DOWNTOWN DOVER

VISITORS GUIDE & ECONOMIC

REVITALIZATION STRATEGIES.

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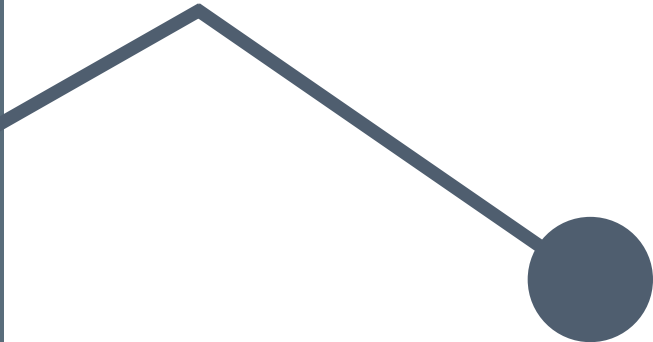
INTRODUCTION

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. Each of the four Task Forces is 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 Local Technical Assistance (LTA) Program provides TNJ 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.

View of Blackwell Street, Dover's downtown commercial corridor

DOVER PROJECT BACKGROUND

In 2020, Together North Jersey awarded the Town of Dover technical assistance to develop a business directory for Downtown Dover. The initial scope evolved into creating the Dover Visitors' Guide, which is intended to capture and promote Downtown Dover's many attractions—restaurants, shops, bakeries, bars, etc.—to residents of Dover and neighboring towns.

In addition to creating the Dover Visitors' Guide, Together North Jersey also researched and developed strategy recommendations to improve economic vitality in the downtown. These strategies were informed by desktop research and extensive public engagement with area residents and business owners. Together, the Visitors' Guide and the recovery strategies emphasize Dover's strengths in cultural diversity, community pride, scenic parks, and historic buildings.

ABOUT DOVER

POPULATION DEMOGRAPHICS

Dover's population is roughly 17,000. It is a majority-minority community where two-thirds of residents identify as Hispanic, and a similar percentage report speaking a language other than English at home. Another 20 percent of residents identify as non-Hispanic white, and 9 percent identify as Black. Forty-six percent of Dover residents are first-generation immigrants. These demographics make Dover much more ethnically diverse than the surrounding towns of Morris County. It is also slightly younger than the rest of Morris County. Eleven percent of Dover's population is over age 65, compared to 18 percent of Morris County's population.

DOWNTOWN DESCRIPTION

Dover is a small but densely populated town. Its downtown district, filled with businesses, restaurants, churches, and mixed-use buildings, runs mainly along Blackwell Street and includes the Dover train station. It has ample, wide sidewalks so that visitors can walk to multiple destinations. In addition to the train station, Downtown Dover contains several NJ TRANSIT bus stops and other services such as grocery stores, barbershops, banks, a post office, and a medical clinic. It is adjacent to several parks, like Crescent Field and JFK Park. There is street parking on Blackwell and surrounding streets, plus public, paid parking lots at the train station, Crescent Field, and other locations throughout the downtown area.

A noticeable feature of Downtown Dover is its history and historic buildings. Much of the downtown is part of the Blackwell Street Historic District, listed on the National Register of Historic Places. Dover was a key industrial town in Morris County for many decades. From colonial times until the mid-twentieth century, Dover was home to iron mines and manufacturing that once supplied Revolutionary War munitions. It was also a large port on the Morris Canal. Alongside the booming industry, Dover's many theaters were regular stops for vaudeville performers, and Downtown Dover was once the site of America's first "in-town" shopping mall in the 1950s. This extensive history is featured prominently in the Visitors' Guide.

TOWN OF DOVER MARKET CONDITIONS

Using ArcGIS Business Analyst, the Division of Local Planning at the Department of Community Affairs (DCA) provided Together North Jersey with an analysis of three market areas from the center of downtown Dover—five, ten, and twenty-minute drive times.

The analysis found that:

» Within the 5-minute drive there are 31,984 people with a 15.4 percent unemployment rate and a median household income of $74,798.

» Within the 10-minute drive there are 75,781 people with a 14.5 percent unemployment rate and a median household income of $90,378.

» Within the 20-minute drive, there are 314,461 people with an unemployment rate of 13.6 percent and a median household income of 105,412.

This analysis shows that disposable income and population increase with drive time, presenting the town with an important opportunity to market the downtown business district to the larger regional market, including portions of Sparta, Mount Olive, Morristown, and Parsippany/Troy Hills. These communities offer potential customers for Dover and, through targeted regional marketing and branding initiatives, are likely to be attracted to the town's dining and entertainment venues. More details on this drive-time analysis can be found in the Appendix A.

DCA also provided Together North Jersey with a summary of the dominant family types in each drive time of the market areas. There are four dominant consumer types within the 20-minute market area. Detailed descriptions of these consumer types are found in Appendix A. Key findings are summarized below:

» **International Market Place** makes up 51.9 percent of the families in the 10-minute drive time and is 40 percent foreign-born, lower median income than the surrounding areas. As consumers, they are attentive to personal style and purchases that reflect their youth and their children.

» **Enterprising Professional** makes up 19.7 percent of the families in the five-minute drive time. They are well educated and climbing the professional ladder. As consumers, they eat out frequently, buy online books and shop at Amazon.

» **The Pleasantville segment** makes up 41.1 percent of the families in the 10- and 20-mile drive time and are slightly older couples who have or are transitioning to empty nesters. They have larges disposable incomes and enjoy outdoor gardening, going to the beach, making home improvements, and going to entertainment venues.

» **Savvy Suburbanites** make up 14.3 percent of the families in the 20-mile drive time and are well educated, well-read, and well-capitalized. They enjoy good food and wine plus the amenities of city cultural life.

The market conditions presented above show a clear opportunity for the Town of Dover to attract higher-income families from the surrounding areas by offering unique dining, historic attractions, and shopping opportunities while also continuing to serve the local community and the unique needs of the International Marketplace.

PUBLIC AND STAKEHOLDER ENGAGEMENT

To acquire the perspectives of Dover residents, business owners, and visitors, TNJ staff carried out multiple stakeholder engagement activities. These activities focused on challenges and opportunities for the downtown and how COVID-19 has affected local businesses and the overall business environment. Due to the pandemic, staff could not meet with Dover stakeholders in person and conducted all engagement virtually. The engagement program included the following activities:

ONLINE SURVEY

TNJ staff created and distributed a public survey for both Dover residents and non-residents. The survey included specific sets of questions for residents, visitors, and business owners.   For example, business owners answered questions about how they had been affected by COVID-19 and what assistance they would like from the town. All respondents answered questions about what they like (or dislike) about Dover and the downtown area and what they think would make Downtown Dover more appealing for visitors. The survey was published in English and Spanish, and it received over 100 responses. The survey and overall project objectives were presented at the Mayor and Board of Alderman meeting. A full summary of the online survey results is included in Appendix B.

Paella, Jai-Alai Restaurant

» ***Major findings:*** Many respondents want to see more events held in Dover, such as street fairs and a return of the weekly flea market. Respondents like Dover's diversity and restaurants, but some want to see greater variety in the available cuisines and shops. Downtown Dover is popular not just for its restaurants but also for running errands such as buying groceries and going to the post office. Many survey participants praised Dover's parks and wanted to see more recreation opportunities.

Biztec a la Mexicana, Laura's Coffee and Restaurant

VISITORS GUIDE ADVISORY COMMITTEE:

As part of the engagement process, TNJ and Dover staff established an advisory committee consisting of residents, business owners/managers, and municipal officials. The advisory committee met four times throughout the project to assist the TNJ team in developing plans for survey distribution and brainstorming ideas for attracting visitors to Dover. The advisory committee also provided TNJ staff with feedback on the style and content for the Visitors' Guide and the local attractions and features it should highlight.

» *Major findings:* The advisory group felt that Dover has a strong sense of community, and its residents are proud of their town and its diverse ethnic heritage. These are strengths which the town should lean on. Dover's past events have been well attended by residents, but they could be even more popular with better outreach to the residents of nearby municipalities.

Mexican and Colombian breads, Laura's Coffee and Restaurant

BUSINESS INTERVIEWS

To obtain a more detailed, personal understanding of how Dover's businesses have fared with COVID-19 and other challenges they might face, the TNJ team interviewed 12 local business owners/managers. The interviewees represented the retail, dining, and personal services sectors. Ten interviews were conducted in Spanish and two in English. A summary of the findings from these business interviews is included in Appendix C.

» *Major findings:* Many entrepreneurs expressed a desire to hold more public events in Dover to attract out-of-towners while also calling for more thorough engagement from the town on advertising and financial aid for businesses. Downtown Dover businesses would benefit from forming a chamber of commerce or a similar type of forum. They would discuss their experiences and challenges with one another, forming a better understanding of common issues and creating clear "asks" from the town. Business owners conceded it might be difficult to organize all businesses, and the town would need Spanish language services. Most of the participants expressed the need for the town to promote its Downtown retail stores. Participants also provided specific promotional ideas for the town to consider.

THE DOWNTOWN DOVER VISITORS GUIDE

TNJ's technical assistance to Dover centered on the development of a Downtown Dover Visitors' Guide. This Guide aims to promote the features of the downtown and encourage visitors to explore shops, restaurants, historic sites, and other local attractions. The Visitors' Guide is included in Appendix D.

PROCESS FOR DEVELOPMENT

As a first step in developing the Visitors' Guide, TNJ staff researched and reviewed visitors' guides for other areas similar in size to Downtown Dover. These examples provided ideas for types of content to include in the Dover guide. Staff also met early on with Town of Dover staff and the project advisory committee to understand local priorities for the Guide, including what characteristics make the town unique and attractive. The public outreach survey, which received responses from residents, visitors, and local business owners, also provided the TNJ team with ideas about what makes Dover unique. While developing the Guide, staff members were in regular contact with Dover designated personnel for input on key decisions, such as the color scheme and what businesses to highlight in the Guide. The project advisory committee also met monthly to provide input on the Guide's content, look and feel.

WHAT'S INCLUDED

The Visitors' Guide describes Downtown Dover's history and present-day businesses, attractions, and amenities, accompanied by professional photographs and historical images, intending to attract new visitors. The Guide is specific to Dover's historic commercial area centered around Blackwell Street. Sections include:

1. *Welcome Letter from the Mayor* – Mayor Blackwell gives a quick introduction and welcome to the Guide.

2. *Dover: Morris County's Melting Pot* – A snapshot overview of Dover's cultural and ethnic diversity and the history of Dover as a community of immigrants over its history.

3. *Dining in Dover* – Highlights from the town's diverse dining scene, including a selection of restaurants representing each type of cuisine found in the town.
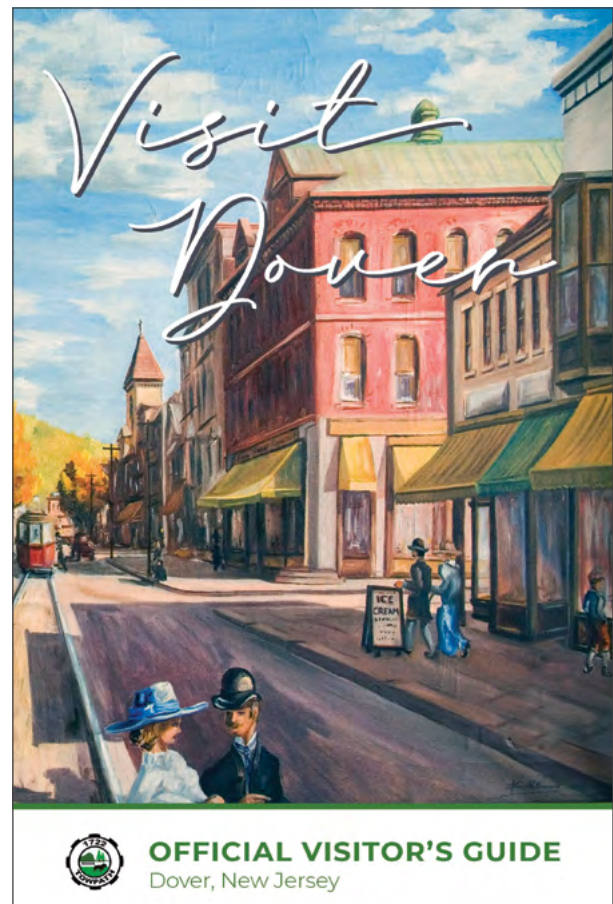
4. *Shopping in Dover* – A bit of history on Dover as a regional shopping destination, as well as what visitors will find there today.

5. *Outdoors in Dover* – An overview of the town's parks and outdoor amenities.

6. **The Theaters of Dover** – Some history on Dover's many theaters of the past and information on where to find entertainment today.

7. *Dover's Industrial History* – An overview of the history of mining, the Morris Canal, railroad, and other industrial features of the town.

8. **Downtown Walking Tour** – A guided tour map along with information on key stops of historical significance.

9. *Events and Activities* – Information on annual and seasonal events in Dover.

10. *Know Before You Go Information* – Information on transit, parking, and other public amenities.

Extensive assistance from the town historian and access to the Dover Area Historical Society's newsletter archive provided the basis for all historical background about the town's theaters, industry, and commerce. TNJ also hired a professional photographer who captured images of the downtown area, restaurants, parks, and other key attractions.

VISUAL IDENTITY THEMES

TNJ, in consultation with Dover staff, worked with a graphic designer to establish a cohesive visual identity for all elements of the visitors' Guide. The graphic designer met with the project advisory committee and reviewed comments from the public outreach survey as background for creating a visual identity inspired by Dover's history and current identity. The graphic designer and project staff selected a color palette that consists of shades of green and grey. The greens represent the energy and beautiful parks in Dover, and the greys

Photographer working on-site at Table 42 Restaurant and Bar

Excerpt from the Dover Visitors Guide visual identity proposal

represent the rich history of iron mining and railroad activity. In addition, the selected typeface is Montserrat, which is friendly, easy to read, and gives the impression of "moving forward" or "zooming through" due to the short letter height. Inspiration for the typeface comes from existing signage in Dover.

SUGGESTIONS TO DEPLOY THE VISITORS' GUIDE

TNJ has provided the Town of Dover with the complete digital files for the visitors' Guide. Dover staff will decide how to deploy the Guide and may consider using any of the following strategies for its use:

Printing and updating: The Visitors' Guide developed by TNJ will require regular updating and improvement to stay relevant and "fresh" for potential audiences. TNJ will make all digital files available to the town for its use. To that end, TNJ recommends the town undertake the following steps:

» Work with a professional printer to have the Guide printed in color for hard-copy distribution. The advisory group, along with other businesses and establishments interviewed, all expressed a desire to have hard copies of the Visitors' Guide available for customers and distribution (see distribution recommendations below)

» Develop a Spanish-language version of the Visitors' Guide. Nearly 50 percent of the residents of Dover speak Spanish as their first language. TNJ did not have the budget or time to create a Spanish version of the Guide but

highly recommends that the town undertake having it translated, laid out, and printed in Spanish. A document undergoes expansion when being translated from English to Spanish. Therefore, a Spanish-language version will require a new design allocating for the extra space needed.

» Update the Guide annually. During the team's conversations with the town and the advisory group, it was noted that there is a significant turnover of businesses and establishments in Downtown Dover. Though the Guide tried only to include long-standing establishments and events, it would be worthwhile to follow up annually to determine if there are businesses, attractions, or events that should be added or removed. These changes should be reflected in the print versions and the online/digital version. The town should carefully track where the Guides are distributed (see below) to send updated versions whenever necessary.

Distribution: The Visitors' Guide will only be an effective tool for Dover if it gets out to potential customers and visitors. To promote the Guide visibility and make sure users can find and access it, TNJ recommends the following:

» Ensure wide distribution. The printed Guide should be distributed as far and wide as possible to local businesses, establishments, residents, and institutions. The town should develop a distribution strategy that includes all local businesses, churches, hotels, real estate offices, apartment complexes, theaters, nearby entertainment centers (AMC Rockaway 16 movie theater, Marcade Family Fun Center, for example), and even schools. The Guide should also be available during local events such as the Memorial Day ceremony, fireworks show, and Colombian festival. If the town has the resources, it should consider mailing a copy of the Guide to all Dover residents.

» Work with the Morris County Tourism Bureau. The Morris County Tourism Bureau is the central hub for promoting destinations within the County. The town could use the Guide to promote Dover as a regional dining destination, as Dover stands out as unique in that area compared to other Morris County municipalities. In addition, the town should work with the tourism bureau to link directly to the Guide from the municipal website or share it as a downloadable PDF.

» Place the Guide in kiosks at nearby parks/recreation areas. Dover has several parks and recreational sites (Hedden Park, Crescent Field, the JFR Playground, Mountain Park, and Hurd Park) that may draw visitors from nearby communities. Having the Visitors' Guide available to pick up at the park kiosks would encourage those visitors to stay in town for lunch, shopping, or a historic walking tour.

» Engage in aggressive online promotion. The digital version of the Dover Visitors' Guide can potentially allow easy and wide distribution across the state. The town should post the Guide prominently on the website, but it should also be shared via social media by the town and local businesses. The town could also sponsor digital ads on websites such as njfamily.com, the Patch.com, and other local news outlets.

OTHER DOWNTOWN REVITALIZATION APPROACHES

While the Dover Visitors' Guide can be an excellent tool for promoting the town and encouraging new customers and patrons to visit, the Guide does not stand alone as the only strategy that the town could undertake to create a more inviting environment for businesses and visitors alike. As part of this technical assistance effort, the TNJ team conducted research to collect potential strategies and recommendations for downtown revitalization that might be a good fit for Dover. The research team then cross-referenced those strategies with the input received from both the business interviews and the public survey to develop recommendations that could be relatively easy to implement and meet the stated need or desire of the town's most important constituents. The recommendations are grouped into three basic strategy categories below.

STRATEGY 1: PUBLIC EVENTS

Description: Public events such as street fairs draw in residents and visitors who may not normally stop in town. Events like fireworks shows and cultural celebrations can entertain people of all ages, who might then be interested in checking out restaurants and stores they otherwise might never have come across.

What we heard: Many survey respondents indicated that they wanted to see "more events" in Downtown Dover. Events give people (residents and out-of-towners) a good reason to visit the town and appreciate its restaurants, retail, and historic architecture. Some events are also a point of pride for the town: the advisory committee expressed how traditions like the summer fireworks show and annual Colombian parade bring the Dover community together. Dover's many shops and restaurants appreciate events that are open to the public because they bring in new customers. The advisory committee members also noted that town events should have wider promotion and advertisement to bring in even more visitors to the town.

The Dover Flea Market was identified multiple times throughout the survey and interviews as an event that is missed by the town's residents and businesses. Residents and visitors enjoyed the experience of shopping at the market, and business owners/managers noted that the influx of people to the town on market days was a large economic driver and often a busy day for local establishments. It closed several years ago, but there is significant interest in reviving and revisiting this idea as a regular event in town.

Dover-specific considerations:

» The town may need to collaborate with businesses and stakeholders to bring back the flea market. TNJ staff could not determine why it shut down originally, so there may still be obstacles to bringing it back.

» Before COVID-19, Dover also organized several events that seemed limited to or promoted to residents only. If the town wants to bring in participants from neighboring communities, the town should explicitly promote these events as open to everyone to avoid confusion.

» Dover's diverse population may be interested in hosting more cultural events. One such cultural event, the annual Colombian parade, is extremely popular and well-attended. Establishing annual events that highlight other prominent cultural groups in town could be equally successful.

» In analyzing the town's calendar of events from the past 8-10 years, TNJ staff noticed that some events have only been held one or two times, while others run more consistently. Consistency in scheduling and repetition of annual events will help visitors and participants know what to expect from the town each year and plan accordingly. Dover should work with recreation and scheduling to create as many consistently annual or seasonal events as possible to promote routine visitors who participate in seasonal traditions.

» In addition to larger annual events, the town could explore scheduling smaller, more frequent events, such as the flea market mentioned above, or open streets events to encourage pedestrian exploration. Seasonal open streets events could pair with live outdoor music or pop-up concerts to encourage downtown nightlife and dining.

Where to start:

» Looking towards the rest of 2021, the town should consider whether it wants to hold the events it canceled last year due to COVID-19. If the town chooses to hold these events, it will need to plan them in accordance with recommended safety precautions.

» The town should heavily promote events that are slated to happen this year to residents, businesses, and others. Social media and advertising on the Dover website will be helpful.

» The town should revisit why the Dover flea market ceased several years ago to better understand what barriers may exist today to restarting/bringing it back to the town.

» In addition to large events, which may be difficult to plan during the waning pandemic, the town should explore organizing smaller events that can be held routinely, such as temporary street closings or expanded summer outdoor dining.

STRATEGY #2: ENHANCING THE DOWNTOWN ENVIRONMENT/EXPERIENCE

Description: Downtown Dover features handsome, historic buildings, wide sidewalks, and proximity to several parks. But to further entice visitors and residents to explore these features, Dover could further beautify the downtown, encouraging people to stay and walk around. Beautification could include adding public art installations, new plantings, lighting, additional seating amenities (benches, tables, parklets), or expanding outdoor dining spaces. This enhanced environment could also improve safety and the perception of safety for residents and visitors.

What we heard: Both residents and visitors expressed a need for an enhanced/beautified space in the downtown district. Some felt that adding better street lighting might make downtown more popular at night since visitors usually only stop in during the day. Others requested a greater police presence so that visitors felt safe. Other survey respondents complained of seeing litter on the streets. A few businesses requested clearer or repeated instruction from the town on garbage and recycling pickups so that trash cans do not linger.

Business owners, in particular, saw a need for enhanced parking amenities. One business owner who turned a parking spot in front of her restaurant into a parklet has gotten great attention from customers; she uses it to market specialty foods. Business owners and a few survey respondents said there was not enough parking available for Downtown customers. Time limits on parking spots also force downtown employees to leave their jobs to park their cars elsewhere.

Dover-specific considerations:

» The town should consider how it could improve wayfinding so that visitors can more easily locate these amenities, parks, and parking. There is no clear signage on Blackwell Street indicating how to get to nearby Crescent Field, for example.

» Downtown Dover could benefit from additional public gathering space, such as public parklets. However, several businesses and survey respondents also mentioned that the downtown needs more parking. The town should explore opportunities for these additional public spaces in locations that would not exacerbate the parking problem for the downtown. In addition, "lack of parking" is often a perception rather than a reality. A downtown parking study could help the town develop feasible recommendations for improving parking, either through additional spaces or improved wayfinding signage.

» Plaques and other permanent signage could also be used to highlight historic buildings. The Visitors' Guide includes a walking tour of historic places. The Town could enhance that experience with signage and markers at each tour stop location.

» Adding murals, sculptures, artistic lighting design, and other temporary public art could allow the town to connect with local artists and art students at the high schools. Public art installations could be a great way to engage the community through a local "call for artists" or partnerships with schools, libraries, and local professionals.

Where to start:

» The town should reach out to businesses to ask them if they are aware of the parklet program and its benefits. The town could ask business owners with positive parklet experiences to share information about thebenefits and process with other business owners, perhaps as a topic at a future advisory group meeting or business forum. Parklets can quickly add greenery or attractive new features to the downtown, and provide a venue for public art

as well. The one business owner who mentioned it in the interviews has received good feedback from customers.

» The town should review the public outreach survey results and determine which attractions, such as parks, could be included in new wayfinding signage.

» A municipal arts and culture committee is a great way to begin the process of public art installations. The committee could begin planning for low-cost, smaller installations, such as pop-up street art or painted intersections while looking for funding for larger public art installations (sculptures, murals, etc.). The town should look to neighboring communities for examples, such as Boonton Arts.

» Improved environmental and pedestrian scale lighting along Blackwell Street, such as string lights, would be a good start for creating an inviting ambiance for dining and nightlife. Not only would it give the space enhanced character, but it would also make it feel safer at night.

STRATEGY #3: START A BUSINESS ASSOCIATION OR ORGANIZATION

Description: Downtown Dover's businesses are its lifeblood, and especially after COVID-19, they need special support to thrive and continue bringing in new visitors. The pandemic has exposed the value of communicating and discussing obstacles businesses face. The business community would benefit from a more formalized approach to coordinating, communicating, and working proactively with the town to address their needs. The town should encourage business owners to form a downtown, small business association.   This association can be designated to represent all the downtown businesses. Alternatively, they can form an association to specifically represent minority-owned businesses, many of whom have a particularly difficult time navigating issues with the town or communicating their needs. Business associations help organize and unite the small business community's opinions and ambitions, clearly and effectively communicate issues to the municipal government, and simultaneously inform, promote and educate the public about what local businesses have to offer.

What we heard: The business interviews and survey conducted by the TNJ team highlighted several issues and challenges the business community is facing that could be improved/coordinated more effectively with a better organized, more formal business partnership. For example:

» Dover's business owners want more frequent communication with the town. They expressed frustration with complicated permitting rules that obstructed their attempts to expand.

» Some requested more consistent messaging from the town when relief funds are available. They felt passed over for COVID-related grants.

» Most businesses surveyed also expressed interest in forming a local chamber of commerce or organizing meetings where they can discuss issues with one another and plan how to promote Downtown Dover as a destination.

» Many wished for more promotion from Dover's website and Facebook page, in addition to physical advertising

such as on billboards.

» Many would like to see additional events planned in the downtown to bring new visitors and potential customers to town.

» Dover has many businesses within the same categories, especially barber shops, beauty salons, and bakeries. The interviewees would like to see proactive planning to recruit a wider variety of tenants in Downtown Dover to address this issue. This sentiment was expressed in the public survey responses as well.

» Some residents and visitors shared in the survey that they refused to visit businesses during the pandemic because they felt that staff and customers were not observing masking or social distancing rules. A few business owners alleged that other businesses are not complying with licensing requirements and other regulations, unfairly out-competing them in the process.

» A few customers reported difficulty trying to patronize businesses that generally serve Spanish-speaking customers only. These businesses could use support to bridge the cultural gap to non-Spanish-speaking customers.

Dover-specific considerations:

According to the Town of Dover Constituent Affairs Coordinator, the town began holding monthly conference calls/Zoom meetings with businesses during the COVID-19 pandemic. This informal organization of businesses could be a great start towards moving on to a more formal association. Further, establishing a business organization or association will help the town implement recommendations outlined above in Strategies #1 and #2 by providing a readily available pathway for coordination and partnership.

Where to start:

» Dover should consider becoming a member of Downtown New Jersey. Downtown New Jersey is an "organization of individuals, businesses, government agencies, and local and regional organizations that are passionate about downtowns. Downtown New Jersey is a resource dedicated to ensuring the vitality of our downtowns." Examples of other similarly-sized towns that are members of Downtown New Jersey include Cranford, Denville, Chatham, Livingston, Somerville, and Rahway. Membership benefits include access to forums, conferences, resources, and peer networking opportunities related to downtown promotion and redevelopment.

» The advisory group for the Dover Visitors' Guide could serve as a starting point for establishing a business association. Those who volunteered to participate in that advisory group were highly engaged and energetic about improving the downtown. They could serve as key ambassadors to the rest of the business community to encourage them to participate.

» The town or newly formed business association should consider additional advertising for Dover, both physical

and digital. Some possibilities include billboards and highway signs, sponsoring advertisements in local news websites or family life publications, promoting Dover businesses on social media, or leaving online reviews. Also, the town or the newly formed association can provide ongoing training to help small businesses adapt, grow, and to have a strong online presence. Even if the business doesn't sell on the web, it is important to get the most out of digital tools. It will also minimize disparities in downtown's small businesses' web presence and help bridge the gap between a store's social media presence and its in-store retail environment. Connecting businesses with experts to present tips and best practices can be of great value to Dover's business community. The New Jersey Department of Community Affairs (DCA) has provided valuable market analysis for the Town of Dover as part of this technical assistance effort (Appendix D). The town should consider reaching out to DCA to discuss this analysis and how they might implement changes or strategies based on the market analysis.   In addition, DCA has recently relaunched the Main Street New Jersey program.   Dover might be a good candidate to receive funding and support as a Main Street Designee. According to the website, "Historically, Main Street New Jersey provided selected communities with technical assistance and training of proven value in revitalizing historic downtowns. The program helps municipalities improve the economy, appearance and image of their central business districts through the organization of local citizens and resources."[1]

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1. https://www.nj.gov/dca/divisions/lps/msnj_application_info.html

CONCLUSION AND NEXT STEPS

The Dover Visitors' Guide will provide the town with an important tool to help promote the downtown and draw visitors, diners, and shoppers to experience all the community has to offer.   In addition, this report outlines additional strategies the town can undertake simultaneously to create a more welcoming, exciting, and attractive downtown for visitors and businesses. An important next step for Dover will be to move forward and prioritize "early wins" and the first steps to continue the momentum. These first steps should include continuing to convene the advisory group established as part of the Visitors' Guide development. This group of engaged and motivated residents and business owners will continue to be important advocates and ambassadors for the downtown and the town overall. In addition, there are a few other immediate steps the town can take in the Spring/Summer 2021:

» The town can start planning simple, low- or no-cost events and activities to attract out-of-town visitors to Downtown Dover, focusing on outdoor activities. Such events and activities could include outdoor dining areas and parklets, open streets events, and a return of the flea market. For many in New Jersey, Spring and Summer 2021 will be a time to emerge from their homes and experience new and exciting places and destinations.   With vaccination rates high in the area, residents are eager to venture out, dine out, and attend local events. The town should capitalize on this enthusiasm and momentum by planning events and activities that take advantage of the warm weather, businesses reopening, and make people feeling safe visiting restaurants and shops.

» Dover staff should continue engaging with local businesses through one-on-one visits or phone calls, especially those that have not participated in the Dover Visitors' Guide process. Doing so may encourage business owners to discuss problems more openly than they might during a large video conference call. Business owners appreciate individual attention, and routine conversations would provide the town opportunities to answer business questions and resolve issues.

» The town could look for quick and simple beautification options for the downtown, such as street plantings or environmental lighting. It could also help businesses set up parklets. Using low-cost sandwich boards for wayfinding signage directing visitors to the train station, parks, rest areas, or other local spots would also give the downtown a slightly new look and help visitors navigate the town.

Overall, Downtown Dover is uniquely situated to enjoy a surge of new visitors and economic revitalization. The town's diverse dining scene, local historical attractions, and central location make it a great candidate to be a regional destination for visitors and local day-trippers. The Visitors' Guide, deployed effectively, will be an effective tool for drawing attention to the town and bringing to life a new vision for the town's future.

NJ TRANSIT

DOVER STATION

APPENDIX A:

DCA MARKET ANALYSIS REPORTS

The Department of Community Affairs created the following market analysis reports for Dover:

- » Dover 5, 10, and 15 minute Drive-time Map and Summaries, p. 21
- » Dover Area Business Summary, p. 25
- » Dover Market Profile, p. 27
- » Restaurant Market Potential, p. 34
- » Tapestry Segmentation Map and Profiles, p. 40

Local Planning Services NJDCA
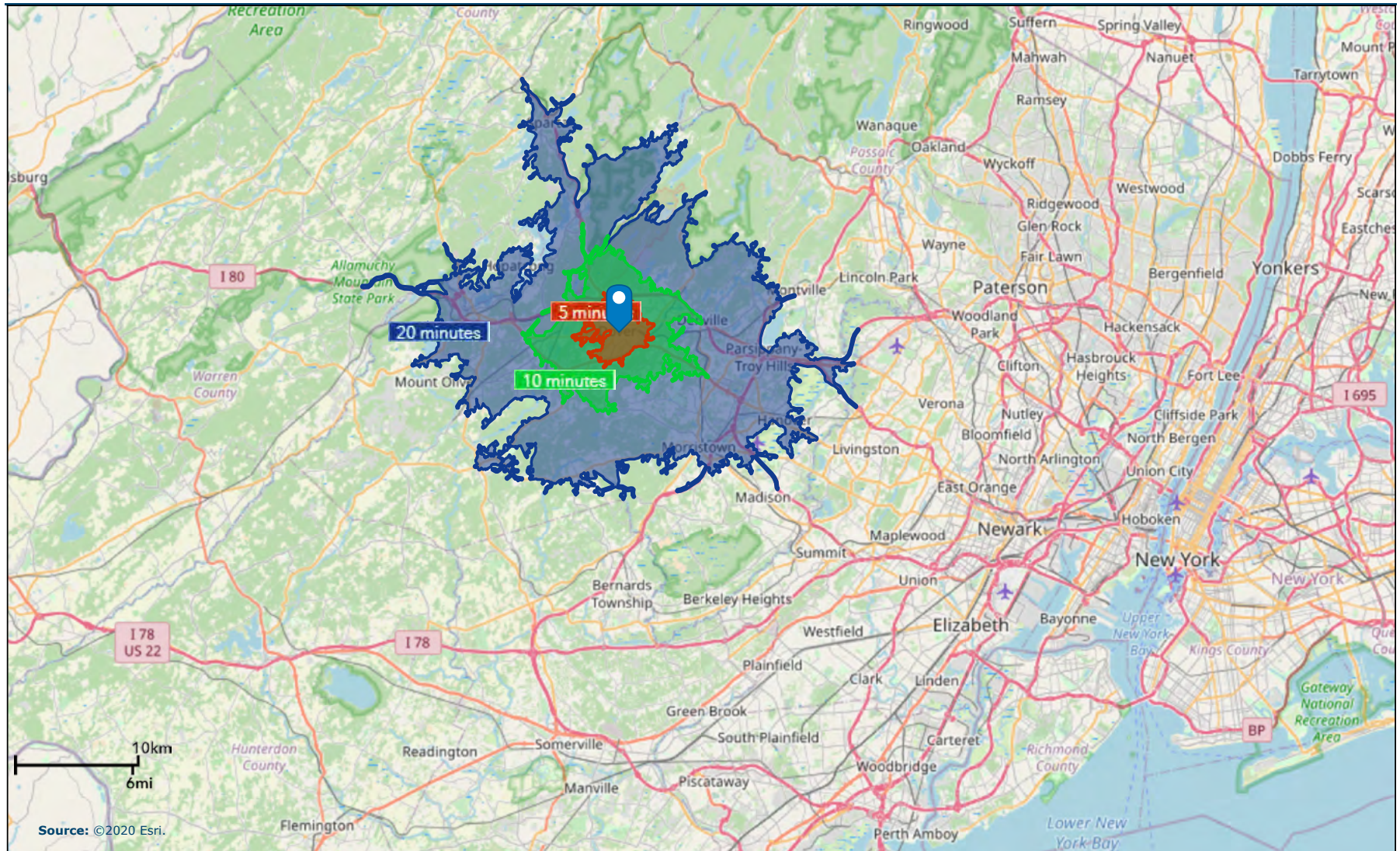
May 14, 2021

5-Minute Drive-time Summary

KEY FACTS

31,984
Population

37.9
Median Age

3.0
Average Household Size

$74,698
Median Household Income

EDUCATION

15%
No High School Diploma

28%
High School Graduate

27%
Some College

29%
Bachelor's/Grad/Prof Degree

BUSINESS

1,125
Total Businesses

11,367
Total Employees

EMPLOYMENT

54%
White Collar

28%
Blue Collar

17%
Services

15.4%
Unemployment Rate

INCOME

$74,698
Median Household Income

$32,334
Per Capita Income

$74,448
Median Net Worth

Households By Income

The largest group: $50,000 - $74,999 (19.5%)
The smallest group: $25,000 - $34,999 (5.6%)

Indicator ▲	Value	Diff
<$15,000	6.7%	+2.5%
$15,000 - $24,999	6%	+1.8%
$25,000 - $34,999	5.6%	+1.6%
$35,000 - $49,999	12.4%	+5.7%
$50,000 - $74,999	19.5%	+7.5%
$75,000 - $99,999	15.1%	+2.8%
$100,000 - $149,999	18.5%	+0.2%
$150,000 - $199,999	8%	-5.9%
$200,000+	8.2%	-16.2%

Bars show deviation from **Morris County**

This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2020, 2025.

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10-Minute Drive-time Summary

KEY FACTS

75,681
Population

40.7
Median Age

2.8
Average Household Size

$90,378
Median Household Income

EDUCATION

10%
No High School Diploma

24%
High School Graduate

25%
Some College

41%
Bachelor's/Grad/Prof of Degree

BUSINESS

3,430
Total Businesses

43,983
Total Employees

EMPLOYMENT

66%
White Collar

20%
Blue Collar

14%
Services

14.5%
Unemployment Rate

INCOME

$90,378
Median Household Income

$43,141
Per Capita Income

$180,120
Median Net Worth

Households By Income

The largest group: $100,000 - $149,999 (20.2%)
The smallest group: <$15,000 (4.6%)

Indicator ▲	Value	Diff
<$15,000	4.6%	+0.4%
$15,000 - $24,999	5.3%	+1.1%
$25,000 - $34,999	5%	+1%
$35,000 - $49,999	9.4%	+2.7%
$50,000 - $74,999	16.4%	+4.4%
$75,000 - $99,999	13.8%	+1.5%
$100,000 - $149,999	20.2%	+1.9%
$150,000 - $199,999	10.3%	-3.6%
$200,000+	15%	-9.4%

Bars show deviation from | Morris County

This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2020, 2025.

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15-Minute Drive-time Summary
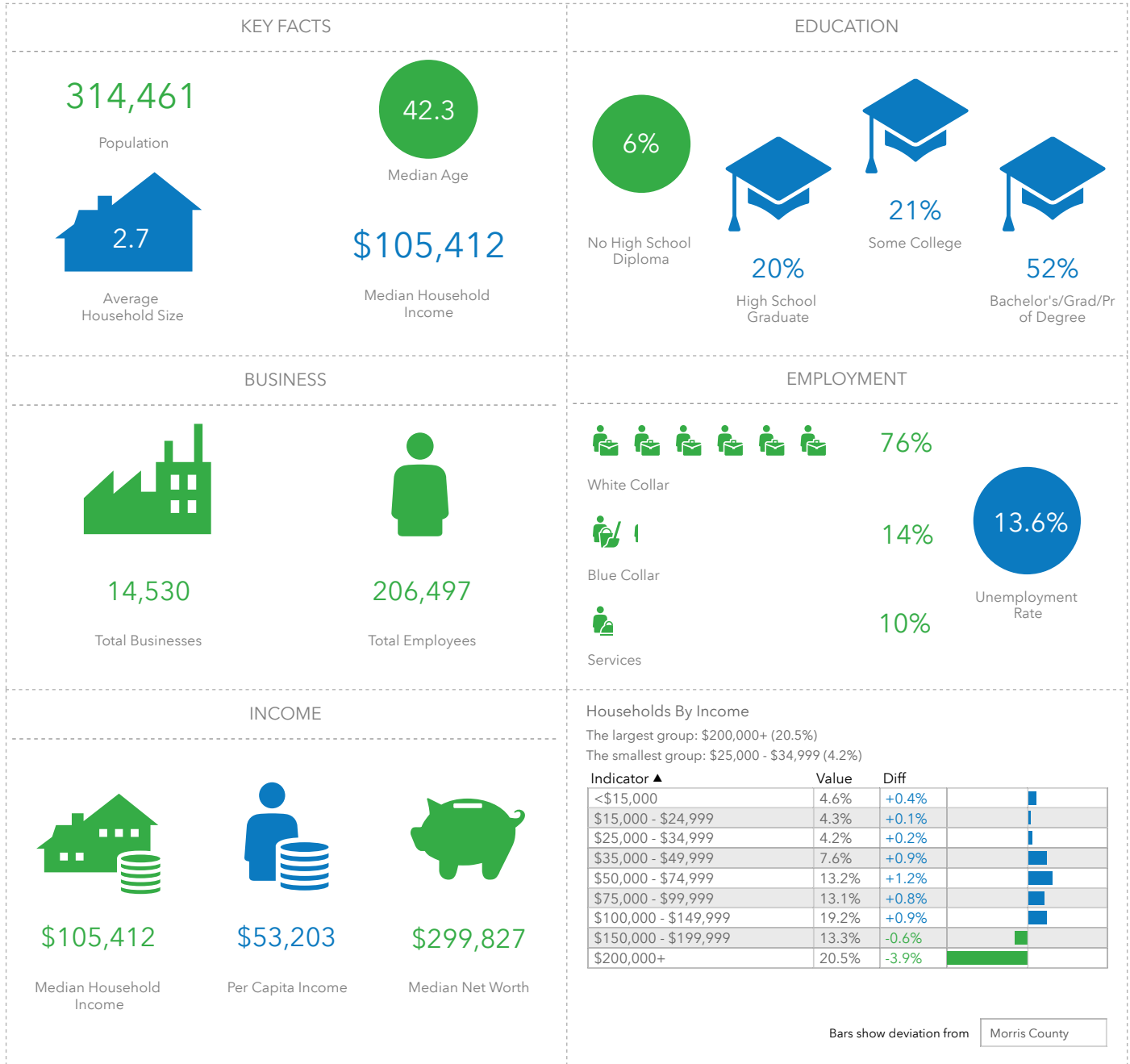
KEY FACTS

314,461
Population

42.3
Median Age

2.7
Average Household Size

$105,412
Median Household Income

EDUCATION

6%
No High School Diploma

20%
High School Graduate

21%
Some College

52%
Bachelor's/Grad/Pr of Degree

BUSINESS

14,530
Total Businesses

206,497
Total Employees

EMPLOYMENT

76%
White Collar

14%
Blue Collar

10%
Services

13.6%
Unemployment Rate

INCOME

$105,412
Median Household Income

$53,203
Per Capita Income

$299,827
Median Net Worth

Households By Income

The largest group: $200,000+ (20.5%)
The smallest group: $25,000 - $34,999 (4.2%)

Indicator ▲	Value	Diff
<$15,000	4.6%	+0.4%
$15,000 - $24,999	4.3%	+0.1%
$25,000 - $34,999	4.2%	+0.2%
$35,000 - $49,999	7.6%	+0.9%
$50,000 - $74,999	13.2%	+1.2%
$75,000 - $99,999	13.1%	+0.8%
$100,000 - $149,999	19.2%	+0.9%
$150,000 - $199,999	13.3%	-0.6%
$200,000+	20.5%	-3.9%

Bars show deviation from **Morris County**

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Data for all businesses in area	5 minutes	10 minutes	20 minutes
Total Businesses:	1,125	3,430	14,530
Total Employees:	11,367	43,983	206,497
Total Residential Population:	31,984	75,681	314,461
Employee/Residential Population Ratio (per 100 Residents)	36	58	66

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	24	2.1%	133	1.2%	91	2.7%	656	1.5%	343	2.4%	2,594	1.3%
Construction	96	8.5%	645	5.7%	275	8.0%	1,855	4.2%	1,061	7.3%	6,854	3.3%
Manufacturing	41	3.6%	1,348	11.9%	135	3.9%	3,235	7.4%	484	3.3%	16,421	8.0%
Transportation	35	3.1%	510	4.5%	81	2.4%	979	2.2%	349	2.4%	4,407	2.1%
Communication	7	0.6%	43	0.4%	26	0.8%	164	0.4%	108	0.7%	1,053	0.5%
Utility	2	0.2%	12	0.1%	10	0.3%	87	0.2%	56	0.4%	714	0.3%
Wholesale Trade	45	4.0%	651	5.7%	156	4.5%	2,080	4.7%	558	3.8%	10,382	5.0%
Retail Trade Summary	272	24.2%	2,667	23.5%	831	24.2%	11,221	25.5%	2,807	19.3%	37,586	18.2%
Home Improvement	17	1.5%	191	1.7%	43	1.3%	461	1.0%	167	1.1%	2,215	1.1%
General Merchandise Stores	8	0.7%	257	2.3%	29	0.8%	1,892	4.3%	80	0.6%	4,151	2.0%
Food Stores	24	2.1%	248	2.2%	76	2.2%	1,211	2.8%	286	2.0%	6,710	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	28	2.5%	258	2.3%	79	2.3%	1,039	2.4%	256	1.8%	3,840	1.9%
Apparel & Accessory Stores	12	1.1%	99	0.9%	84	2.4%	1,024	2.3%	168	1.2%	1,604	0.8%
Furniture & Home Furnishings	21	1.9%	183	1.6%	72	2.1%	787	1.8%	221	1.5%	2,075	1.0%
Eating & Drinking Places	102	9.1%	910	8.0%	254	7.4%	3,220	7.3%	911	6.3%	10,969	5.3%
Miscellaneous Retail	61	5.4%	521	4.6%	193	5.6%	1,588	3.6%	718	4.9%	6,022	2.9%
Finance, Insurance, Real Estate Summary	73	6.5%	489	4.3%	227	6.6%	1,694	3.9%	1,420	9.8%	19,188	9.3%
Banks, Savings & Lending Institutions	17	1.5%	128	1.1%	48	1.4%	458	1.0%	274	1.9%	3,103	1.5%
Securities Brokers	4	0.4%	21	0.2%	26	0.8%	123	0.3%	225	1.5%	2,460	1.2%
Insurance Carriers & Agents	11	1.0%	46	0.4%	40	1.2%	254	0.6%	234	1.6%	3,597	1.7%
Real Estate, Holding, Other Investment Offices	41	3.6%	293	2.6%	113	3.3%	859	2.0%	688	4.7%	10,028	4.9%
Services Summary	473	42.0%	4,612	40.6%	1,399	40.8%	20,517	46.6%	6,274	43.2%	99,516	48.2%
Hotels & Lodging	2	0.2%	38	0.3%	11	0.3%	345	0.8%	81	0.6%	8,082	3.9%
Automotive Services	55	4.9%	269	2.4%	144	4.2%	815	1.9%	400	2.8%	4,684	2.3%
Motion Pictures & Amusements	26	2.3%	141	1.2%	115	3.4%	748	1.7%	434	3.0%	2,952	1.4%
Health Services	79	7.0%	1,443	12.7%	199	5.8%	3,487	7.9%	1,005	6.9%	24,802	12.0%
Legal Services	13	1.2%	59	0.5%	41	1.2%	179	0.4%	342	2.4%	2,934	1.4%
Education Institutions & Libraries	19	1.7%	737	6.5%	77	2.2%	5,149	11.7%	341	2.3%	14,027	6.8%
Other Services	280	24.9%	1,924	16.9%	813	23.7%	9,793	22.3%	3,671	25.3%	42,036	20.4%
Government	22	2.0%	187	1.6%	81	2.4%	1,313	3.0%	441	3.0%	7,310	3.5%
Unclassified Establishments	33	2.9%	69	0.6%	118	3.4%	181	0.4%	629	4.3%	471	0.2%
Totals	1,125	100.0%	11,367	100.0%	3,430	100.0%	43,983	100.0%	14,530	100.0%	206,497	100.0%

Source: Copyright 2020 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

April 27, 2021

Business Summary

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

by NAICS Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.0%	2	0.0%	15	0.1%	71	0.0%
Mining	4	0.4%	22	0.2%	7	0.2%	92	0.2%	17	0.1%	547	0.3%
Utilities	1	0.1%	10	0.1%	8	0.2%	72	0.2%	31	0.2%	262	0.1%
Construction	103	9.2%	670	5.9%	298	8.7%	2,027	4.6%	1,159	8.0%	7,700	3.7%
Manufacturing	49	4.4%	1,372	12.1%	152	4.4%	3,220	7.3%	501	3.4%	15,980	7.7%
Wholesale Trade	45	4.0%	650	5.7%	153	4.5%	2,066	4.7%	540	3.7%	10,314	5.0%
Retail Trade	159	14.1%	1,709	15.0%	542	15.8%	7,783	17.7%	1,795	12.4%	25,659	12.4%
Motor Vehicle & Parts Dealers	22	2.0%	237	2.1%	61	1.8%	963	2.2%	182	1.3%	3,523	1.7%
Furniture & Home Furnishings Stores	6	0.5%	62	0.5%	32	0.9%	299	0.7%	99	0.7%	1,069	0.5%
Electronics & Appliance Stores	11	1.0%	113	1.0%	32	0.9%	383	0.9%	102	0.7%	936	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	17	1.5%	191	1.7%	43	1.3%	461	1.0%	166	1.1%	2,212	1.1%
Food & Beverage Stores	20	1.8%	234	2.1%	52	1.5%	1,046	2.4%	223	1.5%	5,930	2.9%
Health & Personal Care Stores	15	1.3%	139	1.2%	58	1.7%	498	1.1%	212	1.5%	2,166	1.0%
Gasoline Stations	6	0.5%	22	0.2%	19	0.6%	76	0.2%	74	0.5%	317	0.2%
Clothing & Clothing Accessories Stores	14	1.2%	108	1.0%	101	2.9%	1,109	2.5%	215	1.5%	1,773	0.9%
Sport Goods, Hobby, Book, & Music Stores	7	0.6%	45	0.4%	32	0.9%	342	0.8%	111	0.8%	924	0.4%
General Merchandise Stores	8	0.7%	257	2.3%	29	0.8%	1,892	4.3%	80	0.6%	4,151	2.0%
Miscellaneous Store Retailers	30	2.7%	260	2.3%	73	2.1%	640	1.5%	270	1.9%	1,989	1.0%
Nonstore Retailers	2	0.2%	41	0.4%	12	0.3%	74	0.2%	61	0.4%	670	0.3%
Transportation & Warehousing	28	2.5%	452	4.0%	61	1.8%	851	1.9%	276	1.9%	3,907	1.9%
Information	19	1.7%	104	0.9%	69	2.0%	718	1.6%	357	2.5%	6,284	3.0%
Finance & Insurance	33	2.9%	199	1.8%	115	3.4%	839	1.9%	744	5.1%	9,201	4.5%
Central Bank/Credit Intermediation & Related Activities	18	1.6%	132	1.2%	49	1.4%	462	1.1%	272	1.9%	3,064	1.5%
Securities, Commodity Contracts & Other Financial	4	0.4%	21	0.2%	26	0.8%	123	0.3%	235	1.6%	2,531	1.2%
Insurance Carriers & Related Activities; Funds, Trusts &	11	1.0%	46	0.4%	40	1.2%	254	0.6%	237	1.6%	3,607	1.7%
Real Estate, Rental & Leasing	45	4.0%	302	2.7%	133	3.9%	925	2.1%	712	4.9%	12,490	6.0%
Professional, Scientific & Tech Services	80	7.1%	456	4.0%	284	8.3%	2,820	6.4%	1,757	12.1%	20,435	9.9%
Legal Services	14	1.2%	64	0.6%	43	1.3%	193	0.4%	386	2.7%	3,336	1.6%
Management of Companies & Enterprises	1	0.1%	5	0.0%	4	0.1%	39	0.1%	29	0.2%	304	0.1%
Administrative & Support & Waste Management & Remediation	48	4.3%	308	2.7%	154	4.5%	3,941	9.0%	683	4.7%	8,516	4.1%
Educational Services	25	2.2%	744	6.5%	107	3.1%	5,221	11.9%	435	3.0%	14,160	6.9%
Health Care & Social Assistance	102	9.1%	1,886	16.6%	265	7.7%	4,659	10.6%	1,326	9.1%	30,166	14.6%
Arts, Entertainment & Recreation	19	1.7%	132	1.2%	84	2.4%	555	1.3%	317	2.2%	2,451	1.2%
Accommodation & Food Services	107	9.5%	972	8.6%	282	8.2%	3,704	8.4%	1,059	7.3%	19,643	9.5%
Accommodation	2	0.2%	38	0.3%	11	0.3%	345	0.8%	81	0.6%	8,082	3.9%
Food Services & Drinking Places	106	9.4%	934	8.2%	271	7.9%	3,359	7.6%	978	6.7%	11,561	5.6%
Other Services (except Public Administration)	201	17.9%	1,119	9.8%	514	15.0%	2,956	6.7%	1,712	11.8%	10,676	5.2%
Automotive Repair & Maintenance	48	4.3%	241	2.1%	121	3.5%	715	1.6%	308	2.1%	1,520	0.7%
Public Administration	22	2.0%	187	1.6%	81	2.4%	1,313	3.0%	438	3.0%	7,272	3.5%
Unclassified Establishments	33	2.9%	69	0.6%	118	3.4%	181	0.4%	628	4.3%	460	0.2%
Total	1,125	100.0%	11,367	100.0%	3,430	100.0%	43,983	100.0%	14,530	100.0%	206,497	100.0%

April 27, 2021

Market Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

	5 minutes	10 minutes	20 minutes
Population Summary			
2000 Total Population	31,459	71,087	295,019
2010 Total Population	31,920	74,004	305,352
2020 Total Population	31,984	75,681	314,461
2020 Group Quarters	267	631	3,659
2025 Total Population	32,607	76,860	319,043
2020-2025 Annual Rate	0.39%	0.31%	0.29%
2020 Total Daytime Population	26,379	73,421	332,134
Workers	10,779	35,228	174,184
Residents	15,600	38,193	157,950
Household Summary			
2000 Households	10,636	25,362	107,227
2000 Average Household Size	2.93	2.77	2.71
2010 Households	10,726	26,702	112,859
2010 Average Household Size	2.95	2.75	2.67
2020 Households	10,691	27,325	116,515
2020 Average Household Size	2.97	2.75	2.67
2025 Households	10,884	27,740	118,240
2025 Average Household Size	2.97	2.75	2.67
2020-2025 Annual Rate	0.36%	0.30%	0.29%
2010 Families	7,449	18,767	79,718
2010 Average Family Size	3.37	3.22	3.18
2020 Families	7,439	19,169	81,919
2020 Average Family Size	3.38	3.22	3.18
2025 Families	7,567	19,442	83,028
2025 Average Family Size	3.39	3.23	3.18
2020-2025 Annual Rate	0.34%	0.28%	0.27%
Housing Unit Summary			
2000 Housing Units	10,885	26,056	110,526
Owner Occupied Housing Units	51.3%	65.7%	71.4%
Renter Occupied Housing Units	46.4%	31.7%	25.7%
Vacant Housing Units	2.3%	2.7%	3.0%
2010 Housing Units	11,223	27,850	118,992
Owner Occupied Housing Units	47.8%	64.2%	69.0%
Renter Occupied Housing Units	47.8%	31.6%	25.9%
Vacant Housing Units	4.4%	4.1%	5.2%
2020 Housing Units	11,347	28,693	123,757
Owner Occupied Housing Units	42.2%	59.7%	64.6%
Renter Occupied Housing Units	52.0%	35.5%	29.5%
Vacant Housing Units	5.8%	4.8%	5.9%
2025 Housing Units	11,635	29,304	126,555
Owner Occupied Housing Units	41.8%	59.7%	64.2%
Renter Occupied Housing Units	51.7%	35.0%	29.2%
Vacant Housing Units	6.5%	5.3%	6.6%
Median Household Income			
2020	$74,698	$90,378	$105,412
2025	$80,565	$98,940	$113,254
Median Home Value			
2020	$309,965	$352,026	$416,423
2025	$326,572	$371,813	$452,006
Per Capita Income			
2020	$32,334	$43,141	$53,203
2025	$36,210	$48,063	$58,682
Median Age			
2010	36.0	39.2	40.6
2020	37.9	40.7	42.3
2025	39.0	41.7	43.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 27, 2021

Market Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

	5 minutes	10 minutes	20 minutes
2020 Households by Income			
Household Income Base	10,691	27,325	116,515
<$15,000	6.7%	4.6%	4.6%
$15,000 - $24,999	6.0%	5.3%	4.3%
$25,000 - $34,999	5.6%	5.0%	4.2%
$35,000 - $49,999	12.4%	9.4%	7.6%
$50,000 - $74,999	19.5%	16.4%	13.2%
$75,000 - $99,999	15.1%	13.8%	13.1%
$100,000 - $149,999	18.5%	20.2%	19.2%
$150,000 - $199,999	8.0%	10.3%	13.3%
$200,000+	8.2%	15.0%	20.5%
Average Household Income	$95,992	$120,657	$143,669
2025 Households by Income			
Household Income Base	10,884	27,740	118,240
<$15,000	5.5%	3.9%	4.0%
$15,000 - $24,999	5.4%	4.8%	3.9%
$25,000 - $34,999	5.0%	4.5%	3.8%
$35,000 - $49,999	11.2%	8.6%	6.8%
$50,000 - $74,999	18.6%	15.3%	12.2%
$75,000 - $99,999	15.1%	13.4%	12.6%
$100,000 - $149,999	19.7%	20.5%	19.2%
$150,000 - $199,999	9.8%	11.6%	14.5%
$200,000+	9.7%	17.5%	23.1%
Average Household Income	$107,622	$134,470	$158,422
2020 Owner Occupied Housing Units by Value			
Total	4,793	17,126	79,955
<$50,000	2.1%	1.6%	1.4%
$50,000 - $99,999	0.4%	0.3%	0.5%
$100,000 - $149,999	1.6%	1.9%	1.7%
$150,000 - $199,999	6.9%	4.7%	3.3%
$200,000 - $249,999	15.3%	10.3%	6.8%
$250,000 - $299,999	20.1%	14.1%	9.8%
$300,000 - $399,999	36.2%	32.9%	23.4%
$400,000 - $499,999	8.5%	14.0%	19.3%
$500,000 - $749,999	6.8%	15.9%	24.2%
$750,000 - $999,999	1.4%	3.7%	6.7%
$1,000,000 - $1,499,999	0.3%	0.4%	1.7%
$1,500,000 - $1,999,999	0.1%	0.1%	0.6%
$2,000,000 +	0.2%	0.2%	0.6%
Average Home Value	$334,850	$393,711	$474,282
2025 Owner Occupied Housing Units by Value			
Total	4,869	17,494	81,286
<$50,000	2.7%	1.8%	1.4%
$50,000 - $99,999	0.3%	0.2%	0.3%
$100,000 - $149,999	1.2%	1.3%	1.1%
$150,000 - $199,999	5.4%	3.5%	2.4%
$200,000 - $249,999	12.6%	8.3%	5.2%
$250,000 - $299,999	17.8%	11.9%	7.9%
$300,000 - $399,999	37.6%	31.9%	21.2%
$400,000 - $499,999	10.3%	15.7%	20.3%
$500,000 - $749,999	9.2%	19.7%	28.7%
$750,000 - $999,999	2.0%	4.7%	8.2%
$1,000,000 - $1,499,999	0.5%	0.5%	2.0%
$1,500,000 - $1,999,999	0.3%	0.2%	0.7%
$2,000,000 +	0.2%	0.3%	0.7%
Average Home Value	$357,454	$421,382	$507,943

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

	5 minutes	10 minutes	20 minutes
2010 Population by Age			
Total	31,919	74,002	305,352
0 - 4	6.5%	6.0%	5.7%
5 - 9	6.2%	6.3%	6.5%
10 - 14	5.9%	6.5%	6.8%
15 - 24	13.1%	11.9%	11.3%
25 - 34	16.8%	13.3%	11.8%
35 - 44	15.7%	15.5%	15.0%
45 - 54	15.3%	16.5%	17.2%
55 - 64	10.4%	11.9%	12.7%
65 - 74	5.4%	6.4%	7.0%
75 - 84	3.3%	4.1%	4.2%
85 +	1.5%	1.6%	1.8%
18 +	77.6%	77.1%	76.7%
2020 Population by Age			
Total	31,985	75,683	314,460
0 - 4	5.8%	5.3%	5.0%
5 - 9	6.0%	5.9%	5.7%
10 - 14	6.4%	6.5%	6.7%
15 - 24	12.0%	11.3%	11.1%
25 - 34	15.2%	12.7%	11.7%
35 - 44	15.5%	14.2%	13.4%
45 - 54	13.9%	14.5%	14.7%
55 - 64	12.3%	13.8%	14.7%
65 - 74	7.9%	9.2%	9.9%
75 - 84	3.6%	4.6%	4.9%
85 +	1.6%	2.1%	2.2%
18 +	78.3%	78.7%	78.6%
2025 Population by Age			
Total	32,605	76,862	319,043
0 - 4	5.9%	5.3%	5.0%
5 - 9	5.5%	5.5%	5.5%
10 - 14	5.8%	5.9%	6.0%
15 - 24	11.6%	10.8%	10.5%
25 - 34	15.2%	12.9%	11.8%
35 - 44	15.4%	14.6%	14.0%
45 - 54	13.4%	13.6%	13.5%
55 - 64	12.4%	13.5%	14.3%
65 - 74	8.7%	10.1%	10.9%
75 - 84	4.5%	5.6%	6.1%
85 +	1.5%	2.3%	2.4%
18 +	79.5%	79.8%	79.8%
2010 Population by Sex			
Males	16,337	36,770	150,800
Females	15,583	37,234	154,552
2020 Population by Sex			
Males	16,341	37,522	155,428
Females	15,643	38,159	159,033
2025 Population by Sex			
Males	16,686	38,170	157,926
Females	15,921	38,691	161,117

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

	5 minutes	10 minutes	20 minutes
2010 Population by Race/Ethnicity			
Total	31,921	74,005	305,352
White Alone	69.1%	75.9%	80.0%
Black Alone	5.8%	4.4%	3.8%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	6.4%	8.3%	9.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.3%	8.1%	4.0%
Two or More Races	3.8%	3.0%	2.3%
Hispanic Origin	52.0%	30.6%	14.8%
Diversity Index	75.7	66.3	51.3
2020 Population by Race/Ethnicity			
Total	31,984	75,680	314,461
White Alone	65.6%	72.0%	75.9%
Black Alone	6.2%	4.8%	4.4%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	7.2%	9.9%	11.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.3%	9.4%	4.9%
Two or More Races	4.2%	3.5%	2.9%
Hispanic Origin	58.0%	35.3%	18.2%
Diversity Index	77.5	71.2	58.4
2025 Population by Race/Ethnicity			
Total	32,608	76,861	319,042
White Alone	63.9%	69.9%	73.6%
Black Alone	6.2%	5.0%	4.7%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	7.5%	10.7%	12.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	17.5%	10.3%	5.5%
Two or More Races	4.4%	3.8%	3.2%
Hispanic Origin	61.2%	38.1%	20.2%
Diversity Index	78.1	73.4	62.1
2010 Population by Relationship and Household Type			
Total	31,920	74,004	305,352
In Households	99.1%	99.1%	98.8%
In Family Households	84.9%	85.4%	85.2%
Householder	23.5%	25.2%	26.1%
Spouse	16.2%	19.2%	21.2%
Child	30.2%	31.1%	31.4%
Other relative	8.7%	6.1%	4.3%
Nonrelative	6.3%	3.8%	2.2%
In Nonfamily Households	14.2%	13.7%	13.6%
In Group Quarters	0.9%	0.9%	1.2%
Institutionalized Population	0.5%	0.6%	0.8%
Noninstitutionalized Population	0.4%	0.3%	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 27, 2021

Market Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

	5 minutes	10 minutes	20 minutes
2020 Population 25+ by Educational Attainment			
Total	22,344	53,767	224,933
Less than 9th Grade	10.1%	6.0%	3.2%
9th - 12th Grade, No Diploma	4.8%	3.6%	2.8%
High School Graduate	25.5%	21.7%	18.4%
GED/Alternative Credential	3.0%	2.5%	1.7%
Some College, No Degree	17.2%	16.4%	14.3%
Associate Degree	10.2%	8.8%	7.2%
Bachelor's Degree	18.9%	25.0%	30.5%
Graduate/Professional Degree	10.3%	16.0%	21.9%
2020 Population 15+ by Marital Status			
Total	26,173	62,327	259,722
Never Married	35.8%	31.9%	29.8%
Married	50.6%	53.5%	56.9%
Widowed	4.5%	5.4%	5.1%
Divorced	9.1%	9.2%	8.1%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	19,618	44,278	182,063
Population 16+ Employed	84.6%	85.5%	86.4%
Population 16+ Unemployment rate	15.4%	14.5%	13.6%
Population 16-24 Employed	10.5%	9.4%	9.0%
Population 16-24 Unemployment rate	24.1%	23.0%	22.4%
Population 25-54 Employed	66.7%	64.1%	62.3%
Population 25-54 Unemployment rate	14.0%	13.4%	12.7%
Population 55-64 Employed	15.6%	18.4%	20.1%
Population 55-64 Unemployment rate	15.2%	13.9%	12.7%
Population 65+ Employed	7.2%	8.1%	8.6%
Population 65+ Unemployment rate	14.4%	13.0%	11.9%
2020 Employed Population 16+ by Industry			
Total	16,596	37,873	157,362
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	8.4%	7.2%	6.2%
Manufacturing	14.6%	12.6%	11.2%
Wholesale Trade	3.3%	3.2%	3.2%
Retail Trade	12.6%	10.7%	9.1%
Transportation/Utilities	6.1%	4.9%	3.9%
Information	1.5%	2.3%	2.9%
Finance/Insurance/Real Estate	6.8%	7.5%	9.6%
Services	43.5%	47.9%	50.1%
Public Administration	3.1%	3.6%	3.5%
2020 Employed Population 16+ by Occupation			
Total	16,594	37,874	157,362
White Collar	51.8%	63.8%	73.8%
Management/Business/Financial	11.2%	18.0%	23.4%
Professional	17.2%	22.8%	27.6%
Sales	8.3%	8.8%	10.0%
Administrative Support	15.2%	14.2%	12.8%
Services	19.9%	15.8%	12.4%
Blue Collar	28.2%	20.5%	13.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	6.4%	4.7%	3.8%
Installation/Maintenance/Repair	2.6%	2.6%	2.1%
Production	7.2%	5.1%	3.2%
Transportation/Material Moving	11.9%	7.9%	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

	5 minutes	10 minutes	20 minutes
2010 Households by Type			
Total	10,726	26,702	112,859
Households with 1 Person	23.6%	23.9%	23.8%
Households with 2+ People	76.4%	76.1%	76.2%
Family Households	69.4%	70.3%	70.6%
Husband-wife Families	47.7%	53.7%	57.5%
With Related Children	24.4%	26.5%	28.1%
Other Family (No Spouse Present)	21.7%	16.6%	13.1%
Other Family with Male Householder	7.9%	5.4%	4.0%
With Related Children	4.5%	2.9%	2.0%
Other Family with Female Householder	13.8%	11.2%	9.2%
With Related Children	8.3%	6.3%	4.9%
Nonfamily Households	6.9%	5.8%	5.6%
All Households with Children	37.8%	36.1%	35.2%
Multigenerational Households	6.1%	5.0%	3.9%
Unmarried Partner Households	7.8%	6.2%	5.2%
Male-female	7.2%	5.6%	4.5%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	10,727	26,703	112,858
1 Person Household	23.6%	23.9%	23.8%
2 Person Household	26.2%	28.9%	30.6%
3 Person Household	17.5%	17.3%	17.4%
4 Person Household	15.5%	16.7%	17.1%
5 Person Household	8.9%	7.8%	7.3%
6 Person Household	4.1%	3.0%	2.4%
7 + Person Household	4.2%	2.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	10,726	26,702	112,859
Owner Occupied	50.0%	67.0%	72.7%
Owned with a Mortgage/Loan	38.6%	50.4%	55.2%
Owned Free and Clear	11.4%	16.6%	17.5%
Renter Occupied	50.0%	33.0%	27.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	110	111
Percent of Income for Mortgage	17.3%	16.3%	16.5%
Wealth Index	87	145	191
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,223	27,850	118,992
Housing Units Inside Urbanized Area	100.0%	99.4%	95.7%
Housing Units Inside Urbanized Cluster	0.0%	0.1%	1.7%
Rural Housing Units	0.0%	0.6%	2.7%
2010 Population By Urban/ Rural Status			
Total Population	31,920	74,004	305,352
Population Inside Urbanized Area	100.0%	99.4%	95.6%
Population Inside Urbanized Cluster	0.0%	0.0%	1.6%
Rural Population	0.0%	0.5%	2.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 27, 2021

Market Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

	5 minutes	10 minutes	20 minutes
Top 3 Tapestry Segments			
1.	International Marketplace (13A)	Pleasantville (2B)	Pleasantville (2B)
2.	Enterprising Professionals (2D)	International Marketplace	Savvy Suburbanites (1D)
3.	Urban Villages (7B)	Professional Pride (1B)	Professional Pride (1B)
2020 Consumer Spending			
Apparel & Services: Total $	$24,918,979	$77,344,183	$385,850,359
Average Spent	$2,330.84	$2,830.53	$3,311.59
Spending Potential Index	109	132	154
Education: Total $	$22,387,209	$74,106,357	$380,207,454
Average Spent	$2,094.02	$2,712.04	$3,263.16
Spending Potential Index	117	152	182
Entertainment/Recreation: Total $	$34,915,339	$114,066,102	$582,048,329
Average Spent	$3,265.86	$4,174.42	$4,995.48
Spending Potential Index	101	128	154
Food at Home: Total $	$60,733,239	$188,258,931	$936,440,810
Average Spent	$5,680.78	$6,889.62	$8,037.08
Spending Potential Index	106	129	150
Food Away from Home: Total $	$44,017,726	$135,202,960	$673,822,945
Average Spent	$4,117.27	$4,947.96	$5,783.14
Spending Potential Index	109	131	153
Health Care: Total $	$56,967,196	$190,393,916	$976,156,592
Average Spent	$5,328.52	$6,967.76	$8,377.95
Spending Potential Index	93	121	146
HH Furnishings & Equipment: Total $	$23,101,081	$75,836,263	$387,638,882
Average Spent	$2,160.80	$2,775.34	$3,326.94
Spending Potential Index	99	127	152
Personal Care Products & Services: Total $	$10,075,867	$32,253,816	$163,232,320
Average Spent	$942.46	$1,180.38	$1,400.96
Spending Potential Index	103	128	152
Shelter: Total $	$241,859,507	$743,482,604	$3,707,758,016
Average Spent	$22,622.72	$27,208.88	$31,822.15
Spending Potential Index	117	140	164
Support Payments/Cash Contributions/Gifts in Kind: Total $	$21,538,891	$74,213,582	$390,813,591
Average Spent	$2,014.68	$2,715.96	$3,354.19
Spending Potential Index	86	116	143
Travel: Total $	$27,636,501	$90,997,021	$468,356,510
Average Spent	$2,585.02	$3,330.17	$4,019.71
Spending Potential Index	107	138	167
Vehicle Maintenance & Repairs: Total $	$11,545,119	$37,961,320	$193,472,642
Average Spent	$1,079.89	$1,389.25	$1,660.50
Spending Potential Index	93	120	143

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 27, 2021

Restaurant Market Potential

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Demographic Summary	2020	2025
Population	31,984	32,607
Population 18+	25,058	25,924
Households	10,691	10,884
Median Household Income	$74,698	$80,565

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	18,192	72.6%	99
Went to family restaurant/steak house 4+ times/month	5,972	23.8%	91
Spent at family restaurant last 30 days: <$1-30	1,525	6.1%	77
Spent at family restaurant last 30 days: $31-50	1,803	7.2%	78
Spent at family restaurant last 30 days: $51-100	3,598	14.4%	97
Spent at family restaurant last 30 days: $101-200	2,164	8.6%	92
Went to family restaurant last 6 months: for breakfast	3,158	12.6%	97
Went to family restaurant last 6 months: for lunch	4,451	17.8%	96
Went to family restaurant last 6 months: for dinner	9,696	38.7%	86
Went to family restaurant last 6 months: for snack	489	2.0%	99
Went to family restaurant last 6 months: on weekday	5,899	23.5%	79
Went to family restaurant last 6 months: on weekend	9,453	37.7%	94
Went to family restaurant last 6 months: Applebee`s	4,290	17.1%	86
Went to family restaurant last 6 months: Bob Evans	261	1.0%	35
Went to family restaurant last 6 months: Buffalo Wild Wings	2,308	9.2%	96
Went to family restaurant last 6 months: California Pizza Kitchen	1,379	5.5%	206
Went to family restaurant last 6 months: The Cheesecake Factory	2,391	9.5%	135
Went to family restaurant last 6 months: Chili`s Grill & Bar	2,434	9.7%	92
Went to family restaurant last 6 months: CiCi's	460	1.8%	84
Went to family restaurant last 6 months: Cracker Barrel	1,071	4.3%	38
Went to family restaurant last 6 months: Denny`s	3,200	12.8%	144
Went to family restaurant last 6 months: Golden Corral	1,006	4.0%	57
Went to family restaurant last 6 months: IHOP	2,770	11.1%	113
Went to family restaurant last 6 months: Logan`s Roadhouse	348	1.4%	45
Went to family restaurant last 6 months: LongHorn Steakhouse	744	3.0%	56
Went to family restaurant last 6 months: Olive Garden	3,502	14.0%	90
Went to family restaurant last 6 months: Outback Steakhouse	1,679	6.7%	84
Went to family restaurant last 6 months: Red Lobster	1,991	7.9%	83
Went to family restaurant last 6 months: Red Robin	1,640	6.5%	96
Went to family restaurant last 6 months: Ruby Tuesday	597	2.4%	59
Went to family restaurant last 6 months: Texas Roadhouse	1,227	4.9%	47
Went to family restaurant last 6 months: T.G.I. Friday`s	1,596	6.4%	128
Went to family restaurant last 6 months: Waffle House	941	3.8%	59
Went to family restaurant last 6 months: fast food/drive-in	22,476	89.7%	99
Went to fast food/drive-in restaurant 9+ times/month	9,332	37.2%	96
Spent at fast food restaurant last 30 days: <$1-10	756	3.0%	74
Spent at fast food restaurant last 30 days: $11-$20	2,264	9.0%	90
Spent at fast food restaurant last 30 days: $21-$40	3,635	14.5%	91
Spent at fast food restaurant last 30 days: $41-$50	2,092	8.3%	99
Spent at fast food restaurant last 30 days: $51-$100	4,417	17.6%	103
Spent at fast food restaurant last 30 days: $101-$200	2,272	9.1%	102
Spent at fast food restaurant last 30 days: $201+	842	3.4%	101

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	8,630	34.4%	96
Went to fast food restaurant in the last 6 months: home delivery	2,534	10.1%	120
Went to fast food restaurant in the last 6 months: take-out/drive-thru	9,188	36.7%	80
Went to fast food restaurant in the last 6 months: take-out/walk-in	5,676	22.7%	109
Went to fast food restaurant in the last 6 months: breakfast	8,588	34.3%	99
Went to fast food restaurant in the last 6 months: lunch	10,740	42.9%	87
Went to fast food restaurant in the last 6 months: dinner	9,602	38.3%	84
Went to fast food restaurant in the last 6 months: snack	3,078	12.3%	100
Went to fast food restaurant in the last 6 months: weekday	11,973	47.8%	82
Went to fast food restaurant in the last 6 months: weekend	11,637	46.4%	100
Went to fast food restaurant in the last 6 months: A & W	492	2.0%	70
Went to fast food restaurant in the last 6 months: Arby`s	1,939	7.7%	44
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,549	6.2%	180
Went to fast food restaurant in the last 6 months: Boston Market	1,232	4.9%	156
Went to fast food restaurant in the last 6 months: Burger King	6,068	24.2%	85
Went to fast food restaurant in the last 6 months: Captain D`s	398	1.6%	48
Went to fast food restaurant in the last 6 months: Carl`s Jr.	3,143	12.5%	215
Went to fast food restaurant in the last 6 months: Checkers	719	2.9%	83
Went to fast food restaurant in the last 6 months: Chick-fil-A	4,830	19.3%	75
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	4,330	17.3%	137
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	850	3.4%	128
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	686	2.7%	77
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	830	3.3%	113
Went to fast food restaurant in the last 6 months: Dairy Queen	1,772	7.1%	45
Went to fast food restaurant in the last 6 months: Del Taco	2,082	8.3%	211
Went to fast food restaurant in the last 6 months: Domino`s Pizza	3,369	13.4%	103
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	4,195	16.7%	124
Went to fast food restaurant in the last 6 months: Five Guys	2,081	8.3%	90
Went to fast food restaurant in the last 6 months: Hardee`s	474	1.9%	31
Went to fast food restaurant in the last 6 months: Jack in the Box	3,744	14.9%	196
Went to fast food restaurant in the last 6 months: Jimmy John`s	819	3.3%	57
Went to fast food restaurant in the last 6 months: KFC	4,250	17.0%	84
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,192	4.8%	85
Went to fast food restaurant in the last 6 months: Little Caesars	2,592	10.3%	84
Went to fast food restaurant in the last 6 months: Long John Silver`s	562	2.2%	65
Went to fast food restaurant in the last 6 months: McDonald`s	11,794	47.1%	92
Went to fast food restaurant in the last 6 months: Panda Express	3,495	13.9%	145
Went to fast food restaurant in the last 6 months: Panera Bread	3,256	13.0%	103
Went to fast food restaurant in the last 6 months: Papa John`s	1,693	6.8%	82
Went to fast food restaurant in the last 6 months: Papa Murphy`s	554	2.2%	52
Went to fast food restaurant in the last 6 months: Pizza Hut	3,392	13.5%	86
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,660	10.6%	114
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,239	4.9%	41
Went to fast food restaurant in the last 6 months: Starbucks	6,062	24.2%	133
Went to fast food restaurant in the last 6 months: Steak `n Shake	639	2.6%	47
Went to fast food restaurant in the last 6 months: Subway	5,463	21.8%	89
Went to fast food restaurant in the last 6 months: Taco Bell	6,532	26.1%	90
Went to fast food restaurant in the last 6 months: Wendy`s	4,924	19.7%	77
Went to fast food restaurant in the last 6 months: Whataburger	567	2.3%	40
Went to fast food restaurant in the last 6 months: White Castle	722	2.9%	94
Went to fine dining restaurant last month	2,493	9.9%	97
Went to fine dining restaurant 3+ times last month	723	2.9%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 27, 2021

Restaurant Market Potential

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Demographic Summary	2020	2025
Population	75,681	76,860
Population 18+	59,548	61,332
Households	27,325	27,740
Median Household Income	$90,378	$98,940

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	44,832	75.3%	102
Went to family restaurant/steak house 4+ times/month	14,713	24.7%	94
Spent at family restaurant last 30 days: <$1-30	3,905	6.6%	83
Spent at family restaurant last 30 days: $31-50	4,829	8.1%	88
Spent at family restaurant last 30 days: $51-100	9,036	15.2%	102
Spent at family restaurant last 30 days: $101-200	6,019	10.1%	108
Went to family restaurant last 6 months: for breakfast	7,647	12.8%	99
Went to family restaurant last 6 months: for lunch	10,902	18.3%	99
Went to family restaurant last 6 months: for dinner	26,474	44.5%	98
Went to family restaurant last 6 months: for snack	1,279	2.1%	109
Went to family restaurant last 6 months: on weekday	16,755	28.1%	94
Went to family restaurant last 6 months: on weekend	24,075	40.4%	100
Went to family restaurant last 6 months: Applebee`s	10,915	18.3%	92
Went to family restaurant last 6 months: Bob Evans	986	1.7%	55
Went to family restaurant last 6 months: Buffalo Wild Wings	5,857	9.8%	102
Went to family restaurant last 6 months: California Pizza Kitchen	3,081	5.2%	194
Went to family restaurant last 6 months: The Cheesecake Factory	6,201	10.4%	148
Went to family restaurant last 6 months: Chili`s Grill & Bar	6,351	10.7%	101
Went to family restaurant last 6 months: CiCi's	899	1.5%	69
Went to family restaurant last 6 months: Cracker Barrel	3,707	6.2%	55
Went to family restaurant last 6 months: Denny`s	5,978	10.0%	113
Went to family restaurant last 6 months: Golden Corral	2,156	3.6%	52
Went to family restaurant last 6 months: IHOP	6,623	11.1%	113
Went to family restaurant last 6 months: Logan`s Roadhouse	999	1.7%	54
Went to family restaurant last 6 months: LongHorn Steakhouse	2,463	4.1%	77
Went to family restaurant last 6 months: Olive Garden	9,190	15.4%	99
Went to family restaurant last 6 months: Outback Steakhouse	4,811	8.1%	101
Went to family restaurant last 6 months: Red Lobster	5,000	8.4%	88
Went to family restaurant last 6 months: Red Robin	4,445	7.5%	110
Went to family restaurant last 6 months: Ruby Tuesday	1,761	3.0%	73
Went to family restaurant last 6 months: Texas Roadhouse	3,927	6.6%	64
Went to family restaurant last 6 months: T.G.I. Friday`s	3,759	6.3%	127
Went to family restaurant last 6 months: Waffle House	2,188	3.7%	58
Went to family restaurant last 6 months: fast food/drive-in	53,950	90.6%	100
Went to fast food/drive-in restaurant 9+ times/month	22,118	37.1%	95
Spent at fast food restaurant last 30 days: <$1-10	2,087	3.5%	86
Spent at fast food restaurant last 30 days: $11-$20	5,697	9.6%	95
Spent at fast food restaurant last 30 days: $21-$40	9,100	15.3%	95
Spent at fast food restaurant last 30 days: $41-$50	5,147	8.6%	102
Spent at fast food restaurant last 30 days: $51-$100	10,379	17.4%	102
Spent at fast food restaurant last 30 days: $101-$200	5,255	8.8%	99
Spent at fast food restaurant last 30 days: $201+	2,051	3.4%	104

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 10 minute radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	20,780	34.9%	97
Went to fast food restaurant in the last 6 months: home delivery	5,400	9.1%	107
Went to fast food restaurant in the last 6 months: take-out/drive-thru	24,271	40.8%	89
Went to fast food restaurant in the last 6 months: take-out/walk-in	13,645	22.9%	110
Went to fast food restaurant in the last 6 months: breakfast	20,178	33.9%	98
Went to fast food restaurant in the last 6 months: lunch	27,446	46.1%	93
Went to fast food restaurant in the last 6 months: dinner	25,594	43.0%	94
Went to fast food restaurant in the last 6 months: snack	7,977	13.4%	109
Went to fast food restaurant in the last 6 months: weekday	32,112	53.9%	93
Went to fast food restaurant in the last 6 months: weekend	27,566	46.3%	100
Went to fast food restaurant in the last 6 months: A & W	1,108	1.9%	66
Went to fast food restaurant in the last 6 months: Arby`s	5,817	9.8%	56
Went to fast food restaurant in the last 6 months: Baskin-Robbins	3,104	5.2%	152
Went to fast food restaurant in the last 6 months: Boston Market	2,942	4.9%	157
Went to fast food restaurant in the last 6 months: Burger King	14,398	24.2%	84
Went to fast food restaurant in the last 6 months: Captain D`s	1,016	1.7%	52
Went to fast food restaurant in the last 6 months: Carl`s Jr.	5,254	8.8%	151
Went to fast food restaurant in the last 6 months: Checkers	1,609	2.7%	79
Went to fast food restaurant in the last 6 months: Chick-fil-A	13,595	22.8%	89
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	10,661	17.9%	142
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,795	3.0%	114
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	1,232	2.1%	58
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,166	3.6%	124
Went to fast food restaurant in the last 6 months: Dairy Queen	5,994	10.1%	64
Went to fast food restaurant in the last 6 months: Del Taco	3,589	6.0%	153
Went to fast food restaurant in the last 6 months: Domino`s Pizza	7,748	13.0%	99
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	11,637	19.5%	145
Went to fast food restaurant in the last 6 months: Five Guys	5,957	10.0%	109
Went to fast food restaurant in the last 6 months: Hardee`s	1,419	2.4%	39
Went to fast food restaurant in the last 6 months: Jack in the Box	6,559	11.0%	144
Went to fast food restaurant in the last 6 months: Jimmy John`s	2,617	4.4%	77
Went to fast food restaurant in the last 6 months: KFC	9,809	16.5%	82
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,877	4.8%	86
Went to fast food restaurant in the last 6 months: Little Caesars	5,166	8.7%	70
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,337	2.2%	65
Went to fast food restaurant in the last 6 months: McDonald`s	28,352	47.6%	93
Went to fast food restaurant in the last 6 months: Panda Express	7,138	12.0%	124
Went to fast food restaurant in the last 6 months: Panera Bread	9,732	16.3%	129
Went to fast food restaurant in the last 6 months: Papa John`s	4,159	7.0%	84
Went to fast food restaurant in the last 6 months: Papa Murphy`s	1,699	2.9%	67
Went to fast food restaurant in the last 6 months: Pizza Hut	6,849	11.5%	73
Went to fast food restaurant in the last 6 months: Popeyes Chicken	5,529	9.3%	100
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,751	6.3%	52
Went to fast food restaurant in the last 6 months: Starbucks	15,011	25.2%	138
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,819	3.1%	56
Went to fast food restaurant in the last 6 months: Subway	12,549	21.1%	86
Went to fast food restaurant in the last 6 months: Taco Bell	15,006	25.2%	87
Went to fast food restaurant in the last 6 months: Wendy`s	13,217	22.2%	87
Went to fast food restaurant in the last 6 months: Whataburger	1,580	2.7%	47
Went to fast food restaurant in the last 6 months: White Castle	1,913	3.2%	105
Went to fine dining restaurant last month	7,683	12.9%	125
Went to fine dining restaurant 3+ times last month	2,221	3.7%	129

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Demographic Summary	2020	2025
Population	314,461	319,043
Population 18+	247,284	254,560
Households	116,515	118,240
Median Household Income	$105,412	$113,254

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	187,890	76.0%	103
Went to family restaurant/steak house 4+ times/month	63,617	25.7%	98
Spent at family restaurant last 30 days: <$1-30	16,975	6.9%	87
Spent at family restaurant last 30 days: $31-50	20,685	8.4%	91
Spent at family restaurant last 30 days: $51-100	38,278	15.5%	104
Spent at family restaurant last 30 days: $101-200	26,491	10.7%	115
Went to family restaurant last 6 months: for breakfast	31,978	12.9%	100
Went to family restaurant last 6 months: for lunch	46,158	18.7%	101
Went to family restaurant last 6 months: for dinner	116,782	47.2%	104
Went to family restaurant last 6 months: for snack	5,748	2.3%	118
Went to family restaurant last 6 months: on weekday	75,124	30.4%	102
Went to family restaurant last 6 months: on weekend	102,682	41.5%	103
Went to family restaurant last 6 months: Applebee`s	46,095	18.6%	94
Went to family restaurant last 6 months: Bob Evans	4,800	1.9%	65
Went to family restaurant last 6 months: Buffalo Wild Wings	23,967	9.7%	101
Went to family restaurant last 6 months: California Pizza Kitchen	12,710	5.1%	192
Went to family restaurant last 6 months: The Cheesecake Factory	27,022	10.9%	155
Went to family restaurant last 6 months: Chili`s Grill & Bar	27,057	10.9%	104
Went to family restaurant last 6 months: CiCi's	3,233	1.3%	60
Went to family restaurant last 6 months: Cracker Barrel	18,073	7.3%	65
Went to family restaurant last 6 months: Denny`s	20,692	8.4%	95
Went to family restaurant last 6 months: Golden Corral	8,085	3.3%	47
Went to family restaurant last 6 months: IHOP	26,163	10.6%	108
Went to family restaurant last 6 months: Logan`s Roadhouse	3,968	1.6%	52
Went to family restaurant last 6 months: LongHorn Steakhouse	11,684	4.7%	88
Went to family restaurant last 6 months: Olive Garden	38,182	15.4%	99
Went to family restaurant last 6 months: Outback Steakhouse	20,934	8.5%	106
Went to family restaurant last 6 months: Red Lobster	21,530	8.7%	91
Went to family restaurant last 6 months: Red Robin	19,205	7.8%	114
Went to family restaurant last 6 months: Ruby Tuesday	8,813	3.6%	88
Went to family restaurant last 6 months: Texas Roadhouse	18,538	7.5%	72
Went to family restaurant last 6 months: T.G.I. Friday`s	15,646	6.3%	127
Went to family restaurant last 6 months: Waffle House	8,503	3.4%	54
Went to family restaurant last 6 months: fast food/drive-in	224,195	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month	90,359	36.5%	94
Spent at fast food restaurant last 30 days: <$1-10	9,637	3.9%	96
Spent at fast food restaurant last 30 days: $11-$20	24,231	9.8%	97
Spent at fast food restaurant last 30 days: $21-$40	38,514	15.6%	97
Spent at fast food restaurant last 30 days: $41-$50	21,000	8.5%	101
Spent at fast food restaurant last 30 days: $51-$100	42,300	17.1%	100
Spent at fast food restaurant last 30 days: $101-$200	21,525	8.7%	98
Spent at fast food restaurant last 30 days: $201+	8,648	3.5%	106

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 27, 2021

18-48 W Blackwell St

Prepared by Esri

18-48 W Blackwell St, Dover, New Jersey, 07801

Latitude: 40.88410

Drive Time: 20 minute radius

Longitude: -74.55943

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	87,742	35.5%	99
Went to fast food restaurant in the last 6 months: home delivery	20,722	8.4%	99
Went to fast food restaurant in the last 6 months: take-out/drive-thru	103,305	41.8%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	57,766	23.4%	113
Went to fast food restaurant in the last 6 months: breakfast	81,697	33.0%	95
Went to fast food restaurant in the last 6 months: lunch	118,862	48.1%	97
Went to fast food restaurant in the last 6 months: dinner	109,800	44.4%	97
Went to fast food restaurant in the last 6 months: snack	33,744	13.6%	111
Went to fast food restaurant in the last 6 months: weekday	139,646	56.5%	97
Went to fast food restaurant in the last 6 months: weekend	114,178	46.2%	99
Went to fast food restaurant in the last 6 months: A & W	4,353	1.8%	63
Went to fast food restaurant in the last 6 months: Arby`s	26,686	10.8%	62
Went to fast food restaurant in the last 6 months: Baskin-Robbins	11,349	4.6%	134
Went to fast food restaurant in the last 6 months: Boston Market	12,022	4.9%	154
Went to fast food restaurant in the last 6 months: Burger King	58,110	23.5%	82
Went to fast food restaurant in the last 6 months: Captain D`s	3,942	1.6%	48
Went to fast food restaurant in the last 6 months: Carl`s Jr.	17,638	7.1%	122
Went to fast food restaurant in the last 6 months: Checkers	6,067	2.5%	71
Went to fast food restaurant in the last 6 months: Chick-fil-A	61,051	24.7%	96
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	44,598	18.0%	143
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	6,845	2.8%	105
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	4,043	1.6%	46
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	8,646	3.5%	119
Went to fast food restaurant in the last 6 months: Dairy Queen	27,847	11.3%	72
Went to fast food restaurant in the last 6 months: Del Taco	12,225	4.9%	125
Went to fast food restaurant in the last 6 months: Domino`s Pizza	29,984	12.1%	93
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	49,564	20.0%	148
Went to fast food restaurant in the last 6 months: Five Guys	26,611	10.8%	117
Went to fast food restaurant in the last 6 months: Hardee`s	5,800	2.3%	38
Went to fast food restaurant in the last 6 months: Jack in the Box	21,401	8.7%	113
Went to fast food restaurant in the last 6 months: Jimmy John`s	12,276	5.0%	87
Went to fast food restaurant in the last 6 months: KFC	39,970	16.2%	80
Went to fast food restaurant in the last 6 months: Krispy Kreme	12,769	5.2%	92
Went to fast food restaurant in the last 6 months: Little Caesars	18,151	7.3%	60
Went to fast food restaurant in the last 6 months: Long John Silver`s	4,910	2.0%	58
Went to fast food restaurant in the last 6 months: McDonald`s	117,650	47.6%	93
Went to fast food restaurant in the last 6 months: Panda Express	26,143	10.6%	110
Went to fast food restaurant in the last 6 months: Panera Bread	44,091	17.8%	141
Went to fast food restaurant in the last 6 months: Papa John`s	17,239	7.0%	84
Went to fast food restaurant in the last 6 months: Papa Murphy`s	7,797	3.2%	74
Went to fast food restaurant in the last 6 months: Pizza Hut	25,206	10.2%	65
Went to fast food restaurant in the last 6 months: Popeyes Chicken	20,720	8.4%	90
Went to fast food restaurant in the last 6 months: Sonic Drive-In	17,563	7.1%	59
Went to fast food restaurant in the last 6 months: Starbucks	63,407	25.6%	141
Went to fast food restaurant in the last 6 months: Steak `n Shake	8,480	3.4%	63
Went to fast food restaurant in the last 6 months: Subway	51,257	20.7%	85
Went to fast food restaurant in the last 6 months: Taco Bell	58,615	23.7%	82
Went to fast food restaurant in the last 6 months: Wendy`s	56,231	22.7%	89
Went to fast food restaurant in the last 6 months: Whataburger	7,942	3.2%	57
Went to fast food restaurant in the last 6 months: White Castle	7,838	3.2%	103
Went to fine dining restaurant last month	38,308	15.5%	150
Went to fine dining restaurant 3+ times last month	11,245	4.5%	157

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
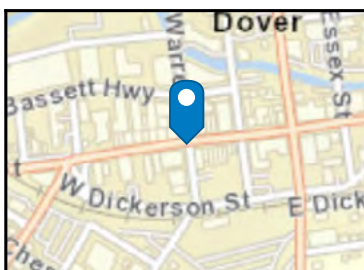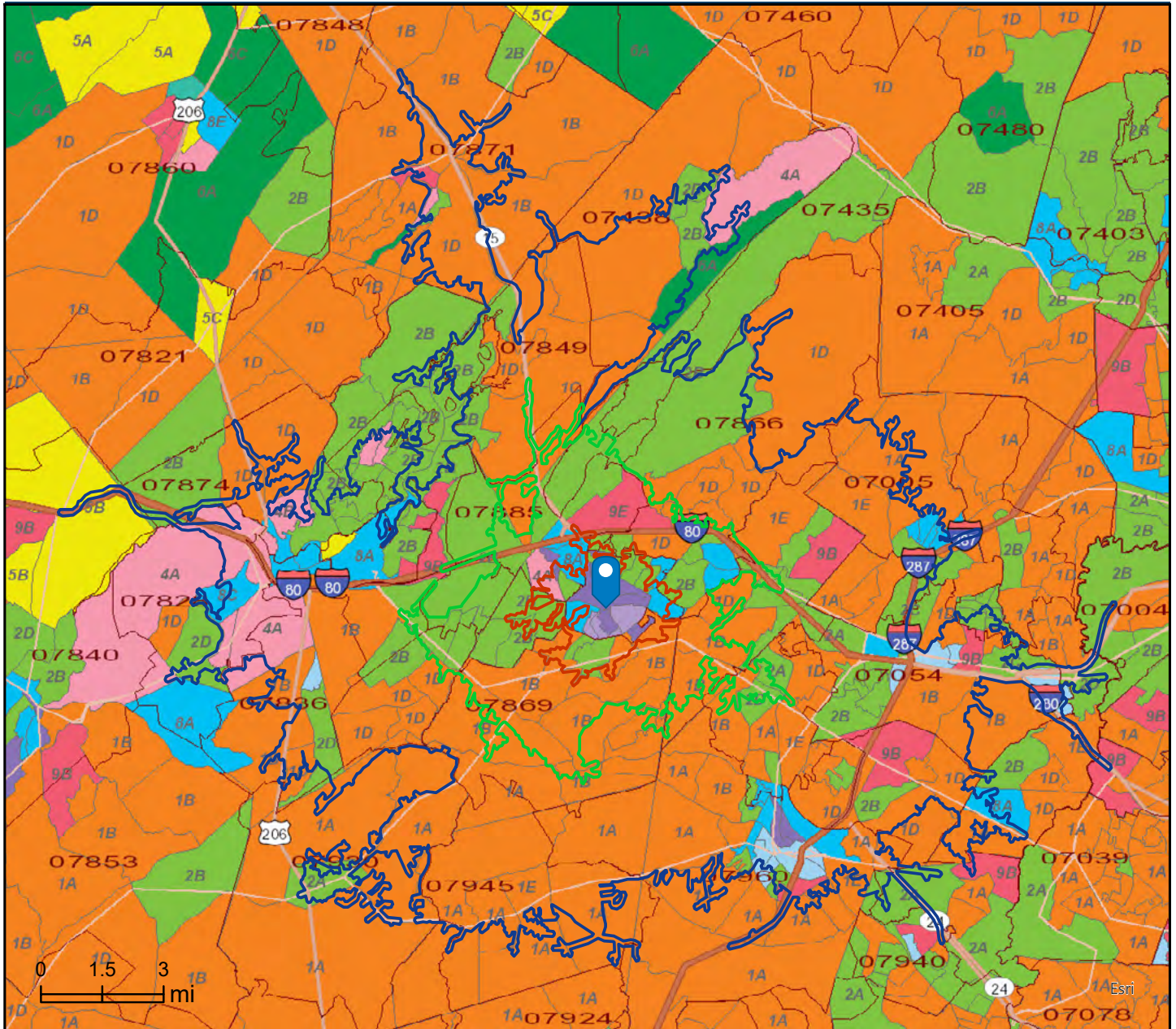- L14: Scholars and Patriots

Source: Esri

April 27, 2021

Dominant Tapestry Map

18-48 W Blackwell St
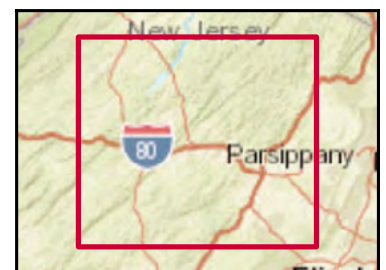18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5, 10, 20 minute radii

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)
Segment 1B (Professional Pride)
Segment 1C (Boomburbs)
Segment 1D (Savvy Suburbanites)
Segment 1E (Exurbanites)
Segment 2A (Urban Chic)
Segment 2B (Pleasantville)
Segment 2C (Pacific Heights)
Segment 2D (Enterprising Professionals)
Segment 3A (Laptops and Lattes)
Segment 3B (Metro Renters)
Segment 3C (Trendsetters)
Segment 4A (Soccer Moms)
Segment 4B (Home Improvement)
Segment 4C (Middleburg)
Segment 5A (Comfortable Empty Nesters)
Segment 5B (In Style)
Segment 5C (Parks and Rec)
Segment 5D (Rustbelt Traditions)
Segment 5E (Midlife Constants)
Segment 6A (Green Acres)
Segment 6B (Salt of the Earth)
Segment 6C (The Great Outdoors)
Segment 6D (Prairie Living)
Segment 6E (Rural Resort Dwellers)
Segment 6F (Heartland Communities)
Segment 7A (Up and Coming Families)
Segment 7B (Urban Villages)
Segment 7C (American Dreamers)
Segment 7D (Barrios Urbanos)
Segment 7E (Valley Growers)
Segment 7F (Southwestern Families)
Segment 8A (City Lights)
Segment 8B (Emerald City)

Segment 8C (Bright Young Professionals)
Segment 8D (Downtown Melting Pot)
Segment 8E (Front Porches)
Segment 8F (Old and Newcomers)
Segment 8G (Hardscrabble Road)
Segment 9A (Silver & Gold)
Segment 9B (Golden Years)
Segment 9C (The Elders)
Segment 9D (Senior Escapes)
Segment 9E (Retirement Communities)
Segment 9F (Social Security Set)
Segment 10A (Southern Satellites)
Segment 10B (Rooted Rural)
Segment 10C (Diners & Miners)
Segment 10D (Down the Road)
Segment 10E (Rural Bypasses)
Segment 11A (City Strivers)
Segment 11B (Young and Restless)
Segment 11C (Metro Fusion)
Segment 11D (Set to Impress)
Segment 11E (City Commons)
Segment 12A (Family Foundations)
Segment 12B (Traditional Living)
Segment 12C (Small Town Simplicity)
Segment 12D (Modest Income Homes)
Segment 13A (International Marketplace)
Segment 13B (Las Casas)
Segment 13C (NeWest Residents)
Segment 13D (Fresh Ambitions)
Segment 13E (High Rise Renters)
Segment 14A (Military Proximity)
Segment 14B (College Towns)
Segment 14C (Dorms to Diplomas)
Segment 15 (Unclassified)

Source: Esri

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2020 Households | | 2020 U.S. Households | | |
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	International Marketplace (13A)	36.4%	36.4%	1.2%	1.2%	3026
2	Enterprising Professionals (2D)	19.7%	56.1%	1.4%	2.6%	1,371
3	Urban Villages (7B)	14.4%	70.5%	1.0%	3.6%	1,382
4	Pleasantville (2B)	13.2%	83.6%	2.1%	5.7%	612
5	City Lights (8A)	6.3%	90.0%	1.4%	7.1%	443
	Subtotal	**90.0%**		**7.1%**		
6	NeWest Residents (13C)	3.5%	93.4%	0.8%	7.9%	451
7	Soccer Moms (4A)	2.6%	96.1%	3.0%	10.9%	89
8	Savvy Suburbanites (1D)	2.6%	98.7%	3.0%	13.9%	88
9	Professional Pride (1B)	1.3%	100.0%	1.6%	15.5%	81
	Subtotal	**10.0%**		**8.4%**		
	Total	**100.0%**		**15.6%**		**642**

Top Ten Tapestry Segments Site vs. U.S.

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021

![esri](esri logo) **Tapestry Segmentation Area Profile**

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

2020 Tapestry Indexes by Households

2020 Tapestry Indexes by Total Population 18+

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

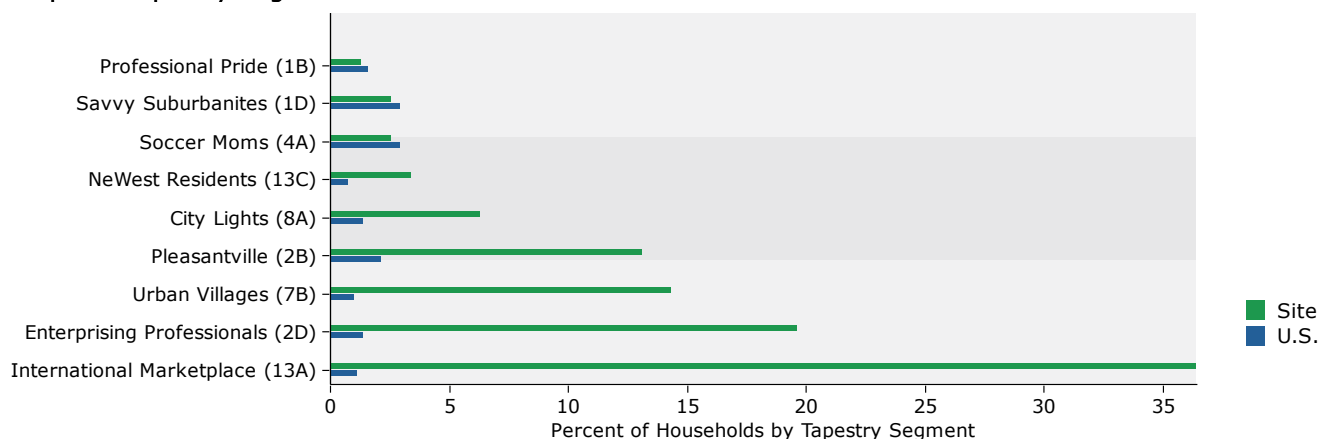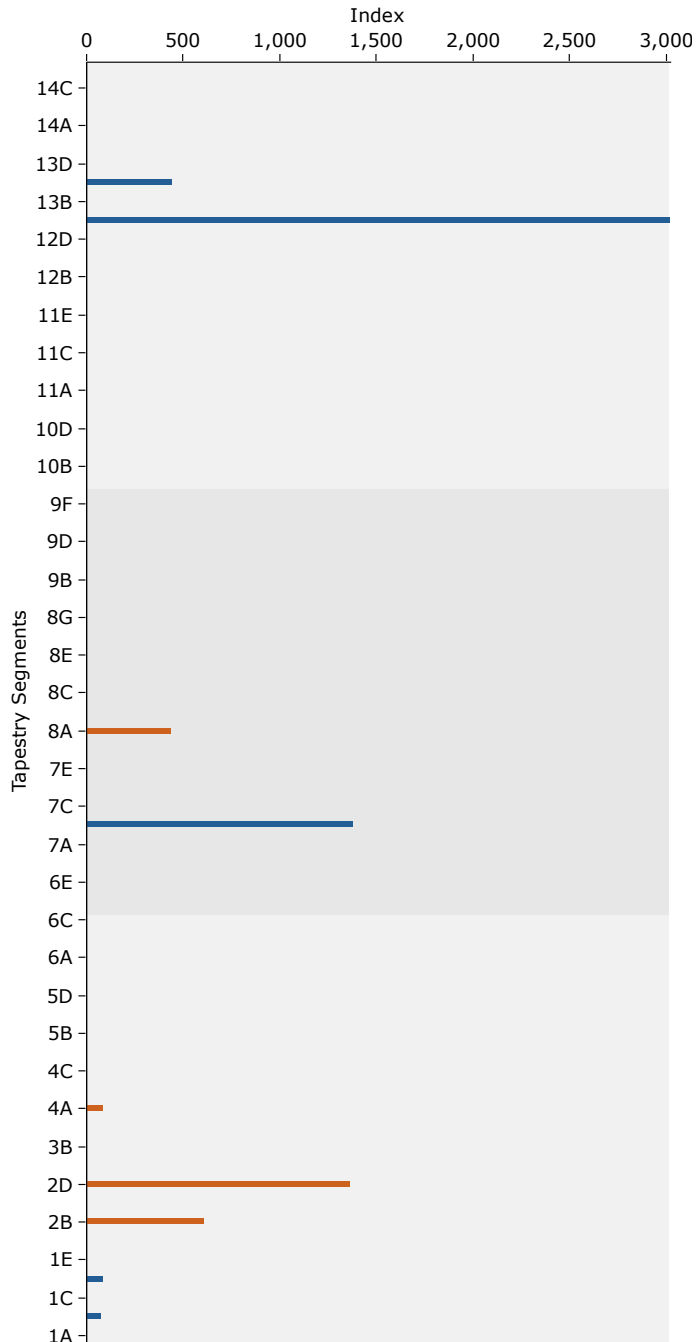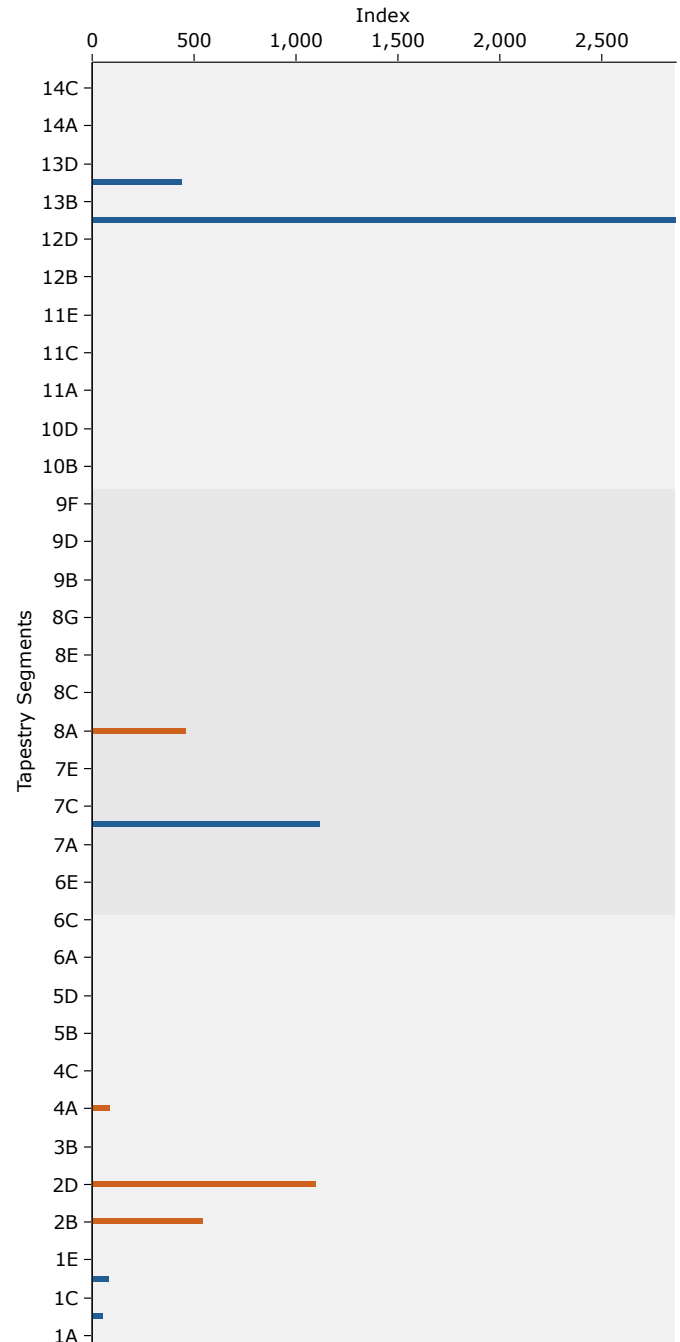April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St

18-48 W Blackwell St, Dover, New Jersey, 07801

Drive Time: 5 minute radius

Prepared by Esri

Latitude: 40.88410

Longitude: -74.55943

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,691	100.0%		25,058	100.0%	
1. Affluent Estates	**421**	**3.9%**	**39**	**950**	**3.8%**	**36**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	142	1.3%	81	266	1.1%	58
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	279	2.6%	88	684	2.7%	85
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**3,508**	**32.8%**	**588**	**6,994**	**27.9%**	**479**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,407	13.2%	612	3,297	13.2%	548
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,101	19.7%	1,371	3,697	14.8%	1,105
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**281**	**2.6%**	**35**	**714**	**2.8%**	**36**
Soccer Moms (4A)	281	2.6%	89	714	2.8%	90
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**1,537**	**14.4%**	**201**	**4,043**	**16.1%**	**194**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,537	14.4%	1,382	4,043	16.1%	1,122
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,691	100.0%		25,058	100.0%	
8. Middle Ground	**678**	**6.3%**	**59**	**1,689**	**6.7%**	**67**
City Lights (8A)	678	6.3%	443	1,689	6.7%	464
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**4,266**	**39.9%**	**1,049**	**10,668**	**42.6%**	**975**
International Marketplace (13A)	3,896	36.4%	3,026	9,720	38.8%	2,869
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	370	3.5%	451	948	3.8%	444
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,691	100.0%		25,058	100.0%	
1. Principal Urban Center	**370**	**3.5%**	**49**	**948**	**3.8%**	**57**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	370	3.5%	451	948	3.8%	444
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**6,111**	**57.2%**	**345**	**15,452**	**61.7%**	**350**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,537	14.4%	1,382	4,043	16.1%	1,122
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	678	6.3%	443	1,689	6.7%	464
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	3,896	36.4%	3,026	9,720	38.8%	2,869
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	10,691	100.0%		25,058	100.0%	
4. Suburban Periphery	**4,210**	**39.4%**	**123**	**8,658**	**34.6%**	**105**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	142	1.3%	81	266	1.1%	58
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	279	2.6%	88	684	2.7%	85
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,407	13.2%	612	3,297	13.2%	548
Enterprising Professionals (2D)	2,101	19.7%	1,371	3,697	14.8%	1,105
Soccer Moms (4A)	281	2.6%	89	714	2.8%	90
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021
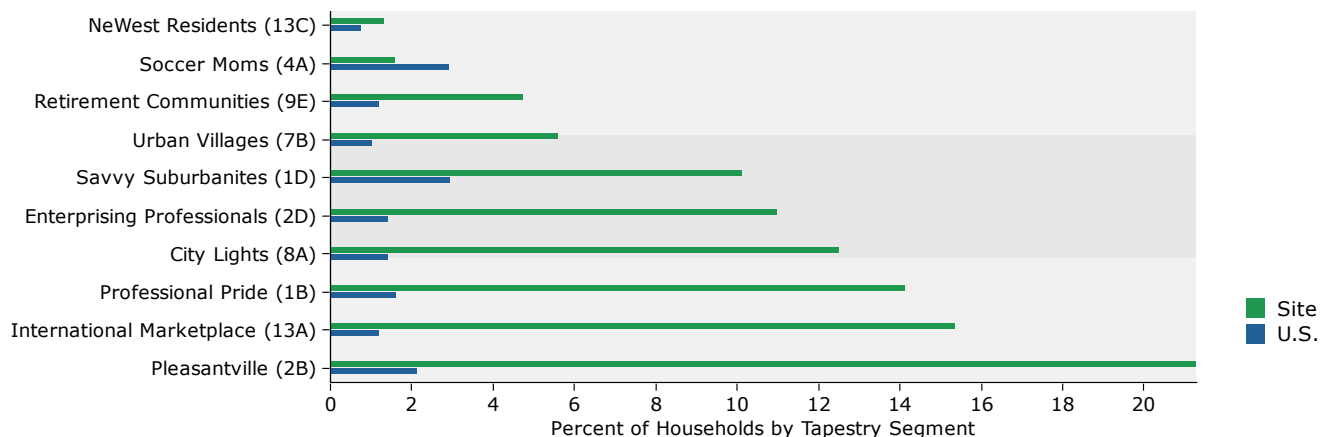
Tapestry Segmentation Area Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households Percent	Cumulative Percent	2020 U.S. Households Percent	Cumulative Percent	Index
1	Pleasantville (2B)	21.3%	21.3%	2.1%	2.1%	992
2	International Marketplace (13A)	15.4%	36.7%	1.2%	3.3%	1,276
3	Professional Pride (1B)	14.2%	50.8%	1.6%	4.9%	868
4	City Lights (8A)	12.5%	63.4%	1.4%	6.3%	875
5	Enterprising Professionals (2D)	11.0%	74.4%	1.4%	7.7%	767
	Subtotal	**74.4%**		**7.7%**		
6	Savvy Suburbanites (1D)	10.1%	84.5%	3.0%	10.7%	342
7	Urban Villages (7B)	5.6%	90.1%	1.0%	11.7%	541
8	Retirement Communities (9E)	4.7%	94.9%	1.2%	12.9%	393
9	Soccer Moms (4A)	1.6%	96.5%	3.0%	15.9%	54
10	NeWest Residents (13C)	1.4%	97.8%	0.8%	16.7%	176
	Subtotal	**23.4%**		**9.0%**		
11	Urban Chic (2A)	0.9%	98.8%	1.3%	18.0%	71
12	Top Tier (1A)	0.5%	99.3%	1.7%	19.7%	30
13	Boomburbs (1C)	0.5%	99.7%	1.8%	21.5%	27
14	Exurbanites (1E)	0.3%	100.0%	1.9%	23.4%	13
	Subtotal	**2.2%**		**6.7%**		
	Total	**100.0%**		**23.5%**		**426**

Top Ten Tapestry Segments Site vs. U.S.

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
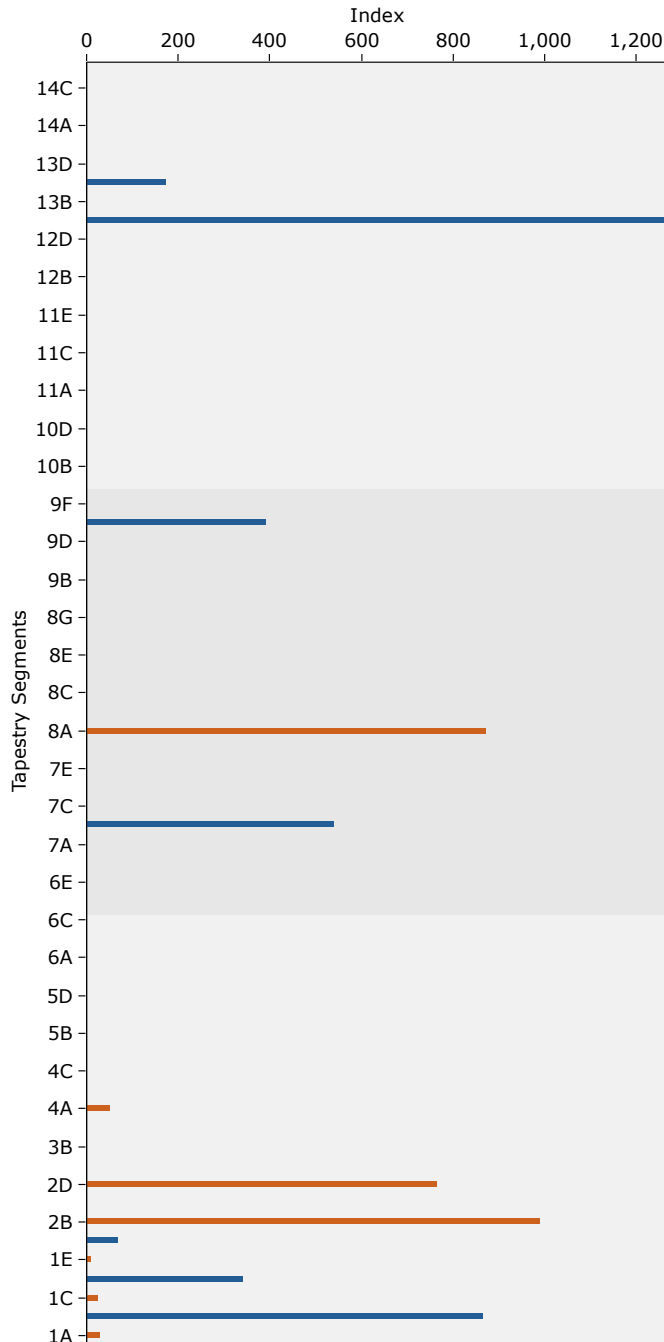**Source:** Esri

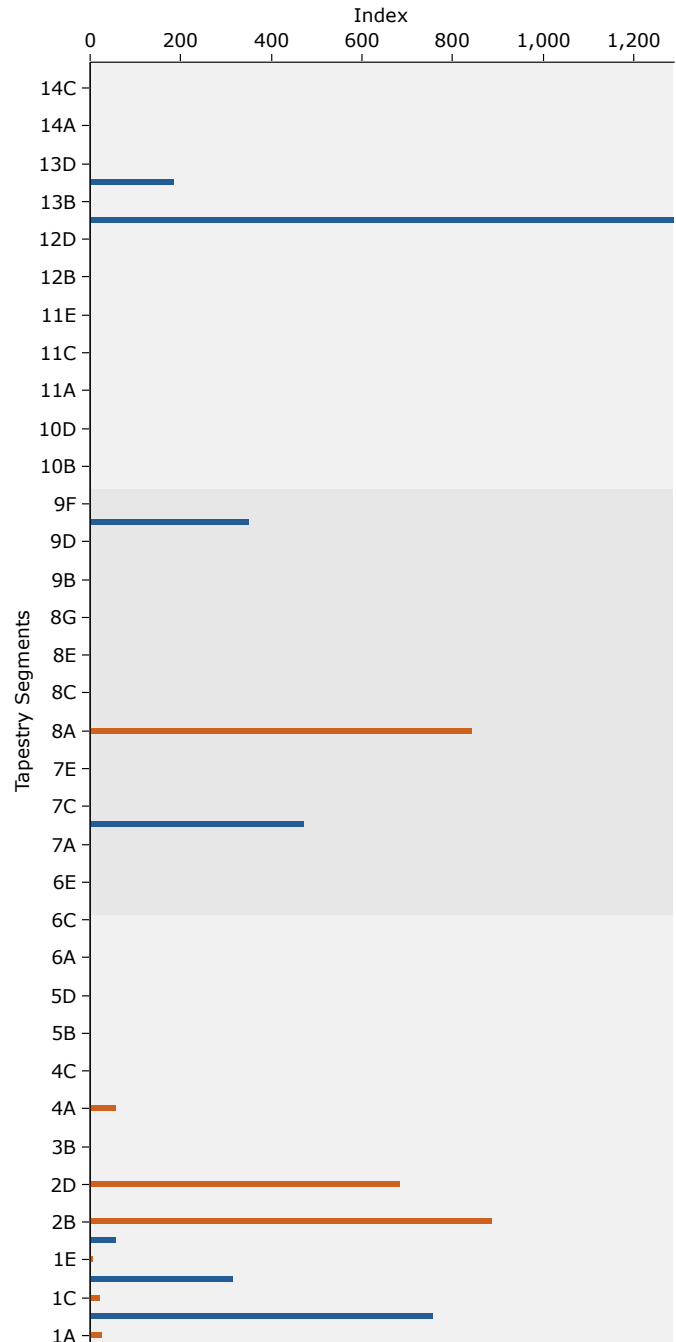April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St

18-48 W Blackwell St, Dover, New Jersey, 07801

Drive Time: 10 minute radius

Prepared by Esri

Latitude: 40.88410

Longitude: -74.55943

2020 Tapestry Indexes by Households

2020 Tapestry Indexes by Total Population 18+

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	27,325	100.0%		59,548	100.0%	
1. Affluent Estates	**6,978**	**25.5%**	**256**	**15,023**	**25.2%**	**237**
Top Tier (1A)	135	0.5%	30	302	0.5%	29
Professional Pride (1B)	3,868	14.2%	868	8,286	13.9%	758
Boomburbs (1C)	132	0.5%	27	254	0.4%	23
Savvy Suburbanites (1D)	2,773	10.1%	342	6,090	10.2%	318
Exurbanites (1E)	70	0.3%	13	91	0.2%	8
2. Upscale Avenues	**9,082**	**33.2%**	**596**	**18,596**	**31.2%**	**536**
Urban Chic (2A)	254	0.9%	71	440	0.7%	60
Pleasantville (2B)	5,824	21.3%	992	12,710	21.3%	889
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	3,004	11.0%	767	5,446	9.1%	685
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**438**	**1.6%**	**21**	**1,126**	**1.9%**	**24**
Soccer Moms (4A)	438	1.6%	54	1,126	1.9%	60
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**1,537**	**5.6%**	**79**	**4,043**	**6.8%**	**82**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,537	5.6%	541	4,043	6.8%	472
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	27,325	100.0%		59,548	100.0%	
8. Middle Ground	**3,424**	**12.5%**	**116**	**7,320**	**12.3%**	**122**
City Lights (8A)	3,424	12.5%	875	7,320	12.3%	846
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**1,296**	**4.7%**	**82**	**2,103**	**3.5%**	**71**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,296	4.7%	393	2,103	3.5%	351
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**4,570**	**16.7%**	**440**	**11,337**	**19.0%**	**436**
International Marketplace (13A)	4,200	15.4%	1,276	10,389	17.4%	1,290
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	370	1.4%	176	948	1.6%	187
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

April 27, 2021

18-48 W Blackwell St

18-48 W Blackwell St, Dover, New Jersey, 07801

Drive Time: 10 minute radius

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	27,325	100.0%		59,548	100.0%	
1. Principal Urban Center	**370**	**1.4%**	**19**	**948**	**1.6%**	**24**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	370	1.4%	176	948	1.6%	187
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**9,161**	**33.5%**	**202**	**21,752**	**36.5%**	**207**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,537	5.6%	541	4,043	6.8%	472
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	3,424	12.5%	875	7,320	12.3%	846
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	4,200	15.4%	1,276	10,389	17.4%	1,290
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**1,296**	**4.7%**	**26**	**2,103**	**3.5%**	**21**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,296	4.7%	393	2,103	3.5%	351
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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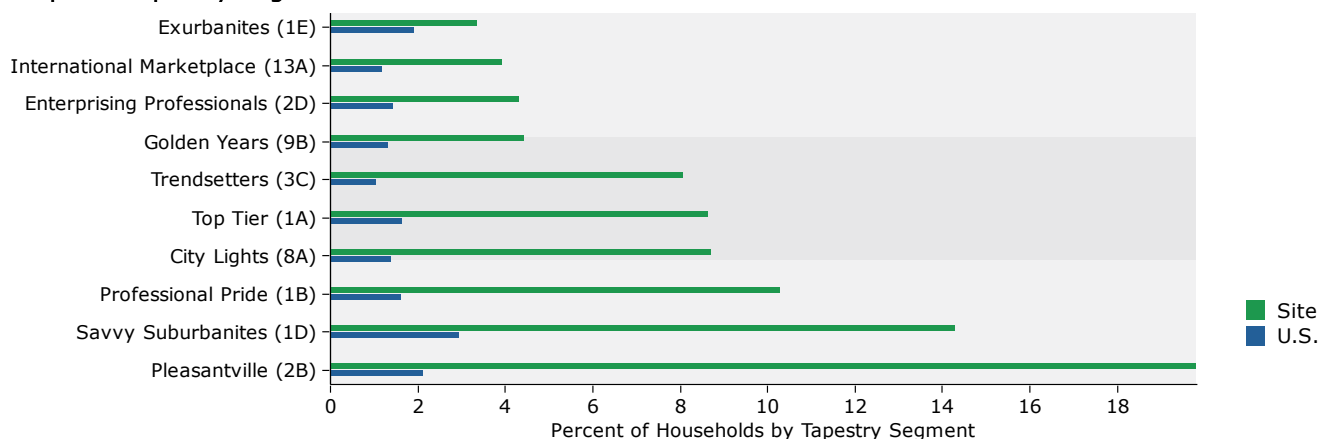**Source:** Esri

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	27,325	100.0%		59,548	100.0%	
4. Suburban Periphery	**16,498**	**60.4%**	**189**	**34,745**	**58.3%**	**178**
Top Tier (1A)	135	0.5%	30	302	0.5%	29
Professional Pride (1B)	3,868	14.2%	868	8,286	13.9%	758
Boomburbs (1C)	132	0.5%	27	254	0.4%	23
Savvy Suburbanites (1D)	2,773	10.1%	342	6,090	10.2%	318
Exurbanites (1E)	70	0.3%	13	91	0.2%	8
Urban Chic (2A)	254	0.9%	71	440	0.7%	60
Pleasantville (2B)	5,824	21.3%	992	12,710	21.3%	889
Enterprising Professionals (2D)	3,004	11.0%	767	5,446	9.1%	685
Soccer Moms (4A)	438	1.6%	54	1,126	1.9%	60
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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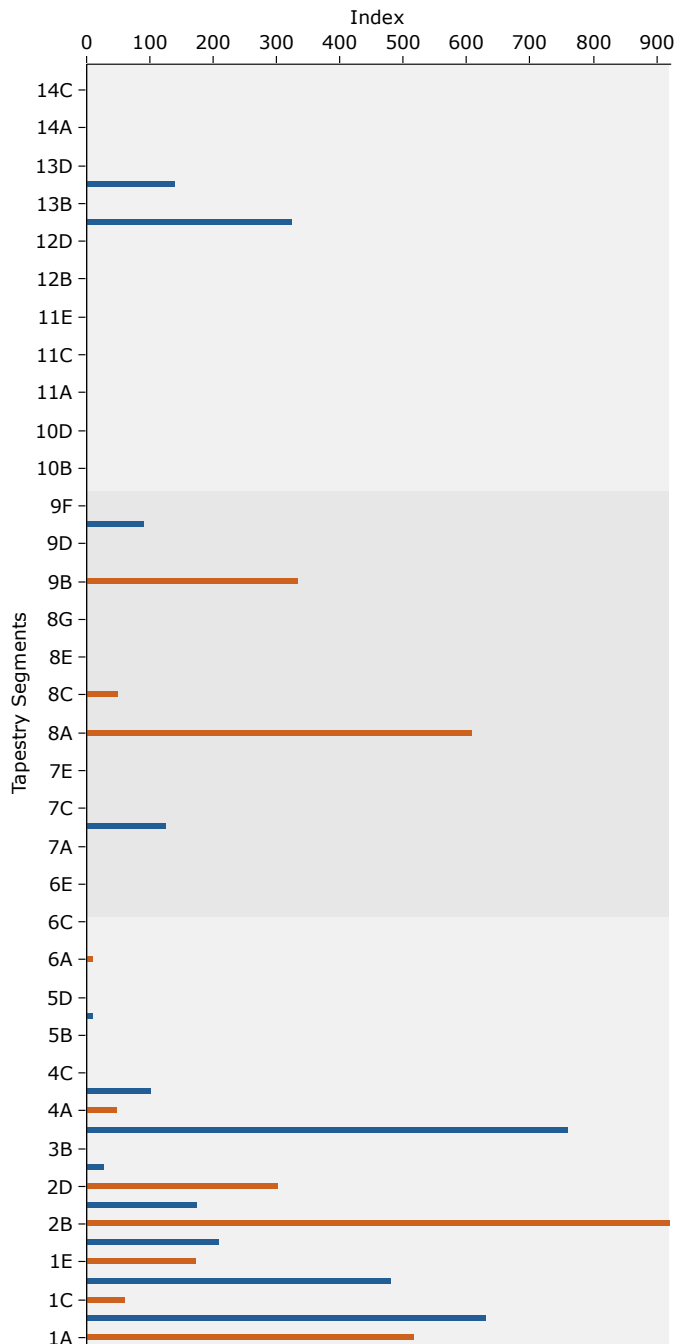**Source:** Esri

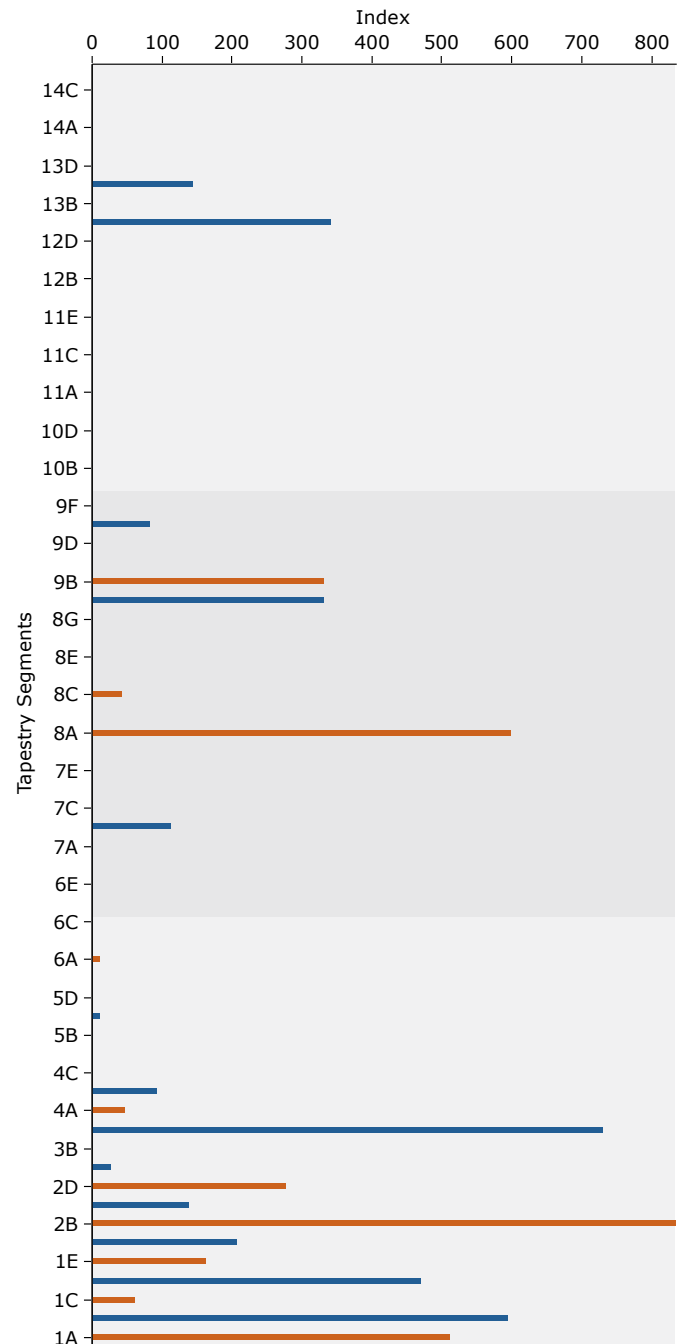April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2020 Households | | 2020 U.S. Households | | |
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Pleasantville (2B)	19.8%	19.8%	2.1%	2.1%	923
2	Savvy Suburbanites (1D)	14.3%	34.2%	3.0%	5.1%	482
3	Professional Pride (1B)	10.3%	44.5%	1.6%	6.7%	633
4	City Lights (8A)	8.7%	53.2%	1.4%	8.1%	611
5	Top Tier (1A)	8.7%	61.9%	1.7%	9.8%	517
	Subtotal	**61.8%**		**9.8%**		
6	Trendsetters (3C)	8.1%	70.0%	1.1%	10.9%	762
7	Golden Years (9B)	4.4%	74.4%	1.3%	12.2%	334
8	Enterprising Professionals (2D)	4.3%	78.8%	1.4%	13.6%	303
9	International Marketplace (13A)	3.9%	82.7%	1.2%	14.8%	326
10	Exurbanites (1E)	3.4%	86.1%	1.9%	16.7%	174
	Subtotal	**24.1%**		**6.9%**		
11	Urban Chic (2A)	2.7%	88.8%	1.3%	18.0%	210
12	Home Improvement (4B)	1.8%	90.6%	1.7%	19.7%	104
13	Soccer Moms (4A)	1.5%	92.1%	3.0%	22.7%	50
14	Urban Villages (7B)	1.3%	93.4%	1.0%	23.7%	127
15	Pacific Heights (2C)	1.2%	94.6%	0.7%	24.4%	175
	Subtotal	**8.5%**		**7.7%**		
16	Bright Young Professionals (8C)	1.2%	95.8%	2.3%	26.7%	52
17	Retirement Communities (9E)	1.1%	96.9%	1.2%	27.9%	92
18	Boomburbs (1C)	1.1%	98.0%	1.8%	29.7%	63
19	NeWest Residents (13C)	1.1%	99.1%	0.8%	30.5%	142
20	Green Acres (6A)	0.4%	99.5%	3.2%	33.7%	12
	Subtotal	**4.9%**		**9.3%**		
	Total	**99.5%**		**33.8%**		**295**

Top Ten Tapestry Segments Site vs. U.S.

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Source: Esri

April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

2020 Tapestry Indexes by Households

2020 Tapestry Indexes by Total Population 18+

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 20 minute radius

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	116,517	100.0%		247,284	100.0%	
1. Affluent Estates	44,033	37.8%	378	97,852	39.6%	371
Top Tier (1A)	10,098	8.7%	517	22,517	9.1%	512
Professional Pride (1B)	12,025	10.3%	633	27,089	11.0%	597
Boomburbs (1C)	1,290	1.1%	63	2,889	1.2%	62
Savvy Suburbanites (1D)	16,688	14.3%	482	37,423	15.1%	470
Exurbanites (1E)	3,932	3.4%	174	7,934	3.2%	165
2. Upscale Avenues	32,760	28.1%	504	68,090	27.5%	472
Urban Chic (2A)	3,182	2.7%	210	6,309	2.6%	208
Pleasantville (2B)	23,107	19.8%	923	49,602	20.1%	836
Pacific Heights (2C)	1,408	1.2%	175	2,986	1.2%	139
Enterprising Professionals (2D)	5,063	4.3%	303	9,193	3.7%	278
3. Uptown Individuals	9,806	8.4%	219	17,672	7.1%	227
Laptops and Lattes (3A)	371	0.3%	30	605	0.2%	28
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	9,435	8.1%	762	17,067	6.9%	732
4. Family Landscapes	3,772	3.2%	43	8,058	3.3%	41
Soccer Moms (4A)	1,720	1.5%	50	3,818	1.5%	49
Home Improvement (4B)	2,052	1.8%	104	4,240	1.7%	93
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	263	0.2%	2	554	0.2%	2
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	263	0.2%	11	554	0.2%	12
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	457	0.4%	3	1,012	0.4%	3
Green Acres (6A)	457	0.4%	12	1,012	0.4%	12
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,537	1.3%	18	4,043	1.6%	20
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,537	1.3%	127	4,043	1.6%	114
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

April 27, 2021

18-48 W Blackwell St

18-48 W Blackwell St, Dover, New Jersey, 07801

Drive Time: 20 minute radius

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	116,517	100.0%		247,284	100.0%	
8. Middle Ground	**11,567**	**9.9%**	**92**	**23,715**	**9.6%**	**95**
City Lights (8A)	10,193	8.7%	611	21,519	8.7%	599
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,374	1.2%	52	2,196	0.9%	44
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**6,476**	**5.6%**	**96**	**11,768**	**4.8%**	**95**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,180	4.4%	334	9,665	3.9%	333
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,296	1.1%	92	2,103	0.9%	84
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**5,846**	**5.0%**	**132**	**14,520**	**5.9%**	**134**
International Marketplace (13A)	4,580	3.9%	326	11,468	4.6%	343
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,266	1.1%	141	3,052	1.2%	145
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 27, 2021

Tapestry Segmentation Area Profile

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 40.88410
Longitude: -74.55943

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	116,517	100.0%		247,284	100.0%	
1. Principal Urban Center	**11,072**	**9.5%**	**133**	**20,724**	**8.4%**	**126**
Laptops and Lattes (3A)	371	0.3%	30	605	0.2%	28
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	9,435	8.1%	762	17,067	6.9%	732
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,266	1.1%	141	3,052	1.2%	145
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**19,092**	**16.4%**	**99**	**42,212**	**17.1%**	**97**
Pacific Heights (2C)	1,408	1.2%	175	2,986	1.2%	139
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,537	1.3%	127	4,043	1.6%	114
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	10,193	8.7%	611	21,519	8.7%	599
Bright Young Professionals (8C)	1,374	1.2%	52	2,196	0.9%	44
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	4,580	3.9%	326	11,468	4.6%	343
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**1,296**	**1.1%**	**6**	**2,103**	**0.9%**	**5**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,296	1.1%	92	2,103	0.9%	84
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021

18-48 W Blackwell St
18-48 W Blackwell St, Dover, New Jersey, 07801
Drive Time: 20 minute radius

Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	116,517	100.0%		247,284	100.0%	
4. Suburban Periphery	**84,600**	**72.6%**	**227**	**181,233**	**73.3%**	**224**
Top Tier (1A)	10,098	8.7%	517	22,517	9.1%	512
Professional Pride (1B)	12,025	10.3%	633	27,089	11.0%	597
Boomburbs (1C)	1,290	1.1%	63	2,889	1.2%	62
Savvy Suburbanites (1D)	16,688	14.3%	482	37,423	15.1%	470
Exurbanites (1E)	3,932	3.4%	174	7,934	3.2%	165
Urban Chic (2A)	3,182	2.7%	210	6,309	2.6%	208
Pleasantville (2B)	23,107	19.8%	923	49,602	20.1%	836
Enterprising Professionals (2D)	5,063	4.3%	303	9,193	3.7%	278
Soccer Moms (4A)	1,720	1.5%	50	3,818	1.5%	49
Home Improvement (4B)	2,052	1.8%	104	4,240	1.7%	93
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	263	0.2%	11	554	0.2%	12
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,180	4.4%	334	9,665	3.9%	333
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**457**	**0.4%**	**2**	**1,012**	**0.4%**	**2**
Green Acres (6A)	457	0.4%	12	1,012	0.4%	12
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 27, 2021

APPENDIX B

DOVER BUSINESS INTERVIEWS REPORT

BACKGROUND

As part of Together North Jersey's Local Technical Assistance work in the Town of Dover, the project team conducted individual one-on-one interviews with a selection of business owners and managers from establishments located in downtown Dover. The purpose of these interviews was to understand specific challenges faced by downtown businesses, collect suggestions on how best to mitigate these challenges, and discuss ideas on how best to promote the downtown Dover areas to visitors and residents. The project team conducted a total of twelve (12) interviews (ten in Spanish and two in English) with a variety of business types, including restaurants, bakeries, beauty salons, retail shops and one social club. The TNJ team selected candidates for interviews in close consultation with the Town of Dover Community Affairs Coordinator. Interviews were conducted anonymously in order to facilitate the discussion of difficult or sensitive topics.

The summary below provides an overview of key takeaways and highlights from these interview discussions. All interview comments are summarized without attribution to any particular businesses or establishment in order to protect their anonymity.

DOWNTOWN DOVER CHALLENGES

Financial fragility: The most salient challenges among interview participants related directly to the economic impact that the coronavirus pandemic (COVID-19) has had on small businesses. The results shed light on both the financial fragility of many small businesses in downtown Dover and the uncertainty of the pandemic's long-term impact on these establishments. In addition, several business owners/managers mentioned that a lack of information regarding COVID-19 related financial assistance programs was also a challenge for small businesses. Generally, these small businesses have found it difficult to identify the appropriate departments or designated agencies to contact for reliable information. In addition, some of these businesses noted that they were designated as "not essential businesses" which discouraged them, and confused them, on their eligibility to receive COVID-19 related financial relief.

Permits: Many of the business owners expressed confusion and frustration with the township permit application process. Five participants concurred that there is a need for a more equitable, manageable, coherent, and efficient permit application process. These business owners would like to see the town develop a more time-efficient and easily understandable process for permit review and approval. One participant mentioned signage as a particular area of frustration, especially on the colonial buildings. This participant would like to install signage that does not currently conform with the town ordinance for the historic-style building. However, this businesses owner/manager feels that additional signage elements and style would help attract new customers by bringing attention to the business

for pedestrians and by-passers. Others felt that the current regulatory environment in Dover is confusing, does not stress uniformity and clarity, and does not provide business owners with adequate flexibility to act and respond to their needs.

Parking: Interviewees mentioned that there is a lack of parking in Downtown Dover, especially during the day. These participants noted that the lack of parking affects businesses in several ways. It makes it difficult to attract shoppers/patrons arriving by car. Beauty salons, for example, noted having older adults as clients who need to park relatively close to the business, minimizing the walking distance. Several interviews noted that downtown shoppers/customers prefer business with accessible and easy to find parking. Inadequate parking also makes downtown a less desirable place to work and interrupts workflow for employees. Metered parking offers limited time options and, according to interviewees, employees often must take turns to move their cars to avoid parking tickets. This interrupts productivity and it affects the bottom line of the business.

Downtown business categories: Interview participants noted that downtown Dover has a high number of businesses within the same categories, especially barber shops, beauty salons and bakeries. The interviewees would like to see the town actively plan for and recruit a wider variety of tenants in downtown Dover to address this issue. Providing a wider variety of business types in the downtown would attract new shoppers, diners, and arts patrons from surrounding areas. One participant also suggested bringing in additional popular grab-and-go chains, such as a Wawa, to downtown Dover. These popular chains attract customers from the surrounding areas and can stimulate economic activity in downtown Dover.

Sense of safety: Participants also expressed concerns over safety, or the perception of safety, in the downtown. Day laborers often gather in open-air places such as street corners. This has brought some complaints and concern from business owners who feel their presence might discourage visitors and residents from visiting certain areas in Dover. Interviewees suggested that increasing police presence, in certain areas, might proffer a sense of safety to residents and visitors making, downtown Dover a more inviting place.

DOWNTOWN DOVER ASSETS

Current administration and overall services: Overall, participants approve of the town's administration performance and municipal function of its services. In particular, interviewees commended the level of cleanliness kept on its streets, a positive police-community relationship, and ease of/facilitation on acquiring restaurant parklets permits for outdoor dining. Participants also mentioned that they wanted to see more frequent, unsolicited, casual visits from Mayor Carolyn Blackman. They also suggested more police patrolling and improved/recurrent recycling training to the community-at-large.

 Dover's diversity: Participants frequently mentioned Dover's ethnic diversity and overall sense of tranquility as unique

attributes to the town. This diversity is represented in the variety of eateries and other establishments downtown. The downtown is also efficient since many amenities are found within close proximity.

SUGGESTIONS FOR IMPROVEMENT

Operating hours: Participants noted that municipal rules regarding operating hours have exacerbated the already challenging economic environment due to COVID-19.   The participants claim that there is a percentage of business lost to the nearby competition due to Dover's mandated earlier closing time. Restaurant and bar owners suggested an extension on the restricted closing hours for operating establishments.

Lighting: The Downtown is busy during the day with shoppers and residents running errands. However, participants noted that Downtown Dover looks empty and dark during evening hours. They suggested improving evening ambiance downtown by adding streetlights to brighten street corners and other dark areas, as well as additional police presence (as mentioned above). These improvements will help create a sense of safety, making residents and visitors more comfortable strolling the streets of downtown Dover at night.

Streetscape and placemaking: Participants suggested that the town undertake improvement to beautify the downtown to create comfortable public areas featuring shade trees, greenery, and places to sit, talk and gather. These public spaces will help enhance street-life in Downtown Dover. Participants would also like to see additional events to activate these spaces and encourage residents and visitors to linger downtown.

MARKETING DOWNTOWN DOVER AND ITS BUSINESSES

Almost all participants mentioned that social media and website presence are important tools in supporting marketing efforts. Two participants indicated that they rely solely on a loyal customer base and word of mouth marketing. Advertisement at Town TV (closed circuit) was also mentioned. Some restaurant owners mentioned the importance of online reviews, such as Yelp and Google, to generate new business. These reviews not only provide information to potential customers and patrons, but they provide the restaurant owners with important feedback on what is working and what must be improved.

When asked about ways to promote Downtown Dover, participants shared a wide variety of suggestions:

» **Community events:** Theme-oriented multicultural festivals/fairs, and other gathering of vendors or tradespeople for the entertainment and commerce were mentioned by all the participants. The Dover Flea Market was specifically mentioned as a memorable and popular event that had a positive impact on downtown businesses by attracting out-of-town guests.

» **Open streets:** Participants mentioned having pedestrian-only days in downtown areas or side streets and closing additional streets for expanded outdoor dining. One participant mentioned the use of Basset Highway for

events.

» *Encouraging online reviews:* One participant suggested implementing a local campaign or training to encourage residents, shoppers, and other patrons to complete Yelp or Google reviews.   According to another restaurant owner, consumers trust online reviews as much as personal recommendations. As a result, out-of-towners will read the on-line review before they make their decisions and site selections. However, many residents do not know how to complete these reviews or don't understand the important role they can play for promoting businesses.

» *Advertising for Downtown Dover:* Featuring local businesses on electronic billboard (Rt. 46) and adding traditional billboards in high trafficked highways, such as Rt. 80, were also mentioned as ready-to apply strategies. Other suggestions included displaying a list of all or most of Downtown's stores at the St Joseph Church Garden and A Downtown Dover Facebook page, door-to-door brochures, flier distribution, and cross-promotion opportunities.

» *Dover website:* Local businesses could be promoted through the Town of Dover's website. One participant suggested that the town showcase one business at a time (day or week) and on a rotating basis on their website.

» *Downtown Dover business coalition*: Many participants expressed interest in some form of business network or local organization of downtown businesses. They see how a unified effort of discussing common challenges and interests of businesses can lead to solutions and potential advocacy. Shaping Dover was mentioned as an example of a concerted interest group initiative properly executed.

CONCLUSION

Above all, Downtown Dover business owners and managers feel optimistic about the future and recognize the new administration's good efforts and services. The challenges mentioned were accompanied by potential solutions. The ideas expressed are varied in their complexity and degree of difficulty in implementation, yet they would each bring considerable value to downtown Dover's activity and economy vitality.   Some suggestions will require leadership stemming from the business community, while others will require close coordination with municipal officials, such as improvement to permit applications, changes to ordinances, and deployment of available financial resources. Most importantly, the enthusiasm and creative ideas shared during the interviews illustrates the Dover business community's willingness and eagerness to participate in and embrace ongoing efforts towards improving the downtown.

APPENDIX C

DOVER SURVEY RESULTS AND ANALYSIS

BACKGROUND

As part of the Together North Jersey Local Technical Assistance program, Together North Jersey (TNJ) is working with the Town of Dover to develop a Downtown Dover Visitors Guide, as well as a primer on strategies the Town can undertake to boost the downtown's economic recovery from COVID-19. As part of this work, the TNJ team conducted an outreach survey to collect input from residents, local business owners, and visitors about the impact of the pandemic on Downtown Dover and ideas for revitalizing the downtown area.

With the coronavirus pandemic limiting the TNJ team's ability to do in-person work, the survey was distributed online. It featured a mix of multiple choice and open-ended questions targeted towards residents and non-residents. It also included multiple questions for Dover business owners to learn about their experiences with COVID-19 and their current business needs. The survey was available in both English and Spanish.

The project team worked with the Town to promote the survey and ensure wide distribution. The Town released a media advisory announcing the availability of the survey, along with background on the project purpose. The Town also posted this information directly on the Town website and shared it on the town's social media account. Word of mouth quickly promoted the survey; responses totaled nearly 100 after only a few days of being online.

The survey yielded 136 respondents, the majority of whom live, work, and/or own a business in Dover. About 85 respondents completed the entire survey. Some questions, such as those targeting businesses, have far fewer responses because only a subset of respondents answered them.

RESPONDENT DEMOGRAPHICS

The majority of respondents were Hispanic or Latino, between 35 and 44 years of age, with an annual household income of $100,000 to $149,999. The majority of respondents identified as Hispanic or Latino (43), and about 10 participants completed the survey in Spanish. Many respondents also identified as white (41), while only three identified as Black and/or Asian. Over one-quarter of respondents did not disclose their household income.

What is your race/ethnicity? Select all that apply. (n=88)

Category	Value
Hispanic or Latino	43
White	41
Black or African American	3
Other	3
Asian	1
Prefer not to say	8

How old are you? (n=88)

Category	Value
Under 18	0
18 - 24	2
25 - 34	10
35 - 44	24
45 - 54	17
55 - 64	20
65 - 74	11
75 or older	1
Prefer not to say	3

What is your annual household income? (n=88)

Category	Value
Less than $25,000	3
$25,000 to $49,999	8
$50,000 to $74,999	14
$75,000 to $99,999	12
$100,000 to $149,000	19
$150,000 or higher	8
Prefer not to say	24

MAJOR TAKEAWAYS

Dover's ethnic diversity is unique.   Thirty out of 51 responses indicated Dover's ethnic diversity (particularly its Hispanic and Latino cultures) is what makes it unique. However, at least 15 participants wished to see greater diversity in cuisines, such as Thai, Italian, or "healthy" options. Several respondents felt that some local businesses do not serve English-speaking populations well (one stated that not all restaurants have menus in English), which might be preventing shoppers from learning about existing dining and shopping options. Three respondents who are business owners or managers shared that Dover's multicultural population motivated them to open a business there – to serve non-English speaking communities.

Offer more events and activities in Downtown Dover.   A notable number of respondents wished to see more events in Dover (24), mentioning ideas like food festivals, street fairs, or a cherry blossom festival in Hurd Park. Another 12 respondents suggested improving recreation opportunities, like enhancing existing parks with better trails and new

benches, or establishing new public spaces for all ages. Eleven respondents wanted to see more kinds of shopping, and seven participants mentioned how much they want to see Dover's discontinued flea market start up again. A few others also missed Dover's old bowling alley and drive-in theater.

Visitors come to Downtown Dover for dining, running errands, visiting parks, and shopping.   Most visit Downtown Dover for its bars, restaurants, and bakeries (77 out of 95). Many also run errands, such as going to medical appointments or the post office (49 out of 95). A significant number also head to downtown to get to its parks (33) or to go shopping (32). Sixteen out of 51 respondents said that Dover's walkable, small-town character makes it unique.

Why do you visit Downtown Dover? Select all that apply. (n=95)

Category	Value
Eateries, restaurants, and bars	75
Running errands	46
Parks and trails	33
Shopping	32
Work	22
Public transit access	20
Religious services	17
Visiting friends or family	13
Other	10

COVID-19 has decreased trips to Downtown Dover.   Overall, the survey results showed that participants do not visit Dover as often as they did before the pandemic. In fact, a majority answered that COVID-19 has led them to cut back their visits "a great deal" (33) or "quite a bit" (27), the strongest choices for that question. Most participants (100) lived in Dover, which might explain why many still visit downtown (101 out of 131).

Nine participants shared their specific fears related to COVID-19 and what the town could do to make them feel safe enough to visit Downtown Dover. One felt that the municipal government has not handled the pandemic well, while others feared that failure to comply with social distancing rules in local businesses has made these indoor spaces unsafe. A few respondents felt Dover's streets were not clean and the downtown needed beautification, with several stating that more police would make them feel safer. Four respondents also wanted to see more or free parking in the Downtown.

COVID-19 has hurt local business income. Approximately nine business owners/managers completed the survey and answered questions meant to gauge the impact of COVID-19 on their business and to understand the strategies they currently use for business promotion. Most agreed that the pandemic had hurt their income (six out of eight respondents), and most had applied for and received some form of pandemic financial assistance. In terms of municipal assistance, they would most like to see the Town facilitate networking opportunities for local businesses and encourage visitors to come to Dover. The most common advertising methods used are digital advertising and word of mouth.

What type of assistance could Dover provide to help your business grow and succeed? Select all that apply. (n=8)

How do you advertise your business? Select all that apply. (n=8)
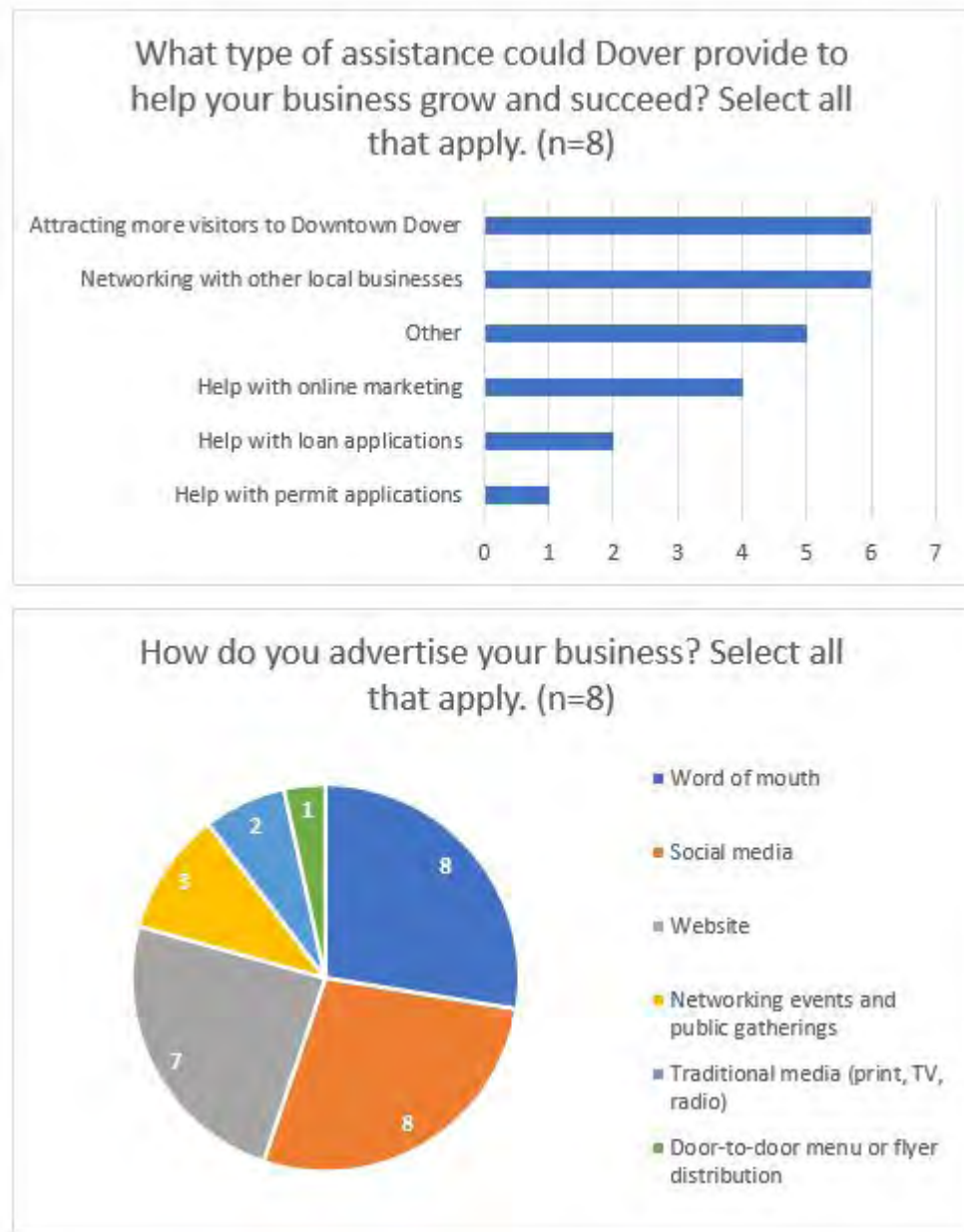
DETAILED RESPONSES

Many of the questions below were asked in an open-ended format. Responses to those questions have been categorized to simplify reporting. For some answers, people responded with multiple specific locations (businesses, restaurants) which are listed individually. The business questions were only answered by participants who own or manage a business in Dover.

What is your relationship to Dover? Select all that apply.

1. I live in Dover (100)

2. I work in Dover (25)

3. I visit Dover (27)

4. I own or manage a business in Dover (13)

How often do you visit Dover? [only seen by those who answered "I visit Dover" for Q. 1]

1. Several times per month (9)

2. Once per month (0)

3. Every few months (4)

4. Once per year (1)

5. Less than once per year (0)

Do you visit Downtown Dover (the area around Blackwell Street)?

1. Yes (101)

2. No (30)

Why do you visit Downtown Dover? Select all that apply.

1. Eateries, restaurants, and bars (77)

2. Running errands (49)

3. Parks and trails (33)

4. Shopping (32)

5. Work (22)

6. Public transit access (20)

7. Religious services (17)

8. Visiting friends or family (13)

9. Other

    o I live in Downtown Dover (4)

    o Museum (1)

How much has COVID-19 reduced your visits to Downtown Dover?

1. A great deal (33)

2. Quite a bit (27)

3. Somewhat (16)

4. Very little (5)

5. Not at all (8)

While the pandemic is ongoing, what types of businesses, events, or amenities would draw you to Downtown Dover, assuming safety protocols are in place? (open-ended)

1. Existing restaurants, bars, bakeries (33)

2. Events (17)

3. Nothing (13)

4. Would only visit once COVID-19 has subsided (6)

5. Outdoor dining/other activities (12)

6. More kinds of shops (9)

7. Running errands (6)

8. Recreation improvements (5)

9. Businesses and restaurants that can serve English-speaking customers (4)

10. Farmers market (3)

11. Flea market (3)

12. Art-based events or public art (2)

13. Beautification/cleaning of streets and building interiors (2)

14. Entertainment venues such as movie theater, bowling alley (2)

15. New restaurants/greater variety in eateries (2)

Thinking beyond the pandemic, what kinds of amenities, activities, businesses, or other services would you like to see in Downtown Dover?

1. Public events (food festival, street fair, outdoor concert, etc.) (23)

2. Greater variety in restaurants (19)

3. New kinds of shops (13)

4. Recreation (activities as well as park and seating improvements) (12)

5. Entertainment such as movie theaters (7)

6. Flea market (7)

7. Better service for English-speaking customers (e.g. menus) (4)

8. Farmer's market (4)

9. More parking/free parking (4)

10. Outdoor dining (3)

What makes Dover unique from other towns in the area?

1. Diversity (33)

2. Walkable, compact small town (14)

3. History, architecture (8)

4. Transit access (7)

5. Restaurants (7)

6. A sense of community (5)

7. Not clean, dilapidated (3)

8. Not accessible for English speakers (2)

9. Working class town (2)

10. Nothing

What are your favorite spots in Dover? (58 answers; only specific establishments are included below)

1. Table 42 (15)

2. The Quiet Man Pub (10)

3. Sabor Latino (5)

4. Jai Alai restaurant (4)

5. Three Brothers restaurant (4)

6. Bravo Supermarket (3)

7. Pollos Pucalor (3)

8. Dover Dairy Maid (3)

9. Bakeries (3)

10. JFK Park (6)

11. Crescent Field (4)

12. Hedden Park (4)

13. Hurd Park (2)

QUESTIONS FOR BUSINESS OWNERS/MANAGERS

How long has your business been operating in Dover?

1. Less than 1 year (1)

2. 1 to 5 years (1)

3. 6 to 10 years (2)

4. 10 to 20 years (2)

5. 20 to 40 years (1)

6. More than 40 years (2)

If you had to guess, how many of your customers are Dover residents?

1. Not that many of my customers are Dover residents (2)

2. About half of my customers are Dover residents (6)

3. Nearly all of my customers are Dover residents (1)

Does your business serve customers who speak a language other than English? Select all that apply.

1. Yes, Spanish (8)

2. Yes, other (1)

o   "very basic Spanish"

3. No (0)

Why did you choose to locate your business in Dover?

1. To serve the multicultural, multilingual population (3)

2. To be near customers or clientele (2)

3. Dover's strong community ties, local shopping patterns (1)

4. Affordable liquor license (1)

5. Grandfather lived in Dover and opened here (1)

How do you advertise your business? Select all that apply.

1. Social media (Facebook, Instagram, Yelp, etc.) (8)

2. Word of Mouth (8)

3. Website (7)

4. Networking events and public gatherings (3)

5. Traditional media (TV commercials, billboards, radio or print advertisements) (2)

6. Door-to-door menu or flyer distribution (1)

7. Other (please describe) (0)

How much would you agree with this phrase: "The COVID-19 pandemic has harmed my business"?

1. Strongly agree (4)

2. Somewhat agree (2)

3. Neither agree nor disagree (0)

4. Somewhat disagree (1)

5. Strongly disagree (1)

Did you seek out COVID-19 financial assistance? Examples include PPP loans, SBA loans, debt relief programs, and private loans or grants.

1. Yes (6)

2. No (2)

If you applied for financial assistance, did you receive any?

1. Yes (5)
2. No (1)

Please describe how COVID-19 has impacted your business – either negatively or positively (for example, have you seen growth or new opportunities emerge?)

1. Forced to close/trouble offering "virtual" services (2)
2. Drop in business—reduced demand from customers (3)
3. Less indoor space to serve customers (1)
4. Business improved—steady demand (1)
5. Business improved—increased demand for home improvement goods (1)

Think back before COVID-19. What were some of your business challenges BEFORE the pandemic?

1. Tax and insurance costs; competition from big box stores (1)
2. Getting new students (especially female) (1)
3. Enticing people to come to Dover (1)
4. Making clients see the value of our online marketing services (1)
5. Suspended recycling pick-up (1)

What type of assistance could the Town of Dover provide to help your business grow and succeed? Select all that apply.

1. Attracting more visitors to Downtown Dover (7)
2. Networking with other local businesses (6)
3. Help with online marketing (4)
4. Help with loan applications (2)
5. Help with permit applications (1)
6. Other

   o Eliminate two-hour parking on streets
   o The town of Dover received a significant amount of CARES Act funds to help renters and homeowners that were affected by Covid. To date, I haven't seen any of that money distributed to the people who need it and the nonprofits in town that many of us turn to for help aren't represented in the group that's

going to decide how to distribute funding; it appears to be all real estate agents and for-profit entities.

- o None, all attempts to talk with Mayor Blackman have been ignored

- o Restore recycling pick-up so it is more organized.

What do you think would bring more people to Downtown Dover? [Individual responses may be counted more than once if they mention more than one of these ideas]

1. Public relations campaign (emphasize Dover's history, safety) (2)

2. Events such as a restaurant week (2)

3. More parking (2)

4. Assist businesses with having bilingual staff (1)

5. Visible, tangible improvements to show the Town is committed to helping (1)

6. More outdoor dining spaces (1)

7. Greater variety in restaurant cuisines (1)

DEMOGRAPHICS

How old are you?

1. Under 18 (0)

2. 18 to 24 (2)

3. 25 to 34 (10)

4. 35 to 44 (24)

5. 45 to 54 (17)

6. 55 to 64 (20)

7. 65 to 74 (11)

8. 75 or older (1)

9. Prefer not to say (3)

What is your race and ethnicity? Select all that apply.

1. Caucasian (41)

2. Hispanic or Latino (43)

3. Black or African American (3)

4. Asian (1)

5. Other (3)

6. Central European

7. South American indigenous

8. Prefer not to say (8)

What is your annual household income?

1. Less than $25,000 (3)

2. $25,000 to $49,999 (8)

3. $50,000 to $74,999 (14)

4. $75,000 to $99,999 (12)

5. $100,000 to $149,999 (19)

6. $150,000 or higher (8)

7. Prefer not to say (24)

APPENDIX D

DOVER VISITORS GUIDE

VISIT
DOVER

ICE
CREAM

WELCOME TO DOVER

On behalf of our residents, business owners, and local leaders, I would like to welcome you to Downtown Dover! We invite you to explore our historic, hardworking, and vibrant town.

Over the centuries, the Dover area has played many roles—iron mining village, regional shopping destination, bustling canal port, and even a key stop on the vaudeville circuit! Throughout all these periods, Dover has remained a welcoming home for a diverse and harmonious community.

Whether you are here to eat at one of our many restaurants, attend one of our local events, visit family and friends, or simply run errands, we hope that you will take time to learn something new and try something different in Dover!

Sincerely,

Carolyn Blackman

MAYOR OF DOVER

TABLE OF CONTENTS

NJTPA

TOGETHER NORTH JERSEY.

MORRIS COUNTY'S MELTING POT

DIVERSITY IN DOVER

Over two-thirds of Dover's residents are Latino, many from Central and South America. Dover is currently home to many Latino restaurants and bakeries, as well as eateries serving Irish, Italian, and American cuisine.

Present day Blackwell Street

Present Day Guenther Mill

GERMANTOWN

Dover's "Germantown" emerged in the early 1900s with the opening of the Guenther Hosiery Mill. The factory produced silk stockings using machinery from the Saxony region of Germany. Residents of the Saxon town of Thalheim were highly skilled in operating these knitting machines, and many migrated to Dover to work in the Guenther Mill. The factory owner, Paul Guenther, provided company houses for these immigrant workers, and the area became known as Germantown.

DOVER'S "SPANISH BARRIO"

Puerto Rican immigration to Dover began in 1948 with the arrival of just seven families who came to work at nearby mines, factories, and farms. These immigrants came from the Puerto Rican region of Aguada. Over time, friends, family, and neighbors came to join them in Dover. An agreement between the Puerto Rican government and a New Jersey farmers' organization also spurred migration by attracting farmworkers to the area. Blackwell Street gained the nickname "the Spanish Barrio" as new stores and opened catering to Spanish-speaking clientele.

Downtown Dover's "Spanish Barrio."
Photo courtesy of the Dover Area Historical Society.

Guenther Mill in 1900s.

Pork Chop Giambotta, Table 42 Restaurant & Bar

FOOD&
DINING

The diversity of people who make Dover home is most evident in the variety of cuisines and dining options available downtown. Visitors can find fast-paced counter serve joints where commuters wearing suits or construction boots stop for hot empanadas after work, or quiet cafes where friends meet and chat over fresh jugos de fruta.

COLOMBIAN

Visit the following restaurants for large platters of grilled steak, fried plantains, homemade soups, and other Colombian breakfast, lunch, and dinner specialties.

Las Costillas de Pedro
57 N Sussex St
973.361.3400

Sabor Latino Restaurant and Bar
44 N Morris St
973.537.0777

Monchy's Colombian Grill
19 Bassett Hwy
973.343.6521

Arepas Paisas
47 E Blackwell St
973.366.2015

Pollos Pucalor
85 E Blackwell St
973.442.9272

Bandeja Paisa, Sabor Latino Restaurant Bar

MEXICAN

Be sure to sample the wide variety of Mexican food in Dover! These restaurants offer colorful décor, friendly service, and tasty seafood, soups, mole, tamales, and other authentic Mexican dishes.

Taqueria Pancho Villa
7 Essex St N
973.361.4003

Brenda Lee Restaurant
15 E Blackwell St
862.397.3469

Azteca Restaurant
17 E Blackwell St #1
973.989.8442

Tequila's 55
55 E Blackwell St
862.244.4500

La Bamba Grill
150 E McFarlan St
973.537.5449

Biztec a la Mexicana, Laura's Coffee & Restaurant

PERUVIAN

Peruvian cuisine has deep cross-cultural roots, including Chinese, Italian, and African influences. Visit Dover for staple dishes like ceviche or try Peruvian creole dishes that combine Chinese cooking techniques with Italian ingredients!

El Marino Restaurant
130 Mt Hope Ave
973.659.0402

Las Tres Marias
88 N Sussex St
973.361.0434

SALVADOREAN

Salvadorean cuisine combines indigenous ingredients with lots of seafood and fruit-based beverages. One favorite snack is pupusa, a thick corn tortilla stuffed with numerous combinations of ingredients like cheese, meat, beans, or vegetables, and flattened into a disc.

Las Praderas II
60 N Sussex St
973.659.0075

ITALIAN

Dover is home to well-established Italian restaurants that are welcoming venues for family dinners or special occasions. Come for classics like fried calamari, creamy pasta dishes, antipasto platters, and fresh seafood.

Table 42 Restaurant and Bar
42 N Sussex St
973.361.2300

Charlotte's Web
39 W Clinton St
973.328.9387

Delizia Pizza Kitchena
145 King St
973.366.3535

BASQUE

Hailing from a distinct cultural region on the border of Spain and France, Dover's Basque restaurant features delicious preparations of seafood and vegetables, including a Basque paella and crab-stuffed mushrooms.

Jai-Alai
73 W Blackwell St #1
973.989.0916

Paella, Jai -Alai Restaurant

ECUADORIAN

Ecuadorian cuisine is all about shrimp! Order one of this country's staple dishes, like shrimp ceviche or a homemade fish stew, paired with an Ecuadorian soda.

Amazonia Ecuatoriana
178 E Blackwell St
973.328.6739

Jai Alai Chicken, Jai-Alai Restaurant

HONDURAN

A Honduran favorite is the plato típico—a social experience as much as a menu item! The plato típico is meant for sharing and consists of a variety of foods like grilled steak, sausages, fried plantains, rice, and beans. Also try savory fish soups made with coconut milk or a hearty Honduran breakfast.

El Catracho Restaurant
43 W Blackwell St
862.437.1820

IRISH

Dover's Irish pub is a local institution. Visit for the charming atmosphere, specialty cocktails, extensive bar menu, and daily special entrees.

Quiet Man Pub
64 E McFarlan St
973.366.6333

Dover's Bakery Restaurants

Mexican and Colombian breads, Laura's Coffee & Restaurant

With over two dozen in total, Dover's bakeries go beyond the traditional offerings of pastries, cakes, and bread. In addition to the glass dessert case, most also have hot bars serving trays of Latino comfort food—*empanadas*, *chicharron* (fried pig skin), *arepas* (hot pressed sandwiches), *pandebono* (cheese-filled donuts), and *papas rellenas* (stuffed, fried potatoes).

Customers can order a to-go meal or eat in, cafeteria style. These casual eateries are great places to have a quick meal, sample a variety of items, and get dessert to take home. If you are offered hot sauce, take it—it is probably homemade!

Rico Pan Bakery
107 E Blackwell St
973.328.3345

Pan Pizza
27 E Blackwell St
973.442.9774

Guadalupe Bakery
25 E Blackwell St
973.620.9033

BREAKFAST & LUNCHEONETTES

These breakfast and lunch spots offer classic and affordable breakfast platters, sandwiches, and salads that are popular with local residents.

Three Brothers
9 N Morris St #A
973.442.1916

Barry's Luncheonette
32 Bassett Hwy
973.366.2507

NIGHTLIFE

Experience Dover's nightlife by meeting friends for drinks or lively dancing at a nightclub.

Celebrity Bar
260 US-46
973.366.1499

Los Arrieros Bar
34 W Clinton St
973.620.9878

Pancho Villa Rodeo
142 E Blackwell St
973.620.9595

COFFEE SHOPS

Stop by for an on-the-go specialty coffee or linger over dessert at Dover's coffee shops.

The Good Bean
60B N Sussex St
862.437.1333

Laura's Coffee
22 E Blackwell St
862.244.4181

Laura's Coffee & Restaurant

SHOPPING BLACKWELL STREET

Downtown Dover is one of those classic town centers where local shops can still provide residents with most of their daily needs, all within a short walk, bike ride, or drive from home. Commuters and visitors also run errands in Downtown Dover with the added benefits of enjoying fresh air, strolling through a historic shopping district, and having a variety of lunch or snack options at one of Dover's many eateries. Current retail and personal service businesses in Dover include a large grocery store, salons and barber shops, furniture stores, thrift stores, a florist, home improvement stores, and Latin American specialty shops selling clothes (including soccer jerseys!), shoes, and gifts.

Present Day Blackwell Street

Like many historic New Jersey town centers, Downtown Dover was once a regional shopping destination. The area along Bassett Highway was the site of America's first "in-town" shopping mall, once home to department stores like J.C. Penney and Woolworths, two supermarkets, a bowling alley, and a 2,000-space parking deck that briefly doubled as a drive-in movie theater. Town leadership spearheaded this development project in the mid-1950s in order to compete with the new shopping malls drawing customers out of town. Unfortunately, the Dover Shopping Center ultimately could not compete with more modern malls being built along nearby highways.

Mid-century Downtown Dover

Today, many shoppers value a local downtown shopping experience, and Dover aspires to revitalize the shopping district. Visitors will always find something new in Downtown Dover and can feel good supporting the local economy.

Dover Trolleys

Several trolley lines once ran through Dover on Blackwell Street, connecting shoppers and commuters to nearby cities and towns like Newark, Lake Hopatcong, Wharton, and Morristown. Operations began in 1904 and Dover was home to trolley company offices and repair shops.

Intersection of Blackwell and Prospect Streets, 1906. Photo courtesy of Dover Area Historical Society.

By 1928, buses and private vehicles had largely replaced trolleys, and in 1942 the abandoned tracks were pulled up and donated to a war-time scrap metal collection drive.

THEATERS: THEN & NOW

Dover has been a destination for theater, arts, and entertainment since the mid-1800s. The town has a long, rich tradition of hosting some of the finest performers, musicians, and artists.

Today, the arts scene in Dover is alive and well, with the Dover Little Theatre taking center stage for modern audiences! Dover has been home to some of the earliest, most prominent theaters in New Jersey.

THE MOLLER OPERA HOUSE
1850–1921

Opened in 1850, this was Dover's first large establishment for major live entertainment. Owned and operated by Daniel Moller, the Moller Opera House was located along the busy Morris Canal on North Sussex Street. Canal boatsmen patronized Moller's during their weekend stayovers in Dover and enjoyed the beverages and entertainment this opera house had to offer. Today the building is occupied by Goodale's Drug Store, Dover's longest continuous business, founded in 1850.

THE BAKER OPERA HOUSE
1886–1904

At the time of its construction in 1885, this was Dover's largest and most modern playhouse for vaudeville and live entertainment. For 17 years, major vaudeville acts appeared at the Opera House, making Dover a major stop along the busy theatrical circuit. William H. Baker suddenly closed the Baker Opera House on May 13, 1904 with ambitions to build an even grander venue, the Baker Theatre. The building has remained a major landmark in downtown Dover, with its prominent tower and imposing façade, for more than 100 years. It is on the National Register of Historic Places and is also part of the Blackwell Street Historic District.

THE BAKER THEATRE

1906–1978

This theater opened its doors on December 5, 1906. Also known as the New Dover Theater, it was considered the finest playhouse in the entire state and was labeled as the premier entertainment showcase in New Jersey. It seated 1,146 and was billed as the largest vaudeville playhouse in the entire region. By 1930, the Baker Theatre, along with most vaudeville theaters around the country, was converted into a motion picture house. It continued to show movies until 1978 when it closed. In 1998, the Baker Theatre was reopened and renamed the Baker Ballroom and specialized in wedding receptions, concerts, live stage shows and banquets.

THE PLAYHOUSE THEATRE

1913–1970's

This theater opened on South Morris Street in 1913. It was built to be a competing vaudeville playhouse to the Baker. Although mostly a movie theater from the start featuring serial productions, the Playhouse hosted vaudeville acts as well. The old Playhouse Theatre building, left abandoned for many years, was demolished as part of Dover's Urban Renewal program in the late 1970s. Many of the seats and main curtain were donated to the Dover Little Theatre.

DOVER LITTLE THEATRE

1933–Present

This is the second longest continuously operating little theater in the state of New Jersey. This intimate 100-seat theater is located just off Blackwell Street. It was established in 1933 through the efforts of a dedicated group of theatre enthusiasts in the Dover Women's Club who sought to establish a venue for theatrical arts and artists of all kinds in Dover. Today Dover Little Theatre produces mainstage production and children's theater, hosting comedy troupes, concerts, and other special events produced and run entirely by volunteers.

Right: Present Day Dover Little Theatre

Dover Drive-In

When the Dover Drive-In Movie Theatre opened on September 12, 1958 atop the Dover Shopping Center parking deck, it was the first above-ground-level drive-in theater in the middle of a city, featuring a screen 80 feet tall and 100 feet wide. But with 490 cars filling the theater on opening night, problems quickly surfaced. The glowing, neon-lit signs of the surrounding shopping center caused

Dover Drive-In Theatre, Courtesy of Dover Historical Society

a red glare on the surface of the movie screen, and shop owners refused to turn off the lights. Management never could resolve the poor picture quality, and the theater closed in 1963.

Photo by Diane Suter Saitta

OUTDOORS& RECREATION

Prime fishing spots, peaceful hiking trails, pick-up basketball games, and scenic lookout points—all within a short walk or drive of Downtown Dover. Take a walk to Hurd Park after having lunch downtown, plan a fishing or paddling trip on the Rockaway River, or have a cookout in Hedden Park. In addition to the parks listed here, residents and visitors alike also enjoy neighborhood green spaces like Overlook Park and Hooey Park. There is lots to do outdoors in Dover!

WATERWORKS PARK
Entrance near corner of Rutgers St and Princeton Ave

Located about one mile to the west of Downtown Dover is Waterworks Park. The Rockaway River runs through the park's center and is the main attraction, along with a playground, basketball court, and picnic area. The riverbanks have been left in their natural state, but fishermen and hikers have carved out paths perfect for a walk to explore the river's edge.

CRESCENT FIELD
Entrance near corner of S Morris St and Monmouth Ave

A short walk from Blackwell Street, Crescent Field is Dover's "village green" where residents exercise and socialize. The park's soccer fields, play areas, and basketball courts are always busy. Families and friends gather at benches and seating areas to chat. The walking and jogging path that runs around the park's perimeter is a great way to take in the scene.

JFK PARK
Entrance near corner of East Clinton St and Essex St

JFK Park is located in the heart of Downtown Dover. This small park is a great place to relax after strolling on Blackwell St or to enjoy a takeout lunch from a nearby restaurant. JFK Park is frequently the site of local events, like the annual holiday tree lighting and summer movie nights. It was once the location of the Morris Canal boat basin--a water-filled docking area where cargo from canal boats could be loaded and unloaded.

Hurd Park

HURD PARK
Entrance near corner of West Blackwell St and Princeton Ave

Cherry blossoms are the main attraction of peaceful Hurd Park located just a half-mile walk from Downtown Dover. The park is picturesque in spring, when pink cherry tree blossoms and bright green grass frame a narrow, stone-walled stream. The park's foot bridges, gazebo, and war memorials are popular photo spots. In the fall, the hill rising behind the park offers views of the changing foliage. Visitors can also find a bench and sit along Jackson Brook which curves through the center of the park.

MOUNTAIN PARK
Entrance near corner of S Morris St and Woodland Rd

Though less accessible than other parks nearby, the relatively undeveloped Mountain Park is a popular hiking spot. For more than 100 years, hikers have marked trails that reach a scenic lookout point at the top of the hill. Use the QR code to access an unofficial webpage about trail access points created by a local resident, plus a trail map.

HEDDEN COUNTY PARK
Entrance at Ford St or Hawthorne Ave

Within a short driving distance from Downtown Dover, Hedden Park is part of the Morris County parks system and offers a range of outdoor activities and amenities. Visitors can hike to Indian Falls, fish in Hedden Pond, or barbecue on one of the grills in the picnic field. The Jackson and Wallace Brooks run through the park and offer other fishing and hiking options.

Rockaway River

Visitors to Dover may be surprised to turn off Blackwell Street and find they are standing on a bridge overlooking a small river. This is the Rockaway River, which runs more than 40 miles east across North Jersey from Sparta Mountain to the Passaic River. In Downtown Dover, the Rockaway River runs through a concrete channel behind the businesses on Blackwell Street. There are seven river overpasses in the downtown and railroad tracks run parallel to it, creating a unique landscape.

Postcard of Rockaway River from 1900s

Outside of the downtown, the river becomes more bucolic and boasts popular fishing spots stocked with trout. Nearby Boonton is the site of Boonton Falls, where the Rockaway River drops 25 feet over several waterfalls. Kayaking and canoeing is possible along stretches of the river depending on water conditions, which can vary greatly due to weather. Check online fishing and paddling forums for tips on how to safely access the river.

MADE IN DOVER

Dover's history is rooted in its location among rich iron deposits. Mines in the greater Dover area—the largest in the country—supplied Revolutionary War munitions, and the earliest roads in Dover connected iron mines to nearby forges. Even after 1850, when the center of the iron industry shifted to vast deposits discovered around Lake Superior, Dover remained an important industrial hub for iron goods manufacturing until the town's last major iron works closed in 1950.

Dover's industrial character also stems from once being a key port along the Morris Canal, constructed between 1825 and 1832. The historic canal connected the Hudson River at Jersey City and the Delaware River at Phillipsburg, providing an inland waterborne freight route. Canal boats transported goods as varied as coal, grain, sugar, and beer. JFK Park in Downtown Dover was once a water-filled basin where boats were stored and docked for loading and unloading cargo. Innovative engineering, using a series of locks and inclined planes, enabled canal boats to navigate up and down mountains and 1,674 feet of elevation change!

The introduction of train and trolley lines in the second half of the 19th century rendered the Morris Canal increasingly obsolete but furthered Dover's industrial might. Factories manufactured wrought iron fire escapes, world-class cooking ranges, silk hosiery, steel railroad and bridge components, and many other goods stamped with the mark "Made in Dover." Much of this industry disappeared in the mid 20th century but vestiges are still visible, such as the preserved Guenther Mill located a half-mile away from the downtown area. Once a sprawling silk manufacturing plant, the Guenther Mill complex now offers apartments and commercial and light industrial spaces while preserving the buildings' historic architecture.

Scan to read more

Postcard of Gunther's Hosiery Mill in 1910

WALKING TOUR

Take a guided stroll through historic Downtown Dover! The selected sites capture a variety of historical moments within a six-block area around Blackwell Street. Taking a walk through the downtown is a great way to get to know Dover, whether you are visiting for an hour or an afternoon.

1 The Dover Dogs
The mayor of Dover, England presented these two statues as a gift to the first mayor of Dover in 1869. In 2006, 137 years later, the mayor of Dover, England once again visited and rededicated the recently refurbished statues.

2 Morris Canal Basin
Dover was a key port along the historic Morris Canal, an engineering marvel of innovative canal locks and inclined planes for the waterborne transport of industrial materials and other goods between the Delaware and Hudson rivers. Canal boats were docked in a large water-filled basin that is now the site of JFK Park. The basin and other parts of the canal were dismantled in the 1920s due to declining use as rail transport became prominent.
The Morris Canal's many remaining assets are now being reclaimed, connected, and repurposed as the Morris Canal Greenway.

3 Dover Station
The first train stopped in Dover in 1848 on the Morris & Essex Railroad, soon acquired by the Delaware, Lackawanna & Western Railroad. This company constructed Dover Station in 1901, and the building is on the National Register of Historic Places. The surrounding area once held extensive blacksmith, carpentry, machining, and upholstery shops that produced passenger and freight train cars.

4 St. John's Church
The oldest church in Dover, built between 1866 and 1871, St. John's features beautiful stained-glass windows. The earliest congregants were Dover's miners and iron workers. It was used as a hospital during the 1918 flu pandemic.
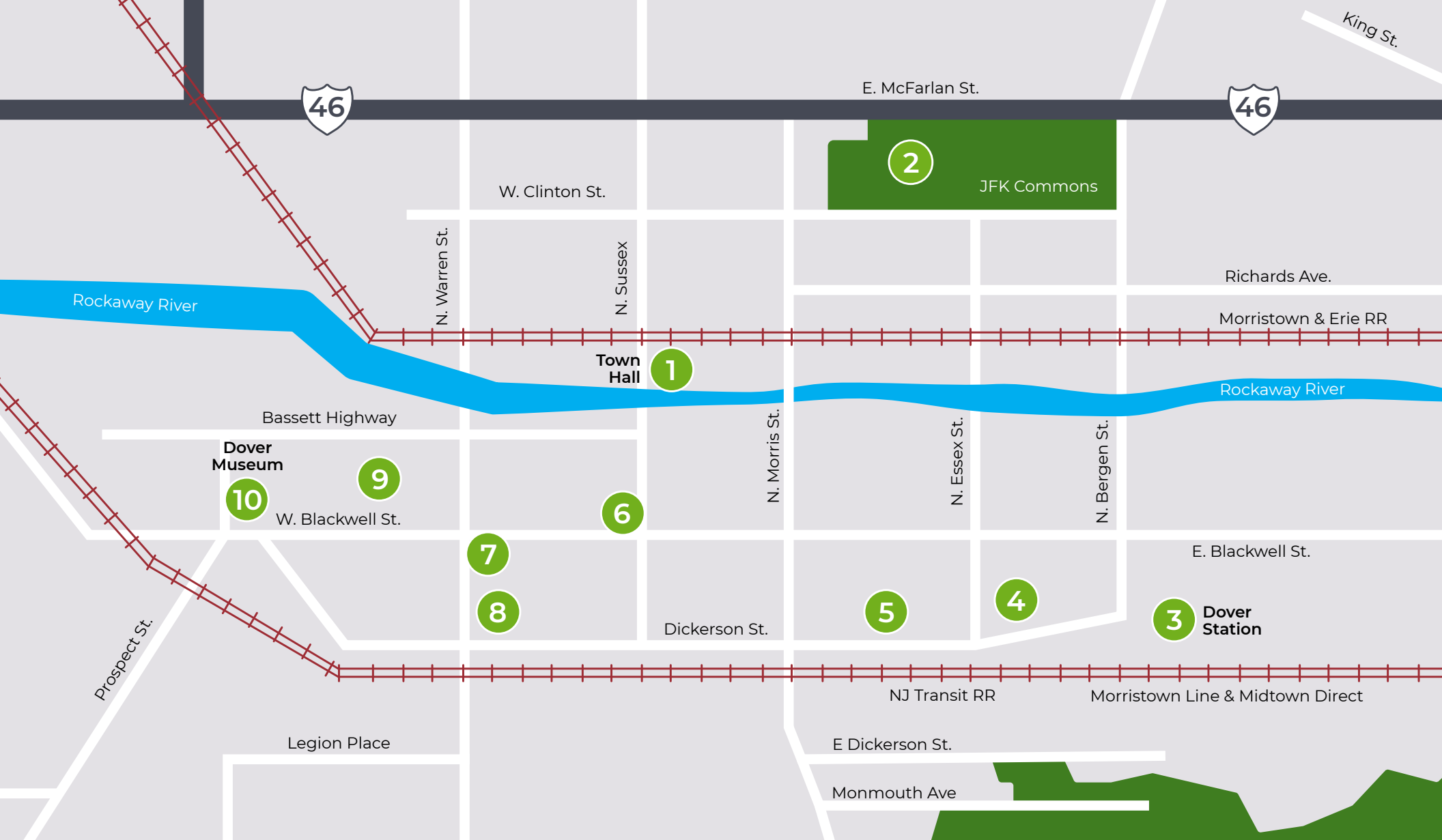
5 Stone Academy
Considered to be Dover's oldest standing building, dated 1829 and listed on the National Register, Stone Academy is Dover's first public building. It was used as a school, meeting house, and gathering place for religious congregations.

6 George Richards Building
Named after the first mayor of Dover, the George Richards Building dates to 1869 and has seen various uses, including a grocery store, leather goods manufacturing, and J. J. Newberry's Department Store in the 1940s. This building is undergoing renovation to become Dover's new Town Hall.

7 Baker Opera House
Opened in 1886, major vaudeville acts appeared on the Baker Opera House stage, including magician Harry Houdini. It operated for just 18 years before proprietor William Baker decided to build another, state-of-the-art venue, the Baker Theater, to better compete with New York City theaters.

Photo by Diane Suter Saittá

Map Labels

King St.

46 E. McFarlan St. 46

2 JFK Commons

W. Clinton St.

N. Warren St.

N. Sussex

Richards Ave.

Morristown & Erie RR

Rockaway River

Town Hall **1**

Rockaway River

Bassett Highway

N. Morris St.

N. Essex St.

N. Bergen St.

Dover Museum

9

10

W. Blackwell St.

6

E. Blackwell St.

7

8

5

4

3 **Dover Station**

Dickerson St.

Prospect St.

NJ Transit RR

Morristown Line & Midtown Direct

Legion Place

E Dickerson St.

Monmouth Ave

---

8 Mail Pouch Tobacco Ad
Advertisements for a popular chewing tobacco were once a common sight in town. The Bloch Brothers company employed painters to emblazon the sides of businesses that sold their product with these ads. More popularly, they painted the ad on over 20,000 barns across the country, giving the farmer a freshly painted barn in exchange for advertising space.

9 Baker Theater
First opened as a vaudeville theater in 1906, Baker Theater drew a crowd of 1,600 people filling all three balconies! The theater went on to show silent movies and the first "talking pictures" in the county.

10 Dover Museum
Opened in 2005, the Dover Museum occupies a house built circa 1890 that was once part of "Doctor's Row," a strip of well-appointed residences along Blackwell Street, some occupied by doctors working at the nearby Dover General Hospital. The Dover Area Historical Society holds monthly programs at the museum.

EVENTS& FESTIVALS

Events like the Memorial Day parade, Fourth of July fireworks, and the Halloween parade are a great way to celebrate, while activities like summer movies in the park keep the fun alive year-round. Sports are another popular activity, with local leagues playing soccer, basketball, softball, and track on the town's many recreational fields. There is something to do in Dover for every season!

SPRING

Easter Egg Hunt

Memorial Day Ceremony & Parade

Dover Flea Market

SUMMER

Soccer, Basketball, Track, Volleyball, Softball

Summer movies in JFK park

4th of July Fireworks & Concert

Bike Rodeo

FALL

Halloween Trunk or Treat

Halloween Parade

Senior Picnic

WINTER

Holiday Tree Lighting

Holiday Parade

Mayor Blackman at the 2020 Christmas Parade

KNOW BEFORE YOU GO

PARKING

Most street parking in Dover is free with a two-hour parking limit. Parking is also available in the following public lots for a fee:

Lot A
3 S Bergen St.

Lot B
S Morris St. & E Dickerson St.

Lot C
Orchard St. & W Dickerson St.

Lot D
Prospect St. & Elliott St.

Lot E
E Dickerson St. & N Sussex St.

Lot F
N Morris St. & E Clinton St.

Lot G
E Dickerson St. & N Sussex St.

Lot H
W Dickerson St. & S Warren St.

PUBLIC TRANSIT CONNECTIONS

NJ TRANSIT
Montclair-Boonton Line
or Morris & Essex Line to Dover

NJ TRANSIT Bus Lines
880 Morristown to Rockaway, 875
Morristown to Roxbury

DRIVING DIRECTIONS

Exit 39B from I-287 S or Exit 39 from I-287 N to NJ-10. NJ-10 to S Morris St.

Town Hall of Dover

PUBLIC AMENITIES & SERVICES

Public Library
32 E Clinton St.
973.366.0172

Post Office
22 N Sussex St.
862.397.5992

Police Department
37 N Sussex St.
973.366.0302

Fire Department
37 N Sussex St.
973.366.0302

Town Hall
37 N Sussex St.
973.366.2200

KEEP IN TOUCH!

🌐 www.dover.nj.us

📷 @TownOfDoverNJ

👤 @TownOfDoverMorrisCountyNJ

🐦 @Dover_NJ

▶️ Town of Dover, Morris County, NJ

CELEBRATING

300 YEARS

DOVER, NEW JERSEY

300 YEARS

1722 HISTORIC   2022 DIVERSE

FOUNDED 1722 · ESTABLISHED 1869

Oil Painting by Doverite Bea Cook

MANSION HOUSE

TOGETHER
NORTH
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