vision Plan Report document
- Final PowerPoint presentation

SCHEDULE

We envision approximately a six to nine (6-9) month schedule for this scope of work. Please see attached schedule exhibit.

Proposed Project Schedule