

TOGETHER
**NORTH
JERSEY.**

WASHINGTON AVENUE PLACEMAKING PLAN

July 2022

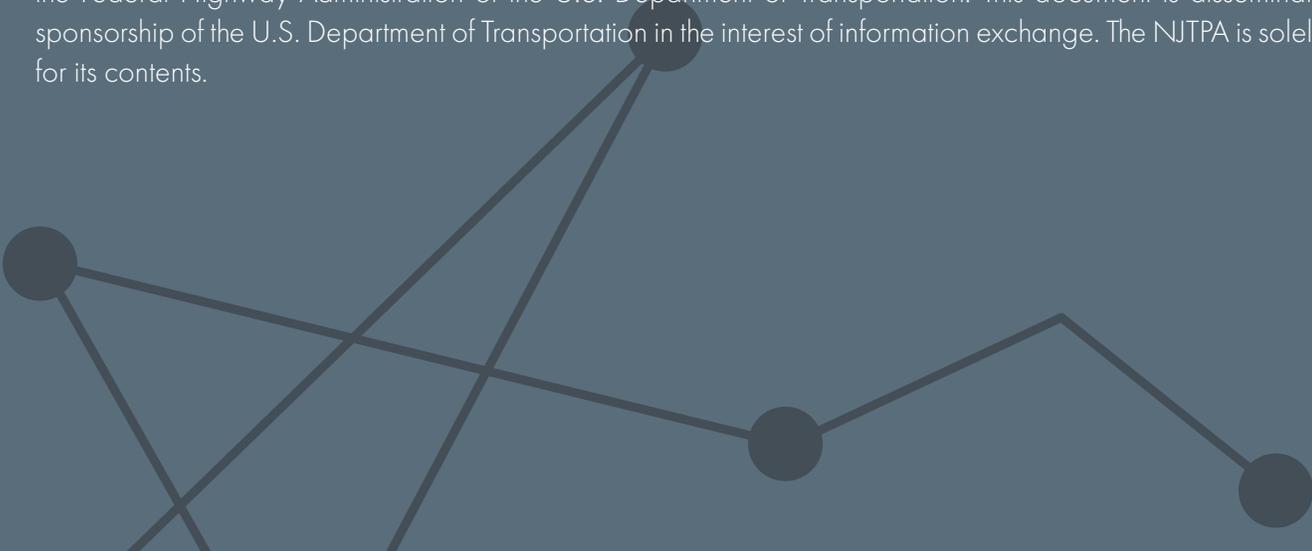
Together North Jersey Vibrant Places Program

Acknowledgements

This report was prepared by the Alan M. Voorhees Transportation Center (VTC) at Rutgers University for the Township of Belleville through the Together North Jersey (TNJ) Local Technical Assistance Program. Funding for the program is provided by the North Jersey Transportation Planning Authority (NJTPA). The New Jersey Department of Community Affairs (NJCA) supported the effort documented in this report through market analysis and valuable expertise in downtown revitalization strategies and programs.

Alex Bahls, a graduate student at the Rutgers University Edward J. Bloustein School of Planning and Public Policy, provided invaluable assistance to this planning effort and preparation of this report.

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About Together North Jersey

TNJ was created in 2011 to develop the first comprehensive plan for the future of North Jersey. Funded by a \$5 million federal Sustainable Communities grant and nearly \$5 million in leveraged funds from members, the TNJ planning effort brought together a coalition of nearly 100 diverse partners – counties, municipalities, educational institutions, nonprofits, businesses and other stakeholders – to develop the TNJ regional plan.

The TNJ planning process identified a shared vision for a prosperous future for North Jersey consisting of four themes: Competitive, Efficient, Livable, and Resilient. The Plan was issued in November 2015. Since then, TNJ partners have reconvened for further implementation of the Plan. NJTPA and the Alan M. Voorhees Transportation Center at Rutgers University (VTC) currently coordinate the TNJ Forum and Task Forces, with each of the four Task Forces dedicated to furthering one of the Plan's four themes.

The TNJ planning region consists of the 13 counties in the NJTPA planning area: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren.

TNJ Local Technical Assistance Program

Funded by the NJTPA, the TNJ Vibrant Places Program provides VTC staff support and technical assistance to advance local initiatives that align with the vision of the Together North Jersey Plan. Eligible applicants for the program include municipal and county governments or non-governmental organizations. The Vibrant Places Program is supported by NJDCA through market analysis and subject matter expertise.

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Project Overview

Project Background

This report presents recommendations to revitalize the Washington Avenue commercial corridor in the Township of Belleville, NJ. The report is intended to serve as a guide for municipal officials, local businesses and community partners to improve the local business environment and transform the corridor, extending from Mill Street in the South to Joralemon Street in the north, into a vibrant downtown and community hub. Some of the recommendations in this report may also be appropriate for application to other areas of the Washington Avenue corridors.

In 2021, Together North Jersey (TNJ) awarded Belleville assistance to develop a community-based vision for Washington Avenue. The project activities were carried out from January to June 2022. The TNJ team conducted extensive public outreach activities, including a community survey that received over 900 responses, interviews with representatives of local businesses, and a meeting with local businesses to collect feedback on preliminary recommendations and discuss implementation. Several priorities emerged from conversations with the Township and the extensive community and business outreach activities:

- » Improving the corridor’s image and sense of community ownership
- » Addressing a lack of public space and community events along the corridor
- » Supporting existing local businesses
- » Increasing the variety of dining, shopping, and entertainment options, especially for families and children
- » Addressing customer parking issues

Washington Avenue and the TNJ Plan

TNJ’s assistance to the Township of Belleville demonstrates an effective approach for other North Jersey communities to implement corridor revitalization at the local level. The Washington Avenue Strategic Placemaking Plan advances the four themes of the TNJ Plan:



COMPETITIVE

Attract visitors to the corridor to frequent local businesses



LIVABLE

Create an attractive, vibrant, pedestrian-friendly commercial area that serves residents and attracts visitors



EFFICIENT

Encourage investment in a walkable, traditional downtown with existing infrastructure and encourage walking and biking



RESILIENT

Enhance the commercial district’s ability to avoid, withstand, and recover from economic shocks

Project Objectives

Informed by the outreach results, TNJ worked with the municipality to identify Washington Avenue’s strengths and challenges. The TNJ team then identified four goals for Washington Avenue:

- » Create a sense of place
- » Improve the pedestrian experience and promote walking and biking
- » Create a vibrant local dining district
- » Improve existing and attract new services and amenities

Drawing on case example research and community outreach results, the TNJ team crafted a set of recommendations to achieve each identified goal. The recommendations focus on attracting residents and workers – from the immediate area and from neighboring communities – into the corridor to shop, dine, and socialize.

This report presents a suite of strategies to achieve each goal and highlights a set of low-cost, short-term “catalytic initiatives” that can spur change and serve as early “wins”. In addition, TNJ partnered with NJDCA to produce a study of market conditions along Washington Avenue to identify opportunities for economic development.

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What is Placemaking?

Placemaking is a process that engages community members to reimagine and reinvent public spaces. The placemaking process results in quality places that are unique and engaging and reflect local culture, values and other unique community characteristics. Placemaking can also support economic development efforts in commercial areas by creating well-managed spaces and conveying a sense of community ownership and pride.

Local Context

The recommendations in this report build on current and planned changes coming to the Washington Avenue corridor. Major improvements to Washington Avenue (State Route 7) planned by the New Jersey Department of Transportation (NJDOT) will improve traffic flow and pedestrian safety and introduce designated bus lanes and bicycle lanes. In addition, the Essex-Hudson Greenway, still in early planning stages, will run just a block away from the southern end of the Washington Avenue corridor, bringing potential visitors and customers to the area.

In 2022, Belleville was awarded assistance from the Complete Streets Technical Assistance program to implement a proposed demonstration project to address safe, organized access to Belleville Middle School, located at Washington Avenue and Holmes Street.

In 2019, the municipality amended zoning regulations along the length of the corridor to allow for mixed-use residential and commercial development. In addition, the municipality has allocated funding for the creation of a new Economic Developer position.

These anticipated changes create opportunities to transform the corridor into a unique downtown with enhanced economic opportunity for local businesses.

The successful implementation of this placemaking plan will require buy-in from the public and local business owners, as well as extensive and continuing collaboration and partnerships between diverse local actors. This report presents information on several alternative approaches for coordinating efforts among businesses and identifies funding and other resources to support implementation.



Belleville Public Library

Queen MINIMARKET

GROCERY & DELI



About the Project Area

Township of Belleville

Belleville is a township in northern New Jersey located directly north of the City of Newark. State Route 21 runs north-south through Belleville along the Passaic River which forms the eastern border of the township. According to the U.S Decennial Census, in 2020, Belleville had a population of 38,222. Residents enjoy proximity to several similarly sized suburban communities such as Nutley and Bloomfield, the City of Newark (New Jersey's most populated city) and New York City.

Belleville is home to many long-time residents who take pride in the township's family-friendly atmosphere and diverse population; 2020 U.S. Census Bureau estimates indicate almost half (48 percent) of Belleville's population is Hispanic, 30.6 percent is non-Hispanic white, 10 percent is non-Hispanic Asian and 8.4 percent is non-Hispanic Black.

Belleville's two traditional commercial centers are Silver Lake, which is on the western side of the township and is served by a Newark Light Rail station, and the southern segment of Washington Avenue in southeastern Belleville. Belleville boasts more cherry trees than any other municipality in the United States and, along with neighboring Branch Brook Park in Newark, is famous for its annual Cherry Blossom festival.



Belleville Municipal Building

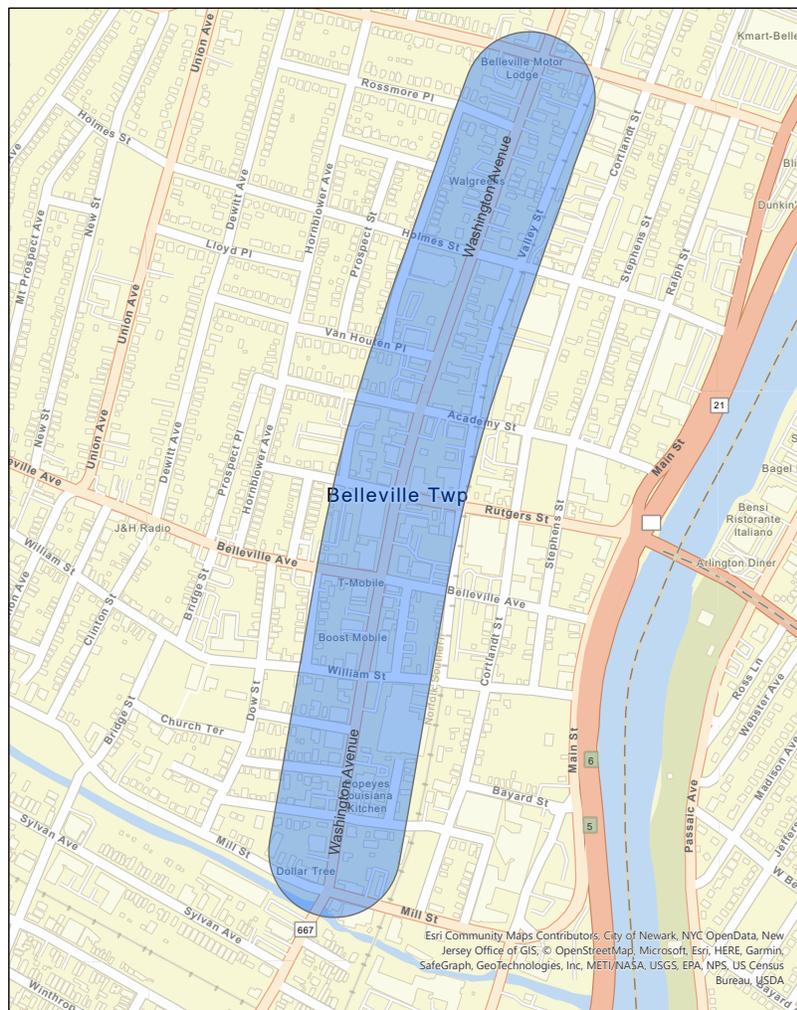
Washington Avenue

The project area is located in the southeast section of Belleville, running approximately one mile along Washington Avenue between Mill Street in the south and Joralemon Street in the north. Washington Avenue is State Route 7, a highly trafficked road with two lanes of traffic in each direction and a parking lane on both sides. The posted speed limit in the study area is 30 miles per hour.

The study area along Washington Avenue is dominated by older, small-scale commercial buildings, as well as a variety of residential, educational, and civic buildings. Most housing located on the corridor consists primarily of apartments above ground-floor retail. The project area also contains the Belleville Municipal Building and Police Department, the Belleville Library, and Belleville Middle School. NJ TRANSIT Route 13 bus service connects the study area to Newark.

The Washington Avenue study area is a key area for Belleville residents to run errands and purchase food. In addition to several restaurants, bakeries and cafés and a variety of retailers, the corridor offers a wide range of services, including pharmacies, financial services, nail salons, hair salons and barbershops, laundromats, and a carwash.

The study area segment of Washington Avenue is a State road (Route 7). NJDOT is responsible for operating and maintaining Washington Avenue, limiting the Township of Belleville's use of the road for community events and ability to respond to community concerns over pavement conditions and infrastructure-related issues.



Study Area

A Changing Downtown

Planned infrastructure improvements, regulatory changes, and private investment will soon bring significant changes to the Washington Avenue.

NJDOT Road Improvement Project: NJDOT has proposed substantial road improvements along Washington Avenue. According to available documentation, work will begin in 2024. Plans for the project include replacing the pavement from curb to curb. Additionally, NJDOT proposes a road diet that includes one traffic lane in each direction and a shared left-turn lane, a bike lane, designated bus lanes near stops, and curb-extensions at intersections for pedestrian safety.

Essex-Hudson Greenway: The development of a major new greenway, now in the early planning stages, is anticipated to bring recreational opportunities, visitors and private investment to the area. The Essex-Hudson Greenway is a proposed nine-mile, linear park for walking and biking that will run along a rail line right-of-way through Belleville as well as Jersey City, Secaucus, Kearny, Newark, Bloomfield, Glen Ridge, and Montclair. In November 2021, Governor Murphy committed \$65 million in state funds to help purchase the land. In the current proposal, the greenway will run through southwestern Belleville, as well as approximately a quarter-mile south of the Washington Street corridor through Newark. The planned route presents an opportunity for Washington Avenue to serve as a unique destination along the greenway.

Mixed-Use Development: In 2019 the entire Washington Avenue corridor was rezoned B-G which allows for commercial, residential, or mixed-use development. Previous zoning changed every few blocks and was ineffective at supporting the variety of land use conditions and retail concentrations. The Belleville Zoning and Construction office has reported that the change in zoning has been effective at attracting developer interest. A mid-rise, mixed-use building is currently under construction on 630 and 632 Washington Avenue. The building is expected to have over 200 residential units, a restaurant, and additional commercial space.

Proposed Parking Structure: In April 2022, the Township of Belleville passed a bond ordinance to provide financing for the construction of a Belleville Middle School annex and two-story parking structure in partnership with the Belleville Board of Education. In April 2022, the Board of Education voted to purchase the sites at 251 Washington Ave (where Eastern International College is currently located) and 259 Washington Avenue. The annex would provide additional classroom space, while the parking deck would provide parking for school and municipal staff during the day and to the public in the evening. Proposals for the parking deck also include a rooftop turf sports field. The parking deck would front on Washington Avenue.

Economic Developer Position: Belleville has allocated funding in its 2022 budget for a new Economic Developer position for the township to support existing Belleville businesses and attract new businesses and investment. The Economic Developer position will allow the Township to coordinate with businesses more effectively, address business needs, attract investment, and organize initiatives and events to improve the local business environment and attract visitors.



A mixed-use building under construction at 630-632 Washington Avenue



La Sicilia



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Planning Process

Planning Process

Plan Review and Case Example Research

The TNJ team conducted a review of relevant municipal and state documents to understand the existing planning and regulatory framework along Washington Avenue. The team reviewed the 2021 Belleville Master Plan Reexamination Report, the Township of Belleville Zoning Ordinance, the NJDOT road improvement project public announcement, and the existing plans for the Essex-Hudson Greenway. The 2021 Master Plan Reexamination emphasized the need to revitalize the Washington Avenue corridor and calls for:

- » Reducing the number of vacant storefronts and attracting higher quality retailers by encouraging higher-density, mixed-use development with commercial ground floor and residential/commercial upper floors
- » Enhancing the corridor's sense of place and walkability
- » Continuing to monitor parking needs and encourage shared parking to maximize existing parking capacity
- » Growing the tax base without threatening existing residential neighborhoods

Additionally, the TNJ team conducted case example research to identify effective placemaking and business improvement practices implemented in other New Jersey municipalities and applicable to Washington Avenue. A report summarizing the results of the plan review and case example research can be found in Appendix B.

Advisory Group

The TNJ team worked with the municipality to establish a Washington Avenue Advisory Group consisting of key local stakeholders. TNJ held two Advisory Group meetings to solicit feedback and input. Membership consisted of representatives of local businesses, the municipality, the Belleville Public Library, the Belleville Women's Club, the Belleville Fire Department, the Suburban Essex Chamber of Commerce, and Essex County. The Advisory Group helped TNJ identify Washington Avenue's strengths and weaknesses and identify feasible and community-supported recommendations to build on existing assets and address issues. Notes from the Advisory Group meetings can be found in Appendix E.

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Public Outreach Activities

The TNJ team conducted extensive community outreach to guide development of a community-based placemaking plan for Washington Avenue. The project team conducted a public survey to understand how residents and visitors use Washington Avenue, what issues or challenges they face, and how the corridor should be improved. The survey was distributed online rather than in person due to ongoing concerns about the COVID-19 pandemic. The short survey featured a mix of multiple choice and open-ended questions and was available in both English and Spanish.

The project team worked with the township to promote the survey and ensure wide distribution. The survey link was posted on the Belleville municipal website, the Belleville Public Library website, and on Facebook pages associated with TNJ, Belleville and township elected officials. The survey was open to respondents from February 22 to March 1, 2022. Promotion of the survey resulted in 911 responses, greatly exceeding expectations and indicating a strong community interest in improving Washington Avenue. A full summary of the survey results can be found in Appendix C.

In addition, the project team conducted phone interviews with owners or managers of businesses located along the Washington Avenue corridor. The project team reached out to 21 businesses. A total of nine owners or managers, representing varied business types and located in different areas of the corridor, participated in an interview.

The TNJ team also held a meeting with local business representatives on May 17, 2022 to present preliminary findings and recommendations. The meeting was an opportunity for business stakeholders to provide input on how they think changes along Washington Avenue would affect their businesses and share their ideas for improving the corridor. In addition, the TNJ team discussed a range of model approaches for coordinating downtown revitalization and management efforts. The “Implementation Plan” section of this report presents information on the model approaches and business representative feedback.

Market Report

NJDCA supported the Washington Avenue Strategic Placemaking Plan by providing an analysis of market conditions along the Washington Avenue corridor. The resulting report presents findings for market areas representing 10-minute, 15-minute and 20-minute drive times, in addition to a 15-minute walk time. The latter reflects an area from which the corridor can attract customers arriving on foot from surrounding neighborhoods. Serving as a local walking destination can enhance the vibrancy of the corridor and improve perceptions of safety. The market analysis report can be found in Appendix D.

Washington Avenue Strengths and Challenges

The TNJ team synthesized the Advisory Group input and outreach activity results into a set of strengths and challenges present along Washington Avenue.

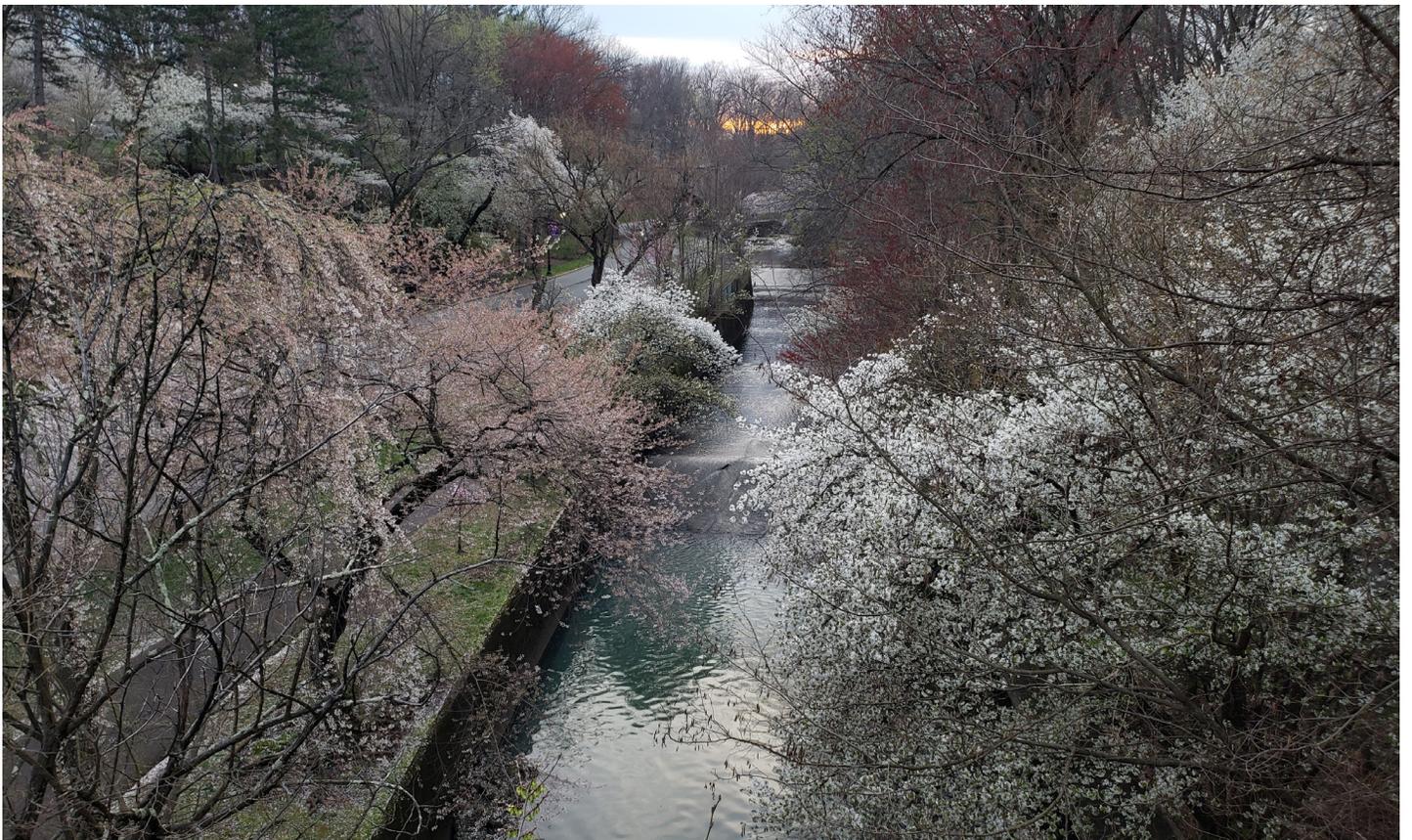
Strengths

- » **Community pride.** Survey respondents expressed pride in community life in Belleville, with many responses related to “Sense of Community” and “Family-oriented”.
- » **Diversity.** Belleville residents are also proud of their community’s diversity. “Diversity” was by far the most common response to a question on what makes Belleville unique, with respondents highlighting the multi-cultural population and welcoming culture of the Township.
- » **Community-oriented businesses.** Business representatives indicated they rely on a loyal, local customer base and expressed interest in contributing to improving the area.
- » **Cherry trees and parks.** Survey respondents also expressed pride in Belleville’s parks as well as the many cherry trees found in the parks and other areas of the town. A strip of Belleville Park connects the main body of the park to Washington Avenue at Mill Street. The annual Cherry Blossom Festival draws large numbers of people into town every year.
- » **Convenient location.** Survey respondents and business representatives described Belleville as a convenient place to live with services nearby and easy access to major roads and highways, neighboring towns and cities and New York City. Respondents indicated enjoying Belleville’s mix of quiet, calm atmosphere and its urban feel.
- » **Variety of dining options, shops and services.** In addition to varied dining options, survey respondents indicated relying on Washington Avenue to access services, such as package delivery services, nail salons, laundromats, hair salons and barbershops, and a car wash.
- » **Wide sidewalks.** The TNJ team noted the wide sidewalks that run along both sides Washington Avenue. The sidewalks are generally about 10 to 15-foot wide, but as wide as 20 feet in some sections of the corridor. This public space provides opportunities for creative placemaking, outdoor dining, small community events and other interventions to enhance the area’s character as a commercial and community center.





Washington Avenue boasts a wide variety of businesses like those pictured above at Bell Plaza.



Blossoming cherry trees in Belleville Park



Belleville residents take pride in the community's diversity. Image credit: Township of Belleville.



The wide sidewalks along Washington Avenue present opportunities for socializing and community life.

Challenges

- » **Signs of disorder.** Signs of disorder include vacant storefronts, especially in the northern section of the study area, inconsistent design of storefronts and signage and garbage piling up on street bins. Business representatives stated there has been a lapse in sidewalk sanitation and missed and delayed trash collection in recent years. Poor aesthetics along the corridor was the top concern among survey respondents.
- » **Parking.** Parking was a major concern among survey respondents and business representatives. Very few businesses offer off-street parking. Despite the on-street, metered parking along both sides of Washington Avenue, respondents and stakeholders reported that customers struggle to find parking in the area and are often ticketed while shopping. Customers who wish to quickly pick up an order or make a quick purchase have no short-term parking options. The outdated parking meters only accept coins.
- » **Traffic.** Traffic conditions were among the top concerns expressed by survey respondents. Washington Avenue is heavily trafficked, intersections are often congested, and motorists frequently exceed the speed limit. In addition, pavement conditions need improvement at many points along the corridor.
- » **Pedestrian experience.** Most survey respondents (87 percent) most frequently use a vehicle to access Washington Avenue, compared to only 11 percent who walk. Survey responses indicate that fast moving traffic, inadequate pedestrian infrastructure and perceptions of personal safety may discourage walking in the area. Along the northern of the Washington Avenue study area, there are only three marked pedestrian crossing, at Rutgers Street, Holmes Street, and Joralemon Street, located about a quarter mile apart. There are large gaps in the street tree canopy along Washington Avenue, as well as large gaps in pedestrian-scale lighting.
- » **Perceptions of personal safety.** Many survey respondents, as well as members of the Advisory Group, indicated feeling unsafe while walking along the corridor. Business owners indicated that loitering, especially in evening hours near liquor stores is an ongoing problem. Teenagers tend to loiter at the intersection of Rutgers Street and Washington Avenue after school hours.
- » **Lack of social opportunities and public space.** Many survey respondents pointed out a lack of social opportunities along the corridor, especially for children and teenagers. There are no significant public spaces, such as parks and plazas, along the length of the corridor and no immediate opportunities to create permanent public spaces. Survey respondents frequently cited more and better public spaces as a desired improvement. Many respondents mentioned a desire to see entertainment and sports programming for children.
- » **Topographic constraints.** Immediately off Washington Avenue, the land slopes upward to the west and downward to the east. The slopes make the intersecting roads and public spaces adjacent to the corridor unsuitable for many outdoor activities and facilities such as markets and outdoor seating.
- » **Retail performance.** Survey respondents frequently cited a desire for new and more diverse amenities and services along the corridor, including a wider range of dining options as well as small, locally owned shops and boutiques. They also indicated a need for improving store appearance.
- » **Lack of coordinating body.** Currently, there is no coordinating body or designated municipal staff to manage the area, coordinate events or communicate with local businesses.

The gateway area at the southern end of Washington Avenue is dominated by auto-oriented uses such as car dealerships. There is nothing to indicate to visitors that they are entering Belleville or a downtown district.



The design of façades and business signage along Washington Avenue is inconsistent. Many facades are in need of maintenance and improvement.



While some of the sidewalks along the avenue are in fair condition, there are areas that are damaged. This reduces the appeal of walking in the area and the potential for the wide sidewalks to serve as public spaces for community activities.



Sections of Washington Avenue, especially from Academy Street to Joralemon Street show signs of disorder, such as vacant properties and litter.



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Recommendations

Goals

1. Create a sense of place.

Washington Avenue will serve as a downtown commercial center and community hub that reflects the vibrancy of the local culture. The corridor will be a major destination for Belleville residents, while also attracting visitors from nearby towns and the surrounding region. Providing a vibrant, unique and well-maintained corridor will encourage people to linger, socialize and frequent businesses rather than quickly passing through.

2. Improve the pedestrian experience and promote biking and walking.

Washington Avenue will be a place where people enjoy walking and biking. Improving the walkability and bike-ability of Washington Avenue, as well as surrounding neighborhoods, will draw residents into the corridor and make the area a more desirable destination for dining and shopping. Traffic calming, bicycle and pedestrian infrastructure, and programs to promote biking and walking will increase foot traffic in the area, adding to the area's vibrancy, improving perceptions of safety and bringing potential customers into the area.

3. Create a vibrant local dining district.

Washington Avenue will be a vibrant dining district that attracts customers from nearby neighborhoods as well as surrounding communities. The district will provide an eclectic mix of dining options from take-out options to fine dining, as well as a unique and charming ambiance through outdoor seating, food festivals, and placemaking. The municipality or other coordinating body will market the area as a dining district and promote local restaurants, bakeries and cafés.

4. Improve existing and attract new services and amenities.

Existing businesses will enjoy an improved business environment. The municipality and/or other district coordinating body will work to attract business support resources and be responsive to business issues and concerns. Businesses will work together to hold promotional events and create opportunities for district and business marketing. The municipality will work with businesses and other partners to address parking issues and manage parking demand. The district will also work to attract businesses to vacant storefronts and new development to select sites along the corridor.



Intersection of Washington Avenue and Rutgers Street

“Catalytic” initiatives

The TNJ team identified a suite of strategies to achieve the identified goals for Washington Avenue. The entire set of strategies is presented in “Washington Avenue Strategies” section of this report. Certain strategies were combined into “catalytic initiatives” Belleville can accomplish with limited resources and in the near term (six months to a year). They can result in “early wins” and maintain momentum. Once implemented, the initiatives will prove the value of Belleville’s placemaking efforts and provide a foundation for pursuing more long-term, resource-intensive opportunities. They will also provide opportunities for experimentation before committing to more resource-intensive and permanent interventions.

Inaugural Event



A food festival on the Morristown Green in Morristown, NJ.

Holding a community “inaugural event” would announce the changes coming to Washington Avenue and establish the municipality’s intention to transform the corridor into a vibrant community and commercial hub. The multi-faceted, full-day event might provide opportunities for businesses to promote their goods and services and for the municipality to unveil public art, host activities for children, and highlight pedestrian and bicycle improvements. Belleville should consider timing the event to coincide with the annual Cherry Blossom Festival. Potential activities include:

- » **Community events:** Use the sidewalks and/or the municipal parking lot to hold community events, such as pop-up parks, sidewalk chalk for children or an outdoor movie theater screening in the parking lot.
- » **Activities for children:** Include activities to entertain children such as face painting and games.
- » **Sidewalk market:** Washington Avenue businesses, including restaurants, set up tables on the sidewalk in front of their businesses to sell food or merchandise, in order to promote their products or services to event attendees or passersby.
- » **Special business promotions:** Businesses provide special deals combined with activities to engage the public, such as photo contests.
- » **Public art installations:** Unveil temporary or permanent art installations such as statues, murals, painted utility boxes or painted crosswalks.

Beautification Campaign



A mural welcoming visitors to downtown Hackensack, NJ

Simple steps can convey to residents, visitors and potential investors that Belleville Avenue is a well- managed place where community life and business activity can thrive. Sense of personal safety and community-ownership can improve in the short-term through signage, prompt maintenance and sanitation services, tree planting, and making creative use of vacant properties. Potential activities include:

- » **Gateway signage:** Install a temporary or permanent welcome sign at the intersection with Mill Street (on the border with Newark) that announces to visitors they are entering Belleville and Washington Avenue.
- » **Banners:** Hang banners (using existing clamps) from lampposts displaying Belleville or Washington Avenue branding.
- » **Street trees:** Plant street trees as part of the planned NJDOT road improvements, including planting of budding trees such as Eastern Red Buds.
- » **Vacant properties creative reuse:** Prevent vacant properties from contributing to a sense of disorder and dilapidation through window artwork or community message displays and events such as flea markets, working with the property owners.

Dining District Promotion



Residents enjoy outdoor dining in Montclair, NJ

Belleville can pursue marketing efforts in the short-term to promote Belleville as a dining district, while working to attract new businesses to the area. Dining District promotion should focus on strategic areas of the corridor where restaurants, bakeries and cafes are currently clustered. Potential activities include:

- » **Social media marketing:** Use municipal social media account or create an account for Washington Avenue to highlight and promote restaurants, cafés and bakeries with a “business of the week” campaign.
- » **Restaurant guide:** Share a local restaurant guide in paper brochure and online formats to promote awareness of dining options available, clarify menu options, and market the district.
- » **Business promotional events:** Hold promotional events such as small business Saturday or restaurant week to market local businesses and attract customers. Institute a gift card program, to provide discounts at participating businesses.
- » **Outdoor dining:** Continue municipal policy of allowing businesses to provide outdoor seating and waived outdoor seating fees. Develop guidance for businesses on creating attractive outdoor seating with planters, strings lights, umbrellas, and other elements.

Parking Management

Parking along Washington Avenue is a major concern for residents and business owners. The township can implement parking management solutions to improve convenience for customers traveling by car. At the same time, the township can increase access to corridor without putting pressure on existing parking supply through travel demand management strategies, such as encouraging biking and walking. (See “Access for All Versus Parking for All” callout box.) The township should also give careful consideration to the design of the planned Middle School parking structure to minimize impacts on the walkability and vibrancy of the corridor. (See Parking Structures and Placemaking” callout box.) Potential solutions include:

- » **E-meters:** The municipality plans to replace the existing, outdated parking meters with modern e-meters. The e-meters will allow motorists to pay with a credit card, rather than just coins and to manage their parking through an app. Being able to extend parking time through an app (up to the maximum allowed time) will encourage visitors to spend more time at local businesses and reduce worry about ticketing.
- » **15-minute parking:** Short-term parking has become more common among New Jersey towns since the onset of the COVID-19 pandemic as more customers place orders online for pick-up. Belleville can designate one to three spots per block on either side of Washington Avenue as fee-free, 15-minute parking spots. Alternatively, the township can allow for a 15-minute free parking option at all metered spots, using the e-meters. This approach will allow people to avoid being ticketed while picking up an order, making a quick purchase or running quick errands.

Access for All Versus Parking for All

The Township, local businesses and other partners should recognize that vehicular traffic, only encouraged by increased parking supply, can detract from the vibrancy and economic vitality of a downtown commercial district. Rather than focus on increasing the number of parking spots, the township should prioritize implementation of effective parking management strategies, such as shared parking and short-term parking spots, to improve convenience for customers and other visitors. The Township should also pursue transportation demand management (TDM) strategies, such as encouraging walking and biking, to improve access to the corridor without increasing demand for parking. Any efforts to increase the parking supply should include parking demand management strategies and consider the impacts of parking facilities on aesthetics and pedestrian experience.

Parking Structures and Placemaking

Communities pursuing downtown redevelopment often construct parking structures to accommodate an anticipated increase in parking demand. However, parking structures also conflict with downtown revitalization efforts by encouraging vehicular traffic, creating “dead space” in the pedestrian realm and consuming land that could otherwise be developed as active uses. Parking structures are especially detrimental to a downtown’s vibrancy if not integrated with other uses, such as public space, ground level retail or residential and commercial uses.

The Township of Belleville and Belleville Board of Education should carefully consider Washington Avenue placemaking goals as they develop designs for the planned Middlesex School and municipal parking structure on Washington Avenue and Van Houten Place. The design should minimize adverse impacts on aesthetics, pedestrian experience and general vibrancy of the corridor.

The project may serve as a rare opportunity to create a new, and much needed, public space at the corner of Washington Avenue and Van Houten Place. Quality public space is vital to downtown revitalization and placemaking, offering a space for community life, enhancing the general appeal of the area, and potentially boosting surrounding property values. The project partners should also consider incorporating into the parking structure a ground floor activity space for school and community events. The space should connect directly to the sidewalk on Washington Avenue. A community can mitigate the impacts of parking structures by applying design techniques such as those shown in the examples below.

New Brunswick Performing Arts Center.

Located in downtown New Brunswick, the complex includes a six-story parking garage. The facade of the building is decorated with murals depicting musicians and other performers. A portion of the ground floor contains a ballet studio with an entrance directly on the sidewalk.



Pearl Street Parking Garage, Metuchen.

The parking structure is part of a transit-oriented development in downtown Metuchen. The parking structure is integrated into a mixed-used residential building and large public plaza that serves as a focal point of Metuchen community life. The garage is placed behind the active use components of the project and includes architectural detailing, reducing aesthetic impacts.



Light, Quick, Cheap Bike-Ped Projects



A painted curb extension in Jersey City

With the coming road improvements expected to add and enhance bike-ped infrastructure along Washington Avenue, Belleville should experiment with extending the network into surrounding neighborhoods through “light, quick, cheap” bike-ped projects. This tactical urbanism is part of a Complete Streets approach to demonstrate improvements on a temporary basis, build support and gather feedback before installing more permanent improvements. Belleville should focus on key pedestrian corridors intersecting with Washington Avenue, as identified by municipal representatives, including:

- Belleville Avenue
- Holmes Street
- Joralemon Street
- Mill Street

Potential activities include:

- » **Temporary bike lanes:** Install demonstration bike lanes on neighborhood streets leading to Washington Avenue using safety cones and/or paint. Belleville was recently awarded assistance through the Complete Streets Technical Assistance Program (funded by the NJTPA) to complete a demonstration bike-ped project near the Belleville Middle School.
- » **Creative crosswalks:** Improve the pedestrian experience and overall aesthetic of Washington Avenue and surrounding neighborhoods by painting artistic crosswalks. Design the crosswalks around Belleville themes (e.g., Cherry Blossoms), the surrounding institutions (e.g., book-themed crosswalk near the Public Library) or any other creative designs.
- » **Light, quick, cheap curb extensions:** Curbs extensions can enhance walkability and pedestrian safety by reducing the distance people need to cross and make pedestrians more visible to motorists. They can encourage motorists to slow down near intersections by making the road narrower. The township can set up curb extensions on a temporary basis – using plastic bollards, safety cones or paint – to test the effectiveness as a safety treatment.



Belleville

Belleville

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Washington Avenue, reimagined with a sidewalk pop-up park, pedestrian-scale lighting, and Belleville banners

NJDOT Road Improvement Recommendations

The planned NJDOT road improvements along Washington Avenue present an opportunity to implement certain recommended placemaking strategies. The township should consider discussing some of these improvements with NJDOT as part of this project (or a future NJDOT project in this area):

- » **Protected bike lanes:** Community members expressed concerns about the safety of unprotected bike lanes. Installation of protected bike lines (using striping, posts, planters, parked cars or curbs as a buffer between the bike and vehicular traffic lanes) along the corridor encourages biking and may help draw visitors from the Essex-Hudson Greenway to Washington Avenue. Belleville should also consider extending the bicycle network into surrounding neighborhoods to improve access to Washington Avenue.
- » **Traffic calming measures:** Traffic calming measures like narrowed lanes, raised crosswalks or curb bump-outs can slow traffic near intersections and make the corridor safer for pedestrians.
- » **Sidewalk replacement:** Sections of Washington Avenue, especially from Rutgers Street to Joralemon Street, have poor-quality, cracked sidewalks that make the area feel dilapidated, especially at driveway aprons. Improving the sidewalks, curbs, curb cuts and aprons would make the Avenue more accessible and aesthetically pleasing.
- » **Additional crosswalks:** There are infrequent opportunities for pedestrians to cross Washington Avenue especially in the northern half of the study area from Rutgers Street to Joralemon Street. NJDOT should consider opportunities for installing crosswalks at intersections and mid-block. Curb extensions should accompany crosswalks where appropriate.
- » **Pedestrian lighting:** Community members expressed concerns about safety in the area, especially in the evening. Additional pedestrian-scale lighting along the corridor would enhance visitors' feeling of safety as well as improve aesthetics. There is currently pedestrian-scale lighting along the corridor, but at infrequent intervals of over 200 feet in some areas. Additional lampposts would also be an opportunity to hang banners and decorative planters.
- » **Street trees:** Including street tree planting as a streetscaping element of the planned road improvement project would enhance the aesthetic appeal of the corridor, encourage greater foot traffic, separate the sidewalk from traffic and improve air quality. In particular, Belleville should consider planting blossoming trees, such as the Eastern Red Bud.
- » **Wayfinding:** Adding signage, particularly signage geared toward pedestrians and cyclists, can guide people to Washington Avenue and key destinations along the corridor and make pedestrians and cyclists feel welcome.

Washington Avenue Strategies

The TNJ team developed a detailed set of strategies corresponding with each of the four identified goals. The recommendations are presented in Table 1 below, along with a brief description, timeframe, potential lead agency, and potential partners. Figure 2 shows strategic locations for applying place-specific recommendations.

The strategies are categorized by the following timeframes:

- » Short-term: Within 1 year
- » Medium-term: Within 2-3 years
- » Long-term: Within 4-5 years

GOAL 1: CREATE A SENSE OF PLACE

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Branding and Signage				
Develop Branding Collateral	Develop logos, headers, slogans, etc., for Belleville and/or Washington Avenue District, with designs based on local themes. Deploy throughout physical promotional materials and on digital platforms.	Short-term	Municipality/Business coordination body	Local artists
Belleville/Washington Avenue Promotional Banners	Design promotional banners reflecting local themes and attach to streetlight poles using existing brackets; provide opportunities for business-sponsored banners.	Short-term	Municipality/Business coordination body	Local artists; Local businesses; Local business sponsors
Sign Ordinance Review	Hire planning/design firm to assess current sign ordinance and develop recommendations to improve design consistency of business signage while providing design flexibility, and enforce compliance.	Medium-term	Municipality	Local businesses; Belleville Planning Board; Planning consultant
Information Kiosks	Construct information kiosks with a wayfinding map, information about the Washington Avenue District, and local business/institution promotions.	Medium-term	Municipality/Business coordination body	Local business sponsors

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Branding and Signage (continued)				
Gateway Signage	Construct "Belleville" gateway sign at Washington Avenue and Mill Street intersection.	Short-term	Municipality/Business coordination body	Local artists; Local businesses
Public Space				
Sidewalk Pop-Up Parks	Temporary pop-up-style seating and activity areas, located on sidewalks; coordinated with community events.	Medium-term	Municipality/Business coordination body	Local business; Municipal Green Team; Belleville Public Library
Flexible Event Space	Use of parking lots (such as the Municipal Building parking lot) to host a variety of community events, such as outdoor movie showings, performances, competitions, kids' activities or markets.	Short-term	Municipality/Business coordination body	Belleville Public Library; Local artists; Local businesses
Public Space Requirements in Redevelopment Plans	Include requirements for the creation of public space in future redevelopment plans.	Long-term	Municipality/Business coordination body	Belleville Planning Board; Planning consultant
Public Art				
Public Art Installations	Permanent statues, murals, painted utility boxes, storyboards, outdoor exhibitions, etc.	Short- to Medium-term	Municipality/Business coordination body	Local business; Municipal Green Team; Belleville Public Library
Painted Sidewalks and Creative Crosswalks	Sidewalk murals and crosswalks painted to express local culture, history, or shared values.	Short-term	Municipality/Business coordination body	Belleville public schools; Belleville Public Library; Local artists
History of Belleville Displays	Pop-up or permanent displays, such as storyboards or murals, showcasing history of downtown area and Belleville.	Short-term, medium term	Historic Preservation Commission	Belleville Public Library; Local businesses

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Events				
Pop-Up Events	Organize fairs, musical performances, theatrical performances, poetry readings, and pop-up art exhibitions using sidewalk and other public space.	Short-term	Municipality/ Business coordination body	Local artists; Belleville Public Library
Outdoor Markets/ Sidewalk Sales	Special events or regularly programmed markets on sidewalks or other public spaces allowing businesses to display and sell products.	Short-term	Municipality/ Business coordination body	Local Businesses

GOAL 2: IMPROVE PEDESTRIAN EXPERIENCE AND PROMOTE BIKING AND WALKING

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Streetscaping				
Sidewalk Planters	Install sidewalk planters and other landscaping on sidewalks along the corridor.	Short-term	Municipality (Public Works)	NJDOT
Street Trees	Plant street trees, including Eastern Redbud, along streets in the Washington Avenue area.	Mid-term	Municipality (Public Works); NJDOT	NJDOT
Cherry Tree Planting	Plant cherry trees at suitable public spaces along Washington Avenue and in Belleville Park along Mill Street.	Mid-term	Municipality (Public Works); Essex County	Belleville Public Library
Wayfinding Signage	Install vehicular and wayfinding signage to guide visitors to destinations and parking and to highlight landmarks, including along the Essex-Hudson Greenway.	Mid-term	Municipality	Business coordination body; Essex County; NJDOT

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Bicycle and Pedestrian Facilities				
Tactical Urbanism Bike-Ped Improvements	Use Light, Quick, Cheap materials to create temporary bike lanes, curb extensions and other bike-ped facilities in neighborhoods adjacent to Washington Avenue, focusing on key pedestrian corridors, to promote and test the effectiveness of more permanent improvements.	Short-term	Municipal Green Team	NJTPA, Sustainable Jersey, Municipal Green Team
Bike Lanes	Install bike lanes to build out bicycle network in area neighborhoods surrounding Washington Avenue, focusing on key pedestrian corridors, with planned Washington Avenue bike lanes as principal axis.	Mid-term	Municipality	Essex County; NJTPA; Municipal Green Team
Connections to Branch Brook and Belleville Parks	Construct paved, mixed-use path in park along Mill Street. Provide wayfinding signage directing visitors to Washington Avenue. Improve landscaping with cherry trees, other plantings.	Mid-term	Municipality; Essex County	Municipal Green Team

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Bike-Ped Programs				
Implement the Street-Smart NJ Safety Campaign	Participate in Street Smart NJ, a public awareness and behavioral change pedestrian safety campaign that invites participation by local communities.	Short-term	Municipal Green Team	NJTPA
Safe Routes to School Improvements	Apply for Safe Routes to School and Complete Streets Technical Assistance grants.	Medium-term	Municipal Green Team	New Jersey Bicycle and Pedestrian Resource Center; Municipal Green Team; Sustainable Jersey; NJTPA
Open Streets Events	Close streets for a day to vehicular traffic and open to walking, biking and other forms of active transportation, along with entertainment and educational activities.	Medium-term	Municipal Green Team	Municipality; Business coordination body

GOAL 3: CREATE A VIBRANT LOCAL DINING DISTRICT

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
District Marketing				
Dining District Branding	Develop branded promotional materials for the Washington Avenue study corridor as a dining district.	Short-term	Municipality/ Business coordination body	Marketing consultant; Local artists; Local businesses
Restaurant Guide	Develop and disseminate a restaurant guide to highlight local offerings.	Short-term	Municipality/ Business coordination body	Local businesses; Marketing consultant
Social Media Advertising	Share promotional content about the district and restaurants on social media.	Short-term	Municipality/ Business coordination body	Local businesses; Marketing consultant

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Restaurant/Café Outdoor Seating				
Waived Fees	Make waived fees for outdoor sidewalk seating a permanent policy.	Short-term	Municipality	Local businesses
Design Guidance and Standards	Develop design guidance for outdoor seating areas. Encourage businesses to incorporate accessory elements into outdoor seating areas, such as sandwich board signs, planters, string lights and art.	Short-term	Municipality/ Business coordination body	Local businesses; Universities
Restaurant Events				
Food Festival	Hold annual "Taste of Washington Avenue" outdoor event to promote local fare, coinciding with annual Cherry Blossom Festival.	Medium-term	Municipality/ Business coordination body	Local businesses; Suburban Essex Chamber of Commerce
Culinary Tours	Hold walking tours of restaurants, with participating restaurants providing special offers on select items; Hold selfie photo contest.	Short-term	Municipality/ Business coordination body	Local businesses
Restaurant week	Offer promotional deals for month of April to coincide with Cherry Blossom Festival, along with entertainment (e.g., musical performances) along the corridor.	Short-term	Municipality/ Business coordination body	Local businesses; Local artists; Belleville Public Library

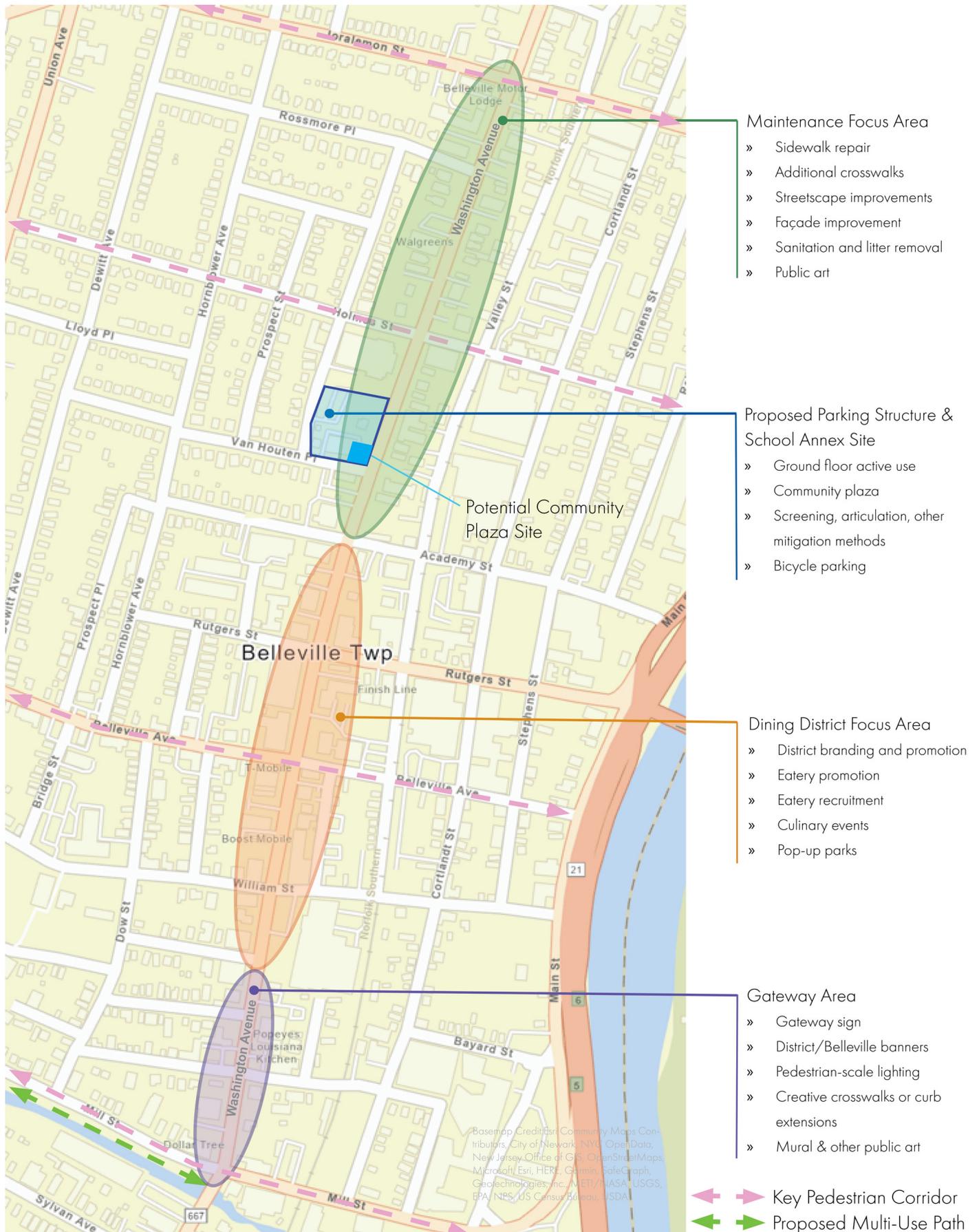
GOAL 4: IMPROVE EXISTING AND ATTRACT NEW SERVICES AND AMENITIES

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Business Promotions				
Business Participation in Community Events	Formalize Halloween event and launch other holiday events with opportunities for business participation.	Short-term	Municipality/ Business coordination body	Local businesses; Belleville Public Library; other Washington Ave. Institutions
Health and Wellness Event	Provide special offers at fitness and health businesses and set up educational booths to promote health and wellness.	Short-term	Municipality/ Business coordination body	Belleville Public Library; Clara Maass Medical Center; Belleville Middle School; Local businesses
Special Promotional Events	Hold a series of promotional events throughout the year, such as pub crawls or holiday promotions.	Short-term	Municipality/ Business coordination body	Local businesses
Shop Local Campaigns				
Gift Card Program	Launch a gift card program providing discounts to participating businesses along Washington Avenue.	Short-term	Municipality/ Business coordination body	Local businesses
Small Business Saturdays	Offer business specials, giveaways, raffle competitions and provide entertainment on select Saturdays.	Short-term	Municipality/ Business coordination body	Local artists; Local businesses

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Business Improvement				
Façade Improvement Program	Provide matching grants to businesses to beautify storefronts, including awnings, signage, lighting, new entrances, restoration and other projects.	Medium-term	Municipality/ Business coordination body	Local businesses; Design consultants
Marketing and Product Design Assistance	Provide or secure grants to help businesses introduce new product lines and services; collaborate with other businesses; and pursue innovative approaches to marketing, sales, design and delivery.	Short-term	Municipality/ Business coordination body	Marketing Consultant; Non-profits (e.g., SCORE)
Create Economic Developer position	Serve as liaison to Belleville businesses, including businesses along Washington Avenue	Short-term	Municipality	N/A
Business Recruitment				
Realtor outreach	Outreach to realtors to attract specific types of businesses	Short-term	Municipality/ Business coordination body	NJ Realtors Association
Doing Business in Belleville Online Toolkit	Make all information for starting a business in Belleville available in one centralized location (e.g., on the municipal website), including ordinances, guidance materials, required paperwork, and "FAQs" section.	Mid-term	Municipality/ Business coordination body	Various municipal departments and boards

Strategy	Description/ Examples	Timeframe	Lead	Potential Partners
Parking				
Parking Structure Impact Mitigation	Incorporate design elements to reduce adverse impacts on the pedestrian realm of planned municipal/ Middle School shared parking structure.	Long-term	Municipality	Belleville Planning Board; Essex County
Parking E-Meters	Install parking e-meters that allow for implementing time-of-day, adjustable parking rates and allows motorists to pay at the meter or through an app, with option to extend time through app up to maximum time.	Short-term	Municipality	Public Works
15-Minute Order Pick-up Parking Spots	Designate two to three parking spots per block as maximum 15-minute, fee-free spots for customers picking up orders. Alternatively, allow for 15-minute free parking option at all metered spots, using e-meter.	Short-term	Municipality	Public Works
Traffic and Parking Study	Conduct a study of current and future traffic volumes and patterns in the Washington Avenue area. Inventory current parking supply and utilization rates to inform parking management recommendations.	Short- to Medium-term	Municipality	Belleville Planning Board
Parking & Transportation Management	Explore options for creating a transportation authority or utility or transportation district that would allow Belleville to use revenue from parking fees or other sources and permit more flexible use of revenue to support multi-modal transportation improvements.	Short- to Medium-term	Municipality	Belleville Planning Board

Washington Avenue Strategies Map



Maintenance Focus Area: The area from Academy Street to Joralemon Street has less foot traffic and greater maintenance issues, such as vacant properties, damaged sidewalks, and litter. This segment of the corridor should be the focus of general maintenance, repair and beautification.



Proposed Parking Deck Site: The proposed parking deck site is an opportunity to create a community plaza at the corner of Washington Avenue and Van Houten Place, where the Eastern International College currently stands.



Dining District Focus Area: The segment of segment of the Washington Avenue corridor from Howard Place to Academy Street contains the greatest concentration of eateries and civic facilities and sees the greatest amount of foot traffic. This area should be the focus of efforts to foster a vibrant dining district.



Gateway Area: The area from Mill Street to Howard Place should welcome visitors into the corridor through signage, pedestrian-scale lighting and public art. A narrow strip of Belleville Park runs along the southern side of Mill Street to Washington Avenue. The existing, informal path in the park is an opportunity to create a paved, multi-use path connecting Washington Avenue to Belleville Park.





The intersection of Washington Avenue and Mill Street, reimagined with artistic, painted curb extension, gateway signage, and a multi-use path in the strip of Belleville Park along Mill Street



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Implementation Plan

Implementation

Activating Washington Avenue will require committed participation and close coordination from diverse stakeholders. To bring the Washington Avenue vision to life, the township and its partners should consider pursuing the activities outlined below.

Hire an Economic Developer: Belleville has allocated funding in the 2022 municipal budget to hire an Economic Developer. This would be a new position within the municipality that would support economic development in all areas of Belleville. The Economic Developer can play a key role in coordinating implementation of recommendations in this report, pursue business attraction and retention activities, and enhance the municipality's capacity to apply for implementation grants. The Economic Developer should use this community-based plan as a playbook for revitalizing the Washington Avenue corridor, while also considering new concerns and strategies as they arise.

Establish a Municipal Arts and Culture Committee or Non-Profit: The municipality should work to establish a local body focused on fostering local arts and culture, which are critical to effective placemaking. Establishing a volunteer-based municipal arts and culture committee or helping to establish a local non-profit organization would enhance the community's ability to combine arts and culture with economic development efforts and to apply to arts and culture and placemaking grants, whether for Washington Avenue or other areas of Belleville.

Create a Business Coordination Framework: Numerous municipalities throughout New Jersey have successfully established organizations that empower businesses in a district to coordinate efforts and advance their collective interests. Research conducted by the TNJ team identified the following models:

- » Activist model: A motivated citizen or business owner takes it upon themselves to promote the corridor, organize activities, and create social media pages for the area. This is the least sustainable of the models as it relies on the continued commitment of a specific individual or group of individuals.
- » Business Development Committee: A committee that is typically appointed by the municipal governing body and acts as a formal liaison between businesses and the municipal government. These committees are effectively free for businesses but tend to have less impact because they lack a source of funding for activities.
- » Chamber of Commerce: A non-profit organization that advocates for the interests of member businesses. Several local chambers of are active across New Jersey, including in the neighboring Township of Nutley, which charges businesses with up to 10 employees an annual membership fee of \$160, with fees increasing for larger businesses. Chambers of commerce tend to focus on assisting member businesses rather than improving a commercial district.
- » Business Improvement District (BID): A Business Improvement District (BID), also known as a Special or Downtown Improvement District is a defined area, generally in a downtown or mixed-use corridor, that is authorized by state law and created by a local ordinance to collect a special assessment on the commercial properties and/or businesses in that area. BIDs are run by a non-profit organization called a District Management Corporation (DMC) formed specifically to manage the district and its resources. The BID allows businesses to share in the cost of special events, business promotion, security, maintenance, or other improvements and activities. The special assessment is often supplemented by municipal funding, and BIDs are eligible for certain State grants. BID tax assessments vary, with some municipalities charging as low as 9 cents per hundred dollars of assessed value and others charging as much as 40 cents per hundred dollars.

During a meeting with local businesses, held on May 17, 2022, members expressed support for establishing a Business Development Committee. Including the future municipal Economic Developer as a member or liaison to a Business Development Committee would enhance the committee's effectiveness.

Secure Funding: The State of New Jersey and private foundations make available grant funding for economic development, Main Street revitalization and creative placemaking. A list of potential funding sources can be found in Appendix A.

Washington Ave





Appendices

Appendix A: Funding Opportunities

Program Name	Program Description	Eligibility Description	Eligibility	Source	Website
<p>New Jersey Council on the Arts</p>	<p>The New Jersey Department of State provides funding through a variety of grant programs to support local community arts. These programs include the following: Community Arts Program; Local Arts Program; Local Arts Staffing Initiative; Community Development Through the Arts; Folk Arts Program; Folk Arts Apprenticeships; Folk Art Project Grants; Folk Art Infrastructure Planning.</p>	<p>Eligibility varies by program, but generally these grants are geared toward counties, municipalities and community arts organizations.</p>	<p>County, Municipal, Non-profit organizations, Other</p>	<p>New Jersey Department of State - New Jersey Council on the Arts</p>	<p>http://nj.gov/state/njsca/dos_njsca_grants-community-arts.html</p>
<p>National Association of Realtors Placemaking Program & Grant</p>	<p>The Placemaking Grant funds the creation of new, outdoor public spaces and destinations. The Placemaking Grant is available only to state and local REALTOR® Associations. Grants provide an opportunity to test the viability of long-term investments, plans, and initiatives that increase public engagement, or implement “lighter, quicker, cheaper” placemaking projects. Eligible projects include parklets, pop-up parks, biking & walking events, pedestrian plazas, alley activations, and others.</p>	<p>The Placemaking grant is only available to state and local REALTOR® Associations.</p>	<p>REALTOR Association</p>	<p>National Association of Realtors</p>	<p>https://www.nar.realtor/grants/placemaking-grant</p>
<p>Our Town Grants</p>	<p>Supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.</p>	<p>Requires partnership between a local government entity and a non-profit organization</p>	<p>County, Municipal, Tribal government, Non-profit organizations</p>	<p>National Endowment for the Arts</p>	<p>https://www.arts.gov/grants-organizations/our-town/introduction</p>

Program Name	Program Description	Eligibility Description	Eligibility	Source	Website
M&T Charitable Foundation	The M&T Bank's Charitable Foundation provides grants, employee volunteers, and in-kind services to support a range of activities that improve community quality of life, including in the area of arts and culture. Applications are accepted on a rolling basis.	Non-profit organizations working in the areas of arts/culture, civic affairs, health care, human services, and education	Non-profit organizations	M&T Bank	https://www3.mtb.com/about-mt/charitable-contributions
ioby Placemaking Program & Grant	ioby is a nonprofit crowdfunding platform for local, resident-led positive change. ioby offers customized one-on-one fundraising coaching	No restriction	County, Municipal, Non-profit organizations, other	Crowdfunding donations	https://support.ioby.org/
The Kresge Foundation Place-based Initiatives	Grants support cross-sector and cross-disciplinary collaborations that infuse creativity into comprehensive development and urban planning practices that engage low-income communities.	Geared toward collaborations among governments and non-profits	State, County Municipal, non-profit organizations	The Kresge Foundation	https://kresge.org/grants-social-investments/current-funding-opportunities/
Geraldine R. Dodge Foundation	Funds Arts, Education, Environment, and Informed Communities initiatives that are innovative and promote collaboration and community-driven decision making.	No restrictions	State, County, Municipal, Private, Non-profit organizations, Other	Geraldine R. Dodge Foundation	http://www.grdodge.org/

Program Name	Program Description	Eligibility Description	Eligibility	Source	Website
New Jersey Community Capital	NJCC provides grants that encourage incorporating the arts into revitalization efforts. Funding can be used for many types of local arts activities, including cultural center, nonprofit arts programs, community theaters	Must be used for art-related institutions and/or projects	State, County, Municipal, Private, Non-profit organizations, Other	New Jersey Community Capital	https://www.newjerseycommunitycapital.org/programs-initiatives/lending/creative-placemaking/
Bank of America Charitable Foundation	The Bank of America Charitable Foundation provides grants that cover a variety of projects, including grants related to neighborhood revitalization and small business support	Must be tax-exempt	State, County, Municipal, and non-profit organizations	Bank of America	https://about.bankofamerica.com/en/making-an-impact/charitable-foundation-funding
Project for Public Spaces	Provides funding and capacity building for helping transform public spaces. Direct funding is available in addition to technical assistance and capacity building	Transforming Public Spaces	Non-profits and Municipal Governments	Project for Public Spaces	https://www.pps.org/community-placemaking-grants
Provident Bank	Provident Bank provides grants for numerous purposes. They have larger grants for community enhancement and smaller grants to support community institutions	No restrictions	Non-Profits	Provident Bank	https://www.the Provident Bank Foundation.org/applications-faqs/applications
New Jersey Economic Development Authority	The NJEDA has several programs to help small businesses recover from the pandemic. The Small Business Lease grant program provides funds to help businesses cover their lease payments and the Small Business Improvement Grant provides funds to make building improvements.	Businesses with fewer than 500 employees	Business or nonprofit	New Jersey Economic Development Authority	https://www.njeda.com/small-business-lease-grant-program/ , https://www.njeda.com/small-business-improvement-grant/



Washington Avenue Strategic Placemaking Plan
Technical Memorandum 1
Context Research

March 15, 2022

Prepared by: Alan M. Voorhees Transportation Center, Rutgers University

Prepared for: North Jersey Transportation Planning Authority (NJTPA)

Introduction

Together North Jersey is providing assistance through the Vibrant Places Program to the Township of Belleville, NJ to enhance placemaking and marketing along a segment of Washington Avenue. This Technical Memorandum presents findings from context research conducted by the Alan M. Voorhees Transportation Center (the VTC) in fulfillment of Task 1: Context Research.

The context research consists of a review of municipal and other plans relevant to revitalization of the Washington Avenue study area, which extends from Mill Street in the south to Joralemon Street in the North. In addition, the project team collected case examples that may inform final recommendations of the Washington Avenue Strategic Placemaking Plan.

Plan Review

Reviewed Documents:

- [2021 Belleville Master Plan Reexamination Report](#)
- Township of Belleville Zoning Ordinance, Revised and Adopted July 2019
- NJDOT Public Meeting Announcement - Route 7 – Mill Street to Park Avenue, Roadway and Safety Improvements
- [Essex Hudson Greenway Project](#)

Washington Avenue Revitalization

The 2021 Belleville Master Plan Reexamination Report establishes the goal of revitalizing the Washington Avenue corridor. The Reexamination recommends:

- Reducing the number of vacant storefronts and attracting higher quality retailers by encouraging higher-density, mixed-use developments with commercial ground floor and residential/commercial upper floors
- Enhancing the corridor's sense of place and walkability
- Continuing to monitor parking needs and encourage shared parking to maximize existing parking capacity
- Growing the tax base without threatening existing residential neighborhoods

The Washington Avenue corridor continues to experience adverse effects of high commercial vacancy rates. The existing streetscape is fragmented by a number of curb cuts and a lack of continuous building façade walls. Availability of off-street parking remains an issue.

Zoning

In 2019 the entire Washington Avenue corridor was zoned B-G which allows for commercial, residential, or mixed-use development. Previous zoning changed every few blocks and was ineffective at supporting the variety of land use conditions and retail concentrations. The Zoning and Construction office reported that the change in zoning has been effective at attracting developer interest. The revised zoning ordinances embraces shared parking solutions.

Business Attraction

The Reexamination introduces the goal of attracting new businesses, new jobs and new industries to increase economic vitality and support the tax base of the Township. This will require a coordinated effort, the demolition of the old structures and environmental remediation, paving the way for new modern construction.

Street Network Improvements

The Reexamination recommends that, rather than expanding vehicular spaces, Belleville implement complete streets, focusing on pedestrians and comfort within the public realm, and employing street diets and traffic calming wherever possible. Redevelopment plans should encourage small walkable blocks. If there is no longer a need for a street, it can instead be transformed into a pedestrian or special event plaza or open space park.

NJDOT has proposed substantial road improvements along Washington Avenue. According to available documentation, work will begin in Spring 2022. Plans for the project include replacing the pavement and curb lines and replacing damaged sidewalks and curbs. Additionally, NJDOT proposes a road diet that includes a shared left-turn lane, a bike lane, and curb enhancement at intersections for pedestrian safety.

Community Design

The Reexamination recommends preserving the character of existing neighborhoods. In addition, the Township should recognize the importance of right-of-ways in defining desirable community character and creating vibrant communities. The public realm can be enhanced through building design, complete streets, road diets, parklets and streetscape beautification.

Historic Preservation

The Reexamination notes that the 2009 Master Plan highlights concern over the impact of redevelopment on properties of historic and cultural significance. A Historic Preservation Commission has been appointed, but a Historic Preservation Plan remains unprepared.

Parks and Recreation Facilities

There is a shortage of municipal parks and recreation facilities in Belleville, partially offset by the existence of a large County Park and golf course. There remains a significant need to preserve open space within the Township. Redevelopment projects may present opportunities to create new public spaces and preservation on land for open space and park development.

Essex-Hudson Greenway

The Essex-Hudson Greenway is a proposed 9-mile, linear park for walking and biking that will run through Belleville as well as Jersey City, Secaucus, Kearny, Newark, Bloomfield, Glen Ridge, and Montclair. The greenway will be 100 feet wide at its narrowest points. A preliminary agreement has been reached with respect to the route which will run on what is now a rail line right-of-way, though the Greenway is still in the early planning stages. In November 2021, Governor Murphy committed \$65 million in state funds to help purchase the land. The proposed route runs through southwestern Belleville connecting to the Cities of Newark and East Orange. In the current proposal, the Newark section of the Greenway will run approximately a quarter-mile south of the Washington Street Corridor.

New Development

Construction of a multi-family, mixed-use development, The Essex, is underway at 78-102 Washington Avenue. The project includes 180 studio, one and two bedroom apartments and resort-style amenities and services.



Source: jerseydigs.com

Case Examples

The VTC project team focused the case example research on concepts successfully implemented in communities throughout New Jersey, prioritizing concepts most applicable to a downtown commercial corridor. Most of the case examples presented here were undertaken by Special Improvement District management organizations, suggesting that Belleville or Washington Avenue merchants may wish to establish a coordinating body to carry out placemaking interventions, whether as a Special Improvement District or alternative, management methods such as a local merchant association.

The following case examples are organized into the general topics of:

- Public Space Activation
- Public Art & Performance
- Tactical Urbanism
- Wayfinding
- District Marketing
- Business-Oriented Community Events
- Business Improvement
- Business Promotion and Marketing

The project team chose these topics to align with recommendations anticipated, at this early stage of the project, to be included in the strategic plan. The topics were identified from conversations with representatives of Belleville on the project team, discussions of the first project Advisory Group meeting, and a walk-through of the study area completed on January 21.

Public Space Activation Sidewalk/Street Activation

Red Bank Pedestrian Plaza



Image Credit: Red Bank Pulse

Red Bank established a pedestrian plaza in 2020 in response to the emergence of COVID-19. Parts of downtown were closed to vehicle traffic and repurposed for outdoor dining and use by pedestrians. The plaza hosted performances by street performers and musicians and popular events, such as a corn hole tournament. Initially, the plaza was open Thursday through Sunday, but it was so popular Red Bank extended the street closure into the fall and kept it open 24/7. The plaza was re-opened for the summer of 2021.

Source: [Red Bank Pulse](#)

Ridgewood Pedestrian Plaza



Image Credit: Welcome to Ridgewood

Ridgewood established a pedestrian plaza in 2020 in response to COVID-19. On summer weekends, streets were closed to cars and opened for outdoor dining, pedestrian access, and performances. The town took advantage of the plaza to host a number of events, including symphony performances, step dancers, sidewalk chalk decorations, the “Touch A Truck” day where people could see and touch the towns emergency vehicles. The plaza was a success and continued in 2021. After complaints about the aesthetics of the concrete barricades used in 2020, the town painted the barricades to make the plaza more appealing.

Source: [TAPintoRidgewood](https://www.townofridgewood.com/2021/07/29/tapinto-ridgewood/)

Highland Park Street Closures



Image Credit: My Central Jersey

Highland Park created a “Town Tables” program in 2020 that opened more space for outdoor dining. Part of Third Avenue, a side street connecting to the town’s main street, was closed to vehicles and picnic tables and barricades were added. Additionally, the permit fee for outdoor dining was waived and restaurants and shops were encouraged to make use of sidewalk space. The program was a success and continued in 2021.

Source: [my central jersey](https://www.mycentraljersey.com)

Parklets

Montclair Parklets



Image Credit: NorthJersey.com

Montclair began to experiment with “parklets”, repurposing parking spots as small parks or outdoor dining spaces, in 2018, allowing them from May to October. The goal was to bring foot traffic to the streets with the parklets by making pedestrians feel safer and adding to a sense of place. The parklets were also used to expand outdoor dining during COVID-19, with over a dozen businesses showing interest. Parklets have the added advantage of calming traffic.

Source: [northjersey.com](https://www.northjersey.com)

Flexible Public Space Use

Highland Park Multi-Use Parking Lot



Image Credit: Main Street Highland Park

Highland Park has turned a municipal parking lot on its main street, Raritan Avenue, into an event space on certain days of the week; it still functions as a parking lot at other times. The space is most commonly used for the Highland Park Farmers Market and outdoor movie theater, where hundreds of residents bring their own seating to the lot.

Source: [Main Street Highland Park](#)

New Brunswick Ciclovía



Image Credit: New Brunswick Ciclovía

New Brunswick has hosted a Ciclovía event, a free event where a stretch of streets is closed to cars and open to pedestrians and bicyclists. The New Brunswick Ciclovía is themed health, with tables and events promoting health through health checks and activities like fitness classes. Additionally, there is live entertainment, cultural parades, and activities for kids. The program has been supported by community sponsors and was extremely well attended, allowing residents to visit part of the city they would not otherwise visit.

Source: [Alan M. Voorhees Transportation Center](#)

Public Art & Performances

Public Art Installations Haddonfield Statues



Image Credit: tripsavvy.com

Downtown Haddonfield boasts public/private outdoor sculptures and statues. One of the most well-known is Haddy, an eight-foot-high statue of a Hadrosaurus Foulkii dinosaur in the center of the shopping district. The statue commemorates the discovery in 1858 of the world's first complete dinosaur skeleton not far from where the statue now stands.

Source: [Downtown NJ](#)

Murals

Somerville Mural Program



Image Credit: Downtown NJ

In 2018, Somerville created a public mural program that allowed qualified artists to create murals on brick facades along its main street. A non-profit reviews the applications and oversees the profit. The goal is to create an artistic sense of place and walkability. The murals are part of an effort to make the downtown district competitive with emerging e-commerce competition, like Amazon and Instacart, by creating a place shoppers want to visit.

Source: [Downtown NJ](#)

Hackensack “The Sack” Mural



Image Credit: Alan M. Voorhees Transportation Center

In Hackensack, the Main Street Business Alliance manages a Special Improvement District (SID) that extends along Main Street from Clinton Place to Atlantic Street. Within the SID, the MSBA works to revitalize and promote the Main Street area and support local businesses and property owners. The organization has undertaken a number of arts-related initiatives in recent years, including utility box painting and a mural on a building façade along Demarest West.

Source: Alan M. Voorhees Transportation Center

Creative Crosswalks New Brunswick & Asbury Park



Image Credit: App.com



Image Credit: Asbury Park Sun

In order to increase pedestrian visibility and improve the aesthetics of public spaces, many towns have turned to creative crosswalks. As part of the opening of the New Brunswick Performing Arts Center (NBPAC), the city painted a crosswalk leading to NBPAC to look like piano keys. The crosswalk enhances the aesthetics of the area, help with wayfinding to NBPAC, and connects the Center to a park on the other side of the street. Asbury Park painted a rainbow colored, high-traffic crosswalk across from the Empire Hotel in 2018. It signals the cities support for inclusiveness and was initially installed during October, LGBTQ history month. Maplewood, New Jersey has a similar crosswalk.

Source: [Asbury Park Sun](#)

Live Performances Hackensack



Image Credit: Tap Into Hackensack

Hackensack hosted the “Hactivator”, a unique outdoor performance with a booth that had actors rotating between playing Shakespeare characters, fortunes tellers, and others to entertain pedestrians. The event was organized by Creative Hackensack. The performances served to encourage participation in a survey to inform the creation of an art walk for the community. The event was a success and drew the attention of commuters and residents alike.

Source: [TapintoHackensack](#)

Edison



Image Credit: EIN News

In an effort to draw visitors to its main street, Edison designated Amboy Avenue as a “Music Street”. It started with café owners hiring musicians at their own expense, which was successful enough that the Township stepped in to expand the program. The program included four shared community pianos as well as outdoor seating for live music. Restaurants near the seating area offer special deals for spectators.

Source: [EIN News](#)

Metuchen Town Plaza



Image Credit: Metuchen Downtown Alliance

Metuchen uses a town plaza to host a variety of events, including New Year's parties, break dancing performances, wrestling events, prom events, and more. The events are all family-friendly and have activities for kids. The events are well attended and effective at bringing foot traffic into the downtown.

Source: njtod.org

Tactical Urbanism

Tactical urbanism refers to “a city, organizational, and/or citizen-led approach to neighborhood building using short-term, low-cost, and scalable interventions to catalyze long-term change.” (Tactical Urbanist’s Guide)

Red Bank Pedestrian Safety Demonstration Project



Image Credit: Voorhees Transportation Center

In 2019, Red Bank implemented a pedestrian safety demonstration project at the intersection of James Parker Boulevard and South Bridge Avenue. A mural was created to draw driver’s attention to pedestrians and curbs were extended using traffic cones to slow down cars turning. Surveys conducted after the project suggested residents approved of the project and that cars were more compliant with crosswalk crossing regulations.

Source: [New Jersey Regional Transportation Authority; Alan M. Voorhees Transportation Center; Sustainable Jersey](#)

Jersey City Painted Curb Extension



Image Credit: Voorhees Transportation Center

After listening to public feedback, Jersey City worked to improve pedestrian safety and walkability at a number of intersections. The project included painting the areas near the curb to draw attention to pedestrians and the installation of plastic bollards to shorten crosswalks and encourage shorter turns.

Source: Alan M. Voorhees Transportation Center

Keyport Complete Streets Demonstration Project



Image Credit: North Jersey Transportation Planning Authority

In 2021, NJTPA, the Borough of Keyport, Monmouth County, and Street Plans installed a 7-day demonstration project at the intersection of Maple Place, Atlantic Street and Church Street. The project aimed to enhance pedestrian safety, calm traffic and improve the pedestrian experience. Large curb extensions, a protected on-street trail segment, and high-visibility crosswalk and trail crossings were installed using low-cost, reversible materials like traffic tape, movable delineators with rubber bases, and tempera paint.

Source: [Borough of Keyport](#)

Montclair Pop-Up Bike Lane



Image Credit: Montclair Public Schools

For one day in 2017, Montclair created a pop-up bicycle lane for students and their parents to bike to school. The bike lanes were created using traffic cones and barriers and included a police escort. Over four different schools in Montclair have had similar lanes. At the school, students were given biking accessories like clip-on reflectors and cyclists and motorists alike received road safety information.

Source: Alan M. Voorhees Transportation Center

Wayfinding

Bound Brook, Metuchen & Highland Park



Image Credit: Borough of Metuchen



Image Credit: Borough of Highland Park

Several New Jersey Municipalities provide wayfinding to help residents and visitors navigate the street network and to highlight destinations. Wayfinding signage often include prominent gateway signs that alert pedestrians or motorists when they are entering a town or district. Wayfinding signs give a community a sense of place and enhance aesthetic appeal.

Source: Together North Jersey

District Marketing

Hackensack Co-op Advertising Program

The Sack Business Alliance runs an advertising support program for businesses within a commercial corridor area being branded as “Upper Main”. The intent of the program is to increase awareness of the “Upper Main” district as a destination. The Sack Business Alliance contributes up to 15 percent of the cost of newspaper advertising, with a maximum reimbursement of \$250 per ad, for participating businesses that place their ad within a “Upper Main” add shell.

Source: [The Sack Business Alliance](#)

Haddonfield Digital Marketing Campaign



Image Credit: Downtown NJ

During the COVID-19 pandemic, the Partnership for Haddonfield (PfH) Haddonfield conducted award-winning marketing efforts for Downtown Haddonfield. Working with a marketing firm, the organization engaged in a public relations campaign consisting of press releases and media messaging promoting the town as vibrant and business-friendly. The town also grew its social media presence by sharing photos and content about the Downtown on Facebook and Instagram.

Source: [Patch](#)

Business-Oriented Community Events

Metuchen Downtown Events



Image Credit: Downtown Metuchen

Metuchen hosts numerous business-oriented community events throughout the year to encourage patronage at main street businesses. One recurring event is Small Business Saturday, where businesses create specials for the day and entertainment is provided in the town plaza. Other examples include Haunted Downtown, during which businesses are invited to provide activities on the sidewalk and in store, a Scavenger Hunt that takes people through different businesses, and Restaurant Week events where restaurants offer specials and residents are encouraged to go downtown to dine.

Source: njtod.org

Rahway Soup Stroll



Image Credit: John Jones, NJ Advance Media

Rahway has organized a number of business-oriented community events since the beginning of the pandemic. One of the more unique examples is the Soup Stroll: Participating restaurants offered free 4-ounce samples of a featured soup. Community members and visitors stroll through the downtown, enjoy their soup, and take selfies at the restaurants to enter in a photo contest. The event brings foot traffic downtown and introduces people to restaurants they may not be familiar with. The town also hosted a holiday bazaar with activities for children and crafts from local merchants. Rahway also hosts small business Saturdays that include specials, giveaways, and raffle competitions.

Source: [TapintoRahway](https://www.tapinto.com/rahway)

Somerville Promotional Events



Image Credit: NJ Next

Somerville also hosts a number of community events combined with business promotions, including seasonal events and small-business Saturdays. Examples include a town pub crawls where people can purchase wristbands to get special deals, Girl's Night Out with special shopping and dining deals, raffles, events like palm reading and yoga, and Spooktacular events with trick-or-treating at businesses and live music.

Source: [NJ Next](#)

Business Improvement

Façade Improvement Summit Matching Grant Program



Before



After

Image Credit: Downtown Summit

In 2019, the Summit Special Improvement District approved a façade improvement program to help businesses beautify their storefronts. Businesses were required to match the grants and each business could get up to \$2,500 from the program. The funds pay for awnings, signage, lighting, new entrances, restoration and other projects. Improving facades can help make the entire downtown area more attractive.

Source: [Summit Downtown](#)

Metuchen Technical Assistance Program

RUNNER'S HIGH: Exterior - Front

Faux paint flashing and wood face that extends beyond width of actual storefront to match the brick. This will better organize all that's going on up above and create separation between Runner's High and the neighbor. Initial step can be tan paint and then add faux effect later.



Shoppers that return worn out shoes can donate them to the bar across. The collection will build over time and become a topic of conversation.



Paint trim and underside of soffit dark (almost black) to hide openings, define the top and cover rusted light trims

Install LED PAR lamps per detailed recommendations (size 20s?) for improved lighting volume and effect

Add lighted blade sign for pedestrian wayfinding



Translucent blue film on door maintains visibility inside but could add a new twist. Paint interior wall section just BEHIND door inside to carry the blue inside and create a larger statement.



Add enclosed bulletin board for events and to clear out window for future display



If blade sign not possible, alternative is to add logo above bulletin board

Concepts and designs by Frontdoor Back LLC all rights reserved

Frontdoor
Back

Image Credit: Metuchen Downtown Alliance

Metuchen created a storefront improvement program to help businesses in the downtown create more attractive storefronts. They provided both technical assistance and matchings grants for the program to help the businesses upgrade signage, lights, entrances, and wayfinding, as well as upgrade interior space. Over \$60,000 of community supported funds have helped spur over \$200,000 of private investment from businesses. The more attractive exteriors help the grant recipients as well as nearby businesses by making the area more attractive for shoppers.

Source: njtod.org

Retail Product Enhancement
Metuchen Workshops



Interactive Workshops

Win at Marketing

*Create—and Execute—an Effective
Marketing Strategy*



Presented by Marketing Experts: Travis Brown, Rokusek Marketing;
Susan Wilcox, eDynamic Marketing; and Noelle Stary, 20 Lemons

Image Credit: Metuchen Downtown Alliance

Metuchen Downtown Alliance (MDA) offered a matching grant of up to \$5,000 to help downtown businesses introduce new product lines and services; collaborate with other businesses; and pursue innovative approaches to marketing, sales, design and delivery. In early 2018 the national organization SCORE provided a small grant to MDA to hold “Win at Marketing Workshops”. The workshops started with 30 minutes of instruction followed by over an hour of hands-on support implementing concepts. The program helped businesses to develop new web sites, launch joint promotions with other businesses, improve search result rankings, and better track business analytics.

Source: njtod.org

Business Promotions & Marketing

Small Business Owner Highlights

Asbury Park Facebook Posts



Asbury Park Chamber of Commerce

October 2, 2021 · 🌐

Bürbelmaiers is charming and relaxing eatery with a communal dining experience. Their sweet and savory pies are created using old world techniques and modern sentiment. Made in a variety of flavors, their made-from-scratch pies satisfy omnivores, vegetarians, vegans, and the gluten-sensitive.

⋮

#burbelmaiers #sweetpies #savorypies #food #foodie #yummy #delicious #foodies #tasty #eatlocal #bevocalbuylocal #madeinmonmouth #monmouthcounty #apchamber #apchamberspotlight #foodie



MEMBER SPOTLIGHT:



Image Credit: Asbury Park Chamber of Commerce

The Asbury Park Chamber of Commerce regularly highlights small businesses on its Facebook page, providing free advertising for local businesses. Member businesses can show and describe their products to the over 11,000 followers of the page. Residents often comment on posts about businesses they enjoy, which provides additional promotion for the business.

North Brunswick Post Sharing

 North Brunswick Chamber of Commerce
February 17 at 10:53 AM · 🌐



PuroClean Restoration Professionals of The Greater Wilmington Area
February 16 at 12:48 PM · 🌐

One of the best things about Puroclean Of Wilmington is our Owner, Veteran [Gerard Wynne](#) plays a very active role on each and every job, from the beginning of doing the initial assessments/ estimates to being on site and performing services when needed. Today, Gerard is helping out Technician, Parker at a biohazard job in Wilmington . While our other teams are working on water, and mold jobs. Be sure to visit our website to learn more about our services.
[www. Puroclean.com](http://www.Puroclean.com)
[#veteranownedbusiness](#) [#SatisfactionGuaranteed](#) [#WilmingtonNC](#)
[#newhanovercounty](#) [#pendercountync](#) [#brunswickcountync](#)
[#topsailbeachnc](#) [#Surfcity](#) [#jacksonvillenc](#) [#whiteville](#)
[#hampsteadnc](#) [#burgaw](#)

Image Credit: North Brunswick Chamber of Commerce

The North Brunswick Chamber of Commerce follows the Facebook pages of local businesses and shares promotional posts that the businesses write themselves. This requires a bit less time to create than developing the posts for the businesses and can still be an effective means of promotion.

Shop Local Promotions Fort Lee Gift Cards

In normal times, gift cards were an effective means of bringing customers into a downtown. After the onset of the COVID-19 pandemic, gift cards became an important tool for helping downtown businesses survive. In 2020, the Fort Lee Business District Alliance launched a program allowing people to buy gift cards from local businesses at a 40% discount. The Business Alliance covered the difference. The Fort Lee 40% Off Gift Card Program sold about 900 gift cards, bringing customers into the downtown to make purchases from local businesses.

Source: [Downtown NJ](#)

West Orange Shop Local Campaign



West Orange has a permanent shop local campaign in place that allows residents to reduce their property tax bills by purchasing from local businesses. When residents purchase goods from participating local businesses using a free shop local card or app, they receive credit towards their property tax bill.

Source: [West Orange Township](#)

Summit Small Business Saturday

Along with many other towns, Summit hosts a small business Saturday each year the day after Black Friday. Participating businesses offer special merchandise and offers, and the deals are complemented by live music and Horse and Carriage Rides.

Source: [Summit Downtown](#)



Washington Avenue Strategic Placemaking Plan
Technical Memorandum 2
Washington Avenue Outreach Results Summary
DRAFT

March 22, 2022

Prepared by: Alan M. Voorhees Transportation Center, Rutgers University

Prepared for: North Jersey Transportation Planning Authority (NJTPA)

Background

Together North Jersey is providing assistance through the Vibrant Places Program to the Township of Belleville, NJ to enhance placemaking and marketing along a segment of Washington Avenue. As part of this work, the TNJ team conducted outreach activities to collect input from residents, local business owners, and visitors about perceptions and uses of the Washington Avenue study area and desired improvements.

The project team conducted a public survey, distributed online rather than in person due to the ongoing COVID-19 pandemic. The short survey featured a mix of multiple choice and open-ended questions and was available in both English and Spanish. The survey platform displayed a map showing the extent of the study area.

The project team worked with the Township to promote the survey and ensure wide distribution. The survey link was posted on the Belleville municipal website, the Belleville Public Library website, and on Facebook pages associated with TNJ, Belleville and Township elected officials. The survey was opened to respondents on February 22. Promotion of the survey resulted in 911 responses. The survey was closed on March 1.

In addition, the project team conducted phone interviews with owners or managers of businesses located along the Washington Avenue corridor. The project team reached out to a total of 21 businesses. A total of nine owners or managers, representing varied business types and located in different areas of the corridor, participated in an interview.

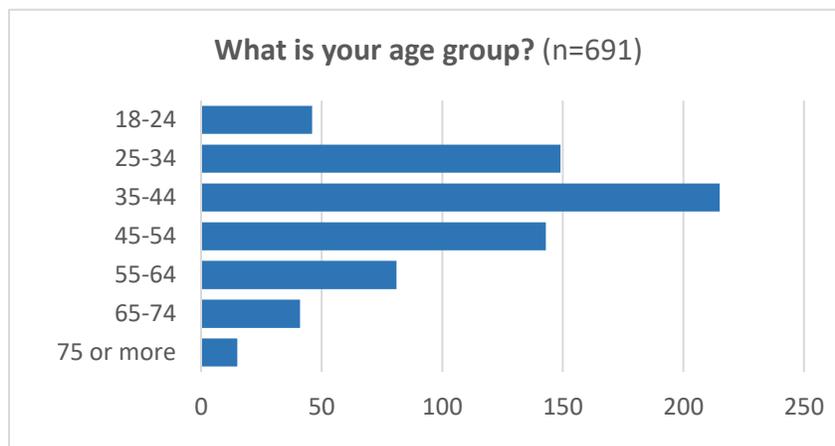
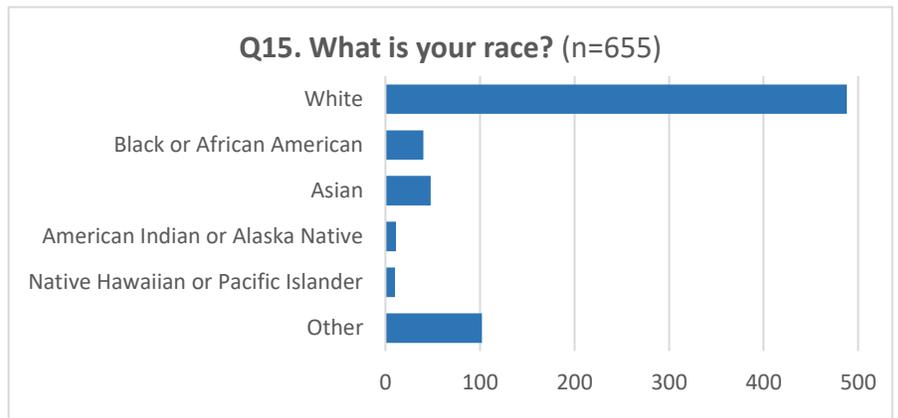
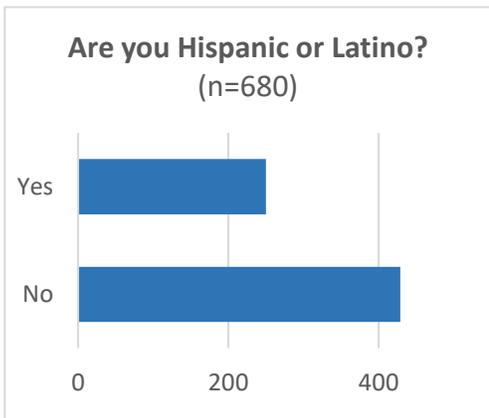
This Technical Memorandum presents a summary of responses to the Washington Avenue public survey and business interviews.

Public Survey Results

Respondent Demographics

Of respondents, 37 percent identified as Hispanic. The majority of respondents (70 percent) identified as white, with less than 10 percent identifying with each of the other racial groups. The majority of respondents who chose “Other” in response to “What is your race?” indicated multiple races and ethnicities, or a nationality or ethnicity the U.S. Census Bureau categorizes as “Hispanic or Latino”. All age categories were represented in the response, with the average respondent between the ages of 35 and 44.

Most respondents are residents of Belleville, with 90 percent of the respondents reporting a Belleville zip code; most other reported zip codes are affiliated with neighboring municipalities such as Harrison, Newark and Nutley, as well as other municipalities located in the larger northeastern New Jersey area.

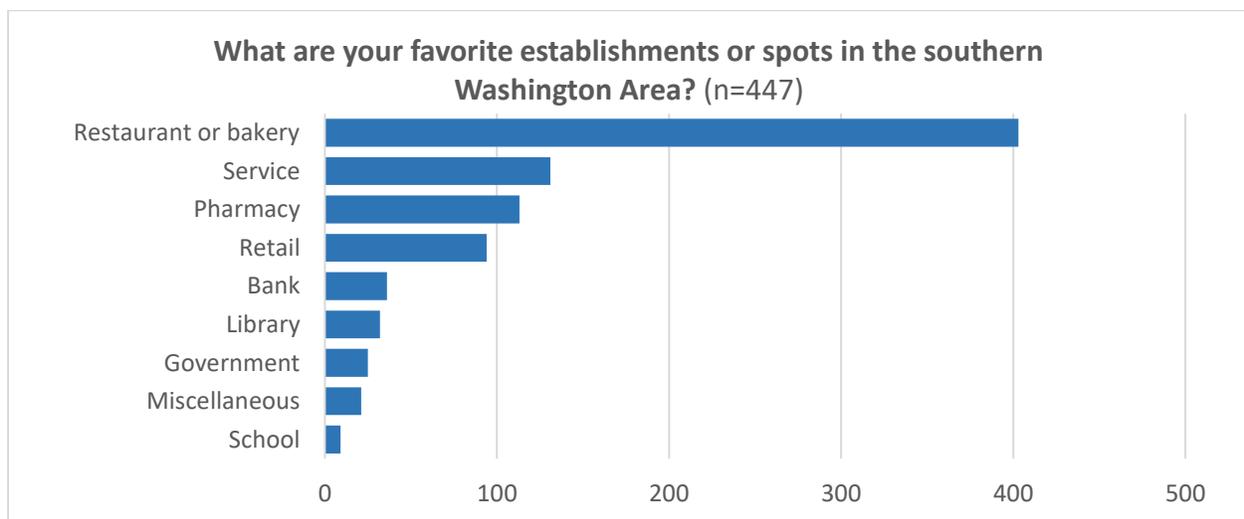


Key Takeaways

Southern Washington Avenue is an important center for local services and dining. The majority of respondents (80 percent) reported visiting the study area several or more times per month. In response to the purpose of their visit, “Running errands” is the most common response (32 percent), followed by “Eateries, restaurants, or bars” (27 percent) and “Shopping” (18 percent). “Socializing” and “working” constituted only six percent of responses, each.

In response to an open-ended question, respondents indicate a variety of favorite businesses and services. Almost half of responses indicate an establishment in the category of “restaurant or bakery”, followed by “services”, “pharmacy”, and “retail”. The most frequently mentioned service destination category is overwhelmingly package delivery services, followed by nail salon, laundromat, hair salon and barbershop, and car wash.

These results suggest the corridor is currently an important area for residents of Belleville to run errands and purchase food. The survey results also suggest the COVID-19 pandemic negatively impacted Washington Avenue businesses, with over 40 percent of respondents indicating that the pandemic had reduced their visits to the corridor “somewhat”, “quite a bit”, or “a great deal”.



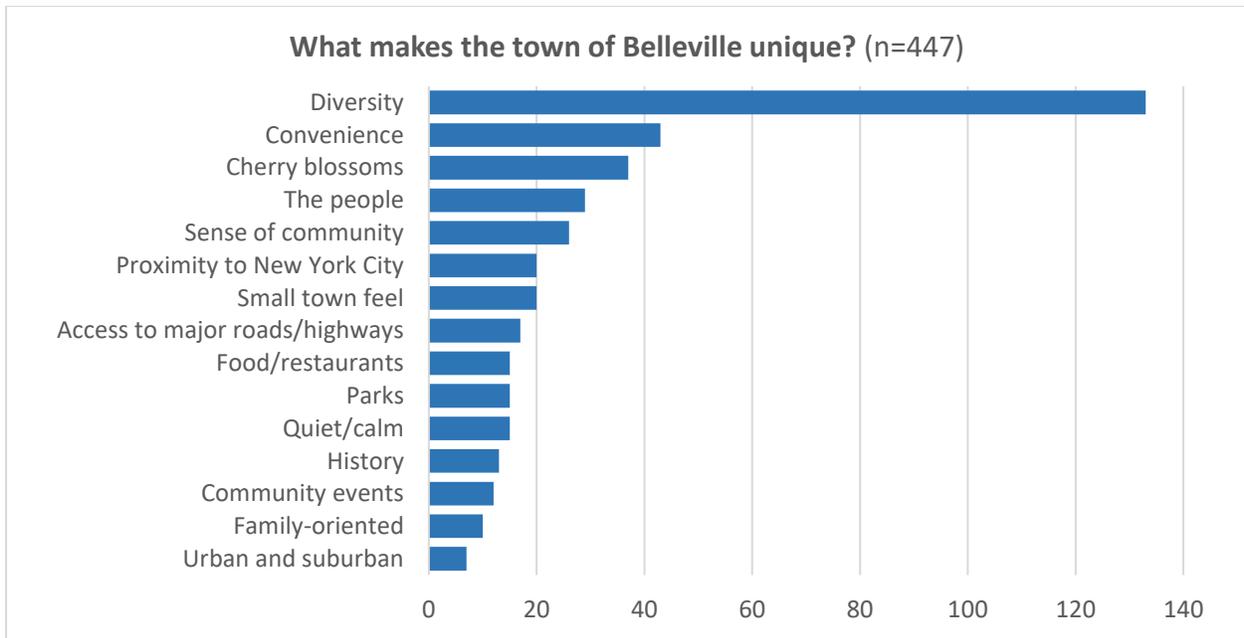
Visitors access the corridor primarily by car. Most respondents reported (87 percent) most frequently using a personal vehicle, taxi or rideshare to access the Washington Avenue study area. Only seven percent reported walking. Perceptions of safety may discourage people from walking to or around the corridor; of responses to a question on greatest concerns about the corridor, 11 percent indicated personal safety and 12 percent indicated pedestrian safety.

Belleville residents are proud of their diverse, family-friendly community. The survey asked respondents “What makes the town of Belleville unique?”. The project team organized the open-ended responses into 15 categories. “Diversity” is by far the most common response, with respondents highlighting the multi-cultural population and welcoming culture of Belleville. In response to a question on desired cultural offerings, “Cultural events focused on Belleville’s diverse populations” is the second most popular choice.

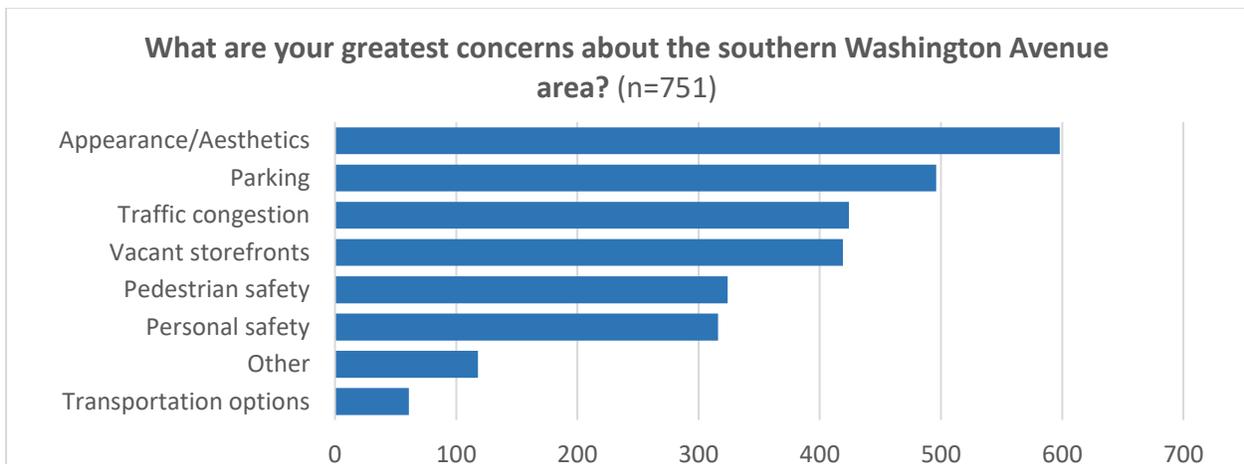
Respondents also identify Belleville as a convenient place to live, with services nearby and easy access to major roads and highways, neighboring towns and cities and New York City. Many respondents perceive Belleville to have a quiet, calm atmosphere; some described the town as having a suburban, small-town environment, but with an urban feel.

Respondents also expressed pride in community life in Belleville, with many responses related to “Sense of Community” and “Family-oriented”. Many respondents simply stated “the people”.

Respondents also identified parks and community events organized by the municipality as assets making Belleville a great place to live. “Cherry blossoms” was the third most frequent response category.



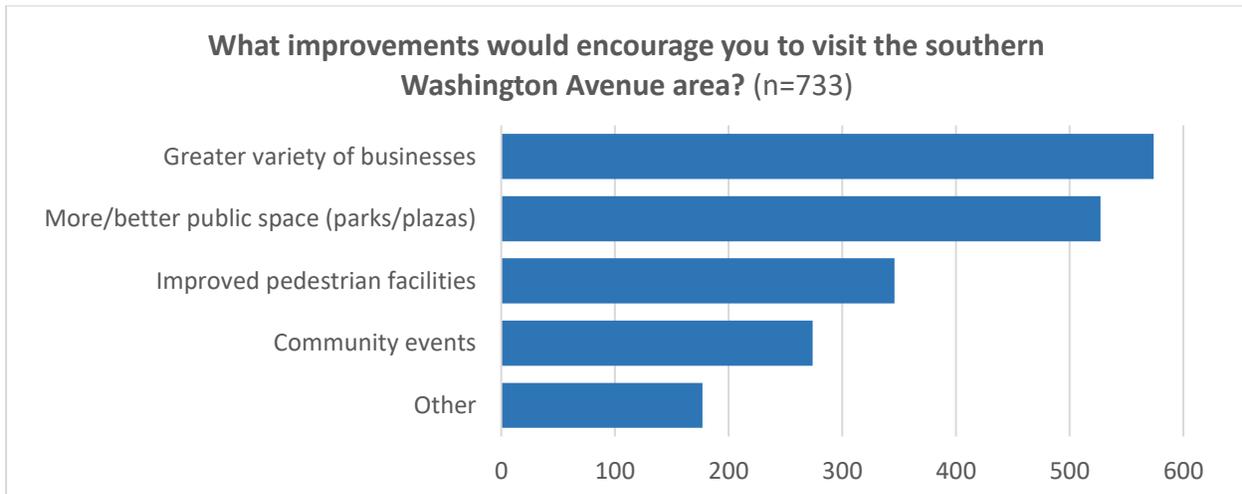
The southern Washington Avenue corridor faces a host of challenges. In response to greatest concerns about the corridor, no one choice stood out. “Appearance/aesthetics” was the most common response, followed by parking and traffic congestion. Vacant storefronts, pedestrian safety and personal safety each constituted between 10 and 20 percent of responses. “Other” responses specified traffic as a hazard for pedestrians and poor road pavement quality as concerns.



Belleville residents would like to see new types of restaurants, more shopping opportunities, activities for children, and new public spaces along Washington Avenue. In response to a question about desired improvements, respondents indicated a desire for a greater variety of businesses along the corridor and more or better public space, such as parks and plazas; a lesser, but still significant, percentage of responses indicate a desire for improved pedestrian facilities and community events. Common “Other” responses include more parking, improved storefront appearance, better road maintenance, and improved cleanliness and general appearance.

In response to an open-ended question, “Restaurant” was the most commonly identified type of desired amenity, followed by “Coffee/Bakery”. The second most popular response was entertainment for children, while sports programming for children was also frequently identified. There is also interest in more shopping opportunities, especially smaller locally owned shops and boutiques, though a much smaller number of respondents would like to see big box stores along the avenue.

Three quarters of respondents indicated interest in at least one type of cultural offering, with “Arts festivals, fairs, parades, music/theater performances” being the most common response.



Business Interviews

The project team conducted one-on-one guided conversation with representatives from nine businesses located in the Washington Avenue study area. Interviewed businesses include:

- Belleville Pizza
- Herbalife - WT Nutrition
- International Hot Bagels
- Aquarium Paradise
- Flavor Food Market
- Queen Halal Mini Market
- Pitusa Furniture & Bedding
- Cirujanos Barbershop
- Sweets & Cortaditos

The informal interview covered two general questions:

- What makes the Township of Belleville unique?
- What are the challenges of doing business in the Washington Avenue study area?

Key Takeaways

Unique Characteristics of Belleville

Sense of Community. Respondents expressed a strong sense of belonging, ownership and responsibility towards the community. Almost all, nine out of ten, described Belleville as a safe, tight-knit community, where members are engaged and supportive of each other. Belleville offers a balance between suburban town and city settings. One respondent described Belleville as a “town within a city” or “a town with a city flavor”.

Welcoming and inclusive environment. Several respondents praised Belleville’s diversity and openness to people of different backgrounds. One respondent commented “I know people from other towns feel welcome in my business, regardless of their background; something they do not experience in other places.”

Convenience. Washington Avenue offers a wide variety of retail businesses that allows customers to carry out numerous activities in one place, from casual dining and exercise to grocery shopping. The area offers diverse restaurant options, including fast food, casual dining and cafés.

Convenient location. Belleville is conveniently located, with easy access to major regional roads and highways and proximity to New York City.

Belleville and Essex County parks. Residents of nearby towns visit parks in Bellville, including Branch Brook Park. The annual Cherry Blossom Festival draws large numbers of people into Belleville.

Challenges along Washington Avenue

Parking. All participants mentioned the need for more parking for customers along Washington Avenue. Two participants noted that customers park in the Walgreens parking lot when frequenting other businesses in the area. Respondents felt that Belleville enforces parking violations too strictly. They feel motorists should be granted a 10- to 15-minute grace period before receiving a ticket. One participant suggested designating 15-minute parking spots to allow for order pick-ups and quick errands. Customers who park to pick up an order placed online often receive tickets for illegal parking. Most respondents stated they have lost customers due to parking enforcement. One business suggested providing motorists with a placard to place inside their windshields to indicate they are picking up orders. Other suggestions included allowing unrestricted on-street parking in adjacent neighborhoods and building a municipal public parking lot or structure. One respondent expressed concern that new multi-family development on Washington Avenue would lead to more pressure on parking supply.

Street and sidewalk maintenance. Three participants noted a lapse in sidewalk sanitation in recent years and missed and delayed trash collection. This reduces the appeal of the town and businesses to visitors and potential customers. In particular, respondents highlighted the intersection with Rutgers Street as unsafe and in need of repairs.

Loitering. People loiter in front of liquor stores and nearby businesses late into the evening, past 10pm when most businesses are closed. People drink liquor, smoke and litter. Removal of benches in some areas has helped, but the problem persists. Planters used by liquor store customers to sit were eventually removed as well. Many respondents are under the impression that many liquor store customers that loiter are from out of town. The loitering makes Belleville feel unsafe. In addition, teenagers often “hang out” along Washington Avenue after school, especially at the intersection with Rutgers Street. Respondents suggested offering more afterschool programming or part-time job programs for teenagers.

Vacant storefronts. According to respondents, there are a number of vacant storefronts that detract from the appeal of Washington Avenue. Respondents suggested that community leaders work with property owners to improve the appearance of storefronts while they are vacant. Community leaders should also work with landlords to identify potential new tenants whose services match the needs of the local community.

Store signage. Respondents expressed a desire for more flexible sign regulations. Effective signage is important for attracting customers.

Financial impact of improvements. More than half of participants questioned the source of funding for any planned improvements for the corridor and expressed concern over the impact on their tax obligations. One participant expressed concerns that the cost of living in the area, including housing costs, will increase due to new development. This might displace moderate income families from the area or from Belleville altogether.

Additional Comments

- Respondents welcomed the idea of establishing a business chamber or association for Washington Avenue. This was seen as a suitable type of forum to voice concerns and should be initiated by the municipality.
- All participants mentioned greenery and benches as attractive features.

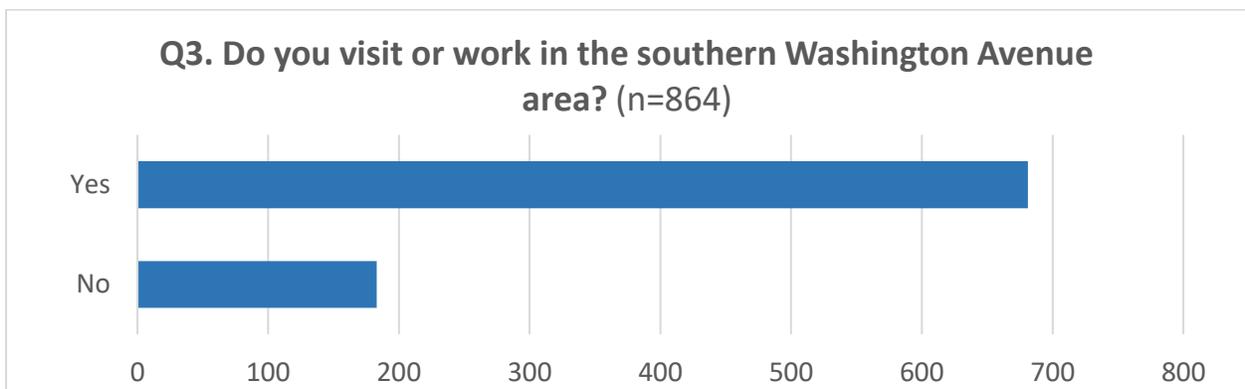
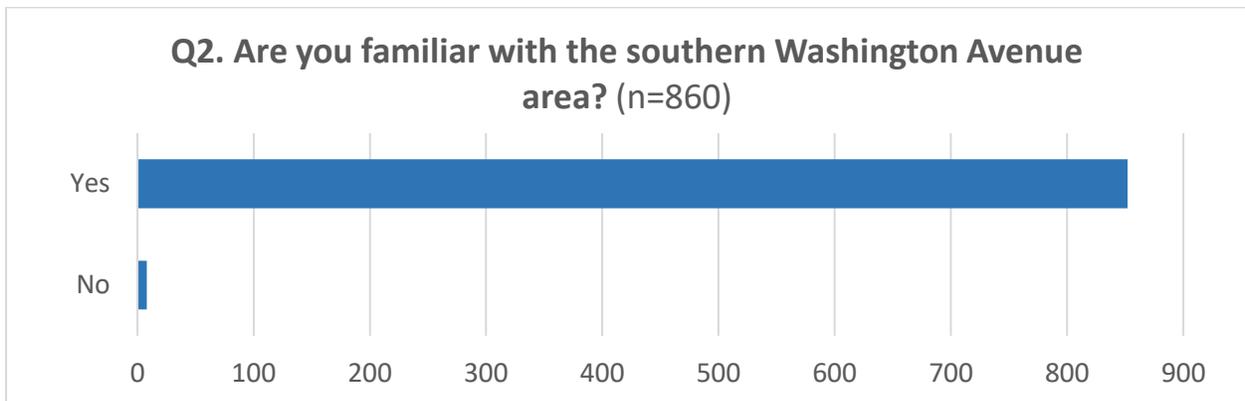
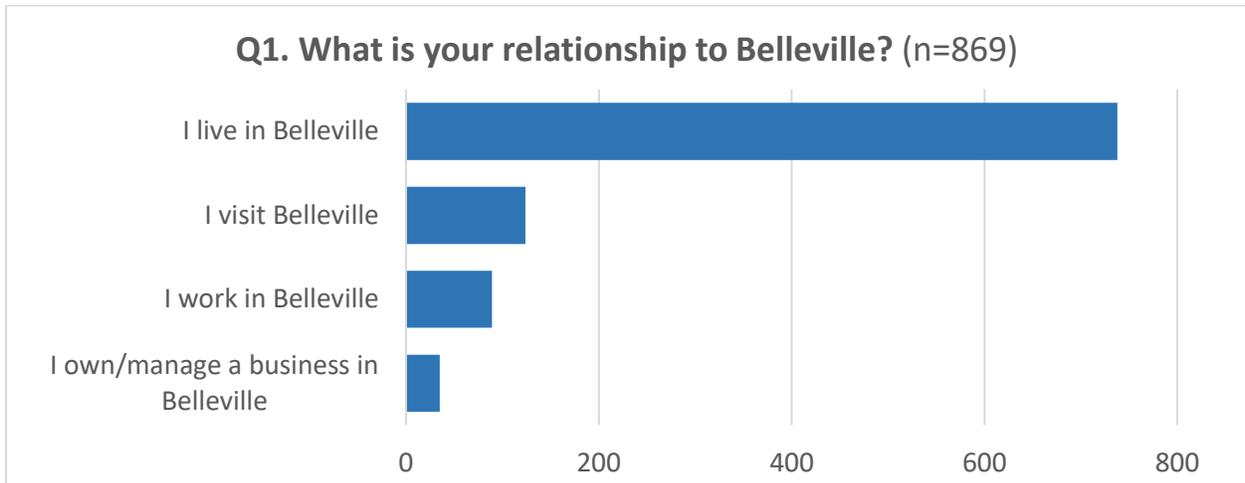
- Nutley's downtown was identified several times as an example of an attractive corridor and that offers opportunities for socializing, something missing along Washington Avenue. One respondent identified Newark's Market Street as a good example of an active and varied business corridor.
- Respondents were supportive of the municipality holding community events along Washington Avenue, as such events would bring potential customers into the area.
- Respondents acknowledged the importance of social media such as facebook and Instagram for marketing; however, business on Washington Avenue mostly rely on loyal and returning customers and word of mouth and referrals to maintain and increase sales.
- One participant mentioned adding a USPS drop box on Washington Avenue; there is currently only one and is not conveniently located for some businesses.

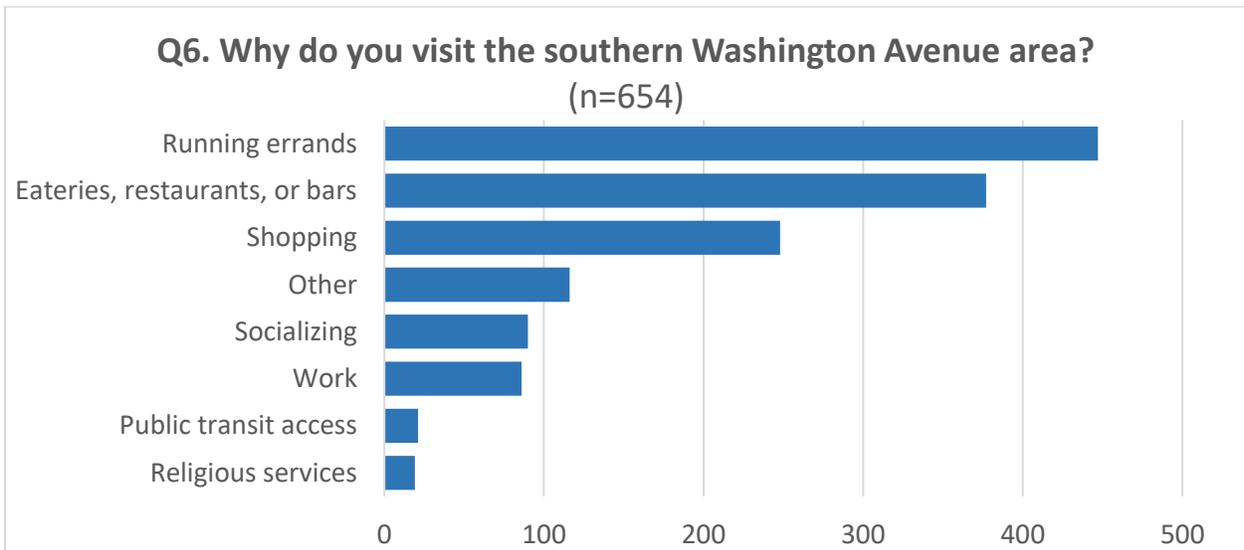
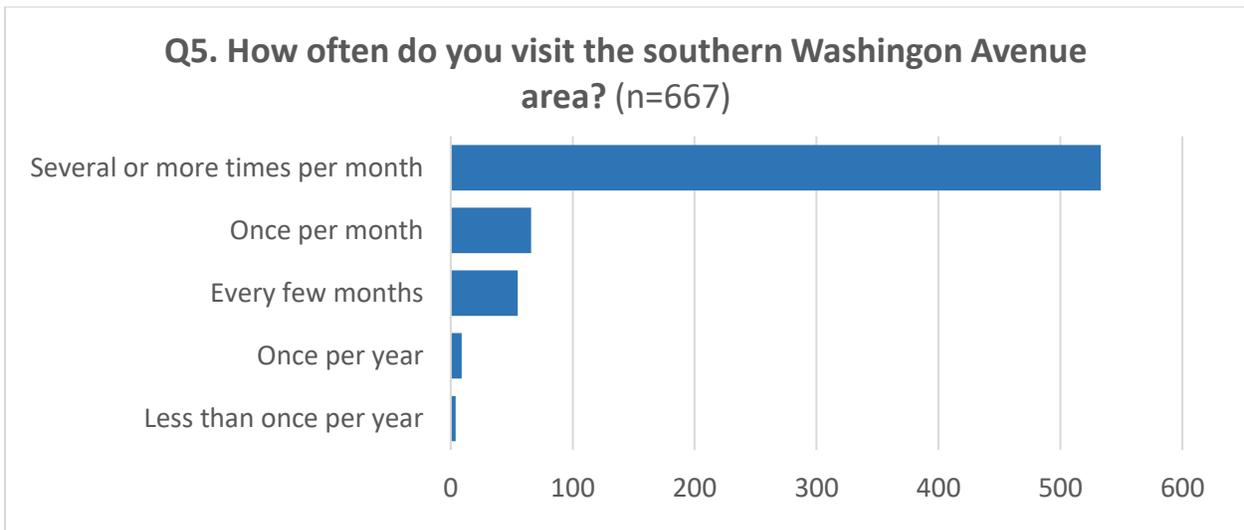
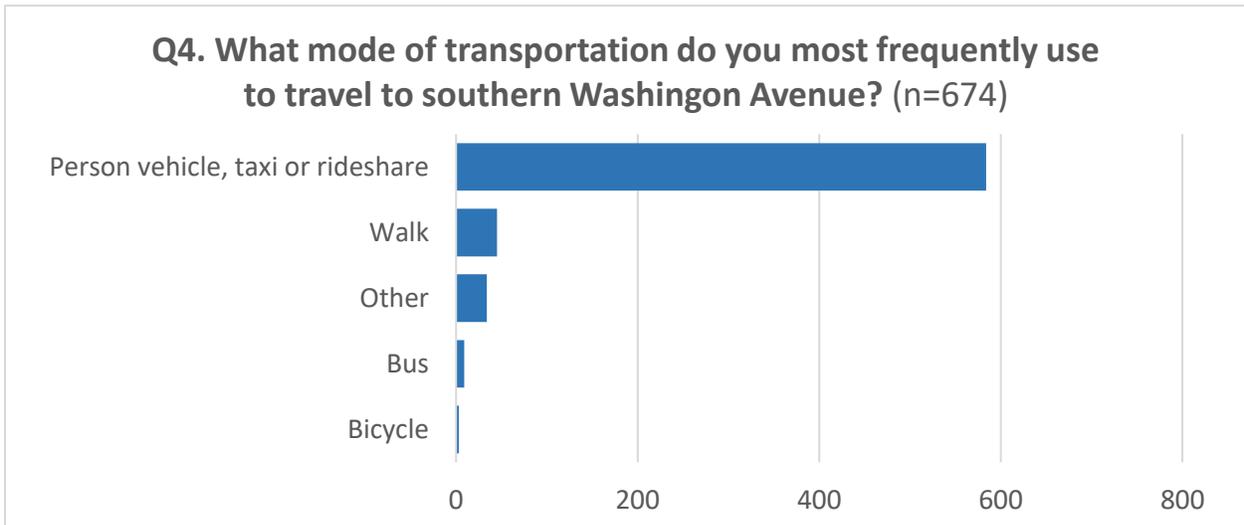
Conclusion

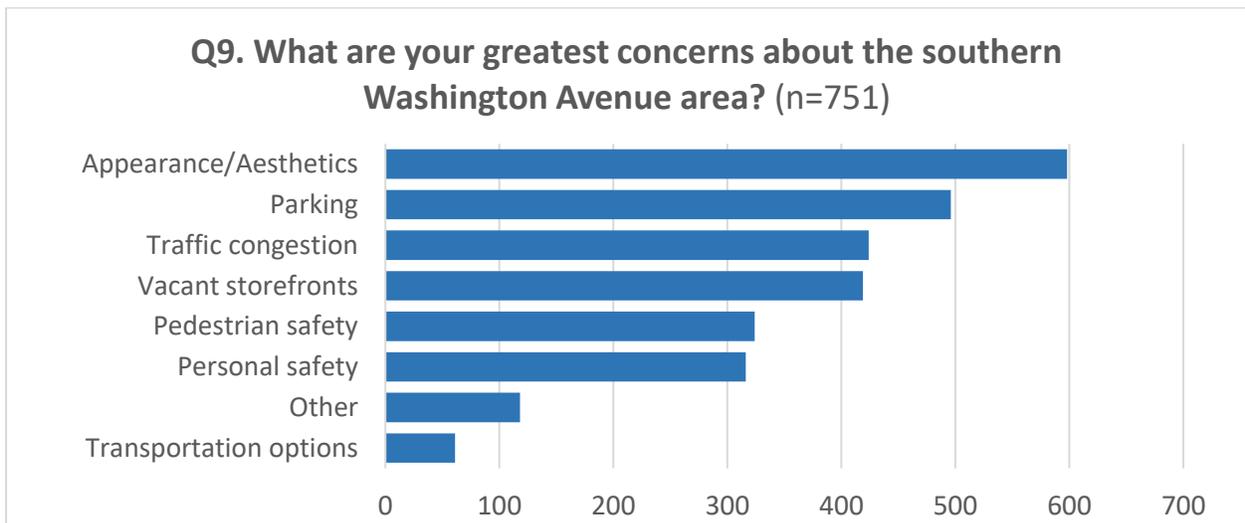
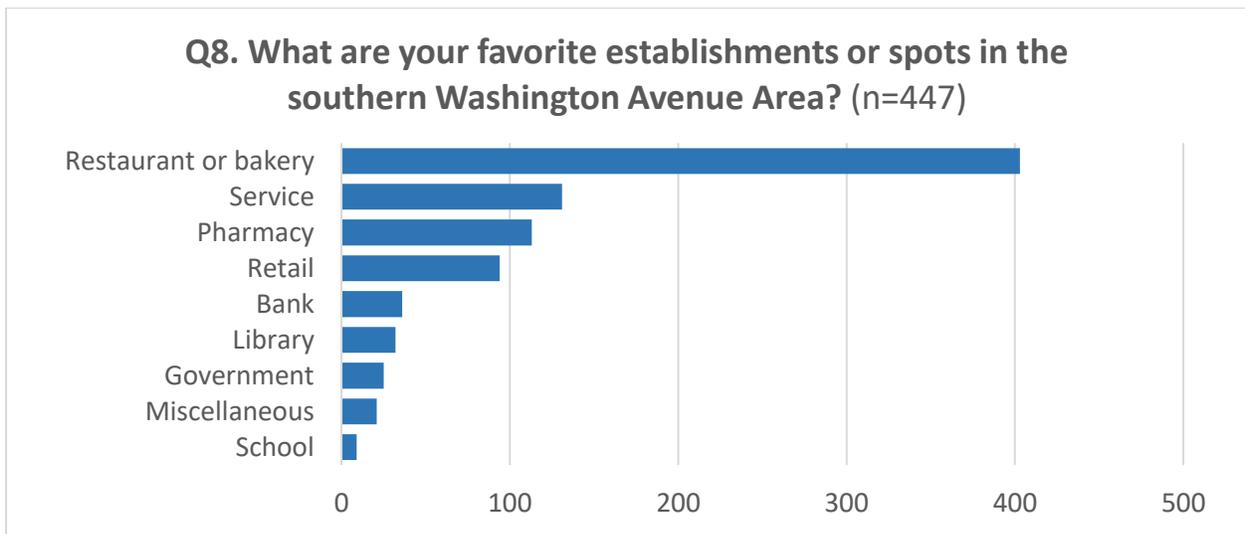
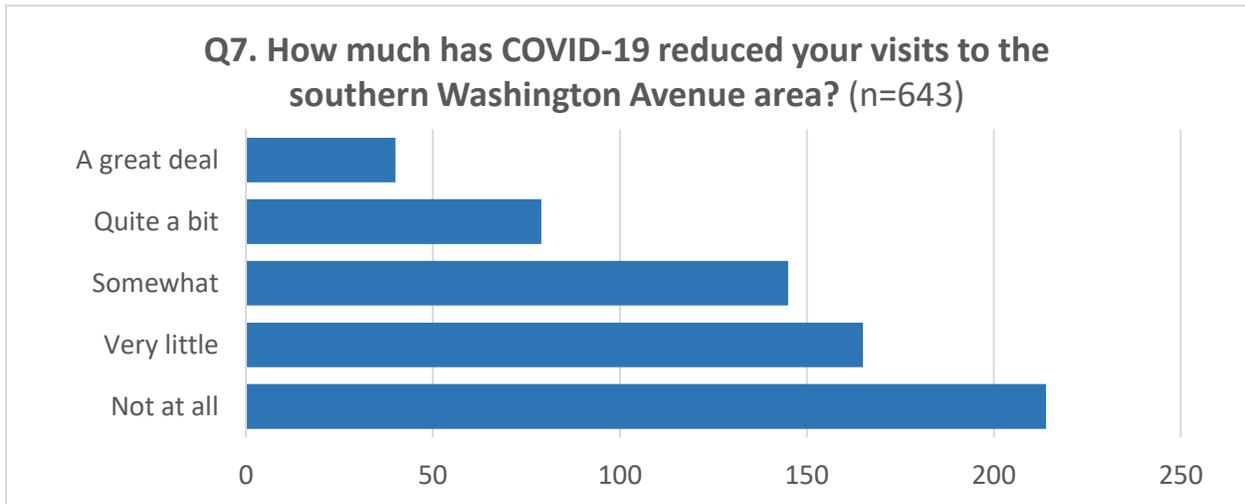
The high response rate to the Washington Avenue public survey (911 responses in just seven days) indicates a strong interest among Belleville residents in improving the Washington Avenue corridor. The corridor is an important commercial area for local residents to access a wide range of services and amenities. While many residents make use of the corridor, improvements are needed to encourage visitors to stay in the area to socialize, dine and participate in community life. Enhancing the pedestrian experience along the Washington Avenue study area may increase foot traffic, which may benefit local businesses and improve perceptions of personal safety. Belleville residents are proud of community life in Belleville; this creates opportunity for the Township to transform Washington Avenue into a vibrant hub of community, culture and commerce.

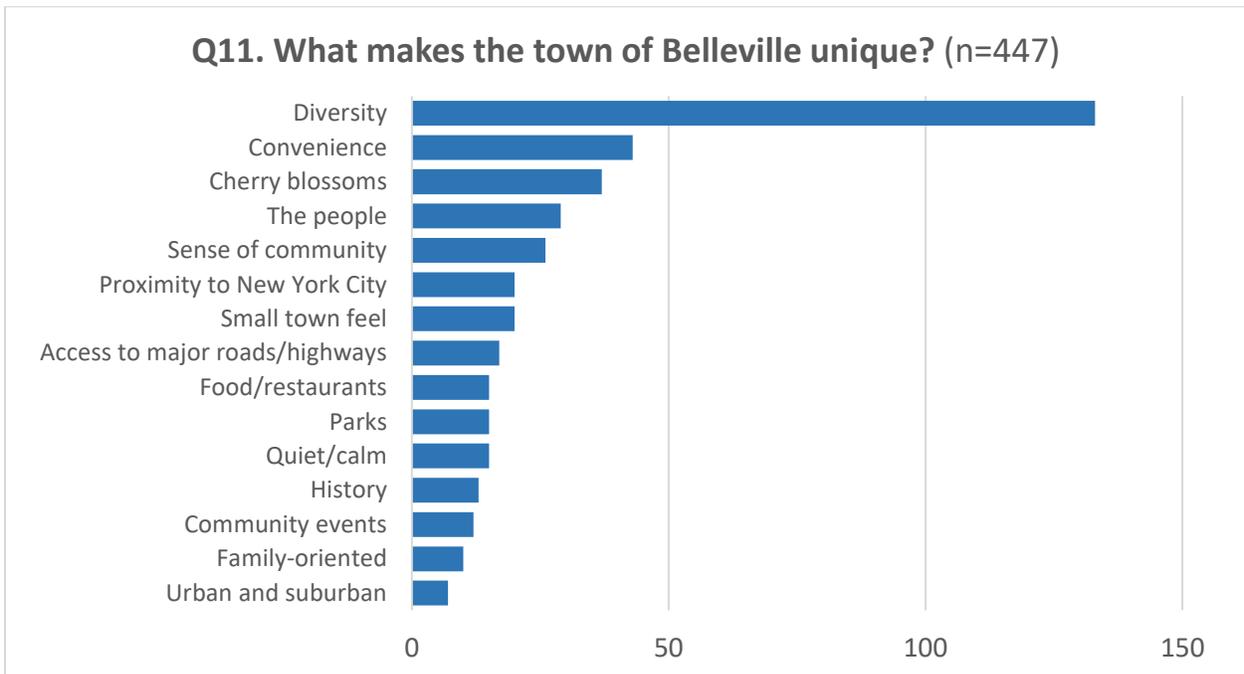
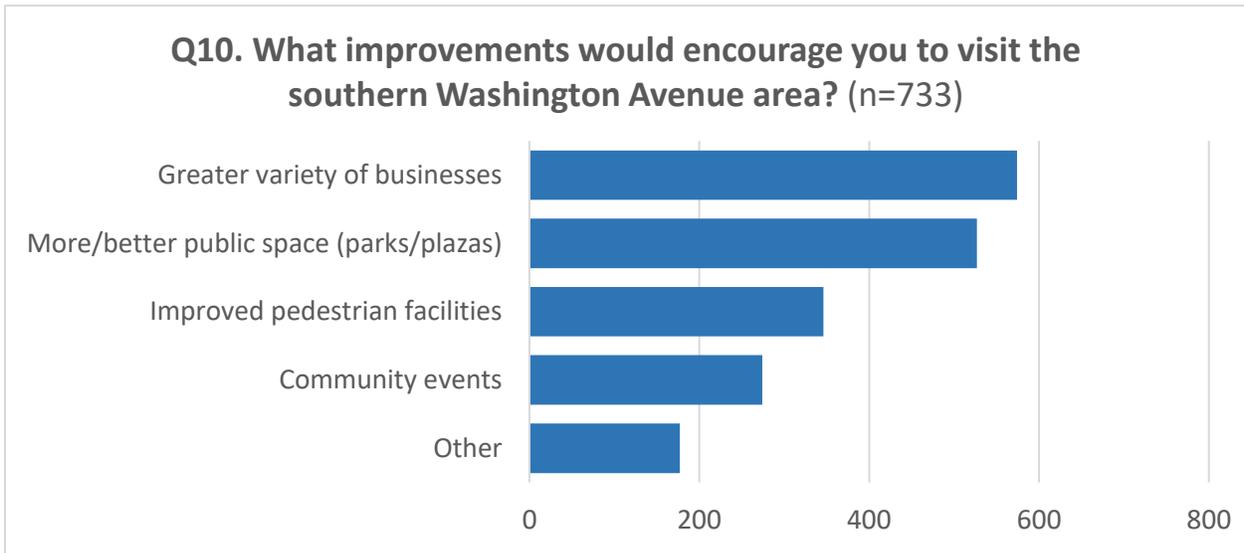
The business interview respondents generally expressed satisfaction with municipal leadership regarding their concerns along Washington Avenue. They also recognized the Police Department as an effective partner that keeps the area safe. Respondents consistently called for solutions to parking and complained about parking tickets being issued to customers. They called for addressing signs of disorder, such as poorly maintained streets, vacant storefronts and loitering. All expressed a sense of community pride and a desire to contribute to making Belleville a better place to do business. The project team should further explore interest among respondents in establishing a local business association.

Detailed Public Survey Responses

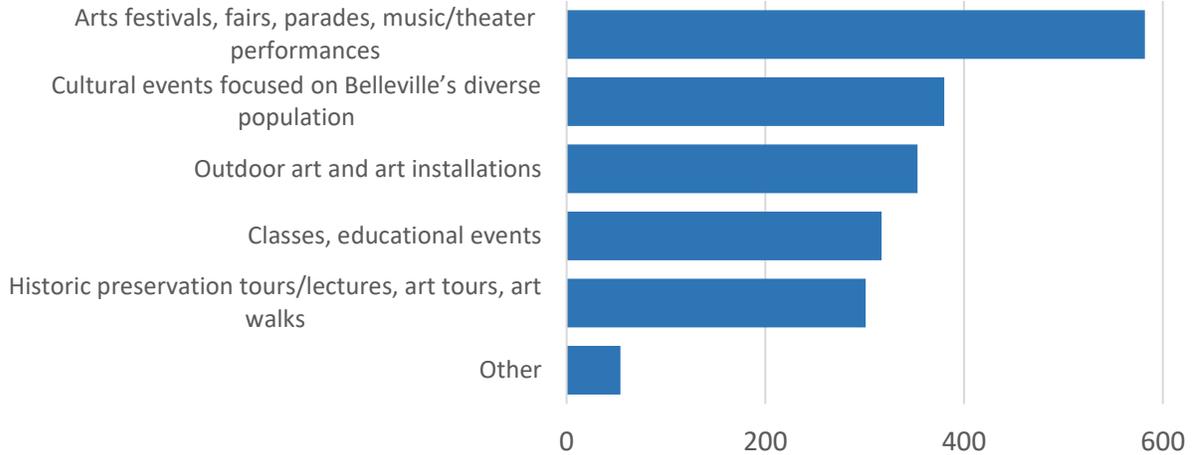




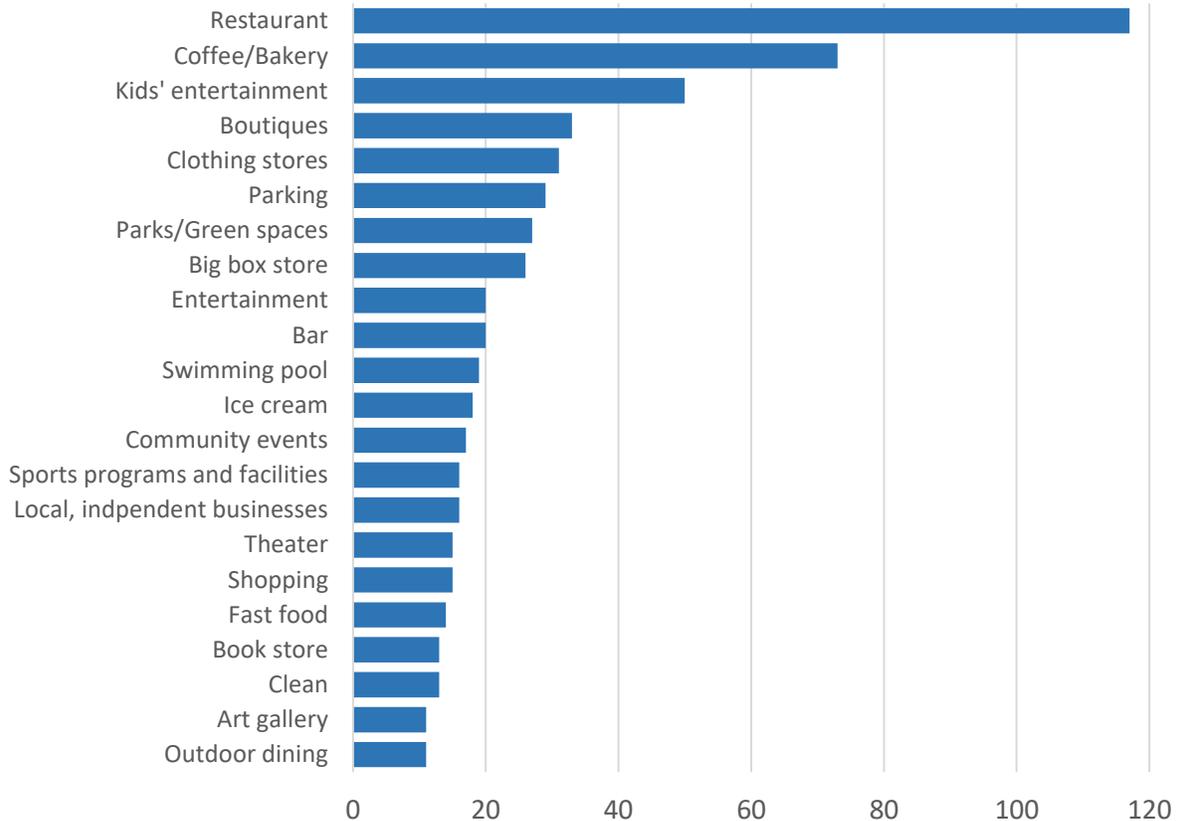


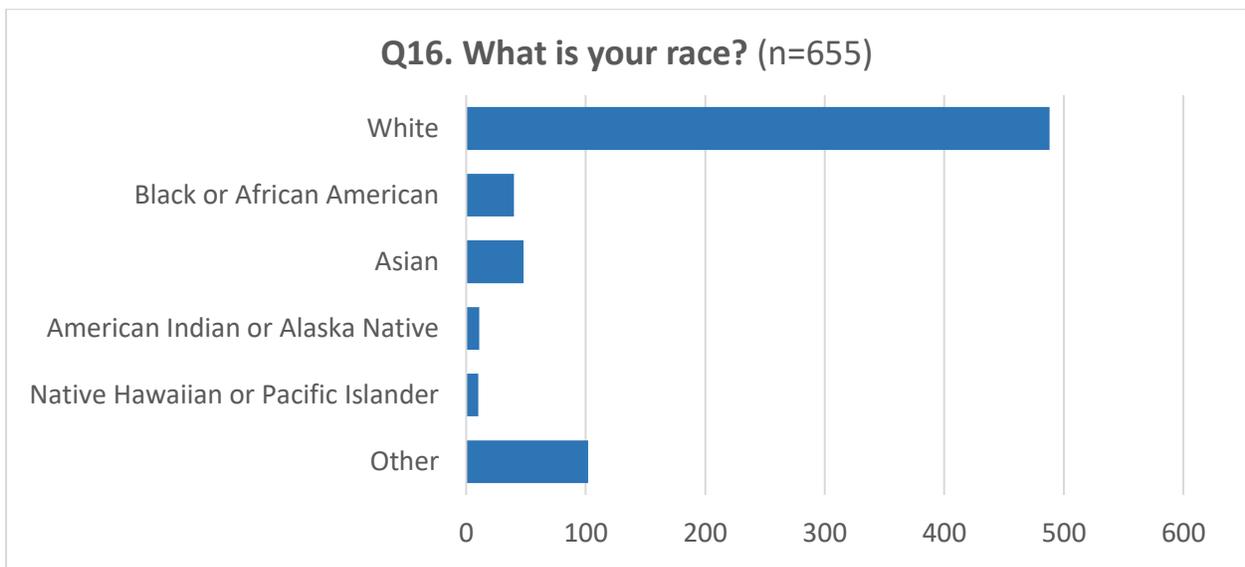
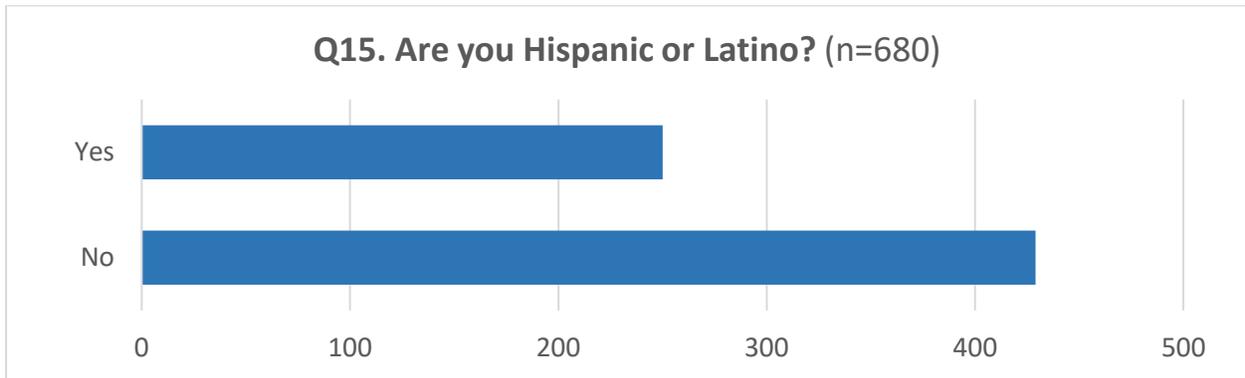
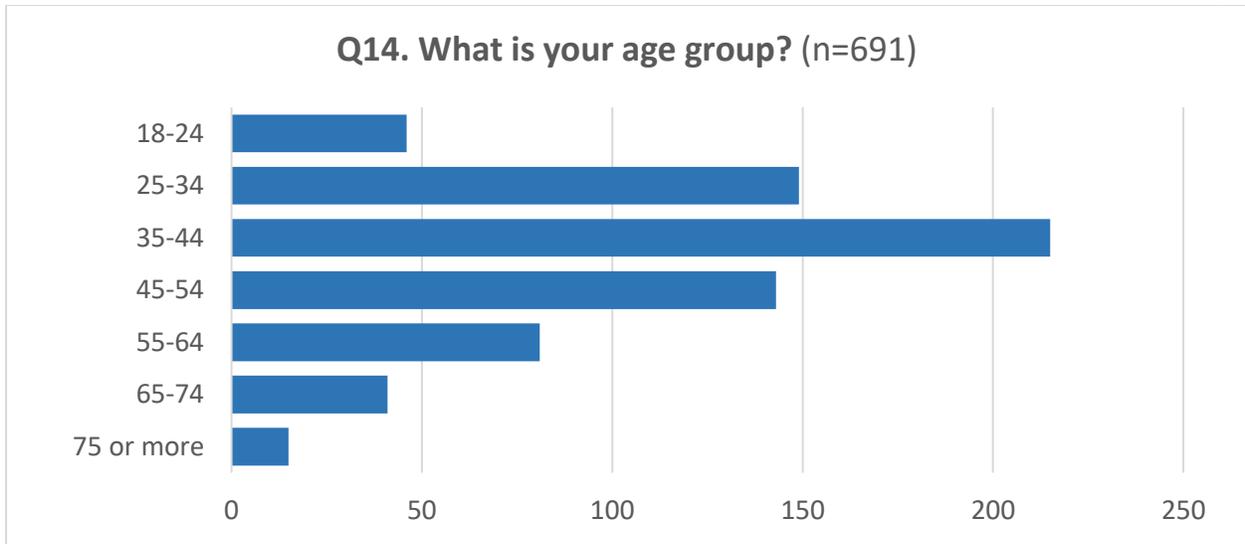


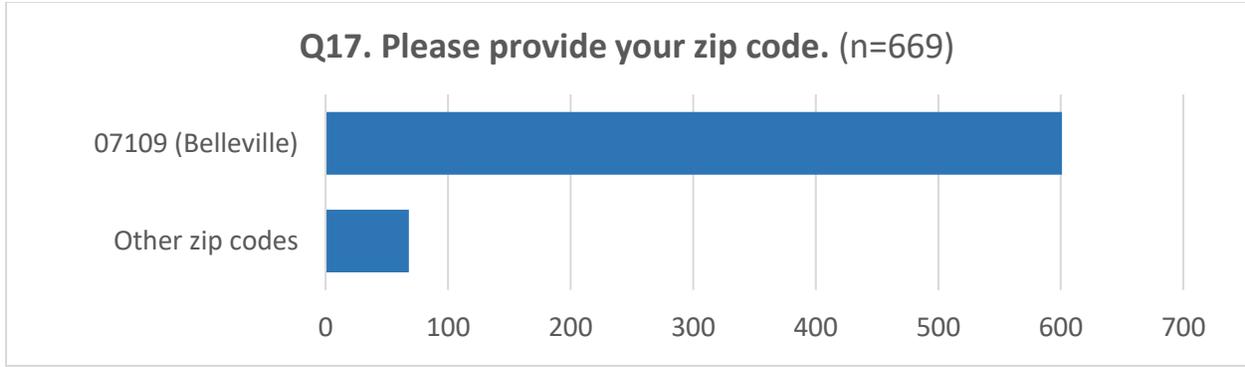
Q12. What types of cultural offerings would you like to see in the town of Belleville? (n=679)



Q13. What kinds of amenities, businesses or services would you like to see in the town of Belleville? (n=446)





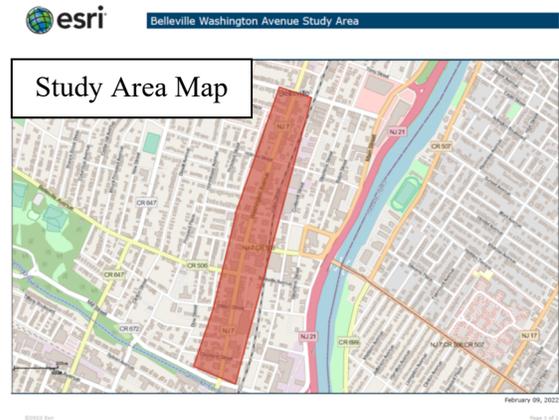


Township of Belleville

Washington Avenue Market Study

Local Planning Services at the New Jersey Department of Community Affairs was asked by Together North Jersey to provide this market study for a segment of Washington Avenue as part of their Vibrant Places Program. The final report will be the “Washington Avenue Strategic Placemaking Plan.”

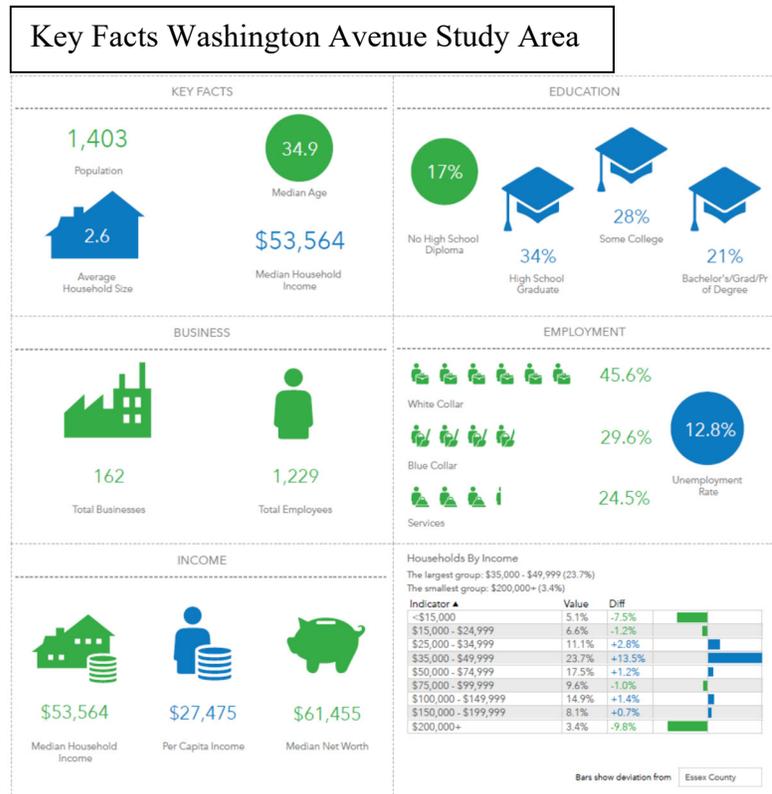
The Washington Avenue Commercial Corridor study area runs along Washington Avenue – 0.86th of a mile or 4,533 feet from Joralemon Street to Mill Street. The study area included both sides of the street and extends approximately 275 feet on either side. It is primarily a commercial district corridor with mixed residential also found along the streets. The study area is shown on the map (right).



The demographics and the market for goods and services was analyzed with ESRI Business Analyst within the study area for walking distance from the study area and for a 10 minute, 15 minute and 20 minute drive times.

The Study Area

The study area shown above is 0.1 square miles. This is a mixed-use area with both public, commercial and residential buildings. There are approximately 1,400 people living in the study area and 162 businesses and some public uses which employs 1,165 people. The total sales in the study area are approximately \$230,884,000 million per year. Please note the key facts in the graphic show the characteristics for residents in the study area. The businesses in the study area are listed in the Business Locator which is in Appendix I of this report. Most of these businesses have 10 or less employees and cater to the local



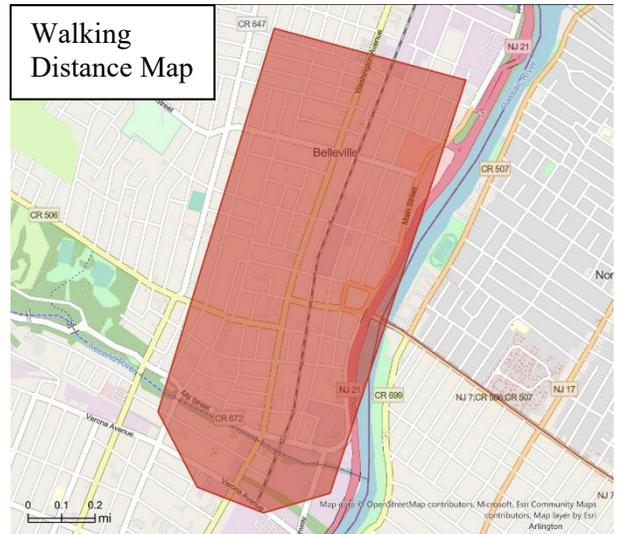
This infographic contains data provided by Esri, Esri and Data Asile. The vintage of the data is 2021, 2026.

© 2022 Esri

residential population’s needs and habits. Government offices, Food Markets, and larger restaurants are the larger employers.

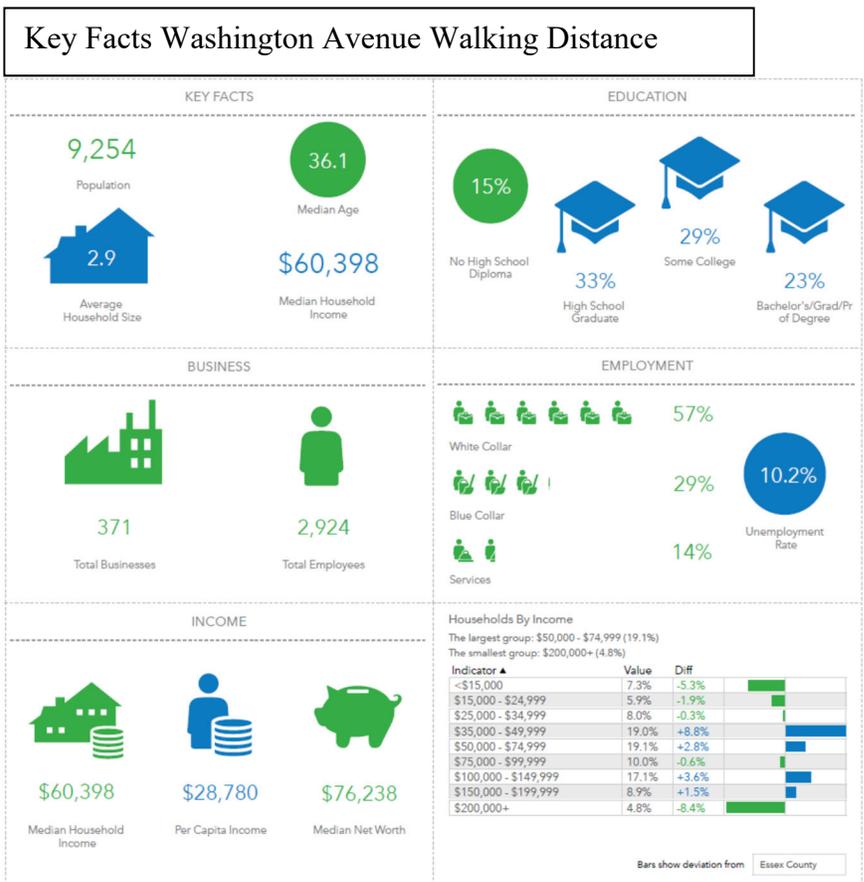
Walking Distance

The study area plus a 15-minute walk around it gives us a walking distance/short drive area which provides a look at the primary market district that supports the businesses along Washington Avenue in the Study Area. See walking distance map (right).



This area is 0.77 square miles and has a population of 9,254 people including those in study area. The median household income is \$60,398 with an average household size of 2.9 people. Approximately 22 percent of households have no vehicle. 15 percent of the population has no high school diploma and 33 percent have only a high school diploma. The Key Facts for the walking distance area are presented in the Walking Distance Key Facts graphic (below).

Esri also uses a tapestry model to reflect the nature and patterns of social groupings which form part of a specific population. 83.9 percent of the population in the walking distance area are in the Diverse Convergence Tapestry. These neighborhoods are a rich blend of cultures and almost 40 percent of the population is foreign born. Nearly 1 in 5 households do not speak English. 22 percent have no vehicle and walk, carpool or use public transportation. These are hard working commuters striving to get ahead; style matters to them. 72.4 percent of these residents rent and only 27.6 own their homes.



This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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More detail on the Diverse Convergence Tapestry Segmentation is presented in the Who We Are Graphic and in the Market Profile Graphic (below).

Diverse Convergence Who We Are Graphic

WHO ARE WE?

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly 1 in 4 households are linguistically isolated. Young families renting apartments in older buildings dominate this market; about one quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Hispanic music.



OUR NEIGHBORHOOD

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households (Index 174).
- Approximately 76% of householders live in multiunit apartment buildings, 30% in 2-4 unit structures (Index 372).
- Majority of apartments built before 1970 (65%), 29% built before 1940 (Index 223).
- 1 or 2 vehicles for two-thirds of households; 22% have no vehicle (Index 243).

SOCIOECONOMIC TRAITS

- Almost 40% of the population were born abroad; almost 1 in 5 households have residents who do not speak English.
- 27% have no high school diploma (Index 210); 28% have a high school diploma only (Index 103).
- Labor force participation rate is 67% and higher than the US average.
- Hard-working consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the Internet.

Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

Diverse Convergence Market Profile

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Limited funds to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse/club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the Internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish/Latin music on cell phones or on the radio at home.

HOUSING

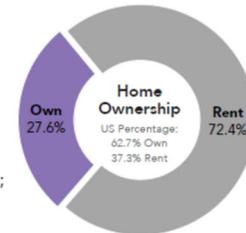
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
High-Density Apartments;
Single Family

Average Rent:
\$1,191

US Average: \$1,038



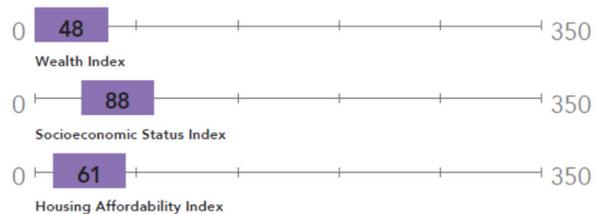
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

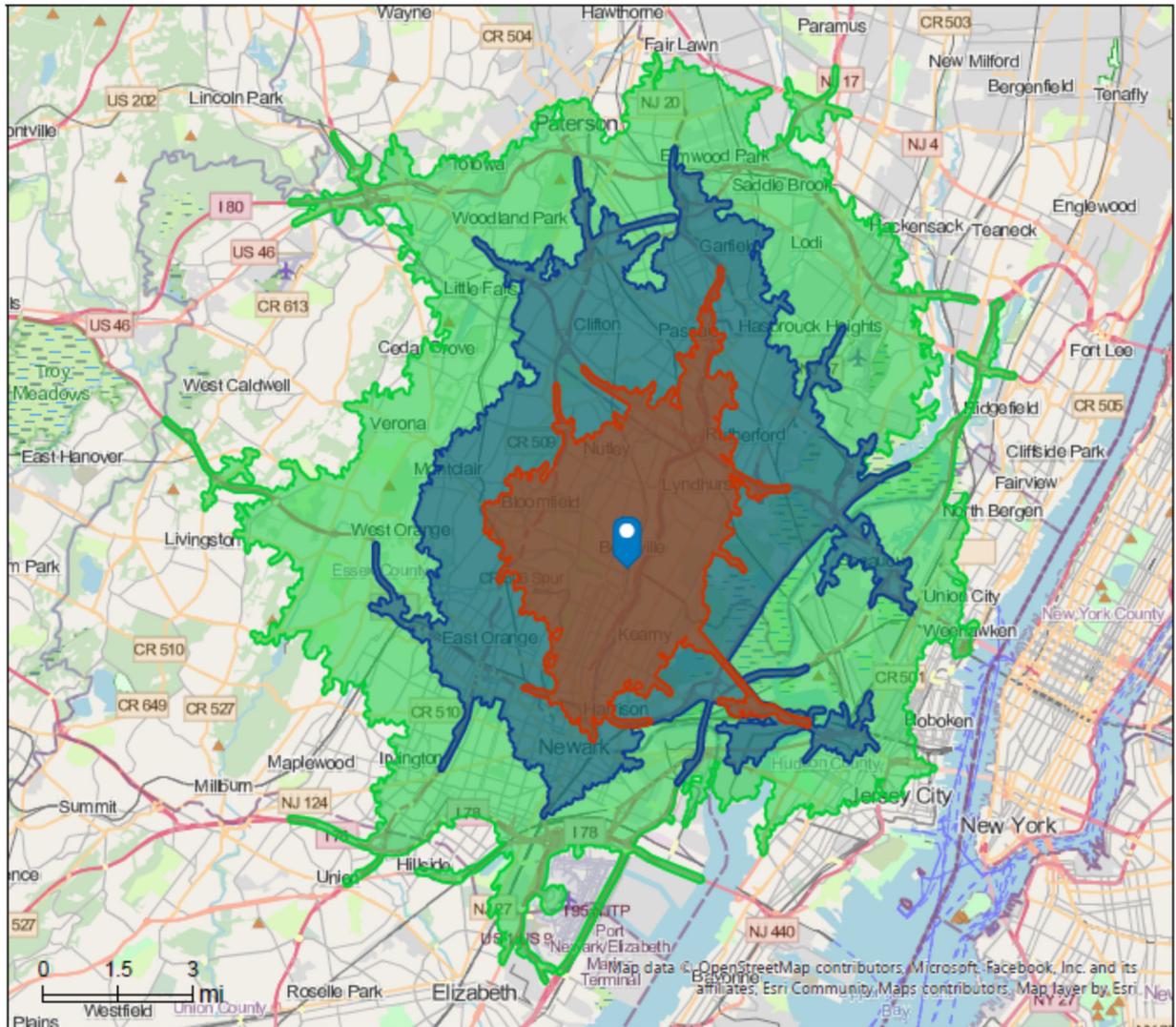
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



LPS also ran a Restaurant Potential analysis for the Walking Distance Area which compares dining habits to the national average which is represented with an MPS I of 100. This report may be found in Appendix II of this report. This analysis supports the conclusion of the Diversey Convergent Tapestry Segment which states that this population spends more on fast food and specialty foods than the national average.

10-, 15- and 20-minute drive times.

The 10-, 15- and 20-minute drive times from the center of the study area are shown on the Drive Time Map below.



There are 261,993, 703,868 and 1,414,587 within the three drive times. The characteristics of the population in these drive times are shown in the drive time key facts in Appendix III. If the Washington Avenue study area can transition to a regional destination for specific products and experiences, there are over a million people within a twenty minute drive to support such a destination.

Examining the Tapestry Segmentation for these drive times the Diverse Convergent population trends average about 22 percent of the population and was described in the Walking Distance section above. Another Tapestry group which would become available to the study area should a district be developed with a regional draw would be the City Lights which is about 35 percent of the population in the 20-minute drive. These hard-working consumers have more disposable

income then the Diverse Convergent and higher home ownership as well as higher incomes. The City Lights Who We Are graphic and Market Profile graphic below provide more detailed information about this large population within a 20-minute drive of the center of the study area.

City Lights Who We Are Graphic

WHO ARE WE?

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.



OUR NEIGHBORHOOD

- More than half of the homes are single-family residences or townhomes.
- Tenure is 50-50: about half of households are owned and half are rented. Median home value (Index 185) and average gross rent (Index 129) exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households (Index 109).
- Housing is older in this market: nearly 2 out of 3 homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

SOCIOECONOMIC TRAITS

- *City Lights* residents earn above average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average (Index 108). Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

City Lights Market Profile

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons)

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes

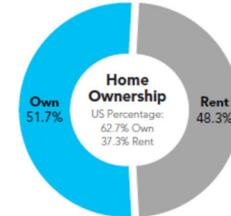
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



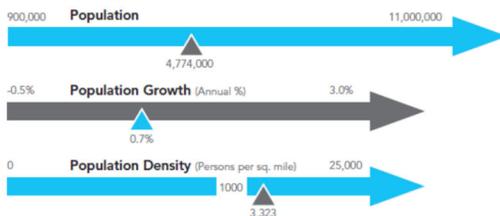
Typical Housing:
Multiunits;
Single Family

Median Value:
\$383,400
US Median: \$207,300



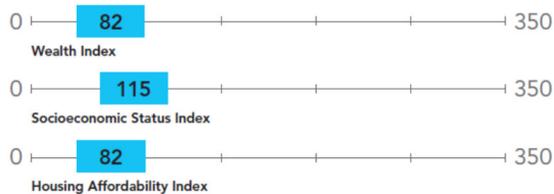
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



Appendix I

2010 Residential Population:	1,413	2021 Total Sales (\$000)	\$230,884
2021 Residential Population:	1,403	2021 Total Employees	1,165
2026 Residential Population:	1,389	Employee/Residential Population Ratio:	0.83:1
Annual Population Growth 2021 - 2026	-0.20%	Total Number of Businesses:	180

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
501501	ROCS AUTO INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.02 SW	2	\$1,759
753203	AUDIO CLINIC RUTGERS ST BELLEVILLE, NJ 07109		0.02 SE	2	\$292
723102	D & J NAILS WASHINGTON AVE BELLEVILLE, NJ 07109		0.03 NW	3	\$131
581208	MICHAEL V'S LUNCHEONETTE-CTRRS WASHINGTON AVE BELLEVILLE, NJ 07109		0.03 NW	6	\$357
721101	199 SMILE LAUNDROMAT LLC WASHINGTON AVE BELLEVILLE, NJ 07109		0.03 NW	3	\$255
553111	MODERN AUTO PARTS RUTGERS ST BELLEVILLE, NJ 07109		0.03 SE	4	\$650
802101	ATLANTIC FAMILY DENTISTRY WASHINGTON AVE BELLEVILLE, NJ 07109	2	0.04 SW	4	\$544
593222	HANA MISSION THRIFT WASHINGTON AVE BELLEVILLE, NJ 07109		0.04 SW	2	\$358
802101	FAMILY SMILES OF BELLEVILLE WASHINGTON AVE BELLEVILLE, NJ 07109		0.04 SW	5	\$0
594129	BULLET HOLE RUTGERS ST BELLEVILLE, NJ 07109		0.04 SE	1	\$269
602103	ATM WASHINGTON AVE BELLEVILLE, NJ 07109	0D	0.05 NE	0	\$0
074201	AMITY ANIMAL CLINIC WASHINGTON AVE BELLEVILLE, NJ 07109		0.05 NW	3	\$435
591205	WALGREENS WASHINGTON AVE BELLEVILLE, NJ 07109	4	0.05 SW	30	\$10,335
507406	BELL-RIDGE PLUMBING SUPPLY VALLEY ST BELLEVILLE, NJ 07109		0.05 NE	9	\$12,039

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
509903	INTERNATIONAL FIRE EXTNGSHR WASHINGTON AVE BELLEVILLE, NJ 07109		0.05 SW	3	\$2,956
653118	STEVEN REALTY RUTGERS ST BELLEVILLE, NJ 07109		0.06 NW	5	\$662
823106	BELLEVILLE PUBLIC LIBRARY-INFO WASHINGTON AVE BELLEVILLE, NJ 07109	P	0.06 NW	8	\$0
999977	SAMUEL S GRAHAM INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.06 NW	0	\$0
581208	LI'S GOLDEN CHOPSTICK WASHINGTON AVE BELLEVILLE, NJ 07109		0.06 SW	4	\$238
599992	JOSEPH COSMETICS WASHINGTON AVE BELLEVILLE, NJ 07109		0.06 SW	1	\$143
737416	SLS WEB STUDIO RUTGERS CT BELLEVILLE, NJ 07109		0.06 NW	4	\$1,924
399302	FINISH LINE NJ RUTGERS ST BELLEVILLE, NJ 07109		0.07 SE	2	\$170
399903	IMPACTO DESIGNS MFR INC RUTGERS ST BELLEVILLE, NJ 07109		0.07 SE	6	\$625
874802	IPSTA RUTGERS ST BELLEVILLE, NJ 07109		0.07 SE	5	\$566
866107	JESUS FOR ALL FELLOWSHIP WASHINGTON AVE BELLEVILLE, NJ 07109	2	0.07 NW	2	\$0
729101	STAR TAX PROFESSIONAL SE WASHINGTON AVE BELLEVILLE, NJ 07109		0.07 NE	2	\$74
874203	ARGICERAM'S WASHINGTON AVE BELLEVILLE, NJ 07109		0.07 NE	5	\$619
506504	MOBILE TECHTRONICS ACADEMY ST BELLEVILLE, NJ 07109		0.07 NE	2	\$3,042
899999	FOUR CORNERS COMMUNITY SVC RUTGERS ST BELLEVILLE, NJ 07109		0.07 SW	4	\$531
602103	ATM WASHINGTON AVE BELLEVILLE, NJ 07109	o	0.08 SW	0	\$0

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2021 Data Axle and Esri. Esri Total Residential Population forecasts for 2021. Data Axle Business Locations (Q4 2021).

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
733403	QUALITY DUPLICATING SVC WASHINGTON AVE BELLEVILLE, NJ 07109		0.08 NE	4	\$417
594517	TOY TOKYO ONLINE VALLEY ST BELLEVILLE, NJ 07109		0.09 SE	1	\$146
594517	TOY TOKYO VALLEY ST BELLEVILLE, NJ 07109		0.09 SE	5	\$729
763102	WILLIAM S RICH & SON INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.09 SW	4	\$198
863101	GUARDS-SECURITY LOCAL 1412 WASHINGTON AVE BELLEVILLE, NJ 07109		0.09 SW	3	\$0
799903	BULLET HOLE ANNEX WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 NE	6	\$385
201101	WELLNESS TODAY WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	27	\$12,663
541105	QUEEN'S MINI-MARKET WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	29	\$397
912104	BELLEVILLE TOWNSHIP RENT CNTRL WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	1	\$0
931104	BELLEVILLE TAX ASSESSOR WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	3	\$0
922204	BELLEVILLE ATTORNEY WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	6	\$0
931104	BELLEVILLE FINANCE DEPT WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	8	\$0
922104	BELLEVILLE POLICE DEPT WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	110	\$0
963104	TOWNSHIP-BELLEVILLE MANAGER'S WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	5	\$0
943104	BELLEVILLE HEALTH DEPT WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	16	\$0
953204	BELLEVILLE PLANNING & ZONING WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	8	\$0

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2021 Data Axle and Esri. Esri Total Residential Population forecasts for 2021. Data Axle Business Locations (Q4 2021).

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
922104	BELLEVILLE POLICE DEPT WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	26	\$0
912104	BELLEVILLE TOWNSHIP CONSTR WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	5	\$0
912104	BELLEVILLE VIOLATIONS BUREAU WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	6	\$0
919904	BELLEVILLE PURCHASING WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	2	\$0
931104	BELLEVILLE TAX COLLECTOR WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	4	\$0
943104	BELLEVILLE VITAL STATISTICS WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	2	\$0
912104	BELLEVILLE MUNICIPAL BUILDING WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	5	\$0
912104	BELLEVILLE TOWNSHIP COUNCIL WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	2	\$0
911104	TOWNSHIP-BELLEVILLE MANAGER'S WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	3	\$0
912104	BELLEVILLE TOWNSHIP MAYOR'S WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	5	\$0
943104	BELLEVILLE TOWNSHIP HEALTH DPT WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	5	\$0
912104	BELLEVILLE TOWNSHIP PLANNING WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	10	\$0
921104	BELLEVILLE MUNICIPAL COURT WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	6	\$0
922104	BELLEVILLE POLICE DEPT WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	4	\$0
912104	BELLEVILLE FRIENDLY HOUSE WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	3	\$0
912104	BELLEVILLE DIAL A RIDE WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	5	\$0

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
912104	BELLEVILLE TOWNSHIP MUNI CLERK WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	3	\$0
592102	RAIMO WINES & LIQUORS WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	2	\$644
581222	LA SICILIA WASHINGTON AVE BELLEVILLE, NJ 07109		0.10 SW	2	\$119
421304	CUENCA CORONEL TRUCKING INC ACADEMY ST BELLEVILLE, NJ 07109		0.11 NE	2	\$512
602101	VALLEY NATIONAL BANK WASHINGTON AVE BELLEVILLE, NJ 07109	§	0.11 NW	7	\$1,884
723102	CRYSTAL STAR & NAILS WASHINGTON AVE BELLEVILLE, NJ 07109		0.11 SW	3	\$131
594409	COROZAL JEWELERS INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.11 SW	3	\$814
801101	SAI MEDICAL CTR WASHINGTON AVE BELLEVILLE, NJ 07109	K	0.12 NE	4	\$792
591205	SAICARE PHARMACY WASHINGTON AVE BELLEVILLE, NJ 07109		0.12 NE	5	\$1,723
804918	QUALITY CARE PHYSICAL THERAPY WASHINGTON AVE BELLEVILLE, NJ 07109		0.12 NE	3	\$241
602103	ATM WASHINGTON AVE BELLEVILLE, NJ 07109	°B	0.12 SW	0	\$0
602101	BANK OF AMERICA WASHINGTON AVE BELLEVILLE, NJ 07109	M	0.12 SW	8	\$2,153
653118	RE/MAX PROFESSIONALS I WASHINGTON AVE BELLEVILLE, NJ 07109		0.12 NE	17	\$2,250
822108	EASTERN INTERNATIONAL COLLEGE WASHINGTON AVE BELLEVILLE, NJ 07109		0.13 NE	24	\$0
733101	UPS STORE WASHINGTON AVE BELLEVILLE, NJ 07109	U	0.14 SW	1	\$280
641112	FREDDY DURAN WASHINGTON AVE BELLEVILLE, NJ 07109	!)B	0.14 SW	3	\$555

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
735910	MPT RENTALS WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	85	\$30,569
411914	HAPPY JOURNEY INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	4	\$296
481207	T-MOBILE WASHINGTON AVE BELLEVILLE, NJ 07109	d	0.14 SW	6	\$5,949
521101	ROBINSON GARAGE DOORS & GATES WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	5	\$2,100
581208	TOPAZ THAI RESTAURANT WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	3	\$179
792905	MYSTICAL ENTERTAINMENT WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	4	\$370
799945	ELITE PERFORMANCE MARTIAL ARTS WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	1	\$65
641112	HEALTH INSURANCE BROKERS WA AVE BELLEVILLE, NJ 07109		0.14 SW	0	\$0
581222	BELLEVILLE PIZZA WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	0	\$0
729101	H&R BLOCK WASHINGTON AVE BELLEVILLE, NJ 07109	HO	0.14 SW	10	\$367
546102	SWEETS & CORTADITOS WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	2	\$123
999977	STEGDIM INDUSTRIAL CORP WASHINGTON AVE BELLEVILLE, NJ 07109		0.14 SW	0	\$0
802101	DENTAL DOCTORS OF NJ PC WASHINGTON AVE BELLEVILLE, NJ 07109		0.15 SW	3	\$408
152139	KING REMODELING WASHINGTON AVE BELLEVILLE, NJ 07109		0.15 NE	4	\$1,567
801101	PEDIATRIC CARE CTR WASHINGTON AVE BELLEVILLE, NJ 07109		0.16 SW	3	\$594
481207	SPEED LINK NY LIC WASHINGTON AVE BELLEVILLE, NJ 07109		0.17 SW	3	\$2,975

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
543101	B K LAUNDROMAT WASHINGTON AVE BELLEVILLE, NJ 07109		0.17 SW	2	\$330
171165	ALL SAFE FIRE SPRINKLER WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 SW	12	\$2,016
591205	UNICARE PHARMACY WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 SW	4	\$1,378
412101	BELLEVILLE FRANKLIN TAXI INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 SW	6	\$319
641112	RAMI ATTIEH-STATE FARM INS WASHINGTON AVE BELLEVILLE, NJ 07109)Y	0.18 NE	5	\$925
171102	RANCO HEATING & AIR COND WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 NE	1	\$168
581208	GOODY RESTAURANT WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 SW	4	\$238
481207	BOOST MOBILE AUTH RETAILER WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 SW	2	\$1,983
723106	LESLEY BEAUTY SALON WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 SW	2	\$87
489903	BOOST COMMUNICATIONS LLC WASHINGTON AVE BELLEVILLE, NJ 07109		0.18 SW	4	\$1,808
653118	MARAMATHA REALTY INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.19 SW	7	\$927
726103	IRVINE-COZZARELLI MEMORIAL HM WASHINGTON AVE BELLEVILLE, NJ 07109		0.19 NE	1	\$161
179938	ALEKSANDER FENCE CO WASHINGTON AVE BELLEVILLE, NJ 07109		0.19 SW	8	\$1,623
723106	MIAYD CHOI SALON WASHINGTON AVE BELLEVILLE, NJ 07109		0.19 SW	2	\$87
564101	BABYKING CORP WASHINGTON AVE BELLEVILLE, NJ 07109		0.19 SW	3	\$334
811103	THOMAS J GORMLEY DMD WASHINGTON AVE BELLEVILLE, NJ 07109		0.20 NE	3	\$843

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
753801	CJ AUTO REPAIR INC WILLIAM ST BELLEVILLE, NJ 07109		0.20 SW	2	\$200
571216	RAYANNS FURNITURE WASHINGTON AVE BELLEVILLE, NJ 07109		0.20 SW	3	\$846
571216	PITUSA FURNITURE WASHINGTON AVE BELLEVILLE, NJ 07109		0.20 SW	3	\$846
723106	D LUX LASH & BEAUTY BAR WASHINGTON AVE BELLEVILLE, NJ 07109		0.21 SW	2	\$87
542107	SCARDIGNOS PRIME MEATS & CTRRS WASHINGTON AVE BELLEVILLE, NJ 07109		0.21 NE	3	\$598
152103	INCINIA CONTRACTING INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.21 NE	3	\$1,175
495308	T FARESE & SONS INC WASHINGTON AVE BELLEVILLE, NJ 07109		0.21 NE	7	\$2,414
559905	VITAL JETS CORP WASHINGTON AVE BELLEVILLE, NJ 07109		0.21 NE	3	\$1,126
723102	CITY NAILS SALON WASHINGTON AVE BELLEVILLE, NJ 07109		0.23 SW	2	\$87
839908	FLP CARE & MENTORING CTR WILLIAM ST BELLEVILLE, NJ 07109		0.24 SW	10	\$0
554101	CHEN'S MOBIL SVC WASHINGTON AVE BELLEVILLE, NJ 07109	4	0.24 SW	5	\$6,052
566101	AMERICAN FASHION HIGH ST BELLEVILLE, NJ 07109		0.24 NE	4	\$622
541103	SHOPPERS EXPRESS STORE WASHINGTON AVE BELLEVILLE, NJ 07109		0.24 NE	8	\$1,941
999977	PO WILLY'S WASH & FOLD CORP WASHINGTON AVE BELLEVILLE, NJ 07109		0.24 NE	0	\$0
721501	KEEP IT CLEAN WASHINGTON AVE BELLEVILLE, NJ 07109		0.24 NE	2	\$200
581208	SUBWAY WASHINGTON AVE BELLEVILLE, NJ 07109	R	0.24 NE	8	\$476

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
508740	VAC-U-MAX WILLIAM ST BELLEVILLE, NJ 07109		0.26 SW	60	\$46,622
733603	DIGITAL GRAPHICS SOLUTIONS WASHINGTON AVE BELLEVILLE, NJ 07109		0.26 NE	3	\$262
729101	PRIME REFUNDS WASHINGTON AVE BELLEVILLE, NJ 07109		0.26 NE	4	\$147
275998	VERNA PRINTING CO WASHINGTON AVE BELLEVILLE, NJ 07109		0.26 SW	4	\$449
275202	EXPRESS PRESS WASHINGTON AVE BELLEVILLE, NJ 07109		0.26 SW	5	\$600
549903	BLUE STAR PURIFIED WATER WASHINGTON AVE BELLEVILLE, NJ 07109		0.26 NE	6	\$596
723106	EMMANUEL'S SALON WASHINGTON AVE BELLEVILLE, NJ 07109		0.27 NE	2	\$87
546101	INTERNATIONAL HOT BAGELS WASHINGTON AVE BELLEVILLE, NJ 07109		0.27 NE	4	\$246
723106	EMMANUEL'S BARBERSHOP-HAIR SLN WASHINGTON AVE BELLEVILLE, NJ 07109		0.27 NE	5	\$218
737801	RPM WIRELESS SVC CTR WASHINGTON AVE BELLEVILLE, NJ 07109		0.27 NE	3	\$433
552198	PIONEER AUTO GROUP WASHINGTON AVE BELLEVILLE, NJ 07109		0.27 SW	3	\$1,630
571236	QUALITY CABINETS BY JON MATT WASHINGTON AVE BELLEVILLE, NJ 07109		0.28 NE	2	\$564
791101	JUST ONE DANCE WASHINGTON AVE BELLEVILLE, NJ 07109		0.28 NE	3	\$91
754201	BELLEVUE HAND CAR WASH WASHINGTON AVE BELLEVILLE, NJ 07109		0.29 SW	5	\$160
729910	BOOJA WAXING WASHINGTON AVE BELLEVILLE, NJ 07109		0.29 SW	2	\$75
411101	BELLEVILLE CAB & TAXI SVC WASHINGTON AVE BELLEVILLE, NJ 07109		0.29 SW	13	\$2,821

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
521101	REPAIR OR REPLACE PANELS CORP WASHINGTON AVE BELLEVILLE, NJ 07109		0.30 NE	5	\$2,100
835101	SUNSHINE DAY CARE WASHINGTON AVE BELLEVILLE, NJ 07109		0.30 NE	22	\$569
581208	COLUMBIA BBQ WASHINGTON AVE BELLEVILLE, NJ 07109		0.30 SW	3	\$179
546102	TITA'S BAKERY WASHINGTON AVE BELLEVILLE, NJ 07109		0.30 SW	3	\$185
305398	N-E-A PRODUCTS CO WASHINGTON AVE BELLEVILLE, NJ 07109		0.31 NE	17	\$1,887
753201	RIVERSIDE BODY & FENDER WORKS VALLEY ST BELLEVILLE, NJ 07109		0.32 NE	5	\$729
801101	EHPN WASHINGTON AVE BELLEVILLE, NJ 07109		0.33 SW	12	\$0
553123	RIVERSIDE TIRE & AUTO LLC VALLEY ST BELLEVILLE, NJ 07109		0.33 NE	6	\$975
591205	BELLEVILLE PHARMACY WASHINGTON AVE BELLEVILLE, NJ 07109	L	0.34 NE	5	\$1,723
733101	UPS ACCESS POINT LOCATION WASHINGTON AVE BELLEVILLE, NJ 07109		0.34 NE	13	\$3,638
721101	DIRTY LAUNDRY WASHINGTON AVE BELLEVILLE, NJ 07109		0.34 SW	1	\$170
614101	EQUITY MANAGEMENT WASHINGTON AVE BELLEVILLE, NJ 07109		0.34 SW	0	\$0
841201	NEWARK MUSEUM WASHINGTON AVE BELLEVILLE, NJ 07109		0.35 NE	2	\$0
723106	BEAUTY BAR WASHINGTON AVE BELLEVILLE, NJ 07109		0.35 NE	2	\$174
581208	POPEYES LOUISIANA KITCHEN WASHINGTON AVE BELLEVILLE, NJ 07109	h	0.35 SW	19	\$1,131
553123	ARDENT TIRE SHOP WASHINGTON AVE BELLEVILLE, NJ 07109		0.35 NE	1	\$325

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
533101	FAMILY DOLLAR WASHINGTON AVE BELLEVILLE, NJ 07109	E	0.35 SW	7	\$688
751401	ENTERPRISE RENT-A-CAR WASHINGTON AVE BELLEVILLE, NJ 07109	0	0.36 SW	10	\$2,740
359903	VICTORY TOOL MFG CO INC VALLEY ST BELLEVILLE, NJ 07109		0.36 NE	5	\$577
653118	CASALE REALTY WASHINGTON AVE BELLEVILLE, NJ 07109		0.37 SW	2	\$265
581208	SOLAR DO MINHO CLEVELAND ST BELLEVILLE, NJ 07109		0.38 SW	20	\$1,190
553123	QUALITY AUTO CTR WASHINGTON AVE BELLEVILLE, NJ 07109		0.38 NE	4	\$650
552198	WFA AUTO SALES WASHINGTON AVE BELLEVILLE, NJ 07109		0.38 SW	2	\$1,630
552198	MCE MOTORS WASHINGTON AVE BELLEVILLE, NJ 07109		0.38 SW	1	\$544
552198	CARS FOR FILMS WASHINGTON AVE BELLEVILLE, NJ 07109		0.39 SW	2	\$3,259
152139	LUCHY AMOR RENOVATION WASHINGTON AVE BELLEVILLE, NJ 07109		0.40 NE	4	\$1,567
174101	GR MASONRY WORK LLC WASHINGTON AVE BELLEVILLE, NJ 07109		0.40 SW	5	\$840
723102	NAILASIA WASHINGTON AVE BELLEVILLE, NJ 07109		0.41 NE	2	\$87
701101	BELLEVILLE MOTOR LODGE WASHINGTON AVE BELLEVILLE, NJ 07109		0.42 NE	22	\$2,576
762902	BELLEVILLE APPLIANCE REPAIR WASHINGTON AVE BELLEVILLE, NJ 07109		0.42 NE	9	\$681
581208	NOCHES DE COLOMBIA WASHINGTON AVE BELLEVILLE, NJ 07109		0.42 NE	4	\$238
581208	ALMIDUSA LLC WASHINGTON AVE BELLEVILLE, NJ 07109		0.42 NE	4	\$238

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
421401	BELLEVILLE LONG DISTANCE MVNG WASHINGTON AVE BELLEVILLE, NJ 07109		0.42 NE	7	\$985
609910	ECUATORIANA EXPRESS WASHINGTON AVE BELLEVILLE, NJ 07109		0.42 NE	2	\$1,130
737801	TYMETECH COMPUTER SVC WASHINGTON AVE BELLEVILLE, NJ 07109		0.43 SW	1	\$145
581208	CHINA TASTE WASHINGTON AVE BELLEVILLE, NJ 07109		0.43 SW	2	\$119
999977	CYBERPROS USA WASHINGTON AVE BELLEVILLE, NJ 07109		0.43 SW	0	\$0
726103	IRVINE-COZZARELLI MEMORIAL HM WASHINGTON AVE BELLEVILLE, NJ 07109		0.43 NE	3	\$483

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Appendix II

Restaurant Consumer Behavior In Walking Distance

Demographic Summary		2021	2026
Population		9,254	9,274
Population 18+		7,224	7,421
Households		3,190	3,191
Median Household Income		\$60,398	\$65,978
Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	4,865	67.3%	93
Went to family restaurant/steak house 4+ times/month last 30 days	1,500	20.8%	84
Spent at family restaurant/steak house last 30 days: \$1-30	288	4.0%	54
Spent at family restaurant/steak house 30 days: \$31-50	475	6.6%	74
Spent at family restaurant/steak house last 30 days: \$51-100	973	13.5%	93
Spent at family restaurant/steak house last 30 days: \$101-200	586	8.1%	90
Spent at family restaurant/steak house last 30 days: \$201+	275	3.8%	90
Spent at fine dining last 30 days: \$1-100	229	3.2%	82
Spent at fine dining last 30 days: \$101+	225	3.1%	73
Went to family restaurant last 6 months: for breakfast	775	10.7%	89
Went to family restaurant last 6 months: for lunch	1,374	19.0%	106
Went to family restaurant last 6 months: for dinner	2,263	31.3%	71
Went to family restaurant last 6 months: for snack	106	1.5%	80
Went to family restaurant last 6 months: on weekday	1,446	20.0%	68
Went to family restaurant last 6 months: on weekend	2,450	33.9%	87
Went to family restaurant last 6 months: Applebee's	1,119	15.5%	85
Went to family restaurant last 6 months: Bob Evans	33	0.5%	15
Went to family restaurant last 6 months: Buffalo Wild Wings	311	4.3%	46
Went to family restaurant last 6 months: California Pizza Kitchen	287	4.0%	160
Went to family restaurant last 6 months: The Cheesecake Factory	672	9.3%	132
Went to family restaurant last 6 months: Chili's Grill & Bar	666	9.2%	90
Went to family restaurant last 6 months: CiCi's Pizza	153	2.1%	100
Went to family restaurant last 6 months: Cracker Barrel	183	2.5%	22
Went to family restaurant last 6 months: Denny's	1,085	15.0%	175
Went to family restaurant last 6 months: Golden Corral	300	4.2%	63
Went to family restaurant last 6 months: IHOP	651	9.0%	97
Went to family restaurant last 6 months: Logan's Roadhouse	18	0.2%	9
Went to family restaurant last 6 months: LongHorn Steakhouse	164	2.3%	40
Went to family restaurant last 6 months: Olive Garden	972	13.5%	86
Went to family restaurant last 6 months: Outback Steakhouse	228	3.2%	39
Went to family restaurant last 6 months: Red Lobster	494	6.8%	73
Went to family restaurant last 6 months: Red Robin	311	4.3%	60
Went to family restaurant last 6 months: Ruby Tuesday	93	1.3%	33
Went to family restaurant last 6 months: Texas Roadhouse	302	4.2%	37
Went to family restaurant last 6 months: T.G.I. Friday's	316	4.4%	100
Went to family restaurant last 6 months: Waffle House	178	2.5%	39
Went to family restaurant last 6 months: fast food/drive-in	6,248	86.5%	96
Went to fast food/drive-in restaurant 9+ times/month	2,375	32.9%	86
Spent at fast food restaurant last 30 days: <\$1-10	188	2.6%	66
Spent at fast food restaurant last 30 days: \$11-\$20	621	8.6%	94
Spent at fast food restaurant last 30 days: \$21-\$40	1,168	16.2%	102
Spent at fast food restaurant last 30 days: \$41-\$50	554	7.7%	91
Spent at fast food restaurant last 30 days: \$51-\$100	1,139	15.8%	90
Spent at fast food restaurant last 30 days: \$101-\$200	632	8.7%	90
Spent at fast food restaurant last 30 days: \$201+	273	3.8%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

May 05, 2022

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	2,288	31.7%	98
Went to fast food restaurant in the last 6 months: home delivery	914	12.7%	142
Went to fast food restaurant in the last 6 months: take-out/drive-thru	2,619	36.3%	76
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,775	24.6%	120
Went to fast food restaurant in the last 6 months: breakfast	2,461	34.1%	99
Went to fast food restaurant in the last 6 months: lunch	3,015	41.7%	84
Went to fast food restaurant in the last 6 months: dinner	2,541	35.2%	75
Went to fast food restaurant in the last 6 months: snack	957	13.2%	106
Went to fast food restaurant in the last 6 months: weekday	3,369	46.6%	80
Went to fast food restaurant in the last 6 months: weekend	3,369	46.6%	99
Went to fast food restaurant in the last 6 months: A & W	42	0.6%	26
Went to fast food restaurant in the last 6 months: Arby`s	459	6.4%	37
Went to fast food restaurant in the last 6 months: Baskin-Robbins	364	5.0%	138
Went to fast food restaurant in the last 6 months: Boston Market	230	3.2%	124
Went to fast food restaurant in the last 6 months: Burger King	1,691	23.4%	83
Went to fast food restaurant in the last 6 months: Captain D`s	78	1.1%	31
Went to fast food restaurant in the last 6 months: Carl`s Jr.	869	12.0%	207
Went to fast food restaurant in the last 6 months: Checkers	206	2.9%	85
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,267	17.5%	64
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,228	17.0%	131
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	193	2.7%	118
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	292	4.0%	122
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	180	2.5%	88
Went to fast food restaurant in the last 6 months: Dairy Queen	395	5.5%	36
Went to fast food restaurant in the last 6 months: Del Taco	475	6.6%	171
Went to fast food restaurant in the last 6 months: Domino`s Pizza	1,204	16.7%	121
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,248	17.3%	128
Went to fast food restaurant in the last 6 months: Five Guys	595	8.2%	90
Went to fast food restaurant in the last 6 months: Hardee`s	50	0.7%	13
Went to fast food restaurant in the last 6 months: Jack in the Box	1,199	16.6%	203
Went to fast food restaurant in the last 6 months: Jimmy John`s	128	1.8%	32
Went to fast food restaurant in the last 6 months: KFC	1,247	17.3%	89
Went to fast food restaurant in the last 6 months: Krispy Kreme	299	4.1%	69
Went to fast food restaurant in the last 6 months: Little Caesars	822	11.4%	93
Went to fast food restaurant in the last 6 months: Long John Silver`s	55	0.8%	24
Went to fast food restaurant in the last 6 months: McDonald`s	3,518	48.7%	95
Went to fast food restaurant in the last 6 months: Panda Express	875	12.1%	115
Went to fast food restaurant in the last 6 months: Panera Bread	594	8.2%	65
Went to fast food restaurant in the last 6 months: Papa John`s	436	6.0%	75
Went to fast food restaurant in the last 6 months: Papa Murphy`s	75	1.0%	26
Went to fast food restaurant in the last 6 months: Pizza Hut	965	13.4%	97
Went to fast food restaurant in the last 6 months: Popeyes Chicken	937	13.0%	124
Went to fast food restaurant in the last 6 months: Sonic Drive-In	170	2.4%	20
Went to fast food restaurant in the last 6 months: Starbucks	1,542	21.3%	117
Went to fast food restaurant in the last 6 months: Steak `n Shake	202	2.8%	56
Went to fast food restaurant in the last 6 months: Subway	1,139	15.8%	69
Went to fast food restaurant in the last 6 months: Taco Bell	1,768	24.5%	85
Went to fast food restaurant in the last 6 months: Wendy`s	1,464	20.3%	78
Went to fast food restaurant in the last 6 months: Whataburger	117	1.6%	29
Went to fast food restaurant in the last 6 months: White Castle	258	3.6%	122
Went to fast food restaurant in the last 6 months: Wing-Stop	265	3.7%	123
Went to fine dining restaurant last month	529	7.3%	77
Went to fine dining restaurant 3+ times last month	150	2.1%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

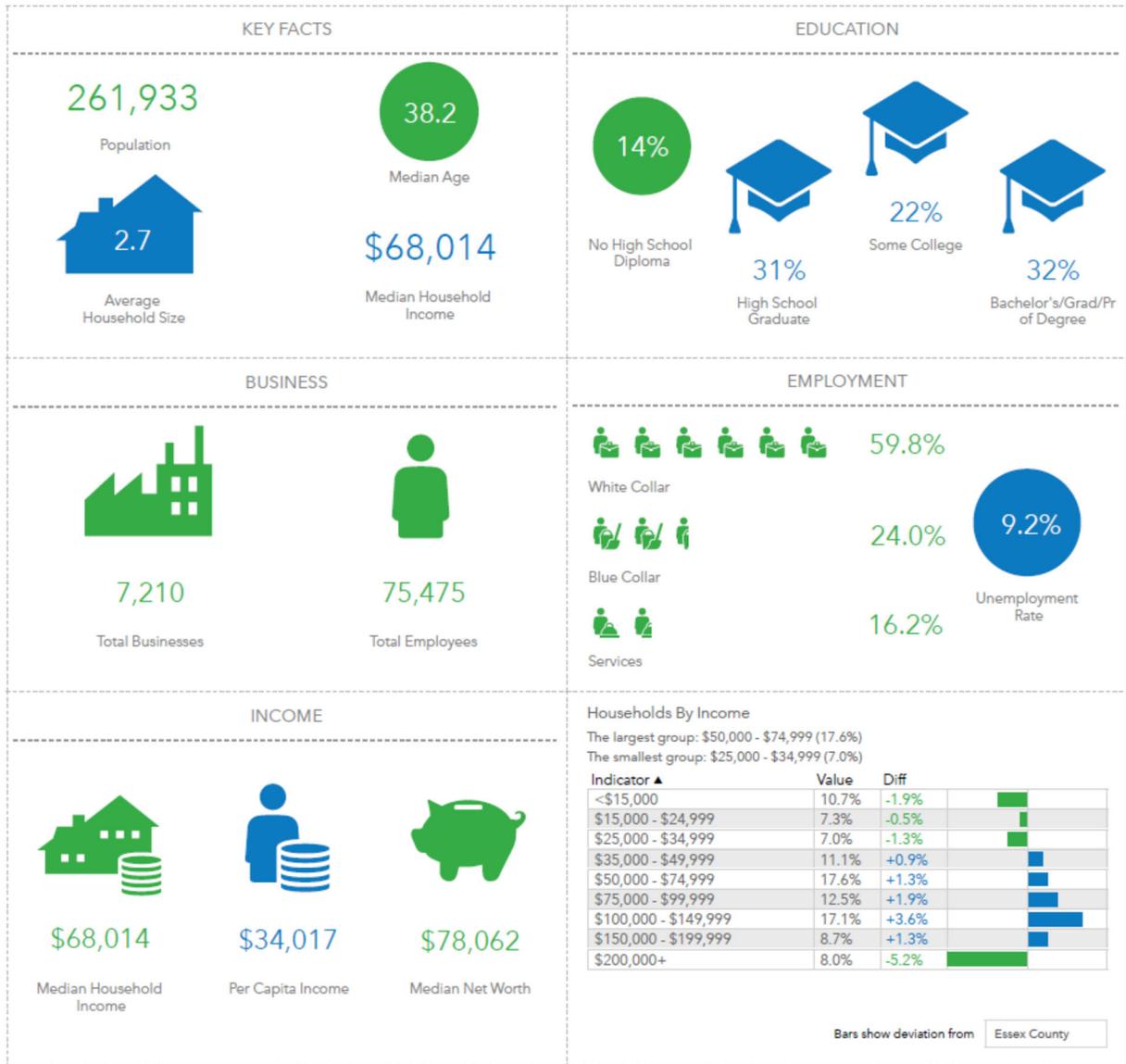
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

May 05, 2022

May 19, 2022

Appendix III

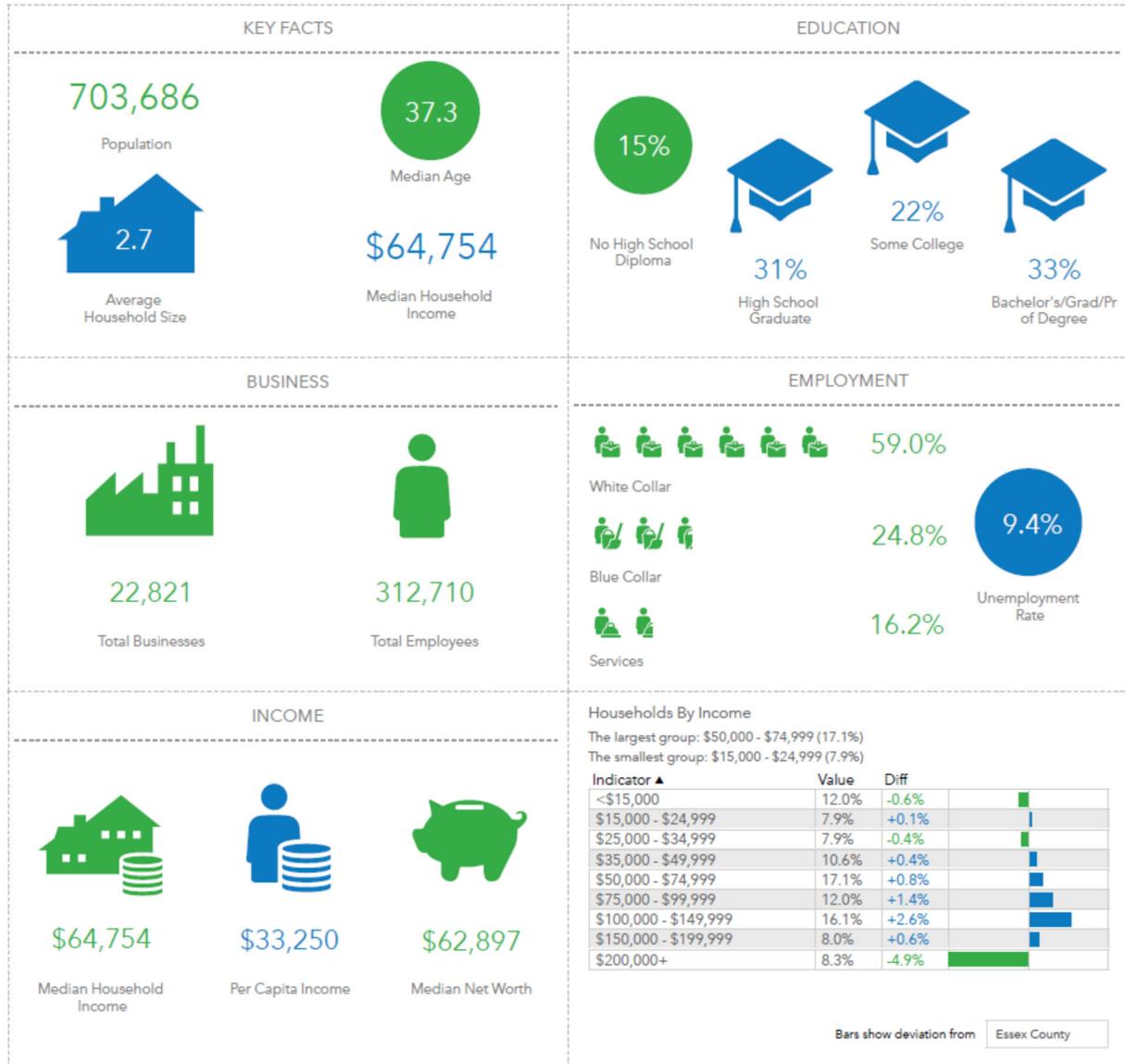
10 Minute Drive Time Key Facts



This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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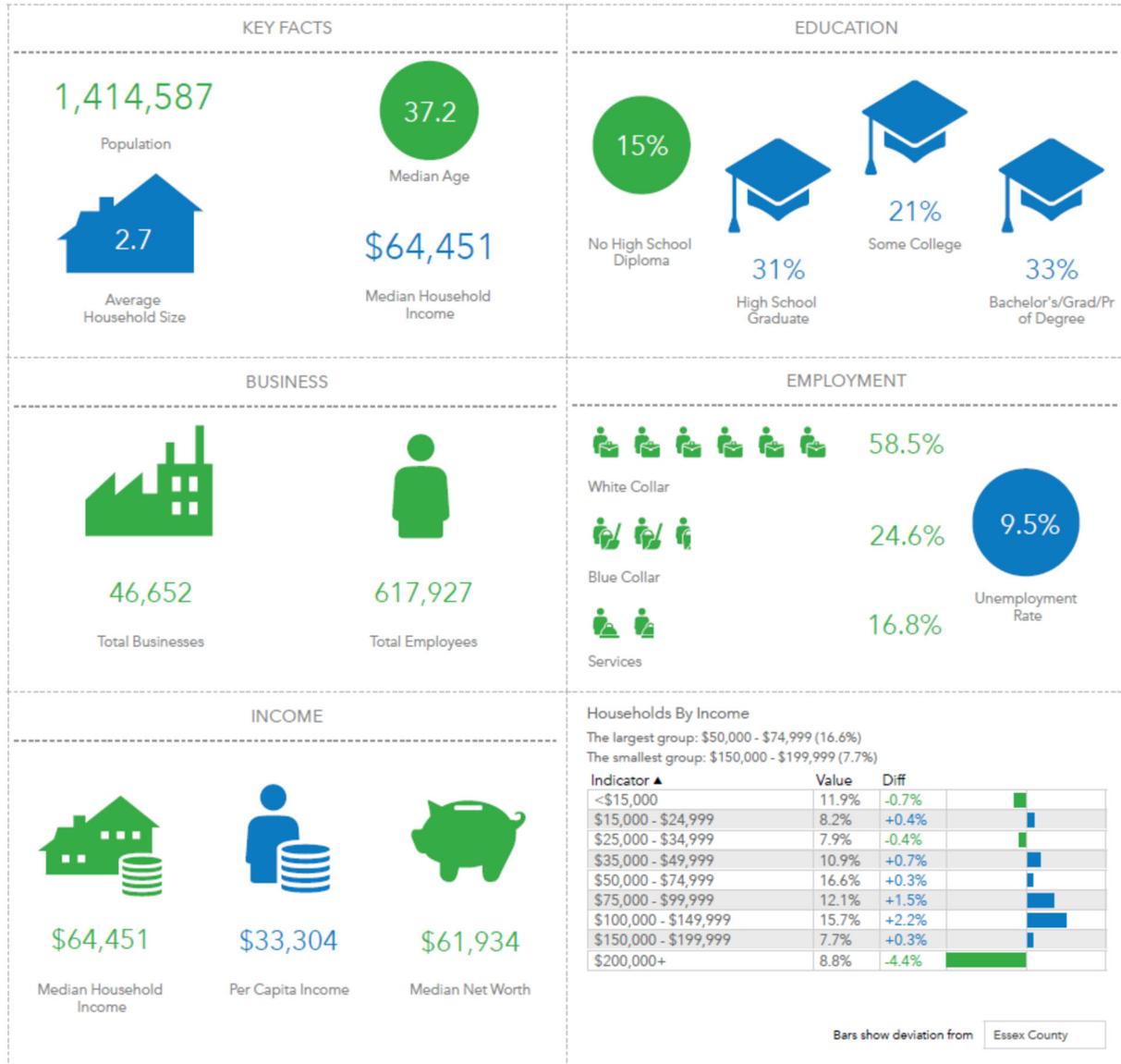
15 Minute Drive Time Key Facts



This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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20 Minute Drive Time Key Facts



This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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TNJ Washington Avenue Advisory Group Meeting

Zoom Meeting

February 9, 2022

Attendees

Advisory Group

- Frances Bacardi - Interim Library Director
- Gabrielle Bennett-Meany - Municipal Green Team President
- Renato Peralta - Library Board President
- Brian Banda - Planning Board Member
- Gustavo Soriano - Exodus Hair Studio, Zoning Board Member
- Joyce Donnelly - President of Belleville Women's Club
- Robert J. Tessier - NJ Dept. of Community Affairs, Data
- George DelGrande - Deputy Chief Belleville Fire
- Anthony Iacono - Township Manager, Belleville
- John Rescinitti - Motorcycle Mall
- Donna Pietroiacovo - Suburban Essex Chamber of Commerce
- Vincent Cozzarelli - Belleville Council Member
- Dee Frias - Provident Bank

Voorhees Transportation Center, Rutgers University

- Nieves Pimienta
- Miriam Salerno
- Eliot Benman
- Alex Bahls

North Jersey Transportation Planning Authority

- Keith Hamas - North Jersey Transportation Planning Authority, Principal Planner

Discussion

Understanding Washington Avenue – What are the strengths and weaknesses of Washington Avenue?

Strengths

- A lot of traffic because close to Manhattan (Frances)
- Area is Township's government/civic center - Town Hall a block away from Library, central area with public buildings (Frances)
 - Library well-maintained
 - Town hall should invest in façade and grounds as a starting point to attract people into the area
 - Township should invest in outdoor space by town hall
- There are great businesses in the area

- Diversity of people (Joyce/John)
 - Residents co-operate well together. The community brings different people together.
 - More and more diverse; the community has a lot to give.
- The area is a central hub. The majority of barber shop clients are not from Belleville. Exodus draws customers from of the surrounding areas.

Weaknesses

- Parking meters
- Sidewalks maintenance
- Parking on Washington Avenue is difficult, need more parking spaces to park to support growth.
 - Township gives a customer the highest ticket possible when they park to get a slice of pizza or haircut. They won't come back to Belleville if they get a \$40 ticket.
- Lack of diversity of business.
- Would like higher quality businesses.
- Need more retail, currently a lot of professional services, like Wal-Mart, Target or Home Depot.
- Would like to see entertainment businesses such as a movie theater.
- Safety is an issue, especially at night.
- Area is not pedestrian friendly. Washington Avenue is a 4-lane highway, people speed down to get to tunnel, 50-60 MPH.
- Very wide street, doesn't feel like a small town given speeding.
- A pedestrian was killed last year.
- Lack of open space.
- Transportation options. One bus goes down Washington Avenue; it doesn't even go to Newark Penn Station.
- There are bus stops not at a traffic light and without nearby crosswalks.
- People cross from Shop Rite to bus stop, no traffic light, blind corner.
 - Potentially addressed in road diet meeting with NJDOT.
- Neon lights on businesses – tacky, other towns more muted.

Visioning – What is your vision for Washington Avenue?

- We have conventional style apartments, higher end apartments to get more demographics, that's an opportunity. The projects will add population, foot traffic to help with businesses.
- More pedestrian friendly, attract families and pedestrians; a place for everyone.
- Want a main store to attract people but not a "big box" store.
 - Example: In Upper Montclair there is a small Talbots, a big name that supports other businesses.
 - Get a Starbucks as an anchor/magnet to bring in other businesses.
 - Township is "working on it". Starbucks require drive through, needs to go through review process.
- Mix of new projects that strengthen the economy, hopefully rehab some of the smaller buildings, nicer signage, like the existing diversity of businesses, want wealth diversity, need bigger name brands.
 - Add new residents, provide a base for bigger businesses, spur more growth.

- Used to have a ton of stores in the area before Shop Rite was built. The draw was the food shopping, we need something to draw people. People would go to pizza, shoes, lingerie shops, sit and watch, do all your errands. We should re-create that setting.
 - The clients are there, but people see Belleville as a commuter town, people come here to sleep not to do shopping.
 - Clients of barber shop will not shop in Belleville
- Request for logo, branding.
- When I go to Hoboken, I don't look at the library and city hall, we need other things to attract people, for people to look at or do.
- Considered angled parking.

TNJ Washington Avenue Advisory Group Meeting

Zoom Meeting

April 14, 2022

Attendees

Advisory Group

- Carlos Pomares – Essex County Board of Commissioners VP
- Frances Bacardi – Interim Library Director, Belleville Public Library
- Renato Peralta – President, Library Board of Trustees, Belleville Public Library
- Dee Frias - Provident Bank
- Brian Banda - Belleville Planning Board
- Robert Tessier - Departmentt of Community Affairs
- Gabrielle Bennett-Meany - Green Team President

Voorhees Transportation Center, Rutgers University

- Eliot Benman
- Miriam Salerno
- Alex Bahls
- Nieves Pimienta

North Jersey Transportation Planning Authority

- Keith Hamas - Planner with NJTPA

Presentation

- Presentation of agenda
- TNJ and NJTPA background information
- TNJ Belleville assistance overview
- Past work
- Strengths
- Weaknesses

Recommendations Review

RU-VTC presented recommendations and participants provided feedback through Zoom polls and verbal comments. The poll asked “Which strategies should Belleville prioritize?” foe each of the four identified draft goals.

Poll 1 - Create a sense of place.

- Poll results: Public Space (3), Branding (1)
- Library mentioned Information Kiosks.

Poll 2 - Improve the pedestrian experience and promote biking and walking

- No poll responses.
- Streetscaping is favored strategy (unanimous, 5-6)

Poll 3 - Create a vibrant local dining district.

- Poll results: Rest/Café Outdoor Seating (2), Dining District Marketing (1)
- Library wants all three and thinks should be part of a package, but outdoor seating if you had to pick one.
- Carlos agrees with library that all three are important, said seating is important but off-season (winter) is difficult challenge. Similar areas hold restaurant week during historically slow times.

Poll 4 - Improve existing and attract new services and amenities.

- Poll results: Customer Parking (2), Business Promotion (1)
- Library: Priority 1 is building facades, once that improves, implement the rest. Priority 2 is 15-minute parking with electronic meters; our old meters that require coins ages the town and aggravates customers.
- Dee Frias: Priority 1 is parking. Priority 2 is façade improvement.
- Carlos Pomares: 15-minute parking and metered parking by machine critically important.
- Business promotion may be easier to achieve than trying to get people to change awnings and facades. Based on experience, can be difficult to get business owners to invest in façade improvements even with matching grants.

Discussion

What strategies are important to you? Think about the order in which the town could attack; what should happen first?

- Carlos Pomares mentioned experience in a similar town, Bloomfield, where NJTPA has been helping them with branding. Thinks branding of the Essex-Hudson Greenway should be an eventual consideration and Morristown Greenway could be an easier lift now. Agrees that Cherry Blossoms are good branding and thinks Belleville can do more to take advantage of what the county is already doing with the Cherry Blossom Festival. How do we draw the cars and visitors going to Cherry Blossom Festival to Washington Avenue? Belleville should be a bigger park of that celebration given how close it is to Branch Brook and Newark.
- Frances Bacardi supports increasing cherry trees in the area, but does not think they are appropriate on Washington Avenue because they can damage cars that are parked if not properly pruned and also roots can damage sidewalks. Thinks they should be in an area where people can sit and admire them that is self-contained. Prefers trees that provide shade and gave pear trees as an example.
- Brian Banda agreed with Frances that street trees are important but should not use Cherry Blossoms. Thinks making Washington Avenue feel safe and welcoming to pedestrians should be a top priority. Mentioned bike lanes, bump out curbs, artificial curbs, and street trees. Doesn't think bike lanes that are just painted on but not protected will be used. Second priority should be parking. Third should be everything else. Discussed the road diet with Keith, who offered to put him in contact with someone from Middlesex County to discuss.

- Frances Bacardi stated concerns about safety of bike lanes especially at traffic signals. Worries about cars making right turns hitting bikes going straight. Keith responded by describing the different bike lanes design solutions to address this problem, but reiterated design is ultimately up to NJDOT for state routes. Keith mentioned possibility of reverse angle parking. Brian expressed concerned that angled parking would slow down traffic.
- Dee Frias stated parking is number one concern; doesn't want people ticketed if getting take out and need to go in restaurant. Agreed with Carlos that it may be difficult to get business owners to fix facades, think we should look into cheaper options and ways to incentivize owners to upgrade facades. Agrees with cherry tree concerns and mentioned they had one in front of bank and removed it because it was damaging parked cars.

TNJ Washington Avenue Business Meeting

Via Zoom

May 17, 2022

Attendees

Washington Avenue Business Owners

- James "Jimmy" Dunn, owner of All Safe Fire Sprinkler at 125 Washington Avenue
- Vipul Malaviya, pharmacist, owner of small pharmacy Unicare Pharmacy
- Alberto Guini, owner of Alberto's Restaurant

TNJ Project Team

- Eliot Benman, Voorhees Transportation Center, Rutgers University (RU-VTC)
- Alex Bahls, RU-VTC
- Nieves Pimienta, RU-VTC
- Miriam Salerno, RU-VTC
- Keith Hamas, Principal Planner, North Jersey Transportation Planning Authority
- Gaby Bennett-Meany, Green Team President

Presentation

RU-VTC presented on planned changes coming to Washington Avenue, the draft recommendations of the Washington Avenue Strategic Placemaking Plan, and potential business coordination models for implementing the recommendations.

Discussion

How do you think the changes coming to Washington Avenue will impact your business?

Business representative comments included the following:

- The area between William Street and Joralemon was paved just last month and there were no bike lanes.
- Traffic is brutal. Hot topic with amount of construction/new development, how much traffic will it cause? Worried about traffic increase in future.
- Another big issue is double parking. It creates traffic and noise issues. Occurs up and down Washington Avenue.
- Don't need more parks, two blocks away from Belleville Park on south end, a block away from William Street there is another entrance to park; Belleville High School is also available (not near Washington Avenue).
- No answer for parking other than a municipal lot to create more spaces. There is one near his building and its always packed.
- Don't think pop-up parks on sidewalk are safe given Washington Avenue traffic. Would have to be in a parking lot and he don't want them to take away parking spots.

- Façade work would help. Matching grants would be good because taxes are high, people won't choose to beautify businesses if there isn't an incentive.
- Unsure if angled parking will increase the parking. Was proposed, but might have been a rumor.

How will the changes coming to Washington Avenue impact your business?

Business representative comments included the following:

- Participant stated business-wise the changes are good, opportunity to meet more people, get more people walking by. People that live upstairs in the building participant's business is in will have to deal with additional people, additional traffic. New apartment building under construction will have restaurant and retail, might bring some people into town, foot traffic. Negative and positives. Big negative is parking. The positive is more people.
- Participant stated doesn't like bike lanes, nobody uses them and take away parking. Washington Avenue is often empty on Sunday. Activities on Sundays would help; need to draw people on Sundays. Thinks outdoor seating helps draw people, people like to go to café/restaurant to grab drink/food. Do something to make avenue look better, beautify. Need more family places, places where people can come and mix. Need parades and festivals. Washington Avenue parade used to be huge; ended in the 90s. Moved to Union Avenue/Nutley. Cherry Blossom parade in the 70s. More people in town better for business, new building will bring a lot of customers. Very happy to have 600 more families. Parking is bad. School system not as good. Belleville is great – town is safe, close to others, quiet. How make it more attractive? How get people walking, street is side wide, people mainly use cars. Need more businesses, different types of businesses
- A participant asked if old buildings go away and replaced new construction. Participant heard from a building owner, they said he was forced to sell his building to redevelop the area. Eliot explained that plan is not to tear everything down, but there may be some new development at certain sites, while the focus should also be to improve what already exists. The participant feels positive; people like the service of a local pharmacist over chain stores; more people is good.

What type of coordination model do you prefer (activist approach, Business Development Committee, Local Chamber of Commerce or Business Improvement District)?

- Participant stated façade improvement plan is important, most of buildings are very old and not in the best shape. There are at least three new projects on central and north side, our business is working with two of them. Grant money, tax abatement to give people the incentives to improve their property. Likes the business development committee; as long as they are able to work together with local government. Think the mayor and Councilman Cozzarelli have the best interests of Belleville in mind.
- Participant stated people have been doing a good job over the last four years, if people get together it can change everything, community is what makes it great. A big event like a festival would help.
- All participants agreed that a Business Development Committee would be the best coordination model for Washington Avenue and Belleville for the time being.



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